

# Report

## Energy

### Survey of Quebecers



**MEI**

Ideas for a  
More Prosperous  
Society

**DATE** 30/11/2018    **PROJECT NUMBER** 13026-036

**Leger**





# CONTEXT, OBJECTIVES AND METHODOLOGY

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**Leger** was commissioned by the Montreal Economic Institute (MEI) to conduct a study among Quebec residents in order to evaluate their opinion on energy.

To do so, a **Web survey** was conducted from **November 9<sup>th</sup> to November 12<sup>th</sup>, 2018** among **1,005 English and French-speaking Quebecers**, 18 years of age or older for questions #1 & 2 and a second **Web survey** was conducted from **November 23<sup>th</sup> to November 27<sup>th</sup>, 2018** among **1,006 English and French-speaking Quebecers**, 18 years of age or older for question 3.

Using data from Statistics Canada, results were weighted according to gender, age, region, mother tongue, education and presence of minor children in the household in order to ensure a representative sample of the entire population under review.

For comparison purposes, a probability sample of 1,005/ 1,006 respondents would have a margin of error of  $\pm 3.1\%$ , 19 times out of 20.

## Notes pour la lecture du rapport :

- The numbers presented in this report have been rounded out and their sum (based on the actual numbers before rounding) might not correspond to the manual addition of rounded numbers.
- In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.
- Results presenting statistically significant differences are indicated beside the presentation of overall results in boxes.



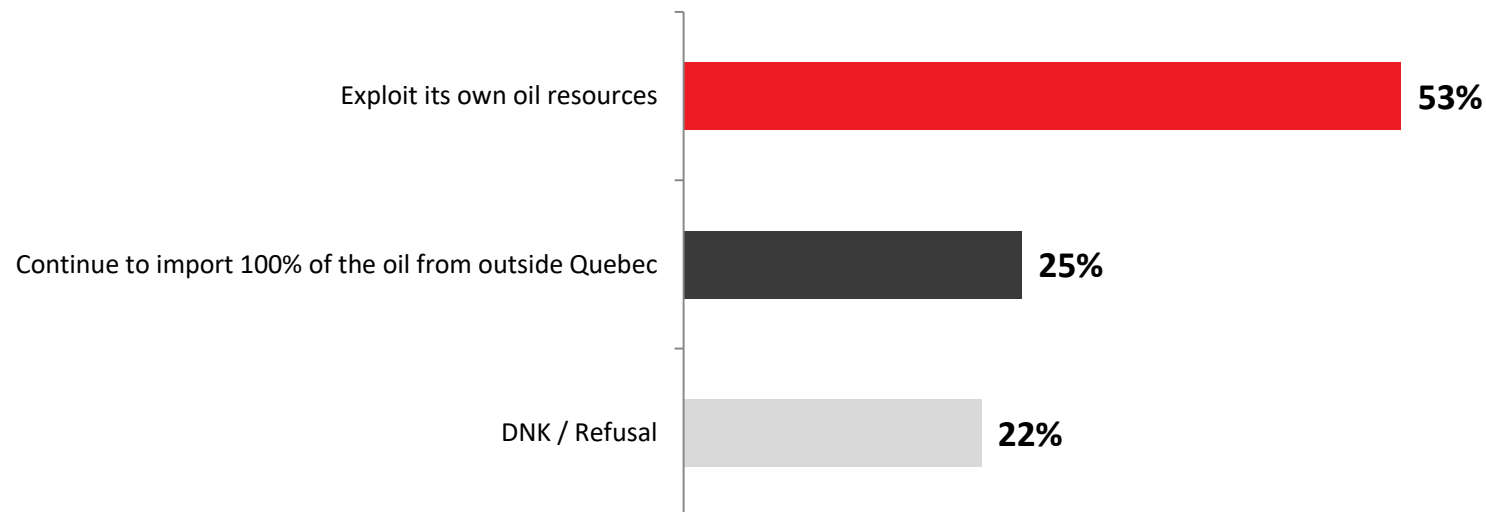


DETAILED RESULTS

# QUEBECERS' PREFERENCES REGARDING THE SOURCE OF OIL

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

Base: All respondents (n=1,005)



