



CANADA'S LARGEST SURVEY ON CLIMATE CHANGE

RICH AND EDUCATED LESS LIKELY TO ACT GREEN, TODAY OR TOMORROW

**Class is key in enviro-conscious behaviour:
Rich and educated act less green, while poorer & less-
educated are more green, both now and in future**

**Five distinct groups emerge from analysis:
skeptics, agnostics, converts, believers, activists**

**Over half of Canadians (56%) say they would
never take public transit every day**

**One-in-five Canadians (20%) will
never cut their driving by half**

NOTE: This is **Part Two** 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 global warming policy options Canadians favour, including whether the country should live up to its Kyoto Protocol commitment.**

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

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.

Canadians and Global Warming: Reshaping Canadian Society
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[VANCOUVER – Mar. 21, 2007] – Canadians fall into five groups with common attitudes and behaviours on climate change, an Angus Reid Strategies survey has found.

THE GROUPS

The groupings emerged through analysis of 3,698 survey responses from a representative national sample—the largest and most comprehensive study on global warming ever conducted in the country.

In general, it was found that the more education a person had, the less likely they were to live an environmentally-conscious lifestyle or plan to do so in the future. Those with higher incomes were also less likely to be environmentally conscious in their habits and less likely to change this behaviour in the future. These results contrast sharply with a similar Angus Reid study from 20 years ago, which found that age was a key factor in deciding one's behaviour with regard to the environment.

A brief description of each group:

- **Skeptics** make up 22% of the Canadian population. As the name suggests, they are skeptical of the existence of global warming, and 11% of this group do not believe it is happening at all. They score the lowest on personal altruism, show little support for global warming policy, and generally do not feel guilty that their behaviour is hurting the environment. Many live on the Prairies, voted Conservative in the last election, and are financially well-off (almost a third live in households earning over \$100,000 a year).
- **Agnostics** make up 16% of the Canadian population. While 80% of this group believes that global warming is happening, their current behaviour is not particularly environmentally friendly and they do not plan to change it much in the future. These are the richer SUV-owners who are most resistant to change as they have the most to lose if restrictive global warming policies are implemented. This group is 71% male, resides in BC and the Prairies, tends to have university education, and earns high incomes (about half live in households earning over \$50,000 a year). They tended to vote Conservative in the last election.
- **Converts** comprise 22% of the Canadian population. They overwhelmingly believe in global warming (85%), and feel guilty that they aren't doing much to stop it. This shows through the fact that their behaviour is not presently environmental conscious, but they strongly want to change this within the next year. About half the Converts come from BC and Quebec. They tend to have high school education or less, and tended to voted Liberal in the last election.

Public Release:
National Public Opinion Poll

- **Believers** also comprise 22% of the population. Their current behaviour is very environmentally conscious, and they plan to become even more environmentally friendly within the next year. However, this group has the lowest levels of education and the least knowledge about climate change. Most Believers come from Quebec and Atlantic Canada, and the group is 69% female. More than half of this group (52%) live in households that earned less than \$50,000 last year. This group tended to vote Conservative in the last election.
- **Activists** make up 18% of the population. They are the most convinced that global warming is happening (88%) and their current behaviour is the most environmentally conscious in Canada—however, they still plan to become even more environmentally friendly within the next year. They are also the most strident of all groups in telling others to be more environmentally-minded, with 64% agreeing that they do this. Almost half (46%) of this group lives in households in less than \$50,000 a year.

The names for each group reflect the changed nature of environmentalism, which is taking on the sociological characteristics of a religious movement. A stronger moral and ethical dimension is now involved, arising in response to air and climate becoming the chief concerns of environmentalism. Unlike the land and water crises of 20 years ago, air and climate are shared resources that affect every citizen worldwide. As such, the new environmentalism now raises strong moral and ethical questions of correct behaviour, when the actions of one group can have direct effects on the air quality and climate that others experience.

BEHAVIOURS

Respondents were asked 11 questions about their present behaviours and what they might do in the future. The survey found that while Skeptics and Agnostics do not believe in global warming, their current behaviour is by and large environmentally conscious, though less than the other activist groups. However, the Skeptics and Agnostics are much less likely to change their behaviours in the future.

Some highlights:

- **Public transit:** Generally, nearly three-quarters (72%) of Canadians said they did have public transit in their area, but over half (56%) reported that they did not use it at all in an average month. Just under half (45%) of Canadians said they would never take public transit every day.

Skeptics (79%) and Agnostics (68%) were most likely to never take transit, and most likely to say they would never take transit in the future (Skeptics 74%, Agnostics 60%). Activists (38%) were most likely to take public transportation 15-31 times in an average month, and 40% were likely to try to take transit every day during the next year.

- **Cars:** Nationwide, nearly one in five Canadians (19%) drove 25,000km or more in a year, and one-third (33%) said they would not cut their driving by half in the next year. One in five Canadians (20%) said they would never cut their driving in half.

Of the groups, Skeptics (29%) and Agnostics (28%) were most likely to drive over 25,000 km in a year, and were most resistant to cutting their driving by half—42% of Skeptics said they would never cut their driving in half, and 42% of Agnostics said they would not cut their driving in half within the next year. Activists appeared to be dedicated followers of public transit, with 39% driving less than 5,000 km in an average year. 37% of Activists would also cut their driving in half by the next year.

