

Second of Two Part Series on the Gulf Oil Disaster

**BP Gulf Disaster—  
BP and Obama Performed Badly;  
Gulf Fisheries and Tourism, Oil and Gas Developers in  
Sensitive Areas, BP, and White House Will All Bear the Brunt**

**BDO Dunwoody Weekly CEO/Business Leader Poll  
By COMPAS in *Canadian Business*  
For Publication June 7, 2010**



**COMPAS Inc.  
Public Opinion and Customer Research  
June 7, 2010**

## 1.0 Overview

Lots of negative fallout will result from the BP Gulf spill according to CEOs and business leaders on the COMPAS business panel. The Gulf fisheries and tourism, oil and gas developers in sensitive areas of North America, BP itself, and the White House will all bear the brunt.

As for their performance during the crisis to date, both BP itself and the Obama White House earn failing grades for their performance.

These are the key findings from this past week's Internet survey of CEOs and business leaders on the COMPAS panel. The weekly business survey is undertaken for *Canadian Business* magazine under sponsorship of BDO Dunwoody LLP.

## 2.0 Details

Both BP and the White House earn failing grades—very poor grades—for their performance during the crisis to date, as shown in table 2a.

Many players will suffer as a result of the environmental disaster, as detailed in table 2b. Oil industry players in sensitive areas of North America will suffer, as will BP itself. Least likely to suffer are environmentalist opponents of inshore development, who might have been criticized for opposing inshore development given that it is less risky than development offshore.

Members of the COMPAS business panel provide their counsel to the White House following the tables, below.



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

*Table 2a: (Q1) As you know, the dilemma of the BP spill in the gulf is ongoing. On a 100 point performance scale, what score would you give to each of the following for their conduct in the period after the spill?*

	MEAN	DNK
BP	41	1
The White House	46	2

*Table 2b: (Q2) On a 7 point agreement scale where 1 means strongly disagree and 7, strongly agree, how much do you agree with each of the opinions RANDOMIZE*

	MEAN	7	6	5	4	3	2	1	DNK
The gulf fishery and tourism economies will suffer from oil spill impacts	6.5	63	27	5	4	0	0	1	0
Companies involved in exploration and production in sensitive areas of North America will suffer	6.1	41	37	17	1	3	1	1	0
BP profitability will suffer greatly	5.6	37	27	19	5	4	3	4	1
The Obama White House will suffer because of slow response to the crisis	5.2	18	24	28	18	7	4	1	0
Environmentalist opponents of inshore development will suffer because inshore development is inherently less risky than offshore development	4.6	10	24	22	24	5	6	7	3



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

The CEOs and business leaders on the COMPAS business panel provide the following advisory comment with respect to action by the U.S. government:

Plus de budget et de qualite et quantite de moyen pour intervenir sur le maree deja la et a venir boucher le trou semble impossible a court terme.

A more proactive approach in the development of potential solutions.

A simple hose/pipe should be dropped down over the leak. Oil is lighter than water and would flow up the hose aided by suction pumps in a ship. Eventually the base could be closed off from water and only oil would rise. Trying to pump against nature is futile, as has been proven.

Assist BP by finding those within and outside of the oil industry who can provide alternative methods/techniques of quelling the runaway flow of oil and cleanup.

Assume direct control of the project to stop the leak and the cleanup with all costs to be billed to BP.

Be more visible, let people see that they are doing everything possible to handle this problem. We know that surely they must be and are doing so, however, they are not being as visible about it as they might be.

BP's preparations for this predictable scenario have been shocking. They have been negligent in the engineering for this operation.

Call in the greatest experts on deep sea and salt water structures and explosive devices then get a plan on the table and implement it whatever the cost. It may take a small nuclear explosion to create enough deep seabed disruption to block this. BP has been too conservative, conserving costs.

Canadian Oil Sands are may not be "dirty oil" after all.



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

Criminal charges of manslaughter against BP executives. It may be the only language they understand.

Declare a state of emergency.

Do it yourself at all costs and assess BP for damages.

Do not close down offshore drilling and exploration, but develop much stricter policies & procedures governing offshore exploration along with significant fines for violations.

Don't do things that make you more of the owner of this mess than people believe you already are. It's BP's affair; let them deal with it unless they ask for help.

Don't let the military near it.

Don't play politics. Be sincere upfront and truthful.

