



## **CANADA'S LARGEST SURVEY ON CLIMATE CHANGE**

### **CANADIANS TRUST LIBERALS OVER TORIES ON CLIMATE CHANGE POLICY**

**Pitted against just the Tories, Canadians say  
the Liberals make better global warming policy—  
but when all parties considered,  
Liberal support shifts to Greens and NDP**

**Federal government rated worst on enviro record;  
municipal governments rank best**

**Canadians want feds to focus on setting an example  
for world through reducing own emissions**

**Scientists, environmental orgs most trusted  
when speaking on global warming;  
industry groups & corporations least believed**

**NOTE:** This is the **fourth and final part** of a series of news releases drawn from Canada's largest-ever survey on climate change, conducted by Angus Reid Strategies in March 2007. Results and analysis of the full survey will be available in the forthcoming report Canadians + Global Warming: Reshaping Canadian Society. To purchase this report, please contact Jhenifer Pabillano, Coordinator of Corporate Communications, at 604.647.3573 or [jhenifer.pabillano@angus-reid.com](mailto:jhenifer.pabillano@angus-reid.com)

*From March 6 to 19, 2007, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 3,698 adult Canadians. The margin of error for the total sample is 1.6%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

**Public Release:  
National Public Opinion Poll**

[VANCOUVER – Apr. 10, 2007] – Choosing between just the Liberals and the Conservatives to design environmental policy, Canadians put more trust in the Liberals—but add the rest of the federal parties into the mix, and the Greens come out on top, a new Angus Reid Strategies poll has found.

The survey—the largest and most comprehensive study on global warming ever conducted in the country—asked a representative national sample of 3,698 Canadians whether the Conservatives or the Liberals were best suited to develop effective global warming legislation. The Liberal party (34%) received more support than the Conservatives (31%), while 36% were unsure.

However, when asked the same question about all five federal parties, support for the Liberals dispersed to other parties, while the Conservative numbers remained consistent.

Specifically, as confidence in the Liberals plummeted to 18%, the NDP obtained support from 15% of Canadians, and the Greens pulled in a whopping 34%—the highest level of support for any federal party. The Conservative base of support remained steady at 26%.

But regardless of the party in power, 60% of Canadians felt federal policy should focus on setting an environmental example for the world, by enacting laws to curb global warming. The other 40% favoured influencing international green policy to encourage other countries to change their behaviour.

Nationwide, all provinces were split along similar lines on this question, with the exception of Alberta. There, over half of Albertans (54%) felt swaying international policy should be the government's primary focus, while 46% were in favour of setting an example.

However, the federal government receives the worst marks from Canadians on its environmental record. 60% of Canadians said the federal government had a bad record on the environment, the worst score of any corporation, group, or government listed in the survey.

Among provinces, over half of respondents from BC (56%) and Ontario (54%) believed their provincial government had a bad record on the environment, the highest numbers from any province. Across the country, smaller percentages were inclined to believe their province had a good green record—the Atlantic provinces (38%) and Quebec (30%) had the highest number who believed their provincial governments were doing right by the environment.

Municipal governments ranked especially well on their green record. 34% of Canadians said that municipal authorities had a good record on the environment, beating approval for provincial (22%) and federal governments (14%).

**Canadians and Global Warming: Reshaping Canadian Society**  
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**Public Release:  
National Public Opinion Poll**

As well, Canadians felt municipal governments were the most trusted level of government on global warming. 31% said that they believe municipal authorities when they speak out on climate change, while 26% believe provincial governments and 23% believe federal governments.

Overall, scientists (77%) were viewed as the most trusted source of information on climate change, followed by environmental organizations (62%). Conversely, industry associations and individual corporations were the least trusted on global warming. 65% of Canadians said they would not believe industry associations when they speak out on climate change, and 58% would not believe individual corporations.

*This is the final news release from Angus Reid Strategies' climate change survey. The full results are available in the forthcoming report [Canadians and Global Warming: Reshaping Canadian Society](#). To purchase this report, please contact Jhenifer Pabillano at 604-647-3573 or [jhenifer.pabillano@angus-reid.com](mailto:jhenifer.pabillano@angus-reid.com).*

