



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

January 2015

Objectives and Methodology

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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, and

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). Both landline and cell phone sample was utilized.

Fielding dates: = November 24th to December 12th 2014.

Margin of error: +/-4.4%, nineteen times out of twenty on overall sample.

Key Findings

Key Findings

- **Bruce, Grey, and Huron county residents continue to mention jobs/unemployment (15%) as the most important issue facing their community, unchanged from in the spring.**
 - ⇒ The next most common issues are healthcare (6%), infrastructure (6%), the economy (5%) and taxes (5%). Energy is only mentioned by 2% of respondents, lower than in the spring of 2014 (7%).
- **Overall, opinions about the refurbishment of the Bruce facility, and Bruce Power as an organization have not changed significantly since spring 2014.**
 - ⇒ Eight in ten (79%) residents continue to support the refurbishment of the Bruce nuclear facility, statistically unchanged from spring (83%).
 - ⇒ Half (50%) of Bruce County residents 'strongly support' the refurbishment of the Bruce facility, significantly higher than among Grey (42%) or Huron (34%) County residents.
 - ⇒ Residents are most likely to support refurbishment of the Bruce facility because it will create jobs (15%), unchanged from spring 2014. Other common reasons include that it is necessary (8%), because they like nuclear power (7%) and because its good for the economy (6%).

Key Findings (*continued*)

- At two-thirds of residents (65%), knowledge of nuclear energy remains unchanged compared to in the spring (67%). The vast majority of residents feel they are ‘somewhat knowledgeable’ (57%) with only a small portion ‘very knowledgeable’ (8%) about the technology.
- Impressions of Bruce Power remain positive among residents of Bruce, Grey and Huron counties and have not changed significantly since spring 2014.
 - ⇒ Overall, familiarity with Bruce Power remains strong with three-quarters (76%) of residents who feel they are very or somewhat familiar with the organization. Compared to in the spring, more residents feel they are ‘somewhat familiar’ (61% vs. 53% in spring 2014), while fewer indicate they are ‘very familiar’ (15% vs. 23%).
 - ⇒ Bruce County residents are the most likely to mention that they are ‘very familiar’ with Bruce Power (20%), compared to Grey (14%) and Huron (11%) County residents.
 - ⇒ At nine-in-ten, residents are most likely to agree that they have confidence that the Bruce Power facility operates safely (92%) and that Bruce Power is a good community citizen (89%).

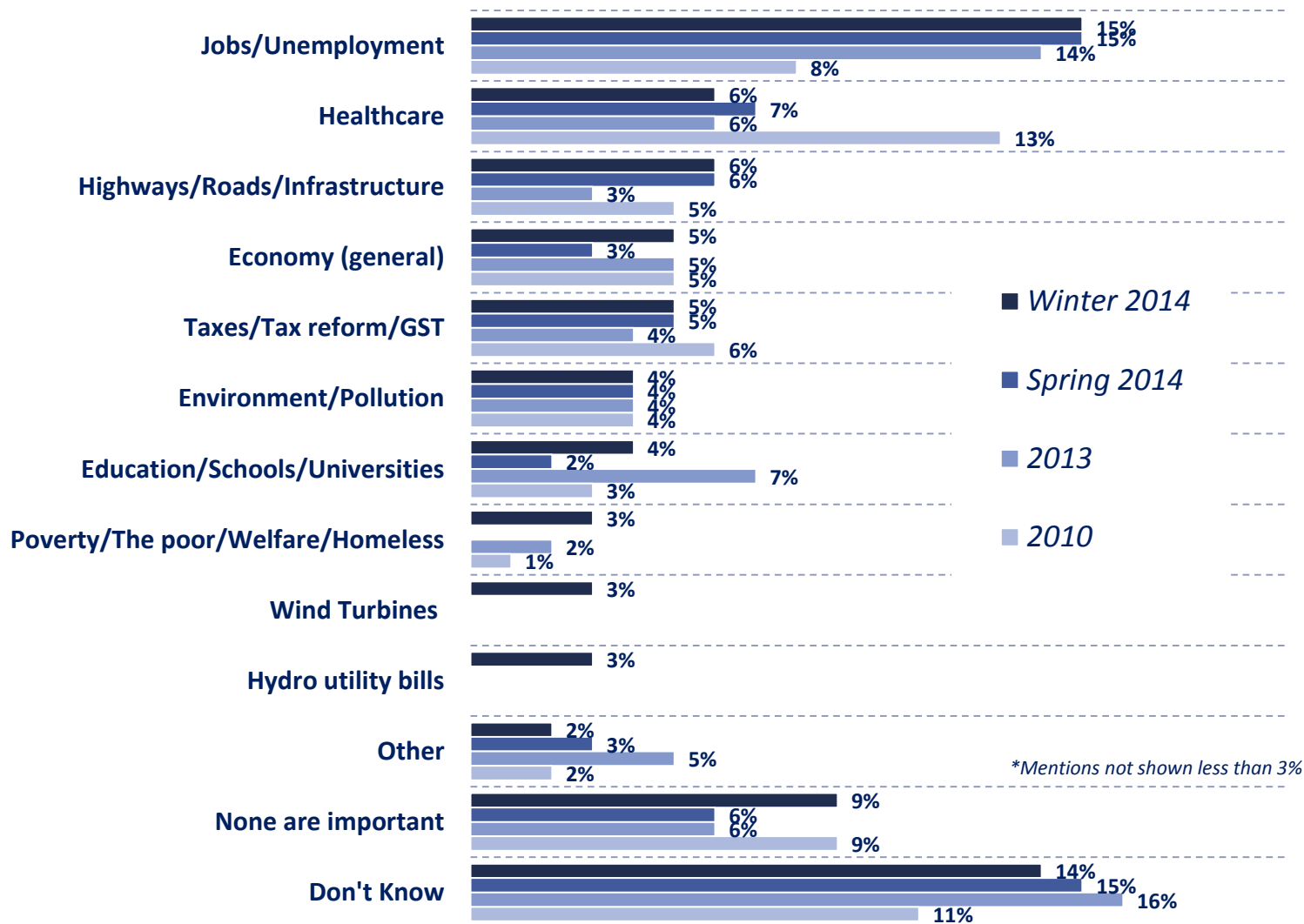
Key Findings (continued)

