

# Awareness and opinion study for Kitimat Clean

September 2012

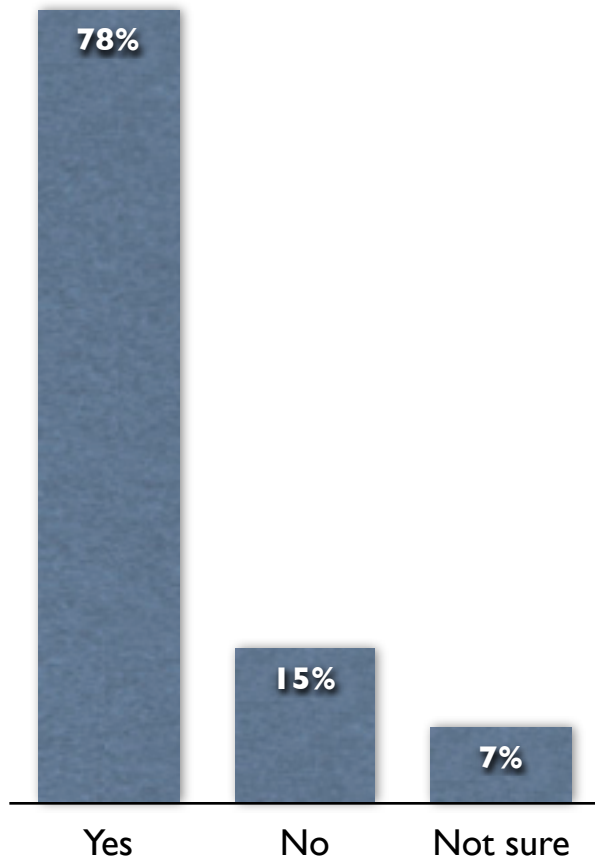


# Methodology & Executive summary

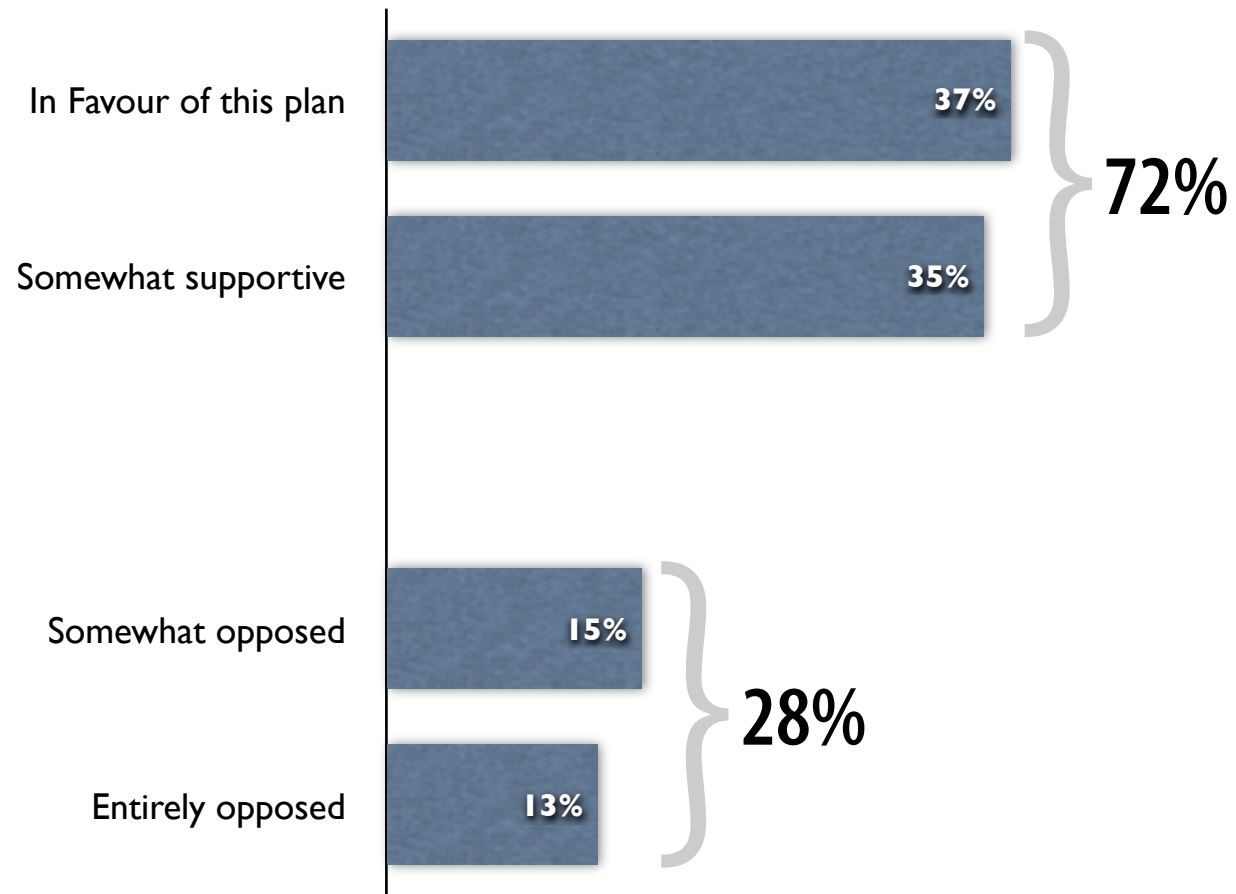
- To help Kitimat Clean better understand public awareness and opinion of the proposed Kitimat refinery, a random household telephone study was conducted from September 10th to 20th 2012.
- 1,400 responses were gathered from the Cariboo, Kootenay, Northern BC, Lower Mainland , Thompson/Okanagan, and Vancouver Island regions.
- 78% of British Columbians are aware of the Kitimat Clean proposal. 72% are in favour of the plan with the top two reasons for their support being; potential for new BC jobs and less risk for our environment.
- 28% of British Columbians are opposed to the plan. The majority of those opposed, 76%, have environmental concerns and 62% are opposed to the pipeline itself.
- The margin of error when sampling 1,400 of 4.4 million is typically +/- 2.62%, nineteen times out of twenty. Note that responses were not placed proportionately to population density but at least 20 responses were gathered from each community.

