Methodology & Demographics
Methodology:

These are the findings of an online survey among the general population (aged 18+) in Alberta and Ontario. The survey was conducted from **November 27th** to **December 1st, 2017** among **511** randomly selected residents of Alberta and **787** randomly selected residents of Ontario, using INNOVATIVE’s Canada 20/20 national research panel.

In both provinces, sampling quotas were put in place in order to ensure at least 100 completes from rural regions of the province. The **sample was then weighted to n=500 in each province** by age, gender and region using Statistics Canada Census data to reflect the actual demographic composition of the adult population of each province.

This is a representative sample. Targets were set to ensure a proper reflection of key regional and demographic distribution and then weights were used to ensure an accurate reflection of the target provinces. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

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

**Age Groups**
- 18-34: 33%
- 35-54: 38%
- 55+: 29%

**Gender**
- Male: 50%
- Female: 50%

**Region**
- Urban: 70%
- Rural: 30%

**Perceived Proximity to Existing or Potential Wind Farm Development**
- Yes: 10%
- No: 69%
- Don’t know: 21%

Q: As far as you know, do you live near the site of an existing or potential wind farm development?
Values: half (55%) say impact on bills more important than environmental impact (37%)
Mood: Most (54%) think Alberta is going in the right direction

Now, thinking about Alberta as a whole...

Generally speaking, do you feel things in Alberta are going in the right direction, or do you feel things have gotten off on the wrong track? And do you feel strongly or somewhat strongly about that?

[asked of all respondents; n=500]
Economy (including jobs) very clearly the number one issue in Alberta. Energy concerns are related to renewables.

What is the most important issue in Alberta today, in other words, the one that concerns you personally the most? Please be specific.

[asked of all respondents; n=500]

- **Economy**: 52%
- **Government**: 7%
- **Health care**: 4%
- **Oil industry**: 4%
- **Environment**: 4%
- **Cost of living**: 3%
- **Crime**: 3%
- **Education**: 1%
- **Social issues**: 1%
- **Infrastructure**: 1%
- **Energy**: 1%
- **Other**: 6%
- **None**: 1%

"Alternative energy sources"
"Renewable energy"
"Renewable energy projects using all the old oil well holes ... and local and individual solar power projects"
"Subsidies for renewable energy are not enough"
"The probability that NDP are going to install renewable solar and wind power generation, 25 year take or pay contracts that will drive up the price of electricity by ten cents/kwh like Ontario has done."

Note: ‘Refused (3%)/Don’t know’ (1%) not shown
Follow Politics: 3-in-10 (29%) follow most provincial issues quite closely, a third follow a few issues that matter to them quite closely.

Q: How closely do you follow provincial politics?
[asked of all respondents; n=500]

- **“Highly engaged”**: 29%
- **“Selectively engaged”**: 33%
- **“Not engaged”**: 32%
- **“Generally don’t pay much attention to provincial issues”**: 5%
- **Don’t know**: 1%
Combined Provincial Vote: 44% would vote UCP, 21% would vote NDP, 1-in-10 Liberal (11%) or undecided (10%)
Provincial Decided Vote: Half (51%) of decided voters would vote United Conservative, a quarter (24%) would vote NDP

If a provincial election were held today, which party would you vote for? In that case, which party’s candidate do you lean toward slightly? [DECIDED VOTE]

[only decided voters, n=437]
**Provincial 2nd choice:** 1-in-5 (20%) would vote Alberta Party and under 1-in-5 (17%) would vote Liberal; 28% undecided

And which party would be your second choice?
[asked only of decided voters, does not include 1st choice party, n=436]
How likely is it you may change your mind and vote for your second choice?
[asked only of respondents who have a 2nd choice, n=260]

Likelihood to Switch to 2nd Choice: Likelihood split, with stronger intensity on not likely

