

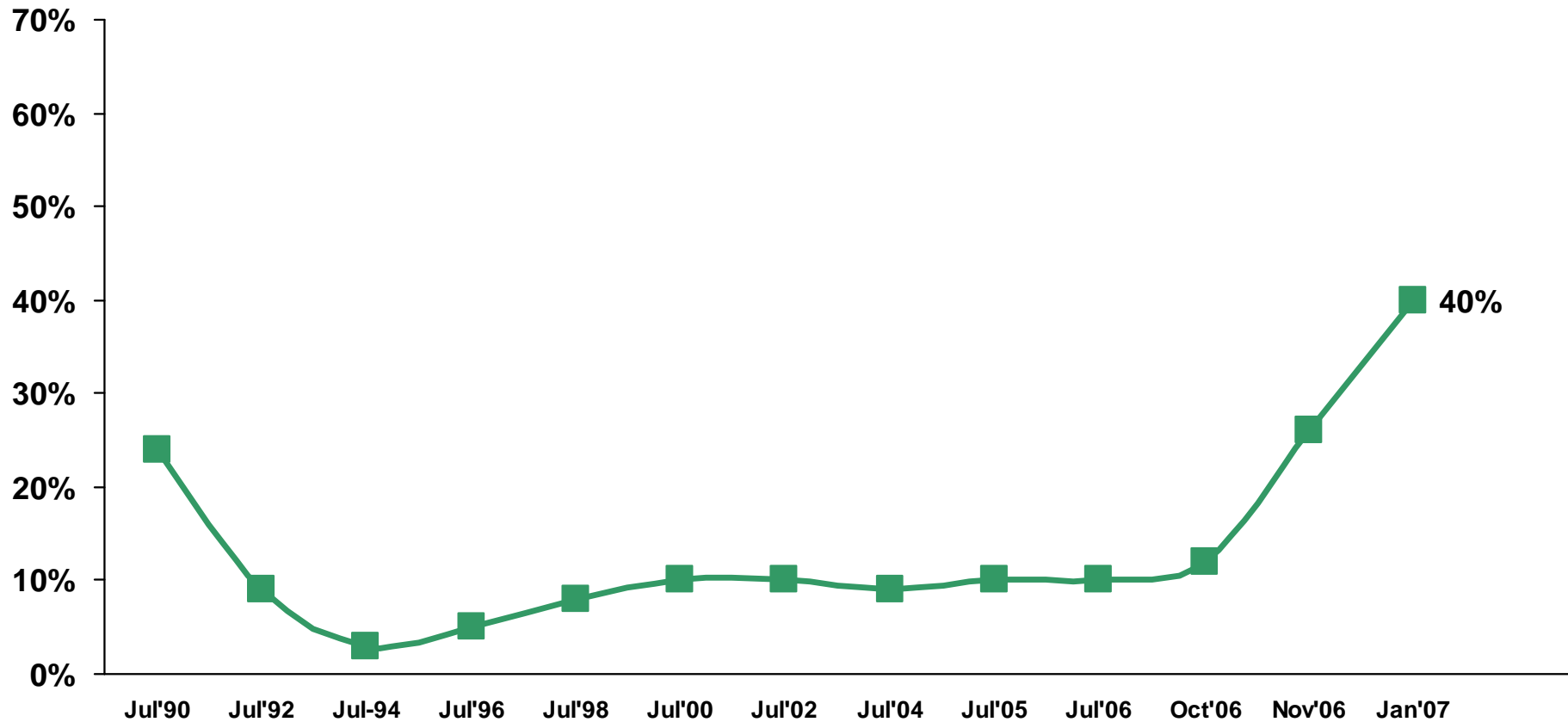


Public Opinion About the Environment

**Presented to:
UNEP Finance Initiative
North America Taskforce
2007**



In 1994, only 4% of Canadians noted the environment is *the* key issue that should receive attention by Canada's leaders .. by 2007 .. 40%

