

Canada Speaks

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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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Watch the concert online												
Very Likely	29 3%	9 6% CE	3 3%	0 -	14 4%	3 1%	1 1%	9 4%	10 3%	10 3%	3 1%	26 4% J
Somewhat Likely	141 14%	20 15% B	5 6%	8 13%	62 16% B	32 13% B	13 17% B	43 17%	47 14%	50 13%	43 16%	97 13%
Somewhat Unlikely	275 27%	34 24%	27 28%	19 28%	94 24%	78 33% D	24 32%	67 26%	101 29%	107 27%	88 33% K	187 25%
Very Unlikely	555 56%	77 55%	62 64% EF	39 59%	216 56%	124 52%	38 50%	138 54%	190 55%	228 58%	132 50%	423 58% J
Summary												
Top2Box - Likely	170 17%	29 21% B	8 8%	8 13%	75 20% B	35 15%	14 18% B	53 20%	57 16%	60 15%	46 17%	123 17%
Low2Box - Unlikely	830 83%	110 79%	88 92% ADF	58 87%	310 80%	202 85%	62 82%	205 80%	291 84%	334 85%	221 83%	610 83%

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NP1_2. (Watch the concert on TV) As you may know, there is a concert being organized called Live Earth, a 24-hour, 7-continent series of concerts taking place on 7/7/07. Many popular music groups, including the Red Hot Chili Peppers and Madonna will be performing in Live Earth concerts in different parts of the world, including Britain, Australia, and the United States. The purpose of these concerts is to raise awareness about global warming and raise money for the protection of the environment. Knowing this, how likely would you be to:

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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Watch the concert on TV												
Very Likely	148 15%	22 16%	12 12%	6 9%	63 16%	33 14%	13 17%	40 16%	55 16%	53 13%	44 17%	104 14%
Somewhat Likely	352 35%	49 35%	30 31%	28 42%	129 34%	84 36%	32 42%	97 38%	133 38%	122 31%	90 34%	263 36%
Somewhat Unlikely	223 22%	34 25%	27 28%	17 25%	76 20%	51 21%	18 24%	55 21%	73 21%	95 24%	70 26%	154 21%
Very Unlikely	276 28%	34 24%	27 28%	16 24%	117 30%	69 29%	13 17%	65 25%	88 25%	124 31%	63 24%	213 29%
Summary												
Top2Box - Likely	500 50%	71 51%	41 43%	34 51%	192 50%	117 49%	45 59%	137 53%	188 54%	175 44%	134 50%	366 50%
Low2Box - Unlikely	500 50%	68 49%	55 57%	33 49%	192 50%	120 51%	31 41%	120 47%	160 46%	219 56%	133 50%	367 50%

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Detailed tables

NP1_3. (View exclusive content from each of the concerts available only online.) As you may know, there is a concert being organized called Live Earth, a 24-hour, 7-continent series of concerts taking place on 7/7/07. Many popular music groups, including the Red Hot Chili Peppers and Madonna will be performing in Live Earth concerts in different parts of the world, including Britain, Australia, and the United States. The purpose of these concerts is to raise awareness about global warming and raise money for the protection of the environment. Knowing this, how likely would you be to:

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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
View exclusive content from each of the concerts available only online.												
Very Likely	39 4%	8 5%	3 3%	1 1%	18 5%	8 3%	2 2%	11 4%	13 4%	15 4%	7 3%	32 4%
Somewhat Likely	149 15%	20 14%	9 9%	9 14%	75 19% BE	23 10%	13 17%	41 16%	54 16%	54 14%	49 19% K	99 14%
Somewhat Unlikely	252 25%	30 21%	26 27%	16 24%	90 23%	70 30%	20 26%	69 27%	84 24%	99 25%	75 28%	177 24%
Very Unlikely	560 56%	83 59%	58 61%	40 61%	202 52%	136 57%	41 54%	136 53%	197 57%	227 58%	136 51%	424 58% J
Summary												
Top2Box - Likely	188 19%	27 20%	12 12%	10 15%	93 24% BE	31 13%	15 19%	52 20%	67 19%	69 17%	56 21%	131 18%
Low2Box - Unlikely	812 81%	112 80%	84 88% D	56 85%	292 76%	207 87% D	61 81%	206 80%	281 81%	326 83%	211 79%	602 82%

