



Ipsos Reid



Bruce Power – Bruce, Huron & Grey Counties Public Opinion Research Tracking

April 2014



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Objectives and Methodology

OBJECTIVES

- **Bruce Power commissioned research in order to understand and track attitudes and opinions from Bruce, Grey, and Huron County residents towards a number of topics and issues, including:**
 - Energy/electricity issues in the community,
 - Support for nuclear energy and refurbishment of the Bruce facility,
 - Familiarity with and attitudes towards Bruce Power

METHODOLOGY

- **Sample size and composition:**
 - ⇒ Representative and random sample of n=500 local residents, including: n=220 interviews in Grey County, n=150 in Bruce County, and n=130 interviews in Huron County.
 - ⇒ The data has been weighted by region, gender and age to ensure the final sample reflects the population of all three counties.
- **Method:** = Telephone (CATI), Random Digit Dialing (RDD)
- **Fielding dates:** = March 5th to March 14th 2014.
- **Margin of error:** +/-4.4%, nineteen times out of twenty on overall sample.



Key Findings

- Bruce, Grey, and Huron county residents mention jobs/unemployment (15% as the most important issue facing their community, this is unchanged from the previous year.
- Energy is also top of mind for many residents as issues associated with energy in general (7%), wind power (4%), and the cost of electricity (3%) are mentioned by 14% of residents.
- The vast majority (83%) of residents continue to support the refurbishment of the Bruce nuclear facility, unchanged from the previous year.
- More than half (56%) of residents in Bruce county 'strongly support' the refurbishment of the Bruce facility.
- Knowledge of nuclear energy remains unchanged compared to the previous year as two-thirds (67%) of Bruce, Grey, and Huron county residents continue to consider themselves knowledgeable about nuclear energy and nuclear technology. Although the majority are knowledgeable, few (12%) residents consider themselves 'very knowledge' about the technology.



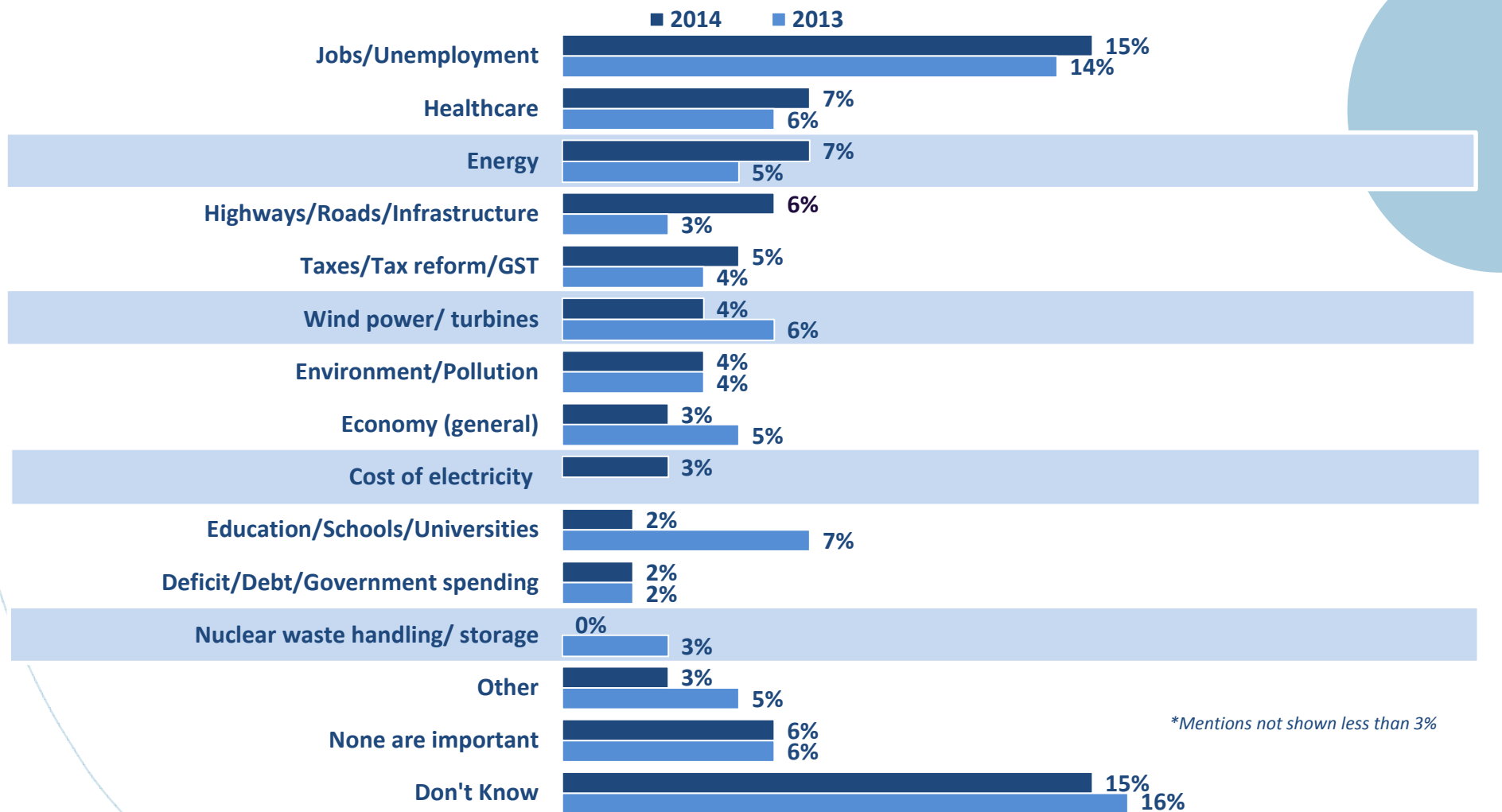
Key Findings (continued)

- Slightly more residents have read, seen, or heard something about Bruce Power in 2014, compared to the past year (60%, compared to 56% in 2013).
- Significantly more (74%) Bruce County residents have recently, read, seen or heard something recently about Bruce Power, compared to Grey (57%) or Huron (49%) County residents.
- Residents continue to mention the newspaper as the best way to inform them about the Bruce facility or Bruce Power's involvement in the local community. Fewer residents mention a newsletter or flyer as the best communication method compared to the previous year (18%, compared to 25% in 2013).
- Seven-in-ten (68%) residents can't mention an area of concern that they have with Bruce Power's operations, similar to the previous year. Among those that do mention a concern, one in ten mention waste disposal (12%) or safety measures (8%).



Top of Mind Issues in the Local Community

Residents mention a wide range of issues that should receive the greatest attention from community leaders, with jobs/unemployment (15%, +1 point) topping the list of concerns. Energy is also top of mind for many residents as issues associated with energy in general (7%), wind power (4%), and the cost of electricity (3%) are mentioned by 14% of residents.

