



**Cameco Port Hope – 2024 Public Opinion Survey**  
**August 2024**

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# Cameco Port Hope – 2024 Public Opinion Survey Executive Summary

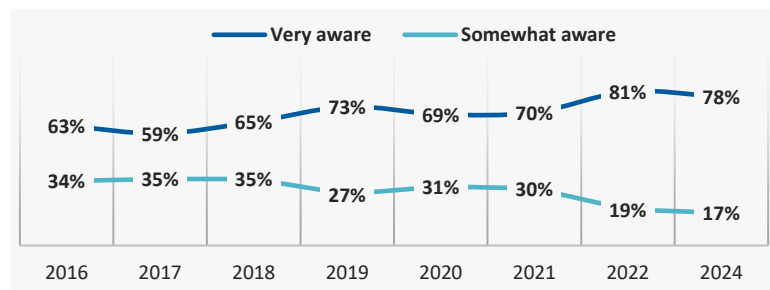
## Highlights

On behalf of Cameco Corporation, Praxis Consulting conducted a public opinion survey with residents of the Municipality of Port Hope in the summer of 2024. The annual survey monitors support for Cameco’s local operations and gathers perceptions of the corporation. A survey sample of 303 residents lets us say with a 95% level of certainty that overall results are within plus or minus 5.6% of what they would be if the entire adult population of the municipality were polled. Data was weighted according to Statistics Canada Census data to ensure the sample matched Port Hope’s age-based population.

### Majority “Very Aware” of Cameco’s Port Hope Operations

- Almost all respondents (95%) are at least somewhat aware of Cameco’s Port Hope operations—with the large majority (78%) saying they are “very aware” of the operation.

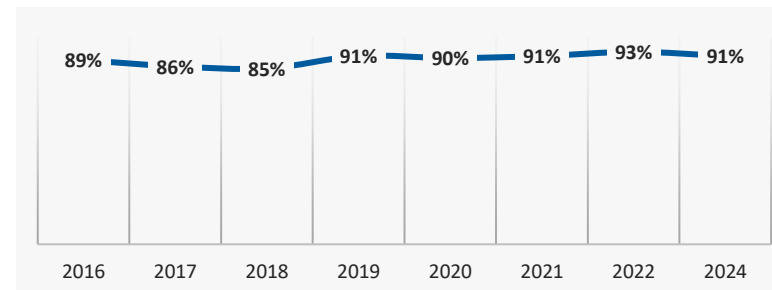
Awareness of Port Hope Operations, 2016-2024



### 9 out of 10 are Supportive of Cameco

- Nine out of ten (91%) respondents remain supportive of the continuation of Cameco’s operations in Port Hope—including 64% who are “strongly supportive.”
- Long-term tracking consistently shows that the large majority of survey respondents are supportive of Cameco continuing its operations in Port Hope.

Public Support for Port Hope Operations, 2016-2024



### Drivers of Public Support

- When respondents are asked the main reason they are supportive of Cameco continuing to operate in Port Hope, the largest percentage (60%) point to Cameco’s contribution to the economy, jobs, and tax revenue. This has consistently been the number one reason residents support Cameco.
- Other reasons for supporting Cameco’s continued operation in Port Hope include Cameco being a good corporate citizen/good to community (24%) and general support for nuclear/clean energy (14%).
- Among those not supportive of Cameco continuing to operate in Port Hope, the most frequently cited reasons include safety & health concerns (11%) and environmental impact (8%). This is also consistent with previous surveys.

### Environment, Safety & Jobs Are Top-of-Mind Issues

- ▶ When asked what types of issues are important to them when thinking about Cameco in Port Hope, community safety (28%) and environment (27%) are top-of-mind. These two issues are consistently top-of-mind from survey to survey.

### 9 out of 10 Aware of Both Port Hope Facilities

- ▶ The large majority (88%) are aware that Cameco operates two facilities: the Port Hope Conversion Facility at the waterfront and Cameco Fuel Manufacturing on Dorset Street.

### 9 out of 10 Are Knowledgeable about Cameco

- ▶ Nearly all (93%) of Port Hope respondents describe themselves as knowledgeable about Cameco, including 38% who describe themselves as “very knowledgeable”.

### Few Have Any Specific Concerns about Cameco

- ▶ While 61% continue to not have any specific concerns about Cameco’s operations in Port Hope, mentions of the health and safety of residents and environmental impact are up since 2022.

### Majority Comfortable with Nuclear Operation in Port Hope

- ▶ The large majority (84%) agree that Cameco has the environmental monitoring in place that protects the health of the Port Hope community—including half (52%) who “strongly agree.”
- ▶ Nine out of ten (91%) agree that Port Hope is a safe and healthy place to live, including 67% who “strongly agree.”

### 8 out of 10 Proud to Have Cameco in Port Hope

- ▶ Four-fifths (82%) of respondents are at least somewhat proud to have Cameco as a part of the Port Hope community, with 45% indicating they are “very proud”.

### Vision in Motion

- ▶ Half (50%) are aware of Cameco’s Vision in Motion plan. This is up from 43% in 2022 but down from 61% in 2017.
- ▶ Three-fifths (59%) are satisfied with the progress made to date on the Vision in Motion plan – including 21% who are “very satisfied”. Overall, 25% are unsure.

### Majority Think Cameco Makes Information Readily Available

- ▶ Respondents get information about local events from multiple media channels: 49% from letters/flyers/mail, 27% websites, 26% Port Hope social media groups, 21% local newspapers, 15% TV/radio, 14% community emails, and 13% word of mouth.

### 7 out of 10 Recall Receiving Cameco Newsletter

- ▶ Seven out of ten (73%) respondents recall receiving a newsletter from Cameco. Of these respondents, 93% say they read some of the newsletters.

### Most Aware Cameco Invests in Port Hope

- ▶ Nearly all (95%) respondents were aware, prior to the survey, that Cameco invests in the Port Hope area through sponsorships and other community initiatives.

### 2024 Trust Index Scores

Although Cameco receives operating licenses from federal and provincial regulatory bodies, to remain viable the company also needs a social licence to operate from the communities in which it exists. The Trust Index uses a series of questions about the company’s performance regarding environmental responsibility, internal processes, and community citizenship. Respondents rate their agreement with statements using a scale of 1 to 10, where 1 is ‘do not agree at all’ and 10 is ‘strongly agree’.

Together, these statements form the Trust Index. Measures remain in the “very good to excellent” range in all areas:

- **Workplace: 8.42** vs. 8.48 in 2022 and 7.96 in 2021.
- **Innovation: 8.41** vs. 8.54 in 2022 and 8.19 in 2021.
- **Community: 8.02** vs. 8.12 in 2022 and 7.91 in 2021.
- **Environment: 7.74** vs. 7.75 in 2022 and 7.44 in 2021.
- **Global Impact: 7.64** (new question in 2024).

### 9 out of 10 Aware of Nuclear Energy’s Role in Ontario

- › Nine out of ten (94%) respondents are aware nuclear energy provides more than half of the electricity generated in Ontario, including 72% who are “very aware”.
- › Nine out of ten (91%) are also aware nuclear reactors are a low carbon emitting source of electricity that is increasingly seen as part of the solution to climate change, including 68% “very aware”.
- › Similarly, 89% are aware that nuclear reactors play a role in medicine, including 69% who are “very aware”.
- › Another 87% are aware that all nuclear reactors in Ontario use uranium processed by Cameco in Port Hope, including 64% who are “very aware”.

## Methodology

In the summer of 2024, our firm conducted the annual public opinion survey with residents of the Municipality of Port Hope to monitor support for Cameco’s local operations and gather perceptions regarding the corporation. The survey was in the field from July 9<sup>th</sup> to 26<sup>th</sup>.

The sample included 303 Port Hope and area residents and was done by landline and mobile telephone. Elemental Research (Ottawa) conducted the telephone interviews. The survey questionnaire includes baseline questions asked in previous years, allowing us to monitor changes in public opinion and perceptions over time.

The survey sample frame is constructed to obtain interviews from a random selection of households in the Municipality of Port Hope, which consists of two wards. Ward 1 is the urban sector with the majority of commercial and industrial development. It was the former Town of Port Hope prior to amalgamation in 2001. Ward 2 is the former Hope Township and consists of several hamlets including Welcome, Campbellcroft, Garden Hill and Perrytown.

The overall margin of error for a probability-based telephone survey with a random sample of 303 respondents is +/- 5.6%, with a 95% confidence interval (19 times out of 20). Margins of error are greater for smaller sub-groups within the sample.



# Cameco Port Hope – 2024 Public Opinion Survey Survey Results

## Awareness of Cameco Port Hope

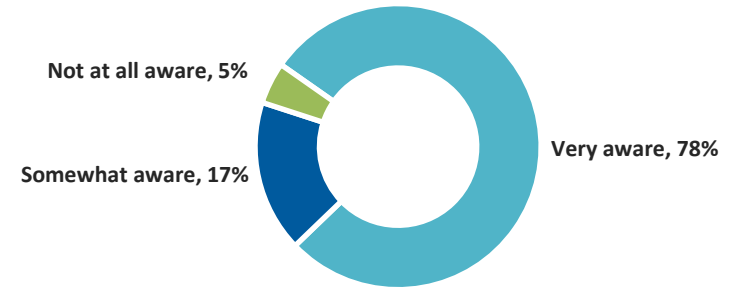
**Q1.** We're interested in your opinion regarding a company called Cameco Corporation, a nuclear energy company that operates two facilities in Port Hope. The Port Hope conversion facility processes uranium that is used to generate clean electricity here in Canada and around the world. Cameco Fuel Manufacturing manufactures nuclear fuel bundles and other component parts for the Canadian-designed CANDU nuclear reactors.

