

2024 COMMUNITY RESEARCH

BWXT Nuclear Energy Canada Inc.

December 2024



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CONTENTS

1

Background & Key Findings

2

Support for and Knowledge of Nuclear Energy

3

Familiarity and Impressions of BWXT

4

Communications with Residents

5

Community Engagement

6

Information Sharing

7

Impressions of BWXT Initiatives

8

Appendix

BACKGROUND & KEY FINDINGS

01

Objectives of the Study

Ipsos has been commissioned by BWXT Nuclear Energy Canada (BWXT) to conduct a survey of local residents in order to better understand opinions of residents and how BWXT can engage with the local community.

The survey aimed to:

- ✓ Gain awareness, knowledge and familiarity of BWXT operations in the local community.
- ✓ Gauge impressions of BWXT as an organization, including attention to safety, community engagement, job creation, and more.
- ✓ Identify recall and awareness of BWXT communications in the community, if these have been made available to residents.



Methodology

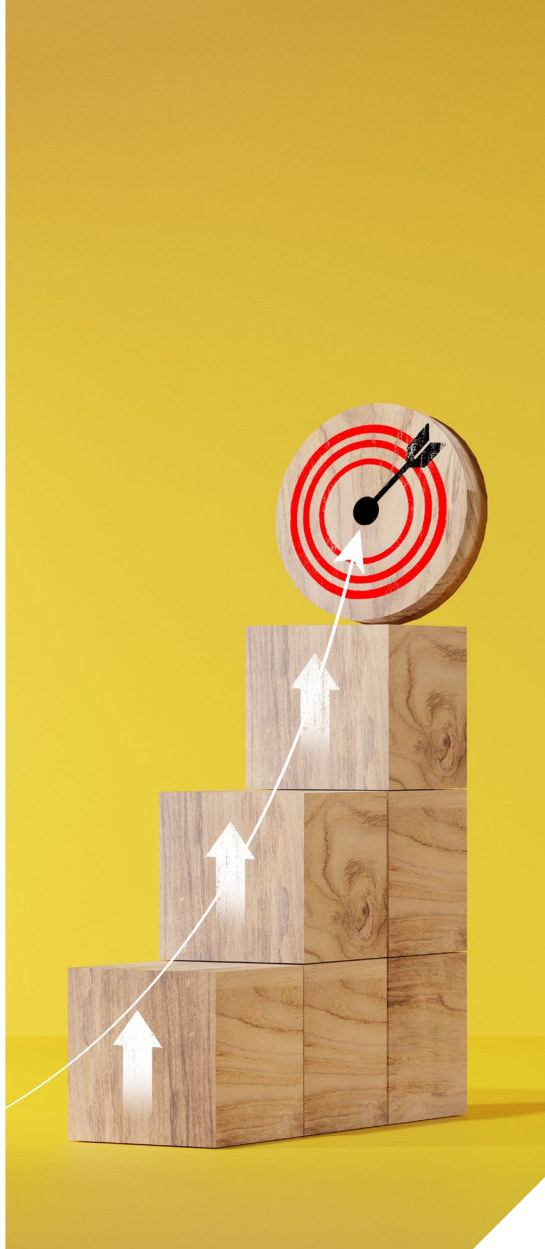
The study used various recruitment strategies to conduct an online survey, including an address-based survey sampling approach to recruit households within a radius of the BWXT facility in either Toronto or Peterborough, social media, and a link posted on the BWXT website.

In total, n=387 local residents participated in the survey, including n=104 in Toronto and n=283 in Peterborough.

The survey was fielded between October 28, 2024 – November 18, 2024.

Residents were offered an incentive to participants in the form of a draw for the prize value of two \$500 visa gift cards.

The data collection methodology for this most recent wave is different than previous waves, therefore caution should be used when comparing results between waves. Previously the survey was conducted by telephone and push to web by mail, the 2024 survey was conducted exclusively by push to web from mail.



▲ / ▼ Significantly higher/lower than 2022.

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

Community Outreach to Participate

A postcard was sent by BWXT to local residents via mail, which included information about how to participate in the online survey.

Additionally, information about the survey was posted on BWXT's website, shared multiple times in their community email updates and to further expand the reach of the survey, targeted Facebook advertisements were used to reach over 19,000 residents in the areas surrounding BWXT's facilities in Peterborough and Toronto.



TELL US WHAT YOU THINK!

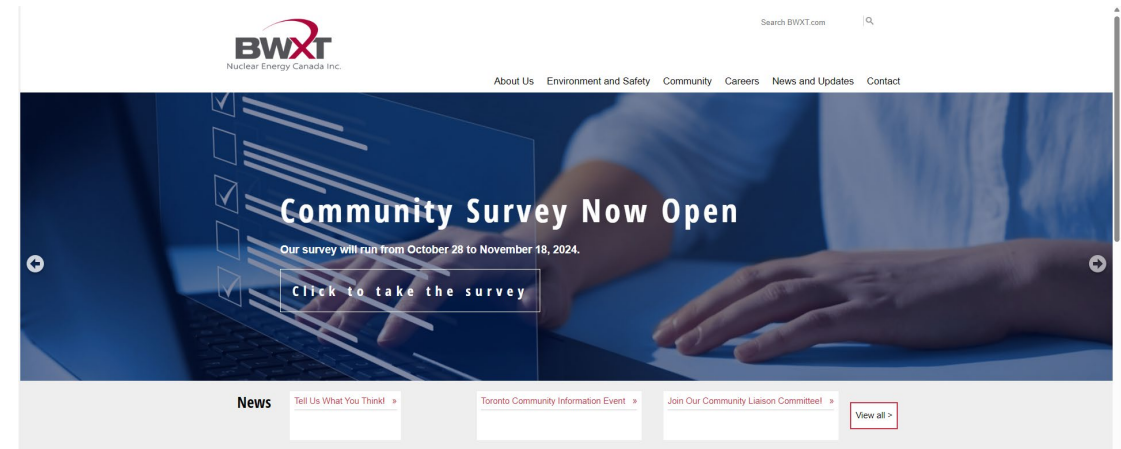
You're invited to take a short online survey at surveybwxt.ca.

Fill out the survey for your chance to win a \$500 Visa gift card!

If you have any questions please contact us at questions@bwxt.com or 1.855.696.9588.

Survey is open from October 28th to November 18th, 2024

The survey is being conducted on behalf of BWXT NEC by Ipsos, an independent research firm.



Key Findings

1

OPINIONS ABOUT NUCLEAR ENERGY

Support for nuclear energy as a form of electricity generation is at an all-time high in Peterborough and is also strong in Toronto.

Although more Peterborough residents know that nuclear energy plays a significant role in electricity generation in Ontario, residents in both communities tend to underestimate the amount of electricity generated from this source.

2

FAMILIARITY AND RATING

Familiarity with BWXT is statistically unchanged in both communities compared to 2022, while familiarity continues to be higher among Peterborough local residents compared to Toronto.

Overall, ratings of BWXT are also unchanged compared to 2022 with about half of residents providing a positive rating of the organization, compared to one in five Peterborough residents and fewer than one in ten Toronto residents providing a poor rating.

3

IMPRESSIONS

A strong majority of residents agree that BWXT contributes to the local economy in both communities.

Impressions of the organization, particularly in Peterborough, have declined since 2022, which can be mostly attributed to the increase in the proportion of local residents who don't know enough about the organization to have an opinion. That being said, changes in the methodology of the study can also be a contributing factor in such variations.

4

COMMUNICATIONS

About half of residents in Toronto and Peterborough can recall reading, seeing, or hearing something about BWXT recently.

Residents in Peterborough recall most often online articles or public meetings or events, while residents in Toronto are most likely to recall a company newsletter or community event.

5

COMMUNITY ENGAGEMENT

While the majority of residents do not attend BWXT community events or an event where BWXT was present, the majority of those who do attend say their overall impression of the event is more positive.

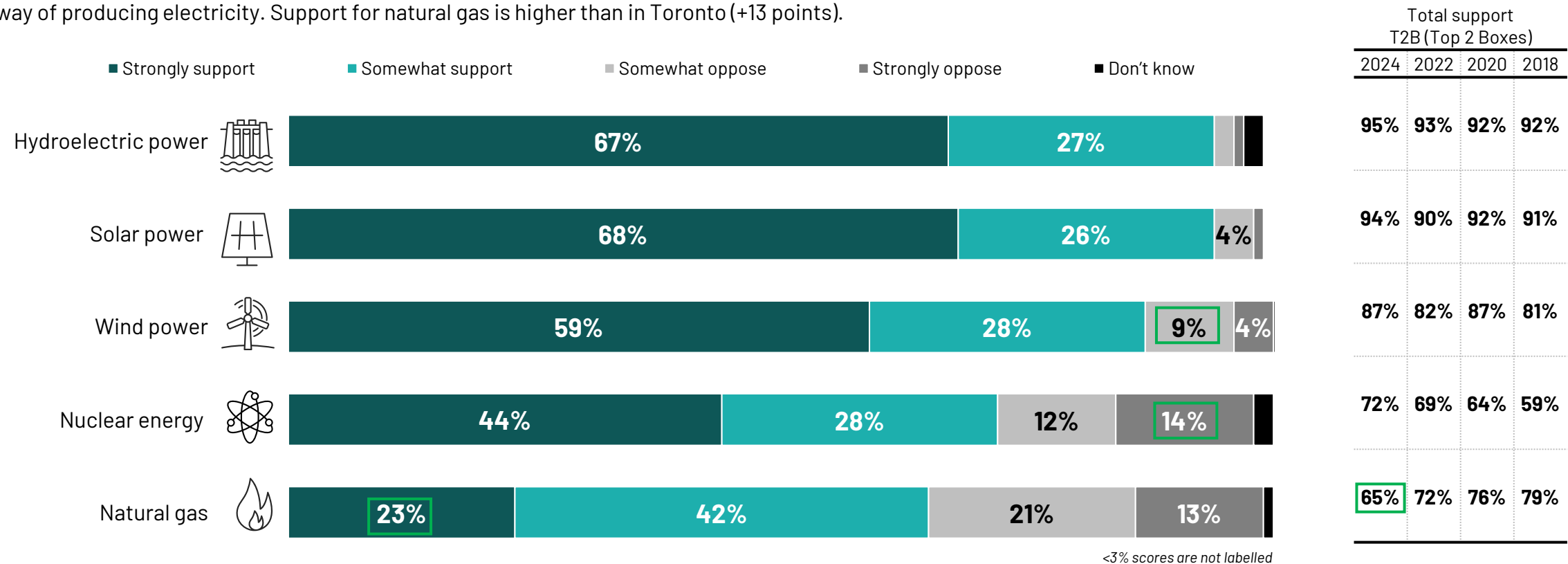
That being said, impressions of events by local residents in Peterborough are lower compared to Toronto.

