



Earth Rangers Eco-Anxiety & Eco-Action Index 2023 Canada Summary Report

Eco-anxiety? What's that?

We've all seen the headlines: eco-anxiety is on the rise, including in children. This emotional response includes feelings of worry, fear, and despair as a result of exposure to the realities of climate change, animal extinction, biodiversity loss, and more.

Eco-anxiety as a term started to emerge in the last 15-20 years, and has continued to grow, particularly among children, in recent years. Google Trends data shows a 60 percent jump in searches for eco-anxiety in 2023 alone. As more natural disasters, weather patterns, and other environmental changes occur from coast to coast, our children are taking note. Their concerns are growing. And this can leave them - as well as their parents - feeling overwhelmed, anxious, and powerless.

Sounds scary...but there's hope.

This year, Earth Rangers followed up on their groundbreaking 2020 study developed in collaboration with Ipsos Canada, to capture attitudes and actions related to environmental issues by children (age 6-11) and their parents across Canada and the US. And just like in 2020, we found one statement to be proven true over and over again: **the key to overcoming eco-anxiety is to connect it with eco-action.**

Our 2023 study found that while yes, more children and adults are experiencing eco-anxiety - they're actually harnessing it to drive meaningful change in their communities. The data reinforced that higher levels of eco-anxiety translated to higher levels of eco-action, and vice versa. Specifically, consistent with Earth Rangers' previous research, the 2023 survey suggests that kids who worry less about the environment do less about it, while those with higher levels of eco-anxiety do more.

The research also found that among populations whose levels of eco-action and eco-anxiety were above the national average, eco-action actually outpaced eco-anxiety - indicating that taking action for the environment has a positive effect. Conversely, feelings of eco-anxiety overpower eco-action levels for children on the lower end of the range.

Driven by their worries about climate change, animal extinction, and more, kids actively take proactive steps to address it when given the resources, like organizing local clean-up events, advocating for sustainable practices in schools and at home, and more. By channeling their eco-anxiety into a force for action, this empowered generation is not only addressing environmental issues but also fostering a sense of hope, resilience, and collective responsibility for the planet's well-being.

Breaking down the data

Compared to the 2020 survey, children in Canada continued to exhibit similar, raised levels of eco-anxiety and eco-action in 2023. Furthermore, in surveying children in the United States for the first time, it was found that levels of eco-anxiety and eco-action among children in Canada and the United States were comparable overall.

When looking specifically at the youth population in Canada, survey findings showed that more than 80 percent of respondents agreed with statements related to experiencing eco-anxiety, including feeling worried about animal extinction, climate change, and the future of our planet. At the same time, more than 60 percent agreed to statements about taking regular eco-action, including talking with friends and family, participating in rallies and events, volunteering, supporting environmental organizations, and participating in activities at home or school. Using these findings as the baseline, the study found that levels of eco-anxiety and eco-action rose and fell in different parts of Canada, but always stayed consistent with one other.

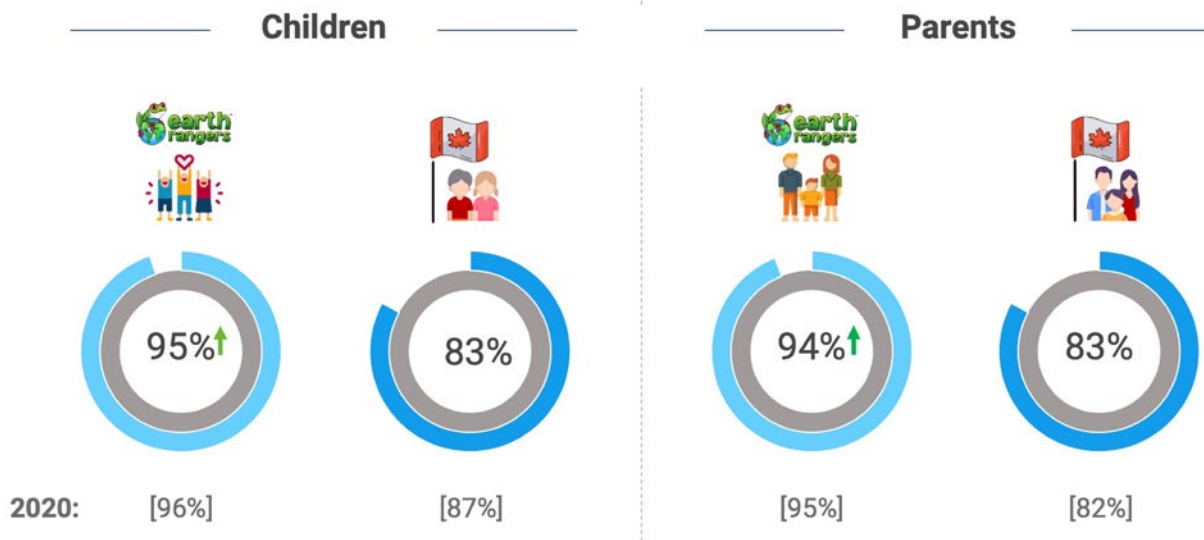
Our research also showed that children in Canada who are members of Earth Rangers exhibit higher levels of eco-anxiety AND eco-action than those who are not. Ultimately, this audience was more concerned about the environment, yet simultaneously more empowered to take action, for the same reason.

