



Canadian Nuclear Association
Association nucléaire canadienne



Canadian Nuclear Association

Annual Tracking Report 2009

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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 January 19th to February 1st, 2009.
- The total sample is 2,200, resulting in a margin of error of +/-2.1%. A large sample of interviews was conducted in all regions, in addition to an oversample of interviews in Saskatchewan and New Brunswick. The regional sub-samples and associated margins of error are:

	N	+/-%, 95% of the time
National	2200	2.1
BC	262	6.1
AB	208	6.8
SK/MB	230	6.5
(SK)	(160)	7.7
ON	760	3.5
QC	500	4.4
ATL	240	6.3
(NB)	(144)	8.2





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Key Themes



Key Themes

- **Energy as a priority for provincial government has increased by 7 points since September 08 and 2 points over the past 12 months. The economy is by far the most important issue to Canadians (net 44%).**
- **Support for nuclear energy has decreased very slightly, by 2 points since September 08.**
 - **Support for nuclear energy is unchanged in Ontario (67%).**
- **Support for refurbishment and new builds remains unchanged at 67% and 49%, respectively.**
- **In Ontario, half (49%) feel the government is moving too slowly in building new nuclear power plants, a decrease of 10 points since January 2008.**
 - **The proportion of those who feel we should be ‘cautious’ and ‘reevaluate the need’ for new nuclear power plants has remain consistent, however less Ontarians feel we should ‘get on with it’ and build new plants now.**





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Energy As An Issue

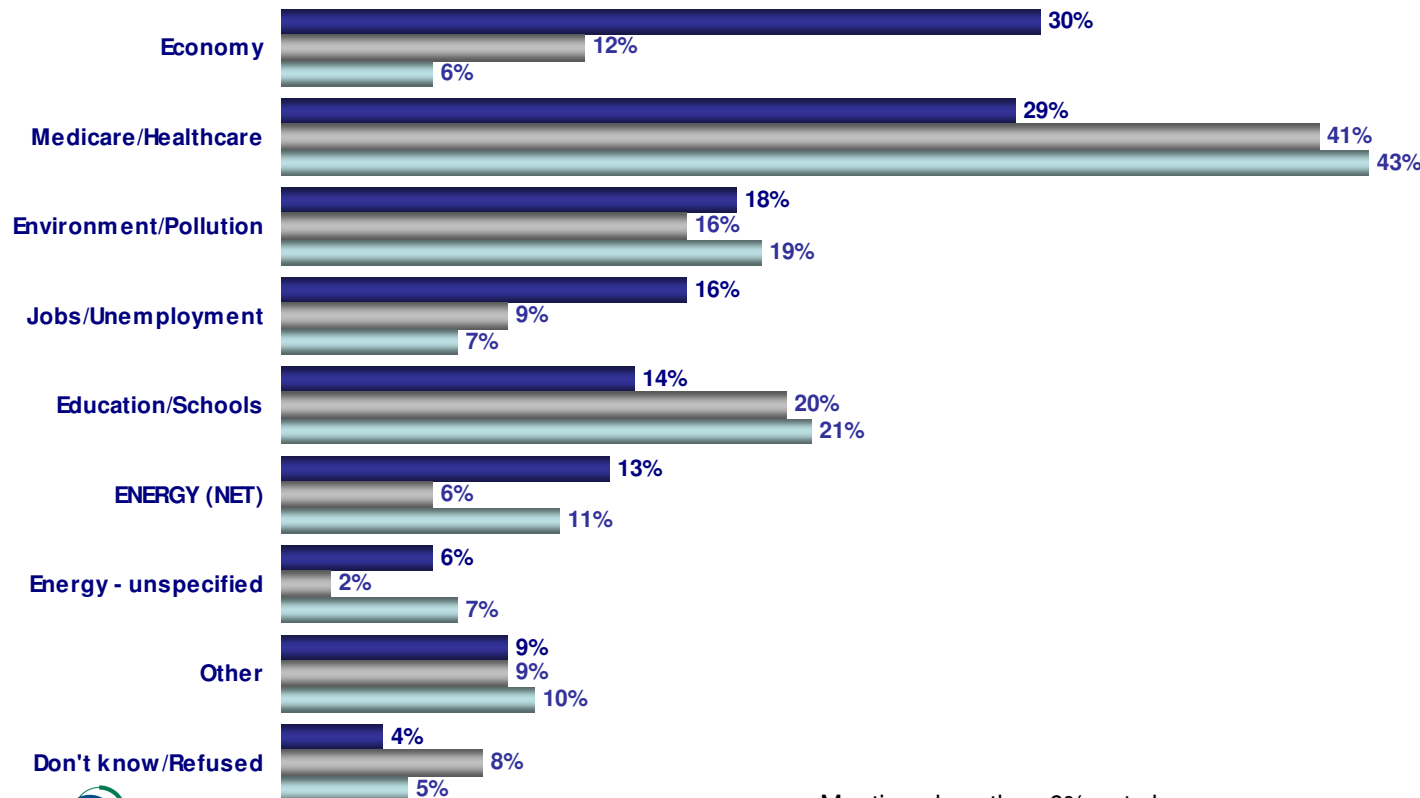


Energy As A Provincial Issue

One-in-ten (13%) Canadians cite energy as the issue that should receive the most attention from the provincial government, an increase of 7 points from September 08, and 2 points from January 08. Provincially, energy as a concern has increased significantly in BC, AB, and Atlantic Canada. By far, most Canadians are most concerned about the economy (NET 44%).

Total Mentions

■ Jan 2009 ■ Sep 2008 ■ Jan 2008



Mentions less than 6% not shown

Energy NET BY PROVINCE		
	Jan 2009	Jan 2008
BC	12%	6%
AB	19%	11%
SK/MB	10%	7%
(SK)	10%	9%
ON	15%	16%
QC	5%	3%
ATL	22%	15%
(NB)	18%	18%

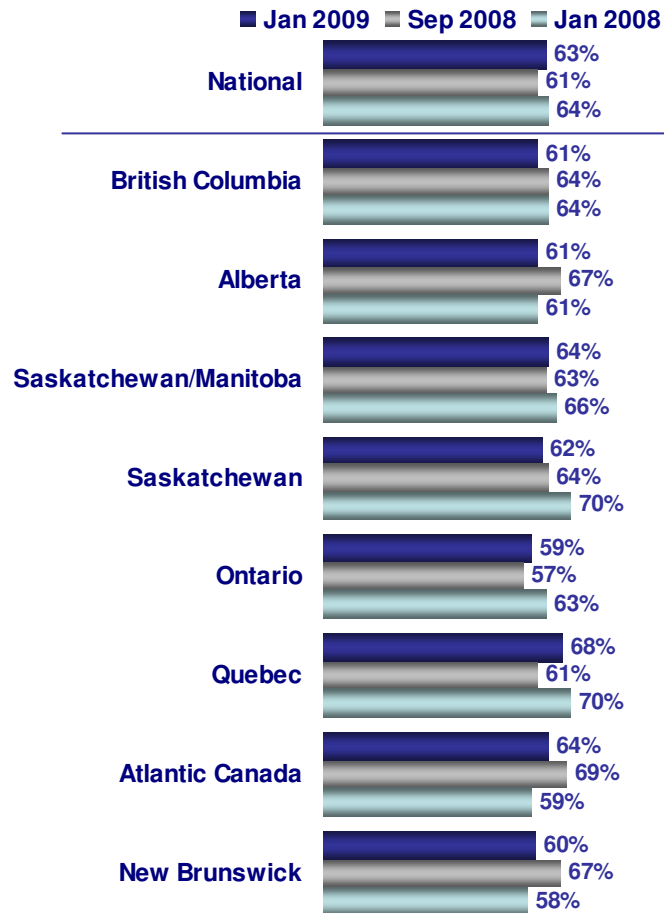




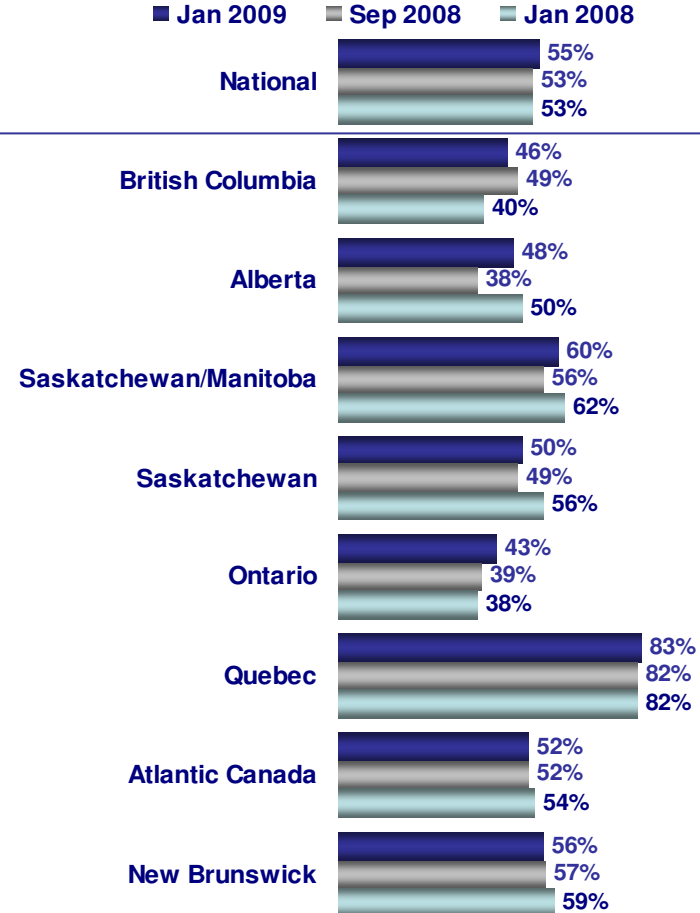
Conservation and Supply

About two-thirds (63%) of Canadians continue to believe that conservation efforts will not be enough to offset future electricity demand, while slightly more than half (55%) feel there is not enough energy in their province.

Conservation Efforts Won't Offset Demand



Have Enough Electricity in My Province

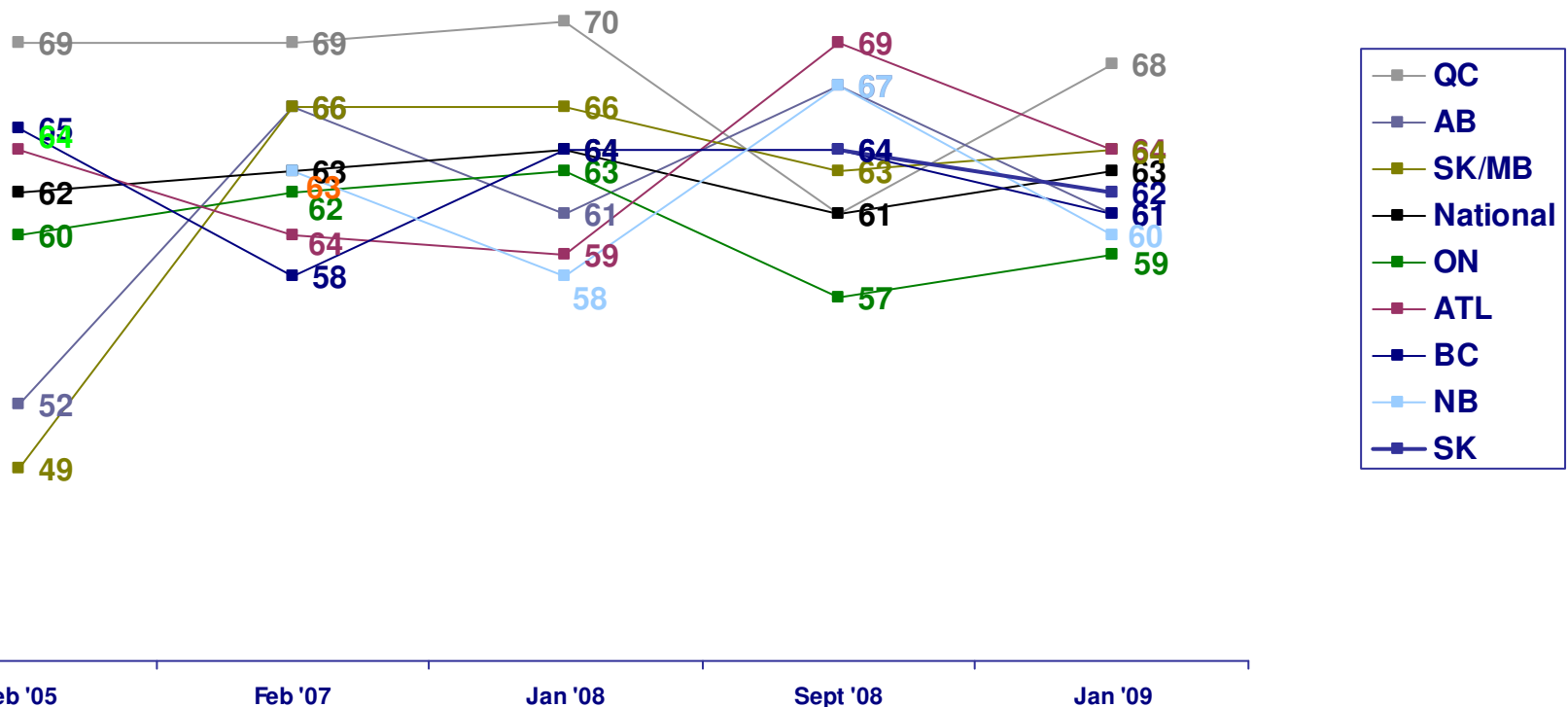




Conservation Tracking

Since September 08, Alberta and British Columbia residents are less likely to believe that conservation efforts will not be enough to offset demand for electricity (-6 points and -3 points, respectively).

