



Canadian Online Omni September 7 - 13, 2010

Oil Sands Banner 2

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| 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.?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1008	A	B	C	D	E	F	G	H	I	J	K
Weighted	1008	60	94	65	338	367	84	193	369	446	201	807
		133*	103*	66*	386	246	75*	241	369	398	175	833
Yes	702	96	89	45	257	163	52	136	262	303	110	591
	70%	72%	86%	69%	67%	66%	70%	57%	71%	76%	63%	71%
No	306	37	14	21	129	83	23	104	107	95	64	242
	30%	28%	14%	31%	33%	34%	30%	43%	29%	24%	37%	29%
			CDEF	B	B	B	B	HI	G	G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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...

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Aware of oil sands	742	A	B	C	D	E	F	G	H	I	J	K
Weighted	702	96*	89*	45*	257	163	52*	136*	262	303	110*	591
Very good thing	83	8	22	6	30	4	12	15	28	40	16	67
	12%	8%	25%	14%	12%	2%	23%	11%	11%	13%	15%	11%
Good thing	241	28	37	14	110	34	17	33	72	136	44	197
	34%	29%	42%	31%	43%	21%	33%	24%	27%	45%	40%	33%
Bad thing	132	23	8	8	38	45	9	25	56	51	27	105
	19%	24%	9%	19%	15%	28%	18%	18%	21%	17%	24%	18%
Very bad thing	95	13	3	8	30	40	2	22	38	35	11	84
	13%	13%	3%	17%	12%	25%	4%	16%	15%	11%	10%	14%
Not sure/don't know/don't care	152	24	19	9	49	40	11	42	69	41	13	139
	22%	25%	22%	19%	19%	24%	22%	31%	26%	13%	12%	24%
Summary								I	I			J
Top2Box (good thing)	323	36	59	20	140	38	29	48	99	177	60	263
	46%	38%	67%	45%	55%	23%	57%	35%	38%	58%	54%	45%
Low2Box (bad thing)	226	36	10	16	68	85	11	47	94	86	38	189
	32%	37%	12%	35%	26%	52%	22%	34%	36%	28%	34%	32%
		B		B	B	BDF						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: has opinion about oil sands	582	A	B	C	D	E	F	G	H	I	J	K
Weighted	550	72**	69*	36**	208	123	41*	94*	193	262	98*	452
While there are some risks to the environment with this development the need for energy in Canada outweighs those risks	278	37	43	14	121	36	26	37	89	152	55	223
	51%	52%	62%	40%	58%	29%	64%	39%	46%	58%	56%	49%
			E		E		E			GH		
While there is a need for energy in Canada, it does not outweigh the environmental risks with this development	272	35	27	22	87	87	15	57	104	111	43	229
	49%	48%	38%	60%	42%	71%	36%	61%	54%	42%	44%	51%
						BDF		I	I			

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