

Homeowners

A. What type of residence do you currently own?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2031	289	186	148	746	508	154	474	604	953	592	1439
Weighted	2031	281	197	134	778	479	162	489	596	946	612	1419
House - single-detached	1108 55%	146 52%	108 55%	92 69% ABDE	427 55% E	234 49%	100 62% E	139 28%	322 54% G	646 68% GH	361 59% K	747 53%
House - semi-detached	142 7%	13 5%	15 8% C	2 1% ACF	67 9% F	39 8% C	6 4%	21 4%	44 7% G	77 8% G	59 10% K	83 6%
Condominium	119 6%	29 10% DEF	19 10% EF	6 5% F	47 6% F	17 4%	1 1%	29 6%	26 4%	64 7%	15 2%	104 7% J
Other	97 5%	19 7% B	4 2%	8 6%	38 5%	22 5%	7 4%	36 7% I	33 6% I	28 3%	28 5%	69 5%
Do not currently own a residence	565 28%	75 27%	51 26%	25 19%	199 26%	167 35% ABCD	48 29% C	264 54% HI	171 29% I	130 14%	149 24%	416 29% J

Detailed tables

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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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
I do not know much about environmental issues and the impact of greenhouse gas emissions on the environment												
Completely agree	61 5%	11 7%	3 2%	3 3%	21 4%	20 7%	4 4%	13 8% 	26 7% 	23 3%	24 6%	37 4%
Somewhat agree	330 26%	38 24%	34 27%	30 32%	127 26%	72 26%	30 28%	58 36% 	110 30% 	162 22%	112 27%	218 26%
Somewhat disagree	524 42%	72 45% C	64 52% CDF	31 33%	197 40%	122 45% C	39 36%	57 36%	138 38%	329 45% GH	168 40%	357 43%
Completely disagree	334 27%	39 24%	23 19%	30 32% BE	151 30% BE	59 22%	33 31% BE	33 20%	92 25%	209 29% G	116 28%	218 26%
Summary												
Top2Box - Agree	391 31%	48 30%	36 29%	33 35%	147 30%	92 34%	34 32%	70 44% 	136 37% 	185 26%	136 32%	256 31%
Low2Box - Disagree	859 69%	111 70%	87 71%	61 65%	347 70%	181 66%	72 68%	90 56%	231 63%	538 74% GH	284 68%	575 69%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Sealing air leaks through doors and windows	316	23	45	23	103	94	28	49	98	168	105	211
	25%	14%	37% AD	24% A	21%	34% AD	26% A	30%	27%	23%	25%	25%
Sealing air leaks through walls and ceilings	91	11	12	9	33	21	4	9	30	52	36	55
	7%	7%	10%	10%	7%	8%	4%	6%	8%	7%	9%	7%
Use of energy efficient appliances	210	30	13	13	95	42	19	30	57	123	77	133
	17%	19%	10%	13%	19% B	15%	18%	19%	15%	17%	18%	16%
Installing insulation	220	38	20	18	76	36	32	21	64	135	59	161
	18%	24% DE	16%	20%	15%	13%	30% BDE	13%	18%	19%	14%	19% J
Use of energy efficient heating and cooling system	327	47	33	26	144	58	18	36	90	201	107	219
	26%	30% F	27%	27%	29% EF	21%	17%	23%	24%	28%	26%	26%
Use of compact fluorescent light bulbs	86	11	0	5	44	22	5	15	27	45	37	50
	7%	7% B	-	5% B	9% B	8% B	5% B	9%	7%	6%	9%	6%

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Detailed tables

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Sealing air leaks through doors and windows	317	44	34	19	120	67	34	36	88	193	116	201
	25%	27%	28%	20%	24%	24%	32%	22%	24%	27%	28%	24%
Sealing air leaks through walls and ceilings	133	9	8	14	49	37	16	20	50	63	32	100
	11%	5%	6%	15% AB	10%	14% A	15% AB	12%	14% I	9%	8%	12% J
Use of energy efficient appliances	236	27	22	12	116	48	10	23	71	142	79	157
	19%	17%	18%	13% CF	23%	18%	10%	14%	19%	20%	19%	19%
Installing insulation	222	25	28	23	75	49	22	34	64	123	69	153
	18%	16%	23%	25% D	15%	18%	20%	21%	18%	17%	16%	18%
Use of energy efficient heating and cooling system	247	40	23	23	92	50	18	35	66	145	84	163
	20%	25%	19%	25%	19%	18%	17%	22%	18%	20%	20%	20%
Use of compact fluorescent light bulbs	96	15	8	3	42	22	6	12	27	56	39	56
	8%	9% C	6%	3%	8% C	8%	6%	8%	7%	8%	9%	7%

