

Shared Values, Canadians & Sustainability
~ Thought leaders ~



Methodology

- An online survey of 1,002 Canadian Thought Leaders was conducted between April 13th and June 2nd, 2009 through Mustel Group's online research service. Questionnaire included key measures from the 2005 Sustainability Research Initiative and new measures. Available in Canada's two official languages, the questionnaire averaged 28 minutes to complete.
- The Thought Leader database was developed by identifying senior level individuals in organizations across the country (in business, academia, government, non-governmental organizations and media) and then researching contact information, mostly via the web, but some with telephone follow-up. These leaders were then emailed invitations for participation and, in order to reduce the potential for non-response bias, subsequent email reminders were sent to non-responding invitees and those having partially completed.
- At the tabulation stage, the data was cleaned and coded. A demographic profile of thought leaders is located at the end of this report.
- The total final sample of 1,002 provides a margin of error of +/-3.1% at the 95% confidence interval. In other words, if the study was repeated, 19 times out of 20 a reported finding of 50% would fall between 46.9% and 53.1%. *(Please note: Tolerance limits apply to randomly selected samples. Research Industry guidelines (MRIA) do not allow specification of tolerance limits on panel samples as they are not randomly selected, but self selected. Tolerance limits are provided here as a guide.)*



Key Findings

FOUR KEY CANADIAN SUSTAINABILITY AUDIENCES

Congregation

(receptive)

47%

priority | not familiar



Choir

(sold)

45%

priority | familiar



Heathen

(oblivious)

7%

not familiar | not priority



Athiests

(reject)

2%

familiar | not priority

Top Issues Canada Needs to Address – Top Mention

	Total (1,002) %	Sector					
		<u>Gov't (181) %</u>	<u>Private Sect./ Industry Assoc. (161) %</u>	<u>Institution/ ThinkTank (51) %</u>	<u>Academic (391) %</u>	<u>Public Interest Grp/ Non-profit (145) %</u>	<u>Media (48) %</u>
Environment (NET)	32	20	26	35	34	50	15
Environment	24	18	16	29	24	42	15
Sustainability/natural resources/resource conservation	5	2	6	2	7	6	-
Energy issues	3	1	4	4	3	2	-
Economy (NET)	23	29	25	24	18	17	42
Economic growth/competitiveness	16	20	17	16	13	10	35
Job creation/unemployment/low wages	4	5	5	6	3	2	-
Economic recovery/stability/recession	2	2	1	-	2	1	4
Personal finances/cost of living/affordable housing	2	3	1	2	1	3	2
Healthcare	10	13	8	8	11	6	17
Education	7	2	8	4	12	2	-
Poverty/social equity (NET)	6	3	5	6	5	11	2
Poverty/homelessness	3	2	2	-	2	8	-
Social equality/welfare	3	2	3	6	4	3	2
Infrastructure/transit system	4	11	4	4	1	-	4
Governance/accountability/leadership	2	2	1	2	2	-	2
Crime/drugs	1	2	3	2	-	1	-
First nations/native issues	1	-	1	-	1	-	6

continued...

Top Issues Canada Needs to Address – Top Mention(cont'd)

<i>continued...</i>	Total (1,002) %	Sector					
		Gov't (181) %	Private Sect./ Industry Assoc. (161) %	Institution/ ThinkTank (51) %	Academic (391) %	Public Interest Grp/ Non-profit (145) %	Media (48) %
Intergovernmental/regional disparity	1	1	1	2	1	-	-
Moral/family values/ethics	1	1	1	2	<1	1	-
Innovation/R&D/social capital	1	1	-	-	1	-	-
Deficit/public debt/budget	1	1	2	-	1	-	-
Foreign affairs/development/Canadian role	1	1	1	2	<1	1	-
Aging population/pensions	<1	1	-	-	<1	1	-
Rural/agricultural issues	<1	1	1	-	<1	-	-
Immigration issues	<1	1	-	2	1	-	-
Urban/community issues	<1	-	1	2	-	1	-
Less intervention by government	<1	-	1	-	<1	-	-
Taxes	<1	-	1	-	<1	-	-
Canadian identity/sovereignty	<1	-	-	-	1	-	-
Miscellaneous	2	2	3	4	2	3	4
None/no issues	9	9	8	2	10	8	8

Q.4) What are the top three most pressing issues Canada needs to address to ensure the long-term well-being of our people and our communities?

Top Issues Canada Needs to Address – Total Mention

	Total (1,002) %	Sector					
		<u>Gov't (181) %</u>	<u>Private Sect./ Industry Assoc. (161) %</u>	<u>Institution/ ThinkTank (51) %</u>	<u>Academic (391) %</u>	<u>Public Interest Grp/ Non-profit (145) %</u>	<u>Media (48) %</u>
Environment (NET)	57	47	52	65	59	70	52
Environment	45	39	37	53	43	60	52
Sustainability/natural resources/resource conservation	16	9	17	16	17	22	-
Energy issues	6	6	7	10	7	5	2
Economy (NET)	40	51	40	37	35	34	65
Job creation/unemployment/low wages	8	12	8	6	7	7	8
Economic growth/competitiveness	27	32	29	24	24	23	48
Economic recovery/stability/recession	2	2	3	-	3	1	4
Personal finances/cost of living/affordable housing	6	13	4	10	4	5	4
Healthcare	35	33	34	26	37	33	46
Education	24	13	22	22	36	15	15
Poverty/social equity (NET)	18	12	13	29	17	34	10
Poverty/homelessness	8	6	6	10	5	19	4
Social equality/welfare	11	7	8	22	13	16	6
Infrastructure/transit system	10	20	13	10	6	6	13
Innovation/R&D/ social capital	8	3	8	4	13	3	4
Crime/drugs	5	8	7	2	2	4	13
Governance/accountability/leadership	4	6	6	2	4	2	4
Urban/community issues	4	6	6	8	3	3	4

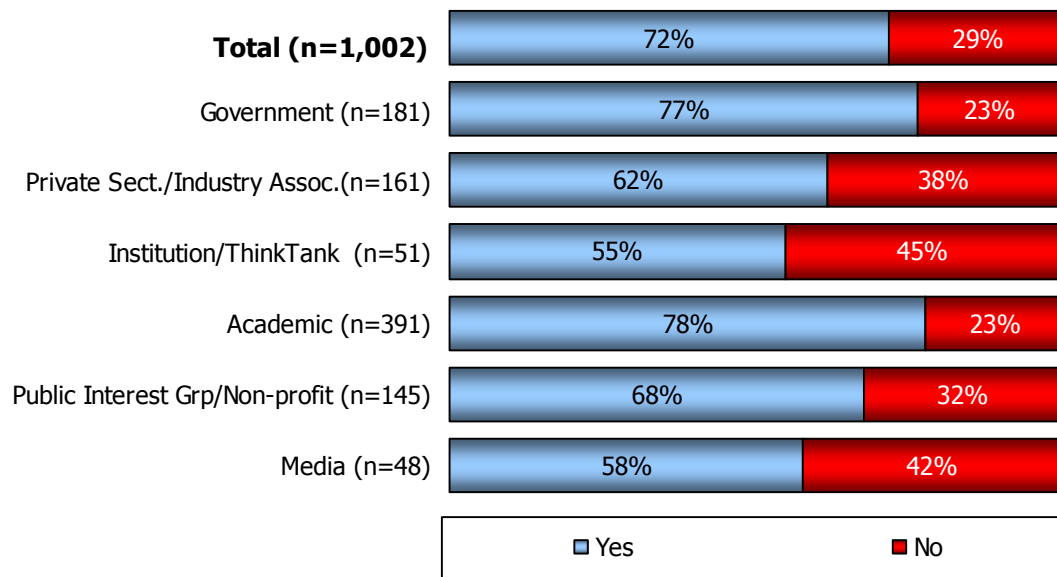
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Top Issues Canada Needs to Address – Total Mention (cont'd)

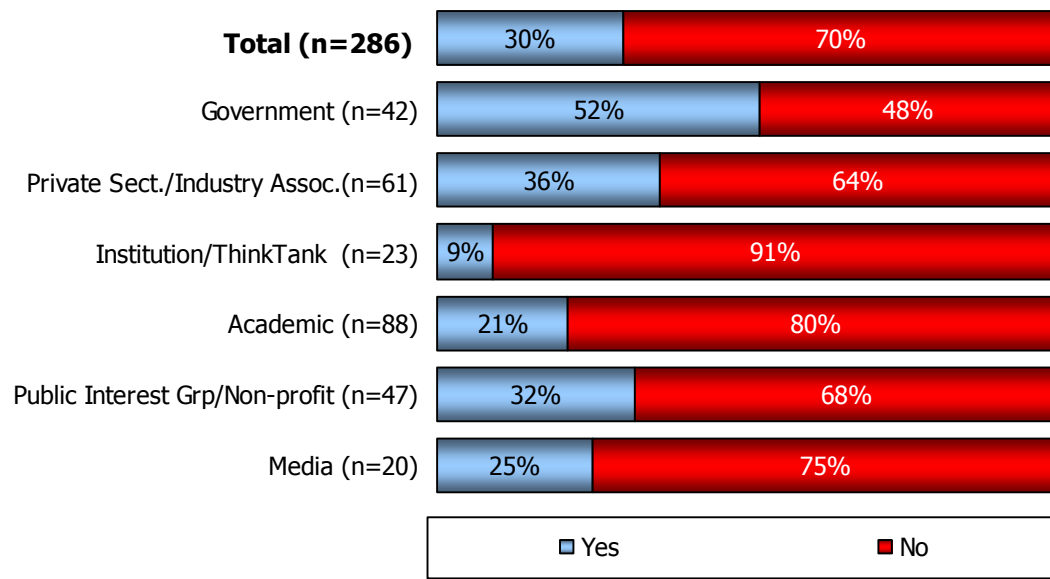
<i>continued...</i>	Total (1,002) %	Sector					
		<u>Gov't</u> (181) %	<u>Private Sect./ Industry Assoc.</u> (161) %	<u>Institution/ ThinkTank</u> (51) %	<u>Academic</u> (391) %	<u>Public Interest Grp/ Non-profit</u> (145) %	<u>Media</u> (48) %
First nations/native issues	4	1	4	-	4	2	8
Intergovernmental/regional disparity	3	8	3	4	2	2	-
Aging population/pensions	3	7	3	6	2	1	10
Immigration issues	3	3	1	8	4	1	2
Rural/agricultural issues	3	7	3	-	2	1	-
Foreign affairs/development/Canadian role	2	1	3	4	2	2	-
Deficit/public debt/budget	2	4	4	4	1	1	-
Canadian identity/sovereignty	2	1	2	2	2	1	4
Taxes	2	2	6	4	1	-	-
Moral/family values/ethics	2	1	3	2	1	2	2
Less intervention by government	1	1	3	4	1	-	-
Food security	1	2	1	-	1	2	-
Terrorism/national security	1	-	1	-	1	2	4
Social Capital/HRD	1	1	2	4	1	-	-
Afghanistan/military commitments	1	1	-	-	1	-	4
US Dominance/Canadian sovereignty	1	1	1	-	<1	1	-
US relations/resource ownership	<1	-	1	-	1	-	-
National unity/Quebec	<1	-	1	-	1	-	-
Miscellaneous	10	8	9	8	11	10	8
None/no issues	9	9	8	2	10	8	8

Q.4) What are the top three most pressing issues Canada needs to address to ensure the long-term well-being of our people and our communities?

