



# Blind River Public Opinion Survey Summary Report

## July 2024

Prepared for:  
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Cameco  
2024 Blind River Public Opinion Survey  
**Executive Summary**

## Highlights

In June 2024, Praxis Consulting conducted a public opinion survey with residents of Blind River, Ontario to monitor support for Cameco Corporation’s local Blind River Refinery operation and gather perceptions regarding the corporation.

### Most are Aware of Cameco’s Blind River Operations

- The vast majority of respondents (92%) are aware of Cameco’s Blind River operations - including three-fifths (61%) who are “very aware”.
- Respondents who are “very aware” has decreased from 82% in 2021 to 61% in 2024, while those reporting they are “somewhat aware” has increased from 18% in 2021 to 31% in 2024.

### Important Issues

- When respondents are asked what types of issues are important to them regarding Cameco in Blind River, environmental impact and jobs are mentioned most frequently:
  - 35% cite environmental impact as an important issue (vs. 38% in 2021).
  - 25% cite jobs as an important issue (vs. 32% in 2021 and 26% in 2018).
- Community safety issues (21% vs. 20% in 2021), community support (19% vs. 24% in 2021), and health concerns (12% vs. 14% in 2021) round out the top five most frequently mentioned important issues.

### Respondents “Strongly Supportive” of Blind River Refinery

- Nearly all (98%) respondents are supportive of Cameco’s Blind River Refinery—including 69% who are “strongly supportive”. Overall support among survey respondents has generally held steady since 2009, although the proportion who are strongly supportive is trending down.

### Perceived Knowledge of Cameco Remains High

- Nine out of ten (94%) Blind River respondents describe themselves as knowledgeable about Cameco—including 33% who say they are “very knowledgeable”. This high level of perceived knowledge is consistent with previous surveys, although the “very knowledgeable” cohort has dropped to 2013 levels.

### Few Have Specific Concerns

- When asked if they have any specific concerns about Cameco’s operations in Blind River, most respondents (83%) say no. Approximately 17% do have concerns and, consistent with previous surveys, cite health & safety (6%) and environmental (6%) concerns.

### Residents Confident in Overall Safety

- Nine out of ten (93%) agree Blind River is a safe, healthy place to live—including 77% who “strongly agree”. This high level of agreement is consistent with previous surveys.
- Nine out of ten (89%) respondents agree Cameco has the environmental monitoring in place that protects the Blind River community—including 58% who “strongly agree”.

### Vast Majority Proud to Have Cameco in Blind River

- › The vast majority (95%) of respondents are at least somewhat proud to have Cameco as a part of the Blind River community, with 62% indicating they are “very proud”.

### Public Trust Remains Strong

- › The trust index in the survey is a measure of overall support for Cameco in Blind River based on perception of the company’s performance. In 2024, the trust index indicates that respondents continue to believe the refinery contributes positively to the community, and that it operates with corporate values that are important to them in areas of environmental responsibility, internal processes, and community citizenship. Public trust scores are down from previous years, but still in the “very good to excellent” range.

### Information

- › Six out of ten (63%) respondents think Cameco makes information about its local operations readily available to Blind River residents, trending down from 69% in 2021 and 78% in 2018.

### Strong Awareness of Nuclear

- › More than eight out of ten are aware that nuclear reactors are a low carbon emitting electricity source (87%, including 51% who are “very aware”) and that more than half of Ontario’s electricity is provided by nuclear energy (85%, including 54% who are “very aware”).
- › Eight out of ten (79%) are aware of the role nuclear reactors play in medicine – including 50% who are “very aware”.

## Methodology

### The Survey

Praxis Consulting conducted a public opinion survey on behalf of Cameco Corporation with a random telephone sample of 153 residents of Blind River, Ontario, where the company operates a uranium refinery. The objective of the survey is to estimate support for Cameco’s local operations and to gather opinions and perceptions regarding the corporation. The telephone survey was conducted between May 28<sup>th</sup> and June 10<sup>th</sup>, 2024.

In total, 140 of the 153 respondents were aware of Cameco’s Blind River operations and were able to complete the survey. A sample of 140 respondents lets us say with a 95% level of certainty (19 times out of 20) that the overall results in this report are accurate to within plus or minus 8.2% of what they would be if the entire adult population of Blind River was surveyed.

The survey questionnaire contains baseline questions asked in previous community surveys since 2009 and tracked in this report. It was pre-tested to ensure it was clear and understandable, that it flowed efficiently for respondents, and incorporated correct branching and skip patterns. The survey sample frame is based on telephone numbers selected from a randomly generated electronic sample frame developed by ASDE. Survey interviews were conducted by experienced public opinion interviewers at Elemental Research in Ottawa, Ontario.

An additional 11 respondents responded to an online survey that was available to residents between June 12<sup>th</sup> and 26<sup>th</sup>, 2024. Online surveys where respondents self-select do not allow for margin of error calculations because the sample is not randomly selected, leading to potential biases that prevent accurate statistical representation of the broader population. The data collected from

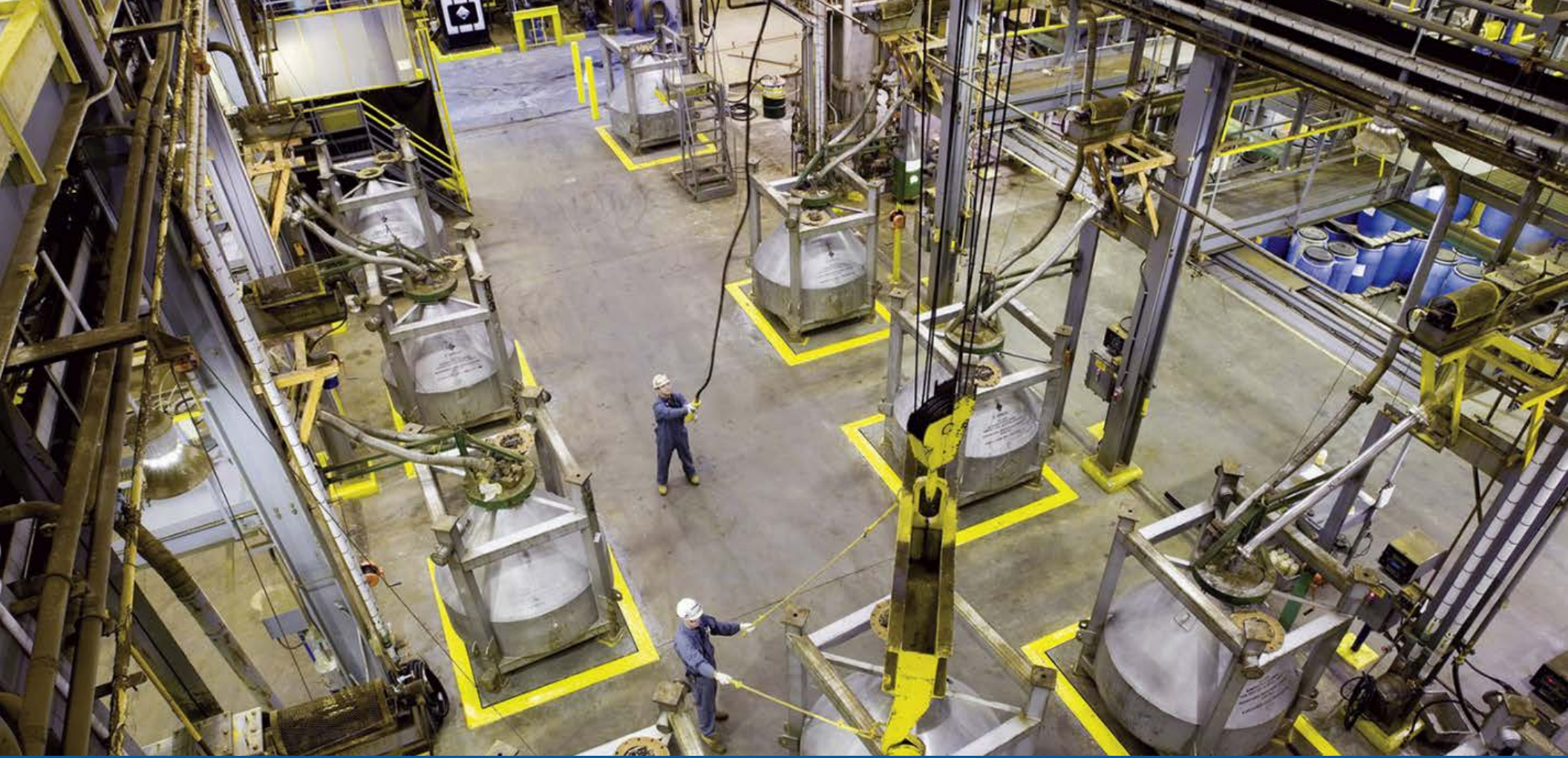
these 11 respondents is reported separately throughout the report and not included in tracking charts.

## **Rounding**

The charts presented in this report have been rounded for clarity and ease of interpretation. As a result, the sum of percentages in some instances may not precisely total 100%. Rounding has been applied to simplify the presentation of data without compromising the overall accuracy of the information provided.

## **Praxis Consulting**

Praxis Consulting Inc. is Saskatchewan's largest locally based management consulting and research firm. Our research department specializes in community and business intelligence, including focus groups, online and telephone surveys, and community engagement forums. Our work has been used in policy development, issue management, business planning, membership support, service quality management, community relations, public affairs, and advocacy.



Cameco  
2024 Blind River Public Opinion Survey  
**Survey Results**

## Awareness of Cameco’s Operation

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

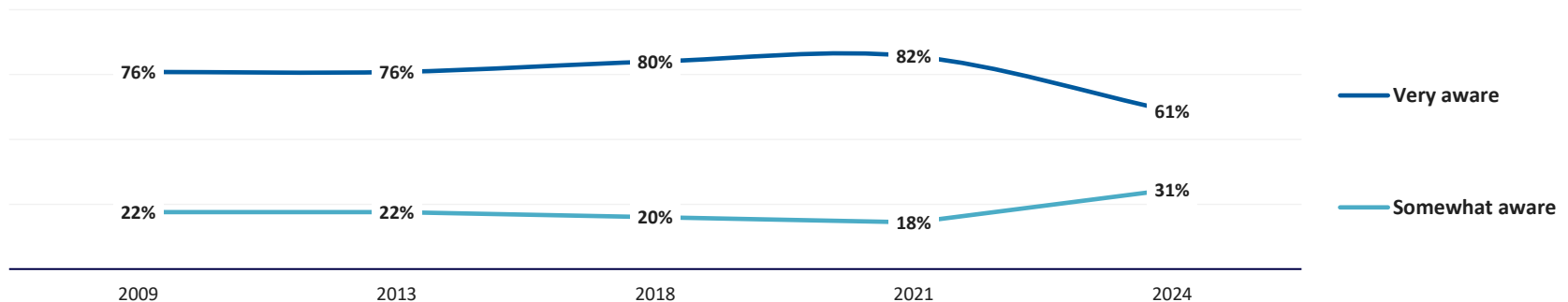
- The vast majority of respondents (92%) are aware of Cameco’s Blind River operations – including three-fifths (61%) who are “very aware”. Fewer than one out of ten (8%) are not at all aware of Cameco’s Blind River operations.
- Respondents who are “very aware” has decreased from 82% in 2021 to 61% in 2024, while those reporting they are “somewhat aware” has increased from 18% in 2021 to 31% in 2024.

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



- Among the 11 respondents who self-selected to complete the online survey, 10 are “very aware” and 1 is “somewhat aware” with Cameco’s Blind River operations.

