
ENERGY: CANADIANS CONFLICTED ON CANADA AS AN ENERGY SUPERPOWER

Research Report

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INTRODUCTION:

Energy has become a central issue in Canada's national political debate. Stephen Harper's government sees energy exports as critical to Canada's economic well-being, and is determined to improve access to the global market. The leader of the Official Opposition, Thomas Mulcair, has focused more on Canadian energy security, minimizing our environmental footprint and increasing domestic value-added. Somewhere in the middle there is Justin Trudeau's Liberal Party. While it is still the early days in Trudeau's leadership, he has come out opposing Enbridge's proposed Northern Gateway pipeline, he expressed interest in possibilities of shipping bitumen to refineries in Eastern Canada and, more recently, he has indicated support of the Keystone XL pipeline.

Where do Canadians stand and how is that changing over time? In May, Innovative Research Group tracked a series of energy questions we first asked Canadians in 2007 on behalf of the Canadian Defense and Foreign Affairs Institute. Both studies were completed on our Canada 20/20 online panel. The CDFAI study can be found here <http://www.cdfai.org/polls.htm> and the current survey details can be found here <http://www.innovativeresearch.ca/public-polls.htm>.

Key takeaways from the study are as follows:

- A majority of Canadians embrace the concept of Canada as an energy superpower
- Canadians hedge their support for energy exports both for nationalist and environmental reasons
- When we group Canadians by a variety of views we find a quarter hold views that consistently support developing our oil and gas resources for export, a quarter hold views that consistently oppose developing our oil and gas resources for exports and half (52%) who have conflicting views that leave them as Persuadable Public.

As part of INNOVATIVE's Canada 20/20 national panel, where 2,135 Canadian adults were given a unique URL via an email invitation and asked a variety of questions related to Canada's energy resources to see how they feel about use of such resources for development.

The detailed results in the deck not only show top-line results, but results by underlying federal party loyalties and value clusters.

For a complete list of survey questions and results, please refer to the back of this report.

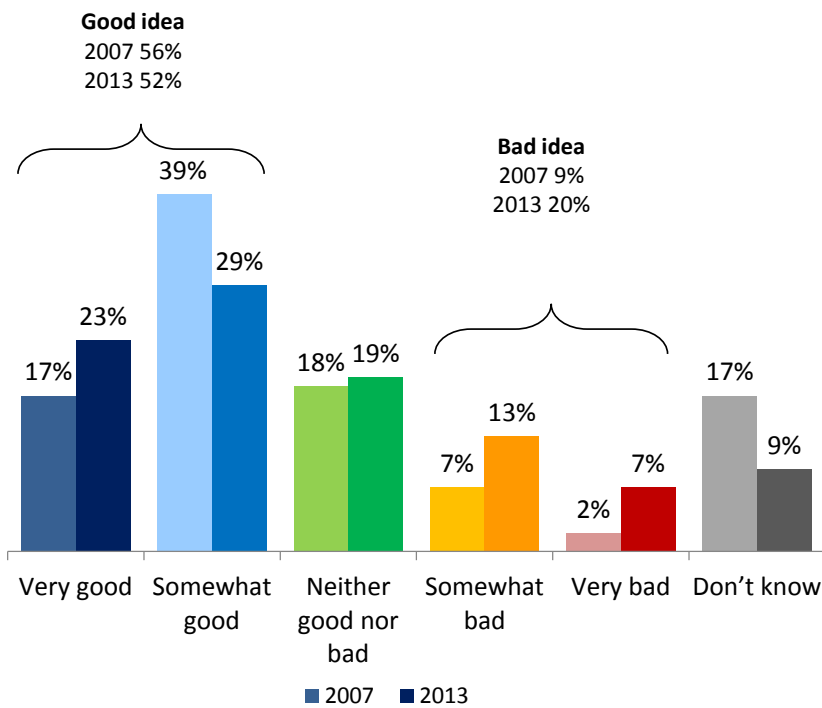
FINDINGS:

Majority Support Idea of Energy Superpower

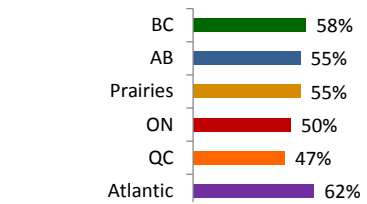
A majority of Canadians embraced the concept of Canada as a superpower both in 2007 (56%) and today (52%). However, since the CDFAI study in 2007 opposition has grown by 11% to a total of 20%. Of those who say it is a good idea, respondents from the Atlantic expressed greatest support of 62%, followed by BC (58%), the Prairies and Alberta with 55% respectively. A large percentage of support for Canada as an emerging energy superpower comes from those who identify themselves as Progressive Conservatives (76%).



