

South Bruce

Residents' attitudes towards building a deep geological repository for nuclear storage in South Bruce

16th November 2020

PROTECT OUR
WATERWAYS



**MAINSTREET
RESEARCH**



METHODOLOGY

The analysis in this report is based on results of a survey conducted between October 22-25, 2020 among a sample of 284 adults, 18 years of age or older, living in South Bruce. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on both landlines and cellular phones. The survey is intended to represent the adult population of South Bruce.

The survey was conducted by Mainstreet Research and was sponsored by Protect Our Waterways - No Nuclear Waste.

The sampling frame was derived from both a national telephone directory compiled by Mainstreet Research from various commercially available sources and random digit dialing.

The margin of error for this poll is +/- 5.8% and is accurate 19 times out of 20.

(full methodology appears at the end of this report)

ABOUT MAINSTREET

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

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2/3 of South Bruce residents would vote No if a community vote were held today on proposed DGR

(SOUTH BRUCE - 16 November 2020) - A Mainstreet Research survey has found 64% of respondents said they would vote against the proposal by Nuclear Waste Management Organization (NWMO) to establish a Deep Geological Repository (DGR) for the storage of high level radioactive nuclear waste in South Bruce.

16% indicated they would vote for the proposal while 20% said they were not sure.

The survey also asked South Bruce residents how informed they felt about this issue.

64% of respondents said they feel either very informed or somewhat informed. Only 13% said they felt not informed at all.

“This is a clear and resounding rejection of the proposed DGR” said Michelle Stein, President of Protect Our Waterways - No Nuclear Waste (POW-NNW), “and residents feel informed enough to make the decision that they are not a willing host.”

“Mayor Buckle and Council have said repeatedly they are ‘willing to listen’” added Ron Groen, board member for POW-NNW, “so I expect Mayor Buckle to listen to this message from a clear majority of the community, and tell the NWMO our community is not a willing host.”

These findings echo the Municipality of South Bruce’s smaller sample size poll from September 2020, which indicated that 74% of residents want a referendum to vote on the project and further that an overwhelming 81% of residents disagreed with the Municipality’s own 36 principles for determining the community’s willingness to host the project.

Protect our Waterways – No Nuclear Waste commissioned Mainstreet Research, one of Canada’s top public opinion and market research firms to ask residents of South Bruce ‘if a community vote were held today would you vote for or against creating a deep underground storage facility in South Bruce for high level radioactive nuclear waste’.

For more information contact:

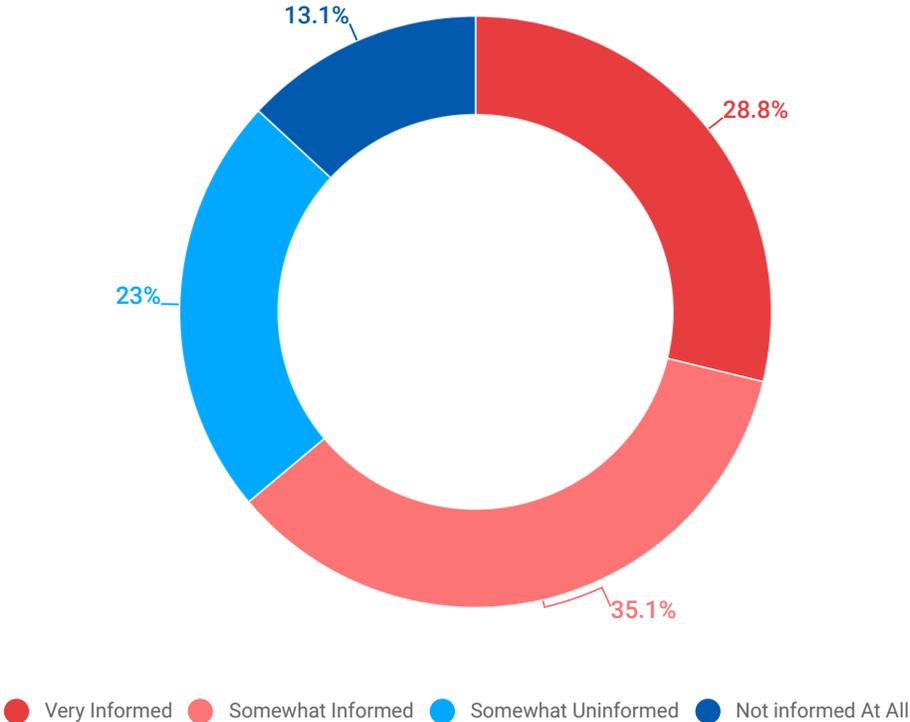
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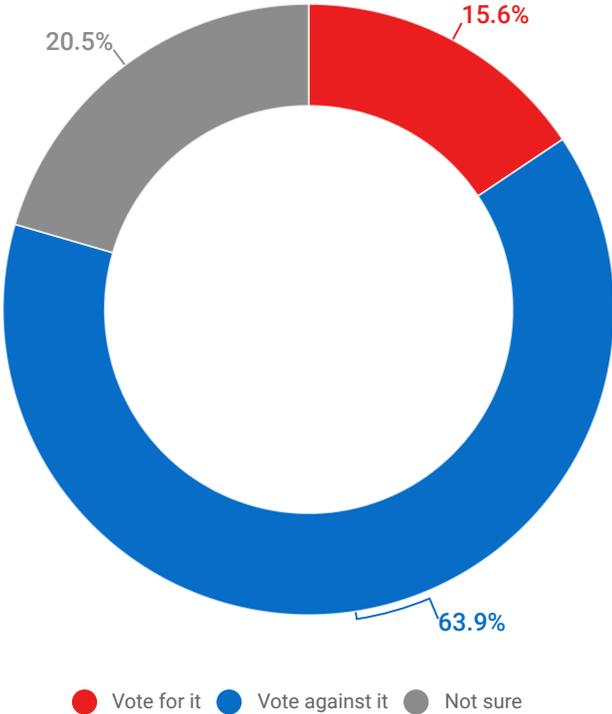
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As you might know, the Nuclear Waste Management Organization is proposing to create a deep underground storage facility in South Bruce to store high level radioactive nuclear waste. How informed do you feel you are about this issue?



