

**Canadians' Views and Perceptions Regarding Marine Shipping Safety**  
**Angus Reid Institute and the Clear Seas Centre for Responsible Marine Shipping**  
**Final Survey Questionnaire**  
**(March 15, 2016)**

*Survey Specifications: National "general population" survey of 2,250 Canadian adults using the Angus Reid Forum online research panel. The sample plan calls for regional sub-sample boosts to 450 in both BC and the Atlantic region. Statistical weighting will be used to re-adjust the national results to be proportionally representative of the Canadian population.*

## Introduction

[Display as intro screen – include one or two general images of shipping, emphasizing freight]

Today we're talking to Canadians about the subject of "marine shipping" which we will broadly define as transporting or shipping freight by sea.

We are NOT referring to other kinds of shipping such as the navy or cruise ships or luxury yachts or pleasure boating.

For the survey, we'll refer to marine shipping simply as "shipping" -- and, again, we're focusing on transporting freight by sea.

We are very much interested in people's views and impressions, even if you're not all that familiar with shipping and haven't thought about it much (until this survey!)

1. When you think about "shipping", what comes to your mind? Please select up to five words or phrases from the list below. Or type in any key words you don't see here on this list.

[RANDOMIZE LIST] [Now ordered positive/negative/neutral/ships to ease review/finalizing.]

Prosperity  
History  
Trade  
Exports  
Adventure  
Romantic  
Merchant Navy  
Wasteful  
Old-fashioned  
Risky  
Pollution  
Oil spills

Lawlessness  
 Pirates  
 Smuggling  
 Oceans  
 Sailors  
 Harbours  
 High seas  
 Maritime  
 Nautical  
 Navigation  
 Huge ships  
 Barge  
 Tanker  
 Freighter  
 Crew  
 Seamanship  
 Ship shape  
 Other (Specify:)

### General image of marine shipping

2. Overall, would you say you have a generally positive or negative image of shipping?

Very positive  
 Somewhat positive  
 Somewhat negative  
 Very negative

3. How important do you think the shipping industry is for each of the following:

[RANDOMIZE ROWS:]

The Canadian economy

Communities on Canada's coastlines

Canada's access to goods from other countries

Canada's ability to export Canadian goods to other markets

[COLUMNS]

Not important at all

Not that important

Fairly important  
 Very important  
 Critically important

4. Thinking generally about shipping in Canada, is your own impression that its importance has been growing or shrinking or staying about the same over the past 15 or 20 years or so?

Growing importance  
 Shrinking importance  
 Staying about the same

5. Setting aside for a moment the specific region of the country you live in -- to what extent, if at all, do you personally identify with Canada being a maritime or sea-faring nation?

Strongly identify with that  
 A fair amount  
 A bit  
 Do not identify with that at all

**The public's "literacy" re marine shipping:**

6. We'd like to get an idea of what people know and do not know about Canada's marine shipping industry. So, just a few quick questions we'd like your best estimate or guess on please.

a. What per cent of all the **imported consumer goods** Canadians use would you "guesstimate" arrive here by ship? (Let's include all the consumer goods that are made outside Canada and imported here -- and include everything, from clothes to housewares to cars to cosmetics.)

Use the slider below to indicate your estimate.

Slider scale 0 – 100%

b. Of **all of Canada's trade** with other countries – exports and imports – and including everything from raw commodities to consumer goods, what per cent of Canada's total trade would you estimate is transported by ship?

Slider scale 0 – 100%

[Display after Q6b:]

Just for your interest, some estimates show roughly 50% of Canada's trade **(by volume)** is shipped by sea. This includes roughly 20% of Canada's trade with the U.S.

And about 90% of Canada's trade with other countries.

c. Here is a list including a number of Canada's major ports. Please select the 4 or 5 ports that you think are the biggest – that is, that ship the largest volume of freight in and out.

Belledune Port Authority  
Halifax Port Authority  
Hamilton Port Authority  
Montreal Port Authority  
Nanaimo Port Authority  
Oshawa Port Authority  
Port Alberni Port Authority  
Prince Rupert Port Authority  
Quebec Port Authority  
Saguenay Port Authority  
Saint John Port Authority  
Sept-Îles Port Authority  
St. John's Port Authority  
Thunder Bay Port Authority  
Toronto Port Authority  
Trois-Rivières Port Authority  
Vancouver Fraser Port Authority  
Windsor Port Authority

[Display after Q6d:]

Again, just for your information here is a map that shows many of Canada's ports.

[Canada map]

### **Perceptions regarding the safety of marine shipping – general**

Let's turn now to some safety issues concerning shipping in Canadian waters. When we say "Canadian waters" please consider that to include: inside Canadian ports and harbours, along Canadian coastlines, **in the Great Lakes, St. Lawrence Seaway**, and anything within Canada's territorial waters (to the 200 mile international limit).