- **The majority of residents are aware of communication from Bruce Power and do not express any concerns about operations at the Bruce facility.**
 - ⇒ **Just over half of residents (55%) have read, seen, or heard something about Bruce Power recently, slightly lower than in spring 2014 (60%).**
 - ⇒ **Residents of Grey County (50%) are somewhat less likely than Bruce (58%) or Huron County (60%) residents to have read, seen, or heard anything recently.**
 - ⇒ **Residents are most likely to mention newsletters/ flyers are the best way to inform them about the Bruce facility or Bruce Power's involvement in the local community (22%), followed closely by the newspaper (20%). Fewer residents mention the newspaper as the best communication method than in spring 2014 (20% vs. 26%).**
 - ⇒ **Six-in-ten (62%) don't mention any concerns regarding Bruce Power's operations, lower than in spring 2014 (68%) but still a majority of residents. Among those that do mention a concern, around one in ten mention waste disposal (13%), followed by safety measures (7%) or location (7%).**
 - ⇒ **Half (62%) of residents believe that nuclear power plants in Ontario have taken appropriate safety actions to enhance safety and prevent similar events to Fukushima, lower than in spring 2014. Only one-in-ten (7%) disagree, while four in ten (42%) are not sure, higher than in the spring (27%).**

Electricity & Nuclear Energy

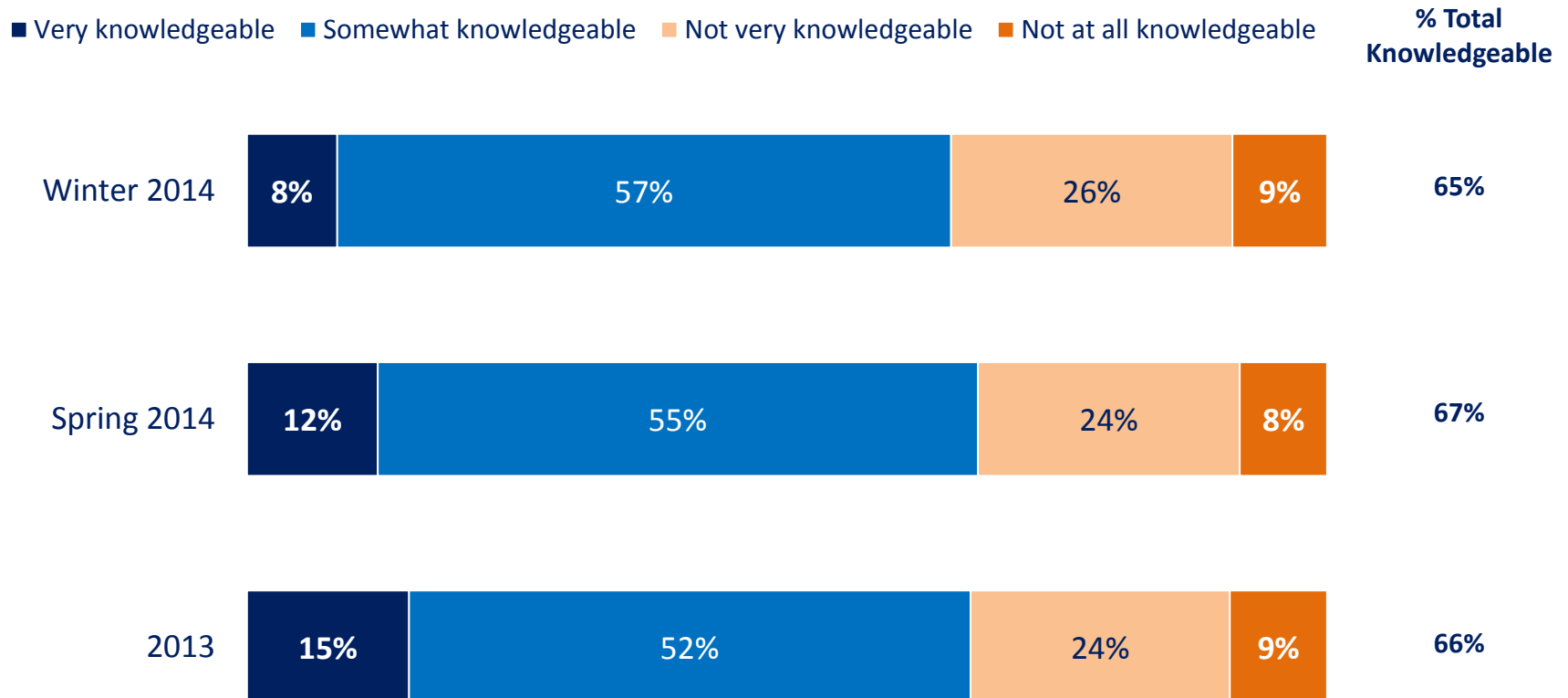
Top of Mind Issues in the Local Community

Among a wide range of issues that residents feel should receive the greatest attention from community leaders, jobs/unemployment (15%) remains the top concern. The next most common issues are healthcare (6%), infrastructure (6%), the economy (5%) and taxes (5%). Energy is only mentioned by 2% of respondents, lower than in the spring of 2014.



Knowledge About Nuclear Energy and Technology

At two-thirds of residents (65%), knowledge of nuclear energy remains unchanged compared to spring 2014 (67%). The vast majority of residents feel they are 'somewhat knowledgeable' (57%) with only a small portion 'very knowledgeable' (8%) about the technology.

