

Understanding NIMBY 2011

Public Opinion Lessons for Siting Locally Unwanted Land Uses



Methodology

- This release includes the results from two online surveys. The total sample included n=1,009 in the US and n=2,762 in Canada.
- Using the latest available Statistics Canada and US Department of Statistics Census data, the results of both studies have been weighted according to age, gender and region to ensure a sample representative of the entire adult population of each country. Discrepancies in or between totals are due to rounding.
- Canadian data was collected between September 22 and October 15, 2011, through INNOVATIVE's proprietary research panel, Canada 20/20. An unweighted probability sample of 2,762 would have an estimated margin of error of ± 1.9 percentage points, 19 times out of 20.
- US data was collected from members of the Springboard America panel between September 26 and 29, 2011. An unweighted probability sample of 1,009 would have an estimated margin of error of ± 3.1 percentage points, 19 times out of 20.



List of Projects Included in Survey

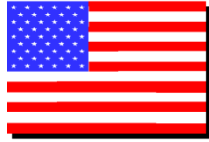
- Wind farms placed on pillars in the ocean in coastal water or large lakes
- Wind farms located on land
- Hydro power from dams that create large reservoirs
- Run of River Hydro power that re-direct part of the flow of a stream or river at one point and returns it further downstream
- Electricity generating plants fuelled by municipal waste
- Landfills
- Electricity generating plants fuelled by natural gas
- Electricity generating plants fuelled by nuclear power
- Liquefied Natural Gas Storage facilities
- High voltage electricity transmission lines
- New or expanded highways and bridges
- Natural gas storage facilities
- Oil pipelines
- Natural gas pipelines
- Drilling for shale gas



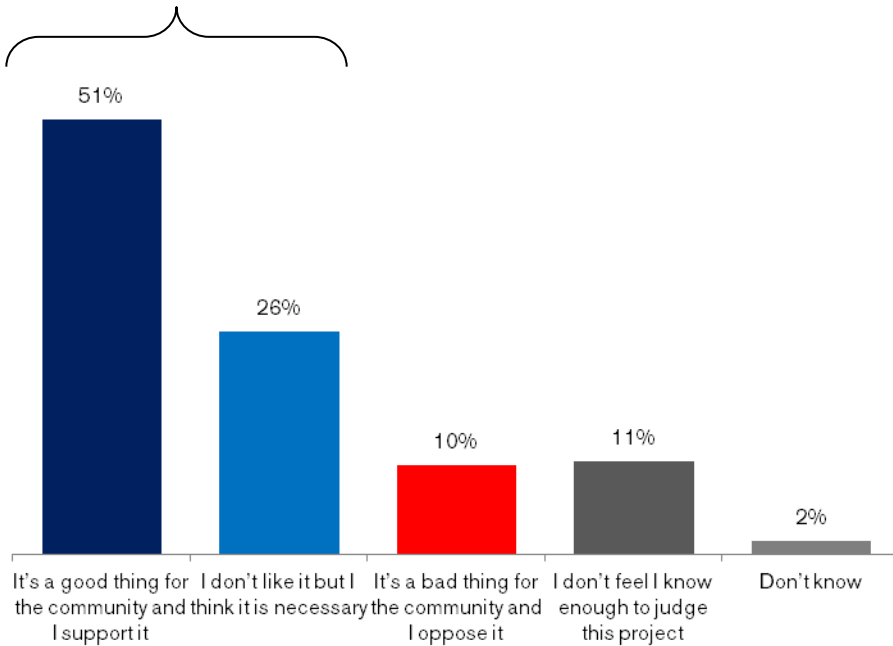
Most actual projects in both Canada and the US receive permission from the local community

Q

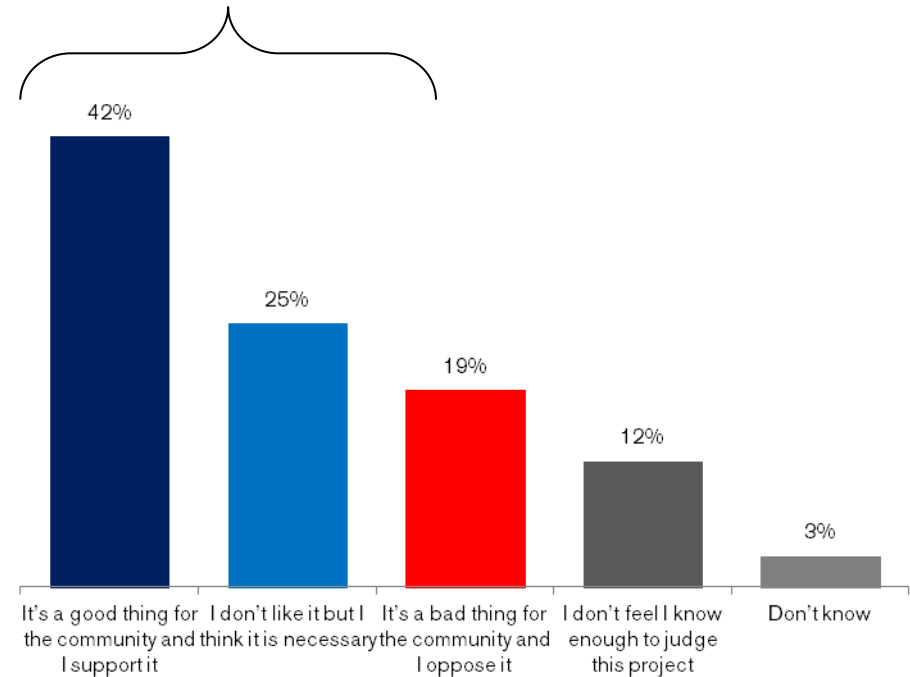
Which of the following best represents your view of that project [Nearest project to your home]?



