

BRUCE, HURON & GREY COUNTIES PUBLIC OPINION RESEARCH TRACKING

Bruce Power

SPRING 2022

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 Bruce Power



Objectives & Methodology

OBJECTIVES

Bruce Power commissioned research to understand and track attitudes and opinions from residents in Bruce, Grey, and Huron Counties towards a number of topics and issues, including:

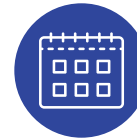
- Energy/electricity issues in the community and support for nuclear energy and refurbishment of the Bruce facility
- Familiarity and impressions of Bruce Power
- Knowledge, understanding, and opinions towards Bruce Power's operations in the local community
- Communications with residents
- Awareness of and interest in specific topics

TRACKING

Statistically significant changes are noted with a ▲ or a ▼ arrow denoting a change up or down in the findings from the previous wave, within a 95% interval, 19 times out of 20. Any changes not noted with the arrows are not statistically significant and should be interpreted as no change in the measure.



Method: Telephone (CATI), Random Digit Dialing (RDD). Both landline and cell phone sample was utilized.



Fielding dates: February 9-25, 2022.



Margin of error: +/-3.75%, nineteen times out of twenty on overall sample.

Executive Summary

ATTITUDES AND IMPRESSIONS OF BRUCE POWER

Attitudes towards Bruce Power have remained **strong and stable for several waves**. Nearly all respondents (94%) continue to have confidence that the nuclear facility **operates safely**, feel that Bruce Power is **involved with the community in a positive way** (92%), and agree Bruce Power is a **good community citizen** (92%). The stability of these metrics throughout tracking demonstrates that while much has changed contextually over the course of the research, attitudes towards Bruce Power remain positive.

Further evidence of this long-term stability is the proportion who feel familiar with Bruce Power: 79% of residents of Grey-Bruce-Huron Counties feel familiar with Bruce Power consistent with last year and with previous tracking.

Overall impressions are also stable this year: **86% of those familiar have a favourable** (excellent/very good/ good) **impression** of the electricity generator, on par with previous years, with 85% of these respondents saying their impressions have not changed in the past 12 months.



KEY FINDINGS

1

The overarching trend in public opinion is that of stability. Attitudes, impressions, and favorability metrics all show consistency to 2020 and with previous years of research indicating that while there have been many socio-political shifts over the years, these have not pulled attention away from or shifted opinions regarding Bruce Power.

2

The environment and its relationship to Bruce Power is top of mind for respondents. The impact of Bruce Power on the environment is the topic residents most want to learn about and is the primary factor for those who support nuclear refurbishment. Importantly, the environment has replaced job creation as a major driver of support.

3

Knowledge of nuclear energy has inched down over time, and now sits 9-points below 2018 levels. However, this has not translated into a decline in support, familiarity, or impressions of Bruce Power suggesting that while residents may know less about nuclear in general, they continue to feel positive and up-to-date on Bruce Power.

4

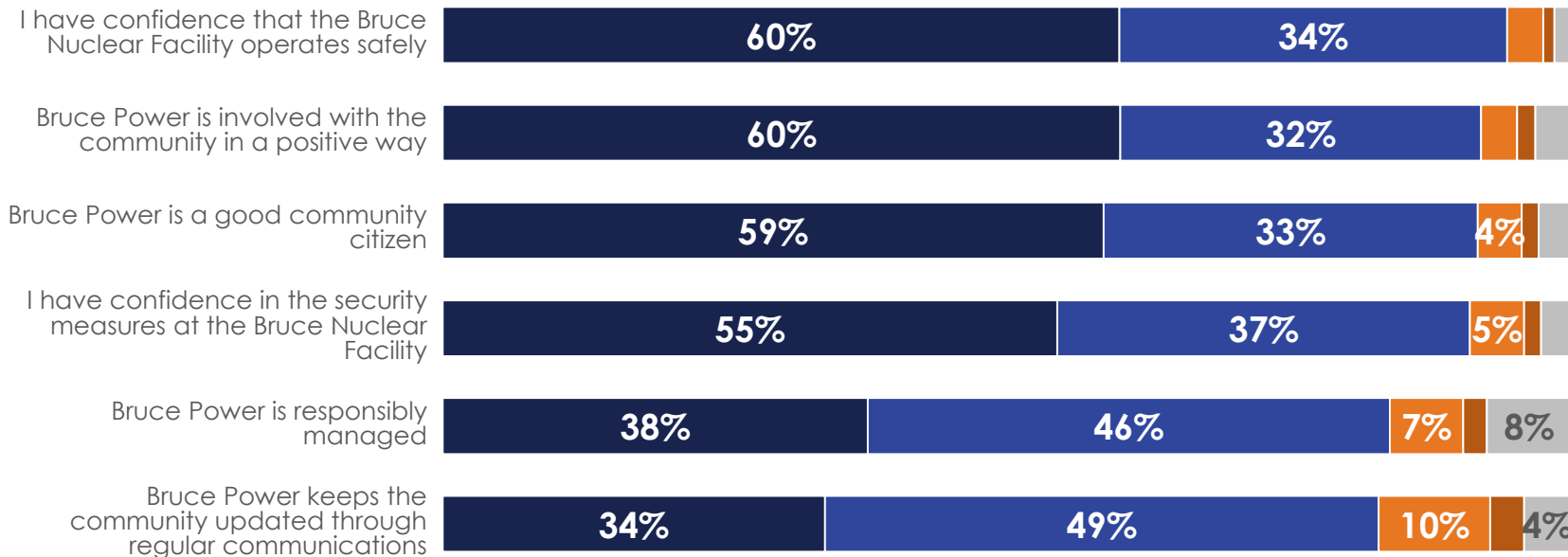
Traditional forms of communication are preferred more often than social media. Since the last wave a significant shift in communication preferences has occurred, where more residents favour flyers and newsletters compared to social media as a primary source of information about Bruce Power.

Attitudes Towards Bruce Power

- Across all metrics, residents continue to hold positive attitudes towards Bruce Power, consistent and stable with previous waves. Residents remain most inclined to feel confident that the Bruce Nuclear Facility operates safely (94%), that Bruce Power is involved with the community in a positive way (92%) and that they are a good community citizen (92%). The stability of these metrics throughout tracking demonstrates that while much has changed contextually since 2014, attitudes towards Bruce Power remain positive.

