



Media Release

Canadians do not want Kyoto ratification until impact known National Survey Provides Clear Choice

Ottawa, November 7, 2002 - A national survey of Canadians released by polling firm SES Canada Research Inc. indicates that a majority of Canadians (55%) believe that Canada should not ratify the Kyoto accord until the economic impact is clearly understood.

A national telephone poll completed by SES Canada Research Inc. between October 25th and November 3rd, 2002 asked 1,000 Canadians the following question:

Some people think that [ROTATE OPTIONS] Canada needs to ratify the Kyoto Accord as proposed by the federal Liberal government because it will have a positive impact on our environment. Other people think that Canada should not ratify the accord until there is a better understanding of its impact on the economy. Which of these two opinions best reflects your view?

The question posed by SES goes beyond measuring support for the principle of Kyoto – namely the reduction of greenhouse gases. SES polling data places opinions on Kyoto within a broader context that includes the economy.

“Legislators should not confuse support for the principle of Kyoto with support for what the practical outcomes may be,” said Nikita Nanos, the Managing Director of SES Canada Research. “These results are very consistent with polling trends over the years. Canadian goodwill on the environment has always taken a back seat to jobs and the economy, particularly during uncertain economic times.” Demographically the only young Canadians under 30 support Kyoto ratification by a very narrow margin (41% favour ratification, 39% oppose ratification). Geographically, the strongest opposition to ratification is among Western Canadians (62% oppose ratification).

“Polling indicates that if the economic impact of Kyoto is not clearly articulated by the federal Liberal government, Kyoto may develop into a political liability and a messy legacy for the next Liberal leader,” stated Nanos.



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SES's National Omnibus Survey is conducted every three months. It is based on a random telephone sample of 1,000 Canadians, 18 years of age and older and was conducted between October 25th and November 3rd, 2002. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm with offices in Toronto and Ottawa.

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com>.

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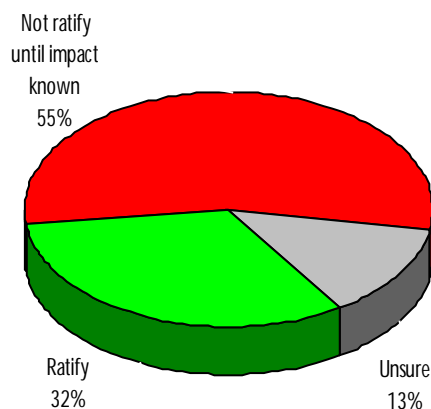
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Canada – Kyoto Accord Ratification

KYOTO RATIFICATION

(N=1,000)



COMMENTARY

Given the choice between the environment and the economy, Canadians, by a clear margin would prefer that the federal government not ratify the Kyoto accord until the impact on the economy is better understood.

Although split in their opinions, young Canadians are more likely to support Kyoto ratification compared to Canadians over 30.

A comparison of support by vote preference indicates that Liberals were more likely to support the accord compared to other voters, but still remain split on ratification (42% ratify, 48% not ratify).

This compares to Westerners and Canadian Alliance supporters were more likely to oppose the Kyoto ratification.

THE METHODOLOGY

Between October 25th and November 3rd, 2002, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results of the survey are accurate \pm 3.1%, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

THE QUESTION

Some people think that [ROTATE OPTIONS] Canada needs to ratify the Kyoto Accord as proposed by the federal Liberal government because it will have a positive impact on our environment. Other people think that Canada should not ratify the accord until there is a better understanding of its impact on the economy. Which of these two opinions best reflects your view?

Target Groups (+/- index score)	Ratify Kyoto	Not Ratify Kyoto	Unsure
Atlantic	+9	-8	-1
Quebec	+9	-10	+1
Ontario	-2	+2	0
West	-7	+7	0
Men	+3	+1	-4
Women	-3	-1	+4
18 to 29	+9	-16	+8
30 to 39	-3	+5	-2
40 to 49	-1	+6	-4
50 to 59	0	-2	+2
60 plus	-4	+6	-2
Liberal voters	+10	-7	-2
CA voters	-26	+32	-6
PC voters	-4	+8	-5
NDP voters	-4	+6	-2
BQ voters	+15	-13	-2
Undecided	-2	-10	+12

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +9 score noted above in Atlantic would indicate that Atlantic Canadians are 9% more likely to ratify the Kyoto Accord compared to the national average. Readers should focus on scores greater than +/-5.

ABOUT SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

In order to maximize turn-around time and increase efficiency, SES has a 110-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website

www.sesresearch.com or contact:

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