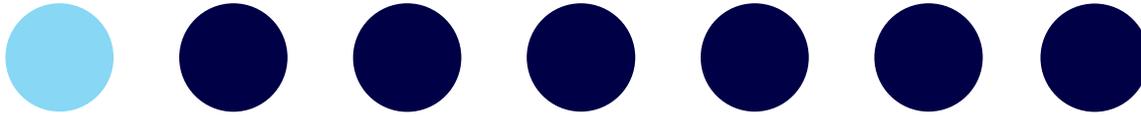


# **Situation Summary**

## **Public Support for the Continuation of the Uranium Mining Industry in Saskatchewan**

**Prepared for AREVA RESOURCES**

**December 2015**



# Situation Summary

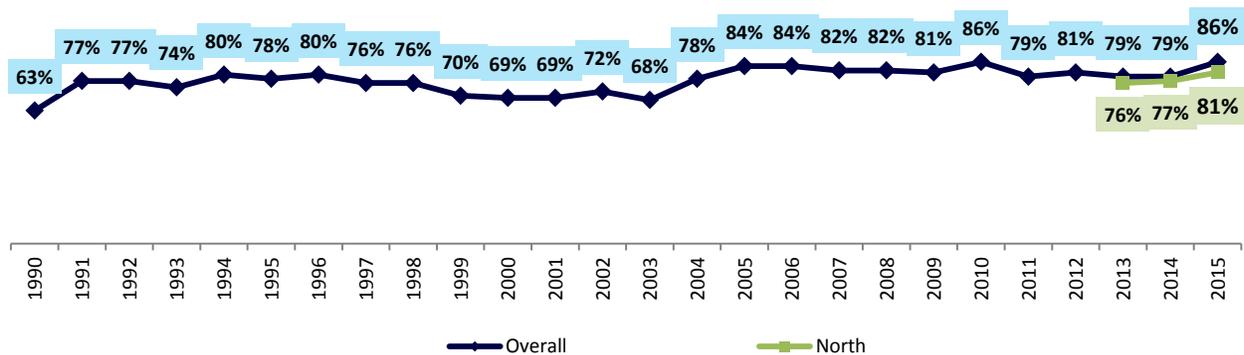
## Public Support for the Continuation of Uranium Mining

Since 1990 when Fast Consulting began conducting an annual survey of the opinions and perceptions of Saskatchewan residents regarding the uranium mining industry, polling results have consistently shown that the majority support the industry. Results from the December 2015 survey confirm this—more than three-quarters of residents (86%) continue to support uranium mining in the province, including 43% who *strongly* support the industry. This is echoed in the North, where 81% support the industry (40% strongly support). Support is high across all age cohorts.

The survey is conducted by telephone and online with a representative sample of a thousand Saskatchewan residents. The province is divided into geographic sampling regions to ensure proportionate representation. In addition to the province-wide sample, surveys are conducted in communities and reserves in northern Saskatchewan (Northern Administration District). This enables us to report on the perceptions of northern residents and to draw more reliable conclusions for this specific cohort. The northern oversample is not factored into the provincial estimates beyond its proportionate weight.

Our province-wide sample of 1, 031 residents lets us say with a 95% level of confidence that the overall results are within plus or minus 3.1% of what they would be if the entire adult population of the province were polled. The margin of error is larger for the Northern oversample of 314 residents, at plus or minus 6.9%.

Public Support 1990-2015



The high level of public support for uranium mining in Saskatchewan is not new. Although surveys show fluctuations in support levels, the rise and fall is within a relatively limited range. The current level of support is consistent with the long-term trend our firm has monitored since 1990.