# Awareness & opinion across BC

Q: A proposal is being considered that heavy crude oil from the Alberta oil sands be refined in a new refinery to be built in Kitimat BC. Have you heard of this proposal?

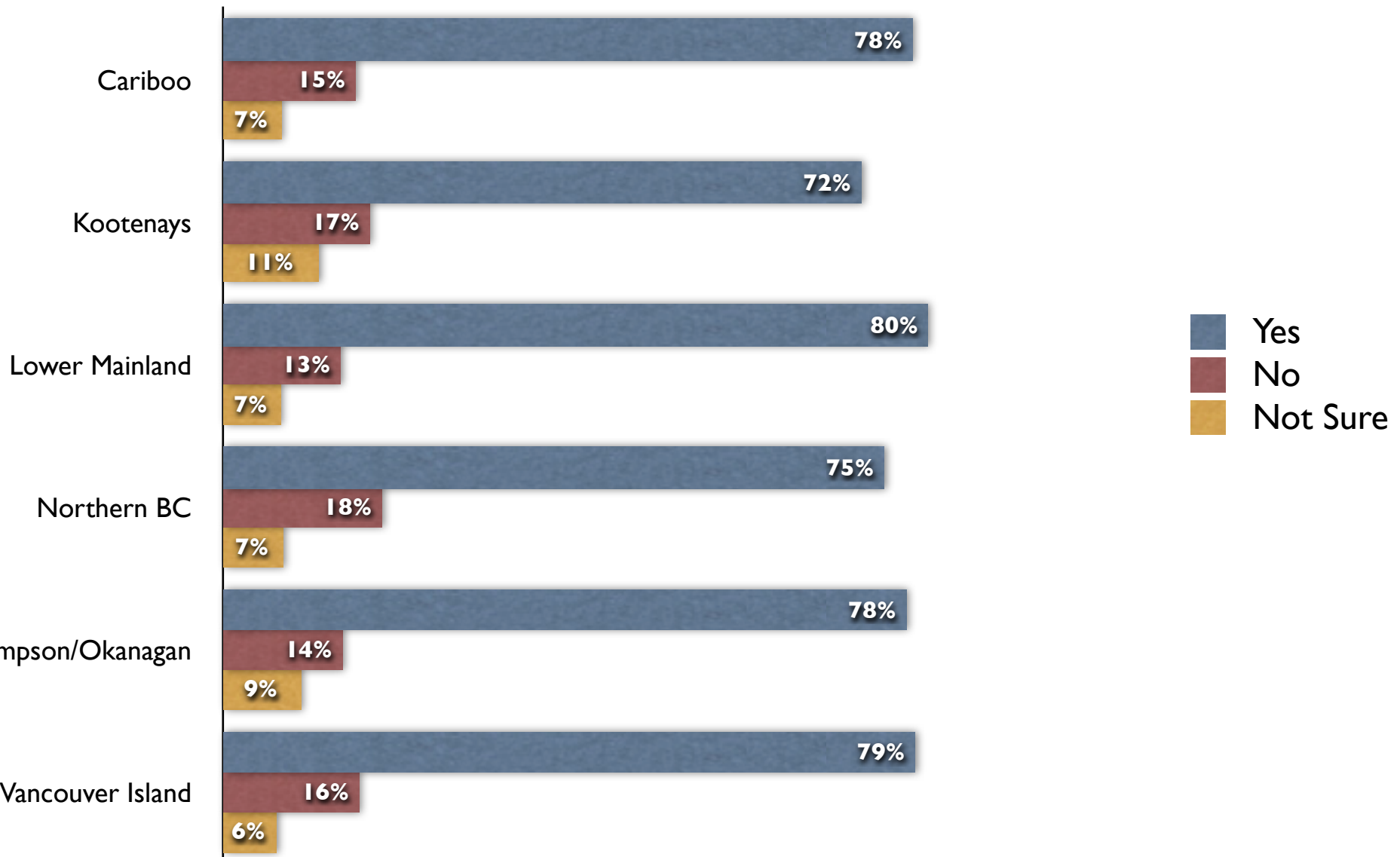


The proposal is to refine the oil in Kitimat using BC labour rather than shipping it offshore to be refined. Are you....



