



Exploring Public Opinion Along the Proposed Kinder-Morgan Pipeline Route

For the Living Oceans Society

Fielded August 1 - 21, 2012

Weighted Sample = 600 BC adult residents in Federal Electoral Districts along KM pipeline route

**CONFIDENTIAL
DO NOT CIRCULATE WITHOUT PERMISSION**

		Col Response %
What, in your opinion, is the most important issue facing British Columbia today?	Economy/financial crisis	14.9%
	Pipelines/Tankers/Enbridge/Northern Gateway	14.1%
	Healthcare/medical	12.2%
	Environment/Climate change	9.2%
	Unemployment/jobs/work	8.3%
	Education	5.4%
	Poverty/Income inequality/Wages	4.8%
	Affordable housing	4.5%
	Government/Leadership	6.1%
	Govt. spending/budget deficit/debt	4.0%
	Taxes/HST	3.5%
	Cost of living	3.3%
	Social services/Childcare	2.0%
	Crime and safety	1.9%
	Honesty/transparency/Accountability	1.5%
	Natural resources	1.5%
	Teachers' strike/labour dispute	1.3%
	Transportation/public transit	1.2%
	Marjuana/Drugs/Addiction	1.1%
	Homelessness	1.0%
Politics/politicians	1.0%	
Other responses under 1%	7.3%	
Don't Know/No Answer	7.5%	
Total	117.7%	

		Col %
As you may know, there has been a lot of discussion recently about the proposed expansion of oil pipelines and oil tanker traffic on B.C.'s coast. How familiar would you say you are with this topic?	Very familiar	26.6%
	Somewhat familiar	60.5%
	Not familiar	12.9%
Total	100.0%	

		Col %
And how concerned are you about the expansion of oil pipelines and oil tanker traffic on B.C.'s coast?	Very concerned	55.6%
	Somewhat concerned	32.3%
	Not concerned	10.2%
	Don't Know	1.9%
Total	100.0%	

		Col Response %
What about these proposals are you most concerned about (513 responses)?	Oil spills/leaks	37.4%
	Damage to environment, people	33.5%
	Enbridge track record, past spills, careless, untrustworthy	10.0%
	Economic concerns, more risk than reward, too little economic benefit	7.3%
	Tankers	6.8%
	Damage to water/coast/oceans/marine life	6.0%
	Lack of safeguards or emergency response/preparedness	4.9%
	Overall approach to energy/fossil fuels/trade	3.7%
	Route of the pipeline proposal and tanker traffic	3.4%
	Politics of the issue	2.2%
	Impact on First Nations/local communities	2.1%
	Difficulty and cost of cleaning spills	1.3%
	Loss of jobs, impacts on fishing/tourism industries	.7%
	Damage to land	.5%
	Damage to wildlife	.4%
	Other responses	7.3%
Don't Know/No	2.8%	
Total		130.4%

		Col %
The Kinder Morgan Company currently operates the Trans-Mountain pipeline, which transports bitumen, a form of heavy crude oil, from Edmonton to Burnaby. Kinder Morgan has made a proposal to twin this pipeline in order to increase the amount of bitumen the pipeline can carry. This will also require increased tanker traffic on the B.C. coast to carry bitumen to other markets. How much have you read, seen or heard about this proposal?	A great deal	18.7%
	Some	29.2%
	A little	20.8%
	Nothing	27.4%
	Don't Know	3.9%
Total		100.0%

	Col Response %	
What have you heard about this proposal? (396 responses)	Twinning pipeline/Doubling capacity	21.5%
	More tankers	13.8%
	Concern over oil spills/Dangerous/Unsafe	9.2%
	Just heard/read about it	8.2%
	Very little/not much	8.0%
	A lot of opposition to it	6.5%
	What was stated in the survey/everything	5.9%
	KM want to build it/it was proposed	5.8%
	More oil/increased capacity	5.6%
	Bad for the environment	5.3%
	Heard about previous spills , bad track record	5.2%
	It will go through residential areas	4.9%
	KM want to expand (pipeline)	2.7%
	Oil is for export	2.2%
	Tankers will go through Burrard inlet	2.2%
	Controversial (people for, people against it)	2.1%
	Arguments against it	2.1%
	Still talking/negotiating	2.7%
	It is safe, safeguards	1.9%
	Will create jobs/Good for economy	2.2%
	Proposed route/plan	1.8%
	Arguments for it	1.8%
	First Nations are against it	1.6%
	About the money/revenue/royalties	2.3%
Bad/negative things	1.2%	
It's going ahead/done deal	1.2%	
It will carry Bitumen	1.1%	
Hard to clean (if theres is an acci dent)	1.1%	
Kinder Morgan's good track record	1.0%	
It will go through Burnaby	1.0%	
Other responses under 1%	8.4%	
Don't Know/No Answer	2.6%	
Total	142.7%	

	Col %	
Would you say that you support or oppose the expansion of the Kinder Morgan Trans-Mountain pipeline and tanker traffic as outlined in this proposal?	Strongly support	5.7%
	Somewhat support	16.4%
	Neither support nor oppose	7.2%
	Somewhat oppose	17.6%
	Strongly oppose	34.3%
	Don't Know/Uncertain	17.5%
	Prefer not to say/No Answer	1.4%
Total	100.0%	

