



Canadian Nuclear Association  
Association nucléaire canadienne



# Canadian Nuclear Association Tracking Survey

November 2006



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## Purpose & Methodology



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- The survey tracks overall support for nuclear energy in Ontario since the February 2005 benchmark.
- The survey was conducted by telephone via random digit dialing.
- To the right is a list of the research intervals since 2005, timeframe and sample sizes.

	Field dates	N
<b>February 2005</b>		
Canada	Feb 15-20, 2005	1820
Ontario	Feb 15-20, 2005	758
<b>May 2005</b>		
Canada	May 4-5 & 10, 2005	1004
Ontario	May 4-5 & 10, 2005	382
<b>August 2005</b>		
Canada	Aug 23-25, 2005	1000
Ontario	Aug 23-28, 2005	800
<b>November 2005</b>		
Canada	Nov 4-7, 2005	1000
Ontario	Nov 4-10, 2005	1000
<b>January 2006</b>		
Canada	Jan 17-19, 2006	1000
Ontario	Jan 17-21 & 24-26, 2006	1001
<b>April 2006</b>		
Ontario	April 7-9, 2006	800
<b>June/July 2006</b>		
Ontario	June 26-29 & July 5-9, 2006	1006
<b>November 2006</b>		
Ontario	Nov 21-23 & 28-30, 2006	1006





# Sample Sizes & Margin Of Error

- The results are considered accurate to within +/-3.1%, 19/20 times, of what they would have been had the entire adult Ontario population been polled.
- The margin of error for the subpopulations of the survey are as follows:

	N	+/-%, 95% of the time		N	+/-%, 95% of the time
Men	486	4.5			
Women	521	4.3			
Young	227	6.5			
Middle-age	457	4.6			
Older	316	5.5	GTA	422	4.8
			Central	191	7.1
Lower income	148	8.1	Eastern	136	8.4
Middle income	253	6.2	Southwest	156	7.6
Upper income	457	4.6	Northern	101	9.8



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## Executive Summary



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- Support for nuclear-generated power is stable. Six in ten continue to support nuclear energy and half think there should be more nuclear in the future. Support for refurbishing and building new also remain unchanged.
- Energy is less of a concern for Ontarians now as it was in the summer, likely a result of seasonal energy demands/needs and fewer discussions in the media. However, a majority of six in ten still fears that there is not enough energy in the province to meet our future needs.



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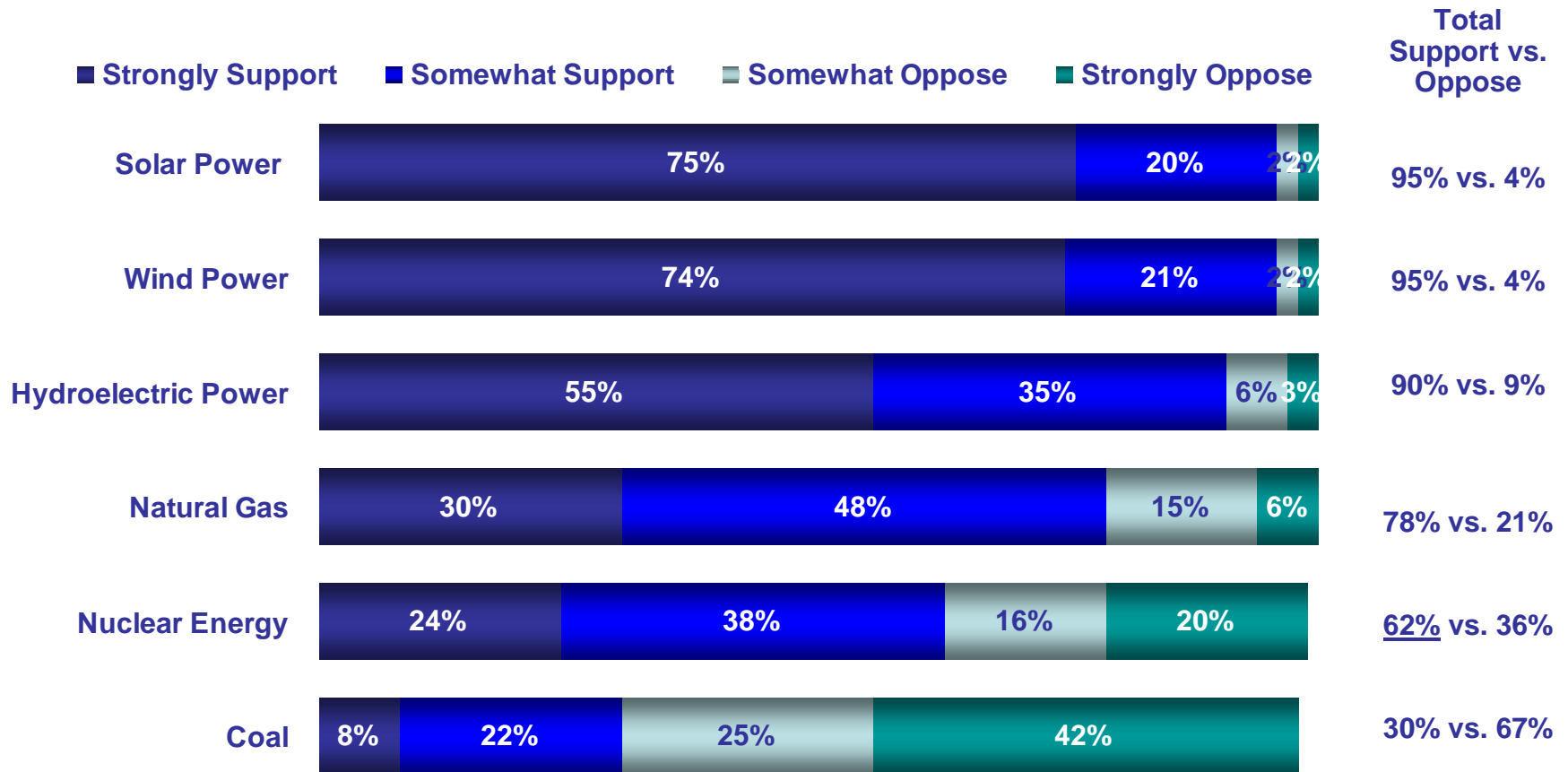


