Homeowners

A. What type of residence do you currently own?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used.

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	2031	800	1231	501	835	694	180	572	960	319	670	1361	634
Weighted	2031	995	1036	597	807	626	179	559	963	331	655	1376	615
House - single-detached	1108 55%	515 52%	592 57% A	207 35%	479 59% C	421 67% CD	79 44%	338 61% FH	513 53% F	177 53%	591 90% K	517 38%	546 89%
House - semi-detached	142 7%	69 7%	73 7%	49 8%	60 7%	34 5%	14 8%	25 5%	75 8% G	29 9% G	64 10% K	79 6%	69 11%
Condominium	119 6%	63 6%	56 5%	30 5%	43 5%	46 7%	6 3%	24 4%	62 6%	28 8% FG	0 -	119 9% J	0 -
Other	97 5%	47 5%	50 5%	35 6%	35 4%	27 4%	9 5%	29 5%	40 4%	19 6%	0 -	97 7% J	0 -
Do not currently own a residence	565 28%	300 30% B	264 26%	276 46% DE	190 24% E	98 16%	71 40% GHI	142 26%	273 28%	78 24%	0 -	565 41% J	0 -

1_2. (I do not know much about environmental issues and the impact of greenhouse gas emissions on the environment) How much do you agree or disagree with each of the following statements as it relates to you personally?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
I do not know much about environmental issues and the impact of greenhouse gas emissions on the environment													
Completely agree	61 5%	21 4%	40 6%	15 6%	23 4%	24 5%	6 6%	23 6% I	29 5% I	3 2%	22 3%	39 7% J	0 -
Somewhat agree	330 26%	149 25%	181 27%	66 26%	129 24%	135 30% D	39 42% HI	120 33% HI	141 24% I	30 15%	150 23%	180 30% J	0 -
Somewhat disagree	524 42%	248 42%	277 42%	122 47% E	229 43%	174 38%	32 35%	144 40%	258 44%	90 44%	269 41%	255 43%	359 58%
Completely disagree	334 27%	167 29%	168 25%	54 21%	157 29% C	123 27%	16 17%	77 21%	159 27% G	82 40% FGH	213 32% K	122 20%	256 42%
Summary													
Top2Box - Agree	391 31%	170 29%	221 33%	81 31%	153 28%	158 35% D	44 48% HI	143 39% HI	170 29% I	33 16%	173 26%	219 37% J	0 -
Low2Box - Disagree	859 69%	414 71%	444 67%	176 69%	386 72% E	297 65%	49 52%	220 61%	417 71% FG	172 84% FGH	482 74% K	376 63%	615 100%

2A. Which of the following do you think plays the most important role in helping to conserve energy in your home?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Sealing air leaks through doors and windows	316 25%	140 24%	175 26%	67 26%	131 24%	118 26%	28 30%	101 28%	135 23%	51 25%	161 25%	155 26%	149 24%
Sealing air leaks through walls and ceilings	91 7%	53 9% B	38 6%	21 8%	41 8%	29 6%	8 8%	26 7%	45 8%	12 6%	62 10% K	29 5%	46 8%
Use of energy efficient appliances	210 17%	82 14%	128 19% A	52 20% E	99 18% E	59 13%	16 17%	66 18%	95 16%	34 16%	104 16%	106 18%	102 17%
Installing insulation	220 18%	118 20% B	102 15%	30 12%	92 17%	98 22% C	12 13%	53 15%	117 20% G	37 18%	131 20% K	89 15%	104 17%
Use of energy efficient heating and cooling system	327 26%	151 26%	175 26%	69 27%	138 26%	119 26%	19 20%	90 25%	159 27%	59 29%	157 24%	170 29%	166 27%
Use of compact fluorescent light bulbs	86 7%	39 7%	47 7%	17 7%	38 7%	32 7%	11 12%	27 7%	37 6%	11 6%	40 6%	46 8%	47 8%

2B. Which do you think plays the second most important role in helping to conserve energy in your home?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Sealing air leaks through doors and windows	317 25%	162 28%	155 23%	61 24%	146 27%	109 24%	18 20%	93 25%	149 25%	57 28%	182 28% K	135 23%	155 25%
Sealing air leaks through walls and ceilings	133 11%	63 11%	70 10%	21 8%	53 10%	58 13%	14 15% I	45 12% I	60 10%	14 7%	71 11%	62 10%	63 10%
Use of energy efficient appliances	236 19%	104 18%	132 20%	62 24% E	97 18%	77 17%	19 20%	63 17%	113 19%	41 20%	102 16%	134 23% J	118 19%
Installing insulation	222 18%	93 16%	129 19%	37 14%	87 16%	98 22% CD	20 21%	64 18%	102 17%	36 17%	135 21% K	87 15%	110 18%
Use of energy efficient heating and cooling system	247 20%	111 19%	136 20%	50 20%	112 21%	85 19%	12 13%	68 19%	125 21%	42 20%	122 19%	125 21%	122 20%
Use of compact fluorescent light bulbs	96 8%	51 9%	44 7%	24 9%	44 8%	28 6%	10 11%	31 9%	39 7%	15 7%	43 7%	53 9%	47 8%

