

POWER GENERATION IN TORONTO AND ONTARIO

Seven-in-ten (72%) Torontonians Provide General Support for Building Natural Gas-Fired Power Plant in the City

But, Support Drops (-19) to 53% When Portlands Location is Mentioned – Opposition Rises (+11) to 29%, with 18% Unsure (+7)

On This Issue, Torontonians More Likely to Believe Mayor (35%) Than Premier (20%) – And, Most Feel Mayor (48%) Best Represents Their Interests, Compared to 18% for Premier

More Ontarians Feel the Provincial Government's Management of Electricity is on the Wrong Track (40%) than on the Right Track (33%)

Ontarians Prefer Some Level of Public Ownership of All Types of Power Generation Plants (86%)

*From January 31 to February 5, 2006, Leger Marketing – the Canadian representative of the Gallup International Association – conducted telephone interviews among a randomly selected, representative sample of 1,000 adult Ontarians. The margin of error for the total sample is $\pm 3.1\%$, 19 times out of 20. **Across the regions, sub-samples are as follows: Toronto (n=250; $\pm 6.2\%$), 905 Belt (n=250; $\pm 6.2\%$), Hamilton-Niagara (n=135; $\pm 8.4\%$), Southwest (n=135; $\pm 8.4\%$), East (n=135; $\pm 8.4\%$), and North (n=95; $\pm 10.1\%$). Discrepancies between totals are due to rounding. The results have been statistically weighted according to the most current regional, gender, and age Census data to ensure a sample representative of the entire adult population of the province.***

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 350 employees spread over its offices in Toronto, Montreal, Edmonton, Winnipeg, Quebec City, New York City, and Shanghai. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national, and global scale. Leger is the Canadian representative of the Gallup International Association, and is the polling Agency of Record for Sun Media, Marketing Magazine, and the Canadian Press news service.



Seven-in-ten (72%) Torontonians Support a Natural Gas-Fired Power Plant in the City

- Torontonians, along with other Ontarians, support a natural gas-fired power plant in Toronto in order to generate electricity for the city and prevent blackouts and electricity shortages (72% and 69%, respectively).
- Torontonians (36%) are more likely than the rest of Ontario (27%) to strongly support this initiative.

Support for Natural Gas Fired Power Plant in Toronto		
<i>Q4. As you may know, the Ontario government recently announced plans to build a natural gas-fired power plant in Toronto, in order to generate electricity for the city and prevent blackouts and electricity shortages that are forecasted for Toronto's future due to the city's growing electricity needs. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this?</i>		
Region	Toronto	Rest of Ontario
SUPPORT	72%	69%
Strongly support	36%	27%
Somewhat support	36%	43%
Somewhat oppose	10%	10%
Strongly oppose	8%	9%
OPPOSE	18%	18%
Don't Know/Refused	11%	13%



But Support Drops to 53% (-19) when Portlands Location is Mentioned

- Although overall support drops by 19%, half of Torontonians still support a natural gas fired power plant in the Portlands area just east of the downtown core (53%). This compares to 49% of Ontarians outside Toronto.
- Opposition also rises upon mention of this specific location for the proposed plant, with just under one-third of Torontonians and other Ontarians saying they oppose it (29% and 28%, respectively).
- However, the level of uncertainty rises, with 18% (+7) of Torontonians and 23% (+10) of other Ontarians saying they don't know if they support or oppose this initiative upon hearing of its likely location in the Portlands area.

Support for Location of Natural Gas Fired Power Plant		
<i>Q5. Now, this natural gas-fired power plant would likely be built in the Portlands area east of Toronto's downtown core. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this?</i>		
Region	Toronto	Rest of Ontario
SUPPORT	53%	49%
Strongly support	23%	17%
Somewhat support	30%	32%
Somewhat oppose	17%	11%
Strongly oppose	12%	17%
OPPOSE	29%	28%
Don't Know/Refused	18%	23%



Miller Most Believable Source for Torontonians

- When the Premier and the Mayor “speak out about this issue”, Mayor David Miller is the most believable source for 35% of Torontonians.
- Just one-fifth say they find Premier Dalton McGuinty the most believable (20% of Torontonians and 22% of other Ontarians).
- Not surprisingly, one-quarter of Ontarians outside of the City say they don’t know who is more believable (28%).

On this Issue: Most Believable Source		
<i>Q6A/B. And, when ... and ... [ROTATE NAMES] speak out about this issue, which ONE do you feel... is the most believable? [ITEMS ROTATED]</i>		
Region	Toronto	Rest of Ontario
	Dalton McGuinty, the Premier of Ontario	20%
David Miller, the Mayor of Toronto	35%	30%
Neither	20%	17%
Both / Equal / Same	6%	3%
Don't Know/Refused	20%	28%



Torontonians Feel Miller is Best Representation of Interests

- Almost half of Torontonians believe that Mayor David Miller is the person who best represents their interests (48%) on this issue. This compares to 18% of Torontonians who feel that the Premier better represents their interests than the Mayor on this issue.
- Outside Toronto, Ontarians are more likely to feel the Premier best represents their interests on this issue (34%), although one-quarter prefer the Mayor (25%).

