

# Public Opinion of BC Hydro Site C

Study of British Columbians for BC Hydro  
Summer 2015

# METHODOLOGY

**Telephone Survey**

**1,038 British Columbians  
aged 18 and over**

**Field dates**

**June 10 to 19, 2015**

**Statistical Weighting**

**Data weighted by age,  
gender, education, region  
according to census data.**

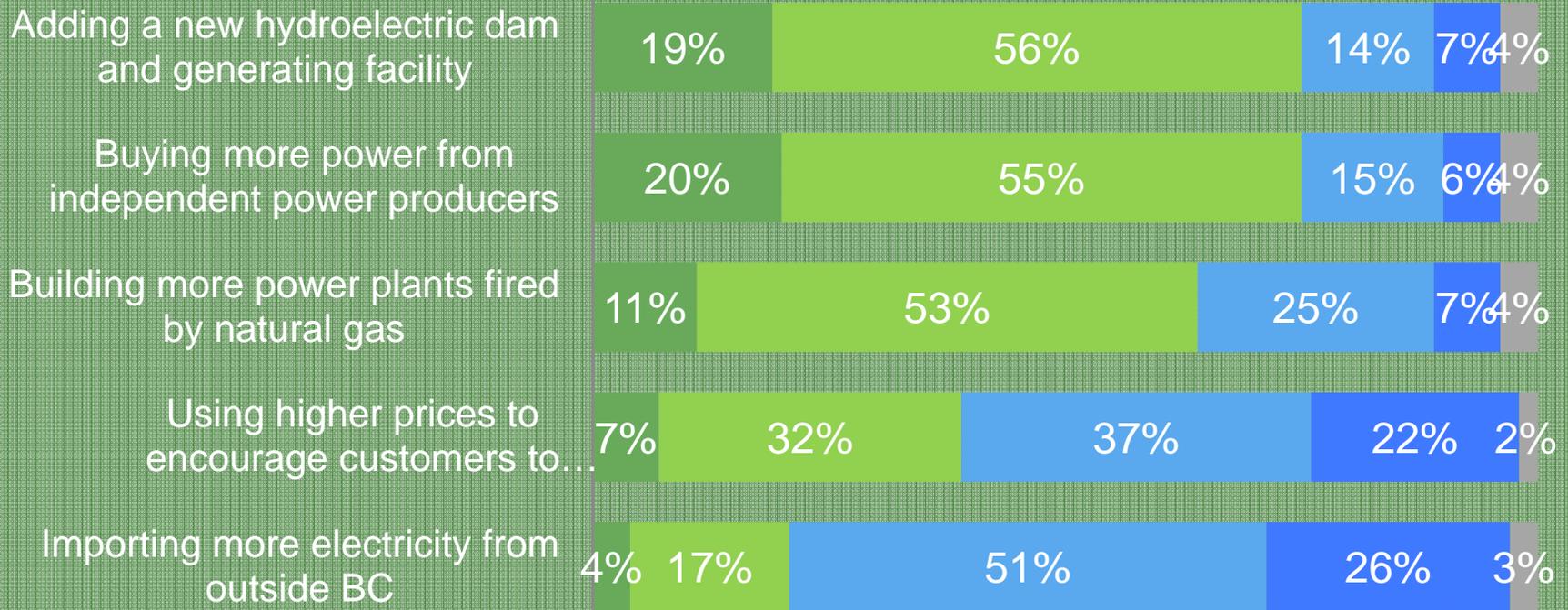
# KEY FINDINGS

A strong majority recognizes the need to increase BC's electricity production, and majorities also agree that a hydroelectric dam is both the best choice for new energy and the best financial choice for the province long-term

**Support for Site C remains high, as does desire for conditions.**

Awareness of the Site C project sharply increased again in 2015, up to 75%. Support for the project also trended upwards including among those in the North East where total support, including those who would accept with conditions, increased to 73%

