



Canadian Defence and Foreign Affairs Institute ▶▶

Fall Conference Study 2007



October 2007

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Methodology

- The online survey was conducted among current members of the INNOVATIVE's Canada 20/20 panel between October 15 and 21st, 2007.
- The study included 1,088 responses eligible for inclusion in our analysis. After weighting a sample of this size the aggregated results are considered accurate to within ± 2.91 percentage points, 19 times out of 20, of what they would have been had a representative cross-section of Canadians eligible to vote been polled.



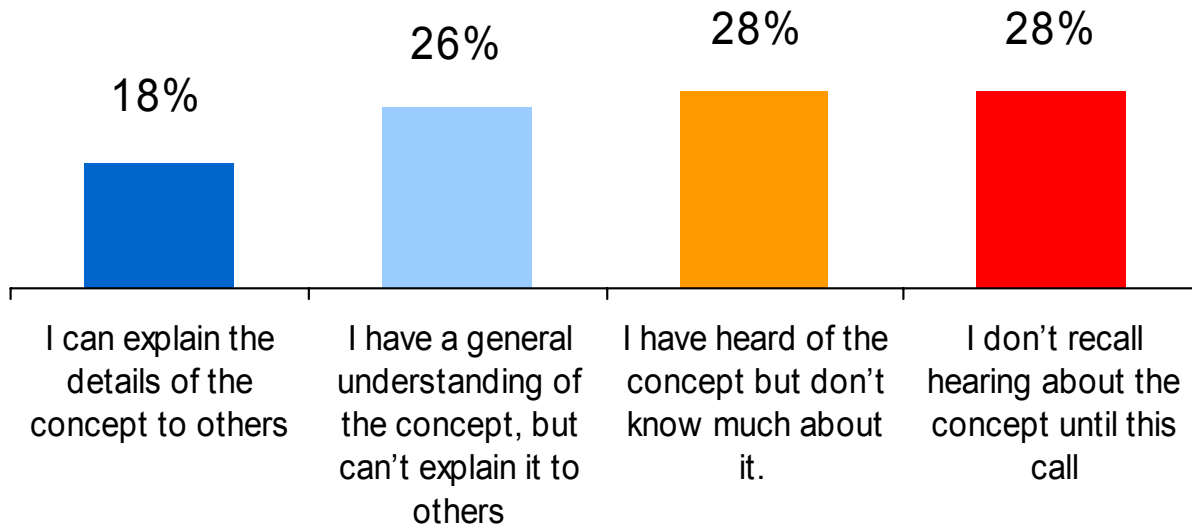
Canada as an “Emerging Energy Power”



Seven-in-ten have at least heard of 'emerging energy super power' concept

Q

Recently, there has been discussion of Canada as an “emerging energy superpower”. How familiar are you with the concept of Canada as an emerging energy superpower?



‘Can explain the details to others’

Region	%
Atlantic	11%
Quebec	13%
Ontario	21%
Prairies	21%
Alberta	28%
BC	17%

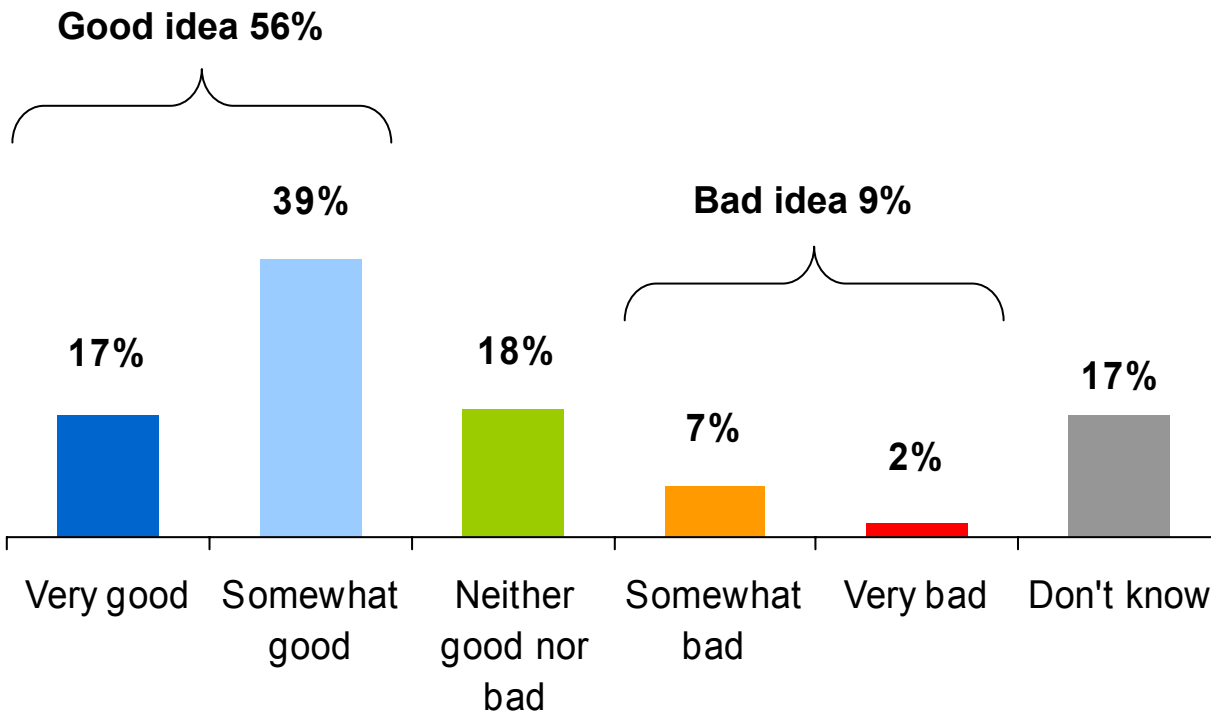
Age	%
18-34	25%
35-44	17%
45-64	17%
64+	11%

Gender	%
Male	29%
Female	8%

Majority feel Canada as an emerging energy superpower is a good idea

Q

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



'Good idea'

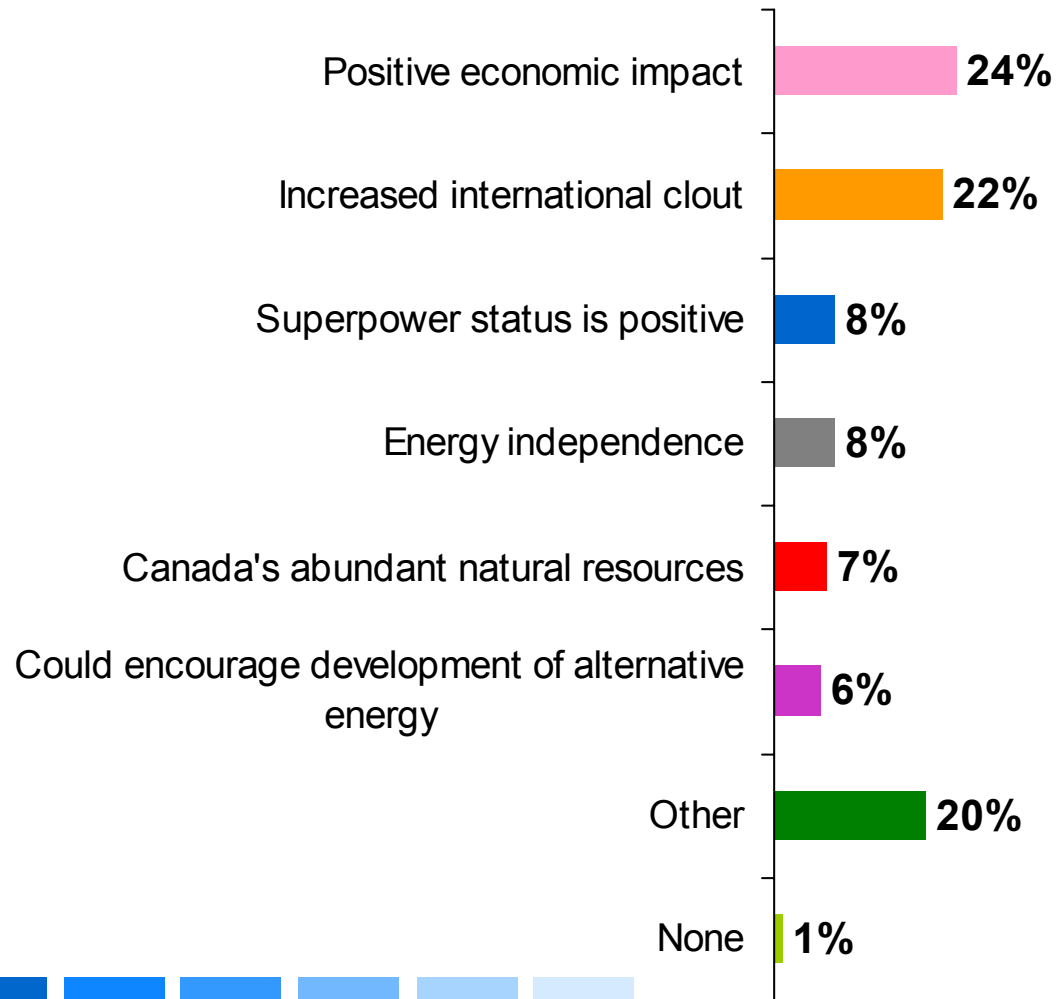
Region	%
Atlantic	67%
Quebec	48%
Ontario	59%
Prairies	56%
Alberta	52%
BC	61%

Age	%
18-34	54%
35-44	59%
45-64	55%
64+	60%

Gender	%
Male	68%
Female	45%

Positive economic impact top mention

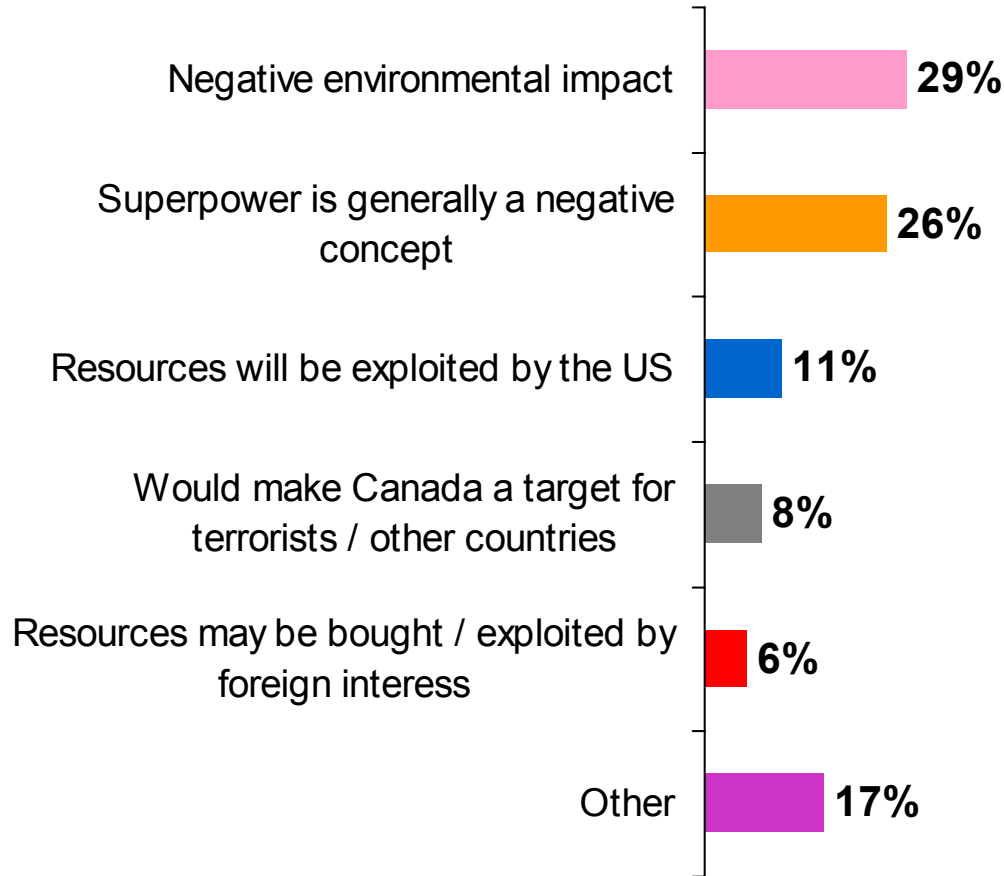
Q And why do you say that? [GOOD CONCEPT]



