



National Energy Roundtable, May 2016

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What is more important



67% Protecting the environment, even with slower growth

24% Growth & jobs even if environment suffers

10% Unsure

86%

78%

support common
environmental
standards between
Canada and the US





71% New tax on businesses that emit GHGs

41% Increasing taxes on fossil fuels like gasoline

37% Increasing taxes on home heating oil

IDEAS

- ☑ Voters are aspirational consumers of energy
- ☑ Reframe from superpower to global energy supply chain
- ☑ Energy should be recast in terms of environmental stewardship and choices

