



Canadian Nuclear Association
Association nucléaire canadienne



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Tracking Research Summary of Highlights

Chris Martyn, Senior Vice President/Managing Director, Ipsos Public Affairs
Jennifer McLeod, Senior Research Manager, Ipsos Public Affairs

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Purpose & Methodology



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- The research program tracks overall support for and attitudes toward nuclear energy in Canada since the February 2005 benchmark.
- The survey was conducted by telephone February 6-18, 2007.
- The total sample is 2,123, resulting in a margin of error of +/-2.1%. Oversampling was conducted in Alberta and New Brunswick. The regional sub-samples and associated margins of error are:

	N	+/-%, 95% of the time
National	2,123	2.1
BC	278	5.9
AB	236	6.4
SK/MB	134	8.5
ON	771	3.5
QC	474	4.5
ATL	230	6.5
(NB)	(120)	9.0





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Key Themes



Key Themes

- **Confidence in energy supply is approaching historical lows and conservation efforts are not perceived as the primary answer. Confidence is lowest in Ontario, and dropping fast in most provinces, particularly BC and Alberta.**
- **Support for nuclear is up nationally, strongest in Ontario and picking up the most steam in BC and Alberta.**
- **Canadians do not have favourable impressions of the current environmental landscape or where it's going; concern for climate change is high.**





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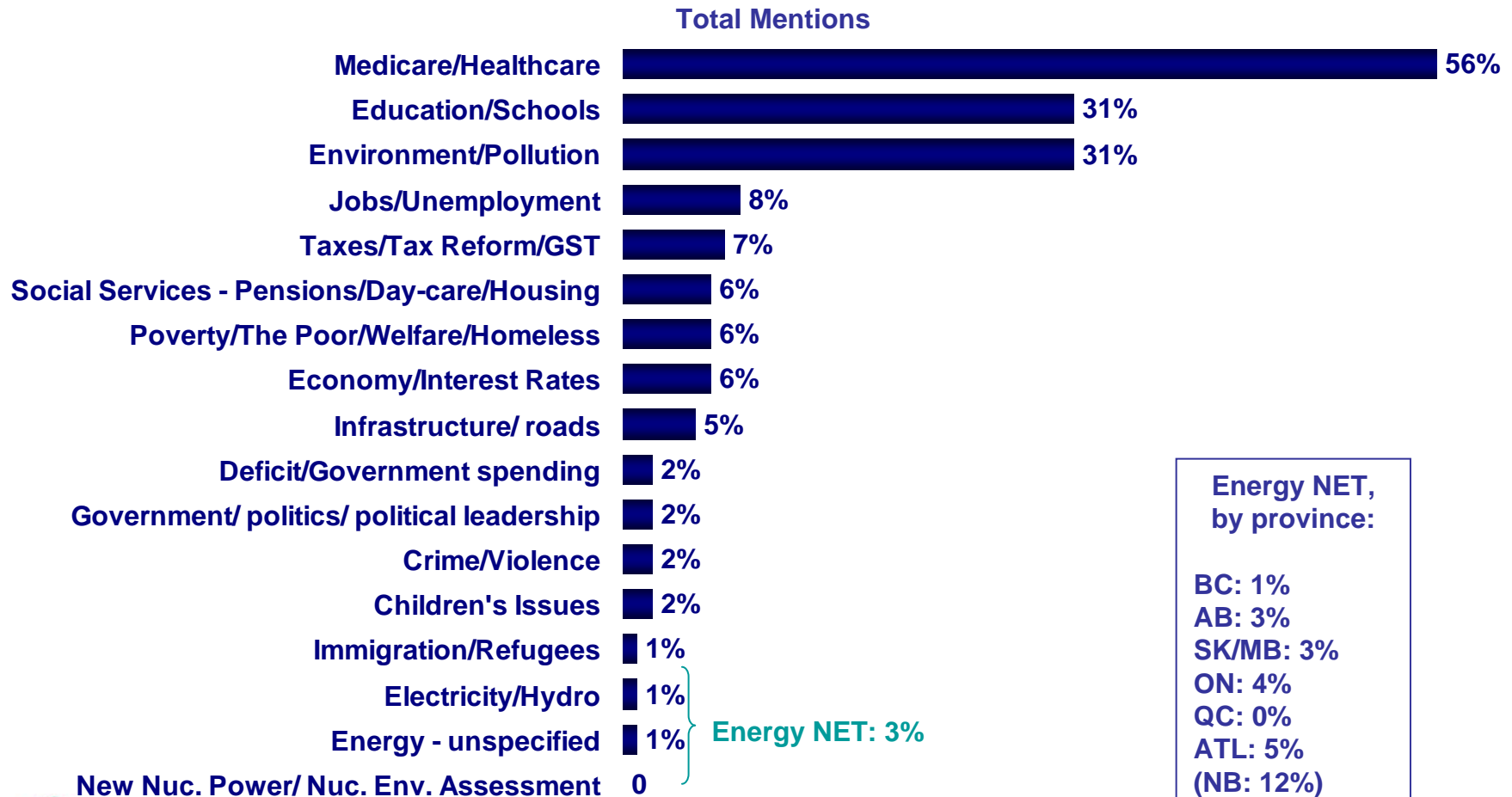


Energy As An Issue



Energy As A Provincial Issue

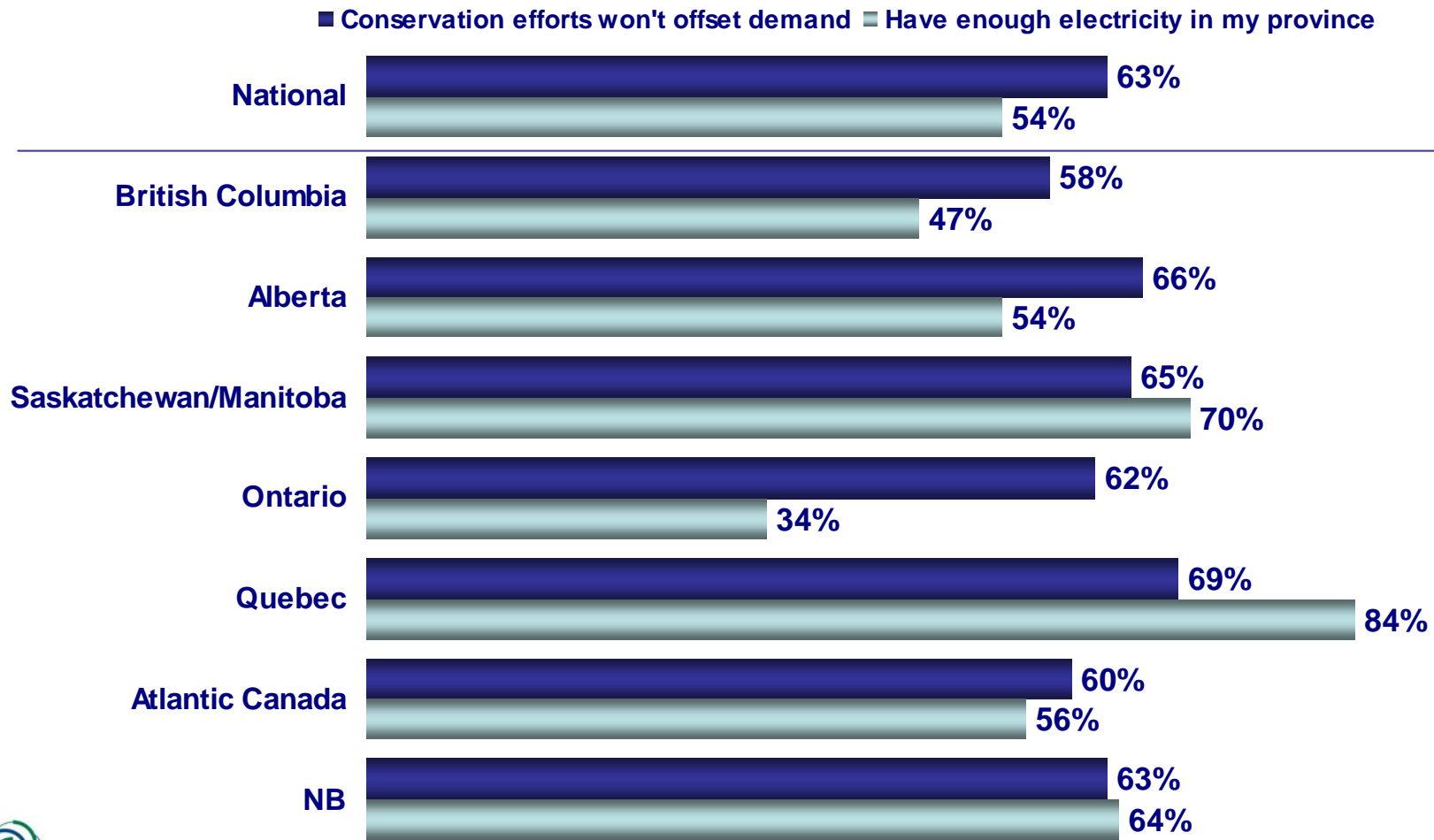
Energy is not on the top-of-mind provincial radar of Canadians – only 3% of Canadians identify it as a top-of-mind provincial issue.





Conservation and Supply

Half of Canadians fear that there is not enough energy in their province and most do not think conservation efforts will be enough to ensure supply. Supply concerns are most acute in Ontario.

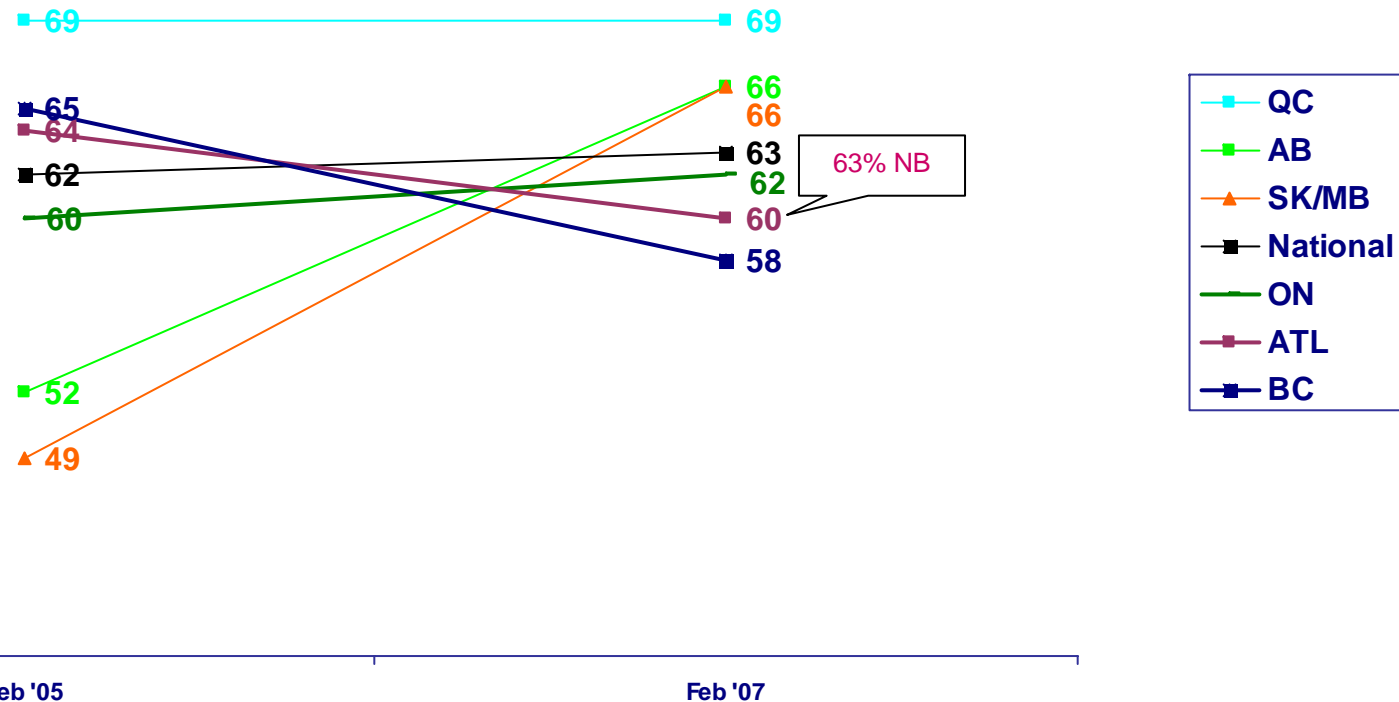




Conservation Tracking

Concerns that conservation efforts won't be enough have increased over the last two years in Alberta and Saskatchewan/ Manitoba, decreased somewhat in BC and generally stable elsewhere.