Social Corporate Responsibility Policy Established



Plan to Develop Social Corporate Responsibility Policy

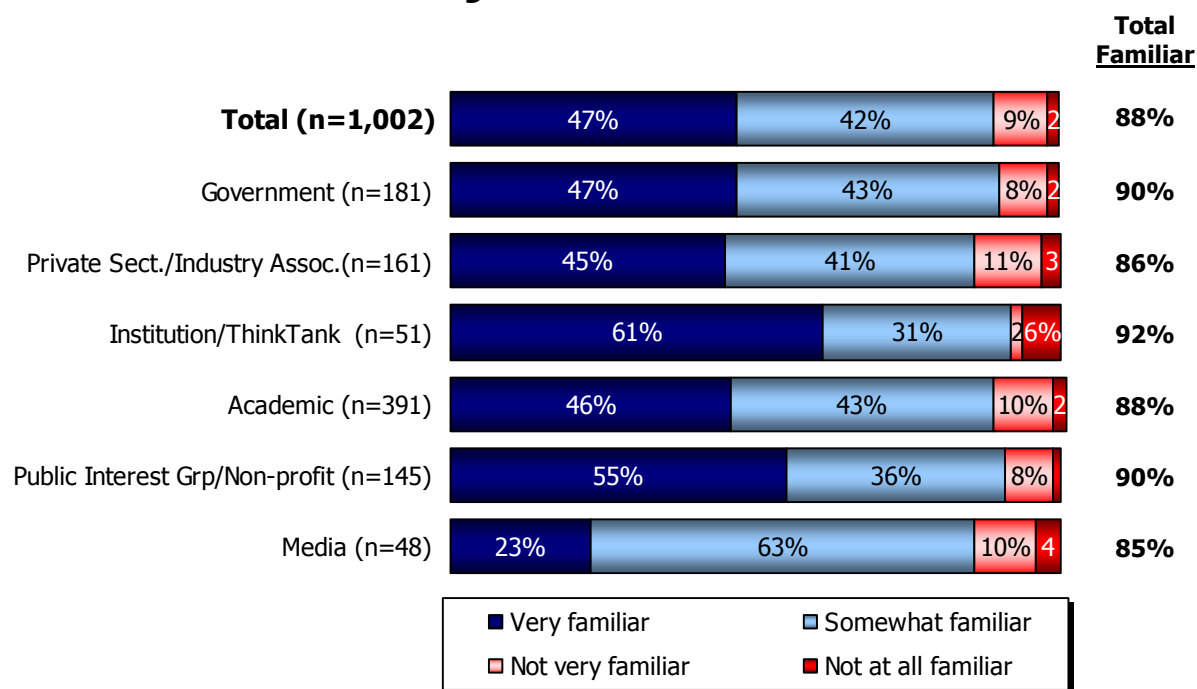


Meaning of “Sustainability” as a Goal

	Total (1,002) %	Sector					
		<u>Gov't (181) %</u>	<u>Private Sect./ Industry Assoc. (161) %</u>	<u>Institution/ ThinkTank (51) %</u>	<u>Academic (391) %</u>	<u>Public Interest Grp/ Non-profit (145) %</u>	<u>Media (48) %</u>
Being environmentally responsible/renewable resources	22	16	23	12	27	23	23
Maintaining a balance/triple bottom line (economic growth/standard of living/human needs with environmental protection)	19	22	20	22	17	22	10
Ability to last/continue for the long term	19	30	16	24	14	17	17
Buzzword/no meaning/lip service/government act only in self interest	12	6	4	14	17	13	13
Maintaining the status quo or better	11	17	14	12	9	8	10
Economy/economic growth	9	12	9	12	8	11	6
Ability of a resource to last/continue for the long term	6	5	5	12	7	5	8
Keeping a company profitable/financial benefit	6	6	7	4	5	10	8
Ability to sustain resources/protection of resources	6	3	8	10	7	4	8
Ability to stand on your own/self-sufficient	5	6	5	4	3	8	4
Environment	3	3	1	2	4	5	10
Employment/job security	1	2	1	-	<1	1	4
Miscellaneous	4	8	3	4	3	6	-
Not sure/not stated	23	19	27	16	24	25	17
<i>Q.6) Some companies and governments talk about 'sustainability' as a goal. In your view, what are they referring to?</i>							

Familiarity with Idea of Sustainability

"...development that meets the needs of the present without compromising the ability of future generations to meet their own needs."



Q.7) The World Commission on Environment and Development describes SUSTAINABILITY as: "...development that meets the needs of the present without compromising the ability of future generations to meet their own needs." How familiar are you with this idea of "sustainability"?

Positive Images about Sustainability

	Total (500) %	Sector					
		Gov't (91) %	Private Sect./ Industry Assoc. (77) %	Institution/ ThinkTank (26) %	Academic (195) %	Public Interest Grp/ Non-profit (72) %	Media (22) %
Man and son with wind turbine	58	54	64	54	59	50	68
Public transit	38	39	34	39	45	35	32
Eco-certified label/ agriculture/ food/ local market	37	41	35	27	36	38	41
Earth/planet	35	29	35	27	40	38	23
River/green trees	34	35	31	46	31	46	18
Cyclist	24	23	25	19	24	28	14
Multiracial students/learning/classroom	22	25	18	12	24	22	9
Girl turning off light	16	15	16	27	15	11	27
Large hydro dam	11	12	13	8	11	3	36
Salmon spawning/balance of nature/food chain	9	9	8	12	7	18	5
Hybrid car	6	4	8	15	4	6	9
Image of money	5	8	10	12	2	3	5
Healthy neighbourhood setting	4	7	4	4	3	4	14

Q.8) Sustainability is also more simply defined as balancing economic, environmental and social considerations in decision-making. This approach is meant to ensure that future generations enjoy a quality of life at least as good as we have today. Which three images below say the most to you about sustainability? Please choose three.
















Images that Sustainability Seeks to Address

	Total (502) %	Sector					
		<u>Gov't</u> (90) %	<u>Private Sect./ Industry Assoc.</u> (84) %	<u>Institution/ ThinkTank</u> (25) %	<u>Academic</u> (196) %	<u>Public Interest Grp/ Non-profit</u> (73) %	<u>Media</u> (26) %
Famished person/child in Africa/ refugees	53	40	58	60	55	55	50
Smoke stacks	46	50	48	52	48	33	46
Polar bear on iceberg	37	29	36	24	34	60	31
Oil sands image/clear cut	25	23	21	8	29	26	27
City highway system/clover leaf	24	31	27	24	19	25	19
Cracked earth/drought	24	22	30	24	25	21	19
Traffic jam	23	13	23	32	28	21	27
Health/doctor	22	36	20	16	20	16	19
Homeless person	16	17	13	24	13	19	23
Person carrying shopping bags/consumerism/collage of logos	13	14	6	20	11	16	19
Hurricane Katrina	7	9	7	12	6	4	8
Hummer	6	8	6	-	8	1	4
Crime/hand guns	5	8	5	4	4	3	8

Q.8) Sustainability is also more simply defined as balancing economic, environmental and social considerations in decision-making. This approach is meant to ensure that future generations enjoy a quality of life at least as good as we have today. Which three images below say the most about the issues sustainability seeks to address? Please choose three.



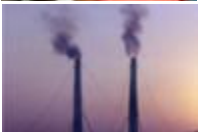





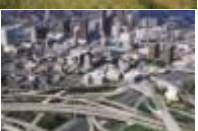






Summary of Positive Images about Sustainability

%	Image	Interpretation	%	Image	Interpretation
58		Man and son with wind turbine <ul style="list-style-type: none"> •Alternative/renewable energy (40%) •Balance/investment in future/future generations (16%) 	16		Girl turning off light <ul style="list-style-type: none"> •Energy conservation (71%) •Accountability/responsibility/human action (24%)
38		Public transit <ul style="list-style-type: none"> •Reducing emissions/fossil fuel consumption (41%) •Alternative/fuel efficient transportation (24%) 	11		Large hydro dam <ul style="list-style-type: none"> •Alternative/renewable energy (21%) •Clean energy/hydro/wind power (18%)
37		Eco-certified label/agriculture/food/local market <ul style="list-style-type: none"> •Agriculture/sustainable food production (36%) •Food security/access to food (16%) 	9		Salmon spawning/balance of nature/food chain <ul style="list-style-type: none"> •Water resource/need to protect water (36%) •Stewardship/protecting the environment (34%)
35		Earth/planet <ul style="list-style-type: none"> •Only one planet/finite carrying capacity/fragile (28%) •Stewardship/protecting the environment (17%) 	6		Hybrid car <ul style="list-style-type: none"> •Alternative/fuel efficient transportation (35%) •Reducing emissions/fossil fuel consumption (35%)
34		River/green trees <ul style="list-style-type: none"> •Water resource/need to protect water (43%) •Stewardship/protecting the environment (34%) 	5		Image of money <ul style="list-style-type: none"> •Economic growth/economy (60%) •Money/wages/employment (24%)
24		Cyclist <ul style="list-style-type: none"> •Reducing emissions/fossil fuel consumption (31%) •Alternative/fuel efficient transportation (22%) 	4		Healthy/neighbourhood setting <ul style="list-style-type: none"> •Housing/affordable housing (36%) •Vibrant communities/local economies (23%)
22		Multiracial students/learning/classroom <ul style="list-style-type: none"> •Education (50%) •Balance/investment in future/future generations (27%) 			

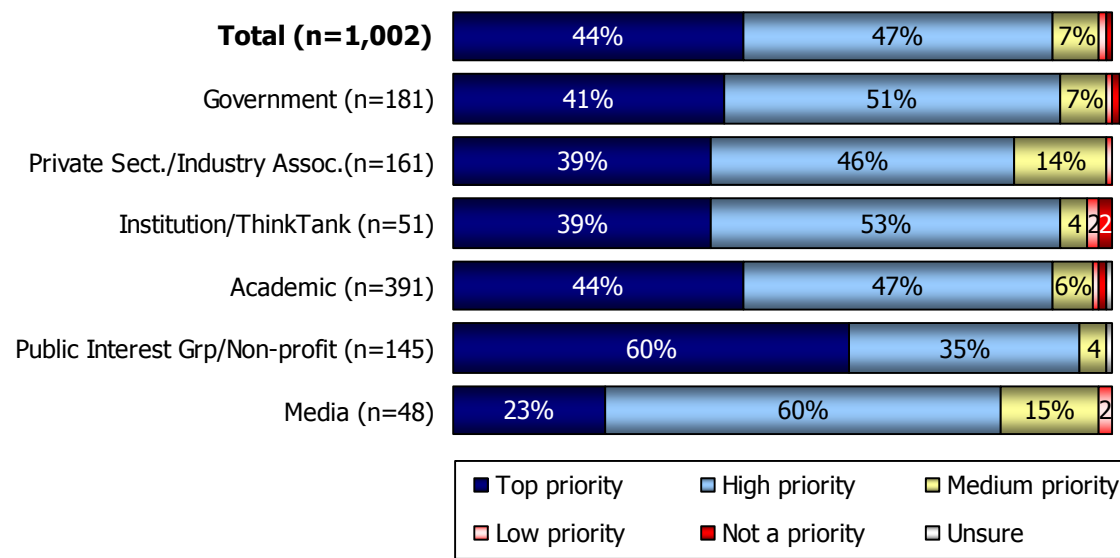
Q.9) Below are the images you chose. What do they represent?

Summary of Images Sustainability Seeks to Address

%	Image	Interpretation	%	Image	Interpretation
53		Famished person/child in Africa/refugees •Disparity between rich & poor/global inequities (30%) •World hunger/famine (19%)	14		Health/doctor •Health/healthcare system (62%) •Lifestyle/ quality of life (14%)
46		Smoke stacks •Environmental problems/ecosystem damage (19%) •Climate change/global warming (17%)	13		Homeless person •Poverty/homelessness (27%) •Disparity between rich and poor/global inequities (25%)
37		Polar bear on iceberg •Climate change/global warming (46%) •Environmental problems/ecosystem damage (33%)	11		Person carrying shopping bags/ consumerism/ collage of logos •Consumerism/overconsumption (68%) •Economy/economic situation (8%)
25		Oil sands image/clear cut •Mismanagement of natural resources (30%) •Environmental problems/ecosystem damage (25%)	10		Hurricane Katrina •Climate change/global warming (41%) •Environmental problems/ecosystem damage (41%)
24		City highway system/clover leaf •Poor planning/infrastructure/mismanagement (31%) •Urban development/sprawl (24%)	7		Hummer •Depletion/inefficiency/waste of non-renewable resources (38%) •Consumer/overconsumption (21%)
24		Cracked earth/drought •Water issues/water management (38%) •Climate change/global warming (23%)	6		Crime/hand guns •Crime/violence (50%) •Terrorism/war(17%)
23		Traffic jam •Dependence on/use of fossil fuels (30%) •Alternative/public transit needed (12%)			

Q.9) Below are the images you chose. What do they represent?

