



FACTUM

Bruce Power continues to receive strong support from residents in Grey, Bruce, and Huron counties

Nine in Ten (89%) Local Residents Agree that Bruce Power Contributes to the Community in a Positive Way

Toronto, ON, February 24, 2021 – A recent Ipsos poll conducted among residents in Grey, Bruce, and Huron shows that the communities continue to have positive impressions of Bruce Power, with nine in ten residents agreeing that the Bruce Power facility is safe (95%), that Bruce Power is involved in the community in a positive way (89%), and that Bruce Power is a good community citizen (93%).

Coronavirus remains top of mind and local residents continue to endorse nuclear refurbishment

When asked about the top issues facing their community, residents of Grey, Bruce, and Huron counties highlighted coronavirus and healthcare as main concerns. Issues pertaining to nuclear energy continue to receive strong support as 82% (47% strongly/35% somewhat) indicate their support for continued refurbishment of the Bruce Power nuclear facility.

This support may be related to the fact that residents feel Bruce Power has done well to communicate with them: 80% of local residents agree (40% strongly/40% somewhat), that Bruce Power keeps the community updated through regular communications, a fact that likely feeds into the 83% who say they feel “familiar” with Bruce Power, a significant 5-point increase from just last year.

The data show that not only are residents of the region familiar with the nuclear facility, but their impressions are positive: 86% of those familiar with Bruce Power indicated they feel “excellent,” “very good,” or “good” about the organization. This figure has risen 5 points in the past 6 years, demonstrating that not only are residents feeling more familiar with Bruce Nuclear overtime, but they are feeling more positively towards the organization as well.

Awareness and Support for Nuclear Fuel Site Continues to Increase

A hot topic for many residents of the region is the proposed nuclear fuel site in the region of South Bruce. A consultation process for selecting a nuclear fuel site is currently underway and with the 2023 deadline for site selection quickly approaching, the survey finds that residents are becoming increasingly aware of the consultation process with 63% indicating they are very/somewhat aware, up 6 points from 2017.

Not only has awareness increased overtime, but so too has support for the consultation process with 69% of residents voicing their support for the study, a 24-point increase from the previous polling in 2017. Importantly, those who were aware of the proposal prior to polling being conducted were more likely to strongly support the consultation and study process.



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About the Study

These are some of the findings of an Ipsos poll conducted between December 8-23, 2020, on behalf of Bruce Power. For this survey, a sample of 600 Canadians aged 18+ was interviewed by telephone. Quotas and weighting were employed to ensure that the sample's composition reflects that of the local population according to census parameters. The precision of Ipsos telephone polls is measured using a margin of error interval. In this case, the poll is accurate to within ± 4.0 percentage points, 19 times out of 20, had all local residents aged 18+ been polled. The margin of error will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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