Conservation won't offset demand

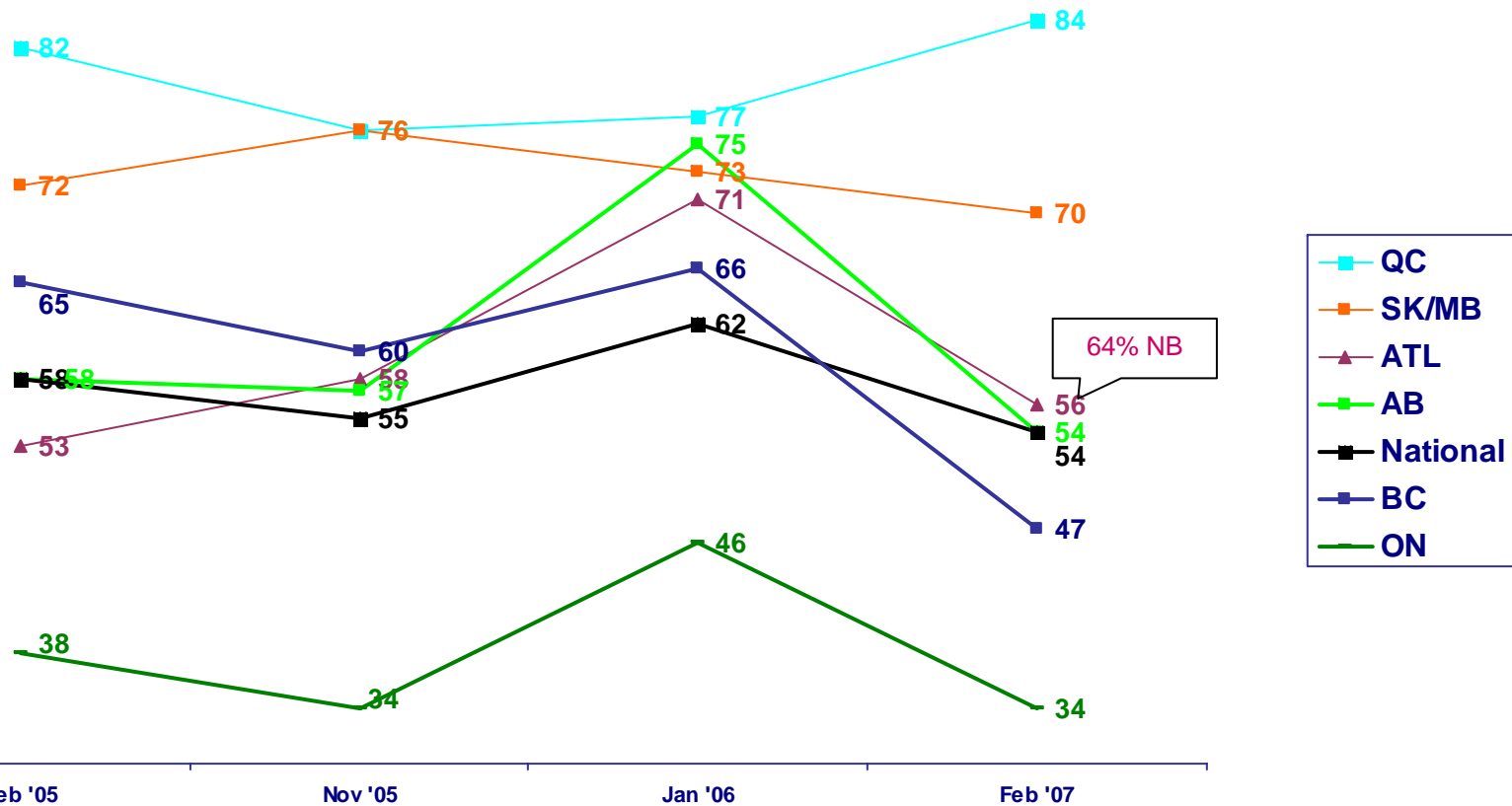




Supply Tracking

Confidence in supply increased in January 06 in most provinces, but with the exception of Quebec has now dropped to historically low levels; BC shows the most dramatic decline.

Have enough electricity in my province





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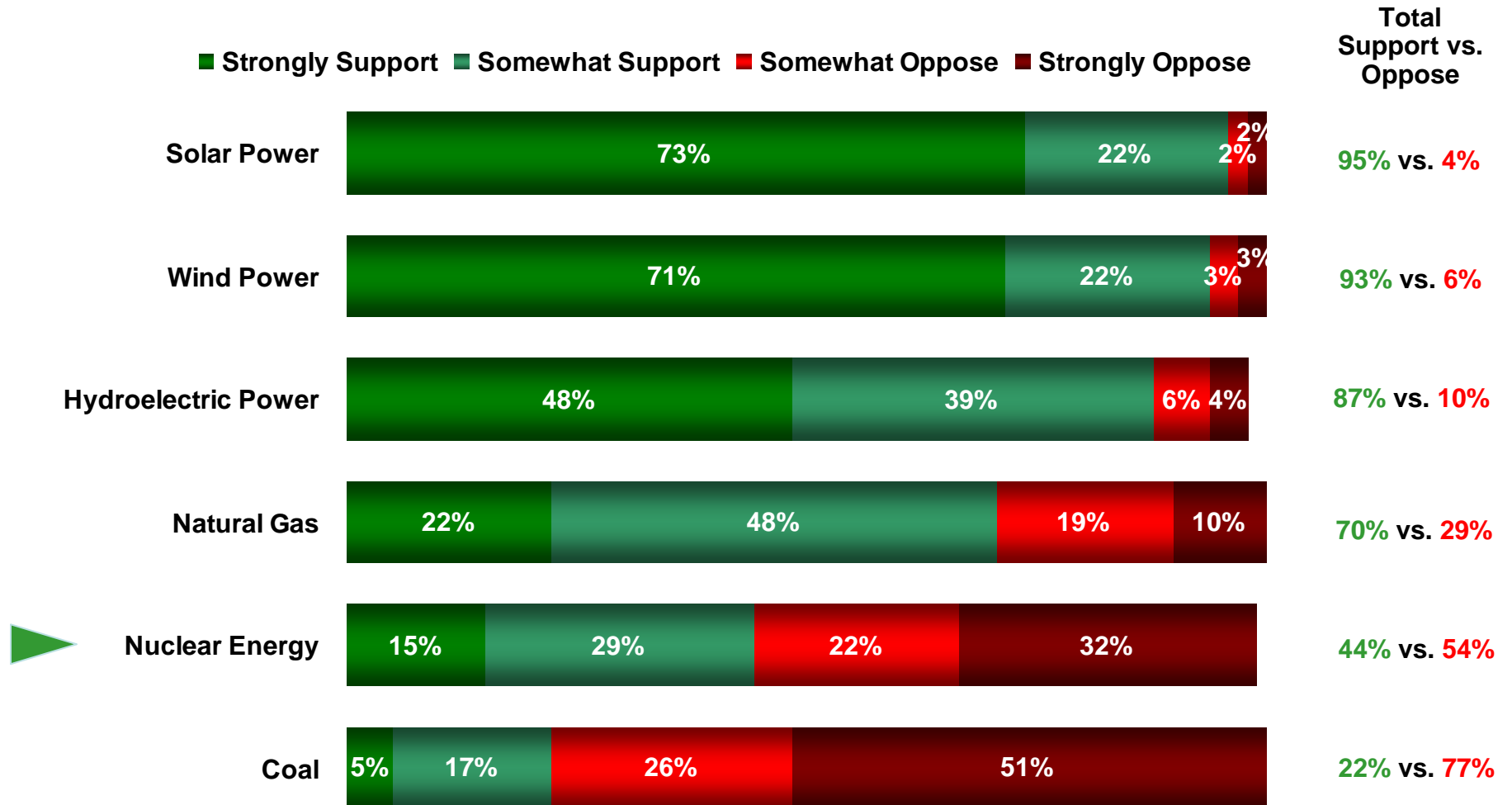


Nuclear Support Tracking



National Support for Nuclear vs. Other Energy Sources

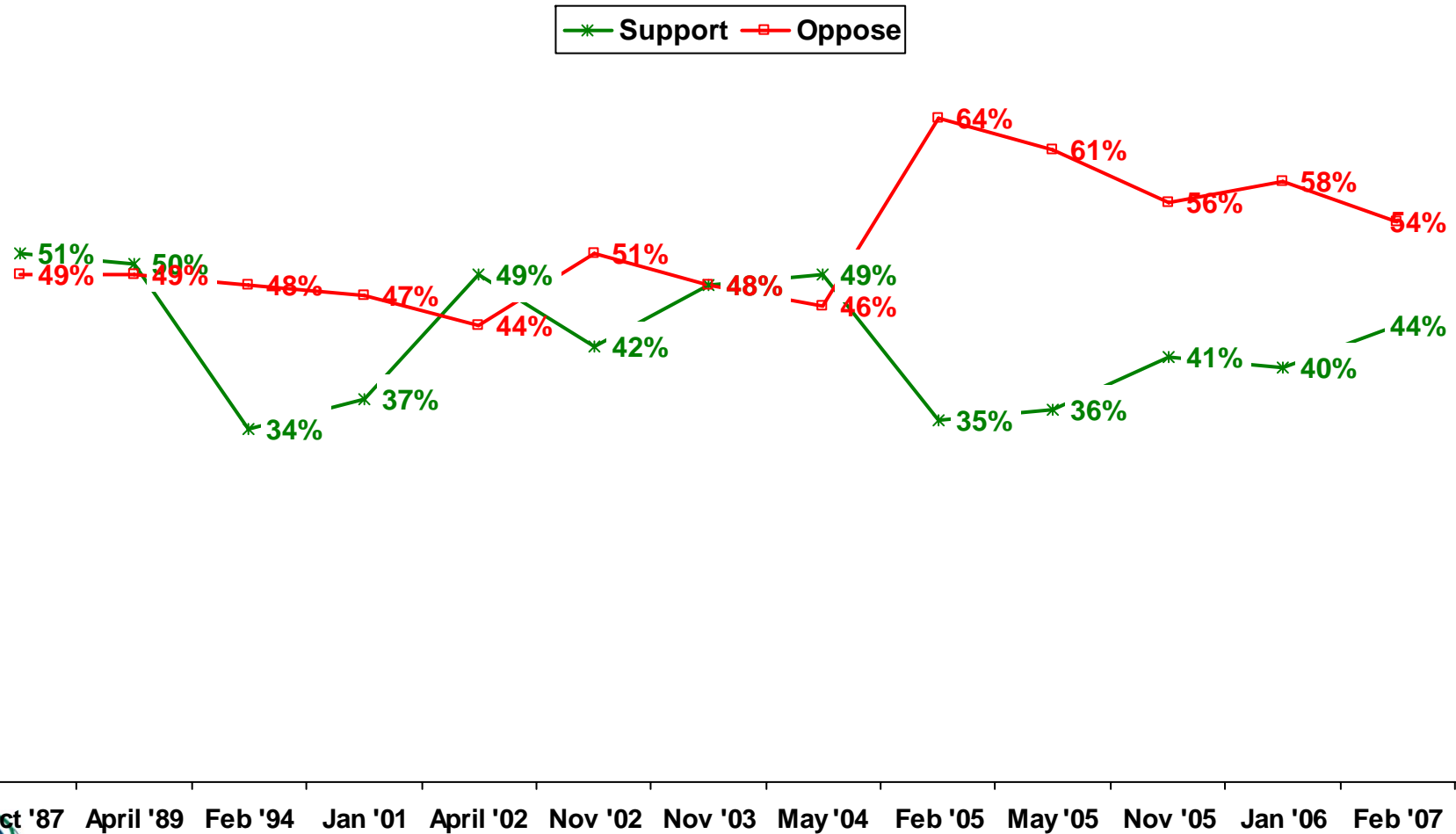
Four-in-ten Canadians currently support nuclear energy, ranking it fifth of the six sources.





National Support for Nuclear Tracking

Support for nuclear power is up nominally in the last year (+4 points), and more significantly in the last two years (+9 points).



