

**[SUMMARY - RANK 1ST] Rank the following political issues in order of their importance to you personally.**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
Education	662	87	77	29	41	269	94	64	20	23	4	17
	33%	36%	38%	41%	38%	36%	20%	40%	39%	41%	35%	42%
The environment		F	F	F	F	F			F	F	F	F
	484	54	51	16	23	203	110	27	8	13	1	5
	24%	22%	26%	23%	21%	27%	23%	17%	16%	22%	13%	13%
Healthcare		J	GJ	J		GJ	J			J		
	432	38	25	12	18	134	180	25	9	7	3	6
	22%	16%	12%	17%	17%	18%	38%	15%	18%	12%	29%	14%
Poverty							ABCDEGH				BHJ	
							J					
	224	19	21	8	14	88	53	20	7	7	1	5
	11%	8%	11%	11%	13%	12%	11%	13%	14%	12%	10%	12%
Privacy rights												
	194	41	26	5	13	44	41	23	7	7	1	8
	10%	17%	13%	8%	12%	6%	9%	15%	14%	13%	13%	19%
		CEF	E		E				E	E		CEF

**Thinking about the environment, please select the profile that best describes you:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
I'm a 'green fiend'. I recycle everything, conserve energy when possible and encourage those around me to respect the environment.	378	37	35	10	11	179	69	36	12	11	4	10
	19%	15%	18% D	15%	10%	24% ACDF	14%	23%	22% DF	19% D	39% ABCDFH	25% ACDF
I'm 'environmentally laid-back'. I do what I can, but I'm not obsessed with the state of the environment.	1478	187	151	53	91	509	376	112	36	42	6	27
	74%	78% EIJ	76% I	76% I	82% EGIJ	69%	78% EGIJ	70%	69%	75%	58%	67%
I'm an 'environmental cynic'. I recognize that the environment is a mess, but I don't get involved because there isn't anything I can do that would make a difference.	140	16	13	6	8	51	34	12	4	4	0	3
	7%	7%	7%	9%	8%	7%	7%	7%	8%	7%	3%	8%

**[SUMMARY - TOP2BOX (AGREE)] Please tell us how much you agree or disagree with each of the following statements about the environment:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
It's not enough to say you're environmentally conscious, you have to act that way too	1885	215	188	62	101	694	471	153	48	55	10	39
	94%	90%	94%	89%	92%	94%	98% ABCDEG	96%	94%	97% AC	94%	97% AC
I know I can make a difference	1824	217	185	64	95	681	434	148	47	53	10	39
	91%	91%	92% D	92%	86%	92% D	91%	93%	92%	93%	94%	95% D
I guess we should be mindful of the environment, but it seems like a lot of work to be environmentally friendly	1114	134	102	36	61	368	329	83	28	30	5	20
	56%	56%	51%	52%	55%	50%	69% ABCDEFGHI J	52%	54%	53%	42%	50%
The environment is in dire straits. There's nothing we can do to make it any better now.	279	31	23	8	16	93	84	24	7	9	2	6
	14%	13%	12%	11%	15%	13%	18% B	15%	13%	15%	23%	15%

**Please check the statement that best applies when thinking about politicians and the environment:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
Our leaders are truly trying to make a difference	131	15	20	8	9	48	16	15	5	5	1	5
	7%	6%	10%	11%	8%	7%	3%	10%	9%	8%	13%	12%
Our leaders are making the environment a big deal to get more votes	828	121	81	32	59	309	163	62	19	24	4	15
	41%	50%	41%	46%	54%	42%	34%	39%	37%	42%	39%	38%
Our leaders are not paying enough attention	1037	104	98	30	42	381	300	82	28	28	5	20
	52%	43%	49%	43%	38%	52%	63%	51%	54%	50%	48%	50%
			D			D	ABCDEHJ		AD	D		D



