



Ipsos Public Affairs



BWXT Nuclear Energy Canada Community Research

December, 2018

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GAME CHANGERS



Background and Methodology

Background

The objectives of this research are to gain a detailed understanding of residents' awareness, attitudes, and opinions concerning BWXT operations in their local communities. Specifically, the research investigated:

- Support for various types of energy production, including nuclear energy and stated knowledge of nuclear energy/technology;
- Awareness, knowledge and familiarity of BWXT operations in the local community;
- Impressions of BWXT as an organization, including attention to safety, community engagement, job creation, etc. ;
- Recall and awareness of BWXT communications in the community.

Methodology

A 10-minute online and telephone survey was conducted among residents of Toronto and Peterborough who live in proximity to the BWXT facilities.

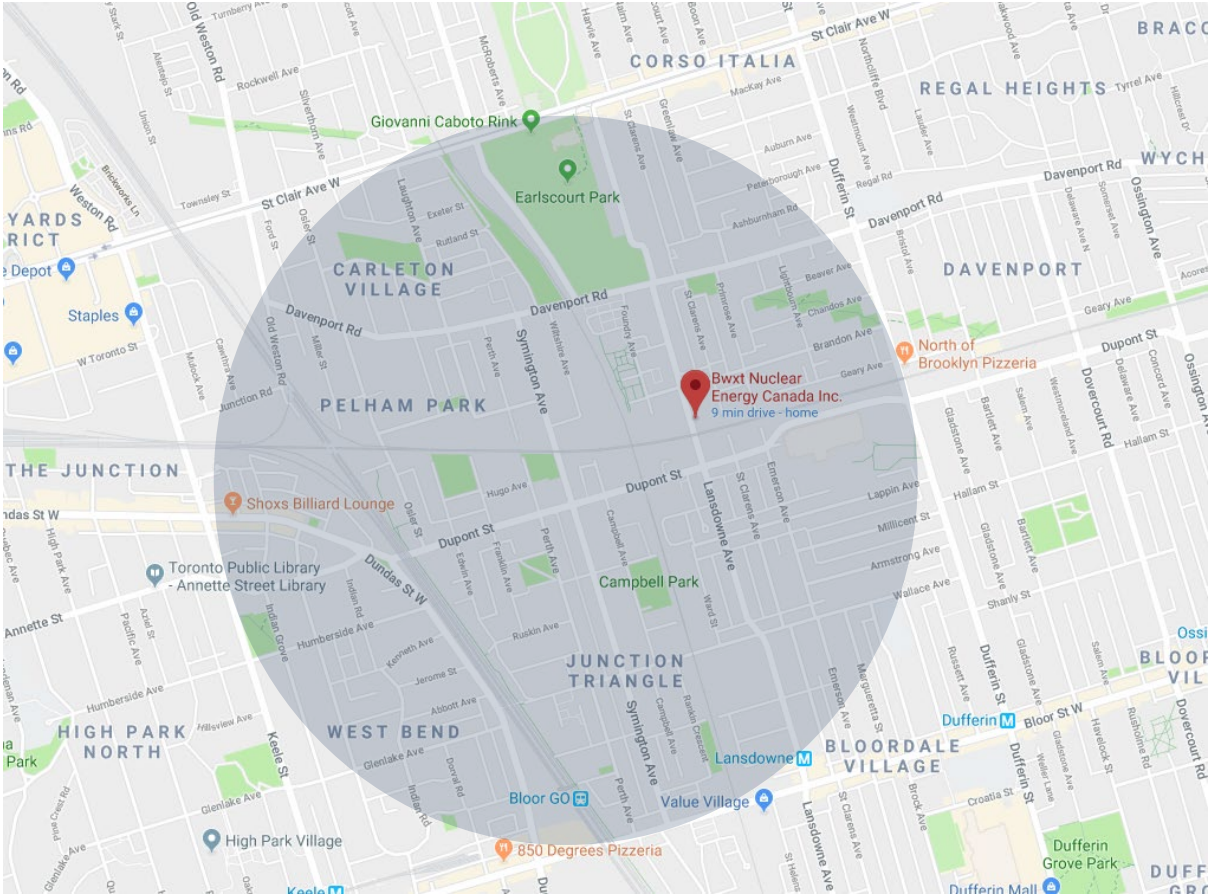
BWXT NEC mailed postcards with an invite to complete the survey online to households in targeted neighbourhoods (by postal walk) around the Toronto and Peterborough facilities. A draw for a Google Home Smart Speaker was included as incentive.

The same survey was conducted via telephone interviews, with targeted dialing in neighbourhoods closest to the Toronto and Peterborough facilities (sample was sourced by postal walk).

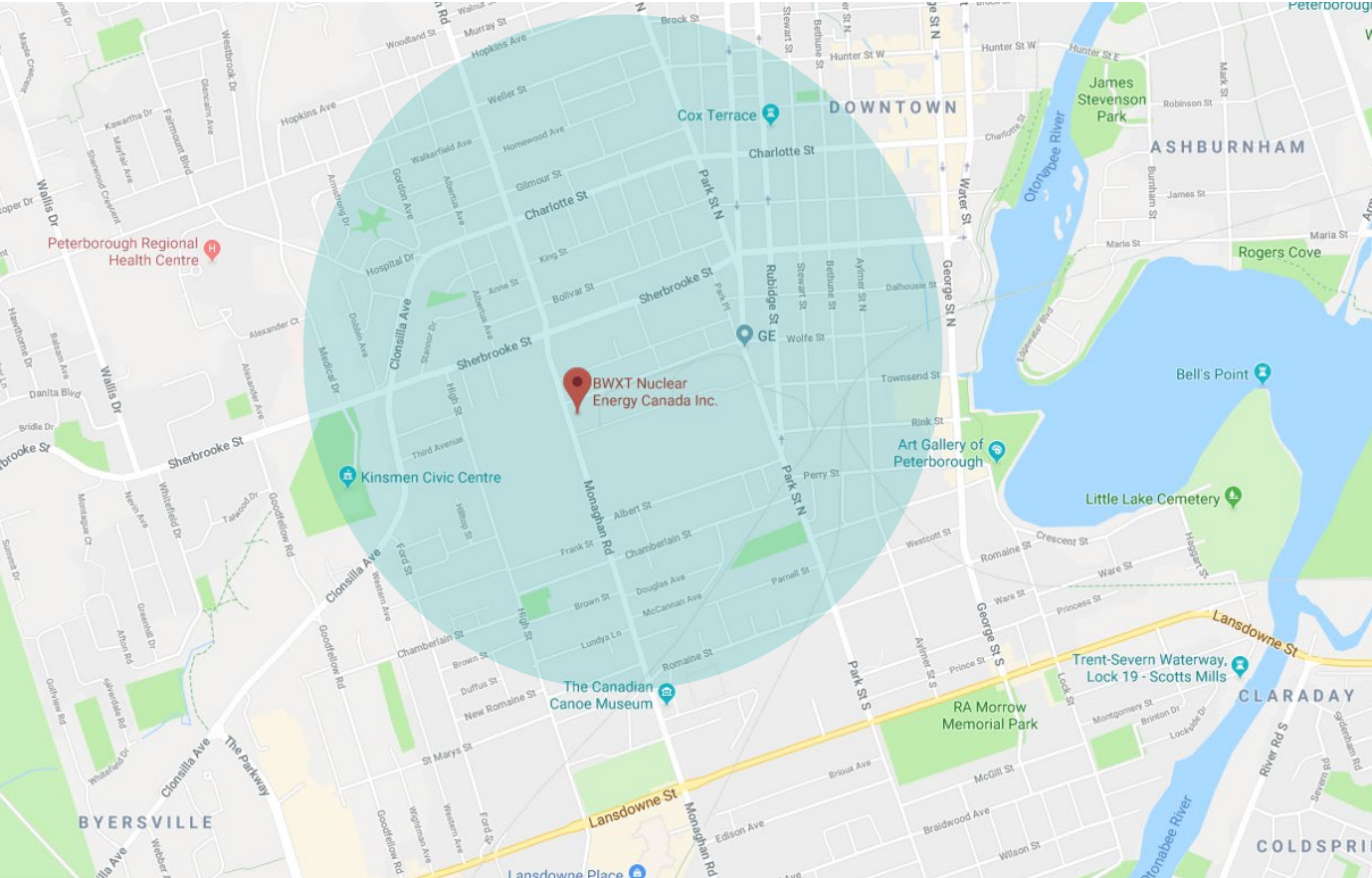
The surveys were conducted between October 18th and November 27th, 2018. In total, n=352 surveys were completed – n=149 in Toronto (n=36 online, n=113 telephone) and n=203 in Peterborough (n=29 online, n=174 telephone).

