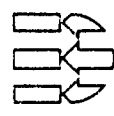


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REPORT TO ENVIRONMENT CANADA ON NATION-WIDE SURVEY
ON ATTITUDES TOWARD ENVIRONMENTAL
ISSUES AND PRIORITIES
September 1987

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I. INTRODUCTION

Decima Research is pleased to present this report to Environment Canada on the results of a nation-wide survey of 1000 adult Canadians dealing with environmental issues and concerns. The survey was conducted between August 29 and September 2, 1987. Aggregate results for a sample of this size are accurate to within $\pm 3.1\%$, 95 times out of 100.

The report is structured as follows. It begins with a discussion in Section II of overall perspectives on environmental issues, including identification of the most salient environmental concerns and the degree of attentiveness to environmental issues. This is followed in Section III by a review of overall assessments of the performance of government, business and "people in general" on environmental matters and of the public's knowledge and perceptions of Environment Canada. Section IV compares respondents' own personal environmental issue priorities with their perceptions of the priority accorded these issues by the federal government. Views are also explored concerning which level of government is seen to have primary responsibility for several of these issues, as are the perspectives of the public on several trade-offs inherent in environmental protection policy.

Section V and Section VI examine views on two specific issues. Canadians' attitudes toward the federal government's role regarding national parks in Canada in general are discussed in Section V along with their extent of awareness of and reactions to the decision to turn South Moresby Island into a national park. Attitudes toward several water policy and supply management and pricing issues are examined in Section VI, with a final Conclusions segment summarizing the major research findings.



II. OVERALL PERSPECTIVES ON ENVIRONMENTAL ISSUES

A. Most Salient Environmental Concerns

1. Top concerns

The data reveal widespread overall concern among Canadians with the environment in general. A total of seven-in-ten express agreement with the statement: "These days, I find myself more worried about the environment that I've ever been," with Albertans being less concerned (55%) than are Canadians overall. There also is recognition of the international causes of pollution, as 78% agree with the statement: "Even if we did everything possible to stop Canadian pollution, Canada would still be threatened by pollution from other countries."

At the outset of the survey, respondents were asked for their top of mind perceptions on the environment: "What is the first thought which comes into your mind?" Table 1 shows that the most salient among these "top of mind" environmental issue concerns are air and water pollution, pollution in general and acid rain. Other issues mentioned pertain to wilderness/resources, clean up/preserve the environment, and ecological threat.

Table 1

FIRST THOUGHT ABOUT THE ENVIRONMENT

	<u>Percentage</u>
Air and water pollution	30
Water pollution	(13%)
Air pollution	(11%)
Air and water pollution	(6%)
Pollution -- general	13
Acid rain	12
Need to clean up/preserve the environment	10
Wilderness/resources	10
Ecological threat	9
Other	7
Don't know/no response	9

Problems are much more frequently mentioned by respondents as their "first thought about the environment," than are more positive observations or perspectives about the environment. As reflected elsewhere in the data as well, issues which are more national in scope receive considerable emphasis.

2. Verbatim responses

A sense of the "flavour" or sentiment among respondents underlying the aggregate results reported above can be derived from a perusal of the "verbatim responses." The following are selections from among the verbatim comments relating to the top issue areas indicated in Table 1. A more comprehensive sampling of verbatim responses appears in the Appendixes to this report.

Some responses regarding **Air Pollution** are as follows:

- o Getting polluted, too many chemicals in the air;
- o The air -- I'm concerned about having clean air to breath and the pollution in the air being kept under control;
- o Pollution. What we do to the air we breathe worries me; and
- o Clean air -- there needs to be more clean air and less air pollution.

Some responses regarding **Water Pollution** are as follows:

- o Pollution -- in our lakes and rivers. It makes life so terribly scary;
- o Pollution of lakes, water, beaches, etc.;
- o Water pollution -- too much pollution affecting our fish and plant life;
- o Water -- the cleanliness of the water is poor;
- o Nature. Pollution such as water pollution is destroying our nature and ruining it for everyone; and
- o Clean water. We should keep our lakes and rivers clean.

Some responses regarding **Acid Rain** are as follows:

- o Acid rain -- it will destroy most of the living things: people, animals, trees and the water;
- o Acid rain -- I don't know what they can do about it, but they should try to stop it;
- o Acid rain -- it destroys everything, such a big problem; and
- o Acid rain, it's something that is destroying our environment.

B. Geographical Focus of Environmental Concerns

Evidence of the recognition and focus upon the international, as well as national aspect of environmental issues, exists in responses to a question probing views as to the geographical focus of Canadians' concern about the environment. Canadians were asked, "When you think about environmental issues, do you tend to be thinking more about things which affect...?" they responded as follows:

Canada as a whole	31%
Different parts of the world	26%
Community or local area	23%
Province or region	18%

There appears to be greater public top of mind focus on environmental issues from an international and national perspective, as opposed to more local or provincial concerns. In positioning terms, these data suggest a need for federal government communications to stress the need for understanding environmental issues and challenges in a national and international context and the constraints and imperatives which this entails. Further indication of the public's recognition of the international context exists in the 78% agreement noted above with the statement, "Even if we did everything possible, Canada would still be threatened by pollution from other countries."

C. Relative Attentiveness to Environmental Issues

Several questions were posed to respondents probing the relative degree of attention paid to environmental news items currently, both compared to other issues and to the amount of attention paid previously to such issues. The results reveal that attentiveness to environmental issues among most Canadians is on the increase.

Table 2

ATTENTIVENESS TO ENVIRONMENTAL ISSUES

	<u>MORE ATTENTION</u> %	<u>SAME AMOUNT</u> %	<u>LESS ATTENTION</u> %
<u>AMOUNT OF ATTENTION</u>			
To environmental news items versus other items	27	63	10
To environmental news items currently as compared to previously	56	40	3

While most people pay about the same amount of attention to environmental news items as other items, a majority (56%) indicate they currently pay more attention to environmental news items than they did in the past.

D. Regional and Demographic Differences

The only regional difference in terms of "attentiveness" pertains to residents of Alberta who are more likely to pay either less or the same amount of attention to environmental issues than previously.

Residents of the Prairies are even more likely (35%) than average to say that the first thought which comes to their mind when thinking about the environment is air or water pollution. They are also more likely (42%), as are Ontario residents (36%), to think about issues which affect "Canada as a whole" when they think about environmental issues.

Quebec and British Columbia residents disproportionately think about "things which affect their province or region," with Quebec residents also more likely to think of things which affect people in different parts of the world (31%). Within Quebec, Montreal residents are less likely (22%) to mention this issue and more likely to say clean up or preserve the environment (16%).

Differences in opinion based on demographic characteristics relating to respondents' top environmental issue concerns are minimal.

III. ASSESSMENTS OF PERFORMANCE ON ENVIRONMENTAL MATTERS

A. Relative Overall Assessments

1. Aggregate results

Overall levels of satisfaction with the performance of the federal and other levels of government on matters relating to the environment were assessed. As revealed in the chart below, the relative assessment offered of the performance of the federal government, along with that of business, is lower than that provided for other levels of government and "people in general."

Table 3

ASSESSMENTS OF PERFORMANCE ON MATTERS RELATING TO THE ENVIRONMENT

	<u>SATISFIED</u> %
<u>STAKEHOLDER/LEVEL OF GOVERNMENT</u>	
Your local government	61
People in general	57
The provincial government	53
Business	42
The federal government	40

Relative to other performance assessments, these satisfaction levels are in each instance slightly worse than average. Feelings are particularly intense regarding business and the federal government. A total of 25% and 22% respectively indicate they are "not satisfied at all" with their performance. The data also show that the more "local" the level of government from the perspective of the individual respondent, the higher the overall performance assessment. In regard to the federal government specifically, among those satisfied with the government's performance, "acid rain" is more often mentioned (17%) than by Canadians on average (12%) as their "first thought about the environment." They are also more likely (35%) than average (27%) to pay more attention to environmental news items than to other items.

2. Regional, community size and demographic differences

Region and Community size differences -- There are several notable differences in perspective among respondents on the basis of region or community of residence. People living in large urban centres, with populations of one million or more, are less satisfied than Canadians overall with the performance of each level of government and of people in general. Of significance for the federal government is the fact that residents of towns with populations under 10,000 are more satisfied (47%) than average with the performance of the federal government on matters relating to the environment.

The main regional differences involve residents of Quebec and British Columbia. Quebec residents overall (49%) and Montreal residents (44%) are less satisfied with the performance of "people in general" than are most Canadians on average. An area of relative strength for the federal government is among Quebec residents who live outside of Montreal, among whom 47% are satisfied with the government's performance as compared to 40% nation-wide.

British Columbians are distinguished in being less satisfied (44%) with their provincial government's performance on environmental matters than are most Canadians. Feelings are somewhat intense as well, as one-quarter of British Columbia respondents say they are "not satisfied at all."

Demographics -- The main differences in assessments of performance on environmental matters relate to gender and education. A somewhat unique finding is that men are less satisfied (37%) than women (43%) in assessments of federal government performance on environmental matters. University educated respondents provide lower assessments of the federal government's performance in this area (28%) than do individuals with lower education levels (public/some high school), who are more satisfied (46%) than average. The university educated also are more critical (43% satisfied versus average of 57%) of the performance of "people in general" on matters pertaining to the environment. These education-based demographic differences in perspective are not unique, but they are potentially hazardous given that highly educated Canadians are disproportionately represented among the high level social activist and opinion leader population in Canada.

For the federal government, these data underscore the need to focus communications on raising public awareness and understanding of its priority environmental policy initiatives and objectives. Target "audiences" for attention and emphasis in communications would appear to be the university educated and residents of large urban centres with populations exceeding one million people on one hand along with Quebec residents on the other. While the aim among the former is to turn perceptions around, among Quebec residents, the objective is more one of consolidating strength and broadening and solidifying the relatively more positive assessments of the federal government's performance on environmental issues which prevail here.

B. Knowledge and Perceptions of Environment Canada

1. Aggregate results

The survey assessed levels of familiarity and knowledge regarding Environment Canada and the Canadian Environmental Protection Act, with the results revealing relatively low levels of each.

