

PUBLIC OPINION ABOUT ELECTRICITY GENERATION

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Ipsos Public Affairs

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Methodology

- These are the findings of an Ipsos poll conducted between October 5th to 10th 2023. For this survey, a sample of 2,000 Canadians aged 18+ was interviewed online.
- Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters.
- The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.5 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval 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.



Key Findings

- Just over half (55%) of Canadians support nuclear energy as a form of electricity generation. Support for nuclear is highest in Ontario (66%) and lowest in Quebec (34%).
- Support is by far highest for renewable forms of electricity generation, including solar (92%), hydro/water (92%), and wind (88%).
- Support for natural gas is higher compared to nuclear, as three quarters (74%) of Canadians support this form of electricity generation.
- To create new electricity capacity, Canadians overwhelmingly support investments in renewable sources, including building new capacity in solar (90%), wind (86%), and hydro/water (86%) capacity.
- For nuclear generation, support is considerably higher for the refurbishment of existing facilities (63%), compared to building new nuclear plants (51%). Support for both options is considerably higher in Ontario (74% support refurbishment and 62% support new build).
- Support for building new natural gas generation is slightly higher than investing in nuclear generation (67% vs 63%).
- A strong majority of Canadians agree that Canada needs more electricity generation to meet future demand (87%) and that nuclear energy should play a role in meeting this demand, in tandem with renewable generation such as wind and solar (62%).
- Six in ten Canadians agree that nuclear energy can help Canada meet its climate change goals (62%) and that nuclear generation can be considered a clean form of electricity (58%).



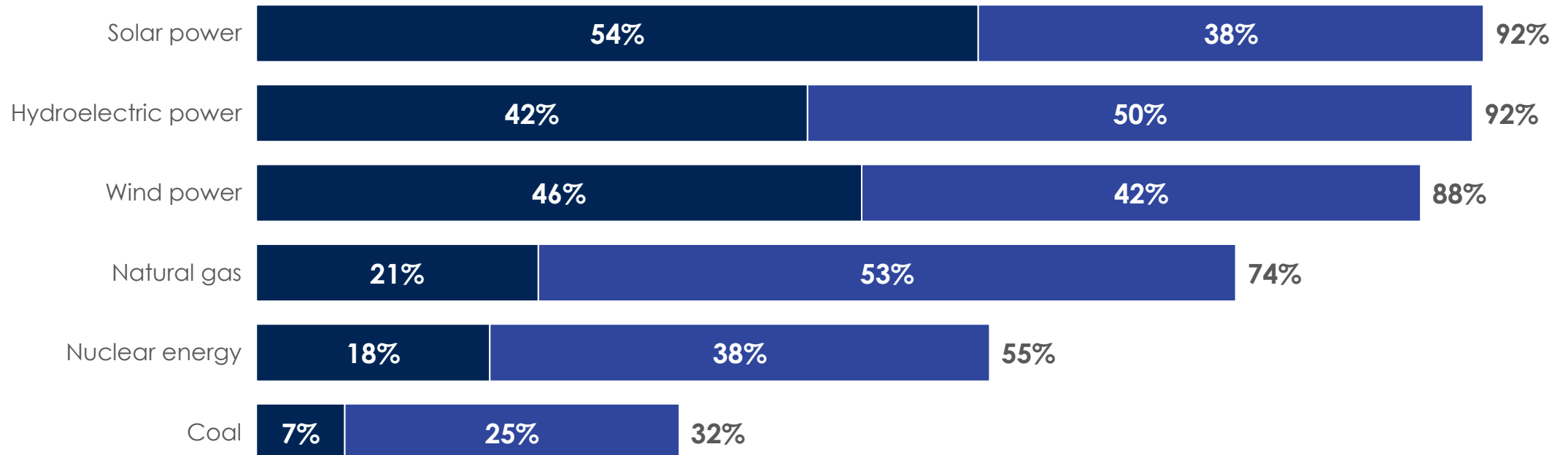
Support for Sources of Electricity Generation

- Just over half (55%) of Canadians support nuclear energy to generate electricity, including one in five (18%) who strongly support nuclear.
- Support for generating electricity from nuclear technology is significantly lower than other sources, including solar (92% support), hydro/water (92% support), wind (88% support), and natural gas (74%).