- **Very likely**: 7%
- **Somewhat likely**: 39%
- **Not very likely**: 31%
- **Not likely at all**: 17%
- **Don't know**: 7%
Provincial Party ID: 4-in-10 (41%) are UCP-identifiers, 17% identify as ‘none/independent’ and 8% don’t know

Thinking about politics in Alberta, generally speaking, do you usually think of yourself as a…[PARTY ID]
[asked of all respondents, n=500]
Time for Change: Nearly two-thirds (64%) agree it’s time for change; half disagree that NDP is still the best

Do you agree or disagree with the following statements? [asked of all respondents; n=500]

- **It is time for a change in government here in Alberta.**
  - Strongly agree: 46%
  - Somewhat agree: 17%
  - Neither agree nor disagree: 11%
  - Somewhat disagree: 9%
  - Strongly disagree: 14%
  - Don’t know: 2%
  - Net agree: +41%

- **The NDP may have their problems but they are still the party best able to form government.**
  - Strongly agree: 14%
  - Somewhat agree: 19%
  - Neither agree nor disagree: 14%
  - Somewhat disagree: 12%
  - Strongly disagree: 38%
  - Don’t know: 3%
  - Net agree: -16%
Wind Energy and Policy: Initial Thoughts of Respondents
Support for Gov’t Policy: 6-in-10 support government policy that supports development of wind energy

Generally speaking, do you support or oppose provincial government policy that supports the development of wind energy?
[asked of all respondents; n=500]

- **Support:**
  - Strongly support: 27%
  - Somewhat support: 33%
  - Neither support nor oppose: 17%

- **Oppose:**
  - Somewhat oppose: 11%
  - Strongly oppose: 8%
  - Don’t know: 4%

**Note:** The order in which this question and the one on whether the respondents agree/disagree the provincial government should encourage the use of non-emitting electricity were asked is rotated. However, the differences in net agreement are not statistically significant at 90% confidence level.
Non-Emitting Electricity: 6-in-10 (61%) agree government should encourage the use of non-emitting electricity

Do you agree or disagree with the following statement: The provincial government should encourage the use of non-emitting electricity (that is, electricity generation that does not create greenhouse gases) to reduce the amount of carbon emissions.
[asked of all respondents; n=500]

Agree: 61%

Disagree: 17%

Note: The order in which this question and the one on whether the respondents support/oppose provincial government policy that supports the development of wind energy were asked is rotated. However, the differences in net agreement are not statistically significant at 90% confidence level.
Climate Change – A Key Attitude
Climate Change: 4-in-5 (83%) believe climate change is occurring

Thinking about your own personal view, do you believe that climate change is ...
[asked of all respondents; n=500]

- Definitely occurring: 52%
- Probably occurring: 31%
- Probably not occurring: 7%
- Definitely not occurring: 6%
- Don’t know: 4%

Occurring: 83%

Not Occurring: 13%
Climate Change: Of those who believe it is occurring, more than half (54%) say human activity is a key driver

Thinking about your own personal view, do you believe that climate change is ...
[asked of all respondents; n=500]

- Definitely occurring 52%
- Probably occurring 31%
- Probably not occurring 7%
- Definitely not occurring 6%
- Don’t know 4%

Which of the following statements best reflects your view on the urgency of action on climate change?
[asked of those who believe climate change is occurring; n=416]

<table>
<thead>
<tr>
<th>Statement</th>
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<tbody>
<tr>
<td>Climate change is a natural occurrence and not significantly impacted by human behaviour.</td>
<td>22%</td>
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<tr>
<td>Human-induced generation of greenhouse gases is a key driver of climate change and without immediate and significant action, the planet as we know it is in peril.</td>
<td>54%</td>
</tr>
<tr>
<td>The debate on the impact of humans on climate change has not been clear, and I am not sure how serious the problem is.</td>
<td>19%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5%</td>
</tr>
</tbody>
</table>

People have different points of view about what the provincial government can or should do when it comes to climate change. Which of the following is closest to your point of view?
[asked of those who believe climate change is occurring; n=416]

