



Ipsos Reid Public Affairs



Provincial Polling on Environmental Education and Market-Based Instruments

**Workshop Presentation
July 14, 2008**



Agenda

- ❖ Attitudes About the Environment and Stewardship
- ❖ Climate Change
- ❖ Environmental Behaviours
- ❖ Market Based Instruments
- ❖ Canadian Youth: A Quick Look
- ❖ Public Support for Environmental Education
- ❖ Alberta Environment: 2008 Awareness, Understanding and Engagement Survey
- ❖ What Have We Learned?
- ❖ Next Steps



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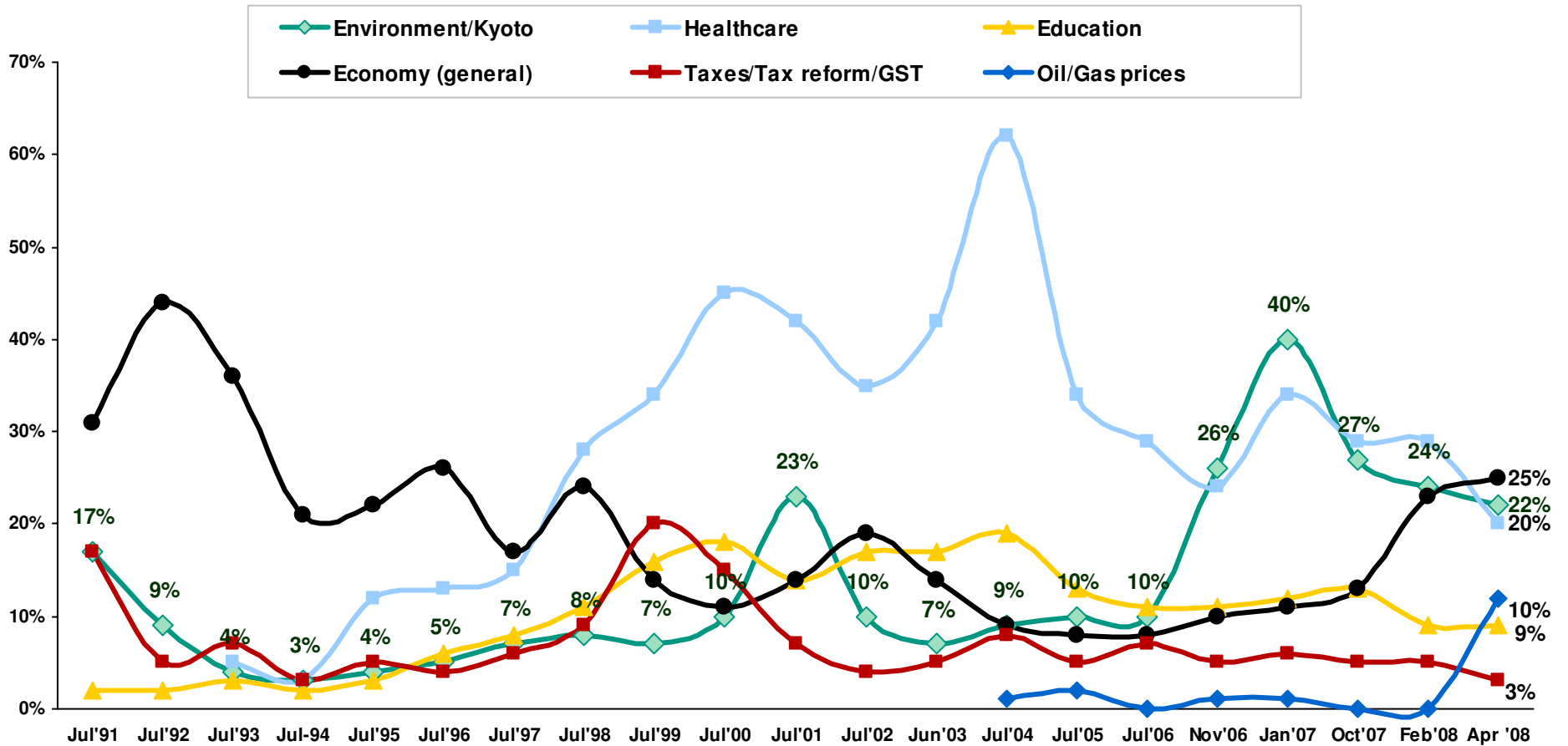


Attitudes About the Environment and Stewardship



Top Public Issues

Thinking of the issues presently confronting Canada, which one do you feel should receive the greatest attention from Canada's leaders? (Open-Ended; record up to three mentions)

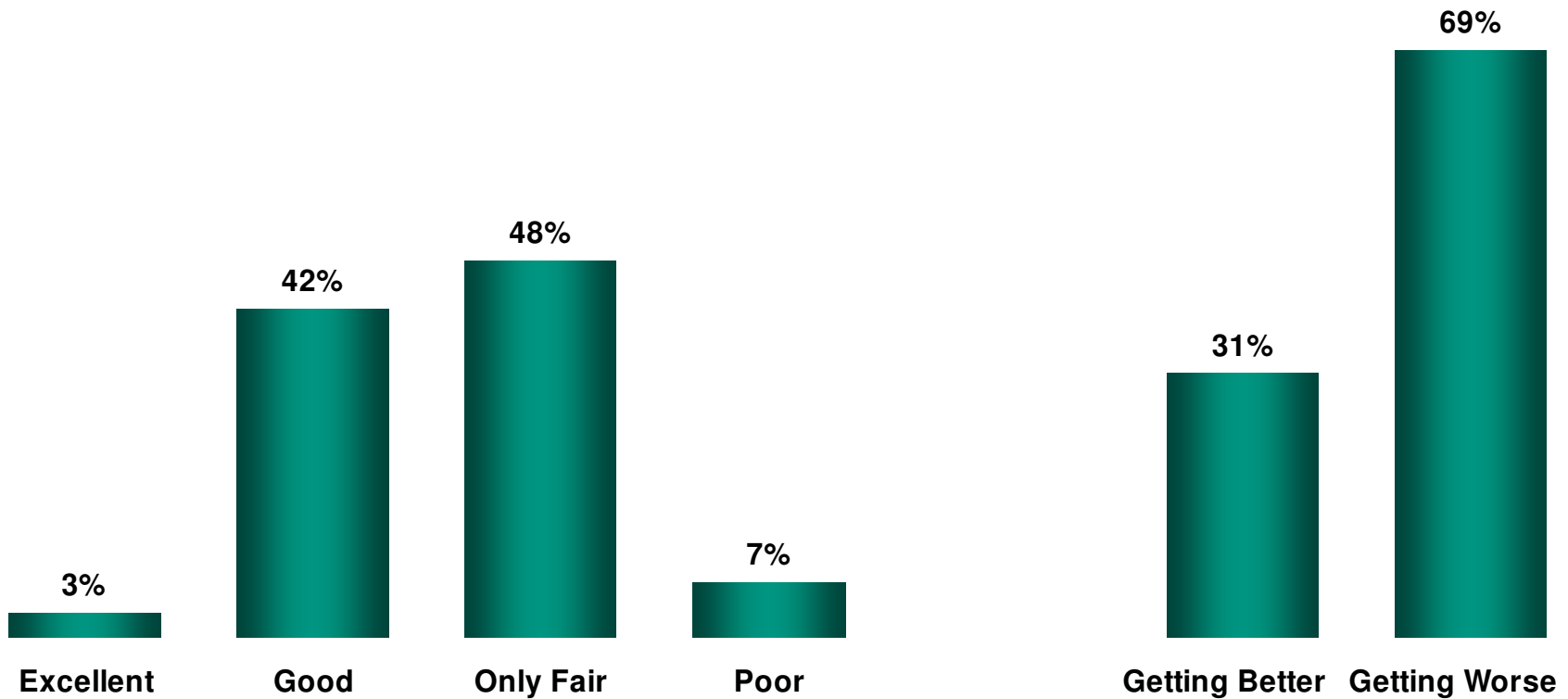




Quality of the Environment

In 1991... 45% said the environment would be better by now... Only 36% said it would be worse

In 2005...

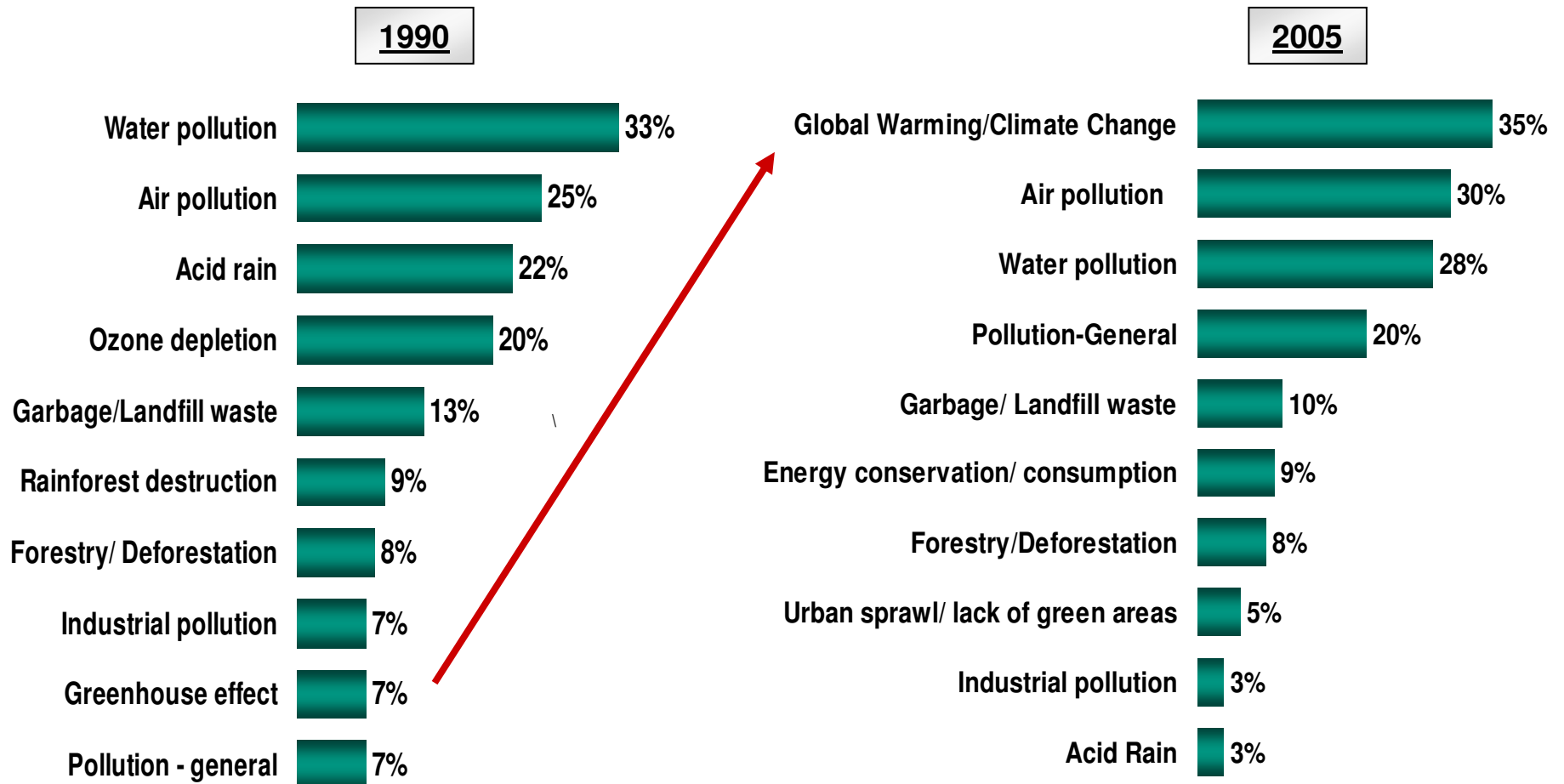




Top Issues Facing Canadians

1990: What are the two most serious environmental problems facing the world, but not necessarily your community, today?