Priority of “Sustainability” as a National Goal



What a Sustainable Society in Canada Looks Like

	Total (1,002) %	Sector					
		Gov't (181) %	Private Sect./ Industry Assoc. (161) %	Institution/ ThinkTank (51) %	Academic (391) %	Public Interest Grp/ Non-profit (145) %	Media (48) %
More environmentally responsible/ "green" society	19	15	21	20	21	18	15
Balance between economics, environment and people's needs	11	11	9	18	11	13	13
Alternative energy solutions/reduced dependence on fossil fuels	8	3	8	10	10	5	4
Affordable living/cost of living/basic needs met	7	8	8	6	7	7	6
Fair/just society	7	6	6	10	8	6	6
Available/accessible healthcare/healthy population	7	8	6	4	6	8	6
Thriving/solid economy/prosperous	6	10	4	6	5	6	4
Less waste/less plastic/less consumerism	6	2	3	4	7	10	4
Alternative transportation options/fewer vehicles on the road	5	4	3	6	6	5	6
Protect natural resources/place resources used	5	3	4	6	6	7	2
Education for all/more education	5	4	6	-	5	4	4
Better future/for next generation(s)	5	3	6	6	4	4	6
Access to safe/organic/locally produced food	5	7	3	-	4	6	8
Improved public transit	5	2	3	-	6	5	10
Government that plans for the long term	4	7	5	4	2	4	10
Caring/sharing society	4	4	5	4	4	7	2

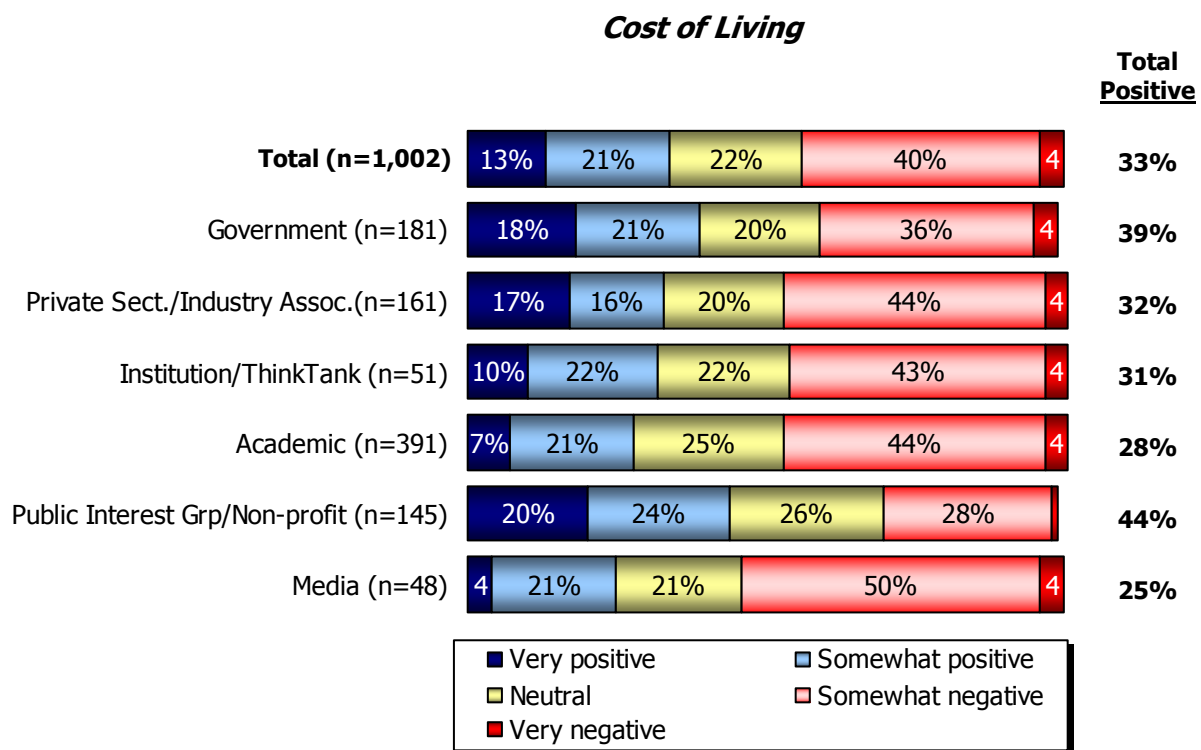
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What a Sustainable Society in Canada Looks Like (cont'd)

<i>continued...</i>		Sector					
	Total (1,002) %	Gov't (181) %	Private Sect./ Industry Assoc. (161) %	Institution/ ThinkTank (51) %	Academic (391) %	Public Interest Grp/ Non-profit (145) %	Media (48) %
Cleaner/more recycling/waste management solutions	4	2	6	2	5	2	13
Clean air/water/no pollution	3	4	3	2	3	3	2
Less unemployment/everyone working	3	6	3	-	2	3	-
Develop non-polluting technology	3	2	3	6	3	3	2
Population control	3	2	4	4	2	3	6
Educate on individual contribution to sustainability/tax breaks for environmentally friendly projects/purchases	3	3	4	2	2	3	-
Limit development-building/more green space/more farms-farmland	2	1	1	4	3	3	2
Less imports/buy Canadian/support local economy	2	4	3	-	1	3	4
Fines for polluters	2	3	1	-	3	2	2
Equality for all	2	1	1	2	2	3	-
Little/no poverty	2	2	1	2	1	3	-
Accountability	2	2	4	-	1	1	2
Happy/satisfied people	2	2	1	2	1	2	2
Safe/secure/low crime rates	1	2	2	2	1	2	2
End homelessness	1	1	2	-	1	2	2
Miscellaneous	6	6	7	10	6	2	6
Don't know/no answer	39	39	41	31	39	43	31

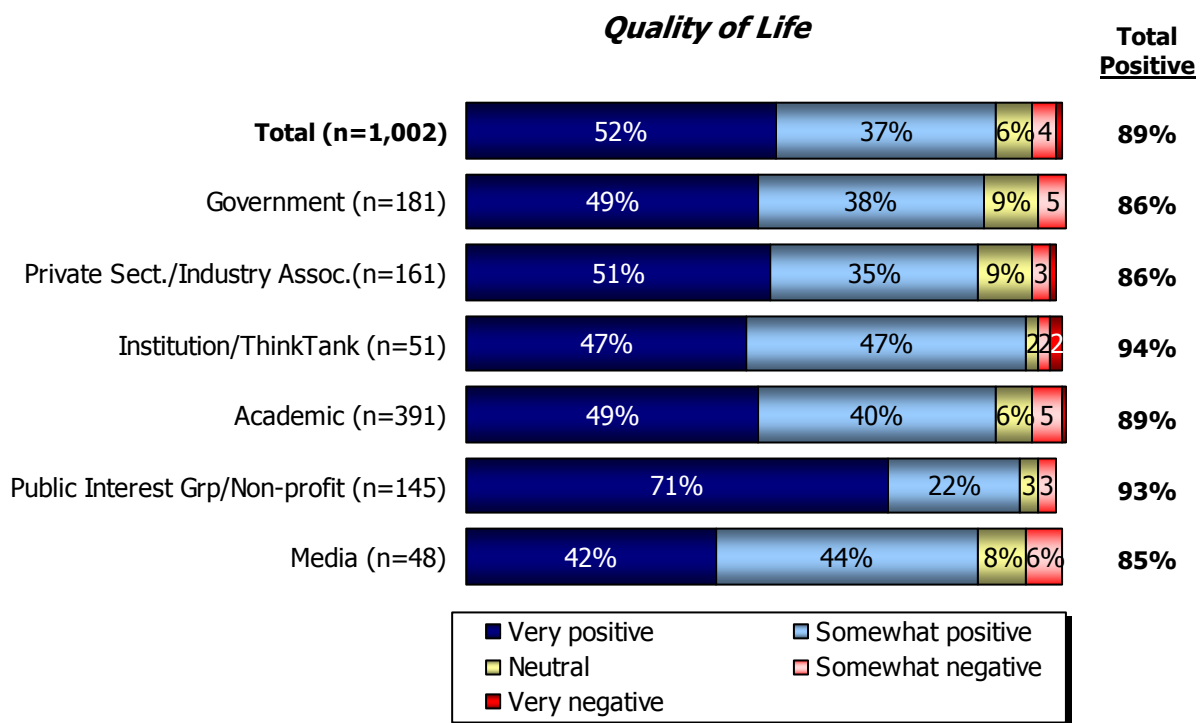
Q.11) What would a sustainable society in Canada look like to you?

Impact of Adopting Sustainability on Cost of Living



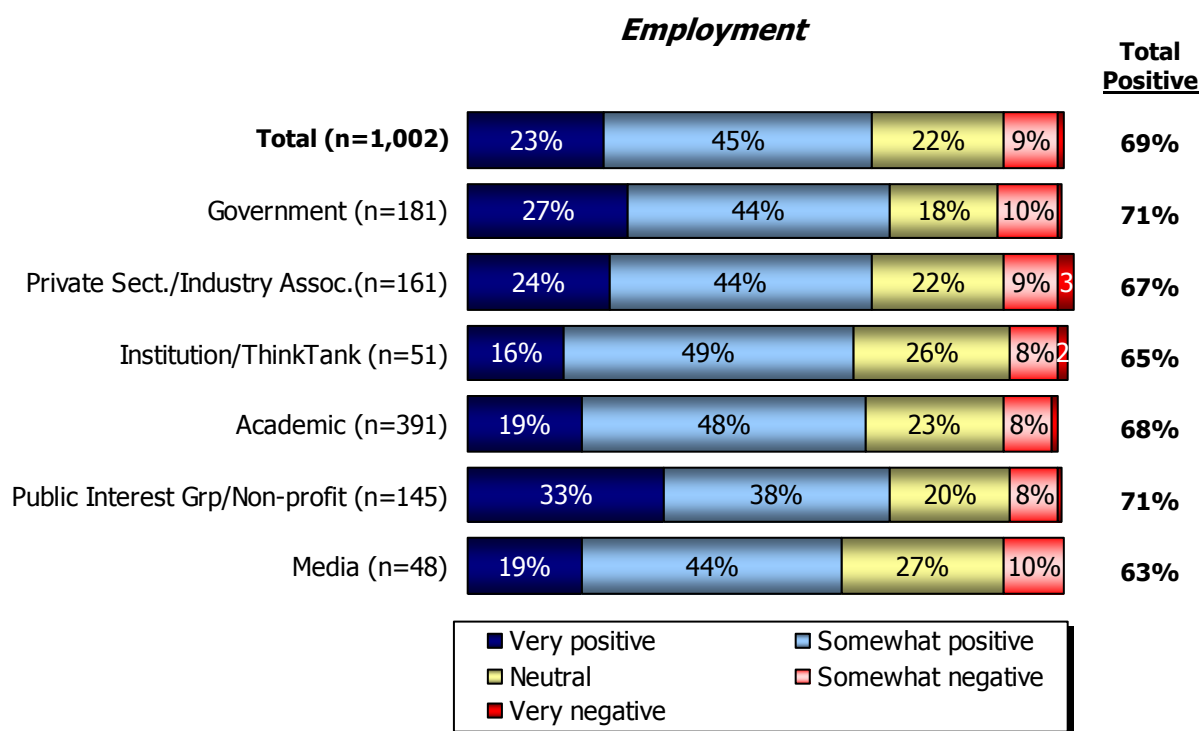
Q.12) If Canada adopted sustainability as a TOP priority tomorrow, how much of a POSITIVE or NEGATIVE impact would it have on the following...?

Impact of Adopting Sustainability on Quality of Life



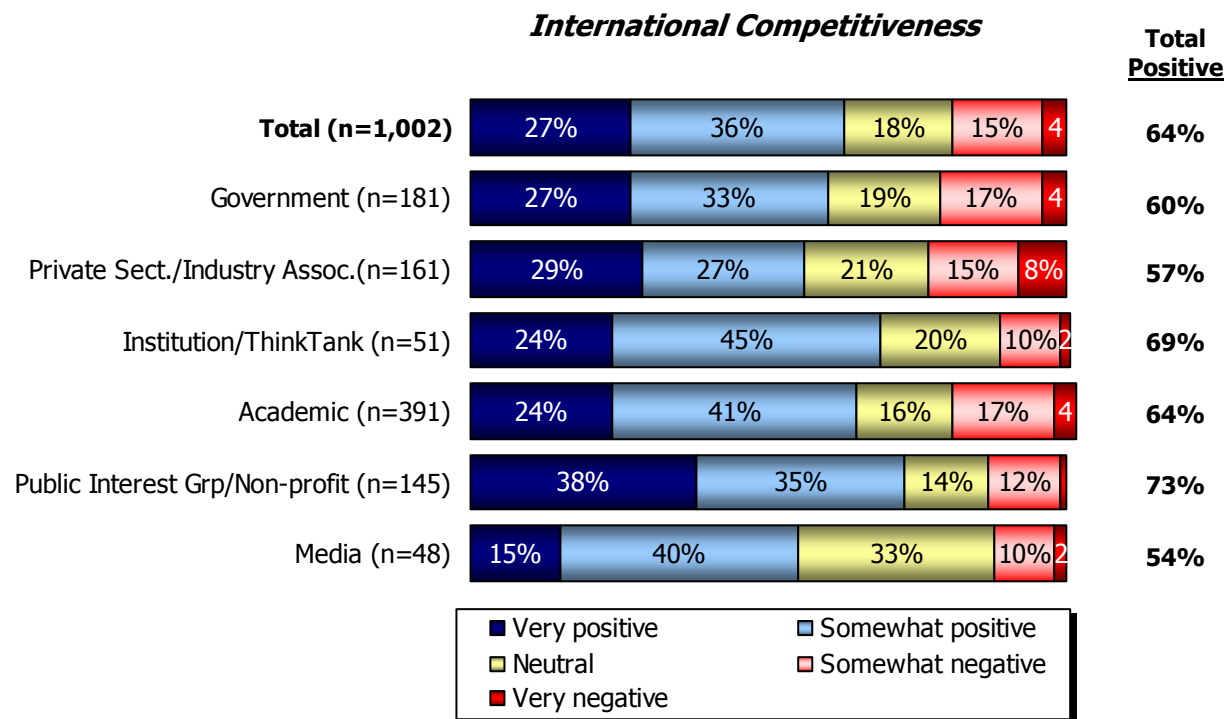
Q.12) If Canada adopted sustainability as a TOP priority tomorrow, how much of a POSITIVE or NEGATIVE impact would it have on the following...?