The overall margin of error for a sample of n=352 interviews is +/- 5.0%, nineteen times out of twenty.

Approximate Dialing Area – Toronto



Approximate Dialing Area – Peterborough



EXECUTIVE SUMMARY

Executive Summary

Support for and Familiarity with Nuclear Energy and Technology

- Although a majority of residents surround BWXT NEC's facilities in Toronto and Peterborough support nuclear energy as a means to generate electricity, support for this technology is lower than any other form of electricity generation.
- Seven in 10 Peterborough respondents and 6 in 10 Toronto respondents state they are knowledgeable about nuclear energy/technology. Those with higher knowledge are significantly more likely to support nuclear energy.

Familiarity and Impression of BWXT NEC

- Four in 10 Peterborough respondents say they are very/somewhat knowledgeable about BWXT NEC, which is directionally higher than Toronto respondents at 3 in 10. However, half of Peterborough and over half of Toronto respondents say they've never heard of the organization, or that they are not at all knowledgeable.
- Among those local residents who are aware of BWXT NEC, half of Peterborough respondents say they have an excellent/very good/good impression of BWXT NEC, compared to just under 4 in 10 Toronto respondents.
- Two-thirds of Toronto respondents who are aware of BWXT NEC say they have confidence the company *operates safely*, and half or more agree it *contributes to the local economy*, is *responsibly managed* and *takes environmental concerns seriously*. Peterborough respondents are significantly more likely than Toronto to feel the company *contributes to the local economy* and is *involved in the community in a positive way*.

Executive Summary

Communications in the Community

- One-quarter of Peterborough respondents have recently read/seen/heard about BWXT NEC recently, compared to 17% of Toronto respondents. Among those who've recently heard about BWXT NEC, the majority received a company newsletter/flyer/brochure, followed by community BBQs.
- In terms of areas of concern/more information, Toronto respondents are more likely to say they are concerned/want more information about the *company/its activities*, the *impact to the public and surrounding community* and the *value/benefits of nuclear energy versus other sources of energy* than Peterborough respondents, who are more likely to say they have no areas of concern.
- The preferred method of receiving information from BWXT NEC for both communities is *newsletter or flyer*, however Toronto respondents are more likely to prefer *information online* and *information centres in the community*, while Peterborough respondents are more likely to prefer *newspaper*.

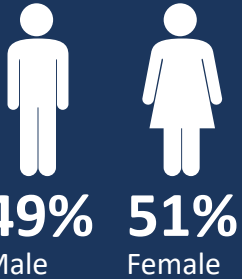
Messaging

- In terms of what would enhance impressions of BWXT NEC, Toronto respondents were most likely to say they'd have a more positive impression if they knew BWXT NEC is a *member of the Canadian Council for Aboriginal Business*, that it has been *safely operating in Toronto for 60 years with strong record of safe operations* and that the *company provides funding to local community organizations/groups*.
- Knowing BWXT NEC employs approximately 300 at their Peterborough facility is a strong driver of a more positive impression of the company among Peterborough respondents, which is not surprising, since both poverty and unemployment rank in the top 3 of issues facing their community among Peterborough respondents. This is followed by knowing the *company provides funding to local community organizations/groups* and that it has been *safely operating in Peterborough for 60 years with strong record of safe operations*.

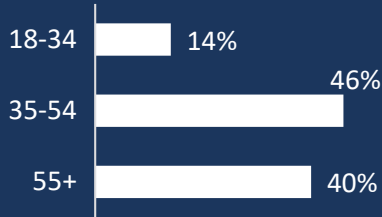
RESPONDENT PROFILE

Respondent Profile - Toronto

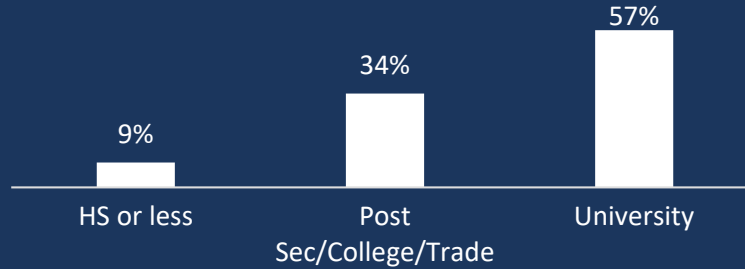
GENDER



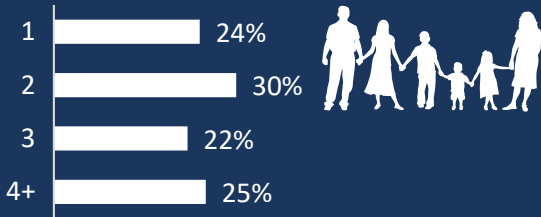
AGE



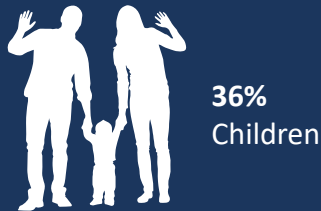
EDUCATION



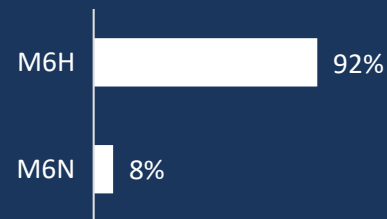
HOUSEHOLD SIZE



CHILDREN <18 YRS IN HHLD

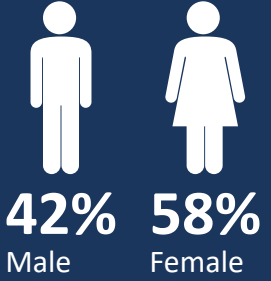


FSA

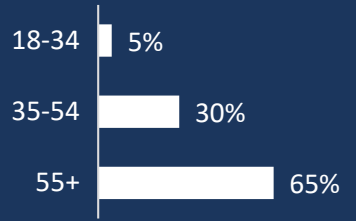


Respondent Profile - Peterborough

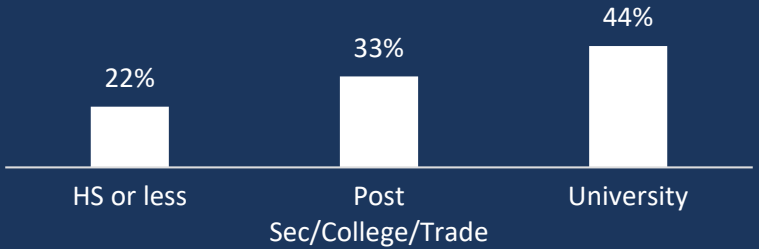
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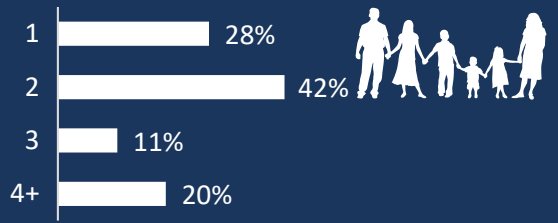
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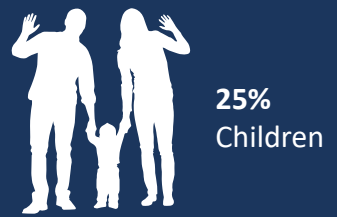
EDUCATION



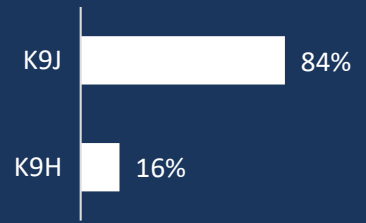
HOUSEHOLD SIZE



CHILDREN <18 YRS IN HHLD



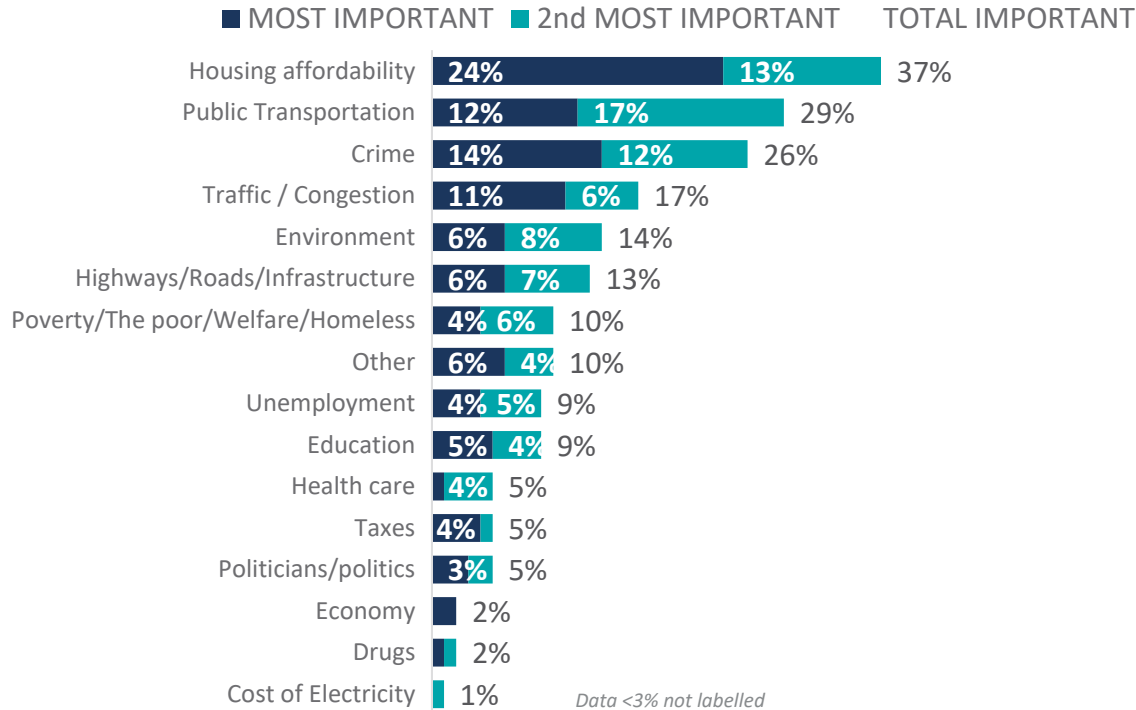
FSA



DETAILED FINDINGS

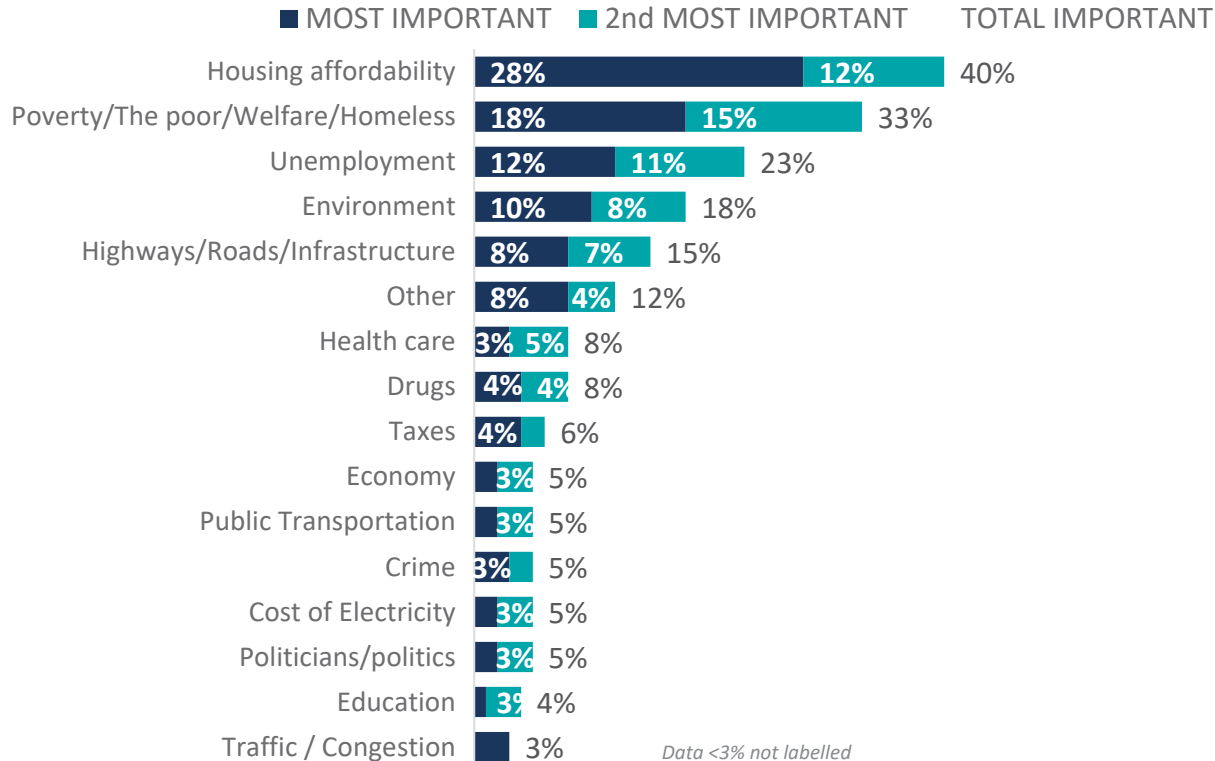
Most Important Issues Facing Toronto

Housing affordability tops the list of community issues facing Torontonians surveyed, with 1 in 4 ranking this the most important issue, this is followed by *public transportation* and *crime*.



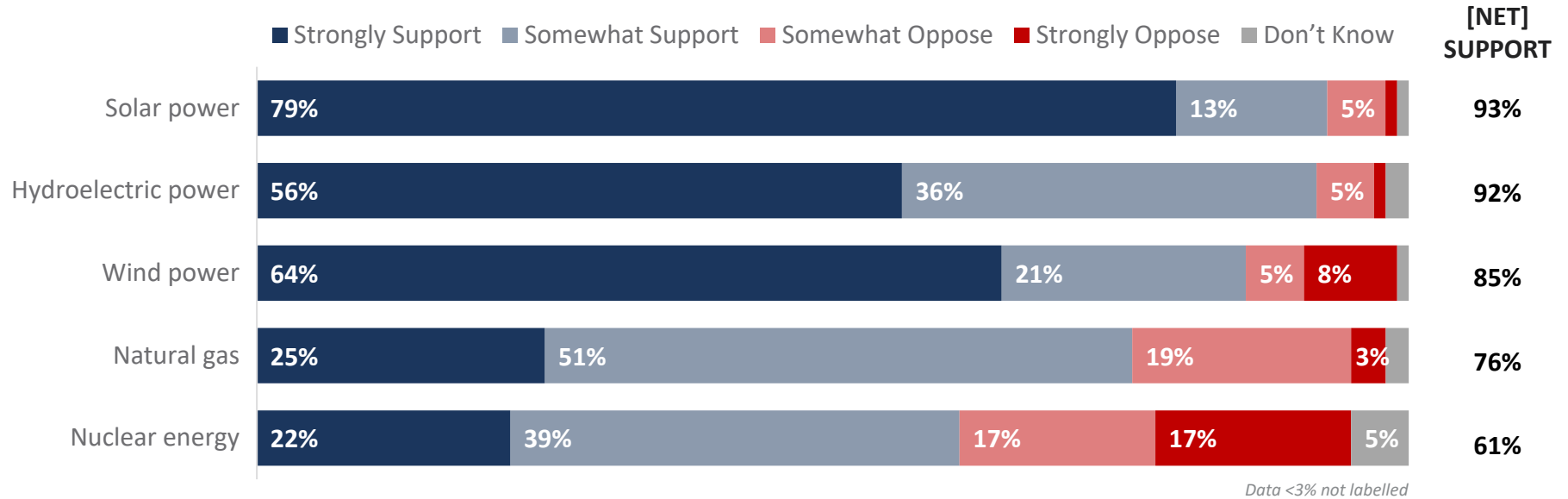
Most Important Issues Facing Peterborough

Similar to Toronto, Peterborough residents surveyed cite *housing affordability* as the most important issue facing their community. However, the remainder of the top three issues differs from Toronto, with *poverty/welfare/homeless* and *unemployment* behind *housing affordability*.



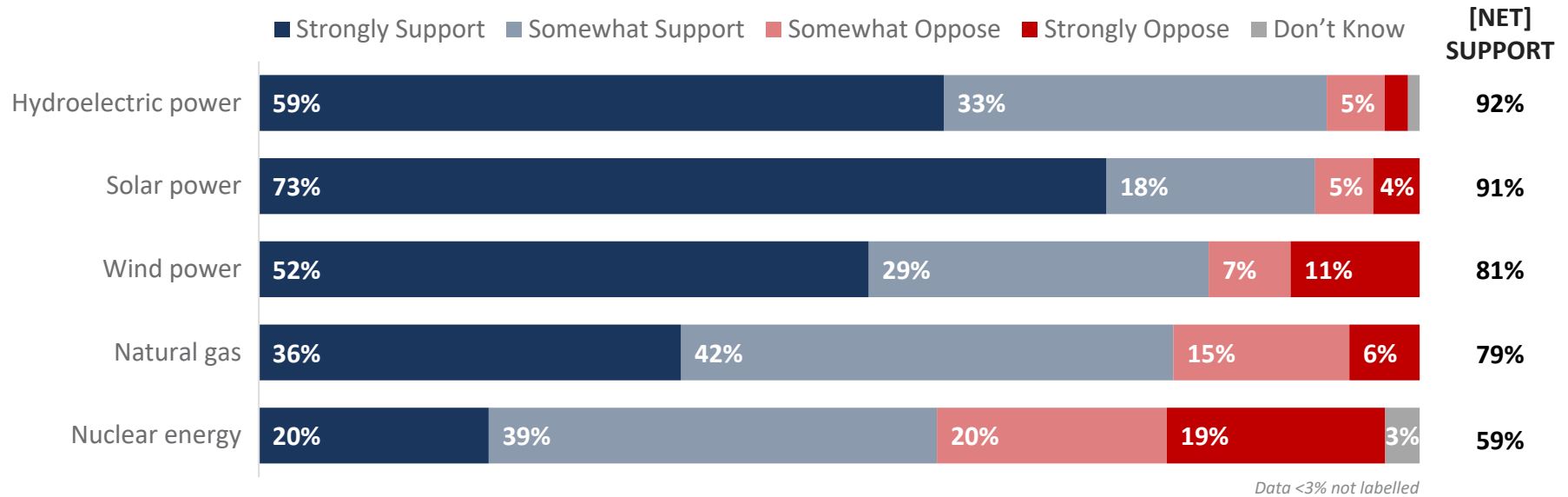
Support for Various Ways of Producing Electricity - Toronto

While 6 in 10 Torontonians surveyed support nuclear energy (including 2 in 10 who *strongly* support it), it has the lowest support out of the various types of energy production, and a third oppose nuclear energy.



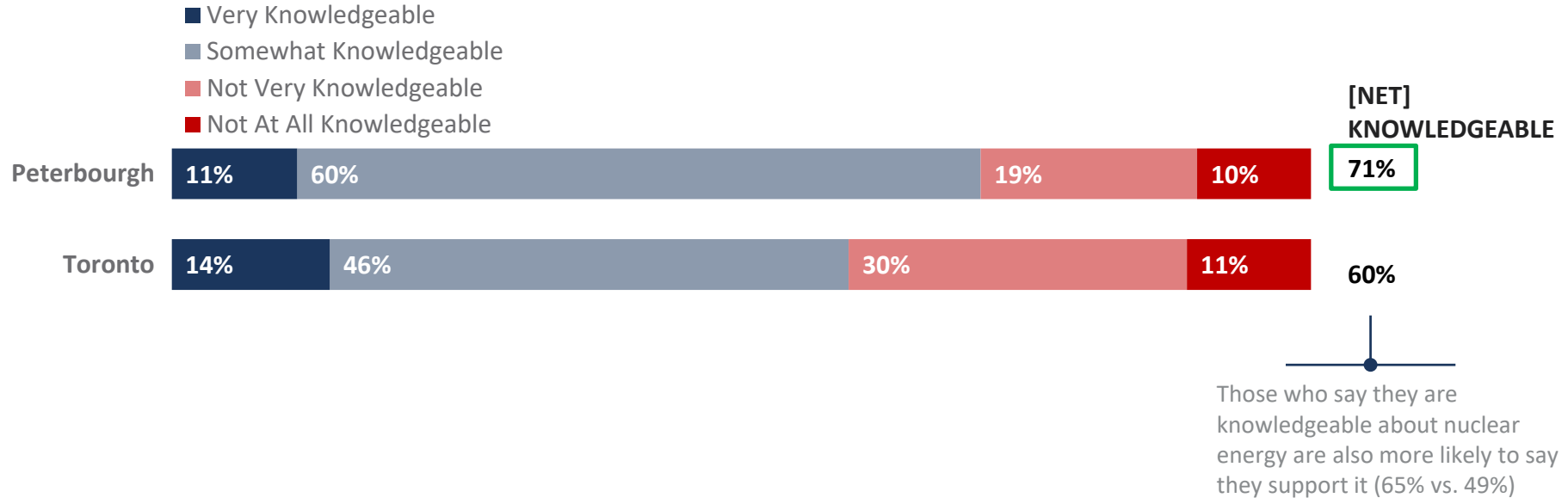
Support for Various Ways of Producing Electricity - Peterborough

Peterborough residents surveyed have a similar view of nuclear energy, with 6 in 10 saying they support this type of energy production. However, opposition is even higher at 4 in 10.



Knowledge About Nuclear Energy and Nuclear Technology

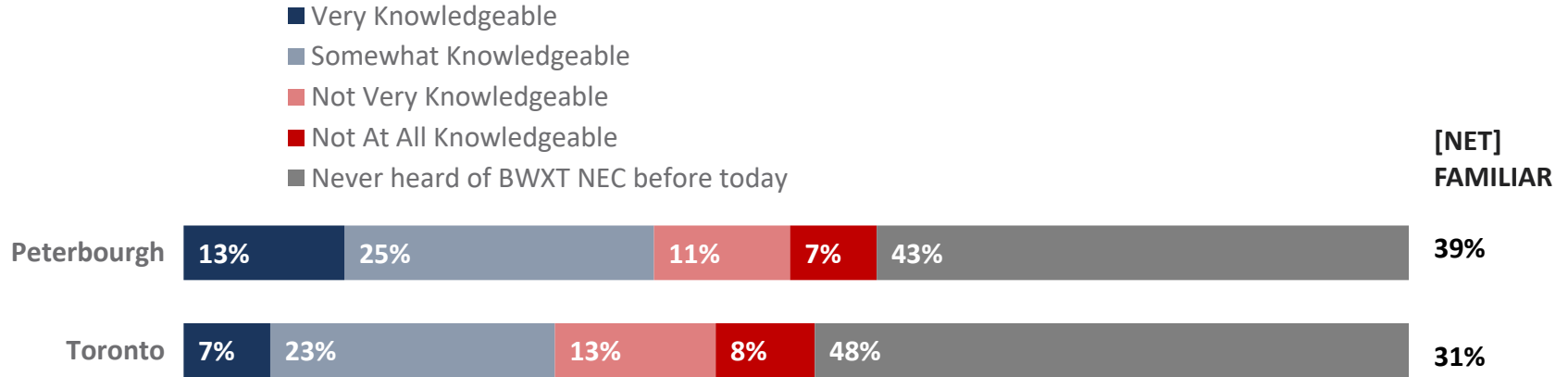
Seven in 10 Peterborough respondents say they are knowledgeable about nuclear energy/technology, compared to 6 in 10 Toronto respondents.



A green box indicates a significantly higher difference than the other community

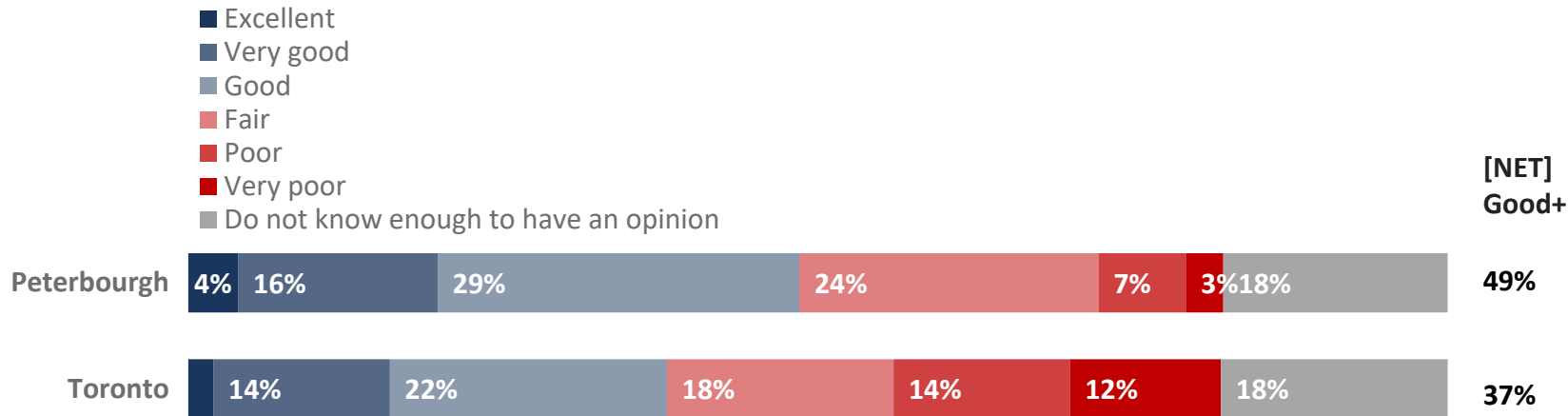
Familiarity with Company BWXT Nuclear Energy Canada

While 4 in 10 Peterborough respondents and 3 in 10 Toronto respondents say they are familiar with BWXT Nuclear Energy Canada, half or more say they've never heard of it before today, or that they are not at all knowledgeable.



Overall Impression of BWXT Nuclear Energy Canada

Among those with some familiarity with BWXT NEC, half of Peterborough respondents and nearly 4 in 10 Toronto respondents have at least a *good* impression of BWXT NEC. Toronto respondents are more likely to have a *poor* impression of BWXT NEC (26% vs. 10%).

