



*North American Public Opinion
on Buying Renewable Energy
with Taxpayer Money*

*Research and Analysis Conducted for
the Commission for
Environmental Cooperation*

March 2002



Introduction

This report analyzes the results of an omnibus question fielded by Environics International for the Commission for Environmental Cooperation (CEC). The results of this survey are based on telephone interviews conducted in Canada, Mexico and the United States. The Canadian survey was conducted on a sample of 1,502 adult Canadians between March 5 and 16, 2002. The American survey was conducted on a sample of 1,001 adult Americans between February 15 and 17, 2002, and the Mexican survey was conducted on a sample of 1,000 adult Mexicans between February 10 and 24, 2002. All samples have been weighted to 1,000 for the purposes of analysis. The omnibus survey question and results reported herein are provided on a confidential basis to the Client. The Client is free to use the findings in whatever manner it chooses, including releasing them to the public or media.

Environics International subscribes to the standards of the Canadian Association of Marketing Research Organizations (CAMRO). CAMRO sets minimum disclosure standards for studies that are released to the public or media. The purpose is to maintain the integrity of market research by avoiding misleading interpretations.

If you are considering dissemination of findings, please consult with us regarding the details that must be included in press releases, etc.. CAMRO standards require us to “provide bona-fide inquirers information about study details, should these not be included in the data released by the client.”

All figures and charts in this report are expressed in percentages.

For more information, please contact:

Mr. Rob Kerr, Senior Consultant
Environics International Ltd.
33 Bloor Street East, Suite 900
Toronto, Ontario M4W 3H1
Tel: 1 (416) 920-9010
Fax: 1 (416) 920-3510
global@EnvironicsInternational.com

www.EnvironicsInternational.com

Table of Contents

INTRODUCTION	1	
EXECUTIVE SUMMARY	5	
DETAILED REPORT	6	Support for Buying Renewable Energy with Taxpayer Money
QUESTIONNAIRE	8	
APPENDIX OF TABLES	9	

Executive Summary

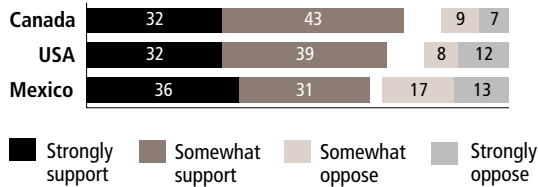
- Strong majorities of respondents in Canada, the United States, and Mexico support the use of taxpayer money by governments to buy renewable energy. One-third of respondents in each country show strong support.
- In all three countries, support for the purchase of renewable energy tends to increase with degree of education.
- Strong support for the initiative is lower among those with low household incomes in Canada and the United States.
- Young Mexicans are more likely to show strong support for purchasing renewable energy with taxpayer money compared to their American and Canadian counterparts.

Detailed Report:

Support for Buying Renewable Energy with Taxpayer Money

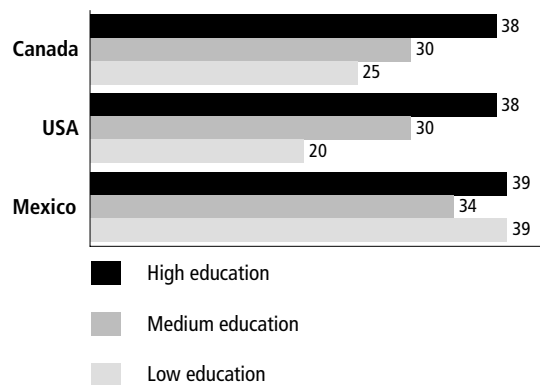
Support for Governments Using Taxpayer Money to Buy Renewable Energy

By Country



Support for Governments Using Taxpayer Money to Buy Renewable Energy

"Strongly Support," by Education



INHABITANTS OF Canada, the United States, and Mexico were asked how much they support or oppose the use of taxpayer money by governments to buy renewable energy. The question was prefaced by the following: "Some people believe the federal, provincial/state, and local governments should begin buying renewable energy such as solar and wind power or energy generated from fuel cells. They believe these clean, renewable energy sources will reduce dependence on foreign oil, increase national security, and improve environmental performance."

