



Oral Presentation

Exposé oral

**Submission from
Ipsos Public Affairs**

**Mémoire de
Ipsos Public Affairs**

In the Matter of

À l'égard de

**Bruce Power Inc. – Bruce A and B
Nuclear Generating Station**

**Bruce Power Inc. - Centrale nucléaire de
Bruce A et Bruce B**

Request for a ten-year renewal of its Nuclear Power Reactor Operating Licence for the Bruce A and B Nuclear Generating Station

Demande de renouvellement, pour une période de dix ans, de son permis d'exploitation d'un réacteur nucléaire de puissance à la centrale nucléaire de Bruce A et Bruce B

Commission Public Hearing – Part 2

**Audience publique de la Commission –
Partie 2**

May 28-31, 2018

28-31 mai 2018

Bruce, Huron, & Grey Counties Public Opinion Research

REPORT FOR THE CNSC

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BACKGROUND & METHODOLOGY

ABOUT IPSOS

Ipsos is an independent full-service market research and public opinion company. We are the largest provider of public opinion research in Canada.

Ipsos is non-partisan – We do not conduct polling or research for any political party at any level as we believe that being non-partisan is a key element contributing to the objectivity of our research.

Ipsos is a Gold Seal Certified Corporate Member of the Marketing Research and Intelligence Association (MRIA). This is a world class distinction earned by research agencies through a comprehensive assessment and evidence examination process conducted by an independent reviewer. Ipsos fully complies with the CASRO Code of Standards and Ethics for Survey Research and the ESOMAR International Code for Marketing and Social Research.

Ipsos Public Affairs, the division of Ipsos that specializes in opinion and social research, is a top three supplier of research to the Federal Government of Canada, the Provincial Government of Ontario, and also provides research to various municipalities across the county. Some of our energy-related clients in Ontario include the Ontario Ministry of Energy, the Ontario Energy Board, and the Independent Electricity System Operator.

Ipsos has conducted public opinion research on behalf of Bruce Power since 2009.

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, including:

- Familiarity and impressions of Bruce Power
- Support for the refurbishment of the Bruce facility
- Communications with residents

METHODOLOGY

Telephone interviews were conducted among a representative sample of n=850 local residents, including: n=365 interviews in Grey County, n=262 in Bruce County, and n=223 interviews in Huron County. N=430 interviews were conducted via landline telephone and n=420 were conducted via cell phone.

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: January 31st to February 12th, 2018.



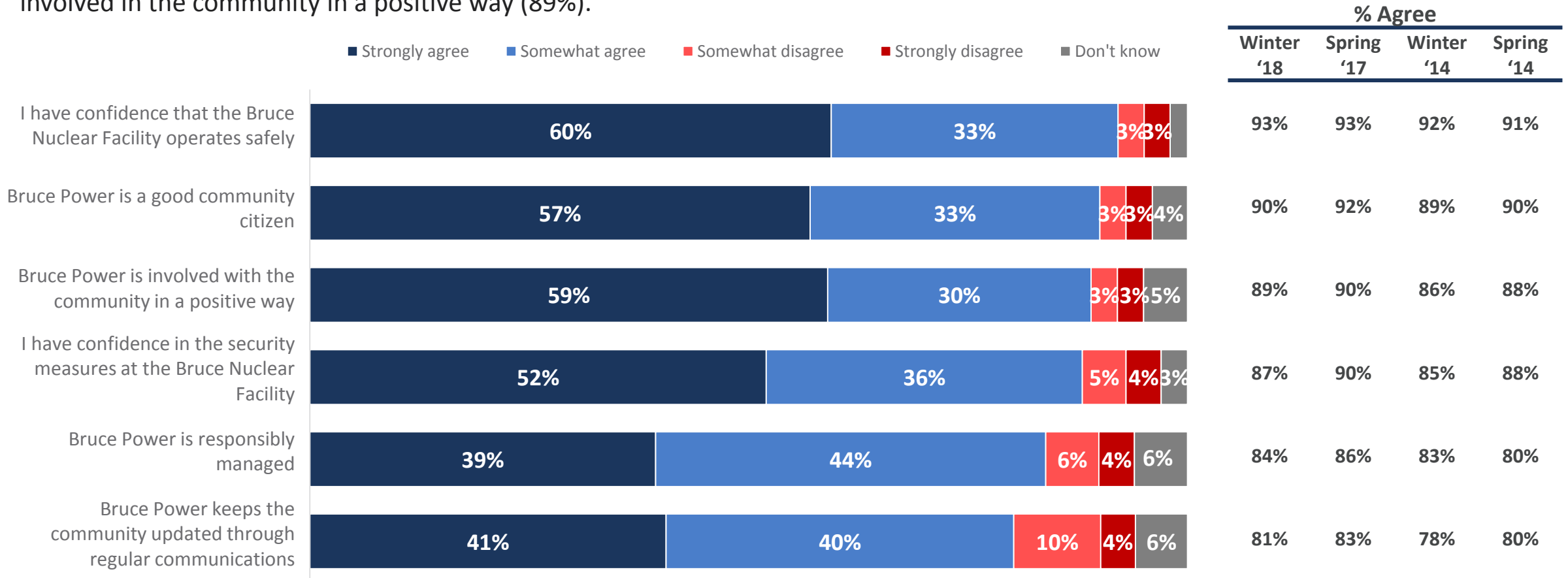
Margin of error: +/-3.4%, nineteen times out of twenty on overall sample.

DETAILED FINDINGS

IMPRESSIONS OF BRUCE POWER

ATTITUDES TOWARDS BRUCE POWER

Across all metrics, the vast majority of residents hold positive attitudes towards Bruce Power. Residents are most inclined to feel confident that the Bruce Nuclear Facility operates safely (93%), that Bruce Power is a good community citizen (90%), and that the organization is involved in the community in a positive way (89%).

