



Omnibus Results

November 2018

Background & Methodology

In October 2018, The Canadian Wind Energy Association (CanWEA) contracted Inshgtrix Research Inc. (Inshgtrix) to conduct a province-wide poll on Saskatchewan residents' perceptions of wind energy.

A total of 806 randomly-selected SaskWatch Research® panel members from Saskatchewan participated in the online research study between October 31 to November 4, 2018. Quotas were set by age and region to match the general population of the province. As the research is conducted online, it is considered to be a non-probability proportion sample and therefore, margins of error are not applicable.

Region	%	Count
North	19%	156
Regina	19%	156
Saskatoon	22%	178
South	39%	316
Total	100%	806

	Male		Female		Other		Total	
	%	Count	%	Count	%	Count	%	Count
18 to 34	15%	122	15%	120	<1%	3	30%	245
35 to 54	17%	138	17%	140	0%	0	34%	278
55+	17%	133	19%	150	0%	0	35%	283
Total	49%	393	51%	410	0%	3	100%	806

SaskWatch Research®

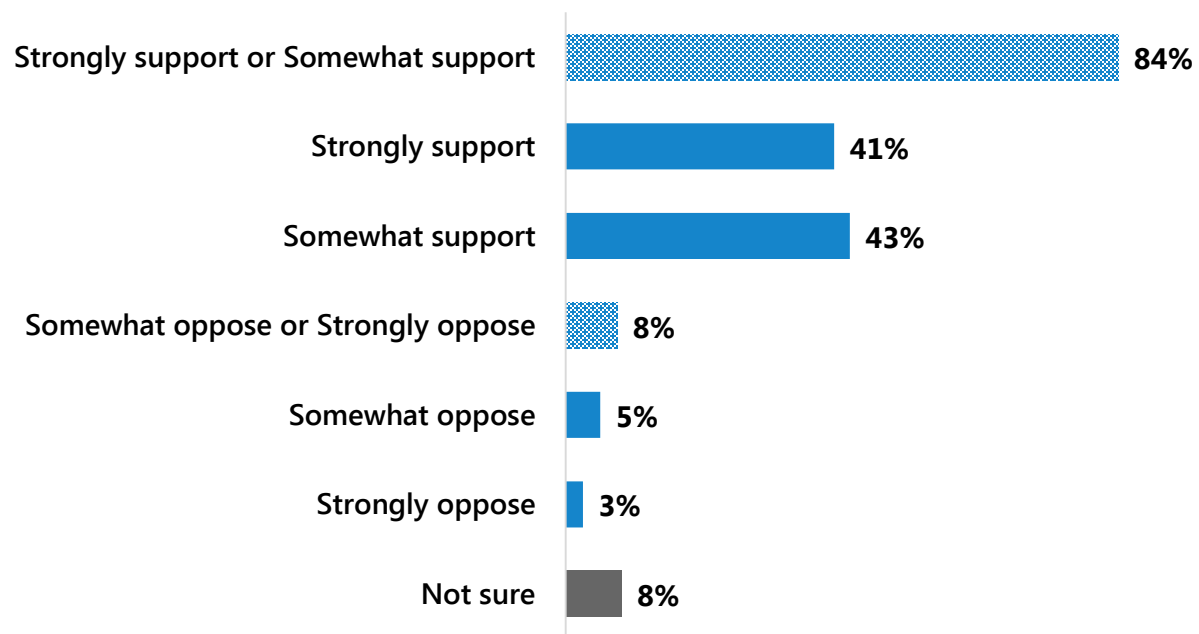
Inshgtrix started developing the SaskWatch Research® online market research panel in October 2007, using high-quality techniques including telephone recruitment and referrals from existing panel members. Presently, there are over 15,000 active panel members representing all regions of the province, and distributions of the general population. The panel membership closely matches the 2016 Census based on age, gender, household composition, household income and education.

