



Canadian Nuclear Association  
Association nucléaire canadienne



# Canadian Nuclear Association

Tracking Research -- Ontario  
Full Report

July 2007



Canadian Nuclear Association  
Association nucléaire canadienne



## Purpose & Methodology



## Purpose & Methodology

- The research program tracks overall support for and attitudes toward nuclear energy in Canada and Ontario since the February 2005 benchmark.
- The survey was conducted by telephone June 28-July 2, 2007.
- A total of 800 residents of Ontario 18 years of age and older was surveyed, resulting in a margin of error of +/-3.5%.





Canadian Nuclear Association  
Association nucléaire canadienne



## Summary



## Summary

- **Energy is not on Ontarians' radar screen. In fact, it ranks lowest with no specific mentions of nuclear power. Having said that, there still remains concern with electricity supply in the province and a majority do not think conservation will cut it.**
- **Support for nuclear is unchanged from the February 2007 track. The energy source still ranks fifth of six; six in ten Ontarians support nuclear-produced energy, with no change in intensity. Support levels are also consistent for refurbishing and building new.**
- **When the NIMBY scenario is broached, support levels remain strong with four in ten supporting nuclear no matter what. Ontarians are clear in that they see a future with nuclear at levels of at least that what they are today.**





Canadian Nuclear Association  
Association nucléaire canadienne

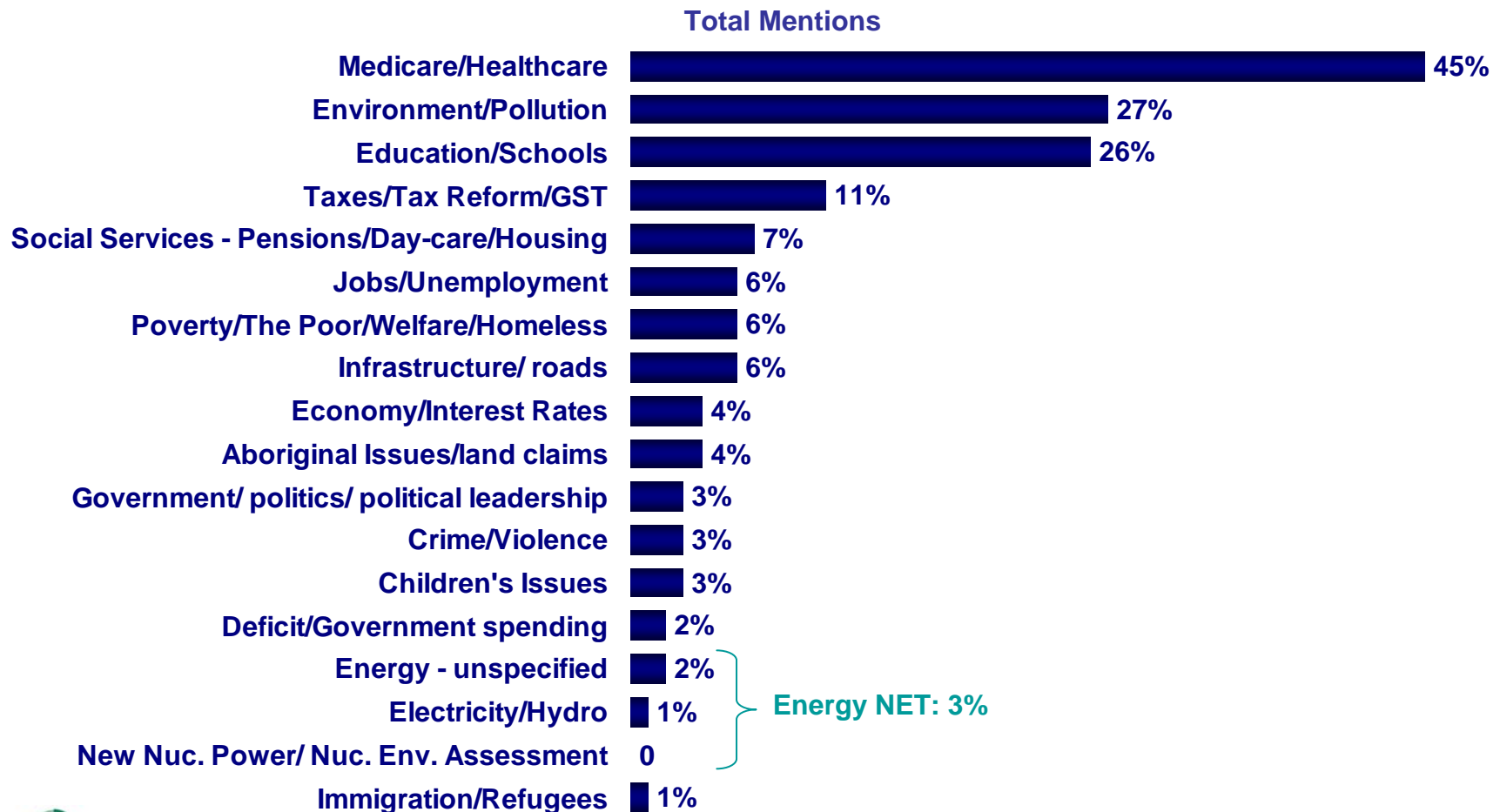


## Energy As An Issue



# Energy As A Provincial Issue

Energy is not on the top-of-mind provincial radar of Ontarians – only 3% of Ontarians identify it an issue for them, unaided.

