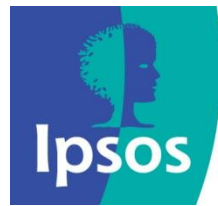


BRITISH COLUMBIANS ON THE NORTHERN GATEWAY PIPELINES PROJECT

Four-in-Ten (42%) Familiar with Project

Project Support (48%) Well Ahead of Project Opposition (32%)



Ipsos Reid

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Vancouver, BC – A new Ipsos Reid poll conducted on behalf of Enbridge shows that British Columbians are more likely to support than oppose the proposed Northern Gateway Pipelines Project.

Project Description

All survey respondents were shown the following project description:

As you may know, Enbridge is the company leading the Northern Gateway Pipelines Project, which is a proposal to build an underground pipeline system between near Edmonton, Alberta and Kitimat, in northern BC. One pipeline will transport oil to Kitimat for export by tanker to China and other Asian markets. A second pipeline will be used to import condensate (a product used to thin oil products for pipeline transport) to Alberta.

Project Familiarity

A majority of British Columbians are not familiar with the project. Slightly more than four-in-ten (42%) residents say they are “very familiar” (5%) or “somewhat familiar” (37%) with the project described above. Another three-in-ten (30%) are “not very familiar” and one-quarter (25%) are “not at all familiar” with the project.

Familiarity (“very” or “somewhat”) is higher among Northern residents (61%), men (48% vs. 37% of women) and older residents (53% of 55+ years vs. 43% of 35-54 years, 30% of 18-34 years).

Project Support

Project support is well ahead of opposition. Nearly half (48% overall, 14% “strongly”) of British Columbians say they support the project, compared to one-third (32% overall, 13% “strongly”) in opposition. Two-in-ten (20%) are undecided about the project.

Project support leads opposition in all regions, among both genders and among all age groups. Project support is highest among Northern residents (55%), men (58% vs. 38%

of women) and older residents (58% of 55+ years vs. 47% of 35-54 years, 38% of 18-34 years).

Project Benefits and Concerns

All respondents were asked, on an open-ended basis, to name one main project benefit and one main project concern.

The top project benefit, mentioned by half (51%) of British Columbians, is “employment/ economic benefits”. Less frequently mentioned benefits include “export/trade benefits” (10%) and “better/ safer mode of transport” (5%).

The top mentioned project concerns include “general environmental concerns” (43%) and “risk of spills/leaks” (21%). Less frequently mentioned concerns include “general safety/ protection concerns” (7%), “pollution/ contamination” (5%) and “cost/ expenses” (5%).

These are the findings of an Ipsos Reid poll conducted on behalf of Enbridge. The poll of 1,000 adult British Columbians was conducted online using Ipsos Reid’s national online household panel between December 12 and December 15, 2011. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of ± 3.1 percentage points, 19 times out of 20. The margin of error would be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample’s regional and age/sex composition reflects that of the actual BC population according to 2006 Census data.

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