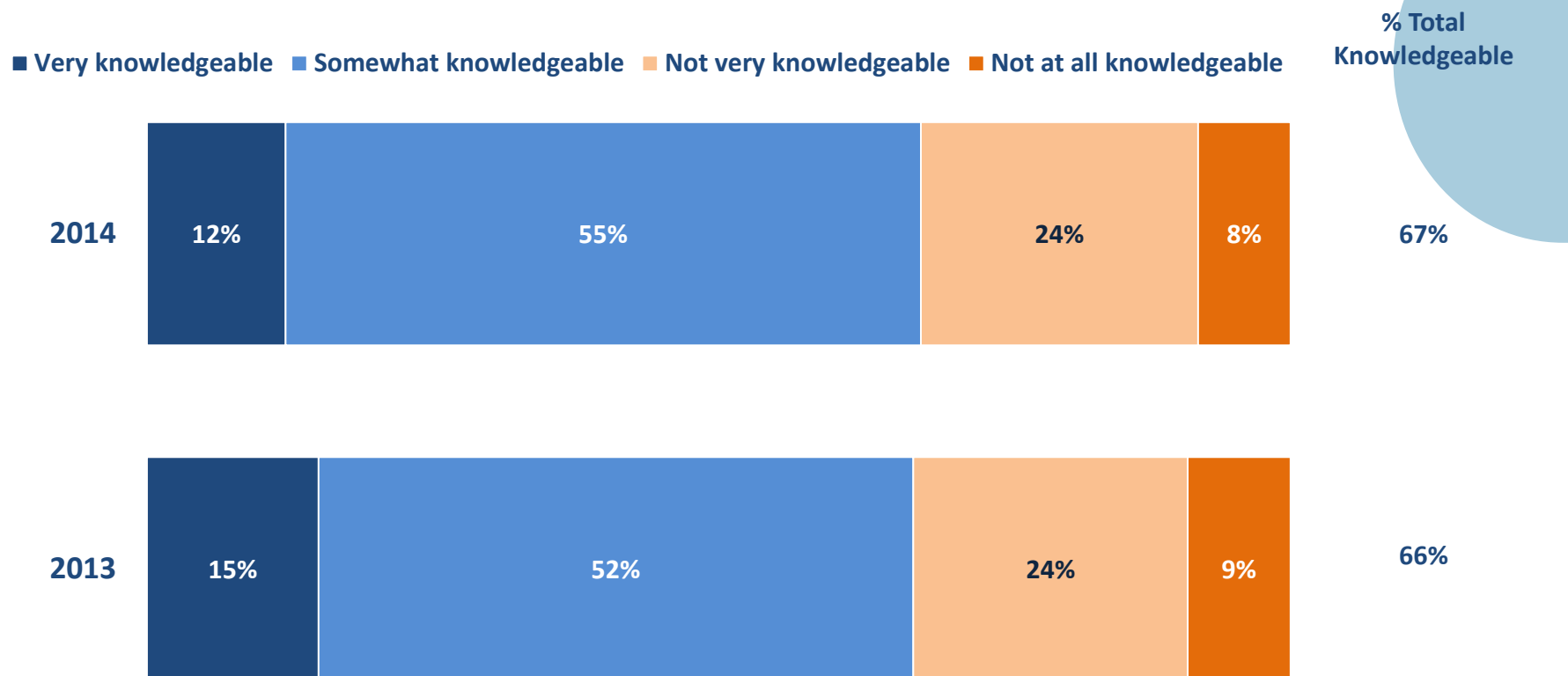


Q1. Thinking of the issues presently facing your community, which one do you feel should receive the greatest attention from community leaders?
Base: All Respondents 2014 (n=500); 2013 (n=500); 2010 (n=350)



Knowledge About Nuclear Energy and Technology

Knowledge of nuclear energy remains unchanged compared to the previous year as two-thirds (67%) of Bruce, Grey, and Huron county residents continue to consider themselves knowledgeable about nuclear energy and nuclear technology. Although the majority are knowledgeable, few (12%) residents consider themselves 'very knowledgeable' about the technology.



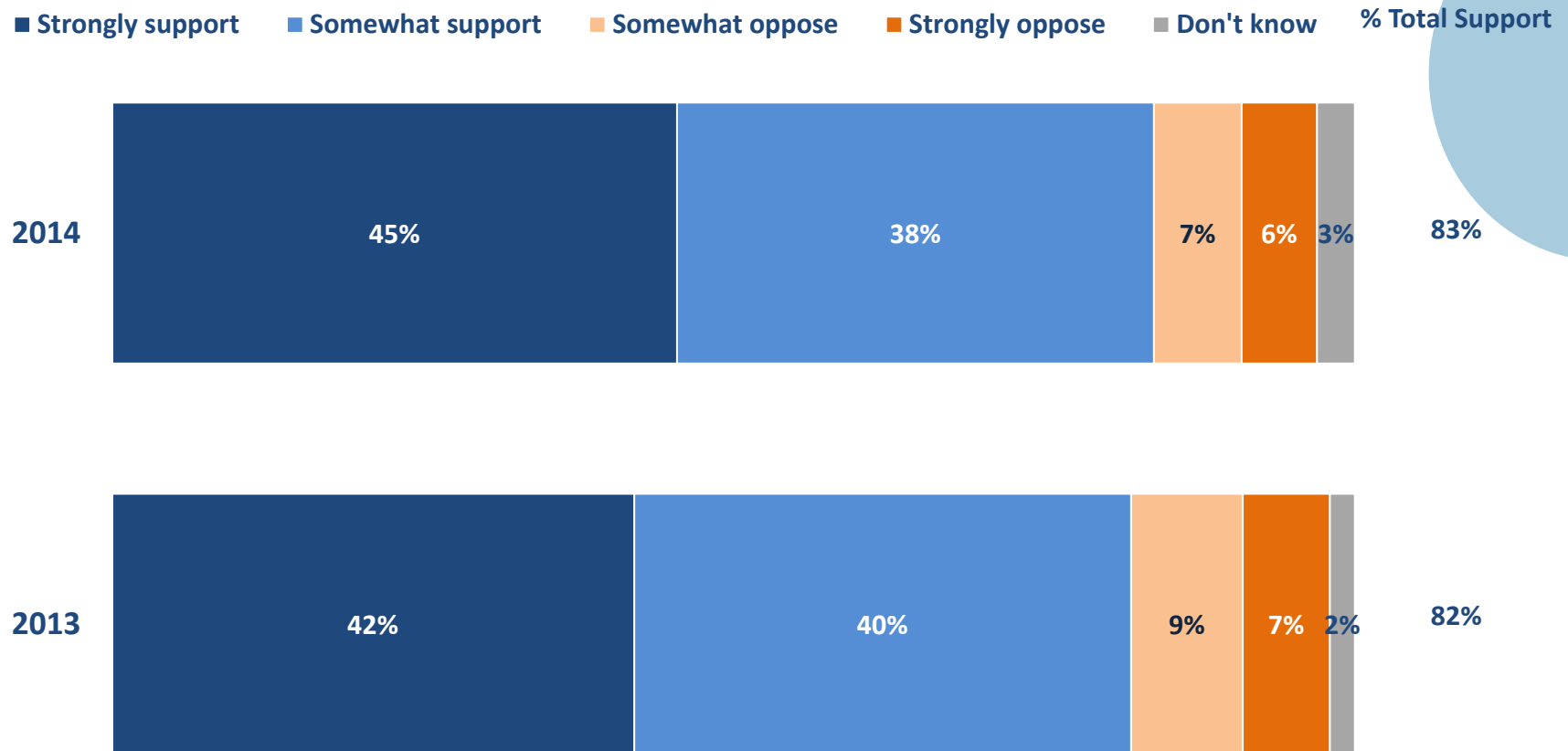
Q3. Overall, would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not at all knowledgeable about nuclear energy and nuclear technology issues?