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Detailed tables

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Sealing air leaks through doors and windows	238	33	13	22	98	53	19	30	66	142	69	169
	19%	21% B	10%	23% B	20% B	19% B	18%	18%	18%	20%	16%	20%
Sealing air leaks through walls and ceilings	180	19	24	12	54	46	23	13	61	105	60	120
	14%	12%	20% D	13%	11%	17% D	22% AD	8%	17% G	15% G	14%	14%
Use of energy efficient appliances	220	32	28	15	83	44	18	32	63	125	78	141
	18%	20%	22%	16%	17%	16%	17%	20%	17%	17%	19%	17%
Installing insulation	223	34	20	16	90	49	14	38	66	118	77	146
	18%	22%	16%	17%	18%	18%	13%	24% I	18%	16%	18%	18%
Use of energy efficient heating and cooling system	233	28	28	19	103	40	16	25	68	140	92	141
	19%	17%	22%	20%	21% E	15%	15%	16%	18%	19%	22% K	17%
Use of compact fluorescent light bulbs	157	13	11	9	66	41	16	23	43	92	44	113
	13%	8%	9%	10%	13%	15% A	15%	14%	12%	13%	10%	14%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Sealing air leaks through doors and windows	870	99	92	64	322	213	80	114	253	503	290	580
	70%	62%	75% A	68%	65%	78% ACD	76% AD	71%	69%	70%	69%	70%
Sealing air leaks through walls and ceilings	403	39	45	36	136	104	43	43	141	220	128	275
	32%	24%	36% A	38% AD	28%	38% AD	41% AD	27%	38% GI	30%	31%	33%
Use of energy efficient appliances	665	88	62	40	294	134	47	85	191	390	234	432
	53%	55% C	50%	43%	59% CEF	49%	44%	53%	52%	54%	56%	52%
Installing insulation	665	97	69	58	241	133	68	94	195	376	204	461
	53%	61% DE	56% DE	61% DE	49%	49%	64% DE	58%	53%	52%	49% J	55% J
Use of energy efficient heating and cooling system	807	115	84	68	339	148	53	97	224	486	283	524
	65%	72% EF	68% EF	72% EF	69% EF	54%	50%	60%	61%	67% H	67%	63%
Use of compact fluorescent light bulbs	339	39	19	17	152	85	27	49	97	193	120	219
	27%	25%	15%	18%	31% BC	31% BC	26%	31%	26%	27%	29%	26%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
Transportation like cars and trucks	464 37%	52 33%	40 33%	33 35%	191 39%	115 42%	33 31%	62 39%	129 35%	273 38%	178 42% K	287 35%
Peoples' energy use in their homes and offices	33 3%	2 1%	6 5% E	1 1%	18 4% E	2 1%	4 4% E	6 4%	6 2%	21 3%	10 2%	23 3%
Emissions from factories in industrial manufacturing	607 49%	88 55% DE	59 48%	49 52%	225 46%	123 45%	63 60% DE	70 44%	192 52%	346 48%	186 44%	422 51% J
Farming practices and livestock	32 3%	2 1%	3 2%	2 3%	13 3%	12 5% F	0 -	7 4%	8 2%	18 2%	11 3%	22 3%
Deforestation	89 7%	12 7%	9 7%	9 9%	37 7%	19 7%	4 4%	14 8%	27 7%	49 7%	32 8%	58 7%
Other	13 1%	0 -	6 5% ADE	1 1%	5 1%	1 0	1 1%	1 0	3 1%	10 1%	3 1%	11 1%
None of the above	10 1%	4 2% E	1 1%	0 -	6 1%	0 -	0 -	2 1%	2 0	7 1%	1 0	9 1%

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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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
Done a lot	204 16%	21 13%	14 12%	12 12%	94 19%	53 19%	10 9%	25 15%	64 17%	115 16%	65 15%	139 17%
Done some	788 63%	97 61%	74 60%	60 63%	312 63%	175 64%	71 67%	101 63%	239 65%	448 62%	252 60%	536 65%
Done little	225 18%	34 22%	33 27%	23 24%	80 16%	37 14%	18 17%	29 18%	58 16%	138 19%	92 22%	133 16%
Done nothing at all	33 3%	7 4%	2 2%	0 -	9 2%	8 3%	6 6%	6 4%	5 1%	21 3%	11 3%	21 3%
		C					CD					
Summary												
Top2Box - Done a lot/ some	992 79%	118 74%	88 71%	71 76%	406 82%	227 83%	81 77%	125 78%	303 83%	563 78%	317 75%	675 81%
Low2Box - Done little/ nothing at all	258 21%	41 26%	35 29%	23 24%	89 18%	45 17%	25 23%	35 22%	64 17%	159 22%	103 25%	155 19%
		DE	DE								K	

