



IPSOS REID POLL ON ENVIRONMENTAL ACTIONS FINAL RESULTS – NOVEMBER 17, 2006

Methodology – Long Version

These are the findings of an Ipsos Reid poll conducted on behalf of the Vancouver Sun. The poll was fielded November 10th to November 16th, 2006 with a random sample of 300 adult British Columbians. With a sample of this size, the results are considered accurate to within ± 5.6 percentage points, 19 times out of 20, of what they would have been had the entire adult population of BC been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual BC population according to the 2001 Census data. The polling was conducted using Ipsos Reid's "Voice of the West InterActive Forum" – an online panel of more than 1,100 British Columbians who have randomly recruited to match the overall characteristics of the adult BC population.

Methodology – Short Version

These are the findings of an Ipsos Reid poll conducted on behalf of the Vancouver Sun. The survey was fielded November 10th to November 16th, 2006, with a random sample of 300 adult British Columbians. The survey has a margin of error of ± 5.6 percentage points, 19 times out of 20.

RESULTS

Self Assessment of Environmental Performance

Q1. How would you grade your own personal performance in preserving and protecting the environment?

Comments: On average, British Columbians give themselves a grade of "B-" for their personal environmental performance. With only one-in-ten (9%) residents self-assessing their performance as an "A", it's clear that most British Columbians recognize they could be doing more to preserve and protect the environment.

	Total (n=300) %
A	9
B	43
C	37
D	5
F	1
Don't know	5



Self Assessment of Comparison to Others

Q2. *Compared to other British Columbians, do you think you do more, less or about the same amount to preserve and protect the environment?*

Comments: While British Columbians recognize they could be doing more to preserve and protect the environment, the vast majority (90%) of residents think they are doing more (47%) or at least as much (43%) as other individuals. Only 6% think they are doing less than other British Columbians.

	Total (n=300) %
I do more than others	47
I do about the same amount as others	43
I do less than others	6
Don't know	4

General Activities Doing More Compared to Five Years Ago

Q3. *Over the last five years, which of the following activities have you done MORE of, specifically to preserve and protect the environment?*

Comments: British Columbians have a perception that they are doing more today than five years ago to preserve and protect the environment. Nine-in-ten say they are doing more recycling/composting. Eight-in-ten say they're conserving more energy at home. Six-in-ten say they're conserving more water at home and using less gasoline/creating fewer emissions. A significant minority even say they're eating in a more environmentally responsible manner than five years ago.

	Total (n=300) %
Recycling or composting	92
Conserving energy at home	78
Conserving water at home	59
Using less gasoline or reducing vehicle emissions	59
Eating in an environmentally responsible manner	44

Specific Activities Being Done for Environment Today

Q4. Which of the following actions and activities have you taken specifically to preserve and protect the environment?

Comments: The table below shows the percentage of British Columbians who say they have taken certain actions specifically to preserve and protect the environment. These actions range from more than nine-in-ten (93%) recycling bottles and cans down to one-quarter (26%) who say they are taking transit instead of driving.

	Total (n=300) %
Recycling/Composting Activities	
Recycling bottles and cans	93
Recycling paper/newspaper products	91
Recycling plastic products	88
Composting	49
Home Water Use Activities	
Turning water on and off when brushing teeth or shaving	66
Watering my lawn and garden less frequently	65
Using water saving toilets, faucets and other fixtures	45
Taking shorter showers	40
Home Energy Use Activities	
Turning off lights in rooms when I leave	89
Using low-energy light bulbs	73
Turning down the thermostat and putting on a sweater	69
Using energy-saving appliances	62
Driving Activities	
Doing more errands in a single driving trip	66
Getting regular maintenance or checking tire pressure often on my vehicle	55
Cycling or walking instead of driving	43
Purchasing a more gasoline-efficient vehicle	29
Taking transit instead of driving	26
Food Activities	
Buying more local produce instead of imported produce	62
Eating more organic produce	40
Eating less meat	32



Willingness to Pay More for Gasoline

Q5. *How much do you agree with the following statement? "I'm willing to pay more for gasoline in order to preserve and protect the environment."*

Comments: Roughly half (48%) of British Columbians say they would be willing to pay more for gasoline in order to preserve and protect the environment.

	Total (n=300) %
Strongly agree	19
Somewhat agree	29
Somewhat disagree	17
Strongly disagree	27
Don't know/Don't drive	8
<i>Total Agree</i>	<i>48</i>
<i>Total Disagree</i>	<i>44</i>

Percentage Amount Willing to Pay More for Gasoline

Q6. *[IF AGREE] How much more are you willing to pay for gasoline in order to preserve and protect the environment?*

Comments: Among those willing to pay more for gasoline, about half (46%) say they would be willing to pay up to 10% more. Nearly one-quarter (23%) say they would be willing to pay 50% or 100% more.

Base: Willing to pay more for gasoline	Total (n=144) %
5% more	19
10% more	27
25% more	18
50% more	6
100% more	17
Don't know	13



Views on Water Meters for All Households

Q7. How much do you agree with the following statement? "Every individual household should have a water meter, so that we all pay for what we consume."

Comments: Seven-in-ten (72%) British Columbians agree that every individual household should have a water meter, so that everyone pays for what we consume.

	Total (n=300) %
Strongly agree	39
Somewhat agree	33
Somewhat disagree	14
Strongly disagree	13
Don't know	1
<i>Total Agree</i>	<i>72</i>
<i>Total Disagree</i>	<i>27</i>

Views on Climate Change

Q8. How much do you agree with the following statement? "I am desperately concerned that if we don't take drastic action on climate change/global warming right now, the world may not last much longer than another couple of generations because of the damage that's being done."

Comments: Seven-in-ten (72%) British Columbians agree they are desperately concerned that if we don't take dramatic action on climate change, the world may not last much longer than another couple of generations. This is higher than a national figure of 63% recorded in Ipsos Reid polling in September, likely to due to increased media coverage of this issue in the last few weeks.

	Total (n=300) %
Strongly agree	33
Somewhat agree	39
Somewhat disagree	10
Strongly disagree	13
Don't know	5
<i>Total Agree</i>	<i>72</i>
<i>Total Disagree</i>	<i>23</i>