Reporting Notes

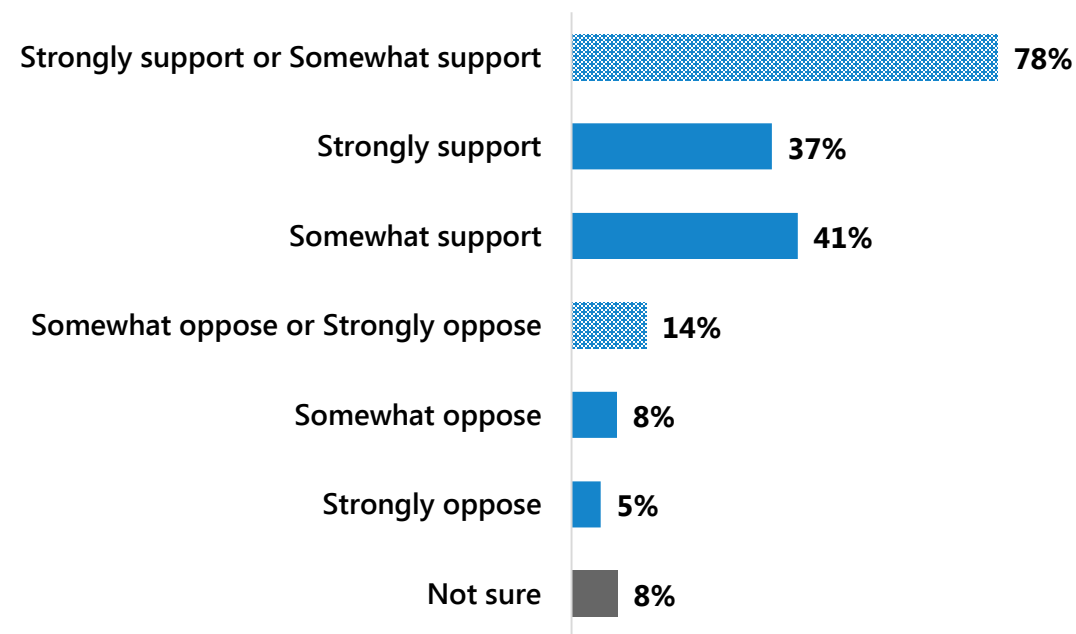
- Data have been rounded to zero decimal places, and as such, percentages may not add up to precisely 100% on some graphs.
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.
- Questions that have multiple response options will result in percentages that could add up to more than 100%.
- Significant differences have been highlighted in this report with a ▲ or ▼. A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance.
- In some cases, themes have been organized into “Net themes” based on overarching commonalities in the content of responses (i.e., positive or negative mentions). The percentages of individual codes will add up to more than the Net total, as multiple comments from each respondent are possible within each Net.
- Where applicable, open-ended comments are included throughout the report.

Most residents are supportive of wind energy developments, with slightly stronger support noted for policies encouraging wind energy than the development of wind energy near their communities.

Support and Opposition for Government Policies that Encourage the Development of Wind Energy in Saskatchewan



