



Wind Energy in Ontario

Commissioned by the Canadian Wind Energy Association

July 2010





Methodology

- *These are some of the findings of an Ipsos Reid poll conducted between June 25 to 30, 2010, on behalf of the Canadian Wind Energy Association*
- *For this survey, a sample of 1,361 adults living in Ontario from Ipsos' Canadian online panel was interviewed online, including:*
 - *225 living in Southwest Ontario*
 - *296 living in Central Ontario*
 - *225 in Northern Ontario*
 - *231 in Eastern Ontario*
 - *384 in the GTA*
- *Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.*
- *A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-2.7 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults living in Ontario been polled.*
- *All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

Key Findings

- Most Ontarians – in every region of the province – support the production of wind energy in their region of the province.
- In fact, support for wind energy production remains high, even when the geographic location mentioned is “in your community”. Just three in ten say they wouldn’t want wind turbines in their community.
- While a minority of Ontarians are aware of wind energy developments in their area, a majority of those living in the southwest corner of the province claim to be aware of these developments.
- The main benefits of wind energy, unaided, are that it is cheap, good on the environment, clean and renewable.
- The main drawbacks of wind energy, unaided, are that it is loud, ugly, needs wind and concerns over health issues.
- Most Ontarians believe that cleaner and alternative forms of energy should be produced in Ontario, particularly since the BP oil spill. Ontarians want governments to support these kinds of initiatives, perhaps because most think wind energy would provide economic benefits and most believe it has less impact on human health.

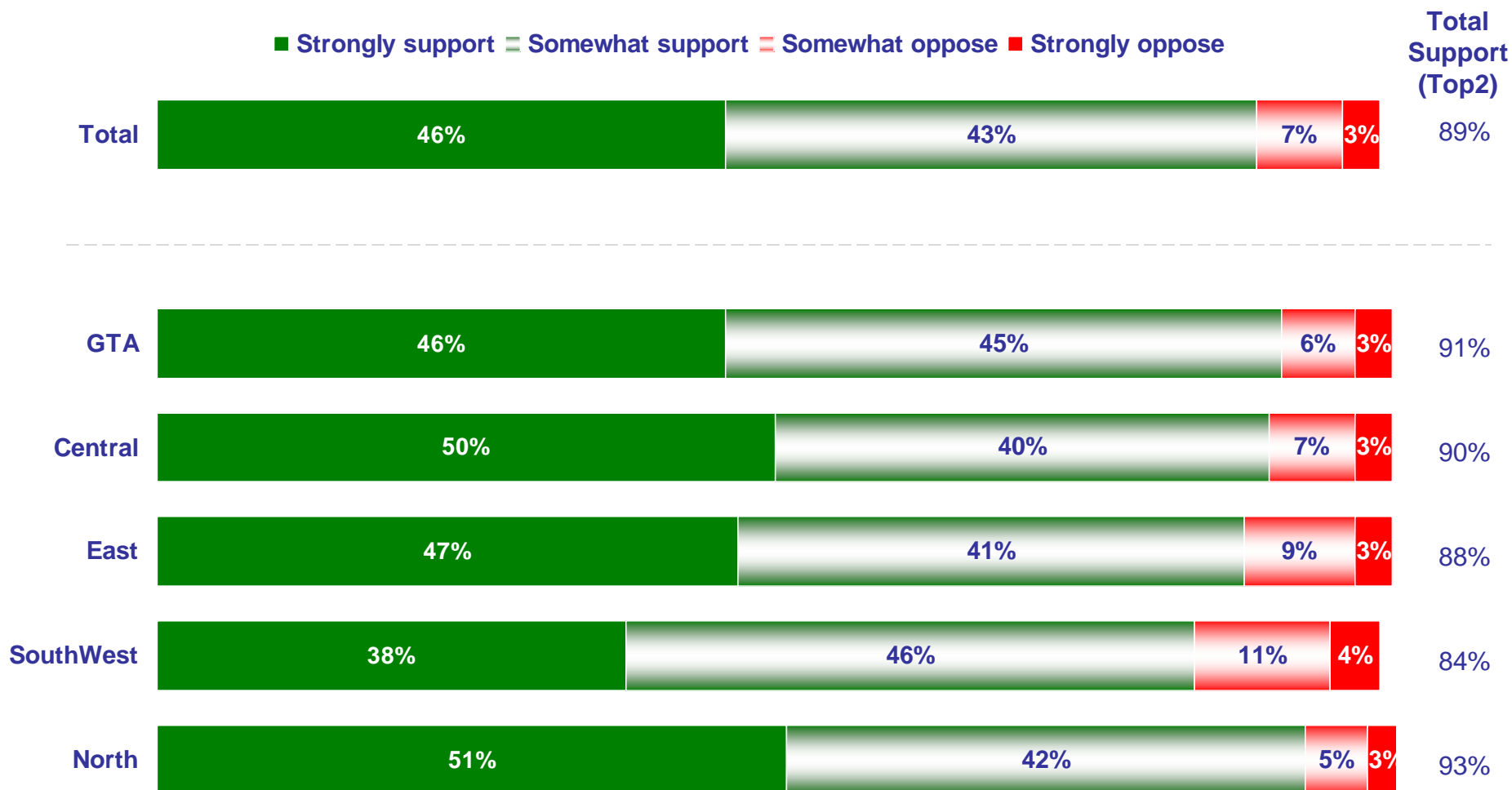


Detailed Findings





Nine in Ten (89%) Support the Production of Wind energy in Their Region of the Province