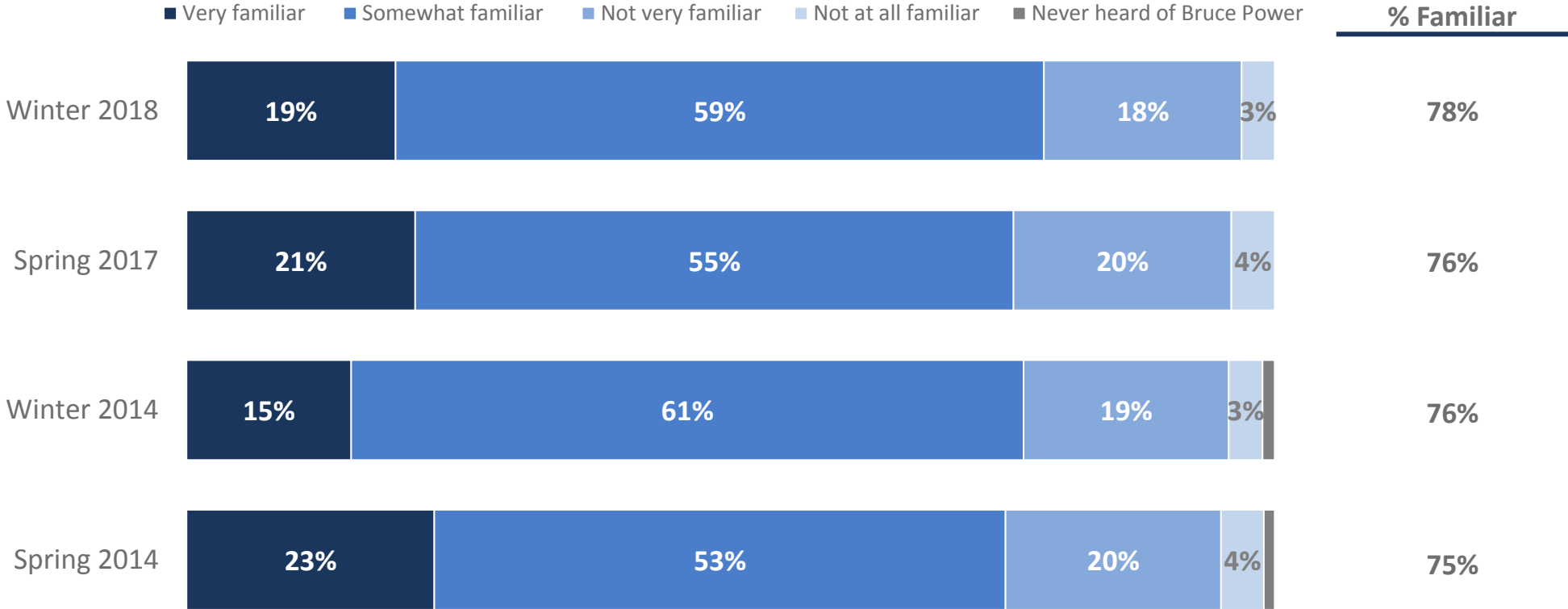


Q15. I'm now going to read you a few statements about Bruce Power, please tell me to what extent you agree or disagree with each one? Is that strongly or somewhat?
 Base: Respondents who indicated they are at least familiar with Bruce Power Winter 2018 (n=816); Spring 2017 (n=477); Winter 2014 (n=477); Spring 2014 (n=477)

<3% not labelled

FAMILIARITY WITH BRUCE POWER

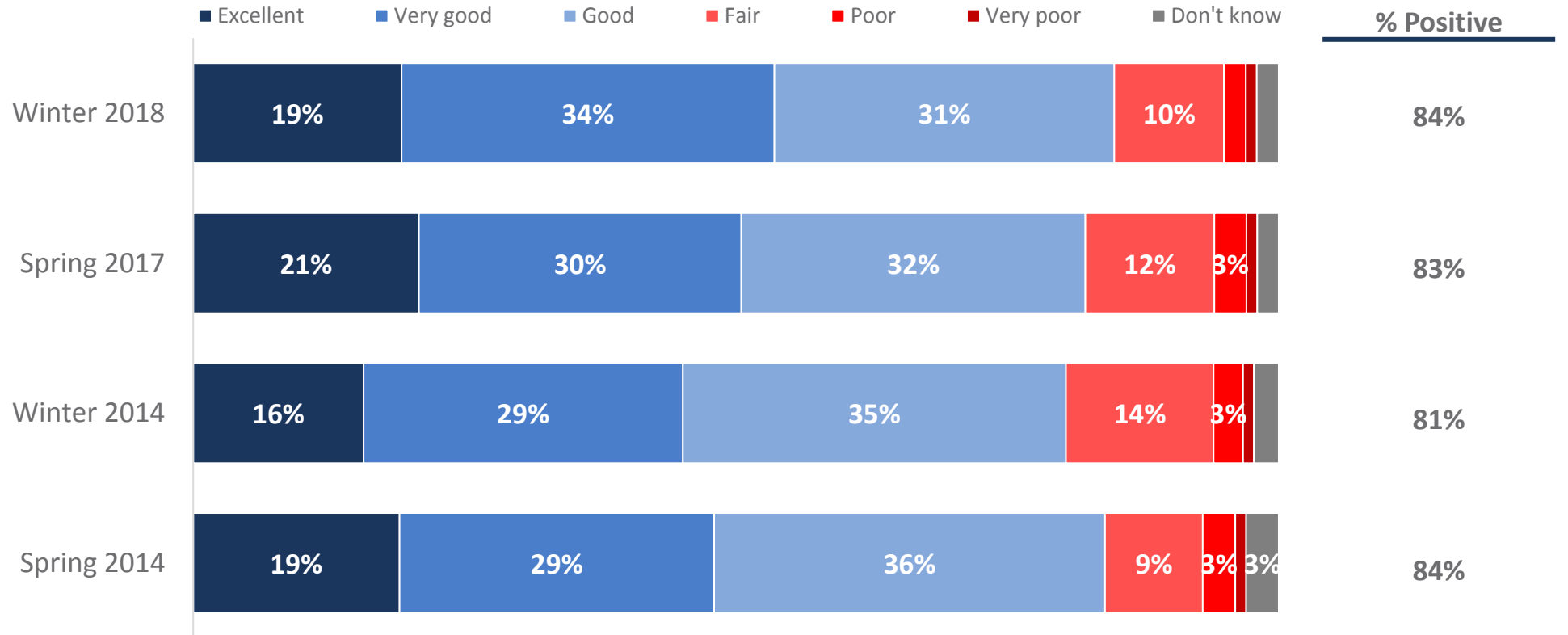
Almost eight in ten (78%) residents are familiar with Bruce Power, unchanged compared to previous waves of research. One in five (19%) residents are ‘very familiar’, while slightly more than half (59%) are ‘somewhat familiar’.



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

IMPRESSION OF BRUCE POWER

Of those that are familiar with Bruce Power, impressions remain positive compared to last year as the vast majority (84%) continue to hold positive views of the organization.