Overall, our findings show that while the rising concern over climate change has led to increased eco-anxiety in Canadian children, Earth Rangers helps directly address this environmental anxiety by one, creating more awareness around the causes of environmental challenges, and two, offering education around how to take effective action toward a sustainable future. This holds true across demographics, extending to both children and adults, creating the opportunities we need to empower the next generation of conservationists and their families.

The data in view

1. Canadian kids & families care about protecting the environment. Earth Rangers kids & families care even more.

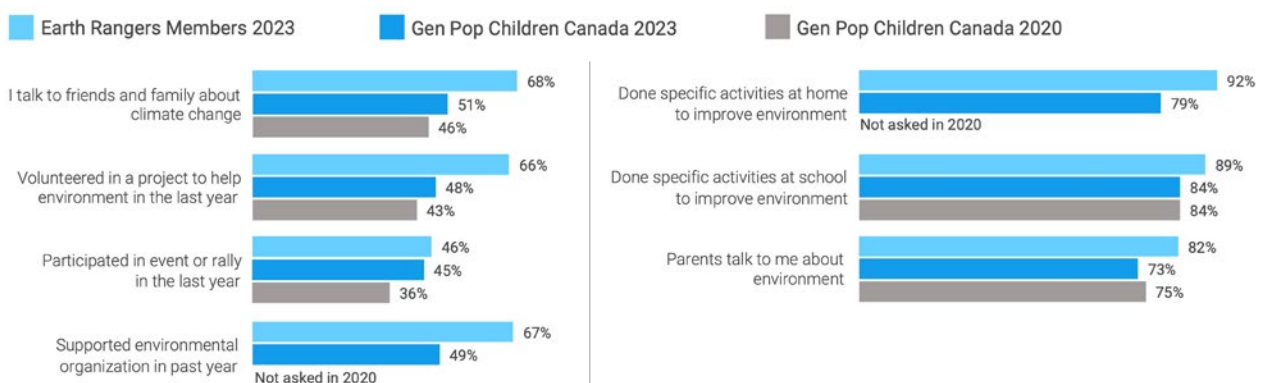
How important is it to do things to help protect the environment?
(% Important)



Among children, 83 percent of Canadian respondents and 95 percent of Earth Rangers members felt it was a top priority to do things to help protect the environment. Adults felt the same, with 83 percent of Canadian parents and 94 percent of Earth Rangers parents indicating it was a high level of importance.

2. Canadian children are taking action for the environment, even more so now than they did in 2020. Earth Rangers members continue to lead.

Eco-Action SCORE STATEMENTS: How much do you agree or disagree with each of the following? (% Agree)

