

# Report on Nation-Wide Survey - Public Attitudes and Views on an Appropriate APM Siting Process

NWMO SR-2010-02

January 2010

Pollara

**nwmo**

NUCLEAR WASTE  
MANAGEMENT  
ORGANIZATION

SOCIÉTÉ DE GESTION  
DES DÉCHETS  
NUCLÉAIRES



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## **Nuclear Waste Management Organization**

The Nuclear Waste Management Organization (NWMO) was established in 2002 by Ontario Power Generation Inc., Hydro- Québec and New Brunswick Power Corporation in accordance with the *Nuclear Fuel Waste Act (NFWA)* to assume responsibility for the long-term management of Canada's used nuclear fuel.

NWMO's first mandate was to study options for the long-term management of used nuclear fuel. On June 14, 2007, the Government of Canada selected the NWMO's recommendation for Adaptive Phased Management (APM). The NWMO now has the mandate to implement the Government's decision.

Technically, Adaptive Phased Management (APM) has as its end-point the isolation and containment of used nuclear fuel in a deep repository constructed in a suitable rock formation. Collaboration, continuous learning and adaptability will underpin our implementation of the plan which will unfold over many decades, subject to extensive oversight and regulatory approvals.

## **NWMO Social Research**

The objective of the social research program is to assist the NWMO, and interested citizens and organizations, in exploring and understanding the social issues and concerns associated with the implementation of Adaptive Phased Management. The program is also intended to support the adoption of appropriate processes and techniques to engage potentially affected citizens in decision-making.

The social research program is intended to be a support to NWMO's ongoing dialogue and collaboration activities, including work to engage potentially affected citizens in near term visioning of the implementation process going forward, long term visioning and the development of decision-making processes to be used into the future. The program includes work to learn from the experience of others through examination of case studies and conversation with those involved in similar processes both in Canada and abroad. NWMO's social research is expected to engage a wide variety of specialists and explore a variety of perspectives on key issues of concern. The nature and conduct of this work is expected to change over time, as best practices evolve and as interested citizens and organizations identify the issues of most interest and concern throughout the implementation of Adaptive Phased Management.

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### Disclaimer:

This report does not necessarily reflect the views or position of the Nuclear Waste Management Organization, its directors, officers, employees and agents (the "NWMO") and unless otherwise specifically stated, is made available to the public by the NWMO for information only. The contents of this report reflect the views of the author(s) who are solely responsible for the text and its conclusions as well as the accuracy of any data used in its creation. The NWMO does not make any warranty, express or implied, or assume any legal liability or responsibility for the accuracy, completeness, or usefulness of any information disclosed, or represent that the use of any information would not infringe privately owned rights. Any reference to a specific commercial product, process or service by trade name, trademark, manufacturer, or otherwise, does not constitute or imply its endorsement, recommendation, or preference by NWMO.

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## **Nuclear Waste Management Organization**

### **Public Attitudes and Views on an Appropriate APM Siting Process**

**nwmo**

NUCLEAR WASTE MANAGEMENT ORGANIZATION  
SOCIÉTÉ DE GESTION DES DÉCHETS NUCLÉAIRES

Final Research Report

January 2010

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# Methodology

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# Methodology

- From October 20 to November 8, 2009, Pollara conducted a telephone survey among a randomly selected, representative sample of 2,630 Canadians aged 18 and over.
- The margin of error for the total sample is +/- 1.9%, 19 times out of 20.
- The results have been statistically weighted according to Statistics Canada's most recent data for age, gender and region to ensure a representative sample of the entire adult population of Canada (excluding the Territories), aged 18 and over.
- Discrepancies in or between totals are due to rounding.

# Methodology

- A quota regime of respondents by region was implemented for this study as follows:

Region	# Completes	Margin of Error*
British Columbia	150	+/- 8.0%
Alberta	150	+/- 8.0%
Saskatchewan	200	+/- 6.9%
Manitoba	100	+/- 9.8%
Ontario	1050	+/- 3.0%
-- Clarington	156	+/- 7.9%
-- Kincardine / Port Elgin	150	+/- 8.0%
-- Northern Ontario	155	+/- 7.9%
-- Pickering	152	+/- 8.0%
Quebec	450	+/- 4.6%
-- Trois-Rivières	158	+/- 7.8%
New Brunswick	350	+/- 5.2%
-- Saint John	178	+/- 7.4%
Nova Scotia	100	+/- 9.8%
Prince Edward Island	15	n/a
Newfoundland & Labrador	65	+/- 12.2%
<b>TOTAL</b>	<b>2,630</b>	<b>+/- 1.9%</b>

\* Sampling margin of error quoted at 95% confidence interval.



# **Executive Summary / Discussion**

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# Executive Summary:

## *The Overall Public Opinion Context*

- Hazardous waste in general and nuclear waste in particular are important issues to Canadians when asked directly about these issues on an aided basis. Just under half of Canadians rate each issue at least a nine out of 10 in terms of importance, with 42% rating hazardous waste at least nine out of 10, and 41% rating nuclear waste at least a nine of 10.
- Compared to the other waste issue tested – household garbage – hazardous waste and nuclear waste are considered to be significantly more important by Canadians, as just 25% rated household garbage at least a nine out of 10 in terms of importance.
- The hazardous and nuclear waste issues are positioned firmly in the second tier of national issue priorities alongside climate change. The issues that rated higher in importance are the health care system, education, and the economy. The priority sequence of these issues has not changed since 2008.

# Executive Summary:

## *Public Opinion Related to Nuclear Power*

- The majority of Canadians support the use of nuclear power for generating electricity: 56% support it, compared to 36% who oppose nuclear power generation.
- Having said that, nuclear power generation is clearly a divisive issue that pits many Canadians on either extreme. Thus, while the majority of Canadians support nuclear power generation, equal proportions strongly support it and strongly oppose it, at 18% each.
- There is no demographic, socio-economic or regional segment of Canadian society that is entirely supportive of or opposed to nuclear power generation – as all subgroups are divided similarly on the issue. However, we do note that opposition to nuclear power generation is stronger in Quebec than elsewhere in Canada. In Quebec, 45% support using nuclear power to generate electricity, while 49% oppose it. This contrasts with 60% support and 32% opposition in the rest of the country combined.
- Support for nuclear power generation is strongest in Ontario, where 66% support the use of nuclear power to generate electricity. Ontario is also one of two provinces (the other being New Brunswick) wherein a large proportion of residents say that nuclear power is an important source of electricity in their province. Fully 76% of New Brunswick residents and 71% of Ontario residents say nuclear power is important in their province. The average for the rest of the country, excluding New Brunswick and Ontario, is just 14%.

# Executive Summary:

## *Knowledge of Nuclear Waste in Canada*

- As an issue of national scope, nuclear waste and how it is managed in Canada is associated with extremely low levels of familiarity. On a seven-point scale, just one in 10 Canadians (10%) rated their familiarity as at least a six out of seven, which means that very few Canadians are legitimately familiar with nuclear waste and how it is managed in Canada.
- While residents of Ontario had the highest level of support for nuclear power generation, they are no more familiar with nuclear waste and how it is managed in Canada than those living elsewhere in the country: just 13% of Ontarians are familiar with the issue, which is not statistically different than anywhere else in Canada.
- This low level of familiarity is borne out in the research results related to how long Canadians perceive nuclear waste to be hazardous. Canadians were asked how long they think nuclear waste has to be managed before it is no longer hazardous and only 22% correctly said that nuclear waste remains hazardous for 10,000 years or more, while 57% chose an incorrect – and shorter – period of time, and 21% could not even venture a guess.

# Executive Summary:

## *Knowledge of the NWMO and Adaptive Phased Management*

- Overall, one in 10 Canadians (11%) have heard, seen or read something about the Nuclear Waste Management Organization (NWMO).
- The roughly one-in-10 awareness figure is consistent with previous surveys conducted in 2003, 2004, 2005 and 2008, which found that one in 10 Canadians were aware of an organization that was created to examine the used nuclear fuel issue and make recommendations on how to manage this nuclear waste in the future.
- Among the 11% of Canadians who said they have heard of the NWMO, 26% mentioned that the organization is looking for disposal sites/storage sites, referring to the current siting process for the Adaptive Phased Management (APM) approach.
- With regard to APM, two-thirds of Canadians (64%) admit to being “not at all familiar” with Canada’s plan for the long-term management of used nuclear fuel. Familiarity with APM is very low, with just 1% of Canadians who say they are “very familiar” with APM, and 14% who say they are “somewhat familiar” with it.

# Executive Summary:

## *Guiding Principles of the Siting Process*

- Stated simply, all 12 principles that might guide decision-making during the siting process are important to Canadians, and the NWMO needs to maintain all of them to design a siting process that is appropriate for Canada. Note that these principles truly reflect a common-ground consensus among Canadians, as there was little to no variation in the results by region, age, nuclear experience/proximity or any other demographic and socio-economic categories.
- It is possible, though, to divide the principles into different tiers of importance. Items in the first tier are primarily related to safety; they are:
  - It is important that safety, security and protection are central to the process;
  - It is important that the community is informed about the risks and benefits;
  - It is important that construction does not start until after a regulatory review; and
  - It is important that the safety of the project has been confirmed by independent review.
- Items in the second tier focus mainly on the needs of the host community; they are:
  - It is important that the community is willing to accept the project;
  - It is important that the community is involved in each key decision;
  - It is important that the project ensures the community benefits from it over a long period;
  - It is important that the views of surrounding communities are addressed; and
  - It is important that the best information is used throughout the process.
- Items in the third tier are:
  - It is important that the process respects Aboriginal rights and treaties;
  - It is important that communities are able to withdraw until late into the process; and
  - It is important that the process focuses only on the nuclear provinces.

# Executive Summary:

## *Providing Support to Potential Host Communities*

- Similar to the unanimous importance of each of the guiding principles of the siting process, Canadians say it is important that the NWMO provide potential host communities with the resources it needs to do all seven of the activities tested. Of particular importance is the need to provide communities with resources to seek advice from experts, both independently and from the NWMO.
- Potential host communities are not the only communities who should be given consideration during the siting process, though. Canadians say it is very important that both surrounding communities and communities on routes where used fuel may be transported have their questions and concerns addressed as part of the siting process.

# Executive Summary:

## *Conclusion*

- In summary, delivering a siting process that is consistent with all of its guiding principles, providing all the resources needed to potential host communities, and taking into account the views of other potentially affected communities are all very important to the overall success of the process, according to Canadians.



