

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Vast majority accept climate change**

### **Conservatives, Albertans, Atlantic Canadians, males most common deniers**

TORONTO JULY 19<sup>th</sup>, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1624 Canadians 18 years of age and older, the vast majority (81%) believe the climate is changing, while just more than one tenth deny this (13%). Very few have no opinion (6%). Denial is most common to Gen X (45 to 54 - 18%), males (17%), mid-income groups (\$40K to \$60K - 18%), Atlantic Canada (19%), Alberta (20%), Conservative voters (29%), the least educated (17%) and Evangelical Christians (32%).

### **Phrase "Climate Change" slightly preferred to "Global Warming"**

The term "Climate Change" is preferred slightly to the phrase "Global Warming" (50% to 44%), and few choose some other term (4%) or don't have an opinion (1%). "Climate Change" (the term used by experts) is preferred mostly by younger groups (35 to 44 - 56%), males (57%), wealthier groups (\$80K to \$100K - 62%), in the prairies (66%) and Alberta (58%), among Conservative supporters (64%), the best educated (post grad - 56%) and Evangelical Christians (67%).

### **Majority of acceptors believe climate change caused by man**

The majority of those who believe climate change is occurring believe it is caused by human activity (58%), whereas fewer than one fifth think it is a natural phenomenon (17%). One quarter think it is both (24%). Belief climate change is naturally occurring is characteristic of the oldest (22%), males (20%), lower income groups (less than \$40K - 21%), Alberta (25%), Conservative voters (33%), Protestant (24%) and Evangelical Christians (26%) and non-Christians (23%).

### **Split opinion on whether climate change can be reversed**

Just more say climate change can be reversed (42%) than say it cannot (38%), while one fifth don't know if it can or not (19%). Belief climate change is reversible is common to Boomers (55 to 64 - 51%), mid-income groups (\$40K to \$80K - 46%), Ontario (47%) but not Alberta (25%), among Liberals (47%), the best educated (post grad - 49%), Protestant Christians (46%) and Catholics (47%) and among those with children (46%).

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#### **TORONTO**

**July 19<sup>th</sup>, 2014**

#### **HIGHLIGHTS:**

- The vast majority (81%) believe the climate is changing, while just more than one tenth deny this (13%).
- The term Climate Change is preferred slightly to the phrase Global Warming (50% to 44%).
- The majority of those who believe climate change is occurring believe it is caused by human activity (58%), whereas fewer than one fifth think it is a natural phenomenon (17%).
- Just more say climate change can be reversed (42%) as say it cannot (38%), while one fifth don't know if it can or not (19%).

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## **HIGHLIGHTS:**

- Respondents were presented with a range of statements about climate change and asked which best fit their opinion:  
The plurality, about one third, select "climate change is serious, but can be reversed if we act now" (35%), followed by "climate change is the most serious problem facing mankind" (25%).
- "It is especially unfortunate that climate change, a very real and urgent problem which will yield only to rational discussion and cooperative action, has become hijacked by ideology, the point where one's political passions outweigh the need to work together to save the planet on which we live," said Forum Research President, Dr. Lorne Bozinoff.

## **Plurality agree climate change is serious but can be reversed**

Respondents were presented with a range of statements about climate change and asked which best fit their opinion. The plurality, about one third, select "climate change is serious, but can be reversed if we act now" (35%), followed by "climate change is the most serious problem facing mankind" (25%). One fifth take a more sanguine view, agreeing "climate has been changing back and forth for thousands of years" (21%). Few indeed agree that they don't worry too much about climate change (6%), that it is an act of God (4%), or, especially, as some have said, that climate change will have the benefit of opening up more land to cultivation (1%). Conservative voters are especially likely to say the climate has been changing for thousands of years (36%), while Evangelical Christians are the most likely to say it is an act of God (14%).

