

# Global Warming

## Report



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## 1. Study Highlights

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## 1.0 Study Highlights

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- According to Canadians, the greenhouse effect is mainly related to gas emissions as a result of human activity.

### Percentage of Canadians who consider that the greenhouse effect is mainly caused by...

N=1501	...Gas emissions that are a result of human activity	...More solar activity	...Lower natural water reserves and less rainfall
<b>Total</b>	<b>76%</b>	<b>7%</b>	<b>5%</b>

- In order to fight the greenhouse gas effect, it is up to each and every one of us to act.

### Percentage of Canadians who consider that to fight the greenhouse gas effect...

N=1501	...Each one of us has to change things in our daily lives as of today	...It is up to the government to take the necessary measures	...Whatever we do it won't change anything, global warming is inevitable
<b>Total</b>	<b>65%</b>	<b>20%</b>	<b>9%</b>

- Canadians are ready to act in order to reduce greenhouse gases.

### Percentage of Canadians who are willing to ... (% yes)

N=1501	...Turn their electronic equipment off instead of leaving it on standby	...Reduce their speed by 10 km/h when on the highway	...Not use air conditioning in their cars, at work or at home	...Use public transit exclusively to get to work
<b>Total</b>	<b>88%</b>	<b>75%</b>	<b>58%</b>	<b>44%</b>

- Canadians consider that the information they hear about global warming is accurate or even underestimated.

### Percentage of Canadians who consider that the information they hear about global warming is...

N=1501	...Exaggerated	...Accurate	...Underestimated
<b>Total</b>	<b>16%</b>	<b>42%</b>	<b>35%</b>

## 2. Results

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## 2.0 Results

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### 2.1 The greenhouse effect is mainly caused by gas emissions stemming from human activity

As far as global warming is concerned, the greenhouse effect is mainly caused by gas emissions stemming from human activity (76%) according to Canadians, and Quebecers in particular (85%). Consequently, very few Canadians consider that the greenhouse effect is mainly caused by an increase in solar activity (7%) or by lower natural water reserves and less rainfall (5%).

Percentage of Canadians who consider that the greenhouse effect is mainly caused by...

N=1501	...Gas emissions that are a result of human activity	...More solar activity	...Lower natural water reserves and less rainfall
Atlantic Provinces	70%	8%	5%
Quebec	<b>85%</b>	5%	5%
Ontario	74%	8%	5%
Prairies	67%	6%	6%
Alberta	75%	11%	3%
British Columbia	75%	5%	6%
<b>Canada</b>	<b>76%</b>	<b>7%</b>	<b>5%</b>

## 2.2 In order to fight the greenhouse gas effect, it is up to each and every one of us to act

The majority of Canadians (65%) consider that each of us must take steps in our daily lives to fight the greenhouse gas effect, while 20% of Canadians think it is more up to the government to take the necessary measures. Finally, 9% of Canadians can be qualified as “pessimists” on this issue, since they say global warming is inevitable, regardless of what we do.

It should be underlined that the most pessimistic Canadians regarding the fight against greenhouse gases are men and those who live in the Prairies.

### Percentage of Canadians who consider that to fight the greenhouse gas effect...

N=1501	...Each one of us has to change things in our daily lives as of today	...It is up to the government to take the necessary measures	...Whatever we do it won't change anything, global warming is inevitable
Men	58%	<b>24%</b>	<b>12%</b>
Women	<b>72%</b>	17%	7%
Atlantic Provinces	66%	18%	10%
Quebec	69%	22%	7%
Ontario	63%	22%	9%
Prairies	59%	20%	<b>16%</b>
Alberta	65%	17%	12%
British Columbia	68%	16%	10%
<b>Canada</b>	<b>65%</b>	<b>20%</b>	<b>9%</b>

## 2.3 Canadians are ready to act in order to reduce greenhouse gases

In concrete terms, Canadians are ready to turn off their electronic equipment to reduce greenhouse gases (88%), to reduce their speed by 10 km/h on the highway (75%), not to use air conditioning in their car, at work or at home (58%) and to use public transit exclusively to get to work (44%).

It should be noted that women and Quebecers seem to be the sub-groups more inclined to take concrete steps in order to reduce global warming.

### Percentage of Canadians who are willing to ... (% yes)

N=1501	...Turn their electronic equipment off instead of leaving it on standby	...Reduce their speed by 10 km/h when on the highway	...Not use air conditioning in their cars, at work or at home	...Use public transit exclusively to get to work
Men	85%	68%	58%	40%
Women	<b>92%</b>	<b>81%</b>	59%	<b>47%</b>
Atlantic Provinces	89%	<b>87%</b>	70%	44%
Quebec	90%	<b>82%</b>	<b>64%</b>	<b>48%</b>
Ontario	89%	73%	52%	42%
Prairies	86%	64%	48%	35%
Alberta	92%	67%	59%	46%
British Columbia	83%	71%	65%	42%
<b>Canada</b>	<b>88%</b>	<b>75%</b>	<b>58%</b>	<b>44%</b>

## 2.4 Canadians consider that the information they hear about global warming is accurate or even underestimated

Most Canadians consider that the information they hear about global warming is either accurate (42%) or underestimated (35%). Very few Canadians think it is exaggerated (16%).

It should be emphasized that there are more Quebecers than residents from other provinces who consider that the information is accurate (55%); while there are more Albertans than residents from other provinces who think the information is exaggerated (31%), as do men in general (19%).

### Percentage of Canadians who consider that the information they hear about global warming is...

N=1501	...exaggerated	...accurate	...underestimated
Men	<b>19%</b>	40%	32%
Women	12%	43%	37%
Atlantic Provinces	19%	44%	28%
Quebec	10%	<b>55%</b>	32%
Ontario	15%	39%	36%
Prairies	18%	36%	37%
Alberta	<b>31%</b>	29%	31%
British Columbia	12%	37%	39%
<b>Canada</b>	<b>16%</b>	<b>42%</b>	<b>35%</b>

### **3. Methodology**

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### 3.0 Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from April 20 to April 27, 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 1501 respondents is of  $\pm 2.6\%$ , 19 times out of 20.