## Support For Nuclear Energy In Ontario



# Support For Various Sources Of Energy

Ontarians continue to rank nuclear energy fifth of the six sources of power measured. Six in ten currently support nuclear-generated power; one-quarter strongly support it.

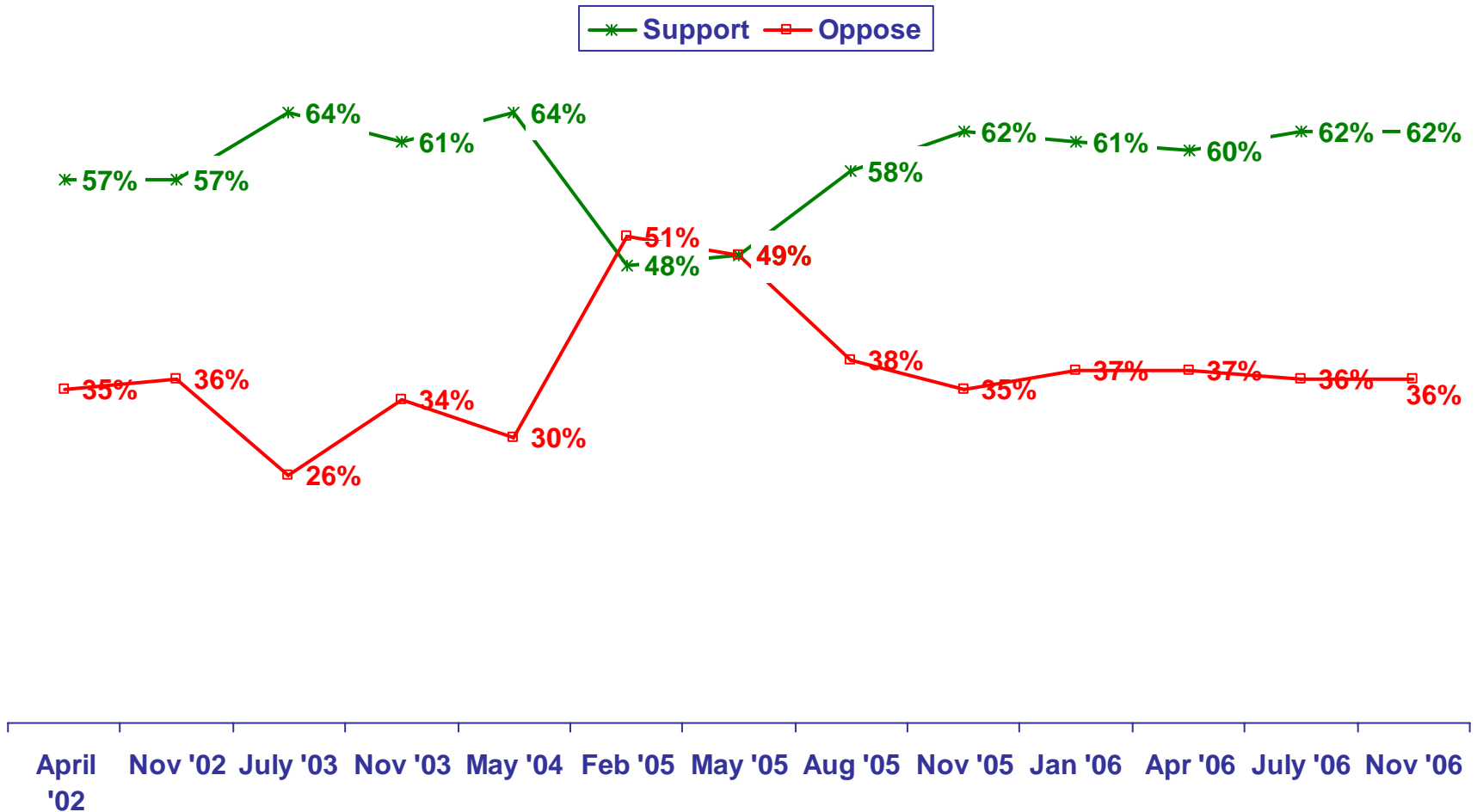


Q3. I am going to read you a list of several ways to produce electricity. Please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each way of producing electricity. Base: Nov 06 N=1006



# Support For Nuclear Energy, Tracking

Support for nuclear remains consistent with levels witnessed over the past several months.