- **Light bulbs:** Across Canada, just over one-third of Canadians (35%) said they had replaced most of their light bulbs with energy-efficient compact fluorescent lights. Over half (57%) said they would definitely change all of their light bulbs by next year.

By group, Skeptics (36%) and Agnostics (38%) had changed some but not all of their light bulbs, but Agnostics were less resistant to change them all within the next year. While 44% of Skeptics said they might change their light bulbs in the upcoming year, 49% of Agnostics said they would change all their light bulbs by next year. On the other side, Activists (40%) were most likely to have changed most of their light bulbs already, and 70% were going to replace all their light bulbs by the end of next year.

- **Showers:** Across Canada, 50% of Canadians take shorter showers to limit hot water usage in their homes—and 40% were willing to shorten their showers to under 5 minutes within the next year. Among Skeptics, just one-third (33%) took short showers, and just under one-third (32%) were willing to shorten their showers within the next year. Conversely, almost half of Activists (43%) took short showers, and over half (52%) were willing to shorten their showers within the next year.)

What policy options do Canadians support to tackle global warming? Next week's release will discuss what restrictions Canadians would be willing to accept, as well as whether Canada should live up to its commitments to the Kyoto Protocol.

Public transit ridership today and in the future

How often do you take public transit now?

Q. How many days in an average month do you typically travel on public transportation (bus, train, subway)?

	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
0	56%	79%	68%	67%	41%	26%
1-4 times	16%	10%	17%	14%	20%	21%
5-9 times	6%	2%	5%	5%	10%	7%
10-14 times	3%	1%	0%	3%	4%	8%
15-31 times	18%	6%	9%	11%	23%	38%
Not sure	1%	1%	0%	1%	2%	1%

Would you take public transit in the future?

*Q. What will you definitely do and what might you do in the next year in regards to the following:
Take public transit every day?*

	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
Definitely will do in next year	17%	3%	6%	13%	22%	40%
Might do in next year	11%	4%	9%	11%	19%	15%
Would not do in next year	26%	19%	24%	38%	26%	26%
Would never do	45%	74%	60%	39%	34%	19%

Car travel today and in the future

How far do you drive in a year now?

Q. On average, how far do you travel by car each year (as a driver or passenger)?

	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
25,000 km or more	19%	29%	28%	24%	8%	6%
Less than 25,000 km	15%	17%	16%	23%	10%	9%
Less than 20,000 km	14%	16%	18%	15%	13%	10%
Less than 15,000 km	16%	16%	18%	17%	17%	16%
Less than 10,000 km	13%	10%	8%	9%	22%	17%
Less than 5000 km	17%	6%	7%	5%	25%	39%
Not sure	5%	6%	6%	6%	5%	3%

Would you cut down your driving in the future?

*Q. What will you definitely do and what might you do in the next year in regards to the following:
Cut driving by 50%*

	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
Definitely will do in next year	19%	3%	3%	22%	26%	37%
Might do in next year	29%	17%	24%	33%	36%	36%
Would not do in next year	33%	38%	42%	39%	26%	22%
Would never do	20%	42%	31%	6%	11%	6%

Hot water restrictions today and in the future

How do you save hot water <u>now</u>?						
<i>Q. Do you take any of the following steps to limit hot water usage in your home?</i>						
	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
Limit number of baths	26%	15%	23%	27%	31%	37%
Take shorter showers	50%	33%	42%	53%	59%	64%
Run washing machine / dishwasher with full loads only	77%	67%	76%	78%	80%	85%
Installed an energy-efficient washing machine / dishwasher	38%	34%	38%	35%	38%	43%
Something else	29%	22%	25%	28%	31%	40%
None of the above	9%	19%	12%	5%	5%	4%
Would you cut down your shower time <u>in the future</u>?						
<i>Q. What will you definitely do and what might you do in the next year in regards to the following: Spend less than 5 minutes in the shower and no baths</i>						
	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
Definitely will do in next year	40%	25%	35%	46%	43%	52%
Might do in next year	24%	23%	24%	27%	23%	26%
Would not do in next year	16%	20%	19%	16%	15%	12%
Would never do	19%	32%	22%	11%	19%	9%

Changing light bulbs, today and in the future

Have you replaced your light bulbs today?						
<i>Q. How many of your regular light bulbs have you replaced with more energy efficient compact fluorescent lights??</i>						
	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
All of them	13%	7%	8%	15%	18%	19%
Most of them	35%	30%	31%	34%	40%	40%
Some of them	33%	36%	38%	33%	29%	27%
None of them	17%	25%	19%	17%	12%	11%
Not sure	2%	2%	3%	1%	1%	3%

Would you replace your light bulbs in the future?						
<i>Q. What will you definitely do and what might you do in the next year in regards to the following: Replace all light bulbs with energy efficient bulbs</i>						
	Segment					
	Canada	Skeptics	Agnostics	Converts	Believers	Activists
Definitely will do in next year	57%	38%	49%	66%	68%	70%
Might do in next year	34%	44%	44%	28%	27%	25%
Would not do in next year	7%	14%	6%	6%	5%	3%
Would never do	2%	5%	2%	0%	1%	1%

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), 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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**Public Release:
National Public Opinion Poll**

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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**

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