

Innovative Research Group, Inc.

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Toronto :: Vancouver



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# Trends in NIMBYism and Reaction to NIMBYs

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*Prepared for:  
The Globe and Mail*

# Introduction – Support/Oppose Scales

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from October 28<sup>th</sup> to November 13<sup>th</sup> 2013.
- This online survey of **n=2,251** adult Canadians was conducted on INNOVATIVE's Canada 20/20 national research panel. The final weighted national sample was **n=1,500**.
- This survey is a tracking survey of how Canadians feel about major infrastructure projects, particularly energy infrastructure. The results from this year have been compared to 5 previous surveys going back to 2007.
- The key focus of this survey is to understand NIMBY. To do that we have created three indices:
  - A provincial support index which combines support or opposition to 14 different infrastructure projects within the respondents' province.
  - A community support index which combines support or opposition to 14 different infrastructure projects within the respondents' community.
    - For these first two indices, respondents were coded as +2 for strongly support, +1 for every somewhat support, 0 for neither or don't know, -1 for every "somewhat oppose" and -2 for every "strongly oppose" .
    - Strong supporters had a score of 6 or higher. Strong opponents had a score of -6 or lower

# Introduction – NIMBY

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- The key focus of this survey is to understand NIMBY.
- To do that we created A NIMBY index which subtracts provincial support for a project type from community support for a project type and then adds up the differences. The higher the score, the more likely that someone supports projects generally but NOT in their community – in other words a NIMBY.
  - For the Nimby scale, for each respondent's score for each project type, the 2 to -2 values for local support was subtracted from general support to give a respondent's "Nimby" tendency in each project, and then the totals were added up to give an overall Nimby score.
    - Less than -2 was a "Local Developer".
    - -2 to +2 was "Consistent".
    - 3 to 8 was a "Soft Nimby".
    - 8 or more was a "Strong Nimby"
- We also asked respondents if they have a favourable or unfavourable image of people who oppose local infrastructure projects, also known as NIMBYs.

# Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from October 28<sup>th</sup> to November 13<sup>th</sup> 2013.
- This online survey of **n=2,251** adult Canadians was conducted on INNOVATIVE's Canada 20/20 national research panel. There were oversamples in BC, Alberta, Ontario and Quebec. After weighting those regions down, the final weighted national sample was **n=1,500**.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population, according to Census data, to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.
- The Market Research and Intelligence Associations notes that since online samples can not be drawn using a random sample, margin of error should not be calculated for online surveys.
- That said, this is a representative panel and it has provided election polls within the margin of error for each of the past four federal elections.

**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

# Sample Breakdown by Region

	Unweighted Total	Weighted Total
<b>BC</b>	<b>475</b>	<b>199</b>
Vancouver Island	145	35
Lower Mainland	242	119
Interior and North	86	45
<b>Alberta</b>	<b>231</b>	<b>158</b>
Calgary	94	48
Edmonton	61	42
Rest of Alberta	74	68
<b>Saskatchewan</b>	<b>47</b>	<b>45</b>
<b>Manitoba</b>	<b>63</b>	<b>59</b>
<b>Ontario</b>	<b>846</b>	<b>570</b>
North/East	269	156
South/West	204	149
GTA	183	141
Toronto	190	124
<b>Quebec</b>	<b>470</b>	<b>359</b>
Montreal	116	87
Rest of Quebec	354	272
<b>Atlantic</b>	<b>119</b>	<b>106</b>

# Key Findings

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Most people support most of types of infrastructure in a general way.

- 59% support more projects than they oppose while just 15% oppose more than they support.
- Support trended down through 2011 but has improved over the past two years.
- Prairie and Alberta respondents are generally most supportive while Vancouver Island, Quebec outside of Montreal, North/East Ontario and Toronto are the lowest.

Local support is significantly lower than general support.

- 45% support more projects than they oppose locally with 27% opposing more than they support.
- Again, support trended down through 2011 but has improved over the past two years.
- Support is higher among Prairie and Alberta residents but the Atlantic and BC Interior are also better than most.

While just over four-in-ten respondents are actually NIMBYism, - supporting projects in your province but not your community – most people are only occasional NIMBYs.

- Some degree of NIMBYism was as high as 50% in the first few years of this survey but in now at 42%.
- Just 10% fall into the Hard NIMBY category.
- NIMBY can happen anywhere, regardless of initial support with strongly supportive areas such as Alberta outside the major cities showing as much or more NIMBYism as more middle of the road areas such as the Lower Mainland or very low areas on general support such as Toronto.

Despite the fact that many people show some NIMBY, NIMBY's have a poor image.

- 36% have a negative view of NIMBYs while just 21% have a positive view. Many (43%) are uncertain.
- The only place in Canada that likes NIMBY's is the BC North and Interior.
- NIMBYs are also viewed positively in Quebec, South West Ontario and, Alberta outside of the major cities.

# Provincial Support Index

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# Provincial support question

Generally speaking, would your initial reaction be to support or oppose a proposal to build each of the following projects in your province? [RANDOMIZE LIST]