Table 4

KNOWLEDGE AND PERCEPTIONS OF ENVIRONMENT CANADA

	<u>FAMILIAR/ KNOWLEDGEABLE</u> %	<u>NOT FAMILIAR/ NOT KNOWLEDGEABLE</u> %
With the activities undertaken by Environment Canada	46	54
About the Canadian Environmental Protection Act	21	79

A slight majority of Canadians say they are not familiar with the activities of Environment Canada. Almost eight-in-ten Canadians indicate they are not knowledgeable about the Canadian Environmental Protection Act, including 28% who

are "not knowledgeable at all." Among those who claim to be knowledgeable about the Act, 81% are of the impression that it will be effective in improving environmental protection.

These data regarding familiarity and knowledge about Environment Canada and the Canadian Environmental Protection Act imply that part of the explanation for the 59% who are not satisfied with the performance of the federal government may be that people are just not aware or familiar with current government policies, priorities and initiatives. On the contrary, just the opposite is the case. Those respondents who claim to be familiar with the activities undertaken by Environment Canada are more likely (64%) than average (59%) to indicate they are not satisfied with the performance of the federal government on environmental matters. Moreover, these respondents are also more likely to be more intensely dissatisfied as 29% of those familiar with Environment Canada (versus 22% on average) say they are "not satisfied at all."

These results may indicate that those Canadians claiming familiarity with the activities of Environment Canada perhaps feel that what they are hearing or are familiar with regarding Environment Canada, is not consistent with what they personally feel should be the top environmental issue priorities. Clear evidence that such may be the case emerges in the data discussed below which reveal a sizeable gap between personal priorities and the perceived priorities of the federal government.

C. Regional and Demographic Differences in Knowledge and Perceptions of Environment Canada

1. Region

Variations from the national average in levels of familiarity and knowledge about Environment Canada and the new legislation exist among residents of Quebec and Manitoba. Not only are Quebec residents more favourable overall in their assessments of the federal government's performance, they are also more familiar

with the activities of the Department (50%). Manitoba emerges as a potential target for intensified departmental communications and information dissemination, as 76% of Manitobans say they are not familiar with the activities undertaken by Environment Canada.

In regard to the Canadian Environmental Protection Act, while in the other regions about one-third say they are "not knowledgeable about the Act, only 17% of Quebec respondents are "not knowledgeable." Quebecers do not differ from Canadians on average in terms of the proportion of respondents who are knowledgeable about the Act. Rather, the difference lies in the degree of ignorance or knowledge about it. In this context, the data show a much greater proportion of Quebecers (63%) than Canadians on average (51%) have some minimum level of knowledge about the Act. In fact, less than half the population in each other region claim even this level of knowledge about the legislation. In summary, levels of knowledge of the legislation are low across the country, but there are signs of at least a minimum level of knowledge in Quebec relative to other regions.

These results highlight for the federal government the difficulties associated with getting its intended messages across to Canadians regarding its approach to environmental protection and its current initiatives in the area. The data suggest that efforts should be made to increase Canadians' basic levels of knowledge and comprehension of the government's environmental protection policies and departmental delivery and administration mechanisms. They also indicate that this is not a sufficient condition for more favourable federal government performance assessments on environmental matters. A more targeted message would appear to be required and there are strong indications of the areas to be highlighted in the data on Canadians' environmental issue priorities. In geographical terms, the province of Manitoba emerges as requiring particular attention.

2. Demographics

Another factor likely underlying the linkage between familiarity with Environment Canada and satisfaction with the government's performance pertains to the socio-economic status (SES) of those respondents who are more familiar with Environment Canada. Crosstabular analysis reveals that higher SES respondents (high annual household income, university educated) are more familiar than average with the department's activities. While high SES individuals are more attentive, they are also typically more critical on such questions as well. This factor may account in part for the less favourable assessments of those who are more familiar with Environment Canada. In terms of age, younger Canadians (aged 18-24 years) are less familiar (37%) than average with activities undertaken by Environment Canada.

IV. ENVIRONMENTAL ISSUES, PRIORITIES AND RESPONSIBILITIES

A. Comparison of Priorities

The results discussed above reveal Canadians' assessments of the performance of the federal government on matters pertaining to the environment and of their degree of familiarity with Environment Canada. What they do not reveal is what particular environmental issues are of most concern to Canadians and how they feel about the degree of emphasis placed on these issues by the government. Such information is an essential prerequisite for developing public communications strategies in terms of isolating the "hot buttons" in public opinion with respect to the environment.

To this end, the survey presented Canadians with a range of environmental issues and asked respondents to indicate for each issue how much of a priority they personally place on the issue, as well as their perceptions of the degree of priority placed on the issue by the federal government. Results summarized in the table below provide further indication of the priority of air and water pollution issues for Canadians and of the importance of the perceived federal government priority accorded to each specific issue in terms of respondents' overall assessments of federal government performance on environmental matters (See Correlation Gamma).

In order to determine the interrelationships among these issue statements and, hence, the predominant combinations of opinion which comprise overall attitudes on the environment, factor analysis was conducted on the series of issues arrayed in Table 5 (see Appendix D). Factor analysis provides manageable information for understanding Canadians' attitudes in terms of environmental issues, priorities and responsibilities, by sorting a series of issue orientations into correlated groups or clusters. These "factors" typically describe an underlying cluster of viewpoints and help to explain how overall opinion about the issue is structured. The grouping of these issues in Table 5 is based on this factor analysis, with a clear segmentation evident between "health" issues and "environmental" issues more broadly defined.

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Gamma measures reported in Table 5 describe the relationship between: A people's perceptions of the amount of priority the federal government places on the issue, and B their overall assessment of the federal government's performance on environmental matters.

Table 5

ENVIRONMENTAL ISSUE PRIORITIES

	<u>PERSONAL PRIORITIES</u>		<u>GOVERNMENT PRIORITIES</u>		
	<u>High Priority %</u>	<u>Mean (\bar{X})</u>	<u>High Priority %</u>	<u>Mean (\bar{X})</u>	<u>Correlation Gamma*</u>
<u>HEALTH ISSUES</u>					
Controlling toxic chemicals which pollute the water	84	(8.79)	16	(5.02)	-.347
Taking steps to protect our water supply for the future	83	(8.76)	17	(5.12)	-.347
Controlling toxic chemicals which pollute the air	82	(8.63)	15	(5.08)	-.377
Reducing the amount of acid rain	75	(8.38)	19	(5.16)	-.353
Taking steps to protect the earth's ozone layer	70	(8.24)	11	(4.30)	-.286
Controlling toxic chemicals used in agriculture	67	(7.90)	16	(5.02)	-.334
Working to ensure more clean and healthy workplace environments	64	(7.80)	16	(5.35)	-.312

Table 5 -- Continued

	<u>PERSONAL PRIORITIES</u>		<u>GOVERNMENT PRIORITIES</u>		
	<u>High Priority %</u>	<u>Mean (X̄)</u>	<u>High Priority %</u>	<u>Mean (X̄)</u>	<u>Correlation Gamma*</u>
<u>"ENVIRONMENTAL ISSUES"</u>					
Protecting wildlife	67	(7.98)	22	(5.69)	-.241
Preserving wilderness areas	62	(7.73)	19	(5.56)	-.234
Providing warnings of severe weather	60	(7.63)	24	(5.62)	-.011
Preserving sites and buildings	43	(6.84)	22	(5.79)	.019
Creating more national parks	38	(6.54)	17	(5.47)	-.225

* Gamma is a measure of the strength and direction of the relationship between each of these variables and assessments of the performance of the federal government on matters pertaining to the environment. The closer gamma is to ± 1.0 , the stronger the relationship, and the + or - sign indicates the direction of the relationship.

These data clearly show that issues affecting human health in particular those relating to air and water, are attached highest personal priority by Canadians. Of particular concern are:

- o Controlling toxic chemical pollution of the air and water; and
- o Taking steps to protect our water supply.

Together with acid rain, these issues are priority personal concerns. In addition, people's perceptions of the priority the federal government places on these issues are also most closely related to respondents' overall assessments of federal government performance. Levels of concern with air and atmospheric pollution are further underscored by the fact that 83% of Canadians agree with the statement, "The long-term changes occurring in the atmospheric environment will affect the way of life of all Canadians 10 years from now."

Relatively lower highest-priority concerns relate to "environmental" issues, such as, different aspects of environmental safety, followed by wildlife and heritage issues. Striking among the results portrayed in the above table is the large gap between personal environmental issue priorities and perceived government priorities. The gaps are apparent for all issues, but especially so for controlling toxic chemical pollution of the air and water.

Despite these gaps, Canadians appear to retain a strong sense of efficacy regarding the role which they personally can play in contributing to solving environmental problems. Close to three-quarters (74%) of Canadians agree with the statement, "If people like me got together to try to improve the environment, we could." Quebec residents are even more of this view (83%), while Ontarians appear less efficacious as 66% express agreement with the statement.

These data suggest consideration of alternative approaches to imploring Canadians to become involved in solving major environmental problems, as well as providing indications of ways in which they can engage in such activity. They also suggest an emphasis on toxic pollution issues and water supply management, even at the expense of placing priority on preserving heritage sites and buildings and providing warnings of severe weather. Looking specifically at the issues grouped in Table 5 under the heading "environmental," it would appear that the public views preserving wilderness areas and wildlife as ends in themselves, with the creation of more national parks as a means to these ends.

B. Perceived Primary Government Responsibility for Environmental Issues

Results show Canadians feel that the federal government is the level of government with primary responsibility for those environmental issues which are of top concern to them. The only exception to this is the issue of "protecting wildlife and wilderness areas," for

which views are split as to whether the federal or provincial level of government has primary responsibility. The data also suggest that wildlife/wilderness responsibility is not seen by the public as a highly pressing federal responsibility. The Table 6 below summarizes these findings:

Table 6

GOVERNMENT RESPONSIBILITY FOR ENVIRONMENTAL ISSUES

<u>ISSUE</u>	<u>LEVEL OF GOVERNMENT</u>		
	<u>Federal</u> %	<u>Provincial</u> %	<u>Local</u> %
Reducing the amount of acid rain	83	14	3
Controlling toxic chemicals which pollute the environment	60	29	10
Taking steps to conserve our water supply for the future	55	34	10
Protecting wildlife and wilderness areas	45	47	7

The vast majority of Canadians see the federal government as having primary responsibility for "reducing the amount of acid rain." While recognizing the international as well as domestic contributions to the acid rain problem, a slight majority fall on the side of favouring the federal government adopting a "target U.S." approach to the problem. Presented with two alternative government approaches, Canadians responded as follows:

- o Increase efforts to convince the Americans to stop pollution (55%); and
- o Increase efforts to convince Canadians to stop pollution (42%).

