

POLL RESULTS: Canadians' thoughts on oil products and the industry

James Skinner | April 2020



Executive summary

Oil is a part of our modern world. Despite the general conception that oil is primarily used for gasoline in our cars, diesel in our trucks and jet fuel for our flights, it is commonly found in countless items that we use every day. From cell phones and bicycle tires to sports equipment and countless materials in the health care sector, oil provides numerous benefits and luxuries that we expect from a modern society.

Despite oil being inextricably linked with our modern world, environmental activists have been calling on governments to “keep oil in the ground”. In Canada, endless calls are made to phase out this natural resource despite our country possessing the third largest reserves in the world and growing global demand for products that are made and transported with oil.^{1,2}

Even during the COVID-19 pandemic, when countless oil products helped fight the virus (ventilators, syringes, hand sanitizers, the transportation of goods to our grocery stores, etc.) environmental activists sought to shut down Canada’s industry.

We contracted Leger Research to conduct some public opinion research on some of these issues – which oil-based products are Canadians most willing to consider cutting back on? What do Canadians think about exporting natural gas to China and the consequences of keeping our resources in the ground?

Highlights of the March 13 – March 16, 2020 public opinion research, includes:

- Canadians overwhelmingly agree (59%) with the idea that if Canada doesn’t develop its oil another country will increase its production so we’re not really helping the environment (28% disagree).
- Canadians overwhelmingly agree (62%) that exporting our natural gas to China is a good thing as it reduces China’s dependence on coal (16% disagree).

- Canadians appear to be more willing to entertain the idea of significantly reducing their usage of single-use plastics (82%) than they are sports equipment like hockey pucks (64%), contact lenses (50%), electronic equipment like cell phones (40%) and automobiles (40% – including electric cars).
- Canadians were least likely to express a willingness to significantly reduce consumption of fruits and vegetables which are transported great distances (27%).
- Only 5% of Canadians think our health care system should stop using products like syringes, MRI machines and heart valves that are made, at least in part, with oil.

Methodology

The data represented in this report is from a national online survey with 1,538 adult Canadians between March 13 and March 16, 2020. The data has been weighted to reflect the regional, age and gender population distribution of Canada. The respondents for this survey were drawn from Leger’s research panel which has proven to be a representative sample of the broader Canadian population. Were this a probability sample, the margin of error of a survey of this size would be +/- 2.5 percent 19 times out of 20. Some figures in this report may not add to 100 due to rounding. Please see appendix for polling data.

Results

The following section includes the survey questions posed to Canadians, results and related information. For a breakdown of the data by age, gender and geographic region, please see the appendix.



Question 1

Which of the following decisions are you willing to make as a consumer to reduce your dependence on oil and reduce your carbon footprint? "I am willing to significantly reduce my purchases of _____ until alternatives exist that don't require oil to produce."

	Yes	No	Don't Know
Single use plastics, such as straws, plastic bags and pop bottles	82%	12%	6%
Standard hockey pucks, baseball, basketballs and other sports equipment	64%	20%	16%
Sunglasses and contact lenses	50%	36%	14%
Cars and trucks, including electric vehicles until they no longer require oil for their parts and production	40%	42%	17%
Cell phones, laptops and other electronic equipment	40%	43%	17%
Fruits and vegetables that have to be transported great distances using oil, such as bananas, pineapples and avocados	27%	59%	13%

Note: See appendix for exact wording

Question one asks Canadians about different goods they would be willing to consider significantly reducing their consumption of until alternatives exist. Without a doubt, it's much easier to indicate in a survey that you're willing to, say, not purchase the latest iPhone, than it is to hold off on purchasing the device in real life. (Note that while polls show 76% of Canadians want more action on climate change, the Financial Post reported in January 2020 that SUV sales set a record in 2019.)^{3 4}

However, we believe this data is useful in understanding which aspects of their lives the public is most willing to consider making sacrifices. While it's intuitive that people would be more willing to give up single use cutlery than hold off on purchasing a new cell phone every few years, it's interesting to see how the different categories compare with each other.

The data shows an overwhelming number of Canadians (82%) are most open to significantly reducing their consumption of single-use plastics. The most support for this option are found in Quebec and Ontario. Women are also more open to this measure than men (88% and 75%, respectively).

While the reduction in usage of single-use plastics is widely supported across the country, consumers are far less likely to be willing to consider the idea of reducing their usage of other oil-based products, primarily because of necessity versus luxury.

