



# **Albertans and the Kyoto Protocol**

**Preliminary Results of a Quantitative Survey  
by Ipsos-Reid  
May, 2002**



# Methodology

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## Telephone Survey

- 🌐 Survey conducted among Albertans aged 18 and over.
- 🌐 Survey fielded April 18th - 28th, 2002.
- 🌐 1000 interviews total (margin of error  $\pm 3.1\%$ , 19 times out of 20).
- 🌐 Data were weighted to ensure that the sample's region, age and gender distribution reflects that of the actual Alberta population according to the 1996 census data.

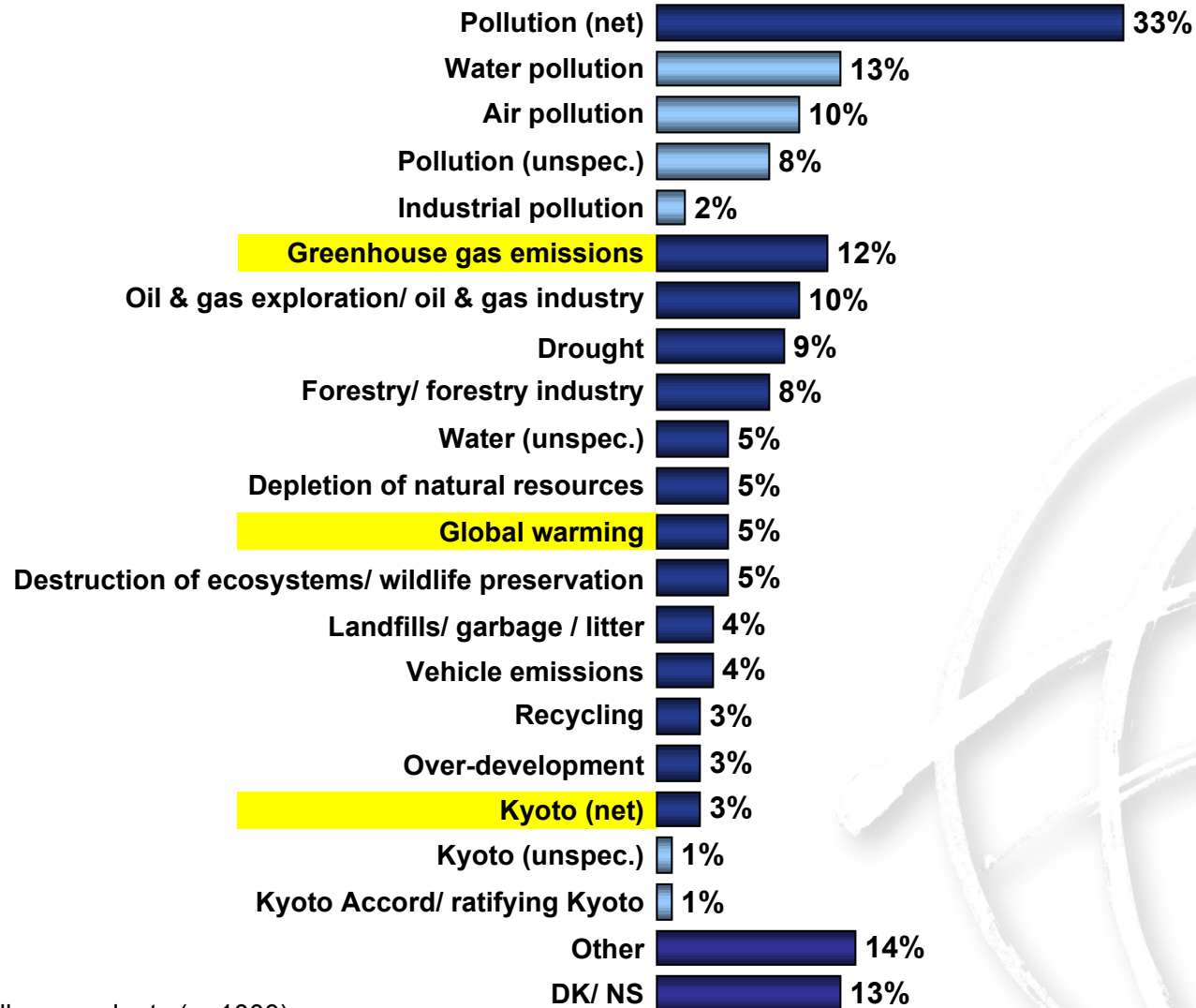


# **Awareness and Knowledgeability**



# Climate change and global warming are on the public radar but are not top of the list

*"In your opinion what are the most serious environmental issues facing Alberta today?"*