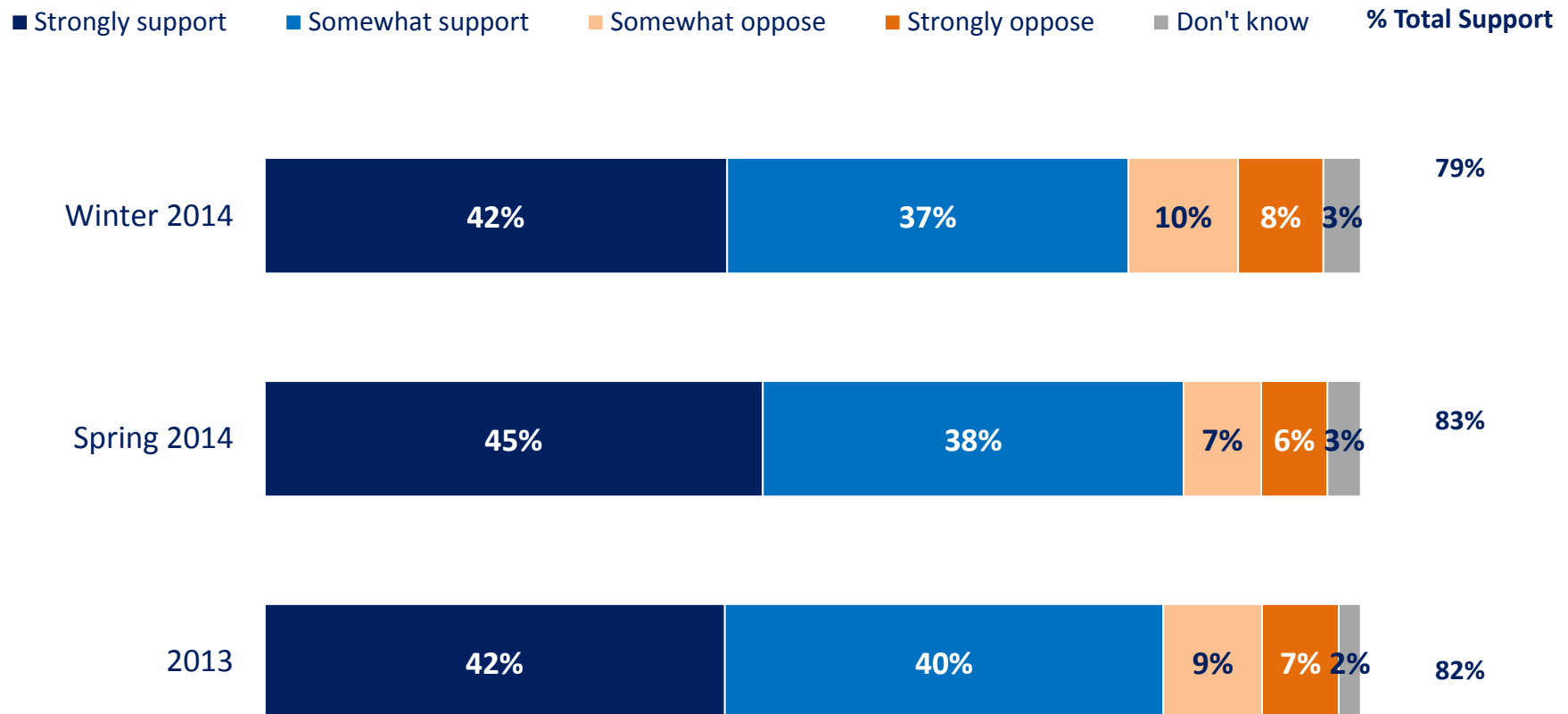


Overall, would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not at all knowledgeable about nuclear energy and nuclear technology issues?

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

Support to Refurbish Nuclear Reactors in Bruce County

At eight in ten (79%), support for the refurbishment of the Bruce nuclear facility continues to be very strong. Of which, four in ten 'strongly support' (43%) the refurbishment, while slightly fewer 'somewhat support' (37%) it. Only two in ten residents (18%) oppose the refurbishment.



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 Winter 2014 (n=500); Spring 2014 (n=500); 2013 (n=500)

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

Half (50%) of Bruce County residents 'strongly support' the refurbishment of the Bruce facility, significantly higher than among Grey (42%) or Huron (34%) County residents. Men and those under 55 years are the most likely to strongly support refurbishment.