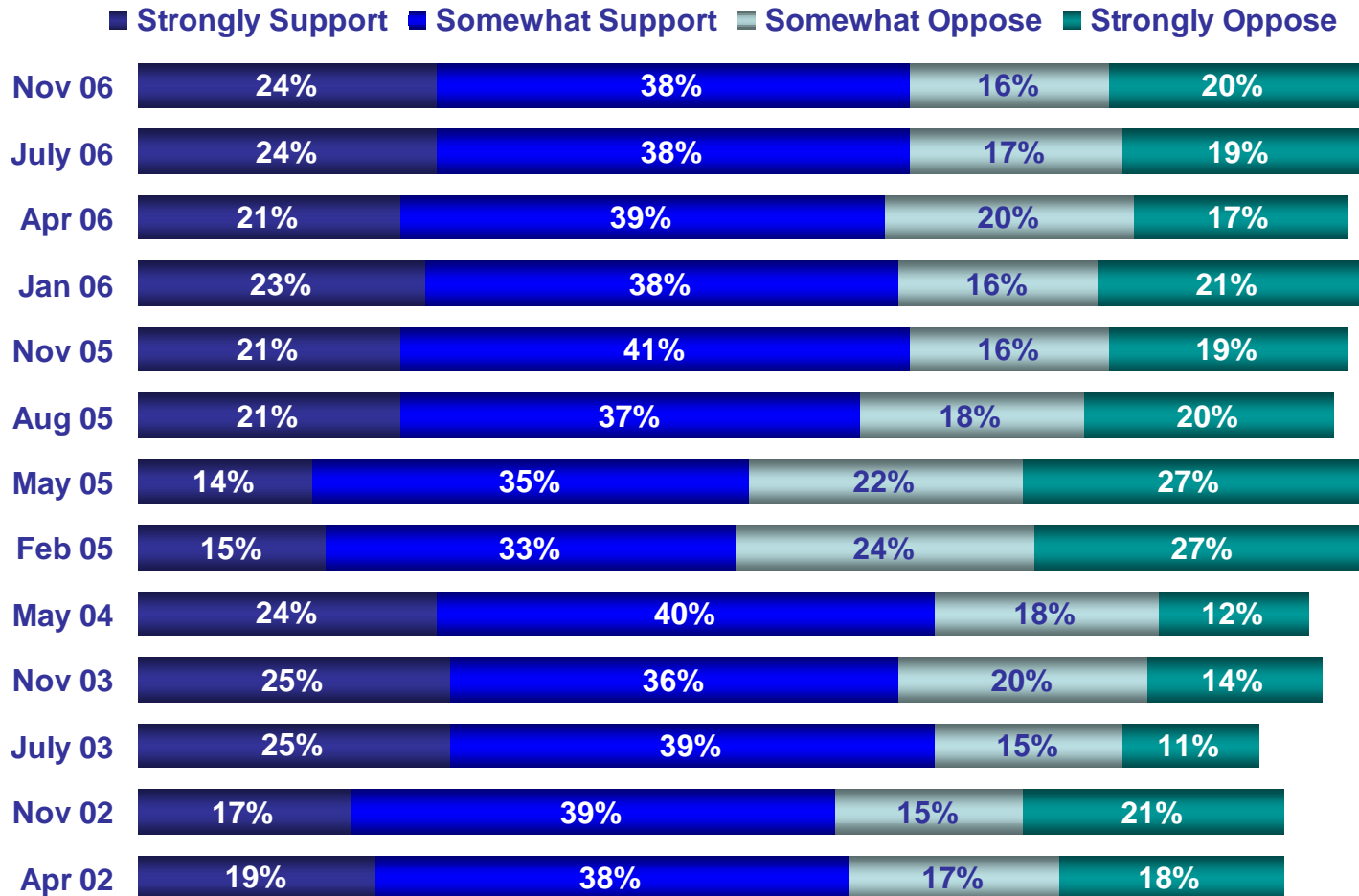


Q3. I am going to read you a list of several ways to produce electricity. Please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each way of producing electricity. Base: Nov 06 N=1006, July 06 N=1006, Apr 06 N=800, Jan 06 N=1001, Nov 05 N=1000



# Intensity Of Support For Nuclear Energy, Tracking

Intensity of support for nuclear-generated energy also remains stable, virtually unchanged from the summer.



Q3. I am going to read you a list of several ways to produce electricity. Please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each way of producing electricity. Base: Nov 06 N=1006, July 06 N=1006, Apr 06 N=800, Jan 06 N=1001, Nov 05 N=1000