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Detailed tables

NP1_4. (Support the cause by making a donation) As you may know, there is a concert being organized called Live Earth, a 24-hour, 7-continent series of concerts taking place on 7/7/07. Many popular music groups, including the Red Hot Chili Peppers and Madonna will be performing in Live Earth concerts in different parts of the world, including Britain, Australia, and the United States. The purpose of these concerts is to raise awareness about global warming and raise money for the protection of the environment. Knowing this, how likely would you be to:

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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Support the cause by making a donation												
Very Likely	40 4%	6 4%	2 3%	2 3%	15 4%	7 3%	8 10% BDE	9 3%	16 5%	15 4%	6 2%	34 5%
Somewhat Likely	253 25%	32 23%	19 20%	15 23%	104 27%	62 26%	21 28%	59 23%	97 28%	98 25%	71 26%	183 25%
Somewhat Unlikely	308 31%	43 31%	39 41% CDF	15 23%	117 30%	76 32%	17 23%	78 30%	105 30%	125 32%	85 32%	223 30%
Very Unlikely	399 40%	58 42%	36 37%	34 52% D	148 39%	92 39%	30 39%	112 43%	131 38%	157 40%	106 40%	293 40%
Summary												
Top2Box - Likely	293 29%	38 27%	21 22%	17 26%	119 31%	69 29%	29 38% B	68 26%	113 32%	112 28%	76 29%	217 30%
Low2Box - Unlikely	707 71%	101 73%	75 78% F	49 74%	266 69%	168 71%	47 62%	190 74%	235 68%	282 72%	191 71%	516 70%

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Detailed tables

NP1. (Top2box Likely Summary) As you may know, there is a concert being organized called Live Earth, a 24-hour, 7-continent series of concerts taking place on 7/7/07. Many popular music groups, including the Red Hot Chili Peppers and Madonna will be performing in Live Earth concerts in different parts of the world, including Britain, Australia, and the United States. The purpose of these concerts is to raise awareness about global warming and raise money for the protection of the environment. Knowing this, how likely would you be to:

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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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Watch the concert online	170 17%	29 21% B	8 8% B	8 13% B	75 20% B	35 15% B	14 18% B	53 20% I	57 16% I	60 15% I	46 17% J	123 17% K
Watch the concert on TV	500 50%	71 51%	41 43%	34 51%	192 50%	117 49%	45 59% B	137 53% I	188 54% I	175 44% I	134 50% J	366 50% K
View exclusive content from each of the concerts available only online.	188 19%	27 20%	12 12%	10 15%	93 24% BE	31 13%	15 19%	52 20%	67 19%	69 17%	56 21% J	131 18% K
Support the cause by making a donation	293 29%	38 27%	21 22%	17 26%	119 31%	69 29%	29 38% B	68 26%	113 32%	112 28%	76 29% J	217 30% K

Canada Speaks

Detailed tables

NP1. (Low2box Unlikely Summary) As you may know, there is a concert being organized called Live Earth, a 24-hour, 7-continent series of concerts taking place on 7/7/07. Many popular music groups, including the Red Hot Chili Peppers and Madonna will be performing in Live Earth concerts in different parts of the world, including Britain, Australia, and the United States. The purpose of these concerts is to raise awareness about global warming and raise money for the protection of the environment. Knowing this, how likely would you be to:

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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Watch the concert online	830	110	88	58	310	202	62	205	291	334	221	610
	83%	79%	92% ADF	87%	80%	85%	82%	80%	84%	85%	83%	83%
Watch the concert on TV	500	68	55	33	192	120	31	120	160	219	133	367
	50%	49%	57% F	49%	50%	51%	41%	47%	46%	56% GH	50%	50%
View exclusive content from each of the concerts available only online.	812	112	84	56	292	207	61	206	281	326	211	602
	81%	80%	88% D	85%	76%	87% D	81%	80%	81%	83%	79%	82%
Support the cause by making a donation	707	101	75	49	266	168	47	190	235	282	191	516
	71%	73%	78% F	74%	69%	71%	62%	74%	68%	72%	71%	70%

