

*Telephone Survey*

# Public Attitudes Toward Extending the Life of the Pickering Power Plant

**Canadian Nuclear Association**  
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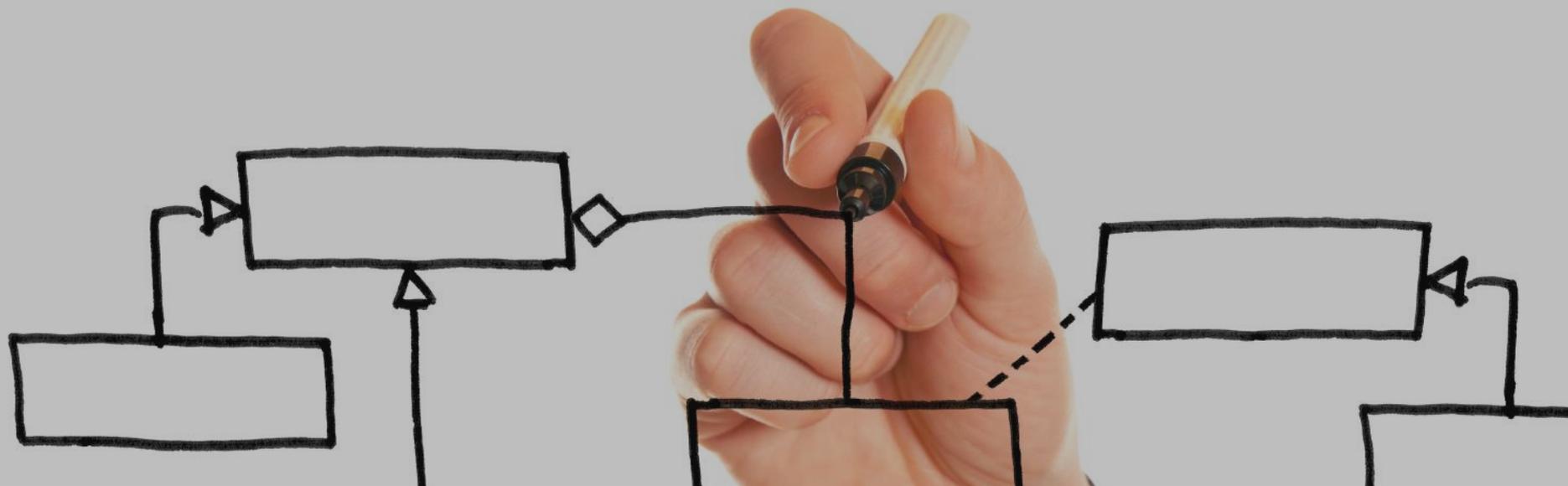
**cna**

canadian  
nuclear  
association

# Key Findings

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- 61% have at least a general understanding of nuclear energy.
- 64% support nuclear as a way of generating energy (30% strongly, 35% somewhat).
- Only 29% have at least a general understanding about the 2016 announcement to extend the life of the Pickering Power Plant.
- 71% support extending the operating life at Pickering (37% strongly, 34% somewhat).
- 74% say it will be good for jobs/the economy, and 55% say it will be good for electricity prices.
- 80% feel Pickering helps provide a stable and reliable source of energy.
- 78% agree it is important for Ontario to be self-sufficient in generating energy.
- 74% say the Pickering extension is an important part of Ontario's climate change goals.
- 61% agree that the extension will help reduce energy bills.
- Jobs, medical isotopes and reducing GHGs are the strongest messages for increasing support.