Would you say you are very aware, somewhat aware or not at all aware of Cameco's Port Hope operations?

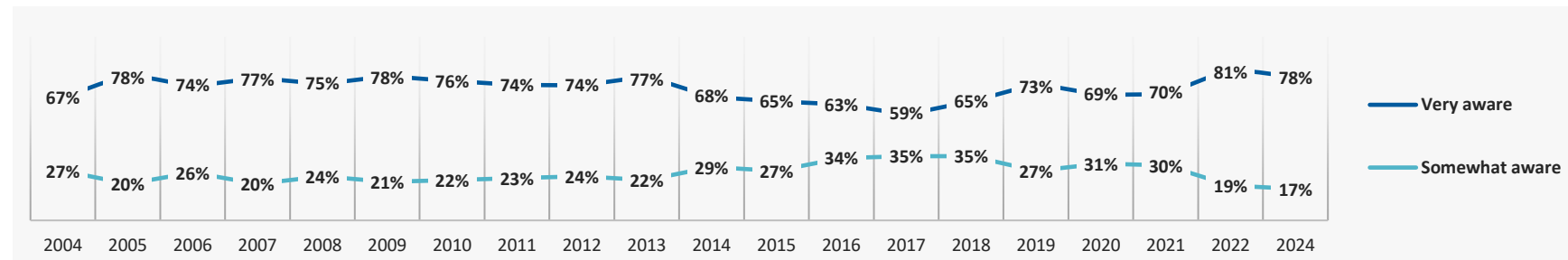
- The vast majority of respondents (95%) are at least somewhat aware of Cameco's Port Hope operations—with the large majority (78%) saying they are “very aware” of the operation. A small proportion (5%) are not at all aware of Cameco's Port Hope operations.

- Long-term tracking consistently shows high awareness of Cameco's Port Hope operations, with the majority saying they are “very aware” of the operation.

### 8 out of 10 “Very Aware” of Port Hope Operations



### Awareness of Port Hope Operations, 2005 - 2024

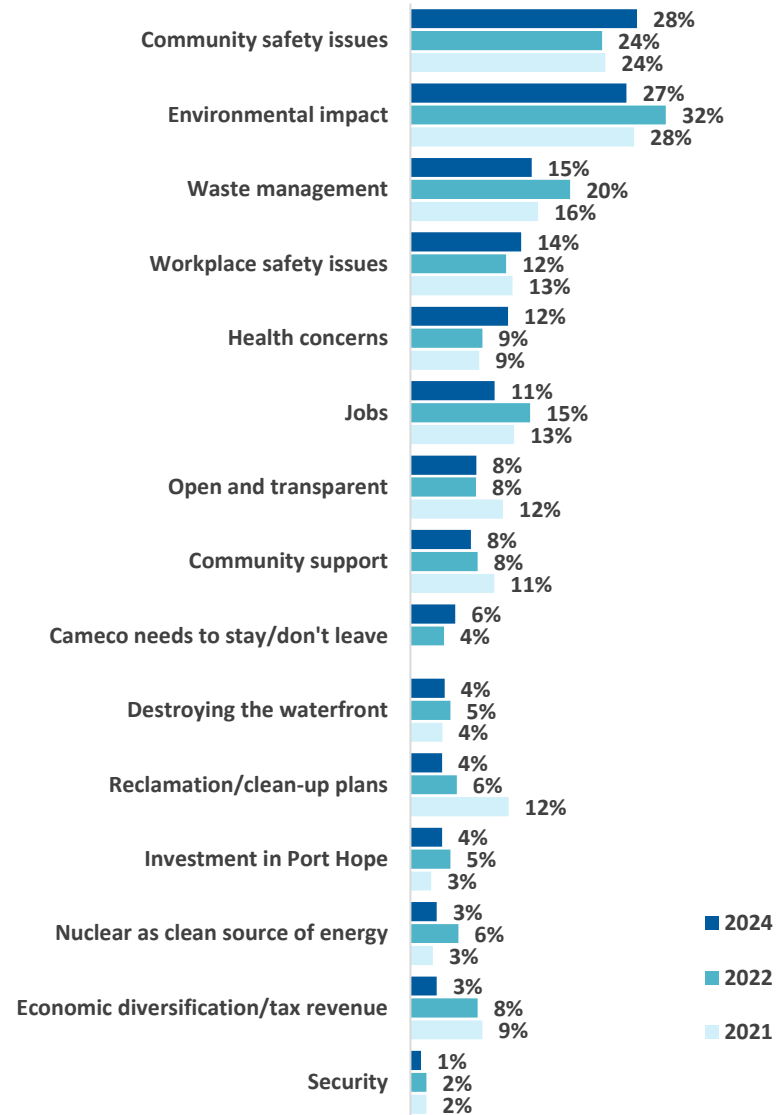




## Important Issues

- Q. What types of issues are important to you when you think about Cameco in Port Hope?**
- When people are asked what types of issues are important to them when thinking about Cameco in Port Hope, community safety and the environment are consistently top-of-mind.
  - In 2024, more than a quarter (28%) of respondents say community safety issues are important to them (vs. 24% in 2022 and 2021). This is followed by approximately 27% who cite environmental impact as an important issue, which is down from 32% in 2022, but in line with 28% in 2021.
  - More than one out of ten (15%) say waste management (vs. 20% in 2022 and 16% in 2021) and 14% say workplace safety issues (vs. 12% in 2022 and 13% in 2021).
  - Other frequently mentioned issues include health concerns (12%), jobs (11%), open and transparent communication (8%), and community support (8%).

## Community Safety and Environment Remain Top-of-Mind Issues



\*Multiple responses allowed

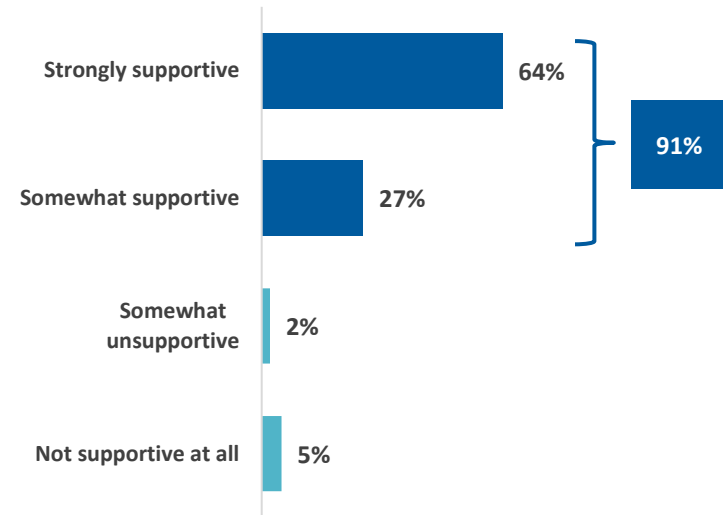
## Support for Port Hope Operations

**Q.** *Would you say you are strongly supportive, somewhat supportive, somewhat unsupportive, or not supportive at all of the continuation of Cameco’s operations in Port Hope?*

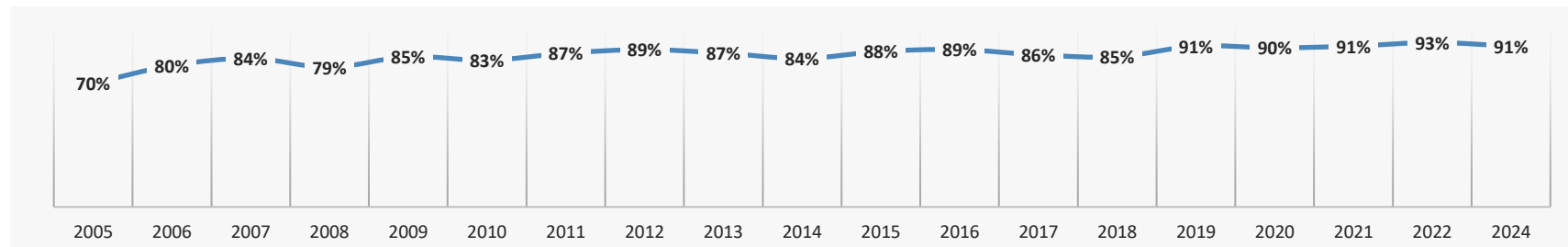
- Nine out of ten (91%) respondents support the continuation of Cameco’s operations in Port Hope—including 64% who are “strongly supportive.”

- Long-term tracking consistently shows that the large majority of survey respondents are supportive of the continuation of Cameco’s operations in Port Hope.