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Switched to a high efficiency heating system	360	39	45	37	181	34	23	37	105	218	114	246
	29%	25% E	36% EF	40% AEF	37% AEF	13% E	22% E	23%	29%	30%	27%	30%
Switched to a high efficiency cooling system	184	12	7	15	121	23	6	22	47	115	59	125
	15%	7%	6%	16% ABEF	25% ABEF	8%	6%	14%	13%	16%	14%	15%
Added insulation	469	59	50	42	181	87	49	61	129	279	139	330
	38%	37%	41%	45% E	37%	32%	47% E	38%	35%	39%	33%	40% J
Sealed air leaks	760	77	86	62	301	161	73	87	224	450	250	511
	61%	48%	69% A	66% A	61% A	59% A	69% A	54%	61%	62%	59%	62%
Turned down the heat during the winter	1041	132	96	77	436	226	74	127	305	609	358	683
	83%	83% F	78%	81%	88% BEF	83% F	70%	79%	83%	84%	85%	82%
Reduced my automobile usage in favour of public transit	280	37	24	18	98	80	24	39	78	164	102	178
	22%	23%	19%	19%	20%	29% BCD	23%	24%	21%	23%	24%	21%
Turned down the air conditioning during the summer	574	48	29	48	341	89	21	64	162	348	211	364
	46%	30%	23%	51% ABEF	69% ABCEF	33% F	19%	40%	44%	48%	50% K	44%
None of the above	50	10	7	3	12	10	8	7	12	31	18	33
	4%	6% D	6%	4%	2%	4%	8% D	4%	3%	4%	4%	4%

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Detailed tables

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who have not switch to a high efficiency cooling system Weighted	1097	164	110	90	363	264	106	143	326	628	357	740
	1066	148	116*	79*	373	250	100	138	319	608	360	705
Yes	131 12%	12 8%	7 6%	13 16% B	63 17% ABE	23 9%	14 14%	9 7%	36 11%	87 14% G	51 14%	81 11%
No	934 88%	136 92% D	109 94% CD	66 84%	310 83%	227 91% D	86 86%	129 93% I	284 89%	521 86%	309 86%	625 89%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who have not added insulation	797	109	68	60	307	195	58	100	242	455	273	524
Weighted	781	100*	73*	52*	314	185	57*	99*	238	444	281	500
Yes	103 13%	7 7%	12 17%	7 13%	44 14%	22 12%	11 19% A	20 20% H	26 11%	58 13%	39 14%	64 13%
No	678 87%	93 93% F	61 83%	45 87%	270 86%	163 88%	46 81%	80 80%	212 89% G	386 87%	241 86%	436 87%

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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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who have not sealed air leaks	493	86	34	36	185	120	32	69	144	280	163	330
Weighted	489	83*	38**	32*	194	111	33**	73*	143	273	170	319
Yes	146 30%	21 25%	9 25%	10 33%	70 36% E	22 20%	14 42%	21 28%	50 35%	75 28%	48 28%	98 31%
No	343 70%	62 75%	28 75%	21 67%	124 64%	89 80% D	19 58%	52 72%	93 65%	198 72%	122 72%	222 69%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who do not turn down the air conditioning during the summer	698	127	88	53	146	194	90	100	210	388	208	490
Weighted	676	112	95*	46*	154	184	86*	96*	205	374	209	467
Yes	170 25%	17 15%	17 18%	15 34% AB	49 32% ABF	55 30% AB	16 19%	24 25%	52 26%	93 25%	52 25%	118 25%
No	506 75%	95 85% CDE	78 82% CDE	31 66%	105 68%	129 70%	69 81% D	72 75%	152 74%	281 75%	157 75%	348 75%

