



Commissioned by:



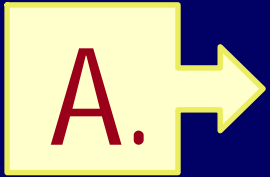
CBC,
Toronto Star,
SRC,
La Presse,
EKOS Poll

*Public Attitudes Toward
the Kyoto Protocol*



EKOS RESEARCH ASSOCIATES

June 10, 2002



Methodology



Methodology

- **Telephone surveys of the general public**
 - Most recent survey includes 1,217 completed interviews with a national random sample of Canadians 18 years of age and over (n=362 in Quebec)
 - Interview period: May 27-29, 2002
 - National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec: \pm 5.2%)
 - ✓ The margin of error increases when the results are sub-divided.
 - ✓ It should also be noted that the refusal rate and other measurement errors could also increase the margin of error.
 - Tracking results from EKOS *Rethinking Government* study
- **All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data**



B.



Highlights



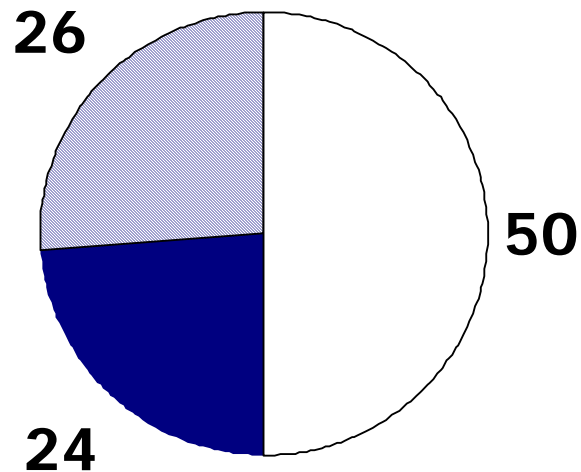
Kyoto Protocol

- About half aware/25 per cent closely following
- Strong lean to federal positions
 - Modest not disastrous economic consequences
 - Most support ratification (69 per cent); 15 per cent opposed
- Split on willingness to pay taxes
- Strong lean to action-ratification; not economic debate; more danger for foot-dragging than protracted debate
- Size of economic costs diminishes but does not eliminate majority support (up to 34 per cent abandon support with 5% reduction in standard of living)
- Good case for continued pursuit of federal strategy with a strong public hand to conclude deal with or without Alberta



Awareness of the Kyoto Protocol

Q: Do you recall having heard or read anything about the Kyoto Protocol?

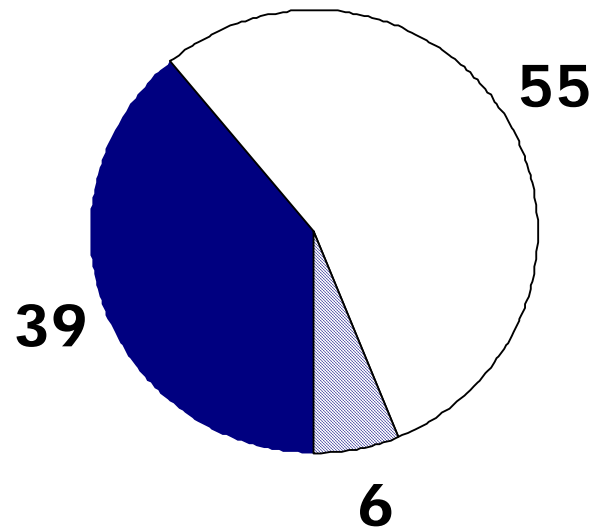


- Yes, clearly
- ▨ Yes, vaguely
- No



Global or Individual Response

Q: Some people say that the international global accord signed in Kyoto is essential for dealing with climate change and greenhouse gas emissions because this is a global problem and requires a coordinated global response. Others say that individual countries/jurisdictions are best suited to developing and delivering their own policies on the environment. Which of these statements comes closest to your own point of view?