77% Permission




67% Permission



Most actual projects in both Canada and the US receive permission from the local community

Q

Which of the following best represents your view of that project?


	BC n=251	AB n=178	Prairies n=105	ON n=660	QC n=445	Atlantic n=156	Total n=1,795
It's a good thing for the community and I support it.	45%	43%	52%	48%	34%	33%	42%
I don't like it but I think it's necessary.	23%	25%	27%	23%	29%	24%	25%
Permission (includes 'good for community' and 'necessary')	68%	68%	79%	71%	63%	56%	67%
It's a bad thing for the community and I oppose it.	17%	10%	8%	19%	19%	22%	19%
I don't feel I know enough to judge this project.	14%	16%	10%	10%	14%	18%	12%



Most actual projects in both Canada and the US receive permission from the local community

Q

Which of the following best represents your view of that project?

		Northeast n=82	Midwest n=122	South n=183	West n=142	Total n=529
	It's a good thing for the community and I support it.	52%	50%	52%	48%	51%
	I don't like it but I think it's necessary.	16%	25%	27%	33%	26%
	Permission (includes 'good for community' and 'necessary')	68%	75%	80%	81%	77%
	It's a bad thing for the community and I oppose it.	15%	8%	9%	12%	10%
	I don't feel I know enough to judge this project.	16%	14%	9%	7%	11%



Electricity projects do not differ significantly on permission from all projects



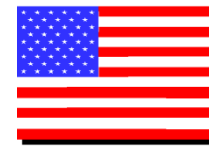
Q

Which of the following best represents your view of that project?

		BC n=251	AB n=178	Prairies n=105	ON n=660	QC n=445	Atlantic n=156	Total n=1,795
Electricity	It's a good thing for the community and I support it.	38%	37%	52%	46%	29%	46%	41%
	I don't like it but I think it's necessary.	27%	30%	21%	19%	36%	22%	24%
	It's a bad thing for the community and I oppose it.	17%	12%	8%	21%	10%	2%	16%
	I don't feel I know enough to judge this project.	18%	18%	17%	13%	15%	20%	15%
Other projects	It's a good thing for the community and I support it.	53%	49%	53%	50%	38%	26%	44%
	I don't like it but I think it's necessary.	19%	20%	32%	29%	25%	25%	25%
	It's a bad thing for the community and I oppose it.	18%	8%	7%	15%	24%	32%	19%
	I don't feel I know enough to judge this project.	10%	14%	5%	6%	13%	17%	11%



Electricity projects do not differ significantly on permission from all projects



Q

Which of the following best represents your view of that project?

		Northeast n=82	Midwest n=122	South n=183	West n=142	Total n=529
Electricity	It's a good thing for the community and I support it.	63%	45%	46%	58%	52%
	I don't like it but I think it's necessary.	12%	28%	31%	28%	26%
	It's a bad thing for the community and I oppose it.	15%	9%	12%	7%	10%
	I don't feel I know enough to judge this project.	10%	17%	8%	7%	10%
Other projects	It's a good thing for the community and I support it.	42%	55%	56%	41%	50%
	I don't like it but I think it's necessary.	20%	23%	25%	37%	27%
	It's a bad thing for the community and I oppose it.	15%	8%	7%	15%	10%
	I don't feel I know enough to judge this project.	22%	11%	10%	7%	11%





Research-based strategic advice.

Public Affairs • Corporate Communications • Fundraising

All intellectual property rights, including without limitation all copyright and know-how in the research techniques, research specifications or any information or material provided in this document, shall remain the property of, and are confidential to Innovative Research Group Inc. As such, any information contained herein may not be reproduced or translated, stored in a retrieval system, or transmitted in any form, or by any means, electronic, mechanical, photocopying or otherwise to third parties without the prior written permission of Innovative Research Group Inc.

For more information, please contact:

Greg Lyle
Managing Director
Innovative Research Group Inc.
56 The Esplanade, Suite 310
Toronto ON | M5E 1A7

(t) 416-642-6429
(f) 416-640-5988
(e) glyle@innovativeresearch.ca
www.innovativeresearch.ca