



## **ENERGY SOURCES**

# **CANADIANS FAVOUR ENERGY SOURCES THAT ARE BETTER FOR THE ENVIRONMENT**

**Renewable energy usage seen as positive, coal negative  
for Canada, both due to environmental impact**

**50% think nuclear power use is negative for the country,  
due to no long term solution for nuclear waste disposal**

**64% say ethanol use is positive for Canada since  
it could eventually become a substitute for oil**

**69% think fuel cell vehicle use is positive for Canada  
because fuel cells do not generate carbon dioxide**

*From October 2 to 3, 2007, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,066 adult Canadians. The margin of error for the total sample is +/- 3.0 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

[VANCOUVER – Oct. 10, 2007] – Canadians warm up to energy sources that are seen as more environmentally friendly, a new Angus Reid Strategies poll has found.

In the online survey of a representative national sample, respondents were asked if they found six different forms of energy positive or negative for Canada. Energy sources with environmentally-friendly attributes received far more support from Canadians, trumping cost or stability concerns.

A whopping 89 per cent of respondents say they think using renewable energy sources like wind or solar power are positive for Canada, because these sources are better for the environment. Only 4 per cent consider using renewable sources negative since they can be unreliable and expensive.

As well, 69 per cent of Canadians say using cars powered by hydrogen fuel cells is positive for Canada, since the vehicles do not generate carbon dioxide. Just 13 per cent see them as negative because they are fragile and costly to produce. And 64 per cent think using ethanol fuel is positive for the country, because it could eventually become a substitute for oil—only 23 per cent think its usage is negative since it may drive up food prices.

However, Canadians show little support for using any energy sources that showed a significant environmental cost. Sixty-nine per cent think producing electricity using coal is negative for Canada, because the process causes pollution. Further, 50 per cent say that using nuclear energy to generate electricity is negative for the country because there is no long-term solution for nuclear waste disposal.

Along the same lines, the topic of using natural gas to produce electricity only receives limited support from Canadians. Forty-five per cent say using it is positive, since it releases fewer pollutants than other fossil fuels, while 33 per cent say its use is negative, since it still contributes to global warming.

The opinions of the regions tended to follow national numbers when questioned about most of the energy sources. However, on the question of using natural gas to generate electricity, more than half of Albertans (53%) see it as positive for Canada.

In addition, on the topic of using nuclear energy to produce electricity, more from Quebec (62%), Atlantic Canada (56%) and British Columbia (50%) see its usage as negative for the country. Only Ontario, the province with the most nuclear power plants in the country, is genuinely divided on this topic—41 per cent say the use of nuclear energy is positive for Canada, while 41 per cent see it as negative.

Men are much more decided in their support of the energy sources presented in this survey – many more women than men responded with “Not sure” when asked about each type of energy. The subject of nuclear power especially displays a gender

gap—58 per cent of women see it as negative, while 47 per cent of men see it as positive for Canada.

Those in households earning \$100,000 or more are more likely than other income levels to see using natural gas, nuclear energy, and cars powered by hydrogen fuel cells as positive for Canada. Those from these households are also slightly less likely to see coal and ethanol usage as positive.

Those with university education are more likely than other educational levels to see using hydrogen fuel cell cars as positive for Canada. They also see coal and ethanol usage as more negative for Canada than other comparable groups.

By political affiliation, those voting Conservative in the next election are far more likely to see usage of all of the suggested energy sources as positive for Canada, while the NDP is much more likely to see them as negative for the country.

## 89% say using renewable energy sources is positive for Canada because these sources are better for the environment

*Q. Next, we'd like to ask you some questions about energy. Do you think using renewable energy sources, such as wind power or solar power, is positive or negative for Canada?*

	Region							Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Positive, because these sources are better for the environment	89%	87%	89%	88%	89%	88%	93%	89%	89%
Negative, because these sources can be unreliable and expensive	4%	4%	4%	5%	6%	2%	0%	7%	1%
Not sure	7%	8%	7%	7%	5%	9%	7%	4%	10%

	Age				Household Income			Education		
	Total	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/tech schl	Univ+
Positive, because these sources are better for the environment	89%	88%	91%	87%	91%	87%	91%	85%	87%	96%
Negative, because these sources can be unreliable and expensive	4%	3%	3%	6%	3%	5%	4%	3%	5%	3%
Not sure	7%	9%	6%	7%	6%	8%	5%	12%	8%	1%

	Vote in next federal election			
	Total	Con	Lib	NDP
Positive, because these sources are better for the environment	89%	87%	92%	94%
Negative, because these sources can be unreliable and expensive	4%	7%	3%	2%
Not sure	7%	6%	4%	4%

## 69% say using coal to produce electricity is negative for Canada, because the process still causes pollution

*Q. Do you think using coal to generate electricity is positive or negative for Canada?*

	Region							Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Positive, because Canada has abundant resources of coal	15%	12%	24%	21%	17%	8%	14%	14%	15%
Negative, because the process still causes pollution	69%	73%	62%	62%	66%	77%	69%	76%	63%
Not sure	16%	15%	14%	17%	17%	15%	17%	10%	22%

	Age			Household Income			Education			
	Total	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/tech schl	Univ+
Positive, because Canada has abundant resources of coal	15%	11%	17%	15%	14%	17%	14%	17%	17%	9%
Negative, because the process still causes pollution	69%	69%	68%	73%	68%	70%	79%	58%	72%	80%
Not sure	16%	21%	15%	12%	18%	13%	7%	25%	11%	11%

	Vote in next federal election			
	Total	Con	Lib	NDP
Positive, because Canada has abundant resources of coal	15%	24%	14%	11%
Negative, because the process still causes pollution	69%	61%	75%	81%
Not sure	16%	15%	10%	9%

### Energy sources

Contact: Craig Worden, Vice-President Public Affairs  
416-644-4038 or [craig.worden@angus-reid.com](mailto:craig.worden@angus-reid.com)

**45% say using natural gas to produce electricity is positive for Canada;  
51% say it is negative because natural gas still adds to global warming**

*Q. Do you think using natural gas to generate electricity is positive or negative for Canada?*

	Region							Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Positive, because natural gas releases fewer pollutants than other fossil fuels	45%	45%	53%	38%	46%	42%	47%	51%	40%
Negative, because natural gas still contributes to global warming	33%	33%	30%	37%	31%	37%	30%	35%	31%
Not sure	22%	22%	17%	25%	23%	21%	23%	14%	29%

	Age				Household Income			Education		
	Total	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/tech schl	Univ+
Positive, because natural gas releases fewer pollutants than other fossil fuels	45%	42%	45%	48%	43%	46%	55%	46%	44%	46%
Negative, because natural gas still contributes to global warming	33%	33%	32%	34%	36%	34%	28%	28%	32%	41%
Not sure	22%	25%	22%	18%	21%	20%	17%	26%	24%	13%

	Vote in next federal election			
	Total	Con	Lib	NDP
Positive, because natural gas releases fewer pollutants than other fossil fuels	45%	57%	52%	38%
Negative, because natural gas still contributes to global warming	33%	23%	34%	45%
Not sure	22%	20%	14%	17%

**Energy sources**

Contact: Craig Worden, Vice-President Public Affairs  
416-644-4038 or [craig.worden@angus-reid.com](mailto:craig.worden@angus-reid.com)

**50% say using nuclear energy to produce electricity is negative because there is no long-term solution for nuclear waste disposal**

*Q. Do you think using nuclear energy to generate electricity is positive or negative for Canada?*

	Region							Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Positive, because it does not contribute to global warming	32%	30%	33%	38%	41%	23%	27%	47%	19%
Negative, because there is no long-term solution for nuclear waste disposal	50%	50%	45%	42%	41%	62%	56%	41%	58%
Not sure	18%	20%	22%	20%	19%	14%	17%	13%	23%

	Age				Household Income			Education		
	Total	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/tech schl	Univ+
Positive, because it does not contribute to global warming	32%	30%	33%	34%	27%	36%	49%	24%	36%	39%
Negative, because there is no long-term solution for nuclear waste disposal	50%	48%	50%	51%	58%	45%	39%	53%	47%	48%
Not sure	18%	22%	18%	14%	15%	19%	12%	24%	16%	13%