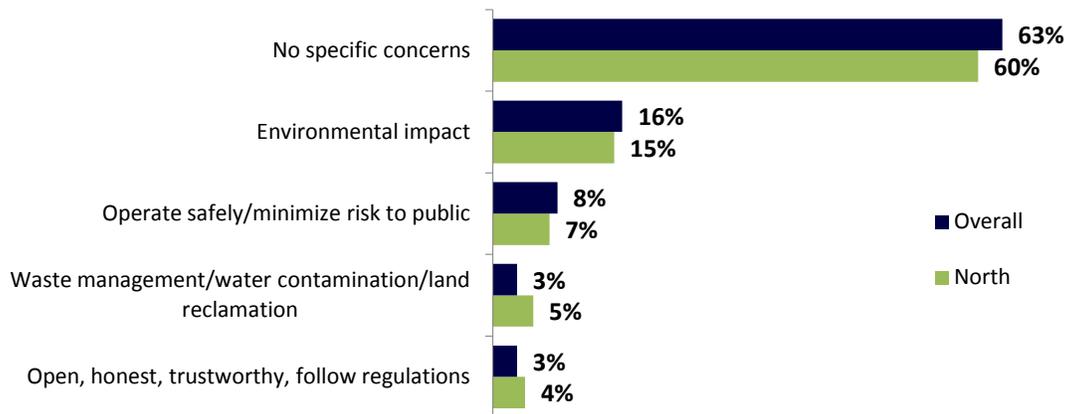
## Awareness

Awareness of AREVA Resources is significantly higher in the North, where 75% of residents are aware of AREVA (including 53% *very aware*). This compares to 45% of overall residents who are aware of the company (including 20% *very aware*).

## Concerns about Uranium Mining Industry

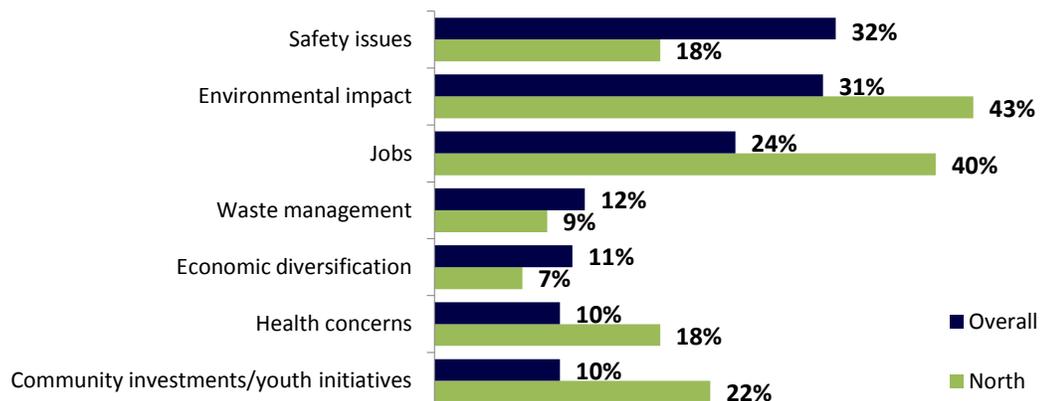
Most residents have no specific concerns about the province's uranium mining industry; approximately a third do (32% province-wide; 35% North). This is consistent with previous surveys. Also consistent with previous surveys, residents' concerns tend to focus on the industry's environmental impact (cited by 16% overall, 15% North). When added together with mentions of waste management, water contamination and land reclamation, 23% of overall residents and 26% in the North cite concerns related to the environment.

### Most Frequently Mentioned Concerns



## Important Issues

Province-wide, the top three issues identified as important when thinking about the uranium mining industry are consistent year to year: safety issues (32%), environmental impact (31%) and jobs (24%). In the North, the number one issue is consistently environmental impact (43%). While Northerners typically identify jobs (40%) and safety issues (18%) as important, the December 2015 survey also saw an increase in Northerners citing community investments/youth initiatives (22%) and health concerns (18%).



## Importance to Saskatchewan Economy

Saskatchewan residents continue to recognize the importance of the uranium mining industry—overall, 62% think the industry is *extremely/very* important to the province and 66% think it is *extremely/very* important to the North. Among Northerners, 66% think the industry is *extremely/very* important to the province and 64% think it is *extremely/very* important to the North. More than half of residents in all regions, of both genders and all ages think the industry is *extremely/very* important to the province and to the North.

## Conclusion

Support for the uranium mining industry continues to remain high among Saskatchewan residents. Polling results from the December 2015 survey indicate that the majority of residents (86%) continue to support uranium mining in the province, including 43% of residents who describe themselves as *strongly* supportive of the industry—in alignment with the 10-year average public support level. The level of support for the continuation of uranium mining among Northern residents is 81%, of which 40% are *strongly* supportive—again, positive and consistent with previous years.

We believe the high level of public support in this poll is evidence of public perception that the primary companies operating in the industry, Cameco Corporation and AREVA Resources, contribute positively to the province and operate with values that are important to Saskatchewan residents.

Perceptions about the importance of the uranium mining industry to Saskatchewan's economy are also high: the majority of both Saskatchewan and Northern residents think the uranium mining industry is *extremely/very* important to the economy. This confirms that uranium mining in Saskatchewan continues to hold a place of importance in people's minds.