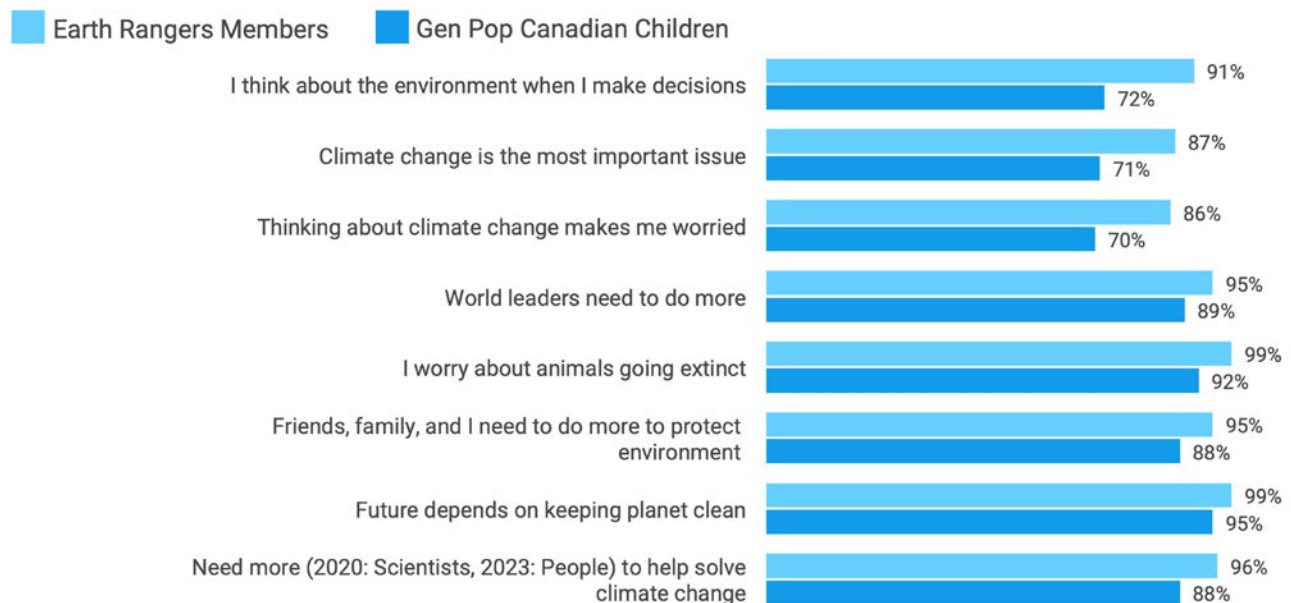


Since Earth Rangers' initial study in 2020, the number of Canadian children who agreed to statements about taking regular eco-action jumped, while Earth Rangers members' responses continued to stay strong.

3. Eco-anxiety among children directly impacts how much action they take.

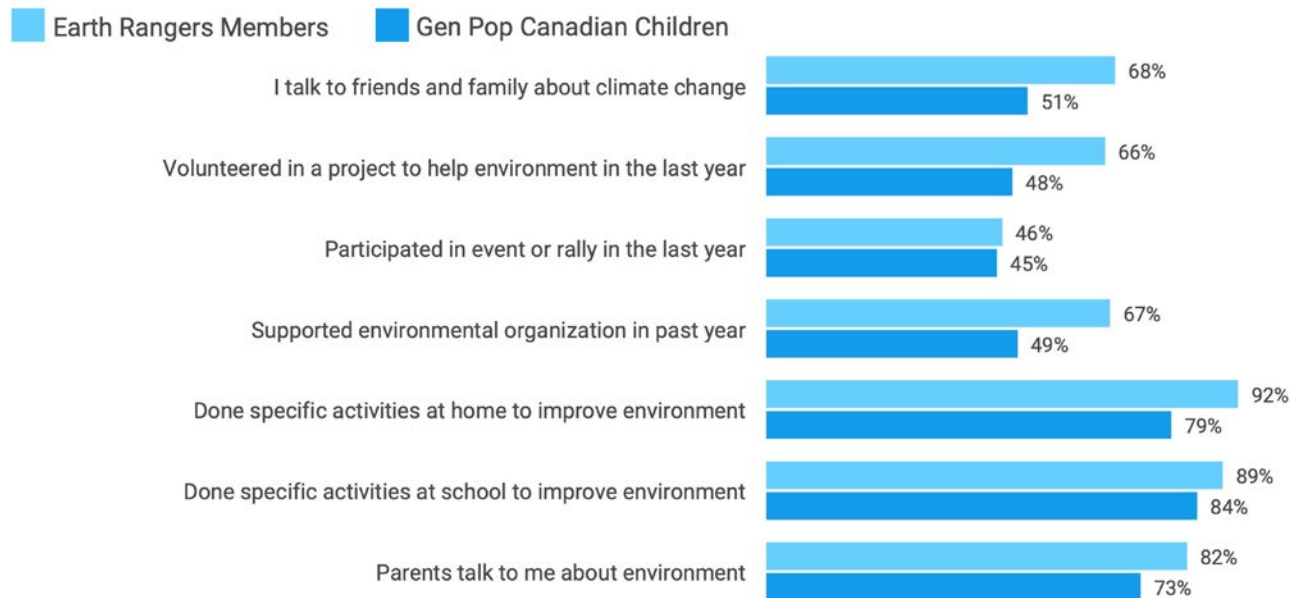
Eco-Anxiety: How much do you agree or disagree with each of the following?

