



Canadian Online Omni September 7 - 13, 2010

Oil Sands Banner 1

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| 2 | 2. Based on what you've read, heard or seen do you think the development of the oil sands in Alberta, Canada is a... |
| 3 | 3. Which of the following is closest to your point of view on the development of the oil sands in Alberta, Canada? |

1. Have you ever read, heard or seen anything about the development of the oil sands in Alberta, Canada, including news coverage, articles, advertisements, etc.?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1008	A	B	C	D	E	F	G	H	I
Weighted	1008	462	546	167	453	388	74	243	425	266
		488	520	281	400	327	105*	392	329	182
Yes	702	370	331	167	273	262	53	256	248	144
	70%	76%	64%	59%	68%	80%	51%	65%	76%	79%
No		B				CD			FG	FG
	306	118	189	114	127	65	52	136	81	38
	30%	24%	36%	41%	32%	20%	49%	35%	24%	21%
			A	E	E		HI	HI		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2. Based on what you've read, heard or seen do you think the development of the oil sands in Alberta, Canada is a...

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: Aware of oil sands	742	A	B	C	D	E	F	G	H	I
Weighted	702	380	362	109	312	321	39	157	327	219
		370	331	167*	273	262	53*	256	248	144
Very good thing	83 12%	62 17%	21 6%	25 15%	27 10%	30 12%	0 -	28 11%	33 13%	21 15%
Good thing	241 34%	B 139 37%	102 31%	46 28%	102 37%	93 36%	17 32%	81 32%	97 39%	46 32%
Bad thing	132 19%	60 16%	72 22%	38 23%	52 19%	42 16%	14 27%	48 19%	34 14%	35 25%
Very bad thing	95 13%	59 16%	36 11%	35 21%	38 14%	21 8%	11 21%	21 8%	41 16%	22 15%
Not sure/don't know/don't care	152 22%	51 14%	101 30%	E 23 14%	54 20%	75 29%	G 11 20%	78 31%	G 43 17%	19 13%
			A			CD		HI		
Summary										
Top2Box (good thing)	323 46%	201 54%	123 37%	71 43%	129 47%	123 47%	17 32%	109 43%	130 52%	67 47%
Low2Box (bad thing)	226 32%	B 119 32%	108 32%	73 44%	90 33%	63 24%	25 48%	69 27%	75 30%	58 40%
				E			G			GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3. Which of the following is closest to your point of view on the development of the oil sands in Alberta, Canada?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: has opinion about oil sands	582	A	B	C	D	E	F	G	H	I
Weighted	550	334	248	90	249	243	29	101	257	195
		319	230	144*	219	187	43**	178*	205	125
While there are some risks to the environment with this development the need for energy in Canada outweighs those risks	278	177	101	58	116	103	22	87	107	62
	51%	56%	44%	40%	53%	55%	52%	49%	52%	50%
		B				C				
While there is a need for energy in Canada, it does not outweigh the environmental risks with this development	272	142	130	86	102	83	21	91	98	62
	49%	44%	56%	60%	47%	45%	48%	51%	48%	50%
			A	E						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing