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# HYDRAULIC FRACTURING

*“Fracking” – The views of British  
Columbians and Albertans*



Simplified *Understanding*

September 2013



# Methodology

- *Results are based on an online study conducted from August 22 – 25, 2013, among 660 Albertans and 638 British Columbians who are aged 18+ and are **Your Insights** panel members.*
- *YourInsights.ca is Insights West's in-house access panel offering on-demand samples for both clients and research suppliers looking for Western Canadian populations.*
- *The data has been statistically weighted according to Canadian census figures for age and gender. While statistical margins of error are arguably not applicable to online panels/online studies of this nature, we have assumed that the same margins of error apply as if it were a true unweighted random probability sample with a margin of error of +/- 3.9 percentage points, nineteen times out of twenty, for each province.*



# Key Insights

- **1) High Familiarity** – A majority of residents in the two provinces are familiar with the concept of fracking. However, this proportion is lower than the level of awareness residents had on the Enbridge Northern Gateway in January 2013.
- **2) Support in Alberta, Opposition in BC** – Despite having roughly the same level of familiarity, the two provinces are at odds when asked about fracking. Practically half of Albertans support the method of gas extraction, while just one-in-four British Columbians concur.
- **3) BC Unaware of Current Projects** – A sizeable difference is also observed when respondents are asked if fracking is currently being done in the two provinces. Two thirds of Albertans are aware that this is the case, while just two-in-five British Columbians know the method is being applied in their province.



# Key Insights

- **4) Both Provinces Onside on Economic Issues** – Residents of the two provinces share the same views on some of the perceived benefits of fracking, particularly on issues such as job creation and an increase in foreign investment.
- **5) Albertans See Themselves as Leaders, BC Skeptical** – More than half of Albertans look at their province as a possible leader in LNG exports because of fracking—an 11-point difference with British Columbia.
- **6) BC Worried About Environment** – British Columbians are decidedly more concerned than Albertans about environmental problems, such as the contamination of the water supply, a negative impact in the landscape, higher carbon emissions, and increased health problems among residents.



# Key Insights

- **7) BC Supports LNG Push...** – Half of British Columbians approve of their government's intention to expand the development and export of liquefied natural gas (LNG).
- **8) ...But There's Skepticism About Benefits** – Only one-in-five British Columbians believe the LNG initiative will help everyone—most perceive partial benefits at this point.