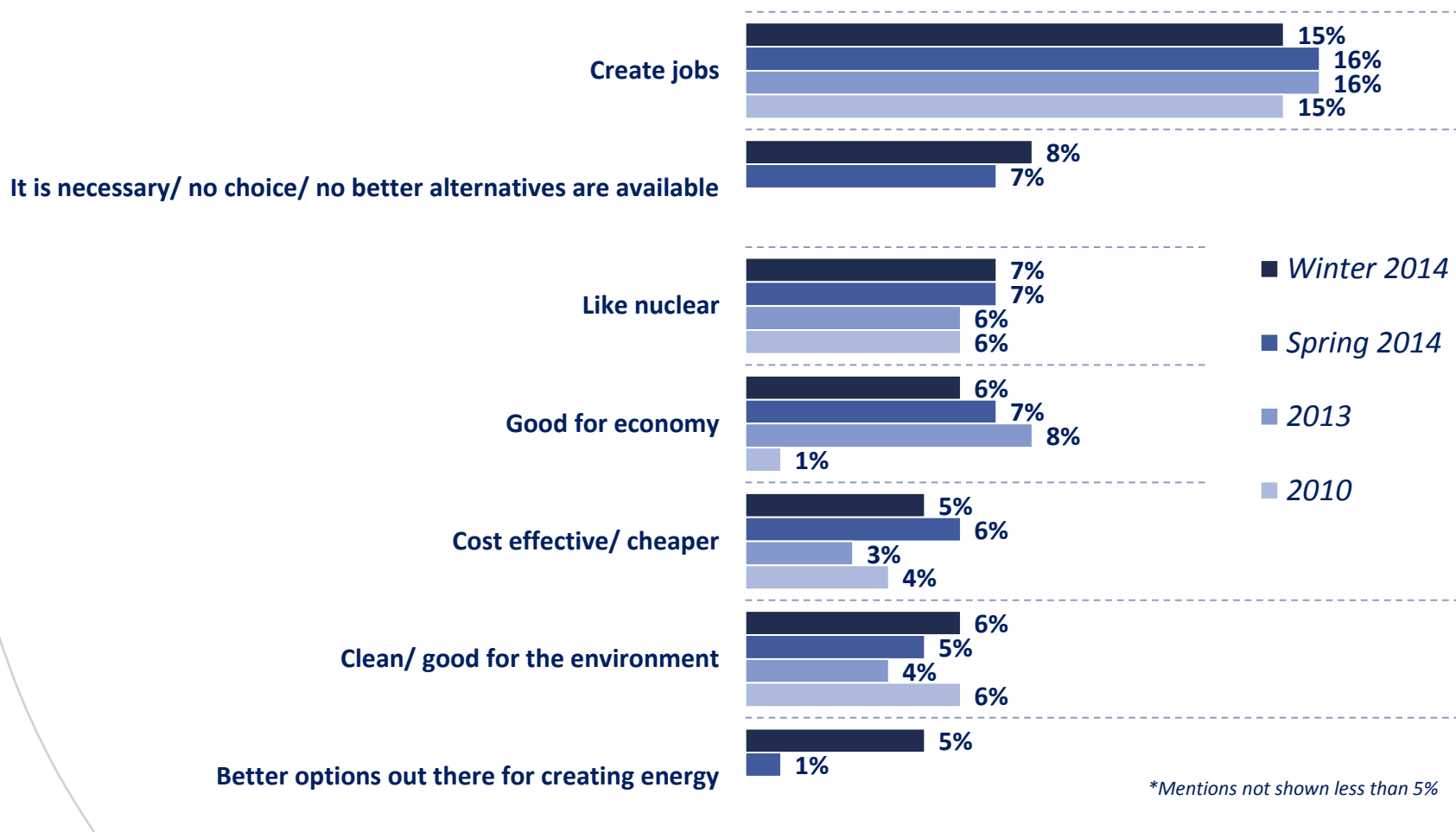
	Total (n=500)	COUNTY			GENDER		AGE			Electoral Riding	
		Bruce (n=150)	Grey (n=220)	Huron (n=130)	Male (n=218)	Female (n=282)	18-34 (n=59)	35-54 (n=165)	55+ (n=276)	Bruce - Grey - Owen Sound (n=179)	Huron Bruce (n=123)
Strongly support	42%	50%	42%	34%	49%	35%	44%	46%	39%	43%	43%
Somewhat support	37%	32%	35%	45%	32%	41%	33%	32%	41%	34%	40%
Somewhat oppose	10%	7%	12%	10%	7%	13%	13%	8%	10%	11%	8%
Strongly oppose	8%	5%	9%	9%	9%	7%	4%	11%	8%	8%	8%
Don't Know	3%	6%	3%	1%	3%	4%	7%	4%	2%	5%	1%
Total Support	79%	82%	76%	80%	81%	77%	77%	78%	81%	77%	83%

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 Winter 2014 (n=500)

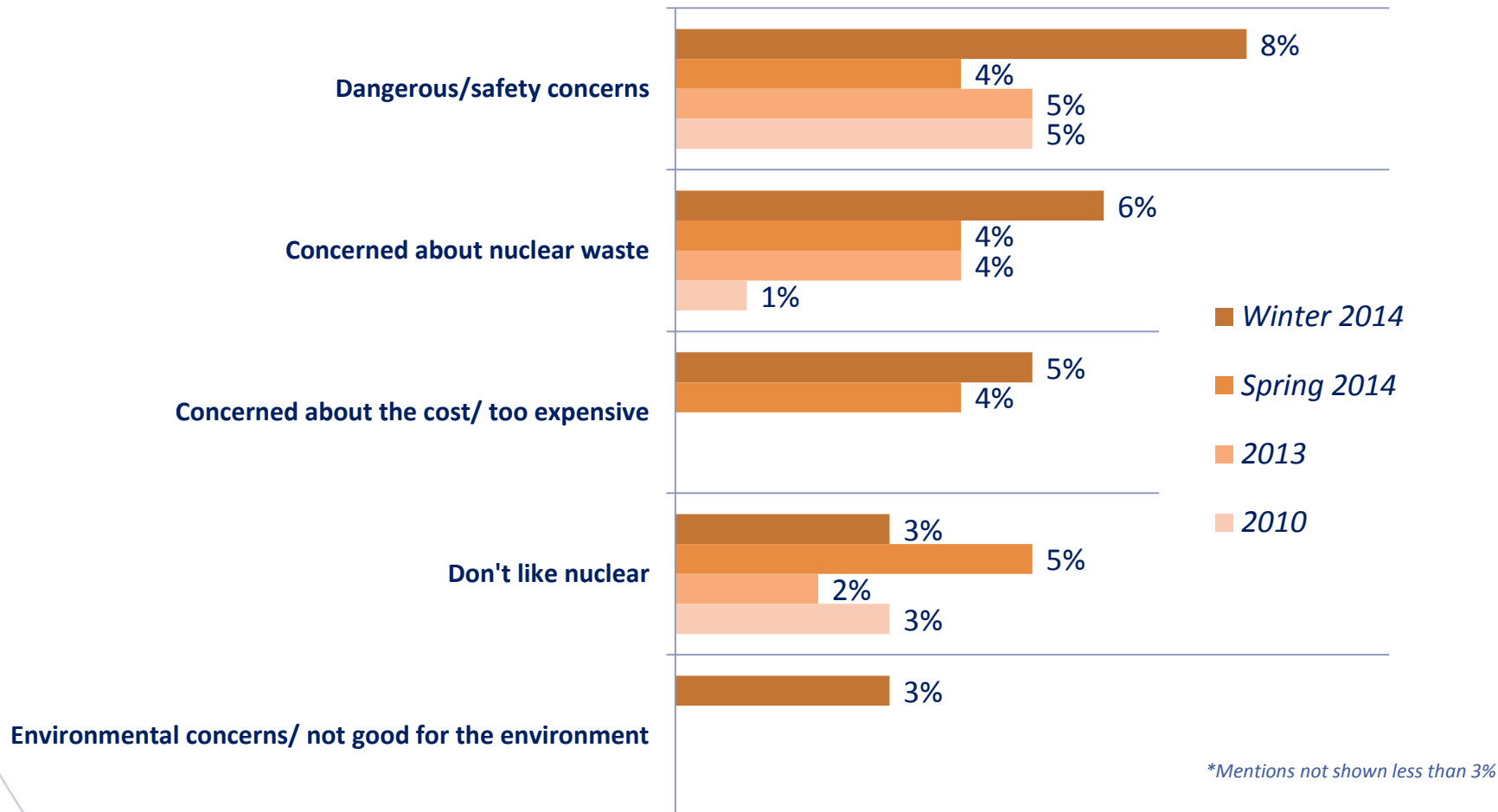
Reasons for Supporting Refurbishment of Bruce Facility