Base: All respondents (n=1000)

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# Aided awareness of climate change & global warming is high - slightly lower for Kyoto

*"In the last month, do you recall seeing, hearing or reading anything about...?"*

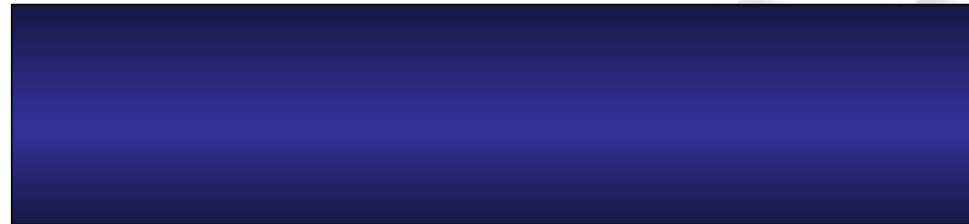
**% YES**

**Climate change or  
global warming  
(n=802)**



**70%**

**Kyoto Protocol  
(n=972)**



**64%**

Base: Did not mention climate change, global warming, greenhouse gas emissions, Kyoto

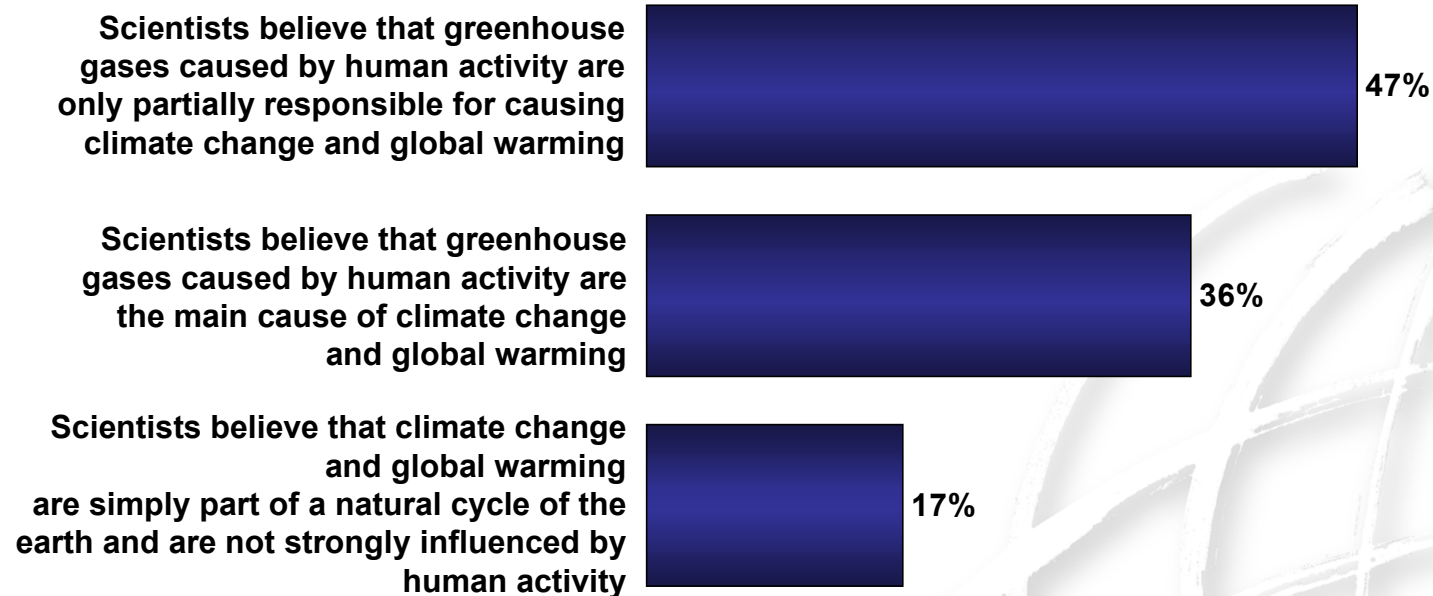
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# Two thirds say global warming is at least partly due to natural causes

*“At present scientists have differing opinions about the causes of climate change. I’m going to read you three different opinions scientists hold and when I’m finished, please tell me which one best represents your own point of view.”*



