

PUBLIC PERSPECTIVES



**Environmental Issues Continue
to Take Backseat to Others**

**Climate Change and Waste Top
Environmental Issues**

June 2018



GENERAL THEMES FROM THE DATA ARE...

ENVIRONMENTAL ISSUES TRAIL OTHERS ON THE ISSUE AGENDA

Initiatives to address environmental issues, including climate change, continue to be challenged by their perceived urgency among the public. Climate change and environmental issues rank near the bottom of the pack of national priority issues worldwide. For Canadians, they rank in the middle of national priorities, but are still not within the top 5.

AMONG ENVIRONMENTAL ISSUES, CLIMATE CHANGE AND WASTE MANAGEMENT ARE BIGGEST CONCERNS

Climate change and dealing with waste are the top environmental issues among Canadians. Wildlife preservation and over-packaging are somewhat higher in Canada than worldwide; air pollution, deforestation, and over-population are somewhat lower.

Any debate about the source of climate change among Canadians can be put to bed. Canadians agree with citizens worldwide that the climate is changing, and most associate this with human activity.

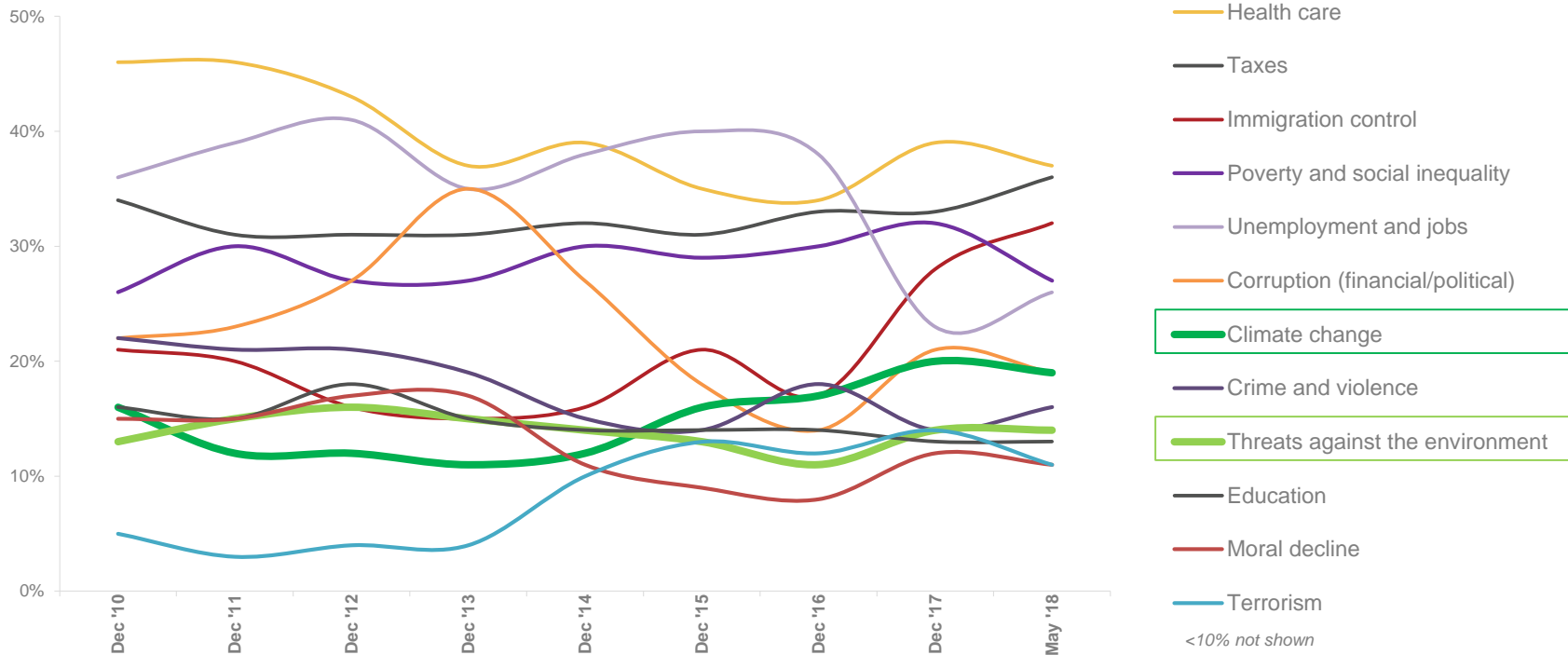
PLASTIC PACKAGING IS A GROWING CONCERN

While over-packaging is a mid-level environmental issue overall, plastic packaging is a significant concern among Canadians. Preferred remedies vary, with the top three being:

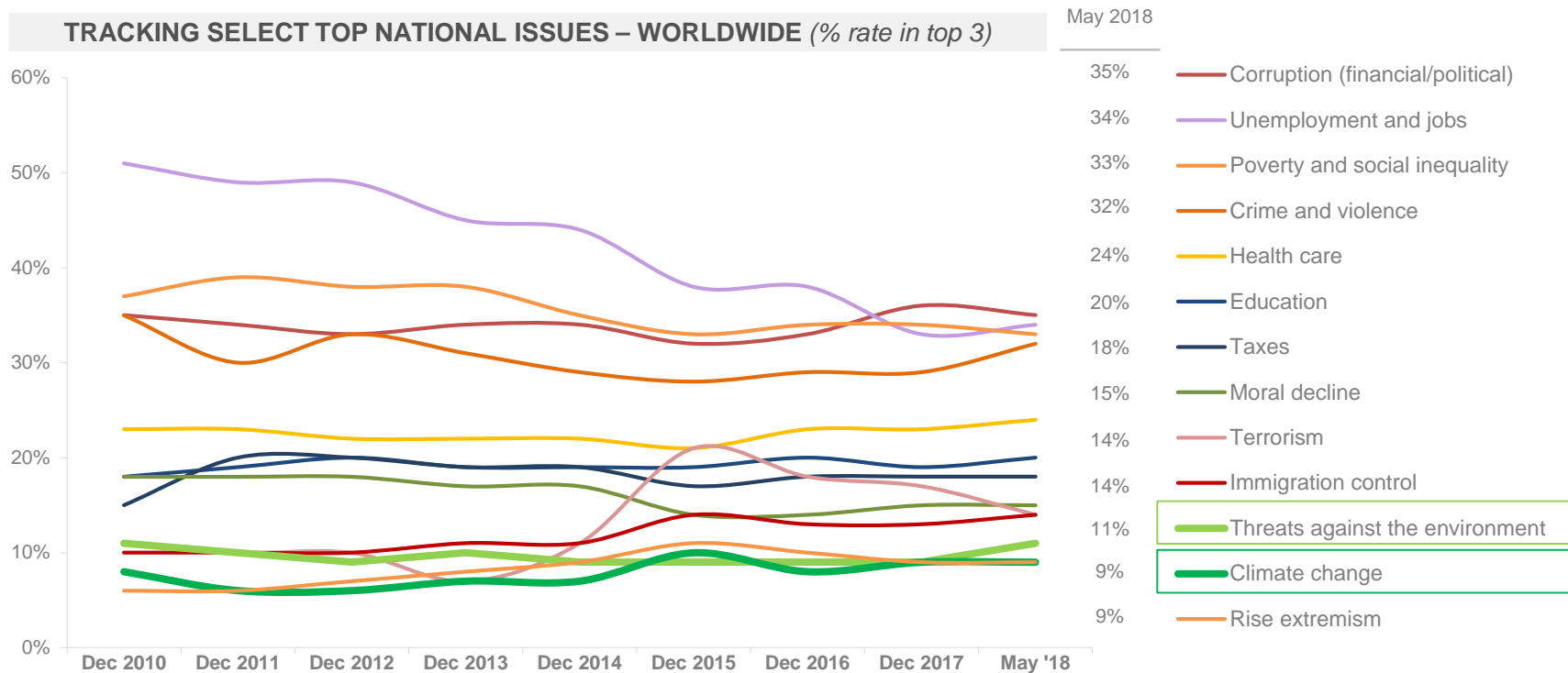
- Forcing local government to spend more on recycling so that a wider range of items can be recycled
- Higher taxes on supermarkets/shops which use a lot of packaging that cannot be recycled
- A tax on containers such as plastic drink bottles and disposable coffee cups that cannot be recycled,