## DETAILED FINDINGS

*“Fracking” – The views of British Columbians and Albertans*



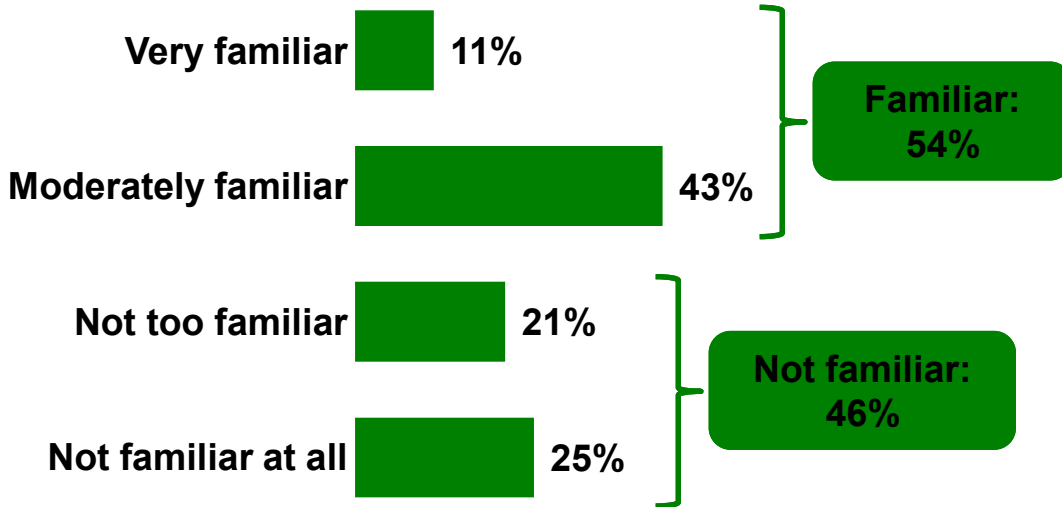


# Familiarity with Fracking

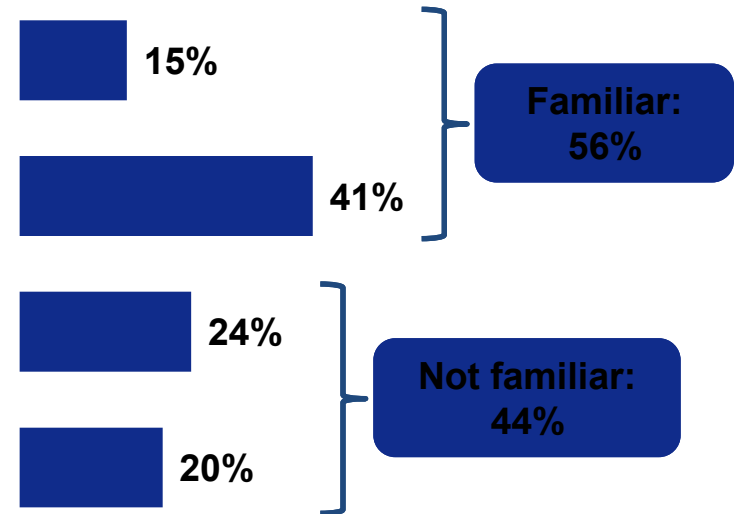
- The level of familiarity with fracking is roughly the same in the two provinces (54% in BC, 56% in AB).
- Still, familiarity is lower for fracking than for the Northern Gateway Pipeline (87% in BC, 77% in AB in an Insights West poll conducted in February 2013).
- Familiarity with fracking in BC is higher among men than women (69% to 40%).
- The gender gap is not as pronounced in Alberta (Men 63%, Women 50%).
- In both provinces, the age demographic that is most familiar with fracking is peopled Aged 55 and over (62%).



## British Columbia



## Alberta



C1/D1. Hydraulic fracturing” or “fracking” is a procedure by which oil and gas companies inject water and chemicals into the ground to fracture underlying shale rock formations and extract natural gas. How familiar are you with the concept of “hydraulic fracturing”, also known as “fracking”?

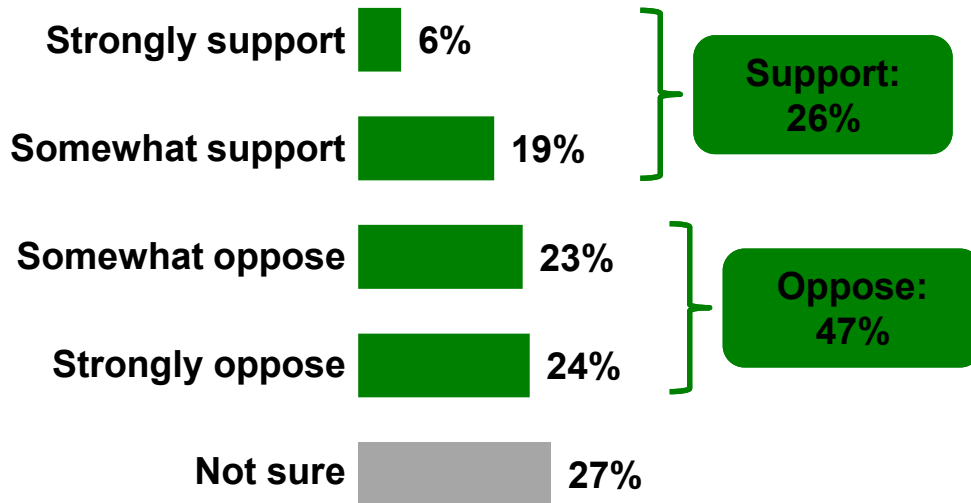


# Support / Oppose Fracking in Province

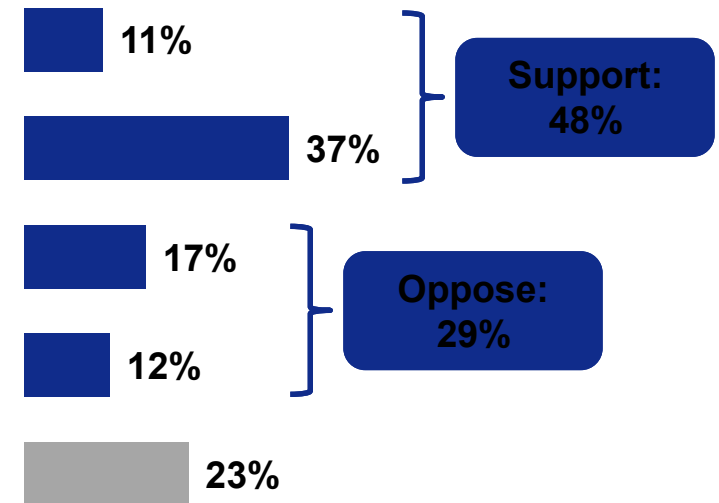
- While practically half of Albertans (48%) support fracking in their province, only one-in-four British Columbians (26%) concur. Older British Columbians (31%) and men (34%) are more likely to support fracking; a similar scenario is observed in Alberta (57% to 50%).
- BC Liberal voters are evenly split (Support 37%, Oppose 40%), while NDP voters are against (18% to 57%).
- In Alberta, most Progressive Conservative voters (51%) and Wildrose Party voters (53%) in 2012 support fracking, compared to 41% of NDP voters and 34% of Liberal voters.



