



Municipality of South Bruce
Community Survey

August 2023



The purpose of the 2023 South Bruce Community Survey was to:

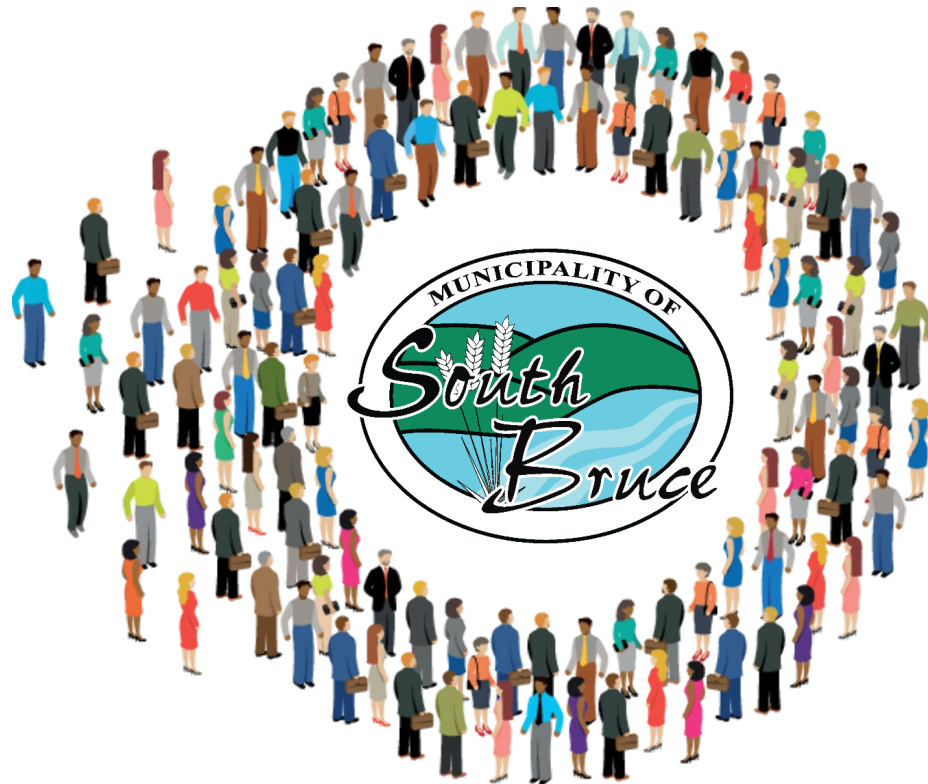
- Objectively measure resident awareness of the Nuclear Waste Management Organization (NWMO) project.
- Understand how informed the community feels and identify additional information needed to ensure residents are able to make an informed decision at the 2024 referendum.

The survey used the following data collection method:

- A web-enabled mailout survey was sent out to over 2,300 ratepayer households in the Municipality using post cards with unique pin codes. Respondents were also able to complete the survey via telephone or hardcopy.
- Results were screened to ensure quality and reliability using Deloitte's in-depth **Quality Control process** (*described on next slide*).
- Respondents were screened to ensure they reside or own property within the Municipality of South Bruce and are over the age of 18.
- The survey responses have been weighted by age according to the 2021 Canadian Census profile for the Municipality of South Bruce to ensure the findings are representative of the population.
- The sample size resulted in a +/-7.0% margin of error at a 95% confidence level, showing that the results accurately represent the population of South Bruce.
- This methodology resulted in 198 statistically valid completes.

