



## ***Canadian Public Opinion on Pipelines***

*Conducted for Sun Media and QMI*

**Release and Crosstabulations**

***For Release: January 25, 2012***

January 16 to 19, 2012

n=1,000 Canadians, 18 years of age and older

### ***Methodology***

*The survey was conducted online with 1,000 respondents in English and French using an internet survey platform. A random sample of panelists was invited to participate in the survey from a larger internet representative panel of 150,000 Canadians. The survey was completed from January 16 to 19, 2012.*

*Steps were taken to ensure that the survey respondents were representative of the population over 18 years of age. The sample distribution was balanced to match the distribution of actual census data for age, gender, education, and province. Moreover, statistical weighting was applied to the data after the completion of the survey for age, gender, education, region, and previous federal vote.*

*Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The margin of error for a survey of 1,000 respondents using a probability sample is +/- 3.1%, 19 times out of 20.*



Canadian Public Opinion on Pipelines  
National Survey - n=1,000, January 16-19, 2012

## **Canadians are More Likely to Support Northern Gateway Pipeline than Oppose It.**

*Support is highest in Alberta and lowest in Quebec*

*Please refer to the survey as: Abacus Data-Sun Media Poll*

*1,000 Canadians were interviewed from January 16 to 19, 2012*

Ottawa - According to a new national survey from Ottawa-based Abacus Data, almost four in ten Canadians surveyed support the Northern Gateway pipeline, a pipeline project proposed to run from northern Alberta to the coastal community of Kitimat, B.C.

### **Northern Gateway Pipeline**

Nationally, while awareness of the project was relatively high at 65%, a plurality of Canadians surveyed (38%) said they either strongly (15%) or somewhat (23%) supported building the pipeline. In contrast, 29% either strongly (13%) or somewhat (16%) opposed the project. The remaining 33% of survey respondents said they neither supported nor opposed the project.

Regionally, the pipeline was most likely to be supported in Alberta where 70% of respondents indicated they either strongly or somewhat supported the project. While in Quebec, respondents there were the least supportive with less than one in four saying they supported the new pipeline that would transport bitumen from the oil sands in northern Alberta to tankers at the deep water port in northern British Columbia.

In British Columbia, where hearings by the National Energy Board began last week, support was more polarized with 44% of B.C. respondents supporting the pipeline and 36% saying they opposed it.

Outside of Alberta and B.C., the high number of Canadians who said they neither supported nor opposed the pipeline indicates that a lot of Canadians have not yet made up their mind about the project or many are simply indifferent. In fact, when we take a close look at the numbers, opposition to the pipeline does not rise above the 36% opposition registered in B.C.. This indicates an opportunity exists outside of BC and Alberta to convince Canadians of the merit to the proposal and the potential impacts, both positive and negative, that it could have on the economy and the environment.

Politically, the pipeline is far more polarizing. Supporters of the federal Conservative Party are the most supportive (62% support/14% oppose) while opposition is highest among NDP supporters (21% support/41% oppose). Liberal Party supporters are more divided with 36% supporting the pipeline and 35% opposing it.

The survey also asked respondents to rank five factors that the federal government should consider when deciding to proceed with the project from most important to least important. Overall, respondents were more likely to rank environmental considerations as important ahead of the economic benefits derived from the project.



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Interestingly, Conservative Party supporters were more likely to rank national economic benefits as the most important while NDP and Liberal Party supporters ranked environmental impacts as their most important consideration. As this issue continues to be debated, public opinion data suggests that the pipeline has the potential to polarize the country, like other issues pursued by the Federal Government, with Conservative Party supporters on one side and opposition party supporters on the other.

The survey data also indicated that impressions of the Alberta oil sands overall was a key predictor of the pipeline. It is clear, and not surprising, that the debate over the future of the oil sands cannot be independent from the debate over the pipeline.

### **Keystone XL Pipeline**

In light of the Obama Administration's rejection of application to build the Keystone XL pipeline, the survey found that opinion about the Keystone XL pipeline divide in similar ways to the Northern Gateway pipeline. Over three in ten Canadians surveyed (35%) said they supported the Keystone XL pipeline while 28% said they opposed it. A larger group of respondents (36%) neither supported nor opposed it.

