

**Cameco Corporation**  
**PORT HOPE PUBLIC OPINION SURVEY**  
**REPORT SUMMARY**

June 2014

Cameco Corporation  
Port Hope Public Opinion Survey  
Report Summary

Prepared for

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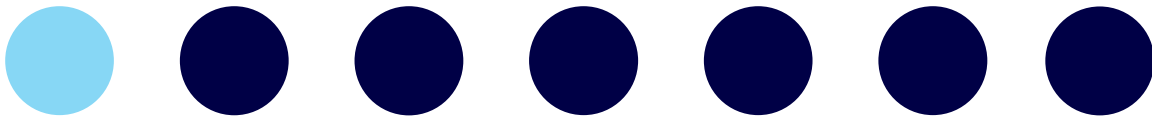


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# Executive Summary

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## Introduction

On behalf of Cameco Corporation, Fast Consulting conducted an annual public opinion survey with a representative sample of Port Hope residents in late May and early June of 2014. The survey monitors support for Cameco's local operations and gathers perceptions regarding the corporation. The survey sample size of 420 Port Hope residents lets us say with a 95% level of certainty that the overall results of the 2014 survey are within plus or minus 4.8% of what they would be if the entire adult population of Port Hope were polled.

## Highlights

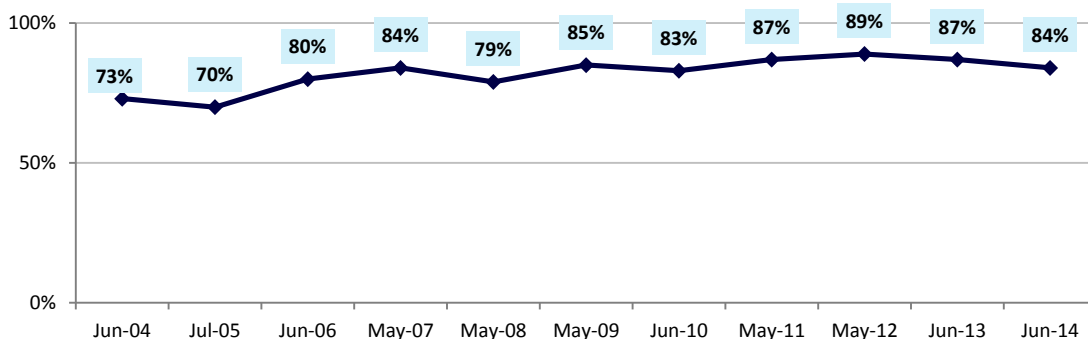
### Awareness & Knowledge

- ▶ Virtually all (97%) Port Hope residents are aware of Cameco's Port Hope operations, including a large majority (68%) who are 'very aware'. This is consistent with previous surveys, although the strength of awareness (i.e., 'very aware') is down from June 2013.
- ▶ Nine out of 10 (91%) Port Hope respondents describe themselves as knowledgeable about Cameco, including over a third who say they are 'very knowledgeable'. This is consistent with previous survey results.

### Public Support

- ▶ The large majority (84%) of residents support the continuation of Cameco's operations in Port Hope, including six out of ten (61%) residents who are 'strongly supportive.' This high level of support is generally consistent with previous surveys.

#### Public Support for Port Hope Operations, 2004-2014



- The long-term trend of residents underestimating public support for Port Hope operations continues. Approximately 72% of residents think most people in Port Hope are supportive of Cameco continuing to operate in the community, compared to 84% who actually support the company. The gap is most pronounced in the ‘strongly supportive’ category: 24% of residents believe others are ‘strongly supportive’ compared to 61% who are ‘strongly supportive.’

## Important Issues and Specific Concerns

- Environmental impact, health and safety, and economic impact jobs remain the top three things residents cite when asked to identify issues of importance to them regarding Cameco in Port Hope.
  - 34% identify environmental impact and waste management related issues.
  - 32% identify health and safety related issues.
  - 31% identify economic impact related issues such as jobs, economic diversification, community support and investment.
- Most residents (66%) do not have any specific concerns about Cameco’s operations in Port Hope. Among the 34% of residents who do, the concerns they list are generally consistent from year to year:
  - 6% believe Cameco’s operations are destroying the waterfront
  - 5% have health and safety concerns
  - 5% are worried about the environmental impact
  - 4% are worried about an accident/leak/contamination
  - 4% are worried about waste management/clean-up
  - 4% want more information or education about/from Cameco.
- Nine out of ten (89%) residents agree that Port Hope is a safe and healthy place to live, in line with previous surveys. This includes 65% who ‘strongly agree.’

## Public Trust

Fast Consulting developed a Trust Index (TI) to calculate overall public support for Cameco in Port Hope based on integration of public perceptions regarding the company’s performance on environmental responsibility, internal processes and community citizenship. Trust Index mean scores suggest that residents of Port Hope continue to see Cameco as being operated in a manner aligned with community concerns and values as they relate to environmental responsibility, internal processes and community citizenship.

- All Trust Index (TI) measures are in the ‘very good to excellent’ range, although most scores have decreased slightly from 2013.
- **Environmental responsibility:** Mean scores for environmental responsibility are down slightly from 2013, but remain at higher levels measured since 2011.
- **Internal processes:** Mean scores for internal processes are all at or above 8 out of 10.

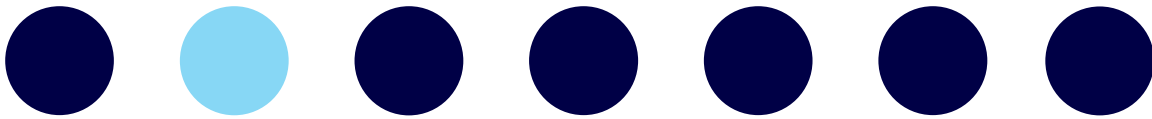
- › **Community citizenship:** Mean scores for community citizenship also remain strong with three statements earning scores above 8 out of 10.

## Regulatory Processes

- › Approximately three-quarters (76%) of residents agree that federal and provincial regulatory processes adequately ensure the safety of Port Hope residents, which is in line with 78% in 2013.

## Communications

- › The large majority (81%) of residents think Cameco makes information about its operations in Port Hope readily available to residents. This is generally consistent with previous surveys.
- › More than half (56%) of residents are aware that Cameco has a website providing information about Port Hope operations. This is generally consistent with previous surveys.
- › The majority (84%) of residents are aware that Cameco holds open community forums on its operations in Port Hope, down somewhat from 2013 and 2012. Awareness is highest among those ages 35 and over.
- › Seven out of ten (70%) residents recall receiving a community forum newsletter from Cameco – consistent with previous years. Awareness increases with age.
- › The large majority (86%) of those who recall receiving the Cameco newsletter say they read it, down somewhat from 2013 and 2012. Older residents (55+) are most likely to read the newsletter.
- › Port Hope residents continue to view Cameco and its employees as the most reliable sources of information about the company and its local operations with a mean score of 7.52 out of 10. Cameco's Community Liaison Forum (7.11), newsletter (6.94), website (6.95) and spokesperson (6.87) also receive higher ratings in trustworthiness.
- › Perceptions of the reliability of the Port Hope Health Concerns Committee (5.92), the media (5.16), anti-nuclear groups (4.15) and FARE (4.05), while still low, have increased slightly year-over year.



# Methodology

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## Project Background

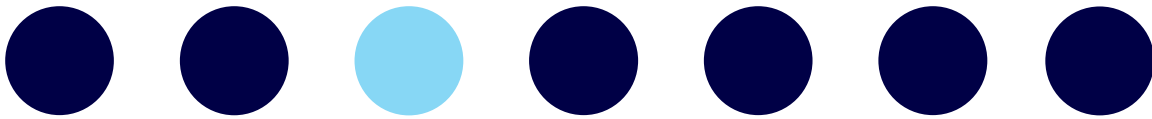
In late May and early June 2014, Fast Consulting conducted a public opinion survey with a random sample of Port Hope residents. The objective of the annual survey is to monitor support for Cameco's local operations, and to gather opinions and perceptions regarding the corporation.

The survey sample of 420 residents yields public opinion measurements with a statistical level of confidence of 95% within an overall margin of error of plus or minus 4.8 percentage points. Respondents were randomly selected from an electronic sample of the Municipality of Port Hope using standard polling practices. The sampling frame was constructed to facilitate representation of demographic characteristics evident in the population such as gender, age and level of education. Randomly selecting participants ensures that the opinions of all types of people residing in the Municipality of Port Hope are represented in the survey results.

The Municipality of Port Hope consists of two wards. Ward 1 is the urban sector where the majority of the commercial and industrial development exists; it represents approximately 76% of the total population of the Municipality of Port Hope. It was the former Town of Port Hope, prior to amalgamation in 2001. Ward 2 is the rural sector and consists of several hamlets including Welcome, Campbellcroft, Garden Hill and Perrytown. Ward 2 is the former Hope Township. Both wards are proportionately represented in the survey.