LEVEL OF SUPPORT FOR WAYS TO PRODUCE ELECTRICITY

■ STRONGLY SUPPORT

■ SOMEWHAT SUPPORT



Base: All respondents (n=2001)

Q1. To what extent do you support or oppose the following ways to produce electricity?

Support for Sources of Electricity Generation – by Region + Age

- Support for nuclear generation is highest in Ontario (66%), Atlantic Canada (65%), the Prairies (64%) and among those 55 years of age and older (60%). Support is significantly weaker in Quebec.
- Support for using renewable sources to generate electricity is strong among all regions and age groups, while support for natural gas is highest in Alberta (86%), the Prairies (83%) and those 35 years of age and older.

LEVEL OF SUPPORT FOR WAYS TO PRODUCE ELECTRICITY – BY REGION + AGE

	TOTAL	REGION						AGE		
		BC [A]	AB [B]	SK/MB [C]	ON [D]	QC [E]	ATL [F]	18-34 [G]	35-54 [H]	55+ [I]
TOTAL SUPPORT (T2B)										
Solar power	92%	95%	90%	93%	90%	93%	100% ABCDE	90%	94%	93%
Hydroelectric power	92%	93%	91%	90%	91%	92%	96% D	88%	90%	95% GH
Wind power	88%	86%	83%	87%	88%	89%	95% ABCDE	88%	88%	87%
Natural gas	74%	73% E	86% ADEF	83% AE	77% E	61%	74% E	67%	74% G	79% G
Nuclear energy	55%	52% E	56% E	64% AE	66% ABE	34%	65% AE	50%	54%	60% GH
Coal	32%	27%	38% AE	34% E	36% AE	23%	37% E	41% I	35% I	21%

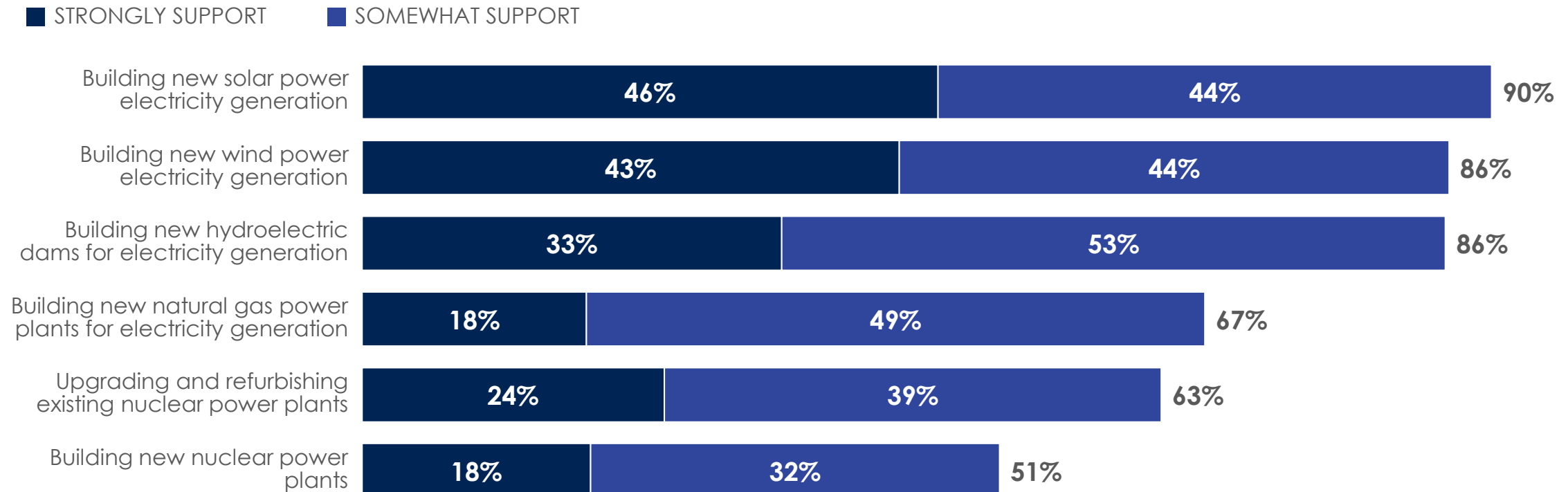
Base: All respondents (n=2001)

Q1. To what extent do you support or oppose the following ways to produce electricity?