# Methodology & Demographics

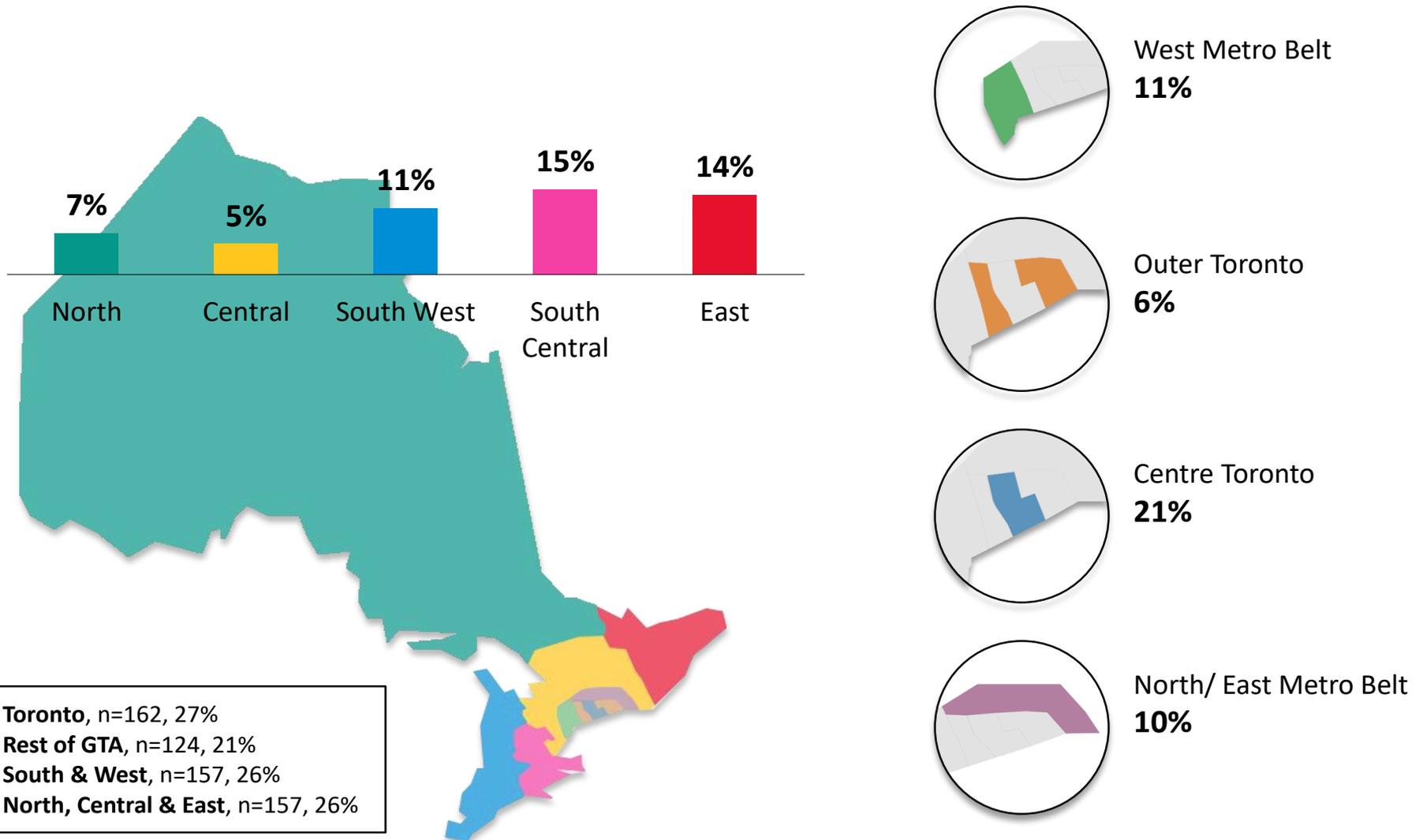
# Methodology

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- These are the results of a telephone survey of 607 randomly-selected Ontario residents, 18 years or older, between June 13<sup>th</sup> and 21<sup>st</sup>, 2018.
- Only one respondent per household was eligible to complete this survey.
- The survey includes both landline and cellphone respondents in order to ensure representation of cellphone only households.
- The sample has been weighted by age, gender and region to n=600 using the latest available Statistics Canada Census data to reflect the actual demographic composition of the population.
- After weighting the data, the aggregated results are considered accurate to within  $\pm 4.0\%$ , 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample.
- Where available, tracking data is provided from a telephone survey of 600 Ontarians conducted for the Canadian Nuclear Association from January 18<sup>th</sup> to 23<sup>rd</sup>, 2017.

**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

# Regional Segmentation



To have a more meaningful analysis, the 9 regions are further combined into 4 regions: Toronto (Outer Toronto + Centre Toronto), Rest of GTA (the Metro Belts), South/West (South West + South Central), and North/East (East + Central + North).

# Demographics: Respondent Profile

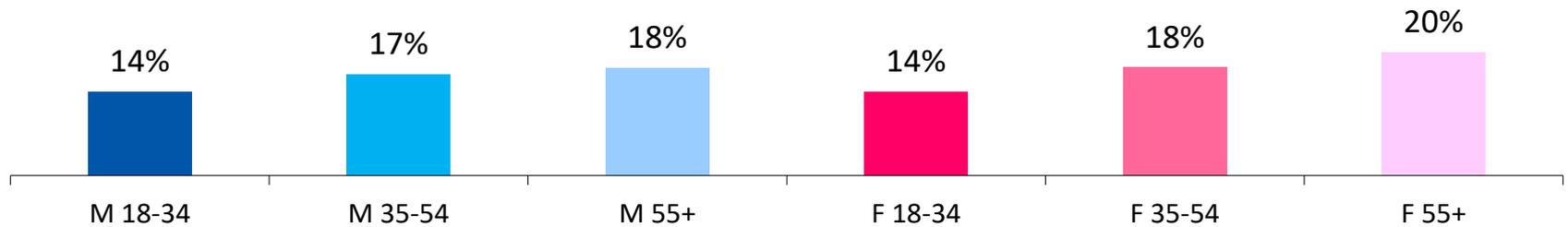
## Age-Gender



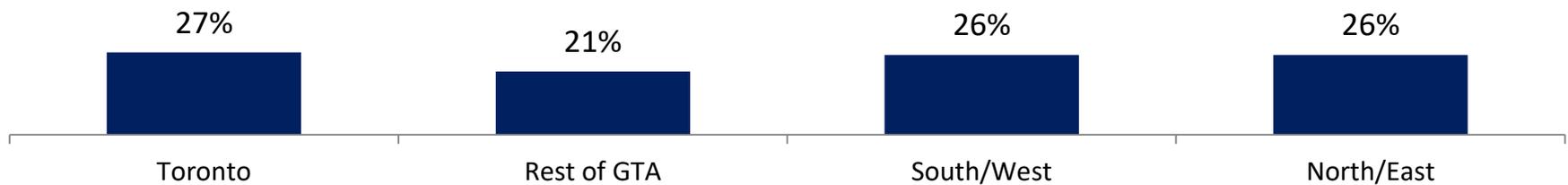
= 48%



= 52%



## Region



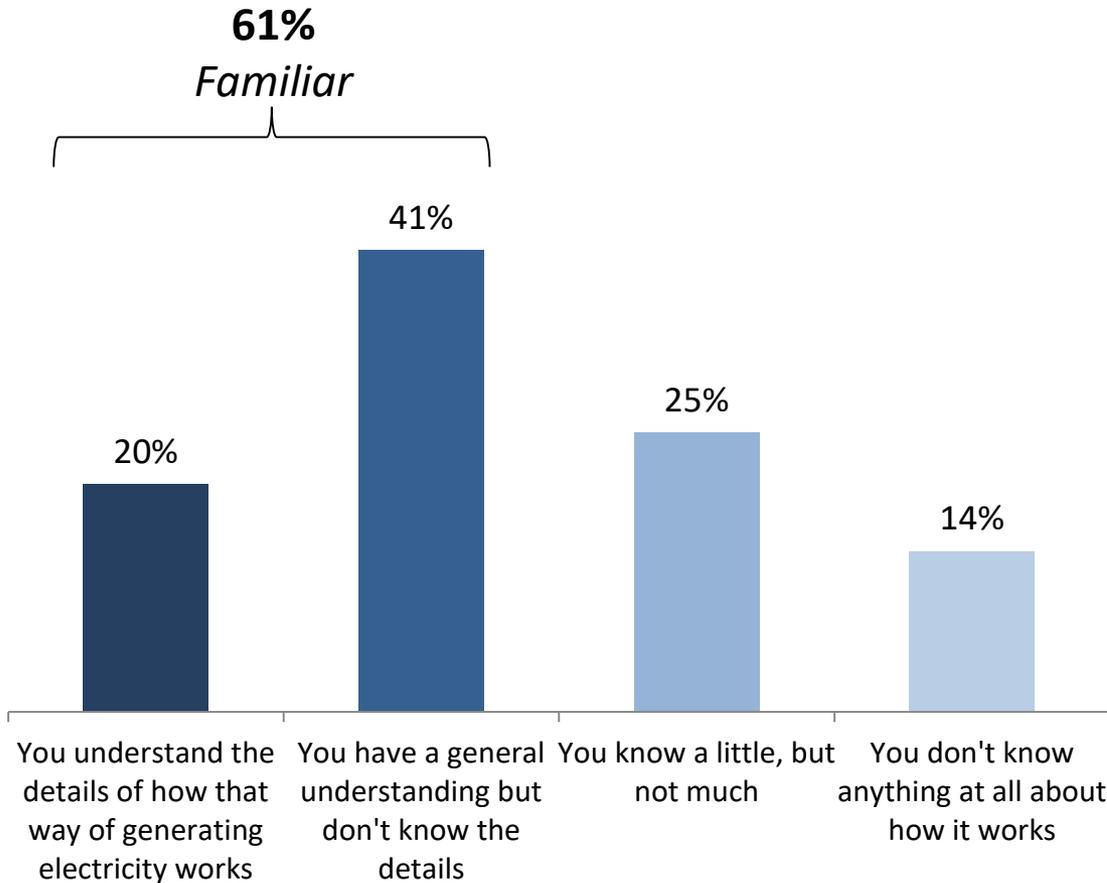
# Familiarity & Support

# Familiarity w/ Nuclear Energy: 6-in-10 say they have at least a general understanding of nuclear; higher among men



How familiar are you with nuclear energy? Would you say...?

