



THE RESEARCH INTELLIGENCE GROUP



MEI

Ideas for a  
More Prosperous  
Society

## Oil in Québec

Friday, February 5, 2016

# Methodology

## Online survey conducted with Québec's general population across all regions in the province.

Leger, The Research Intelligence Group was commissioned by the Montreal Economic Institute (MEI) to conduct an online study with the general population of Québec. In total, **1,014 Quebecers** aged 18 or over were surveyed between **February 1 to February 4**, 2016. Respondents came from all regions across Québec.

### Weighting and Margin of Error

Final survey data were weighted based on the 2011 census according to age, gender, mother tongue, region, and level of education in order to guarantee a representative sample of the Quebec population.

For comparative purposes, a random sample of **1,014 respondents** would yield a margin of error of **+/- 3.1%, 19 times out of 20**.

### Online Survey

Survey respondents were selected randomly from LegerWeb's Internet panel, which includes 400,000 Canadian households, and according to a stratification process applied to invitation lists, which ensures optimal respondent representativeness. Panelists were recruited randomly from Leger's telephone surveys. Several quality control measures were implemented to ensure that Leger's surveys with Internet panelists are representative and reliable. Leger has obtained Gold Seal Certification from the Marketing Research and Intelligence Association, the highest reliability rating conferred by the association.

### How to Read Tables

In the following tables, data in bold and **red** indicate a significantly higher proportion than that of other respondents. Conversely, data in bold and **blue** indicate a significantly lower proportion than that of other respondents.

# Detailed Results

# Exploit Québec Oil Resources Instead of Importing Oil from Outside the Province

**Q1: Currently, Québec must import (from Western Canada or abroad) all of the oil it consumes. In your opinion, is it preferable for Québec to exploit its own oil resources or for it to continue importing 100% of the oil necessary for consumption from outside Québec?**

Base : all respondents (n=1,014)

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Exploit its own oil resources	54%	57%	51%	33%	52%	54%	57%	55%	63%
Continue to import 100% of the oil from outside Québec	23%	25%	21%	30%	26%	24%	19%	23%	20%
Don't know	21%	16%	26%	34%	21%	20%	22%	21%	16%
Refusal	2%	1%	2%	2%	1%	2%	2%	2%	2%

# Exploit Québec Oil Resources Instead of Importing Oil from Outside the Province, by Voting Intentions

**Q1: Currently, Québec must import (from Western Canada or abroad) all of the oil it consumes. In your opinion, is it preferable for Québec to exploit its own oil resources or for it to continue importing 100% of the oil necessary for consumption from outside Québec?**

Base : all respondents (n=1,014)

	Total	Provincial Voting Intentions					Federal Voting Intentions					
		LPQ	PQ	CAQ	QS	Other	LPC	NDP	BQ	CPC	GPC	Other
<b>Exploit its own oil resources</b>	<b>54%</b>	57%	<b>63%</b>	59%	<b>43%</b>	59%	54%	54%	56%	<b>78%</b>	7%	63%
<b>Continue to import 100% of the oil from outside Québec</b>	<b>23%</b>	25%	24%	21%	25%	16%	27%	20%	21%	17%	51%	37%
<b>Don't know</b>	<b>21%</b>	17%	<b>11%</b>	20%	<b>28%</b>	24%	19%	24%	23%	<b>5%</b>	42%	0%
<b>Refusal</b>	<b>2%</b>	1%	2%	0%	<b>4%</b>	1%	0%	2%	0%	0%	0%	0%

# Strong Preference for Oil Imported from Western Canada

Q2: In your opinion, is it preferable for the oil imported from outside Québec to come from...

Base : all respondents (n=1,014)

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
...Western Canada	59%	61%	57%	45%	52%	56%	58%	64%	70%
...Mexico	5%	7%	3%	4%	6%	4%	2%	8%	5%
...Saudi Arabia	3%	4%	2%	3%	3%	6%	3%	3%	2%
...Algeria	2%	3%	1%	4%	1%	3%	0%	1%	3%
...another country? (Please specify your preference)	3%	4%	2%	4%	2%	1%	3%	3%	4%
Don't know	27%	21%	33%	37%	35%	28%	33%	20%	15%
Refusal	1%	1%	2%	3%	1%	1%	1%	1%	2%

# Strong Preference for Oil Imported from Western Canada, by Voting Intentions

Q2: In your opinion, is it preferable for the oil imported from outside Québec to come from...