# SUPPORT FOR APPROACHES TO MEET BC ENERGY NEEDS



■ Strongly support
 ■ Support
 ■ Oppose
 ■ Strongly oppose
 ■ DK

ABACUS DATA

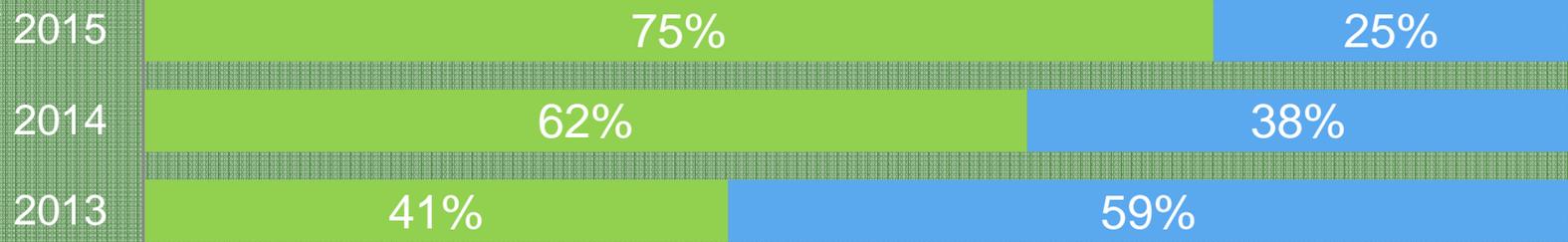
To meet this increase in electricity demand, a number of different approaches may be required. Do you strongly support, support, oppose, or strongly oppose each of the following.

# SITE C PROJECT

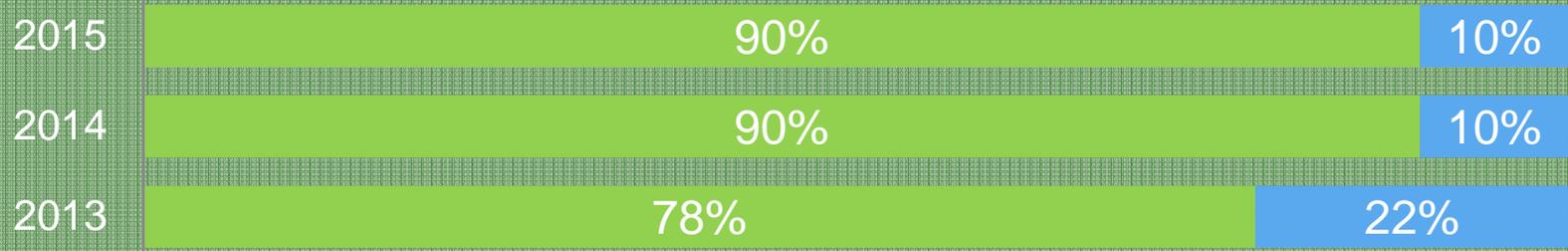
- Awareness of the Site C project increased sharply from 2014, increasing from 62% to 75% across BC. In 2013, awareness was 41%.
- Levels of support for the project have also increased, with province-wide 'support' up ten percentage points. With total support at 59%, and 'can accept under certain circumstances' at 22%, 81% of respondents exhibit some degree of support for the project. In the North East, 73% showed a willingness to support, including 22% 'can accept'.
- Those who would accept the project 'under certain circumstances' were most likely to cite the need to minimize the environmental impact of the project as their primary concern. However, 73% of respondents are confident that BC Hydro will do what it can to limit or manage environmental impacts.