Residents are most likely to support refurbishment of the Bruce facility because it will create jobs (15%), unchanged from spring 2014. Other common reasons include that it is necessary (8%), because they like nuclear power (7%) and because its good for the economy (6%).



Reasons for Opposing Refurbishment of Bruce Facility

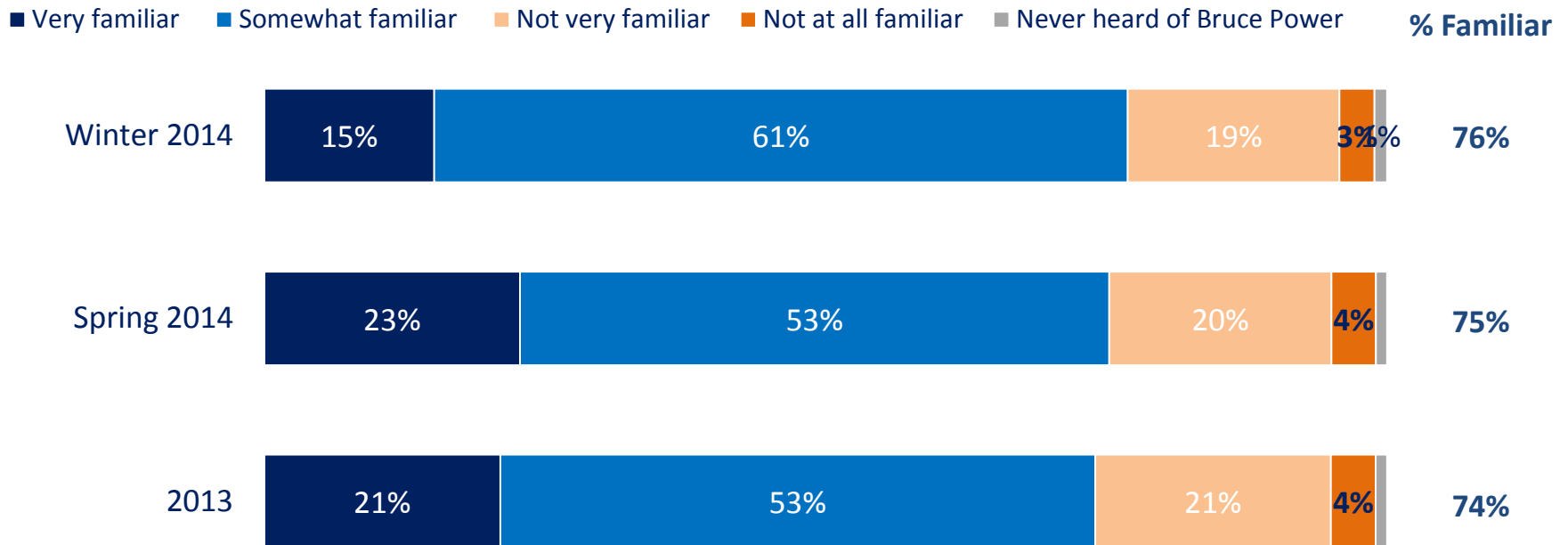
Among the limited reasons provided for opposing the refurbishment of the Bruce facility, the most common is safety concerns (8%) followed by concerns about nuclear waste (6%), concerns about cost (5%), a dislike of nuclear energy (3%) and environmental concerns (3%).



Impressions of Bruce Power

Familiarity with Bruce Power

Overall, three quarters of residents claim to be familiar with Bruce Power, unchanged compared to spring 2014. Six in ten feel they are somewhat familiar (61%), higher than in the spring (53%), while only 15% are very familiar (down from 23% in the spring of 2014). Only 4% are not at all familiar or have never heard of the organization.