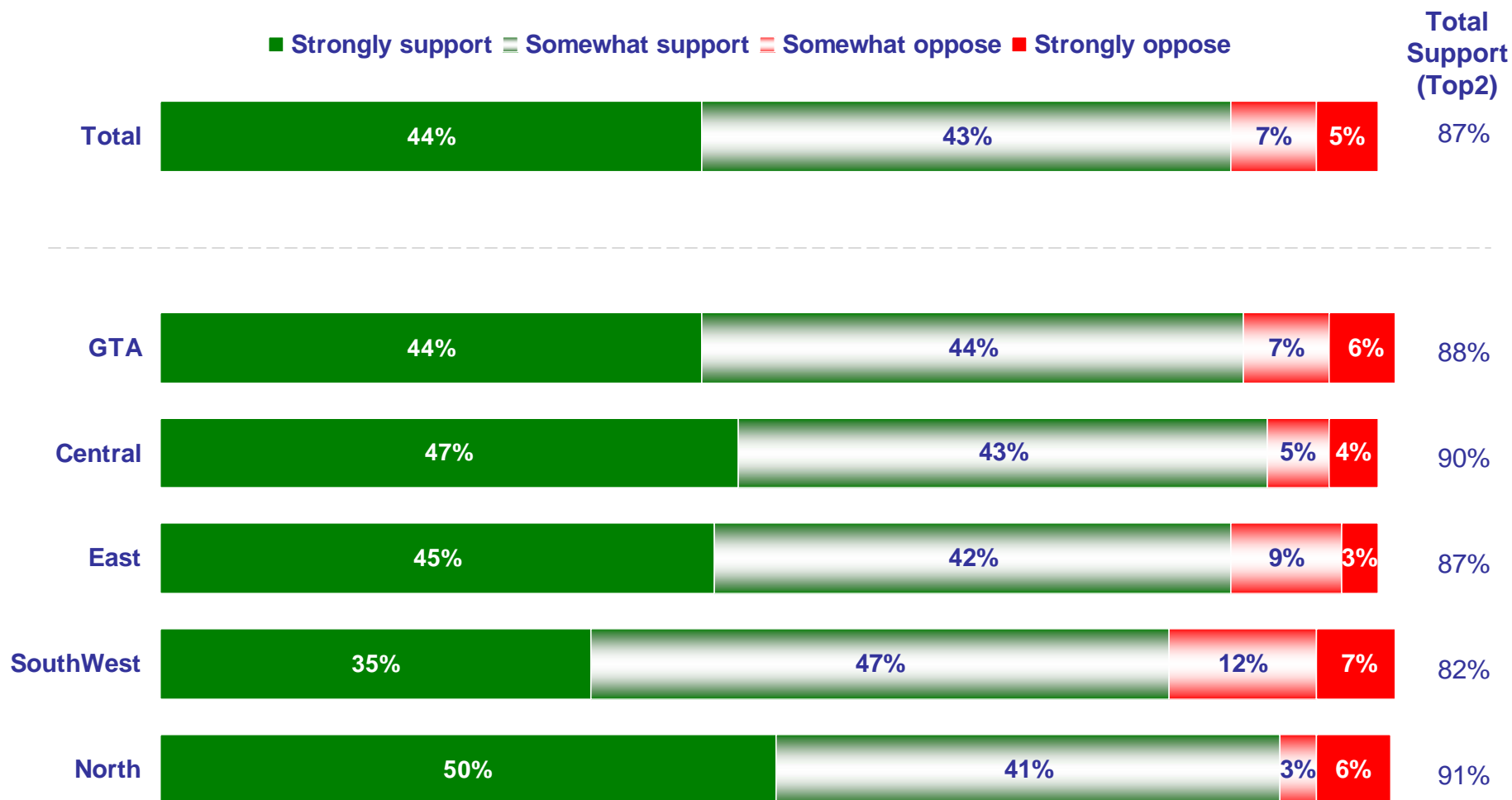


Q1. To what extent do you support or oppose the production of wind energy in your region of Ontario?

Base: All respondents n=1,361



There is Very Little Decrease in Support When Wind Energy is Proposed In Their Local Community