Note: Don't know / Blank (4%) / Responses <5% not shown

Negative environmental impact top mention

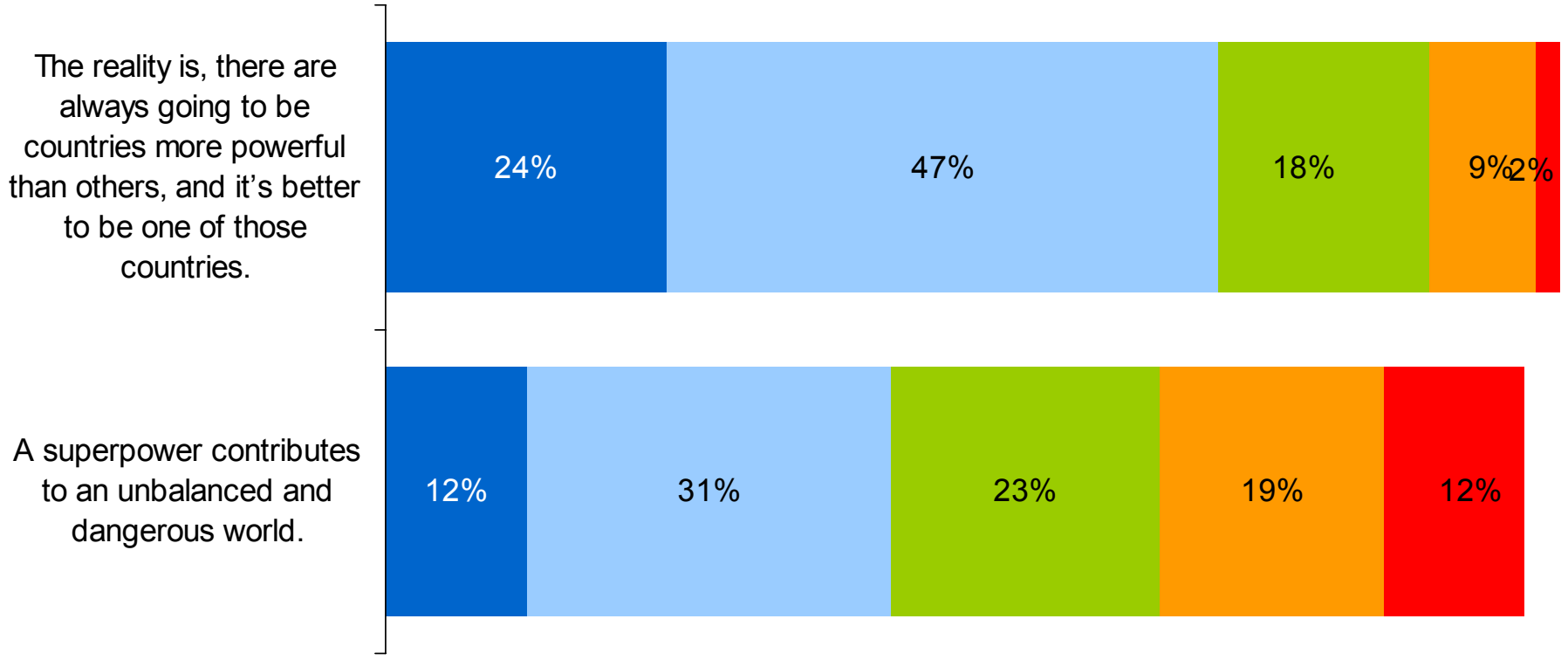
Q And why do you say that? [BAD CONCEPT]



Note: Don't know / Blank (3%) / Responses <5% not shown

Seven-in-ten feel super powers are inevitable and that it is better to be one

Q Do you agree or disagree with the following statements?



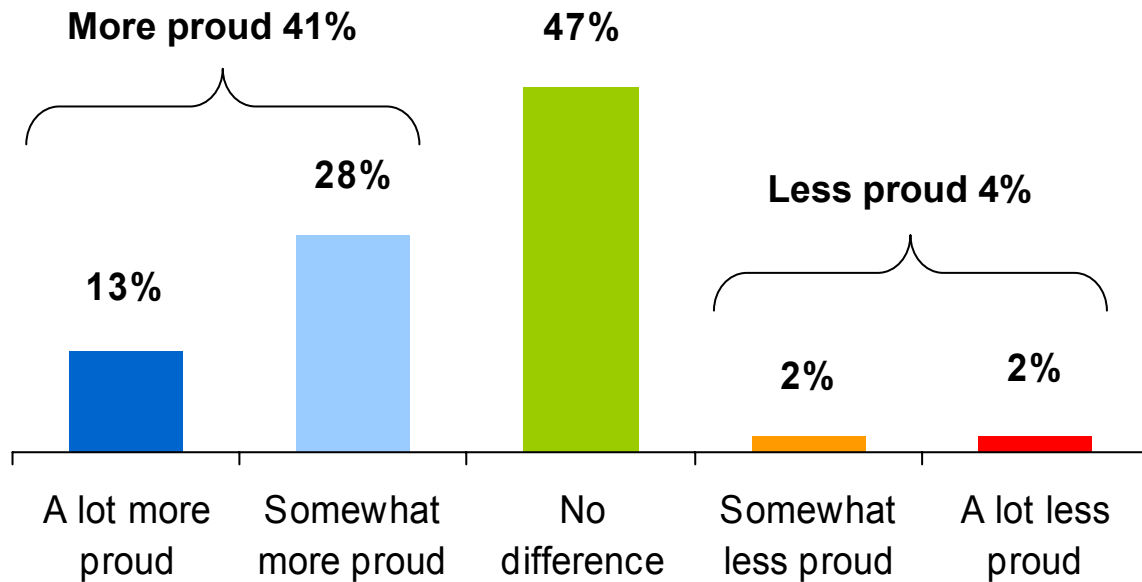
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



Note: Don't know not shown

Plurality would be more proud to be Canadian if we were seen as emerging energy super power ⁹

Q If the rest of the world viewed Canada as an emerging energy superpower, would you feel more or less proud to be a Canadian?



'More proud'

Region	%
Atlantic	47%
Quebec	42%
Ontario	40%
Prairies	47%
Alberta	30%
BC	42%

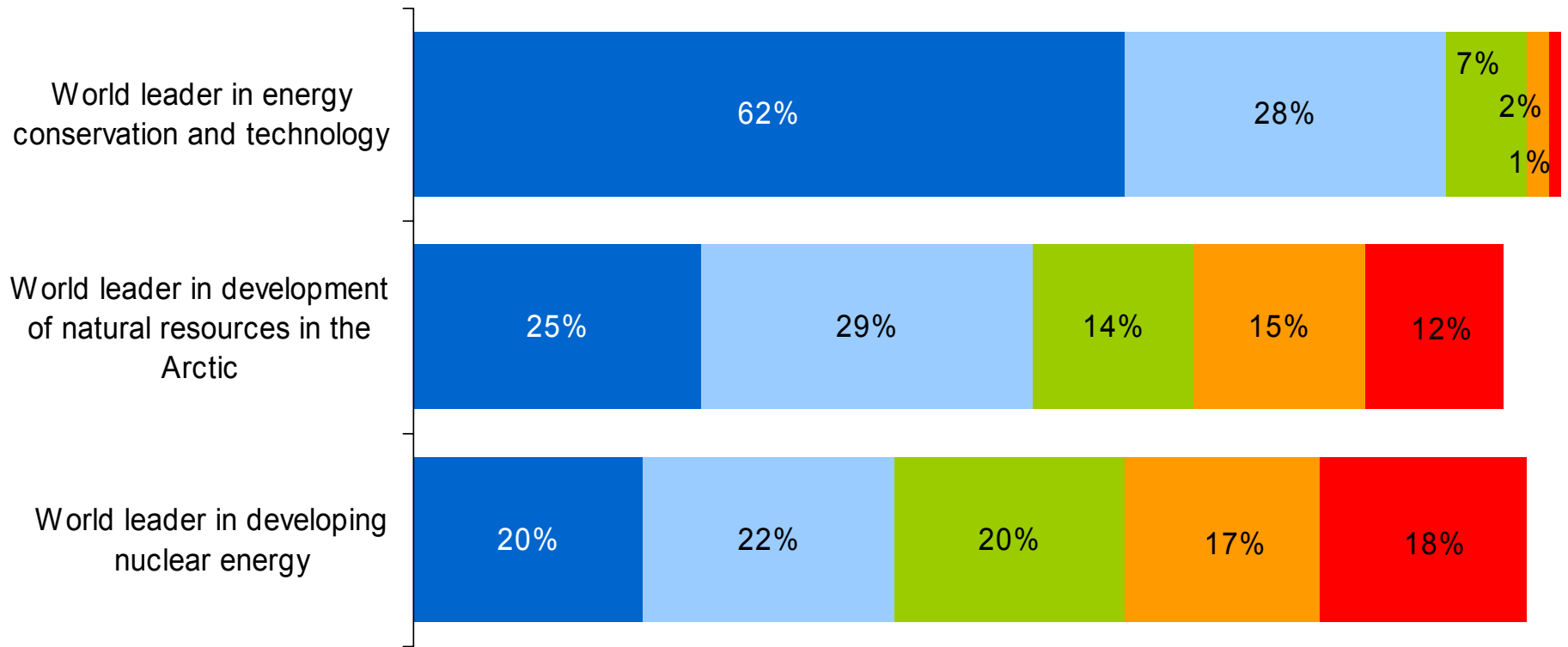
Age	%
18-34	37%
35-44	44%
45-64	38%
64+	51%

Gender	%
Male	46%
Female	37%

Note: Don't know (7%) not shown

Support of world leader in conservation double support for world leader in nuclear ¹⁰

Q Do you support or oppose the idea of Canada as a ...?