The survey was in the field from May 27 to June 10, 2014. Telephone survey interviews were conducted at times that were appropriate and convenient for respondents – between the hours of 5:00 p.m. and 9:00 p.m. (EST) on weekdays and between the hours of 10:00 a.m. and 4:00 p.m. on weekends. Interviews were conducted by experienced public opinion interviewers using Fast Consulting's in-house Computer Aided Interviewing (CATI) system.

Data checking procedures were used at all times to ensure the accuracy of the data. The statistical team at Fast Consulting designed and implemented programs to facilitate the statistical analysis of the survey data using the industry standard SPSS software program (Statistical Package for Social Sciences).

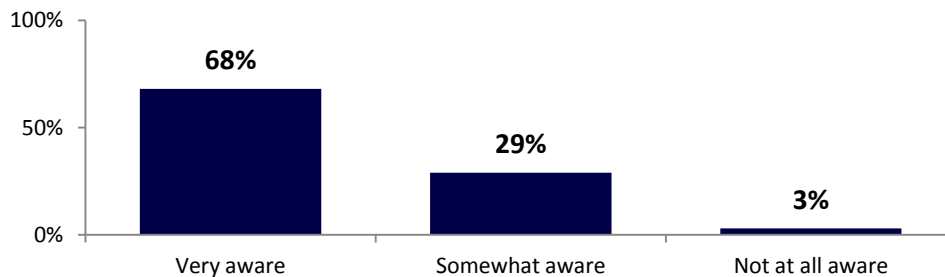


# Awareness & Support

## Awareness of Cameco

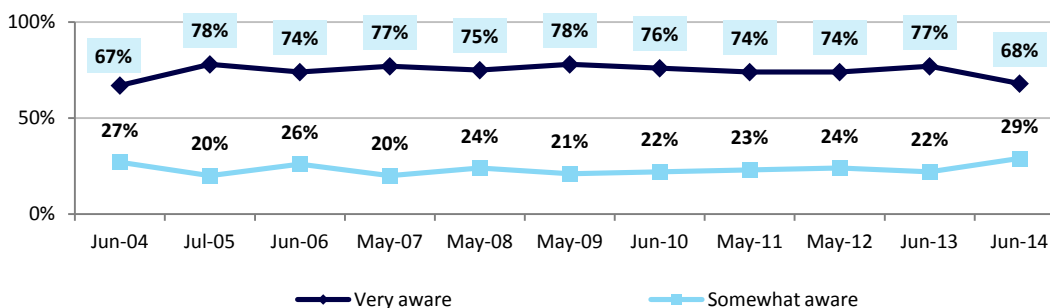
We are interested in your opinion regarding a company called Cameco Corporation, a nuclear energy company that operates two facilities in Port Hope. The Port Hope conversion facility processes uranium that is used to generate clean electricity here in Canada and around the world. Cameco Fuel Manufacturing, formerly known as Zircotec Precision Industries, manufactures nuclear fuel bundles and other component parts for the Canadian-designed Candu nuclear reactors. Cameco employs approximately 775 people in Northumberland County.

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



- Virtually all (97%) Port Hope residents are at least somewhat aware of Cameco's Port Hope operations, including a large majority (68%) who are 'very aware'.
- Overall awareness is consistent with previous surveys, but the percentage of respondents who are 'very aware' of the company's local operations is down almost ten percent from June 2013.

### Tracking Awareness





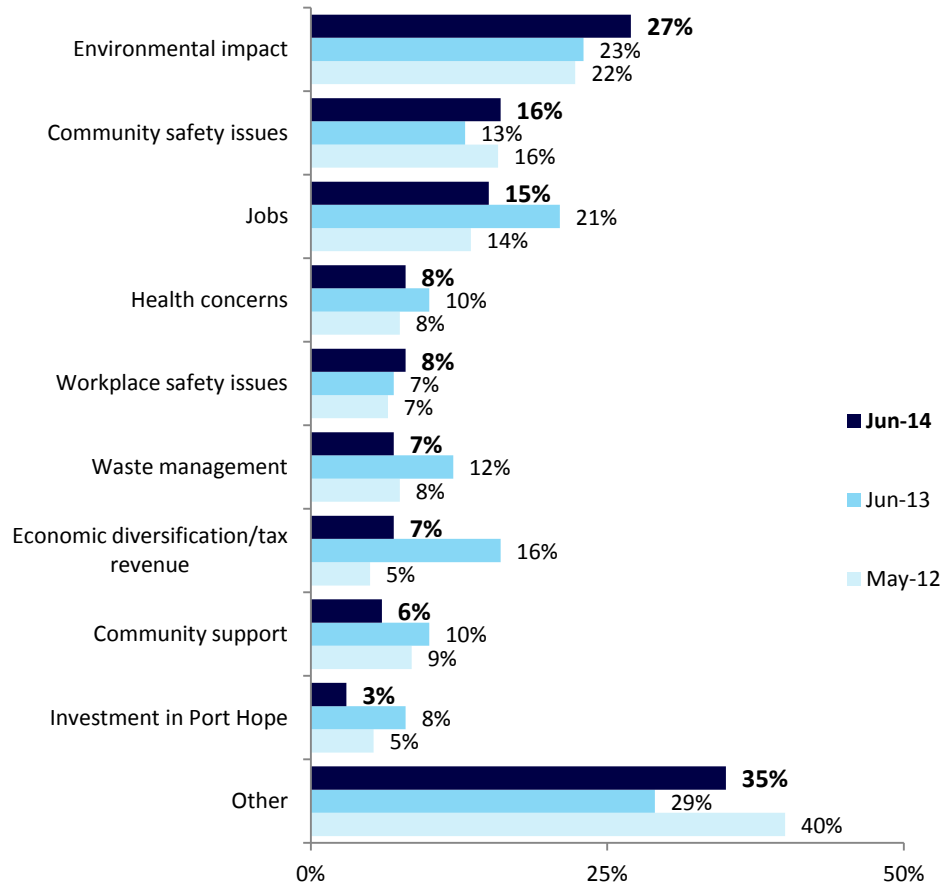
**By Age & Gender**

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Very aware	41%	65%	71%	74%	60%	68%
Somewhat aware	45%	33%	26%	23%	36%	29%
Not at all aware	14%	2%	3%	3%	4%	3%

- Overall awareness of Port Hope operations is high across all age groups and both genders, but the percentage who are ‘very aware’ increases with age, from 41% of 18-34s to 65% of 35-54s and 71% of 55+. Men are also more likely to be ‘very aware’ than women, at 74% vs. 60%.

## Important Issues

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



\* Note: multiple responses allowed

- Respondents continue to identify the same top three issues as important—although not always in the same order—environmental impact, community safety and jobs.
  - 27% say environmental impact is an important issue; 18-34 year-olds are almost twice as likely as older residents to identify the environment as an important issue.
  - 16% say community safety is an important issue; 35-54 year-olds are most likely to site this as an important issue.
  - 15% say jobs are an important issue; 18-34 year-olds are most likely to say this is an important issue.

### Probing Respondents' Concerns

Respondents who cite environmental impact, workplace safety issues, community safety issues or health concerns are asked to further describe their concerns.

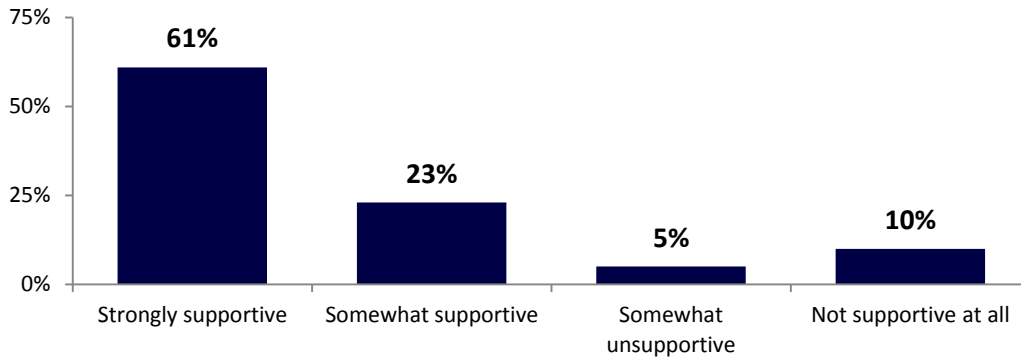
Environmental Impact	% of 112 respondents	Community Safety	% of 65 respondents
Air quality	20%	Health & safety of employees	37%
Leaks, spills, contamination	18%	Follow regulations, accountability	15%
Environmental impact	14%	Move away from residential community	14%
Clean up	11%	Leaks, spills, contamination	11%
Waste management	9%	Accident, explosion (Fukushima)	8%
Follow regulations, accountability	8%	Air quality	5%
Accident, explosion (Fukushima)	7%	Cameco is doing good job	3%
Health, safety of local residents	5%		
Workplace Safety	% of 34 respondents	Health Concerns	% of 35 respondents
Health & safety of employees	38%	Health & safety of employees	40%
Follow regulations, accountability	21%	Follow regulations, accountability	11%
Doing good job	15%	Air quality	11%
Air quality	6%	Leaks, spills, contamination	9%
Waste management	3%	Accident, explosion (Fukushima)	3%
Accident, explosion (Fukushima)	3%	Risk of cancer	3%

\* Note: multiple responses allowed

- Environmental Impact:** 18-34 year-old respondents are more concerned than older respondents about leak/spills/contamination, overall environmental impact and waste management; 55+ respondents are more concerned about air quality. Women are more concerned than men about leak/spills/contamination; men are more concerned about the overall environmental impact and waste management.
- Community Safety:** half of 18-34 and 35-54 year-old respondents who cite community safety concerns are concerned about the health and safety of employees; 18-34s are concerned about the operation's accountability/following regulations. Men are also more likely to cite this concern than women, and also more likely to say the company should move away from the residential community.
- Workplace Safety:** 18-34 year-old respondents are again most likely to cite concerns about the health and safety of employees and accountability/following regulations. Men are much more likely to cite this concern than women.
- Health Concerns:** older men (55+) are the only ones to cite risk of cancer as a concern; older women (55+) are the only ones to cite accident/ explosion like Fukushima.

