

Cameco Corporation
PORT HOPE PUBLIC OPINION SURVEY
REPORT SUMMARY

July 2013

Cameco Corporation
Port Hope Public Opinion Survey
Report Summary

Prepared for

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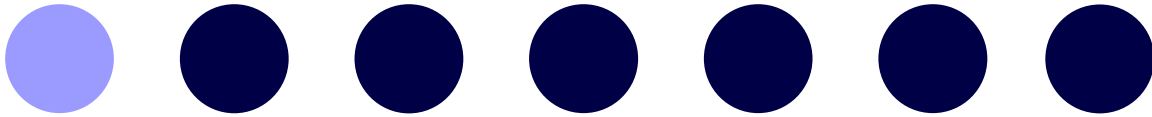


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Executive Summary

Introduction

In June 2013, Fast Consulting conducted a public opinion survey with a representative sample of Port Hope residents. The objective of the survey is to monitor support for Cameco's local operations, and to gather opinions and perceptions regarding the corporation.

The proportionately distributed sample of 403 Port Hope residents lets us say with a 95% level of certainty that the overall results of the 2013 survey are within plus or minus 4.9% of what they would be if the entire adult population of Port Hope were polled.

Highlights

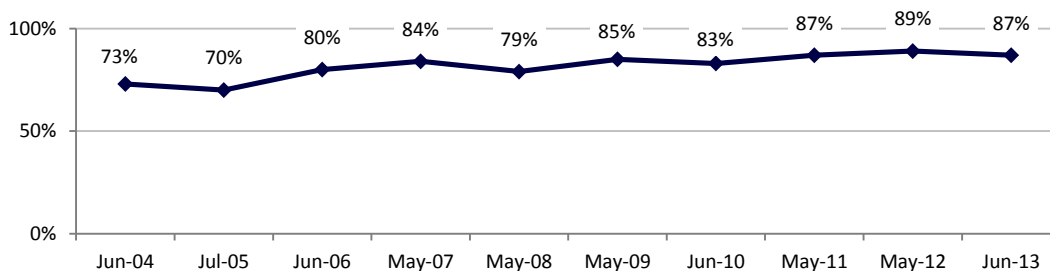
Awareness & Knowledge

- ▶ Virtually all (99%) Port Hope residents are aware of Cameco's Port Hope operations, including over three-quarters (77%) who are 'very aware'. This is consistent with previous surveys. Men and 18-34 year-old respondents are most likely to be 'very aware'.
- ▶ Nine out of ten (92%) Port Hope residents describe themselves as knowledgeable about Cameco, including 38% who say they are 'very knowledgeable'. This is consistent with previous survey results, as well as generally consistent across gender and age groups. Men and older respondents, however, are significantly more likely than women and younger respondents to describe themselves as 'very knowledgeable'.

Public Support

- ▶ The large majority (87%) of Port Hope residents are supportive of the continuation of Cameco's operations in Port Hope—including 60% who are 'strongly supportive'. Tracking public support over the last decade shows a consistently high level of overall support.

Tracking Public Support for Cameco's Port Hope Operations



- ▶ As noted in previous surveys, residents underestimate the level of public support for Cameco in their community. Approximately 73% of respondents think most people in Port Hope are supportive of Cameco continuing to operate in the community. This is significantly lower than the 87% who are supportive. The gap is most pronounced in the 'strongly supportive' response: 25% of respondents believe others are 'strongly supportive', when, in fact, 60% of respondents actually are 'strongly supportive'.

Important Issues and Specific Concerns

- ▶ When Port Hope residents are asked to identify issues of importance to them regarding Cameco, the largest percentage (55%) of responses relate to the company's economic impact (i.e., jobs, economic diversification, community support, investment in Port Hope, tax revenue). In comparison, roughly a third (36%) of responses relate to health and safety issues (i.e., community safety, workplace safety, health concerns, security) and a third (34%) relate to environmental issues (i.e., environmental impact, waste management).
- ▶ Most (69%) respondents don't have any specific concerns with the presence of Cameco's operations in Port Hope. Three out of ten (31%) do, but they name a variety of different issues (destroying the waterfront, health and safety concerns, environmental impact, accident/leak/contamination). Women and younger 18-34 year-old respondents are slightly more likely than men and older respondents to cite specific concerns.

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. Respondents are asked to rate their level of trust for each of 12 values on a scale of 1 to 10.

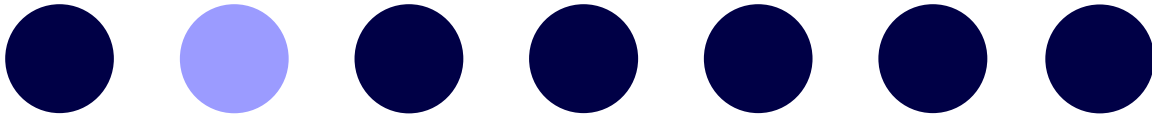
- ▶ Public perception of how well Cameco is performing relative to Trust Index (TI) questions is consistent with previous years in 9 of the 12 measures. All Trust Index (TI) measures are in the 'very good to excellent' range.
 - Mean scores for environmental responsibility have generally retained gains seen in the 2012 survey, with scores of 7.64 out of 10 for 'an environmentally responsible company' and 7.30 out of 10 for 'protect the air, land and water for future generations'.
 - Mean scores for internal processes are all above 8 out of 10, consistent with strong results posted in the 2012 and 2011 surveys.
 - Mean scores for community citizenship are also strong, with three statements earning scores above 8 out of 10. 'A supporter of the Port Hope community' earns the highest mean score, 8.98. 'The kind of company we need in Port Hope' earns a mean score of 7.58, down from 7.98 in 2012.
- ▶ 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

- More than three-quarters (78%) of Port Hope residents agree that the various federal and provincial regulatory processes adequately ensure their safety. This is down from 83% in 2012, but in line with previous surveys. Men and older respondents are most likely to agree.

Communications

- The large majority (84%) of residents continue to think Cameco makes information about its operations in Port Hope readily available to residents.
- More than half (55%) of residents are aware that Cameco has a website that provides information about the company's Port Hope operations. Men are more aware of the website than women.
- Nine out of ten (91%) residents are aware that Cameco holds public community forums on its operations in Port Hope.
- Seven out of ten (69%) residents recall receiving a Community Forum Newsletter from Cameco, and nine out of ten (91%) of these residents say they read the newsletter. Younger respondents aged 18-54 are least likely to remember receiving the newsletter.
- As noted in past surveys, 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 7.64 out of 10, employees are the most reliable source of information. Cameco's Community Liaison Forum (7.21), newsletter (7.20), website (7.05) and spokesperson (7.02) all earn a 'very good to excellent' rating in trustworthiness.
- Also consistent with past surveys, mean scores for anti-nuclear groups (3.91) and FARE (3.60) indicate they are not widely regarded as trustworthy sources of information about Cameco.



Methodology

Project Background

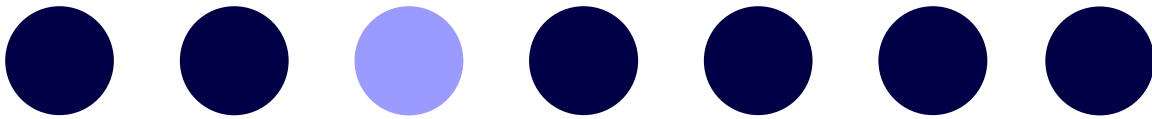
In June 2013, Fast Consulting conducted a public opinion survey with a representative sample of Port Hope residents. The objective of the annual survey is to monitor support for Cameco's local operations, and to gather opinions and perceptions regarding the corporation.