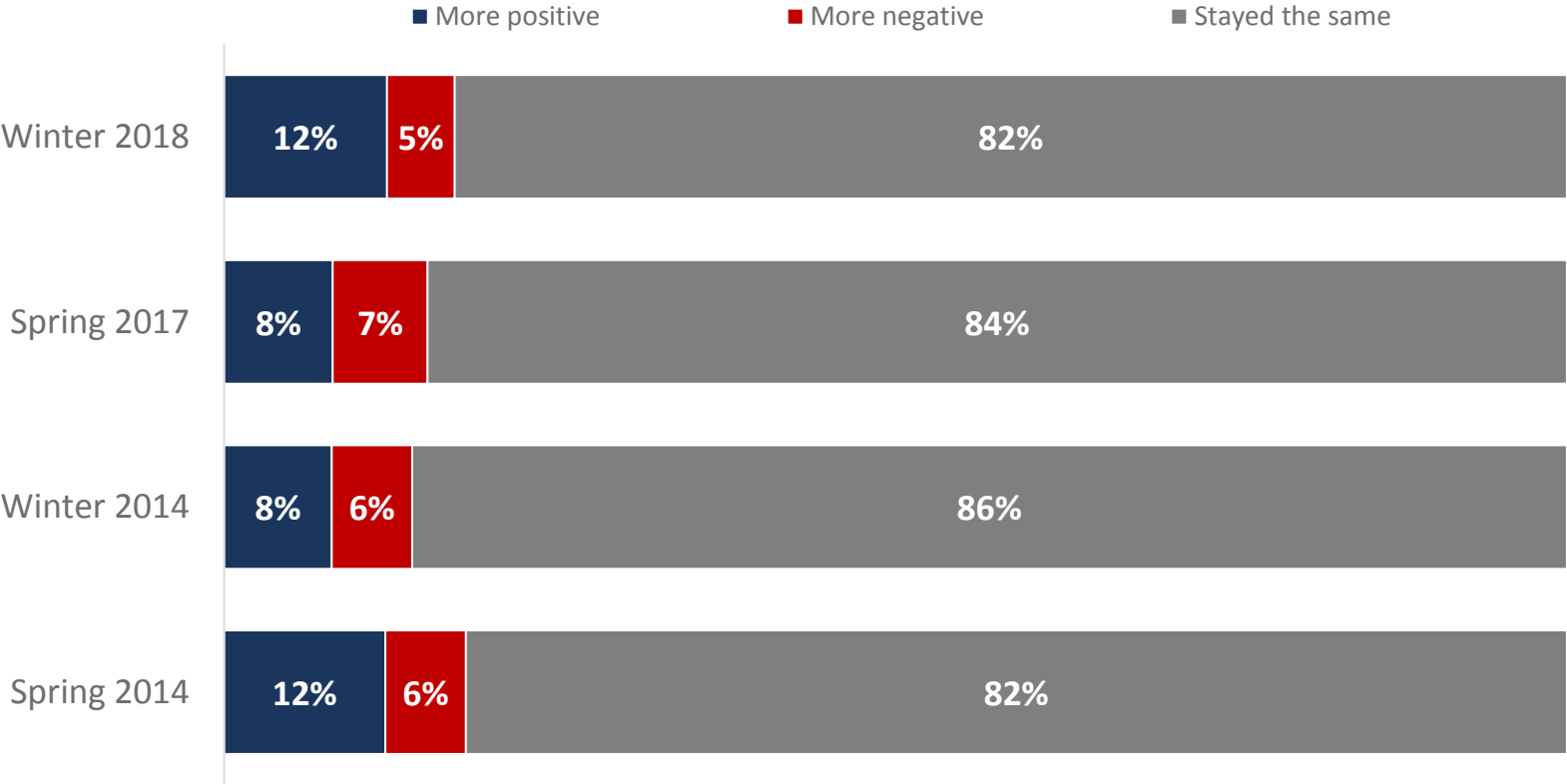
Q13. And, what is your overall impression of Bruce Power?

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

<3% not labelled

CHANGES IN IMPRESSIONS OVER THE PAST 12 MONTHS

Significantly more residents who are familiar with Bruce Power mention having a positive impression of the organization over the course of the past 12 months (12%, +4 points). The vast majority (82%) of residents indicate that their impression of the organization has not changed, while 5% of residents have a more negative impression.

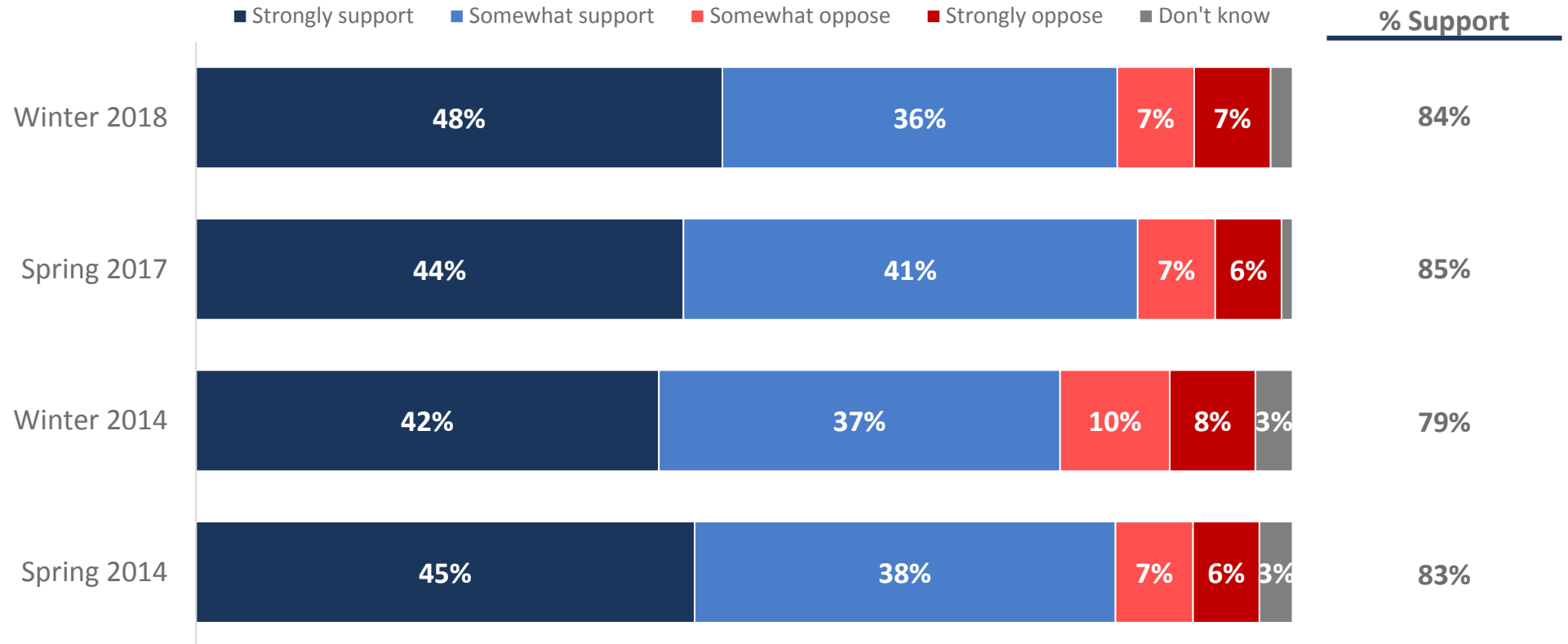


Q14a. In the past 12 months, has your overall impression of Bruce Power’s Nuclear Generation station changed? Would you say your impression has become more positive, more negative or has stayed the same? Base: Respondents who indicated they are at least familiar with Bruce Power Winter 2018 (n=816); Spring 2017 (n=477); Winter 2014 (n=476); Spring 2014 (n=477)