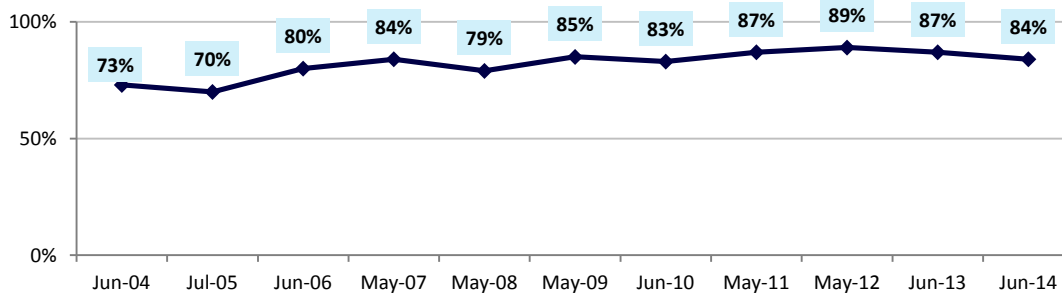
## Support for Cameco in Port Hope

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?



- The large majority (84%) of Port Hope respondents support the continuation of Cameco’s operations in Port Hope. This includes six out of ten (61%) respondents who are ‘strongly supportive.’ This is generally consistent with previous surveys.

### Tracking Support (strongly + somewhat supportive)



### By Age & Gender

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
<b>Strongly supportive</b>	<b>68%</b>	<b>61%</b>	<b>61%</b>	<b>66%</b>	<b>55%</b>	<b>61%</b>
<b>Somewhat Supportive</b>	<b>23%</b>	<b>24%</b>	<b>22%</b>	<b>18%</b>	<b>27%</b>	<b>23%</b>
Somewhat unsupportive	9%	4%	5%	4%	6%	5%
Not at all supportive	0%	9%	11%	10%	9%	10%

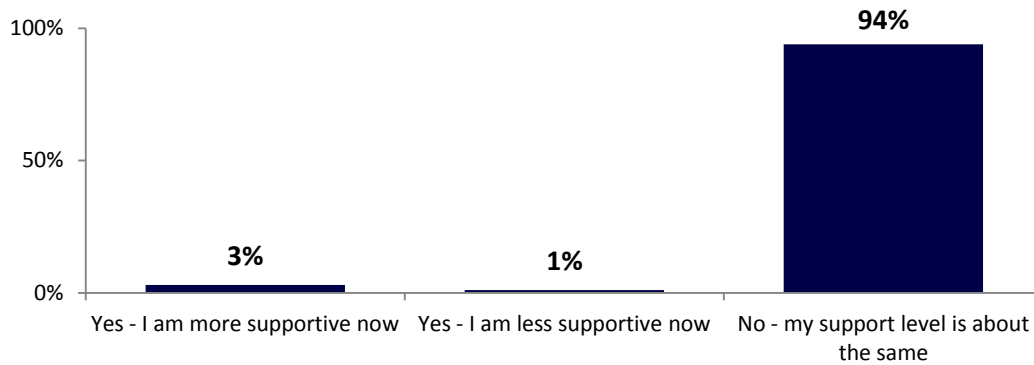
- The large majority of respondents of all ages and both genders support the continuation of Cameco’s Port Hope operations. Young 18-34 year-olds are somewhat more likely than their older counterparts to be ‘strongly supportive.’ Men are more likely to be ‘strongly supportive’ than women.

**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?**

Supportive	
Economic contribution/jobs/tax revenues	34%
Good corporate citizen/good to community	11%
Port Hope would suffer if company left	10%
Safe company/supportive	10%
Family/friends/self work there	8%
They've been here long time & nothing has happened	4%
Support nuclear/clean energy	3%
Not Supportive	
Worried about environmental impact	4%
Safety & health concerns	3%
Negative image of Port Hope	2%
Waste disposal/clean-up	1%
Don't have enough information	1%

- Roughly a third (34%) of respondents are supportive because of the company's contribution to the economy, jobs and tax revenue. Economic impact is also the driving factor for the 10% who support the company because Port Hope would suffer if it left. Another 11% are supportive because they think Cameco is a good corporate citizen and 10% because they think the company is safe.
- The importance of the economic contribution is highest among 18-34 year-olds: 46% cite this as the main reason they support the company, compared to 40% of 35-54 year-olds and 30% of those 55+.
- Those who do not support the company's continued operation are fewer in number (61 out of 420 respondents). Of these, 4% are worried about the environmental impact and 3% have safety & health concerns. 18-34 year-olds are more likely to cite environmental impact as a worry (9% vs. 3% of 35-54s and 3% of 55+).

**Q. Has your level of support of Cameco's Port Hope operations changed over the last 12 months or so?**

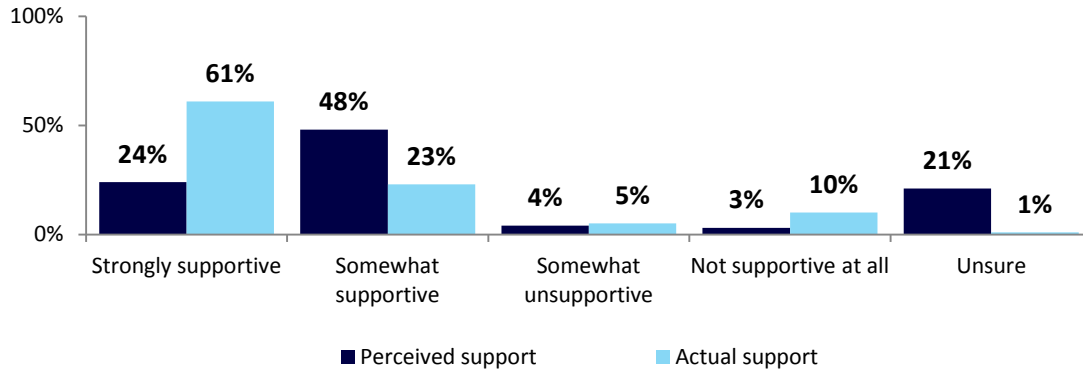


- Nine out of 10 respondents (94%) say their level of support for Cameco's Port Hope operations has stayed about the same over the last year. Only a few suggest they have changed their opinion: 3% say they are more supportive, 1% are less supportive. This is consistent across age and gender groups.

**Q. What would you say is the main reason your level of support has changed?**

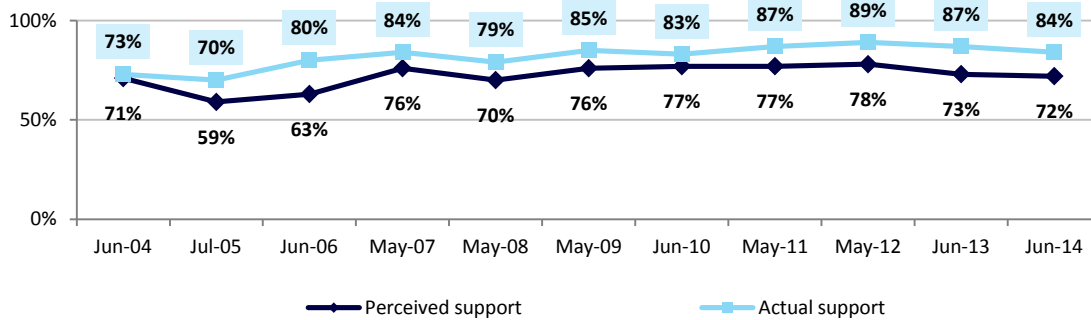
- When the few (4% or 19 respondents) who say their level of support has changed are asked why, 8 respondents say it is because they have more information, whether good or bad. Another 5 respondents say they are more supportive because they believe the company is safe/operating safely, one because they think Cameco is a good corporate citizen/good for the community and one because they support clean energy. Two are less supportive because they don't think Cameco is trustworthy, one is worried about the environmental impact and one has safety and health concerns.