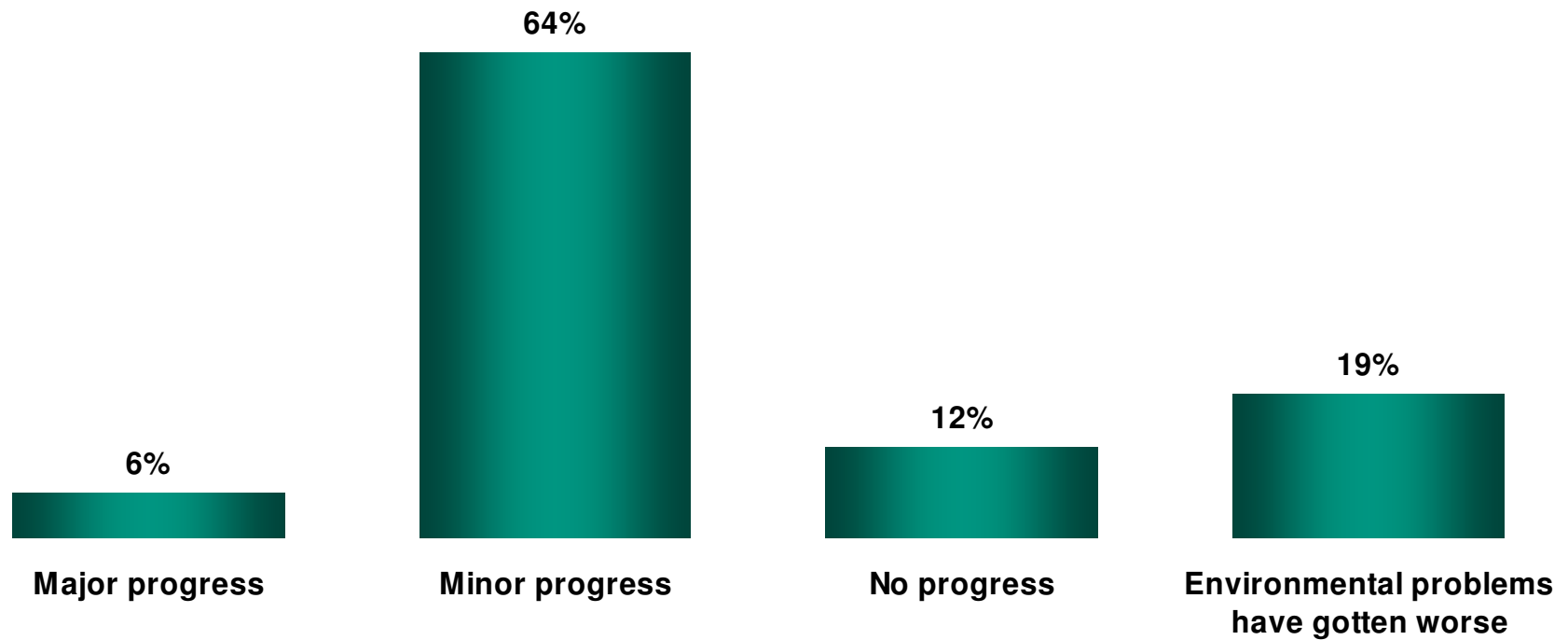
2005: What are the two most serious environmental problems or threats facing Canadians today that should be urgently addressed by governments or business leaders?





Progress on Environmental Problems

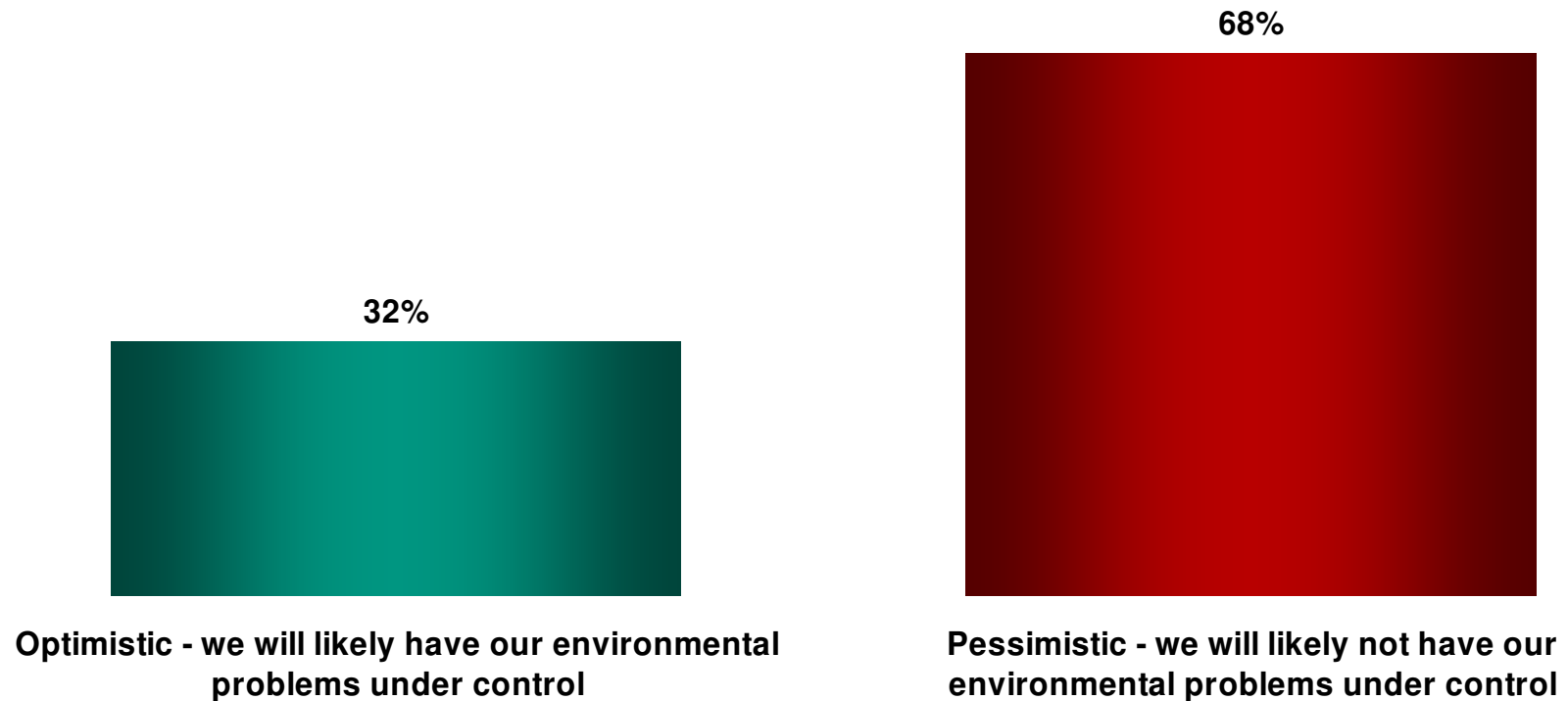
Since the first Earth Day was held 30 years ago, how much progress – if any – do you think has been made toward solving environmental problems?





Outlook for the Next Twenty Years

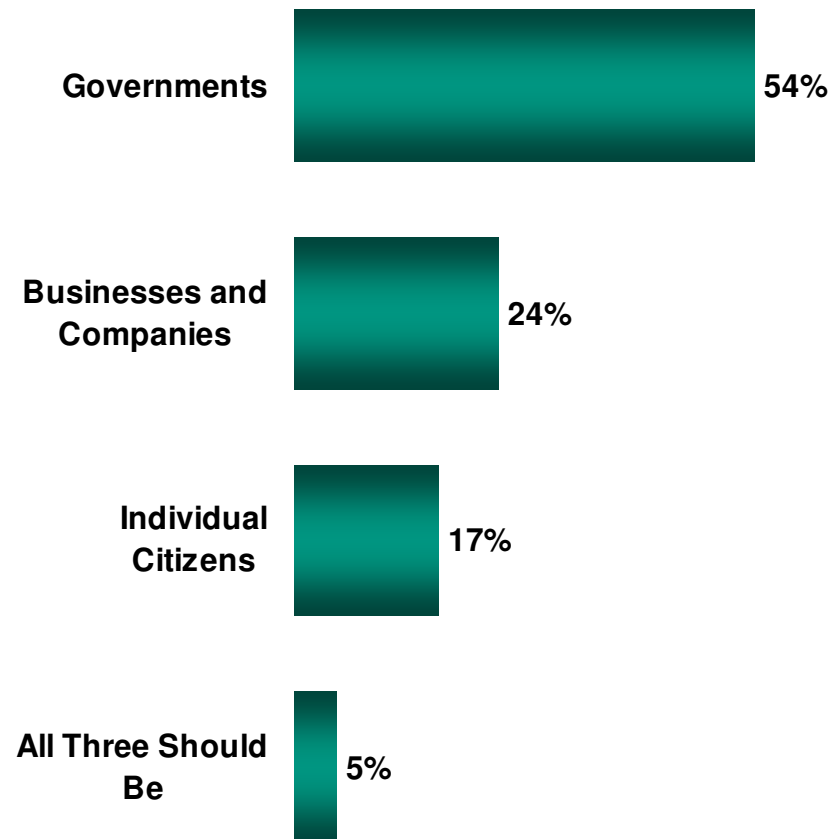
Would you say you are optimistic or pessimistic that we will have our environmental problems well under control in 20 years?





