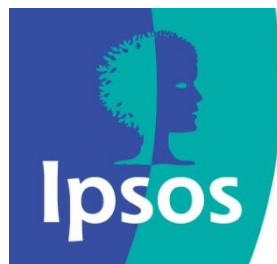


BC VIEWS ON THE NATURAL RESOURCE SECTOR

Most (72%) Think Resource Development is Good for BC

Public Release Date: April 30, 2014



Ipsos Reid

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BC VIEWS ON THE NATURAL RESOURCE SECTOR

Most (72%) Think Resource Development is Good for BC

Vancouver, BC – A new Ipsos Reid poll conducted on behalf of Resource Works¹ shows that most British Columbians believe the natural resource sector is good for the province. The poll also reveals that more could be done to demonstrate that BC's natural resource sector is a world leader in terms of innovation and sustainability. British Columbians also think that both industry and government could do more to reduce gaps in perception of the sector held by urban versus rural residents.

Importance of the Resource Sector

Most (72%) British Columbians agree that 'natural resource development is good for BC.' Only 16% disagree that resource development is good for the province, while 12% are undecided.

- Agreement is consistent across regions (74% in Metro Vancouver and Vancouver Island, 69% in North/Interior) and by gender (74% among men, 70% among women).
- A majority across all age groups agree that resource development is good for BC, but the level of agreement is substantially higher among older British Columbians (83% among 55+ years vs. 70% among 35-54 years, 62% among 18-34 years).

British Columbians believe that the province's natural resource sector is a good source of jobs for both young people and for those seeking high tech careers. Nearly two-thirds (64%) agree

¹ Resource Works is a non-profit society, open to participation by all British Columbians, to help bring fact-based information to the public discourse about the natural resource sector and its role in BC's future. www.resourceworks.com

that 'BC's natural resource sector has good opportunities for employment for younger British Columbians' (22% disagree, 14% undecided) and the same proportion (64%) agree that 'BC's natural resource sector creates good opportunities for employment in high tech jobs' (21% disagree, 15% undecided).

British Columbians do not think that the resource sector has to be in conflict with growing the green economy. In fact, seven-in-ten (71%) residents agree that 'it's possible to create green jobs and grow the green economy within BC's natural resource sector' (15% disagree, 14% don't know).

British Columbians don't believe the resource sector is an industry of the past, or one that will lessen in importance in the near future. Fewer than three-in-ten (28%) agree 'BC's natural resource sector is less important to the economy than it has been in the past' (54% disagree, 17% undecided) and only one-quarter (25%) agree 'BC's natural resource sector will become less important to the economy over the next 10 to 20 years' (58% disagree, 16% undecided).

Areas for Improvement

While most British Columbians hold positive views of the resource sector, there are some areas where the sector could work to improve public perceptions, such as on innovation and sustainability. Only half (49%) of British Columbians agree 'BC is a world leader in innovation in natural resource development' (32% disagree, 19% undecided). And again, only half (49%) agree that 'BC is a world leader in sustainable natural resource development' (33% disagree, 18% undecided).

British Columbians are also split on whether the resource sector can help reduce social inequality. Only a slim majority of residents (53%) agree that 'BC's natural resource sector



helps reduce social inequality by providing opportunities for people with diverse skills and educational backgrounds' (30% disagree, 17% undecided).

Reducing Urban-Rural Perception Gaps

British Columbians believe that both industry and government have a role to play in reducing gaps in sector perceptions between urban and rural residents. Seven-in-ten (69%) agree 'Industry and government leaders need to do a better job at reducing the gaps in perceptions of the natural resource sector held by urban versus rural British Columbians' (14% disagree, 17% undecided). This impetus for industry and government to act is consistent across regions of the province (67% in Metro Vancouver, 72% in Vancouver Island, 71% in North/Interior).

These are the findings of an Ipsos Reid poll of 843 adult British Columbians conducted on behalf of Resource Works. The poll was conducted online using Ipsos Reid's national online household panel between April 8 and 15, 2014. These data were statistically weighted to ensure the sample's regional and sex composition reflects that of the actual BC population according to 2011 Census data. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.8 percentage points had all British Columbia adults been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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For more information on this news release, please contact:

Kyle Braid, Vice-President, Ipsos Reid Public Affairs
778-373-5130

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- 3 -

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