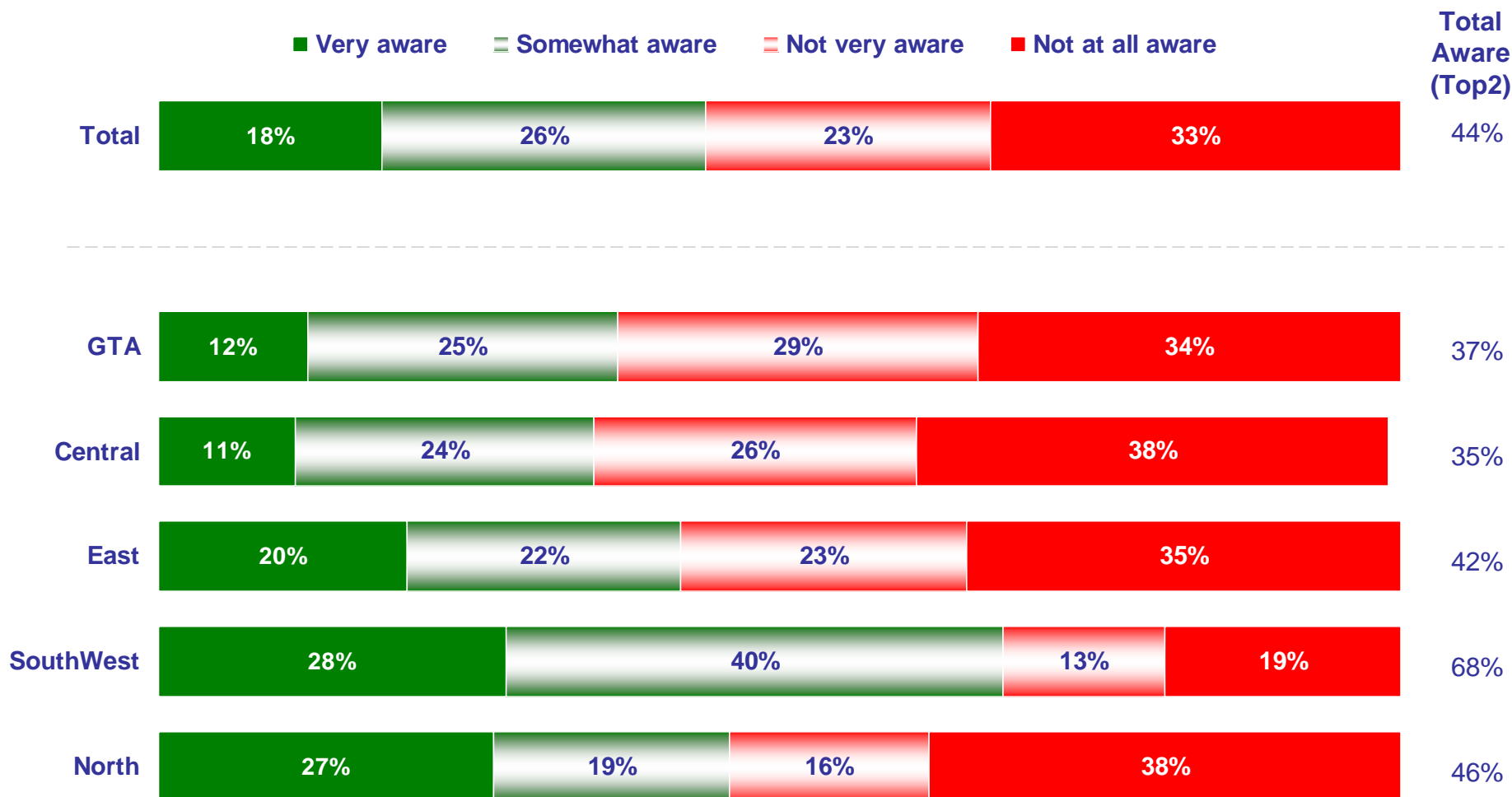


Q2. To what extent do you support or oppose the production of wind energy in your community?

Base: All respondents n=1,361



Four in Ten (44%) are Aware of Wind Energy Developments in Their Area, Although Awareness is Higher in the Southwest



Q3. Are you aware of any wind energy developments (either proposed, in construction or already build) in your area? Base: All respondents n=1,361

The Benefits of Wind Energy

	Total	GTA	Central	East	SouthWest	North
Cheap/ affordable/ cost saving	25%	22%	28%	23%	25%	31%
Good/ better for the environment (incl. environmentally friendly)	20%	22%	22%	16%	15%	27%
Clean/ clean energy	20%	23%	17%	23%	16%	19%
Renewable resource	18%	17%	15%	22%	16%	18%
Less pollution/ less air pollution (incl. no pollution)	14%	15%	14%	12%	15%	13%
Less reliant on fossil fuels	8%	6%	8%	9%	12%	8%
Natural resource	8%	6%	6%	14%	6%	9%
Perpetual/ sustainable/ infinite	7%	6%	10%	8%	6%	5%
Saves energy	6%	5%	5%	5%	6%	8%
Green/ green energy	6%	6%	6%	5%	5%	5%
It's free	5%	4%	8%	5%	4%	4%
Safe/ safer	5%	5%	4%	4%	6%	4%
Alternative energy source/ a different type of energy	2%	2%	1%	1%	3%	4%
Readily availability	2%	1%	1%	2%	3%	3%
Better/ more energy production	2%	1%	1%	3%	4%	2%
Less dependency on others (system/ resource)	2%	2%	1%	2%	1%	2%
Employment opportunities	2%	2%	1%	1%	2%	3%
Efficient	2%	2%	2%	2%	1%	1%
Less noise/ quiet	2%	2%	2%	1%	2%	1%
Less depletion of natural resource	1%	1%	1%	1%	2%	2%
Simple/ easy/ convenient	1%	1%	2%	1%	0%	2%
Low set-up/ maintenance (cost)	1%	1%	1%	1%	2%	1%
Locally produced	1%	1%	2%	0%	0%	0%
Benefits/ financial benefits (farmers, people)	1%	-	1%	3%	2%	0%
Reliable	1%	1%	1%	0%	0%	2%
Looks good/ attractive	1%	0%	1%	1%	1%	2%
Effective usage of natural resource	1%	1%	-	0%	0%	2%
Other	5%	5%	4%	4%	3%	8%
None/ nothing	4%	4%	5%	4%	6%	3%
Don't know	7%	10%	4%	3%	8%	5%

Q4. What do you consider to be the main benefits of wind energy? Please list as many as come to mind.

