

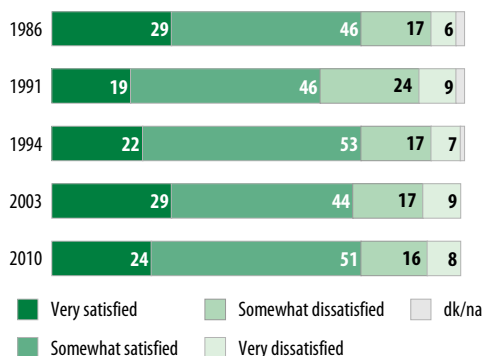
# Environment

**STATE OF THE ENVIRONMENT.** The environment has been a major source of public concern for the past three decades, and this has persisted through the recent economic recession. At the same time, Canadians continue to be markedly positive about the state of the environment in their own part of the country. Three-quarters say they are very (24%) or somewhat (51%) satisfied with the quality of the environment in their area of the country, compared with one-quarter (24%) who are dissatisfied. This perception has remained largely stable over the past 25 years; strong satisfaction is down somewhat since 2003 (when it stood at 29%), but remains well above the level recorded in 1991 (19%).

Strong satisfaction is most widespread in B.C. and Saskatchewan, as well as among men and rural residents, and this view has declined most noticeably since 2003 in Quebec and Manitoba. Opinions are least apt to be positive in Quebec and Toronto, as well as among Canadians 30 to 44 years of age and those with a university education.

## Satisfaction with environmental quality in your area

1986 - 2010

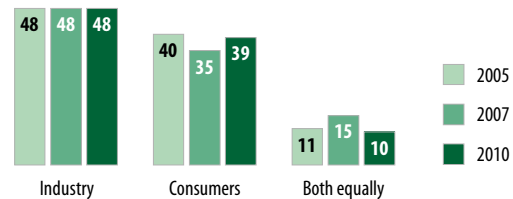


**GREATEST THREAT TO THE ENVIRONMENT.** Who do Canadians see as posing the greatest threat to the environment? As before, opinion is largely divided between those who identify industry (which produces chemicals and waste that threaten air, water and soil) (48%) and those who point the finger at consumers (who buy, use and dispose of the products that industry produces and have certain lifestyle expectations) (39%). One in ten (10%) insist that industry and consumers are equally responsible.

Views on this question are largely unchanged since 2005, with a modest increase since 2007 in those identifying consumers rather than both equally (with this trend most evident among women, older Canadians, those with less education/income, and residents of Alberta and Manitoba). Industry is most likely to be seen as responsible in Quebec (54%), while Albertans are most apt to place the primary responsibility on consumers (49%).

## Greatest threat to our environment

2005 - 2010



## STRATEGIES TO REDUCING INDUSTRY POLLUTION.

What is the best strategy for ensuring that Canadian industries reduce their negative impact on the environment?

As in previous years, there is no public consensus on this question, but Canadians continue to place greater confidence in “command and control” approaches involving laws, regulations and heavy fines for infractions (43%), over economic strategies involving tax breaks and financial incentives (33%) or public reporting of company pollution levels to embarrass companies into cleaning up (18%).

Opinions have remained largely stable since 1995, with a modest shift since 2007 from laws and regulations to public reporting. Views are now largely similar across the population, but there have been some shifts in preference in the direction of laws and fines (Ontario, Alberta), economic measures (Atlantic Canada, Quebec, Saskatchewan), and public reporting (Manitoba, Alberta, Canadians 18 to 29, and those with the lowest incomes).

Most effective approach  
to reduce industry pollution  
1995 - 2010

