

**It is not the strongest species  
that survive, nor the most intelligent,  
but those who are most responsive to change.**

*-- Charles Darwin*



# A Backyard Field Guide to Canadians

*Red-Necked Snipe & Common Nit-Picker  
Small-Billed Trumpeter & Spectacled Sand Grouse  
The Elusive Greenback Shoveler*



**MCALLISTER**  
opinion research

*Select Canadian Research Findings*

*May 1, 2010*

# Why Bother With the Public?

*“In this organization, we care about what science says, not what the public thinks”*

Canadian Conservation Leader, 2004

*“Experts, industry leaders and the parliamentary committee all agree with me; we can skip the public...”*

ENGO Lobbyist, 2006

*“Listen, I’m not worried, the media love what I say...”*

ENGO Spokesperson, 2007



*The public has the final say.*

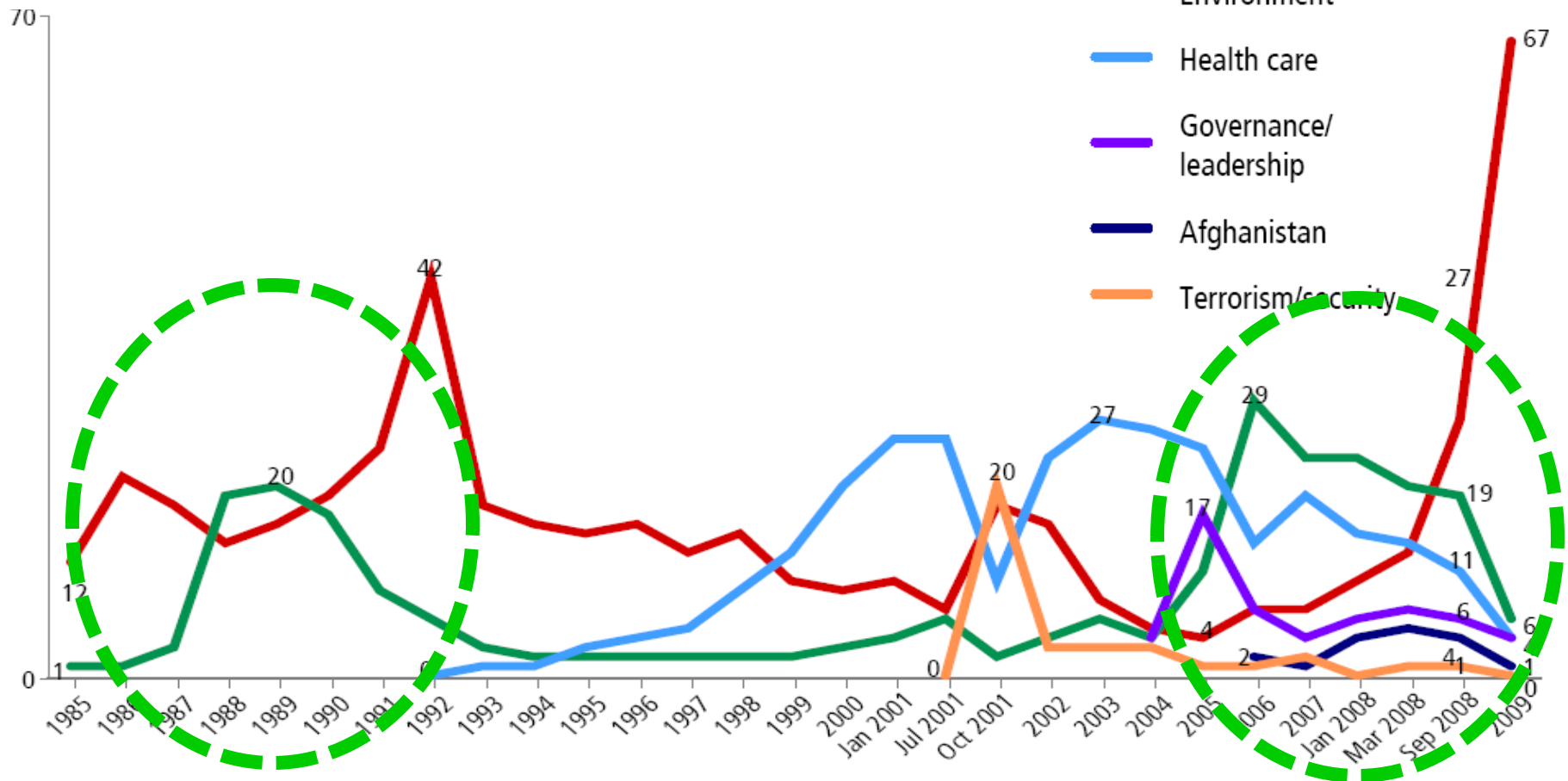
# The Big Picture 2010



10 minutes

# Do Canadians Still Care about the Environment?

Most Important National Problem  
Unaided, 1985 - 2009

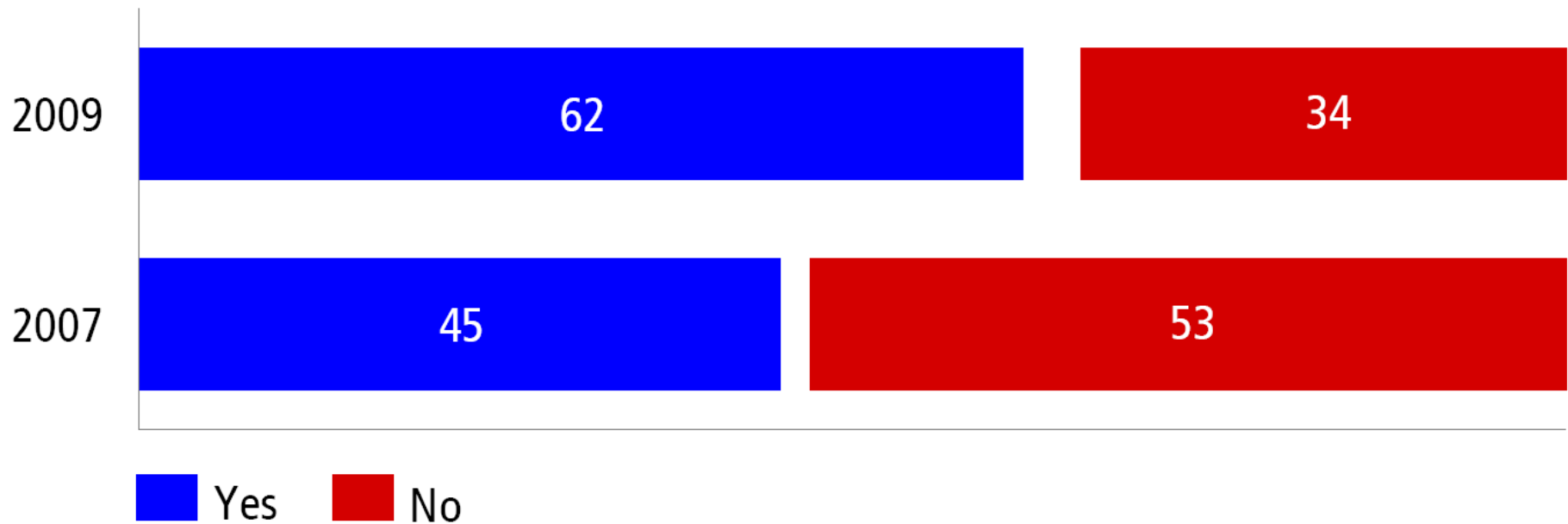


Q1t. And now I would like to know, in your opinion, what is the most important problem facing Canada today?  
[UNAIDED, FIRST MENTION ONLY]

# Canadians increasingly embrace “environmentalism” as part of their identity

Do you consider yourself an environmentalist?

