



Ipsos Reid Public Affairs



Provincial Polling on Environmental Education and Market-Based Instruments

Final Report

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SUMMARY OF KEY FINDINGS

Ipsos Reid conducted a total of 801 telephone interviews with Albertans aged 18 years and older between January 12th and 21st, 2009. The data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual population of Albertans aged 18 or older according to 2006 Census data.

The overall purpose of the research was to better understand the public's awareness and understanding of key environmental issues, as well as their overall level of engagement and readiness to practice environmental stewardship.

What follows is a summary of key research findings.

PERSPECTIVES ON THE ENVIRONMENT

Albertans are ambivalent regarding the overall quality of Alberta's environment today, and divided as to what the state of the environment will be twenty years from now.

- Just over half (55%) of Albertans think the quality of the environment in Alberta today is excellent (10%) or good (45%), while the other 45% say it is fair (34%) or poor (11%).
- Similar proportions of Albertans think the environment will improve (37%) and worsen (41%) over the next twenty years, while one-in-five think it will stay the same.

PERCEIVED PRACTICE OF AND EFFECTIVENESS OF ENVIRONMENTAL BEHAVIOURS

The vast majority of Albertans feel they are doing a good job when it comes to protecting the environment, but recognize they could be doing more.

- While overall, 88% of Albertans say they are doing a good job of protecting the environment, just 22% say they are doing a *very* good job, while two-thirds (66%) say they are only doing a *somewhat* good job; thus recognizing that they could be doing more.

A sizeable gap exists between perceived personal performance and perceived performance of individual Albertans, suggesting that many Albertans may feel that they do more than their share.

- Just six-in-ten (61%) Albertans rate the performance of individual Albertans as a whole as *very* good (8%) or *somewhat* good (53%), giving more credit to themselves than to others.

Among the 39% of Albertans who say they themselves do a poor job, four-in-five (80%) say Albertans as a whole do a poor job.

- This perhaps provides support for the hypothesis that a barrier to environmental behaviour is the perception that others are doing little to protect the environment (“why should I act when others don't”).

Eight-in-ten Albertans are confident that their actions to protect the environment do indeed make a difference.

- Three-in-ten (28%) Albertans say they are *very* confident that their personal actions make a difference, while another half (52%) say they are *somewhat* confident.

It is interesting to note that there is a relationship between perceived environmental performance and perceived effectiveness of personal actions.

- Among those who say they do a *very* good job of protecting the environment, the vast majority (93%) are confident that their actions make a difference; this drops to 81% among those who say they do a *somewhat* good job and declines sharply (54%) among those who say they do a *poor* job. This lends support to the contention that confidence in ones actions may be a precursor to environmental behaviours.

KNOWLEDGE OF ENVIRONMENTAL ISSUES

In general, Albertans do not feel they know a great deal about the five environmental issues evaluated, with knowledge about endangered species quite low.

- Less than half of Albertans provide ratings of 4 or 5 (on a 1 to 5 scale where 1 means you know very little and 5 means you know a great deal) on any of the issues and problems evaluated: global climate change (45%), urban sprawl around Alberta towns and cities (42%), pollution of water in Alberta (33%), scarcity of water in some parts of Alberta (32%) and endangered species in Alberta (29%).

It is notable that reported knowledge about all five issues is significantly higher among Albertans who say they do a *very* good job of protecting the environment.

KNOWLEDGE OF ACTION SKILLS AND ENGAGEMENT IN ENVIRONMENTAL BEHAVIOURS

Albertans knowledge of personal action skills is quite high, whereas knowledge of public action skills is markedly low.

- More than two-thirds of Albertans say they are knowledgeable about how to reduce the amount of garbage generated in their home (69%), how to reduce water consumption in and around their home (68%) and how to maximize energy use in their home (69%).
- Around half (52%) also say they are knowledgeable about how to encourage workplace practices that benefit the environment. Somewhat lower is the percentage of Albertans who feel they know enough to change their diet to minimize their environmental impact (39% knowledgeable, 29% not knowledgeable).
- Markedly lower, however, is the degree to which Albertans feel they know enough to communicate their environmental concerns to a political representative (31% knowledgeable, 44% not knowledgeable); maintain or restore wildlife habitat in their area (29% knowledgeable, 44% not knowledgeable); write an effective letter to the editor about an environmental issue (29% knowledgeable, 50% no knowledgeable); and, organize community action to protect their local environment (18% knowledgeable, 54% not knowledgeable).

Paralleling knowledge, engagement in environmental behaviours in and around the home is quite high whereas engagement in public actions is quite low.

- The majority of Albertans are actively engaged in maximizing energy efficiency in their home, reducing water consumption, and reducing household waste, while engagement in encouraging workplace environmental practices is moderate. In stark contrast, 56% of Albertans say they generally do not maintain or restore wildlife habitat, 70% do not communicate their

environmental concerns to a political representative, 78% do not write letters to the editor and 78% do not organize community action.

While this research cannot establish causality, there does appear to be a strong relationship between knowledge of actions skills and engagement in environmental behaviours. This suggests that increasing Albertans' knowledge with regard to public action skills and wildlife habitat could have a positive impact on behaviour.

It is important to note that both knowledge of action skills and environmental engagement tends to be lower among Albertans aged 18 to 34; making them a prime target for education.

ACTUAL ENVIRONMENTAL KNOWLEDGE

When provided with a scenario involving public action, seven-in-ten Albertans correctly identified collective public action as the most effective action, well ahead of individual public action or individual personal action.

- It is noteworthy that although many Albertans recognize collective public action as optimal, most do not know enough to take the action.

Albertans appraisal of environmental facts lacks certainty – while most correctly identify statements about water consumption, electrical energy generation and the cause of endangered species as true or false, just a small minority are willing to assert (or perhaps know) that the statements are *completely true* or *completely false*. Further, most lack knowledge around the relative impacts and benefits of different environmental behaviours.

- Just over half of Albertans (53%) think that 'recycling all your paper and tins helps the environment more than moving to a smaller more fuel-efficient home', although 37% recognize that the statement is false.

THE FOCUS ON RECYCLING

Recycling has been a resounding success in Alberta, however, the perceived importance of and engagement in recycling among Albertans seems disproportionately high compared to other environmental issues and problems.

- When asked what challenges prevent them from doing more to protect the environment, the most frequent response is lack of recycling (20%).
- Knowledge of how to reduce the amount of household garbage and engagement in household garbage reduction are both extremely high.
- As indicated above, many Albertans incorrectly place the impact of recycling as greater than living in a more fuel-efficient home.

ENVIRONMENTAL ATTITUDES AND VALUES

Overall, environmental attitudes and values of Albertans support environmental initiatives and government actions, and Albertans recognize the impact of the environment on their personal lives.

- **The environment and the economy:** Albertans do not agree that the environment and the economy need to be traded off, nor do they agree the economy takes precedence over the environment even given the current global crisis.
- **Environmental actions and restrictions:** Albertans agree government action is needed to solve environmental problems including urban sprawl. At a collective level, Albertans recognize a need for action; conservatism does not rule the day.
- **Personal impact of environmental issues:** Albertans clearly acknowledge the link between the environment and their health, and believe that environmental issues will negatively impact the next generation, though not themselves to the same extent.
- **Motivations and barriers to environmental behaviour:** Albertans agree that hearing about solutions to environmental problems gives them hope. With regards to barriers, however, most do not feel that lack of environmental knowledge is a barrier to environmental stewardship, and most do not strongly contend that cost is a disincentive to a green lifestyle.

ENVIRONMENTAL BUSINESS PRACTICES

Environmental responsibility within companies and corporations is important to many Albertans.

- A strong majority (69%) of Albertans agree that private companies and corporations should train their employees to solve environmental problems (just 10% disagree).
- However, the importance of environmental performance in attracting employees is more variable – 45% agree ‘a company’s environmental performance is important to me when I am deciding if I want to work for them,’ while 23% disagree.

MARKET BASED INSTRUMENTS

Agreement with the MBIs evaluated is moderate to strong, with pollution taxation being widely backed.

- While Albertans agree that those who pollute more should be subject to higher taxes and those who pollute less should be taxed less, agreement with the concept is stronger with regard to companies (75% agree, 46% *strongly* agree) than for individuals (64% agree, 35% *strongly* agree).
- Half of Albertans agree with variable rates for garbage collection – 51% disagree, while 29% agree ‘it is better to charge a flat rate for garbage collection than a variable rate that rewards waste reduction and recycling.’
- Willingness, however, to pay more for electricity from wind power is somewhat lower – 44% agree, while 31% disagree.

With regard to light bulbs, Albertans favour subsidies and surcharges over an outright ban.

- When asked to choose between two statements, exactly half (50%) of Albertans say the government should provide subsidies to consumers who purchase compact fluorescent light bulbs, to be paid for by surcharges on regular bulbs, while 37% say the government should ban the production of incandescent light bulbs; one-in-ten (11%) do not agree with either option.

Albertans place the responsibility for cleaning up environmental harm on the company causing the harm; there exists a strong sentiment that the polluter should pay.

- When asked if it is more fair that clean up for environmental harm be paid for by the government, or by the company causing the harm, there is near universal agreement (91%) that the company should pay.

Albertans are somewhat divided in their support for increased water costs, but have a definite preference for water conservation programs over tax cuts from the extra revenue that would be generated.

- Overall, 57% of Albertans would support charging more for the use of water as a means to combat the water shortage in Southern Alberta, while four-in-ten (41%) would not support the initiative.
- Three-quarters (76%) would prefer that the extra revenue generated be used for water conservation programs, while one-in-five (21%) would prefer an income tax cut.

Preference for subsidies for oil and gas development in the future is low – when asked to choose, the clear preference is subsidies for the development of renewable and clean energy.

- Eight-in-ten (78%) Albertans say they would prefer that the government provide subsidies for the development of renewable and clean energy options in the future, while about one-in-ten prefer subsidies for oil and gas development (11%) and 8% say both.

Support is strong for MBIs targeting developers but lessens as homeowners are directly impacted.

- Seven-in-ten (71%) Albertans would support providing tax incentives for developers who improve previously developed areas, while just 9% would oppose such an initiative.
- Support drops to 51% and opposition rises to 22% for an MBI requiring land developers, and thus industrial tenants and home buyers, to pay for the negative impacts of urban sprawl.
- When it comes to increasing property taxes in outlying areas and reducing them in existing neighbourhoods, Albertans are divided – 41% would support this measure to reduce urban sprawl while 31% would oppose it.

ENVIRONMENTAL EDUCATION

Albertans agree with all five goals of environmental education assessed – knowledge, issues, appreciation of nature, citizenship skills and action projects.

- Three-quarters or more of Albertans agree (strongly or somewhat) with all five statements regarding environmental education: 88% agree environmental education should help learners understand environmental issues and increase their environmental knowledge; 87% agree it should help learners appreciate nature; 81% agree it should give learners citizenship skills that help them solve environmental issues; and, 75% agree that schools in Alberta should give top priority to providing students with opportunities to do environmental action projects
- Given the solid support, it is useful to look at the intensity of ratings – that is, *strongly* agree responses.
- Focusing on *strongly* agree ratings, more than half of Albertans *strongly* agree that environmental education should help learners: understand environmental issues (60%), increase their environmental knowledge (57%) and appreciate nature (56%). Though still high, comparatively lower is agreement that environmental education should give learners citizenship skills that help them solve environmental issues (47% *strongly* agree) and that schools in Alberta should give top priority to providing students with opportunities to do environmental action projects (43% *strongly* agree).

Albertans identify lack of interest, lack of time, access to natural areas, lack of parental involvement, weather and safety as the main barriers to children spending more time in nature.

One-half or more of Albertans support all five public action projects assessed, although as the ‘activism’ of projects intensifies, support tends to diminish.

- Support for K to 12 students’ involvement in neighbourhood clean-ups is near universal (90% support, 3% oppose). Strong support is also expressed for K to 12 students educating others about local environmental issues (78% support, 6% oppose) and reviewing the operation of a business to see how they can be more environmentally friendly (73% support, 9% oppose).
- Just slightly lower is support for presenting to politicians on an environmental issue (67% support, 11% oppose). Notably lower, however, is support for passing around petitions to gain support for an environmental cause – half (50%) support K to 12 students being involved in this activity while one-quarter (23%) voice opposition.

BACKGROUND AND METHODOLOGY

Background and Objectives

The Alberta Council for Environmental Education (ACEE) wished to conduct a survey of Albertans in order to better understand the public's awareness and understanding of key environmental issues, as well as their overall level of engagement and readiness to practice environmental stewardship. ACEE felt that understanding the current landscape would provide valuable information regarding Albertans' overall knowledge and attitudes towards the environment, as well as identify opportunities and challenges moving forward. In addition, establishing a baseline understanding in this area would help ACEE measure the effectiveness of its efforts in advancing environmental education over time.

Key research objectives included:

- Evaluating to what degree Albertans practice stewardship of the environment;
- Assessing the environmental literacy of Albertans;
- Measuring the receptivity of Albertans to various market-based incentives to steward the environment;
- Helping environmental education stakeholders, including decision-makers and policy-makers, to identify the educational needs of the Alberta public;
- Helping providers of environmental education to refine their educational approaches to optimize stewardship practices; and,
- Establishing a baseline to allow change to be measured over time.

Methodology

Between January 12th and 21st, 2009, Ipsos Reid conducted a total of 801 telephone interviews with Albertans aged 18 and older. This included a formal pilot test among 20 Albertans across the province.

The average interview length was 19.5 minutes. The “birthday method” of selecting respondents was used in order to ensure randomness within households (i.e., asking to speak to the person in the household over the age of 18 who most recently celebrated a birthday).

Interviews were stratified by region and quotas were established to ensure a reliable sample size within each region for regional analysis. The data were weighted to ensure the overall sample's regional and age/gender composition reflects that of the actual Alberta population aged 18 or older according to 2006 Canadian Census data.