Homeowners

2C. And which do you think plays the third most important role in helping to conserve energy in your home?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Sealing air leaks through doors and windows	238	106	131	30	116	91	13	61	122	41	117	121	119
	19%	18%	20%	12%	22% C	20% C	14%	17%	21%	20%	18%	20%	19%
Sealing air leaks through walls and ceilings	180	104	76	30	84	66	14	61	60	44	93	87	88
	14%	18% B	11%	12%	16%	15%	15%	17% H	10%	22% H	14%	15%	14%
Use of energy efficient appliances	220	96	123	52	76	92	23	61	105	30	111	108	116
	18%	17%	18%	20% D	14%	20% D	25% I	17%	18%	14%	17%	18%	19%
Installing insulation	223	95	127	55	96	72	12	69	116	25	126	97	97
	18%	16%	19%	21%	18%	16%	13%	19% I	20% I	12%	19%	16%	16%
Use of energy efficient heating and cooling system	233	110	123	50	103	80	15	68	105	45	125	108	115
	19%	19%	19%	20%	19%	18%	16%	19%	18%	22%	19%	18%	19%
Use of compact fluorescent light bulbs	157	73	84	39	64	54	16	43	78	20	83	74	81
	13%	12%	13%	15%	12%	12%	17%	12%	13%	10%	13%	12%	13%

2. [Total] And which do you think plays the third most important role in helping to conserve energy in your home?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Sealing air leaks through doors and windows	870	409	461	159	393	318	59	255	406	150	459	411	423
	70%	70%	69%	62%	73% C	70% C	63%	70%	69%	73%	70%	69%	69%
Sealing air leaks through walls and ceilings	403	219	184	72	178	154	36	132	165	71	226	178	197
	32%	38% B	28%	28%	33%	34%	39% H	36% H	28%	34%	34%	30%	32%
Use of energy efficient appliances	665	283	383	166	271	228	58	190	313	104	317	349	335
	53%	48%	57% A	65% DE	50%	50%	62%	52%	53%	51%	48%	59% J	55%
Installing insulation	665	306	358	122	275	268	44	187	336	98	392	273	311
	53%	52%	54%	48%	51%	59% CD	47%	51%	57% I	48%	60% K	46%	51%
Use of energy efficient heating and cooling system	807	372	435	170	353	283	46	225	389	147	404	402	402
	65%	64%	65%	66%	66%	62%	49%	62% F	66% F	71% FG	62%	68% J	65%
Use of compact fluorescent light bulbs	339	163	176	80	146	113	37	101	155	47	166	173	175
	27%	28%	26%	31%	27%	25%	39% GHI	28%	26%	23%	25%	29%	28%

3. Now, to the best of your knowledge, which of the following do you think contributes the most to apparent increases in greenhouse gases?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Transportation like cars and trucks	464 37%	215 37%	250 37%	100 39%	197 37%	168 37%	35 38%	141 39%	206 35%	83 40%	255 39%	209 35%	234 38%
Peoples' energy use in their homes and offices	33 3%	20 3%	13 2%	16 6% DE	12 2%	5 1%	1 1%	8 2%	18 3%	6 3%	25 4% K	7 1%	15 2%
Emissions from factories in industrial manufacturing	607 49%	271 46%	336 51%	115 45%	262 49%	231 51%	46 49%	173 47%	296 50%	93 45%	301 46%	307 52%	294 48%
Farming practices and livestock	32 3%	20 3%	12 2%	7 3%	19 3%	7 2%	2 2%	8 2%	16 3%	6 3%	17 3%	16 3%	14 2%
Deforestation	89 7%	42 7%	47 7%	15 6%	40 7%	35 8%	9 10%	30 8%	38 7%	13 6%	45 7%	44 7%	45 7%
Other	13 1%	10 2%	4 1%	3 1%	6 1%	5 1%	0 -	1 0	9 1%	4 2% G	7 1%	7 1%	8 1%
None of the above	10 1%	7 1%	3 1%	2 1%	4 1%	4 1%	1 1%	4 1%	4 1%	1 1%	4 1%	6 1%	3 1%

4. Experts say that energy efficiency can help to reduce man-made greenhouse gases. How much would you say you have done personally to help reduce greenhouse gases by increasing energy efficiency in your home? Have you...

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Done a lot	204 16%	100 17%	104 16%	24 9%	85 16% C	95 21% CD	19 21%	55 15%	97 17%	32 16%	125 19% K	78 13%	132 22%
Done some	788 63%	353 60%	435 65%	151 59%	341 63%	296 65%	59 64%	231 64%	368 63%	130 63%	427 65%	361 61%	393 64%
Done little	225 18%	114 19%	111 17%	75 29% DE	98 18% E	53 12%	10 11%	70 19%	105 18%	39 19%	90 14%	135 23% J	79 13%
Done nothing at all	33 3%	18 3%	15 2%	7 3%	15 3%	11 2%	4 4%	7 2%	18 3%	4 2%	12 2%	21 3%	10 2%
Summary													
Top2Box - Done a lot/ some	992 79%	453 78%	539 81%	175 68%	427 79% C	391 86% CD	79 85%	286 79%	465 79%	162 79%	553 84% K	439 74%	526 86%
Low2Box - Done little/ nothing at all	258 21%	131 22%	127 19%	82 32% DE	112 21% E	64 14%	14 15%	77 21%	123 21%	43 21%	102 16%	156 26% J	89 14%