Whereas most Canadians are open to the idea of significantly reducing their consumption of sports equipment and sunglasses/contact lenses (64% and 50%, respectively), this is due to such items being, on the whole, luxury items and therefore having less impact on day-to-day life. On the other hand, products which are more necessary for day-to-day living would only be surrendered by a minority of Canadians.

Cars, trucks and electric vehicles are used for transporting goods across the country and travelling from destination to destination. They are the life-blood for many Canadian families and testament to why only 40% of people would be willing to consider significantly reducing their usage. While 50% of Quebecers would be willing to cut consumption of vehicles, only 29% would be willing in Alberta, likely due to the province's large oil and gas industry.

In addition, 46% of those aged 18-34 would be willing to reduce their purchases of vehicles, whereas only 34% of those 55 years and older would be willing to reduce their reliance – perhaps because of reduced mobility as people grow older.

A minority of Canadians would also be willing to significantly reduce their consumption of cell phones, laptops and other electronics (40%), with the most willing in Quebec (52%) and the least willing in Alberta (27%). Again, the correlation between those least willing to sacrifice because of necessity is evident as not only do Canadians rely on cell phones and laptops for personal entertainment, but also rely on such commodities for work - especially those who reside in remote areas or are required to travel.

Unsurprisingly, the most basic necessity of health and nutrition, fruits and vegetables, is the least supported nationwide with respect to reducing consumption (27%). Even in Quebec where the largest support exists for reducing oil product usage, only 31% of people would be willing to reduce their purchase of fruits and vegetables (that have to be transported great distances) to offset their carbon footprint (with the lowest in Saskatchewan and Manitoba at 17%).

The data also shows a majority of Canadians believe production and usage of oil-based products should continue in our health care system, but we should look for alternative ways of producing them independent of oil. A majority of this sentiment was shared across all provinces except Manitoba and Saskatchewan, with the highest in Quebec (66%) and Ontario (63%). Women also held this belief more than men, with 68% versus 52%, respectively.

Question 2

Many products in the health care field are made, at least in part, with oil. Some examples include heart valves, artificial limbs, syringes, MRI machines, ultrasound machines and anaesthetics. With that in mind, which statement best represents your view?

We should stop using these products to reduce our dependency on oil.	5%
We should keep using these products, but look for alternative ways of producing them to reduce our dependency on oil.	61%
It's not a problem that these products are made with oil, they're important for human health.	15%
It's not a problem as these products are important for human health. We should look at creating even more products with oil if they can help improve human health.	13%
Don't know	6%

Very few Canadians believe we should cease using oil products in the health care system. This again ties closely to the luxury versus necessity argument as health care products are essential for human health and survival. Therefore, few Canadians (5%) would be willing to sacrifice these necessities.

What is also interesting to note is this survey was conducted as the recent outbreak of the COVID-19 virus started to take hold in Canada. Considering many Canadians have seen the benefits of using respirators, masks and machinery during pandemics – all of which is produced using oil – it is reasonable to predict that even fewer people would now be willing to reduce usage of vital health care equipment.

Around 15% of the population hold the view that health care products' dependency on oil is not a problem, while an additional 13% believe the same but with the added stipulation that we should create more oil-based health products if it means improving human health. Again, Quebec demonstrates the lowest support for these sentiments (22% on aggregate) while Manitoba, Saskatchewan and Alberta demonstrate the highest (45% and 40% on aggregate, respectively).

It is therefore interesting to note that, excluding those who answered "I don't know" to the above question (6%), a vast majority of Canadians are supportive of oil products in our health care system. Only 5% believe usage of these products should stop entirely, while 89% believe oil products should continue in health care fields (with 61% of this category supportive of developing alternatives to reduce our dependency on oil).

Question 3

Do you agree or disagree with the following statement? "If Canada does not develop its oil and gas resources, other countries will develop and export more of their oil and gas resources, so we're not really helping the global environment."

Agree	59%
Somewhat agree	34%
Strongly agree	24%
Disagree	28%
Strongly disagree	10%
Somewhat disagree	18%
Don't know	14%

We often hear soundbites in the media from environmental activists urging governments to “keep oil in the ground.” While many Canadians support efforts to reduce carbon dioxide emissions, we thought it would be interesting to examine if people have thought more deeply about this concept – what happens if Canada keeps its oil in the ground?