With a sample of 801, results are considered accurate to within ± 3.5 percentage points, 19 times out of 20, of what they would have been had the entire population of Albertans 18 or older been polled. The margin of error is larger within regions and for other sub-groupings of the survey population.

The following tables detail the number of interviews conducted within each region as well as the corresponding margins of error.

REGION	Number of interviews (n)	Maximum margin of error
Edmonton CMA	250	±6.2%
Calgary CMA	250	±6.2%
Northern Alberta	100	±9.8%
Central Alberta	100	±9.8%
Southern Alberta	101	±9.8%
TOTAL	801	±3.5%

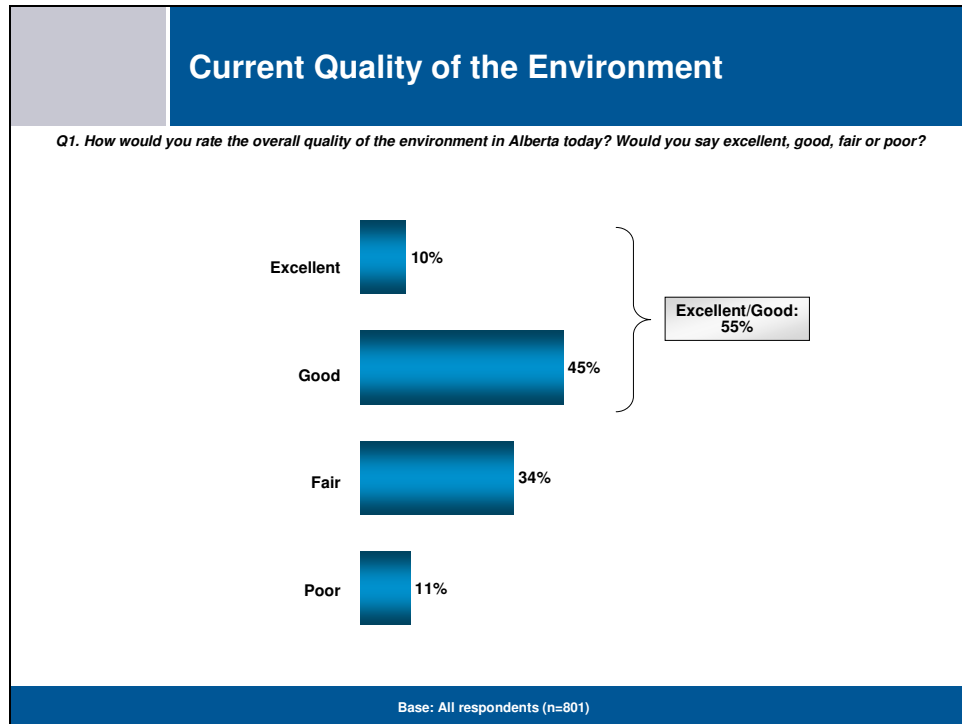
Survey results are presented for the overall weighted sample of adult Albertans. Additionally, significant differences by socio-demographic variables – i.e., region, gender, age, education and income – are highlighted throughout the report.

PERSPECTIVES ON THE ENVIRONMENT

Current Quality of the Environment

Perceptions of the overall quality of Alberta's environment are moderately positive.

Just over half (55%) of Albertans think the quality of the environment in Alberta today is excellent (10%) or good (45%), while the other 45% say it is fair (34%) or poor (11%).



When the data are analyzed further, a number of significant differences emerge:

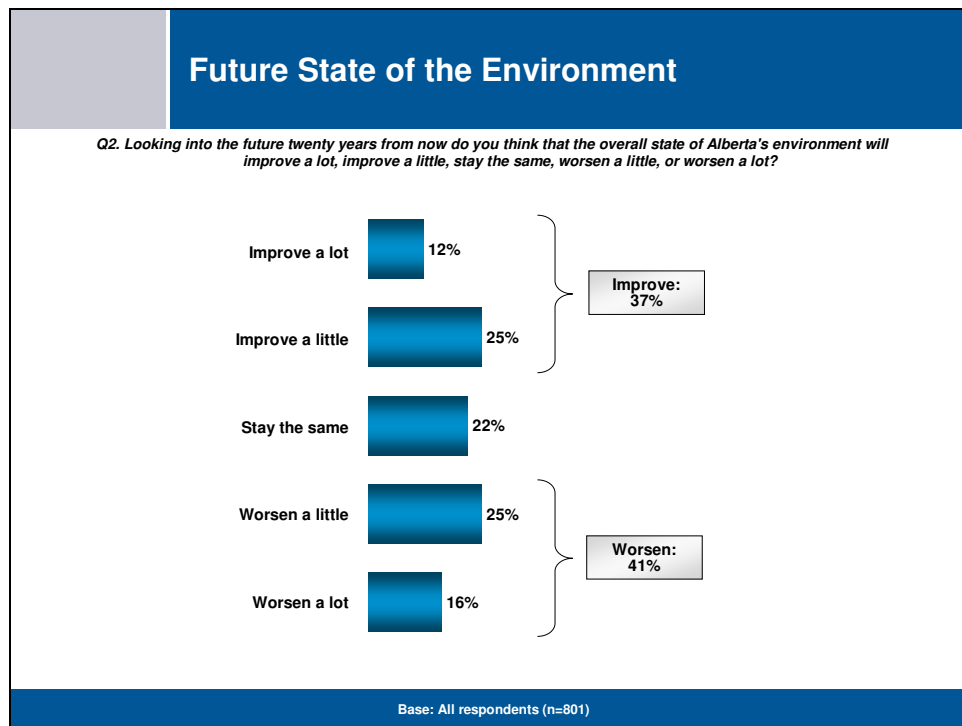
- Residents of **Edmonton** are significantly *more likely* to give the quality of the environment a **fair or poor** rating (55%) than their counterparts in Calgary (38%), Southern Alberta (36%) and Northern Alberta (42%).
- Albertans living on an **acreage, ranch or farm** are significantly *more likely* to provide an **excellent or good** rating (66%), than those living in a town of fewer than 10,000 people (51%), in a city of 10,000 to less than 50,000 people (47%) and those living in a city of 50,000 people or more (54%).
- Those associated with an **environmental organization** are significantly *less likely* to give the quality of the environment an **excellent or good** rating (37%), than those without an affiliation (57%).
- Positive perceptions of the environment today increase as one moves from left to right on the political spectrum. **Excellent or good** ratings are *lowest* among those who consider themselves **left of centre** (33%), increase to 57% among those in the centre and 69% among Albertans who are right of centre.

Future State of the Environment

Albertans are divided as to what the state of the environment will be twenty years from now.

Similar proportions of Albertans think the environment will improve (37%) and worsen (41%) over the next twenty years, while one-in-five (22%) think it will stay the same.

Residents of **Edmonton** are significantly *more likely* to think it will **worsen** (47%) than their counterparts in Calgary (36%) and Central Alberta (35%), as are Albertans who consider themselves **left of centre** (62%) versus those who say they are in the centre (36%) or right of centre (30%) on the political spectrum.



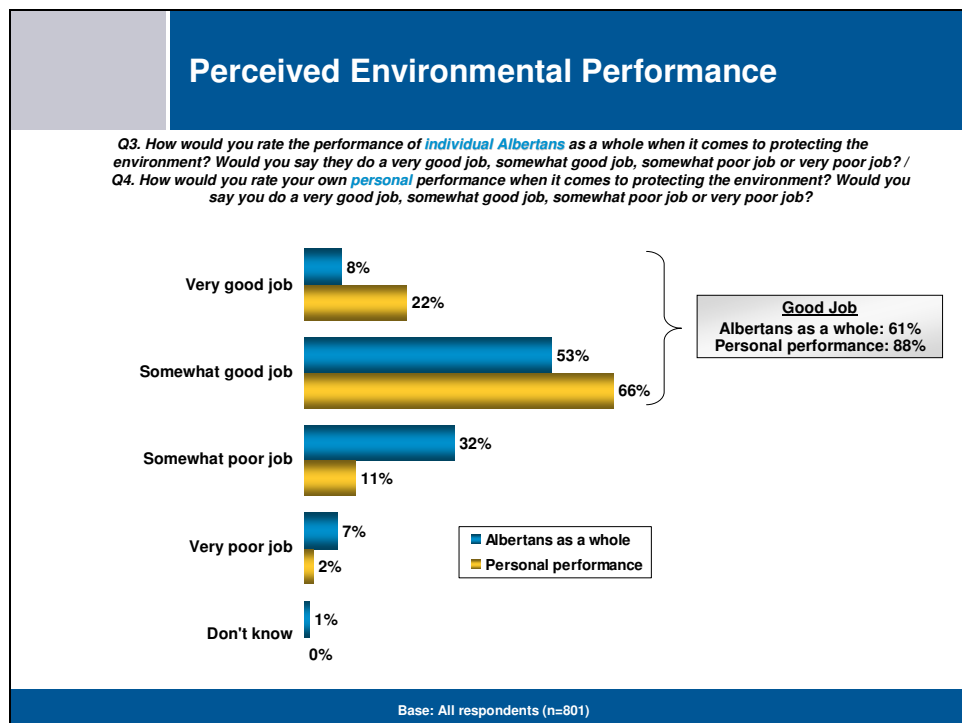
PERCEIVED PRACTICE OF, EFFECTIVENESS OF, AND CHALLENGES TO, ENVIRONMENTAL BEHAVIOURS

Perceived Environmental Performance

The vast majority of Albertans feel they are doing a good job when it comes to protecting the environment, but recognize they could be doing more. A sizeable gap, however, exists between perceived personal performance and perceived performance of individual Albertans; suggesting that many Albertans may feel they do more than their share.

Overall, 88% of Albertans rate their own personal performance when it comes to protecting the environment as very good (22%) or somewhat good (66%). Although they feel they are doing a good job, most (66% somewhat good) recognize that they could be doing more. In contrast, just six-in-ten (61%) Albertans rate the performance of individual Albertans as a whole as very good (8%) or somewhat good (53%), giving more credit to themselves than to others.

It is interesting that among the 39% of Albertans who say they themselves do a poor job, four-in-five (80%) say Albertans as a whole do a poor job; perhaps providing support for the hypothesis that a barrier to environmental behaviour is the perception that others are doing little to protect the environment (“why should I act when others don’t”).



Demographically:

- Residents of **Edmonton** are the *least likely* to say Albertans as a whole are doing a **good job** (55%), while residents of **Southern Alberta** are the *most likely* to do so (69%).

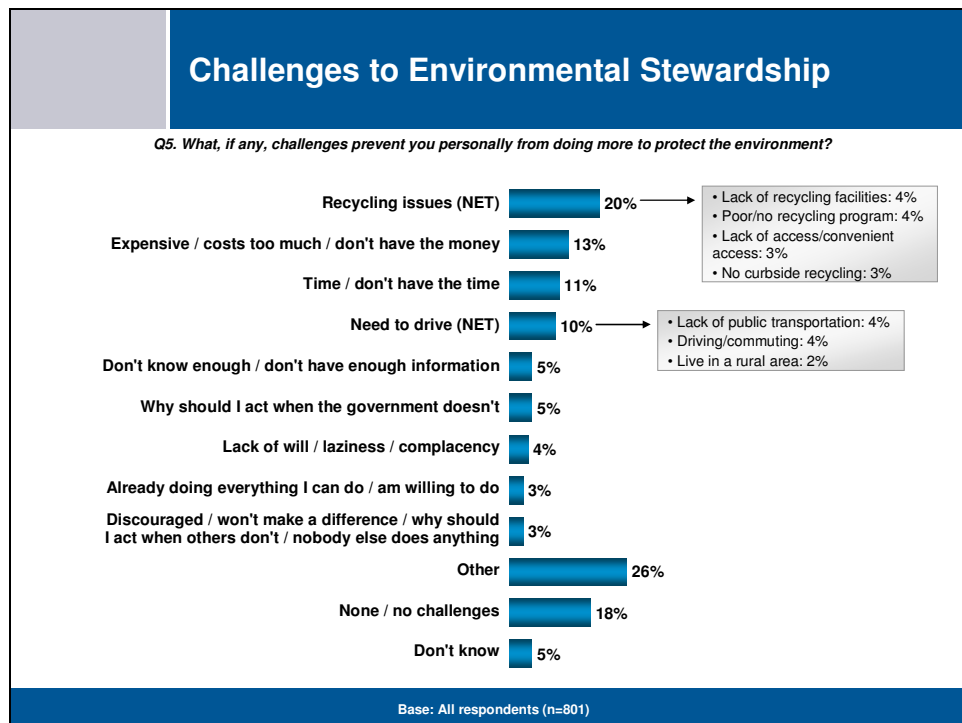
- Albertans who live on an **acreage, ranch or farm** are significantly *more likely* to give Albertans as a whole a **good job** rating (70%) than their counterparts living in towns or cities.
- Albertans associated with an **environmental organization** give Albertans as a whole significantly *lower good job* ratings (43%) than those not associated with such an organization (63%).
- The same holds true for Albertans who say they are **left of centre** (43%) versus those in the centre (64%) or right of centre (68%).

Challenges to Environmental Stewardship

Lack of recycling programs, facilities, and access; costs, time and reliance on driving are the most mentioned challenges to doing more to protect the environment.

When asked what challenges prevent them from doing more to protect the environment, one-in-five (20%) cite recycling issues, while another one-in-five (18%) say nothing/there are no challenges. The only other challenges mentioned by one-in-ten or more Albertans are costs (13%), lack of time (11%) and the need to drive (10%).

Mentions of **recycling** are significantly *higher* among **Calgarians** (28%) than residents of Edmonton (15%) and Central Alberta (12%). It is notable that among **university** educated Albertans, mentions of time (20%) and costs (18%) are significantly *higher* compared to less educated residents.

