



Bloomberg-Nanos BC Northern Gateway Pipeline Survey
Part 2 of 2, June 2014 (Submission 2014-525)



At a glance

To follow are the key highlights of Bloomberg-Nanos a random telephone survey conducted in British Columbia on the Northern Gateway Pipeline.

This is the second part of a two part survey release.

1. Approval of the pipeline by the Harper government is likely to have a collateral negative impact on support for the Conservatives in BC, especially among female voters.
2. Forty seven percent of respondents said they would be less likely to support local Conservative candidates in BC if the Harper government approved the pipeline while only 11 percent said they would be more likely to support the local Conservative candidate if the project was approved by the Harper government.
3. Among those respondents who refused to say who they voted for in the last federal election, there is a considerable negative impact on their likelihood to vote for their local Conservative candidate (40 percent less likely, 8 percent more likely to vote for the local Conservative voter).

All references to the data should cite the source as a “Bloomberg-Nanos Survey”. Questions should be directed to:

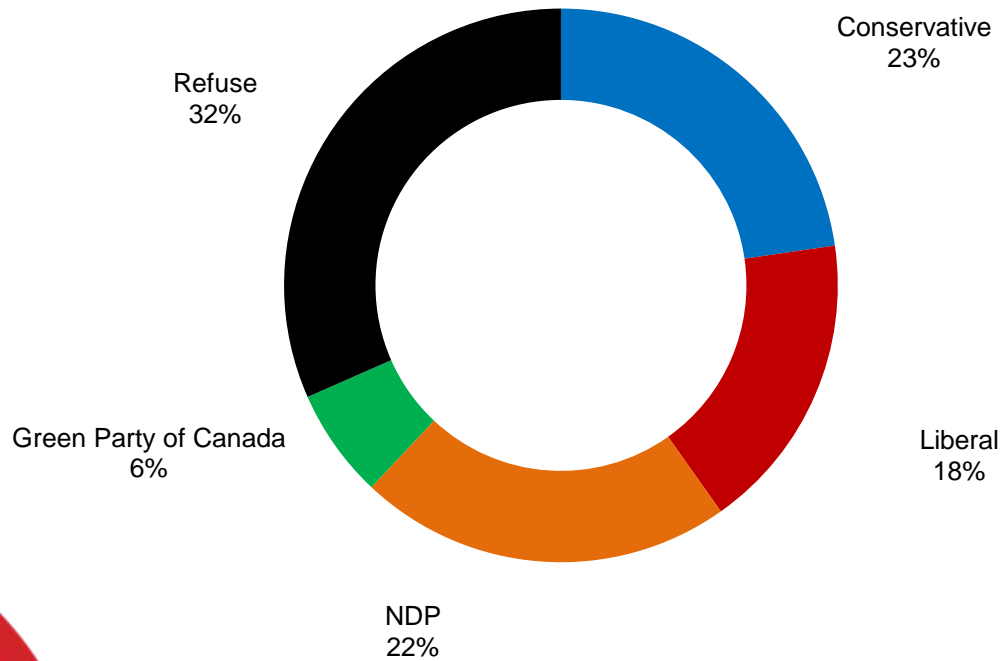
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Local Support in Last Federal Election

Source: Nanos Research, RDD dual frame random telephone survey, May 27-31, 2014, n=500 British Columbians, accurate 4.4 percentage points plus or minus, 19 times out of 20.



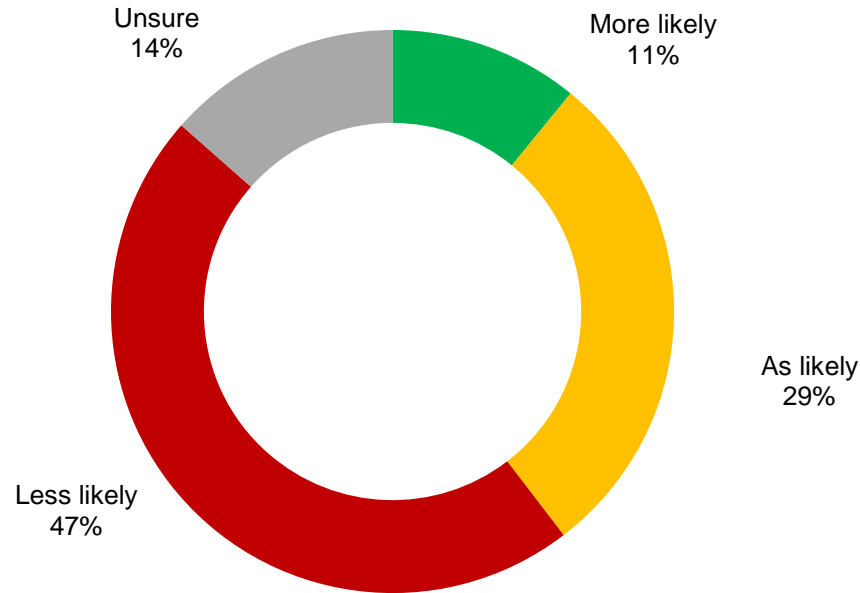
***Note: Charts may not add up to 100 due to rounding**