Impact of Adopting Sustainability on Employment



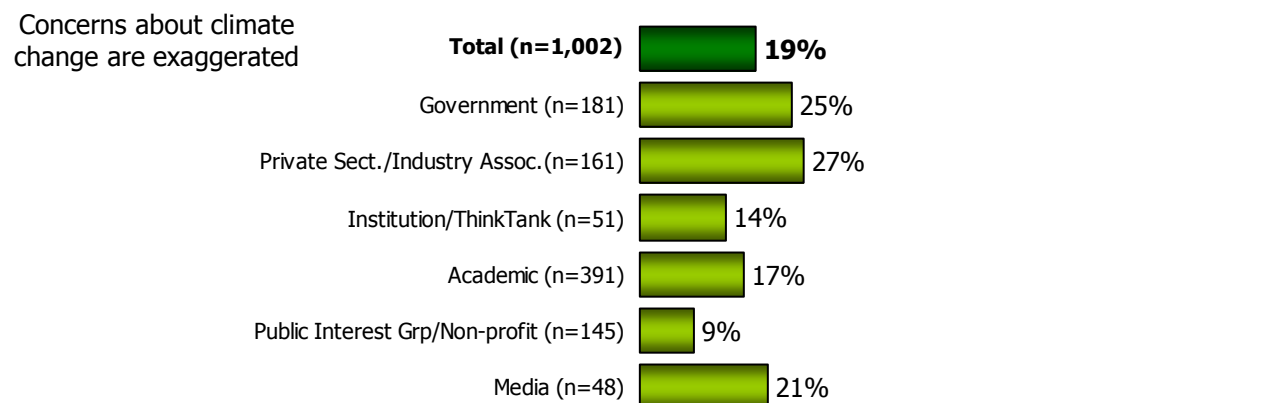
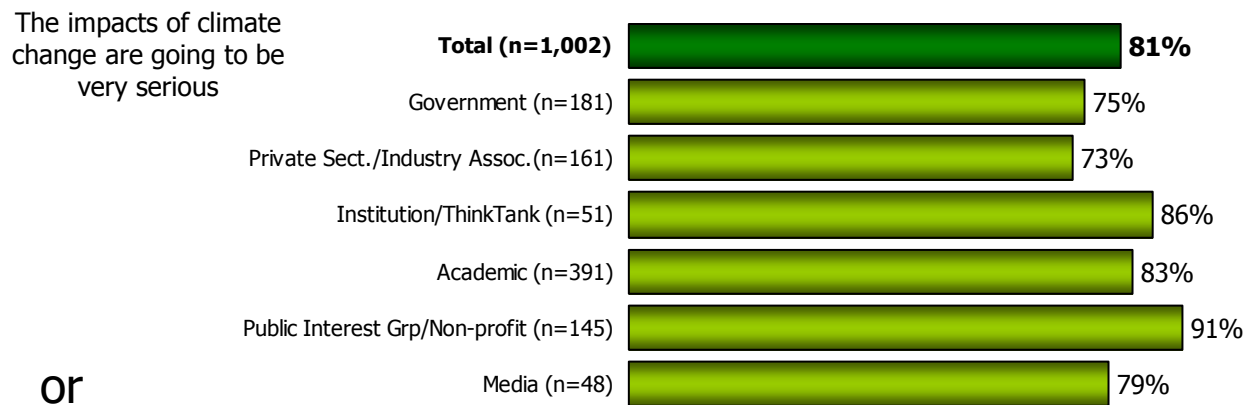
Q.12) If Canada adopted sustainability as a TOP priority tomorrow, how much of a POSITIVE or NEGATIVE impact would it have on the following...?

Impact of Adopting Sustainability on International Competitiveness



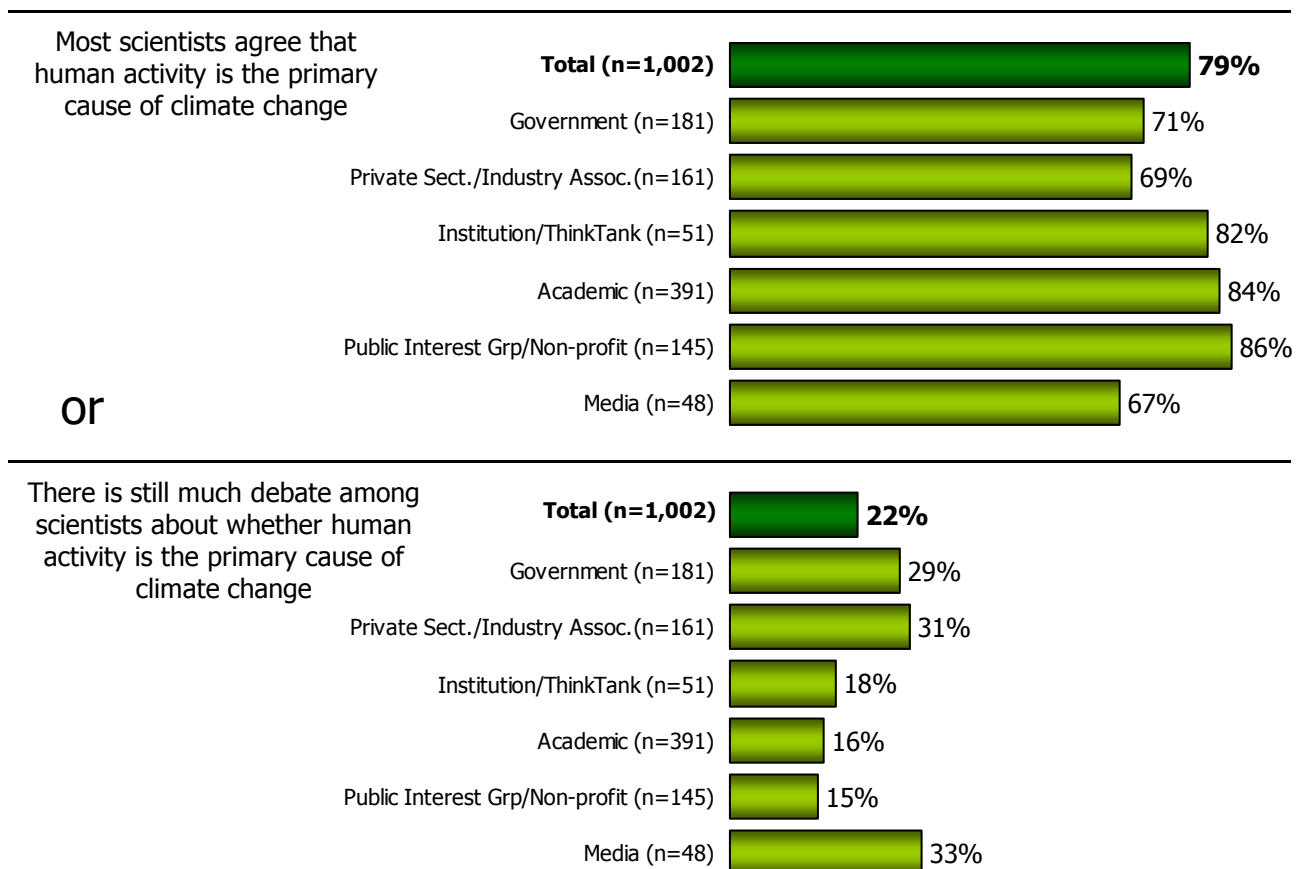
Q.12) If Canada adopted sustainability as a TOP priority tomorrow, how much of a POSITIVE or NEGATIVE impact would it have on the following...?

Views on Impacts of Climate Change



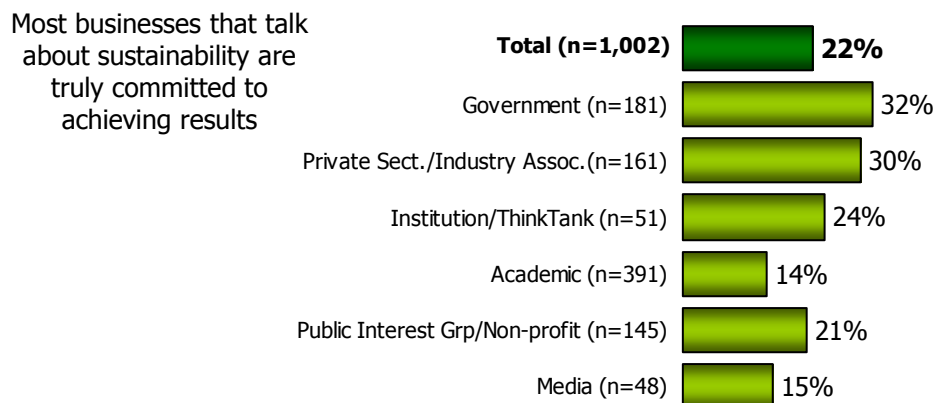
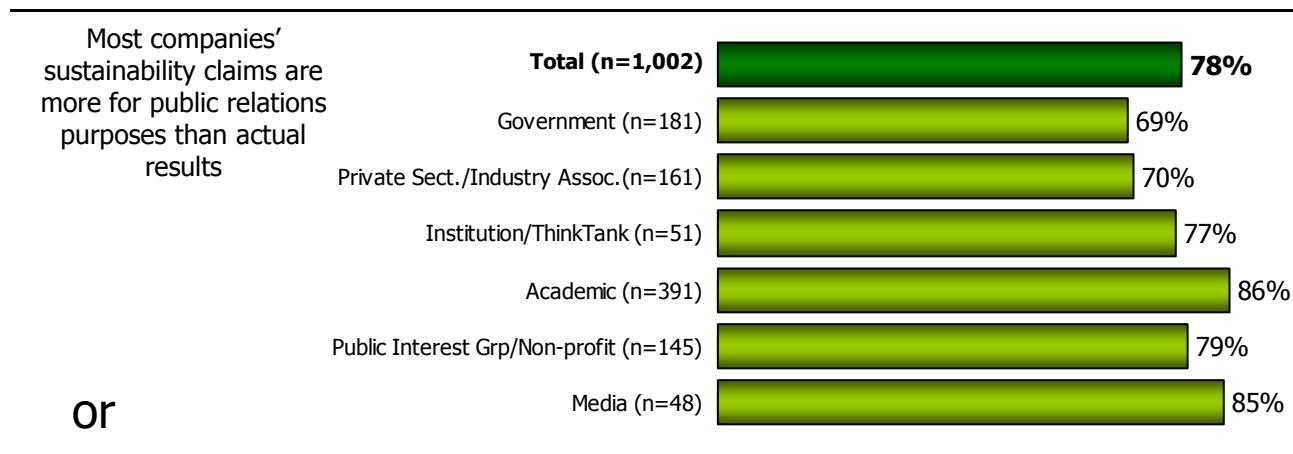
Q.13) Which of the following statements comes closest to your own view?

Views on Role of Human Activity in Climate Change



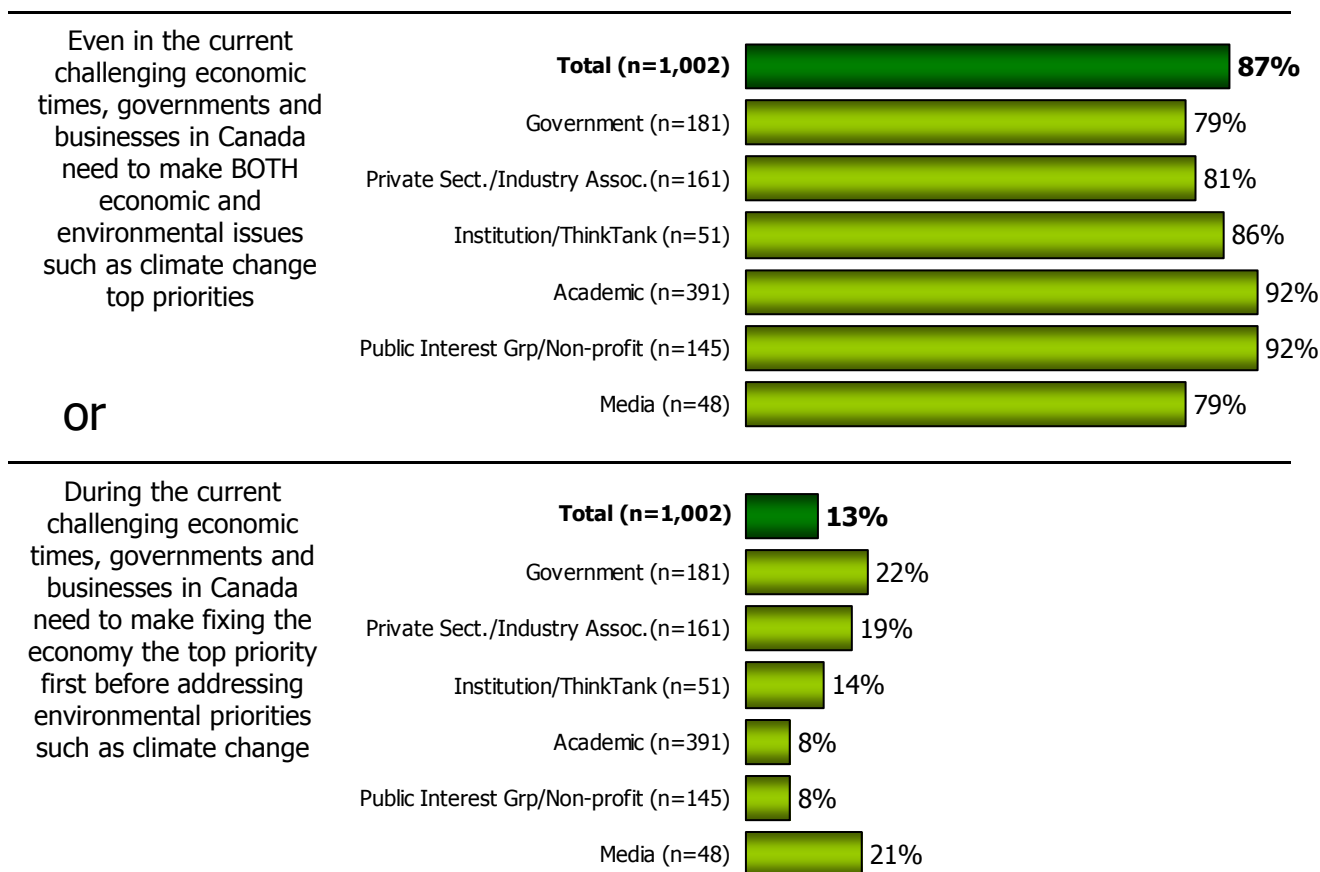
Q.13) Which of the following statements comes closest to your own view?