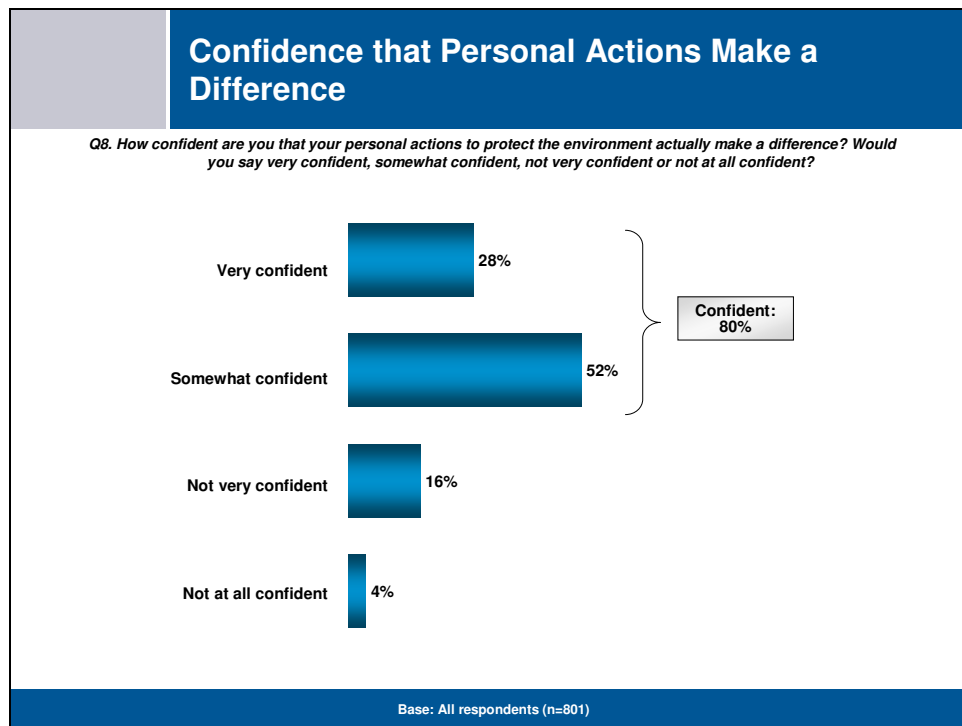


Perceived Effectiveness of Personal Actions

Eight-in-ten Albertans are confident that their actions to protect the environment do indeed make a difference.

Just over half (52%) of Albertans say they are *somewhat* confident that their personal actions to protect the environment actually make a difference, while another 28% say they are *very* confident they are having an impact; just two-in-ten (20%) are *not* confident their environmental actions make a difference.

While this research cannot validate a causal link, it is interesting to note that there is a relationship between perceived environmental performance and perceived effectiveness of personal actions. That is, among those who say they do a *very* good job of protecting the environment, the vast majority (93%) are confident that their actions make a difference; this drops to 81% among those who say they do a *somewhat* good job and declines sharply (54%) among those who say they do a *poor* job. This supports the contention that confidence in one's actions actually 'making a difference' may be a precursor to environmental behaviours.



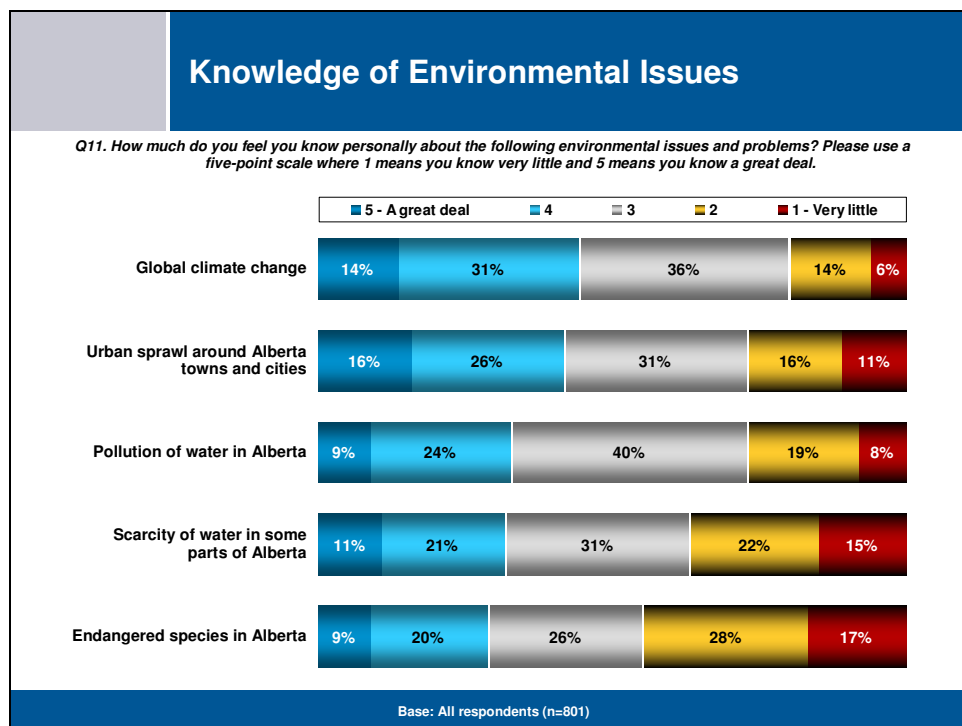
KNOWLEDGE OF ENVIRONMENTAL ISSUES

Knowledge of Environmental Issues

In general, Albertans do not feel they know a great deal about the five environmental issues evaluated, with knowledge about endangered species particularly low.

Of the five environmental issues and problems evaluated, Albertans feel they know the most about climate change (45% give a rating of 4 or 5), followed by urban sprawl (42% give a rating of 4 or 5). Conversely, 45% say they know little (rating of 1 or 2) about endangered species in Alberta, while 37% say they know little about the scarcity of water in some parts of Alberta. Knowledge about pollution of water in Alberta falls in the middle with 33% of Albertans providing a rating of 4 or 5 and 27% saying they know little (rating of 1 or 2).

Reported knowledge about all five issues is significantly *higher* among Albertans who say they do a **very good job** of protecting the environment, than their counterparts who say they do a somewhat good job or a poor job.



Demographically:

- **Males** rate their level of knowledge of all five issues significantly *higher* than do females.
- Reported knowledge about urban sprawl, scarcity of water and endangered species *increases* significantly with **age**.
- **University** educated Albertans rate their knowledge of global climate change, urban sprawl and scarcity of water significantly *higher* than less educated Albertans.

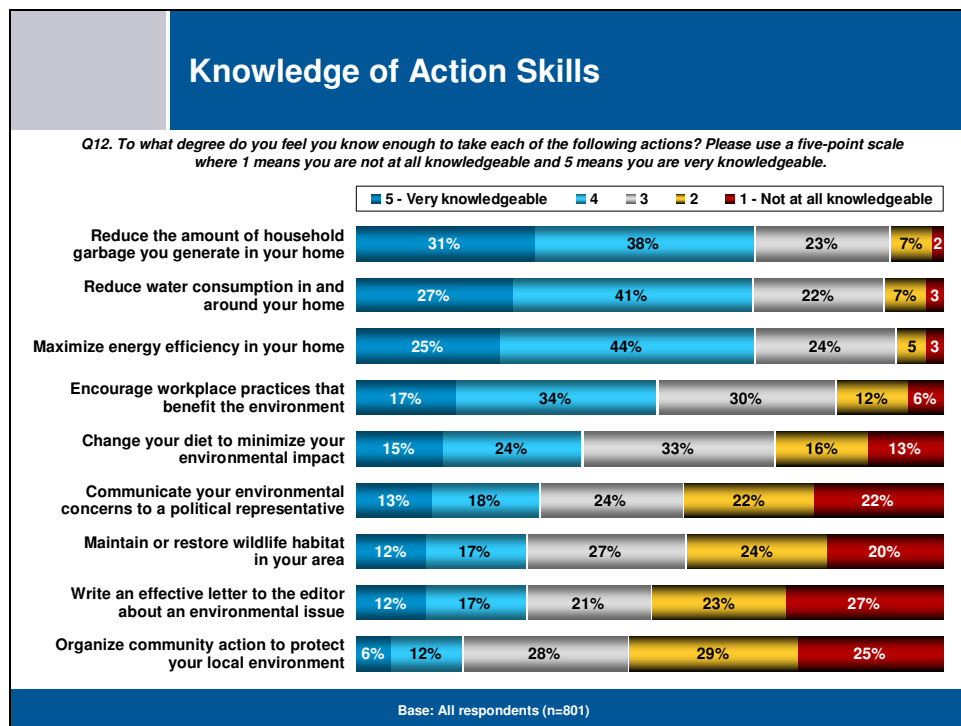
KNOWLEDGE OF ACTION SKILLS AND ENGAGEMENT IN ENVIRONMENTAL BEHAVIOURS

Knowledge of Action Skills

Albertans’ knowledge of personal action skills is quite high, whereas knowledge of public action skills is markedly low.

More than two-thirds of Albertans say they are knowledgeable about how to reduce the amount of garbage generated in their home (69%), how to reduce water consumption in and around their home (68%) and how to maximize energy use in their home (69%). One-in-ten or fewer say they are not knowledgeable about these three issues. About half (52%) also say they are knowledgeable about how to encourage workplace practices that benefit the environment. Somewhat lower is the percentage of Albertans who feel they know enough to change their diet to minimize their environmental impact (39% knowledgeable, 29% not knowledgeable).

Markedly lower, however, is the degree to which Albertans feel they know enough to communicate their environmental concerns to a political representative (31% knowledgeable, 44% not knowledgeable); maintain or restore wildlife habitat in their area (29% knowledgeable, 44% not knowledgeable); write an effective letter to the editor about an environmental issue (29% knowledgeable, 50% not knowledgeable); and, organize community action to protect their local environment (18% knowledgeable, 54% not knowledgeable).



As is the case with knowledge of environmental issues, Albertans who say they do a **very good job** of protecting the environment, rate their knowledge of most action skills (the exception being writing a letter to the editor) *higher* than their counterparts who rate their environmental performance as lower.

Demographically:

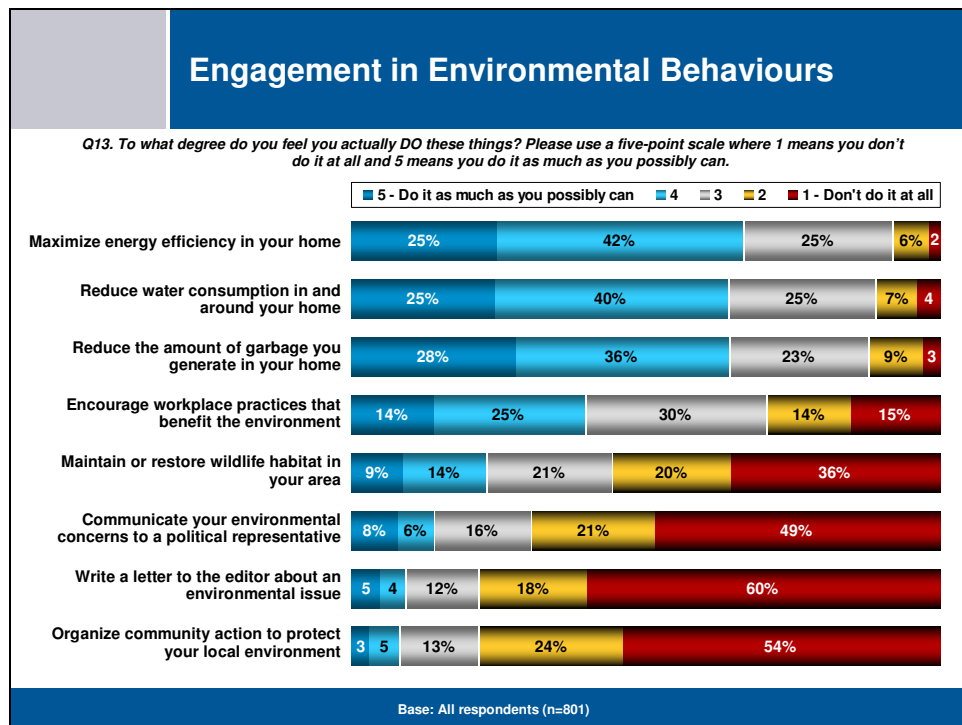
- Albertans who reside on an **acreage, ranch or farm** are significantly *more* knowledgeable about how to maintain or restore wildlife habitat (52%) than those living in cities or towns.
- A significantly *higher* percentage of **males** than females say they are knowledgeable about maximizing energy efficiency, encouraging environmental workplace practices and maintaining or restoring wildlife habitat.
- Younger Albertans aged **18 to 34** tend to be *less* knowledgeable about most actions skills compared to their older counterparts, the exception being with regard to workplace practices where knowledge does not vary with age.
- Knowledge of most actions skills is *higher* among **university** educated Albertans, with the exception of maintaining or restoring wildlife habitat, where education does not have an impact.
- Albertans who are a member of, or associated with, an **environmental organization** are *more* knowledgeable about all action skills, other than how to reduce household waste and maximizing energy efficiency, when compared to those not affiliated with an environmental organization.
- Albertans who say they are **left of centre** are significantly *more* knowledgeable about changing their diet to minimize their environmental impact and writing an effective letter to the editor than those in the center or right of centre on the political spectrum.

Engagement in Environmental Behaviours

Paralleling knowledge, engagement in personal actions is quite high whereas engagement in public actions is extremely low.

The majority of Albertans are actively engaged in maximizing energy efficiency in their home, reducing water consumption, and reducing household waste, while engagement in encouraging workplace environmental practices is moderate. In stark contrast, 56% of Albertans say they generally do not maintain or restore wildlife habitat, 70% do not communicate their environmental concerns to a political representative, 78% do not write letters to the editor and 78% do not organize community action.

Environmental engagement in all behaviours evaluated is significantly *higher* among Albertans who say they do a **very good job** of protecting the environment (than those who do a somewhat good or poor job) as well as those who are **very confident** that their actions make a difference (versus those who are somewhat confident or not confident).



