

TEENS TALK THE TALK BUT DON'T WALK THE WALK

Virtually All (91%) Teens Believe They Can Make Difference But Many Don't Actually Practice Eco-conscious Activities



Ipsos Reid

Ipsos Reid Public Release Date: April 16, 2007, 06:00 am EST

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. 2007

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



TEENS TALK THE TALK BUT DON'T WALK THE WALK

Virtually all (91%) Believe They Can Make Difference, But Many Don't Actually Practice Eco-conscious Activities

Toronto, ON – While many assume that teenagers today are pitching in and doing what they can to be environmentally friendly, it appears that many are actually taking a more laid back approach. According to a new Ipsos Reid survey released today on behalf of Canon Canada, it seems that there is a difference between what Canadian teens think about the environment and the actions they are taking to be more environmentally friendly. Just 2 in 10 (19%) teens in Canada consider themselves to be 'green fiends,' – people who recycle everything, conserve energy and encourage others to do the same. Alternatively, three-quarters (74%) say that they are 'environmentally laid back': they do what they can, but are not obsessed with the environment. And 1 in 10 (7%) even consider themselves to be an 'environmental cynic' and do not get involved in helping the environment at all.

Further, while nearly all of Canadian teens (94%) agree that it is not enough to say "you're environmentally conscious, you have to act that way too", and 9 in 10 (91%) say that they know they can "make a difference," more than half (56%) think that we should be mindful about the environment, but it seems like "a lot of work to be environmentally friendly."

And when it comes to the activities that Canadian teens are willing to do to be environmentally conscious, it seems that in many instances Canadian teens don't practice what they preach: just 8% always buy products with less packaging, 9% always bring their own mug when purchasing hot beverages, 14% always bring their own bag to carry purchases and 23% always turn off their computer immediately after using it.



And although Canadian teens agree that they can make a difference on the environment (91%), many teens would turn a blind eye. When it came to the Eco “taste-test”, more than half (57%) of Canadian teens indicate they wouldn’t do anything if someone threw a gum wrapper on the ground in front of them.

These are the findings of an Ipsos Reid online poll conducted between March 22 to April 2, 2007 via an online sample of 1,996 of Canadian teens aged 13 to 19 (456 from Atlantic Canada, 422 from Quebec, 335 from Ontario, 210 from Manitoba, 133 from Saskatchewan, 226 from Alberta, and 214 from British Columbia). The data was weighted according to Census data to accurately reflect the population of teenage Canadians 13 to 19 years of age. With a sample of this size, the aggregate results are considered accurate to within ± 2.19 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. Regional results are considered accurate within ± 4.59 percentage points for Atlantic Canada (New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland & Labrador), ± 4.77 percentage points for Quebec, ± 5.35 percentage points for Ontario, ± 6.76 percentage points for Manitoba, ± 8.50 percentage points for Saskatchewan, ± 6.50 percentage points for Alberta and ± 6.70 percentage points for British Columbia.

When It Comes To The Environment, Canadian Teens Take Laid Back Approach

Just 2 in 10 (19%) of Canadian teens say they consider themselves to be ‘green fiends’ and recycle everything, conserve energy and encourage others to respect the environment. Conversely, three-quarters (74%) of Canadian teens consider themselves to be environmentally “laid back” and do what they can, but aren’t obsessed with the state of the environment.

- Canadian teens in Ontario (24%) and the Atlantic provinces (23%) are most likely to consider themselves to be ‘green fiends’ while,



- Canadian teens in Manitoba (82%), Québec (78%) and British Columbia (78%) are the most likely to consider themselves to be 'environmentally laid back.'

And Speaking Of A Laid Back Approach, The Majority Of Canadian Teens Think Being Environmentally Friendly Is Too Much Work...