The responses were screened to ensure data quality and reliability

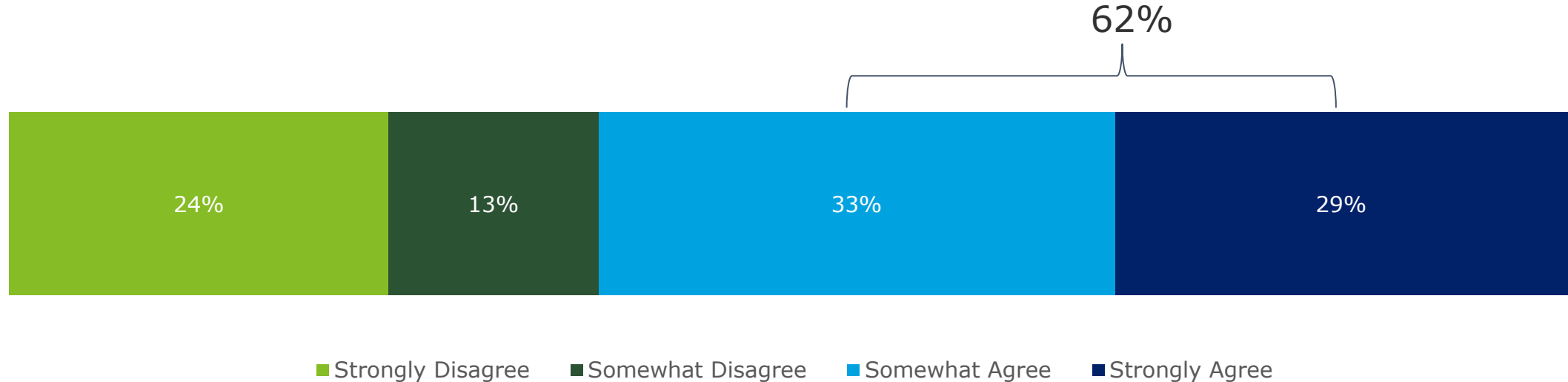
- Upon closing of the survey, **all responses were scanned in detail** using Deloitte's in-depth Quality Control process.
- This process was used to **detect any potential duplicates or invalid cases**, using a combination of several response criteria including the following:
 - Assigned PIN numbers
 - IP Address
 - Start/end time of survey
 - Length of survey
 - Response similarity
- Using this methodology, we detected 88 invalid survey responses which were removed from the final results.
 - 71 responses were from the same device, and the remaining invalid responses came from 8 others.
- The final data was assessed by multiple researchers to ensure the quality, validity and reliability of the survey results.



Detailed Findings from Market Research Data

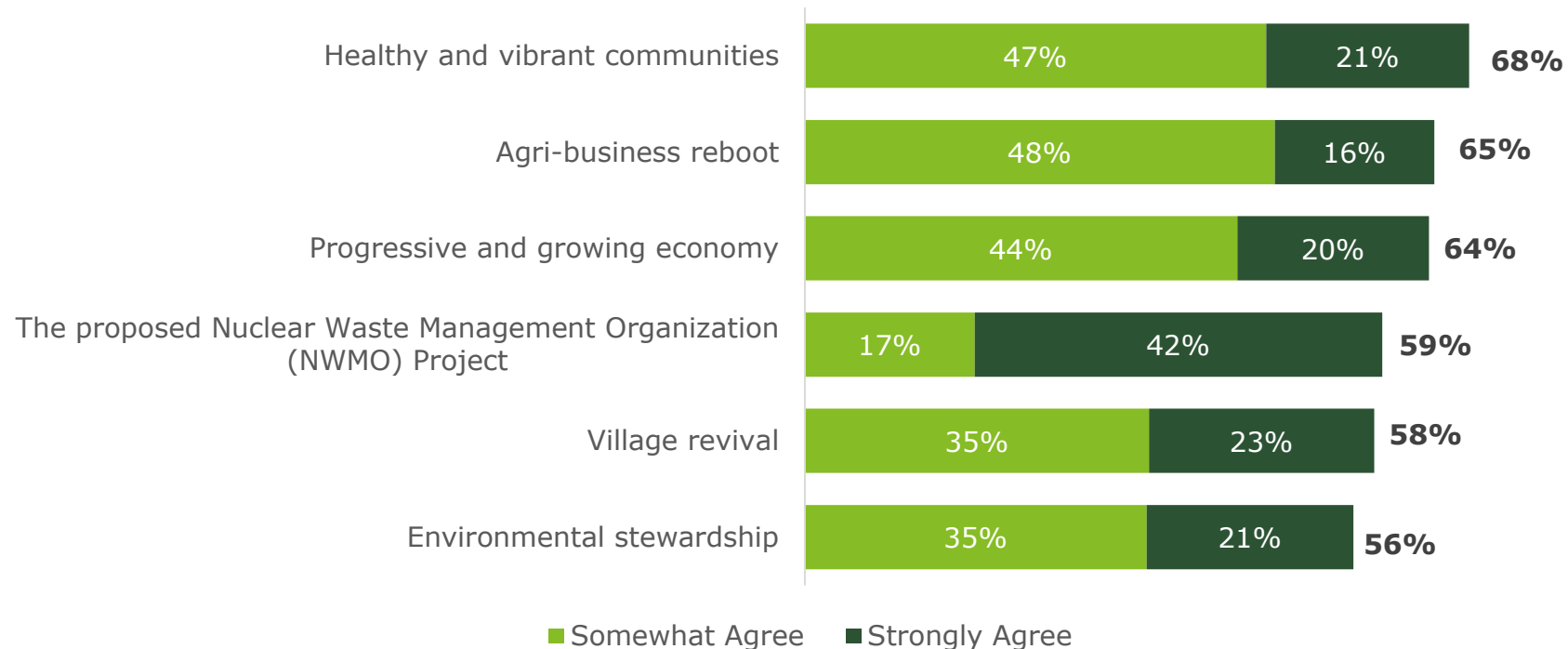
Methodological Note: *Throughout out the report, some percentages may not add to 100% due to rounding.*

62% of respondents agreed that the Municipality of South Bruce is taking the right actions to meet the future needs of the community.



