

January 2014

# City of Vancouver Residents' Views of Port and Exports



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## ➤ Introduction

### **Research Objectives**

Opinion research was conducted to determine the views of City of Vancouver residents with respect to Vancouver's port, and specifically with respect to energy and natural resource exports. The research was conducted by a member of the BC Business Council (who wishes to be unidentified).

### **Methodology**

- 500 interviews completed by web with City of Vancouver residents, 18 years of age or over;
- Field dates: January 6-15<sup>th</sup>, 2014;
- Sample weighted by gender, age and region to match Statistics Canada data for the city;
- Margin of error on a sample of 500: +/-4.5% at the 95% level of confidence;
- Detailed computer tabulations presented under separate cover.



## ➤ Executive Overview

- The majority of City of Vancouver residents understand the importance of Vancouver's port to the B.C. economy, including rural communities. A total of 92% rate Vancouver's port as 'very' or 'somewhat important' to the economy.
- Residents are most supportive of the shipment of grain, containers, and forest products. There is also relatively strong support for export of natural gas.
- The majority also support shipment of coal; 53% are in support, 35% are opposed, and the remaining 12% are undecided.
- However, when presented with two opposing views, opinions are divided as to whether or not the city's position regarding coal exports is appropriate. Men tend to be of the opinion that it is not appropriate for the city to intervene, while women tend to support the city's position. The findings are consistent by age and areas of the city.
- Residents were also asked if they would be more or less supportive of coal exports to certain countries. Opinions do not vary significantly but there is slightly more resistance to exports to China and India.
- Various messages were tested to determine what information has most impact on views of coal exports. All messages tested well with the strongest being:
  - *A ban on coal exports through the Port would result in job losses and economic decline in other parts of BC.*
  - *The passage of coal through Vancouver would be tightly regulated, and put onto ships using a covered terminal and covered loading conveyor.*
  - *Technology is now in place that reduces the carbon produced by coal energy plants*
- In summary, the public likely has limited knowledge about coal but understand that Vancouver's port and exports are essential to our economy. Focus on messages of the economic benefits of coal for all of BC, environmental controls, and the need for coal world-wide and locally would help build support for its development as a resource and export.

