



Blind River Public Opinion Survey Summary Report

March 2021

Prepared for:
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Cameco
2021 Blind River Public Opinion Survey
Executive Summary

Highlights

In February and March 2021, Fast Consulting conducted a public opinion survey with residents of Blind River, Ontario to monitor support for Cameco Corporation’s local Blind River Refinery operation and gather perceptions regarding the corporation.

Nearly All Are Aware of Cameco’s Blind River Operations

- All survey respondents (100%) are aware of Cameco’s Blind River operations—including the large majority (82%) who are “very aware.”
- This high level of overall awareness is consistent with previous surveys, although the “very aware” cohort has trended up from 76% in 2009 to 82% in 2021.

Respondents “Strongly Supportive” of Blind River Refinery

- Nearly all (96%) respondents are supportive of Cameco’s Blind River Refinery—including the large majority (76%) who are “strongly supportive.” This high level of support among survey respondents has generally held steady since 2009.

Important Issues

- When respondents are asked what types of issues are important to them regarding Cameco in Blind River, environmental impact and jobs are mentioned most frequently:
 - 38% say environmental impact is an important issue, consistent with 2018.
 - 32% say jobs are an important issue (vs. 26% in 2018)
-

- Community support (24% vs. 20% in 2018), community safety issues (20% vs. 15% in 2018) and workplace safety issues (14% vs. 12% in 2018) round out the top five most frequently mentioned important issues. Perceived Knowledge of Cameco Remains High
- Nine out of 10 (93%) Blind River respondents describe themselves as knowledgeable about Cameco—including 43% who say they are very knowledgeable. This high level of perceived knowledge is consistent with previous surveys, although the “very knowledgeable” cohort has trended up from 36% in 2009 to 43% in 2021.

Information

- Seven out of 10 (69%) respondents think Cameco makes information about its local operations readily available to Blind River residents, down from a high of 78% in 2018, but in line with 71% in 2013.

Trust

The trust index in the survey is a measure of overall support for Cameco in Blind River based on perception of the company’s performance and indicates that respondents continue to believe the refinery contributes positively to the community, and that it operates with corporate values that are important to them in areas of environmental responsibility, internal processes and community citizenship. Public trust scores continue to be high and consistent with measures from 2018, 2013 and 2009 community surveys.

Few Have Specific Concerns

- When asked if they have any specific concerns about Cameco’s operations in Blind River, most respondents (84%) say no. Approximately 16% do have concerns and, consistent with previous surveys, these concerns reflect health & safety

concerns (7%), environmental concerns (6%), but also loss of jobs/economic impact if Cameco leaves (3%).

Residents Confident in Overall Safety

- ▶ Nine out of ten (91%) respondents agree Cameco does everything possible to protect people and the environment—including 65% who “strongly agree.”
- ▶ Nine out of ten (94%) agree Blind River is a safe, healthy place to live—including 77% who “strongly agree.” This is consistent with previous surveys.
- ▶ The large majority (87%) of respondents agree that various regulators adequately ensure the safety of Blind River, including 57% who “strongly agree.” Agreement has increased since 2009.

Methodology

Fast Consulting conducted a public opinion survey on behalf of Cameco Corporation with a random telephone sample of 200 residents of Blind River, Ontario, where the company operates a uranium refinery. The survey was conducted between February 24th and March 7th, 2021. The objective of the survey is to estimate support for Cameco’s local operations and to gather opinions and perceptions regarding the corporation. A sample of 200 respondents lets us say with a 95% level of certainty (19 times out of 20) that the overall results in this report are within plus or minus 6.9% of what they would be if the entire adult population of Blind River was surveyed.

The survey questionnaire contains baseline questions asked in previous community surveys since 2009 and tracked in this report. It was pre-tested to ensure it was clear and understandable, that it flowed efficiently for respondents and incorporated correct branching and skip patterns. The survey sample frame is based on

telephone numbers selected from a randomly generated electronic sample frame developed by ASDE. Survey interviews were conducted by experienced public opinion interviewers at Elemental Research, Ottawa, Ontario.

The data presented in this report is unweighted: when it is weighted according to census data to ensure that the sample matches Blind River’s population according to age and gender, it does not change significantly.

Fast Consulting specializes in the collection of community and business intelligence through online and telephone surveys, focus groups and community engagement forums. Our work has been used in policy development, issue management, business planning, membership support, service quality management, community relations, public affairs and advocacy.



Cameco
2021 Blind River Public Opinion Survey
Survey Results

Awareness of Cameco’s Operation

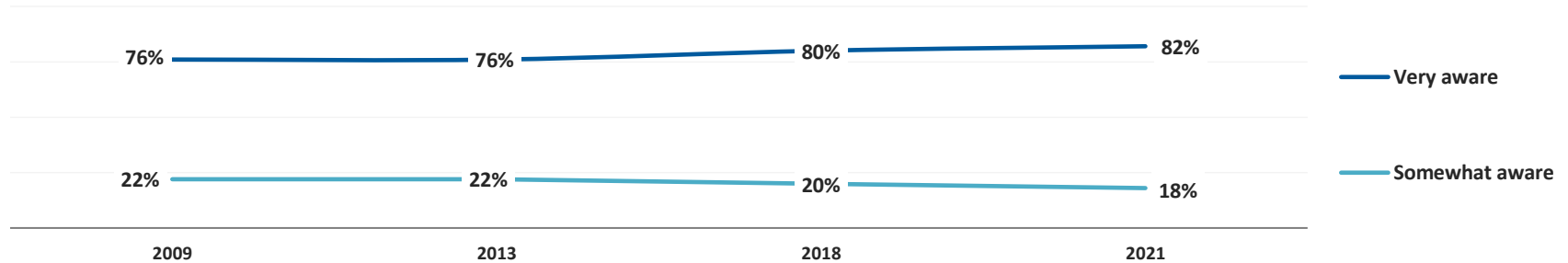
Q. *We’re interested in your opinion regarding a company called Cameco Corporation, a nuclear energy company that operates a uranium refinery in Blind River. How aware are you of Cameco’s Blind River operations?*

- All 200 survey respondents (100%) are at least somewhat aware of Cameco’s Blind River operations, including the large majority (82%) who are “very aware”.
- The high level of overall awareness is consistent with previous surveys, although the “very aware” cohort has trended up from 76% in 2009 to 82% in 2021.

8 out of 10 “Very Aware” of Cameco’s Blind River Operations



Tracking Awareness of Cameco’s Blind River Operations, 2009 to 2021

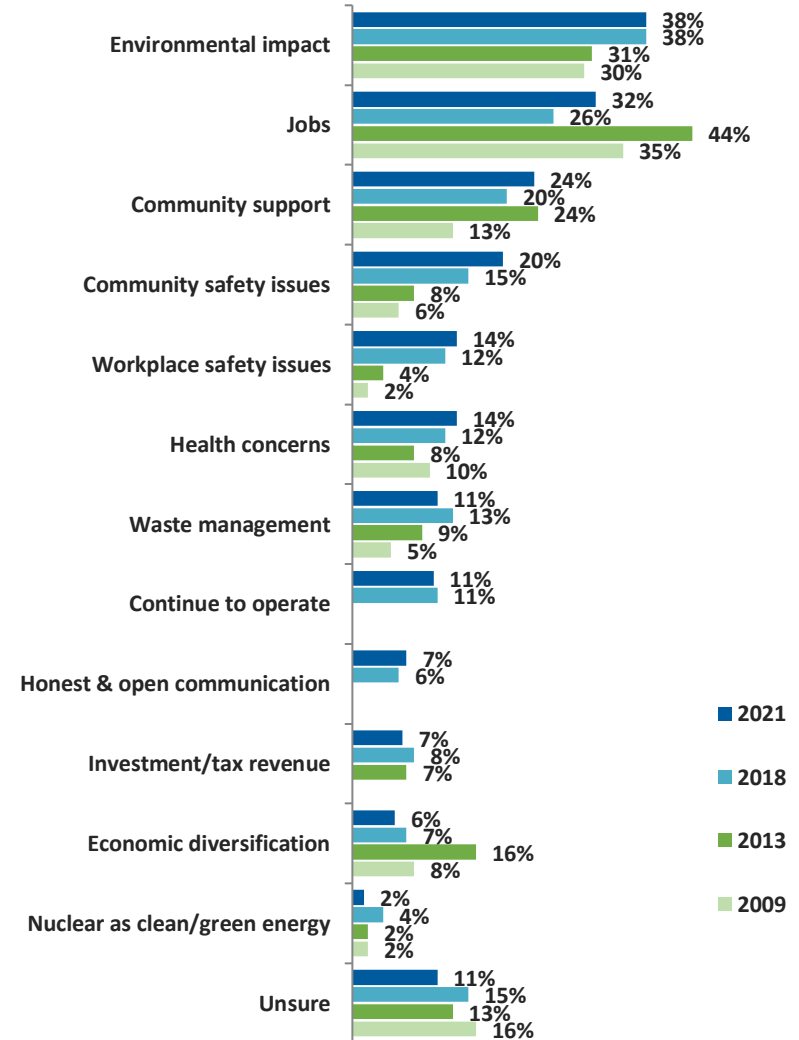


Important Issues

Q. What types of issues are important to you when you think about Cameco in Blind River?

- Environmental impact and jobs remain the two most frequently cited issues when respondents are asked what issues are important to them about Cameco in Blind River.
 - 38% cite environmental impact as an important issue, consistent with 2018
 - 32% cite jobs as an important issue, up from 26% in 2018
- Community support at 24% (vs. 20% in 2018), community safety issues at 20% (vs. 15% in 2018) and workplace safety issues at 14% (vs. 12% in 2018) round out the top five most frequently mentioned important issues.
- Approximately one in ten cite health concerns (14% vs. 12% in 2018), waste management (11% vs. 13% in 2018) and Cameco continuing to operate (11%, unchanged from 2018) as important issues.