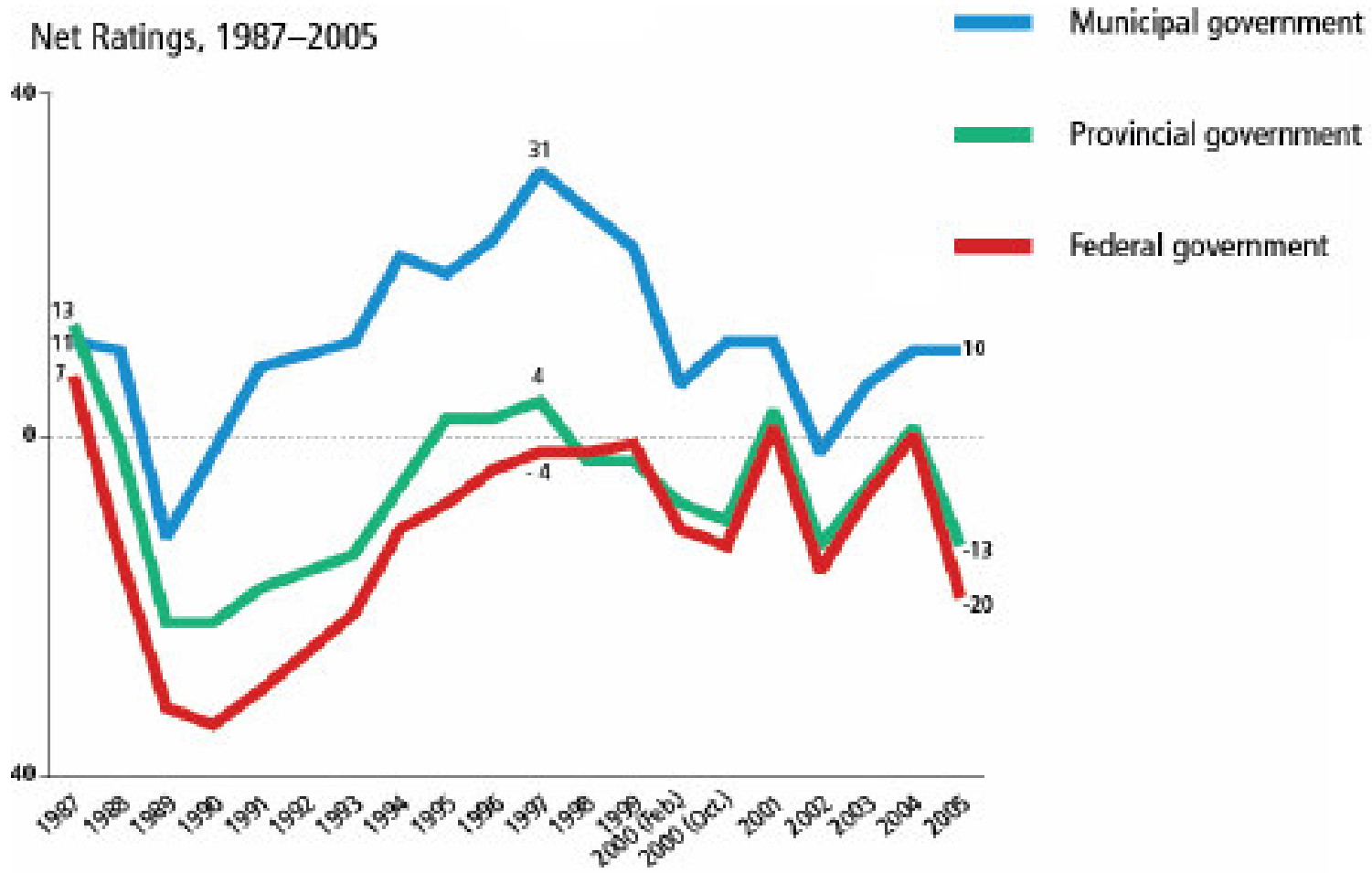
Who Should Take the Most Action?

You said...was the most urgent environmental issue on your community that needs addressing. Who of the following groups do you think should take action to deal with it?





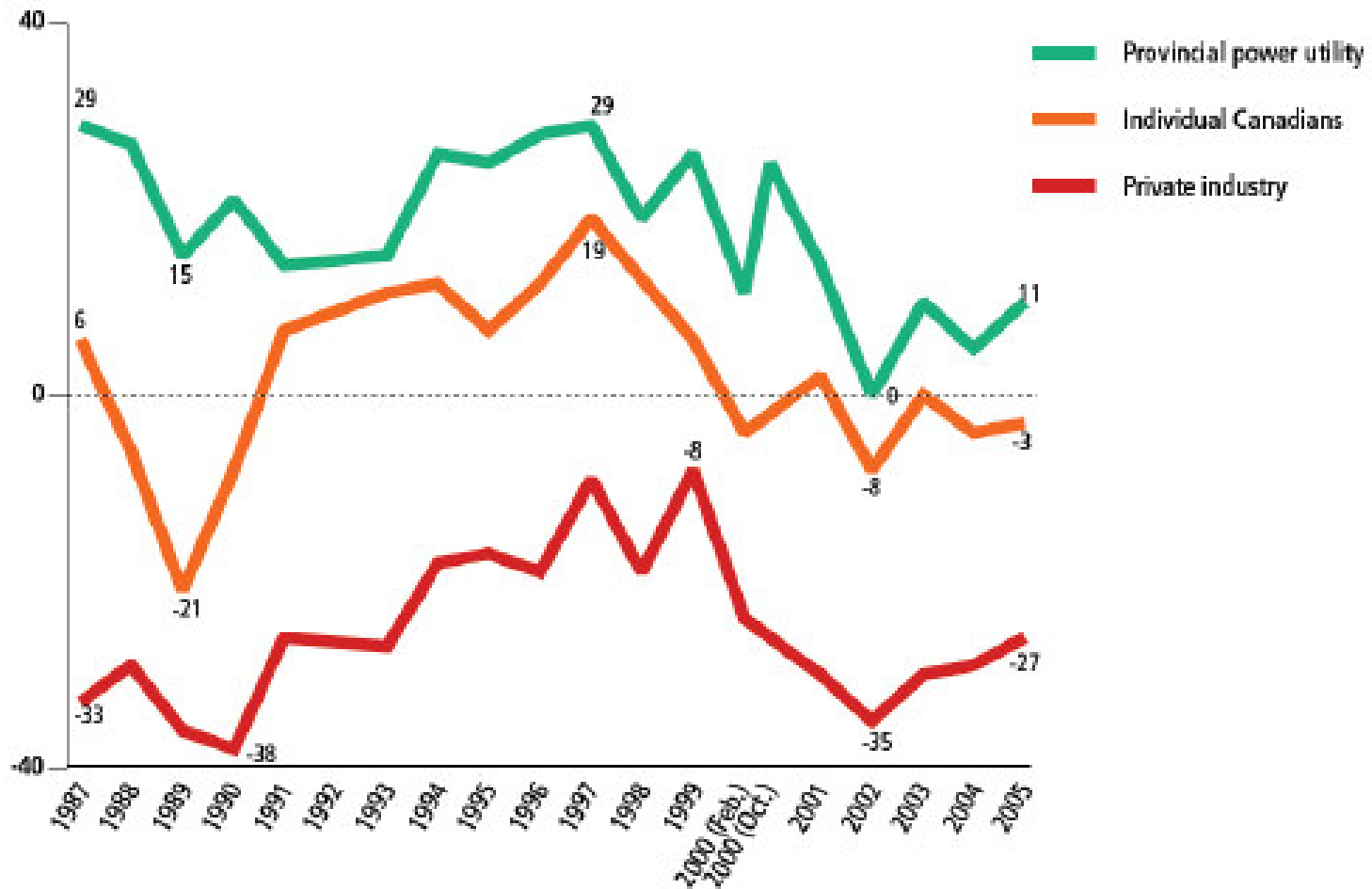
Environmental Performance: Part I





Environmental Performance: Part II

Net Ratings, 1987–2005

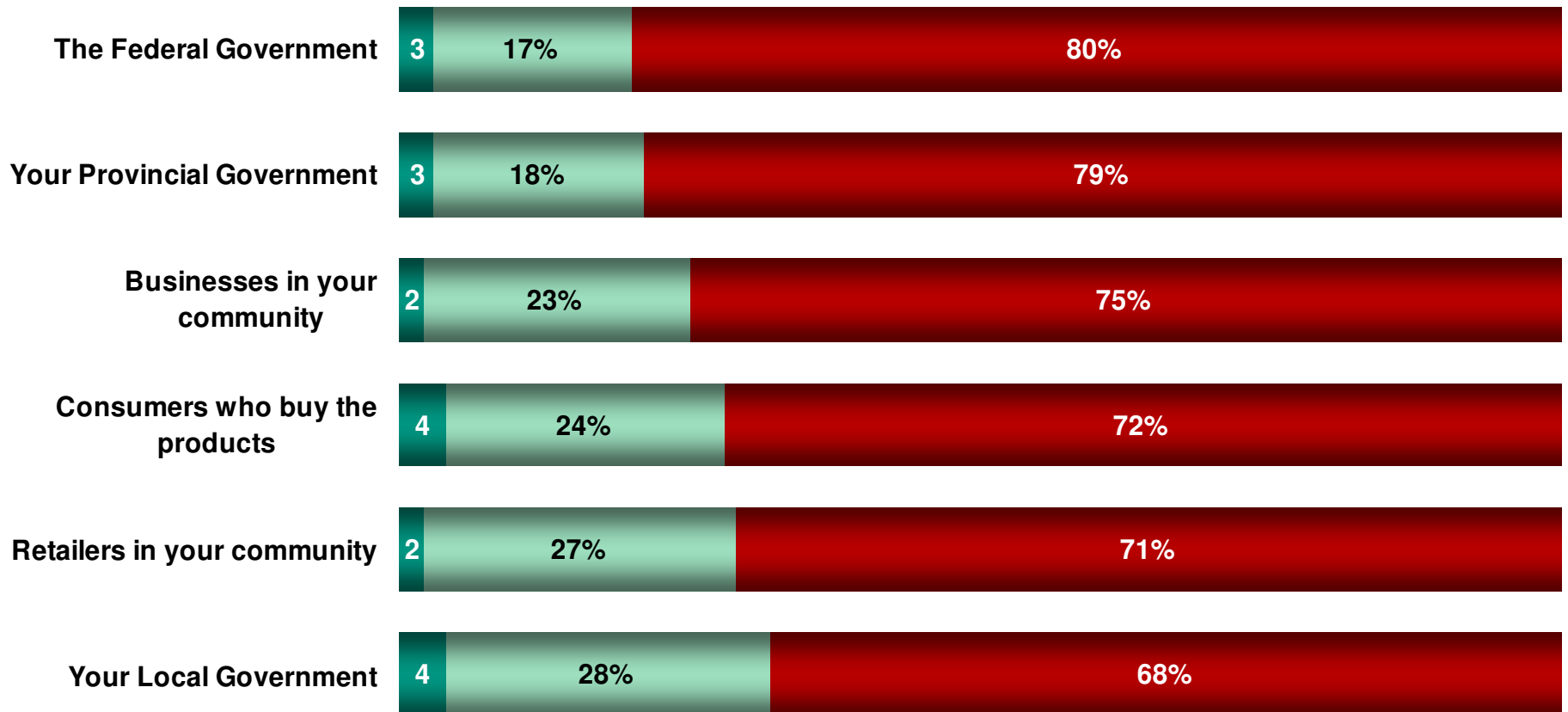




Environmental Performance: Another Look

Thinking about environmental product stewardship, tell me whether you think each of the following is doing more than enough, enough or not enough when it comes to their roles in reducing the impact of products on the environment.

