



Ipsos Reid



CEPA – Canadian Energy Pipeline Association Landowner Research 2008

July 2008

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Background and Objectives

- Canadian Energy Pipeline Association approached Ipsos-Reid to conduct research with Landowners. These are people with a major energy transmission pipeline crossing their land.
- Specifically, the objectives were to ask landowners about:
 - Awareness and knowledge of the industry
 - Impressions of the industry:
 - overall impression
 - safety
 - environment
 - impact on Canadian & local economies
 - credibility of various stakeholders in the industry
 - Satisfaction with pipeline companies (landowner)
 - Problem Resolution (landowner)
 - Information interests
 - Awareness of CEPA

Research Methodology

- Overall 884 interviews are included in this report.
- Among the interviews completed by Ipsos Reid, landowners were selected randomly from the sample provided.
- Names and telephone numbers of landowners were provided by CEPA member pipeline companies
- Interviews completed between May and June, 2008.
- Overall Margin of Error is equal to ± 3.3 percentage points, 19 times out of 20.

Key Findings

- Generally, few significant differences were observed in Landowners opinions between 2003 and 2008.
- What the data reveals however is a picture of a satisfied landowner who is not that engaged in the activities of the energy pipeline companies operating on their land.
- While satisfied, landowners have similar concerns to 2003. That is, environmental performance, safety issues and to a lesser extent, financial compensation.
- Compared to 2003, Landowners report that they are significantly more informed for the following attributes:
 - “Potential emergency situations.....” (+6%)
 - “Safety procedures to be followed.....” (+6%)
- However, both attributes still significantly trail landowners being informed of ‘pipeline location’ and ‘landowner construction/digging responsibilities.’

Key Findings

- Three-quarters of landowners say that pipelines do a good job protecting the environment. These findings are identical to 2003.
- Compared to other local businesses Landowners see energy pipelines as being the same or less involved in participating in the local community. These findings are generally unchanged from 2003.
- Emergency plans, safety, future plans and environmental practices all rate highly in Landowners information needs. However, there is significantly less interest in community involvement information and economic impact information. Three-quarters of Landowners were unable to state what additional information would be of use to them.
- Awareness of CEPA increased significantly from 2003 to 2008.

Implications

- Overall Landowners perception and opinions of the energy pipeline industry and operating companies are very positive. However, awareness of CEPA is low and Landowner engagement also appears to be low. Without a major incident(s) Landowner sentiment will probably remain high.
- CEPA and member companies should continue to engage Landowners particularly in the areas of safety, risk management, maintenance and the environment.



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Attitudes and Opinions

Attitude and Opinions Key Findings

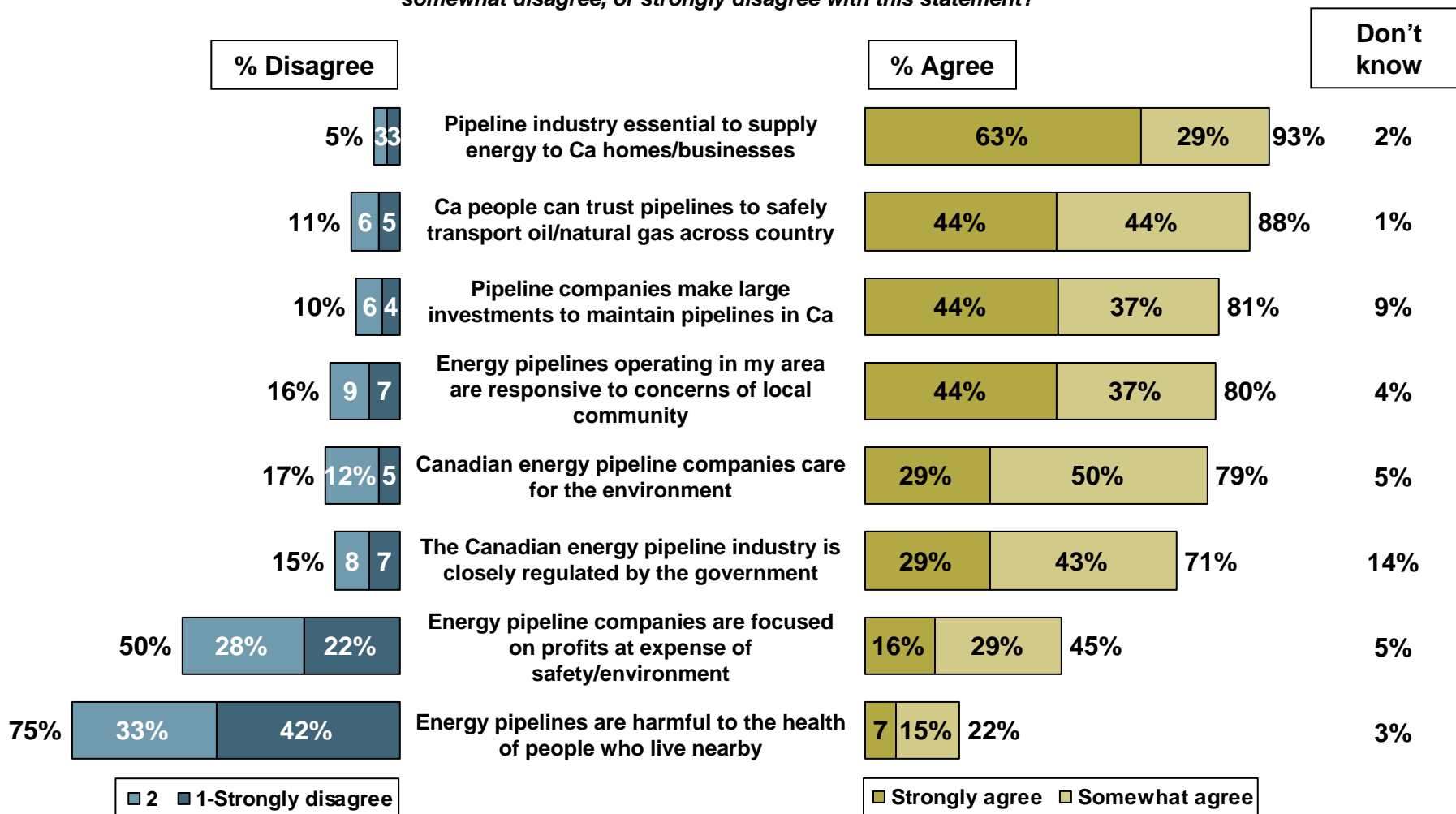
- Overall, landowners have positive associations with the Canadian pipeline industry with the exception of profits and environmental performance. Generally, few significant changes were observed from 2003 to 2008.
- Landowners in Ontario and Saskatchewan are significantly more likely to be favourable in their overall opinion of the pipeline industry.
- However, two-thirds of Landowners were unable to provide a specific reason for why they provided their overall opinion rating. This finding is significantly higher in Ontario.
- Landowners provide very high favourability ratings for the companies with pipelines running through their land. Most of these high ratings are the result of landowners experiencing no problems/complaints or that they have good communications with the pipeline company(s). Those who provide negative ratings do so because of poor communication and safety and maintenance issues.

Attitude and Opinions Key Findings

- Landowners in Saskatchewan and Ontario are significantly more likely to think infrequently about pipelines. Landowners who think more frequently about the pipelines are also more likely to be negative toward the industry.
- Safety and environmental issues top the agenda of landowners concerns about energy pipelines.
- Interestingly, in an era of high energy prices, compensation and property rights are low on the list of landowner concerns.

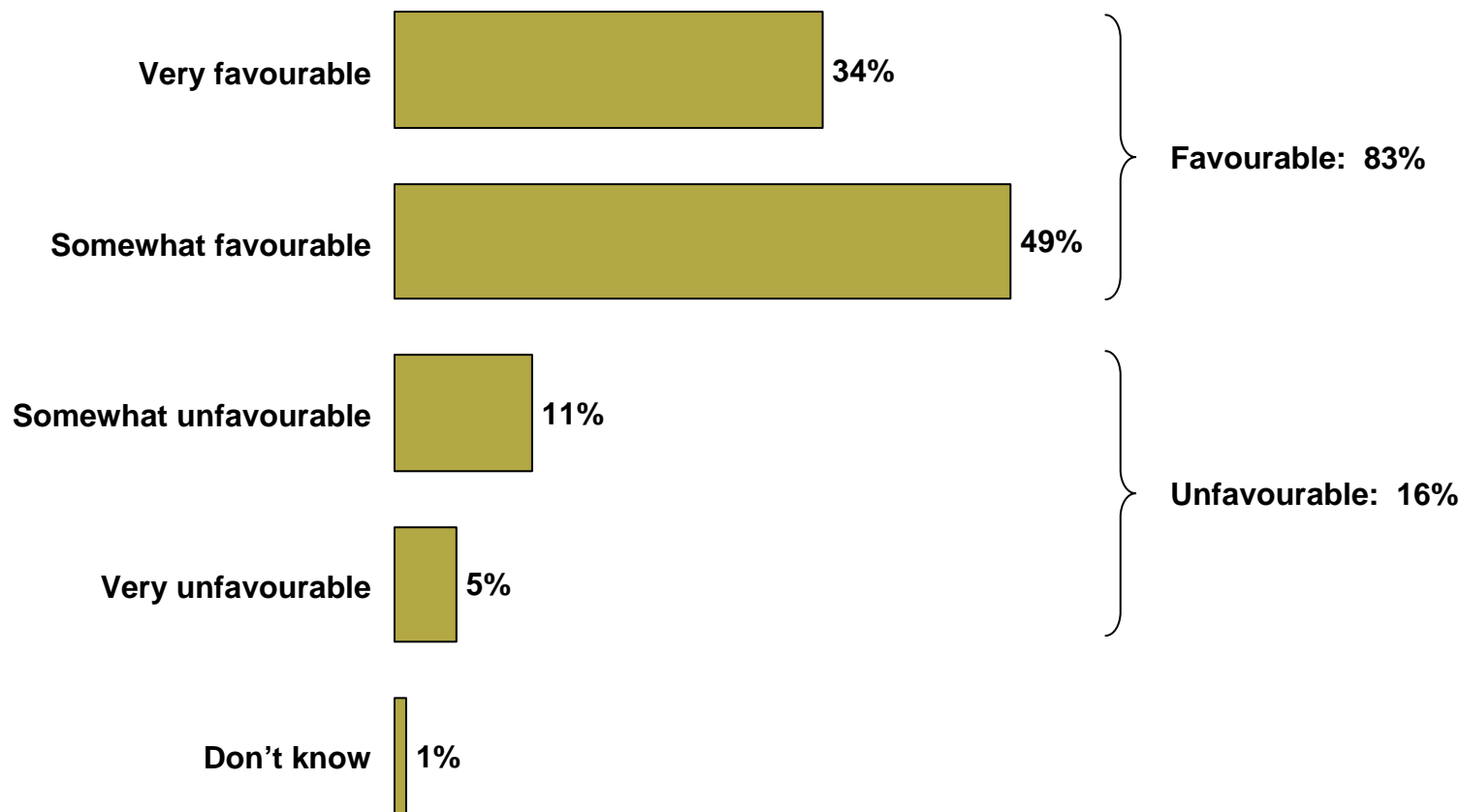
Attitudes to the Pipeline Industry

Q1. Please tell me whether you agree or disagree with the following statement. Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?



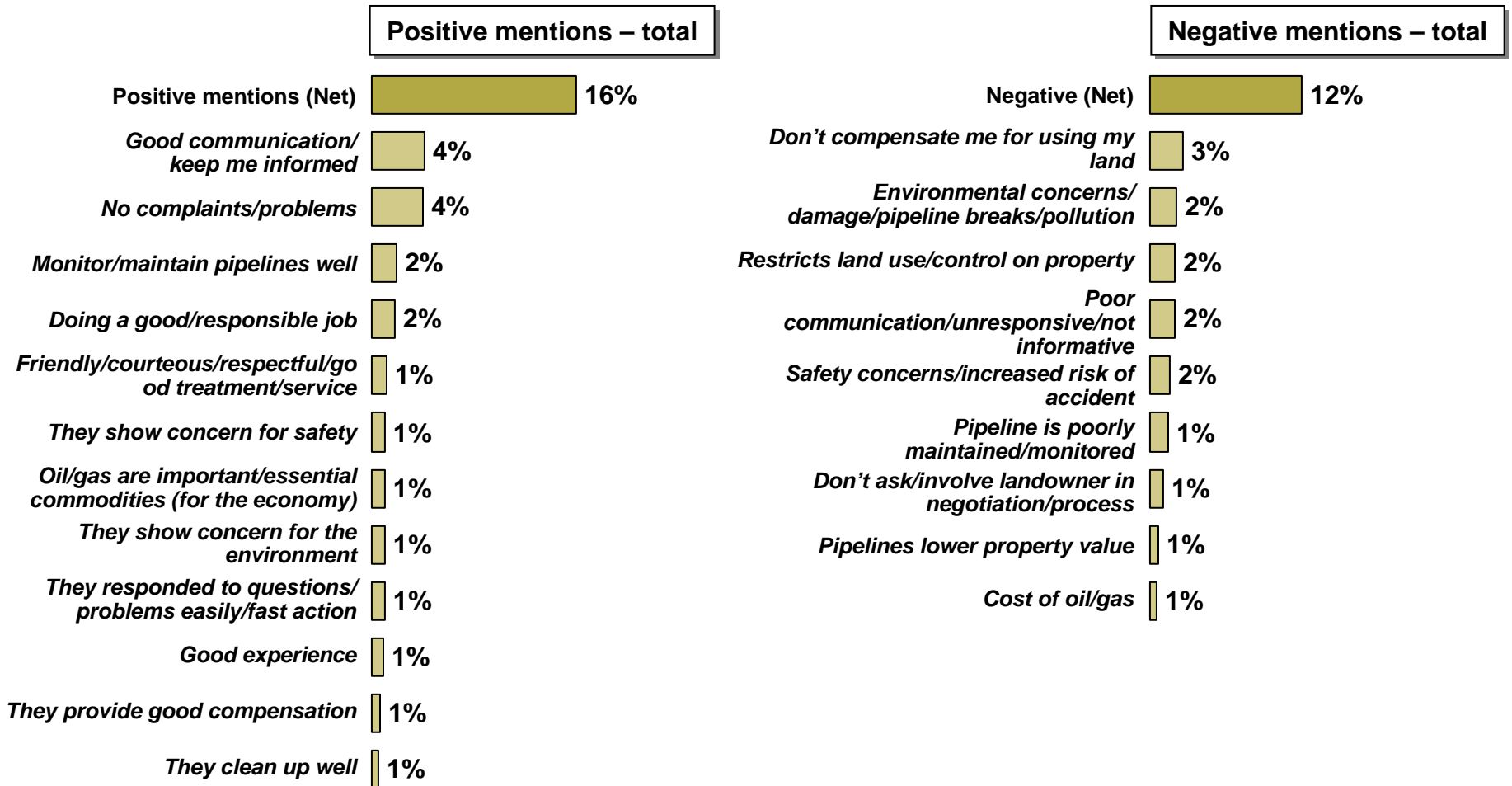
Overall Opinion of Energy Pipeline Industry

Q2. Based on what you have seen, heard, read, or experienced, how would you describe your overall opinion of the energy pipeline industry?
Would you say that your opinion is ...