# AWARENESS OF SITE C PROJECT

British Columbia



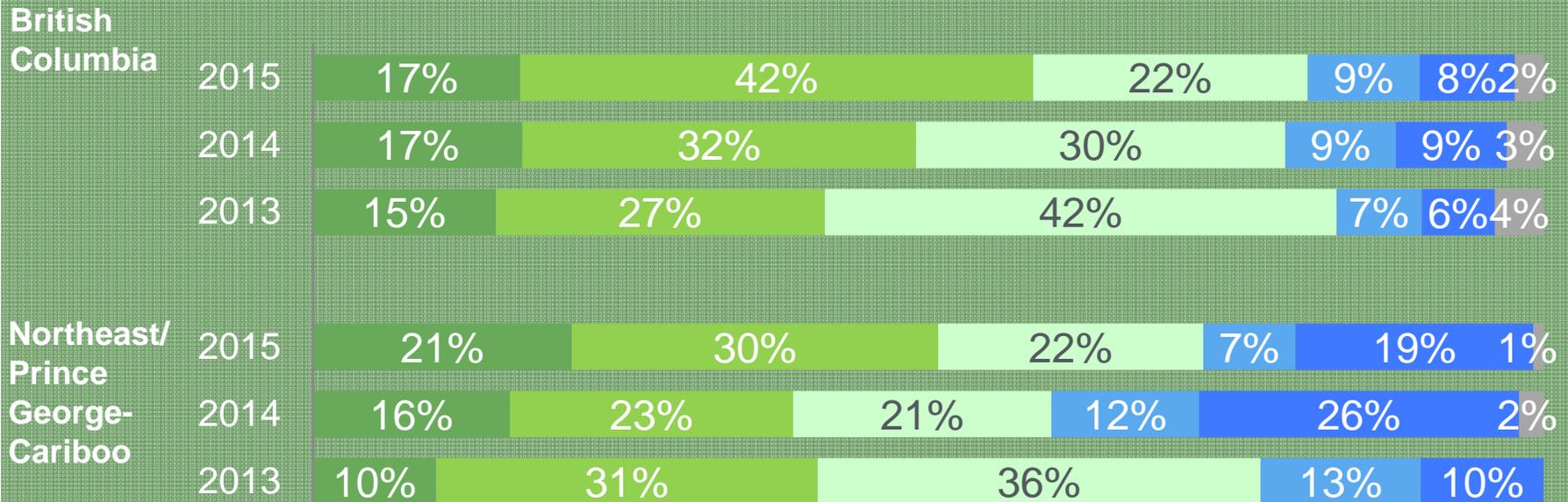
Northeast/  
Prince George-  
Cariboo



■ Yes

■ No

# SUPPORT FOR SITE C PROJECT



- Strongly support
- Support
- Can accept under certain circumstances,
- Oppose
- Strongly oppose
- Don't Know/Unsure

ABACUS DATA

Is the idea of building Site C, a new hydroelectric dam, to help meet the rising demand for electricity in BC, an idea you strongly support, support, can accept under certain circumstances, oppose, or strongly oppose?

# CONFIDENCE THAT BC HYDRO WILL LIMIT ENVIRONMENTAL IMPACT

British Columbia

2015

14%

59%

24%

3%

Northeast/  
Prince  
George-  
Cariboo

2015

16%

49%

31%

4%

■ Very confident   ■ Pretty confident   ■ Not confident   ■ DK/NA

ABACUS DATA

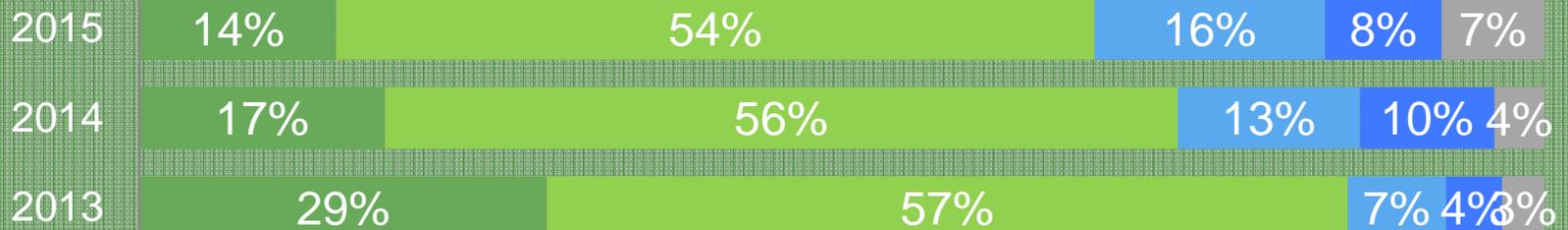
Would you say that you are very confident, pretty confident or not confident that BC Hydro will do what it can to limit or manage environmental impacts and meet the needs of those who are affected?

