



Canadian Nuclear Association
Association nucléaire canadienne



Canadian Nuclear Association

September 2008 Tracking

John Wright, Senior Vice President, Ipsos Public Affairs
Martin Hrobsky, Senior Research Manager, Ipsos Public Affairs

September 2008



Canadian Nuclear Association
Association nucléaire canadienne



Purpose & Methodology



Purpose & Methodology

- 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 August 26th to August 28th, 2008.
- The total sample is 1285, resulting in a margin of error of +/-2.7%.
Oversampling was conducted in Alberta, Saskatchewan, Ontario, Quebec and New Brunswick. The regional sub-samples and associated margins of error are:

	N	+/-%, 95% of the time
National	1285	2.7
BC	131	8.6
AB	154	7.9
SK/MB	136	8.4
(SK)	106	9.5
ON	407	4.9
QC	307	5.6
ATL	150	8.0
(NB)	97	9.9





Canadian Nuclear Association
Association nucléaire canadienne



Key Themes



Key Themes

- **Nationally, support for nuclear continues to reach historic highs. Currently, half of Canadians support nuclear energy as a means of generating electricity (an increase of 3 points since January). The largest increases in support have occurred in New Brunswick (+10) and in Alberta (+9 points).**
- **Confidence in energy supply has decreased in a number of provinces, most notably in Alberta (-12 points since January) and in Saskatchewan (-7 points).**
- **One third of Canadians cite an environmental benefit associated with nuclear power.**
- **Among those that can recall reading, seeing, or hearing something about nuclear power, two in five mention hearing something about building or refurbishing nuclear power plants (+21 points since January).**
- **In Ontario, slightly fewer (- 9 points, at 51%) Ontarians feel the government is moving too slowly in building new nuclear power plants, while slightly more (+ 5 points, at 26%) feel this is moving at the right pace. Only 16% feel the government is moving too quickly.**





Canadian Nuclear Association
Association nucléaire canadienne

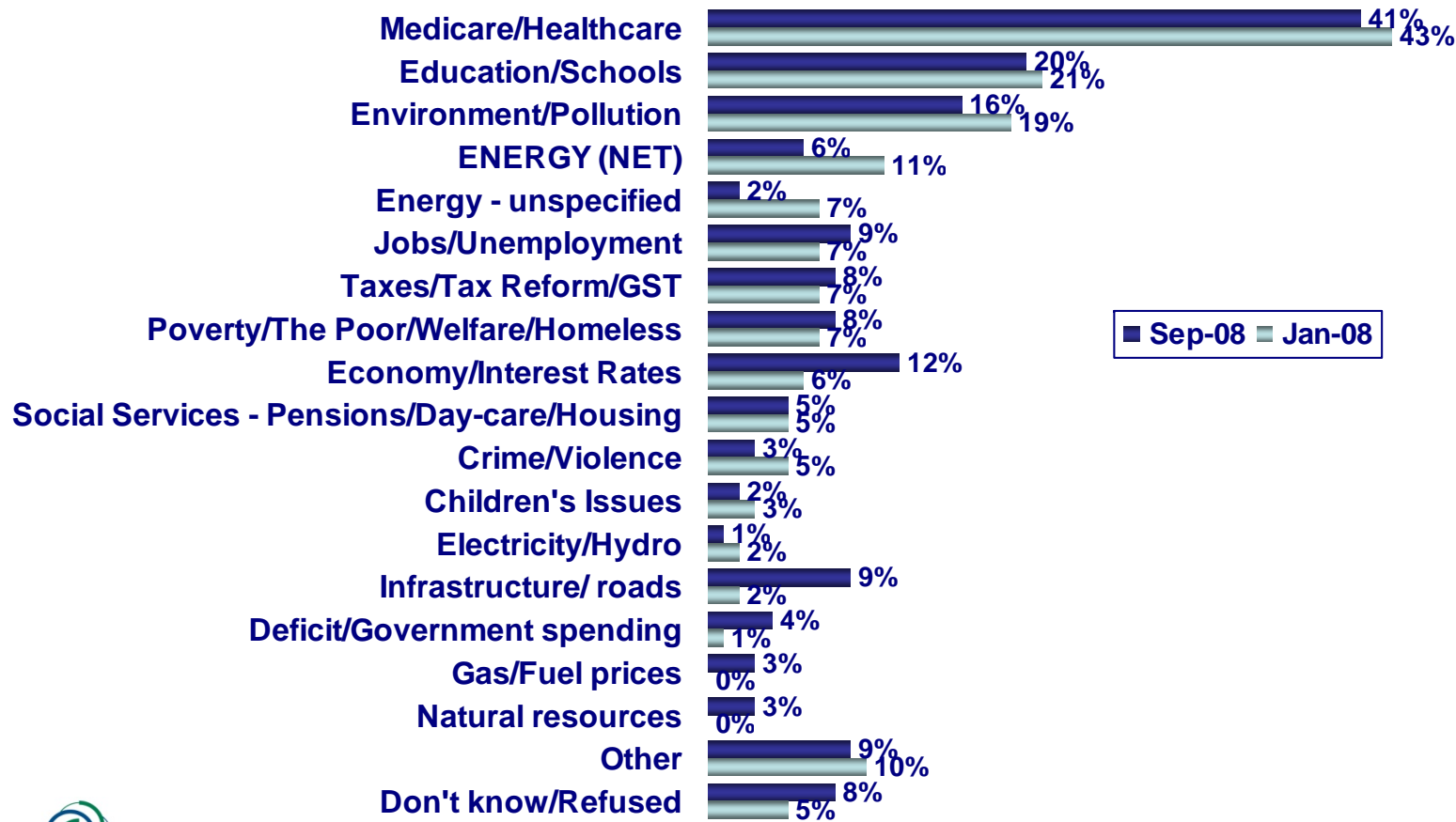


Energy As An Issue



Energy As A Provincial Issue

Canadians continue to mention health care (41%) and education (20%) as the most important issues that their provincial governments should focus on. The importance of the economy and infrastructure has increased since January (+6 points and +8 points, respectively), while energy (NET) as an issue has decreased by 5 points.