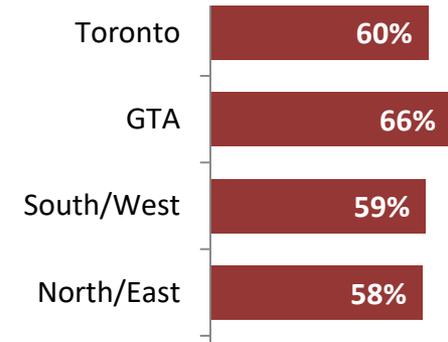
[asked of all respondents; n=600]



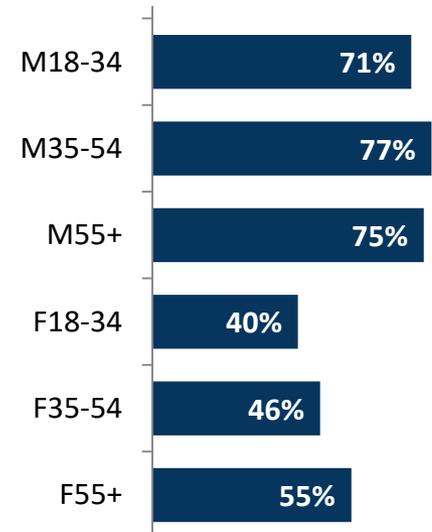
## Sample Breakdown ▶▶

*Those who have at least a general understanding*

### Region



### Age/Gender



NOTE: "Don't know" (1%) not shown

# Support for Nuclear: Almost two-thirds support nuclear (4pts higher than 2017); highest among those most familiar with it



Generally speaking, do you support or oppose nuclear as a way of generating electricity?

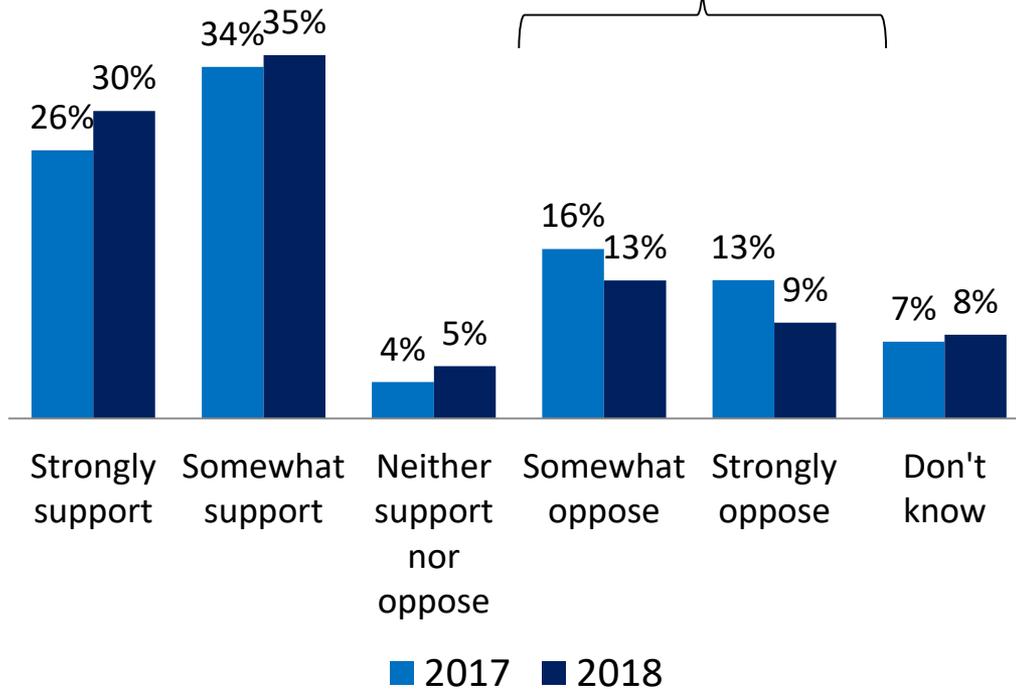
[asked of all respondents; n=600]

**2017: 60% | 2018: 64%**

*Support*

**2017: 30% | 2018: 22%**

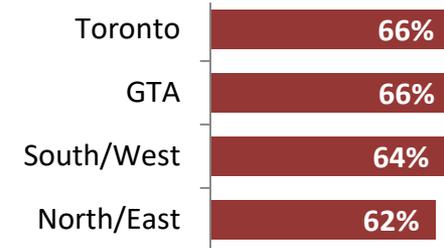
*Oppose*



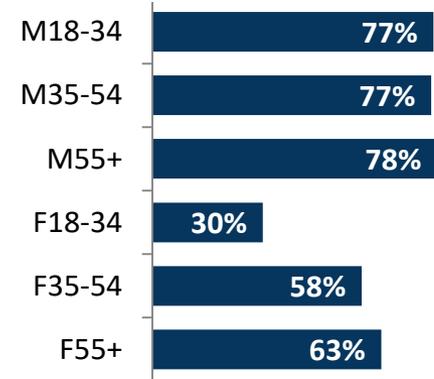
## Sample Breakdown ▶▶

*Those who say "support"*

### Region



### Age/Gender



### Familiarity w/ Nuclear Energy

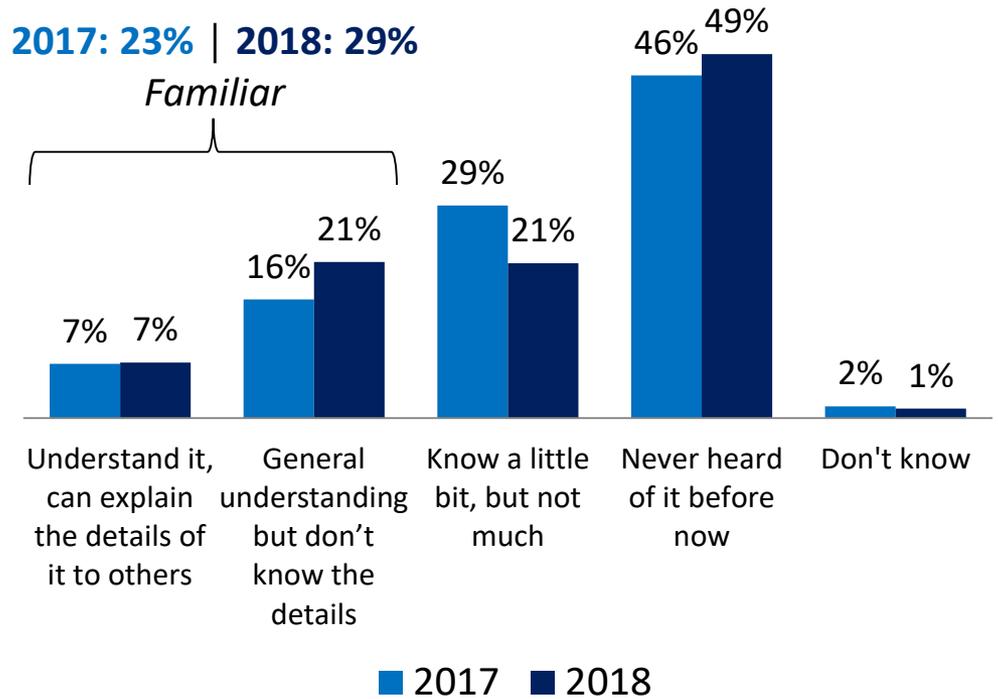


# Familiarity w/ Announcement: Familiarity (29%) 6pts higher than in 2017; highest among those most familiar with nuclear