Again, support for the Keystone XL pipeline was highest in Alberta (68% support/24% oppose) and lowest in Quebec (18% support/26% oppose) and opinion was correlated to federal party support (CPC voters 57% support/13% oppose, NDP voters 19% support/40% oppose, Liberal voters 35% support/33% oppose).

These numbers suggest that on both the Northern Gateway and Keystone XL pipelines, the Liberal Party faces the more difficult task in finding a nuanced position on the projects that satisfy a rather polarized base of support.

### **Methodology**

From January 16 to 29, 2012, Abacus Data Inc. conducted an online survey among 1,000 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

Since the online survey was not a random, probability-based sample, a margin of error could not be calculated. The margin of error for a survey of 1,000 respondents using a probability sample is +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language, and immigration status using census data from Statistics Canada and by past vote using Elections Canada results from the 2011 General Election. Totals may not add up to 100 due to rounding.

These questions were posed as part of the Abacus Data monthly omnibus survey.

For more information about the survey findings, please contact Dr. David Coletto, CEO Abacus Data Inc. at (613) 884-4730 or [david@abacusdata.ca](mailto:david@abacusdata.ca)

# ABACUS DATA POLL

Canadian Public Opinion on Pipelines  
National Survey - n=1,000, January 16-19, 2012

There is a proposal from Enbridge to build a pipeline from Edmonton to the northern BC coastal community of Kitimat to transport oil from the oil sands to tankers that would ship the oil products to Asian countries. The pipeline is called the Northern Gateway pipeline.

Before today, were you aware or unaware of this proposed pipeline?

		Aware	Unaware	Count
		Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	65	35	1000
	Atlantic	62	38	76
	Quebec	42	58	238
	Ontario	69	31	373
	Central	71	29	74
	Alberta	86	14	106
	British Columbia	86	14	133
<b>Gender</b>	Male	77	23	508
	Female	54	46	492
<b>Age Group</b>	18 to 29	49	51	159
	30 to 44	52	48	271
	45 to 60	72	28	310
	60 and over	80	20	260
<b>Education</b>	High school or less	57	43	175
	Some university or College	66	34	426
	University degree	75	25	399
<b>Children 18 and Under in Household</b>	No	71	29	712
	Yes	51	49	288
<b>Urban or Rural</b>	Urban	67	33	731
	Rural	59	41	269
<b>Federal Vote Profile</b>	Conservative Party	77	23	345
	Liberal Party	70	30	226
	New Democratic Party	55	45	244
	Green Party	54	46	70
	Bloc Quebecois	51	49	37
	Undecided	49	51	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	71	29	133
	2	71	29	146
	3 - Neutral	50	50	336
	4	75	25	243
	5 - Very favourable	72	28	142

# ABACUS DATA POLL

## Canadian Public Opinion on Pipelines National Survey - n=1,000, January 16-19, 2012

Based on what you know about the Northern Gateway pipeline project, do you support or oppose the building of the pipeline?

		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	15	23	33	16	13	1000
	Atlantic	10	19	40	19	13	76
	Quebec	5	18	48	17	13	238
	Ontario	16	27	31	14	12	373
	Central	17	22	35	11	16	74
	Alberta	39	31	8	11	12	106
	British Columbia	19	25	20	21	15	133
<b>Gender</b>	Male	19	30	25	14	12	508
	Female	11	18	39	17	14	492
<b>Age Group</b>	18 to 29	8	19	47	16	10	159
	30 to 44	12	22	36	16	15	271
	45 to 60	17	25	30	16	12	310
	60 and over	21	27	23	14	15	260
<b>Education</b>	High school or less	12	22	40	16	9	175
	Some university or College	18	24	31	13	13	426
	University degree	14	23	25	18	19	399
<b>Children 18 and Under in Household</b>	No	17	23	29	17	14	712
	Yes	11	25	41	14	10	288
<b>Urban or Rural</b>	Urban	16	23	30	17	14	731
	Rural	13	24	39	13	11	269
<b>Federal Vote Profile</b>	Conservative Party	33	29	24	8	6	345
	Liberal Party	8	28	29	22	13	226
	New Democratic Party	4	17	38	20	21	244
	Green Party	7	15	40	20	18	70
	Bloc Quebecois	0	16	50	20	15	37
	Undecided	9	21	48	11	11	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	10	6	20	22	42	133
	2	7	30	25	22	16	146
	3 - Neutral	4	20	58	13	5	336
	4	23	39	18	13	6	243
	5 - Very favourable	42	14	14	13	15	142

## Canadian Public Opinion on Pipelines National Survey - n=1,000, January 16-19, 2012

In making their decision about whether to allow the pipeline to be built, the federal government could consider a number of factors about the pipeline.