**Q. What about others in your community – would you say that most people are supportive of the continuation of Cameco’s operations in Port Hope?**



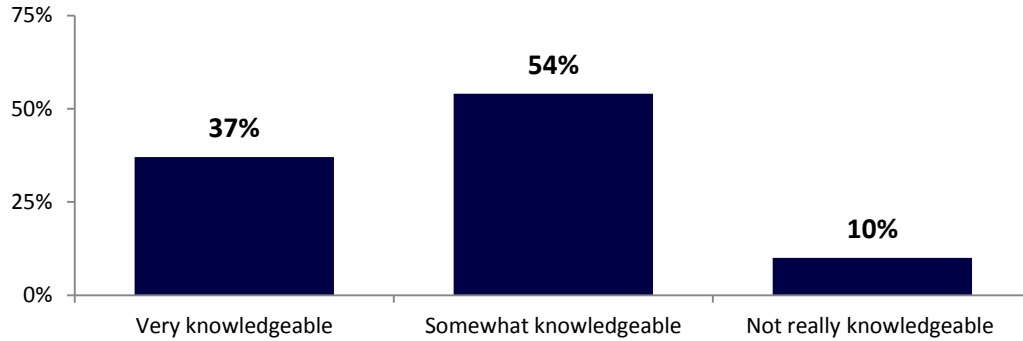
- Residents continue to underestimate the level of public support for Cameco’s Port Hope operations. Approximately 72% of respondents think most people in Port Hope are supportive of Cameco continuing to operate in the community, compared to 84% who actually support the company.
- The gap is most pronounced in the ‘strongly supportive’ category: 24% of respondents believe others strongly support Cameco operations compared to 61% who are actually ‘strongly supportive.’ This is consistent with previous surveys.
- Women and 18-34 year-old respondents are least likely to think others in their community support Port Hope operations.

**Tracking Perceived vs. Actual Support**



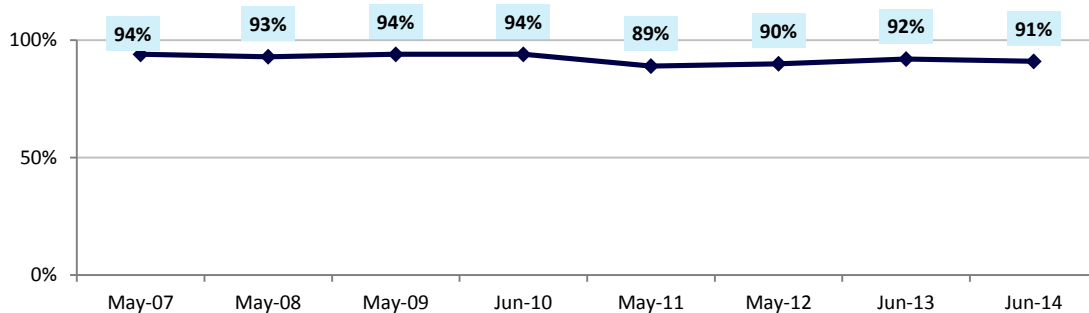
## Knowledge of Cameco’s Port Hope Operations

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



- Nine out of 10 (91%) Port Hope respondents describe themselves as knowledgeable about Cameco, including over a third who say they are ‘very knowledgeable’. This is consistent with previous survey results.

### Tracking Knowledge of Port Hope Operations



### By Age & Gender

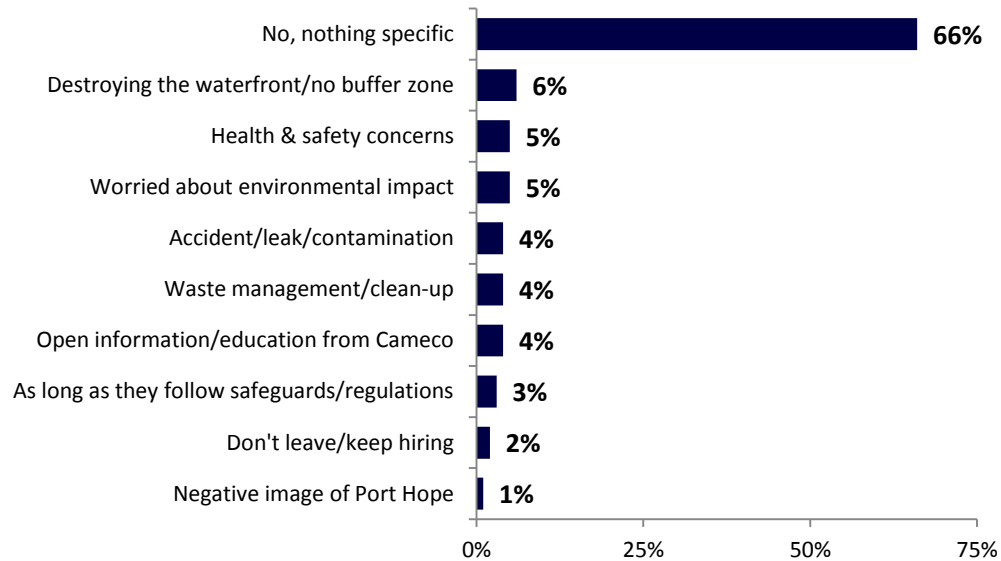
	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Very knowledgeable	32%	37%	37%	41%	31%	37%
Somewhat knowledgeable	45%	51%	56%	50%	59%	54%
Not really knowledgeable	23%	12%	7%	9%	10%	10%

- Older respondents are more likely to describe themselves as knowledgeable about the company, at 93% vs. 88% of respondents aged 35-54 and 77% of respondents aged 18-34. Nine out of 10 men and women self-describe as knowledgeable about the company, but men are more likely to say they’re ‘very knowledgeable.’



## Specific Concerns

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



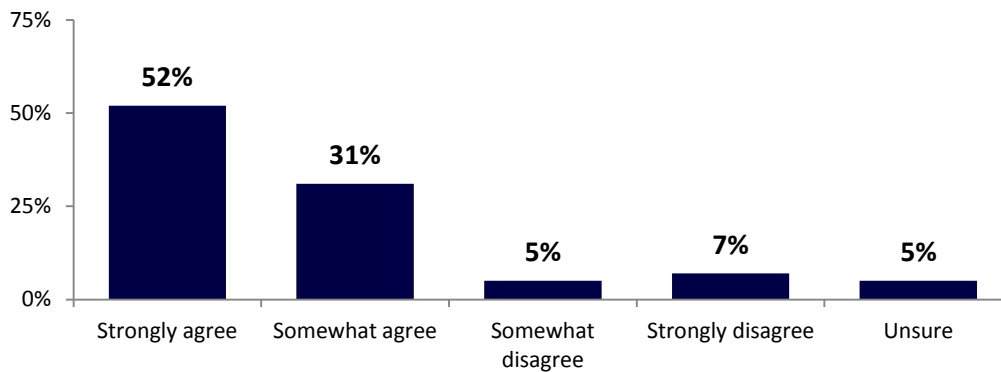
- Most (66%; 69% in 2013) respondents do not have any specific concerns with Cameco's operations in Port Hope, while 34% do.
- Younger respondents are less likely to have specific concerns (27% of 18-34 and 29% of 35-54 year olds cite specific concerns, compared to 37% of 55+). Men are slightly less likely than women to voice concerns, at 32% vs. 37%.
- Specific concerns are generally consistent from year to year, and include:
  - 6% believe Cameco's operations are destroying the waterfront; this concern is more pronounced among women and 55+ respondents
  - 5% have health and safety concerns (women are slightly more likely than men to cite this concern)
  - 5% are worried about the environmental impact
  - 4% are worried about an accident/leak/contamination (young 18-34s are slightly more likely to cite this concern)
  - 4% are worried about waste management/clean-up (women are slightly more likely than men to cite this concern)
  - 4% want open information or education about/from Cameco.



# Public Trust

## Cameco Protects People & Environment

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



- The large majority (83%) of respondents agree that Cameco does everything possible to protect people and the environment—including over half (52%) who ‘strongly agree’. This is consistent with 86% in June 2013 and 84% in June 2012.

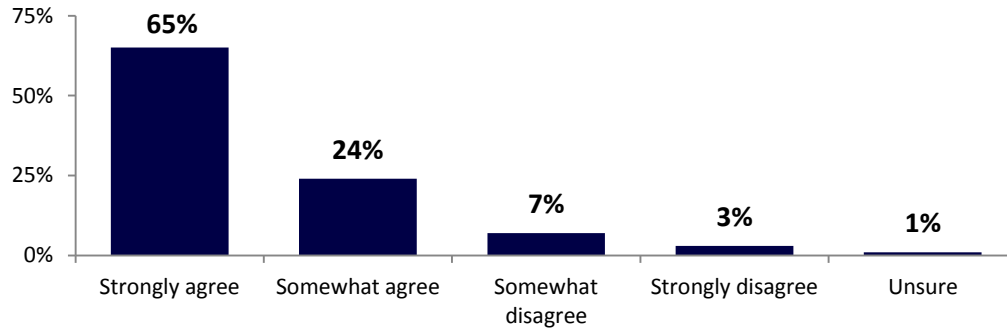
### By Age & Gender

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Strongly agree	46%	50%	54%	57%	47%	52%
Somewhat agree	27%	32%	30%	28%	34%	31%
Somewhat/strongly disagree	18%	11%	12%	11%	13%	12%

- The majority of respondents of all ages and both genders agree Cameco does everything possible to protect people and the environment.