Base: All respondents (n=1000)

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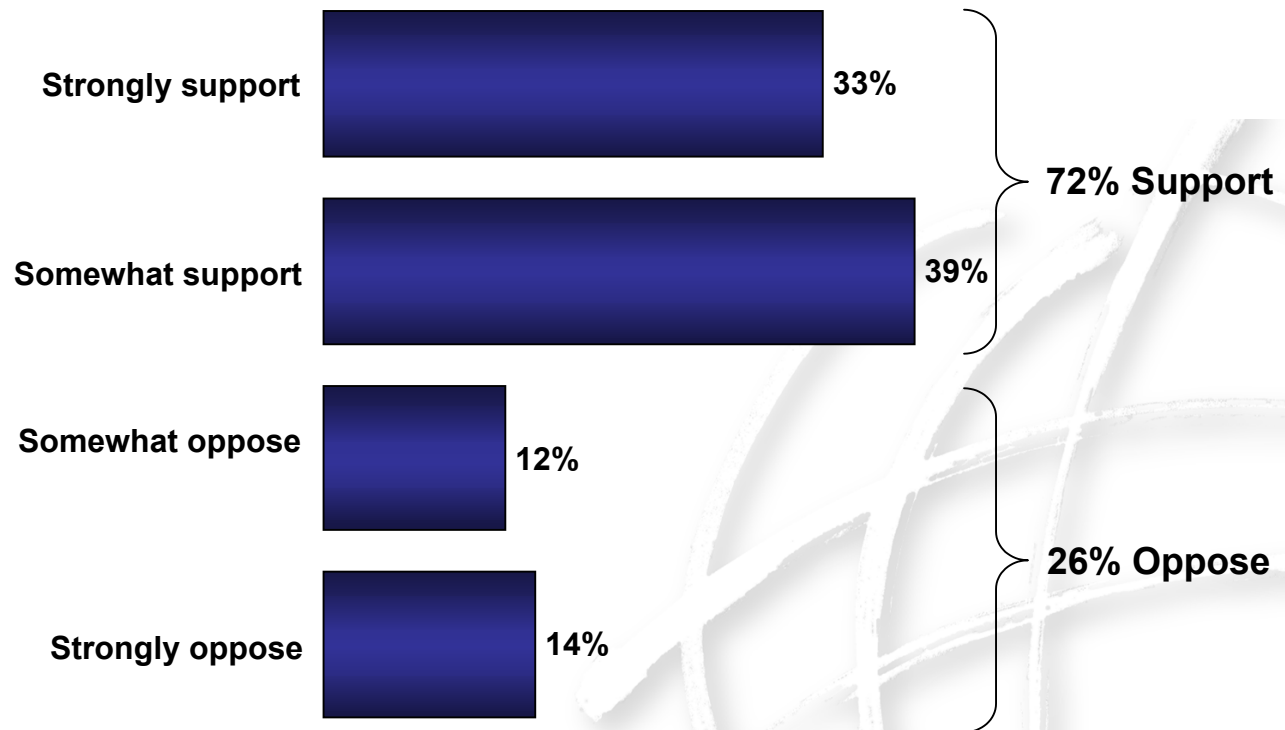
# Support for Kyoto





# Seven in ten support ratifying the Kyoto Protocol

*“Do you personally strongly/ somewhat support or strongly/ somewhat oppose ratifying the Kyoto Protocol?”*



Base: All respondents (n=1000)