**Q** [2017] Last year, there was announcement about extending the life of the Pickering nuclear power plant to 2024. How familiar are you with this announcement? Would you say ...?

[2018] Nuclear power plants generate 60 percent of Ontario's electricity from three generating stations. The current operating licences for one of those stations, Pickering, expires on August 31, 2018. In 2016, there was announcement about extending the life of the Pickering nuclear power plant to 2024. How familiar are you with this announcement? Would you say ...?

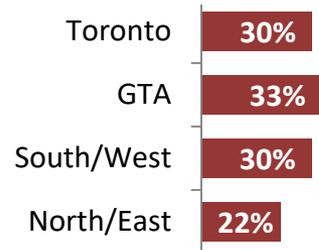
[asked of all respondents; n=600]



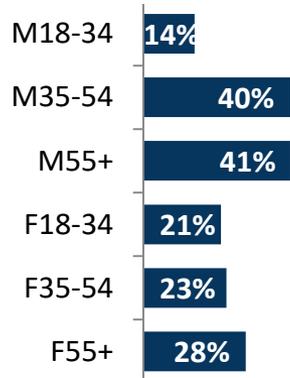
## Sample Breakdown ▶▶

*Those who have at least a general understanding*

### Region



### Age/Gender



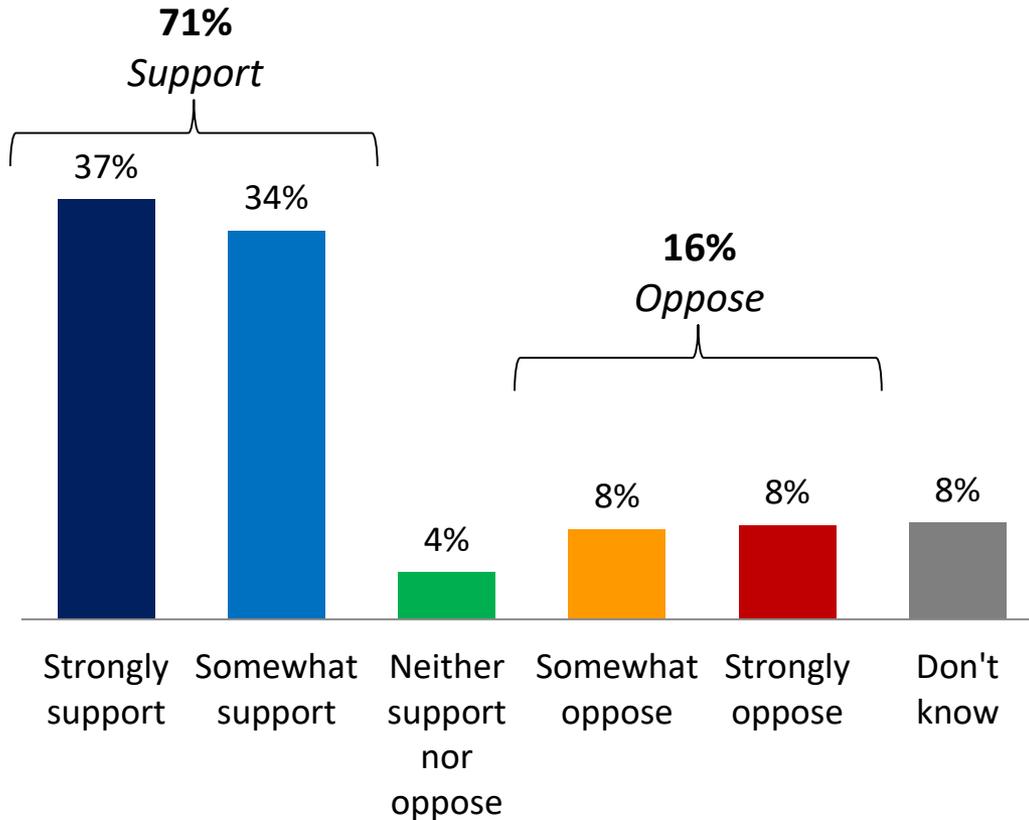
### Familiarity w/ Nuclear Energy



# Support for Extension: 71% of respondents support the extension; highest among men 55+

**Q** The Canadian Nuclear Safety Commission regulates Ontario's nuclear plants and has awarded the Pickering power plant its highest safety rating for the past two years. Would you strongly support, somewhat support, somewhat oppose or strongly oppose extending the operating life of the Pickering nuclear power plant to 2024?

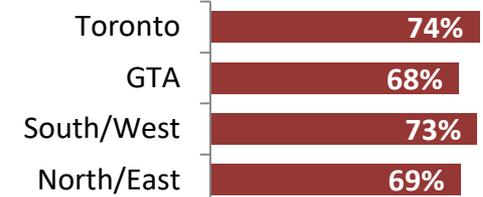
[asked of all respondents; n=600]



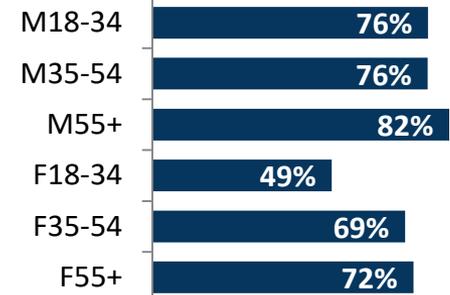
## Sample Breakdown ▶▶

*Those who say "support"*

### Region



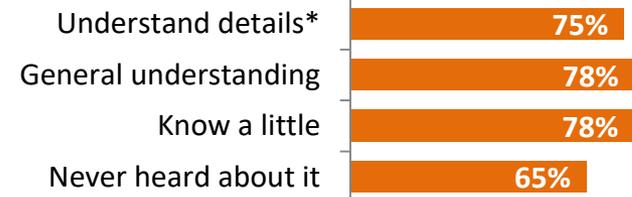
### Age/Gender



### Familiarity w/ Nuclear Energy



### Familiarity w/ Extension Announcement



\* NOTE: results should be interpreted with caution due to small sample size (n=45)