SUPPORT FOR AND KNOWLEDGE OF NUCLEAR ENERGY

02

Support for Electricity Generation Methods – Peterborough

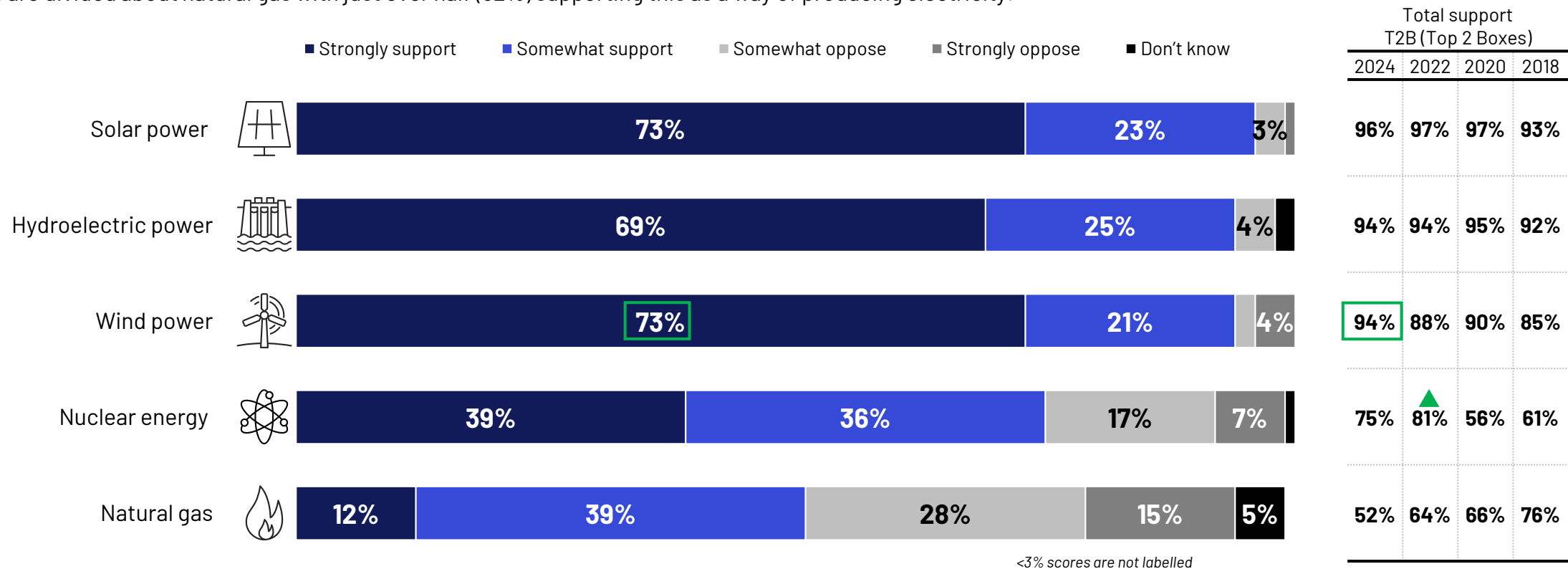
In Peterborough, when asked which way of producing electricity they support, almost all residents said hydroelectric (95%) and solar power (94%). Following this, close to nine in ten (87%) said wind power, and over seven in ten (72%) said nuclear energy. Lowest support was for natural gas (65%) with just under a third saying they support this way of producing electricity. Support for natural gas is higher than in Toronto (+13 points).



Base: All respondents – Peterborough 2024 (n=283); 2022 (n=136); 2020 (n=200); 2018 (n=203)
Q1. Below are several ways to produce electricity. How much do you support or oppose each way of producing electricity?

Support for Electricity Generation Methods – Toronto

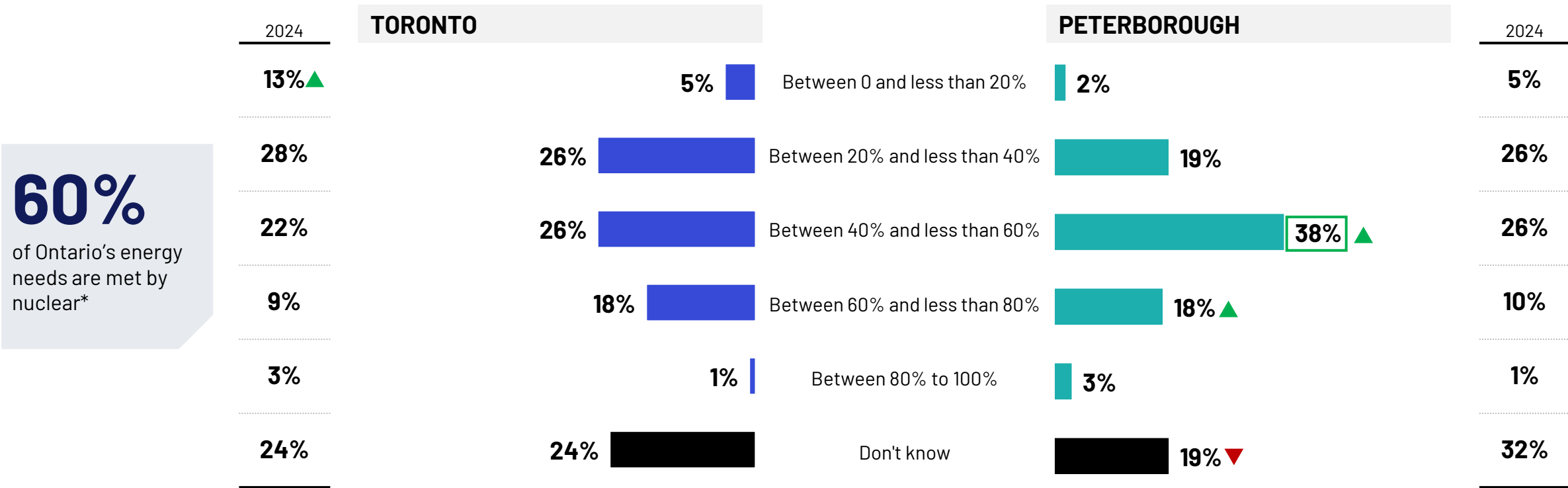
In Toronto, almost all (96%) residents support solar power as a way of producing electricity, followed closely by hydroelectricity (94%), which residents support as much as wind power (94%), followed by three quarters (75%) who support nuclear energy. Support for wind power in Toronto is significantly higher than in Peterborough (+7 points). Torontonians are divided about natural gas with just over half (52%) supporting this as a way of producing electricity.



Base: All respondents – Toronto 2024 (n=104); 2022 (n=67); 2020 (n=146); 2018 (n=149)
Q1. Below are several ways to produce electricity. How much do you support or oppose each way of producing electricity?

Estimated Percentage of Ontario's Electricity from Nuclear Power

When asked to estimate what percentage of electricity in Ontario is generated from nuclear power, almost four in ten (38%) in Peterborough said between 40% and 60% significantly higher than Toronto in which just over a quarter (26%) in Toronto said between 40% and 60%. The same proportion (26%) guessed less than this, between 20% and 40%.

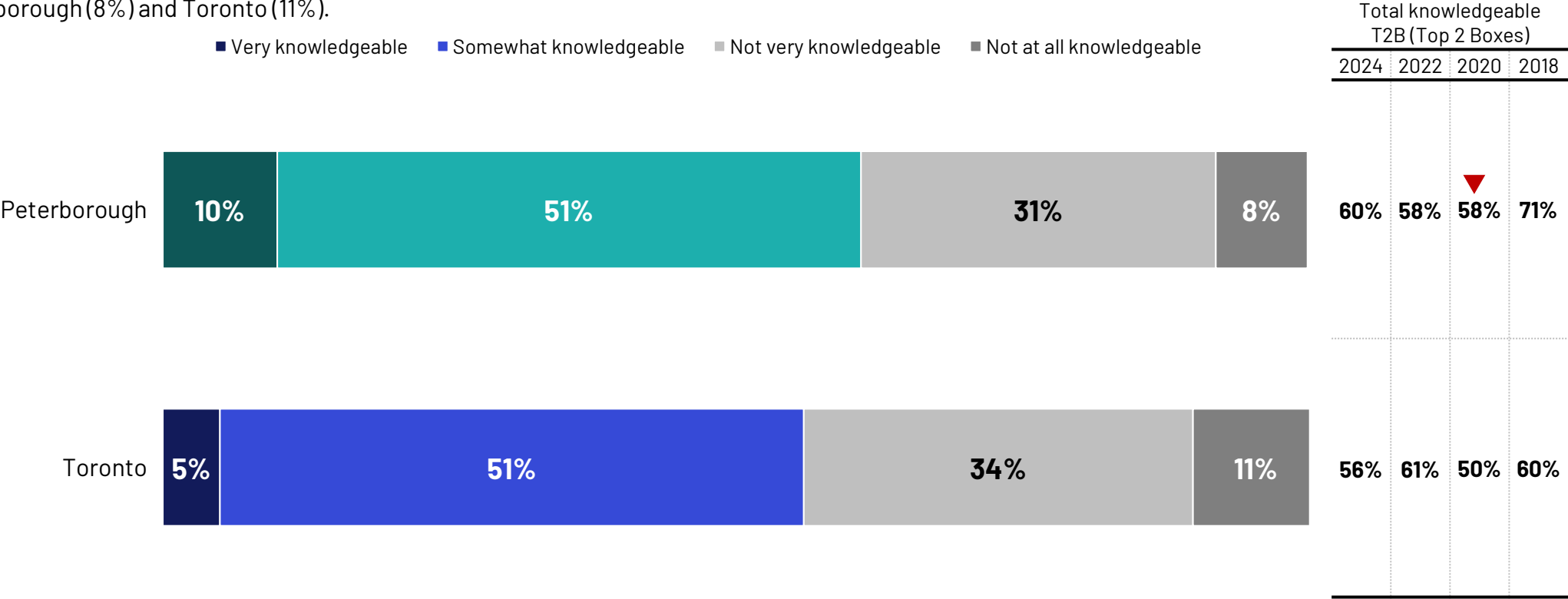


Base: Total respondents – Toronto 2024 (n=104); 2022 (n=67) / Peterborough 2024 (n=283); 2022 (n=136)
Q2. Approximately what percentage of electricity in Ontario is generated from nuclear power? Your best estimate is fine. If you do not know you can indicate this option.
* www.ieso.ca



Self-Assessed Knowledge of Nuclear Energy and Technology

Overall, the extent to which residents say they are knowledgeable about nuclear energy and nuclear technology is similar in Peterborough and Toronto. Around six in ten residents in both Peterborough (60%) and Toronto (56%) say they are knowledgeable about nuclear energy and nuclear technology, with over half (51%) saying they are “somewhat knowledgeable”. Over three in ten say they are “not very knowledgeable” in Peterborough (31%) and Toronto (35%) while a very low proportion say they are not at all knowledgeable in Peterborough (8%) and Toronto (11%).



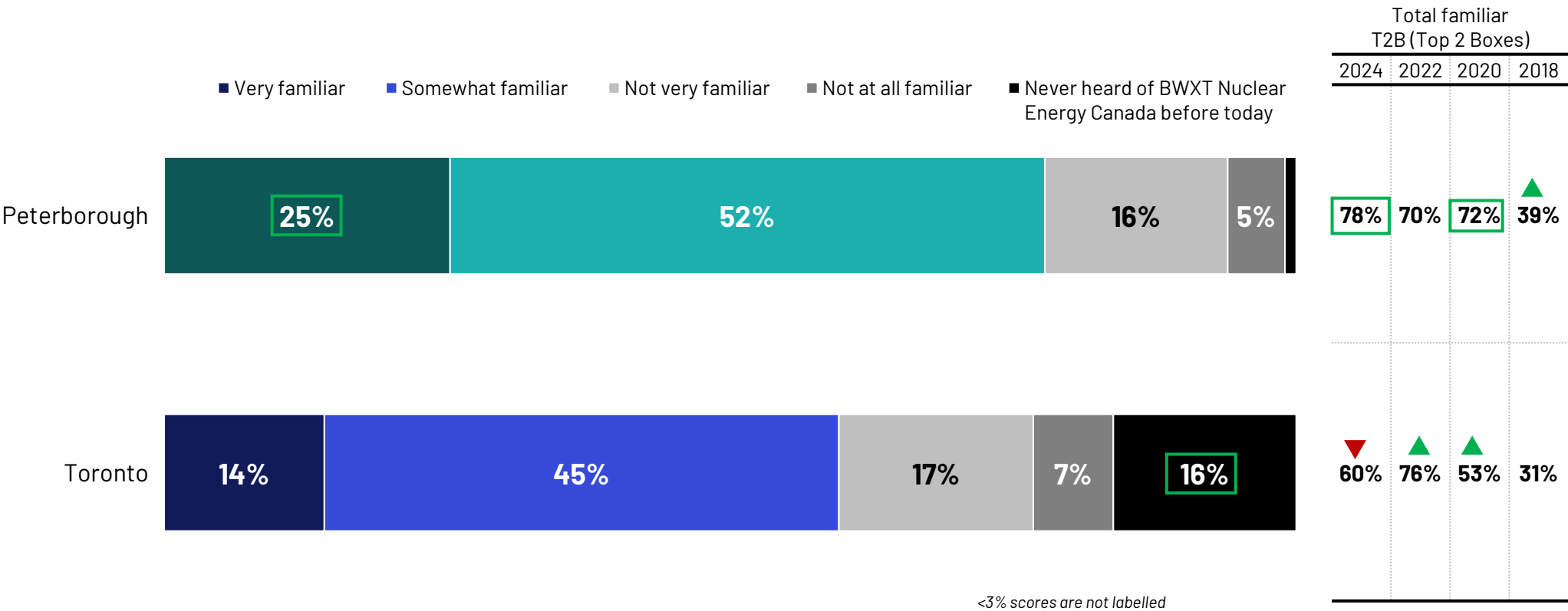
Base: All respondents – Toronto 2024 (n=104); 2022 (n=67); 2020 (n=146); 2018 (n=149) / Peterborough 2024 (n=283); 2022 (n=136); 2020 (n=200); 2018 (n=203)
Q3. Overall, would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not at all knowledgeable about nuclear energy and nuclear technology?