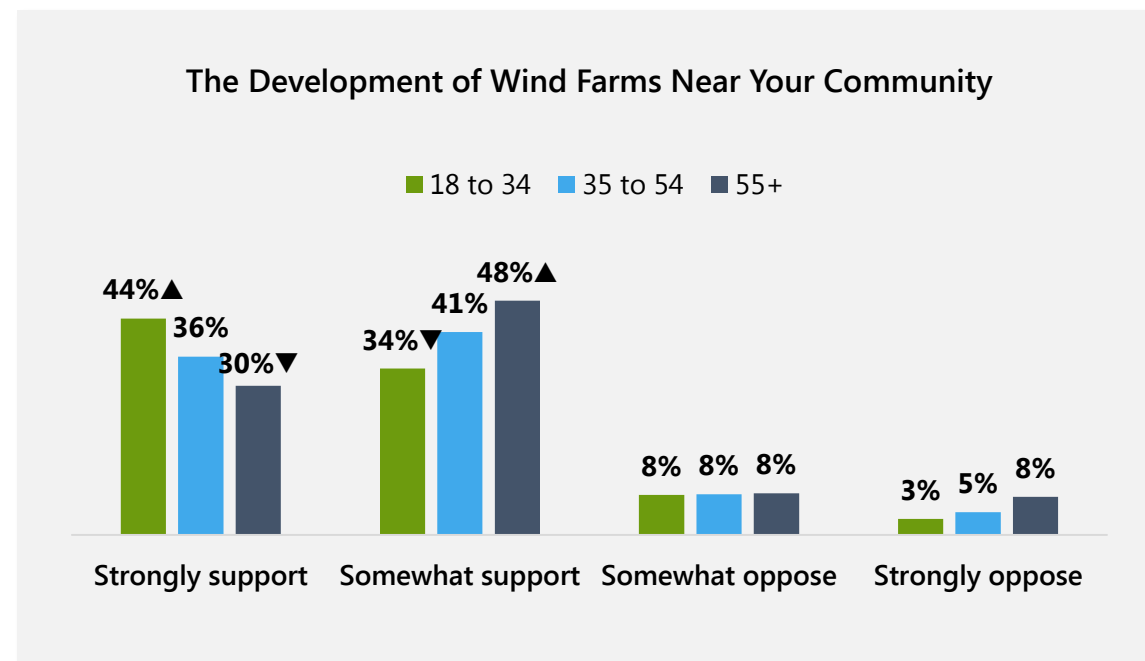
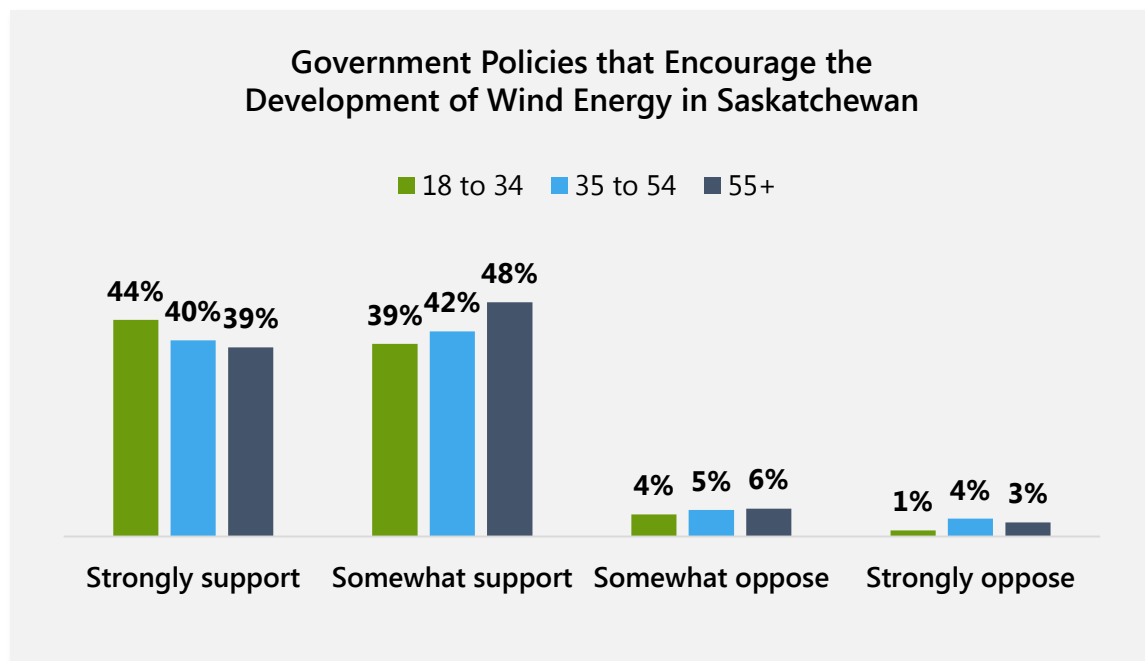
Support and Opposition for the Development of Wind Farms Near Your Community



A1. Please indicate the degree to which you support or oppose the following. Base: All respondents, n=806.

Residents in the 18 to 34 year old age range are notably stronger supporters of having wind energy developed near their community than residents 55 and older.