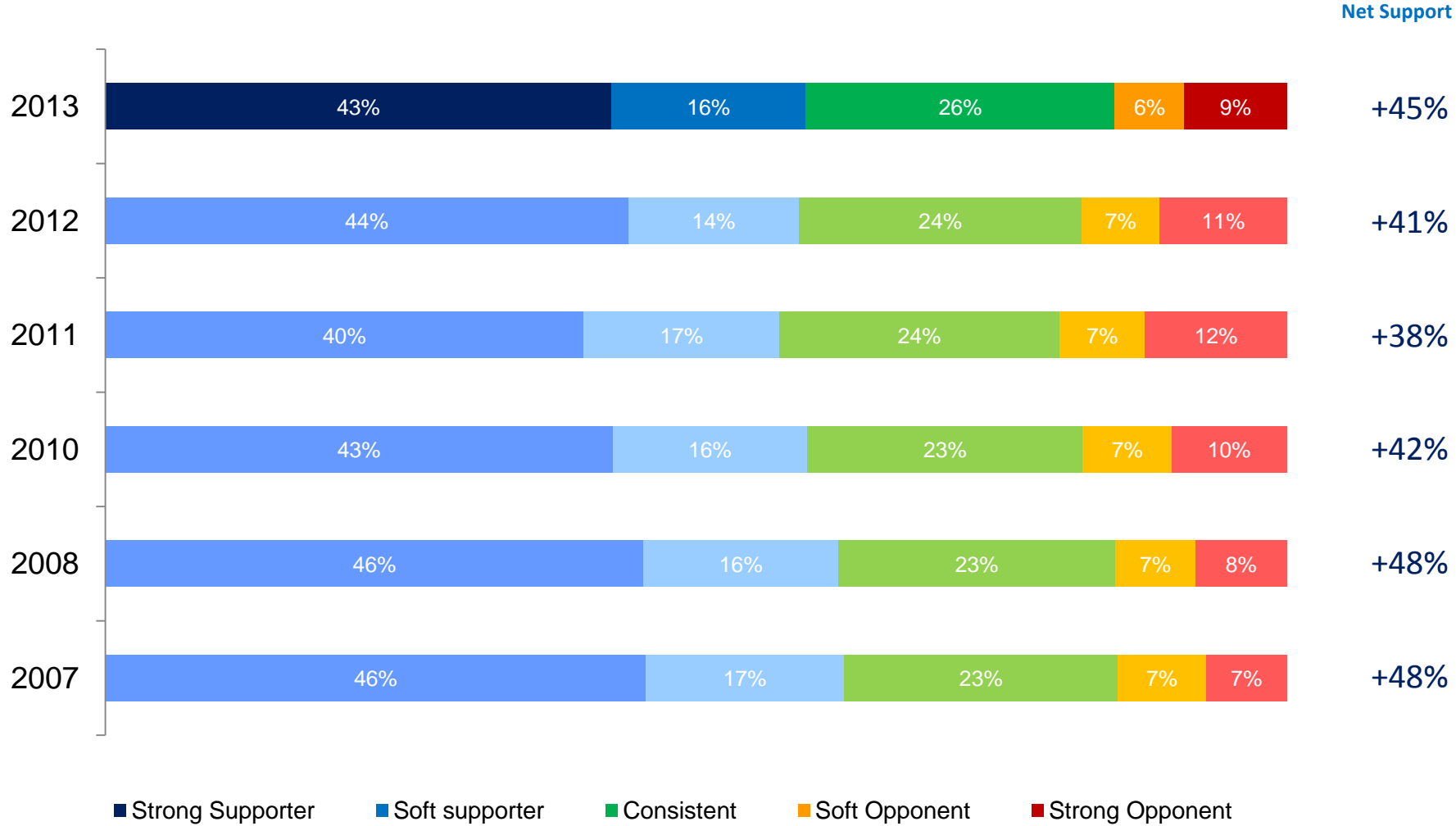
Strongly support	1
Somewhat support	2
Neither support nor oppose	3
Somewhat oppose	4
Strongly oppose	5
Don't know	8

- NIMB7J. Wind farms placed on pillars in the ocean in coastal water or large lakes
- NIMB7K. Wind farms located on land
- NIMB7L. Hydro power from dams that create large reservoirs
- NIMB7M. 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
- NIMB7P. Electricity generating plants fuelled by municipal waste
- NIMB7A. Landfills [NIMB7a.]
- NIMB7R. Electricity generating plants fuelled by natural gas
- NIMB7S. Electricity generating plants fuelled by nuclear power
- NIMB7T. Liquefied Natural Gas Storage facilities
- NIMB7G. High voltage electricity transmission lines [NIMB7g].
- NIMB7H. New or expanded highways and bridges [NIMB7h].
- NIMB7I. Natural gas storage facilities [NIMB7i].
- NIMB7U. Oil pipelines
- NIMB7V. Natural gas pipelines



# Almost 6-in-10 generally support projects, less than 1-in-10<sup>9</sup> are strong opponents; support increasing over last 2 years

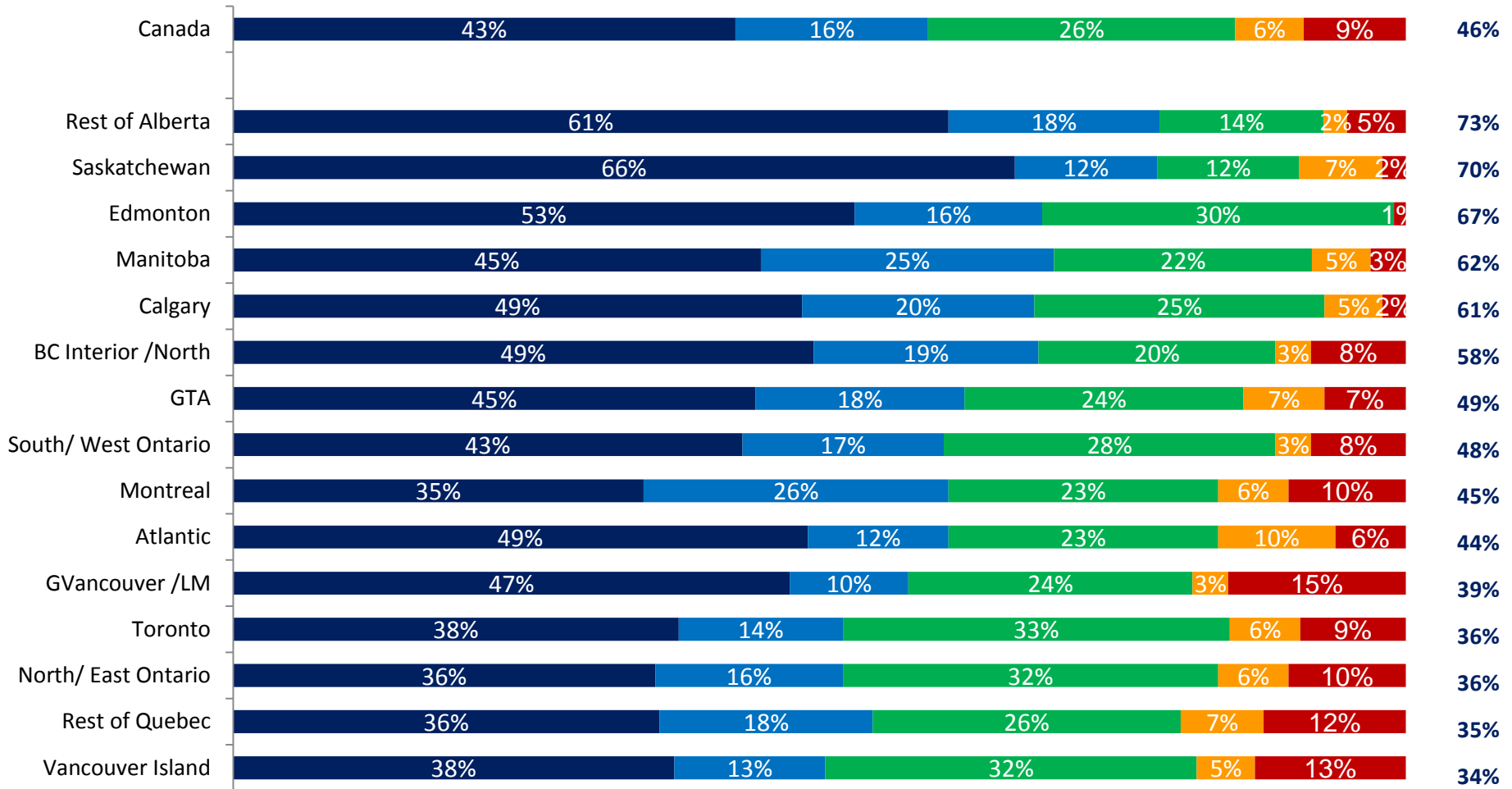
General Support for Projects Index



# Tendency to support projects in province by sub-region

Aggregate support for projects “in your province”