**Public Opinion Context:**  
*National Issue Agenda*

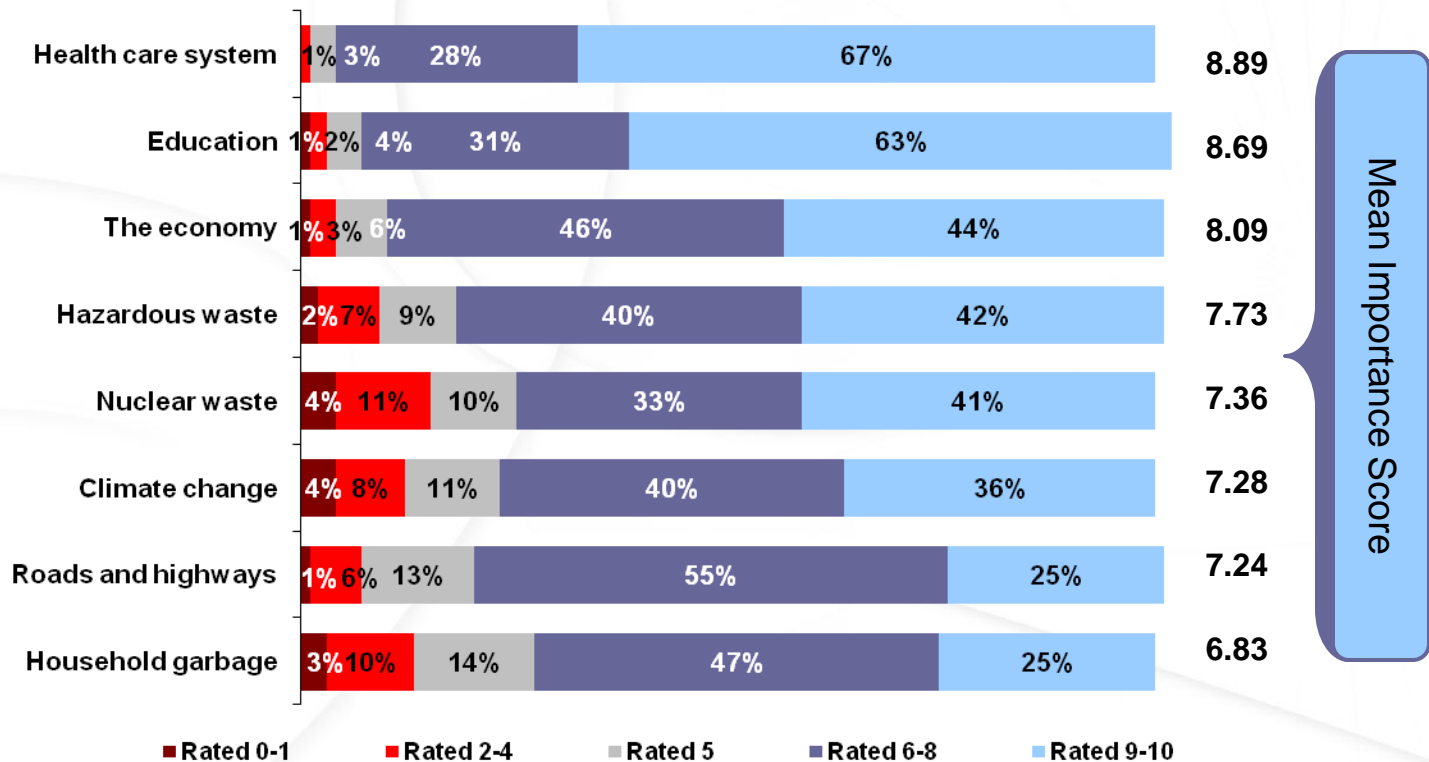
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# National Issue Agenda:

## Macro ratings

On an aided basis, the issues of hazardous waste / nuclear waste are important to Canadians, falling below perpetual social service issues such as health care and education and below the current hot-button issue of the economy. They are both considered more important, though, than climate changes and infrastructure currently.

Of note, the perceived importance of nuclear waste as a national issue appears to decline with increased levels of household income.

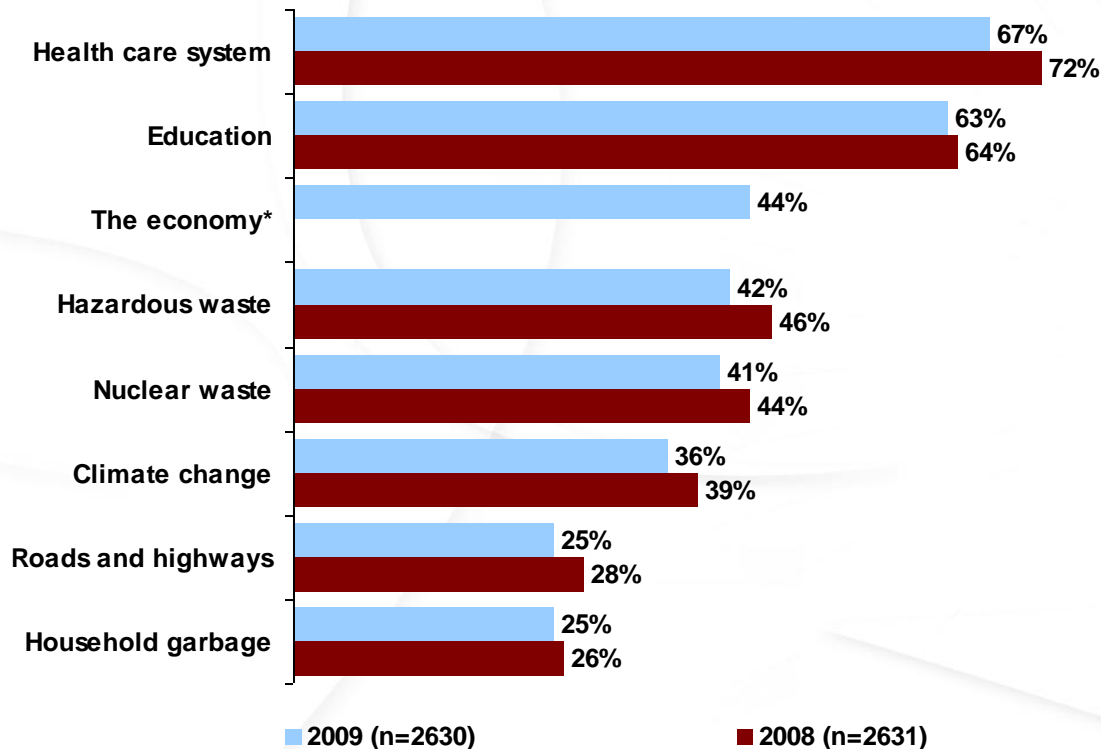


QB1: "First, I would like to read you a list of issues that some people in Canada have said concern them. Please tell me how important each of these issues are to you personally on a scale of zero to 10, where zero means 'not at all important' and 10 means it is 'extremely important.'" [n=2630; Total Sample]

# National Issue Agenda:

## Issues over time

The following chart shows the percentage of Canadians who rated each agenda item as either a nine or 10 on a zero-to-10 scale where zero means “not at all important” and 10 means “extremely important.” Compared to last year, there have not been any significant changes in the national issue agenda. Note that “the economy” was not asked in 2008.



\* Added in 2009; not asked in 2008.

QB1: “First, I would like to read you a list of issues that some people in Canada have said concern them. Please tell me how important each of these issues are to you personally on a scale of zero to 10, where zero means ‘not at all important’ and 10 means it is ‘extremely important.’”

**Issue-Specific Context:**  
***Awareness & Attitudes of Nuclear Power***

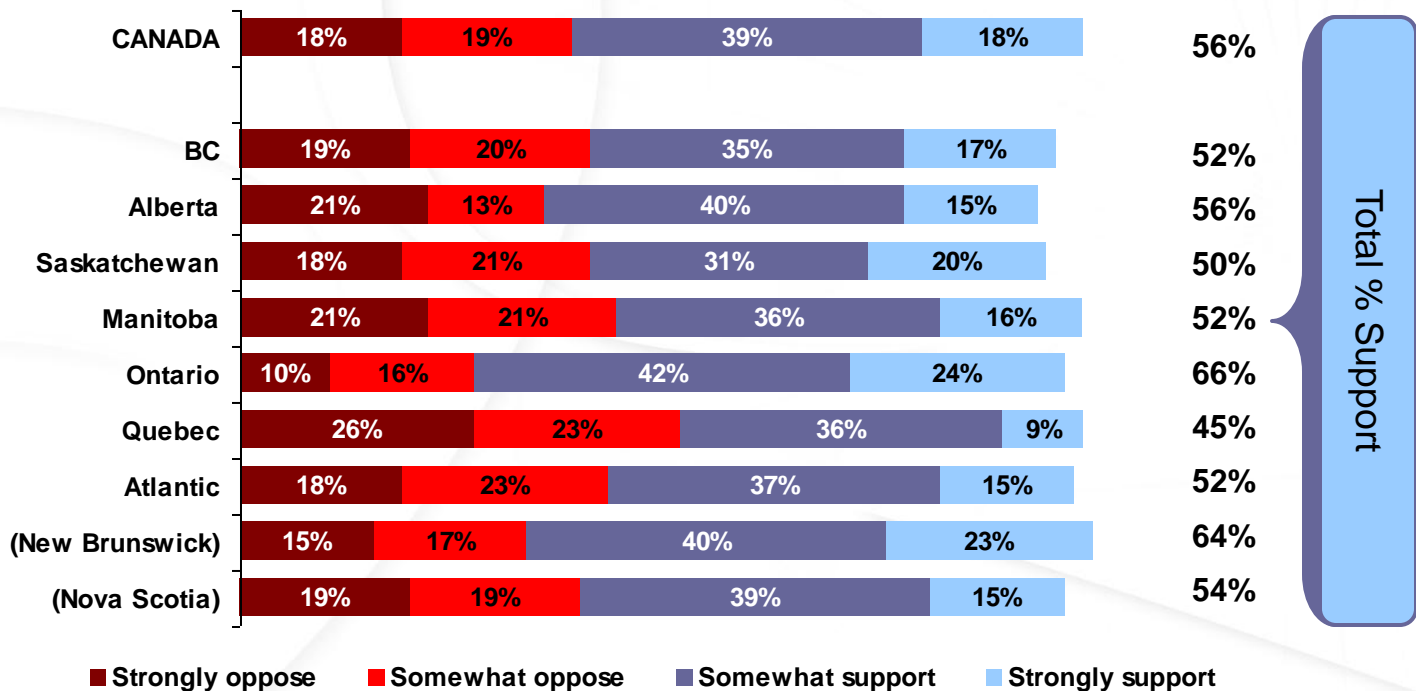
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# Support for Nuclear Power Generation:

## *Majority of Canadians in support*

While supporters of nuclear power outnumber the opposition considerably (56-to-36), the proportions of those on either extreme are equal, as 18% *strongly* support nuclear power generation, and 18% *strongly* oppose it.

Regionally, there are more people who support nuclear than oppose it (particularly in Ontario, where 66% support it) across Canada except in Quebec. In Quebec, 49% oppose nuclear power generation, whereas 45% support it. These numbers are statistically equal.