### 9 out of 10 Support Cameco’s Continued Operation in Port Hope



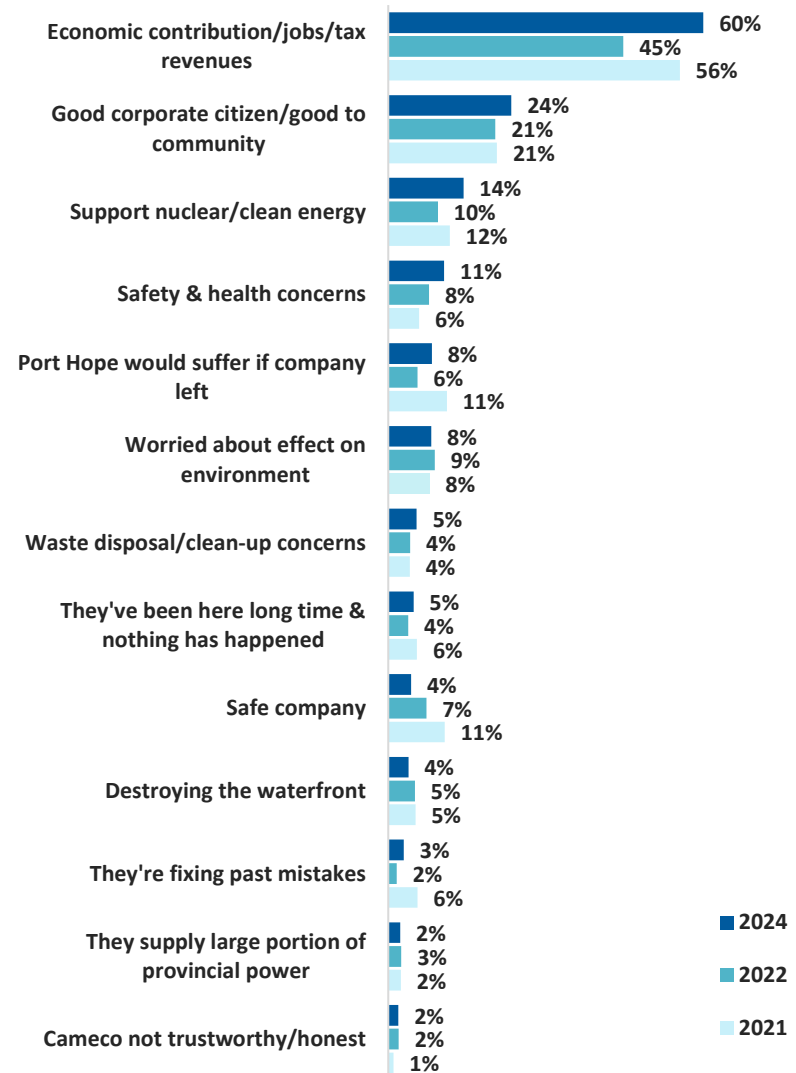
### Support for Cameco Continuing Port Hope Operations, 2005 - 2024



## Reasons for Support

- Q. What would you say is the main reason you are supportive or not supportive of Cameco continuing to operate its facilities in Port Hope?**
- Three-fifths (60%) of respondents who support the continuation of Cameco operating in Port Hope say it is because of Cameco’s contribution to the economy, jobs & tax revenue. The number of mentions is up from 45% in 2022, but in line with 56% in 2021. This has consistently been the number one reason residents support Cameco.
  - Other reasons for supporting Cameco’s continued operation in Port Hope are that it’s a good corporate citizen/good to community (24%) and support for nuclear/clean energy (14%).
  - Approximately 8% are supportive because they think Port Hope would suffer if the company left, 5% because Cameco has been here a long time, 4% because they consider Cameco a safe company, 3% because they are fixing their past mistakes, and 2% because they supply needed power to the province.
  - Among those not supportive of Cameco continuing to operate in Port Hope, the most frequently cited reasons are safety & health concerns (11%), worries about the environmental impact (8%), waste disposal/clean-up concerns (5%), perception the operation is destroying the waterfront (4%), and a general impression that Cameco is not trustworthy/honest (2%).

## Economic Impact Remains #1 Driver of Public Support

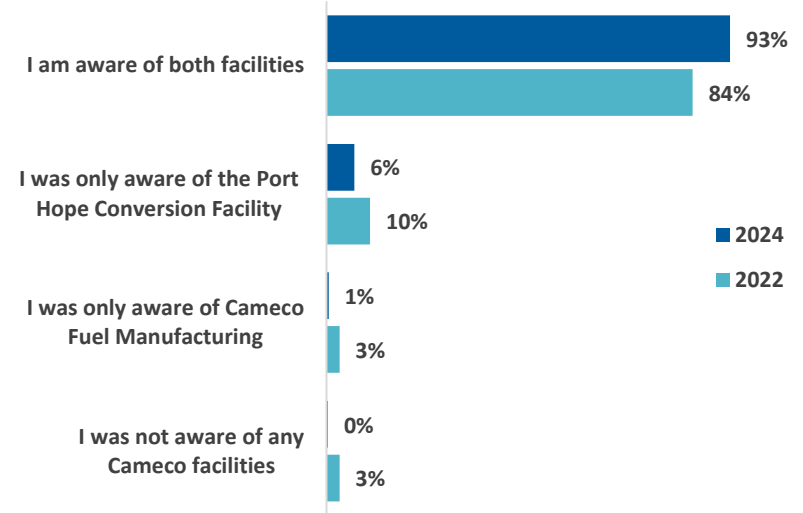


\*Multiple responses allowed

## Awareness of Port Hope Facilities

- Q. Are you aware that Cameco operates two facilities in Port Hope: the Port Hope Conversion Facility at the waterfront, and Cameco Fuel Manufacturing on Dorset Street? (New question in 2022)**
- The large majority (93%) of respondents are aware that Cameco operates two facilities: the Port Hope Conversion Facility at the waterfront and Cameco Fuel Manufacturing on Dorset Street. This is up from 84% in 2022.
  - Approximately 6% are only aware of the Port Hope Conversion facility, while 1% are only aware of Cameco Fuel Manufacturing.
  - No respondents say they are unaware of any Cameco facilities.

### 9 out of 10 Aware of Both Port Hope Facilities



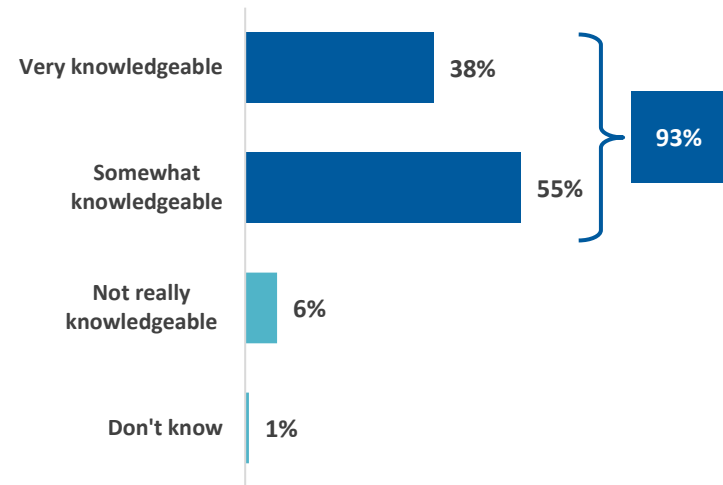
## Knowledge of Port Hope Operations

**Q.** *Would you describe yourself as being very knowledgeable, somewhat knowledgeable, or not really knowledgeable at all about Cameco?*

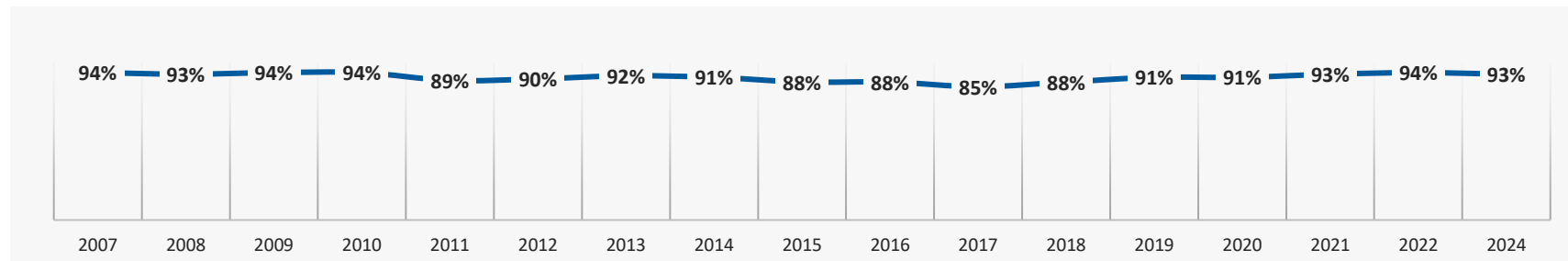
- Consistent with previous surveys, the large majority (93%) of Port Hope respondents describe themselves as knowledgeable about Cameco, including 38% who describe themselves as “very knowledgeable” and 55% as “somewhat knowledgeable”.

- Since respondents were first asked this question in 2007, at least 85% have self-described as being “somewhat to very knowledgeable” about Cameco.

### 9 out of 10 Are Knowledgeable about Cameco



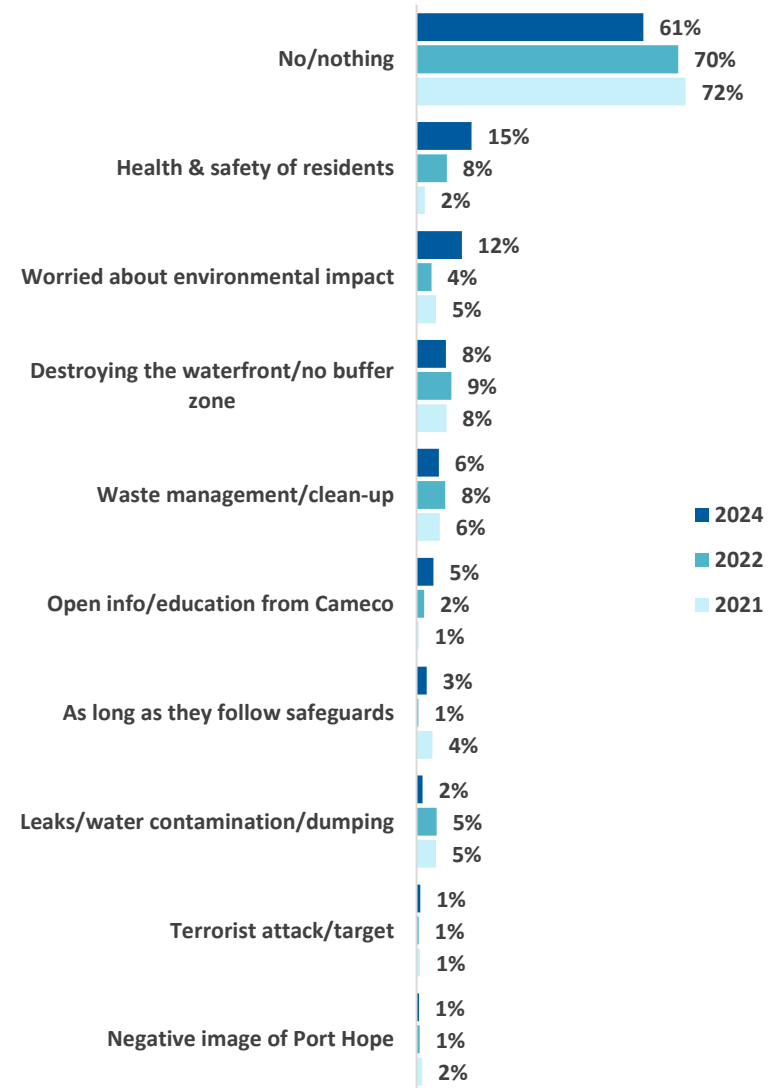
### Knowledgeable about Cameco, 2007 - 2024