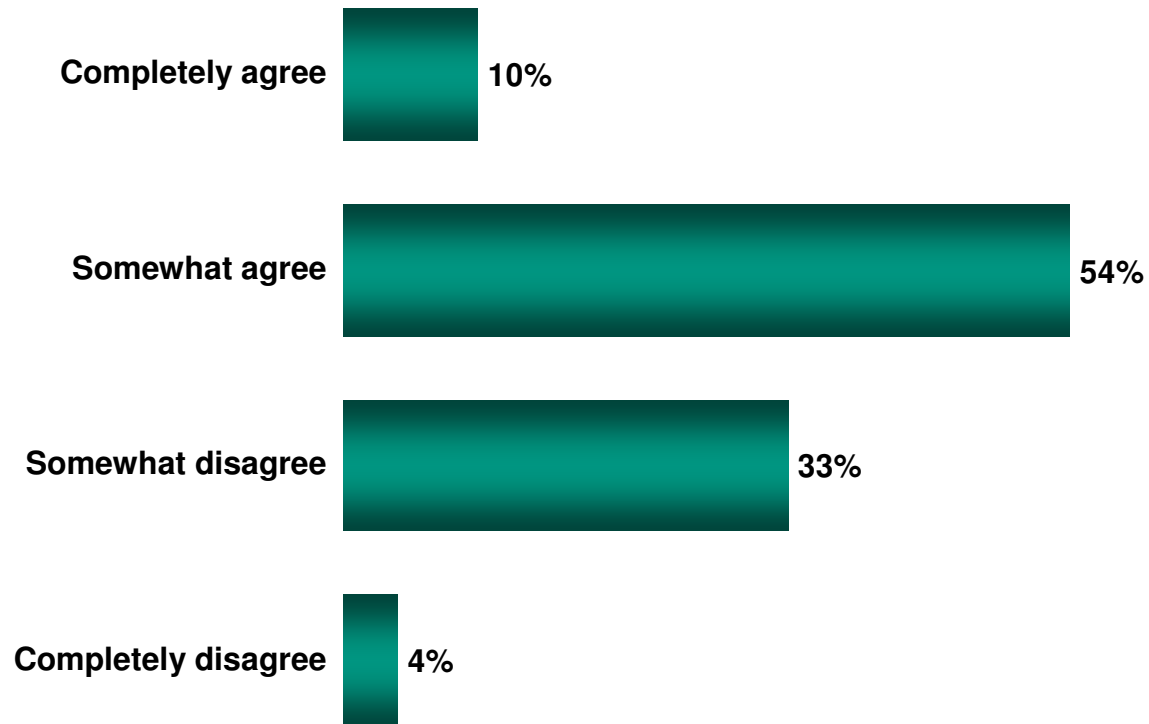
■ More than enough ■ Enough ■ Not enough





Cynicism About Green Labeling

How much do you agree or disagree with the following statement? "I think that when companies call a product green – meaning better for the environment – it is usually just a marketing tactic"





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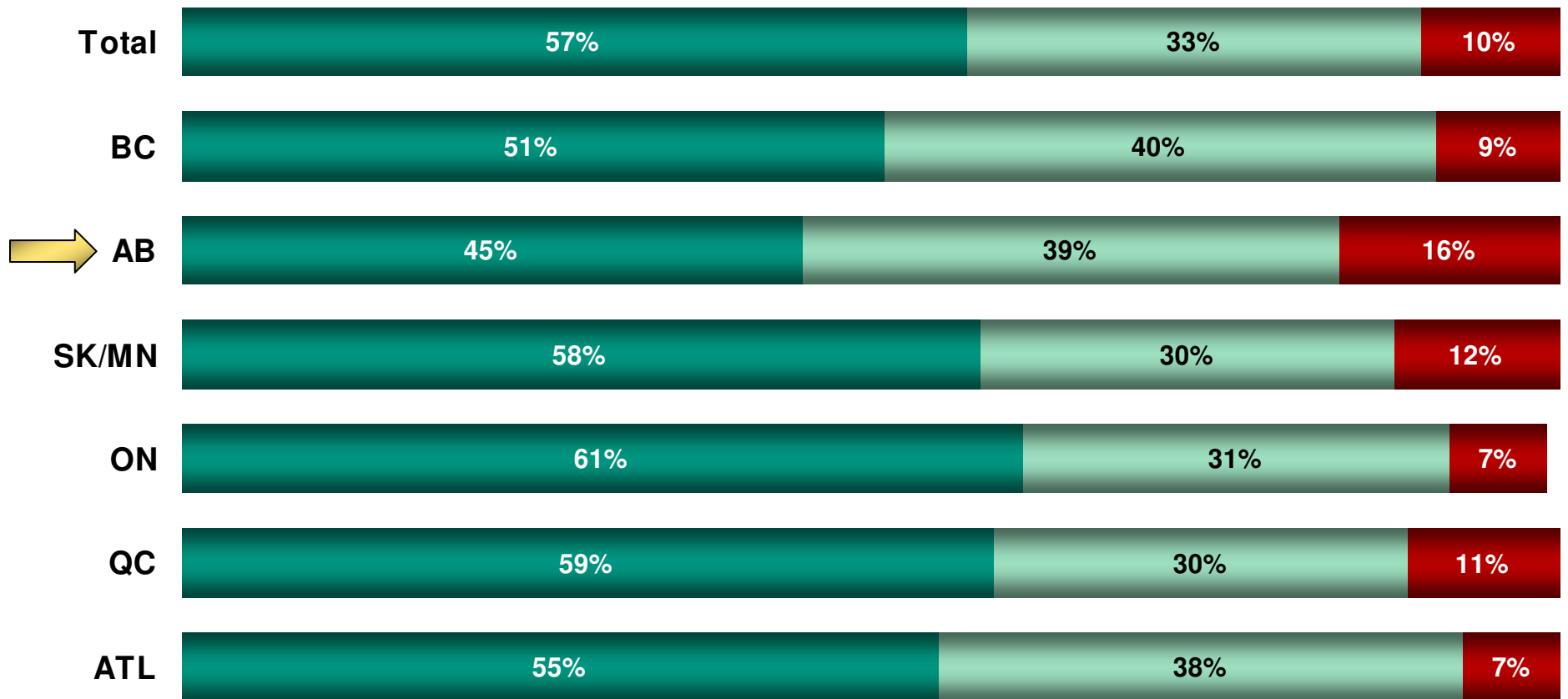
Climate Change



Concern Over Climate Change

How concerned are you personally about the issue of climate change?

■ Extremely/ Definitely concerned ■ Somewhat concerned ■ Not very/ Not at all concerned

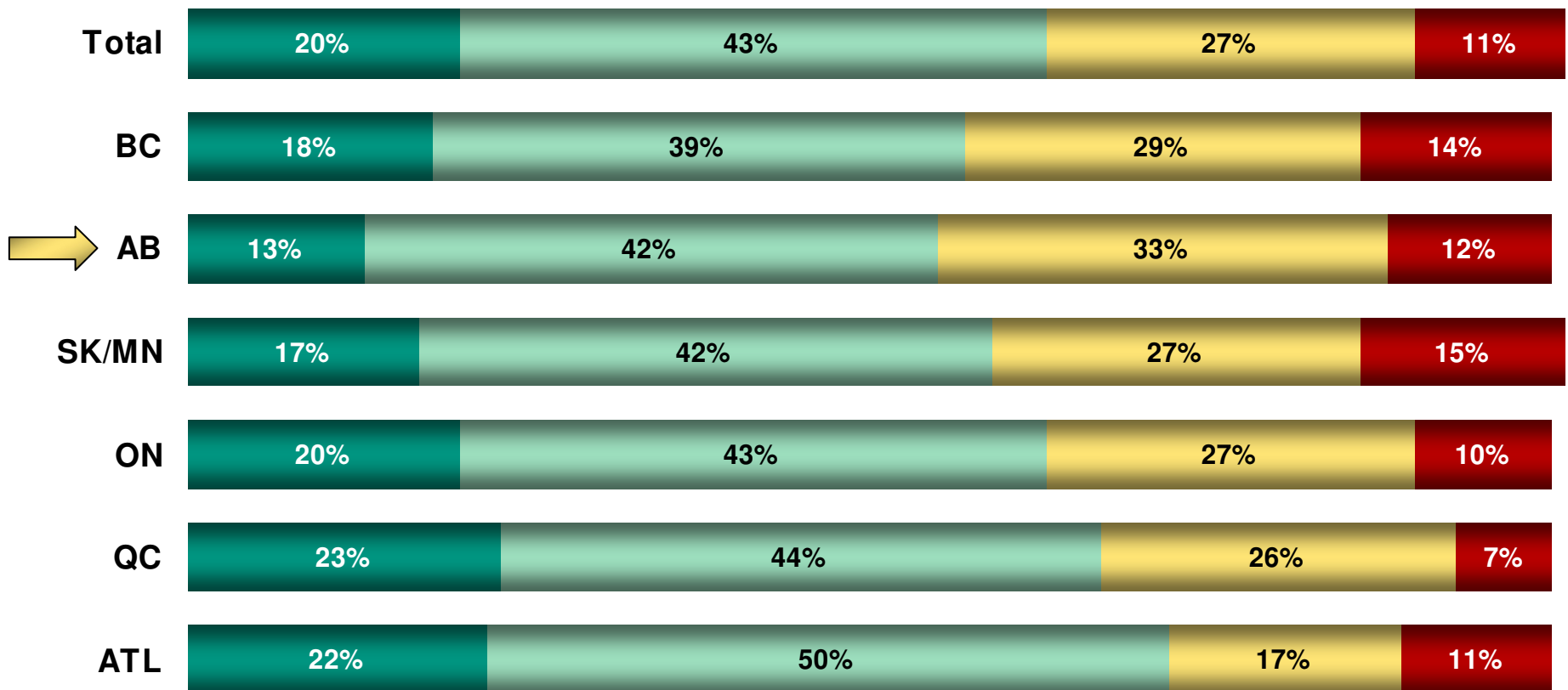




Concern Over Climate Change: Is the Apocalypse Nigh?

I am desperately concerned that if we don't take drastic action right now, the world might not last much longer than another couple of generations because of the damage that's been done.

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree

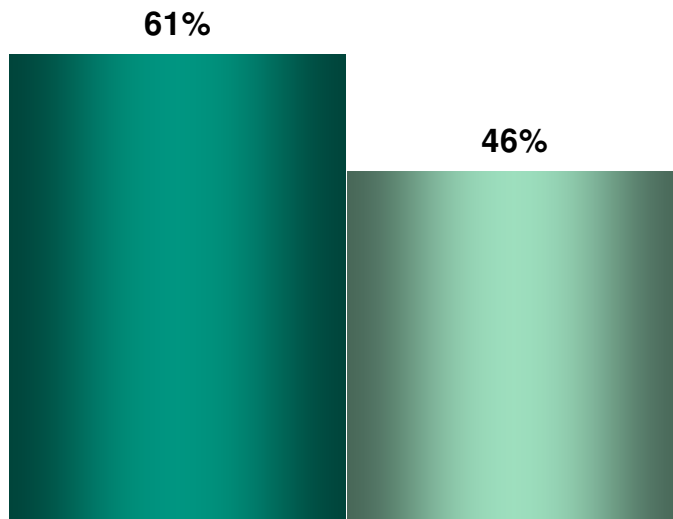




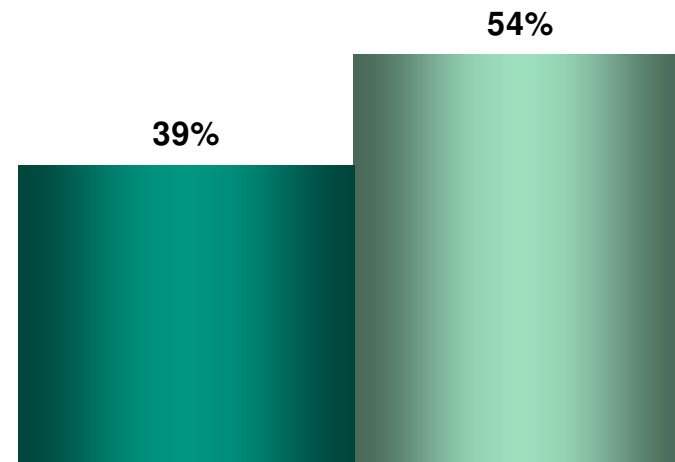
What Causes Climate Change?

Now, thinking about the weather and the climate we have experienced not only in Canada – such as melting ice flows and hot summers – but also around the world in the past five years, which do you think is the main cause?