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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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
Former Vice President of the United States Al Gore												
Most likely - 10	98 8%	9 6%	2 1%	7 8% B	48 10% B	21 8% B	11 10% B	8 5%	30 8%	59 8%	30 7%	68 8%
9	106 8%	11 7%	11 9%	9 10%	49 10%	20 7%	7 6%	11 7%	29 8%	66 9%	38 9%	67 8%
8	121 10%	8 5%	6 5%	6 7%	65 13% AB	24 9%	11 10%	13 8%	41 11%	67 9%	37 9%	84 10%
7	128 10%	20 13%	18 14%	12 13%	46 9%	24 9%	8 8%	17 10%	35 10%	76 11%	32 8%	96 12% J
6	133 11%	12 8%	11 9%	11 12%	57 12%	27 10%	14 13%	21 13% H	25 7%	87 12% H	51 12%	82 10%
5	134 11%	13 8%	10 8%	9 10%	59 12%	33 12%	9 9%	17 10%	45 12%	72 10%	48 11%	86 10%
4	77 6%	18 11% D	15 12% D	6 6%	13 3%	18 7% D	6 6%	8 5%	23 6%	46 6%	26 6%	51 6%
3	105 8%	14 9%	6 5%	6 7%	34 7%	26 10%	17 16% BCD	11 7%	29 8%	65 9%	42 10%	63 8%
2	74 6%	12 7%	10 8%	5 6%	27 6%	14 5%	6 5%	12 8%	21 6%	41 6%	22 5%	52 6%
Least likely - 1	275 22%	41 25%	35 29% DF	22 23%	96 19%	64 24%	18 17%	43 27%	89 24%	143 20%	94 22%	181 22%

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Summary												
Top3Box - Likely	324 26%	29 18%	18 14%	23 24%	162 33% ABE	65 24%	28 27% B	32 20%	100 27%	192 27%	105 25%	219 26%
Low3Box - Unlikely	453 36%	66 42% D	51 41%	33 35%	157 32%	105 38%	41 38%	66 41%	138 38%	249 34%	157 37%	296 36%
Mean	5.0	4.5	4.3	5.1	5.5 ABE	4.9	5.1 B	4.6	5.0	5.2 G	5.0	5.1
Standard Deviation	3.0	2.9	2.8	3.1	3.1	3.0	3.0	3.0	3.1	3.0	3.0	3.0
Standard Error	0.1	0.2	0.3	0.3	0.1	0.2	0.3	0.2	0.2	0.1	0.1	0.1
Median	4.7	3.7	3.7	4.9	5.3	4.4	4.7	4.4	4.5	4.9	4.6	4.8

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
Dr. David Suzuki												
Most likely - 10	258 21%	35 22% B	9 7%	15 16% B	123 25% BE	46 17% B	29 28% BCE	36 22%	78 21%	144 20%	71 17%	187 22% J
9	172 14%	18 11%	7 5%	17 18% B	80 16% B	39 14% B	11 10%	17 11%	48 13%	106 15%	61 14%	111 13%
8	158 13%	19 12%	18 14%	11 11%	67 14%	29 11%	15 14%	20 12%	47 13%	92 13%	56 13%	102 12%
7	137 11%	23 14% E	16 13%	9 10%	56 11%	19 7%	15 14% E	15 9%	31 9%	91 13%	41 10%	97 12%
6	117 9%	13 8%	9 7%	7 8%	40 8%	38 14% D	8 8%	20 12%	31 9%	66 9%	38 9%	79 9%
5	92 7%	12 7%	13 11%	9 10%	29 6%	24 9%	5 5%	11 7%	27 7%	54 8%	37 9%	55 7%
4	56 4%	7 4%	8 6%	4 5%	20 4%	14 5%	3 3%	8 5%	20 5%	28 4%	22 5%	34 4%
3	71 6%	9 6%	13 11% D	5 5%	23 5%	14 5%	7 7%	8 5%	21 6%	42 6%	27 7%	44 5%
2	34 3%	4 3%	1 1%	3 3%	14 3%	10 4%	3 3%	8 5% I	11 3%	15 2%	17 4% K	17 2%
Least likely - 1	155 12%	19 12%	30 25% ADEF	14 15%	43 9%	39 14% D	9 8%	17 11%	52 14%	85 12%	49 12%	105 13%

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Summary												
Top3Box - Likely	588 47%	72 45%	33 27%	42 45%	270 55%	115 42%	56 52%	73 46%	172 47%	342 47%	188 45%	400 48%
Low3Box - Unlikely	260	33	44	21	80	63	19	33	85	142	94	166
	21%	21%	36%	23%	16%	23%	18%	21%	23%	20%	22%	20%
Mean	6.5	6.6 B	5.1 ACDEF	6.3 B	7.0 BCE	6.2 B	7.0 BE	6.5	6.4	6.6	6.3	6.6
Standard Deviation	3.0	3.0	3.0	3.1	2.9	3.1	2.9	3.0	3.1	3.0	3.0	3.0
Standard Error	0.1	0.2	0.3	0.3	0.1	0.2	0.3	0.2	0.2	0.1	0.1	0.1
Median	6.7	6.7	4.7	6.5	7.3	5.9	7.2	6.5	6.7	6.8	6.5	6.8