## Specific Concerns

- Q. *Do you have any specific concerns with the presence of Cameco's operations in Port Hope?*
- Three-fifths of respondents (61%) do not have any specific concerns about Cameco's operations in Port Hope, trending down from 70% in 2022 and 72% in 2021.
  - The most frequently mentioned concerns are consistent with previous surveys; namely, the health & safety of residents (15%), environmental impact (12%), destroying the waterfront (5%), and waste management/clean-up (6%).

### 6 out of 10 Have No Specific Concerns about Cameco



\*Multiple responses allowed

## Public Trust

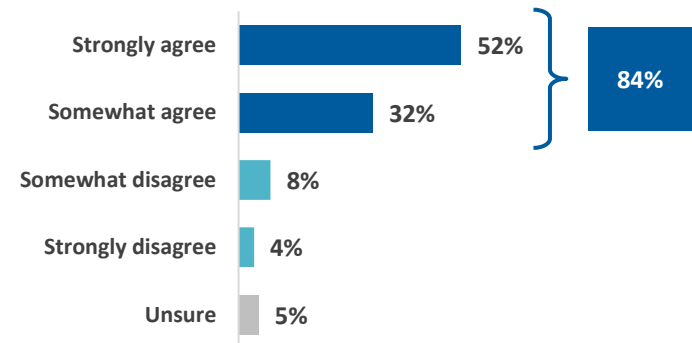
### Cameco Protects People & Environment

Q. Do you agree or disagree that Cameco has the environmental monitoring in place that protects the health of the Port Hope community?<sup>1</sup>

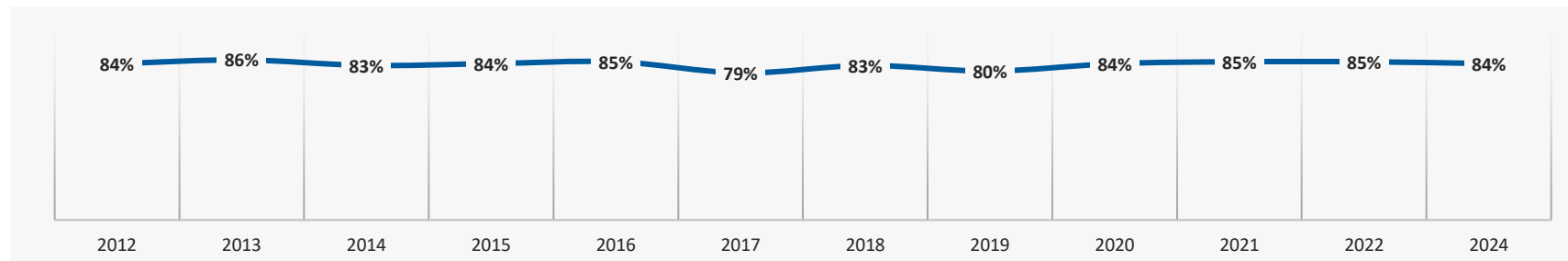
- The large majority of respondents (84%) agree that Cameco has the environmental monitoring in place that protects the health of the Port Hope community—including half (52%) who “strongly agree.”

- Over the past decade, the large majority of respondents have consistently agreed that Cameco does everything possible to protect people and the environment.

### 8 out of 10 Agree Cameco Protects the Health of the Community



### Agreement that Cameco Protects People & Environment, 2012 - 2024



<sup>1</sup> Wording change in 2024 from: Do you agree or disagree that Cameco does everything possible to protect the people and the environment of Port Hope?

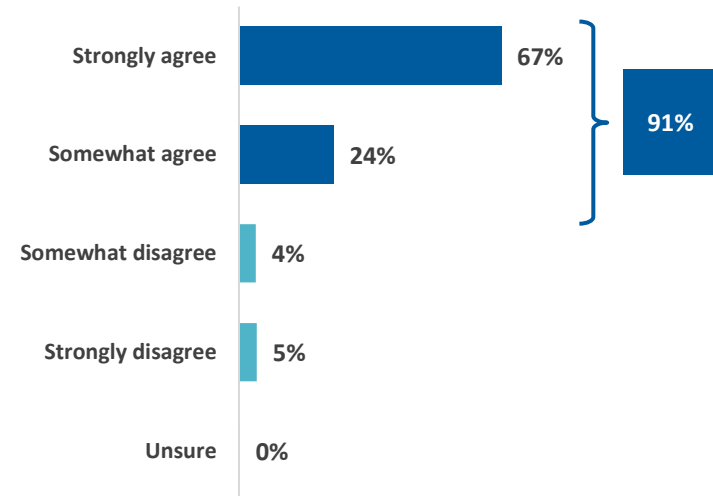
## Port Hope as Safe, Healthy Place to Live

**Q.** Do you agree that Port Hope is a safe and healthy place to live?

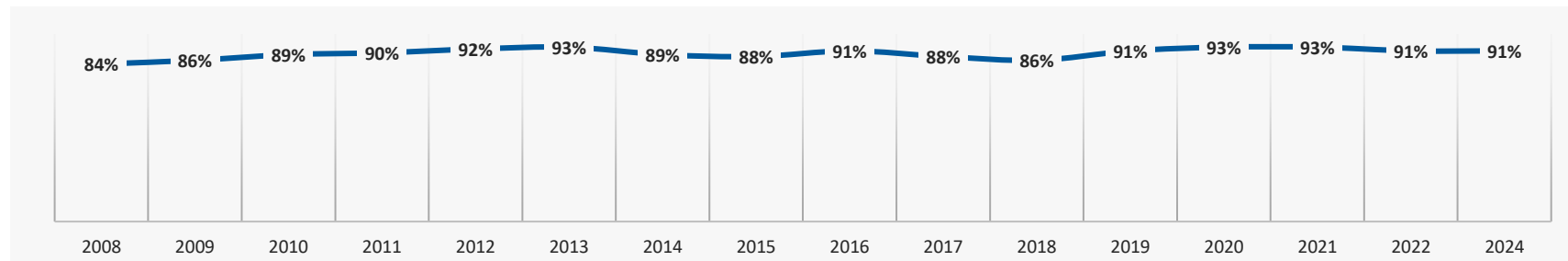
- Nine out of ten (91%) respondents agree that Port Hope is a safe and healthy place to live, including 67% who “strongly agree.” This is consistent with previous surveys.

- Since this question was introduced in the 2008 survey, results consistently show the large majority of respondents agree that Port Hope is a safe, healthy place to live.

### 9 out of 10 Agree Port Hope Is a Safe, Healthy Place to Live



### Agreement that Port Hope Is Safe, Healthy Place to Live, 2008 - 2024

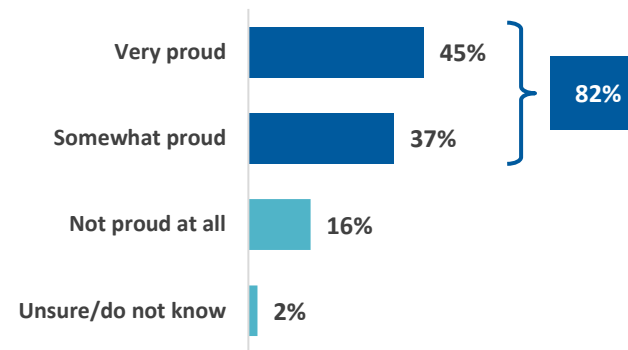




## Pride with Having Cameco in Community

- Q. *Would you say you are very proud, somewhat proud, or not proud at all to have Cameco as part of the Port Hope Community? (New question in 2024)*
- Four-fifths of respondents (82%) are at least somewhat proud to have Cameco as a part of the Port Hope community, with 45% indicating they are “very proud”.

### 8 out of 10 Proud to Have Cameco in the Port Hope Community



## Trust Index

Although Cameco receives operating licenses from federal and provincial regulatory bodies, to remain viable the company also needs a social licence to operate from the communities in which it exists.

A Trust Index (TI) was developed to calculate overall public support for Cameco in Port Hope based on the integration of public perceptions regarding the company’s environmental responsibility, internal processes, and community citizenship. Taken together, these form a trust index, which is a key aspect of measuring public support for Cameco and its operations in Port Hope.

Respondents are asked to rate their agreement with statements using a scale of 1 to 10, where 1 is ‘do not agree at all’ and 10 is ‘strongly agree’. In 2024, the trust index was adjusted to include ten statements. We recommend interpreting ratings in the 1 to 4 range as “in need of improvement,” ratings in the 5 to 6 range as “satisfactory”, and ratings in the 7 to 10 range as “very good to excellent”.