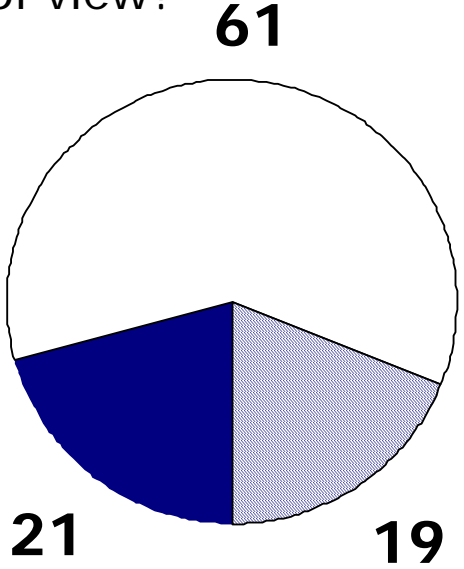


- Coordinated global response
- Individual policies on the environment
- ▨ DK/NR



Ottawa vs. Alberta Response

Q: Alberta is claiming that signing the Kyoto Protocol will have a disastrous effect on our national economy in the nature of a 5% of reduction in the Gross Domestic Product. On the other hand, the federal government says that the economic effect will probably be much more modest. Which of the position is closest to your own point of view?



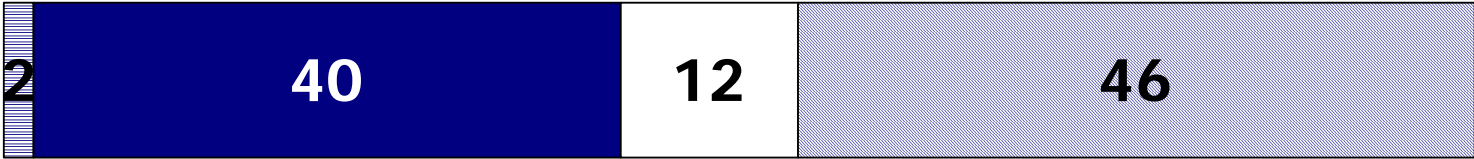
- Disastrous effect
- Much more modest effect
- ▨ DK/NR



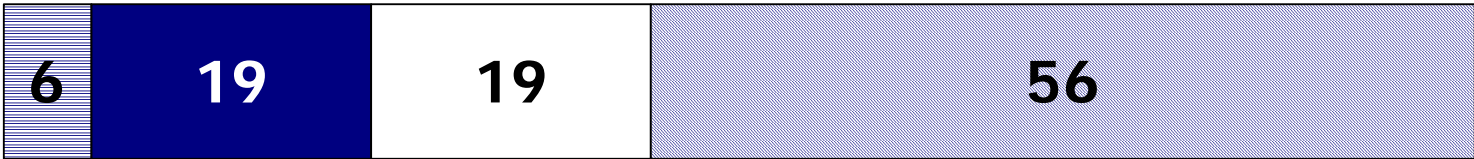
Kyoto and Economic Impact

Q: Please rate the degree to which you agree or disagree with these statements using a 7-point scale where 1 means you strongly disagree, 7 means you strongly agree, and the mid-point 4 means you neither agree nor disagree.

I would agree to an increase in taxes if the extra money was used to reduce greenhouse gas emissions and slow climate change.



I think we should move ahead with the Kyoto accord and quit wasting time debating the economic consequences.



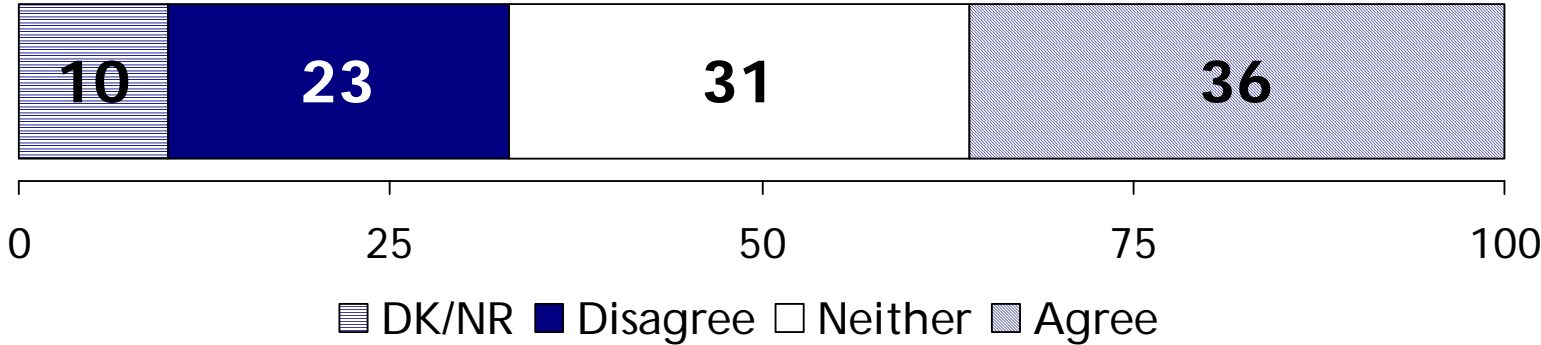
DK/NR Disagree Neither Agree



Kyoto: A False Dichotomy?

