

BC'S NATURAL RESOURCES SURVEY

*An inaugural 'pulse check' on
the sectors that power BC*

POWERED BY:



METHODOLOGY

The survey was conducted online with 1,026 British Columbia business leaders, from November 14th, 2019 to January 21st, 2020. Business members were invited to participate through email by local chambers of commerce and from those who are members of the BC Chamber of Commerce online community.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

Totals may not add up to 100 due to rounding.

Steering Committee



BC Chamber of Commerce

Know what's on BC's mind.

- **Sarah Weber**, *C3 Alliance, Chair*
- **Val Litwin**, *BC Chamber of Commerce, Chair*
- **Bruce Anderson**, *Abacus Data*
- **Mina Laudan**, *BC Council of Forest Industries*
- **Bryan Cox**, *BC LNG Alliance*
- **Allie Blades**, *Canadian Association of Petroleum Producers*
- **Geoff Morrison**, *Canadian Association of Petroleum Producers*
- **Claire Perusse**, *C3 Alliance*
- **Martin Mullany**, *Clean Energy BC*
- **Sandy Ferguson**, *Conifex*
- **Geoff Freer**, *Firth Group & C3 Alliance Corp.*
- **Andrew Czornoholan**, *Rio Tinto BC Works*
- **Michael Goerhing**, *Mining Association of BC*



Steering Committee



BC Chamber of Commerce

Know what's on BC's mind.

- **Kendra Johnston**, *Association of Mineral Exploration BC*
- **David Keane**, *Woodfibre LNG*
- **Felicia Magee**, *Northern Development Initiative Trust*
- **Donald McInnes**, *North Coal*
- **Tom Syer**, *Teck*
- **Maggie Chan**, *Innovate BC*
- **Fernanda Whitaker**, *Innovate BC*
- **Dan Baxter**, *BC Chamber of Commerce*
- **Georgiy Sekretaryuk**, *BC Chamber of Commerce*
- **Cailey Murphy**, *BC LNG Alliance*
- **Kelly McTaggart**, *Canadian Association of Petroleum Producers*



OUR SAMPLE

23%
LEFT

54%
CENTRE

23%
RIGHT

34%
L/MAINLAND

31%
INTERIOR

19%
ISLAND/COAST

19%
NORTH

23%
PUBLIC SECTOR

66%
PRIVATE

15%
AG/FORESTRY/
FISH

18%
MINING/O&G

12%
PROF
SERVICES

OUR SAMPLE

8%
UNION
MEMBERS

36%
UNDER 10
EMPLOYEES

29%
200+

39%
RURAL

37%
URBAN

24%
SUBURBAN

25%
MILLENNIAL

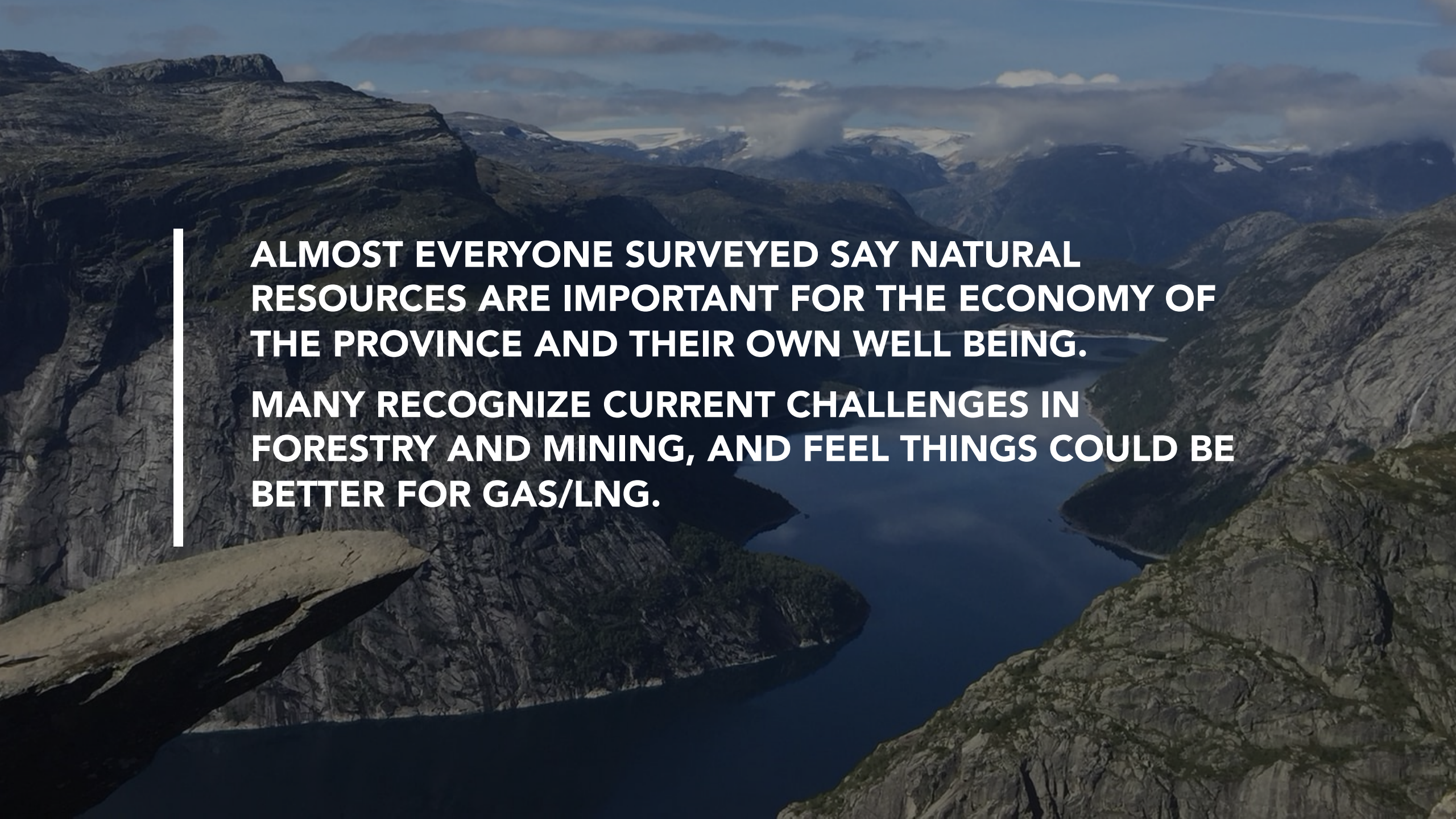
42%
GEN X

31%
BOOMER

61%
MALE

37%
FEMALE

RESOURCES & THE BC ECONOMY



**ALMOST EVERYONE SURVEYED SAY NATURAL
RESOURCES ARE IMPORTANT FOR THE ECONOMY OF
THE PROVINCE AND THEIR OWN WELL BEING.
MANY RECOGNIZE CURRENT CHALLENGES IN
FORESTRY AND MINING, AND FEEL THINGS COULD BE
BETTER FOR GAS/LNG.**