On this Issue: Best Represents Your Interests		
<i>Q6A/B. And, when ... and ... [ROTATE NAMES] speak out about this issue, which ONE do you feel... best represents your interests? [ITEMS ROTATED]</i>		
Region	Toronto	Rest of Ontario
Dalton McGuinty, the Premier of Ontario	18%	34%
David Miller, the Mayor of Toronto	48%	25%
Neither	13%	15%
Both / Equal / Same	3%	2%
Don't Know/Refused	19%	25%



More Ontarians (40%) Find Liberals on Wrong Track for Electricity Management

- More Ontarians think the provincial government’s management of electricity is on the wrong track (40%) than the right track (33%), although 27% are unsure of this.
- Particularly those in the North (53%) and in the 905-Belt (44%) find the government to be on the wrong track, with 36% and 26% finding this to be strongly the case, respectively.
- Notably, Torontonians (31%) and residents of the Hamilton-Niagara (30%) region are more often undecided than the rest of the province.
- Men are more likely than women to strongly believe the government is on the wrong track (27% compared to 18%, respectively), as is the case for residents aged 35 to 54 (26%) and over the age of 55 (24%). Those earning more than \$60K a year also find this to be true (45% wrong track, with 27% strongly wrong track).

Provincial Government’s Electricity System Management on the Right Track?							
Q2. Overall, would you say that the provincial government’s management of Ontario’s electricity system is on the right or wrong track? Is that strongly or somewhat?							
Region	ONTARIO	Toronto	905 Belt (Suburbs)	Hamilton-Niagara	Southwest	East	North
RIGHT TRACK	33%	35%	33%	34%	29%	36%	30%
Strongly right track	7%	6%	7%	8%	8%	8%	2%
Somewhat right track	26%	29%	26%	26%	21%	28%	27%
Somewhat wrong track	18%	17%	18%	15%	20%	20%	17%
Strongly wrong track	22%	17%	26%	21%	23%	19%	36%
WRONG TRACK	40%	34%	44%	36%	44%	39%	53%
Don’t Know/Refused	27%	31%	23%	30%	27%	26%	18%



All Power Generation Plants Should be Owned by Public Sector

- Ontarians agree that all types of power generation plants should be owned by the public sector / government (43%), or at least by a public – private partnership (43%).
- Almost all (84%) say this should be the case for nuclear power, with more than half (56%) saying they want this type of power generation to be owned solely by the government.

Ownership Preference of Electricity Sources in Ontario					
<i>Q3. Now, thinking about the ownership of power plants... For each of the following types of power generation plants, please tell me if you would MOST prefer that it be owned entirely by the provincial government, OR entirely by a private sector company, OR by a combined provincial government and private-sector partnership. How about ... ? [RANDOMIZE]</i>					
Type of power	Power Generation Plants Overall	Nuclear	Hydro or Water-Generated	Natural Gas	Coal-Fired
Government/Public Sector Ownership	43%	56%	47%	41%	41%
Private Sector Ownership	7%	6%	8%	10%	9%
Public-Private Partnership	43%	28%	38%	37%	32%
Doesn't matter	1%	1%	1%	2%	4%
Don't know / Refuse	6%	9%	6%	10%	14%



Overall, the Government Should Have a Hand in All Power Generation Plants

- A total of 86% of Ontarians feel power generation plants should be owned by the government (43%) or by the government with a private sector partner (43%).
- Toronto residents (48%), the 905-Belt (50%) and those in the North (56%) are most vocal about power plants being solely government-owned, while residents in the Southwest (54%) and the East (50%) prefer a public-private partnership.
- Only 7% think it is a good idea to give ownership of power generation plants to the private sector alone.

Ownership Preference of Power Generation Plants Overall							
<i>Q3. Now, thinking about the ownership of power plants... For each of the following types of power generation plants, please tell me if you would MOST prefer that it be owned entirely by the provincial government, OR entirely by a private sector company, OR by a combined provincial government and private-sector partnership. How about ... ? [RANDOMIZE]</i>							
Region	ONTARIO	Toronto	905 Belt (Suburbs)	Hamilton-Niagara	Southwest	East	North
Government/Public Sector Ownership	43%	48%	50%	42%	31%	39%	56%
Private Sector Ownership	7%	8%	6%	9%	6%	7%	8%
Public-Private Partnership	43%	36%	40%	36%	54%	50%	28%
Doesn't matter	1%	3%	1%	1%	<1%	0%	0%
Don't know / Refuse	6%	6%	3%	12%	8%	5%	7%



Government-Owned Natural Gas Fired Power Plants Preferred

- On the whole, Ontarians feel natural gas fired power plants should be owned by the government or by a public-private partnership, with slightly more preferring the former (41% and 37%, respectively).
- Across the regions, residents prefer government-owned natural gas fired power plants, except in the Southwest, where more say they prefer a public-private partnership (43%).
- Residents under the age of 35 also prefer a partnership (43%).

