

Prepared by:

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Toronto • Calgary • Vancouver

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# Canada This Month

## Are Oil Infrastructure Projects Viable In Canada?

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# Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from May 23<sup>rd</sup> to May 31<sup>st</sup>, 2013.
- This online survey of 2,469 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 1,455 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 1,455 using a probability sample is  $\pm 2.5$  percentage points, 19 times out of 20.

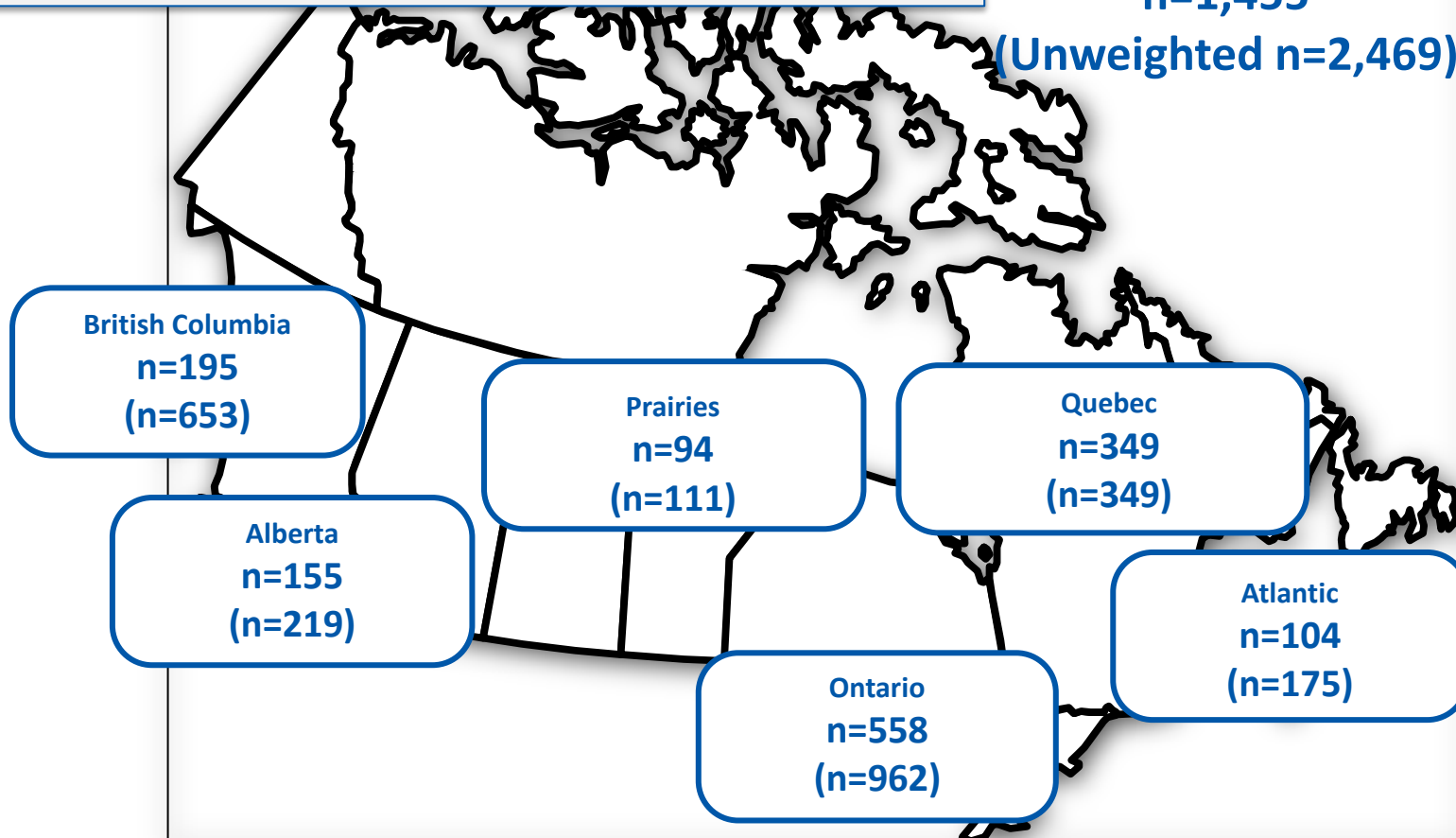
**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

# Segmentation: Where did respondents come from?

Regional groupings include:

- British Columbia (Yukon)
- Alberta (Northwest Territories)
- Prairie Region (Manitoba, Saskatchewan and Nunavut)
- Ontario
- Quebec
- Atlantic (PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador)