Base: All Respondents 2014 (n=500); 2013 (n=500); 2010 (n=350)



Support to Refurbish Nuclear Reactors in Bruce County

Support for the refurbishment of the Bruce nuclear facility remains very strong as eight-in-ten (83%) residents indicate that they either 'strongly' support (45%) or somewhat support (38%) the refurbishment. Very few residents (13%) oppose the refurbishment.



Q6A. Many large power-generating plants in Ontario will have to be replaced over the next 10 to 15 years because they are aging. In order to help meet future electricity demand, to what extent would you support or oppose Bruce Power's plans to refurbish nuclear reactors in Bruce?

Base: All Respondents 2014 (n=500); 2013 (n=500); 2010 (n=350)



Support to Refurbish Nuclear Reactors in Bruce County, by Key Demographics

More than half (56%) of residents in Bruce county 'strongly support' the refurbishment of the Bruce facility, significantly higher compared to Grey (44%) or Huron (35%) County residents. Men and those over 55 years of age and older are also the most likely to support refurbishment.

		COUNTY			GENDER		AGE			Electoral Riding	
	Total	Bruce	Grey	Huron	Male	Female	18-34	35-54	55+	Bruce - Grey - Owen Sound	Huron Bruce
	(n=500)	(n=150)	(n=220)	(n=130)	(n=232)	(n=268)	(n=61)	(n=178)	(n=261)	(n=226)	(n=233)
Strongly support	45%	56%	44%	35%	61%	30%	35%	47%	49%	43%	49%
Somewhat support	38%	28%	38%	50%	28%	48%	39%	38%	38%	39%	38%
Somewhat oppose	7%	6%	7%	9%	6%	9%	15%	5%	5%	7%	7%
Strongly oppose	6%	6%	8%	4%	5%	8%	8%	6%	6%	9%	3%
Don't Know	3%	4%	3%	3%	2%	4%	3%	4%	2%	3%	3%
Total Support	83%	84%	82%	85%	89%	78%	74%	85%	87%	82%	87%

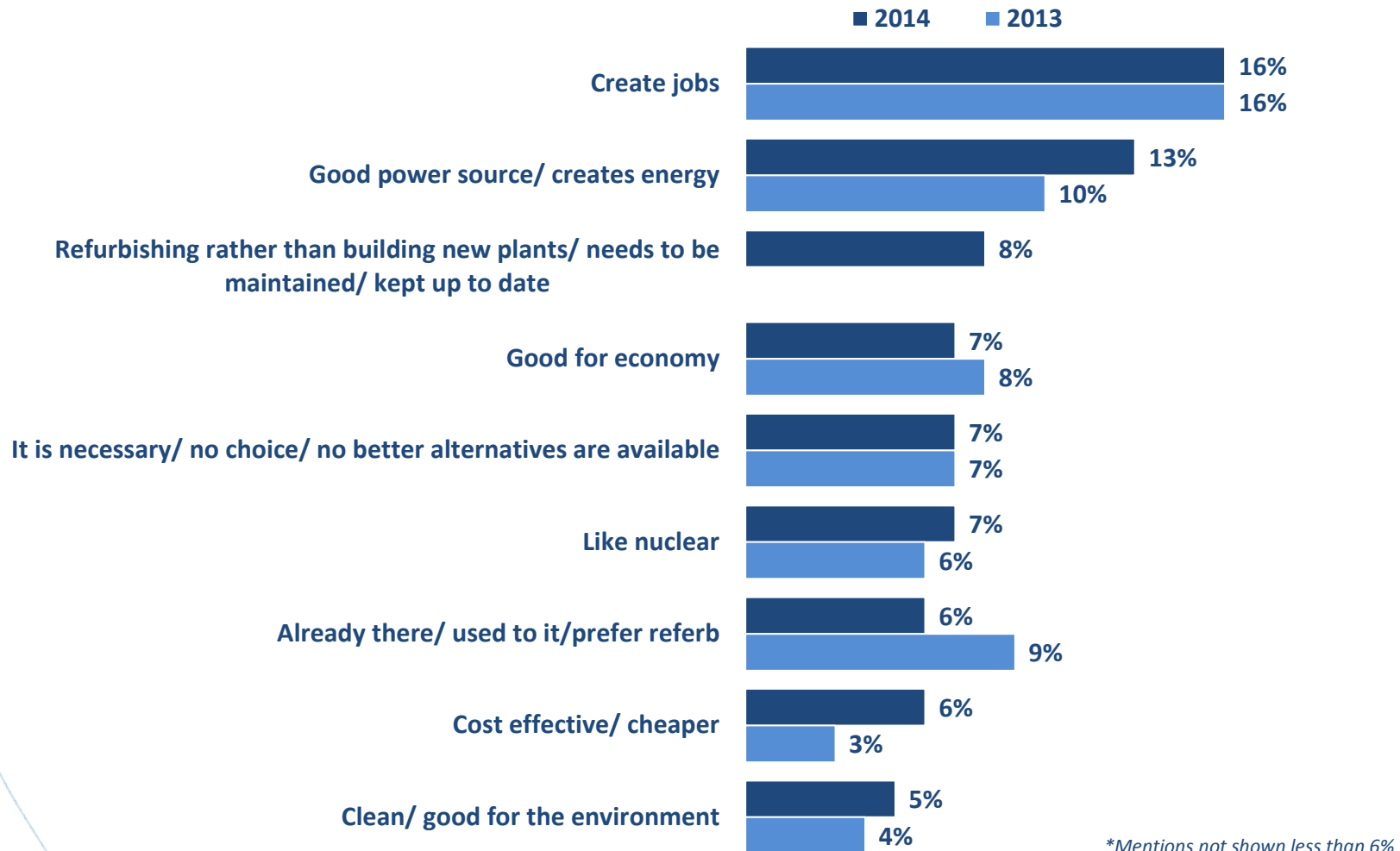
Q6A. Many large power-generating plants in Ontario will have to be replaced over the next 10 to 15 years because they are aging. In order to help meet future electricity demand, to what extent would you support or oppose Bruce Power's plans to refurbish nuclear reactors in Bruce?

