



May 4, 2007

Backgrounder

Albertans' Perceptions of GHG Management in the Oil Sands

General

The Pembina Institute commissioned Probe Research Inc., a professional research and survey organization based in Winnipeg, Manitoba, to conduct a study among Alberta adults. The purpose of the study was to gauge public attitudes towards the environmental and economic impacts of oil sands development in Alberta, with a focus on pace and scale of oil sands development and oil sands royalties – two issues that are receiving increasing public attention.

On May 8, the Pembina Institute will release Part 1 of the survey, focused on Albertans' perceptions on the pace and scale of oil sands development. The second part of the survey, to be released on May 14, focuses on Albertans' opinions of economic issues related to oil sands development, particularly the oil sands royalty regime.

This exclusive backgrounder summarizes results concerning Albertans' opinions on the management of greenhouse gas emissions in the oil sands.

Polling information

The study was conducted via telephone interviews between April 3 and 16, 2007, among a random and representative sampling of 500 adults from across the province of Alberta. With a sample of 500, one can say with 95 percent certainty that the results are within plus or minus 4.4 percentage points of what they would have been if all qualifying Albertans had been interviewed. The margin of error is higher for each of the survey's population sub-groups.

Survey data were collected using a state-of-the-art Computer Assisted Telephone Interviewing (CATI) system, and data analysis was conducted using SPSS 11. Random digit dialing was also employed to ensure that all Alberta adults would have an equal opportunity to participate in the survey. The survey instrument was designed by Probe Research Inc. in close consultation with the Pembina Institute.

The results of Pembina's 2006 oil sands poll (Parts 1 and 2) are available at http://www.pembina.org/pdf/publications/OS_Survey_Enviro.pdf and http://www.pembina.org/pdf/publications/OS_Survey_Econ.pdf.

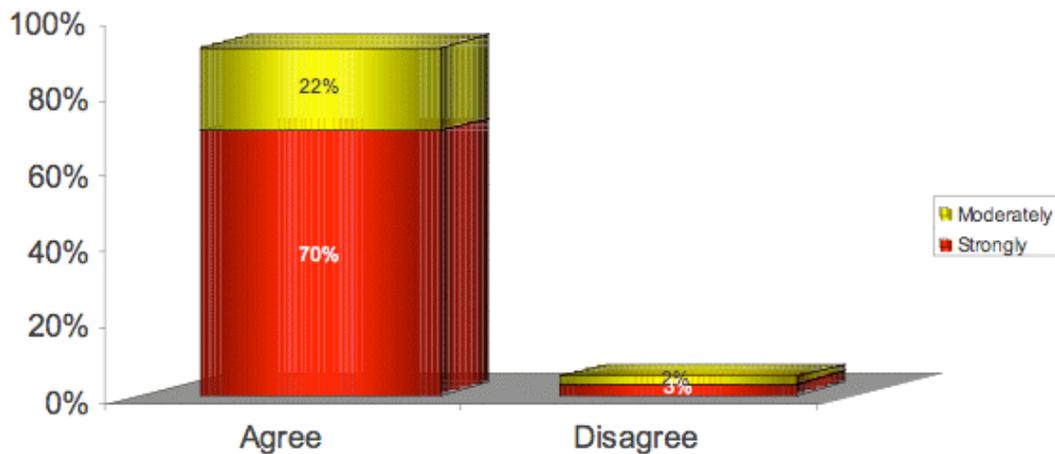
Question 1: Managing Oil Sands Greenhouse Gas Emissions

Managing greenhouse gas emissions in the oil sands is a major concern of Albertans. An overwhelming majority of Albertans (92%) felt that oil sands companies should be required to reduce greenhouse gas emissions in each of their plants.

Probe Research Inc. Statement

Oil sands companies should be required to reduce greenhouse gas emissions in each of their plants (n=500)

Probe Research Inc. Results



Question 2: Absolute vs. Intensity-Based targets

70 per cent of Albertans support targets that result in absolute reductions in greenhouse gas emissions in the oil sands, compared to only 20% of Albertans who support an intensity-based approach.

Probe Research Inc. Statement

The next question compares two ways to set targets for greenhouse gas emissions in the oil sands for the next few years. Do you think that greenhouse gas reduction targets should....." (n=500) (answers were rotated)

Seek to reduce the total amount of greenhouse gas emissions below current levels even if it costs industry more

or

Seek to reduce the amount of greenhouse gas emissions per barrel of oil produced, even if total emissions continue to increase.

Probe Research Inc. Results

