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Objectives

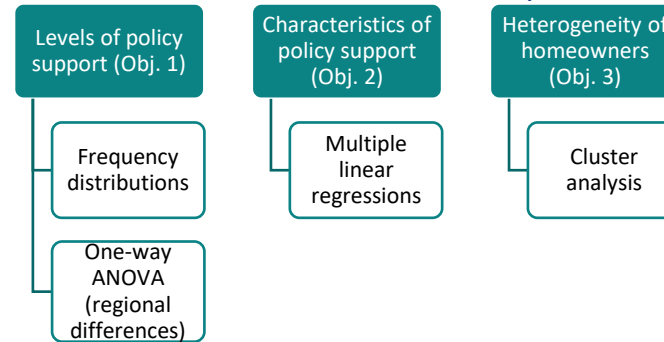
1. Assess levels of homeowner support for different types of home decarbonization policies in Canada and by region
2. Identify characteristics associated with homeowner support for different policies
3. Explore heterogeneity across homeowners based on patterns of policy support

Background

- Residential buildings account for 17% of global (and 6% of Canadian) GHG emissions
- Fuel switching in building heating and cooling needed, e.g. heat pumps
- Public support = policy implementation and long-term survival
- Most studies focus on aggregate policy support, not policy types
- Most studies focus on drivers of tech adoption, not policy support

Methods

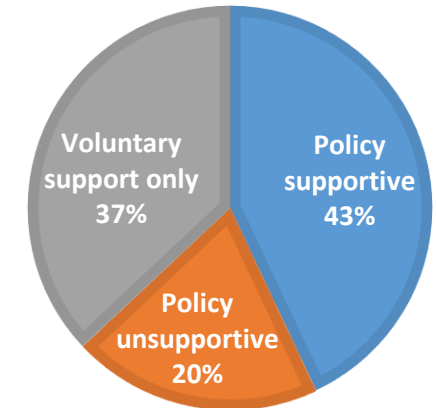
Web-survey of 3,804 Canadian homeowners aged 19+ with oversamples in BC, AB, SK, MB, and Atlantic provinces + ABC theory



Results

- Non-compulsory policies receive highest support (64-82%); carbon tax highest opposition (33%)
- QC has highest support for most policies compared to AB, ON, MB, SK
- **Consistent predictors for all policy:** altruistic values, climate concern, trust in scientists, positive perceptions of heat pump efficacy, and higher education
- **Policy-specific predictors:**
 - Subsidies - openness to change
 - Loan/financing – trust in gov, low knowledge of climate policy
 - Taxes and regs - enviro lifestyles, biospheric values, younger age
 - RNG - trust in fossil fuels, rural residence, and opposition from those who own heat pumps and baseboards
 - Emission regulation – newer homes

Three clusters



Conclusions and implications

- Voluntary policies most supported. Need to improve perception of compulsory policy
- Altruistic values, trust in scientists, heat pump perceptions matter for all policy designs
- Unique policy-specific characteristics exist (e.g., RNG popular among fossil fuel regions)
- Heterogeneous policy support views need targeted messaging