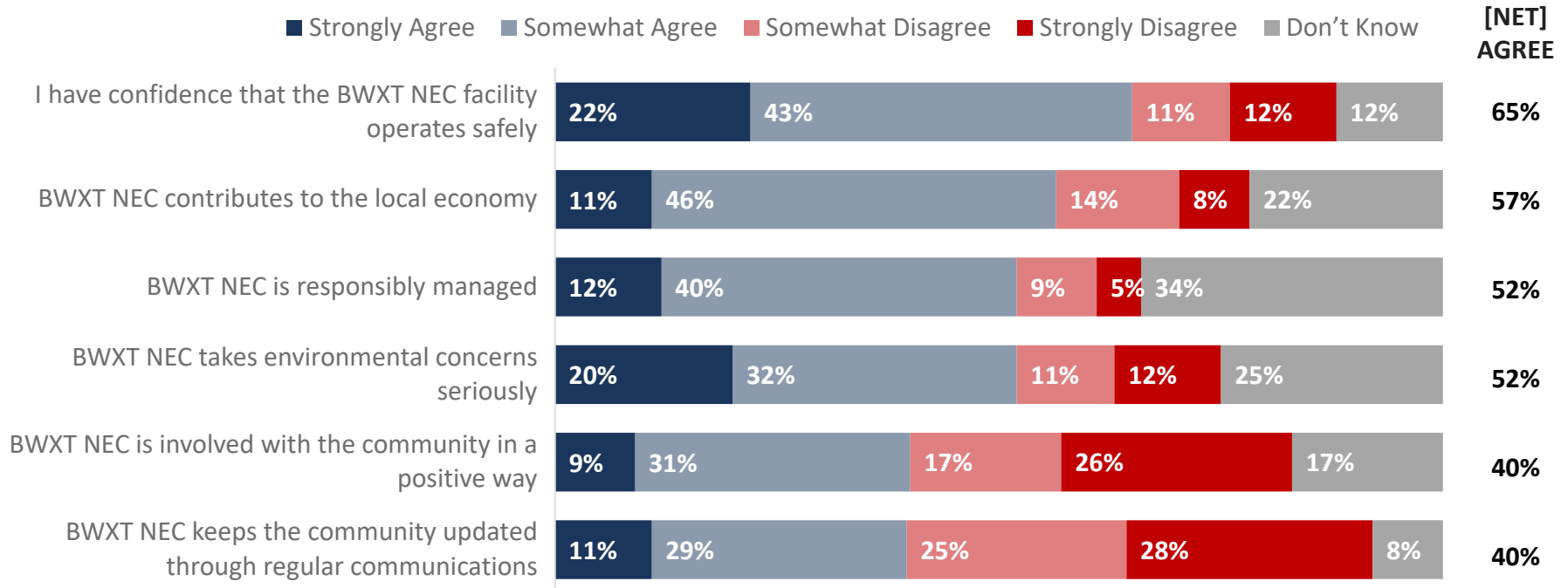


Data <3% not labelled

Those who say they are knowledgeable about nuclear energy are also more likely to have a positive impression of BWXT NEC (48% vs. 29%)

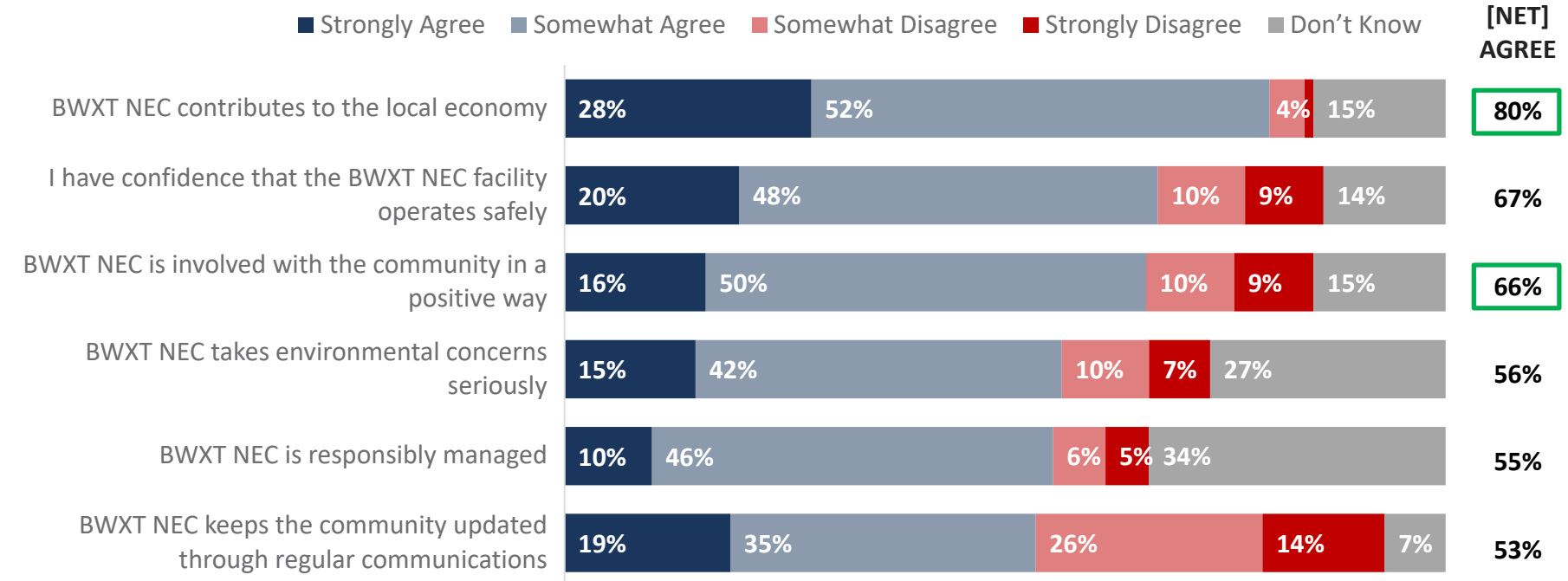
Agreement with Statements about BWXT NEC - Toronto

Two-thirds of Torontonians familiar with BWXT NEC are confident the company *operates safely*, and half or more agree it *contributes to the local economy*, is *responsibly managed* and *takes environmental concerns seriously*. There is lower agreement that BWXT NEC is *positively involved in the community*, and *keeps the community updated through regular communications*.



Agreement with Statements about BWXT NEC – Peterborough

Eight in 10 Peterborough respondents familiar with BWXT NEC feel the company contributes to the local economy, which is significantly higher than Toronto respondents. Two-thirds are confident the company *operates safely* and is *involved in the community in a positive way*, which is also significantly higher than Toronto respondents. Over half also agree the company *takes environmental concerns seriously*, is *responsibly managed*, and *keeps the community updated through regular communications*.