SUPPORT FOR REFURBISHMENT

SUPPORT TO REFURBISH NUCLEAR REACTORS IN BRUCE COUNTY

Support for the refurbishment remain strong as the vast majority of residents (84%) continue to support the refurbishment of the Bruce Power nuclear facility. Half of residents (48%) indicate that they 'strongly support' refurbishment, while one third (36%) 'somewhat support' refurbishment. 14% of residents oppose refurbishment. 14% of residents oppose refurbishment.

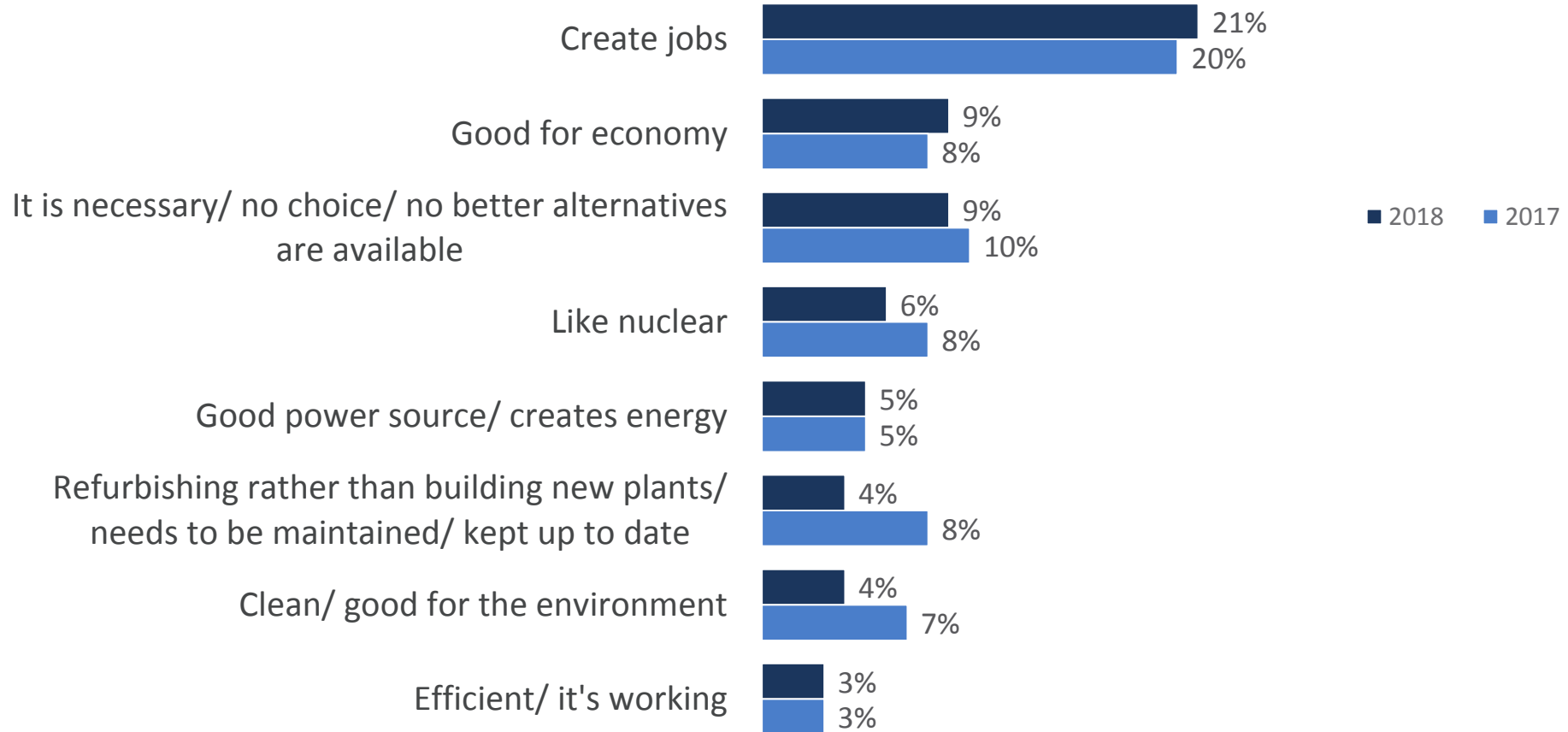


Q6A. Many large power-generating plants in Ontario will have to be replaced over the next 10 to 15 years because they are aging. In order to help meet future electricity demand, to what extent would you support or oppose Bruce Power's plans to refurbish nuclear reactors in Bruce? Base: All Respondents Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=500)

<3% not labelled

REASONS FOR SUPPORTING REFURBISHMENT

Residents continue to be most likely to support refurbishment because of job creation (21%). Other common reasons for supporting refurbishment are because it is good for the economy (9%) or because refurbishment is necessary (9%). Compared to 2017, residents are less likely to indicate support for refurbishment because it's better than building new plants (4%; -3 points) or because it's good for the environment (4%; -3 points).



