

Quotas:

Nova Scotia	35%
New Brunswick	35%
Prince Edward Island	10%
Newfoundland	20%

Thank you for taking the time to complete this important survey which seeks to explore your thoughts on a variety of topics related to energy. It should take about 10 minutes of your time to complete.

1. Are you or anyone in your household employed in the energy industry? (For example, employed by a company like NB Power, NS Power, Efficiency Nova Scotia, NL Power, NL Hydro, Maritime Electric, or others) **IF YES THANK AND TERMINATE**

- 1 Yes
- 2 No

2. Do you identify as:

- 1 Male
- 2 Female
- 3 Other

3. In which year were you born? **[4 DIGIT NUMERIC]**

4. In which province or territory do you live? **[TERMINATE IF NOT IN ATLANTIC CANADA]**

Label	Item
British Columbia	BC
Alberta	AB
Saskatchewan	SK
Manitoba	MB
Ontario	ON
Quebec	QC
New Brunswick	NB
Nova Scotia	NS
Prince Edward Island	PE
Newfoundland and Labrador	NF
Territories (Northwest Territories, Yukon, Nunavut)	NT/YK/NU

Do not currently live in Canada **TERMINATE**

5. To ensure we speak with a range of people from across the region, please provide the first three digits of your postal code.

6. In politics, people sometimes talk about ‘the Left’ and ‘the Right’. In general, where would you place yourself on the scale below in terms of your political viewpoint? **PROVIDE SLIDING 11-POINT SCALE WITH TEXT MARKERS DO NOT INCLUDE NUMERIC MARKERS**

Left					Neutral					Right	Not sure/Prefer not to say
0	1	2	3	4	5	6	7	8	9	10	98

7. Please indicate the degree to which the following statements are like you. **[RANDOMIZE]**

- a. I feel pleasure in improving the quality of the environment.
- b. I feel pleasure in mastering new ways to protect the environment.
- c. I consider taking care of myself and the environment as inseparable.
- d. Taking care of the environment has become a fundamental part of who I am.
- e. Taking care of the environment has become part of the way I have chosen to live my life.
- f. I think it is a sensible thing to try and care for the environment.
- g. I think it is a good idea to do something for the environment.
- h. I have chosen to contribute to a better environment by doing something myself.
- i. I care for the environment to avoid being criticized.
- j. I care for the environment because my family and friends think I should.
- k. I think others would be upset if I did not care for the environment.

1 Almost the opposite of me

2

3

4 Neutral

5

6

7 Very similar to me

8. How much do you trust or distrust the following as sources of information on electricity issues? **[RANDOMIZE]**

- a. Environmental groups
- b. Energy industry associations (for example, the Canadian Electricity Association)
- c. Academics and Universities
- d. Energy regulators
- e. Government departments (for example, the Ministry of Energy)

- f. Electrical Utilities and electricity providers (for example, New Brunswick Power, Nova Scotia Power, Maritime Electric, Newfoundland Power, Saint John Power)
- g. Retailers of electronics, lighting, and appliances
- h. Friends and family

- 1 Strongly distrust
- 2 Distrust
- 3 Neutral
- 4 Trust
- 5 Strongly trust
- 98 Not sure

9. Please rate each of the following energy sources in terms of whether you agree or disagree that they represent 'clean electricity'. **[RANDOMIZE]**

- 1 Solar panels
- 2 Wind turbines
- 3 Hydro dams
- 4 Coal-fired power plants
- 5 Natural gas-fired power plants
- 6 Oil-fired power plants
- 7 Nuclear power plants
- 8 Biomass power plants (burns wood or agriculture waste)

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree
- 98 Not sure

10. Electricity is "clean" when the source of that electricity generates... **[RANDOMIZE]**

- a. No pollution to the air or water to make electricity
- b. No nuclear waste to make electricity
- c. No pollution to the air or water or nuclear waste to make electricity

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree
- 98 Not sure

10e. **[POSE AS OPEN END UNDER GRID]** Are there any other criteria you would consider when thinking of electricity as clean?

- 98 Not sure
- 99 No other criteria

11. Electricity is “emissions-free” when... **[RANDOMIZE]**

- a) Tailpipe or chimney stack pollution is captured and stored underground
- b) Electricity is generated with solar, wind or hydro
- c) There is no nuclear waste
- d) There is no air or carbon pollution, but there is nuclear waste

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree
- 98 Not sure

11e. **[POSE AS OPEN END UNDER GRID]** Are there any other criteria you would consider when thinking of electricity as emissions free?