Net Support



■ Strong Supporter

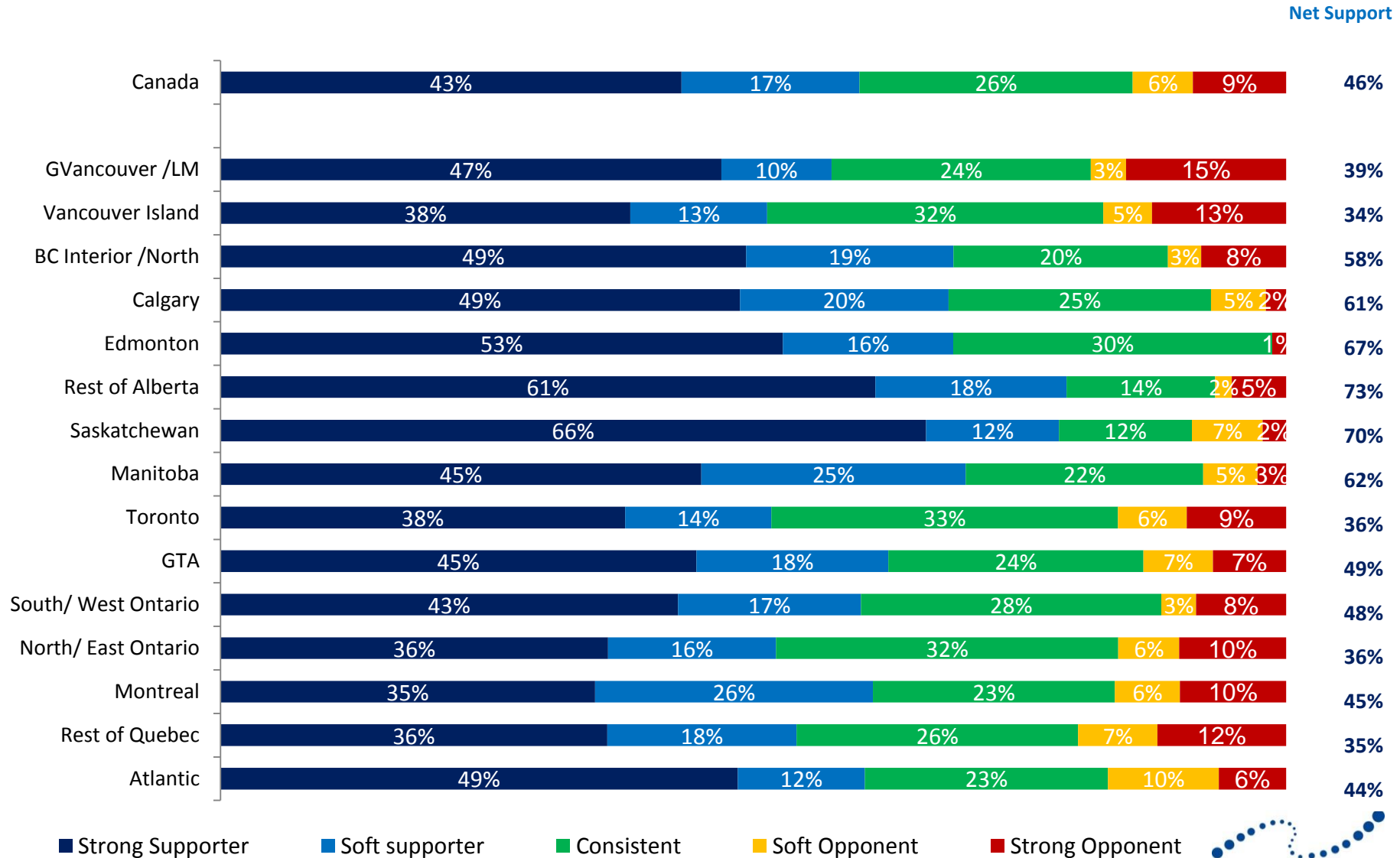
■ Soft supporter

■ Consistent

■ Soft Opponent

■ Strong Opponent

# Tendency to support projects in province by sub-region



# Community Support Index

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# Community support question

Would you support or oppose a proposal to build each of the following near your community? NIMB7. [RANDOMIZE LIST]

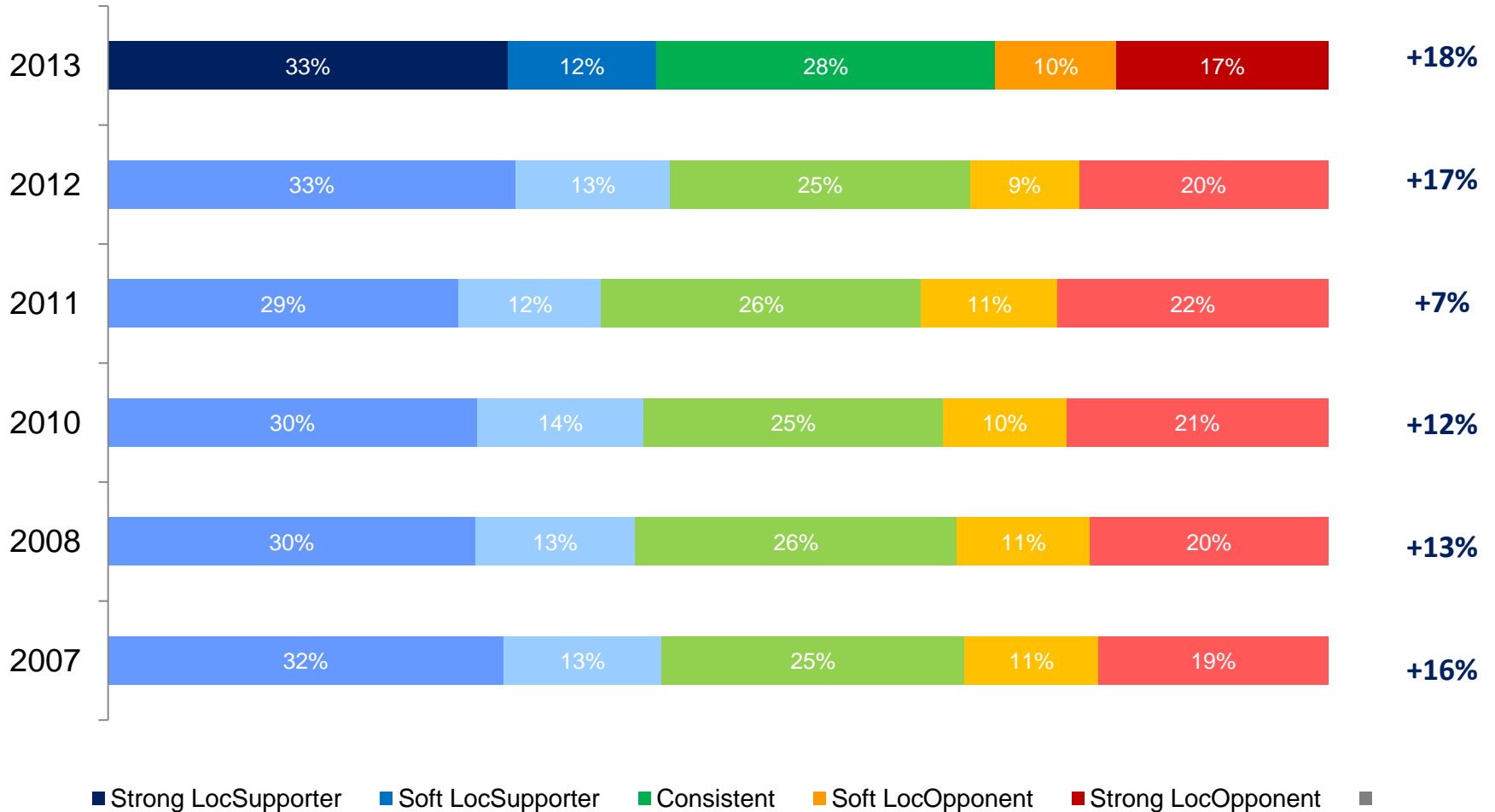
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- NIMB7J. Wind farms placed on pillars in the ocean in coastal water or large lakes
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- NIMB7A. Landfills [NIMB7a.]
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- NIMB7S. Electricity generating plants fuelled by nuclear power
- NIMB7T. Liquefied Natural Gas Storage facilities
- NIMB7G. High voltage electricity transmission lines [NIMB7g].
- NIMB7H. New or expanded highways and bridges [NIMB7h].
- NIMB7I. Natural gas storage facilities [NIMB7i].
- NIMB7U. Oil pipelines
- NIMB7V. Natural gas pipelines

