#### **Canadians' Views on Canada's Energy Future**

POSITIVE

ENERGY

University of Ottawa Positive Energy Summary

Submitted by Nanos to the University of Ottawa, October, 2015 (Submission 2015-691)





## **Support for policy actions**

Overall Canadians generally believe that it is possible to develop resources while protecting the environment and are supportive of investments in the renewable energy sector. They also clearly expect the federal government to take the lead and think the national interest is more important than local, provincial or Aboriginal views.

- **Support for policy actions** The strongest level of support among six ideas is for growth in the renewable energy sector in Canada (71% support and 22% somewhat support). There is also considerable support for governments negotiating an energy accord with Aboriginal peoples to reduce conflict and uncertainty (49% support and 32% somewhat support) and to encourage more refining in Canada (45% support and 32% somewhat support). A majority of Canadians also supported having new taxes on fossil fuels (28% support and 27% somewhat support) and for growth in the oil and gas sector in Canada (28% support and 31% somewhat support).
- **Developing resources while protecting the environment** Most Canadians think is is either possible (55%) or somewhat possible (36%) to develop energy resources while protecting the environment.
- Willingness to be more supportive of fossil fuel development When it comes to the development of fossil fuel energy resources, 35% think is is possible and 42% somewhat possible that they would be more supportive if Canada had a more proactive climate change policy.
- **Protecting the environment vs. creating jobs** More Canadians think the priority should be on protecting the environment (57%) than growth and job creation (29%). Since March of this year, more people have become uncertain (from 9% to 14%) or in favour of jobs (from 24% to 29%).
- **Transition to cleaner energy** A majority of Canadians (54%) think we should have a long term transition away from fossil fuels to cleaner fuels rather than an aggressive transition (39%).

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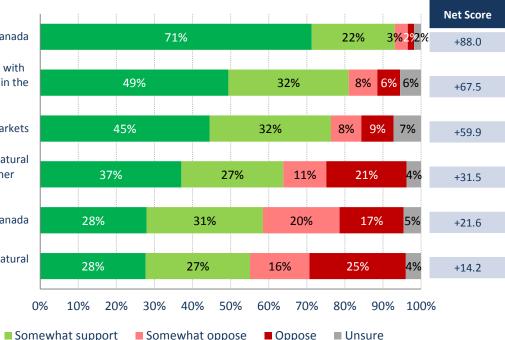
- **Federal vs. provincial leadership** There is a clear preference (68%) for the federal government to take the lead on major pipeline projects over the provincial governments (24%). The desire for federal leadership (78%) is even more pronounced for reducing greenhouse gas emissions.
- **Relative importance of national vs. other interests** When considering whether a proposed energy project should move forward, a majority of Canadians think the national interest should take precedence over the interests of local residents, Aboriginal peoples and people in their province.
  - A majority (57%) and higher than in March of this year (51%), think that national interest should be more important than the views of local residents.
  - 54% (up from 49% in March) think the national interest is more important than the interest of the views of First Nations, Métis and Inuit peoples (36%).
  - 58% (up from 49% in March) think the national interest is more important than the interests of the views of people in your province.
- Performance on benefits-costs of energy projects and climate change Canadians are generally negative when it comes to how well Canada does at ensuring the benefits of energy projects are distributed equitably across Canada (24% very poor and 27% poor). They are even more negative when it comes to having environmental policies on climate change that align with the views of Canadians (35% very poor and 26% poor).
- Credibility on environmental policies and climate change Only 3% think Canada has a high level of credibility and 10% a somewhat high level of credibility on the international stage when it comes to environmental policies on climate change (net 13% high credibility). Against this, 46% think Canada has a low and 18% somewhat low level of credibility (net 64%).

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between October 15<sup>th</sup> and 16<sup>th</sup>, 2015 as part of an omnibus survey. The research was commissioned by University of Ottawa Positive Energy. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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## **Support for Potential Actions**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Growth in the renewable energy sector in Canada

Canadian governments working to negotiate an energy accord with Canada's Aboriginal peoples to reduce conflict and uncertainty in the development of energy projects

Encouraging more oil refining in Canada prior to export to foreign markets

Having new taxes on fossil fuels such as gasoline, heating oil, and natural gas if the tax revenue was directed to projects related to a greener economy

Growth in the oil and gas sector in Canada

Having new taxes on fossil fuels such as gasoline, heating oil, and natural gas to reduce greenhouse gases

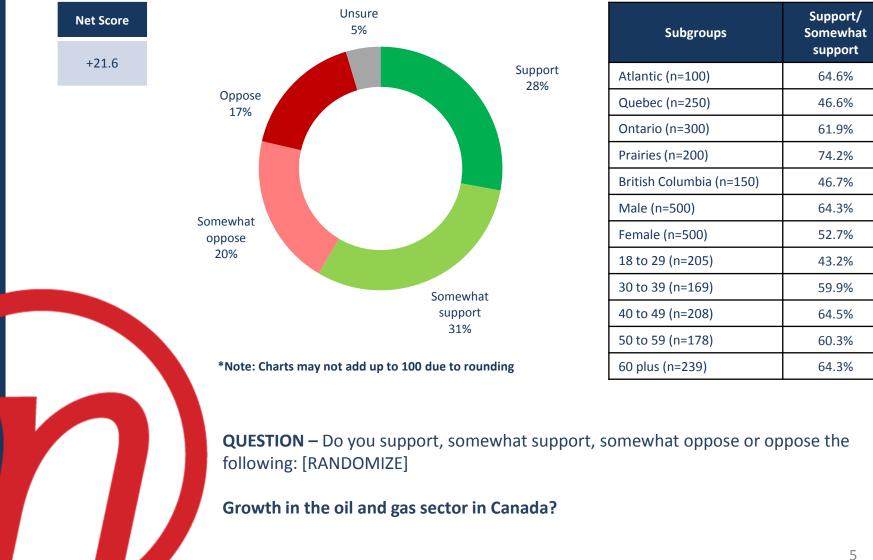
\*Note: Charts may not add up to 100 due to rounding

Support

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

### Growth in the Oil and Gas Sector

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



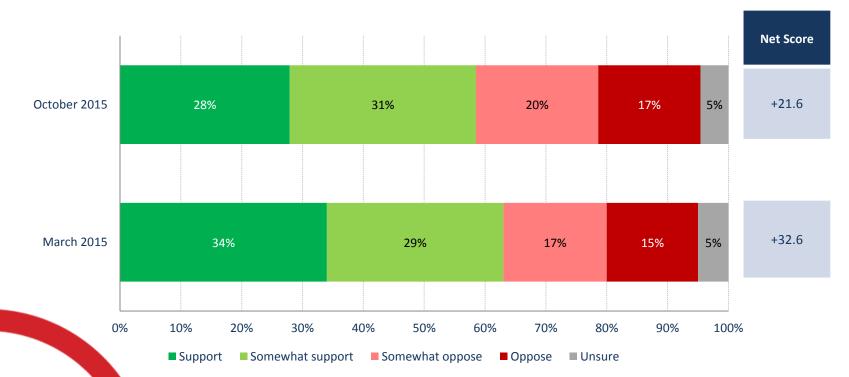
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#### Growth in the Oil and Gas Sector