### Tracking Awareness of Cameco’s Blind River Operations, 2009 to 2024



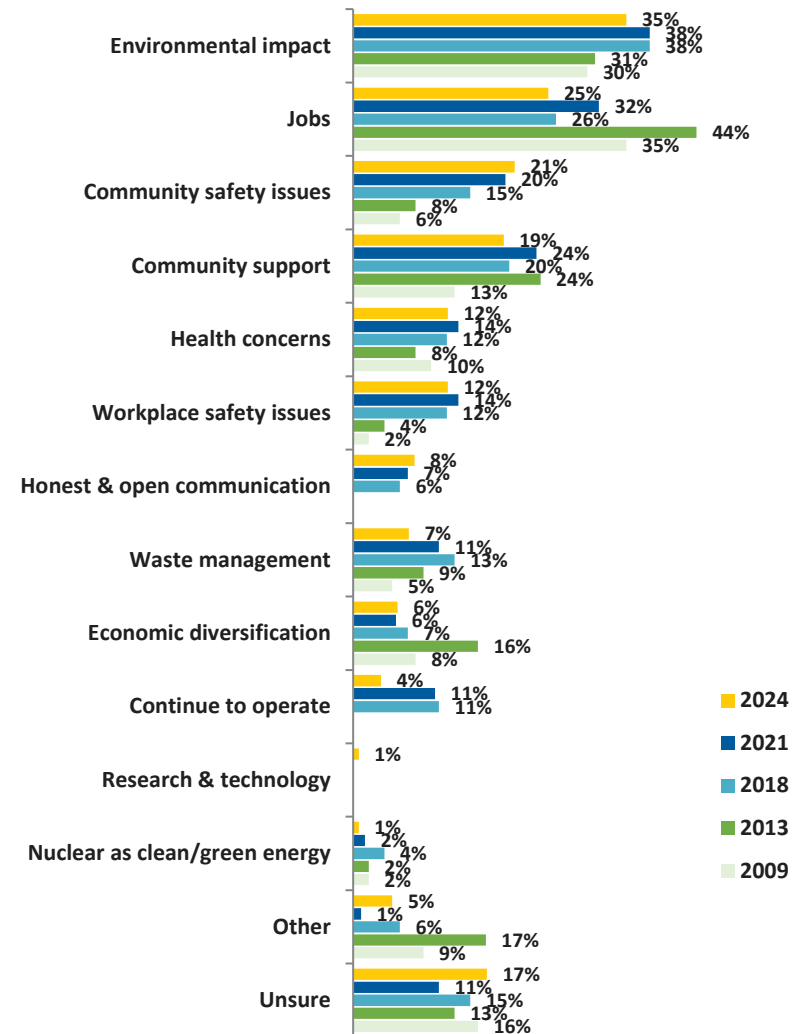


## Important Issues

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

- Environmental impact and jobs remain the two most frequently cited issues when respondents are asked what issues are important to them when they think about Cameco in Blind River.
  - 35% cite environmental impact as an important issue, down slightly from 38% in 2021.
  - 25% cite jobs as an important issue, down from 32% in 2021, but in line with 26% in 2018.
- Community safety issues at 21% (vs. 20% in 2021), community support at 19% (vs. 24% in 2021), and health concerns at 12% (vs. 14% in 2021) round out the top five most frequently mentioned important issues.
- Approximately one in ten also cite workplace safety issues (12% vs. 14% in 2021). Other mentions include open and honest communication (8% vs. 7% in 2021), waste management (7% vs. 11% in 2021), economic diversification (6% vs. 6% in 2021), Cameco continuing to operate (4% vs. 11% in 2021), research and technology (1% vs. no previous mentions), and nuclear as clean/green energy (1% vs. 2% in 2021).

**Environment & Jobs Remain Top 2 Issues**



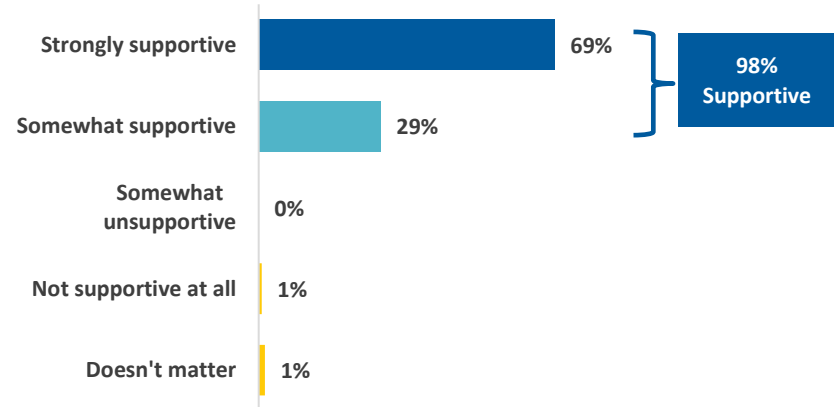
\*Multiple response allowed.

## Support for Blind River Refinery

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

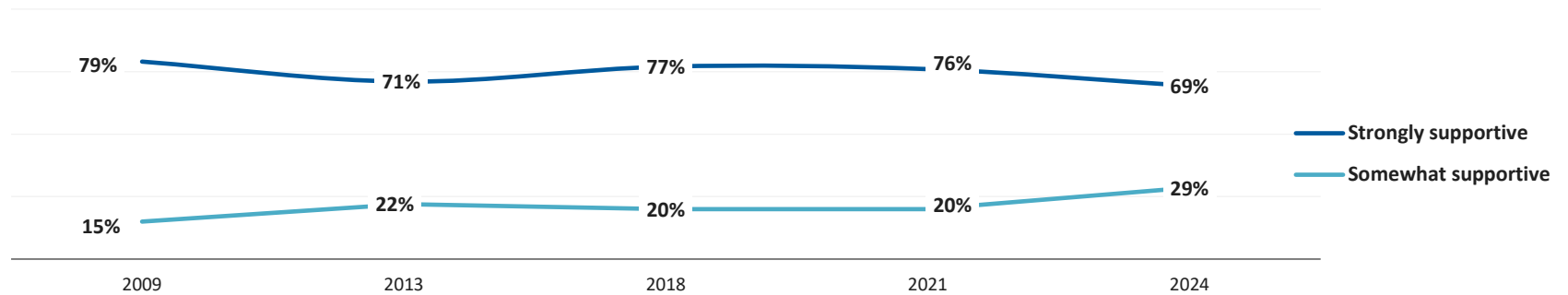
- Nearly all (98%) respondents are supportive of Cameco’s Blind River Refinery—including 69% who are “strongly supportive”.
- Overall support for Cameco’s Blind River Refinery has generally held steady since 2009, although the proportion who are strongly supportive is trending down.

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



- All 11 respondents who completed the online survey indicated being “strongly supportive” of Cameco’s Blind River refinery.