Oct '87

April '89

Feb '94

Jan '01

April '02

Nov '02

Nov '03

May '04

Feb '05

May '05

Nov '05

Jan '06

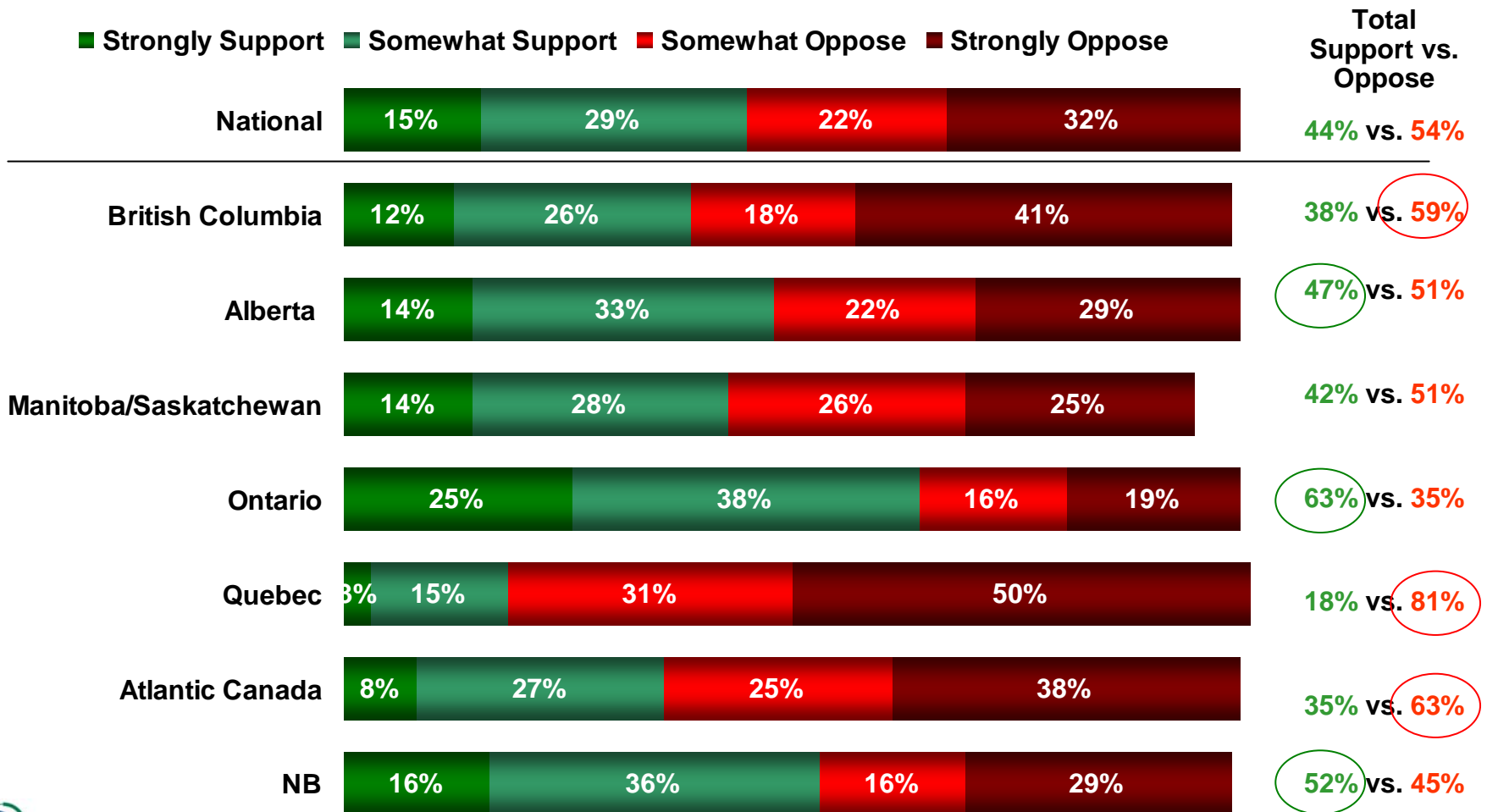
Feb '07





Regional Support for Nuclear

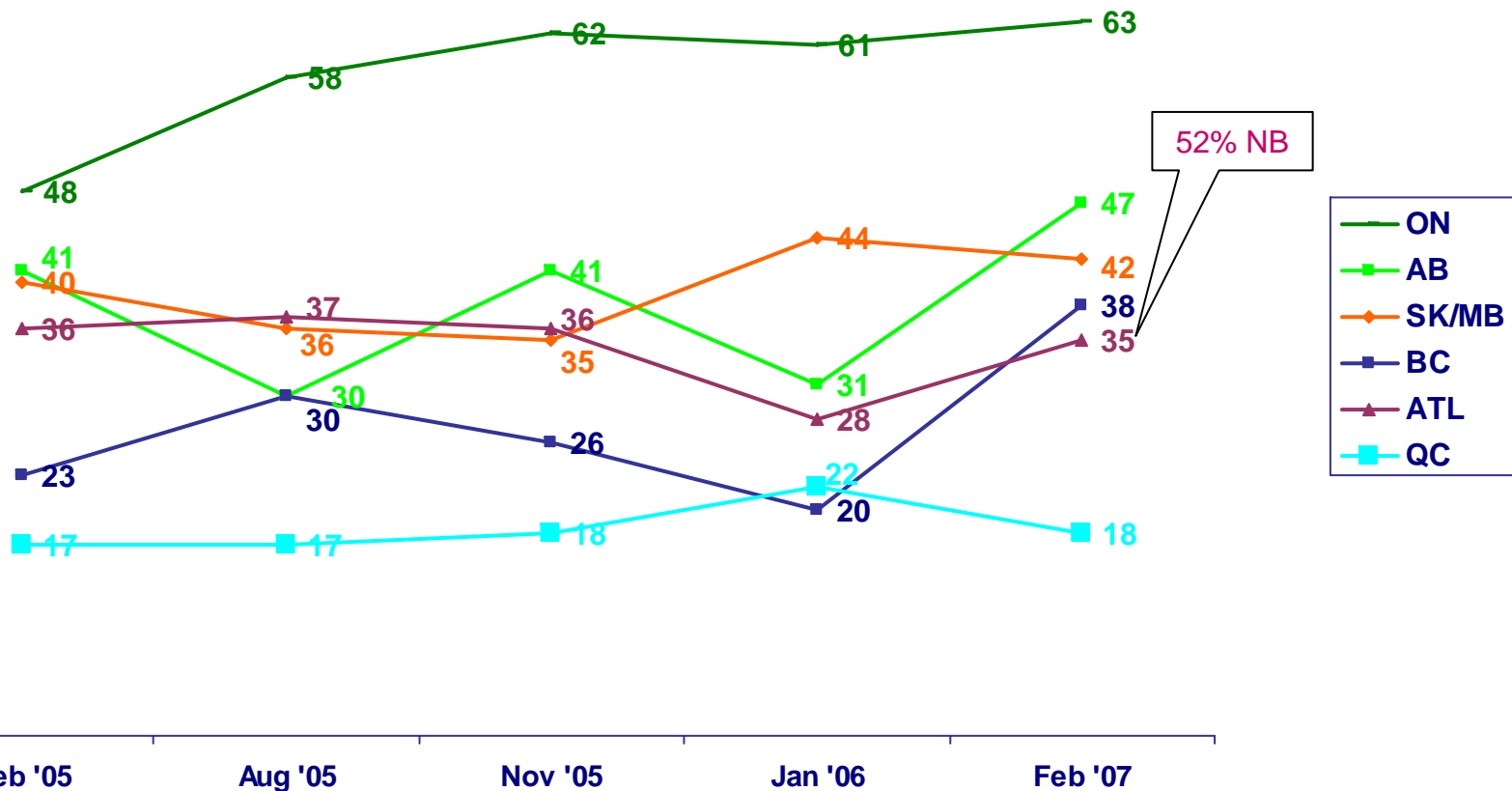
Support for nuclear higher in Ontario, New Brunswick and Alberta, lower in BC, Atlantic (non-NB) and Quebec.





Regional Support for Nuclear Tracking

Support for nuclear is up in all regions over the last year with the exception of Saskatchewan/Manitoba and Quebec. Support in BC and Alberta has spiked upward.

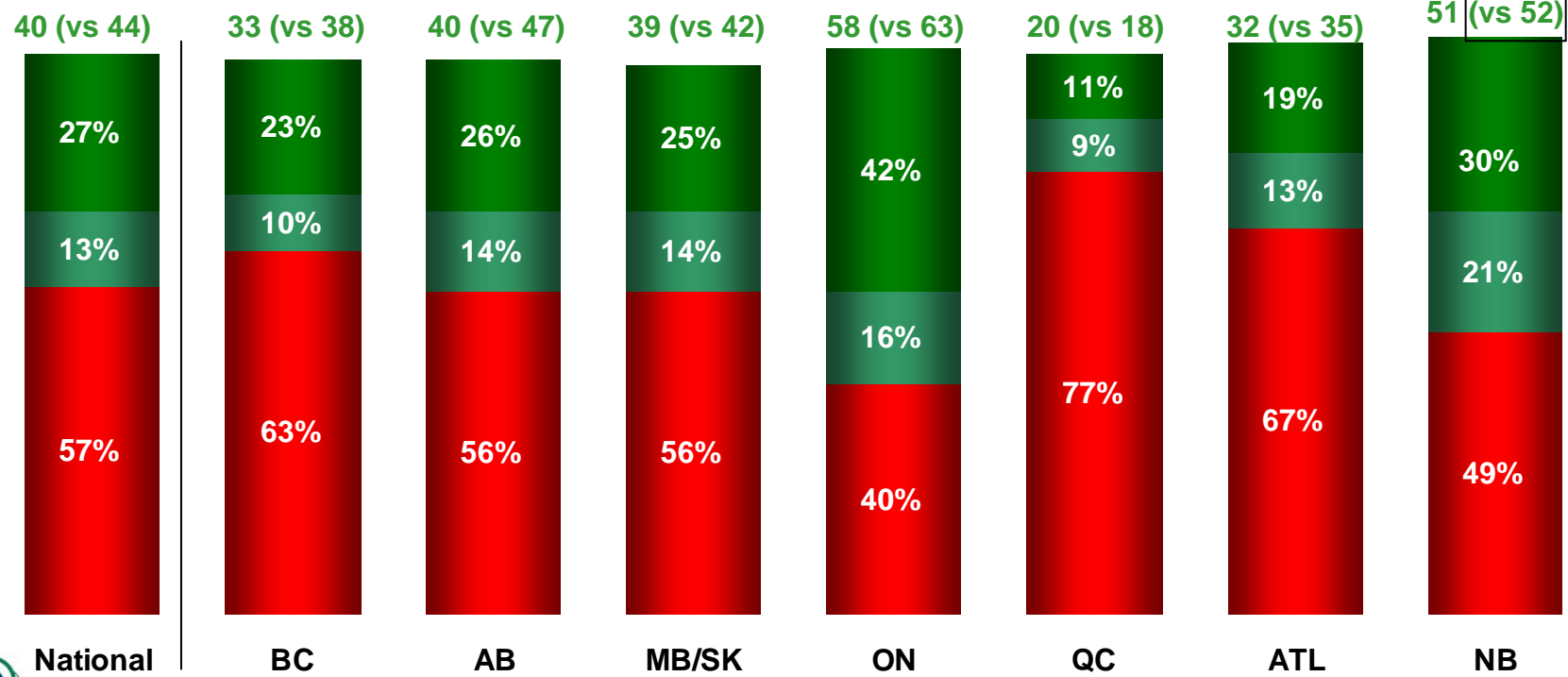




Overall Support for Nuclear Based on Location of Facilities

Support for nuclear drops somewhat when “location” is broached. Plants “in province” is highest in Ontario and NB, lowest in Quebec. However, between 10-20% who support nuclear overall have a NIMBY perspective.