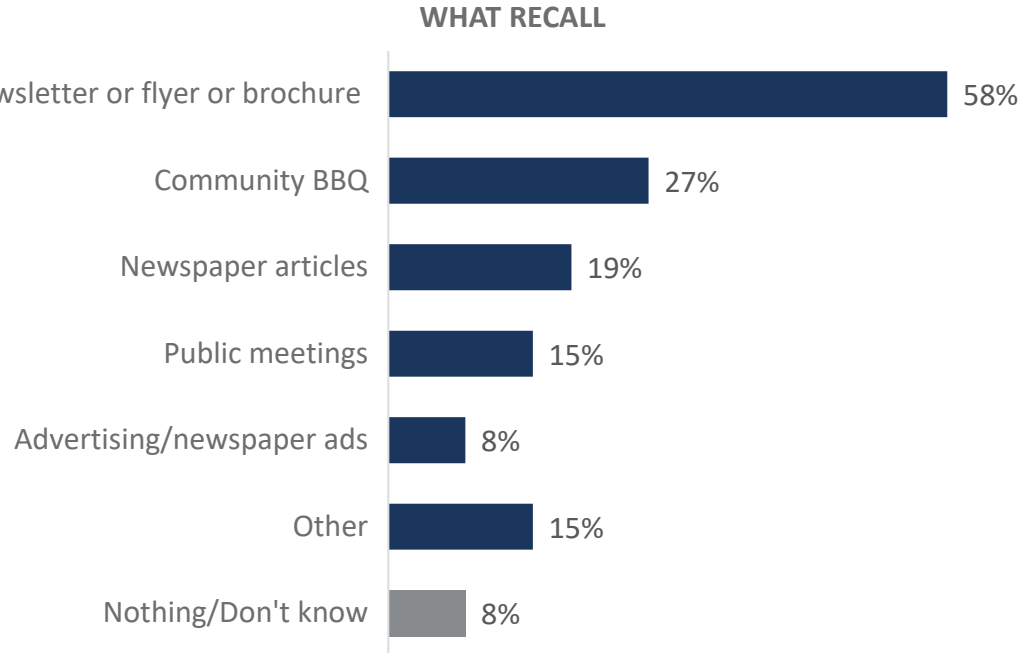
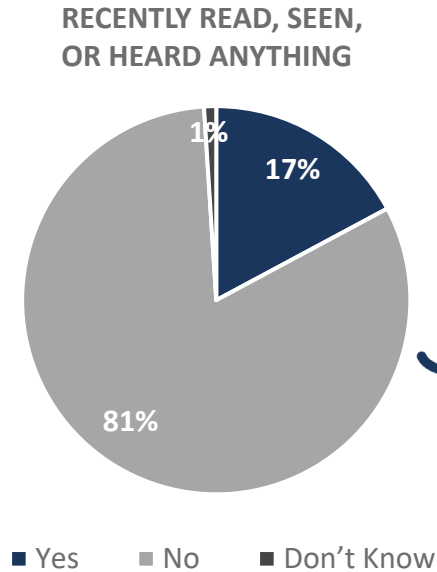


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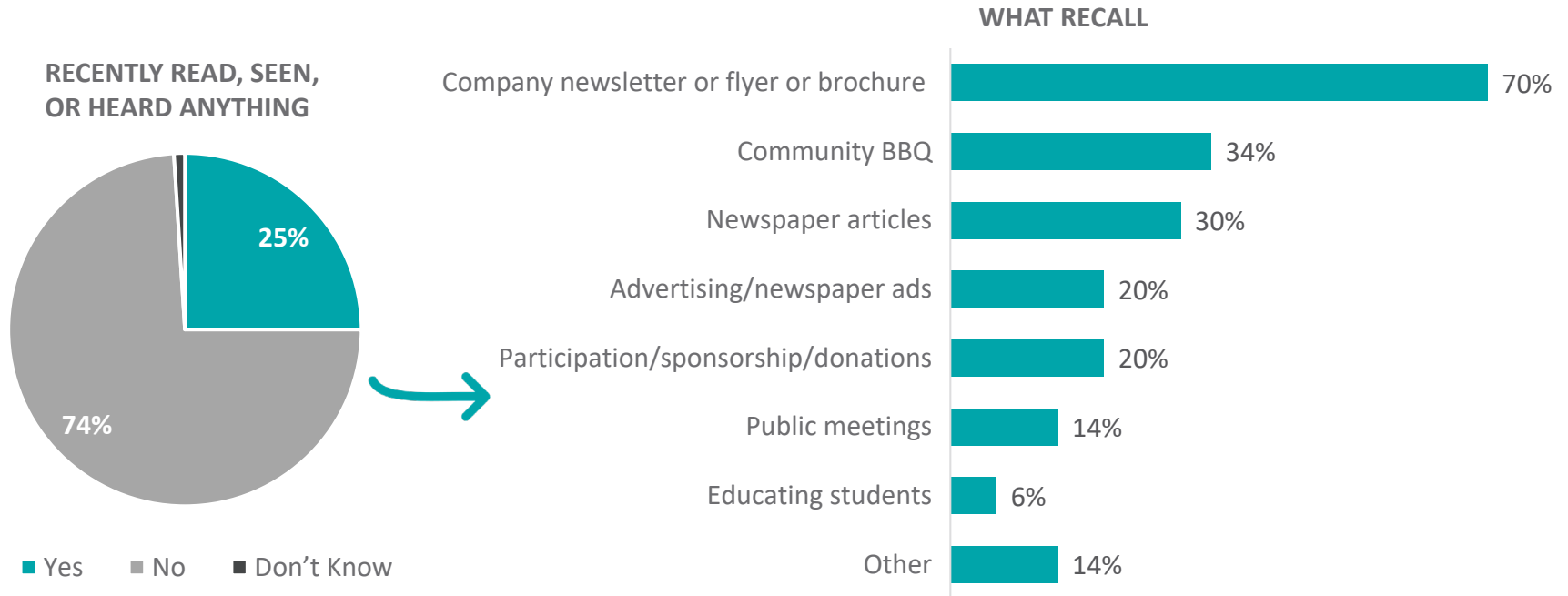
Recently read/seen/heard anything re: BWXT NEC - Toronto

Just under 2 in 10 Toronto respondents have read/seen/heard anything about BWXT NEC recently, with 6 in 10 of those having seen a company newsletter/flyer/brochure. This is followed by community BBQs and newspaper articles.



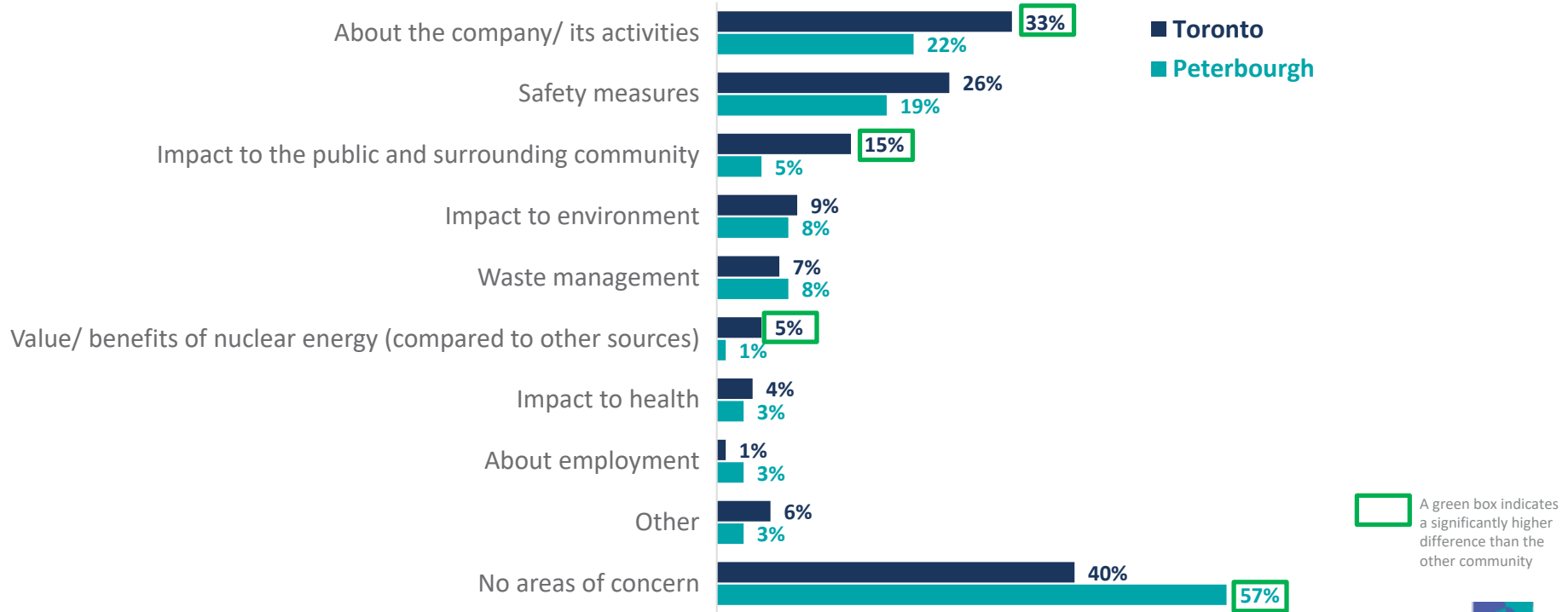
Recently read/seen/heard anything re: BWXT NEC - Peterborough