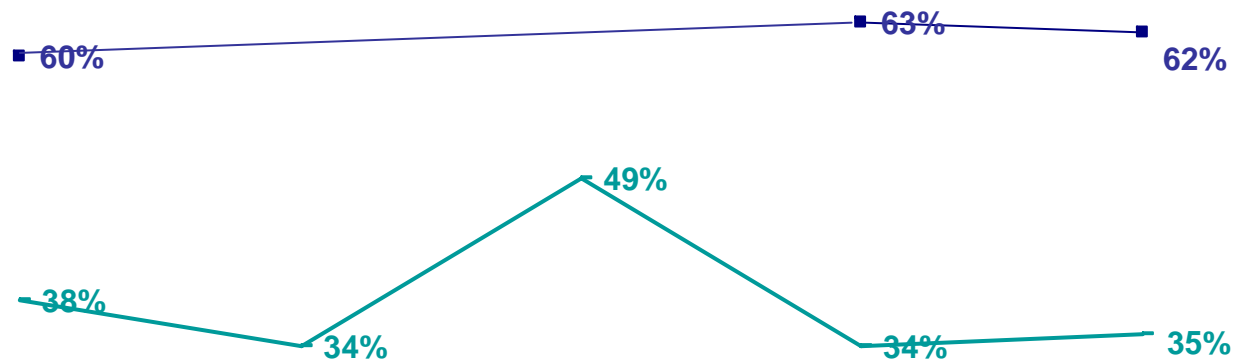




# Conservation & Supply Tracking

Six in ten (62%) Ontarians are consistent in their views that energy conservation will not offset the growing demand for energy. Moreover, most Ontarians continue to fear that there is not enough electricity in the province to meet future demands.