Base: All respondents n=1,361

The Drawbacks of Wind Energy

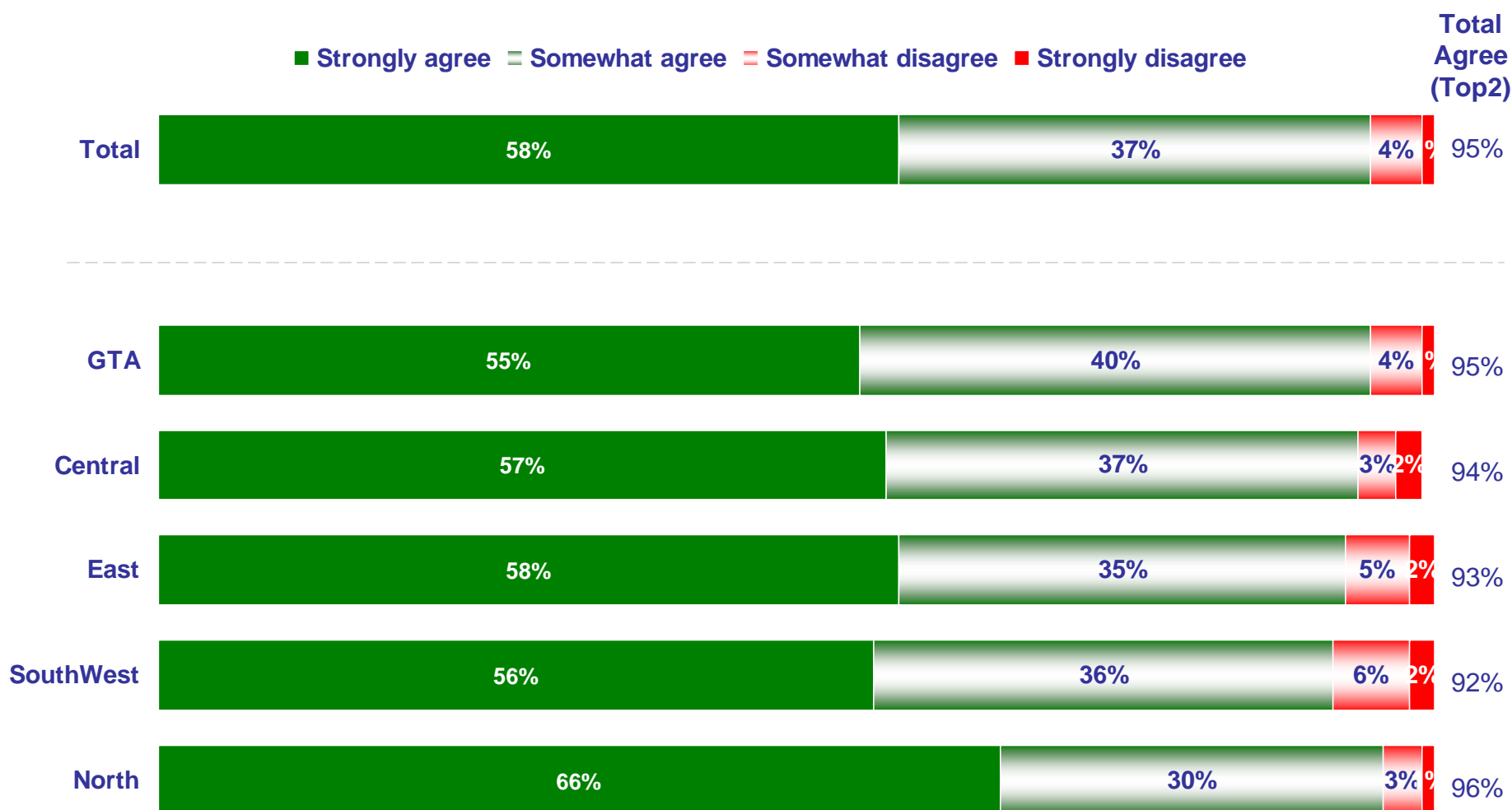
	Total	GTA	Central	East	SouthWest	North
Loud/ noisy/ noise pollution	23%	17%	28%	27%	23%	27%
Ugly/ not pleasing to the eye/ eye sore	16%	17%	13%	23%	11%	18%
Lack of wind/ no windy days/ requires wind	8%	8%	9%	7%	8%	8%
Health concerns	8%	6%	7%	5%	13%	7%
Takes up too much space/ land	7%	6%	7%	12%	3%	12%
Cost/ expensive to build or set up	7%	6%	9%	8%	5%	5%
Expensive	6%	4%	5%	10%	5%	8%
Unreliable	5%	6%	4%	7%	3%	2%
Big/ too large	5%	5%	5%	4%	6%	2%
Kills/ injures birds and or bats	4%	4%	4%	4%	4%	7%
Cost (unspecified)	3%	4%	3%	3%	1%	4%
Location of the turbines	3%	3%	4%	3%	3%	2%
Generates a limited amount of energy	3%	3%	2%	4%	3%	5%
Opposition of people who live near the windmills	2%	2%	2%	1%	3%	2%
Inefficient	2%	2%	1%	1%	3%	2%
Effects on wildlife	2%	2%	1%	2%	2%	2%
Affects bird migration	1%	2%	1%	1%	2%	1%
Vibrations from the wind turbines	1%	1%	1%	0%	1%	0%
(High) maintenance costs	1%	1%	0%	2%	2%	0%
Not cost effective	1%	0%	0%	1%	0%	2%
Only benefits producers and large consumers/ not for the average consumer	1%	0%	-	2%	2%	1%
Subsidized by taxpayers	1%	0%	-	2%	1%	1%
Causes changes in the wind/ weather patterns	1%	0%	1%	-	1%	1%
Other	10%	11%	7%	8%	12%	14%
None/ nothing	14%	16%	13%	10%	13%	16%
Don't know	12%	16%	13%	6%	12%	8%

Q5. What do you consider to be the main drawbacks of wind energy. Please list as many as come to mind. Base: All respondents n=1,361



Most Ontarians Agree That It's Important that Ontario's Electricity Supply Becomes More Environmentally Friendly

It is important to me that Ontario's electricity supply becomes more environmentally friendly



Q6. Thinking about wind power in general, to what extent do you agree or disagree with the following statements? Base: All respondents n=1,361

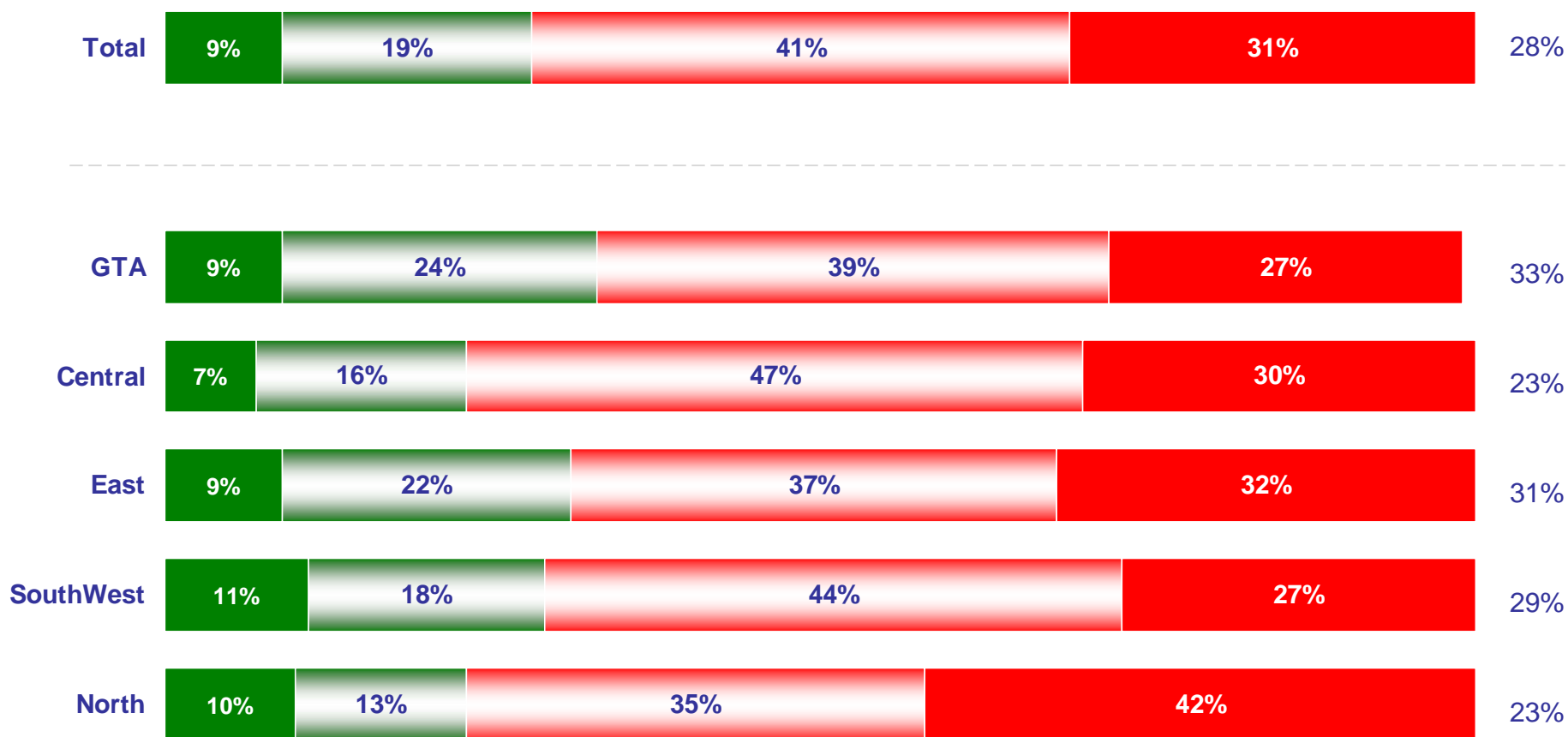


Just Three in Ten (28%) Agree Say They Don't Want Wind Turbines Near Their Community

I would not want wind turbines near my community

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Total Agree (Top2)



Q6. Thinking about wind power in general, to what extent do you agree or disagree with the following statements? Base: All respondents n=1,361

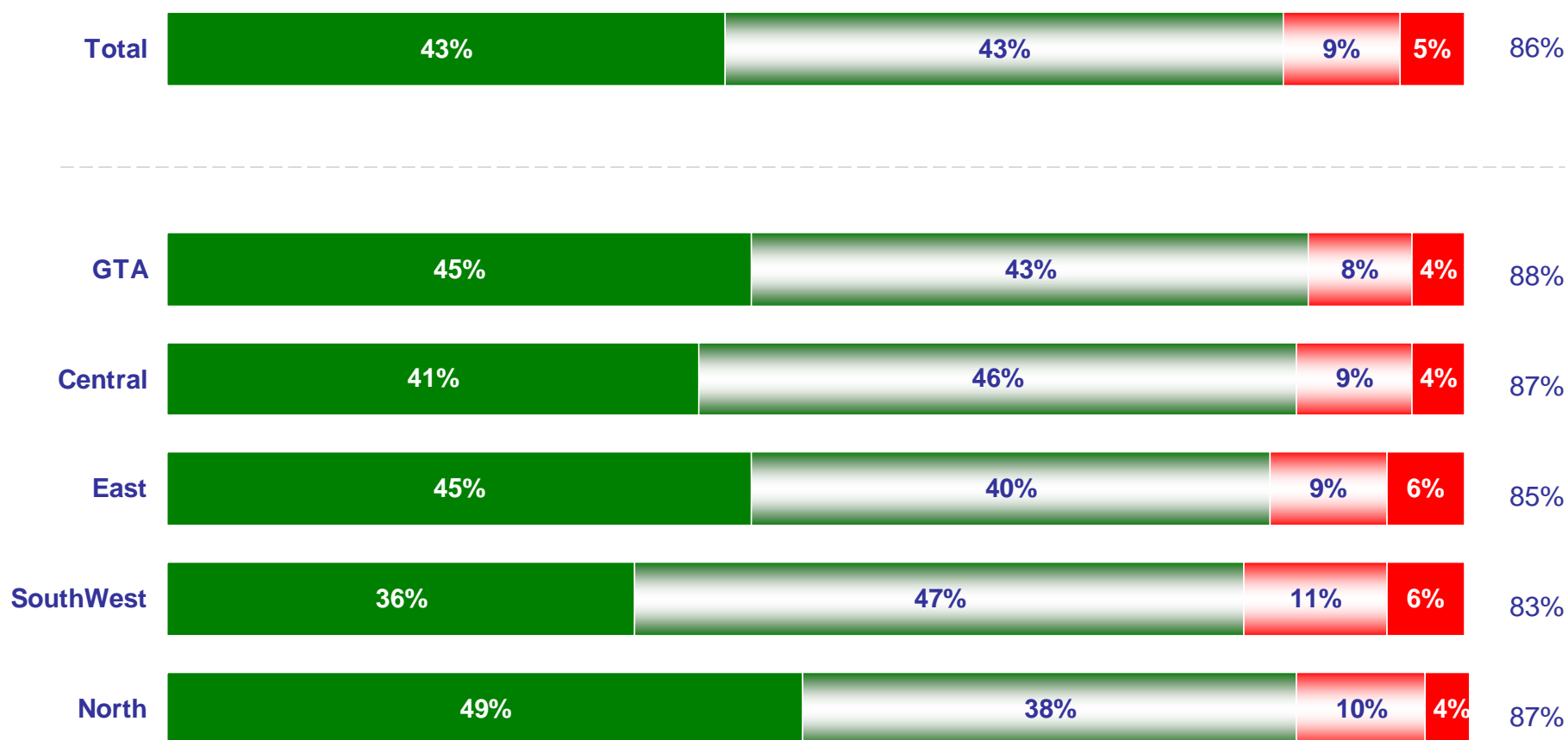


Most (86%) Agree That Their Municipal Government Should Encourage and Facilitate Wind Energy Development

My municipal government should be working to encourage and facilitate wind energy development in my community

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Total Agree (Top2)