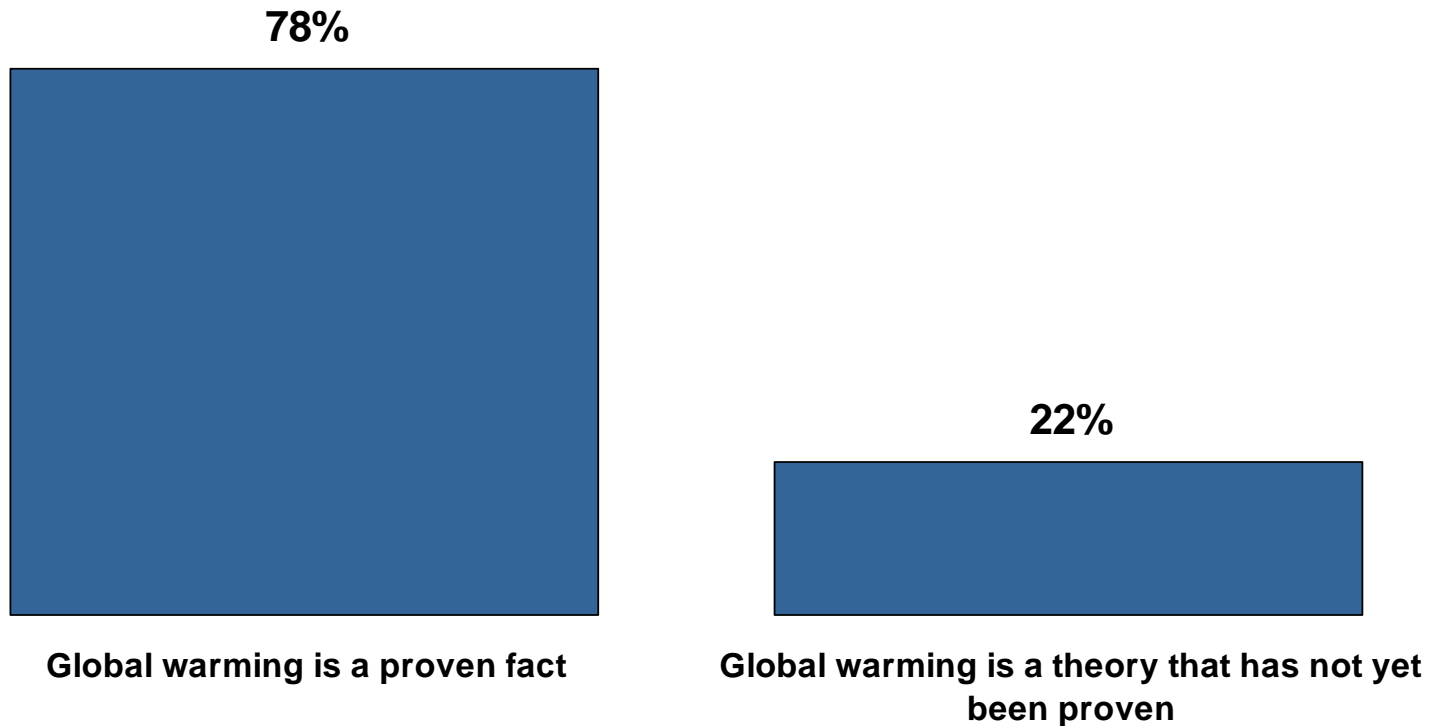


Q. Thinking of the issues presently confronting Canada , which one do you feel should receive the greatest attention from Canada's leaders?



Global Warming: Fact or Fiction? A Majority of Canadians Say 'Fact'