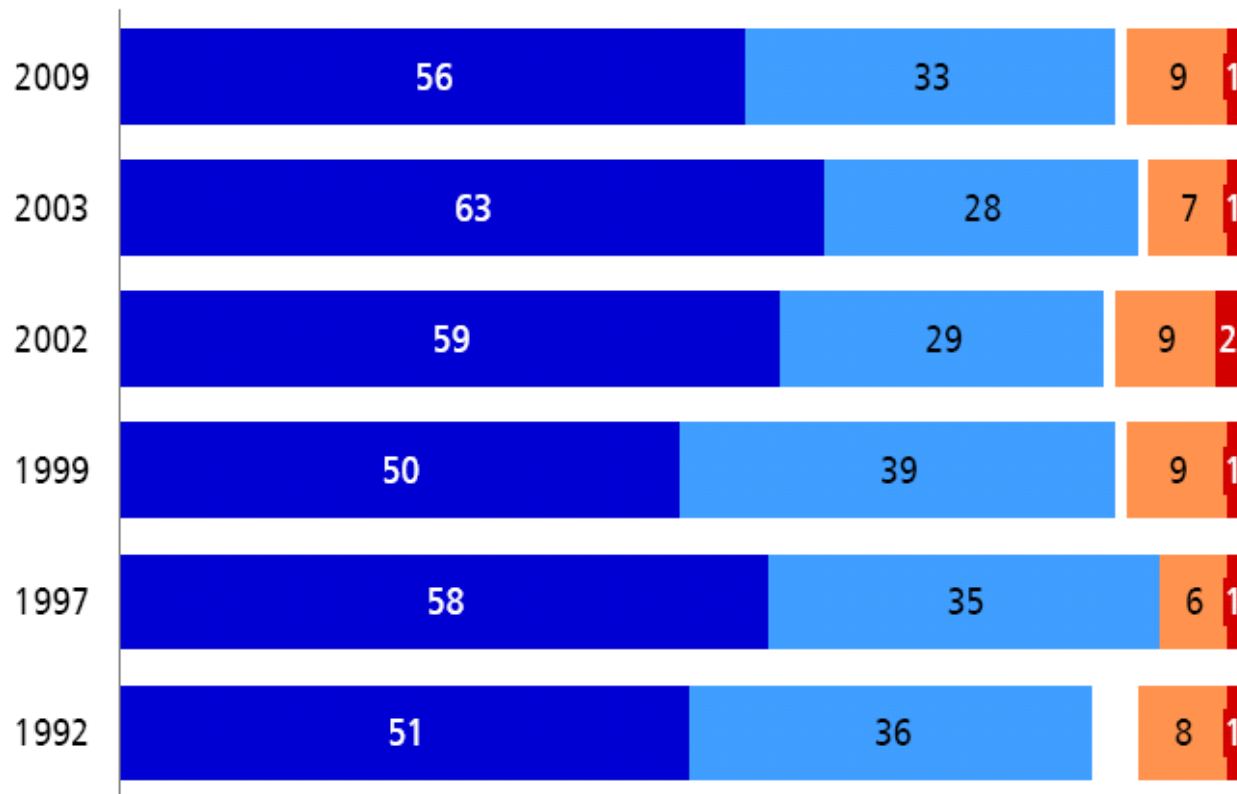
2007-2009



Concerns driven by health, children, generation, recreation, national pride, quality of life...NOT REALLY TRADE-OFFS.

# Health & children endure as core drivers of environmental concern

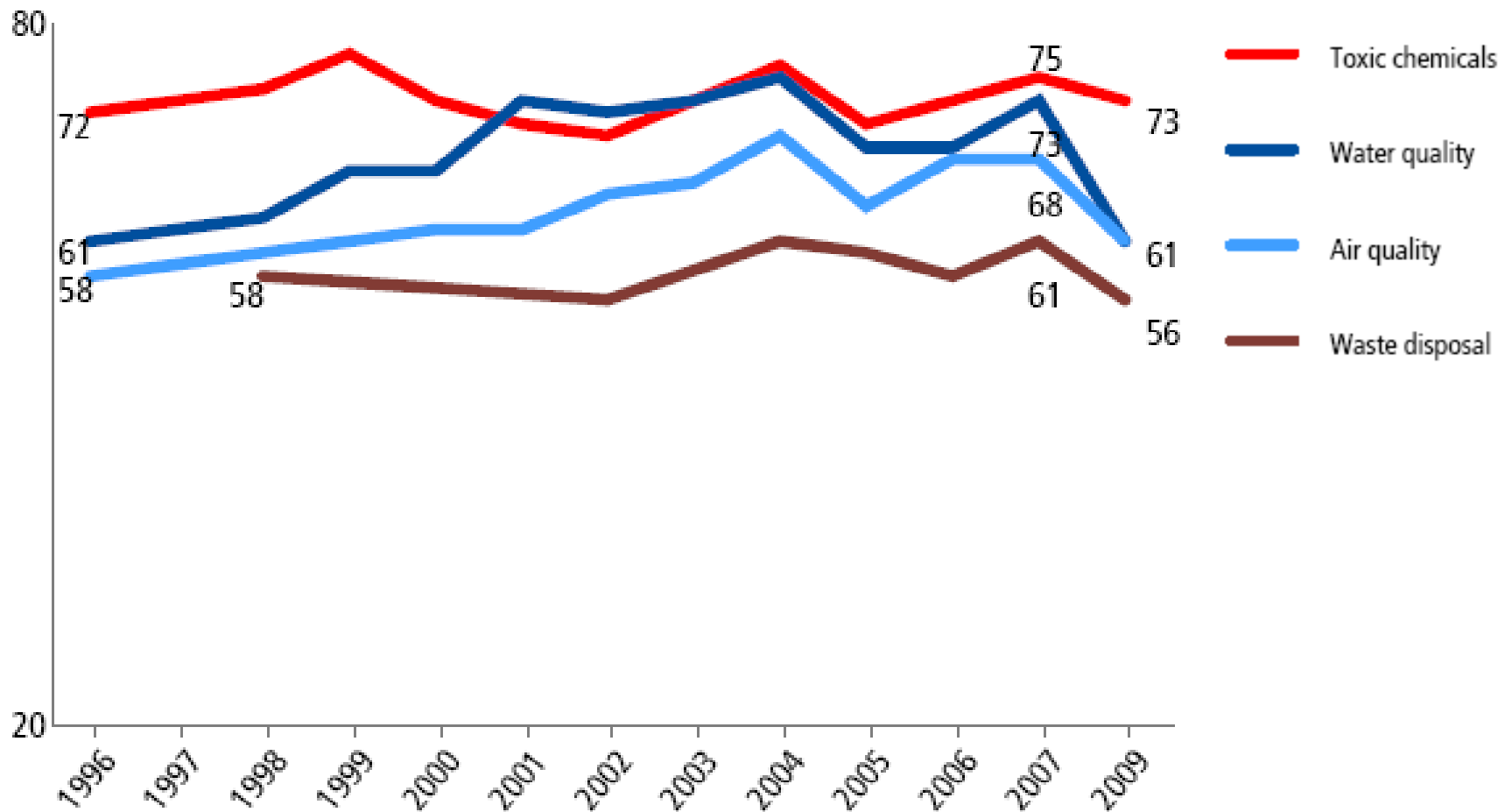
Will Environmental Problems Affect Health of Our Children & Grandchildren?  
1992 - 2009