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



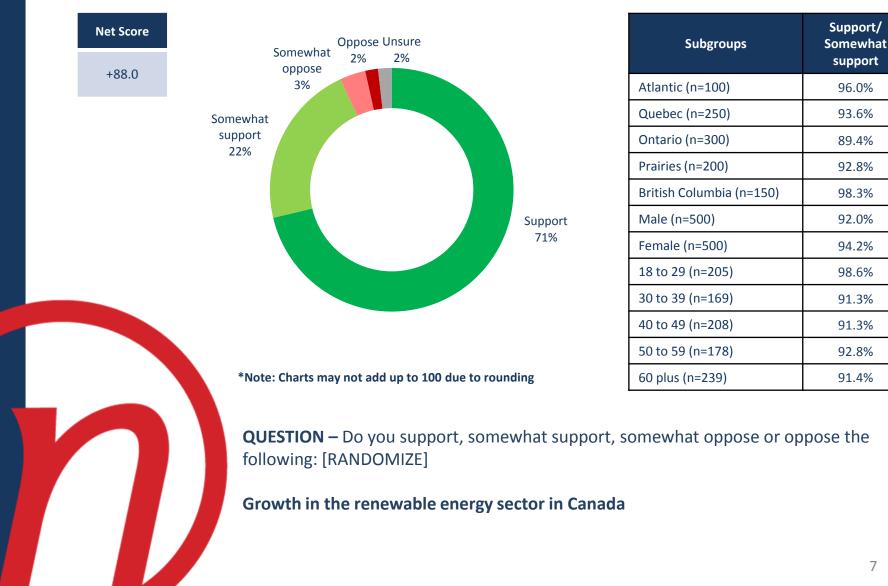
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

Growth in the oil and gas sector in Canada

#### Growth in the Renewable Energy Sector ENERGY

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

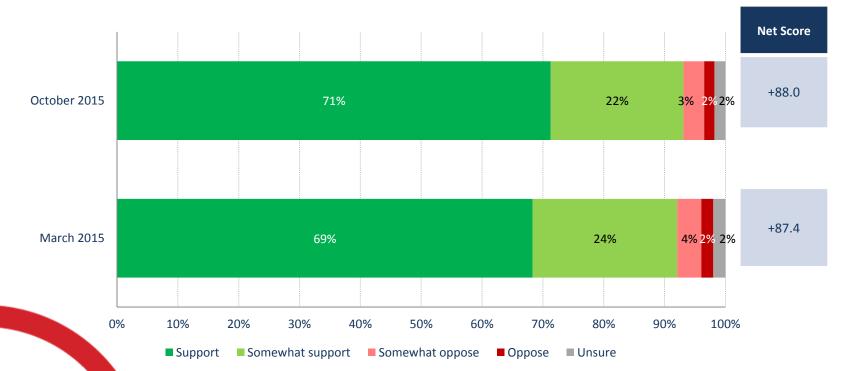


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#### Growth in the Renewable Energy Sector

**ENERGY** 

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

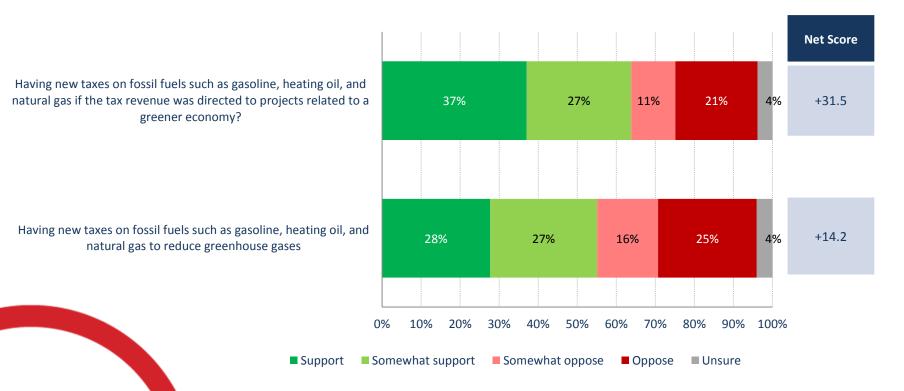
Growth in the renewable energy sector in Canada

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#### New Taxes on Fossil Fuel

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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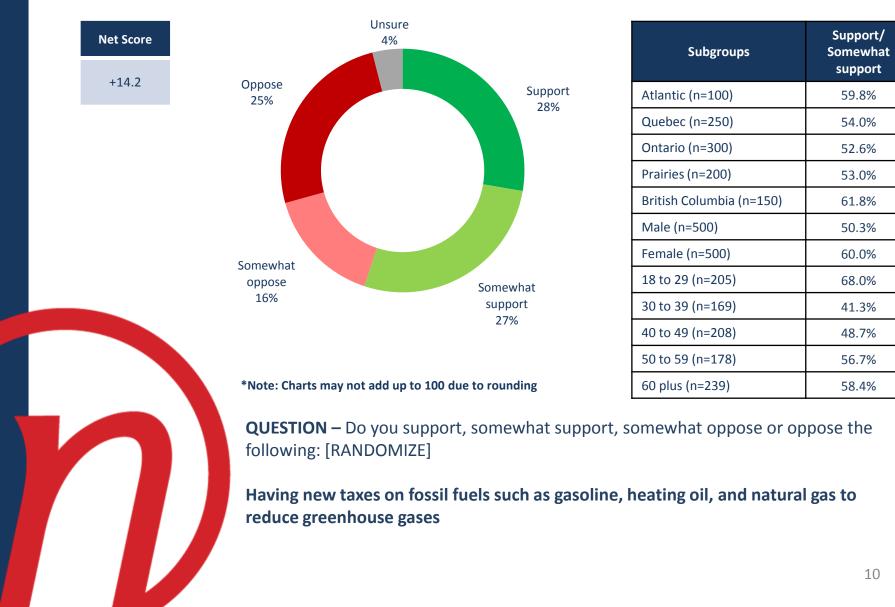
**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

#### New Taxes on Fossil Fuels

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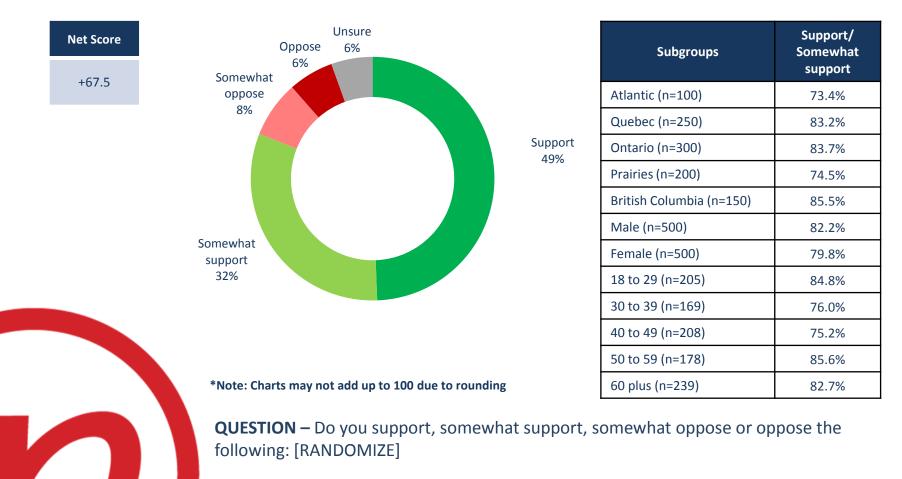
ENERGY

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



#### Negotiate an Energy Accord

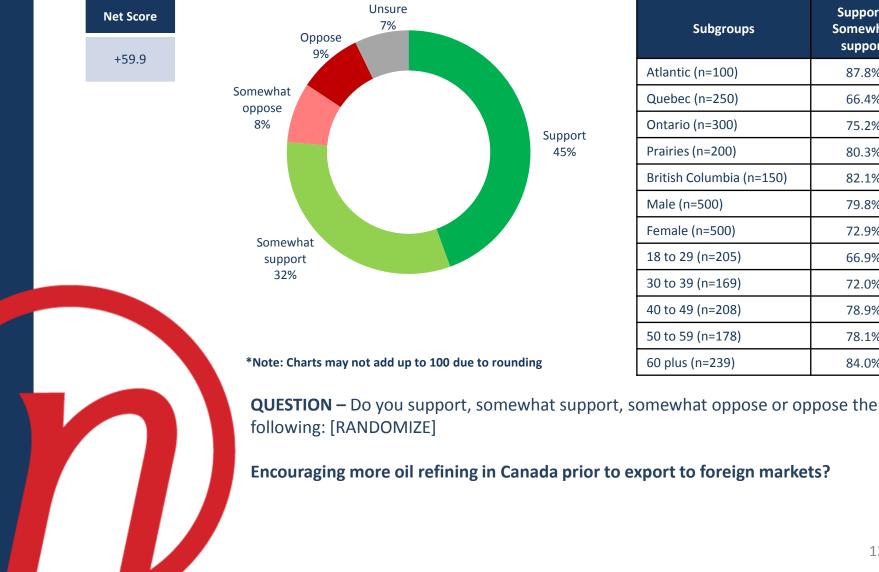
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Canadian governments working to negotiate an energy accord with Canada's Aboriginal peoples to reduce conflict and uncertainty in the development of energy projects?