# Support For Nuclear Energy, By Key Demographics

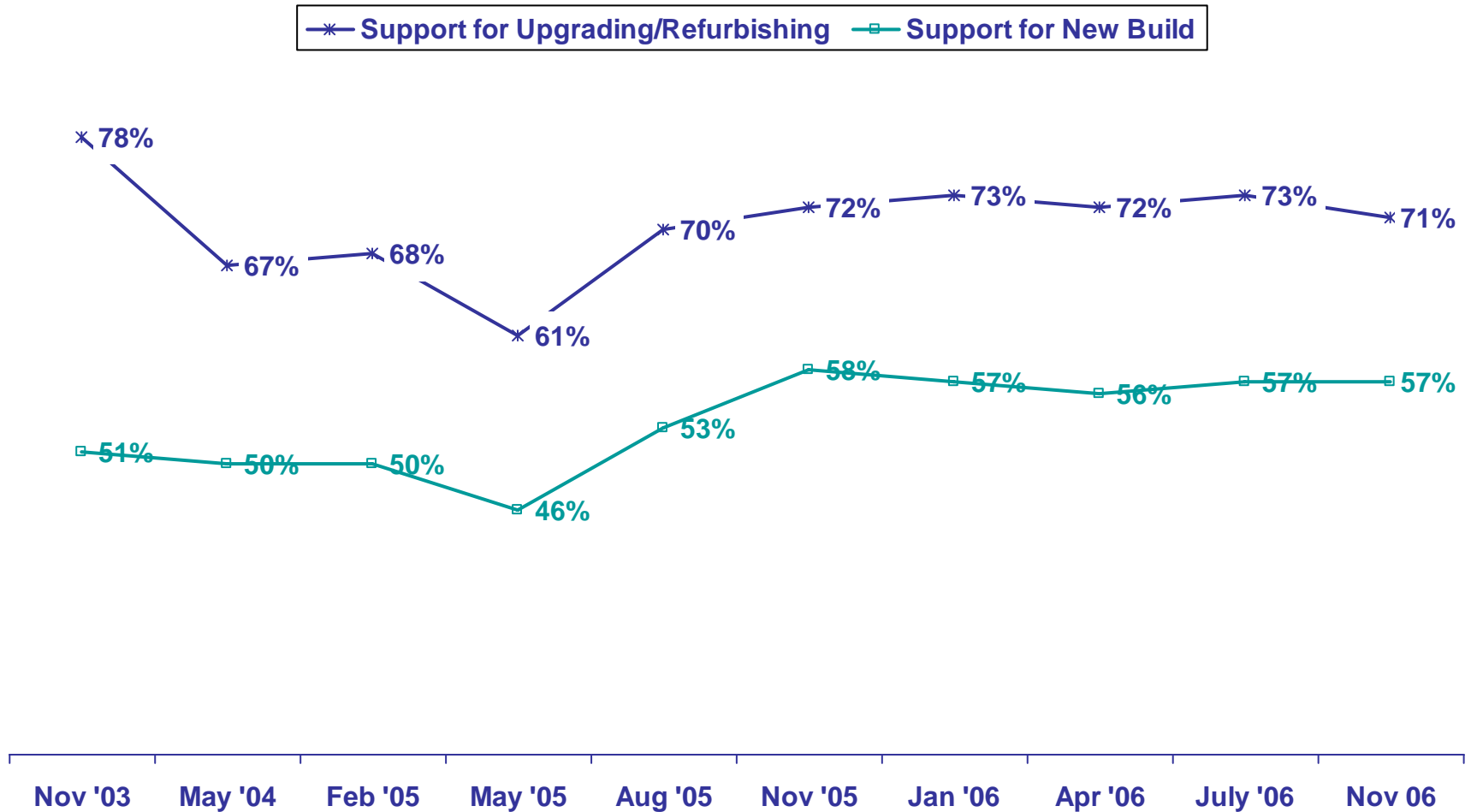
Support for nuclear energy is up from baseline levels among virtually all demographic groups. Today, those most likely to support nuclear are men, upper income households, and those residing in Eastern & Southwestern Ontario.

	Baseline Support Nuclear Feb '05	Support Nuclear Nov '06	Change		Baseline Support Nuclear Feb '05	Support Nuclear Nov '06	Change
Men	57%	70%	+13				
Women	40%	54%	+14				
Young	43%	56%	+13				
Middle-age	49%	63%	+14				
Older	52%	64%	+12	GTA	51%	60%	+9
				Central	48%	62%	+14
Low income	37%	50%	+13	Eastern	50%	69%	+19
Mid income	46%	59%	+13	Southwest	46%	65%	+19
Upper income	55%	69%	+14	Northern	33%	51%	+18



# Support for Refurbishing & New Build, Tracking

Support for upgrading/refurbishing existing nuclear plants and building new also remains stable.