	Vote in next federal election			
	Total	Con	Lib	NDP
Positive, because it does not contribute to global warming	32%	50%	38%	22%
Negative, because there is no long-term solution for nuclear waste disposal	50%	35%	45%	64%
Not sure	18%	15%	17%	14%

**Energy sources**

Contact: Craig Worden, Vice-President Public Affairs  
416-644-4038 or [craig.worden@angus-reid.com](mailto:craig.worden@angus-reid.com)

## 64% say using ethanol is positive for Canada because eventually it could become a substitute for oil

*Q. Do you think using ethanol, a fuel that can be manufactured from sources such as corn and wheat, is positive or negative for Canada?*

	Region							Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Positive, because it could eventually become a substitute for oil	64%	54%	65%	70%	71%	61%	59%	61%	68%
Negative, because it could drive up food prices	23%	28%	21%	21%	18%	24%	30%	30%	16%
Not sure	13%	18%	14%	9%	11%	15%	11%	10%	17%

	Age			Household Income			Education			
	Total	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/tech schl	Univ+
Positive, because it could eventually become a substitute for oil	64%	68%	64%	61%	66%	63%	69%	69%	65%	58%
Negative, because it could drive up food prices	23%	17%	20%	32%	23%	24%	22%	19%	23%	28%
Not sure	13%	15%	15%	8%	11%	13%	9%	13%	12%	15%

	Vote in next federal election			
	Total	Con	Lib	NDP
Positive, because it could eventually become a substitute for oil	64%	70%	67%	59%
Negative, because it could drive up food prices	23%	22%	27%	29%
Not sure	13%	9%	6%	13%

## 69% say using cars powered by hydrogen fuel cells is positive for Canada because they do not generate carbon dioxide

*Q. Do you think using cars powered by hydrogen fuel cells is positive or negative for Canada?*

	Region							Gender	
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Positive, because fuel cell vehicles do not generate carbon dioxide	69%	73%	67%	64%	69%	70%	60%	75%	62%
Negative, because fuel cells are fragile and costly to produce	13%	12%	17%	15%	12%	13%	10%	14%	12%
Not sure	19%	15%	16%	22%	19%	17%	30%	11%	26%

	Age				Household Income			Education		
	Total	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/tech schl	Univ+
Positive, because fuel cell vehicles do not generate carbon dioxide	69%	71%	66%	70%	68%	71%	76%	62%	69%	76%
Negative, because fuel cells are fragile and costly to produce	13%	10%	13%	14%	12%	11%	14%	14%	13%	11%
Not sure	19%	19%	20%	16%	20%	17%	10%	23%	18%	13%

	Vote in next federal election			
	Total	Con	Lib	NDP
Positive, because fuel cell vehicles do not generate carbon dioxide	69%	69%	73%	71%
Negative, because fuel cells are fragile and costly to produce	13%	15%	14%	15%
Not sure	19%	16%	14%	14%

**Energy sources**

Contact: Craig Worden, Vice-President Public Affairs  
416-644-4038 or [craig.worden@angus-reid.com](mailto:craig.worden@angus-reid.com)

---

*Angus Reid Strategies is a North American full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995. Located in Vancouver, Calgary, Toronto, and Montreal, our team of specialists provides solutions across every type and sector of research.*

*Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel ([www.angusreidforum.com](http://www.angusreidforum.com)), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.*

*Angus Reid Strategies has been successful in predicting the outcome of this year's provincial elections:*

*In Quebec: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=37>*

*In Manitoba: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=56>*

*More information on the way Angus Reid Strategies conducts public opinion research can be found at [http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF\\_WHITE\\_PAPER.pdf](http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF_WHITE_PAPER.pdf)*

- 30 -

**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:  
[www.angusreidstrategies.com](http://www.angusreidstrategies.com)**

**Energy sources**

**Contact: Craig Worden, Vice-President Public Affairs  
416-644-4038 or [craig.worden@angus-reid.com](mailto:craig.worden@angus-reid.com)**