

Youth Environmental Action Network Fall Survey 2025

YEAN: Youth Environmental Action Network

New Brunswick Environmental Network

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Background & Methodology

Date:
September 10th, 2025 to October 6th, 2025

Prepared By:
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Purpose:
New Brunswick youth play a crucial role in shaping environmental change, yet engagement depends on what feels relevant and accessible. This survey aimed to:

- Identify top environmental priorities for New Brunswick youth.
- Learn what kinds of programs and events appeal most to them.
- Understand what supports youth in taking action and what barriers they face when trying to take action.

Who Responded:
- 19 participants
- 26.3% aged 15-17, 42.1% aged 18-21, 31.6% aged 22-25
- 94% responded in English, 6% responded in French
- Participants represented six communities across New Brunswick: Fredericton, New Maryland, Oromocto, Rusoginis, Saint John and Dieppe
- 78.9% female, 10.5% male, 5.3% prefer not to say, 5.3% gender fluid
- 94.7% students, 26.3% working part-time, 15.8% looking for work, 5.3% working full time (respondents may identify as a combination of one or more of these school/employment options)

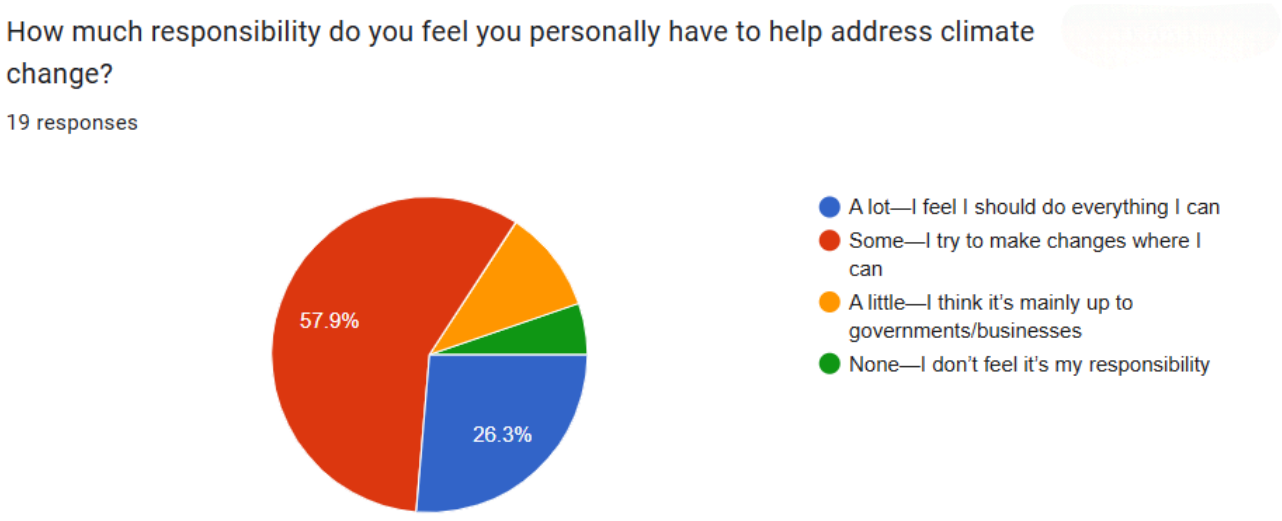
Methodology:
This survey was conducted online from September 10th, 2025 to October 6th, 2025 with 19 respondents. The survey included 27 questions that covered demographics, student employment status, environmental priorities, program interests, attitudes and feelings toward climate and environment, motivations for taking action and barriers to engagement. As an incentive, participants were offered a chance to enter a prize draw. MEC Moncton generously donated the prize, consisting of outdoor gear, in support of the survey.