CLIMATE CHANGE AND ENVIRONMENTAL ISSUES RANK IN THE MIDDLE OF NATIONAL PRIORITY ISSUES FOR CANADIANS

TRACKING SELECT TOP NATIONAL ISSUES – CANADA (% rate in top 3)

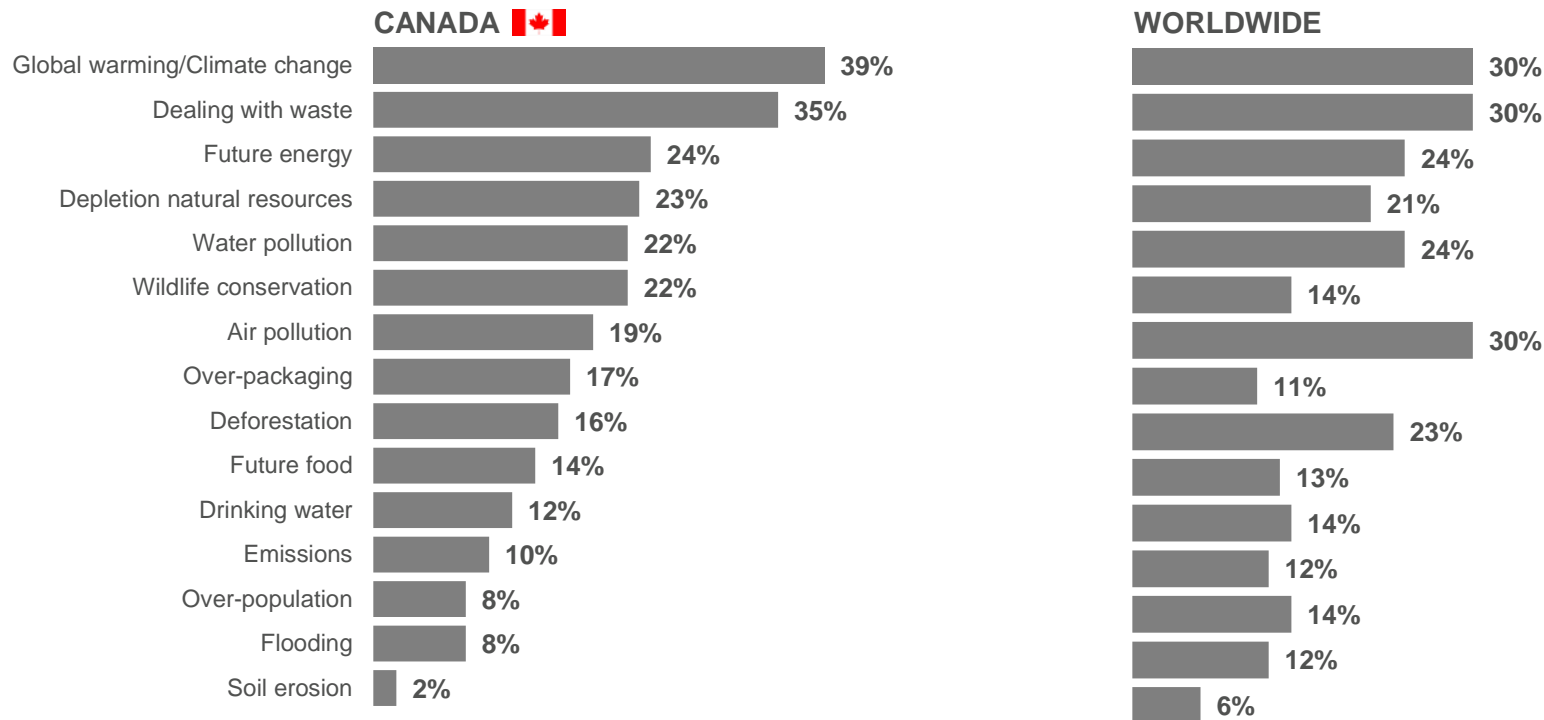


IN COMPARISON, CLIMATE CHANGE AND ENVIRONMENTAL ISSUES RANK NEAR THE BOTTOM OF THE PACK OF NATIONAL PRIORITY ISSUES FOR WORLDWIDE CITIZENS