If a community vote were held today would you vote for or against creating a deep underground storage facility in South Bruce for high level radioactive nuclear waste?



Breakout Tables

As you might know, the Nuclear Waste Management Organization is proposing to create a deep underground storage facility in South Bruce to store high level radioactive nuclear waste. How informed do you feel you are about this issue?

	Total	Male	Female	18-34	35-49	50-64	65+
Very Informed	28.8%	29.2%	28.5%	31.5%	32.8%	26.9%	24.5%
Somewhat Informed	35.1%	31.2%	38.9%	31.5%	32.8%	35.5%	41.2%
Somewhat Uninformed	23%	27.1%	19%	26%	20%	24.5%	20.1%
Not informed At All	13.1%	12.5%	13.7%	11.1%	14.4%	13.1%	14.2%
Unweighted Frequency	284	119	165	16	36	85	147
Weighted Frequency	284	139	145	74	61	87	62

If a community vote were held today would you vote for or against creating a deep underground storage facility in South Bruce for high level radioactive nuclear waste?

	Total	Male	Female	18-34	35-49	50-64	65+
Vote for it	15.6%	20.9%	10.5%	0%	21.7%	22.8%	18.1%
Vote against it	63.9%	58.1%	69.5%	81.5%	61.5%	50.6%	63.9%
Not sure	20.5%	21%	20%	18.5%	16.8%	26.6%	17.9%
Unweighted Frequency	284	119	165	16	36	85	147
Weighted Frequency	284	139	145	74	61	87	62

Methodology

The analysis in this report is based on results of a survey conducted on October 22nd-25th, 2020, among a sample of 284 adults, 18 years of age or older, living in South Bruce. The survey was conducted using Interactive Voice Recording. Respondents were interviewed on both landlines and cellular phones. The survey is intended to represent the adult population of South Bruce.

The survey was conducted by Mainstreet Research and was sponsored by Protect Our Waterways - No Nuclear Waste.

The sampling frame was derived from both a national telephone directory compiled by Mainstreet Research from various commercially available sources and random digit dialing. Respondents were dialed at random.

At least two attempts were made to complete an interview at every sampled telephone number. The calls were staggered over different times of day and two days to maximize the chances of making contact with a potential respondent. Interviewing was also spread as evenly as possible across the field period.

The questionnaire used in this survey is available in this report and online at www.mainstreetresearch.ca. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question.

The sample was weighted by population parameters from the Canada 2016 Census for adults 18 years of age or older in South Bruce. The population parameters used for weighting are age and gender.

The margin of error for this poll is +/- 5.8% at the 95% confidence level.

Totals may not add up 100% due to rounding.

In addition to sampling error, one should bear in mind that the wording of questions and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. Moreover, all sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.