



## FACTUM

### **New Ipsos Poll Highlights Bruce Power's Enhanced Reputation, Increased Support for Refurbishment, and Backing for Future Expansion Plans Among Residents from Bruce, Grey, and Huron Counties**

Local support for Bruce Power is high, almost all residents (96%) regard the company as a good citizen.

**Toronto, ON, December 11, 2023** – Findings from a recent Ipsos poll conducted on behalf of Bruce Power among residents in Bruce, Grey, and Huron Counties suggest that Bruce Power enjoys strong public support.

The poll has found that support for Bruce Power is at an all-time high among those residents familiar with the organization, with 87% of residents having a positive impression of the company, including 26% who rated their impression of Bruce Power 'excellent'. This represents an increase of 5% compared to 2021.

Other impressions have similarly seen improvement, with almost all residents (96%, a 4% increase) viewing Bruce Power as a good citizen. Furthermore, 95% of residents (a 3% increase) believe the organization engages positively with the community.

The poll also found that support for refurbishment of the Bruce Power nuclear facility has reached a record high, with 86% of residents supporting the project.

Additionally, a vast majority (82%) of residents support the proposal to advance the long-term planning and consultation work required to explore nuclear expansion on the Bruce Power site.

Finally, support for the consultation and study process to engage residents in selecting a site for a long-term Deep Geological Repository for spent nuclear fuel has increased to 78%, up from 73% in 2022.





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### About the Study

These are findings from a survey conducted with residents of Bruce, Grey, and Huron Counties that Ipsos conducted between August 18 to September 11 on behalf of Bruce Power.

- The survey was conducted among 613 adult local residents ages 18+. Interviews were conducted by telephone (CATI), using Random Digit Dialing (RDD). Both landline and cell phone sample were utilized.
- The entire data has been weighted by region, gender, and age to ensure the final sample reflects the population of all three counties.
- The margin of error for a telephone survey of 613 respondents is  $\pm 3.9$  percentage points, using a confidence interval of 95% (19 times out of 20), of what the results would have been had all residents of Bruce, Grey, and Huron Counties aged 18+ been surveyed.
- 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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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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