## Tracking Support for Cameco’s Blind River Refinery, 2009 to 2024

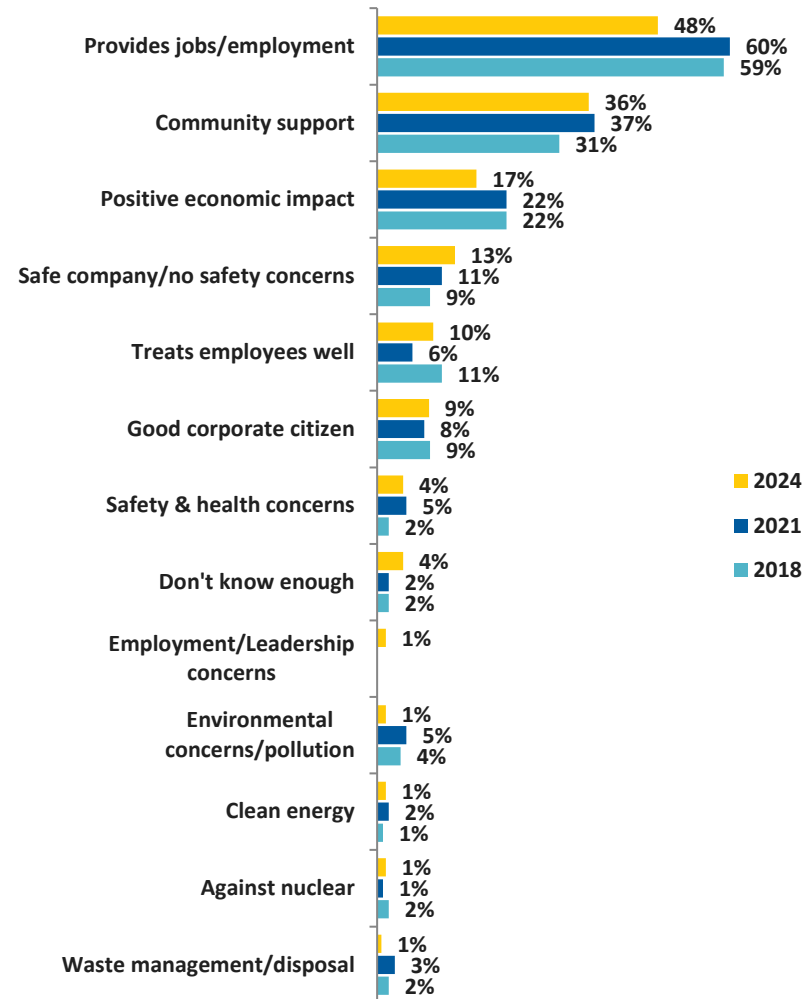


## Reasons for Support

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

- Nearly half (48%) of respondents who provide a reason for support say the main reason they are supportive of Cameco's Blind River refinery is because it provides jobs/employment. This is down from 60% in 2021.
- Over one third (36%) are supportive of the refinery because Cameco supports the community, in line with 37% in 2021.
- Approximately 17% are supportive because of the refinery's positive economic impact (down from 22% in 2021).
- Other reasons respondents support the refinery include the perception that Cameco is a safe company (13%), that it treats employees well (10%), and is a good corporate citizen (9%).
- The most frequently cited reasons for not supporting the refinery include safety & health concerns (4%), employment/ leadership concerns (1%), environmental concerns/pollution (1%), being against nuclear energy (1%), and waste management/disposal (1%).

### Jobs Continues to Be #1 Reason People Support Cameco



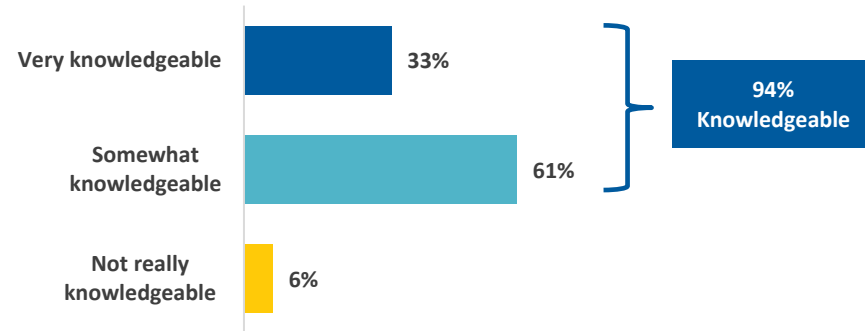
\*Multiple responses allowed.

## Knowledge of Cameco

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

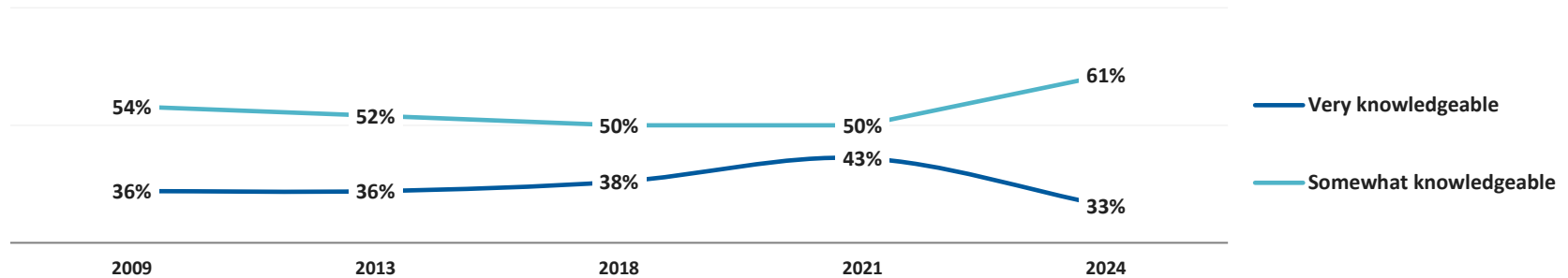
- The vast majority (94%) of respondents describe themselves as knowledgeable about Cameco—including 33% who say they are very knowledgeable.
- This high level of perceived knowledge about Cameco is consistent with previous surveys, although the “very knowledgeable” cohort has dropped to 2013 levels.

### 9 out of 10 See Themselves as Knowledgeable about Cameco



- Among the 11 respondents who completed the online survey, 6 are very knowledgeable and 5 are somewhat knowledgeable about Cameco.

## Tracking Knowledge of Cameco, 2009 to 2024

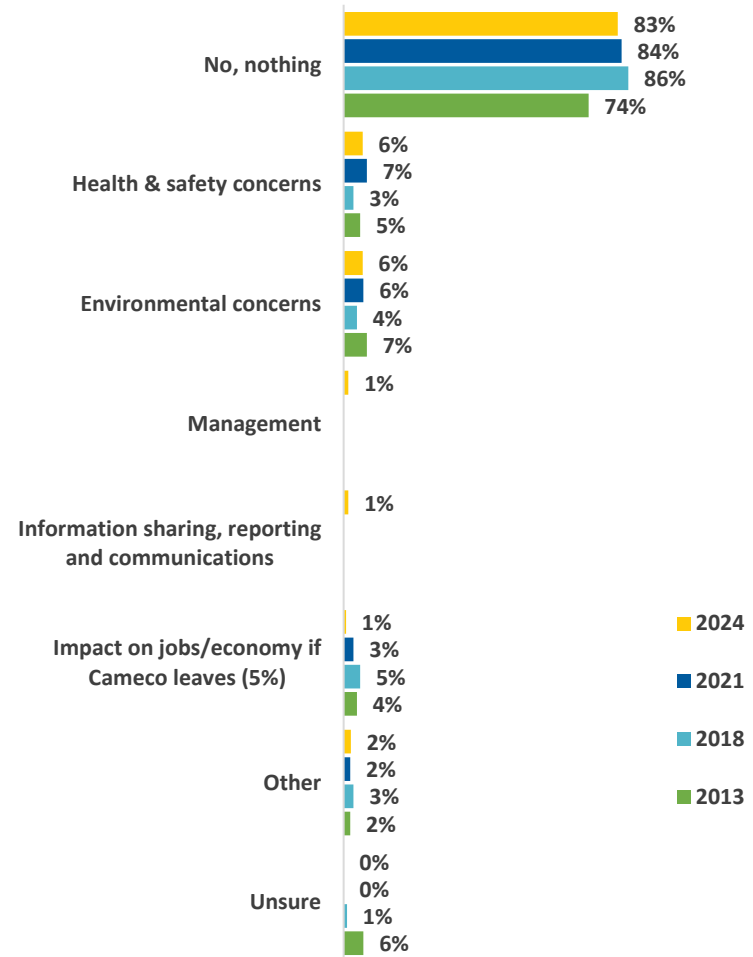


## Specific Concerns

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

- The large majority (83%) of respondents do not have any specific concerns with Cameco's operations in Blind River, compared to 17% (or 24 respondents) who do.
- The concerns raised by respondents typically reflect two themes:
  - Health & safety concerns (6%)
  - Environmental concerns (6%)

### 2 out of 10 Have Specific Concerns



\*Multiple responses allowed.

