

Ontario Science Centre Science Literacy

October 6th, 2016



ONTARIO
SCIENCE
CENTRE

Leger

METHODOLOGY

QUANTITATIVE RESEARCH

INSTRUMENT

A survey of 1578 Canadians was completed online between September 6th and September 8th 2016 using Leger's online panel, *LegerWeb*.

A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

Detailed Results

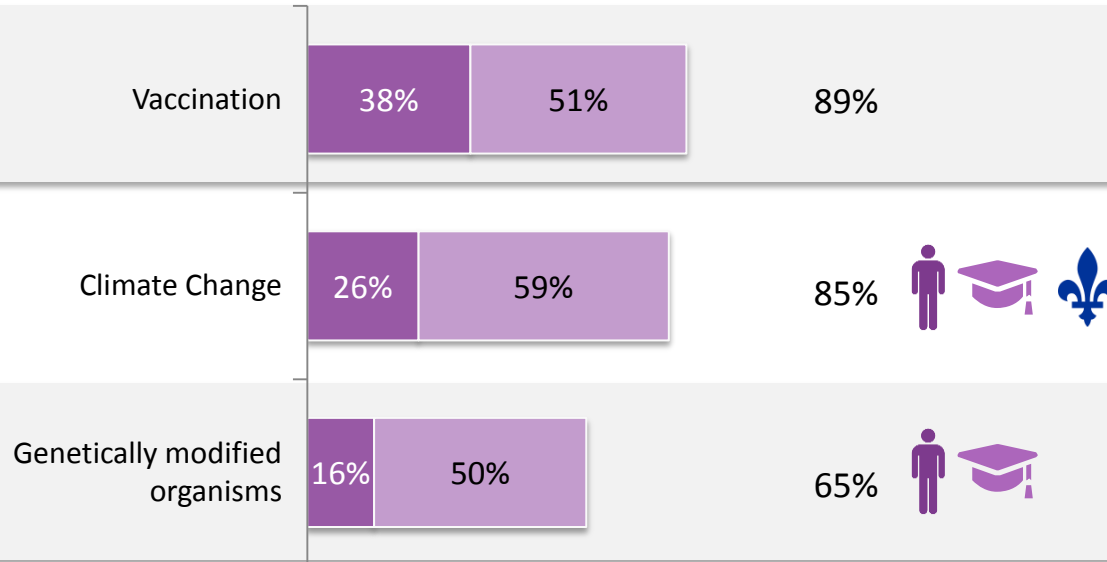


UNDERSTANDING SCIENTIFIC ISSUES

How well do you understand the science behind each of the following issues?

■ Understand very well ■ Understand somewhat

Summary:
Understand
(Top 2 Box)





Most (89%) Canadians understand the science behind vaccination (85%) and climate change (85%), while two-thirds understand the science behind genetically modified organisms (65%).


Men and university graduates are significantly more likely to understand the science behind climate change and genetically modified organisms.

Quebeckers are significantly more likely to understand the science behind climate change, while Albertans have the highest understanding of vaccination (94%).

- Men (vs women) are significantly more likely to understand the science behind climate change (90% vs 80%) and genetically modified organisms (73% vs 58%)
- University graduates (vs less than university degree) are significantly more likely to understand the science behind climate change (90% vs 82%) and genetically modified organisms (79% vs 57%)
- Quebeckers (vs Rest of Canadians) are significantly more likely to understand climate change (89% vs 83%)

 Significantly higher among University graduates

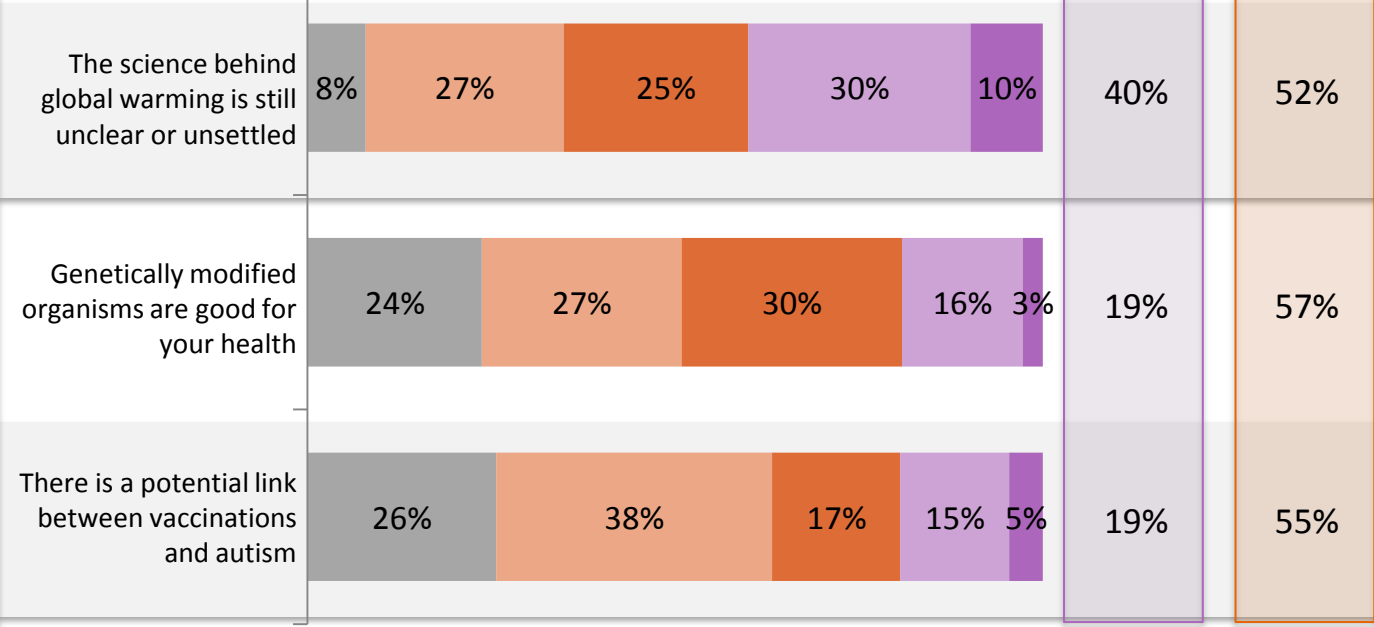
 Significantly higher among Quebec residents