Ownership Preference of Natural Gas Fired Power Plants							
<i>Q3. Now, thinking about the ownership of power plants... For each of the following types of power generation plants, please tell me if you would MOST prefer that it be owned entirely by the provincial government, OR entirely by a private sector company, OR by a combined provincial government and private-sector partnership. How about ... ? [RANDOMIZE]</i>							
Region	ONTARIO	Toronto	905 Belt (Suburbs)	Hamilton-Niagara	Southwest	East	North
Government/Public Sector Ownership	41%	43%	46%	37%	36%	39%	49%
Private Sector Ownership	10%	10%	9%	11%	9%	10%	10%
Public-Private Partnership	37%	35%	38%	38%	43%	38%	27%
Doesn't matter	2%	2%	2%	3%	1%	3%	1%
Don't know / Refuse	10%	11%	5%	11%	11%	11%	14%



Majority Want Nuclear Power Plants to be Owned Only by Government

- Whereas Ontarians have split opinions of a public-only or public-private ownership of power generations in general, this is not the case for nuclear power plants. A majority of Ontarians feel this type of power generation should belong to the government only (56%).
- This is particularly the case for GTA residents (61%) and those in the North (67%).
- One-third of Southwest (35%) and East (33%) residents prefer a partnership of the sectors.
- One-third of high-income earners (over \$60K) also prefer such a partnership (32%).

Ownership Preference of Nuclear Power Plants							
<i>Q3. Now, thinking about the ownership of power plants... For each of the following types of power generation plants, please tell me if you would MOST prefer that it be owned entirely by the provincial government, OR entirely by a private sector company, OR by a combined provincial government and private-sector partnership. How about ... ? [RANDOMIZE]</i>							
Region	ONTARIO	Toronto	905 Belt (Suburbs)	Hamilton-Niagara	Southwest	East	North
Government/Public Sector Ownership	56%	60%	61%	52%	49%	50%	67%
Private Sector Ownership	6%	5%	7%	8%	5%	8%	5%
Public-Private Partnership	28%	23%	26%	26%	35%	33%	16%
Doesn't matter	1%	2%	2%	2%	1%	1%	0%
Don't know / Refuse	9%	9%	4%	12%	11%	8%	12%



About Half Prefer Public Ownership of Hydro Power Plants

- Almost half of Ontarians prefer public ownership of hydro power plants (47%) over a public-private partnership (38%).
- However, residents in the Southwest prefer public and private ownership (46%) over government-only (42%).
- Those aged 55 and older (51%) and those between 35 and 54 (49%) prefer public ownership only, while 44% of those under 35 say they prefer a mix of public and private.

Ownership Preference of Hydro Power Plants							
<i>Q3. Now, thinking about the ownership of power plants... For each of the following types of power generation plants, please tell me if you would MOST prefer that it be owned entirely by the provincial government, OR entirely by a private sector company, OR by a combined provincial government and private-sector partnership. How about ... ? [RANDOMIZE]</i>							
Region	ONTARIO	Toronto	905 Belt (Suburbs)	Hamilton-Niagara	Southwest	East	North
Government/Public Sector Ownership	47%	51%	49%	44%	42%	46%	54%
Private Sector Ownership	8%	6%	9%	10%	6%	9%	10%
Public-Private Partnership	38%	35%	38%	33%	46%	38%	28%
Doesn't matter	1%	2%	1%	3%	<1%	1%	0%
Don't know / Refuse	6%	6%	4%	10%	6%	6%	7%



Ontarians Most Unsure of Preferred Ownership of Coal Fired Power Plants

- As with all other power generation plants, Ontarians prefer coal fired power plants to be publicly owned (41%), as opposed to ownership by a public-private partnership (32%) or a sole private ownership (9%). However, 14% say they don't know which type of ownership they prefer.
- Residents in the 905-Belt are most likely to prefer a government-only ownership (48%), while those in the Southwest (18%) and the North (17%) are most likely to be unsure.
- Men are more likely than women to prefer public ownership (45% compared to 37% of women), as are those earning more than \$60K a year (47%).

Ownership Preference of Coal Fired Power Plants							
<i>Q3. Now, thinking about the ownership of power plants... For each of the following types of power generation plants, please tell me if you would MOST prefer that it be owned entirely by the provincial government, OR entirely by a private sector company, OR by a combined provincial government and private-sector partnership. How about ... ? [RANDOMIZE]</i>							
Region	ONTARIO	Toronto	905 Belt (Suburbs)	Hamilton-Niagara	Southwest	East	North
Government/Public Sector Ownership	41%	45%	48%	40%	34%	37%	44%
Private Sector Ownership	9%	7%	8%	11%	10%	12%	7%
Public-Private Partnership	32%	31%	31%	30%	36%	33%	27%
Doesn't matter	4%	5%	4%	3%	2%	5%	5%
Don't know / Refuse	14%	13%	8%	16%	18%	12%	17%

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