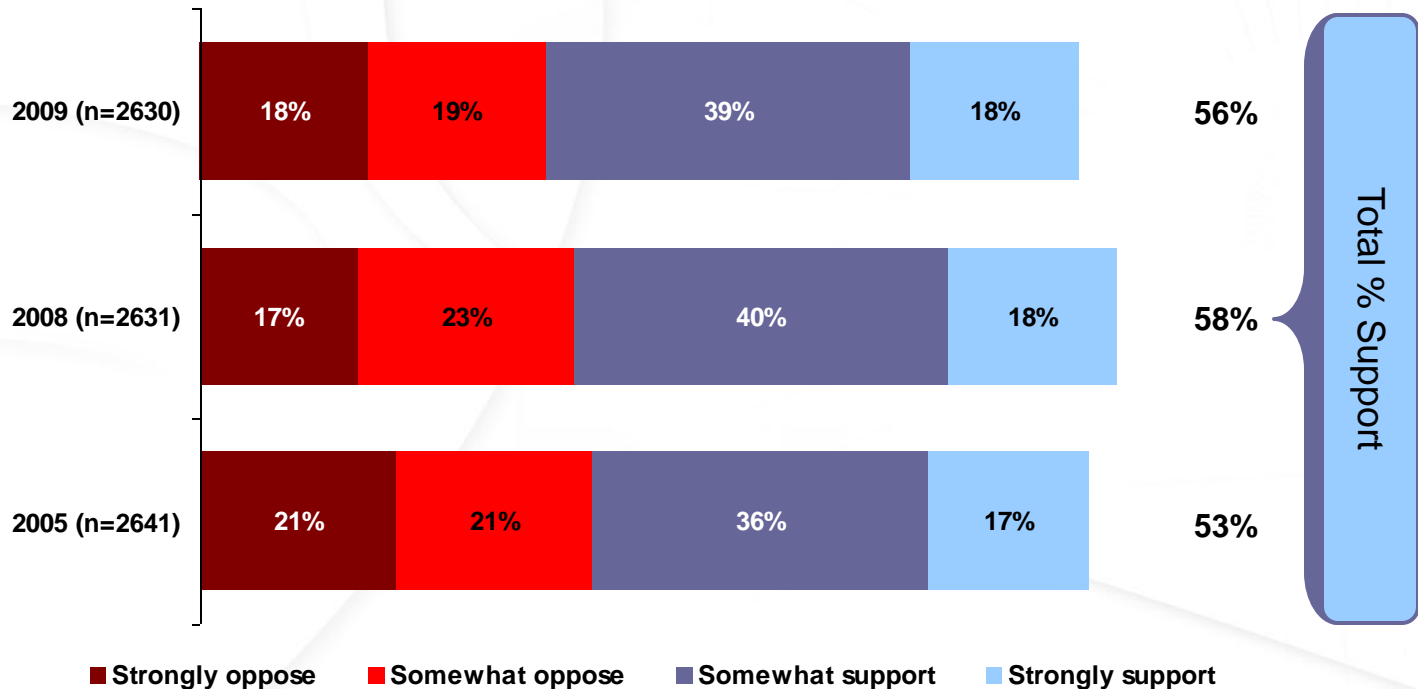


QC1: "Next, on balance would you say that you strongly support, somewhat support, somewhat oppose or strongly oppose the use of nuclear power for generating electricity?" [n=2630; Total Sample]

# Support for Nuclear Power Generation:

## *Support and opposition over time*

Support for the use of nuclear power to generate electricity has not changed significantly since 2005. In both previous waves of research, roughly similar proportions were on either extreme of the scale (strongly support and strongly oppose), with the largest proportion of respondents saying that they “somewhat support” the use of nuclear power to generate electricity.



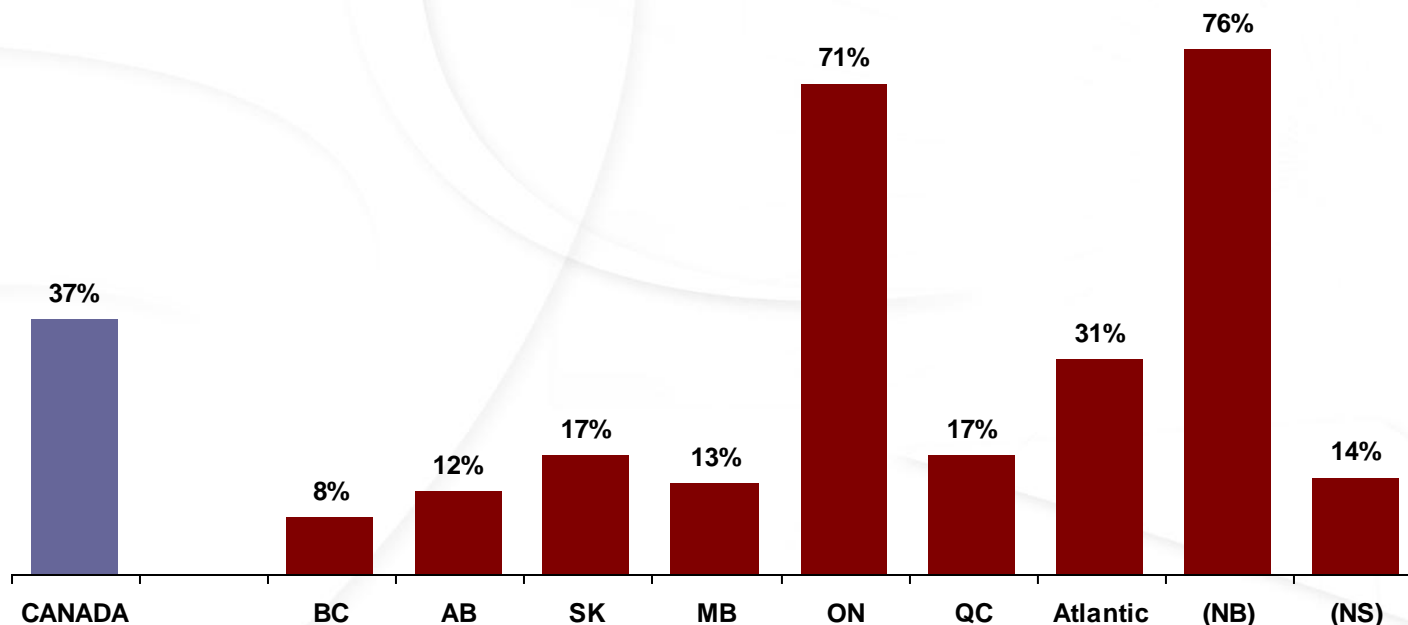
QC1: “Next, on balance would you say that you strongly support, somewhat support, somewhat oppose or strongly oppose the use of nuclear power for generating electricity?”

# Regional Importance of Nuclear Power:

## *Perceived important in Ontario and New Brunswick only*

Regionally, the provinces with the highest proportion of people who believe nuclear power to be an important source of electricity are New Brunswick (76%) and Ontario (71%).

These results are consistent with previous waves of research. In 2005, 37% of Canadians said nuclear power was an important source of electricity in their province, and in 2008, 39% said nuclear power was important in their province. Previous waves of research also uncovered similar spikes in Ontario and New Brunswick.



**Issue-Specific Context:**  
***Awareness & Attitudes of Nuclear Waste***

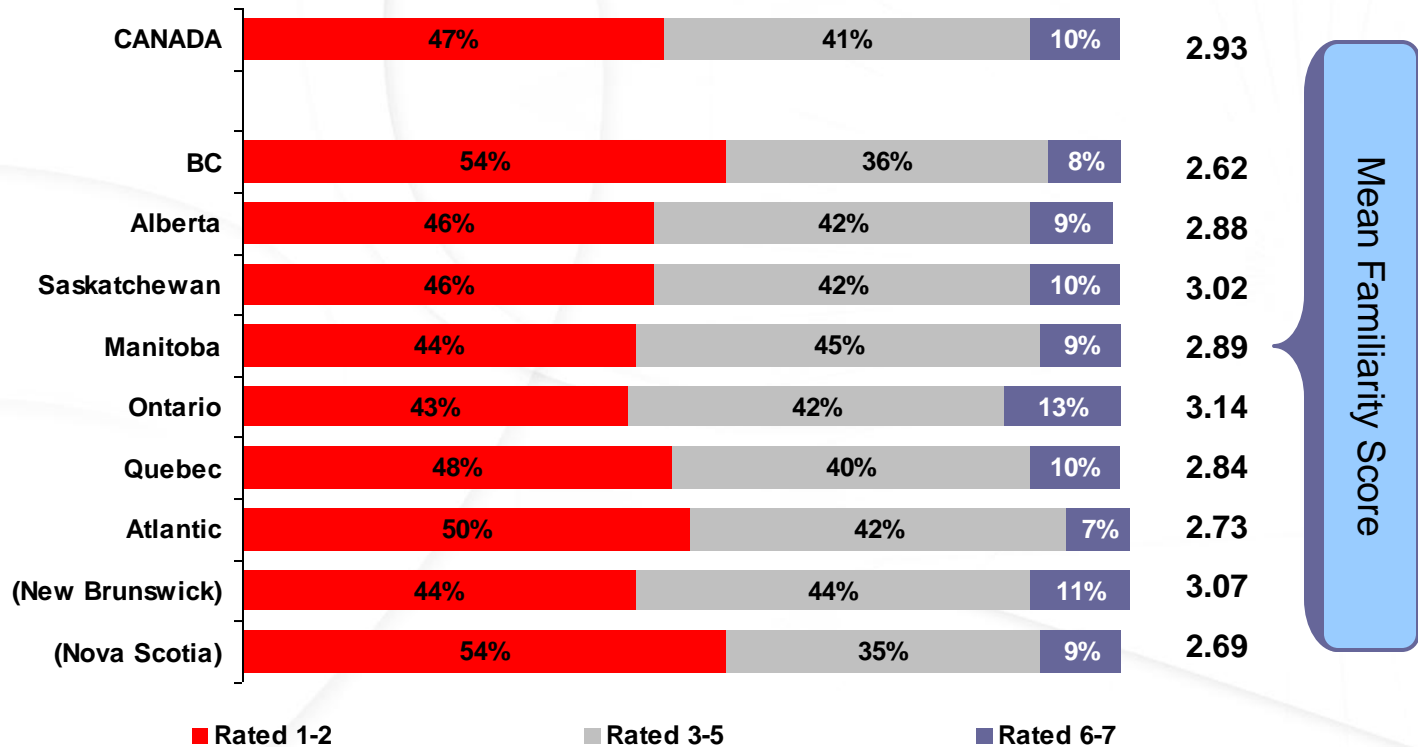
POLLARA 



# Familiarity with Nuclear Waste:

## *Weak self-reported familiarity*

Nearly half of Canadians (47%) rated their familiarity with nuclear waste and how it is managed in Canada as just a one or two out of seven. Moreover, just one in 10 Canadians (10%) rated their familiarity as at least six out of seven – which reveals a broad lack of familiarity across the country with how nuclear waste is managed in Canada.

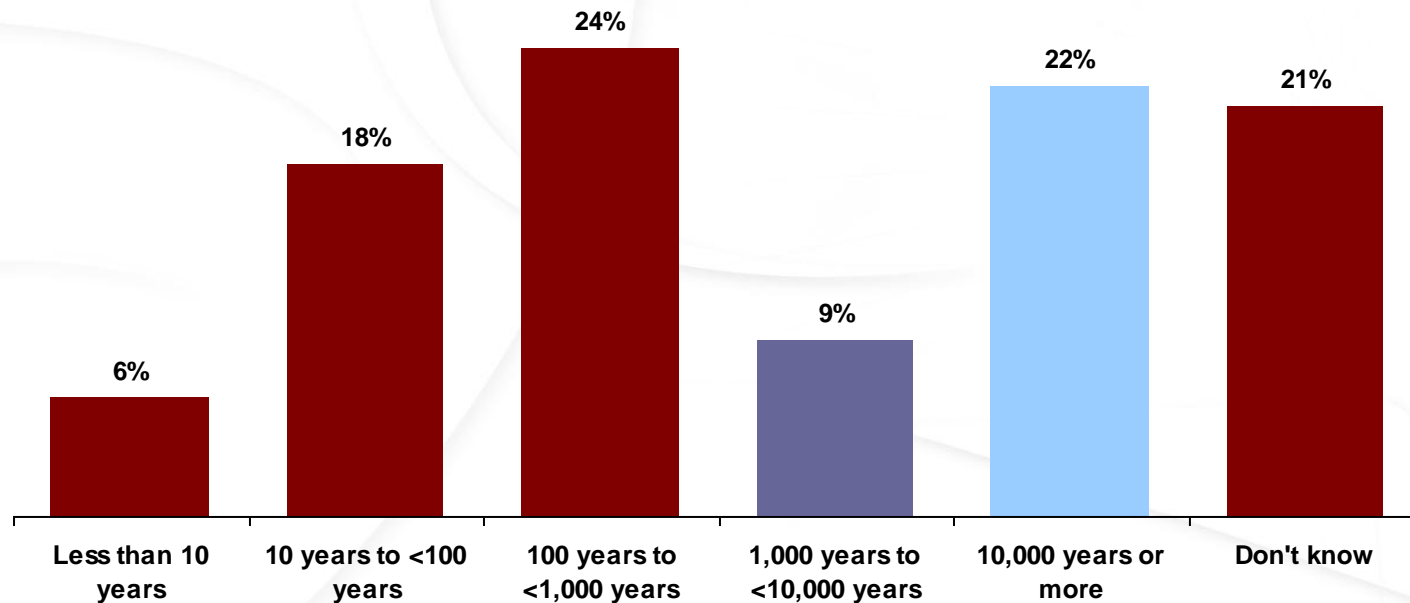


QC3: "Using a scale between one and seven, where one means you are not at all familiar and seven means you are very familiar, overall how familiar would you say you are with nuclear waste and how it is managed in Canada?" [n=2630; Total Sample]

# Familiarity with Hazardous Period of Nuclear Waste:

*Just 22% know the true hazardous period of nuclear waste*

When asked for how long nuclear waste is hazardous and must be managed, the modal response (i.e., most frequently selected) provided by Canadians was in the range of 100 to less than 1,000 years. Consistent with the low levels of self-reported familiarity with how nuclear waste is managed in Canada, only one fifth of Canadians (22%) correctly stated that nuclear waste remains hazardous and must be managed for a period of at least 10,000 years.