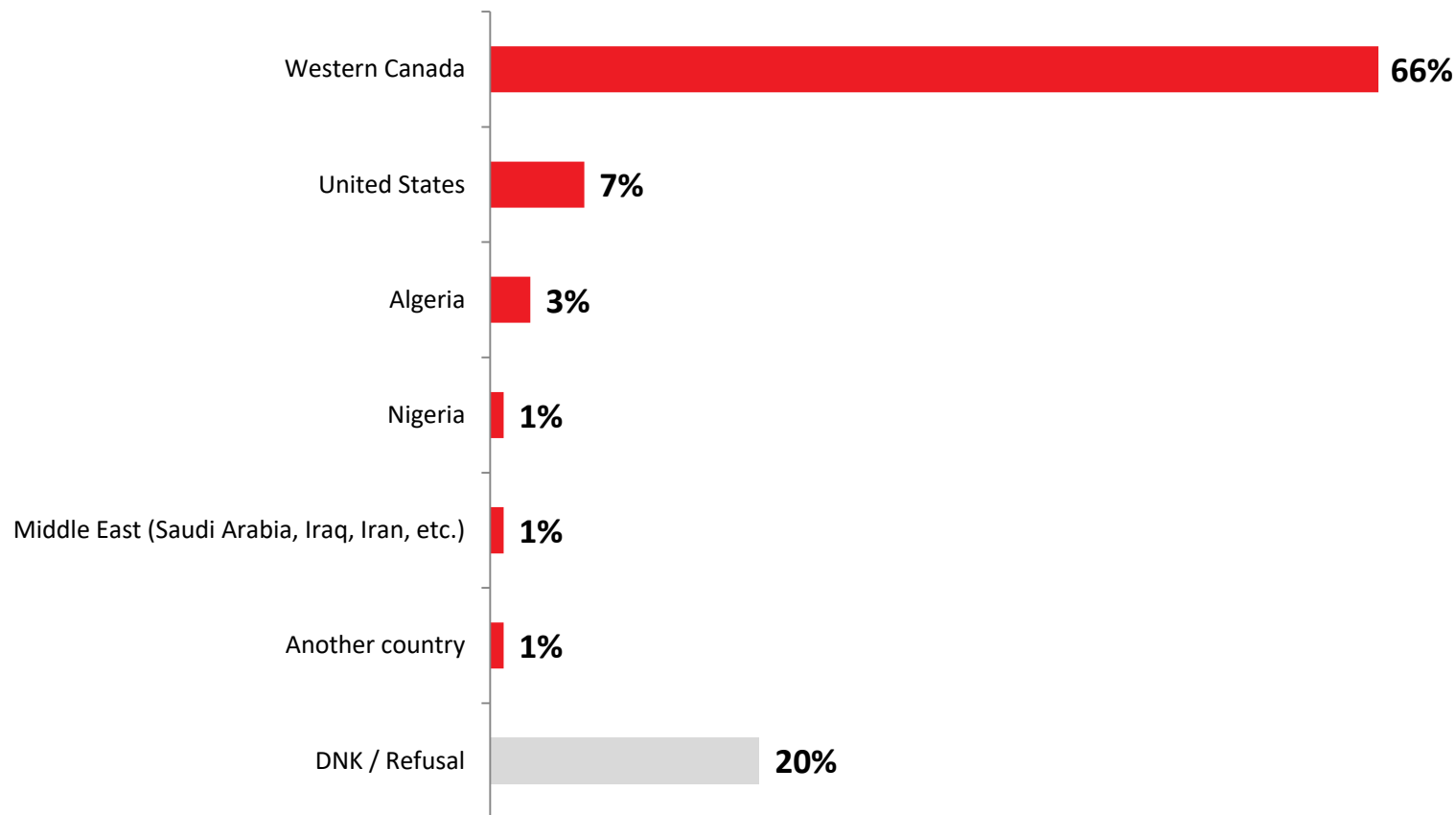
	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
n=	1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
Exploit its own oil resources	53%	55%	51%	50%	53%	56%	44%	61%	63%	55%	49%	68%	56%	41%	50%
Continue to import 100% of the oil from outside Quebec	25%	28%	22%	23%	24%	27%	29%	24%	20%	26%	22%	21%	28%	38%	35%
I don't know	19%	12%	25%	21%	19%	17%	23%	14%	15%	16%	27%	10%	15%	18%	15%
Refusal	3%	4%	2%	6%	4%	0%	4%	2%	2%	2%	2%	1%	1%	3%	0%

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

# QUEBECERS' PREFERENCES REGARDING THE COUNTRY OF ORIGIN OF IMPORTED OIL

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

Base: All respondents (n=1,005)