■ Strongly support ■ Somewhat support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose

Note: Don't know not shown

Canadians split on role of nuclear in reducing greenhouse gas emissions

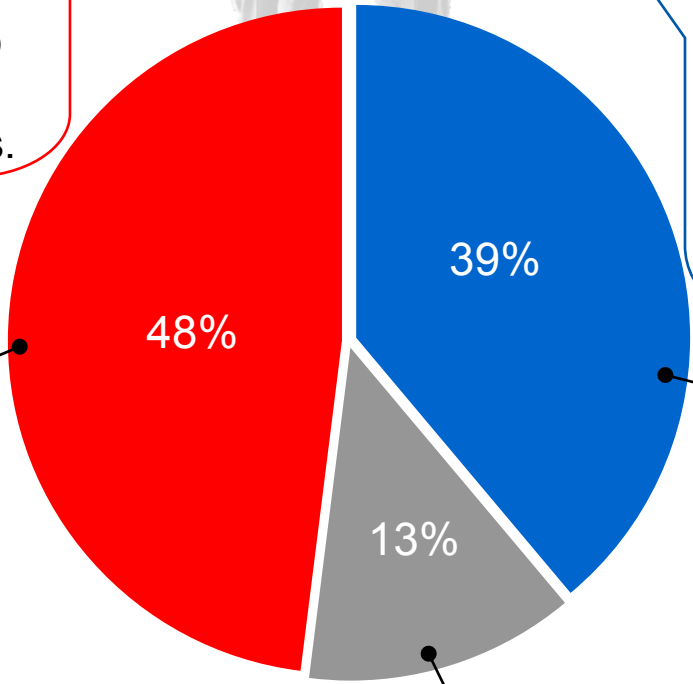
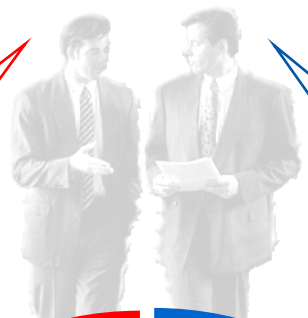
Q Which of the following statements on nuclear energy comes closest to your point of view?

Smith says:

Some people/other people say that while we may not like nuclear power, if we want to get serious about climate change we have to use it as a way to reduce greenhouse gas emissions.

Jones says:

Some people/other people say that we should never rely on nuclear power as a way of reducing greenhouse gas emissions, and that we should just focus on changing the way we are living by reducing personal consumption of energy.



48% Agree with Smith

39% Agree with Jones

Don't know: 14%

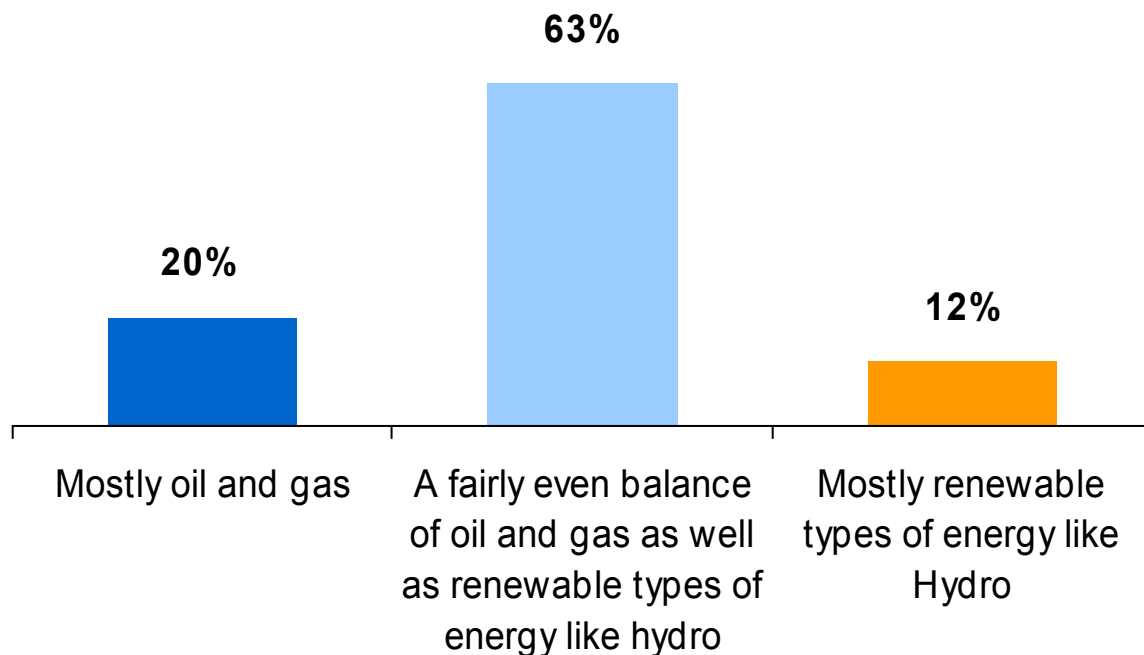


Our Energy Wealth



even balance of oil and gas and renewable sources

Q Do you consider Canada's 'energy wealth' primarily as...



'Even balance of oil and gas as well as renewable

Region	%
Atlantic	67%
Quebec	57%
Ontario	65%
Prairies	68%
Alberta	58%
BC	73%

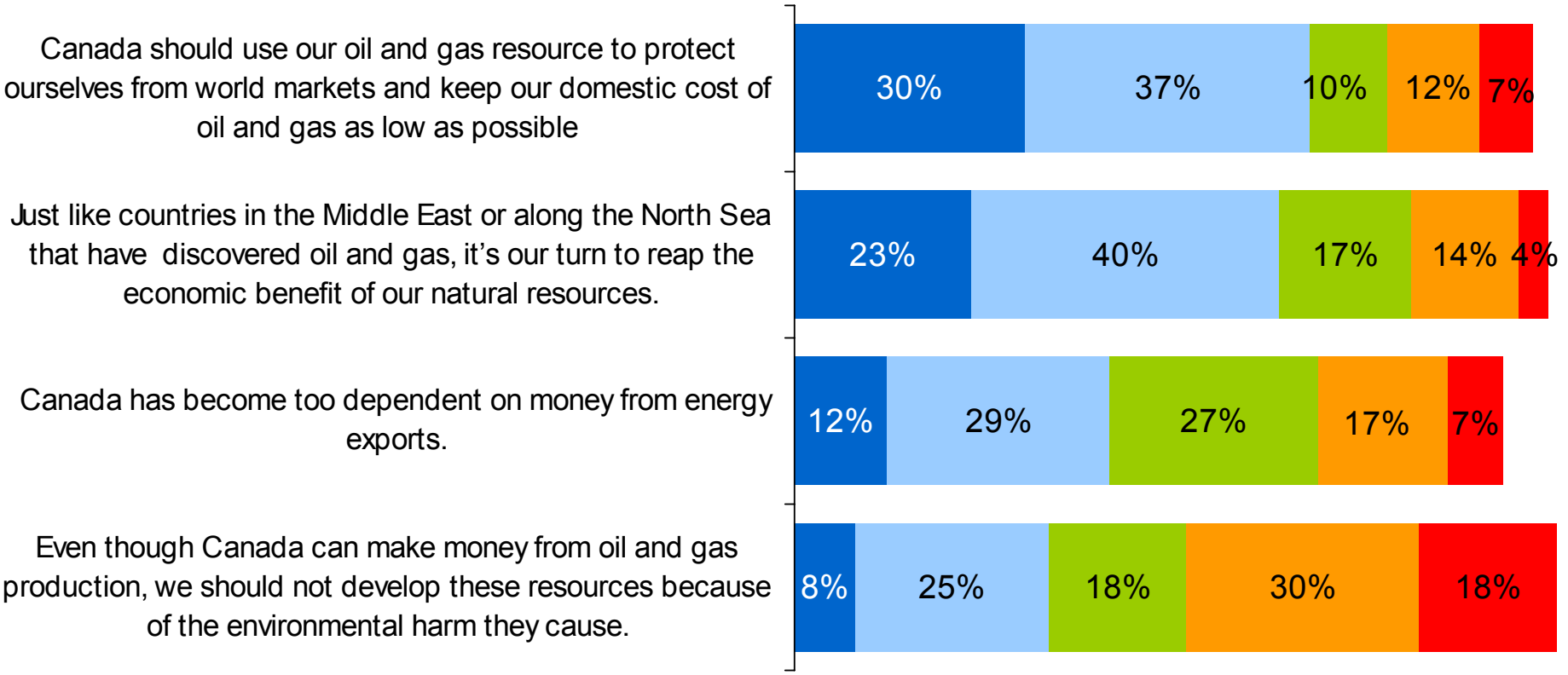
Age	%
18-34	49%
35-44	67%
45-64	68%
64+	68%

Gender	%
Male	66%
Female	61%

Note: Don't know (4%) not shown

Canadians want to protect oil and gas reserves ¹⁴ for future generations

Q Do you agree or disagree with the following statements?



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree



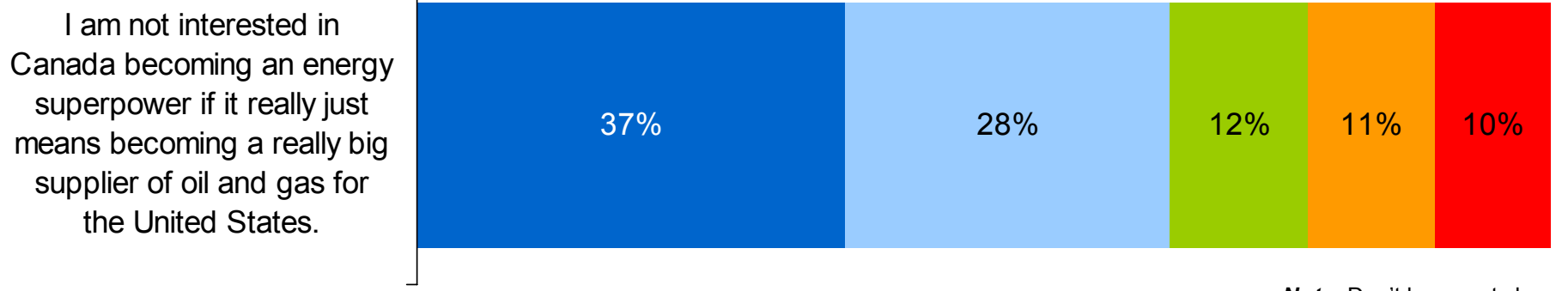
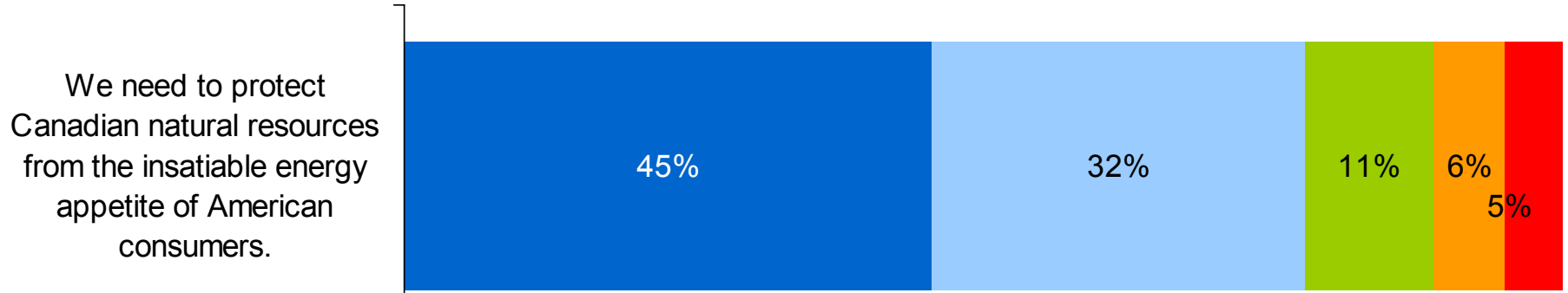
Note: Don't know not shown