HOW IMPORTANT ARE THE NATURAL RESOURCE SECTORS TO BC'S ECONOMY TODAY

55%

CRUCIAL

43%

IMPORTANT

2%

NOT IMPORTANT

HOW IMPORTANT ARE THE NATURAL RESOURCE SECTORS TO YOUR PERSONAL ECONOMIC WELL-BEING

37%

CRUCIAL

50%

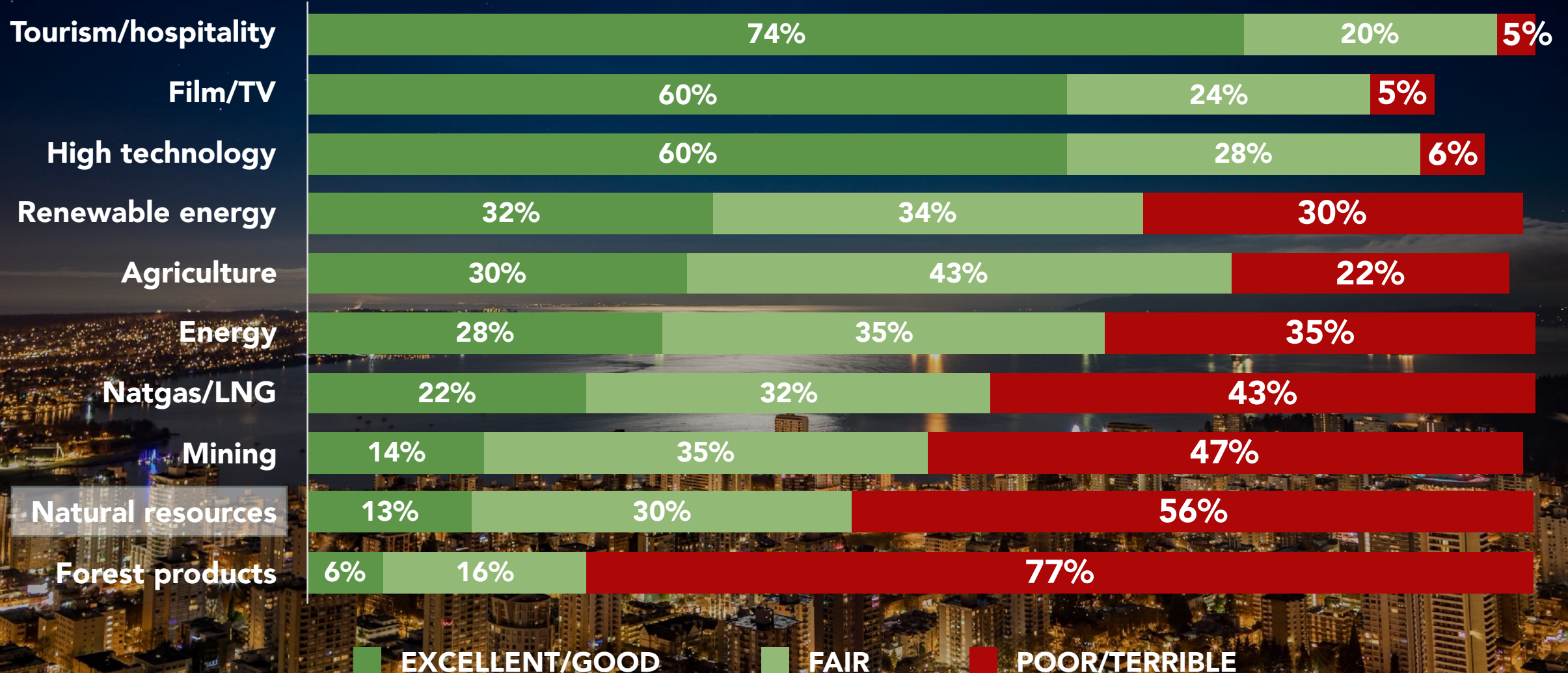
IMPORTANT

13%

NOT IMPORTANT

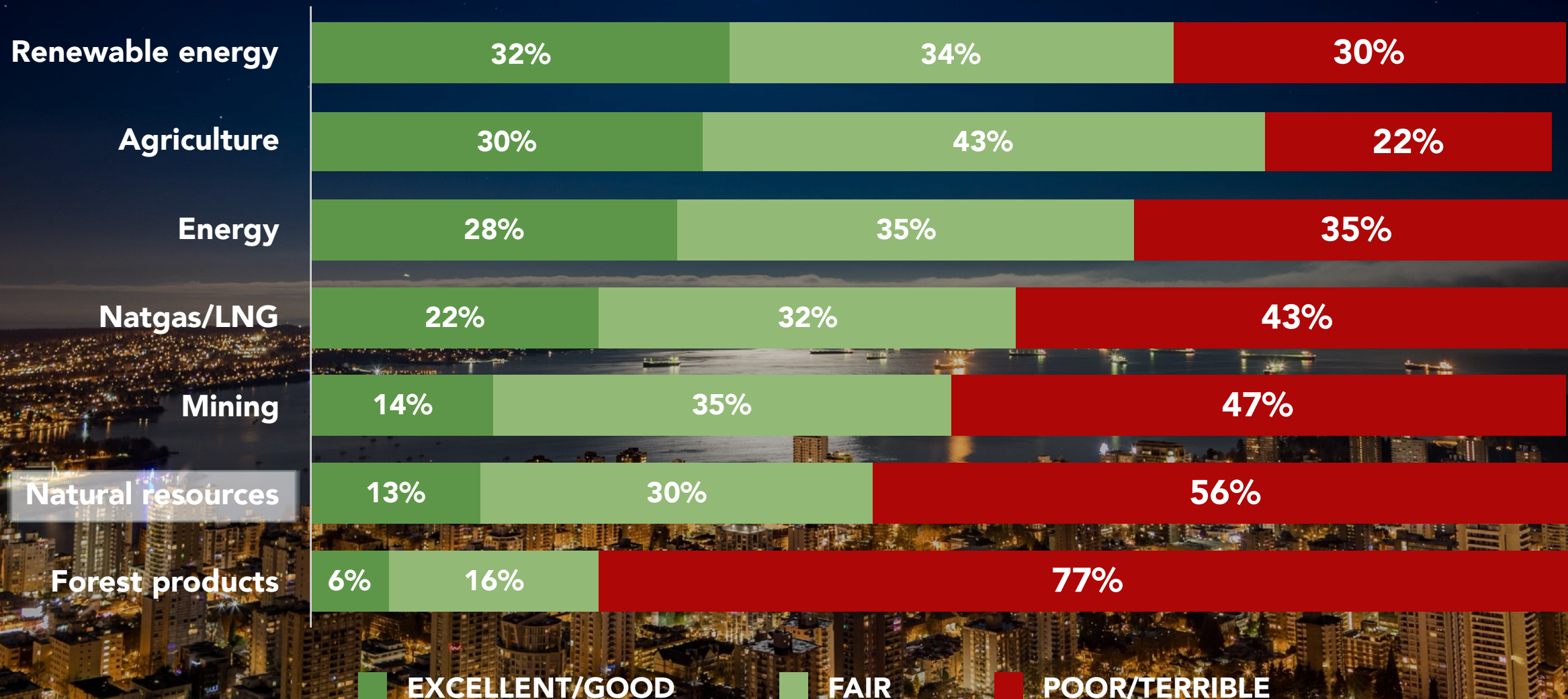
HEALTH OF LARGER BC ECONOMY BY SECTOR

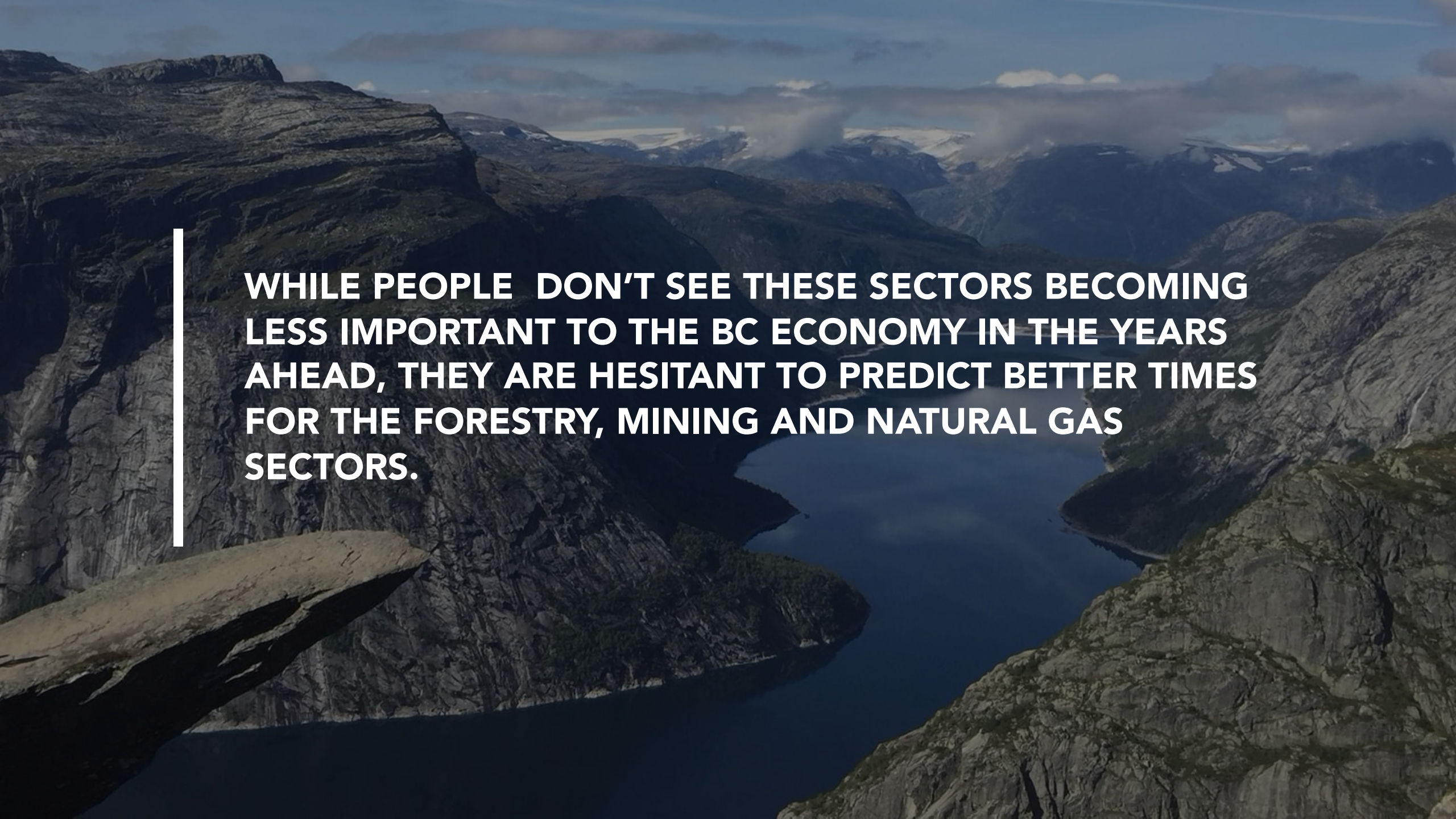