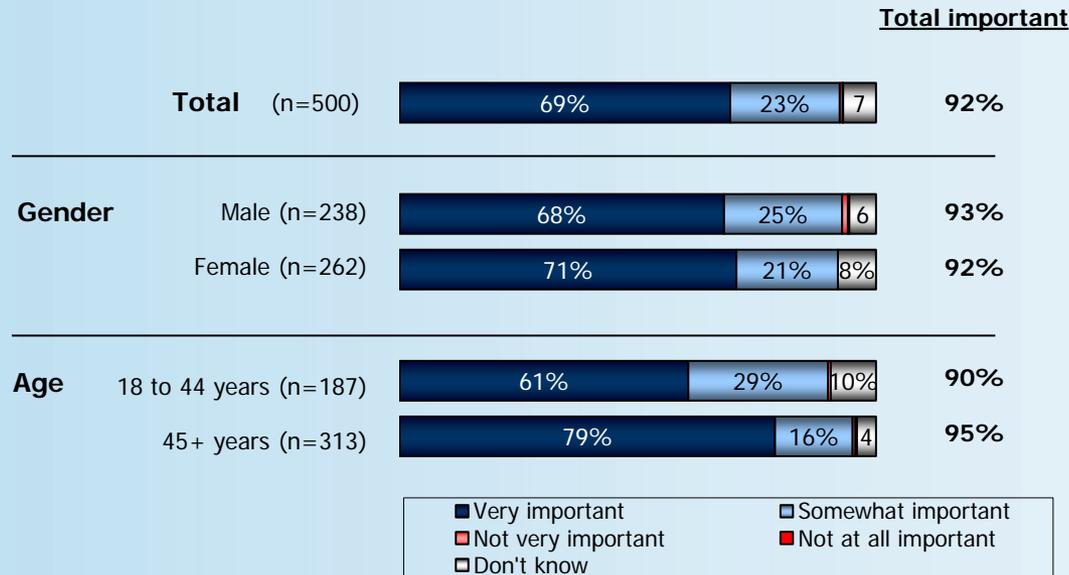


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# Detailed Findings



## ➤ Importance of Export Economy

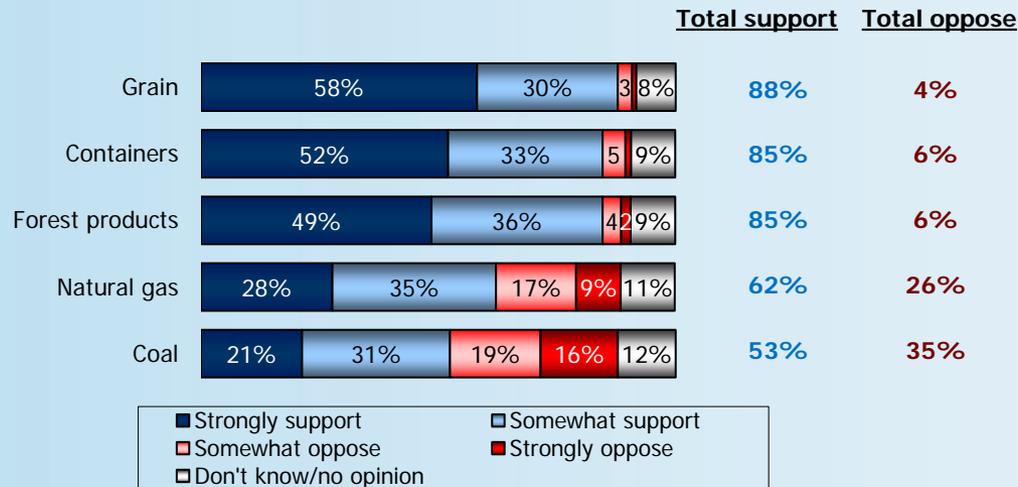


- The majority of City of Vancouver residents understand the importance of Vancouver's port to the B.C. economy. A total of 92% rate Vancouver's port as 'very' or 'somewhat important' to the economy.
- Older residents are slightly more supportive.

*Q. Products from across Canada are shipped from Vancouver's port to markets around the world. Based on what you know about Vancouver's port facilities, how important do you think Vancouver's port is to BC's economy?*



## ➤ Level of Support for Export of Specific Products



- Residents are most supportive of the shipment of grain, containers, and forest products. There is also relatively strong support for export of natural gas.
- The majority also support shipment of coal; 53% are in support, 35% are opposed, and the remaining 12% are undecided.

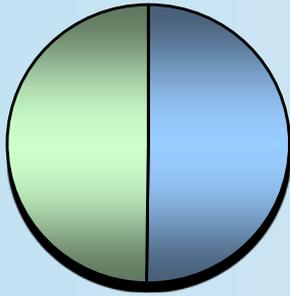
Base: Total (n=500)

Q. Generally speaking, how would you describe your level of support for expanding the Port of Vancouver's ability to transport:



## Opinion of City of Vancouver Position on Coal Exports

Not appropriate to intervene  
50%



City is right to attempt to prevent expansion  
50%

- However, when presented with two opposing views, opinions are divided as to whether the city's position regarding coal exports is appropriate or not.
- Men tend to be of the opinion that is not appropriate for the city to intervene, while women tend to support the city's position. The findings are consistent by age and areas of the city.