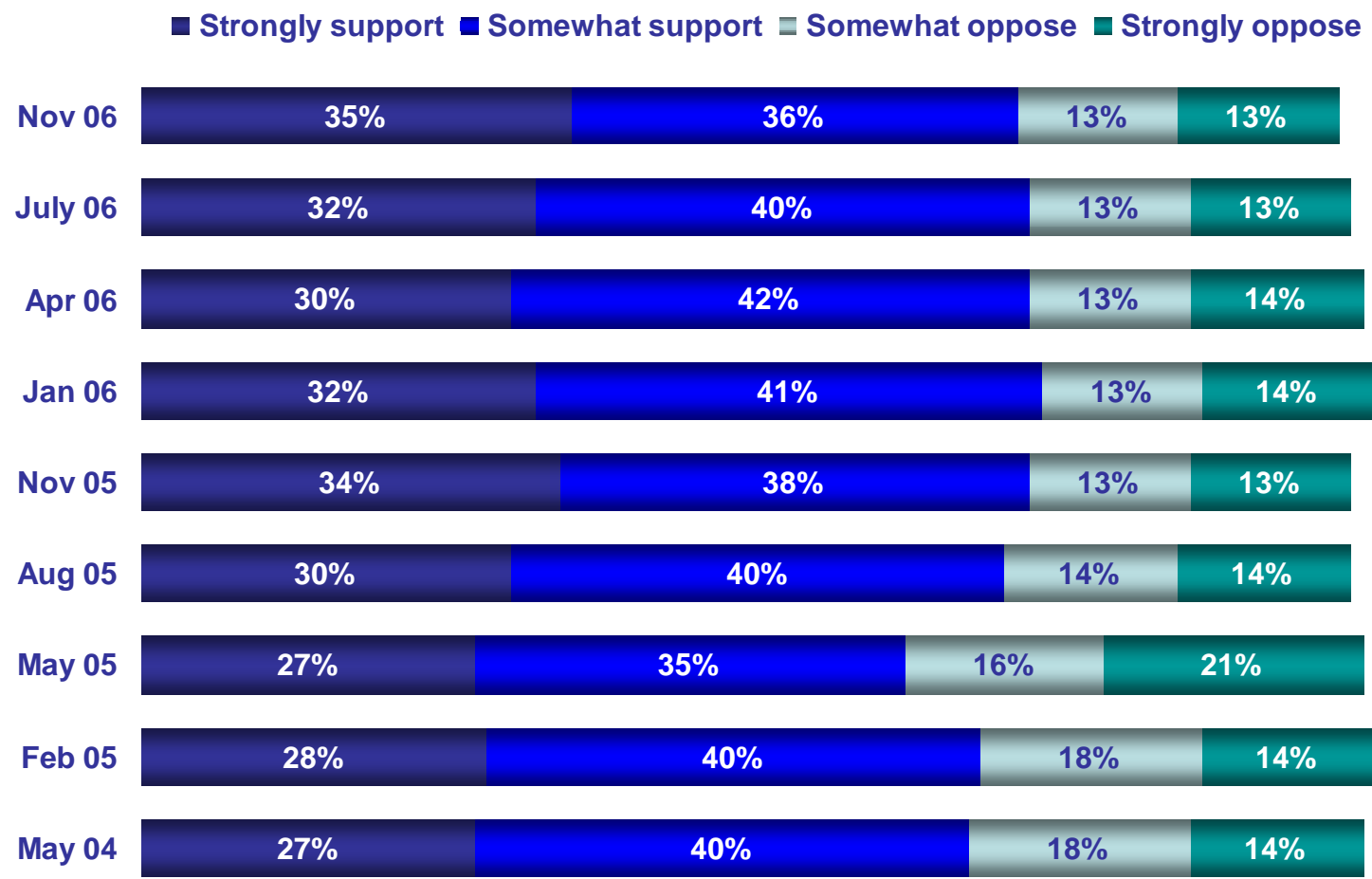


Q6. Many large power-generating plants in Canada with various fuel sources will have to be replaced over the next 10 to 15 years because they are aging. In Ontario 80% of the plants will have to be replaced. In order to help meet Canada's future electricity demand, would you strongly support, somewhat support, somewhat oppose or strongly oppose [ROTATE OPTIONS] And how about...Base: Nov 06 N=1006, July 06 N=945, Apr 06 N=800, an 06 N=1001, Nov 05 N=1000



# Intensity Of Support For Refurbishing, Tracking

Intensity of support of refurbishing existing nuclear facilities is consistent with levels witnessed over the past several months, with a slight increase in strong supporters.

