

CANADIANS CONCERNED ABOUT CLIMATE CHANGE

Two-thirds (63%) Feel “Desperately Concerned” That If Drastic Action Not Taken Right Now “World May Not Last Much Longer Than Another Couple Of Generations”



Ipsos Reid

Ipsos Reid Public Release Date: Monday October 2nd, 2006

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos-Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos-Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos-Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit

www.ipsos.ca

For copies of other news releases, please visit

<http://www.ipsos-na.com/news/>

© Ipsos-Reid Corp. 2006

Washington • New York • Minneapolis • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal



CANADIANS CONCERNED ABOUT CLIMATE CHANGE

Two-thirds (63%) Feel “Desperately Concerned” That If Drastic Action Not Taken Right Now “World May Not Last Much Longer Than Another Couple Of Generations”

Toronto, ON – A new Ipsos Reid study conducted on behalf of CanWest Global reports that a near consensus (90%) of Canadians express some degree of concern about the issue of climate change, with most (57%) saying they are either “definitely concerned” (40%) or “extremely concerned” (17%) about this issue.

Further, most Canadians (63%) feel “desperately concerned that if we don’t take drastic action right now, the world may not last much longer than another couple of generations” (20% strongly feel this way).

This is consistent with a similar number (66%) who believe that recent melting ice flows and hot summers over the past five years point to “the effect of man made gasses being trapped in the atmosphere” versus 34% who say such climate activity is simply “the effect of normal warming and cooling patterns that rise and fall” over time.

Thirty-five percent of Canadians agree with the statement “I trust Stephen Harper’s government to take the right and most reasonable steps to reduce Canada’s greenhouse gas emissions to protect against global warming” versus 65% who disagree with this statement.

Lastly, one in five (19%) Canadians are of the opinion that popular despair about global warming is “completely fabricated and made up by pessimistic environmentalists and scientist trying to get attention”.

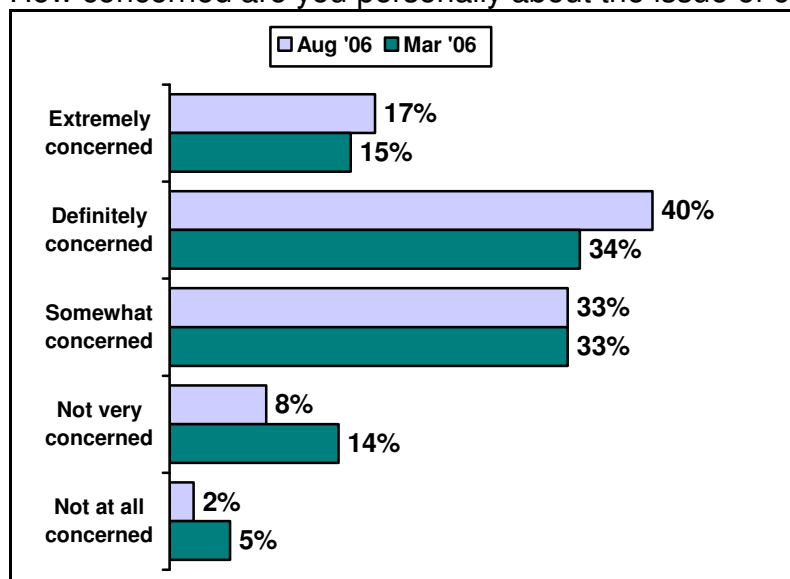


These are the findings of an Ipsos Reid poll conducted for CanWest/Global and fielded from August 24th to 28th, 2006. For the survey, a representative sample of 1296 adult Canadians were interviewed via an on-line survey. The sample used in this study has been weighted according to Census data to accurately reflect the population of professional Canadians. With a sample of this size, the aggregate results are considered accurate to within ± 2.7 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.

Six In Ten (57%) Are Either “Extremely” (17%) Or “Definitely” (40%) Concerned About Climate Change ...