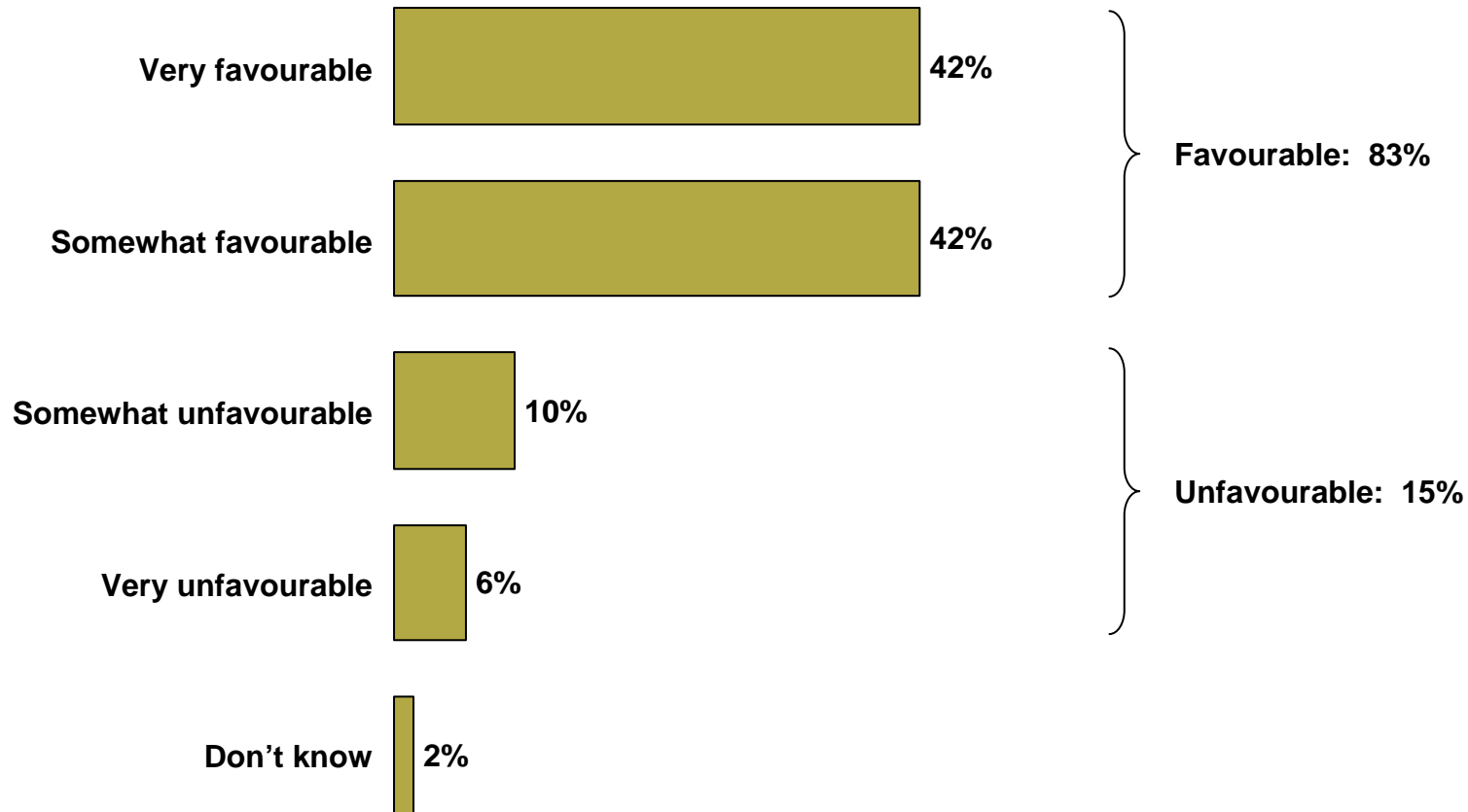
Reasons for Specific Attitudes

Q3A. Why do you say that? Is there anything else?



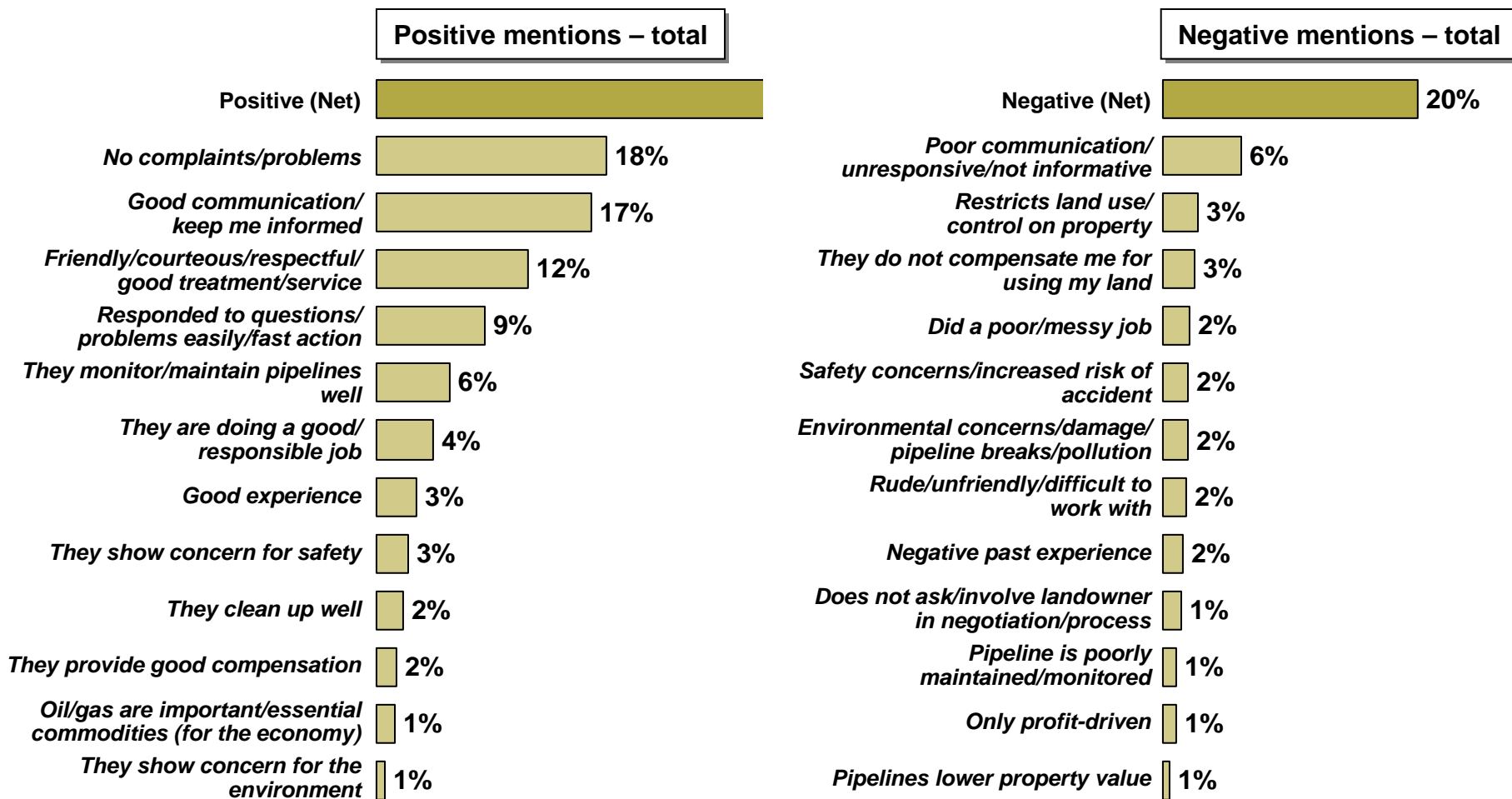
Opinion of Companies With Pipeline Through Your Land

Q4. How about your opinion of the energy pipeline company or companies which have a line passing through your land? Would you say your opinion specifically of this company or these companies is ...:



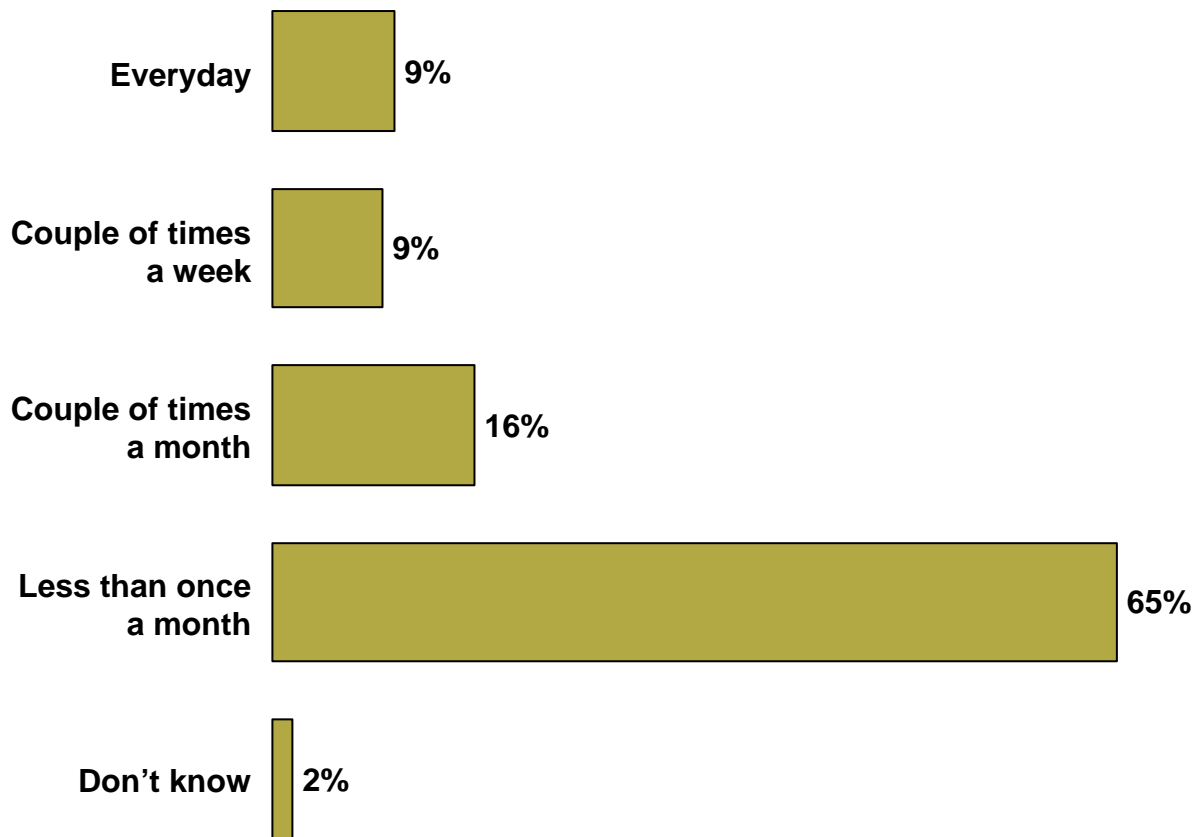
Reasons for Opinion of Companies With Pipeline Through Your Land

Q6. Why do you say that? Is there anything else?



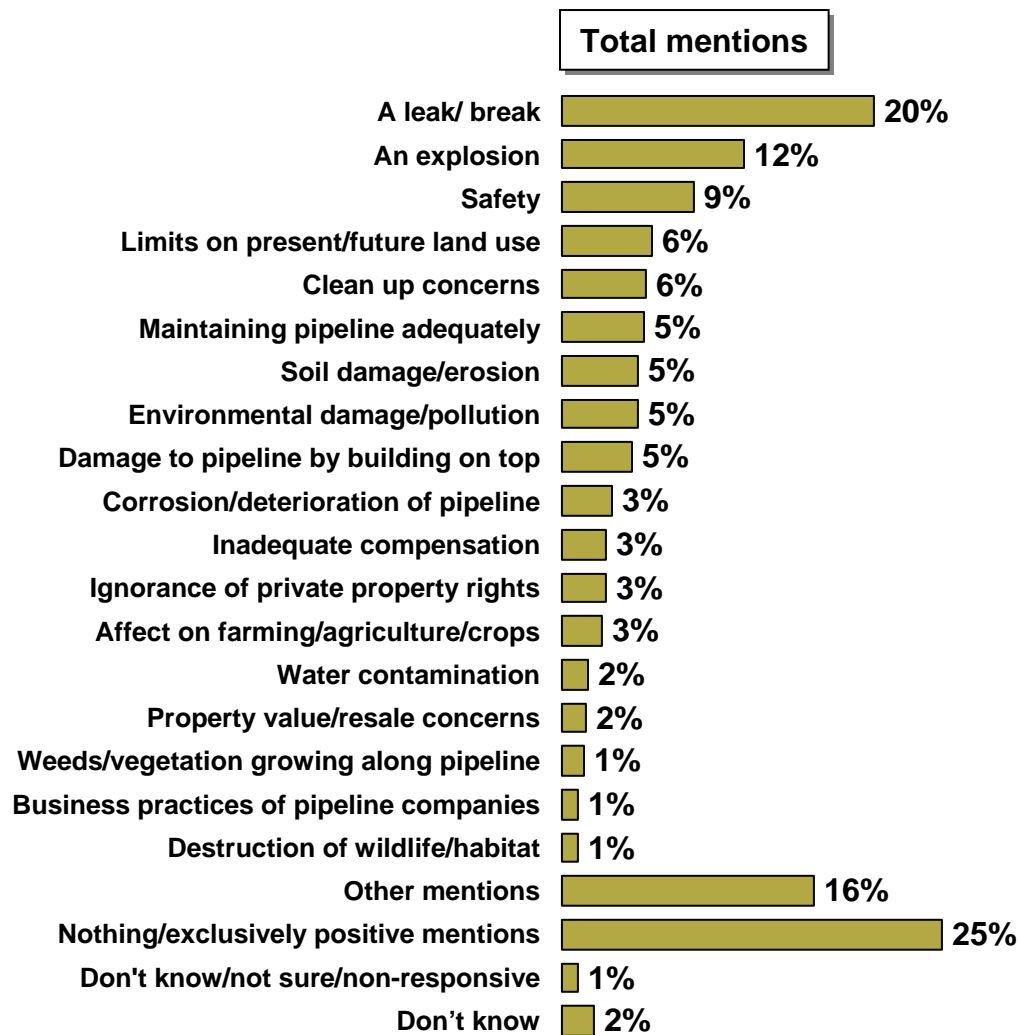
Frequency of Thought About Pipelines In Your Area

Q6B. Would you say that the presence and operations of energy pipelines in your area is something that you think about everyday, at least a couple of times a week, at least a couple of times a month or less than once a month?



Concerns About Energy Pipelines

Q7A. What is the single biggest concern you have about energy pipelines ...? What other concerns – if any – do you have?