To what extent do you agree that the Municipality of South Bruce is taking the right actions to meet the future needs of the community?

59% of respondents agreed that the Municipality of South Bruce is moving in the right direction on the proposed Nuclear Waste Management Organization project.



To what extent do you agree that the Municipality of South Bruce is moving in the right direction on each of the following topics?

Derived Importance Explanation

Derived importance is a methodology for calculating importance without asking it directly. This is used to understand the subconscious factors driving residents’ overall agreement with the direction of the Municipality. To calculate derived importance, the following is required:



Overall Agreement: An overall **Key Performance Indicator (KPI)** is needed, in this case that would be *“To what extent do you agree that the Municipality of South Bruce is taking the right actions to meet the future needs of the community?”*.

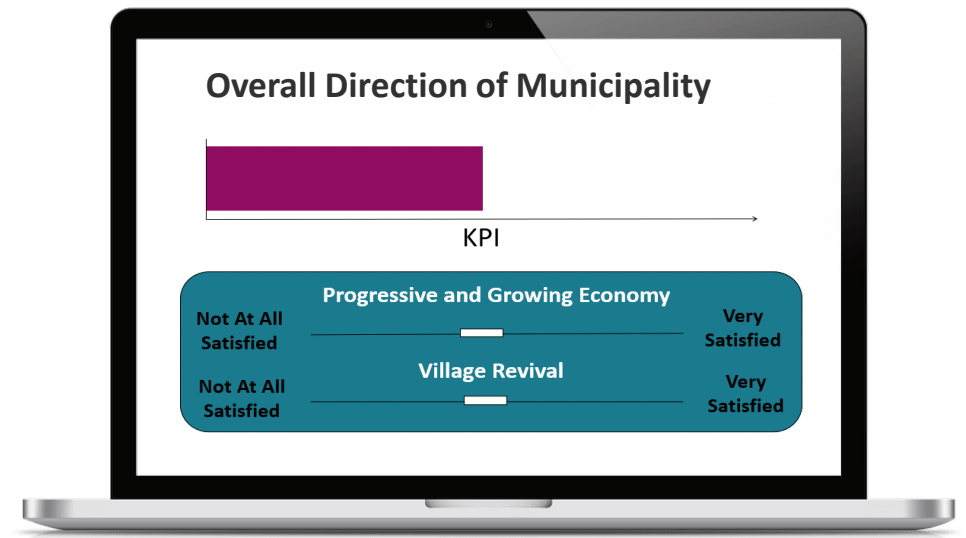


Factors: Next, we would ask if respondents agree that the Municipality of South Bruce is moving in the right direction on various factors.



Importance: Using these data points, we can then calculate how strongly each factor impacts overall agreement with the direction of the Municipality. Factors that are very important will have a large influence on residents’ overall agreement that the Municipality is taking the right actions to meet the future needs of the community.

Example:



Using Deloitte’s proprietary derived importance methodology, it was found that a progressive and growing economy and the proposed NWMO project are highly important to community members. These factors have the highest impact on community members’ agreement that the the Municipality of South Bruce is taking the right actions to meet the future needs of the community

Factor	Importance
Progressive and growing economy	9.4
The proposed Nuclear Waste Management Organization (NWMO) Project	8.6
Healthy and vibrant communities	7.6
Environmental stewardship	6.4
Village revival	6.4
Agri-business reboot	6.4

Respondents were shown/read the following information about the Nuclear Waste management Organization (NWMO) project:

The Municipality of South Bruce is home to one of two final sites that the Nuclear Waste Management Organization (NWMO) is considering to securely store Canada's used nuclear fuel in a deep geological repository (DGR).

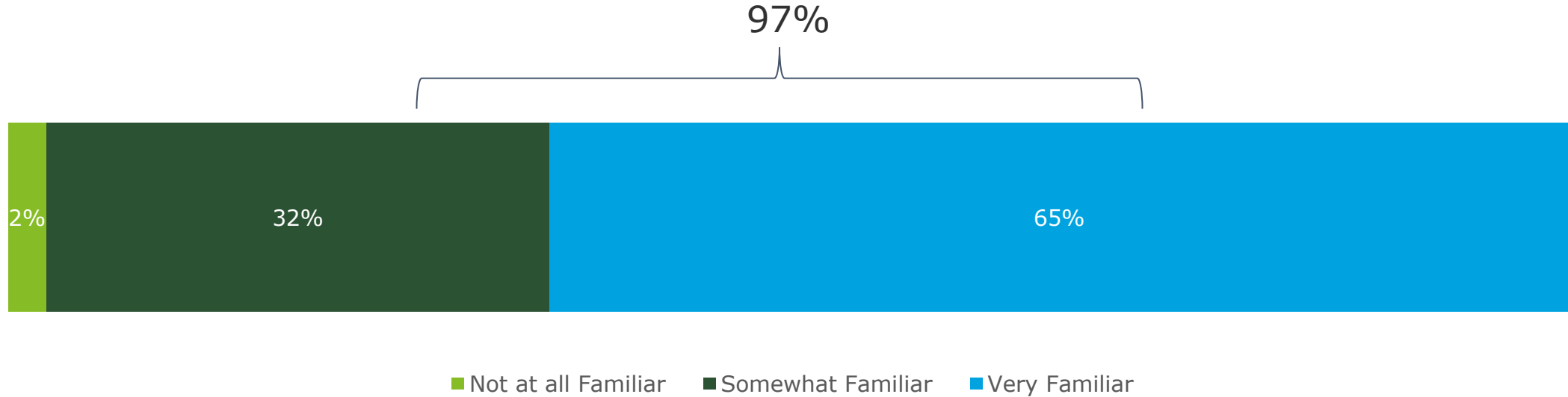
The federal government tasked the NWMO with finding a safe, permanent solution for Canada's used nuclear fuel. Globally, storing the waste in a reinforced facility deep underground is considered the safest long-term option.

The proposed facility would be about 660-metres underground, with a Centre of Expertise and other facilities above ground.

The Project will only come to South Bruce if it is safe for people and the environment, the community demonstrates willingness to host it, and it provides meaningful benefits to the community. The Municipality has hired consultants to conduct studies, and to independently review the NWMO studies related to the Project. You can read more at: www.southbruce.ca/Studies.

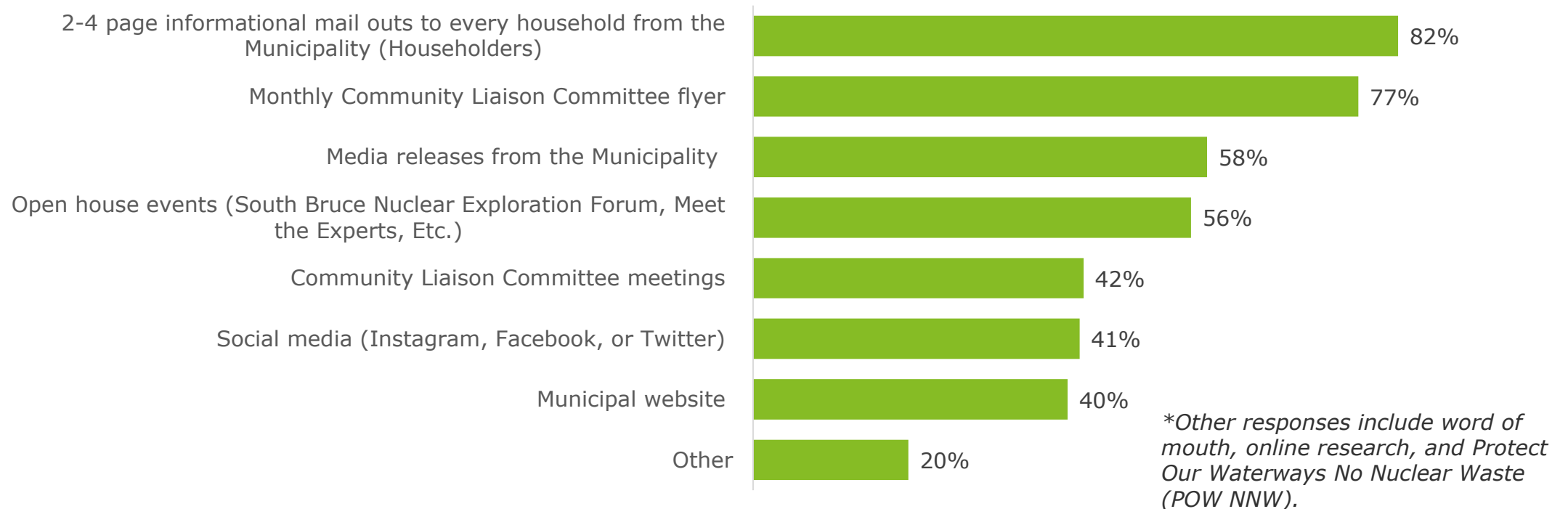
The NWMO is seeking a willing and informed community to host the facility. The Municipality plans to hold a referendum next year to measure community willingness.

The vast majority of respondents (97%) were at least somewhat familiar with the NWMO project.