# SITE C PROJECT – CONDITIONAL SUPPORT

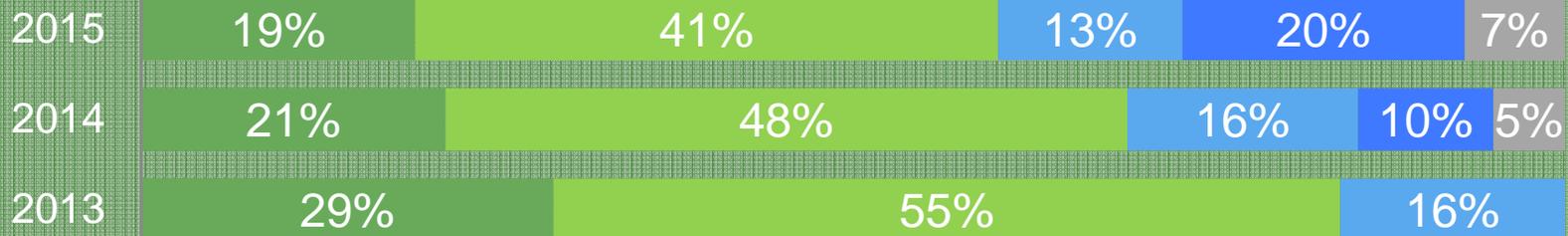
- A large majority of respondents continue to support the project provided conditions are met.
  - 68% were comfortable with Site C because it underwent an extensive environmental assessment and was approved at the end of that process
  - 68% also felt that communities affected by the proposed project have been and will continue to be consulted and have their concerns taken into account
- Conditional support for Site C was relatively consistent across regions in BC and other demographic subgroups.