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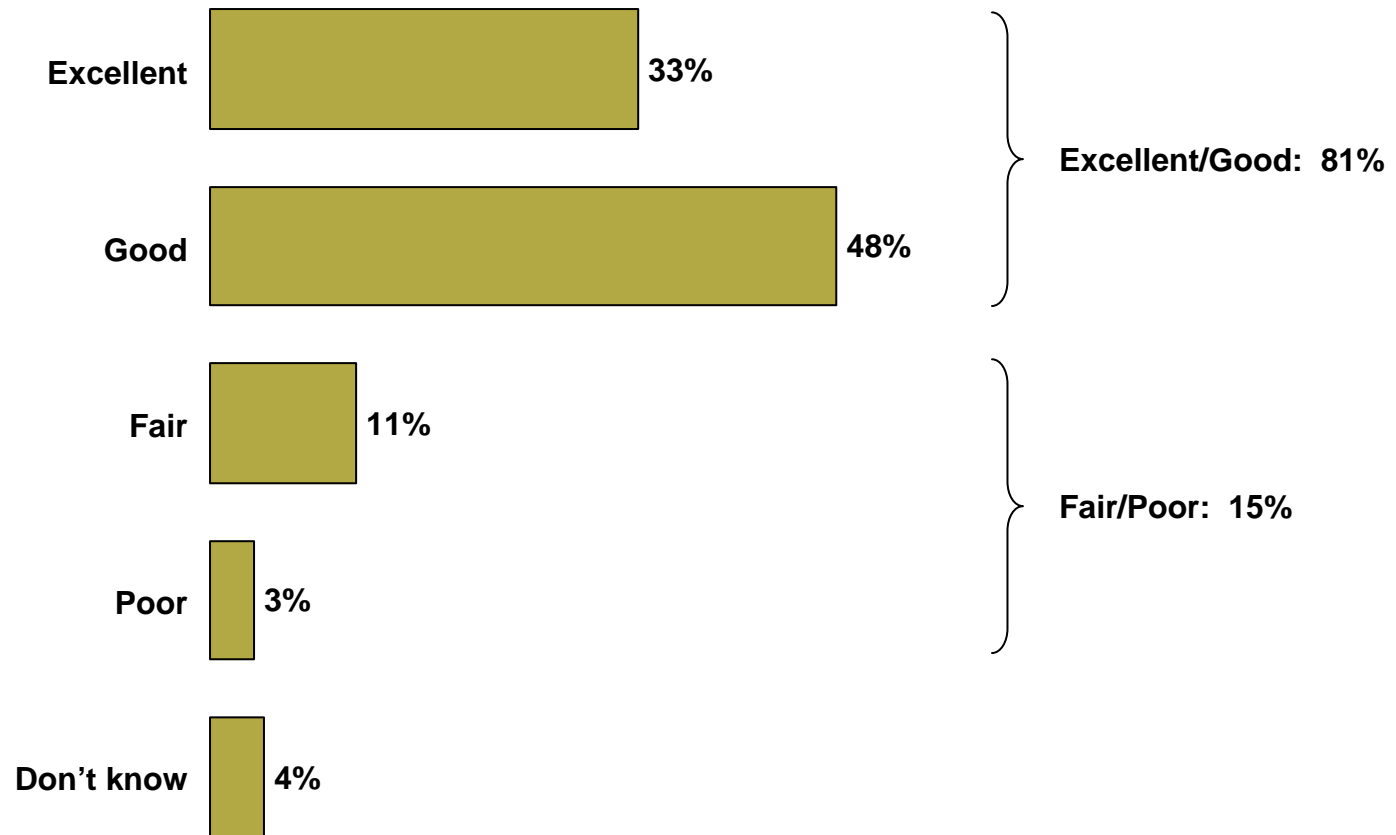
Safety

Safety Key Findings

- Overall, Landowners believe that the pipeline industry is doing a good job in protecting public safety.
- The main safety complaints from Landowners are related to maintenance and breaks/accidents/explosions.
- Although infrequent, accidents clearly stay in the minds of Landowners for a considerable period of time.
- Compared to 2003, Landowners report that are significantly more informed for the following attributes;
 - “Potential emergency situations.....” (+6%)
 - “Safety procedures to be followed.....” (+6%)
- However, both attributes still significantly trail Landowners being informed of ‘pipeline location’ and ‘landowner construction/digging responsibilities.’

The Energy Pipeline Industry and Public Safety

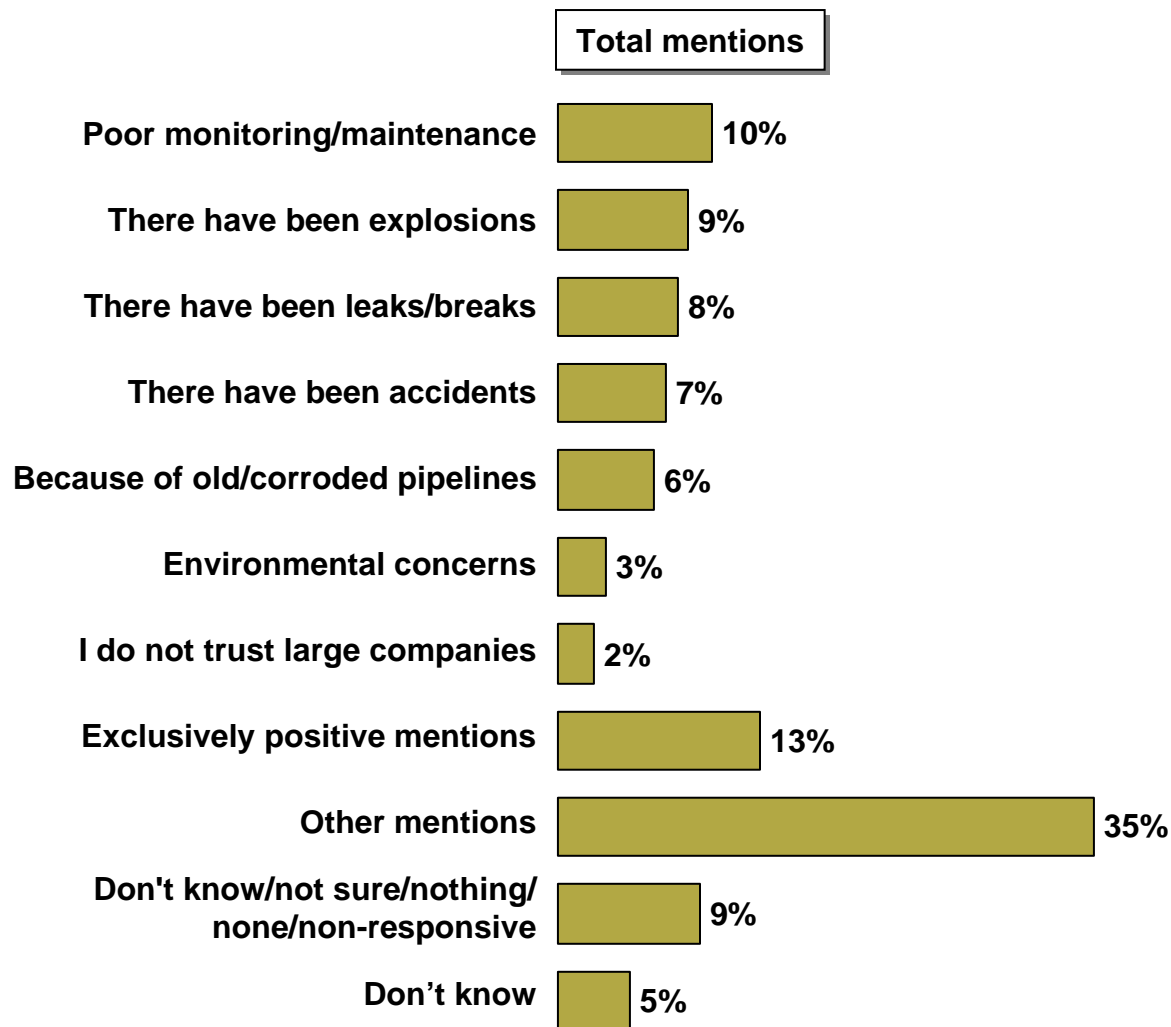
Q8. Let's start with public safety. How well do you think the energy pipeline industry has performed in protecting public safety? Would you say the performance of the industry has been?



The Energy Pipeline Industry and Public Safety

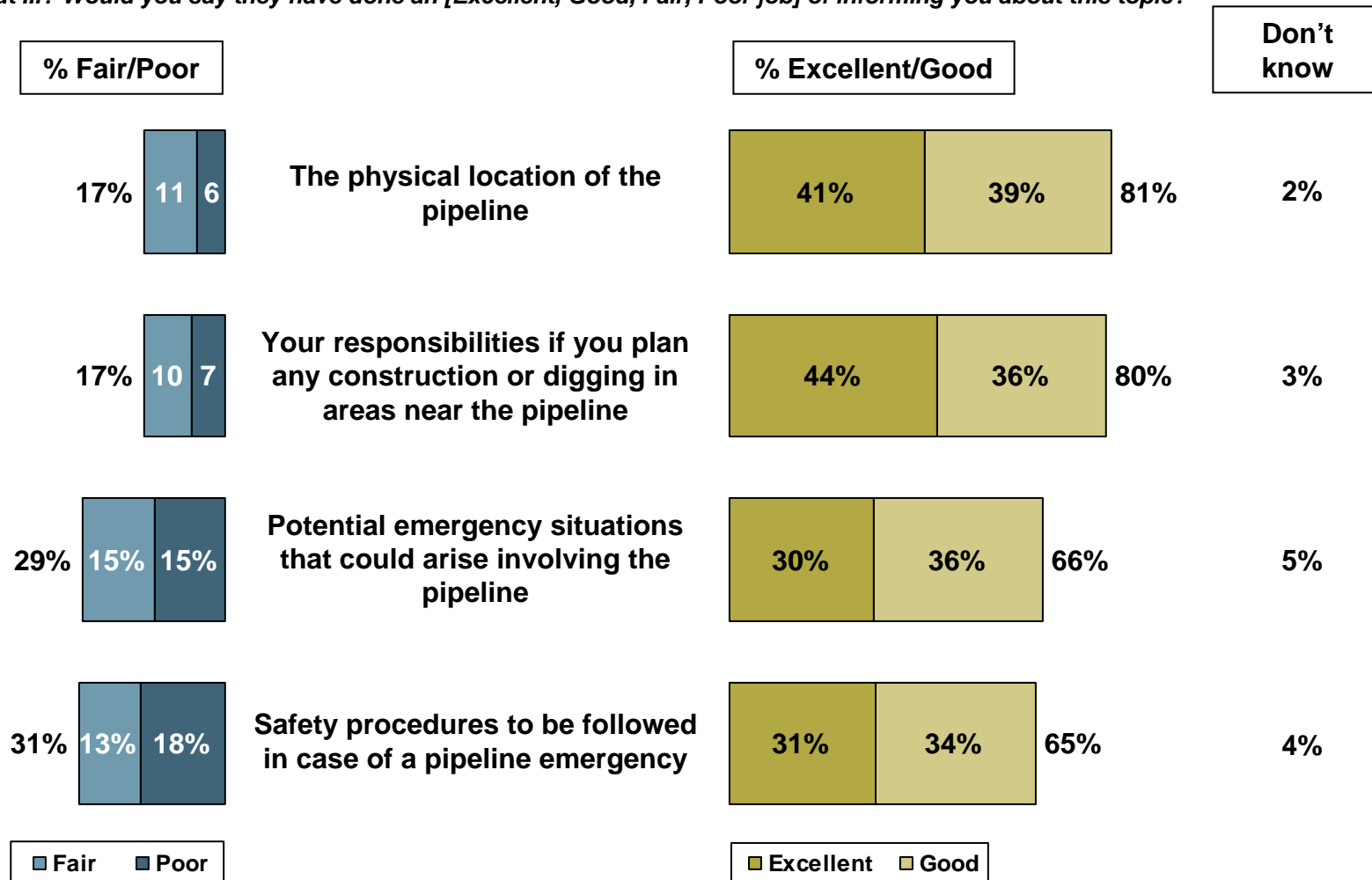
continued

Q9. Why do you feel this way?



Level of Information About the Pipeline Company Operating on Your Land

Q10. How good a job do you feel the energy pipeline company or companies operating on your land have done in making you well informed about ...? Would you say they have done an [Excellent, Good, Fair, Poor job] of informing you about this topic?





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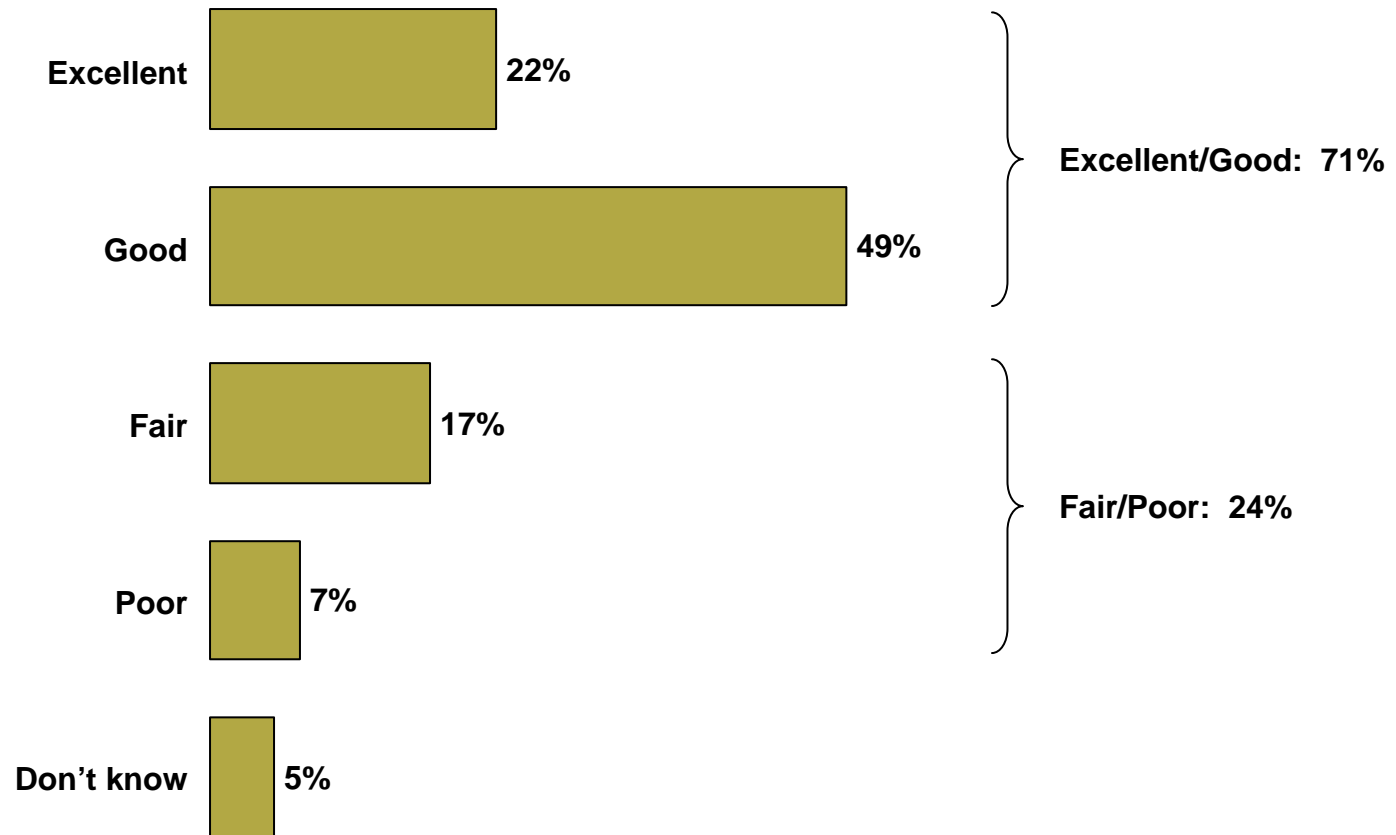
Environment

Environment Key Findings

- Almost three-quarters of Landowners say that pipelines do a good job protecting the environment. These findings are identical to 2003.
- Landowners in Alberta are significantly more likely to provide fair or poor rating of pipelines protecting the environment.
- Among those Landowners who provided fair or poor ratings they did so primarily because of the 'risks' associated with pipelines and perceived 'environmental damage.'