## **Encourage Oil Refining in Canada**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Somewhat support
Atlantic (n=100)	87.8%
Quebec (n=250)	66.4%
Ontario (n=300)	75.2%
Prairies (n=200)	80.3%
British Columbia (n=150)	82.1%
Male (n=500)	79.8%
Female (n=500)	72.9%
18 to 29 (n=205)	66.9%
30 to 39 (n=169)	72.0%
40 to 49 (n=208)	78.9%
50 to 59 (n=178)	78.1%
60 plus (n=239)	84.0%

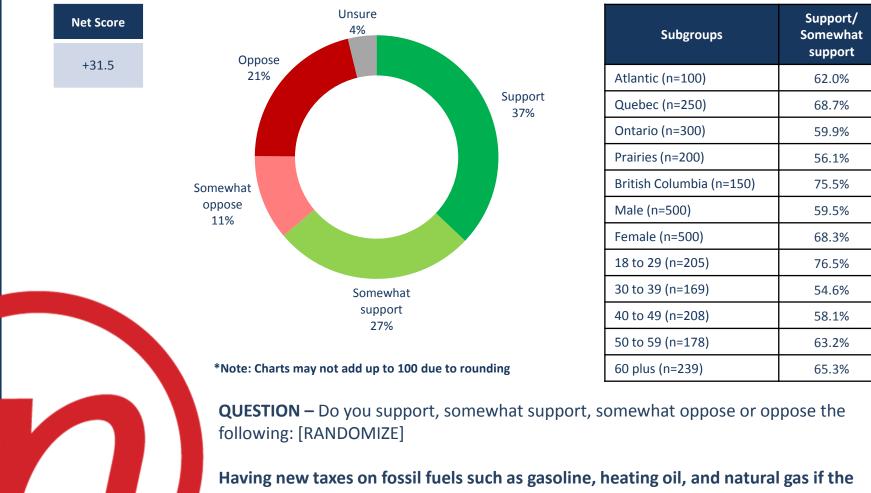
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Support/

#### Tax Revenue Directed to Green Projects

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

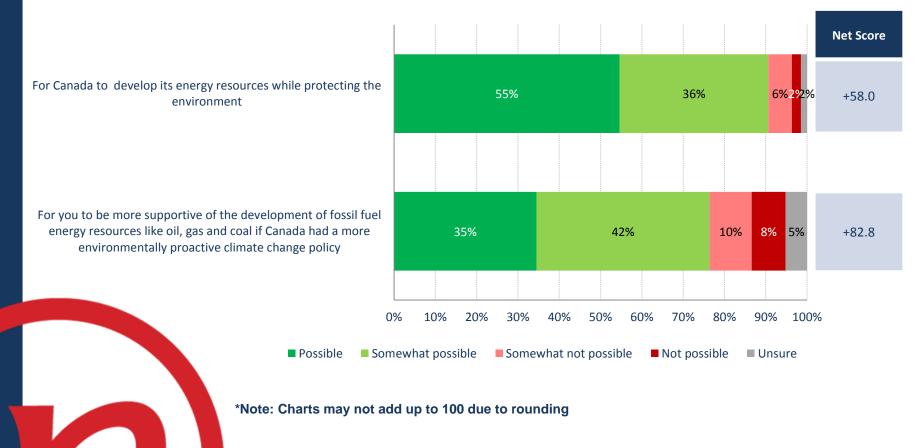


tax revenue was directed to projects related to a greener economy?

#### **Canada's Energy Resources**



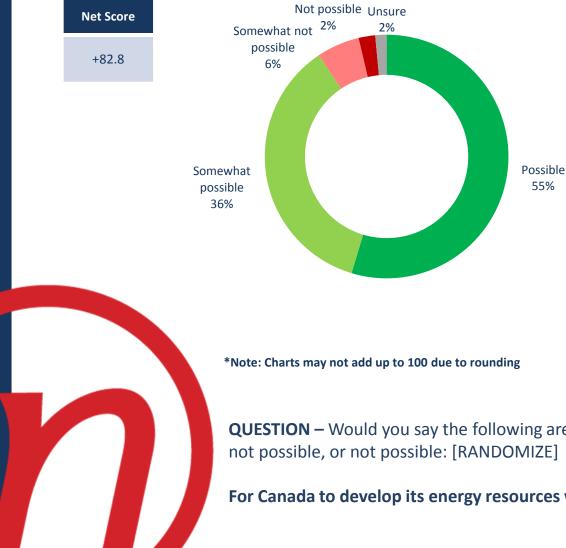
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**QUESTION** – Would you say the following are possible, somewhat possible, somewhat not possible, or not possible: [RANDOMIZE]

## **Developing Energy Resources**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Possible/ Somewhat possible
Atlantic (n=100)	92.3%
Quebec (n=250)	90.5%
Ontario (n=300)	91.1%
Prairies (n=200)	95.4%
British Columbia (n=150)	82.9%
Male (n=500)	91.6%
Female (n=500)	89.8%
18 to 29 (n=205)	85.1%
30 to 39 (n=169)	92.9%
40 to 49 (n=208)	93.1%
50 to 59 (n=178)	91.8%
60 plus (n=239)	91.1%

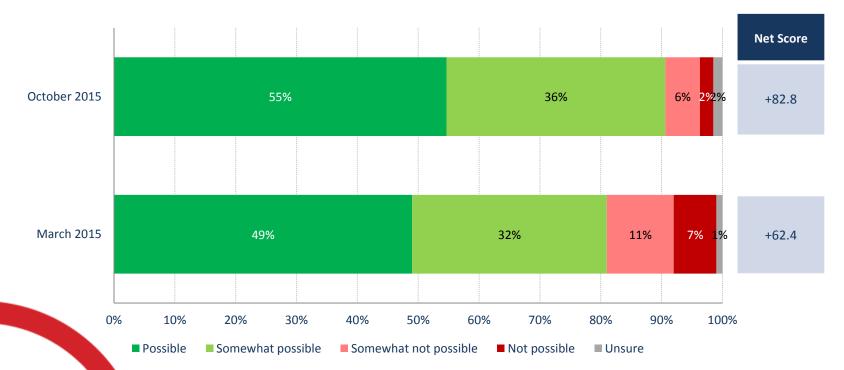
QUESTION – Would you say the following are possible, somewhat possible, somewhat

For Canada to develop its energy resources while protecting the environment?

### Possibilities of Developing Energy

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



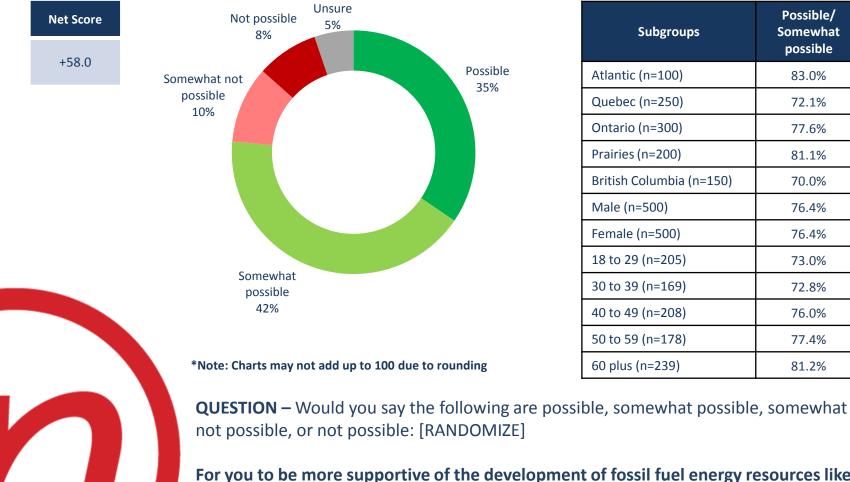
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Would you say the following are possible, somewhat possible, somewhat not possible, or not possible: [RANDOMIZE]

For Canada to develop its energy resources while protecting the environment?