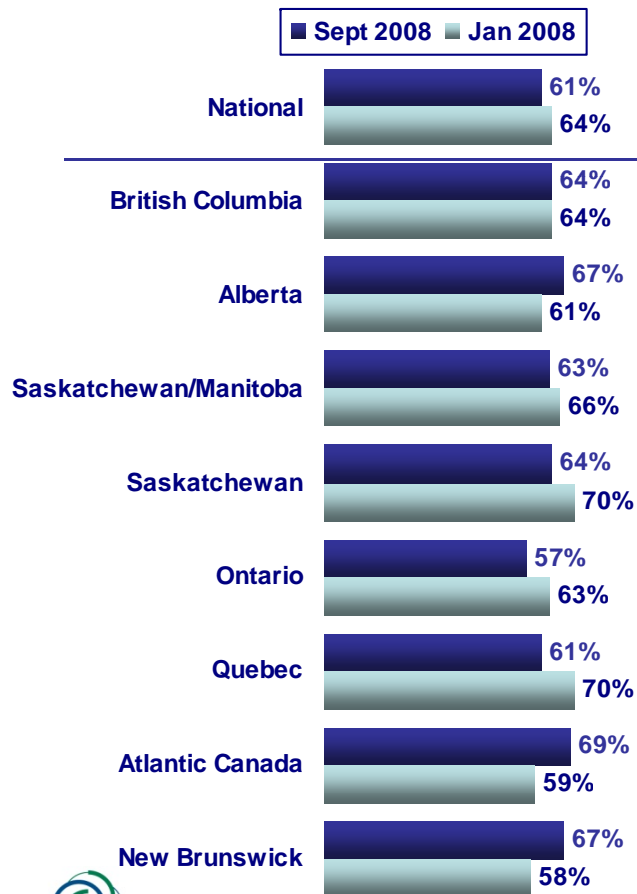




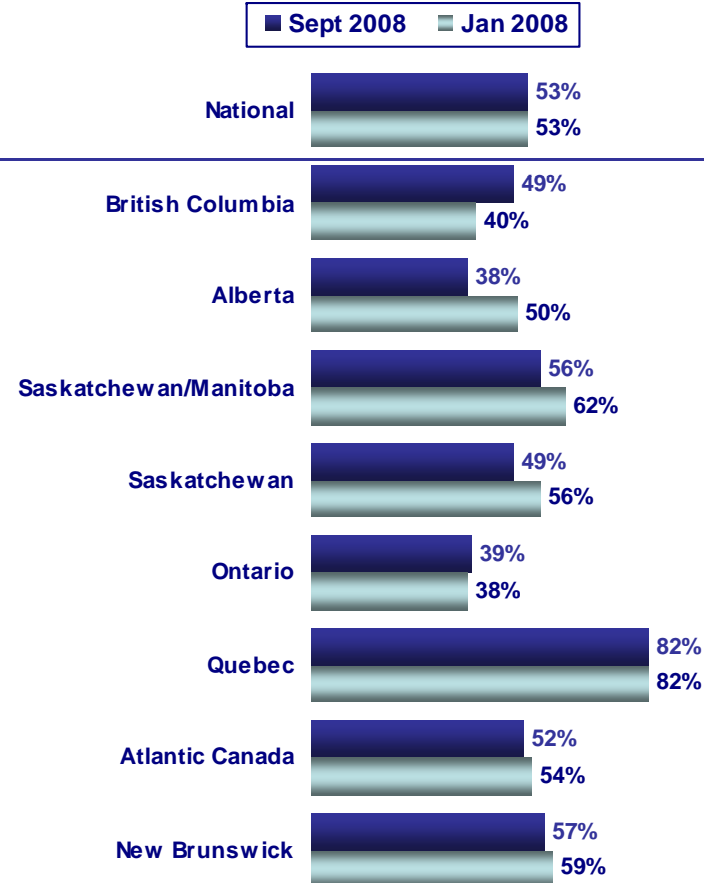
Conservation and Supply

Three in five (61%) do not think conservation efforts will be enough to offset growing demand. Half (53%) of Canadians continue to fear there is not enough energy in their province for future needs. Supply concerns continue to be acute in Ontario (+1 point), and fewer Albertans now believe their province has enough electricity to meet demand, compared to January (-12 points).

Conservation Efforts Won't Offset Demand



Have Enough Electricity in My Province

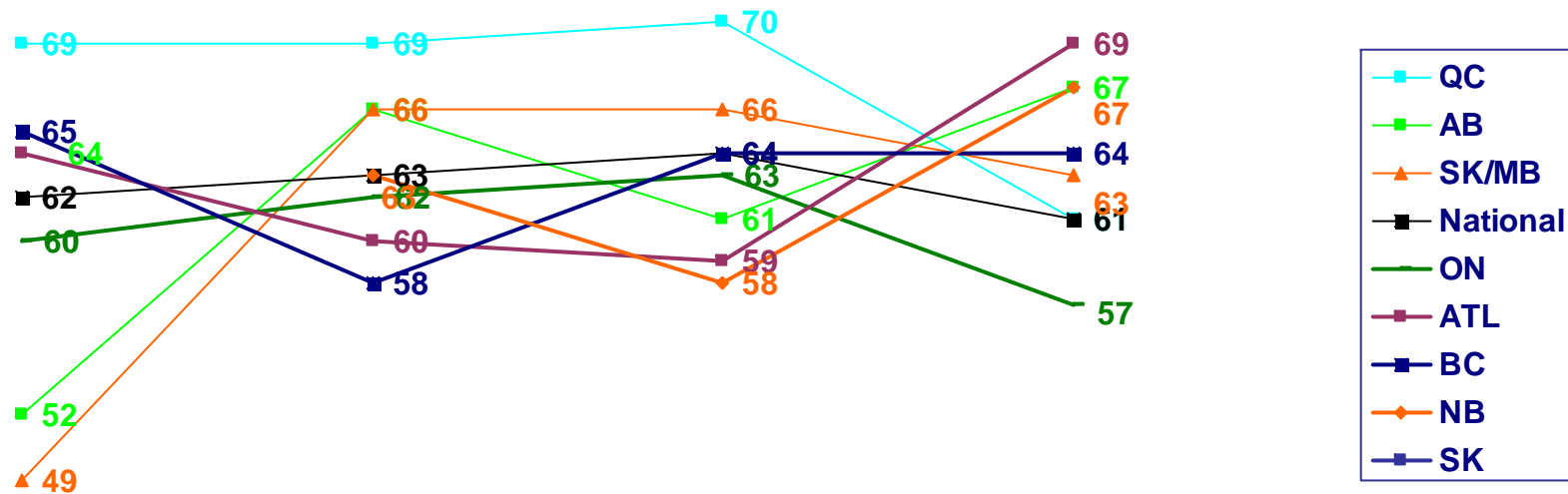




Conservation Tracking

Agreement with the statement that energy conservation efforts will not offset growing demand has decreased among residents of Quebec (-9 points), Saskatchewan (-6 points), and Ontario (-6 points). In contrast, agreement with the statement has increased among residents of Alberta (+6 points) and of Atlantic Canada, including residents of New Brunswick (+9 points).