Support and Opposition of Wind Energy by Age Range



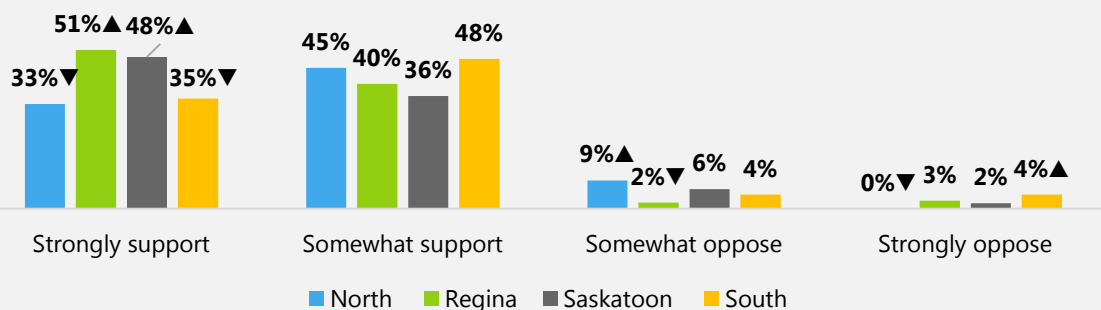
*Not sure responses are not shown.

A1. Please indicate the degree to which you support or oppose the following. Base: All respondents, n=806.
 1. Into which of the following age ranges do you fall? Base: All respondents, n=806.

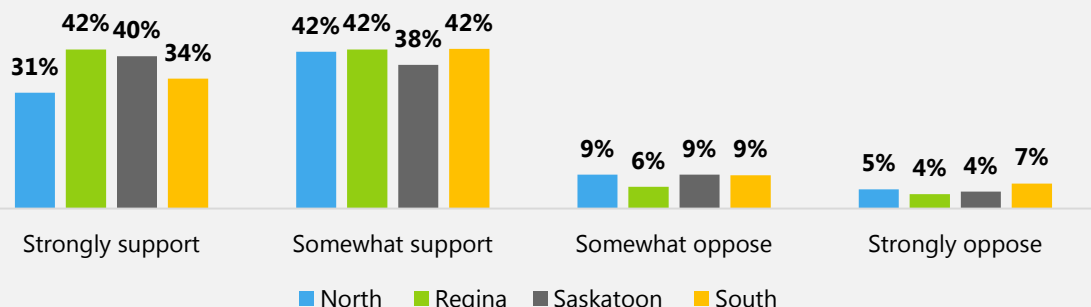
Those in Regina and Saskatoon, as well as those who have achieved higher levels of education are more likely to be strong supporters of wind energy developments.

Support and Opposition of Wind Energy by Region

Government Policies that Encourage the Development of Wind Energy in Saskatchewan