7. Generally speaking, what kind of overall safety rating would you give to shipping in Canadian waters? Would you say the shipping industry and its activities overall are:

Very safe  
Generally safe  
Generally unsafe  
Very unsafe



Trucking by road  
 Your provincial electrical utility  
 The oil industry

- 1 – Environmental risk totally outweighs economic contribution
- 2
- 3 -- 50/50 balance
- 4
- 5-- Economic contribution totally outweighs environmental risks

### **Focused take-out on shipping oil**

Let's turn our attention to the shipping of petroleum products such as oil and gas. Please focus on the specific issue of *shipping* petroleum products – and, to the extent that you can, let's set aside for a moment views on the oil industry itself and fossil fuel (ghg) emissions and the debate about new pipelines etc.

11. Focusing specifically on the shipping aspect -- Overall, would you describe yourself as confident or worried about the safety of marine shipping of petroleum products in Canadian waters?

Very confident  
 Somewhat confident  
 Somewhat worried  
 Very worried

12. There are some specific issues about petroleum product (or oil and gas) shipping being discussed in Canada right now. Still setting aside, as much as possible, your views on issues such as fossil fuel emissions and pipelines and focusing specifically on *shipping* petroleum products by sea -- What is your overall view of each of the following:

[ROWS - RANDOMIZE]

Not allowing crude oil shipments along the north coast of BC

Not allowing ships to use heavy oil for fuel in Arctic waters

An increase in oil tanker traffic in the Bay of Fundy

An increase in oil tanker traffic around the south coast of BC

Shipping LNG (liquefied natural gas) in Canadian waters

Shipping oil through the Great Lakes and St. Lawrence Seaway

[COLUMNS]

Strongly oppose

Moderately oppose

Moderately support

Strongly support

13. Let's turn for a moment to the subject of oil spills from tanker ships. A major oil spill is defined by the International Tanker Owners Pollution Federation (ITOPF) as a spill of 700 tonnes or greater. What would be your own estimate of how many such major oil spills have happened in Canadian waters (including Canadian harbours, Great Lakes and St. Lawrence Seaway, coastline and territorial waters) during the past 10 years? Would you estimate:

None – no major oil spills in Canadian waters in the past 10 years

1 or 2 major oil spills

3 to 5

6 to 10

11 to 15

16 to 20

21 or more

### **Public confidence in key aspects of marine safety**

Now, let's turn our attention briefly to the safety rules and regulations governing marine shipping in Canadian waters.

14. Based on whatever you might have seen or heard about this and on your own general impressions, how much confidence do you have in the overall safety rules and regulations covering marine shipping in Canadian waters today? Would you say you are:

Very confident

Fairly confident

Not that confident

Not confident at all

Really can't say

15a. Do you think this area of marine shipping safety receives the appropriate amount of attention from government in terms of the safety policies and procedures in place?

Yes, appropriate amount

No, not enough attention

No, too much attention

Really can't say

15b. And do you think there is the appropriate amount of government attention in terms of the oversight and enforcement of the marine shipping safety policies?

Yes, appropriate amount

No, not enough attention

No, too much attention

Really can't say

### **Public confidence in key players**

16a. Based on whatever you have seen or heard or on your own general impressions, would you say each of the following are doing a good job or a bad job in terms of their contribution towards safe shipping in Canadian waters today?

[Keep this order]

The shipping industry

Canada's port and harbour authorities

Your provincial government ("provincial governments" on the prairies)

The federal government overall

Specific federal departments and agencies (such as, Transport Canada, Environment Canada, Department of Fisheries and Oceans and the Canadian Coast Guard)

The International Maritime Organization -- a specialized agency of the United Nations that regulates shipping

[COLUMNS]

Really can't say

Very bad job

Bad job

Good job

Very good job

16b. We want to ask about two specific policies that are in place – these are briefly described below. For each one, please indicate if you think having that in place increases or decreases shipping safety in Canadian waters or if it makes no difference in your view. (If you feel you really can't say, please select that response).

[Rows – Rotate]



Response organizations – There are four official response organizations in Canada, certified by Transport Canada. Ships in Canadian waters pre-arrange to have a Response Organization respond in the event of a spill.

Marine pilotage – Ships operating in certain Canadian waters are required to use a licensed marine pilot with local knowledge of the waterway to guide them into port.

[COLUMNS]

Really can't say

Decrease safety

No real impact

Increase safety

17a. Have you ever heard of the: World-Class Tanker Safety System?

Yes, have heard of it

Might have

No, have not heard of it

[FOR THOSE WHO HAVE HEARD OF IT OR MIGHT HAVE:]

b. How much confidence do you have in the World-Class Tanker Safety System? Are you:

Very confident

Fairly confident

Not that confident

Not confident at all

18. Have you ever heard of the: "Clear Seas Centre for Responsible Marine Shipping"?

Yes, have heard of it

Might have

No, have not heard of it

### **Socio-Demographic Info**

Region/Province/Sub-region

Community size

Gender

Age

Education

HH income

Ethnicity (including indigenous)