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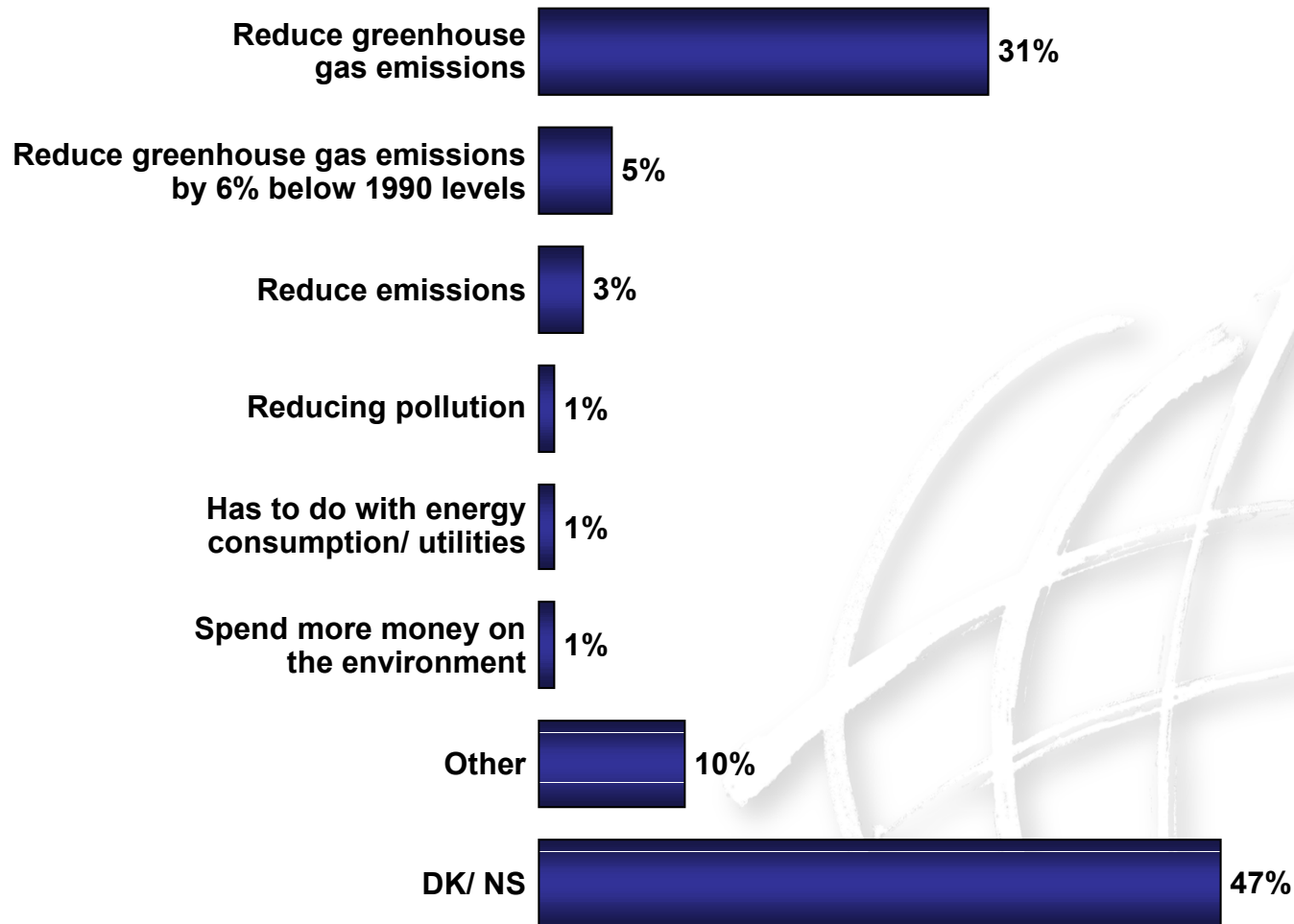
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# Few Albertans know specifically what Kyoto commits Canada to doing

*“Based on the information you have seen, read or heard, what specifically does the Kyoto Protocol commit Canada to doing?”*



Base: All respondents (n=1000)

April 2002



# Albertans divided, but think that we could better address climate change outside Kyoto

*“Some people say that implementing the Kyoto Protocol is the best way for Canada to address climate change. Some people say that Canada could better address climate change by rejecting the Kyoto Protocol and implementing other initiatives instead. Which of these two opinions is closer to your own?”*

**Canada could better address climate change by rejecting the Kyoto Protocol and implementing other initiatives instead**