Data from both BP and the EIA suggest the world would not go without if Canada scaled back its production. Instead, the world would simply purchase more oil from other nations, as the two organizations expect global demand for oil will continue to rise for decades to come.^{5,6}

A perfect example of this reality is our neighbour to the south. Despite Canada’s continued abandonment of resource projects such as the Teck Frontier oil sands mine, the United States has continued to grow and expand its dominance of the global oil and gas sector. Since 2008, US crude oil production has surged 140% while gas output has grown 55%.⁷ The country is now the world’s largest oil and natural gas producer, yielding 20% more oil and 25% more natural gas than Russia. It is also poised to become the largest global seller of these fuels within the next five years.⁸

One should also note that Russia is currently proceeding with a significant new oil project in the arctic, currently pegged at \$157 billion USD (approximately \$219 billion Canadian). For perspective, that’s roughly 10 times larger than the \$21 billion Teck oil sands mind that was shelved in Canada earlier this year.⁹

Our public opinion research shows that 66% of Canadians aged 55 and older are more inclined to believe that other nations will simply increase their production if Canada keeps its oil in the ground.

Unsurprisingly, Albertans were the most likely to strongly or somewhat agree with the statement (74%), likely because of the intensive oil and gas sector that employs thousands of residents. Quebecers were the least likely to agree with the statement (51%), but even then they outnumbered those who disagreed (34%) by a significant margin.

Nationwide, it appears that a majority of Canadians are aware that limiting our own development of natural resources does nothing to help the global environment. Other countries, regardless of our own environmental concerns, will continue to extract oil and natural gas at the expense of economic growth and business opportunities in Canada.

Question 4

*Do you agree or disagree with the following statement?
“If Canada exports natural gas to China, it can help China reduce its dependence on coal and that’s a good thing for the global environment.”*

Total agree	62%
Somewhat agree	41%
Strongly agree	22%
Total disagree	16%
Strongly disagree	6%
Somewhat disagree	11%
Don't know	22%

Canada has the fifth largest reserves of natural gas in the world, and recently, huge potential has arisen for our nation to export natural gas to countries such as China who have a high dependence on carbon intensive fuels such as coal.¹⁰

This is [beneficial for the environment](#), as natural gas emits 50% less carbon dioxide and is 60% more efficient at electricity production in older power plant facilities than coal.¹¹

Our polling data shows the vast majority of Canadians realize the environmental benefits of Canadian natural gas substituting Chinese coal (62%). As expected, Albertans were the most in agreeance with 75%, while Quebecers were the least in agreeance with 55%.

Age also factors with respect to support or opposition for the statement. Only 53% of those aged 18-34 support the statement compared to 72% of those aged 55 and over. Likewise, over a fifth of those aged 18-35 polled (22%) disagree with the statement compared to only 11% of those aged 55 and over.

As the bar graph demonstrates, approximately two thirds of Canadians (62%) agree that exporting Canadian natural gas to China is much better for the environment than China relying on its own coal reserves.

It is also worthy to note that by excluding those who answered “don't know”, the percentage of Canadians in agreeance, on aggregate, is much higher. Over 78% of Canadians agree that exporting natural gas to China is better for the environment, compared to only 21% who disagree.

It is therefore clear that despite activist pressure and environmental fervour, a vast majority of Canadians want to see natural resource development thrive. This is not simply because our nation values economic prosperity over pollution, but because Canada's natural gas is cleaner, greener and more effective at producing energy than carbon intensive coal used in China and other developing countries.

Conclusion

The data illustrates that while Canadians are cognitive of the environment and our impact on the climate, our population does have a moderate approach to balancing green initiatives with necessity and the economy.

Canadians are overwhelmingly in favour of reducing their reliance on single-use plastics but not so for necessities like fruits and vegetables. Necessities within the health care system which are oil dependent are also accepted by a vast majority of Canadians, but the general notion exists that while beneficial for the time being, alternatives should be explored.

Both points of view are rational – it would be detrimental to our health, working environments and health care systems if we were to completely eliminate usage of oil-dependent products for the sake of reducing our immediate carbon footprint. Innovation, research and development and greater efforts to recycle could help reduce emissions while at the same time preserving our quality of life that we enjoy on a daily basis.

In addition, the data illustrates how Canadians are cognitive of Canada's role in global energy production. No matter how much we reduce output from our oil and gas sector, there will always be another country to fill the market void. This is evident with our southerly neighbours who have increased their energy production ten-fold while Canada has struggled to build pipelines and projects that are vital for economic growth.

Even more so, our energy sector is not only vital for economic growth but a cleaner future for our planet. Where countries like China continue to emit carbon dioxide through coal-intensive industry, Canada could provide a cleaner and more effective alternative through natural gas, thereby reducing greenhouse gas emissions and providing cleaner energy for developing nations across the world.