- I support nuclear-produced electricity no matter where the plant is situated
- I support nuclear-produced electricity, but only if the plant is not located in my province
- I oppose nuclear-produced electricity no matter where the plant is situated



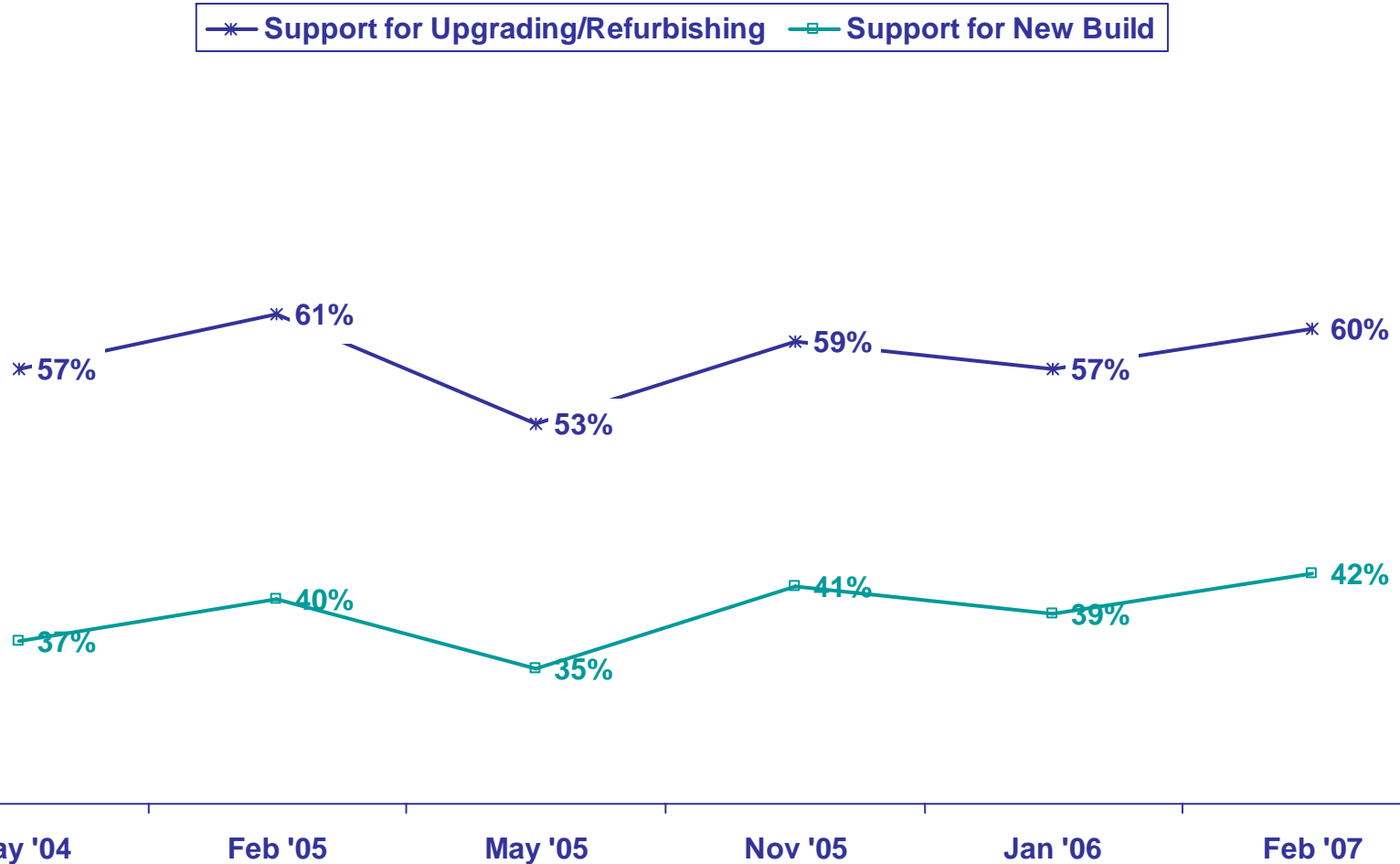
% said support overall





National Support for Refurbishing & New Build Tracking

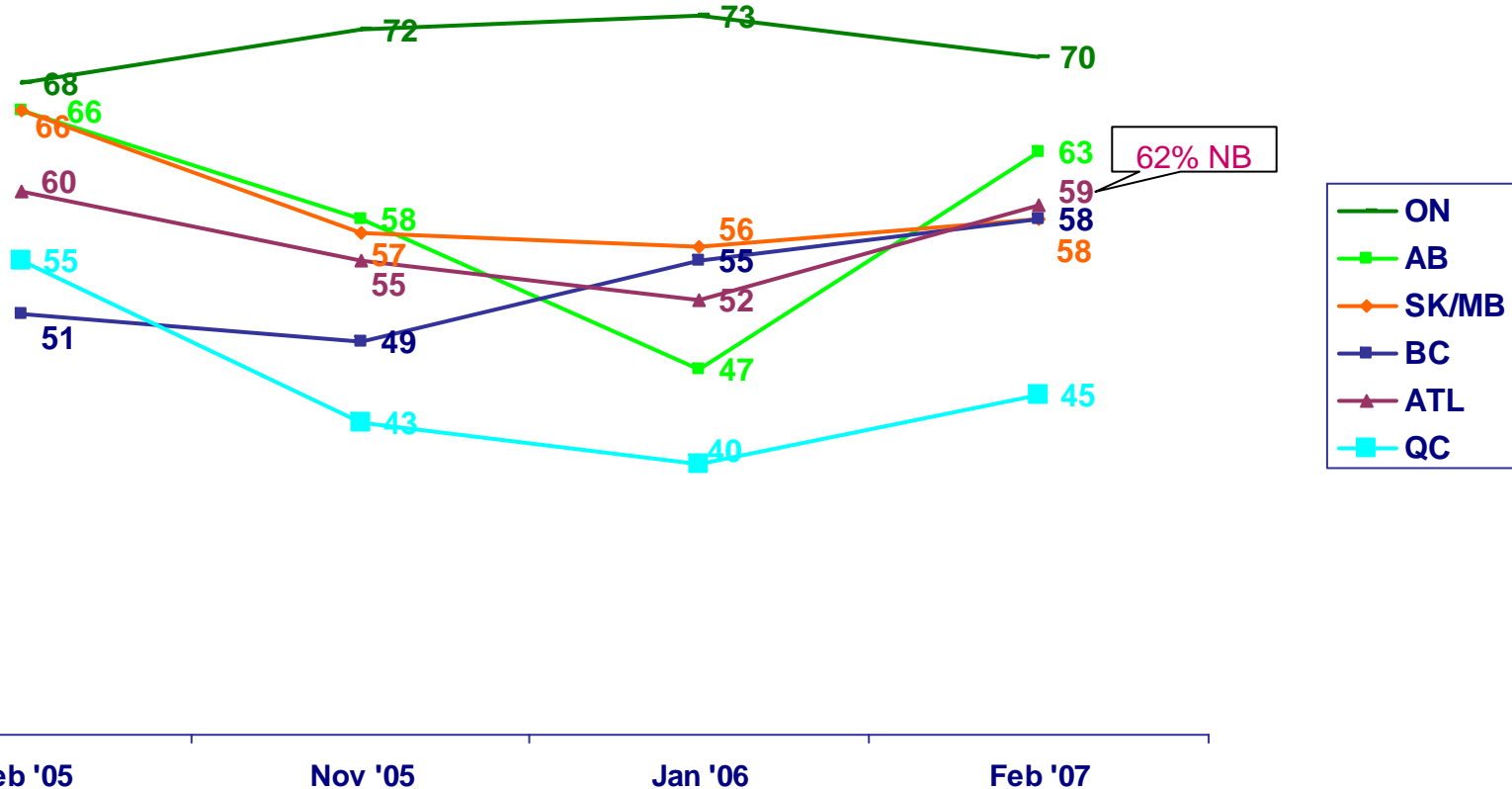
Upgrading and refurbishing is preferred to building new; support for both up somewhat from a year ago.





Support for Refurbishing by Region, Tracking

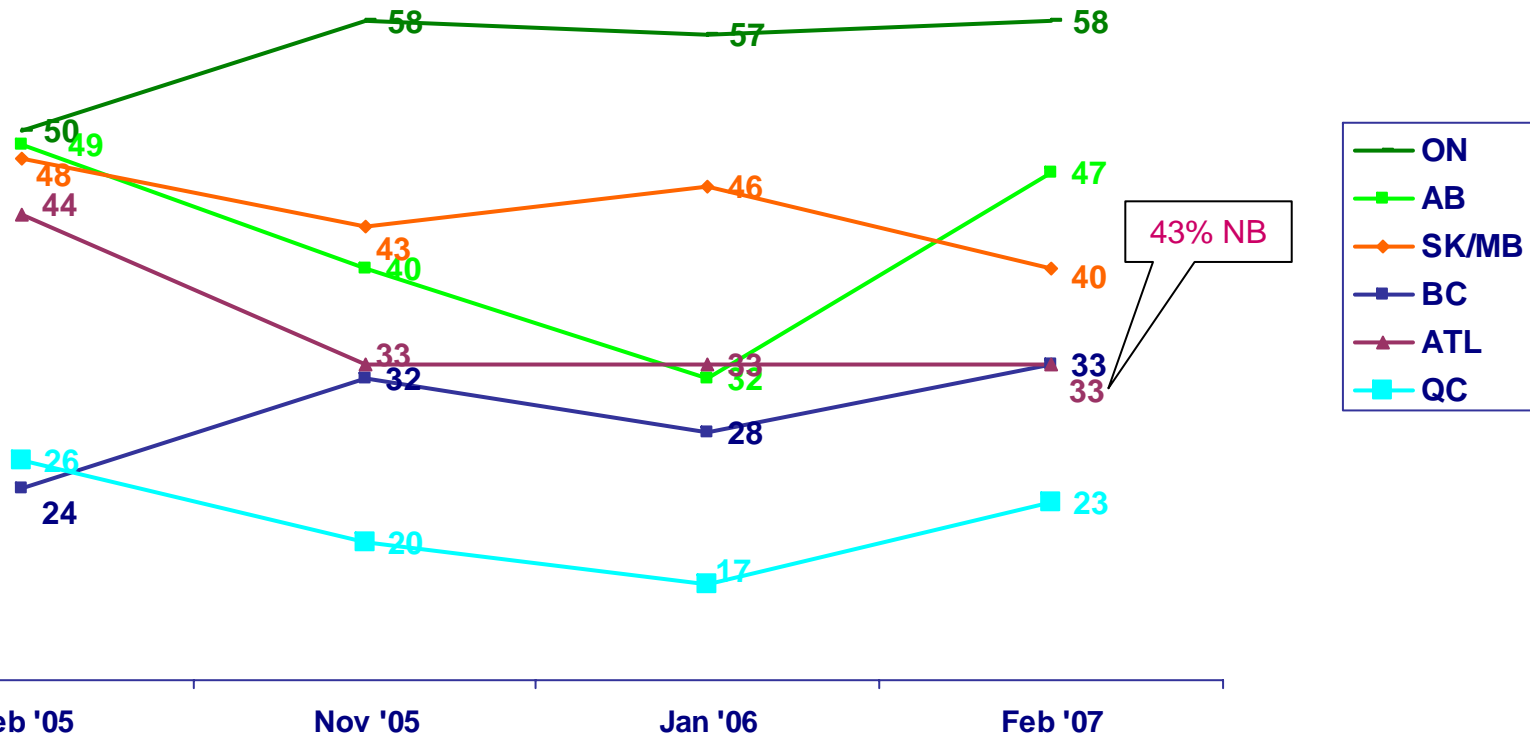
Support for refurbishing is stable/up somewhat in almost all regions over the last year, but has spiked in Alberta.





Support for New Builds by Region, Tracking

Support for new build has also been fairly steady/up a bit over the last year, except once again in Alberta where it has jumped.