Support For Investing In Various Types of Electricity Generation

- Building new nuclear power plants is the least supported method of generating new capacity (51% support). Support is considerably higher for refurbishing existing nuclear plants (63%) and building new natural gas plants (67%).
- Support for developing new renewable sources of electricity generation is strong for all methods, including solar (90%), wind (86%), and hydro/water (86%).

LEVEL OF SUPPORT FOR TYPE OF GENERATION TO HELP MEET FUTURE DEMAND



Base: All respondents (n=2001)

Q2. In order to help meet Canada's future electricity demand, to what extent do you support or oppose the following?

Support to Help Future Electricity Demand – by Region + Age

- Ontarians are most likely to support the development (62%) and refurbishment (74%) of nuclear power plants.
- Support for building new natural gas plants is higher than investing (new build or refurbishment) in nuclear energy across most regions of the country.
- A strong majority of Canadians support investing in renewable forms of electricity generation, regardless of region or age.

LEVEL OF SUPPORT FOR ITEM TO HELP MEET FUTURE DEMAND – BY REGION + AGE

	TOTAL	REGION						AGE		
		BC [A]	AB [B]	SK/MB [C]	ON [D]	QC [E]	ATL [F]	18-34 [G]	35-54 [H]	55+ [I]
TOTAL SUPPORT (T2B)										
Building new solar power electricity generation	90%	91% C	87%	84%	88%	92% C	97% BCD	91%	89%	90%
Building new wind power electricity generation	86%	85%	82%	85%	86%	87%	94% ABCD	89%	86%	85%
Building new hydroelectric dams for electricity generation	86%	82%	87%	86%	89% AE	82%	87%	85%	85%	88%
Building new natural gas power plants for electricity generation	67%	63% E	78% AE	71% E	71% AE	54%	73% E	63%	65%	71% GH
Upgrading and refurbishing existing nuclear power plants	63%	61% E	62% E	71% E	74% ABE	44%	72% E	60%	65%	65%
Building new nuclear power plants	51%	47% E	51% E	56% E	62% ABE	31%	58% E	50%	49%	52%

Base: All respondents (n=2001)

Q2. In order to help meet Canada's future electricity demand, to what extent do you support or oppose the following?