## British Columbia



## Alberta



C2/D2. From what you have seen, read or heard about this procedure, do you support or oppose "fracking" in your province?



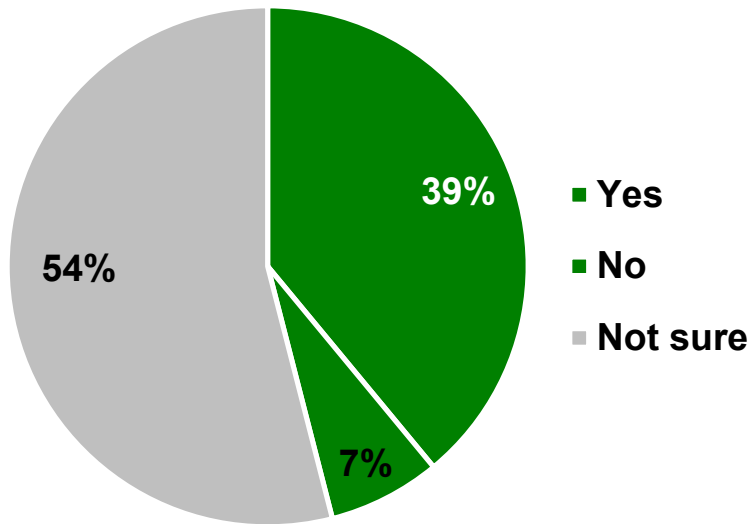


# Aware of Fracking in Province

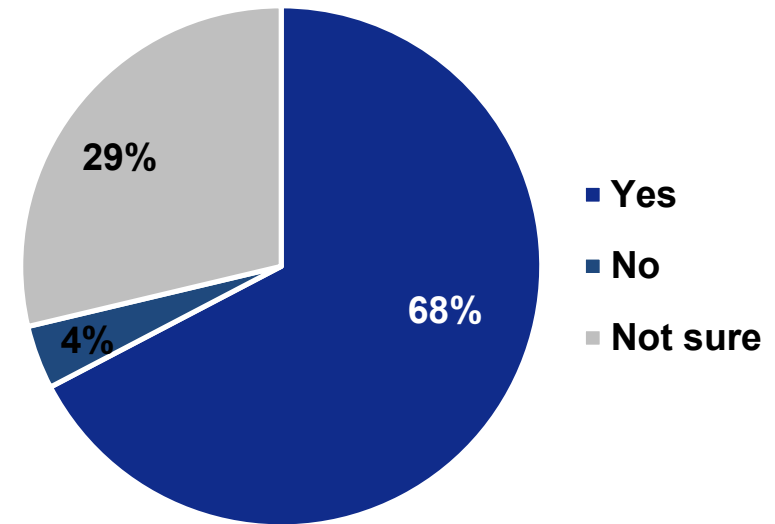
- Two-in-five British Columbians (38%) are aware that fracking is being done in their province. Those who know this fact tend to be men (50%) and Aged 55 and over (48%).
- In stark contrast, two thirds of Albertans (68%) are aware of the method of gas extraction being applied in their province, including majorities in every age and gender demographic.