Conservation won't offset demand

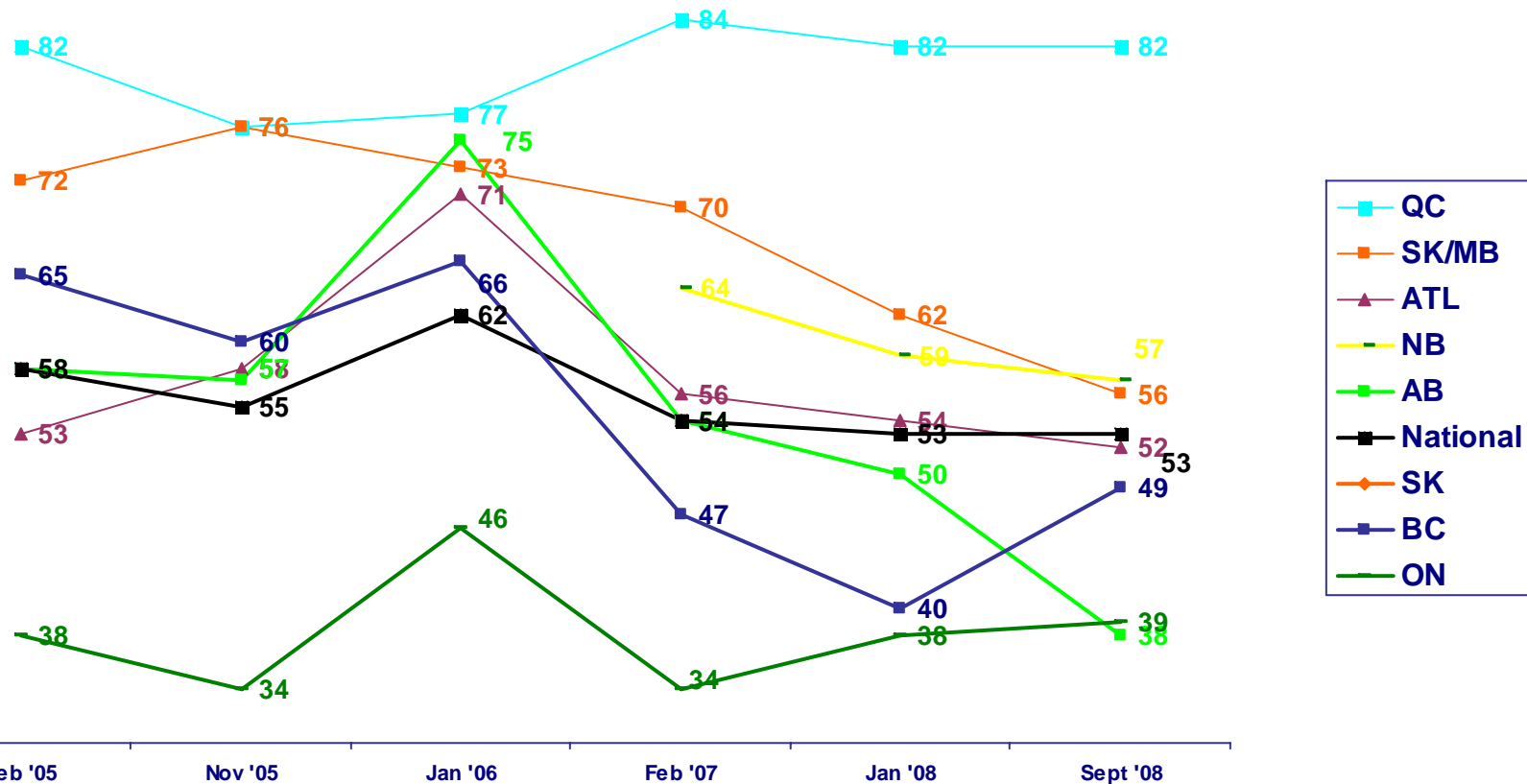




Supply Tracking

Confidence in electricity supply continues to drop across the country, with the exception of British Columbia where confidence has improved (+9 points), and in Quebec where the vast majority (82%) continue to believe their province has enough supply to meet demand.

Have enough electricity in my province





Canadian Nuclear Association
Association nucléaire canadienne

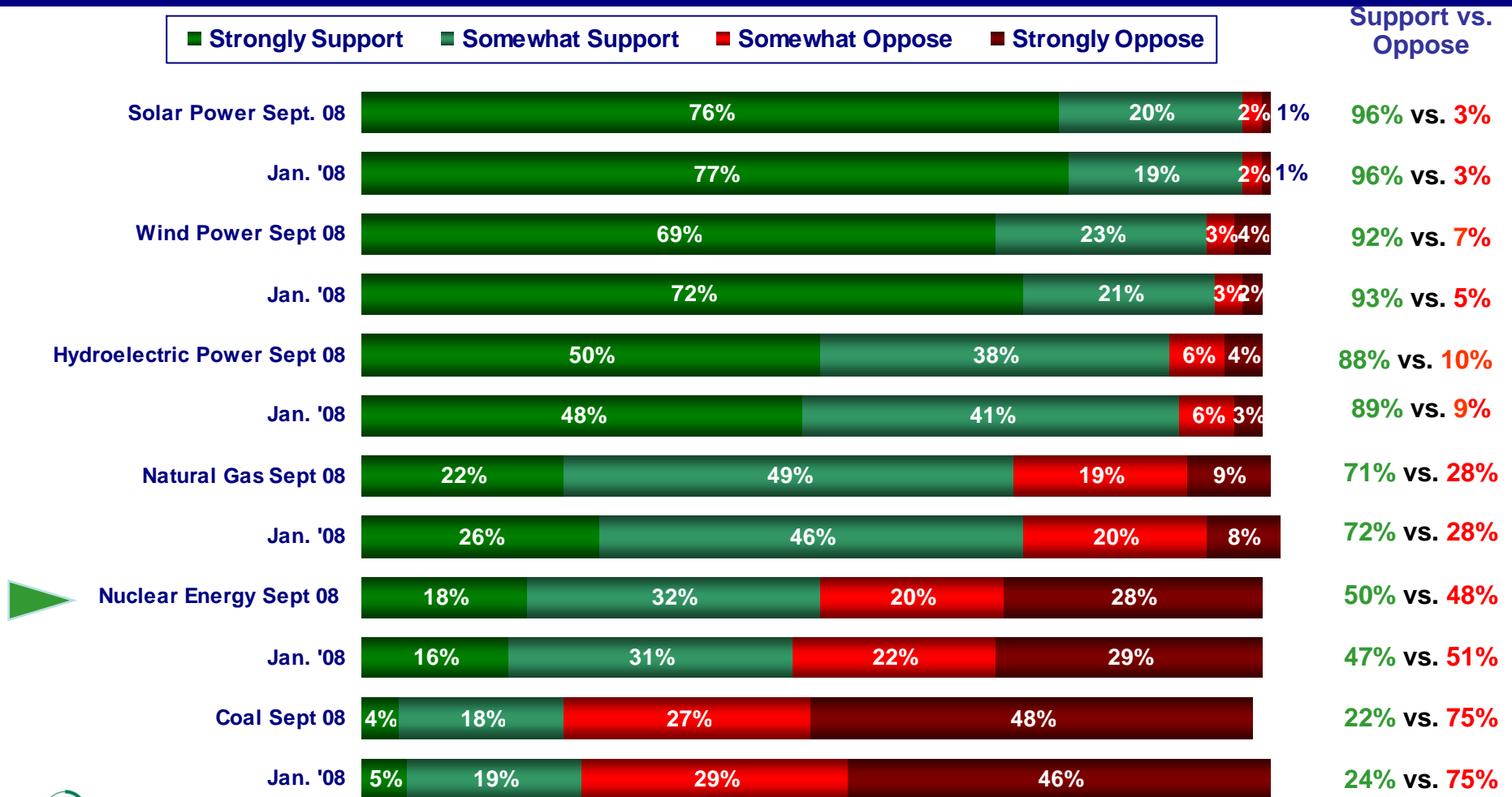


Nuclear Support Tracking



National Support for Nuclear vs. Other Energy Sources

Half (50%) of Canadians support nuclear as a means to generate electricity, a slight increase of 3 points since January.