■ Canada ■ Alberta



The effect of man-made gasses being trapped in the atmosphere that are heating up the earth

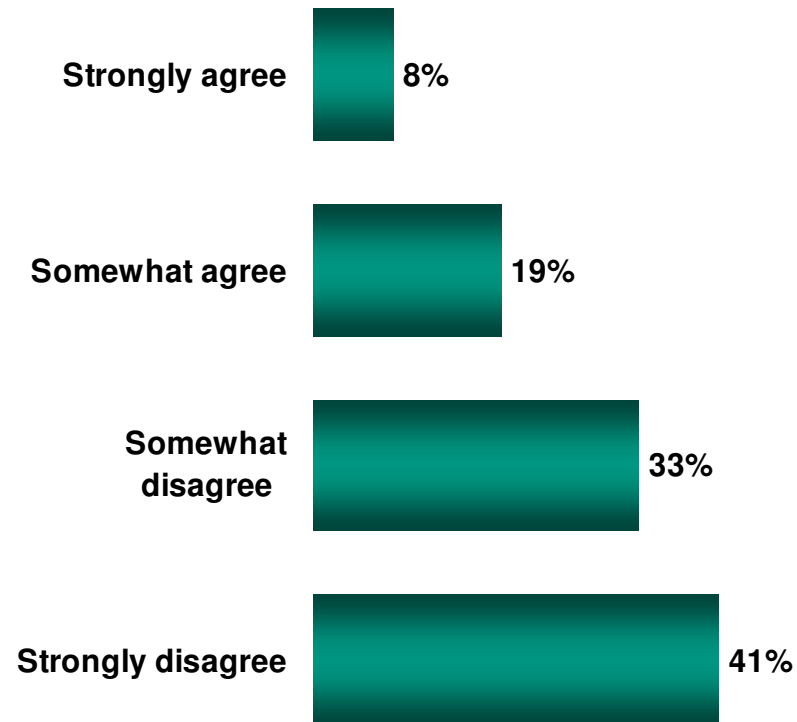


The effect of natural warming and cooling patterns that rise and fall over the course of centuries, one of which we are experiencing now



Climate Change: Can Canadians Do Anything to Stop It?

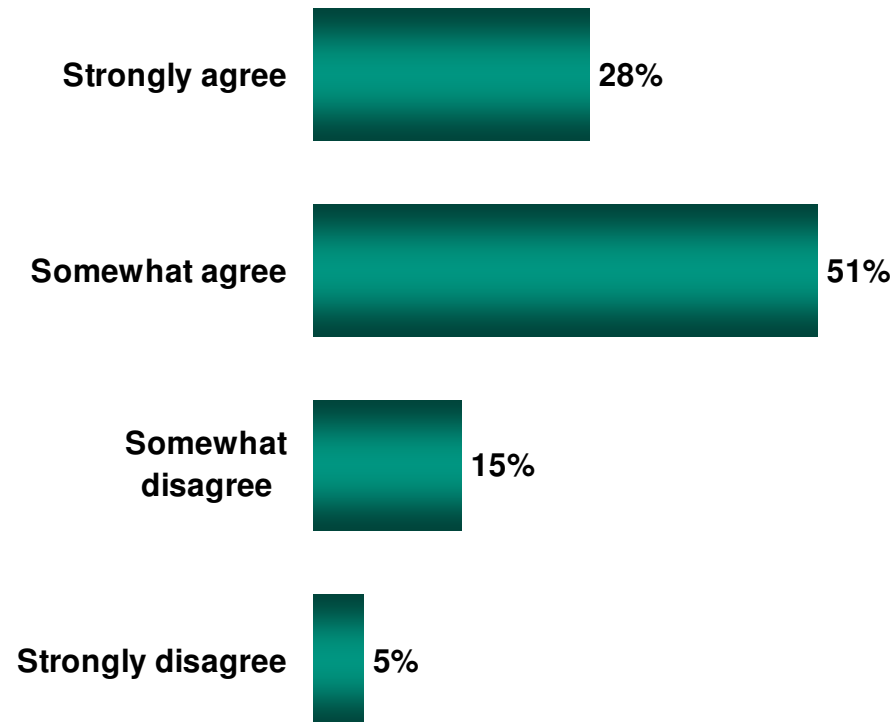
There is really not much we as a country, or me personally, can do to stop the climate change we are experiencing.





Climate Change: Are Canadians Willing to Make Significant Lifestyle Changes to Stop It?

I am personally prepared to make significant changes to my lifestyle in order to stop climate change.

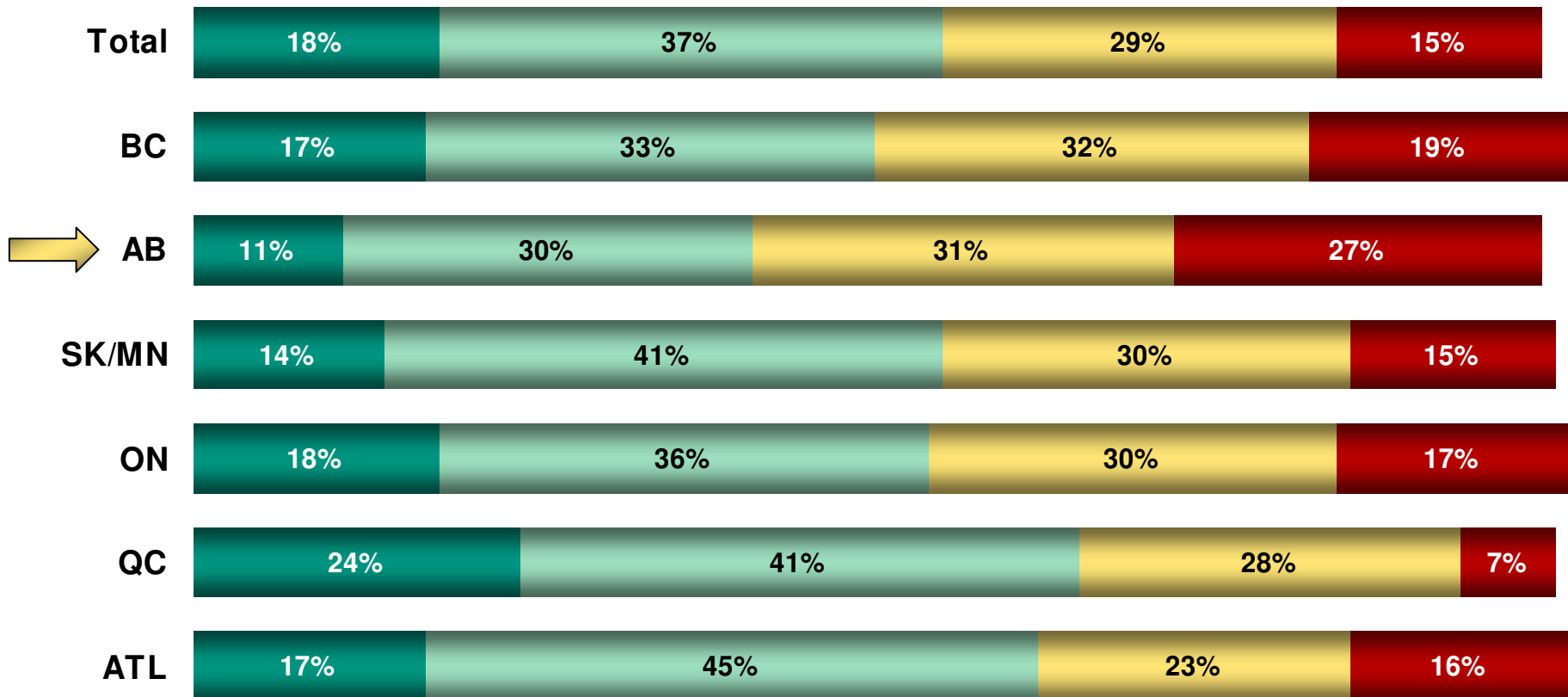




Climate Change: Will Canadians Sacrifice the Economy to Stop It?

We must do everything we can to reduce global warming even if it may cost Canadian 200,000 jobs and \$16 billion to our economy over the next decade.

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree

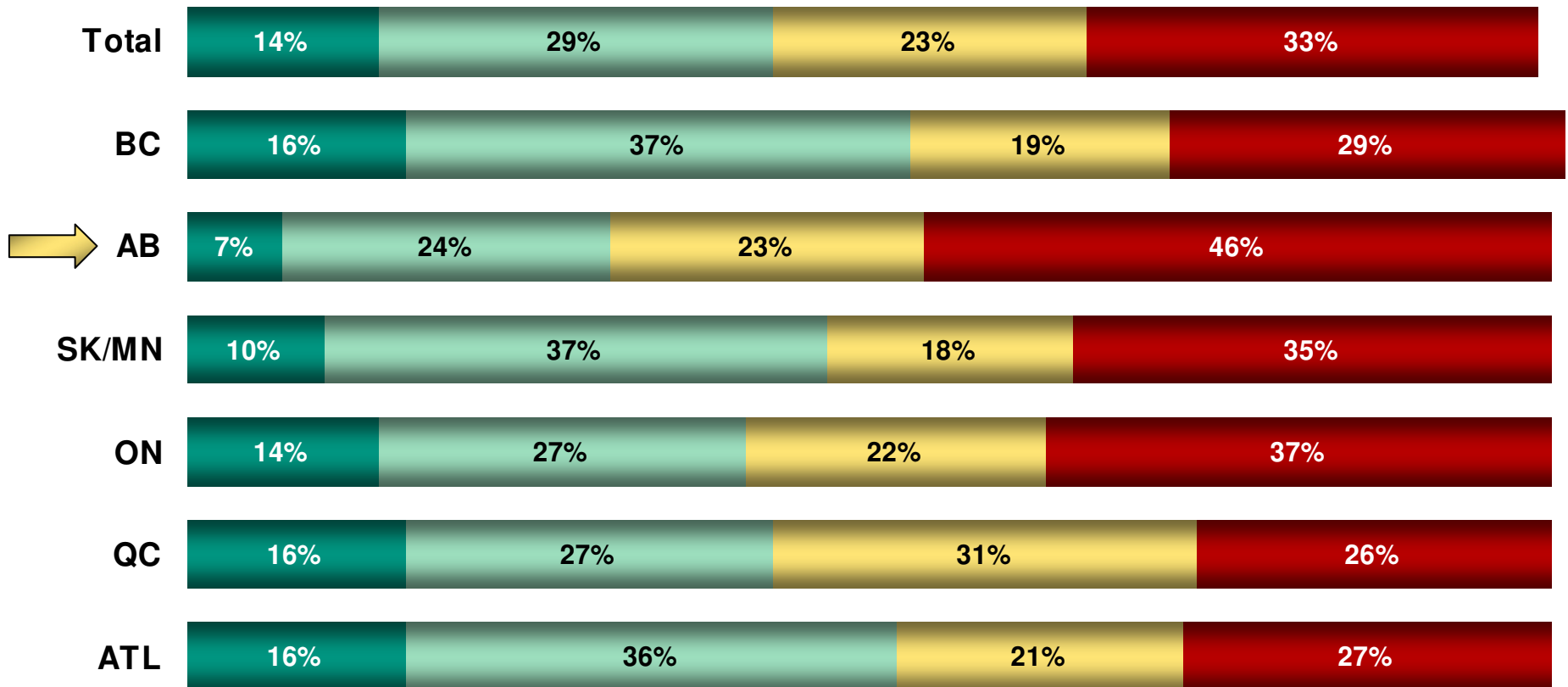




Climate Change: Will Canadians Pay Higher Taxes to Stop It?