The survey sample of 403 residents yields public opinion measurements with a statistical level of confidence of 95% within an overall margin of error of plus or minus 4.9 percentage points. Respondents were randomly selected from a randomly generated 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 June 13-25, 2013. 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).

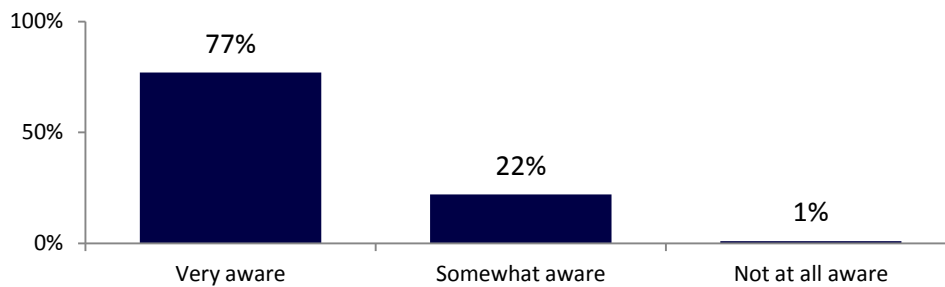


Awareness & Support

Awareness of Cameco

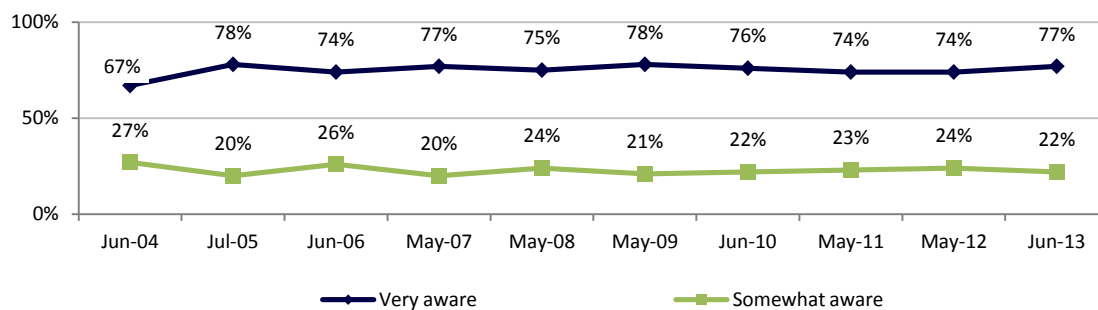
We are interested in your opinion regarding a company called Cameco Corporation, a nuclear energy company that operates two facilities in Port Hope. The Port Hope conversion facility processes uranium that is used to generate clean electricity here in Canada and around the world. Cameco Fuel Manufacturing, 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?



- Consistent with previous surveys, virtually all (99%) respondents are aware of Cameco's Port Hope operations, including the large majority (77%) who are 'very aware'.
 - Men are more likely to be 'very aware' than women (84% vs. 70%). Younger 18-34 year-old respondents are most likely to be 'very aware', at 89% vs. 72% of respondents aged 35-54 and 77% of those aged 55+.

Tracking Awareness



Important Issues

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

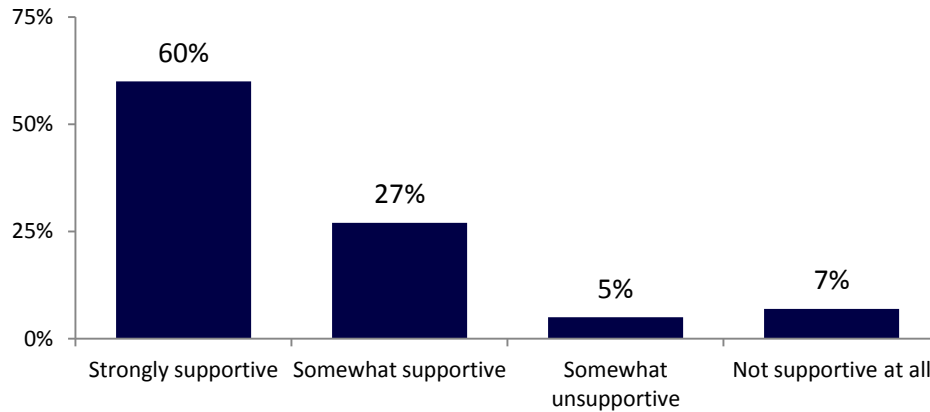
Important Issues	May 2011	May 2012	June 2013
Environmental impact	32%	22%	23%
Jobs	15%	14%	21%
Community safety issues	12%	16%	13%
Waste management	11%	8%	12%
Economic diversification	5%	3%	11%
Health concerns	6%	8%	10%
Community support	6%	9%	10%
Investment in Port Hope	4%	5%	8%
Workplace safety issues	5%	7%	7%
Security	4%	2%	6%
Tax revenue	1%	2%	5%
Research & technology	1%	2%	4%
Other	29%	40%	29%

* Note: multiple responses allowed

- Year-over-year, respondents identify the same issues as their top three (although not always in the same order): environmental impact, jobs and community safety.
 - 23% say environmental impact is an important issue. Young respondents aged 18-34 are significantly more likely to identify this as an issue, at 39% compared to 24% of those aged 34-54 and 21% of those aged 55+.
 - 21% say jobs are important. This is generally consistent across gender and age groups.
 - 13% say community safety is an important issue. Respondents in the middle 35-54 year-old cohort are most likely to say this is important, at 19% compared to 11% of respondents aged 55+ and just 6% of those aged 18-34. Respondents in this age cohort are also most likely to identify community support as an important issue (21% vs. 11% of 18-34 and 6% of 55+).
- Another 12% identify waste management as an important issue. Again, young respondents (age 18-34) are significantly more likely to identify this as important, at 17% compared to 10% of respondents aged 34-54 and 12% of those aged 55+.
- When people identify issues of importance to them regarding Cameco in Port Hope, the largest percentage (55%) of responses relate to the company's economic impact (i.e., jobs, economic diversification, community support, investment in Port Hope, tax revenue), while roughly a third (36%) relate to health and safety issues (i.e., community safety, workplace safety, health concerns, security) and a third (34%) relate to environmental issues (i.e., environmental impact, waste management).

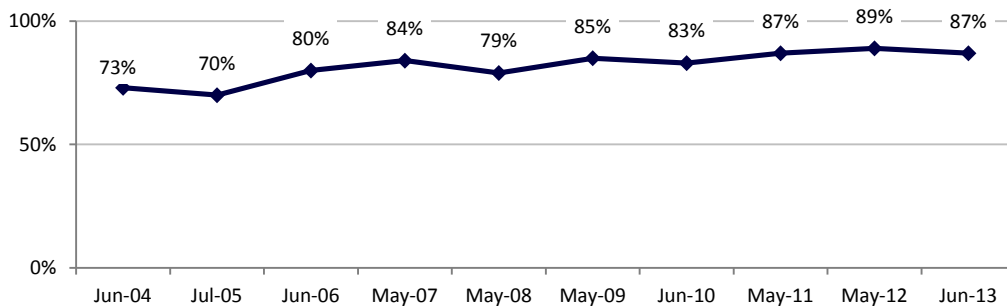
Support for Cameco in Port Hope

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 (87%) of respondents are supportive of the continuation of Cameco's operations in Port Hope. This includes six out of ten (60%) respondents who are 'strongly supportive'. This is consistent with previous surveys.
 - This high level of support is generally consistent across gender and age groups. Men, however, are more likely to be 'strongly supportive', at 68% vs. 52%.
 - Respondents aged 35-54 are also more likely to be 'strongly supportive', at 66% vs. 57% of those aged 55+ and 56% of those aged 18-34.

Tracking Support

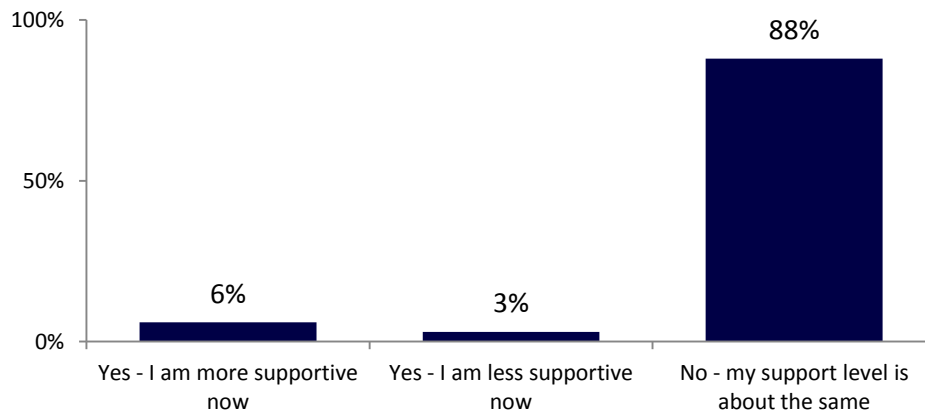


Q. *What would you say is the main reason you are supportive or not supportive of Cameco continuing to operate its facilities in Port Hope?*

Supportive	
Economic contribution of jobs, tax revenues	43%
Good corporate citizen/good to community	14%
Devastating impact if company moved	9%
Family, friends or self work there	5%
Safe company/supportive	3%
Support nuclear/clean energy	3%
Not Supportive	
Destroying the waterfront	6%
Worried about environmental impact	6%
Safety & health concerns	4%
Cameco not trustworthy/honest	3%
Against nuclear power	2%
Don't have enough information to say	2%

- Close to half (43%) of all respondents are supportive of Cameco continuing to operate its facilities in Port Hope because of the company’s contribution to the economy through jobs and tax revenues. Economic impact is also the motivating factor behind the 9% who support Cameco because it would be devastating for the community if the company left. Approximately 14% are supportive because they feel Cameco is a good corporate citizen.
 - These reasons are generally consistent across gender and age groups, although younger respondents aged 18-34 are most likely to be supportive because of the company’s economic contribution (72% vs. 51% of those aged 35-54 and 38% of those aged 55+).
- Among the small percentage who are not supportive of the company continuing to operate its facilities in the community, 6% believe it is destroying the waterfront, 6% are worried about the environmental impact, 4% have safety and health concerns and 3% say the company is not trustworthy or honest.
 - Younger respondents aged 18-34 are more likely than older respondents to be unsupportive because of environmental worries and/or concerns about destroying the waterfront.

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

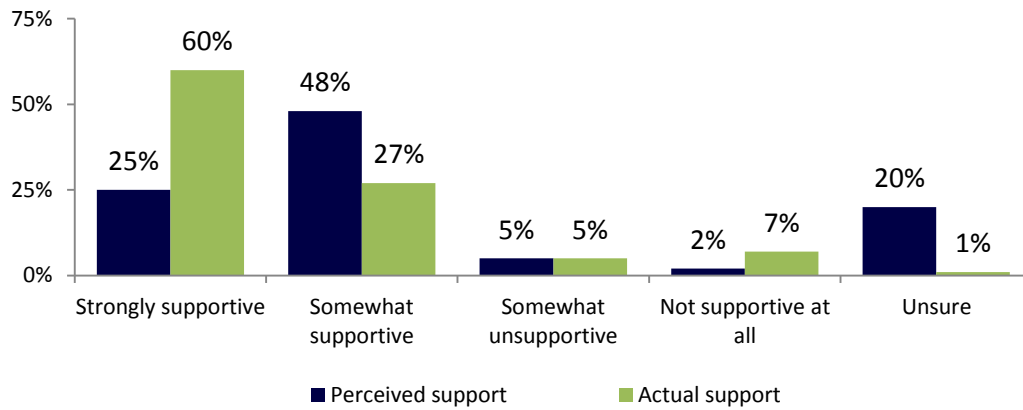


- Consistent with previous surveys, the large majority (88%) of respondents say their level of support for Cameco's Port Hope operations has stayed about the same over the last year, while 6% say they have become more supportive and 3% say they have become less supportive.
 - Although the sample size is small, it is interesting to note that 17% of 18-34 year-old respondents say they are more supportive of the company's Port Hope operations (83% about the same).

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

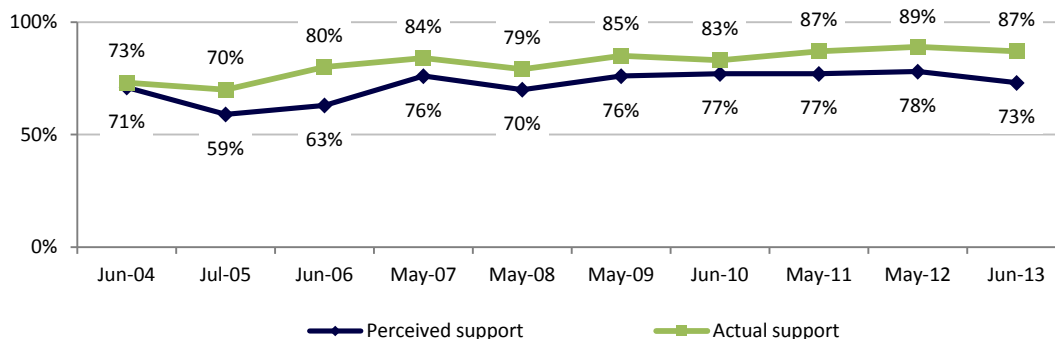
- When the few who say their level of support has changed (9% or 34 respondents) are asked why, they give a wide variety of reasons. Eight respondents give reasons that revolve around increased awareness of the company:
 - 'because I became more informed about the company and the environmental impact on Port Hope'
 - 'because I know more and learned more about them'
 - 'becoming more aware, letting us know what's happening'
 - 'I learned more, more open'
 - 'more awareness sent out'
 - 'more present at meetings, more voice'
 - 'the information provided from citizens'

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?



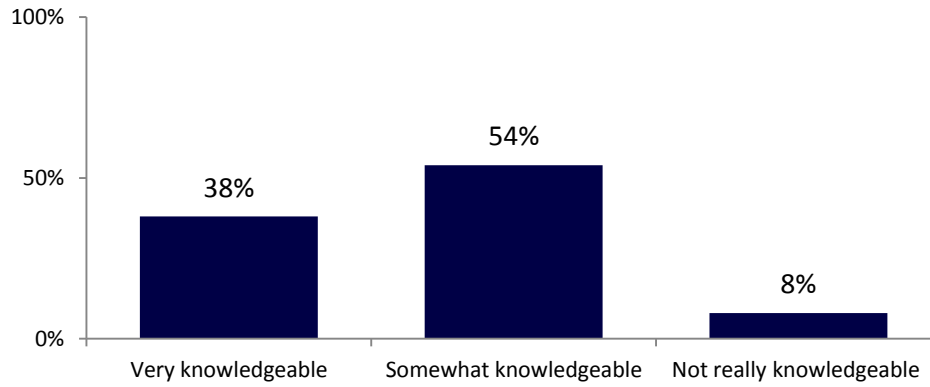
- Close to three-quarters (73%) of respondents think most people in Port Hope are supportive of Cameco continuing to operate in the community—significantly lower than the 87% who actually are supportive.
 - At 81% vs. 65%, men are more likely than women to believe most people in Port Hope support Cameco’s continued operation.
 - Respondents in the oldest (55+) and youngest (18-34) cohorts are most likely to believe most Port Hope residents support Cameco’s continued operation, at 76% and 72%, respectively, compared to 63% of 35-54 year-olds.
- The gap between perceived and actual support is most pronounced among those who believe other residents are ‘strongly supportive’: 25% believe others are strongly supportive compared to 60% who actually are strongly supportive.
- Tracking perceived vs. actual support shows that residents consistently underestimate the level of public support for the continuation of Cameco’s Port Hope operations.

Tracking Perceived vs. Actual Support



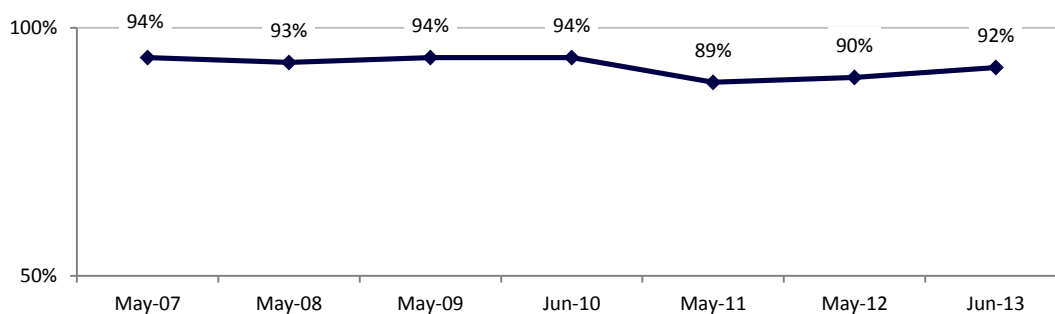
Knowledge of Cameco's Port Hope Operations

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



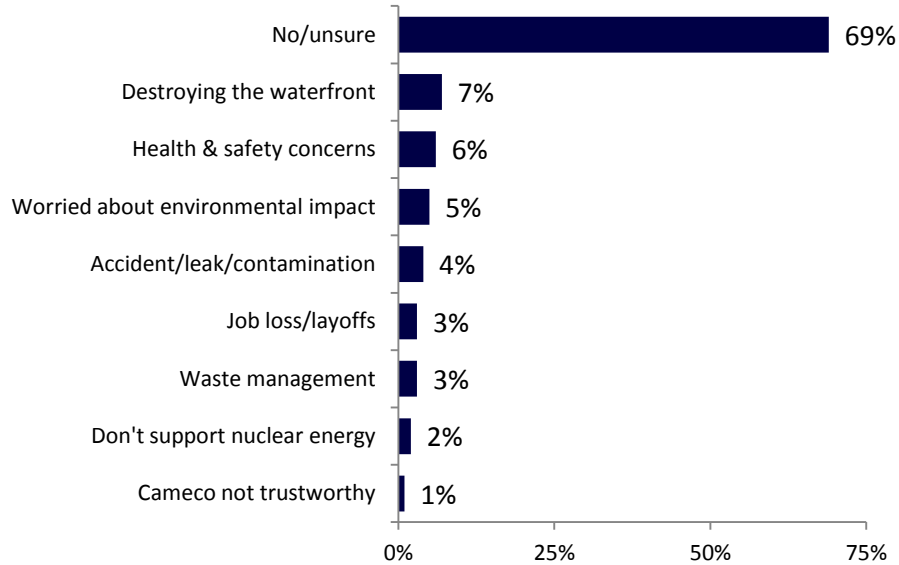
- Roughly nine out of ten (92%) respondents describe themselves as being at least somewhat knowledgeable about Cameco, including over a third (38%) who say they are 'very knowledgeable'.
 - Most respondents across gender and age groups are at least somewhat knowledgeable about the company. However, men (50%) are significantly more likely than women (26%) and older 55+ respondents (40%) are significantly more likely than younger 18-34 respondents (17%) to describe themselves as 'very knowledgeable'.
- Year over year, nine out of ten respondents consistently describe themselves as being at least somewhat knowledgeable about Cameco.

Tracking Knowledge of Port Hope Operations



Specific Concerns

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



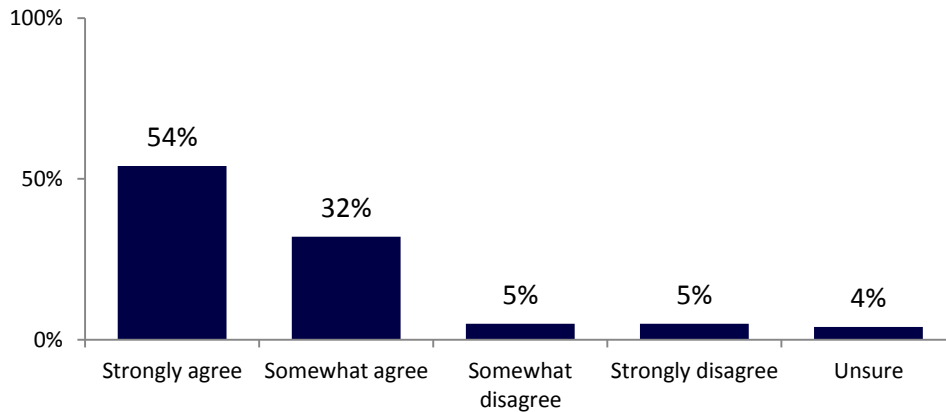
- Most (69%) respondents do not have any specific concerns with the presence of Cameco's operations in Port Hope. Three out of ten do, including 7% who believe Cameco's operations are destroying the waterfront, 6% who have health and safety concerns, 5% who are worried about the environmental impact and 4% who are worried about an accident/leak/contamination.
 - Women are somewhat more likely to cite specific concerns (36% vs. 25% of men). Women cite the same top three specific concerns as men: destroying the waterfront, health and safety concerns and worries about the environment.
 - Similarly, young respondents aged 18-34 are more likely to cite specific concerns (39% vs. 30% of 35-54s and 31% of 55+). Their top two concerns are worries about the environment and destroying the waterfront.