**A Great Deal**      **Not Very Much**  
**A Fair Amount**      **Not at All**

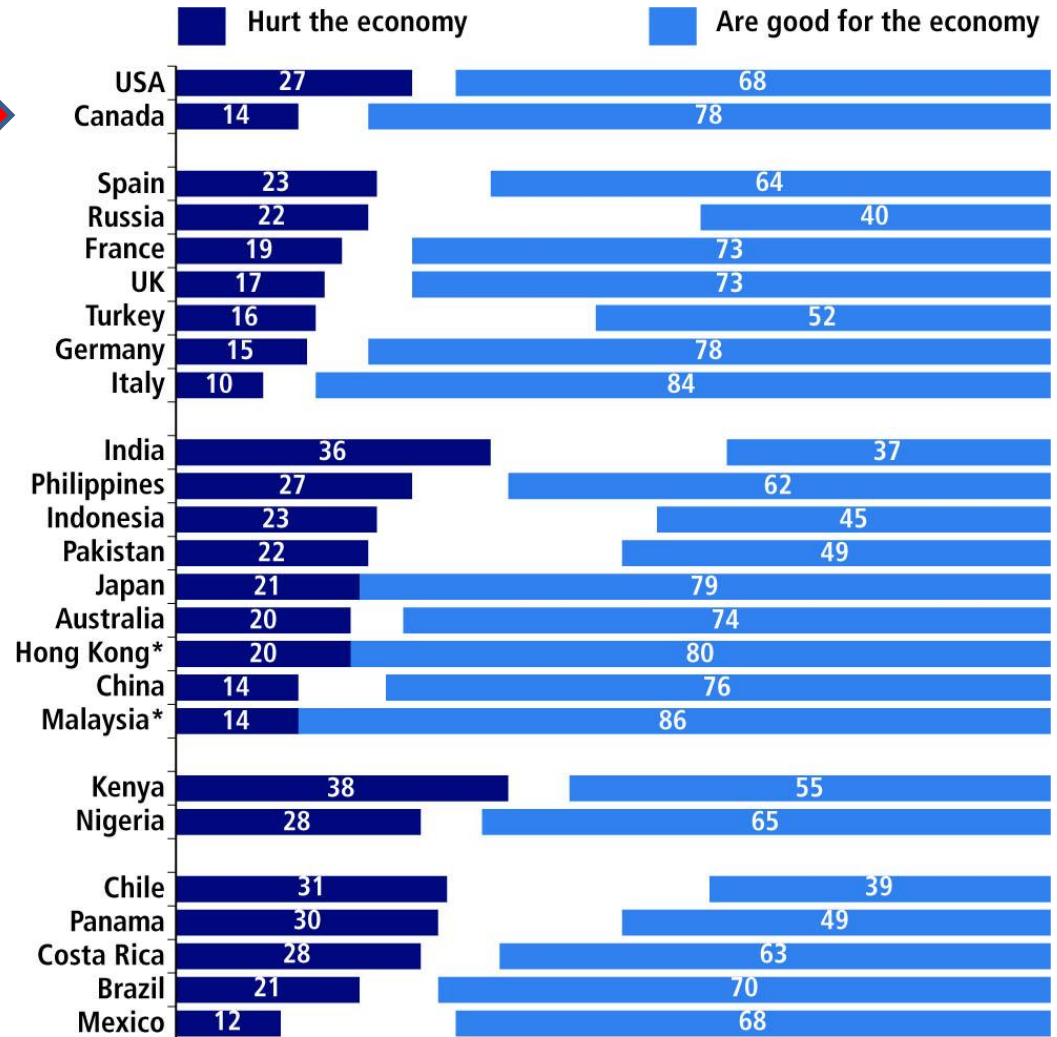
# Concern about pollution remains high

Environmental Issues, Pollution  
"Very Concerned" 1996 - 2009



# Eight in ten Canadians say that government “investments” to address climate change are good for the economy

## Economic Impact of Government Investments to Address Climate Change, by Country

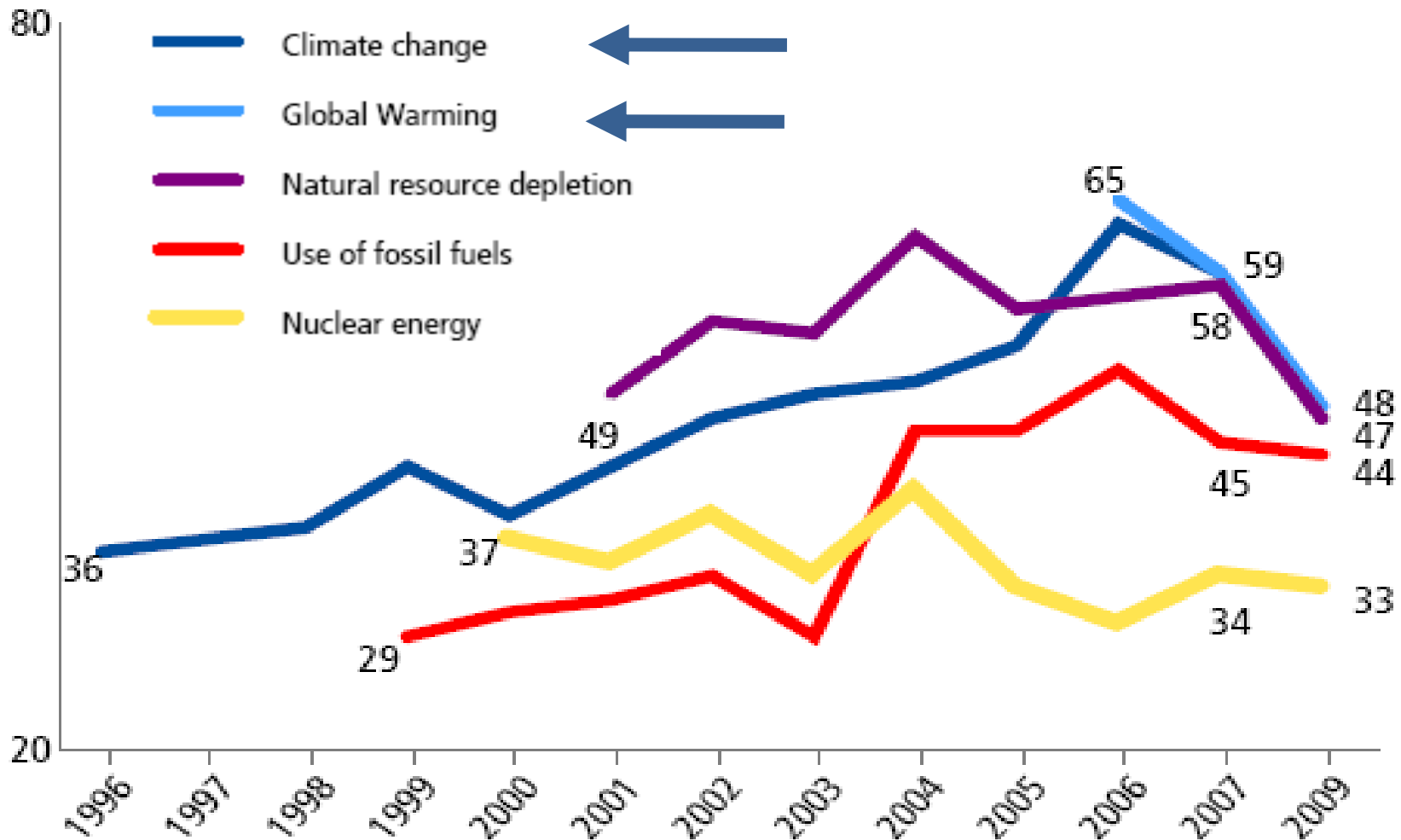


CCM09\_5\_etry

