



## **FOR IMMEDIATE RELEASE**

### **TWO THIRDS OF STRATFORD RESIDENTS OPPOSE XINYI GLASS PLANT**

### **THREE QUARTERS DISAGREE WITH COUNCIL'S DECISION TO SEEK A MINISTERIAL ZONING ORDER**

### **TWO THIRDS CLAIM COUNCIL'S DECISION ON THE XINYI PLAN WILL AFFECT HOW THEY VOTE IN THE NEXT MUNICIPAL ELECTION**

### **ONE HALF ARE LESS LIKELY TO VOTE FOR A COUNCILLOR WHO SUPPORTS THE XINYI PLAN**

STRATFORD, DECEMBER 12, 2020. In a random sampling of public opinion among 359 residents of Stratford, Ontario, as many as two thirds (64%) oppose the Xinyi Glass Corporation's plan to build a factory in Stratford. Fewer than one in seven support this plan (14%), while one fifth are either unaware of the plan, or don't have an opinion (21%). Opposition is especially characteristic of females (69%), the youngest (18 to 34 - 67%) and older residents ((50 to 64 - 68%).

One half of respondents (52% in total) say this factory will have a very negative (40%) or somewhat negative effect (12%) on the quality of life in Stratford. Again, this opinion is most characteristic of females (60%), youth (48%) and middle-aged residents (60%).

One half of those respondents who claim the factory will negatively affect quality of life say water quality is the factor most likely to be affected negatively (51%), while relatively equal proportions pin the greatest damage on greenhouse gases (16%), airborne pollutants (17%) or something else (13%).

Fully three quarters (74%) disagree with council's decision to seek a Ministerial Zoning Order (MZO) for this plant, while just more than one tenth agree (13%). The MZO is especially likely to be opposed by females (83%) and the middle-aged (82%).

Fully two thirds agree council's actions on the Xinyi file will affect their vote in the next municipal elections in October 2022 (63%). Just about one tenth say the decisions council makes will have no effect on their vote (13%) and one quarter don't have an opinion (25%).

One half of Stratford residents say they are less likely to vote for a councillor who supports the Xinyi factory (52%), while just about one tenth say they are more likely to vote for a supportive councillor (13%). One fifth claim to be neutral on the issue ("neither more nor less likely" - 19%), or do not know (16%). Of note, incidence of being less likely to vote for a councillor who supports the Xinyi factory is highest among those who oppose the plant in the first place (69%), and also high among those who say the decision on the plant will affect their vote (69%).

## **Conclusion**

"It is clear from these findings that the majority of Stratford residents do not want the Xinyi factory here, recognize the danger it will present to local water (and air) quality and plan to reward (or punish) elected officials for their actions on this file. Few respondents either have no opinion or don't know enough about the issues to comment. This issue is clearly top-of-mind in the community" said John Corbett, Principal of Corbett Communications. John may be reached at [john@corbettcommunications.com](mailto:john@corbettcommunications.com), or at (416) 702 5582.

## **Methodology**

Findings are based on a randomly recruited sample of 359 residents of Stratford, Ontario, 18 years of age and older. The survey was conducted December 10, 2020, using automated telephone interviews (Smart IVR). Respondents were interviewed by land line and cellular phone. The survey is intended to represent the adult population of Stratford.

Margin of error for this survey is plus or minus 5%, nineteen out of twenty times asking (95% confidence interval). Margins of error are higher in any subsamples. Totals may not add to 100% due to rounding.

## **Corbett Communications**

Corbett Communications, founded in 2000 and based in Toronto, is a Canadian-owned full-service market research supplier with both quantitative and qualitative research capabilities. For more information, see [corbettcommunications.com](http://corbettcommunications.com).

John Corbett began his research and polling career in 1984 as a coder, working at Ruston/Tomany & Associates and Gallup Canada, and becoming a Vice President at Research Dimensions, in 1992. In 2000, John left this company to form Corbett Communications.

As a consultant, John directed the Forum Poll from 2010 to 2017, then formed and ran the Campaign Research Poll from 2017 to 2018.

A public opinion pollster for more than 35 years, John keeps his finger on the pulse of the nation. Specific areas of expertise are political polling, customer satisfaction, municipal policy, program evaluation, travel and tourism, new product research, unions and associations. In addition to quantitative research expertise, John is a dynamic focus group moderator.

“We profile public opinion so you can shape it. We answer questions you haven’t asked yet. We know more than we’re letting on”.