## Support for Fossil Fuel Energy Resources

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



For you to be more supportive of the development of fossil fuel energy resources like oil, gas and coal if Canada had a more environmentally proactive climate change policy?

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Possible/

Somewhat

possible

83.0%

72.1%

77.6%

81.1%

70.0%

76.4%

76.4%

73.0%

72.8%

76.0%

77.4%

81.2%

#### Protecting the Environment vs. Creating Jobs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Growth and job creation 29%	Unsure 14%	Protecting the environment 57%

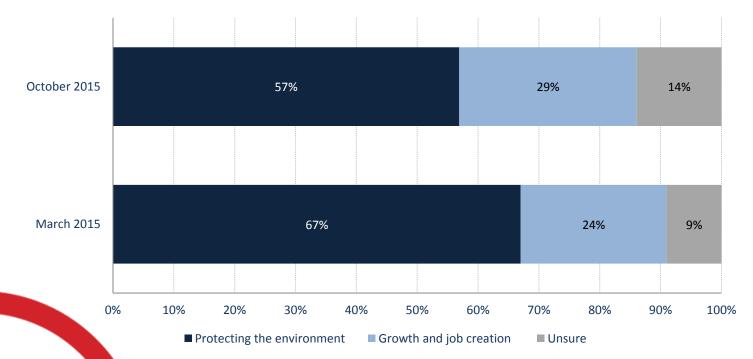
Subgroups	Protecting the environment
Atlantic (n=100)	52.0%
Quebec (n=250)	57.7%
Ontario (n=300)	54.4%
Prairies (n=200)	50.4%
British Columbia (n=150)	72.6%
Male (n=500)	53.6%
Female (n=500)	60.2%
18 to 29 (n=205)	69.5%
30 to 39 (n=169)	53.7%
40 to 49 (n=208)	49.1%
50 to 59 (n=178)	59.3%
60 plus (n=239)	53.3%

\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Which of the following two statements do you agree with most: [ROTATE] Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs OR growth and creating jobs should be the top priority, even if the environment suffers to some extent?

## Protecting the Environment vs. Jobs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Which of the following two statements do you agree with most: [ROTATE] Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs OR growth and creating jobs should be the top priority, even if the environment suffers to some extent?

## **Transitioning to Cleaner Energy**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

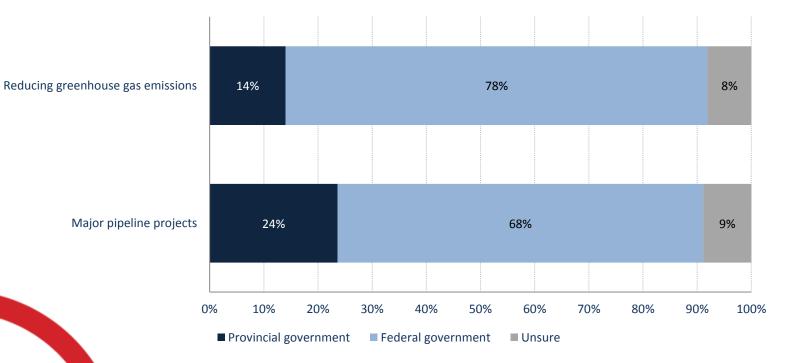
Unsure 6%		Subgroups	Long term transition to cleaner fuels
		Atlantic (n=100)	58.4%
	ggressively nsition away	Quebec (n=250)	48.7%
	rom fossil fuels	Ontario (n=300)	56.8%
	39%	Prairies (n=200) British Columbia (n=150)	62.8%
			45.2%
		Male (n=500)	58.1%
Long term transition to		Female (n=500)	50.7%
cleaner fuels		18 to 29 (n=205)	50.2%
54%		30 to 39 (n=169)	60.0%
		40 to 49 (n=208)	55.6%
		50 to 59 (n=178)	51.3%
		60 plus (n=239)	55.3%
*Note: Charts may not add up to 100 due to rou QUESTION – Which of the followin Canada should aggressively transit Canada should have a long term to	ng two statement tion away from fo	ssil fuels to cleaner en	ergy OR

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#### **Government Decision Making**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



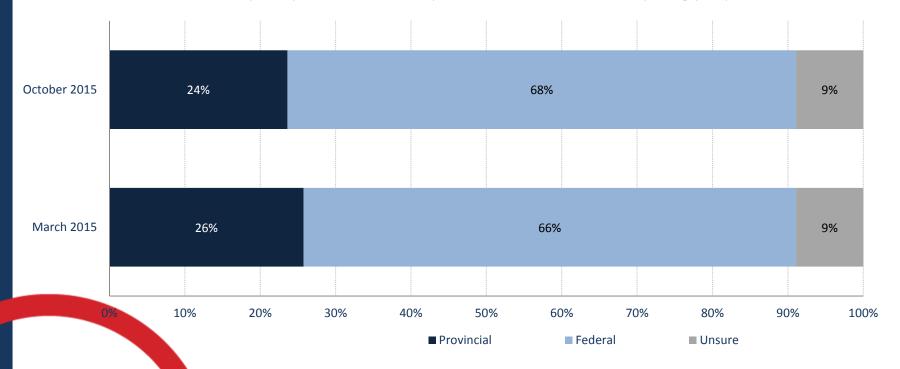
#### \*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Should the [ROTATE] provincial or the federal level of government lead decision-making for...

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## **Major Pipeline Projects**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



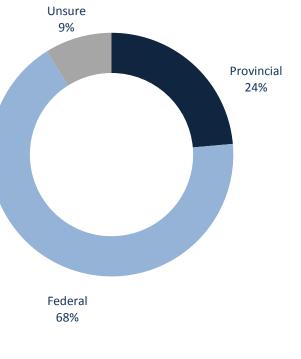
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Should the provincial or the federal level of government lead decisionmaking for major pipeline projects?

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#### **Major Pipeline Projects**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



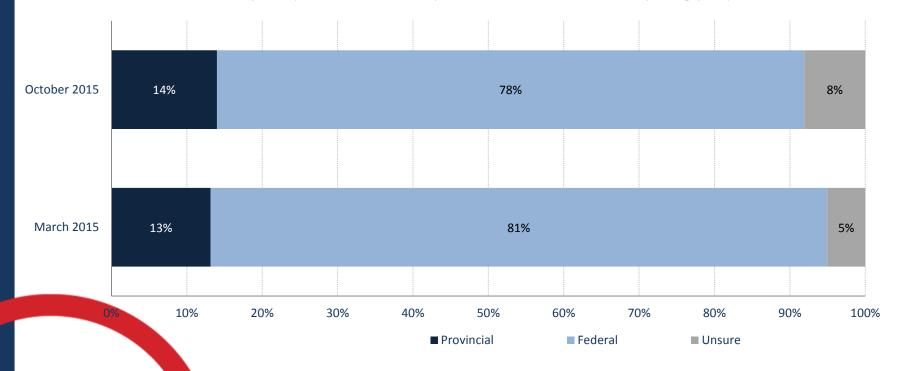
Subgroups	Federal
Atlantic (n=100)	76.4%
Quebec (n=250)	53.1%
Ontario (n=300)	80.7%
Prairies (n=200)	72.6%
British Columbia (n=150)	52.6%
Male (n=500)	71.4%
Female (n=500)	63.6%
18 to 29 (n=205)	67.5%
30 to 39 (n=169)	66.1%
40 to 49 (n=208)	69.6%
50 to 59 (n=178)	60.2%
60 plus (n=239)	72.3%

\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Should the provincial or the federal level of government lead decisionmaking for major pipeline projects?