C. Constraints

Perspectives of the public on several trade-offs inherent in environmental protection policy were probed in the survey. Previous opinion research conducted for the Decima Quarterly Report shows that Canadians recognize many of the trade-offs associated with environmental protection, but are not prepared to trade off environmental protection in favour of economic development. Results from the August nation-wide survey conducted for Environment Canada indicate that Canadians continue to hold such views.

Respondents were presented with several statements postulating views regarding several environmental issue trade-offs and asked to indicate their extent of agreement or disagreement with each, with the results as follows.

Table 7

COSTS ASSOCIATED WITH A CLEAN ENVIRONMENT

<u>STATEMENT</u>	<u>AGREE</u>	<u>DEPENDS</u>	<u>DISAGREE</u>
	%	%	%
It's impossible to have a clean environment and a high rate of economic growth at the same time	30	19	50
I want a clean environment like everyone else, but the cost is high. Economic growth, job creation and standard of living are more important to me	27	17	55
There isn't enough money available anywhere to totally clean up and protect the environment	40	10	49

These data show that Canadians recognize the trade-offs involved in environmental protection but are not prepared to trade off the environment for jobs and economic growth. In fact, half the population believe that it is possible to have both a clean environment and a high rate of economic growth at the same time. People believe that environmental improvement is realistic, if costly and difficult. They show strong resolve to bear both the cost and the difficulty.

Views are somewhat split as to whether there is sufficient money available to "totally clean up and protect the environment." With half of the population thinking that there may be sufficient money available, the message for the federal government would appear to be fairly clear. That is, devote efforts to find and commit the money necessary to protect and clean up the environment. The data confirm that environmental protection is a basic public value which Canadians feel must be maintained and protected, regardless of the fiscal constraints which may exist.

D. Regional and Demographic Differences

I. Region

Differences in perspective in terms of personal environmental issue priorities involve Ontario and Quebec. Residents of Ontario are more likely to attach a high priority (88%) to "taking steps to protect our water supply for the future," whereas Quebecers are slightly less likely (80%) to place high priority on "controlling toxic chemicals which pollute the water." Within Ontario, metro Toronto residents attach higher personal priority than average to each of the following issues -- toxic chemicals in the air (91%), toxic chemicals in the water (91%), protecting our water supply for the future (92%), ensuring more clean and healthy workplace environments (69%) and preserving sites and buildings (47%). Ontario residents generally, but particularly those in metro Toronto (67% versus national average of 54%), are more likely to believe that "taking steps to preserve our water supply for the future" is the responsibility of the federal government.

As for perceived federal government priorities, a higher than average number of Atlantic Canadians consistently indicate they perceive the federal government as attaching a high priority to the various environmental issues of concern. Manitoba again emerges as a potential problem area, as residents of this province are much more likely (43%) than average (24%) to believe that the federal government places a low priority on "controlling toxic chemicals which pollute the air."

On the issue of which level of government has primary responsibility for various issues, there are three distinct regional opinion groupings.

1. **Ontario** -- Residents of Ontario are more likely than average to recognize a role for the provinces in regard to controlling toxic chemicals which pollute the environment and reducing the amount of acid rain. While majorities in each case (56% and 75% respectively) see the federal government as having primary responsibility, 35% and 22% say the provincial government has primary responsibility for these two issues respectively.
2. **British Columbia and Prairies** -- People within these regions are more likely to identify the federal government as having primary responsibility for reducing acid rain and for controlling toxic chemicals which pollute the environment.
3. **Quebec** -- Quebecers are less likely (54%) to cite the federal government as primarily responsible for controlling toxic chemical pollution.

In terms of environmental issue trade-offs, Ontarians are even more strongly in agreement (60%) that "it's possible to have a clean environment and a high rate of economic growth at the same time." This is especially true of people living outside the metropolitan Toronto region (64%). Quebec residents (Balance Quebec -- 37%, Montreal -- 32%) and Atlantic Canadians (36%) are more "cost conscious," with higher than average (28%). Percentages of respondents expressing agreement with the statement, "I want a clean environment like everyone else, but the cost is high. Economic growth, job creation and standard of living are more important to me".

2. Demographics

Personal Issue Priorities: The major demographic differences in perspective regarding environmental issue priorities relate to education primarily, but also gender.

Education - Differences in priorities are evident on the basis of respondents' level of education. Individuals with some university education or who have graduated from university attach higher priority than average to both "controlling toxic chemicals which pollute the air" (89% versus 82%) and to "reducing the amount of acid rain"

(83% versus 75%). They are also more likely (47%) than average (39%) to say that the federal government attaches a low priority to "taking steps to protect the earth's ozone layer." In contrast to the perspective of highly educated Canadians, respondents with a public school or some high school education place a lower than average priority on both "controlling toxic chemicals which pollute the air" (75% versus 82%) and "reducing the amount of acid rain" (67% versus 75%).

Gender - Women are more concerned than men with controlling toxic chemicals used in agriculture, with 73% of women identifying this as a high personal priority as compared to 61% of men who view it as a high priority.

Government Responsibility for Environmental Issues: Higher income Canadians are more likely to see the federal government as having primary responsibility for "reducing the amount of acid rain" (90% versus 83%) and "taking steps to conserve our water supply for the future" (67% versus 55%).

Environmental Issue Trade-Offs/Constraints: The major demographically based differences in perceptions in this area again are related to education. A general pattern is evident in the data of respondents with lower levels of education to have a more pragmatic orientation regarding the trade-off issues than do those with higher levels of education.

Table 8

DEMOGRAPHIC DIFFERENCES IN PERSPECTIVE
ON ENVIRONMENTAL ISSUE TRADE-OFFS

<u>STATEMENT</u>	<u>DISAGREE</u> %
"It's impossible to have a clean environment and a high rate of economic growth at the same time"	
Graduated high school	41
Some/graduated university	60
Average	50
"I want a clean environment like everyone else, but the cost is high. Economic growth, job creation and standard of living are more important to me"	
Public school/some high school	41
Some/graduated university	65
Average	55

The data in Table 8 indicate that individuals with public school or high school education appear to be more worried about the potential economic "costs" associated with a clean environment. Specifically, they are more prepared to agree with the proposition that the cost of a clean environment in terms of economic growth and job creation is too high. Unlike their more highly educated counterparts, high school educated respondents appear more prepared to believe that a clean environment and a high rate of economic growth are incompatible objectives.

V. NATIONAL PARKS AND SOUTH MORESBY ISLAND

A. Overview

Another area explored in the survey is Canadians' attitudes toward the federal government's role regarding national parks across Canada in general, and their awareness of and reactions to the decision to turn South Moresby Island into a national park. On the first question, almost two-thirds (63%) of Canadians are of the impression that the federal government is doing either a "good" or "excellent" job in exercising its responsibilities for national parks across Canada. A total of 32% rate the government's performance of this role as "only fair" (32%) or "poor" (3%). As noted above, however, "creating more national parks" is the environmental issue which was identified by the lowest number of Canadians (38%) as being a high personal priority for them.

B. South Moresby Island Decision

Respondents were initially asked, to the best of their knowledge, how the South Moresby Island issue was resolved. The results reveal that a majority of Canadians (55%) did not hear anything about it. A further one-third (34%) correctly indicate that the island will become a national park and 9% say that "the loggers will be able to cut down trees on the island."

Those respondents nation-wide who responded inaccurately to the initial question were informed of the fact that the federal and provincial governments agreed to turn the island into a national park and that logging was stopped. They were then presented with several descriptions of what this outcome might mean and asked to say which one most closely reflects their own. The results are shown in Table 9.

Table 9

PERCEPTIONS OF IMPLICATION OF SOUTH MORSEBY ISLAND DECISION

	<u>PERCENTAGE</u>
It preserves a unique part of Canada for future generations	45
It saved the homeland of the Haida Indians	23
It makes more land available for recreational use	14
It stopped the loggers from carrying on their business	12

A plurality feel that the decision will preserve a unique part of Canada for future generations, with the contribution of the decision to preserving the Haida homeland the next most frequently mentioned perception.

These data indicate the difficulties and challenges facing the government in obtaining significant levels of public awareness of its decision and the contribution of the decision to establish the national park on South Moresby Island to achieving some basic objectives which are considered important to Canadians.

C. Regional and Demographic Differences

1. Region

Not surprisingly, awareness of the South Moresby Island decision is higher in British Columbia, where 72% of respondents say that the island will become a national park and only 16% indicate that they "did not hear anything about it." On the other hand, Quebecers are least aware as three-quarters (74%) of Quebec residents did not hear anything about it.

British Columbians are even more likely (54%) than average to say the outcome "preserves a unique part of Canada for future generations." There also is an indication of somewhat greater focus among Saskatchewan residents on the effect of the decision to turn the island into a national park on native people in the area. A total of 35% of Saskatchewan residents say the outcome which most closely reflects their view is that "it saved the homeland of the Haida Indians."

Most Canadians (76%) believe that the federal government has been fair in its treatment of the logging companies and loggers, and only 16% think the government has been unfair. Views are fairly uniform across the country, except among residents of cities of between 100,000 and 1 million people, 83% of whom feel the government has been fair.

2. Demographics

Education -- Education emerges again as one of the main demographic bases for differences in opinion and perception regarding the government's role in managing national parks and of the decision to turn South Moresby Island into a national park. Those with lower levels of education (public/some high school) provide more negative assessments, with 46% saying the government has done an "only fair" or "poor" job, as compared to 27% of university educated Canadians who hold this view.