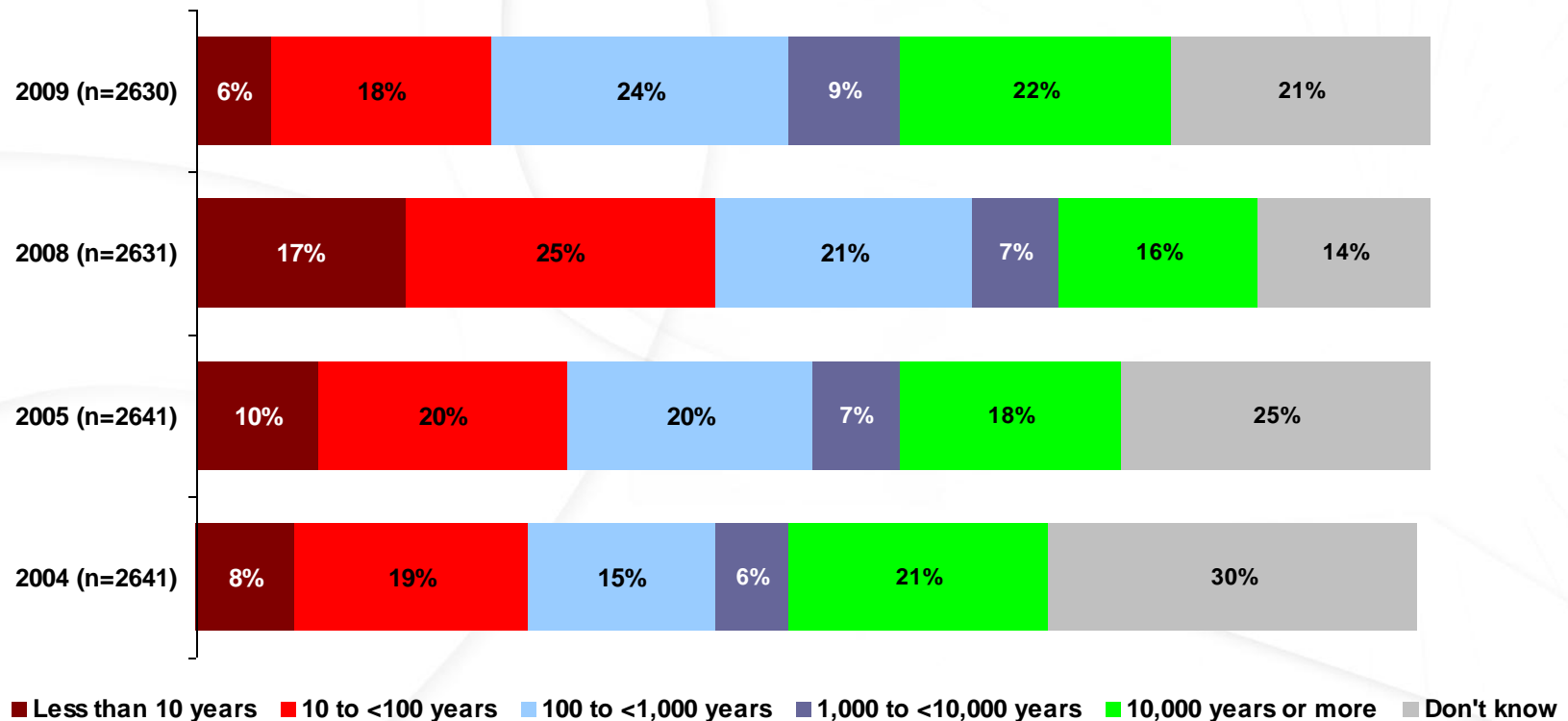


QC4: "Whenever nuclear power is used to generate electricity, some used fuel is left over. This fuel is then removed from the reactor and is radioactive. This is what some people refer to as nuclear waste. To the best of your knowledge, or if you had to guess, for how long does this nuclear fuel or waste have to be managed before it is no longer hazardous?" [n=2630; Total Sample]

# Familiarity with Hazardous Period of Nuclear Waste:

## Results over time

A trend might have been observed prior to the current wave of research wherein Canadians were growing progressively more likely to believe the hazardous period of nuclear waste is less than it actually is. However, the results from the research conducted in 2009 show a reversal. This seems to indicate that the perceived trend of the previous four years may actually have been more a result of statistical margins of error than a progression in the likelihood of Canadians' underestimating the hazardous period of nuclear waste.



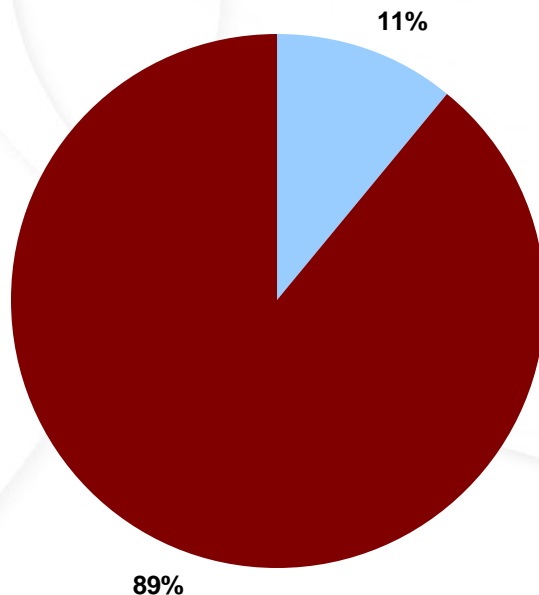
QC4: "Whenever nuclear power is used to generate electricity, some used fuel is left over. This fuel is then removed from the reactor and is radioactive. This is what some people refer to as nuclear waste. To the best of your knowledge, or if you had to guess, for how long does this nuclear fuel or waste have to be managed before it is no longer hazardous?"

# Awareness of NWMO:

## *One in 10 Canadians*

Overall, one in 10 Canadians (11%) report having heard, seen or read something about the NWMO. Awareness of the NWMO is highest in New Brunswick (15%), Ontario (13%), Saskatchewan (13%), and – interestingly – Alberta (15%).

We have also noted significant differences in awareness figures using our Opinion Leader matrix. Fully 28% of our Active Leaders claim to have heard of the NWMO and 16% of Passive Leaders are aware of the NWMO, compared to just 10% of the rest of the general population.

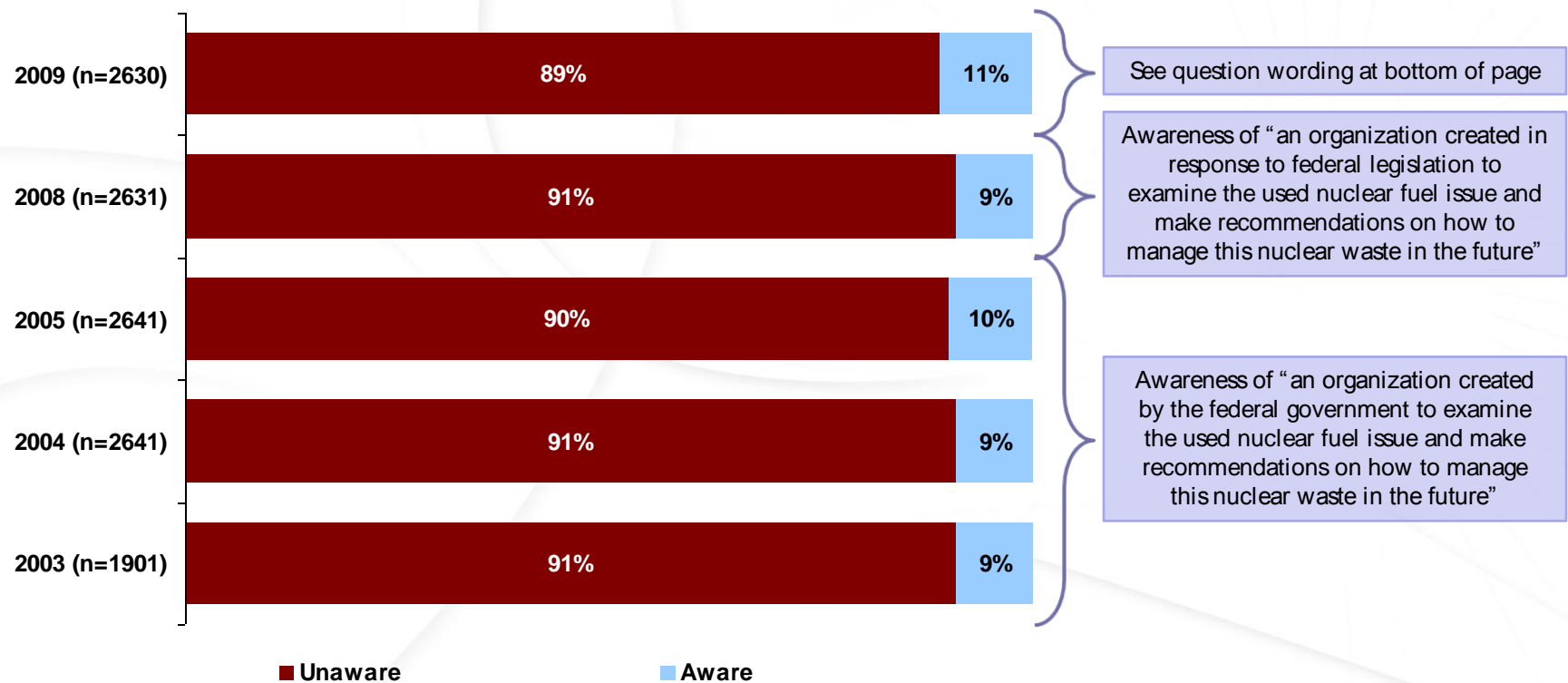


QC5: “The Nuclear Waste Management Organization – or NWMO – was created in response to federal legislation called the Nuclear Fuel Waste Act to implement Canada’s plan for the long-term management of used nuclear fuel. Have you heard, seen or read anything about the NWMO?” [n=2630; Total Sample]

# Awareness of NWMO:

## Awareness over time

From 2003 to 2008, approximately one in 10 Canadians said they had heard, seen or read something about an organization created to examine the used nuclear fuel issue and make recommendations on how to manage this nuclear waste in the future. Those results are consistent with the figures from 2009 related specifically to awareness of the Nuclear Waste Management Organization, or NWMO.