Please rank the following possible factors from most important to least important in terms of how a decision should be made.

### Environmental impact of the project

		1	2	3	4	5	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	46	19	16	9	9	1000
	Atlantic	56	18	6	13	7	76
	Quebec	41	21	20	8	10	238
	Ontario	49	20	13	7	11	373
	Central	41	24	24	6	6	74
	Alberta	42	21	17	12	9	106
	British Columbia	50	12	18	14	5	133
<b>Gender</b>	Male	41	18	20	11	10	508
	Female	50	21	13	8	8	492
<b>Age Group</b>	18 to 29	48	19	11	10	12	159
	30 to 44	46	19	15	11	10	271
	45 to 60	47	18	19	9	7	310
	60 and over	43	23	16	7	10	260
<b>Education</b>	High school or less	41	23	19	6	11	175
	Some university or College	47	17	16	12	7	426
	University degree	50	18	14	8	11	399
<b>Children 18 and Under in Household</b>	No	45	21	16	8	9	712
	Yes	47	17	16	11	9	288
<b>Urban or Rural</b>	Urban	47	21	17	8	7	731
	Rural	44	16	15	12	13	269
<b>Federal Vote Profile</b>	Conservative Party	31	19	20	15	15	345
	Liberal Party	51	21	15	6	8	226
	New Democratic Party	56	18	16	5	6	244
	Green Party	59	15	13	10	4	70
	Bloc Quebecois	56	17	13	9	4	37
	Undecided	48	28	11	6	8	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	64	15	4	5	11	133
	2	52	19	18	4	7	146
	3 - Neutral	47	22	15	9	6	336
	4	42	16	23	10	8	243
	5 - Very favourable	28	20	16	17	18	142

## Canadian Public Opinion on Pipelines National Survey - n=1,000, January 16-19, 2012

In making their decision about whether to allow the pipeline to be built, the federal government could consider a number of factors about the pipeline.

Please rank the following possible factors from most important to least important in terms of how a decision should be made.

### National Economic Benefits

		1	2	3	4	5	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	26	15	12	21	27	1000
	Atlantic	20	14	10	20	36	76
	Quebec	25	14	10	21	31	238
	Ontario	26	16	12	19	27	373
	Central	28	23	6	14	29	74
	Alberta	34	11	15	25	15	106
	British Columbia	23	12	16	27	22	133
<b>Gender</b>	Male	34	15	12	14	25	508
	Female	18	14	12	27	29	492
<b>Age Group</b>	18 to 29	24	13	17	22	24	159
	30 to 44	23	11	15	21	31	271
	45 to 60	26	18	10	19	27	310
	60 and over	30	14	6	24	26	260
<b>Education</b>	High school or less	24	12	9	24	32	175
	Some university or College	25	16	14	21	25	426
	University degree	30	15	13	17	25	399
<b>Children 18 and Under in Household</b>	No	27	15	11	20	27	712
	Yes	22	14	14	23	26	288
<b>Urban or Rural</b>	Urban	26	15	11	21	26	731
	Rural	24	13	14	20	29	269
<b>Federal Vote Profile</b>	Conservative Party	41	20	10	17	12	345
	Liberal Party	22	13	12	21	33	226
	New Democratic Party	15	13	13	23	36	244
	Green Party	14	10	17	20	40	70
	Bloc Quebecois	21	10	12	26	31	37
	Undecided	19	7	11	27	37	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	13	5	10	20	52	133
	2	23	20	9	26	22	146
	3 - Neutral	17	15	15	23	29	336
	4	38	15	13	17	17	243
	5 - Very favourable	38	15	7	16	25	142

In making their decision about whether to allow the pipeline to be built, the federal government could consider a number of factors about the pipeline.

Please rank the following possible factors from most important to least important in terms of how a decision should be made.