■ Conversation won't offset demand    — Have enough electricity in my province



Feb '05      Nov '05      Jan '06      Feb '07      Jun '07





Canadian Nuclear Association  
Association nucléaire canadienne

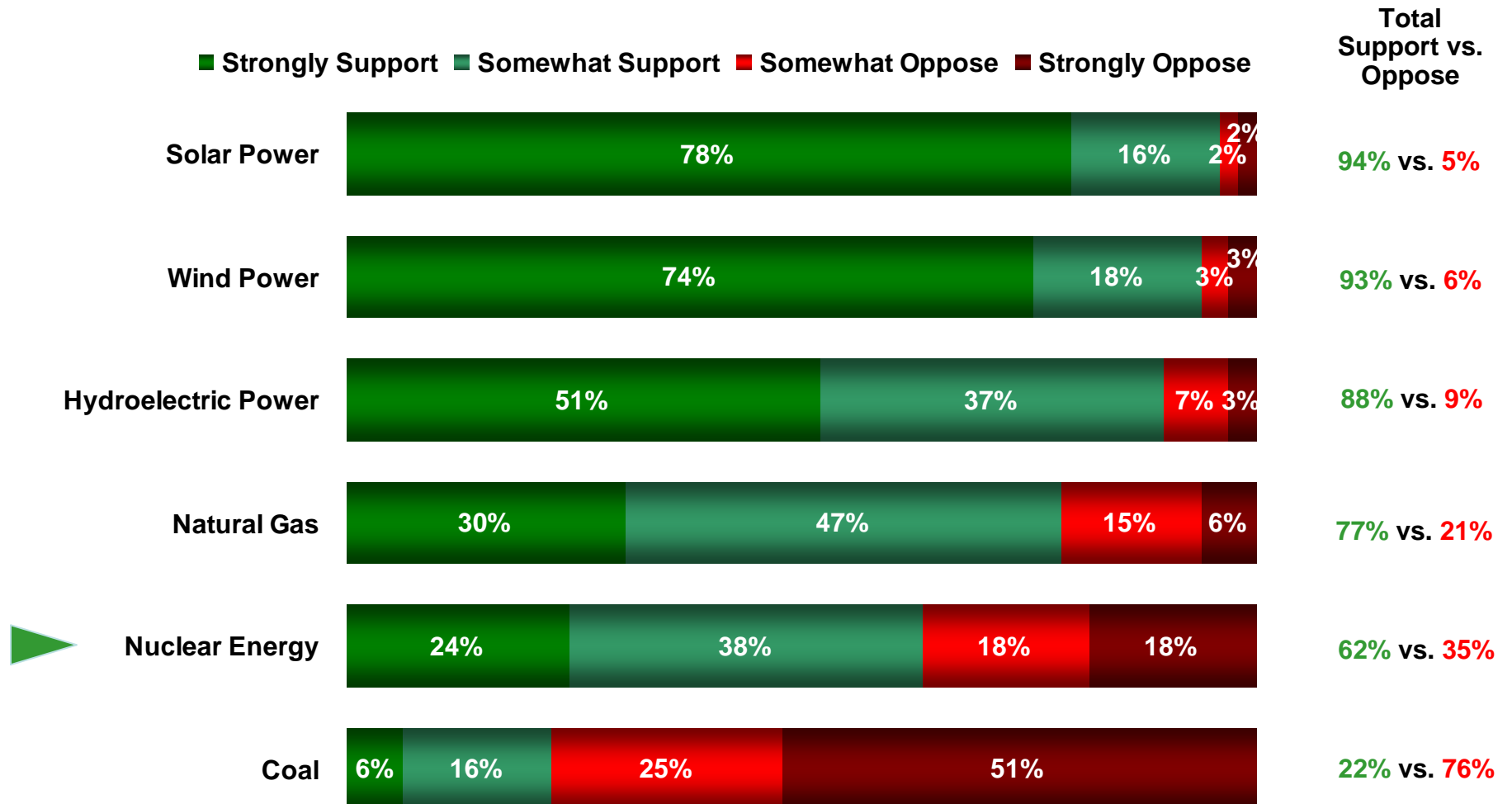


## Nuclear Support Tracking



# Provincial Support for Nuclear vs. Other Energy Sources

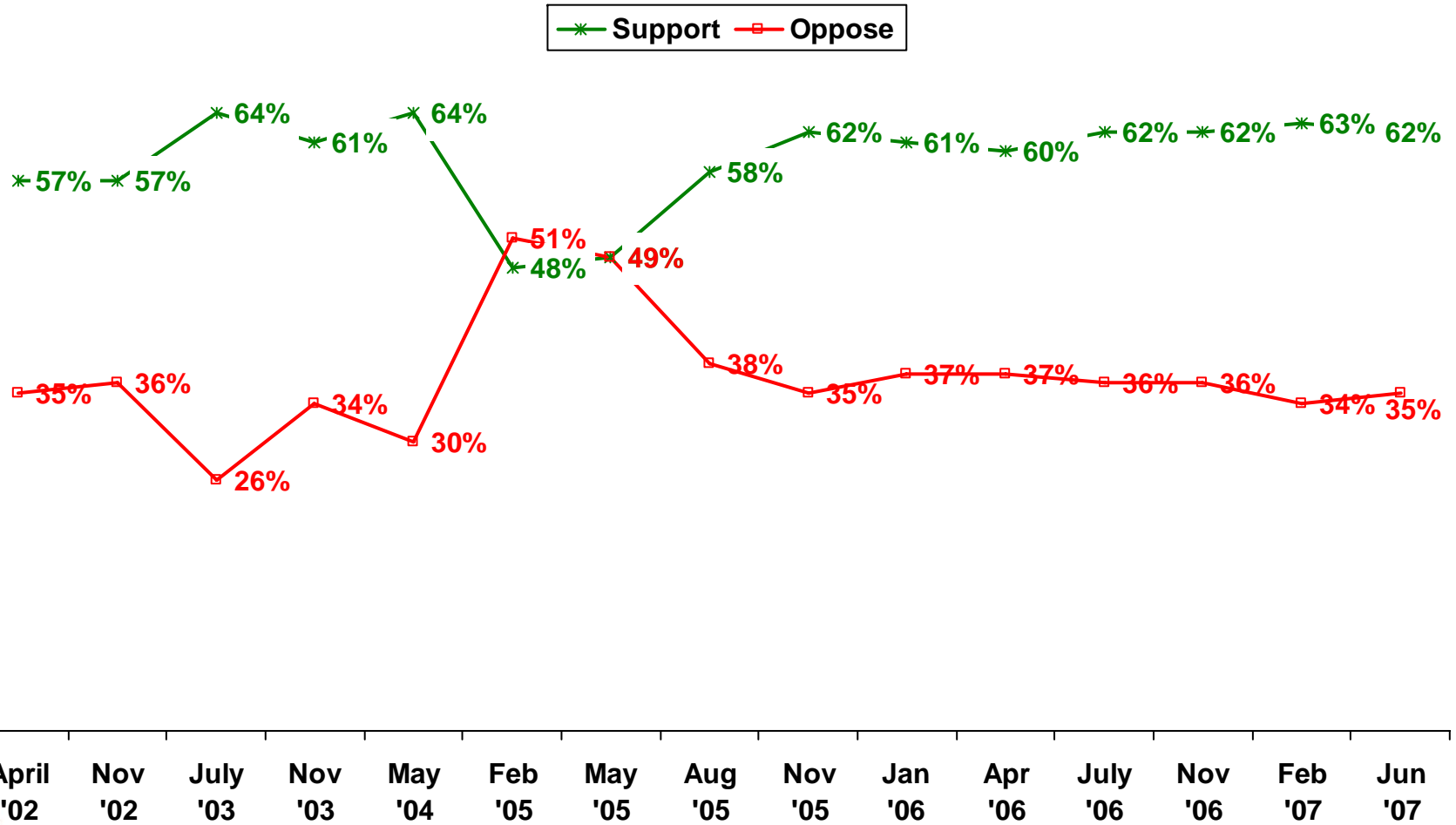
Six-in-ten ( 62%) Ontarians currently support nuclear energy, ranking it fifth of the six sources.





# Support For Nuclear Energy Tracking

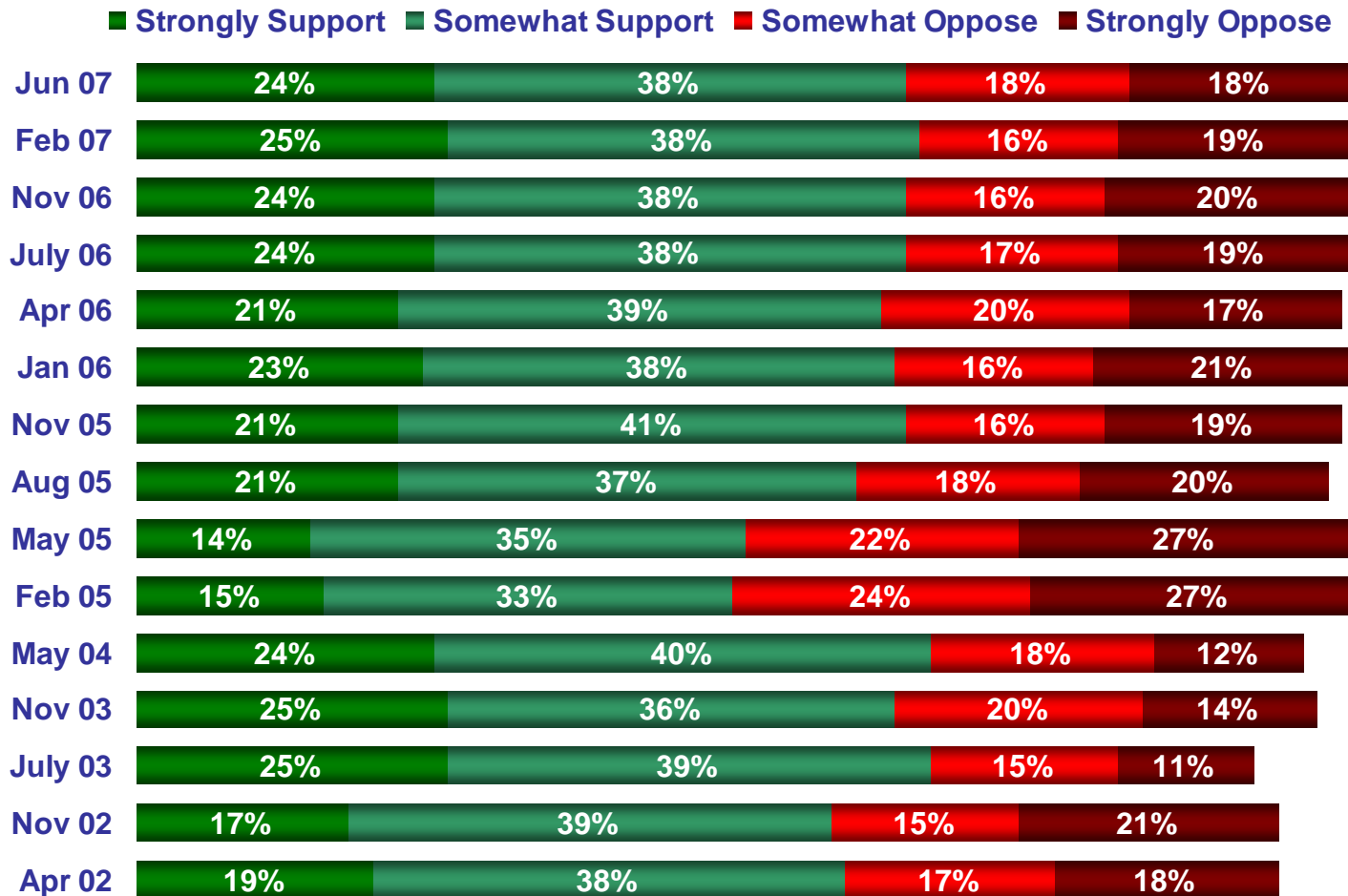
Support for nuclear energy in Ontario has been relatively stable since the beginning of the ad campaign (Aug 2005).