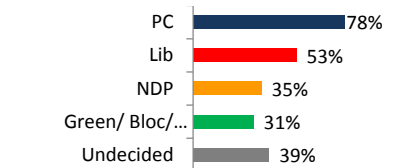
As a concept do you think Canada as an emerging energy superpower is a good idea or a bad idea?



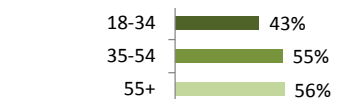
Regional Segmentation



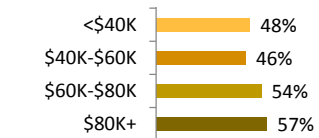
Federal Combined Vote



Age Segmentation



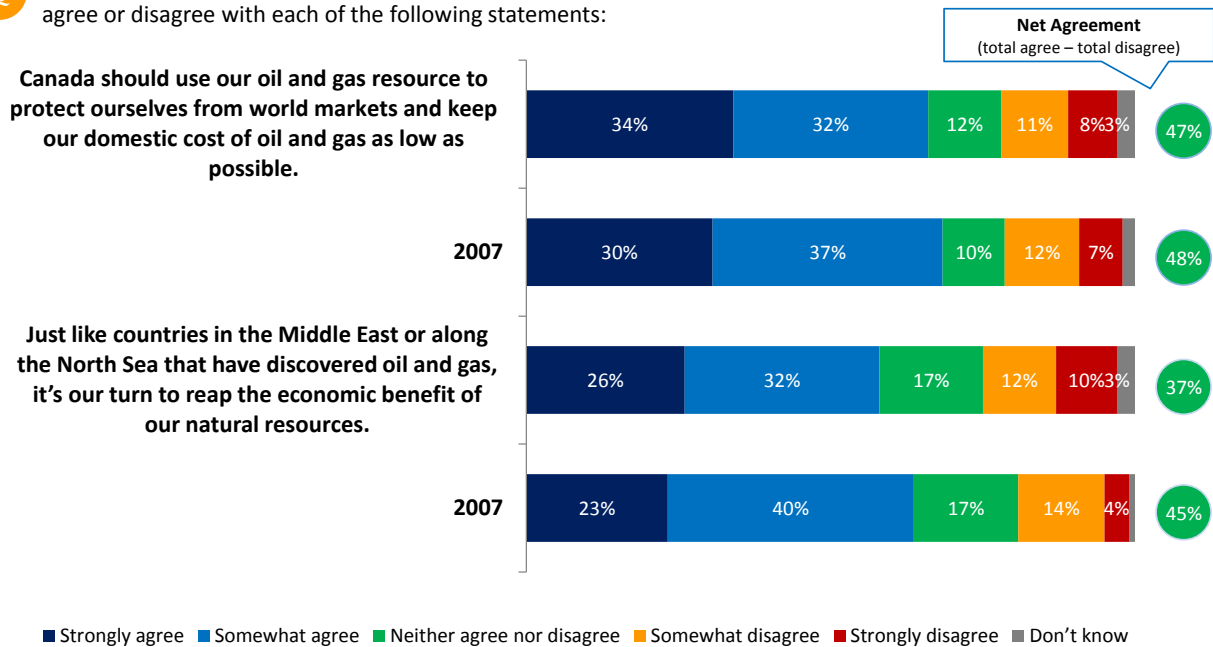
Household Income



Canadians hedge their support for energy exports both for nationalist and environmental reasons