	Total (500) %	Not appropriate to intervene (249) %	Appropriate to intervene (251) %
Should use the safest method of transportation/protection from coal dust/health hazard	22	3	<b>41</b>
Trade is good for the economy/job creation	17	<b>30</b>	3
There should be a balance between environmental protection and financial gain	10	12	7
The city has the right to raise concerns (i.e. spills, accidents)	8	--	16
Port operations are a federal responsibility	6	10	2
Don't believe that this is an issue/no concerns with coal	4	8	1
Disagree with the usages/ export of coal/fossil fuels/ environmental concerns	4	--	8
BC/Canada's economy is resourced based/coal is the biggest export	3	5	1
The mayor/council have their own "green" agenda	3	5	1
Not stated	29	35	24

*Q. The Port of Vancouver is regulated by the federal government. Recently the City of Vancouver's Mayor and council voted to ban any new facilities from handling, storing and shipping coal through the Port of Vancouver.*

*Some people argue that as the Port is the responsibility of the federal government and is being managed with the interests of Canada and BC in consideration, it is not appropriate for the City to intervene. Coal is BC's number one export product, and is a major contributor to Canada and BC's economy.*

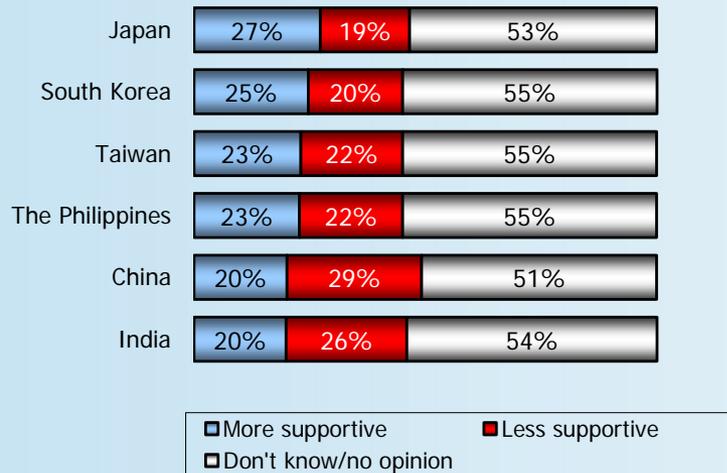
*Other people argue that coal is a hazard to the environment and to personal health, and the City of Vancouver is right to attempt to prevent expansion of coal exports even if such a ban should have negative trade consequences for the province as a whole and Canada.*