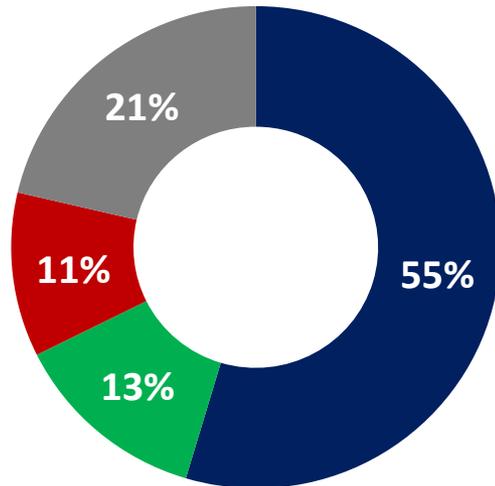
# Impact of Extension

# Impact of Extension: Majority believe it would be good for electricity prices and, even moreso, jobs/the economy

Q

If the life of the Pickering nuclear power plant is extended to 2024, do you think this would be...?

[asked of all respondents; n=600]

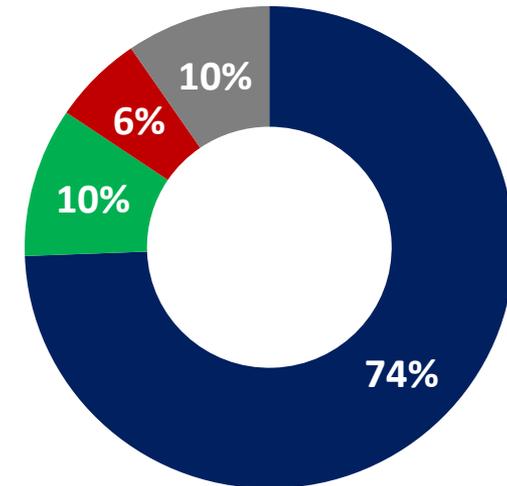


■ Good for electricity prices    ■ Neutral/no opinion  
■ Bad for electricity prices    ■ Don't know

Q

If the life of the Pickering nuclear power plant is extended to 2024, do you think this would be...?

[asked of all respondents; n=600]

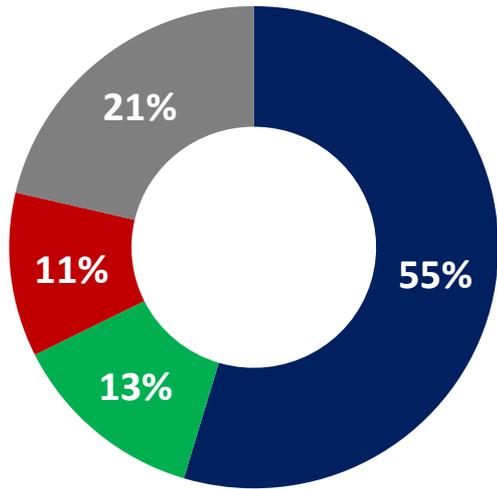


■ Good for jobs/the economy    ■ Neutral/no opinion  
■ Bad for jobs/the economy    ■ Don't know

# Impact of Extension – Prices: Majority (55%) say ‘good for prices’; highest among strong supporters and men 35+



If the life of the Pickering nuclear power plant is extended to 2024, do you think this would be...?  
[asked of all respondents; n=600]

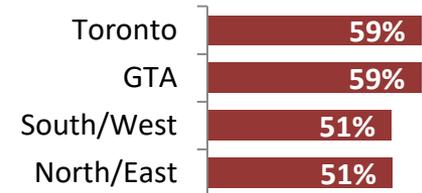


■ Good for electricity prices    ■ Neutral/no opinion  
■ Bad for electricity prices    ■ Don't know

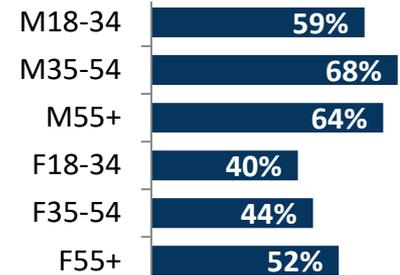
## Sample Breakdown ▶▶

*Those who say “good for electricity prices”*

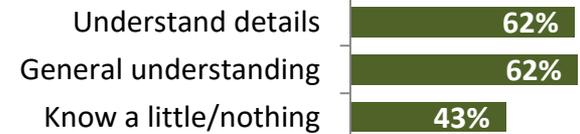
### Region



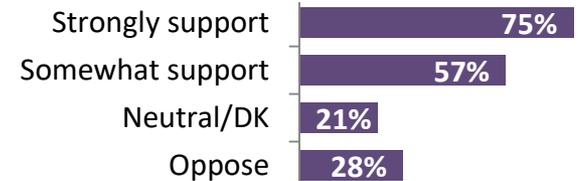
### Age/Gender



### Familiarity w/ Nuclear Energy



### Support for Extension

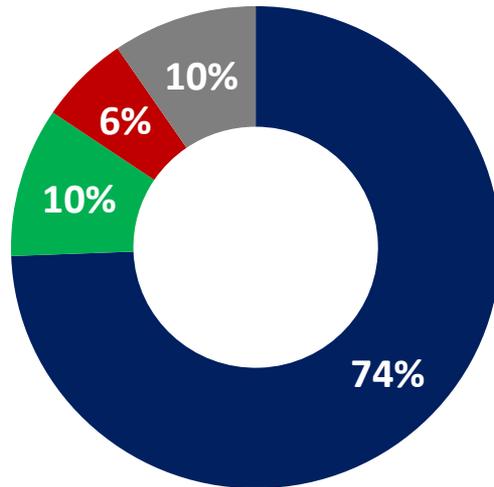


# Impact of Extension – Jobs/Economy: 3-in-4 (74%) say it would be good for jobs; 6-in-10 (60%) who oppose agree



If the life of the Pickering nuclear power plant is extended to 2024, do you think this would be...?