Implications for Canada-US Relations



appetite and have no desire to sate that appetite

Q Do you agree or disagree with the following statements



Note: Don't know not shown

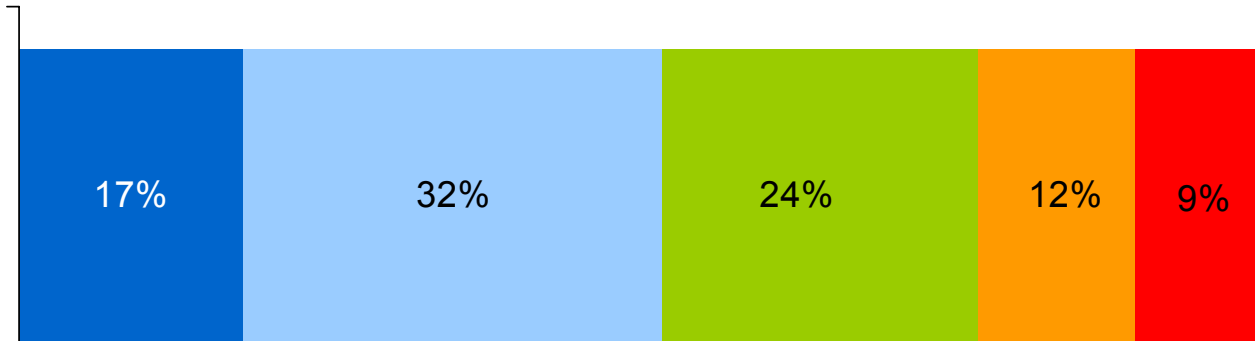
- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



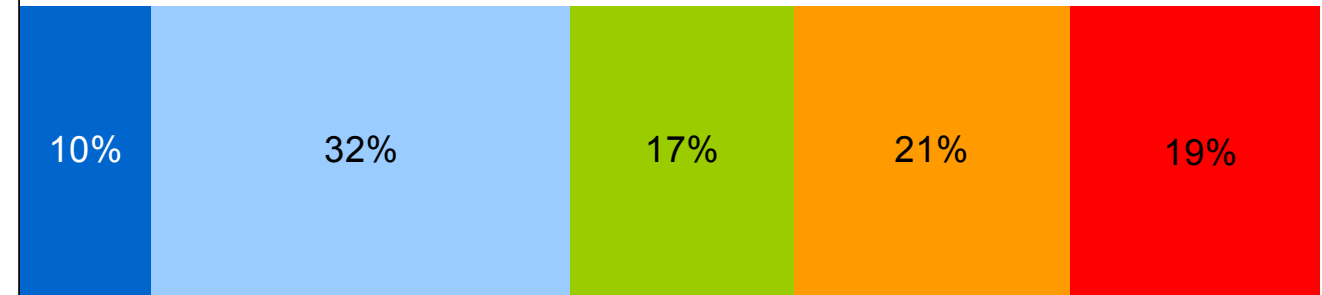
diversification than see a good neighbour role in energy

Q Do you agree or disagree with the following statements

The government should dedicate funding to create infrastructure such as terminals for deep sea oil tankers so we can diversify to whom we sell oil and gas.



We have a responsibility as a good neighbor to the United States to provide reasonable access to natural resources once our own needs have been met.



Note: Don't know not shown

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

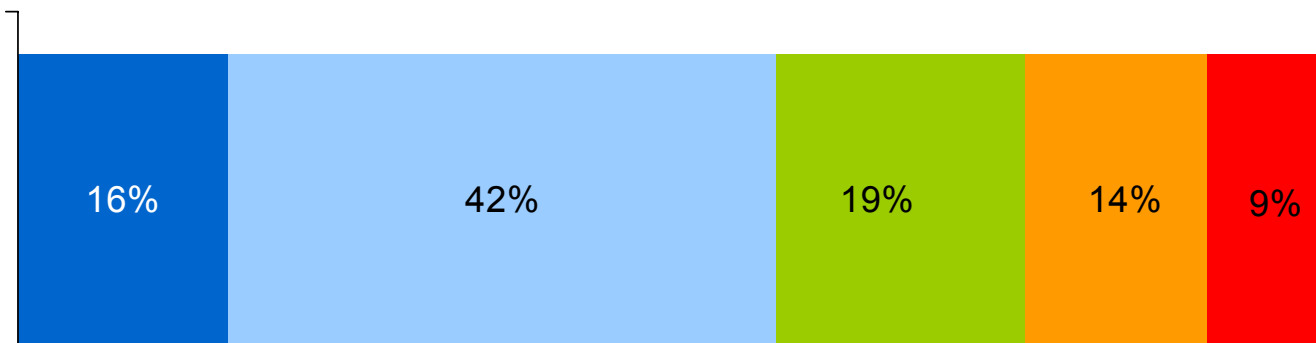
Strongly disagree



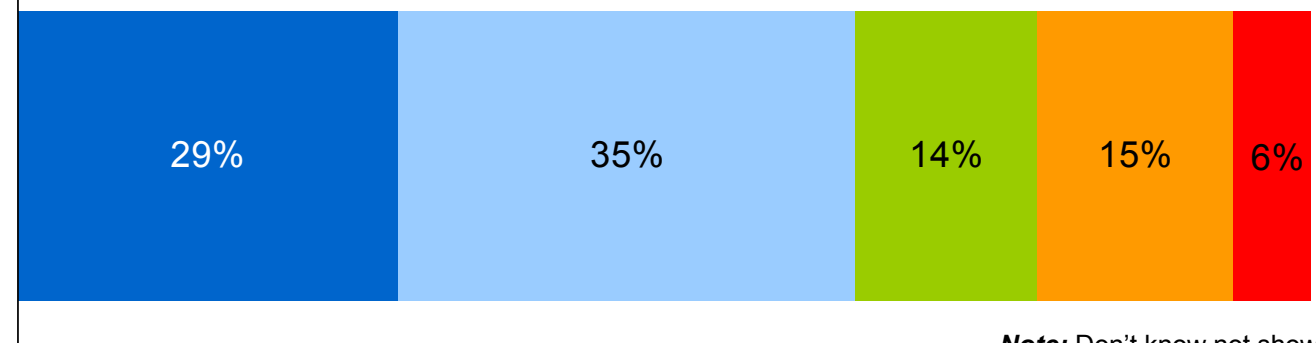
Strong desire to protect interest of future Canadians, even if sacrifice required

Q Do you agree or disagree with the following statements

In order to preserve our oil and gas reserves for the future rather than selling them now, I am willing to make some sacrifices on my current standard of living.



While it might look like we have enough oil and gas for now, we should save it for ourselves to protect future generations of Canadians, and not just sell it to the highest bidder.



Note: Don't know not shown

■ Strongly agree

■ Somewhat agree

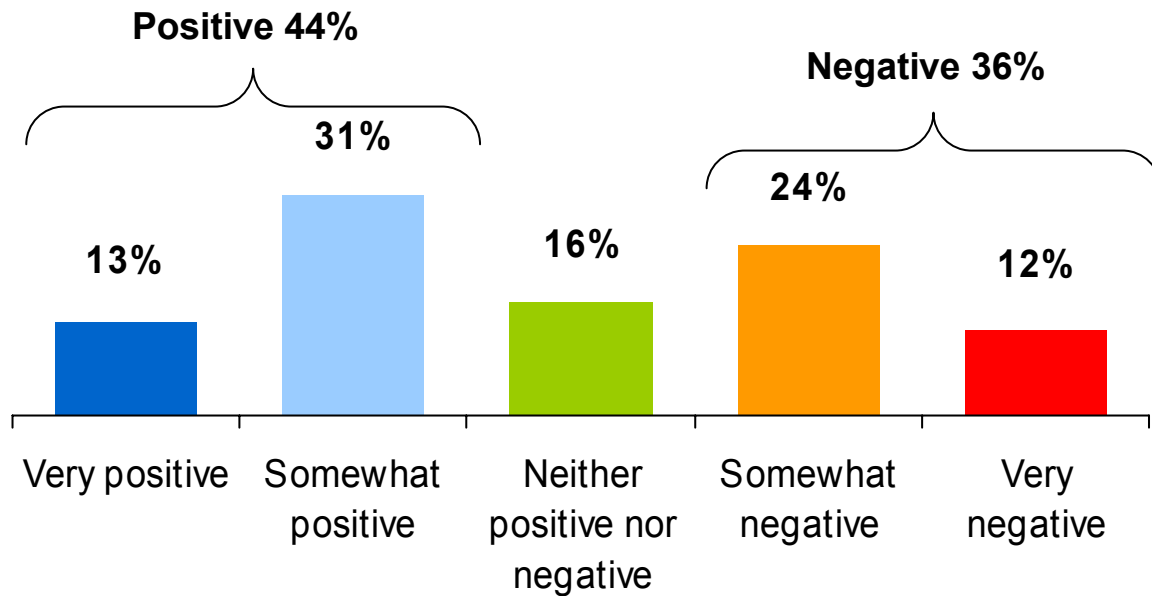
■ Neither agree nor disagree

■ Somewhat disagree

■ Strongly disagree

Plurality feel we are in positive position for future¹⁹ with US

Q Canada is now the largest individual supplier of oil and gas for the United States. Do you feel that this position is positive or negative for Canada in the future?



'Positive'

Region	%
Atlantic	42%
Quebec	43%
Ontario	43%
Prairies	56%
Alberta	46%
BC	

Age	%
18-34	47%
35-44	39%
45-64	54%
64+	40%

Gender	%
Male	50%
Female	53%



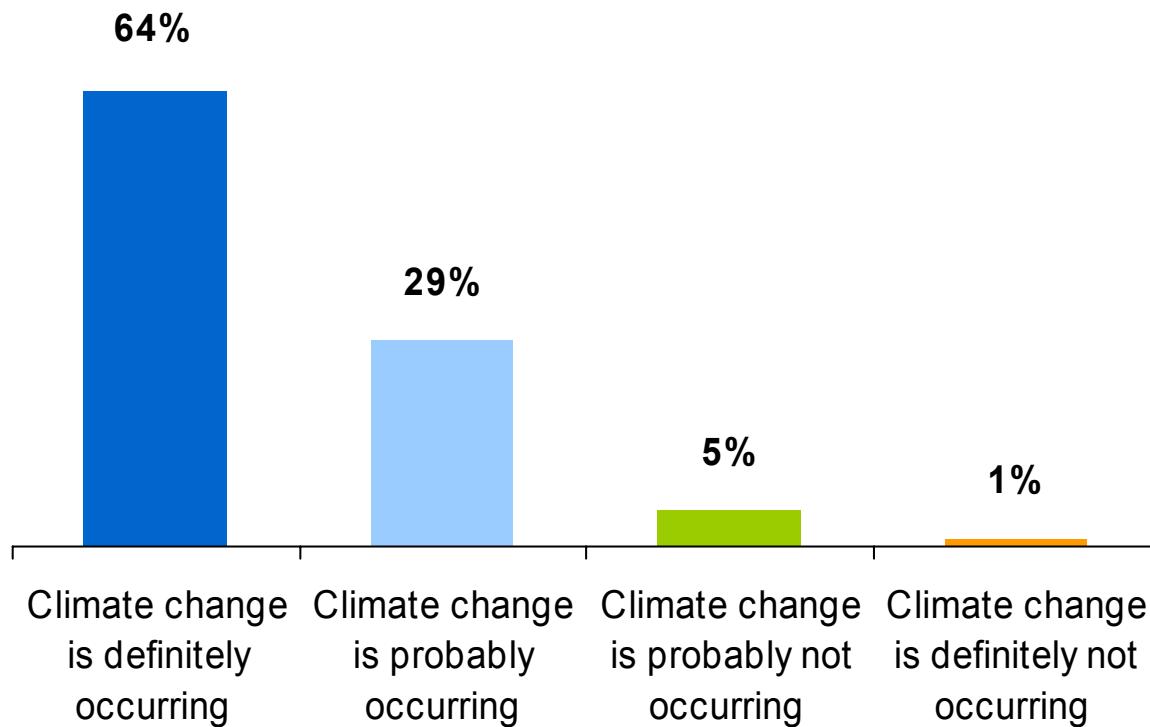
Note: Don't know (3%) not shown

Concept of Kyoto



Two-thirds believe climate change is *definitely* occurring

Q Thinking about your own personal view, do you believe ...



