



Canada 20/20 Online Panel

Environment Questions - January 2007

January 16, 2007

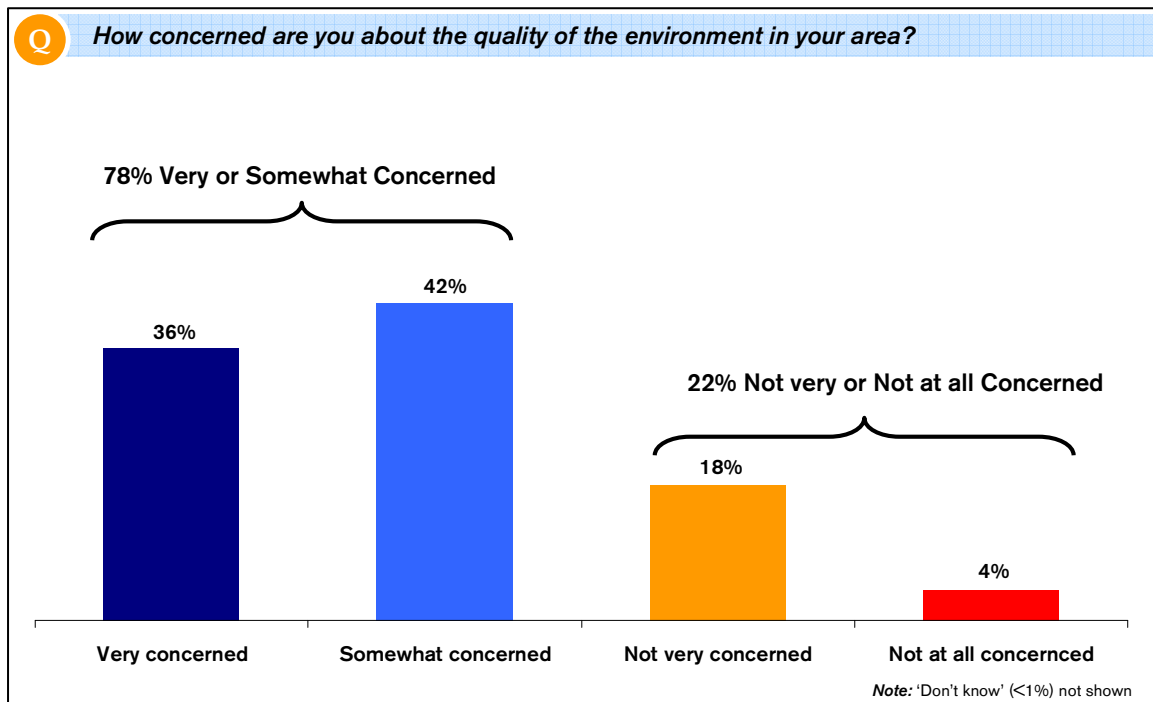
Majority Say Kyoto is Just One Way for Canada to Fight Global Warming

Conservative Challenge is to Prove They Care

When it comes to global warming, what the Conservative government does is less important to their political fortune's than voters' judgement on why they are doing. A new poll conducted by Innovative Research Group (INNOVATIVE) and released exclusively to CanWest News finds that while Canadians are committed to addressing global warming, the public does not view Kyoto as the only road forward. The government has room to explore other policy options on the issue.

