

Canadians
and the Environmental Policies of
Canada



Report



Table of Contents

- 1. Study Highlights.....3
- 2. Results4
 - 2.1 According to nearly half of Canadians the most important issue is health care4
 - 2.2 Four Canadians out of Five are of the Opinion that the Government of Canada should be Tougher in order to Reduce Greenhouse Gas Emissions5
 - 2.3 Three-Quarters of Canadians are Favourable to an Increase in Public Spending at Environment Canada.....6
 - 2.4 Eight Canadians out of Ten Say it is Important that Canada be Recognized on the World Stage as a Leader in Environmental Policy7
- 3. Methodology8
- 4. Questionnaire9
- 5. Cross Tabulations12

1. Study Highlights

According to nearly half of Canadians, health care should be the federal government's main concern.

Four Canadians out of five are of the opinion that the Government of Canada should be tougher on citizens and corporations in order to reduce greenhouse gas emissions.

Question: Greenhouse gases are produced by human daily activity, both personal and industrial, and are the main cause of what scientists call global warming. In your view, should the Government of Canada be tougher on Canadian citizens and corporations to ensure that collectively Canadians reduce greenhouse gas emissions?

N = 1500	Yes	No	Don't know
Canada	81%	13%	5%

Three-quarters of Canadians are favourable to an increase in public spending at Environment Canada.

Question: Would you be favourable or not to an increase in public spending at Environment Canada, responsible for managing Canada's environmental policies?

N = 1500	Favourable	Not favourable	Don't know
Canada	74%	18%	7%

Eight Canadians out of ten claim it is important that Canada be recognized on the world stage as a leader in environmental policy.

Question: Is it VERY IMPORTANT, SOMEWHAT IMPORTANT, NOT VERY IMPORTANT or NOT AT ALL IMPORTANT that Canada be recognized on the world stage as a world leader in environmental policy?

N = 1500	Important	Not important	Don't know
Canada	84%	13%	3%

2. Results

2.1 According to nearly half of Canadians the most important issue is health care

Canadians' main concern remains healthcare and Medicare (44%). In second place, we find poverty (13%) followed by jobs and unemployment (10%).

Generally, men are significantly more likely than women to mention certain issues. In fact, men wager on jobs, ethics and the use of public funds, cutting taxes and managing public finances. As for women, they are more inclined to mention healthcare and poverty issues.

Question: Among the following choices, what is the number one issue in Canada that should get the greatest attention from the Government of Canada as they prepare the budget for the coming year?

N= 1500	TOTAL	Men	Women
Healthcare / Medicare	44%	35%	52%
Poverty	13%	11%	15%
Jobs and unemployment	10%	11%	8%
Ethics and use of public funds	8%	10%	6%
Cutting taxes	7%	9%	4%
The environment	6%	7%	5%
Public finances and the public debt	6%	8%	4%
Foreign affairs	1%	0%	1%
Arts and culture in Canada	1%	1%	1%
Other	4%	5%	3%
Don't know / Refusal	1%	2%	1%

Question: Among the following choices, what is the second most important issue in Canada that should get the greatest attention from the Government of Canada as they prepare the budget for the coming year?

N= 1500	TOTAL	Men	Women
Healthcare / Medicare	22%	23%	21%
Poverty	15%	11%	18%
Jobs and unemployment	15%	14%	17%
Ethics and use of public funds	6%	8%	4%
Cutting taxes	8%	8%	8%
The environment	10%	9%	11%
Public finances and the public debt	7%	9%	5%
Foreign affairs	2%	3%	1%
Arts and culture in Canada	2%	2%	1%
Other	7%	6%	8%
Don't know / Refusal	5%	6%	4%

2.2 Four Canadians out of Five are of the Opinion that the Government of Canada should be Tougher in order to Reduce Greenhouse Gas Emissions

The vast majority (81%) of Canadians believe that the Government of Canada should be tougher on Canadian citizens and corporations to ensure that collectively Canadians reduce greenhouse gas emissions. Women (87%) and Quebecers (92%) are significantly more likely to support this idea.

We note that 18-24 year olds (90%), Francophones (91%), homemakers (90%), as well as students (95%) are also significantly more likely to have answered “yes.”

Question: Greenhouse gases are produced by human daily activity, both personal and industrial, and are the main cause of what scientists call global warming. In your view, should the Government of Canada be tougher on Canadian citizens and corporations to ensure that collectively Canadians reduce greenhouse gas emissions?