# VIEWS ON SITE C PROJECT – INDEPENDENT REVIEW

## British Columbia



## Northeast/ Prince George- Cariboo

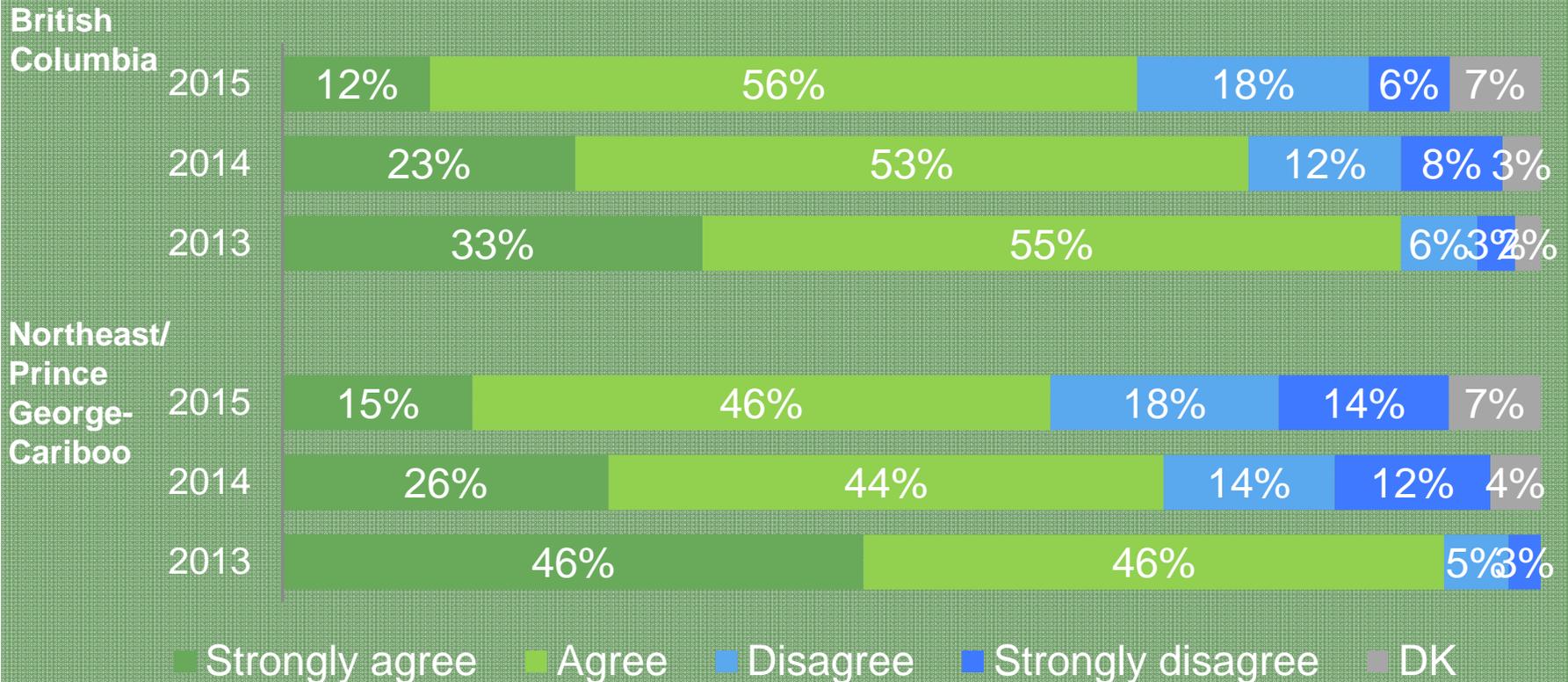


■ Strongly agree  
 ■ Agree  
 ■ Disagree  
 ■ Strongly disagree  
 ■ DK

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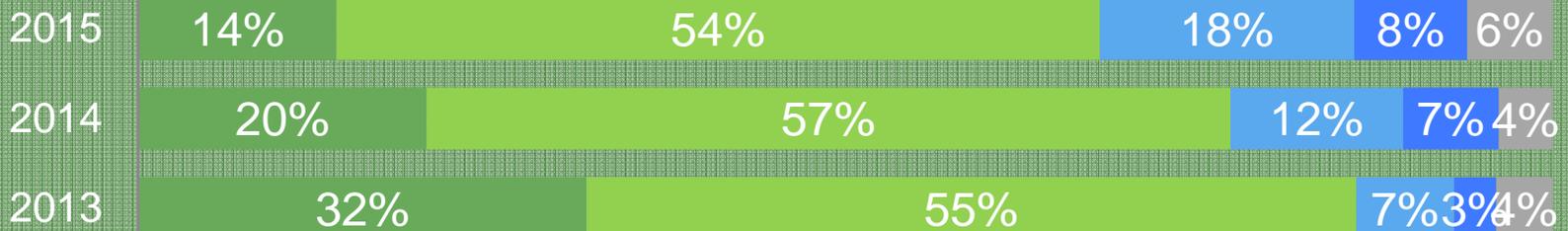
I am comfortable with the Site C project because it underwent an extensive, independent environmental assessment and was approved at the end of that process. (Question in prior years was in the hypothetical)