5. Which of the following steps have you taken in your own home and life to help reduce greenhouse gases by increasing energy efficiency in the last two years?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Switched to a high efficiency heating system	360	174	186	48	162	151	28	85	193	55	225	136	193
	29%	30%	28%	19%	30% C	33% C	30%	23%	33% G	27%	34% K	23%	31%
Switched to a high efficiency cooling system	184	92	92	30	82	72	13	48	91	32	105	79	95
	15%	16%	14%	12%	15%	16%	14%	13%	15%	15%	16%	13%	15%
Added insulation	469	233	236	71	208	190	32	139	225	74	469	0	269
	38%	40%	35%	28%	39% C	42% C	34%	38%	38%	36%	72% K	-	44%
Sealed air leaks	760	345	415	123	342	295	55	223	354	128	504	256	404
	61%	59%	62%	48%	63% C	65% C	59%	61%	60%	62%	77% K	43%	66%
Turned down the heat during the winter	1041	459	582	206	455	380	67	293	507	174	562	479	525
	83%	79%	87% A	80%	84%	84%	72%	81%	86% FG	85% F	86% K	80%	85%
Reduced my automobile usage in favour of public transit	280	132	149	77	118	85	20	68	129	63	155	125	167
	22%	23%	22%	30% DE	22%	19%	21%	19%	22%	31% GH	24%	21%	27%
Turned down the air conditioning during the summer	574	251	323	132	238	204	44	156	265	110	300	274	292
	46%	43%	49%	52%	44%	45%	47%	43%	45%	53% GH	46%	46%	48%
None of the above	50	30	21	12	20	18	2	18	24	6	8	42	13
	4%	5%	3%	5%	4%	4%	3%	5%	4%	3%	1%	7% J	2%

8_1. [Switch to a high efficiency cooling system] Which of the following do you intend to do to help reduce energy consumption during the coming summer months?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who have not switch to a high efficiency cooling system	1097	410	687	193	486	418	82	335	510	170	564	533	538
Weighted	1066	492	574	226	457	383	80*	315	497	174	550	516	520
Yes	131 12%	55 11%	76 13%	26 12%	63 14%	42 11%	8 10%	27 9%	68 14% G	29 17% G	80 15% K	51 10%	75 14%
No	934 88%	437 89%	497 87%	200 88%	394 86%	341 89%	72 90%	289 91% HI	429 86%	145 83%	470 85%	465 90% J	445 86%

8_2. [Add insulation] Which of the following do you intend to do to help reduce energy consumption during the coming summer months?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who have not added insulation	797	285	512	156	349	292	63	233	371	130	182	615	358
Weighted	781	351	429	185	331	265	62*	225	363	131	186	595	345
Yes	103 13%	41 12%	62 14%	27 15%	51 15% E	25 10%	7 11%	29 13%	52 14%	15 12%	103 56% K	0 -	51 15%
No	678 87%	310 88%	367 86%	158 85%	280 85%	239 90% D	55 89%	195 87%	311 86%	116 88%	82 44%	595 100% J	295 85%

8_3. [Seal air leaks] Which of the following do you intend to do to help reduce energy consumption during the coming summer months?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who have not sealed air leaks	493	192	301	108	211	174	38	145	237	73	147	346	216
Weighted	489	239	250	133*	197	160	38*	140	234	77*	151	339	210
Yes	146 30%	72 30%	74 29%	41 31%	63 32%	42 26%	12 32%	40 29%	73 31%	21 27%	66 44% K	80 24%	67 32%
No	343 70%	167 70%	177 71%	92 69%	134 68%	118 74%	26 68%	100 71%	162 69%	56 73%	85 56%	259 76% J	143 68%

8_4. [Turn down the air conditioning during the summer] Which of the following do you intend to do to help reduce energy consumption during the coming summer months?

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Respondents who do not turn down the air conditioning during the summer	698	279	419	105	320	273	50	221	334	93	365	333	333
Weighted	676	333	342	124*	301	250	49*	208	323	96*	354	321	322
Yes	170 25%	87 26%	83 24%	35 29%	73 24%	62 25%	11 23%	53 25%	82 25%	24 25%	86 24%	84 26%	81 25%
No	506 75%	246 74%	260 76%	88 71%	228 76%	189 75%	38 77%	155 75%	241 75%	72 75%	268 76%	238 74%	241 75%