N = 1500	Yes	No	Don't know
Men	75%	19%	5%
Women	87%	8%	5%
Atlantic Provinces	82%	13%	5%
Quebec	92%	6%	2%
Ontario	81%	13%	6%
Prairies	69%	22%	9%
Alberta	72%	21%	7%
British Columbia	77%	17%	6%
Canada	81%	13%	5%

2.3 Three-Quarters of Canadians are Favourable to an Increase in Public Spending at Environment Canada

In all, 74% of Canadian citizens surveyed say they are favourable to an increase in public spending at Environment Canada. On the other hand, 18% of respondents interviewed are not favourable to the idea and 7% have no opinion on the question.

The 18-24 year olds (85%), Francophones (81%), Quebeckers (83%), students (93%) and people with a university education (79%) are more likely to be favourable to a spending increase.

Question: Would you be favourable or not to an increase in public spending at Environment Canada, responsible for managing Canada's environmental policies?

N= 1500	Favourable	Not favourable	Don't know
Men	73%	19%	7%
Women	75%	17%	8%
Atlantic Provinces	80%	14%	6%
Quebec	83%	12%	5%
Ontario	74%	17%	10%
Prairies	63%	29%	8%
Alberta	69%	25%	7%
British Columbia	66%	25%	9%
Canada	74%	18%	7%

2.4 Eight Canadians out of Ten Say it is Important that Canada be Recognized on the World Stage as a Leader in Environmental Policy

Overall, more than eight Canadians out of ten (84%) consider it important that Canada be recognized as a world leader in matters of environmental policy. Only 13% believe it is not important.

Women (86%), citizens from the Atlantic Provinces (92%) and Québec (89%) are significantly more likely to think it is important. This opinion is also shared among 18-24 year olds (92%), 45-54 year olds (89%), Francophones (88%) and students.

Question: Is it VERY IMPORTANT, SOMEWHAT IMPORTANT, NOT VERY IMPORTANT or NOT AT ALL IMPORTANT that Canada be recognized on the world stage as a world leader in environmental policy?

N = 1500	Important	Not important	Don't know
Men	82%	15%	2%
Women	86%	10%	3%
Atlantic Provinces	92%	5%	3%
Quebec	89%	10%	1%
Ontario	85%	12%	3%
Prairies	73%	25%	3%
Alberta	75%	20%	5%
British Columbia	82%	14%	4%
Canada	84%	13%	3%

3. 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 from January 4 to January 9, 2005. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, 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 $\pm 2.6\%$, 19 times out of 20.

4. Questionnaire

QUESTIONNAIRE

PC8

PC8. Among the following choices, what is the number one issue in Canada that should get the greatest attention from the Government of Canada as they prepare the budget for the coming year?

READ * ONE ANSWER ONLY

Rotation => 9	
...healthcare / Medicare	01
...the environment	02
...public finances and public debt.....	03
...cutting taxes	04
...foreign affairs.....	05
...arts and culture in Canada	06
...jobs and unemployment	07
...poverty	08
...ethics and use of public funds	09
Other (DO NOT SPECIFY)	96
Don't know	98
Refusal	99

PC9

PC9. Among the following choices, what is the second most important issue in Canada that should get the greatest attention from the Government of Canada as they prepare the budget for the coming year ?

READ * ONE ANSWER ONLY

Rotation => 9	
Elimination => 9 (PC8)	
...healthcare / Medicare	01
...the environment	02
...public finances and public debt.....	03
...cutting taxes	04
...foreign affairs.....	05
...arts and culture in Canada	06
...jobs and unemployment	07
...poverty	08
...ethics and use of public funds	09
Other (DO NOT SPECIFY)	96
Don't know	98
Refusal	99

PC10

PC10. Greenhouse gases are produced by human daily activity, both personal and industrial, and are the main cause of what scientists call global warming. In your view, should the Government of Canada be tougher on Canadian citizens and corporations to ensure that collectively Canadians reduce greenhouse gas emissions?

- Yes..... 1
 - No..... 2
 - Don't know 8
 - Refusal 9
-
-

PC11

PC11. Would you be favourable or not to an increase in public spending at Environment Canada, responsible for managing Canada's environmental policies ?

- Favourable..... 1
 - Not favourable 2
 - Don't know 8
 - Refusal 9
-
-

PC12

PC12. Is it VERY IMPORTANT, SOMEWHAT IMPORTANT, NOT VERY IMPORTANT or NOT AT ALL IMPORTANT that Canada be recognized on the world stage as a world leader in environmental policy ?

- Very important 1
 - Somewhat important 2
 - Not very important 3
 - Not at all important 4
 - Don't know 8
 - Refusal 9
-
-

5. Cross Tabulations