A quarter of Peterborough respondents have read/seen/heard anything about BWXT NEC recently, with 7 in 10 of those having seen a company newsletter/flyer/brochure, followed by a third saying community BBQs and 3 in 10 indicating newspaper articles.



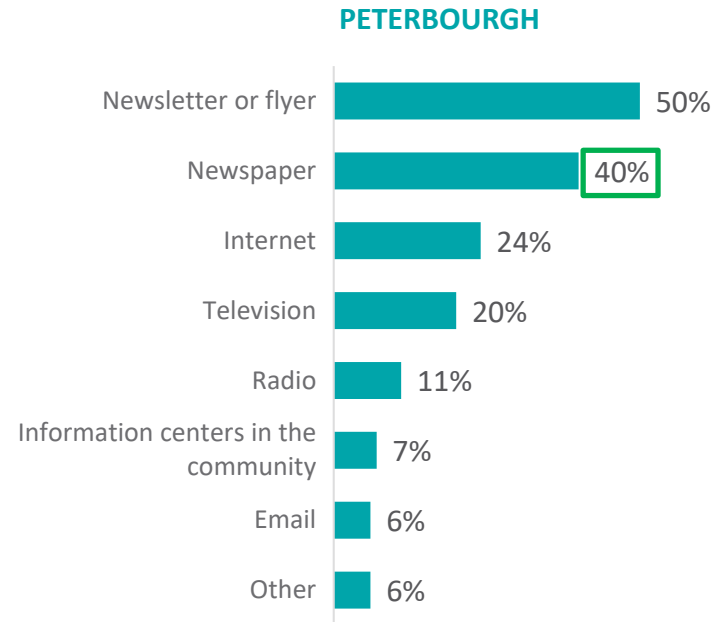
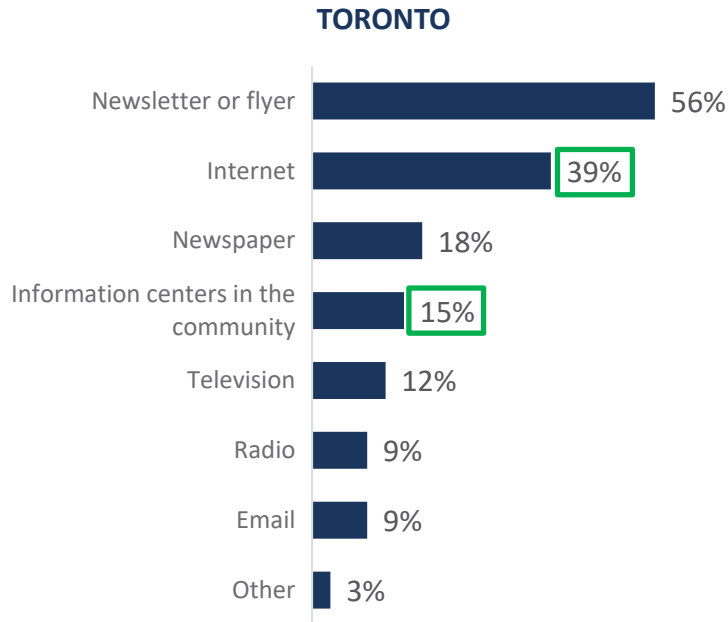
Areas of Concern/More Information about BWXT NEC


Toronto respondents are more likely to say they are concerned/want more information about *the company/its activities*, the *impact to the public and surrounding community* and the *value/benefits of nuclear energy versus other sources of energy* than Peterborough respondents, who are more likely to say they have no areas of concern.



Preferred Method of Receiving Information from BWXT NEC

The most preferred communication from BWXT NEC for both communities is *newsletter or flyer*. Toronto respondents are more likely to prefer *internet communications* and *information centres in the community* compared to Peterborough respondents, who are more likely to prefer communications in the *newspaper*.



 A green box indicates a significantly higher difference than the other community

Q10. What is the best way for BWXT Nuclear Energy Canada to provide you with information about the nuclear fuel facility and other topics such as BWXT NEC's involvement in the community and other activities? Please select up to two. Base: All respondents – Toronto (n=140), Peterborough (n=189), excludes DK

Knowledge Affecting Impression of Organization - Toronto

Knowing BWXT NEC is a member of the Canadian Council for Aboriginal Business, that it has been safely operating in Toronto for 60 years with strong record of safe operations and that the company provides funding to local community organizations/groups are most likely to drive more positive impressions of BWXT NEC among Toronto respondents.

■ More Positive ■ More Negative ■ No Change

BWXT NEC member Cdn Council for Aboriginal Bus. - improving/building meaningful relationships w Indigenous Peoples



BWXT NEC has been safely operating the Toronto facility for over 60 years and has a strong track record of safe operations



BWXT NEC provides funding to local community organizations/groups



BWXT NEC environ. monitoring activities at TO demonstrates appropriate measures in place to protect the health and safety



BWXT NEC's operations regulated by Cdn. Nuclear Safety Commission, ensuring strict health/safety/environmental rules



BWXT NEC employs almost 50 people at their Toronto facility, creating high quality jobs



The natural uranium pellets fabricated at the Toronto facility go on to produce about 25 per cent of Ontario's electricity



Data <3% not labelled

Q11. Would knowing the following about BWXT NEC's facility in your local community mean that you would have a more positive impression of the organization, a more negative impression of the organization, or would not change your impression of the organization?

Base: All respondents – Toronto; varies, excludes Don't know

Knowledge Affecting Impression of Organization - Peterborough

Nearly 7 in 10 Peterborough respondents say knowing BWXT NEC provides *300 high quality jobs at their Peterborough facility* gives them a more positive impression of the company, followed by knowing the *company provides funding to local community organizations/groups* and that it has been *safely operating in Peterborough for 60 years with strong record of safe operations*.

■ More Positive ■ More Negative ■ No Change

BWXT NEC employs approximately 300 people at their Peterborough facility, creating high quality jobs



BWXT NEC provides funding to local community organizations/groups



BWXT NEC has been safely operating the Peterborough facility for over 60 years and has a strong track record of safe operations



BWXT NEC environ. monitoring activities at PBO demonstrates appropriate measures in place to protect the health and safety



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Base: All respondents – Peterborough; varies, excludes Don't know



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GAME CHANGERS

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