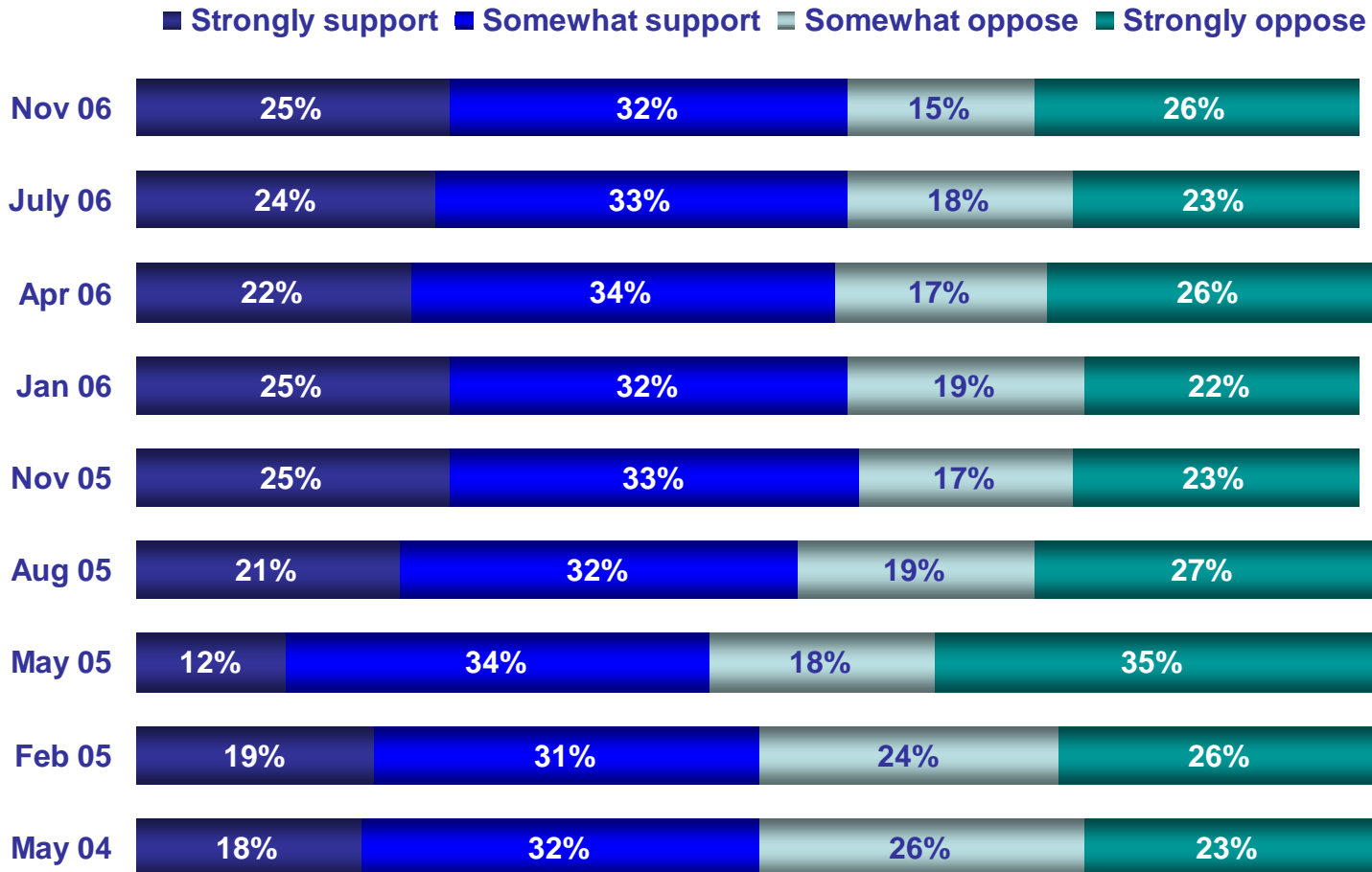


Q6. Many large power-generating plants in Canada with various fuel sources will have to be replaced over the next 10 to 15 years because they are aging. In Ontario 80% of the plants will have to be replaced. In order to help meet Canada's future electricity demand, would you strongly support, somewhat support, somewhat oppose or strongly oppose [ROTATE OPTIONS] And how about...Base: Nov 06 N=1006, July 06 N=945, Apr 06 N=800, Jan 06 N=1001, Nov 05 N=1000



# Intensity Of Support For New Build, Tracking

Intensity of support for new builds is also relatively stable.



Q6. Many large power-generating plants in Canada with various fuel sources will have to be replaced over the next 10 to 15 years because they are aging. In Ontario 80% of the plants will have to be replaced. In order to help meet Canada's future electricity demand, would you strongly support, somewhat support, somewhat oppose or strongly oppose [ROTATE OPTIONS] And how about...Base: Nov 06 N=1006, July 06 N=945, Apr 06 N=800, Jan 06 N=1001, Nov 05 N=1000



# Support for Refurbishing, By Key Demographics

Support for refurbishing is up among most demographic groups. Today, those most likely to support refurbishing are men and Eastern & Southwestern residents.

	Baseline Support Refurb Feb '05	Support Refurb Nov '06	Change		Baseline Support Refurb Feb '05	Support Refurb Nov '06	Change
Men	68%	75%	+7				
Women	67%	68%	+1				
Young	69%	75%	+6				
Middle-age	69%	69%	-				
Older	66%	71%	+5	GTA	67%	71%	+4
				Central	70%	68%	-2
Low income	66%	68%	+2	Eastern	72%	77%	+5
Mid income	64%	70%	+6	Southwest	66%	76%	+10
Upper income	72%	75%	+3	Northern	63%	65%	+2



# Support for New Builds, By Key Demographics

Support for building new nuclear facilities is up among men and Northern residents and is stable across other demographic groups. Those most likely to currently support new builds are men.

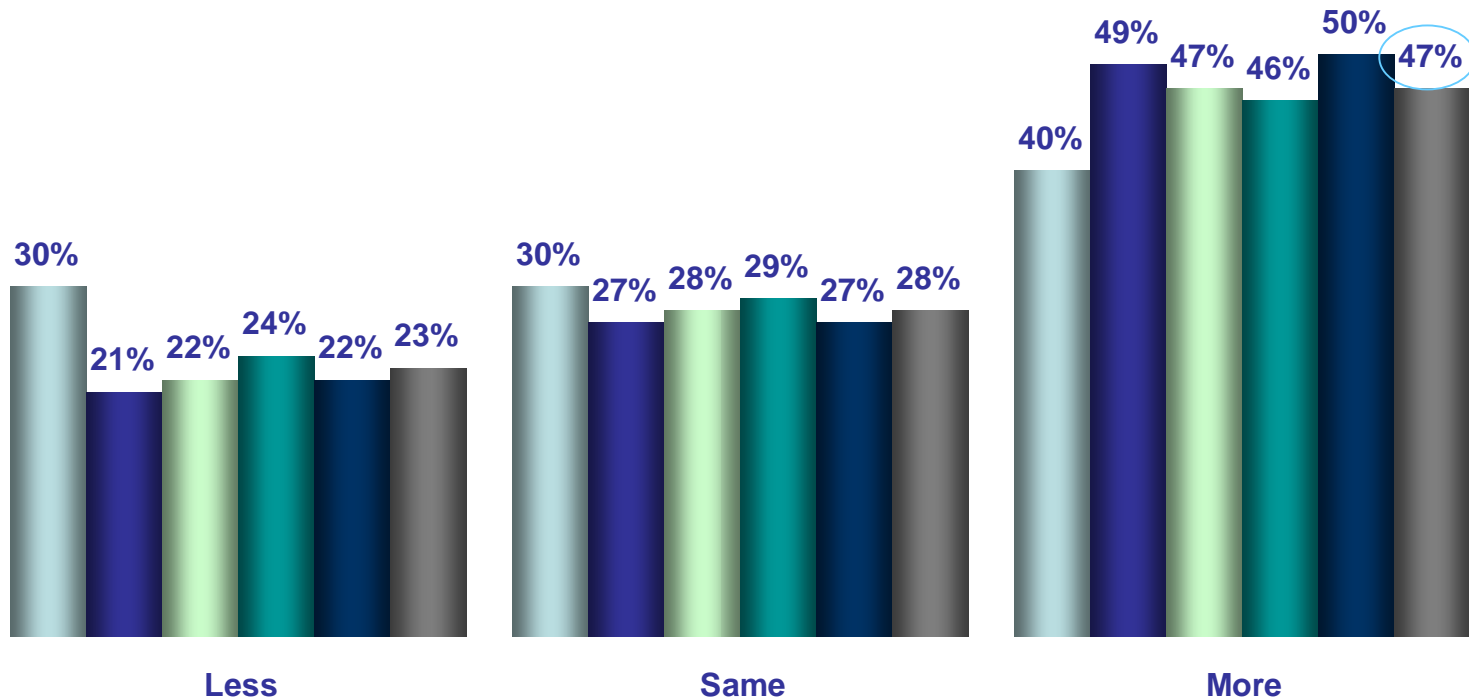
	Baseline Support New Build Feb '05	Support New Build Nov '06	Change		Baseline Support New Build Feb '05	Support New Build Nov '06	Change
Men	56%	66%	+10				
Women	44%	50%	+6				
Young	45%	56%	+11				
Middle-age	51%	56%	+5				
Older	54%	61%	+7	GTA	51%	57%	+6
				Central	50%	57%	+7
Low income	46%	54%	+8	Eastern	61%	58%	-3
Mid income	45%	55%	+10	Southwest	48%	58%	+10
Upper income	55%	62%	+7	Northern	32%	54%	+22