Public Trust

Cameco Protects People & Environment

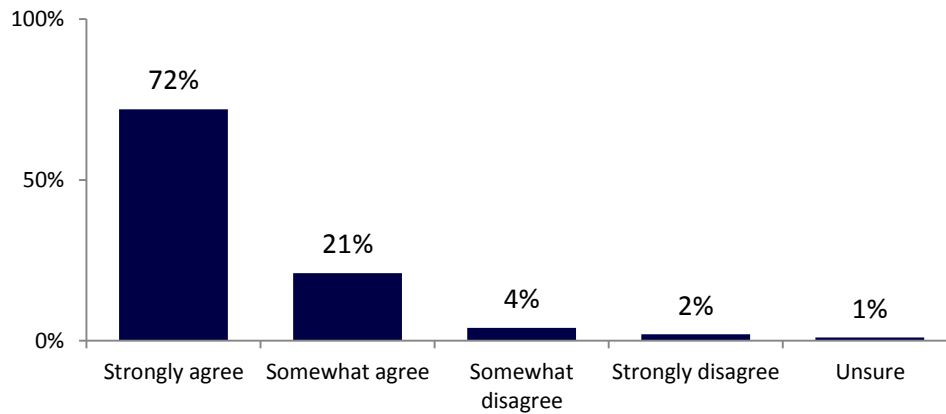
Q. *Do you agree or disagree that Cameco does everything possible to protect people and the environment?*



- The large majority (86%) of residents agree that Cameco does everything possible to protect people and the environment—including over half (54%) who ‘strongly agree’. This is consistent with 84% (54% ‘strongly agree’) in 2012. This strong level of agreement is generally consistent across gender and age groups.

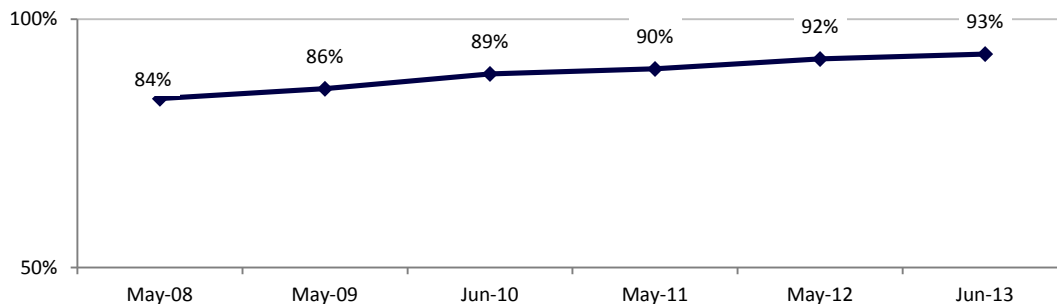
Port Hope as Safe, Healthy Place to Live

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



- Approximately nine out of ten (93%) respondents agree that Port Hope is a safe and healthy place to live. This includes close to three-quarters (72%; 70% in 2012) who 'strongly agree'. This is generally consistent across age groups; men are slightly more likely to agree (95% vs. 80% of women).
- Tracking public response over the past six years shows that the majority of Port Hope residents believe their community to be a safe and healthy place to live. There has been a gradual increase in agreement from 84% in 2008 to 93% in 2013.

Tracking Perception of Port Hope as Safe, Healthy Place to Live



Trust Index

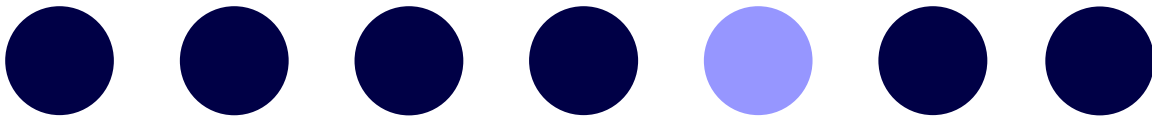
Although corporations like Cameco receive their operating licenses from various federal and provincial regulatory bodies, they also need a social licence to operate from the communities in which they exist in order to remain viable. Fast Consulting developed a Trust Index (TI) to calculate overall public 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
<i>In your opinion, do you think Cameco Corporation is ...</i>										
An environmentally responsible company	6.76	6.51	7.06	7.56	6.88	7.44	7.04	7.53	7.69	7.64
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
Internal Processes										
<i>In your opinion, do you think Cameco Corporation is ...</i>										
A respected international company	-	-	-	-	-	-	7.98	8.42	8.26	8.43
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
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
Community Citizenship										
<i>In your opinion, do you think Cameco Corporation is ...</i>										
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
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
A generator of economic opportunity in our community	7.44	7.53	8.00	8.44	8.01	8.32	8.13	8.31	8.32	8.20
Safeguarding the safety and health of the community	-	-	7.14	7.44	6.86	7.52	7.09	7.67	7.77	7.80
Providing adequate information to the public	-	-	7.21	7.70	7.13	7.65	7.33	7.52	7.71	7.79
Be honest & open with public	6.68	6.38	7.22	7.40	7.00	7.39	7.13	7.50	7.61	7.60
The kind of company we need in Port Hope	-	-	-	-	-	-	7.31	7.77	7.93	7.58

- All Trust Index (TI) measures are in the ‘very good to excellent’ range.
- Mean scores for the environmental responsibility statements have generally retained the gains seen in the 2012 survey.

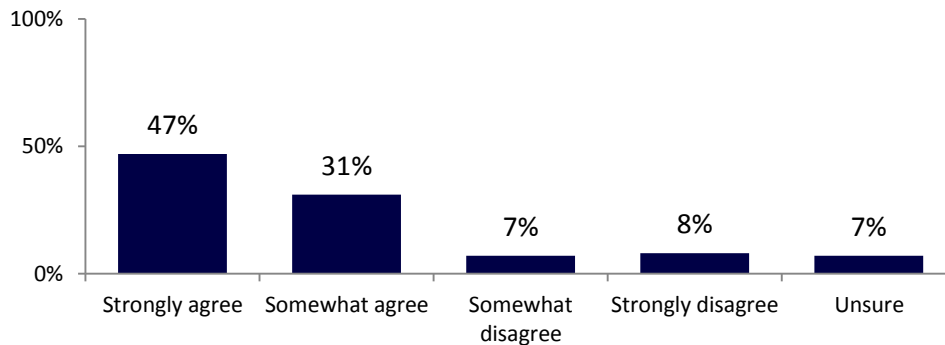
- ‘An environmentally responsible company’ earns a mean score of 7.64 out of 10. Men are significantly more likely to agree with this statement than women.
- ‘Protect the air, land and water for future generations’ earns a means score of 7.30. Again, men are significantly more likely to agree with this statement than women. Respondents aged 34 to 55+ are somewhat more likely to agree than younger respondents aged 18-34.
- Mean scores for internal processes are all above 8 out of 10, which is generally consistent with the strong results posted in 2012 and 2011 surveys.
 - ‘A respected international company’ earns a mean score of 8.43, up from 8.26 in 2012 but in line with 2011. Men and older respondents aged 55+ are most likely to agree with this statement.
 - ‘Providing a safe and healthy workplace’ earns a mean score of 8.14. Young respondents aged 18-34 are slightly more likely than older respondents to agree.
 - ‘A stable company with good management and leadership’ earns a mean score of 8.06. Men are more likely than women to agree with this statement.
- Mean scores for community citizenship are also strong, with three statements earning scores above 8 out of 10.
 - ‘A supporter of the Port Hope community’ earns the highest mean score, 8.98. Agreement with the statement is strong across gender and age groups.
 - ‘A creator of quality employment in Port Hope’ earns at mean score of 8.44. Men and young respondents aged 18-34 are most likely to agree with this statement.
 - ‘A generator of economic opportunity in our community’ earns a means score of 8.20. Young respondents aged 18-34 are most likely to agree with this statement.
 - ‘The kind of company we need in Port Hope’ earns a mean score of 7.58, down from 7.98 in 2012. Men and young respondents aged 18-34 are most likely to agree with this statement.
- 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