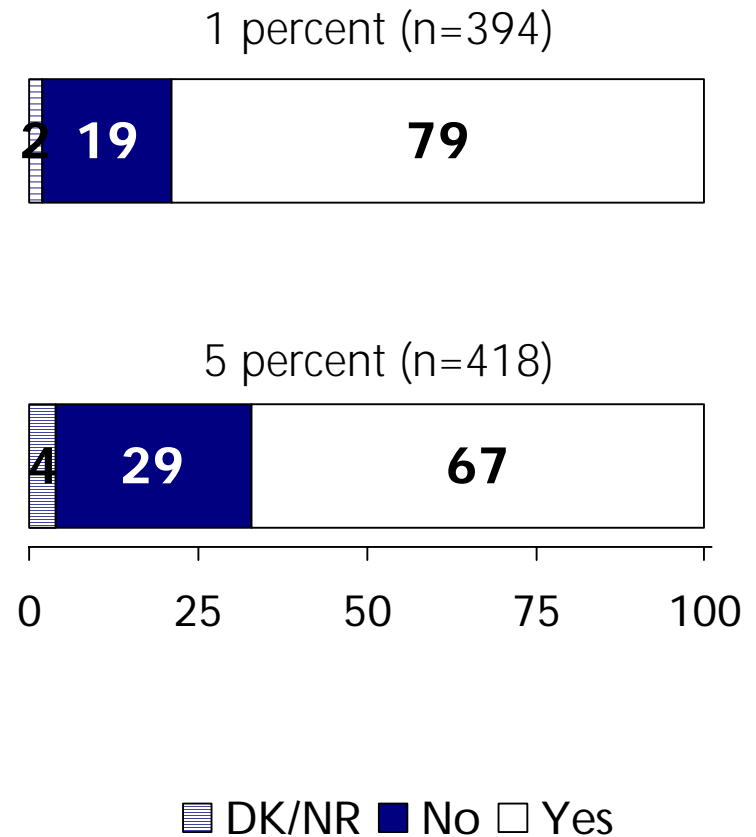
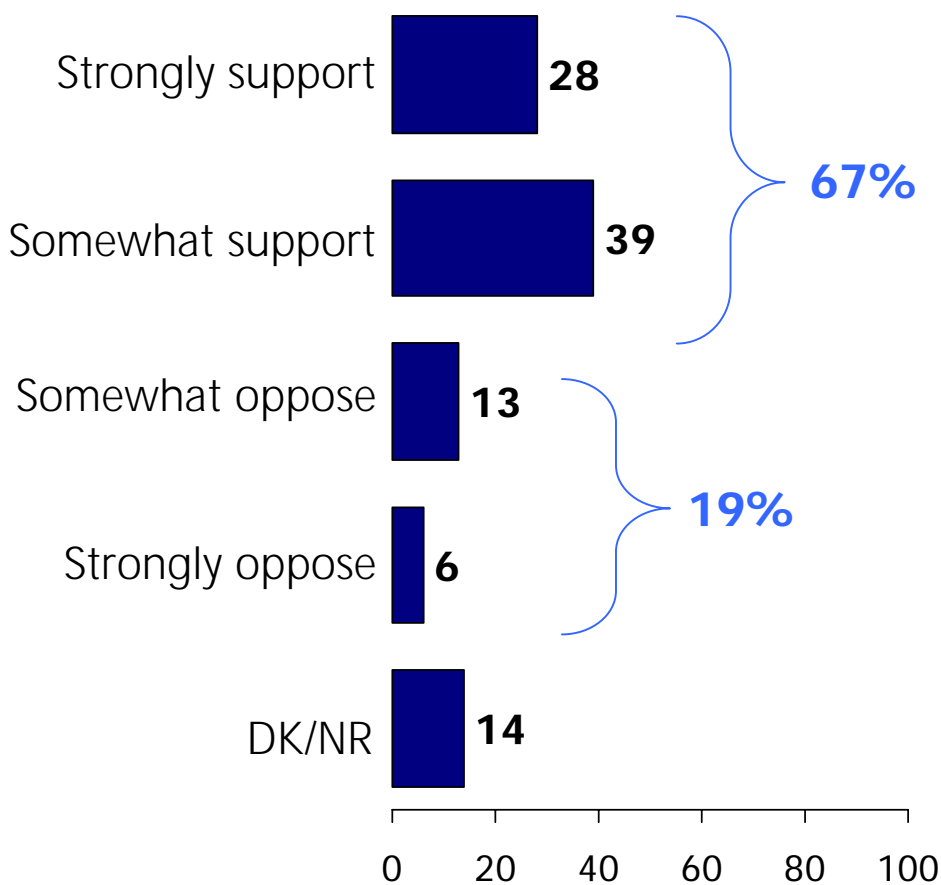
Q: Please rate the degree to which you agree or disagree with these statements using a 7-point scale where 1 means you strongly disagree, 7 means you strongly agree, and the mid-point 4 means you neither agree nor disagree.