**Corbett Communications**

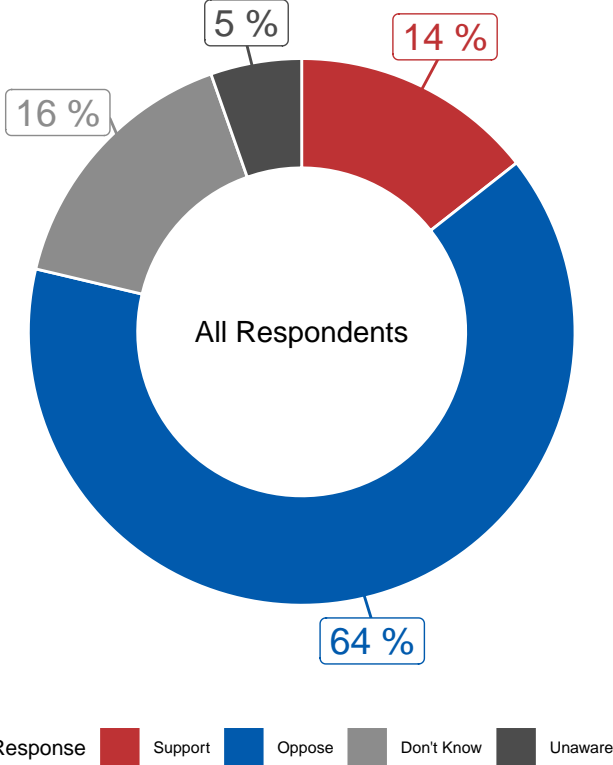
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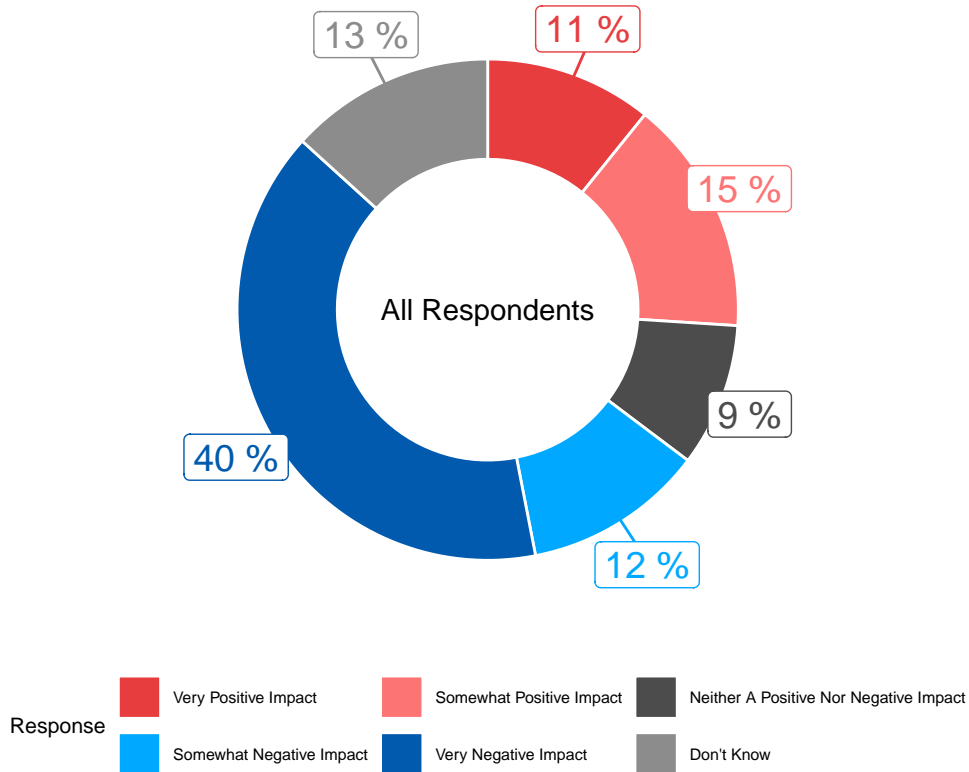
**The Xinyi Glass Corporation plans to build a factory in Stratford. Do you support or oppose this plan?**



**broken out by age and gender**

	Total	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
Support	14.4%	17.8%	11.3%	7.3%	18.7%	16.4%	16.3%
Oppose	64.3%	59.5%	68.6%	66.7%	61.1%	67.5%	60.5%
Don't Know	15.9%	20.4%	11.8%	11.6%	20.2%	13.5%	20.1%
Unaware	5.4%	2.2%	8.3%	14.5%	0%	2.6%	3.1%
Unweighted Frequency	359	150	209	12	23	97	227
Weighted Frequency	359	170	189	101	90	99	69