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<td>The actions of any given province can’t make any real difference to the problem of climate change and that Alberta should leave climate change to the federal government working together with other countries.</td>
<td>39%</td>
</tr>
<tr>
<td>Climate change is a critical issue and it is a good idea for Alberta to take a leadership role, even if that means higher energy costs in Alberta than in neighbouring states and provinces.</td>
<td>48%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>13%</td>
</tr>
</tbody>
</table>
Do you agree or disagree with the following statement: *Climate change is a critical threat to the planet and we must take dramatic action now to avoid catastrophic impacts in years to come.*
[asked of those who believe climate change is occurring; n=416]

**Agree:**
- Strongly agree: 32%
- Somewhat agree: 35%
- Neither agree nor disagree: 14%
- Somewhat disagree: 12%
- Strongly disagree: 7%

**Disagree:**
- Don’t know: 1%

**Total:** 67% agree and 19% disagree.
Talking About Wind Energy
**Reference Chart for Wind Energy Statements**

Respondents were given a battery of statements and asked if each one leaves them feeling more likely to support wind energy, more likely to oppose it, or if it has no impact. The table below shows the full question wording for the statements and the shorthand which will be used in the next series of charts.

<table>
<thead>
<tr>
<th>Full Statement Wording</th>
<th>Shorthand</th>
</tr>
</thead>
<tbody>
<tr>
<td>The fact that states like Iowa have been able to generate 37 per cent of their electricity from wind energy in 2016 shows that we can depend on wind as a source of energy here in Alberta</td>
<td>Iowa generated 37% electricity from wind in 2016</td>
</tr>
<tr>
<td>Alberta’s plan to add 5,000 MW of renewable power capacity by 2030 is expected to diversify Alberta’s economy by creating new jobs, investment and local economic benefits for rural communities. [asked of half of the sample]</td>
<td>Increasing renewable power capacity will create economic benefits</td>
</tr>
<tr>
<td>With the evolution in wind energy technology, U.S. investment firm Lazard reports that wind energy is currently the lowest-cost source of new non-emitting electricity generation and the global research giant Bloomberg says costs will continue to decline.</td>
<td>Lowest-cost source and will continue to decline: investment firm and Bloomberg</td>
</tr>
<tr>
<td>The Canadian Wind Energy Association has stated that the wind energy industry is committed to respecting and protecting wildlife habitat and the environment</td>
<td>Industry respects and protect wildlife habitat: CanWEA</td>
</tr>
<tr>
<td>There have been increasingly more reports of jurisdictions around the world relying on wind energy as an integral part of a modern electricity grid</td>
<td>Wind as part of modern electricity grid, says reports</td>
</tr>
<tr>
<td>The balance of scientific evidence and human experience to date concludes that wind turbines, when sited properly, are not harmful to human health</td>
<td>Wind turbines not harmful to human health: scientific evidence</td>
</tr>
<tr>
<td>A report by Delphi Group says Alberta’s plan to add 5,000 MW of renewable power capacity by 2030 is expected to diversify Alberta’s economy by creating new jobs, investment and local economic benefits for rural communities. [asked of half of the sample]</td>
<td>Increasing renewable power capacity will create economic benefits: Delphi Group</td>
</tr>
<tr>
<td>The provincial government has made a commitment to increase the amount of renewable energy generation in Alberta</td>
<td>AB govt committed to up the amount of renewable energy generation</td>
</tr>
<tr>
<td>The Alberta Electric System Operator (AESO) reports that currently, Alberta has enough wind generation capacity to meet about 6% of the province’s electricity demand</td>
<td>AB has enough wind generation capacity to meet 6% of the demand: AESO</td>
</tr>
<tr>
<td>Business leaders say that the Alberta carbon tax is a proactive approach to positioning the province as a low-carbon producer of energy, which makes the province more attractive to investors and promotes access to markets in other jurisdictions</td>
<td>Carbon tax positions AB as a low-carbon producer of energy, say business leaders</td>
</tr>
</tbody>
</table>
Iowa’s success and economic benefits most likely to increase support for wind energy.