Views on Corporate Commitment to Sustainability



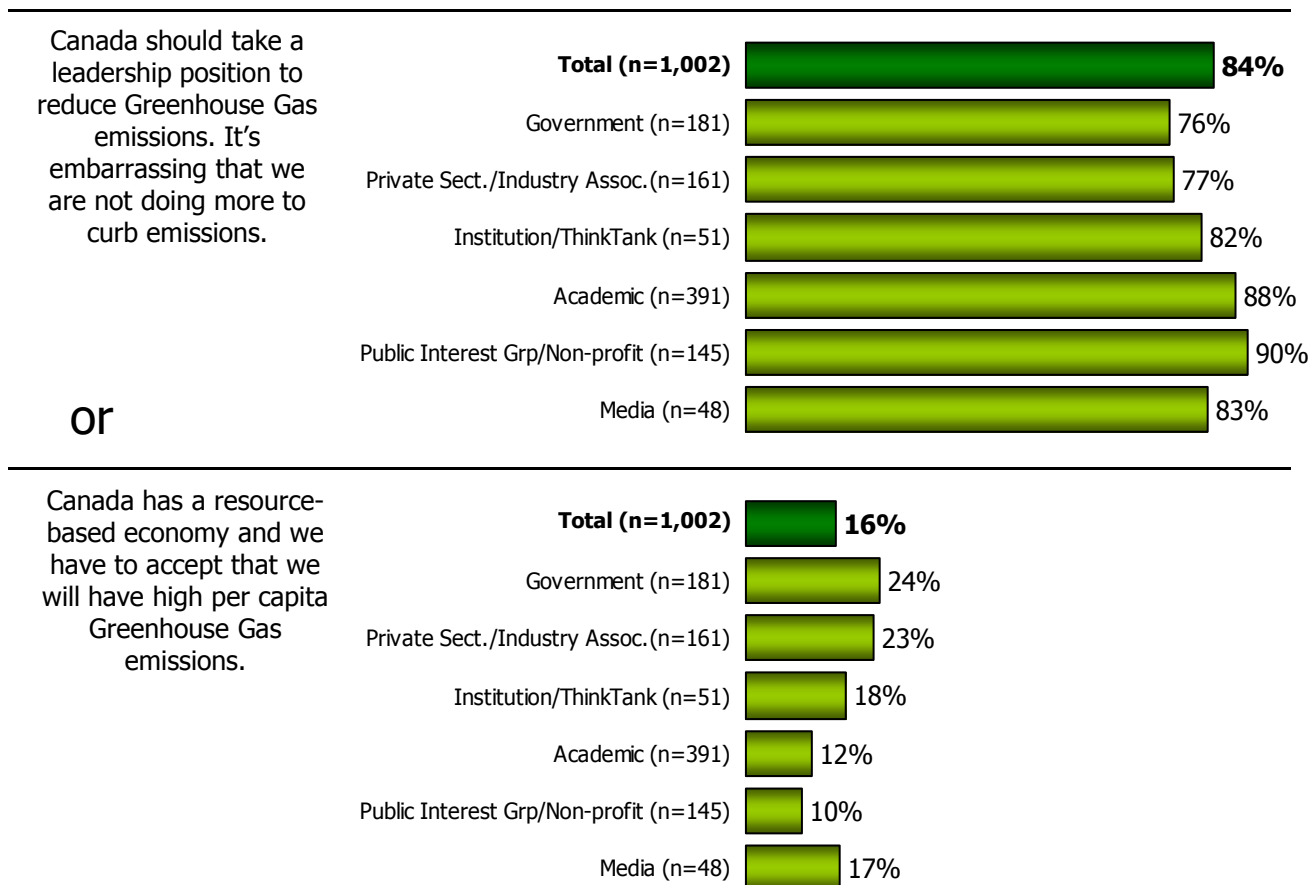
Q.13) Which of the following statements comes closest to your own view?

Views on Economic and Environmental Priorities



Q.13) Which of the following statements comes closest to your own view?

Views on Canada's Role in Greenhouse Gas Emission Reductions



Q.13) Which of the following statements comes closest to your own view?

Main Reasons Canadians do NOT Behave More Sustainably in their Day-to-Day Lives (unprompted)

	Total (525) %	Sector					
		Gov't (92) %	Private Sect./ Industry Assoc. (96) %	Institution/ ThinkTank (30) %	Academic (198) %	Public Interest Grp/ Non-profit (76) %	Media (19) %
Are challenged by poorly designed cities and workplaces	53	41	48	57	57	61	53
Lack incentives	33	27	32	33	35	36	32
Feel unable to solve problems alone	33	41	26	30	29	38	47
Feel it costs too much	32	39	39	27	33	21	21
Need to know more about solutions	32	37	40	47	26	33	26
Feel there is a lack of government leadership	32	36	26	33	29	38	32
Lack time/find it inconvenient	29	26	29	13	30	32	42
Are not really concerned	23	17	27	23	25	22	21
Poorly designed products	13	14	14	10	16	8	5
Feel there is a lack of business leadership	10	9	5	10	14	8	5
Laziness/selfishness	3	4	3	3	2	-	-
Don't believe the hype of climate change chorus	1	1	4	-	-	1	-
Other	<1	-	-	-	1	1	-
Not stated	1	-	1	3	1	-	-

Q.14) What are the three MAIN reasons [SPLIT 1] Canadians do NOT behave more sustainably in their day-to-day lives? [SPLIT 2] "YOU" do NOT behave more sustainably in "YOUR" day-to-day life? Would it be because [split 1] they/ [split 2] you... (Select up to 3)

Main Reasons You do NOT Behave More Sustainably in Your Day-to-Day Lives (unprompted)

	Total (525) %	Sector					
		Gov't (92) %	Private Sect./ Industry Assoc. (96) %	Institution/ ThinkTank (30) %	Academic (198) %	Public Interest Grp/ Non-profit (76) %	Media (19) %
Are challenged by poorly designed cities and workplaces	63	44	59	71	74	64	55
Feel there is a lack of government leadership	40	34	39	38	41	46	41
Poorly designed products	40	37	40	33	40	45	38
Need to know more about solutions	25	33	34	14	21	20	21
Lack time/find it inconvenient	23	19	15	19	24	28	35
Lack incentives	22	26	19	24	21	22	17
Feel unable to solve problems alone	21	25	23	19	20	20	17
Feel there is a lack of business leadership	16	18	11	5	17	17	17
Feel it costs too much	11	11	11	19	9	12	14
Already behave in a sustainable manner	6	8	12	10	2	9	3
Are not really concerned	2	3	5	-	3	-	-
Laziness/selfishness	1	-	-	5	2	-	3
Don't believe the hype of climate change chorus	1	1	-	-	1	-	3
Other	2	2	2	-	1	1	3
Not stated	1	1	-	5	-	1	-

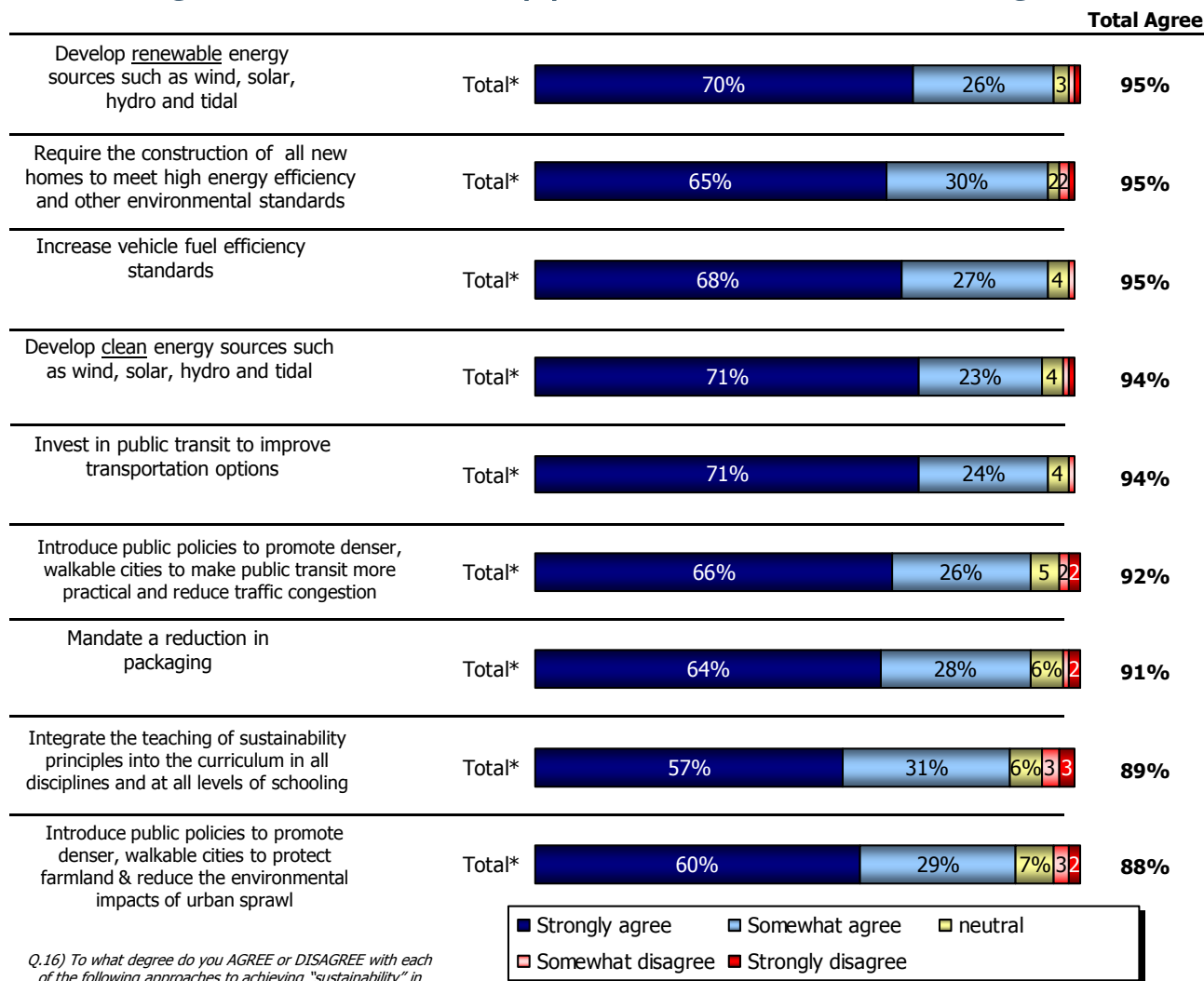
Q.14) What are the three MAIN reasons [SPLIT 1] Canadians do NOT behave more sustainably in their day-to-day lives? [SPLIT 2] "YOU" do NOT behave more sustainably in "YOUR" day-to-day life? Would it be because [split 1] they/ [split 2] you... (Select up to 3)

Measures Would Motivate Canadians to Adopt More Sustainable Lifestyle (Top 3 Choices)

	Total (1,002) %	Sector					
		<u>Gov't (181) %</u>	<u>Private Sect./ Industry Assoc. (161) %</u>	<u>Institution/ ThinkTank (51) %</u>	<u>Academic (391) %</u>	<u>Public Interest Grp/ Non-profit (145) %</u>	<u>Media (48) %</u>
Having access to new energy efficient technologies that will save money	54	59	53	55	54	50	54
Having to pay higher prices for resources like energy, water and non-renewable resources to encourage conservation and reduce waste	47	44	48	61	50	44	31
Getting tax breaks and rebates on sustainable goods and services	44	45	48	33	41	50	52
Paying lower prices for sustainable products & services	43	40	45	45	40	50	46
Seeing my/their friends and other people making changes in their lives	35	32	29	22	35	46	44
Having better recycling systems	19	20	20	14	20	13	25
Experiencing increased global shortages of food, water and fuel	18	14	23	18	18	17	8
Experiencing more extreme weather events like floods, tornados, droughts	11	13	8	14	11	12	10
Seeing scientific evidence that environmental issues like climate change are real	10	14	8	6	11	6	8
Knowing that Canada is the highest per capita emitter of greenhouse gases in the world	7	7	7	10	8	6	6
Seeing scientific evidence of rising sea levels	2	3	2	-	3	1	-
Seeing further species extinction	2	3	3	6	2	1	2

Q.15) Which of the following would motivate you the most to adopt a more sustainable lifestyle? Please choose up to 3.