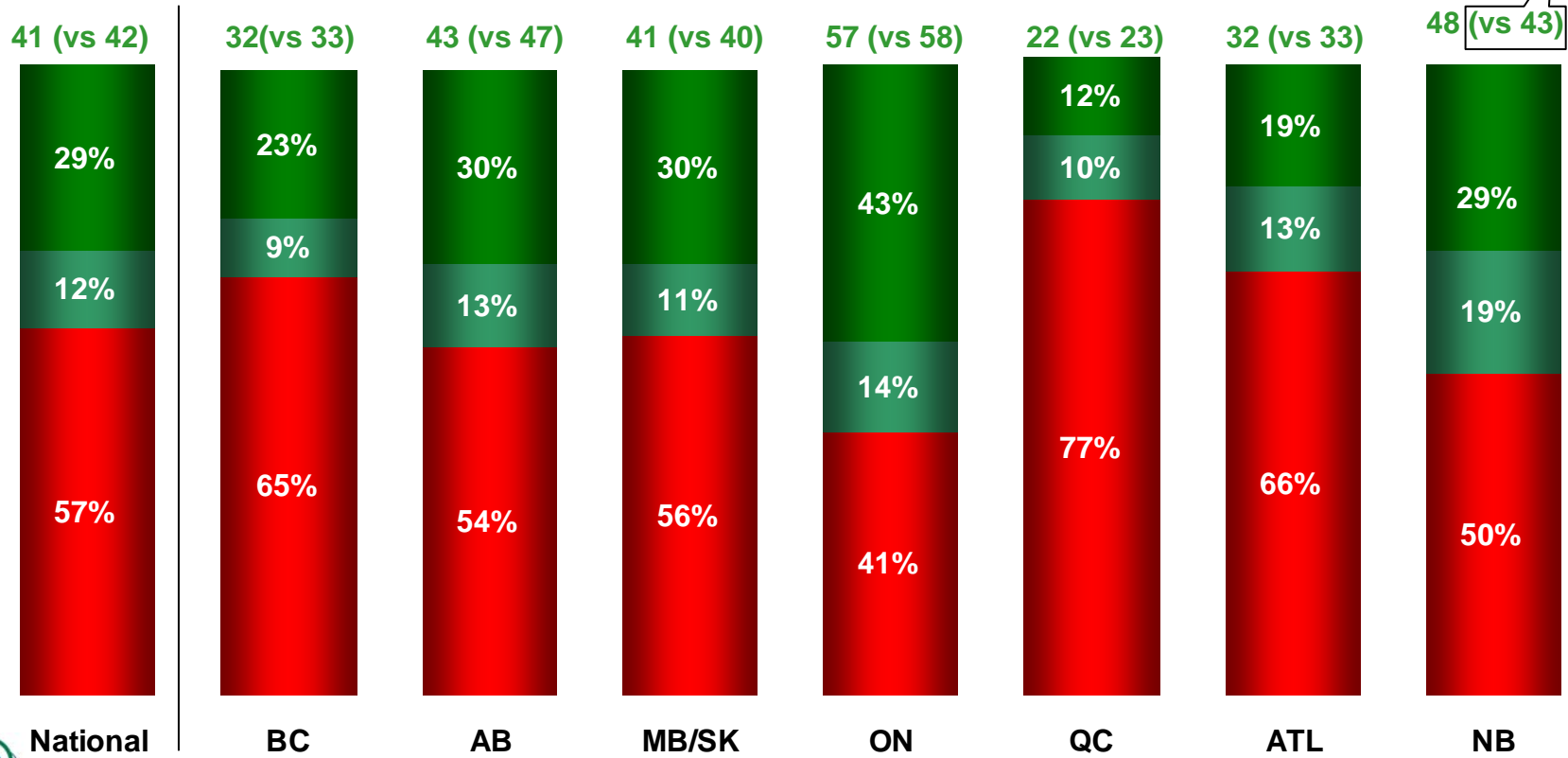


Support for New Builds Based on Location of the Plant

Support for new builds is remarkably stable when “location” is broached. Again, however, between 10-20% who support new builds overall have a NIMBY perspective.

- I support building new nuclear power plants no matter where the plant would be built
- I support building new nuclear power plants, but only if the plant would not be built in my province
- I oppose building new nuclear power plants no matter where the plant would be built

% said support new overall





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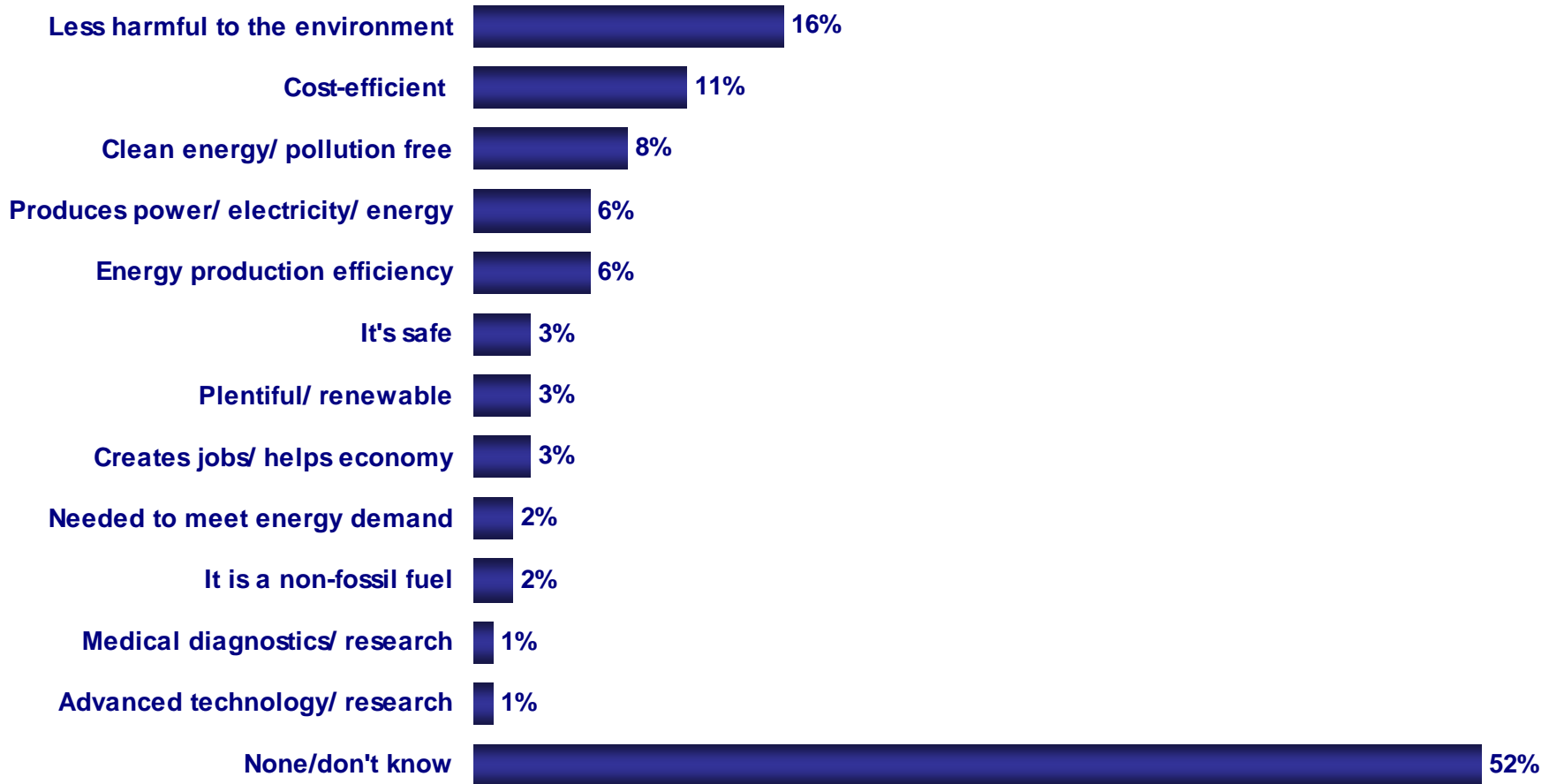


Attitudes Toward Nuclear



Top-of-Mind Benefits of Nuclear Power

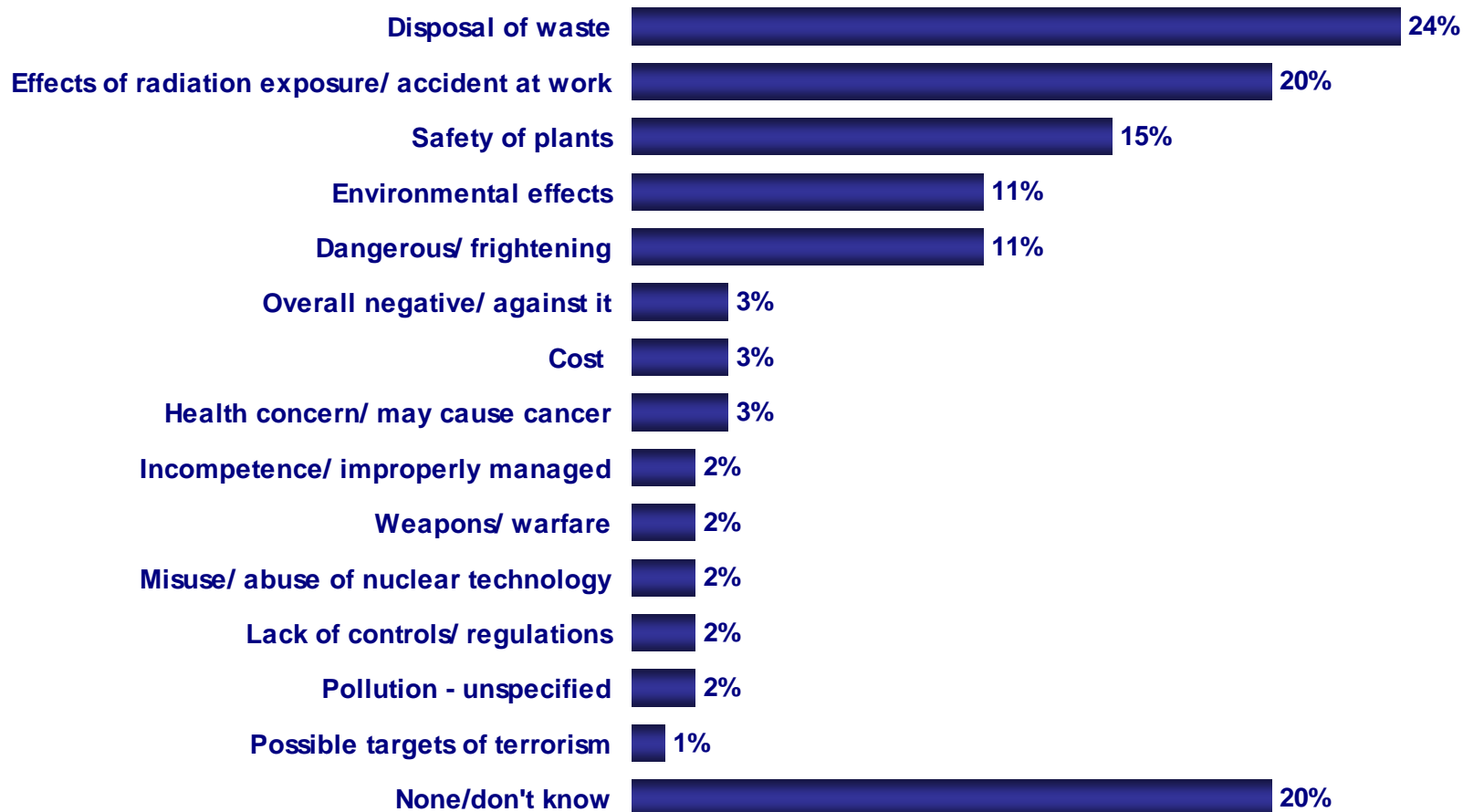
Half of Canadians see no top-of-mind benefits to nuclear-generated energy. Among those who do, environmentally-friendly, cost, and efficiency are the benefits most commonly cited.





