

CANADIAN PRESS/ LEGER MARKETING

How Canadians Feel About Air Pollution

Report



1.0 Study Highlights

- Nearly three quarters of Canadians are in favour of the ratification of the Kyoto protocol.

Question : *Given that the objective of the Kyoto protocol is to reduce by 6% the emission of toxic gases that affect the ozone layer, are you FOR or AGAINST the ratification of this agreement by Canada ?*

n=1500	For	Against	Don't know/ Refusal
Canada	72%	10%	17%

- Canadians are concerned about smog.

Question : *Does the presence of smog in Canada worry you?*

n=1500	Yes	No	Don't know / Refusal
Canada	73%	25%	2%

- Gas emissions have a serious effect on air quality and climate changes.

Question : *Do you think the following have a serious effect on climate changes... ?*

n=1500	... air quality	... climate changes
Industrial gas emissions	95%	83%
Gas emissions from automotive vehicles	93%	77%

Note : *The percentages represent positive answers.*

- Most Canadians support imposing a surtax on high fuel consumption vehicles.

Question : *Some countries have imposed a surtax on large cylinder engines, are you for or against the government imposing such a surtax on the purchase of this type of vehicle?*

n=1500	For	Against	Don't know / Refusal
Canada	51%	38%	10%

2. Results

2.1 Nearly three quarters of Canadians favour ratifying the Kyoto Protocol

72% of Canadians are in favour of Canada ratifying the Kyoto Protocol that aims to reduce toxic gas emissions that damage the ozone layer by 6%. It should be highlighted that 10% of respondents did not believe it should be ratified and 17% did not have an opinion.

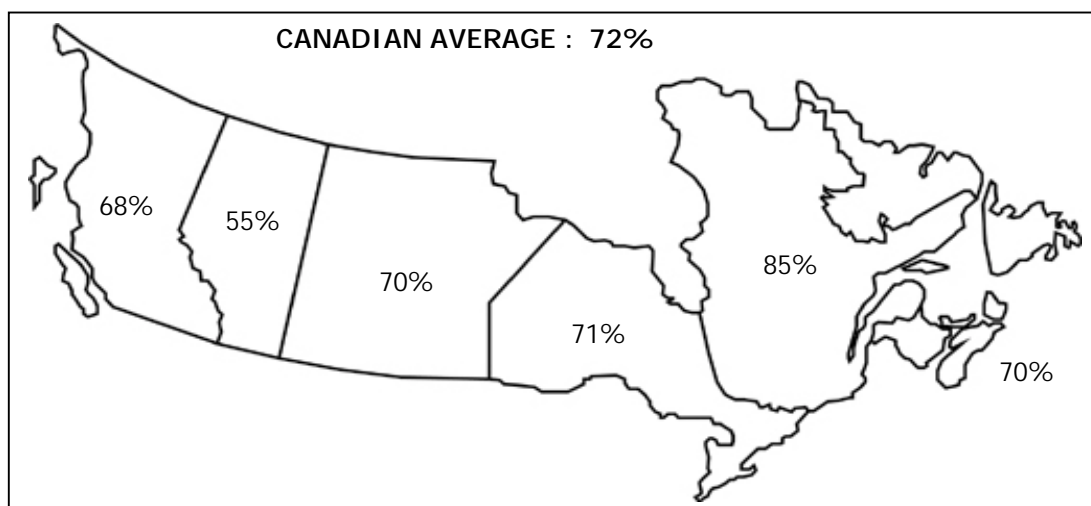
These results are not very surprising, given that 80% of Canadians are concerned about global warming.

Quebeckers (85%) are more likely to agree with ratification. Although support for the protocol was weakest in Alberta, the majority of Albertans (55%) are in favour of ratifying the protocol. It should be noted that the no-answer rate in Quebec was only 5% while it was 20% in the rest of the country.

Question : Given that the objective of the Kyoto Protocol is to reduce by 6% the emission of toxic gases that affect the ozone layer, are you FOR or AGAINST the ratification of this agreement by Canada ?

n=1500	For	Against	Don't know / Refusal
Atlantic Provinces	70%	12%	18%
Quebec	85%	10%	5%
Ontario	71%	9%	20%
Prairies	70%	10%	20%
Alberta	55%	21%	25%
British Columbia	68%	7%	25%
Canada	72%	10%	17%

Proportion of Canadians who favour the ratification of the Kyoto Protocol



2,2 Canadians are concerned about smog

73% of Canadians say they are worried about the presence of smog in Canada, while 25% remain unconcerned.

77% of women, 78% of Ontarians, 78% of professionals and 80% of university graduates are more concerned. In comparison, 39% of 18-24 year olds, 36% of manual workers and 33% of Canadians living west of Ontario are not worried about smog.

Question : *Does the presence of smog in Canada worry you?*

n=1500	Yes	No	Don't know / Refusal
Atlantic Provinces	68%	28%	4%
Quebec	76%	23%	1%
Ontario	78%	19%	2%
Prairies	63%	35%	2%
Alberta	63%	32%	5%
British Columbia	67%	31%	2%
Canada	73%	25%	2%

59% of the population believe smog affects mostly cities, while 5% believe there is more in rural areas and 33% think it affects both equally.