Base: All Respondents 2014 (n=500); 2013 (n=500); 2010 (n=350)



Reasons for Supporting Refurbishment of Bruce Facility

Residents are most likely to support refurbishment of the Bruce facility because of economic reasons such as new job creation (16%) and because its good for the economy (7%). New this year, about one in ten (8%) residents mention that they support the maintenance and refurbishment of the Bruce facility because it is better than building new facilities.



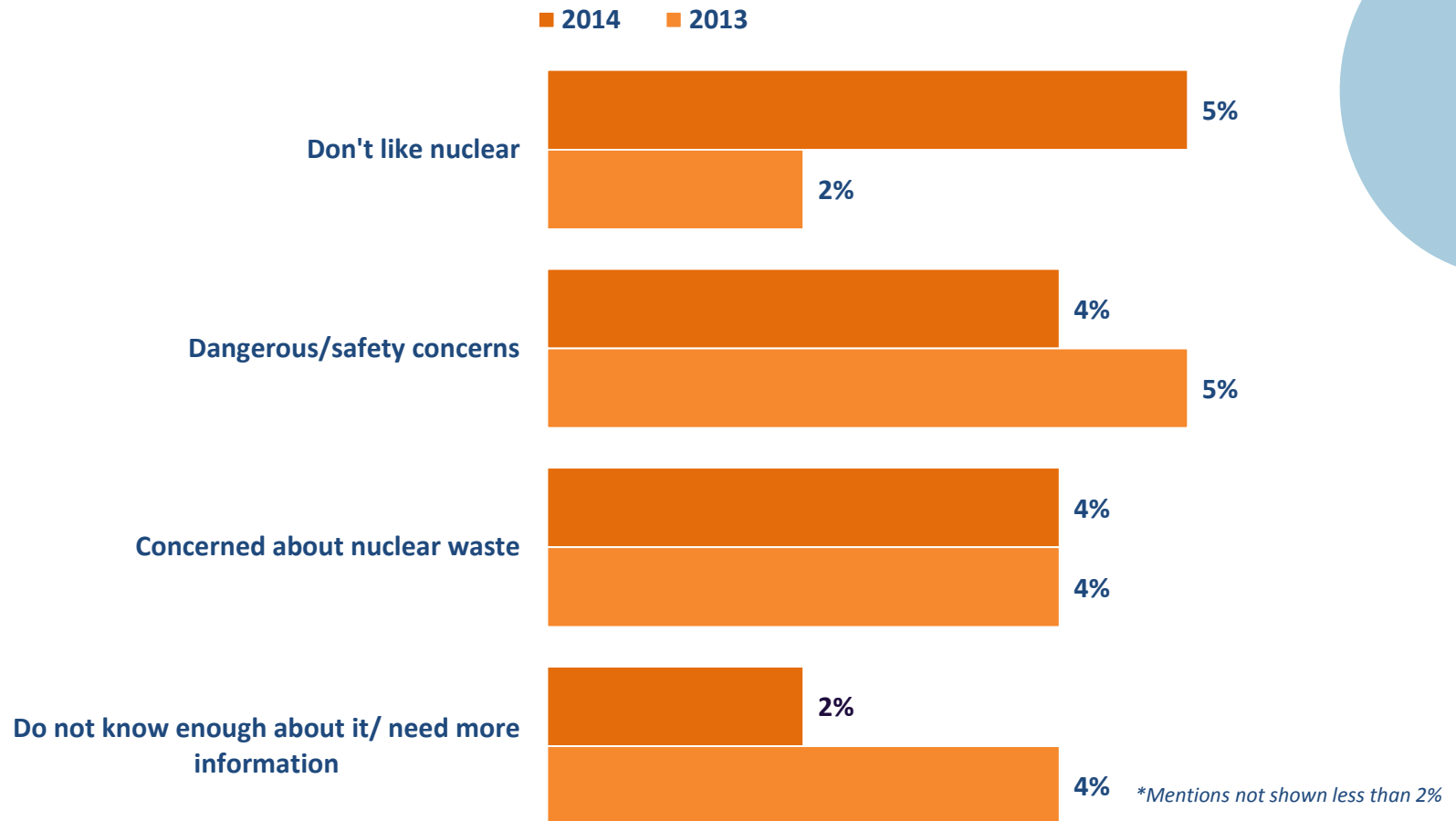
Q6B. Why do you say that?

Base: Support/oppose plans to refurbish nuclear reactors in Bruce 2014 (n=485); 2013 (n=492); 2010 (n=342)



Reasons for Opposing Refurbishment of Bruce Facility

Very few reasons for opposing the refurbishment of the Bruce facility are mentioned by residents, only 5% mention they simply don't like nuclear energy, while only 4% mention safety concerns or concerns about nuclear waste.



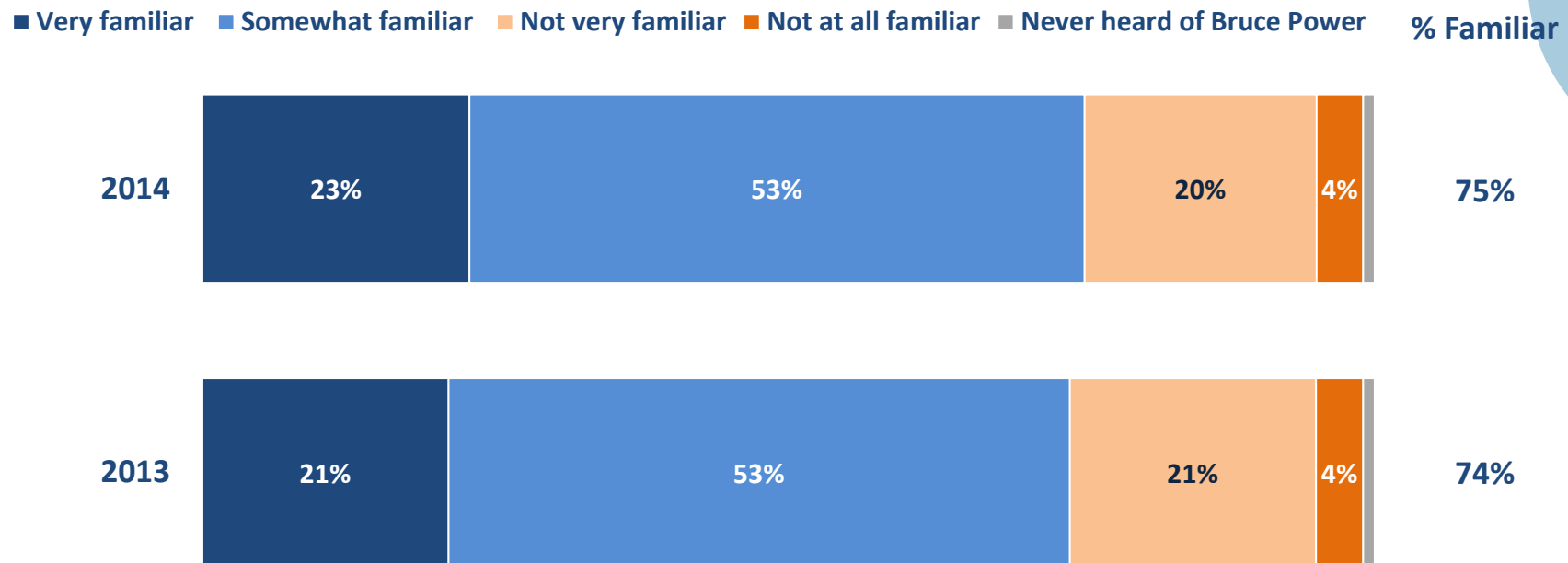
Q6B. Why do you say that?