### 2024 Trust Index Scores

In 2024, all Trust Index measures are in the “very good to excellent” range:

- **Workplace: 8.42** vs. 8.48 in 2022 and 7.96 in 2021.
- **Innovation: 8.41** vs. 8.54 in 2022 and 8.19 in 2021.
- **Community: 8.02** vs. 8.12 in 2022 and 7.91 in 2021.
- **Environment: 7.74** vs. 7.75 in 2022 and 7.44 in 2021.
- **Global Impact: 7.64** (new question in 2024).

### Tracking Trust Index Scores, 2005 - 2024



**Trust Index Scores for Cameco’s Port Hope Operations, 2006- 2024**

<b>GLOBAL IMPACT</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2024</b>	
Has a positive impact around the world	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>7.64</b>

<b>ENVIRONMENT</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2024</b>
Operates with concern for the environment	6.24	6.83	7.34	6.70	7.26	6.80	7.34	7.51	7.47	7.30	7.23	7.70	7.17	7.18	7.40	7.51	7.44	7.75	<b>7.74</b>

<b>WORKPLACE</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2024</b>
Puts a high value on workplace safety	7.24	7.84	8.06	7.37	8.02	7.72	8.18	8.19	8.14	8.00	7.90	8.23	7.67	7.87	8.05	8.13	7.96	8.48	<b>8.42</b>

<b>COMMUNITY</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2024</b>
Supports the community of Port Hope	7.98	8.37	8.82	8.39	8.79	8.66	9.00	8.93	8.98	8.90	8.79	9.10	8.40	8.31	8.84	9.04	8.66	8.79	<b>8.77</b>
Has communications with the community that are open and honest	6.38	7.22	7.40	7.00	7.39	7.13	7.50	7.61	7.60	7.43	7.27	7.59	7.27	7.26	7.55	7.73	7.58	7.74	<b>7.82</b>
Is providing adequate information to the public	-	7.21	7.70	7.13	7.65	7.33	7.52	7.71	7.79	7.58	7.37	7.80	7.37	7.39	7.69	7.79	7.69	7.88	<b>7.79</b>
Is safeguarding the safety & health of the community	-	7.14	7.44	6.86	7.52	7.09	7.67	7.77	7.80	7.58	7.47	7.87	7.33	7.46	7.73	7.82	7.70	8.06	<b>7.72</b>
<b>Average</b>	<b>7.18</b>	<b>7.49</b>	<b>7.84</b>	<b>7.35</b>	<b>7.84</b>	<b>7.55</b>	<b>7.92</b>	<b>8.01</b>	<b>8.04</b>	<b>7.87</b>	<b>7.73</b>	<b>8.09</b>	<b>7.59</b>	<b>7.61</b>	<b>7.95</b>	<b>8.10</b>	<b>7.91</b>	<b>8.12</b>	<b>8.02</b>

<b>INNOVATION</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2024</b>
Creates good paying, high-quality jobs	7.78	8.24	8.38	8.03	8.46	8.25	8.59	8.51	8.44	8.31	8.22	8.52	8.15	8.06	8.41	8.70	8.48	8.87	<b>8.80</b>
Has a positive impact on the community’s economy	7.53	8.00	8.44	8.01	8.32	8.13	8.31	8.32	8.20	8.04	8.06	8.37	8.01	7.92	8.25	8.49	8.29	8.68	<b>8.56</b>
Is the kind of company we need in Port Hope	-	-	-	-	-	7.31	7.77	7.93	7.58	7.52	7.50	7.87	7.52	7.45	7.64	7.87	7.88	8.06	<b>7.87</b>
<b>Average</b>	<b>7.66</b>	<b>8.12</b>	<b>8.41</b>	<b>8.02</b>	<b>8.39</b>	<b>7.90</b>	<b>8.22</b>	<b>8.25</b>	<b>8.07</b>	<b>7.96</b>	<b>7.93</b>	<b>8.25</b>	<b>7.89</b>	<b>7.81</b>	<b>8.10</b>	<b>8.35</b>	<b>8.19</b>	<b>8.54</b>	<b>8.41</b>

*Only those respondents who exhibit some level of awareness of Cameco and have an opinion on the value being tested are included in mean score measures.*

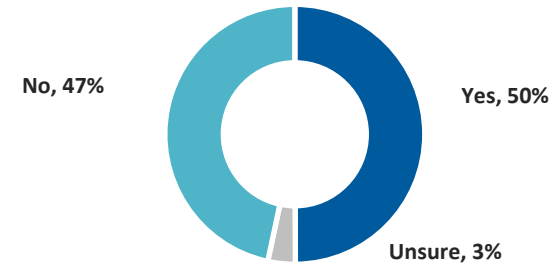
## Vision in Motion

Q. Are you aware of Cameco's Vision in Motion plan?

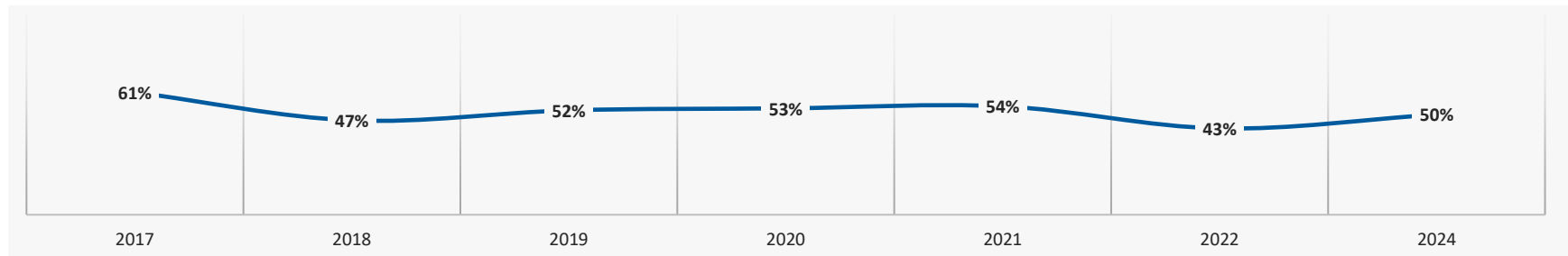
- Half (50%) of respondents are aware of Cameco's Vision in Motion plan.

- The percentage of respondents aware of Cameco's Vision in Motion plan is up from 43% in 2022, but down from a high of 61% in 2017.

### Half are Aware of Vision in Motion Plan



### Tracking Awareness of Vision in Motion Plan, 2017 - 2024

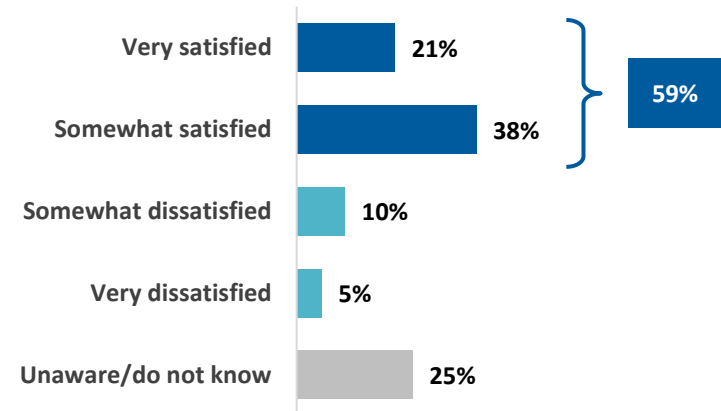


## Perception of Vision in Motion

*Q. Cameco’s Vision in Motion plan focuses on renewing, cleaning up, and modernizing the Port Hope Conversion facility which will allow for approximately seven acres of waterfront land at the Centre Pier to be used by the public. A number of significant milestones have been completed to date. How satisfied or dissatisfied are you with the progress made to date? (New question in 2024)*

- Three-fifths of respondents (59%) are satisfied with the progress made to date on the Vision in Motion plan – including 21% who are “very satisfied”.
- Notably, one in four (25%) are unsure if they are satisfied or dissatisfied with the progress made to date.

### 6 out of 10 are Satisfied with the Vision in Motion Progress Made to Date

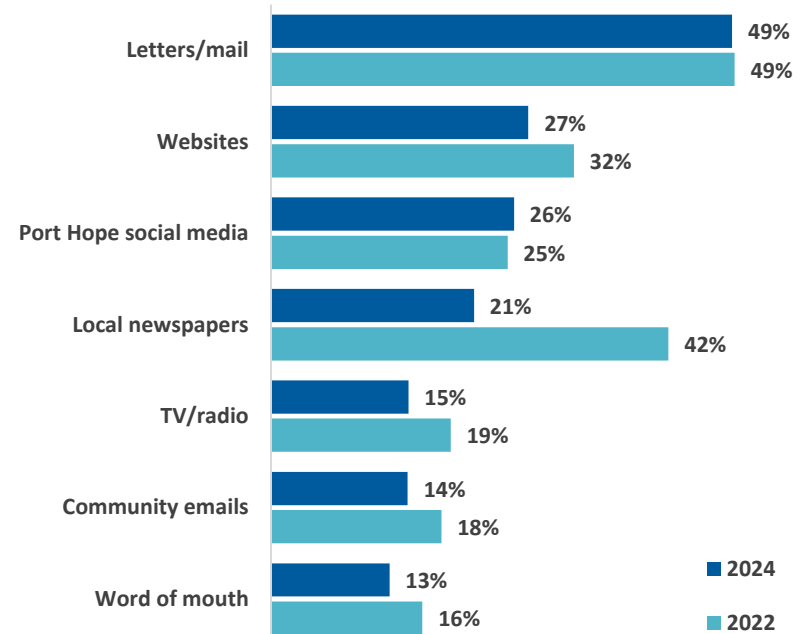


## Information from Cameco

**Q.** *How do you like to receive your information about local current events? What are your preferred sources for local information?*

- Respondents indicate using multiple media channels to get information about local current events. The largest percentage (49%) prefer to receive information via letters/mail, in line with 2022. This is followed by 27% who prefer websites (vs. 32% in 2022).
- Approximately 26% prefer to get their information from Port Hope’s social media (vs. 25% in 2022) and 21% from local newspapers (down significantly from 42%). Another 15% prefer traditional TV/radio sources, 14% community emails, and 13% word of mouth.

