



**FEDERAL POLITICAL LANDSCAPE:**  
**HARPER AND DION:**  
**WHO'S THE GREENEST?**

**Dion (31%) cares more than Harper (13%), but majority unsure – PM fails to attract young voters**

**Canadians prefer domestic action on climate change (66%) instead of international policy (34%)**

**High support for environmental tax breaks and subsidies, but fuel hike unpopular**

*From February 6 to 7, 2007, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,122 adult Canadians. The margin of error for the total sample is +3.1%, 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.*

[Toronto – Feb. 11, 2007] - An Angus Reid Strategies poll has found that, despite heightened attention to environmental issues over the past few weeks, neither of the two major party leaders has effectively positioned himself as a champion of green causes.

On the question of who cares the most about the environment, 31% of respondents pick Liberal leader Stéphane Dion, while 13% select Prime Minister Stephen Harper. More than half of Canadians could not choose either man (28% neither, 27% not sure). Women tend to be more sceptical about the true colours of the party leaders, with 64% of female respondents unable to select either Dion or Harper.

Harper's environmental strategy is failing to attract young voters, with just 9% of Canadians aged 18-34 saying the Prime Minister cares the most about the environment, compared to 12% of Canadians aged 35-54, and 20% of Canadians aged 55+. Support for Dion is mostly stable throughout these three demographics (33% for 18-34, 28% for 35-54, and 34% for 55+).

Two-thirds of Canadians (66%) believe the federal government should put its primary environmental emphasis on setting an example by enacting laws that force individuals and companies in Canada to curb global warming. Conversely, 34% believe Canada should focus on influencing international policy so that large countries, such as China and the United States, can change their behaviour

The domestic approach is more popular among British Columbians (72%), women (71%) and young Canadians (70% of those aged 18-34). The international approach is particularly welcomed in Alberta (49%).

In order to test what kind of action Canadians are willing to accept to fight climate change, respondents were asked to rate five different proposals. The two that involve direct government intervention—providing tax breaks to businesses and manufacturers that implement standards to curb global warming and a subsidy that would cut public transit fares in half—enjoy the highest level of support, at 88% and 82% respectively.

A majority of Canadians also agrees with two "punitive" measures. Support for a special surcharge of 10 per cent for automobiles and SUV's that do not meet heightened standards for energy efficiency stands at 74% nationally, but jumps to 81% in British Columbia. In addition, 53% of Canadians would consent to subjecting people who don't recycle everything that can be recycled to a \$500 municipal fine—only residents of Alberta (52%) came out against this idea.

Most Canadians flatly oppose any plans to authorize an additional 25 cent tax per litre of gasoline, to fund programs aimed at reducing global warming. In all, 69% of respondents disagree with this proposal, with the highest level of rejection coming in Manitoba and Saskatchewan (77%).

Global warming is seen as a serious threat by 73% of Canadians, while 20% (including 33% of Albertans) believe the issue is being overplayed.

**Most Unsure on Leaders' Commitment to Environment**

<b>Views on Harper and Dion</b>						
<i>Q4. In your view, which of these individuals cares the most about the environment and global warming?</i>						
	All	Men	Women	Age 18-34	Age 35-54	Age 55+
Stéphane Dion	31%	37%	26%	33%	28%	34%
Stephen Harper	13%	16%	10%	9%	12%	20%
Neither	28%	25%	32%	30%	30%	25%
Not sure	27%	23%	32%	28%	31%	21%

**Canadians Want to Set an Example**

<b>Primary Environmental Emphasis</b>							
<i>Q2. Where should the government of Canada place its primary emphasis when dealing with the issue of global warming?</i>							
	All	BC	Alta.	Man. / Sask.	Ont.	Que.	Atl.
Setting an example by enacting laws that force individuals and companies in Canada to curb global warming	66%	72%	51%	63%	69%	67%	59%
Influencing international policy so that large countries, such as China and the United States, can change their behaviour	34%	28%	49%	37%	31%	33%	41%

**Global Warming a Threat**

<b>Views on Climate Change</b>							
<i>Q1. We are interested in your views on the debate currently underway in Canada on global warming. Do you think global warming represents a serious threat to the world, or is the issue being overplayed?</i>							
	All	BC	Alta.	Man. / Sask.	Ont.	Que.	Atl.
A serious threat	73%	72%	63%	61%	74%	77%	81%
Overplayed	20%	26%	33%	31%	19%	13%	10%
Not sure	7%	2%	5%	8%	7%	9%	9%

**Government Intervention Welcomed, Without Gas Hike**

**Support for Specific Proposals**

Q 3. Here are some measures that have been proposed to deal with global warming. Please say if you agree or disagree with each one. (Agree listed)

	All	BC	Alta.	Man. / Sask.	Ont.	Que.	Atl.
Providing tax breaks to businesses and manufacturers that implement standards to curb global warming	88%	87%	88%	86%	87%	89%	93%
A government subsidy that would cut public transit fares in half	82%	89%	75%	76%	83%	80%	85%
A special surcharge of 10 per cent for automobiles and SUV's that do not meet heightened standards for energy efficiency	74%	81%	64%	68%	72%	78%	79%
A \$500 municipal fine on people who don't recycle everything that can be recycled	53%	55%	45%	47%	53%	57%	55%
An additional 25 cent tax per litre of gasoline, to fund programs aimed at reducing global warming	29%	38%	28%	22%	24%	36%	22%

*The Angus Reid Forum online panel ([www.angusreidforum.com](http://www.angusreidforum.com)) 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. Moreover, Angus Reid Strategies' premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.*

*Angus Reid Strategies is a dynamic North American full-service public affairs 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. Stationed in offices in Vancouver, Calgary, Toronto, and Montreal, our team of 100 research and operational specialists provide research solutions across every type and sector of research.*

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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)**