(% Agree)



Eco-Action: How much do you agree or disagree with each of the following?

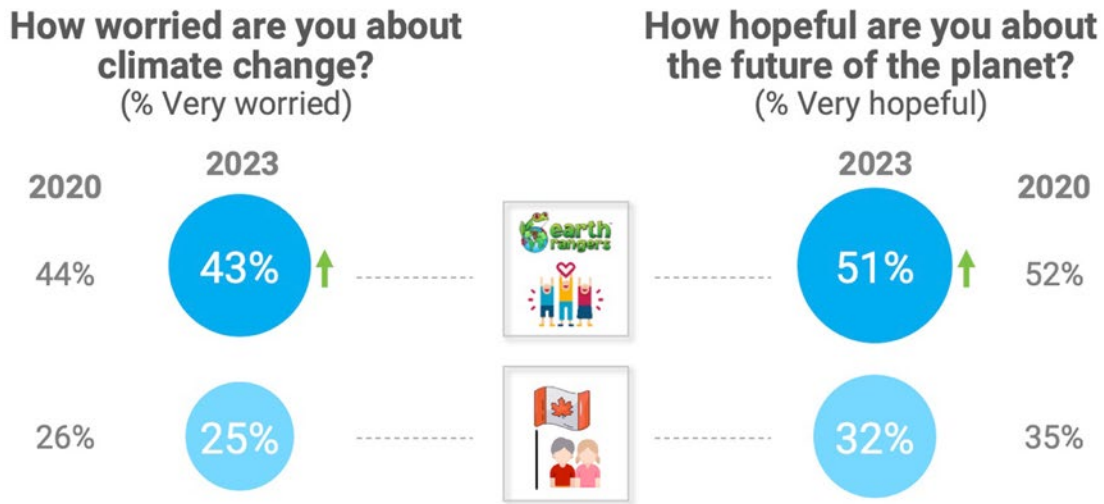
(% Agree)



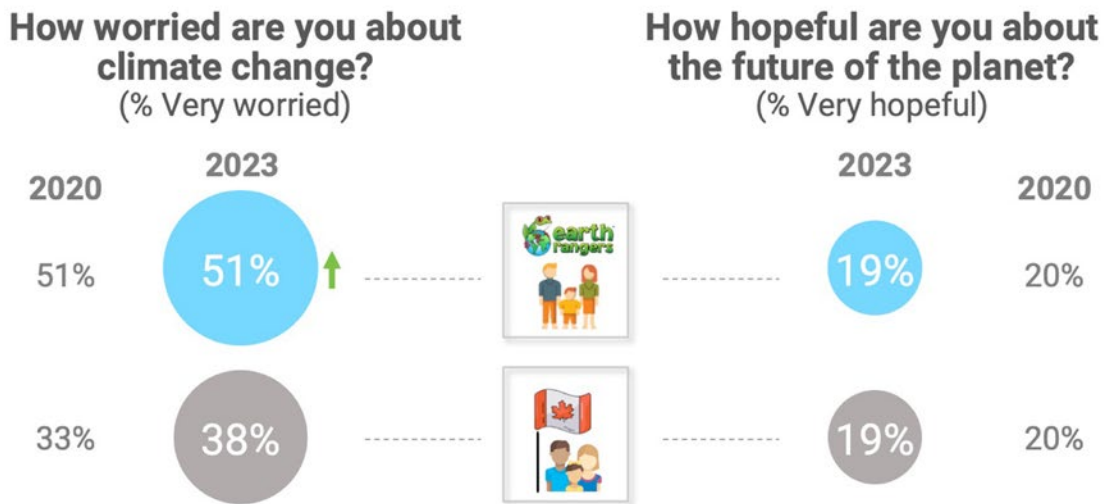
In response to several different questions regarding climate change, both Earth Rangers members and Canadian children in general show high levels of eco-anxiety - which directly correlates to high levels of eco-action.