- 98 Not sure
- 99 No other criteria

12. Which statement comes closest to your own point of view? **[ALLOW SINGLE RESPONSE]**
[RANDOMIZE KEEPING 98 LAST]

- 1 Terms such as “clean” and “emissions free” apply to nuclear power because it does not produce greenhouse gases.
- 2 Terms such as “clean” and “emissions free” should not apply to nuclear power because there are other environmental or social risks associated with it.
- 98 Not sure

13. Some people argue that relying on large hydro dams and nuclear power plants will **increase electricity rates** because they are expensive to build. Other people argue that relying on wind and solar will **increase electricity rates** because they have the extra cost of storage technologies. Which statement comes closest to your own point of view? **[ALLOW SINGLE RESPONSE]** **[RANDOMIZE KEEPING 98 LAST]**

- 1 Relying on large hydro dams and nuclear power plants will increase electricity rates more than relying on wind and solar technologies.
- 2 Relying on wind and solar technologies will increase electricity rates more than relying on large hydro dams and nuclear power plants.

98 Not sure

14. Some people argue that relying on large hydro dams and nuclear power plants makes electricity **more reliable** because they operate 24 hours a day. Other people argue that relying on wind and solar projects makes electricity **more reliable** because they can be built in more places and use batteries to store electricity when the wind is not blowing or the sun is not shining. Which of the following statements comes closer to your own point of view. **[ALLOW SINGLE RESPONSE]**
[RANDOMIZE KEEPING 98 LAST]

- 1 Relying on large hydro dams and nuclear power plants makes electricity more reliable.
- 2 Relying on wind, solar and storage technologies makes electricity more reliable.

98 Not sure

15. The federal government is requiring utilities in New Brunswick and Nova Scotia that burn coal to cut their greenhouse gas pollution by at least half by 2030. To meet the new regulated standard, utilities must use carbon capture technology*, close the plants, or switch to other forms of electricity generation. Understanding that there are cost implications to each of the options below, which may impact electricity rates, to what extent do you support or oppose each of the following options. **[RANDOMIZE]**

**Carbon capture technology refers to the capture of greenhouse gas pollution, which is then stored underground, preventing it from going into our atmosphere.*

- a. Keep the coal plants open and install technology to capture greenhouse gas pollution and store it underground
- b. Close coal plants and replace the electricity with small modular nuclear reactors
- c. Close coal plants and replace the electricity with hydro from Quebec and Newfoundland and Labrador
- d. Close coal plants and replace the electricity with renewable energy like solar and wind made in my province
- e. Keep the coal plants open and find equivalent carbon emissions reductions elsewhere in New Brunswick and Nova Scotia

- 1 Strongly oppose
- 2 Oppose
- 3 Neutral
- 4 Support
- 5 Strongly support
- 98 Not sure

16. New Brunswick is proposing to build two nuclear plants at its Point Lepreau Nuclear Generating Station. The pilots are new designs called small modular nuclear reactors. Please indicate if you agree or disagree with the following statements. **[RANDOMIZE]**

1. Nuclear power stations take 10 to 15 years to build. To slow climate change, we must close power plants that run on coal, oil and natural gas now.
2. We can close power plants that run on coal, oil and natural gas once small modular nuclear plants are built in 10 to 15 years.
3. There currently is not enough capacity from wind and solar generation, therefore we need to rely on coal, oil and natural gas plants, or nuclear.
4. There currently is enough capacity from wind and solar generation, therefore we don't need to rely on coal, oil and natural gas plants, or nuclear.

1 Strongly disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly agree

98 Not sure

17. Nuclear plants generate solid radioactive waste that is managed and stored at the nuclear site where it is generated. Currently this waste is not recycled and doing so would create liquid radioactive waste. One of these nuclear pilot projects at Point Lepreau proposes to recycle about 1% of the solid nuclear waste. Which of these two perspectives comes closest to your own point of view? **[ALLOW SINGLE RESPONSE] [RANDOMIZE KEEPING 98 LAST]**

1 Recycling 1% of the nuclear waste is a good first step, compared to what is currently being done.

2 Recycling 1% of the nuclear waste is not an improvement because it creates new liquid waste.

98 Not sure

18. There are discussions underway among the federal government, Atlantic Provinces, and electric utilities about creating an Atlantic Loop. The Atlantic Loop would link the Atlantic Provinces, and Quebec to create a transmission network to trade electricity among all five provinces. Do you support or oppose having an integrated electricity grid where all five provinces share their electricity supply?