51%

**Implementing the Kyoto Protocol is the best way for Canada to address climate change**



44%

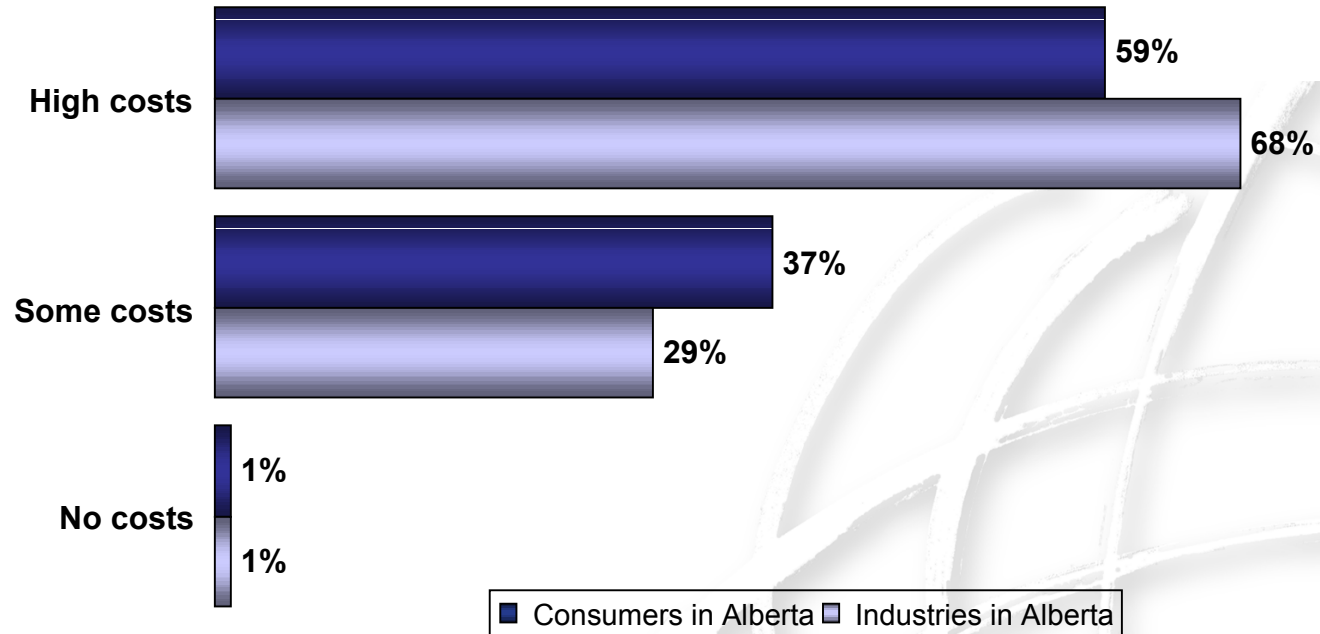


# Willingness to Pay



# Most say implementing Kyoto will have high costs for both industry and consumers

*“To the best of your knowledge, will implementing the Protocol have no costs, some costs or high costs for consumers/industries in Alberta?”*



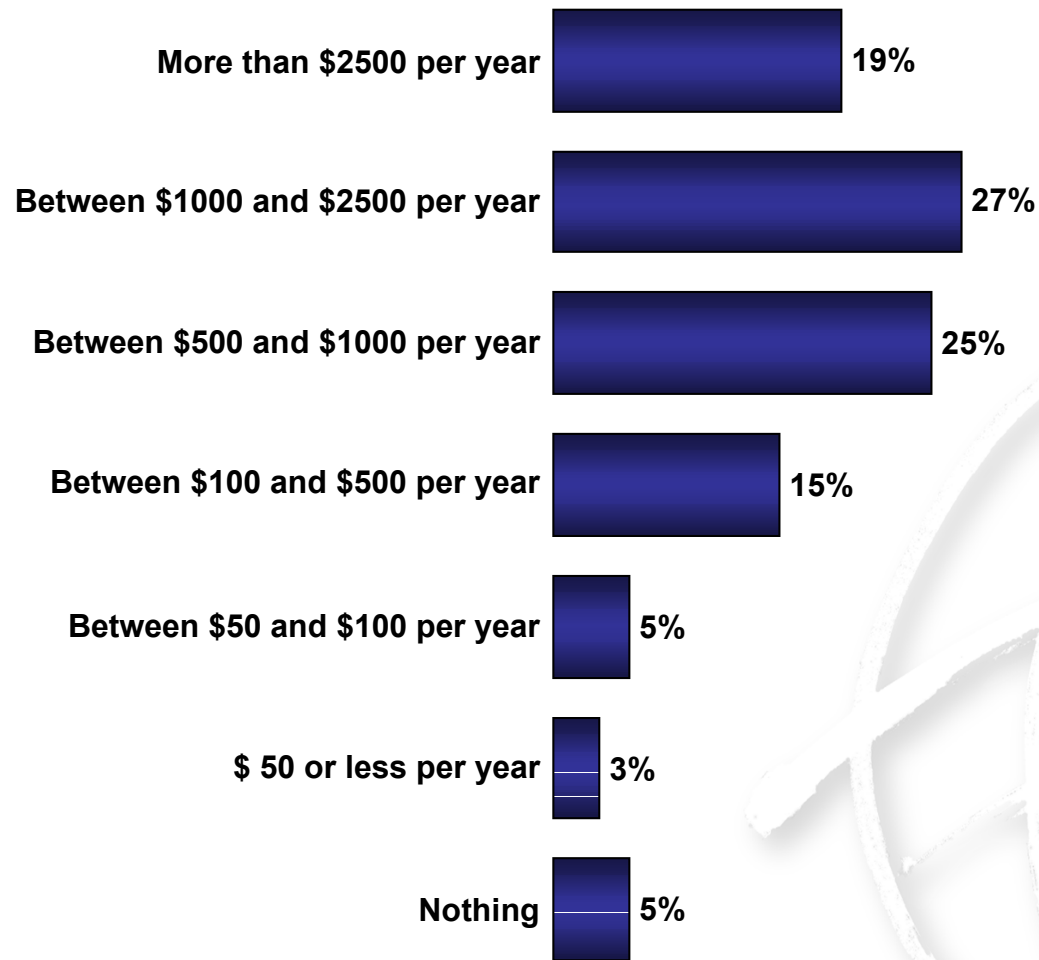
Base: All respondents (n=1000)

