



THE RESEARCH INTELLIGENCE GROUP



MEI

Ideas for a
More Prosperous
Society

Oil in Québec

April 2017

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, **1 016 Quebecers** aged 18 or over were surveyed between **April 17 to April 19, 2017**. 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 **1 016 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 **green** indicate a significantly higher proportion than that of other respondents. Conversely, data in bold and **red** indicate a significantly lower proportion than that of other respondents.

When possible, results were compared to previous studies.

Detailed Results

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

Q : 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=1 016)

	Total	Gender		Age						Total Feb. 16
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	
Exploit its own oil resources	56%	62%	51%	40%	55%	49%	65%	65%	55%	54%
Continue to import 100% of the oil from outside Québec	20%	26%	14%	34%	16%	23%	12%	19%	21%	23%
I don't know	20%	9%	32%	18%	26%	25%	19%	14%	20%	21%
I prefer not to answer	4%	3%	4%	8%	3%	3%	4%	2%	4%	2%

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

Q : 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=1 016)

	Total	Provincial Voting Intentions				
		LPQ	PQ	CAQ	QS	Other
Exploit its own oil resources	56%	54%	59%	71%	41%	63%
Continue to import 100% of the oil from outside Québec	20%	22%	23%	16%	33%	15%
I don't know	20%	23%	14%	12%	24%	14%
I prefer not to answer	4%	0%	4%	1%	3%	8%

Strong Preference for Oil Imported from Western Canada

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

Base : all respondents (n=1 016)

	Total	Gender		Age						Total Feb. 16
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	
...Western Canada ?	65%	70%	61%	50%	60%	55%	73%	72%	74%	59%
NET Other countries	13%	17%	9%	22%	12%	16%	6%	13%	11%	13%
...Mexico ?	5%	7%	4%	9%	5%	7%	1%	7%	5%	5%
...Saudi Arabia ?	3%	3%	2%	6%	3%	3%	2%	3%	1%	3%
...Algeria ?	3%	4%	1%	4%	3%	5%	0%	2%	2%	2%
...another country ?	2%	3%	1%	2%	1%	1%	2%	2%	4%	3%
I don't know / I prefer not to answer	22%	13%	30%	29%	28%	28%	21%	15%	15%	28%

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

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

Base : all respondents (n=1 016)

	Total	Provincial Voting Intentions				
		LPQ	PQ	CAQ	QS	Other
...Western Canada ?	65%	75%	66%	84%	49%	81%
NET Other countries	13%	9%	18%	6%	23%	5%
...Mexico ?	5%	3%	7%	1%	11%	3%
...Saudi Arabia ?	3%	3%	3%	2%	4%	0%
...Algeria ?	3%	3%	4%	1%	5%	1%
...another country ?	2%	0%	5%	1%	3%	2%
I don't know / I prefer not to answer	22%	16%	16%	11%	28%	14%

Pipeline: the Safest Means to Transport Oil

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

Base : all respondents (n=1 016)

	Total	Gender		Age						Total Feb. 16
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	
Pipeline	41%	53%	30%	33%	37%	30%	36%	53%	55%	41%
Tank truck	14%	12%	16%	21%	17%	15%	17%	10%	7%	14%
Train	12%	12%	13%	20%	20%	15%	12%	5%	7%	9%
Tank ship	11%	11%	12%	5%	8%	13%	11%	17%	11%	10%
I don't know / I prefer not to answer	21%	12%	29%	22%	18%	27%	23%	16%	19%	25%

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

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

Base : all respondents (n=1 016)

	Total	Provincial Voting Intentions				
		LPQ	PQ	CAQ	QS	Other
Pipeline	41%	54%	30%	55%	19%	40%
Tank truck	14%	10%	14%	11%	35%	18%
Train	12%	9%	16%	13%	15%	11%
Tank ship	11%	9%	17%	11%	8%	8%
I don't know / I prefer not to answer	21%	18%	23%	11%	22%	23%

Profile of Respondents

	Total %
Gender	
Male Weighted n=494 Unweighted n=494	49%
Female Pondéré n=522 Unweighted n=522	51%
Age	
18-24 Weighted n=111 Unweighted n=104	11%
25-34 Weighted n=164 Unweighted n=148	16%
35-44 Weighted n=163 Unweighted n=180	16%
45-54 Weighted n=203 Absolu n=199	20%
55-64 Weighted n=175 Unweighted n=195	17%
65 + Weighted n=201 Unweighted n=190	20%

	Total %
Region	
Montreal CMA Weighted n=485 Unweighted n=404	48%
Québec CMA Weighted n=102 Unweighted n=311	10%
Rest of Québec Weighted n=429 Unweighted n=311	42%
Language	
French Weighted n=794 Unweighted n=802	78%
English and others Weighted n=222 Unweighted n=214	22%

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