Base: Support/oppose plans to refurbish nuclear reactors in Bruce 2014 (n=485); 2013 (n=492); 2010 (n=342)



Familiarity with Bruce Power

Familiarity with Bruce Power remain high and unchanged as three-quarters (74%) of residents are very or somewhat familiar with Bruce Power. Only 5% are not at all familiar or have never heard of the organization.



Q12. How familiar would you say that you are with Bruce Power? Are you...
Base: All Respondents Bruce 2014 (n=500); 2013 (n=500)



Familiarity with Bruce Power, by Key Demographics

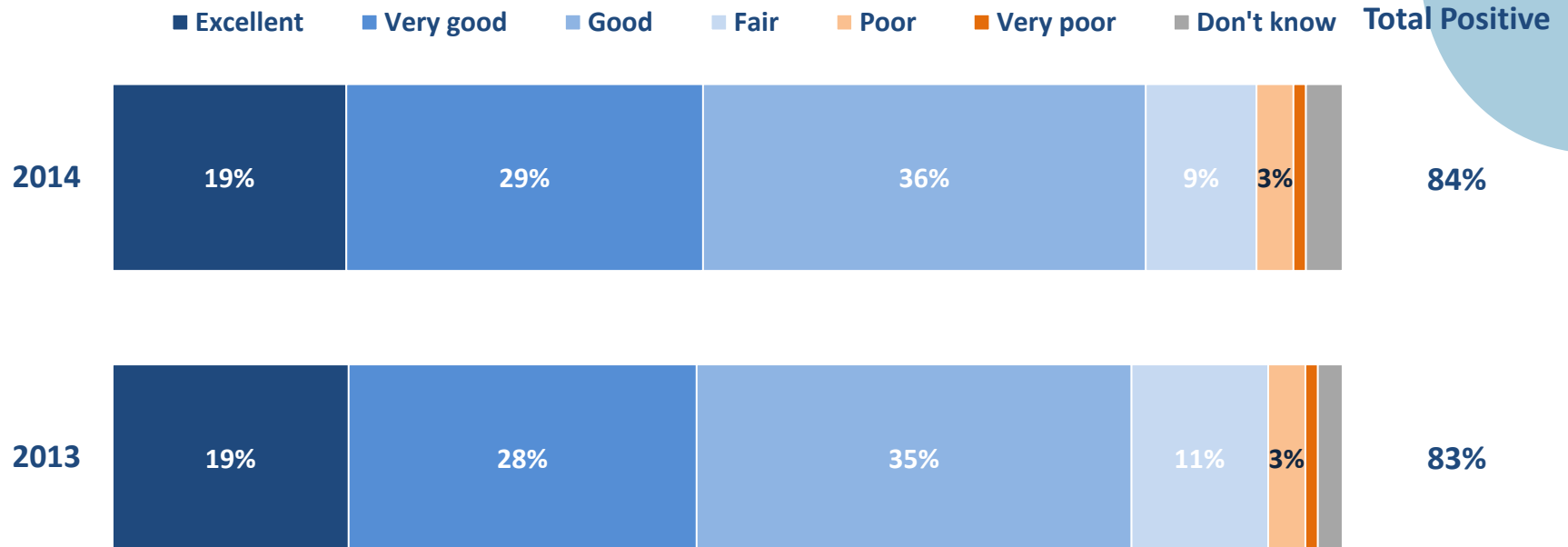
Bruce County residents are the most likely to mention that they are 'very familiar' with Bruce Power, as are men, and those that reside in the Huron – Bruce riding.

		COUNTY			GENDER		AGE			Electoral Riding	
	Total	Bruce	Grey	Huron	Male	Female	18-34	35-54	55+	Bruce - Grey - Owen Sound	Huron Bruce
	(n=500)	(n=150)	(n=220)	(n=130)	(n=232)	(n=268)	(n=61)	(n=178)	(n=261)	(n=226)	(n=233)
Very familiar	23%	31%	19%	20%	31%	15%	23%	21%	24%	18%	28%
Somewhat familiar	53%	52%	51%	57%	51%	54%	44%	58%	53%	53%	53%
Not very familiar	20%	15%	25%	17%	14%	25%	23%	18%	19%	24%	14%
Not at all familiar	4%	3%	5%	3%	3%	4%	7%	3%	3%	4%	3%
Never heard of Bruce Power	1%	-	1%	3%	1%	2%	3%	1%	1%	1%	2%
<i>Very/ Somewhat familiar</i>	75%	83%	69%	77%	82%	69%	67%	79%	77%	71%	81%



Impression of Bruce Power

Impressions of Bruce Power also remain high as the vast majority (84%) of residents indicate that they have a positive impression of Bruce Power, about half (48%) have a 'very positive' impression. Very few (4%) residents mention that they have a poor impression of the organization.



Q13. And, what is your overall impression of Bruce Power?

Base: Respondents who indicated they are at least familiar with Bruce Power 2014 (n=477); 2013 (n=474)



Impression of Bruce Power, by Key Demographics

The most positive impressions of Bruce Power continue to be held among Bruce County residents, men, and both younger and older residents.

		COUNTY			GENDER		AGE			Electoral Riding	
	Total	Bruce	Grey	Huron	Male	Female	18-34	35-54	55+	Bruce - Grey - Owen Sound	Huron Bruce
	(n=477)	(n=146)	(n=207)	(n=124)	(n=224)	(n=253)	(n=55)	(n=172)	(n=250)	(n=215)	(n=224)
Excellent	19%	32%	15%	9%	23%	15%	22%	13%	21%	16%	22%
Very good	29%	25%	27%	35%	32%	25%	26%	32%	27%	25%	33%
Good	36%	31%	38%	40%	31%	41%	34%	37%	36%	40%	31%
Fair	9%	6%	11%	10%	8%	11%	11%	10%	8%	10%	8%
Poor	3%	3%	4%	4%	4%	3%	4%	3%	4%	3%	3%
Very poor	1%	1%	2%	-	1%	2%	4%	1%	0%	1%	1%
Don't Know	3%	2%	4%	2%	2%	4%	-	4%	4%	4%	2%