How would you describe the current health of the following sectors of the BC economy:



HEALTH OF BC NATURAL RESOURCES SECTORS

How would you describe the current health of the following sectors of the BC economy:

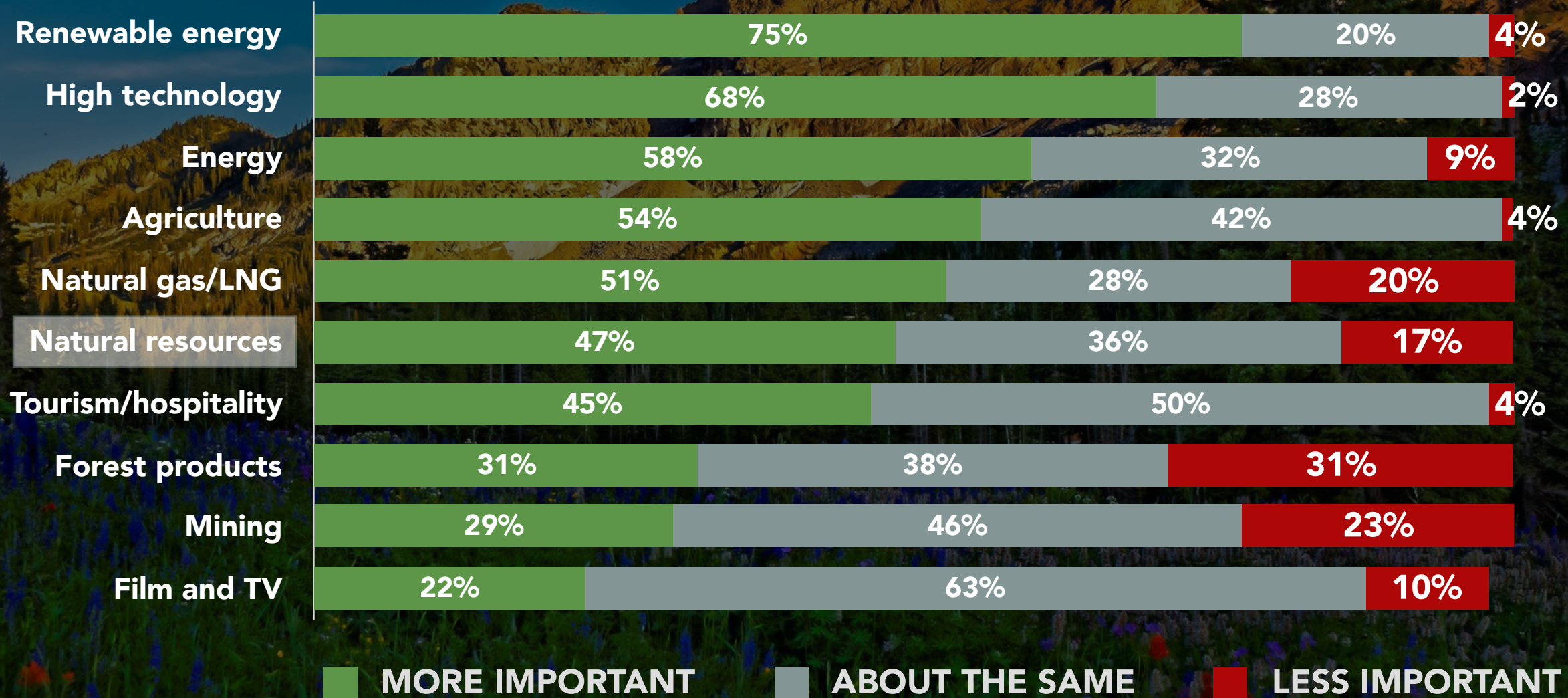




WHILE PEOPLE DON'T SEE THESE SECTORS BECOMING LESS IMPORTANT TO THE BC ECONOMY IN THE YEARS AHEAD, THEY ARE HESITANT TO PREDICT BETTER TIMES FOR THE FORESTRY, MINING AND NATURAL GAS SECTORS.