How familiar are you with the NWMO project that was just described?

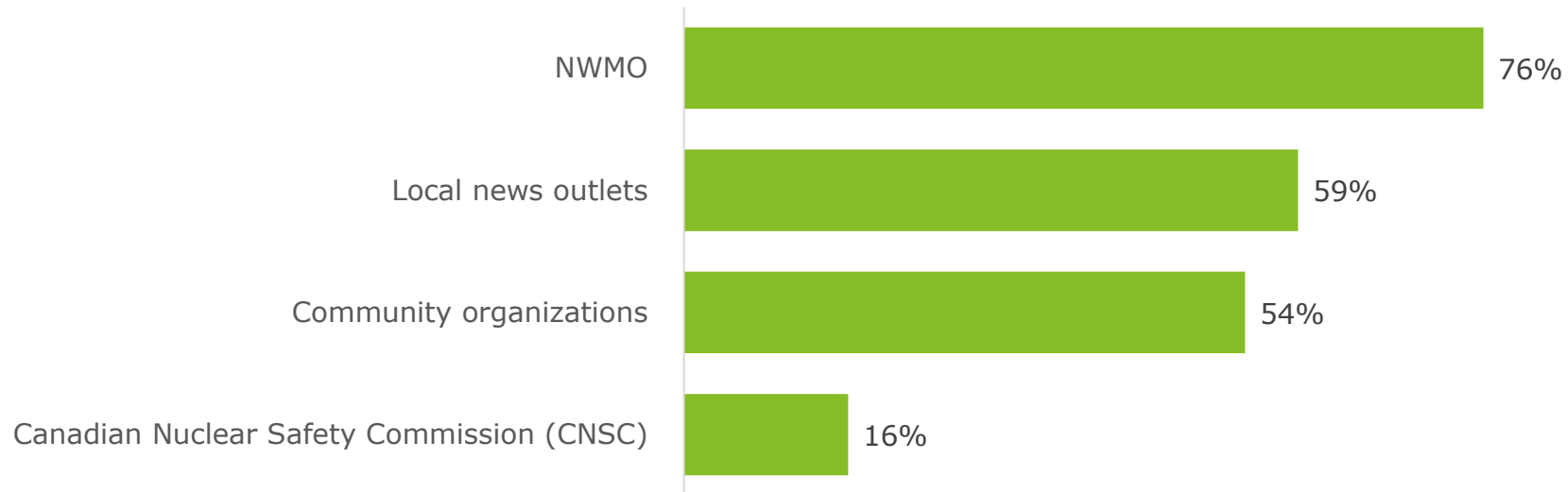
Respondents most commonly recall receiving information regarding the NWMO project from 2-4 page informational mail-outs (82%) and the Monthly Community Liaison Committee flyer (77%).



From which of the following sources do you recall receiving information regarding the NWMO project from the Municipality:

Respondents were able to select multiple options, therefore totals may be greater than 100%.

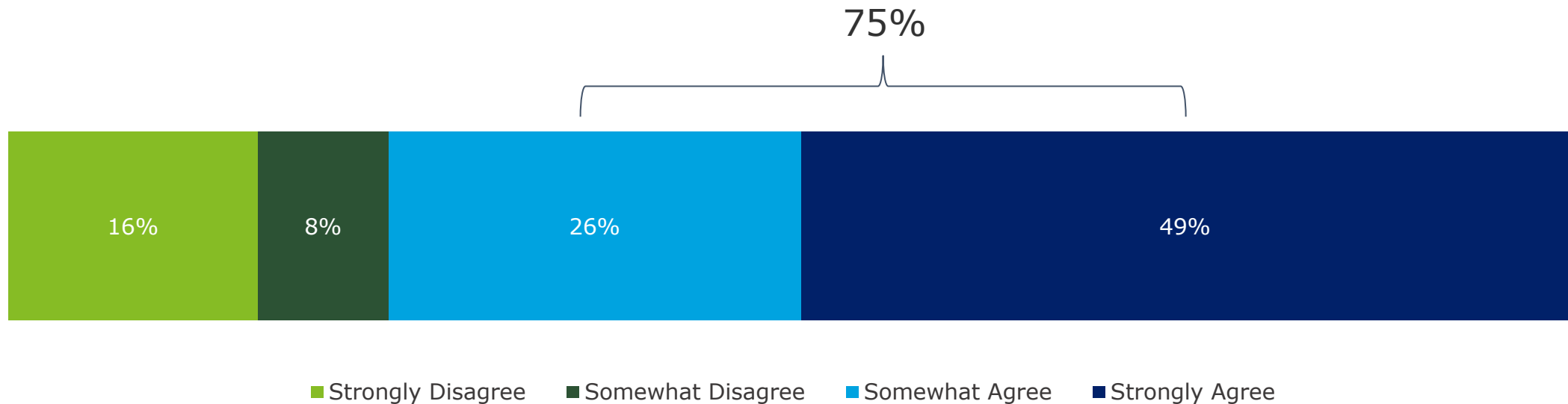
Most respondents have received information about the NWMO project from the Nuclear Waste Management Organization (76%).