About the author

James Skinner is Founder and Executive Director of CANZUK International in Toronto; an international advocacy organization promoting closer diplomatic relations between Canada, Australia, New Zealand and the United Kingdom.

He has an LLB in Law & Politics and has worked in numerous political and advisory roles for the UK Parliament, the Australian Senate and the United States Congress.

About Leger

Leger is the largest Canadian-owned, market research and analytics company with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986. Please visit Leger.com to learn more.

Sources

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Report

Climate Change



DATE 2020-04-27

Leger

We know Canadians

SUMMARY OF FINDINGS

Fossil Fuel Attitudes

To lower their carbon footprint, Canadians more likely to reduce their use of *single use plastics*, however they are much less likely to reduce their purchases of *vehicles, cellphones or fruits and vegetables which have been transported long distances*

- 8 out of 10 (82%) Canadians said they are willing to reduce their use of single use plastics.
- 6 out of 10 (64%) Canadians said that are willing to reduce their purchases of sports equipment, such as standard hockey pucks.
- Less than 3 in 10 Canadians are willing to reduce purchases of fruits and vegetables which have transported great distances.

Quebec residents are more likely to reduce the purchases of items tested compared to the rest of Canada.

6 out of 10 Canadians reported that we should keep using health care products that are made in part with oil, but look for ways of producing them to reduce dependency on oil.

- About 2 out of 10 (15%) Canadians believe that it's not a problem that these products are made with oil, they're important for human health.
- 1 out of 10 (13%) Canadians believe that it's not a problem as these products are important for human health. We should look at creating even more products with oil if they can improve human health.

6 out of 10 Canadians agreed that other countries will develop more oil and gas resources if Canada doesn't

Subgroups more likely to agree that other countries will develop more oil and gas resources if Canada doesn't include:

- Respondents age 35+ (63% vs. 46% under age 35)
- Albertans (74%), particularly in comparison Ontarians (59%); British Columbians (57%) and Quebeckers (51%)

6 out of 10 Canadians agreed with the statement that if Canada exports natural gas to China, it is good for the global environment

Subgroups more likely to agree that if Canada exports natural gas to China, it is good for the global environment include:

- Men (69% vs. 56% of women)
- Age 55+ (72% vs. 56% under age 55)
- Albertans (75%)(vs. 55% of Quebeckers and 57% of Atlantic respondents).

METHODOLOGY

Study Population

Canadians aged 18 and older.

Data Collection

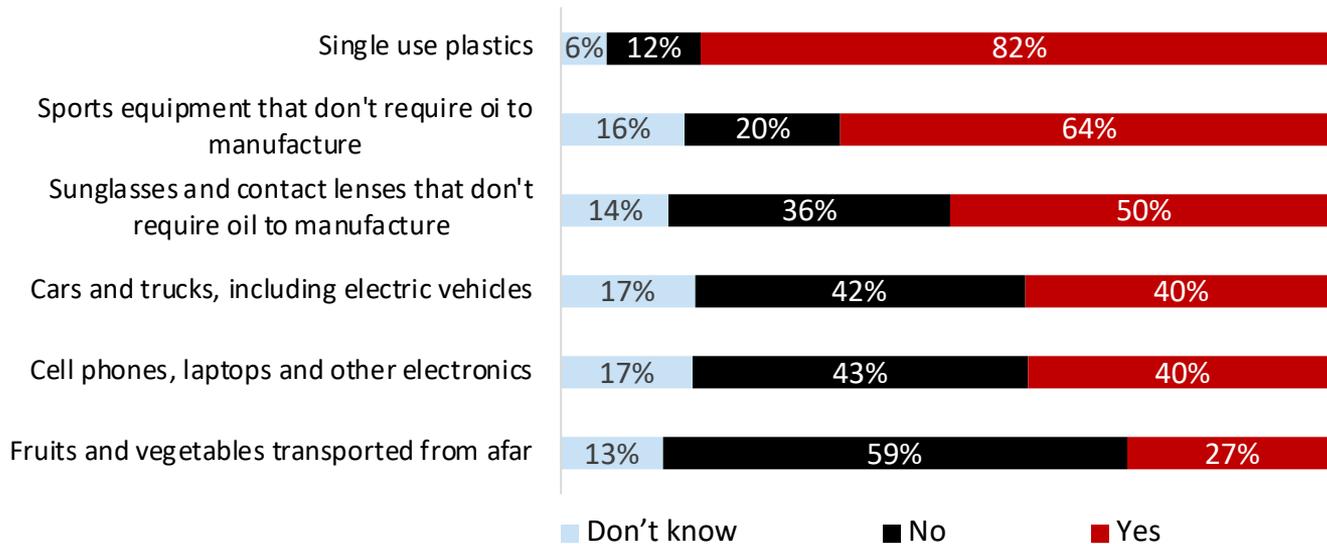
- A total of n=1538 online surveys were conducted in Canada
- Interviews were conducted March 13th to March 16th, 2020
- The full questionnaire is provided as a separate appendix to this report. Refer to it for complete wording to questions as some questions and answer choices have been abbreviated to properly display in the charts and figures.