**[SUMMARY - ALWAYS] Thinking about the three 'Rs', please tell us how often you currently do the following activities:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
I separate my garbage into recyclable material and waste	1121	130	94	24	53	434	305	81	20	35	7	18
	56%	54% CG	47% C	34%	48% C	59% BCDGJ	64% ABCDGJ	51%	39%	62% BCDGJ	68% BCDGJ	45%
If I were to replace my cell phone, I would recycle the old phone rather than throwing it away	1077	131	123	38	56	410	232	88	28	30	6	23
	54%	55%	62% DF	54%	51%	56% F	48%	55%	55%	54%	58%	56%
Rather than buying bottled water, I reuse another container, like a Nalgene, glass or old water bottle	825	102	93	34	43	254	241	60	22	21	2	15
	41%	43% I	46% EI	48% EHI	39%	34%	50% DEHIJ	38%	42% I	36%	23%	38%
I bring my lunch to school in a Tupperware container rather than in plastic wrap	801	86	63	23	32	262	282	53	19	18	3	14
	40%	36%	31%	33%	30%	36%	59% ABCDEGHI J	33%	36%	31%	26%	34%
I try to repair a broken product before buying a new one	754	81	85	25	37	276	192	59	18	21	4	16
	38%	34%	42%	36%	34%	37%	40%	37%	34%	37%	35%	41%
I use rechargeable batteries over single use batteries	619	74	58	24	29	212	166	56	19	19	4	14
	31%	31%	29%	35%	27%	29%	35% D	35%	37% D	34%	39%	34%
If there is no recycling bin nearby I throw whatever I have into the garbage bin	493	57	48	16	32	183	131	27	11	8	2	6
	25%	24% HJ	24% HJ	23%	30% HJ	25% HJ	27% HJ	17%	20%	15%	19%	14%
I turn off the computer immediately after I'm finished using it	451	39	43	16	20	152	148	33	14	8	3	8
	23%	16%	22%	23%	18%	21%	31% ABDEHJ	20%	27% AH	15%	26%	19%
When I can't find a recycling bin, I take the item to be recycled with me until I find a recycling bin	405	46	43	12	15	143	106	40	13	12	2	13
	20%	19%	22% D	17%	14%	19%	22% D	25%	24% D	21%	19%	32% ABCDEFH
When shopping I bring my own bag to carry purchases	289	27	25	10	16	117	89	6	3	0	0	2
	14%	11% HJ	12% HJ	14% GHJ	15% GHJ	16% GHJ	18% ABGHJ	4%	6% H	1%	3%	4% H
I bring my own mug when purchasing hot beverages	174	20	19	4	9	48	62	11	5	2	0	4
	9%	8%	10% H	6%	8%	7%	13% CEHI	7%	10% H	4%	-	9%
Given the choice, I buy products with less packaging, even if they are more expensive	153	13	18	4	5	44	59	9	4	2	2	1
	8%	6%	9%	6%	5%	6%	12% ACDEHJ	6%	7%	4%	19% ACDEGHJ	3%

**[SUMMARY - ALWAYS/ SOMETIMES] Thinking about the three 'Rs', please tell us how often you currently do the following activities:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

	Total	Province										
		BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
I try to repair a broken product before buying a new one	1823	216	181	64	97	690	429	146	47	53	10	36
	91%	90%	91%	92%	88%	93% D	90%	91%	90%	93%	94%	90%
I separate my garbage into recyclable material and waste	1795	214	176	56	94	675	438	143	43	55	11	34
	90%	89% C	88% C	80%	86%	91% CDGJ	91% CDGJ	90%	84%	97% ABCDEFGJ	100% CDGJ	84%
If I were to replace my cell phone, I would recycle the old phone rather than throwing it away	1773	222	180	64	95	661	410	142	45	52	11	34
	89%	93% DFJ	90%	92%	86%	90%	86%	89%	88%	91%	97%	84%
Rather than buying bottled water, I reuse another container, like a Nalgene, glass or old water bottle	1757	223	180	63	95	630	423	143	48	51	9	35
	88%	93% DEIJ	90%	90%	86%	85%	88%	89%	93% DEIJ	91%	81%	85%
If there is no recycling bin nearby I throw whatever I have into the garbage bin	1693	205	165	60	96	630	410	127	43	46	9	29
	85%	86% J	83% J	86% J	87% J	85% J	86% J	79%	84% J	81% J	81%	71%
I use rechargeable batteries over single use batteries	1621	193	155	58	84	608	393	131	40	48	9	34
	81%	80%	77%	83%	77%	82%	82%	82%	78%	85%	81%	84%
I bring my lunch to school in a Tupperware container rather than in plastic wrap	1582	191	155	56	76	571	414	118	38	44	8	29
	79%	80% D	77%	80% D	70%	77% D	86% ABDEGHJ	74%	73%	77%	74%	71%
When I can't find a recycling bin, I take the item to be recycled with me until I find a recycling bin	1458	175	155	50	67	542	348	121	40	44	7	30
	73%	73% D	77% DI	72% D	61%	73% D	73% D	76%	77% D	78% D	61%	75% D
I turn off the computer immediately after I'm finished using it	1403	154	149	45	67	520	359	109	37	37	8	27
	70%	64%	75% ACDH	65%	60%	70% D	75% ACDH	68%	71% D	65%	71%	66%
Given the choice, I buy products with less packaging, even if they are more expensive	1366	151	143	48	69	514	331	111	36	41	8	25
	68%	63%	72% DJ	68%	62%	70%	69%	69%	71%	73% DJ	74%	61%
When shopping I bring my own bag to carry purchases	1024	115	98	34	48	428	257	44	19	13	2	10
	51%	48% GHIJ	49% GHIJ	49% GHIJ	44% HIJ	58% ABDGHJ	54% DGHJ	27%	36% HJ	23%	19%	24%
I bring my own mug when purchasing hot beverages	695	88	78	28	32	238	184	47	17	15	3	12
	35%	37% H	39% DH	41% DH	29%	32%	38% DH	29%	33%	26%	26%	30%