# QUEBECERS' PREFERENCES REGARDING THE COUNTRY OF ORIGIN OF IMPORTED OIL – *DETAILED RESULTS*

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

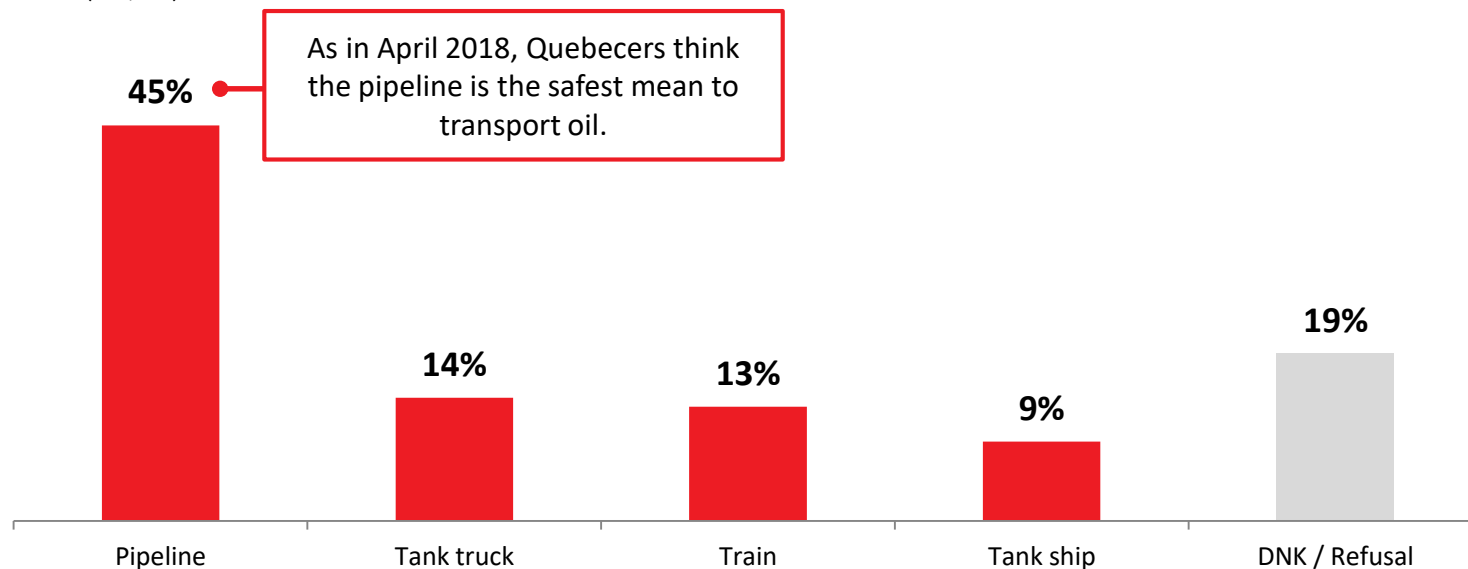
Base: All respondents

	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
n=	1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
Western Canada	66%	67%	65%	51%	68%	75%	63%	72%	69%	67%	64%	79%	73%	60%	73%
United States	7%	8%	6%	15%	5%	4%	8%	3%	7%	7%	8%	6%	7%	13%	6%
Algeria	3%	5%	2%	7%	2%	2%	5%	3%	1%	3%	3%	2%	8%	5%	4%
Nigeria	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	0%	2%	1%	0%
Middle East (Saudi Arabia, Iraq, Iran, etc.)	1%	2%	0%	0%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%
Another country	1%	2%	0%	0%	2%	1%	1%	1%	2%	1%	2%	0%	1%	2%	4%
I don't know / Refusal	20%	15%	25%	24%	21%	16%	20%	19%	19%	20%	19%	12%	8%	20%	13%

# SAFEST MEAN TO TRANSPORT OIL

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

Base: All respondents (n=1,006)



	Total	Gender		Age			Region			Language	
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco
n=	1,006	513	493	191	376	439	401	305	300	742	262
Pipeline	45%	53%	37%	29%	45%	54%	43%	48%	45%	43%	48%
Tank truck	14%	14%	14%	20%	17%	8%	13%	13%	15%	17%	5%
Train	13%	12%	14%	18%	15%	8%	13%	14%	13%	13%	13%
Tank ship	9%	10%	9%	15%	6%	9%	8%	9%	11%	11%	4%
Don't know / Refusal	19%	11%	27%	18%	18%	21%	23%	16%	15%	16%	30%