Statistical Analysis

- In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents.
- Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.
- As a non-random internet survey, a margin of error is not reported.
- If the data were collected through a random sample, the margin of error for an n=1538 is $\pm 2.5\%$, 19 times out of 20.
- Using the data from the 2016 census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers have been presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums, and therefore may not correspond to the manual addition of these numbers.
- Additional methodological information can be found in the appendix of this report.

CLIMATE CHANGE

Canadians more likely to reduce their use of single use plastics and purchases of sports equipment and sunglasses and contact lenses to lower their carbon footprint



Respondents 18-54 (44%) are significantly more likely to reduce purchases of cars and trucks than those 55+ (34%).

Quebec respondents were more likely say they would reduce purchasing items tested than respondents from the rest of Canada.

Women are more likely to reduce the use of single use plastics and purchases of sports equipment than men.

Base: All respondents (n=1538)

Q1: Many Canadians want to reduce their carbon footprint by reducing the amount of fossil fuels in their day-to-day activities. It is difficult however, as many products we use every day are made with oil. For example, plastics and rubber parts which are made with oil. Also, many items are also shipped great distances using diesel powered cargo ships and semi-trailer trucks. Which of the following decisions are you willing to make as a consumer to reduce your dependence on oil and reduce your carbon footprint? *I will significantly reduce my purchases of ____ until alternatives exist*

Q1: % of Respondents who are willing to reduce dependence on oil and their carbon footprint – Demographic Breakdown

Q1: Which of the following decisions are you willing to make as a consumer to reduce your dependence on oil and reduce your carbon footprint? *I will significantly reduce my purchases of...*

	% of Yes											
	TOTAL	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	MALE	FEMALE
Weighted n=	1538	105	361	590	100	173	209	419	524	594	747	791
Unweighted n=	1538	100	416	604	131	132	155	389	540	609	784	754
Single use plastics	82%	81%	84%	84%	79%	77%	80%	83%	78%	85%	75%	88%
Sports equipment	64%	57%	71%	63%	57%	61%	63%	67%	64%	62%	57%	71%
Sunglasses and contact lenses	50%	51%	58%	48%	39%	46%	49%	56%	50%	46%	47%	53%
Cars and trucks, including electric vehicles	40%	40%	50%	39%	36%	29%	38%	46%	43%	34%	38%	43%
Cell phones, laptops and other electronic equipment	40%	39%	52%	40%	38%	27%	34%	44%	40%	38%	37%	44%
Fruits and vegetables which have been transported from afar	27%	26%	31%	28%	17%	20%	30%	35%	27%	22%	25%	29%

6 out of 10 Canadians reported that we should keep using health care products that are made in part with oil, but look for ways of producing them to reduce dependency on oil



Respondents more likely to say “we should keep using these products, but look for alternative ways of producing them to reduce our dependency on oil” included:

- Women (68% vs. 52% of men); and,
- Quebeckers (66%) and Ontarians (63%).

Respondents more likely to say “it's not a problem as these products are important for human health. We should look at creating even more products with oil if they can help improve human health” included:

- Men (19% vs. 19% of women); and,
- Albertans (24%).

MB/SK (25%) are more likely to say “it's not a problem that these products are made with oil, they're important for human health.”

Base: All respondents (n=1538)

Q2: Many products in the health care field are made, at least in part with oil. Some examples include heart valves, artificial limbs, syringes, MRI machines, ultrasound machines and anesthetics. With that in mind, which statement best represents your view?