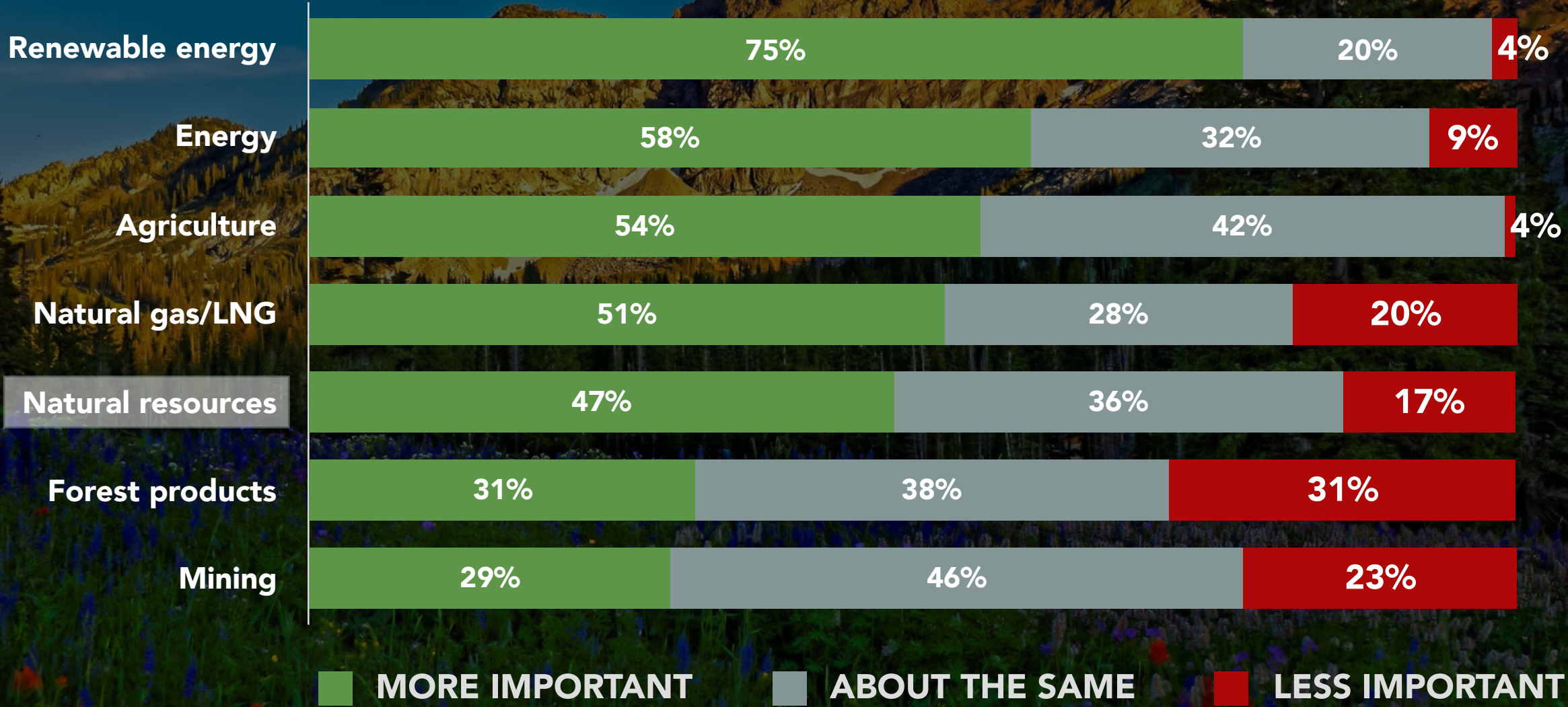
LIKELY IMPORTANCE OF LARGER BC ECONOMY SECTORS IN FUTURE

Ten years from now, how important do you think each of these sectors will be to the BC economy?



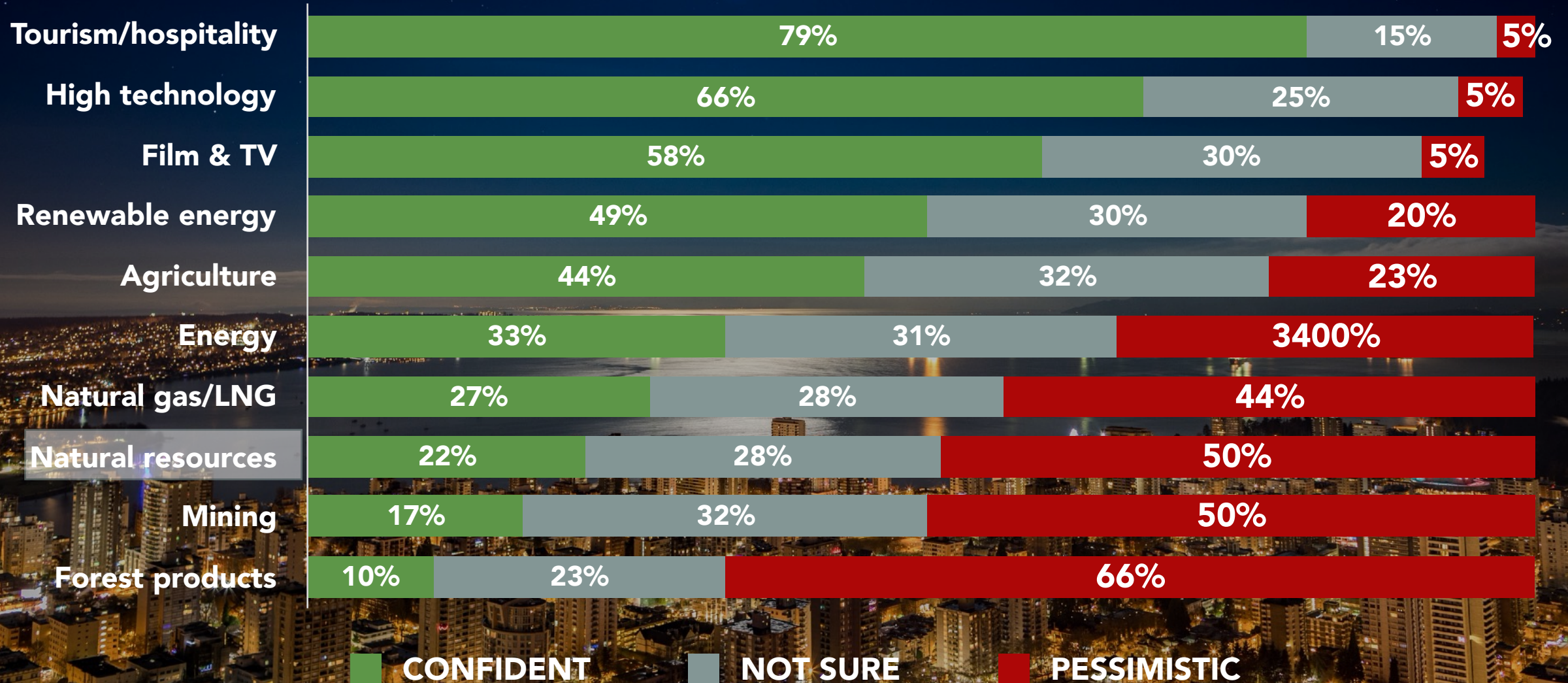
LIKELY IMPORTANCE OF BC NATURAL RESOURCES SECTORS IN FUTURE

Ten years from now, how important do you think each of these sectors will be to the BC economy?