Have you received information about the NWMO Project from any of the following sources aside from the Municipality?

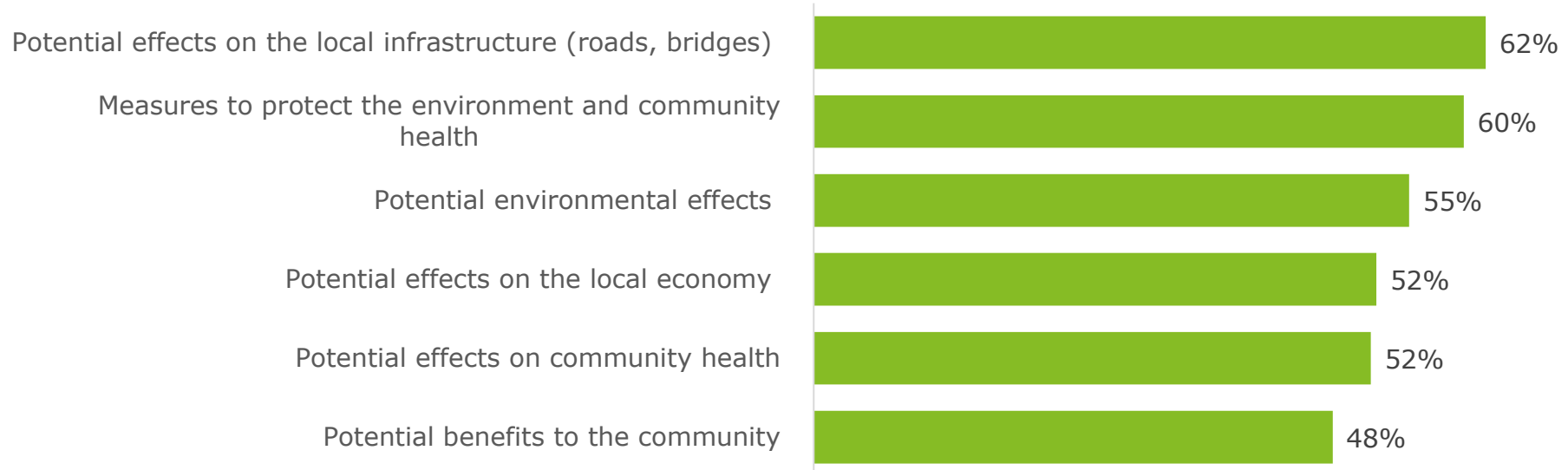
Respondents were able to select multiple options, therefore totals may be greater than 100%.

75% of respondents agreed that the Municipality has done a sufficient job of informing the public about the proposed NWMO project.



Do you agree that the Municipality of South Bruce has done a sufficient job of informing the public about the proposed NWMO project over the past three years? Please select one option. *Note: For this question, please consider your level of agreement with the amount of information provided about the project and not your levels of agreement with the project itself.*

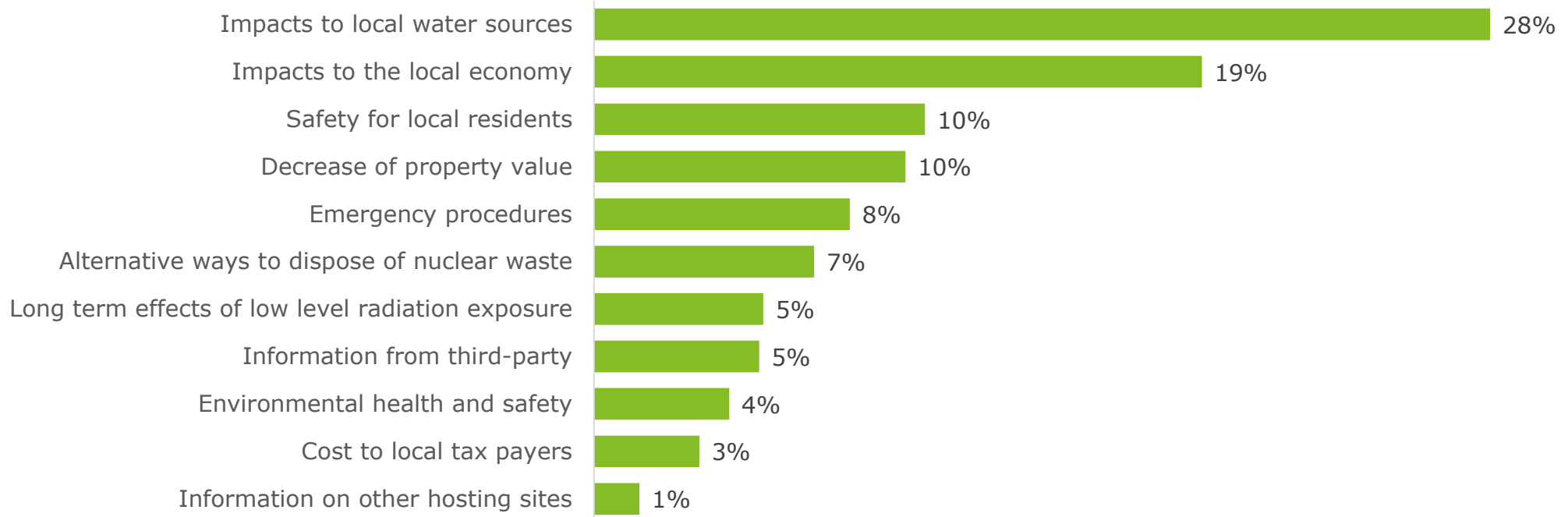
Respondents most commonly wanted to know more about potential effects on the local infrastructure (62%) and measures to protect the environment and community health (60%).