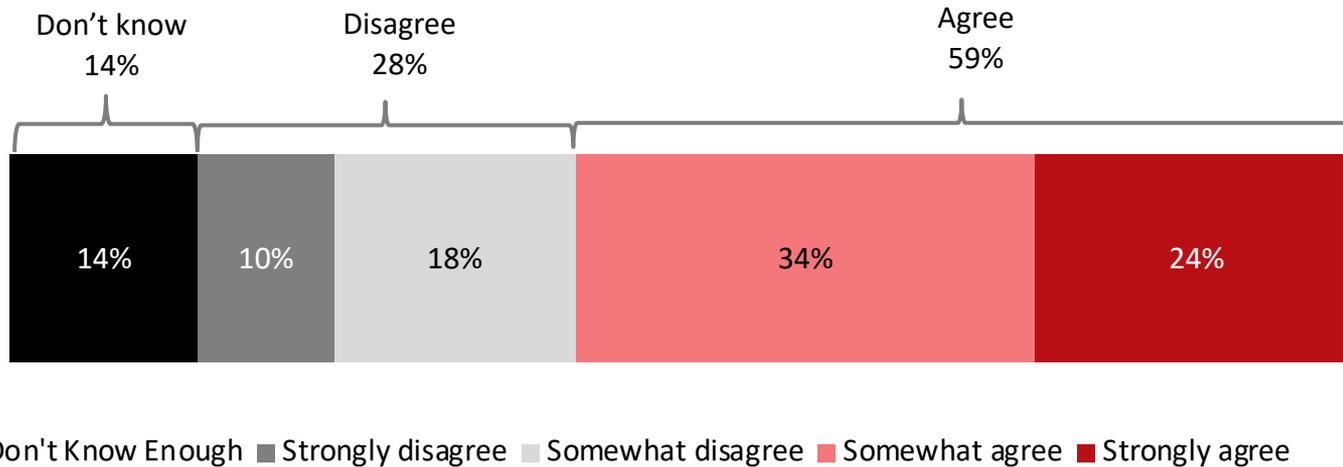
Q2: % breakdown by Demographic type

Q2: Many products in the health care field are made, at least in part with oil. Some examples include heart valves, artificial limbs, syringes, MRI machines, ultrasound machines and anesthetics. With that in mind, which statement best represents your view?

	TOTAL	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	MALE	FEMALE
Weighted n=	1538	105	361	590	100	173	209	419	524	594	747	791
Unweighted n=	1538	100	416	604	131	132	155	389	540	609	784	754
We should stop using these products to reduce our dependency on oil.	5%	6%	6%	4%	6%	4%	3%	7%	6%	2%	6%	3%
We should keep using these products, but look for alternative ways of producing them to reduce our dependency on oil.	61%	57%	66%	63%	45%	52%	62%	62%	58%	62%	52%	68%
It's not a problem that these products are made with oil, they're important for human health.	15%	20%	12%	14%	25%	16%	16%	11%	16%	17%	16%	14%
It's not a problem as these products are important for human health. We should look at creating even more products with oil if they can help improve human health.	13%	9%	10%	13%	20%	24%	12%	12%	12%	15%	19%	8%
I don't know	6%	8%	7%	6%	4%	4%	7%	7%	8%	4%	6%	6%

6 out of 10 Canadians agreed that other countries will develop more oil and gas resources if Canada doesn't

Agree/Disagree: Other countries will develop more oil and gas resources if Canada doesn't



Respondents more likely to agree with the statement *“If Canada does not develop its oil and gas resources, other countries will develop and export more of their oil and gas resources so we’re not really helping the global environment”* include:

- Age 35+ (63% vs. 46% under age 35); and,
- Albertans (74%).

Base: All respondents (n=1538)

Q3: Do you agree or disagree with the following statement? *“If Canada does not develop its oil and gas resources, other countries will develop and export more of their oil and gas resources so we’re not really helping the global environment.”*