Conservation won't offset demand

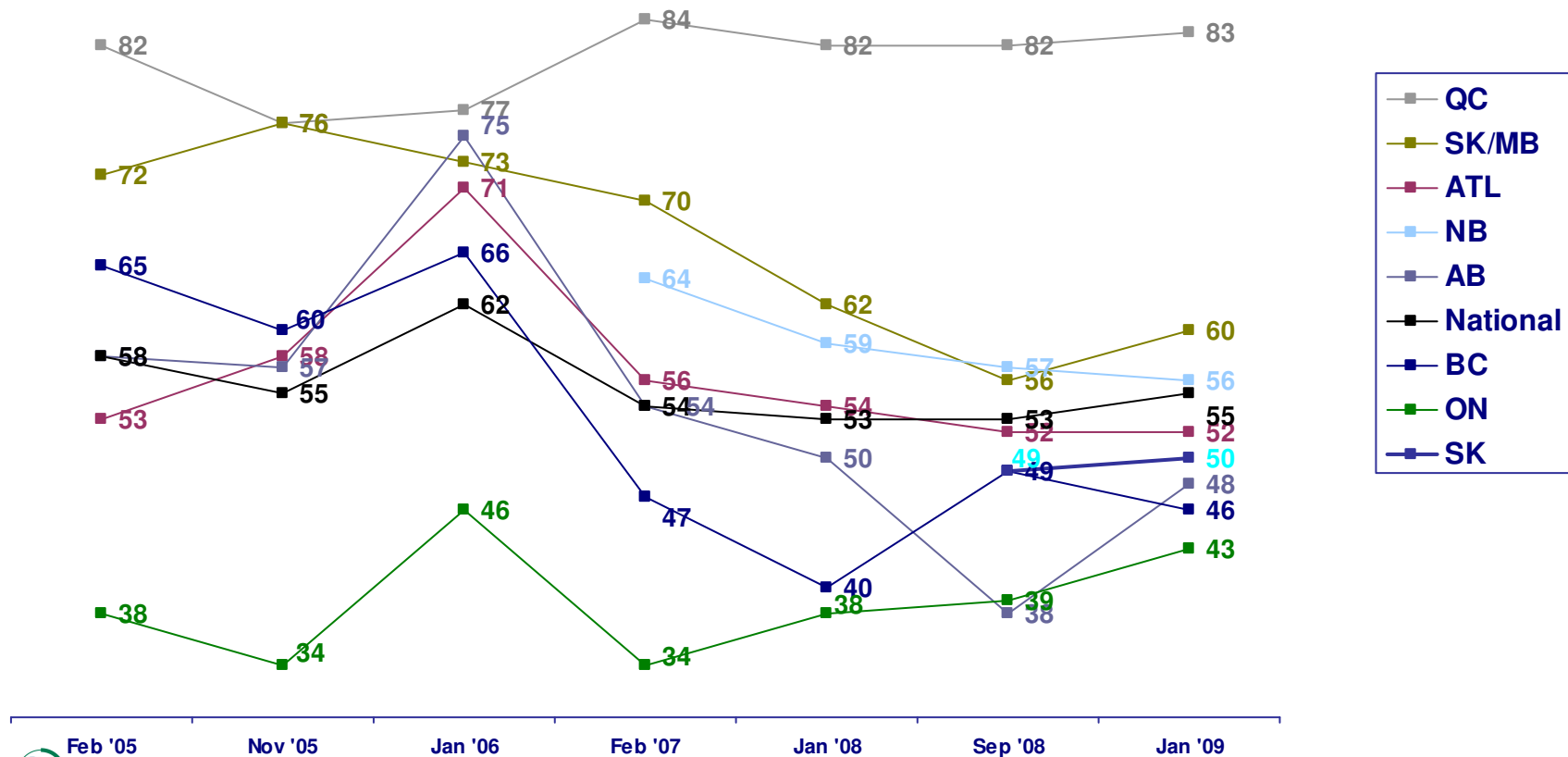




Supply Tracking

Confidence in electricity supply has slightly increased across the country, notably in Alberta (+ 10 points) and in Ontario (+4 points)

Have enough electricity in my province





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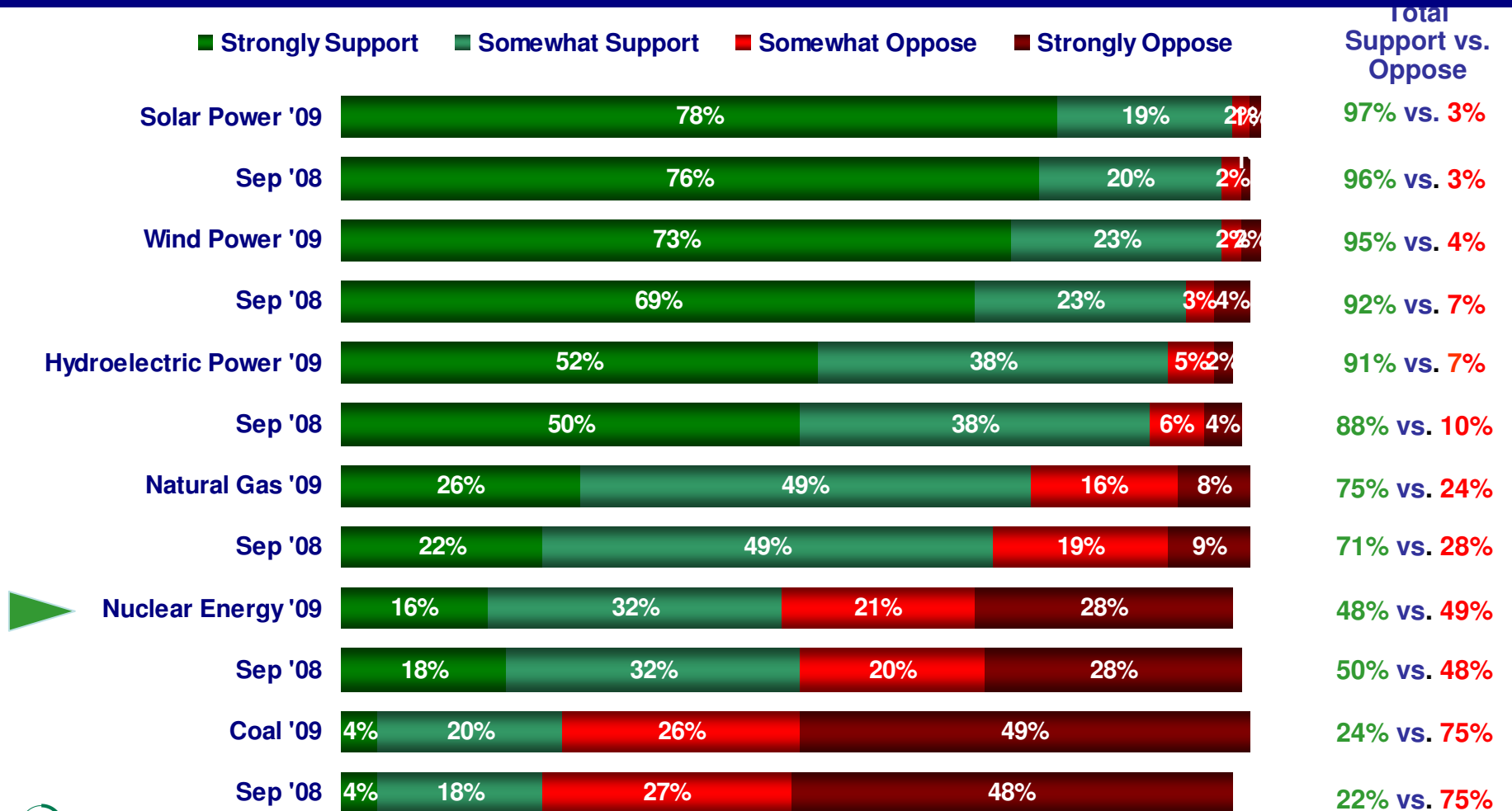


Nuclear Support Tracking



National Support for Nuclear vs. Other Energy Sources

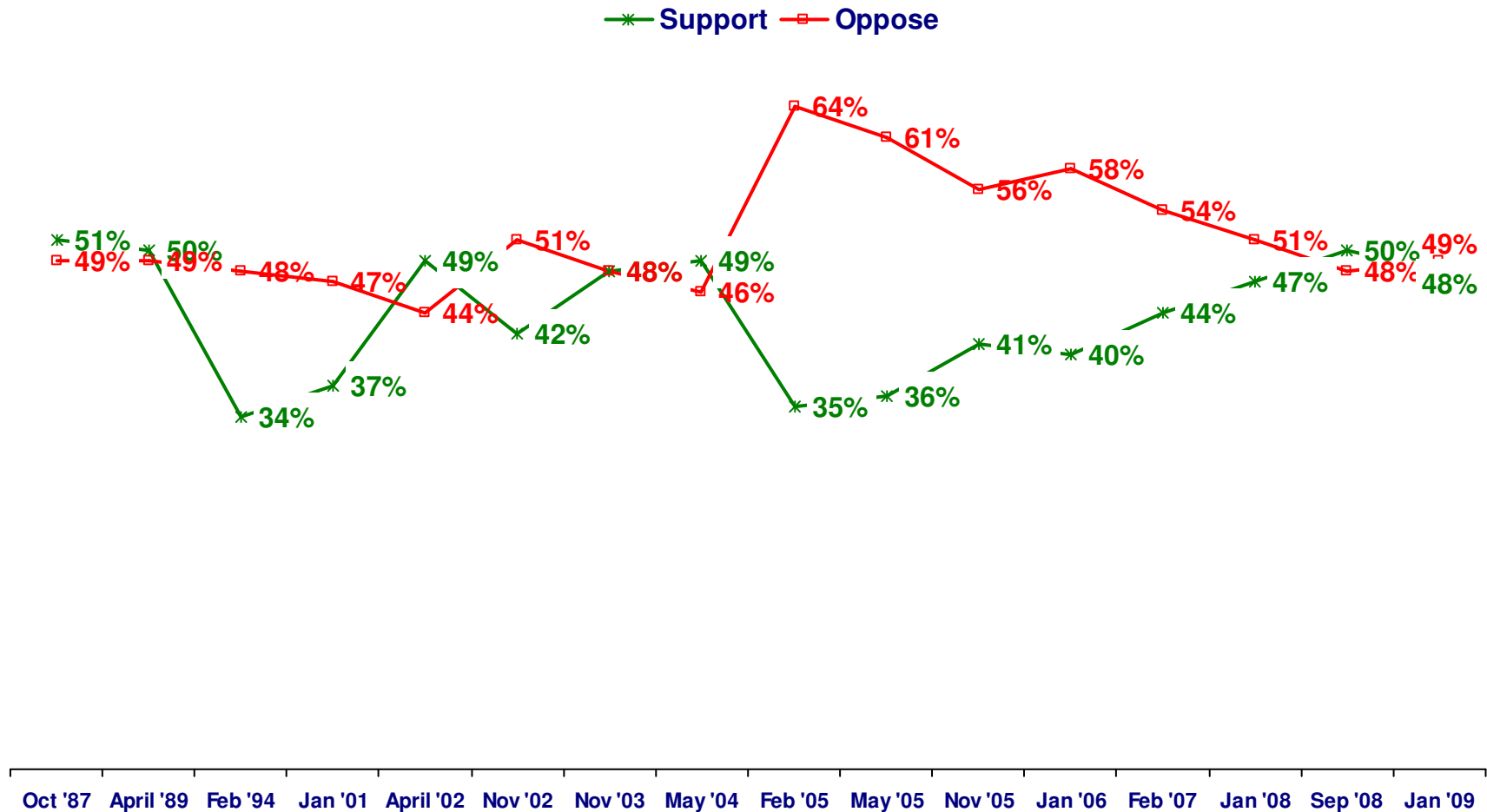
Compared to September 08, support for nuclear energy has very slightly decreased by 2 points and currently stands at 48%.





National Support for Nuclear Tracking

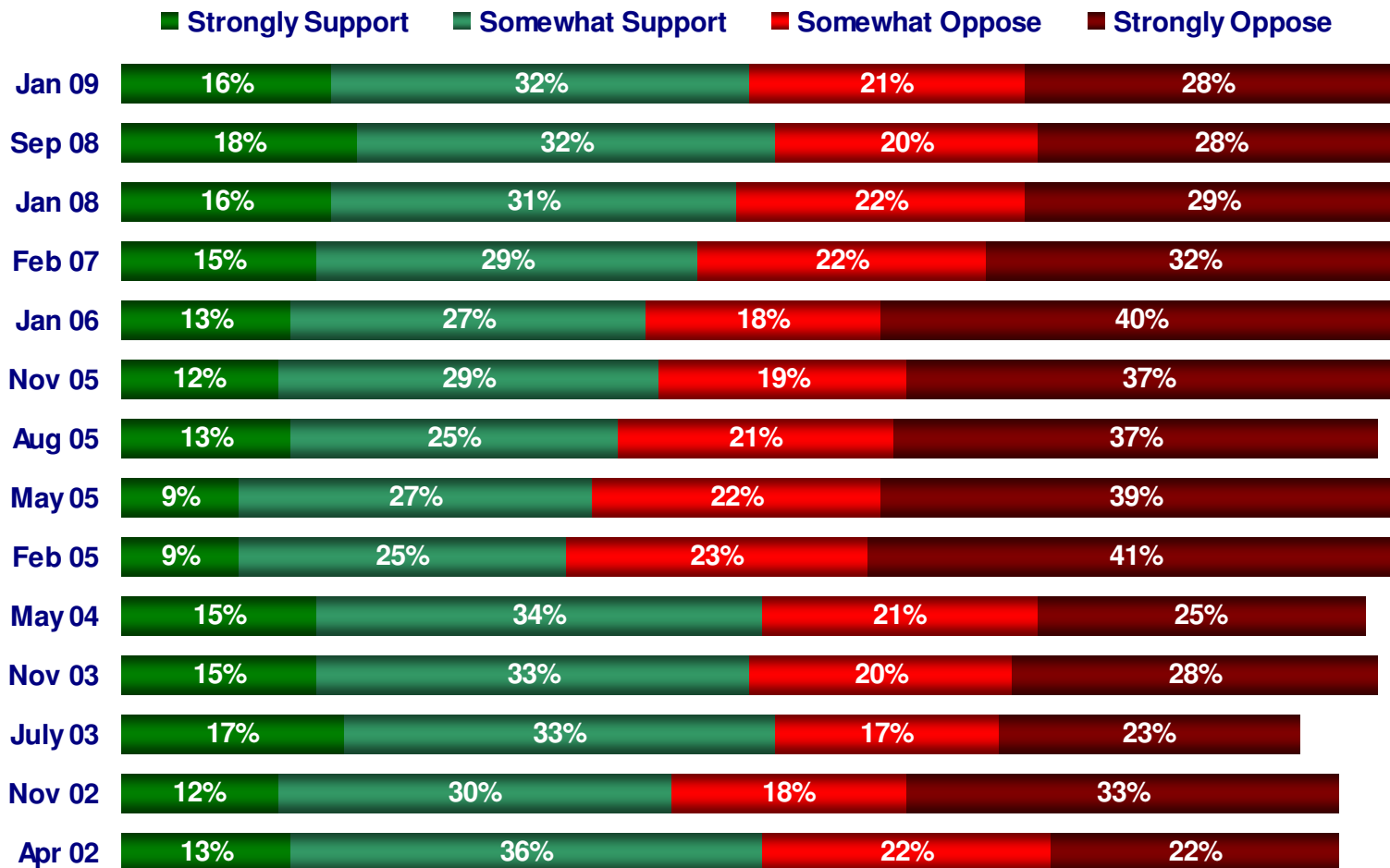
Since January 08 support for nuclear energy has remained relatively flat.