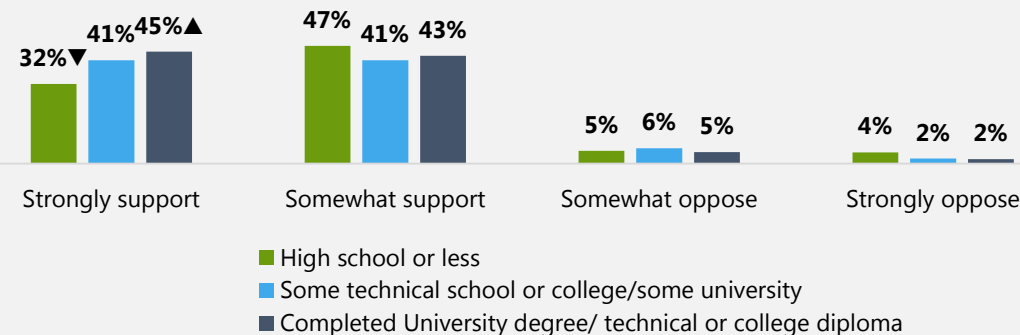


The Development of Wind Farms Near Your Community

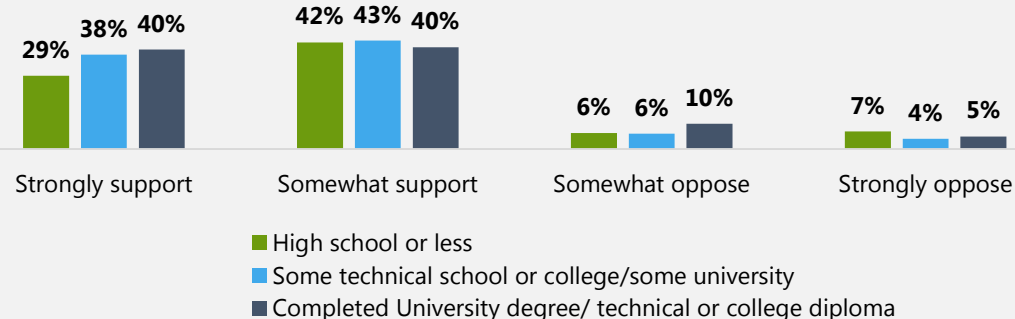


Support and Opposition of Wind Energy by Education Level

Government Policies that Encourage the Development of Wind Energy in Saskatchewan



The Development of Wind Farms Near Your Community

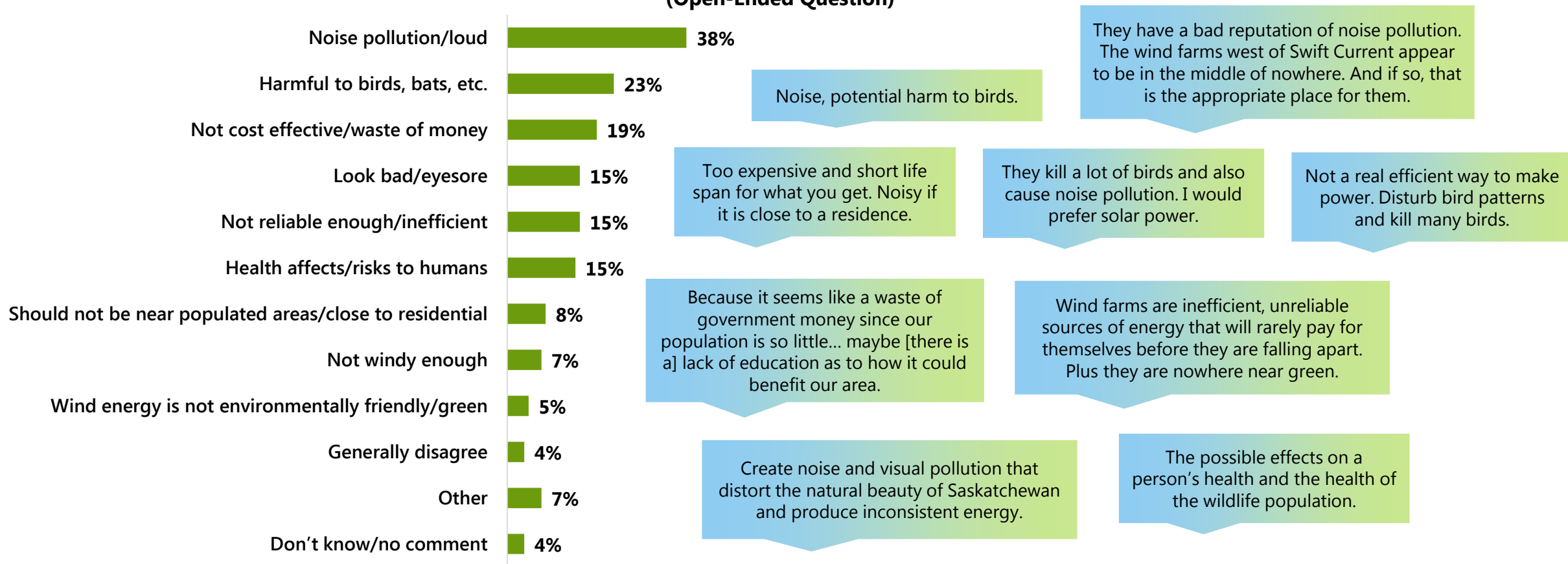


*Not sure responses are not shown.

A1. Please indicate the degree to which you support or oppose the following. Base: All respondents, n=806.
 PC. What are the first three digits of your postal code? Base: All respondents, n=806.
 Z5. What is the highest level of education you have achieved? Base: All respondents, n=806.