FAMILIARITY AND IMPRESSIONS OF BWXT

03

Familiarity with BWXT Nuclear Energy Canada

Familiarity with BWXT is significantly higher in Peterborough than in Toronto. When asked how familiar they are with BWXT Nuclear Energy Canada almost eight in ten residents in Peterborough said they are very or somewhat familiar, with a quarter (25%) saying they are very familiar. By contrast In Toronto, six in ten (60%) are very or somewhat familiar with almost one in five (16%) saying they have never heard of BWXT Nuclear Energy Canada before today (1% in Peterborough say they have not heard of BWXT before today).

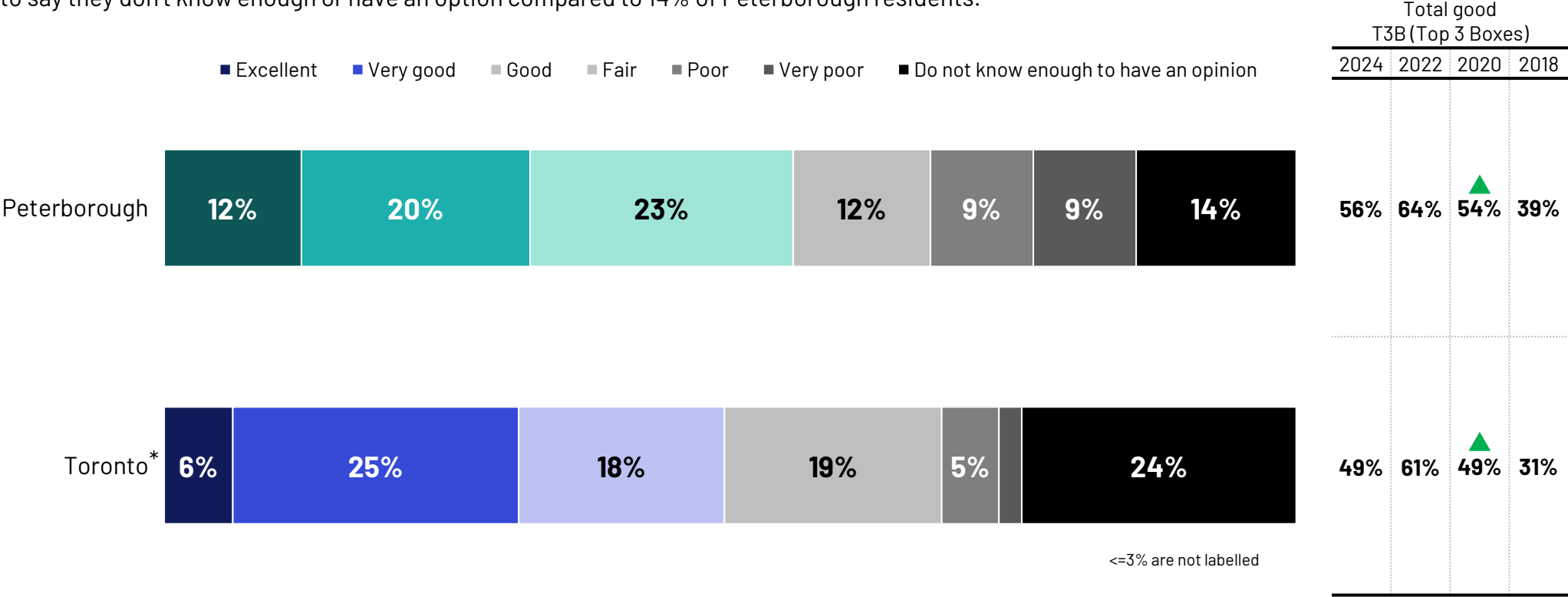


Base: All respondents – Toronto 2024 (n=104); 2022 (n=67); 2020 (n=146); 2018 (n=149) / Peterborough 2024 (n=283); 2022 (n=136); 2020 (n=200); 2018 (n=202)
Q4. How familiar would you say that you are with a company called BWXT Nuclear Energy Canada?



Rating BWXT Nuclear Energy Canada

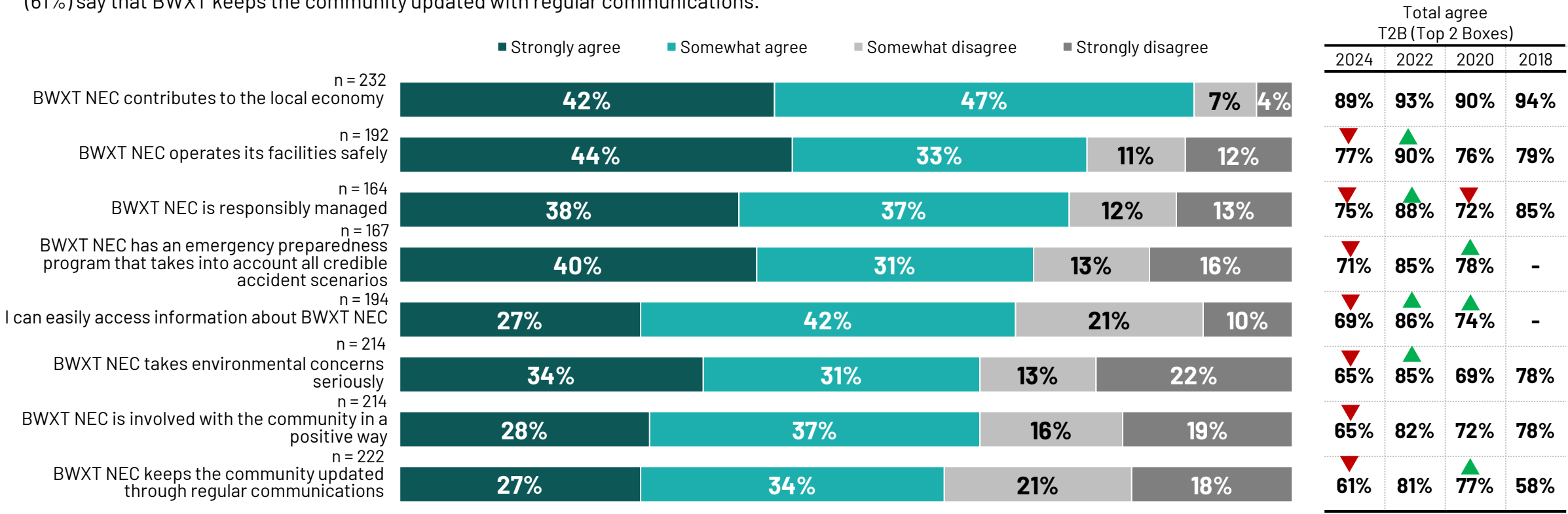
Among those who are familiar with BWXT, almost six in ten (56%) Peterborough residents give the organization an excellent, very good or good rating, compared to just under half (49%) of Toronto residents. Around one in ten (12%) Peterborough residents say they have a “fair” impression of BWXT, compared to almost two in ten (19%) Toronto residents. Almost two in ten (18%) Peterborough residents however rate BWXT as poor/very poor compared to 7% of Toronto residents. Almost a quarter (24%) of those in Toronto are more likely to say they don’t know enough or have an opinion compared to 14% of Peterborough residents.



Base: Familiar with BWXT – Toronto 2024 (n=80); 2022 (n=59); 2020 (n=103); 2018 (n=65) / Peterborough 2024 (n=265); 2022 (n=121); 2020 (n=176); 2018 (n=101)
Q5. What is your overall impression of BWXT Nuclear Energy Canada?
* Small base size, interpret with caution.

Impressions with BWXT (Among those Familiar) – Peterborough

Almost nine in ten Peterborough residents (89%) agree that BWXT contributes to the local economy with more than four in ten (42%) saying they strongly agree with this. About three-quarters (77%) say BWXT operates its facilities safely and seven in ten (71%) say BWXT has an emergency preparedness program that takes into account all credible accident scenarios. Three quarter (75%) agree that BWXT is responsibly managed and more than six in ten (65%) say that BWXT takes environmental concerns seriously. Almost seven in ten (69%) say they can access information about BWXT easily and that BWXT is involved with the community in a positive way (65%). Six in ten (61%) say that BWXT keeps the community updated with regular communications.

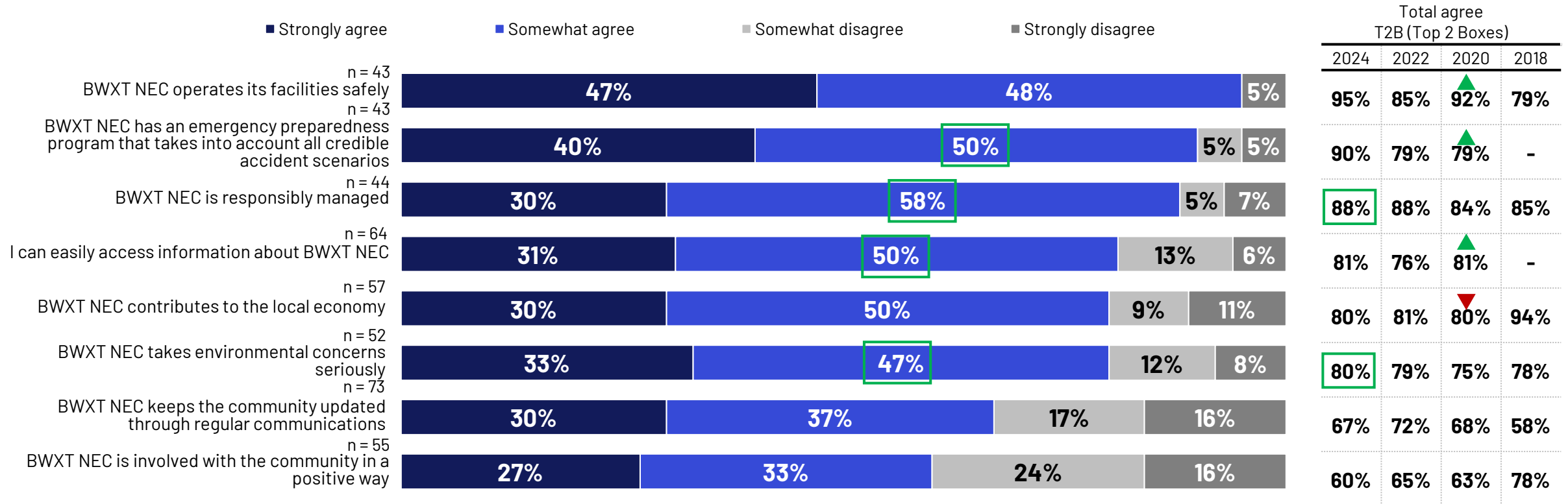


Base: Familiar with BWXT-Excluding 'Don't Know' - Peterborough 2024 Varies per statement; 2022 (n=105); 2020 (n=148); 2018 (n=83)
Q6. How much do you agree or disagree with the following statements about BWXT Nuclear Energy Canada?