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
Prime Minister Stephen Harper												
Most likely - 10	35 3%	3 2%	3 3%	4 4%	13 3%	11 4%	1 1%	4 3%	10 3%	22 3%	15 3%	21 3%
9	54 4%	5 3%	7 6%	4 4%	30 6% E	7 3%	2 2%	7 4%	20 5%	28 4%	19 5%	35 4%
8	103 8%	11 7%	14 12%	5 6%	32 7%	27 10%	13 12%	13 8%	38 10%	52 7%	35 8%	68 8%
7	111 9%	15 9%	15 12%	9 10%	44 9%	21 8%	7 6%	14 9%	35 10%	62 9%	46 11%	65 8%
6	164 13%	14 9%	20 16%	19 20% AEF	72 15%	29 11%	10 10%	20 13%	46 13%	97 13%	50 12%	114 14%
5	182 15%	21 13%	21 17%	11 11%	79 16%	37 14%	14 13%	25 16%	56 15%	101 14%	64 15%	119 14%
4	114 9%	24 15% DEF	14 11%	8 8%	43 9%	19 7%	7 7%	11 7%	32 9%	71 10%	44 10%	70 8%
3	132 11%	17 11%	8 6%	10 11%	55 11%	26 10%	16 15% B	19 12%	36 10%	77 11%	39 9%	93 11%
2	74 6%	11 7%	5 4%	9 10% D	23 5%	18 7%	9 8%	12 7%	23 6%	39 5%	25 6%	49 6%
Least likely - 1	279 22%	39 25% B	17 14%	15 16%	103 21%	76 28% BCD	28 26% B	35 22%	71 19%	173 24%	83 20%	196 24%
Summary												
Top3Box - Likely	193 15%	19 12%	25 20%	13 13%	76 15%	46 17%	15 14%	24 15%	67 18%	102 14%	69 16%	124 15%

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Low3Box - Unlikely	485 39%	67 42%	29 24%	35 37%	181 37%	120 44%	53 50%	66 41%	130 35%	289 40%	147 35%	337 41%
Mean	4.5	4.2	5.2 ADEF	4.7	4.6 F	4.3	4.0	4.4	4.7	4.4	4.7	4.4
Standard Deviation	2.6	2.6	2.5	2.6	2.6	2.8	2.6	2.6	2.7	2.6	2.6	2.6
Standard Error	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Median	4.1	3.5	4.9	4.4	4.3	3.8	3.1	4.1	4.4	4.0	4.3	4.1

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
A TV renovation or home improvement expert such as Mike Holmes												
Most likely - 10	117 9%	18 11%	13 10%	4 5%	56 11% CE	17 6%	9 9%	19 12%	38 10%	60 8%	32 8%	85 10%
9	140 11%	17 10%	10 8%	22 23% ABDEF	58 12%	23 9%	10 10%	18 11%	46 13%	76 10%	57 14%	83 10%
8	208 17%	33 21%	18 14%	11 12%	81 16%	47 17%	18 17%	23 15%	64 17%	121 17%	67 16%	141 17%
7	196 16%	25 16% C	27 22% CE	7 7%	80 16% C	33 12%	24 23% CE	15 10%	58 16%	122 17% G	68 16%	128 15%
6	187 15%	23 15%	18 15%	17 18% F	71 14%	49 18% F	9 9%	23 15%	46 13%	118 16%	65 16%	122 15%
5	162 13%	15 10%	12 10%	18 19% A	64 13%	40 15%	13 12%	23 15%	44 12%	94 13%	59 14%	103 12%
4	72 6%	15 9% CD	9 7%	2 3%	20 4%	20 7%	6 5%	10 6%	22 6%	40 5%	22 5%	50 6%
3	63 5%	6 4%	5 4%	7 7%	21 4%	16 6%	9 9%	9 6%	17 5%	37 5%	19 5%	44 5%
2	29 2%	0 -	3 3%	1 1%	14 3% A	7 2% A	3 3% A	4 3%	9 2%	16 2%	8 2%	21 2%
Least likely - 1	76 6%	7 5%	8 7%	5 6%	30 6%	21 8%	4 4%	14 9%	22 6%	40 6%	23 6%	52 6%