#### **Greenhouse Gas Emissions**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Should the provincial or the federal level of government lead decisionmaking for reducing greenhouse gas emissions?

#### **Greenhouse Gas Emissions**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

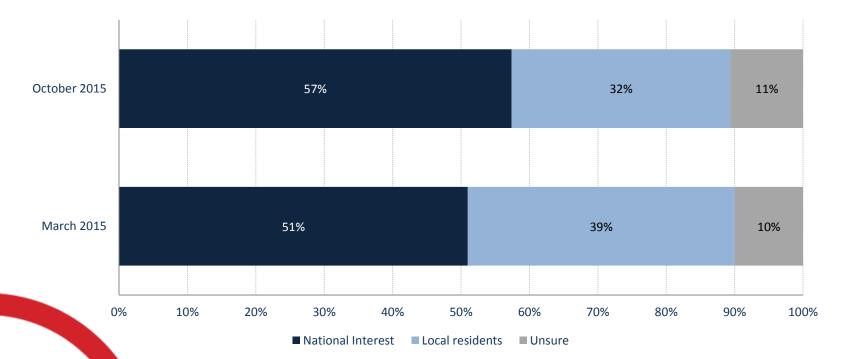
Provi 14	Subgroups	Federal
	Atlantic (n=100)	73.6%
	Quebec (n=250)	75.3%
	Ontario (n=300)	80.5%
	Prairies (n=200)	72.4%
	British Columbia (n=150)	87.0%
	Male (n=500)	79.2%
	Female (n=500)	76.6%
	18 to 29 (n=205)	79.2%
	30 to 39 (n=169)	80.3%
	40 to 49 (n=208)	73.9%
	50 to 59 (n=178)	79.8%
	60 plus (n=239)	77.0%

\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Should the provincial or the federal level of government lead decisionmaking for reducing greenhouse gas emissions?

#### National Interest vs. Local Residents

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – What is more important in a proposed energy project moving forward: [ROTATE]

The national interest OR the views of local residents?

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#### National Interest vs. Local Residents

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Unsure 11%		Subgroups	National Interest
			Atlantic (n=100)	60.2%
			Quebec (n=250)	48.4%
			Ontario (n=300)	63.4%
			Prairies (n=200)	64.6%
The view of		The national interest	British Columbia (n=150)	48.7%
local residents 32%		57%	Male (n=500)	65.7%
			Female (n=500)	49.0%
			18 to 29 (n=205)	56.6%
*Note: Charts may not add up to 100 due to roun		30 to 39 (n=169)	43.4%	
		40 to 49 (n=208)	59.7%	
			50 to 59 (n=178)	59.2%
	to rounding	60 plus (n=239)	64.5%	
	<b>QUESTION</b> – What is more im [ROTATE]		d energy project movinរ្	g forward:

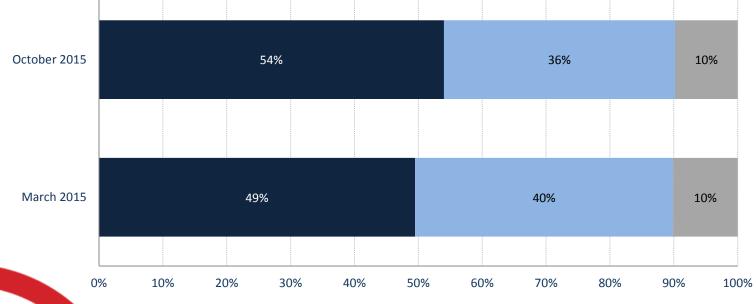
The national interest OR the view of local residents?

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## National Interest vs. First Nations, Métis and Inuit peoples

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



■ National Interest ■ Rights of First Nations, Métis, and Inuit peoples ■ Unsure

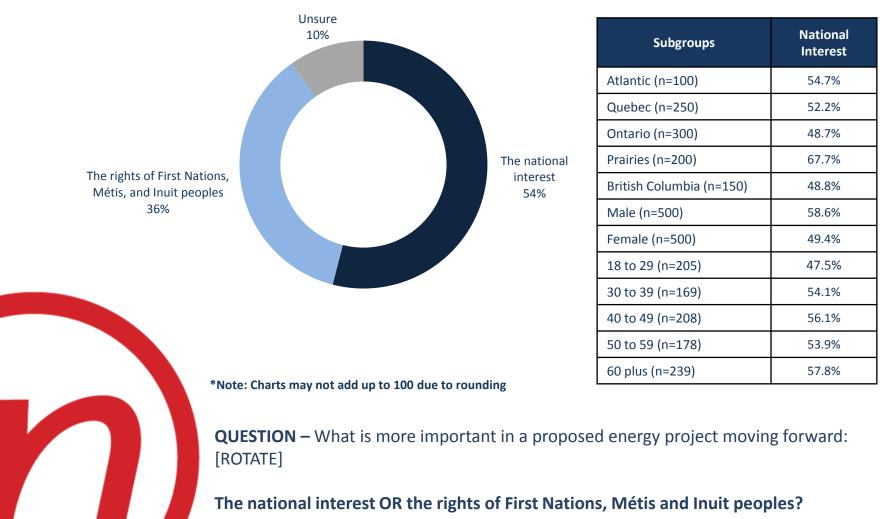
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**QUESTION** – What is more important in a proposed energy project moving forward: [ROTATE]

The national interest OR the views of First Nations, Métis and Inuit peoples?

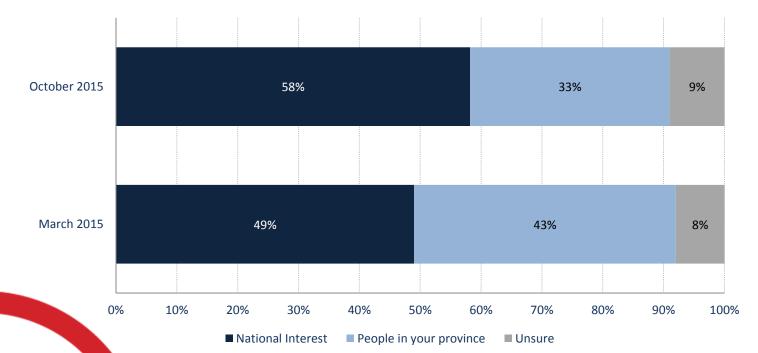
# National Interest vs. First Nations, Métis and Inuit peoples

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



#### National Interest vs. Provinces

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – What is more important in a proposed energy project moving forward: [ROTATE]

The national interest OR the views of people in your province?

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#### National Interest vs. Provinces

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Unsure 9%		Subgroups	National Interest
			Atlantic (n=100)	62.4%
			Quebec (n=250)	46.8%
			Ontario (n=300)	68.0%
The views of			Prairies (n=200)	66.7%
people in your province		e national interest	British Columbia (n=150)	43.3%
33%		58%	Male (n=500)	66.0%
			Female (n=500)	50.4%
			18 to 29 (n=205)	54.3%
			30 to 39 (n=169)	50.3%
			40 to 49 (n=208)	59.7%
			50 to 59 (n=178)	58.3%
	*Note: Charts may not add up to 100 due to rou	nding	60 plus (n=239)	65.7%
	<b>QUESTION</b> – What is more importa [ROTATE]		d energy project movinន្	g forward:

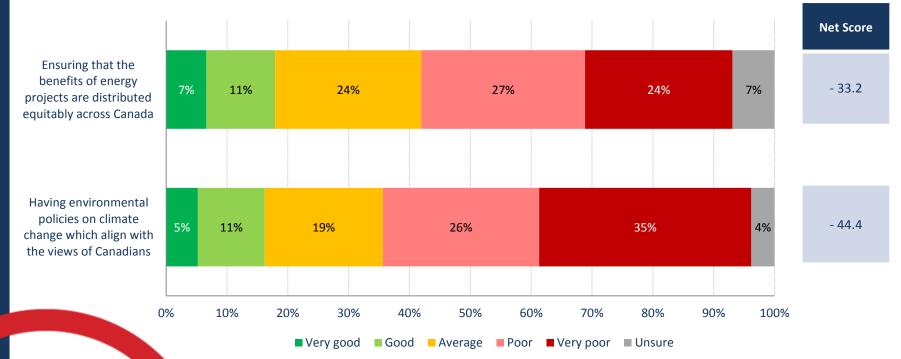
The national interest OR the views of the people in your province?

