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## A Report To The Globe and Mail and CTV

**State of Canadian Public Opinion:  
The Greening of Canada**

**January 17, 2007**

## Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of a national survey of 1000 Canadians.
- ◆ Results are based on tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between January 11<sup>th</sup> and January 14<sup>th</sup>, 2007.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

# Sample Distribution and Margin of Error

	Jan 11-14	
Region	Sample Size	Margin of Error ( $\pm$ )
Canada	1000	3.1%
Quebec	247	6.3%
Rest of Canada	753	3.6%
Ontario	379	5.0%
West	297	5.7%

Detailed Tables

# How would Canadians vote today?

	Canada												Region																							
													Quebec							Rest of Canada*																
	2004 Results	2006 Results	Feb 16-19	Apr6-9	May 3-4	June 7-8	July 13-16	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	2004 Results	2006 Results	Feb 16-19	Apr6-9	May 3-4	June 7-8	July 13-16	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	2004 Results	2006 Results	Feb 16-19	Apr6-9	May 3-4	June 7-8	July 13-16	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14
N=	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	247	247	247	247	247	247	247	247	247	247	247	247	247	753	753	753	753	753	753	753	753	753	753		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Liberal candidate	37	30	28	29	31	27	26	29	26	32	37	35	34	21	19	19	16	17	16	21	18	28	28	25	38	33	31	33	35	30	29	32	29	33	40	38
Conservative candidate	30	36	39	39	35	36	37	38	35	32	31	31	9	25	31	29	30	25	24	23	16	16	16	15	37	40	41	43	36	39	41	43	41	37	36	36
NDP candidate	16	18	19	14	16	19	18	15	19	17	14	15	5	8	10	4	6	12	5	6	11	6	6	9	19	21	22	17	19	21	22	18	21	20	17	17
Bloc Quebecois candidate	12	11	9	11	10	9	11	11	12	11	11	11	49	42	37	42	40	39	50	43	48	44	44	46	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	4	5	5	7	9	9	8	7	8	9	7	8	3	4	3	5	8	7	6	8	7	6	6	5	5	5	6	7	10	10	8	7	9	10	7	9
													Ontario							West																
													379							297																
													%							%																
Liberal candidate													45	40	38	40	42	35	36	39	37	36	48	45	27	23	21	20	25	23	21	20	17	27	28	26
Conservative candidate													32	35	36	36	34	36	34	41	35	33	32	32	46	49	49	53	42	45	51	50	50	42	45	42
NDP candidate													18	19	20	15	16	20	21	16	19	19	15	14	20	22	25	19	21	22	20	20	23	22	18	23
Bloc Quebecois candidate													-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate													4	5	6	9	9	9	9	5	9	11	5	9	5	5	5	8	12	10	8	10	10	10	9	9

\*Note: Rest of Canada includes all provinces except Quebec

- Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Total sample

# How likely are Canadians to vote for their local Green Party candidate?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	939	238	701	353	279
	%	%	%	%	%
<b>TOTAL Likely</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>22</b>	<b>18</b>
Very likely	4	5	3	2	5
Somewhat likely	16	15	16	20	13
Somewhat unlikely	21	26	19	18	23
Very unlikely	46	41	48	45	48
<b>TOTAL Unlikely</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>63</b>	<b>71</b>
DK/NA/Ref	13	13	14	15	12

\*Note: Rest of Canada includes all provinces except Quebec

Q. What about the Green Party? How likely is it that you would vote for the local Green Party candidate in your area if a federal election was held with the next year?  
 Base: Those who did not mention Green Party in previous question

# When would Canadians like to hold the next federal election?

	Canada		Region							
			Quebec		Rest of Canada*		Ontario		West	
	Dec 3 2006	Jan 11 2007	Dec 3 2006	Jan 11 2007	Dec 3 2006	Jan 11 2007	Dec 3 2006	Jan 11 2007	Dec 3 2006	Jan 11 2007
n=	1000	1000	247	247	753	753	379	379	297	297
	%	%	%	%	%	%	%	%	%	%
Immediately	8	10	8	11	8	10	7	11	7	10
At some point in 2007	35	25	35	28	36	24	40	24	29	26
First half of 2008	14	14	17	12	13	15	10	16	16	12
Second half of 2008*	9	n/a	5	n/a	10	n/a	11	n/a	10	n/a
Later**	29	n/a	34	n/a	28	n/a	25	n/a	31	n/a
Second half of 2008 or later**	n/a	38	n/a	35	n/a	39	n/a	36	n/a	41
DK/NA/Ref	5	13	2	15	7	13	6	13	7	11