QUESTION – In the last federal election, did you support the local Conservative, Liberal, NDP, or Green Party of Canada?

Support for Local Conservative Candidate

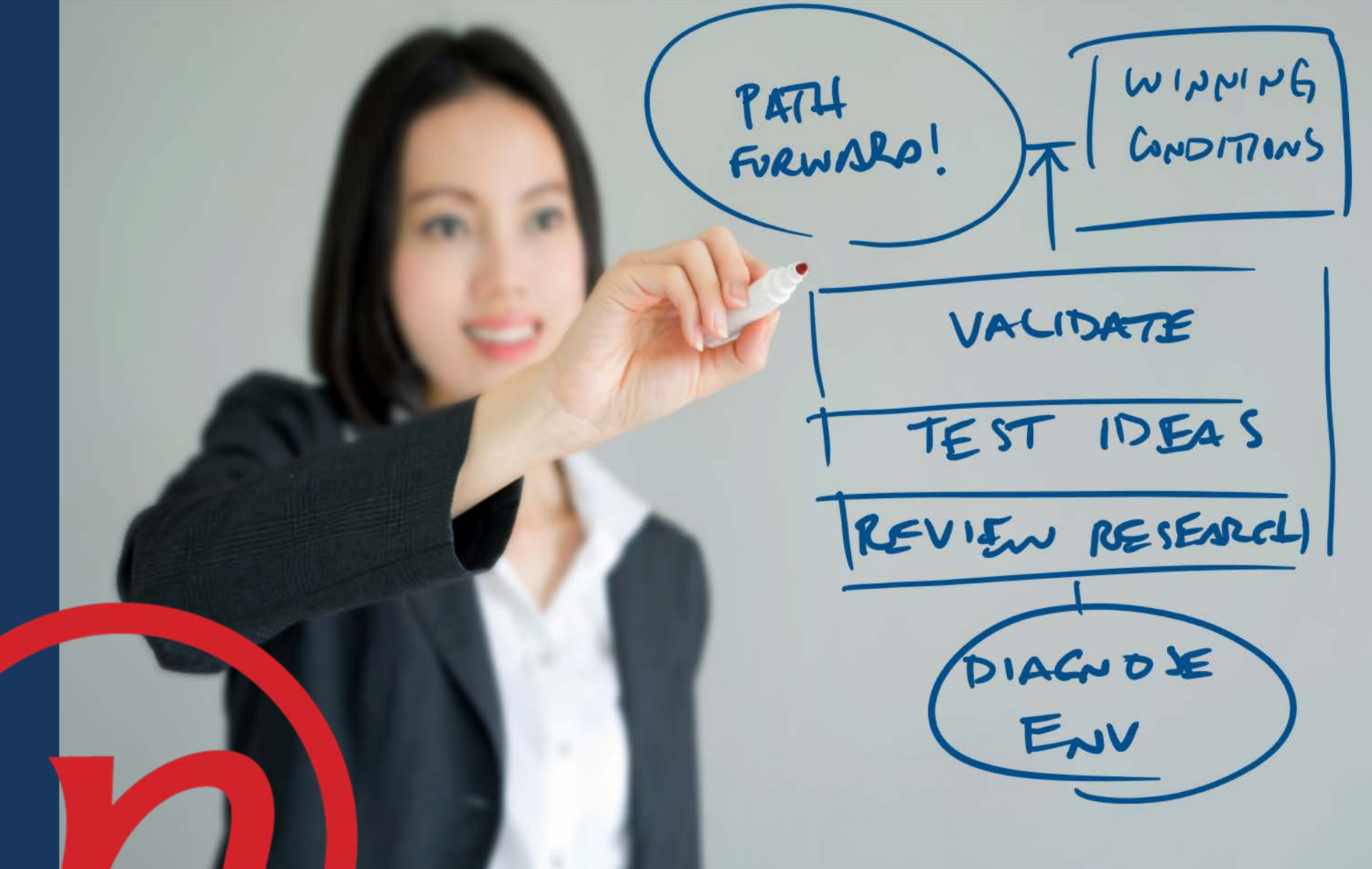
Source: Nanos Research, RDD dual frame random telephone survey, May 27-31, 2014, n=500 British Columbians, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Net Impact
-36.0



***Note: Charts may not add up to 100 due to rounding**

QUESTION – If the Harper government approved the Northern Gateway Pipeline, would you be more likely, less likely, or as likely to support your local Conservative candidate?