For each of the following statements, please indicate if it leaves you feeling more likely to support wind energy, more likely to oppose it, or if it has no impact. [asked of all respondents; n=500]

<table>
<thead>
<tr>
<th>Statement</th>
<th>Net more likely to support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa generated 37% electricity from wind in 2016</td>
<td>+49%</td>
</tr>
<tr>
<td>Increasing renewable power capacity will create economic benefits</td>
<td>+48%</td>
</tr>
<tr>
<td>[split sample: n=247]</td>
<td></td>
</tr>
<tr>
<td>Lowest-cost source and will continue to decline: investment firm and</td>
<td>+46%</td>
</tr>
<tr>
<td>Bloomberg</td>
<td></td>
</tr>
<tr>
<td>Industry respects and protect wildlife habitat: CanWEA</td>
<td>+45%</td>
</tr>
<tr>
<td>Wind as part of modern electricity grid, says reports</td>
<td>+45%</td>
</tr>
<tr>
<td>Wind turbines not harmful to human health: scientific evidence</td>
<td>+43%</td>
</tr>
<tr>
<td>Increasing renewable power capacity will create economic benefits:</td>
<td>+40%</td>
</tr>
<tr>
<td>Delphi Group [split sample: n=255]</td>
<td></td>
</tr>
<tr>
<td>AB govt committed to up the amount of renewable energy generation</td>
<td>+36%</td>
</tr>
<tr>
<td>AB has enough wind generation capacity to meet 6% of the demand: AESSO</td>
<td>+31%</td>
</tr>
<tr>
<td>Carbon tax positions AB as a low-carbon producer of energy, say</td>
<td>+27%</td>
</tr>
<tr>
<td>business leaders</td>
<td></td>
</tr>
</tbody>
</table>

- Much more likely to support wind energy
- Somewhat more likely to support wind energy
- No impact
- Somewhat more likely to oppose wind energy
- Much more likely to oppose wind energy
- Don’t know
Economic Benefits: *Split sample*

We approached the economic benefits statement in two ways to see the impact of including versus not including the source. Approximately half of the sample was presented the first statement and the other half was presented the second statement.

We find out that the inclusion of the statement’s source does not have an impact on the responses. The difference in net likelihood to support wind energy is not statistically significant at a 90% confidence level.

```
Alberta’s plan to add 5,000 MW of renewable power capacity by 2030 is expected to diversify Alberta’s economy by creating new jobs, investment and local economic benefits for rural communities.
N=247
```

```
“A report by Delphi Group says Alberta’s plan to add 5,000 MW of renewable power capacity by 2030 is expected to diversify Alberta’s economy by creating new jobs, investment and local economic benefits for rural communities.”
N=255
```

**Note:** There are three respondents who gave answers to both versions. This may be caused by the respondent going back and forth in the survey. As a result, the n sizes for the two split samples add up to more than 500.
Wind Energy and Policy: Thoughts of Respondents When Asked a Second Time
Support for Gov’t Policy: Support up 3 points, statistically significant at 90% confidence level

Generally speaking, do you support or oppose provincial government policy that supports the development of wind energy?

[asked of all respondents; n=500]

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>60%</td>
<td>63%</td>
<td>+3% (sig. at 90%)</td>
</tr>
<tr>
<td>Neutral/DK</td>
<td>21%</td>
<td>18%</td>
<td>-3% (not sig. at 90%)</td>
</tr>
<tr>
<td>Oppose</td>
<td>19%</td>
<td>19%</td>
<td>0% (not sig. at 90%)</td>
</tr>
</tbody>
</table>

T-Tests: Changes highlighted in red are statistically significant at 95% confidence. Changes highlighted in blue are significant at 90%.
Non-Emitting Electricity: Support is up 5 points, statistically significant at 95%; 4 points less neutral, significant at 90%

Do you agree or disagree with the following statement: The provincial government should encourage the use of non-emitting electricity (that is, electricity generation that does not create greenhouse gases) to reduce the amount of carbon emissions.