# Intensity Of Support For Nuclear Energy Tracking

Over the longer-term, the intensity of support (strongly) for nuclear has marginally increased, with the intensity of opposition remaining relatively consistent.





# 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, those middle-aged or older, upper income households, and those residing in Central and Eastern Ontario.

	Baseline Support Nuclear Feb '05	Support Nuclear June '07	Change		Baseline Support Nuclear Feb '05	Support Nuclear June '07	Change
Men	57%	68%	+11	GTA	51%	60%	+9
Women	40%	55%	+15	Central	48%	68%	+20
				Eastern	50%	67%	+17
Young	43%	55%	+12	Southwest	46%	60%	+14
Middle-age	49%	65%	+16	Northern	33%	53%	+20
Older	52%	65%	+13				
Low income	37%	57%	+20				
Mid income	46%	54%	+8				
Upper income	55%	68%	+11				





# Overall Support for Nuclear Based on Location of Facilities

Support for nuclear energy and the NIMBY concept has remained consistent since February 2007, with four in ten (40%) supporting nuclear-produced energy no matter where the plant is situated and 15% supporting nuclear-produced energy if the plant is not located in Ontario.

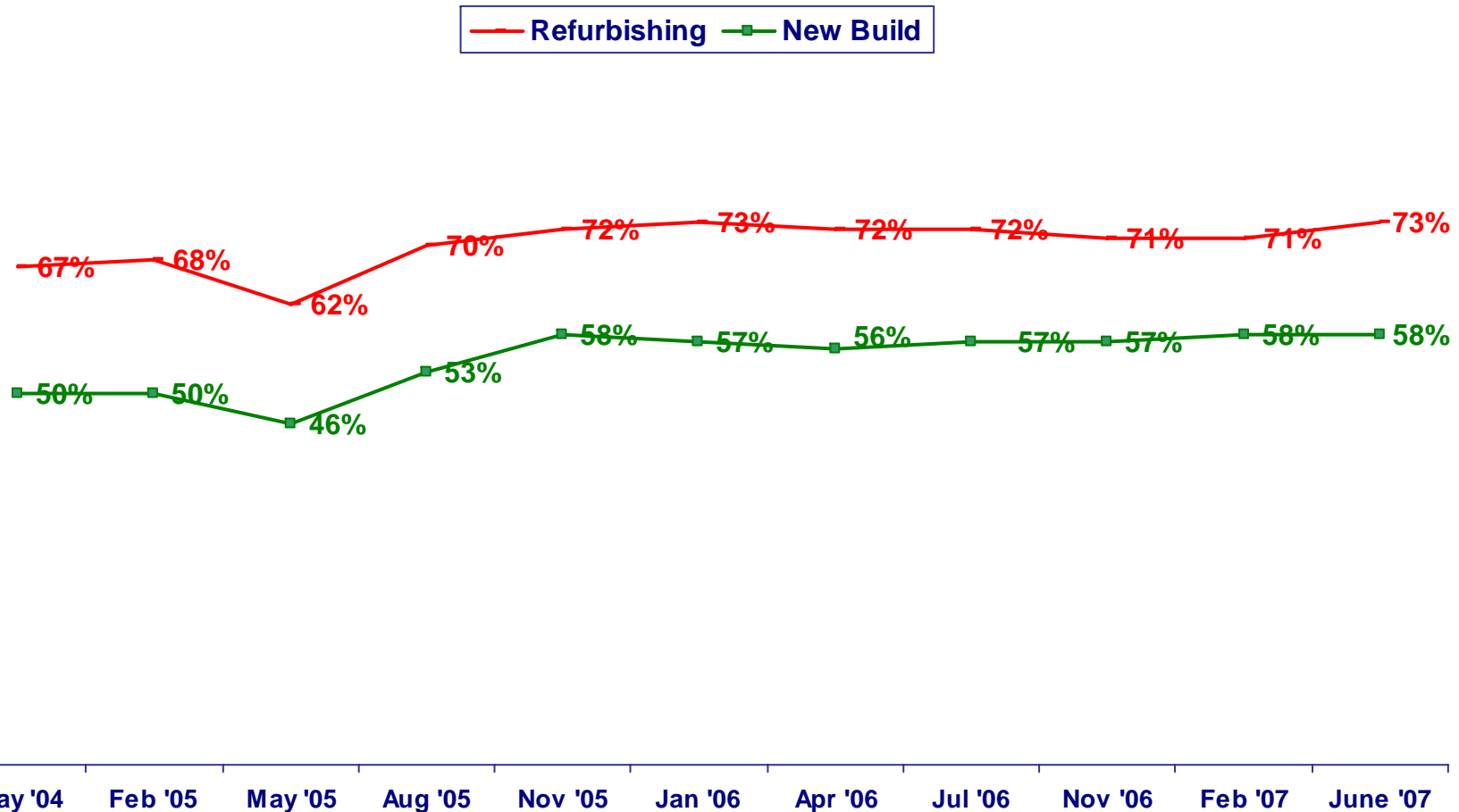
- I support nuclear-produced electricity no matter where the plant is situated
- I support nuclear-produced electricity, but only if the plant is not located in my province
- I oppose nuclear-produced electricity no matter where the plant is situated