\*Note: Rest of Canada includes all provinces except Quebec

Q. If you had your own way, would you like to see a federal election held immediately, at some later point in 2007, in the first half of 2008, in the second half of 2008 or later? (Question wording in Dec 2006: "With the election of a new Liberal leader, would you like to see a federal election held immediately, at some point in 2007, in the first half of 2008, in the second half of 2008 or later?")

\* Answer category in Dec 2006

\*\* Answer category in Jan 2007

Base: All respondents

# Overall Impression of Party Leaders

## Canada

	May 2-8 2005 (n=1000)			Oct 6-13 2005 (n=1000)			Jan 12-15 2006 (n=1500)			Jan 11-14 2007 (n=1000)			Shift in Favourability (since Jan 2006) %
	Favourable	Not Favourable	NET	Favourable	Not Favourable	NET	Favourable	Not Favourable	NET	Favourable	Not Favourable	NET	
	%	%	%	%	%	%	%	%	%	%	%	%	
Stephen Harper	50	50	0	42	58	-16	56	44	+12	54	46	+8	-4
Jack Layton	63	37	+26	60	40	+20	65	35	+30	59	41	+18	-12
Gilles Duceppe*	72	28	+44	68	32	+36	74	26	+48	63	37	+26	-22
Stephane Dion					n/a					59	41	+18	n/a
Elizabeth May					n/a					58	42	+16	n/a

Q. Thinking of the leaders of the federal parties, would you say your overall impression of [read and rotate list] is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?

Note: The percentages shown are the sum of the “very” and “somewhat” for each category.

Base: All respondents. Excludes “don’t know” and “refused” responses.

\* Quebec only.



# What is your overall impression of Stephen Harper?

	Canada				Region															
					Quebec				Rest of Canada*				Ontario				West			
	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007
n=	1000	1000	1500	1000	247	500	370	247	753	753	1129	753	379	379	569	379	297	297	446	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Total Favourable</b>	<b>50</b>	<b>42</b>	<b>56</b>	<b>54</b>	<b>44</b>	<b>38</b>	<b>66</b>	<b>49</b>	<b>51</b>	<b>43</b>	<b>53</b>	<b>55</b>	<b>47</b>	<b>38</b>	<b>49</b>	<b>53</b>	<b>57</b>	<b>49</b>	<b>59</b>	<b>59</b>
Very favourable	12	9	14	17	5	5	10	12	14	9	15	19	13	6	13	17	17	13	20	22
Somewhat favourable	38	33	42	37	39	33	55	37	37	34	38	36	33	32	36	36	40	36	39	37
Somewhat unfavourable	30	29	25	24	36	31	21	24	27	29	26	25	31	31	28	27	24	24	23	21
Very unfavourable	21	29	19	22	21	31	13	27	21	28	21	20	23	31	23	20	19	27	18	20
<b>NET Unfavourable</b>	<b>50</b>	<b>58</b>	<b>44</b>	<b>46</b>	<b>57</b>	<b>62</b>	<b>34</b>	<b>51</b>	<b>49</b>	<b>57</b>	<b>47</b>	<b>45</b>	<b>53</b>	<b>62</b>	<b>51</b>	<b>47</b>	<b>43</b>	<b>51</b>	<b>41</b>	<b>41</b>

Q. Thinking of the leaders of the federal parties, would you say your overall impression of [read and rotate list] is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?

Base: All respondents. Excludes "don't know" and "refused" responses.