QC5: “The Nuclear Waste Management Organization – or NWMO – was created in response to federal legislation called the Nuclear Fuel Waste Act to implement Canada’s plan for the long-term management of used nuclear fuel. Have you heard, seen or read anything about the NWMO?”

# Awareness of NWMO:

## *Knowledge details*

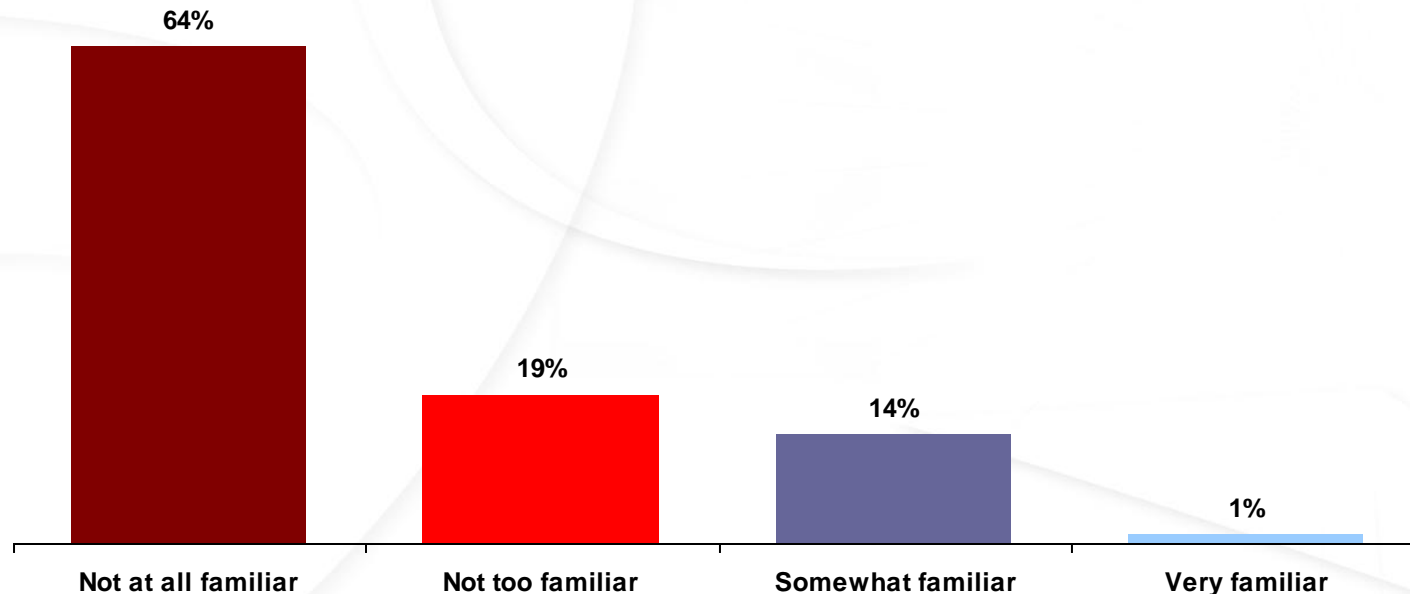
Among the 11% of Canadians who claimed to be aware of the NWMO, the primary response to the follow-up question (What have you heard about them?) was “They’re looking for disposal sites/storage sites” at 26%. Overall, the most common responses with regard to what Canadians know about the NWMO are as follows:

- They’re looking for disposal sites/storage sites (26%)
- I know they exist (17%)
- They manage, or are responsible for, nuclear waste (13%)
- Some people are against the NWMO (6%)
- I am aware of an information session/Town Hall meeting/publication by the NWMO (5%)
- They do nuclear site safety/inspection/security (4%)
- It is government run, not affiliated with Ontario Hydro (3%)
- Don’t know (20%)

# Familiarity with Adaptive Phased Management:

***Just 1% report being “very familiar”***

Overall, 64% of Canadians admit to being “not at all familiar” with Canada’s plan for the long-term management of used nuclear fuel, called Adaptive Phased Management (APM), whereas just 1% report being “very familiar” with APM. While 14% report being “somewhat familiar” with APM, given the context of low familiarity with nuclear waste and how it is managed in Canada, and low awareness of the NWMO, it is important to focus primarily on the “very familiar” proportion as the truest indicator of familiarity with APM.



QC7: “The plan the Government of Canada approved in 2007 as Canada’s plan for the long-term management of used fuel is called Adaptive Phased Management... [DESCRIPTION TRUNCATED] How familiar are you with Canada’s plan for the long-term management of used nuclear fuel, called Adaptive Phased Management?” [n=2630; Total Sample]

**The Siting Process:**  
*Towards an Appropriate Process*

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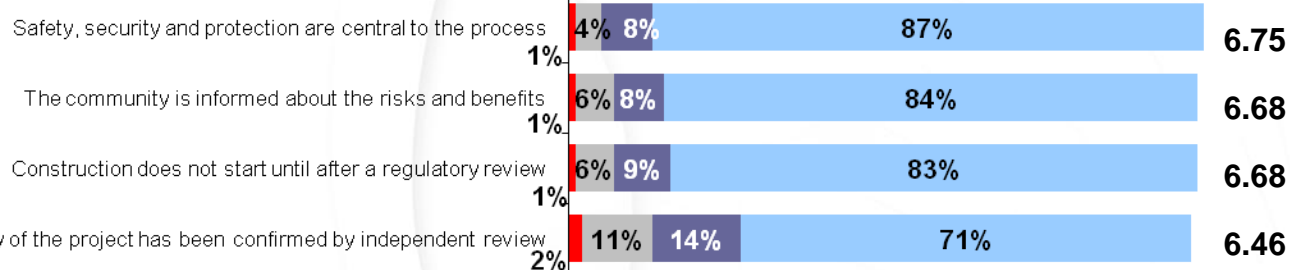


# Importance of Guiding Principles:

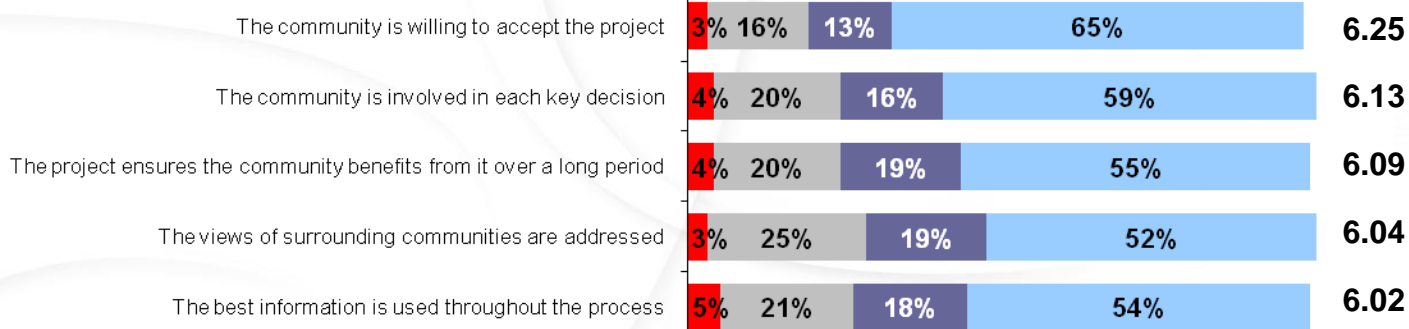
## Macro ratings

All principles are important, particularly those related to safety. A focus on nuclear provinces only and the right to withdraw are less important than the other principles. This is common ground among Canadians, as there was little to no variation by demographic or socio-economic subgroups like region, age or gender.

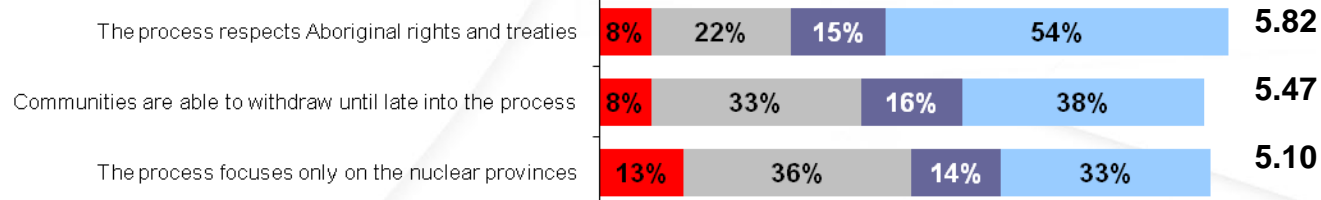
Tier 1



Tier 2



Tier 3



■ Rated 1-2      ■ Rated 3-5      ■ Rated 6      ■ Rated 7

Mean Importance Score

QD1: "We are interested in your thoughts about what an appropriate process to select a site for this geological repository might look like. [QUESTION TRUNCATED] I am going to read you some possible principles that might guide decision-making. I would like you to tell me how important each is using a scale from one to seven, where one means 'not at all important' and seven means 'very important.' How important is it that...?" [n=2630; Total Sample]

**The Siting Process:**  
***Evaluation of Community Support Tactics***

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# Importance of Community Supports:

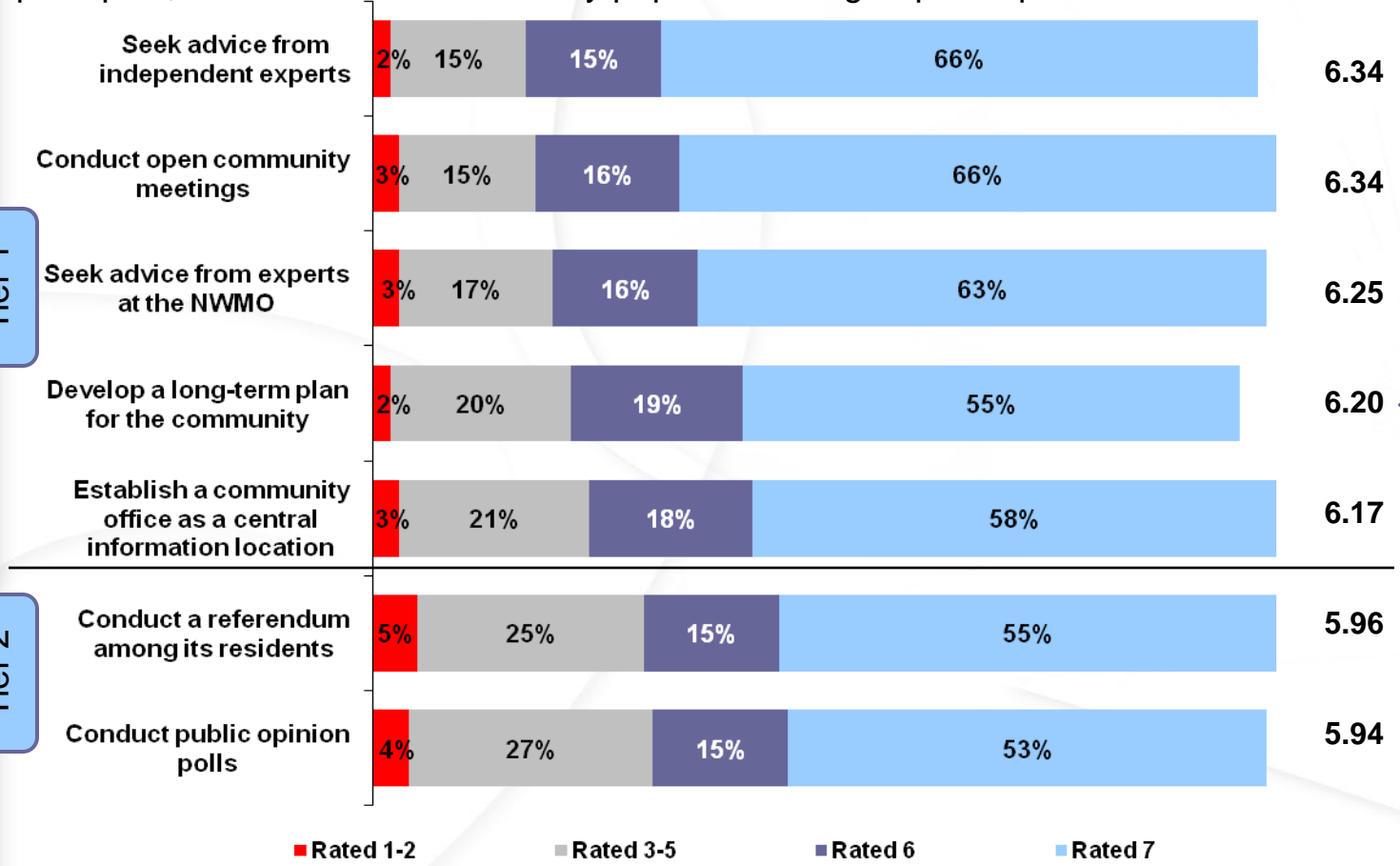
## Macro ratings

All community support tactics are important, particularly the need to provide support to communities so that they can seek advice from experts, both independently and from the NWMO. As with the guiding principles, there was little variation by population subgroup in importance of the community support tactics.

Tier 1

Tier 2

Mean Importance Score

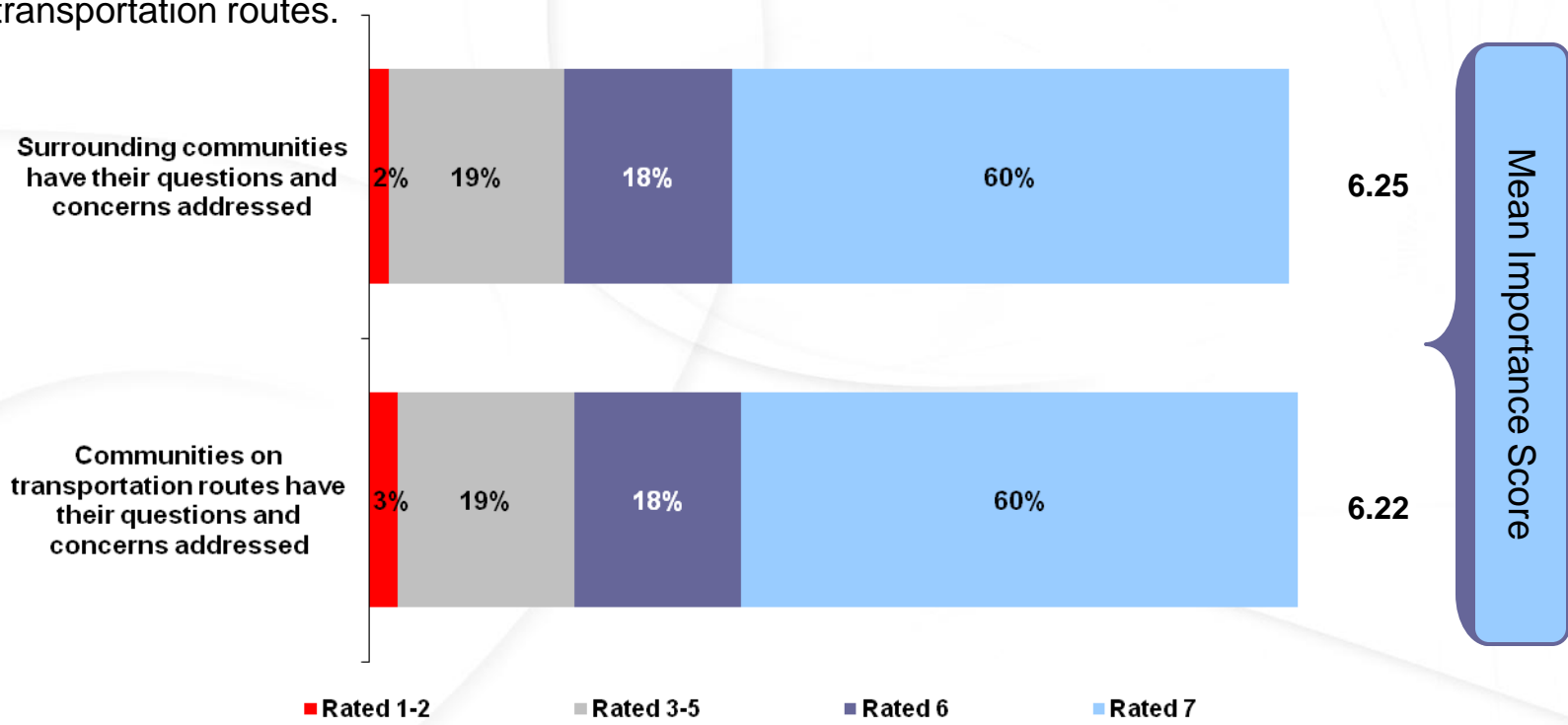


QE1: "Canada's plan requires that this project be located in a community that is fully informed and willing to accept it... [DESCRIPTION TRUNCATED] Using a scale from one to seven, where one means 'not at all important' and seven means 'very important,' how important is it that a community be provided with resources to do the following?" [n=2630; Total Sample]

# Addressing Concerns of Other Communities:

*Importance of this consideration is very high*

It is very important to address the questions and concerns of both surrounding communities and communities along routes where used nuclear fuel is transported. Both types of communities should have their questions and concerns addressed equally, as the mean importance score for addressing the questions and concerns of both community types are very nearly the same (6.25 out of seven for surrounding communities and 6.22 out of seven for communities on transportation routes). Notably, Canadians who do not live in or near a nuclear community are just as sensitive as those who do live in a nuclear community to the questions and concerns of those in surrounding communities and those on transportation routes.

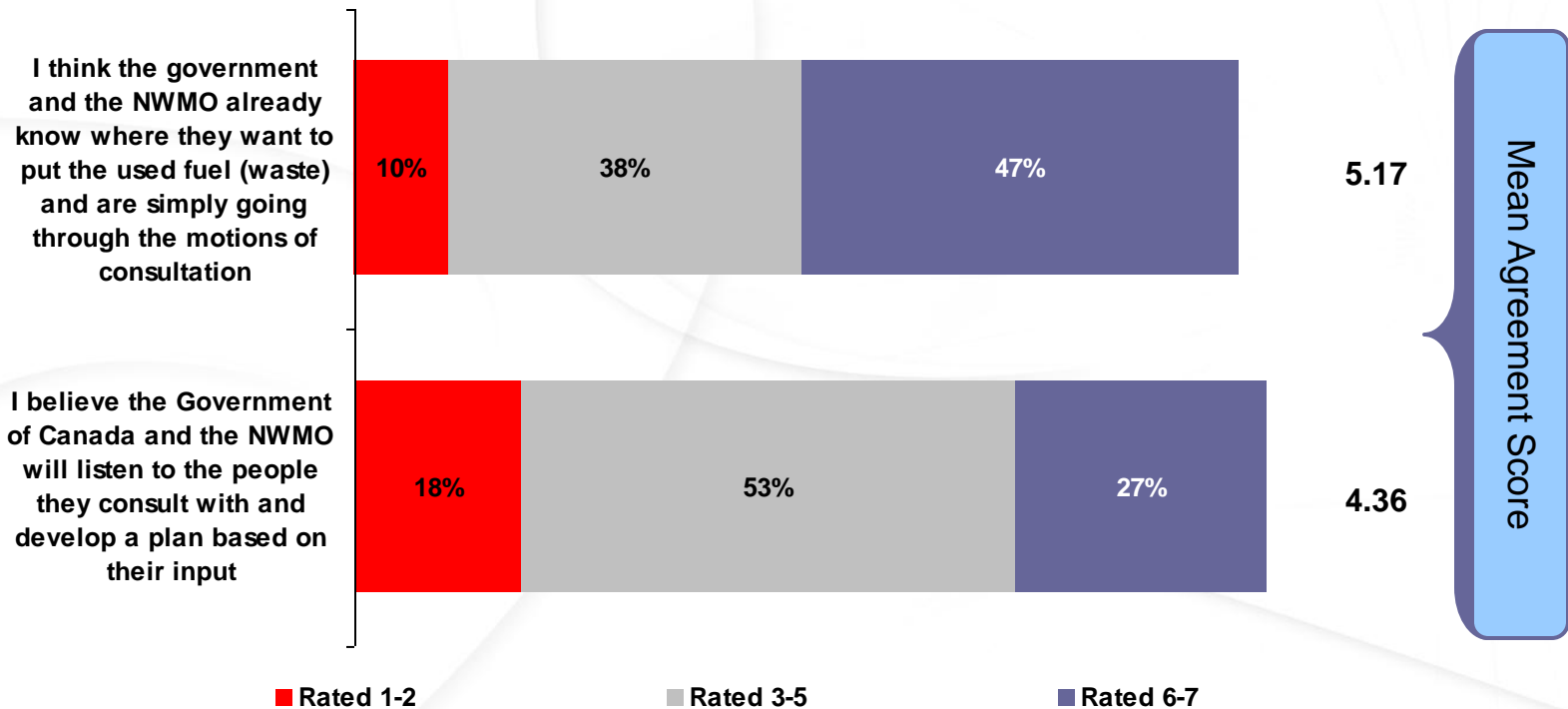


QE2: "Other communities, outside of the host community, may be interested in the project because they are located near the host community or on the route which would be used to transport the used fuel. Considering this, please tell me how important it is that each of the following occurs, using a scale from one to seven, where one means 'not at all important' and seven means 'very important.'" [n=2630; Total Sample]

# Expectations About the Process:

## Canadians uncertain about the NWMO's intentions

Canadians are unsure of whether they believe the Government of Canada and the NWMO will actually listen to people and develop a plan based on that input, or if they already know their plan and are only going through the motions of consultation. This is illustrated by the middling mean scores on both accounts. However, Canadians are more inclined to think that the Government and the NWMO already know where they want to site the used nuclear fuel repository (47%) than agree that the Government and the NWMO will develop their plan based on the input they receive (27%).