[asked of all respondents; n=500]

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>61%</td>
<td>66%</td>
<td>+5% (sig. at 95%)</td>
</tr>
<tr>
<td>Neither/DK</td>
<td>21%</td>
<td>18%</td>
<td>-4% (sig. at 90%)</td>
</tr>
<tr>
<td>Disagree</td>
<td>17%</td>
<td>16%</td>
<td>-1% (not sig. at 90%)</td>
</tr>
</tbody>
</table>

T-Tests: Changes highlighted in red are statistically significant at 95% confidence. Changes highlighted in blue are significant at 90%.
Ontario
**Demographics: Respondent Profile**

### Age Groups
- 18-34: 28%
- 35-54: 38%
- 55+: 35%

### Gender
- Male: 48%
- Female: 52%

### Region
- Urban: 80%
- Rural: 20%

### Perceived Proximity to Existing or Potential Wind Farm Development
- Yes: 19%
- No: 64%
- Don’t know: 17%

*Q: As far as you know, do you live near the site of an existing or potential wind farm development?*
Values: Almost half choose the environment over economy; bill impact vs. environment more evenly divided

Q When it comes to choosing between the economy and the environment, which do you believe we should choose?  
[asked of all respondents; n=500]

- Don’t know: 20%
- The economy: 33%
- The environment: 47%

Q With regard to generating electricity, which would you say is more important to you?  
[asked of all respondents; n=500]

- The impact on my electricity bill: 44%
- The impact on the environment: 46%
- Don’t know: 10%

Q How confident are you that science can find a way to solve most of our environmental challenges?  
[asked of all respondents; n=500]

- Very confident: 19%
- Somewhat confident: 51%
- Not very confident: 20%
- Not confident at all: 5%
- Don’t know: 6%
Mood: Respondents split on whether Ontario is going in the right direction, stronger intensity on the negative side

Now, thinking about Ontario as a whole...

Generally speaking, do you feel things in Ontario are going in the right direction, or do you feel things have gotten off on the wrong track? And do you feel strongly or somewhat strongly about that?

[asked of all respondents; n=500]
Economy is the primary top of mind issue. Energy concerns related to rates in ON, rather than renewables (as in AB).

What is the most important issue in Ontario today, in other words, the one that concerns you personally the most? Please be specific.
[asked of all respondents; n=500]

- Economy: 22%
- Government: 12%
- Health care: 12%
- Energy: 10%
- Cost of living: 9%
- Environment: 4%
- Social issues: 4%
- Infrastructure: 3%
- Education: 2%
- Crime: 1%
- Refugees/Immigration: 1%
- Other: 4%
- None: 1%

Note: ‘Refused (2%)/Don’t know’ (1%) not shown
### Follow Politics:

31% follow a few issues that matter to them; a quarter (26%) follow quite closely.

**How closely do you follow provincial politics?**

[asked of all respondents; \(n=500\)]

- **“Highly engaged”**
  - Follow most provincial issues quite closely: 26%
  - Follow a few issues that matter to me quite closely: 31%

- **“Selectively engaged”**
  - Have a general sense of what is going on, but I don’t usually follow provincial issues very closely: 32%

- **“Not engaged”**
  - Generally don’t pay much attention to provincial issues: 10%

- Don’t know: 1%
Provincial Party ID and Vote
Provincial Vote: A third would vote PC, a quarter would vote Liberal, NDP in distant third (18%) with 13% undecided

If a provincial election were held today, which party would you vote for?
... In that case, which party’s candidate do you lean toward slightly? [Vote + Lean]
[asked of all respondents; n=500]

Liberal: 26%
PC: 33%
NDP: 18%
Green: 5%
Other: 2%
None/would not vote: 3%
Undecided: 13%