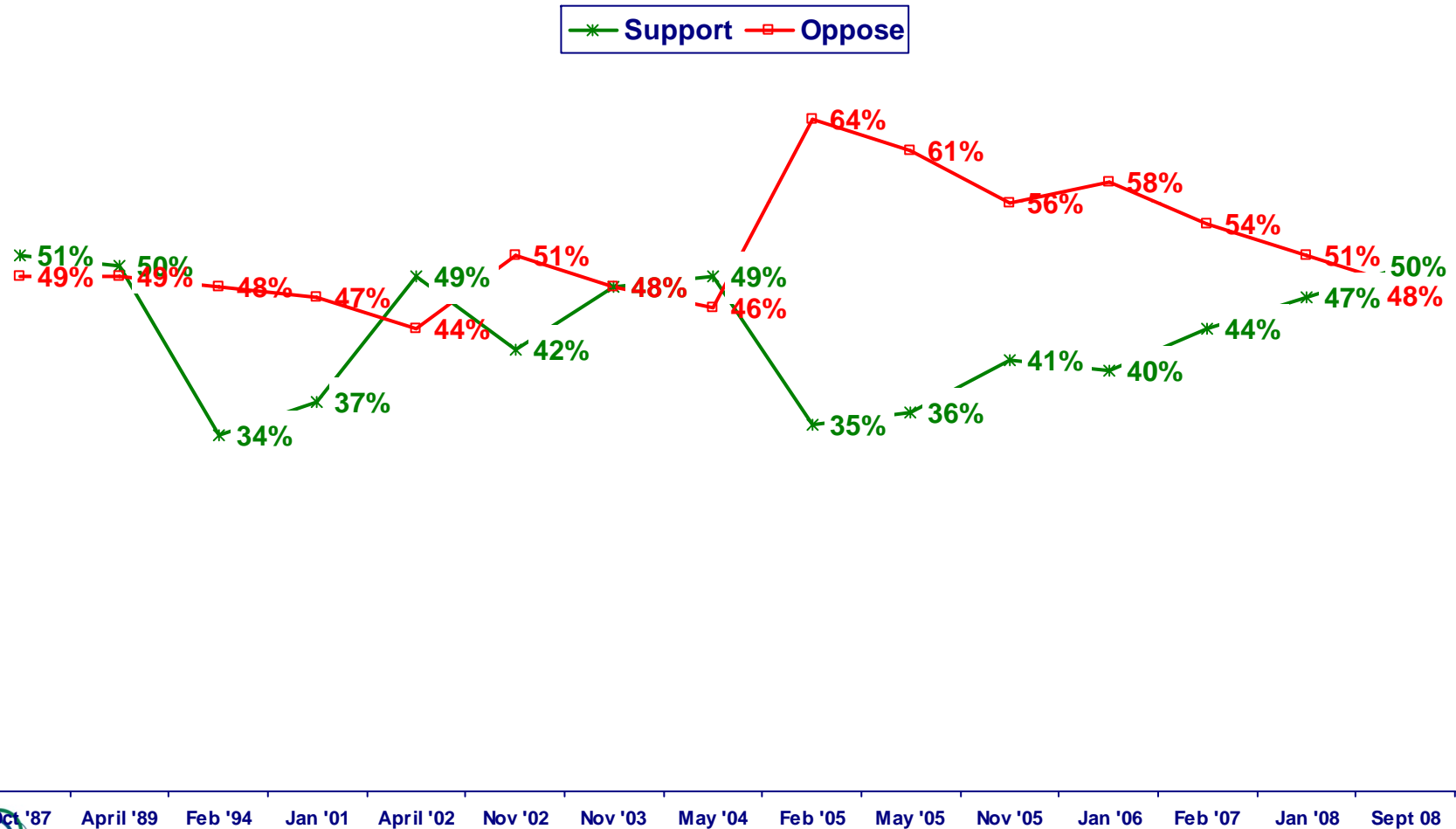


I am going to read you a list of several ways to produce electricity. Please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each way of producing electricity. Sept '08 n=1285, Jan '08 Base: n=2187, Feb '07 Base: n=2123



National Support for Nuclear Tracking

Support for nuclear power continues to reach historic levels, increasing 15 points since February 2005.



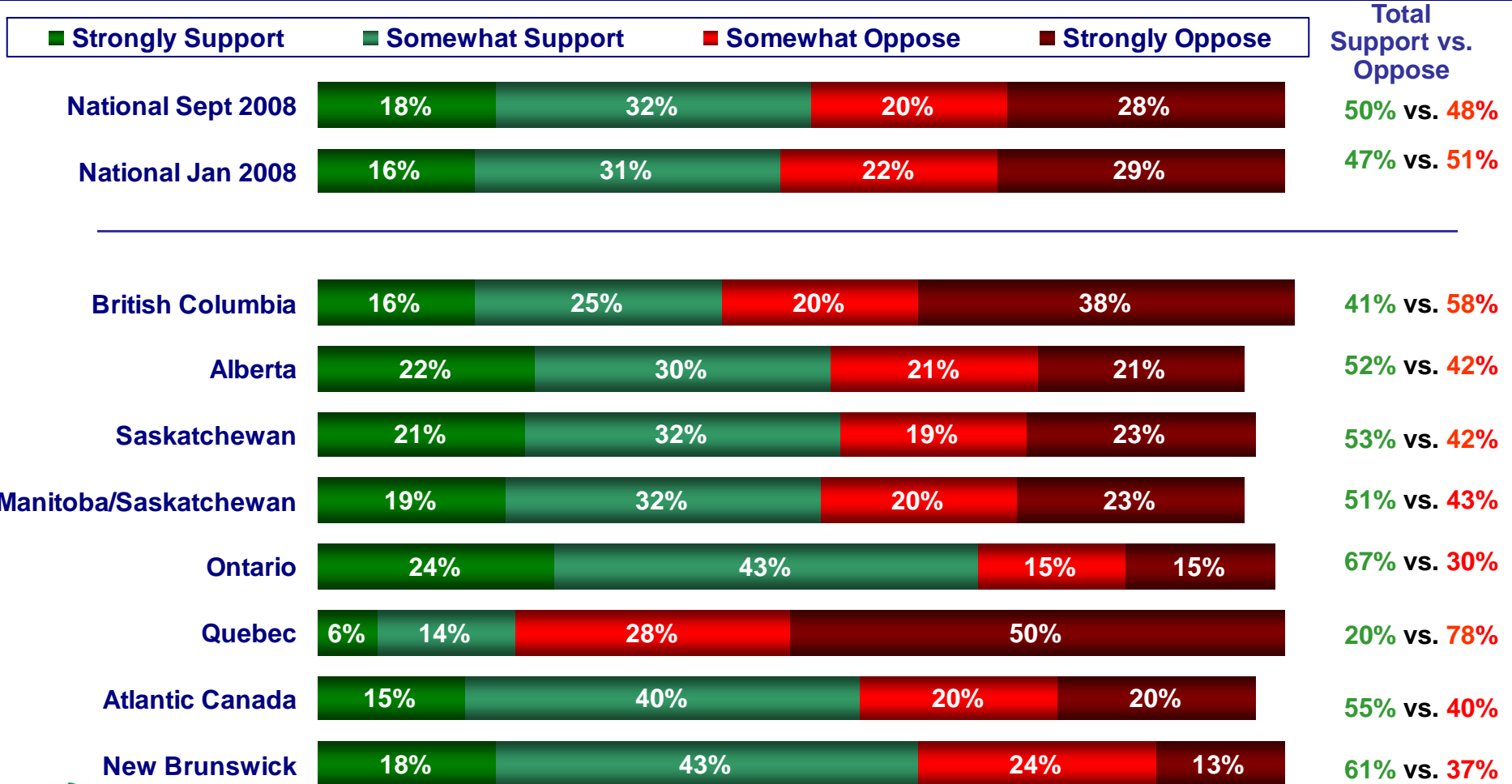
Canadian Nuclear Association
Association nucléaire canadienne

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: Sept '08 n=1285, Jan '08 n=2187, Feb '07 n=2123, Jan '06 n=1000, Nov '05 n=1000