Impressions with BWXT (Among those Familiar) – Toronto

The majority of Toronto residents (95%) agree that BWXT operates its facilities safely and that BWXT has an emergency preparedness program that takes into account all credible accident scenarios (90%). Almost nine in ten say that BWXT is responsibly managed (88%) and eight in ten (80%) agree that BWXT takes environmental concerns seriously. Eight in ten (81%) agree they can access information about BWXT easily and two third (67%) say BWXT keeps the community updated through regular communications. Eight in ten (80%) agree that BWXT contributes to the local economy, while six in ten (60%) say that BWXT is involved in the community in a positive way.



Base: Familiar with BWXT – Toronto 2024 Varies per statement; 2022 (n=48); 2020 (n=85); 2018 (n=53)
Q6. How much do you agree or disagree with the following statements about BWXT Nuclear Energy Canada?

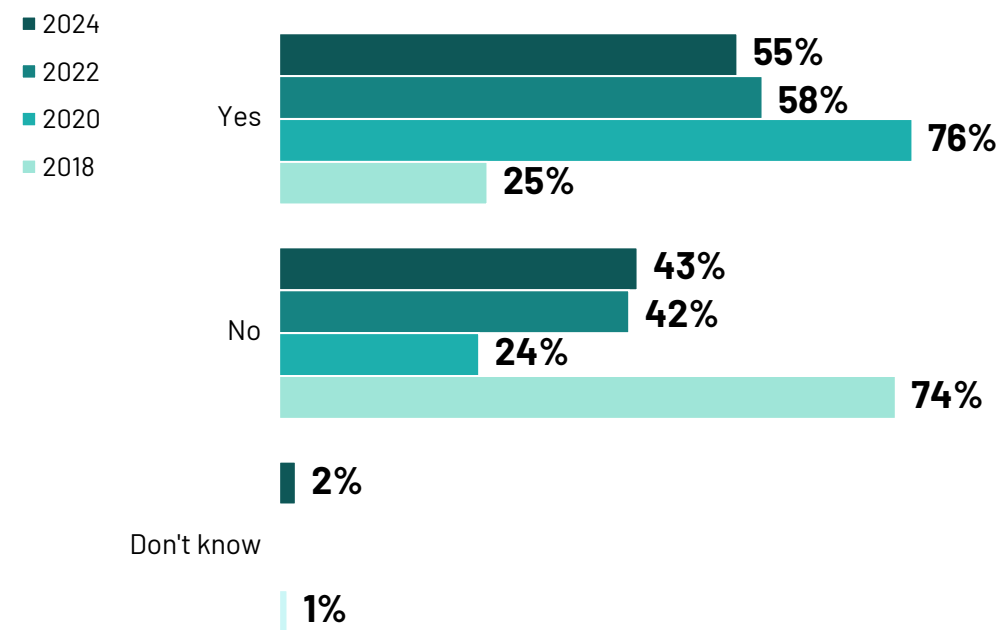
COMMUNICATIONS WITH RESIDENTS

04

Recently Read/Seen/Heard Anything Re: BWXT – Peterborough

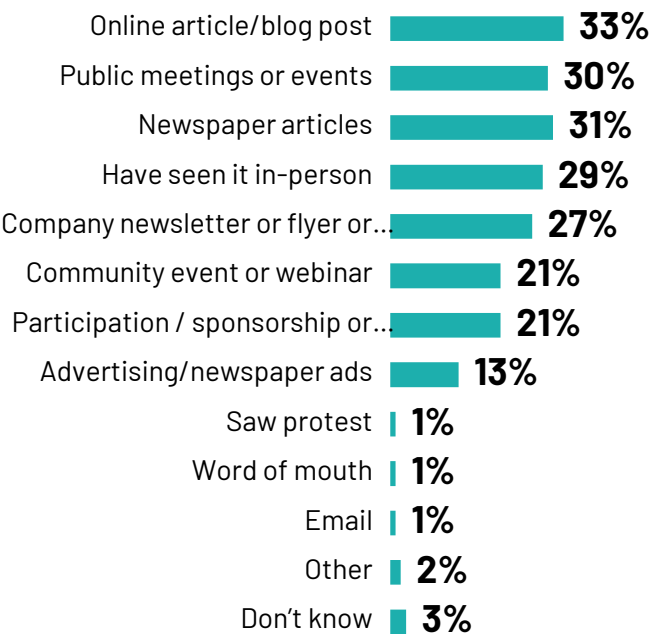
In Peterborough, almost four in ten (39%) residents have recently read, seen, or heard anything about BWXT but almost six in ten (56%) have not. Among those who have recently read, seen, or heard anything about BWXT, almost six in ten (57%) recall information the company newsletter or flyer or brochure while almost three in ten recall newspaper articles (29%) or have seen it in person.

RECENT AWARENESS OF BWXT NUCLEAR ENERGY CANADA



Base: All respondents – Peterborough 2024 (n=265); 2022 (n=136); 2020 (n=200); 2018 (n=203)
Q7. Have you recently read, seen, or heard anything about BWXT Nuclear Energy Canada?

RECALL OF INFORMATION ABOUT BWXT NUCLEAR ENERGY CANADA

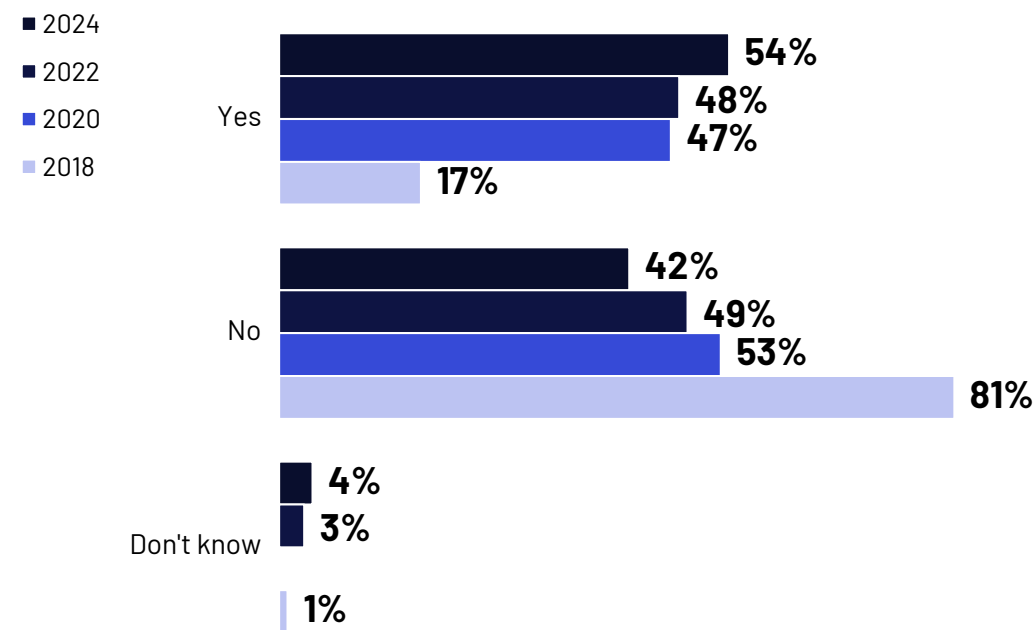


Base: Heard about BWXT – Peterborough 2024 (n=146); 2022 (n=79); 2020 (n=151); 2018 (n=50)
Q8. What do you recall? Please select all that apply from the list below.

Recently Read/Seen/Heard Anything Re: BWXT – Toronto

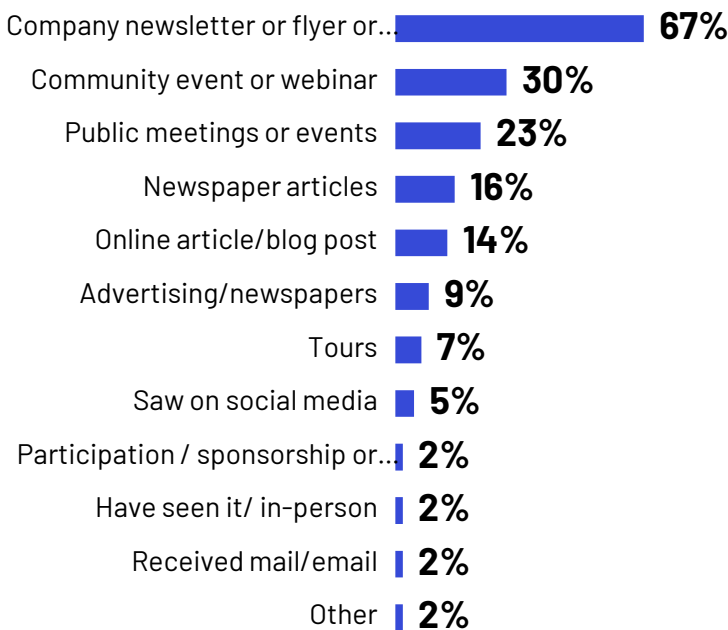
In Toronto, more than half (54%) of local residents can recall reading, seeing, or hearing something about BWXT. Among those who are aware, two-thirds (67%) recall the company newsletter or flyer, while three in ten (30%) residents recall a community event or webinar hosted by BWXT.

RECENT AWARENESS OF BWXT NUCLEAR ENERGY CANADA



Base: All respondents – Toronto 2024 (n=80); 2022 (n=67); 2020 (n=146); 2018 (n=149)
Q7. Have you recently read, seen, or heard anything about BWXT Nuclear Energy Canada?

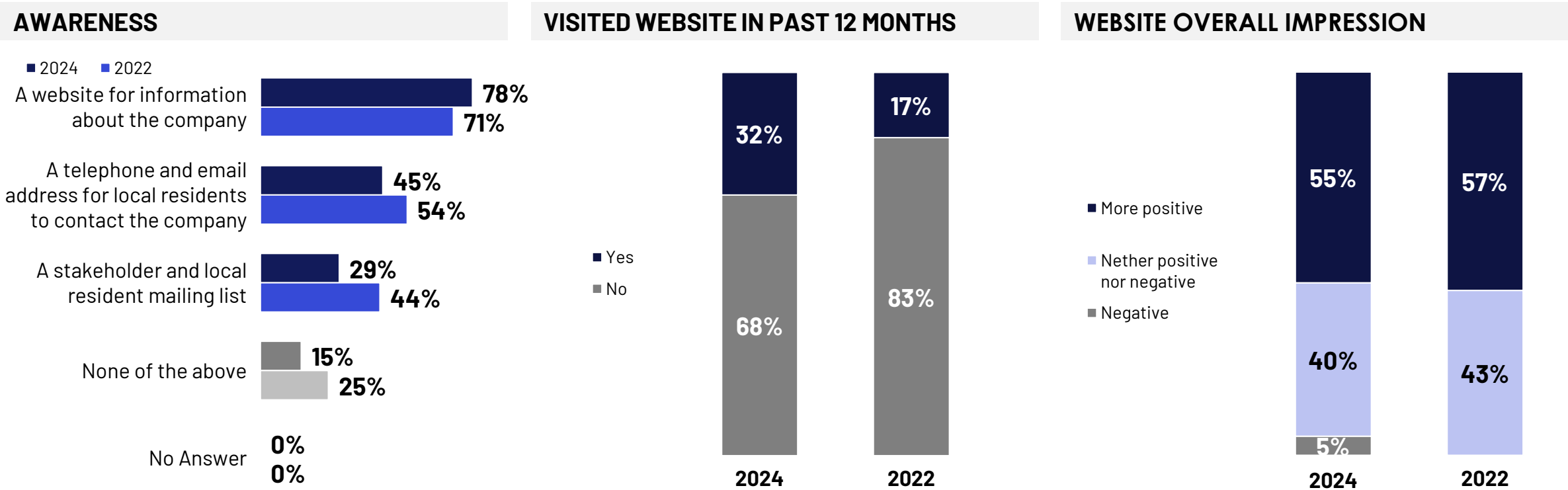
RECALL OF INFORMATION ABOUT BWXT NUCLEAR ENERGY CANADA



Base: Heard about BWXT – Toronto 2024 (n=43); 2022 (n=32); 2020 (n=69); 2018 (n=26)
Q8. What do you recall? Please select all that apply from the list below.

