

GLOBAL WARMING

Americans and Britons Becoming More Skeptical of Climate Change

Majority of Canadians say global warming is mostly caused by emissions from vehicles and industrial facilities.

[NEW YORK - Apr. 26, 2010] - While a majority of Canadians believe global warming is caused by man, people in the United States and Britain are becoming more skeptical about climate change, a new Angus Reid Public Opinion poll has found.

In the online survey of representative national samples, almost three-in-five Canadians (58%) say global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities. This view is shared by about two-in-five Americans (41%) and Britons (38%).

One-in-four Britons (26%), 20 per cent of Americans and 17 per cent of Canadians think global warming is a fact and is mostly caused by natural changes.

Finally, one-in-four Britons (27%) and Americans (25%) and 18 per cent of Canadians think global warming is a theory that has not yet been proven.

The proportion of Canadians who believe global warming is an unproven theory has remained stable since November 2009.

However, Americans and Britons have gradually become more doubtful about climate change. In both countries, the proportion of respondents who brand global warming as an unproven theory has increased by six points since November.

KEY FINDINGS

- **58% of Canadians, 41% of Americans and 38% of Britons say global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities**
- **27% of Britons, 25% of Americans and 18% of Canadians think global warming is a theory that has not yet been proven.**

Full topline results are at the end of this release.

From April 6 to April 12, 2010 Angus Reid Public Opinion conducted an online survey among 1,006 Canadian adults who are Angus Reid Forum panellists, 1,005 American adults who are Springboard America panellists, and 2,006 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada and the United States, and 2.2 per cent for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the US and Great Britain. Discrepancies in or between totals are due to rounding.

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Environment and the Economy

A large proportion of Canadians (63%) think it is more important to protect the environment, even at the risk of hampering economic growth, while 18 per cent would prefer to foster economic growth, even at the risk of damaging the environment.

Almost half of Britons would rather protect the environment (46%) than foster economic growth (29%). Americans are closely divided on this issue (40% to 34%).




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Global Warming

Which of the following statements comes closest to your view of global warming (or climate change)?

| | CANADA  | UNITED STATES  | GREAT BRITAIN  |
|--|--|---|---|
| Global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities | 58% | 41% | 38% |
| Global warming is a fact and is mostly caused by natural changes | 17% | 20% | 26% |
| Global warming is a theory that has not yet been proven | 18% | 25% | 27% |
| Not sure | 7% | 14% | 9% |

Global Warming

What is more important to you at this point?

| | CANADA  | UNITED STATES  | GREAT BRITAIN  |
|---|--|---|---|
| Protecting the environment, even at the risk of hampering economic growth | 63% | 40% | 46% |
| Fostering economic growth, even at the risk of damaging the environment | 18% | 34% | 29% |
| Not sure | 19% | 26% | 25% |

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Global Warming

Which of the following statements comes closest to your view of global warming (or climate change)?

CANADA



| | Apr. 2010 | Dec. 2009 | Nov. 2009 |
|---|------------------|------------------|------------------|
| Global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities | 58% | 52% | 63% |
| Global warming is a fact and is mostly caused by natural changes | 17% | 17% | 16% |
| Global warming is a theory that has not yet been proven | 18% | 17% | 16% |
| Not sure | 7% | 13% | 5% |

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Global Warming

Which of the following statements comes closest to your view of global warming (or climate change)?

UNITED STATES



| | Apr. 2010 | Dec. 2009 | Nov. 2009 |
|---|-----------|-----------|-----------|
| Global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities | 41% | 46% | 49% |
| Global warming is a fact and is mostly caused by natural changes | 20% | 23% | 20% |
| Global warming is a theory that has not yet been proven | 25% | 21% | 19% |
| Not sure | 14% | 10% | 11% |

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Global Warming

Which of the following statements comes closest to your view of global warming (or climate change)?

GREAT BRITAIN



| | Apr. 2010 | Dec. 2009 | Nov. 2009 |
|---|-----------|-----------|-----------|
| Global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities | 38% | 43% | 47% |
| Global warming is a fact and is mostly caused by natural changes | 26% | 28% | 25% |
| Global warming is a theory that has not yet been proven | 27% | 20% | 21% |
| Not sure | 9% | 9% | 7% |

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specialising in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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