Highly educated Canadians are also more likely (54%) than average (45%) to view the outcome of the South Moresby Island decision as preserving a unique part of Canada for future generations. Those with lower education levels (public school/some high school) are less likely (35%) to view this as the outcome.

Income -- The higher respondents' level of annual household income, the greater the proportion who are able to correctly identify the fact that the South Moresby Island issue was resolved by a decision to turn the island into a national park. Among those with annual household incomes of \$45,000.00 or more, 44% (versus 34% on average) say the issue was resolved in this manner.

Age -- The same relationship evident with income was also apparent with respect to respondents' age. The older the respondent, the greater the likelihood of them correctly indicating how the issue was resolved.

VI. WATER

A. Overview

As evident in attitudes toward top environmental issue priorities, Canadians are concerned about Canada's future water supply and about the threat of toxic chemical pollution of water in Canada. This sentiment is further reflected in the fact that 71% of respondents disagree with the statement, "Canada has so much clean drinking water we could never run out."

Attitudes regarding water supply, the management of it and threats posed to it, were probed in the survey from several perspectives as reviewed below.

B. Water Supply Management

1. Priorities

A majority of Canadians (57%) see "reducing pollution to save plants, fish and wildlife" as the most urgent priorities in terms of managing our water supply. Next most important are "improving the quality of drinking water" (26%) and "taking steps to conserve water" (17%). In the context of the need to control toxic chemicals in our water, the danger to fish and plant life is also seen as the largest threat right now by 55% of Canadians, as compared to 43% who feel "the danger to humans who drink the water" is the largest threat.

2. Water supply, demand and pricing

Most Canadians (60%) think that compared to other things, they pay "about the right amount" for water. A total of 15% think they pay more than they should and 20% less than they should.

Respondents were informed of the fact that cities and towns will need to spend money soon to improve their water systems and then asked for their reactions in terms of anticipated usage levels and acceptance of any associated increase in water prices. Table 10 summarizes the results obtained.

Table 10

REACTIONS TO WATER PRICE INCREASES

	<u>PERCENTAGE</u>
<u>If Water Prices were to increase, do you think you would end up...</u>	
using just as much water and paying more money	62
using less water to avoid paying more	37
 <u>If "paying more money," would you be prepared to pay more on your water bill in order to use the same amount as you use now?</u>	
Yes	86
No	13
 <u>If "use less water" as a result of price increases, would you be prepared to reduce the amount of water you currently use in order to ensure you wouldn't be paying more in the future?</u>	
Yes	74
No	25

Faced with consumer water price increases to pay for water system improvements, a majority of Canadians would be prepared to pay more money. Of those who would use less or who, though using the same amount are not prepared to pay more on their water bill to maintain their current water consumption levels, three-quarters (74%) say they would reduce consumption in order to ensure they would not be paying more in the future.

These data suggest that, if positioned appropriately, there is a level of acceptance among the public of the water price trade-off associated with expenditures by municipalities on improving water systems. Another question probed which of two alternatives people perceive as the strongest argument in favour of increasing water prices:

TO RAISE FUNDS TO IMPROVE THE QUALITY AND CLEANLINESS OF WATER (69%), AND

TO GET PEOPLE TO CONSERVE THE WATER SUPPLY (30%).

These results, taken together with data regarding personal environmental issue priorities discussed above showing the public placing high priority on security of a clean water supply and of protecting that supply against toxic chemical pollution, are suggestive of some important issue management and communication considerations. That is, any initiative positioned as necessary to contribute to preserving Canada's supply of clean water would be addressing a basic value held by the public and therefore would likely be deemed acceptable by the public.

C. Regional and Demographic Differences

1. Region

Quebec and to a lesser extent Western Canadian residents appear to hold somewhat different perspectives from the norm on several of the water issues explored in the survey. Quebec residents are less likely (35%) than average (55%) to say that "the danger to fish and plant life" is the largest threat right now in the context of controlling toxic chemicals in our water. Rather, they are more likely to cite the threat of "the danger to humans who drink the water" (62%) than are Canadians on average (43%). Within Quebec, the "health issue" is most salient outside Montreal, as 65% of those respondents residing in the "balance of Quebec" cite the threat of "the danger to humans"; among Montrealers, 59% are of the view. Western Canadians in contrast are much more likely to say the largest threat is the danger to fish and plant life; 72% in British Columbia and 75% in Alberta are of this view.

On the question of the effect on demand of water price increases, Quebecers seem somewhat more "price elastic" in their demand for water, as they are less likely (54%) than average (62%) to say they would end up using just as much water and paying more money.

2. Demographics

Education -- Differences in opinion on the basis of education are apparent concerning priorities for managing Canada's water supply and people's perceptions of the appropriateness of the amount of money they are paying for water, compared to other things. Individuals with lower levels of education (public school/some high school) are less likely (44%) than others to feel that the most urgent priority in managing our water supply is "reducing pollution to save plants, fish and wildlife." Among individuals in each of the categories of higher educational attainment, a minimum of six-in-ten also feel that this is the most urgent priority. Individuals with lower levels of education are also more likely than average to feel that the amount of money they pay for water is more than they should.

Income -- Respondents with higher levels of annual household income think that the largest threat right now in relation to the need to control toxic chemicals in our water is "the danger to the fish and plant life." Among those with annual household incomes of \$45,000 and over, 67% cite "the danger to the fish and plant life" in this context. Canadians with household incomes of \$35,000 to \$45,000 per annum are more likely to feel that they are paying less than they should for water.

Age -- Younger Canadians are more concerned than older Canadians about the urgency of "reducing pollution to save plants, fish and wildlife." The lower the age of respondents, the greater the proportion who see this as the most urgent problem in managing our water supply. More specifically, over six-in-ten Canadians under the age of forty feel this is the most urgent problem.

VII. CONCLUSIONS

The major findings from the research are as following:

- o Canadians' top environmental concerns relate to two main clusters of attitudes. The top priorities of the public relate to "health issues," and more particularly to the problems of toxic chemical pollution of the air and water (including acid rain) and concerns about threats to the security of a clean water supply. The other set of attitudes pertain to "environmental issues" such as protecting wildlife, preserving wilderness areas and creating more national parks.
- o There is a sizeable gap between what specific environmental issues are considered to be high personal priorities by respondents, and their perceptions of the relative priority attached to these issues.
- o A majority of Canadians (59%) are not satisfied with the performance of the federal government on matters relating to the environment and in fact are least satisfied with the federal government's performance in comparison to the performance of business and other levels of government;
- o Low levels of familiarity with the activities undertaken by Environment Canada are apparent, along with low levels of knowledge regarding major recent government initiatives, such as the Canadian Environmental Protection Act and the decision to turn South Moresby Island into a national park. Moreover, those who do claim familiarity with the activities of Environment Canada (who are disproportionately higher SES) are likely to have less favourable assessments of the performance of the government on environmental matters;
- o Canadians appear to recognize the international dimension of these issues and contribution to air and water pollution and the constraints associated with these. In the context of the acid rain issue, the data suggest that while Canadians recognize the international context, among governments in Canada, they also overwhelmingly (83%) identify the federal government as having primary responsibility for dealing with the issue
- o The results are clear in underlining the difficulties involved in the federal government getting its message across to Canadians about current initiatives such as the Canadian Environmental Protection Act and the South Moresby Island national park. Moreover, given the low level of familiarity with Environment Canada, it may be that what people are "hearing" about Environment Canada and its activities is not consistent with their own sense of environmental issue priorities; and
- o There is evidence in the survey results that the priority attributed by the Department to national parks is considered important, but not of greatest concern.

TECHNICAL APPENDIX

APPENDIX

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A. FACTOR ANALYSIS - ENVIRONMENTAL ISSUE PRIORITIES

As noted in the "Analysis" segment of this report, factor analysis sorts a series of issue orientations or priorities into correlated groups or clusters. In so doing, it provides manageable information for enhancing understanding of Canadians' attitudes and priorities regarding environmental issues. These "factors" typically describe an underlying cluster of viewpoints and help to explain how overall opinion about the issue is structured.

The factor analysis was conducted on the series of environmental issues, for each of which respondents were asked to indicate "how high a priority you place on this issue at the present time." The analysis identifies two factors -- one which could be termed "health issues" and the other which pertains to elements of the "environment" per se. The components of the two factors and the relative strength of each issue priority as a component of the factors are indicated in the two tables below.

Factor 1

HEALTH ISSUES

<u>ISSUE PRIORITY</u>	<u>FACTOR LOADING</u>	<u>EXCLUSIVE/SHARED</u>
Controlling toxic chemicals which pollute the water	.889	Exclusive
Controlling toxic chemicals which pollute the air	.853	Exclusive
Reducing the amount of acid rain	.814	Exclusive
Controlling toxic chemicals used in agriculture	.687	Shared
Taking steps to protect our water supply for the future	.674	Shared
Taking steps to protect the earth's ozone layer	.616	Shared



The "Factor Loading" refers to the correlation between the issue proposition and the factor as a whole, with the factor loadings in Table 1 presented in order of their value from highest to lowest with values indicating the importance of the proposition as a component of the factor. The exclusive/shared column indicates which propositions appear only in this factor (exclusive) and those which appear in another factor (shared).

What is evident from the "Factor Loadings" in the above Table is that there are two sub-groupings within the overall factor. The first grouping of three issues shows that concerns about toxic chemical pollution of the air and water, and "reducing the amount of acid rain," are the most important components of the cluster of attitudes comprising Factor 1 ("Health Issues"). These three issues are also very highly correlated with one another and are "exclusive" in that they do not appear in Factor 2. (NOTE: Any "Factor Loading" under .250 is under our Factor Analysis program reported as 0.000.).

The high correlations between each of the three issues indicates that these issues are "loading" higher than others on Factor 1 because they are essentially explaining the same underlying attitude; that is, concern about toxic chemical pollution of the environment.

The second sub-grouping of issues in Factor 1 are all "shared," in that they are also components of Factor 2, but their importance as components of that Factor is much lower in relation to their importance as components of the "Health Issues" Factor. Take the issue of "controlling toxic chemicals used in agriculture" for instance. This issue is more than twice as important a component of the "Health Issues" Factor (Factor Loading of .687) than of the "Environmental Issues" Factor (Factor Loading of .364).