# What is your overall impression of Jack Layton?

	Canada				Region															
					Quebec				Rest of Canada*				Ontario				West			
	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007
n=	1000	1000	1500	1000	247	500	370	247	753	753	1129	753	379	379	569	379	297	297	446	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Total Favourable</b>	<b>63</b>	<b>60</b>	<b>65</b>	<b>59</b>	<b>65</b>	<b>55</b>	<b>61</b>	<b>65</b>	<b>62</b>	<b>61</b>	<b>66</b>	<b>58</b>	<b>66</b>	<b>64</b>	<b>67</b>	<b>57</b>	<b>56</b>	<b>54</b>	<b>63</b>	<b>56</b>
Very favourable	12	11	13	10	10	8	12	9	12	12	14	11	14	12	15	12	10	10	11	9
Somewhat favourable	51	49	52	49	56	47	49	56	50	49	52	47	52	52	52	45	46	44	52	47
Somewhat unfavourable	26	26	24	25	27	32	28	21	25	24	23	26	23	22	20	26	29	29	27	27
Very unfavourable	12	14	11	16	8	13	11	14	13	15	11	16	11	14	13	17	15	17	10	17
<b>NET Unfavourable</b>	<b>37</b>	<b>40</b>	<b>35</b>	<b>41</b>	<b>35</b>	<b>45</b>	<b>39</b>	<b>35</b>	<b>38</b>	<b>39</b>	<b>34</b>	<b>42</b>	<b>34</b>	<b>36</b>	<b>33</b>	<b>43</b>	<b>44</b>	<b>46</b>	<b>37</b>	<b>44</b>

Q. Thinking of the leaders of the federal parties, would you say your overall impression of [read and rotate list] is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?

Base: All respondents. Excludes "don't know" and "refused" responses.

# What is your overall impression of Gilles Duceppe?

	Quebec			
	May 2-8 2005	Oct 6-13 2005	Jan 12-15 2006	Jan 11-14 2007
n=	247	500	370	247
	%	%	%	%
<b>Total Favourable</b>	<b>72</b>	<b>68</b>	<b>74</b>	<b>63</b>
Very favourable	28	23	31	21
Somewhat favourable	45	45	43	43
Somewhat unfavourable	18	18	15	19
Very unfavourable	10	14	11	18
<b>NET Unfavourable</b>	<b>28</b>	<b>32</b>	<b>26</b>	<b>37</b>

Q. Thinking of the leaders of the federal parties, would you say your overall impression of [read and rotate list] is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?

Base: All respondents. Excludes "don't know" and "refused" responses.

# What is your overall impression of Stephane Dion?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14 2007	Jan 11-14 2007	Jan 11-14 2007	Jan 11-14 2007	Jan 11-14 2007
n=	1000	247	753	379	297
	%	%	%	%	%
<b>Total Favourable</b>	<b>59</b>	<b>52</b>	<b>61</b>	<b>65</b>	<b>54</b>
Very favourable	12	8	13	15	12
Somewhat favourable	47	44	48	50	42
Somewhat unfavourable	25	28	25	25	26
Very unfavourable	16	20	14	10	20
<b>NET Unfavourable</b>	<b>41</b>	<b>48</b>	<b>39</b>	<b>35</b>	<b>46</b>

Q. Thinking of the leaders of the federal parties, would you say your overall impression of [read and rotate list] is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?

Base: All respondents. Excludes "don't know" and "refused" responses.

# What is your overall impression of Elizabeth May?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14 2007	Jan 11-14 2007	Jan 11-14 2007	Jan 11-14 2007	Jan 11-14 2007
n=	1000	247	753	379	297
	%	%	%	%	%
<b>Total Favourable</b>	<b>58</b>	<b>51</b>	<b>60</b>	<b>64</b>	<b>58</b>
Very favourable	12	10	12	15	9
Somewhat favourable	46	41	48	49	49
Somewhat unfavourable	25	24	25	22	26
Very unfavourable	17	25	15	14	16
<b>NET Unfavourable</b>	<b>42</b>	<b>49</b>	<b>40</b>	<b>36</b>	<b>42</b>

Q. Thinking of the leaders of the federal parties, would you say your overall impression of [read and rotate list] is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?

Base: All respondents. Excludes "don't know" and "refused" responses.