Awareness of BWXT's Offerings and Website

Among residents who are familiar with BWXT, almost eight in ten (78%) said they are aware that BWXT has a website for information about the company, and over four in ten (45%) are aware that BWXT has a telephone and email address for local residents to contact the company, while three in ten (29%) are aware of a stakeholder or local resident mailing list. Almost a third (32%) say they have visited the website in the past 12 months, and among them, over half (55%) say their overall impression of the website was positive. Four in ten (40%) said their overall impression of the website was neither positive nor negative and 5% say their impression was negative.



Base: All respondents – Toronto 2024 (n=80); 2022 (n=59)
Q9. Are you aware that BWXT has any of the following? Please select all that apply.

Base: Aware of website – Toronto 2024 (n=62); 2022 (n=42)
Q10. Have you visited BWXT's website in the past 12 months?

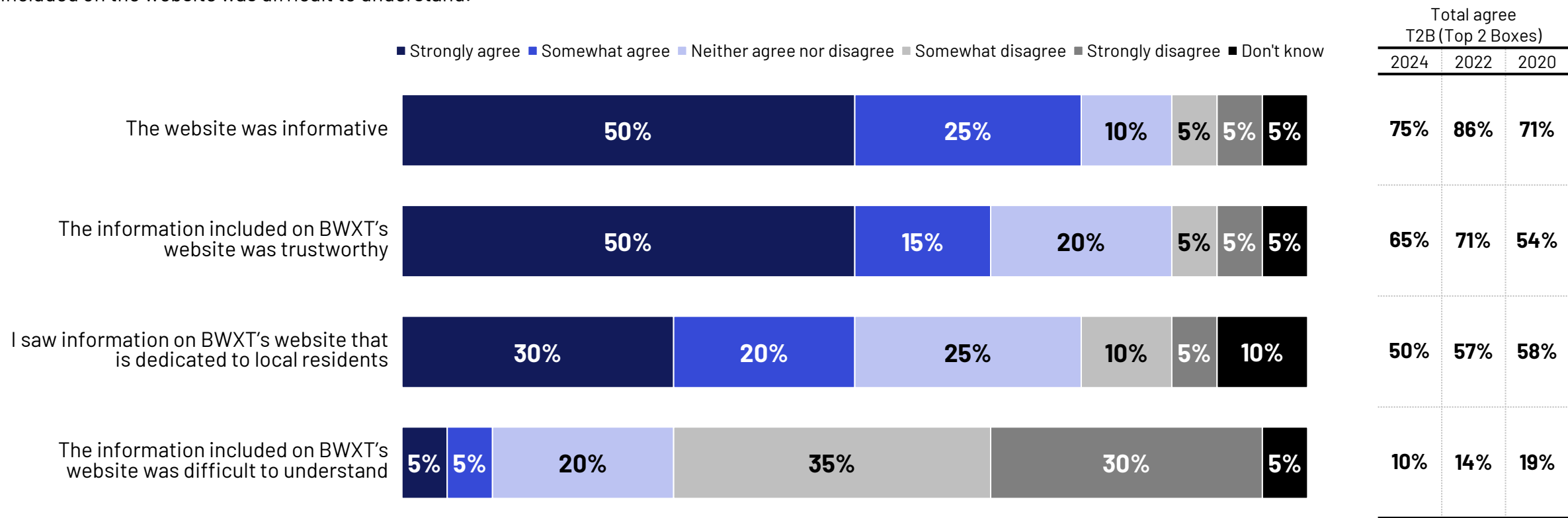
Base: Visited website in Past 12 Months – Toronto 2024 (n=20*); 2022 (n=7)
Q11. What was your overall impression of BWXT's website?

*Caution, low base



Opinions about BWXT's Website – Toronto Data Only*

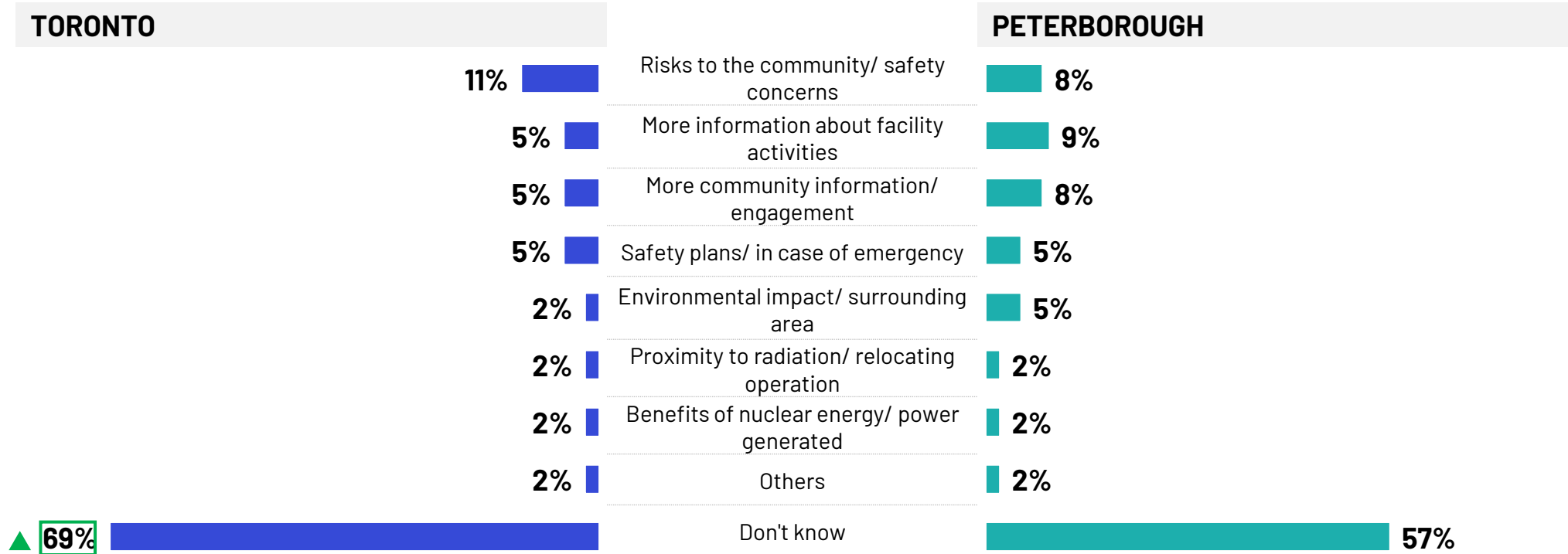
Among those who have visited the website in the past 12 months, two-thirds (75%) found the website informative, almost two-thirds (65%) said the information included on BWXT's website was trustworthy, and half (50%) said they saw information on BWXT's website that is dedicated to local residents. One in ten (10%) said the information included on the website was difficult to understand.



Base: Visited website in past 12 months – Toronto 2024 (n=20*); 2022 (n=7*); 2020 (n=31)
Q12. To what extent would you agree or disagree with the following about BWXT's website?
*The Peterborough data was not collected due to an error in the survey tool

Additional Information Would Like to See on Website

Among those who have visited BWXT’s website in the past 12 months, the majority in both Toronto (69%) and Peterborough (57%) don’t know what other information they would like to see on the website. A smaller proportion say they would like to see information about the risks to the community/safety concerns (Toronto 11%, Peterborough 8%), more information about facility activities (Toronto 5%, Peterborough 9%), more information about facility activities (Toronto 5%, Peterborough 9%), and more community information/engagement (Toronto 5%, Peterborough 8%).



Base: Visited website in Past 12 Months – Toronto 2024 (n=104); 2022 (n=67) / Peterborough 2024 (n=283); 2022 (n=136)
Q13. What, if any, kind of information would you like to see on BWXT’s website?

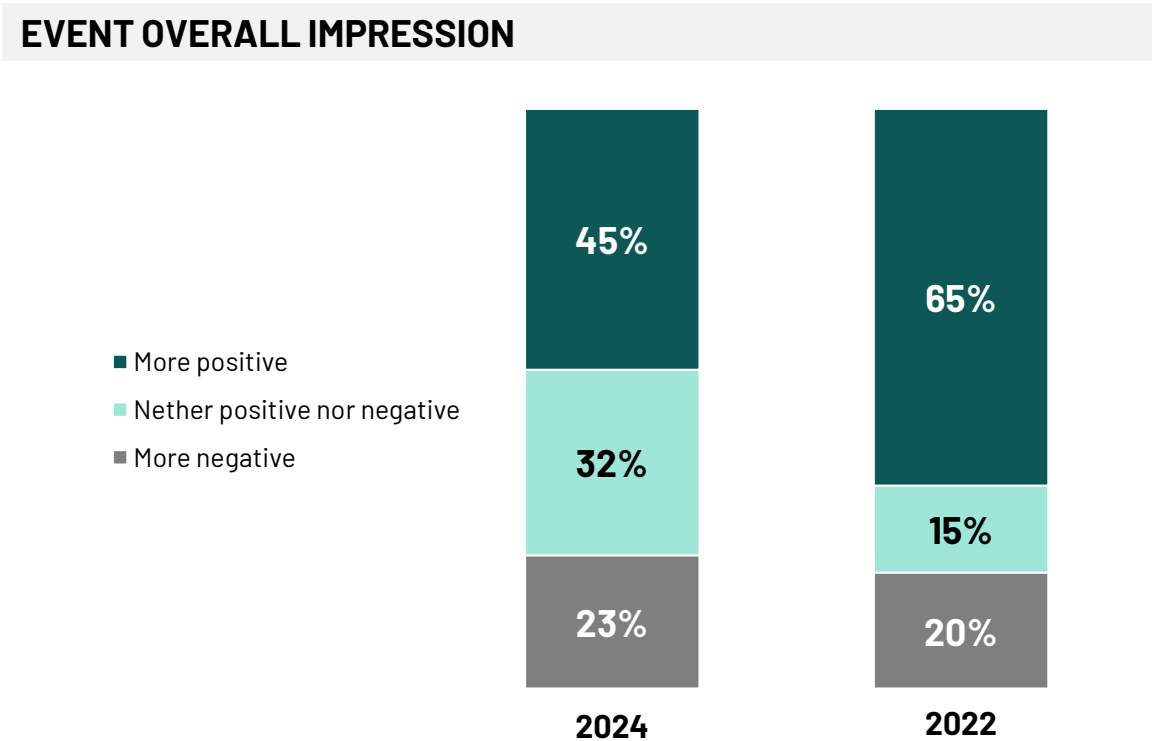
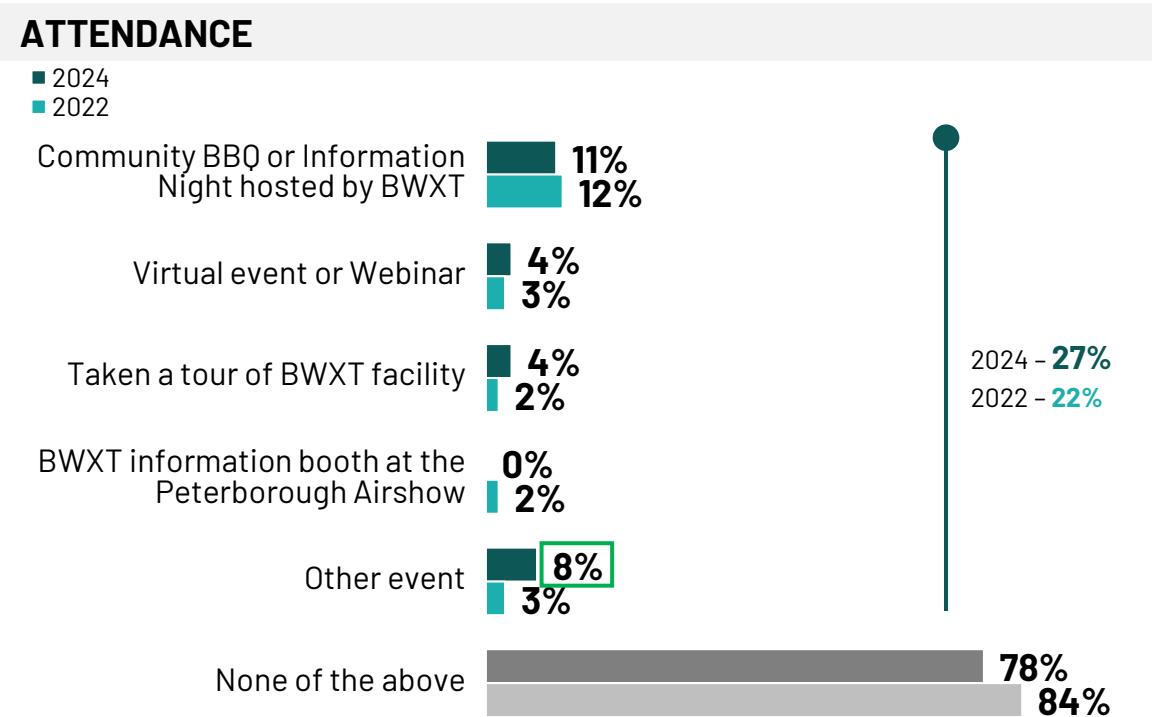


COMMUNITY ENGAGEMENT

05

BWXT's Community Events – Peterborough

When asked if over the last several years they have attended any of the following BWXT community events or an event where BWXT was present, over a quarter (27%) have attended an event or event where BWXT was present, mostly the community BBQ or information night hosted by BWXT (11%). The majority of residents (78%) have not attended any event. Among those who attended at least one event, over four in ten (45%) said their overall impression was more positive.