Which of the following topics related to the NWMO project would you like to know more about?

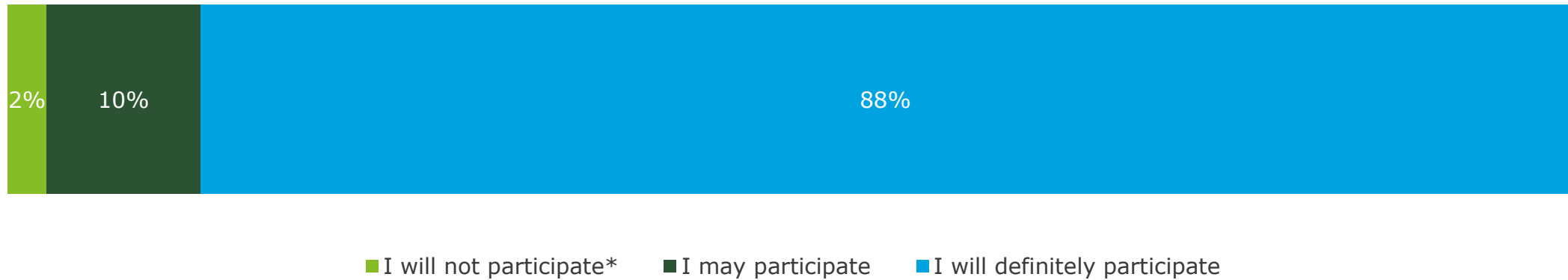
Respondents were able to select multiple options, therefore totals may be greater than 100%.

28% of respondents reported that they would like to know more about the impacts to local water sources.



Please describe any additional topics about the NWMO project that you would like additional information about.

88% of respondents definitely plan to participate in the referendum taking place in 2024.



**Respondents who indicated they will not participate reported that they would only participate if it was a paper vote.*

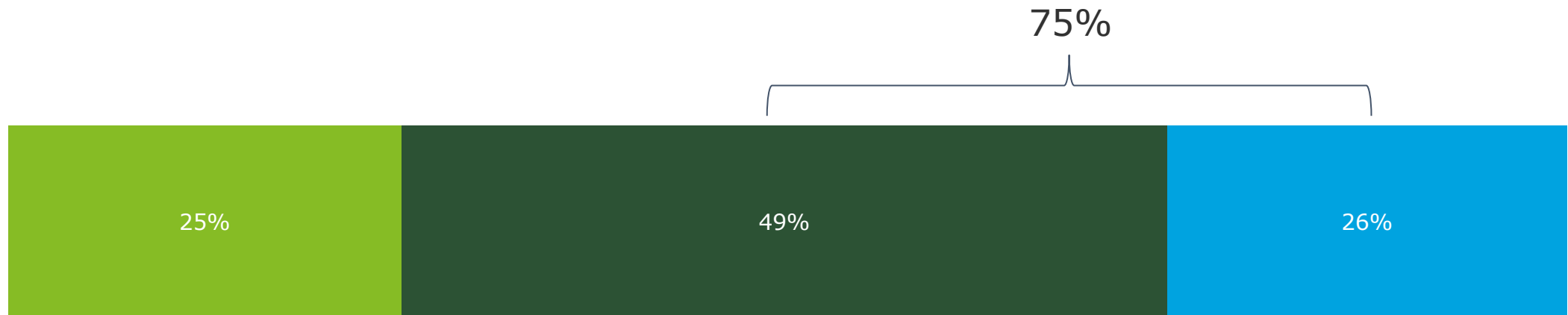
Do you plan to participate in the referendum taking place in 2024?

