



PRESS RELEASE

80% of residents support the expansion of the Bruce Power facility, with four in ten saying they 'strongly support' expansion

Toronto, Ontario, December 10, 2024 – A new Ipsos poll conducted for Bruce Power finds that eight in ten residents support the expansion of the Bruce Power facility, including four in ten who 'strongly support' the expansion. Seven in ten residents are aware of the proposal to explore nuclear expansion at the Bruce Power facility but only a small proportion say they have a detailed familiarity with the expansion plans.

Seven in ten residents are aware of the proposal to explore nuclear expansion at the Bruce Power facility but detailed familiarity is low

A strong majority (80%) of residents support the expansion of the Bruce Power facility, including four in ten (37%) who 'strongly support' expansion. Under one in five (15%) residents oppose the expansion.

Seven in ten (69%) residents continue to have read, seen, or heard at least something about the proposal to advance the long-term planning and consultation work required to explore nuclear expansion at the Bruce Power facility. However, few residents have a detailed familiarity about the expansion as fewer than one in ten (6%) indicate that they are 'very aware' of the proposal.

Among those who are familiar with Bruce Power, the majority have a positive impression and consider the organization a 'good community citizen'.

The vast majority (85%) of residents indicate that they are 'very' or 'somewhat' familiar with the Bruce Power, and familiarity has increased since 2023 (80%, +5 points).

Among those who are familiar, more than eight in ten (86%) have a positive impression of Bruce Power and over nine in ten Bruce Power agree that the organization is a 'good community citizen' (93%), operates the Bruce Power facility safety (93%), and that Bruce Power is 'involved with the community in a positive way' (92%).

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About the Survey

These are the findings of an Ipsos poll conducted on behalf of Bruce Power. For the survey, a sample of n = 566 adults in Bruce, Grey and Huron Counties which is all part of the traditional territory of the Saugeen Ojibway Nation Territory were interviewed via telephone from September 26 to October 18, 2024. Quotas and weighting were used to ensure that the sample reflects the population distribution of Grey County, Bruce County and Huron County according to census parameters. The accuracy of Ipsos online polls is measured using a margin of error. In this case, the results are considered accurate to within +/- 4.1 percentage points, 19 times out of 20, of what the results would have been had all adults in all three counties been polled.

About Ipsos

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