Environment & Jobs Remain Top 2 Issues



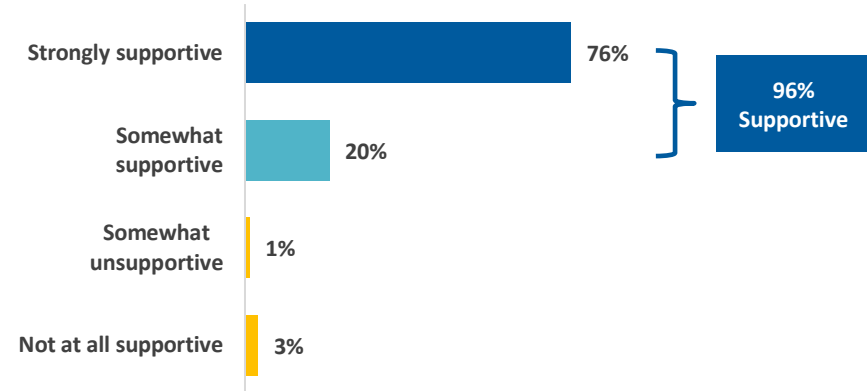
*Multiple response allowed.

Support for Blind River Refinery

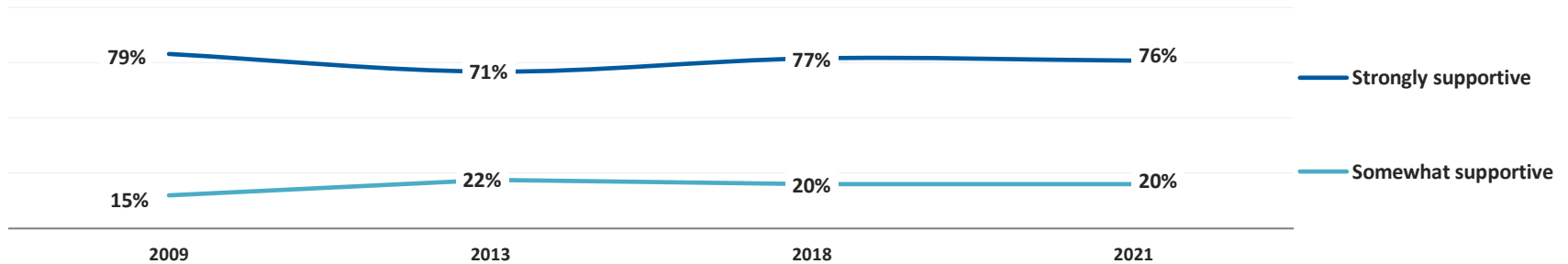
Q. *Would you say that you are strongly supportive, somewhat supportive, somewhat unsupportive, or not supportive at all of Cameco’s Blind River refinery?*

- Nearly all (96%) of respondents are supportive of Cameco’s Blind River Refinery—including the large majority (76%) who are “strongly supportive.”
- The strong level of support for Cameco’s Blind River Refinery has generally held steady since 2009.

