



# FACTUM

## Community Support for Refurbishment of the Bruce Power Nuclear Facility Remains Strong

*About Nine in Ten Bruce, Grey, and Huron County Residents believe that Bruce Power Operates a Safe Facility, is a Good Community Citizen, and Contributes to the Community in a Positive Way*

**Toronto, Ontario, March 8, 2018** — A new survey conducted on behalf of Bruce Power by Ipsos among Bruce, Grey, and Huron county residents indicates that a clear majority of residents support the refurbishment of the Bruce Nuclear Facility (84%), including 48% of residents who ‘strongly support’ and 36% who ‘somewhat support’ refurbishment. Residents are most likely to support the refurbishment of the facility to create jobs (21%) and because it is good for the economy (9%).

When residents were asked about their impressions of Bruce Power, about nine in ten residents agree that they have confidence that the Bruce facility operates safely (93%), that Bruce Power is a good community citizen (90%), that Bruce Power is involved in the local community in a positive way (89%), and that they have confidence in the security measures at the Bruce Nuclear Facility (87%).

Familiarity with Bruce Power remains strong in the local community as eight in ten (78%) Bruce, Grey, and Huron residents claim to be at least ‘somewhat familiar’ with the organization. Of those that are familiar, more than eight in ten (84%) feel ‘excellent’, ‘very good’, or ‘good’ about the organization, indicating that most residents have positive impressions of the organization. When asked if overall impressions have changed over the past 12 months, more residents say that their impression of the Bruce Power has improved (12%), rather than worsened (5%) over the past 12 months.

Eight in ten (81%) residents also agree that Bruce Power keeps the community updated through regular communications. Similarly, a majority (60%) of residents can remember reading, seeing, or hearing something about Bruce Power recently.

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## Factum – continued –

### About the Study

These are some of the findings of an Ipsos survey conducted between January 31<sup>st</sup> and February 12<sup>th</sup>, 2018 on behalf of Bruce Power. For this survey, a sample of n=850 residents in Bruce (n=262), Grey (n=365), and Huron counties (n=223) were interviewed. Interviewing quotas and weighting was employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The margin of error for a sample of n=850  $\pm$ 3.4 percentage points, 19 times out of 20, had all residents of Bruce, Grey, and Huron counties 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.

#### For more information on this news release, please contact:

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