Methodology

Methodology

This random telephone survey of 500 British Columbians was conducted between May 27th and 31st, 2014 by Nanos Research. The dual frame sample included both land- and cell-lines across BC. The results were statistically checked and weighted by age and gender using the latest Census information and the sample was geographically stratified to be representative of BC.

The margin of error for a random survey of 500 British Columbians is ± 4.4 percentage points, 19 times out of 20.

The research was conducted by Nanos Research and commissioned by Bloomberg News. The questions were cooperatively designed by Nanos Research and Bloomberg News together

The study was a stand alone study conducted for Bloomberg by Nanos with no other questions other than those listed in the tabulations with the question order as presented in the tabulations. This second part of a two part series has all the questions in the second section of the questions in the order they are presented. Part 1 included questions related to the proposed pipeline project. Non-content demographic questions were included at the end of the questionnaire to profile respondents and to weight the data.

Individuals called using random digit dialling and were called up to five times by Nanos and 10 percent of the fieldwork was monitored/validated in accordance with industry standards.

Note: Charts may not add up to 100 due to rounding.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations

Confidential



2014-525 – BLOOMBERG-NANOS NORTHERN GATEWAY – STAT SHEET – Part 2 of 2

			Gender			Age				
			British Columbia 2014-05	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 - In the last federal election, did you support the local Conservative, Liberal, NDP or Green Party of Canada candidate?	Total	Unwgt N	500	250	250	55	62	74	106	203
		Wgt N	500	250	250	99	83	103	93	123
	Conservative	%	22.7	26.6	18.9	23.6	14.7	16.1	26.9	29.8
	Liberal	%	17.5	18.0	17.1	6.9	22.5	27.1	18.0	14.3
	NDP	%	21.8	18.8	24.8	13.1	28.9	21.2	25.0	21.9
	Green Party of Canada	%	6.4	6.2	6.6	5.6	6.7	9.4	3.8	6.3
	Refuse	%	31.6	30.5	32.6	50.9	27.2	26.1	26.3	27.7

			Gender			Age				
			British Columbia 2014-05	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 10 - If the Harper government approved the Northern Gateway Pipeline, would you be more likely, less likely or as likely to support your local Conservative candidate?	Total	Unwgt N	500	250	250	55	62	74	106	203
		Wgt N	500	250	250	99	83	103	93	123
	More likely	%	10.9	14.6	7.1	6.9	11.4	5.4	13.0	16.5
	Less likely	%	46.9	38.9	54.9	39.2	51.2	52.9	48.0	44.3
	As likely	%	28.7	33.9	23.6	41.0	25.9	26.7	28.7	22.5
	Unsure	%	13.5	12.6	14.4	12.9	11.4	15.0	10.3	16.6

Random telephone (both land + cell) survey of 500 British Columbians conducted between May 27th and 31st, 2014.
The margin of error for a survey of 500 British Columbians is $\pm 4.4\%$, 19 times out of 20.



2014-525 – BLOOMBERG-NANOS NORTHERN GATEWAY – STAT SHEET – Part 2 of 2

			Question 9 - In the last federal election, did you support the local Conservative, Liberal, NDP or Green Party of Canada candidate?					
			British Columbia 2014-05	Conservative	Liberal	NDP	Green Party of Canada	Refuse
Question 10 - If the Harper government approved the Northern Gateway Pipeline, would you be more likely, less likely or as likely to support your local Conservative candidate?	Total	Unwgt N	500	123	86	112	31	148
		Wgt N	500	114	88	109	32	158
	More likely	%	10.9	23.8	11.8	2.7	2.6	8.3
	Less likely	%	46.9	18.6	57.4	73.5	64.3	39.6
	As likely	%	28.7	38.4	22.9	17.4	23.3	34.0
	Unsure	%	13.5	19.2	7.9	6.5	9.8	18.1

Random telephone (both land + cell) survey of 500 British Columbians conducted between May 27th and 31st, 2014.
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