**National Weighted  
Sample**  
n=1,455  
(Unweighted n=2,469)

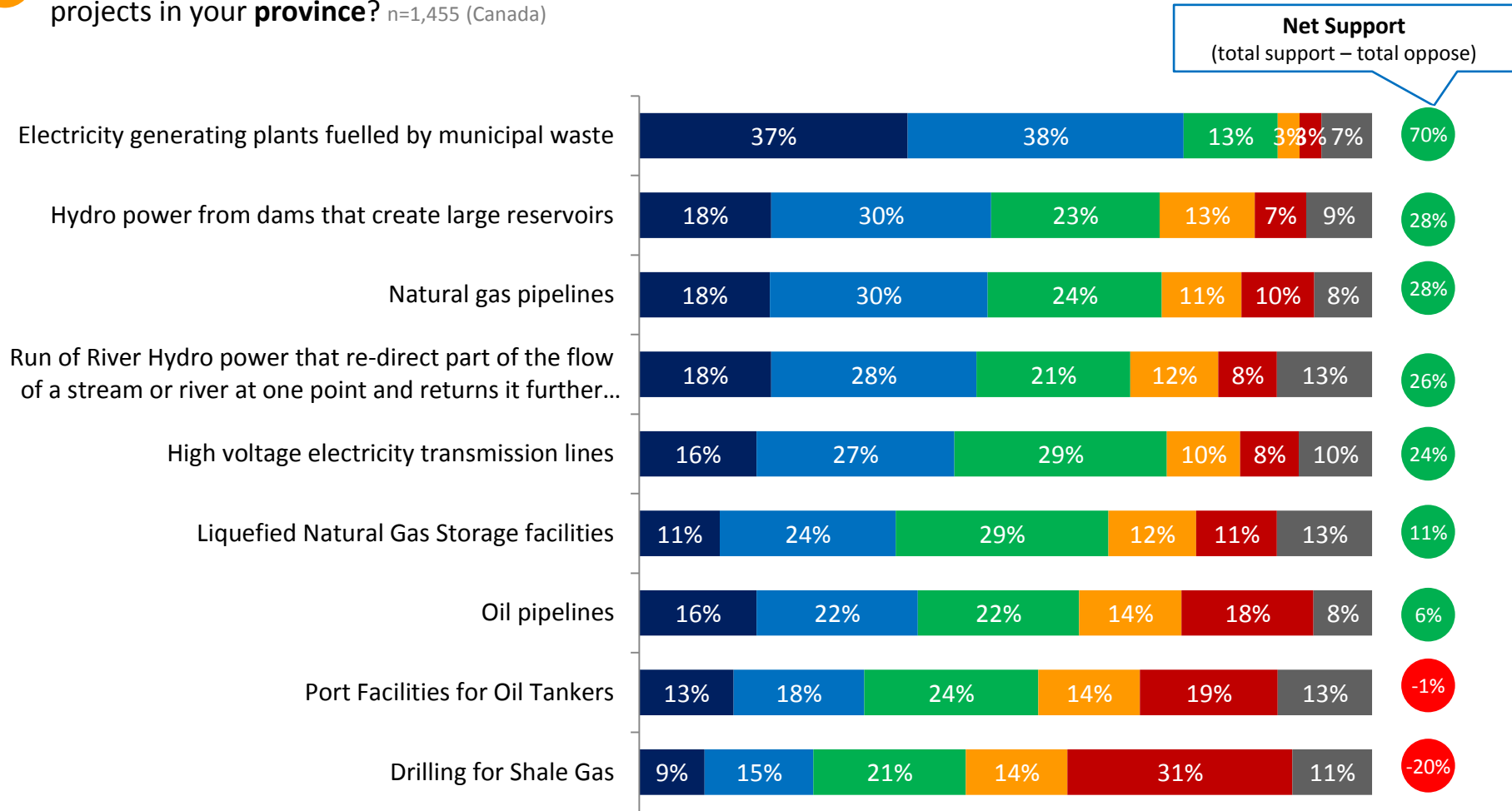


# Detailed Findings

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# Strongest Support for Electricity Generating Plants Fuelled by Municipal Waste

**Q** Generally speaking, would your initial reaction be to support or oppose a proposal to build each of the following projects in your **province**? n=1,455 (Canada)



■ Strongly support 
 ■ Somewhat support 
 ■ Neither support nor oppose 
 ■ Somewhat oppose 
 ■ Strongly oppose 
 ■ Don't know

# Net Support for Projects: Regional Support for *Electricity Generating Plants Fuelled by Municipal Waste*

Q Generally speaking, would your initial reaction be to support or oppose a proposal to build each of the following projects in your **province**? n=1,455 (Canada)