11_1. (Former Vice President of the United States Al Gore) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Former Vice President of the United States Al Gore													
Most likely - 10	98 8%	39 7%	58 9%	18 7%	40 7%	39 9%	8 8%	32 9%	41 7%	17 8%	56 9%	42 7%	60 10%
9	106 8%	44 8%	62 9%	24 9%	42 8%	39 9%	4 4%	25 7%	49 8%	28 14% FGH	57 9%	49 8%	64 10%
8	121 10%	61 11%	59 9%	32 13%	51 9%	37 8%	8 8%	31 9%	57 10%	25 12%	61 9%	60 10%	66 11%
7	128 10%	66 11%	62 9%	24 9%	49 9%	55 12%	5 6%	40 11%	59 10%	24 12%	63 10%	65 11%	65 11%
6	133 11%	55 9%	79 12%	27 11%	58 11%	48 10%	19 20% GH	34 9%	51 9%	30 14% H	67 10%	66 11%	64 10%
5	134 11%	59 10%	75 11%	23 9%	66 12%	45 10%	11 12%	40 11%	64 11%	19 9%	65 10%	69 12%	68 11%
4	77 6%	35 6%	42 6%	14 6%	34 6%	28 6%	8 8%	21 6%	37 6%	11 5%	49 7% K	28 5%	36 6%
3	105 8%	52 9%	52 8%	21 8%	43 8%	41 9%	6 6%	35 10%	52 9%	12 6%	47 7%	58 10%	48 8%
2	74 6%	36 6%	38 6%	17 7%	28 5%	29 6%	5 5%	23 6% I	42 7% I	4 2%	46 7%	27 5%	36 6%
Least likely - 1	275 22%	136 23%	139 21%	55 21%	127 24%	93 20%	21 22%	81 22%	137 23%	36 17%	144 22%	131 22%	108 18%

11_1. (Former Vice President of the United States Al Gore) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Summary													
Top3Box - Likely	324 26%	145 25%	179 27%	74 29%	134 25%	116 26%	19 21%	88 24%	146 25%	71 34% FGH	173 26%	151 25%	189 31%
Low3Box - Unlikely	453 36%	224 38%	229 34%	93 36%	197 37%	163 36%	31 33%	139 38% I	232 39% I	51 25%	237 36%	216 36%	192 31%
Mean	5.0	4.9	5.2	5.1	4.9	5.1	4.9	5.0	4.9	5.8 FGH	5.0	5.1	5.4
Standard Deviation	3.0	3.0	3.0	3.1	3.0	3.0	2.9	3.0	3.0	2.9	3.1	3.0	3.0
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.1
Median	4.7	4.6	4.8	4.9	4.6	4.8	4.7	4.5	4.4	5.7	4.6	4.8	5.2

11_2. (Dr. David Suzuki) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Dr. David Suzuki													
Most likely - 10	258 21%	111 19%	147 22%	44 17%	118 22%	95 21%	20 22%	85 23%	116 20%	37 18%	152 23% K	106 18%	155 25%
9	172 14%	78 13%	93 14%	34 13%	76 14%	62 14%	13 14%	36 10%	86 15% G	37 18% G	93 14%	78 13%	93 15%
8	158 13%	66 11%	92 14%	35 14%	69 13%	55 12%	6 7%	51 14%	64 11%	37 18% FH	83 13%	76 13%	88 14%
7	137 11%	73 13%	64 10%	33 13%	54 10%	51 11%	8 9%	32 9%	75 13%	22 11%	68 10%	69 12%	56 9%
6	117 9%	41 7%	76 11% A	22 8%	43 8%	52 11%	13 14%	34 9%	54 9%	16 8%	58 9%	59 10%	53 9%
5	92 7%	41 7%	51 8%	20 8%	44 8%	29 6%	11 12%	32 9%	38 6%	12 6%	48 7%	44 7%	41 7%
4	56 4%	25 4%	31 5%	12 5%	21 4%	22 5%	3 3%	13 3%	33 6%	7 3%	24 4%	32 5%	16 3%
3	71 6%	40 7%	31 5%	17 7%	35 6%	19 4%	2 2%	27 7%	31 5%	11 5%	28 4%	43 7% J	30 5%
2	34 3%	17 3%	17 3%	5 2%	17 3%	12 3%	1 1%	11 3%	18 3%	5 2%	21 3%	13 2%	17 3%
Least likely - 1	155 12%	90 15% B	64 10%	34 13%	62 11%	59 13%	16 17%	43 12%	73 12%	22 11%	80 12%	75 13%	66 11%

11_2. (Dr. David Suzuki) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Summary													
Top3Box - Likely	588 47%	256 44%	332 50% A	113 44%	264 49%	212 47%	39 42%	172 47%	266 45%	110 54% H	327 50% K	260 44%	336 55%
Low3Box - Unlikely	260 21%	148 25% B	112 17%	57 22%	114 21%	89 20%	18 20%	82 22%	122 21%	38 18%	129 20%	131 22%	113 18%
Mean	6.5	6.3	6.8 A	6.4	6.6	6.6	6.4	6.5	6.5	6.8	6.7	6.4	6.9
Standard Deviation	3.0	3.2	2.9	3.0	3.0	3.0	3.1	3.1	3.0	2.9	3.0	3.0	3.0
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.1
Median	6.7	6.5	7.0	6.5	6.9	6.7	6.1	6.7	6.6	7.2	7.0	6.5	7.3