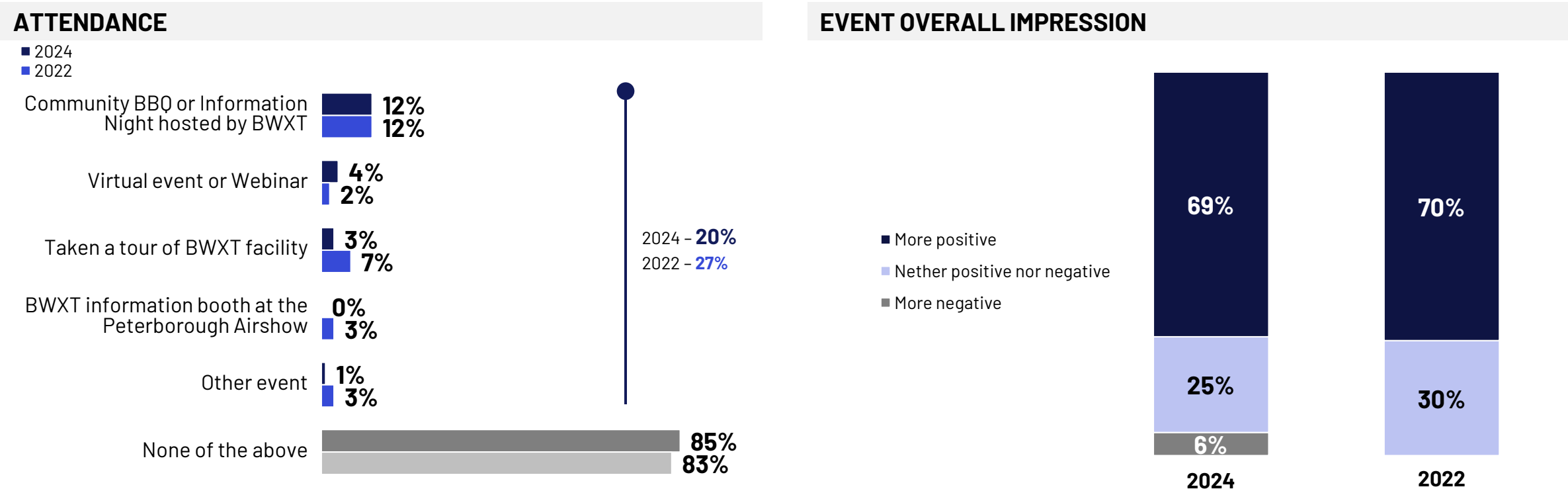
Base: All respondents – Peterborough 2024 (n=283); 2022 (n=125)
Q14. Over the last several years, have you attended any of the following community events or an event where BWXT was present? Select all that apply

Base: Attended at least one event – Peterborough 2024 (n=60); 2022 (n=20*)
Q15. What was your overall impression of the BWXT event?

*Caution, low base

BWXT's Community Events – Toronto

In Toronto over eight in ten (85%) have not attended any of the following BWXT community events or an event where BWXT was present although over one in ten (12%) have attended the community BBQ or information Night hosted by BWXT. Among those who have attended at least one event, almost seven in ten (69%) said their overall impression of the event was positive, with only 6% saying their impression was more negative.



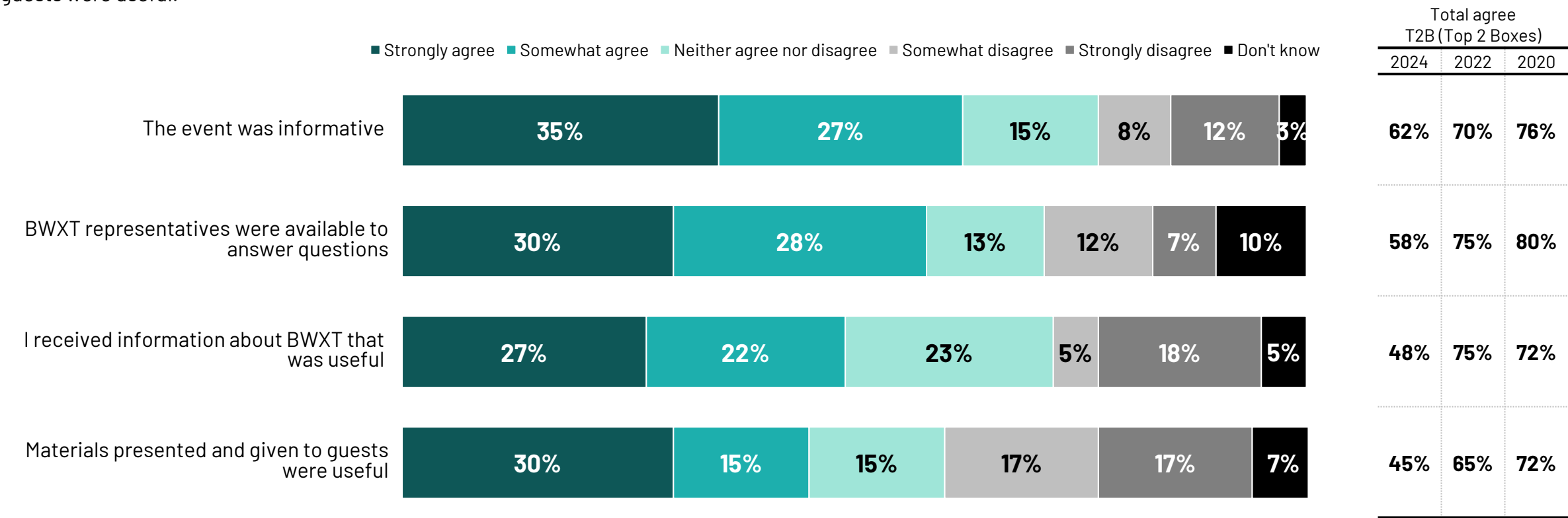
Base: All respondents – Toronto 2024 (n=104); 2022 (n=59)
Q14. Over the last several years, have you attended any of the following BWXT community events or an event where BWXT was present? Select all that apply.

Base: Attended at least one event – Toronto 2024 (n=16*); 2022 (n=10)
Q15. What was your overall impression of the BWXT event?

*Caution, low base

Opinions About BWXT's Event Attended – Peterborough

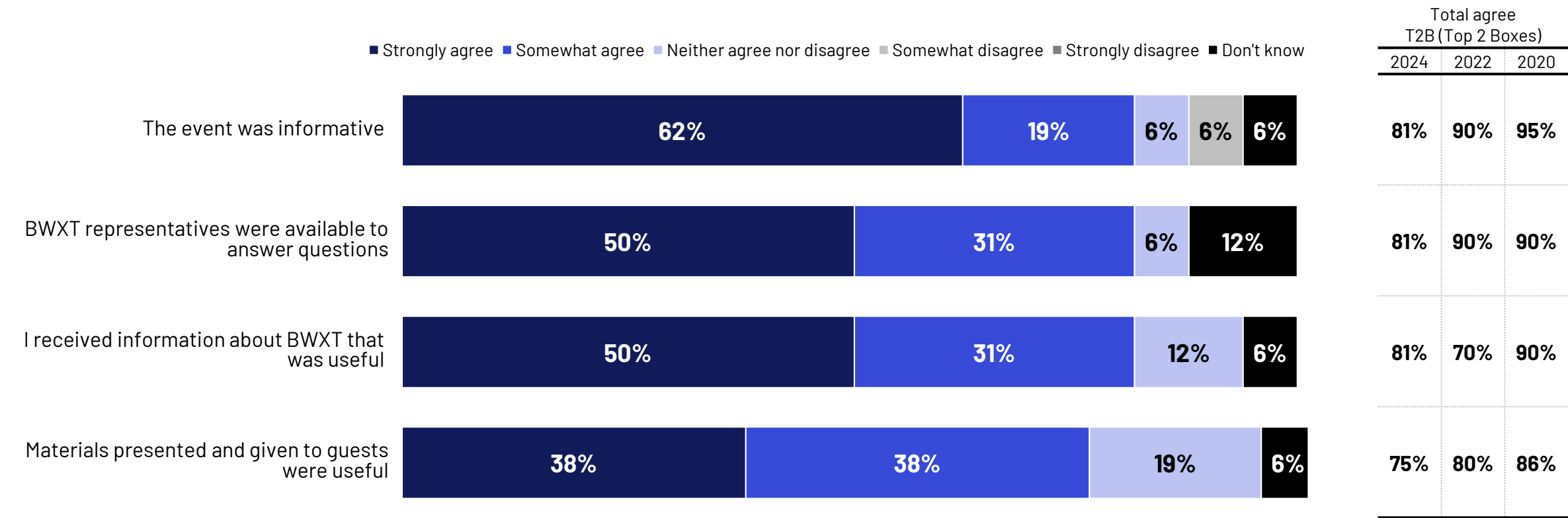
In Peterborough, among those who attended at least one BWXT event six in ten (62%) found the event informative, found that BWXT representatives were available to answer questions (58%) and just under half said they received information about BWXT that was helpful. Over four in ten (45%) also said materials presented and given to guests were useful.



Base: Attended at least one event – Peterborough 2024 (n=60); 2022 (n=20); 2020 (n=25)
Q16. To what extent would you agree or disagree with the following about the BWXT event?

Opinions About BWXT's Event Attended – Toronto

Among Toronto residents who attended at least one BWXT's event, over eight in ten (81%) found the event informative, said BWXT representatives were available to answer questions (81%), and that they received information about BWXT that was useful (81%). Three quarters (75%) said materials presented and given to guests were useful.



