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Responsible Electricity Transmission for Albertans (RETA)

November 2, 2009



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Background

- In October 2009, Leger Marketing was contracted by Responsible Electricity Transmission for Albertans (RETA) to conduct a survey with a random sample of Albertans regarding energy transmission in the province.
- Leger Marketing included six questions on behalf of RETA on our October 2009 Alberta omnibus, which surveyed 900 Alberta residents aged 18 years and older between October 16th and 26th, 2009.

Methodology

Data Collection

- A total of 900 telephone interviews were conducted in randomly selected Alberta households.
- Data was collected between October 16th and 26th, 2009.

Target Respondents

- Alberta residents;
- 18 years of age or older.

Sampling Plan

- For a sample size of 900, results are accurate to within ± 3.3 percentage points, 19 times out of 20.

Methodology

Analysis

- To evaluate differences or similarities in responses between different subsets of the population, the results for each question have been cross-tabulated by the following variables in the computer tables:
 - ▶ Gender;
 - ▶ Age;
 - ▶ Presence of children in the household;
 - ▶ Education level;
 - ▶ Household income; and
 - ▶ Marital status.

- Results are weighted by age, gender and region to ensure correct representation.

Questionnaire Design

- Leger Marketing developed a questionnaire in consultation with RETA. The questionnaire was designed to ensure the questions flowed properly and addressed RETA's research goals in an objective manner.

Strategic Summary

Strategic Summary

- Alberta residents indicate concern about the safety of small children, potential health risks, and the noise and appearance associated with above ground high voltage power lines.
- While a majority of Albertans agree power lines can be located BELOW ground by homes, schools or daycare centers, significantly fewer agree that power lines can be located above-ground near these locations.
- On average, Albertans are willing to pay \$3.55 on their monthly power bill to have power lines buried in the province of Alberta; this figure increases significantly to \$4.02 when asked how much they would be willing to pay to have lines buried close to their own home or child's school.
- The majority of Albertans feel that the value of a home is decreased when it is located near a high voltage power line, and on average, Albertans believe the home is devalued by 16%¹.

¹This average includes those who felt the value of a home would increase, decrease and stay the same. It also includes the opinions of both homeowners and renters.

