



Date: February 14, 2007

Re: Public Response to BC Government Environment Plans

A poll commissioned by Global TV among a random sample of 300 B.C. adults indicates that:

- ▶ 67% are 'extremely' or 'very' concerned about the impact of climate change on future generations;
- ▶ Only 51% are confident (very or somewhat) that BC will be able to reduce gas emissions by at least 33% below current levels by 2020;
- ▶ Younger residents are more confident than older residents in meeting the target;
- ▶ In terms of actions people are likely to take to reduce emission:
 - 56% are likely to change vehicles;
 - 50% will plant additional trees on their property;
 - 44% will increase their use of public transit (54% of GVRD residents);
 - 39% would support higher density housing in their neighbourhoods (increasing to 45% in the GVRD, 57% in the City of Vancouver);
 - 34% would consider living in a smaller home to conserve energy.

Mustel Group is a Vancouver-based market research firm with a 25 year history and enviable record of accuracy for political polling. For our 'Proven Record of Accuracy' go to our website at: www.mustelgroup.com/accuracy.asp.

Survey conducted: February 14, 2007
Methodology: Random sample of 300 BC adults, 18 years of age and over
Margin of error: ±5.8% at the 95% confidence level;
Sponsored by: Global TV
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