# VIEWS ON SITE C PROJECT – LOCAL CONSULTATION

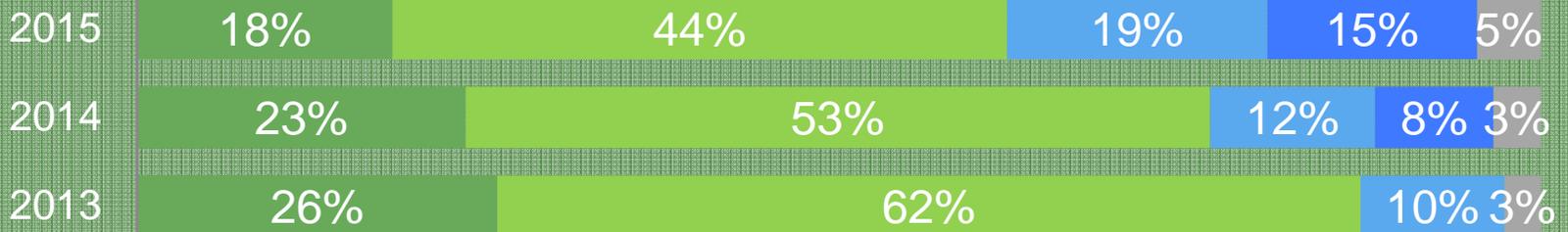


# VIEWS ON SITE C PROJECT – PARALLEL EFFORT

British  
Columbia



Northeast/  
Prince  
George-  
Cariboo



■ Strongly agree  
 ■ Agree  
 ■ Disagree  
 ■ Strongly disagree  
 ■ DK

ABACUS DATA

I am comfortable with the Site C project because I feel plenty of other effort is going into energy conservation and other clean and renewable forms of energy like wind and solar power.

# VIEWS ON SITE C PROJECT – LOOKING AHEAD

- Residents of British Columbia had strong positive feelings about key issues surrounding the construction of a new dam in general and Site C in particular:
  - 92% of respondents in BC agreed that demand for electricity in BC will continue to grow significantly
  - 68% agreed that investing in a new dam would be the best financial choice the province could make for long-term affordability of electricity