Regional Support for Nuclear

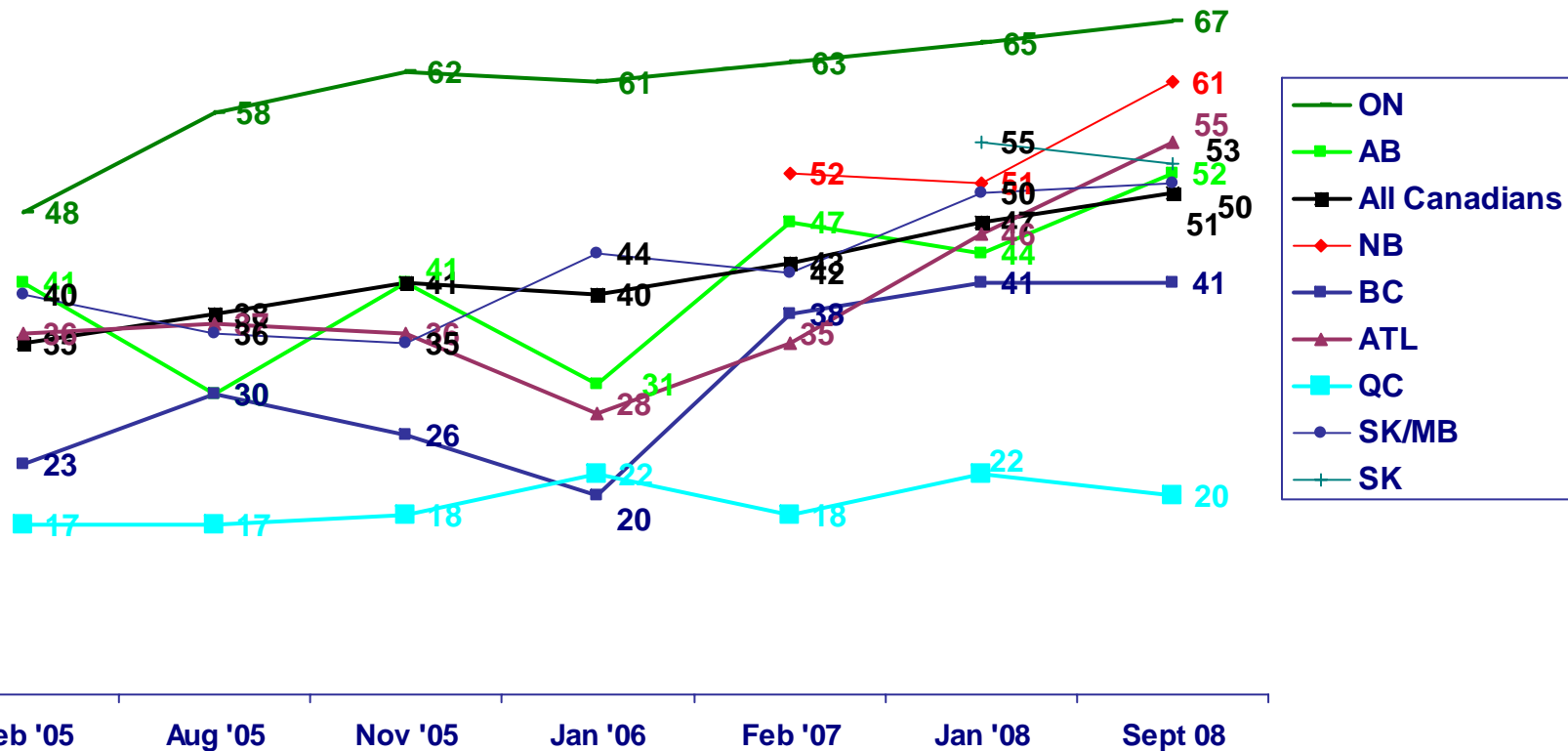
Support for nuclear energy is highest in Ontario (67%) and New Brunswick (61%) and continues to be very low in Quebec (20%).





Regional Support for Nuclear, Tracking

Support for nuclear energy continues to trend upwards in all regions, particularly in New Brunswick (+10 points) and Alberta (+8 points).

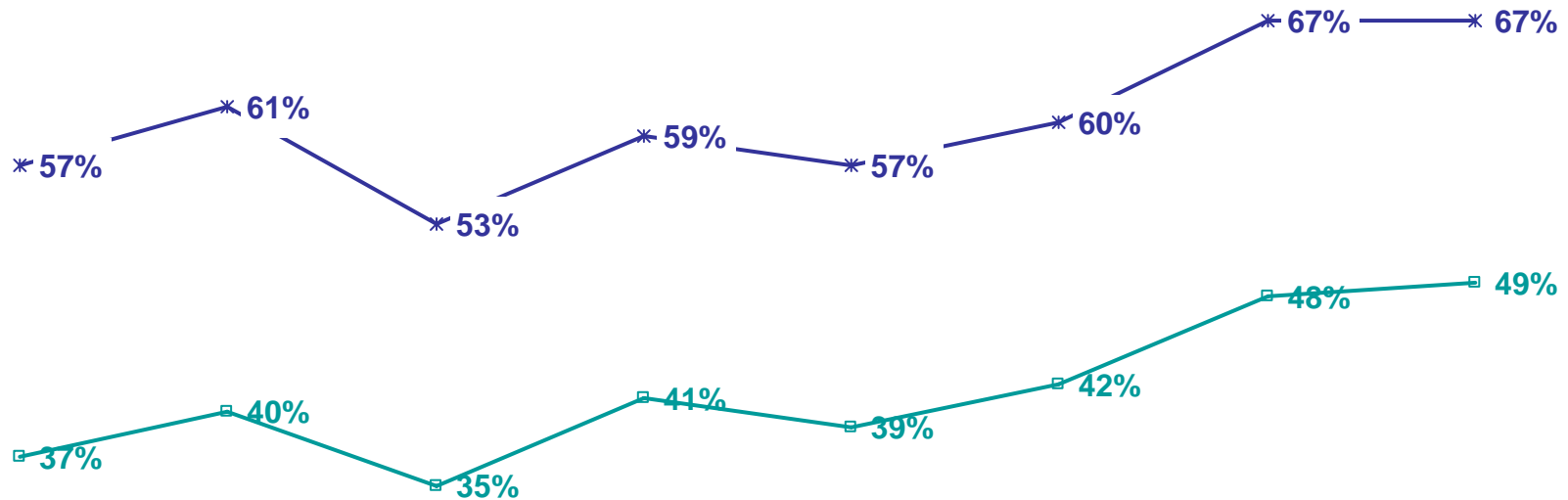




National Support for Refurbishing & New Build Tracking

Support for both upgrading/refurbishing existing nuclear facilities and new builds remains stable since January. Canadians continue to be more likely to support upgrading/refurbishing than building new facilities (67% vs. 49%).

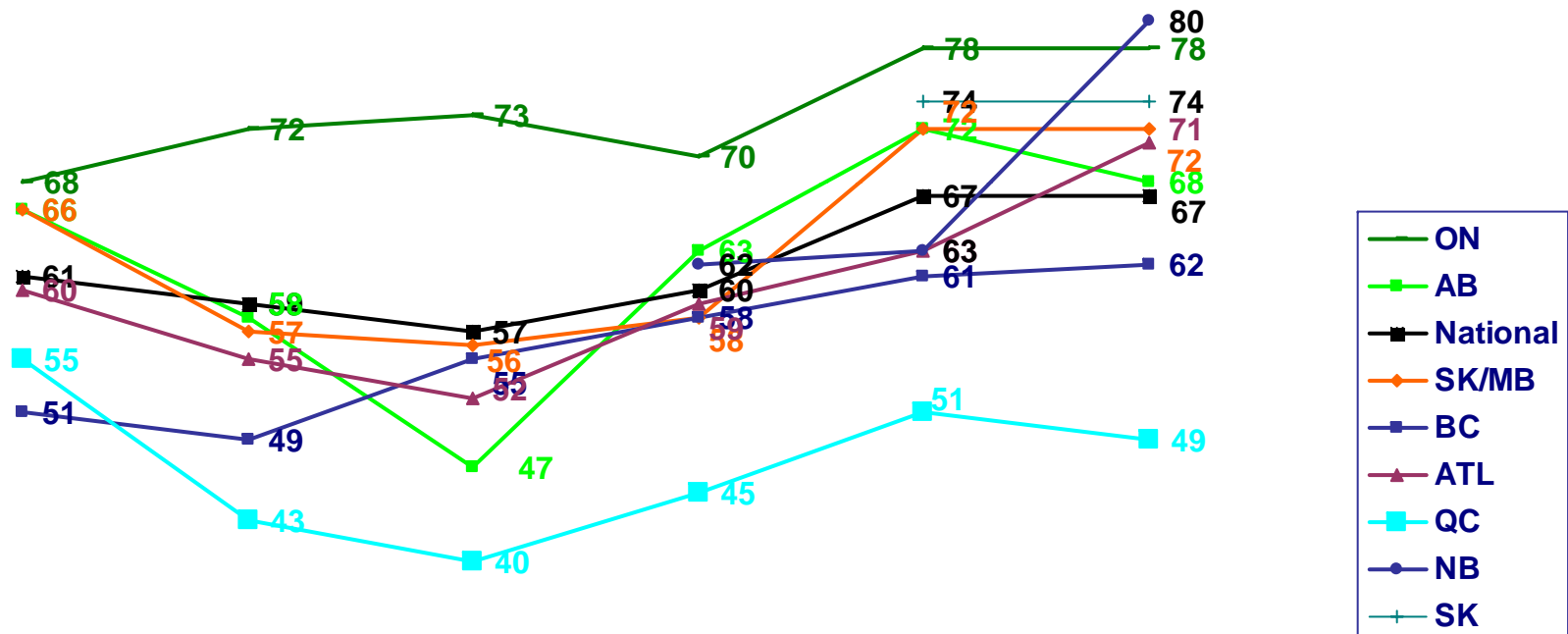
—*— Support for Upgrading/Refurbishing —□— Support for New Build





Support for Refurbishing by Region, Tracking

Support for refurbishing has significantly increased in New Brunswick (+17 points), while slightly decreasing in Alberta (-4 points).