April 2002



# Most Alberta households willing to pay \$500 or more to implement Kyoto

*"Would you be willing to pay ... to implement the Kyoto Protocol?"*



Base: All respondents (n=1000)

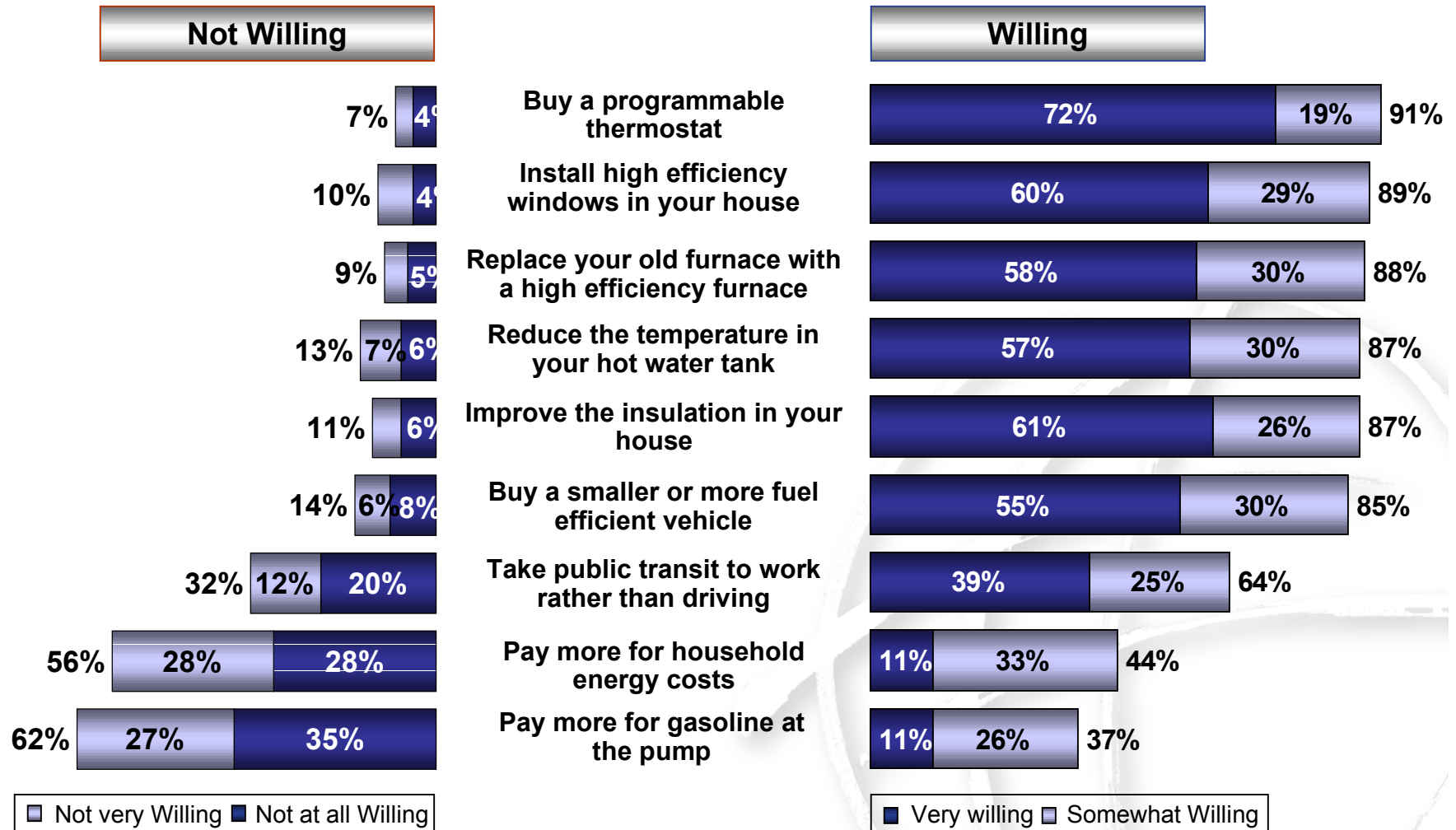
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# Albertans willing to make one-off changes - less willing to make lifestyle changes