CC5. Currently there is a debate about the economic impact of possible government actions to address climate change, including investing in renewable energy, energy efficiency, and public transportation. Do you think these types of government investments in addressing climate change hurt the economy, or are they good for the economy?

# Yet since 2006, climate concern is down 20 points

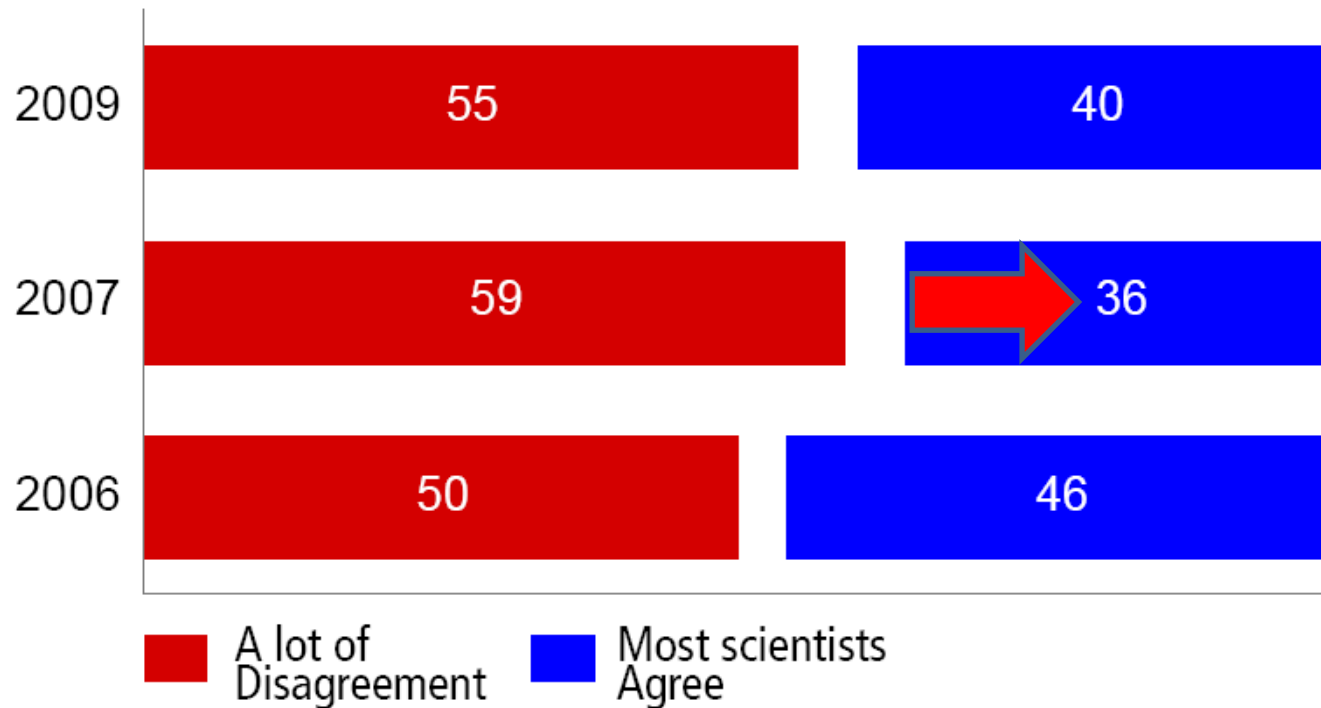
## Environmental Issues, Climate & Energy "Very Concerned" 1996 - 2009