When the data are analyzed further, a number of significant demographic differences emerge:

- Albertans who reside on an **acreage, ranch or farm** are significantly *more* engaged in maintaining or restoring wildlife habitat (49%) than those living in cities or towns.
- **Females** are *more* engaged than males in reducing household garbage, while **males** are *more* engaged in encouraging environmental workplace practices and maintaining and restoring wildlife habitat.

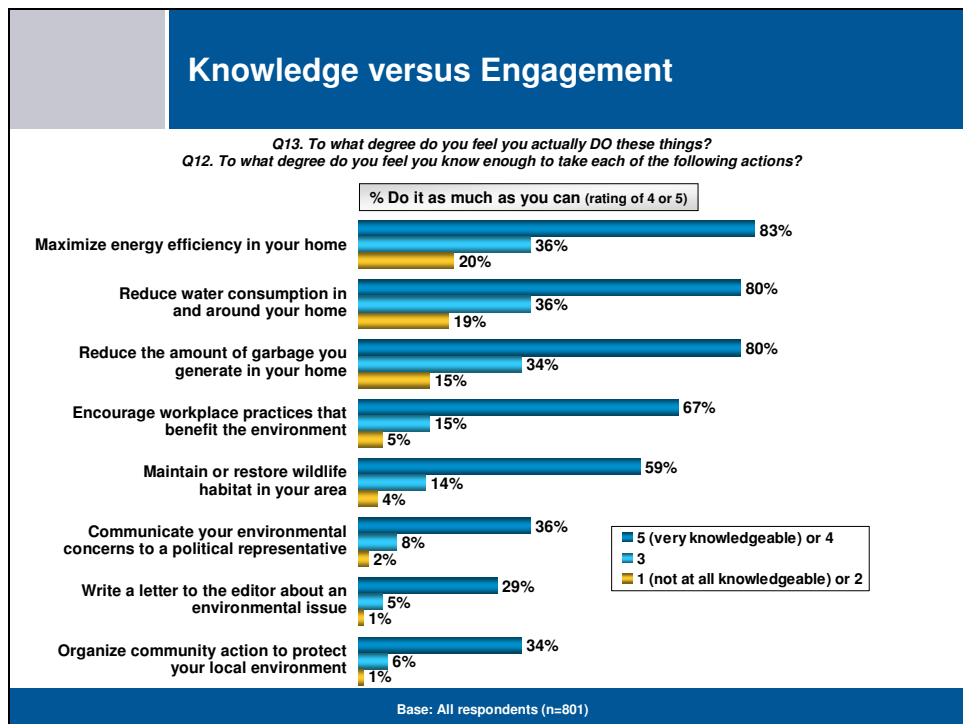
- Younger Albertans aged **18 to 34** are *less* engaged in most actions, the exceptions being maximizing energy efficiency and encouraging environmental workplace practices. Conversely, those aged 55 or older, tend to be *more* highly engaged in most environmental behaviours.
- It is notable that **lower income** Albertans (less than \$40K) are significantly more engaged in all three public actions than those with higher household incomes.
- Albertans who are a member of, or associated with, an **environmental organization** are *more* engaged in all behaviours (other than maximizing energy use in the home and household waste reduction) when compared to those not affiliated with an environmental organization.

Knowledge versus Engagement

While this research cannot establish causality, there does appear to be a strong relationship between knowledge of actions skills and engagement in environmental behaviours.

For example, among those who say they are *very* knowledgeable (rating of 4 or 5 on a five-point scale) about how to maximize energy efficiency in their home, 83% say they *do it as much as they can* (rating of 4 or 5 on a five-point scale). Conversely, among those who say they are *not* knowledgeable (rating of 1 or 2 on a five-point scale) about how to maximize energy efficiency in their home, just 20% say they *do it as much as they can*.

This suggests that increasing Albertans’ knowledge with regard to public action skills and wildlife habitat could have a positive impact on behaviour.



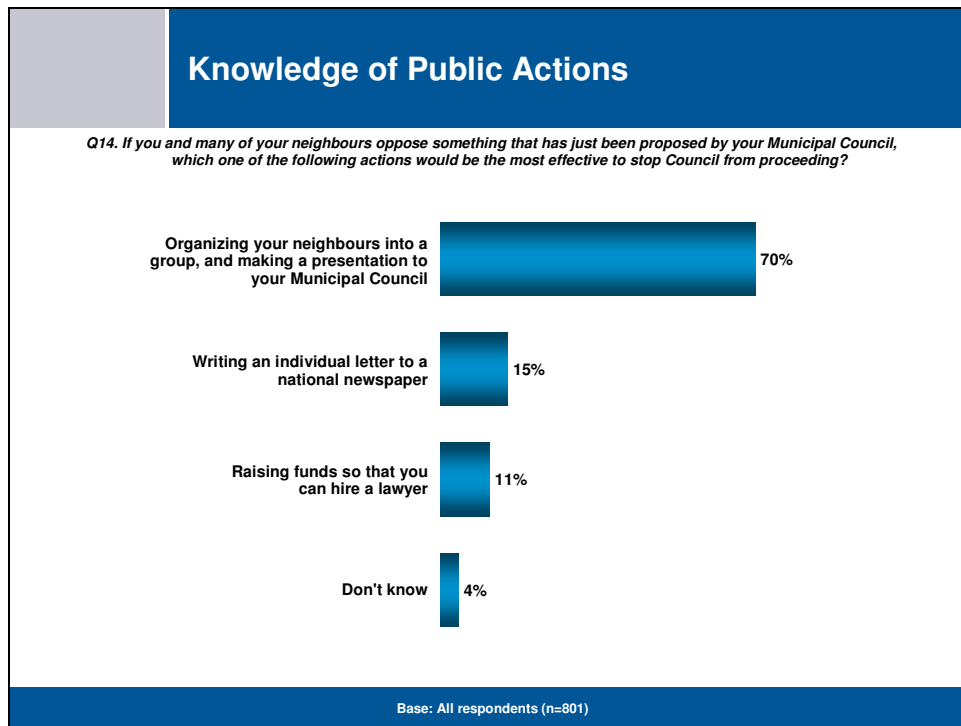
ACTUAL ENVIRONMENTAL KNOWLEDGE

Knowledge of Public Actions

When provided with a scenario involving public action, seven-in-ten Albertans correctly identified the most effective action.

Respondents were provided with the following scenario: *If you and your neighbours oppose something that has just been proposed by your Municipal Council, which one of the following actions would be the most effective to stop Council from proceeding?* Seven-in-ten (70%) correctly identified a collective public action ('organizing your neighbours into a group and making a presentation to your Municipal Council'), while 15% selected an individual public action ('writing an individual letter to a national newspaper') and 11% selected an individual personal action ('raising funds so that you can hire a lawyer').

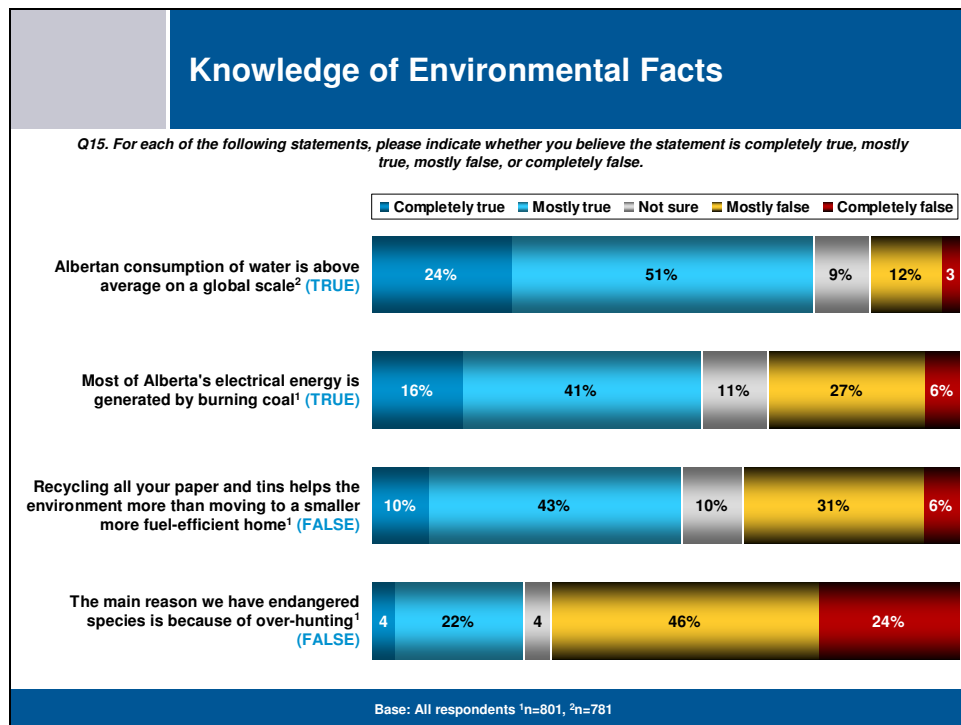
It is noteworthy that although many Albertans recognize collective public action as optimal, most do not know enough to take the action (as evidenced in the 'Knowledge of Action Skills' section of this report).



Knowledge of Environmental Facts

Albertans appraisal of environmental facts lacks certainty – while most correctly identify statements about water consumption, electrical energy generation and the cause of endangered species as true or false, just a small minority are willing to assert (or perhaps know) that the statements are *completely* true or *completely* false. Further, most lack knowledge around the relative impacts and benefits of different environmental behaviours; just over half think recycling paper and tins helps the environment more than moving to a smaller more fuel-efficient home.

Seven-in-ten or more Albertans say it is true that Albertan consumption of water is above average on a global scale (75%) and say it is false that the main cause of endangered species is overhunting (70%). Only one-quarter (24%), however, say each statement is *completely* true or false. When it comes to energy generation, over half (57%) say it is true that most of Alberta’s electrical energy is generated by burning coal, although only 16% say it is *completely* true, and fully one-third (33%) say this is false. Just over half of Albertans (53%) continue to adhere to the recycling myth (agree that ‘recycling all your paper and tins helps the environment more than moving to a smaller more fuel-efficient home’). While 37% recognize that the statement is false, just 6% say it is *completely* false.



It is notable, that there is no relationship between perceived environmental performance and knowledge of these facts – that is, Albertans who say they do a very good job of protecting the environment do **not** score any better than those who say they do a somewhat good or a poor job.

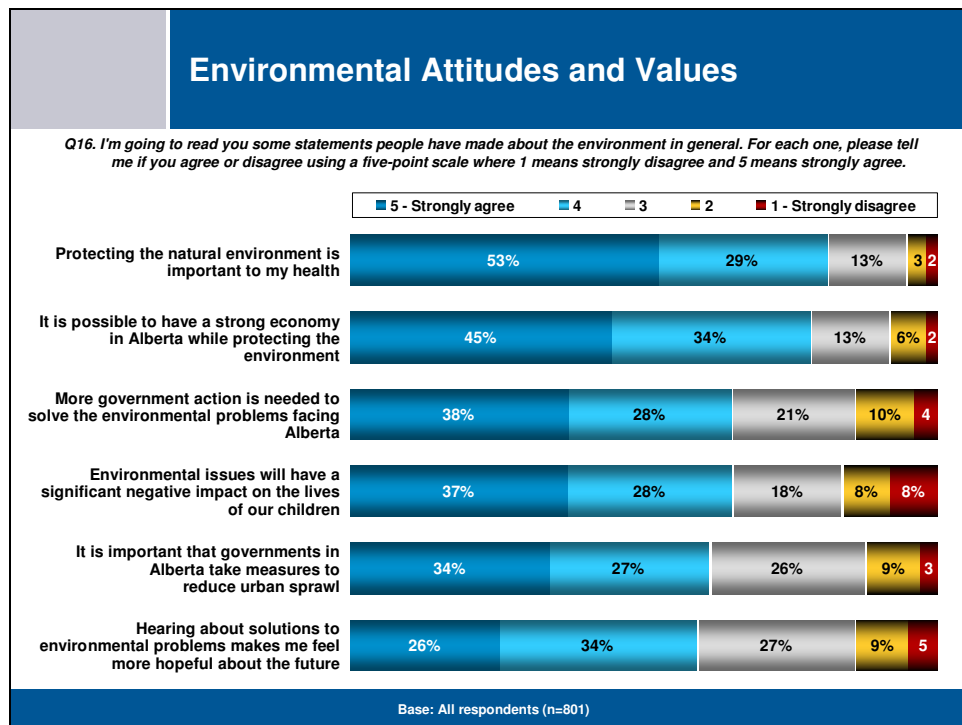
Moreover, 19% of Albertans who say they do a **very good job** of protecting the environment say it is *completely* true that ‘recycling all your paper and tins helps the environment more’ – significantly *higher* than those who say they do a somewhat good job (8%) or a poor job (4%). Belief in the

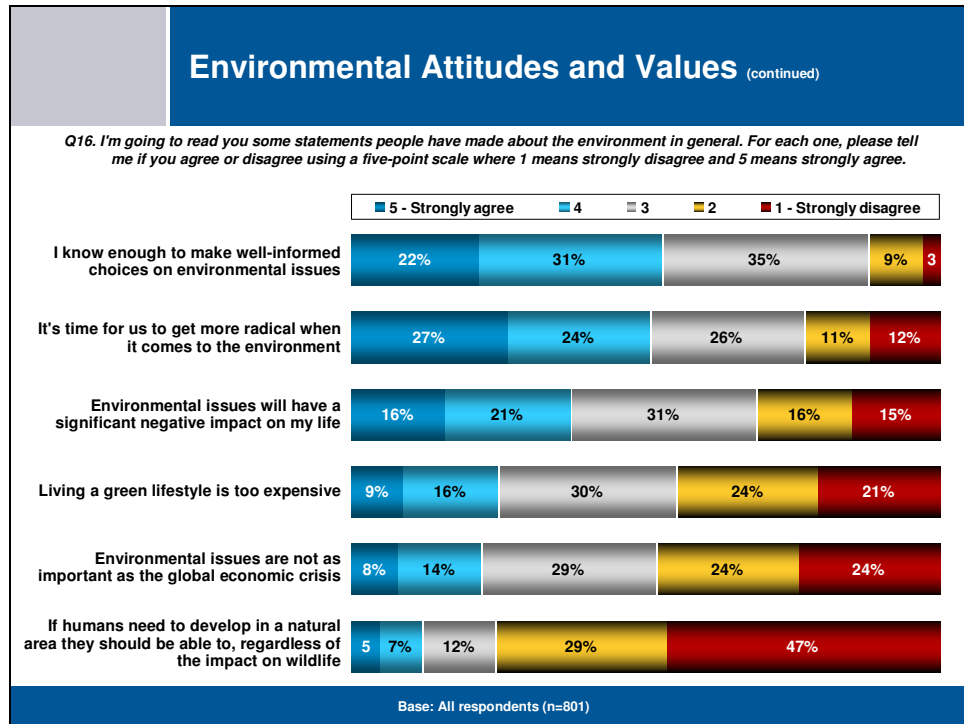
importance of recycling is also significantly *higher* among Albertans without a university education and those with a household income of less than \$40K.