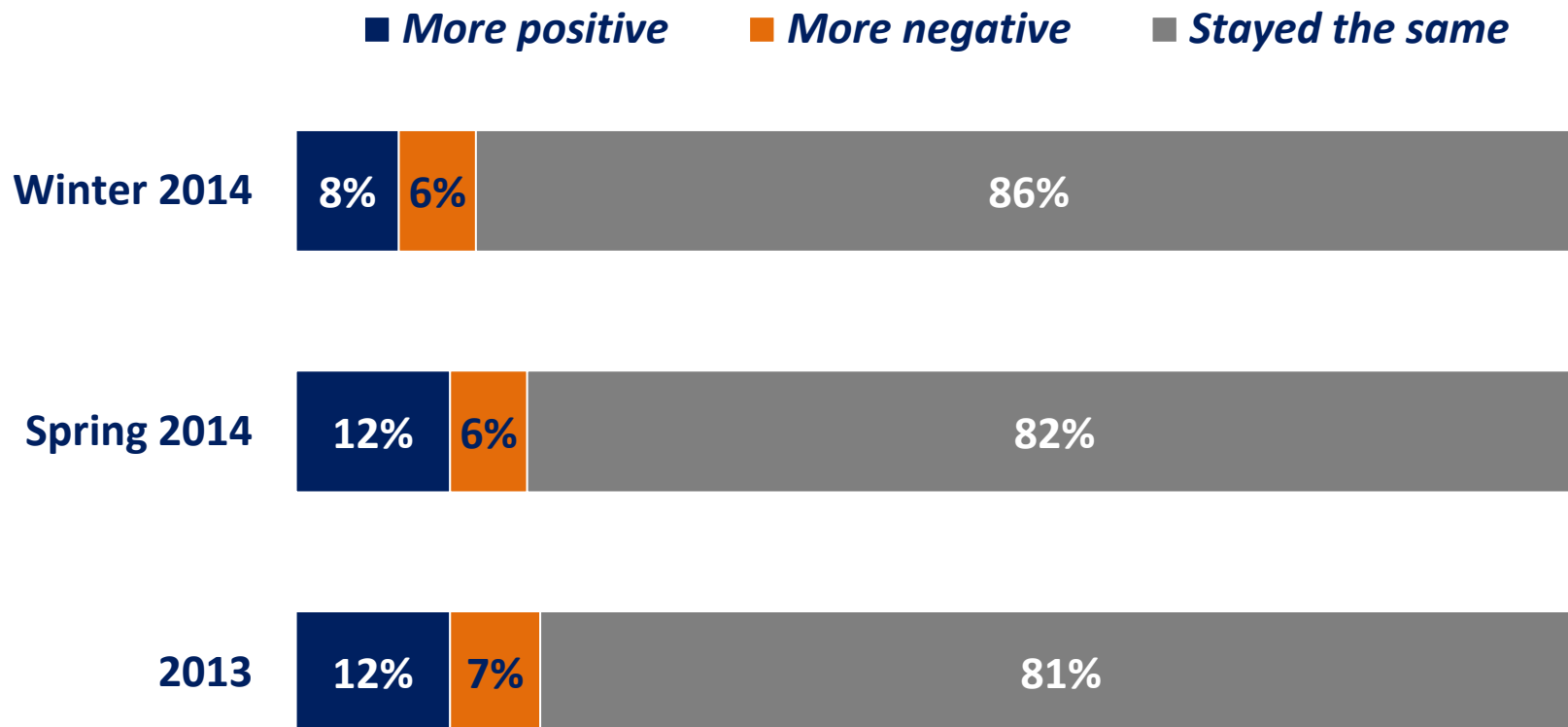
Familiarity with Bruce Power, by Key Demographics

Bruce County residents, men and to a lesser extent residents 55 years of age and older are the most likely to mention that they are 'very familiar' with Bruce Power.

	Total	COUNTY			GENDER		AGE			Electoral Riding	
		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=218)	(n=282)	(n=59)	(n=165)	(n=276)	(n=179)	(n=123)
Very familiar	15%	20%	14%	11%	21%	10%	11%	16%	16%	16%	17%
Somewhat familiar	61%	61%	63%	60%	63%	60%	59%	66%	59%	60%	59%
Not very familiar	19%	18%	16%	25%	13%	25%	23%	14%	20%	17%	20%
Not at all familiar	3%	1%	5%	2%	2%	5%	4%	3%	3%	5%	1%
Never heard of Bruce Power	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	-
Very/ Somewhat familiar	76%	80%	77%	71%	83%	70%	70%	82%	76%	76%	77%

Changes in Impressions Over the Past 12 Months

The vast majority (86%) of those familiar with Bruce Power indicate that their impression of the organization has not changed over the past 12 months. Fewer than one-in-ten (8%) feel their impressions have improved, while slightly fewer mention (6%) it has worsened.