Base : all respondents (n=1,014)

	Total	Provincial Voting Intentions					Federal Voting Intentions					
		LPQ	PQ	CAQ	QS	Other	LPC	NDP	BQ	CPC	GPC	Other
...Western Canada	59%	75%	52%	66%	53%	56%	70%	50%	46%	81%	45%	63%
...Mexico	5%	1%	12%	2%	5%	9%	2%	3%	6%	0%	17%	0%
...Saudi Arabia	3%	2%	6%	5%	1%	5%	2%	6%	13%	2%	0%	0%
...Algeria	2%	2%	2%	1%	3%	2%	5%	0%	3%	0%	0%	0%
...another country? (Please specify your preference)	3%	2%	3%	2%	11%	1%	1%	3%	0%	0%	0%	0%
Don't know	27%	18%	23%	24%	24%	25%	20%	33%	32%	16%	31%	37%
Refusal	1%	1%	2%	0%	3%	2%	0%	5%	0%	0%	6%	0%

# Pipeline: the Safest Means to Transport Oil

Q3: In your opinion, which of the following means is the safest to transport oil?

Base : all respondents (n=1,014)

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Pipeline	41%	50%	33%	19%	25%	44%	40%	49%	59%
Tank truck	14%	12%	16%	15%	24%	8%	19%	13%	8%
Tank ship	10%	8%	11%	9%	6%	9%	12%	11%	9%
Train	9%	9%	10%	21%	12%	14%	5%	6%	4%
Don't know	23%	19%	27%	31%	29%	25%	24%	18%	16%
Refusal	2%	1%	3%	5%	3%	1%	1%	2%	4%

# Pipeline: the Safest Means to Transport Oil, by Voting Intentions

Q3: In your opinion, which of the following means is the safest to transport oil?

Base : all respondents (n=1,014)

	Total	Provincial Voting Intentions					Federal Voting Intentions					
		LPQ	PQ	CAQ	QS	Other	LPC	NDP	BQ	CPC	GPC	Other
Pipeline	41%	56%	35%	53%	31%	33%	44%	24%	31%	75%	41%	38%
Tank truck	14%	8%	20%	12%	21%	20%	15%	13%	26%	0%	7%	25%
Tank ship	10%	9%	11%	6%	14%	12%	8%	11%	10%	4%	7%	0%
Train	9%	8%	8%	10%	6%	20%	9%	7%	10%	9%	0%	0%
Don't know	23%	20%	22%	18%	23%	14%	24%	43%	22%	12%	29%	37%
Refusal	2%	0%	4%	0%	5%	1%	1%	1%	2%	0%	15%	0%

# Profile of Respondents

	Total %
<b>Gender</b>	
<b>Male</b> Weighted n=493 Unweighted n=525	<b>49%</b>
<b>Female</b> Weighted n=521 Unweighted n=489	<b>51%</b>
<b>Age</b>	
<b>18-24</b> Weighted n=111 Unweighted n=84	<b>11%</b>
<b>25-34</b> Weighted n=163 Unweighted n=116	<b>16%</b>
<b>35-44</b> Weighted n=162 Unweighted n=167	<b>16%</b>
<b>45-54</b> Weighted n=203 Unweighted n=222	<b>20%</b>
<b>55-64</b> Weighted n=174 Unweighted n=197	<b>17%</b>
<b>65 +</b> Weighted n=201 Unweighted n=228	<b>20%</b>

	Total %
<b>Region</b>	
<b>Montreal CMA</b> Weighted n=484 Unweighted n=402	<b>48%</b>
<b>Québec CMA</b> Weighted n=101 Unweighted n=311	<b>10%</b>
<b>Rest of Québec</b> Weighted n=428 Unweighted n=301	<b>42%</b>
<b>Language</b>	
<b>French</b> Weighted n=792 Unweighted n=792	<b>78%</b>
<b>English and others</b> Weighted n=222 Unweighted n=222	<b>22%</b>

Leger is the **largest Canadian-owned** polling, strategic advice and market research firm

---

**600 employees**

---

**75 consultants**

---

Present in more than **100 countries** through its international Worldwide Independent Network (WIN)

---

Our firm distinguishes itself through its **marketing intelligence** and tailored **strategic advice**

---

**Canada:** Montreal, Quebec City, Toronto, Edmonton, Calgary / **United States:** Philadelphia / **Europe:** Zurich

[www.leger360.com](http://www.leger360.com)