National Intensity of Support for Nuclear Tracking

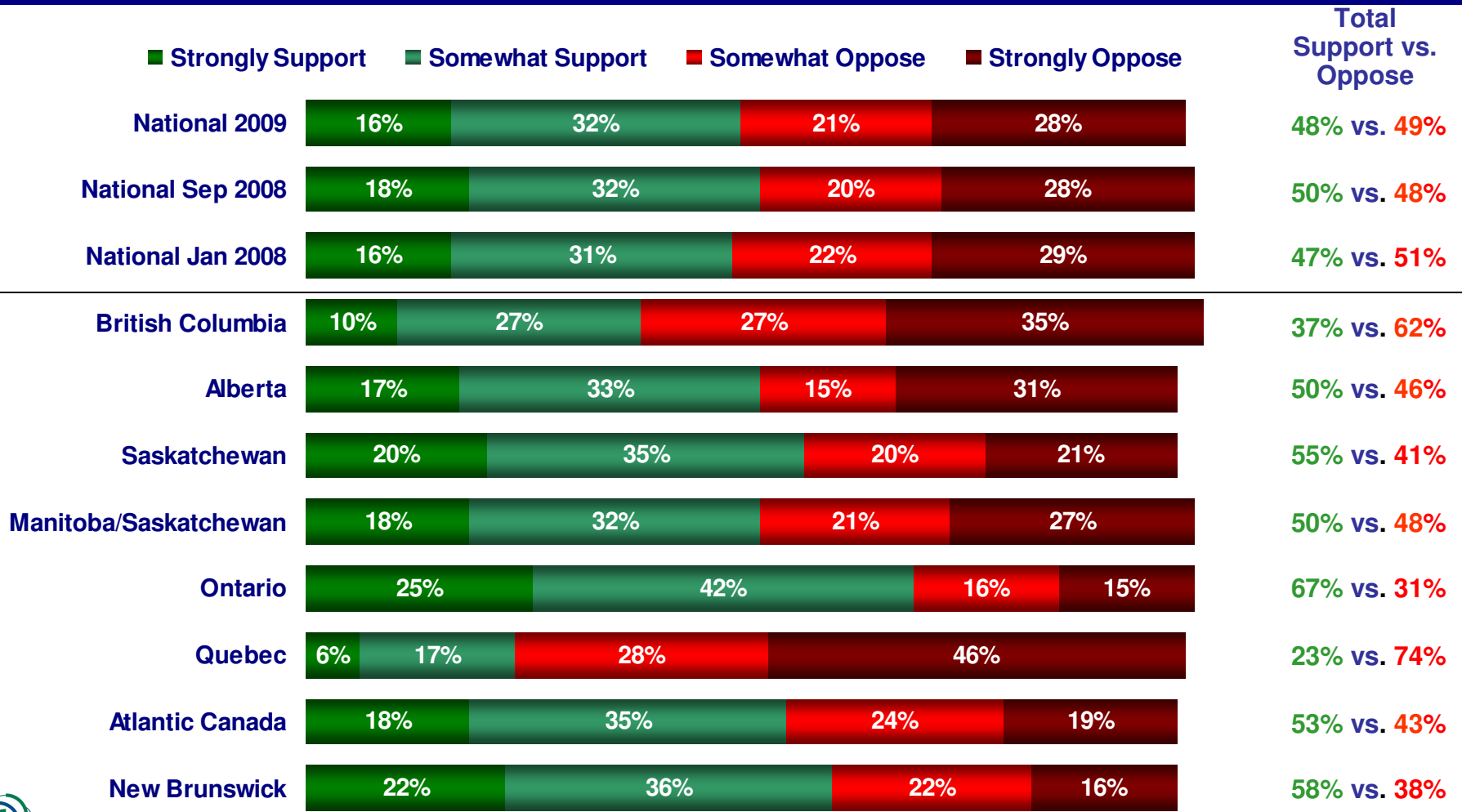
The intensity of support for nuclear energy has only slightly decreased since September 08 (-2 points).





Regional Support for Nuclear

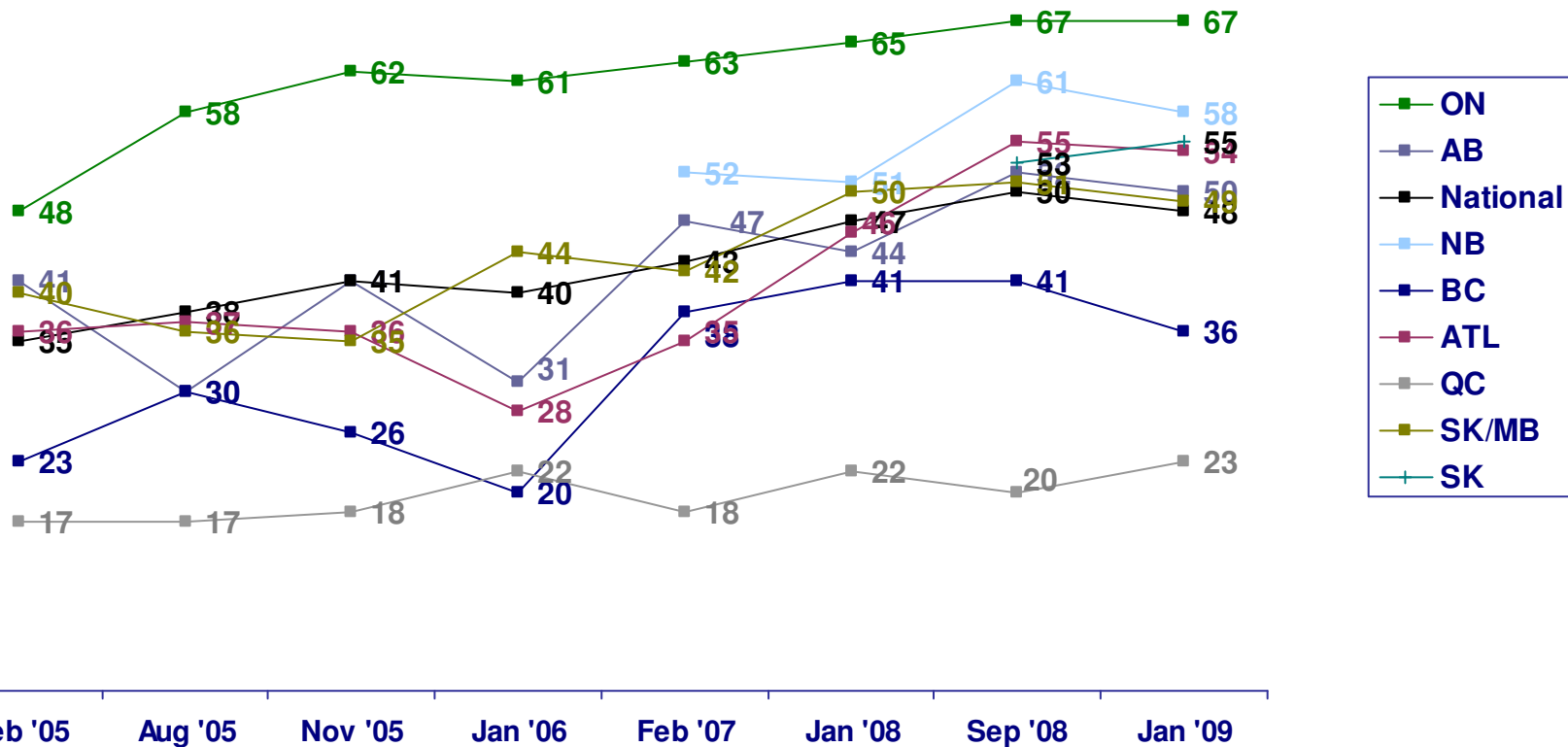
Support for nuclear energy is highest in Ontario (67%), New Brunswick (58%) and Saskatchewan (55%) and lowest in Quebec (23%).





Regional Support for Nuclear, Tracking

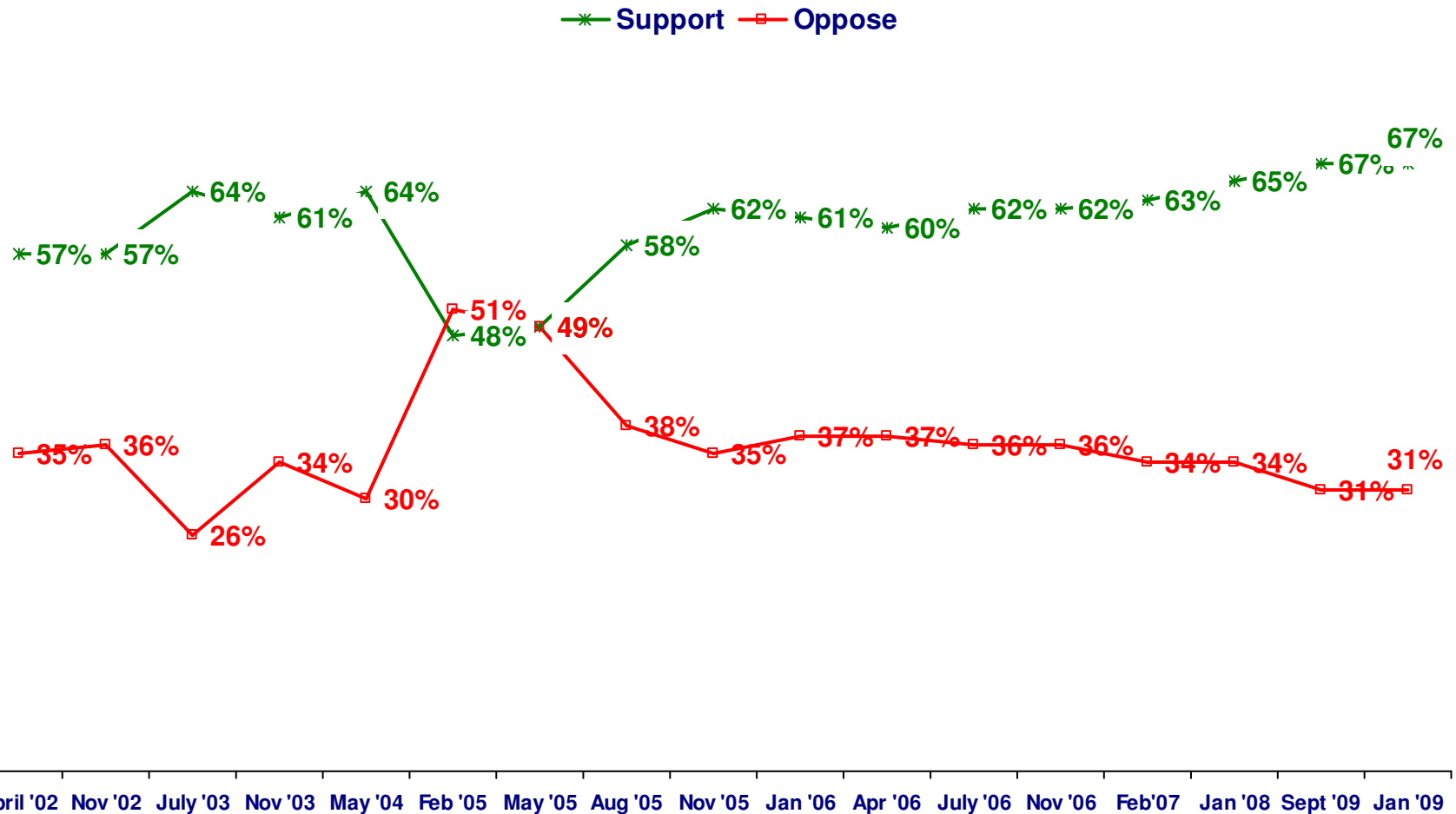
Support for nuclear energy has slightly decreased in a number of provinces across the country, in Ontario levels of support remain unchanged since September 08 (67%).





