

BeSci: Levelling up disaggregated data

Intersectionality++

Observable characteristics (demographics)

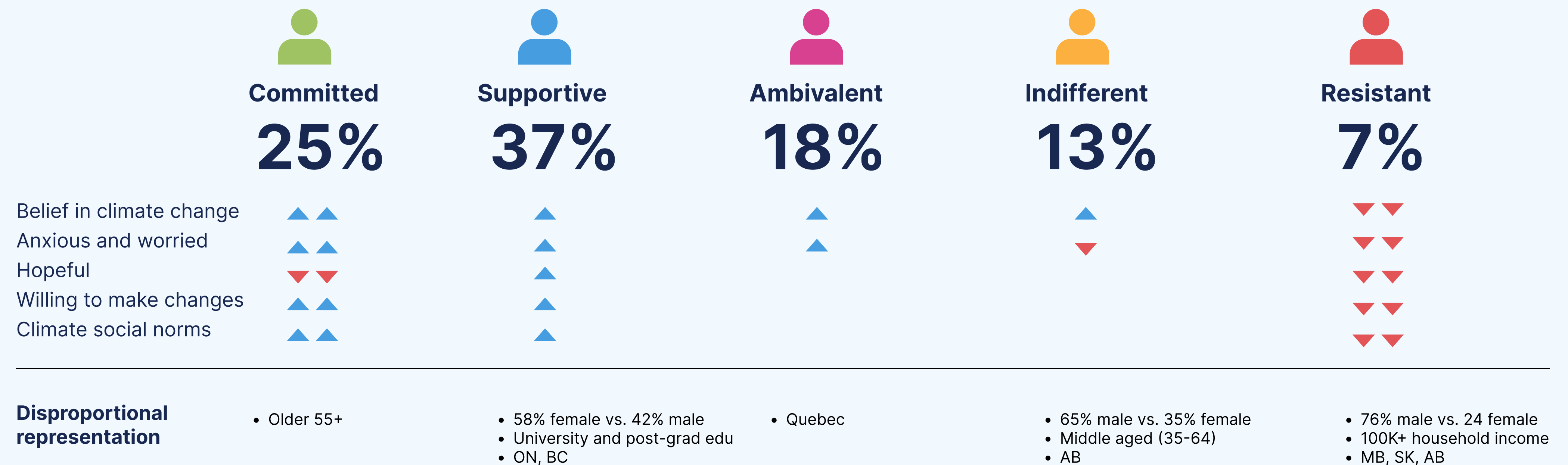
Income Education Gender Age Location Community size

+

Unobservable characteristics

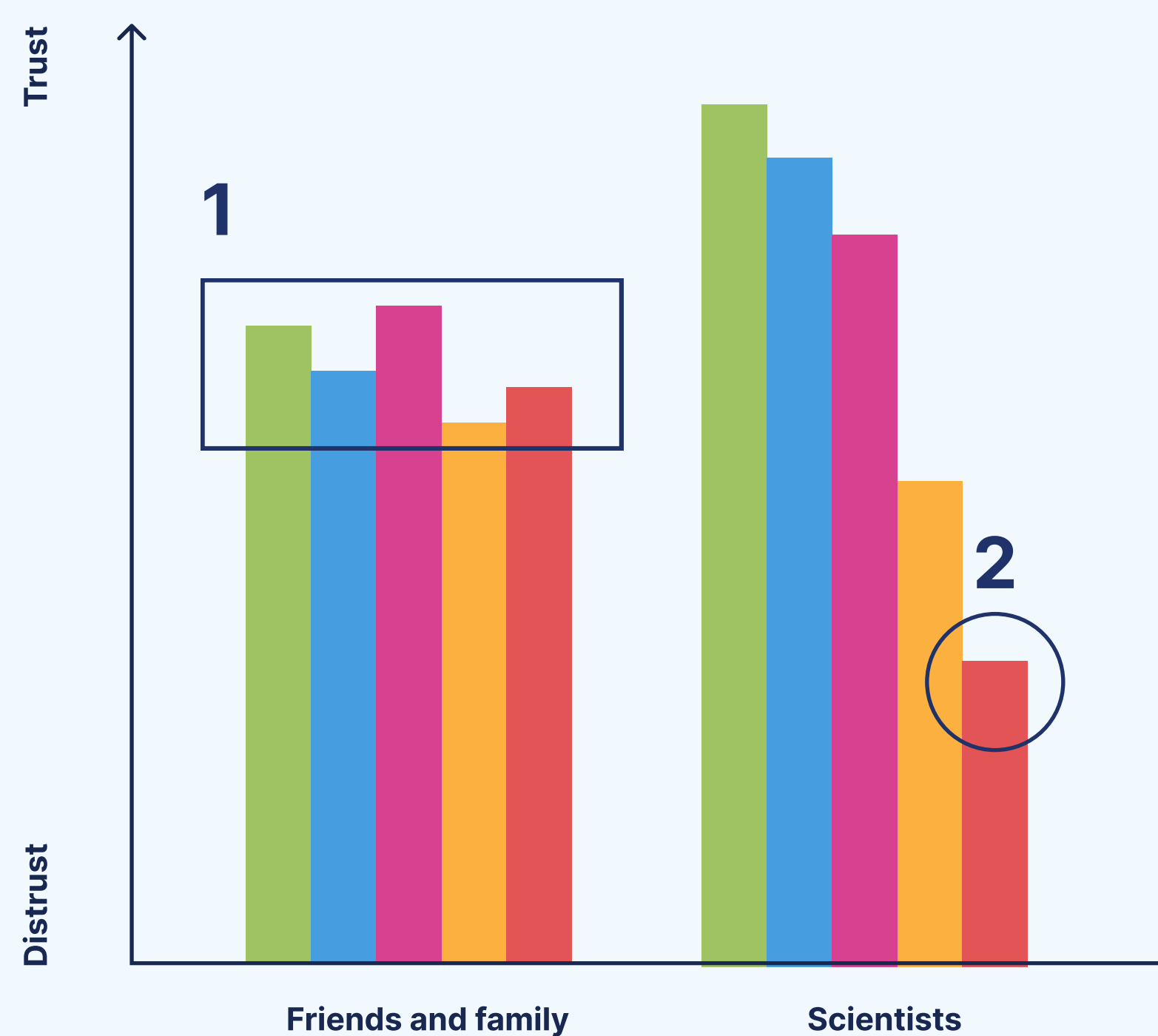
Beliefs Social norms Affect Willingness to change Efficacy