*a. Which view comes closest to your own?*

*b. Why is that?*



## ➤ Impact on Support by Export Country

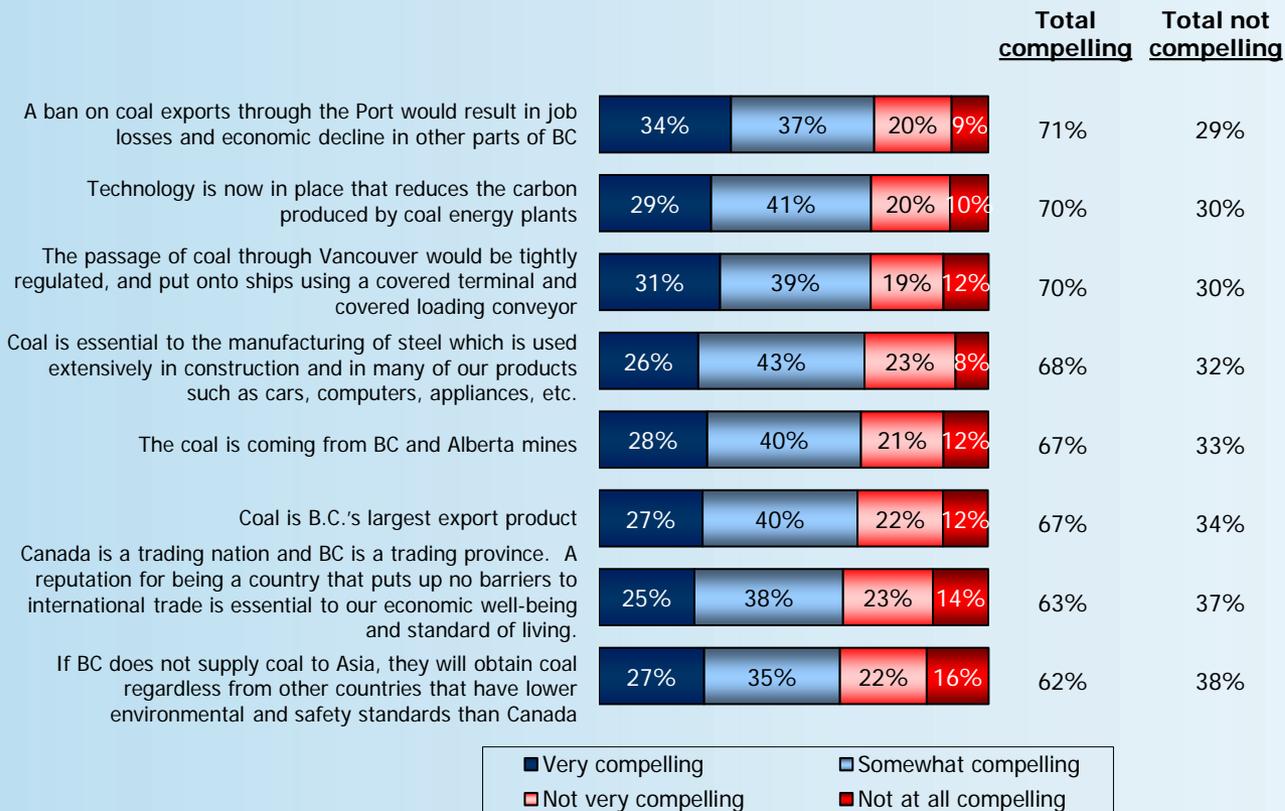


Base: Total (n=500)

Q. Would you be more or less supportive of coal exports if the country being shipped to was:

- Residents were asked if they would be more or less supportive of coal exports to certain countries.
- Opinions do not vary significantly but there is slightly more resistance to exports to China and India.

## ➤ Impact of Messages on Opinions regarding Coal Exports



- Various messages were tested to determine what information has most impact on views of coal exports. All messages tested well with the strongest being:
  - *A ban on coal exports through the Port would result in job losses and economic decline in other parts of BC.*
  - *Technology is now in place that reduces the carbon produced by coal energy plants.*
  - *The passage of coal through Vancouver would be tightly regulated, and put onto ships using a covered terminal and covered loading conveyor.*
- In summary, the public likely has limited knowledge about the value and uses of coal around the world. Focus in messaging on the economic benefits, environment controls, and the need for coal would help build a stronger support for its development and export.

Base: Total (n=500)

Q. The following are some of the reasons given for supporting the export of coal. How compelling is each as a reason to support the export of coal?



## ➤ Demographic Profile

	Total (500) %
<b>Gender</b>	
Male	48
Female	52
<b>Age</b>	
18-44	52
45-54	18
55-64	15
65+	16
<b>Current Occupation</b>	
<b>Working</b>	<b>71</b>
Professional	29
Executive / managerial	15
Clerical	14
Sales / supervisory	7
Labourer, shop assistant, etc.	3
Craftsperson / tradesperson	2
Manufacturing / processing / industrial worker	2
<b>Not employed</b>	<b>29</b>

*continued*



## ➤ Demographic Profile (cont'd)

	<u>Total</u> (500) %
<b>Household Income</b>	
Less than \$60,000	33
\$60,000 or more	53
Refused/don't know	14
<b>Language Spoken at Home</b>	
English only	65
Cantonese	16
French	6
Mandarin	6
Japanese	3
Other Chinese	3
Punjabi	1
Hindi	1
Gujarati	<1
Other	7
<b>Level of Education</b>	
High school or less	13
College/technical school	26
University	40
Post-graduate studies	22
<b>Home Tenure</b>	
Own	62
Rent	39

*continued*



## ➤ Demographic Profile (cont'd)

	<u>Total</u> (500) %
<b>Ethnic Background</b>	
Chinese	29
Japanese	3
East Indian (Bangladesh, India, Tamil, Guyana, Pakistani, etc.)	3
Asia - Other (Indonesian, Malaysia, Thailand, etc.)	2
Korean	1
Filipino	1
Vietnamese	<1
Other	62