# Support for Refurbishing by Region, Tracking

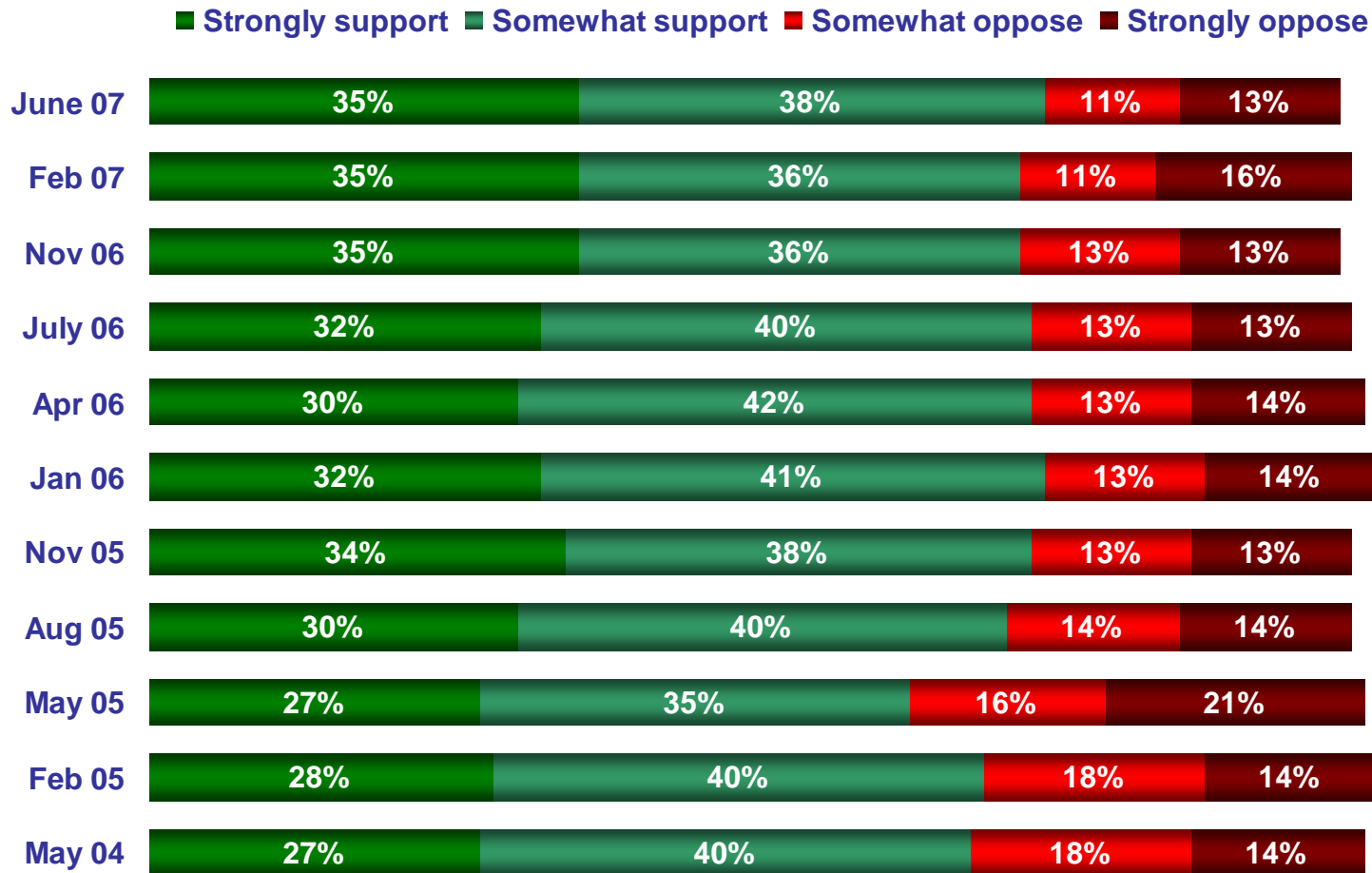
Since the beginning of this campaign, support for both new builds and refurbishing has increased slightly. However, support for refurbishing existing plants is still preferred to building new plants.