8 out of 10 “Strongly Supportive” of Cameco’s Blind River Refinery



Tracking Support for Cameco’s Blind River Refinery, 2009 to 2021

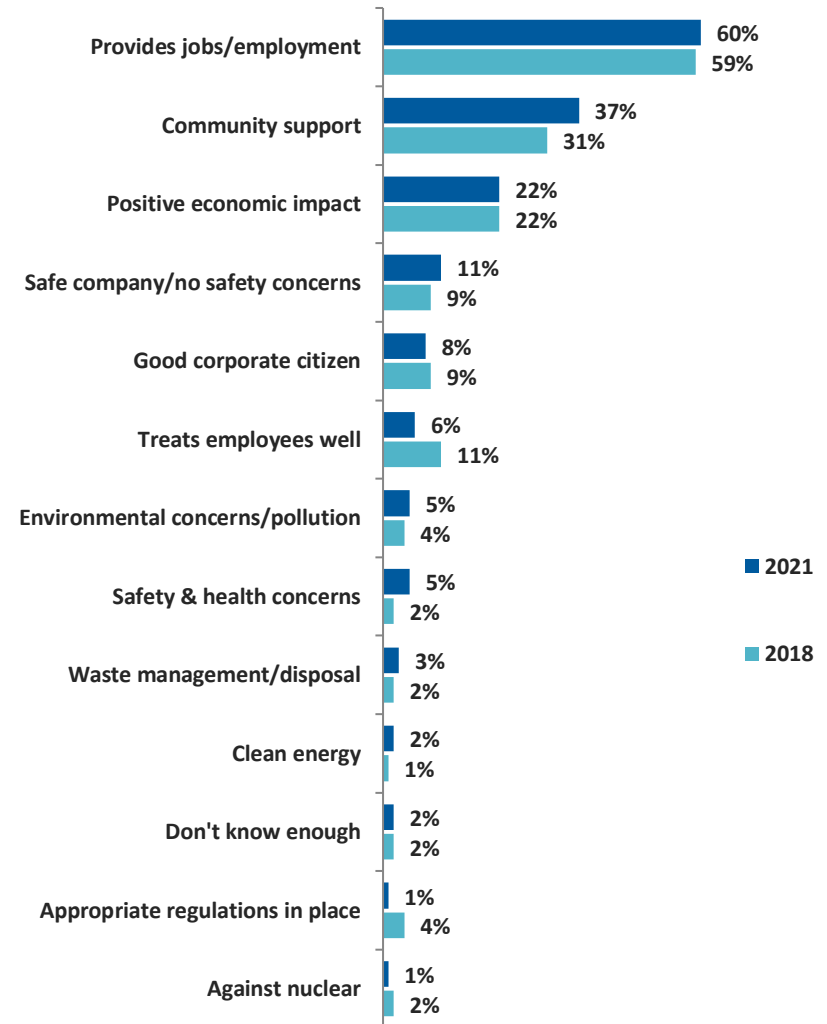


Reasons for Support

Q. What is the main reason you are supportive or not supportive of Cameco's Blind River refinery?

- The majority (60%) of respondents who provide a reason for support say the main reason they are supportive of Cameco's Blind River refinery is because it provides jobs/employment. This is consistent with 59% in 2018.
- Four out of ten (37%) are supportive of the refinery because Cameco supports the community, up from 31% in 2018.
- Two out of ten (22%) are supportive because of the refinery's positive economic impact (unchanged from 2018).
- Other reasons respondents support the refinery include the perception that Cameco is a safe company (11%), a good corporate citizen (8%) and treats employees well (6%).
- The most frequently cited reasons for not supporting the refinery include environmental concerns/pollution (5%), safety & health concerns (5%), waste management/disposal (3%) and being against nuclear energy (1%).

Jobs Continues to Be #1 Reason People Support Cameco



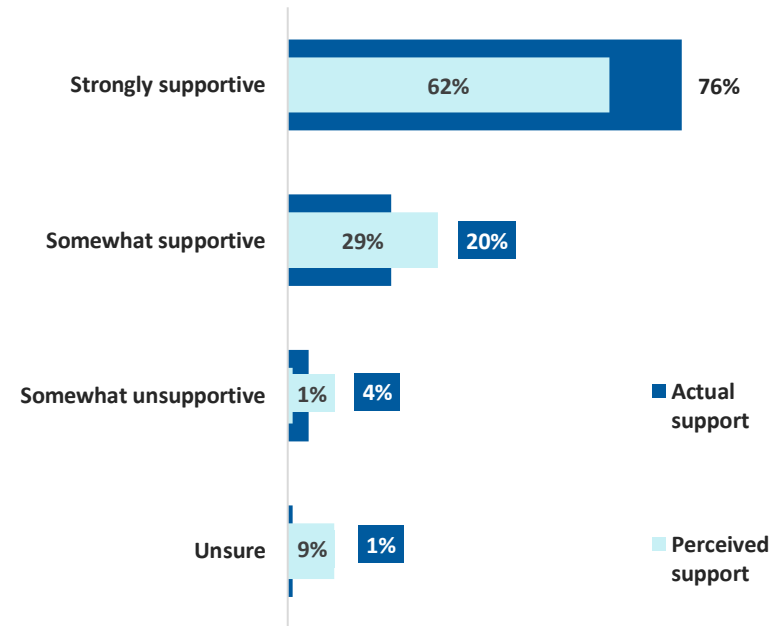
*Multiple responses allowed.

Perceived Community Support

Q. What about others in your community, would you say that most people in Blind River are supportive or not supportive?

- Nine out of ten (91%) respondents think most other people in the Blind River community support the refinery, only slightly less than those who are themselves supportive (96%).
- There is a more significant difference in strength of support—62% of respondents think others in the community are strongly supportive vs. 76% who are actually strongly supportive.
- These trends are consistent with previous surveys.

9 out of 10 Think Others in Community Support the Refinery



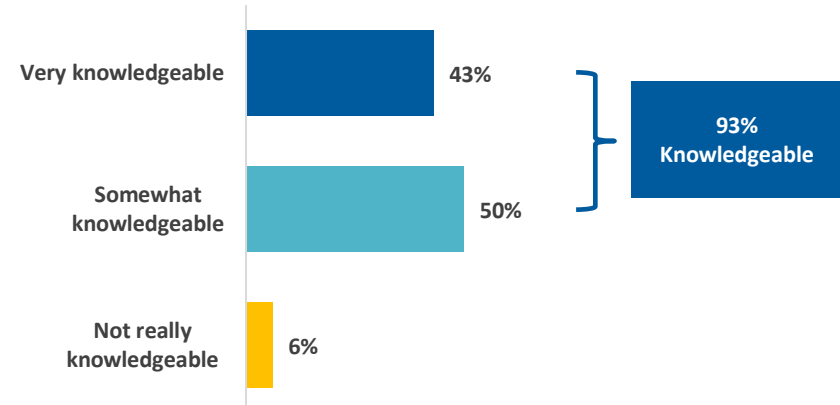
*Chart may not total 100% due to rounding.

Knowledge of Cameco

Q. Would you describe yourself as knowledgeable, somewhat knowledgeable or not really knowledgeable about Cameco?

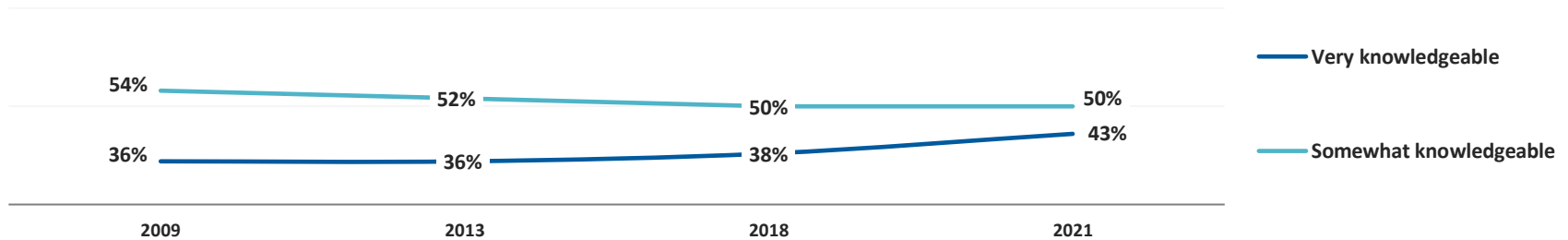
- Nine out of 10 (93%) Blind River respondents describe themselves as knowledgeable about Cameco—including 43% who say they are very knowledgeable.
- This high level of perceived knowledge about Cameco is consistent with previous surveys, although the “very knowledgeable” cohort has trended up from 36% in 2009 to 43% in 2021.

