



# UNDERSTANDING NIMBY 2011

Canadian Public Opinion Lessons on Locally Unwanted Land Uses

## How Do You Build Something No One Wants Near Them?

It seems every day we read new media reports about oil spills, leaking pipelines, exploding natural gas generating stations and growing community opposition to wind farms. While siting a locally unwanted land use (LULU) has never been easy, it's getting harder with each and every one of those stories.

INNOVATIVE is a leader in understanding NIMBY attitudes. We have provided research-based strategic advice to some of the country's largest power producers, distributors and utilities, oil and gas companies as well as associations, governments and various regulatory agencies. INNOVATIVE also works on research-based public consultations including Alberta's 2009 nuclear energy public consultation.

The *Understanding NIMBY* report provides a cost efficient opportunity for managers to learn key lessons about the common challenges with siting LULUs. For three years now, Innovative Research Group Inc. (INNOVATIVE) has been tracking Canadian attitudes towards locally unwanted land uses. Past topics have included LULUs such as:

- Electricity from municipal waste
- High voltage electricity transmission lines
- Hydro power from dams
- Landfills
- Liquefied natural gas storage facilities
- Natural gas electricity generating plants
- Natural gas pipelines
- Natural gas storage facilities
- New or expanded highways and bridges
- Drilling for shale gas

- Nuclear electricity generating plants
- Oil pipelines
- Run-of-river hydro
- Wind farms on land
- Wind farms on water

***Understanding NIMBY* tracks a number of key attitudes relating to each of these types of projects including:**

- Attitudes towards key stakeholders
- Perceived need for various land uses and facilities
- General support for various land uses and facilities
- Support for land use and facility development in local communities
- Dread of various land uses and facilities

Online polling technology allows us to cost effectively look at the views and experiences of over 3,000 Canadians, providing detailed regional breaks and public values segmentation.

## What do I Get from *Understanding NIMBY*

Using INNOVATIVE's Canada 20/20™ Panel, we explore support and opposition to LULUs in Canada at three levels:

### **1. Tracking attitudes towards key locally unwanted land uses (LULUs).**

Subscribers to *Understanding NIMBY* will see where opinion stands and how it is changing for a variety of common LULUs:

- How many Canadians hold extreme environmental views?
- How many Canadians are simply anti-development?
- How much opposition to specific developments is based on the NOPE (not-on-planet-earth) factor and how much comes from true NIMBYism?



## 2. Testing NIMBYs impact on real world examples.

*Understanding NIMBY* will not just look at NIMBYism as an abstract issue, but will also collect the views of over 3,000 Canadians on specific projects in or near their communities, such as types of electricity generation, transmission lines, pipelines and major road projects.

## 3. Let us know where we can dig deeper.

Subscribers may suggest ideas where they think the 2011 survey can dig deeper. Last year three spotlight topics were explored for our clients, including: *oil tanker facilities*, *shale gas exploration and radio frequency (RF) radiation* associated with smart meters.

This year we'll be shining the spotlight on how Canadians feel about *public-private partnerships* including: roads, sewage treatment, and municipal water systems. However, there is still time to include your questions and ideas.

Deadline for new questions this year is September 26th 2011.

## Subscribing to *Understanding NIMBY*

Subscribers to *Understanding NIMBY* include power producers, electricity distributors, transmission providers, upstream and downstream oil and gas companies as well as government agencies.

**Cost: \$5,995, plus applicable taxes.**

### All subscribers will receive:

- A comprehensive report in MS PowerPoint® format detailing our findings (250+ slides with executive summary);
- Set of banner tables so you can explore the details in more depth; and
- A tailored highlight presentation by Greg Lyle, INNOVATIVE's Managing Director is available upon request. Travel charges may apply.

**To subscribe or for more info, please contact:  
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