# RESPONDENT PROFILE

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## REGION



Quebec	
Montréal CMA	50%
Québec CMA	10%
Other	40%
East	8%
Center	15%
West	17%

## Gender



Male

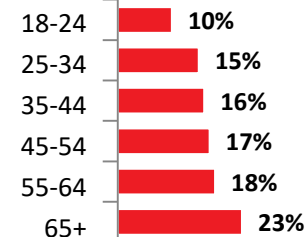
49%



Female

51%

## AGE



## LANGUAGE

French

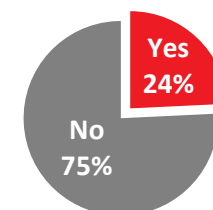
77%

English & Other

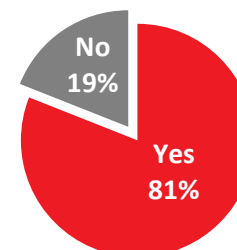
22%



## CHILDREN



## OWNER OF A GASOLINE-POWERED VEHICLE



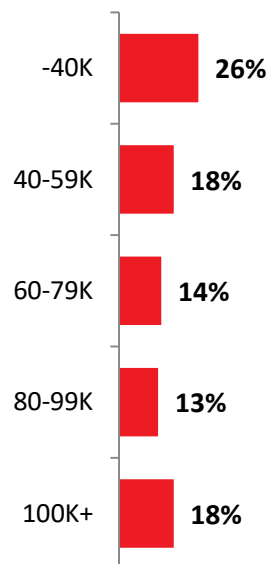
Base: All respondents (n=1,005)

Note: For each profile category, the complement to 100% represents the mentions "Don't know" and "Refusal".

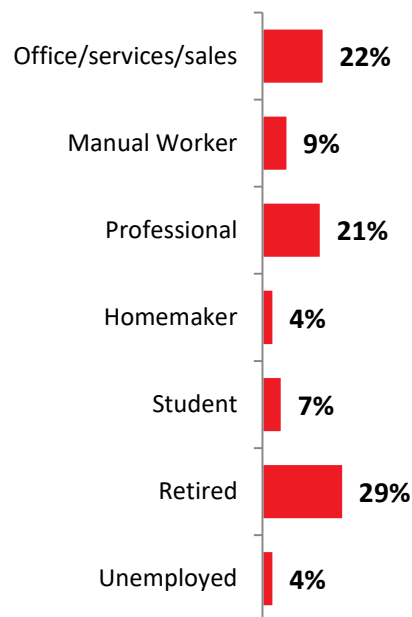
# RESPONDENT PROFILE



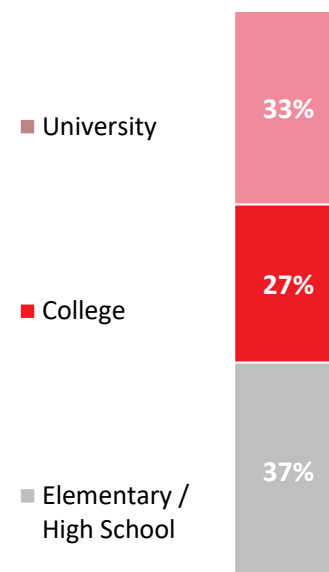
## HOUSEHOLD INCOME



## OCCUPATION



## EDUCATION



Base: All respondents (n=1,005)

Note: For each profile category, the complement to 100% represents the mentions "Don't know" and "Refusal".




TEAM


# TEAM

**For more information about this study, please contact:**

**Éric Normandeau**

Strategic Consultant

 [enormandeau@leger360.com](mailto:enormandeau@leger360.com)

 514-982-2464 ext. 3106

## Project Team

**Éric Normandeau**, Strategic Consultant

**Roxanne Bazinet**, Research Analyst

**Sylvain Gauthier**, Vice-President Communications and Public Affairs



## OUR SERVICES

- **Leger**  
Marketing research and polling
- **Leger Metrics**  
Real-time VOC satisfaction measurement
- **Leger Analytics**  
Data modeling and analysis
- **Legerweb**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**400**  
EMPLOYEES



**75**  
CONSULTANTS



**6**  
OFFICES

MONTREAL | QUEBEC | TORONTO | EDMONTON | CALGARY | PHILADELPHIA

## OUR CREDENTIALS



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

# Leger

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