

BULLFROG BAROMETER

Canada's reputation abroad has suffered on the issue of climate change, but individual Canadians say that there is more they can do to improve their environment.

GENERATION GAPS

Gen Y is leaving environmental responsibilities to older generations

ONE QUARTER
OF
Gen Y

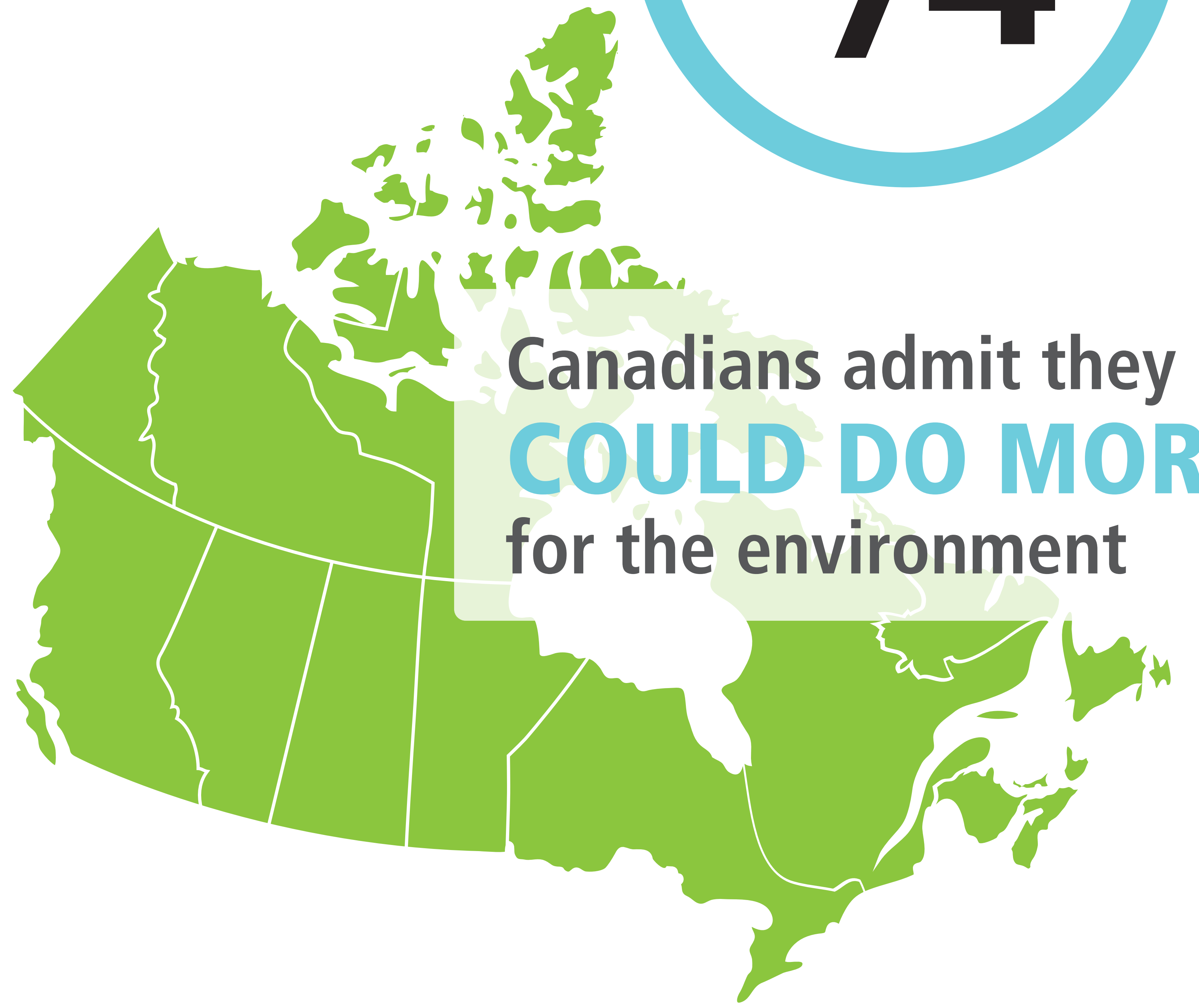
consider the environment
ONLY OCCASIONALLY