Respondents were shown/read the following information about the Nuclear Waste management Organization (NWMO) project:

The Municipality is in the process of negotiating a hosting agreement with the NWMO. Negotiations are guided by the 36 Guiding Principles that speak to community concerns, expectations and aspirations for the project. The agreement will set out the commitments and obligations of the Municipality and the NWMO if South Bruce is ultimately the selected host community.

Once completed, the community will know what to expect if it is willing to host, including the benefits NWMO would deliver and how it would manage potential impacts. It will also include wind-down payment structures to provide compensation if the community is not a willing host or the NWMO selects a different site. The Hosting Agreement will describe how the principles have been or will be addressed. Information about the agreement and the principles will be shared with the community before the referendum.

26% of respondents indicated that the hosting agreement will be crucial to their decision, while 49% reported it would be somewhat important.



- It will not influence my decision either way
- It will be somewhat important to my decision, but other factors will also affect my decision
- It will be crucial to my decision

How important will the hosting agreement be to your decision on willingness?

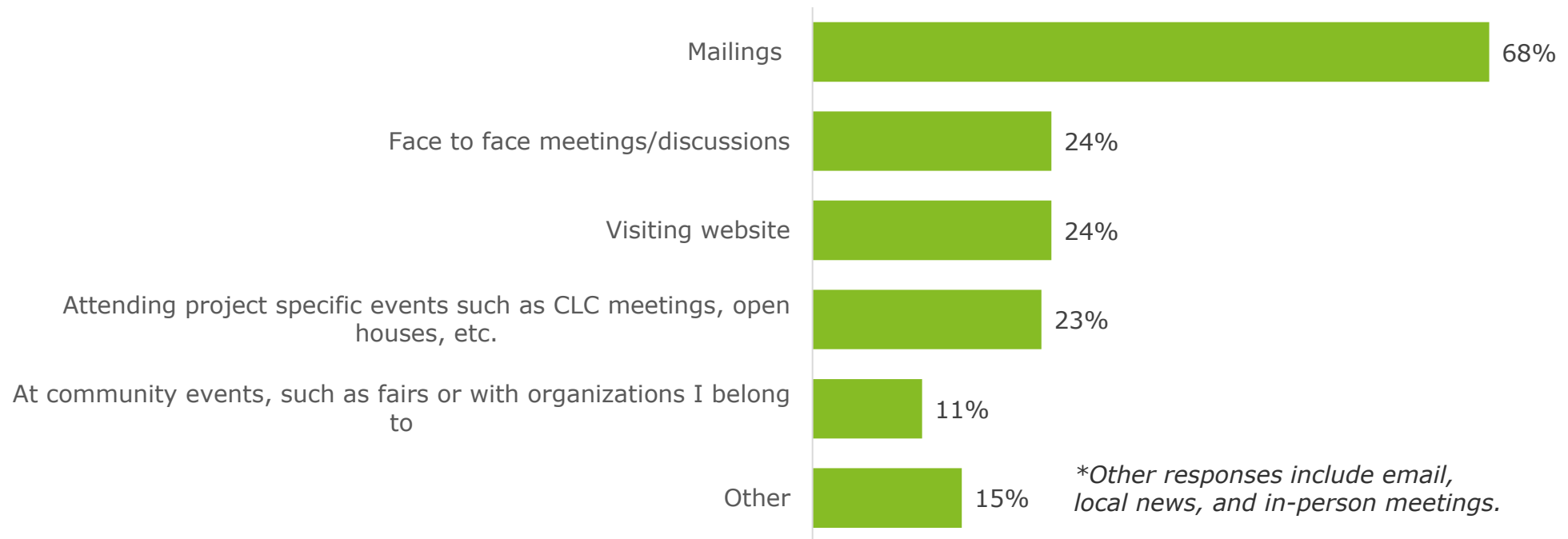
59% of respondents reported that addressing the 36 Guiding Principle will be important to their decision on willingness. 15% of respondents were not aware of the 36 Guiding Principles.



- I'm not aware of the 36 Guiding Principles
- They will not influence my decision either way
- They will be somewhat important to my decision, but other factors will also affect my decision.
- They will be crucial to my decision

How important will addressing the 36 Guiding Principles be to your decision on willingness?

68% of respondents prefer to receive information about the project, study findings, and the hosting agreement via mailings.



How do you prefer to receive information about the project, including study findings and the hosting agreement?

Respondents were able to select multiple options, therefore totals may be greater than 100%.

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