QE3: "Please tell me how much you agree or disagree with each of the following statements. Please use a scale from one to seven, where one means you 'strongly disagree' and seven means you 'strongly agree.'" [n=2630; Total Sample]

**Appendix:**  
***Additional Data Charts***

# Importance of Guiding Principles:

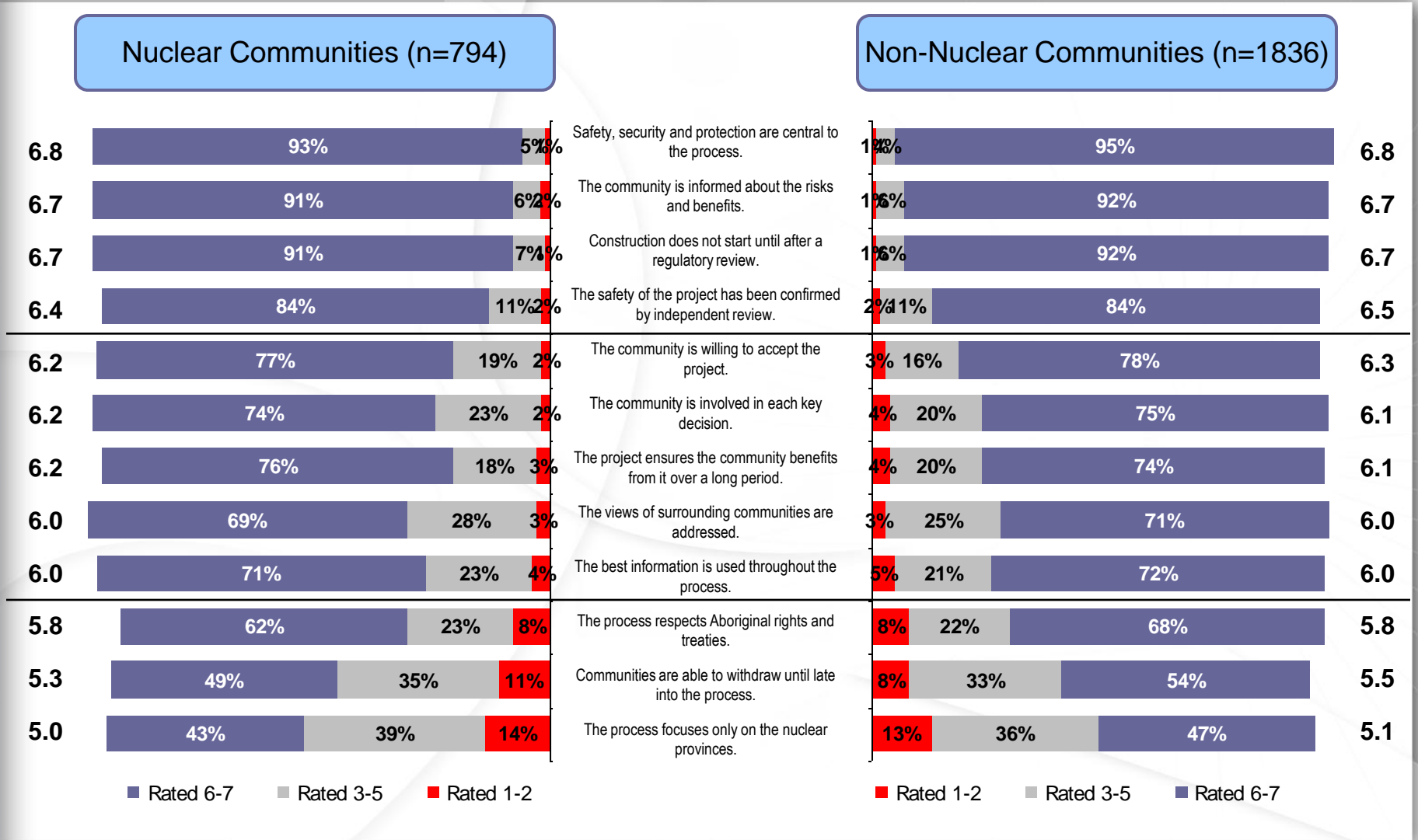
## By region of Canada

	BC (n=150)	AB (n=150)	SK (n=200)	MB (n=100)	ON (n=1050)	QC (n=450)	Atl. (n=530)	(NB) (n=350)	(NS) (n=100)
Safety, security and protection are central to the process.	6.9	6.8	6.7	6.8	6.7	6.8	6.7	6.9	6.6
The community is informed about the risks and benefits.	6.8	6.8	6.7	6.7	6.6	6.6	6.6	6.8	6.6
Construction does not start until after a regulatory review.	6.7	6.7	6.5	6.7	6.7	6.7	6.7	6.7	6.5
The safety of the project has been confirmed by independent review.	6.6	6.4	6.5	6.6	6.4	6.4	6.5	6.6	6.3
The community is willing to accept the project.	6.3	6.3	6.3	6.2	6.2	6.3	6.4	6.4	6.5
The community is involved in each key decision.	6.2	6.1	6.1	6.2	6.1	6.1	6.3	6.4	6.2
The project ensures the community benefits from it over a long period.	5.8	5.9	6.1	6.1	6.1	6.3	6.1	6.1	5.9
The views of surrounding communities are addressed.	6.0	6.1	6.0	6.1	5.9	6.2	6.2	6.2	6.0
The best information is used throughout the process.	6.1	5.8	5.8	5.8	6.0	6.1	6.0	6.1	5.7
The process respects Aboriginal rights and treaties.	5.9	5.5	5.8	5.4	5.8	6.0	5.7	5.8	5.4
Communities are able to withdraw until late into the process.	5.6	5.3	5.3	5.5	5.3	5.7	5.7	5.5	5.5
The process focuses only on the nuclear provinces.	4.9	4.8	4.7	4.9	5.0	5.5	5.2	5.2	5.0

QD1: "We are interested in your thoughts about what an appropriate process to select a site for this geological repository might look like. [QUESTION TRUNCATED] I am going to read you some possible principles that might guide decision-making. I would like you to tell me how important each is using a scale from one to seven, where one means 'not at all important' and seven means 'very important.' How important is it that...?" [n=2630; Total Sample]

# Importance of Guiding Principles:

## Nuclear communities compared to the rest of Canada



QD1: "We are interested in your thoughts about what an appropriate process to select a site for this geological repository might look like. [QUESTION TRUNCATED] I am going to read you some possible principles that might guide decision-making. I would like you to tell me how important each is using a scale from one to seven, where one means 'not at all important' and seven means 'very important.' How important is it that...?" [n=2630; Total Sample]



# Methodology:

## *Opinion Leaders*

Respondents were asked nine questions to gauge their level of civic engagement. Used in a matrix, these questions categorize individuals as Active Opinion Leaders, Passive Opinion Leaders, or members of the general population. Questions used in Pollara's Opinion Leader Matrix ask: "Within the past 12 months, have you..."

Active Opinion Leader Items	Passive Opinion Leader Items
<ul style="list-style-type: none"> <li>▪ Spoken at a public meeting, demonstration or protest?</li> <li>▪ Written a letter to a newspaper editor, or an article for publication, or called into a television or radio talk show that deals with current affairs?</li> <li>▪ Written to, or held a formal meeting or conversation with an elected representative?</li> <li>▪ Published, maintained or updated your own website or blog?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Helped to circulate a petition?</li> <li>▪ Been a member or served as an officer of a charity, volunteer, fraternal, or community service organization?</li> <li>▪ Been a member of, or worked for a political party?</li> <li>▪ Posted ratings or reviews of products or services online?</li> <li>▪ Frequently participated in an online social network such as Facebook or Twitter?</li> </ul>

Active Opinion Leaders: Have done at least three Active Opinion Leader items (5% of total sample)

Passive Opinion Leaders: Have done at least four items total, not including individuals categorized as Active Opinion Leaders (9% of total sample)

General Population: All other individuals (86% of total sample)

# Importance of Guiding Principles:

## *Opinion leaders compared to the rest of the general population*

	Active Opinion Leaders (n=143)	Passive Opinion Leaders (n=232)	Rest of General Population (n=2250)
Safety, security and protection are central to the process.	6.7	6.8	6.8
The community is informed about the risks and benefits.	6.7	6.9	6.7
Construction does not start until after a regulatory review.	6.6	6.8	6.7
The safety of the project has been confirmed by independent review.	6.5	6.4	6.5
The community is willing to accept the project.	6.2	6.4	6.3
The community is involved in each key decision.	6.2	6.0	6.1
The project ensures the community benefits from it over a long period.	5.8	5.7	6.1
The views of surrounding communities are addressed.	6.1	6.1	6.0
The best information is used throughout the process.	6.3	5.9	6.0
The process respects Aboriginal rights and treaties.	5.8	5.9	5.8
Communities are able to withdraw until late into the process.	5.8	4.9	5.5
The process focuses only on the nuclear provinces.	4.7	4.9	5.1

QD1: "We are interested in your thoughts about what an appropriate process to select a site for this geological repository might look like. [QUESTION TRUNCATED] I am going to read you some possible principles that might guide decision-making. I would like you to tell me how important each is using a scale from one to seven, where one means 'not at all important' and seven means 'very important.' How important is it that...?" [n=2630; Total Sample]

# Importance of Guiding Principles:

## By age group

	Aged 18-34 (n=443)	Aged 35-54 (n=1106)	Aged 55 and over (n=1081)
Safety, security and protection are central to the process.	6.7	6.8	6.8
The community is informed about the risks and benefits.	6.6	6.7	6.7
Construction does not start until after a regulatory review.	6.6	6.7	6.7
The safety of the project has been confirmed by independent review.	6.3	6.6	6.5
The community is willing to accept the project.	6.2	6.3	6.2
The community is involved in each key decision.	5.9	6.2	6.2
The project ensures the community benefits from it over a long period.	5.9	6.1	6.2
The views of surrounding communities are addressed.	5.7	6.1	6.2
The best information is used throughout the process.	5.8	6.1	6.1
The process respects Aboriginal rights and treaties.	5.5	5.9	6.0
Communities are able to withdraw until late into the process.	5.2	5.6	5.7
The process focuses only on the nuclear provinces.	4.9	5.1	5.3

QD1: "We are interested in your thoughts about what an appropriate process to select a site for this geological repository might look like. [QUESTION TRUNCATED] I am going to read you some possible principles that might guide decision-making. I would like you to tell me how important each is using a scale from one to seven, where one means 'not at all important' and seven means 'very important.' How important is it that...?" [n=2630; Total Sample]