# Locally, just under than half (45%) support projects; opposition peaked in 2011, now at 27%

## Local Support for Projects Index

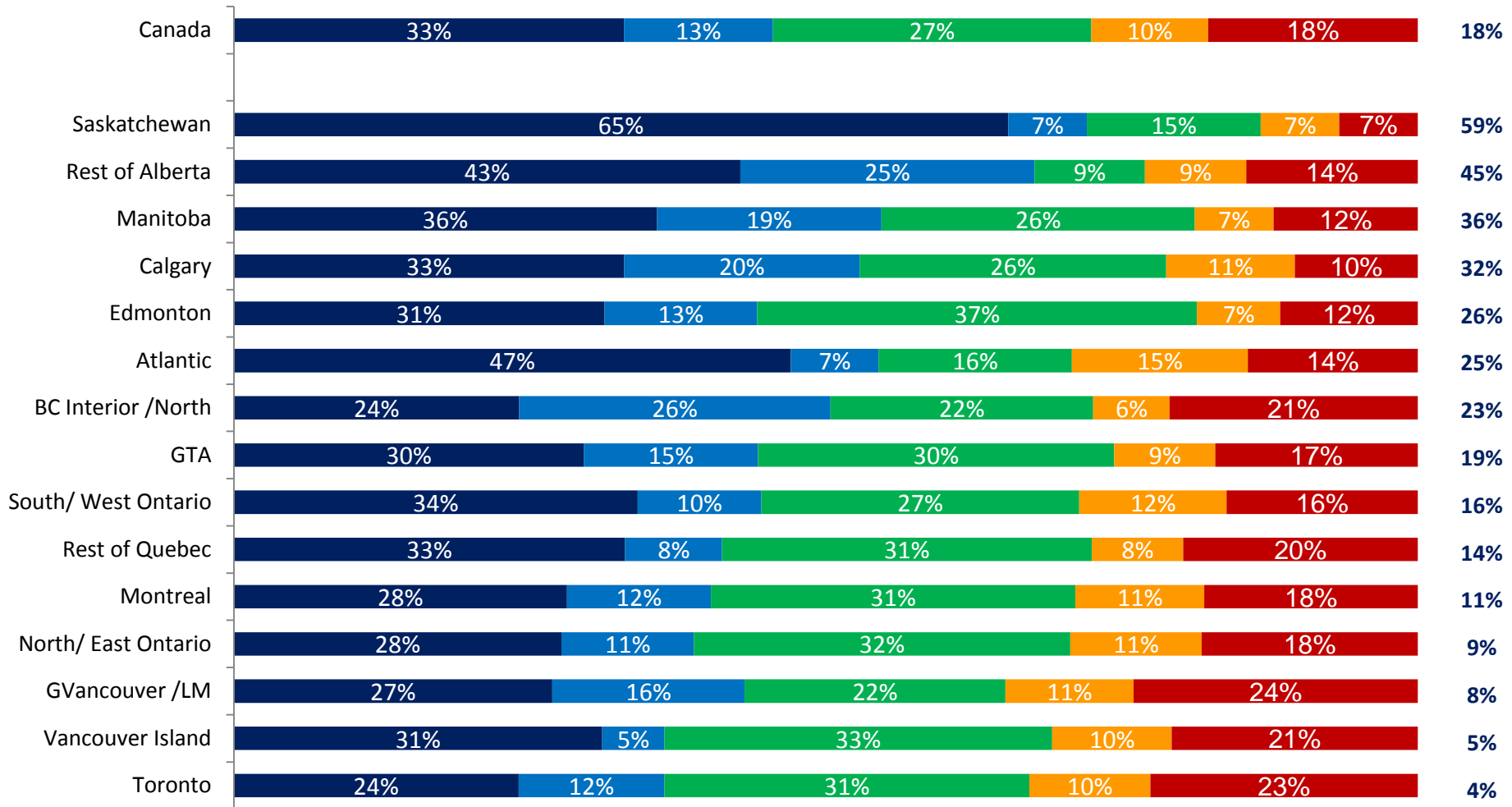
Net Local Support



# Tendency to support local projects by sub-region

Aggregate support for projects “in your community”