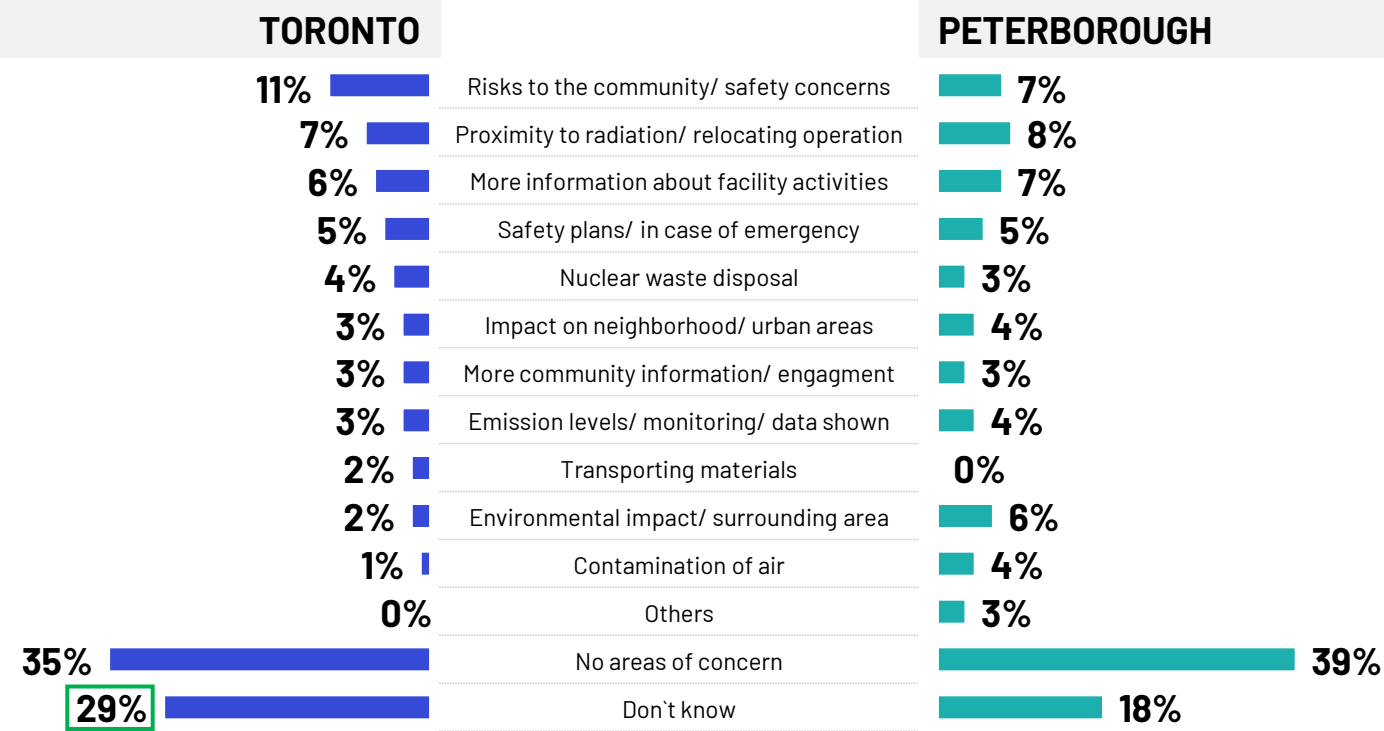
Base: Attended at least one event – Toronto 2024 (n=16*); 2022 (n=10); 2020 (n=21)
Q16. To what extent would you agree or disagree with the following about the BWXT event?

INFORMATION SHARING

06

Requests for More Information About BWXT

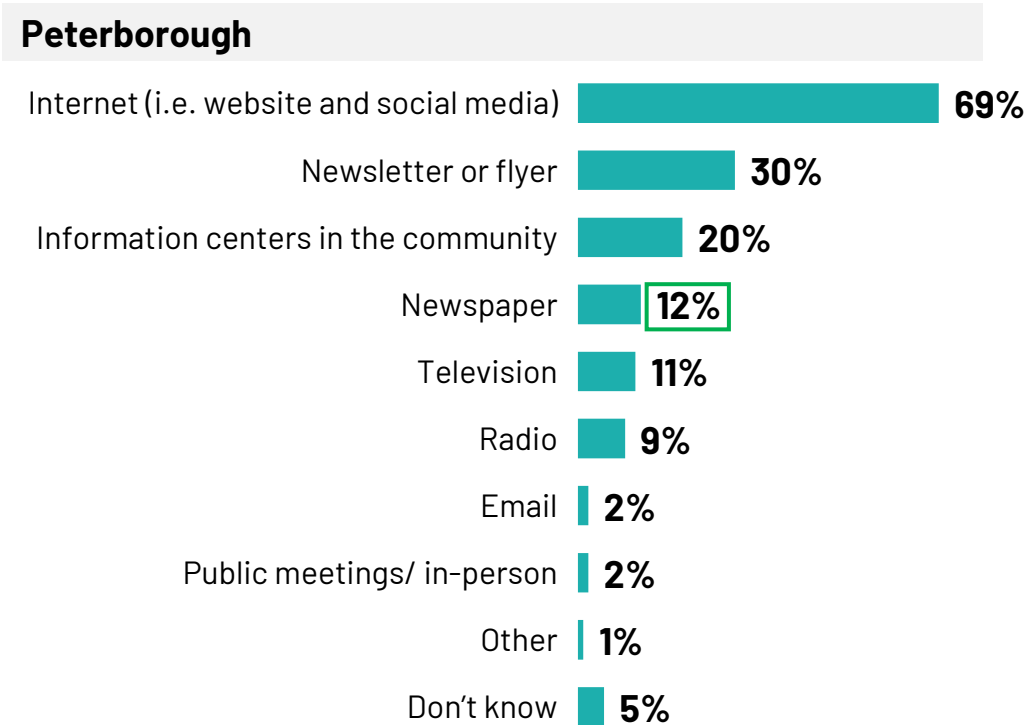
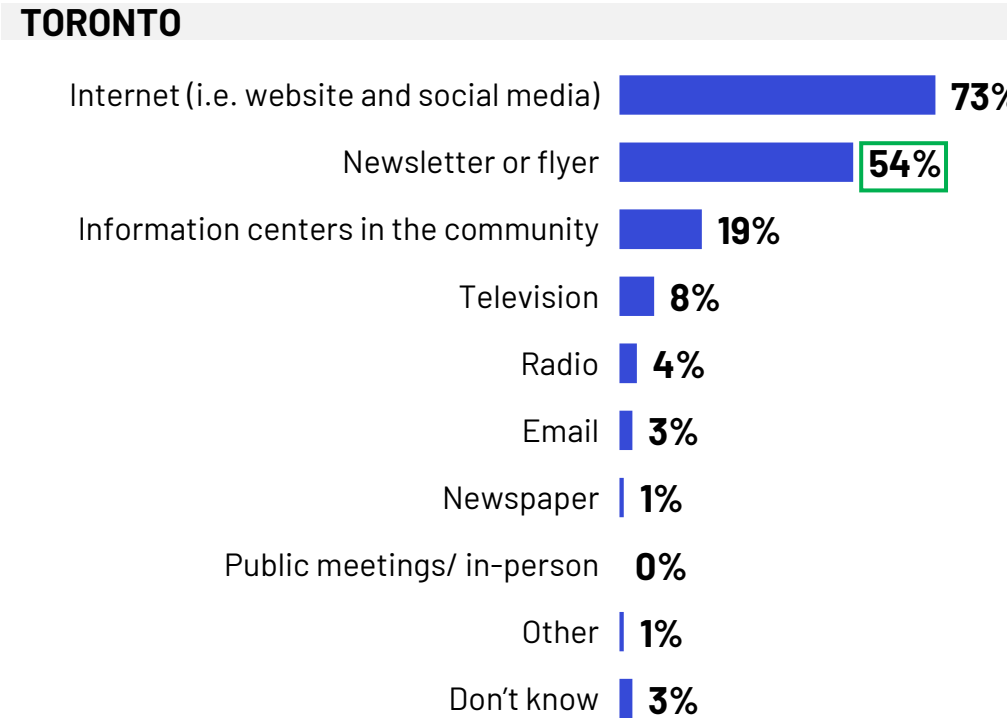
When asked if there are any topics of concern or any topics that they would like more information about regarding BWXT Nuclear Energy Canada’s operations or activities. Over a third in Toronto (35%) and almost four in ten in Peterborough (39%) said they don’t have any areas of concern. In Toronto, three in ten (29%) said they don’t know as did almost two in ten (18%) of those in Peterborough. Highest concern expressed includes risks to the community safety/safety concerns (Toronto 11%, Peterborough, 7%) and proximity to radiation/relocation operation (Toronto 7%, Peterborough 8%), and that they would like more information about the facility activities (Toronto 6%, Peterborough 7%).



Base: All respondents – Toronto 2024 (n=104); 2022 (n=67); 2020 (n=146); 2018 (n=136) / Peterborough 2024 (n=283); 2022 (n=136); 2020 (n=200); 2018 (n=194) – excludes Don't know.
Q17. Are there any topics of concern or any topics that you would like more information about regarding BWXT Nuclear Energy Canada’s operations or activities?

Preferred Methods of Receiving Information from BWXT

When asked what the best way is for BWXT Nuclear Energy Canada to provide residents with information about the nuclear fuel facility and other topics such as BWXT’s safety information and involvement in the community, the majority in both Toronto (73%) and Peterborough (69%) said via internet i.e. the website and social media, followed by newsletter or flyer (Toronto 54%, Peterborough 30%).



Base: All respondents – Toronto 2024 (n=104); 2022 (n=67); 2020 (n=133); 2018 (n=140)/ Peterborough 2024 (n=283); 2022 (n=136); 2020 (n=181); 2018 (n=189) – excludes none and don't know.
Q18. 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’s safety information and involvement in the community? Please select up to two.