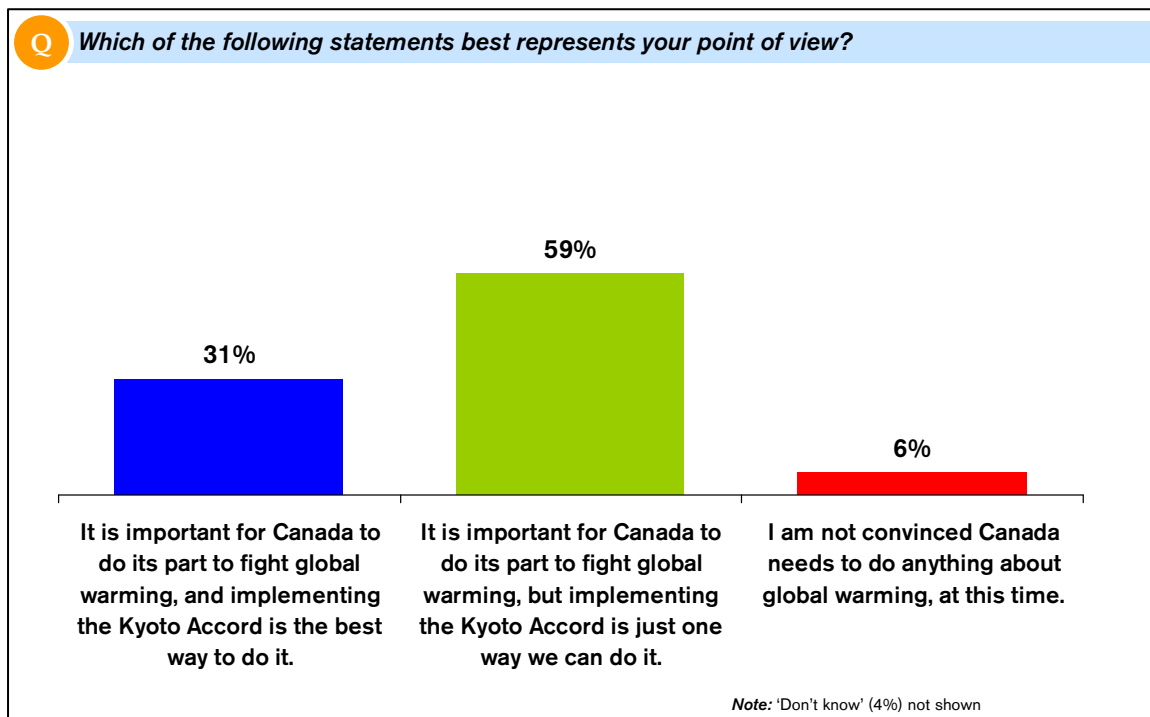
The challenge for the Conservative government in pursuing other options is to establish their commitment to the environment. While the Conservative base believes the Tories care about the environment, the second choice supporters the Conservatives need to move closer to a majority in the next election are currently not convinced that the Conservatives really care.

Close to four-in-five (78%) Canadians are concerned about the quality of the environment in their area. This is down slightly from last June when asked previously. While just over one-third (36%) indicate they are very concerned, Conservative supporters (18%) are much less likely to be very concerned about the environment than are other Canadians. Even those who say that the Conservatives are their second vote choice are less likely to be very concerned (29%) than average.



When asked about the Kyoto protocol, most Canadians are generally familiar with Kyoto (68%), but few claim a detailed understanding (9%) of the agreement. The level of knowledge has not changed greatly since June 2006 when last asked. Conservative supporters (general knowledge 67%; detailed understanding 12%) are as well informed as the average voter.

Canadians believe it is important for Canada to do its part to fight global warming, but most (59%) say Kyoto is just one way to do so. This level has not changed significantly since last June (60%). This position is particularly true of Conservative voters (75%) and those who list the Conservatives as their second choice (67%). Just three-in-ten (31%, unchanged from June) Canadians are convinced Kyoto is the best way to fight global warming. Bloc supporters (60%) are the most supportive of Kyoto.



The message is even clearer when we ask Canadians to agree or disagree “I don’t care whether the new federal government implements Kyoto or not so long as they take real action to make our environment better”. Almost seven in ten (69%) agree with that statement, including a majority of every party’s supporters. A majority (53%) of Tories strongly agree with this sentiment.

On the political level, two-thirds of Canadians (64%) agree with the view that the Liberals didn’t seem to have a plan to implement the Kyoto Accord; including almost half (46%) of current Liberal supporters. While 28 per cent of Canadians strongly agree with this view, a majority of Tory voters (54%) strongly agree. Those who list the Conservatives as their second choice (21%) are slightly less likely than the average to strongly agree with this viewpoint.