Don't Know/Uncertain/Prefer not to say REMOVED

		Col %
Would you say that you support or oppose the expansion of the Kinder Morgan Trans-Mountain pipeline and tanker traffic as outlined in this proposal?	Strongly support	7.0%
	Somewhat support	20.3%
	Neither support nor oppose	8.8%
	Somewhat oppose	21.7%
	Strongly oppose	42.1%
Total		100.0%

		Col Response %
Why do you support the proposal? (128 responses)	Good for the economy/development/progress	40.1%
	We need jobs	19.2%
	The pipeline footprint/infrastructure already exists	15.6%
	Need/demand for more oil infrastructure/transportation	8.2%
	BC needs the oil/gas	7.7%
	Regulation is enough protection for the environment	5.3%
	Trade/export revenue	3.0%
	Tax revenue	2.9%
	Good for BC	2.9%
	We have nothing to lose	2.9%
	They (Kinder Morgan) have a better track record/safeguards	2.7%
	If we don't do it, someone else will (USA/other prov)	2.6%
	It is safe/Can be safe	1.9%
	It's wise/a good idea	1.6%
	It's safer/better than other ways of transporting oil	1.4%
	No problems with current pipeline	1.1%
	KM experienced, know what they are doing	1.0%
Other responses under 1%	7.9%	
Don't Know/No Answer	.4%	
Total		128.4%

		Col Response %
Why do you oppose the proposal? (299 responses)	Environmental risks	31.5%
	Oil spills	19.6%
	Too many tankers	11.6%
	Bad track record (KM)/Already had leak in past	9.8%
	Money should be spent on renewable/clean energy	7.7%
	I just don't want/like it	5.4%
	More harm than good	4.0%
	Kinder Morgan is misleading/untrustworthy	3.5%
	Not enough information has been provided	3.2%
	Too close to residential/densely populated areas	3.0%
	Should export processed oil products, not raw oil/bitumen	2.9%
	Threat to waterways/coastline	2.9%
	Safety	2.7%
	Bitumen is more dangerous/harder to clean	2.7%
	I oppose fossil fuels	2.4%
	They (KM) only care about money	2.1%
	Pipeline leaks	1.9%
	Not enough safeguards/garantees are being proposed	1.6%
	Bad for BC/Local economy	1.6%
	Tanker spills	1.4%
There is no need for it	1.4%	
Not enough money for BC	1.3%	
They (KM) do not care about the environment	1.1%	
Threat to wildlife	1.0%	
Other responses under 1%	7.0%	
Don't Know/No Answer	.9%	
Total		134.1%

		Col %
The company Enbridge has applied to build a new pipeline called the Northern Gateway pipeline that will run from the Alberta oil sands to Kitimat, BC in order to transport bitumen to Asian markets on tankers which will travel off the coast of B.C. What have you read, seen or heard about this application?	A great deal	30.1%
	Some	27.9%
	A little	24.2%
	Nothing	17.8%
Total		100.0%

		Col %
Would you say that you support or oppose the Northern Gateway pipeline and tanker traffic as outlined in the Enbridge application?	Strongly support	5.9%
	Somewhat support	12.8%
	Neither support nor oppose	7.7%
	Somewhat oppose	13.5%
	Strongly oppose	47.2%
	Don't know/Uncertain	12.4%
	Prefer not to say/No answer	.7%
Total		100.0%

Don't Know/Uncertain/Prefer not to say REMOVED

		Col %
Would you say that you support or oppose the Northern Gateway pipeline and tanker traffic as outlined in the Enbridge application?	Strongly support	6.7%
	Somewhat support	14.8%
	Neither support nor oppose	8.8%
	Somewhat oppose	15.7%
	Strongly oppose	54.0%
Total		100.0%

METHODS

This survey was fielded by phone using Stratcom’s in-house unionized call centres from August 1 to 21, 2012. The sample frame includes only the Federal Electoral Districts along the path of the Kinder-Morgan pipeline route (list in Appendix), yielding 768 completed surveys, which includes oversamples in Vancouver and Burnaby. The weighted sample size is 600. These data were statistically weighted to ensure that the sample's gender, age and regional composition reflects that of the actual British Columbia population in the selected Federal Electoral Districts according to the 2006 Census. The data was analyzed using SPSS 12.0 and is considered accurate to +/- 3.5 %, 19 times out of 20, had the entire sample area been polled.

STRATEGIC COMMUNICATIONS INC. (Stratcom) is a full service opinion research and communications firm with offices in Toronto and Vancouver. We have been providing strategic, political and public affairs polling and focus groups since 1991. Stratcom has been the official pollster to 24 Hours newspaper in Vancouver, and its research has been recognized in the Wall Street Journal, Maclean's Magazine, the Globe and Mail, and other national publications.

APPENDIX

List of Federal Electoral Districts in Survey Sample

Kamloops-Thompson-Cariboo
Okanagan-Coquihalla
Chilliwack-Fraser Canyon
Abbotsford
Langley
Fleetwood-Port Kells
Surrey North
New Westminster-Coquitlam
Burnaby-Douglas
Port Moody-Westwood-Port Coquitlam
Pitt Meadows-Maple Ridge-Mission
Burnaby-New Westminster
South Surrey-White Rock-Cloverdale
Newton-North Delta
Vancouver Centre
Vancouver East
Vancouver Kingsway
Vancouver Quadra
Vancouver South