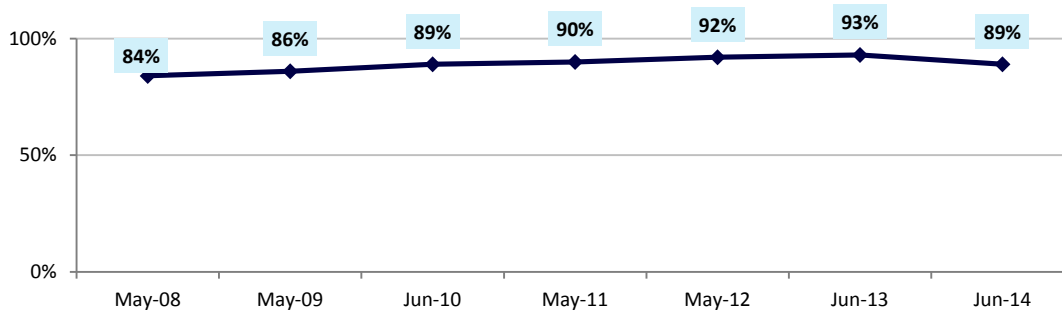
## Port Hope as Safe, Healthy Place to Live

Q. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that Port Hope is a safe and healthy place to live?



- Nine out of ten (89%) respondents agree that Port Hope is a safe and healthy place to live. Strength of agreement is down somewhat from previous surveys: 65% 'strongly agree' vs. 72% in 2013 and 70% in 2012.

### Tracking Perception of Community as Safe, Healthy



### By Age & Gender

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Strongly agree	54%	66%	66%	66%	64%	65%
Somewhat agree	32%	25%	22%	23%	24%	24%
Somewhat/strongly disagree	9%	9%	10%	9%	11%	10%

- The majority of respondents of all ages and both genders agree Port Hope is a safe and healthy place to live.

## Trust Index

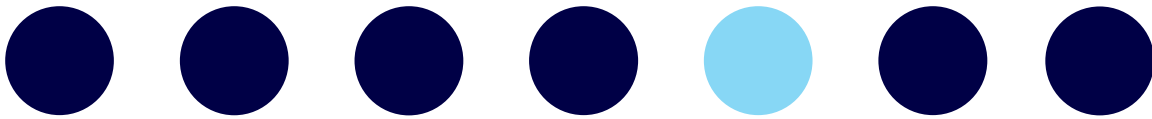
Although corporations like Cameco receive their operating licenses from various federal and provincial regulatory bodies, they also need a social licence to operate from the communities in which they exist in order to remain viable. Fast Consulting developed a Trust Index (TI) to calculate overall public support for Cameco in Port Hope based on the integration of public perceptions and opinions regarding the company in terms of its 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 level of agreement (or trust) for each statement on a scale of 1 to 10. We recommend ratings in the 1 to 4 range be interpreted as 'poor' or 'in need of improvement', ratings in the 5 to 6 range be interpreted as 'satisfactory' or 'good' and ratings in the 7 to 10 range be interpreted as 'very good' or 'excellent'.

TRUST SCORES												
Environmental Responsibility	Jun-04	Jul-05	Jun-06	May-07	May-08	May-09	Jun-10	May-11	May-12	Jun-13	Jun-14	
In your opinion, do you think Cameco Corporation is ...												
An environmentally responsible company	6.76	6.51	7.06	7.56	6.88	7.44	7.04	7.53	7.69	7.64	<b>7.45</b>	
Protect the air, land and water for future generations	5.97	5.96	6.60	7.11	6.51	7.08	6.56	7.15	7.33	7.30	<b>7.15</b>	
Internal Processes												
In your opinion, do you think Cameco Corporation is ...												
A respected international company	-	-	-	-	-	-	7.98	8.42	8.26	8.43	<b>8.28</b>	
A stable company with good management and leadership	7.88	7.70	8.08	8.15	7.78	8.10	7.73	8.07	8.15	8.06	<b>8.07</b>	
Providing a safe and healthy workplace	7.39	7.24	7.84	8.06	7.37	8.02	7.72	8.18	8.19	8.14	<b>8.00</b>	
Community Citizenship												
In your opinion, do you think Cameco Corporation is ...												
A supporter of the Port Hope community	8.22	7.98	8.37	8.82	8.39	8.79	8.66	9.00	8.93	8.98	<b>8.90</b>	
A creator of quality employment in Port Hope	7.75	7.78	8.24	8.38	8.03	8.46	8.25	8.59	8.51	8.44	<b>8.31</b>	
A generator of economic opportunity in Port Hope	7.44	7.53	8.00	8.44	8.01	8.32	8.13	8.31	8.32	8.20	<b>8.04</b>	
Safeguarding the safety and health of the community	-	-	7.14	7.44	6.86	7.52	7.09	7.67	7.77	7.80	<b>7.58</b>	
Providing adequate information to the public	-	-	7.21	7.70	7.13	7.65	7.33	7.52	7.71	7.79	<b>7.58</b>	
The kind of company we need in Port Hope	-	-	-	-	-	-	7.31	7.77	7.93	7.58	<b>7.52</b>	
Honest & open with public	6.68	6.38	7.22	7.40	7.00	7.39	7.13	7.50	7.61	7.60	<b>7.43</b>	

### Tracking Trust Scores

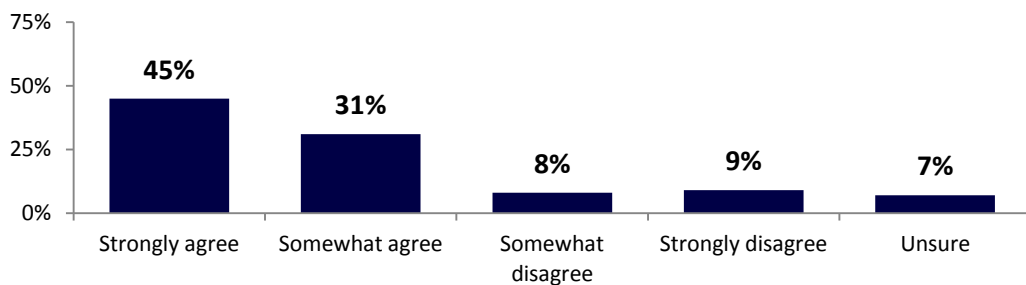
- All Trust Index (TI) measures are in the 'very good to excellent' range, although most scores have decreased slightly from 2013.
- **Environmental responsibility:** Mean scores for environmental responsibility are down slightly from 2013, but remain at higher levels measured since 2011.
  - *An environmentally responsible company* earns a score of 7.45 out of 10, down from 7.64 in June 2013.
  - *Protect the air, land and water for future generations* earns a score of 7.15, down from 7.30 in June 2013.
- **Internal processes:** Mean scores for internal processes are all at or above 8 out of 10.
  - *A respected international company* earns a score of 8.28 out of 10, down from 8.43 in June 2013.
  - *A stable company with good management and leadership* earns a score of 8.07, consistent with 8.06 in June 2013.
  - *Providing a safe and healthy workplace* earns a score of 8.00, down somewhat from 8.14 in June 2013.
- **Community citizenship:** Mean scores for community citizenship also remain strong with three statements earning scores above 8 out of 10.
  - *A supporter of the Port Hope community* earns a score of 8.90 out of 10 (8.98 in June 2013).
  - *A creator of quality employment in Port Hope* earns a score of 8.31 (8.44 in June 2013).
  - *A generator of economic opportunity in Port Hope* earns a score of 8.04 (8.20 in June 2013).
  - *Safeguarding the safety and health of the community* earns a score of 7.58 (7.80 in June 2013).
  - *Providing adequate information to the public* earns a score of 7.58 (7.79 in June 2013).
  - *Honest & open with public* earns a score of 7.43 (7.60 in June 2013).
- Trust Index mean scores suggest that residents of Port Hope continue to see Cameco as being operated in a manner aligned with community concerns and values as they relate to environmental responsibility, internal processes and community citizenship.



# Regulatory Processes

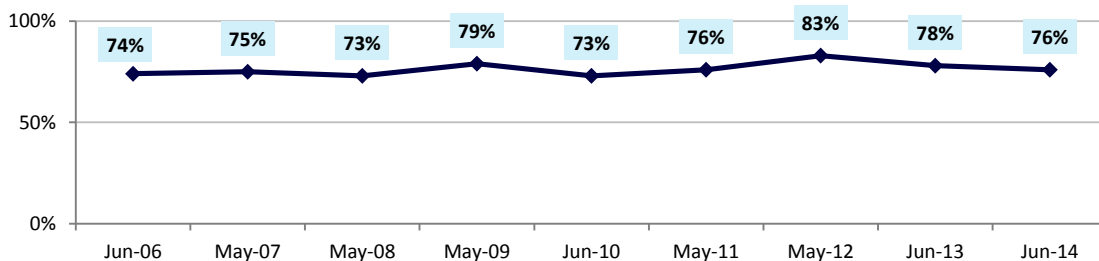
## Perception of Regulatory Safety

Q. Do you agree or disagree that processes from various federal and provincial regulatory organizations adequately ensure the safety of Port Hope residents?



