

Leakage?

WHAT IS THE IMPACT OF THE LIBERAL GOVERNMENT’S RECENT PIPELINE DECISIONS ON THEIR POLITICAL SUPPORT?

INTRODUCTION

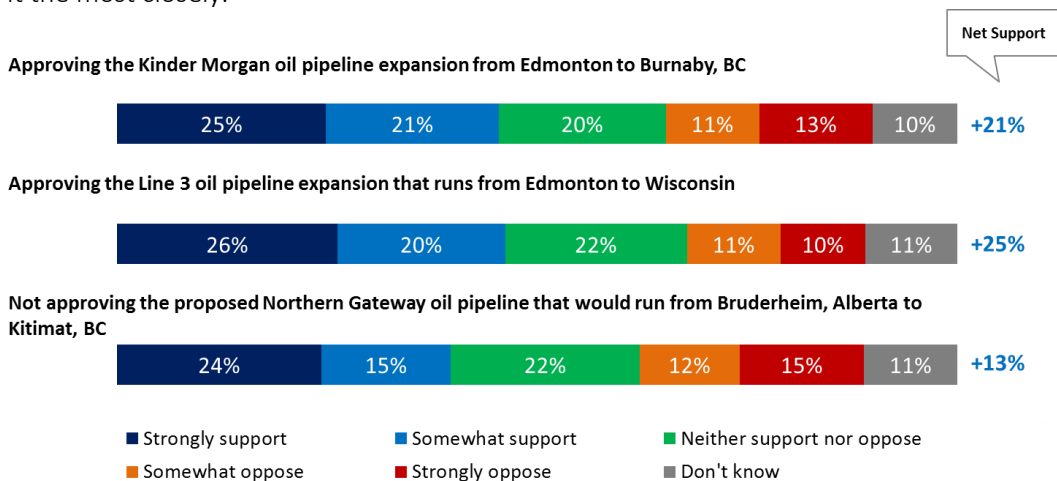
On November 29th, the Justin Trudeau Liberal government approved the Kinder Morgan and Line 3 pipelines and did not approve of the Northern Gateway pipeline, effectively cancelling that pipeline. Pipelines have been high on the political agenda in Canada and as a centrist party the Liberals have supporters who both favour and oppose pipelines. What impact has taking a firm stand on three pipelines had on their support?

ABOUT THIS STUDY

From December 1st to December 9th, we asked 1,800 Canadians participating in our monthly online panel survey how closely they were following the news, how they felt about each of the three decisions, and the impact of the three decisions together on their feelings towards the Liberal government. We have set targets to ensure we properly reflect key regional and demographic distribution and then used weights to ensure we reflect the country properly. Because of oversamples in BC, Alberta and Ontario, the results were weighted down to 1,200. However, since the online survey was not a random probability based sample, a margin of error can 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 specific questions asked can be found at the end of this summary.

THE BIG PICTURE

Most Canadians are following this story at least somewhat closely (56%) with British Columbians (68%) and Albertans (69%) following it the most closely.



So far, Canadians are supporting the government’s decisions. More Canadians support than oppose both the two pipeline approvals and the one disapproval.

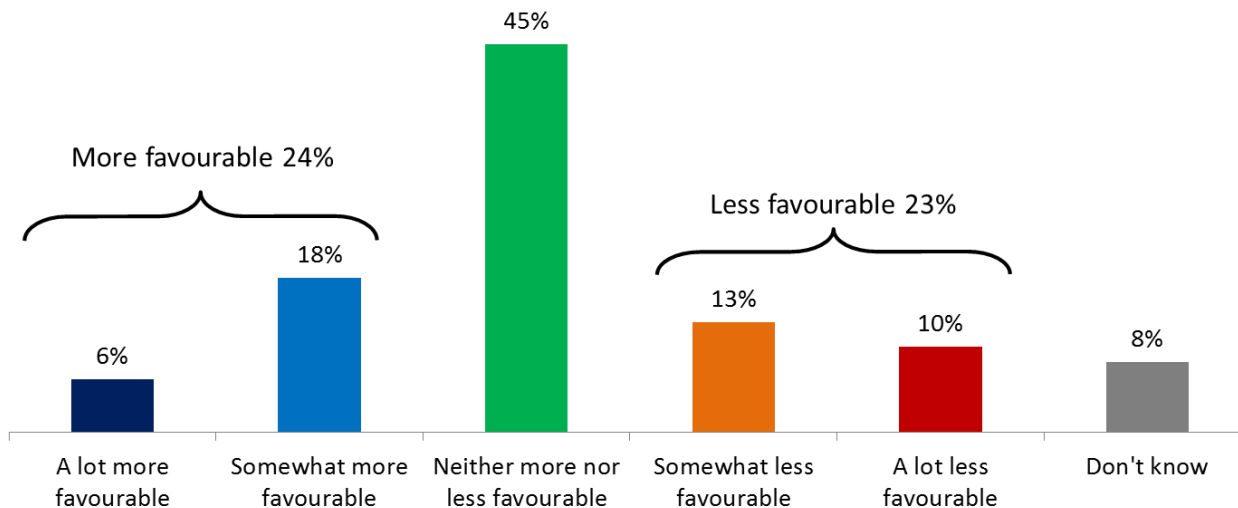
Sometimes, when a story is moving against the government, the people paying more attention are more negative than those paying less attention. However, when we look at those following the story the most closely, we see no systematic differences from those following it less closely.