# Public belief in scientific consensus dropped 10 points AFTER the main IPCC Report was released in 2007

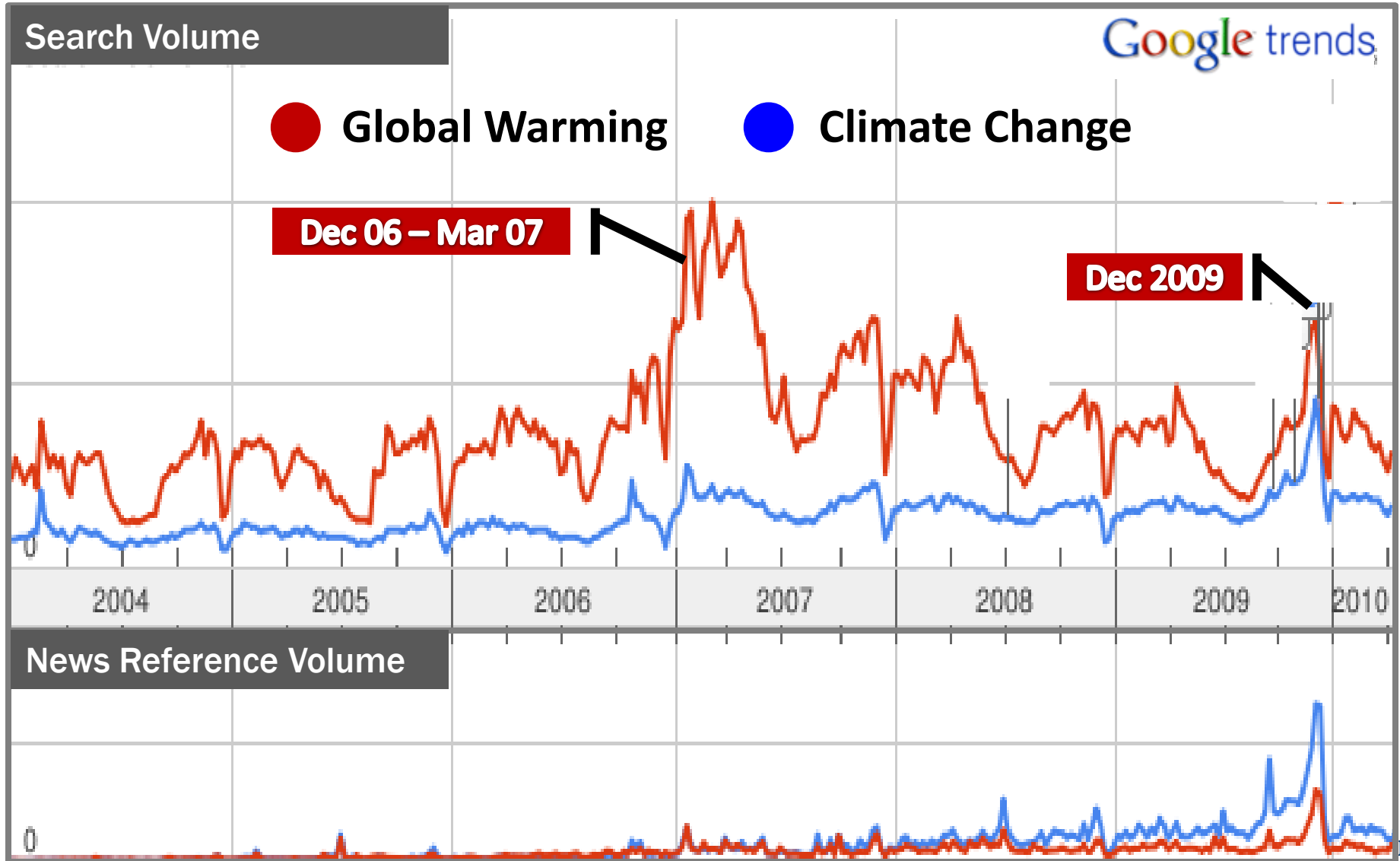
## Perceived Scientific Consensus on Global Warming

Canadian Public 2006 - 2009



Q5t. Do you think MOST scientists AGREE with one another about whether global warming is happening as a result of human activity OR do you think there is a lot of DISAGREEMENT among scientists on this issue?