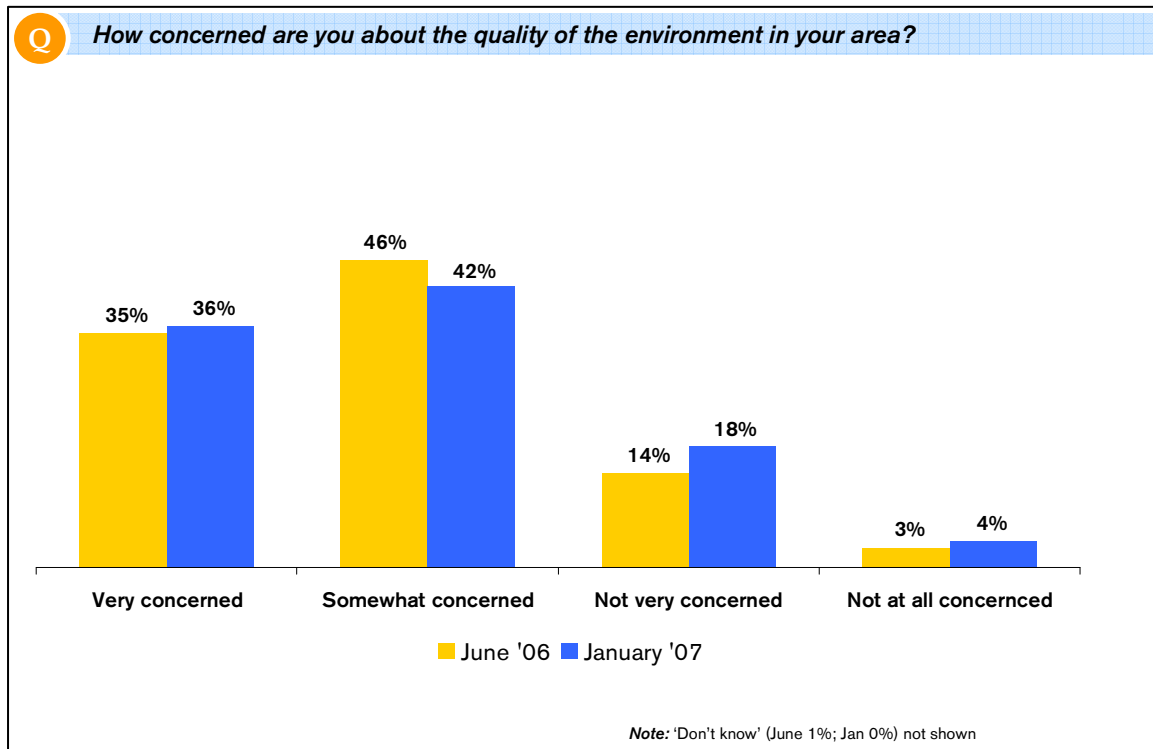
However, almost as many Canadians (60%) believe the Conservatives don’t really care about the environment. Not surprisingly, three-quarters of the current Conservative voters disagree (75%) with this position. Second-choice Conservative are more likely to fall in with the national average, with close to six-in-ten (57%) agreeing the Conservatives don’t really care about the environment.

What will matter in the election is not what the Conservatives do on the environment in the next few months, but the public judgment on why they are doing it.

Detailed Findings

Four-in-Five Canadians are Concerned about Local Environment

Close to four-in-five (78%, down 3 points from June 2006) Canadians are concerned about the quality of the environment in their area. In comparison, just over one-in-five (22%, up 5 points) say they are not concerned about the environment in their area.



- Those in Quebec (83%) are the most concerned, while Prairie residents are least concerned about the environment in their area.