70% OF **Gen X**
acknowledge they **COULD DO MORE**
to reduce their personal footprint

ONE in THREE
BOOMERS
IS MORE CONCERNED
ABOUT THE ENVIRONMENT
THAN 1 YEAR AGO



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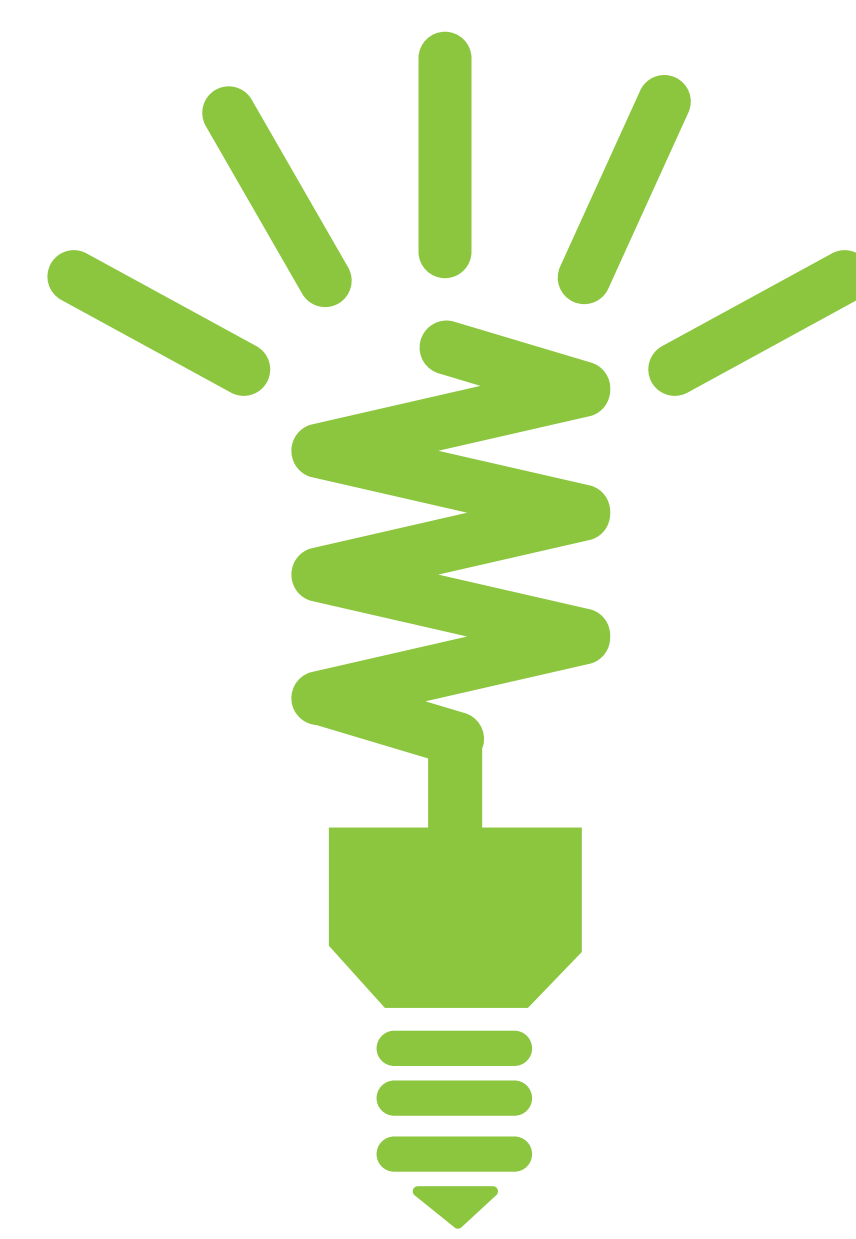
Canadians admit they
COULD DO MORE
for the environment

WHAT CAN YOU DO?



Unplug

Disconnect those unnecessary power cords in your home when not in use and think about purchasing energy efficient appliances.



Research

Where does the power come from in your province and what type of power is most heavily used?



Get involved

Find out how you can get involved with community renewable energy groups in your area.



SOURCE: Bullfrog Power in partnership with Environics Research Group surveyed 2,000 adults across Canada about their attitudes and opinions on environmental issues.