## British Columbia



## Alberta

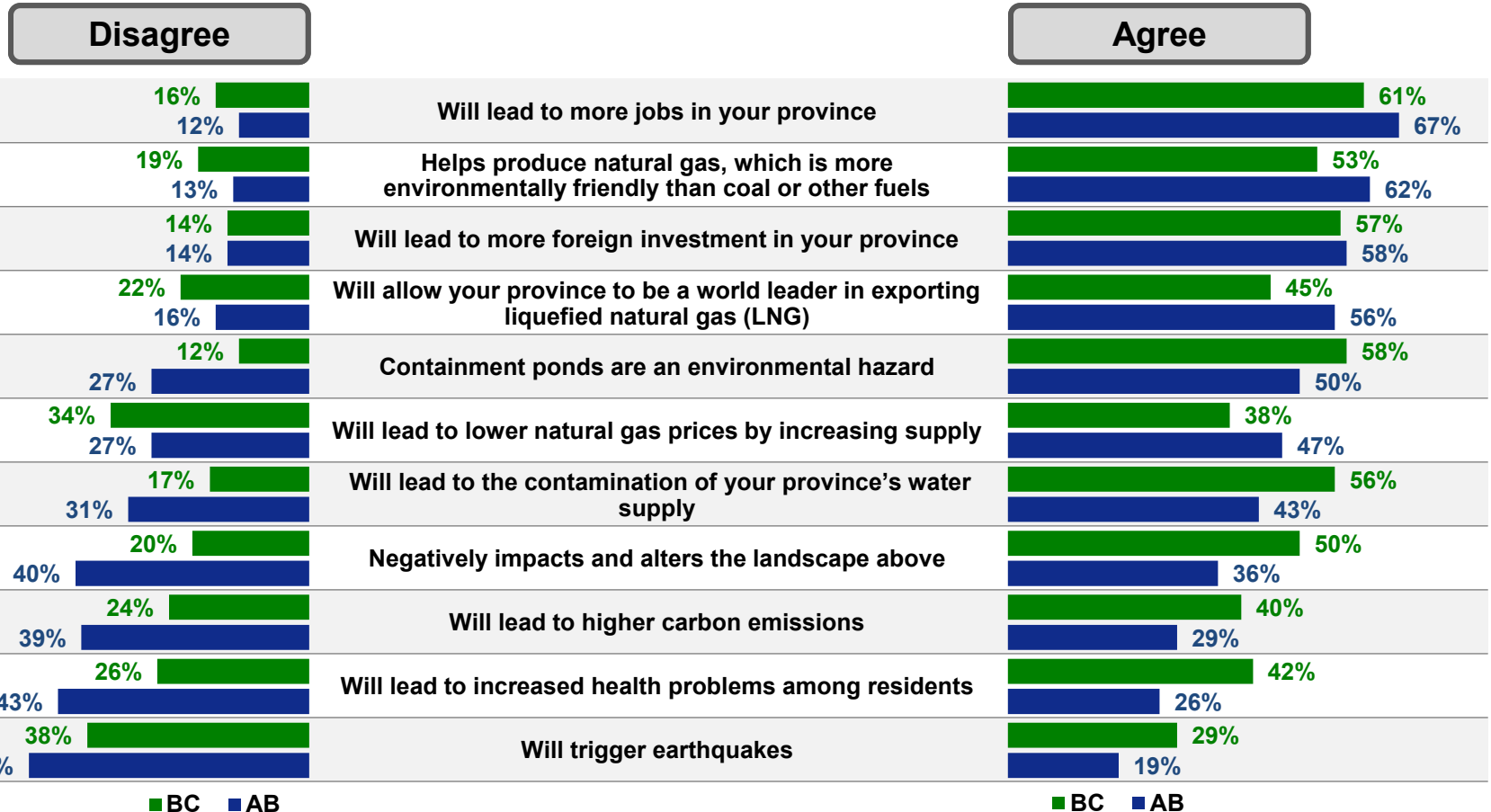


C3/D3. As far as you know, is "fracking" currently being done in your province?



# Agree/Disagree with Statements on Fracking

- While people in both provinces tend to be on the same page on job creation and foreign investment, British Columbians are more concerned than Albertans on certain environmental issues, particularly the contamination of the water supply and the alteration of the landscape.



C4-5/D4-5. "Fracking"...