# What is the most important issue facing Canada?

	Canada							
	2005					2006		2007
	May 7-8	Jun 8-9	Aug 6-7	Nov 3-4	Nov 24-27	Jan 4-5	Jul 13-16	Jan 11-14
	n=	n=	n=	n=	n=	n=	n=	n=
	1000	1000	1000	1000	1500	1500	1000	1000
	%	%	%	%	%	%	%	%
Healthcare	20	15	16	24	20	25	20	18
<b>Environmental issues</b>	<b>3</b>	<b>7</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>12</b>	<b>26</b>
Government leadership/stability/foreign policy	8	18	7	8	6	8	7	6
Terrorism (includes all mentions of Afghanistan)	-	2	8	1	<1	1	7	6
Economic issues (excl. Govt. spending/unemployment)	5	5	7	4	7	6	6	6
Taxes	4	1	3	5	5	3	4	3
Education	3	3	2	4	5	2	4	3
Gas prices	-	<1	2	-	-	1	4	<1
Government spending	4	6	5	2	6	2	3	3
Unemployment/employment	2	2	3	2	2	2	3	4
Crime/violence	1	3	3	-	2	10	3	3
Sponsorship scandal/Gomery Inquiry/Corruption	23	11	2	16	13	8	1	1

Q. In your opinion, what is the most important issue facing Canada today – that is the one that you are most concerned about?  
 Base: All respondents

# How do Canadians rate environmental factors in terms of the threat they pose to Canada

	Canada		Region							
			Quebec		Rest of Canada*		Ontario		West	
	Jan 11-14		Jan 11-14		Jan 11-14		Jan 11-14		Jan 11-14	
n=	1000		247		753		379		297	
	Major, Life Threatening	Major, Not Life Threatening	Major, Life Threatening	Major, Not Life Threatening	Major, Life Threatening	Major, Not Life Threatening	Major, Life Threatening	Major, Not Life Threatening	Major, Life Threatening	Major, Not Life Threatening
	%	%	%	%	%	%	%	%	%	%
Toxic chemicals linked to human health	61	23	72	23	57	23	61	22	51	27
Air pollution and smog	55	31	67	26	51	33	58	30	44	36
Water pollution and quality	54	28	70	22	48	31	51	29	43	34
Global warming and climate change	52	31	65	28	49	32	52	31	46	30
Thinning ozone	50	30	67	25	45	32	47	31	42	30
Depletion of resources (forests, wetlands)	39	40	53	37	35	41	36	41	33	39
Endangered species and loss of animal life	30	42	43	42	26	42	29	40	22	46
Garbage and waste	28	49	42	43	24	51	27	50	20	51

Q. Turning to the issue of the environment, how would you rate the following in terms of the threat they pose to Canada. Would you rate (read and rotate list) as a major life threatening problem, a major but not life threatening problem, a minor problem or not a real problem at all?

Base: All respondents

# What do Canadians feel is the biggest environmental threat facing Canada?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Global warming and climate change	38	42	37	36	38
Air pollution and smog	16	15	16	18	15
Water pollution and quality	13	12	14	12	15
Toxic chemicals linked to human health	11	12	11	11	11
Depletion of resources (forests, wetlands)	8	7	9	9	9
Thinning ozone	6	8	5	4	5
Garbage and waste	3	2	4	5	2
Endangered species and loss of animal life	1	1	1	1	1

\*Note: Rest of Canada includes all provinces except Quebec

Q. And which of that list would you say is the single biggest environmental threat facing Canada at this time?

Base: Total sample



# Green-house gas emissions vs. smog – same or different issue?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Environmental concerns about the atmosphere – and in particular, green-house gas emissions, and smog as the same issue	62	67	60	61	57
As very different and separate issues	33	28	34	32	37
DK/NA/Ref	6	5	6	7	6

\*Note: Rest of Canada includes all provinces except Quebec

Q. Some people have told us that they think of environmental concerns about the atmosphere – and in particular, greenhouse gas emissions and smog, as the same issue. Others have told us that they see these as very different and separate issues. Which one of these represents your own view?

Base: Total sample

# “Made-in-Canada” environmental plan or keep Kyoto commitments?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Should continue to try to achieve targets and keep our Kyoto commitments	63	76	59	61	55
Goals are unachievable and we now need our own “made-in-Canada” plan	30	20	33	32	37
DK/NA/Ref	7	5	8	8	8

\*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, some time ago, Canada agreed to be part of the Kyoto Agreement and committed to reduce greenhouse gases by 2012. The position of the current federal government is that we have fallen so far behind that those goals are unachievable and we now need our own “made-in-Canada” plan. Others have said that we should continue to try to achieve our targets and keep our Kyoto commitments. Which one of these best represents your own view?