Analysis of Findings

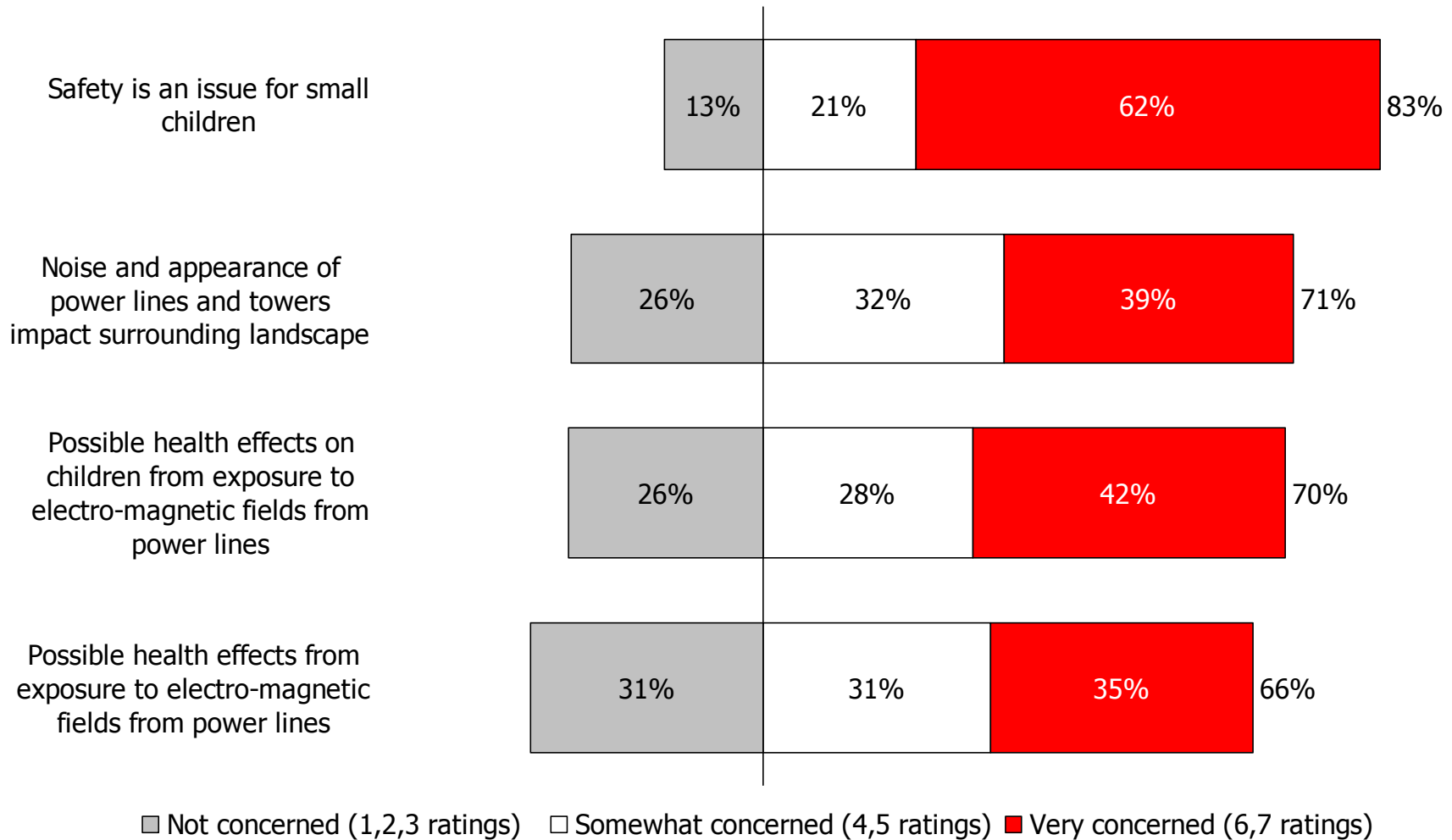
Perceptions of Above Ground Power Lines Near Residential Areas

A large majority of Alberta residents are concerned about the safety of small children, potential health risks, and the noise and appearance associated with above ground high voltage power lines

- Eight-in-ten (83%) Albertans believe safety is an issue for small children, with 62% who strongly agree

- At least two-thirds are concerned about:
 - ▶ **Noise and appearance of power lines on surrounding landscape (71%)**
 - ▶ **Health effects on children from exposure to electromagnetic fields (70%)**
 - ▶ **Health effects from exposure to electromagnetic fields (66%)**

Perceptions of Above Ground Power Lines Near Residential Areas



All Albertans (n=900)

Q1 Please think about ABOVE ground, high voltage power lines and towers located near a residential area. On a scale of 1 to 7 where 1 is not at all concerned, 4 is concerned and 7 is very concerned, please indicate your level of concern that . . .