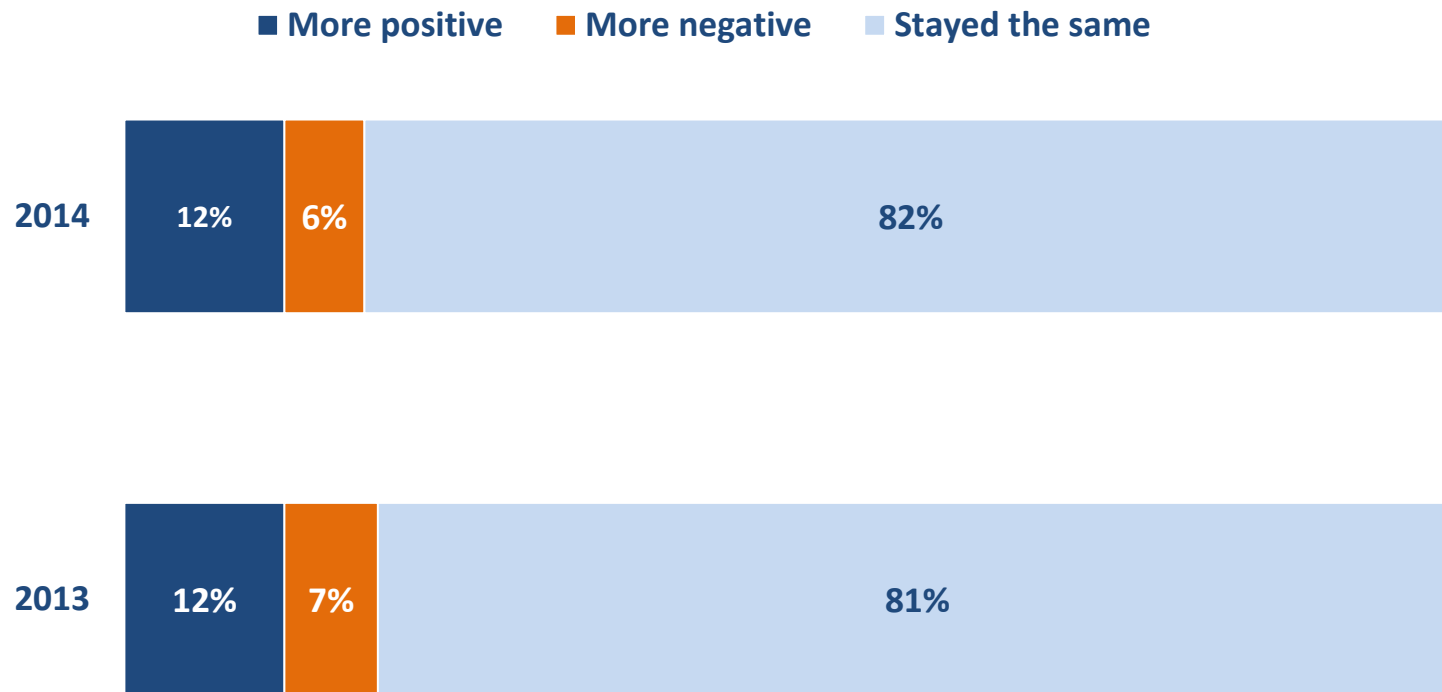
Q13. And, what is your overall impression of Bruce Power?

Base: Respondents who indicated they are at least familiar with Bruce Power 2014 (n=477)



Changes in Impressions Over the Past 12 Months

The vast majority (82%) of residents who are familiar with Bruce Power indicate that their impressions of the organization has not changed over the past 12 months, while about one-in-ten (12%) indicate that their impressions have improved and only 6% mention that their impression have worsened over the past 12 months.



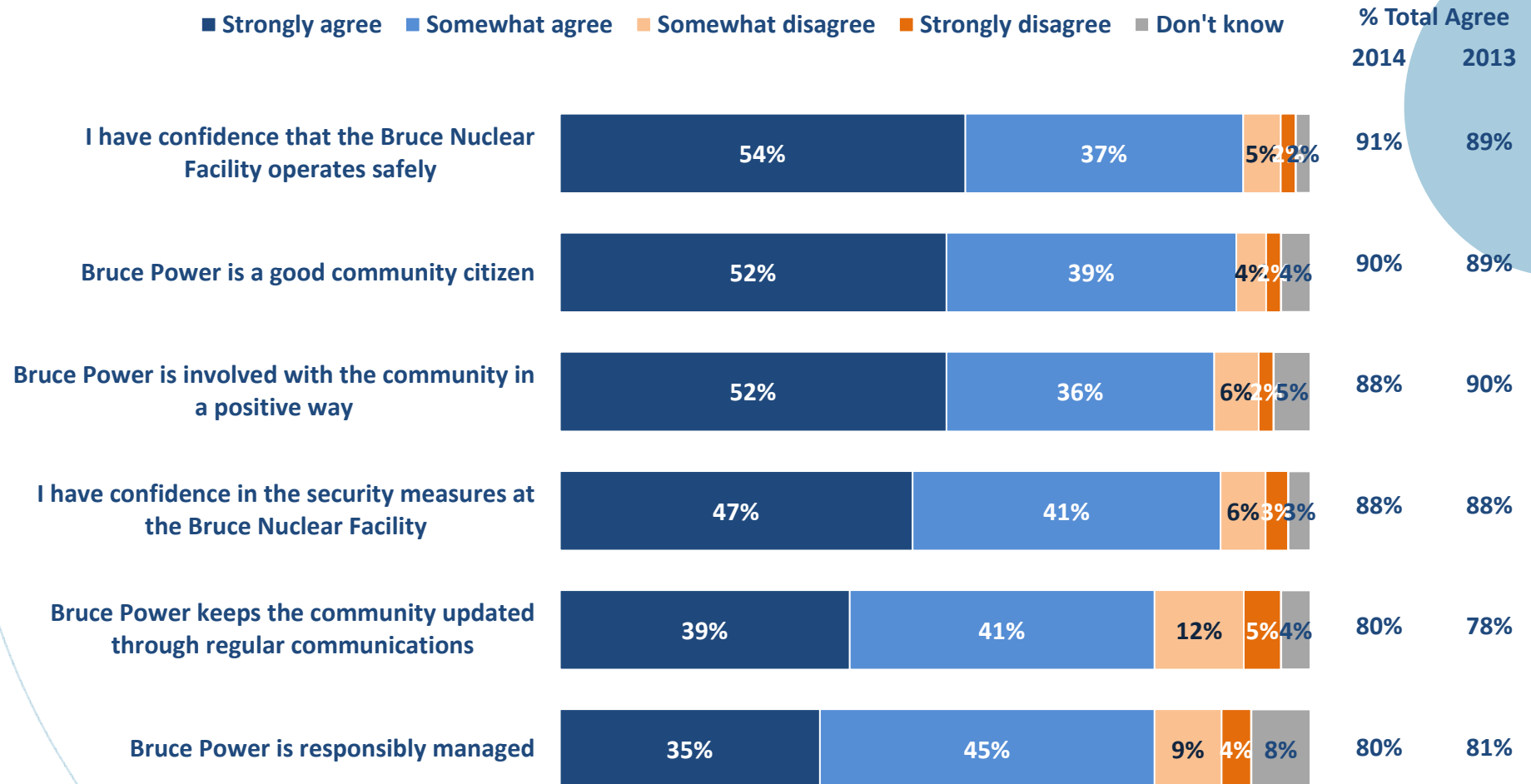
Q14a. In the past 12 months, has your overall impression of Bruce Power's Nuclear Generation station changed? Would you say your impression has become more positive, more negative or has stayed the same?

