



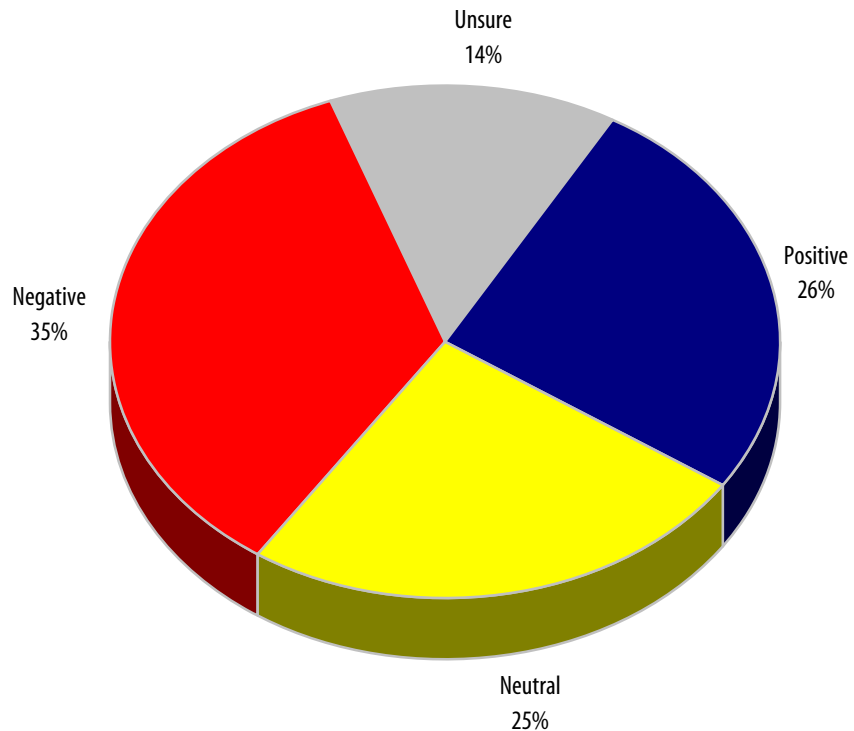
Oil sands impact on Canada's reputation a mixed bag

METHODOLOGY

Between March 13th and March 18th, 2009, Nanos Research conducted a random telephone survey of 1,002 Canadians 18 years and older. A random telephone survey of 1,002 Canadians is accurate plus or minus 3.1%, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Readers should note that the data was weighted for gender and age to match the Canadian census results. Results should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate Member.

QUESTION: Do you believe that oil sands development has a positive, neutral or negative impact on Canada's reputation abroad?



REGIONAL NUMBERS

Responses (%) **	Canada	Atlantic Canada*	Quebec	Ontario	Western Canada
	(n=1,002)	(n=99)	(n=253)	(n=301)	(n=350)
	%	%	%	%	%
Positive	26	40	14	30	29
Neutral	25	25	29	24	22
Negative	35	24	46	29	36
Unsure	14	11	12	17	13
Net Impact	-9	+16	-35	+1	-7
Accuracy	±3.1	±10.0	±6.3	±5.7	±5.3

*Note: Small sample – readers should exercise caution.

**Percentages may not add up to 100 due to rounding

Media inquiries should be directed to: Nik Nanos at nnanos@nanosresearch.com or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at www.nanosresearch.com.



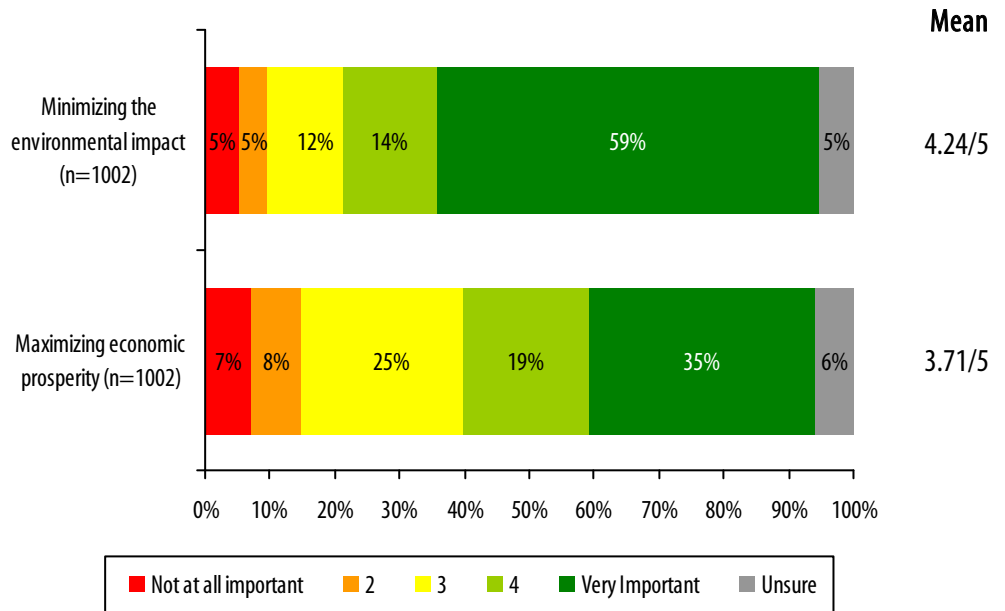
Environment trumps jobs for oil sands

METHODOLOGY

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QUESTION: On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are the following when dealing with oil sands development in Canada? [Rotate Questions]



Importance of the Environment and Prosperity for Oil Sands Development in Canada

	Minimizing the environmental impact	Maximizing economic prosperity
	Mean Importance (Out of Five)	Mean Importance (Out of Five)
Canada (n=1002)	4.24	3.71
Atlantic Canada (n=99)*	4.30	3.82
Quebec (n=253)	4.18	3.48
Ontario (n=301)	4.36	3.76
Western Canada (n=350)	4.17	3.81
Male (n=506)	4.24	3.80
Female (n=497)	4.25	3.63

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