Factor 2

ENVIRONMENTAL ISSUES

<u>ISSUE PRIORITY</u>	<u>FACTOR LOADING</u>	<u>EXCLUSIVE/SHARED</u>
Creating more national parks	.739	Exclusive
Preserving sites and buildings which reflect our Canadian heritage	.701	Exclusive
Preserving wilderness areas	.647	Shared
Protecting wildlife	.610	Shared
Providing warning of severe weather	.551	Shared
Working to ensure more clean and healthy workplace environments	.503	Shared

The underlying attitudes reflected in Factor 2 all pertain to environmental issue priorities which have as their common element a concern about preservation of different aspects of the environment, be it wilderness areas (hence the importance of "creating national parks") or physical symbols or reminders of Canada's heritage (hence, "preserving sites and buildings"). These two issues appear in the above table as "exclusive" to the "Environmental Issues" Factor as the most important components of it.

B. SURVEY OVERVIEW

Decima Research is pleased to present to Environment Canada, the results for a study designed to meet the following objectives:

- o To assess Canadians' general perception and understanding of the environment and environmental issues;
- o To determine Canadians' environmental priorities;
- o To assess Canadians' perceptions of current environmental concerns; and
- o To determine Canadians' views on the role of various levels of government with regard to environmental issues.

Principal investigators for this study were Bruce Anderson, Vice-President Public Affairs and David MacMartin, Consultant, who were assisted in the various phases of research and analysis by Glenn Pothier and Marcel Proulx.

1. Sample Selection

The population consists of all citizens of Canada, 18 years of age or older. Male and female respondents were selected in the same proportion as the general population, on a 50/50 sex quota. A total of 1,000 interviews were completed.

Effective survey research must be based on a sample truly representative of the universe of interest. A multi-stage sampling technique was employed to gather the data for this study. The essential feature of this procedure is that individual respondents are predetermined by the selection procedure itself. That predetermination is made by careful speculation of a series of controlled choices.

The sampling technique produced a systematic random sample with probability of selection disproportionate to size at the national level. The first step in the sampling procedure was the division of the country into 11 strata or "regions," i.e., the ten provinces and Metropolitan Toronto (Table A).

Table A

REGIONS	SAMPLE STRATA				
	PERCENTAGE OF POPULATION	PPS N	DPS N	WEIGHTS	WEIGHTED N
British Columbia	11.3	113	113	1.0000	113
Alberta	9.2	92	92	1.0000	92
Saskatchewan	4.0	40	40	1.0000	40
Manitoba	4.2	42	42	1.0000	42
Metropolitan Toronto	8.8	88	88	1.0000	88
Balance of Ontario	26.7	268	167	1.0000	167
Quebec	26.5	265	265	1.0000	265
New Brunswick	2.9	29	62	0.4677	29
Nova Scotia	3.5	35	73	0.4795	35
Prince Edward Island	0.5	5	12	0.4167	5
Newfoundland	2.3	23	46	0.5000	23
		1000	1000		899

Table A presents the percentages of the total population represented in each region, followed by the proportionate number of cases in each. The third column presents the disproportionate sample actually completed in each region followed by the weights used to reapportion the sample back to its proportionately representative level. The fifth column represents the number of cases in each region after the weighting was applied.

Within each of these regions, a sampling procedure was employed which is based upon mapping the linkage between the geographic location of individual telephone exchanges and Statistics Canada's fundamental building block for the census -- the enumeration area (EA).

Telephone companies divide their service regions into smaller areas served by a single switching centre. Within each switching centre area, all telephone numbers begin with the same two digits. We refer to these mutually exclusive exchange areas as NNXs (NNX representing the first three digits of a telephone number). Using census data, together with maps showing the geographic boundaries of NNXs, it is possible to determine exact population figures for each NNX and determine the appropriate number of respondents to be surveyed in each NNX.

Primary sampling units (groups of NNXs) and secondary sampling units (individual NNXs) were selected on the basis of probability proportionate to population size. Telephone numbers were then generated using a computerized random number generation program employing random start and fixed interval methods.

2. Field Procedures

The questionnaires were printed, consecutively numbered, and assembled into field packs of three interviews -- one male and two females or one female and two males. This procedure ensured that the 50/50 sex quota would be met by preselecting males and females before the interviewing began.

The interviews took place between August 29 and September 2, 1987. Weekday interviewing was conducted between the hours of 5:30 and 10:00 p.m. Weekend interviewing was conducted between the hours of 10:00 a.m. and 5:00 p.m. The questionnaire contained 65 questions and took approximately 22 minutes to complete. Fifteen percent (15%) of all interviews were monitored while in progress for procedure and content from an extension monitor. All interviews were carefully edited as soon as they were completed to ensure that no questions were omitted and that skip-patterns were followed correctly.

Experienced telephone interviewers were used to collect the data. A briefing was held by the Field Supervisor and the Research Analyst was present to answer questions or clarify procedures. The Field Supervisor first read the questionnaire to the interviewers, thereby ensuring that pronunciation would

be correct and uniform, and secondly, interviewer-respondent role-playing was used to illustrate skip and rotation patterns. The interviewers then had an opportunity to ask questions.

On the first day in the field, the Research Analyst listened to the interviewers on an extension monitor. The monitor prevents the interviewer and respondent from knowing they are being listened to. This ensured that the skip and rotation patterns were followed correctly and that there were no questions causing interviewers any particular difficulty. When an error was caught, the interviewer was briefed again and the respondent was called back in order to correct the questionnaire.

All work was edited by the Senior Field Supervisor, checked for completeness, quality, and skip-pattern adherence. Then, 15% of each interviewer's work was verified; that is, respondents were contacted by telephone and were asked to verify that the interview actually took place. Respondents were also asked to answer a few questions from the questionnaire in order to check the accuracy of the data collected.

3. Coding

The questionnaires were coded and the data were entered by experienced Decima personnel. The following standard procedures were followed:

- o An initial briefing;
- o Supervision of trained staff; and
- o Verification of 15% of each coder's work.

Using the first 25% of completed questionnaires in each stratum, codes were constructed for the open-end questions by sorting and writing out the responses into independent categories. The Research Analyst checked all categories for completeness and consistency.

4. Data Processing

The entry and processing of the data were carried out on-site using Decima's Digital PDP 11/44 computer. Decima's interactive software system, designed specifically for survey analysis, has a robust data entry facility, which permits cleaning of the data, including out-of-range values and skip-pattern errors, as well as other logic errors. The fully cleaned data were then summarized into aggregate tables. Further analysis of the data included crosstabulation tables and measures of association.

5. Confidence Limits and Validation

The sample of 899 cases produces results which are accurate for the population of Canada as a whole within ± 3.3 percentage points 95 out of 100 times.

In order to validate the sample, we compared our data for the age categories of the population with figures provided by Statistics Canada. Table B outlines the percentage of respondents in each age category for the sample, and the corresponding population figures. As these figures suggest, the sample drawn for this study reflects the more general characteristics of the adult population.

Table B

SAMPLE VALIDATION

AGE	SAMPLE	UNIVERSE ¹
	(n=899) %	(N=18,445,000) %
18-19 Years of age	3.6	4.8
20-24 Years of age	11.9	13.0
25-29 Years of age	13.5	12.5
30-34 Years of age	14.9	11.4
35-39 Years of age	12.2	10.3
40-44 Years of age	11.0	8.1
45-49 Years of age	5.8	6.9
50-54 Years of age	5.5	6.8
55-59 Years of age	5.4	6.5
60-64 Years of age	6.5	6.0
65 Years or older	9.6	13.5

¹ Adult population of Canada. Source: Post Censal Annual Estimates of Population, June 1, 1984. Catalogue 92-210.

It should be noted that the sample is only representative of residents in the provinces who have direct dialing telephone services. Therefore, Canadians who are accessible only by a telephone servicing a large number of people, such as senior citizen homes, hospitals, and Indian Reserves, and those who have only radio-telephone service or no telephone service at all, are automatically excluded from the sample. Any further questions the reader has about sampling should be referred to the Research Consultant.

While the most sophisticated procedures have been used to collect and analyze the information presented herein, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time.



C. INTERVIEW SCHEDULE

A. Are you 18 years of age or older and a Canadian citizen?

YES (CONTINUE).....A
 NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO,"
 THANK AND TERMINATE).....B

B. Have I reached you at your home phone number?

YES (CONTINUE).....A
 NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO,"
 THANK AND TERMINATE).....B

C. Do you, or does anyone in your family or household work in the following kinds of business...a market research firm, advertising agency, public relations firm, or the news media?

YES (THANK AND TERMINATE -- RECORD INCIDENCE ON CALL
 RECORD SHEET).....A
 NO (CONTINUE).....B

Note 1: Responses may not sum to 100% due to rounding throughout the Technical Appendixes.

2: (*) denotes a percentage value greater than 0 but less than 0.5 throughout the Technical Appendixes.

1. When you think about the environment, what is the first thought which comes into your mind? (PROBE...ACCEPT ONLY ONE RESPONSE...ANSWER MUST BE AT LEAST TEN WORDS)

POLLUTION -- GENERAL.....	1	(10%)
POLLUTION -- HEALTH IMPACT.....	2	(2%)
AIR POLLUTION.....	3	(11%)
WATER POLLUTION.....	4	(13%)
AIR/WATER POLLUTION.....	5	(6%)
ACID RAIN.....	6	(12%)
OZONE LAYER.....	7	(1%)
INDUSTRIAL POLLUTION.....	8	(5%)
NUCLEAR WAR/POLLUTION.....	9	(1%)
LITTER.....	10	(2%)
TREES/FORESTRY.....	11	(5%)
PARKS.....	12	(1%)
CLEAN-UP/PRESERVE ENVIRONMENT.....	13	(10%)
URBAN DENSITY.....	14	(1%)
PEOPLE.....	15	(*)
WILDERNESS/WILDLIFE.....	16	(2%)
NATURAL ELEMENTS/RESOURCES.....	17	(2%)
ECOLOGICAL DESTRUCTION.....	18	(2%)
THREAT TO AGRICULTURE.....	19	(*)
POSITIVE -- GENERAL.....	20	(2%)
OTHER.....	21	(4%)
DON'T KNOW.....	22	(6%)
NO RESPONSE.....	23	(2%)

REFER TO APPENDIX D FOR COMPLETE VERBATIM RESPONSES

2. When you think about environmental issues, do you tend to be thinking more about things which affect your community or local area, things which affect your province or region, things which affect Canada as a whole, or things which affect people in different parts of the world?