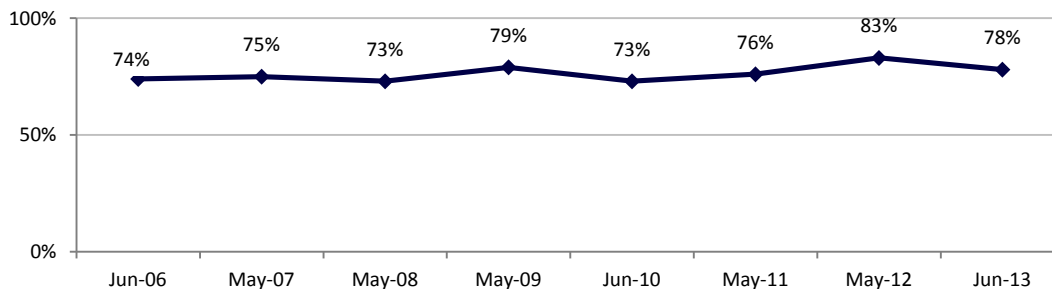
Perception of Regulatory Safety

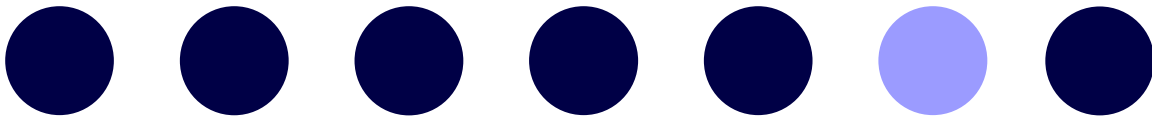
Q. Do you agree or disagree that processes from various federal and provincial regulatory organizations adequately ensure the safety of Port Hope residents?



- More than three-quarters (78%) of respondents agree that various federal and provincial regulatory processes adequately ensure the safety of Port Hope residents. This is down from 83% in 2012, but in line with previous surveys.
 - Men are more likely to agree with this statement than women (85% compared to 72%). Younger respondents (18-34) are least likely to agree, at 66% compared to 79% of respondents aged 35-55+. The percentage who 'strongly agree', however, is generally consistent across age groups.

Tracking Agreement that Regulatory Processes Ensure Safety

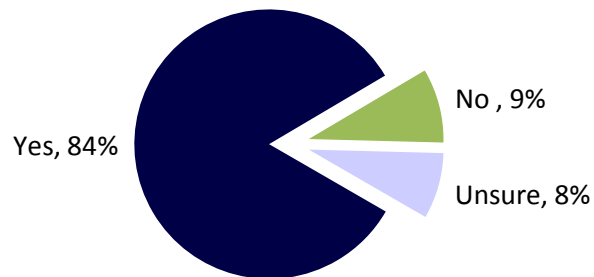




Communications

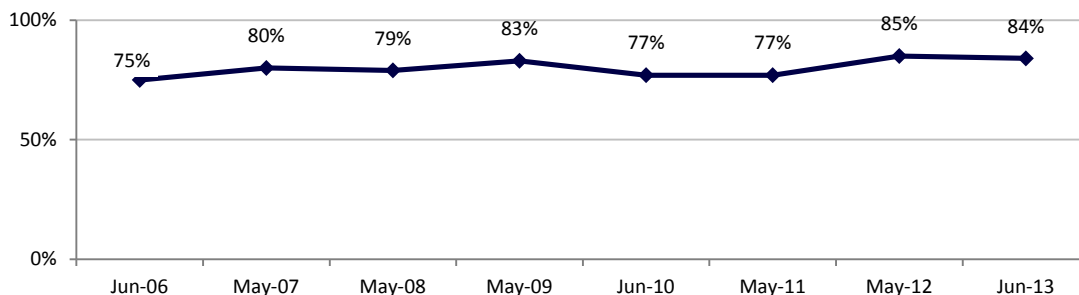
Availability of Information

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



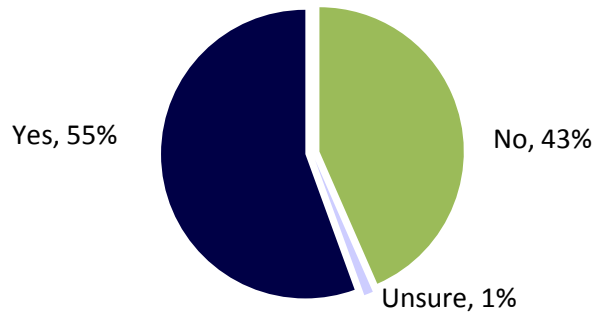
- The large majority (84%) of respondents think Cameco makes information about its operations in Port Hope readily available to residents.
 - Men are more likely to think Cameco makes information readily accessible, at 87% compared to 81% of women. Younger respondents (18-34) are also more likely to think this, at 94% vs. 84% of 55+ and 81% of 35-54.
- Tracking response over time shows that the large majority of residents think Cameco is making information readily available to them.

Tracking Perception of Readily Available Information



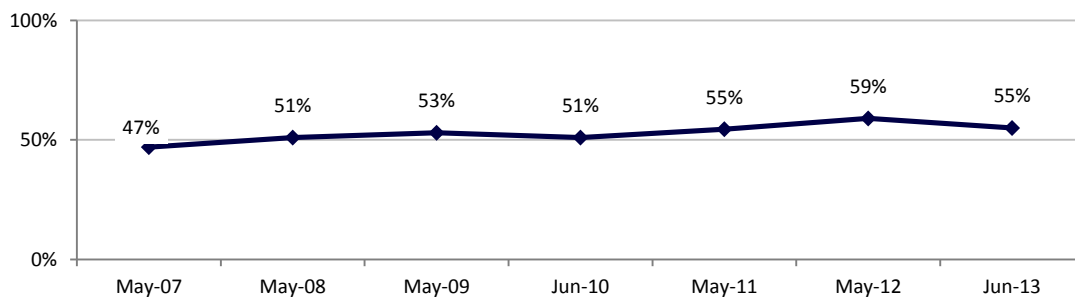
Website

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



- More than half (55%) of respondents are aware that Cameco has a website providing information about its Port Hope operations.
 - Men are more likely to know about Cameco's website, at 61% vs. 50% of women. Awareness is generally consistent across age groups.
- The 2013 survey shows a slight decrease in awareness of a Cameco website with information on Port Hope.