# Preferred Role Of Nuclear In The Future

Today, half of Ontarians think there should be more nuclear power in the future, consistent with past poll results.

■ Feb '05 ■ Nov '05 ■ Jan '06 ■ Apr '06 ■ July '06 ■ Nov '06



Q5. Today, the largest fuel sources for electricity production in Canada are hydro, coal, and nuclear. Over the next 25 years, the demand for electricity on average is expected to increase by almost 40%. What role do you believe that nuclear power should play in Canada for the next few decades...more than it is today, less than it is today, or the same as today? Base: Nov 06 N=1006, July 06 N=945, Apr 06 N=800, Jan 06 N=1001, Nov 05 N=1000



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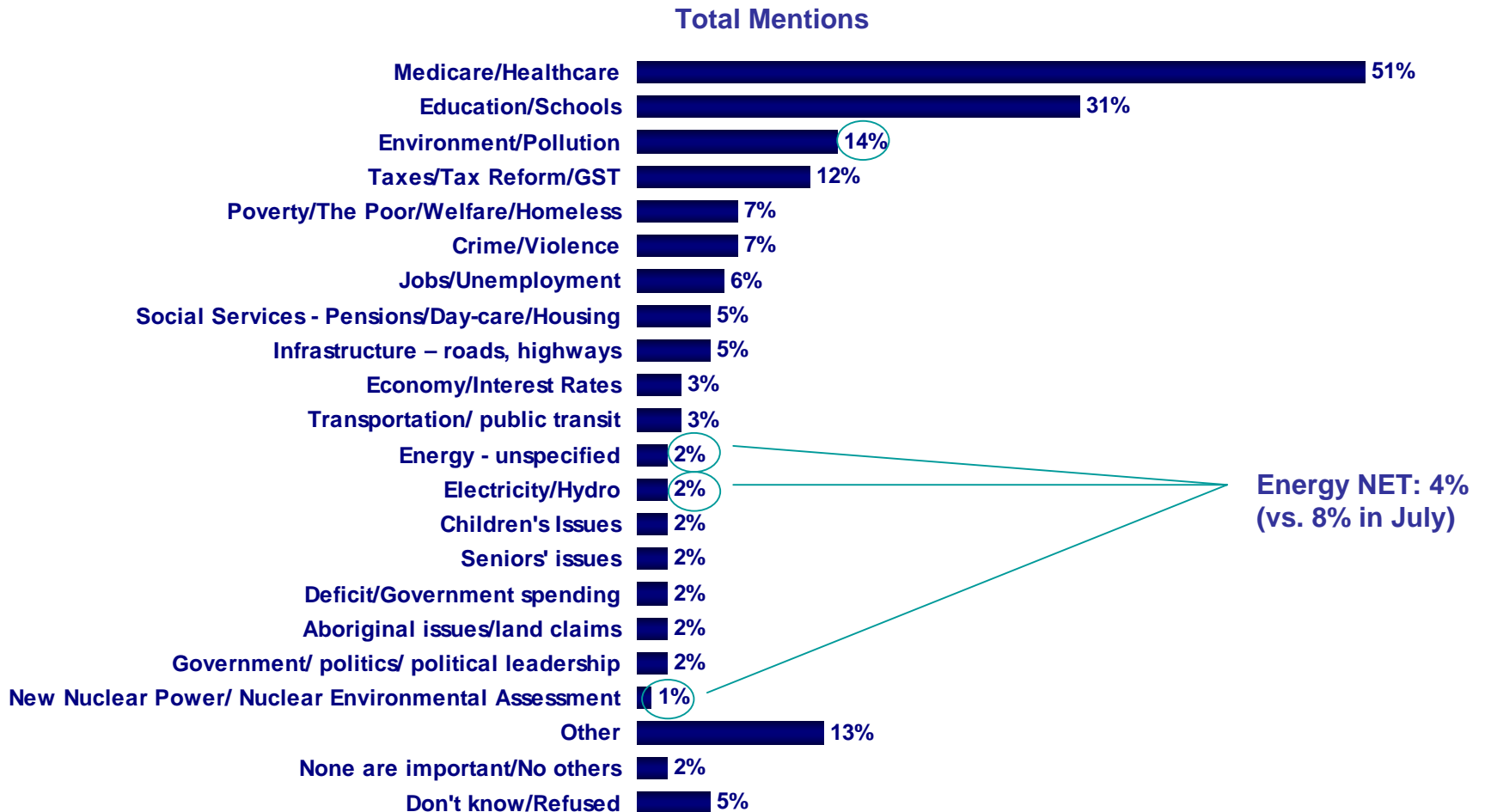