# VIEWS ON SITE C PROJECT – BEST LONG-TERM FINANCIAL CHOICE

British Columbia

2015



Northeast/  
Prince  
George-  
Cariboo

2015

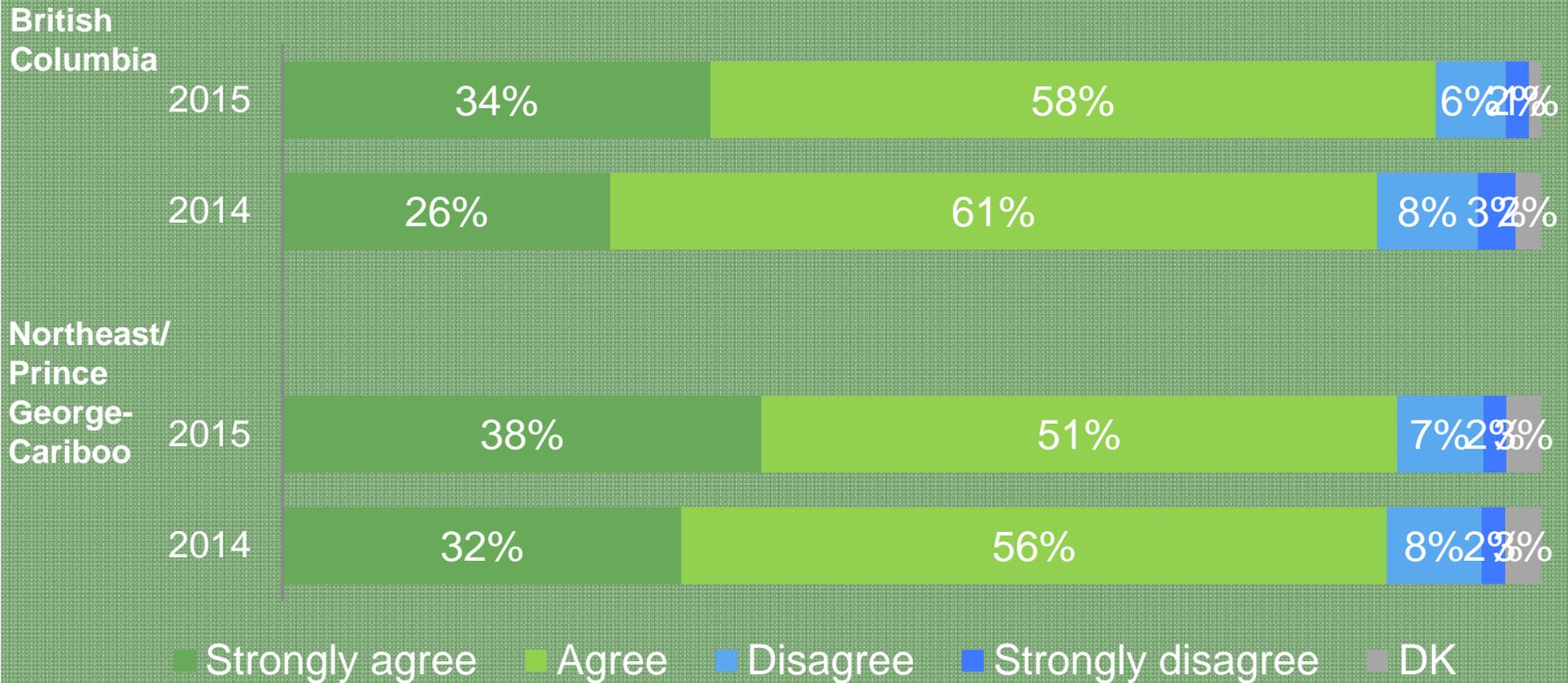


■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ DK

ABACUS DATA

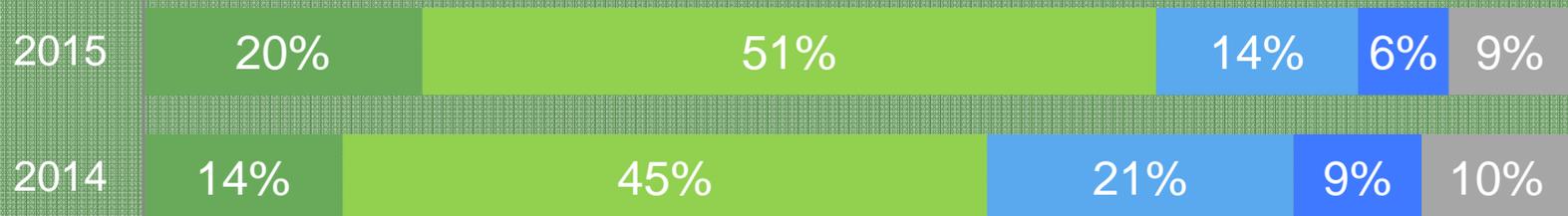
I believe investing in a new dam is the best financial choice the province can make to ensure long-term affordability of electricity in the province.