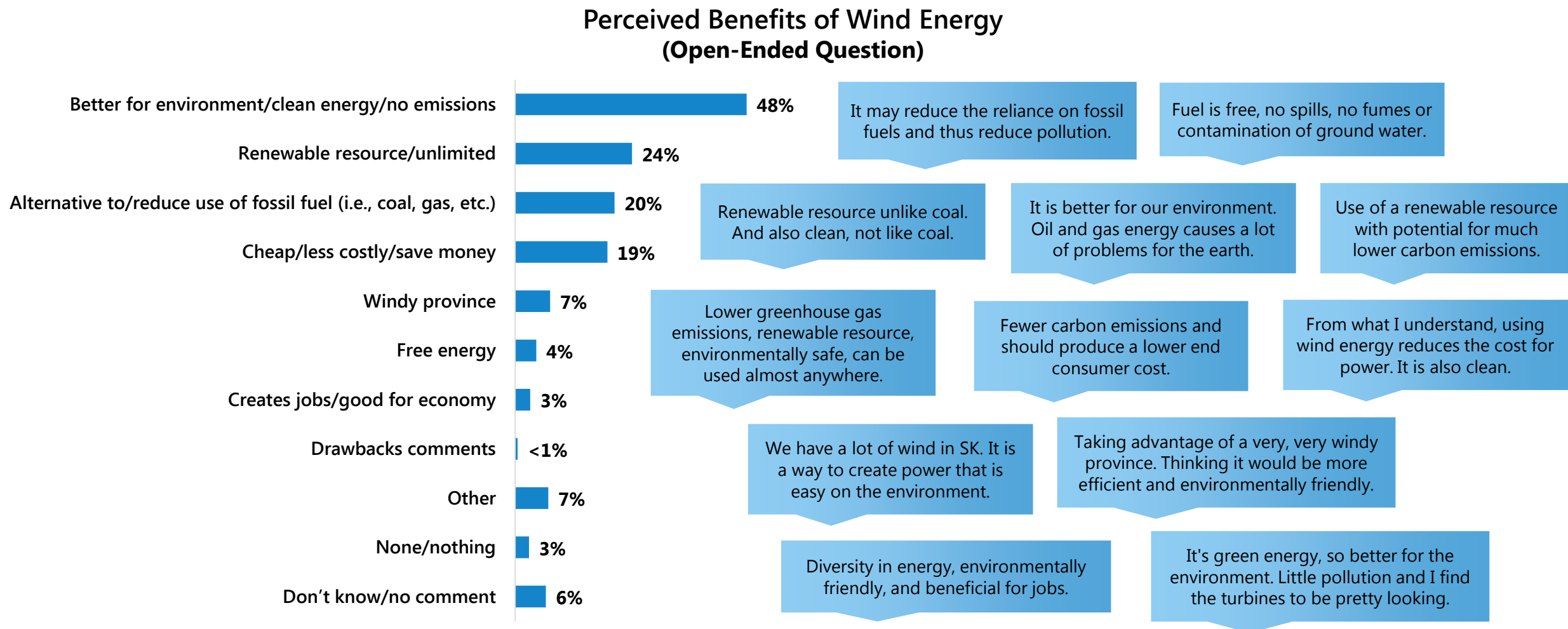
Those who oppose the development of wind energy near their community are most likely to be opposed due to perceived noise pollution, followed by potential harm to wildlife and concerns regarding the cost effectiveness of this technology.

Reasons for Opposing the Development of Wind Farms Near Respondent Communities (Open-Ended Question)



A2. Why do you oppose the development of wind farms near your community? Base: Respondents who oppose the development of wind farms near their community, n=110.