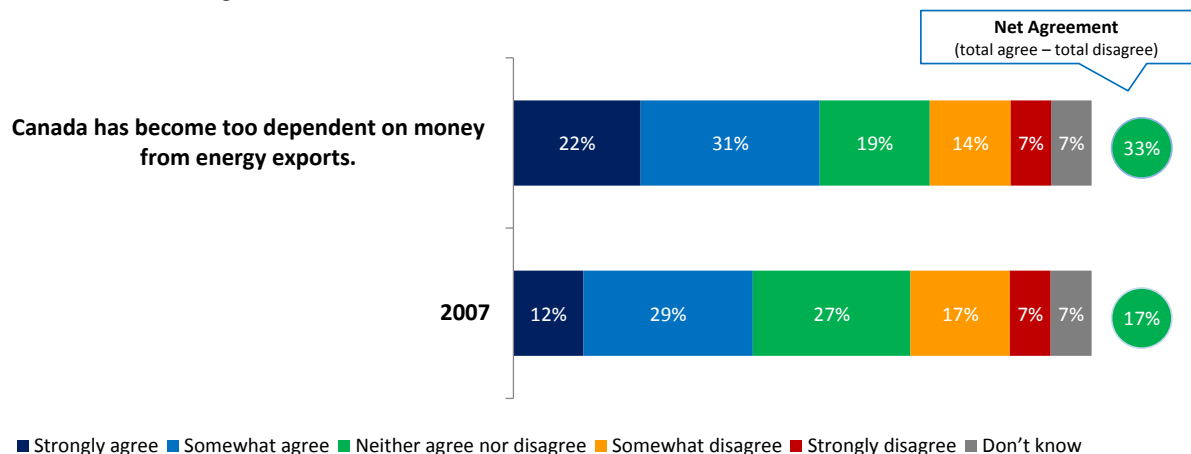
Even after six years, two-thirds (66%) of Canadians still show support for energy exports for nationalist reasons such as keeping domestic cost of oil and gas as low as possible. While a majority also agreed that it's time for Canada to reap the economic benefit of our natural resources, there is a slight decrease of support by 5 percentage points from six years ago.

Q Below are a series of statements people have made about energy. Please tell us if you agree or disagree with each of the following statements:



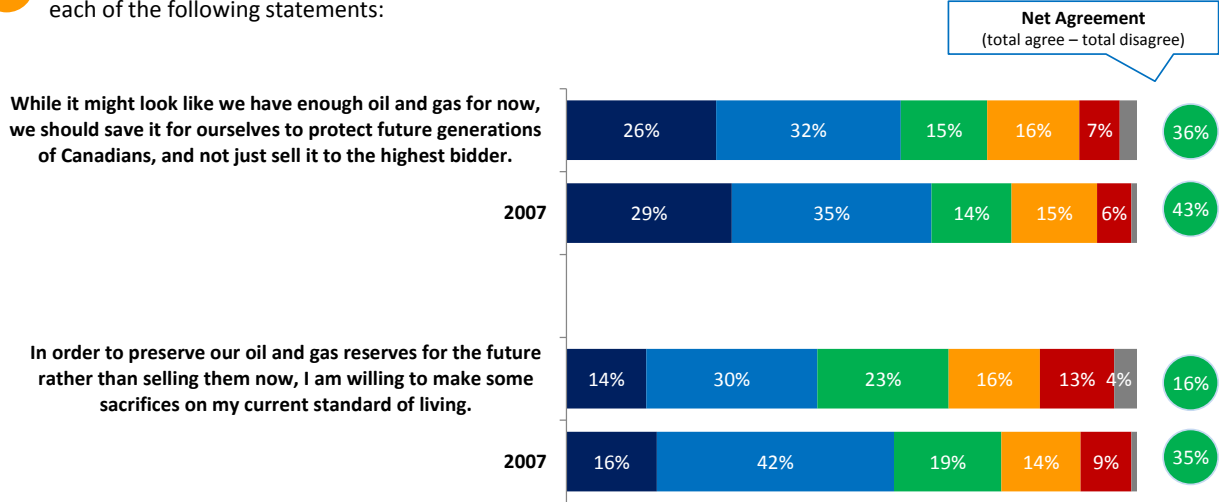
Canadians have rising concerns about our levels of energy exports in general. A majority (53%) say we are already too dependent on money from energy exports, up 12 percentage points from 2007. Interestingly, those from Alberta had the highest percent of agreement at 65%. A majority of those respondents who are aligned with centre-left parties share this belief.

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A majority (58%) of Canadians also believe we should save our oil and gas for future generations, with only 23% disagreement. Those from Quebec (63%) and B.C. (61%) show the greatest agreement on saving energy for the future as well as Canadians from centre-left parties. However, when asked if they are willing to make sacrifices today to save reserves for the future, agreement drops down to 44%. Agreement with both statements has declined since 2007.