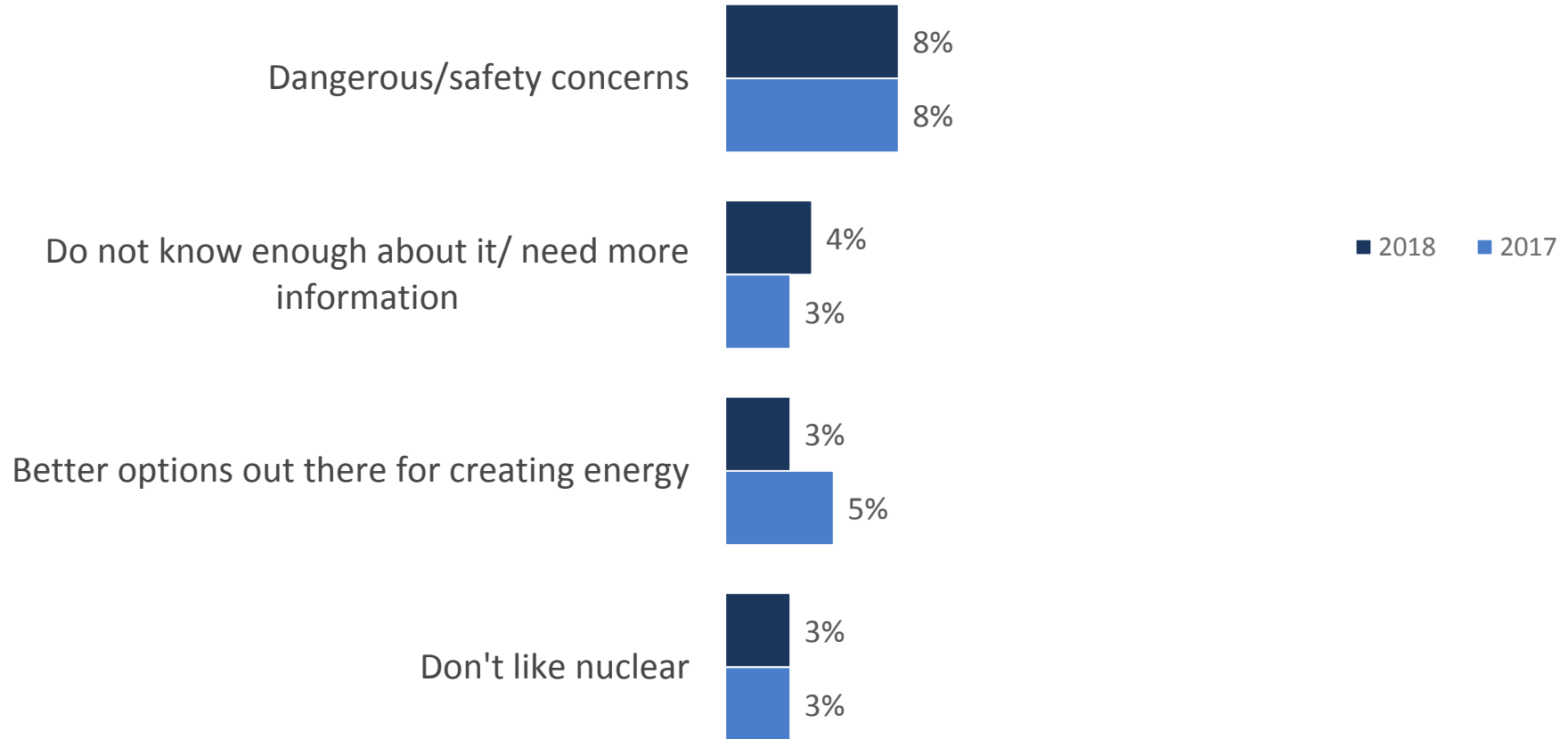
Q6B. Why do you say that?

Base: Support/oppose plans to refurbish nuclear reactors in Bruce Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=485)

Mentions <3% not labelled

REASONS FOR OPPOSING REFRUBISHMENT

Similar to last year, danger and safety concerns is the most commonly cited reason for opposing refurbishment (8%). Compared to last year, residents are less likely to mention that they oppose refurbishment because there are better energy alternatives are available (3%; -2 points).



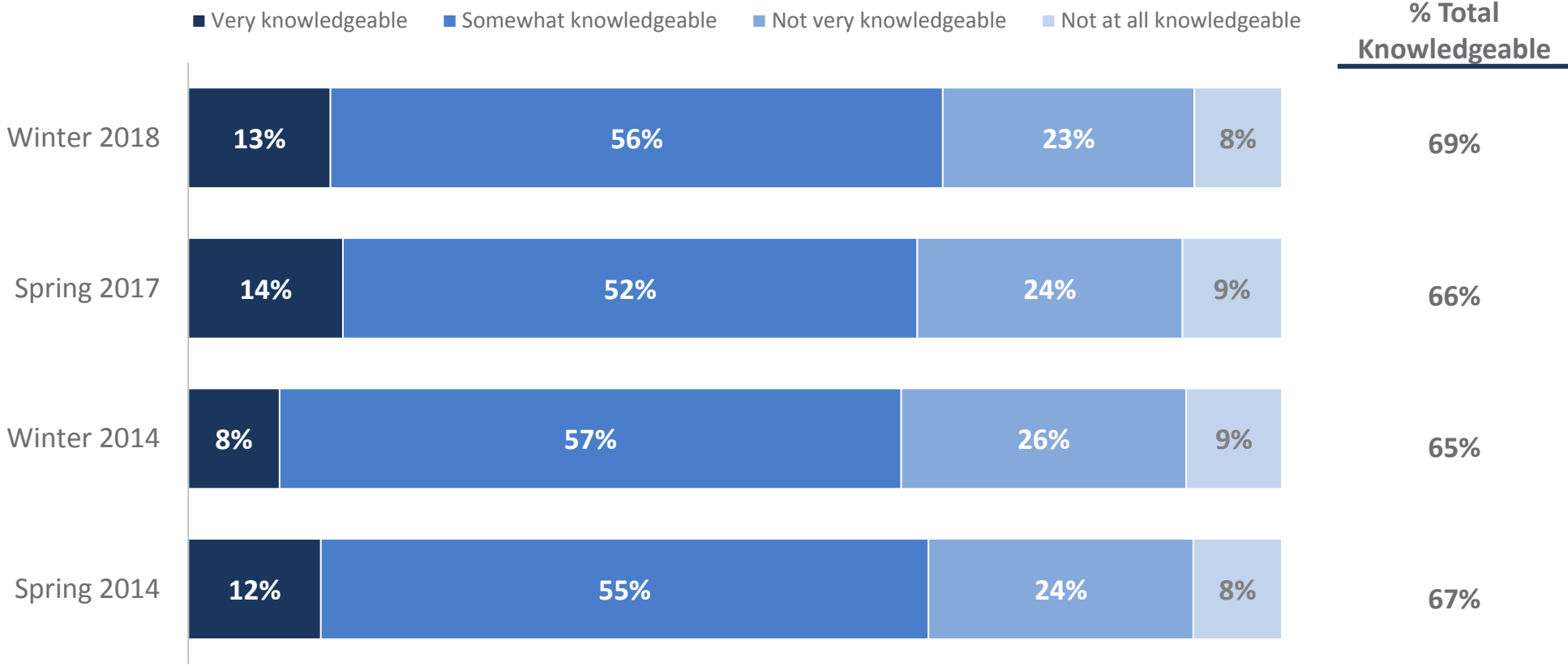
Q6B. Why do you say that?