# Intensity Of Support For Refurbishing, Tracking

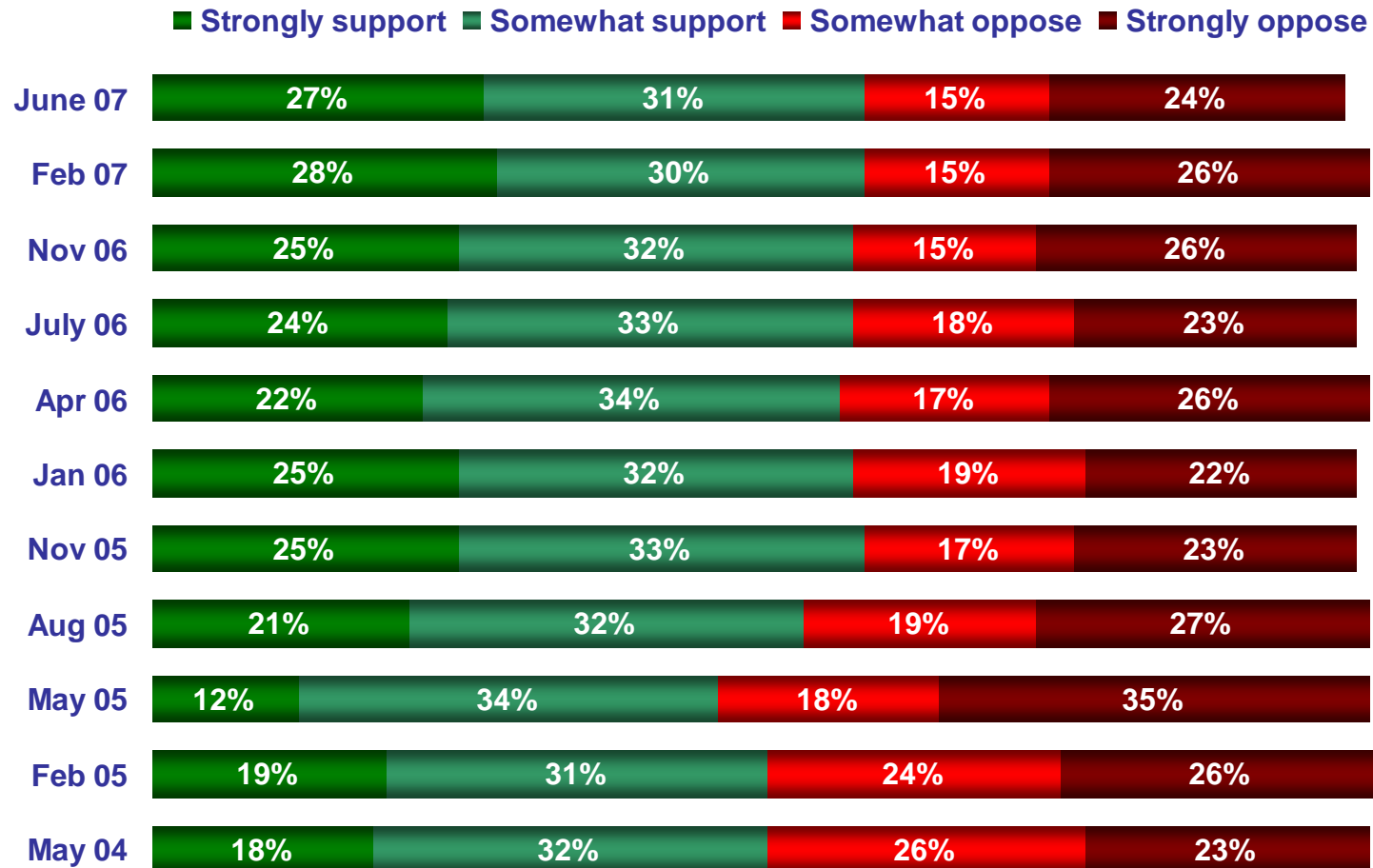
Intensity of support of refurbishing existing nuclear facilities is up slightly over the longer-term in Ontario.





# Intensity Of Support For New Build, Tracking

Intensity of support for new builds is also up somewhat over the longer-term in Ontario.





# Support for Refurbishing, By Key Demographics

Support for refurbishing is relatively stable among most demographic groups. Today, those most likely to support refurbishing are men, upper income households, and those living in areas other than Northern Ontario.

	Baseline Support Refurb Feb '05	Support Refurb June '07	Change		Baseline Support Refurb Feb '05	Support Refurb June '07	Change
Men	68%	77%	+9	GTA	67%	73%	+6
Women	67%	69%	+2	Central	70%	75%	+5
				Eastern	72%	70%	-2
Young	69%	71%	+2	Southwest	66%	76%	+10
Middle-age	69%	76%	+7	Northern	63%	65%	+2
Older	66%	70%	+4				
Low income	66%	70%	+4				
Mid income	64%	68%	+4				
Upper income	72%	77%	+5				