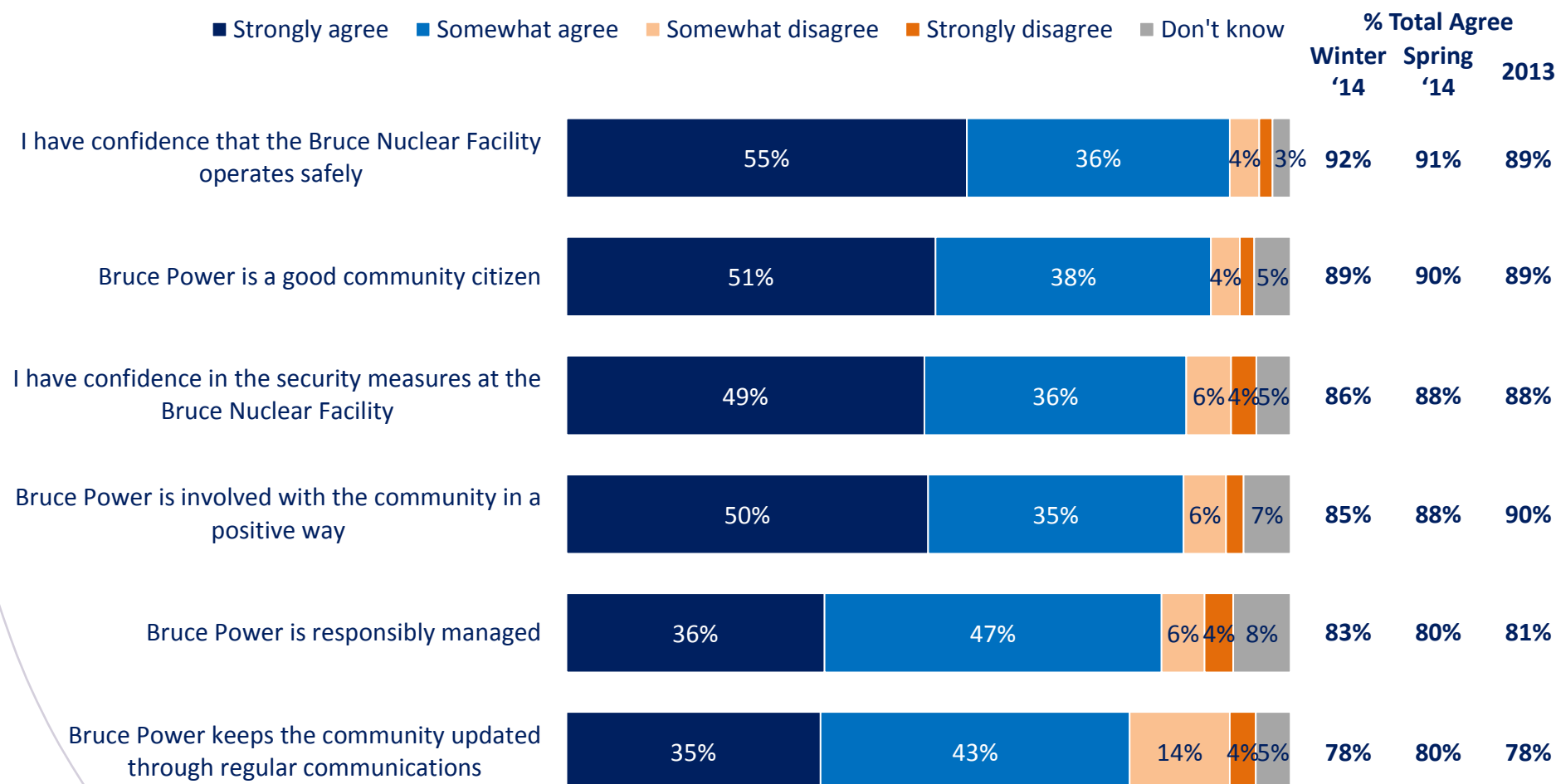


In the past 12 months, has your overall impression of Bruce Power's Nuclear Generation station changed? Would you say your impression has become more positive, more negative or has stayed the same?

Base: Respondents who indicated they are at least familiar with Bruce Power Winter 2014 (n=476) ; Spring 2014 (n=477) 2013 (n=474)

Attitudes Towards Bruce Power

At nine-in-ten, residents are most likely to agree that they have confidence that the Bruce nuclear facility operates safely (92%) and that Bruce Power is a good community citizen (89%). Followed by that they have confidence in security measures at the Bruce facility (86%) and that the organization is involved in the community in a positive way (85%). Attitudes are statistically unchanged from the spring.



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 Winter 2014 (n=477) ;Spring 2014 (n=477); 2013 (n=474)

Attitudes Towards Bruce Power, by County

Bruce County residents are more likely to agree that Bruce Power is a good community citizen than Grey County residents.

% Top2Box (Support)						
	TOTAL	COUNTY			ELECTORAL RIDING	
	Total	Bruce	Grey	Huron	Bruce - Grey - Owen Sound	Huron Bruce
	(n=476)	(n=147)	(n=205)	(n=124)	(n=166)	(n=120)
I have confidence that the Bruce Nuclear Facility operates safely	92%	95%	90%	92%	93%	90%
Bruce Power is a good community citizen	89%	93%	86%	89%	89%	89%
I have confidence in the security measures at the Bruce Nuclear Facility	86%	88%	81%	90%	84%	93%
Bruce Power is involved with the community in a positive way	85%	90%	83%	84%	87%	87%
Bruce Power is responsibly managed	83%	82%	84%	83%	83%	81%
Bruce Power keeps the community updated through regular communications	78%	79%	78%	76%	81%	83%

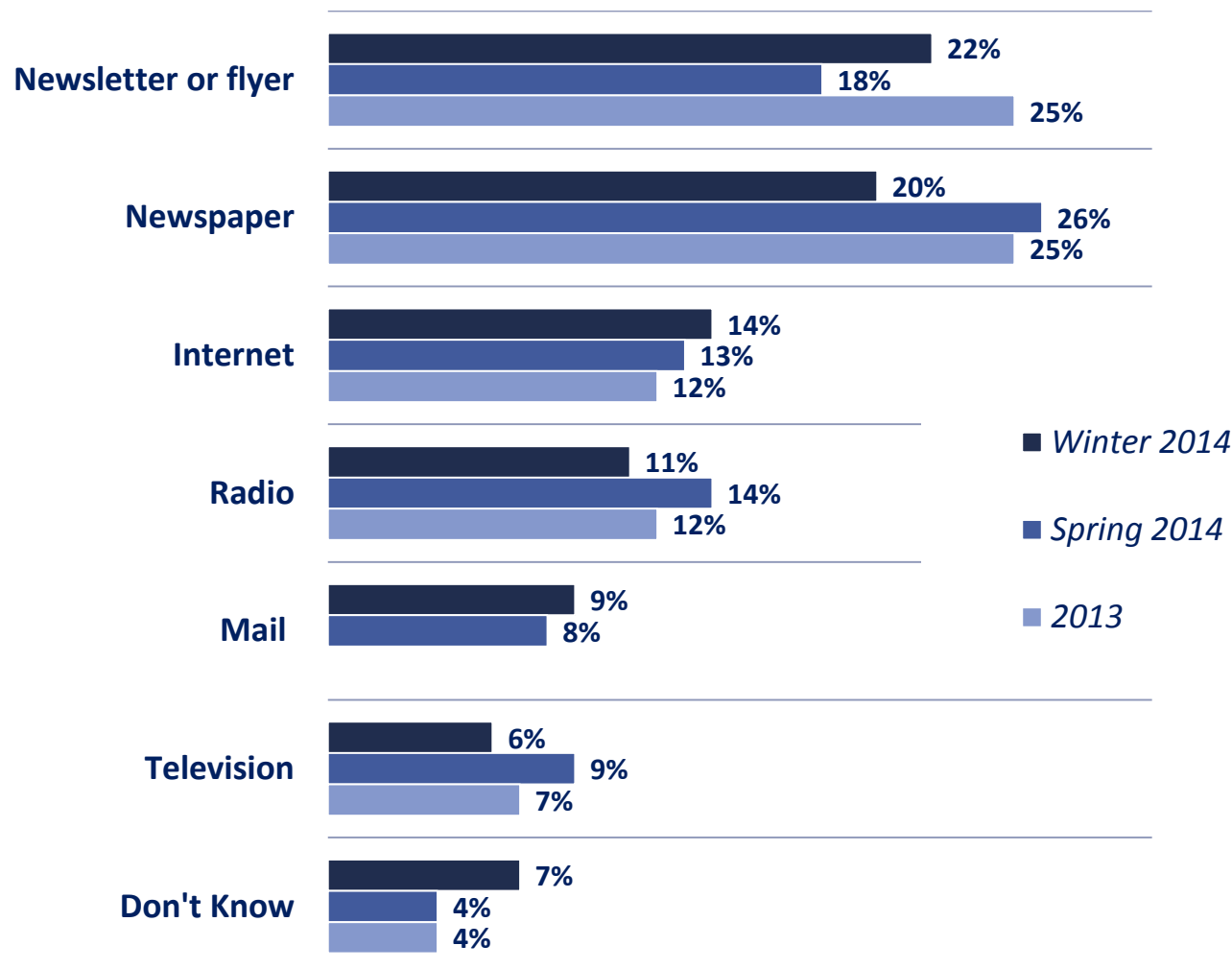
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Base: Respondents who indicated they are at least familiar with Bruce Power Winter 2014 (n=476)