ATTITUDES TOWARDS BRUCE POWER

■ STRONGLY AGREE
 ■ SOMEWHAT AGREE
 ■ SOMEWHAT DISAGREE
 ■ STRONGLY DISAGREE
 ■ DON'T KNOW



Value labels <4% not shown

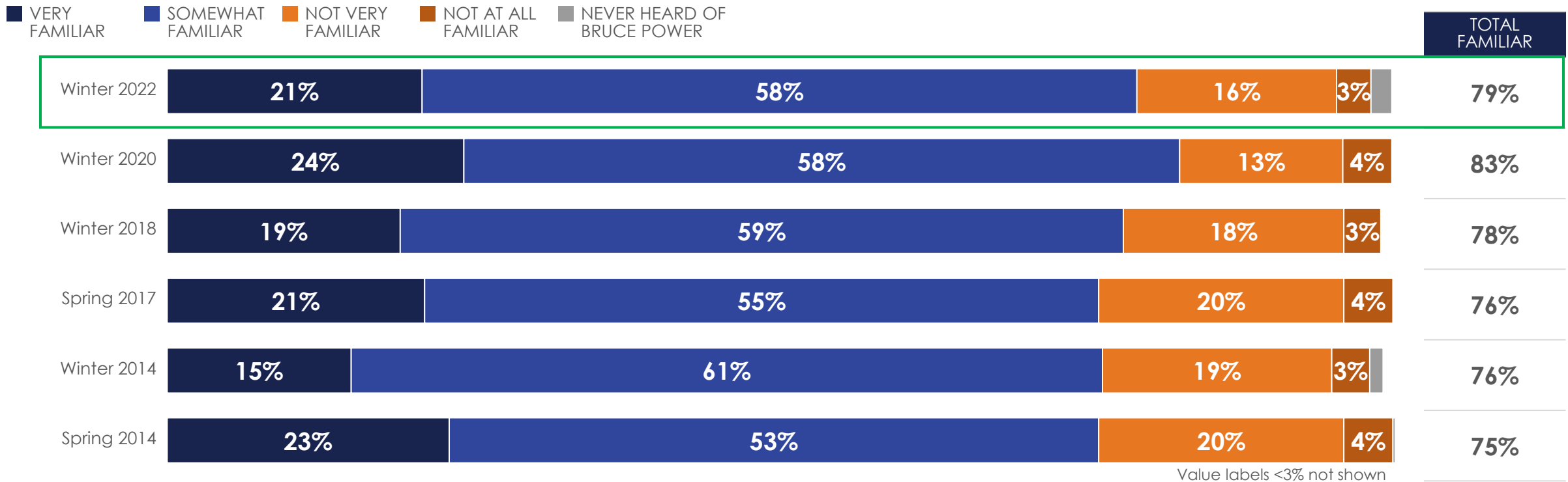
TOTAL AGREE					
Winter 2022	Winter 2020	Winter 2018	Spring 2017	Winter 2014	Spring 2014
94%	95%	93%	93%	92%	91%
92%	89%	87%	90%	85%	88%
92%	93%	90%	92%	89%	90%
91%	91%	89%	90%	86%	88%
84%	84%	84%	86%	83%	80%
83%	80%	81%	83%	78%	80%

Base: Respondents who indicated they are at least familiar with Bruce Power – Winter 2022 (n=648); Winter 2020 (n=575); Winter 2018 (n=816); Spring 2017 (n=477); Winter 2014 (n=477); Spring 2014 (n=477)
 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?

Familiarity with Bruce Power

- Eight in ten (79%) residents continue to be familiar with Bruce Power, consistent with the previous year and 2018. The greatest proportion (58%) continue to state they are "somewhat familiar". The stability of the data over time suggests *long term* familiarity - residents are not just familiar with Bruce Power in a specific year and then less in another year, rather residents have shown consistent familiarity over an 8-year span.

FAMILIARITY WITH BRUCE POWER



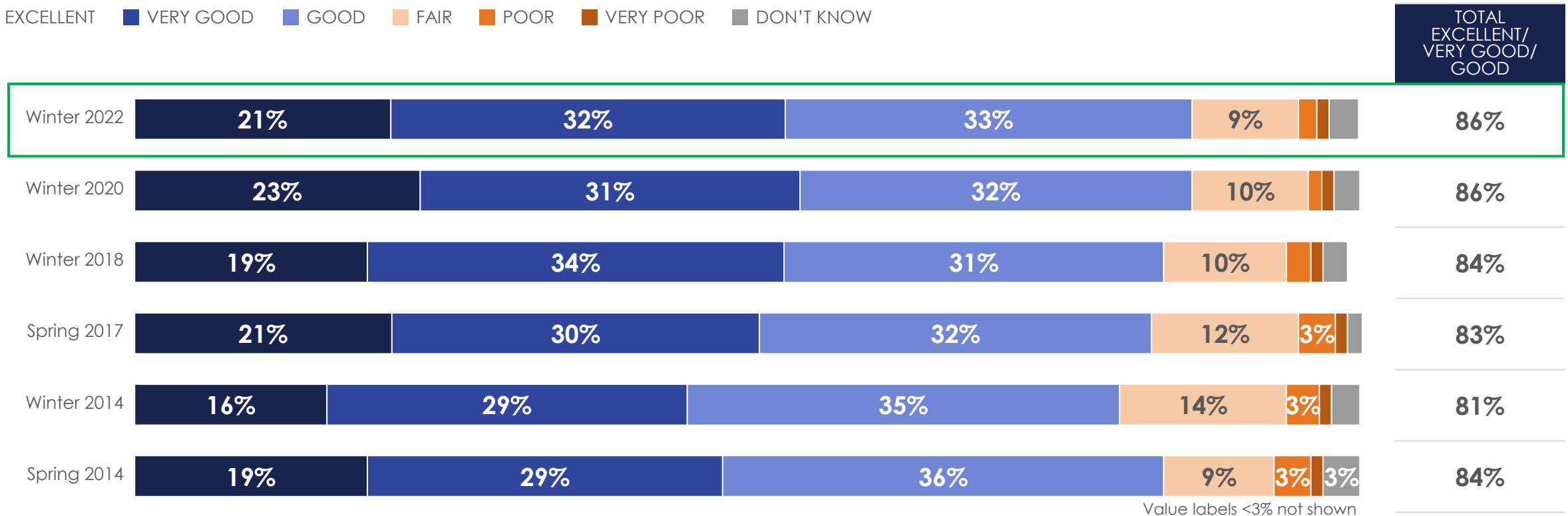
Base: All respondents – Winter 2022 (n=680); Winter 2020 (n=600); Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=500)
 Q12. How familiar would you say that you are with Bruce Power? Are you ...?