# Google Trends 2003-2010



# Where are Canadians?

1. Despite economic turmoil, environmental concerns are still strong core value
2. Canadians confused, hunkering down, little activism
  - Focusing on home, stability, security > food, energy, water > not willing to be “chumps”.
3. Climate concerns appear to weaken in the face of “debate over the science”.
4. Young adults moving into political marketplace & viewing global warming as part of Boomer legacy

# 5,000 Policy Wonks Can't Be Wrong



10 minutes

# 2010 Global Thought Leader Survey

Sample Size = 5,000+

January-February 2010

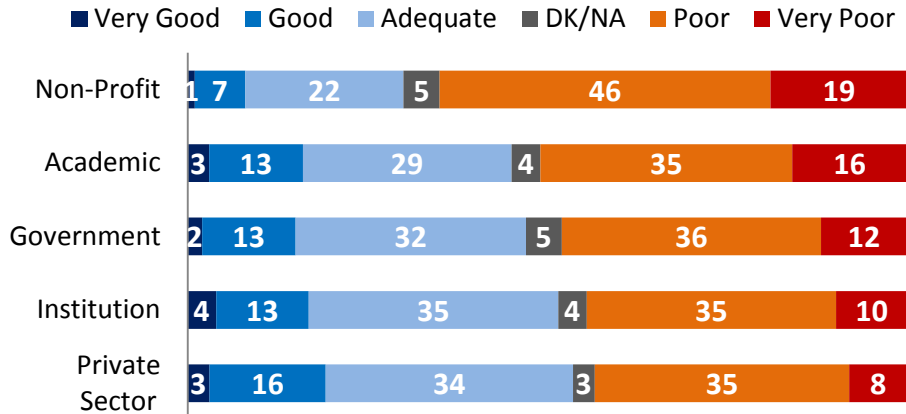
(Pembina/McAllister)

<b>SECTOR</b>	<b>%</b>
Government	68
Academic	20
Private Sector	7
Non-Profit	3
Institution	2

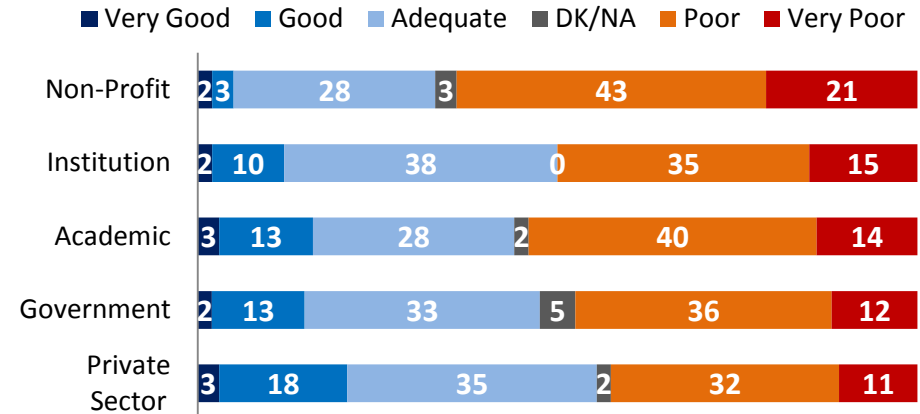
<b>POSITION</b>	<b>%</b>
Heads of Organization (e.g., CEO, DM, ED)	4
Executives (e.g., SVP, VP, ADM, Director, Manager)	21
Experts (e.g., Professor, Scientist, Researcher)	42
Professionals (e.g., Policy Analyst, Lawyer)	26
Operations (e.g., Engineer, Technical Lead)	7