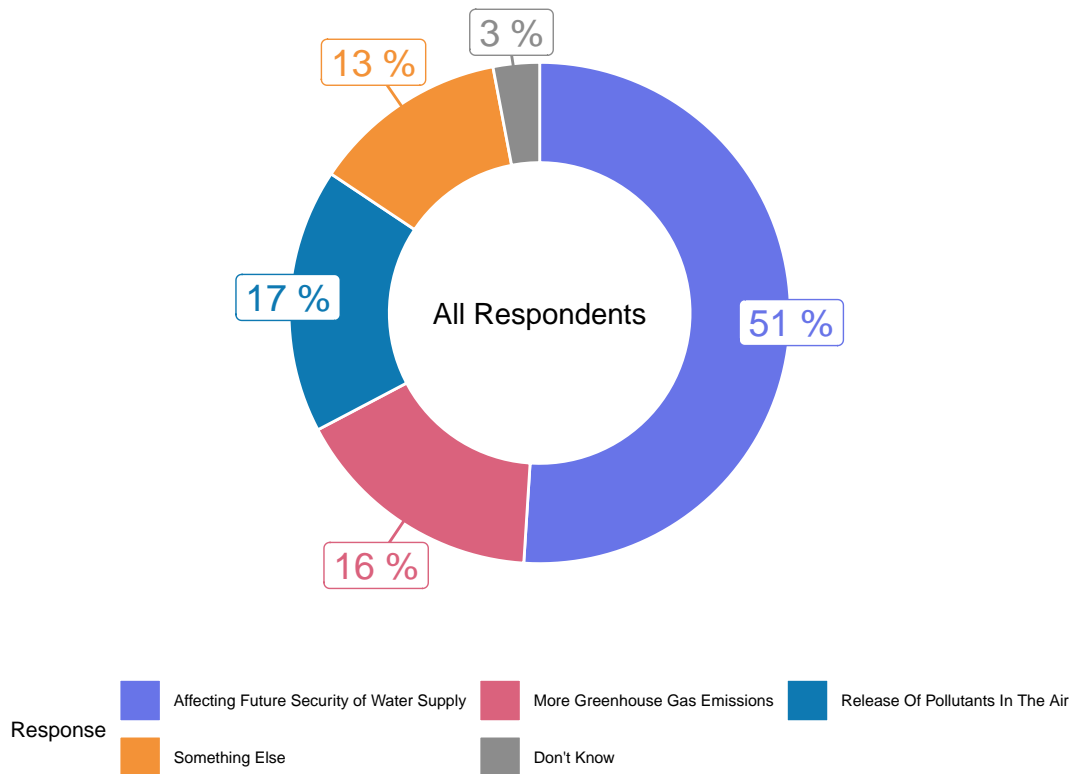
## What kind of impact do you think this factory will have on the quality of life in Stratford?



### broken out by age and gender

	Total	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
Very Positive Impact	10.8%	13.3%	8.5%	7.3%	18.7%	8.5%	8.9%
Somewhat Positive Impact	15.2%	19.4%	11.4%	18.8%	9.3%	14.2%	19.1%
Neither A Positive Nor Negative Impact	9.3%	10.5%	8.1%	7.3%	9.3%	9.3%	11.9%
Somewhat Negative Impact	11.7%	10.5%	12.7%	7.3%	9.3%	16.6%	14%
Very Negative Impact	39.8%	31.3%	47.4%	40.6%	40.3%	42.9%	33.5%
Don't Know	13.3%	14.9%	11.7%	18.8%	13%	8.4%	12.5%
Unweighted Frequency	359	150	209	12	23	97	227
Weighted Frequency	359	170	189	101	90	99	69

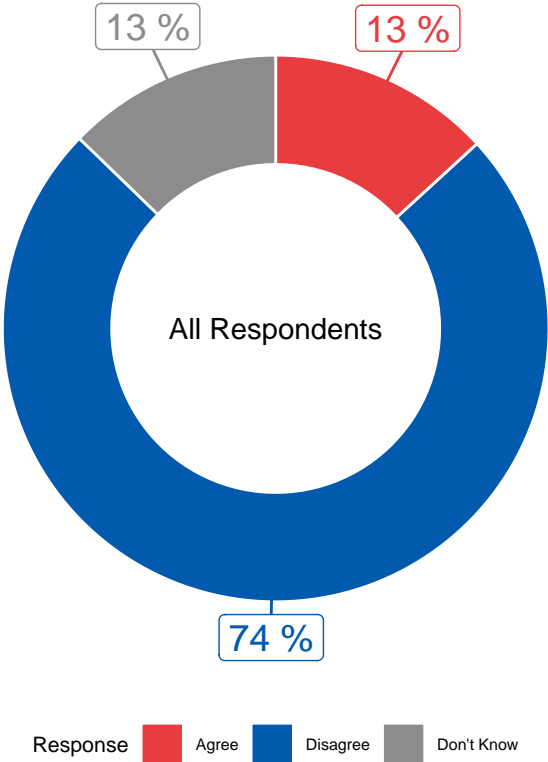
## Which aspects of life in Stratford will be most negatively affected by a Xinyi glass factory?