Feb '05

Nov '05

Jan '06

Feb '07

Jan '08

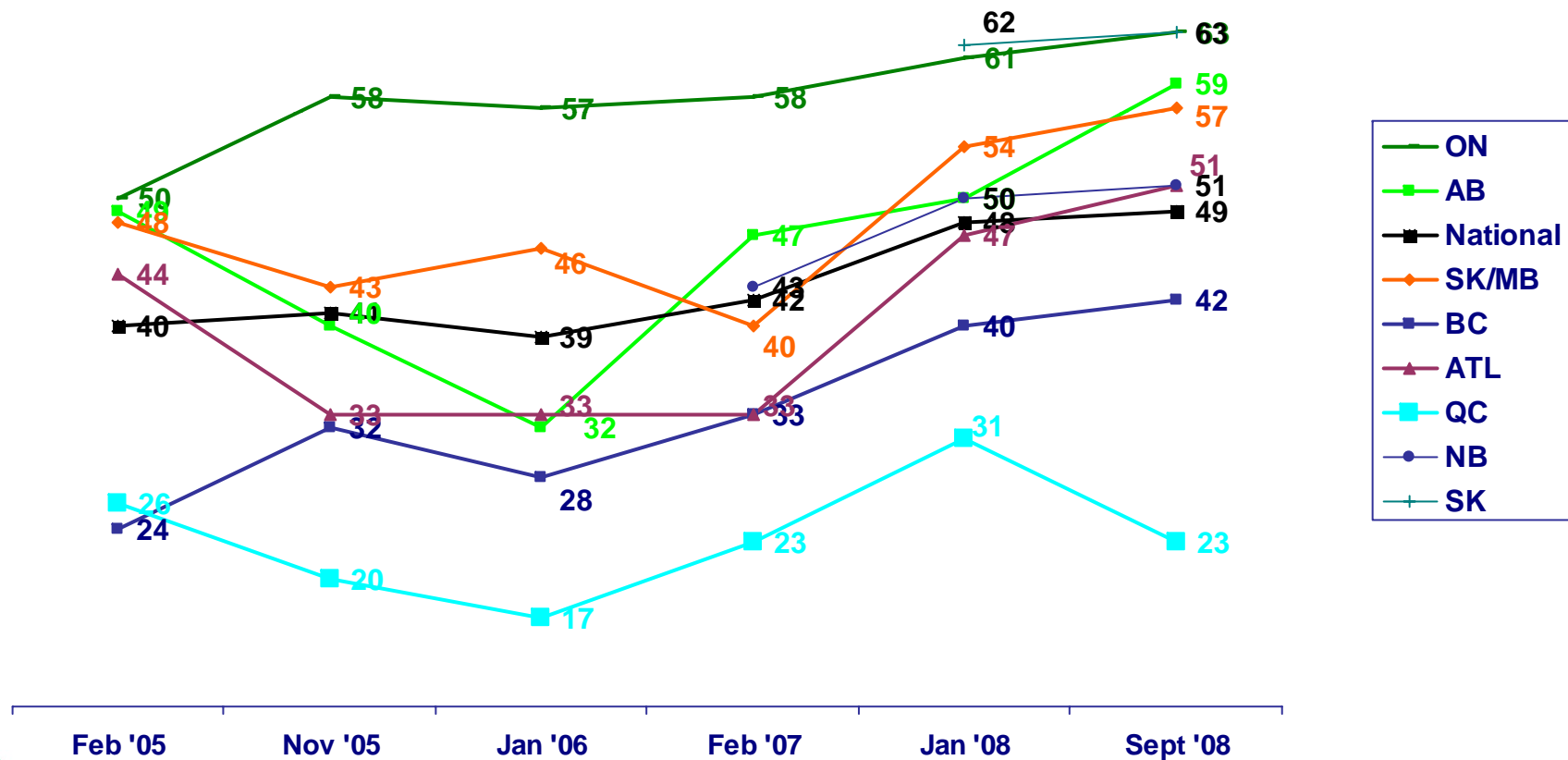
Sept '08





Support for New Builds by Region, Tracking

Similarly, support for building new nuclear power plants has slightly increased across the country, most notably in Alberta (+9 points). The exception is in Quebec where support has decreased since January (-8 points).





Canadian Nuclear Association
Association nucléaire canadienne

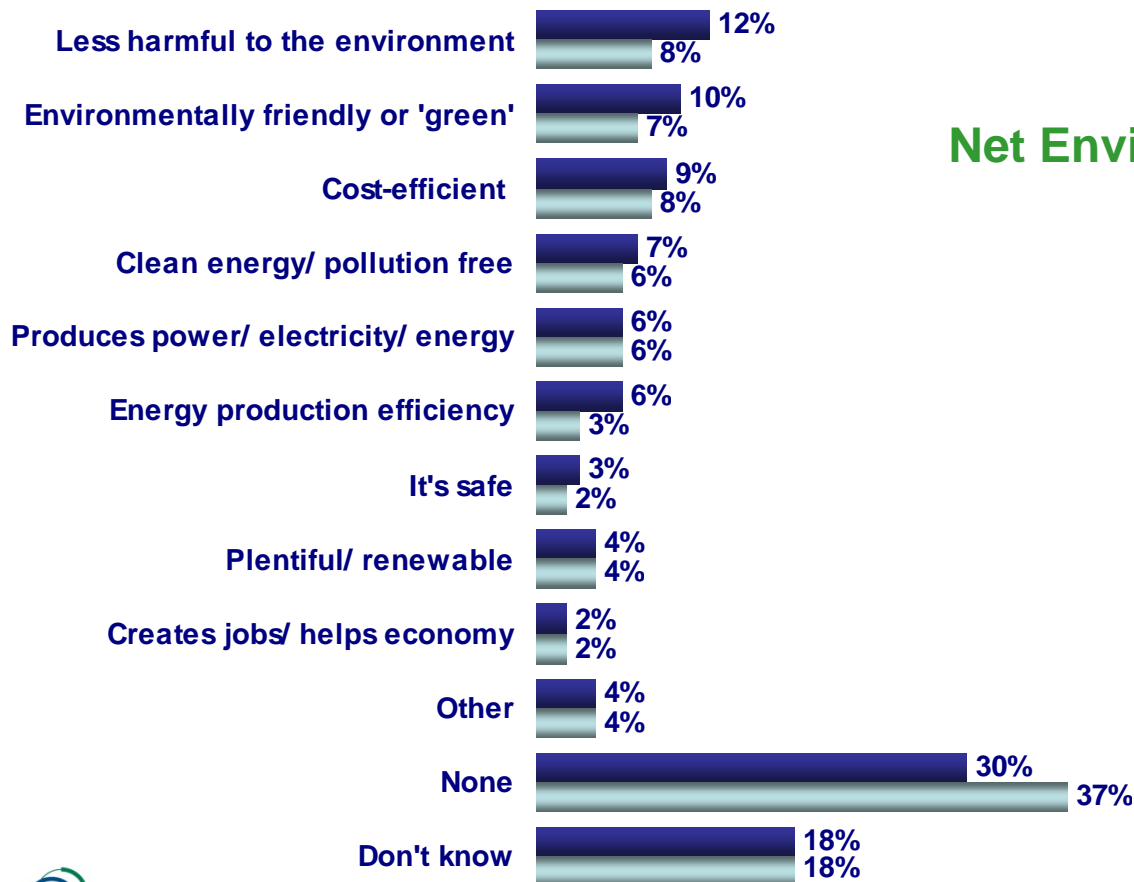


Attitudes Toward Nuclear



Top-of-Mind Benefits of Nuclear Power

One third of Canadians cite environmental benefits associated with nuclear power, including: *less harmful to the environment* (12%, +4 points), *environmentally friendly or 'green'* (10%, +3 points), *clean energy or pollution free* (7%, +1 point), or *plentiful or renewable* (4%). Only three in ten Canadians feel there are no benefits associated with nuclear power.



