



**CANADA'S LARGEST SURVEY ON CLIMATE CHANGE**  
**GLOBAL WARMING A REALITY AND A THREAT,  
CANADIANS SAY**

**Almost four in five Canadians (77%) are convinced  
global warming is real**

**Almost half (47%) believe climate change will  
affect their lives and those of future generations**

**And many Canadians (30%) feel the nation's  
leaders should pay as much attention to  
climate change as they do to health care (31%)**

**NOTE:** This is **Part One** of a series of news releases drawn from Canada's largest-ever survey on climate change, conducted by Angus Reid Strategies in March 2007. **Next week's release will discuss how Canadians are split into five discernible groups with regard to their behaviours toward climate change.**

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 Ed Morawski, President & COO of Angus Reid Strategies, at 416.644.4040 or [ed.morawski@angus-reid.com](mailto:ed.morawski@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.*

[VANCOUVER – Mar. 21, 2007] – Canadians are convinced that global warming exists, that it is negatively impacting our lives, and that we should all do something about it, an Angus Reid Strategies survey has found. The study also found significant differences across Canada – especially in Alberta – on the subject of climate change.

With a representative national sample of more than 3,500 respondents—the largest and most comprehensive study on global warming ever conducted in the country—the survey found almost four in five Canadians (77%) are convinced global warming is a reality. Only 2% flatly reject the assertion that the earth’s climate has changed.

The survey revealed a significant block of Canadians (30%) who believe climate change is a pressing issue in the country, which deserves as much attention as health care (31%) from Canada’s leaders.

About 70% of respondents judge the theories explaining global warming as “true science”. Still, 12% believe they are “junk science”, and a higher number (19%) is not sure. Men (17%) are more prone to identify it as “junk” than women (7%).

In addition, almost half of Canadians (47%) claim they usually encourage others to be more mindful about the planet’s health.

Although there seems to be a unanimous recognition of the dangers of this phenomenon across Canada, Alberta and Quebec have very different perspectives about it. In Alberta, 69% of respondents are convinced global warming is real, while the number jumps to 83% in Quebec.

Alberta holds the highest number of doubters, with 21% of respondents in the province thinking global warming is backed by “junk science”. Quebec holds the lowest number, with only 6% in tune with this idea.

In addition, while 57% of Quebeckers claim to keenly promote better behaviour towards the environment, only 36% of Albertans concur.

About a third of Canadians (32%) think climate change is the most important issue facing humanity today. A higher number (54%) considers global warming is important, but no more so than other problems like HIV/AIDS, poverty or terrorism. Only 3% of respondents see it as a non-issue

When asked about the possible causes of climate change, 42% of respondents believe global warming is a natural phenomenon that human activity made worse, while 38% think it was mostly caused by humans.

**Public Release:**  
**National Public Opinion Poll**

How real is the impact of global warming for Canadians? Very real. Almost half (47%) think warmer temperatures will impact not only the lives of future generations, but also their own. Women are more inclined to believe this (51%) than men (44%).

Only 10% of respondents say global warming will have no influence at all on the planet, while 42% think it will exclusively impact the lives of future generations.

Again, people in Alberta and Quebec hold different views. While 23% of respondents in Alberta think global warming is the most important issue facing humanity, this is true for 42% of those interviewed in Quebec.

More people in the Belle Province (56%) consider the phenomenon will impact both their lives and the lives of future generations than in Alberta (37%). In all, Albertans (46%) and Atlantic Canadians (52%) are more inclined to believe the next generations, not them, will face the impact of climate change.

*What are Canadians doing to change the global warming trend? Next week's release will discuss how Canadians are split into five discernible groups with regards to their behaviours towards climate change.*

## Most Canadians Believe Global Warming is Happening

Views on Climate Change							
<i>Q. The term "global warming" refers to a change in the earth's climate whereby the surface temperature increases over time. Where do you stand on global warming?</i>							
	Region						
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic
I'm convinced that global warming is occurring	77%	80%	69%	69%	74%	83%	77%
Global warming may be occurring, but I'm not convinced	21%	19%	28%	27%	22%	16%	23%
Global warming is not happening at all	2%	2%	4%	4%	3%	1%	0%

## Most Canadians Trust the Science Behind Global Warming

The Scientific Debate							
<i>Q. There has been a lot of discussion about the science behind global warming estimates. Generally, do you think this is real science or junk science?</i>							
	Region						
	Total	BC	Alberta	Man/Sask	Ontario	Quebec	Atlantic
Real Science	69%	70%	56%	63%	66%	80%	67%
Junk Science	12%	14%	21%	19%	13%	6%	9%
Not sure	19%	16%	23%	18%	22%	14%	24%

**Canadians Think Global Warming Will Impact Their Lives**

<b>Impact of Climate Change</b>							
<i>Q. People have different views on the impact of global warming both now and in the future. What about the impact it may have on your life?</i>							
	<b>Region</b>						
	<b>Total</b>	<b>BC</b>	<b>Alberta</b>	<b>Man/Sask</b>	<b>Ontario</b>	<b>Quebec</b>	<b>Atlantic</b>
<b>Global warming will significantly impact my life and the life of future generations</b>	<b>47%</b>	<b>47%</b>	<b>37%</b>	<b>39%</b>	<b>48%</b>	<b>56%</b>	<b>39%</b>
<b>Global warming will not significantly impact my life, but the life of future generations</b>	<b>42%</b>	<b>41%</b>	<b>46%</b>	<b>44%</b>	<b>40%</b>	<b>39%</b>	<b>52%</b>
<b>Global warming will exclusively impact the life of future generations</b>	<b>5%</b>	<b>5%</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>
<b>Global warming will have no impact in my life or the life of future generations</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>1%</b>	<b>3%</b>
<b>Not sure</b>	<b>3%</b>	<b>4%</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>1%</b>	<b>2%</b>

*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.*

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**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)**