FOCUS ON ONTARIO: Support For Nuclear Energy Tracking

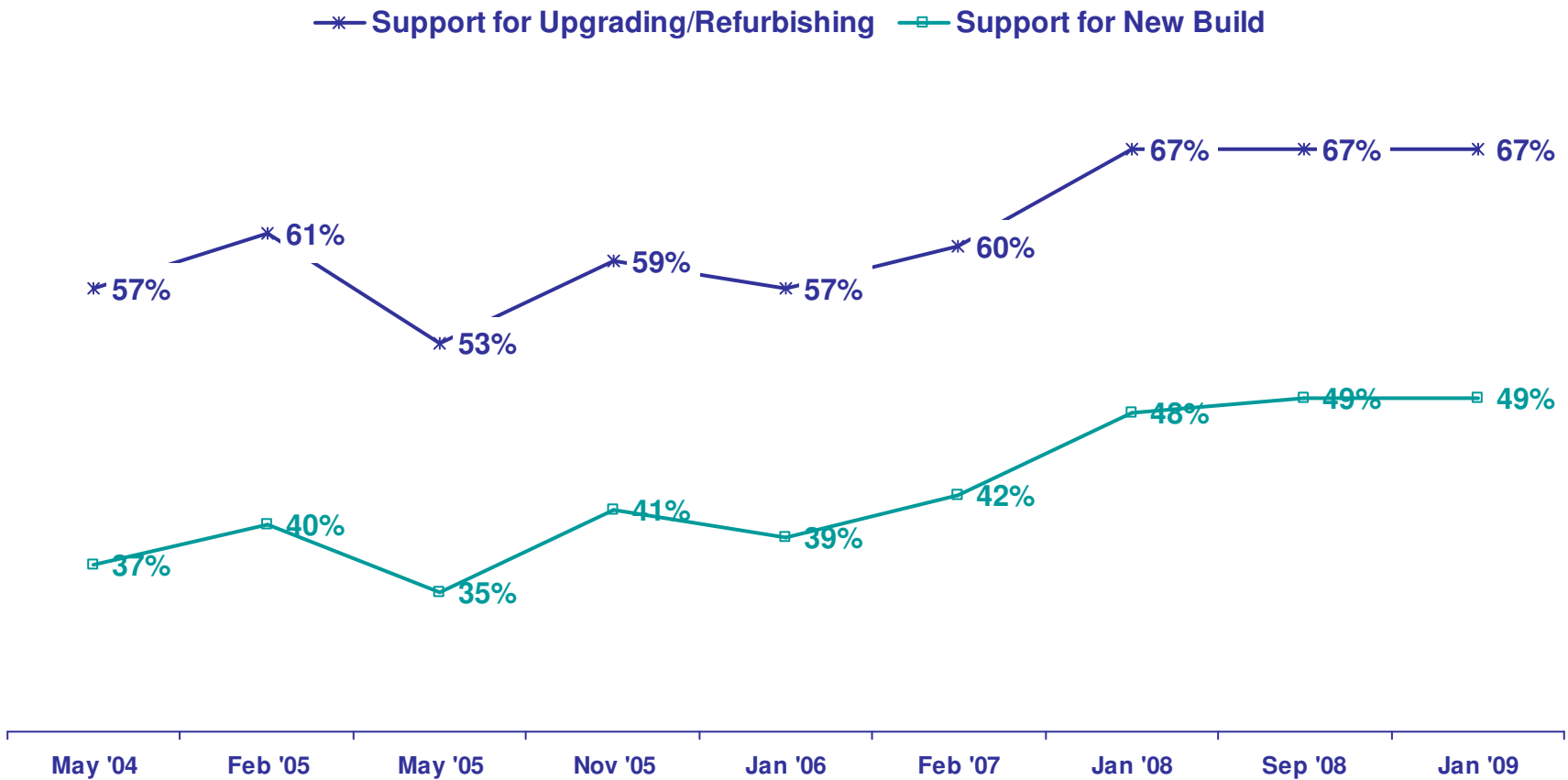
Support for nuclear energy in Ontario continue to be at historic highs.





National Support for Refurbishing & New Build Tracking

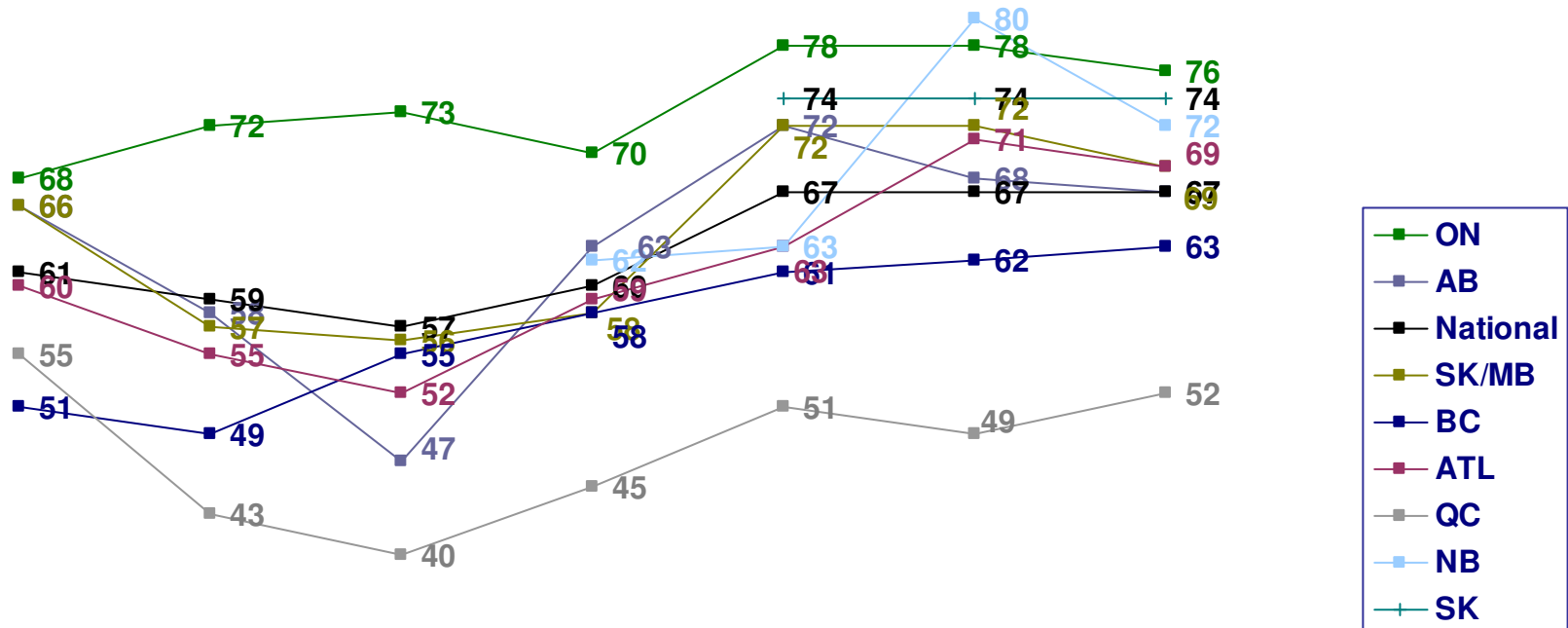
Canadians continue to be more likely to support upgrading and refurbishing than building new facilities (67% vs. 49%); support for both has remained unchanged since January 08.





Support for Refurbishing by Region, Tracking

Support for refurbishing has remained relatively consistent across all regions with the exception of New Brunswick where support has decreased by 8 points and in Quebec where support has slightly increased by 3 points.



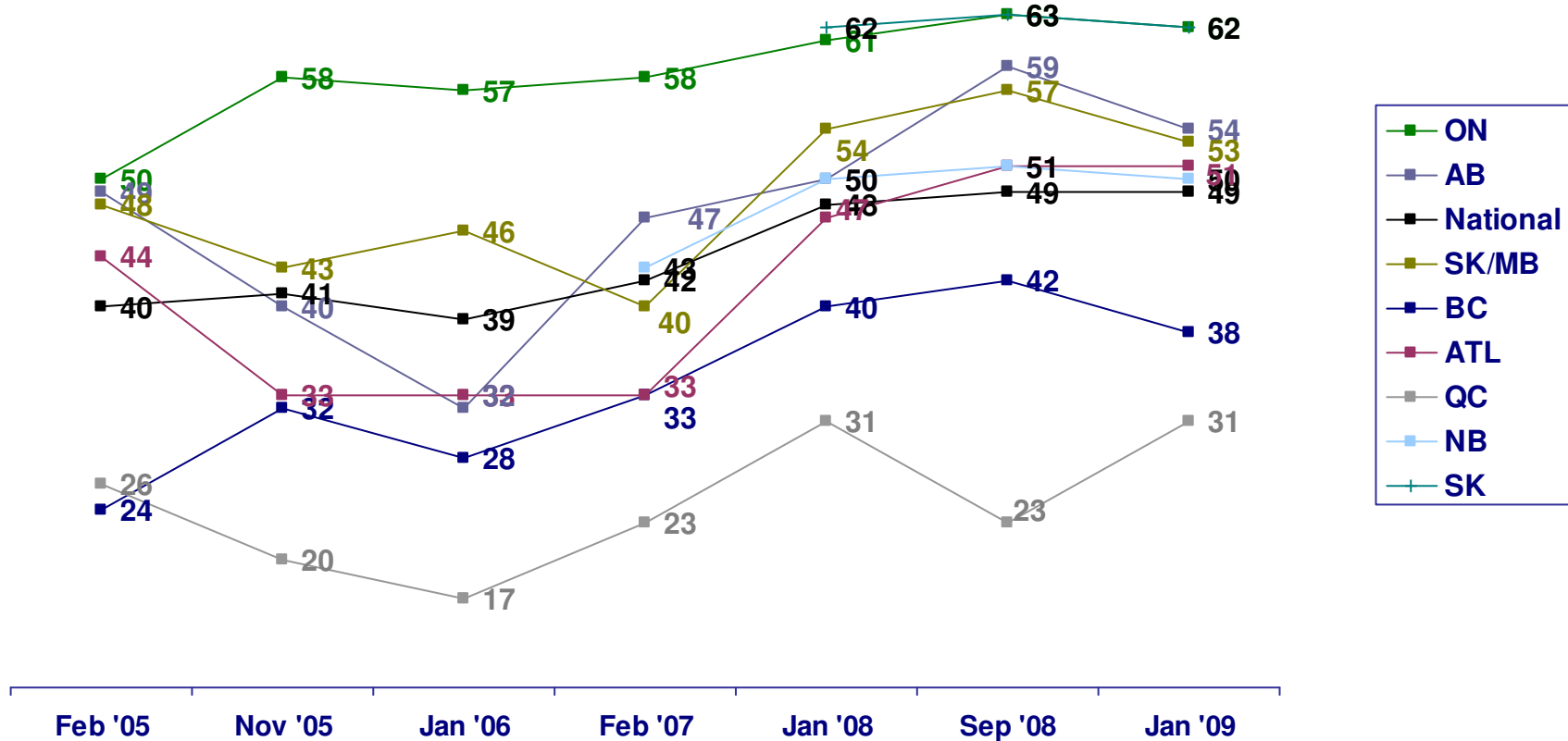
Feb '05 Nov '05 Jan '06 Feb '07 Jan '08 Sep '08 Jan '09





Support for New Builds by Region, Tracking

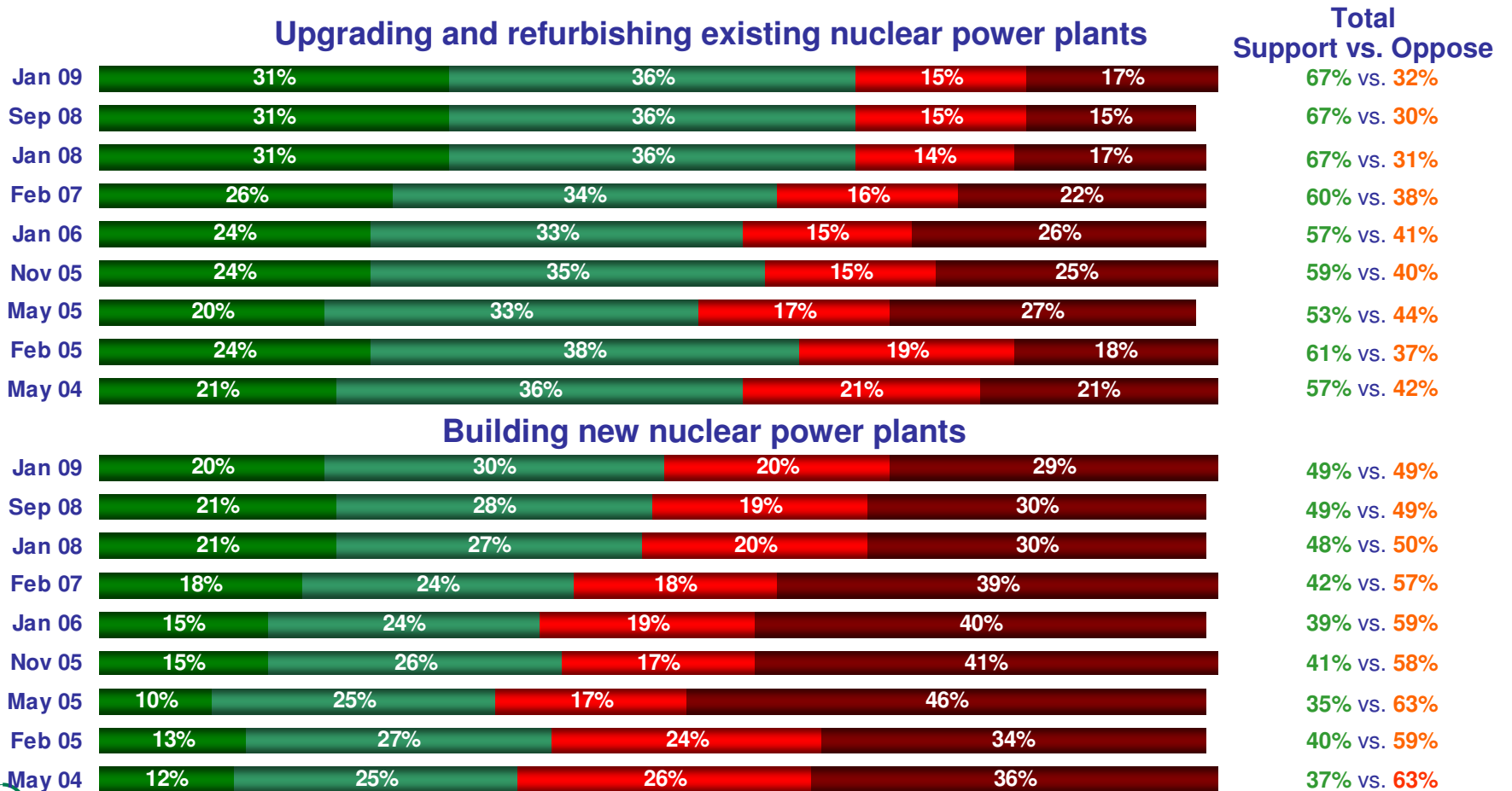
Support for new builds has remained consistent in Ontario since September 08, and has increased by 8 points in Quebec, where in Alberta and British Columbia support for new builds has slightly decreased (-5 points and -4 points, respectively).