Impressions of Bruce Power

- Of those familiar with Bruce Power, impressions remain positive and stable with last year and 2018 as the vast majority (86%) continue to hold positive views of the company. This is in line with the data showing that familiarity of Bruce Power and attitudes towards the company have remained strong and stable for several years. Taken together, the data paint a picture indicating that while there have been many socio-political shifts over the years, these have not pulled attention away from or shifted opinions regarding Bruce Power.

IMPRESSION OF BRUCE POWER

■ EXCELLENT ■ VERY GOOD ■ GOOD ■ FAIR ■ POOR ■ VERY POOR ■ DON'T KNOW



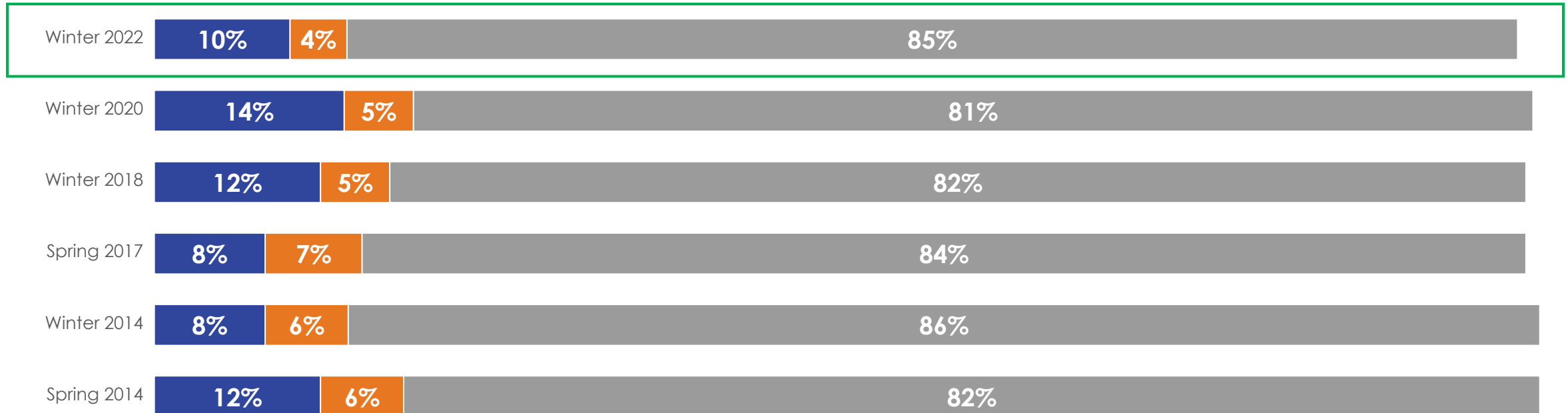
Base: Respondents who indicated they are at least familiar with Bruce Power – Winter 2022 (n=648); Winter 2020 (n=575); Winter 2018 (n=816); Spring 2017 (n=477); Winter 2014 (n=476); Spring 2014 (n=477)
 Q13. And, what is your overall impression of Bruce Power?

Impressions Over Time

- The vast majority (85%) of those who are familiar with Bruce Power say their opinion of the company has not changed over the past 12 months, consistent with tracking. One in ten (10%) say their impression has improved over the past year while 4% have a more negative impression.

CHANGES IN IMPRESSIONS OVER THE PAST 12 MONTHS

■ MORE POSITIVE ■ MORE NEGATIVE ■ STAYED THE SAME



















Base: Respondents who indicated they are at least familiar with Bruce Power – Winter 2022 (n=648); Winter 2020 (n=575); Winter 2018 (n=816); Spring 2017 (n=477); Winter 2014 (n=476); Spring 2014 (n=477)
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?

Top Issues for Grey-Bruce-Huron Counties

- Amidst the ongoing pandemic, respondents continue to place COVID-19 (25%) and healthcare (17%) as issues they feel should receive the greatest attention from community leaders. Issues that reflect rising inflation as well as the ongoing challenges of COVID-19 round out the top 5 issues These include: social services (16%), cost of living/affordability (13%) and jobs/unemployment (9%)

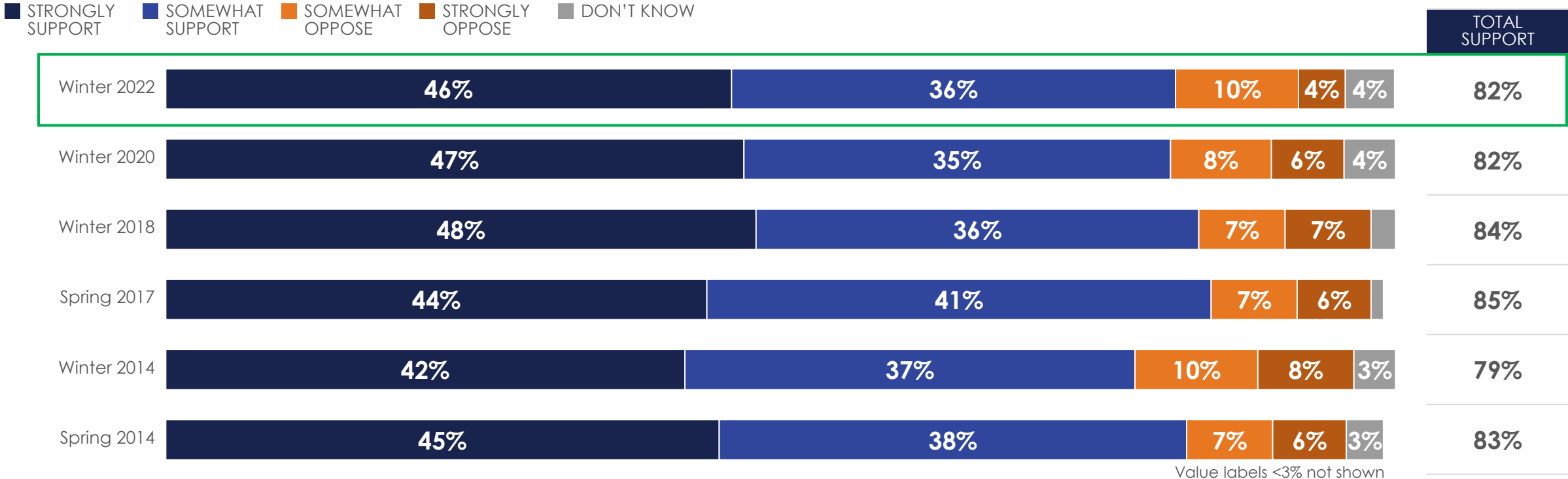
TOP-OF-MIND ISSUES IN THE LOCAL COMMUNITY