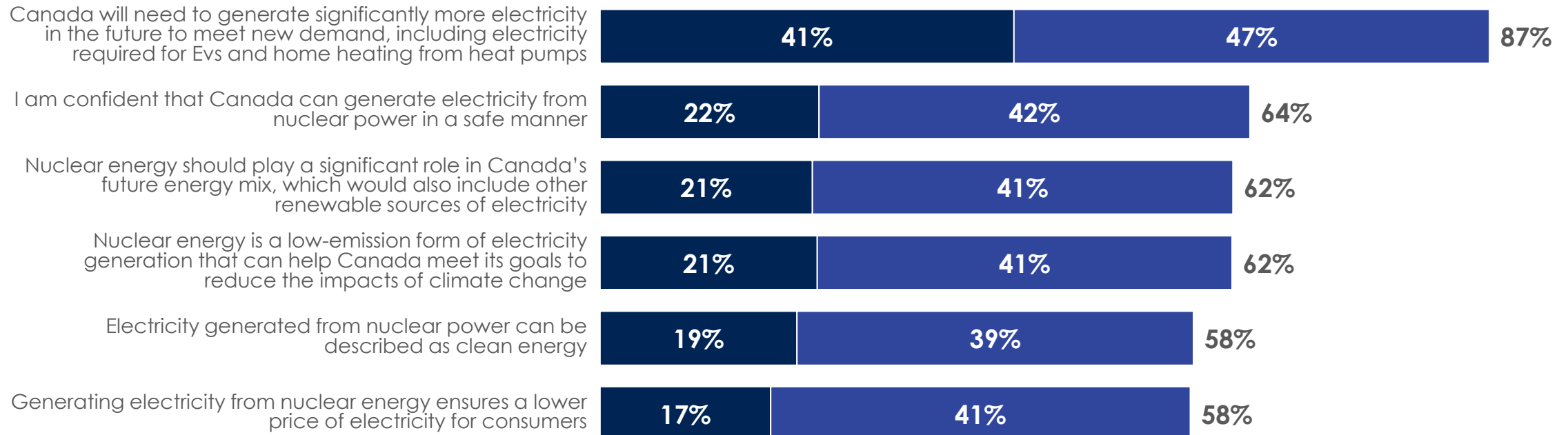
Perceptions of Nuclear Energy Today

- Six in ten (62%) Canadians agree that nuclear energy can help Canada meet its climate change goals, while a similar proportion agree that nuclear energy can be described as 'clean' energy (58%).
- Six in ten (62%) Canadians agree that nuclear energy and renewable forms of generation should play a role in Canada's future energy mix.
- Canadians agree that there is a need to generate more electricity in the future to meet rising demand (87%).

LEVEL OF AGREEMENT

■ STRONGLY AGREE

■ SOMEWHAT AGREE



Base: All respondents (n=2001)

Q3. Please indicate to what extent you agree or disagree with the following statements?

Perceptions of Nuclear Energy Today – by Region + Age

- Perceptions of nuclear energy are most positive in Ontario, including three quarters (75%) of Ontarians who agree that the future energy mix should include both nuclear and renewable forms of generation.
- Older Canadians (55+) are the most likely to agree that nuclear energy can help to meet Canada's climate change goals, however only about half (56%) agree that nuclear energy can be considered a 'clean' form of energy.

LEVEL OF AGREEMENT – BY REGION + AGE

	TOTAL	REGION						AGE		
		BC [A]	AB [B]	SK/MB [C]	ON [D]	QC [E]	ATL [F]	18-34 [G]	35-54 [H]	55+ [I]
TOTAL AGREE (T2B)										
Canada will need to generate significantly more electricity in the future to meet new demand, including electricity required for EVs and home heating from heat pumps	87%	91% E	89% E	88% E	89% E	80%	94% E	80%	87% G	93% GH
I am confident that Canada can generate electricity from nuclear power in a safe manner	64%	61% E	66% E	62% E	71% ACE	51%	70% E	60%	65%	66%
Nuclear energy should play a significant role in Canada's future energy mix, which would also include other renewable sources of electricity	62%	55% E	62% E	64% E	75% ABCE	45%	67% AE	61%	59%	66% H
Nuclear energy is a low-emission form of electricity generation that can help Canada meet its goals to reduce the impacts of climate change	62%	65% E	67% E	62% E	70% E	43%	73% CE	55%	62% G	68% GH
Electricity generated from nuclear power can be described as clean energy	58%	59% E	61% E	58% E	65% E	42%	68% E	60%	58%	56%
Generating electricity from nuclear energy ensures a lower price of electricity for consumers	58%	57% E	60% E	60% E	65% AE	44%	68% E	56%	57%	61%