Intensity of Support for Refurbishing & New Build, Tracking

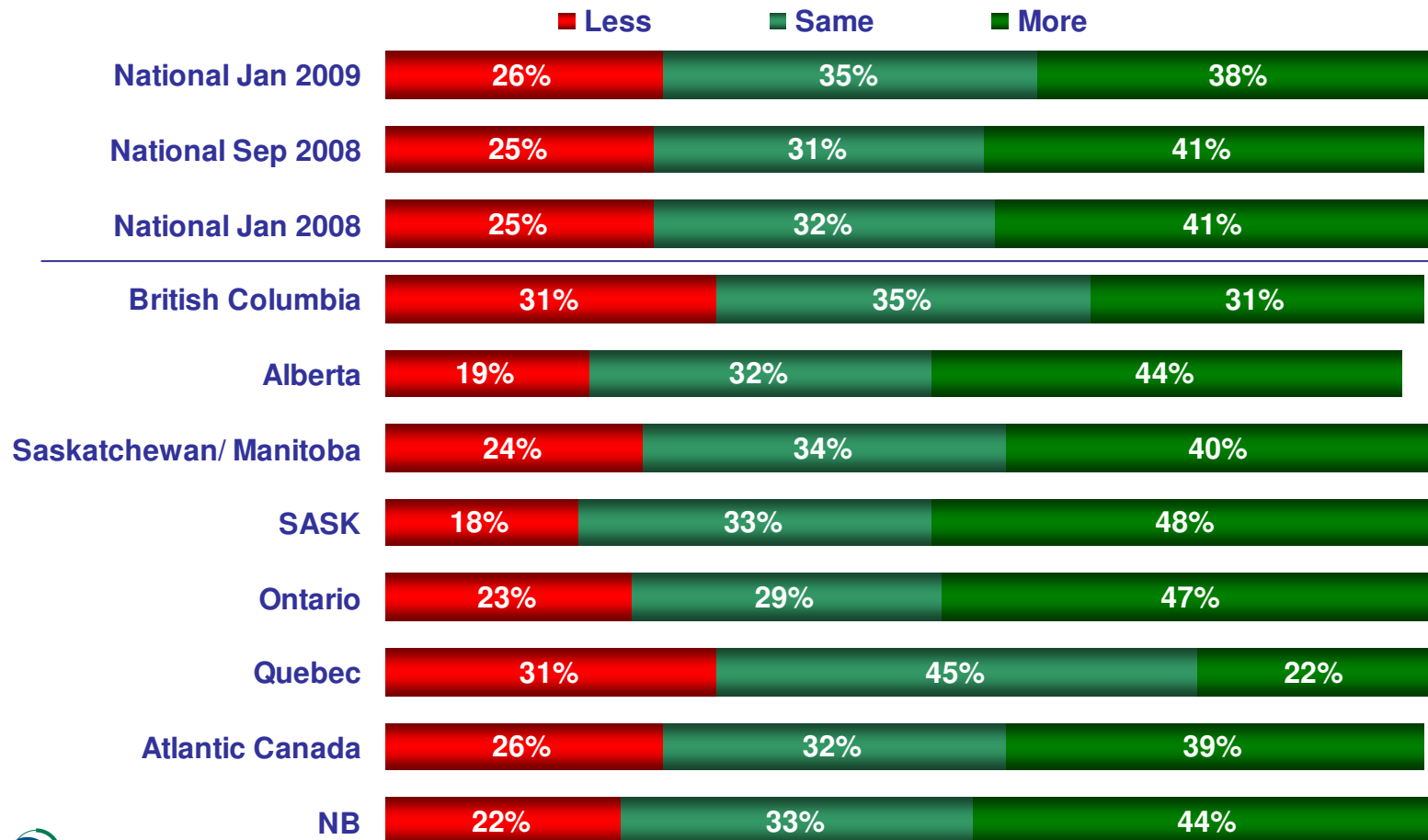
The intensity of support for refurbishment and new builds has remained constant for the past three field periods, since May 04 support for refurbishment has increased by 10 points, while support for new builds has increased by 12 points.





Preferred Role Of Nuclear In The Future

More than one-third (38%) of Canadians believe nuclear energy should play more of a role in their province in the future, a slight decrease (-3 points) since September 08. Almost half of Saskatchewan (48%) and Ontario (47%) residents feel nuclear energy should play more of a role in their province.





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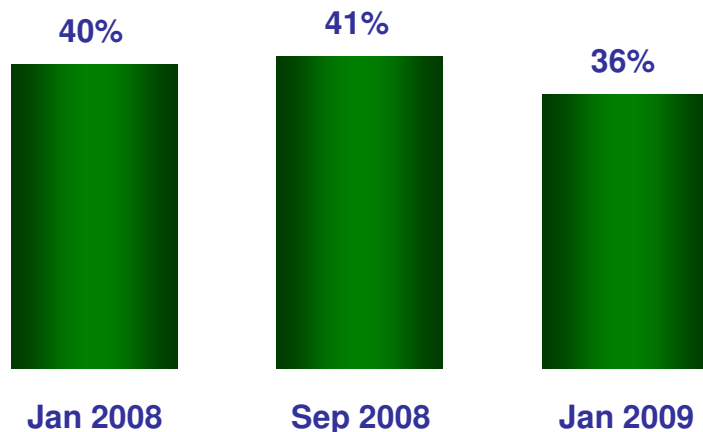
Attitudes Toward Nuclear



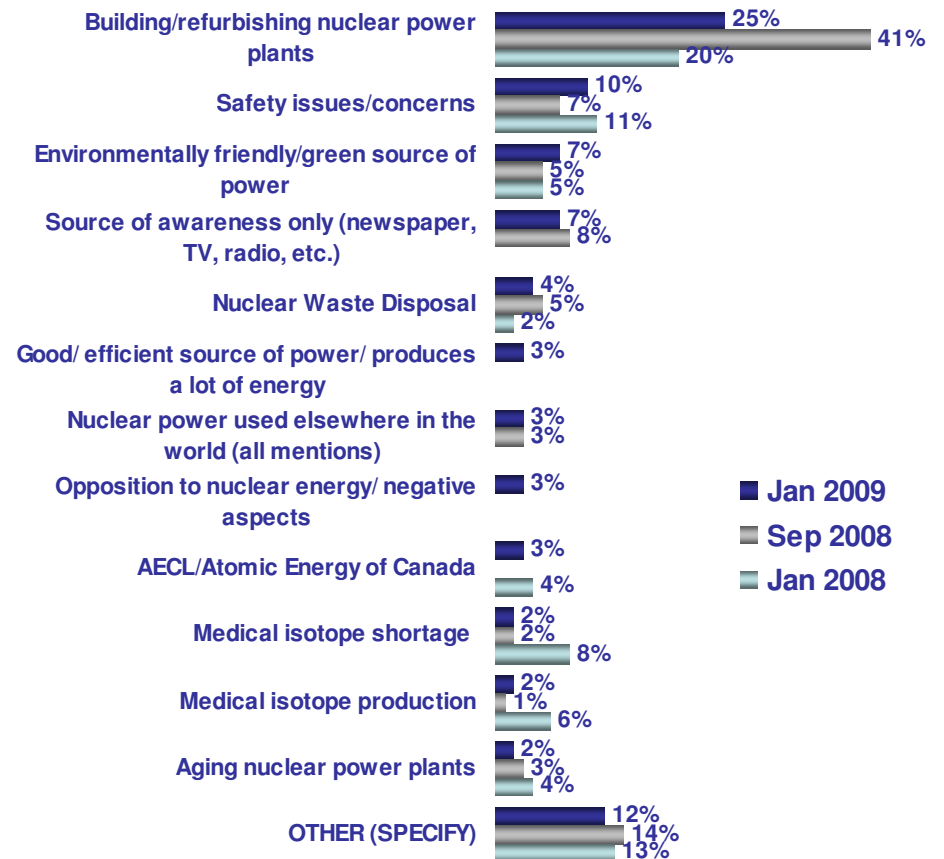
Read, Seen, Or Heard Anything Recently About Nuclear Power?

Among Canadians who have recently heard something about nuclear power, the building or refurbishment of nuclear power plants is the single issue most often recalled (25%), although this is down significantly since September 08 (-16 points)

Read, Seen or Heard Anything Recently About Nuclear Power



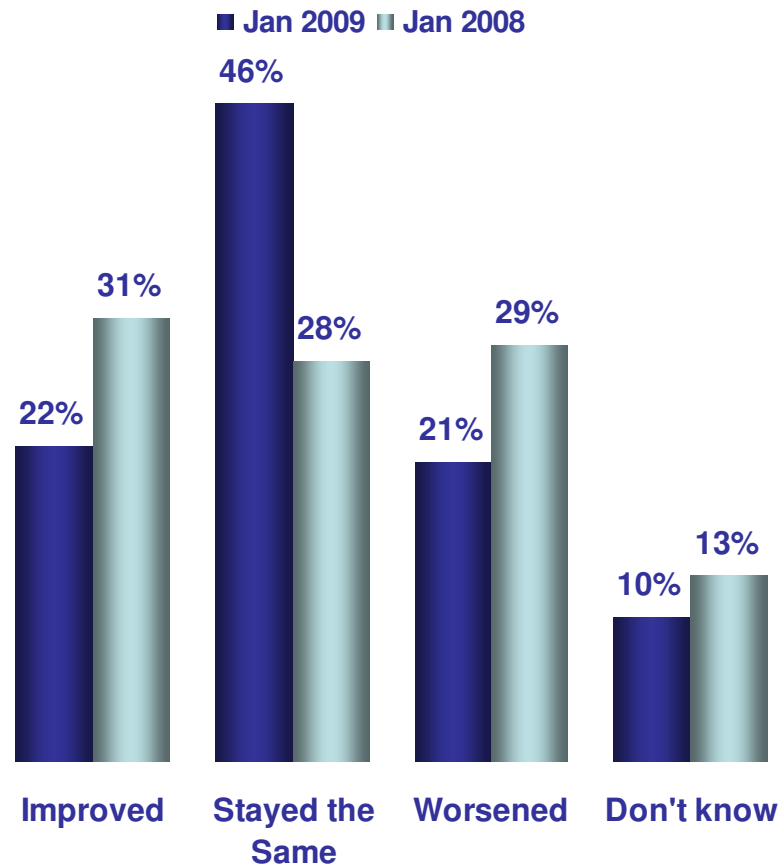
What Has Been Read, Seen or Heard Recently About Nuclear Power





Confidence in Canadian Nuclear Industry

Almost half of Canadians feel their impression of the Canadian nuclear industry has stayed the same, while fewer feel it has improved (- 9 points) or worsened (-8 points) since January 08.

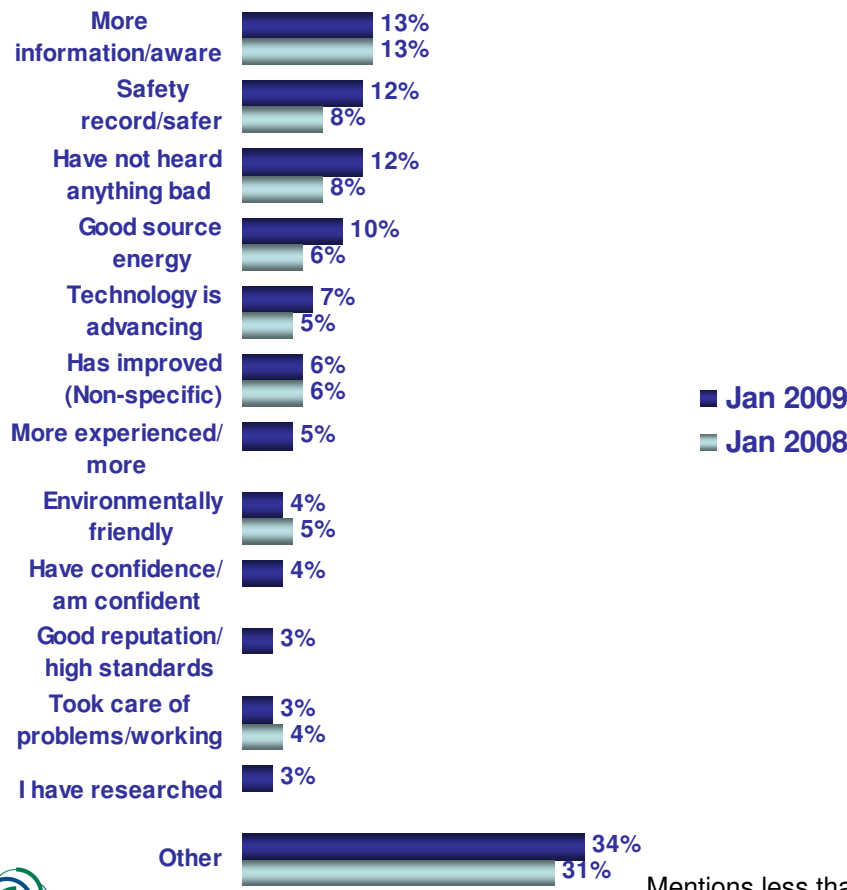




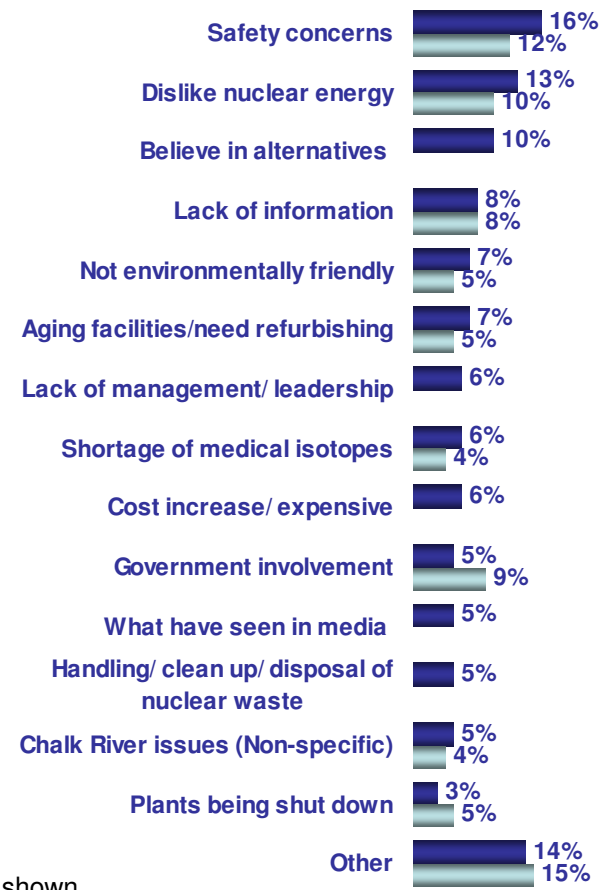
Confidence In Canadian Nuclear Industry: Reasons

Canadians cite being more aware of nuclear energy, good safety record, and hearing no bad news for their increased confidence. While safety concerns, dislike for nuclear energy, and support for alternative energy sources (new mention in 2009) as reasons for worsened confidence.