Q Below are a series of statements people have made about energy. Please tell us if you agree or disagree with each of the following statements:



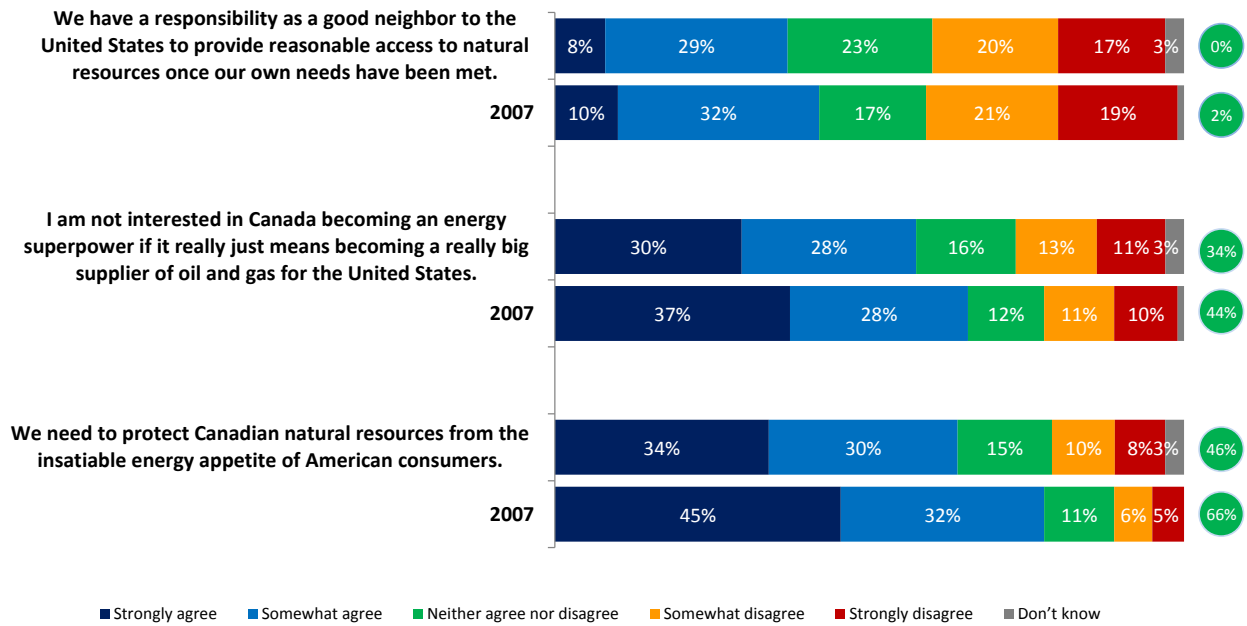
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

We found Canadians are evenly divided (37% agree, 37% disagree) on whether they feel a sense of responsibility to provide reasonable access to Canada’s natural resources to the U.S. once our own needs were met. A majority of Canadians (58%) say they are not interested in being an energy superpower if it just means becoming a really big supplier to the U.S. An even larger majority (64%) agree that we need to protect Canada’s natural resources from the insatiable appetite of American consumers. While majorities agree with these anti-America statements, the level of agreement has declined since 2007.



Below are a series of statements people have made about energy. Please tell us if you agree or disagree with each of the following statements:

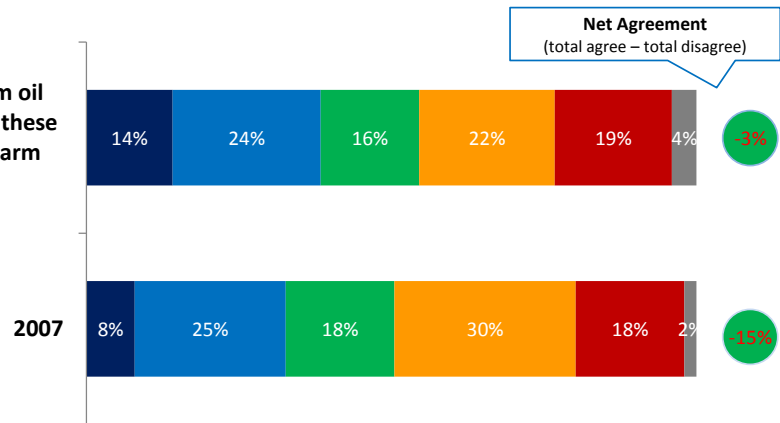
Net Agreement
(total agree – total disagree)



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Q Below are a series of statements people have made about energy. Please tell us if you agree or disagree with each of the following statements:

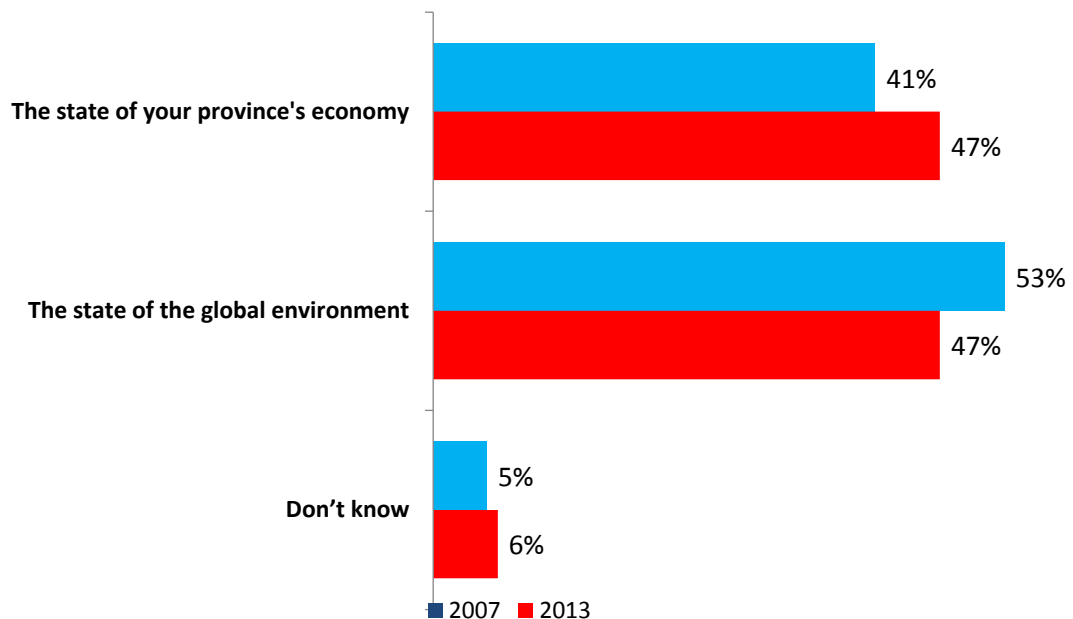
Even though Canada can make money from oil and gas production, we should not develop these resources because of the environmental harm they cause.



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

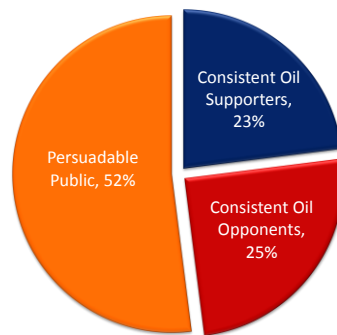
As the chart above illustrates, Canadians appear divided on development of oil and gas resources at the expense of environmental harm they cause. While 41% disagree that we should not develop oil and gas resources because of the environmental harm they cause, 38% agree, which is up by 5 percentage points over the past 6 years. Interestingly, Canadians are also divided on which is more important, the state of your provincial economy (47%) or the state of the global environment (47%). While importance of provincial economy grew by 6 percentage points, importance of the global environment dropped 6 percentage points from 2007.

Q Which is the more important priority for you personally?



Energy as a battleground

To make sense of these conflicting attitudes, we used cluster analysis to group Canadians by shared points of view. Proponents of oil export projects can only count on about one-in-four (23%) Canadians as consistent supporters while another one-in-four (25%) are consistent opponents of oil exports. Over half (52%) of our respondents up for grabs, falling into the “persuadable public” category.



The initial support we found on the Canada as an Energy Superpower shows the potential support available to proponents of this concept. But when we dive deeper, we find strong agreement with nationalist and environmental sentiments that are in conflict with the Energy Superpower vision. By bringing these beliefs together, we find oil attitudes create a complicated political battleground where support cannot be taken for granted but must be earned.

ABOUT THIS STUDY:

These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from April 29th to May 10th, 2013.

This online survey of 2,135 Canadian adults was conducted on INNOVATIVE's Canada 20/20 national panel.

The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender and region characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample. This survey was weighted down to 1,084 to manage oversamples in British Columbia, Alberta and Ontario.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

The margin of error for a probability-based random sample of 1,084 using a probability sample is ± 2.9 %age points, 19 times out of 20.

The earlier study conducted in 2007 was also conducted on the Canada 20/20 Panel on behalf of Canadian Defense and Foreign Affairs Institute (CDFAI). The full report can be found here <http://www.cdfai.org/PDF/CDFAI%20Conference%202007%20Poll.pdf>