Base: Respondents who indicated they are at least familiar with Bruce Power 2014 (n=477) 2013 (n=474)



Attitudes Towards Bruce Power

Positive impressions are held by many residents who are familiar with Bruce Power and these impressions have remained unchanged from the previous year. Nine-in-ten residents agree that the Bruce facility operates safely (91%, +2 points), that the organization is involved in the community in a positive way (88%, -2 points), that Bruce Power is a good community citizen (90%, +1 point), and that they have confidence in security measures at the Bruce facility (88%, unchanged).



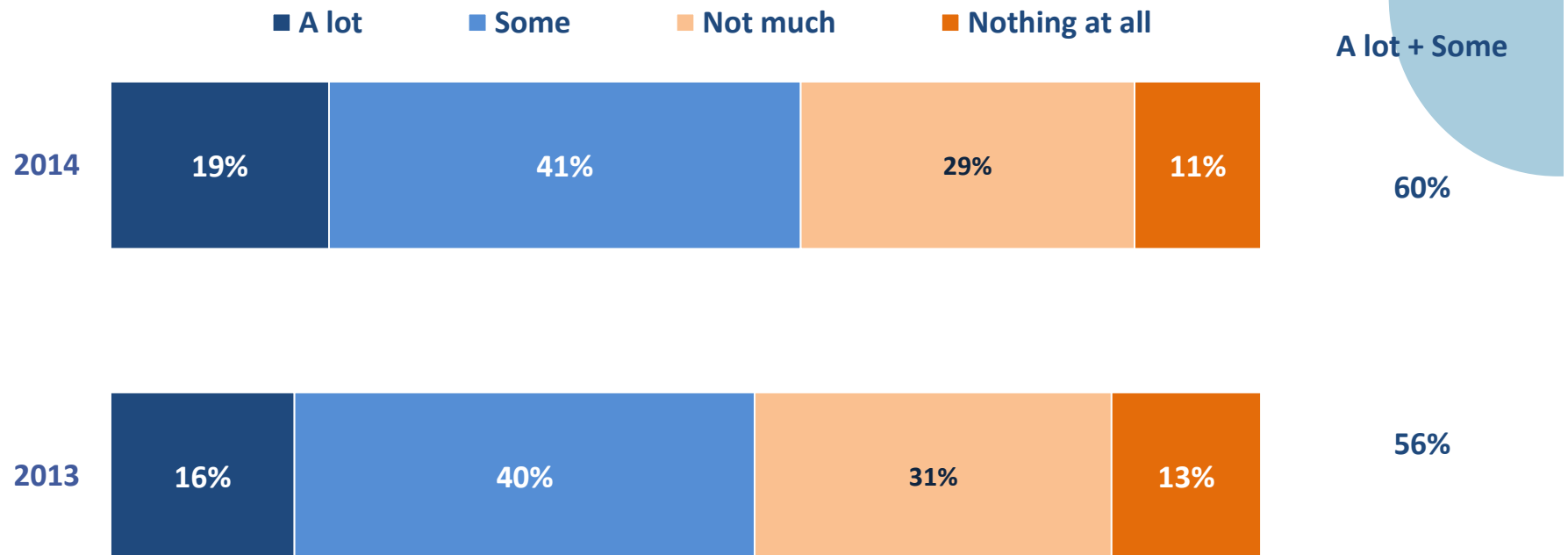
Q15. I'm now going to read you a few statements about Bruce Power, please tell me to what extent you agree or disagree with each one? Is that strongly or somewhat?

Base: Respondents who indicated they are at least familiar with Bruce Power 2014 (n=477) 2013 (n=474)



Recall of Bruce Power

Slightly more residents have read, seen, or heard something about Bruce Power in 2014, compared to the past year (60%, compared to 56% respectively).



Q14. How much have you read, seen, or heard about Bruce Power recently?
Base: All Respondents 2014 (n=500); 2013 (n=500)



Recall of Bruce Power, by Key Demographics

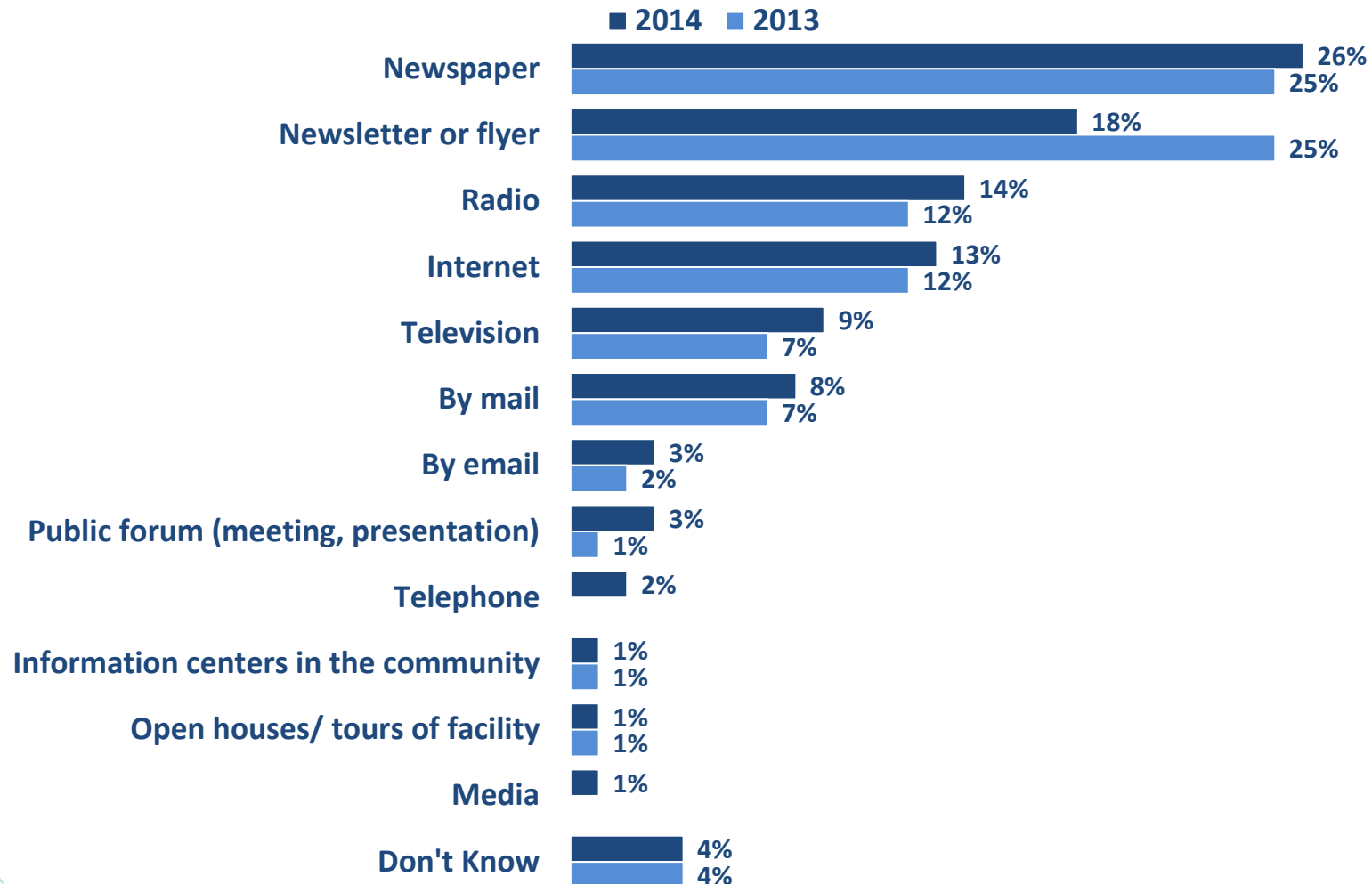
Residents of Grey and Huron counties are significantly less likely than Bruce County residents to have read, seen, or heard something about Bruce Power recently. Women are more likely than men to have heard 'nothing at all' about Bruce Power, as are those between the ages of 18 and 34.