Canada: 2007

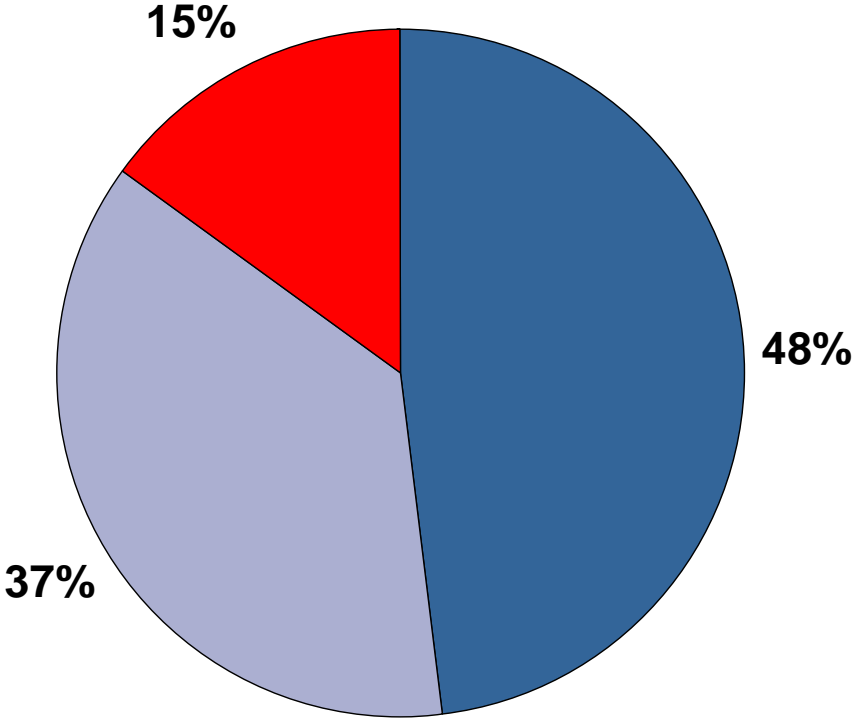


Q1: Which one of the following statements comes closer to your point of view of global warming? Base: All respondents N=1000



85% Say They Are Concerned About Climate Change — Half (48%) Very Much So...

Canada: 2007



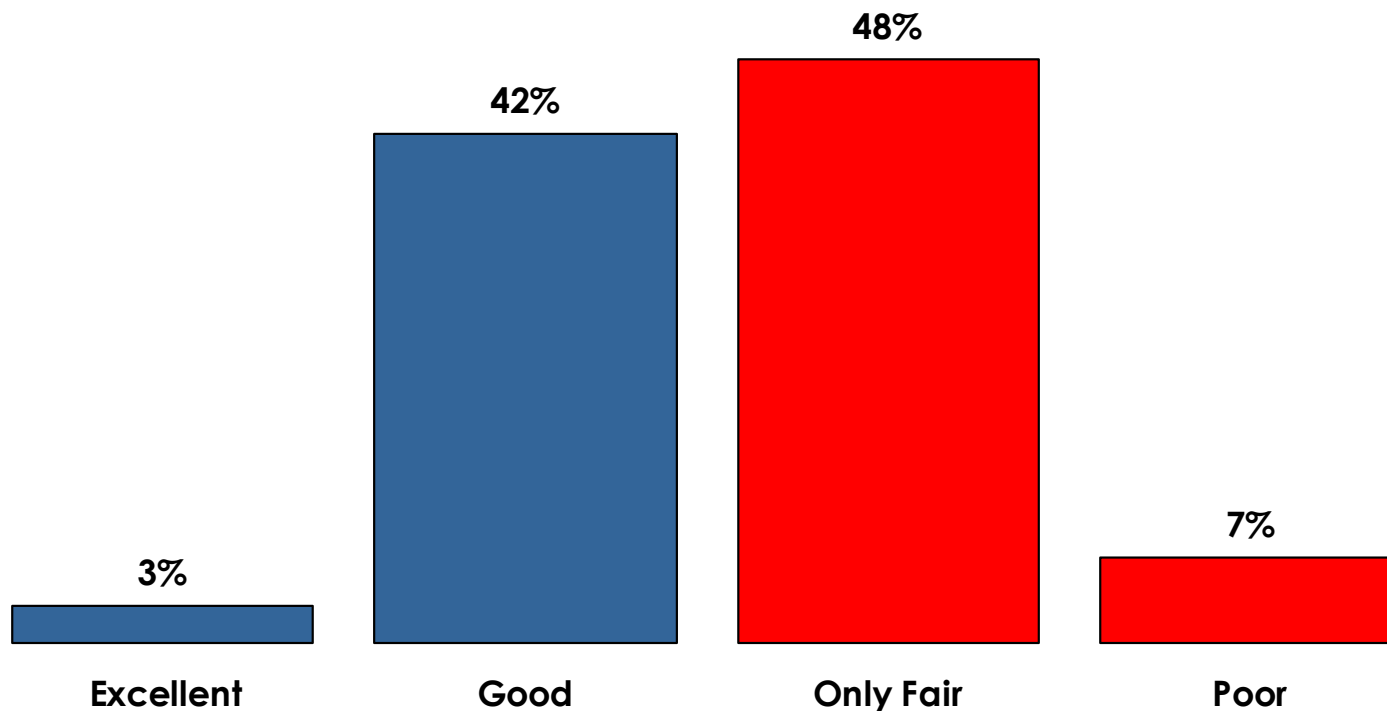
■ Very concerned ■ Somewhat concerned ■ Not very/at all concerned

How would you rate the overall quality of the environment in your province today? Base: 2123



Over Half (55%) Say The Quality of Our Environment Is Only Fair (48%) Or Poor (7%)...