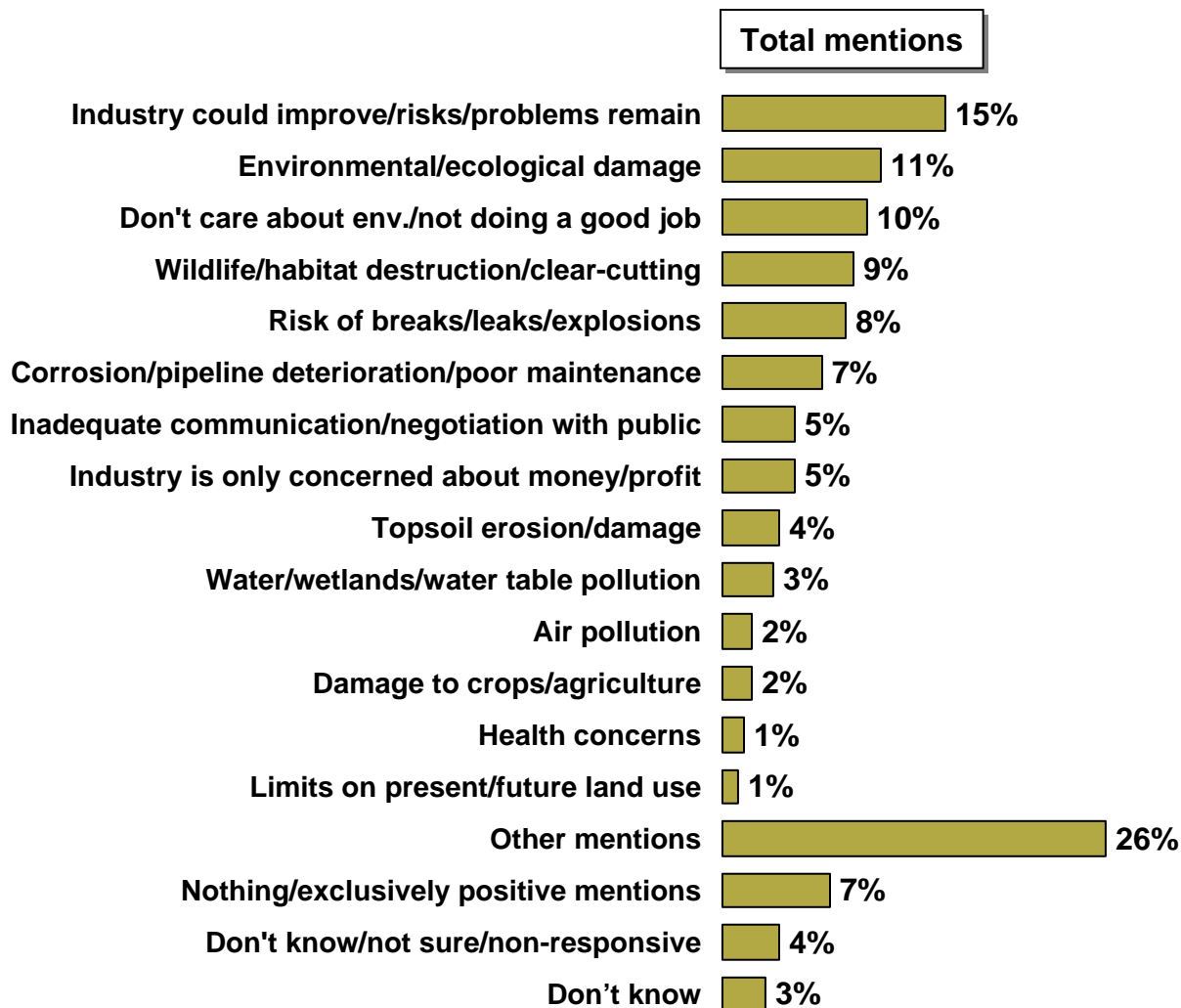
The Energy Pipeline Industry and Environmental Protection

Q11. Let's talk about the environment next. How well do you think the energy pipeline industry has performed in protecting the environment? Would you say the performance has been Excellent, Good, Fair or Poor?



The Energy Pipeline Industry and Environmental Protection continued

Q12. Why do you feel this way?





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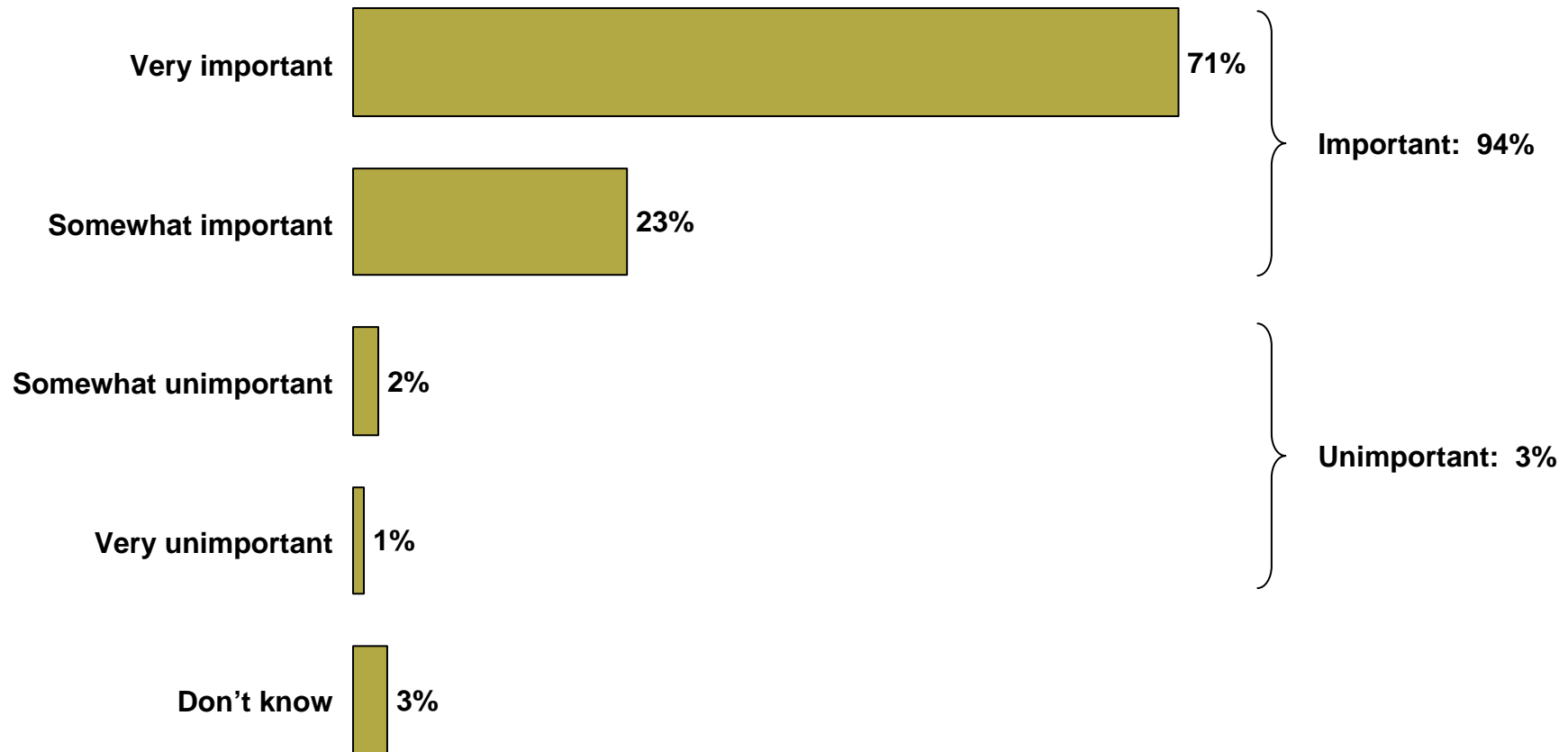
Economic Impact

Economic Impact Key Findings

- Almost all Landowners believe that the energy pipeline industry is important to the Canadian economy.
- Compared to other local businesses Landowners see energy pipelines as being the same or less involved in participating in the local community. These findings are generally unchanged from 2003.
- Landowners in Ontario are significantly more likely to say that the industry is less involved in their local community.
- Those with unfavourable opinions of the pipeline industry are also more likely to say less involved.

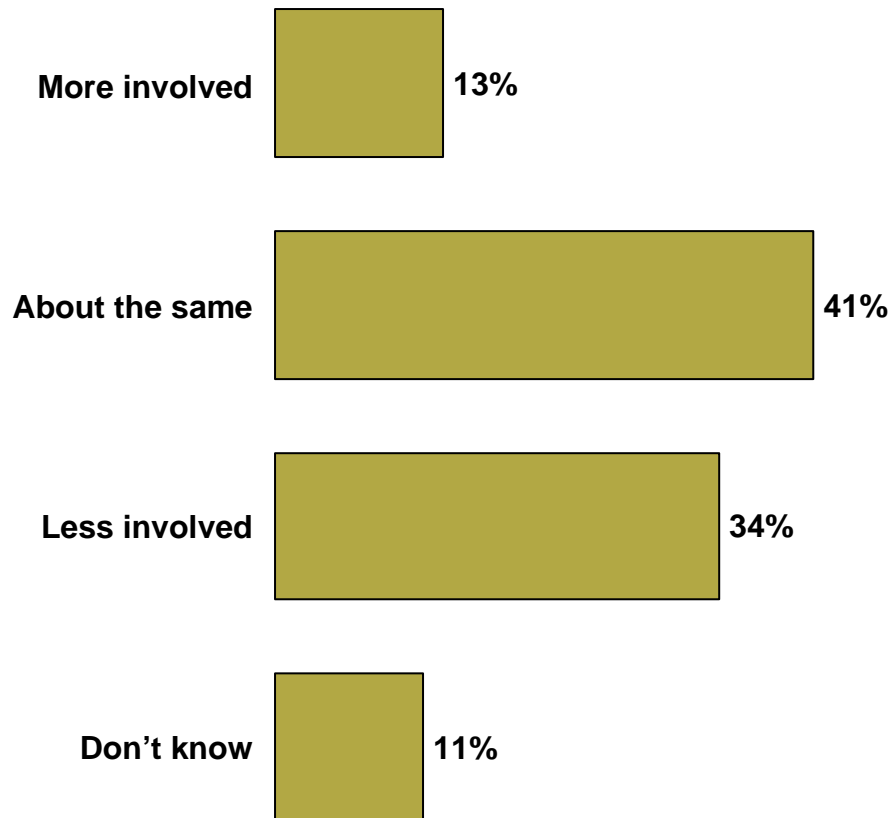
Importance of Energy Pipeline Industry to Canadian Economy

Q13. How important do you think the energy pipeline industry is to the Canadian economy? Would you say it is ...?



Impact of the Energy Pipeline Industry in Your Community

Q14. Now I'd like to talk about the impact of the energy pipeline industry in your community. Compared to other businesses that operate locally, would you say the energy pipeline companies are more involved, less involved or about the same when it comes to participating in the community?





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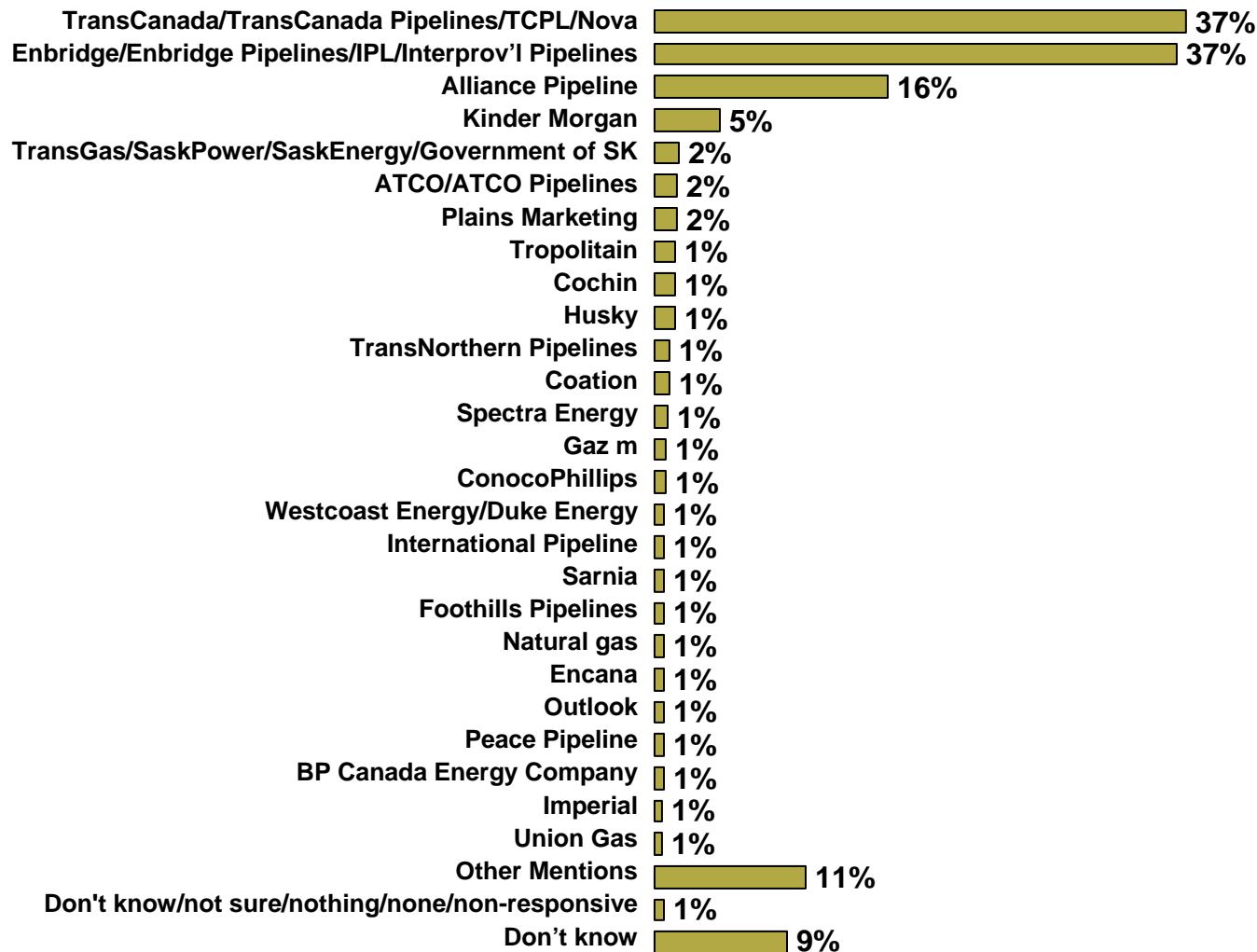
**Attitudes to Specific Pipeline
Company Most Familiar With**

Company Attitudes Main Findings

- When evaluating specific companies there are generally few observed differences by province.
 - However, Landowners in Saskatchewan are significantly more likely to agree that the energy pipeline company is a ‘good neighbour.’
- While most attitudes to the main company passing through the Landowner land have not changed significantly in the past five years a significant decline was observed for the attribute;
 - ‘provides appropriate compensation to me for the use of my land’ declined 7% from 2003 to 2008.
- Four-fifths of Landowners believe that they are informed (very/somewhat) about the activities of the main company passing through their land. Landowners in Saskatchewan are significantly more likely to say that they are very informed.

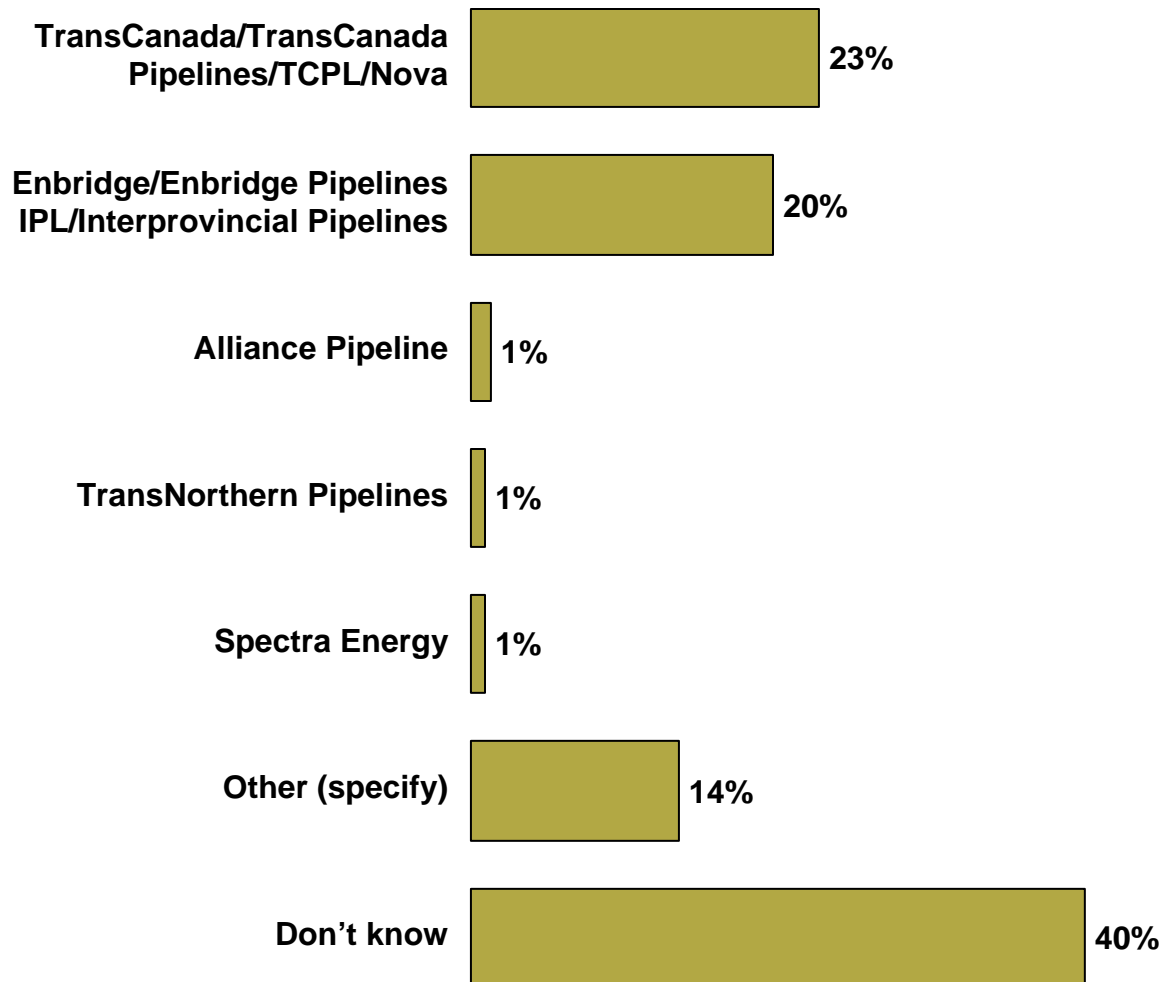
Energy Pipeline Companies Passing Through Your Land

Q15. Which energy pipeline company or companies have a pipeline passing through your land?