	Winter 2020	Winter 2018	Spring 2017	Winter 2014
COVID-19 or coronavirus  25% ▼	37%	-	-	-
Healthcare  17%	20%	16%	18%	14%
Social services - pensions, daycare, housing  16%	13%	8%	9%	6%
Cost of living / Affordability  13% ▲	0%	1%	1%	-
Jobs/Unemployment  9%	13%	16%	17%	25%
Highways/Roads/Infrastructure  9% ▲	5%	14%	10%	12%
Economy (general)  9%	10%	8%	5%	8%
Poverty/The poor/Welfare  8%	9%	6%	4%	5%
Environment/Pollution  7% ● South Bruce 14% vs. Rest of Bruce 6%	9%	6%	7%	7%
Education/Schools  5%	6%	7%	19%	9%
Taxes  4%	3%	12%	7%	11%
Government/Politics/Political leadership  4% ▲	1%	1%	1%	-
Moral issues - drugs, gambling, pornography  3%	4%	5%	4%	3%
Technology/ internet/ cable  3%	2%	1%	-	20%
None are important  16%	13%	21%	21%	-
Don't Know  11%	14%	14%	14%	15%

Support for Refurbishment

- Support for refurbishment continues to be strong, as the majority of residents (82%) support renovating the Bruce Power nuclear facility. The largest proportion (46%) of residents continues to indicate they 'strongly support' refurbishment. Echoing the observations earlier in this report, this key metric shows a strong amount of stability over tracking, demonstrating that support for refurbishment has not been swayed by the ongoing pandemic or other issues that residents indicate are important to them.

SUPPORT TO REFURBISH NUCLEAR REACTORS IN BRUCE COUNTY













Base: All respondents – Winter 2022 (n=680); Winter 2020 (n=600); Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=500)
 Q6A. Many large power generating plants in Ontario with various fuel sources will have to be replaced over the next 10 years or so because they are aging. In Ontario 80% of the plants will have to be replaced. In order to help meet Ontario's future electricity demand, would you strongly support, somewhat support, somewhat oppose or strongly oppose upgrading and refurbishing existing nuclear power plants?

Reasons for Supporting Refurbishment

- In 2022, reasons for supporting refurbishment have shifted when compared with 2020. Environmental reasons (12%) are now the main driver of support, followed by feelings of necessity (11%). Refurbishment as a means of job creation is diminishing as a driver of support, declining for the second year in a row to rest at 5% (-4pts).

REASONS FOR SUPPORTING REFURBISHMENT

		Winter 2020	Winter 2018	Spring 2017
Clean/ good for the environment	 12%	10% ▲	4%	7%
It is necessary/ no choice/ no better alternatives are available	 11%	12%	9%	10%
Like nuclear	 9%	7%	6%	8%
Refurbishing rather than building new plants/ needs to be maintained/ kept up...	 8%	10%	4%	8%
Create jobs	 5% ▼	9% ▼	21%	20%
Good power source/ creates energy	 5%	5%	5%	5%
Good for economy	 5%	5%	9%	8%
Nuclear power is safe/ not dangerous	 5%	4%	2%	5%
Cost effective/ cheaper	 4%	4%	2%	3%
Efficient/ it's working	 3%	3%	3%	3%

Note: Only responses of 3% or more are shown for current wave.









Base: Support/oppose plans to refurbish nuclear reactors in Bruce – Winter 2022 (n=680); Winter 2020 (n=600); Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500)

Q6B Why do you say that?

Reasons for Opposing Refurbishment

- Reasons for opposing refurbishment have also reshuffled this wave. While danger/safety concerns was previously a driving reason, it has declined since 2020- only 4% indicate this as why they oppose refurbishment. Among the 14% of respondents who oppose refurbishment, better options for creating energy now tops the list (6%). A very small proportion continues to cite concerns about nuclear waste (3%) or that they don't like nuclear energy (2%).

REASONS FOR OPPOSING REFURBISHMENT

		Winter 2020	Winter 2018	Spring 2017
Better options out there for creating energy	 6%	6%	3%	5%
Dangerous/safety concerns	 4% ▼	7%	8%	8%
Concerned about nuclear waste	 3%	5%	3%	5%
Concerned about the cost/ too expensive	 3%	3%	2%	5%
Prefer solar generated power	 2%	-	-	-
Prefer wind generated power	 2%	-	-	-
Environmental concerns/ not good for the environment	 2%	3%	-	4%
Don't like nuclear	 2%	2%	3%	3%

Note: Only responses of 2% or more are shown for current wave.

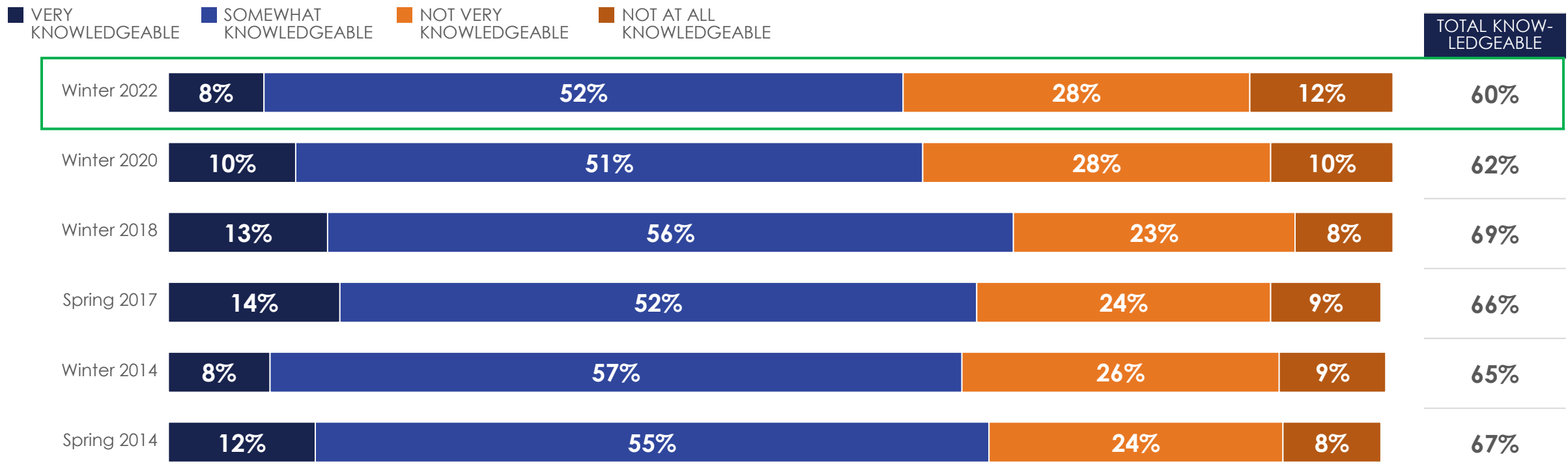
Base: Support/oppose plans to refurbish nuclear reactors in Bruce – Winter 2022 (n=680), Winter 2020 (n=600); Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500)

Q6B Why do you say that?