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#### Success of Canada



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20. Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

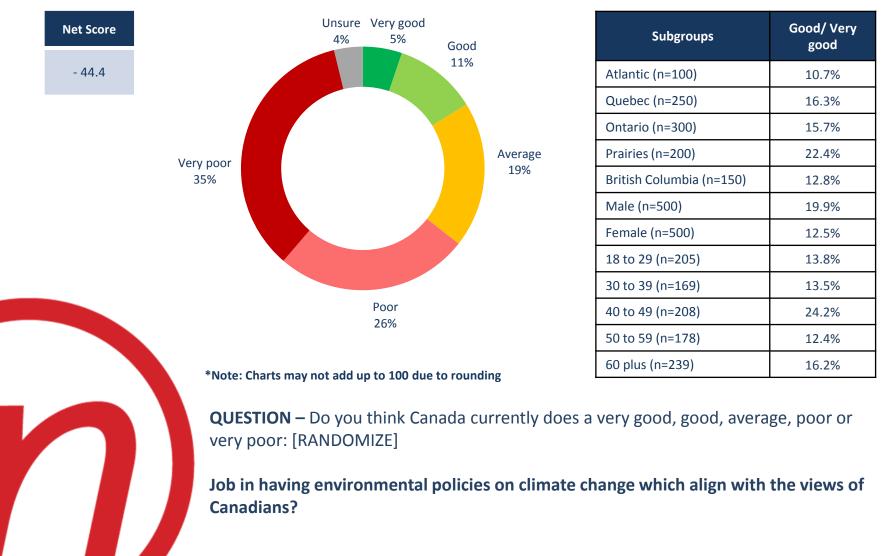


#### \*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you think Canada currently does a very good, good, average poor or very poor job in the following:

#### **Environmental Policies on Climate Change**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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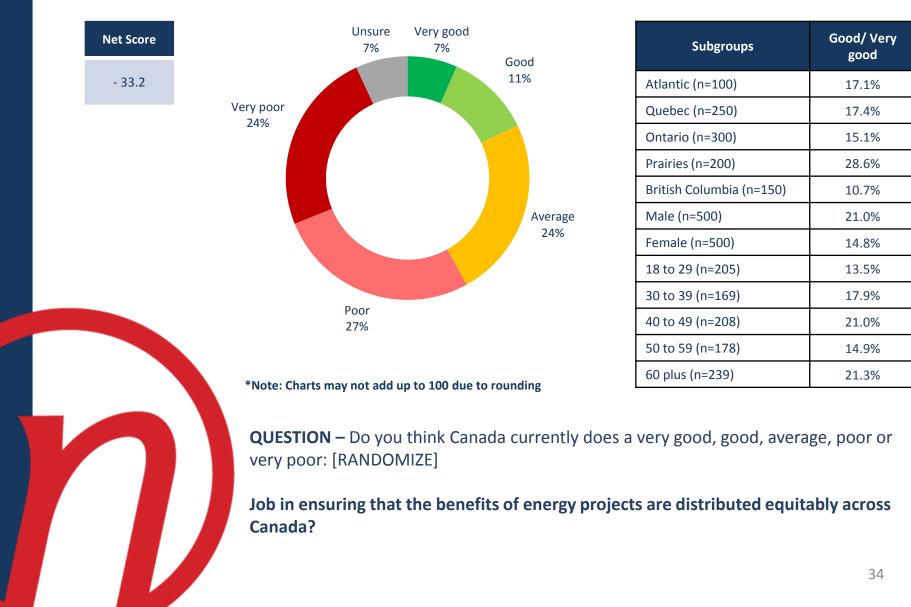
ENERGY

## **Benefits of Energy Projects**

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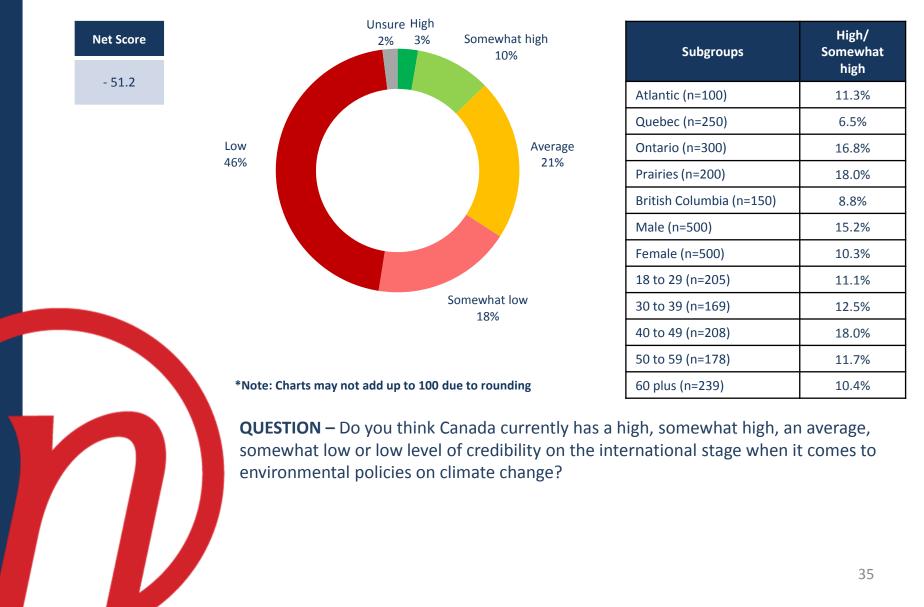
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15th to 16th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

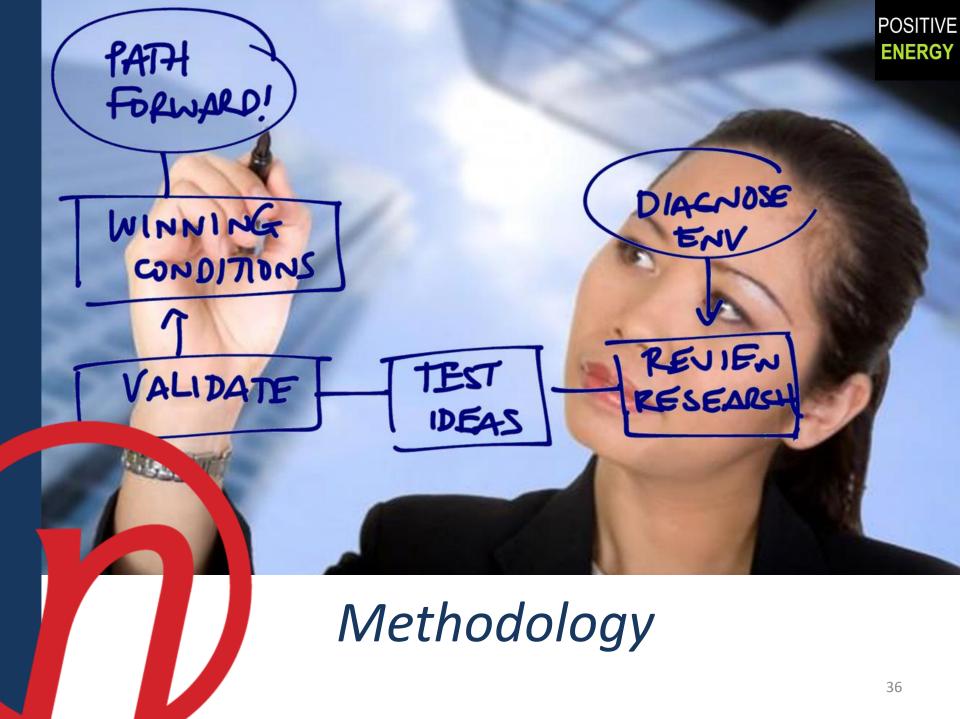


## Credibility on the International Stage

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 15<sup>th</sup> to 16<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.





# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between October 15<sup>th</sup> and 16<sup>th</sup>, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by University of Ottawa Positive Energy.

Note: Charts may not add up to 100 due to rounding.



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## About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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### Technical Note - H



Element	Description	Element	Description
Organization who commissioned the research	University of Ottawa Positive Energy	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1000 Randomly selected individuals.		Screening ensured potential respondents did not work in the
Margin of Error	±3.1 percentage points, 19 times out of 20.	Screening	market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Estimated Response Rate	15% percent, consistent with industry norms.
Demographics (Other)	Age, gender, education, income	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module five of an omnibus survey. The preceding modules included questions on unprompted issues of national concern and vote preferences, as well as questions regarding the
Number of Calls	Maximum of five call backs.		economic impact of the election.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
	9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	October 15 <sup>th</sup> to 16 <sup>th</sup> , 2015.		Contact Nanos Research for more information or with any concerns or questions.
Language of Survey	The survey was conducted in both English and French.	Contact	Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.





Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

					Regio	n			Ger	ıder			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 – Growth in the oil and gas sector in Canada	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
sector in Canada		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Support	%	27.9	33.2	16.6	27.8	44.7	21.2	29.7	26.1	19.1	27.3	30.5	27.6	34.0
	Somewhat support	%	30.6	31.4	30.0	34.1	29.5	25.5	34.6	26.6	24.1	32.6	34.0	32.7	30.3
	Somewhat oppose	%	20.1	12.2	24.6	20.4	13.7	25.8	16.0	24.2	24.9	17.2	17.7	21.4	19.0
	Oppose	%	16.8	18.1	24.1	10.9	9.4	25.1	16.2	17.3	28.4	15.4	10.9	16.0	13.5
	Unsure	%	4.6	5.1	4.6	6.7	2.7	2.4	3.4	5.8	3.5	7.6	6.9	2.3	3.2



Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			_		Regio	n			Ger	ıder			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - Growth in the renewable	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
energy sector in Canada		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Support	%	71.3	75.4	68.7	64.6	72.2	85.1	71.7	70.9	83.0	63.8	67.4	72.2	69.2
	Somewhat support	%	21.8	20.6	24.9	24.8	20.6	13.2	20.3	23.3	15.6	27.5	23.9	20.6	22.2
	Somewhat oppose	%	3.4	2.9	2.6	4.3	5.0	.8	4.7	2.0	.0	4.2	3.6	4.6	4.5
	Oppose	%	1.7	.0	1.4	3.3	1.4	.8	1.9	1.6	.6	1.3	2.2	1.3	3.0
	Unsure	%	1.8	1.1	2.4	3.1	.8	.0	1.3	2.3	.8	3.1	2.9	1.2	1.0



Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			_		Regio	n			Ger	ıder	-		Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Having new taxes on fossil	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
fuels such as gasoline, heating oil, and natural gas to		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
reduce greenhouse gases	Support	%	27.7	26.6	27.8	25.9	23.5	37.5	25.9	29.5	36.3	22.8	20.5	28.9	29.2
-	Somewhat support	%	27.4	33.2	26.2	26.7	29.5	24.3	24.4	30.5	31.7	18.5	28.2	27.8	29.2
	Somewhat oppose	%	15.6	13.5	14.8	15.5	14.9	19.6	16.9	14.3	15.0	14.7	16.7	15.0	16.2
	Oppose	%	25.3	20.8	27.1	29.0	26.7	16.0	29.6	21.0	13.2	35.7	30.8	26.0	22.9
	Unsure	%	4.0	5.9	4.2	2.9	5.4	2.6	3.2	4.8	3.8	8.3	3.9	2.2	2.5



Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

					Regio	n			Ger	ıder			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 – Canadian	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
governments working to negotiate an energy accord		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
with Canada's Aboriginal peoples to	Support	%	49.4	44.0	46.3	54.6	43.1	56.0	50.1	48.7	51.3	40.2	42.6	54.9	55.8
reduce conflict and uncertainty in the development of	Somewhat support	%	31.6	29.4	36.9	29.1	31.4	29.5	32.1	31.1	33.5	35.8	32.6	30.7	26.9
energy projects	Somewhat oppose	%	7.5	12.8	9.7	6.4	6.5	4.2	7.5	7.6	6.8	8.8	7.3	6.4	8.3
	Oppose	%	6.0	7.1	3.7	3.4	10.1	8.6	6.3	5.6	3.4	8.0	10.7	2.8	4.9
	Unsure	%	5.5	6.7	3.4	6.6	8.9	1.7	4.0	7.0	5.0	7.1	6.8	5.1	4.1



Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			-		Regio	n			Ger	nder			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - Encouraging more oil	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
refining in Canada prior to export to foreign markets		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
J	Support	%	44.5	52.8	36.7	43.0	46.4	51.9	49.2	39.7	41.1	42.9	39.3	40.5	55.9
	Somewhat support	%	31.9	35.0	29.7	32.2	33.9	30.2	30.6	33.2	25.8	29.1	39.6	37.6	28.1
	Somewhat oppose	%	8.0	5.6	11.5	7.7	4.5	9.1	7.7	8.3	5.0	9.1	7.6	12.5	6.9
	Oppose	%	8.5	5.0	15.4	6.1	7.3	5.6	7.0	9.9	15.5	12.1	6.4	5.8	3.7
	Unsure	%	7.2	1.6	6.7	10.9	7.9	3.1	5.4	8.9	12.6	6.8	7.1	3.6	5.4



Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			_		Regio	n			Ger	nder			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 6 - Having new taxes on fossil	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
fuels such as gasoline, heating oil, and natural gas if the		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
tax revenue was directed to projects	Support	%	37.1	36.2	36.1	35.0	30.6	52.4	34.3	39.9	47.8	32.3	31.9	36.3	36.5
related to a greener economy	Somewhat support	%	26.8	25.8	32.6	24.9	25.5	23.1	25.2	28.4	28.7	22.3	26.2	26.9	28.8
	Somewhat oppose	%	11.3	15.6	7.9	11.8	12.9	10.7	12.1	10.4	6.6	10.7	13.4	13.1	12.4
	Oppose	%	21.1	15.3	19.8	26.0	24.3	13.0	25.5	16.7	11.5	30.0	24.7	21.6	19.5
	Unsure	%	3.8	7.2	3.5	2.2	6.8	.9	2.9	4.6	5.5	4.7	3.8	2.1	2.8



Would you say the following are possible, somewhat possible, somewhat not possible or not possible [RANDOMIZE]

					Regio	on			Gen	nder	-		Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 7 – For Canada to develop	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
its energy resources while protecting the environment		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Possible	%	54.7	49.7	48.0	54.4	63.6	58.2	56.5	52.9	48.3	56.3	57.3	53.5	57.8
	Somewhat possible	%	36.0	42.6	42.5	36.7	31.8	24.7	35.1	36.9	36.8	36.6	35.8	38.3	33.3
	Somewhat not possible	%	5.7	5.0	7.2	5.8	1.9	8.4	6.2	5.2	9.6	2.7	4.3	5.6	5.7
	Not possible	%	2.2	.8	1.9	.7	1.8	6.8	1.7	2.7	3.0	3.1	1.3	2.3	1.4
	Unsure	%	1.5	1.9	.4	2.4	1.0	1.9	.6	2.3	2.3	1.3	1.3	.3	1.9



Would you say the following are possible, somewhat possible, somewhat not possible or not possible [RANDOMIZE]

					Regio	'n			Gen	der			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 8 – For you to be more	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
supportive of the development of fossil fuel energy		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
resources like oil, gas and coal if	Possible	%	34.5	35.0	27.9	38.2	37.2	33.9	34.2	34.8	31.3	38.1	30.1	32.5	39.9
Canada had a more environmentally	Somewhat possible	%	41.9	48.0	44.2	39.4	43.9	36.1	42.2	41.6	41.7	34.7	45.9	44.9	41.3
proactive climate change policy?	Somewhat not possible	%	10.2	6.3	12.0	9.9	8.5	12.7	10.8	9.6	13.3	9.8	7.5	11.3	9.4
	Not possible	%	8.2	5.9	11.1	7.7	3.5	12.3	8.2	8.3	9.5	11.7	8.4	5.6	6.5
	Unsure	%	5.2	4.7	4.7	4.7	7.0	5.0	4.7	5.7	4.2	5.6	8.1	5.7	2.9