› Approximately three-quarters (76%) of respondents agree that federal and provincial regulatory processes adequately ensure the safety of Port Hope residents. This is in line with 78% in 2013.

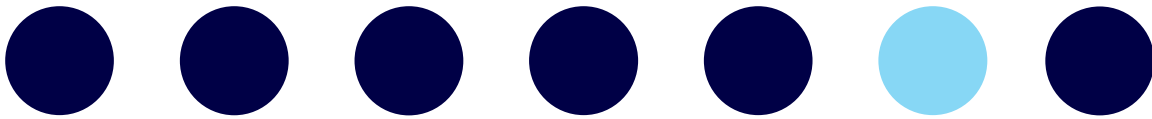
### Tracking Agreement that Regulatory Processes Ensure Safety



### By Age & Gender

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Strongly agree	54%	39%	47%	49%	39%	45%
Somewhat agree	23%	33%	31%	30%	31%	31%
Somewhat/strongly disagree	18%	19%	17%	16%	19%	17%

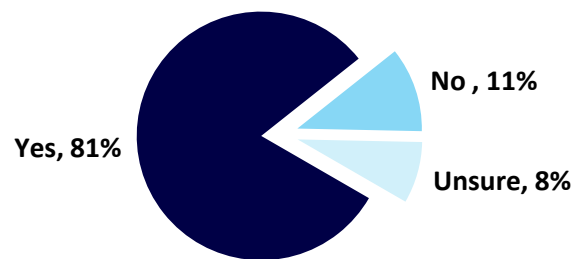
› The majority of respondents of all ages and both genders agree that federal and provincial regulatory processes adequately ensure the safety of Port Hope residents.



# Communications

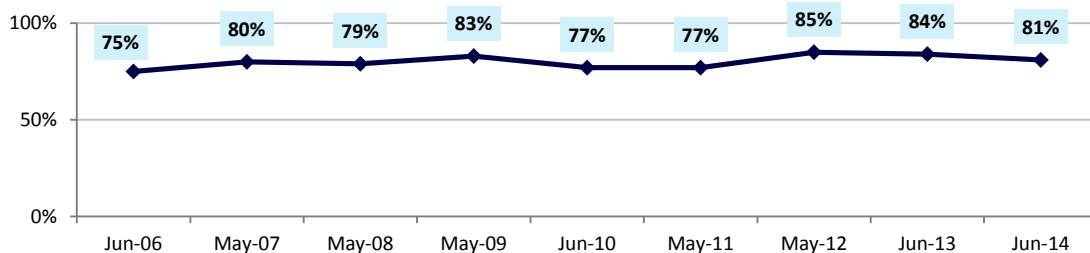
## Availability of Information

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



- › The large majority (81%) of respondents think Cameco makes information about its operations in Port Hope readily available to residents. This is generally consistent with previous surveys.

### Tracking Perception of Availability of Information



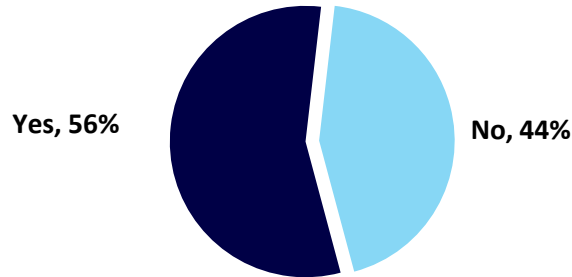
### By Age & Gender

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Yes	64%	79%	83%	83%	79%	81%
No	23%	11%	11%	10%	14%	11%

- Older respondents (ages 35 and over) are much more likely to think Cameco makes information about its operations in Port Hope readily available to residents than younger respondents.

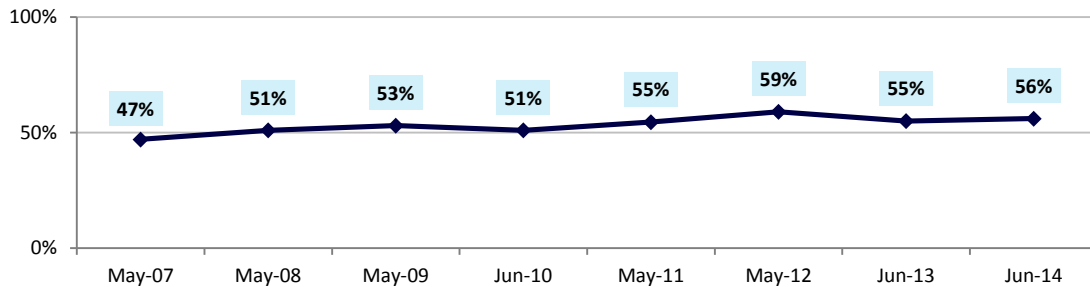
## Website

Q. Cameco has established a website that provides information about its operations in Port Hope. Are you aware of this website?



- More than half (56%) of respondents are aware that Cameco has a website providing information about its Port Hope operations. Awareness of the website has remained constant at just over half the adult population over the last four years.

### Tracking Awareness of Website



### By Age & Gender

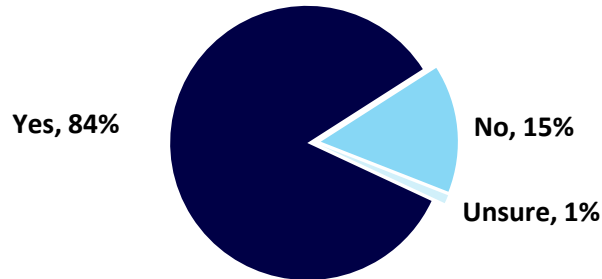
	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Yes	36%	60%	56%	55%	56%	56%
No	64%	40%	43%	44%	43%	44%

- Awareness increases with age, to 60% of 35-54 year-olds and 56% of ages 55+. Men and women are equally aware of the website.



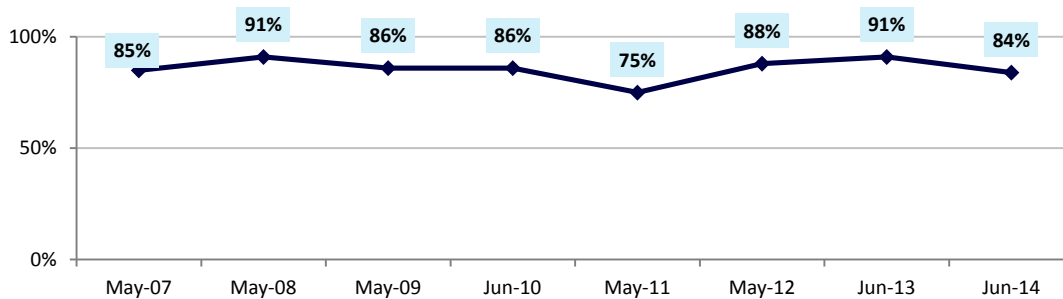
## Community Forums

Q. Are you aware that Cameco holds community forums, open to the public, about its operations in Port Hope?



- › The large majority (84%) of respondents are aware that Cameco holds open community forums on its Port Hope operations. This is down somewhat from awareness in 2013 and 2012.

### Tracking Awareness of Community Forums



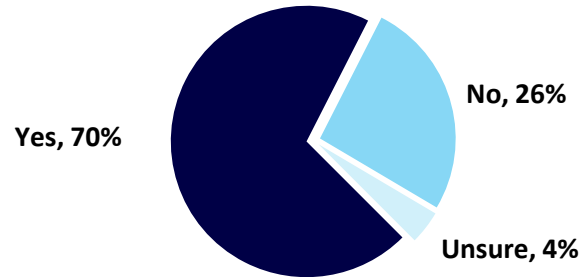
### By Age & Gender

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Yes	68%	83%	85%	84%	83%	84%
No	32%	16%	13%	15%	15%	15%

- Respondents ages 35 and over are more likely than 18-34 year-olds to be aware of community forums on Cameco’s Port Hope operations.

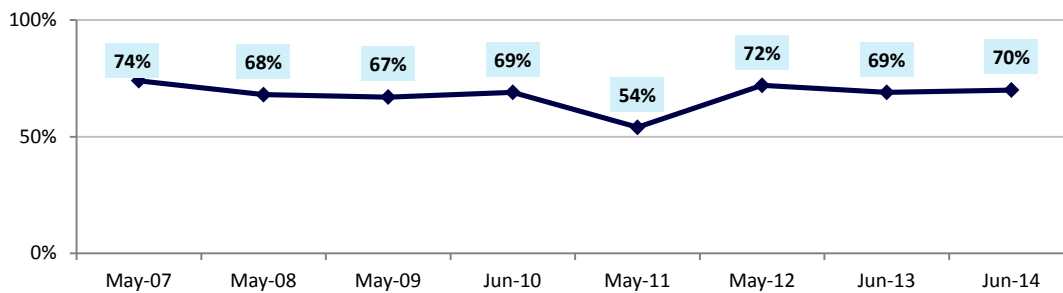
## Community Forum Newsletter

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



- Seven out of ten (70%) respondents recall receiving a community forum newsletter from Cameco – consistent with previous years.