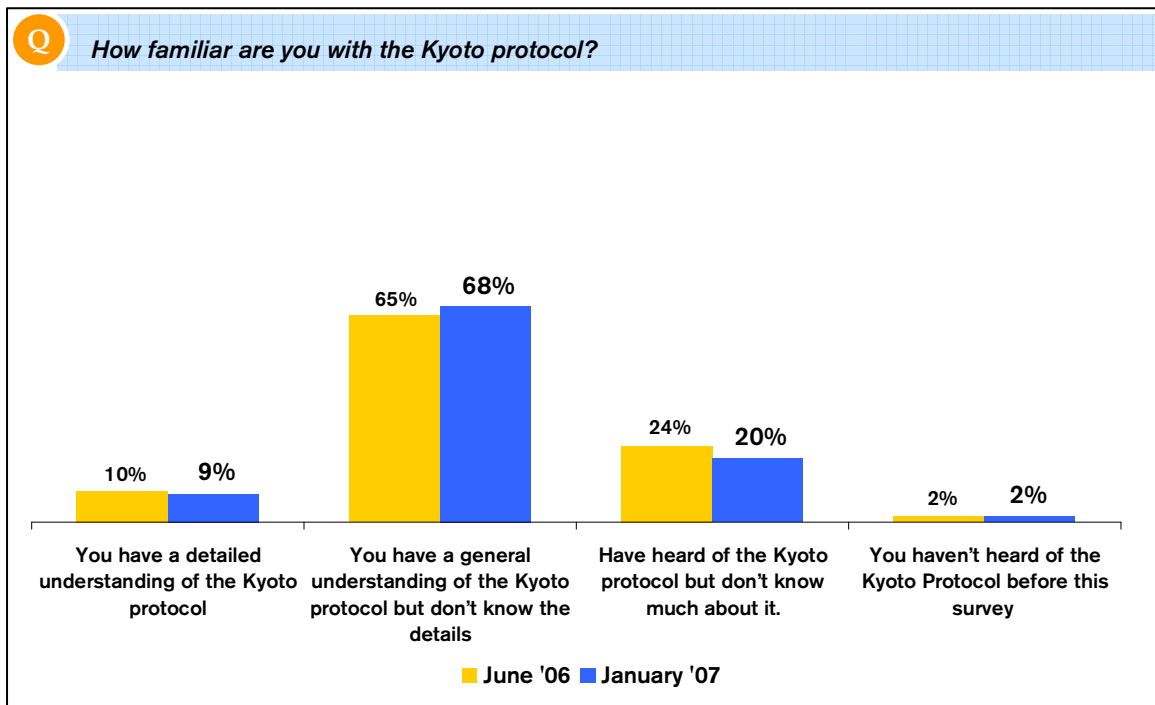
	National Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Concerned	78%	78%	70%	64%	80%	83%	70%
Not Concerned	22%	22%	30%	36%	20%	17%	30%

- Women (82%) are more concerned about their area's environment than are men (74%).
- Concern about the environment is even across age groups.

	National Total	Men	Women	18-34	35-44	45-64	65+
Concerned	78%	74%	82%	76%	77%	79%	77%
Not Concerned	22%	26%	18%	24%	22%	21%	23%

Few Claim Detailed Understanding of Kyoto Protocol

Close to seven-in-ten Canadians are say they are generally familiar with the Kyoto Accord (68%, up 3 points from June), but few claim a detailed understanding (9%, down 1 point) of the agreement. One-in-five (20%, down 4 points) indicate they have heard of the protocol by really don't know much about it, while two per cent (unchanged) report they have never heard of the Kyoto protocol.



- Residents of Atlantic Canada are the least likely to indicate a detailed or general understanding of the Kyoto Protocol.

