

Energy and the Environment Co-Habiting:

Intensity of View Amongst Canadians Who Believe It's Possible to Increase Energy Supplies and Protect the Environment At the Same Time Up 18 Points Since 2001



Ipsos Reid

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Calgary, AB – A new Ipsos Reid survey provided exclusively to CanWest Global Television shows that the intensity amongst Canadians who believe it's possible to increase energy supplies and protect the environment at the same time has risen a significant 18 points since the first sounding in 2001.

In 2001, only 37% of Canadians *strongly* agreed with that view compared with an impressive 55% who do today in 2007.

Overall, 89% (55% strongly / 34% somewhat) of Canadians today agree with the statement "It is possible to increase energy supplies while protecting the environment at the same time", up from 80% (37% strongly / 43% somewhat) in 2001.

Since the February 2nd release of the United Nations report on Climate Change, discussions about the environment have been front and centre in Canadian politics and the media. Much of the discussion has focused on the relationship between energy and the environment and frequently the two have been positioned as mutually exclusive with progress on one being said to necessarily come at the expense of the other. The results of the survey demonstrate that Canadians' disagree with the assumption and are more intensely agreeing with the premise.

From a public opinion perspective, the intensity of how the public views or gives voice to an issue is a significant element to track over time when the overall concept is embraced by a large majority of the population.

In this regard, the intensity of agreement on this view and changes since 2001 are as follows: 59% (strongly) in BC – up 22 points, 55% (strongly) in Alberta – up 10 points, 51% (strongly) in Saskatchewan / Manitoba – up 11 points, 53% (strongly) in Ontario – up 12 points, 53% (strongly) in Quebec – up 28 points and 63% (strongly) in Atlantic –

up 23 points. Looking at the results from on the basis of age the changes are: 57% (strongly) age 18 to 34 – up 20 points, 59% (strongly) age 35 to 54 – up 20 points and 48% (strongly) age 55 plus – up 15 points. On a gender basis the changes are: 60% (strongly) for men – up 20 points and 50% (strongly) for women – up 16 points.

Tim Moro, Senior Vice President of Ipsos Reid's Calgary office commented that "Our longitudinal national studies have consistently demonstrated that more and more Canadians strongly believe progress can be made on a cleaner environment and energy supply at the same time. Confidence in new technology is a key foundation of this belief. The viewpoint challenges energy companies, environmentalists and ultimately government to work towards solutions that move forward on both the environmental and energy needs of Canadians. The expectation of Canadians is high. Solutions are believed to be within the grasp of energy companies and environmentalists alike. Staking out mutually exclusive positions fails the test of Canadians who have higher expectations of all those involved in this dialogue."

These are the findings of an Ipsos Reid telephone poll conducted between February 13rd and 18th, 2007. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

For more information on this news release, please contact:

***Tim Moro, Senior Vice
President
Ipsos Reid
(403) 294-7379***

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