# Support for New Builds, By Key Demographics

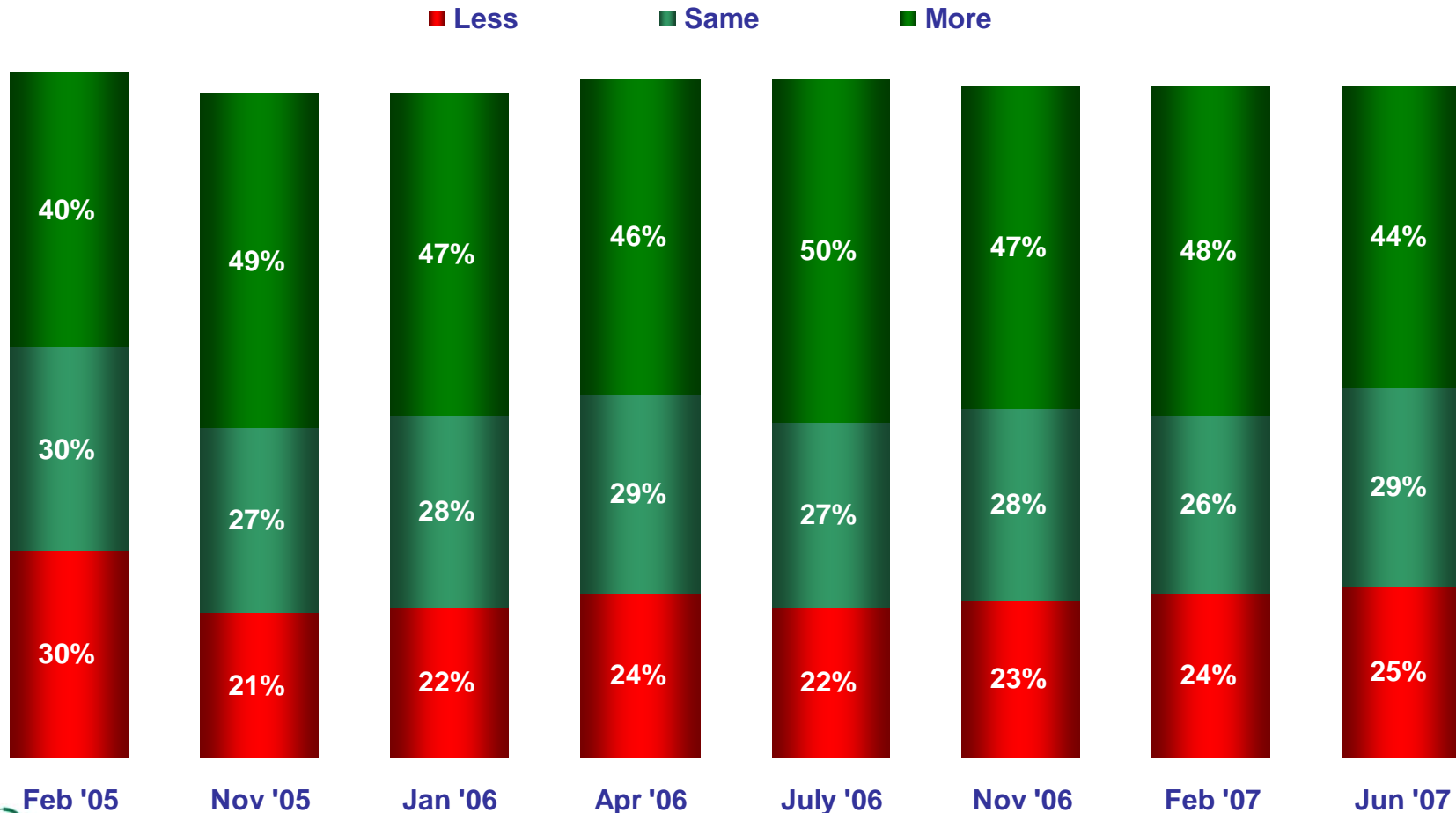
Men are more likely than women to support new builds, and also represent one of the larger demographic changes since the tracking began in February '05, along with the young & middle-aged, middle-income households, and Central/Northern residents. Today, upper income households are also more likely to support new builds.

	Baseline Support New Build Feb '05	Support New Build June '07	Change		Baseline Support New Build Feb '05	Support New Build June '07	Change
Men	56%	66%	+10	GTA	51%	55%	+4
Women	44%	50%	+6	Central	50%	64%	+14
				Eastern	61%	62%	+1
Young	45%	53%	+8	Southwest	48%	56%	+8
Middle-age	51%	61%	+10	Northern	32%	52%	+20
Older	54%	58%	+4				
Low income	46%	50%	+4				
Mid income	45%	57%	+12				
Upper income	55%	61%	+6				



# Preferred Role Of Nuclear In The Future

Ontarians preferred role for nuclear power has remained consistent, with a plurality (44%) indicating that it should play more of a roll, and just one quarter (25%) indicating that it should play less of a role.