CONFIDENCE IN 10 YEAR OUTLOOK OF LARGER BC ECONOMY

How do you feel about the prospects for the following sectors in BC's economy in 10 years:



CONFIDENCE IN 10 YEAR OUTLOOK OF BC NATURAL RESOURCES SECTORS

How do you feel about the prospects for the following sectors in BC's economy in 10 years:

Renewable energy

49%

30%

20%

Agriculture

44%

32%

23%

Energy

33%

31%

3400%

Natural gas/LNG

27%

28%

44%

Natural resources

22%

28%

50%

Mining

17%

32%

50%

Forest products

10%

23%

66%



CONFIDENT



NOT SURE



PESSIMISTIC

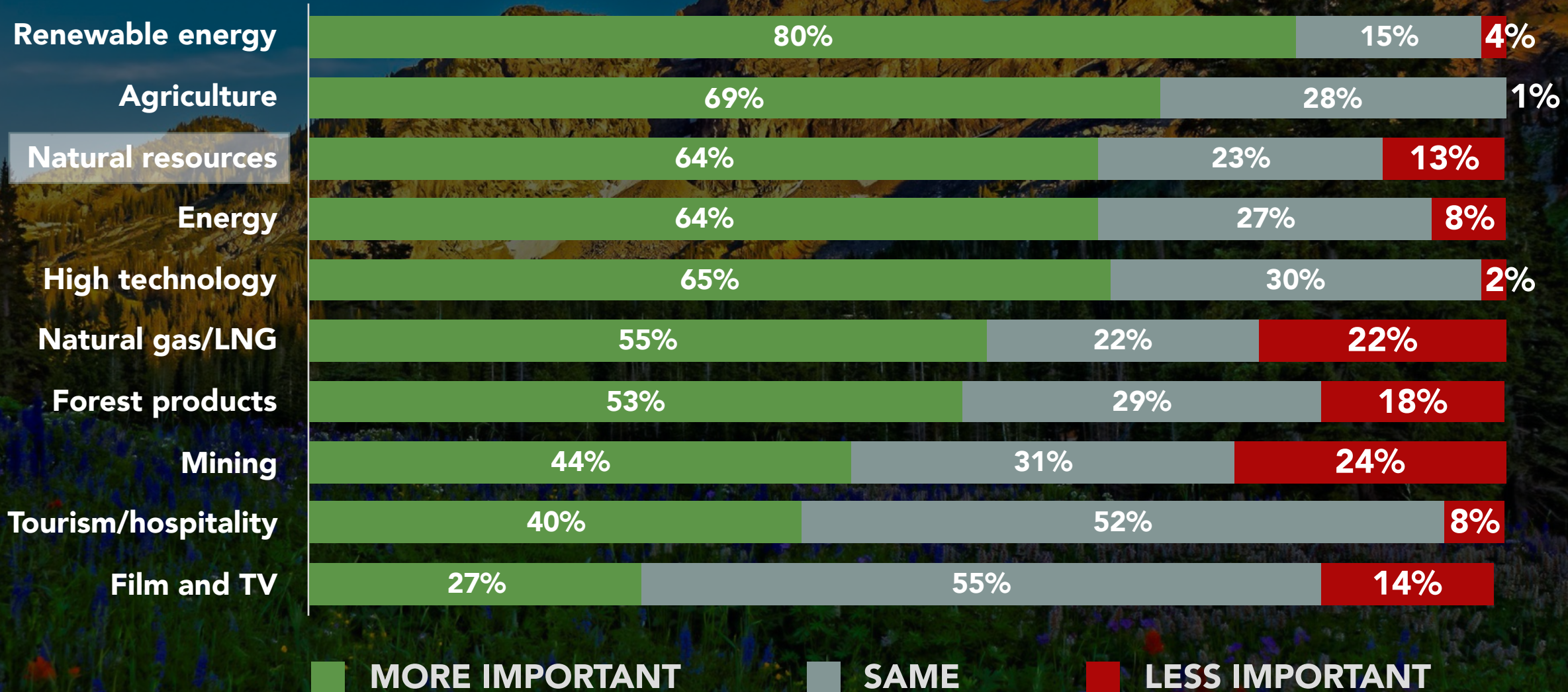


IN TERMS OF PREFERENCES FOR THE FUTURE, TWO OUT OF THREE WOULD LIKE TO SEE GROWING IMPORTANCE FOR THE NATURAL RESOURCES SECTOR, IN PARTICULAR WHEN IT COMES TO RENEWABLE ENERGY.

VERY FEW WANT TO SEE A DECLINE IN IMPORTANCE FOR FORESTRY, MINING, GAS IN BC.

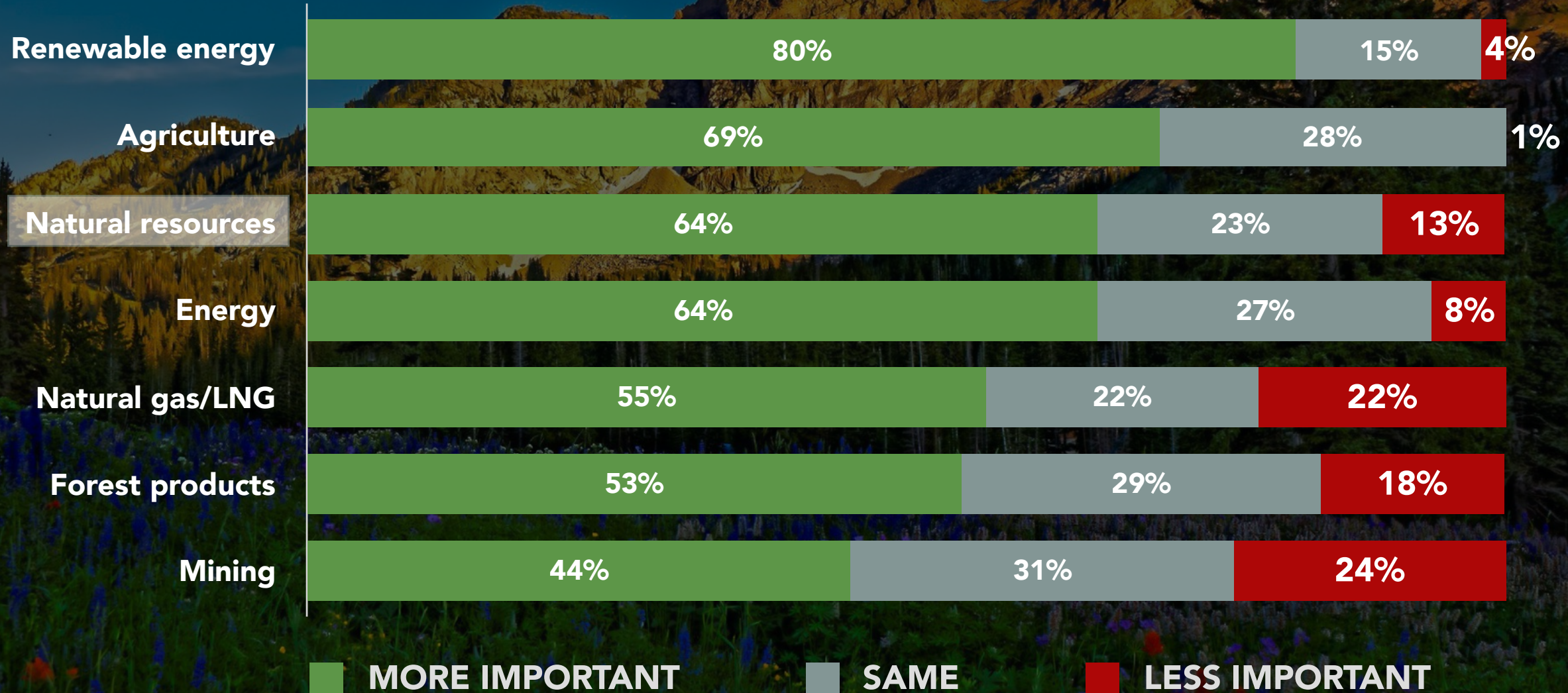
PREFERRED IMPORTANCE OF LARGER BC ECONOMY SECTORS

How important would you prefer each of these sectors to become to the BC economy?