CLIMATE CHANGE AND DEALING WITH WASTE ARE TOP ENVIRONMENTAL ISSUES AMONG CANADIANS. WILDLIFE PRESERVATION, OVER-PACKAGING SOMEWHAT HIGHER IN CANADA THAN WORLDWIDE; AIR POLLUTION, DEFORESTATION, OVER-POPULATION SOMEWHAT LOWER

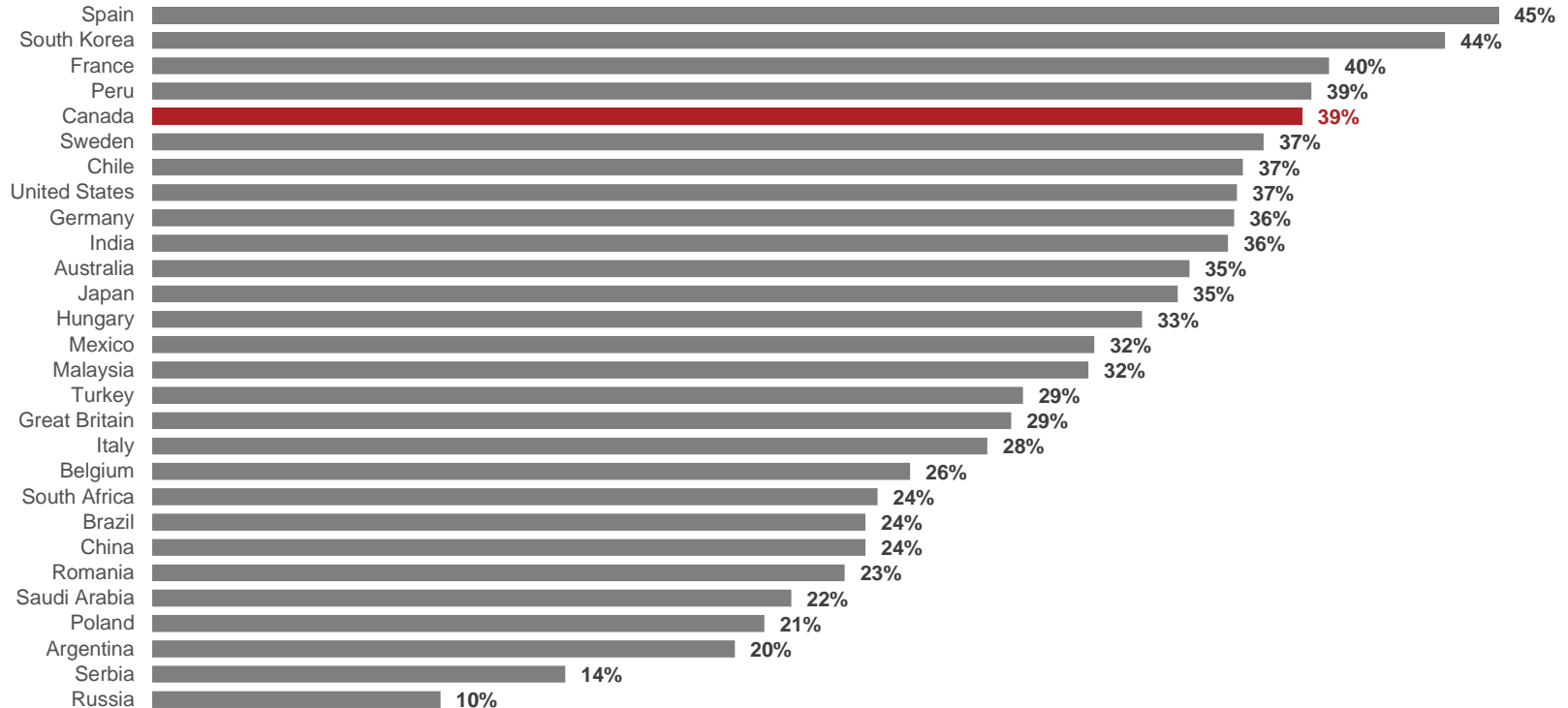
TOP 3 ENVIRONMENTAL ISSUES



Q. In your view, what are the three most important environmental issues facing ... today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

CANADA AMONG TOP COUNTRIES IDENTIFYING CLIMATE CHANGE/GLOBAL WARMING AS TOP ENVIRONMENTAL ISSUE

GLOBAL WARMING/CLIMATE CHANGE TOP 3 ENVIRONMENTAL ISSUE



WHILE THE GENERAL ORDERING IS MOSTLY CONSISTENT, SIGNIFICANT REGIONAL DIFFERENCES EXIST FOR SPECIFIC ENVIRONMENTAL ISSUES

TOP 3 ENVIRONMENTAL ISSUES

	BC	ALBERTA	PRAIRIES	ONTARIO	QUEBEC	ATLANTIC
Global warming/Climate change	39%	28%	31%	42%	43%	27%
Dealing with waste	35%	29%	43%	40%	29%	31%
Future energy	32%	23%	26%	25%	13%	34%
Depletion natural resources	26%	16%	33%	22%	21%	27%
Water pollution	15%	17%	21%	19%	31%	24%
Wildlife conservation	20%	34%	16%	22%	21%	14%
Air pollution	22%	7%	14%	19%	26%	16%
Over-packaging	16%	16%	14%	19%	19%	11%
Deforestation	20%	13%	14%	12%	21%	19%
Future food	16%	24%	16%	15%	9%	12%
Drinking water	10%	17%	17%	11%	9%	23%
Emissions	9%	10%	12%	12%	8%	8%
Over-population	11%	8%	5%	10%	5%	6%