Net Local Support

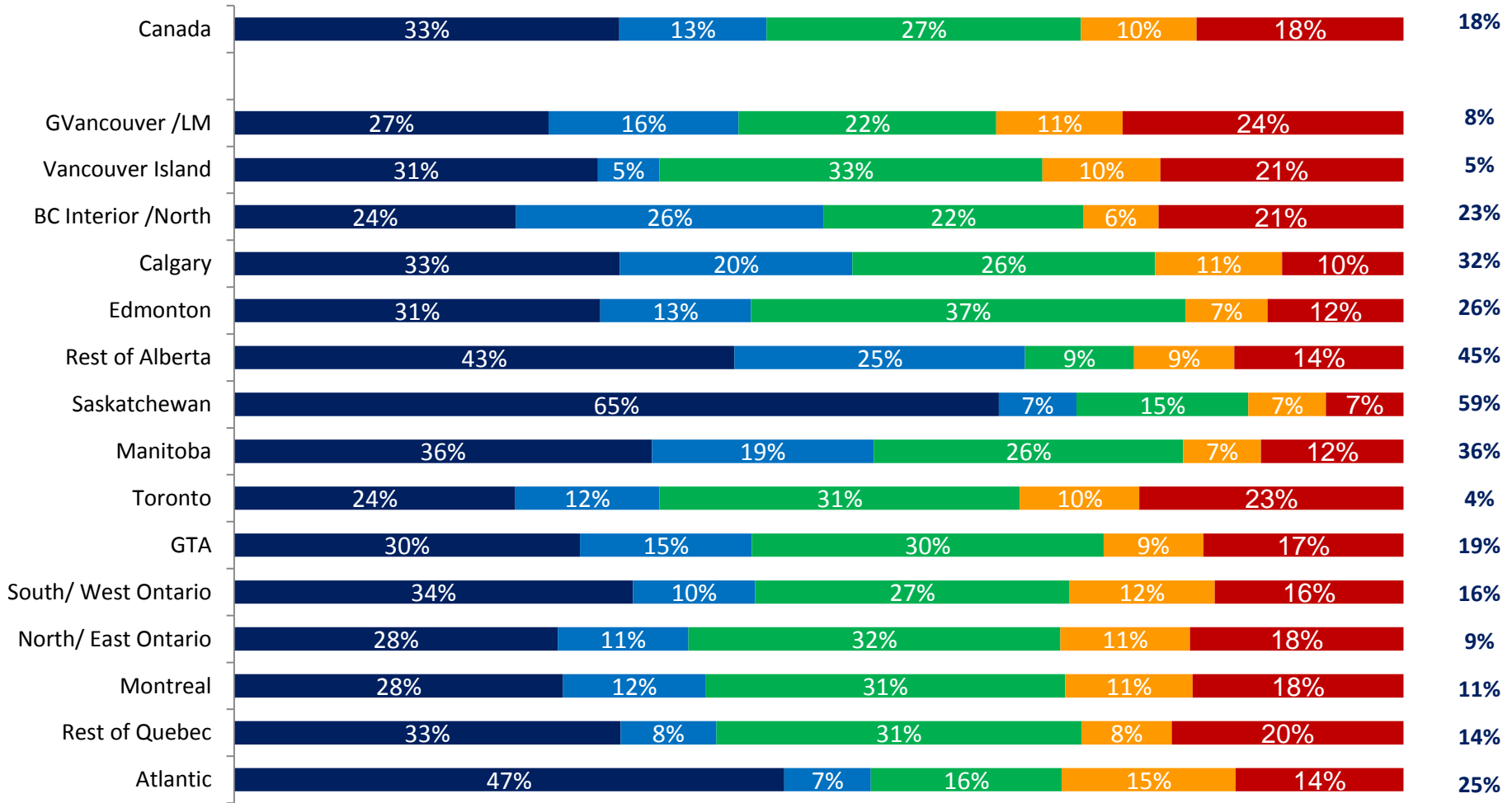


■ Strong LocSupporter  
 ■ Soft LocSupporter  
 ■ Consistent  
 ■ Soft LocOpponent  
 ■ Strong LocOpponent

# Tendency to support local projects by sub-region

Aggregate support for projects “in your community”

Net Local Support



■ Strong Local Supporter
 ■ Soft Local Supporter
 ■ Consistent
 ■ Soft Local Opponent
 ■ Strong Local Opponent



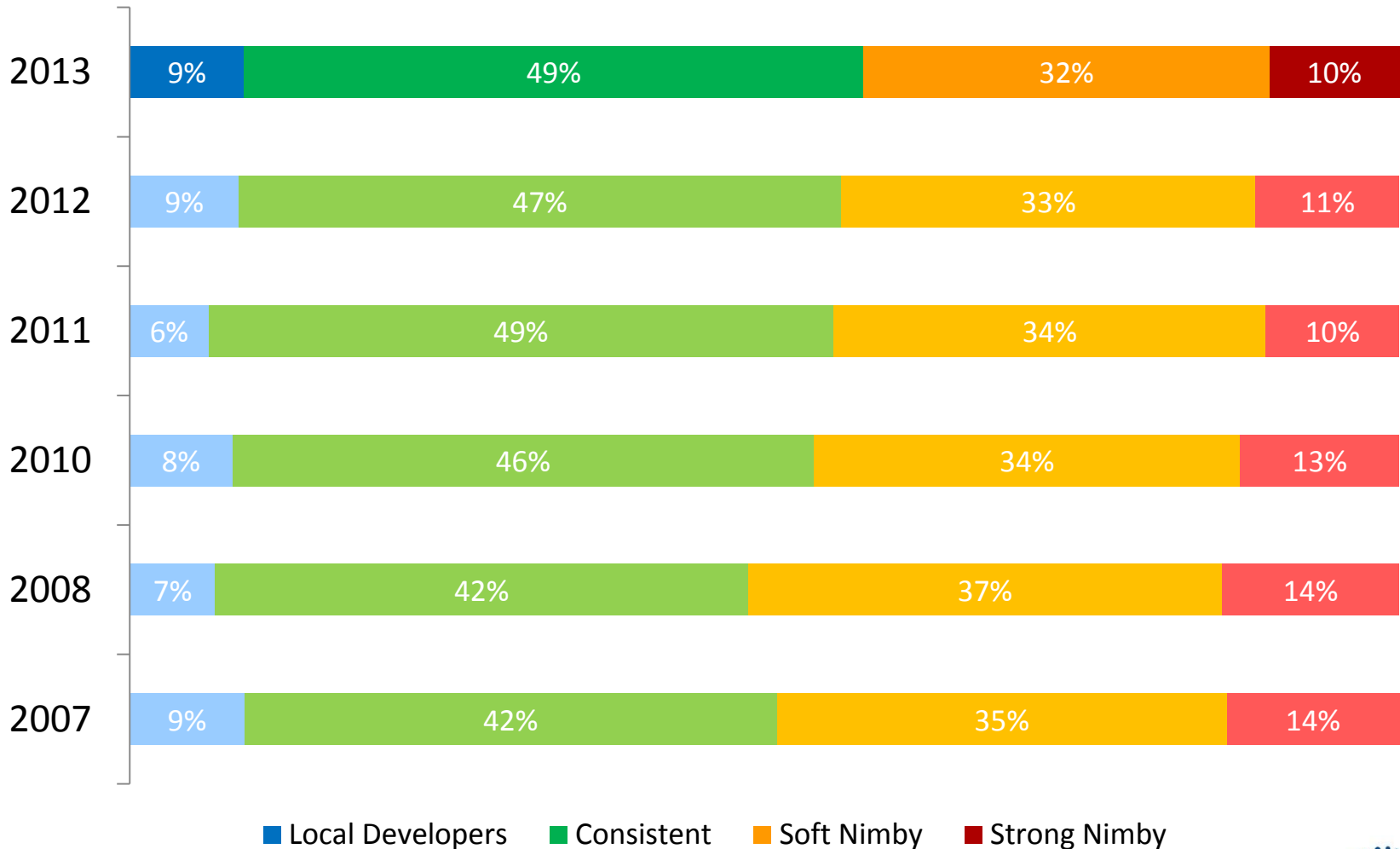
# NIMBY Index

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We subtract community support from provincial support for each project. The higher the score, the more likely the respondents is to be NIMBY – someone who supports something in general but not in their backyard.