					Regio	n			Ger	nder			Age		
		-	Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 – Which of the following two statements do you	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
agree with most:[ROTATE]		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs	%	56.9	52.0	57.7	54.4	50.4	72.6	53.6	60.2	69.5	53.7	49.1	59.3	53.3
	Growth and creating jobs should be the top priority, even if the environment suffers to some extent	%	29.2	32.7	26.8	30.2	36.1	19.6	34.3	24.1	16.3	33.4	32.5	31.1	33.0
	Unsure	%	13.9	15.2	15.5	15.5	13.5	7.8	12.1	15.7	14.2	12.9	18.4	9.6	13.7



					Regio	on			Ger	nder			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 10 – Which of the following two statements do you	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
agree with most:[ROTATE]		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Canada should aggressively transition away from fossil fuels to cleaner energy	%	39.4	35.7	46.7	36.2	27.6	52.0	37.5	41.4	48.6	32.6	37.0	41.0	37.4
	Canada should have a long term transition away from fossil fuels to cleaner fuels		54.4	58.4	48.7	56.8	62.8	45.2	58.1	50.7	50.2	60.0	55.6	51.3	55.3
	Unsure	%	6.2	5.9	4.6	7.0	9.6	2.8	4.4	7.9	1.1	7.4	7.4	7.7	7.4



Should the [ROTATE] provincial or federal level of government lead decision-making for:

					Regio	on			Ger	nder			Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 11 – Major pipeline projects	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Provincial government	%	23.6	11.9	36.1	12.2	19.1	39.1	21.6	25.5	25.9	23.6	18.4	32.9	19.0
	Federal government	%	67.5	76.4	53.1	80.7	72.6	52.6	71.4	63.6	67.5	66.1	69.6	60.2	72.3
	Unsure	%	8.9	11.7	10.8	7.1	8.4	8.3	7.0	10.9	6.6	10.3	12.0	6.9	8.7

#### Should the [ROTATE] provincial or federal level of government lead decision-making for:

					Regio	<u>n</u>	-		Ger	nder	Age				
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 12 – Reducing greenhouse gas emissions	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Provincial government	%	14.0	15.0	15.7	10.6	19.6	9.9	13.9	14.2	15.9	12.2	14.9	13.3	13.5
	Federal government	%	77.9	73.6	75.3	80.5	72.4	87.0	79.2	76.6	79.2	80.3	73.9	79.8	77.0
	Unsure	%	8.1	11.4	9.0	8.8	8.0	3.1	6.9	9.3	4.9	7.4	11.2	7.0	9.5

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 15<sup>th</sup> and 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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					Regio	n			Ger	nder	Age				
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 13 – What is more important in	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
a proposed energy project moving forward? [ROTATE]		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	The national interest	%	57.4	60.2	48.4	63.4	64.6	48.7	65.7	49.0	56.6	43.4	59.7	59.2	64.5
	The views of local residents	%	32.0	28.9	40.1	25.1	26.7	41.6	24.7	39.4	32.6	43.4	29.4	31.0	26.6
	Unsure	%	10.6	10.9	11.6	11.5	8.6	9.7	9.6	11.6	10.9	13.2	10.9	9.8	8.9

			<u> </u>		Region Gender								Age		
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 14 – What is more important in a proposed energy project moving forward? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	The national interest	%	54.0	54.7	52.2	48.7	67.7	48.8	58.6	49.4	47.5	54.1	56.1	53.9	57.8
	The rights of First Nations, Métis and Inuit peoples.	%	36.2	30.6	34.2	43.9	25.1	42.9	35.1	37.4	43.0	30.8	35.5	38.5	33.1
	Unsure	%	9.8	14.7	13.6	7.4	7.2	8.3	6.3	13.2	9.5	15.1	8.3	7.6	9.1

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 15<sup>th</sup> and 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20. www.nanosresearch.com

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					Regio	n			Ger	ıder		Age			
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 15 - What is more important in	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
a proposed energy project moving forward? [ROTATE]		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	The national interest	%	58.2	62.4	46.8	68.0	66.7	43.3	66.0	50.4	54.3	50.3	59.7	58.3	65.7
	The views of people in your province	%	32.8	28.4	42.5	22.6	26.9	47.6	26.8	38.8	37.2	40.6	29.5	35.4	24.3
	Unsure	%	9.0	9.2	10.7	9.4	6.4	9.1	7.2	10.8	8.4	9.1	10.9	6.3	9.9



Do you think Canada currently does a very good, good, average, poor or very poor job in the following: [ROTATE]

		-			Regio	n			Gen	der					
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 16 – Having environmental policies on climate change which align with the views of Canadians	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Very good	%	5.2	4.5	5.3	5.9	5.4	4.2	6.4	4.0	4.1	4.3	7.9	4.2	5.3
	Good	%	11.0	6.2	11.0	9.8	17.0	8.6	13.5	8.5	9.7	9.2	16.3	8.2	10.9
	Average	%	19.4	28.9	18.7	18.6	22.0	12.1	20.3	18.4	12.8	24.1	18.5	20.3	21.6
	Poor	%	25.7	19.0	24.5	28.8	20.7	32.3	21.9	29.4	25.1	25.8	22.8	23.9	29.8
	Very poor	%	34.9	37.7	39.3	31.7	27.0	42.9	34.7	35.1	45.3	30.2	29.8	40.4	29.8
	Unsure	%	3.8	3.7	1.2	5.2	8.0	.0	3.2	4.5	2.9	6.4	4.8	3.1	2.5



Do you think Canada currently does a very good, good, average, poor or very poor job in the following: [ROTATE]

					Regio	n			Gender Age						
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 17 – Ensuring that the	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
benefits of energy projects are distributed equitably		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
across Canada.	Very good	%	6.6	5.9	4.2	4.7	16.0	2.4	8.2	5.0	5.8	5.4	10.2	3.8	7.2
	Good	%	11.3	11.2	13.2	10.4	12.6	8.3	12.8	9.8	7.7	12.5	10.8	11.1	14.1
	Average	%	24.0	25.1	21.7	26.1	27.3	18.5	25.1	22.9	19.6	25.7	24.5	25.2	25.2
	Poor	%	26.9	27.5	25.2	27.9	24.3	30.8	24.5	29.3	25.9	27.8	21.7	29.3	29.9
	Very poor	%	24.2	27.4	30.3	21.4	12.8	32.8	24.2	24.2	33.3	23.7	23.8	23.9	17.4
	Unsure	%	6.9	2.9	5.5	9.4	7.0	7.1	5.2	8.7	7.6	5.0	9.1	6.6	6.1



					Regio	n			Gen	der		Age			
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 18 - Would you say that Canada currently has a high, somewhat high, an average, somewhat low or low level of credibility on the international stage when it comes to environmental	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	High	%	2.7	.9	.7	4.2	4.3	2.2	3.7	1.7	.7	3.9	6.5	.3	2.1
	Somewhat high	%	10.0	10.4	5.8	12.6	13.7	6.6	11.5	8.6	10.4	8.6	11.5	11.4	8.3
policies on climate change?	Average	%	21.4	24.2	23.6	18.0	23.4	19.6	20.9	21.8	17.6	26.7	18.6	21.1	23.4
	Somewhat Iow	%	18.4	18.3	20.3	17.5	18.4	17.3	16.7	20.2	16.4	15.1	20.2	18.7	20.9
	Low	%	45.5	45.4	48.1	44.9	38.3	51.5	45.1	45.8	54.9	42.2	40.1	46.1	43.9
	Unsure	%	2.0	.8	1.4	2.8	1.7	2.8	2.1	2.0	.0	3.5	3.1	2.5	1.4