### Respondents Use Multiple Media Channels for Local News



*\*Multiple responses allowed*

## Cameco Newsletter

### 7 out of 10 Recall Receiving Cameco Newsletter

Q. Do you recall your household receiving a copy of a newsletter from Cameco?



- Seven out of ten respondents (73%) recall receiving a newsletter from Cameco.

Recall of the Cameco newsletter being delivered to their households has held relatively steady since 2019.

### Vast Majority Read the Newsletter

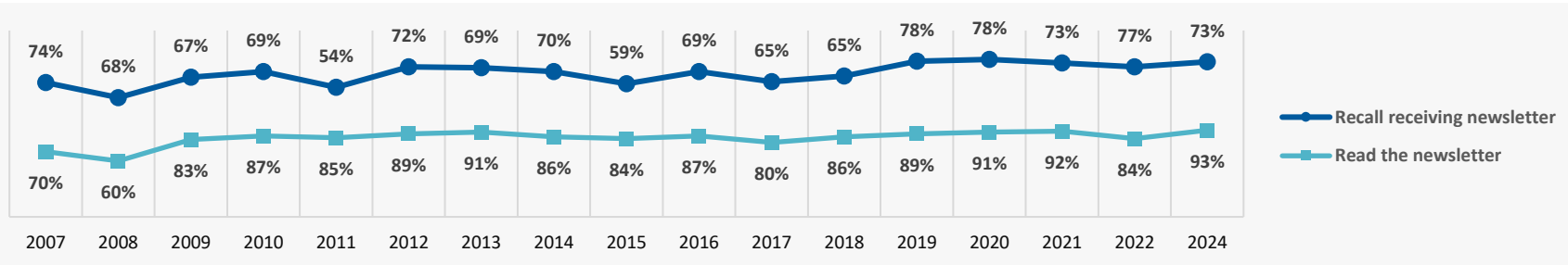
Q. If yes, did you read any of these newsletters from Cameco?



- The majority (93%) of those who recall receiving Cameco newsletters say they read them.

Readership of the Cameco newsletter has remained high since 2009, with over 80% consistently saying they have read the newsletters.

### Newsletter Recall & Readership, 2007 - 2024



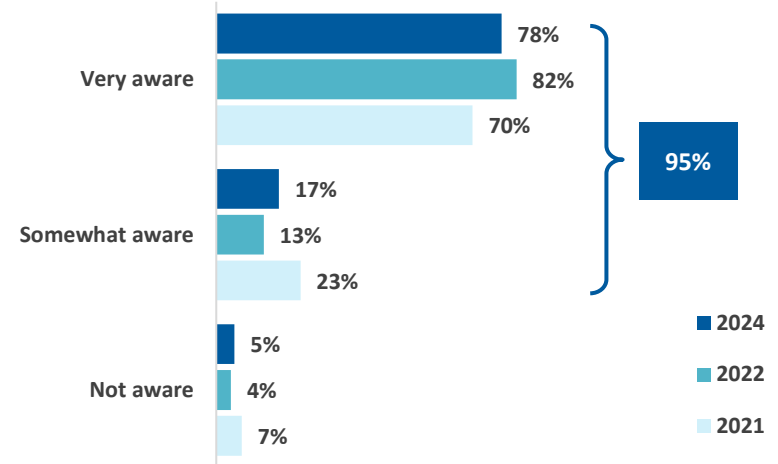
## Community Investment Awareness

Q. *Were you aware prior to this survey that Cameco invests in the Port Hope area through sponsorships and other community initiatives?*

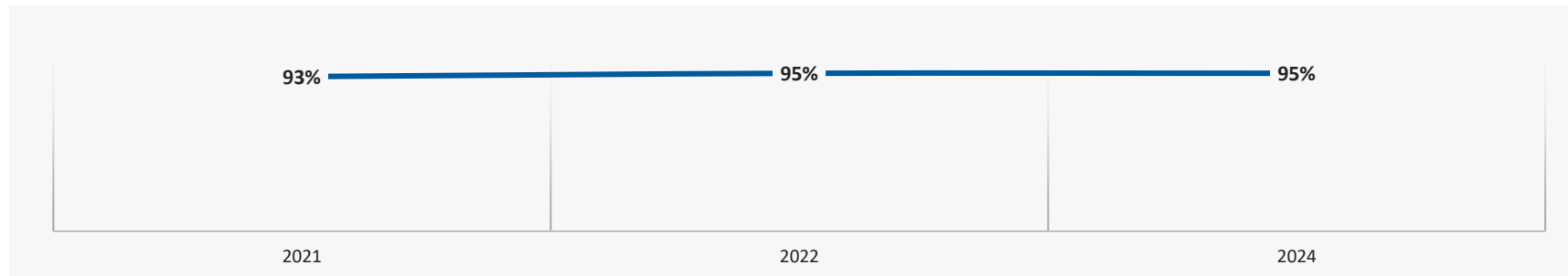
- Nearly all respondents (95%) were aware, prior to the survey, that Cameco invests in the Port Hope area through sponsorships and other community initiatives, including 78% who were “very aware”.

Awareness has held steady since tracking began in 2021.

Nearly All Aware Cameco Invests in Community



Investment Awareness, 2021 - 2024

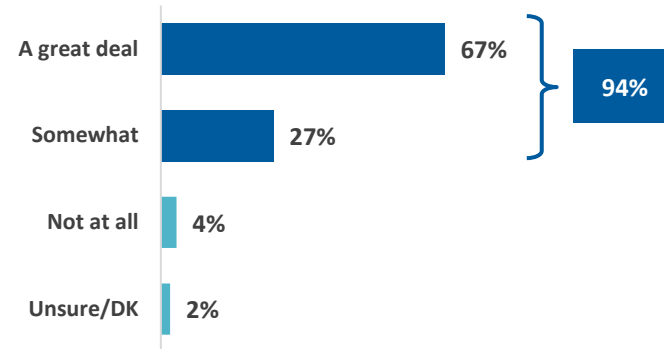




## Community Investment Perceived Benefit

- Q. *In your opinion, to what extent do those investments by Cameco benefit Port Hope? (New question in 2024)*
- Nearly all respondents (94%) believe Cameco’s investments benefit the Port Hope area – including 67% who say feel the investments benefit the community “a great deal”.

### 2 out of 3 Feel Cameco’s Investments Benefit Port Hope “A Great Deal”



# Awareness of Nuclear Energy

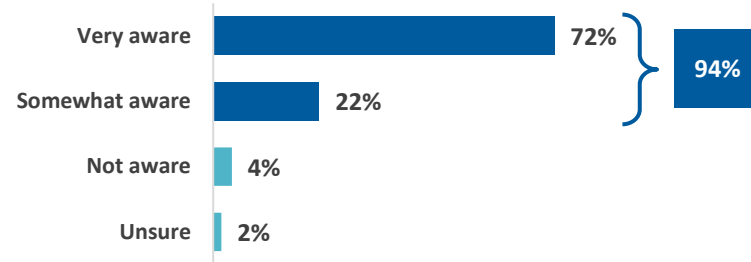
## Role of Nuclear Energy in Ontario

Q. *Would you say you are very aware, somewhat aware, or not aware that nuclear energy provides more than half of the electricity generated in Ontario?*

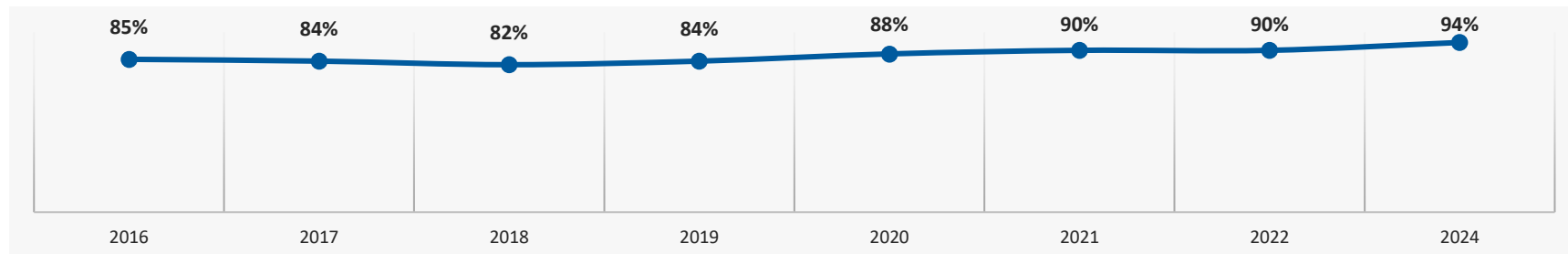
- Nine out of ten (94%) respondents are aware that nuclear energy provides more than half of the electricity generated in Ontario — including 72% who are “very aware”.

- Awareness of nuclear energy providing more than half of the electricity generated in Ontario has been trending up since 2018.