11_3. (Prime Minister Stephen Harper) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Prime Minister Stephen Harper													
Most likely - 10	35 3%	17 3%	18 3%	9 4%	17 3%	9 2%	4 4%	12 3%	14 2%	6 3%	16 2%	19 3%	17 3%
9	54 4%	23 4%	31 5%	9 4%	19 4%	26 6%	0 -	20 6% F	26 4% F	8 4%	33 5%	22 4%	28 5%
8	103 8%	50 9%	53 8%	27 10%	38 7%	38 8%	7 7%	32 9%	51 9%	13 6%	52 8%	52 9%	54 9%
7	111 9%	59 10%	52 8%	22 8%	48 9%	41 9%	10 10%	33 9%	48 8%	21 10%	54 8%	58 10%	59 10%
6	164 13%	57 10%	107 16% A	27 10%	72 13%	66 14%	12 13%	53 15%	77 13%	22 11%	90 14%	74 12%	83 14%
5	182 15%	85 15%	97 15%	47 18%	75 14%	61 13%	21 22% G	41 11%	88 15%	32 16%	85 13%	97 16%	83 13%
4	114 9%	58 10%	56 8%	21 8%	46 9%	46 10%	8 8%	34 9%	60 10%	13 6%	68 10%	47 8%	49 8%
3	132 11%	71 12%	61 9%	21 8%	63 12%	48 11%	9 10%	46 13%	60 10%	18 9%	62 9%	70 12%	66 11%
2	74 6%	28 5%	46 7%	16 6%	28 5%	30 7%	2 2%	21 6%	36 6%	15 7%	44 7%	30 5%	31 5%
Least likely - 1	279 22%	135 23%	143 22%	56 22%	133 25%	89 20%	21 23%	71 19%	129 22%	58 28% G	151 23%	127 21%	143 23%
Summary													
Top3Box - Likely	193 15%	91 16%	102 15%	45 18%	74 14%	73 16%	11 12%	64 18%	90 15%	27 13%	100 15%	93 16%	100 16%
Low3Box - Unlikely	485 39%	234 40%	251 38%	94 37%	224 42%	167 37%	32 35%	138 38%	224 38%	90 44%	257 39%	227 38%	240 39%
Mean	4.5	4.5	4.5	4.6	4.4	4.6	4.5	4.7	4.5	4.2	4.4	4.6	4.5

11_3. (Prime Minister Stephen Harper) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Standard Deviation	2.6	2.7	2.6	2.7	2.7	2.6	2.5	2.7	2.6	2.7	2.7	2.6	2.7
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.2	0.1	0.1	0.1
Median	4.1	4.0	4.3	4.3	4.0	4.2	4.3	4.2	4.1	4.0	4.0	4.2	4.2

11_4. (A TV renovation or home improvement expert such as Mike Holmes) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
A TV renovation or home improvement expert such as Mike Holmes													
Most likely - 10	117 9%	48 8%	69 10%	26 10%	52 10%	39 8%	5 6%	39 11% I	63 11% I	10 5%	74 11% K	43 7%	71 12%
9	140 11%	57 10%	84 13%	23 9%	61 11%	57 13%	11 12%	39 11%	66 11%	24 12%	88 13% K	52 9%	70 11%
8	208 17%	93 16%	115 17%	38 15%	91 17%	80 18%	19 21%	55 15%	108 18%	25 12%	122 19%	86 15%	109 18%
7	196 16%	103 18%	93 14%	46 18%	91 17%	59 13%	16 17%	49 13%	90 15%	41 20% G	100 15%	96 16%	112 18%
6	187 15%	89 15%	99 15%	46 18%	68 13%	73 16%	11 11%	63 17%	76 13%	37 18%	84 13%	103 17% J	95 16%
5	162 13%	81 14%	81 12%	26 10%	78 14%	59 13%	11 12%	55 15%	76 13%	20 10%	74 11%	88 15%	65 11%
4	72 6%	30 5%	41 6%	15 6%	30 5%	27 6%	1 1%	19 5%	36 6% F	16 8% F	34 5%	37 6%	34 6%
3	63 5%	32 5%	32 5%	6 2%	36 7% C	21 5%	7 7%	15 4%	32 6%	9 4%	25 4%	38 6% J	20 3%
2	29 2%	10 2%	18 3%	6 3%	13 2%	10 2%	3 3%	6 2%	14 2%	6 3%	13 2%	16 3%	7 1%
Least likely - 1	76 6%	42 7%	33 5%	24 9% D	21 4%	31 7% D	9 10% H	23 6%	27 5%	16 8%	40 6%	35 6%	32 5%

11_4. (A TV renovation or home improvement expert such as Mike Holmes) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Summary													
Top3Box - Likely	465 37%	198 34%	267 40% A	87 34%	203 38%	175 39%	36 38%	133 37%	237 40% I	59 29%	283 43% K	182 31%	249 41%
Low3Box - Unlikely	168 13%	84 14%	83 13%	36 14%	70 13%	62 14%	19 20% H	45 12%	73 12%	31 15%	78 12%	89 15%	59 10%
Mean	6.4	6.3	6.5	6.3	6.5	6.4	6.2	6.4	6.5 I	6.1	6.7 K	6.1	6.7
Standard Deviation	2.4	2.4	2.4	2.5	2.3	2.5	2.6	2.4	2.4	2.4	2.5	2.4	2.3
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.2	0.1	0.1	0.1
Median	6.2	6.1	6.3	6.1	6.3	6.1	6.3	6.0	6.4	5.9	6.6	5.8	6.5