		COUNTY			GENDER		AGE			Electoral Riding	
	Total	Bruce	Grey	Huron	Male	Female	18-34	35-54	55+	Bruce - Grey - Owen Sound	Huron Bruce
	(n=500)	(n=150)	(n=220)	(n=130)	(n=232)	(n=268)	(n=61)	(n=178)	(n=261)	(n=226)	(n=233)
A lot	19%	30%	16%	13%	24%	15%	12%	19%	24%	18%	21%
Some	41%	45%	41%	36%	45%	37%	35%	41%	44%	42%	42%
Not much	29%	20%	27%	41%	25%	32%	35%	30%	25%	25%	30%
Nothing at all	11%	5%	16%	11%	7%	15%	20%	11%	7%	15%	6%
<i>A lot/ Some</i>	60%	74%	57%	49%	68%	52%	46%	59%	68%	60%	63%



Communicating with Residents

Residents continue to mention the newspaper as the best way to inform them about the Bruce facility or Bruce Power's involvement in the local community. Fewer residents mention a newsletter or flyer as the best communication method compared to the previous year (18%, compared to 25% in 2013).



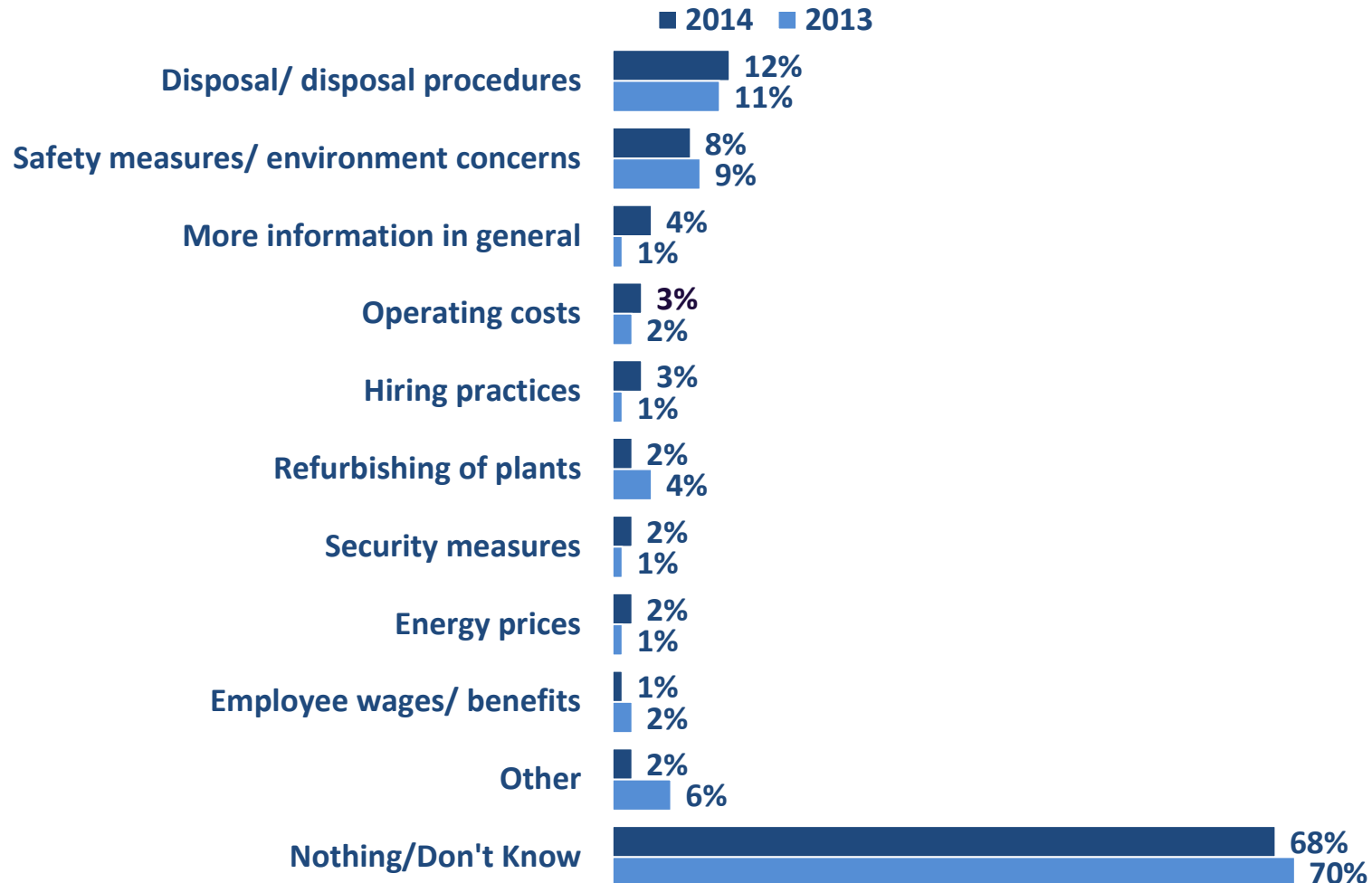
Q17. What is the best way for Bruce Power to provide you with information about the nuclear facility and other topics such as Bruce Power's involvement in the community and other activities?

Base: All Respondents 2014 (n=500); 2013 (n=500)



Concerns with Bruce Power's Operations

Seven-in-ten (68%) residents can't mention an area of concern that they have with Bruce Power's operations, similar to the previous year. Among those that do mention a concern, one in ten mention waste disposal (12%) or safety measures (8%).



Q16. Are there any areas of concern you would like more information on regarding Bruce Power's operations or activities on the site? If so what topics?

Base: All Respondents 2014 (n=500); 2013 (n=500)



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