Flooding	2%	9%	6%	5%	14%	8%
Soil erosion	1%	5%	3%	1%	3%	2%

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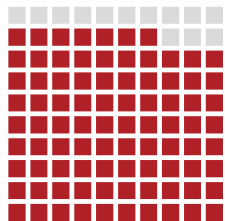
WHILE THERE ARE SELECT DIFFERENCES BY AGE, MOST ARE IN AGREEMENT ABOUT THE TOP ENVIRONMENTAL ISSUES

TOP 3 ENVIRONMENTAL ISSUES			
	MILLENNIALS	GEN X	BABY BOOMERS
Global warming/Climate change	40%	36%	39%
Dealing with waste	34%	30%	40%
Future energy	22%	24%	25%
Depletion natural resources	22%	22%	24%
Water pollution	17%	22%	26%
Wildlife conservation	23%	23%	20%
Air pollution	24%	19%	15%
Over-packaging	21%	19%	13%
Deforestation	17%	15%	16%
Future food	14%	14%	16%
Drinking water	12%	12%	13%
Emissions	11%	7%	11%
Over-population	9%	8%	8%
Flooding	5%	9%	9%
Soil erosion	2%	3%	2%

Q. In your view, what are the three most important environmental issues facing ... today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?

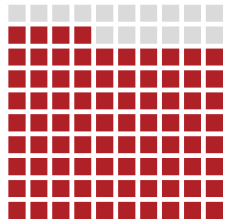
CANADIANS AGREE WITH WORLDWIDE CITIZENS THAT THE CLIMATE IS CHANGING, WITH MOST ASSOCIATING THIS WITH HUMAN ACTIVITY

As far as you know, do you think the world's climate is changing or not?



87% Yes

WORLDWIDE CITIZENS



84% Yes

CANADIANS

Thinking about the causes of climate change, which, if any, of the following best describes your opinion? Climate change is...