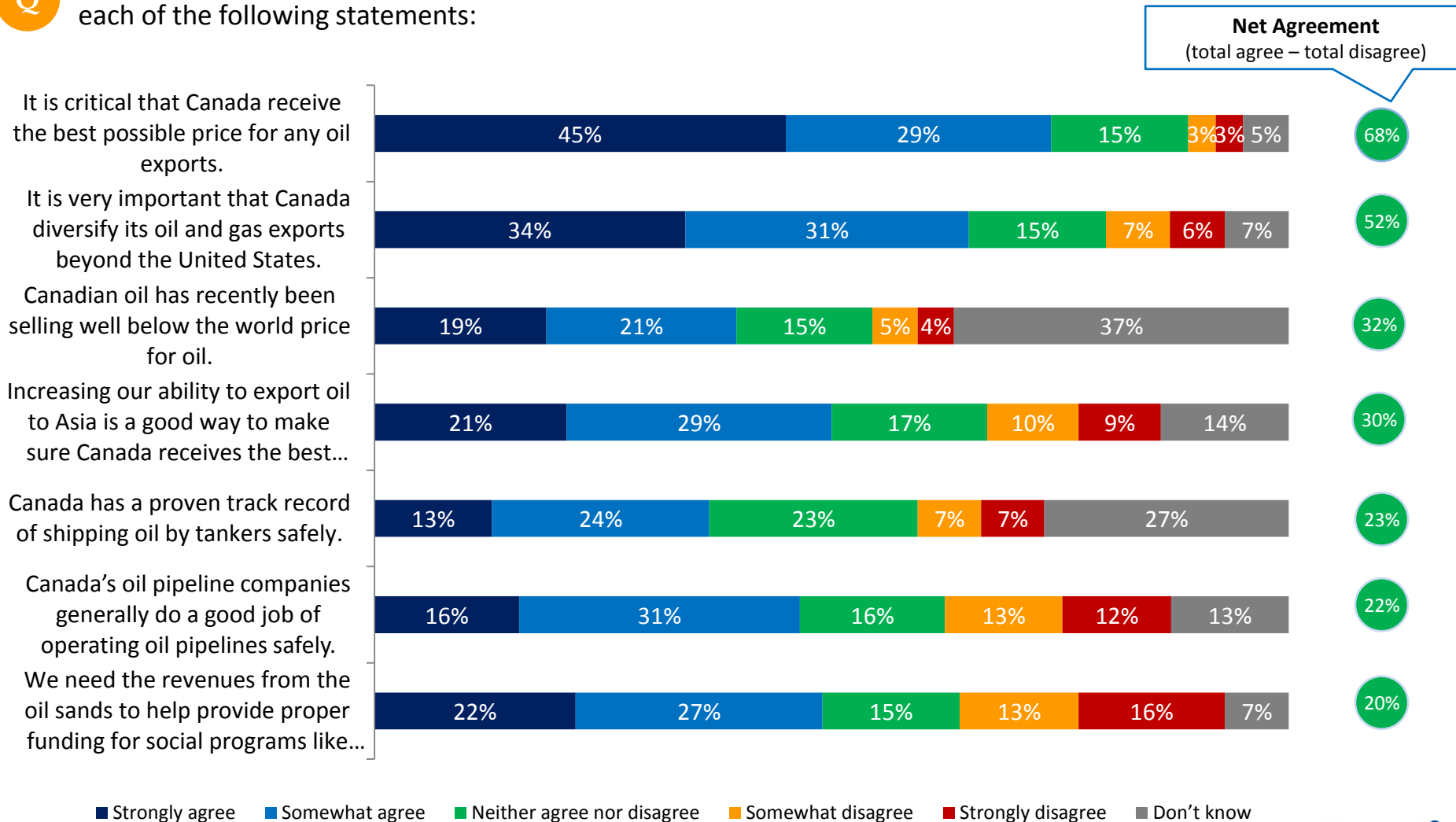
**Net Support (total support minus total oppose)**

	National	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Electricity generating plants fuelled by municipal waste	70%	69%	84%	66%	71%	63%	72%
Hydro power from dams that create large reservoirs	28%	22%	10%	41%	31%	27%	35%
Natural gas pipelines	28%	25%	56%	44%	32%	3%	33%
Run of River Hydro power that re-direct part of the flow of a stream or river at one point and returns it further downstream	26%	17%	29%	25%	22%	32%	43%
High voltage electricity transmission lines	24%	24%	18%	18%	21%	30%	34%
Liquefied Natural Gas Storage facilities	11%	22%	41%	18%	8%	-8%	18%
Oil pipelines	6%	-9%	44%	43%	-5%	-2%	24%
Port Facilities for Oil Tankers	-1%	-9%	14%	5%	-8%	-5%	33%
Drilling for Shale Gas	-20%	-15%	14%	11%	-26%	-36%	-20%