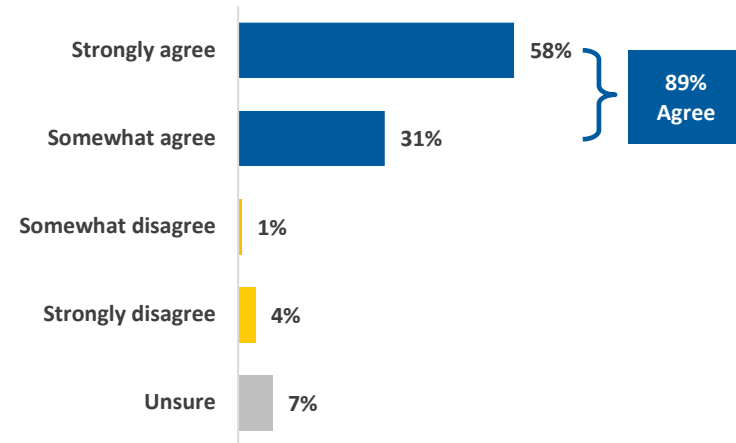
## Public Trust and Pride

### Cameco Monitors Environment to Protect Blind River

*Q. Do you agree or disagree that Cameco has the environmental monitoring in place that protects the Blind River community?\**

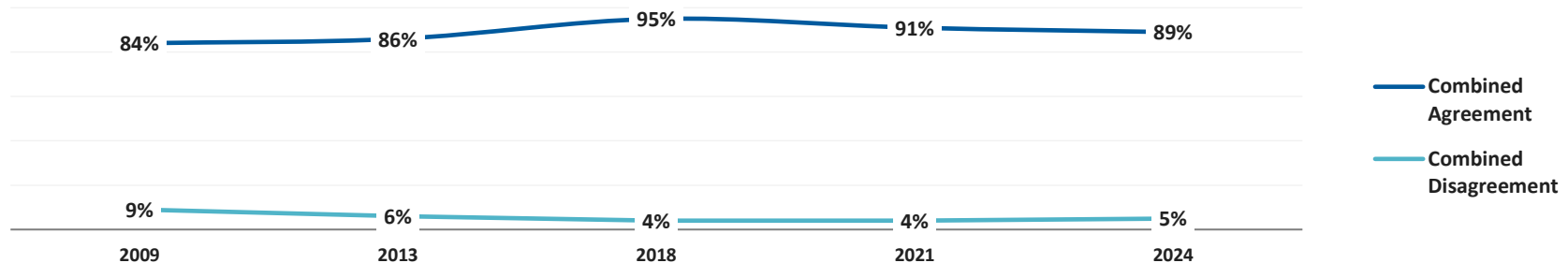
- Nine out of ten (89%) respondents agree Cameco has the environmental monitoring in place that protects the Blind River community—including 58% who “strongly agree”.
- While the question wording changed in 2024\*, agreement is consistent with previous surveys.

### 9 out of 10 Confident Cameco has Environmental Monitoring in Place



- Among the 11 respondents who completed the online survey, 8 strongly agree, 1 somewhat agrees, 2 are unsure, and 1 did not provide a response.

### Tracking Perceptions of Cameco has Environmental Monitoring in Place, 2009 to 2024



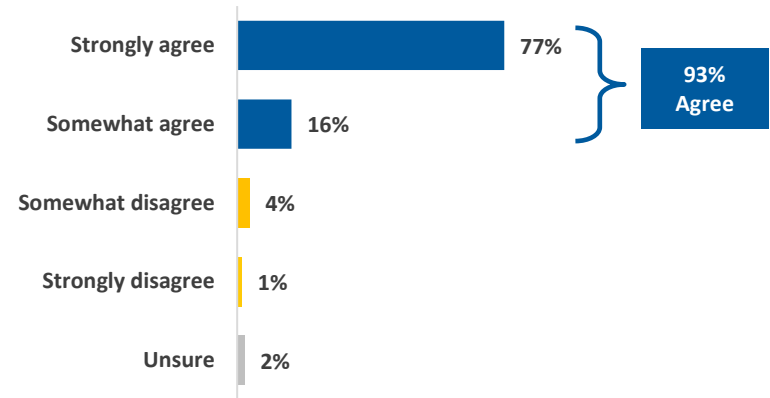
\*Question wording changed in 2024 from “do you agree Cameco does everything possible to protect people and the environment?”

## Blind River is Safe, Healthy Place to Live

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

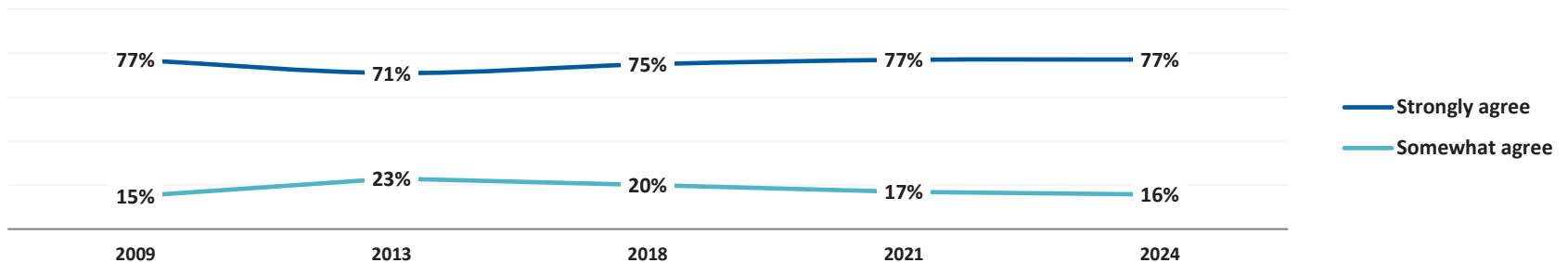
- Nine out of ten (93%) agree Blind River is a safe, healthy place to live—including 77% who “strongly agree”.
- This high level of agreement that Blind River is a safe and healthy place to live is consistent with previous surveys.

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



- Among the 11 respondents who completed the online survey, 8 strongly agree, 2 somewhat agree, and 1 did not provide a response.