11_5. (An employee at a home improvement/renovation retail store) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
An employee at a home improvement/renovation retail store													
Most likely - 10	21 2%	5 1%	16 2% A	5 2%	10 2%	5 1%	1 1%	11 3% I	8 1%	1 0	12 2%	9 2%	11 2%
9	57 5%	19 3%	39 6% A	16 6%	22 4%	20 4%	4 4%	17 5%	31 5%	6 3%	36 5%	22 4%	29 5%
8	121 10%	46 8%	75 11%	30 12%	43 8%	47 10%	12 13%	32 9%	52 9%	25 12%	62 9%	59 10%	60 10%
7	197 16%	101 17%	95 14%	38 15%	85 16%	73 16%	15 16%	50 14%	102 17%	29 14%	115 18%	82 14%	111 18%
6	243 19%	112 19%	131 20%	43 17%	120 22%	80 18%	23 24% I	75 21%	117 20%	29 14%	129 20%	114 19%	114 19%
5	221 18%	104 18%	117 18%	41 16%	93 17%	86 19%	9 10%	69 19% F	103 17%	40 20% F	106 16%	114 19%	101 16%
4	131 10%	62 11%	69 10%	22 9%	53 10%	55 12%	14 15%	33 9%	56 10%	27 13%	64 10%	66 11%	71 12%
3	100 8%	52 9%	48 7%	28 11%	38 7%	35 8%	4 5%	27 7%	48 8%	22 11%	55 8%	45 8%	40 7%
2	46 4%	18 3%	27 4%	10 4%	22 4%	13 3%	3 4%	9 3%	20 3%	13 6% G	18 3%	28 5%	24 4%
Least likely - 1	114 9%	65 11% B	49 7%	23 9%	52 10%	40 9%	8 9%	40 11%	52 9%	14 7%	57 9%	57 10%	52 8%
Summary													
Top3Box - Likely	199 16%	69 12%	130 19% A	51 20% D	75 14%	72 16%	16 18%	60 17%	91 15%	31 15%	109 17%	90 15%	100 16%
Low3Box - Unlikely	260 21%	135 23%	125 19%	60 24%	112 21%	88 19%	16 17%	76 21%	120 20%	48 24%	131 20%	130 22%	116 19%

11_5. (An employee at a home improvement/renovation retail store) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Mean	5.3	5.1	5.5 A	5.4	5.3	5.3	5.5	5.3	5.4	5.1	5.4	5.2	5.4
Standard Deviation	2.2	2.2	2.2	2.3	2.2	2.2	2.2	2.3	2.2	2.1	2.2	2.2	2.2
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Median	5.1	4.9	5.2	5.1	5.1	5.0	5.3	5.0	5.1	4.7	5.2	4.9	5.2

11_6. (A non-profit organization such as the Canadian Lung Association) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
A non-profit organization such as the Canadian Lung Association													
Most likely - 10	130 10%	52 9%	78 12%	16 6%	48 9%	66 15% CD	17 18% HI	44 12%	54 9%	16 8%	75 12%	55 9%	74 12%
9	134 11%	55 9%	79 12%	20 8%	53 10%	62 14% C	13 14%	38 11%	63 11%	20 10%	69 11%	65 11%	71 12%
8	216 17%	91 16%	126 19%	45 18%	93 17%	79 17%	15 16%	55 15%	104 18%	44 21%	113 17%	104 17%	122 20%
7	208 17%	91 16%	117 18%	36 14%	90 17%	83 18%	5 6%	60 16% F	106 18% F	38 18% F	107 16%	102 17%	104 17%
6	196 16%	96 16%	100 15%	41 16%	99 18% E	57 12%	16 18%	59 16%	87 15%	33 16%	109 17%	87 15%	87 14%
5	159 13%	77 13%	82 12%	48 19% DE	65 12%	46 10%	11 12%	51 14%	69 12%	28 13%	74 11%	85 14%	72 12%
4	70 6%	41 7% B	29 4%	20 8%	23 4%	27 6%	7 7%	14 4%	39 7%	10 5%	30 5%	41 7%	23 4%
3	58 5%	37 6% B	21 3%	14 5%	27 5%	17 4%	5 5%	15 4%	28 5%	11 5%	31 5%	27 4%	23 4%
2	23 2%	11 2%	12 2%	4 1%	13 2%	7 1%	0 -	8 2%	14 2%	2 1%	17 3%	6 1%	15 2%
Least likely - 1	55 4%	32 6%	23 3%	13 5%	30 5% E	12 3%	5 5%	19 5%	25 4%	6 3%	30 5%	24 4%	24 4%