# Importance of Community Supports:

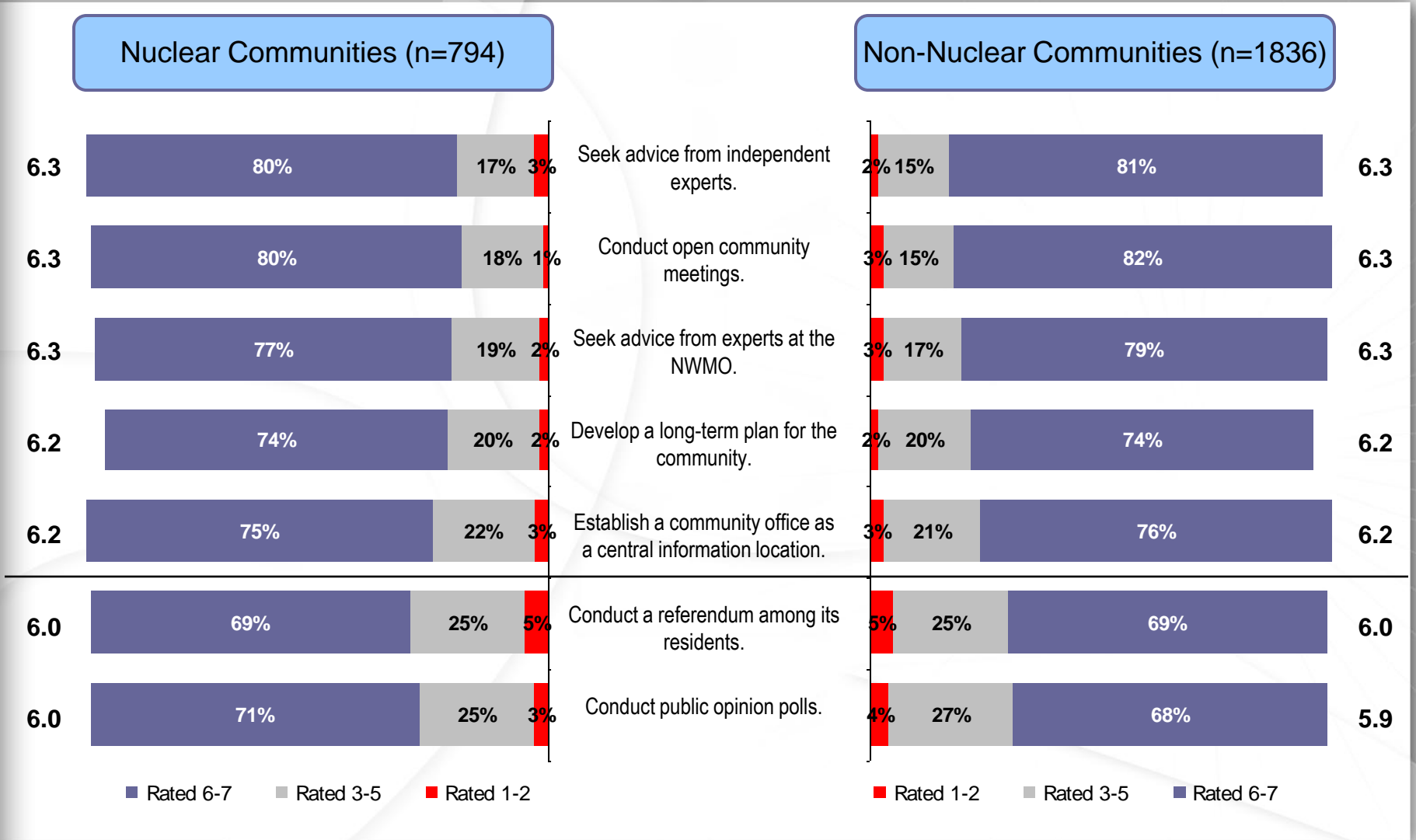
## *By region of Canada*

	BC (n=150)	AB (n=150)	SK (n=200)	MB (n=100)	ON (n=1050)	QC (n=450)	Atl. (n=530)	(NB) (n=350)	(NS) (n=100)
Seek advice from independent experts.	6.4	6.2	6.2	6.3	6.3	6.5	6.4	6.4	6.4
Conduct open community meetings.	6.3	6.4	6.4	6.5	6.4	6.2	6.5	6.6	6.5
Seek advice from experts at the NWMO.	6.2	6.3	6.3	6.3	6.3	6.3	6.4	6.4	6.2
Develop a long-term plan for the community.	6.2	6.2	6.1	6.2	6.2	6.2	6.4	6.3	6.3
Establish a community office as a central information location.	6.3	6.2	6.1	6.1	6.1	6.2	6.3	6.3	6.2
Conduct a referendum among its residents.	6.1	5.9	6.1	5.9	5.9	6.0	6.2	6.1	6.1
Conduct public opinion polls.	5.9	6.0	5.9	6.0	5.9	6.0	6.1	6.2	6.0

QE1: "Canada's plan requires that this project be located in a community that is fully informed and willing to accept it... [DESCRIPTION TRUNCATED] Using a scale from one to seven, where one means 'not at all important' and seven means 'very important,' how important is it that a community be provided with resources to do the following?" [n=2630; Total Sample]

# Importance of Community Supports:

## *Nuclear communities compared to the rest of Canada*



QE1: "Canada's plan requires that this project be located in a community that is fully informed and willing to accept it... [DESCRIPTION TRUNCATED] Using a scale from one to seven, where one means 'not at all important' and seven means 'very important,' how important is it that a community be provided with resources to do the following?" [n=2630; Total Sample]

# Importance of Community Supports:

## *Opinion leaders compared to the rest of the general population*

	Active Opinion Leaders (n=143)	Passive Opinion Leaders (n=232)	Rest of General Population (n=2250)
Seek advice from independent experts.	6.2	6.5	6.3
Conduct open community meetings.	6.4	6.5	6.3
Seek advice from experts at the NWMO.	5.9	6.3	6.3
Develop a long-term plan for the community.	6.2	6.2	6.2
Establish a community office as a central information location.	5.9	6.1	6.2
Conduct a referendum among its residents.	5.9	6.0	6.0
Conduct public opinion polls.	5.9	5.9	5.9

QE1: "Canada's plan requires that this project be located in a community that is fully informed and willing to accept it... [DESCRIPTION TRUNCATED] Using a scale from one to seven, where one means 'not at all important' and seven means 'very important,' how important is it that a community be provided with resources to do the following?" [n=2630; Total Sample]

# Importance of Community Supports:

## *By age group*

	Aged 18-34 (n=443)	Aged 35-54 (n=1106)	Aged 55 and over (n=1081)
Seek advice from independent experts.	6.2	6.4	6.5
Conduct open community meetings.	6.1	6.4	6.4
Seek advice from experts at the NWMO.	6.1	6.3	6.4
Develop a long-term plan for the community.	6.1	6.2	6.3
Establish a community office as a central information location.	6.0	6.2	6.3
Conduct a referendum among its residents.	5.8	6.0	6.1
Conduct public opinion polls.	5.7	6.0	6.1

QE1: "Canada's plan requires that this project be located in a community that is fully informed and willing to accept it... [DESCRIPTION TRUNCATED] Using a scale from one to seven, where one means 'not at all important' and seven means 'very important,' how important is it that a community be provided with resources to do the following?" [n=2630; Total Sample]

# Addressing Concerns of Other Communities:

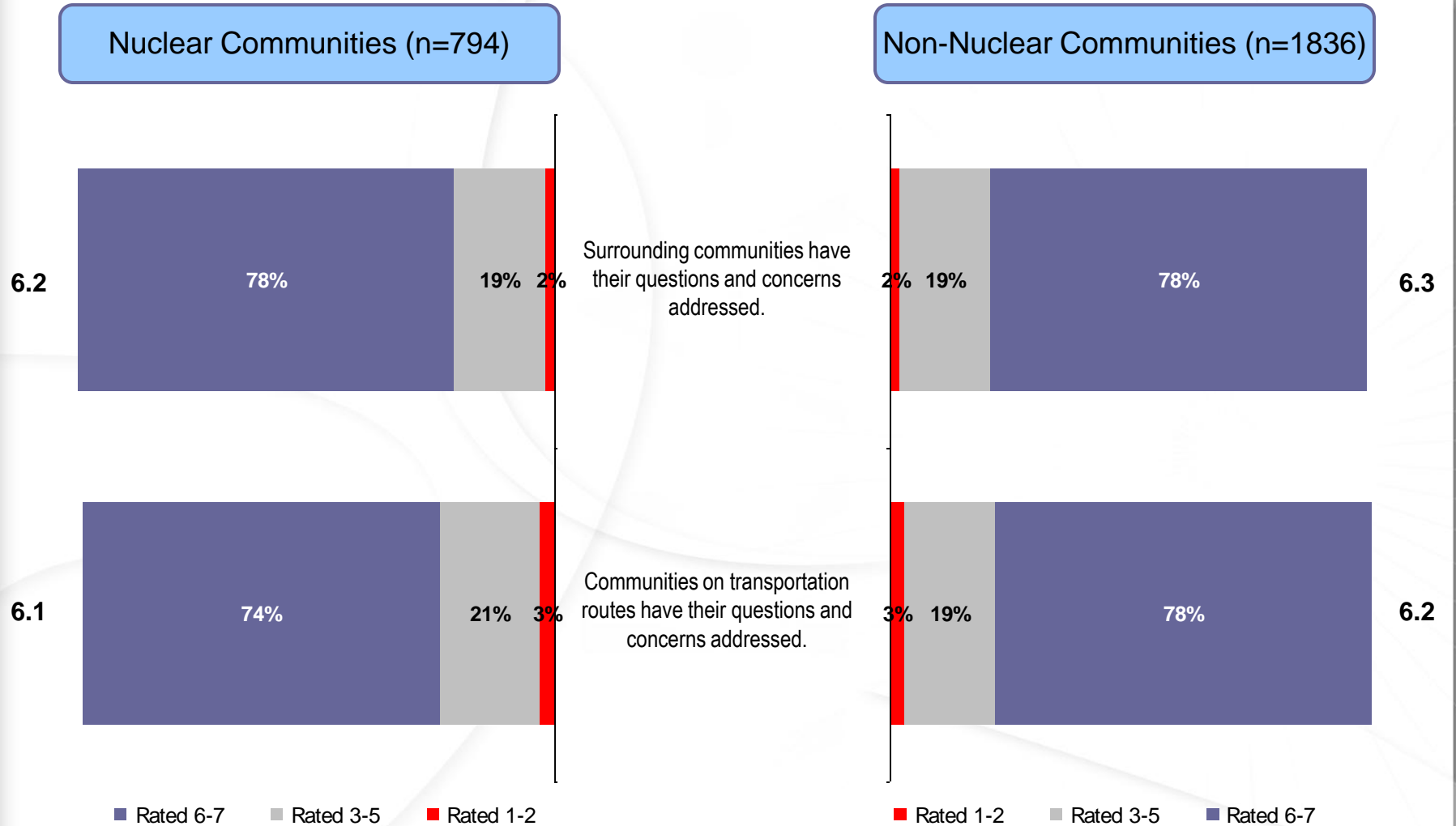
## *By region of Canada*

	BC (n=150)	AB (n=150)	SK (n=200)	MB (n=100)	ON (n=1050)	QC (n=450)	Atl. (n=530)	(NB) (n=350)	(NS) (n=100)
Surrounding communities have their questions and concerns addressed.	6.4	6.3	6.3	6.2	6.2	6.3	6.4	6.4	6.4
Communities on transportation routes have their questions and concerns addressed.	6.4	6.3	6.3	6.3	6.1	6.2	6.4	6.3	6.2

QE2: "Other communities, outside of the host community, may be interested in the project because they are located near the host community or on the route which would be used to transport the used fuel. Considering this, please tell me how important it is that each of the following occurs, using a scale from one to seven, where one means 'not at all important' and seven means 'very important.'" [n=2630; Total Sample]



# Addressing Concerns of Other Communities: Nuclear communities compared to the rest of Canada



QE2: "Other communities, outside of the host community, may be interested in the project because they are located near the host community or on the route which would be used to transport the used fuel. Considering this, please tell me how important it is that each of the following occurs, using a scale from one to seven, where one means 'not at all important' and seven means 'very important.'" [n=2630; Total Sample]

# Addressing Concerns of Other Communities:

## *Opinion leaders compared to the rest of the general population*

	Active Opinion Leaders (n=143)	Passive Opinion Leaders (n=232)	Rest of General Population (n=2250)
Surrounding communities have their questions and concerns addressed.	6.2	6.3	6.3
Communities on transportation routes have their questions and concerns addressed.	6.3	6.1	6.2

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# Addressing Concerns of Other Communities:

*By age group*

	Aged 18-34 (n=443)	Aged 35-54 (n=1106)	Aged 55 and over (n=1081)
Surrounding communities have their questions and concerns addressed.	6.1	6.3	6.3
Communities on transportation routes have their questions and concerns addressed.	6.1	6.3	6.3

QE2: "Other communities, outside of the host community, may be interested in the project because they are located near the host community or on the route which would be used to transport the used fuel. Considering this, please tell me how important it is that each of the following occurs, using a scale from one to seven, where one means 'not at all important' and seven means 'very important.'" [n=2630; Total Sample]

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