

# OVER TWO-THIRDS (68%) OF CANADIANS SUPPORT STRICTER EMISSION STANDARDS FOR ALBERTA

*EVEN IF IT MEANS INCREASED PRODUCTION COSTS, CLEAR MAJORITY IN QUEBEC AND ATLANTIC CANADA SUPPORT ALBERTA FACING MORE STRINGENT EMISSION STANDARDS*



**Ipsos Reid**

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### *EVEN IF IT MEANS INCREASED PRODUCTION COSTS, CLEAR MAJORITY OF QUEBEC AND ATLANTIC CANADA SUPPORT ALBERTA FACING MORE STRINGENT EMISSION STANDARDS*

**Calgary, AB** – A new Ipsos Reid survey conducted on behalf of CanWest/Global Television shows that over two thirds (68%) of Canadians support the view that as Canada's largest producer of oil and gas, Alberta should be subjected to stricter emission standards even if it means a significant increase to the cost of producing oil and gas.

- Those from Quebec most strongly support holding Alberta accountable for its industry emissions (86% believe Alberta needs more stringent standards)
- Nearly three quarters (74%) of Atlantic Canadians support new emission standards for Alberta despite potential for increased cost
- Not surprisingly, Albertans were least likely to support any stricter emission standards (51%)
- Women (73%) are more likely than men (64%) to hold this view
- Urban Canadians (69%) are more likely than Rural Canadians (64%) to feel that Alberta should face stricter emissions standards

		REGION						Gender	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	Men	Women
Yes	68%	67%	51%	64%	62%	86%	74%	64%	73%
No	28%	30%	45%	32%	34%	13%	23%	34%	23%

*Question: As you may or may not know, Alberta is the largest producer of oil and gas in the country. In the process of producing oil and gas, Alberta also creates a lot of emissions that have been linked by scientists to global warming. In your view, should Alberta be subjected to stricter emission standards even if it means a significant increase in the cost of producing oil and gas?*



*These are the findings of an Ipsos Reid survey fielded from February 28<sup>th</sup> to March 1<sup>st</sup>, 2007. For the survey, a representative randomly selected sample of 1,000 adult Canadians were interviewed via an on-line survey. With a sample of this size, the aggregate results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within each sub-grouping of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

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