1 Strongly oppose

2 Oppose

3 Neutral

4 Support

5 Strongly support

98 Not sure

19. Please indicate how much you agree or disagree with the following statements. **[RANDOMIZE]**

a. I want small modular nuclear reactors powering my electricity

- b. I want solar, wind and small hydro powering my electricity
- c. I want large hydro dams powering my electricity
- d. I want coal, oil and natural gas powering my electricity
- e. I want my electricity to come from sources only within the Atlantic Region
- f. I am open to having my electricity come from Quebec

- 1 Strongly disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly agree
- 98 Not sure

20. How important are the following factors when it comes to influencing your opinion of an electricity source? **[RANDOMIZE]**

- a. Impact to the natural environment
- b. Costs to develop or maintain
- c. Impact on human health and safety
- d. Visual impact (e.g., transmission lines or power plants, wind turbines)
- e. Effects on the province/Atlantic region economy and/or consumers)

- 1 Not at all important
- 2 Not very important
- 3 Important, but not critical
- 4 Critically important
- 98 Not sure

20f. **POSE UNDER Q20 GRID.** What other factors are important in influencing your opinion of an electricity source?

- 98 Not sure
- 99 No other factors

21. Please indicate whether you agree or disagree with the following statements. **[RANDOMIZE]**

- a. The Atlantic Loop will make our electricity system more reliable
- b. The Atlantic Loop will make our electricity more affordable
- c. The Atlantic Loop will make our electricity system more environmentally sustainable

- 1 Strongly Disagree
- 2 Disagree

- 3 Neutral
- 4 Agree
- 5 Strongly agree
- 98 Not sure

22. Scientists studying how to solve climate change say that electricity will power more of our day-to-day activities in the future. Some people argue that eliminating pollution from our electricity system and using electricity to power more of our lives will raise the cost of electricity. Others say that we can modernize the electricity system and invest in energy efficiency so that even if power rates go up, our power bills go down overall. Which point of view comes closest to your own? **[ALLOW SINGLE RESPONSE] [RANDOMIZE]**

- 1 Electricity will cost more as we power more of our day-to-day activities
- 2 We will spend the same or less on electricity because we will be more energy efficient
- 98 Not sure

23. Which aspect is most important to you when it comes to your electricity (where 1 is your top priority, 2 is your second priority and 3 is your third priority). **[RANDOMIZE]**

- 1 Environmentally sustainable
- 2 Affordable
- 3 Reliable
- 98 Not Sure

23a. What, if any, other aspects are important to you when it comes to your electricity? **POSE ON SAME SCREEN AS 23**

-
- 99 No other aspects
 - 98 Not sure

We are nearly done, just a few questions about you remaining.

24. To your knowledge, how far is each of the following from where you live?

	Less than 5 km	6-10 km	11 – 15 km	16-20 km	None/Not applicable	Not sure
a. Hydroelectric dam						
b. Wind turbines						
c. Nuclear plant						
d. Coal-fired plant						
e. Oil power plants						
f. natural gas power plants						
g. solar panels						
h. biomass plant (burns woodchips, pellets or agriculture waste)						

25. Do you identify as

- a) Francophone
 - b) Indigenous (First Nations, Inuit, Métis)
 - c) Visible minority
- 1 Yes
 - 2 No
 - 98 Prefer not to answer

26. In which type of community do you currently live?

- 1 A city (i.e., an urban population centre)
- 2 A suburb of a city
- 3 A small town or rural community
- 4 Other
- 98 Not sure

27. What is the highest level of education you have achieved?

- 1 Some high school
- 2 Graduated high school
- 3 Some college/CEGEP
- 4 College/CEGEP graduate
- 5 Apprenticeship
- 6 Some university
- 7 Undergraduate university degree
- 8 Post-graduate university degree
- 98 Prefer not to say

28. Which of the following best describes your total household income in 2020?

- 1 Under \$20,000
- 2 \$20,000 to \$39,999
- 3 \$40,000 to \$59,999
- 4 \$60,000 to \$79,999
- 5 \$80,000 to \$99,999
- 6 \$100,000 to \$119,999
- 7 \$120,000 to \$159,999
- 8 \$160,000 to \$199,999
- 9 \$200,000 or more
- 98 Prefer not to say

29. If a federal election were held today, for which party would you vote? **[ALLOW ONE RESPONSE ONLY] [RANDOMIZE 1-5]**

- 1 Liberal Party of Canada
- 2 Conservative Party of Canada
- 3 People's Party of Canada
- 4 Green Party of Canada
- 5 New Democratic Party
- 6 Other (please specify: _____)
- 7 Undecided
- 8 I would not vote
- 9 Prefer not to answer

30. Any final comments? **[OPEN-ENDED]**

98 No comment

Thank you for completing this survey.