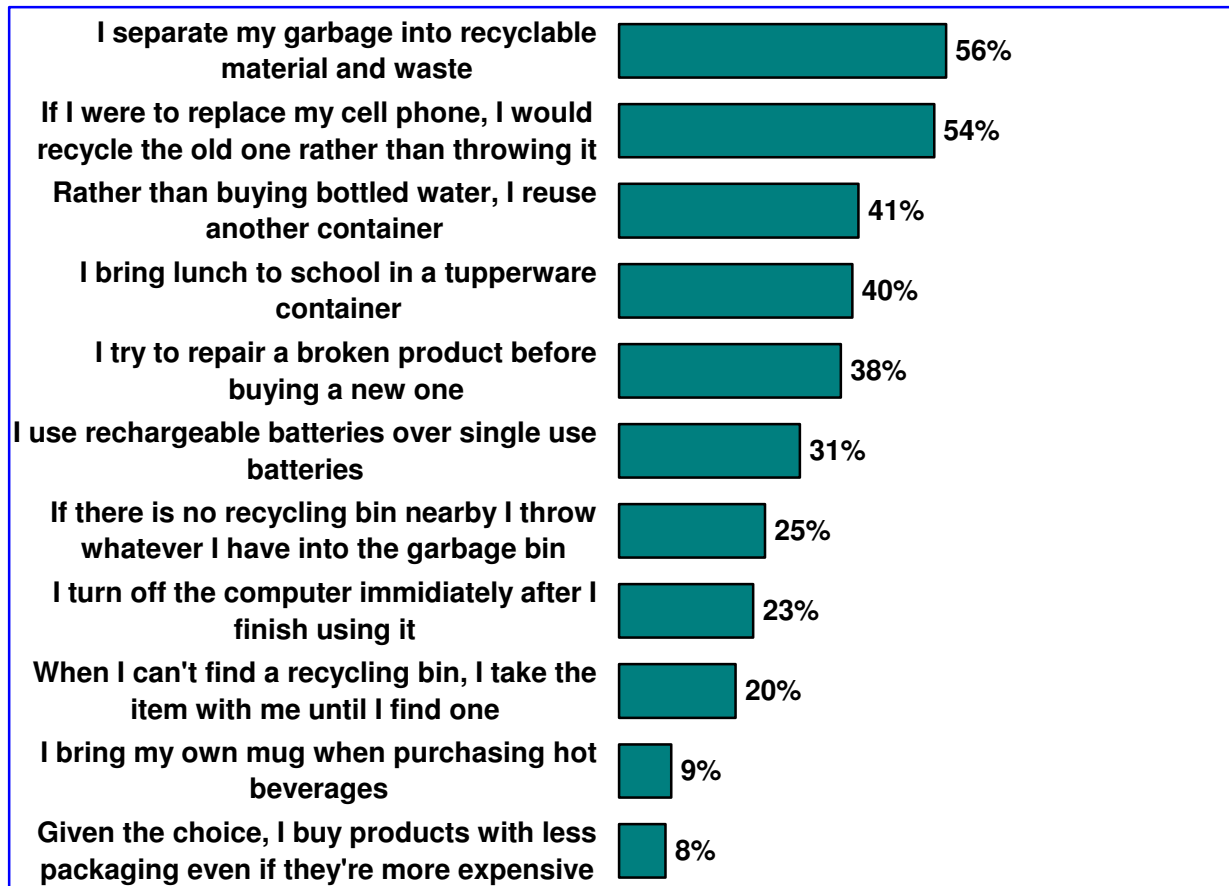
Even though virtually all (94%) Canadian teens agree that it's not enough to be environmentally conscious, you have to act that way too, and the same proportion (91%) also agrees that they know they can make a difference, nearly 6 in 10 (56%) agree with the statement "I guess we should be mindful of the environment, but it seems like a lot of work to be environmentally friendly."

And surprisingly, it is Canadian teens in Québec, a province where environmental issues typically play a larger role than they do in the rest of Canada, who are the most likely to agree it's not enough to say you're environmentally conscious, you have to act that way too (98%), but are also the most likely to agree that being environmentally conscious is too much work (69%)

And So, What Are Canadian Teens Willing To Do? Most Aren't Doing Their Part...