Canada: 2007

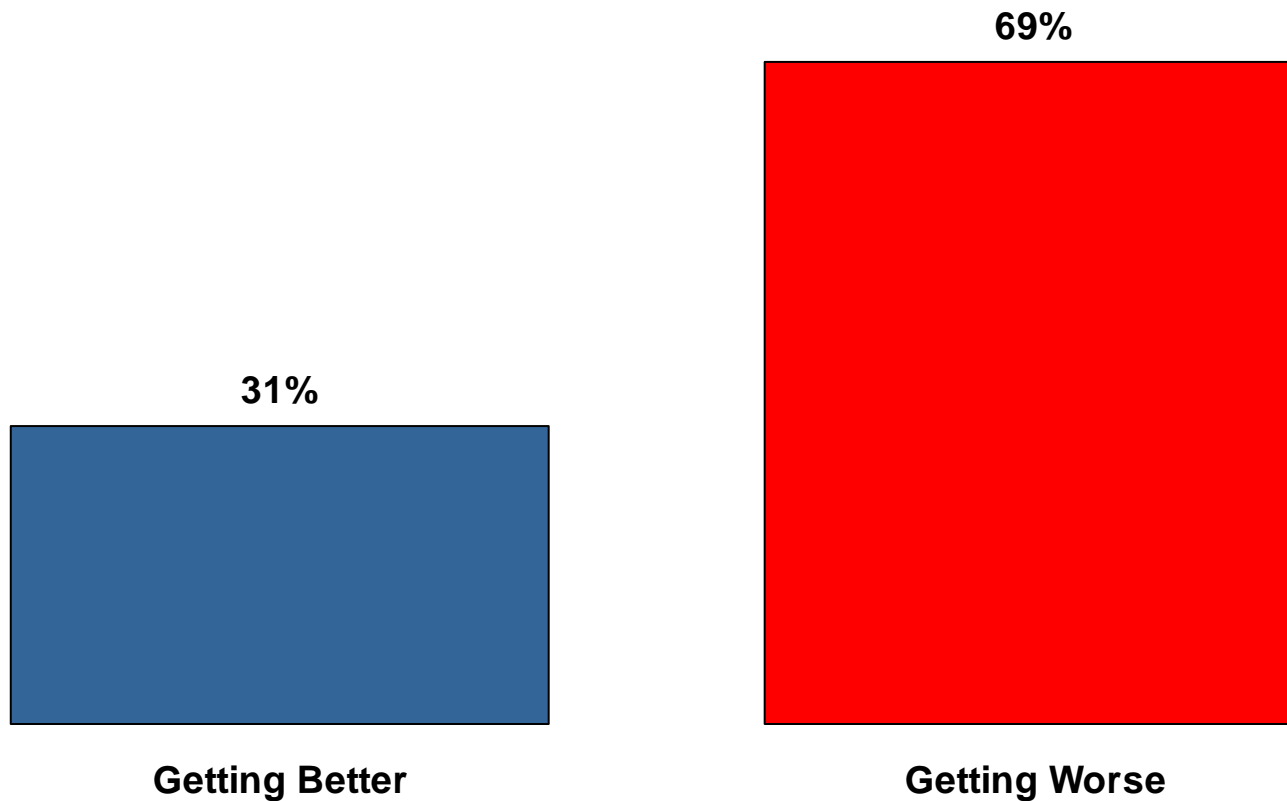


How would you rate the overall quality of the environment in this country today? Base: All respondents N=1060



And 69% Say It's Getting Worse, Not Better...