ENVIRONMENTAL ATTITUDES AND VALUES

Respondents were asked to indicate their agreement or disagreement with twelve statements designed to assess environmental attitudes and values.

Overall, environmental attitudes and values of Albertans support environmental initiatives and government actions, and Albertans recognize the impact of the environment on their personal lives.





These statements can be thematically grouped into a number of categories.

The environment and the economy: Albertans do not agree that the environment and the economy need to be traded off, nor do they agree the economy takes precedence over the environment even given the current global crisis.

- 79% agree (8% disagree) ‘it is possible to have a strong economy in Alberta while protecting the environment.’
- 48% disagree (22% agree) ‘environmental issues are not as important as the global economic crisis.’

Environmental actions and restrictions: Albertans agree government action is needed to solve environmental problems including urban sprawl. At a collective level, Albertans recognize a need for action; conservatism does not rule the day.

- 66% agree (14% disagree) ‘more government action is needed to solve the environmental problems facing Alberta.’
- 61% agree (12% disagree) ‘it is important that governments in Alberta take measures to reduce urban sprawl.’
- 76% disagree (12% agree) ‘if humans need to develop in a natural area they should be able to, regardless of the impact on wildlife.’
- 51% agree (23% disagree) ‘it’s time for us to get more radical when it comes to the environment.’

Albertans who are left of centre more strongly agree with government action and taking a more radical stance than those in the centre or right of centre. Also, university educated Albertans more strongly agree with government action than those with less education.

Personal impact of environmental issues: Albertans clearly acknowledge the link between the environment and their health, and believe that environmental issues will negatively impact the next generation, though not themselves to the same extent.

- 82% agree (5% disagree) ‘protecting the natural environment is important to my health.’
- 65% agree (16% disagree) ‘environmental issues will have a significant negative impact on the lives of our children.’
- Similar proportions agree (37%) and disagree (31%) ‘environmental issues will have a significant negative impact on my life.’

Motivations and barriers to environmental behaviour: Albertans agree that hearing about solutions to environmental problems gives them hope. With regards to barriers, however, most do not feel that lack of environmental knowledge is a barrier to environmental stewardship, and most do not strongly contend that cost is a disincentive to a green lifestyle.

- 60% agree (14% disagree) ‘hearing about solutions to environmental problems makes me feel more hopeful about the future.’
- 53% agree (12% disagree) ‘I know enough to make well-informed choices on environmental issues.’
- 45% disagree (25% agree) ‘living a green lifestyle is too expensive.’

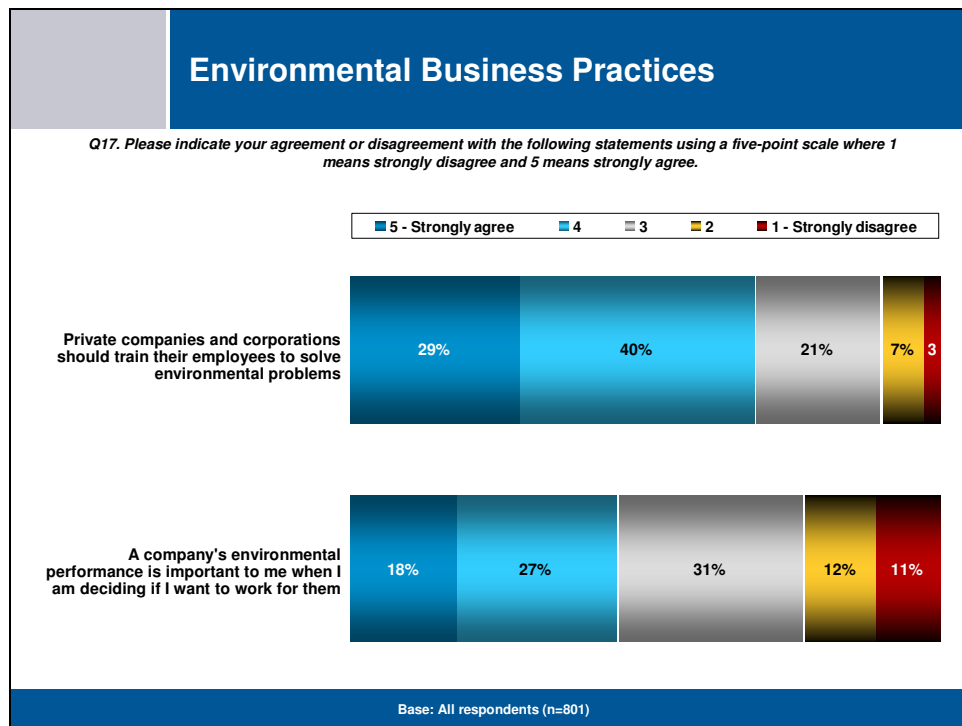
While overall, just over half of Albertans agree they know enough to make well-informed choices on environmental issues, there is a strong relationship between perceived personal performance and perceived knowledge. Among those who say they do a *very* good job at protecting the environment, 71% agree they know enough to make well-informed choices; agreement drops to 50% among those who say they do a *somewhat* good job and 37% among those who say they do a *poor* job.

Environmental Business Practices

Environmental responsibility within companies and corporations is important to many Albertans.

A strong majority (69%) of Albertans agree that private companies and corporations should train their employees to solve environmental problems (just 10% disagree). However, the importance of environmental performance in attracting employees is more variable – 45% agree ‘a company’s environmental performance is important to me when I am deciding if I want to work for them,’ while 23% disagree.

Agreement that a company’s environmental performance is a job selection factor is significantly *higher* among residents of Northern Alberta (55% agree), university educated Albertans (51% agree), those affiliated with an environmental organization (66% agree) and Albertans left of centre on the political spectrum (55% agree).



MARKET-BASED INSTRUMENTS

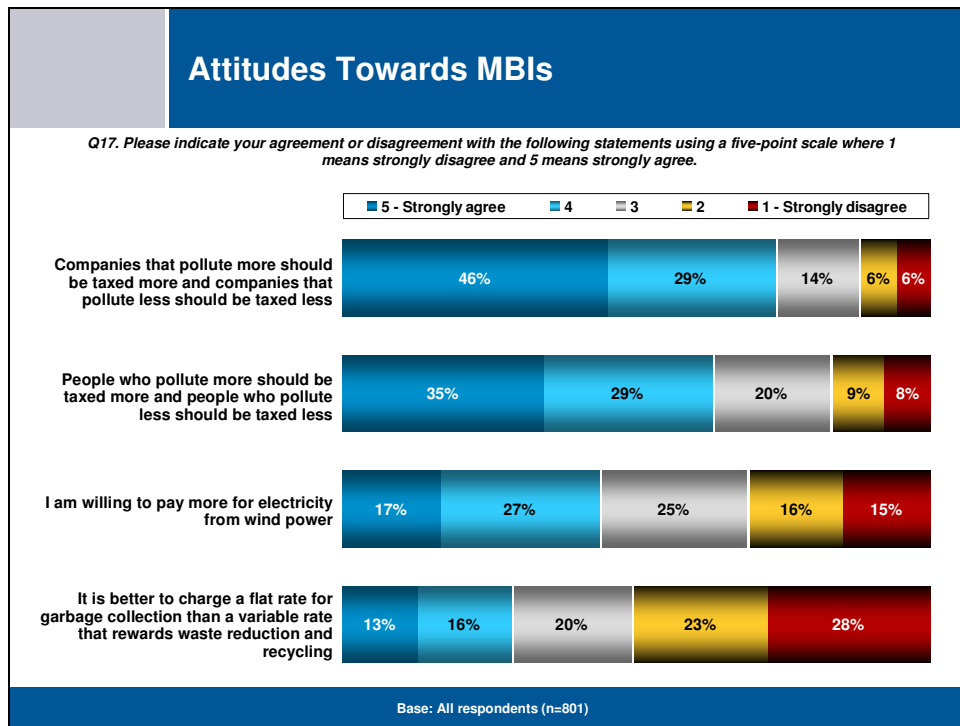
Attitudes Towards MBIs

Agreement with the MBIs evaluated is moderate to strong, with pollution taxation being widely backed.

While Albertans agree that those who pollute more should be subject to higher taxes and those who pollute less should be taxed less, agreement with the concept is stronger with regard to companies (75% agree, 46% *strongly* agree) than for individuals (64% agree, 35% *strongly* agree).

Half of Albertans also agree with variable rates for garbage collection – 51% disagree, while 29% agree ‘it is better to charge a flat rate for garbage collection than a variable rate that rewards waste reduction and recycling.’

Willingness, however, to pay more for electricity from wind power is somewhat lower – 44% agree, while 31% disagree.



Significant demographic differences include:

- Residents of **Edmonton** are in *stronger* agreement than their counterparts in Calgary (80% vs. 71%) that companies that pollute more should be taxed more, as are Albertans who are **left of centre** (84% vs. 73% centre and 70% right of centre).
- Agreement that it is better to charge a flat rate for garbage collection is *higher* among those with **less than a university education** (36% high school or less and 30% some post-secondary vs.

22% university degree) and **lower income** Albertans with a household income of less than \$40K (40%).

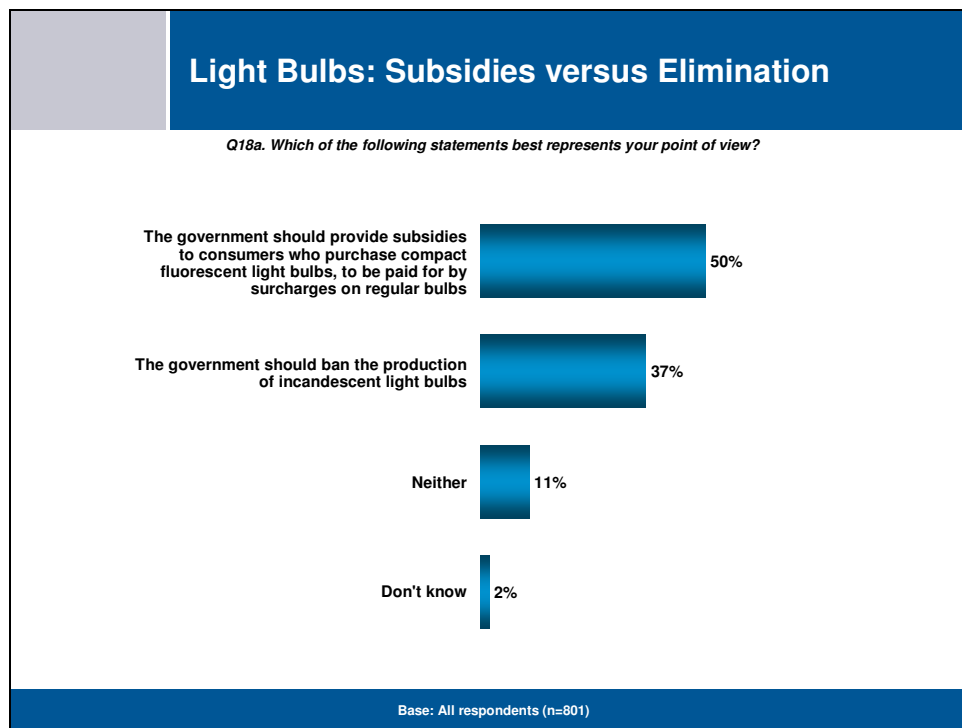
- Albertans who live on an **acreage, ranch or farm** are *less* willing to pay for electricity from wind power (33% agree) than those living in towns and cities. Conversely, **university** educated Albertans (58% agree), those associated with an **environmental organization** (68% agree) and those **left of centre** (67%) are the *most* willing to pay more.

Light Bulbs: Subsidies versus Elimination

With regard to light bulbs, Albertans favour subsidies and surcharges over an outright ban.

When asked to choose between two statements, exactly half (50%) of Albertans say the government should provide subsidies to consumers who purchase compact fluorescent light bulbs, to be paid for by surcharges on regular bulbs, while 37% say the government should ban the production of incandescent light bulbs; one-in-ten (11%) do not agree with either option.

Support for subsidies is significantly higher among Albertans aged 18 to 34 (58%) than their counterparts aged 35 or older (46%).