I think that forcing a choice between the Kyoto accord and climate change is a false choice, which ignores the possibility of other options.



Support for Kyoto and Economic Trade-off

Q: Overall, do you support or oppose Canada's ratification of the Kyoto Protocol?
 [IF SUPPORT] Would you still support the Kyoto protocol if it caused a 1%/5% drop in your future standard of living?

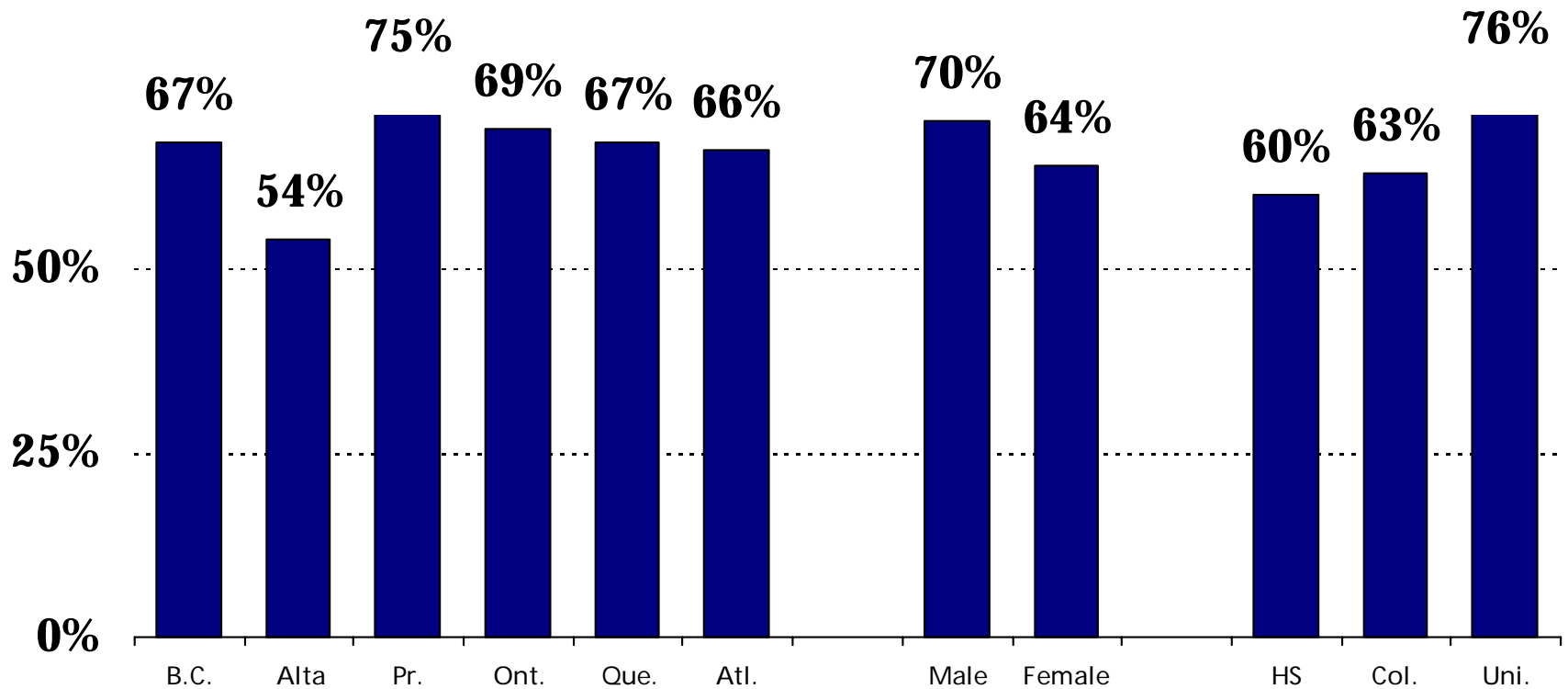


DK/NR No Yes



Support for Kyoto

Q: Overall, do you support or oppose Canada's ratification of the Kyoto Protocol?





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