9 out of 10 See Themselves as Knowledgeable about Cameco



**Chart may not total 100% due to rounding.*

Tracking Knowledge of Cameco, 2009 to 2021



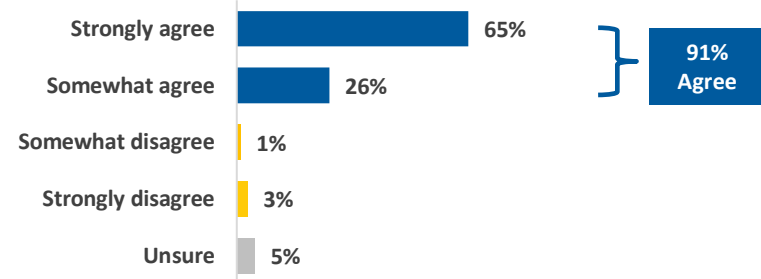
Public Trust

Cameco Protects People & Environment

Q. Do you agree Cameco does everything possible to protect people and the environment?

- Nine out of ten (91%) respondents agree Cameco does everything possible to protect people and the environment—including 65% who “strongly agree.”

9 out of 10 Confident Cameco Protects People & Environment

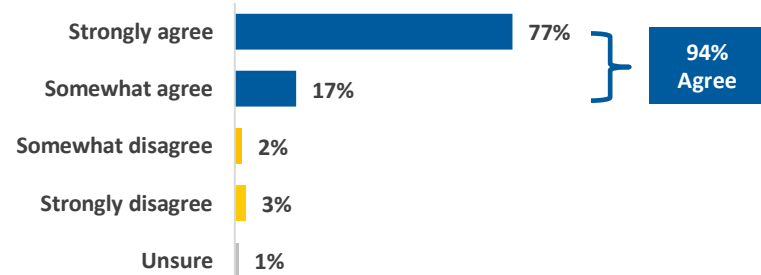


Blind River is Safe, Healthy Place to Live

Q. Do you agree Blind River is a safe and healthy place to live?

- Nine out of ten (94%) agree Blind River is a safe, healthy place to live—including 77% who “strongly agree.”

9 out of 10 Agree Blind River Is Safe, Healthy Place to Live

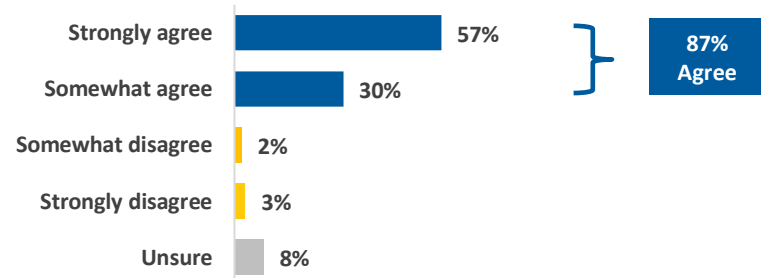


Regulatory Safety

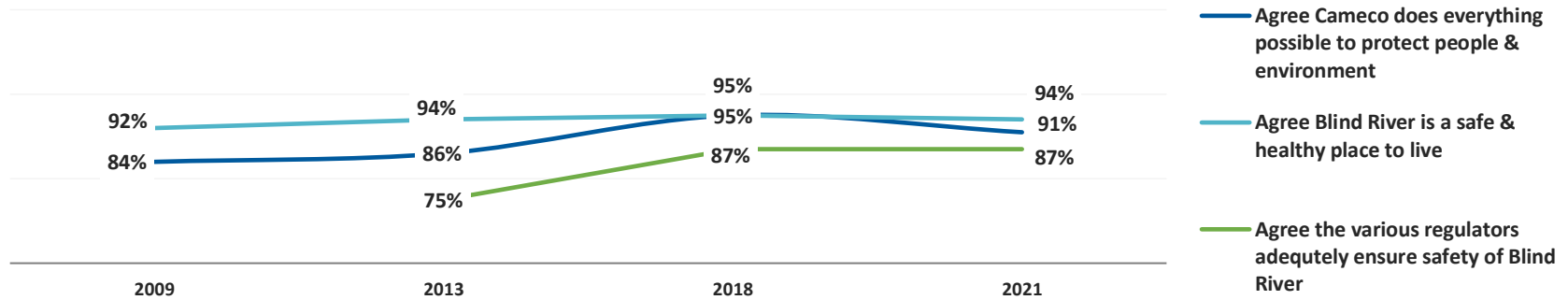
Q. Do you agree or disagree the various regulators adequately ensure the safety of Blind River?

- The large majority (87%) of respondents agree the various regulators adequately ensure the safety of Blind River—including 57% who “strongly agree.”