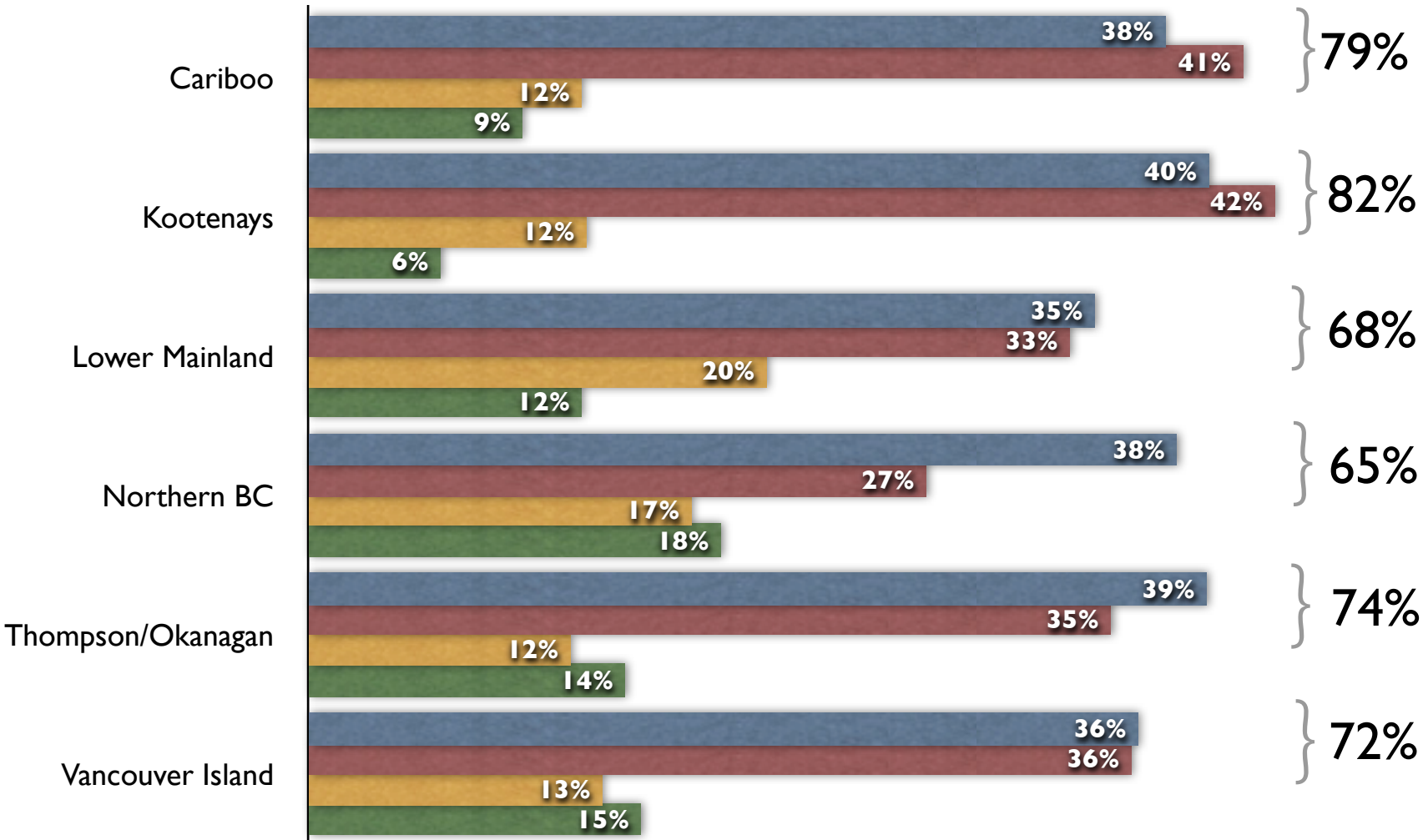
# Awareness by region

Q: A proposal is being considered that heavy crude oil from the Alberta oil sands be refined in a new refinery to be built in Kitimat BC. Have you heard of this proposal?