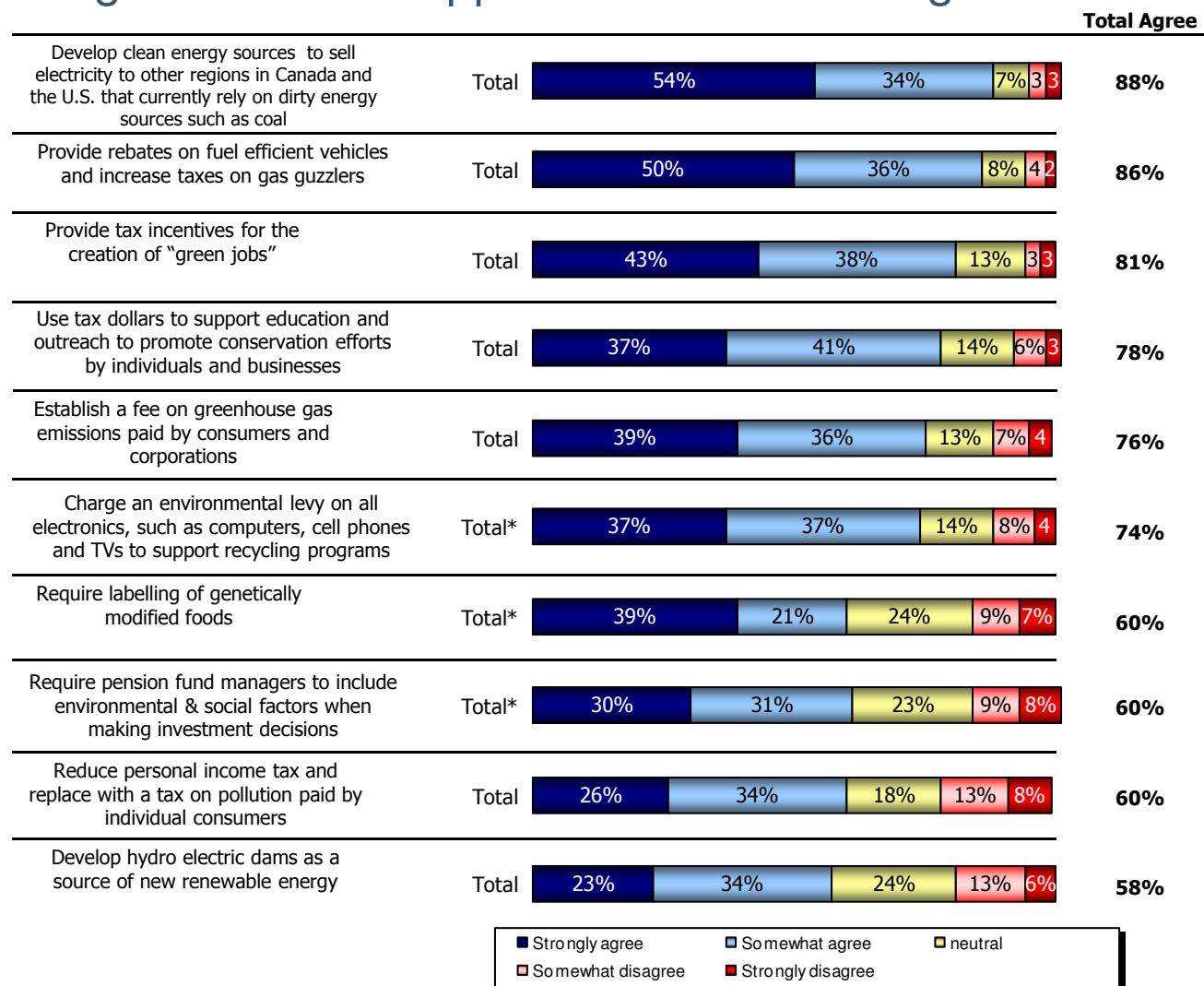
Level of Agreement with Approaches to Achieving “Sustainability” in Canada



*Base: Half of sample, approx. Total (n=501)

continued...

Level of Agreement with Approaches to Achieving “Sustainability” in Canada (cont'd)



Base: Total (n=1,002)
 *Base: Half of sample, approx. Total (n=501)

Q.16) To what degree do you AGREE or DISAGREE with each of the following approaches to achieving “sustainability” in Canada?

Statement Most Compelling at Encouraging to Become More Sustainable

We are at a time when we need to face tough choices to shift Canada – and indeed the planet -- to a better path for the future. Life on earth depends on it

Total  **30%**

Taking a more sustainable approach to economic development is the right thing to do for society and for the planet

Total  **28%**

The world's wealthiest nations, including Canada, can no longer consume the world's resources without regard to effect. The world has changed and we must change with it

Total  **18%**

Climate change affects us all, and it will take all of us to make a difference in the fight against climate change

Total  **13%**

None of these

Total  **13%**

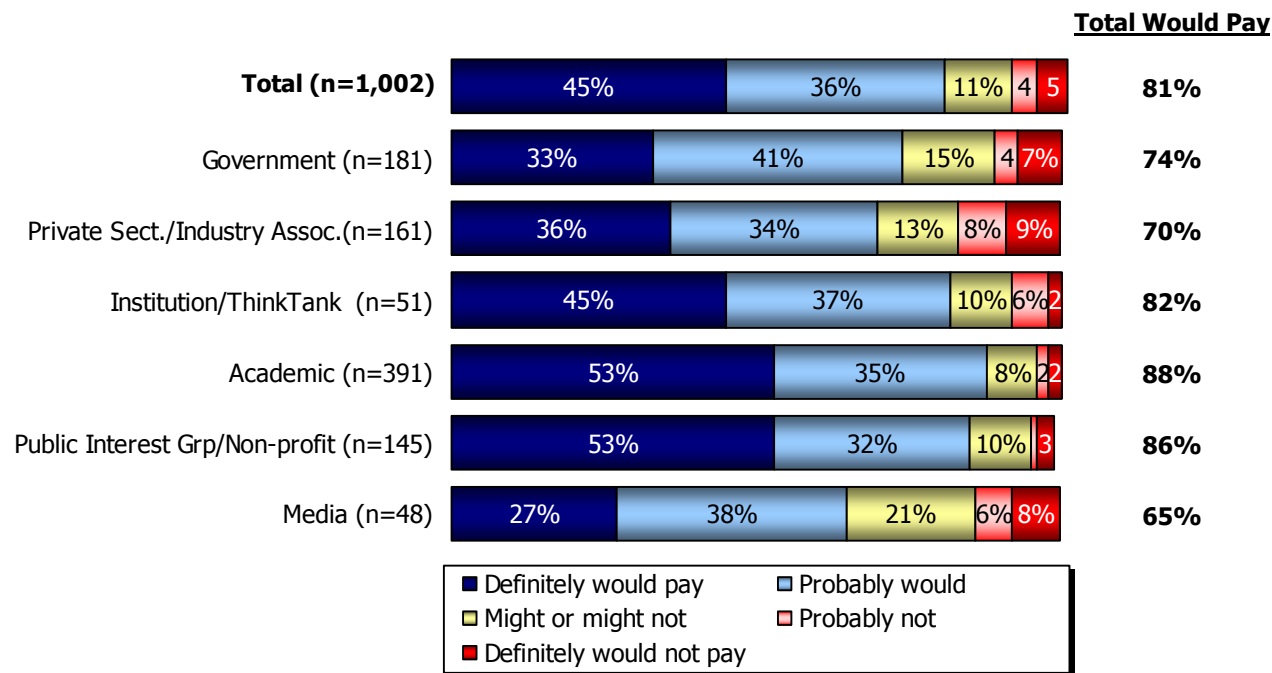
Base: Total (n=1,002)

Q.17) Which one of the following statements do you think would be most compelling at encouraging Canadians to become more sustainable in their everyday life? CHOOSE ONE ONLY

Most Sustainable Approaches to Meeting Canada's Growing Energy Needs (Top 3 Choices)

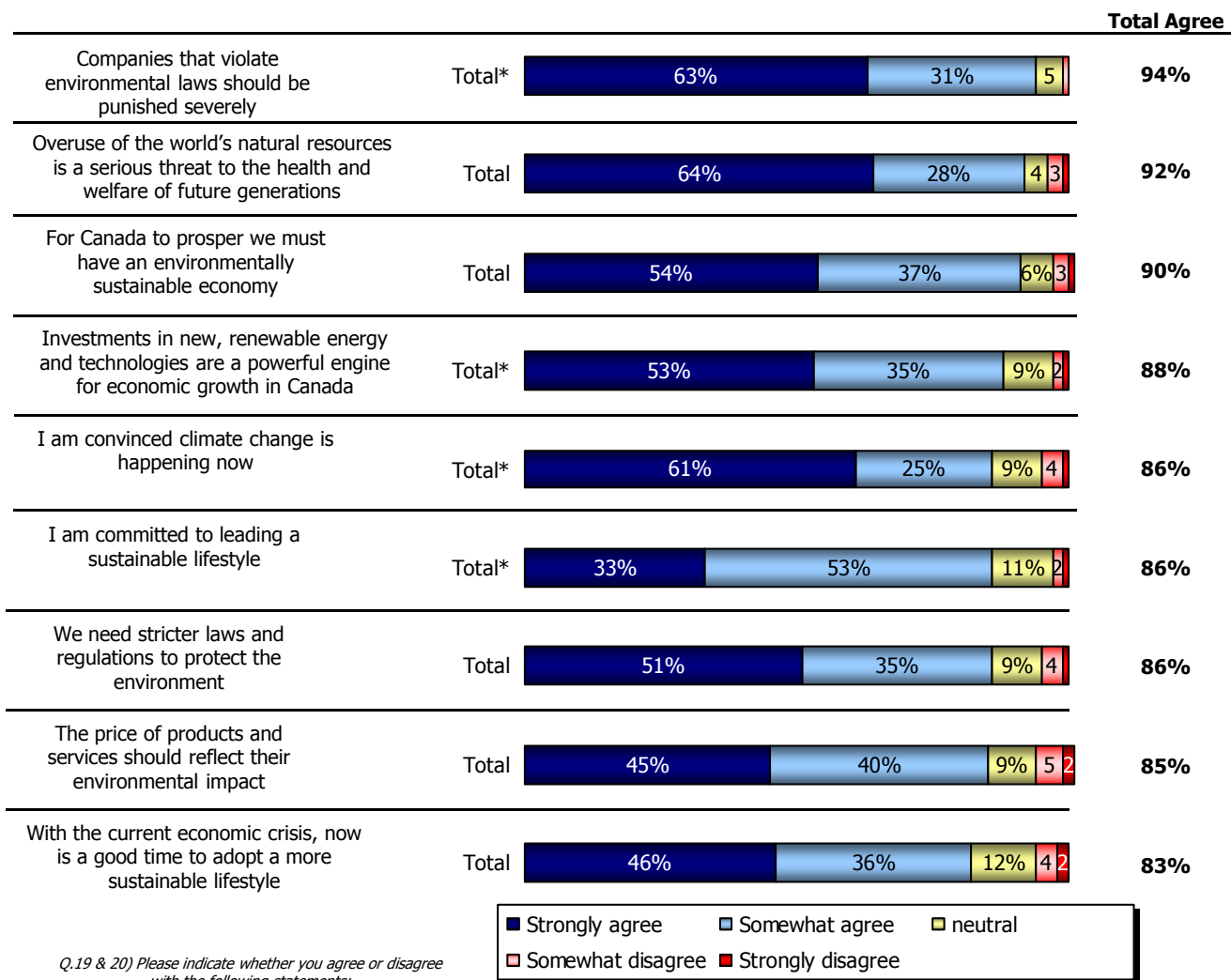
		Sector					
		Gov't (181) %	Private Sect./ Industry Assoc. (161) %	Institution/ ThinkTank (51) %	Academic (391) %	Public Interest Grp/ Non-profit (145) %	Media (48) %
	Total (1,002) %						
Wind energy	67	60	70	59	66	75	60
Solar energy	65	69	56	51	66	77	65
Geothermal/Geoexchange (heating/cooling) systems	51	48	47	49	52	57	44
Hydro electric dam	34	36	37	37	32	29	40
Nuclear energy	28	28	27	45	30	16	23
Run-of-River hydro	21	25	30	24	17	16	21
Tidal energy	18	15	16	10	20	19	27
Fuel cells	11	9	12	12	14	6	15
Natural gas plants	5	7	4	12	4	4	2
Coal fired plants	2	3	3	2	1	1	4
Q.18) In your view, from the following choices, what are the most sustainable approaches to meeting Canada's growing energy needs? Please choose three							

Likelihood to Pay 10% More for Clean, Green Renewable Energy



Q.18b) How likely would you be to pay 10% more for clean, green renewable energy?