Question : *Do you think smog in Canada affects mainly large cities or rural areas?*

n=1500	Large Cities	Rural Areas	Both	Don't Know
Atlantic Provinces	50%	9%	38%	4%
Quebec	76%	3%	17%	4%
Ontario	50%	6%	40%	4%
Prairies	63%	4%	29%	3%
Alberta	63%	3%	32%	1%
British Columbia	51%	6%	40%	3%
Canada	59%	5%	33%	3%

2.3 Gas emissions have a serious effect on air quality and on the climate

95% and 93% of Canadians are concerned respectively by the serious effect industrial and car gas emissions have on air quality.

In addition, 83% and 77% of Canadians are concerned respectively by the serious effect industrial and car emissions have on climate changes.

Question : *Do you think the following have a serious effect on climate changes... ?*

n=1500	... air quality	... climate changes
Industrial gas emissions	95%	83%
Gas emissions from automotive gas vehicles	93%	77%

Note : *The percentages represent positive answers.*

2.4 The majority of Canadians support a surtax on high fuel consumption vehicles

According to 51% of the population, the government should impose a surtax on large cylinder engines as they do in some countries. In contrast, 38% of Canadians are opposed to this measure and 10% do not have an opinion.

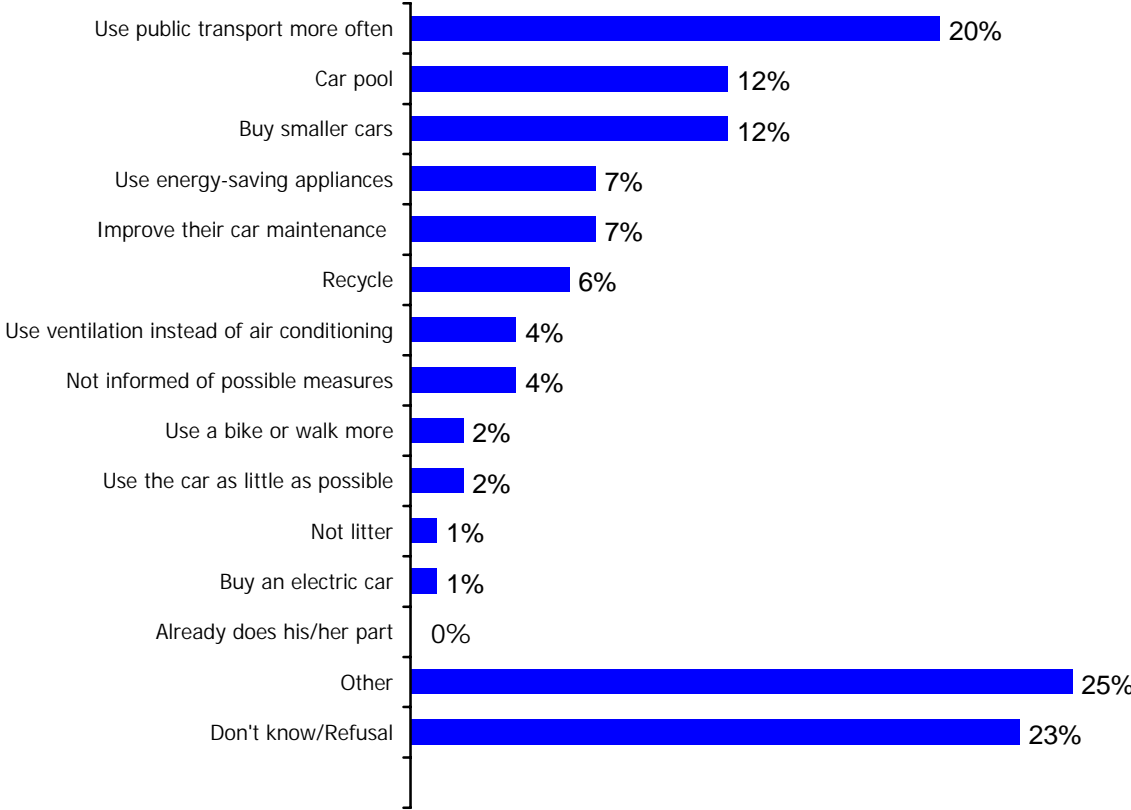
Question : *Some countries have imposed a surtax on large cylinder engines; are you for or against the government imposing such a surtax on the purchase of this type of vehicle?*

n=1500	For	Against	Don't know / Refusal
Atlantic Provinces	44%	44%	11%
Quebec	54%	43%	3%
Ontario	52%	35%	13%
Prairies	48%	40%	12%
Alberta	47%	40%	13%
British Columbia	55%	34%	11%
Canada	51%	38%	10%

Canadians are willing to make certain changes if these will reduce pollution. 20% say they would be ready to use public transport more often, 12% would carpool, 12% would buy smaller cars, 7% would improve their car, 7% would use energy-saving appliances and 6% would recycle. Many other methods were mentioned, but in very low quantities.

What Canadians would be willing to do personally to reduce pollution

Question : *What changes would you be willing to make personally to reduce pollution ? ACCEPT UP TO 2 ANSWERS*



3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between August 20 and August 25, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.5 , 19 times out of 20.