# Gradual increase in consistency and decrease in NIMBYism<sup>18</sup> over last 6 years

Change in support or opposition in General vs. Local projects



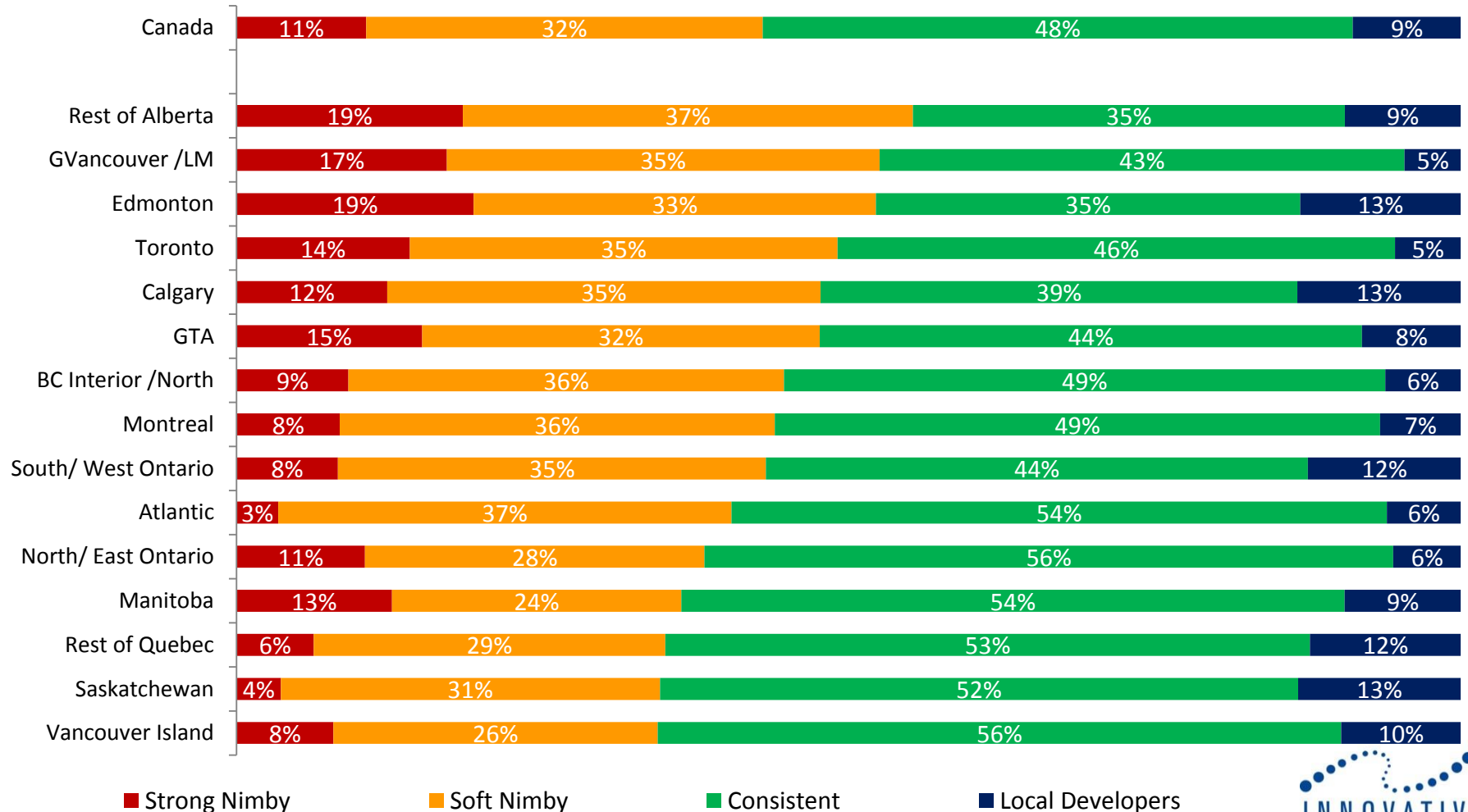
# NIMBY Index by sub-region

Difference between support for projects in general vs. projects in your community.

“Local Developers” support projects in their community more than projects in their province.

“Consistent” support local projects at about the same level as projects in General .

“Nimby” are more opposed to projects when they are in their community.