'Climate change is definitely occurring

Region	%
Atlantic	66%
Quebec	72%
Ontario	65%
Prairies	48%
Alberta	53%
BC	60%

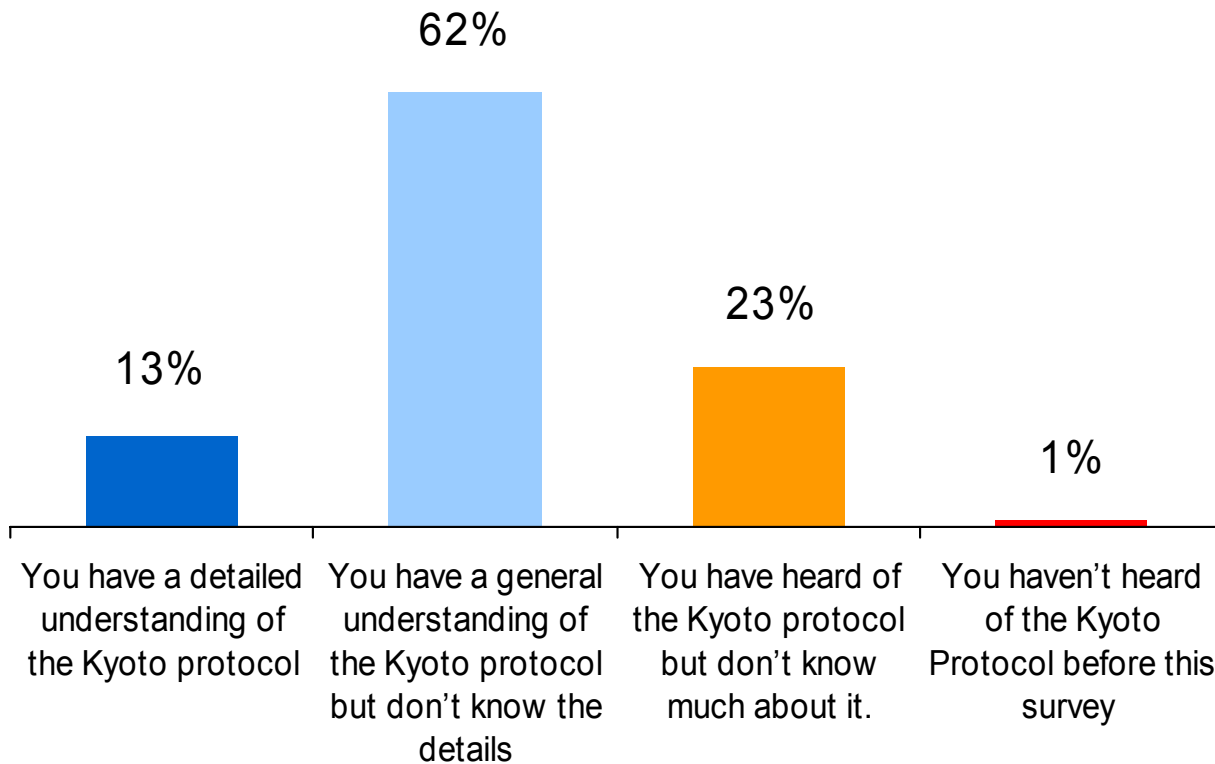
Age	%
18-34	64%
35-44	69%
45-64	64%
64+	56%

Gender	%
Male	56%
Female	71%

Note: Don't know/Refused (2%) not shown

Three-quarters have at least general understanding of Kyoto protocol

Q How familiar are you with the Kyoto protocol?



'General understanding'

Region	%
Atlantic	53%
Quebec	70%
Ontario	53%
Prairies	46%
Alberta	40%
BC	43%

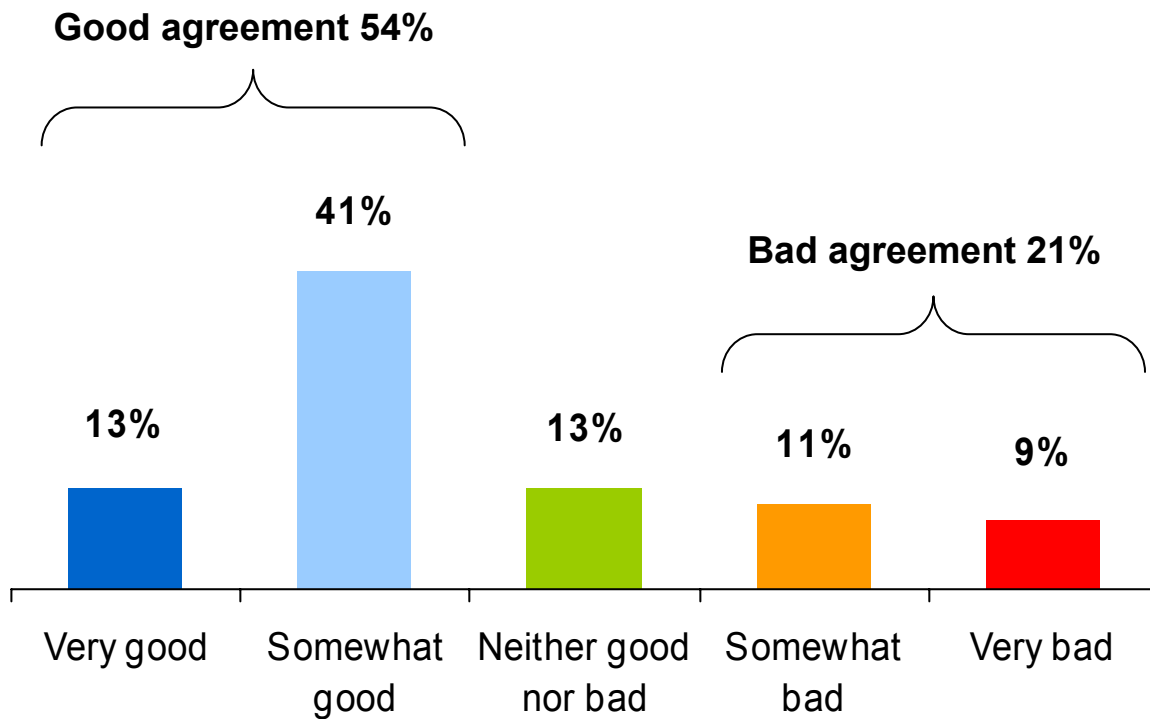
Age	%
18-34	60%
35-44	56%
45-64	55%
64+	43%

Gender	%
Male	56%
Female	53%

Majority believe that Kyoto is a good agreement

Q

While most accept that there should be an international agreement on climate change, there is still debate over whether the Kyoto Accord is the right agreement. From what you have read, seen or heard about the Kyoto Accord, do you feel it is a good or bad agreement?



'Good agreement'

Region	%
Atlantic	53%
Quebec	70%
Ontario	53%
Prairies	46%
Alberta	40%
BC	43%

Age	%
18-34	60%
35-44	56%
45-64	55%
64+	43%

Gender	%
Male	56%
Female	53%

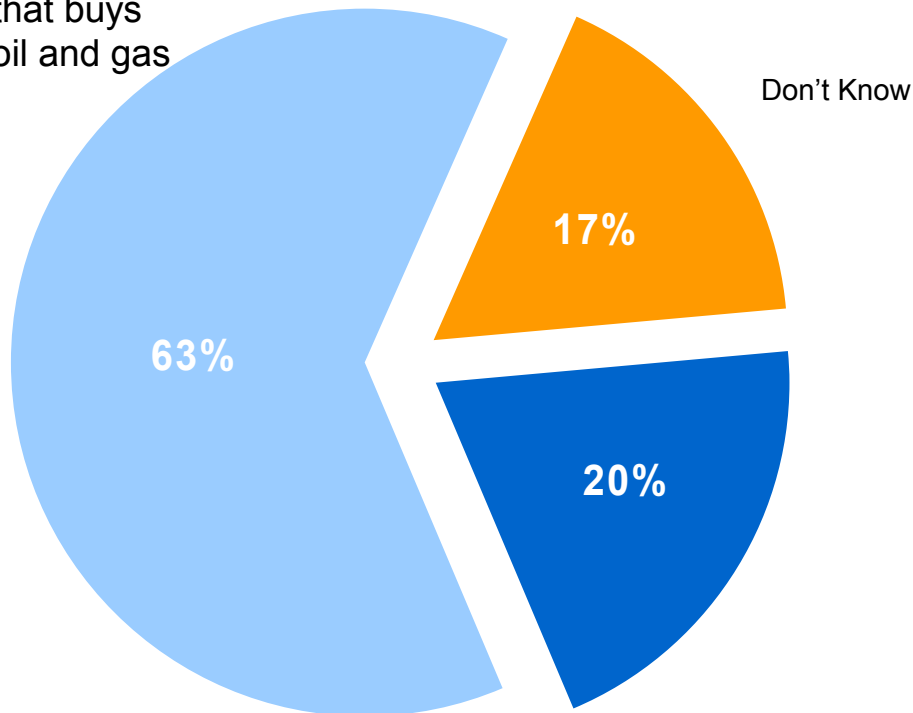
Note: Don't know (12%) not shown

and gas should pay for greenhouse gas emissions

Q

When we look at international agreements on greenhouse gases, which actor should be responsible for paying for increased greenhouse gas emissions:

The country that buys and uses the oil and gas



The country that produces the oil and gas

'The country that buys the oil and gas'