PREFERRED IMPORTANCE OF BC NATURAL RESOURCES SECTORS

How important would you prefer each of these sectors to become to the BC economy?



An aerial photograph of a city skyline at dusk. The city is densely packed with skyscrapers, many of which have their lights on. In the background, there are mountains and a body of water. The text is overlaid on the left side of the image, with a white vertical bar to its left.

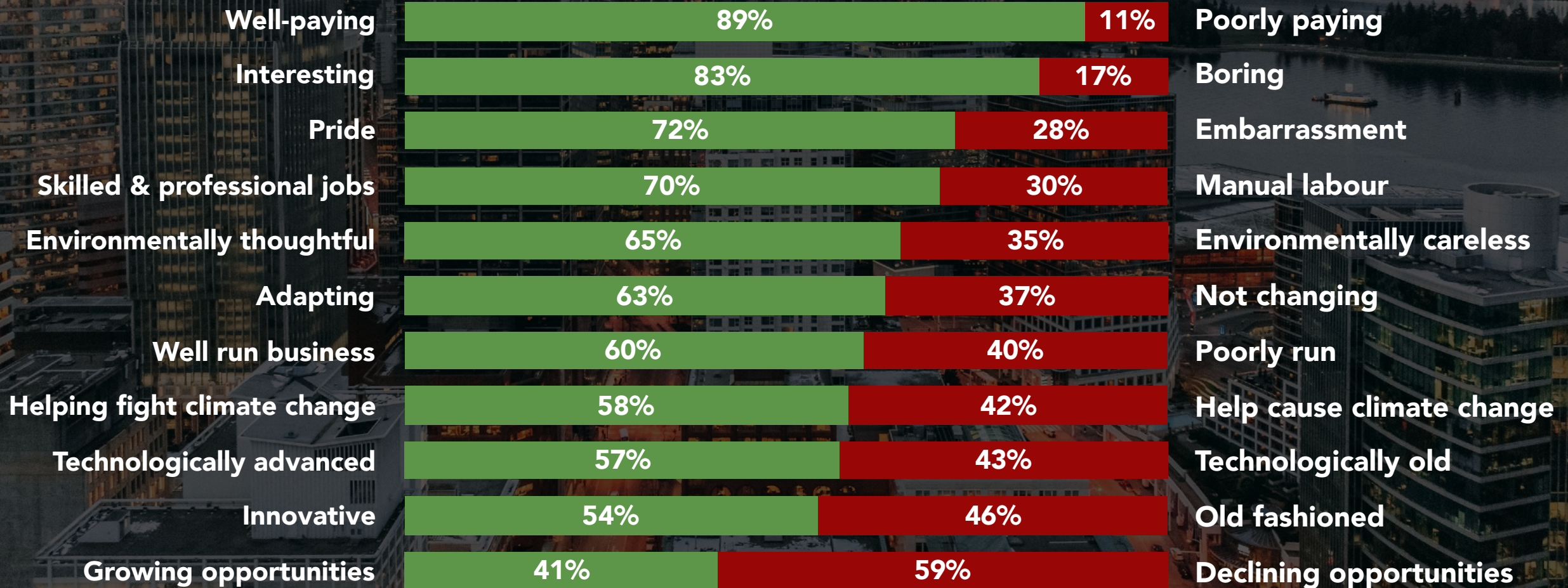
**BC RESOURCES ARE ASSOCIATED WITH WELL PAYING
JOBS, INTERESTING WORK, AND PRIDE.**

**YET, A MAJORITY SEE DECLINING OPPORTUNITIES FOR
THE RESOURCES SECTOR.**

**PERCEIVED HEADWINDS ARE NUMEROUS INCLUDING
PRESSURE GROUPS, TAXES AND REGULATIONS,
LABOUR COSTS AND AVAILABILITY, AND THE CLIMATE
CHANGE ISSUE.**

BC'S NATURAL RESOURCES

Out of the following pairs, which one best describes how you feel when you think of BC's natural resources?



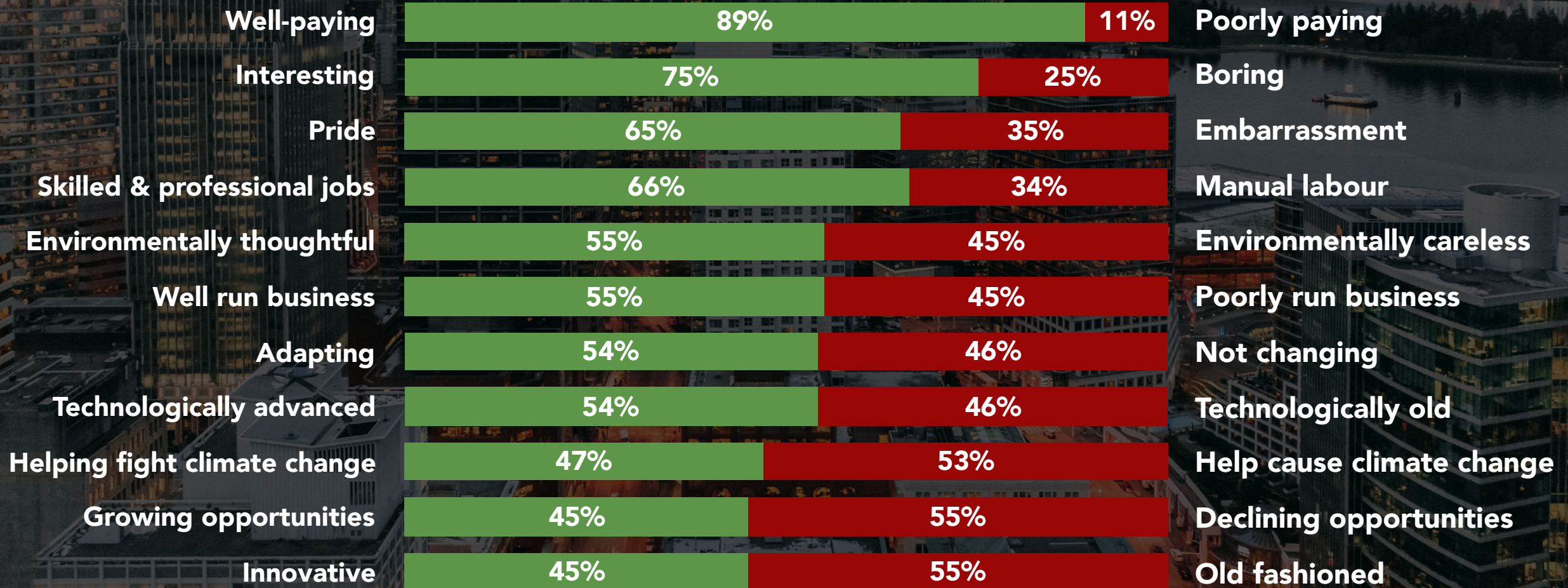
BC'S NATURAL RESOURCES - IN SECTOR

Out of the following pairs, which one best describes how you feel when you think of BC's natural resources?



