



## Canadians dramatically overestimate the contribution of tar sands to Canadian economy

Recent polling by Environics, commissioned by Environmental Defence, shows that the majority of Canadians believe the tar sands economic importance is significantly higher than it actually is. The polling also showed that a majority of Canadians believe that Canada should be working towards an economic strategy that is less dependent on the oil sands, despite their mistaken view of the level of economic importance of the oil sands. A striking majority of Canadians feel that, given concerns about climate change, Canada should be shifting its energy strategy away from a dependence on fossil fuels.

### Key findings

(Full data sets available upon request)

- 41 per cent of Canadians believe the impact of the oil sands on our economy is between 6 and 24 times higher than it actually is and 57 per cent of Canadians overestimate the value of oil sands in the national economy. (According to Statistics Canada, the oil sands account for 2 per cent of Canada's GDP.)
  - 9 per cent of Canadians correctly answered 2 per cent, while 34 per cent didn't know.
  - 16 per cent of Canadians believe the oil sands account for 6 per cent of our national economy, 21 per cent of Canadians believe 12 per cent, 14 per cent of Canadians believe 24 per cent, and 6 per cent of Canadians believe 48 per cent.
- A large majority, 66 per cent, of Canadians agree that Canada should be working towards an economy strategy less dependent on the oil sands.
  - Of this, 34 per cent strongly agree and 33 per cent somewhat agree.
- A striking majority, 76 per cent, of Canadians believe that given climate concerns, we should be moving away from a dependence on fossil fuels towards cleaner energy.
  - Of this, 45 per cent strongly agree and 32 per cent somewhat agree.

### Polling information

This polling data presents the findings of an online survey conducted among 1,011 adults from Wednesday June 18<sup>th</sup> – Monday, June 23<sup>rd</sup>, 2014. In order to qualify for this survey respondents had to be 19 years of age or older and reside in Canada.

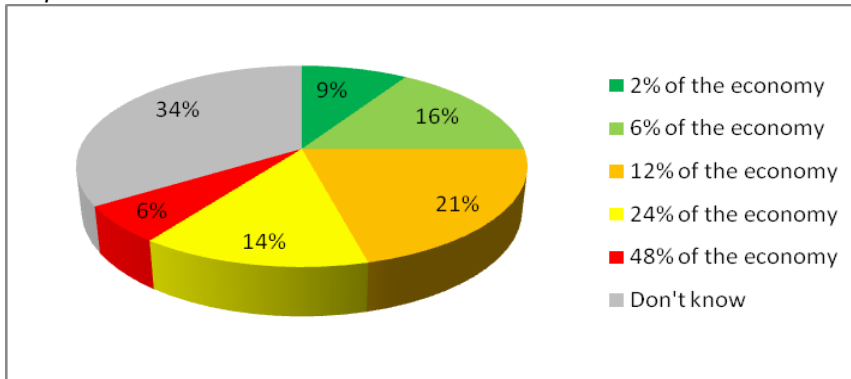
### Polling Questions

#### Q1. Importance of Tar Sands to Canada's Economy

Approximately what percentage of the overall Canadian economy do you attribute to the Alberta oil sands? 2 per cent, 6 per cent, 12 per cent, 24 per cent, 48 per cent, Don't Know

(According to Statistics Canada, the oil sands account for 2 per cent of Canada's GDP.)

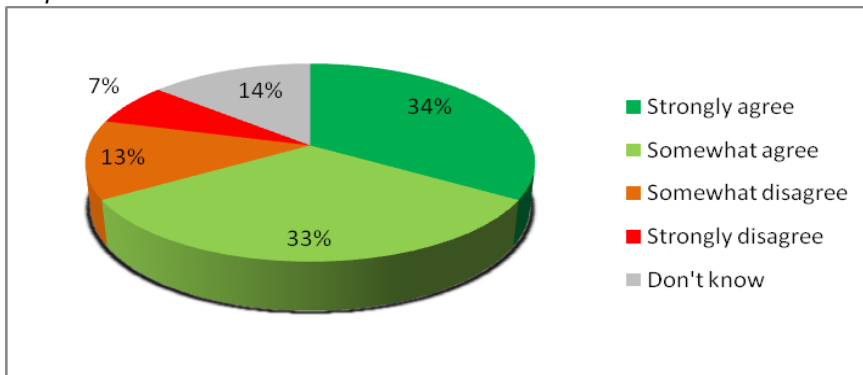
Responses:



### Q2. Economic Strategy

Some people say that Canada should be working towards an economic strategy that is less dependent on the oil sands. Do you: Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree, Don't know

Responses:



### Q3. Energy Strategy

How strongly do you agree or disagree with the following statement: Given concerns about climate change, Canada should be shifting its energy strategy away from a dependence on fossil fuels and towards cleaner energy? Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree, Don't know.

Responses:

