

Solid Majority of Albertans Support Development of New Electricity Transmission Lines

*Two-thirds (66%) Support Development of New Lines In Their
Area To Serve Other Communities*

*Eight-In-Ten (80%) Support Development of New Lines to Serve
Their Community*

*Eight-In-Ten (82%) Support Development of New Lines to
Deliver Wind Generated Electricity*

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Ipsos Reid

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Eight-In-Ten (82%) Support Development of New Lines to Deliver Wind Generated Electricity

Eight-In-Ten (80%) Support Development of New Lines to Serve Their Community

Two-thirds (66%) Support Development of New Lines In Their Area To Serve Other Communities

Calgary, AB – Recent polling conducted by Ipsos Reid indicates that Albertans remain firmly in support of the development of new electricity transmission lines in the province.

The study, fielded on behalf of AltaLink, measured Albertans support for the development of new electricity transmission lines in three specific scenarios:

Fully eight-in-ten Albertans (80%) support the development of new transmission lines to serve the needs of their own community. Another 8% do not have a view.

Two-thirds (66%) of Albertans support the construction of new electricity transmission lines in their area to serve the needs of other communities. Another 10% do not have a view.

And, just over eight-in-ten Albertans (82%) support building new transmission lines intended to deliver electricity generated by using the wind. Another 7% do not have a view.

These findings – gathered via a web based poll with 801 Albertans drawn from the Ipsos i-Say Panel – are consistent with the results of telephone surveys conducted by Ipsos Reid since 2008.



The research also gauged the viewpoints of Albertans on whether building new electricity transmission lines will bring benefits or harm the provincial economy. More than three quarters (78%) of Albertans believe that the costs of building new transmission are necessary to support the economy and jobs by providing the electricity needed to meet the growing needs of the province. Just over two-in-ten (22%) took the opposite view that the costs of building new transmission will hurt the provincial economy and jobs because businesses which use a lot of electricity will be forced to move elsewhere or cut back their operations.

These are the findings of an Ipsos Reid poll conducted between June 21 and July 5, 2011. For this survey, a sample of 801 adult Albertans drawn the Ipsos Canadian Online Panel was interviewed online. Weighting was employed to balance demographics according to Census data and ensure that the sample composition is representative of the general Alberta population based on age, gender, and region. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.5 percentage points 19 times out of 20 of what the results would have been had the entire population of adults on Alberta 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.

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