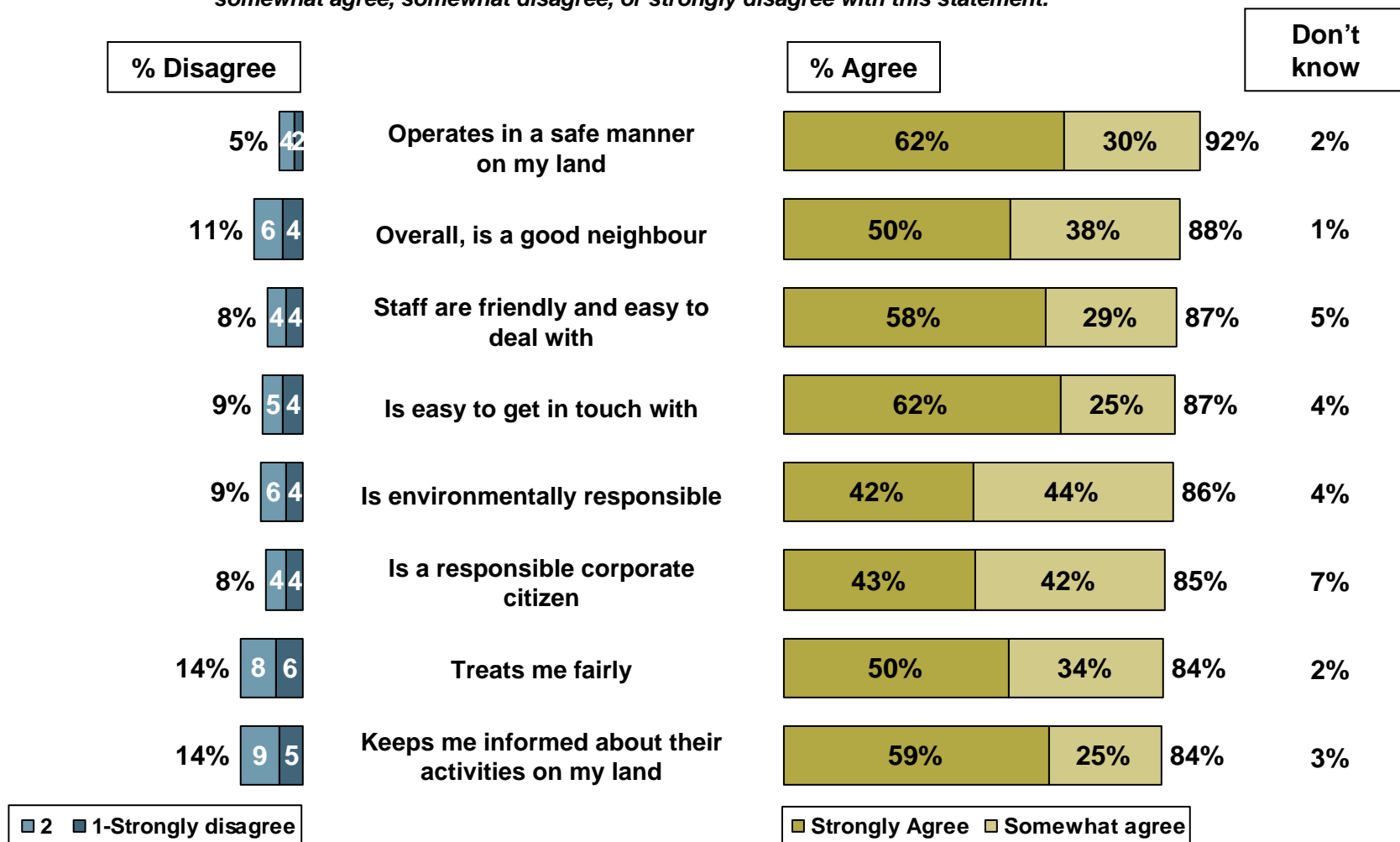
Familiarity With Energy Pipeline Companies

Q18. For the next set of questions, please answer for the company that you are most familiar with. Which company would that be?



Attitudes to the Pipeline Industry

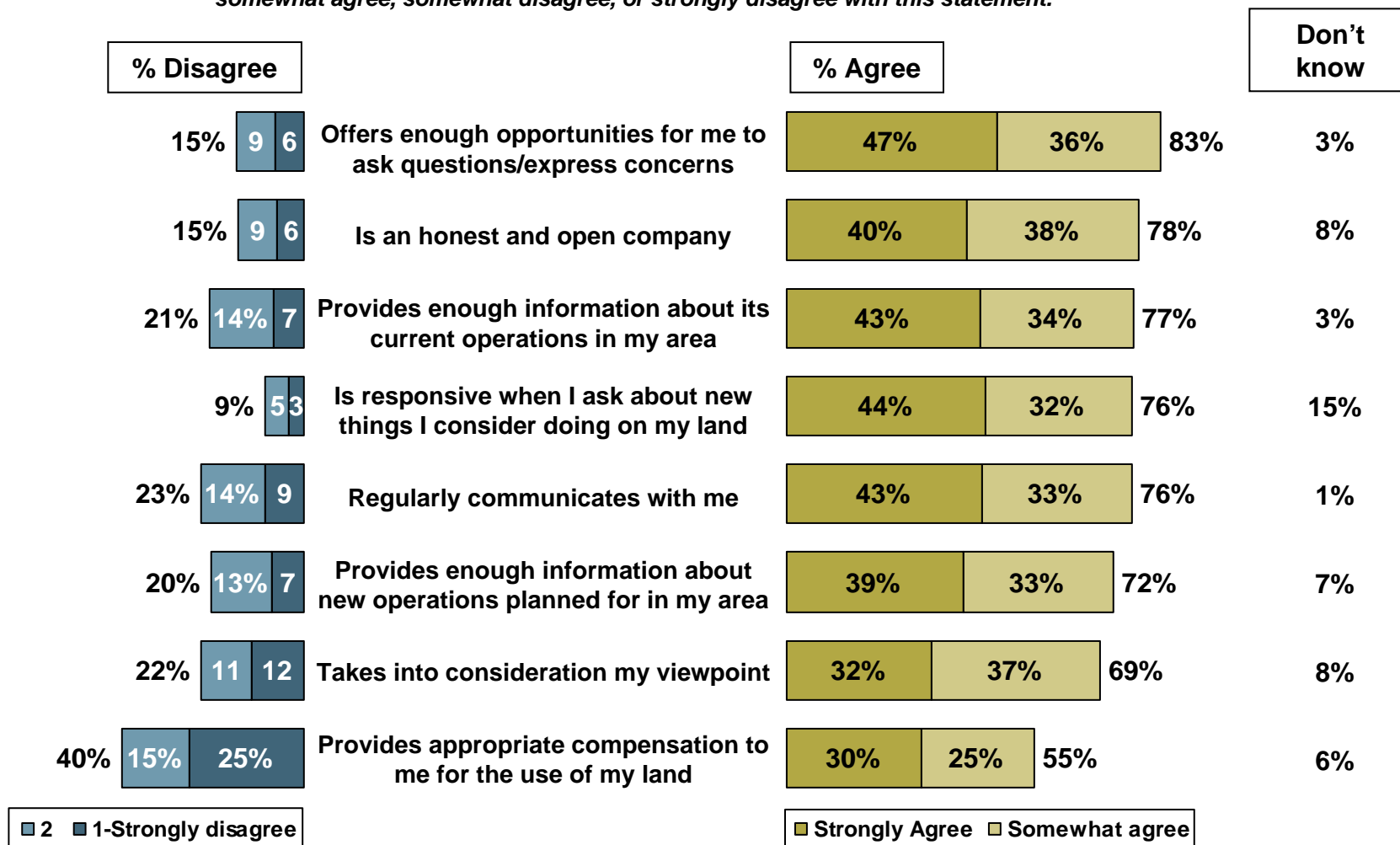
Q19. Please tell me whether you agree or disagree with each statement. Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement.



Continued...

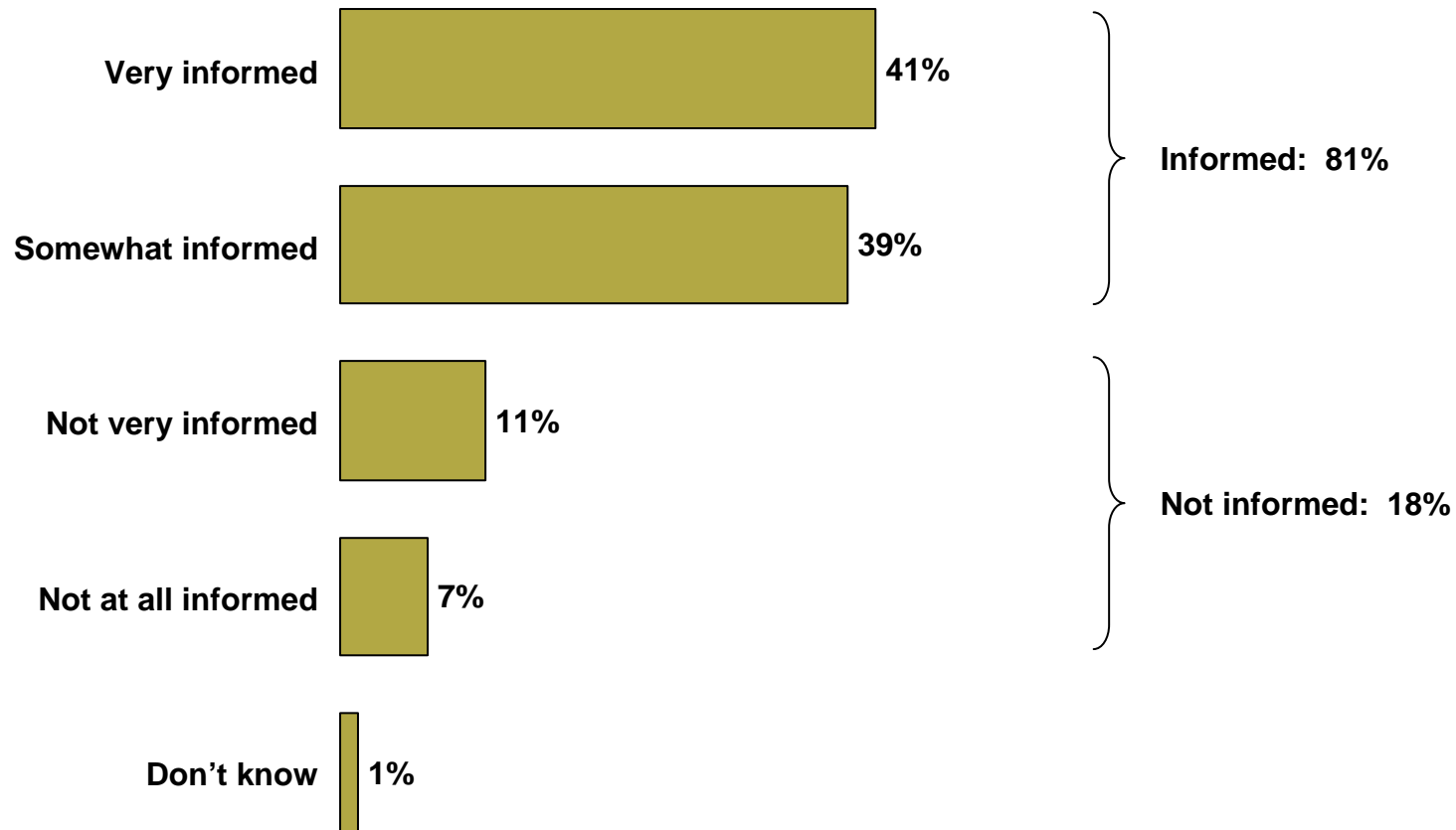
Attitudes to the Pipeline Industry continued

Q19. Please tell me whether you agree or disagree with each statement. Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement.



Importance of Energy Pipeline Industry to Canadian Economy

Q21. Overall, how informed do you feel out about the activities [company] conducts on your land?
Do you feel *Very Informed*, *Somewhat Informed*, *Not Very Informed* or *Not At All informed*?





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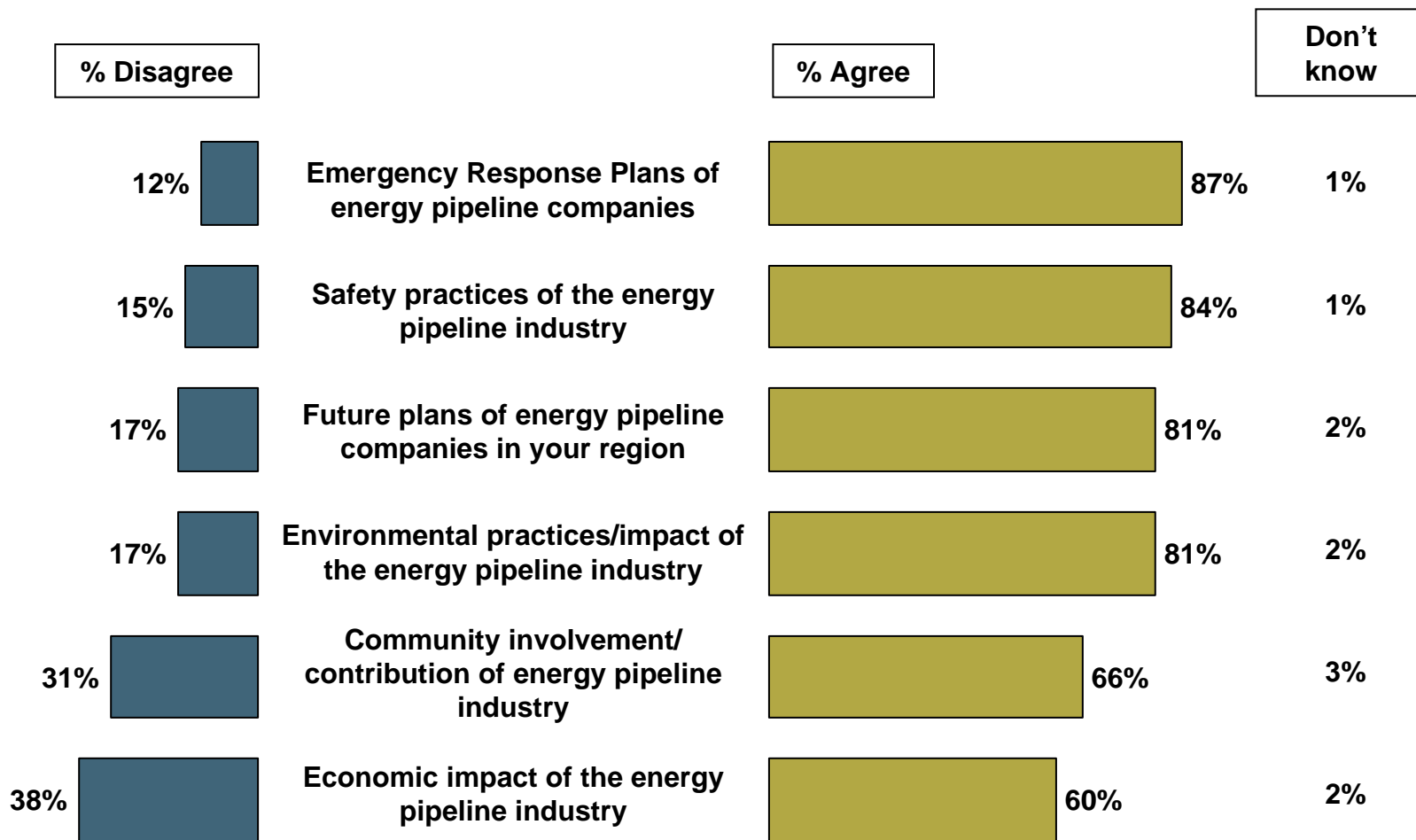
Information Needs

Information Needs Key Findings

- Emergency plans, safety, future plans and environmental practices all rate highly in Landowners information needs. However, there is significantly less interest in community involvement information and economic impact information. All information needs attributes are basically unchanged from 2003.
- Landowners in Ontario have significantly less interest in 'community involvement' and 'economic impact' information.
- Three-quarters (73%) of Landowners have no suggestions on what additional information would be useful to them.
- Interestingly, one in six landowners have experienced a problem with a pipeline company in the past, although one-half of these Landowners indicate that this problem has been resolved. Lastly, of this small group, only a few would like some sort of follow-up.