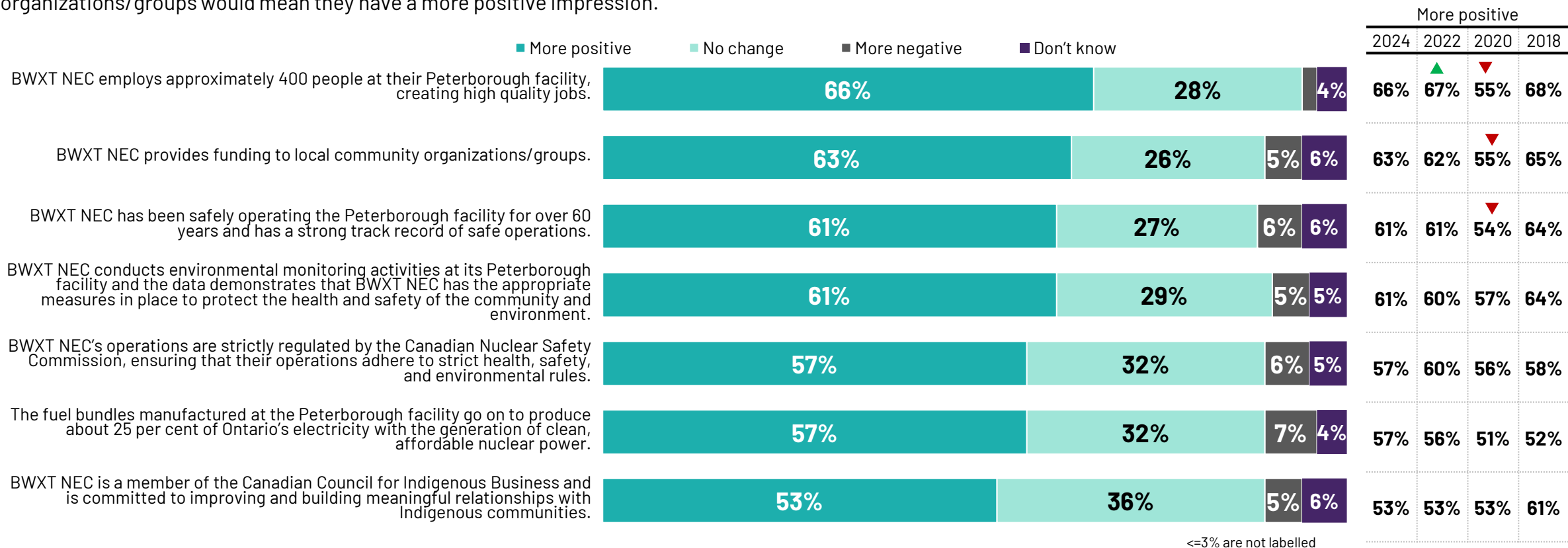


IMPRESSIONS OF BWXT INITIATIVES

07

Knowledge Affecting Impression of Organization – Peterborough

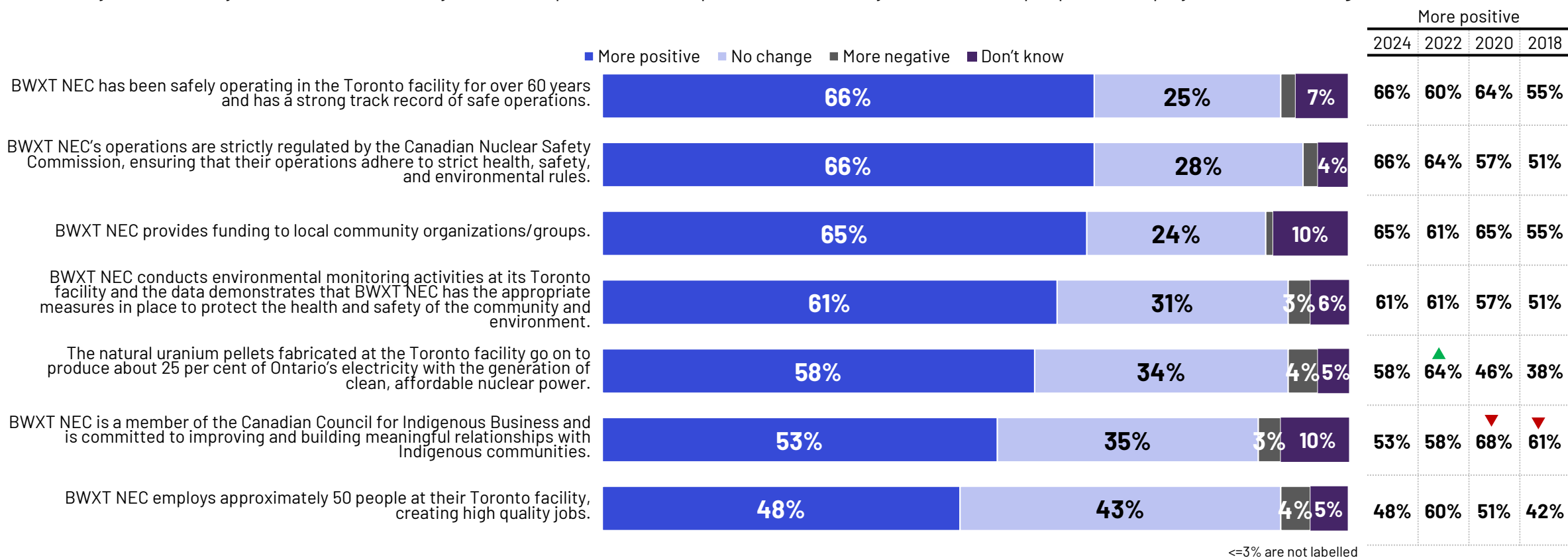
When asked whether knowing specific aspects about BWXT’s facility in their local community means that they would have a more positive, more negative, or no change to their impression of the organization, two-thirds (66%) said knowing that the organization employs approximately 400 people in their Peterborough facility, creating high-quality jobs, would give them a more positive impression of the organization. Just over six (63%) in ten said knowing the organization provides funding to local community organizations/groups would mean they have a more positive impression.



Base: All respondents – Peterborough 2024 (n=varies); 2022 (n=varies); 2020 (n=varies); 2018 (n=varies) – excludes Don't know.
Q19. Would knowing the following about BWXT'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?

Knowledge Affecting Impression of Organization – Toronto

In Toronto, knowing that BWXT has been operating in the Toronto facility for over 60 years and has a strong track record of safe operations (66%) will have the highest impact on making residents’ overall impression more positive, alongside knowing that operations are strictly regulated by the Canadian Nuclear Safety Commission, ensuring that their operations adhere to strict health, safety, and environmental rules (66%). Knowing that the organization provides funding to local community organizations/groups will also make impressions more positive for almost two-thirds (65%). While job creation in Peterborough is the most likely to make impressions of the organization positive, in Toronto job creation by BWXT is the least likely to make impressions more positive (48%), likely because more people are employed in Peterborough than in Toronto.

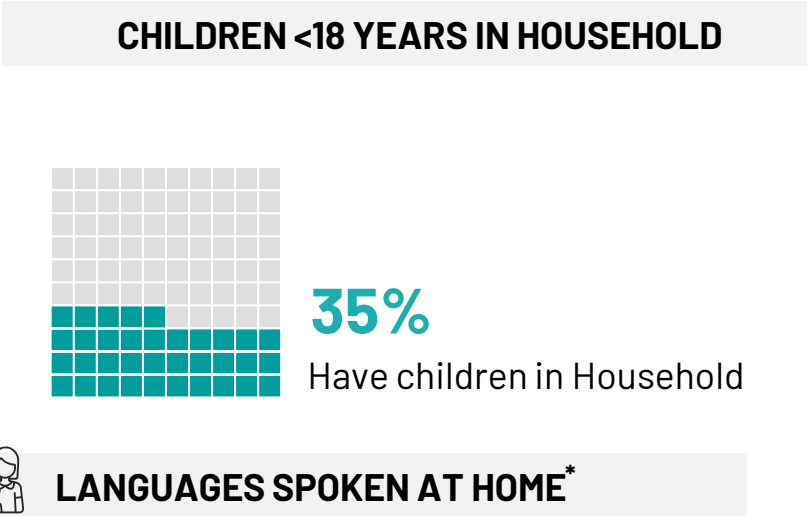
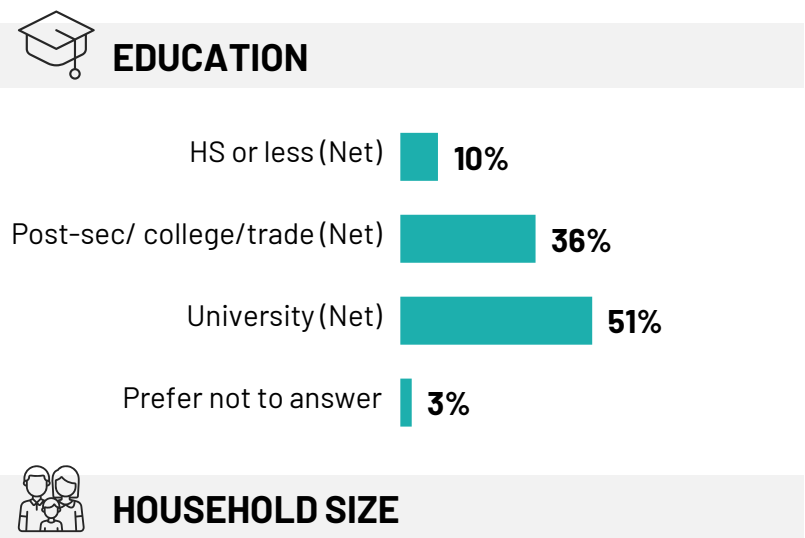
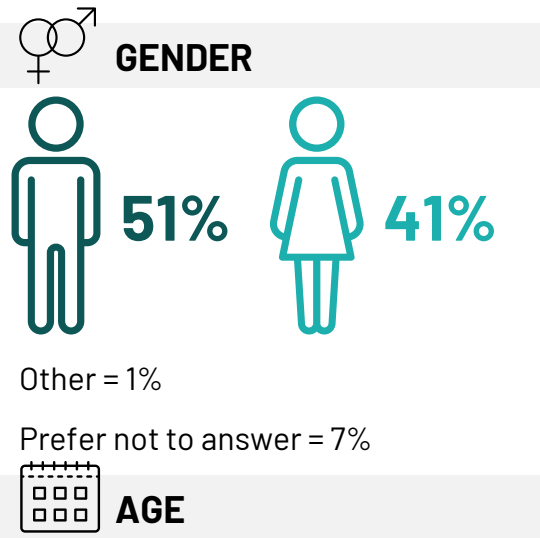


Base: All respondents – Toronto 2024 (n=104); 2022 (n=varies); 2020 (n=146); 2018 (n=varies) – excludes Don't know.
Q19. Would knowing the following about BWXT's facility in your local community mean that you would have a more positive impression of the organization, a more negative impression of the organization, or would not change your impression of the organization?

APPENDIX

08

Respondent Profile – Peterborough

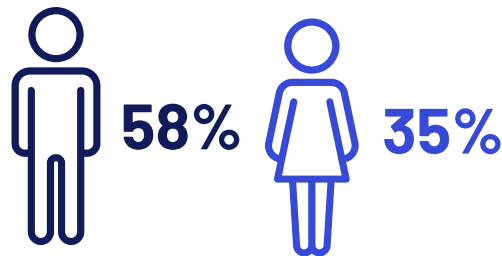


Base: All respondents – Peterborough 2024 (n=283)

* The question allows for multiple response options to account for multiple languages spoken at home; hence the total does not add to 100%.

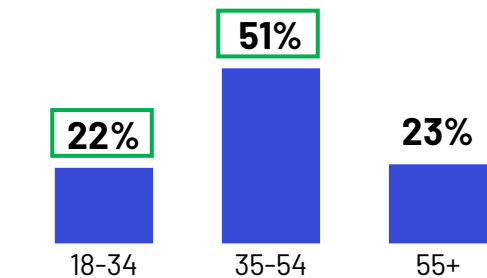
Respondent Profile – Toronto

GENDER



Prefer not to answer = 7%

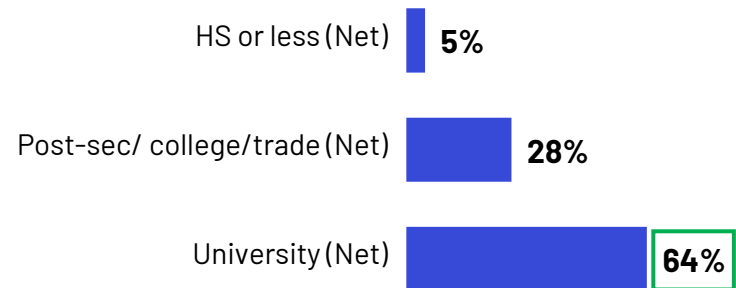
AGE



Prefer not to answer = 3%

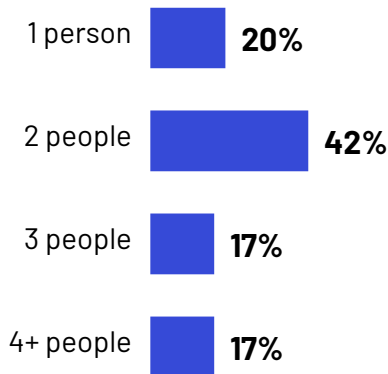
Base: All respondents – Toronto 2024 (n=104)

EDUCATION



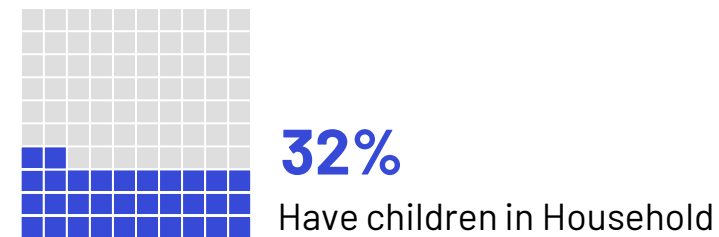
Prefer not to answer = 3%

HOUSEHOLD SIZE

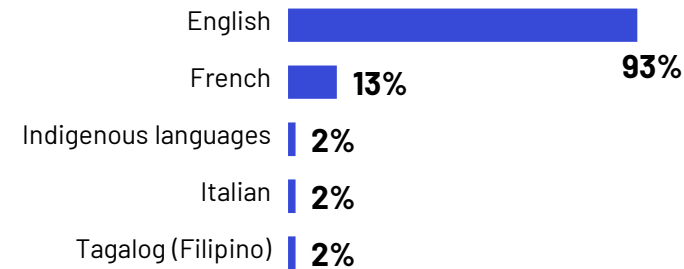


Prefer not to answer = 3%

CHILDREN <18 YEARS IN HOUSEHOLD



LANGUAGES SPOKEN AT HOME*



* The question allows for multiple response options to account for multiple languages spoken at home; hence the total does not add to 100%.

THANK YOU

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