Base: Support/oppose plans to refurbish nuclear reactors in Bruce Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=485)

Mentions <3% not labelled

KNOWLEDGE ABOUT NUCLEAR ENERGY AND TECHNOLOGY

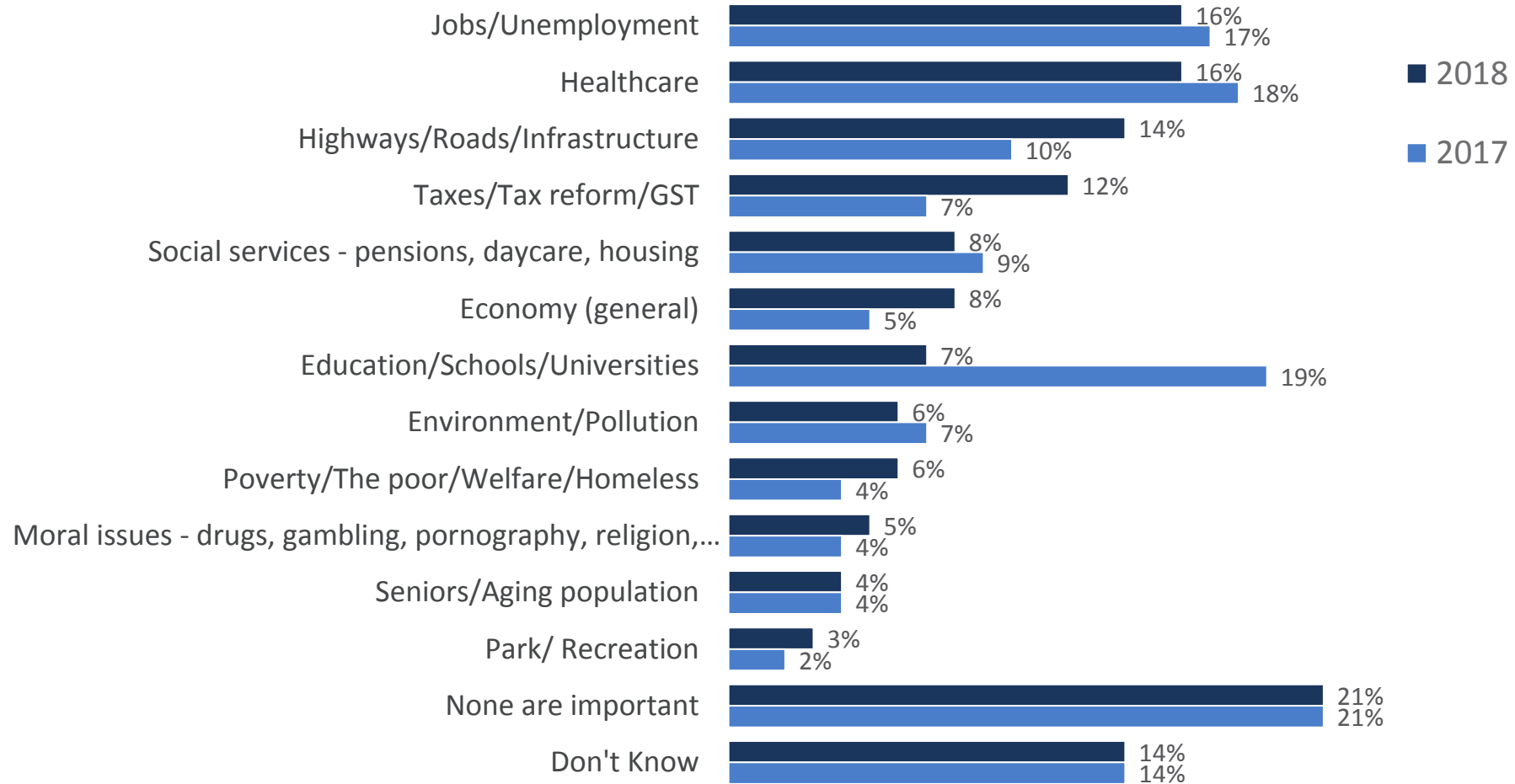
At seven in ten (69%), knowledge of nuclear energy remains unchanged compared to 2017 among residents. Of those that are 'knowledgeable', most (56%) feel that they are 'somewhat knowledgeable' while about one in ten (13%) claim to be 'very knowledgeable'.



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 Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=500)

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, healthcare and jobs (at 16% apiece) top the list, followed closely by infrastructure (14%). Compared to 2017, residents are more likely to mention infrastructure (+4 points), taxes (12%; +5), and the economy (8%; +3), but residents are less likely to mention education (7%; -12).

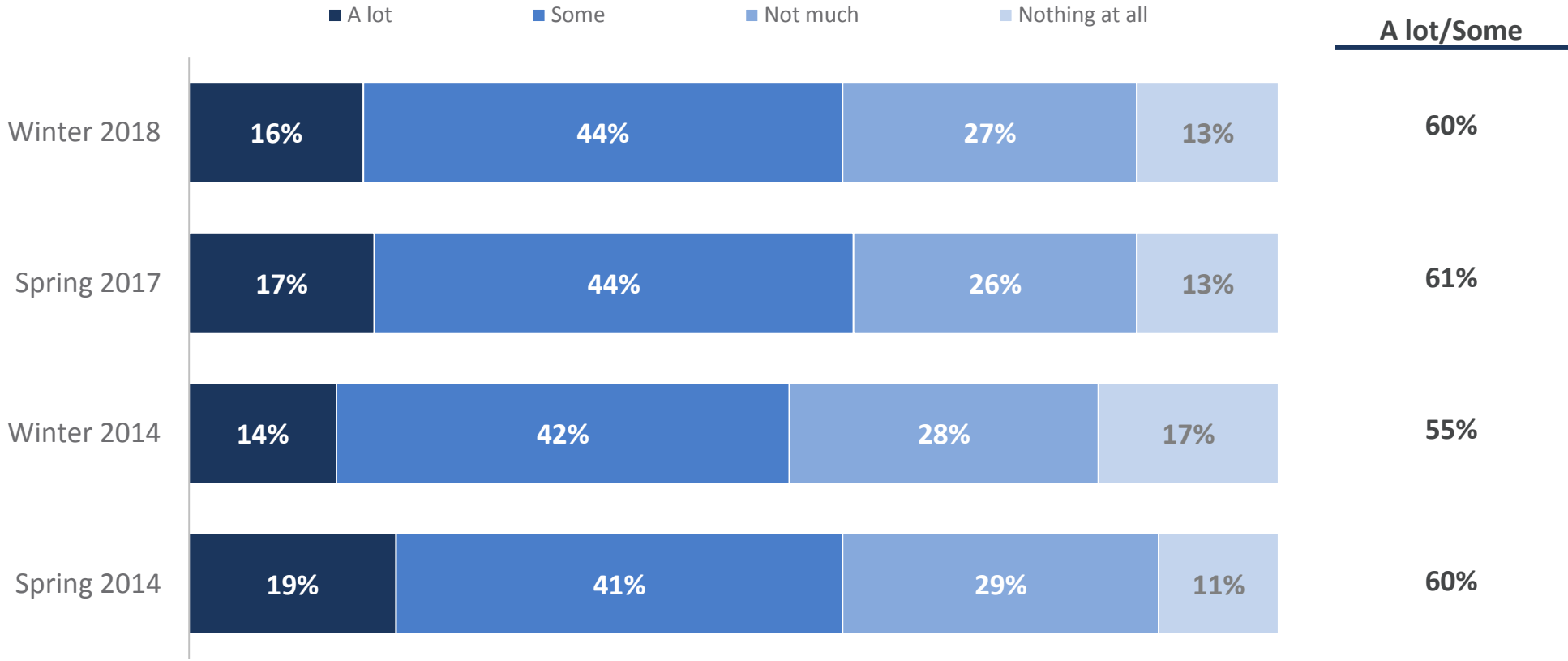


Q1. Thinking of the issues presently facing your community, which one do you feel should receive the greatest attention from community leaders?
 Base: All Respondents Winter 2018 (n=850); Spring 2017 (n=500); Winter 2014 (n=500); Spring 2014 (n=500)