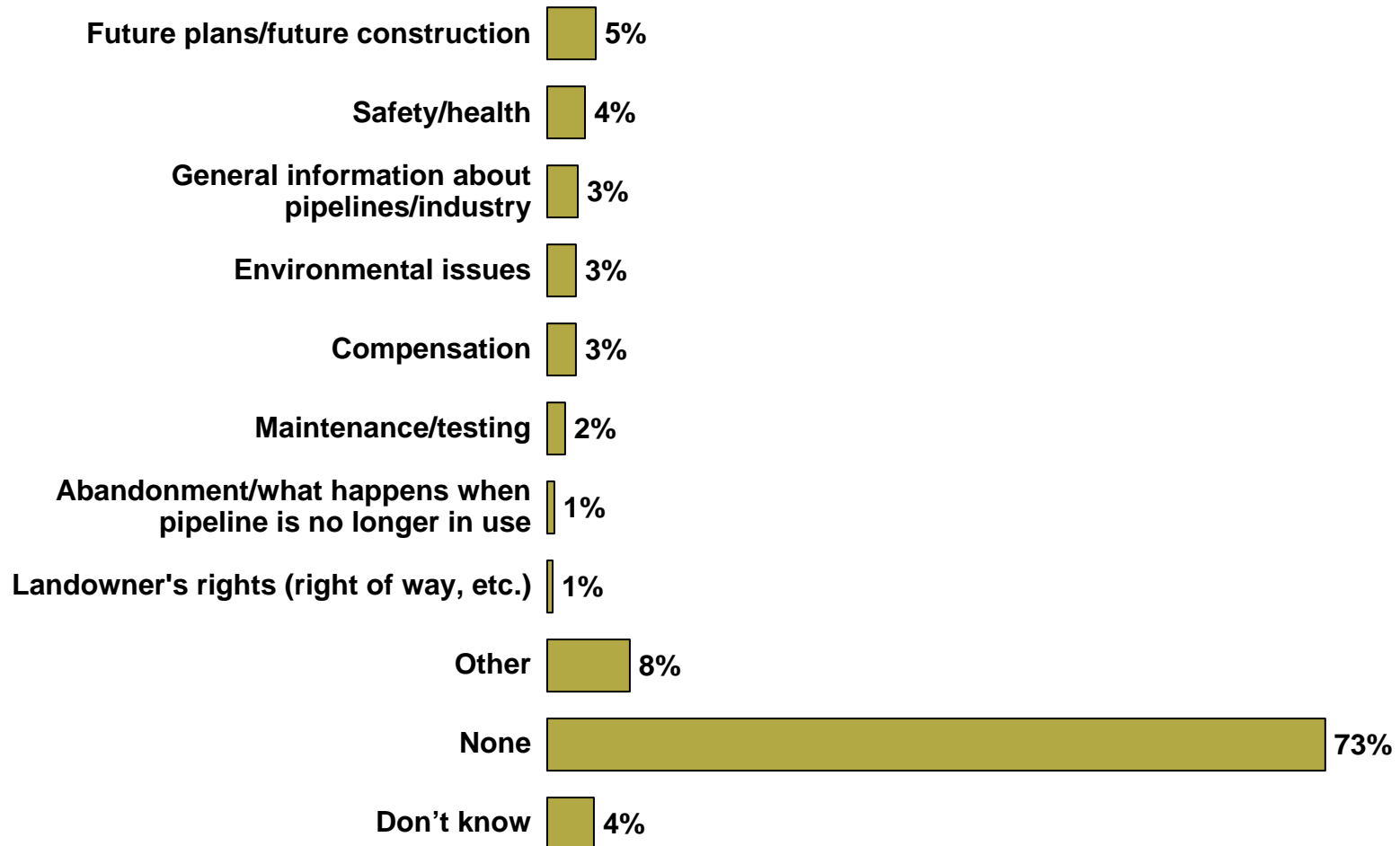
Interest in Information Produced by the Pipeline Industry

Q23. The pipeline industry produces a wide range of information about its activities. Please tell if this topic is of interest to you.



Other Topics of Interest Related to the Pipeline Industry

Q24. What other pipeline-related topics might you be interested in?

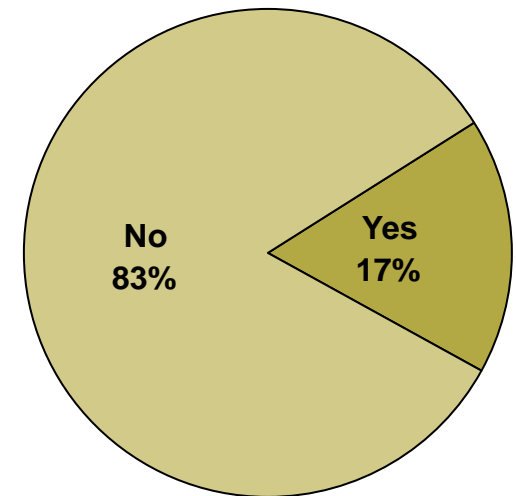
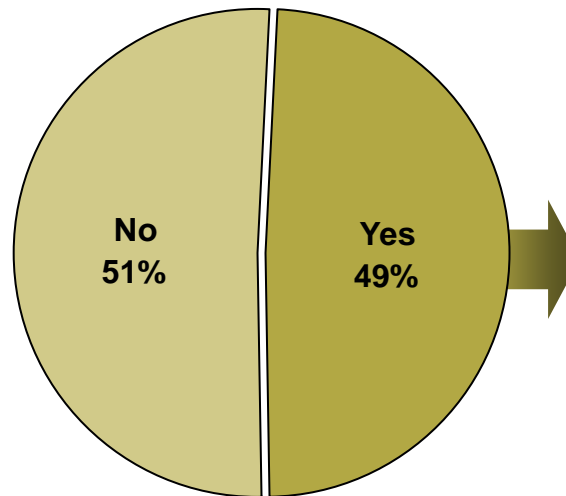
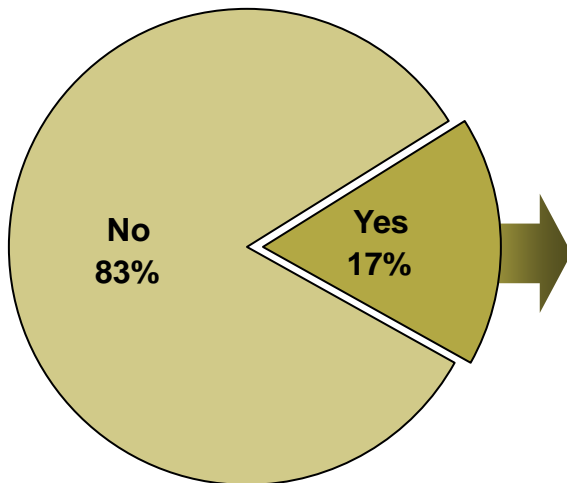


Resolution of Problems With Pipeline Companies

Q25. Have you ever had a problem dealing with ...?

Q26. Has the problem been resolved?

**Q27. If you would like, we can pass on your name and concern to ...
Would you like to take this step?**



Base: Has been in contact with energy pipeline company (n=637)

Base: Has had problems dealing with pipeline company (n=110)

Base: Has not had problems resolved (n=56)



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National Associations

National Associations Key Findings

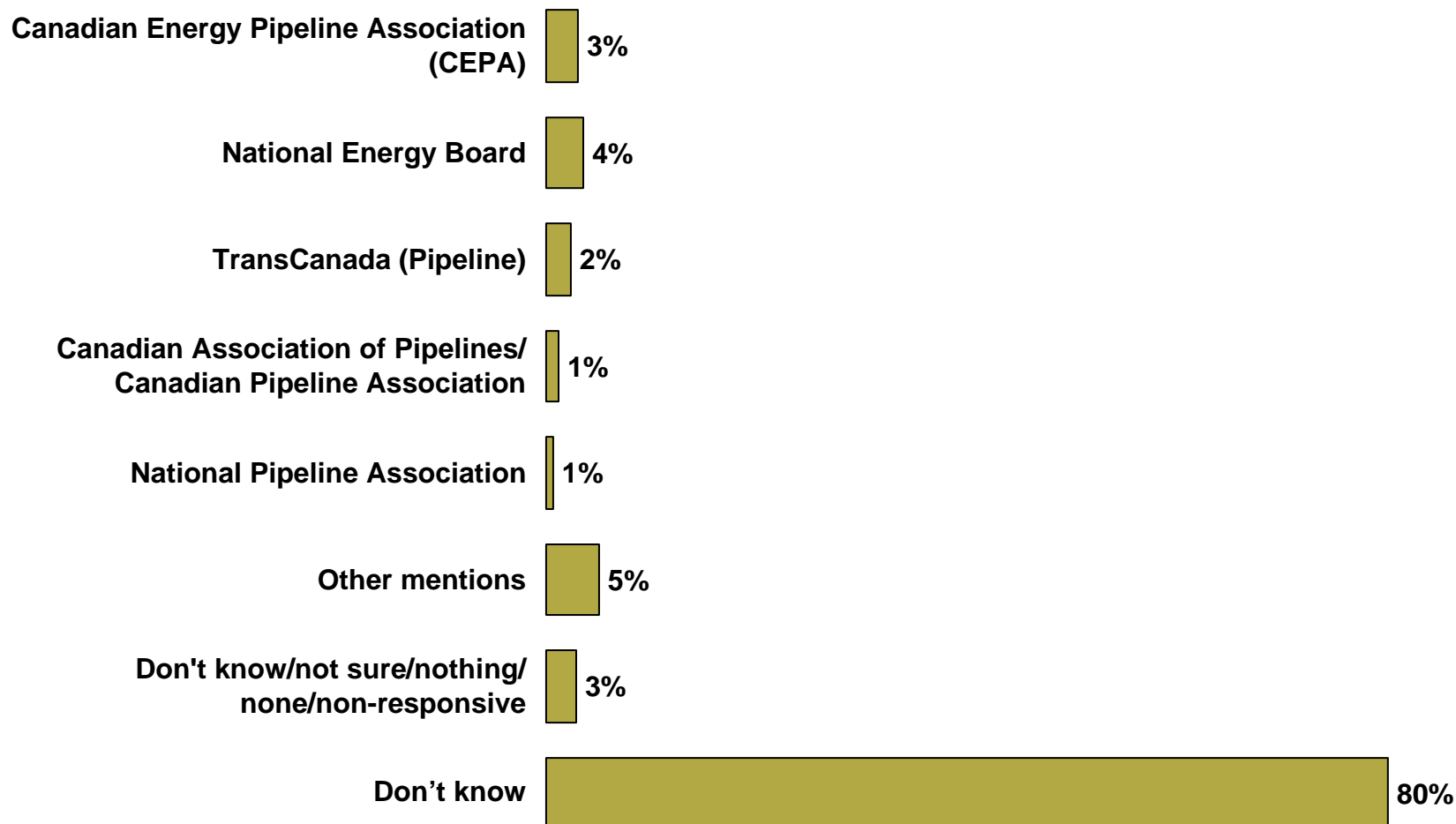
- On an unaided basis, four out of five Landowners were unable to name any organization that is Canada's national pipeline organization. Only three percent of Landowners were correctly able to identify CEPA as the single national association.
- On an aided basis an additional 38% of landowners have heard of CEPA. Overall awareness (41%) is significantly higher in 2008 compared to 2003 (+6%).
- However, awareness of CEPA is significantly lower in Ontario.
- Landowners note several federal government agencies as being responsible for regulating the energy pipeline industry. These mentions were closely followed by mentions of provincial government bodies.
- Interestingly, almost one-half of landowners could not name any government agency that is responsible for regulating the activities of the pipeline industry. That being said, on an aided basis over four-fifths are aware of the National Energy Board.

National Associations Key Findings

- Landowners appear to be split on whether the NEB favours energy pipeline companies or does a good job of balancing landowners and energy pipeline company interests. Perhaps not surprisingly, very few believe that the NEB favours landowners.
- Only one in twenty landowners have contacted the NEB in the last two years. Landowners in Saskatchewan were significantly more likely to have contacted the NEB.
- Landowners indicate that energy pipeline companies, their employees or local operators are very believable in the dissemination of information. CEPA, Politicians and The Media are significantly less believable.
- Albertans are significantly more likely to be aware of something going wrong with an energy pipeline in the past six months, while Ontarians are more likely to say that accidents/incidents rarely occur.