COMMUNITY OR LOCAL AREA.....	1	(23%)
PROVINCE OR REGION.....	2	(18%)
CANADA AS A WHOLE.....	3	(31%)
DIFFERENT PARTS OF THE WORLD.....	4	(26%)
NO OPINION (VOLUNTEERED).....	5	(1%)

How satisfied would you say you are with the performance of each of the following on matters relating to the environment. Would you say you are very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all? How about...(READ AND ROTATE Q3 TO Q7)

	<u>VERY SATISFIED</u>	<u>SOMEWHAT SATISFIED</u>	<u>NOT TOO SATISFIED</u>	<u>NOT SATISFIED AT ALL</u>	<u>NO OPINION</u>
3. the federal government	(2%)	(37%)	(37%)	(22%)	(1%)
4. business	(3%)	(39%)	(33%)	(25%)	(1%)
5. the provincial government	(3%)	(50%)	(29%)	(17%)	(2%)
6. people in general	(5%)	(52%)	(33%)	(10%)	(1%)
7. your local government	(7%)	(54%)	(24%)	(14%)	(1%)

END OF ROTATION

I'm going to read you a list of various items and ask you to tell me for each one, how high a priority you place on this item at the present time. You can do this by giving me a number between 1 and 10, where 1 means you would place a very low priority on this item right now, and 10 means you would place a very high priority on this item right now. A score of 5 means you feel this should be a moderately high priority. The first item is (ROTATE ITEMS 8 - 19...READ FIRST STATEMENT...REPEAT SCALE INSTRUCTIONS IF REQUESTED) How high a priority is this for you?

VERY LOW PRIORITY

VERY HIGH PRIORITY

1 2 3 4 5 6 7 8 9 10

RATING
1 TO 10

- | | | |
|-----|--|--------|
| 8. | protecting wildlife | (7.98) |
| 9. | preserving wilderness areas | (7.73) |
| 10. | controlling toxic chemicals which pollute the air | (8.63) |
| 11. | working to ensure more clean and healthy workplace environments | (7.80) |
| 12. | controlling toxic chemicals which pollute the water | (8.79) |
| 13. | reducing the amount of acid rain | (8.38) |
| 14. | controlling toxic chemicals used in agriculture | (7.90) |
| 15. | preserving sites and buildings which reflect our Canadian heritage | (6.84) |
| 16. | creating more national parks | (6.54) |
| 17. | taking steps to protect our water supply for the future | (8.76) |
| 18. | taking steps to protect the earth's ozone layer | (8.24) |
| 19. | providing warning of severe weather | (7.63) |

END OF ROTATION

Now I'm going to read you the same list of items, and ask you this time to tell me what type of priority you think the federal government is currently placing on this item. You can do this once again by giving me a number between 1 and 10, where 1 means that you feel that the federal government places a very low priority on this item, and 10 means you think that the federal government places a very high priority on this item. A score of 5 means that you feel the federal government places a moderately high priority on this item. The first item is...(ROTATE ITEMS 20 - 31..READ FIRST ITEM...REPEAT SCALE INSTRUCTIONS IF REQUESTED) How high a priority do you think the federal government is currently placing on this?

VERY LOW PRIORITY

VERY HIGH PRIORITY

	1	2	3	4	5	6	7	8	9	10	
											RATING
											<u>1 TO 10</u>
20.											(5.69)
21.											(5.56)
22.											(5.08)
23.											(5.35)
24.											(5.02)
25.											(5.16)
26.											(5.03)
27.											(5.79)
28.											(5.47)
29.											(5.12)
30.											(4.30)
31.											(5.62)
END OF ROTATION											

And now, for each of the following I would like you to tell me which level of government, the federal government, the provincial government, or your local city or town government you feel has the primary responsibility for...(ROTATE Q32 THROUGH Q35)?

32. protecting wildlife and wilderness areas

THE FEDERAL GOVERNMENT.....	1	(45%)
THE PROVINCIAL GOVERNMENT.....	2	(47%)
YOUR LOCAL GOVERNMENT.....	3	(7%)
NO OPINION (VOLUNTEERED).....	4	(1%)

33. controlling toxic chemicals which pollute the environment

THE FEDERAL GOVERNMENT.....	1	(60%)
THE PROVINCIAL GOVERNMENT.....	2	(29%)
YOUR LOCAL GOVERNMENT.....	3	(10%)
NO OPINION (VOLUNTEERED).....	4	(1%)

34. reducing the amount of acid rain

THE FEDERAL GOVERNMENT.....	1	(83%)
THE PROVINCIAL GOVERNMENT.....	2	(14%)
YOUR LOCAL GOVERNMENT.....	3	(3%)
NO OPINION (VOLUNTEERED).....	4	(1%)

35. taking steps to conserve our water supply for the future

THE FEDERAL GOVERNMENT.....	1	(55%)
THE PROVINCIAL GOVERNMENT.....	2	(34%)
YOUR LOCAL GOVERNMENT.....	3	(10%)
NO OPINION (VOLUNTEERED).....	4	(1%)

END OF ROTATION

I'd like to read you a list of statements which various people have made and ask you to tell me for each one whether you agree or disagree. You can do this by giving me a number between -5 and +5, where -5 means that you disagree totally, and +5 means you totally agree. Many people's opinions fall somewhere in between these two points depending on how they feel about the statement. The first statement is...(ROTATE STATEMENTS 36 THROUGH 43...READ FIRST STATEMENT...REPEAT SCALE INSTRUCTIONS IF REQUESTED) Where would you place yourself on this scale?

TOTALLY DISAGREE

DEPENDS

TOTALLY AGREE

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

RATING
-5 TO +5

- | | | |
|-----|---|---------|
| 36. | Canada has so much clean drinking water, we could never run out. | (-2.43) |
| 37. | These days, I find myself more worried about the environment than I've ever been. | (2.43) |
| 38. | It's impossible to have a clean environment and a high rate of economic growth at the same time. | (-0.85) |
| 39. | I want a clean environment like everyone else, but the cost is too high. Economic growth, job creation and standard of living are more important to me. | (-1.14) |
| 40. | If people like me got together to try to improve the environment we could. | (2.62) |
| 41. | Even if we did everything possible to stop Canadian pollution, Canada would still be threatened by pollution from other countries. | (2.94) |
| 42. | The long-term changes occurring in the atmospheric environment will affect the way of life of all Canadians 10 years from now. | (3.22) |
| 43. | There isn't enough money available anywhere to totally clean up and protect the environment. | (-0.51) |

END OF ROTATION



44. How familiar would you say you are with the activities undertaken by Environment Canada, which is the federal government department responsible for environmental policy. Would you say you are very familiar, somewhat familiar, not too familiar, or not familiar at all with what this department is doing?

NOT FAMILIAR AT ALL.....1	(12%)
NOT TOO FAMILIAR.....2	(42%)
SOMEWHAT FAMILIAR.....3	(43%)
VERY FAMILIAR.....4	(3%)
NO OPINION (VOLUNTEERED).....5	(*)

45. As you may know, the federal government has recently proposed legislation called the Canadian Environmental Protection Act. Would you say that you are very knowledgeable, somewhat knowledgeable, not too knowledgeable, or not knowledgeable at all about this Act?

NOT KNOWLEDGEABLE AT ALL (SKIP TO Q47).....1*	(28%)
NOT TOO KNOWLEDGEABLE (SKIP TO Q47).....2*	(51%)
SOMEWHAT KNOWLEDGEABLE (GO TO Q46).....3	(20%)
VERY KNOWLEDGEABLE (GO TO Q46).....4	(1%)
NO OPINION (VOLUNTEERED).....5	(*)

IF "VERY KNOWLEDGEABLE" OR "SOMEWHAT KNOWLEDGEABLE" TO Q45, ASK:

46. Is your impression that the legislation will be very effective, somewhat effective, not too effective, or not effective at all in improving environmental protection?

NOT EFFECTIVE AT ALL.....1	(1%)
NOT TOO EFFECTIVE.....2	(18%)
SOMEWHAT EFFECTIVE.....3	(75%)
VERY EFFECTIVE.....4	(6%)
NO OPINION (VOLUNTEERED)....5	(1%)

47. As you may know, the federal government is responsible for national parks across Canada. Thinking about those parks, is your impression that the federal government is doing an excellent, good, only fair, or poor job?

POOR.....	1	(3%)
ONLY FAIR.....	2	(32%)
GOOD.....	3	(51%)
EXCELLENT.....	4	(12%)
NO OPINION (VOLUNTEERED).....	5	(1%)

48. You may have heard something in the news over the last few months about South Moresby Island off British Columbia's coast...to the best of your knowledge, how was this issue resolved, (DO NOT PAUSE) will the loggers be allowed to cut down the trees on the island, or will the island become a national park, or did you not hear anything about it?

LOGGERS BE ALLOWED TO CUT DOWN THE TREES (READ PREAMBLE IN Q49).....	1	(9%)
THE ISLAND WILL BECOME A NATIONAL PARK (DO NOT READ PREAMBLE IN Q49).....	2	(34%)
DID NOT HEAR ANYTHING ABOUT IT (READ PREAMBLE IN Q49).....	3	(55%)
NO OPINION (VOLUNTEERED).....	4	(2%)

In fact, the federal and provincial governments agreed to turn the island into a national park and the logging was stopped.

49. Which one of the following most closely reflects how you see this outcome...(READ AND ROTATE...ACCEPT ONLY ONE RESPONSE)

IT PRESERVES A UNIQUE PART OF CANADA FOR FUTURE GENERATIONS.....	1	(45%)
IT MAKES MORE LAND AVAILABLE FOR RECREATIONAL USE.....	2	(14%)
IT SAVED THE HOMELAND OF THE HAIDA INDIANS.....	3	(23%)
IT STOPPED THE LOGGERS FROM CARRYING ON THEIR BUSINESS.....	4	(12%)
NO OPINION (VOLUNTEERED).....	5	(5%)



50. Do you think that the federal government has been very fair, fair, unfair, or very unfair in its treatment of the logging companies and loggers?