Reasons for Improved Confidence



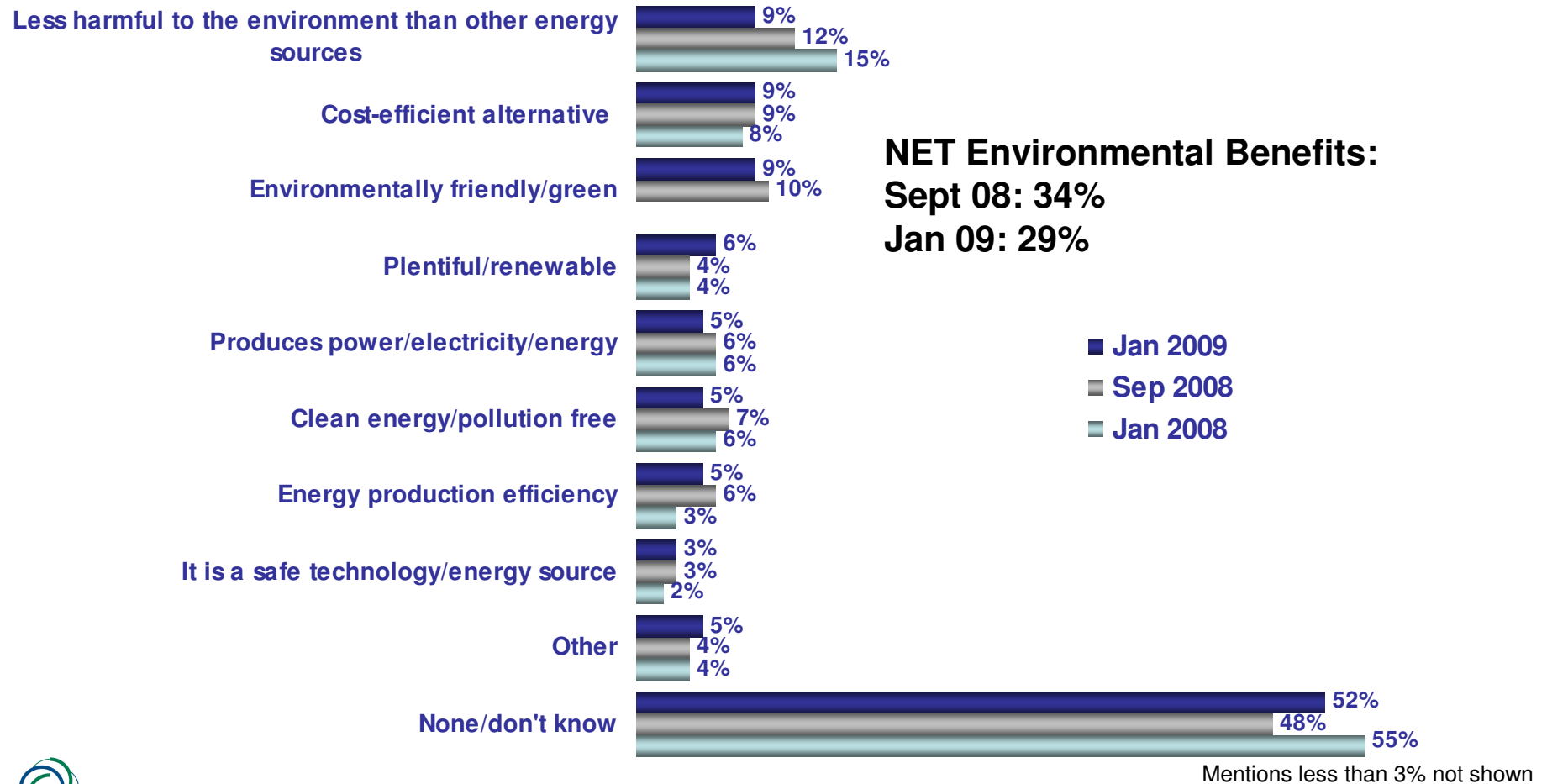
Reasons for Worsened Confidence





Top-of-Mind Benefits of Nuclear Power

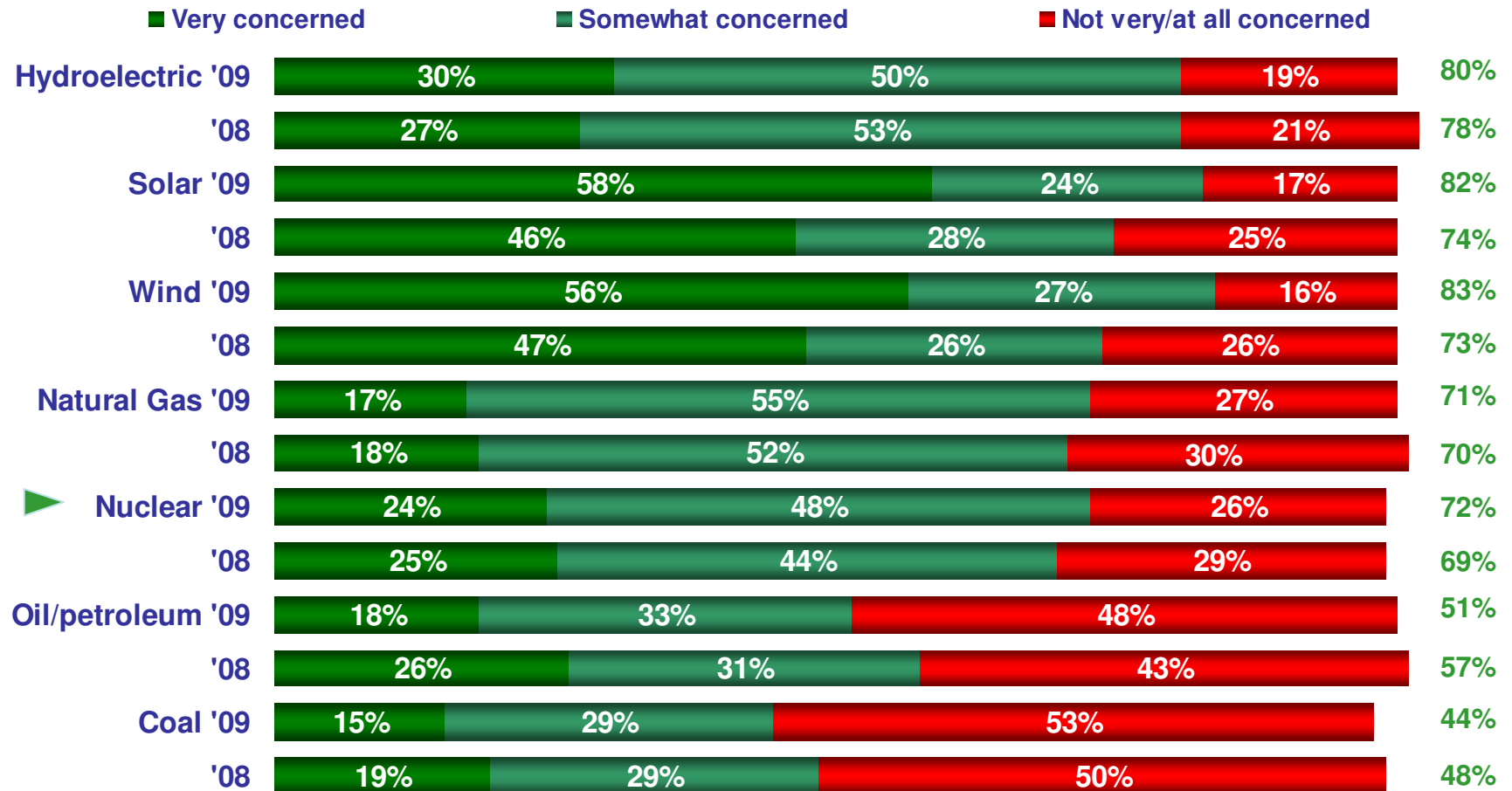
Among Canadians who see a top of mind benefit to nuclear power, one-in-three (29%) cite an environmental benefit, a slight decrease since September 08 (-5 points).





Perceived Environmental Concern of Industries

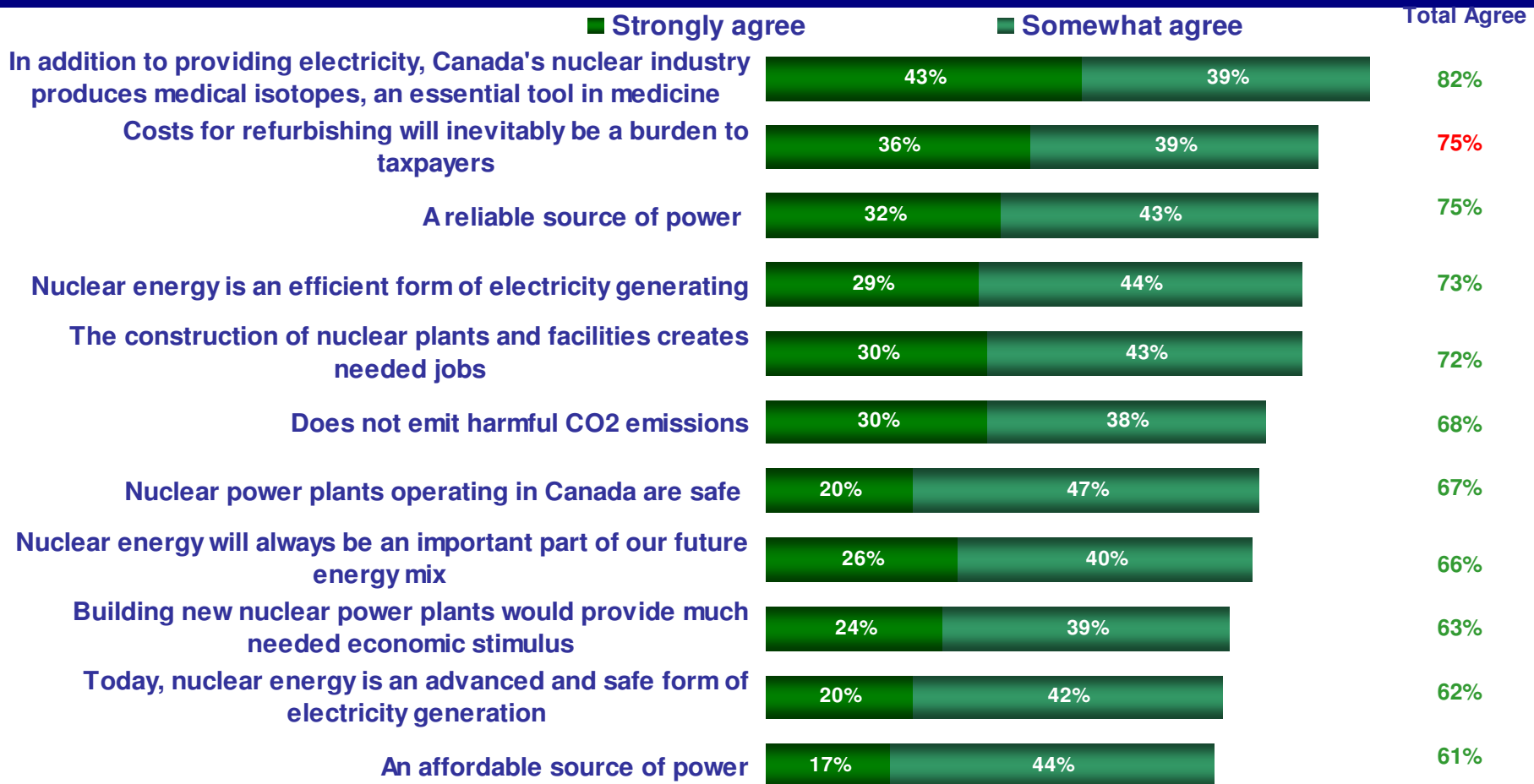
Overall, the nuclear industry compares generally favourably to other forms of electricity generation concerning the environment and has increased very slightly since January 2008 (+ 3 points).