Note: ‘Refused’ (3%) not shown.
Provincial Decided Vote: 4-in-10 (39%) decided voters would vote PC, 3-in-10 (31%) would vote Liberal

Q: If a provincial election were held today, which party would you vote for? In that case, which party’s candidate do you lean toward slightly? [DECIDED VOTE] [only decided voters, n=421]
And which party would be your second choice?
[asked only of decided voters, does not include 1st choice party, n=421]

Provincial 2nd choice: 3-in-10 (29%) undecided, 2-in-10 (22%) would vote NDP as their second choice

Note: ‘Refused’ (<1%) not shown
How likely is it you may change your mind and vote for your second choice?
[asked only of respondents who have a 2nd choice, n=244]

- **Very likely**: 4%
- **Somewhat likely**: 42%
- **Not very likely**: 33%
- **Not likely at all**: 13%
- **Don't know**: 12%

Likelihood to Switch to 2nd Choice: Likelihood to switch split, with more respondents saying *not likely at all* than very likely
Provincial Party ID: A third (32%) identify themselves as Liberal, a quarter see themselves as PCs, 19% are independent.
Do you agree or disagree with the following statements? [asked of all respondents; n=500]

**It is time for a change in government here in Ontario.**
- Strongly agree: 45%
- Somewhat agree: 21%
- Neither agree nor disagree: 17%
- Somewhat disagree: 7%
- Strongly disagree: 7%
- Don’t know: 2%

Net agree: +51%

**The Liberals may have their problems but they are still the party best able to form government.**
- Strongly agree: 10%
- Somewhat agree: 19%
- Neither agree nor disagree: 19%
- Somewhat disagree: 12%
- Strongly disagree: 37%
- Don’t know: 2%

Net disagree: -20%
Wind Energy and Policy: Initial Thoughts of Respondents
Support for Government Policy: 6-in-10 (58%) support gov’t policy that supports development of wind energy

Generally speaking, do you support or oppose provincial government policy that supports the development of wind energy?
[asked of all respondents; n=500]

Support:
- Strongly support: 24%
- Somewhat support: 34%
- Neither support nor oppose: 19%

Oppose:
- Somewhat oppose: 6%
- Strongly oppose: 13%
- Don’t know: 4%

Support: 58%
Oppose: 19%

Note: The order in which this question and the one on whether the respondents agree/disagree the provincial government should encourage the use of non-emitting electricity were asked is rotated. However, the differences in net agreement are not statistically significant at 90% confidence level.
Non-Emitting Electricity: 7-in-10 (72%) agree the gov’t should encourage the use of non-emitting electricity.

Do you agree or disagree with the following statement: The provincial government should encourage the use of non-emitting electricity (that is, electricity generation that does not create greenhouse gases) to reduce the amount of carbon emissions.

[asked of all respondents; n=500]

Agree: 72%

- Strongly agree: 36%
- Somewhat agree: 36%
- Neither agree nor disagree: 16%

Disagree: 10%

- Somewhat disagree: 4%
- Strongly disagree: 6%
- Don’t know: 3%

Note: The order in which this question and the one on whether the respondents support/oppose provincial government policy that supports the development of wind energy were asked is rotated. However, the differences in net agreement are not statistically significant at 90% confidence level.
Climate Change – A Key Attitude
Climate Change: 9-in-10 (89%) believe climate change is occurring

Thinking about your own personal view, do you believe that climate change is ...

[asked of all respondents; n=500]
Climate Change: Three-quarters (74%) of those who believe climate change is occurring say it’s caused by human activity.