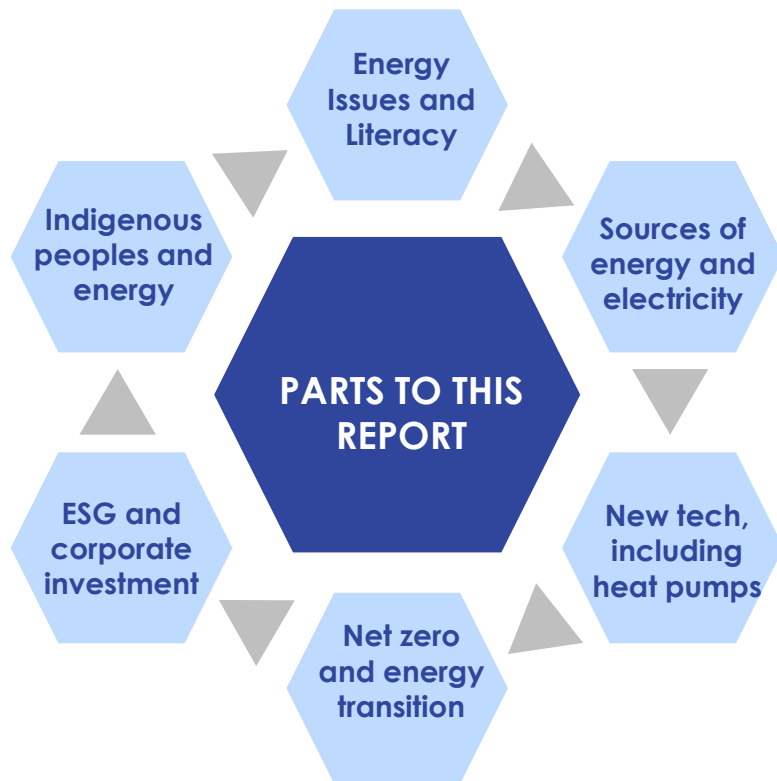
Base: All respondents (n=2001)

Q2. In order to help meet Canada's future electricity demand, to what extent do you support or oppose the following?

The 2024 Edition of Context Energy will Run in Q1 2024

Methodology

- Ipsos will survey over 24,000 respondents in 28 countries in Q1 2024, using its online *Global Advisor* panel.
- A customized report will be provided to all subscribers including in-depth analysis for the base country.
- Custom questions, presentations and more can also be provided upon request.
- **Please contact Ipsos if you are interested in learning more about this study.**



Countries surveyed in this study <i>(highlighted covered in this report)</i>		
North America (3)	Europe (11)	Asia-Pacific (6)
Canada	Belgium	Australia
US	France	China
Mexico	Germany	Japan
Latin America (5)	Great Britain	Malaysia
Argentina	Hungary	South Korea
Brazil	Italy	New Zealand
Colombia	Netherlands	Middle East (3)
Mexico	Norway	Saudi Arabia
Peru	Poland	South Africa
	Spain	Turkey
	Sweden	

Context Energy is part of Ipsos Context Advantage

A data-driven, advisory service to help your organization adapt and thrive in a changing landscape



Context Energy

If we are going to solve the climate crisis, the solution must include energy. Through a global study surveying over 24,000 people in 28 countries, Context Energy explores energy diversification and transition, climate change and commitments to reach “net zero” by 2050, citizen expectations on ESG, perceptions of generation including nuclear, uptake in new technologies including heat pumps, the need to engage Indigenous communities, and more.



Context Next

Context Energy is a guide to...

- Understand consumer expectations 10 years from now
- Leverage optimism and address skepticism
- Develop a roadmap for a future strategy
- Navigate your organization through change

Since 2017, Ipsos has surveyed more than 2,000 Canadians annually on their views of the future from a social, technological and economic perspective. The study gathers citizen perspectives on possible advancements and changes over a defined horizon of the next 10 years.



Context Now

- Disruption Barometer
- Financial Health Index
- Issues Watch
- Sentiment Diamond
- Social Activism Index
- Social Cohesion Index

Societal stability is a leading indicator of consumer behavior – monthly and quarterly tracking of trend line and insights.



Context Reputation

Global trends and country specific tracking of the reputation of hundreds of companies with insights on your reputation levers and how to take action that aligns with current and future societal changes.

We have tracking on over 100 companies and sectors that operate in Canada, going back over a decade, including their corporate reputation and performance on key indicators such as ESG. Where does your company rank?

Runs in the 4th quarter every year.

Contact



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You act better when you are sure.