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Public Perceptions Regarding Plant Refurbishment: Tracking

BRUCE POWER
177 Tie Road
R.R. 2, Tiverton
Ontario N0G 2T0

:: September 2015 OMNIBUS RESULTS ::

STRICTLY PRIVILEGED AND CONFIDENTIAL

Methodology

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- This survey was conducted by telephone among approximately 600 randomly-selected Ontario residents, 18 years of age or older. The dates on which interviews were conducted were as follow:
  - 2014: Nov. 21st-Dec. 1st; Dec. 23rd-Dec. 30th
  - 2015: Jan. 29th-Feb. 4th; Feb. 20th-Feb. 24th; Mar. 18th-Mar. 25th; Apr. 23rd-Apr. 28th; May 15th-May19th, June 9th-13th , July 20th- July 24th, August 26th- August 31st and September 15th- 22nd.
- Only one respondent per household was eligible to complete this survey.
- The sample has been weighted by age, gender and region using the latest available data from Statistics Canada Census to reflect the actual demographic composition of the population.
- After weighting a sample of this size, the aggregated results are considered accurate to within ±4.0%, 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample.

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.*

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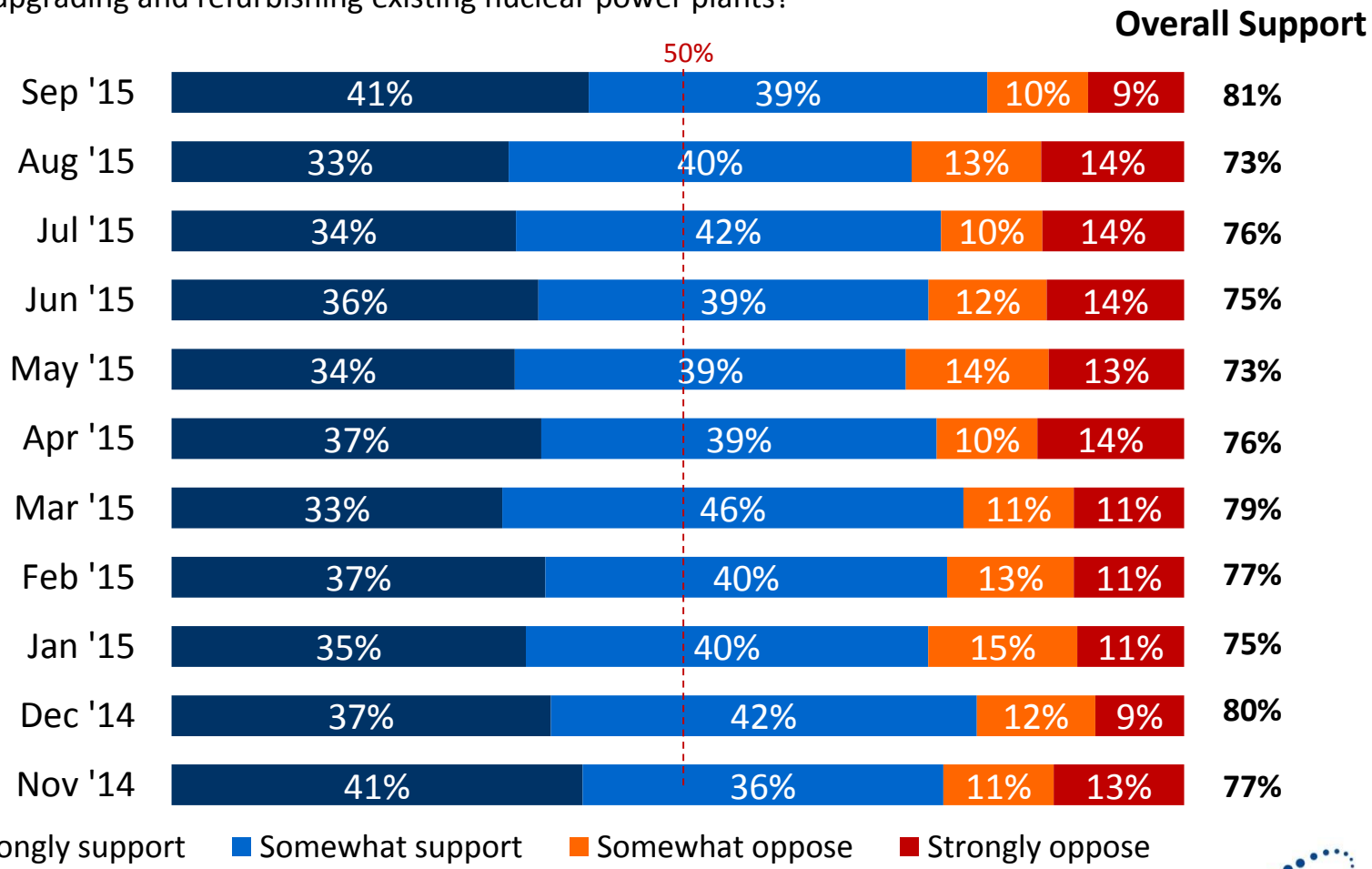
Results

(Decided) Support for Refurb: Support at highest point (81%) and most intense since Nov '14. "Don't know" down to 11%.

Q Many large power-generating plants in Ontario with various fuel sources will have to be replaced over the next 10 years or so because they are aging. In Ontario 80% of the plants will have to be replaced. In order to help meet Ontario future electricity demand, would you strongly support, somewhat support, somewhat oppose or strongly oppose upgrading and refurbishing existing nuclear power plants?