## Tracking Perceptions of Blind River Safe & Happy Place to Live, 2009 to 2024

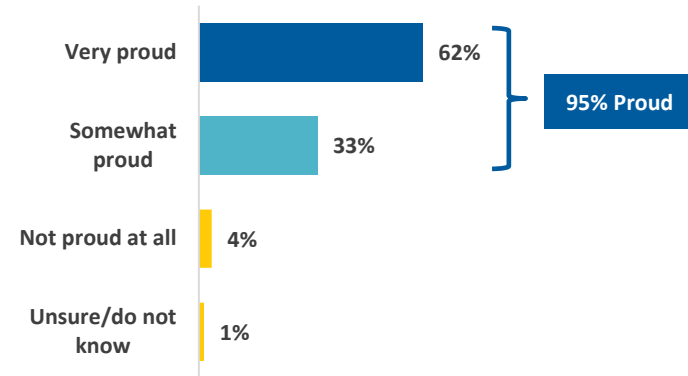


### Pride with Having Cameco in Community

*Q. Would you say you are very proud, somewhat proud, or not proud at all to have Cameco as part of the Blind River community?*

- The vast majority (95%) of respondents are at least somewhat proud to have Cameco as a part of the Blind River community, with 62% indicating they are “very proud”.

### Over 9 out of 10 Proud to Have Cameco in the Blind River Community



- Among the 11 respondents who completed the survey online, 9 are very proud, 1 is somewhat proud, and 1 did not provide a response.



## 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.

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

Respondents are asked to rate their level of agreement (or trust) for each statement on a scale of 1 to 10. We recommend interpreting ratings in the 1 to 4 range as “in need of improvement,” ratings in the 5 to 6 range as “satisfactory” and ratings in the 7 to 10 range as “very good to excellent”.

- All Trust Index (TI) measures are down from previous years, but still in the “very good to excellent” range.
- Consistent with previous surveys, Cameco earns the highest public trust scores for being *a supporter of the Blind River community* (mean score of 9.11 out of 10) and *a creator of quality employment in Blind River* (8.95).

## 2024 Trust Index (TI) Scores

- **Environmental Responsibility:**
  - *An environmentally responsible company* – **8.33** out of 10 is trending down from 8.46 in 2021 and 8.67 in 2018.
  - *Protecting the air, land, and water for future generations* – **8.09** is also trending down from 8.19 in 2021 and 8.25 in 2018.
- **Internal Processes:**
  - *A stable company with good management and leadership* – **8.42** is trending down from 8.83 in 2021 and 9.02 in 2018.
  - *A respected international company* – **8.35** vs. 8.75 in 2021 and 8.79 in 2018.
  - *Providing a safe and healthy workplace* – **8.34** vs. 8.83 in 2021 and 8.88 in 2018.
- **Community Citizenship:**
  - *A supporter of the Blind River community* – **9.11** vs. 9.51 in 2021 and 9.66 in 2018.
  - *A creator of quality employment in Blind River* – **8.95** vs. 9.15 in 2021 and 9.25 in 2018.
  - *The kind of company we need in Blind River* – **8.81** vs. 8.81 in 2021 and 9.08 in 2018.
  - *A generator of economic opportunity in Blind River* – **8.73** vs. 8.90 in 2021 and 8.91 in 2018.
  - *Safeguarding the safety and health of the community* – **8.31** vs. 8.55 in 2021 and 8.69 in 2018.
  - *Honest & open with the public* – **7.97** vs. 8.34 in 2021 and 8.48 in 2018.
  - *Providing adequate information to the public* – **7.60** vs. 8.09 in 2021 and 8.29 in 2018.

## Tracking Trust Index Scores, 2009 - 2024

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

<b>ENVIRONMENTAL RESPONSIBILITY</b>	<b>June 2009</b>	<b>July 2013</b>	<b>October 2018</b>	<b>March 2021</b>	<b>July 2024</b>
<i>An environmentally responsible company</i>	8.54	8.48	8.67	8.46	8.33
<i>Protecting the air, land and water for future generations</i>	8.13	8.08	8.25	8.19	8.09
<b>INTERNAL PROCESSES</b>	<b>June 2009</b>	<b>July 2013</b>	<b>October 2018</b>	<b>March 2021</b>	<b>July 2024</b>
<i>A stable company with good management and leadership</i>	8.98	8.75	9.02	8.83	8.42
<i>A respected international company</i>	-	8.80	8.79	8.75	8.35
<i>Providing a safe and healthy workplace</i>	8.95	8.91	8.88	8.83	8.34
<b>COMMUNITY CITIZENSHIP</b>	<b>June 2009</b>	<b>July 2013</b>	<b>October 2018</b>	<b>March 2021</b>	<b>July 2024</b>
<i>A supporter of the Blind River community</i>	9.63	9.35	9.66	9.51	9.11
<i>A creator of quality employment in Blind River</i>	9.09	8.68	9.25	9.15	8.95
<i>The kind of company we need in Blind River</i>	-	8.53	9.08	8.81	8.81
<i>A generator of economic opportunity in our community</i>	8.81	8.67	8.91	8.90	8.73
<i>Safeguarding the safety and health of the community</i>	8.47	8.32	8.69	8.55	8.31
<i>Honest and open with public</i>	8.24	8.14	8.48	8.34	7.97
<i>Providing adequate information to the public</i>	8.07	7.97	8.29	8.09	7.60

*For a sample of 140 respondents, differences greater than 0.35 are considered significant. This does not mean that differences of less than 0.35 are not meaningful, but simply that the sample is not large enough to statistically verify the data.*

## Access to Information

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

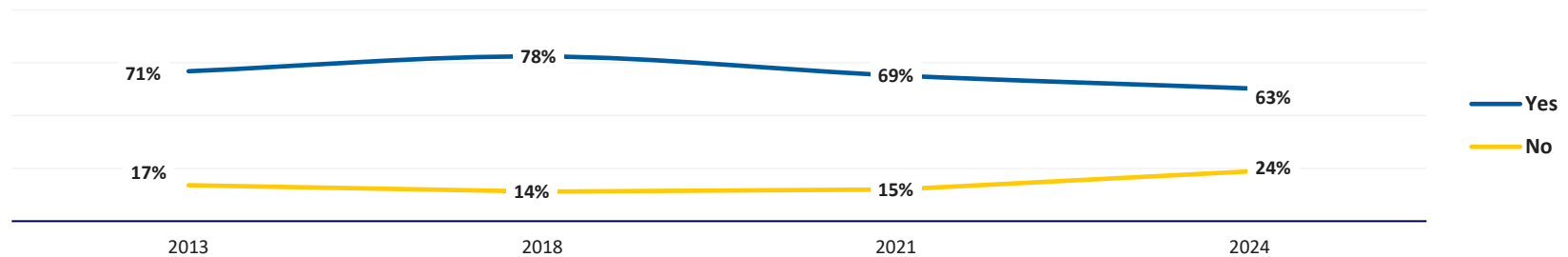
- Six out of ten (63%) respondents think Cameco makes information about its local operations readily available to Blind River residents.
- Overall, the 2024 survey finding of 63% who think Cameco makes information readily available is trending down from 69% in 2021 and 78% in 2018 survey.