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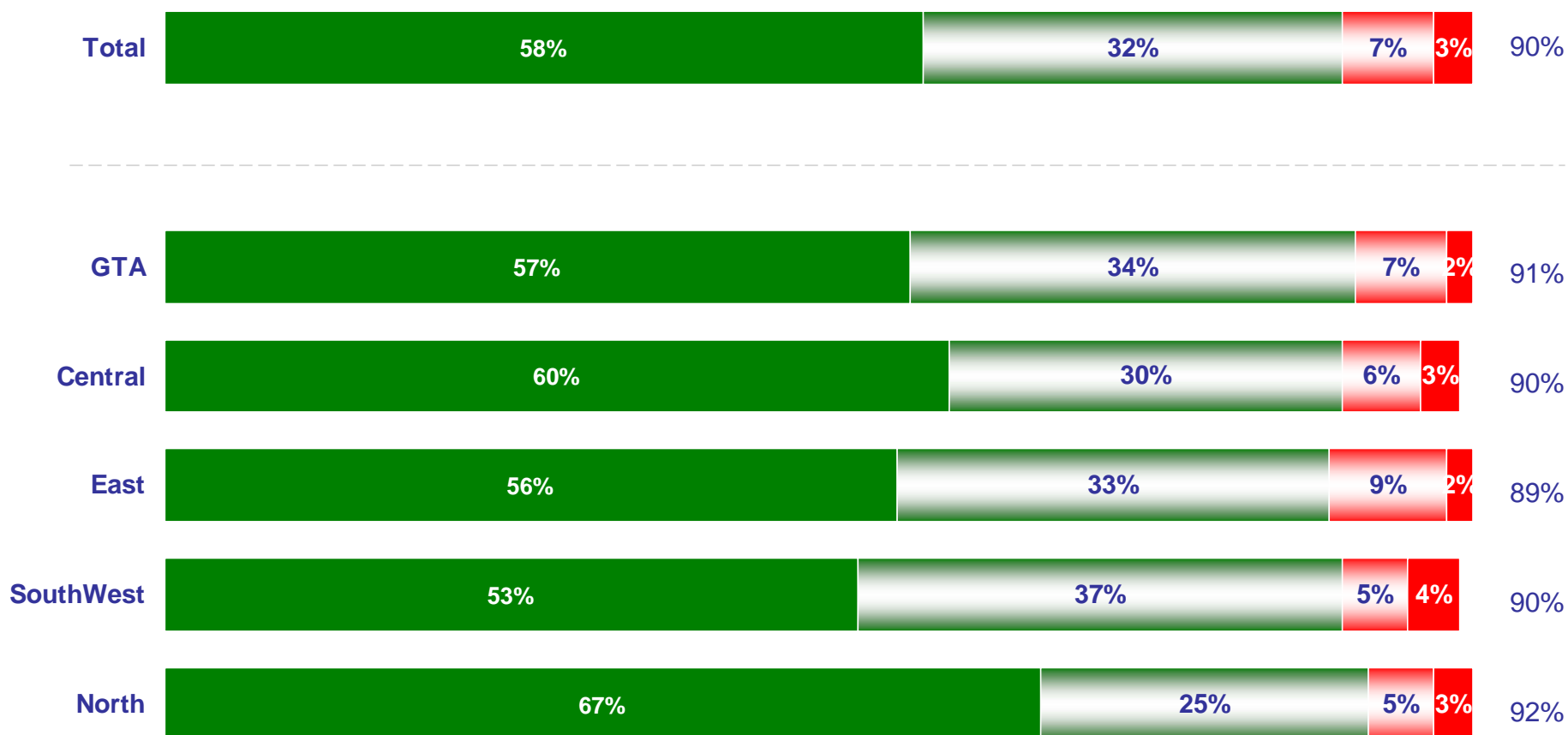


Most (90%) Agree That Since the BP Spill, We Need to Focus More on Alternative Sources of Energy

Ever since the BP Oil spill disaster in the Gulf of Mexico, I think we need to focus more on alternative sources of energy...

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Total Agree (Top2)



Q6. Thinking about wind power in general, to what extent do you agree or disagree with the following statements? Base: All respondents n=1,361