Regionally, Albertans strongly support the two approvals and somewhat oppose the decision to reject the Northern Gateway pipeline. More British Columbians approve than disapprove of all three decisions, including the Kinder Morgan approval, but BC also has the largest group that strongly disapprove of the decisions.

Politically, a plurality of Liberals support the two approvals and almost half the Liberals support the cancellation. CPC identifiers strongly support the approvals and somewhat disapprove of the Gateway decision.

WHAT DOES IT MEAN FOR THE GOVERNMENT'S REPUTATION?

Looking at the overall political impact of the three decisions, a similar number of Canadians have become more favourable as have become less favourable to the government, while the largest number say it makes no difference.



In BC, the net impact is somewhat negative (-10) while it is more positive in Alberta (+16) and the rest of the Prairies (+14). Liberals feel more positive about the government overall, Conservatives are more mixed while parties on the progressive side of the spectrum are less impressed.

Another way of looking at the impact is by grouping Canadians based on how they feel about each pipelines decision and how closely their views align with the recent government announcements. When we group Canadians this way we find 73% either want to approve three pipelines (21%), agree with the government's choices (29%) or don't have any strong views on the issue (23%). Just 19% want all three pipelines cancelled and 8% have mixed views.

Among the 29% who support all three decisions, the government has a +41 net favourable score. Similarly, the one-in-five who want all three pipelines approved are more favourable towards the government (+13 net favourable). Among the 23% who are ambivalent, 85% say the decisions had no impact or don't know. Only among the remaining 27% who conflict with the government decisions or who generally oppose all three pipelines did the government take a significant hit, with a -35 net favourability score among the conflicted group and a -56 among those opposed to all three.

For a detailed Power Point Deck and banner tables, [click here](#).

WHAT WE ASKED

The following questions were included as part of an annual syndicated study conducted by INNOVATIVE:

1. Earlier this week the federal government announced it was approving the Kinder Morgan oil pipeline expansion from Edmonton to Burnaby, BC and the Line 3 oil pipeline expansion that runs from Edmonton to Wisconsin. The federal government also announced it would not approve the proposed Northern Gateway oil pipeline that would run from Bruderheim, Alberta to Kitimat, BC. How closely have you been following the news about the federal government's decisions on these new oil pipeline projects in Canada?

- 01 Very closely
- 02 Somewhat closely
- 03 Not very closely
- 04 Not at all
- 98 Don't know

Below is a list of those three decisions. For each decision please indicate if you support or oppose the government's decision? **[RANDOMISE ITEMS]**

- 01 Strongly support
- 02 Somewhat support
- 03 Neither support nor oppose
- 04 Somewhat oppose
- 05 Strongly oppose
- 98 Don't Know

2. Approving the Kinder Morgan oil pipeline expansion from Edmonton to Burnaby, BC
3. Approving the Line 3 oil pipeline expansion that runs from Edmonton to Wisconsin
4. Not approving the proposed Northern Gateway oil pipeline that would run from Bruderheim, Alberta to Kitimat, BC

END BATTERY

5. From what you know about these three pipeline announcements, do you feel more or less favourable towards the federal government?

- 01 A lot more favourable
- 02 Somewhat more favourable
- 03 Neither more nor less favourable
- 04 Somewhat less favourable
- 05 A lot less favourable
- 98 Don't know

6. Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

- 01 Liberal
- 02 NDP
- 03 Conservative
- 04 Green
- 05 Bloc Quebecois **(Quebec only)**
- 88 Something else **(Please Specify)**
- 97 None / Independent
- 98 Don't Know