Net Environmental Benefits: 34%

■ Sept 2008
■ Jan 2008



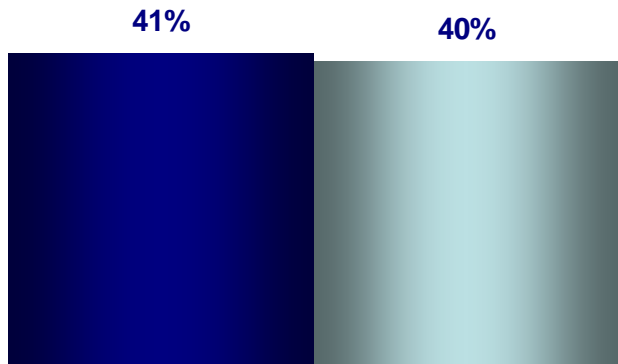


Read, Seen, Or Heard Anything Recently About Nuclear Power?

Among Canadians who have recently heard something about nuclear power, considerably more have heard about the building or refurbishing of nuclear power plants (+21 points), while fewer recall hearing something about the medical isotope shortage (or the closure of the Chalk River facility) than was the case in January.

Read, Seen or Heard Anything Recently About Nuclear Power

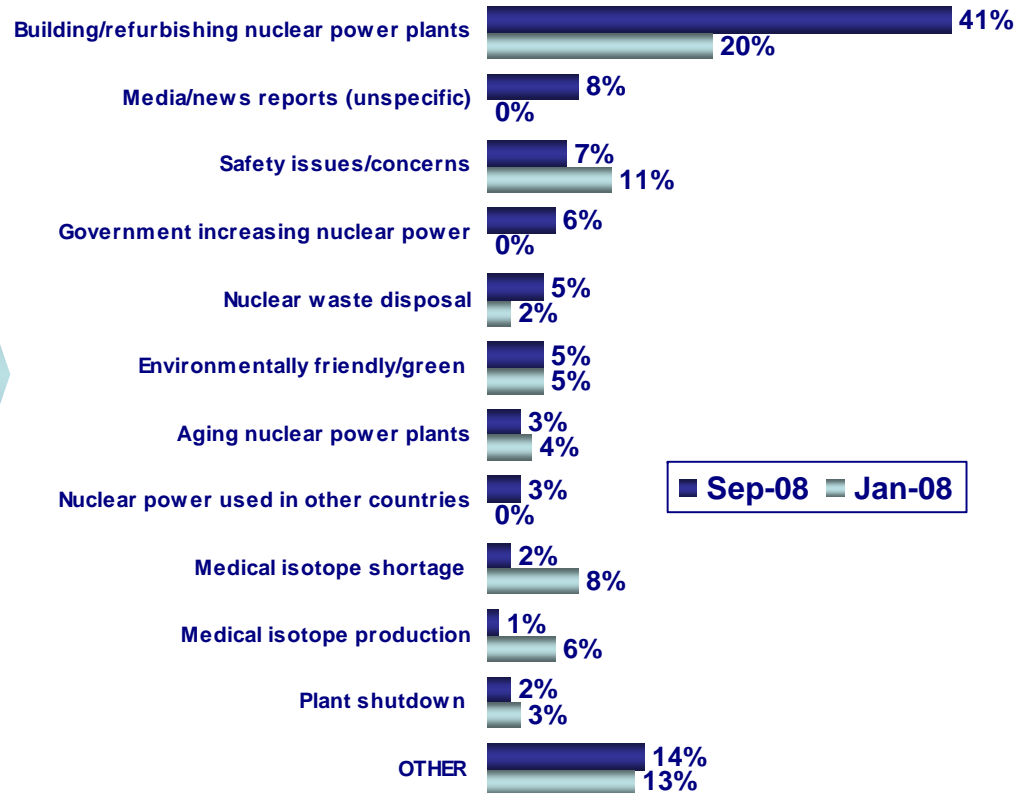
■ Sep-08 ■ Jan-08



Yes



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



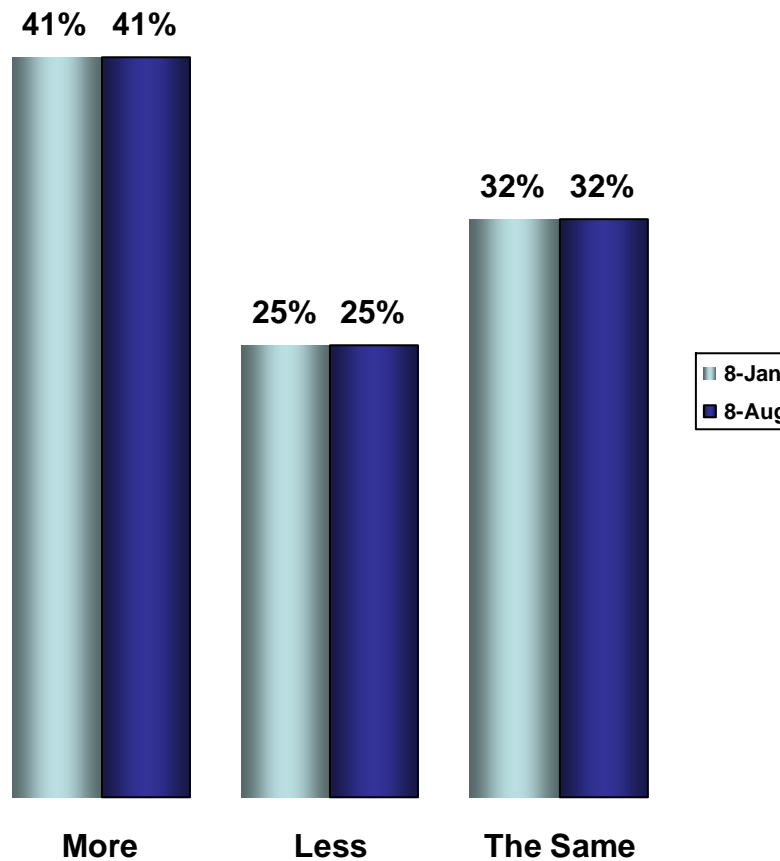
■ Sep-08 ■ Jan-08





Future Role of Nuclear Power

Two in five (41%) Canadians continue to believe nuclear should play more of a role in their province over the next few decades.