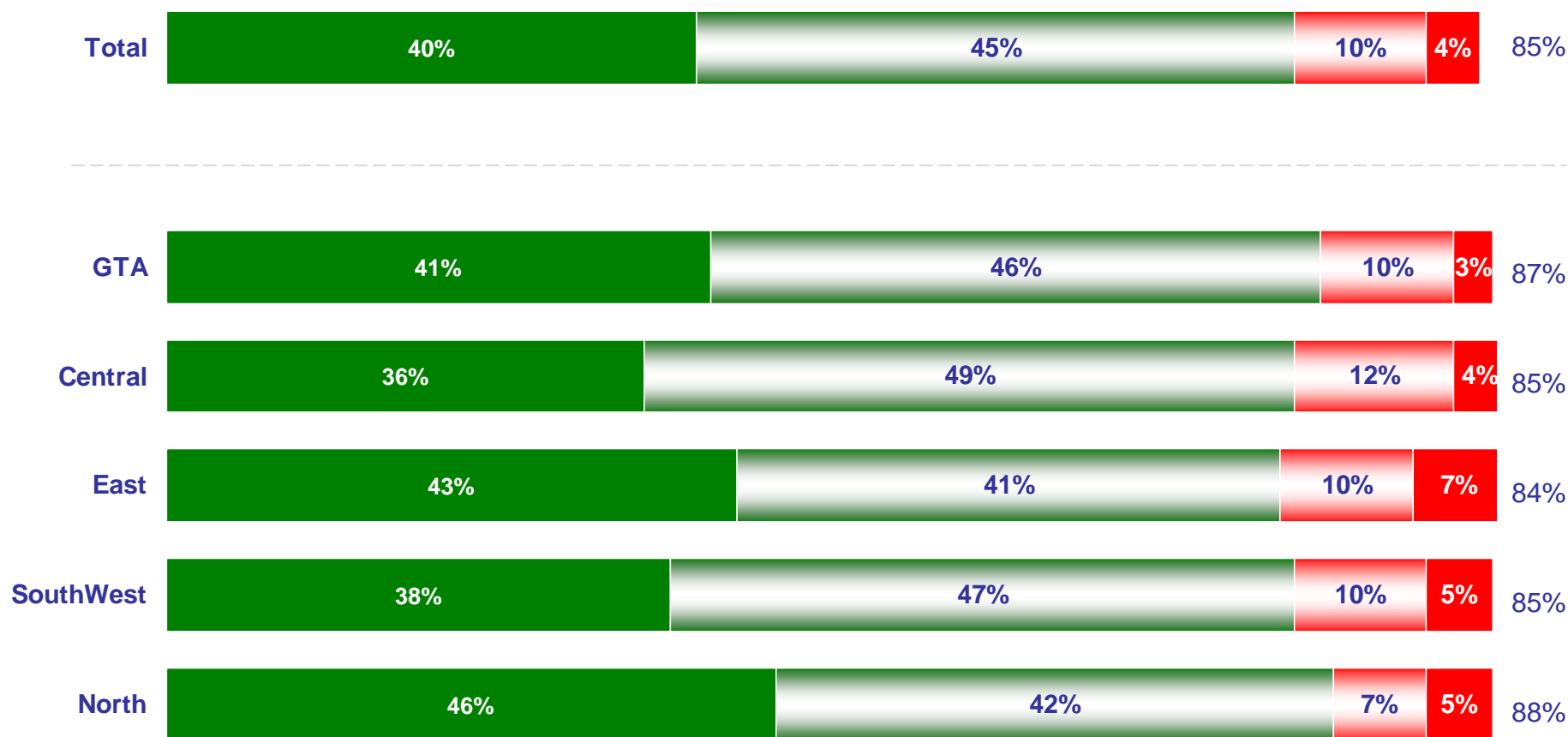


Most (85%) Agree That Wind Energy Development Could Provide Economic Opportunities and Benefits

I think wind energy development could provide a number of important economic opportunities and benefits for my community

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Total Agree (Top2)



Q6. Thinking about wind power in general, to what extent do you agree or disagree with the following statements? Base: All respondents n=1,361

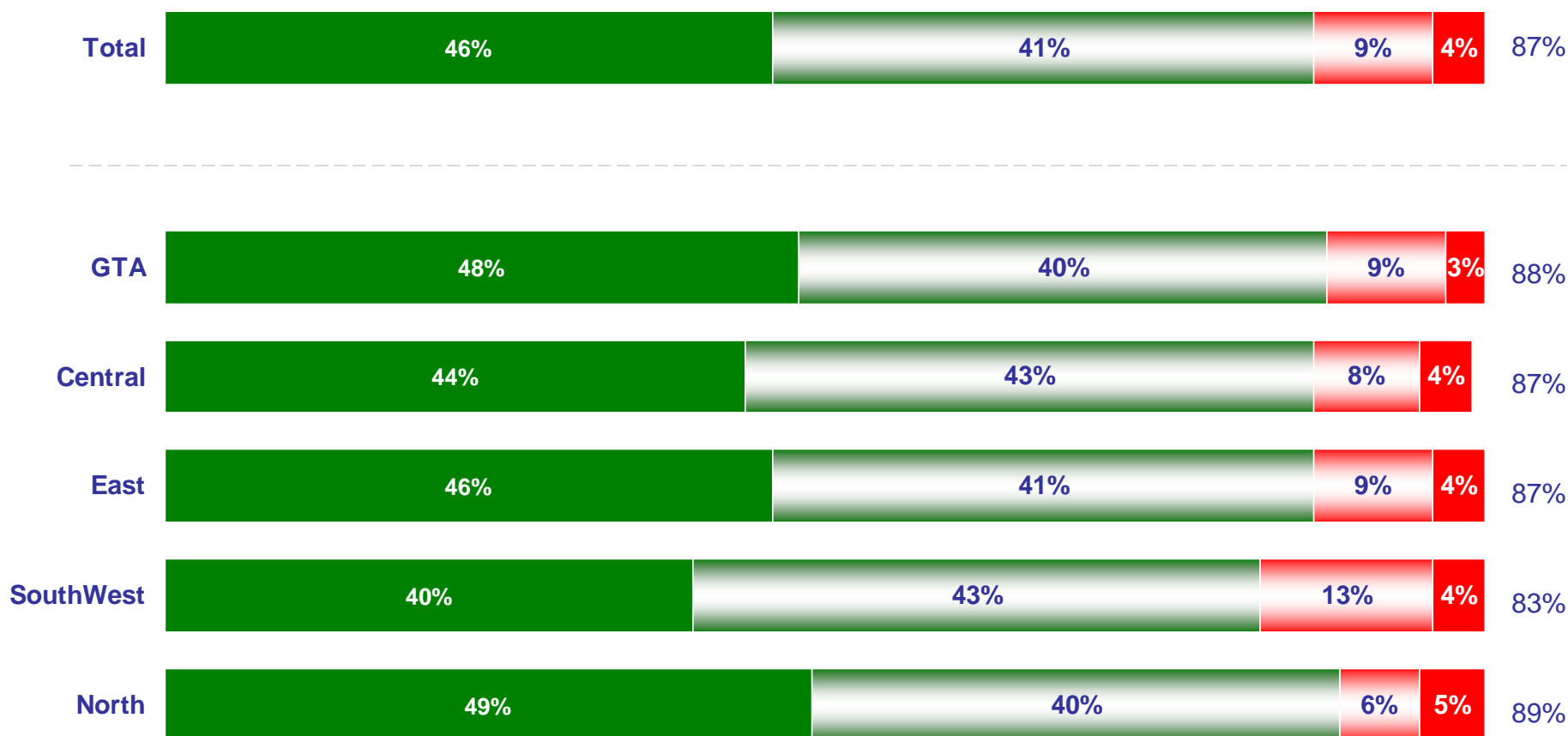


Most (87%) Agree That Wind Turbines Have Less Impact on Human Health Than Other Sources of Electricity

I think wind turbines have less impact on human health than conventional sources of electricity generation like coal and nuclear power

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Total Agree (Top2)



Q6. Thinking about wind power in general, to what extent do you agree or disagree with the following statements? Base: All respondents n=1,361