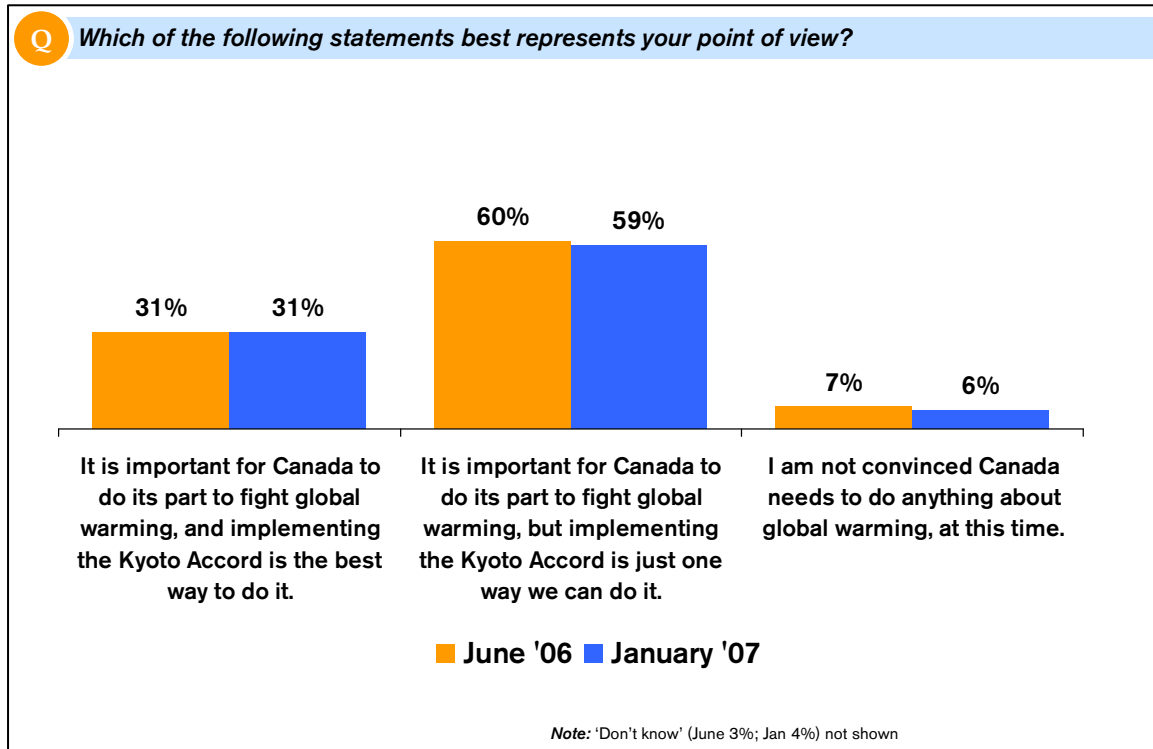
	National Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Detailed understanding of Kyoto	9%	8%	10%	7%	11%	9%	4%
General understanding of Kyoto	68%	71%	74%	74%	67%	68%	64%
Heard of Kyoto only	20%	19%	16%	18%	20%	22%	26%
Never heard of Kyoto	2%	2%	1%	1%	2%	2%	6%

- Men are more likely than women to say they have a detailed or general understanding of the Kyoto agreement.
- Young adults are most likely to report a detailed understanding of Kyoto Accord.

	National Total	Men	Women	18-34	35-44	45-64	65+
Detailed understanding of Kyoto	9%	14%	5%	15%	9%	7%	5%
General understanding of Kyoto	68%	71%	66%	65%	67%	69%	74%
Heard of Kyoto only	20%	15%	26%	17%	21%	22%	21%
Never heard of Kyoto	2%	1%	3%	3%	3%	2%	0%

Majority Say Kyoto is Just One Way for Canada to Fight Global Warming

Canadians believe it is important for Canada to do its part to fight global warming, but most (59%, down 1 point from June) say Kyoto is just one way to do so. Just three-in-ten (31%, unchanged) Canadians say the Kyoto Protocol is the best way to fight global warming. One-in-twenty (6%, down 1 point) are not convinced Canada needs to do anything about global warming at this time.



- Albertans (73%) are most likely to say that while it is important for Canada to do its part in fighting global warming, the Kyoto agreement is just one way we can do it, while Quebeckers (44%) are least likely to feel this way.