### Tracking Recall of Community Forum Newsletter



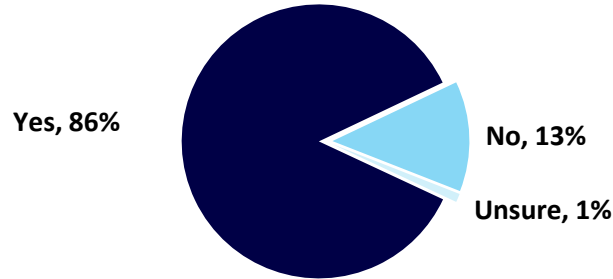
### By Age & Gender

	Age Group			Gender			Overall
	18-34	35-54	55+	M	F		
Yes	36%	67%	74%	68%	73%	70%	
No	55%	30%	22%	28%	23%	26%	

- Awareness of Cameco’s Port Hope community newsletter increases with age.

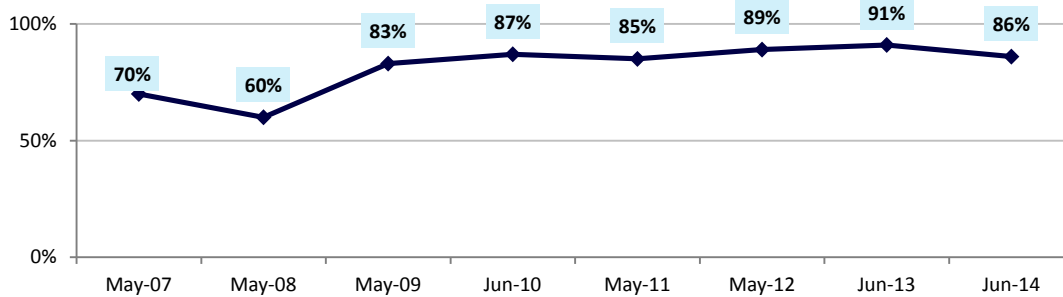
## Newsletter Readership

Q. Did you read any of these newsletters from Cameco?



- › The large majority of those who recall receiving the Cameco newsletter say they read it: 86%, or 61% of all respondents. This is down slightly from the last two years.

### Tracking Newsletter Readership



### By Age & Gender

	Age Group			Gender		Overall
	18-34	35-54	55+	M	F	
Yes	75%	79%	90%	89%	84%	86%
No	25%	21%	9%	11%	15%	13%

- Of those who remember receiving the newsletter, ages 55+ are most likely to read it.

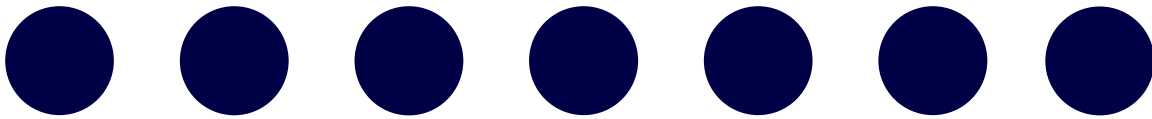
## Reliable Sources of Information

**Q. I'm going to read you a list of sources of information about Cameco and issues related to its Port Hope operations? Please tell me which ones you trust as reliable or credible sources of information on a scale of 1 to 10, where 1 means you would not trust them at all' and 10 means you would 'trust them completely'.**

*Mean scores include only those respondents who have an opinion on the value being tested. In viewing the mean scores, we recommend that ratings in the 1 to 4 range be interpreted as 'unsatisfactory', ratings in the 5 to 6 range be interpreted as 'satisfactory' and ratings in the 7 to 10 range be interpreted as 'excellent'.*

<i>How much do you trust...?</i>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Someone who works for Cameco	7.42	7.51	7.43	7.64	<b>7.52</b>
Cameco's Community Liaison Forum	6.84	6.75	7.17	7.21	<b>7.11</b>
Cameco website	6.82	6.96	7.12	7.05	<b>6.95</b>
Cameco newsletter	6.80	6.94	7.11	7.20	<b>6.94</b>
Spokesperson from Cameco	6.65	6.84	6.90	7.02	<b>6.87</b>
Cameco CEO/executives	6.65	6.81	6.82	6.88	<b>6.71</b>
Local business organizations such as Chamber	6.65	6.75	6.83	6.81	<b>6.65</b>
Government regulators	6.69	6.99	6.90	6.75	<b>6.50</b>
Independent consultant	6.50	6.37	6.22	5.94	<b>5.94</b>
Port Hope Health Concerns Committee	5.74	6.01	5.87	5.77	<b>5.92</b>
Another resident of Port Hope	5.63	5.69	5.77	5.84	<b>5.82</b>
Port Hope Municipal Council	6.08	6.29	6.40	5.69	<b>5.46</b>
The media	5.06	4.95	5.00	4.96	<b>5.16</b>
Anti-nuclear groups	4.01	3.88	3.88	3.91	<b>4.15</b>
FARE	3.78	3.94	3.65	3.60	<b>4.05</b>

- Port Hope residents continue to view Cameco employees, forums, information sites and spokespeople as the most reliable sources of information about the company and its local operations.
  - Employees are seen as the most reliable source of information, with a mean score of 7.52 out of 10, down slightly from 7.64 in 2013.
  - Cameco's Community Liaison Forum also rates high as a reliable source of information (7.11), as does the Cameco website (6.95), perceptions of the reliability of Cameco's newsletter (6.94), Cameco spokespeople (6.87) and Cameco CEO/executives (6.71).
- The perceived reliability of government regulators and Port Hope Municipal Council have decreased by 0.25 for government regulators and 0.23 for municipal council.
- Perceptions of the reliability of the Port Hope Health Concerns Committee, the media, anti-nuclear groups and FARE, while still low, have increased slightly year-over year.

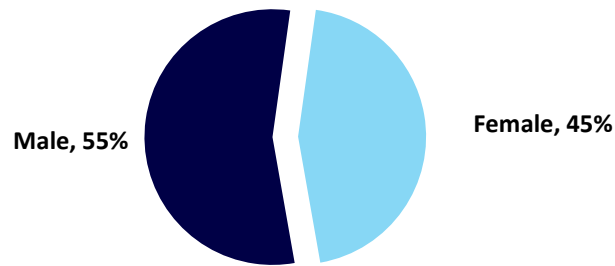


# Appendix

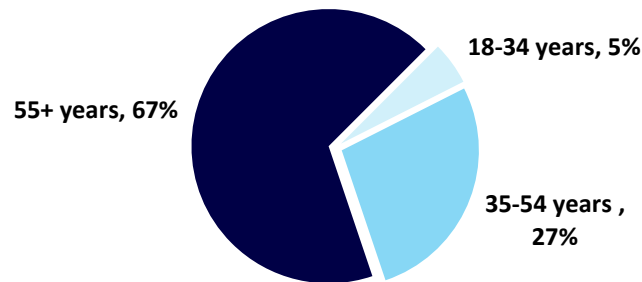
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## Survey Demographics