Canada: 2007



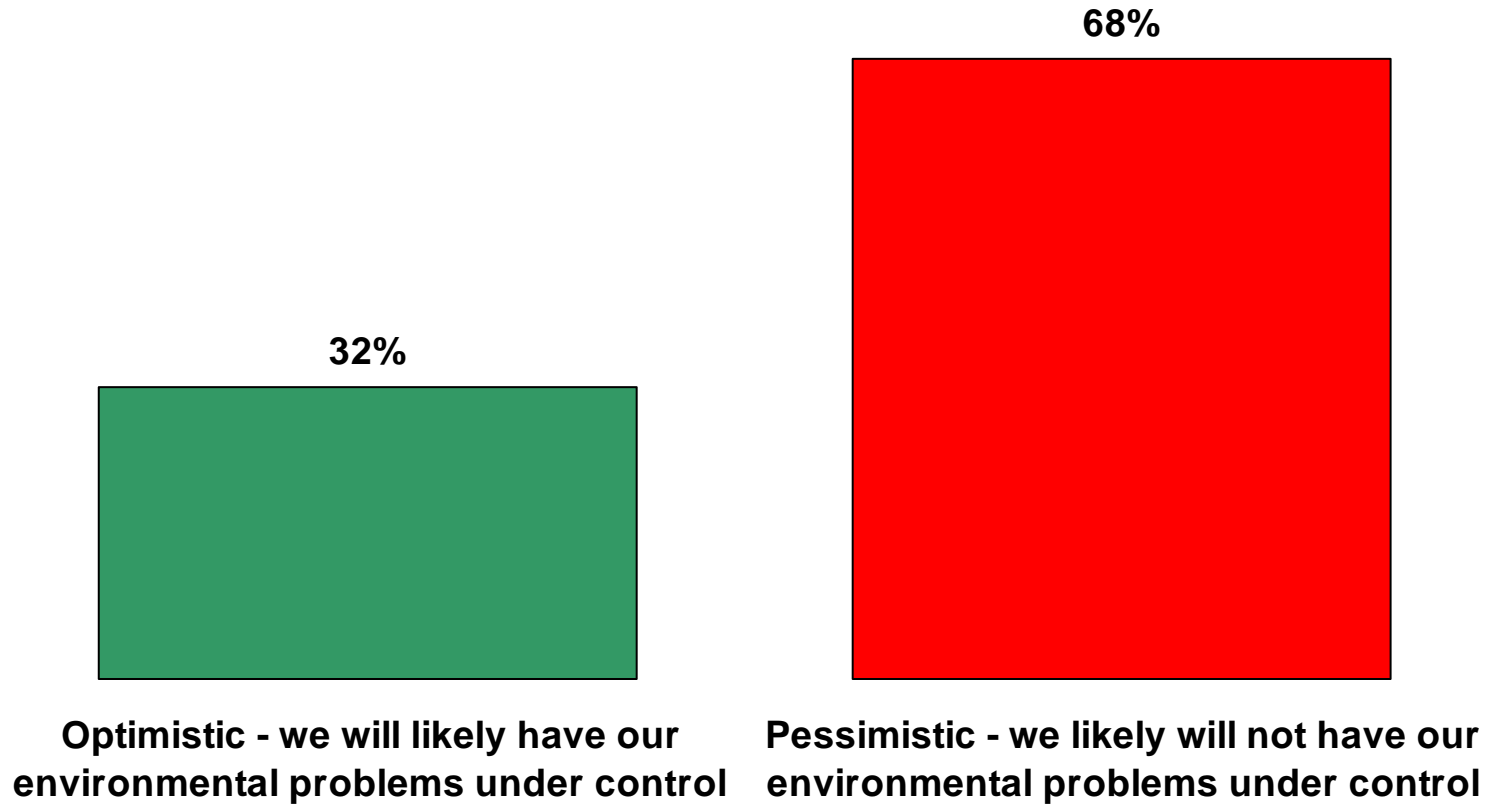
Right now, do you think the quality of the environment in the country as a whole is getting better or getting worse?