"It is especially unfortunate that climate change, a very real and urgent problem which will yield only to rational discussion and cooperative action, has become hijacked by ideology, the point where one's political passions outweigh the need to work together to save the planet on which we live," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1624 randomly selected Canadians 18 years of age and older. The poll was conducted on July 17-18<sup>th</sup>, 2014.

Results based on the total sample are considered accurate +/- 2%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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**Climate Change**

*'Do you believe the earth's climate is changing or not?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1624	139	166	278	459	582	747	877
Believe climate is changing	81	81	83	79	82	79	77	84
Do not believe climate is changing	13	10	12	18	13	14	17	10
Don't know	6	9	5	2	5	6	6	6

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1624	128	363	613	116	186	218	1300	324
Believe climate is changing	81	77	84	84	75	73	78	80	85
Do not believe climate is changing	13	19	9	12	17	20	14	14	9
Don't know	6	4	6	4	8	7	8	6	5

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1624	453	615	269	88	67	61
Believe climate is changing	81	64	90	90	85	82	72
Do not believe climate is changing	13	29	8	6	10	12	9
Don't know	6	8	2	3	5	6	19

**Religion**

%	Total	Christi an	Protestant Christian	Evangelical Christian	Cath olic	Other Christian	Non-Christian	No ne
Sample	1624	1191	472	69	530	120	91	342
Believe climate is changing	81	78	76	61	82	82	81	87
Do not believe climate is changing	13	16	18	32	13	10	10	7
Don't know	6	6	6	7	5	8	9	6

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**Climate Change/Global Warming Term Use**

*'Which term do you use for this phenomenon, climate change or global warming?'*

*[Believe that climate is changing]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1303	112	137	220	375	459	576	727
Climate change	50	51	56	54	45	43	57	45
Global warming	44	40	40	43	52	51	38	50
Something else	4	8	4	2	3	3	5	4
Don't know	1	1	0	0	1	2	1	1

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1303	103	304	501	89	129	177	1033	270
Climate change	50	38	52	49	66	58	46	50	53
Global warming	44	53	43	45	33	38	48	45	42
Something else	4	5	4	5	0	4	5	4	5
Don't know	1	4	1	1	1	0	1	1	1

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1303	288	550	237	73	58	46
Climate change	50	64	51	47	30	48	26
Global warming	44	33	45	49	61	50	54
Something else	4	2	3	4	8	2	20
Don't know	1	0	1	1	1	1	0

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1303	938	373	44	431	90	73	292
Climate change	50	49	48	67	48	46	28	58
Global warming	44	46	50	29	46	48	59	37
Something else	4	4	1	2	5	6	7	4
Don't know	1	1	1	1	1	0	5	1

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**Cause of Climate Change**

*'Do you believe changing climate is a natural phenomenon or is it caused by human activity?'*

*[Believe that climate is changing]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1303	112	137	220	375	459	576	727
Natural phenomenon	17	16	14	18	15	22	20	14
Caused by human activity	58	47	64	60	67	59	57	59
Both	24	36	21	21	18	18	22	27
Neither	0	1	1	0	0	0	1	0
Don't know	0	0	1	1	0	0	0	0

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1303	103	304	501	89	129	177	1033	270
Natural phenomenon	17	14	18	15	20	25	17	16	18
Caused by human activity	58	60	63	61	51	38	53	56	63
Both	24	26	19	23	29	36	29	26	19
Neither	0	0	0	1	0	1	0	1	0
Don't know	0	0	0	1	0	0	0	1	0

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1303	288	550	237	73	58	46
Natural phenomenon	17	33	12	14	11	9	21
Caused by human activity	58	38	62	60	76	79	58
Both	24	29	24	25	12	12	20
Neither	0	0	1	0	1	0	0
Don't know	0	0	1	1	0	0	0

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1303	938	373	44	431	90	73	292
Natural phenomenon	17	18	24	26	14	19	23	12
Caused by human activity	58	56	51	33	62	50	52	64
Both	24	24	24	37	22	29	25	24
Neither	0	1	0	0	1	1	0	0
Don't know	0	1	1	3	1	1	0	0

