

Canadian Public Opinion on Nuclear Power and other Methods of Power Generation

Abacus Data poll: March 24 – 28, 2011, n=1,000 online survey from representative panel of over 100,000 Canadians



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www.abacusdata.ca

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ABACUS DATA

Public Opinion on Nuclear Power in Canada

Abacus Data: Not your average pollster

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Informal discussions
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

Dr. David Coletto – Abacus Data's CEO

David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

David is currently a Visiting Fellow at the Arthur Kroeger College of Public Affairs. He is frequently called upon by news media for his unique perspective on public affairs, millennials, corporate citizenship, and political party finance. He co-authored a chapter in the recently released book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

Abacus Data also has a number of unique research practices.

Click on the graphics below for more information.



Methodology

From March 24th to March 28th, 2011, Abacus Data Inc. conducted an online survey among 1,000 randomly selected Canadian adults from an online panel of over 100,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.2%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language, and immigration status using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

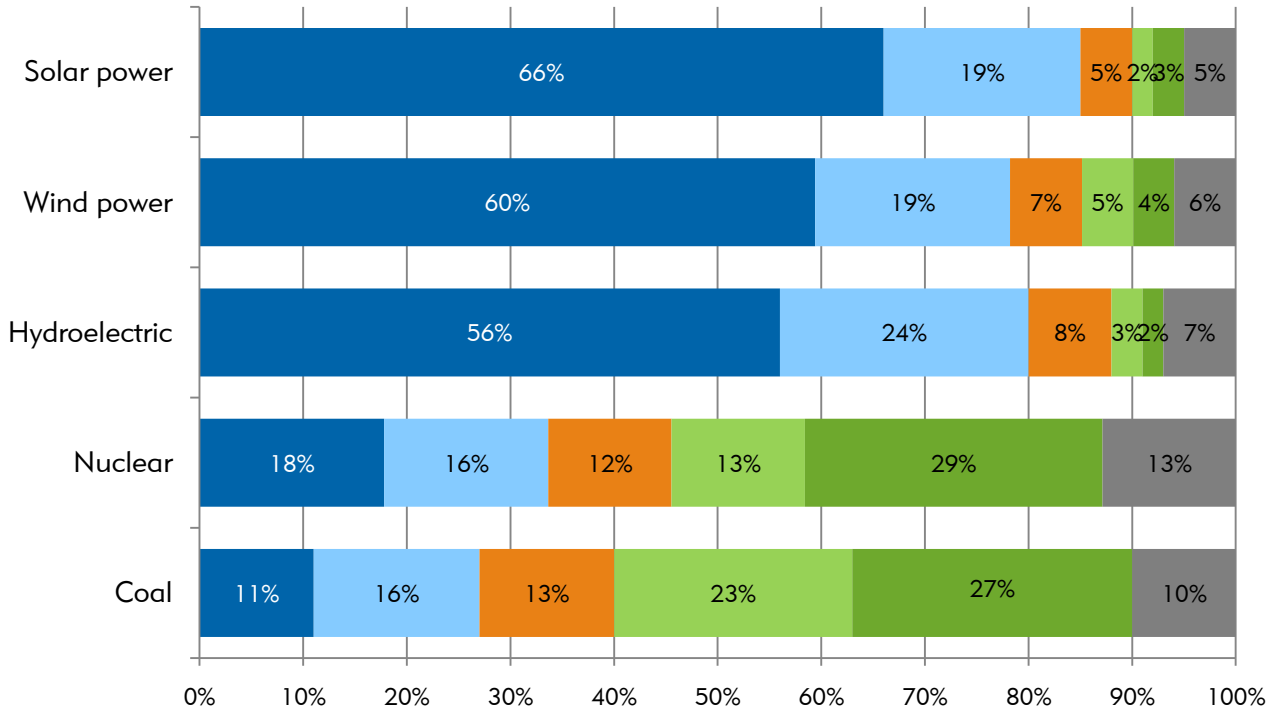
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	79	67
Quebec	251	237
Ontario	376	394
Prairies (MB and SK)	62	63
Alberta	103	105
BC	129	132
Total	1,000	999

Electrical Production in Canada

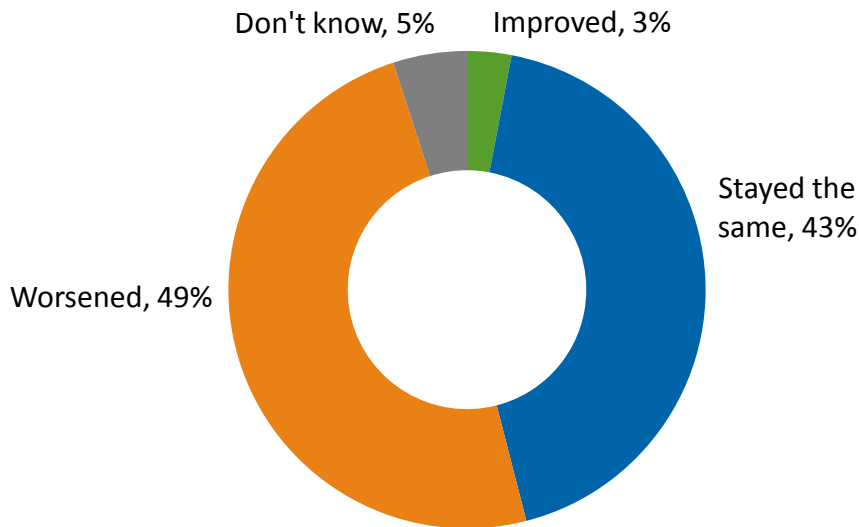
Q: Please tell us whether you support or oppose the following methods of producing electricity in Canada



■ Strongly support
 ■ Somewhat support
 ■ Neither
 ■ Somewhat oppose
 ■ Strongly oppose
 ■ Unsure

Confidence in Nuclear Power

Q: Thinking specifically about nuclear power for a moment, has your confidence in nuclear power as a safe source of energy improved or worsened as a result of the earthquake and tsunami in Japan?



