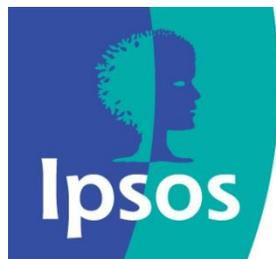


Three Quarters of British Columbians Support the Renewable and Low Carbon Fuel Requirement Regulation

Good of the environment and need to protect and conserve resources top reasons offered for support

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Three Quarters of British Columbians Support the Renewable and Low Carbon Fuel Requirement Regulation

Good of the environment and need to protect and conserve resources top reasons offered for support

Vancouver, BC –Three quarters (73%) of British Columbians are supportive of the Renewable and Low Carbon Fuel Requirements Regulation, including one in four (24%) who strongly support it, according to a survey conducted by Ipsos Reid on behalf of the Western Canada Biodiesel Association.

In 2008, British Columbia introduced the Renewable and Low Carbon Fuel Requirements Regulation. The Regulation enables the Province to set benchmarks for the amount of renewable fuel in B.C.'s transportation fuel blends and reduce the carbon intensity of transportation fuels overall. Despite moderate initial awareness, after reading a brief description of the Regulation, a strong majority (73%) of British Columbians support it, whereas one in ten (9%) oppose it, including 4 per cent who strongly oppose it. Nearly one in five say they don't know (18%).

When asked why they support or oppose the Regulation, the top positive reasons offered by British Columbians for their position have to do with the environment (46% of mentions); the need to preserve and conserve resources (21% of mentions) and the general appeal (e.g. good idea; necessary; step in the right direction) of the Regulation (17% of mentions). The top negative reasons offered by British Columbians for their position have to do with cost (8% of mentions); efficacy (6% of mentions); and mistrust of government (6% of mentions). Nearly one in ten mentions (8%) have to do with needing more information.

Respondents were asked to rank a number of statements about the Regulation and alternative fuels in terms of how important they think each is to know. Given that only one in ten (10%) of British Columbians were clearly aware of the Regulation prior to hearing it described as part of the survey, it is perhaps unsurprising that over four in five British Columbians think that *all* of the statements are important to know about.



Two statements that emerge as most important to know about in the eyes of British Columbians regard the safety of the fuels for vehicles (46% say *very important* to know) and the impact of the Regulation on reducing greenhouse gas pollution (46% say *very important* to know).

<i>Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.</i>	Important (very and somewhat)	Very important
Consumer Choice: The Renewable and Low Carbon Fuel Requirements Regulation increases the number of transportation fuel options (e.g. electricity, biodiesel, ethanol, natural gas, hydrogen) available to consumers in BC.	90%	41%
Proven Fuels: Vehicle and engine performance are not affected by approved blends of renewable fuels. Renewable fuel blends have been extensively tested and proven to work in today’s engines.	89%	46%
Competition and Fuel Prices: The growing use of renewable and alternative fuels in BC has increased competition amongst fuel suppliers and helped to moderate fuel price increases since 2010.	88%	41%
Fuel Availability: The availability of renewable and alternative fuels varies across regions of British Columbia. Low-level renewable fuel blends with gasoline (E10 or 10% ethanol) or diesel (B5 or 5% biodiesel) are common at many service stations in the Lower Mainland and on Vancouver Island. High-level gasoline blends (E85 or 50-85% ethanol) and mid-level diesel blends (B6-20 or 6-20% biodiesel) are not currently supplied by most BC fuel retailers. The network of charging stations for electric cars or fueling terminals for natural gas or hydrogen fuel cell vehicles is currently very limited in British Columbia.	88%	39%
Greenhouse Gas Pollution: In 2012 alone, use of renewable and alternative fuels eliminated 904,868 tonnes of greenhouse gas emissions, which is the equivalent of removing over 190,000 cars from the road.	87%	46%
Climate Action Commitments: The Renewable and Low Carbon Fuel Requirements Regulation supports British Columbia’s commitment to lower provincial greenhouse gas pollution by 33 percent by 2020. In its 2014 Progress Report on Climate Action, the province confirmed that it had met its 2012 interim target, with approximately one third of the reductions coming from the expanded use of renewable and alternative fuels under the Renewable and Low Carbon Fuel Requirements Regulation.	84%	37%

After being exposed to the statements about the Regulation and alternative fuels, respondents were once again asked to indicate their support. Interestingly, this ‘informed support’ measure yields essentially the same findings as the initial measure in terms of overall support; however, the intensity of support increases: three in four (75%) support the



Regulation, including 30% who strongly support it (compared to 24% strong support in the initial measure); and one in ten (9%) oppose it, including 3 per cent who strongly oppose it. Roughly one in six say they don't know (16%).

Prior to answering the survey questions, respondents to the survey were provided with the following information: "British Columbia has a regulation called the Renewable and Low Carbon Fuel Requirements Regulation. This Regulation enables the Province to set benchmarks for the amount of renewable fuel in B.C.'s transportation fuel blends and reduce the carbon intensity of transportation fuels overall. As a result of this Regulation, new renewable and alternative fuels are becoming more available, including renewable fuel blends with gasoline or diesel, in addition to new electric car charging stations and fueling terminals for natural gas or hydrogen."

These are the findings of an Ipsos Reid poll conducted from August 20th to 26th, 2014 on behalf of the Western Canada Biodiesel Association. For this survey, a sample of 800 British Columbian adults was surveyed online via the Ipsos I-Say Panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 4 percentage points, 19 times out of 20, of what the results would have been had all British Columbians been polled. 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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