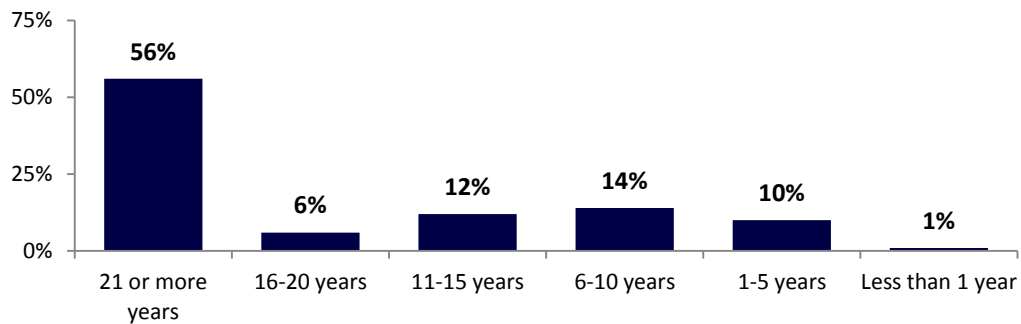
### Gender



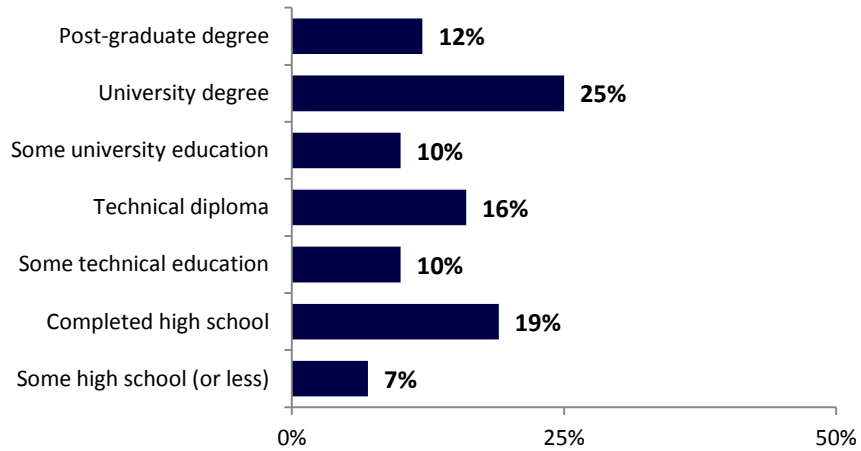
### Age



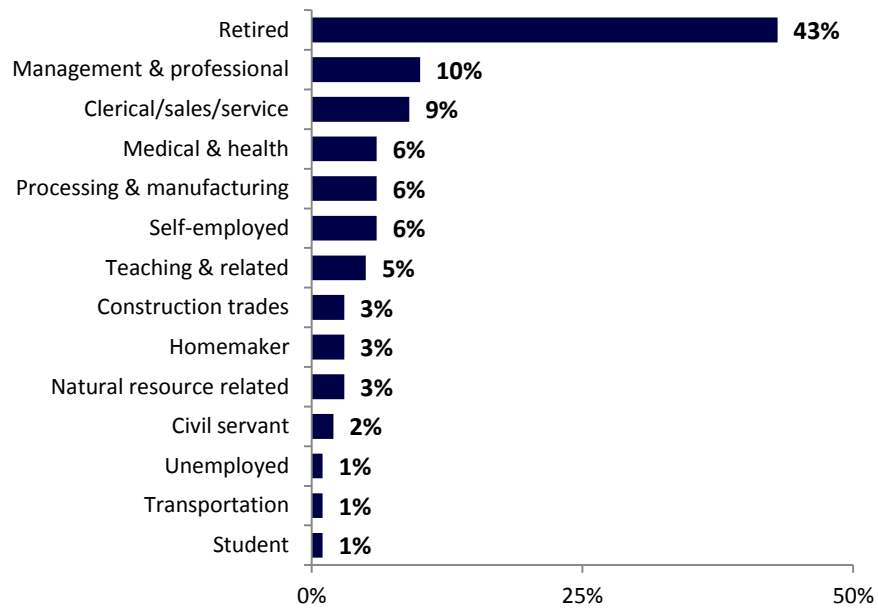
### No. of Years Living in Port Hope



### Education



### Occupation



## Survey Instrument

Hello, my name is \_\_\_\_\_ and I'm calling from Fast Consulting, a professional public opinion research firm. We're conducting a brief survey with people about Cameco Corporation and its operations in the Municipality of Port Hope. The information we collect is kept strictly confidential and none of the answers you provide will be attributed to you personally. The survey takes about 15 to 20 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 their home that could participate in the survey.)*

Are you 16 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 REQUIRED.**

- 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, formerly known as Zircatec Precision Industries, manufactures nuclear fuel bundles and other component parts for the Canadian-designed Candu nuclear reactors. Cameco employs approximately 775 people in Northumberland County.

1. 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 → **SKIP QUESTION 2**
  
2. 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.)**
  - a. An environmentally responsible company
  - b. Protecting the air, land and water for future generations in Port Hope
  - c. Providing a safe and healthy workplace
  - d. Safeguarding the safety and health of the community
  - e. Honest and open with the public
  - f. A respected international company
  - g. A stable company with good management and leadership
  - h. A generator of economic opportunity in our community
  - i. A creator of quality employment in Port Hope
  - j. A supporter of the Port Hope community
  - k. Providing adequate information to the public
  - l. The kind of company we need in Port Hope

3. What types of issues are important to you when you think about Cameco in Port Hope? (**DO NOT READ - BUT PROBE FOR MORE THAN ONE RESPONSE IF POSSIBLE - 'ANYTHING ELSE?'**) (**PROBE THESE SPECIFIC AREAS IF INDICATED**).
- 1) Jobs
  - 2) Economic diversification
  - 3) Tax revenue
  - 4) Investment in port hope
  - 5) Research & technology
  - 6) Environmental impact → (**can you describe your concerns?**)
  - 7) Workplace safety issues → (**can you describe your concerns?**)
  - 8) Community safety issues → (**can you describe your concerns?**)
  - 9) Health concerns → (**can you describe your concerns?**)
  - 10) Waste management
  - 11) Security
  - 12) Community support
  - 13) Global warming
  - 14) Nuclear as a clean source of energy
  - 15) Other (**please specify**)
  - 16) Unsure
4. 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
- 4a. What would you say is the main reason why you are (from previous question) of Cameco continuing to operate its facilities in Port Hope?
- 1) (**PLEASE DESCRIBE**)
5. Has your level of support of Cameco's Port Hope operations changed over the last 12 months or so? (**DO NOT READ – SELECT ONE.**)
- 1) Yes, I am more supportive now
  - 2) Yes, I am less supportive now
  - 3) No, my support level is about the same → **Skip next Question**
  - 4) Unsure/don't know/refused → **Skip next Question**
6. What would you say is the MAIN reason why your level of support has changed?
- 1) (**PLEASE DESCRIBE**)
7. What about others in your community – would you say that most people in Port Hope 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) Unsure/ dk
8. 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
9. Do you have any specific concerns with the presence of Cameco's operations in Port Hope?
- 1) (PLEASE DESCRIBE)
10. Do you agree that Cameco does everything possible to protect people and the environment?
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Somewhat disagree
  - 4) Strongly disagree
  - 5) Unsure/ dk
11. Do you strongly agree, somewhat agree, somewhat disagree or strongly 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/ dk

**REGULATORY PROCESSES**

12. Do you agree or disagree that the processes from various federal and provincial regulatory organizations adequately ensures the safety of Port Hope residents?
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Somewhat disagree
  - 4) Strongly disagree
  - 5) Unsure/ dk

**INFORMATION FROM CAMECO**

19. Do you think that Cameco makes information about its local operations readily available to Port Hope residents?
- 1) Yes
  - 2) No
  - 3) Unsure
20. Cameco has established a website that provides information about its operations in Port Hope. Are you aware of this website?

- 1) Yes
  - 2) No
  - 3) Unsure/dk
21. Are you aware that Cameco holds community forums, open to the public, about its operations in Port Hope?
- 1) Yes
  - 2) No
  - 3) Unsure/dk
22. Do you recall your household receiving a copy of a newsletter from Cameco?
- 1) Yes
  - 2) No → **Skip to Q24**
  - 3) Unsure/dk → **Skip to Q24**
23. Did you read any of these newsletters from Cameco?
- 1) Yes
  - 2) No
  - 3) Unsure/dk
24. I'm going to read you a list of sources of information about Cameco and issues related to its Port Hope operations? Please tell me which ones you trust as reliable or credible sources of information on a scale of 1 to 10, where 1 means you would not trust them at all' and 10 means you would 'trust them completely'. How much do you trust ... **(READ ALL - ROTATE)?**
- |   |                      |
|---|----------------------|
| 1) The media  | 1 2 3 4 5 6 7 8 9 10 |
| 2) Port Hope municipal council                                  | 1 2 3 4 5 6 7 8 9 10 |
| 3) Cameco's community liaison forums                            | 1 2 3 4 5 6 7 8 9 10 |
| 4) Anti-nuclear groups  | 1 2 3 4 5 6 7 8 9 10 |
| 5) FARE   | 1 2 3 4 5 6 7 8 9 10 |
| 6) Spokesperson from Cameco                                     | 1 2 3 4 5 6 7 8 9 10 |
| 7) Cameco executive   | 1 2 3 4 5 6 7 8 9 10 |
| 8) Government regulators  | 1 2 3 4 5 6 7 8 9 10 |
| 9) Local business organizations such as the Chamber of Commerce | 1 2 3 4 5 6 7 8 9 10 |
| 10) Someone who works at Cameco                                 | 1 2 3 4 5 6 7 8 9 10 |
| 11) Another resident of Port Hope                               | 1 2 3 4 5 6 7 8 9 10 |
| 12) Port Hope Health Concerns Committee                         | 1 2 3 4 5 6 7 8 9 10 |
| 13) Independent consultant                                      | 1 2 3 4 5 6 7 8 9 10 |
| 14) Cameco newsletter   | 1 2 3 4 5 6 7 8 9 10 |
| 15) Cameco website  | 1 2 3 4 5 6 7 8 9 10 |

#### DEMOGRAPHICS

- D1. 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 Saskatchewan. Please stop me when I reach the category under which your age falls.
- 1) 16 to 17
  - 2) 18 to 24
  - 3) 25 to 34

- 4) 35 to 44
- 5) 45 to 54
- 6) 55 to 64
- 7) 65 or older

D2. 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

D3. Can you please tell me what your occupation is? **(CHECK CATEGORY THAT BEST CORRESPONDS)**

- |                               |                   |
|-------------------------------|-------------------|
| 1) Management                 | 8) Transportation |
| 2) Teaching and related       | 9) Farmer         |
| 3) Medical and health         | 10) Homemaker     |
| 4) Clerical/sales/service     | 11) Student       |
| 5) Natural resource related   | 12) Unemployed    |
| 6) Processing & Manufacturing | 13) Retired       |
| 7) Construction trades        | 14) Self-employed |
|                               | 15) Civil servant |

D4. 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

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