Base: All respondents N=1060



Only 32% Are Optimistic Environmental Issues Will Get Under Control In The Next 20 Years

Canada: 2007

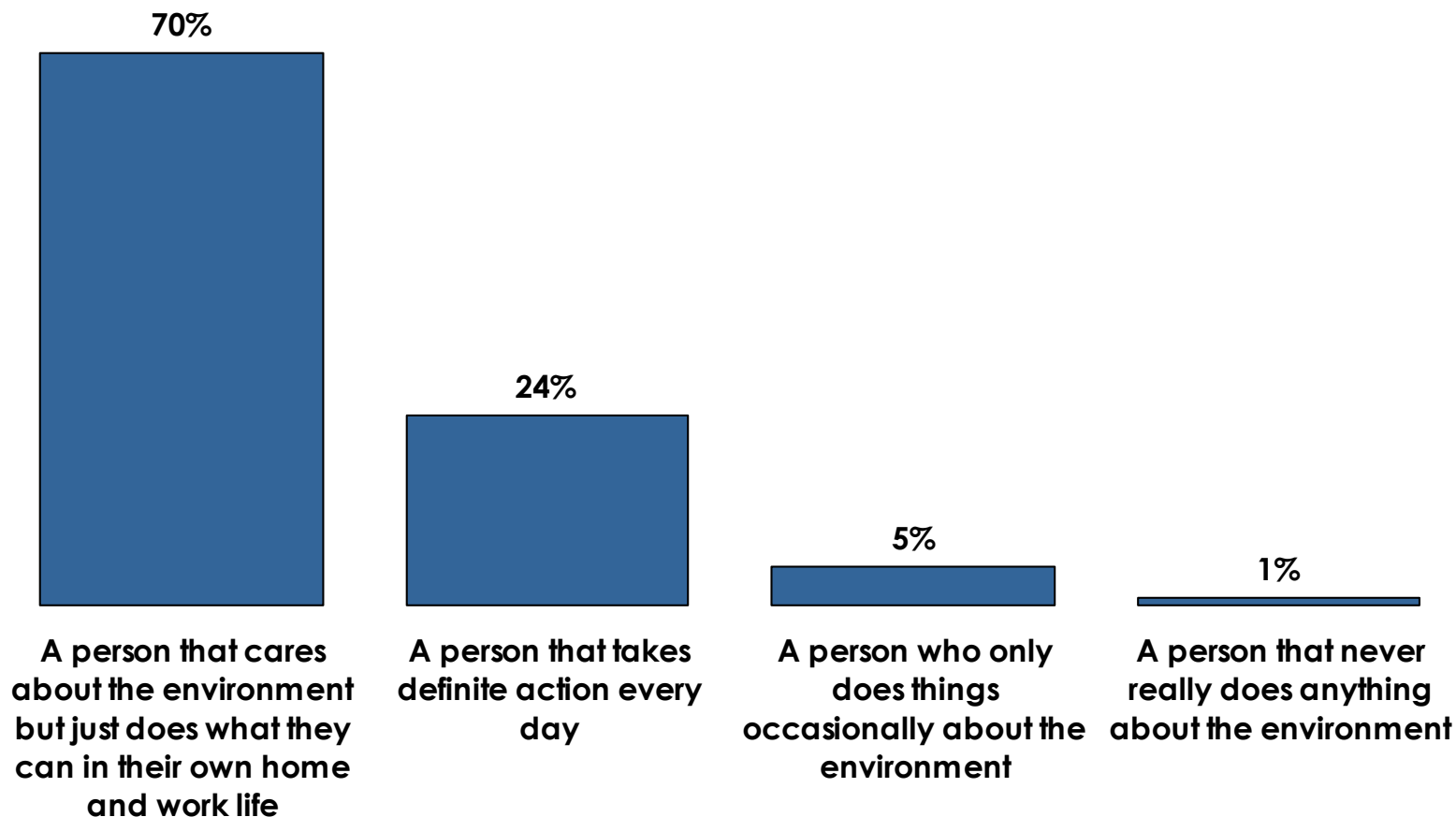


Would you say you are optimistic or pessimistic that we will have our environmental problems well under control in 20 years?
Base: All respondents N=1060



Most (70%) Say They “Care About The Environment, But Just Do What They Can”... 24% Say They “Take Definite Action Every Day” (up from 18% in 1990)