Thinking about your own personal view, do you believe that climate change is...
[asked of all respondents; n=500]

- Definitely occurring: 71%
- Probably occurring: 19%
- Probably not occurring: 4%
- Definitely not occurring: 3%
- Don’t know: 4%

Which of the following statements best reflects your view on the urgency of action on climate change?
[asked of those who believe climate change is occurring; n=446]

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<td>Climate change is a natural occurrence and not significantly impacted by human behaviour</td>
<td>10%</td>
</tr>
<tr>
<td>Human-induced generation of greenhouse gases is a key driver of climate change and without immediate and significant action, the planet as we know it is in peril</td>
<td>74%</td>
</tr>
<tr>
<td>The debate on the impact of humans on climate change has not been clear, and I am not sure how serious the problem is</td>
<td>13%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
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People have different points of view about what the provincial government can or should do when it comes to climate change. Which of the following is closest to your point of view?
[asked of those who believe climate change is occurring; n=446]

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<td>The actions of any given province can’t make any real difference to the problem of climate change and that Ontario should leave climate change to the federal government working together with other countries</td>
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<tr>
<td>Climate change is a critical issue and it is a good idea for Ontario to take a leadership role, even if that means higher energy costs in Ontario than in neighbouring states and provinces</td>
<td>54%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>12%</td>
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Climate Change Urgency: 81% of those who believe climate change is occurring agree that dramatic action is needed

Do you agree or disagree with the following statement: *Climate change is a critical threat to the planet and we must take dramatic action now to avoid catastrophic impacts in years to come.*

[asked of those who believe climate change is occurring; n=446]

Strongly agree: 50%
Somewhat agree: 31%
Neither agree nor disagree: 10%
Somewhat disagree: 5%
Strongly disagree: 4%
Don’t know: 0%
Talking About Wind Energy
Respondents were given a battery of statements and asked if each one leaves them feeling more likely to support wind energy, more likely to oppose it, or if it has no impact. The table below shows the full question wording for the statements and the shorthand which will be used in the next series of charts.

<table>
<thead>
<tr>
<th>Full Statement Wording</th>
<th>Shorthand</th>
</tr>
</thead>
<tbody>
<tr>
<td>With the evolution in wind energy technology, U.S. investment firm Lazard reports that wind energy is currently the lowest-cost source of new non-emitting electricity generation and the global research giant Bloomberg says costs will continue to decline.</td>
<td>Lowest-cost source and will continue to decline: investment firm and Bloomberg</td>
</tr>
<tr>
<td>The fact that states like Iowa have been able to generate 37 per cent of their electricity from wind energy in 2016 shows that we can depend on wind as a source of energy here in Ontario</td>
<td>Iowa generated 37% electricity from wind in 2016</td>
</tr>
<tr>
<td>The Canadian Wind Energy Association has stated that the wind energy industry is committed to respecting and protecting wildlife habitat and the environment</td>
<td>Industry respects and protect wildlife habitat: CanWEA</td>
</tr>
<tr>
<td>There have been increasingly more reports of jurisdictions around the world relying on wind energy as an integral part of a modern electricity grid</td>
<td>Wind as part of modern electricity grid, says reports</td>
</tr>
<tr>
<td>The balance of scientific evidence and human experience to date concludes that wind turbines, when sited properly, are not harmful to human health</td>
<td>Wind turbines not harmful to human health: scientific evidence</td>
</tr>
<tr>
<td>An independent study by Compass Renewable Energy Consulting says wind energy has made major contributions to Ontario’s economy and will continue to do so.</td>
<td>Wind energy has contributed to Ontario's economy: Compass Renewable Energy Consulting</td>
</tr>
<tr>
<td>The president of the Canadian Wind Energy Association says wind energy has made major contributions to Ontario’s economy and will continue to do so. [asked of half of the sample]</td>
<td>Wind energy has contributed to Ontario’s economy: president of CanWEA</td>
</tr>
<tr>
<td>The provincial government has made a commitment to increase the amount of renewable energy generation in Ontario.</td>
<td>ON govt committed to up the amount of renewable energy generation</td>
</tr>
<tr>
<td>The Independent Electricity System Operator (IESO) reports that currently, Ontario has enough wind generation capacity to meet about 5% of the province’s electricity demand. [asked of half of the sample]</td>
<td>ON has enough wind generation capacity to meet 5% of the demand: IESO</td>
</tr>
</tbody>
</table>
The cost and Iowa’s success leave respondents most likely to support wind energy.