Region	%
Atlantic	66%
Quebec	72%
Ontario	65%
Prairies	48%
Alberta	53%
BC	60%

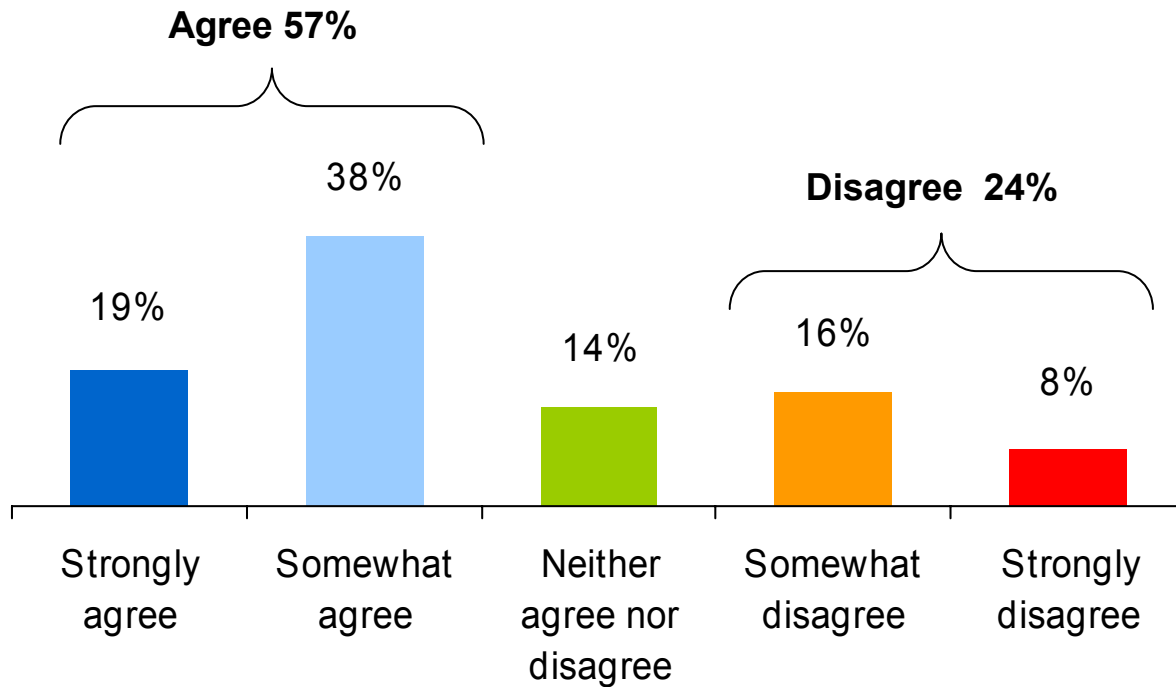
Age	%
18-34	64%
35-44	69%
45-64	64%
64+	56%

Gender	%
Male	56%
Female	71%

Majority agree with criticism

Q

A main aspect of the Kyoto Accords is that countries that produce oil and gas will be held responsible for paying for emissions on greenhouse gases through the use of carbon offsets. Some criticize the Kyoto agreement as bad for Canada because Canada is a growing producer of oil and gas and will need to pay more than countries that buy and use this oil and gas. Do you agree or disagree with this criticism?



Note: Don't know (4%) not shown

'Agree'

Region	%
Atlantic	49%
Quebec	48%
Ontario	59%
Prairies	64%
Alberta	69%
BC	58%

Age	%
18-34	54%
35-44	62%
45-64	58%
64+	49%

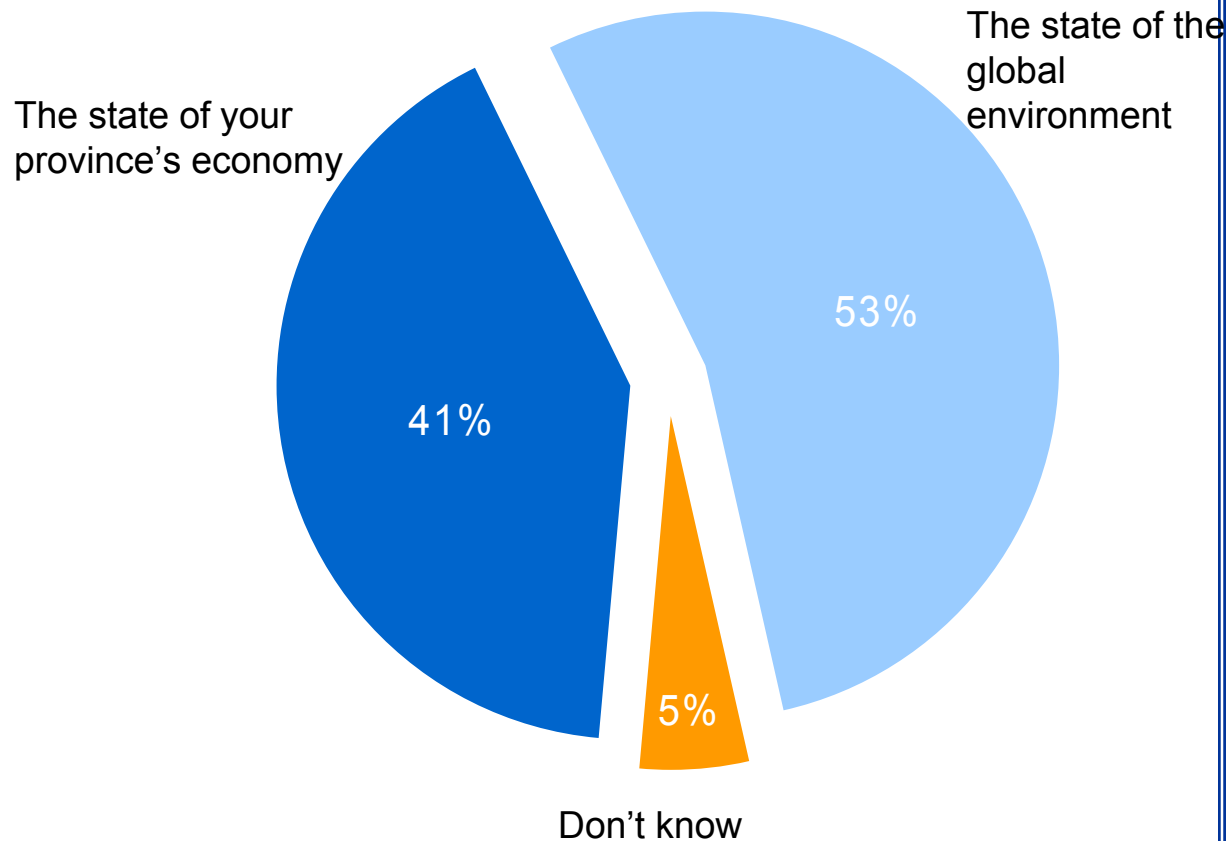
Gender	%
Male	63%
Female	51%

The federal-provincial dimension



Majority value global environment over province's economy

Q Which is the more important priority for you personally?



'Global environment'

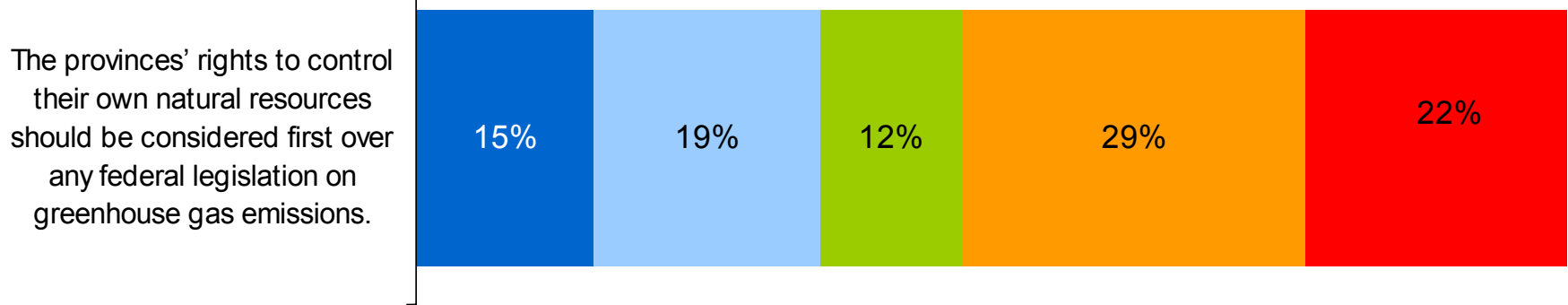
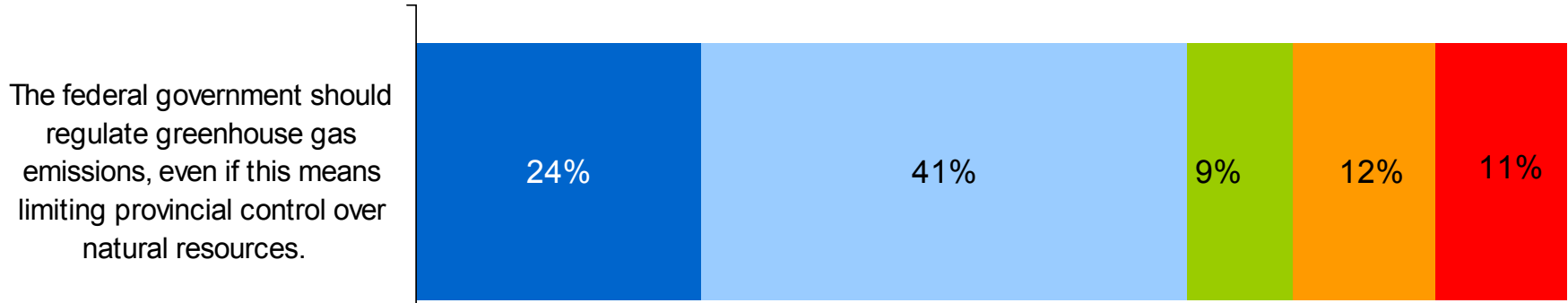
Region	%
Atlantic	48%
Quebec	59%
Ontario	53%
Prairies	41%
Alberta	48%
BC	55%

Age	%
18-34	62%
35-44	54%
45-64	51%
64+	47%

Gender	%
Male	47%
Female	60%

Two-thirds believe feds can override provincial control to regulate greenhouse gas emissions

Q Do you agree or disagree with the following statements:



■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



Note: Don't know not shown

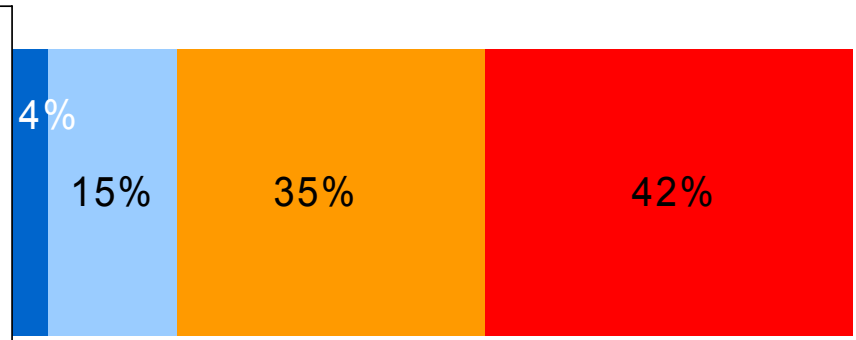
Critical Infrastructure Protection



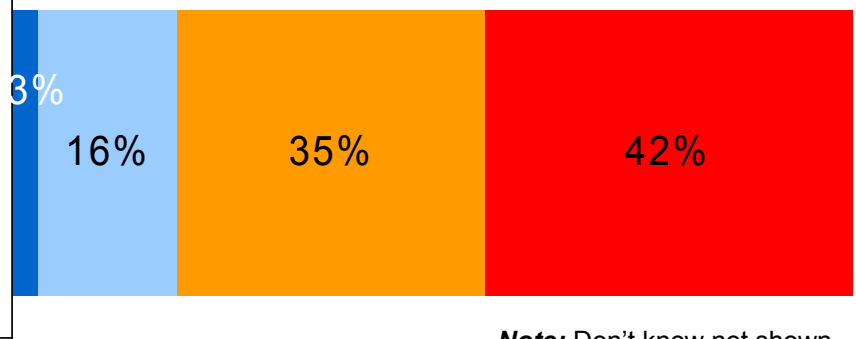
Canadians unlikely to pay more for oil and gas or electricity to reduce vulnerability to terrorists

Q Some people say that Canadian critical infrastructure, i.e the delivery of energy supplies, is vulnerable to terrorists. In order to make it less vulnerable, it would cost much more to provide energy to Canadians. On that basis, how likely would you be to...