Base: Total sample

# Have Canadians noticed climate change that they think is related to global warming?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Yes	78	83	76	81	66
No	18	13	20	16	28
DK/NA/Ref	4	3	4	3	6

\*Note: Rest of Canada includes all provinces except Quebec

Q. Have you noticed any changes in the weather and climate that you think are related to Global warming?

Base: Total sample

# Global Warming – human activity or natural phenomenon?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Global warming is the result of human activity	73	76	72	75	69
Global warming is part of the natural variations that occur as the earth heats and cools over time	22	20	22	20	23
DK/NA/Ref	5	4	6	5	8

\*Note: Rest of Canada includes all provinces except Quebec

Q. Some people believe global warming is the result of human activity – that is, it is occurring because of the amount of Carbon emissions we are putting in the air. Others think that this is just part of the natural variations that occurs as the Earth heats and cools over time – that is, global warming has very little to do with human activity. Which one of these two best reflects your own view?

Base: Total sample

# Who is responsible for the majority of carbon emissions – average consumers or businesses and industry?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	706	185	521	278	194
	%	%	%	%	%
Activities of businesses and industries	64	76	59	61	58
Activities of average consumers	30	21	34	33	32
DK/NA/Ref	6	3	7	6	10

\*Note: Rest of Canada includes all provinces except Quebec

Q. And what do you think is responsible for the majority of Carbon emissions...activities of average consumers heating their homes, driving cars and other individual behaviour OR activities of businesses and industries that produce energy, goods and other products?

Base: Those who feel human activity is the cause of global warming

# Do Canadians feel that global warming has the potential to harm future generations?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Yes	83	89	82	85	76
No	14	9	15	12	20
DK/NA/Ref	3	2	3	3	4

\*Note: Rest of Canada includes all provinces except Quebec

Q. Do you believe that global warming has the potential to harm the well-being of your children and grandchildren?

Base: Total sample

# Can global warming be solved?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Completely	12	7	13	13	15
Partially	71	73	70	70	67
Not at all	15	18	14	15	14
DK/NA/Ref	3	2	3	2	4

\*Note: Rest of Canada includes all provinces except Quebec

Q. Overall, do you think that global warming is a problem that can be solved completely, partially or not at all?

Base: Total sample

# How much of a contribution can Canada make to reducing global warming?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Major contribution	44	39	45	45	43
Minor contribution	46	52	44	42	46
No real contribution	8	8	8	9	9
DK/NA/Ref	3	1	3	4	2

\*Note: Rest of Canada includes all provinces except Quebec

Q. And do you think Canada, by itself, can make a major, minor or no real contribution to reducing global warming?

Base: Total sample



# Will people have to make sacrifices to solve global warming?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Major sacrifices	43	45	42	43	39
Minor sacrifices	45	45	45	46	46
No real sacrifices	9	7	10	8	12
DK/NA/Ref	3	3	3	3	3

\*Note: Rest of Canada includes all provinces except Quebec

Q. To solve global warming, do you think people like yourself will have to make major, minor or no real sacrifices to their current way of life?

Base: Total sample

# Are Canadians willing to make sacrifices to solve global warming?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Major sacrifices	55	65	52	55	49
Minor sacrifices	38	31	40	39	42
No real sacrifices	5	2	6	4	7
DK/NA/Ref	2	2	3	2	3

\*Note: Rest of Canada includes all provinces except Quebec

Q. Would you personally be willing to make major, minor or no real sacrifices to your current way of life if you thought it would help solve global warming?  
 Base: Total sample

# What impact do these measures have on reducing global warming?

## Major and Minor Impact

	Canada		Region							
			Quebec		Rest of Canada*		Ontario		West	
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297					
	Major impact	Minor impact	Major impact	Minor impact	Major impact	Minor impact	Major impact	Minor impact	Major impact	Minor impact
	%	%	%	%	%	%	%	%	%	%
Setting higher fuel efficiency standards for automobiles and other appliances that produce carbon emissions	69	24	79	18	66	26	68	26	62	27
Forcing consumers and industry to switch to alternative fuels that produce lower levels of carbon emissions	69	24	81	15	65	26	66	27	61	27
Taxing industries based on the amount of carbon emissions they produce	63	25	76	18	58	28	57	30	56	29
Banning electrical generating facilities that use coal	54	30	60	28	51	31	53	32	44	33
Rationing or setting limits on the amount of fossil fuel consumers can use in any given year	47	37	53	34	45	38	44	39	44	36
Slowing down or reducing the development of the tar sands in Northern Alberta	27	45	29	42	26	45	25	45	23	45
Charging significantly higher prices for gasoline and home heating fuel	26	46	29	51	25	45	29	46	22	41

\*Note: Rest of Canada includes all provinces except Quebec

Q. What impact do you think the following would have on global warming? Do you think (Rotate and Read List) would have a major, minor or no real impact on reducing global warming?