Figure 1. Concern About the Issue Of Climate Change

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



- Ontarians (61%) express the highest levels of concern, followed by those in Quebec (59%), and Saskatchewan/Manitoba (58%).

Those most likely to express concern over climate change are:

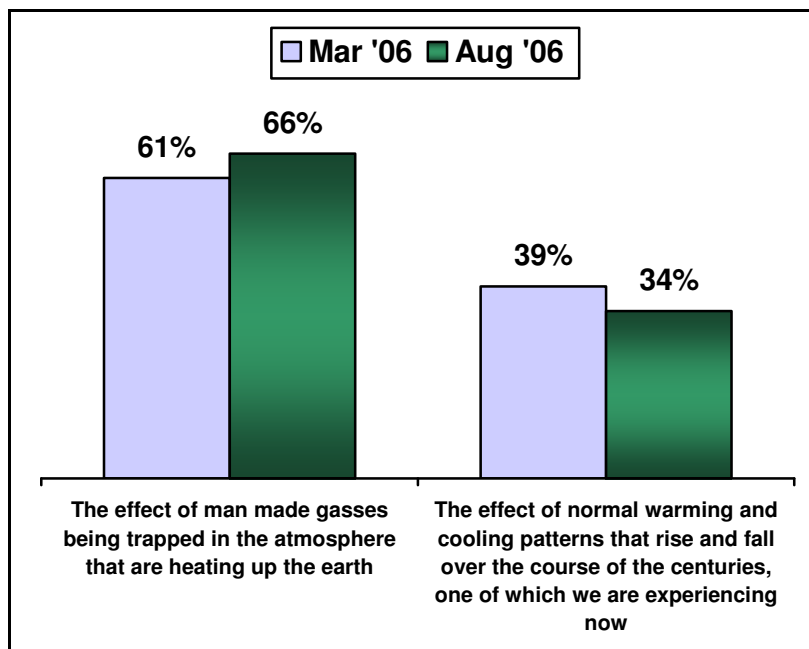
- Women (60% vs. 54% among men);

- Older adults age 55+ (65% vs. 54% among those younger than 55); and
- Those with a university level education (65%).

Two-Thirds (66%) Believe Warmer Climate Is A Result Of Man Made Gasses Trapped In The Atmosphere...

Figure 2. Cause of Warming Weather

Now thinking about the weather and climate change that we have experienced here in Canada – such as melting ice flows and hot summers – and also around the world in the past five years, which of the following reasons do you think is the cause?