Perceptions of Power Line Location

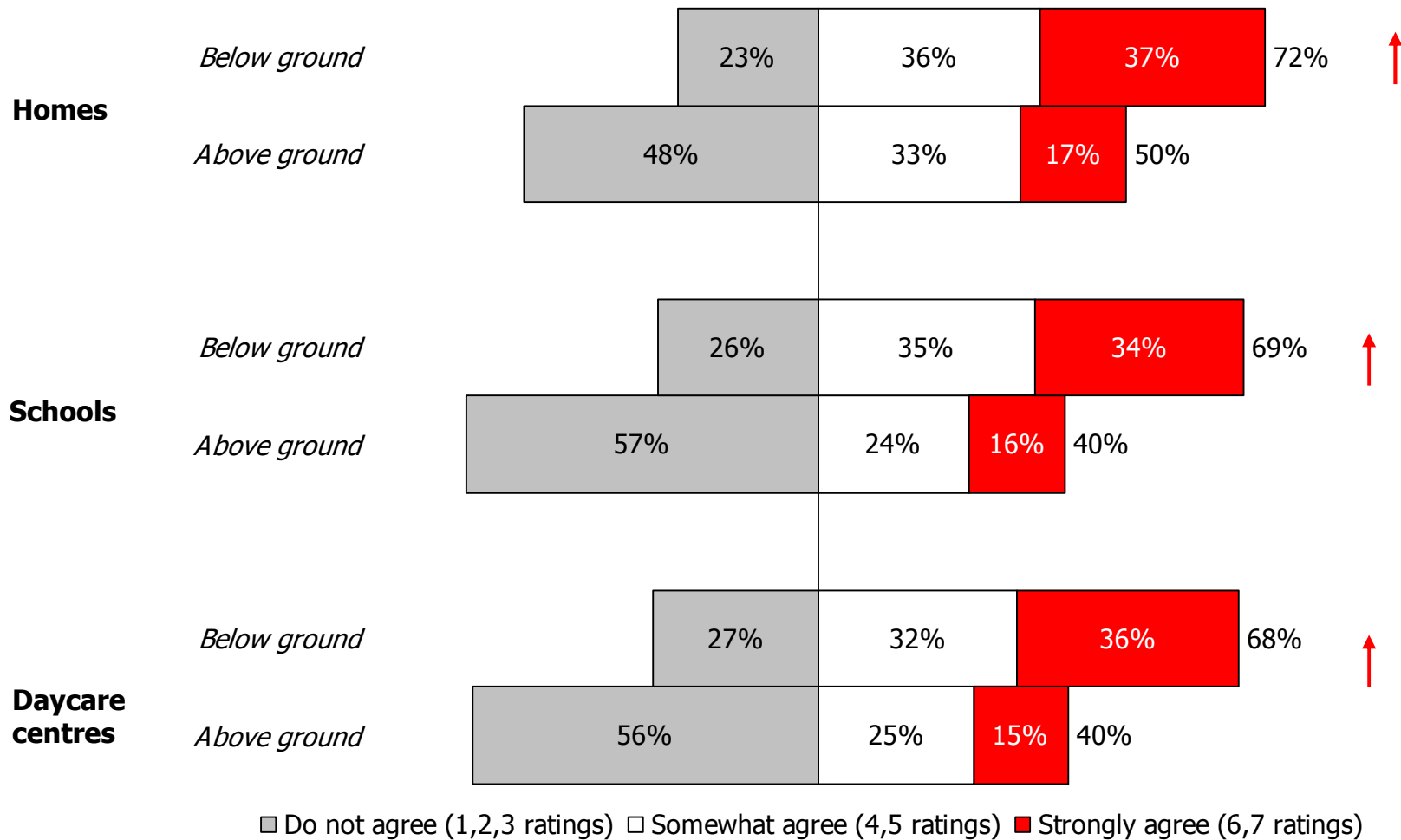
While a majority of Albertans agree power lines can be located BELOW ground by homes, schools or daycare centres, significantly fewer agree that power lines can be located above-ground near these locations.

- Seven-in-ten Albertans agree power lines can be located below ground by:
 - ▶ Homes (72% agree)
 - ▶ Schools (69% agree)
 - ▶ Daycare centers (68% agree)

- Half of Albertans (50%) agree power lines can be located above ground by homes.

- Less than half (40%) agree power lines can be located above ground by schools or daycare centers.

Perceptions of Power Line Location



All Albertans (n=900)

Arrows signify that results for locating power lines below ground are significantly different than results for locating power lines above ground at the 0.05 level

Q2 Please think about above ground, high voltage power lines and towers. On a scale of 1 to 7 where 1 is not at all agree, 4 is agree and 7 is completely agree, please rate your level of agreement that above ground power lines and towers can be located near the following . . .

Q3 Please think about below ground, high voltage power lines, that are located 5 feet below ground. Please rate your level of agreement that below ground power lines can be located near the following:

Amount Willing to Pay on Monthly Electricity Bill to Bury Power Lines

- **Two-thirds (68%) of Albertans are willing to pay something on their monthly electricity bill to have power lines buried when they run close to people's home or schools.**
- **On average, Albertans are willing to pay the following on their monthly power bill to have power lines buried:**
 - **\$3.55 when they run close to homes or schools**
 - **\$4.02 when they run close to their own home or child's school**