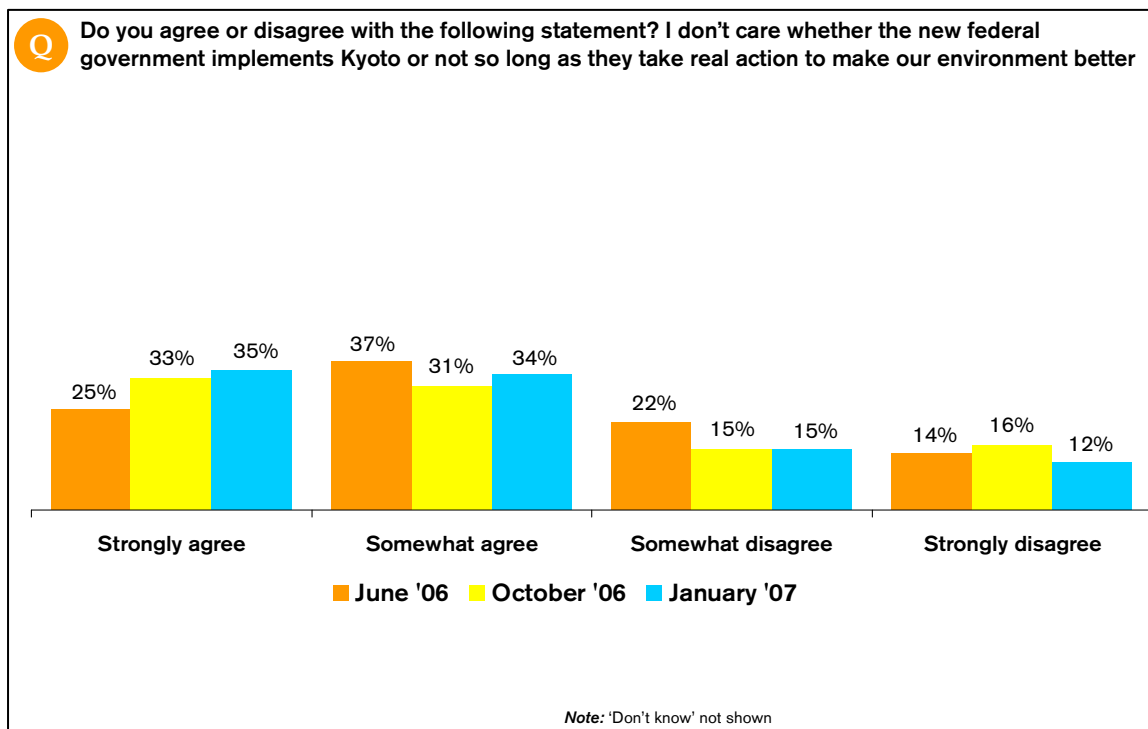
	National Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Important for Canada to do its part to fight global warming/Kyoto is best way to do it	31%	28%	12%	29%	28%	49%	17%
Important for Canada to do its part to fight global warming/Kyoto is just one way we can do it	59%	62%	73%	59%	63%	44%	72%
I am not convinced Canada needs to do anything about global warming, at this time	6%	7%	13%	7%	6%	3%	5%

- There is little difference in views between men and women or age groups on this question.

	National Total	Men	Women	18-34	35-44	45-64	65+
Important for Canada to do its part to fight global warming/Kyoto is best way to do it	31%	32%	31%	35%	26%	31%	33%
Important for Canada to do its part to fight global warming/Kyoto is just one way we can do it	59%	59%	59%	58%	60%	60%	59%
I am not convinced Canada needs to do anything about global warming, at this time	6%	8%	4%	4%	9%	6%	6%

Seven-in-Ten Just Want Real Action on the Environment

This view is even more apparent when noted that approximately seven-in-ten (69%) agree with the statement “I don’t care whether the new federal government implements Kyoto or not so long as they take real action to make our environment better”. Agreement with this statement has increased from 62 per cent in June and 64 per cent in October. On the opposite side, just over one-quarter (27%) disagree.



- Agreement with this position is highest among those in Alberta (78%) and Atlantic Canada (77%) and lowest among Quebec (59%) residents.

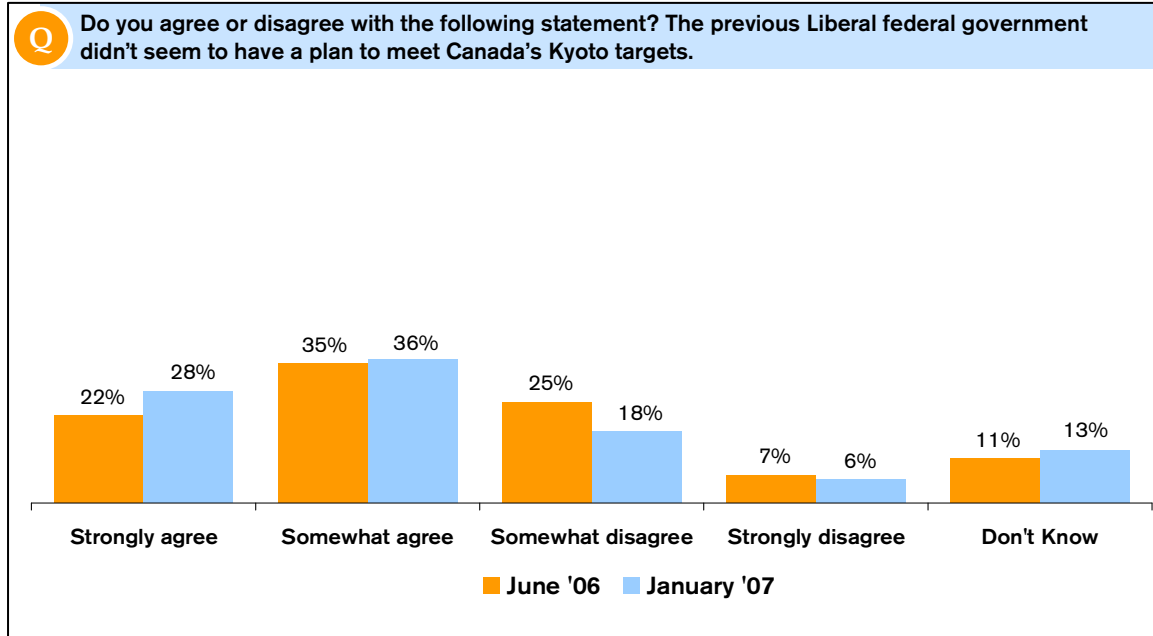
	National Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Agree	69%	72%	78%	65%	73%	59%	77%
Disagree	27%	24%	19%	29%	26%	38%	17%