9 out of 10 Agree Regulars Ensure Safety



Tracking Perceptions of Community Safety, 2009 to 2021



- Over the last decade, agreement that Cameco does everything possible to protect people and the environment has increased from 8 out of 10 to 9 out of 10 respondents.
- Agreement that Blind River is a safe, healthy place to live has remained generally consistent at 9 out of 10 respondents.
- Agreement that the various regulators adequately ensure the safety of Blind River has increased from 8 out of 10 to 9 out of 10 respondents.

Trust Index

Although corporations like Cameco receive their operating licenses from various federal and provincial regulatory bodies, they also need a social licence to operate from the communities in which they exist in order to remain viable.

Fast Consulting developed a Trust Index (TI) to calculate overall public support for Cameco in Blind River 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 Blind River.

Respondents are asked to rate their level of agreement (or trust) for each statement on a scale of 1 to 10. 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."

- Consistent with previous surveys, all Trust Index (TI) measures are in the "very good to excellent" range.
- Also consistent with previous surveys, Cameco earns the highest public trust scores for being *a supporter of the Blind River community* (mean score of 9.51 out of 10) and *a creator of quality employment in Blind River* (9.15).

2021 Trust Index (TI) Scores

- **Environmental Responsibility:**
 - *An environmentally responsible company* – **8.46** out of 10 is down from a high of 8.67 in 2018.
 - *Protecting the air, land and water for future generations* – **8.19** is down somewhat from 8.25 in 2018.
- **Internal Processes:**
 - *A stable company with good management and leadership* – **8.83** is down from a high of 9.02 in 2018.
 - *Providing a safe and healthy workplace* – **8.83** vs. 8.88 in 2018 and 8.91 in 2013.
 - *A respected international company* – **8.75** vs. 8.79 in 2018 and 8.80 in 2013.
- **Community Citizenship:**
 - *A supporter of the Blind River community* – **9.51** vs. 9.66 in 2018 and 9.35 in 2013.
 - *A creator of quality employment in Blind River* – **9.15** vs. 9.25 in 2018 and 8.68 in 2013.
 - *A generator of economic opportunity in Blind River* – **8.90** vs. 8.91 in 2018 and 8.67 in 2013.
 - *The kind of company we need in Blind River* – **8.81** vs. 9.08 in 2018 and 8.53 in 2013.
 - *Safeguarding the safety and health of the community* – **8.55** vs. 8.69 in 2018 and 8.32 in 2013.
 - *Honest & open with the public* – **8.34** vs. 8.48 in 2018 and 8.14 in 2013.
 - *Providing adequate information to the public* – **8.09** vs. 8.29 in 2018 and 7.97 in 2013.

Tracking Trust Index Scores, 2009 - 2021

Q. On a scale of 1 to 10, where 1 means “do not agree at all” and 10 means “totally agree,” please tell me, in your opinion, if you think Cameco Corporation is ...?

ENVIRONMENTAL RESPONSIBILITY	June 2009	July 2013	October 2018	March 2021
<i>An environmentally responsible company</i>	8.54	8.48	8.67	8.46
<i>Protect the air, land and water for future generations</i>	8.13	8.08	8.25	8.19
INTERNAL PROCESSES	June 2009	July 2013	October 2018	March 2021
<i>A stable company with good management and leadership</i>	8.98	8.75	9.02	8.83
<i>Providing a safe and healthy workplace</i>	8.95	8.91	8.88	8.83
<i>A respected international company</i>	-	8.80	8.79	8.75
COMMUNITY CITIZENSHIP	June 2009	July 2013	October 2018	March 2021
<i>A supporter of the Blind River community</i>	9.63	9.35	9.66	9.51
<i>A creator of quality employment in Blind River</i>	9.09	8.68	9.25	9.15
<i>A generator of economic opportunity in our community</i>	8.81	8.67	8.91	8.90
<i>The kind of company we need in Blind River</i>	-	8.53	9.08	8.81
<i>Safeguarding the safety and health of the community</i>	8.47	8.32	8.69	8.55
<i>Honest and open with public</i>	8.24	8.14	8.48	8.34
<i>Providing adequate information to the public</i>	8.07	7.97	8.29	8.09

For a sample of 200 respondents, differences greater than 0.10 are considered significant. This does not mean that differences of less than 0.10 are not meaningful, but simply that the sample is not large enough to statistically verify the data.

Access to Information

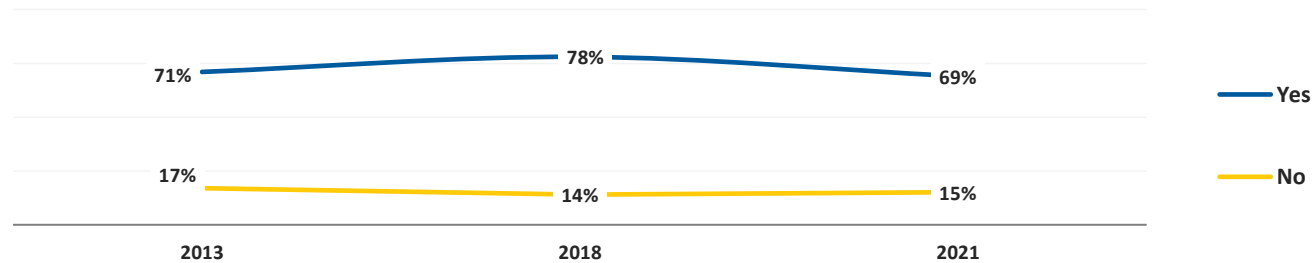
Q. Do you think that Cameco makes information about its local operations readily available to Blind River residents?

