

*Fairbank,  
Maslin,  
Maulin,  
Metz &  
Associates*

**FM3**

*Public Opinion Research  
& Strategy*

**TO:** Interested Parties

**FROM:** David Metz and Lucia Del Puppo  
Fairbank, Maslin, Maulin, Metz & Associates

**RE:** Voter Support for an Oil Terminal in Vancouver

**DATE:** September 28, 2015

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Fairbank, Maslin, Maulin, Metz & Associates (FM3) recently completed a survey of likely November 2015 voters in Vancouver’s Port District – a survey which shows that **the proposed oil terminal is a divisive issue among voters, and one which most local residents are inclined to oppose.**<sup>1</sup> Nine in ten local voters are aware of the project, and among that group a 51-percent majority is opposed, based on the information they already have about the project. The intensity of opposition is much stronger than that of support.

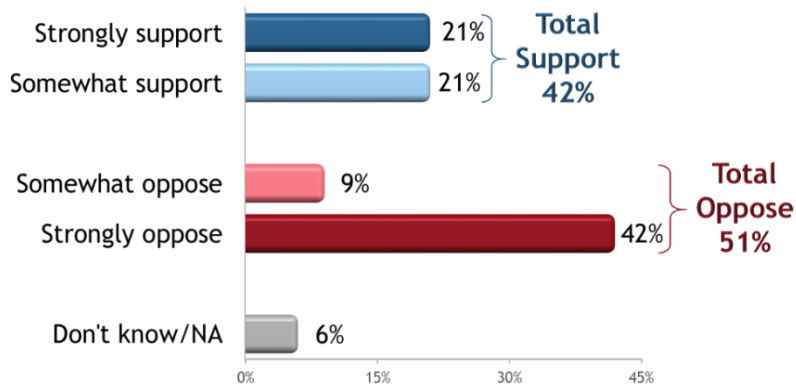
Specific findings of the survey include the following:

- **There is very high awareness of the terminal among voters.** In fact, awareness of the proposed project is nearly universal. Fully 88 percent of voters have heard of the proposed oil terminal; 35 percent of voters have heard a “great deal” and 53 percent have heard “a little.”
- **Most voters who are aware of the terminal proposal instinctively oppose it.** As shown in **Figure 1** below, among the nearly nine in ten voters aware of the terminal proposal, a 51 percent opposes the terminal and 42 percent support it. Notably, opposition to the terminal is much more intensely felt than support: only 21 percent “strongly support” the terminal, while 42 percent “strongly oppose” it. These numbers are a critically important test of true support for the project, as they precede any information or description about the terminal – they reflect voters’ current thinking about the project, today, based on the information they already have.

*12100 Wilshire Ave, Suite 350  
Los Angeles, CA 90025  
Phone: (310) 828-1183  
Fax: (310) 453-6562*

*1999 Harrison Street, Suite 2020  
Oakland, CA 94612  
Phone: (510) 451-9521  
Fax: (510) 451-0384*

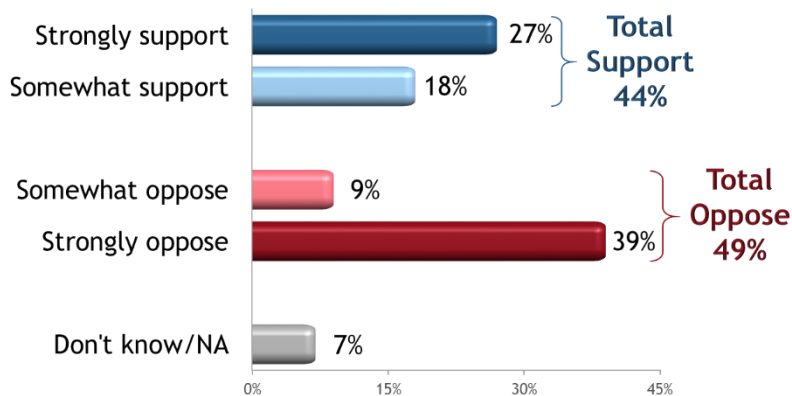
**Figure 1:**  
**Unaided Support for the Oil Terminal**  
*(Among the 88% Aware of the Proposal)*



- **When voters are given more information about the project, they remain opposed.** Survey respondents were then provided with a neutral summary description of the proposed oil terminal, as detailed below in **Figure 2**. Even with this additional background, voters continue to oppose the terminal – by a margin of 44 percent to 49 percent – and opposition continues to be more intense.

**Figure 2:**  
**Support for the Oil Terminal After Neutral Summary**

*The Tesoro Oil Company and Savage Companies (known in partnership as Vancouver Energy) are proposing to build an oil-by-rail terminal in Vancouver. Oil will be brought in by rail from North Dakota and Montana to the terminal, where it will be unloaded from rail cars and loaded onto ships on the Columbia River. It will then be brought to west coast refineries, where it will be converted into gasoline for American families and businesses. The facility will handle up to 360,000 barrels of oil per day – nearly half as much as the Keystone Pipeline. It will cost an estimated \$75 to \$100 million to build and is estimated to employ 120 people. The oil terminal proposal was approved by the Port Commission of Vancouver; the Governor has the final authority to approve or reject the terminal and will do so by November 2016.*



Overall, the survey results suggest that **the oil terminal is a divisive project and one that generates more local opposition than support.**

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<sup>i</sup> **Survey Methodology:** From August 8– August 13, 2015, FM3 completed 401 telephone interviews (on landlines and cellphones) with randomly-selected voters likely to participate in the November 2015 Port election. The survey’s margin of error is +/- 4.9% at the 95% confidence interval. Due to rounding, not all results will sum to 100%.