## Views of residents living near the project

		1	2	3	4	5	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	12	31	25	21	11	1000
	Atlantic	12	41	21	11	15	76
	Quebec	19	26	25	22	9	238
	Ontario	9	33	26	19	14	373
	Central	11	27	25	32	5	74
	Alberta	9	30	22	28	11	106
	British Columbia	9	37	28	20	7	133
<b>Gender</b>	Male	9	30	28	21	12	508
	Female	15	32	22	21	10	492
<b>Age Group</b>	18 to 29	9	36	27	16	12	159
	30 to 44	16	31	21	21	11	271
	45 to 60	10	30	25	25	10	310
	60 and over	13	29	29	18	11	260
<b>Education</b>	High school or less	16	28	27	23	7	175
	Some university or College	11	33	23	19	14	426
	University degree	9	33	26	23	10	399
<b>Children 18 and Under in Household</b>	No	12	31	25	22	11	712
	Yes	13	33	24	20	11	288
<b>Urban or Rural</b>	Urban	11	31	26	21	11	731
	Rural	14	33	23	20	9	269
<b>Federal Vote Profile</b>	Conservative Party	7	20	30	29	14	345
	Liberal Party	13	35	23	20	10	226
	New Democratic Party	16	40	19	16	9	244
	Green Party	10	47	23	14	7	70
	Bloc Quebecois	18	27	34	14	7	37
	Undecided	13	35	22	19	10	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	13	48	21	13	4	133
	2	11	31	26	22	10	146
	3 - Neutral	14	34	23	18	11	336
	4	8	26	21	29	15	243
	5 - Very favourable	13	21	36	21	9	142

## Canadian Public Opinion on Pipelines National Survey - n=1,000, January 16-19, 2012

In making their decision about whether to allow the pipeline to be built, the federal government could consider a number of factors about the pipeline.

Please rank the following possible factors from most important to least important in terms of how a decision should be made.

### View of Canadians across the country

		1	2	3	4	5	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	9	11	25	16	39	1000
	Atlantic	11	7	38	13	31	76
	Quebec	10	16	28	17	28	238
	Ontario	9	10	27	19	35	373
	Central	14	4	19	14	50	74
	Alberta	3	5	19	16	57	106
	British Columbia	4	9	17	11	58	133
<b>Gender</b>	Male	6	11	22	21	40	508
	Female	11	10	28	12	38	492
<b>Age Group</b>	18 to 29	6	10	25	21	39	159
	30 to 44	9	14	23	15	39	271
	45 to 60	8	9	24	15	43	310
	60 and over	11	11	31	16	31	260
<b>Education</b>	High school or less	10	11	26	17	36	175
	Some university or College	9	10	26	15	40	426
	University degree	5	12	23	17	42	399
<b>Children 18 and Under in Household</b>	No	8	11	26	17	38	712
	Yes	10	10	24	15	40	288
<b>Urban or Rural</b>	Urban	8	10	25	16	41	731
	Rural	9	12	26	18	35	269
<b>Federal Vote Profile</b>	Conservative Party	11	5	18	19	47	345
	Liberal Party	7	14	29	15	35	226
	New Democratic Party	6	12	32	18	32	244
	Green Party	7	17	25	14	37	70
	Bloc Quebecois	3	30	24	15	29	37
	Undecided	14	7	30	8	42	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	8	13	47	12	20	133
	2	11	8	27	16	38	146
	3 - Neutral	11	8	22	16	42	336
	4	5	11	19	18	47	243
	5 - Very favourable	6	17	25	18	33	142

# ABACUS DATA POLL

Canadian Public Opinion on Pipelines  
National Survey - n=1,000, January 16-19, 2012

In making their decision about whether to allow the pipeline to be built, the federal government could consider a number of factors about the pipeline.

Please rank the following possible factors from most important to least important in terms of how a decision should be made.

## Local Economic Benefits

		1	2	3	4	5	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	8	24	21	33	14	1000
	Atlantic	2	20	25	43	10	76
	Quebec	6	23	17	33	22	238
	Ontario	8	21	23	36	13	373
	Central	7	23	26	34	10	74
	Alberta	11	33	28	20	8	106
	British Columbia	14	30	20	28	8	133
<b>Gender</b>	Male	10	26	18	33	13	508
	Female	6	22	24	32	15	492
<b>Age Group</b>	18 to 29	13	23	19	31	14	159
	30 to 44	7	25	25	33	10	271
	45 to 60	9	24	22	32	13	310
	60 and over	3	23	18	34	22	260
<b>Education</b>	High school or less	9	26	20	31	15	175
	Some university or College	8	23	21	33	15	426
	University degree	6	22	24	35	12	399
<b>Children 18 and Under in Household</b>	No	7	23	21	33	14	712
	Yes	9	25	22	31	13	288
<b>Urban or Rural</b>	Urban	8	23	21	34	14	731
	Rural	8	26	22	30	14	269
<b>Federal Vote Profile</b>	Conservative Party	10	36	21	21	12	345
	Liberal Party	8	17	22	38	15	226
	New Democratic Party	7	18	20	38	17	244
	Green Party	10	12	22	43	13	70
	Bloc Quebecois	2	16	17	36	29	37
	Undecided	6	23	27	40	3	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	1	17	19	49	14	133
	2	3	22	20	32	23	146
	3 - Neutral	10	21	25	33	11	336
	4	6	31	23	27	13	243
	5 - Very favourable	16	27	15	28	14	142

