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%.
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

- Global warming is a proven fact: 78%
- Global warming is a theory that has not yet been proven: 22%
85% Say They Are Concerned About Climate Change — Half (48%) Very Much So…

Canada: 2007

- 48% Very concerned
- 37% Somewhat concerned
- 15% 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)

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

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