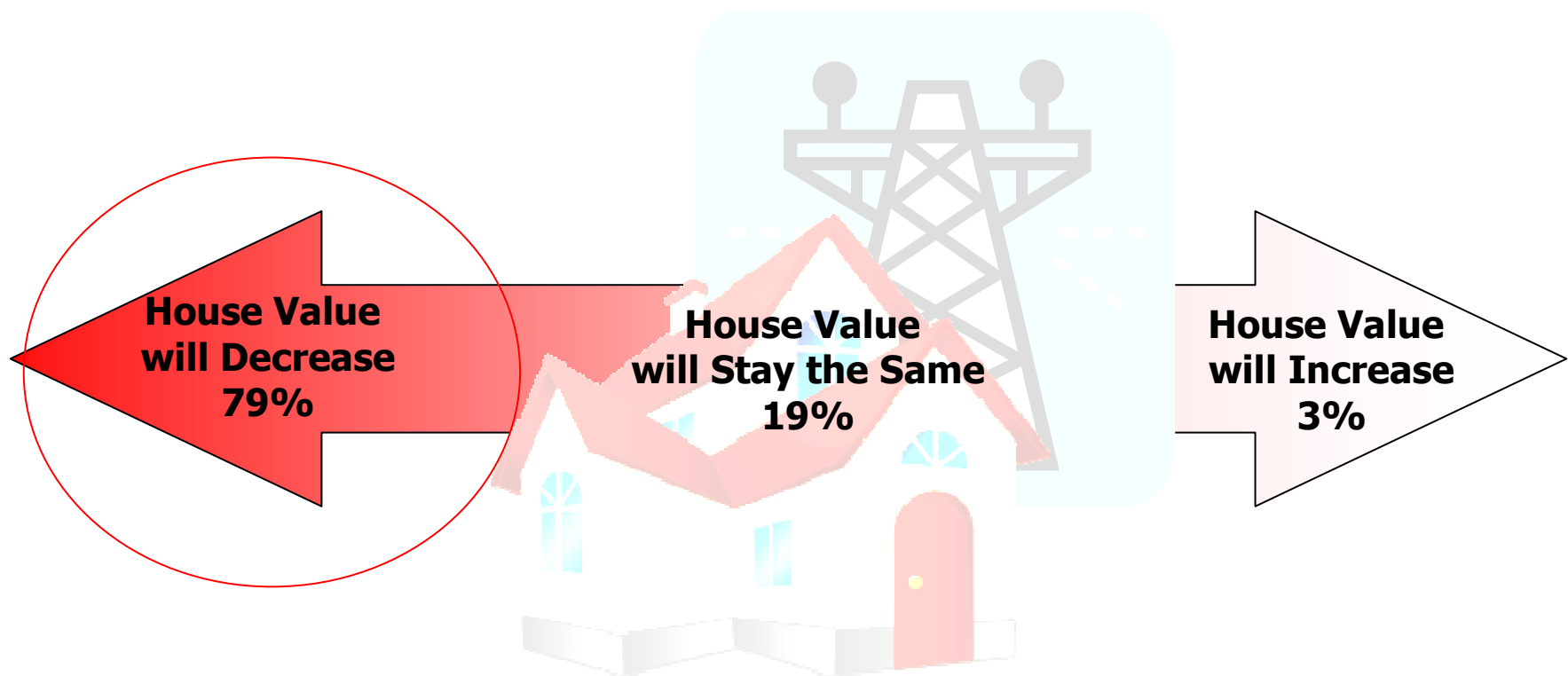
<i>Albertans (n=900)</i>	Close to homes and schools	Close to their own home or child's school
Will pay something	68%	68%
Will not pay anything	32%	32%
Average amount	\$3.55	\$4.02

4I. How much would you agree to pay on your monthly electricity bill to have 500kV dual circuit power lines BURIED underground instead of run ABOVE GROUND if they are to be run close to YOUR home or YOUR child's school?

4II. How much would you agree to pay on your monthly electricity bill to have 500kV dual circuit power lines in the province BURIED underground instead of run ABOVE GROUND whenever they are run close to people's homes and schools?

Perceived Impact on House Value

- A large majority (79%) of Albertans* state that when a home is located close to a large above ground power line, the value of the home decreases.