Top-of-Mind Concerns with Nuclear Power

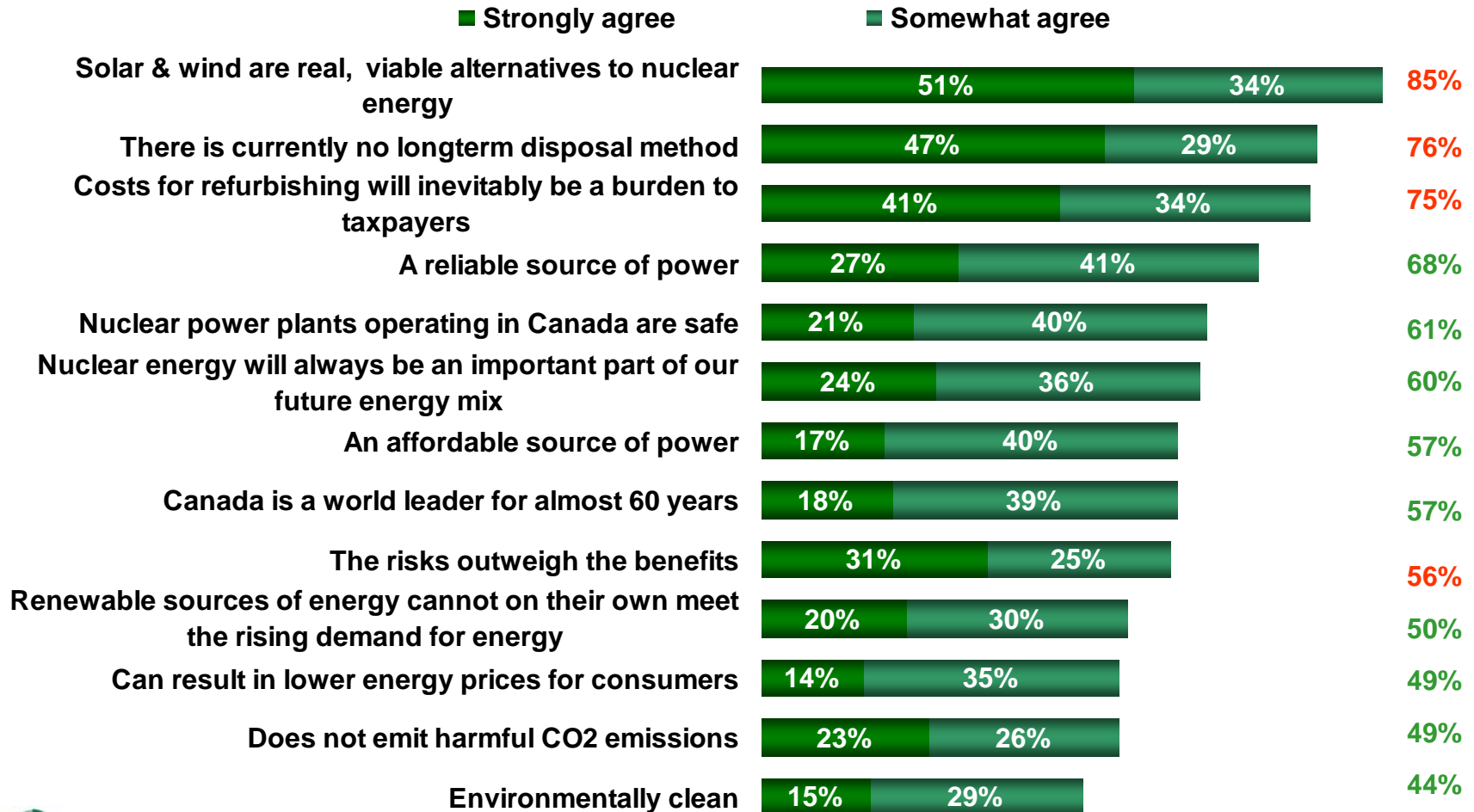
The most commonly cited concerns with nuclear energy are disposal of waste, radiation, safety, and environmental effects. Fewer have no top-of-mind concerns.





National Attitudes Towards Nuclear

Widespread agreement with “negative” statements about nuclear. Relative strengths emerge on reliability, safety, and “important part of mix.”





Regional Attitudes Toward Nuclear

Some regional variation in specific attitudes toward nuclear, but the ordering of the attributes is generally consistent.

	Nat'l %	BC %	AB %	SK/MB %	ON %	QC %	Atl %	NB %
Solar & wind are real, viable alternatives to nuclear	85	85	82	86	83	88	86	86
There is currently no long term disposal method	76	77	81	73	75	79	73	79
Costs for refurbishing will inevitably be a burden to taxpayers	75	73	72	70	74	81	77	68
A reliable source of power	68	60	75	66	80	49	69	77
Nuclear power plants operating in Canada are safe	61	52	60	57	69	57	51	68
Nuclear energy will always be an important part of our future energy mix	60	52	61	56	71	49	61	68
An affordable source of power	57	63	64	54	68	38	54	70
Canada is a world leader for almost 60 years	57	51	52	54	67	47	58	63
The risks outweigh the benefits	56	60	51	47	49	70	51	59
Renewable sources of energy cannot on their own meet the rising demand for energy	50	42	51	50	60	40	46	54
Can result in lower energy prices for consumers	49	50	57	54	56	30	53	61
Does not emit harmful CO2 emissions	49	53	50	39	56	39	37	50
Environmentally clean	44	38	45	39	53	32	40	56





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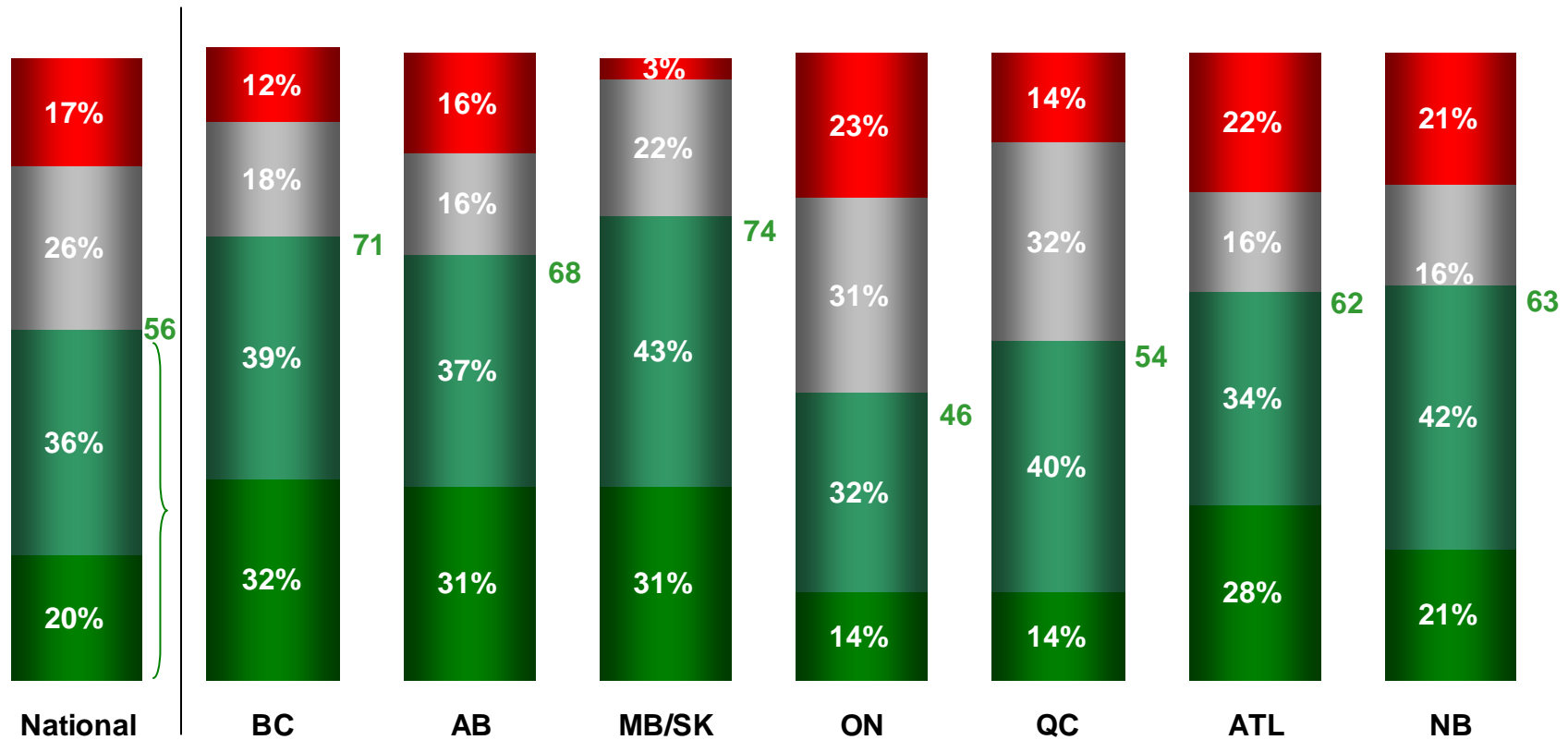
Environmental Landscape



Overall Quality of Environment in Province

Canadians are not overwhelmingly positive about the quality of the environment in their province. Westerners tend to be more positive than Easterners, particularly Ontarians.

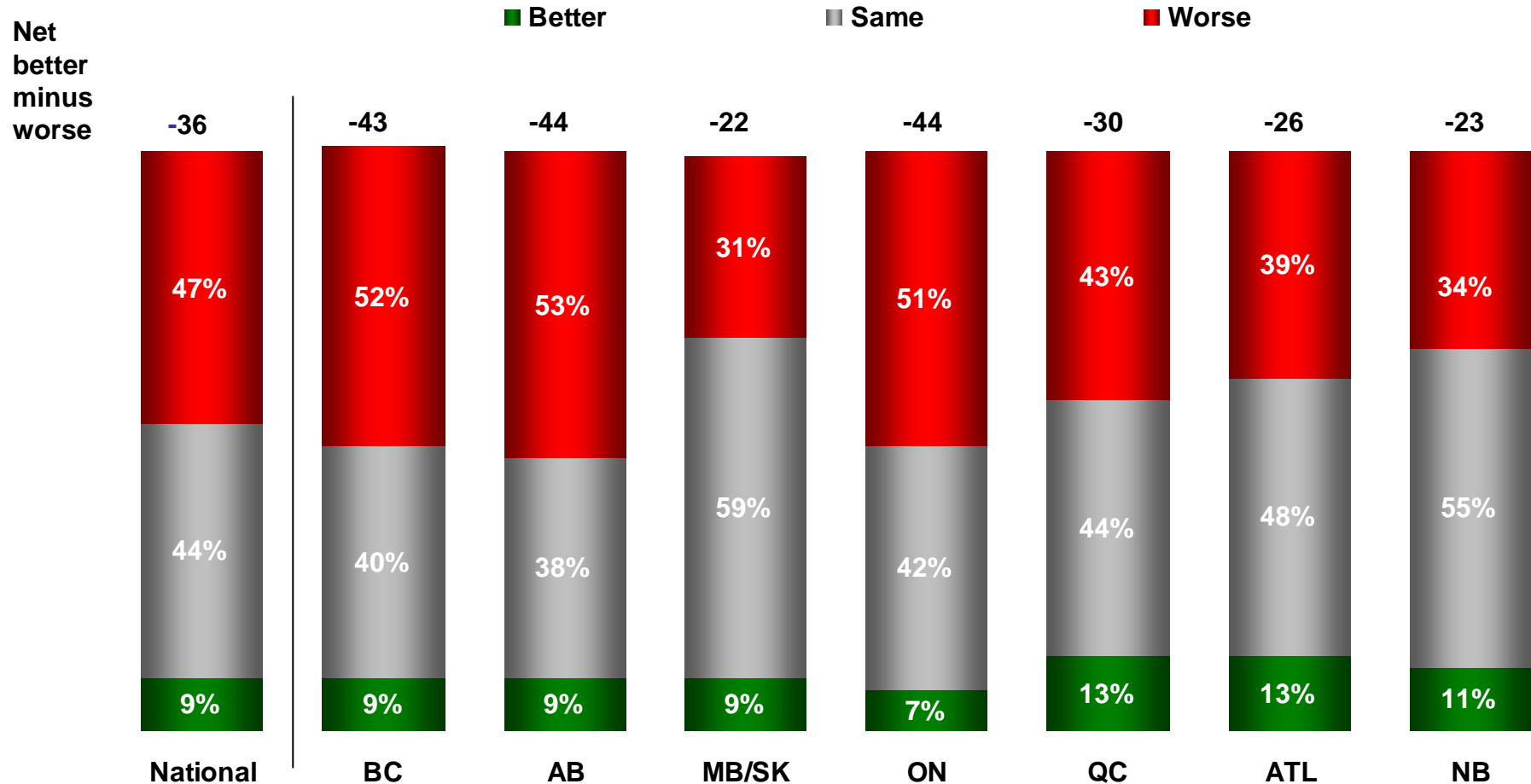
■ Excellent/very good ■ Good ■ Fair ■ Poor/very poor