Note: The results have been re-calculated to exclude "don't know".
"Don't know": Sep '15 (11%); Aug' 15 (15%) July '15 (19%) June '15 (14%), May '15 (12%), Apr '15 (13%), Mar '15 (5%), Feb '15 (12%), Jan '15 (11%), Dec' 14 (7%), Nov '14 (8%)

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(Decided) Support for Refurb: Support improves across board, particularly among Men, and outside GTA

Q Many large power-generating plants in Ontario with various fuel sources will have to be replaced over the next 10 years or so because they are aging. In Ontario 80% of the plants will have to be replaced. In order to help meet Ontario future electricity demand, would you strongly support, somewhat support, somewhat oppose or strongly oppose upgrading and refurbishing existing nuclear power plants?

	Male	Female	GTA	RoO
Sep 2015	87% ▲	75%	79%	82% ▲
Aug 2015	74%	72%	75%	72%
July 2015	76%	76%	79%	73%
June 2015	78%	71%	78%	73%
May 2015	76%	69%	74%	71%
Apr 2015	78%	73%	72%	80%
Mar 2015	78%	79%	75%	82%
Feb 2015	84%	70%	80%	74%
Jan 2015	77%	73%	70%	78%
Dec 2014	81%	78%	86%	74%
Nov 2014	79%	75%	77%	76%

Note: The results have been re-calculated to exclude those who said "don't know"

▲ Indicates support up 5+ points from last month; ▼ indicates support down 5+ points from last month

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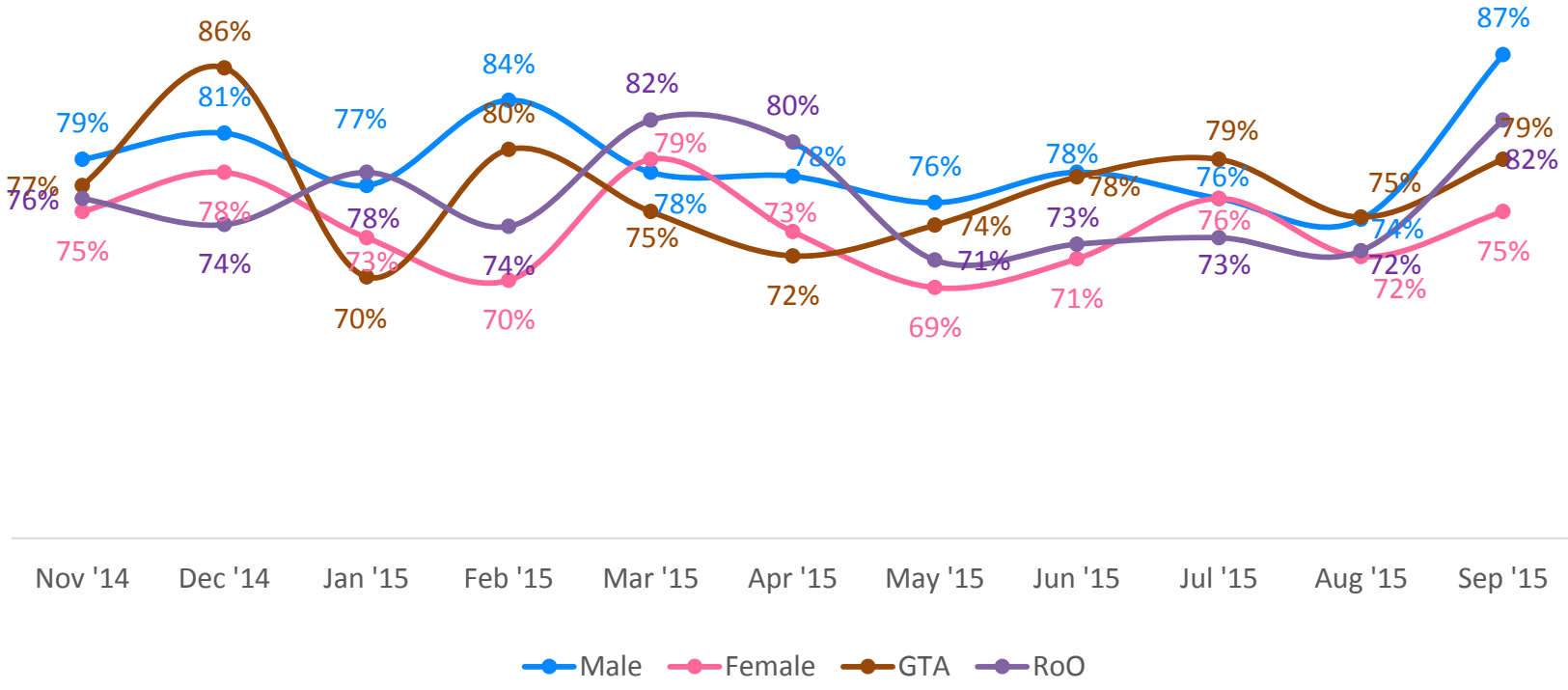
(Decided) Support for Refurb: Support now at highest recorded levels among men

Q Many large power-generating plants in Ontario with various fuel sources will have to be replaced over the next 10 years or so because they are aging. In Ontario, 80% of the plants will have to be replaced. In order to help meet Ontario future electricity demand, would you strongly support, somewhat support, somewhat oppose or strongly oppose upgrading and refurbishing existing nuclear power plants?



Note: The results have been re-calculated to exclude those who said "don't know"

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