11_6. (A non-profit organization such as the Canadian Lung Association) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Summary													
Top3Box - Likely	481 38%	198 34%	283 43% A	81 31%	194 36%	207 45% CD	44 47%	137 38%	221 38%	79 39%	257 39%	224 38%	267 43%
Low3Box - Unlikely	136 11%	81 14% B	55 8%	31 12%	69 13% E	36 8%	10 10%	42 12%	67 11%	18 9%	79 12%	58 10%	62 10%
Mean	6.6	6.3	6.8 A	6.1	6.4	7.0 CD	6.8	6.6	6.5	6.7	6.6	6.6	6.8
Standard Deviation	2.3	2.4	2.2	2.2	2.3	2.2	2.5	2.4	2.3	2.1	2.4	2.2	2.3
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.1	0.1
Median	6.3	6.0	6.6	5.7	6.2	6.7	6.5	6.2	6.3	6.4	6.3	6.3	6.6

11_7. (A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program													
Most likely - 10	163 13%	68 12%	94 14%	24 9%	65 12%	73 16% C	18 19% I	51 14%	73 12%	21 10%	106 16% K	57 10%	97 16%
9	193 15%	86 15%	107 16%	38 15%	77 14%	78 17%	15 16%	47 13%	102 17%	29 14%	110 17%	84 14%	111 18%
8	254 20%	122 21%	133 20%	46 18%	123 23%	85 19%	20 21%	78 21%	116 20%	40 19%	138 21%	116 19%	127 21%
7	203 16%	98 17%	105 16%	39 15%	95 18%	69 15%	9 9%	56 15%	101 17%	38 18%	101 15%	102 17%	115 19%
6	156 12%	64 11%	92 14%	38 15%	58 11%	59 13%	12 13%	53 15% H	58 10%	32 16% H	67 10%	89 15% J	68 11%
5	119 10%	64 11%	55 8%	26 10%	53 10%	39 9%	9 10%	33 9%	56 9%	21 10%	55 8%	64 11%	38 6%
4	56 4%	33 6%	23 4%	17 7%	20 4%	19 4%	2 2%	15 4%	30 5%	10 5%	26 4%	30 5%	27 4%
3	44 3%	18 3%	26 4%	12 5%	18 3%	14 3%	3 3%	15 4%	21 4%	5 3%	17 3%	26 4%	8 1%
2	22 2%	11 2%	11 2%	5 2%	12 2%	5 1%	1 1%	8 2%	12 2%	2 1%	13 2%	9 2%	9 2%
Least likely - 1	40 3%	22 4%	18 3%	11 4%	16 3%	12 3%	6 6%	9 2%	19 3%	7 3%	21 3%	19 3%	13 2%
Summary													
Top3Box - Likely	610 49%	276 47%	334 50%	107 42%	266 49%	237 52% C	53 57% I	175 48%	292 50%	90 44%	353 54% K	256 43%	336 55%
Low3Box - Unlikely	106 8%	50 9%	55 8%	28 11%	46 9%	31 7%	9 10%	31 9%	52 9%	14 7%	51 8%	54 9%	30 5%

11_7. (A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Mean	7.0	6.9	7.1	6.7	7.0 C	7.2 C	7.2	7.0	7.0	6.9	7.2 K	6.8	7.4
Standard Deviation	2.2	2.3	2.2	2.3	2.2	2.2	2.5	2.2	2.3	2.1	2.3	2.2	2.1
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.1	0.1
Median	6.9	6.8	7.0	6.5	7.0	7.1	7.3	6.9	7.0	6.7	7.2	6.6	7.2

11_8. (Eco-friendly celebrities such as Brad Pitt or Robert Redford) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Eco-friendly celebrities such as Brad Pitt or Robert Redford													
Most likely - 10	29 2%	9 2%	20 3%	2 1%	17 3%	10 2%	4 4%	13 4%	10 2%	3 1%	16 2%	13 2%	19 3%
9	36 3%	12 2%	24 4%	9 3%	15 3%	12 3%	7 7% HI	14 4%	11 2%	4 2%	21 3%	16 3%	16 3%
8	53 4%	19 3%	34 5%	12 5%	18 3%	23 5%	5 5%	17 5%	24 4%	7 4%	23 4%	30 5%	24 4%
7	81 6%	28 5%	54 8% A	23 9%	36 7%	23 5%	5 6%	20 5%	39 7%	17 8%	44 7%	37 6%	43 7%
6	167 13%	77 13%	89 13%	34 13%	75 14%	58 13%	12 13%	49 13%	76 13%	30 15%	77 12%	89 15%	89 14%
5	171 14%	73 12%	98 15%	30 12%	82 15%	59 13%	19 20% I	45 12%	88 15% I	19 9%	91 14%	80 14%	88 14%
4	119 10%	58 10%	61 9%	15 6%	55 10%	49 11% C	5 5%	32 9%	59 10%	24 12%	68 10%	52 9%	59 10%
3	144 12%	75 13%	69 10%	33 13%	66 12%	45 10%	14 15%	44 12%	60 10%	26 13%	72 11%	73 12%	70 11%
2	101 8%	50 8%	51 8%	19 8%	41 8%	41 9%	4 5%	26 7%	54 9%	17 8%	58 9%	42 7%	49 8%
Least likely - 1	348 28%	183 31% B	165 25%	78 31%	135 25%	135 30%	17 19%	104 29%	168 29%	58 28%	185 28%	163 27%	155 25%