### Over 9 out of 10 Aware Nuclear Energy Supplies Ontario Electricity



### Tracking Awareness that Nuclear Energy Supplies Over Half of Electricity Generated in Ontario, 2016 - 2024

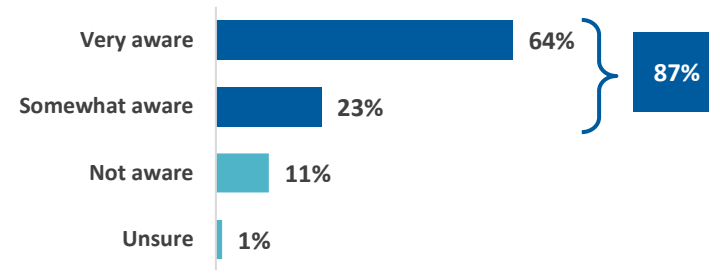


## Role of Port Hope in Uranium Processing

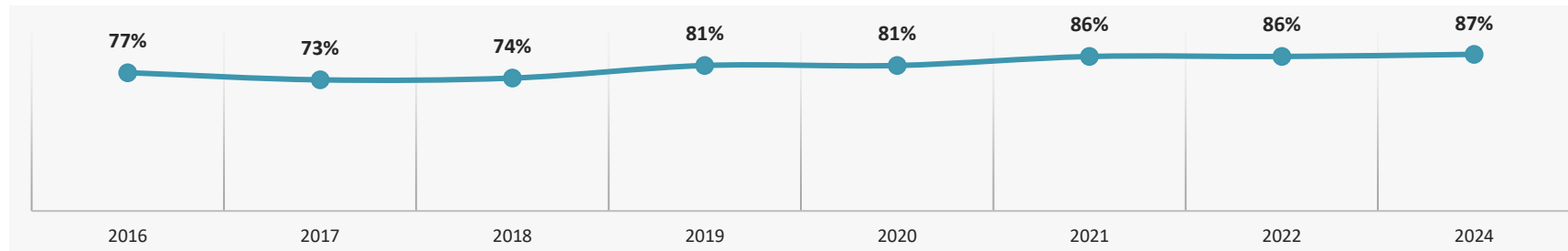
- Q. *Would you say you are very aware, somewhat aware or not aware that all nuclear reactors in Ontario use uranium processed by Cameco in Port Hope?*
- Nine out of ten (87%) are aware that all nuclear reactors in Ontario use uranium processed by Cameco in Port Hope, including 64% who are “very aware” (in line with 62% “very aware” in 2022 and 2021).

• Awareness of all nuclear reactors in Ontario using uranium processed by Cameco in Port Hope has been trending up since 2017.

### 9 out of 10 Aware Ontario Reactors Use Port Hope Uranium



### Tracking Awareness that Ontario Reactors Use Port Hope Uranium, 2016 - 2024



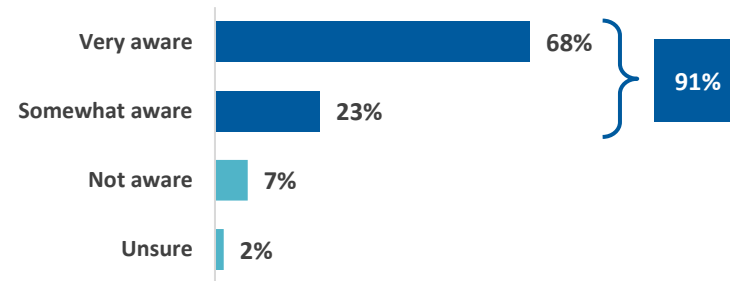
## Nuclear Energy and Climate Change

*Q. Would you say you are very aware, somewhat aware or not aware that nuclear reactors are a low carbon emitting source of electricity that is increasingly seen as part of the solution to climate change?*

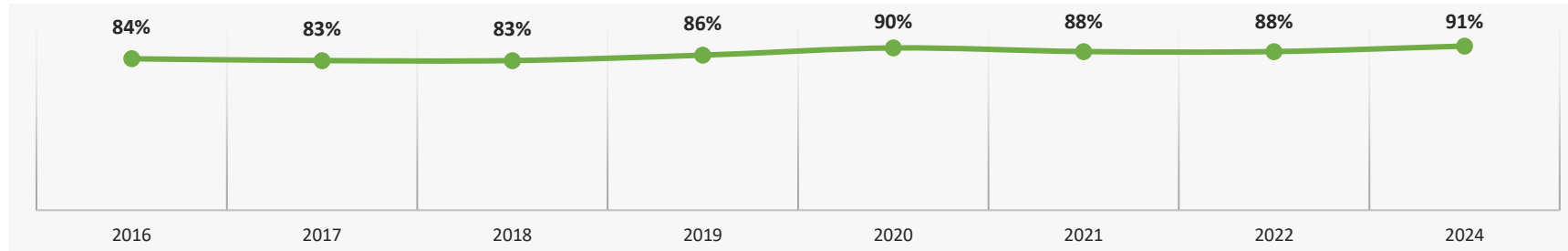
- Nine out of ten (91%) are aware that nuclear reactors are a low carbon emitting source of electricity that is increasingly seen as part of the solution to climate change—including 68% who are “very aware” which is unchanged from 2022.

- Awareness of nuclear reactors being a low carbon emitting source of electricity has been on a slow upward trend since 2018.

### 9 out of 10 Aware Nuclear Energy Can Help Address Climate Change



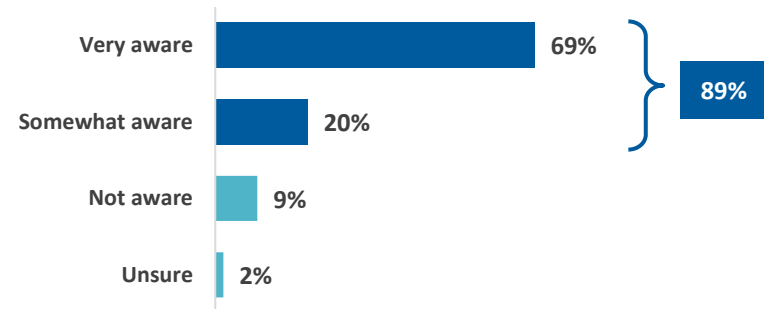
Tracking Awareness that Nuclear Energy Can Help Address Climate Change, 2016 - 2024



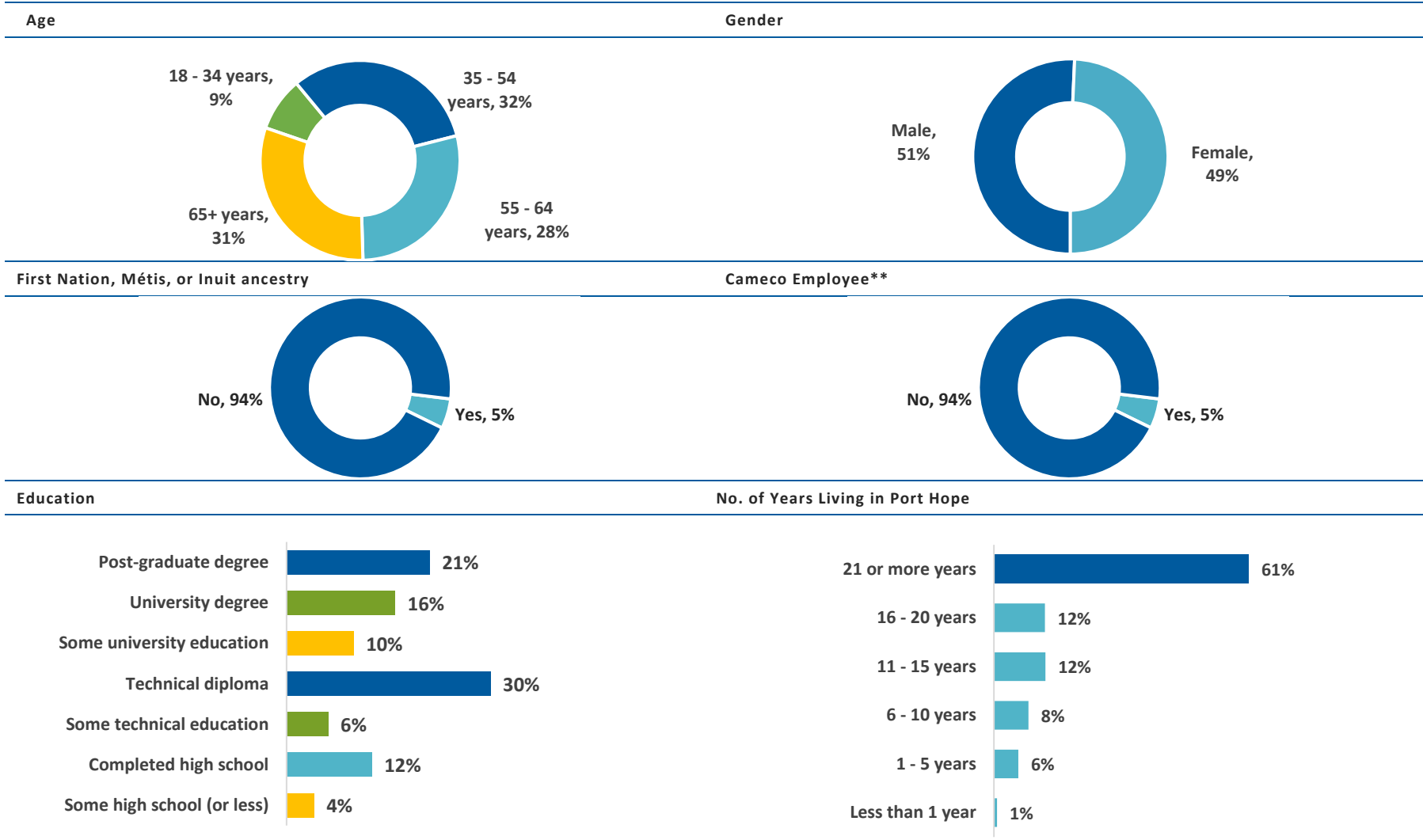
## Nuclear Medicine

- Q. *Would you say you are very aware, somewhat aware, or not aware that nuclear reactors play a role in medicine primarily around the production of medical isotopes which are used in the sterilization of single use medical devices and the diagnosis and treatment of cancers? (New question in 2024)*
- Nine out of ten (89%) are aware that nuclear reactors play a role in medicine – including 69% who are “very aware”.