VERY UNFAIR.....	1	(2%)
UNFAIR.....	2	(14%)
FAIR.....	3	(67%)
VERY FAIR.....	4	(8%)
NO OPINION (VOLUNTEERED).....	5	(8%)

51. Thinking about the different things which the government could do to try to reduce the amount of acid rain, which of the following do you think would be the best idea...(ROTATE)?

INCREASE EFFORTS TO CONVINCING THE AMERICANS TO STOP POLLUTION....	1	(55%)
INCREASE EFFORTS TO CONVINCING CANADIANS TO STOP POLLUTION.....	2	(42%)
NO OPINION (VOLUNTEERED).....	3	(4%)

52. Now I'd like to ask you a few questions about water. Thinking about the priorities in terms of managing our water supply, which of the following do you see as most urgent...(ROTATE)?

IMPROVING THE QUALITY OF DRINKING WATER.....	1	(26%)
TAKING STEPS TO CONSERVE WATER.....	2	(17%)
REDUCING POLLUTION TO SAVE PLANTS, FISH, AND WILDLIFE.....	3	(57%)
NO OPINION (VOLUNTEERED).....	4	(*)

53. When you think about the need to control toxic chemicals in our water, which of the following do you think is the largest threat right now...(ROTATE)?

THE DANGER TO HUMANS WHO DRINK THE WATER.....	1	(43%)
THE DANGER TO THE FISH AND PLANT LIFE.....	2	(55%)
NO OPINION (VOLUNTEERED).....	3	(2%)

54. Thinking about the amount of money which you pay for water, compared to other things, do you think you are paying far more than you should, more than you should, about the right amount, less than you should, or far less than you should?

FAR MORE THAN SHOULD.....	1	(5%)
MORE THAN SHOULD.....	2	(10%)
ABOUT RIGHT AMOUNT.....	3	(60%)
LESS THAN SHOULD.....	4	(15%)
FAR LESS THAN SHOULD.....	5	(5%)
NO OPINION (VOLUNTEERED).....	6	(4%)

55. As you may know, many cities and towns will need to spend money to improve their water systems before long. If water prices to consumers were increased to pay for this, do you think you would (ROTATE) end up using just as much water and paying more money or using less water to avoid paying more?

USE JUST AS MUCH WATER AND PAYING MORE (GO TO 56).....1	(62%)
USING LESS WATER TO AVOID PAYING MORE (SKIP TO 57).....2*	(37%)
NO OPINION (VOLUNTEERED).....3	(1%)

IF "PAY MORE" TO Q55, ASK:

56. Would you be prepared to pay more on your water bill in order to use the same amount as you use now?

YES (SKIP TO Q58).....1*	(86%)
NO (GO TO Q57).....2	(13%)
NO OPINION (VOLUNTEERED).....3	(1%)

IF "USE LESS WATER" TO Q55 OR "NO" TO Q56, ASK:

57. Would you be prepared to reduce the amount of water you currently use in order to ensure you wouldn't be paying more in the future?

YES.....1	(74%)
NO.....2	(25%)
NO OPINION (VOLUNTEERED).....3	(1%)

-
58. Which of the following do you think is the strongest argument in favour of increasing water prices...(ROTATE)?

TO GET PEOPLE TO CONSERVE THE WATER SUPPLY.....1	(30%)
TO RAISE FUNDS TO IMPROVE THE QUALITY AND CLEANLINESS OF WATER..2	(69%)
NO OPINION (VOLUNTEERED).....3	(1%)

59. When you are reading a newspaper or watching a television news broadcast, do you pay more attention to environmental items than other items, pay less attention to environmental items, or pay about the same amount of attention as you do to other types of stories?

PAY LESS ATTENTION TO ENVIRONMENTAL ITEMS.....1	(10%)
PAY MORE ATTENTION TO ENVIRONMENTAL ITEMS.....2	(27%)
THE SAME AMOUNT OF ATTENTION AS TO OTHER TYPES OF STORIES.....3	(63%)
NO OPINION (VOLUNTEERED).....4	(*)

60. And, would you say you currently pay more attention to environmental news than you used to, pay less attention than you used to or pay about the same amount of attention as you always have?

PAY MORE ATTENTION TO ENVIRONMENTAL NEWS THAN USED TO.....1	(56%)
PAY LESS ATTENTION TO ENVIRONMENTAL NEWS THAN USED TO.....2	(3%)
PAY ABOUT THE SAME AMOUNT OF ATTENTION.....3	(40%)
NO OPINION (VOLUNTEERED).....4	(*)

By now you may have realized that this survey is being conducted on behalf of Environment Canada. So that we can use your responses we would like to ask you some questions that would be used for statistical purposes only. We want to assure you that your answers will be kept confidential in two ways: first, your name will not be given to Environment Canada, and second, your answers will be combined with those of other participants in the survey before being given to Environment Canada. This survey is registered under the Access to Information and Privacy Acts. (SUPERVISOR HAS REGISTRATION NUMBER IF REQUESTED).

61. What is your age, please?	18-19 YEARS.....1	(4%)
(IF RESPONDENT REFUSES, OFFER	20-24 YEARS.....2	(12%)
TO READ CATEGORIES AND HAVE	25-29 YEARS.....3	(14%)
HIM/HER TELL YOU WHICH CATEGORY	30-34 YEARS.....4	(15%)
HE/SHE FALLS INTO)	35-39 YEARS.....5	(12%)
	40-44 YEARS.....6	(11%)
	45-49 YEARS.....7	(6%)
	50-54 YEARS.....8	(6%)
	55-59 YEARS.....9	(5%)
	60-64 YEARS.....10	(7%)
	65 YEARS OR OLDER.....11	(10%)

62.A Are you currently attending school, college, or university as a full-time student?

YES (SKIP TO Q63).....6*
NO (GO TO Q62.B).....A

IF "NO" TO Q62.A ASK:

62.B What is the highest level of schooling that you have completed?

PUBLIC/ELEMENTARY SCHOOL (GRADE 1-8).....1 (8%)
SOME HIGH SCHOOL.....2 (18%)
GRADUATED HIGH SCHOOL (GRADE 12 OR 13).....3 (28%)
VOCATIONAL/TECHNICAL/COLLEGE/CEGEP.....4 (16%)
SOME UNIVERSITY.....5 (6%)
AT SCHOOL.....6 (7%)
GRADUATED UNIVERSITY.....7 (17%)

63. Which of the following income groups includes your annual household income? (READ CHOICES)

LESS THAN \$ 5,000.....1	(3%)
\$ 5,000 - \$ 9,999.....2	(7%)
\$10,000 - \$14,999.....3	(10%)
\$15,000 - \$19,999.....4	(10%)
\$20,000 - \$24,999.....5	(13%)
\$25,000 - \$29,999.....6	(11%)
\$30,000 - \$34,999.....7	(12%)
\$35,000 - \$39,999.....8	(7%)
\$40,000 - \$44,999.....9	(6%)
\$45,000 - \$49,999.....10	(5%)
\$50,000 AND OVER.....11	(17%)

64. Language.

ENGLISH.....1	(71%)
FRENCH.....2	(29%)

65. Sex. (BY OBSERVATION)

MALE.....1	(50%)
FEMALE.....2	(50%)

D. VERBATIM RESPONSES

Question 1

When you think about the environment, what is the first thought which comes into your mind?

01. Pollution -- General -- Our lives -- people, air, pollution of our environment. / Pollution -- now it affects trees, animals and us. / Polluted. Living in the city, you see a lot of the pollution that builds up. / Pollution. Everything that has to do with the environment is being polluted. / Pollution -- fresh water, clean air, smoke free, chemical free. Wildlife is important -- conserve marshes, etc. / Pollution -- The environment is being damaged with all the pollution. / Pollution -- water, air and earth pollution -- there is just too much. / Pollution -- we are not taking enough care of it and it is getting worse. / Getting worse and worse every day. Air and oxygen and everything else in general. / Polluted -- spraying in Labrador to kill black flies. / Pollution, cleaning up the environment. / Pollution -- the pollution should be kept under control. / Pollution -- too much of it, clean up the environment. / Pollution -- do something about it for the future generations. / It's dirty. / Electro-magnetic pollution. We are allowing too free use of radar and microwaves in our society. / Pollution -- my other place was polluted from cars. I had to move. / La pollution. / Il y a trop de pollution. / La pollution.
02. Pollution -- Health Impact -- Pollution and sickness. / Pollution -- if things are not done now we will all die by the year 2000 from pollution poisoning. / We should cut down on the pollution for if we don't we'll get sick and we may die. / Air pollution. I don't want to die from other people's smoke. / Environment and its effects. Bad air bad makes me ill, dirty environment makes the world look shabby and I am positioned in a world that is affected by us and our own doing, whether we realize it or not. / La pollution de l'air par les poussières immédiatement perceptibles et occasionnant des problèmes respiratoires.
03. Air Pollution -- Air pollution around us. Trees, plants. Concerned with the state of these things since the weather patterns are changing. / Getting polluted, too many chemicals in the air. / Pollution -- you can see a layer of smog lying over Vancouver. / Pollution -- air pollution -- it's just that we have too much air pollution. / Clean air -- we breath it and it is full of pollutants. / Pollution. They should quit putting all those chemicals in the air. / Clean living -- clean air -- not too much pollution. / Clean air -- industrial. / Air pollution -- general pollution on going process. Band-aid treatment will not do. / Conditions of air and earth. Condition they're in at present. / Air -- the amount



of pollution we are sending into the air. After all, what goes up must come down. / The air -- I'm concerned about having clean air to breathe and the pollution in the air being kept under control. / The air -- the pollution from the air, pollution coming from factories and cars, etc. / Air quality. In this city I'm concerned about contaminants like lead. / Air pollution. / Pollution. What we do to the air we breathe worries me. / Clean air -- too much pollution is being made by factories and there isn't enough clean air. / Pollution -- too much pollution in the air. / Fumes from buses, trucks, and air gets to a dangerous level in Los Angeles, but in western Canada seems to be no problem. / Pollution -- air. / Emission from cars and trucks. / Clean air -- there needs to be more clean air and less air pollution. / Air -- very frightened about air pollution. All of us should do our share because we all add to it. / Pollution -- air pollution, acid rain is all bad for your health for the environment, for everything. / La pureté de l'air que nous respirons. / J'aimerais que l'air que l'on respire soit plus pur.