Communications

Communicating with Residents

Residents are most likely to mention newsletters/ flyers are the best way to inform them about the Bruce facility or Bruce Power's involvement in the local community, followed closely by the newspaper. Fewer residents mention the newspaper as the best communication method than in spring 2014 (20% vs. 26% in spring 2014).

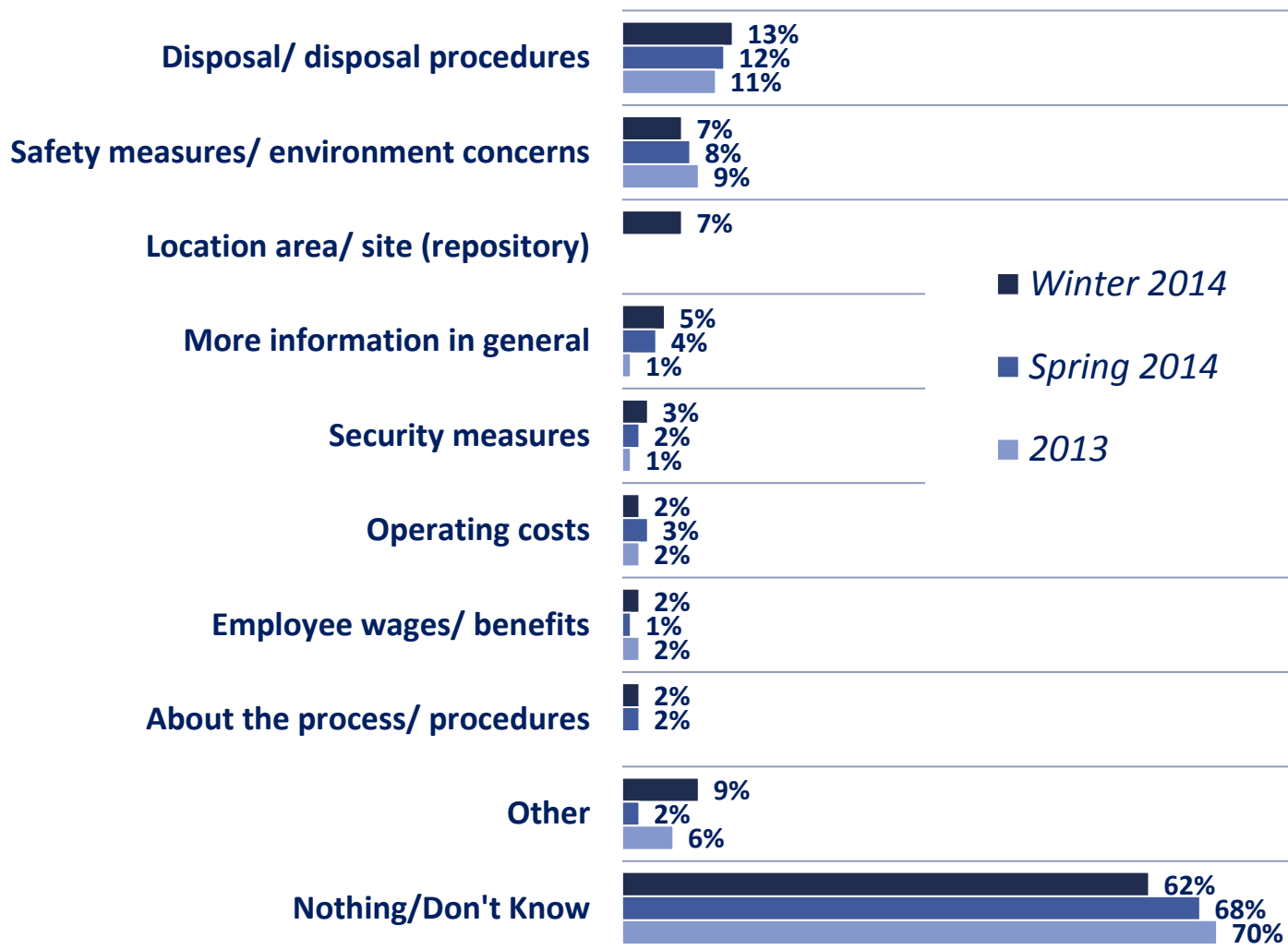


What is the best way for Bruce Power to provide you with information about the nuclear facility and other topics such as Bruce Power's involvement in the community and other activities?

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

Concerns with Bruce Power's Operations

Six-in-ten (62%) don't mention any concerns regarding Bruce Power's operations, lower than in spring 2014 (68%) but still a majority of residents. Among those that do mention a concern, around one in ten mention waste disposal (13%), followed by safety measures (7%) or location (7%).





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