Base: Total sample

# What impact do these measures have on reducing global warming? (cont'd)

## No Real Impact and DK/NA/Ref

	Canada		Region							
			Quebec		Rest of Canada*		Ontario		West	
	Jan 11-14		Jan 11-14		Jan 11-14		Jan 11-14		Jan 11-14	
n=	1000		247		753		379		297	
	No impact	DK/NA/Ref	No impact	DK/NA/Ref	No impact	DK/NA/Ref	No impact	DK/NA/Ref	No impact	DK/NA/Ref
	%	%	%	%	%	%	%	%	%	%
Charging significantly higher prices for gasoline and home heating fuel	23	5	17	4	25	5	21	4	29	7
Slowing down or reducing the development of the tar sands in Northern Alberta	11	18	7	22	12	16	11	19	16	15
Rationing or setting limits on the amount of fossil fuel consumers can use in any given year	9	7	7	7	10	7	12	6	11	9
Taxing industries based on the amount of carbon emissions they produce	8	4	5	1	9	5	9	5	9	6
Banning electrical generating facilities that use coal	7	10	3	9	8	10	6	9	11	13
Setting higher fuel efficiency standards for automobiles and other appliances that produce carbon emissions	4	3	3	<1	5	3	5	2	6	5
Forcing consumers and industry to switch to alternative fuels that produce lower levels of carbon emissions	4	4	2	2	4	5	4	3	5	8

\*Note: Rest of Canada includes all provinces except Quebec

Q. What impact do you think the following would have on global warming? Do you think (Rotate and Read List) would have a major, minor or no real impact on reducing global warming?

Base: Total sample

# Would Canadians support ...

## % Support

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Setting higher fuel efficiency standards for automobiles and other appliances that produce carbon emissions	86	92	84	85	81
Forcing consumers and industry to switch to alternative fuels that produce lower levels of carbon emissions	80	95	75	77	72
Taxing industries based on the amount of carbon emissions they produce	79	94	74	75	72
Banning electrical generating facilities that use coal	62	69	60	63	56
Rationing or setting limits on the amount of fossil fuel consumers can use in any given year	56	69	52	56	50
Slowing down or reducing the development of the tar sands in Northern Alberta	48	58	44	46	42
Charging significantly higher prices for gasoline and home heating fuel	31	38	29	33	27

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample

# Would Canadians support or oppose: Setting higher fuel efficiency standards for automobiles and other appliances that produce carbon emissions

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Support</b>	<b>86</b>	<b>92</b>	<b>84</b>	<b>85</b>	<b>81</b>
Strongly support	44	40	45	46	45
Support	42	52	39	39	36
Oppose	7	5	8	7	10
Strongly Oppose	5	2	5	6	5
<b>TOTAL Oppose</b>	<b>12</b>	<b>7</b>	<b>13</b>	<b>13</b>	<b>15</b>
DK/NA/Ref	2	1	3	2	4

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample

# Would Canadians support or oppose: *Forcing consumers and industry to switch to alternative fuels that produce lower levels of carbon emissions*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Support</b>	<b>80</b>	<b>95</b>	<b>75</b>	<b>77</b>	<b>71</b>
Strongly support	35	45	32	34	31
Support	45	50	43	43	40
Oppose	13	4	15	14	17
Strongly Oppose	4	-	6	5	7
<b>TOTAL Oppose</b>	<b>17</b>	<b>4</b>	<b>21</b>	<b>19</b>	<b>24</b>
DK/NA/Ref	4	2	4	4	5

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample

# Would Canadians support or oppose: *Taxing industries based on the amount of carbon emissions they produce*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Support</b>	<b>79</b>	<b>94</b>	<b>74</b>	<b>75</b>	<b>72</b>
Strongly support	40	50	37	39	37
Support	39	44	37	36	35
Oppose	12	3	15	13	19
Strongly Oppose	5	2	6	7	5
<b>TOTAL Oppose</b>	<b>17</b>	<b>5</b>	<b>21</b>	<b>20</b>	<b>24</b>
DK/NA/Ref	4	1	5	5	5

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample



# Would Canadians support or oppose: *Banning electrical generating facilities that use coal*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Support</b>	<b>62</b>	<b>69</b>	<b>60</b>	<b>63</b>	<b>56</b>
Strongly support	25	32	23	26	19
Support	37	37	37	37	37
Oppose	20	14	22	20	25
Strongly Oppose	8	9	8	9	7
<b>TOTAL Oppose</b>	<b>28</b>	<b>23</b>	<b>30</b>	<b>29</b>	<b>32</b>
DK/NA/Ref	10	8	10	8	12

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample

# Would Canadians support or oppose: *Rationing or setting limits on the amount of fossil fuel consumers can use in any given year*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Support</b>	<b>56</b>	<b>69</b>	<b>52</b>	<b>56</b>	<b>50</b>
Strongly support	17	19	17	17	17
Support	39	50	36	39	33
Oppose	26	20	28	25	29
Strongly Oppose	11	6	12	11	15
<b>TOTAL Oppose</b>	<b>37</b>	<b>26</b>	<b>40</b>	<b>36</b>	<b>44</b>
DK/NA/Ref	7	5	7	9	6

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample

# Would Canadians support or oppose: *Slowing down or reducing the development of the tar sands in Northern Alberta*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Support</b>	<b>48</b>	<b>58</b>	<b>44</b>	<b>46</b>	<b>42</b>
Strongly support	14	17	12	14	9
Support	34	41	32	31	32
Oppose	24	13	28	25	32
Strongly Oppose	8	4	9	9	10
<b>TOTAL Oppose</b>	<b>32</b>	<b>17</b>	<b>37</b>	<b>34</b>	<b>42</b>
DK/NA/Ref	21	25	19	21	16

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample

# Would Canadians support or oppose: *Charging significantly higher prices for gasoline and home heating fuel*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Support</b>	<b>31</b>	<b>38</b>	<b>29</b>	<b>32</b>	<b>27</b>
Strongly support	7	8	7	6	7
Support	24	30	22	26	20
Oppose	34	36	33	32	33
Strongly Oppose	31	24	33	31	36
<b>TOTAL Oppose</b>	<b>65</b>	<b>60</b>	<b>66</b>	<b>63</b>	<b>69</b>
DK/NA/Ref	4	2	5	5	5

\*Note: Rest of Canada includes all provinces except Quebec

Q. And would you personally strongly support, support, oppose or strongly oppose ...?

Base: Total sample

# Are Canadians willing to ...

## % Willing

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Pay to have your house retro-fitted to become more energy efficient	76	81	74	79	72
Reduce the amount you fly to times when it is only absolutely necessary	73	72	73	76	68
Pay more for a more fuel efficient car	72	76	70	72	68
Have the economy grow at a significantly slower rate	62	68	60	62	56
Reduce the amount you drive by half	61	71	58	60	57
Pay significantly higher prices for gasoline and home heating fuel	34	37	33	37	33

\*Note: Rest of Canada includes all provinces except Quebec

Q. And at a personal level, would you be very willing, somewhat willing, not very willing or not willing at all to ...?

Base: Total sample

# Are Canadians willing to:

## *Pay to have your house retro-fitted to become more energy efficient*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Willing</b>	<b>76</b>	<b>81</b>	<b>74</b>	<b>79</b>	<b>72</b>
Very willing	38	37	38	40	39
Somewhat willing	38	44	36	39	33
Not very willing	8	9	8	5	12
Not willing at all	9	6	10	10	9
<b>TOTAL Not Very or Not At All Willing</b>	<b>17</b>	<b>15</b>	<b>18</b>	<b>15</b>	<b>21</b>
DK/NA/Ref	7	3	8	6	8