"Please tell me whether you personally would be willing or not willing to ... To deal with climate change?"



Base: All respondents (n=1000)

April 2002



# **Attitudes About Kyoto**





# Albertans are divided over whether Canada should ratify Kyoto if others do not

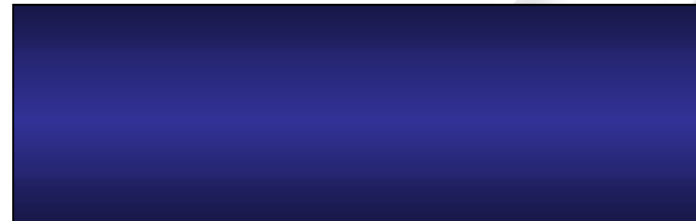
*“As you may know, the United States, our major trading partner, has announced that it will not sign the Kyoto Protocol. Also, major developing countries including China are currently exempt from meeting the targets set by the Kyoto Protocol. Which of these two opinions is closer to your own?”*

**Canada should not ratify the Kyoto Protocol unless these other countries ratify the Protocol as well**



**52%**

**Canada should ratify the Kyoto Protocol regardless of whether or not these other countries ratify the Protocol as well**



**46%**

Base: All respondents (n=1000)

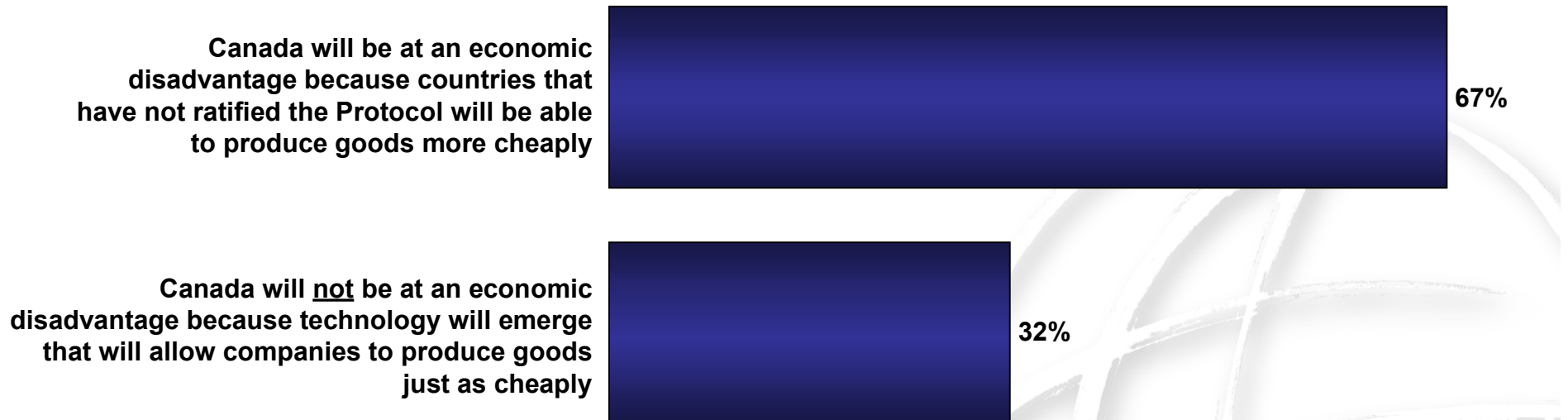
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# Two thirds are concerned that if Canada ratifies we will be at a disadvantage