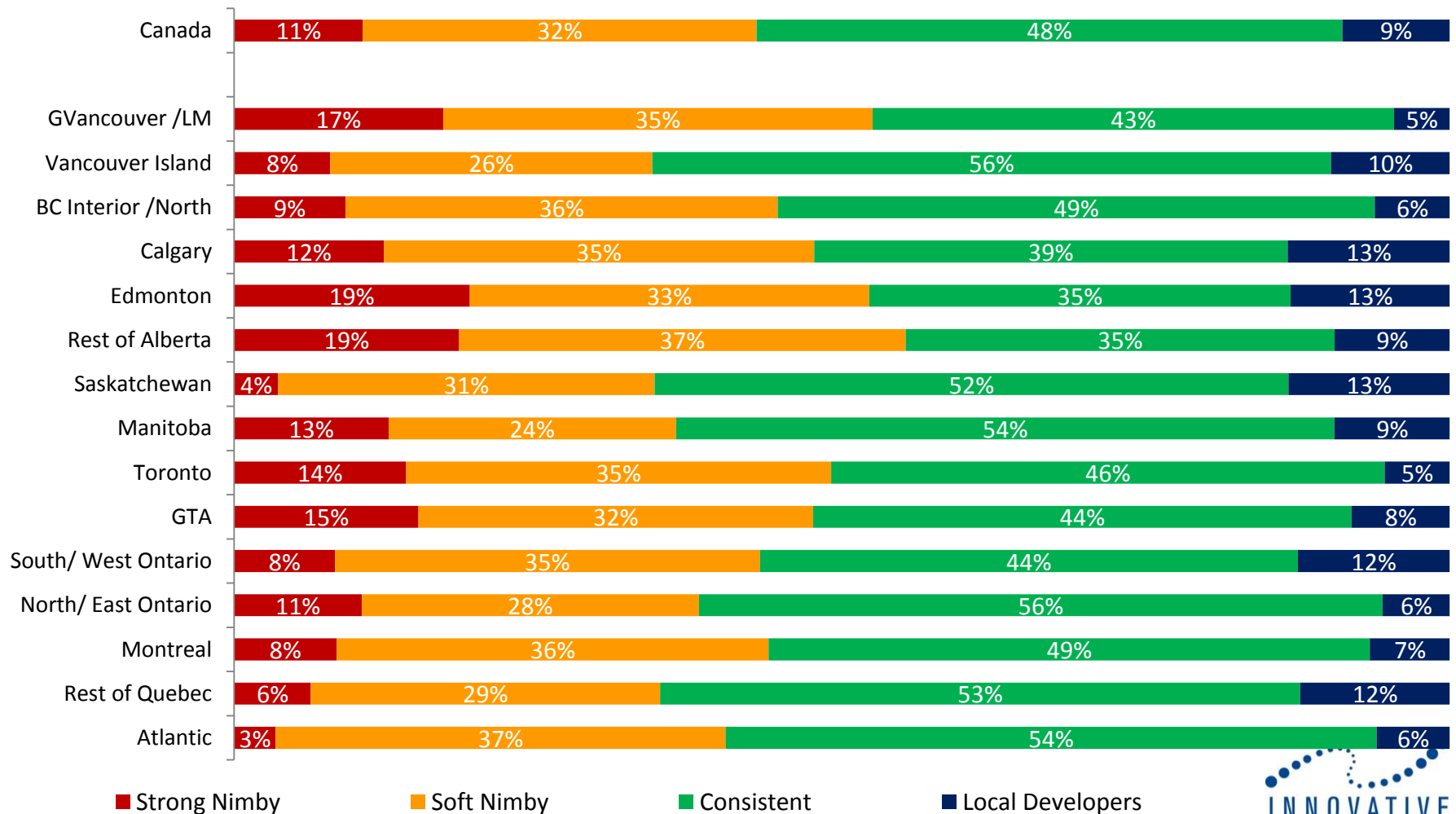
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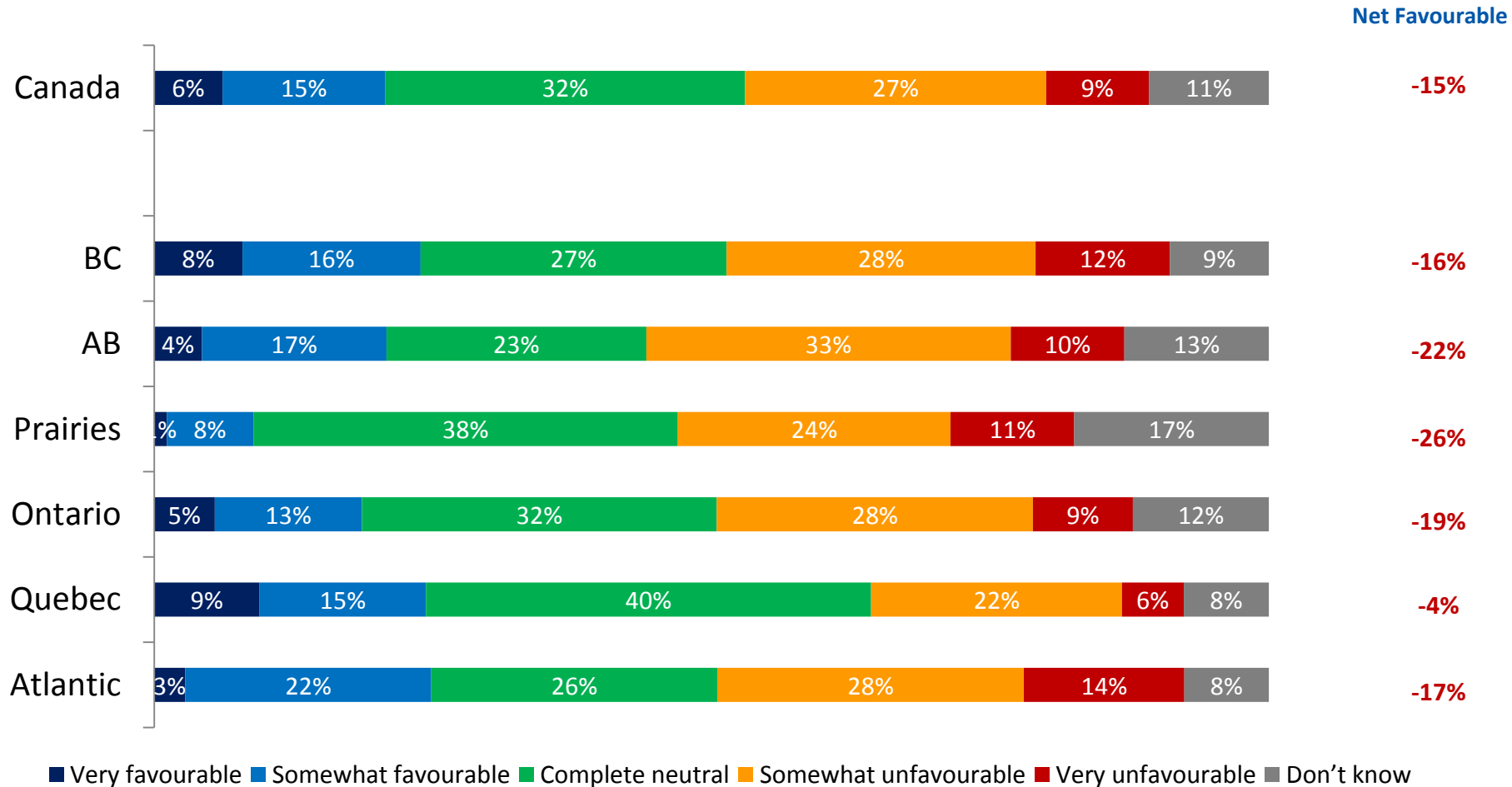
# NIMBY Brand

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# “NIMBY” label a strong negative across Canada, particularly in Prairies, but less so in Quebec



Some times when people oppose local infrastructure projects they are called NIMBYs which is short for Not In My Back Yards. When you think of some local people opposing an infrastructure project in their community, what is your general feeling about them?