Canadian Nuclear Association
Association nucléaire canadienne

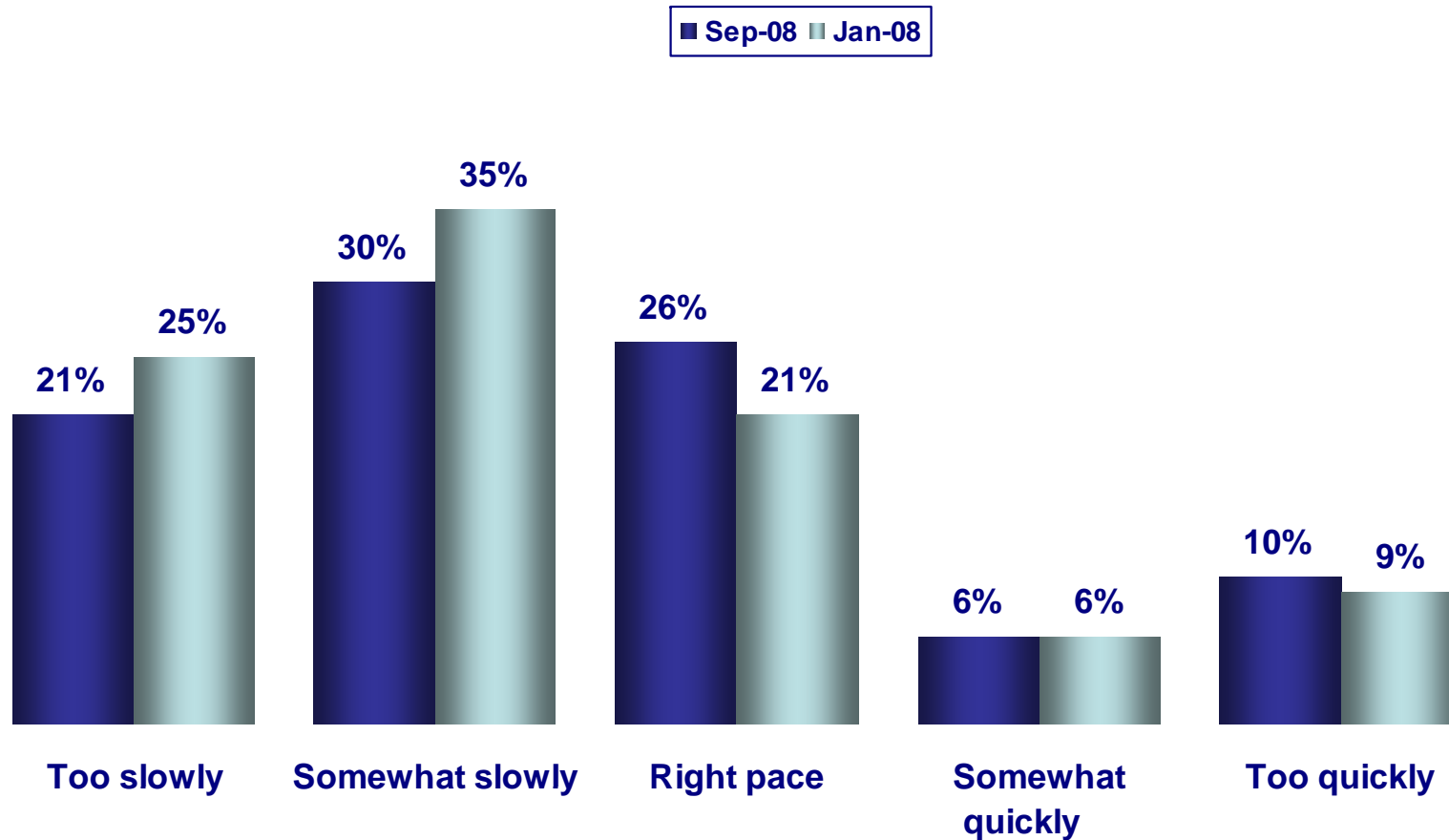


Keeping Pace



Ontario Only: Pace Of Building New Nuclear Power Plants

Half (51%) of Ontarians continue to feel the government is moving slowly in building new nuclear power plants, a decrease of 9 points since January. Currently, one in four (26%) Ontarians feel the government is moving at the right pace.

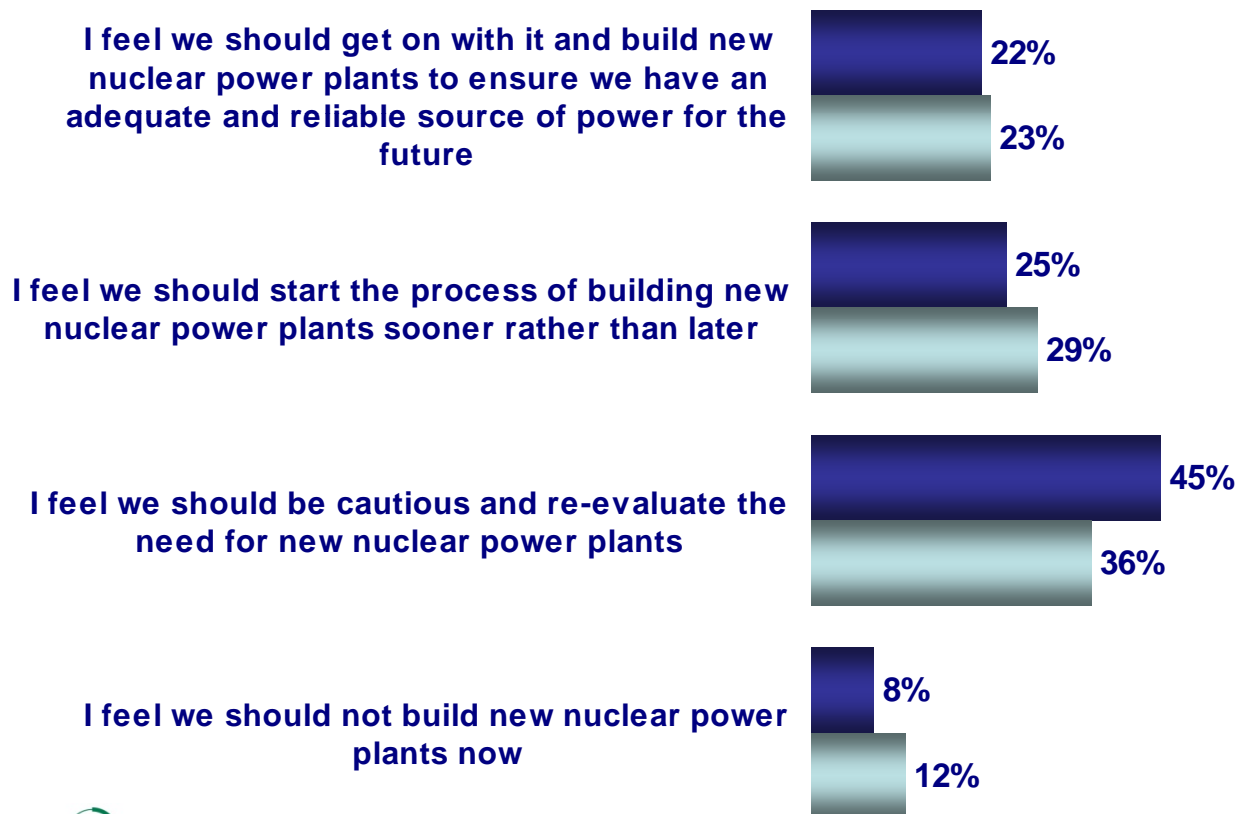




Ontario Only: Building New Nuclear Power Plants

Slightly more Ontarians feel we should be cautious and re-evaluate the need for new nuclear power plants (+9 points) compared to January. About half (47%) say the government should get on with it or start the process of building new nuclear power plants sooner rather than later.

■ Sep-08 ■ Jan-08





Canadian Nuclear Association
Association nucléaire canadienne

For more information

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

Martin Hrobsky, Senior Research Manager, Ipsos Public Affairs
416.324.2017
martin.hrobsky@ipsos-reid.com

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



www.ipsos-pa.com