I am personally prepared to pay an extra \$100 per year in a special income tax that would specifically go toward efforts to reduce greenhouse emissions.

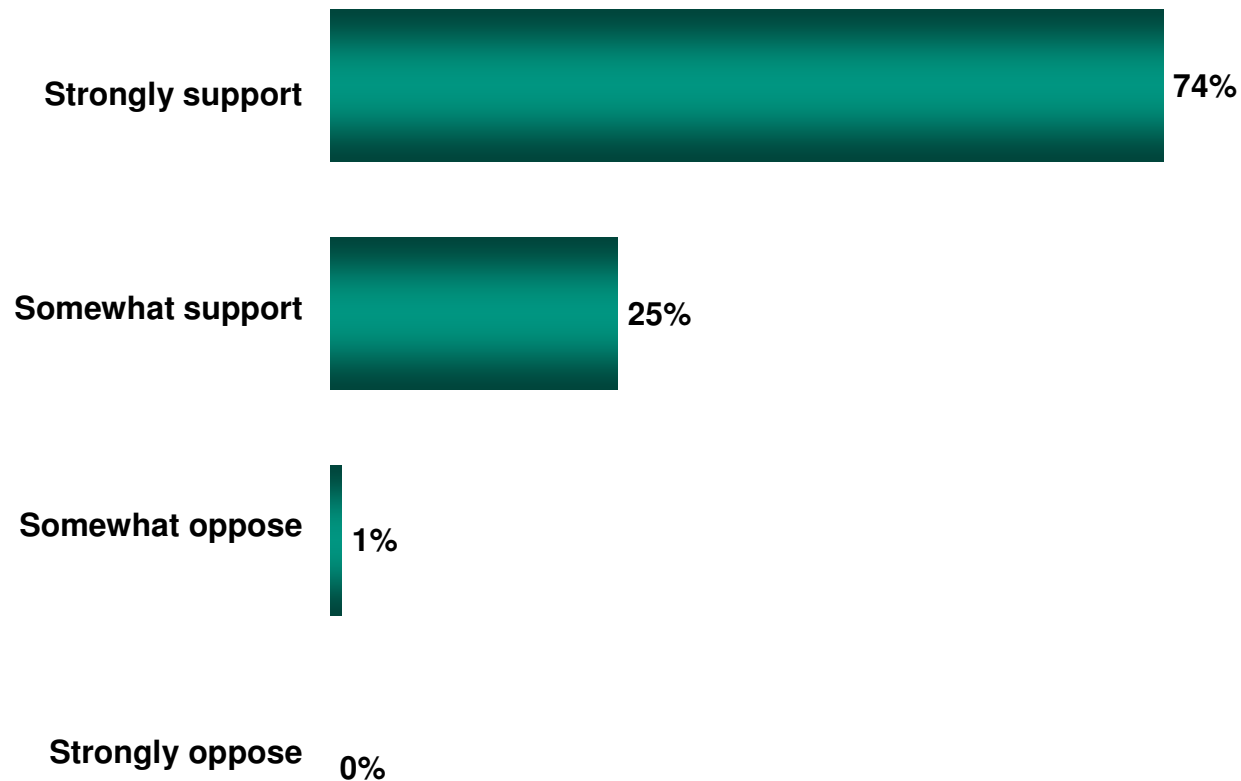
■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree





Very Strong Support for “Green Electricity”

*How strongly do you support the development of environmentally friendly or 'green' sources of electricity?
This is electricity that is produced using things like wind, ocean tides and solar power.*





But Will Canadians Pay?

*People have different opinions about the costs of “green” electricity.
Which of the following statements best represents your own point of view?*

41%



It is worth paying something more for “green” electricity because this will reduce pollution and climate change

59%



Although it is good to reduce pollution and climate change, we should not have to pay more for “green” electricity



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Environmental Behaviours

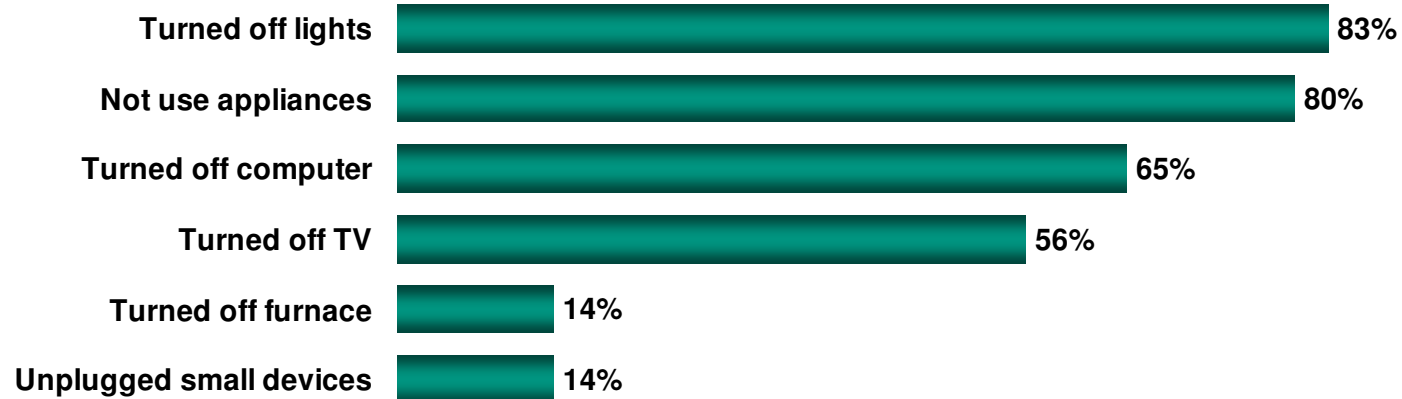


Earth Hour – Did Canadians Take Note?

As you may know, this past Saturday people around the world were asked to participate in “Earth Hour,” where individuals and businesses were encouraged to turn off their lights for an hour starting at 8 pm local time. Did you participate in this event?



Among those who participated, what did they do?

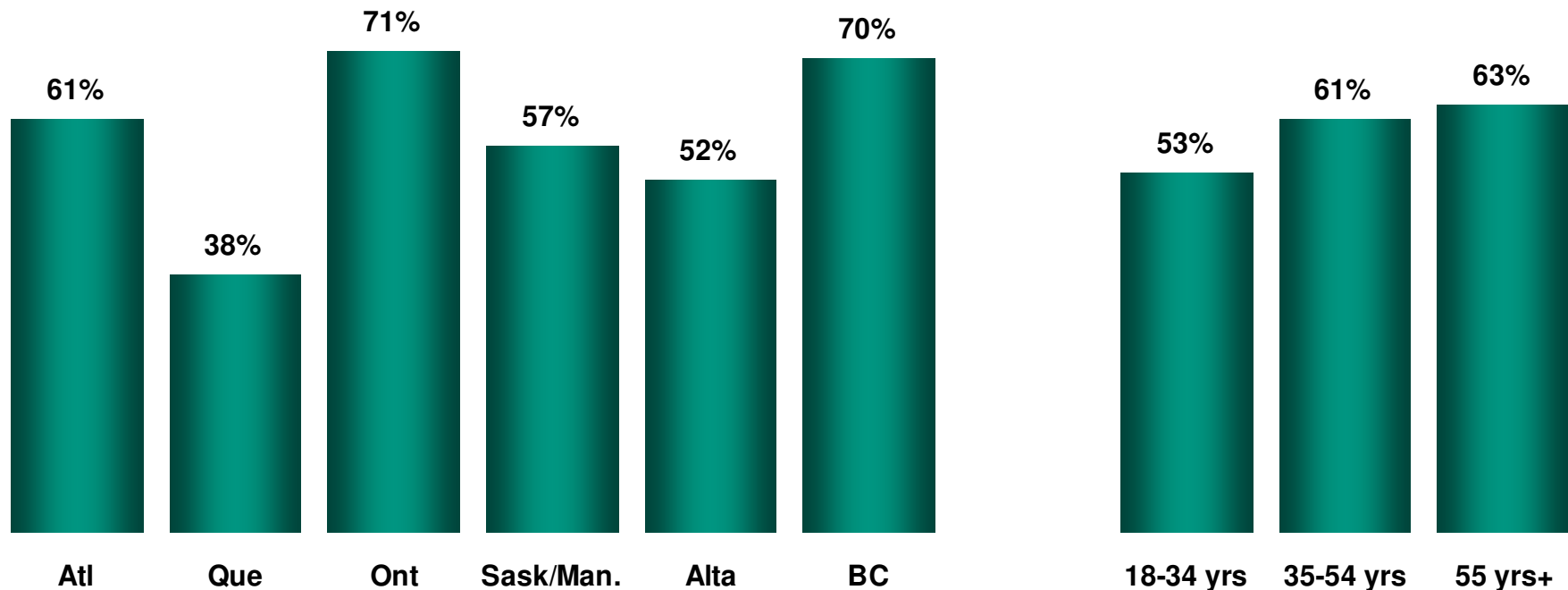




Earth Hour – Did Albertans Take Note?

As you may know, this past Saturday people around the world were asked to participate in “Earth Hour,” where individuals and businesses were encouraged to turn off their lights for an hour starting at 8 pm local time. Did you participate in this event?

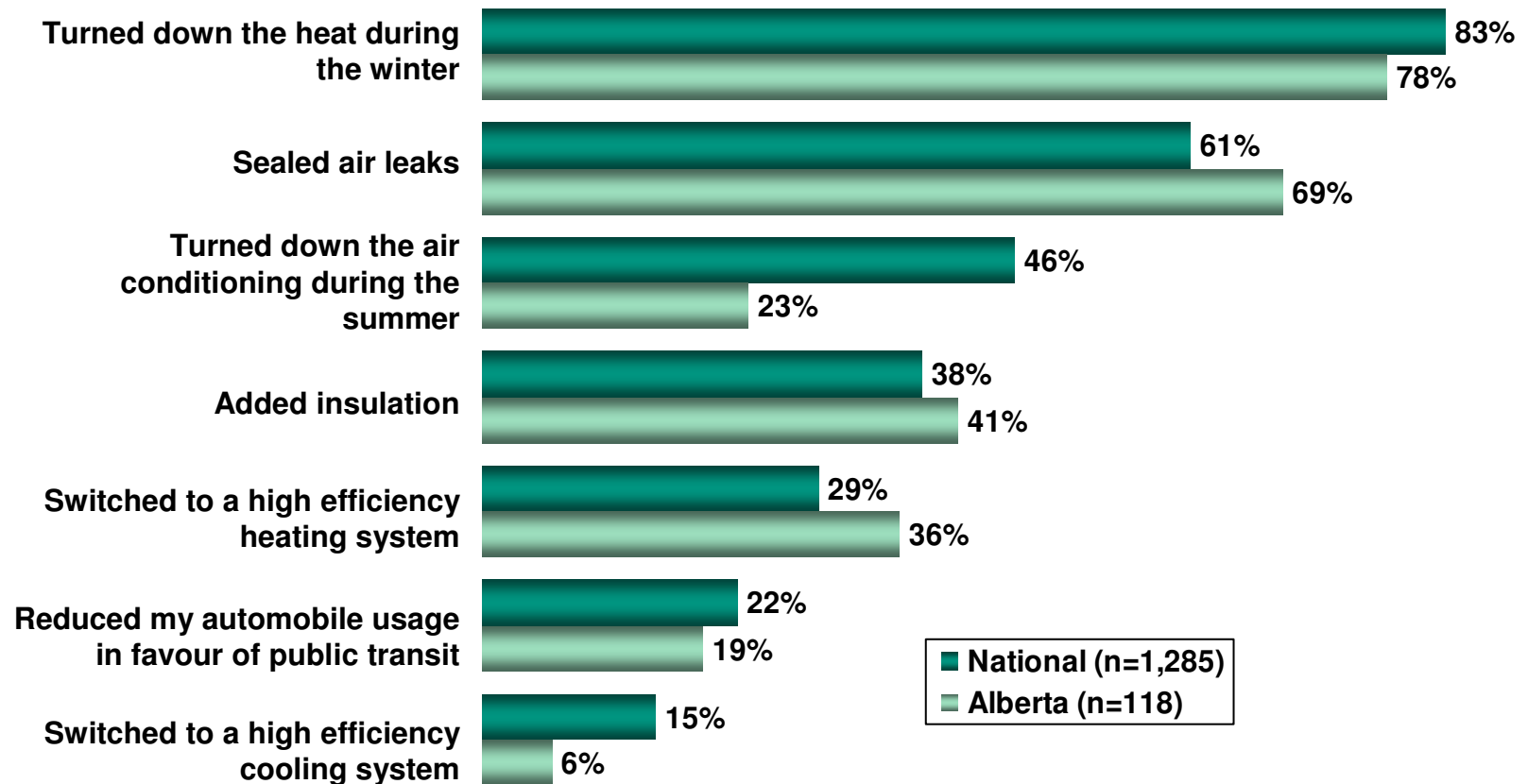
Who was most/least active? (% did something)