[asked of all respondents; n=600]

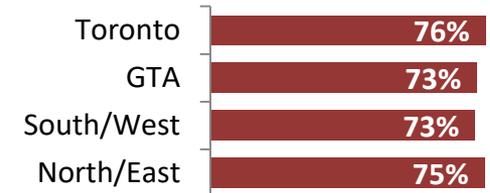


■ Good for jobs/the economy    ■ Neutral/no opinion  
■ Bad for jobs/the economy    ■ Don't know

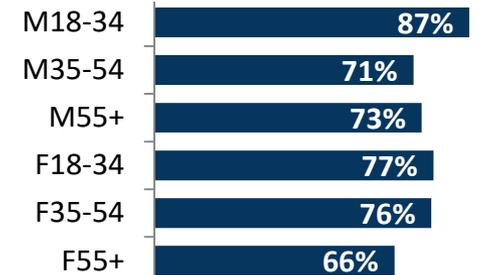
## Sample Breakdown ▶▶

*Those who say "good for jobs/the economy"*

### Region



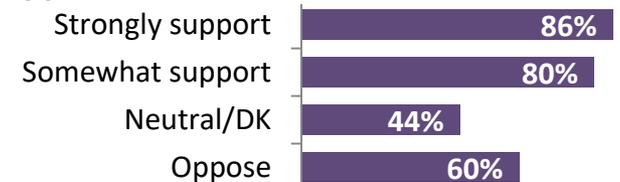
### Age/Gender



### Familiarity w/ Nuclear Energy



### Support for Extension



# Attitudes Toward Extension

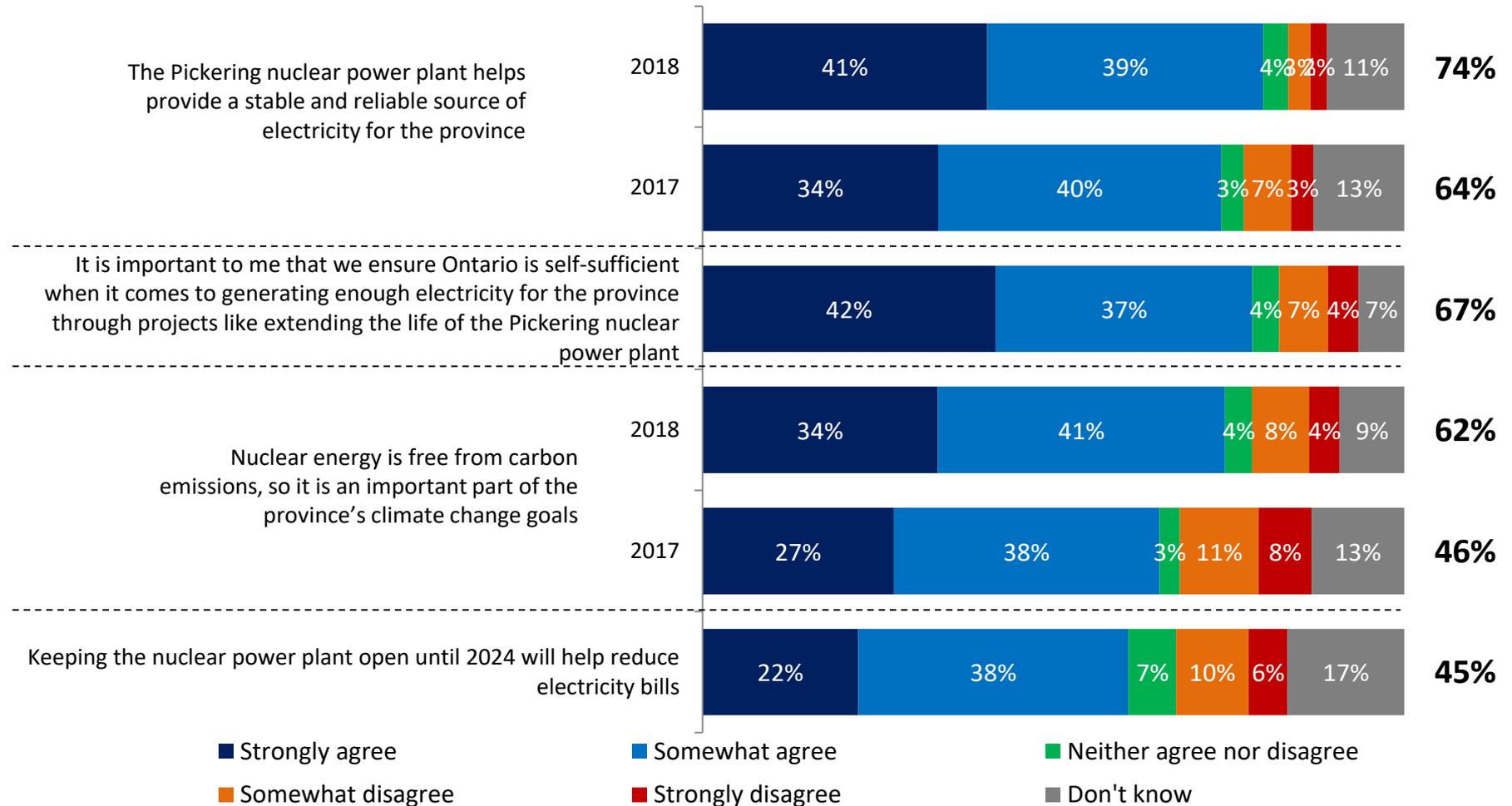
# Attitudes Toward Extension: Net agreement that the Pickering plant provides stable energy up 10 points since '17



I am going to read you a few statements that have been made about extending the life of the Pickering nuclear power plant, and I'd like you to tell me if you agree or disagree with each statement.

[asked of all respondents; n=600]

**Net Agree**



■ Strongly agree     
 ■ Somewhat agree     
 ■ Neither agree nor disagree  
■ Somewhat disagree     
 ■ Strongly disagree     
 ■ Don't know

# Attitudes by Region: Net agreement highest in Toronto on all attitudes



I am going to read you a few statements that have been made about extending the life of the Pickering nuclear power plant, and I'd like you to tell me if you agree or disagree with each statement. **By Region**

[asked of all respondents; n=600]

NET AGREE	Toronto	GTA	South/ West	North/ East
The Pickering nuclear power plant helps provide a stable and reliable source of electricity for the province	+80%	+75%	+74%	+69%
It is important to me that we ensure Ontario is self-sufficient when it comes to generating enough electricity for the province through projects like extending the life of the Pickering nuclear power plant	+70%	+64%	+70%	+64%
Nuclear energy is free from carbon emissions, so it is an important part of the province's climate change goals	+69%	+68%	+61%	+51%
Keeping the Pickering nuclear power plant open until 2024 will help reduce electricity bills	+52%	+50%	+39%	+39%

# Attitudes by Age/Gender: Net agreement lowest on all statements among young women



I am going to read you a few statements that have been made about extending the life of the Pickering nuclear power plant, and I'd like you to tell me if you agree or disagree with each statement. **By Age/Gender**

[asked of all respondents; n=600]

NET AGREE	M18-34	M35-54	M55+	F18-34	F35-54	F55+
The Pickering nuclear power plant helps provide a stable and reliable source of electricity for the province	+85%	+71%	+89%	+58%	+74%	+68%
It is important to me that we ensure Ontario is self-sufficient when it comes to generating enough electricity for the province through projects like extending the life of the Pickering nuclear power plant	+76%	+66%	+62%	+39%	+75%	+78%
Nuclear energy is free from carbon emissions, so it is an important part of the province's climate change goals	+60%	+66%	+77%	+28%	+67%	+67%
Keeping the Pickering nuclear power plant open until 2024 will help reduce electricity bills	+47%	+43%	+46%	+31%	+55%	+44%