Knowledge of Nuclear

- Knowledge of nuclear energy remains stable with the previous wave. However, this marks a 9-point decline since 2018, due in large part to the declining proportion of respondents who state they are *very knowledgeable* and the correspondingly increasing proportion who are *not at all knowledgeable*. However, this longer-term decline in knowledge has not translated into a decline in support, familiarity, or impressions of Bruce Power suggesting that while residents may know less about nuclear in general, they continue to feel positive and up-to-date on Bruce Power.

KNOWLEDGE ABOUT NUCLEAR ENERGY AND TECHNOLOGY



Base: All respondents – Winter 2022 (n=680); Winter 2020 (n=600); Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=500)
 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?

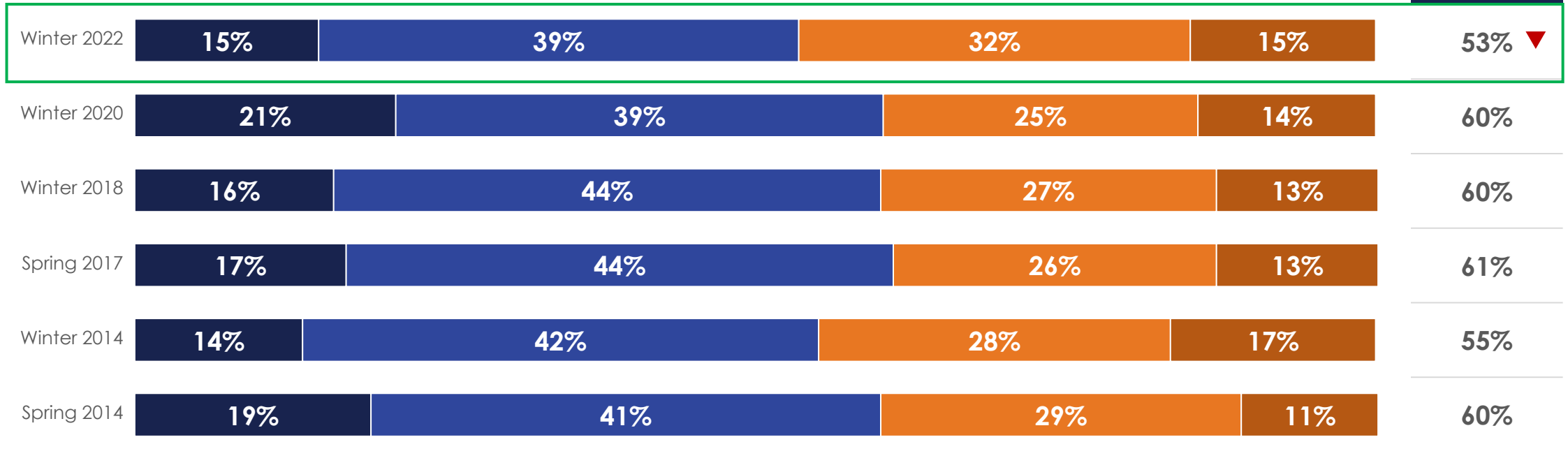
Recall of Bruce Power

- Just over half (53%) of residents have read, seen, or heard at least something about Bruce Power recently, a significant decline from 2020 driven by the six-point decline in those who say they've seen "a lot".

RECALL OF BRUCE POWER

■ A LOT ■ SOME ■ NOT MUCH ■ NOTHING AT ALL

TOTAL
A LOT/SOME



Base: All respondents – Winter 2022 (n=680); Winter 2020 (n=600); Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=500)
Q14. How much have you read, seen, or heard about Bruce Power recently?

Preferred Communication

- A newsletter or flyer now tops the list of preferred communication sources for respondents, with nearly a quarter (23%) indicating this is the best way for Bruce Power to communicate with them, a significant increase from 2020. Fewer residents are interested in communications via social media (15%), or radio (7%), while residents increasingly lean towards other online communications like email (11%) or website (8%).
- In line with historical trends, respondents 55+ continue to favour traditional sources including newsletters or newspapers.

COMMUNICATING WITH RESIDENTS

		Winter 2020	Winter 2018	Spring 2017
Newsletter or flyer	23% ▲ 55+ (30%) vs. 18-34 (11%) Female (27%) vs Male (19%)	15%	19%	19%
Social Media (Facebook, Instagram, Twitter, etc.)	15% ▼	26%	-	-
Email	11% ▲	7%	-	-
Newspaper	11% 55+ (16%) vs. 18-34 (4%), 35-54 (8%)	12%	18%	21%
Website	8% ▲	3%	-	-
Radio	7% ▼	17%	12%	12%
Television	6% Huron County (13%) vs. Grey (4%), Bruce (3%)	6%	8%	6%
Internet (general)	5%	5%	22%	17%
Other	5%	2%	1%	7%
Information centers in the community	1%	1%	1%	1%
Don't know	8%	4%	5%	5%

Base: All respondents – Winter 2022 (n=680); Winter 2020 (n=600); Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500)

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?

*Not an option in 2022.