- Seven out of 10 (69%) respondents think Cameco makes information about its local operations readily available to Blind River residents.
- Overall, the 2021 survey finding of 69% is down from a high of 78% in the 2018 survey, but in line with 71% in the 2013 survey.

7 out of 10 Think Cameco Makes Information Readily Available



Tracking Perception of Access to Information, 2013 to 2021

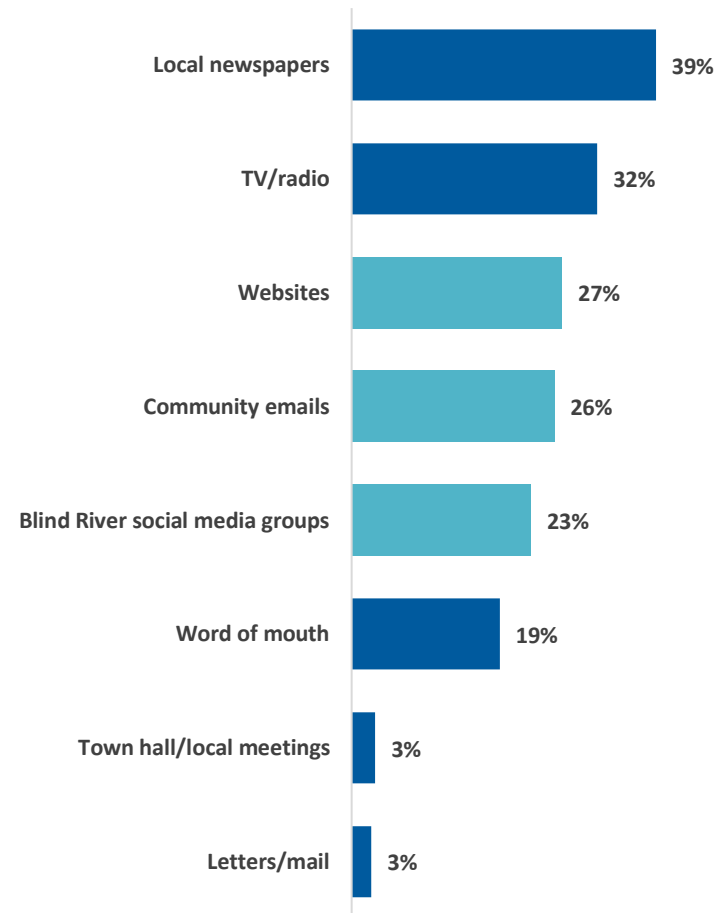


Preferred Information Sources

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

- Respondents identify a variety of preferred sources for information about local current events.
- Traditional media sources are most frequently cited, with 39% saying they prefer to get local information from local newspapers and 32% from television or radio.
- Digital media sources are also cited: 27% prefer to get local information from websites, 26% from community emails and 23% from Blind River social media groups.
- Another 19% prefer word of mouth. A few cite town hall/local meetings (3%) and letters/mail (3%).

Top 2 Information Sources Are Traditional Media



**Multiple responses allowed.*

Awareness of Community Support

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

- Nearly all (97%) respondents are aware that Cameco invests in the Blind River area through sponsorships and other community initiatives—including 89% who are “very aware.”