Don't try to own the issue, because you will end up being responsible!

Ensure BP gets charged with all of the clean up and economic impact costs of their spill

Ensure response capabilities are in place for all drilling activities.

Ensure the appropriate departments stay involved in accordance with their mandates. Provide more timely communication by all that are involved, especially BP. Hold BP totally responsible for eliminating the problem in a permanent manner and holding BP responsible for all damages and cleanup. The president must ensure systems and regulations are in place to prohibit this type of accident from happening in the future.

Ensure the oil companies have a fail safe plan to shut off the underwater oil lines and have a back up if that fails.

Focus on cleanup and support of communities heavy on BP get a team (private industry) ready to take over from BP and displace BP as quickly as possible. They have tried enough



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

different techniques, have withheld info, and have lost credibility.

Force oil companies to have workable contingency plans ahead of time. If they fail to act, step in, do the work and send them the bill.

Get engaged.

Get proactive and manage BP.

Get the best hardest working and most experienced crew together and eliminate the ongoing flow from that well.

Go ahead Canute you stop it

Hang in there, sooner or later the "experts" will fix it. Don't stop drilling and then have no energy security.

Immediately frame and institute a comprehensive environmental safety policy that requires all oil companies to conclusively prove that in the event of a disaster, they can respond effectively. Such a policy must be OVER-engineered beyond any contingency. Costs for such a regimen must be borne by all stakeholders -oil companies, governments and users of any petroleum products. Off-shore oil must be recognized as more expensive to obtain. This is the reality, and avoiding it is pointless.

Invest more in bio fuels, ethanol and bio diesel from corn and biomass.

It's a no-win situation...sorry.

It's time to step up and get involved in a big way.

Just keep doing what you are doing. You can't create miracles.

Keep communicating, work with affected people and communities and put together a relief initiative. Hold BP accountable but do not punish the good performing organizations.



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

Keep the pressure on BP.

Legislate reduced offshore drilling

Listen to technical expertise. Get stricter rules follow up measures in place to control the activity. More action and less talk.

Look on a map and find Louisiana! If this spill was in a body of water nearer the centre of the earth, action would have been more determined.

Make clear what they are doing. It appears to be nothing.

Make this a top priority. Response was very slow. Get BP to have army of people working on this and get the best minds from all oil companies and industry involved to solve the problem.

Mandate participation between BP & the best outside consultants available & show participation.

More resources to help

None...BP has to do the repairs ....what do you think the the President can do go there and fix it himself. Make sure they all have Shut off valves in place.

Pass laws that require off-shore drilling to be done in a safer manner, with back-up plans for disasters such as this.

Place greater pressure on BP to add resources and spend money on faster approach to stopping the leak and cleanup.

Plans to address this or any type of spill should pre-exist the event. This way if any disaster strikes the plan can be immediately implemented. No possible plan? No drilling.

Prendre des actions plus drastique , nationalisez tout les avoir de BP aux USA jusqu'a ce que le nettoyage soit complet dans 20 ans. Modifier leur politique energetique pour en eliminer le petrole, le gouvernement Americain doit ordonner une inspection complete et detaille de toutes les plateforme de forage existant au lage de ces cotes et de



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

toutes celles qui sont loin de ces cotes mais sous sa jurisdiction, ils doivent forcer l'installation immediate de valve de securite, toutes les plateformes de forages doivent avoir en permanence et avant qu'il n'y ait un probleme un deuxieme tuyau de forage alternatif permettant de contenir un echappement , ou d'enlever la pression en cas de probleme.

Prepare an appropriate "response" and work to avoid "reacting".

Prepare the President with information so that he does not look like he is ill informed. Secondly, stop telling everybody that you are dealing with this. Third, nobody is interested in scapegoats. Clean the mess up. Not like the Katrina fiasco.

Pull out the wallet and start cleaning it up. There are 2 issues, containment and repair. Repair is the biggest issue right now and seems to be getting 95% of focus but need more CLEANUP to happen as well.

Push faster containment and clean up activities, be seen to be active.

Really take control BUT lock down BP's liability for the whole mess!

Should be prepared to take action sooner when crises arise.

Should ensure every well has a proper safety plan in place and proper failsafe backups.

Stop blaming the Energy industry for shortcomings in government policy and concentrate on finding constructive regulatory responses so that energy can be sourced more safely in the future. The president's rhetoric may make BP look bad but he is limiting his future options for secure supply in the future with his calculated outrage!