 Significantly higher among men

PERCEPTIONS ABOUT SCIENTIFIC ISSUES

To what extent do you agree or disagree with each of the following statements:

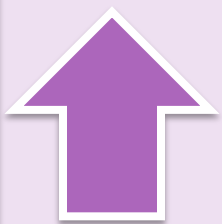
Don't know / prefer not to answer
 Strongly disagree
 Somewhat disagree
 Somewhat agree
 Strongly Agree



Four in ten (40%) Canadians agree the science behind global warming is still unclear or unsettling, while more than half (52%) have disagreed with this fact. Millennials are most likely to disagree.

Less than one-in-five Canadians agree genetically modified organisms are good for their health (19%) and there is a link between vaccinations and autism (19%).

Once again, millennials stand out, with 25% agreeing genetically modified organisms are good for their health.

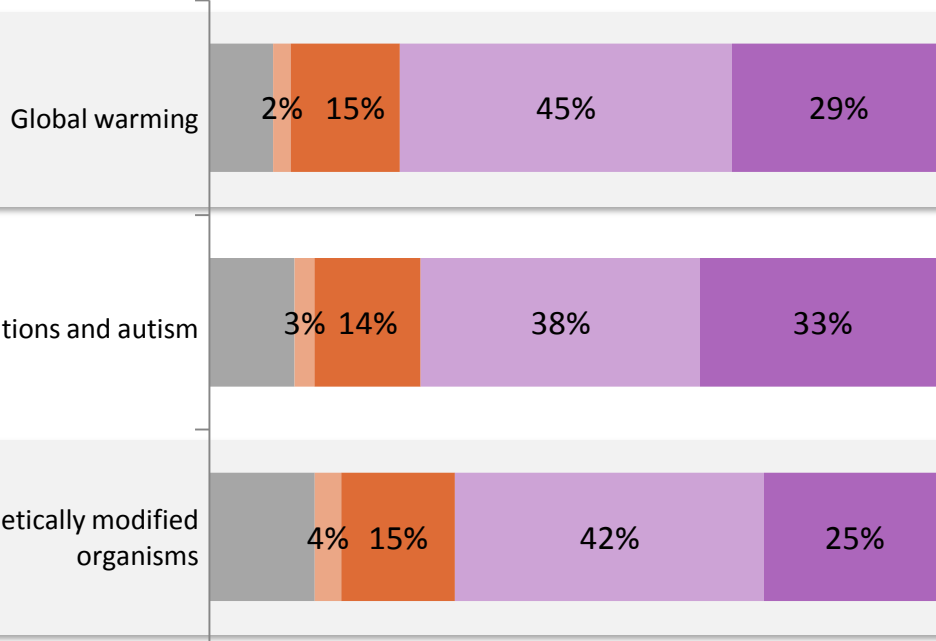


- Albertans (vs rest of Canadians) are significantly more likely to agree the science behind global warming is still unclear or unsettling (56%)
- Millennials (aged 18-34) are significantly more likely to agree that genetically modified organisms are good for your health (25% vs 17%)
- Millennials (aged 18-34) are significantly more likely to disagree that the science behind global warming is still unclear or unsettling (64% vs 48%)

FORMING OPINIONS ABOUT SCIENCE

To what degree do you rely on science versus your own intuition, to form opinions about the following issues?

- Don't know / prefer not to answer
- I rely mostly on my intuition
- I rely entirely on my intuition
- I rely mostly on science
- I rely entirely on science



Summary:
Science
(Top 2 Box)

Summary:
Intuition
(Top 2 Box)

74%

17%



71%

17%



67%

19%



Three-quarters of Canadians rely on science to form their opinion on global warming (74%) and vaccinations and autism (71%), while two-thirds (67%) use science to form their opinion on genetically modified organisms. Less than 20% of Canadians use intuition to form an opinion on all 3 subject matters.

University graduates are significantly more likely to use science to form their opinions while Canadians with a high school or college education are significantly more likely to use intuition. Quebeckers are significantly more likely to use intuition to form their opinions on vaccinations and autism and genetically modified organisms.

- *Quebeckers (vs rest of Canadians) are significantly more likely to rely on intuition to form opinions on vaccinations (22% vs 16%) and autism and genetically modified organism (25% vs 17%)*
- *University educated Canadians are significantly more likely to reply on science to form opinions on all 3 topics*
- *Men are significantly more likely to rely on science to form their opinion on vaccinations and autism (75% vs 68%)*



Significantly higher among University graduates



Significantly higher among Quebec residents



Significantly higher among men



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