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## *Reverse of Climate Change*

*'Do you believe climate change can be reversed or not?'*

*[Believe that climate is changing]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1303	112	137	220	375	459	576	727
Can be reversed	42	32	45	47	51	43	43	42
Cannot be reversed	38	47	39	36	27	36	40	37
Don't know	19	20	16	18	22	21	17	21

### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1303	103	304	501	89	129	177	1033	270
Can be reversed	42	42	44	47	33	25	42	42	44
Cannot be reversed	38	34	41	35	42	52	33	37	41
Don't know	19	24	15	18	24	23	25	21	15

### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1303	288	550	237	73	58	46
Can be reversed	42	34	47	44	48	50	31
Cannot be reversed	38	46	35	34	31	45	62
Don't know	19	20	17	22	21	5	8

### **Religion**

%	Total	Chris tian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non- Christian	None
Sample	1303	938	373	44	431	90	73	292
Can be reversed	42	45	46	38	47	37	32	39
Cannot be reversed	38	35	32	44	35	40	44	44
Don't know	19	20	22	18	18	22	24	17

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### **Climate Change Attitude**

*'Which of the following statements best describes your attitude to climate change?'*

*[Believe that climate is changing]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1303	112	137	220	375	459	576	727
Climate has been changing back and forth for thousands of years	21	26	17	21	20	21	25	19
Climate change is the most serious problem facing mankind	25	21	30	22	28	29	26	25
Climate change will be beneficial as more land becomes available	1	1	0	2	2	2	1	2
Climate change is serious, but can be reversed if we act now	35	33	32	37	38	34	32	37
I don't worry too much about climate change	6	7	6	6	5	8	8	5
Climate change is an act of God	4	1	9	6	3	4	3	5
None of these	6	11	6	4	3	1	5	6
Don't know	1	1	1	3	1	2	0	2

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**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1303	103	304	501	89	129	177	1033	270
Climate has been changing back and forth for thousands of years	21	14	25	17	30	26	25	20	25
Climate change is the most serious problem facing mankind	25	25	22	30	20	14	29	27	21
Climate change will be beneficial as more land becomes available	1	0	1	1	2	4	1	1	1
Climate change is serious, but can be reversed if we act now	35	39	40	33	29	30	31	33	40
I don't worry too much about climate change	6	12	4	8	5	7	3	7	3
Climate change is an act of God	4	1	3	5	6	4	5	5	3
None of these	6	6	5	4	4	13	6	6	5
Don't know	1	3	0	2	5	1	1	2	0

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**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1303	288	550	237	73	58	46
Climate has been changing back and forth for thousands of years	21	36	19	14	15	18	26
Climate change is the most serious problem facing mankind	25	13	26	33	40	28	13
Climate change will be beneficial as more land becomes available	1	2	1	2	0	0	1
Climate change is serious, but can be reversed if we act now	35	24	38	38	34	46	29
I don't worry too much about climate change	6	12	6	5	2	3	10
Climate change is an act of God	4	7	4	3	4	5	5
None of these	6	6	6	3	6	0	11
Don't know	1	1	1	2	0	0	5

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**Religion**

%	Total	Christia n	Protestant Christian	Evangelical Christian	Cath olic	Other Christian	Non- Christian	None
Sample	1303	938	373	44	431	90	73	292
Climate has been changing back and forth for thousands of years	21	21	22	33	19	20	17	23
Climate change is the most serious problem facing mankind	25	24	26	13	22	32	25	28
Climate change will be beneficial as more land becomes available	1	1	2	1	1	1	1	1
Climate change is serious, but can be reversed if we act now	35	34	30	16	40	29	41	34
I don't worry too much about climate change	6	8	9	3	8	6	7	3
Climate change is an act of God	4	5	5	14	4	8	8	2
None of these	6	4	3	16	4	2	1	9
Don't know	1	2	2	3	2	1	1	0

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