COMMUNICATIONS

RECALL OF BRUCE POWER

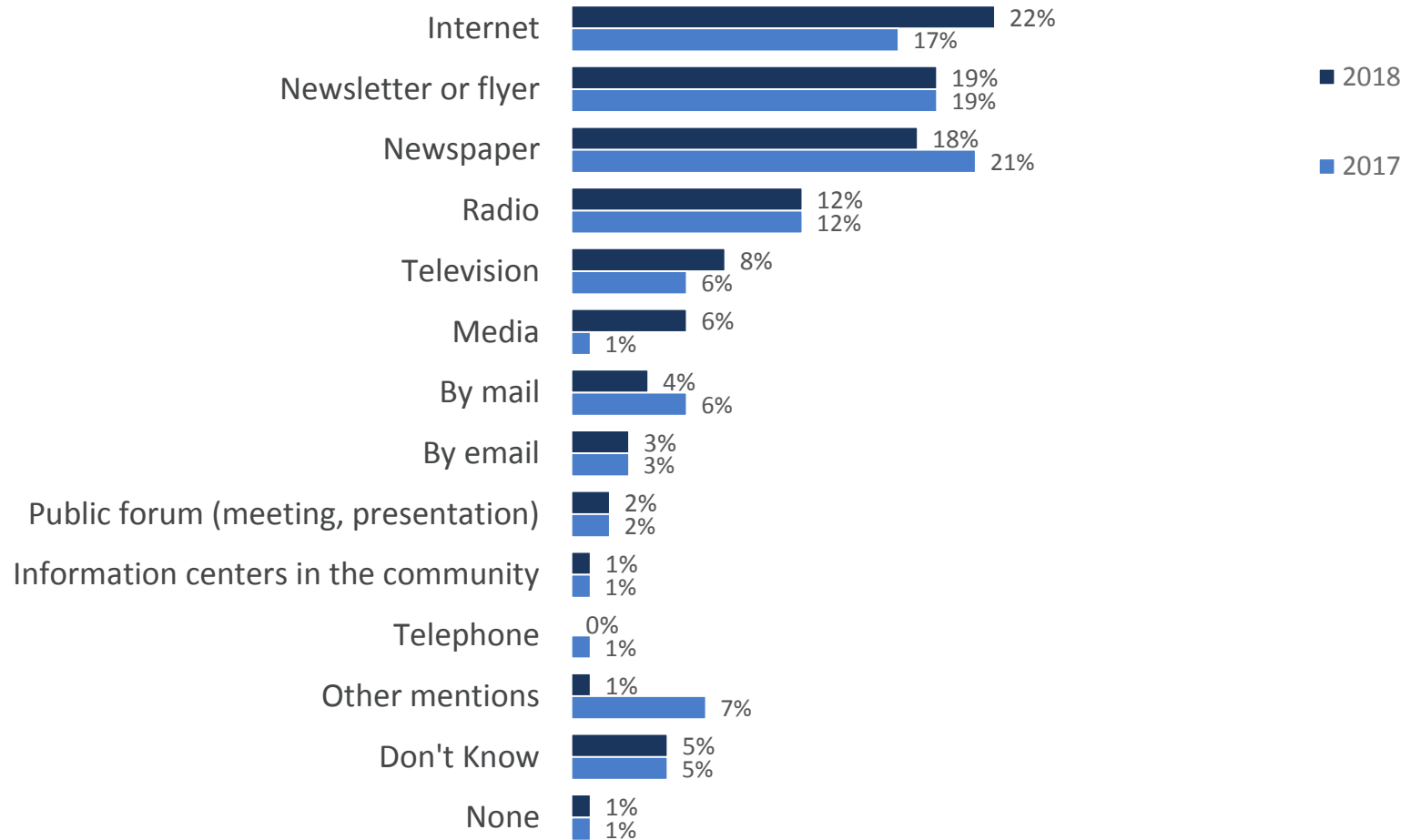
Six in ten (60%) residents have read, seen, or heard at least something about Bruce Power recently, consistent with what was observed last year.