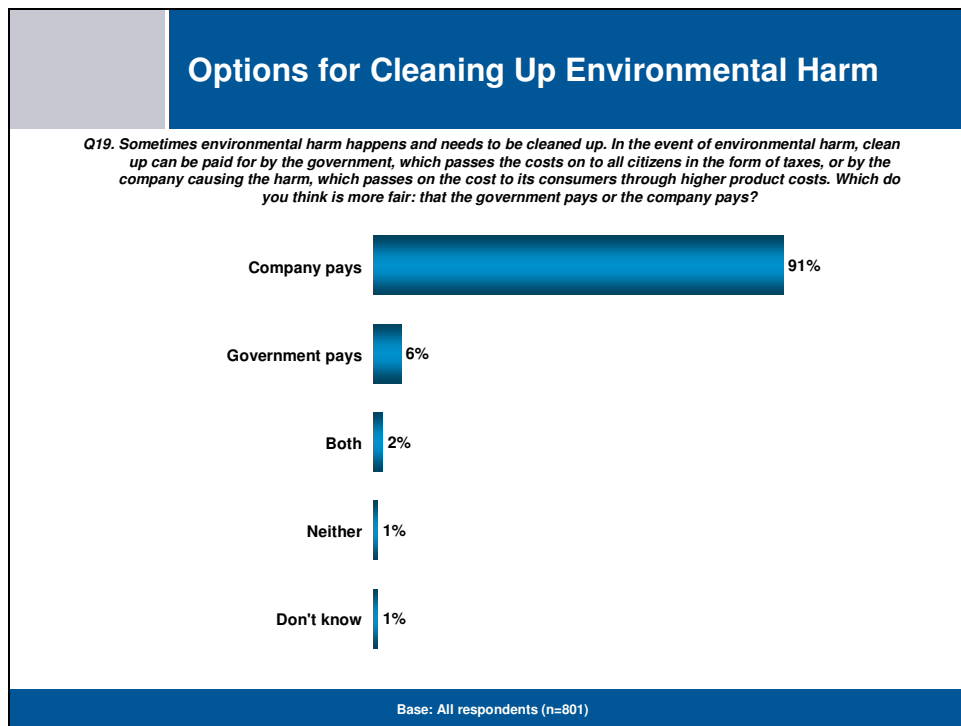


Options for Cleaning Up Environmental Harm

Albertans place the responsibility for cleaning up environmental harm on the company causing the harm; there exists a strong sentiment that the polluter should pay.

Respondents were asked: *'Sometimes environmental harm happens and needs to be cleaned up. In the event of environmental harm, clean up can be paid for by the government, which passes the costs on to all citizens in the form of taxes, or by the company causing the harm, which passes on the cost to its consumers through higher product costs. Which do you think is more fair?'*

There is near universal agreement (91%) that the company should pay.

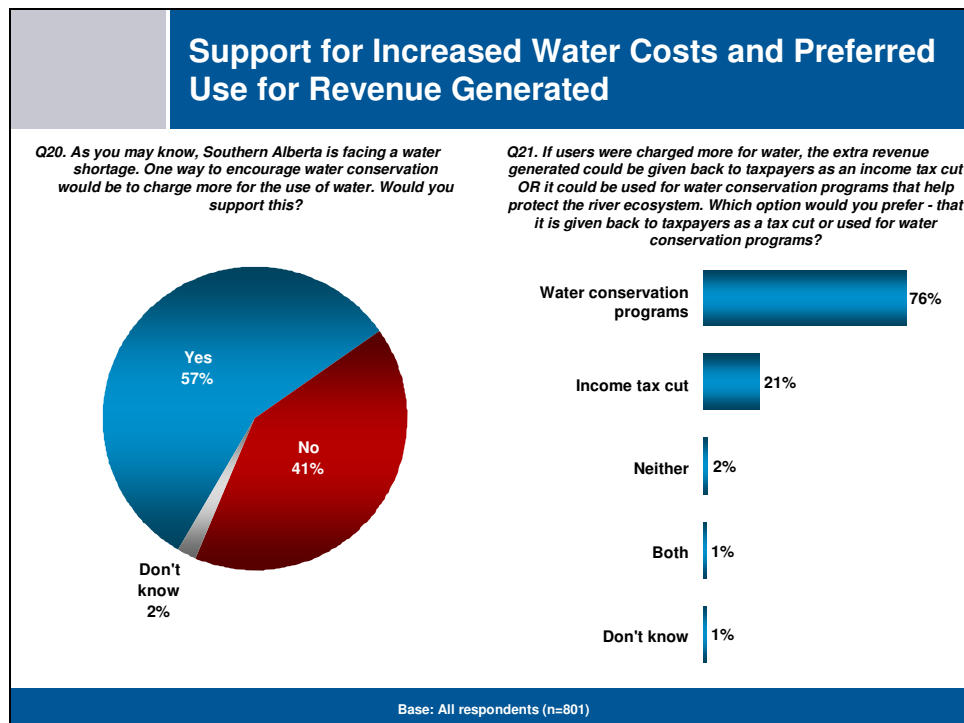


Attitudes Towards Increased Water Costs

Albertans are somewhat divided in their support for increased water costs, but have a definite preference for water conservation programs over tax cuts from the extra revenue that would be generated.

Overall, 57% of Albertans would support charging more for the use of water as a means to combat the water shortage in Southern Alberta, while four-in-ten (41%) would not support the initiative. Support is significantly higher among university educated Albertans (67%), affluent Albertans with a household income of \$150K or higher (73%) and those who are left of centre on the political spectrum (71%).

Three-quarters (76%) would prefer that the extra revenue generated be used for water conservation programs, while one-in-five (21%) would prefer an income tax cut. Preference for water conservation programs increases to 85% among Albertans associated with an environmental organization as well as those left of centre.



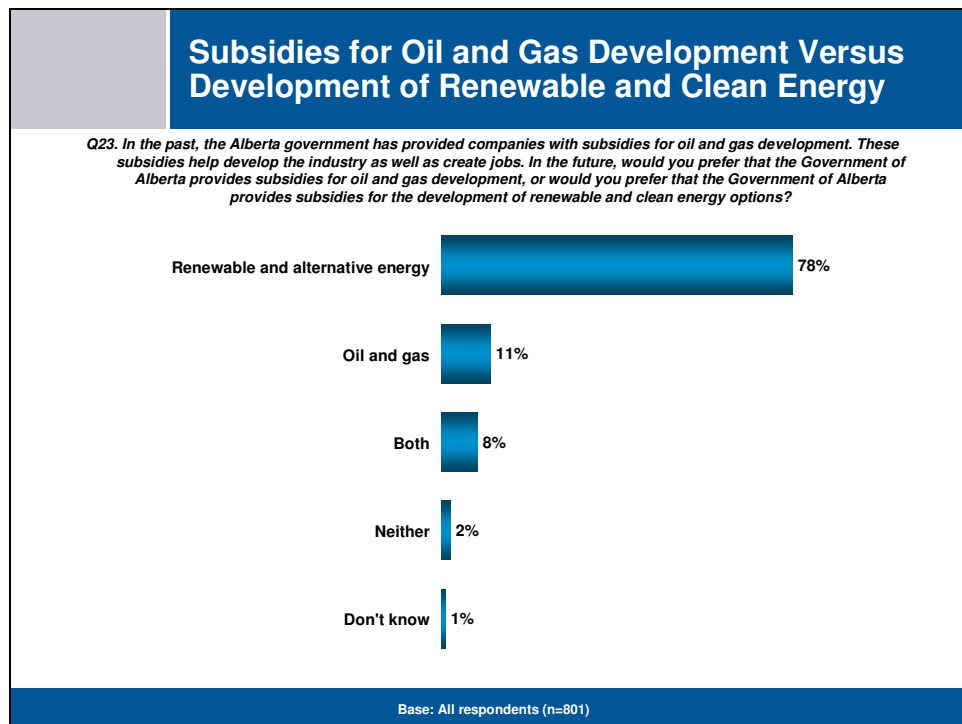
Development Subsidies: Oil and Gas versus Renewable and Clean Energy

Preference for subsidies for oil and gas development in the future is low – when asked to choose, the clear preference is subsidies for the development of renewable and clean energy.

Respondents were asked: *In the past, the Alberta government has provided companies with subsidies for oil and gas development. These subsidies help develop the industry as well as create jobs. In the future, would you prefer that the Government of Alberta provides subsidies for oil and gas development, or would you prefer that the Government of Alberta provides subsidies for the development of renewable and clean energy options?*

Eight-in-ten (78%) Albertans say they would prefer that the government provide subsidies for the development of renewable and clean energy options, while about one-in-ten prefer subsidies for oil and gas development (11%) and 8% say both.

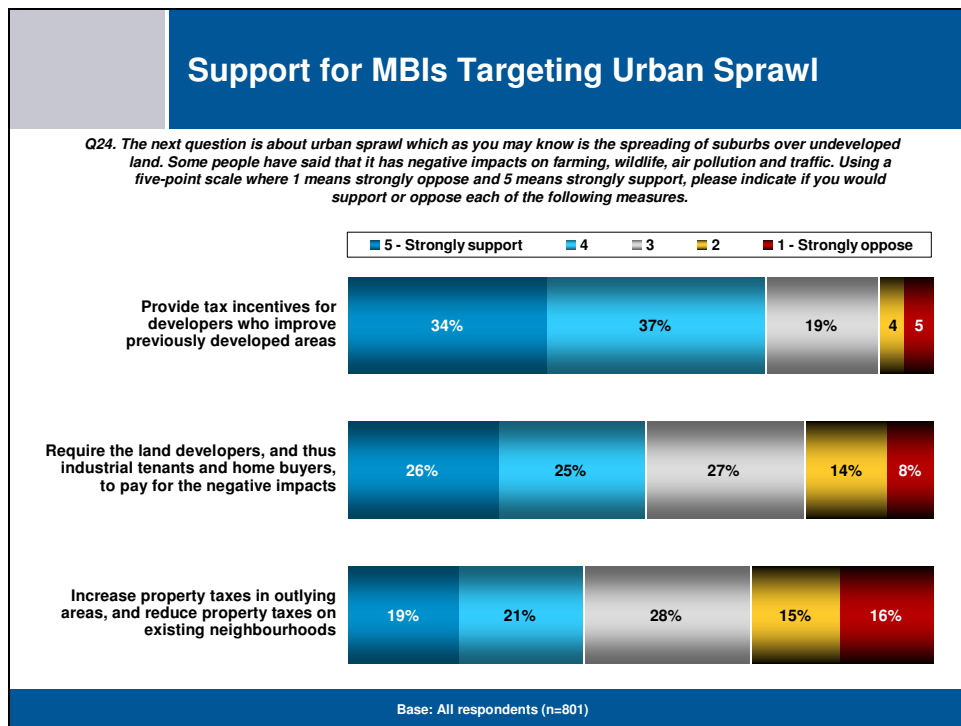
Preference for subsidies for oil and gas development is significantly higher among Calgarians (16% vs. 8% Edmonton and other Alberta) and Albertans with a household income of \$150K or higher (21%). Conversely, support for the development of renewable and clean energy increases as one moves from right to left on the political spectrum (right of centre 67% vs. centre 79% vs. left of centre 90%).



Support for MBIs Targeting Urban Sprawl

Support is strong for MBIs targeting developers but lessens as homeowners are directly impacted.

Seven-in-ten (71%) Albertans would support providing tax incentives for developers who improve previously developed areas, while just 9% would oppose such an initiative. Support drops to 51% and opposition rises to 22% for an MBI requiring land developers, and thus industrial tenants and home buyers, to pay for the negative impacts of urban sprawl. When it comes to increasing property taxes in outlying areas and reducing them in existing neighbourhoods, Albertans are divided – 41% would support this measure to reduce urban sprawl while 31% would oppose it.



Demographically:

- Support for tax incentives is significantly *higher* among **university** educated Albertans (81%) and those **left of centre** on the political spectrum (82%).
- Support for land developers paying for the negative impacts is *higher* among Albertans aged **55 or older** (60%), those with a **university** degree (59%) and those **left of centre** (61%).
- Support for variable property tax rates is highest among **university** educated Albertans (51%) and those **left of centre** on the political spectrum (50%).

SPECIFICALLY ABOUT ENVIRONMENTAL EDUCATION

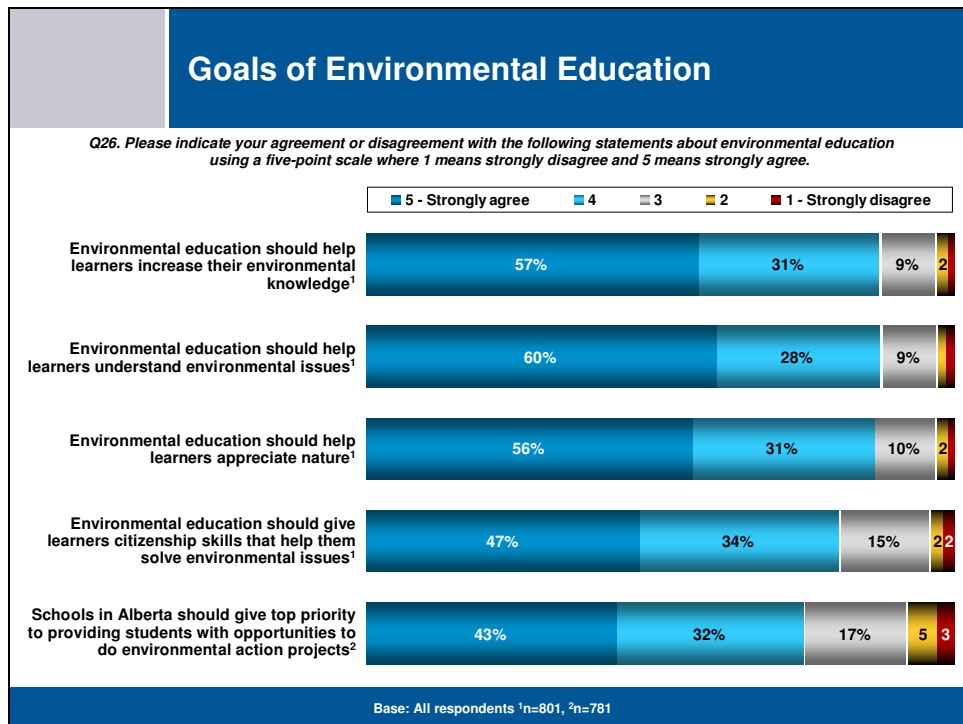
Goals of Environmental Education

Albertans agree with all five goals of environmental education assessed – knowledge, issues, appreciation of nature, citizenship skills and action projects.