# Attitudes by Familiarity w/ Nuclear: Net agree highest among those with general understanding except on emissions



I am going to read you a few statements that have been made about extending the life of the Pickering nuclear power plant, and I'd like you to tell me if you agree or disagree with each statement. **By Familiarity with Nuclear**  
[asked of all respondents; n=600]

NET AGREE	Understand details	General understanding	Know a little/nothing
The Pickering nuclear power plant helps provide a stable and reliable source of electricity for the province	+76%	+86%	+62%
It is important to me that we ensure Ontario is self-sufficient when it comes to generating enough electricity for the province through projects like extending the life of the Pickering nuclear power plant	+64%	+74%	+61%
Nuclear energy is free from carbon emissions, so it is an important part of the province's climate change goals	+72%	+68%	+51%
Keeping the Pickering nuclear power plant open until 2024 will help reduce electricity bills	+40%	+52%	+40%

# Attitudes by Support for Extension: Self-sufficiency most polarizing between strong supporters and those who oppose



I am going to read you a few statements that have been made about extending the life of the Pickering nuclear power plant, and I'd like you to tell me if you agree or disagree with each statement. **By Support for Extension**  
[asked of all respondents; n=600]

NET AGREE	Strongly support	Somewhat support	Neutral/DK	Oppose
The Pickering nuclear power plant helps provide a stable and reliable source of electricity for the province	+92%	+85%	+34%	+43%
It is important to me that we ensure Ontario is self-sufficient when it comes to generating enough electricity for the province through projects like extending the life of the Pickering nuclear power plant	+92%	+82%	+40%	<b>-1%</b>
Nuclear energy is free from carbon emissions, so it is an important part of the province's climate change goals	+85%	+73%	+31%	+11%
Keeping the Pickering nuclear power plant open until 2024 will help reduce electricity bills	+65%	+53%	+11%	+8%

# Key Messages

## Messages: *Abbreviations*

Abbreviation	Full Wording
Protect 4,500+ jobs	Keeping the Pickering nuclear power plant running until 2024 will protect about 4,500 jobs in the Durham Region, as well as thousands of other jobs that support the power plant indirectly
Generates medical isotopes	The Pickering nuclear power plant generates medical isotopes that are used around the world for treating diseases and sterilizing medical equipment
Avoid 8 million tonnes of GHG emissions	According to the Ontario Ministry of Energy, extending the life of the Pickering nuclear power plant means Ontario could avoid 8 million tonnes of greenhouse gas emissions, which is equal to taking 490,000 cars off Ontario roads
Save consumers up to \$600 million	According to the Ontario Ministry of Energy, extending the life of the Pickering nuclear plant would save Ontario electricity consumers up to \$600 million
2016 Gold Award for Excellence in Employee Safety	In 2016, Ontario Power Generation, who owns and operates the Pickering power plant, received the Canadian Electricity Association President's Gold Award of Excellence for Employee Safety
Licensed by Canadian Nuclear Safety Commission	Pickering nuclear power plant is licensed by the Canadian Nuclear Safety Commission, which regulates the use of nuclear energy and materials to protect health, safety, security and the environment through the Nuclear Safety and Control Act
Meets or exceeds Environmental Protection Act regulations	The Pickering nuclear power plant currently meets or exceeds all of the regulations prescribed by the Environmental Protection Act
2016/2017 Highest safety rating by CNSC	In 2016 and 2017, the Pickering nuclear power plant was awarded the highest safety ratings by the Canadian Nuclear Safety Commission
Top 25% safety performance rating	Over the current licence term, the Pickering nuclear power plant has achieved a safety performance rating that is in the industry's top 25%

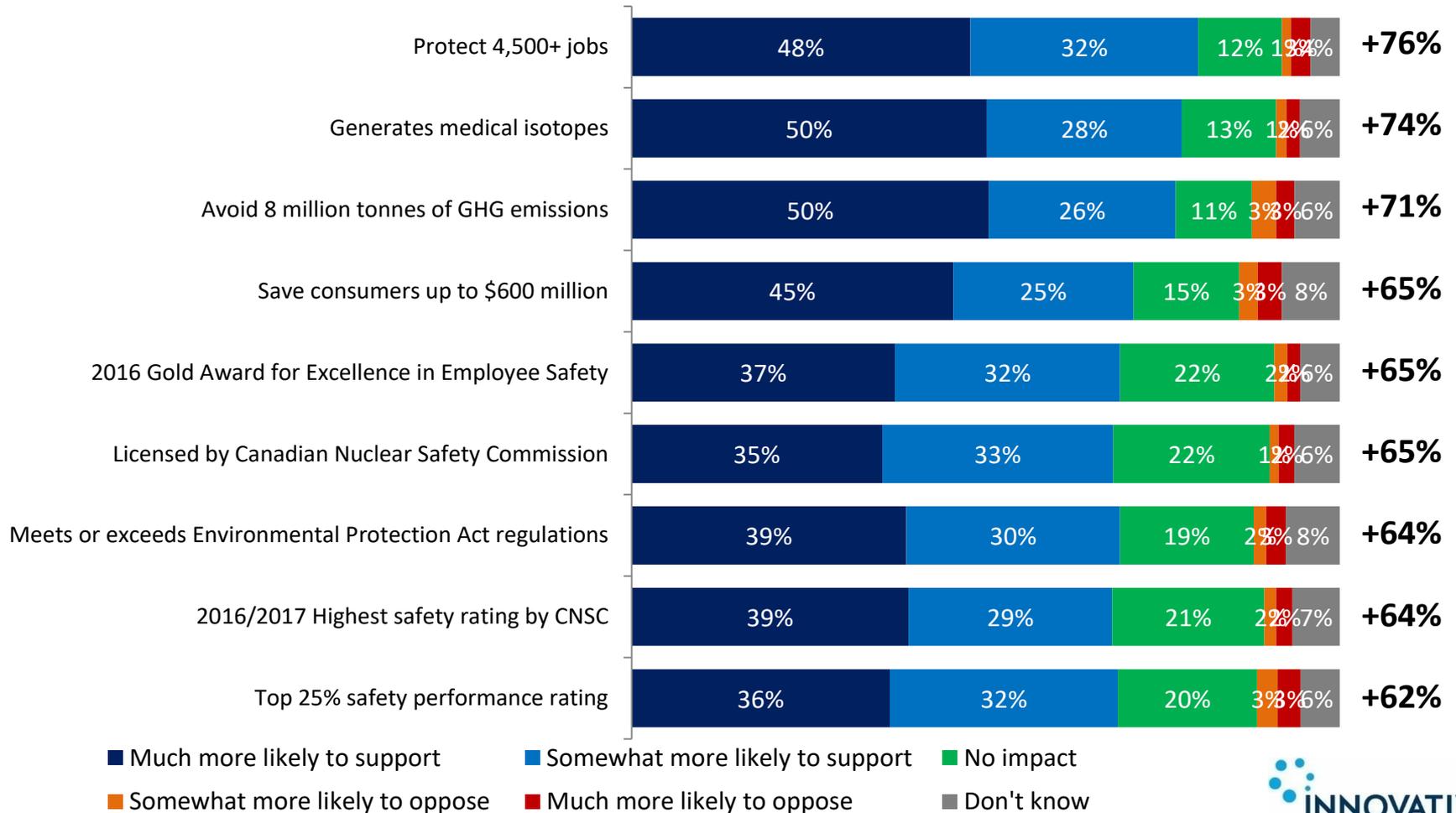
# Messages: Job protection and medical isotopes increase support more than safety ratings



Please tell me if the following statements leave you feeling more likely to support or more likely to oppose extending the life of the Pickering nuclear power plant. If the statement has no impact on your opinion, please just say so.