04. Water Pollution -- Water -- I'm always concerned about too much water pollution. / Pollution -- water. / Water -- concern about water pollution. / Pollution -- we have a lot of it and the amount of it turns my stomach -- I'm thinking specifically about the Halifax Harbour. / Pollution -- water in harbour is very polluted. / Pollution -- in our lakes and rivers. It makes life so terribly scary. / Pollution of lakes, water, beaches, etc. / The Americans polluting the Niagara River. / Pollution -- too much in water. / Our dirty waters -- too many things dumped into the water. / Pollution -- lakes -- especially Ontario. / Pollution -- water. / Water pollution -- too much pollution affecting our fish and plant life. / Polluted waters -- Lake Ontario, companies and countries that don't care. / Too much pollution in the water. / Pollution -- water that we drink -- there are too many things in it -- we need to keep it clean. / The cleanliness of the water -- most of the time the lakes are pretty pure, but sometimes it's pretty polluted. / The ocean -- more research should be done in disposing of waste rather than put it in the water. / Water -- we need fresh clean sea water without sewage being dumped into it. / Pollution in the lakes with regard to swimming. / Water -- the cleanliness of the water is poor. / Water pollution -- dumping of chemicals into our lakes and rivers which destroys our fish and wildlife. / Pollution -- the lakes and rivers are being ruined over people's stupidity. / Nature. Pollution such as water pollution is destroying our nature and ruining it for everyone. / Water -- clean up our lakes. / Pollution -- people should be more careful and stop neglecting the waters. / Pollution -- water pollution in B.C. waters need to be cleaned up. / By the water's edge the water is polluted by gasoline. / Pollution, we should be saved. / We should have clean and pure water. / Clean water. We should keep our lakes and rivers clean. / Les eaux, les eaux canadiennes sont très polluées. / La pollution de l'eau aux pays. / La qualité de l'eau déperit peu à peu. / La pollution : il faudrait faire un effort pour améliorer la qualité de l'eau potable. / La pollution de

l'eau au pays. / La pollution de l'eau. / L'eau polluée dans nos lacs par les ordures. / Aider les eaux en leur enlevant la pollution. / La propreté, la pollution de nos eaux. /

05. Air and Water Pollution -- Dirty water and air. / Pollution -- the air and water are terribly polluted today. / Pollution -- our air and water are being damaged. / Keep the water, the air and everything clean. Keep the world the way it was. / Pollution in both our waters and our air. / Pollution -- I would like to see the air we breathe to be cleaner along with the water. / The air and the oceans -- the pollution of everything is a concern. / Pollution of water and air -- being caused by man -- man is producing it by traffic. They don't provide necessary services to reduce the damage. They don't want to stop having fires in homes and driving cars. / Purity of water and air -- too much pollution. / Pollution -- too much damage being done to our forests and lakes by toxic chemicals released into the air and water. / Pollution -- we're surrounded by pollution and there doesn't seem to be enough done about it. There's air pollution and water pollution. / Pollution -- air pollution, water pollution -- should be cleaned up. / La pollution de l'air, de l'eau.
06. Acid Rain -- Acid rain -- it is damaging our lakes and the environment. / Acid rain -- it will destroy most of the living things: people, animals, trees and the water. / Acid rain -- the primary issue now facing environmental problems is acid rain. / Acid rain. / Acid rain -- I don't know what they can do about it, but they should try to stop it. / Acid rain -- stop it. / Pollution -- acid rain is a big problem. / Acid rain -- it destroys everything, such a big problem. / Pollution -- our environment is being ruined -- the lakes are being ruined by acid rain. / Pollution -- acid rain and toxic waste dumping is getting bad. / Acid rain -- most prevalent thing in the news -- a basic stumbling block because the Americans won't do anything about it. / Acid rain -- acid rain is destroying healthy trees and fish and wildlife. / Acid rain -- sulfer dioxide emissions from factories in Canada and U.S. -- chemical contaminants. / Acid rain -- it's eating my cottage and worries me. / Acid rain -- causing trees in our neighbourhood to die or look diseased. / The amount of acid rain there is. / Acid rain -- killing our lakes -- Lake Joseph where we have a summer home is being affected. / Acid rain -- it's a big problem these days in Canada. / Acid rain -- the pollution that is poisoning our lakes. / Pollution -- caused by the acid rain from the industrial areas and pollute lakes. / Pollution -- acid rain -- industry discarding chemicals into water way. / The amount of acid rain in the air. / Acid rain, its something that is destroying our environment. / Acid rain, our trees are dying. / Acid rain is something which is very dangerous for the environment. / Les pluies acides, surtout pour nos lacs. / Les pluies acides, comment faire face à ce problème.



07. Ozone Layer -- Ozone layer -- causing harmful effects to humans and plant life. / Pollution -- the damage to the ozone layer because of pollution. / The sky -- you know the ozone layer -- I understand that it is being broken down to the point where it won't last. / Worried about the ozone layer and public issues concerning the environment. / I love a sunny day -- read articles, concerned about ozone layer.
08. Industrial Pollution -- What industries do to it. It creates pollution and acid rain. They should stop it, so we can preserve our natural environment. / There's too much pollution caused by factories. / Pollution -- factories. / It's poisonous and destructive. Industrial plants are putting stuff into rivers. And these plants are careless in that they let toxic poisons escape into the air. / Pollution -- factories giving off smoke which damages the water supply. Acid rain. / Oil and gas -- the effect of the oil and gas spills on the environment. / Dirtiness of water. / The paper mills throw all their garbage in the water. / Pollution de l'air par l'industrie. / La pollution : la compagnie "FRASER"; il y a des senteurs pas trop bonnes qu'on doit respirer (moulin à papier).
09. Nuclear War/Pollution -- Nuclear war. / Polluted -- the oceans are being polluted with nuclear waste.
10. Litter -- Litter on the streets. / Littering -- makes me so mad when I see people who litter when we are trying so hard to clean up pollution. / La propreté - toutes les vidanges que tout le monde jette à terre au lieu des poubelles.
11. Trees/Forestry -- Trees -- the bush is a nice natural habitat. / Trees -- I work in a saw mill and quite often I've noticed that there isn't enough reforestation. / Forestry -- our eastern slopes are what they are after now. Government and other groups are trying to preserve and make reserves in that area. / Reforestation. They chop down more trees than they are replanting. / Pollution -- especially the loss of our maple trees. / Trees -- there aren't very many left -- reforestation. / Forestry -- they're cutting down too many trees. / Forestry -- we need more plants, we have too many trees; we should cut down the trees use it for lumber and create parks and playing fields at the same time. / La forêt, parce que j'aime beaucoup la nature. / Les feux de forêts; c'est un problème très répandu et qui nous concerne beaucoup. / Embellissement par plantation d'arbres et fleurs.
12. Parks -- Provincial parks. They should make them more accessible to the people. They are always hidden in the mountains. / National parks are dirty in some areas and turn people away -- tourists and such. / Parks -- they are important. / Beautiful parks -- lots more facilities for public -- more work put into if for the public.



13. Clean-up/Preserve Environment -- Keeping the environment clean. / Keep it clean. / How to preserve it -- the environment is in danger and we need to do something about it. / Keeping the environment clean. Our area does not have large industries which pollute the environment. / Keep it clean. / Do something to help. / Cleanliness -- clean it up. Keep the gateway closed, so that there won't be as much pollution. / There are too many environmentalists around and not enough getting done about the pollution problem. We should save environment. We should be free to do what we want to in order to be safe. / On devrait faire plus d'efforts pour protéger l'environnement. / Il faudrait tous recycler tout ce qui traîne sur la terre. / La propreté de l'environnement - qu'il soit sain et naturel.
14. Urban Density -- The cities are expanding and I wonder what this is doing to the environment. / Too crowded -- too much construction going on here. / Too much concrete and not enough greenery. / Manque d'espaces verts dans ma région.
15. People -- People. The people are hard to get used to because of their different cultures. / I think about working people and the fact that they have to work to make a living. / Better living for older people.
16. Wilderness/Wildlife -- Wilderness -- the outdoors. / Animals' habitat - man and fire wiping out forests and other habitat for wildlife. / Animals. Amount of pollution and regulations.
17. Natural Elements/Resources -- The earth -- the trees, mountains, air, land -- everything comes to mind when I think of the environment. / Up north. Nature. / Environment in which we live -- atmosphere in and out of house and natural features. / Natural resources, what we have and their purpose. / Our relative environment -- lakes, seas, land. / La nature; les rivières, lacs et forêts, c'est beau et c'est plaisant d'y séjourner. / La nature, tout ce qui nous entoure.
18. Environmental/Ecological Destruction -- Deterioration -- problem of man using the environment badly, taking advantage of the land and placing wastelands anywhere possible without consideration. / Abuse to it versus love of it -- overdevelopment and lack of ecological sensitivity and consciousness.
19. Threat to Agriculture -- Industry -- spraying of insects and vegetables to protect crops endanger our health.
20. Positive -- General -- Good spot to live in. Not a lot of crime, etc., happening in the environment. Everything seems fine around here. / Openness -- wonderful space per capita in our province. / The environment is perfect. If I was living in Ontario I wouldn't think so, but here in Nova Scotia, it's perfect. / The environment is in pretty good shape right now. / Je trouve l'environnement bien beau et fameux. / La propreté; l'environnement est propre pas mal partout.



21. Other -- The weather -- whether it's sunny or raining -- we need rain right now. / Change -- not now wonderful things are changing in our world but that's life and progress I suppose. / Jim Bradley -- the Minister of Environment for Ontario. / Cleanliness -- the issue is whether or not places are clean enough to live in. / L'environnement, c'est nécessaire à la sécurité de l'homme.
22. Don't Know
23. No Response