**[SUMMARY -SOMETIMES/NEVER] Thinking about the three 'Rs', please tell us how often you currently do the following activities:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
Given the choice, I buy products with less packaging, even if they are more expensive	1843	226	182	65	105	694	420	150	48	55	9	39
	92%	94% FI	91%	94% FI	95% FI	94% FI	88%	94%	93% I	96% FI	81%	97% FI
I bring my own mug when purchasing hot beverages	1822	219	180	65	101	690	417	149	46	55	11	37
	91%	92%	90%	94% F	92%	93% F	87%	93%	90%	96% BFG	100% F	91%
When shopping I bring my own bag to carry purchases	1707	213	175	60	94	622	390	154	48	56	11	39
	86%	89% F	88% F	86%	85%	84%	82%	96%	94% CDEF	99% ABCDEFJ	97% F	96% ABCDEF
When I can't find a recycling bin, I take the item to be recycled with me until I find a recycling bin	1591	194	156	58	95	595	373	120	39	45	9	28
	80%	81% J	78% J	83% J	86% BFGJ	81% J	78% J	75%	76%	79% J	81%	68%
I turn off the computer immediately after I'm finished using it	1545	200	156	53	90	586	331	127	38	48	8	33
	77%	84% FG	78% F	77%	82% F	79% F	69%	80%	73%	85% FG	74%	81% F
If there is no recycling bin nearby I throw whatever I have into the garbage bin	1503	182	152	54	78	556	348	133	41	48	9	35
	75%	76%	76%	77%	70%	75%	73%	83%	80%	85% ABDEF	81%	86% ABDEF
I use rechargeable batteries over single use batteries	1377	166	141	46	81	527	313	103	33	37	7	27
	69%	69%	71%	65%	73% FG	71%	65%	65%	63%	66%	61%	66%
I try to repair a broken product before buying a new one	1242	159	115	45	73	463	287	101	34	36	7	24
	62%	66%	58%	64%	66%	63%	60%	63%	66%	63%	65%	59%
I bring my lunch to school in a Tupperware container rather than in plastic wrap	1195	153	137	47	78	476	198	107	33	39	8	27
	60%	64% F	69% F	67% F	70% F	64% F	41%	67%	64% F	69% F	74% F	66% F
Rather than buying bottled water, I reuse another container, like a Nalgene, glass or old water bottle	1171	138	107	36	67	485	238	99	30	36	8	25
	59%	57%	54%	52%	61% F	66% BCF	50%	62%	58%	64% CF	77% ABCFG	62% F
If I were to replace my cell phone, I would recycle the old phone rather than throwing it away	919	109	77	32	54	328	247	72	23	26	5	18
	46%	45%	38%	46%	49% B	44%	52% BE	45%	45%	46%	42%	44%
I separate my garbage into recyclable material and waste	875	110	106	46	57	304	174	78	31	21	4	22
	44%	46% F	53% EFHI	66% ABDEFHI	52% EFHI	41%	36%	49%	61% AEFHI	38%	32%	55% EFHI