11_8. (Eco-friendly celebrities such as Brad Pitt or Robert Redford) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Summary													
Top3Box - Likely	119 9%	40 7%	78 12% A	23 9%	50 9%	45 10%	16 17% HI	44 12% HI	44 8%	14 7%	60 9%	59 10%	60 10%
Low3Box - Unlikely	593 47%	308 53% B	285 43%	131 51%	242 45%	220 48%	36 39%	174 48%	282 48%	101 49%	315 48%	278 47%	275 45%
Mean	3.9	3.6	4.2 A	3.9	4.1	3.8	4.7 GHI	4.0	3.8	3.8	3.9	4.0	4.1
Standard Deviation	2.5	2.4	2.6	2.6	2.5	2.5	2.7	2.7	2.4	2.4	2.5	2.5	2.5
Standard Error	0.1	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.1	0.2	0.1	0.1	0.1
Median	3.3	2.8	3.8	2.9	3.5	3.1	4.3	3.3	3.2	3.1	3.2	3.4	3.5

11. (Top3box Likely Summary) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Former Vice President of the United States Al Gore	324	145	179	74	134	116	19	88	146	71	173	151	189
	26%	25%	27%	29%	25%	26%	21%	24%	25%	34% FGH	26%	25%	31%
Dr. David Suzuki	588	256	332	113	264	212	39	172	266	110	327	260	336
	47%	44%	50% A	44%	49%	47%	42%	47%	45%	54% H	50% K	44%	55%
Prime Minister Stephen Harper	193	91	102	45	74	73	11	64	90	27	100	93	100
	15%	16%	15%	18%	14%	16%	12%	18%	15%	13%	15%	16%	16%
A TV renovation or home improvement expert such as Mike Holmes	465	198	267	87	203	175	36	133	237	59	283	182	249
	37%	34%	40% A	34%	38%	39%	38%	37%	40% I	29%	43% K	31%	41%
An employee at a home improvement/renovation retail store	199	69	130	51	75	72	16	60	91	31	109	90	100
	16%	12%	19% A	20% D	14%	16%	18%	17%	15%	15%	17%	15%	16%
A non-profit organization such as the Canadian Lung Association	481	198	283	81	194	207	44	137	221	79	257	224	267
	38%	34%	43% A	31%	36%	45% CD	47%	38%	38%	39%	39%	38%	43%
A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program	610	276	334	107	266	237	53	175	292	90	353	256	336
	49%	47%	50%	42%	49%	52% C	57% I	48%	50%	44%	54% K	43%	55%
Eco-friendly celebrities such as Brad Pitt or Robert Redford	119	40	78	23	50	45	16	44	44	14	60	59	60
	9%	7%	12% A	9%	9%	10%	17% HI	12% HI	8%	7%	9%	10%	10%

11. (Low3box Unlikely Summary) The following is a list of various people or organizations who speak about environmental issues and climate change. Please rate on a scale of zero to 10, where zero means 'least likely' and 10 means 'most likely,' how likely would each person or entity be infuencing you to reduce greenhouse gases.

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

		GENDER		AGE			EDUCATION						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Have bought/ intend to buy insulation	Have not bought/ Do not intend to buy insulation	Knowledgeable about environment/understand Green
		A	B	C	D	E	F	G	H	I	J	K	L
Base: House owners	1285	484	801	218	567	500	95	383	604	203	670	615	634
Weighted	1250	584	666	256	539	455	93*	363	588	205	655	595	615
Former Vice President of the United States Al Gore	453	224	229	93	197	163	31	139	232	51	237	216	192
	36%	38%	34%	36%	37%	36%	33%	38% I	39% I	25%	36%	36%	31%
Dr. David Suzuki	260	148	112	57	114	89	18	82	122	38	129	131	113
	21%	25% B	17%	22%	21%	20%	20%	22%	21%	18%	20%	22%	18%
Prime Minister Stephen Harper	485	234	251	94	224	167	32	138	224	90	257	227	240
	39%	40%	38%	37%	42%	37%	35%	38%	38%	44%	39%	38%	39%
A TV renovation or home improvement expert such as Mike Holmes	168	84	83	36	70	62	19	45	73	31	78	89	59
	13%	14%	13%	14%	13%	14%	20% H	12%	12%	15%	12%	15%	10%
An employee at a home improvement/renovation retail store	260	135	125	60	112	88	16	76	120	48	131	130	116
	21%	23%	19%	24%	21%	19%	17%	21%	20%	24%	20%	22%	19%
A non-profit organization such as the Canadian Lung Association	136	81	55	31	69	36	10	42	67	18	79	58	62
	11%	14% B	8%	12%	13% E	8%	10%	12%	11%	9%	12%	10%	10%
A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program	106	50	55	28	46	31	9	31	52	14	51	54	30
	8%	9%	8%	11%	9%	7%	10%	9%	9%	7%	8%	9%	5%
Eco-friendly celebrities such as Brad Pitt or Robert Redford	593	308	285	131	242	220	36	174	282	101	315	278	275
	47%	53% B	43%	51%	45%	48%	39%	48%	48%	49%	48%	47%	45%