Interest in Learning More About the Bruce Power Facility

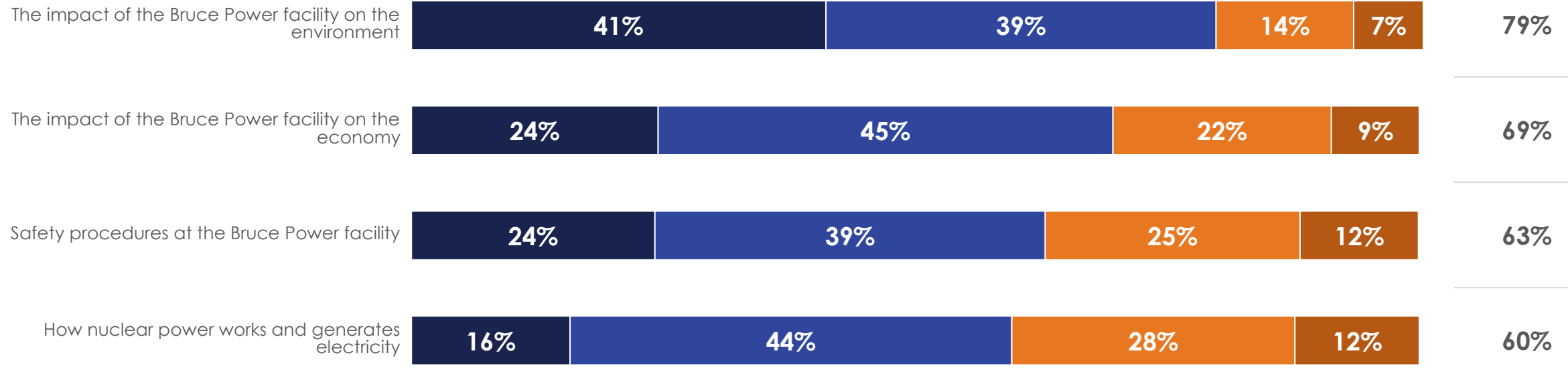
- When asked the level of interest in learning more about various topics associated with the Bruce Power facility, residents show the strongest interest in learning about the impact of the Bruce Power facility on the environment with fully 41% indicating they are very interested in this subject. Interest softens slightly on the subjects of the economic impact of Bruce Power, safety procedures, and how nuclear power works.

INTEREST IN THE LEARNING MORE

■ VERY INTERESTED
 ■ SOMEWHAT INTERESTED
 ■ NOT REALLY INTERESTED
 ■ NOT AT ALL INTERESTED

TOTAL INTERESTED

Winter 2022



Base: All respondents – Winter 2022 (n=680)

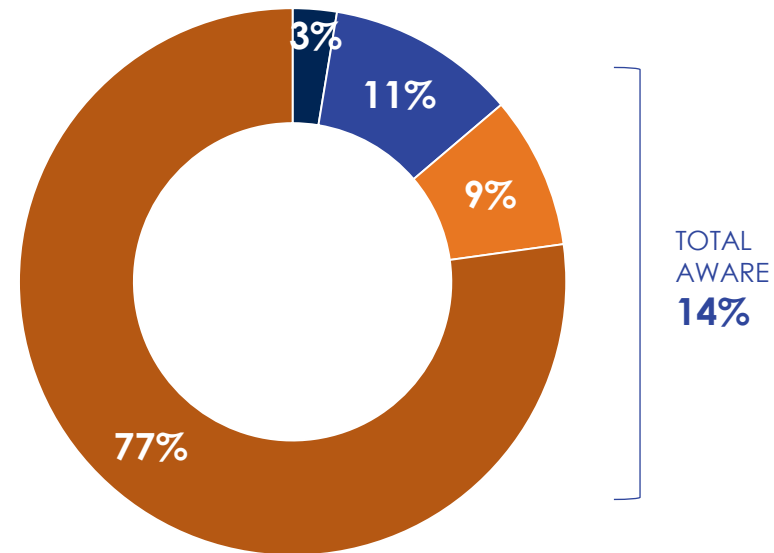
Q15B. How interested would you be in knowing more about the following at the Bruce Power facility? How about ...?

Level of Awareness

- Awareness of the higher than anticipated levels of hydrogen gas levels is low: only 3% of residents say they are very aware of the issue and 11% somewhat aware (14% in total). No age or gender shows greater awareness of this event.

AWARENESS OF HIGHER HYDROGEN GAS LEVELS FOLLOWING SAFETY INSPECTIONS

■ VERY AWARE ■ SOMEWHAT AWARE ■ ONLY A LITTLE AWARE ■ NOT AT ALL AWARE



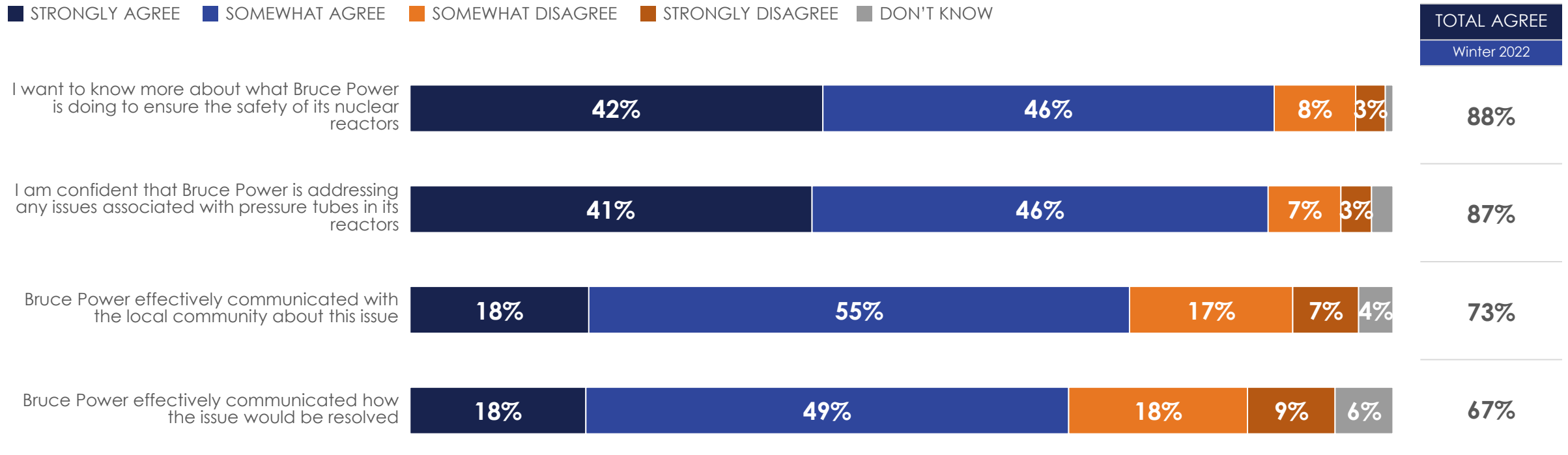
Base: All respondents – Winter 2022 (n=680)

QNEW25. This past summer, routine safety inspections at the Bruce Power facility found higher than anticipated levels of hydrogen gas in a small number of pressure tubes inside two reactors. Before today, how aware of this were you?

Attitudes and Opinions About Bruce Power's Action on the Issue

- Among respondents who were aware (very, somewhat, only a little) of the elevated hydrogen levels, nine in ten (87%) indicate they are confident that Bruce Power is addressing any issues. However, the same proportion (88%) also express interest in knowing what the company is doing to ensure the safety of its reactors. Three quarters agree that Bruce Power communicated effectively about the issue in general, but agreement is softer (67%) that the company communicated how the issue would be resolved.
- The data show no variance in agreement on any statement by age, gender, or county.