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Summary												
Top3Box - Likely	465 37%	67 42% E	41 33%	37 40%	195 39% E	87 32%	38 35%	61 38%	148 40%	256 35%	156 37%	310 37%
Low3Box - Unlikely	168 13%	13 8%	17 13%	13 14%	65 13%	44 16% A	16 15%	27 17%	48 13%	93 13%	50 12%	117 14%
Mean	6.4	6.7 E	6.4	6.4	6.5 E	6.0	6.4	6.2	6.5	6.4	6.5	6.4
Standard Deviation	2.4	2.3	2.4	2.4	2.5	2.4	2.4	2.7	2.5	2.3	2.3	2.5
Standard Error	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1
Median	6.2	6.5	6.2	5.8	6.3	5.7	6.4	5.8	6.4	6.1	6.2	6.2

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
An employee at a home improvement/renovation retail store												
Most likely - 10	21 2%	2 1%	1 1%	0 -	7 1%	10 4% D	1 1%	5 3%	8 2%	8 1%	8 2%	12 2%
9	57 5%	4 3%	6 5%	4 4%	22 5%	13 5%	8 7%	14 9% I	17 5%	26 4%	20 5%	37 4%
8	121 10%	23 14%	10 8%	10 10%	45 9%	25 9%	8 8%	12 7%	46 13% I	63 9%	33 8%	88 11%
7	197 16%	24 15%	24 19%	13 14%	80 16%	41 15%	14 14%	20 12%	53 15%	124 17%	63 15%	133 16%
6	243 19%	35 22%	19 15%	15 16%	98 20%	55 20%	22 20%	30 19%	76 21%	137 19%	91 22%	152 18%
5	221 18%	20 13%	24 19%	15 16%	96 19%	46 17%	20 19%	24 15%	65 18%	131 18%	80 19%	140 17%
4	131 10%	16 10%	13 11%	15 16% D	45 9%	28 10%	14 13%	17 11%	30 8%	84 12%	34 8%	97 12%
3	100 8%	17 11%	16 13% D	6 7%	32 6%	22 8%	6 6%	13 8%	28 8%	60 8%	30 7%	70 8%
2	46 4%	3 2%	2 2%	7 7% A	19 4%	9 3%	5 5%	8 5%	7 2%	31 4%	22 5% K	24 3%
Least likely - 1	114 9%	15 9%	9 7%	9 10%	51 10%	23 9%	7 7%	18 11%	36 10%	60 8%	38 9%	76 9%
Summary												
Top3Box - Likely	199 16%	29 18%	17 13%	14 15%	75 15%	48 18%	17 16%	31 19%	71 19% I	97 13%	62 15%	137 17%
Low3Box - Unlikely	260 21%	35 22%	28 22%	22 24%	102 21%	55 20%	19 18%	39 24%	71 19%	151 21%	90 21%	171 21%
Mean	5.3	5.4	5.3	5.0	5.3	5.4	5.4	5.3	5.5	5.3	5.3	5.3

Homeowners

Detailed tables

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 influencing 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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Standard Deviation	2.2	2.2	2.1	2.2	2.2	2.3	2.2	2.5	2.3	2.1	2.2	2.2
Standard Error	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1
Median	5.1	5.3	4.9	4.7	5.1	5.1	5.0	5.0	5.2	5.0	5.1	5.1

Homeowners

Detailed tables

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 influencing 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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
A non-profit organization such as the Canadian Lung Association												
Most likely - 10	130 10%	12 8%	4 3%	7 7%	52 11%	37 13%	18 17%	22 14%	45 12%	63 9%	31 7%	99 12%
9	134 11%	20 12%	8 7%	10 10%	55 11%	31 11%	12 11%	22 13%	36 10%	76 11%	49 12%	86 10%
8	216 17%	29 18%	16 13%	18 19%	86 17%	38 14%	29 27%	22 14%	61 17%	134 18%	72 17%	144 17%
7	208 17%	30 19%	24 19%	12 13%	88 18%	49 18%	6 6%	24 15%	59 16%	125 17%	62 15%	146 18%
6	196 16%	21 13%	20 16%	16 17%	81 16%	41 15%	16 15%	21 13%	56 15%	119 16%	76 18%	120 14%
5	159 13%	24 15%	22 18%	15 15%	53 11%	33 12%	12 11%	20 13%	43 12%	95 13%	61 14%	98 12%
4	70 6%	9 6%	11 9%	5 6%	28 6%	11 4%	5 5%	7 4%	21 6%	42 6%	23 5%	47 6%
3	58 5%	5 3%	11 9%	3 3%	18 4%	16 6%	5 5%	8 5%	19 5%	32 4%	18 4%	40 5%
2	23 2%	2 1%	1 1%	1 1%	13 3%	5 2%	1 1%	6 4%	8 2%	9 1%	6 1%	17 2%
Least likely - 1	55 4%	6 4%	6 5%	7 7%	21 4%	12 4%	2 2%	9 5%	18 5%	28 4%	22 5%	33 4%
Summary												
Top3Box - Likely	481 38%	61 39%	28 22%	35 37%	193 39%	106 39%	58 55%	66 41%	142 39%	273 38%	152 36%	329 40%
Low3Box - Unlikely	136 11%	14 9%	18 15%	11 11%	52 10%	33 12%	9 8%	23 14%	45 12%	69 10%	46 11%	90 11%