NP2_1. (Celebrities are excellent champions of environmental causes like global warming) To what extent 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/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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Celebrities are excellent champions of environmental causes like global warming												
Strongly Agree	158 16%	24 17%	13 13%	8 12%	63 16%	36 15%	14 18%	45 18%	58 17%	55 14%	37 14%	121 17%
Somewhat Agree	508 51%	65 47%	46 48%	35 52%	199 52%	126 53%	37 49%	127 49%	188 54%	193 49%	150 56%	357 49%
Somewhat Disagree	233 23%	37 27%	23 24%	11 17%	86 22%	57 24%	18 24%	58 23%	77 22%	97 25%	53 20%	180 25%
Strongly Disagree	101 10%	13 10%	14 15%	12 19%	37 10%	17 7%	6 8%	27 11%	25 7%	48 12%	26 10%	75 10%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -
Summary												
Top2Box - Agree	665 67%	89 64%	59 61%	43 65%	262 68%	162 68%	51 67%	172 67%	245 71%	248 63%	187 70%	479 65%
Low2Box - Disagree	333 33%	50 36%	37 39%	24 35%	123 32%	74 31%	25 33%	85 33%	103 29%	146 37%	79 30%	254 35%

NP2_2. (Events like the Live Earth concert being organized help to increase awareness of environmental problems like global warming.) To what extent 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/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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Events like the Live Earth concert being organized help to increase awareness of environmental problems like global warming.												
Strongly Agree	280 28%	41 29%	19 20%	16 24%	103 27%	70 30%	31 41% BCDE	82 32% I	105 30% I	93 24%	65 25%	215 29%
Somewhat Agree	556 56%	78 56%	63 66% EF	35 53%	217 56%	125 53%	38 50%	138 53%	195 56%	223 56%	155 58%	401 55%
Somewhat Disagree	119 12%	13 9%	11 11%	8 12%	49 13%	33 14%	6 8%	23 9%	41 12%	55 14%	34 13%	85 12%
Strongly Disagree	44 4%	8 6%	3 4%	8 12% BDEF	16 4%	8 4%	1 1%	15 6% H	7 2%	23 6% H	12 5%	32 4%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -
Summary												
Top2Box - Agree	836 84%	119 85%	82 85%	51 76%	320 83%	195 82%	69 91% CDE	220 85%	301 86% I	316 80%	220 82%	616 84%
Low2Box - Disagree	163 16%	21 15%	14 15%	16 24% F	65 17% F	41 17% F	6 9%	38 15%	47 14%	78 20% H	46 17%	117 16%

NP2_3. (In order to help the environment, individuals need to take an active role, and not rely on governments to solve the problem.) To what extent 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/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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
In order to help the environment, individuals need to take an active role, and not rely on governments to solve the problem.												
Strongly Agree	482 48%	76 55% CE	48 50%	26 39%	196 51% E	97 41%	38 50%	127 49%	186 54% I	169 43%	112 42%	370 51% J
Somewhat Agree	430 43%	52 37%	44 46%	32 48%	159 41%	111 47%	32 42%	107 41%	134 38%	189 48% H	127 48%	303 41%
Somewhat Disagree	58 6%	8 6%	3 3%	4 6%	20 5%	19 8%	4 6%	14 5%	21 6%	23 6%	21 8%	37 5%
Strongly Disagree	29 3%	3 2%	1 1%	5 8% ABD	10 3%	10 4%	1 2%	11 4%	7 2%	12 3%	7 2%	23 3%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -
Summary												
Top2Box - Agree	912 91%	129 92%	93 96% CE	58 87%	355 92%	208 87%	70 93%	233 90%	320 92%	358 91%	239 89%	673 92%
Low2Box - Disagree	87 9%	11 8%	4 4%	9 13% B	30 8%	29 12% B	6 7%	24 10%	28 8%	35 9%	27 10%	60 8%