Canada: 2007

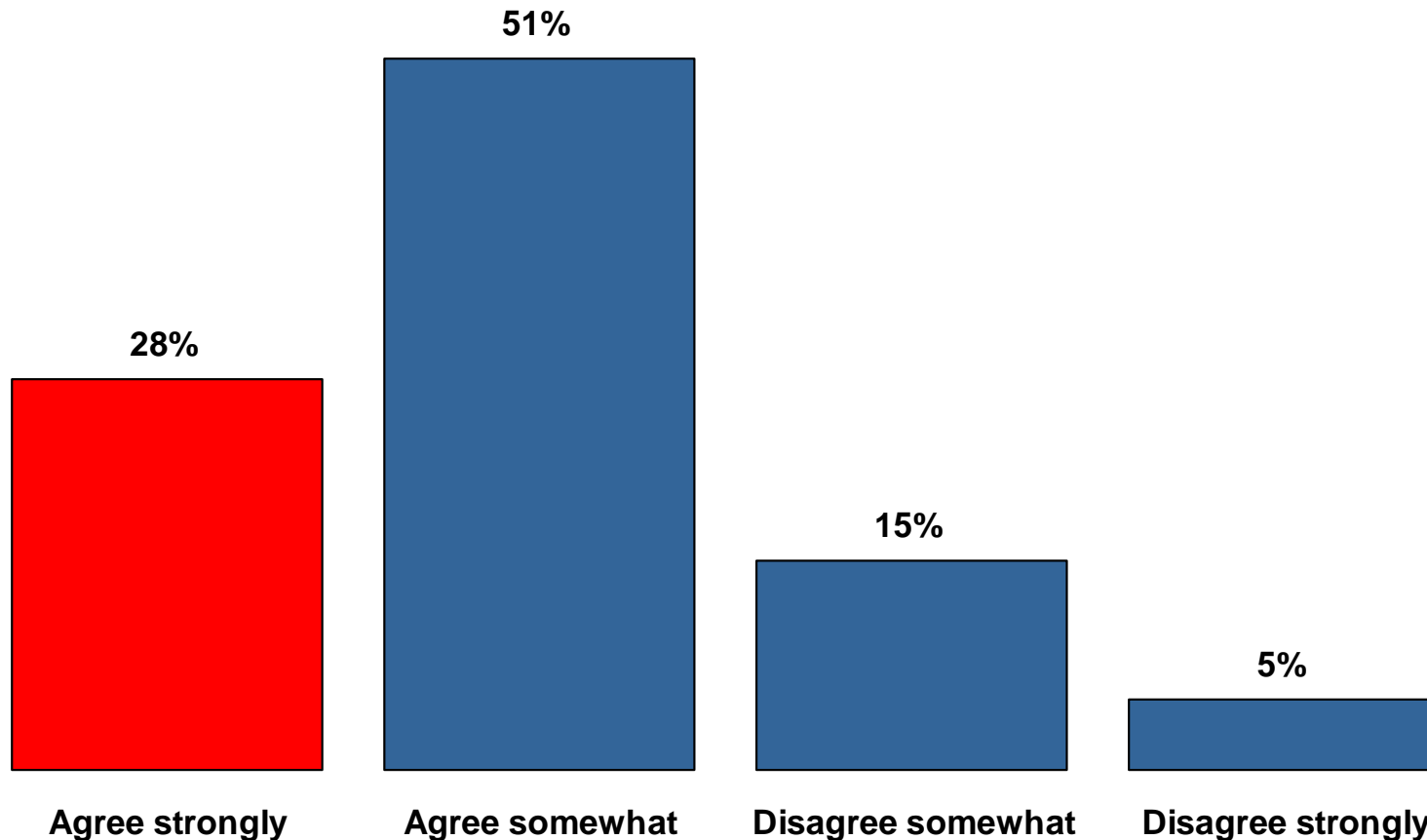


Which one of the following descriptions best describes how you personally deal with environmental issues in your community on a day-to-day basis. Would you describe yourself as . . . ? Base: All respondents N=1060



28% of Canadians Strongly Agree They Would Make Significant Lifestyle Changes To Stop Climate Change... The Rest (71%)... Not As Much

Canada: 2007



Now, thinking about the issue of climate change, please indicate whether you agree or disagree with each of the following statements. "I am personally prepared to make significant changes to my lifestyle in order to stop climate change." Base: All respondents N=1621



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