Key Findings & Trends

Theme: Attitude and Feelings Toward Climate and Environmental Issues

- **Feelings about climate change and environmental protection:**
  - 89.5%— extremely important
  - 10.5% — somewhat important

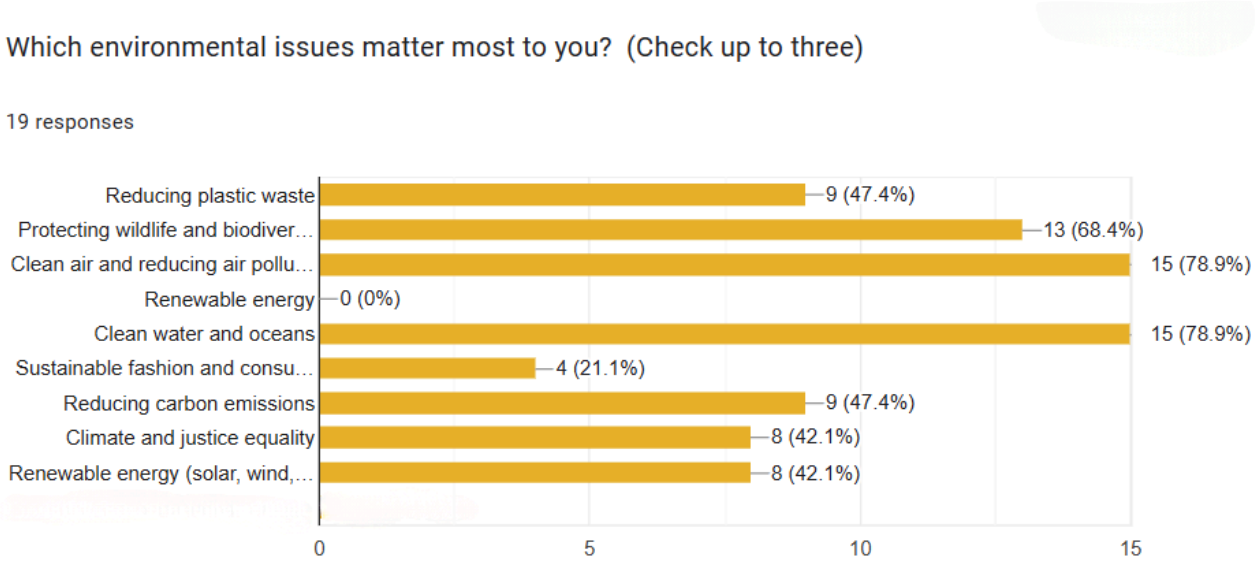
- **Perceived environmental responsibility toward addressing climate change:**
  - 28.3% — a lot of responsibility
  - 57.9% — some responsibility
  - 10.5% — little responsibility
  - 5.3% — no responsibility



- **Confidence in Their Ability to Positively Impact Environmental Change:**
  - 36.8% — very confident
  - 42.1% — somewhat confident
  - 21.1% — not very confident

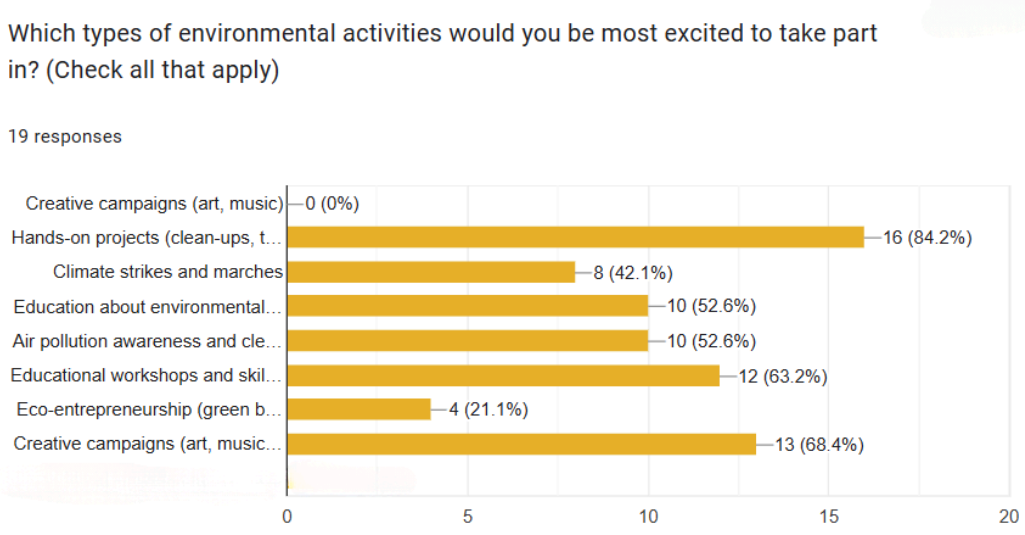
Theme: Current Involvement and Interests