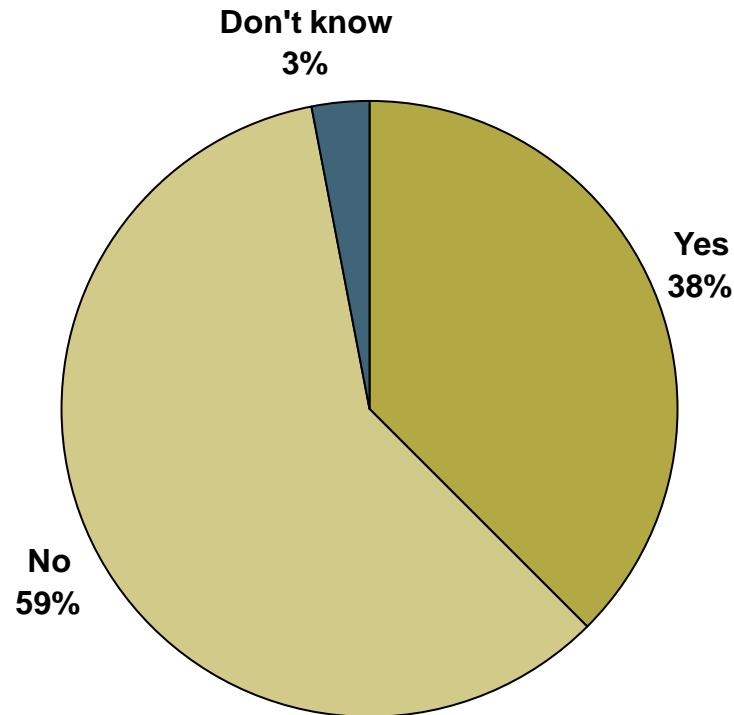
National Association for Energy Pipeline Companies

**Q31. Most of Canada's energy pipeline companies belong to a single national association.
To the best of your knowledge, what is the name of this association?**



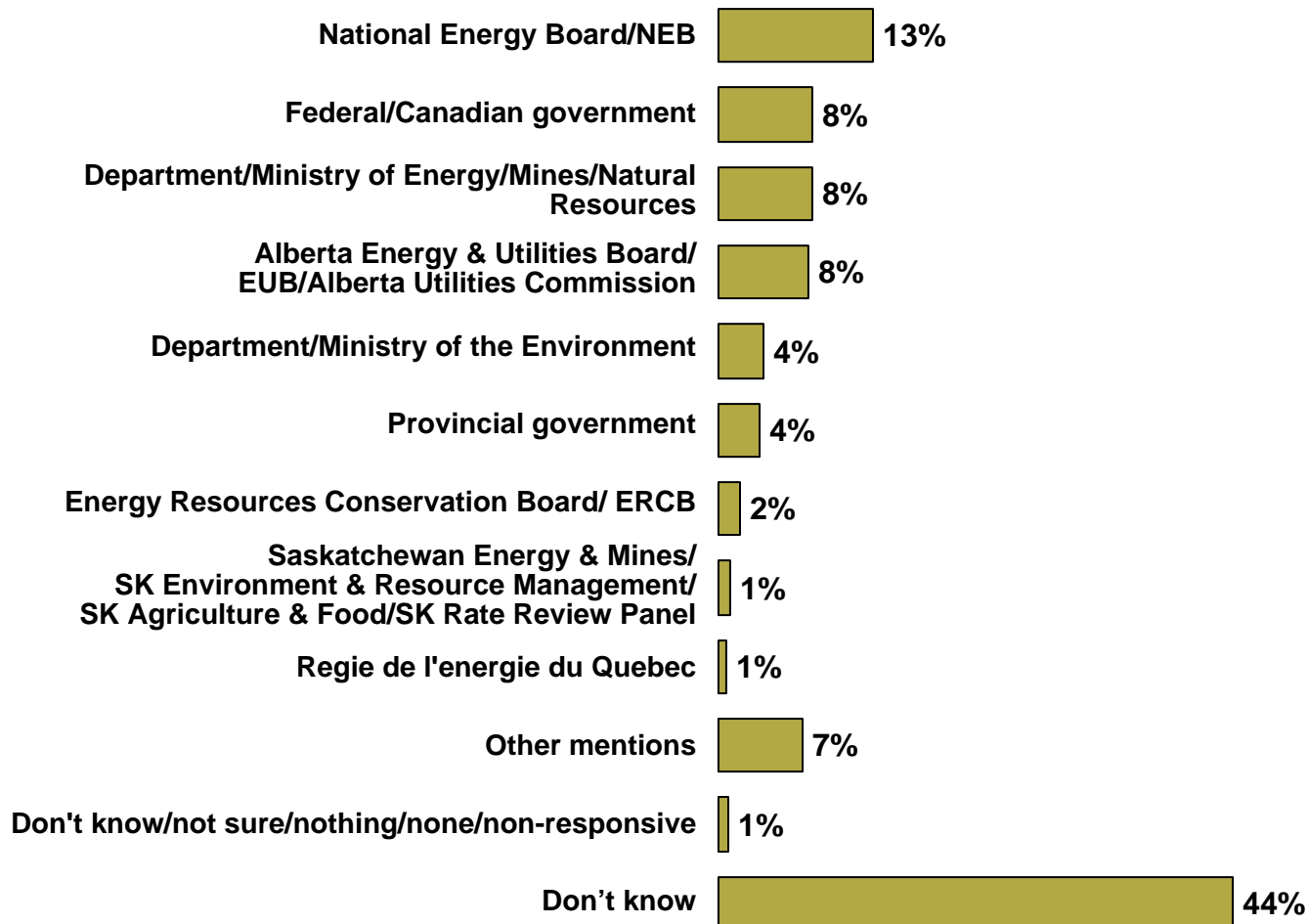
Awareness of CEPA

Q32. Have you heard of the Canadian Energy Pipeline Association?



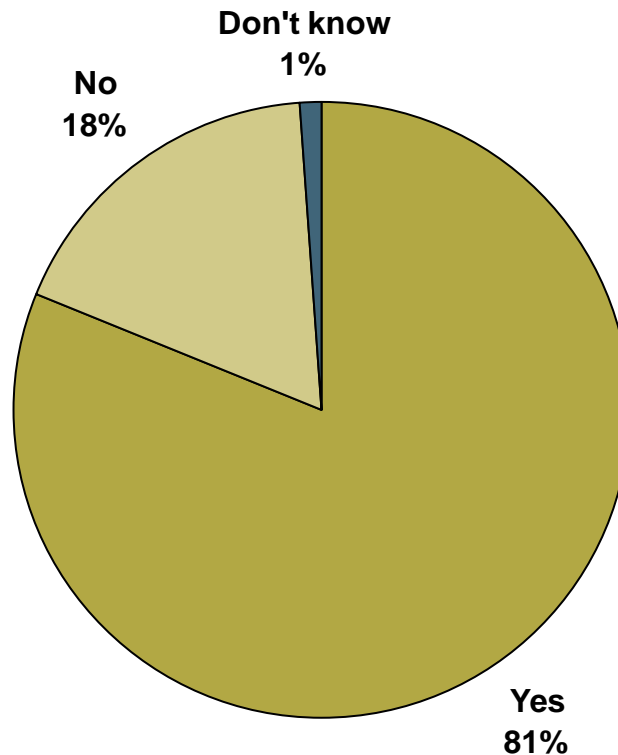
Regulation of Activities of the Pipeline Industry

Q33. To the best of your knowledge, which government agency is responsible for regulating or controlling the activities of the energy pipeline industry in your area?



Awareness of the National Energy Board

Q34. Before talking to me today had you heard of the National Energy Board?



Views of the National Energy Board

Q35. I'm going to read you three potential views of the National Energy Board. Please tell me which best fits with how you see the National Energy Board.

The National Energy Board tends to favor the interests of energy pipeline companies over the interests of landowners



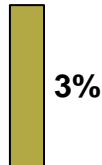
41%

The National Energy Board does a good job of balancing the interests of energy pipeline companies and landowners



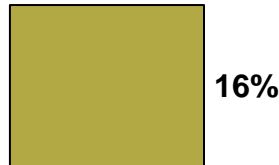
40%

The National Energy Board tends to favor the interests of landowners over the interests of energy pipeline companies



3%

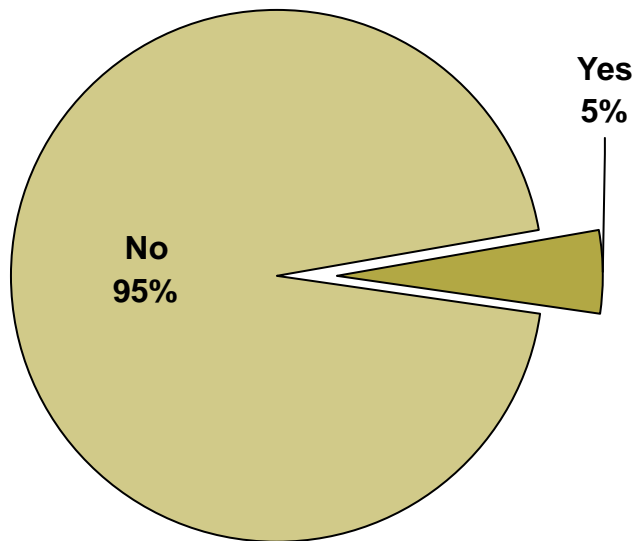
Don't know



16%

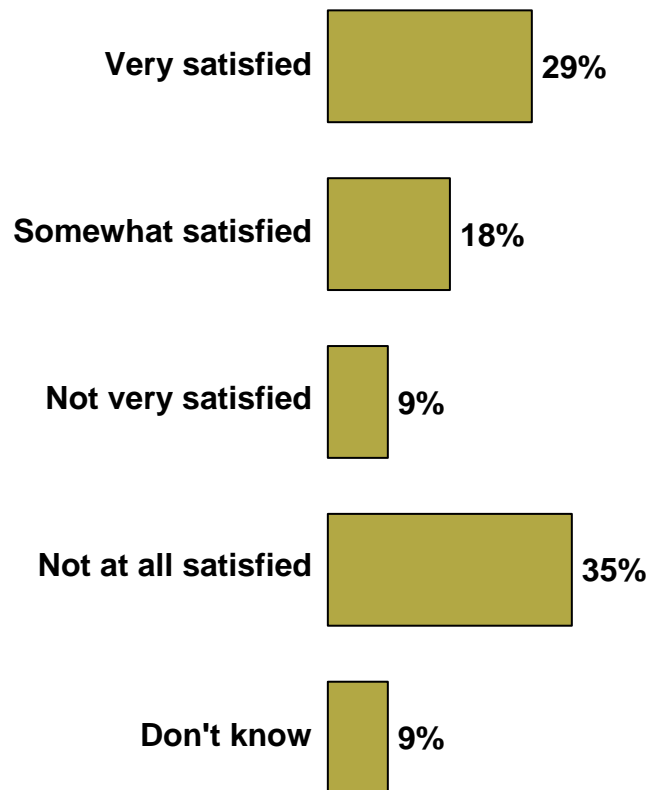
Contact with the National Energy Board

Q36. Have you yourself contacted the National Energy Board in the past two years?



Base: Has heard of the National Energy Board (n=738)

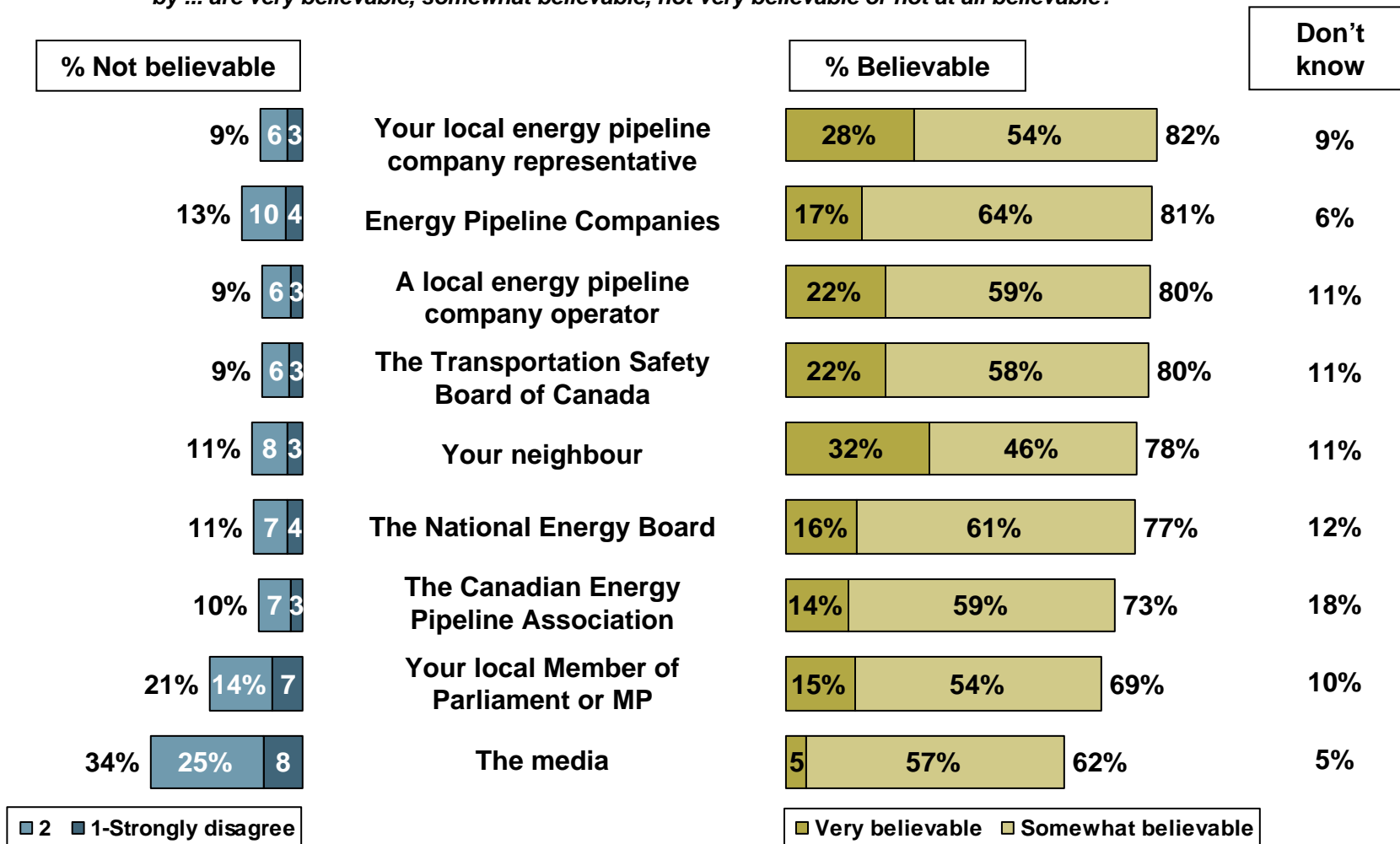
q37. How satisfied are you overall with the outcome of your contact with the National Energy Board? Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied?



Base: Has contacted the National Energy Board in past two years (n=34*)

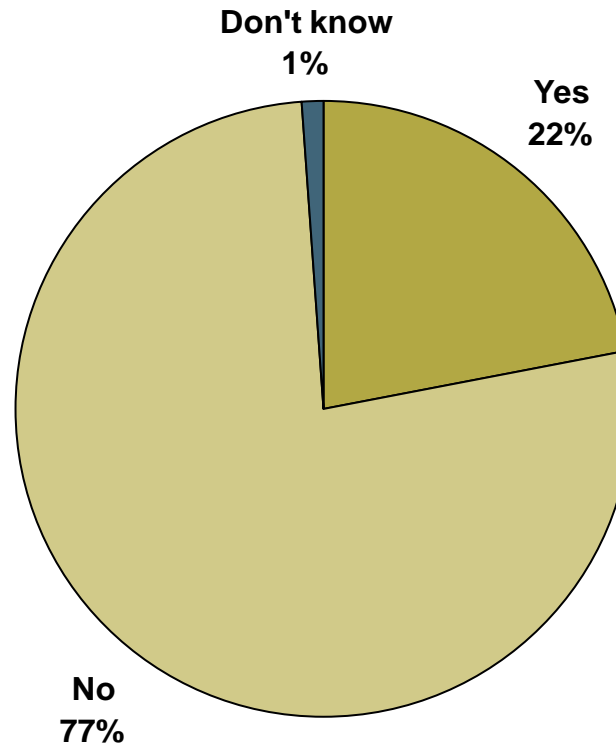
Believability of Statements Made by Pipeline Companies

q38. Based on what you have seen, heard, read or your own general impression, would you say statements made by ... are very believable, somewhat believable, not very believable or not at all believable?