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Mean	6.6	6.6	5.9	6.4	6.6	6.7	7.1	6.6	6.6	6.6	6.4	6.7
		B			B	B	BC					
Standard Deviation	2.3	2.2	2.1	2.4	2.3	2.4	2.3	2.5	2.4	2.2	2.3	2.3
Standard Error	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1
Median	6.3	6.4	5.5	6.0	6.4	6.4	7.2	6.4	6.3	6.3	6.1	6.4

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program												
Most likely - 10	163 13%	14 9%	11 9%	13 14%	64 13%	47 17% AB	14 13%	22 14%	57 16%	83 12%	39 9%	123 15% J
9	193 15%	28 18%	17 14%	9 10%	78 16%	41 15%	19 18%	21 13%	62 17%	110 15%	69 16%	124 15%
8	254 20%	44 27% CDE	22 18%	15 16%	97 20%	49 18%	26 25%	27 17%	76 21%	151 21%	88 21%	167 20%
7	203 16%	18 12%	21 17%	22 23% AF	89 18%	40 15%	13 12%	24 15%	45 12%	133 18% H	74 18%	129 16%
6	156 12%	18 11%	18 15%	10 11%	58 12%	40 15%	11 10%	22 13%	43 12%	91 13%	46 11%	110 13%
5	119 10%	16 10%	14 11%	14 15% E	44 9%	22 8%	9 9%	18 11%	30 8%	71 10%	46 11%	73 9%
4	56 4%	7 4%	8 7%	4 4%	16 3%	15 6%	7 6%	8 5%	18 5%	30 4%	17 4%	39 5%
3	44 3%	7 4%	9 7% D	3 3%	13 3%	8 3%	4 4%	6 4%	17 5%	20 3%	19 4%	25 3%
2	22 2%	3 2%	1 1%	3 3% E	13 3%	2 1%	1 1%	4 2%	8 2%	11 2%	7 2%	15 2%
Least likely - 1	40 3%	4 2%	3 2%	2 2%	21 4%	8 3%	2 2%	8 5%	10 3%	21 3%	15 4%	24 3%
Summary												
Top3Box - Likely	610 49%	86 54% BC	51 41%	38 40%	239 48%	138 50%	59 56% BC	70 44%	195 53% G	345 48%	196 47%	414 50%
Low3Box - Unlikely	106 8%	14 9%	12 10%	7 7%	48 10%	18 7%	7 7%	19 12%	35 9%	53 7%	41 10%	65 8%
Mean	7.0	7.0	6.7	6.9	7.0	7.2	7.2	6.8	7.1	7.0	6.9	7.1

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Standard Deviation	2.2	2.2	2.2	2.2	2.3	2.2	2.2	2.5	2.3	2.2	2.3	2.2
Standard Error	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1
Median	6.9	7.1	6.5	6.6	6.9	7.0	7.2	6.6	7.2	6.9	6.8	7.0

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
Eco-friendly celebrities such as Brad Pitt or Robert Redford												
Most likely - 10	29 2%	3 2%	0 -	1 1%	13 3%	9 3%	3 3%	7 4%	8 2%	14 2%	9 2%	21 3%
9	36 3%	6 4%	4 3%	1 1%	16 3%	7 3%	3 2%	6 4%	13 4%	17 2%	13 3%	23 3%
8	53 4%	4 2%	3 3%	7 7%	22 4%	16 6%	2 2%	7 5%	24 6% I	22 3%	21 5%	32 4%
7	81 6%	9 6%	12 9%	7 7%	32 7%	17 6%	5 4%	9 5%	25 7%	47 7%	31 7%	50 6%
6	167 13%	26 17% C	11 9%	5 5%	71 14% C	43 16% C	11 10%	19 12%	52 14%	95 13%	49 12%	117 14%
5	171 14%	22 14%	17 14%	19 20%	65 13%	35 13%	14 13%	28 17%	46 13%	97 13%	66 16%	105 13%
4	119 10%	23 15% DE	12 10%	10 10%	43 9%	21 8%	10 10%	9 5%	25 7%	86 12% GH	40 10%	79 10%
3	144 12%	12 8%	17 14%	13 14%	55 11%	32 12%	14 13%	15 10%	41 11%	88 12%	51 12%	94 11%
2	101 8%	9 6%	16 13% A	8 8%	38 8%	18 7%	12 11%	12 7%	31 8%	58 8%	29 7%	72 9%
Least likely - 1	348 28%	46 29%	31 25%	24 26%	140 28%	74 27%	33 31%	48 30%	102 28%	198 27%	111 27%	236 28%
Summary												
Top3Box - Likely	119 9%	13 8%	7 6%	8 9%	51 10%	31 12%	7 7%	20 13% I	45 12% I	53 7%	42 10%	77 9%
Low3Box - Unlikely	593 47%	66 42%	65 52%	46 48%	233 47%	125 46%	59 55% A	75 47%	174 47%	344 48%	191 46%	402 48%
Mean	3.9	4.0	3.7	3.8	4.0	4.1	3.5	4.1	4.1	3.8	4.0	3.9