### broken out by age and gender

	Total	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
Affecting Future Security of Water Supply	51%	34.3%	61.5%	60.7%	47.9%	46.6%	49%
More Greenhouse Gas Emissions	16.3%	17.6%	15.5%	15.2%	18.8%	14.6%	17.3%
Release Of Pollutants In The Air	17.1%	22.5%	13.7%	0%	26.1%	24.6%	16.3%
Something Else	12.7%	23.3%	5.9%	24.1%	7.3%	7.8%	11.7%
Don't Know	3%	2.3%	3.4%	0%	0%	6.2%	5.6%
Unweighted Frequency	190	65	125	6	12	60	112
Weighted Frequency	190	71	114	48	45	59	33

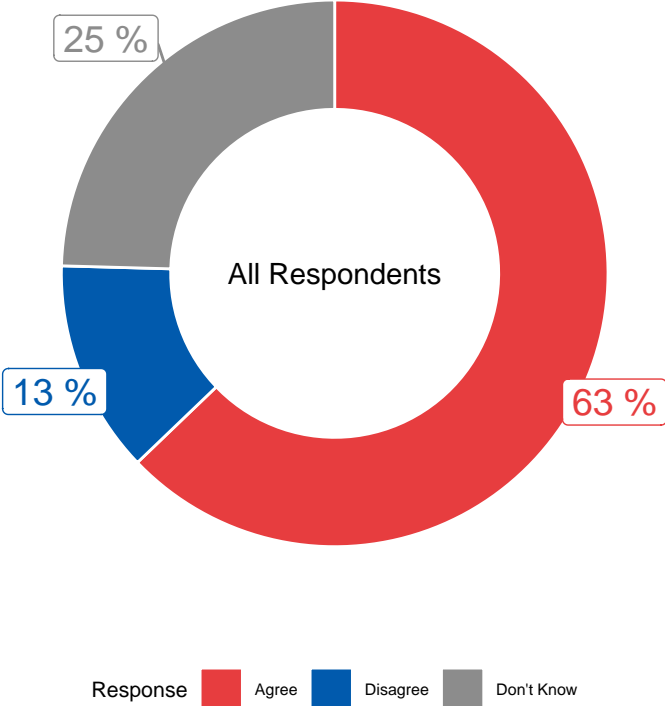
**The Mayor and Council have requested a Ministerial Zoning Order, or MZO, which zones the proposed site specifically for the planned factory without any public consultation nor the right of appeal. Do you agree or disagree with the Mayor’s and Council’s decision?**



**broken out by age and gender**

	Total	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
Agree	13.2%	19.7%	7.3%	11.6%	22.3%	9.3%	9.2%
Disagree	74.1%	63.7%	83.4%	76.9%	61.1%	81.8%	75.7%
Don't Know	12.8%	16.6%	9.3%	11.6%	16.6%	8.9%	15.1%
Unweighted Frequency	359	150	209	12	23	97	227
Weighted Frequency	359	170	189	101	90	99	69

**Do you agree or disagree council’s decision on the Xinyi plan will affect your vote in the next municipal election in October 2022?**