For each of the following statements, please indicate if it leaves you feeling more likely to support wind energy, more likely to oppose it, or if it has no impact. (asked of all respondents; n=500)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Net more likely to support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowest-cost source and will continue to decline: investment firm and Bloomberg</td>
<td>+58%</td>
</tr>
<tr>
<td>Iowa generated 37% electricity from wind in 2016</td>
<td>+54%</td>
</tr>
<tr>
<td>Industry respects and protect wildlife habitat: CanWEA</td>
<td>+51%</td>
</tr>
<tr>
<td>Wind as part of modern electricity grid, says reports</td>
<td>+51%</td>
</tr>
<tr>
<td>Wind turbines not harmful to human health: scientific evidence</td>
<td>+49%</td>
</tr>
<tr>
<td>Wind energy has contributed to Ontario’s economy: Compass Renewable Energy Consulting</td>
<td>+48%</td>
</tr>
<tr>
<td>Wind energy has contributed to Ontario’s economy: president of CanWEA</td>
<td>+45%</td>
</tr>
<tr>
<td>ON govt committed to up the amount of renewable energy generation</td>
<td>+39%</td>
</tr>
<tr>
<td>ON has enough wind generation capacity to meet 5% of the demand: IESO</td>
<td>+36%</td>
</tr>
</tbody>
</table>

- **Much more likely to support wind energy**
- **Somewhat more likely to support wind energy**
- **No impact**
- **Somewhat more likely to oppose wind energy**
- **Much more likely to oppose wind energy**
- **Don’t know**
Economic Benefits: *Split sample*

We approached the economic benefits statement in two ways to see the impact of including versus not including the source. Approximately half of the sample was presented the first statement and the other half was presented the second statement.

We find out that the inclusion of the statement’s source does not have an impact on the responses. The difference in net likelihood to support wind energy is not statistically significant at a 90% confidence level.

Note: There are three respondents who gave answers to both versions. This may be caused by the respondent going back and forth in the survey. As a result, the n sizes for the two split samples add up to more than 500.
Wind Energy and Policy: Thoughts of Respondents When Asked a Second Time
Support for Gov’t Policy: Switch from neutral/oppose to saying strongly support; support up 7 pts (significant at 95%)

Generally speaking, do you support or oppose provincial government policy that supports the development of wind energy?
[asked of all respondents; n=500]

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>58%</td>
<td>65%</td>
<td>+7% (sig. at 95%)</td>
</tr>
<tr>
<td>Neutral/DK</td>
<td>23%</td>
<td>19%</td>
<td>-4% (sig. at 95%)</td>
</tr>
<tr>
<td>Oppose</td>
<td>19%</td>
<td>16%</td>
<td>-3% (sig. at 95%)</td>
</tr>
</tbody>
</table>

T-Tests: Changes highlighted in red are statistically significant at 95% confidence. Changes highlighted in blue are significant at 90%.
Non-Emitting Electricity: Agreement up 4 points, significant at 95%

Do you agree or disagree with the following statement: The provincial government should encourage the use of non-emitting electricity (that is, electricity generation that does not create greenhouse gases) to reduce the amount of carbon emissions.

[asked of all respondents; n=500]

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>72%</td>
<td>76%</td>
<td>+4% (sig. at 95%)</td>
</tr>
<tr>
<td>Neither/DK</td>
<td>18%</td>
<td>16%</td>
<td>-3% (not sig. at 90%)</td>
</tr>
<tr>
<td>Disagree</td>
<td>10%</td>
<td>9%</td>
<td>-1% (not sig. at 90%)</td>
</tr>
</tbody>
</table>

T-Tests: Changes highlighted in red are statistically significant at 95% confidence. Changes highlighted in blue are significant at 90%.
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