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Standard Deviation	2.5	2.5	2.3	2.4	2.6	2.6	2.5	2.7	2.7	2.4	2.5	2.5
Standard Error	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Median	3.3	3.6	2.8	3.2	3.3	3.5	2.6	3.6	3.4	3.2	3.5	3.2

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Former Vice President of the United States Al Gore	324	29	18	23	162	65	28	32	100	192	105	219
	26%	18%	14%	24%	33% ABE	24%	27% B	20%	27%	27%	25%	26%
Dr. David Suzuki	588	72	33	42	270	115	56	73	172	342	188	400
	47%	45% B	27%	45% B	55% ABE	42% B	52% B	46%	47%	47%	45%	48%
Prime Minister Stephen Harper	193	19	25	13	76	46	15	24	67	102	69	124
	15%	12%	20%	13%	15%	17%	14%	15%	18%	14%	16%	15%
A TV renovation or home improvement expert such as Mike Holmes	465	67	41	37	195	87	38	61	148	256	156	310
	37%	42% E	33%	40%	39% E	32%	35%	38%	40%	35%	37%	37%
An employee at a home improvement/renovation retail store	199	29	17	14	75	48	17	31	71	97	62	137
	16%	18%	13%	15%	15%	18%	16%	19%	19% I	13%	15%	17%
A non-profit organization such as the Canadian Lung Association	481	61	28	35	193	106	58	66	142	273	152	329
	38%	39% B	22%	37% B	39% B	39% B	55% ABCDE	41%	39%	38%	36%	40%
A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program	610	86	51	38	239	138	59	70	195	345	196	414
	49%	54% BC	41%	40%	48%	50%	56% BC	44%	53% G	48%	47%	50%
Eco-friendly celebrities such as Brad Pitt or Robert Redford	119	13	7	8	51	31	7	20	45	53	42	77
	9%	8%	6%	9%	10%	12%	7%	13% I	12% I	7%	10%	9%

Homeowners

Detailed tables

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 influencing you to reduce greenhouse gases.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Former Vice President of the United States Al Gore	453	66	51	33	157	105	41	66	138	249	157	296
	36%	42% D	41%	35%	32%	38%	38%	41%	38%	34%	37%	36%
Dr. David Suzuki	260	33	44	21	80	63	19	33	85	142	94	166
	21%	21%	36% ACDEF	23%	16%	23% D	18%	21%	23%	20%	22%	20%
Prime Minister Stephen Harper	485	67	29	35	181	120	53	66	130	289	147	337
	39%	42% B	24%	37% B	37% B	44% BD	50% BD	41%	35%	40%	35%	41%
A TV renovation or home improvement expert such as Mike Holmes	168	13	17	13	65	44	16	27	48	93	50	117
	13%	8%	13%	14%	13%	16% A	15%	17%	13%	13%	12%	14%
An employee at a home improvement/renovation retail store	260	35	28	22	102	55	19	39	71	151	90	171
	21%	22%	22%	24%	21%	20%	18%	24%	19%	21%	21%	21%
A non-profit organization such as the Canadian Lung Association	136	14	18	11	52	33	9	23	45	69	46	90
	11%	9%	15%	11%	10%	12%	8%	14%	12%	10%	11%	11%
A building organization such as the Canada Green Building Council or Natural Resource Canada's R-2000 Program	106	14	12	7	48	18	7	19	35	53	41	65
	8%	9%	10%	7%	10%	7%	7%	12%	9%	7%	10%	8%
Eco-friendly celebrities such as Brad Pitt or Robert Redford	593	66	65	46	233	125	59	75	174	344	191	402
	47%	42%	52%	48%	47%	46%	55% A	47%	47%	48%	46%	48%