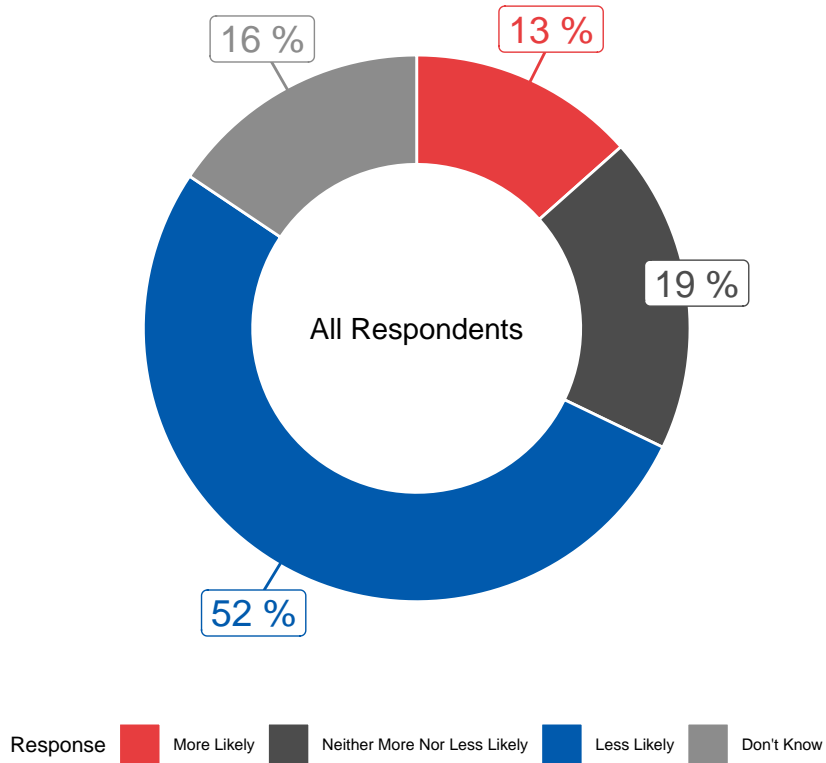


**broken out by age and gender**

	Total	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
Agree	62.8%	54.5%	70.4%	69.6%	53.9%	69.7%	54.8%
Disagree	12.6%	13.2%	12.1%	7.3%	18.7%	10%	16.2%
Don't Know	24.6%	32.3%	17.6%	23.1%	27.4%	20.3%	29.1%
Unweighted Frequency	359	150	209	12	23	97	227
Weighted Frequency	359	170	189	101	90	99	69



**Are you more likely, less likely or neither more nor less likely to vote for a councillor who supports the Xinyi plan in the next municipal election?**



**broken out by age and gender**

	Total	Gender		Age			
		Male	Female	18-34	35-49	50-64	65+
More Likely	13.4%	17.2%	10.1%	7.3%	15.1%	16.4%	16%
Neither More Nor Less Likely	18.7%	19.5%	18.1%	11.6%	31%	15.5%	17.8%
Less Likely	52.2%	47.4%	56.6%	73.9%	31.6%	51.3%	48.9%
Don't Know	15.6%	16%	15.3%	7.3%	22.3%	16.8%	17.4%
Unweighted Frequency	359	150	209	12	23	97	227
Weighted Frequency	359	170	189	101	90	99	69

## Stratford Xinyi Questionnaire

1. The Xinyi Glass Corporation plans to build a factory in Stratford. Do you support or oppose this plan? (ONE ONLY)

Press 1 for support

Press 2 for oppose

Press 3 if you don't know

Press 4 if you are unaware of this plan

2. What kind of impact do you think this factory will have on the quality of life in Stratford? (ONE ONLY)

Press 1 for a very positive impact (GO TO Q4)

Press 2 for a somewhat positive impact (GO TO Q4)

Press 3 for neither a positive nor a negative impact (GO TO Q4)

Press 4 for a somewhat negative impact(ASK Q3)

Press 5 for a very negative impact(ASK Q3)

Press 6 if you don't know (GO TO Q4)

3. Which aspects of life in Stratford will be most negatively affected by a Xinyi glass factory? (ONE ONLY. ROTATE 1 TO 3)

Press 1 for affecting future security of water supply

Press 2 for more greenhouse gas emissions

Press 3 for release of pollutants in the air

Press 4 for something else

Press 5 if you don't know

4. The Mayor and Council have requested a Ministerial Zoning Order, or MZO, which zones the proposed site specifically for the planned factory without any public consultation nor the right of appeal. Do you agree or disagree with the Mayor's and Council's decision? (ONE ONLY)

Press 1 for agree

Press 2 for disagree

Press 3 if you don't know

5. Do you agree or disagree council's decision on the Xinyi plan will affect your vote in the next municipal election in October 2022? (ONE ONLY)

Press 1 for agree

Press 2 for disagree

Press 3 if you don't know

6. Are you more likely, less likely or neither more nor less likely to vote for a councillor who supports the Xinyi plan in the next municipal election? (ONE ONLY)

Press 1 more likely

Press 2 for neither more nor less likely

Press 3 for less likely

Press 4 if you don't know

7. The following questions will be used to group our data. What is your age? (ONE ONLY)

Press 1 for 18 to 34

Press 2 for 35 to 45

Press 3 for 50 to 64

Press 4 for 65 and over

8. What is your gender? (ONE ONLY)

Press 1 for male

Press 2 for female