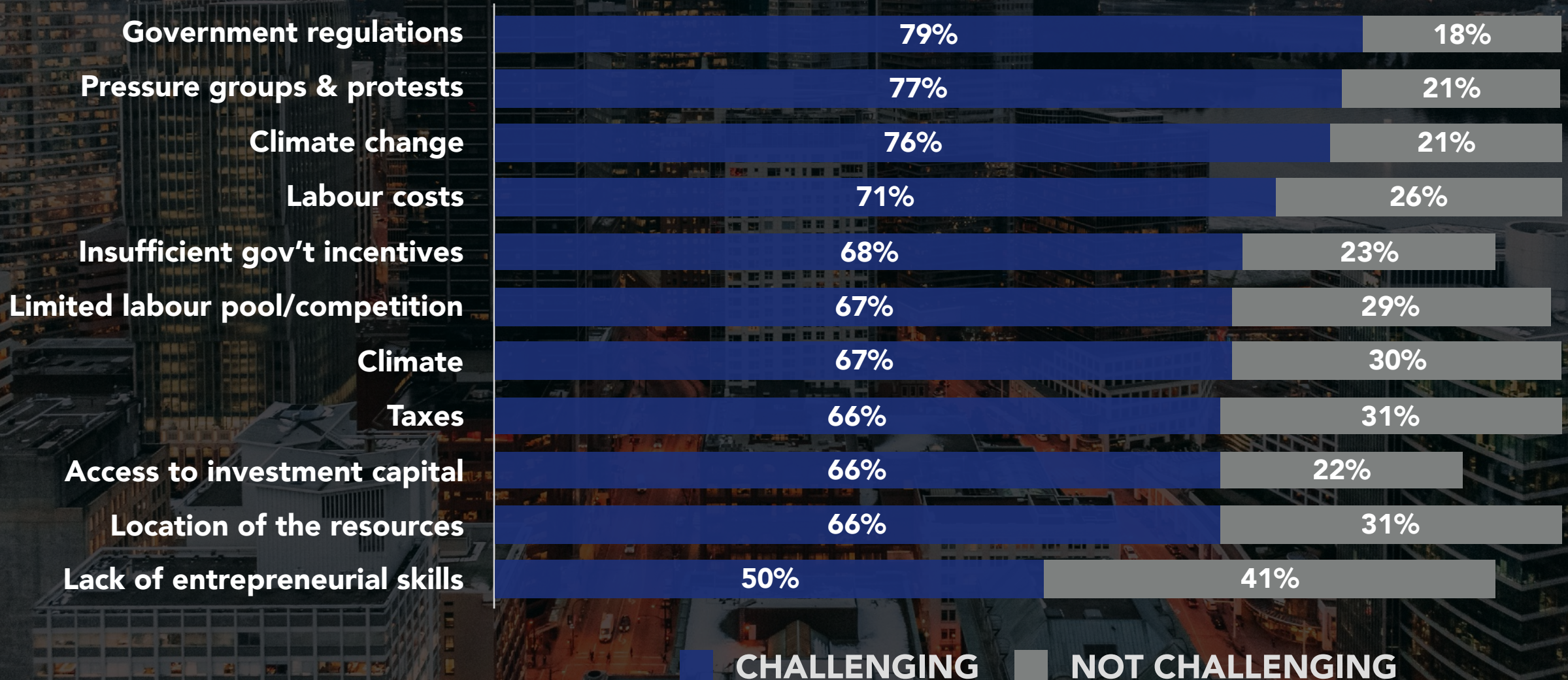
BC'S NATURAL RESOURCES - OUT OF SECTOR

Out of the following pairs, which one best describes how you feel when you think of BC's natural resources?



FACTORS THAT CHALLENGE BC RESOURCE SECTORS

How challenging are each of the factors below to the natural resource sectors in BC?



I'D ENCOURAGE YOUNG PEOPLE TO CHOOSE A CAREER...

How do you feel about the following statements?

BC natural resources

65%

18%

17%

BC natural gas

51%

24%

24%

BC mining

43%

29%

27%

BC forestry

40%

34%

26%

AGREE

DISAGREE

NEUTRAL

An aerial photograph of a city skyline at dusk. The city is densely packed with buildings, many of which have their lights on. In the background, there are mountains and a body of water. The text is overlaid on the image, starting with a vertical white line on the left.

**HEADWINDS FOR RESOURCES SECTORS ARE MAKING
SOME PEOPLE HESITANT TO RECOMMEND THAT
YOUNG PEOPLE PURSUE CAREERS IN THESE SECTORS.
THIS CAN EXACERBATE THE LABOUR MARKET
CHALLENGE AND CONTRIBUTE TO A VICIOUS CYCLE.**

WHAT'S NEEDED TO IMPROVE RESOURCES SECTOR?

When it comes to improving the future of BC's natural resource sectors, how important are each of the following?



**LIKE TO SEE BC BETTER PROMOTE ITS "LOW
CARBON ADVANTAGE" GLOBALLY?**

78%

YES

7%

NO

An aerial photograph of a city skyline at dusk. The city is densely packed with skyscrapers and buildings, many of which have their lights on. In the background, there are mountains and a body of water. The text is overlaid on the left side of the image, with a white vertical bar to its left.

RESPONDENTS ARE MORE INCLINED TO BELIEVE THAN DOUBT THAT BC IS A SUSTAINABLE PRODUCTS LEADER IN FORESTRY, GAS AND MINING.

LARGE MAJORITIES ARE CONVINCED THAT BC CAN BE A WORLD LEADER IN PROVIDING LOW CARBON WOOD, MINERALS, METALS AND BIO BASED ENERGY.

BC IS A LEADER IN SUSTAINABLE PRACTICES ...

How do you feel about the following statements?

IN NATURAL RESOURCES

52%

22%

25%

IN FORESTRY

46%

29%

23%

IN NATURAL GAS

43%

24%

29%

IN MINING

41%

25%

30%



AGREE



DISAGREE



NEUTRAL

BC CAN BE A GLOBAL LEADER IN SUPPLYING...

How do you feel about the following statements?



An aerial photograph of a city skyline at dusk. The city is densely packed with skyscrapers, many of which have their lights on. In the background, a large body of water is visible, and beyond that, a range of mountains under a dark sky. The text is overlaid on the left side of the image, with a white vertical bar to its left.

**THERE IS BROAD AGREEMENT THAT RESOURCES ARE A
BASE OF ECONOMIC ACTIVITY AND REVENUES FOR
GOVERNMENT - THAT HELPS SUPPORT GROWTH IN OTHER
PARTS OF THE ECONOMY.**

**BROAD DESIRE EXISTS FOR GOVERNMENT TO INCENTIVIZE
MORE INVESTMENT IN RESOURCES SECTORS. MORE
INVESTMENT IS WELCOME ACROSS ALL SECTORS, WITH
RENEWABLE AND BIO BASED ENERGY ATOP THE LIST.**

SURROUNDING OPINIONS

How do you feel about the following statements?