**You have just popped into your mouth your last stick of gum and are left with an empty wrapper that you need to dispose of. Please select the statement that best describes what you would most likely do:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
Toss the wrapper on the ground immediately	77	4	6	3	5	29	23	7	2	1	0	2
	4%	2%	3%	5%	4%	4%	5%	4%	5%	2%	3%	6% A
Wait until no one's looking then drop it on the ground	141	27	18	7	15	44	22	9	3	3	1	2
	7%	11% EF	9% F	10% F	13% EFGHJ	6%	5%	6%	5%	6%	6%	6%
Hold onto the wrapper and wait until I can find a garbage can	1779	208	176	60	91	666	435	144	46	52	10	36
	89%	87%	88%	86%	82%	90% D	91% D	90%	90%	92% D	90%	88%

**Alternatively, someone you know tosses a gum wrapper on the ground in front of you. Please select the statement that best describes what you would most likely do:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
Do something (Net)	1120	132	110	34	57	395	302	90	30	31	6	23
	56%	55%	55%	49%	52%	53%	63%	56%	58%	54%	58%	57%
Ask the person to pick up the wrapper	546	67	46	13	28	205	150	38	11	14	2	11
	27%	28%	23%	18%	25%	28%	31%	24%	20%	24%	23%	28%
Pick up the wrapper yourself	574	65	64	21	29	190	152	52	19	17	4	12
	29%	27%	32%	31%	27%	26%	32%	33%	37%	30%	35%	29%
Don't do anything	876	107	89	36	53	344	177	70	22	26	5	18
	44%	45%	45%	51%	48%	47%	37%	44%	42%	46%	42%	43%

**What if it were someone you didn't know? Would you...**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
Do something (Net)	853 43%	86 36%	92 46%	29 42%	41 38%	280 38%	245 51%	79 50%	29 56%	26 46%	6 58%	19 46%
Ask the person to pick up the wrapper			A				ADE		ACDE		ADE	
	171 9%	19 8%	14 7%	4 5%	8 7%	48 7%	66 14%	12 7%	4 8%	5 8%	1 6%	2 6%
Pick up the wrapper yourself							ABCDEJ					
	682 34%	67 28%	78 39%	26 37%	34 30%	231 31%	179 37%	68 42%	25 48%	21 38%	6 52%	16 40%
Don't do anything			A				A		ADEF	A	ADE	A
	1143 57%	153 64%	108 54%	40 58%	69 62%	459 62%	234 49%	80 50%	23 44%	31 54%	5 42%	22 54%
		BFGI		G	FGI	FGI						

**[SUMMARY - TOP2BOX (AGREE)] In terms of making environmentally conscious decisions, how strongly do you agree or disagree with the following statements?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J  
Overlap formulae used. \* small base

		Province										
	Total	BC	AB	SK	MN	Ont	Que	Atlantic	NB	NS	PEI	NFLD
		A	B	C	D	E	F	K	G	H	I	J
Base: All Respondents Weighted	1996	214	226	133	210	335	422	456	147	162	31	116
	1996	240	200	70	110	739	479	160	51	57	11*	41
Given the choice, I would ride my bike to school/ take the bus rather than drive	1436	143	138	42	77	533	396	106	38	36	6	26
	72%	60%	69% A	61%	70% A	72% ACH	83% ABCDEGHI J	66%	73% ACH	63%	58%	64%
Given the choice, I would take/ rent a Prius to my prom over a limo or stretch SUV	1027	95	99	34	59	362	291	88	33	28	6	21
	51%	40%	50% A	49%	53% A	49% A	61% ABCEH	55%	64% ABCDEHJ	49%	58%	52% A
For the same style clothing, I would buy environmentally friendly products made from fabrics such as bamboo over brand name clothes	961	98	95	29	56	366	235	82	27	30	5	20
	48%	41%	47%	41%	51% A	50%	49%	52%	53% A	52% A	48%	49%
I recycle more when there are other people around	811	106	89	28	41	282	203	62	20	23	4	16
	41%	44%	45%	40%	37%	38%	42%	39%	38%	41%	32%	39%
I would join a teen environmental group over a sports/ social club	711	68	64	19	30	295	168	66	22	23	5	16
	36%	29%	32%	28%	27%	40% ACD	35% D	41%	43% ABCD	40% ACD	48% ACD	40% ACD
I would use my vacation to help an environmental cause	667	57	67	22	39	260	165	57	20	18	5	14
	33%	24%	34% A	32%	35% A	35% A	34% A	36%	38% A	32%	48% A	34% A