# ABACUS DATA POLL

Canadian Public Opinion on Pipelines  
National Survey - n=1,000, January 16-19, 2012

There is also another proposal to extend a pipeline that currently runs from the oil sands in northern Alberta to refineries in Oklahoma and to the gulf coast of Texas. The pipeline extension project is called the Keystone XL Pipeline and would transport oil products from the oil sands to refineries in Texas.

Before today, were you aware or unaware of the Keystone XL Pipeline?

		Aware	Unaware	Count
		Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	62	38	1000
	Atlantic	52	48	76
	Quebec	39	61	238
	Ontario	66	34	373
	Central	86	14	74
	Alberta	86	14	106
	British Columbia	80	20	133
<b>Gender</b>	Male	77	23	508
	Female	49	51	492
<b>Age Group</b>	18 to 29	45	55	159
	30 to 44	49	51	271
	45 to 60	69	31	310
	60 and over	82	18	260
<b>Education</b>	High school or less	49	51	175
	Some university or College	66	34	426
<b>Children 18 and Under in Household</b>	University degree	76	24	399
	No	68	32	712
<b>Urban or Rural</b>	Yes	51	49	288
	Urban	67	33	731
<b>Federal Vote Profile</b>	Rural	52	48	269
	Conservative Party	76	24	345
	Liberal Party	73	27	226
	New Democratic Party	51	49	244
	Green Party	54	46	70
	Bloc Quebecois	35	65	37
	Undecided	43	57	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	70	30	133
	2	65	35	146
	3 - Neutral	46	54	336
	4	74	26	243
	5 - Very favourable	73	27	142

# ABACUS DATA POLL

## Canadian Public Opinion on Pipelines National Survey - n=1,000, January 16-19, 2012

Based on what you know about the Keystone XL pipeline project, do you support or oppose the building of the pipeline?

		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
<b>Region</b>	Canada	15	20	36	15	13	1000
	Atlantic	8	15	37	26	13	76
	Quebec	7	11	53	16	13	238
	Ontario	15	21	35	15	14	373
	Central	21	31	26	7	14	74
	Alberta	38	30	8	12	12	106
	British Columbia	17	26	30	16	11	133
<b>Gender</b>	Male	22	23	30	12	13	508
	Female	9	18	42	18	13	492
<b>Age Group</b>	18 to 29	8	13	52	12	15	159
	30 to 44	12	17	40	19	12	271
	45 to 60	17	22	35	13	12	310
	60 and over	22	26	21	17	15	260
<b>Education</b>	High school or less	13	21	43	15	9	175
	Some university or College	16	20	36	14	14	426
	University degree	18	19	27	18	17	399
<b>Children 18 and Under in Household</b>	No	16	21	34	14	15	712
	Yes	13	18	43	17	10	288
<b>Urban or Rural</b>	Urban	15	21	34	15	15	731
	Rural	15	18	42	15	9	269
<b>Federal Vote Profile</b>	Conservative Party	33	24	30	7	6	345
	Liberal Party	10	25	32	20	13	226
	New Democratic Party	5	14	42	17	23	244
	Green Party	4	16	35	31	14	70
	Bloc Quebecois	1	4	59	23	13	37
	Undecided	5	21	43	16	13	78
<b>Oil sands (Overall, would you say you have a favourable or unfavourable impression of the oil sands development in northern Alberta? )</b>	1 - Very unfavourable	11	5	19	20	46	133
	2	5	23	33	27	11	146
	3 - Neutral	4	20	60	12	5	336
	4	23	33	25	13	6	243
	5 - Very favourable	45	8	16	13	19	142