<b>Federal parties: who is best for global warming?</b>							
<i>Q. In your view, which of the federal parties is best suited to develop effective global warming legislation?</i>							
		<b>Region</b>					
	<b>Total</b>	<b>BC</b>	<b>AB</b>	<b>MN/SK</b>	<b>ON</b>	<b>PQ</b>	<b>Atlantic</b>
<b>Conservative</b>	<b>26%</b>	<b>27%</b>	<b>48%</b>	<b>36%</b>	<b>27%</b>	<b>12%</b>	<b>24%</b>
<b>Liberal</b>	<b>18%</b>	<b>17%</b>	<b>10%</b>	<b>17%</b>	<b>20%</b>	<b>17%</b>	<b>21%</b>
<b>NDP</b>	<b>15%</b>	<b>21%</b>	<b>11%</b>	<b>16%</b>	<b>15%</b>	<b>11%</b>	<b>25%</b>
<b>Bloc Quebecois</b>	<b>3%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>9%</b>	<b>1%</b>
<b>Green Party</b>	<b>34%</b>	<b>33%</b>	<b>31%</b>	<b>31%</b>	<b>37%</b>	<b>32%</b>	<b>29%</b>
<b>Not sure</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>19%</b>	<b>0%</b>

<b>Conservatives vs. Liberals: best on global warming?</b>							
<i>Q. And which of these two parties is best suited to develop effective global warming legislation?</i>							
		<b>Region</b>					
	<b>Total</b>	<b>BC</b>	<b>AB</b>	<b>MN/SK</b>	<b>ON</b>	<b>PQ</b>	<b>Atlantic</b>
<b>Conservative</b>	<b>31%</b>	<b>33%</b>	<b>46%</b>	<b>42%</b>	<b>31%</b>	<b>21%</b>	<b>28%</b>
<b>Liberal</b>	<b>34%</b>	<b>32%</b>	<b>26%</b>	<b>31%</b>	<b>36%</b>	<b>36%</b>	<b>29%</b>
<b>Not sure</b>	<b>36%</b>	<b>34%</b>	<b>28%</b>	<b>27%</b>	<b>33%</b>	<b>43%</b>	<b>43%</b>

<b>Federal policy emphasis on global warming</b>							
<i>Q. Where should the government of Canada place its primary emphasis when dealing with the issue of global warming?</i>							
		<b>Region</b>					
	<b>Total</b>	<b>BC</b>	<b>AB</b>	<b>MN/SK</b>	<b>ON</b>	<b>PQ</b>	<b>Atlantic</b>
Setting an example by enacting laws that force individuals and companies in Canada to curb global warming	<b>60%</b>	<b>63%</b>	<b>46%</b>	<b>51%</b>	<b>59%</b>	<b>66%</b>	<b>63%</b>
Influencing international policy so that large countries, such as China and the United States, can change their behaviour	<b>40%</b>	<b>37%</b>	<b>54%</b>	<b>49%</b>	<b>41%</b>	<b>34%</b>	<b>37%</b>

### Reputation assessment comparing different levels of government

**Q:** Please sort the following organizations based their environmental record. (Using the Angus Reid Forum's Fusion interface, respondents dragged and dropped the name of each organization into groups labelled "Good record on the environment," "Bad record on the environment," or "Not sure.")

Organization	% of Canadians		
	GOOD RECORD ON THE ENVIRONMENT	BAD RECORD ON THE ENVIRONMENT	NOT SURE
1. Your municipal government	34%	31%	35%
2. Your provincial government	22%	48%	30%
3. Federal government	14%	60%	26%

## Who do Canadians trust for information on global warming?

**Q:** Many different groups and organizations speak out about global warming. Of the following groups, which ones would you personally believe when they are talking about global warming?

### Most trusted organizations

Organization	% of Canadians		
	BELIEVE WHAT THEY SAY	WOULD NOT BELIEVE WHAT THEY SAY	I DON'T KNOW
1. Scientists	77%	6%	17%
2. Environmental organizations	62%	18%	20%

### Least trusted organizations

Organization	% of Canadians		
	BELIEVE WHAT THEY SAY	WOULD NOT BELIEVE WHAT THEY SAY	I DON'T KNOW
1. Industry associations	9%	65%	26%
2. Individual Corporations	11%	58%	31%

*Angus Reid Strategies is a North American full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995. Located in Vancouver, Calgary, Toronto, and Montreal, our team of specialists provides solutions across every type and sector of research.*

*Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel ([www.angusreidforum.com](http://www.angusreidforum.com)), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.*

- 30 -

**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:  
[www.angusreidstrategies.com](http://www.angusreidstrategies.com)**

**To learn more about our methodology, download our white paper:  
[http://www.angusreidstrategies.com/uploads/pages  
/pdfs/ARS.ARF\\_WHITE\\_PAPER.pdf](http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF_WHITE_PAPER.pdf)**