National Attitudes Towards Nuclear

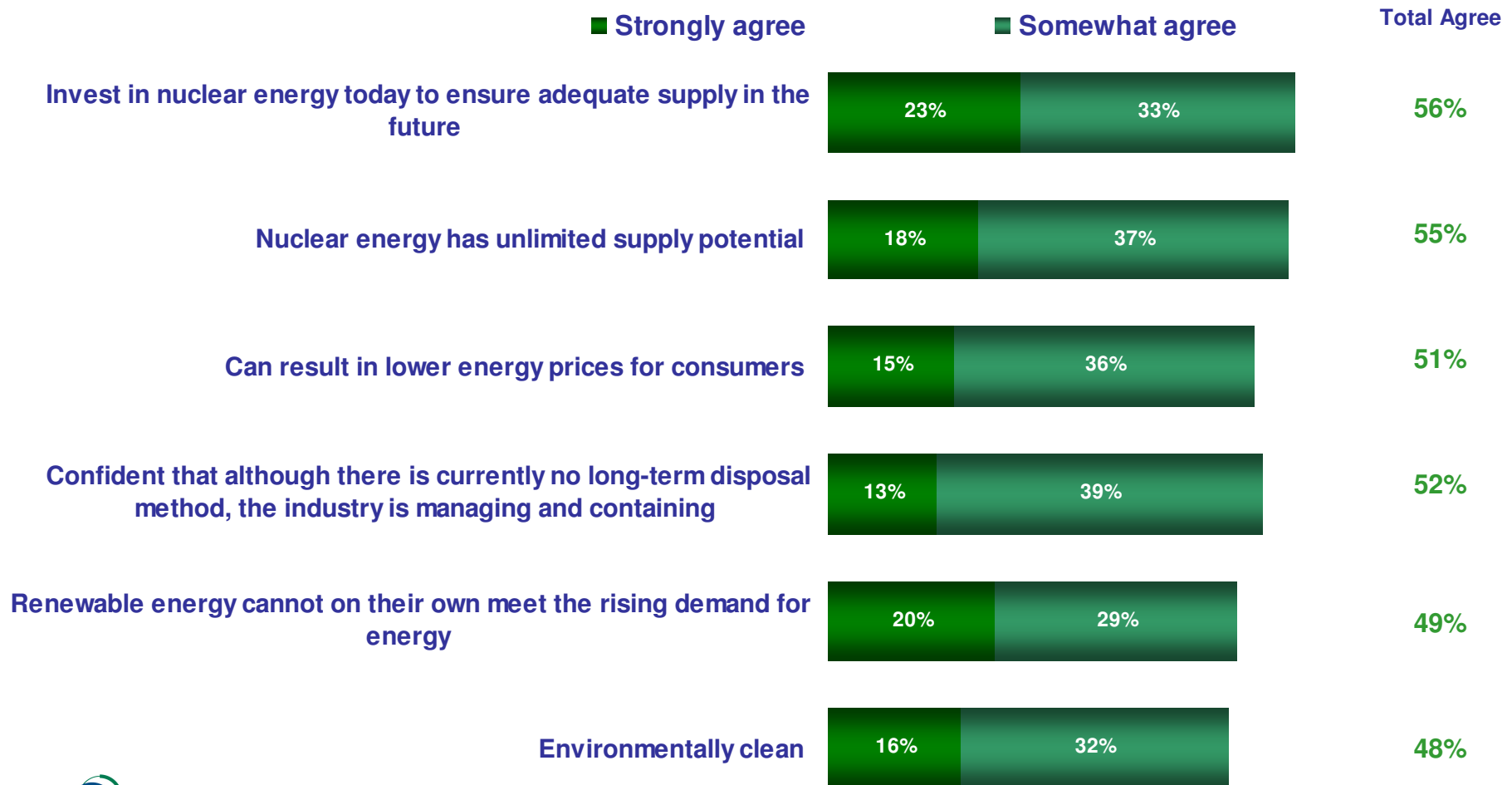
Messages concerning the production of medical isotopes, reliability, efficiency, and the ability to create needed jobs resonate most with Canadians. Three-quarters (75%) of Canadians agree that the costs of refurbishing will be a burden to tax payers in the future.





National Attitudes Towards Nuclear

Canadians are less likely to agree with messages promoting nuclear energy as environmentally clean or that renewable energy on its own cannot meet the rising demand for energy.





Regional Attitudes Toward Nuclear

Regionally, agreement with job creation is highest in NB and SK, while Ontario residents indicate higher levels of agreement with all messages compared to all Canadians.

	Nat % 2009	Nat % 2008	BC %	AB %	SK %	MB %	SK/ MB %	ON %	QC %	NB %	A T L %
In addition to providing electricity, Canada's nuclear industry also produces medical isotopes, an essential tool in medicine	82	-	81	77	85	68	80	84	81	83	83
Costs for refurbishing will inevitably be a burden to taxpayers	75	76	77	68	68	76	71	75	76	82	81
A reliable source of power	75	73	74	76	82	73	79	84	58	83	81
Nuclear energy is an efficient form of electricity generating	73	-	66	75	77	65	73	81	65	74	71
Building new nuclear power plants now will help the economy by creating skilled jobs?	72	72	66	77	82	67	77	78	62	83	79
Nuclear energy uses uranium and steam to generate electricity meaning no carbon or greenhouse gases are emitted	68	-	67	65	74	59	69	73	63	64	63
Nuclear power plants operating in Canada are safe	67	63	61	67	67	60	65	74	60	68	67
Nuclear energy will always be an important part of our future energy mix	66	68	57	69	71	66	70	77	51	72	70
Building new nuclear power plants would provide much needed economic stimulus	63	-	55	68	68	53	64	73	46	72	70
Today, nuclear energy is an advanced and safe form of electricity generation	62	-	54	60	64	51	60	72	49	67	66
An affordable source of power	61	61	56	64	64	53	61	71	46	65	64





Regional Attitudes Toward Nuclear

Seven-in-ten (70%) Ontarians agree that we need to invest in nuclear energy today to ensure we have an adequate supply of electricity in the future (compared to 56% nationally).

	Nat % 2009	Nat % 2008	BC %	AB %	SK %	MB %	SK/ MB %	ON %	QC %	NB %	ATL %
Invest in nuclear today to ensure adequate supply	56	57	47	61	60	46	56	70	38	61	57
Nuclear energy has unlimited supply potential	55	-	52	55	63	49	59	59	48	57	57
Can result in lower energy prices for consumers	51	51	51	57	49	51	50	60	36	57	54
Confident that although there is currently no long-term disposal method, the industry is managing and containing waste at secured sites	51	51	40	53	53	42	50	60	42	63	60
Renewable sources of energy cannot on their own meet the rising demand for energy	49	54	42	51	51	48	50	61	33	51	52
Environmentally clean	48	49	37	49	51	41	48	59	35	55	54





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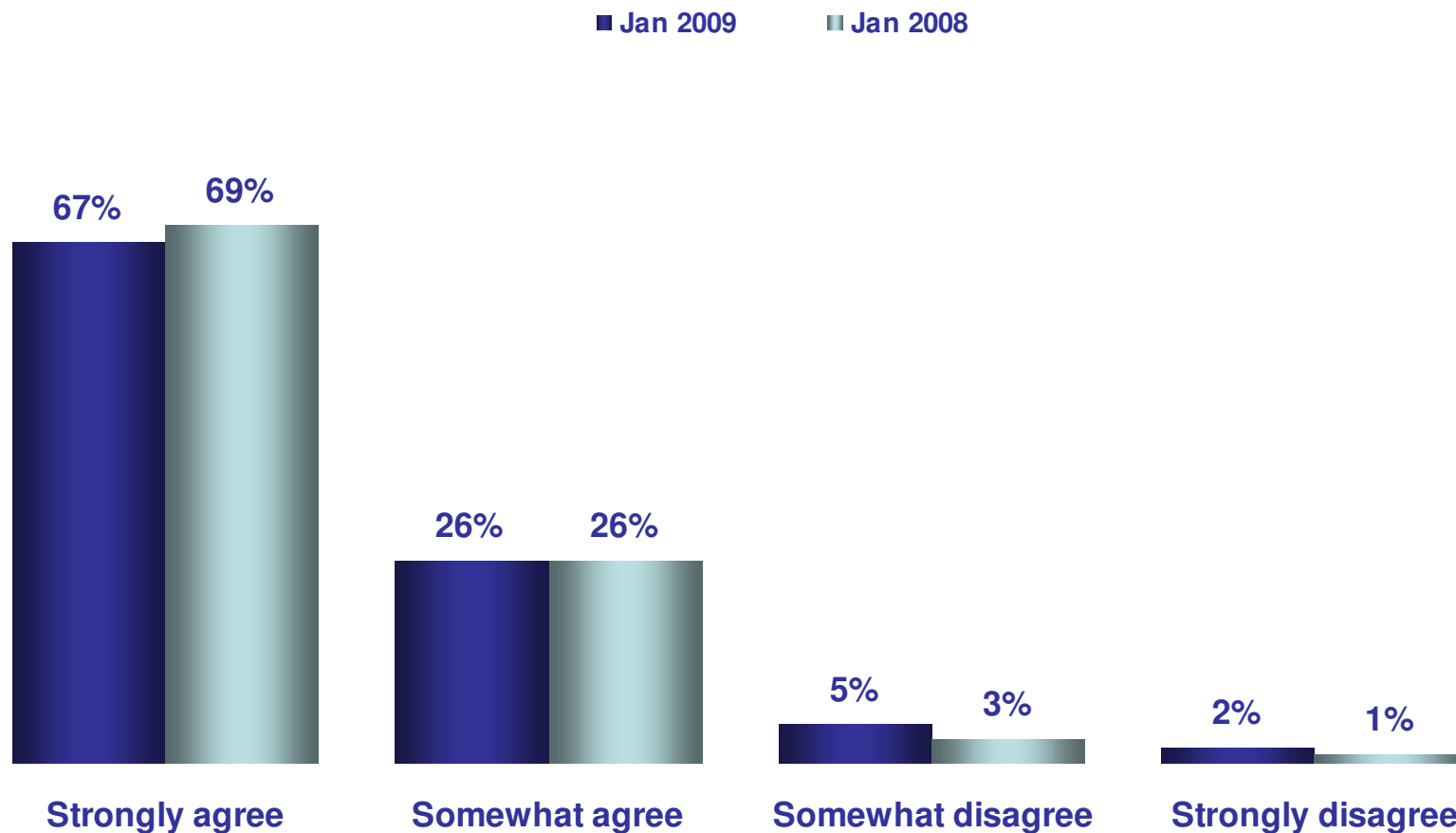


Moving Forward



Government's Role To Ensure Adequate Supply Of Electricity

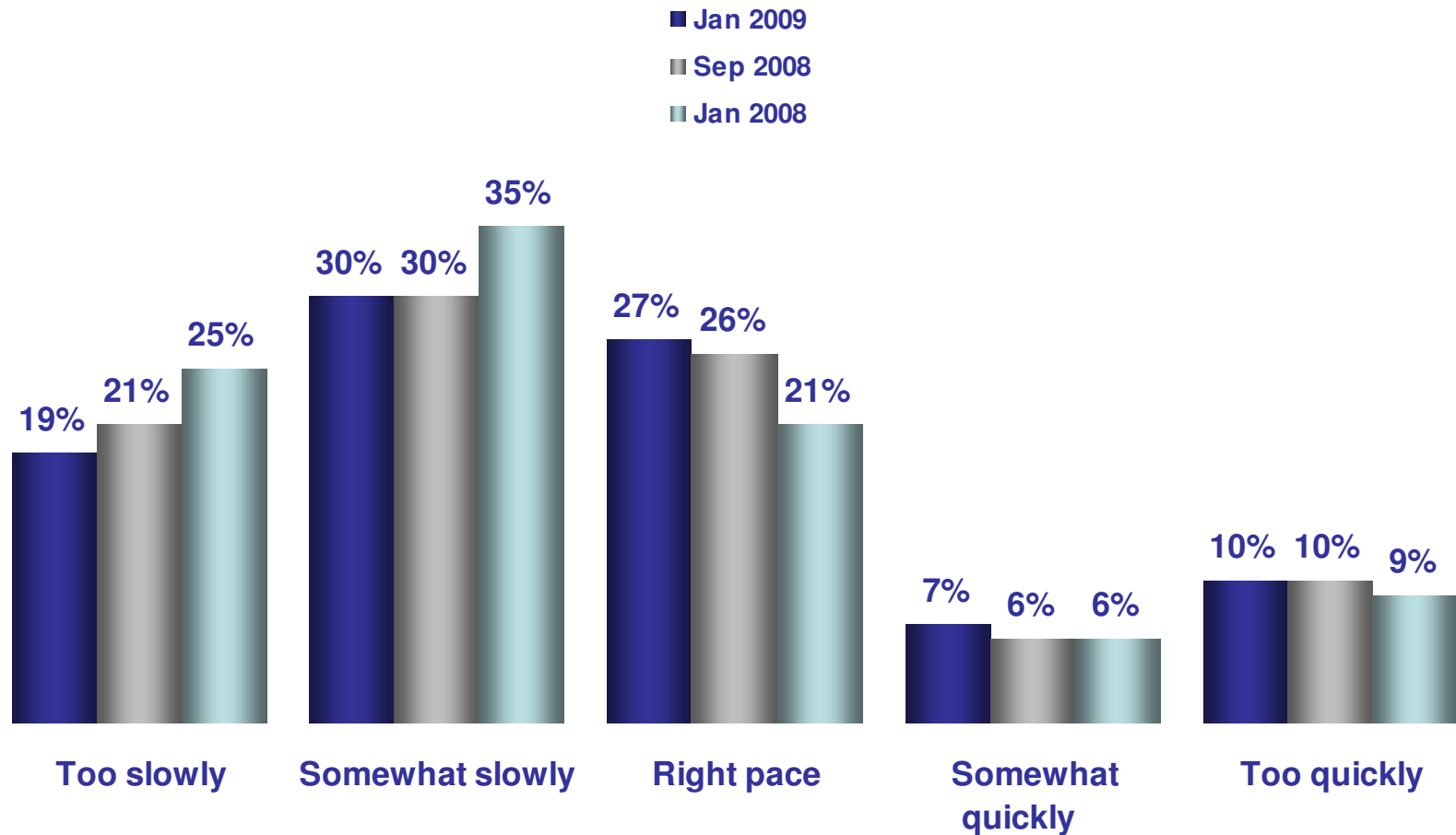
The vast majority of Canadians (93%) continue to agree that the government needs to do more now to ensure we have an adequate supply of electricity for the future.





