



EKOS/CBC/Toronto Star/La Presse Poll

The Kyoto Accord

December 6th, 2002



EKOS RESEARCH ASSOCIATES

Methodology

■ Telephone survey of the general public

- 1205 completed interviews with a national random sample of Canadians 18 years of age and over (n=403 in Quebec)
 - ✓ Interview period: December 2-4, 2002
 - ✓ National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec: \pm 4.9%)
- 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

■ 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.



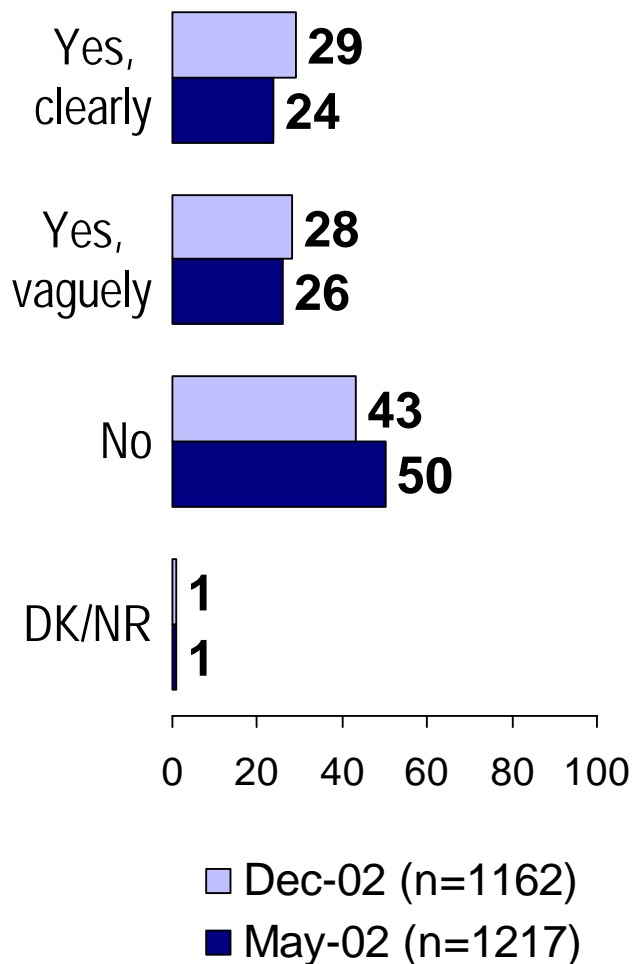
Kyoto: Six Months Later

Kyoto Protocol

- Overall Kyoto awareness moderate, up slightly since May. Kyoto support has declined 12 points and indecision is up 6 points among those familiar with the accord
- Health and quality of air impacts seen as very positive; jobs/economy impacts mixed and uncertain
- Support is fairly robust with respect to costs. A one per cent decline in GDP loses 8 per cent of supporters (less than the loss in our Spring survey). A more catastrophic five per cent decline causes a significant 16 per cent response
- The regional fault lines, which were modest in May have widened dramatically. Alberta support has plummeted and it now leads an East-West fracture which has the danger of exploding into a future bout of Western alienation