Overall, respondents tend to support the buying of renewable energy, with results varying little by county. In Canada, three-quarters of respondents say they strongly (32%) or somewhat (43%) support the use of taxpayer money by governments to buy renewable energy. Support is also high in the United States, where seven in ten respondents say they are strongly (32%) or somewhat (39%) supportive, as well as in Mexico, where two-thirds of respondents strongly (36%) or somewhat (31%) support the purchase of renewable energy using taxpayer money.

Although Mexico has a lower percentage of respondents supporting the initiative overall, particularly compared to Canada, it

has a larger proportion of respondents than in Canada and the United States who express strong support. However, Mexicans (30%) are more likely to oppose the initiative than are residents of Canada (16%) and the United States (19%).

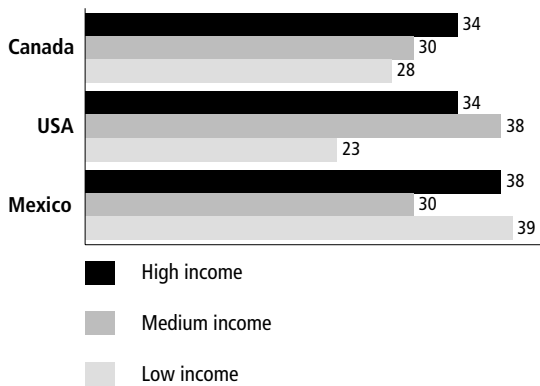
These findings are consistent with, although slightly lower than, results from Environics International's 2001 International Environmental Monitor, which shows that over one-third each of Americans (39%), Canadians (37%), and Mexicans (37%) strongly agree that they would be willing to pay a 10 percent premium for household electricity if it comes from a renewable source.

Demographically, general support for the purchase of renewable energy tends to increase with increasing levels of education in all three countries. In Canada, the highly educated* (38%) are much more likely than those with lower levels of education (25%) to strongly support the purchase of renewable energy. Fourteen percent of Canadians with low levels of education are strongly opposed compared to only 3 percent of the highly educated. Similar results occur in the United States, where four in ten respondents (38%) with high levels of education express strong support compared to 20 percent for those with low levels of edu-

*In all countries, low education refers to those with no education or who have completed less than high school; medium refers to those who have completed high school or some university/college; high refers to those who have completed university/technical education or have any postgraduate education.

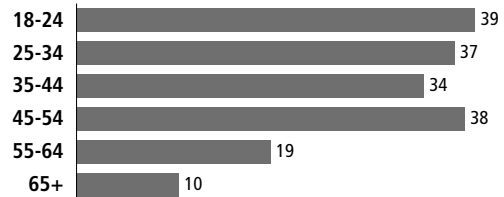
Support for Governments Using Taxpayer Money to Buy Renewable Energy

"Strongly Support," by Annual Household Income



Support for Governments Using Taxpayer Money to Buy Renewable Energy

"Strongly Support," by Age Mexico



cation. One-quarter (26%) of Americans with low education strongly oppose the initiative.

Although overall support for the purchase of renewable energy tends to increase somewhat with higher levels of education in Mexico as well, the level of strong support does not differ with education.

In Canada and the United States, strong support for the purchase of renewable energy with taxpayer money tends to be less among those with lower annual household income levels. Canadians with low income levels (28%) are less likely than those with medium-to-high (39%) and high (34%) household incomes to say they strongly support the purchase of renewable energy. A similar situation exists in the United States, with respondents in low-income households (23%) being less likely than those with high incomes (34%) to show strong support. When looking specifically at those who strongly support the initiative in Mexico, there is no real difference in strong support among the income levels.

In Canada and the United States, younger respondents tend to show more support for the purchase of renewable energy with taxpayer money than their elders. Canadians between the ages of

18 to 24 show the most support (84%), although they are less likely to show strong support (25%) for the initiative compared to their elders (32%). In the United States, younger respondents (78%) also are more supportive than their elders (60%), although again, they are less likely to show strong support.

Although Mexican youth between the ages of 18 and 24 are less likely than their Canadian or American counterparts to say they support the purchase of renewable energy (70%), Mexico is the only country surveyed that has more respondents in this age bracket saying that they strongly support the initiative (39%). In fact, only in Mexico are younger respondents much more likely than their elders (10%) to show strong support. Four in ten respondents (40%) over the age of 65 – a response rate double to that in Canada and the United States – say they oppose the purchase of renewable energy with taxpayer money.

