

#### British Columbia: North Coast Oil Refinery Study

**Prepared for Pacific Future Energy Corporation** 

May 2014

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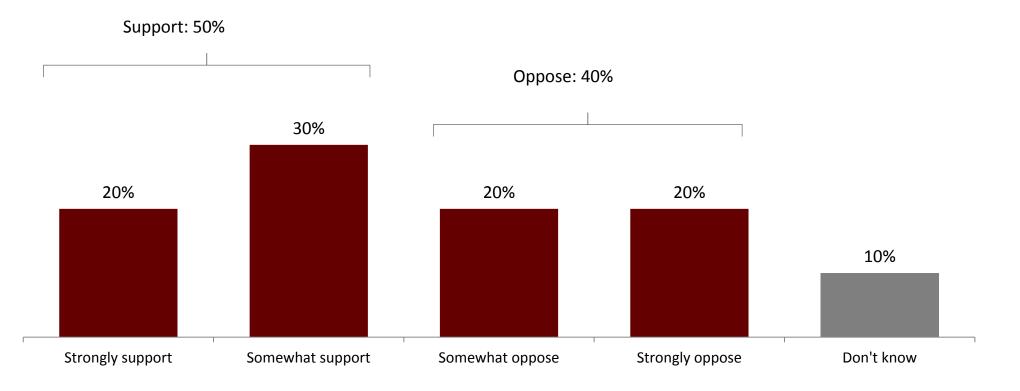
# Methodology

- This survey was conducted online between May 15-21, 2014 among residents of British Columbia aged 18+.
- The final results were weighted to the latest census Canada statistics for age and gender in regions of British Columbia.
- The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.
- A random probability sample of n= 800 has a margin of error of +/- 3.46% (95% confidence).
- The margin of error would be larger within each sub-grouping of the sample.



# Support: Majority support refinery

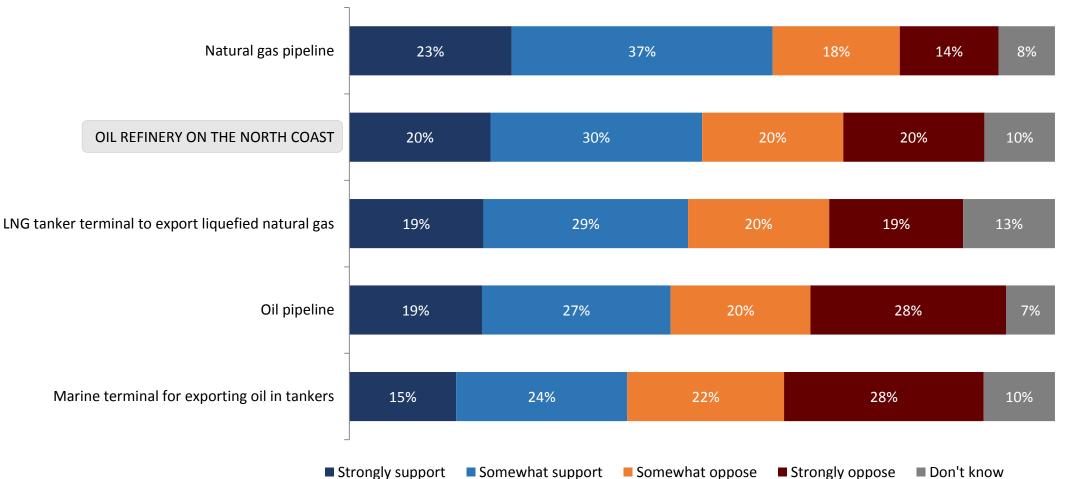
**Q:** Based on everything you know, would you support or oppose a plan to build an oil refinery on British Columbia's North Coast?





### **Refinery:** In context and comparative

**Q:** For each of the following types of development, please indicate if you would support or oppose them:





# Value added and environmental responsibility key

**Q:** For each statement please respond whether you agree or disagree:

Refining oil in Canada, means more value is added and Canadians get more benefit in terms of price, jobs and tax revenues.	33%	38%	8%	10%	11%
- Building an oil refinery allows Canada to take environmental responsibility for the full processing of oil from Canada's oil sands.	26%	10%	13%	10%	
- Currently, Canada sells oil almost exclusively to the United States. Building a refinery would allow us to open new markets and be less dependent on the US.	28%	38%	11%	9%	14%
A refinery will create 6000 jobs during construction and hundreds more during operation.	29%	36%	7% 8%	20	)%
By locating an oil refinery in BC, British Columbians will share the economic benefits of oil shipped through the province.	29%	35%	12%	13%	11%

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### Canadian environmental and labour standards a positive

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**Q**: For each statement please respond whether you agree or disagree:

It is better to build a refinery in Canada because of our high environmental and labour standards.	23%		38%		6 13%	5 13%
- By refining Canadian oil in Canada, we will be in better control of our greenhouse gas emissions.	17%	36%	36%		17% 15%	
<ul> <li>A good reason to build new a refinery in British Columbia is to help lower the price of refined products like gasoline and diesel.</li> </ul>	20%	339	33%		19%	15%
- Building an oil refinery could save the BC Coast from a major crude oil spill.	16%	26%	19%		20%	18%
- Refined products such as diesel and gasoline pose less environmental risk to BC's coastline because they float and evaporate if spilled.	14%	25%	16%	24%	6	21%





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