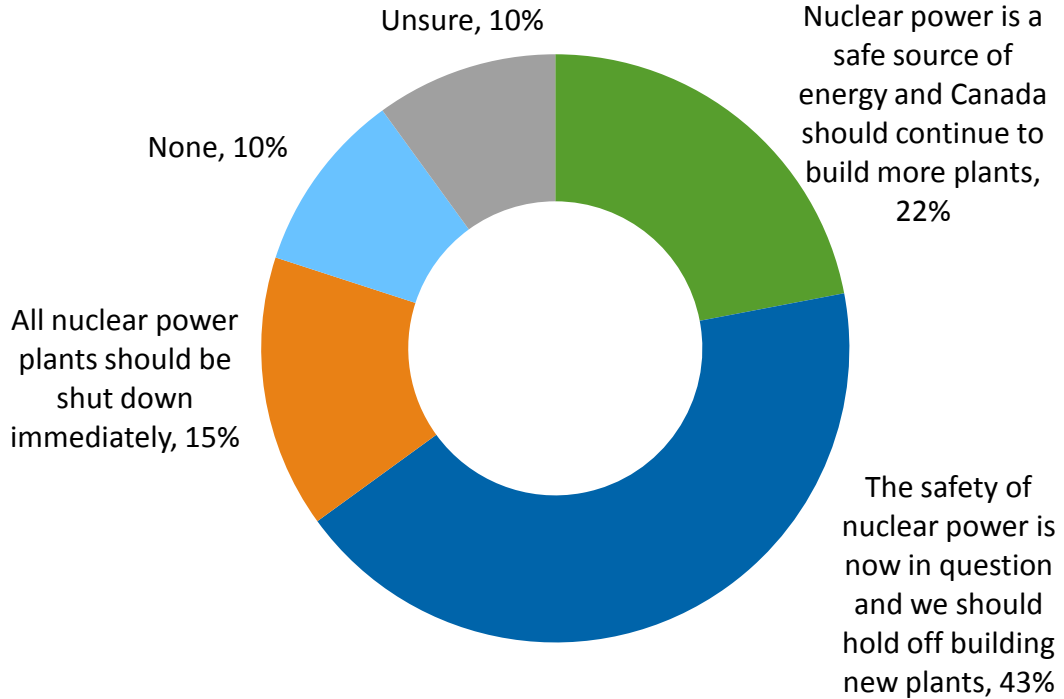
Subgroup Analysis

	Men	Women	CPC	LPC	NDP	Bloc	Green
Improved	4%	1%	3%	3%	3%	2%	4%
Stayed the same	52%	35%	51%	52%	36%	33%	34%
Worsened	42%	56%	43%	43%	59%	59%	58%
Don't know	2%	8%	3%	2%	3%	6%	5%
Unweighted counts	513	487	306	229	171	77	69

	18-30	31-60	60+	Atlantic	Quebec	Ontario	Central	Alberta	BC
Improved	4%	2%	3%	5%	2%	2%	1%	4%	3%
Stayed the same	41%	39%	54%	45%	37%	51%	40%	40%	35%
Worsened	46%	53%	41%	45%	55%	41%	57%	53%	57%
Don't know	9%	5%	2%	5%	6%	6%	2%	3%	4%
Unweighted counts	181	588	231	67	237	394	63	105	132

Nuclear Power Plants

Q: A number of provinces in Canada have plans to expand their nuclear power facilities. Which of the following statements, if any, comes closest to your views on nuclear power?



Nuclear Power Plants

Q: A number of provinces in Canada have plans to expand their nuclear power facilities. Which of the following statements, if any, comes closest to your views on nuclear power?

Subgroup Analysis

	Men	Women	CPC	LPC	NDP	Bloc	Green
Nuclear power is a safe source and we should continue to build more plants	32%	13%	33%	30%	13%	7%	15%
Safety of nuclear power is in question and we should hold off building new plants	40%	45%	46%	39%	47%	43%	39%
All nuclear power plants should be shut down immediately	12%	18%	7%	10%	24%	32%	25%
None	11%	9%	7%	14%	9%	9%	11%
Unsure	5%	15%	7%	8%	7%	9%	9%
Unweighted counts	513	487	306	229	171	77	69

	18-30	31-60	60+	Atlantic	Quebec	Ontario	Central	Alberta	BC
Nuclear power is a safe source and we should continue to build more plants	21%	19%	30%	17%	12%	30%	30%	25%	15%
Safety of nuclear power is in question and we should hold off building new plants	43%	42%	43%	44%	41%	41%	42%	44%	50%
All nuclear power plants should be shut down immediately	15%	18%	9%	22%	26%	10%	10%	13%	12%
None	9%	12%	6%	6%	10%	10%	10%	11%	12%
Unsure	12%	9%	11%	11%	11%	10%	9%	7%	11%
Unweighted counts	181	588	231	67	237	394	63	105	132

For more information about this study or Abacus Data Inc.,
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To read our analyses and blog, find us online at www.abacusdata.ca