5. When a home is located close to large ABOVE ground power lines and towers, in your opinion, does this increase/ decrease the value of the home?

* Please note that this includes both homeowners and renters

Home Value Decreased By

- On average, Albertans state that the value of a home is decreased by 16% when located near an above-ground power line.
- The following table illustrates the degree to which Alberta residents feel the value of a home is decreased:

<i>Alberta residents who state home value would decrease</i>	Total (n=698)
35% or more	16%
<i>More than 50%</i>	7%
<i>Between 35 and 50%</i>	10%
10% to 35%	60%
<i>Between 20 and 35%</i>	26%
<i>Between 10 and 20%</i>	34%
Less than 10%	18%
Don't know	6%

¹This average includes those who felt the value of a home would increase, decrease and stay the same. It also includes the opinions of both homeowners and renters.

6. How much would you say the value of the home is Increased / Decreased? Would you say that it is: --DECREASE

Demographic Profile

Demographic Profile (1 of 5)

<i>Alberta residents</i>	Total (n=900)
<i>Region</i>	
Edmonton CMA	32%
Calgary CMA	33%
Other Alberta	35%
<i>Gender</i>	
Male	50%
Female	50%
<i>Age</i>	
18 - 24 years	8%
25 - 34	24%
35 - 39	10%
40 - 44	10%
45 - 54	20%
55 - 64	13%
65 - 74	8%
75 years of age or older	6%
Refused	1%

Regional index

Gender

D1. Now I have some questions that will help us classify the data. Which of the following age groups are you in...

Demographic Profile (2 of 5)

<i>Alberta residents</i>	Total (n=900)
Household Size	
1	15%
2	30%
3	19%
4+	35%
Refused	1%
Average	3.0
Children in Household (n=313)	
12 years of age and older only	28%
12 years of age and younger than 12 years	20%
Younger than 12 years only	48%
Refused	4%

D2. Including yourself, how many people are there in your household?
 D3. Are any of them 12 YEARS OLD AND OLDER or LESS THAN 12 years old?

Demographic Profile (3 of 5)

<i>Alberta residents</i>	Total (n=900)
Level of Education Completed	
Elementary (7 years or less)	3%
High school (8 to 12 years)	28%
College pre-university / technical training / certificate	34%
University certificates and diplomas	5%
University Bachelor degree	20%
University Master's degree	8%
University Doctorate (PhD)	1%
Refused	2%
Employment Status	
Employed full-time	50%
Employed part-time	13%
Homemaker	8%
Retired	17%
Unemployed	8%
Other	3%
Refused	1%

D4. Which category represents the highest level of education you have completed...

D5. Which category best describes your current employment situation...

Demographic Profile (4 of 5)

<i>Alberta residents</i>	Total (n=900)
Occupation	
Professionals	10%
Homemaker	9%
Managers / Administrators / Owners	7%
Skilled, semi-skilled workers	6%
Personnel specialized in services	6%
Manual workers	5%
Science and technology workers	5%
Unemployed	5%
Office worker	5%
Personnel specialized in sales	4%
Student	3%
Retired (pre-retired or private means)	16%
Other	18%
Refused	2%

D6. What is your current main occupation?

Demographic Profile (5 of 5)

<i>Alberta residents</i>	Total (n=900)
Marital Status	
Single	18%
Married / Common Law	67%
Divorced	5%
Separated	2%
Widowed	7%
Refused	2%
Household Income	
LESS THAN \$50,000	24%
<i>Under \$20,000</i>	5%
<i>\$20,000 - \$34,999</i>	10%
<i>\$35,000 - \$39,999</i>	3%
<i>\$40,000 - \$49,999</i>	4%
<i>Refused</i>	3%
GREATER THAN \$50,000	58%
<i>\$50,000 - \$59,999</i>	7%
<i>\$60,000 - \$74,999</i>	9%
<i>\$75,000 - \$79,999</i>	4%
<i>\$80,000 - \$99,999</i>	9%
<i>\$100,000 or greater</i>	25%
<i>Refused</i>	4%
Refused	18%

D7. You are ...

D8. Is your annual household income less than or greater than \$50,000 before taxes?