### 6 out of 10 Think Cameco Makes Information Readily Available



- Among the 11 respondents who completed the survey online, 7 said yes, 3 were unsure, and 1 did not provide a response.

## Tracking Perception of Access to Information, 2013 to 2024

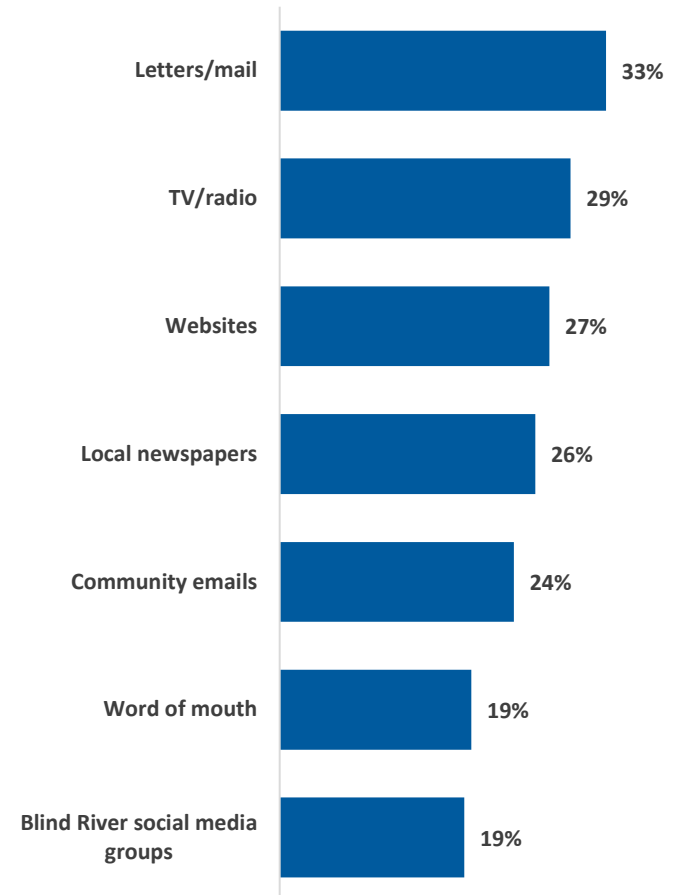


## Preferred Information Sources

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

- Respondents identify a variety of preferred sources for information about local current events.
- Traditional media sources are most frequently cited, with 33% saying letters / mail, and 29% from television or radio.
- This is followed by websites (27%), local newspapers (26%), community emails (24%), word of mouth (19%), and Blind River social media groups (19%).
- Among the 19% who like to receive information on Blind River social media groups, 81% say they receive information on Facebook, while 12% say the internet in general, 8% through Google, 8% through community boards, 4% on X (Twitter), and 4% on Instagram.

### Top 2 Information Sources Are Traditional Media



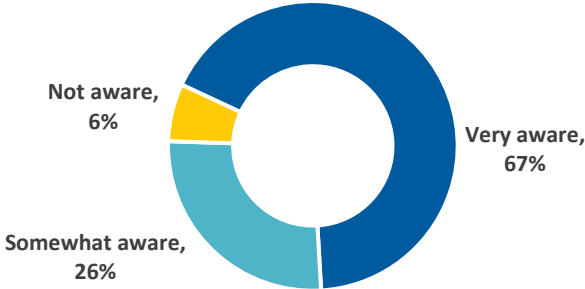
*\*Multiple responses allowed.*

# Awareness of Community Support

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

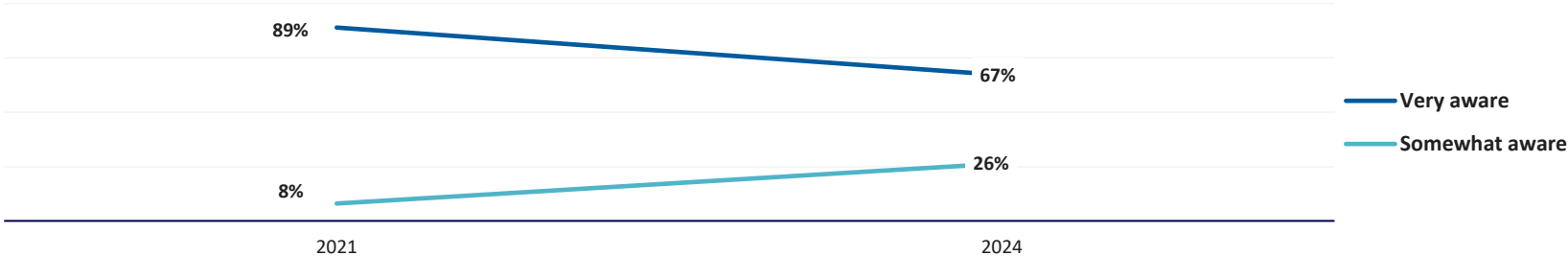
- Nearly all (93%) respondents are aware that Cameco invests in the Blind River area through sponsorships and other community initiatives—including 67% who are “very aware”.
- While overall awareness remains high, the proportion who are “very aware” has dropped since 2021.

**2 out of 3 “Very Aware” Cameco Invests in Blind River**



- Among the 11 respondents who completed the survey online, 10 said “very aware” and 1 did not provide a response.

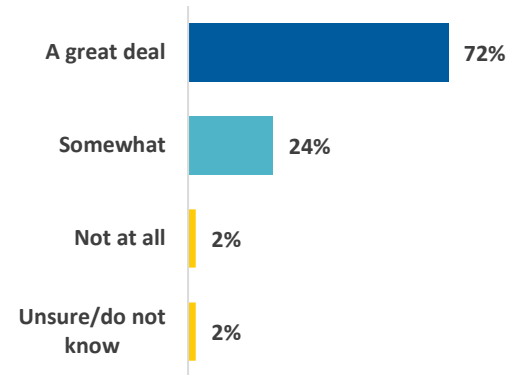
## Tracking Perception of Awareness of Community Support, 2013 to 2024



**Q. In your opinion, to what extent do those investments by Cameco benefit the Blind River area?**

- Nearly all (96%) respondents believe Cameco’s investments benefit the Blind River area – including 72% who say feel the investments benefit the community “a great deal”.