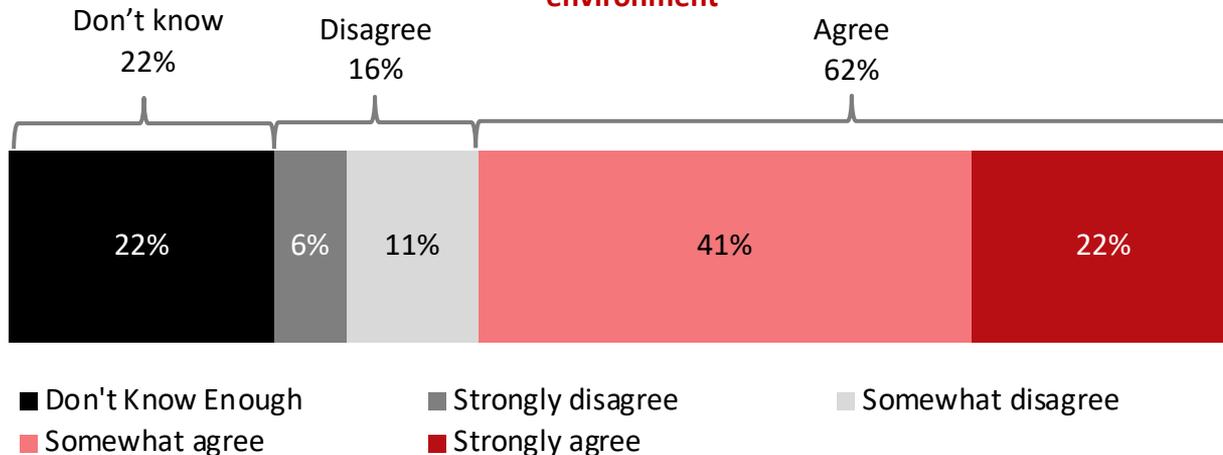
Q3: % breakdown by Demographic type

Q3: Do you agree or disagree with the following statement? *“If Canada does not develop its oil and gas resources, other countries will develop and export more of their oil and gas resources so we’re not really helping the global environment.”*

	TOTAL	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	MALE	FEMALE
Weighted n=	1538	105	361	590	100	173	209	419	524	594	747	791
Unweighted n=	1538	100	416	604	131	132	155	389	540	609	784	754
DISAGREE	28%	23%	34%	26%	28%	19%	30%	37%	26%	23%	30%	25%
Strongly disagree	10%	2%	12%	11%	10%	6%	11%	14%	10%	7%	11%	9%
Somewhat disagree	18%	21%	22%	15%	17%	13%	20%	24%	16%	15%	19%	17%
AGREE	59%	60%	51%	59%	60%	74%	57%	46%	59%	66%	62%	55%
Somewhat agree	34%	41%	34%	37%	22%	28%	32%	35%	37%	31%	31%	37%
Strongly agree	24%	19%	17%	22%	38%	45%	25%	11%	23%	35%	30%	19%
I don't know	14%	17%	15%	15%	12%	8%	13%	17%	15%	11%	8%	19%

6 out of 10 Canadians agreed that if Canada exports natural gas to China, it will help China reduce its dependency on coal and that's a good thing for the global environment

Agree/Disagree: Exporting natural gas to China is good for the global environment



Respondents more likely to agree with the statement *“If Canada exports natural gas to China, it can help China reduce its dependence on coal and that's a good thing for the global environment.”* include:

- Men (69% vs. 56% of women);
- Age 55+ (72% vs. 56% under age 55); and,
- Albertans (75%)(vs. 55% of Quebecers and 57% of Atlantic respondents).

Base: All respondents (n=1538)

Q4: Do you agree or disagree with the following statement? *“If Canada exports natural gas to China, it can help China reduce its dependence on coal and that's a good thing for the global environment.”*

Q4: % breakdown by Demographic type

Q4: Do you agree or disagree with the following statement? *“If Canada exports natural gas to China, it can help China reduce its dependence on coal and that's a good thing for the global environment.”*

	TOTAL	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	MALE	FEMALE
Weighted n=	1538	105	361	590	100	173	209	419	524	594	747	791
Unweighted n=	1538	100	416	604	131	132	155	389	540	609	784	754
DISAGREE	16%	16%	22%	15%	16%	11%	17%	22%	18%	11%	18%	15%
Strongly disagree	6%	3%	5%	7%	4%	5%	7%	7%	5%	5%	7%	5%
Somewhat disagree	11%	13%	17%	8%	13%	5%	10%	15%	12%	6%	12%	10%
AGREE	62%	57%	55%	62%	71%	75%	62%	53%	58%	72%	69%	56%
Somewhat agree	41%	38%	40%	43%	40%	40%	36%	39%	40%	42%	40%	41%
Strongly agree	22%	18%	15%	19%	31%	35%	26%	14%	18%	30%	29%	14%
I don't know	22%	27%	23%	24%	13%	14%	21%	25%	24%	17%	13%	30%

APPENDIX

Detailed Methodology

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panelists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

If you have questions about the data presented in this report, please contact **Andrew Enns**, Executive Vice President, at the following email address: aenns@leger360.com.