Energy Conservation

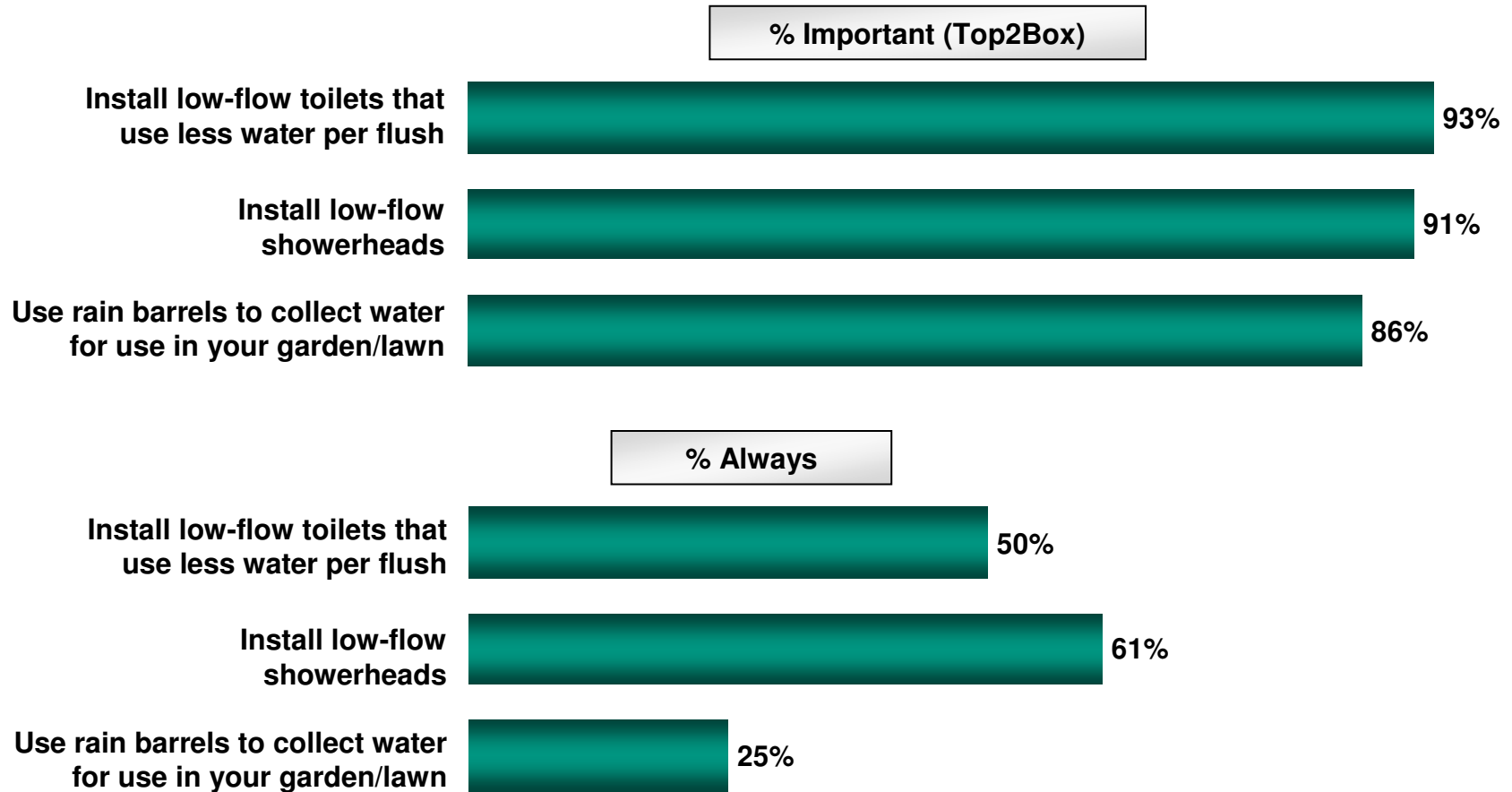
Which of the following steps have you taken in your own home and life to help reduce greenhouse gases by increasing energy efficiency in the last two years?





Water Conservation

How important do you think each of these items is to conserving fresh water? Now thinking about this same list, how do you personally help to conserve water?





Main Barriers to Acting Sustainably – According to the Public

“What are the MAIN reasons most Canadians do NOT behave more sustainably in their day-to-day lives? What are the MAIN reasons you do NOT behave more sustainably? Would it be...?”

“Most Canadians”	“Self”
Not really concerned (50%)	Not really concerned (5%)
Lack of government leadership (47%)	Lack of government leadership (45%)
Feel unable to solve problems alone (34%)	Feel unable to solve problems alone (31%)
Need to know more about solutions (33%)	Need to know more about solutions (43%)
Lack of incentives (32%)	Lack of incentives (22%)
Costs too much (27%)	Costs too much (26%)
Poorly designed cities & workplaces (18%)	Poorly designed cities & workplaces (32%)
Lack of time (18%)	Lack of time (13%)
Lack of business leadership (13%)	Lack of business leadership (14%)
Poorly designed products (10%)	Poorly designed products (23%)

■ Major Barrier	■ Moderate Barrier	■ Minor Barrier
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Market Based Instruments

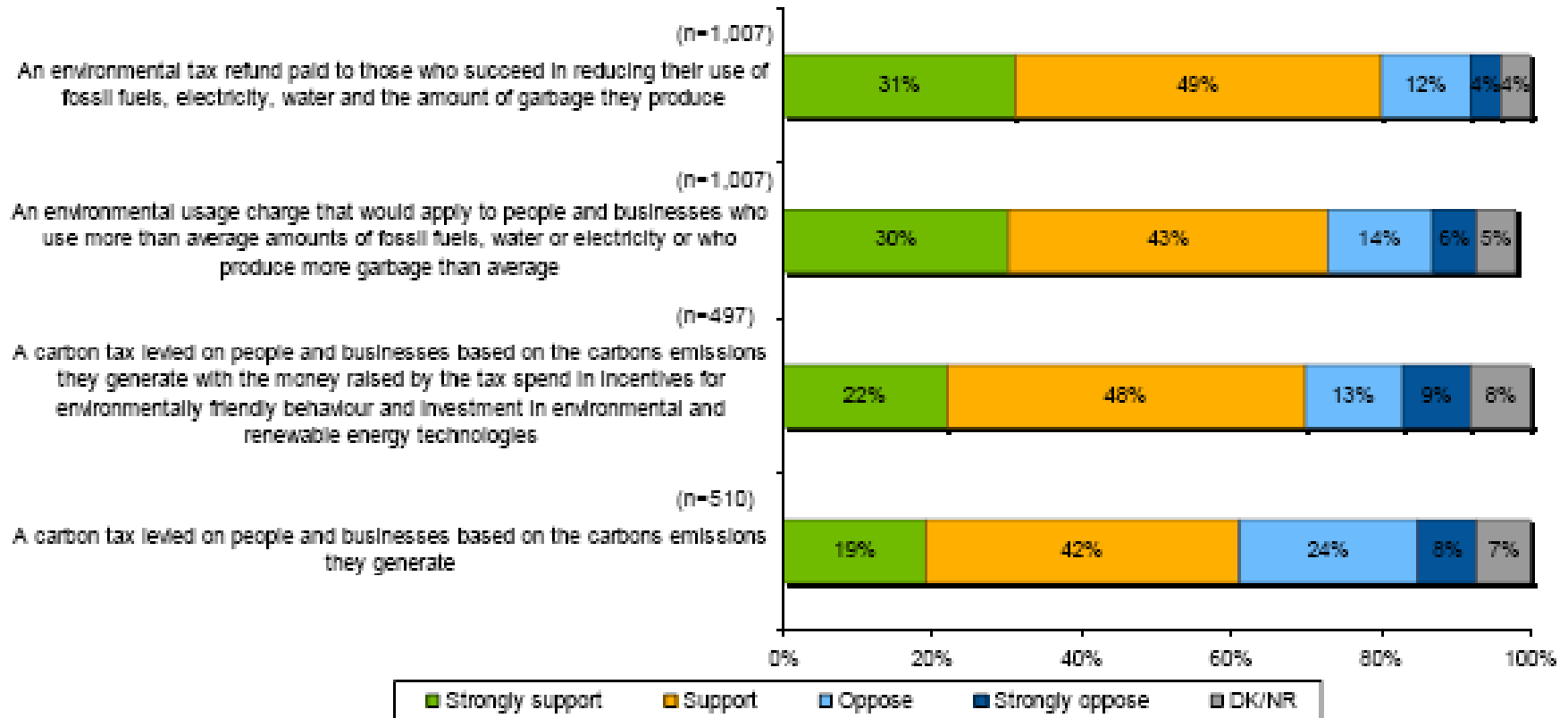


Carbon Tax Polling – Lessons Learned

- ❖ “British Columbians give a nod of approval to their new provincial carbon tax” (EnviroNics, February 2008)
 - ◆ *“The B.C. government has just announced it will introduce a new tax on all carbon based fuels used by consumers and businesses in the province, as a way to encourage reductions in greenhouse gas emissions generated by the province. Starting July 1st, a new tax of about 2.5 cents per litre will be charged on all fossil fuels, including coal, natural gas, home heating fuel and gasoline at the pump. This tax rate will rise gradually to about 7.2 cents per litre by the year 2012. This new tax will be “revenue neutral” which means the same amount raised through this tax each year will be refunded – by law – to taxpayers in the form of lower personal income and corporate taxes. In addition, each B.C. resident will receive a one-time rebate cheque of \$100 in June. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this new carbon tax for B.C.?”*
 - ◆ 15% strongly support, 40% somewhat support, 15% somewhat oppose, 27% strongly oppose
- ❖ “Strong National Support for British Columbia’s Carbon Tax” (Pembina Institute/McAllister Opinion Research, May 2008)
 - ◆ *“The Government of British Columbia recently introduced a carbon tax on fossil fuels to reduce greenhouse gas emissions. All things considered, do you feel this was a positive or negative step?”*
 - ◆ 27% very positive, 45% somewhat positive, 12% somewhat negative, 11% very negative
- ❖ “Most oppose carbon tax” (Ipsos Reid, June 2008)
 - ◆ *“Please tell me whether you personally support or oppose the following pieces of legislation recently passed by the governing BC Liberals. Do you support or oppose “the introduction of a provincial carbon tax on gasoline and other fossil fuels to curb greenhouse-gas emissions?”*
 - ◆ 19% strongly support, 20% moderately support, 15% moderately oppose, 45% strongly oppose