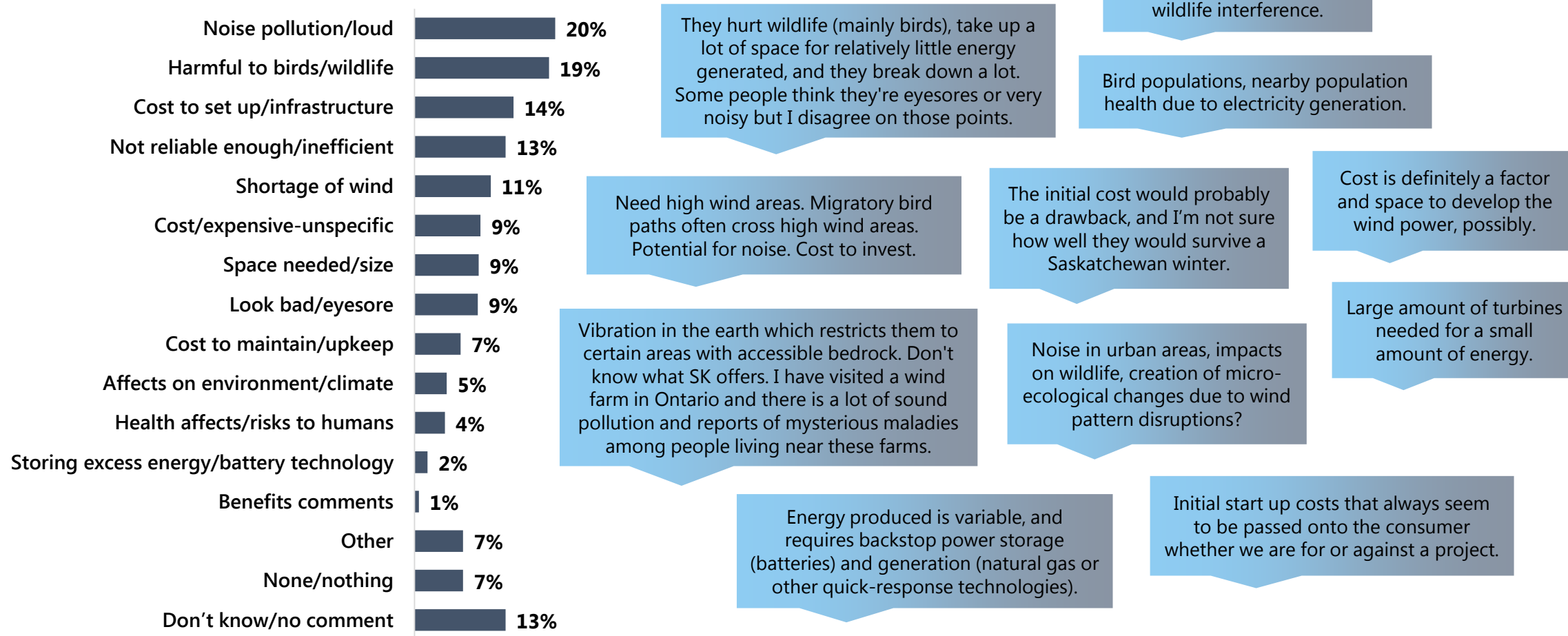
The most widely-noted benefits of wind energy are its environmental benefits, the fact that it is renewable, its role as a solution for reducing fossil fuel use, and its potential for savings in power costs.



A3. What do you believe are the benefits of wind energy? Base: All respondents, n=806.

The perceived drawbacks of wind energy are much more fragmented than the benefits. Again, perceptions of noise pollution and potential harm to wildlife are the most frequently reported drawbacks.

Perceived Drawbacks of Wind Energy (Open-Ended Question)



A4. What do you believe are the drawbacks of wind energy? Base: All respondents, n=806.

Key Findings

- Most Saskatchewan residents are supportive of wind energy developments, with stronger support noted for policies encouraging wind energy than the development of wind energy near their communities.
- While the level of support is high across all demographics, differences exist in the degree to which select demographics support wind energy developments, with 18 to 34 year old residents, those who live in larger city centres, and those who have achieved higher levels of education being the strongest supporters.
- The most widely-noted benefits of wind energy are its environmental benefits, the fact that wind energy is renewable, its role as a solution for reducing fossil fuel use, and its potential for savings in power costs.
- The most widely-noted reasons for opposition to wind energy development include perceived noise pollution, potential harm to wildlife, and concerns regarding the cost effectiveness of this technology, reliability and potential adversary health effects on humans.