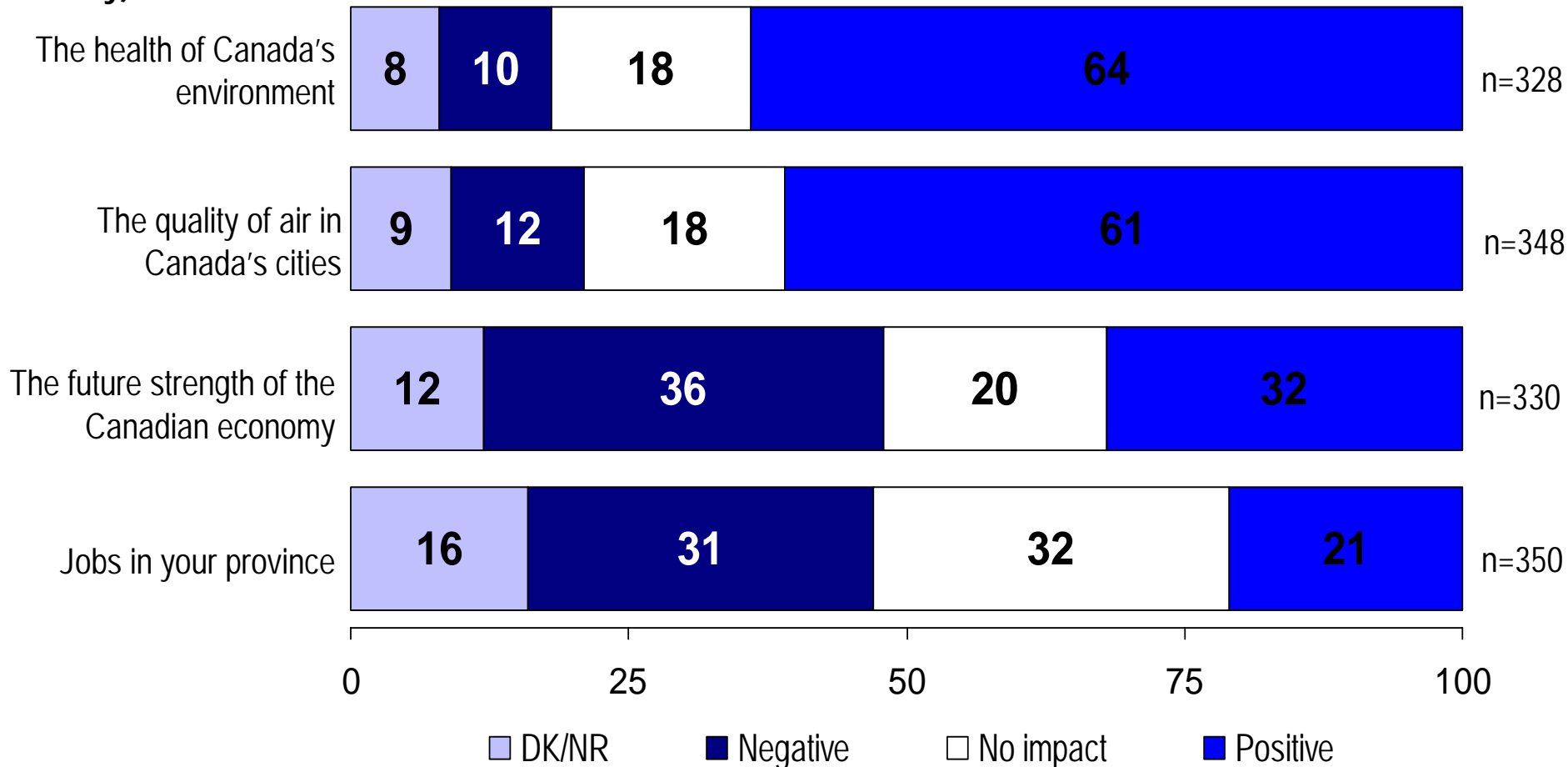
Awareness of Kyoto

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



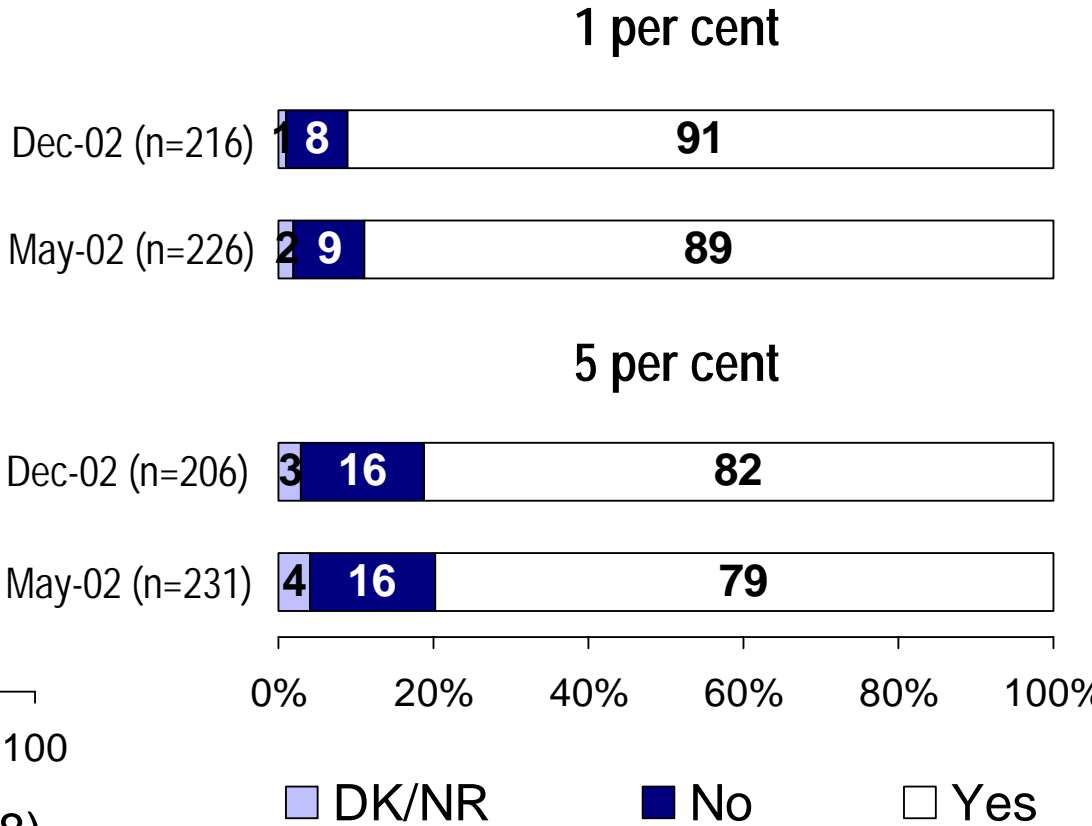
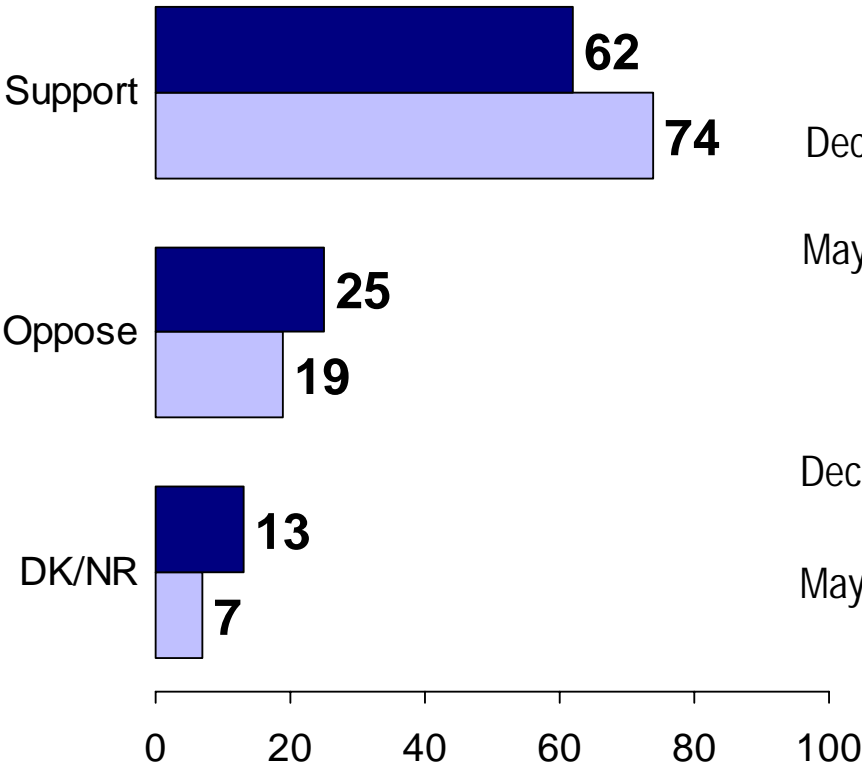
Impact of the Kyoto Protocol

Q: What impact do you think ratifying the Kyoto protocol will have in each of the following areas? Please use a 7-point scale where 1 means an extremely negative impact, 7 means an extremely positive impact and the mid-point 4 means no real impact. **(Filter: respondents aware of the Kyoto Protocol only)**