Canadian segments on climate

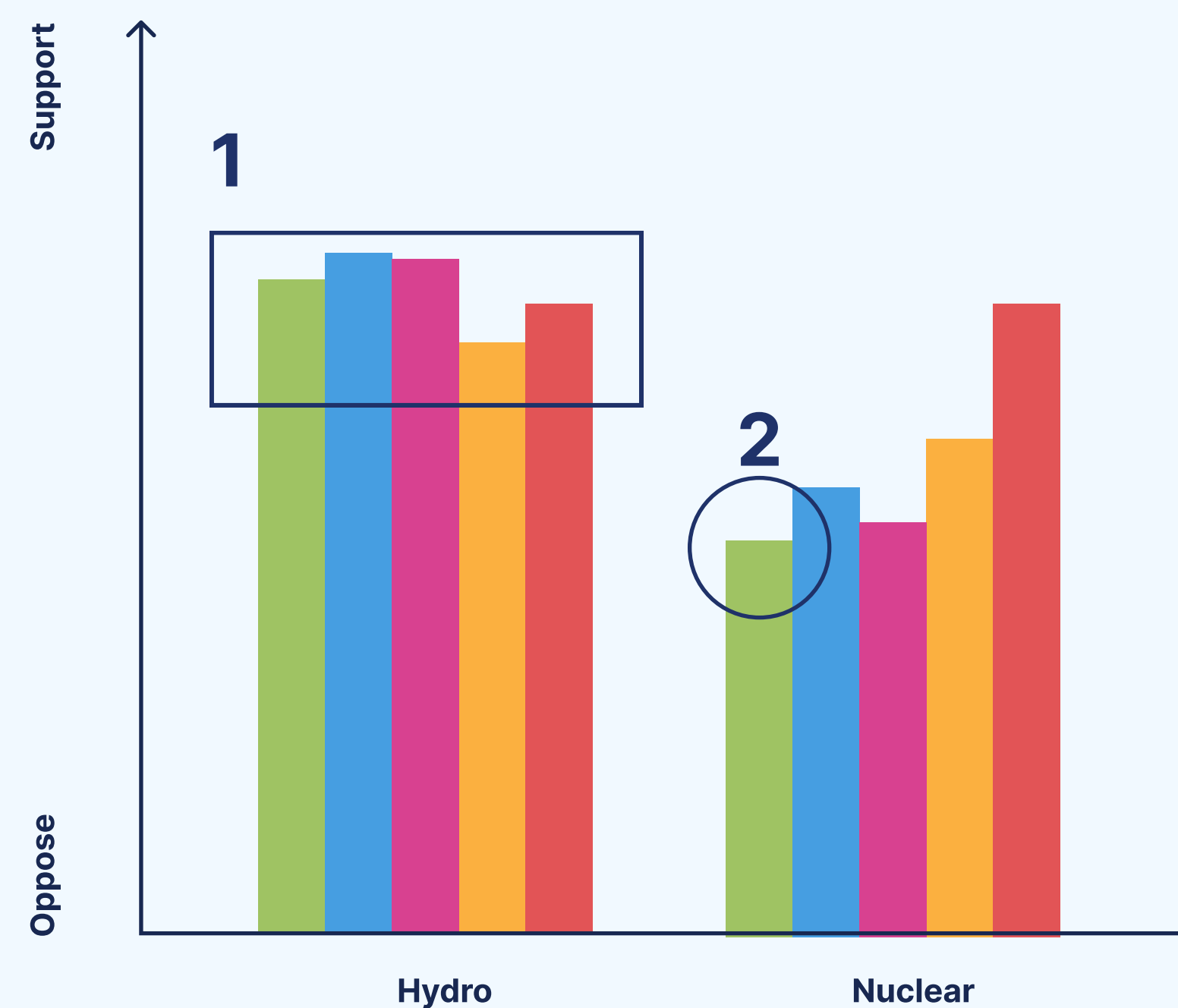


How to target policies and programs

Trusted people



Support for energy resource development



Who is vulnerable

Susceptibility to climate misinformation