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

COMMUNICATING WITH RESIDENTS

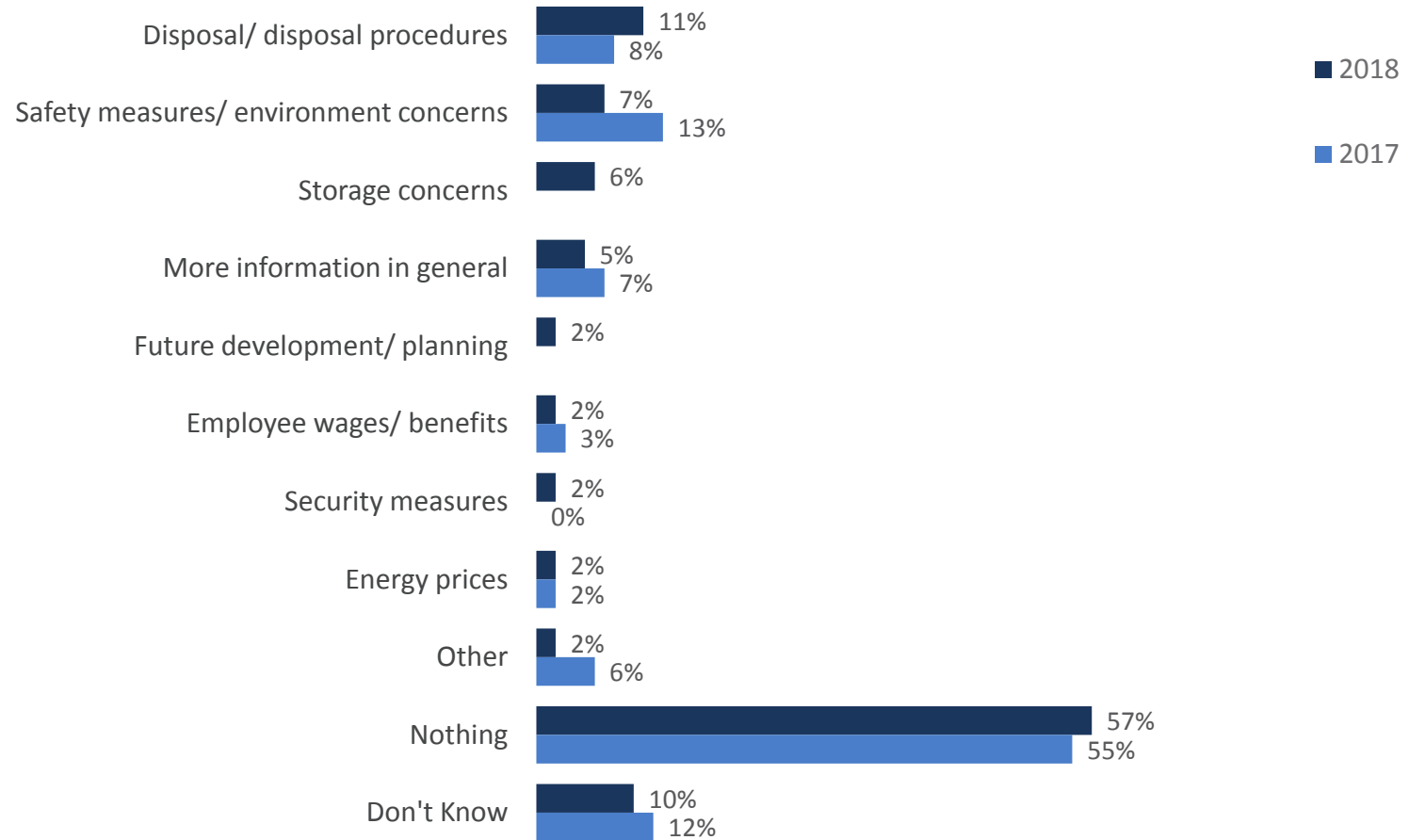
Residents increasingly mention the Internet (22%) as their preferred source for communications about Bruce Power (an increase of 5 points since 2017). Other preferred sources of information include newsletters or flyers (19%), newspapers (18%), or the radio (12%).



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 Winter 2018 (n=850); Spring 2017 (n=500)

COMMUNICATING ABOUT BRUCE POWER'S OPERATIONS

Two thirds (67%) of residents do not mention any concerns that they have regarding Bruce Power's operations that they want more information about. Among those residents that do, the highest proportion (11%) cite disposal procedures, followed by safety measures (7%), storage concerns (6%), or needing more information in general (5%). More residents mention storage concerns (+6 points), future development (2%; +2), and security measures (2%; +2), while fewer residents mention safety measures (7%; -6) or some other concern (2%; -4) compared to 2017.



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 Winter 2018 (n=850); Spring 2017 (n=500)

KEY FINDINGS

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In summary, the vast majority of residents in Bruce, Huron, and Grey counties agree that they have confidence that the Bruce Nuclear Facility operates safely (93%), that Bruce Power is a good community citizen (90%), and that they confidence in the security measures at the Bruce Nuclear Facility (87%).

Among those residents who are familiar Bruce Power, more than eight in ten (84%) have a positive impression of the organization.

Over the last year, impressions of the organization have improved as one in ten (12%) residents mention that their impression of Bruce Power has improved in 2018 (compared to 8% in 2017). Most residents (82%) mention that their impression of the organization has not changed, while 5% mention that their impression has worsened.

More than eight in ten (84%) support the refurbishment of reactors at the Bruce Nuclear Facility, including 48% of residents who 'strongly support' and 36% who 'somewhat support' refurbishment.

Six in ten (60%) residents can recall reading, seeing, or hearing information about Bruce Power recently. Looking forward, residents prefer to receive information about the Bruce Nuclear Facility through various sources, including: the Internet (22%), a newsletter or flyer (19%), or the newspaper (18%).

Bruce, Huron, & Grey Counties Public Opinion Research

WINTER 2018

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To: Canadian Nuclear Safety Commission

Date: April 13, 2018

From: Martin Hrobsky, Vice President, Ipsos Public Affairs

Subject: Bruce Power 10 Year License Renewal

Submission Cover Letter

Ipsos & Bruce Power

Since 2009 Ipsos has worked with Bruce Power in conducting both qualitative and quantitative research among residents in the local communities surrounding the Bruce Power facility. Since 2013 specifically, Ipsos has conducted a telephone survey of residents in Bruce, Grey, and Huron counties. This annual survey provides for a statistically robust and representative measure of residents' knowledge, attitudes, and opinions of Bruce Power. Over the years the surveys have investigated a number of important topics, including: the most important issues in the community, support for various types of electricity generation sources, support for the refurbishment of the Bruce Nuclear facility, familiarity and impressions of Bruce Power as an organization, and rating how Bruce Power communicates with local residents. This annual quantitative survey is in our opinion an ideal approach for evaluating and consulting with the public about Bruce Power's operations as it provides a scientific and statistically robust method for measuring understanding and measuring changes in public opinion on an annual basis.

The most recent survey was conducted from January 31st to February 12th, 2018 among a sample of n=850 adult (18+) residents from Bruce, Grey, and Huron counties. This large and statistically robust sample of interviews included a mix of cell phone and landline respondents to ensure representativeness. In addition, interviewing quotas and weighting was employed by Ipsos 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 interviews is +/- 3.4%, nineteen times out of twenty.

The results of the most recent survey show that residents in Bruce, Grey, and Huron counties have consistently positive impressions of Bruce Power, which is a testament to the positive relationship that the organization has with residents in the local communities surrounding the Bruce facility.

In the survey 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%). These impressions of Bruce Power have remained consistently positive since 2014.

Familiarity with Bruce Power has also continued to remain 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.

Finally, a clear majority of Bruce, Grey, and Huron country 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%).

The success of Bruce Power's community engagement effort is reflected in the consistently high levels of support provided to the organization on many levels by residents in Bruce, Huron, and Grey counties.

About Ipsos and Ipsos Public Affairs

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Ipsos Public Affairs is the Ipsos division that works on all Government projects (including all levels, all ministries, and all crown research assignments). We have been a top 3 supplier to the Government of Canada for the last 15 years and a main supplier to Canada's largest provincial governments (we have been a Vendor of Record to the Ontario government since 2005) as well as doing work with more municipalities than any other firm in Canada. Ipsos Public Affairs focuses on research that understands the perceptions of citizens, public service users and other stakeholders, including members, constituents, employees, donors, health professionals, and voters.