Canadian teens were asked, when it comes to the three 'R's, how often they do environmentally-friendly activities. Many Canadian teens are always make the effort to be environmentally conscious:

% who always do the following activities



And Canadian Teens Also Score Poorly On The Eco "Taste Test"

Canadian teens are turning a blind eye when they see people on the street littering. More than half (57%) indicate that if they saw a person they didn't know on the street toss their gum wrapper on the ground in front of them, they would not do anything. Just 9% of Canadian teens would ask the litter-offender to pick up the wrapper, and 34% would pick the wrapper up themselves.



- Residents of British Columbia (64%) Manitoba (62%) and Ontario (62%) are the most likely to do nothing if they saw a person they didn't know on the street toss their gum wrapper in front of them, while
- Residents of Québec (14%) are the most likely to ask the person to pick the wrapper up.

Regional Highlights*:

British Columbia:

- Teens from British Columbia (78%) are more likely than teens in the rest of Canada (73%) to say they are environmentally laid back.,
- Are the most likely to do nothing if they see someone they didn't know toss a gum wrapper on the ground (64% vs. 56% in the rest of Canada).

Alberta:

- Albertan teens are the least likely to agree that we should be mindful of the environment, but it seems like a lot of work (51% vs. 56% in the rest of Canada).
- Come in second, after teens from Manitoba, for those least likely to bring their lunch to school in a Tupperware container rather than in plastic wrap (31%).

Saskatchewan:

- Saskatchewan teens are the least likely to always separate their garbage into recyclable material and waste (34% vs. the national average of 57%).

Manitoba:

- Teens from Manitoba are the most likely to identify themselves as 'environmentally laid-back', but they are less likely to take actions to be environmentally friendly than teens in the rest of Canada.
- Are the least likely to say that when they can't find a recycling bin, they always take the item to be recycled with them until they find one (14%).



- Teens from Manitoba are the most likely say that if there's no recycling bin nearby, they always throw whatever they have into the garbage bin (30%).

Ontario:

- Ontario teens (24%) are most likely to say they are 'green fiends' compared to teens from British Columbia (15%), Saskatchewan (15%) and Quebec (14%) but score comparable to the rest of the country in terms of practicing environmentally conscious activities.
- Ontario teens rank second among Canadians who always bring their own bag to carry purchases when shopping (16% vs. the national average of 14%).
- Teens in Ontario rank second behind teens in Québec (64%) who say they always separate their garbage into recyclable material and waste (59%).

Quebec:

- Quebec teens are the most likely to say they're 'environmentally laid-back' compared to teens from Ontario (69%) and Atlantic Canada (70%). But, – overall Quebec teens are the most likely to "walk the talk," Quebec teens were most likely to say they always practice environmentally conscious activities compared to the other provinces.
- Quebec teens are the most likely to always separate their garbage into recyclable material and waste (64% vs. 54% in the rest of Canada).
- Quebec teens come in first for those who always bring their lunch in a Tupperware container rather than in plastic wrap (59% vs., 34% in the rest of Canada).

Atlantic Canada:

- Teens from Atlantic Canada (23%) are most likely to say they are 'green fiends' compared to teens from British Columbia, Manitoba and Quebec, but score comparable to the rest of the country in terms of practicing environmentally conscious activities.
- Teens from Atlantic Canada are the most likely to say that if they can't find a recycling bin, they would always take the item with them until they find a recycling bin (25%).
- Are the most likely to take an item to be recycled with them until they find a recycling bin (25% vs. 20% in the rest of Canada)

** Regional Findings are considered substantive but directional only given the sample size. Please refer to the methodology text for appropriate margins of error.*



Ipsos Reid

-30-

For more information on this news release, please contact:

*John Wright
Senior 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/>*