NP2_4. (Governments are elected to lead their citizens. Since I pay taxes, it is the responsibility of the government to fix the environmental problems) To what extent 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/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: All respondents	1070	169	113	82	363	237	106	275	373	422	297	773
Weighted	1000	139	96	67*	385	237	76*	258	348	394	267	733
Governments are elected to lead their citizens. Since I pay taxes, it is the responsibility of the government to fix the environmental problems												
Strongly Agree	238 24%	32 23%	17 17%	11 17%	93 24%	68 29% BC	16 21%	79 30% HI	71 20%	88 22%	54 20%	184 25%
Somewhat Agree	481 48%	72 51%	46 48%	34 52%	177 46%	108 46%	43 57%	117 46%	174 50%	190 48%	138 52%	343 47%
Somewhat Disagree	213 21%	30 21%	26 27% F	12 17%	84 22%	49 21%	12 16%	52 20%	77 22%	84 21%	58 22%	155 21%
Strongly Disagree	67 7%	6 4%	7 7%	9 14% AE	30 8%	11 5%	5 6%	10 4%	26 8%	31 8% G	16 6%	51 7%
(Dk/Ns)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -
Summary												
Top2Box - Agree	719 72%	104 74%	63 65%	45 68%	271 70%	177 74%	59 78% B	196 76%	245 70%	278 71%	192 72%	527 72%
Low2Box - Disagree	280 28%	36 26%	33 35% F	21 32%	114 30%	59 25%	16 22%	62 24%	103 30%	115 29%	74 28%	206 28%

NP2. (Top2box Agree Summary) To what extent 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/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: All respondents Weighted	1070	169	113	82	363	237	106	275	373	422	297	773
	1000	139	96	67*	385	237	76*	258	348	394	267	733
Celebrities are excellent champions of environmental causes like global warming	665	89	59	43	262	162	51	172	245	248	187	479
	67%	64%	61%	65%	68%	68%	67%	67%	71% I	63%	70%	65%
Events like the Live Earth concert being organized help to increase awareness of environmental problems like global warming.	836	119	82	51	320	195	69	220	301	316	220	616
	84%	85%	85%	76%	83%	82%	91% CDE	85%	86% I	80%	82%	84%
In order to help the environment, individuals need to take an active role, and not rely on governments to solve the problem.	912	129	93	58	355	208	70	233	320	358	239	673
	91%	92%	96% CE	87%	92%	87%	93%	90%	92%	91%	89%	92%
Governments are elected to lead their citizens. Since I pay taxes, it is the responsibility of the government to fix the environmental problems	719	104	63	45	271	177	59	196	245	278	192	527
	72%	74%	65%	68%	70%	74%	78% B	76%	70%	71%	72%	72%

NP2. (Low2box Disagree Summary) To what extent 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/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: All respondents Weighted	1070	169	113	82	363	237	106	275	373	422	297	773
	1000	139	96	67*	385	237	76*	258	348	394	267	733
Celebrities are excellent champions of environmental causes like global warming	333	50	37	24	123	74	25	85	103	146	79	254
	33%	36%	39%	35%	32%	31%	33%	33%	29%	37% H	30%	35%
Events like the Live Earth concert being organized help to increase awareness of environmental problems like global warming.	163	21	14	16	65	41	6	38	47	78	46	117
	16%	15%	15%	24% F	17% F	17% F	9%	15%	14%	20% H	17%	16%
In order to help the environment, individuals need to take an active role, and not rely on governments to solve the problem.	87	11	4	9	30	29	6	24	28	35	27	60
	9%	8%	4%	13% B	8%	12% B	7%	10%	8%	9%	10%	8%
Governments are elected to lead their citizens. Since I pay taxes, it is the responsibility of the government to fix the environmental problems	280	36	33	21	114	59	16	62	103	115	74	206
	28%	26%	35% F	32%	30%	25%	22%	24%	30%	29%	28%	28%