Canadian Nuclear Association  
Association nucléaire canadienne

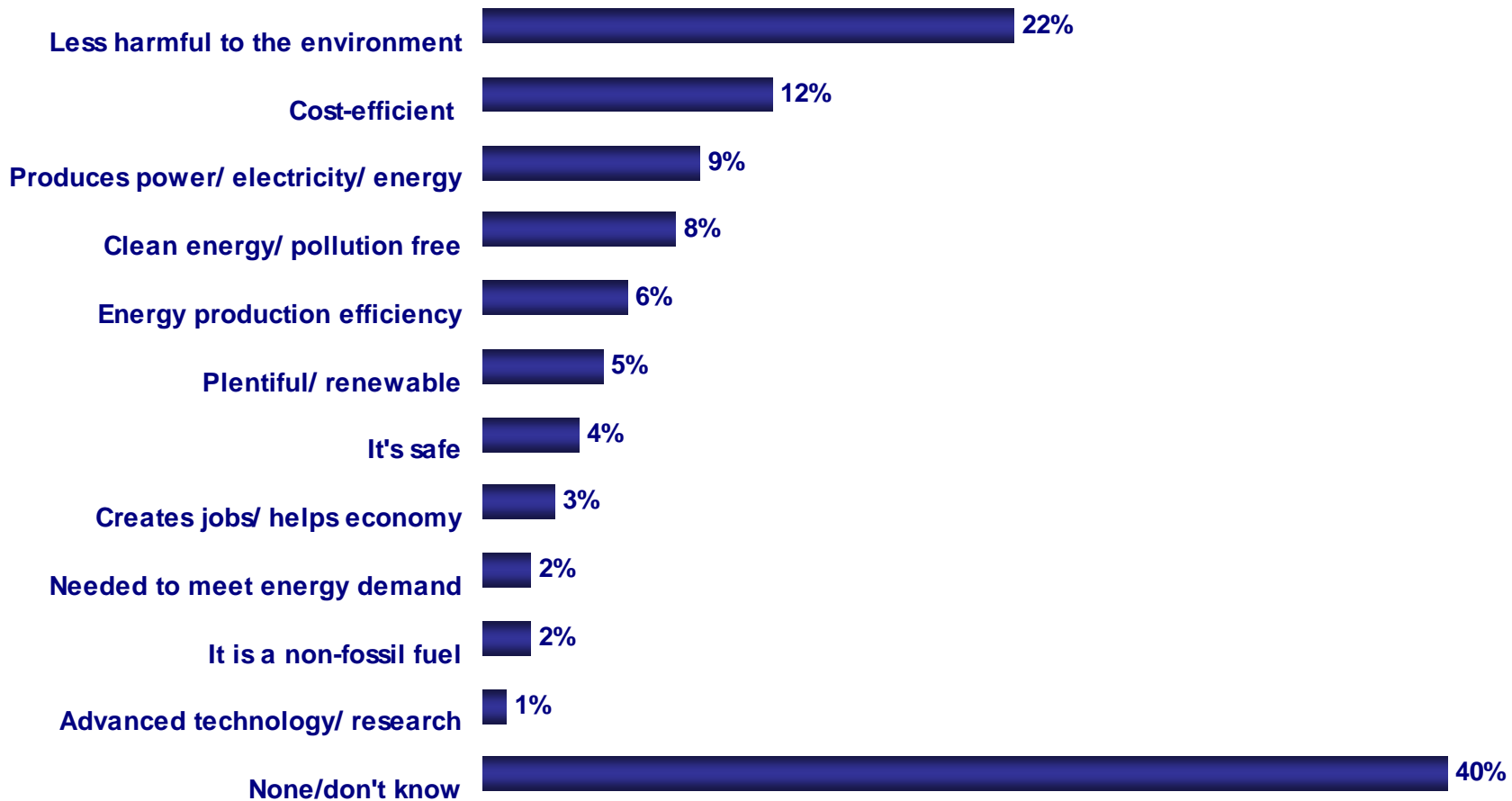


## Attitudes Toward Nuclear



# Top-of-Mind Benefits of Nuclear Power

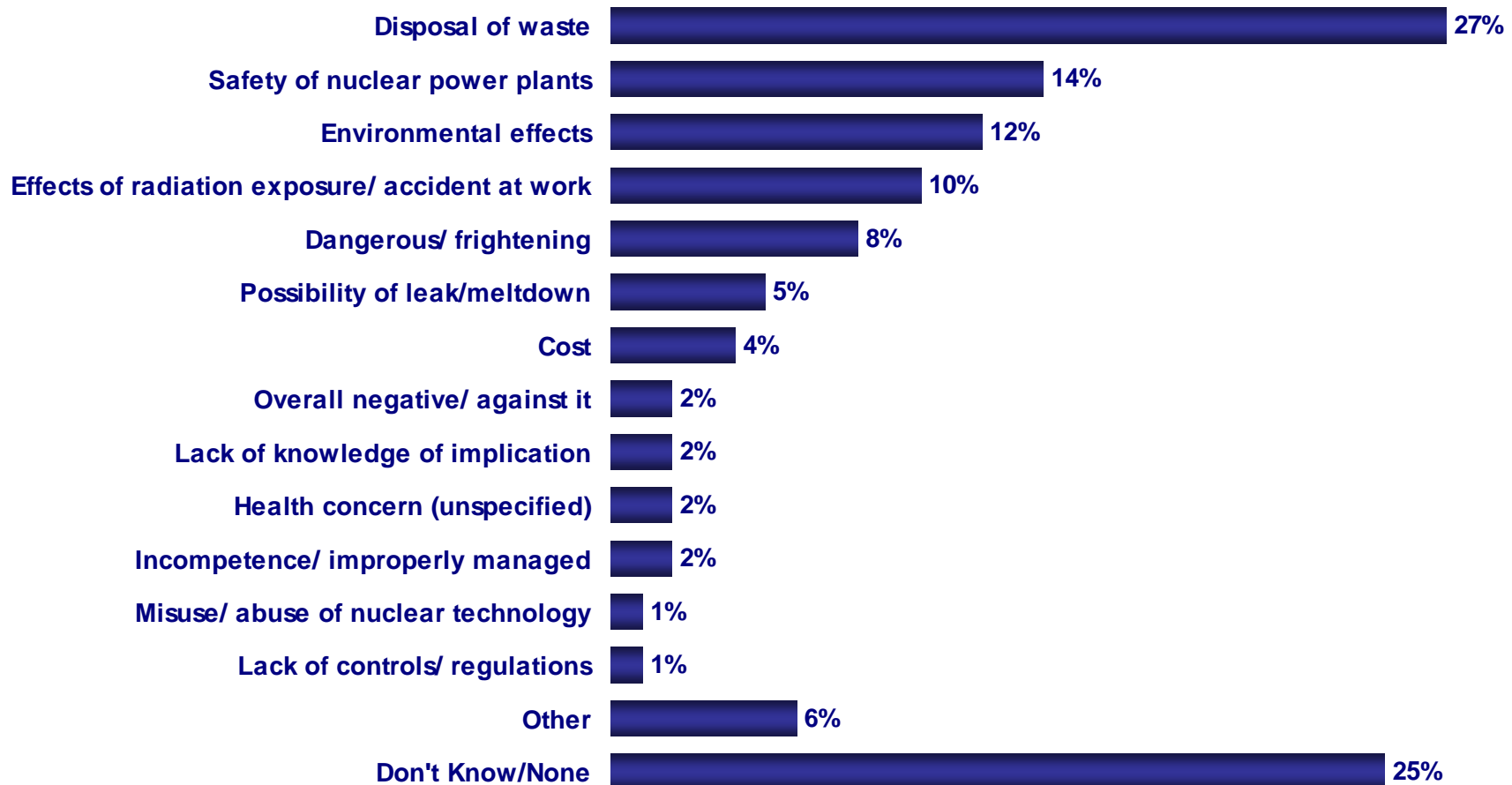
Many (40%) see no benefits to nuclear power. However, the top perceived benefit is that it is less harmful towards the environment (22%).





# Top-of-Mind Concerns with Nuclear Power

The most commonly cited concerns with nuclear energy are disposal of waste, followed by safety concerns, the impact of environmental effects and radiation exposure. Still, One quarter (25%) of Ontarians have no top-of-mind concerns with nuclear power.





Canadian Nuclear Association  
Association nucléaire canadienne

## 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](mailto:jennifer.mcleod@ipsos-reid.com)

**John Wright**, Senior Vice President, Ipsos Public Affairs  
416.324.2002  
[john.wright@ipsos-reid.com](mailto:john.wright@ipsos-reid.com)

**Sean Simpson**, Research Manager, Ipsos Public Affairs  
416.324.2010  
[chris.martyn@ipsos-reid.com](mailto:chris.martyn@ipsos-reid.com)