- Older Canadians are slight more likely to agree that they don't care if the government implements the Kyoto agreement or not, so long as they take real action to improve the environment.

	National Total	Men	Women	18-34	35-44	45-64	65+
Agree	69%	69%	69%	70%	69%	68%	74%
Disagree	27%	29%	26%	26%	27%	30%	25%

Most Say Liberal's Didn't Have Plan to Implement Kyoto Accord

On the political level, two-thirds of Canadians (64%, up 7 points from June) agree with the view that the Liberals didn't seem to have a plan to implement the Kyoto Accord, while one-quarter (24%, down 8 points) disagrees. More than one-in-ten indicate they don't know (13%).



- This view is strongest among residents of Alberta (79%) and weakest among those in Quebec (56%).

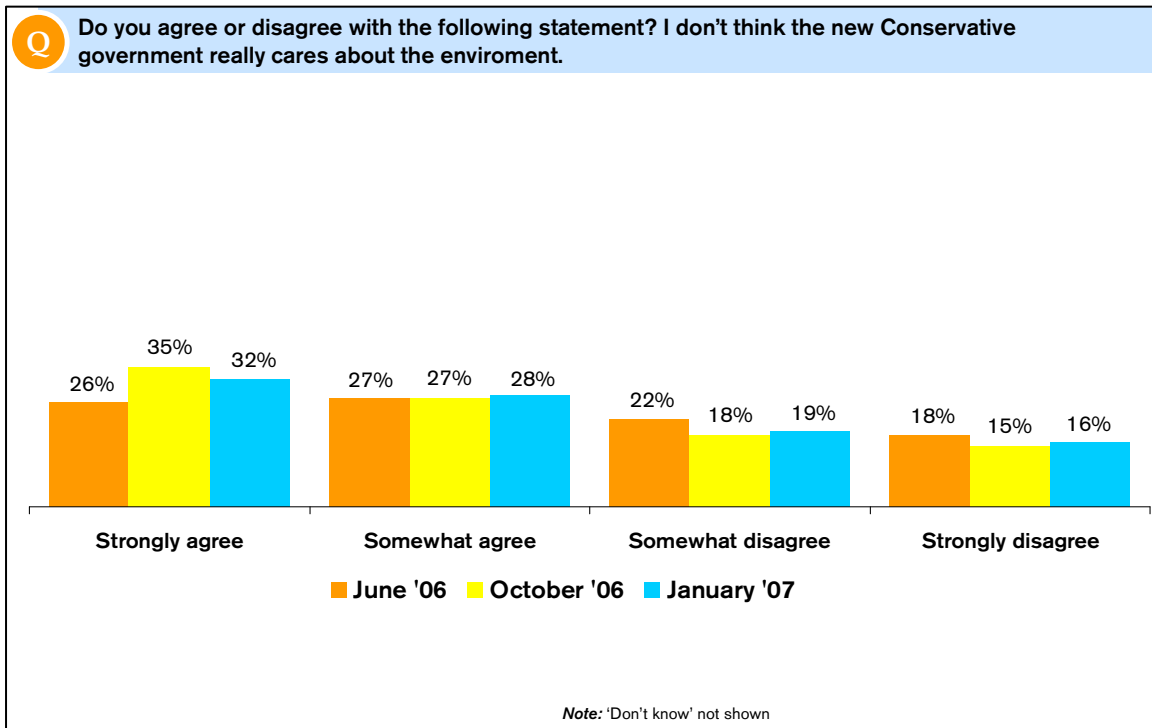
	National Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Agree	64%	69%	79%	61%	64%	56%	61%
Disagree	24%	20%	13%	26%	23%	31%	21%