9 out of 10 “Very Aware” Cameco Invests in Blind River

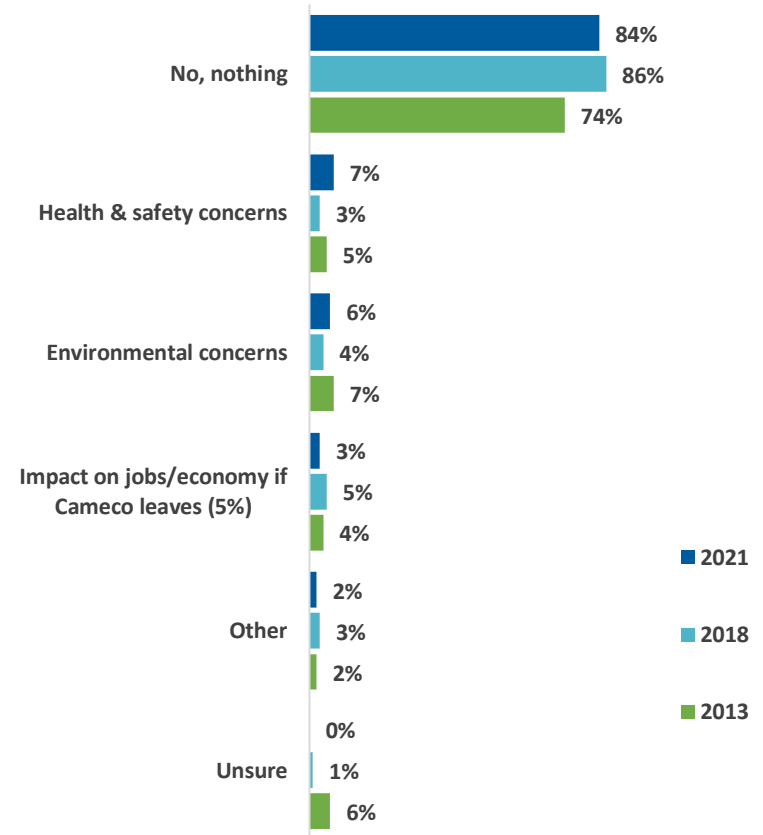


Specific Concerns

Q. Do you have any specific concerns with the presence of Cameco's operations in Blind River?

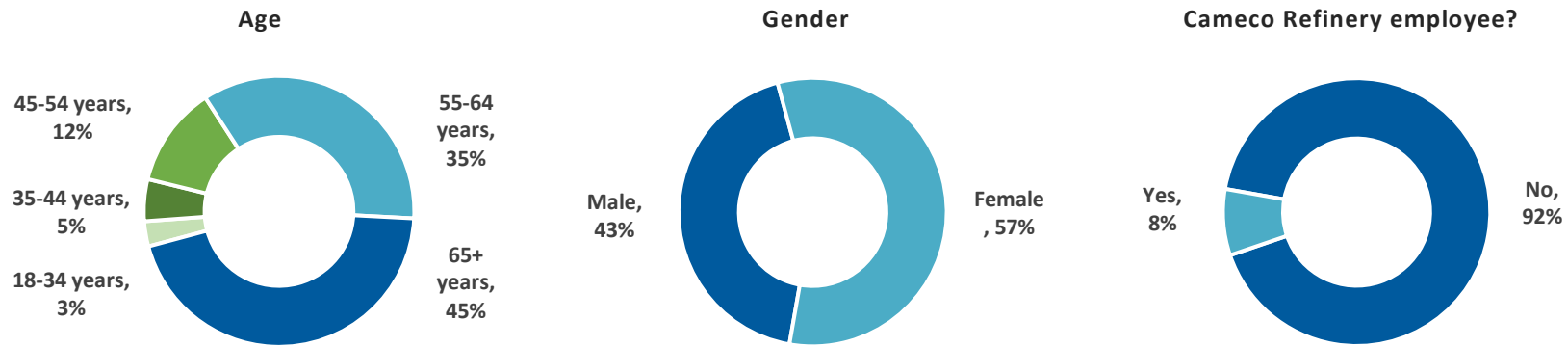
- The large majority (84%) of respondents do not have any specific concerns with Cameco's operations in Blind River, compared to 16% (or 32 respondents) who do.
- The concerns raised by respondents typically reflect three themes:
 - Health & safety concerns (7%)
 - Environmental concerns (6%)
 - Impact on jobs/economy if Cameco leaves (3%)

2 out of 10 Have Specific Concerns

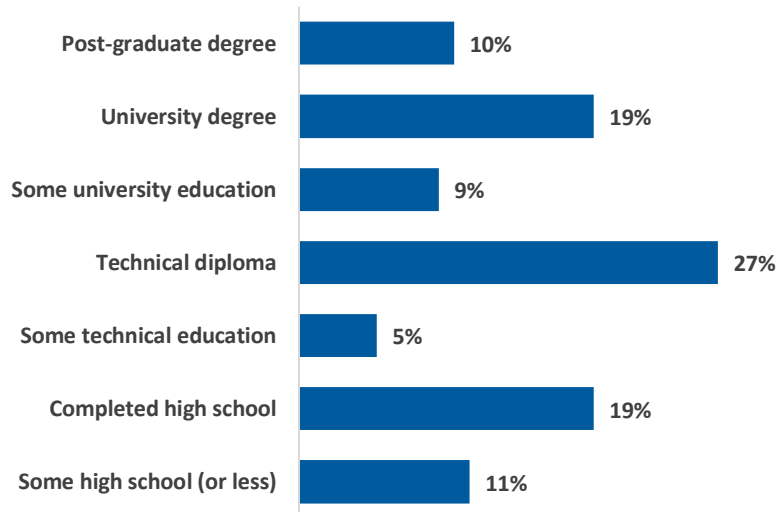


*Multiple responses allowed.

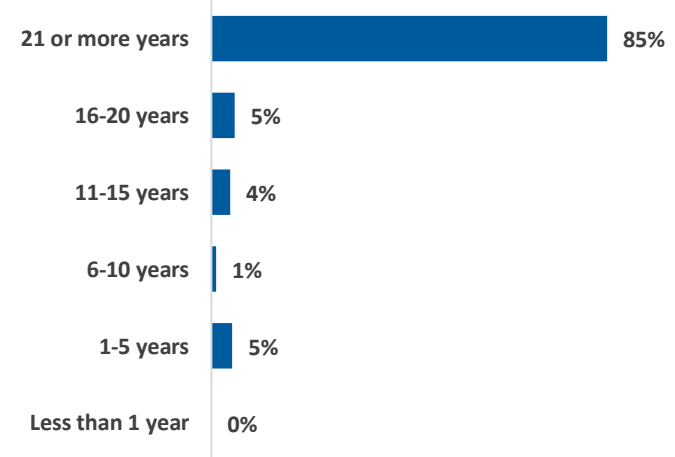
Respondent Profile



Education



No. of Years Living in Blind River



*Charts may not total 100% due to rounding.