Pay twice as much for your electricity costs, if you knew that the extra money would reduce terrorist attacks against critical electricity infrastructure such as energy transmission lines by 90%?



Pay twice as much for your oil and gas costs, if you knew that the extra money would reduce terrorist attacks against critical oil and gas infrastructure such as natural gas pipelines by 90%?



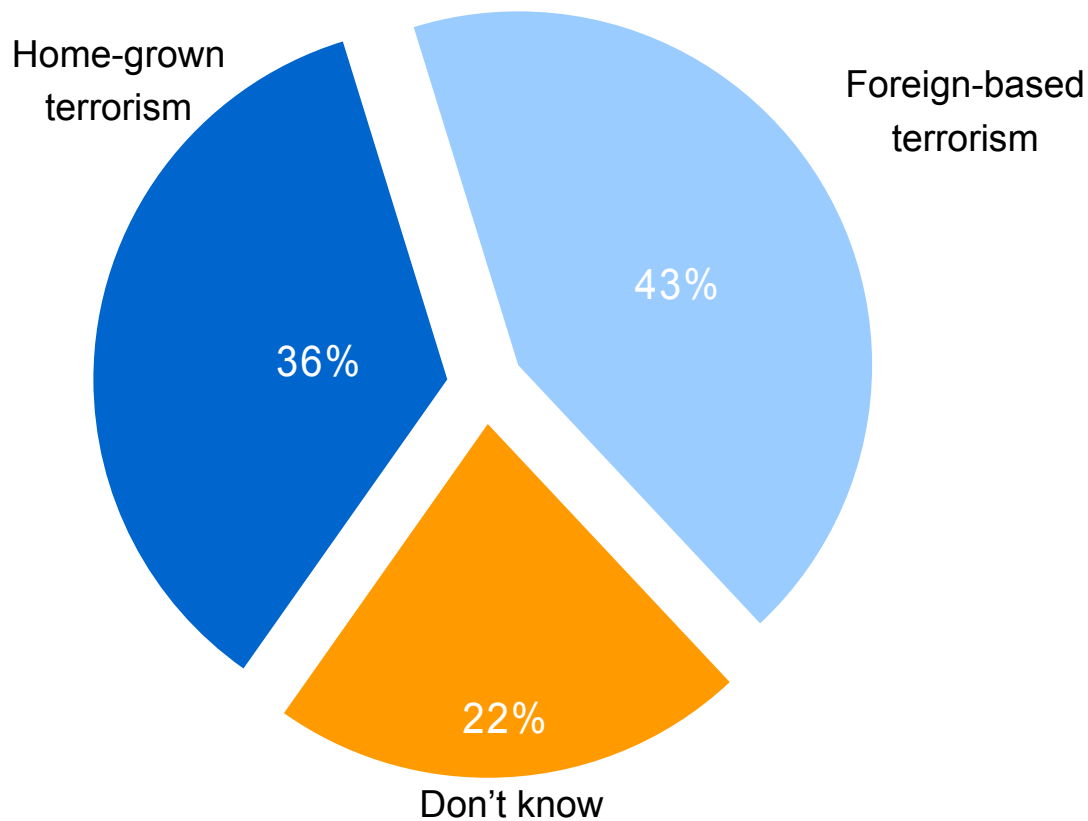
Note: Don't know not shown

Very likely **Somewhat likely** **Not very likely** **Not likely at all**

Canadians split on what form of terrorism most likely to occur in Canada

Q

If there is a terrorist attack on Canadian critical infrastructure, do you think this attack is more likely to come from...?



'Foreign based terrorism'

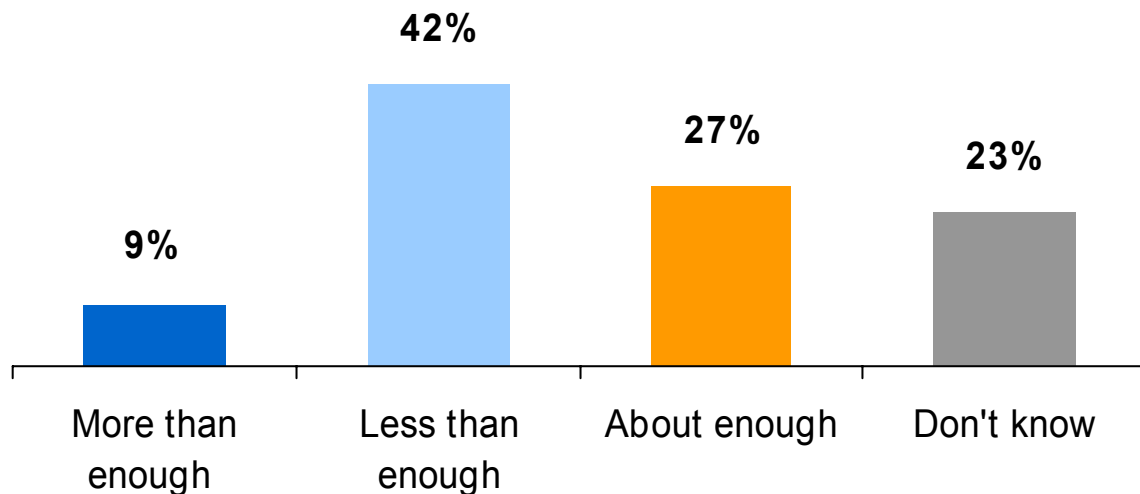
Region	%
Atlantic	43%
Quebec	59%
Ontario	36%
Prairies	37%
Alberta	36%
BC	36%

Age	%
18-34	31%
35-44	48%
45-64	47%
64+	43%

Gender	%
Male	41%
Female	44%

Plurality feel are not doing enough to protect Canadian critical infrastructure from terrorism

Q Do you feel that we are doing more or less than enough right now to protect Canadian critical infrastructure from terrorism?



'Less than enough'

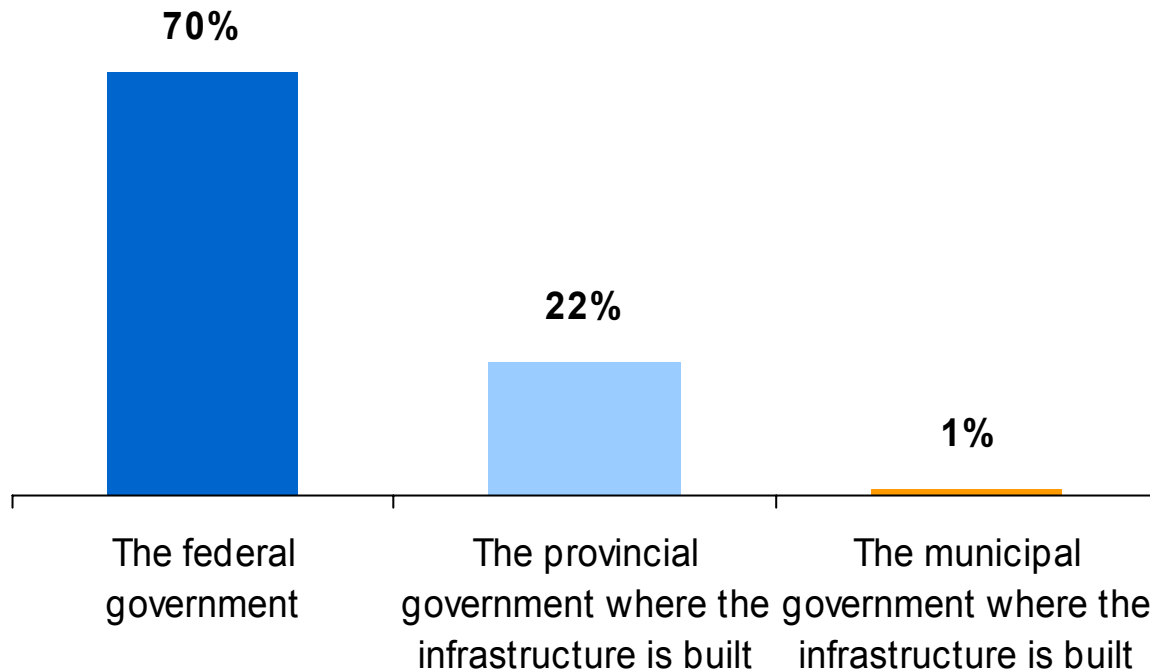
Region	%
Atlantic	37%
Quebec	42%
Ontario	43%
Prairies	40%
Alberta	29%
BC	49%

Age	%
18-34	31%
35-44	43%
45-64	46%
64+	45%

Gender	%
Male	41%
Female	42%

Seven-in-ten feel feds are most responsible for protecting critical infrastructure

Q Which level of government do you feel should be most responsible for protecting the critical infrastructure of our natural resources, such as oil and gas pipelines?



Note: Don't know (7%) not shown

'The Federal government'

Region	%
Atlantic	72%
Quebec	60%
Ontario	76%
Prairies	78%
Alberta	60%
BC	75%

Age	%
18-34	59%
35-44	74%
45-64	71%
64+	79%

Gender	%
Male	69%
Female	72%

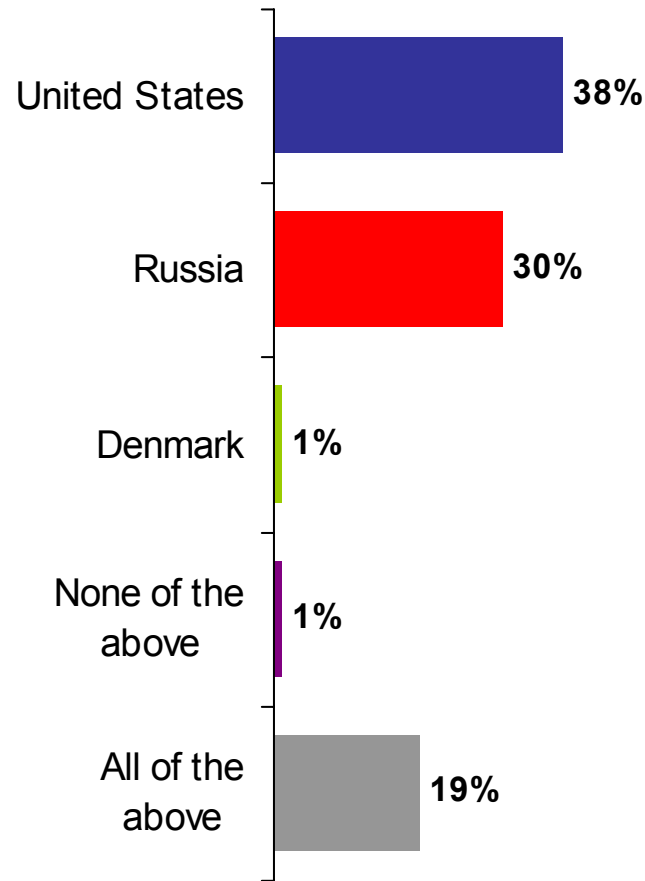
The Artic North



United States seen as biggest threat to Canadian arctic sovereignty

Q

Which of the following countries do you feel is the biggest threat to Canadian arctic sovereignty?