Strong resource sectors help create an economic base in BC on which we can GROW other parts of the economy

86%

3% 10%

Revenues from resources allow BC to help pay for programs in health care and education

81%

4% 14%

The government of BC should encourage more investment in BC's natural resources

75%

13% 11%

I hope to see more effort put into strengthening relationships with indigenous communities when it comes to resource development

72%

10% 17%

AGREE

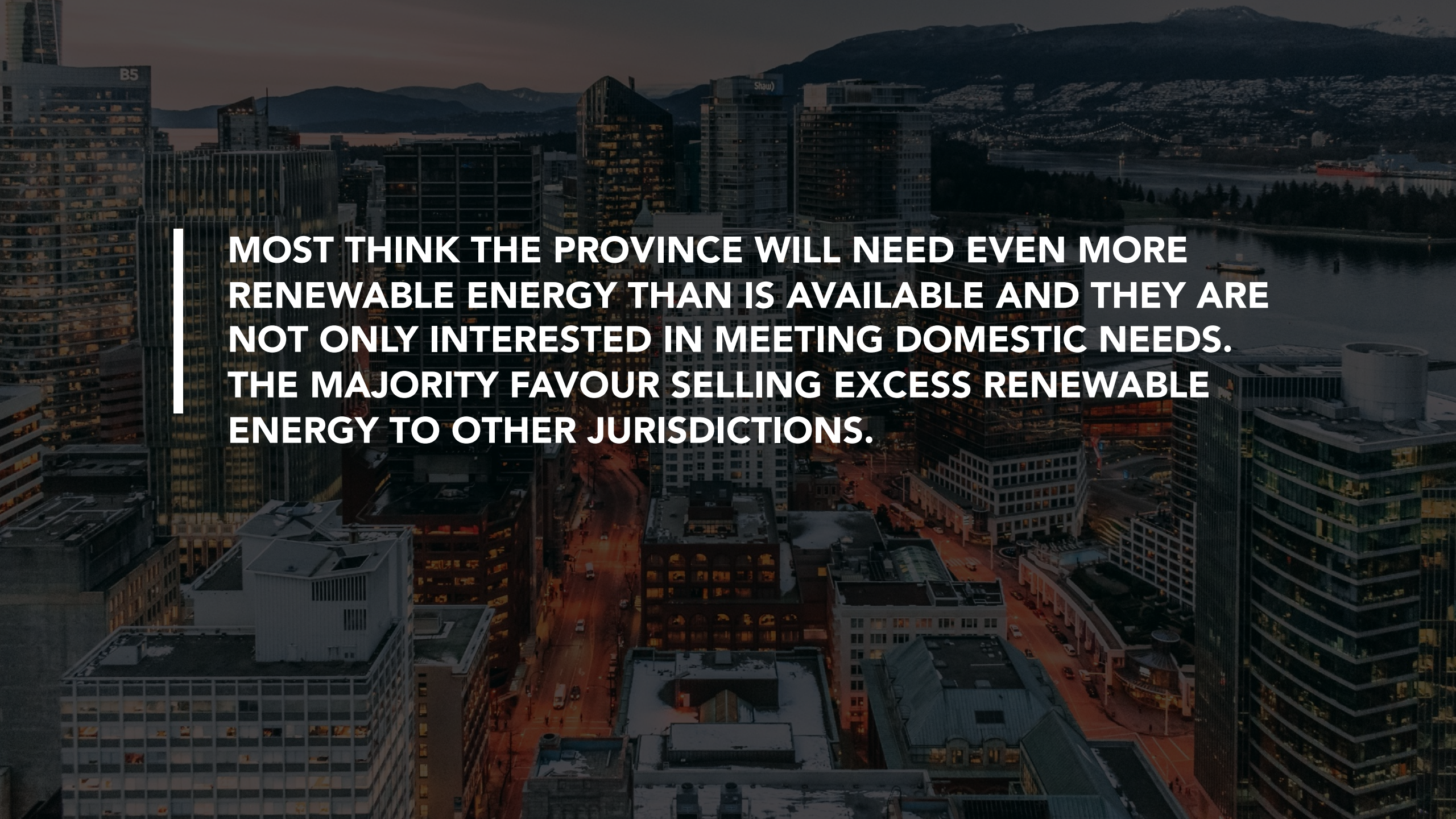
DISAGREE

NEUTRAL

WANT MORE GLOBAL INVESTMENT IN BC FOR ...

How would you feel about increased global investment in the following sectors in BC:



An aerial photograph of a city skyline at dusk. The city is densely packed with buildings, many of which are illuminated from within, creating a warm glow. In the background, a large body of water is visible, and beyond that, a range of mountains under a dark sky. The text is overlaid on the left side of the image, starting with a vertical white line.

**MOST THINK THE PROVINCE WILL NEED EVEN MORE
RENEWABLE ENERGY THAN IS AVAILABLE AND THEY ARE
NOT ONLY INTERESTED IN MEETING DOMESTIC NEEDS.
THE MAJORITY FAVOUR SELLING EXCESS RENEWABLE
ENERGY TO OTHER JURISDICTIONS.**

DO YOU THINK THE PROVINCE....

28%

**HAS A ENOUGH RENEWABLE ENERGY
TO MEET OUR NEEDS IN THE FUTURE**

72%

**NEEDS TO DEVELOP MORE TO MATCH THE
GROWTH IN DEMAND THAT WE CAN EXPECT**

INCREASE OPPORTUNITIES TO EXPORT RENEWABLE ENERGY OUTSIDE THE PROVINCE, PROVIDED THERE IS ENOUGH TO MEET OUR OWN NEEDS FIRST?

79%

LIKE TO SEE THIS

16%

GO ALONG WITH THIS

5%

NOT LIKE TO SEE THIS

CONCLUSIONS

RESPONDENTS BELIEVE THAT BC RESOURCES REPRESENT A HUGE PART OF THE BC ECONOMY.

THERE IS A CLEAR SENSE OF OPPORTUNITY TO GROW, AND A DESIRE TO DRAW MORE INVESTMENT TO FUEL GROWTH ACROSS THE RESOURCE SECTORS.

HOWEVER THERE ARE ALSO DOUBTS ABOUT WHETHER THESE OPPORTUNITIES WILL BE REALIZED.

CONCLUSIONS

THE HEADWINDS ARE NUMEROUS, INCLUDING PRESSURE GROUPS, REGULATORY BURDEN, TAXES, AND LABOUR.

HOWEVER, MOST BELIEVE THAT THESE PROBLEMS CAN BE SOLVED, AND THAT BC PRODUCTS CAN FIND EVEN GREATER SUCCESS IN THE FUTURE, POSITIONED AS COMING FROM LEADERS IN LOW CARBON AND ENVIRONMENTALLY SUSTAINABLE PRODUCTION.

CONCLUSIONS

IN EFFECT, PEOPLE SURVEYED IN THIS STUDY ARE CALLING FOR A COLLECTIVE EFFORT TO MAKE INVESTMENT MORE ATTRACTIVE, STIMULATE INNOVATION, BUILD NEW MARKETS AND PUT THE BC BRAND FORWARD AS A SUSTAINABLE PRODUCT LEADER.