Quality of Environment Improving or Getting Worse

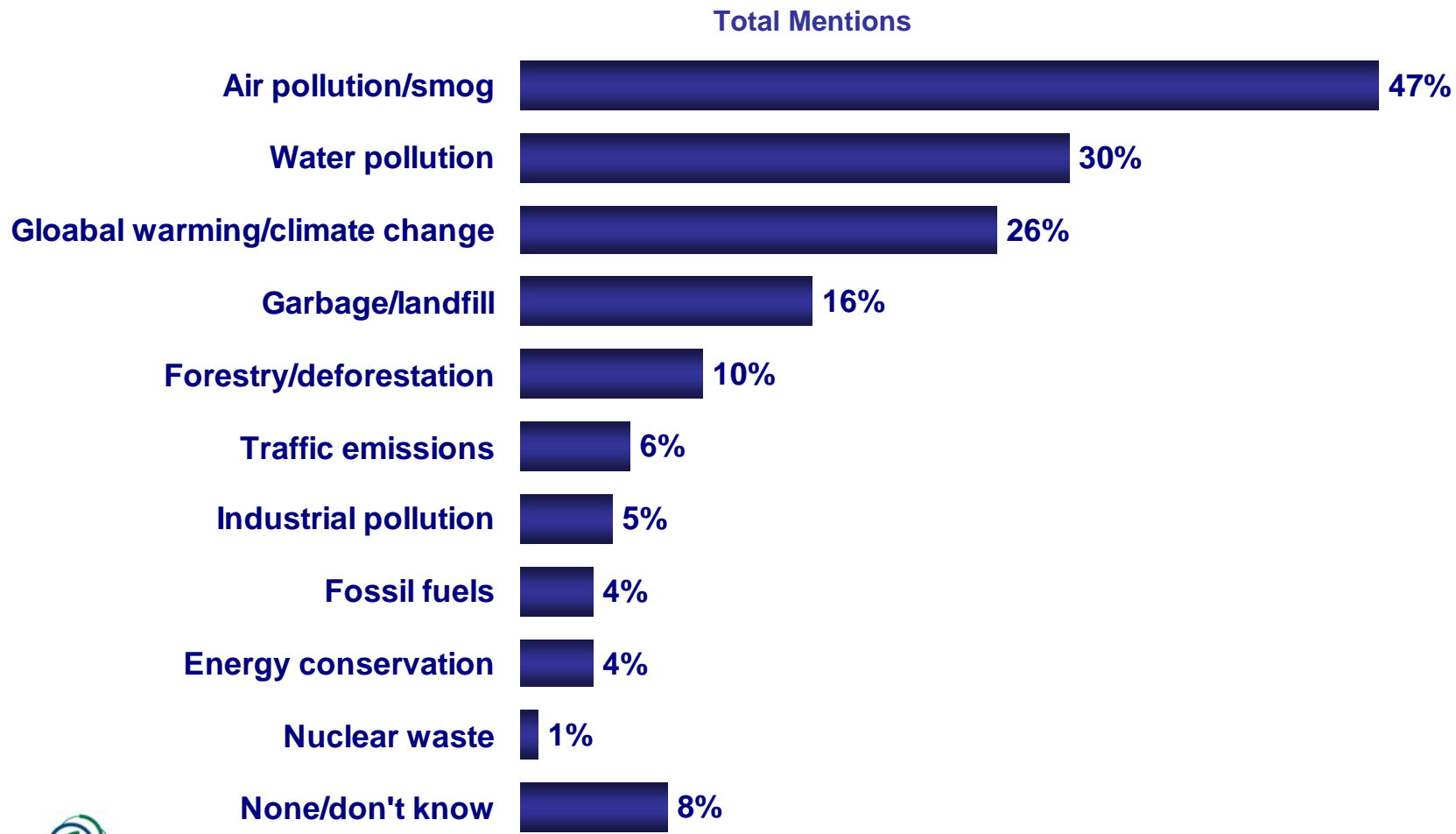
There is widespread perception that the quality of the environment is getting worse. This is being led by residents in BC, Alberta, and Ontario.





Most Important Environmental Problems

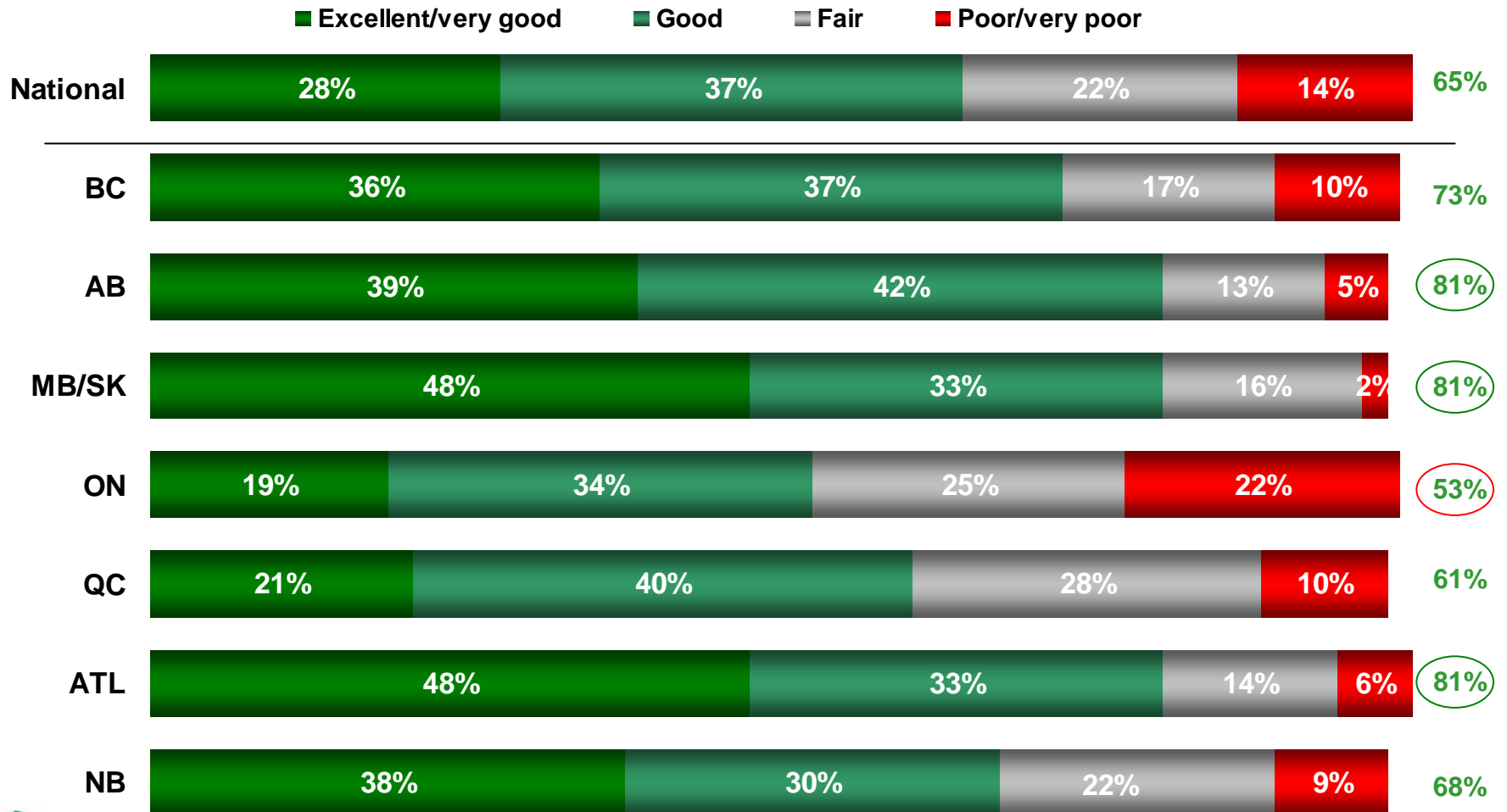
The most commonly cited top-of-mind environmental concerns are air pollution, water pollution and global warming. Virtually no one mentions “nuclear-related” issues.





Overall Air Quality in Province

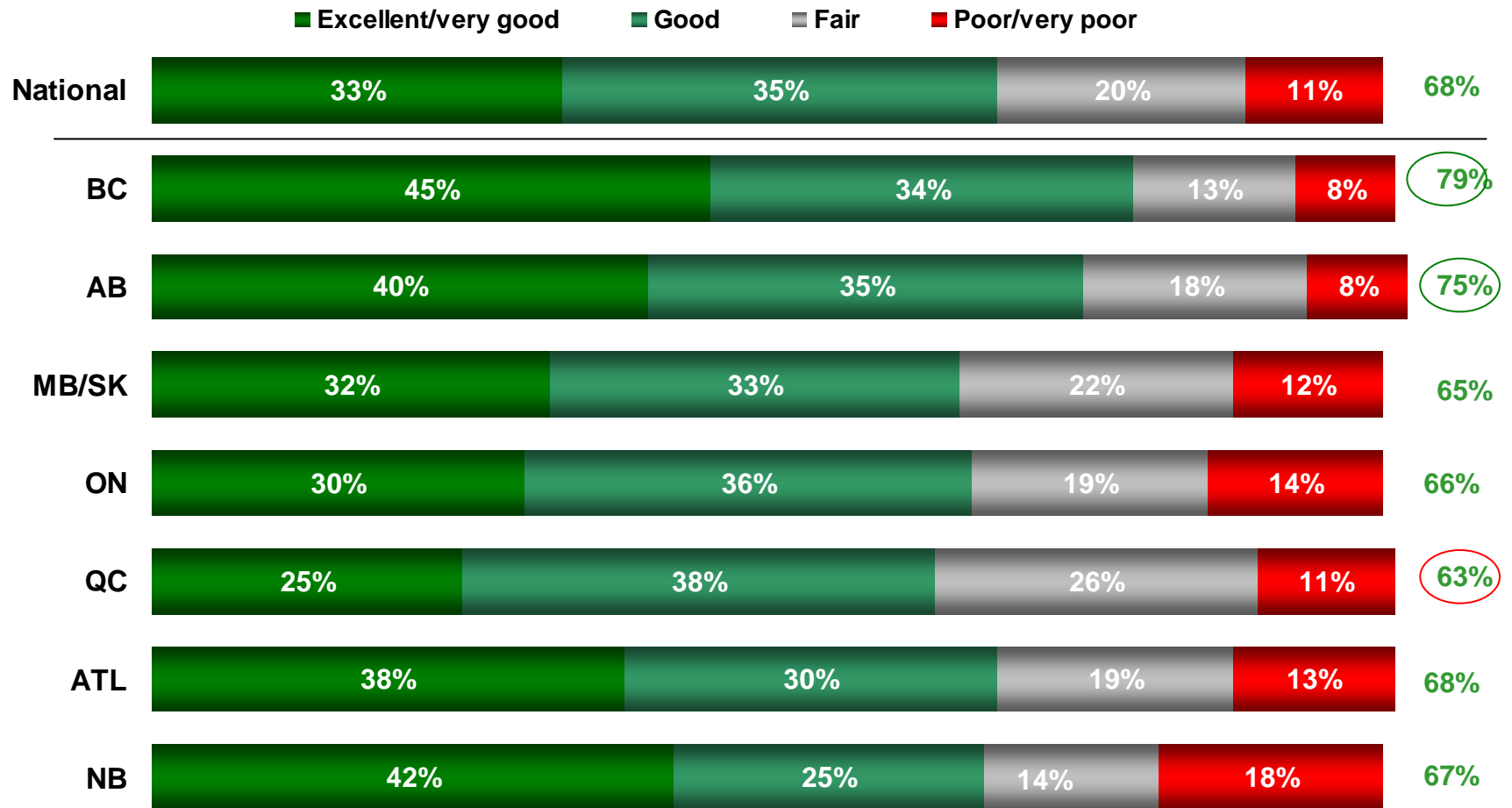
Air quality is rated particularly low in Ontario and higher in the Prairies and Atlantic (non-NB).