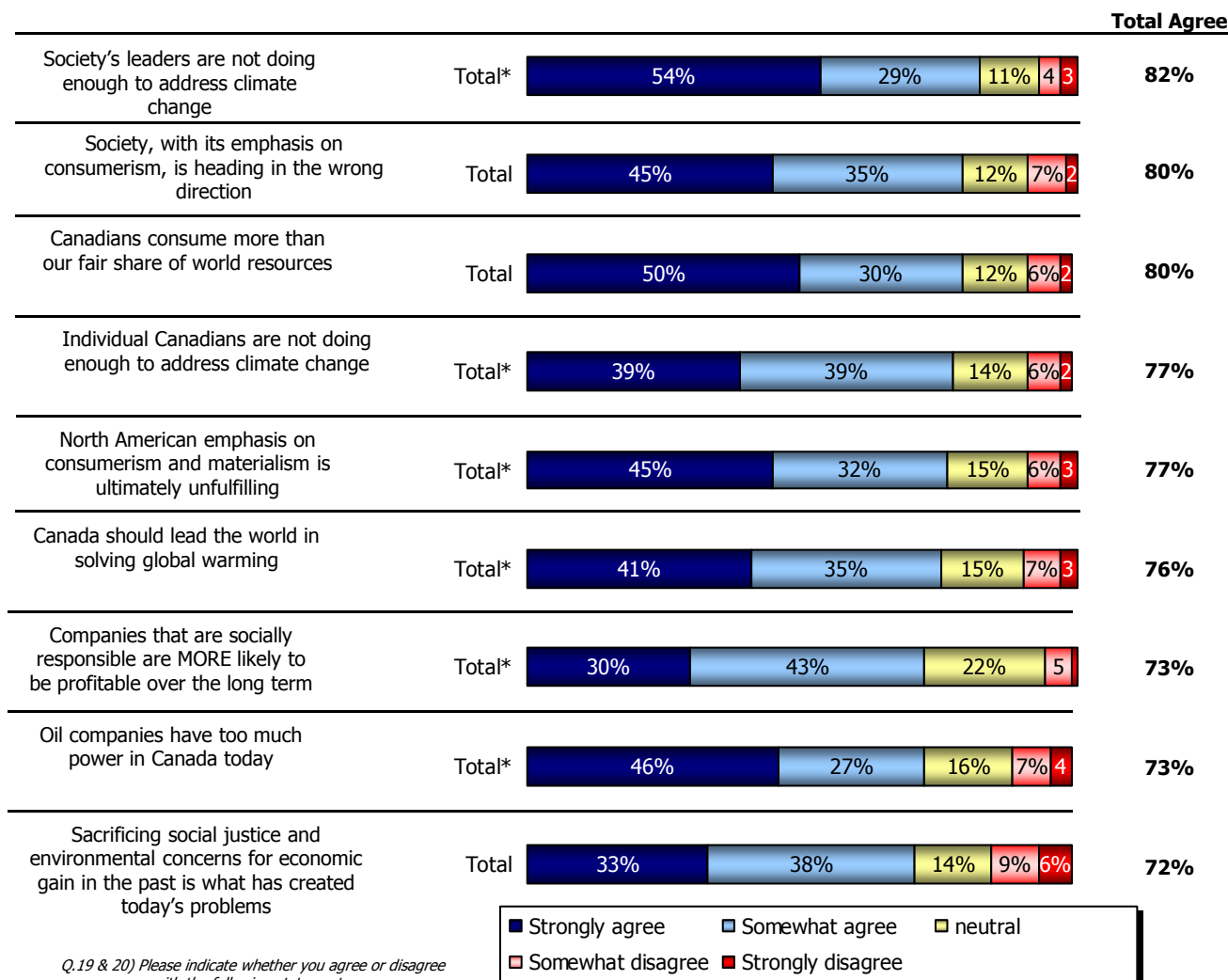
Attitudes toward Issues Related to Sustainability



Base: Total (n=1,002)
 *Base: Half of sample, approx. Total (n=501)

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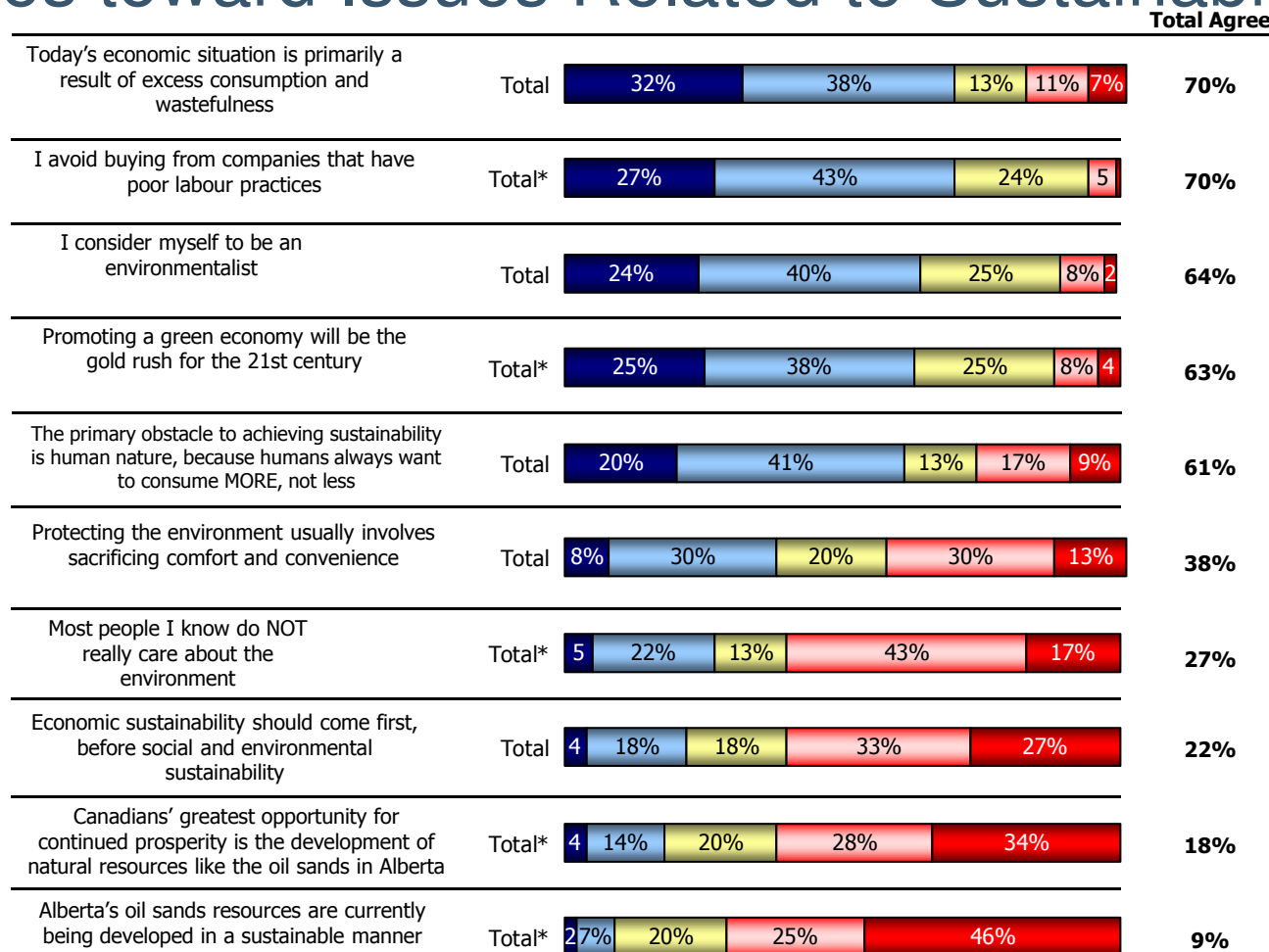
Attitudes toward Issues Related to Sustainability (Cont'd)



Base: Total (n=1,002)
 *Base: Half of sample, approx. Total (n=501)

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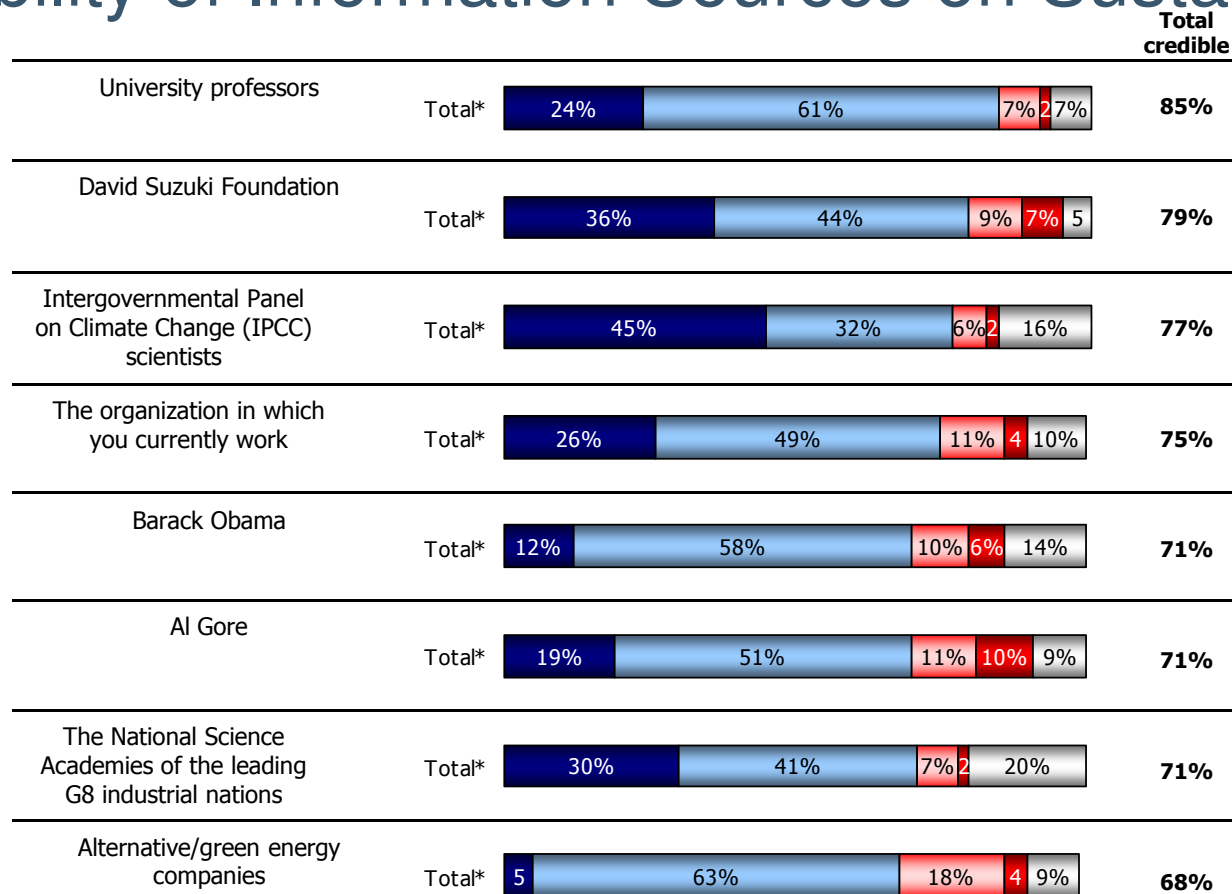
Attitudes toward Issues Related to Sustainability (Cont'd)



Q.19 & 20) Please indicate whether you agree or disagree with the following statements:

■ Strongly agree ■ Somewhat agree ■ neutral
 ■ Somewhat disagree ■ Strongly disagree