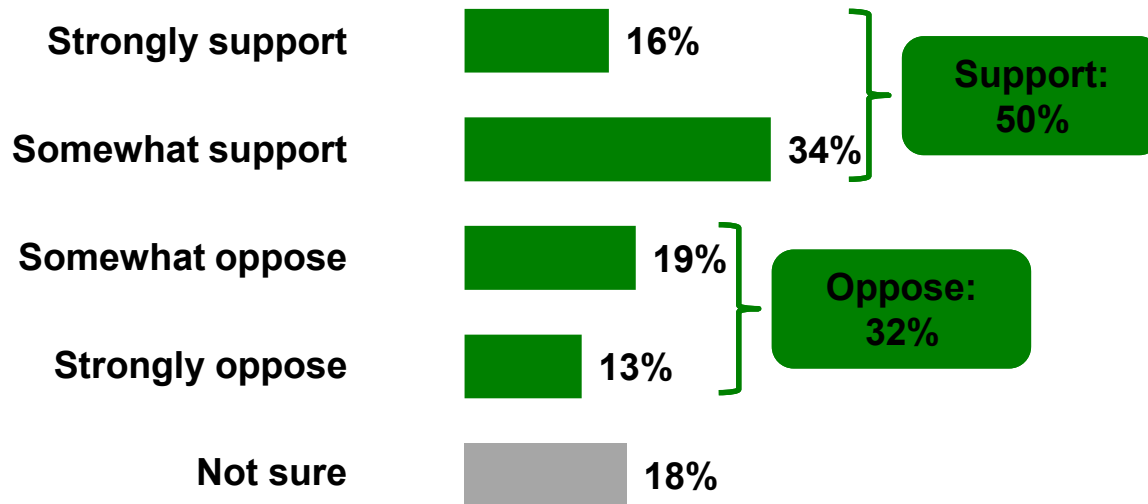


# Support / Oppose LNG Expansion in BC

- Half of British Columbians (50%) support the development and export of LNG, but support seems to be tepid at this point (16% strong, 34% somewhat).
- There is a clear partisan divide on the issue, with 73% of BC Liberal voters in 2013 endorsing the government's position, compared to only 34% of NDP voters and 35% of Green voters.
- Men (65%) and People Aged 55 and Over (58%) are more supportive of the government's initiative.



## British Columbia



C6. As you may know, the Government of British Columbia has expressed its intention to expand the development and export of liquefied natural gas (LNG). All things considered, do you support or oppose this expansion?

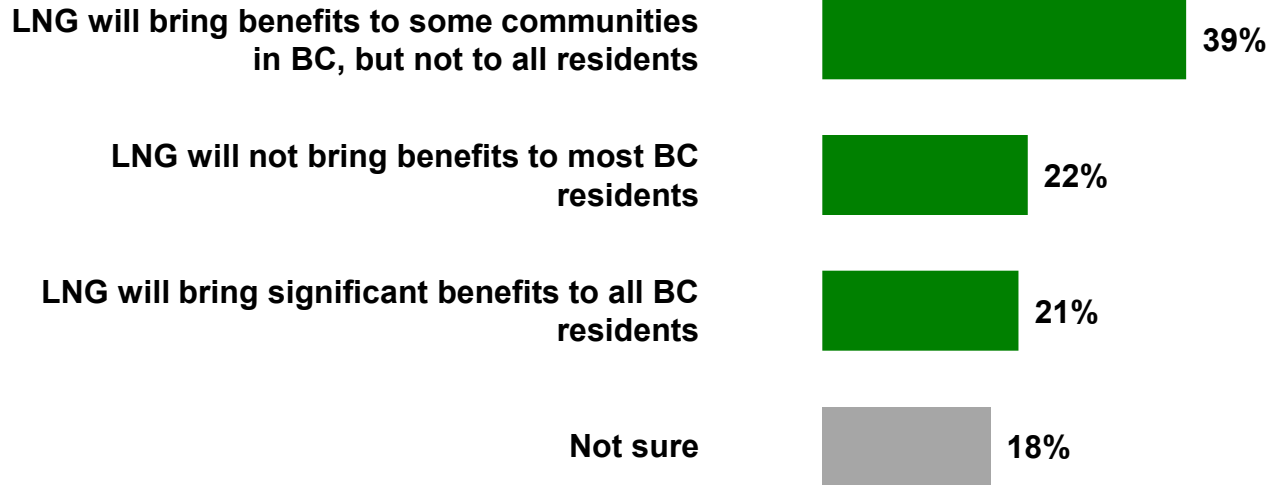


# Benefits of LNG Expansion

- **Two-in-five British Columbians (39%) expect LNG to bring benefits to some communities only, while about one-in-five expect the development and export to be beneficial for all residents (21%) or to bring no benefits to most residents (22%).**
- **More than a third of BC Liberal voters (35%) think LNG will bring significant benefits to all residents, compared to just 9% of NDP voters.**



## British Columbia



C7. Thinking about the development and export of liquefied natural gas (LNG) in British Columbia, which of these statements comes closest to your own point of view?



For any questions, please contact

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