- **The three environmental issues that matter most to youth are:**
  - Clean air and reducing air pollution
  - Clean water and oceans
  - Protecting wildlife and biodiversity



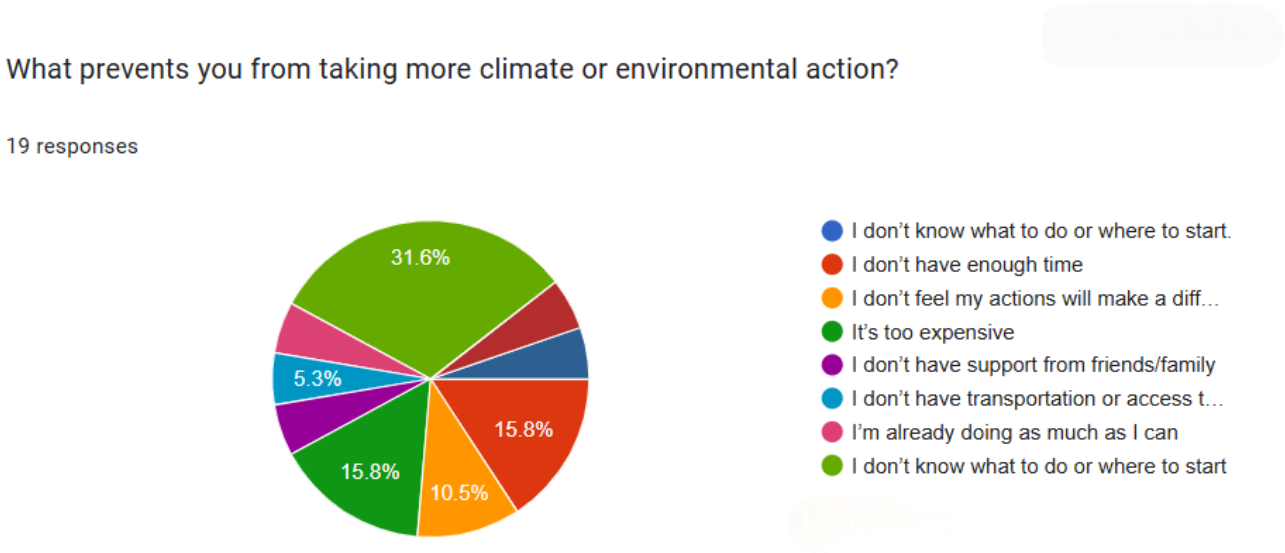
- **The top three types of activities of interest to youth are:**
  - 84.2% — Hands on projects (i.e., cleanups, tree planting, wildlife habitat restoration)
  - 68.4% — Creative campaigns (i.e., art, music, media for the environment)
  - 63.2% — Education workshops and skill building

- **Current Involvement in youth programs, clubs, or community activities that support environmental initiatives:**
  - 57.9% — are currently involved
  - 42.1% — are not currently involved



Theme: Supports and Barriers to Taking Action

- **The three most common barriers to participation are:**
  - 31.6%— not knowing what to do or where to start
  - 15.8% — not enough time
  - 15.8% — activities are too expensive



- **The main contributors that encourage youth to participate in environmental programs or activities are:**
  - Low cost or free activities
  - If it helped with future (career/college)
  - If activities are close to where they live
  - If their friends are attending
  - If the activity looked fun or interesting

Conclusion & Acknowledgements

Conclusion:
Youth in New Brunswick view climate change and environmental protection as highly important, though they feel only somewhat responsible and confident in making a difference. Their top priorities include clean air, water and oceans, as well as protecting wildlife and biodiversity. They are most interested in hands-on activities, creative campaigns, and educational workshops, but often face barriers such as not knowing where to start and limited time. Making opportunities accessible, low-cost, and connected to personal growth could strengthen their engagement and turn their passion for the environment into meaningful action.

Acknowledgments:
We would like to extend our sincere thanks to New Brunswick Environmental Trust Fund and Mountain Equipment Company (MEC) Moncton for the generous donation of outdoor gear in support of our fall survey prize draw. Their contribution helped inspire and engage youth to share their voices, take action for the environment, and embrace the spirit of stewardship in their communities.

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Mountain Equipment Company