*“Now, lets assume Canada does ratify the Kyoto Protocol and these other countries do not. Which of these opinions is closer to your own?”*



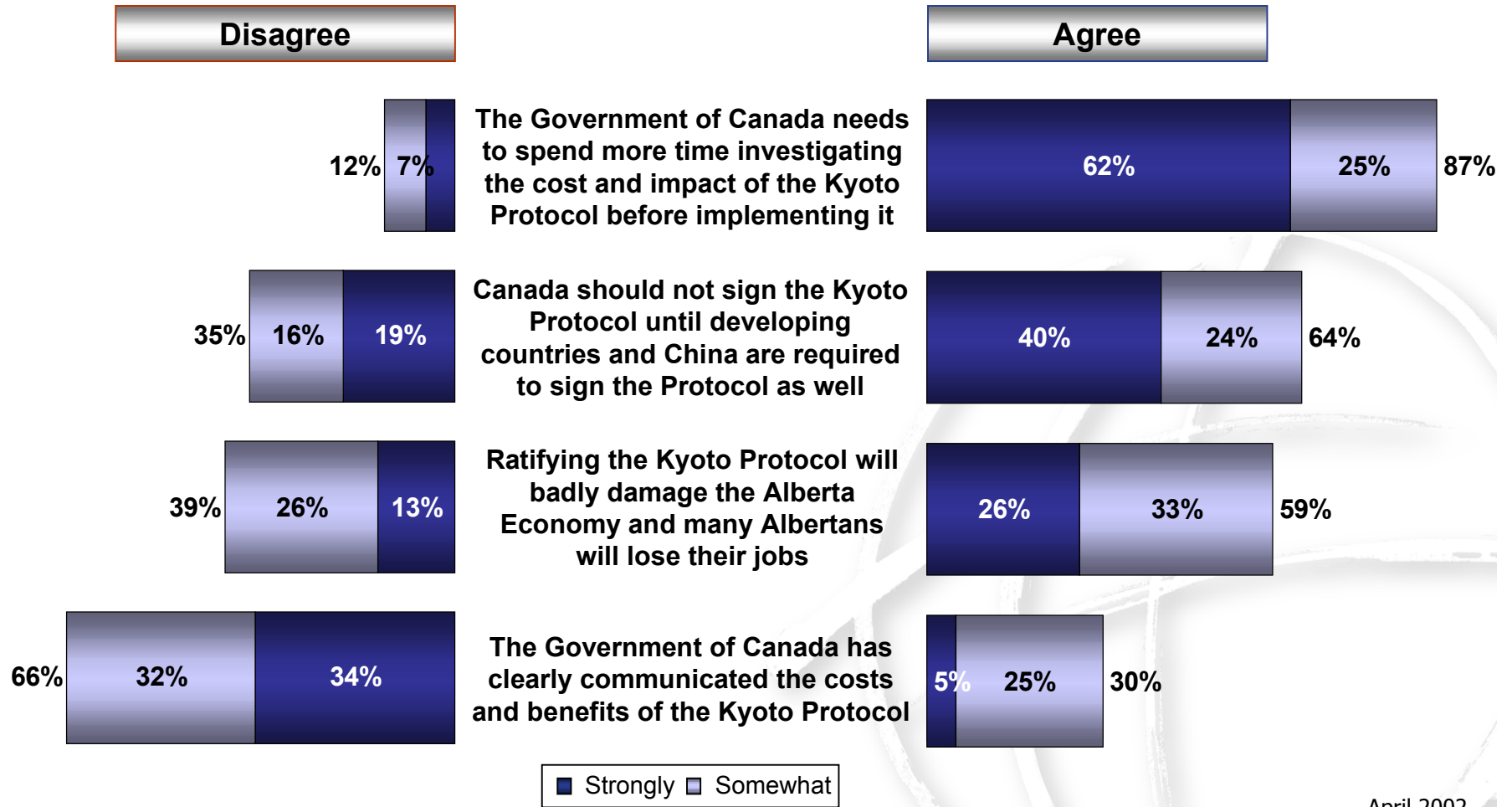
Base: All respondents (n=1000)

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# Albertans want more information and are concerned about Kyoto's economic impact

*"Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that... ?"*



Base: All respondents (n=1000)

April 2002