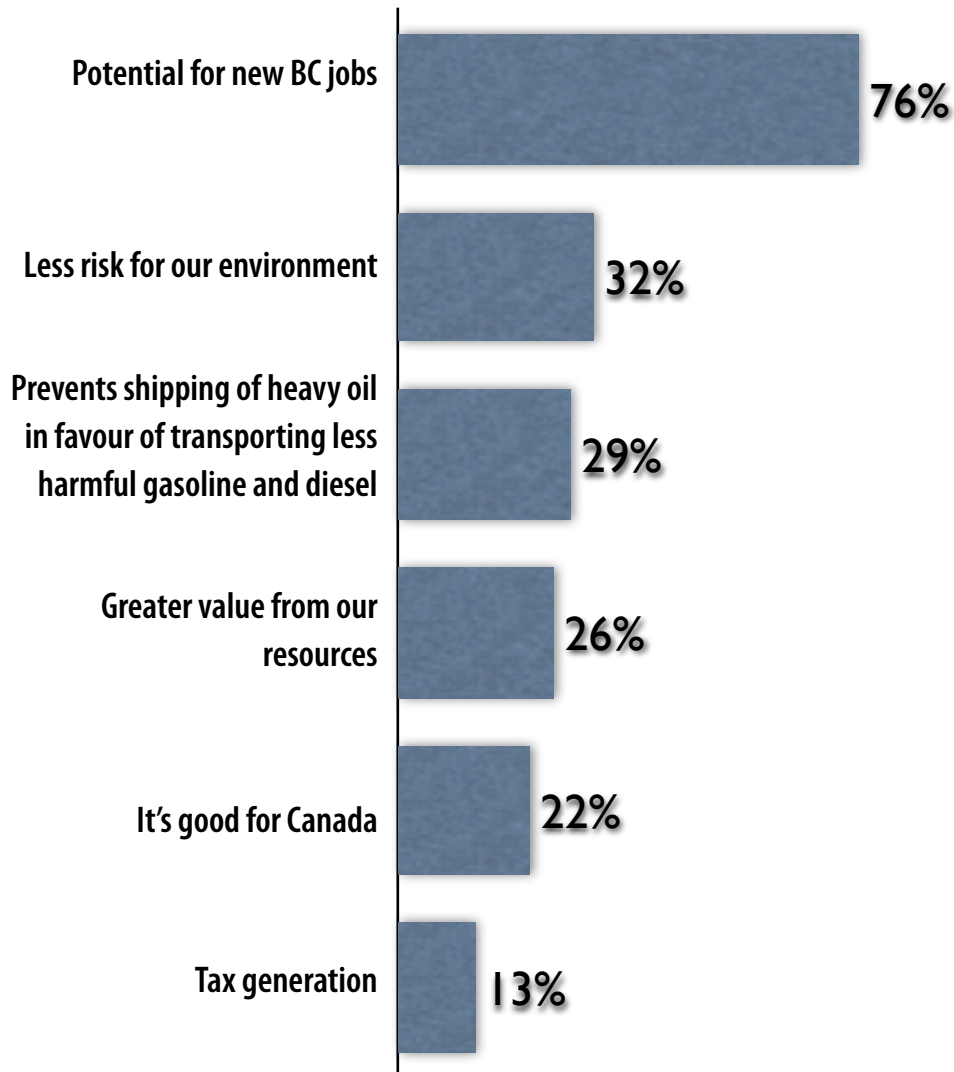
# Opinion by region

The proposal is to refine the oil in Kitimat using BC labour rather than shipping it offshore to be refined. Are you....