RESPONDENT PROFILE

RESPONDENT PROFILE - *Canada*

	Weighted
	1538
n=	
Gender	
Male	49
Female	51
Age	
18 to 34	27
35 to 54	34
55 years of age or older	38
Marital Status	
Single	30
Married/Common-Law	56
Divorced/Separated	9
Union Membership	
Currently belong to a union	18
Previously belonged to a union	31
I have never belonged to a union	49

RESPONDENT PROFILE - *Canada*

	Weighted
n=	1538
Children Under 18 in HH	
Yes	26
No	73
HH Income	
Under \$40k	24
\$40k to \$79k	32
\$80k to \$100k	13
\$100k or more	21
Region	
British Columbia	14
Alberta	11
Manitoba/Saskatchewan	7
Ontario	38
Quebec	23
Atlantic	7

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600

EMPLOYEES



185

CONSULTANTS



8

OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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SECONDSTREET.ORG NATIONAL OMNI POLL

Project's Info

[TYPE OF PROJECT: Web]
[LANGUAGES: EN/French]
[TRACKING: No]
[n=1500]

INTRO:

STANDARD ONLINE LEO INTRO.

Quotas

Gender – Standard Omni

Region – Standard Omni

Age – Standard Omni

[BASE=ALL]
[SIMPLE MENTION GRID]
[LIST ORDER: In order]
[STATEMENT LIST ORDER: Randomized]

Q1

Many Canadians want to reduce their carbon footprint by reducing the amount of fossil fuels in their day-to-day activities. It is difficult however, as many products we use every day are made with oil. For example, plastics and rubber parts which are made with oil. Also, many items are also shipped great distances using diesel powered cargo ships and semi-trailer trucks. Which of the following decisions are you willing to make as a consumer to reduce your dependence on oil and reduce your carbon footprint?

RESPONDENT/INTERVIEWER INSTRUCTION:	<i>(ONLY ONE SELECTION POSSIBLE) Please select one answer.</i>
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	List	Yes	No	Don't Know
Statements	Value	1	2	99
a) I am willing to significantly reduce my purchases of sunglasses and contact lenses until alternatives exist that don't require oil to produce.	1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) I am willing to significantly reduce my purchases of standard hockey pucks, baseballs, basketballs and other sports equipment until alternatives exist that don't require oil to produce.	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) I am willing to significantly reduce my purchases of fruits and vegetables, that have to be transported great distances using oil, such as bananas, pineapples and avocados.	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) I am willing to significantly reduce my purchases of cars and trucks, including electric vehicles until they no longer require oil for their parts and production.	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) I am willing to significantly reduce my purchases of cell phones, laptops and other electronic equipment until alternatives exist.	5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) I am willing to significantly cut back on single use plastics, such as straws, plastic bags and pop bottles.	6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[BASE=ALL]
 [SIMPLE MENTION]
 [LIST ORDER: In order]
 [STATEMENT LIST ORDER: Randomized] A-D; Don't know always last

Q2

Many products in the health care field are made, at least in part with oil. Some examples include heart valves, artificial limbs, syringes, MRI machines, ultrasound machines and anesthetics. With that in mind, which statement best represents your view?

RESPONDENT/INTERVIEWER INSTRUCTION:	<i>(ONLY ONE SELECTION POSSIBLE)</i> Please select one answer.
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Statements	Value
a) We should stop using these products to reduce our dependency on oil.	1
b) We should keep using these products, but look for alternative ways of producing them to reduce our dependency on oil.	2
c) It's not a problem that these products are made with oil, they're important for human health.	3
d) It's not a problem as these products are important for human health. We should look at creating even more products with oil if they can help improve human health.	4
e) Don't know	99

[BASE=ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q3

Do you agree or disagree with the following statement? *“If Canada does not develop its oil and gas resources, other countries will develop and export more of their oil and gas resources so we’re not really helping the global environment.”*

RESPONDENT/INTERVIEWER INSTRUCTION:	<i>(ONLY ONE SELECTION POSSIBLE) Please select one answer.</i>
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[RESPONSE LIST (Scale):]

Label	Value
Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
Don't know	99

[BASE=ALL]
[SINGLE MENTION]
[LIST ORDER: In order]

Q4

Do you agree or disagree with the following statement? *"If Canada exports natural gas to China, it can help China reduce its dependence on coal and that's a good thing for the global environment."*

RESPONDENT/INTERVIEWER INSTRUCTION:	(ONLY ONE SELECTION POSSIBLE) Please select one answer.
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[RESPONSE LIST (Scale):]

Label	Value
Strongly disagree	1
Somewhat disagree	2
Somewhat agree	3
Strongly agree	4
Don't know	99