AGREEMENT WITH STATEMENTS

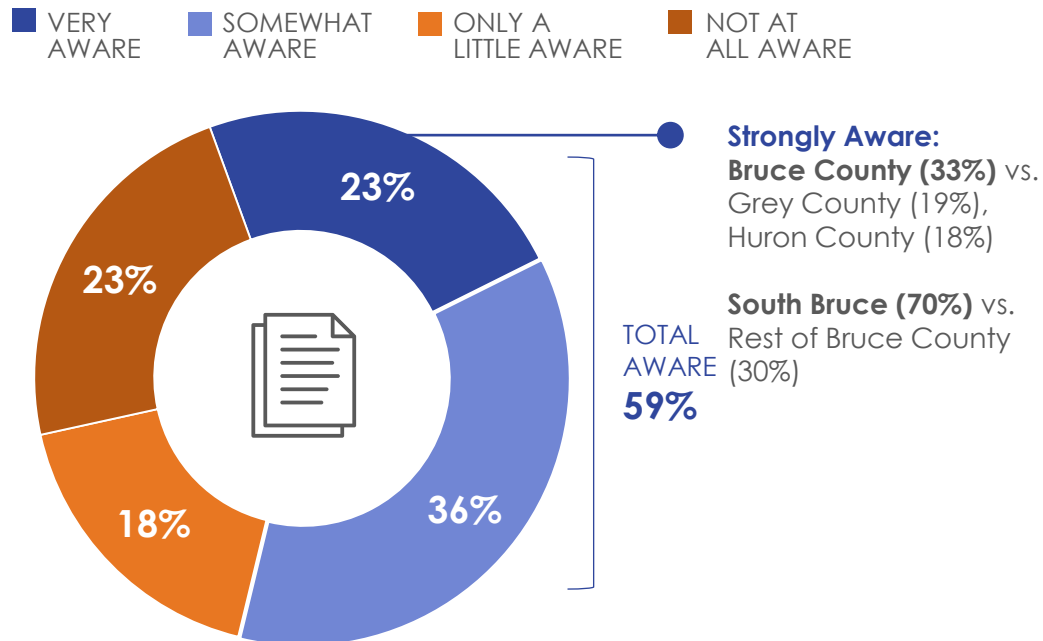


Base: Respondents aware of high hydrogen levels – Winter 2022 (n=182)
QNEW26. To what extent would you agree or disagree with the following statements?

Awareness and Support For Proposed South Bruce NWMO DGR Site – 2022

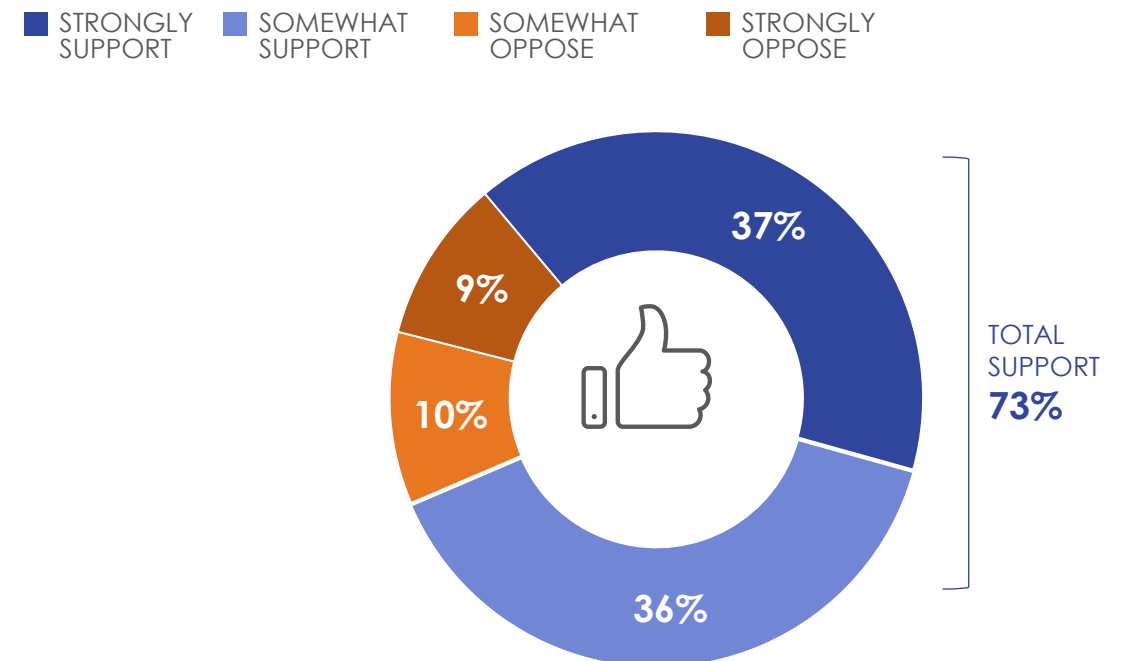
- Six in ten (59%) respondents are aware of the consultation process underway to select a site for nuclear fuel, with residents of Bruce County, and South Bruce specifically being more likely to state they are very aware.
- Three quarters of respondents (73%) support the consultation and study process, a figure that has inched up even from Winter 2020. Those who were aware of the proposal prior to polling are significantly more likely to say they *strongly support* the process (43% aware vs. 29% unaware), pointing to a connection between awareness of the proposal and support for the process.

AWARENESS OF PROPOSAL



Base: All respondents – Winter 2022 (n=680); Winter 2020 (n=600)
 QNEW7. How aware are you of a consultation and study process underway by the Nuclear Waste Management Organization to engage with the community in South Bruce and the broader region to select a site for a long-term Deep Geological Repository for Spent Nuclear Fuel? Would you say that you are very aware, somewhat aware, only a little aware or not at all aware of this proposal?