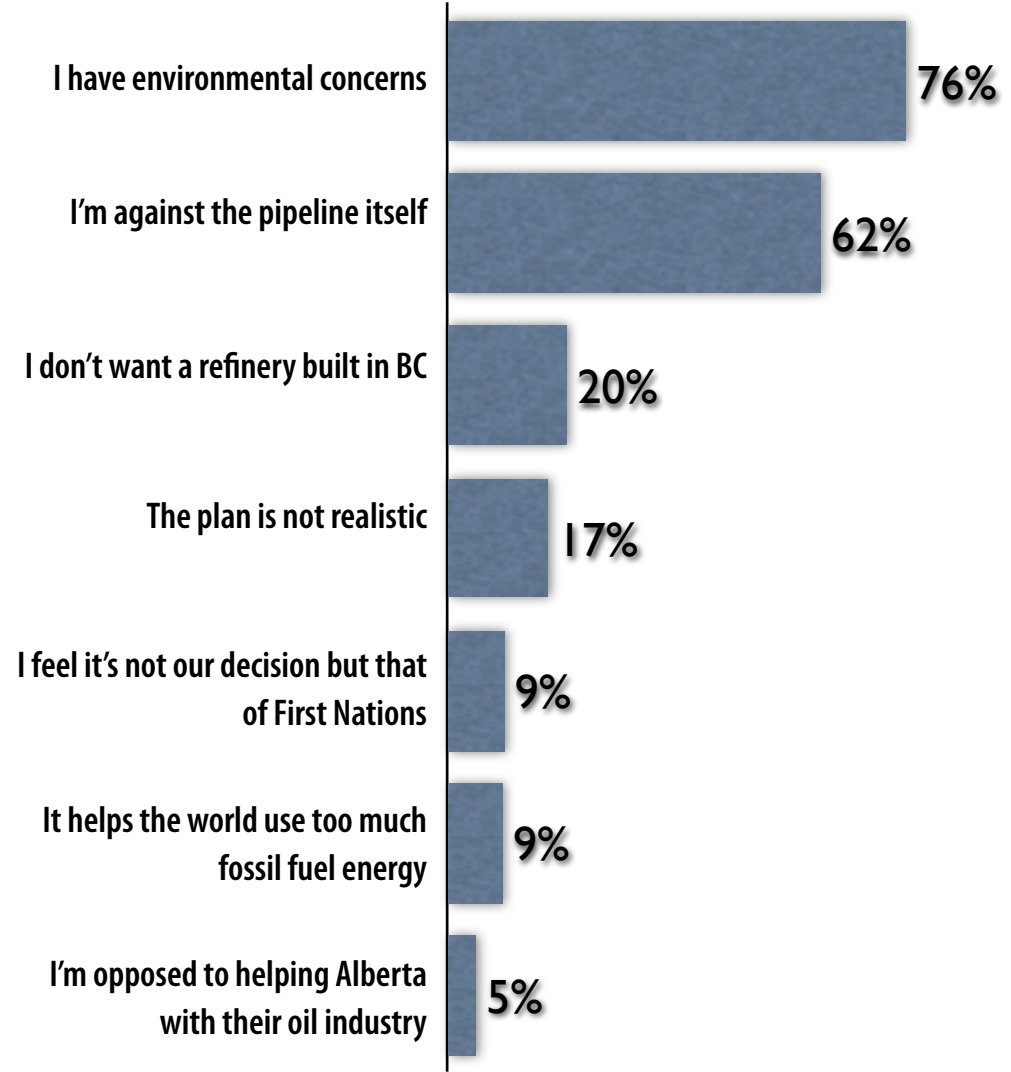
# Main reasons for support

Q: Of the people who responded in favour or somewhat supportive of this plan, we asked, "What are your top two reasons for considering support for this plan?"



# Main reasons for opposition

Q: Of the people who responded entirely or somewhat opposed to this plan, we asked, "What are your top two reasons for opposing this plan?"



# What percentage of the 1,400 calls came from each region?