Stop playing politics with this. Better enforcement of regulations.



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

Stop taking payoffs from oil companies so they can be made properly accountable. In the end the people will pay for this. Corruption at the top is one of the main reasons that safeguards are not in place. Start putting the safety of the country first the rest will follow.

Stop talking and start doing something!!!

Take a positive and active leadership position and communicate clearly, honestly and effectively with American people.

Take a tough stand with BP and support more oil sands development.

Take charge of the process out of the hands of BP and then review each well in deep water to see if this could happen again.

Take charge of the situation. The results of this man-made accident impact the environment in the same way as that of a natural disaster. The government and military should take control of the tragic situation.

Take complete control of the attempts to find a solution and hold BP wholly responsible for all costs required to clean up the mess and losses to industry.

Take control of the situation and bill BP accordingly.

Take it over from BP.

Take over the direction of the clean up.

The American bureaucracy moves at a glacial pace & one might have hoped that somewhere in the morass there would be some information that could prove of assistance. It appears that the Obama White House is no more successful in getting it moving than was the Bush administration in the Katrina situation. Advice would be to clean up the bureaucracy and develop responses to probable emergencies.



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

The technology needed to solve this may be available elsewhere outside of BP. A meeting of experts needs to be convened, perhaps the feds should take over and spend whatever it takes to cap this well. Then we can worry about the costs.

There is no other crisis foreign or domestic that is as significant as this issue. EVERY available resource should be focused on a solution.

This is going to affect every energy project approval - even shale gas will face pressure for increased regulation due to the public and media reaction - my advice would be to work hard to keep the tendency to excess over-regulation to the minimum.

Use the supertankers to suck up the oil and stop sitting on your thumbs

What should have been done was to recognize the seriousness day 1 and have the government throw every resource it has at its disposal to contain the problem. Surely this type of breach has been anticipated prior to allowing any company starts drilling. If no solution was available, then no permit should have been supplied.

White House is in a tough spot - there is not much they can do to "fix" the leak. Avoid knee-jerk reactions.

Work with oil companies to both prevent future leaks but also help with options like offshore drilling to get less dependent on foreign oil.

You not only need to take strong action you must be seen taking this action, photo ops are nice but reserve them for less serious occasions.

The following verbatims provide an additional sense of panel opinion:



*BP Oil Spill Part II*

*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication June 7, 2010*

---

BP will not suffer financially in long-term. However, I am wondering who will foot the ultimate bill for losses and suffers that yet to come for decades? Poor taxpayers again?!

BP's behavior had been quite good AFTER the spill. But their precautions were inadequate. For instance: Was the blowout preventer tested regularly? How can both electrical circuits fail?

C'est la pire tragedie ecologique de tout les temps et la vie continue. Nos enfants et nos petits enfants vont souffrir de cette catastrophe.

I don't believe the Obama administration can save the day now, technically or optically. However, they should have the best minds devise the optimum solution and implement it, independent of BP. Even if successful it will still be his Katrina, but the American public will cheer him on and eventually forgive him. If he does nothing actively to implement a technical solution he will be a one term president. Whatever the cost it will be a mere blip on their already bloated deficit and national debt.

I hope Canada is watching and learning when it comes to developing our off shore oil.

It is a sad fact that this type of disaster is only going to become more frequent and more serious unless the world can find a way to end its dependence on oil. Our scientists should be working on this as a top priority.

This situation simply proves again that our fallibility is directly proportional to our arrogant belief that we know-it-all. Unfortunately, wildlife and our environment often pay the price.

Your question asked about BP's performance after the spill. If asked about their performance BEFORE the spill the



answer would be much different - evidence is mounting  
problems were recognized but ignored.

### **3.0 Methodology**

The COMPAS web-survey of CEOs and leaders of small, medium, and large corporations was conducted May 31 - June 1, 2010. Respondents constitute an essentially hand-picked panel with a higher numerical representation of small and medium-sized firms.

Because of the small population of CEOs and business leaders from which the sample was drawn, the study can be considered more accurate than comparably sized general public studies. In studies of the general public, surveys of n=116 are deemed accurate to within approximate 9.1 percentage points 19 times out of 20. The principal and investigator on this study is Conrad Winn, Ph.D.