# VIEWS ON SITE C PROJECT – DEMAND WILL CONTINUE TO GROW

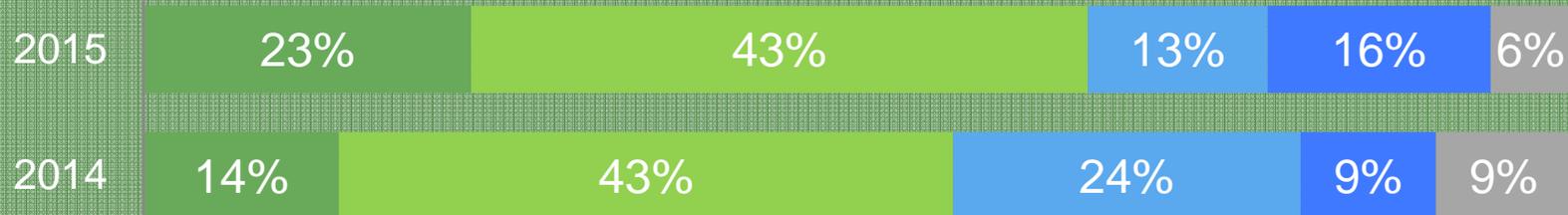


# VIEWS ON SITE C PROJECT – NEW DAM WILL LAST 100 YEARS OR MORE

## British Columbia

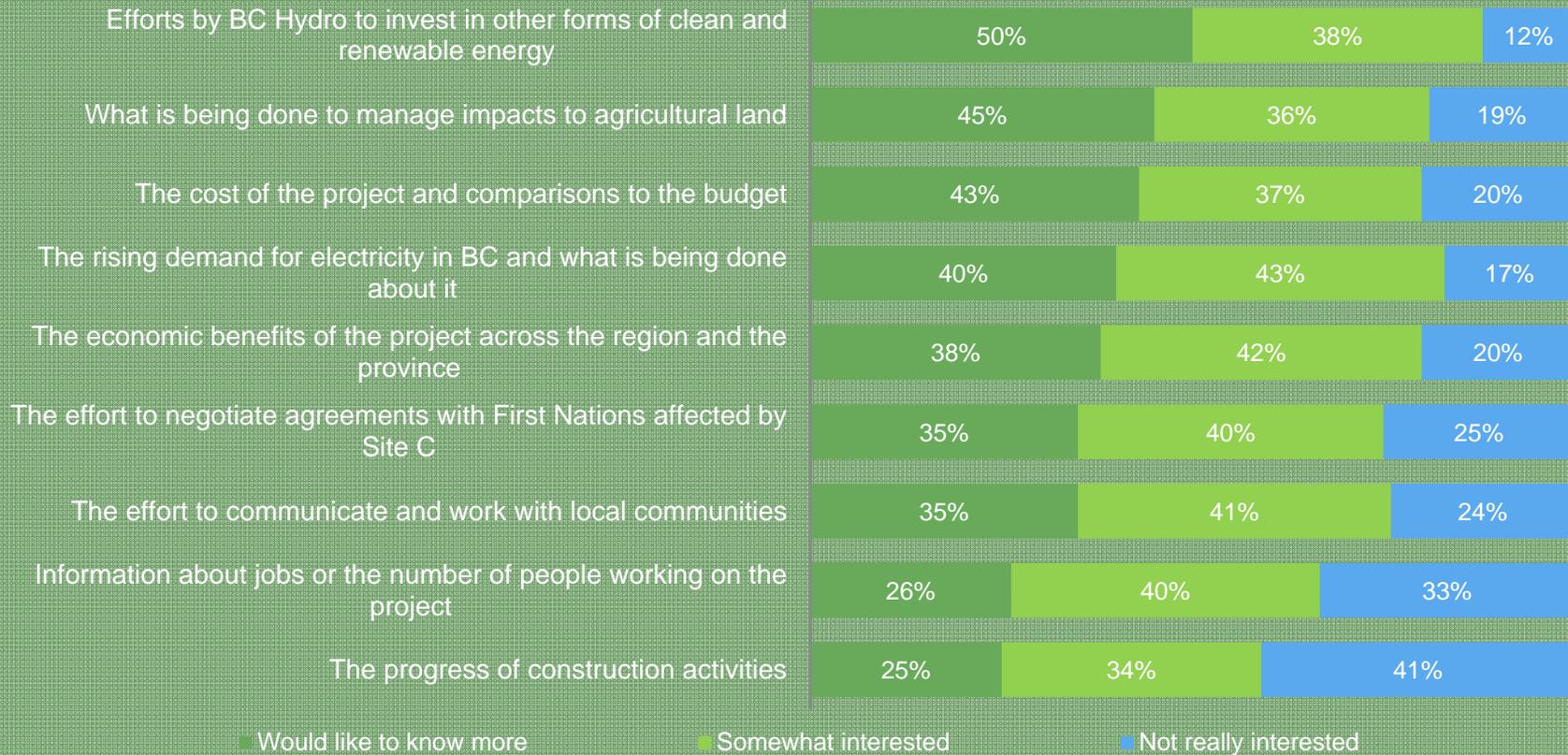


## Northeast/Prince George-Cariboo



■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ DK

# TOPICS OF INTEREST



# INFORMATION TOOLS – ALL RESIDENTS