Tracking Awareness of Website



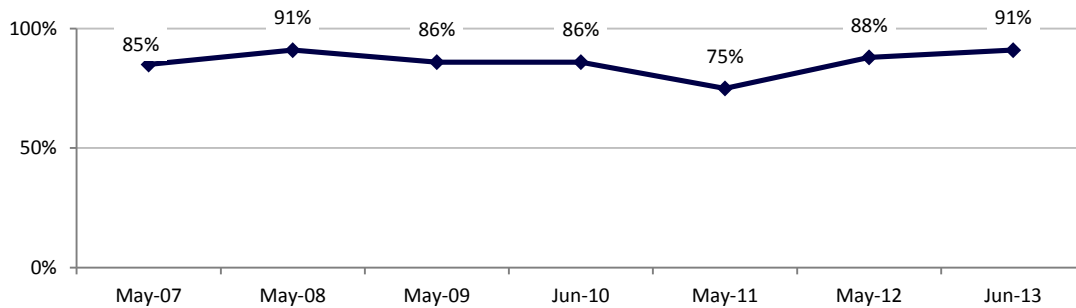
Community Forums

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



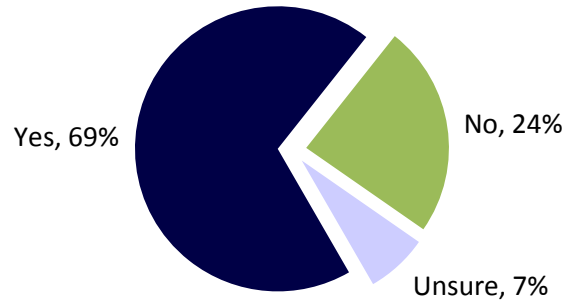
- Roughly nine out of ten (91%) respondents are aware that Cameco holds public community forums on its operations in Port Hope.
 - Men are more likely to be aware that Cameco holds public community forums, at 95% vs. 87% of women. Awareness is generally consistent across age groups.
- Awareness of Cameco's community forums on Port Hope fluctuates from year to year, while still remaining consistently high.

Tracking Awareness of Community Forums



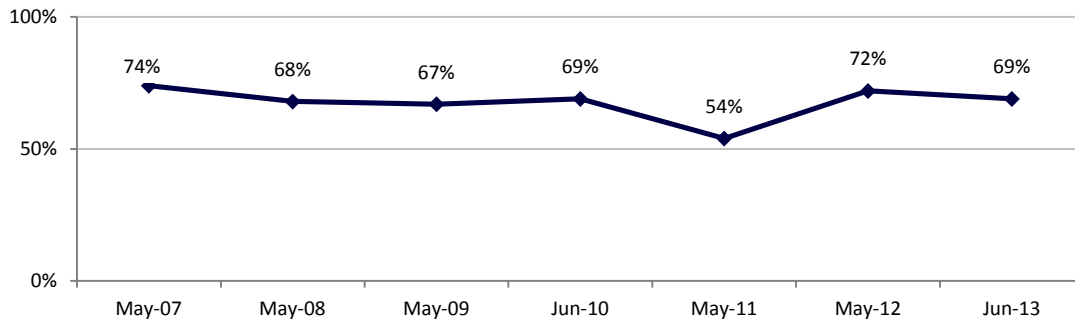
Community Forum Newsletter

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

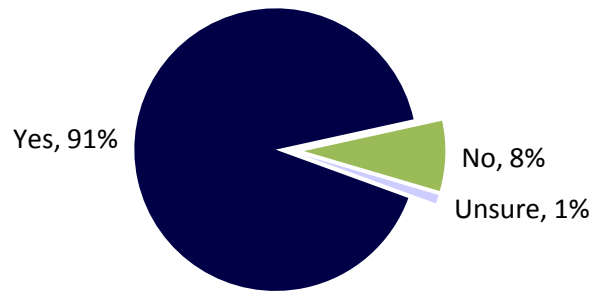


- Roughly seven out of ten (69%) respondents recall receiving a Community Forum Newsletter from Cameco.
 - Younger respondents (18-34) are less likely to remember receiving a Community Forum Newsletter from Cameco, at 50% compared to 70% of respondents aged 35-54 and 69% of those aged 55+.
- Recall of Cameco's Community Forum Newsletter is generally in line with 2012.

Tracking Recall of Community Forum Newsletter

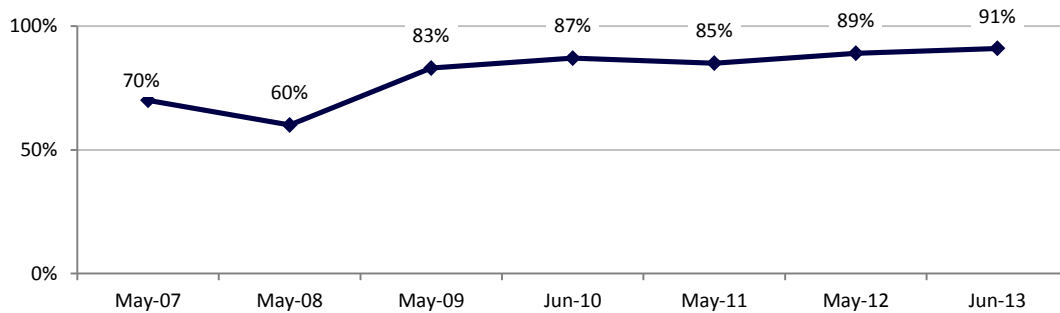


Q. Did you read any of these newsletters from Cameco?



- Among those who recall receiving the Cameco newsletter, roughly nine out of ten (91%) say they read it.
 - Among those who remember receiving the newsletter, older respondents are much more likely to say they read it: 93% of those aged 55+ read the newsletter compared to 88% of those aged 35-54 and 67% of those aged 18-34. Men are slightly more likely to say they read it (94% vs. 88% of women).
- Readership among those who remember getting the newsletter remains strong.

Tracking Newsletter Readership



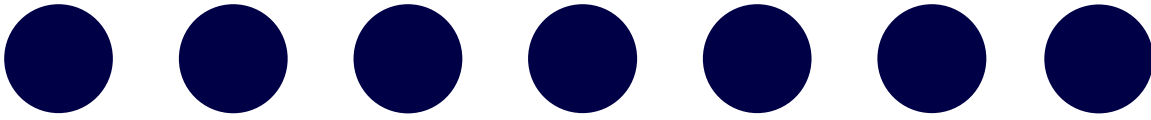
Reliable Sources of Information

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'. How much do you trust...?

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'.

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

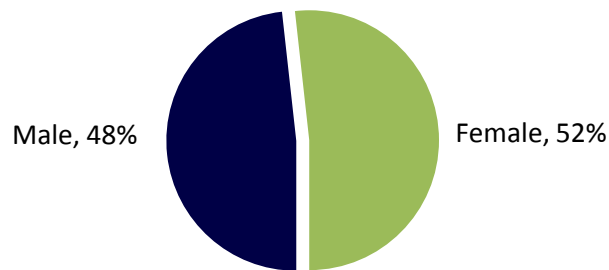
- Port Hope residents continue to view Cameco and its employees as the most reliable sources of information about the company and its local operations.
 - Employees continue to be seen as the most reliable source of information, with a mean score of 7.64 out of 10, up from 7.43 in 2012.
 - Cameco's Community Liaison Forum (7.21), newsletter (7.20), website (7.05) and spokesperson (7.02) all earn an 'excellent' rating in trustworthiness.
- As in past years, mean scores for anti-nuclear groups (3.91) and FARE (3.60) indicate they are not widely regarded as trustworthy sources of information about Cameco.
- On the whole, trust ratings for the different sources of information do not vary greatly between ages and genders, with a few exceptions:
 - Younger respondents aged 18-34 are more likely to trust 'someone who works for Cameco' than older respondents
 - Men are more likely than women to trust Cameco newsletters and spokespersons.
 - Respondents in the 34-55 age cohort are most likely to trust Cameco's website.