### 9 out of 10 Aware Nuclear Energy Can Help Address Climate Change



# Demographics\*



\*Data is weighted according to Statistics Canada Census data to ensure the sample matches Port Hope's age-based population. \*\*Cameco employee data is unweighted.

# Cameco Port Hope – 2024 Public Opinion Survey

## Appendix

### Survey Questionnaire

Hello, my name is \_\_\_\_ and I'm calling from Praxis Consulting, a professional public opinion research firm. We're conducting a brief survey with Port Hope residents about Cameco Corporation and its operations in the Municipality of Port Hope. All responses are kept strictly confidential, responses are grouped together and none of the answers you provide will be attributed to you personally. The survey takes about 8 to 10 minutes - may I conduct it with you now?

*(If respondent declines, ask if there is a more convenient time to call back, or if there is someone else in the home that would participate in the survey?)*

Are you 18 years of age or older?

Yes (Continue)

No May I speak with someone who is?

(Repeat Introduction)

**PLEASE RECORD BUT DO NOT ASK. GENDER (WATCH QUOTA) 50/50 SPLIT IS THE GOAL**

- 1) Male
- 2) Female

#### **CAMECO CORPORATION**

We are interested in your opinion regarding a company called Cameco Corporation, a nuclear energy company that operates two facilities in Port Hope. The Port Hope conversion facility processes uranium that is used to generate clean electricity here in Canada and around the world. Cameco Fuel Manufacturing manufactures nuclear fuel bundles and other component parts for the Canadian-designed CANDU nuclear reactors.

Q1. Would you say you are very aware, somewhat aware, or not at all aware of Cameco's Port Hope operations?

- 1) Very aware → **CONTINUE**
- 2) Somewhat aware → **CONTINUE**
- 3) Not aware → **POLITELY EXIT SURVEY WITH SCRIPT** (capture % that terminate here)

Q2. On a scale of 1 to 10, where 1 means you do not agree at all and 10 means you totally agree, please tell me, in your opinion, if you think Cameco Corporation ~~is~~... **(READ ALL - ROTATE.)**

- 1) Operates with concern for the environment
- 2) Puts a high value on workplace safety
- 3) Is safeguarding the safety and health of the community
- 4) Has communications with the community that are open and honest
- 5) Has a positive impact on the community's economy
- 6) Creates good paying high-quality jobs
- 7) Supports the community of Port Hope
- 8) Is providing adequate information to the public
- 9) Is the kind of company we need in Port Hope
- 10) Has a positive impact around the world

Q3. What types of issues are important to you when you think about Cameco in Port Hope? **(DO NOT READ).**

- 1) Jobs
- 2) Economic diversification
- 3) Tax revenue
- 4) Investment in Port Hope
- 5) Research & technology
- 6) Environmental impact
- 7) Workplace safety issues
- 8) Community safety issues
- 9) Health concerns
- 10) Waste management
- 11) Security
- 12) Community support
- 13) Global warming
- 14) Nuclear as clean/green energy
- 15) Continue to operate
- 16) Open & honest communication
- 17) Other **(PLEASE SPECIFY)**
- 18) Unsure

Q4. Would you say that you are strongly supportive, somewhat supportive, somewhat unsupportive, or not supportive at all of the continuation of Cameco's operations in Port Hope?

- 1) Strongly supportive
- 2) Somewhat supportive
- 3) Somewhat unsupportive
- 4) Not supportive at all
- 5) Doesn't matter

Q5. What would you say is the main reason why you feel this way about Cameco continuing to operate its facilities in Port Hope?

- 1) **(PLEASE DESCRIBE)**

Q6. Are you aware that Cameco operates two facilities in Port Hope? The Port Hope Conversion Facility at the waterfront, and Cameco Fuel Manufacturing on Dorset Street?

- 1) I am aware of both facilities
- 2) I was only aware of the Port Hope Conversion Facility
- 3) I was only aware of Cameco Fuel Manufacturing
- 4) I was not aware of any Cameco facilities

Q7. Would you describe yourself as being very knowledgeable, somewhat knowledgeable, or not really knowledgeable at all about Cameco?

- 1) Very knowledgeable
- 2) Somewhat knowledgeable
- 3) Not really knowledgeable at all

Q8. Do you have any specific concerns with the presence of Cameco's operations in Port Hope?

- 1) **PLEASE DESCRIBE** \_\_\_\_\_



- Q9. Do you agree or disagree that Cameco has the environmental monitoring in place that protects the health of the Port Hope community?
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Somewhat disagree
  - 4) Strongly disagree
  - 5) Unsure/do not know

- Q10. Do you agree or disagree that Port Hope is a safe and healthy place to live?
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Somewhat disagree
  - 4) Strongly disagree
  - 5) Unsure/do not know

- Q11. Would you say you are very proud, somewhat proud, or not proud at all to have Cameco as part of the Port Hope Community?
- 1) Very proud
  - 2) Somewhat proud
  - 3) Not proud at all
  - 4) Unsure/do not know

**VISION IN MOTION**

- Q12. Are you aware of Cameco’s Vision in Motion plan?
- 1) Yes
  - 2) No
  - 3) Unsure
- Q13. Cameco’s Vision in Motion plan focuses on renewing, cleaning up, and modernizing the Port Hope Conversion facility which will allow for approximately seven acres of waterfront land at the Centre Pier to be used by the public. A number of significant milestones have been completed to date. How satisfied or

dissatisfied are you with the progress made to date. If you are unaware of the project, please say so.

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Somewhat dissatisfied
- 4) Very dissatisfied
- 5) Unaware/do not know

**INFORMATION FROM CAMECO**

- Q14. How do you like to receive your information about local current events? What are your preferred sources for local information?
- 1) TV / radio
  - 2) Letters / mail
  - 3) Community emails
  - 4) Word of mouth
  - 5) Port Hope social media groups -> **Which social media platform do you use for local information?**
  - 6) Websites
  - 7) Local newspapers

- Q15. Do you recall your household receiving a copy of a newsletter from Cameco?
- 1) Yes
  - 2) No → **Skip next question**
  - 3) Unsure/do not know → **Skip next question**

- Q16. Did you read any of these newsletters from Cameco?
- 1) Yes
  - 2) No
  - 3) Unsure/do not know

**COMMUNITY SUPPORT**

Q17. Were you aware prior to this survey that Cameco invests in the Port Hope area through sponsorships and other community initiatives?

- 1) Very aware
- 2) Somewhat aware
- 3) Not aware
- 4) Unsure/DK

Q18. In your opinion, to what extent do those investments by Cameco benefit Port Hope?

- 1) A great deal
- 2) Somewhat
- 3) Not at all
- 4) Unsure/DK

**INDUSTRY**

Q19. Would you say you are very aware, somewhat aware, or not aware that nuclear energy provides more than half of electricity generated in Ontario?

- 1) Very aware
- 2) Somewhat aware
- 3) Not aware
- 4) Unsure/do not know

Q20. Would you say you are very aware, somewhat aware, or not aware that all nuclear reactors in Ontario use uranium processed by Cameco in Port Hope?

- 1) Very aware
- 2) Somewhat aware
- 3) Not aware
- 4) Unsure/do not know

Q21. Would you say you are very aware, somewhat aware, or not aware that nuclear reactors are a low carbon emitting source of electricity that are increasingly seen as part of the solution to climate change?

- 1) Very aware
- 2) Somewhat aware
- 3) Not aware
- 4) Unsure/do not know

Q22. Would you say you are very aware, somewhat aware, or not aware that nuclear reactors play a role in medicine primarily around the production of medical isotopes which are used in the sterilization of single use medical devices and the diagnosis and treatment of cancers?

- 1) Very aware
- 2) Somewhat aware
- 3) Not aware
- 4) Unsure/do not know

**DEMOGRAPHICS**

QD1. I have just a few questions left. Your answers are strictly confidential and used for statistical purposes only and to ensure that our survey results are representative of people throughout Port Hope, Ontario. Please stop me when I reach the category under which your age falls.

- 1) 18 to 24
- 2) 25 to 34
- 3) 35 to 44
- 4) 45 to 54
- 5) 55 to 64
- 6) 65 or older

QD2. Please stop me when I reach the category that best describes the level of education that you have completed.

- 1) Some high school (or less)
- 2) Completed high school
- 3) Some technical education
- 4) Technical diploma
- 5) Some university education
- 6) University degree
- 7) Post-graduate degree

QD3. How long have you resided in Port Hope?

- 1) Less than 1 year
- 2) 1 - 5 years
- 3) 6 - 10 years
- 4) 11 - 15 years
- 5) 16 - 20 years
- 6) 21 or more years

QD4. Do you currently work for Cameco in Port Hope or Cobourg?

- 1) Yes
- 2) No

QD5. Do you consider yourself to be of First Nation, Métis, or Inuit ancestry?

- 1) Yes
- 2) No
- 3) Unsure/don't know

QD6. Do you have any other general comments you would like to share before we end our survey?

- 1) Yes (**PLEASE DESCRIBE**) \_\_\_\_\_
- 2) No

This is the end of our survey interview. Thank you very much for your time and your opinions. They are important and appreciated.