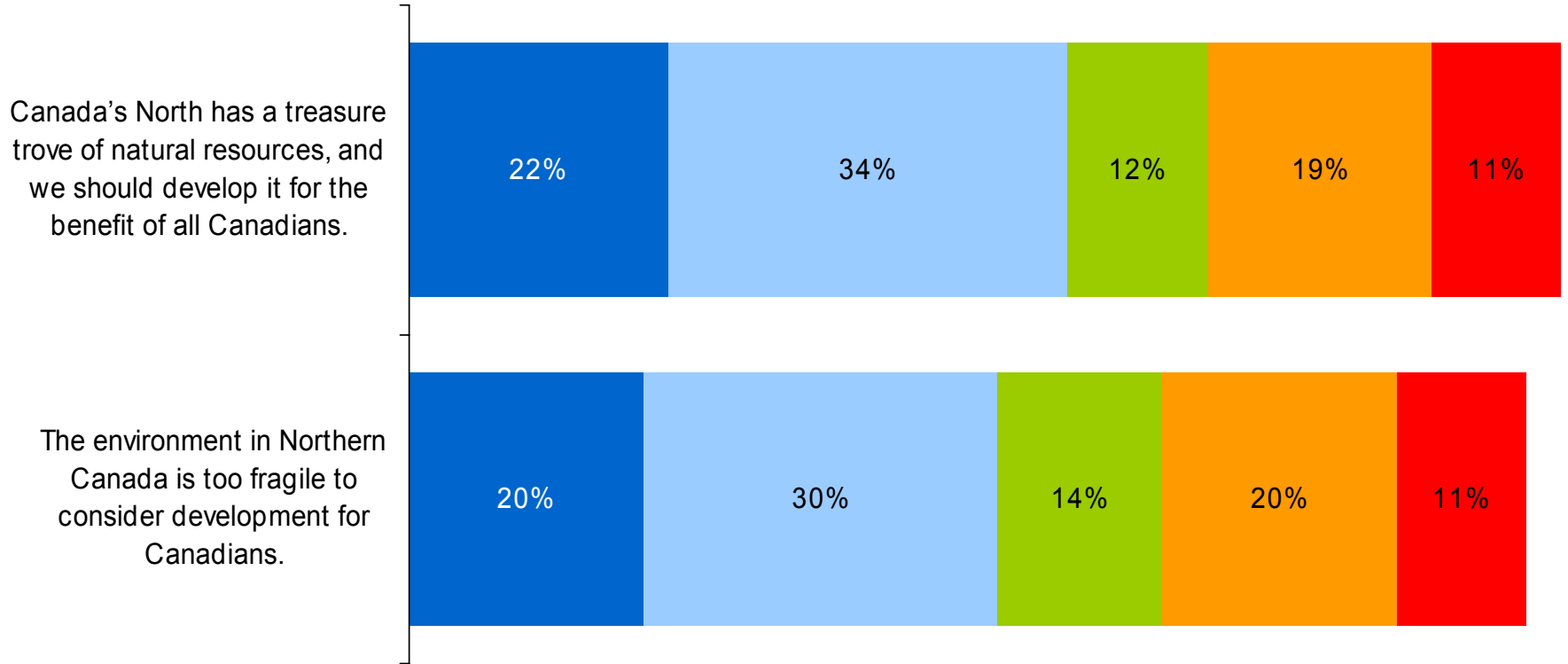


Note: Don't know (10%) not shown

Majority see North as trove of resources; split on³⁶ if environment is too fragile for development

Q

Do you agree or disagree with the following statements:



Note: Don't know not shown

■ Strongly agree

■ Somewhat agree

■ Neither agree nor disagree

■ Somewhat disagree

■ Strongly disagree

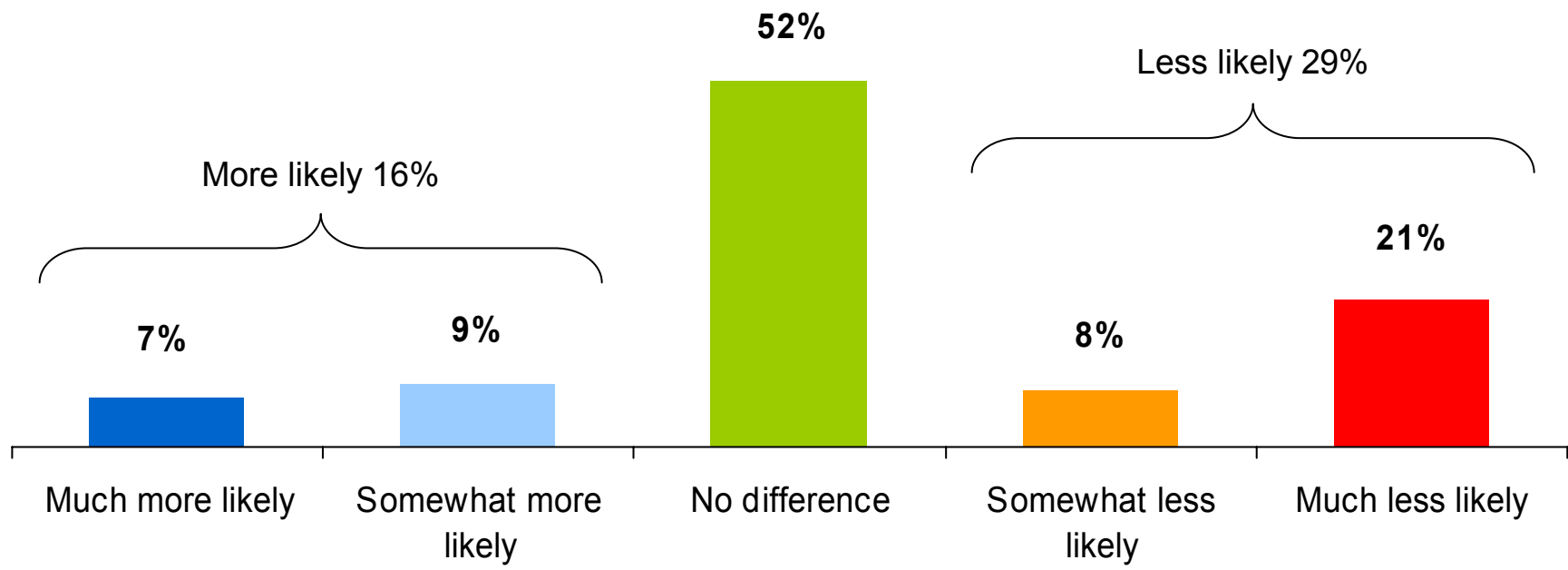


Political Landscape



Majority say it makes no difference in likelihood to vote Conservative

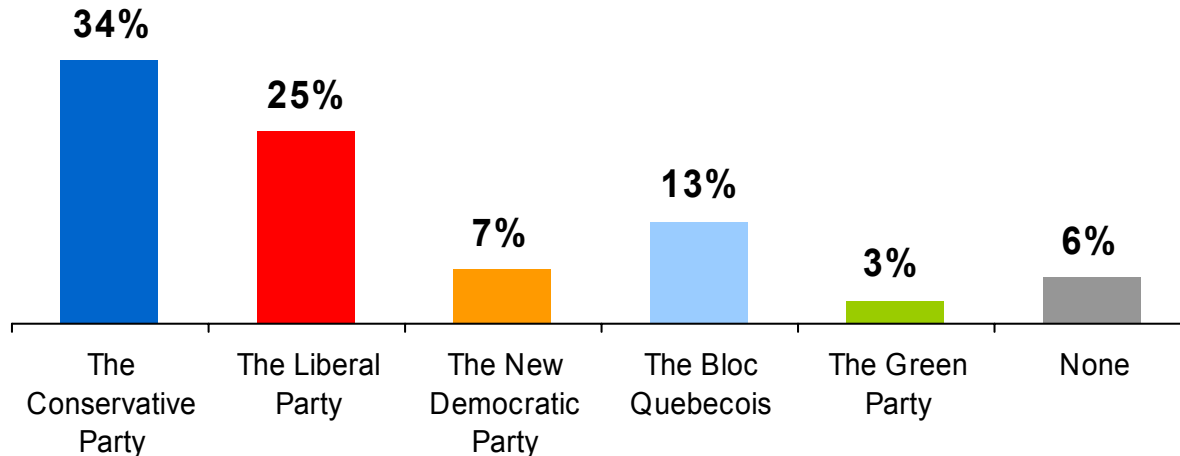
Q Stephen Harper and the Conservatives have promoted the idea of Canada as an emerging energy superpower. Understanding this, are you more or less likely to vote for the Conservatives?



Note: Don't know (3%) not shown

Conservatives leading in foreign affairs and defence

Q When it comes to foreign affairs and defence, which federal political party is closest to your point of view?



'Conservative'

Region	%
Atlantic	34%
Quebec	23%
Ontario	35%
Prairies	41%
Alberta	46%
BC	44%

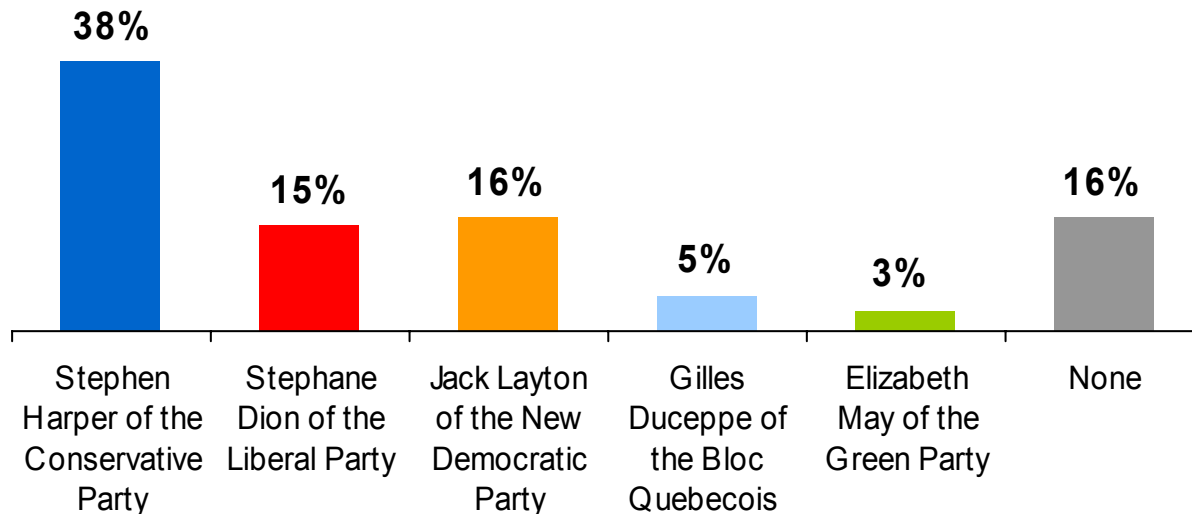
Age	%
18-34	25%
35-44	36%
45-64	34%
64+	47%

Gender	%
Male	45%
Female	25%

Note: Don't know (12%) not shown

Harper best represents Canada to the world

Q Which federal party leader do you feel would best represent Canada to the world?



'Stephen Harper'

Region	%
Atlantic	37%
Quebec	30%
Ontario	38%
Prairies	46%
Alberta	48%
BC	44%

Age	%
18-34	29%
35-44	35%
45-64	39%
64+	53%

Gender	%
Male	49%
Female	27%

Note: Don't know (8%) not shown

Thank You

Greg Lyle

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