4. Earth Rangers members have the highest levels of anxiety - but are also the most hopeful & confident in making a difference

Worry & Hope - Children



Worry & Hope - Parents



Eco-Anxiety & Eco-Action Index

	Children		Parents	
				
Eco-Anxiety Index	100.00	112.2 (2020: 126.5)	100.00	106.5 (2020: 116.6)
Eco-Action Index	100.00	119.4 (2020: 139.4)	100.00	108.1 (2020: 127.8)

How big a difference do you feel you can make for the environment?
(% I can make a big difference)



Earth Rangers Members are 12 percent more likely to be anxious - but also 19 percent more likely to take action compared to the general population, reinforcing that kids feel even more enabled to make a big difference after joining Earth Rangers.

5. Eco-anxiety among children directly impacts how much action they take.

Eco-Anxiety: How much do you agree or disagree with each of the following?

(% Agree)

BENCHMARK INDEX SCORES:										
Gen Pop Children (n=1000)										
Percentage		Index Score								
83.20%		100								
61.10%		100								
Region	Gen Pop Children (BC/AB)		Gen Pop Children (MB/SK)		Gen Pop Children (ON)		Gen Pop Children (QC)		Gen Pop Children (ATL)	
	Percentage	Index Score	Percentage	Index Score	Percentage	Index Score	Percentage	Index Score	Percentage	Index Score
Eco-Anxiety Index	82.00%	98.6	79.50%	95.5	83.70%	100.6	84.20%	101.2	86.20%	103.5
Eco-Action Index	60.60%	99.1	61.40%	100.6	61.90%	101.2	59.90%	98.1	62.00%	101.4
Region	Earth Rangers Children (BC/AB)		Earth Rangers Children (MB/SK)		Earth Rangers Children (ON)		Earth Rangers Children (QC)		Earth Rangers Children (ATL)	
	Percentage	Index Score	Percentage	Index Score	Percentage	Index Score	Percentage	Index Score	Percentage	Index Score
Eco-Anxiety Index	92.80%	111.5	90.10%	108.3	94.40%	113.4	94.30%	113.4	91.90%	110.5
Eco-Action Index	73.00%	119.5	69.50%	113.8	73.80%	120.9	68.80%	112.7	72.00%	117.8

Eco-action’s direct positive correlation on eco-anxiety can especially be seen when looking at survey responses broken down by region. In populations who over-indexed, such as Ontario, British Columbia/Alberta, and Saskatchewan/Manitoba, levels of eco-action outpaced levels of eco-anxiety, proving that taking action for the environment has a positive effect.

In Conclusion

The results of Earth Rangers Eco-Anxiety & Eco-Action Index 2023, the second edition, shine a light on the complex and evolving relationship between eco-anxiety and its impact. Though often perceived as a negative, when reviewed in context, our findings demonstrate that today’s children are in fact inspired and motivated to transform eco-anxiety into a catalyst for positive eco-action. And with the right tools and education, they’re inspired to do so even more.

Appendix

Geographic Distribution – CA Children

Region	Children		Parents	
	Earth Rangers	Gen Pop	Earth Rangers	Gen Pop
British Columbia	15%	10%	16%	12%
Alberta	14%	14%	15%	12%
Saskatchewan	4%	3%	4%	5%
Manitoba	4%	4%	4%	4%
Ontario	52%	39%	49%	50%
Quebec	3%	23%	5%	10%
Atlantic	8%	7%	7%	8%

Methodology

In order to measure the impact of the Earth Rangers program on both children and adults, Ipsos conducted a survey to understand six segments of the US & Canadian population:

- Current Earth Rangers members aged 6-11 years
- Children from the Canadian general population aged 6-11 years
- Children from the American general population aged 6-11 years
- Parents of children who are current Earth Rangers members
- Parents from the Canadian general population with children aged 6-11
- Parents from the American general population with children aged 6-11

When measuring empowerment, every participant was assigned to one of three categories, or “eco groups”: “Empowered,” or taking strong environmental action; “Disengaged,” or those concerned about the environment, but not taking strong environmental action; and “Passive,” or those not as concerned about the environment, and also not taking strong environmental action. Regardless of whether or not those classified as “empowered” are worried about the environment, this group of respondents takes action to do something about it. Disengaged individuals, however, while worried about the environment, have something preventing them from taking action to do something about it. Passive respondents are not worried about the environment and also have something stopping them from worrying or taking action.