

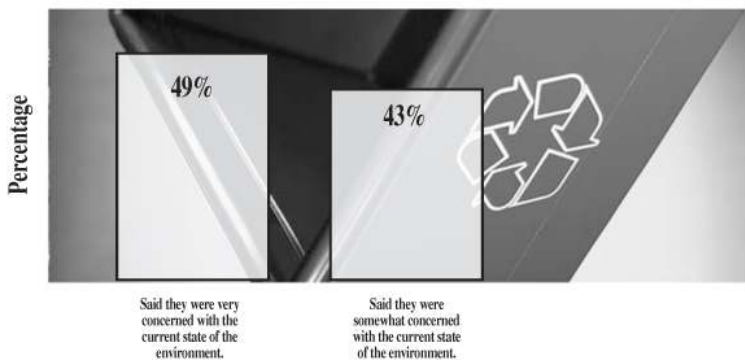


# Poll STATION

With Linda Banister

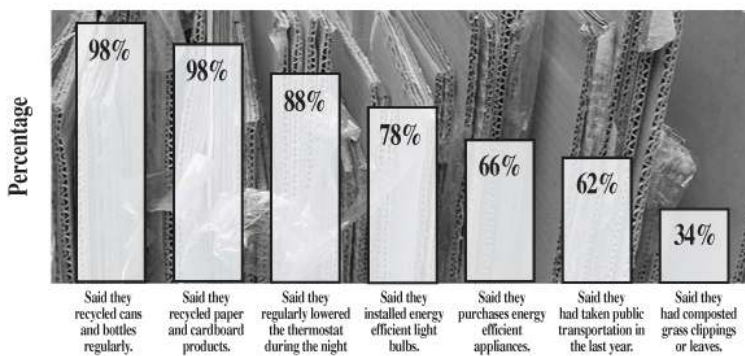
The state of the world's environment has become a contentious issue across the globe. Environmental issues once pedaled by special interest groups are now being debated and addressed by high ranking politicians, celebrities, and even our next door neighbours. This month's *Poll Station* asked Edmontonians about their perspective on the state of the environment, activities they perform to be "green", and how well they believe the provincial government is addressing environmental issues.

## ARE YOU CONCERNED ABOUT THE ENVIRONMENT?



To begin the survey, respondents were asked how concerned they were about the current state of the environment. The majority (92 percent) of respondents expressed concern to some degree: 43 percent were somewhat concerned and 49 percent were very concerned.

## WHAT ARE YOU DOING TO REDUCE YOUR IMPACT?



Respondents were then asked if they had participated in a number of green or environmentally-friendly activities over the past year. Recycling was the most popular activity, with nearly all respondents having recycled bottles or cans (98 percent), and paper or cardboard products (93 percent). Eighty-eight percent regularly turned down the thermostat at night or when no one was home, and more than three-quarters (78 percent) had installed energy efficient light bulbs. Two thirds of respondents had purchased energy efficient appliances, 62 percent had taken public transportation in the past year, while one third (34 percent) had composted grass clippings or leaves.

When asked about additional efforts to be environmentally friendly, 21 percent of respondents had reduced their vehicle emissions by riding a bike, walking, carpooling, driving less in general, or not idling their vehicle. Seven percent picked up litter or did not litter, and seven

percent upgraded their residences with new windows, insulation, housewrap or a new furnace. Other green activities included stopping smoking (three percent), using less water or reducing lawn watering (three percent), drying clothes on a clothesline (two percent), and washing laundry in cold water (two percent).

## WHAT ABOUT GLOBAL WARMING?

Respondents were then asked how concerned they were about global warming. The majority (82 percent) indicated they were concerned about the phenomenon, with 39 percent of them being very concerned. Seven percent were not concerned about global warming and provided a variety of reasons why, including that global warming is a scientific exaggeration, that recent climate changes are part of a recurrent normal cycle, and that the Earth needs more warmth.

## ARE YOU SATISFIED WITH GOVERNMENT INITIATIVES?

Respondents were not overly satisfied with the job the provincial government is doing regarding environmental issues. Only 31 percent of respondents indicated they were satisfied. Half were dissatisfied in this regard, with 24 percent of them being very dissatisfied. They felt the provincial government could be doing a number of things to address environmental issues: exercising more control over the oil and gas industry, including gas prices and royalties (26 percent); setting stricter emission standards (18 percent); educating the public on environmental issues (14 percent); improving public transit systems or reducing transit costs (12 percent); and enforcing legislation or upholding environmental promises in general (10 percent). They also indicated that the government should comply with Kyoto Accord regulations (eight percent), better address environmental issues concerning corporations and industries in general (eight percent); and limit oil sands development and use more environmentally friendly methods of oil exploration (eight percent). ✓

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking.

## Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail at [lbanner@edmontonians.com](mailto:lbanner@edmontonians.com).

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Visit [www.banister.ab.ca](http://www.banister.ab.ca).