Pace Of Building New Nuclear Power Plants

In Ontario, half (49%) believe the government is moving too slowly in building new nuclear power facilities, a decrease of 11 points since January 08.

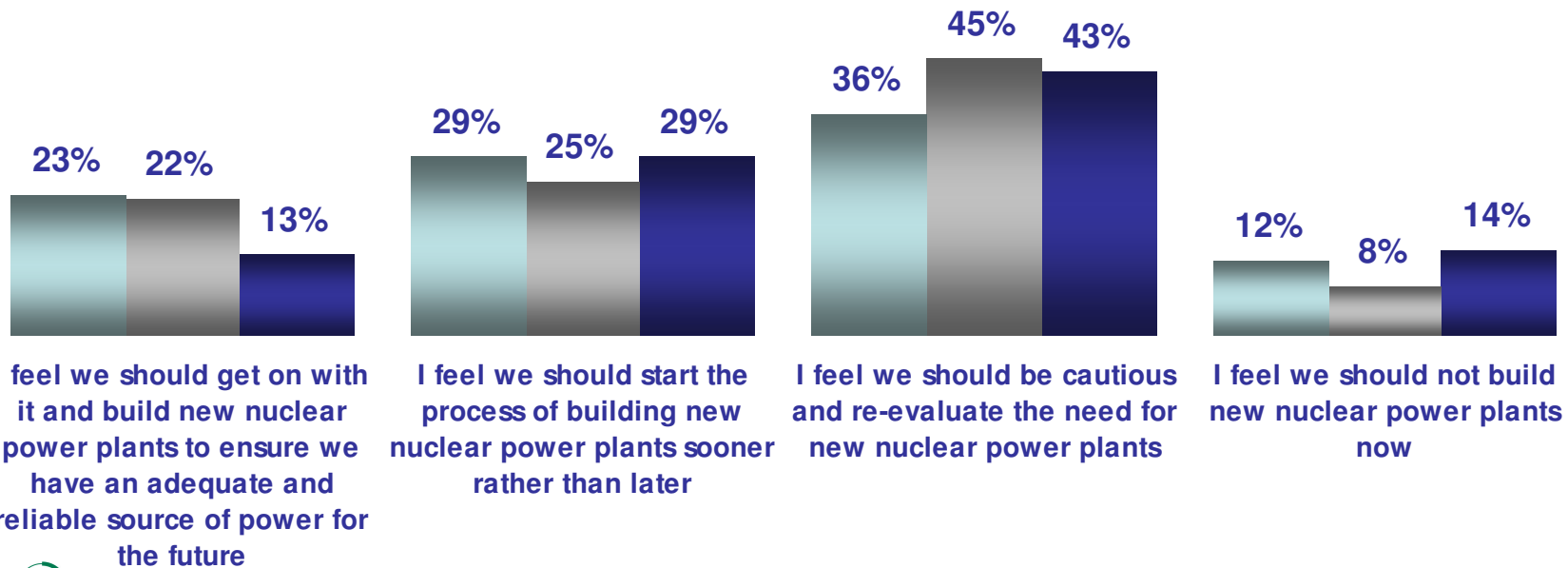




Building New Nuclear Power Plants

Fewer (13%) Ontarians believe the province should get on with it and build nuclear power plants (-10 points since January 08), while slightly more feel we should not build new nuclear power plants now (+6 points compared to September 08).

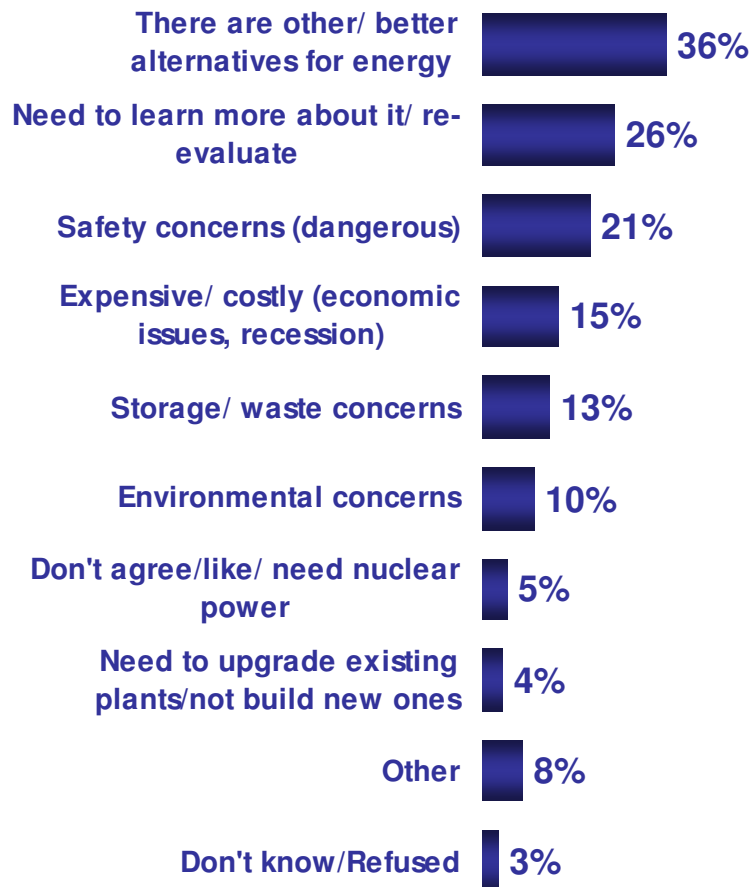
■ Jan 2009 ■ Sep 2008 ■ Jan 2008





Building New Nuclear Power Plants: Why Should We Be Cautious and Re-evaluate?

Those Ontarians who feel we should be cautious and re-evaluate the need for new nuclear plants cite other more renewable sources should be considered (36%) or wanting to learn more about nuclear power to make a decision (26%).





Build New Nuclear Now or Focus On Other Priorities?

More Ontarians believe that it is more important to move forward and build new nuclear power plants now to create jobs and ensure an adequate supply of electricity for the future compared to those who feel the government should delay major infrastructure projects such as building new nuclear power plants in order to focus on other issues (54%, compared to 42%).

Some people say that it is important to move forward and build new nuclear power plants because we need to have a long-term electricity strategy to ensure we have an adequate supply of electricity and create needed jobs



54%

Some people say that during times of economic uncertainty we should hold-off on major infrastructure projects such as building new nuclear power plants because now is the time for government to focus on other issues



42%

Don't know/Refused



4%





Benefits of Replacing Coal Fired Plants with New Nuclear Plants

Knowing the current electricity generation mix in the province, the vast majority of Ontarians support the closing of coal fired plants with new nuclear power plants in order to reduce pollution (78%), to create jobs (77%), and to ensure an adequate supply of electricity (77%).

■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose
■ Strongly Oppose ■ Don't know

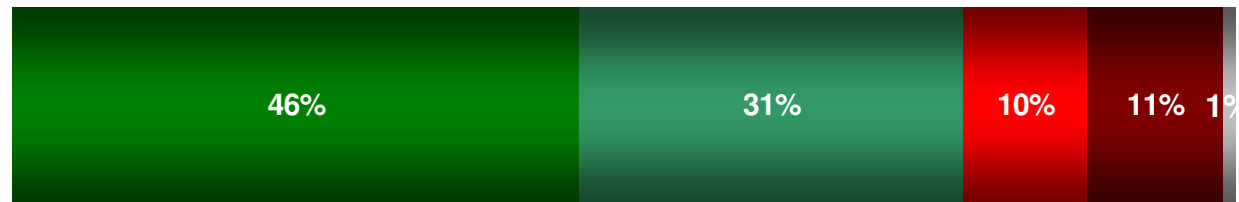
Reduce pollution



Create needed jobs in construction and engineering



Ensure an adequate supply of electricity



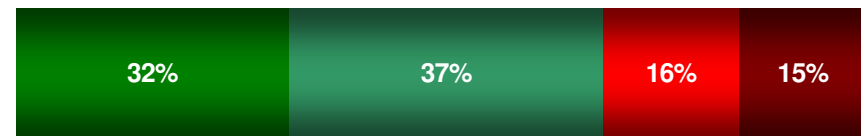


Motivations to Build New Nuclear Power Plants

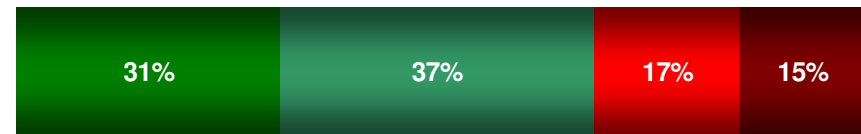
One-third (32%) of Ontarians strongly agree that it is important to invest in new nuclear power plants now because this would create many high-skilled jobs, while only one-quarter (24%) strongly agree that now is the right time to build new nuclear power plants because it would have the greatest positive impact on the economy.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

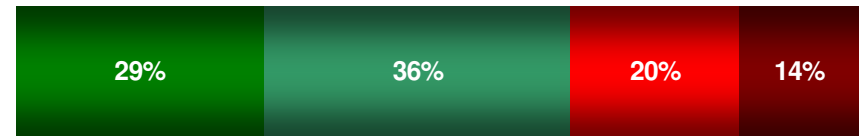
It is important to invest in new nuclear power plants now because this would create many high-skilled jobs which are important to Ontario's economy



The government should move on its commitment to build new nuclear power plants now because this would provide an economic stimulus by creating much needed jobs



Time is running out for the province to replace its coal fired generating plants, we need to move now and build new nuclear plants to ensure we have an adequate supply of electricity in the near future



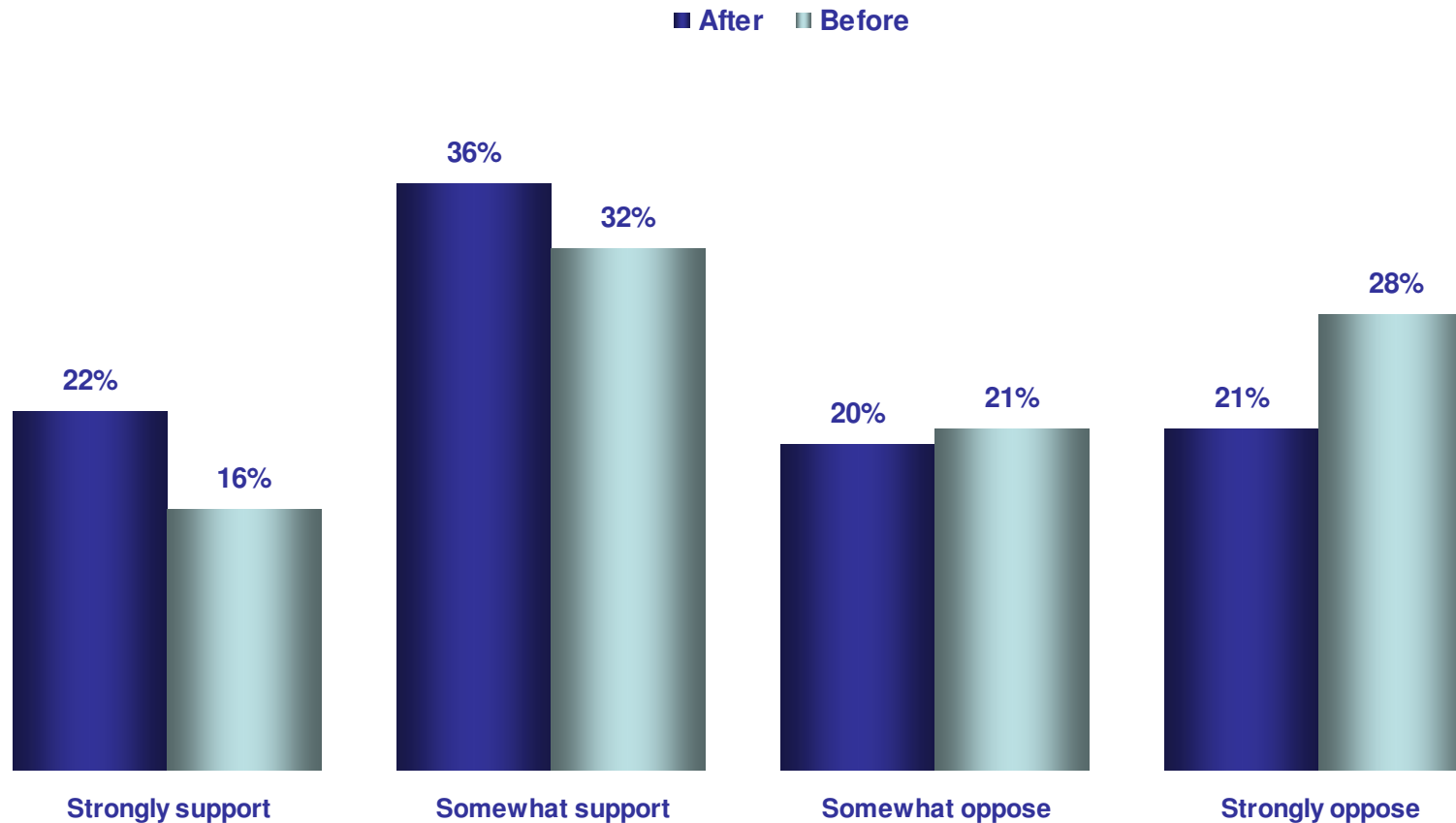
Now is the right time to build new nuclear power plants because this would have the greatest positive impact on the economy





Support For Nuclear Energy: Revisited

After hearing more, more than half (58%) of Canadians support nuclear energy as a way to produce electricity, an increase of 10 points.





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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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