

**Two in Three (66%) Believe Alberta Floods Were a
Symptom of Climate Change**
One in Three (34%) Disagree

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Ipsos Reid

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Two in Three (66%) Believe Alberta Floods Were a Symptom of Climate Change

One in Three (34%) Disagree

Toronto, ON – In June 2013, severe flooding displaced over 100,000 Albertans in what has been called the worst flooding in the province's history. With damages estimated at over \$5 billion dollars and the activation of 32 local states of emergency, Ipsos' media partner, CTV News, has declared the Alberta Floods the 4th biggest news story in Canada in 2013.

While the causes of the massive flooding are likely complex, a new Ipsos Reid poll conducted on behalf of CTV reveals that two thirds (66%) of Canadians 'agree' (19% strongly/47% somewhat) that 'Alberta's severe flooding this summer was a symptom of climate change'. In contrast, one in three (34%) 'disagree' (9% strongly/25% somewhat) that the flooding was a symptom of climate change.

Interestingly, Albertans are more evenly split on whether the flooding was a symptom of climate change, with 55% agreeing, and 45% disagreeing. Atlantic Canadians (81%) are most likely to agree that it was, followed by Quebecers (72%), those living in Ontario (66%), British Columbia (64%), Alberta (55%) and Saskatchewan and Manitoba (50%).

Conversely, those in Saskatchewan and Manitoba (50%) are most likely disagree that the floods were linked to climate change, followed by those living in Alberta (45%), BC (36%), Ontario (34%), Quebec (28%) and Atlantic Canadians (19%).



These are some of the findings of an Ipsos Reid poll conducted between December 9th to 13th, 2013, on behalf of CTV News. For this survey, a sample of 2,535 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 2.2 percentage points of the entire Canadian adult population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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