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 per cent/5 per cent drop in your future standard of living? (Filter: respondents aware of the Kyoto Protocol only)



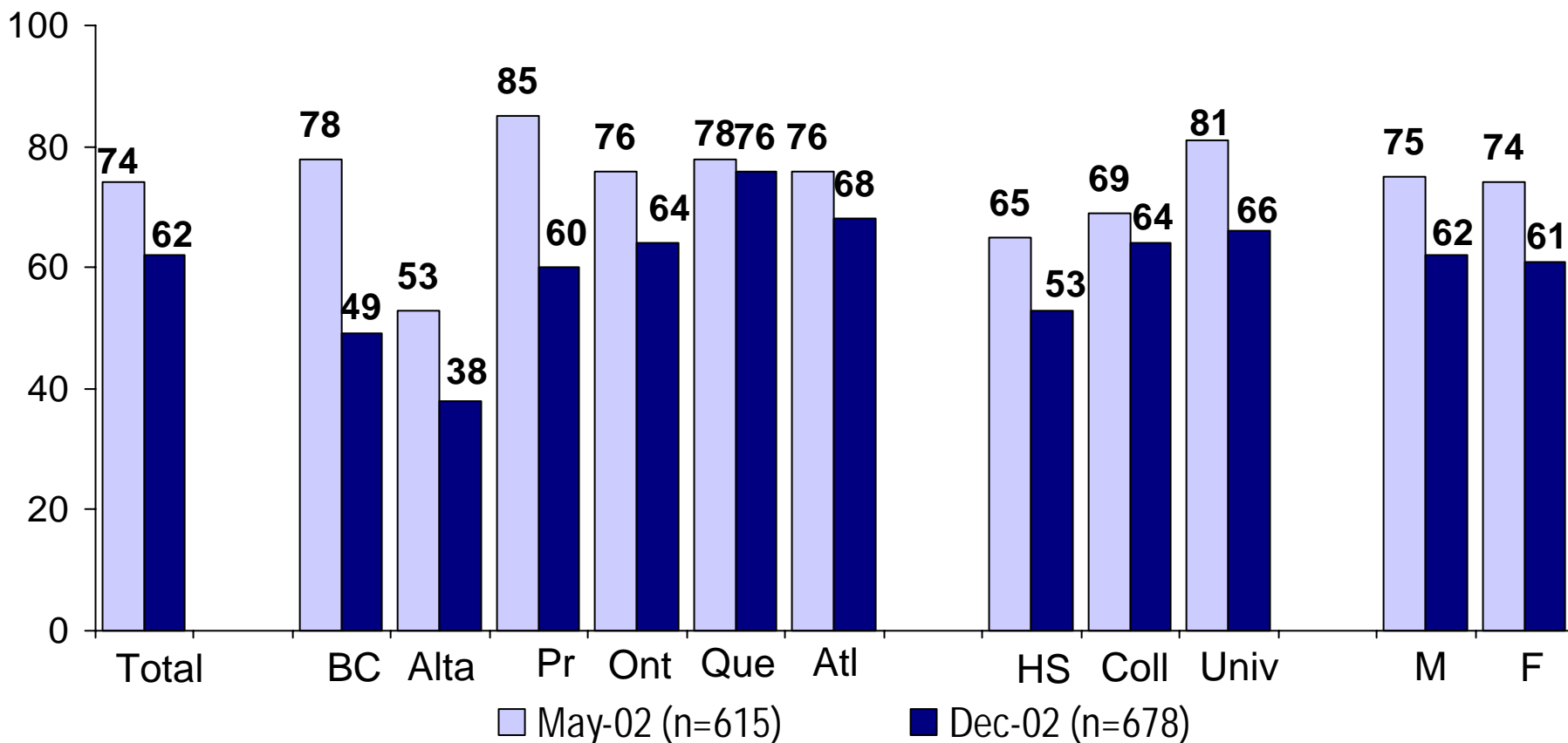
■ May-02 (n=615) ■ Dec-02 (n=678)

■ DK/NR ■ No □ Yes

Regional and Demographic Support for Kyoto

Q: Overall, do you support or oppose Canada's ratification of the Kyoto Protocol?
 (Filter: respondents aware of the Kyoto Protocol only)

% who support





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