**7 out of 10 Feel Cameco’s Investments Benefit Blind River “A Great Deal”**



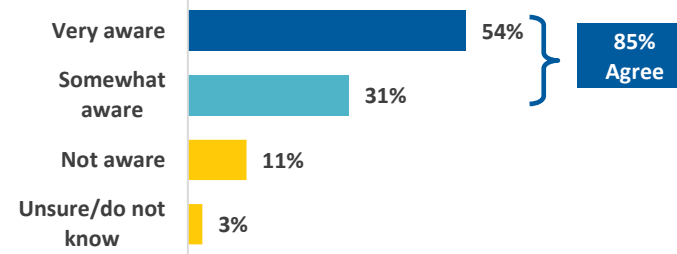
- Among the 11 respondents who completed the survey online, 10 said “a great deal” and 1 did not provide a response.

## Nuclear Awareness

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

- Approximately eight out of ten (85%) respondents are aware that more than half of Ontario’s electricity is provided by nuclear energy - including 54% who are “very aware”.

### 8 out of 10 Aware of the Nuclear Energy Powers Most of Ontario

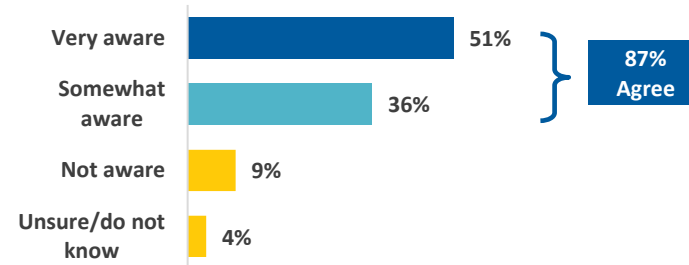


- Among the 11 respondents who completed the survey online, 6 are “very aware”, 4 are “somewhat aware”, and 1 did not provide a response.

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

- Almost nine out of ten (87%) are aware nuclear reactors are a low carbon emitting electricity source, with 51% who are “very aware”.

### 9 out of 10 Aware Nuclear Reactors are Low-carbon and Combat Climate Change

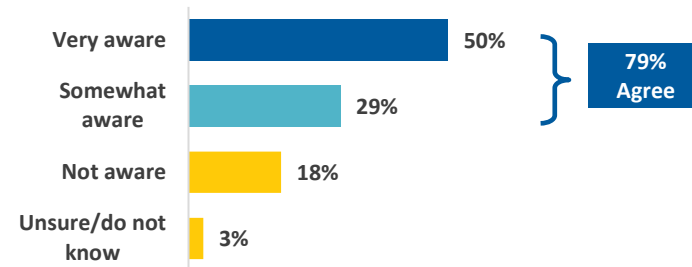


- Among the 11 respondents who completed the survey online, 5 are “very aware”, 4 are “somewhat aware”, 1 is unsure, and 1 did not provide a response.

*Q. Would you say you are very aware, somewhat aware, or not aware that nuclear reactors play a role in medicine primarily around the production of medical isotopes?*

- Eight out of ten (79%) are aware of the role nuclear reactors play in medicine – including 50% who are “very aware”.

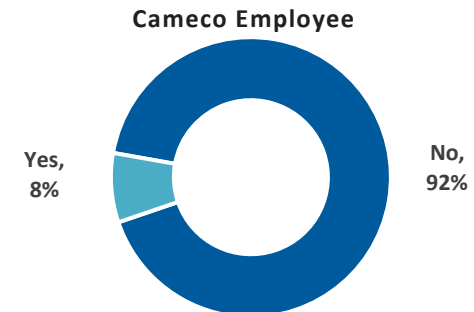
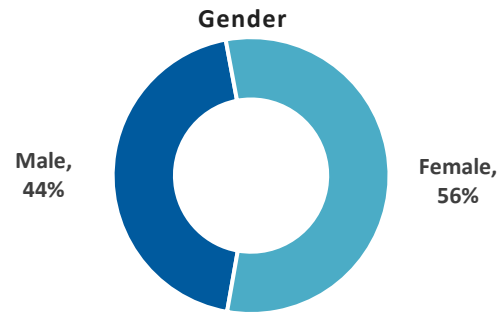
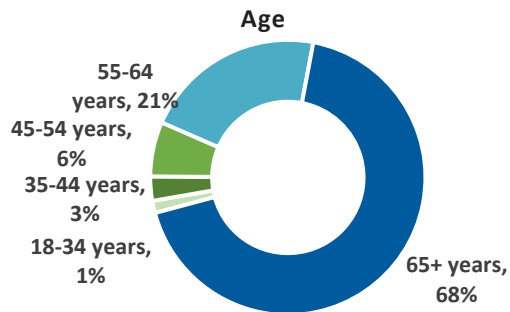
### 8 out of 10 Aware of Role Nuclear Reactors Play in Medicine



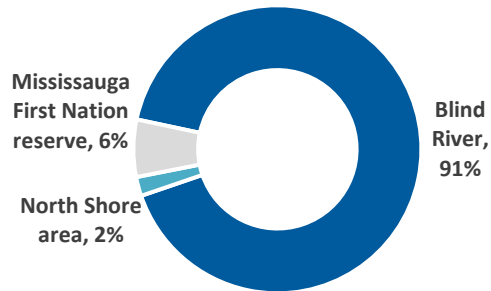
- Among the 11 respondents who completed the survey online, 7 are “very aware”, 2 are “somewhat aware”, 1 is “not aware”, and 1 did not provide a response.



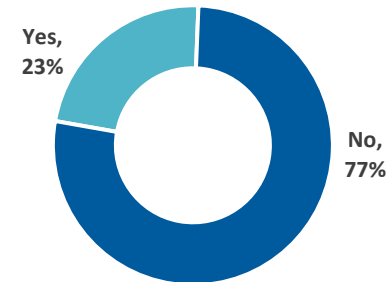
# Respondent Profile



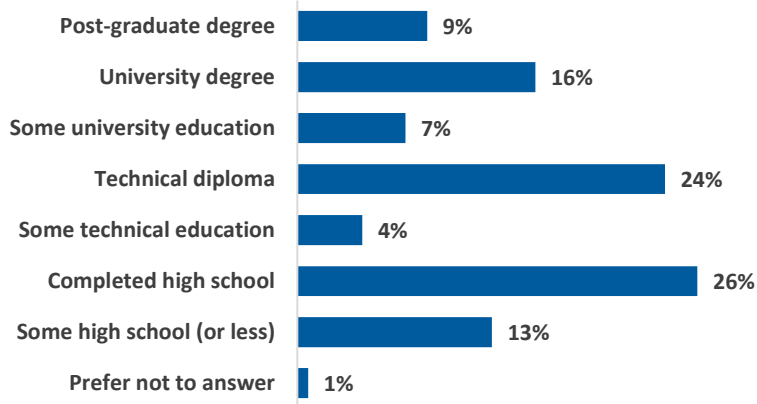
Permanent resident of Blind River, the North Shore area, or the Mississauga First Nation



Identify as First Nation, Metis, or Inuit Ancestry



Education



No. of Years Living in Blind River