# Rating Canada's Performance – Thought Leaders

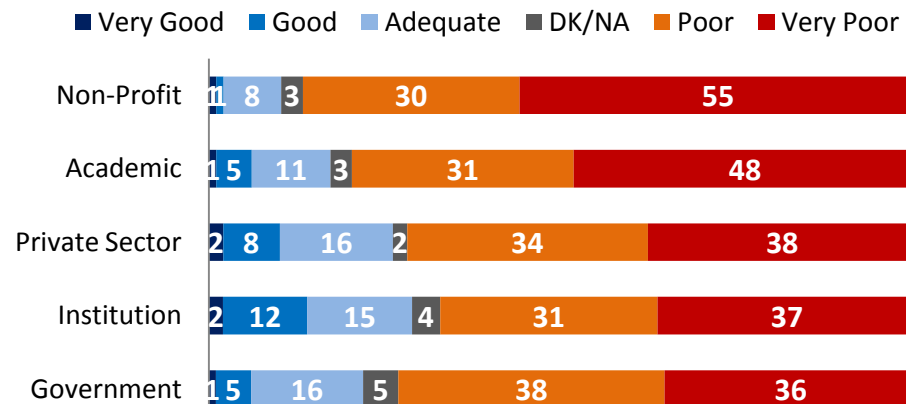
## Protecting fresh water



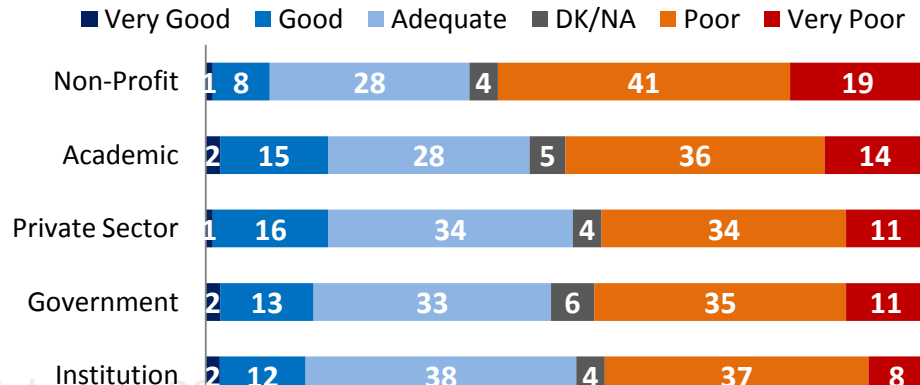
## Protecting natural ecosystems



## Addressing climate change



## Health impacts of pollution



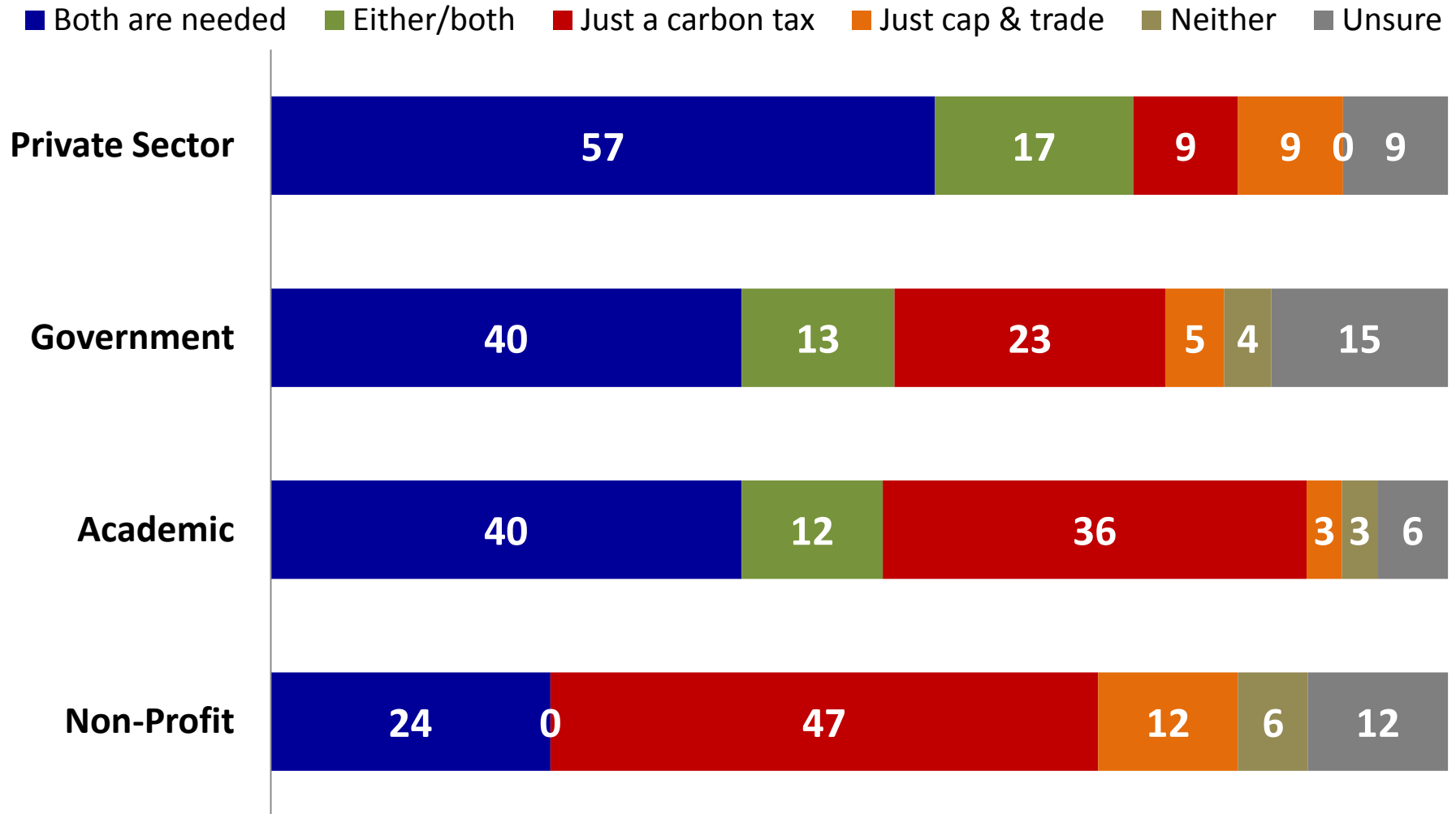
# Assessment of 2009 Copenhagen Climate Summit



# Most Important Factors in Climate Change Progress



# Best Economic Approach to Reducing GHGs







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