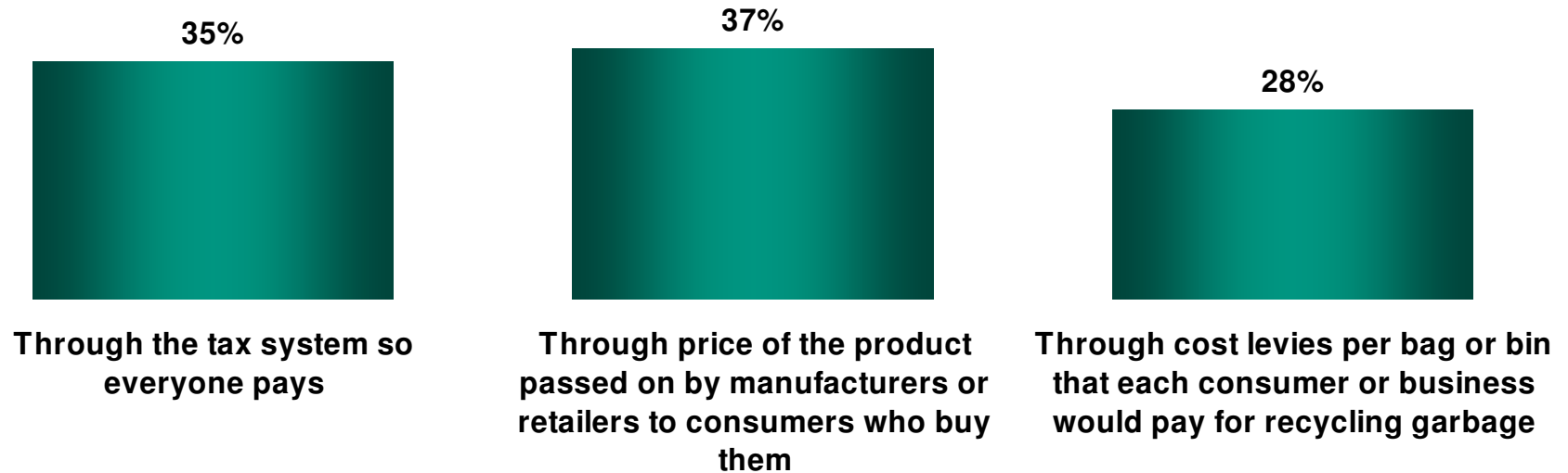
Carbon Tax Polling – Lessons Learned (cont'd)





Recycling

Now, as you may know, recycling and recovering household wastes that may harm the environment have become part of everyday life in much of Canada and these types of programs cost money. Which one of the following methods do you feel should be used most to recoup the costs of recycling and recover?





Financial Incentives

- ❖ Research findings show that when considering an environmentally friendly purchase, those who are aware of financial incentives to buy these products are far more willing to accept higher price premiums than are those merely concerned about the environment.



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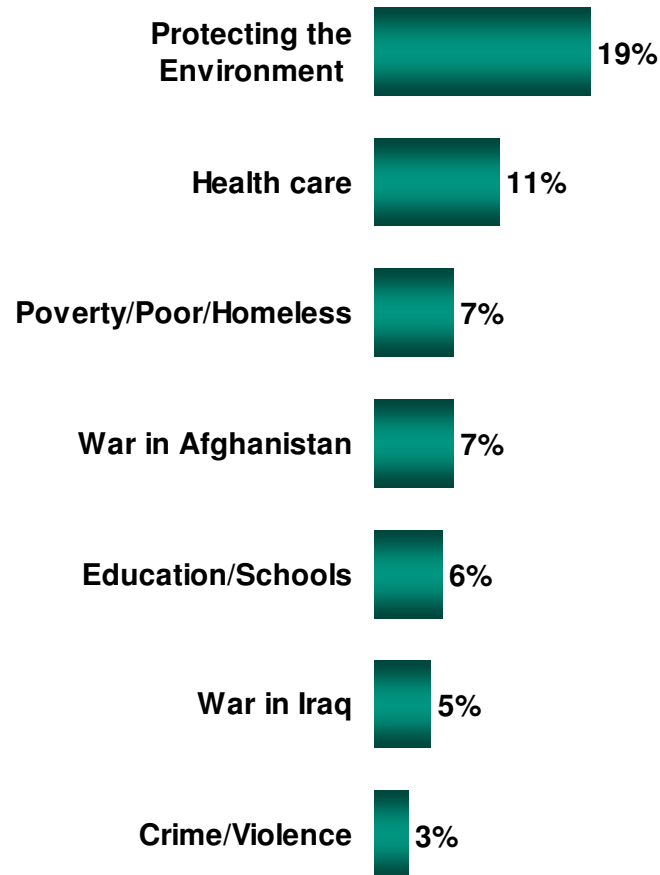


Canadian Youth: A Quick Look



Canadian Youth: Issues Agenda

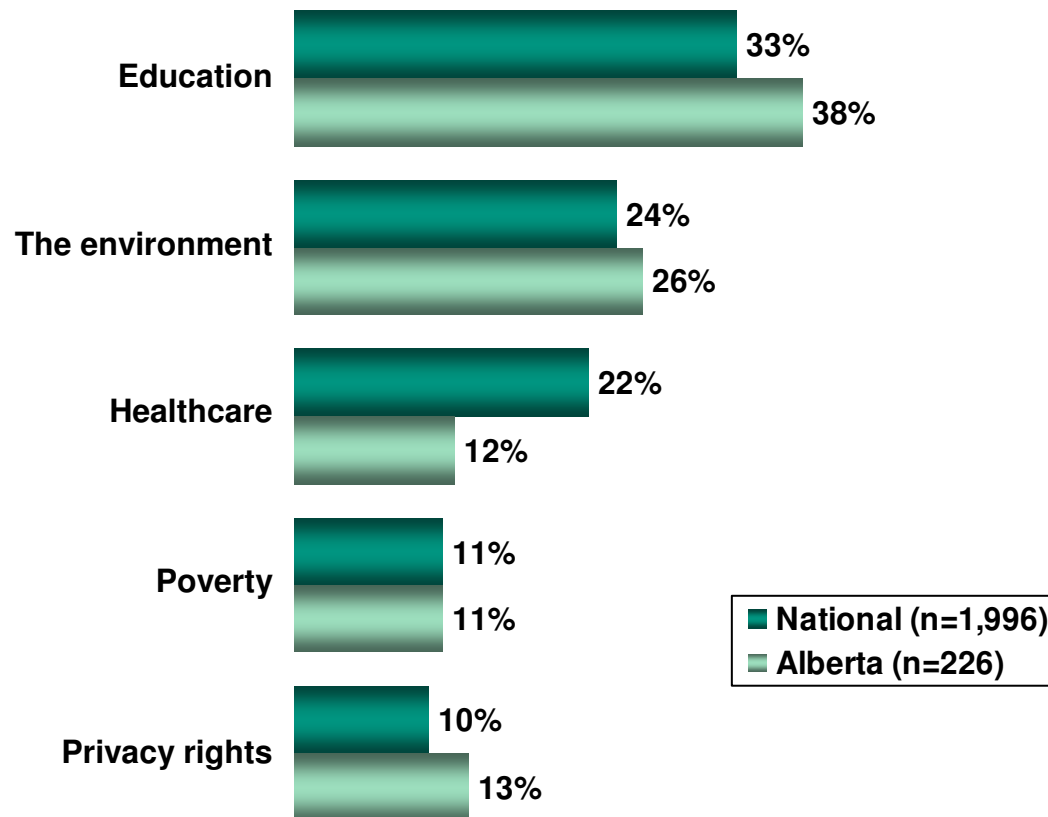
Thinking of all the issues presently confronting your country, which one do you feel should receive the greatest attention from your country's leaders? (Open-ended)





Teens and the Environment: Ranking the Issues

Please rank the following issues in order of their importance to you personally.





Teens and the Environment: Attitudes and Actual Behaviour

% Agree (Top2Box)

It's not enough to say you're environmentally conscious, you have to act that way too



% Always

I separate my garbage into recyclable material and waste



I use rechargeable batteries over single use batteries



When I can't find a recycling bin, I take the item with me until I find a recycling bin



■ National (n=1,996)
■ Alberta (n=226)



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Public Support for Environmental Education



CTF National Issues Poll – Draft Results

- ❖ Nine-in-ten (91%) Canadians think K to 12 public schools should be required to teach their students about protecting the environment.
- ❖ However, only 38% are aware of schools in their community that require their students to learn about protecting the environment.
- ❖ There is near universal agreement (97%) that K to 12 public schools should be involved in community environmental action projects such as recycling, bike-to-school days and community gardens.
- ❖ Seven-in-ten (71%) Canadians believe that it is *highly* important that the environment be included in the K to 12 public education curriculum, while another 27% consider it to be desirable but not essential and just 3% believe it is of little value.



Support for Environmental Education – NEETF/Roper Research

- ❖ 95% of adults and 96% of American parents support the practice of teaching school children about the environment (NEETF & Roper, 1997).
- ❖ 86% agreed that government agencies should support educating adults about environmental issues and problems (NEETF & Roper, 2000).
- ❖ More than 80% agreed that private companies should train their employees to solve environmental problems.



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What Have We Learned?



What do we think about the environment?

- ❖ From an altruistic perspective Canadians, including Albertans, are green – nobody would disagree that they want to safeguard our planet and safeguard our citizens' well being.
- ❖ However, many people only “care” because the topic is omnipresent and peer pressure dictates that most of us cannot say otherwise.
- ❖ When it comes to our personal situations, we are not so altruistic...
 - ◆ Many simply don't care.
 - ◆ Others don't feel they can make much of a difference.
 - ◆ Most are not willing to make any financial sacrifice.
- ❖ Pragmatism not altruism will guide attitudes and behaviours towards the environment.
- ❖ A sense of collective action is fundamental.



Who do we think is responsible?

- ❖ Government and businesses are perceived as the best placed to lead the agenda.
- ❖ Support for government interventions depends on the nature of the intervention.
 - ◆ Fiscal measures are contentious while others are widely supported (e.g., phasing out incandescent light bulbs).
- ❖ Many are cynical about “green” claims and it is a challenge for businesses to convince consumers its efforts are beyond “spin.”



Where do we go from here?

- ❖ Changing behaviour is complex and environmental behaviours are very different from one another.
- ❖ While there is a growing number of people who will act on principle/belief as it relates to energy and/or conservation, most continue to have a practical personal (economic) interest underpinning their potential behaviour. And within this, immediacy of benefit still tends to rule the day.
- ❖ As people are asked to do more by government, business and others, there is an increasing tendency of people for trading off the demands that are being placed on them.
- ❖ There is an appetite – and need – among the public for more information.
 - ◆ In Alberta, education on climate change in particular.
- ❖ Who delivers any energy and/or conservation messaging often impacts on receptivity to the messages themselves. Many people tune-out if they don't associate immediate credibility with the messenger.



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