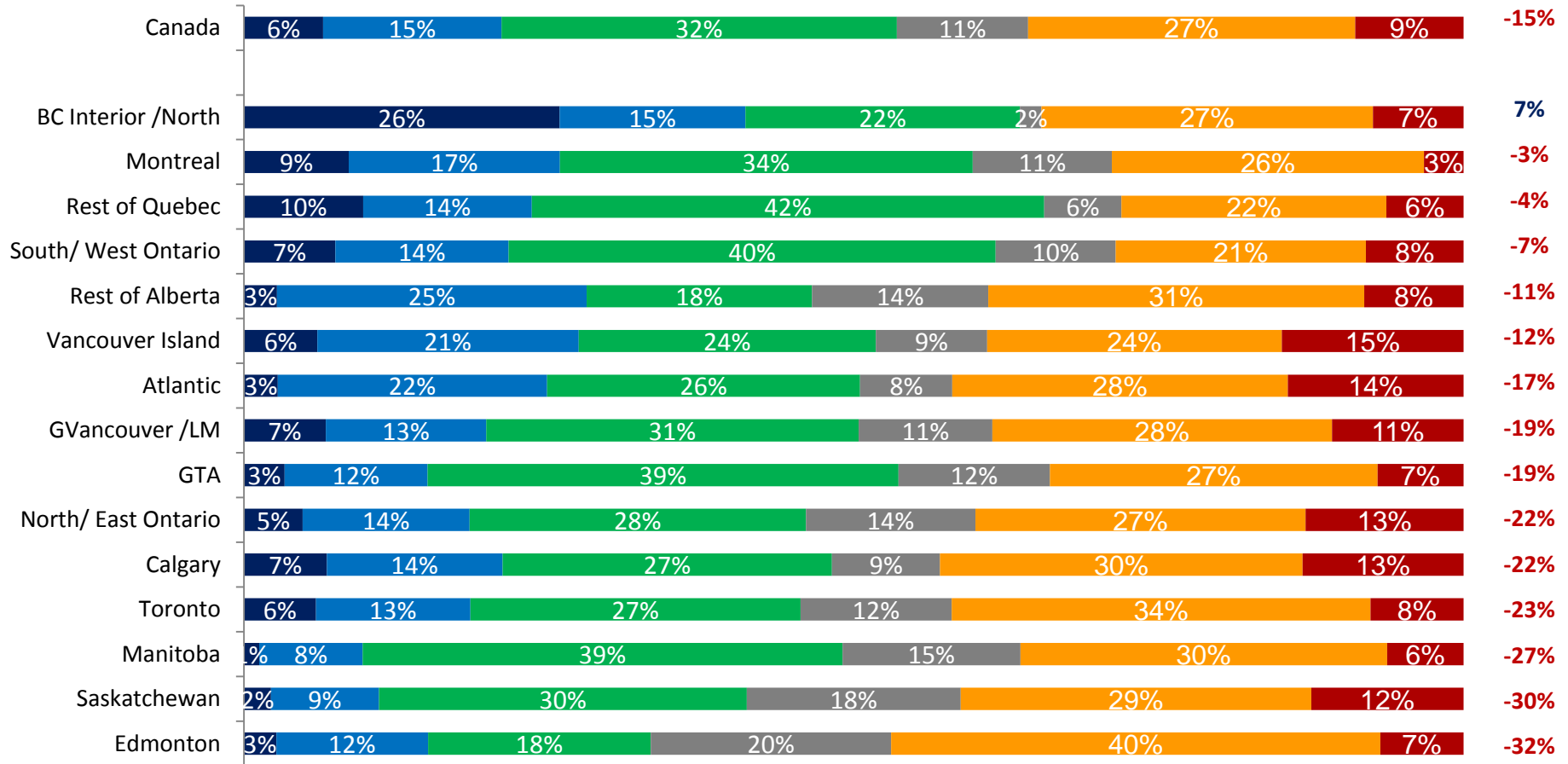


# View of “NIMBYs” by sub region



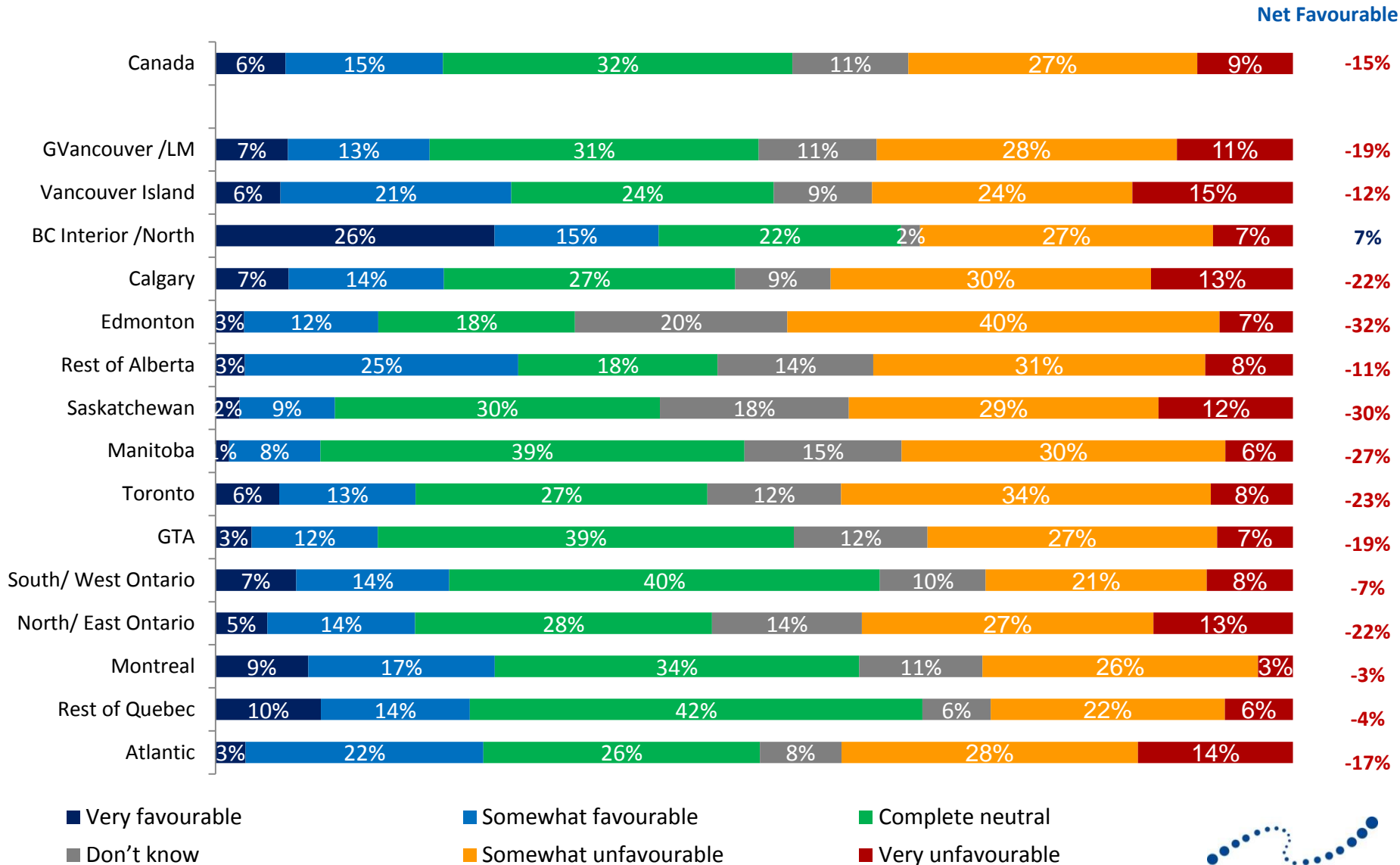
Some times when people oppose local infrastructure projects they are called NIMBYs which is short for Not In My Back Yards. When you think of some local people opposing an infrastructure project in their community, what is your general feeling about them?

Net Favourable



■ Very favourable     
 ■ Somewhat favourable     
 ■ Complete neutral  
■ Don't know     
 ■ Somewhat unfavourable     
 ■ Very unfavourable

# View of “NIMBYs” by sub region







# Research-based strategic advice.

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