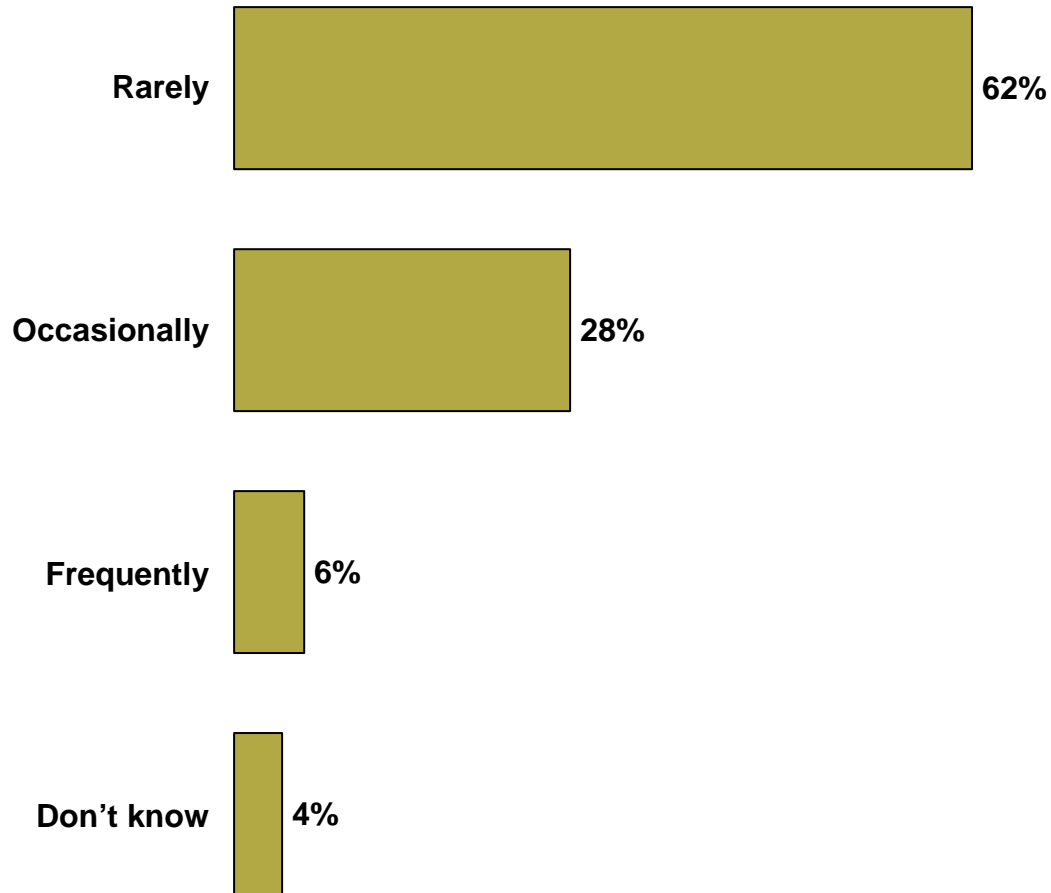
Things Going Wrong with an Energy Pipeline

Q39. Have you seen, read or heard anything in the last six months about something going wrong with an energy pipeline?



Frequency of Pipeline Accidents

Q40. Would you say that energy pipeline accidents or incidents occur...?





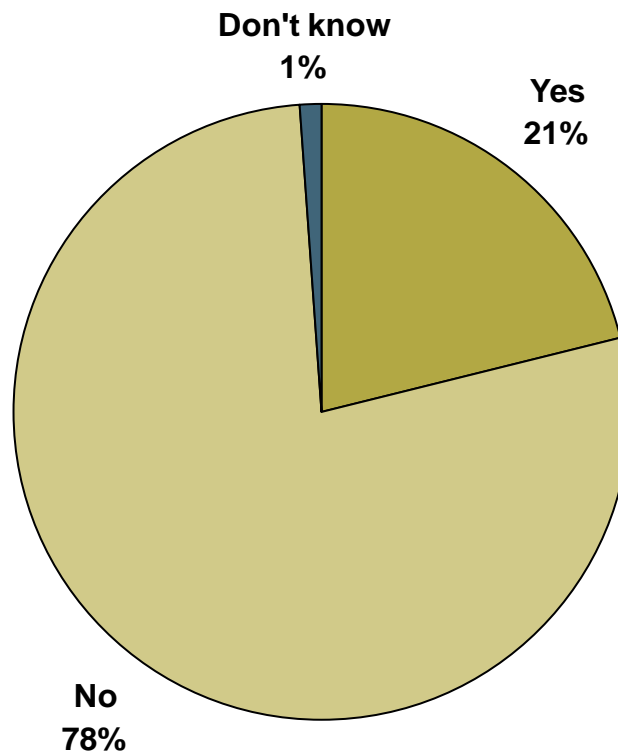
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Demographics

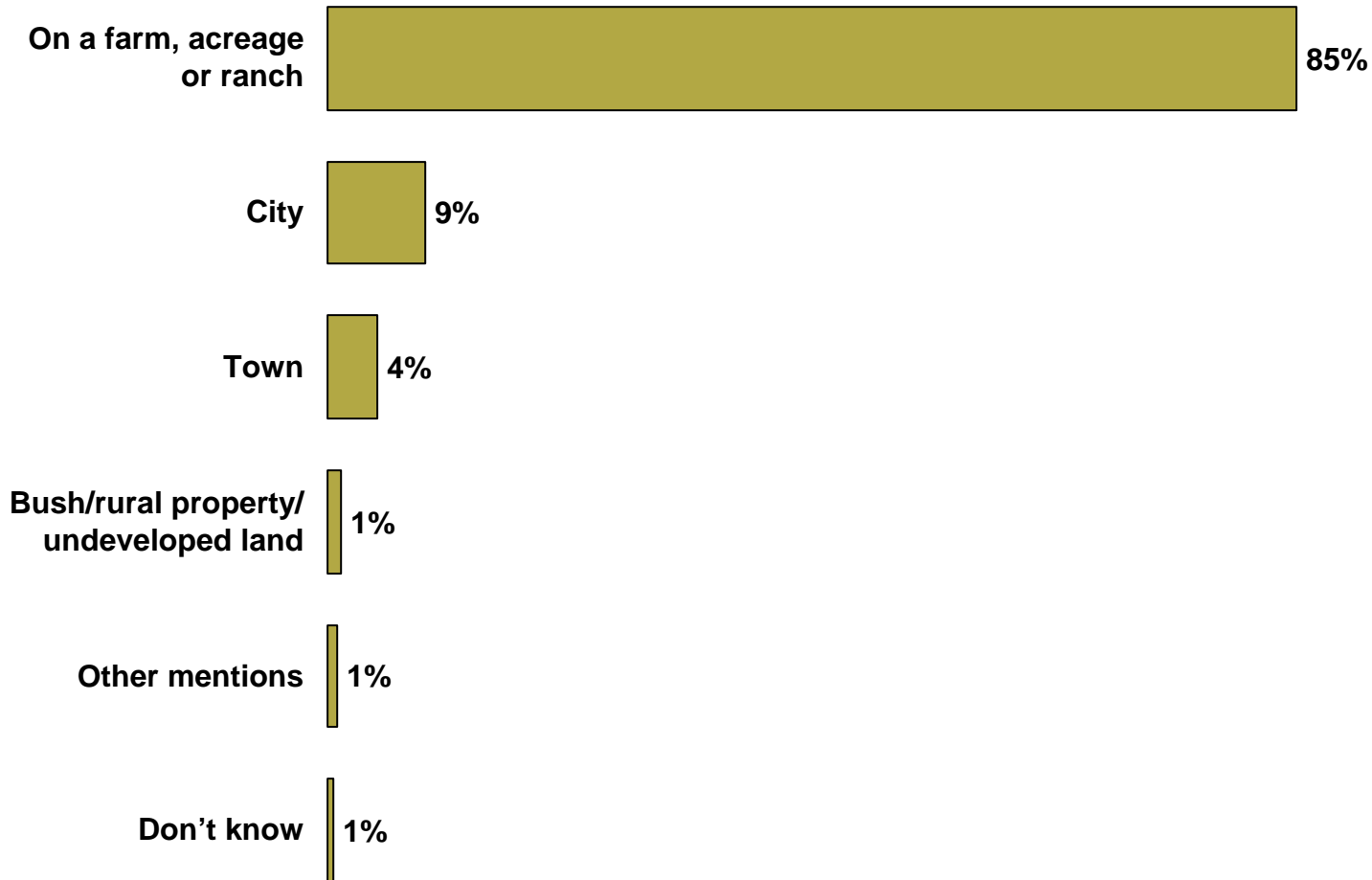
Construction on Your Land by Energy Pipeline Company

D1. Has an energy pipeline company done any construction your land in the past two years?



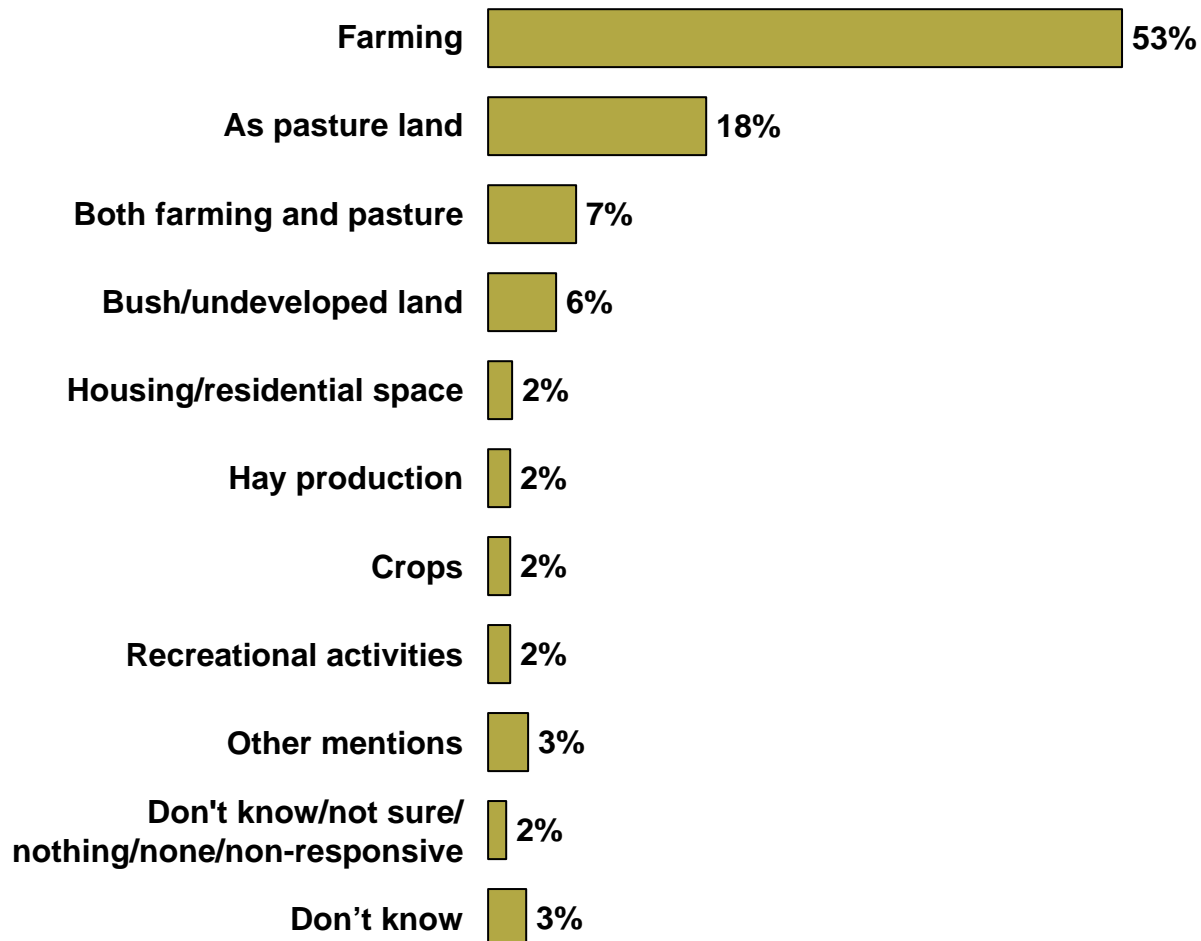
Type of Land Crossed by Energy Pipelines

D2. Which of the following best describes the land which is crossed by the energy pipe line? Is the land located in a ...?



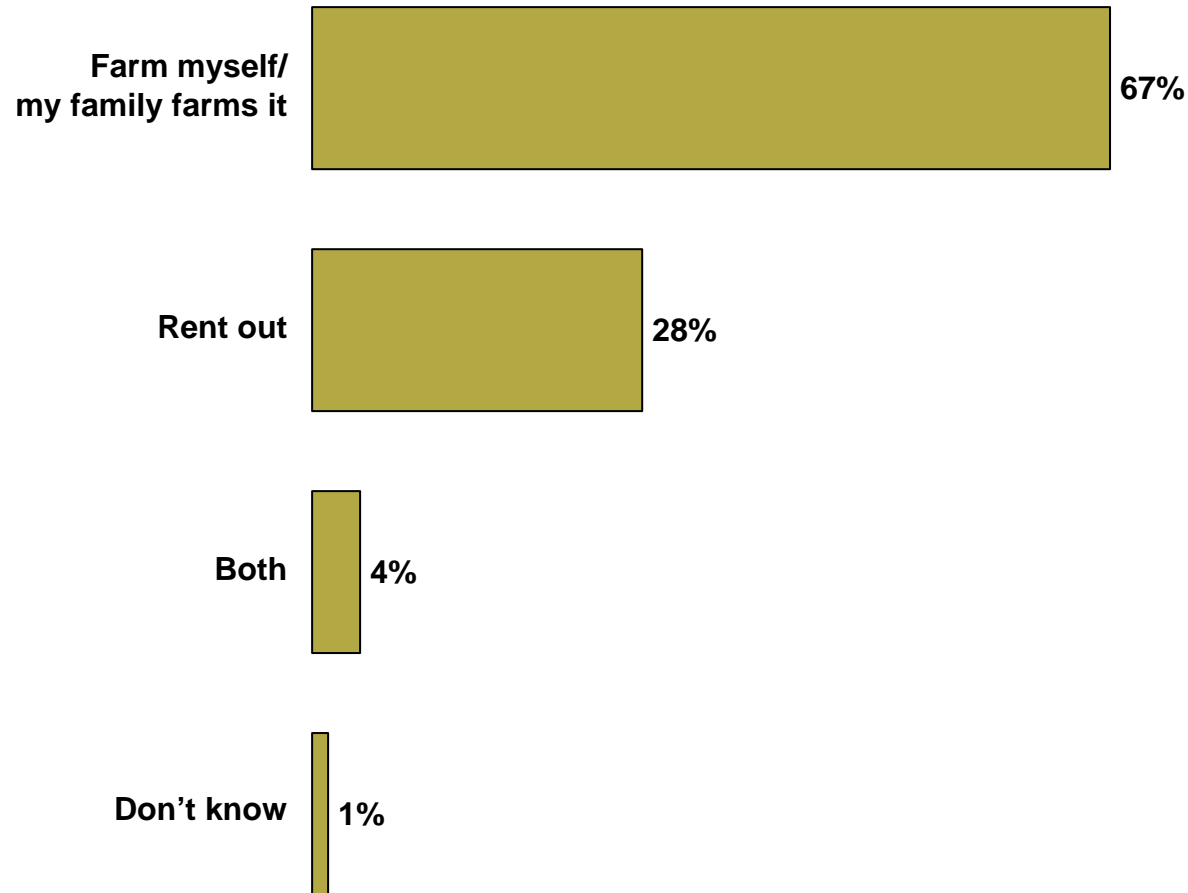
Type of Use of Land Crossed by Energy Pipelines

D3. Is the land crossed by the pipeline used for...?



Who Farms Your Land?

D6. Do you farm your land yourself or do you rent it to someone else?



Demographics

Base: All respondents	(n=884)
Age	
18 - 34	5%
35 - 54	36%
55+	59%
Education	
Grade school or some high school	15%
Completed high school	22%
Post secondary technical school	9%
Some university or college	8%
Completed college diploma	14%
Completed university degree	11%
Post-grad degree (masters or Ph.D.)	4%
Not stated	19%

Demographics

Base: All respondents	(n=884)
Household income	
Less than \$20,000	3%
\$20,000 to \$39,999	11%
\$40,000 to \$59,999	12%
\$60,000 to \$79,999	12%
\$80,000 to \$99,999	8%
\$100,000 to \$119,999	7%
\$120,000 to \$139,999	4%
\$140,000 and over	11%
Not stated	34%