## Energy As An Issue



# Energy As An Issue In Ontario

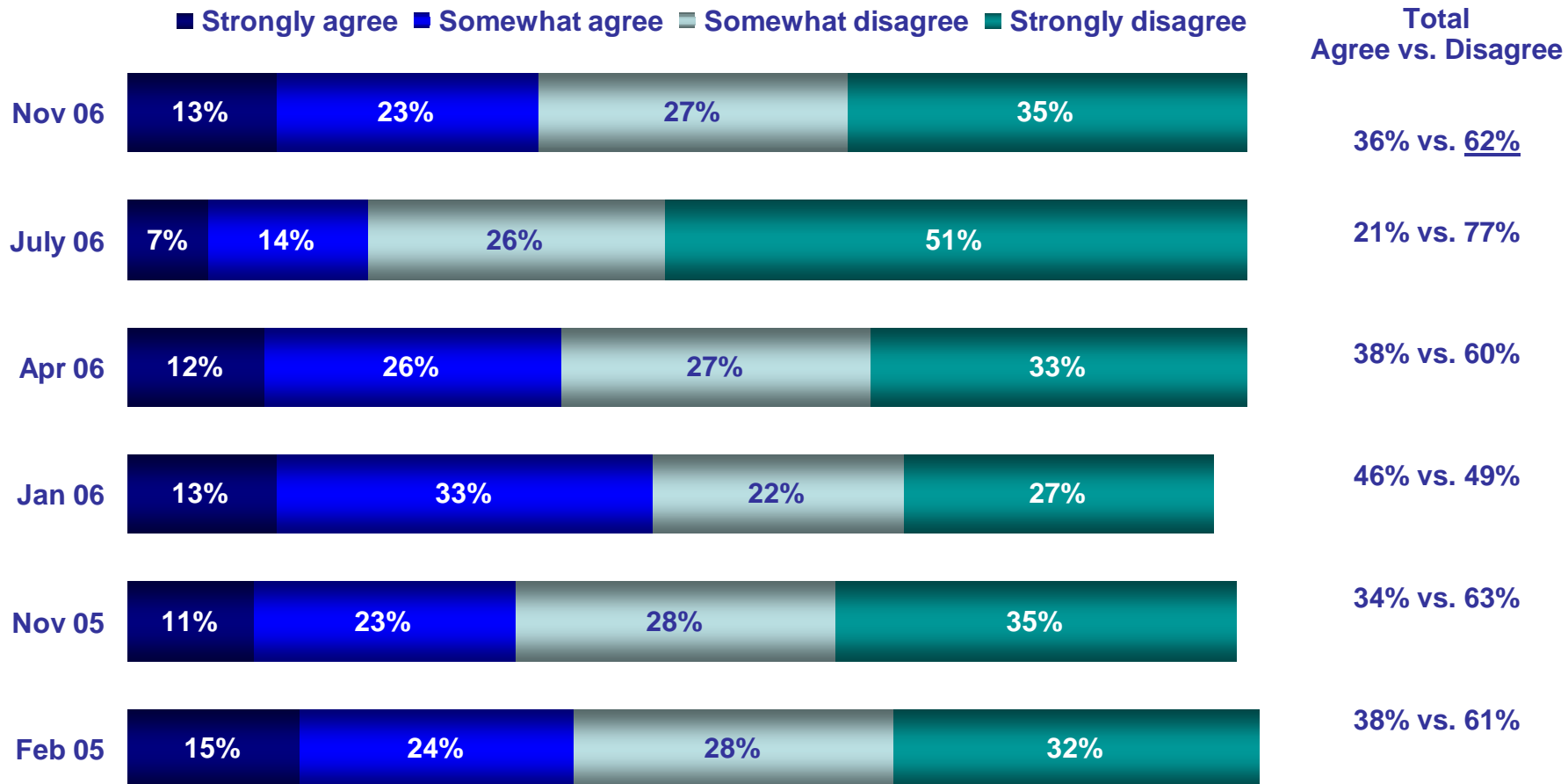
Energy is a top of mind issue for 4% of Ontarians, down 4 points from July. Unaided, 1% mention nuclear power.





# Energy Concerns For Ontario

Six in ten Ontarians do not think there is enough electricity in Ontario to meet our future needs, back down to levels witnessed in the spring.





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## For more information

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

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