Credibility of Information Sources on Sustainability

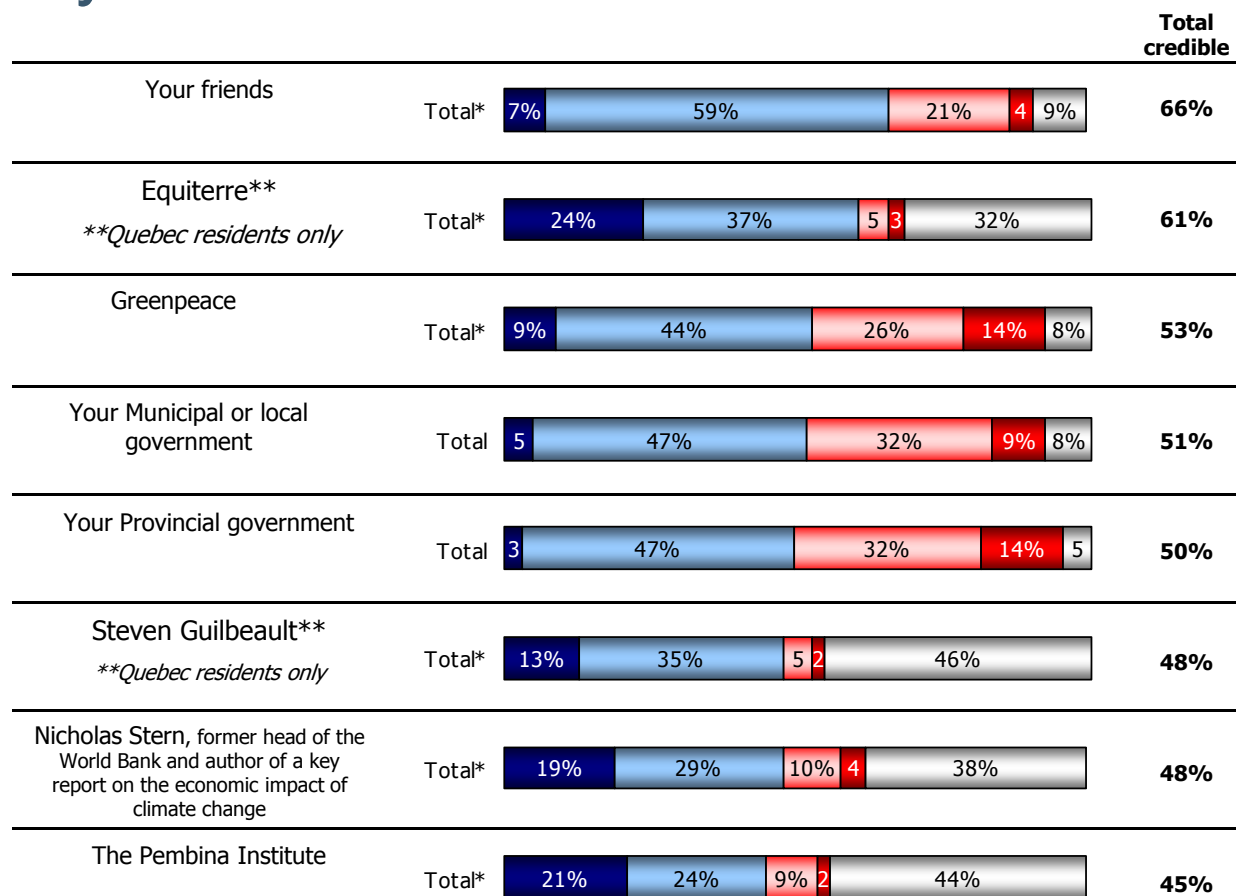


Q.21) How credible are each of the following as a source of information on sustainability-related matters?



continued...

Credibility of Information Sources on Sustainability (Cont'd)

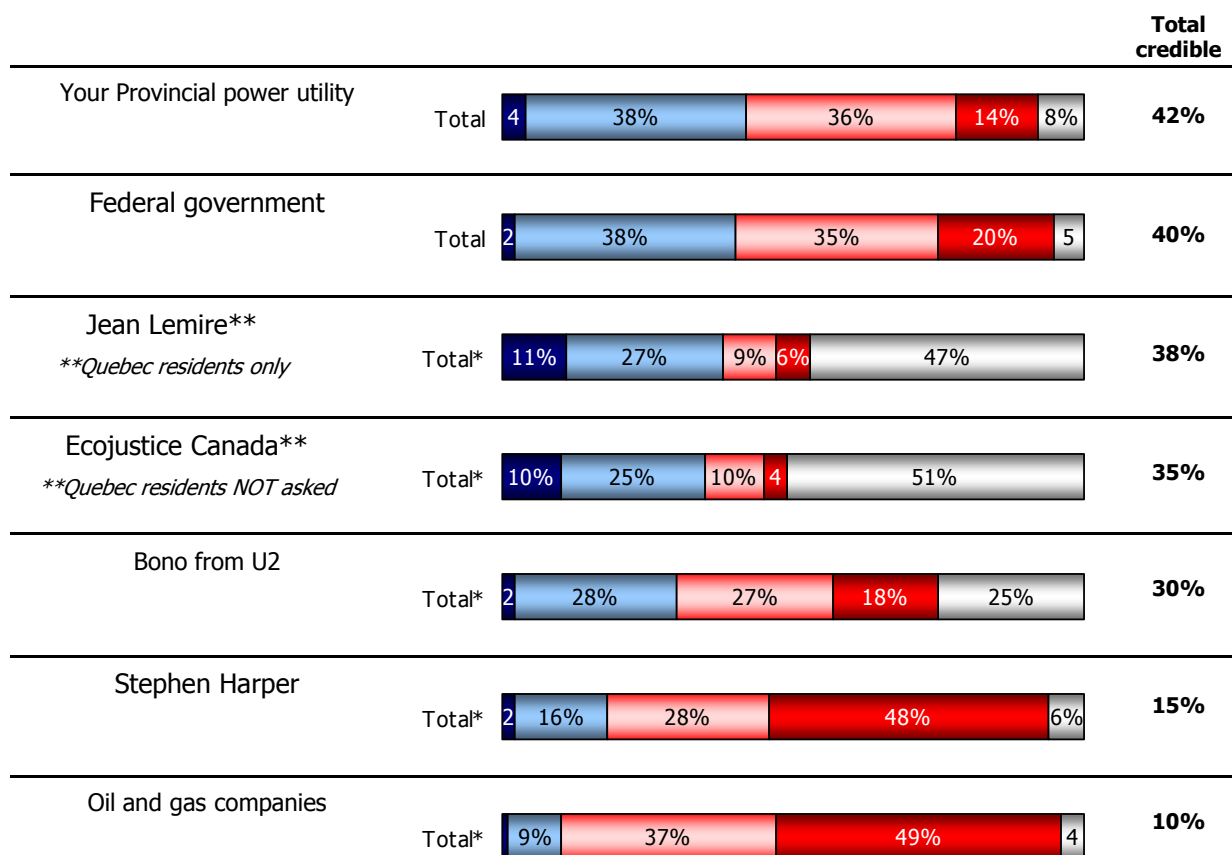


Q.21) How credible are each of the following as a source of information on sustainability-related matters?

■ Very credible ■ Somewhat credible
 ■ Not very credible ■ Not at all credible
 ■ Unsure

continued...

Credibility of Information Sources on Sustainability (Cont'd)

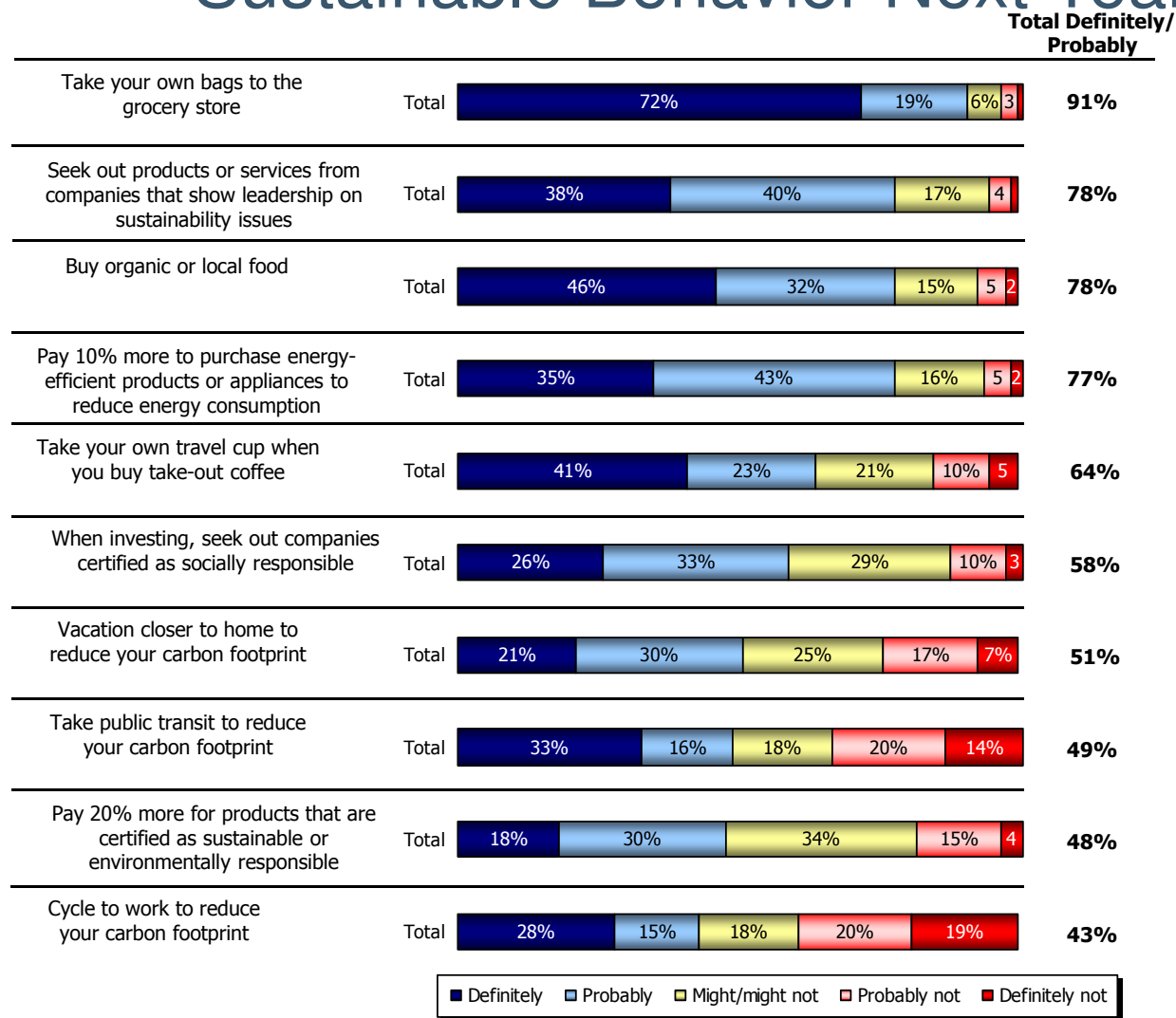


Q.21) How credible are each of the following as a source of information on sustainability-related matters?

■ Very credible ■ Somewhat credible
 ■ Not very credible ■ Not at all credible
 ■ Unsure

Base: Total (n=1,002)
 *Base: Half of sample, approx. Total (n=501)

Sustainable Behavior Next Year



Base: Total (n=1,002)

Q.22) Do you see yourself making a POINT of doing any of the following in the next year?

Demographic Profile

	Total (1,002) %	Sector					
		Gov't (181) %	Private Sect./ Industry Assoc. (161) %	Institution/ ThinkTank (51) %	Academic (391) %	Public Interest Grp/ Non-profit (145) %	Media (48) %
Current position							
Professional	43	27	17	37	73	12	58
Executive	25	10	52	43	7	59	17
Head of organization	19	51	7	2	15	8	19
Management	6	6	14	4	1	12	4
Expert	5	5	8	8	1	6	-
Other	<1	1	-	-	<1	-	2
Don't know/ NA	3	1	3	6	3	4	-
Sector							
Academic	39	-	-	-	100	-	-
Government	18	100	-	-	-	-	-
Private Sector/Industry Association	16	-	100	-	-	-	-
Public Interest Group/Non-profit	15	-	-	-	-	100	-
Institution/ThinkTank	5	-	-	100	-	-	-
Media	5	-	-	-	-	-	100
Other	2	-	-	-	-	-	-
Refused	<1	-	-	-	-	-	-

Demographic Profile (Cont'd)

	Total (1,002) %	Sector					
		Gov't (181) %	Private Sect./ Industry Assoc. (161) %	Institution/ ThinkTank (51) %	Academic (391) %	Public Interest Grp/ Non-profit (145) %	Media (48) %
Province of residence							
Pacific North West	28	29	36	22	27	28	15
Major Urban centres	70	50	76	91	71	78	100
Other Pacific North West	30	50	24	9	29	23	-
Ontario	24	19	19	37	25	28	21
Major Urban centres	93	68	97	100	97	95	100
Other Ontario	7	32	3	-	3	5	-
Alberta	17	22	15	12	14	22	19
Major Urban centres	69	41	83	83	67	81	100
Other Alberta	32	59	17	17	33	19	-
Quebec	13	6	13	12	17	10	17
Major Urban centres	98	100	91	100	99	100	100
Other Quebec	2	-	10	-	2	-	-
Saskatchewan & Manitoba	13	14	15	14	12	8	15
Major Urban centres	75	42	88	100	77	91	100
Other Saskatchewan & Manitoba	25	58	13	-	23	9	-
Atlantic	6	11	3	4	5	6	15
Major Urban centres	67	47	75	100	75	63	86
Other Atlantic	33	53	25	-	25	38	14



Questionnaire

- A Survey of Thought Leaders