- Entirely/mainly caused by natural processes
- Partly caused by natural processes, partly caused by human activity
- Entirely/mainly caused by human activity
- Don't know



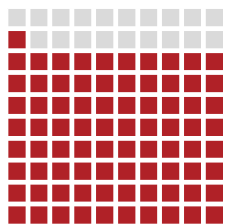
WORLDWIDE CITIZENS



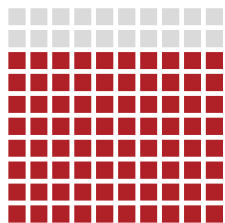
CANADIANS

WHILE OVER-PACKAGING IS A MID-LEVEL ENVIRONMENT ISSUE OVERALL, PLASTIC PACKAGING IS A SIGNIFICANT CONCERN; PREFERRED REMEDIES VARY

Some people have recently been discussing the effects on the environment of plastic packaging, plastic bags, and other disposable objects which cannot be recycled. How concerned, if at all, would you say you are about this issue?



81% Concerned
WORLDWIDE CITIZENS



80% Concerned
CANADIANS

Which if any of the following do you think would be effective at reducing the problems caused by unnecessary use of plastic and packaging that cannot be recycled?

	CANADIANS	WORLDWIDE CITIZENS
Forcing local government to spend more on recycling so that a wider range of items can be recycled	40%	45%
Higher taxes on supermarkets and shops which use a lot of packaging that cannot be recycled	30%	31%
A tax on containers such as plastic drinks bottles and disposable coffee cups that cannot be recycled, to increase their price	27%	28%
The government “naming and shaming” supermarkets and shops which use a lot of packaging that cannot be recycled	21%	23%
Big fines for householders who do not recycle enough of their rubbish	19%	22%
A public information campaign funded by taxpayers' money to tell people about the issue	15%	23%

CANADIANS ARE SIGNIFICANTLY MORE LIKELY TO PREFER CHANGING THEIR BEHAVIOUR TO REDUCE THE PROBLEM, RATHER THAN PAYING MORE

Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled?

	CANADIANS	WORLDWIDE CITIZENS
Re-use disposable items such as plastic bags and plastic bottles	58%	53%
Buy more products made from recycled materials	52%	47%
Stop buying goods that have packaging that cannot be recycled	35%	36%
Stop going to supermarkets and shops which use a lot of packaging that cannot be recycled	16%	18%
Pay more tax so recycling facilities can be improved, allowing a wider range of items to be recycled	11%	12%
Pay extra for goods that have no packaging that cannot be recycled	10%	12%

CANADIANS BELIEVE THAT COMPANIES ARE FAR MORE RESPONSIBLE THAN GOVERNMENT OR CONSUMERS FOR OVER-PACKAGING; ALTHOUGH HALF BELIEVE THAT IT'S EVERYONE'S RESPONSIBILITY

Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold?

	CANADIANS	WORLDWIDE CITIZENS
Companies that produce packaged goods	22%	20%
Companies that sell packaged goods	10%	10%
Government	8%	16%
Consumers	4%	8%
All equally	48%	37%
Don't know	8%	9%

DATA FOR THIS REPORT WERE GENERATED FROM IPSOS' GLOBAL ADVISOR

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
Data was collected in March/April 2018 in 28 countries around the world via the Ipsos Online Panel system.	<p>Online surveys can be taken as representative of the general working age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States.</p> <p>Online samples in Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more “connected” population.</p>	The normal sample each wave consists of an international sample of approximately 20,000+ adults age 18-64 in the US and Canada, and age 16-64 in all other countries. Approximately 1000+ individuals participate on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Korea, Sweden and Turkey, where each have a sample approximately 500+.	<p>Data collected are weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the country's most recent census data. Data collected are also weighted to give each country an equal weight in the total “global” sample.</p> <p>Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the online polls are measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of ± 5.0 points for countries where sample is 500+ and ± 3.5 points for countries where the sample is 1,000+.</p>

CONTACTS

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