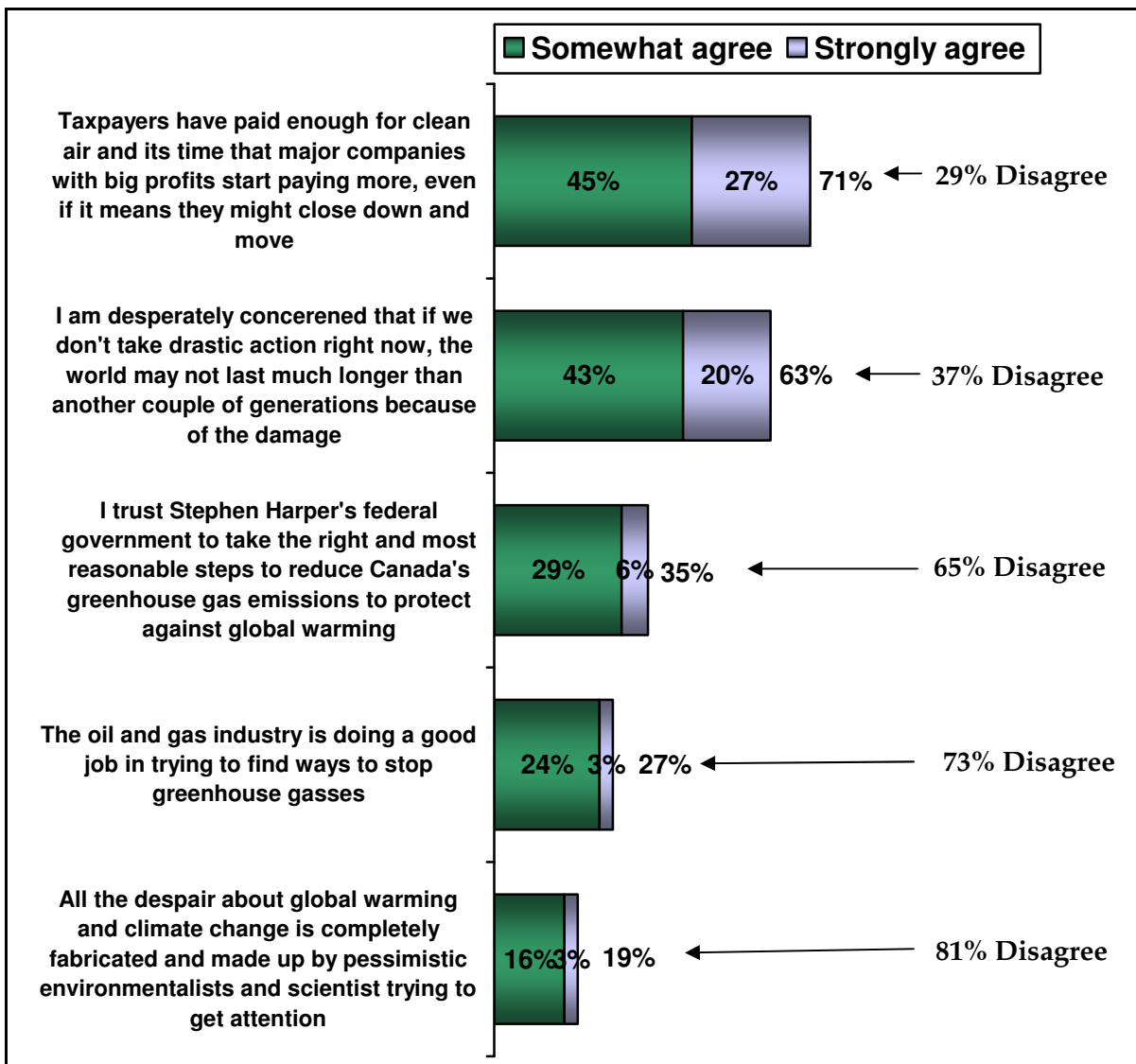
- Residents of Quebec (70%) are the most likely to point to the effect of man made gasses being trapped in the atmosphere, followed by residents of Ontario and Saskatchewan/Manitoba (both at 68%), and British Columbia (66%).
- Albertans (51%), by far, are the most likely to believe it is the effect of normal warming and cooling patterns.



Most Canadians Want Major Companies (71%) To Foot Bill For Clean Air, Not Taxpayers; 63% Fearful That World May Not Last More Than A Couple Of Generations Unless Drastic Action Taken Now; 27% Believe Oil/Gas Industry Is Trying To Stop Greenhouse Gasses; Only 35% Trust Harper Government To Fix Problem; 19% Think Global Warming Warnings Spouted By Environmentalists "Hooyey"...

Figure 3. Opinions About The Environment

Now thinking about the environment, please indicate to what extent you agree or disagree with each of the following statements...





- Those most likely to believe major companies should pay more to clean up air are residents of British Columbia (78%) and Saskatchewan/Manitoba (76%).
- Concern that the world may not last much longer than another couple of generations is highest in Atlantic Canada (72%) and Quebec (67%) and among younger adults age 18-34 (68%).
- Trust in Stephen Harper's government to take the right steps to reduce Canada's greenhouse gas emissions run highest among Albertans (59%) and those age 55 and older (42%).
- Albertans (36%) and women (30% vs. 23% among men) are the most likely to believe the oil and gas industry is doing a good job in trying to find ways to stop greenhouse gasses.

-30-

For more information on this news release, please contact:

John Wright

Sr. Vice President

Ipsos Reid Public Affairs

(416) 324-2900

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>