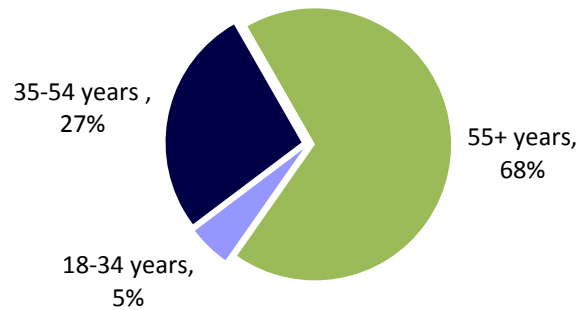
Appendix

Survey Demographics

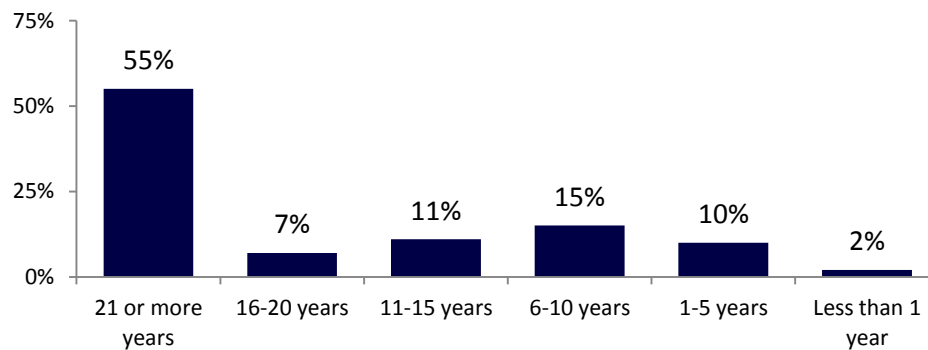
Gender



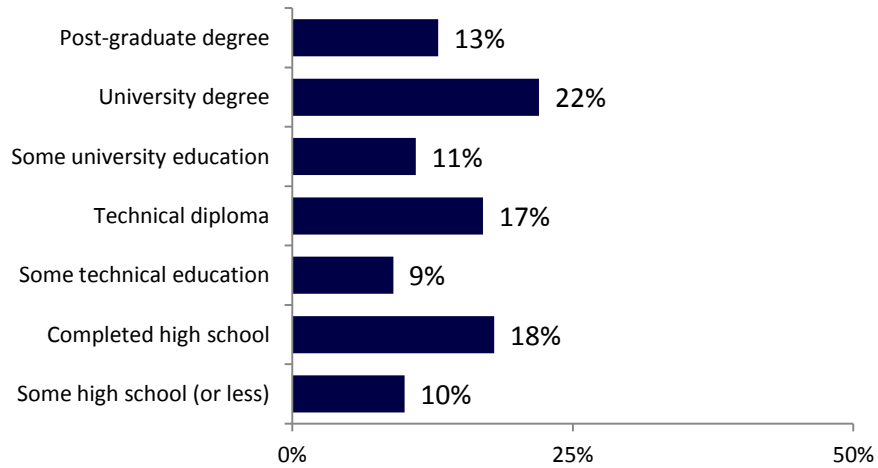
Age



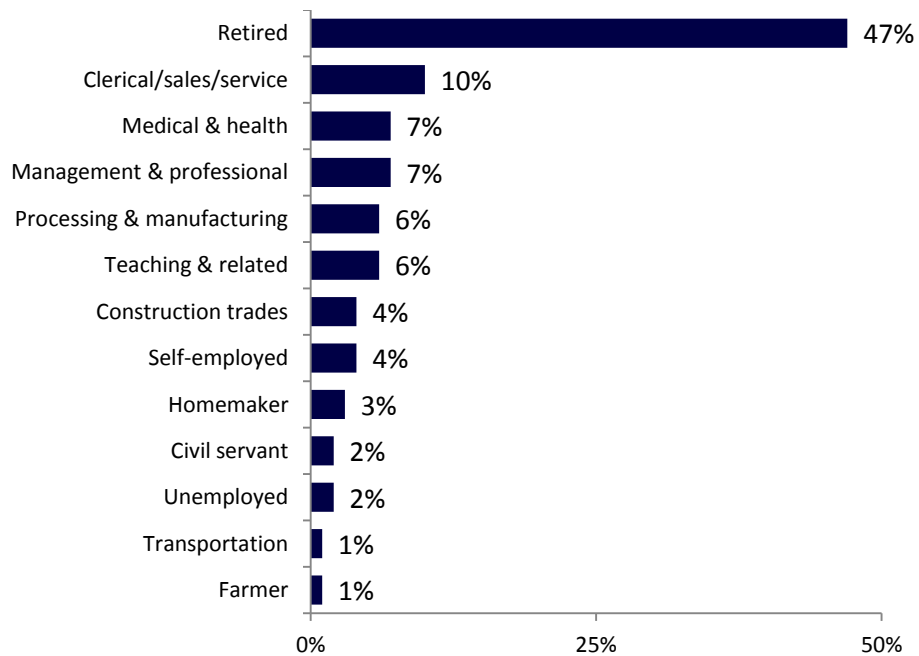
No. of Years Living in Port Hope



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 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.

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

PHAI/VISION 2010

13. Are you aware that the Government of Canada is about to embark on a cleanup of historic low-level radioactive waste in Port Hope?
- 1) Yes
 - 2) No
 - 3) Unsure

14. Are you aware that the low-level radioactive waste issue resulted from industrial practices that existed prior to Cameco's creation in 1988?
- 1) Yes
 - 2) No
 - 3) Unsure
15. Cameco's Vision 2010 is a plan to renew, clean up and modernize the Port Hope conversion facility in a way that contributes to the improvement of Port Hope's waterfront, makes operations more efficient and improves the general appearance of the facility. Some of the proposed changes involve the removal of some old structures and the construction of some new replacement buildings. The project is made possible because of the larger cleanup mentioned earlier. Have you heard of Cameco's Vision 2010?
- 1) Yes
 - 2) No → **Skip to Q16**
 - 3) unsure → **Skip to Q16**
16. Would you describe yourself as being very knowledgeable, somewhat knowledgeable or not knowledgeable at all about Cameco's Vision 2010?
- 1) Very knowledgeable
 - 2) Somewhat knowledgeable
 - 3) Not knowledgeable at all
17. Would you say that it is very important, somewhat important, somewhat unimportant or not important at all that Cameco undertake these changes?
- 1) Very important
 - 2) Somewhat important
 - 3) Somewhat unimportant
 - 4) Not important at all
18. Would you agree or disagree that the Vision 2010 proposed changes are a step in the right direction and benefit for the community?
- 1) Strongly agree
 - 2) Somewhat agree
 - 3) Somewhat disagree
 - 4) Strongly disagree

Why do you say that?

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.