- Men are far more likely to agree with this view than are women (72% versus 56% respectively).
- Seniors (68%) are more likely than their younger counterparts to concur with this view.

	National Total	Men	Women	18-34	35-44	45-64	65+
Agree	64%	72%	56%	64%	60%	63%	68%
Disagree	24%	22%	25%	21%	23%	25%	26%

But Conservatives are Also Criticized As Well on the Environment

However, looking at the Conservatives, almost as many Canadians (60%, down 2 points from October) believe the Tories don't really care about the environment. Just over one-in-three (35%, up 2 points) disagree with this position.



- This position is strongest among Quebeckers (69%) while lowest among those in Alberta (40%).

	National Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Agree	60%	57%	40%	57%	63%	69%	45%
Disagree	35%	37%	53%	36%	33%	26%	43%

- Women are more likely to agree with this viewpoint than are men (63% versus 56% respectively.)
- Young adults (67%) are the most likely to agree with this proposition than are their older counterparts.

	National Total	Men	Women	18-34	35-44	45-64	65+
Agree	60%	56%	63%	67%	56%	59%	53%
Disagree	35%	41%	28%	26%	37%	36%	42%

About This Survey

Innovative Research Group, Inc. (www.innovativeresearch.ca), a research and strategy firm with offices in Toronto and Vancouver, surveyed 2,938 Canadians from its online Canada 20/20 panel. The survey was conducted between Monday January 8th and Monday January 15th, 2007 and has a national margin of error of $\pm 1.8\%$, 19 times out of 20. The data was weighted in accordance to the 2001 census. The statistical significance of the national sample and the regional subsamples are described below:

	Canada	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted Sample	2,938	441	217	158	1,314	542	266
Margin of Error	± 1.8	± 4.7	± 6.7	± 7.8	± 2.7	± 4.2	± 6.0

The Canada 20/20 panel was developed through recruited consisting of a series of invitations emailed by media partners, on-line recruitment ads and through Innovative's telephone surveys. Each respondent is enrolled after completing a full enrolment survey including complete demographics. Anyone interested in participating in these surveys can join the Canada 20/20 panel by going to Canada2020.com

Attribution

In the first instance of mentioning the poll results, the survey should be identified as "an Innovative Research poll released exclusively to CanWest". All subsequent mentions can use the convention "the INNOVATIVE poll".

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Question Asked:

KYO3. How concerned are you about the quality of the environment in your area?

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not very concerned
- 4 Not concerned at all
- 8 Don't know

KYO6 How familiar are you with the Kyoto protocol?

- 1 You have a detailed understanding of the Kyoto protocol
- 2 You have a general understanding of the Kyoto protocol but don't know the details
- 3 You have heard of the Kyoto protocol but don't know much about it.
- 4 You haven't heard of the Kyoto Protocol before this survey

KYO16. Which of the following statements best represents your point of view?

- 1 It is important for Canada to do its part to fight global warming, and implementing the Kyoto Accord is the best way to do it.
- 2 It is important for Canada to do its part to fight global warming, but implementing the Kyoto Accord is just one way we can do it.
- 3 I am not convinced Canada needs to do anything about global warming, at this time.
- 8 Don't know

Do you agree or disagree with the following statements: [ROTATE BATTERY]

- Strongly agree 1
- Somewhat agree 2
- Somewhat disagree 3
- Strongly disagree 4
- Don't know 8

KYO23. The previous Liberal federal government didn't seem to have a plan to meet Canada's Kyoto targets.

KYO24. I don't care whether the new federal government implements Kyoto or not so long as they take real action to make our environment better.

KYO28. I don't think the new Conservative government really cares about the environment