# Almost three-quarters say Canada should receive the best price for oil exports

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:



# Net Support for Oil Pipelines: Over half in AB, Prairies

Q

Given what we discussed, do you support or oppose a proposal to build each of the following projects in your province? n=1,455 (Canada)

## Net Support (total support minus total oppose)

	BC	AB	Prairies	ON	QUE	Atlantic
Pre-test for Oil Pipelines	-9%	44%	43%	-5%	-2%	24%
Post-test for Oil Pipelines	3%	52%	53%	12%	12%	33%
Net Impact	12%	8%	10%	17%	14%	9%



# Net Support for Port Facilities for Oil Tankers: Post-test support increased in all regions, but greatly in Prairies

Q

Given what we discussed, do you support or oppose a proposal to build each of the following projects in your province? n=1,455 (Canada)

## Net Support (total support minus total oppose)

	BC	AB	Prairies	ON	QUE	Atlantic
Pre-test for Port Facilities for Oil Tankers	-9%	14%	5%	-8%	-5%	33%
Post-test for Port Facilities for Oil Tankers	-3%	22%	29%	-1%	5%	42%
Net Impact	6%	8%	24%	7%	10%	9%

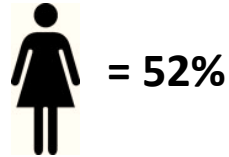
# Demographic Profile

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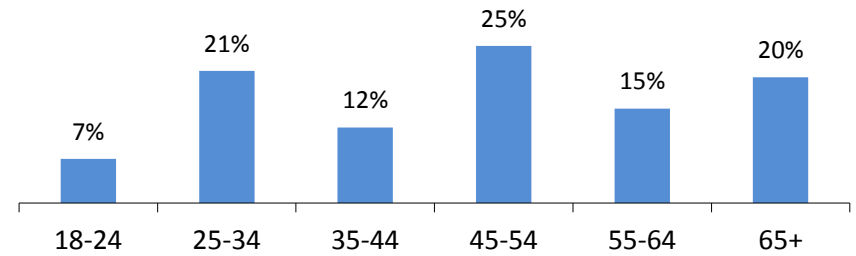


# Demographics: Respondent profile

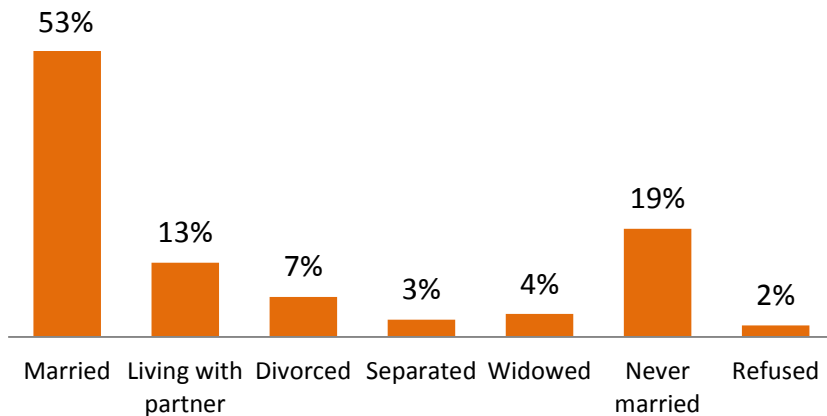
## Gender



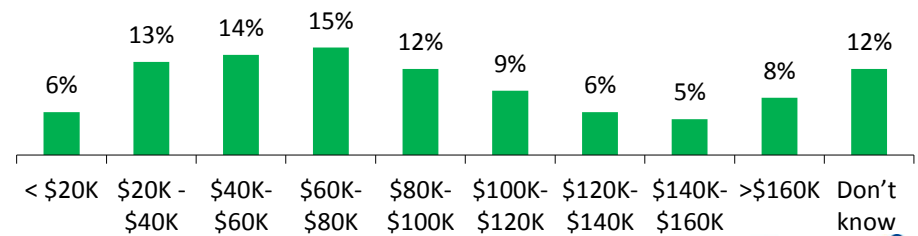
## Age



## Marital Status



## Household Income





# Research-based strategic advice.

*Public Affairs • Corporate Communications • Fundraising*

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