Three-quarters or more of Albertans agree with all five statements regarding environmental education. Given the solid support, it is useful to look at the intensity of ratings – that is, *strongly* agree responses.

More than half of Albertans *strongly* agree that environmental education should help learners: understand environmental issues (60%), increase their environmental knowledge (57%) and appreciate nature (56%). Though still high, comparatively lower is agreement that environmental education should give learners citizenship skills that help them solve environmental issues (47% *strongly* agree) and that schools in Alberta should give top priority to providing students with opportunities to do environmental action projects (43% *strongly* agree).

Agreement tends to be higher among females, university educated Albertans and those who consider themselves to be left of centre.

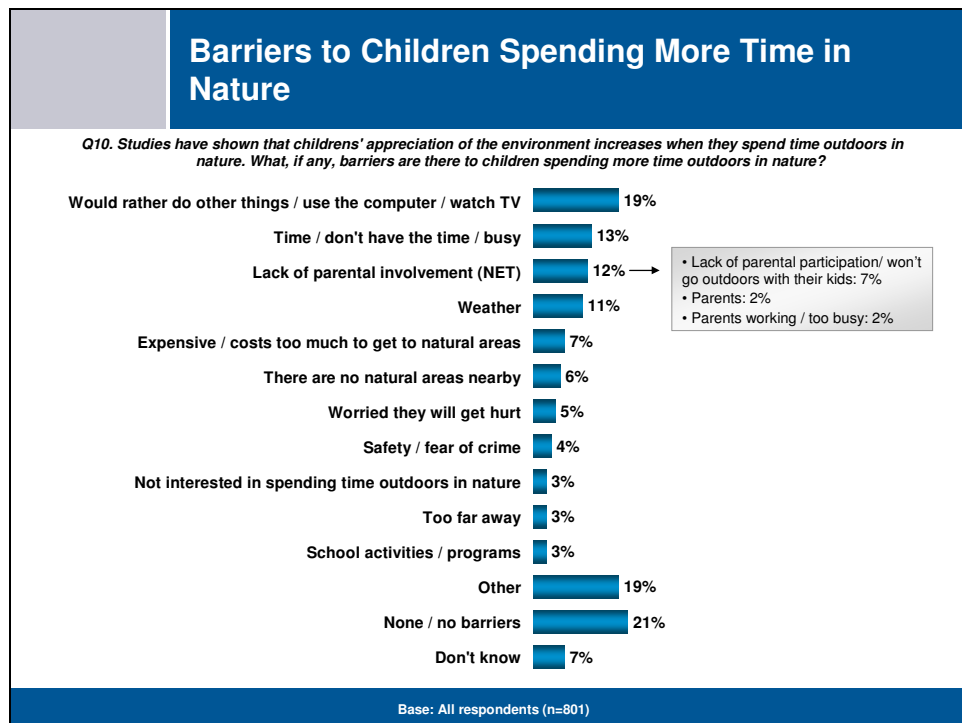


Barriers to Children Spending More Time in Nature

Albertans identify lack of interest, lack of time, access to natural areas, lack of parental involvement, weather and safety as the main barriers to children spending more time in nature.

When asked what barriers exist to children spending more time outdoors in nature, one-in-five (21%) Albertans say none/there are no barriers. The most frequent barriers identified include: lack of interest (would rather do other things – 19%, not interested in spending time outdoors in nature – 3%); lack of time (time/don't have time – 13%, school activities/programs – 3%); access to natural areas (expensive/costs too much to get to natural areas – 7%, there are no natural areas nearby – 6%, too far away -3%); lack of parental involvement (12%); weather (11%); and, safety (worried they will get hurt – 5%, safety/fear of crime – 4%).

The three most frequent responses among parents are time/don't have the time (17%), they would rather do other things (15%) and weather (14%).



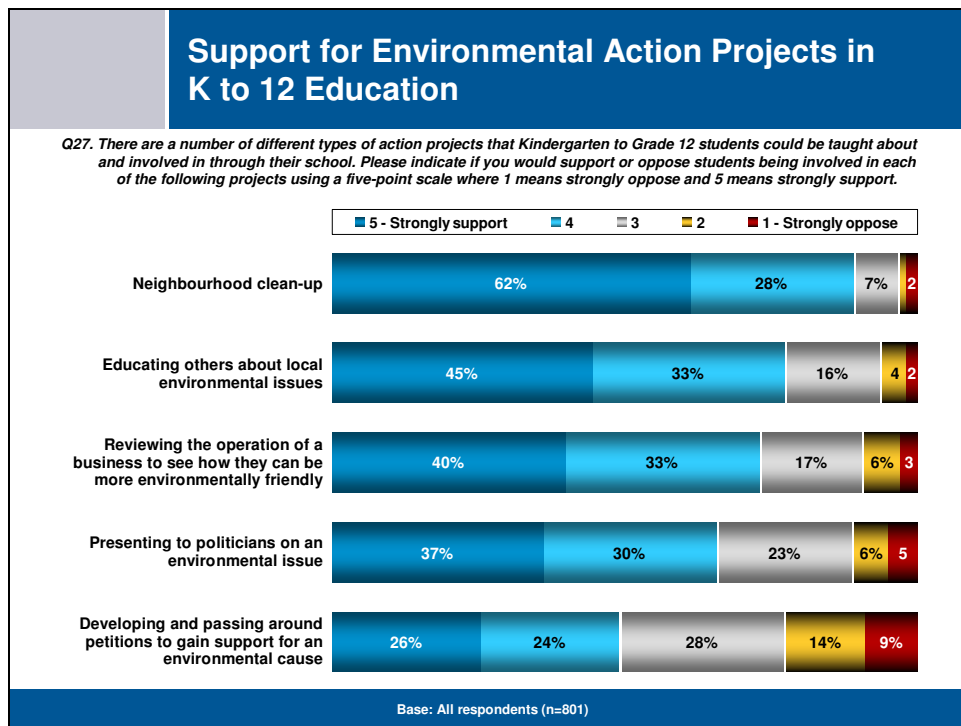
Support for Environmental Action Projects in K to 12 Education

One-half or more of Albertans support all five public action projects assessed, although as the ‘activism’ of projects intensifies, support tends to diminish.

Support for K to 12 students’ involvement in neighbourhood clean-ups is near universal (90% support, 3% oppose). Strong support is also expressed for K to 12 students educating others about local environmental issues (78% support, 6% oppose) and reviewing the operation of a business to see how they can be more environmentally friendly (73% support, 9% oppose).

Just slightly lower is support for presenting to politicians on an environmental issue (67% support, 11% oppose). Notably lower, however, is support for passing around petitions to gain support for an environmental cause – half (50%) support K to 12 students being involved in this activity while one-quarter (23%) voice opposition.

Agreement tends to be higher among females, Albertans associated with an environmental organization and those who consider themselves to be left of centre.



APPENDIX A: DEMOGRAPHICS

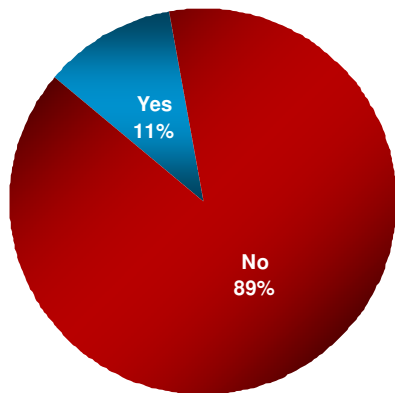
Association with Environmental Organizations and Political Leaning

Overall, 11% of Albertans say they are a member of, or associated with, an environmental organization. Affiliation with an environmental organization is significantly higher among:

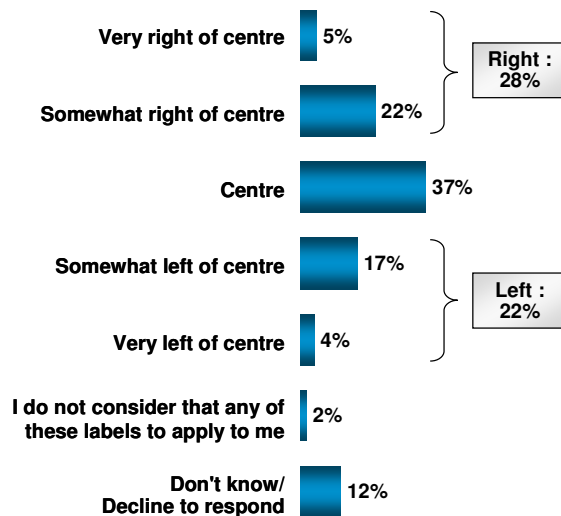
- University educated Albertans (16%);
- Those with a household income of \$150K or more (17%); and,
- Albertans who consider themselves to be left of centre on the political spectrum (19%).

Base: All respondents (n=801)

Q29. Are you a member of, or associated with, any environmental organization?

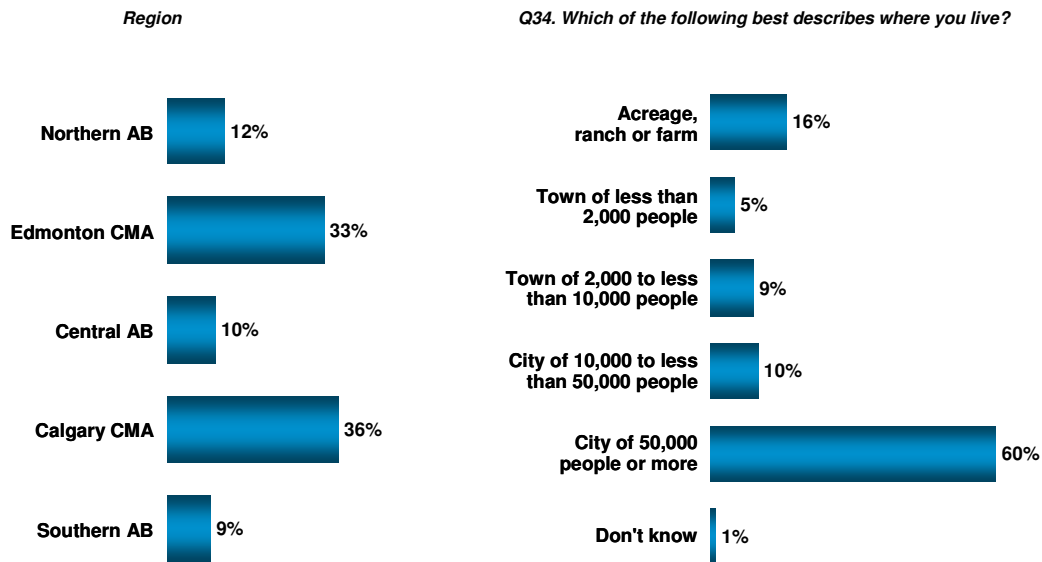


Q36. In politics we often hear people describe themselves being 'right of centre' or 'left of centre.' Would you place yourself very right of centre, somewhat right of centre, in the centre, somewhat left of centre or very left of centre?



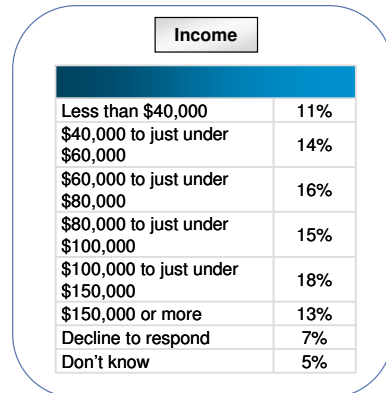
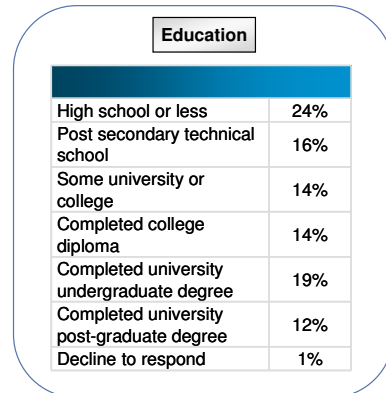
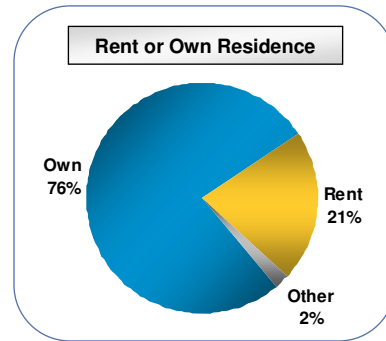
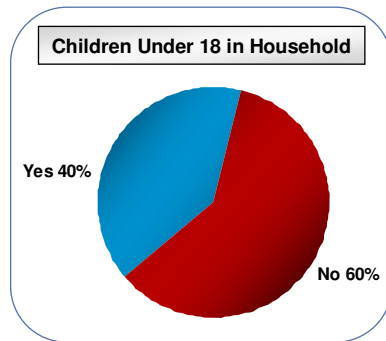
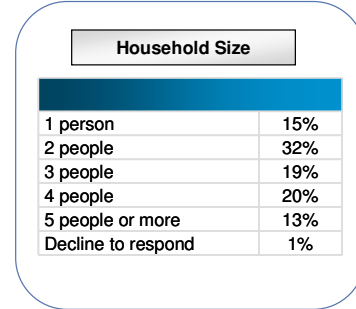
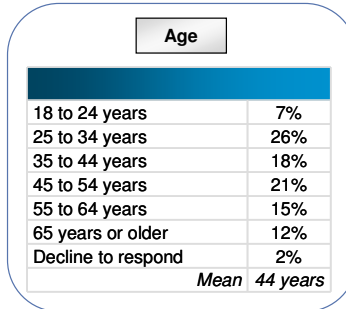
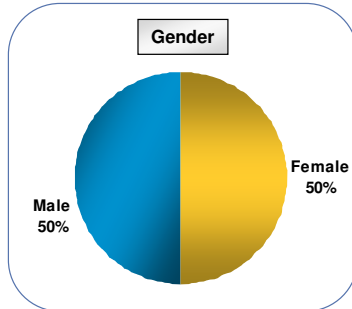
Region and Community Size

Base: All respondents (n=801)



Gender, Age, Household Characteristics, Education and Income

Base: All respondents (n=801)



APPENDIX B: QUESTIONNAIRE

**Alberta Council for Environmental Education:
Provincial Polling on Environmental Education and Market-Based Instruments
– FINAL Questionnaire –
January 13, 2009**

INTRODUCTION

Hello, my name is (FIRST NAME) and I'm calling from Ipsos Reid the national public opinion research company. I am not selling anything. Today we are conducting a survey about the environment and would like to include your views. Please be assured that all your responses are confidential, and you will not be personally identified.