Overall Water Quality in Province

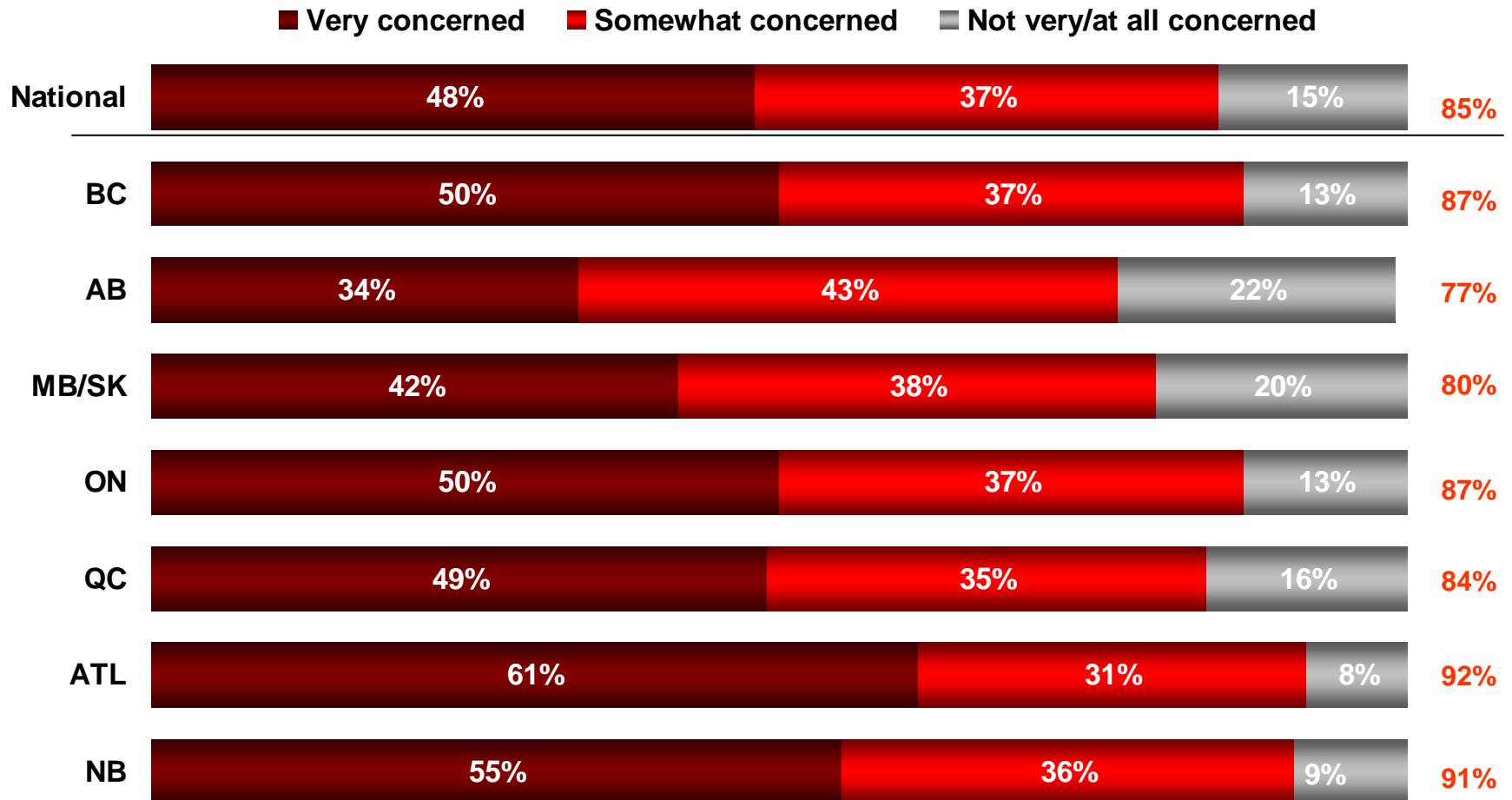
Water quality is rated lower than average in Quebec and slightly higher in Alberta and BC.





Concern about Climate Change

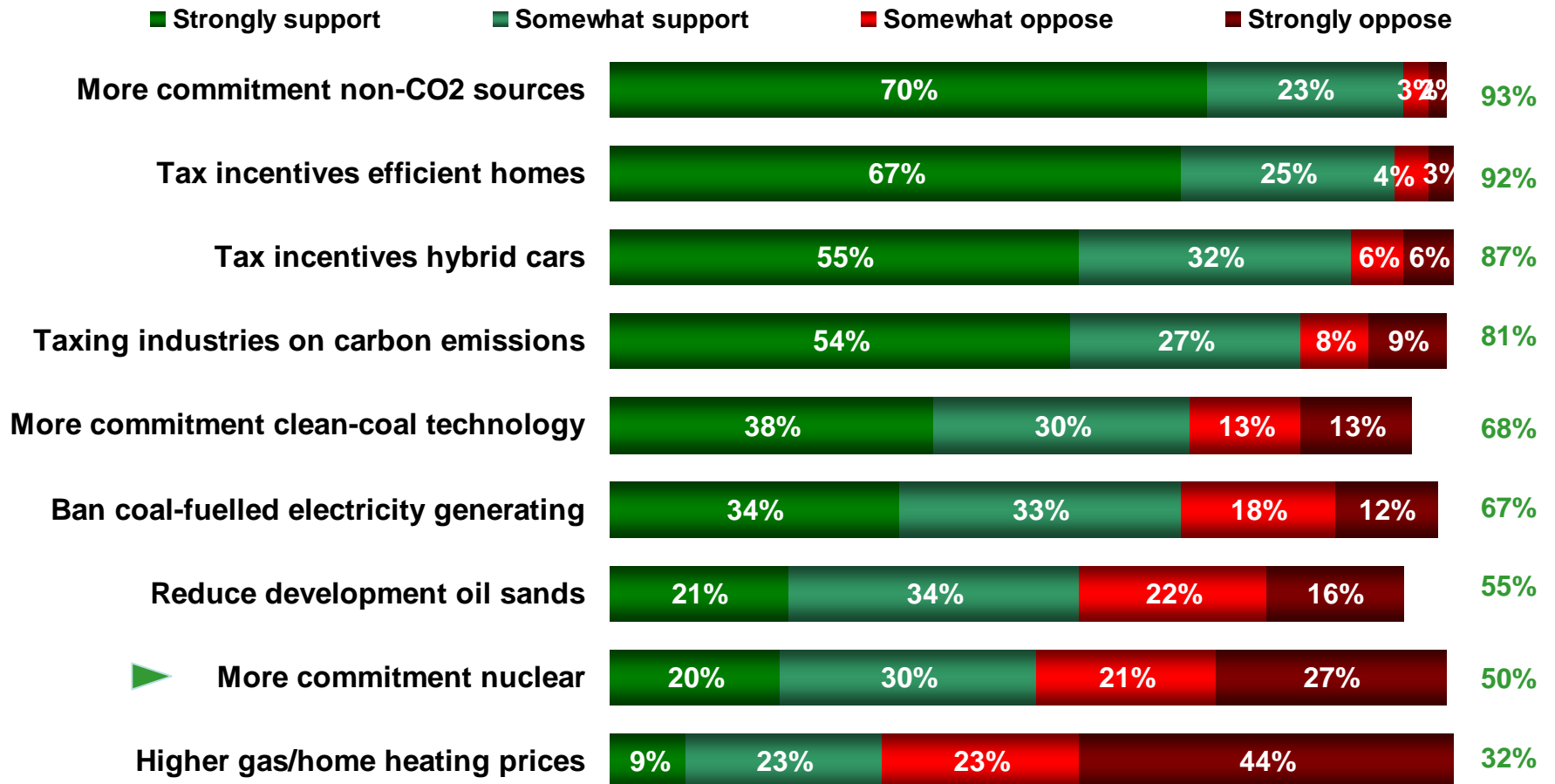
Concern about climate change is widespread, but is particularly intense (very) in Atlantic, less so in the Prairies.





Actions to Address Climate Change

Using the tax system to address climate change receives high support. So too does more provincial government commitment to non-CO2 energy sources. However, this is not associated to the same high degree with more commitment to nuclear.





Actions to Address Climate Change by Region

Ontario and New Brunswick are again more likely to see nuclear as an option to address climate change, BC and Quebec less so.

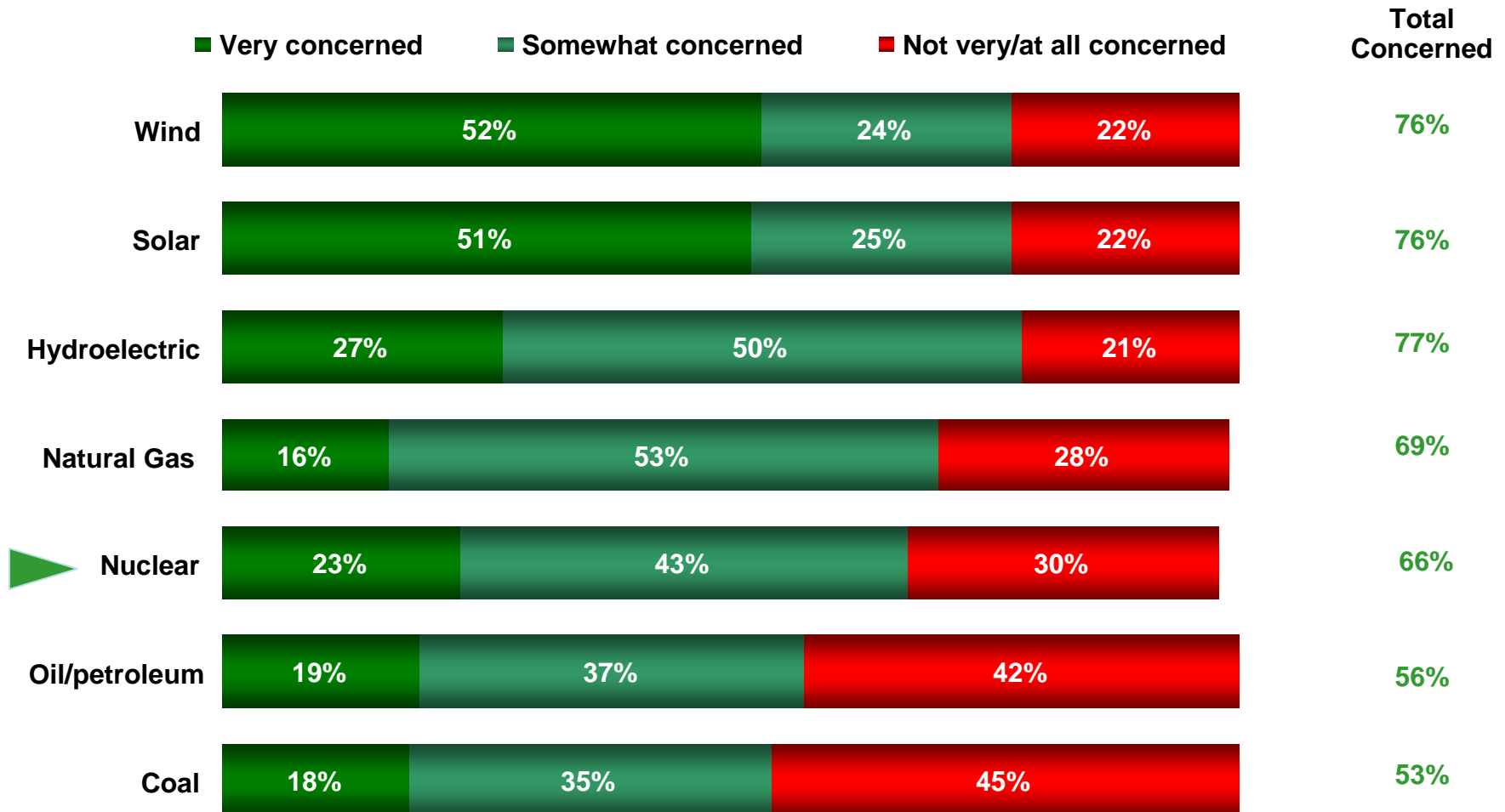
	Nat'l %	BC %	AB %	SK/MB %	ON %	QC %	Atl %	NB %
More prov. gov't commitment to energy sources that do not emit harmful CO2 emissions into the atmosphere	93	94	88	91	94	94	94	92
Tax incentives to energy-efficient home improvements/renovations	93	93	93	92	91	94	92	92
Tax incentives for hybrid cars	87	87	80	85	88	89	84	84
Taxing industries based on carbon emissions	81	81	73	72	83	85	82	80
More prov. gov't commitment to clean-coal technology	70	71	86	80	76	48	78	75
Banning coal-fueled electrical generating facilities	67	66	50	63	67	74	66	66
Reducing dev. of Alberta's oil sands	55	55	51	51	51	66	57	61
More prov. gov't commitment to nuclear	50	41	50	47	62	36	51	61
Higher prices for gasoline and home heating fuel	31	38	29	18	31	35	27	24





Perceived Environmental Concern of Industries

The nuclear industry compares generally favourably to others overall in terms of its image of being concerned about the environment.





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For more information

For more information about the study, please contact one of our project team members:

Jennifer McLeod, Senior Research Manager, Ipsos Public Affairs
416.324.2101
jennifer.mcleod@ipsos-reid.com

Chris Martyn, Senior Vice President/Managing Director, Ipsos Public Affairs
416.324.2010
chris.martyn@ipsos-reid.com

John Wright, Senior Vice President, Ipsos Public Affairs
416.324.2002
john.wright@ipsos-reid.com