

BRITISH COLUMBIANS SAY THEY ARE GOOD BUT NOT GREAT WHEN IT COMES TO THE ENVIRONMENT

Most (85%) of British Columbians give themselves a “B” or a “C” for their efforts to preserve and protect the environment.



Ipsos Reid

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Most (85%) of British Columbians give themselves a “B” or a “C” for their efforts to preserve and protect the environment.

Vancouver, BC – A new Ipsos Reid poll in BC shows that most British Columbians (85%) would give themselves a “B” (48%) or a “C” (37%) for their efforts in helping to preserve and protect the environment. Few (6%) British Columbians would actually award themselves with an “A”; in fact, an equivalent number (6%) grade their behaviour very poorly with a “D” or “F”.

So what are British Columbians actually doing to help preserve and protect the environment? For the majority of British Columbians (56%), their concern for the environment has a “very significant” impact in the way they manage waste at home (recycling, composting). This action far exceeds that of others – far fewer British Columbians report that their environmental concerns have a very significant impact on their choices regarding the type of car they drive (21%), the food they buy (19%), their principal mode of transportation (24%) and the detergents or cleaning products they use (27%).

When it comes to the topic of climate change, British Columbians feel that their individual behaviour has a significant impact and that the responsibility they hold in the fight against climate change is great. Three-quarters of BC residents (74%) state that the actions of individual consumers have a significant impact on climate change. And a comparably high number, 69%, believe that individuals either bear the greatest responsibility in the fight against climate change or that they share it equally with government and companies.

Additional survey results will be presented at *EPIC: The Vancouver Sun Sustainable Living Expo* on April 18th – 20th at the Vancouver Convention and Exhibition Centre (999 Canada Place). Ipsos is proud to be a sponsor of EPIC, Vancouver's largest green consumer show and eco-marketplace. Greening your life is easy - all you need is a little education and inspiration. Learn how to live a healthier, more sustainable life from experts in everything from eco traveling to green weddings. For more information and to purchase tickets to the event, please visit www.epicexpo.com.

These are the findings of an Ipsos Reid online poll conducted between March 26 and April 1, 2008 with a representative sample of 1815 adult British Columbians. With a sample of this size, the results are considered accurate to within ± 2.3 percentage points, 19 times out of 20, of what they would have been had the entire adult population of British Columbians been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. The polling was conducted using Ipsos Reid's "Voice of the West Interactive Forum" – an online panel of more than 5,000 British Columbians who have been randomly recruited to match the overall characteristics of the adult residents of the province.

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