SUPPORT/OPOSE PROCESS



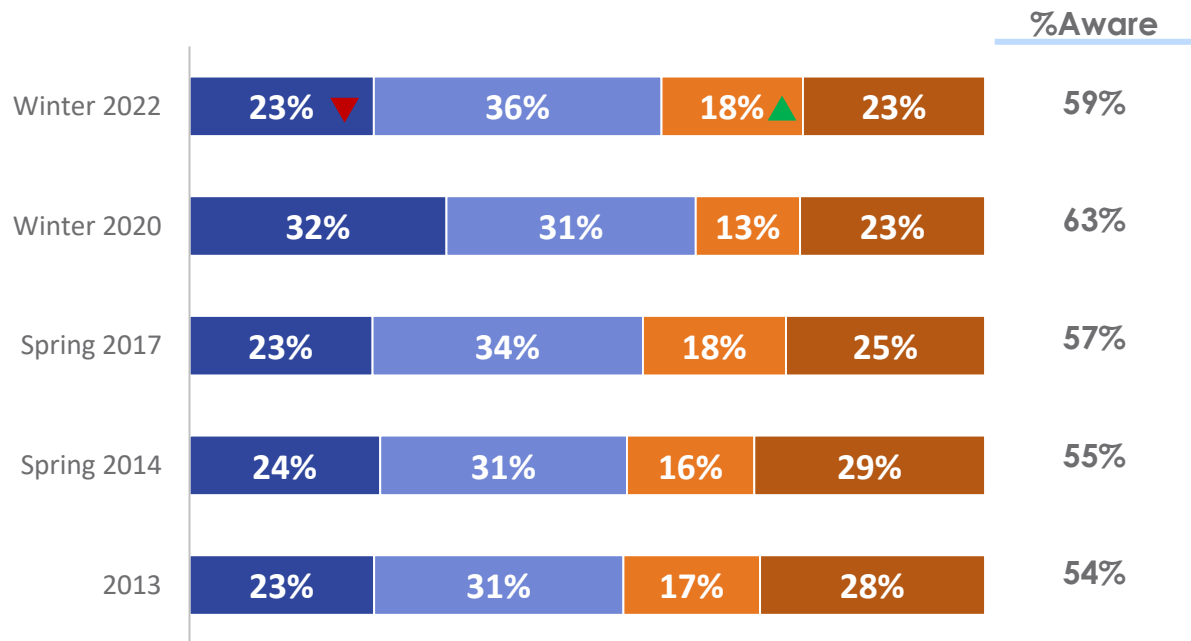
Base: All respondents – Winter 2022 (n=680); Winter 2020 (n=600)
 QNEW8. Would you say that you support or oppose this consultation and study process?

Awareness and Support For Proposed South Bruce NWMO DGR Site- Tracking

- The gains made in Winter 2020 in both awareness of and support for the consultation and study progress to select a nuclear waste site have been retained: six in ten (59%) residents continue to say they are aware of the proposal, although the proportion who are very aware has fallen back to 2017 levels. Support however has continued its upward movement: 73% of residents support the process with nearly four in ten indicating they *strongly support*.

AWARENESS OF PROPOSAL

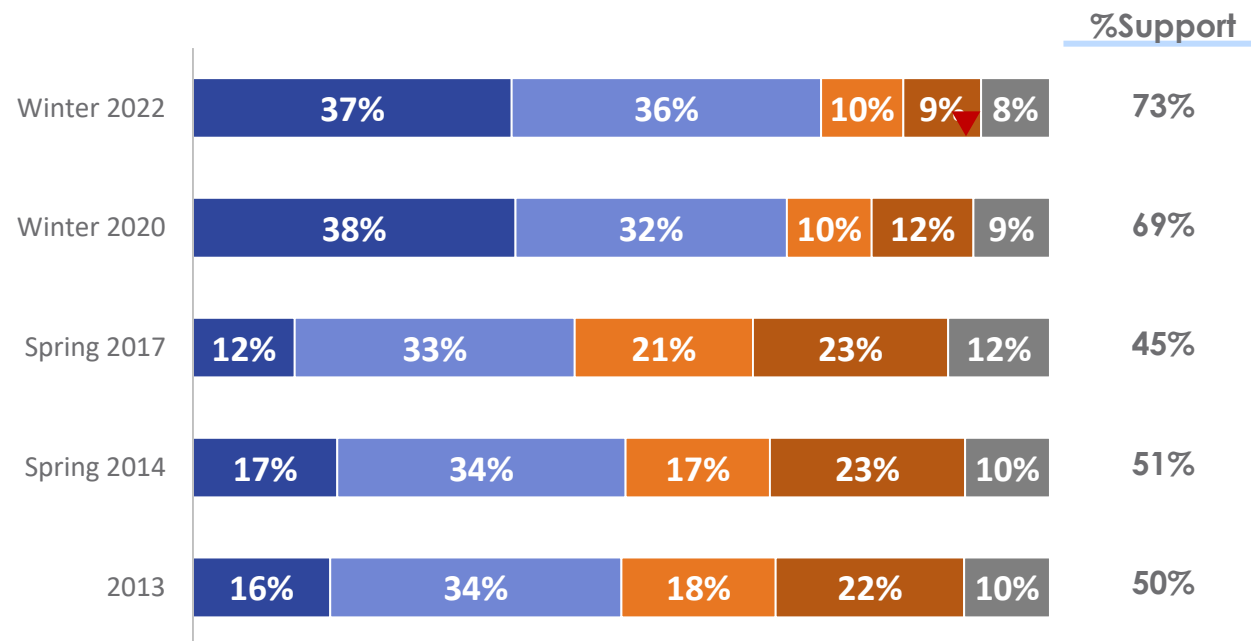
■ VERY AWARE
 ■ SOMEWHAT AWARE
 ■ ONLY A LITTLE AWARE
 ■ NOT AT ALL AWARE



Base: All respondents – Winter 2021 (n=680) Winter 2020 (n=600); Spring 2017 (n=500); Spring 2014 (n=500); 2013 (n=500)
 QNEW7. How aware are you of a consultation and study process underway by the Nuclear Waste Management Organization to engage with the community in South Bruce and the broader region to select a site for a long-term Deep Geological Repository for Spent Nuclear Fuel? Would you say that you are very aware, somewhat aware, only a little aware or not at all aware of this proposal? Note: Prior to 2020 this question wording was as follows: . Are you aware of a proposal by Ontario Power Generation to construct a Deep Geological Repository for Low and Intermediate Nuclear Waste? Would you say that you are very aware, somewhat aware, only a little aware or not at all aware of this proposal?

SUPPORT/OPOSE PROCESS

■ STRONGLY SUPPORT
 ■ SOMEWHAT SUPPORT
 ■ SOMEWHAT OPOSE
 ■ STRONGLY OPOSE
 ■ Don't Know/ No Answer



Base: All respondents – Winter 2021 (n=680), Winter 2020 (n=600); Spring 2017 (n=500); Spring 2014 (n=500); 2013 (n=500)
 QNEW8. Would you say that you support or oppose this consultation and study process? Note: Prior to 2020 this question wording was as follows: Would you say that you support or oppose this proposal?
 Methodological note: "Don't Know" was not an option provided- represented instead is the proportion who provided no response/ refused to answer in the telephone polling



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**BE
SURE.
GO
FURTHER.**

