

GLOBAL WARMING

A CANADIAN PERSPECTIVE
NOVEMBER 2006

About the Survey

The Nielsen Global Omnibus surveys around 23,500 Internet users around the world every six months - representing a global online population of close to one billion consumers. The survey has been gaining traction both internally and externally since it was launched as an Asia Pacific initiative more than four years ago, before 'going global' at the end of 2004. The survey now spans 42 countries across 15 time zones.



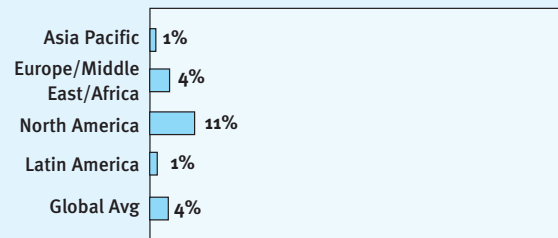
In the first week of February 2007, the Intergovernmental Panel on Climate released a report in Paris which summarized the combined findings of the world's leading scientific specialists on climate change. The report was the strongest warning yet to the international community that "global warming is so severe that it will 'continue for centuries' and that humans are to blame" (CBC.CA/news). However, global warming and the part played by consumption of carbon based fuels have been topics in the media, environmental and scientific communities for decades.

Just prior to recent media coverage of the topic, Nielsen surveyed consumers in 42 countries about their awareness and opinions surrounding global warming. The results indicate some interesting regional differences that have reached the political level as the nations attempt to deal with what may or may not be a global crisis.

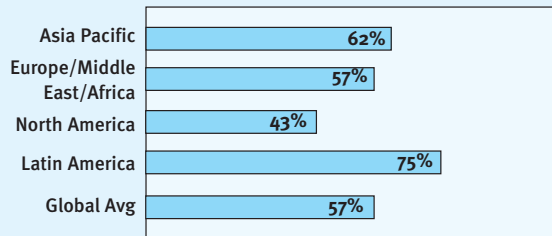
Have you heard of Global Warming?



Global Warming is Not a Serious Problem

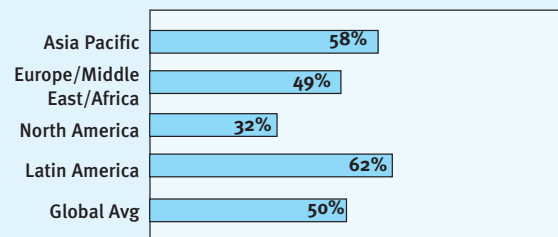


Global Warming is a Very Serious Problem



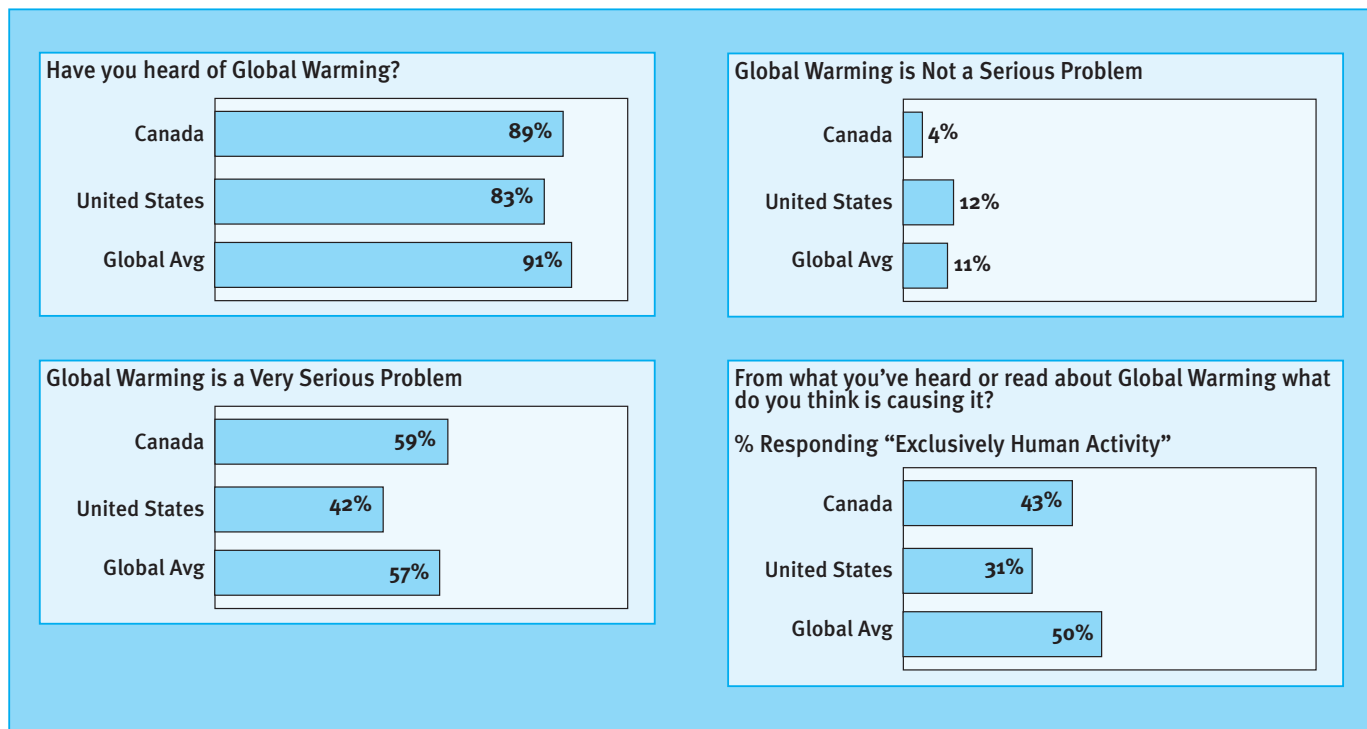
From what you've heard or read about Global Warming what do you think is causing it?

% Responding "Exclusively Human Activity"



Looking across the four main global regions, it becomes clear that North Americans have perceptions of global warming that differ significantly from their global counterparts. Fewer consumers have heard of the issue of global warming, far fewer believe it is a very serious problem or that it is exclusively a result of human activity.

When the Paris conference was concluded, President Chirac of France noted his frustration that "some large countries, large rich countries, still must be convinced." They are "refusing to accept the consequences of their acts" he said (CBC.CA/news). Although he did not name any nation directly it is reasonable to assume he was referring to the absence of Russia, India, China and the United States from the conference, the four countries whose industrial activity produces the largest volume of greenhouse gases.



Based on responses to Nielsen's online survey, fewer American than Canadian consumers have heard or read anything about the issue, and only a minority rate it as a very serious problem.

The majority of Canadians surveyed agree that global warming is a very serious problem, which is higher than the global average. While twelve percent of United States consumers responded that it is not a serious problem, only four percent of Canadians agreed with this statement. Forty-three percent of Canadians agree that climate change is exclusively a result of human activity while only thirty-one percent of United States consumers voiced this opinion. Clearly there is a high level of divergence between Canadian and United States consumer attitudes to this problem.

The survey results suggest that Canadians are more closely aligned with global attitudes towards the issue of global warming than with their neighbours to the South.

Additionally, as recent political polling has underlined, Canadians are sharply aware of the topic and believe that it is a very serious problem facing our planet. Policy makers and others involved in either the creation of greenhouse gases or the development of solutions to this problem would be advised to keep in mind that Canadians are not only knowledgeable about this issue, but perceive the problem as a serious one.

To explore this information further contact your Nielsen representative or visit www.nielsen.com

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