(IF NECESSARY – THAT IS, IF SPECIFICALLY ASKED: This survey is being conducted for the Alberta Council for Environmental Education, a not-for-profit society with the goal of advancing environmental education in Alberta.)

(IF NECESSARY – THAT IS, IF SPECIFICALLY ASKED: This survey is not sponsored by any political party or the Government of Alberta.)

(IF NECESSARY: This survey will take approximately 15 minutes to complete, depending on your answers.)

For this survey, we would like to speak to the person in your household who is 18 years of age or older, and who has had the most recent birthday. Would that be you?

Yes

No

IF YES, CONTINUE

IF NO, ALLOW RESPONDENT TO SEEK THE HOUSEHOLD MEMBER WITH THE NEXT BIRTHDAY AND REINTRODUCE

RECORD GENDER (DO NOT ASK)

Male

Female

ATTITUDES AND VALUES TOWARDS THE ENVIRONMENT

1. How would you rate the overall quality of the environment in Alberta today? Would you say excellent, good, fair or poor?

Excellent
Good
Fair
Poor

2. Looking into the future twenty years from now do you think that the overall state of Alberta's environment will improve a lot, improve a little, stay the same, worsen a little, or worsen a lot?

Improve a lot
Improve a little
Stay the same
Worsen a little
Worsen a lot

PRACTICE OF, PERCEIVED EFFECTIVENESS OF, AND BARRIERS/INCENTIVES TO, ENVIRONMENTAL BEHAVIOURS

3. How would you rate the performance of individual Albertans as a whole when it comes to protecting the environment? Would you say they do a very good job, somewhat good job, somewhat poor job or very poor job?

Very good job
Somewhat good job
Somewhat poor job
Very poor job

4. How would you rate your own personal performance when it comes to protecting the environment? Would you say you do a very good job, somewhat good job, somewhat poor job or very poor job?

Very good job
Somewhat good job
Somewhat poor job
Very poor job

5. What, if any, challenges prevent **you** personally from doing more to protect the environment?
(DO NOT READ LIST. ACCEPT ALL RESPONSES. DO NOT PROBE.)

Time / Don't have the time

Expensive / Costs too much / Don't have the money

Discouraged / Won't make a difference/ Why should I act when others don't/ Nobody else does anything

Why should I act when the government doesn't/ Government should be doing more

Why should I act when businesses don't/ Business should be doing more

Don't know enough/ don't have enough information about what do

I'm already doing everything I can do/ am willing to do

None/ Nothing/ No challenges

Other (Specify)

8. How confident are you that your personal actions to protect the environment actually make a difference? Would you say very confident, somewhat confident, not very confident or not at all confident?

Very confident

Somewhat confident

Not very confident

Not at all confident

10. Studies have shown that childrens' appreciation of the environment increases when they spend time outdoors in nature. What if any barriers are there to children spending more time outdoors in nature? (DO NOT READ LIST. ACCEPT ALL RESPONSES. PROBE ONCE ONLY – CLARIFY IF NECESSARY.)

Time / don't have the time / busy

Too far away

Not convenient

Worried they will get hurt

Expensive / costs too much to get to natural areas

Don't know how to deal with natural hazards

There are no natural areas nearby

Not sure what activities to do in nature

Not interested in spending time outdoors in nature

They would rather do other things / use the computer / watch TV

None/ Nothing/ No barriers

Other (Specify)

KNOWLEDGE OF ENVIRONMENTAL ISSUES

11. How much do you feel you know personally about the following environmental issues and problems? Please use a five-point scale where 1 means you know very little and 5 means you know a great deal.

[RANDOMIZE ORDER]

Pollution of water in Alberta
Endangered species in Alberta
Scarcity of water in some parts of Alberta
Urban sprawl around Alberta towns and cities
Global climate change

[1 TO 5 SCALE]

KNOWLEDGE OF ACTION SKILLS

12. To what degree do you feel you know enough to take each of the following actions? Please use a five-point scale where 1 means you are not at all knowledgeable and 5 means you are very knowledgeable.

[RANDOMIZE ORDER]

Maximize energy efficiency in your home
Reduce water consumption in and around your home
Reduce the amount of household garbage you generate in your home
Change your diet to minimize your environmental impact
Write an effective letter to the editor about an environmental issue
Communicate your environmental concerns to a political representative
Organize community action to protect your local environment
Maintain or restore wildlife habitat in your area
Encourage workplace practices that benefit the environment

[1 TO 5 SCALE]

13. To what degree do you feel you actually DO these things? Please use a five-point scale where 1 means you don't do it at all and 5 means you do it as much as you possibly can.

[RANDOMIZE ORDER]

Maximize energy efficiency in your home
Reduce water consumption in and around your home
Reduce the amount of garbage you generate in your home
Write a letter to the editor about an environmental issue
Communicate your environmental concerns to a political representative
Organize community action to protect your local environment
Maintain or restore wildlife habitat in your area
Encourage workplace practices that benefit the environment

[1 TO 5 SCALE]

14. If you and many of your neighbours oppose something that has just been proposed by your Municipal Council, which one of the following actions would be the most effective to **stop** Council from proceeding? **[READ LIST]**

Writing an individual letter to a national newspaper

Organizing your neighbours into a group, and **making** a presentation to your municipal council

Raising funds so that you can hire a lawyer

ENVIRONMENTAL KNOWLEDGE

15. For each of the following statements, please indicate whether you believe the statement is completely true, mostly true, mostly false, or completely false.

[RANDOMIZE ORDER]

Albertan consumption of water is above average on a global scale

Most of Alberta's electrical energy is generated by burning coal

Recycling all your paper and tins helps the environment more than moving to a smaller more fuel-efficient home

The main reason we have endangered species is because of overhunting

Completely True

Mostly True

Mostly False

Completely False

Not Sure

ATTITUDES AND VALUES TOWARDS THE ENVIRONMENT, AND BARRIERS/INCENTIVES TO ENVIRONMENTAL BEHAVIOURS

16. I'm going to read you some statements people have made about the environment in general. For each one, please tell me if you agree or disagree using a five-point scale where 1 means strongly disagree and 5 means strongly agree.

[RANDOMIZE ORDER]

Protecting the natural environment is important to my health

If humans need to develop in a natural area they should be able to, regardless of the impact on wildlife

It is important that governments in Alberta take measures to reduce urban sprawl

It is possible to have a strong economy in Alberta while protecting the environment

Living a green lifestyle is too expensive

I know enough to make well-informed choices on environmental issues

Environmental issues are not as important as the global economic crisis

More government action is needed to solve the environmental problems facing Alberta

Hearing about solutions to environmental problems makes me feel more hopeful about the future

It's time for us to get more radical when it comes to the environment

Environmental issues will have a significant negative impact on my life

Environmental issues will have a significant negative impact on the lives of our children

[1 TO 5 SCALE]

MARKET BASED INSTRUMENTS

17. Please indicate your agreement or disagreement with the following statements using a five-point scale where 1 means strongly disagree and 5 means strongly agree.

[RANDOMIZE ORDER]

I am willing to pay more for electricity from wind power

People who pollute more should be taxed more and people who pollute less should be taxed less

Companies that pollute more should be taxed more and companies that pollute less should be taxed less

It is better to charge a flat rate for garbage collection than a variable rate that rewards waste reduction and recycling

Private companies and corporations should train their employees to solve environmental problems

A company's environmental performance is important to me when I am deciding if I want to work for them

[1 TO 5 SCALE]

18A. Which of the following statements best represents your point of view?

The government should provide subsidies to consumers who purchase compact fluorescent light bulbs, to be paid for by surcharges on regular bulbs

The government should ban the production of incandescent light-bulbs.

Neither/ I don't agree with either statement [DO NOT READ. IF VOLUNTEERED]

19. Sometimes environmental harm happens and needs to be cleaned up. In the event of environmental harm, clean up can be paid for by the government, which passes the costs on to all citizens in the form of taxes, or by the company causing the harm, which passes on the cost to its consumers through higher product costs. Which do you think is more fair: that the government pays or the company pays?

Government pays

Company pays

Both [IF VOLUNTEERED]

Neither [IF VOLUNTEERED]

20. As you may know, Southern Alberta is facing a water shortage. One way to encourage water conservation would be to charge more for the use of water. Would you support this?

Yes

No

21. If users were charged more for water, the extra revenue generated could be given back to taxpayers as an income tax cut OR it could be used for water conservation programs that help protect the river ecosystem. Which option would you prefer – that it is given back to taxpayers as a tax cut or used for water conservation programs?

Income tax cut

Water conservation programs

Both [IF VOLUNTEERED]

Neither [IF VOLUNTEERED]

23. In the past, the Alberta government has provided companies with subsidies for oil and gas development. These subsidies help develop the industry as well as create jobs. In the future, would you prefer that the Government of Alberta provides subsidies for oil and gas development, or would you prefer that the Government of Alberta provides subsidies for the development of renewable and clean energy options?

Oil and gas

Renewable and alternative energy

Both [IF VOLUNTEERED]

Neither [IF VOLUNTEERED]

24. The next question is about urban sprawl which as you may know is the spreading of suburbs over undeveloped land. Some people have said that it has negative impacts on farming, wildlife, air pollution and traffic. Using a five-point scale where 1 means strongly oppose and 5 means strongly support, please indicate if you would support or oppose each of the following measures.

[RANDOMIZE ORDER]

Require the land developers, and thus industrial tenants and home buyers, to pay for the negative impacts (ONLY IF RESPONDENT ASKS WHAT WE MEAN BY NEGATIVE IMPACTS: Some people have said that it has negative impacts on farming, wildlife, air pollution and traffic.)

Increase property taxes in outlying areas, and reduce property taxes on existing neighbourhoods

Provide tax incentives for developers who improve previously developed areas

[1 TO 5 SCALE]

SPECIFICALLY ABOUT ENVIRONMENTAL EDUCATION

26. Please indicate your agreement or disagreement with the following statements about environmental education using a five-point scale where 1 means strongly disagree and 5 means strongly agree.

[RANDOMIZE ORDER]

Environmental education should help learners appreciate nature

Environmental education should help learners increase their environmental knowledge

Environmental education should help learners understand environmental issues

Environmental education should give learners citizenship skills that help them solve environmental issues

Schools in Alberta should give top priority to providing students with opportunities to do environmental action projects

[1 TO 5 SCALE]

27. There are a number of different types of action projects that Kindergarten to Grade 12 students could be taught about and involved in through their school. Please indicate if you would support or oppose students being involved in each of the following projects using a five-point scale where 1 means strongly oppose and 5 means strongly support.

[RANDOMIZE ORDER]

Neighbourhood clean-up

Reviewing the operation of a business to see how they can be more environmentally friendly

Developing and passing around petitions to gain support for an environmental cause

Educating others about local environmental issues

Presenting to politicians on an environmental issue

[1 TO 5 SCALE]

DEMOGRAPHICS

Finally, I just have a few questions to ask for our statistical calculations. Please be assured, all information will be kept completely confidential.

29. Are you a member of, or associated with, any environmental organization?

Yes

No

Decline to respond

30. In what year were you born?

RECORD NUMBER [RANGE: 1900 TO 1991]

Decline to respond

30. How many people, including yourself, live in your household?

RECORD NUMBER [RANGE 1 – 10]

Decline to respond

32. Do you have any children under the age of 18?

Yes

No

Decline to respond

33. Do you own or rent your current place of residence?

Own

Rent

Other (DO NOT READ. ONLY IF VOLUNTEERED.)

34. Which of the following best describes where you live? (READ LIST)

Live on an acreage, ranch or farm

Live in a town of less than 2,000 people

Live in a town of between 2,000 to less than 10,000 people

Live in a city of between 10 to less than 50 thousand people

Live in a city of 50 thousand people or more

Decline to respond (DO NOT READ)

35. What is the highest level of schooling that you have obtained? (READ LIST)

High school or less

Post secondary technical school

Some university or college

Completed college diploma

Completed university undergraduate degree

Completed university post-graduate degree

Decline to respond (DO NOT READ)

36. In politics we often hear people describe themselves being “right of centre” or “left of centre.” Would you place yourself very right of centre, somewhat right of centre, in the centre, somewhat left of centre or very left of centre?

Very right of centre

Somewhat right of centre

Centre

Somewhat left of centre

Very left of centre

I do not consider that any of these labels to apply to me [IF VOLUNTEERED]

Don't know/not sure

Decline to respond

37. Which of the following categories best describes the total annual income, before taxes, of all members of your household? Please stop me when I reach your category. (READ LIST)

Less than \$40,000

\$40,000 to just under \$60,000

\$60,000 to just under \$80,000

\$80,000 to just under \$100,000

\$100,000 to just under \$150,000

\$150,000 or more

Decline to respond (DO NOT READ)

38. In order to know how to classify your responses, could you please provide me your postal code? (IF NECESSARY: I assure you that this information will remain completely confidential. We only use it for classification purposes. IF RESPONDENT IS STILL CONCERNED, THEY CAN GIVE US THE FIRST THREE DIGITS ONLY.)

RECORD

Thank you very much for your time and co-operation. Have a nice evening.