[asked of all respondents; n=600]

**Net Support**



# Messages by Region: Strong positive across all regions of the province in response to all messages tested



Please tell me if the following statements leave you feeling more likely to support or more likely to oppose extending the life of the Pickering nuclear power plant. If the statement has no impact on your opinion, please just say so.

[asked of all respondents; n=600]

NET MORE LIKELY TO SUPPORT	Toronto	GTA	South/ West	North/ East
Protect 4,500+ jobs	+79%	+79%	+77%	+70%
Generates medical isotopes	+76%	+76%	+77%	+69%
Avoid 8 million tonnes of GHG emissions	+75%	+77%	+68%	+65%
Save consumers up to \$600 million	+66%	+69%	+65%	+60%
2016 Gold Award for Excellence in Employee Safety	+71%	+63%	+63%	+63%
Licensed by Canadian Nuclear Safety Commission	+60%	+72%	+64%	+63%
Meets or exceeds Environmental Protection Act regulations	+67%	+66%	+64%	+61%
2016/2017 Highest safety rating by CNSC	+64%	+71%	+68%	+54%
Top 25% safety performance rating	+62%	+63%	+65%	+60%

# Messages by Age/Gender: Women 18-34 react positively to all messages, but less so than other age/gender segments



Please tell me if the following statements leave you feeling more likely to support or more likely to oppose extending the life of the Pickering nuclear power plant. If the statement has no impact on your opinion, please just say so.

[asked of all respondents; n=600]

NET MORE LIKELY TO SUPPORT	M18-34	M35-54	M55+	F18-34	F35-54	F55+
Protect 4,500+ jobs	+82%	+72%	+78%	+69%	+81%	+74%
Generates medical isotopes	+68%	+73%	+76%	+64%	+84%	+77%
Avoid 8 million tonnes of GHG emissions	+73%	+74%	+75%	+55%	+77%	+68%
Save consumers up to \$600 million	+78%	+62%	+62%	+51%	+74%	+62%
2016 Gold Award for Excellence in Employee Safety	+59%	+67%	+74%	+47%	+69%	+69%
Licensed by Canadian Nuclear Safety Commission	+66%	+63%	+63%	+57%	+66%	+70%
Meets or exceeds Environmental Protection Act regulations	+68%	+61%	+67%	+61%	+66%	+64%
2016/2017 Highest safety rating by CNSC	+63%	+60%	+69%	+48%	+69%	+69%
Top 25% safety performance rating	+65%	+65%	+67%	+48%	+65%	+62%

# Messages by Familiarity w/ Nuclear: Response to messages <sup>27</sup> most positive among those w/ general understanding



Please tell me if the following statements leave you feeling more likely to support or more likely to oppose extending the life of the Pickering nuclear power plant. If the statement has no impact on your opinion, please just say so.

[asked of all respondents; n=600]

NET MORE LIKELY TO SUPPORT	Understand details	General understanding	Know a little/nothing
Protect 4,500+ jobs	+77%	+82%	+70%
Generates medical isotopes	+72%	+85%	+65%
Avoid 8 million tonnes of GHG emissions	+74%	+78%	+62%
Save consumers up to \$600 million	+61%	+71%	+61%
2016 Gold Award for Excellence in Employee Safety	+61%	+72%	+61%
Licensed by Canadian Nuclear Safety Commission	+56%	+73%	+60%
Meets or exceeds Environmental Protection Act regulations	+56%	+75%	+58%
2016/2017 Highest safety rating by CNSC	+62%	+73%	+56%
Top 25% safety performance rating	+60%	+71%	+55%

# Messages by Familiarity w/ Announcement: No strong link between familiarity w/ announcement and response to msgs <sup>28</sup>



Please tell me if the following statements leave you feeling more likely to support or more likely to oppose extending the life of the Pickering nuclear power plant. If the statement has no impact on your opinion, please just say so.

[asked of all respondents; n=600]

NET MORE LIKELY TO SUPPORT	Understand details	General understanding	Know a little bit	Never heard of it
Protect 4,500+ jobs	+74%	+74%	+78%	+76%
Generates medical isotopes	+74%	+75%	+76%	+73%
Avoid 8 million tonnes of GHG emissions	+74%	+73%	+74%	+68%
Save consumers up to \$600 million	+62%	+57%	+73%	+65%
2016 Gold Award for Excellence in Employee Safety	+61%	+70%	+67%	+63%
Licensed by Canadian Nuclear Safety Commission	+62%	+62%	+68%	+64%
Meets or exceeds Environmental Protection Act regulations	+63%	+68%	+69%	+61%
2016/2017 Highest safety rating by CNSC	+70%	+62%	+70%	+62%
Top 25% safety performance rating	+61%	+68%	+64%	+60%

# Messages by Support for Extension: Extension supporters consistently respond most favourably to messages



Please tell me if the following statements leave you feeling more likely to support or more likely to oppose extending the life of the Pickering nuclear power plant. If the statement has no impact on your opinion, please just say so.

[asked of all respondents; n=600]

NET MORE LIKELY TO SUPPORT	Strongly support	Somewhat support	Neutral/DK	Oppose
Protect 4,500+ jobs	+92%	+87%	+50%	+36%
Generates medical isotopes	+87%	+81%	+53%	+47%
Avoid 8 million tonnes of GHG emissions	+87%	+83%	+38%	+33%
Save consumers up to \$600 million	+84%	+77%	+33%	+21%
2016 Gold Award for Excellence in Employee Safety	+85%	+76%	+32%	+24%
Licensed by Canadian Nuclear Safety Commission	+82%	+71%	+41%	+29%
Meets or exceeds Environmental Protection Act regulations	+86%	+70%	+41%	+20%
2016/2017 Highest safety rating by CNSC	+85%	+73%	+37%	+17%
Top 25% safety performance rating	+84%	+74%	+29%	+16%



# Building Understanding.

*Personalized research to connect you and your audiences.*

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