\*Note: Rest of Canada includes all provinces except Quebec

Q. And at a personal level, would you be very willing, somewhat willing, not very willing or not willing at all to ...?

Base: Total sample

# Are Canadians willing to:

*Reduce the amount you fly to times when it is only absolutely necessary*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Willing</b>	<b>73</b>	<b>72</b>	<b>73</b>	<b>76</b>	<b>68</b>
Very willing	41	43	40	41	36
Somewhat willing	32	29	33	35	32
Not very willing	10	10	9	8	13
Not willing at all	8	7	9	8	10
<b>TOTAL Not Very or Not At All Willing</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>16</b>	<b>23</b>
DK/NA/Ref	9	11	9	8	9

\*Note: Rest of Canada includes all provinces except Quebec

Q. And at a personal level, would you be very willing, somewhat willing, not very willing or not willing at all to ...?

Base: Total sample

# Are Canadians willing to: *Pay more for a more fuel efficient car*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Willing</b>	<b>72</b>	<b>76</b>	<b>70</b>	<b>72</b>	<b>68</b>
Very willing	31	33	30	28	34
Somewhat willing	41	43	40	44	34
Not very willing	12	14	12	9	14
Not willing at all	13	9	14	14	14
<b>TOTAL Not Very or Not At All Willing</b>	<b>25</b>	<b>23</b>	<b>26</b>	<b>23</b>	<b>28</b>
DK/NA/Ref	4	1	4	5	4

\*Note: Rest of Canada includes all provinces except Quebec

Q. And at a personal level, would you be very willing, somewhat willing, not very willing or not willing at all to ...?

Base: Total sample



# Are Canadians willing to:

## *Have the economy grow at a significantly slower rate*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Willing</b>	<b>62</b>	<b>68</b>	<b>60</b>	<b>62</b>	<b>56</b>
Very willing	18	19	18	17	19
Somewhat willing	44	49	42	45	37
Not very willing	20	20	19	16	20
Not willing at all	11	6	13	13	14
<b>TOTAL Not Very or Not At All Willing</b>	<b>31</b>	<b>26</b>	<b>32</b>	<b>29</b>	<b>34</b>
DK/NA/Ref	8	6	9	9	10

\*Note: Rest of Canada includes all provinces except Quebec

Q. And at a personal level, would you be very willing, somewhat willing, not very willing or not willing at all to ...?

Base: Total sample

# Are Canadians willing to: *Reduce the amount you drive by half*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Willing</b>	<b>61</b>	<b>71</b>	<b>58</b>	<b>60</b>	<b>57</b>
Very willing	26	30	25	27	26
Somewhat willing	35	41	33	33	31
Not very willing	15	14	15	13	17
Not willing at all	16	11	18	19	18
<b>TOTAL Not Very or Not At All Willing</b>	<b>31</b>	<b>25</b>	<b>33</b>	<b>32</b>	<b>35</b>
DK/NA/Ref	8	4	9	8	8

\*Note: Rest of Canada includes all provinces except Quebec

Q. And at a personal level, would you be very willing, somewhat willing, not very willing or not willing at all to ...?

Base: Total sample

# Are Canadians willing to:

## *Pay significantly higher prices for gasoline and home heating fuel*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
<b>TOTAL Willing</b>	<b>34</b>	<b>37</b>	<b>33</b>	<b>37</b>	<b>33</b>
Very willing	7	12	6	6	7
Somewhat willing	27	25	27	31	25
Not very willing	27	27	27	25	25
Not willing at all	37	33	38	37	39
<b>TOTAL Not Very or Not At All Willing</b>	<b>64</b>	<b>60</b>	<b>65</b>	<b>62</b>	<b>64</b>
DK/NA/Ref	2	3	2	2	4

\*Note: Rest of Canada includes all provinces except Quebec

Q. And at a personal level, would you be very willing, somewhat willing, not very willing or not willing at all to ...?

Base: Total sample

# Which political party has the best plan for the environment?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14	Jan 11-14
n=	1000	247	753	379	297
	%	%	%	%	%
Liberal Party	16	16	16	17	11
Conservative Party	12	7	14	12	18
NDP	9	8	9	9	10
Green Party	27	27	27	30	26
Bloc Quebecois	2	8	<1	-	<1
Other	4	5	3	3	3
DK/NA/Ref	30	28	31	28	32

\*Note: Rest of Canada includes all provinces except Quebec

Q. Turing back to federal politics, which political party do you think has the best plan for the environment?

Base: Total sample