When it comes to gender, in Canada and the United States, men are more likely than women to strongly support the purchase of renewable energy with taxpayer money. In the United States, men are also more likely than women to be strongly opposed. No significant gender differences in response were observed in Mexico.

Questionnaire

- 1** Some people believe the federal and provincial/state and local governments should begin buying renewable energy such as solar and wind power or energy generated from fuel cells. They believe these clean, renewable energy sources will reduce dependence on foreign oil, increase national security, and improve environmental performance. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the use of taxpayer money to buy renewable energy?

Appendix of Tables

Total percentages may not add to 100 because of rounding

MEXICO

	TOTAL	GENDER		AGE						EDUCATION			HOUSEHOLD INCOME				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Low	Medium	High	Low	Medium low	Medium	Medium high	High
WEIGHTED SAMPLE	1,000	480	520	262	270	173	249	36	10	219	558	223	206	207	211	203	173
SUPPORT	67	65	69	70	64	68	67	75	60	65	66	73	64	66	64	69	74
Strongly support	36	35	38	39	37	34	38	19	10	39	34	39	39	35	30	39	38
Somewhat support	31	30	31	31	26	34	29	56	50	26	31	34	24	31	34	30	36
Somewhat oppose	17	19	15	16	19	17	15	8	30	16	18	14	17	17	18	18	13
Strongly oppose	13	13	13	11	14	13	14	17	10	16	13	10	17	15	14	9	10
OPPOSE	30	32	28	27	33	30	29	25	40	31	32	25	33	32	33	27	23
DK/NA	3	3	3	3	3	2	4	0	0	4	3	3	3	2	3	4	3

CANADA

	TOTAL	GENDER		AGE						EDUCATION			HOUSEHOLD INCOME				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Low	Medium	High	Low	Medium low	Medium	Medium high	High
UNWEIGHTED SAMPLE	1,502	750	752	118	244	347	337	182	256	261	741	478	197	329	286	200	236
WEIGHTED SAMPLE	1,000	499	501	79	162	231	224	121	170	174	493	318	131	219	190	133	157
SUPPORT	75	78	73	84	80	79	79	72	61	59	76	84	60	79	80	90	79
Strongly support	32	36	28	25	30	31	37	32	32	25	30	38	28	37	30	39	34
Somewhat support	43	42	45	59	50	47	42	40	29	34	46	46	32	41	50	50	45
Somewhat oppose	9	8	9	9	8	11	7	10	8	10	9	7	12	7	9	4	9
Strongly oppose	7	7	7	6	3	5	7	7	14	14	7	3	12	6	5	4	6
OPPOSE	16	15	17	15	11	16	15	17	22	24	16	10	23	13	14	8	15
DK/NA	9	7	11	1	9	5	7	11	17	17	8	6	16	9	6	1	6

Appendix of Tables

UNITED STATES

	TOTAL	GENDER		AGE						EDUCATION			HOUSEHOLD INCOME				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Low	Medium	High	Low	low	Medium	high	High
UNWEIGHTED SAMPLE	1,001	480	521	106	163	195	211	117	185	107	543	328	144	130	202	147	174
WEIGHTED SAMPLE	1,000	480	520	114	187	223	190	110	173	100	534	364	115	114	172	171	246
SUPPORT	71	71	70	78	79	69	74	62	60	52	69	79	56	76	79	76	75
Strongly support	32	36	28	28	34	27	34	37	31	20	30	38	23	31	38	34	34
Somewhat support	39	36	42	50	46	42	41	25	28	33	39	41	33	45	41	43	41
Somewhat oppose	8	8	8	5	8	10	6	10	7	4	7	10	8	10	5	7	10
Strongly oppose	12	15	9	15	8	9	13	15	13	26	13	5	19	7	8	9	12
OPPOSE	19	22	16	20	16	20	18	25	20	31	20	15	27	17	13	17	21
DK/NA	10	6	14	2	5	12	8	12	20	17	12	6	18	6	9	7	3