



Oil Sands - USA

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1	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.?
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.?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1016	499	517	183	404	429	373	643	207	250	333	226
Base: All respondents (wtd)	1016	493	523	310	389	317	422	594	189	225	373	230
Yes	167	133	34	48	59	60	45	122	28	33	59	47
	16%	27%	7%	16%	15%	19%	11%	21%	15%	15%	16%	20%
		B						F				
No	849	360	489	262	330	257	377	472	161	192	314	183
	84%	73%	93%	84%	85%	81%	89%	79%	85%	85%	84%	80%
			A				G					

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

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			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Heard or seen about the development of the oil sands in Alberta, Canada (unwtd)	192	151	41	28	68	96	41	151	35	45	58	54
Base: Heard or seen about the development of the oil sands in Alberta, Canada (wtd)	167	133	34*	48**	59*	60*	45*	122	28**	33*	59*	47*
Very good thing	43	38	5	7	21	15	9	34	7	7	13	16
	26%	29%	14%	14%	35%	26%	20%	28%	24%	22%	22%	34%
Good thing	78	67	11	29	17	32	22	56	13	14	28	23
	47%	50%	33%	59%	29%	54%	50%	46%	45%	43%	48%	49%
						D						
Bad thing	23	14	9	10	9	4	9	15	5	6	9	3
	14%	11%	26%	21%	14%	7%	19%	12%	17%	20%	15%	6%
			A									
Very bad thing	7	4	3	0	5	2	1	6	0	0	4	3
	4%	3%	9%	-	8%	4%	2%	5%	-	-	7%	6%
Not sure/don't know/don't care	16	10	6	2	8	5	4	12	4	5	5	2
	10%	7%	18%	5%	14%	9%	9%	10%	14%	16%	8%	5%
Summary												
Top 2 Box - Good thing	121	105	16	35	37	48	31	89	20	21	41	39
	72%	79%	47%	73%	64%	80%	70%	73%	69%	64%	70%	83%
		B				D						
Bottom 2 Box - Bad thing	30	18	12	10	13	7	10	21	5	6	13	6
	18%	14%	35%	21%	22%	11%	21%	17%	17%	20%	22%	12%
			A									

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

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

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Read, heard or seen the development of the oil sands in Alberta, Canada (unwtd)	170	137	33	26	57	87	36	134	30	38	52	50
Base: Read, heard or seen the development of the oil sands in Alberta, Canada (wtd)	151	123*	28**	46**	51*	54*	41**	110	25**	27*	54*	44*
While there are some risks to the environment with this development the need for energy in Canada outweighs those risks	110	92	18	30	35	45	26	85	18	19	37	37
	73%	75%	64%	65%	70%	83%	62%	77%	73%	68%	68%	82%
While there is a need for energy in Canada, it does not outweigh the environmental risks with this development	40	31	10	16	15	9	15	25	7	9	17	8
	27%	25%	36%	35%	30%	17%	38%	23%	27%	32%	32%	18%

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