

RESIDENT SURVEY

BWXT Medical Ltd

REPORT

December 7, 2023

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Aim of the Study

BWXT Medical Ltd commissioned Ipsos to conduct a survey of local residents to better understand their opinions about BWXT Medical Ltd. and how they can engage with the local community. The survey aimed to:

- Gain awareness, knowledge and familiarity of BWXT operations in the local community
- Gauge impressions of BWXT as an organization, including attention to safety, community engagement, job creation, and more
- Identify recall and awareness of BWXT communications in the community, if these have been made available to residents



Methodology

The study used an address-based survey sampling approach to recruit households within a 2km radius of the BWXT facility.

Residents were invited by mail to participate in an online survey via an invitation in the mail.

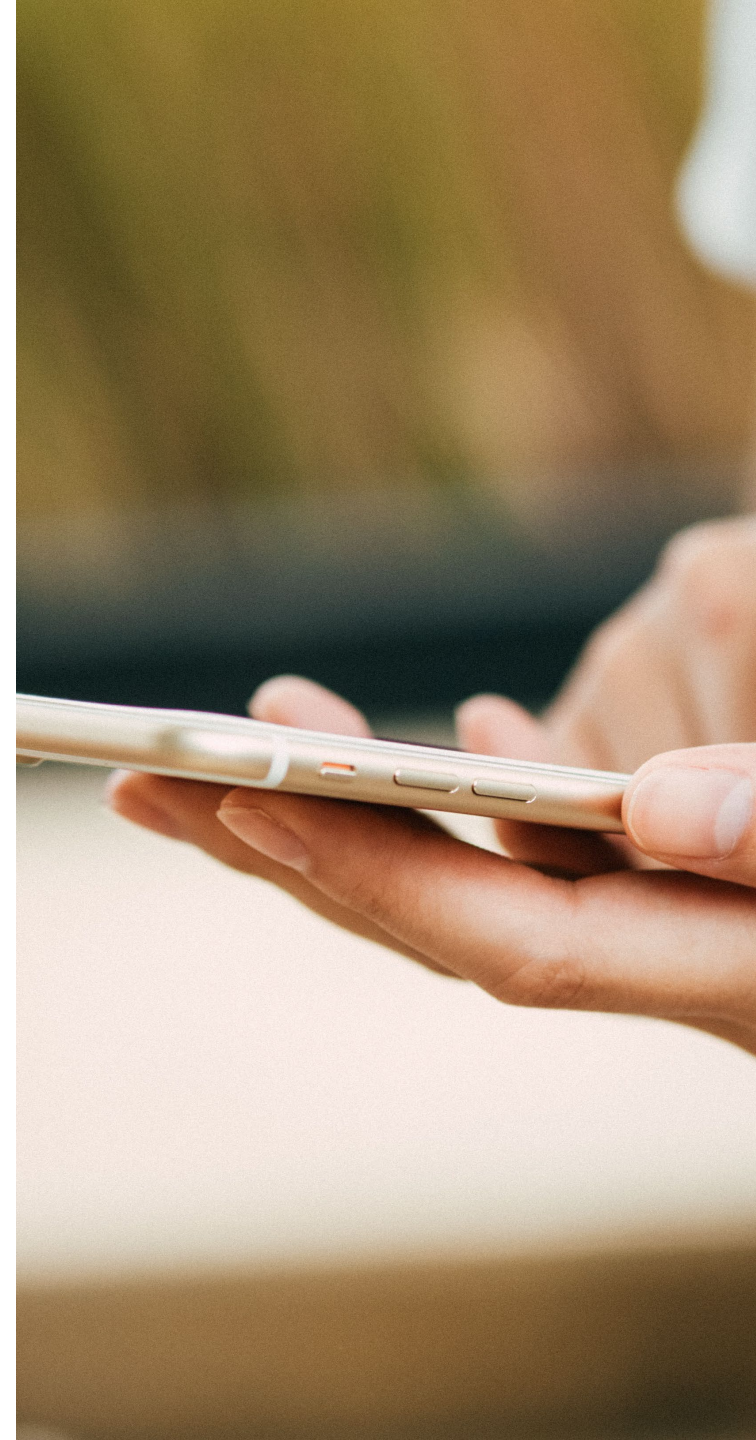
In total, n=165 local residents participated in the survey.

A sample of this size yields a margin of error of +/- 7.5%. The response rate for the survey was 4%.

The survey was fielded between October 23, 2023 – November 14, 2023.

Residents were offered an incentive to participants in the form of a draw for the prize value of two \$500 visa gift cards.



Weighting was applied according to the latest census data to ensure that the sample of interviews reflect the local population surrounding the BWXT facility.



Resident Invitation Letter & FAQs Page

A survey package was mailed by Ipsos to respondents which included:

- A cover letter including information about how to participate in the online survey
- A back FAQ page with information about the survey including why the survey was being conducted and how residents were chosen to take part



Dear Resident,

Take part in the BWXT Community Engagement Survey of residents in your area

BWXT Medical, a medical facility located in Ottawa, are conducting a survey of local residents in order to better understand your opinions about BWXT Medical Ltd and how they can engage with the local community.

Any resident **aged 18 or over** living at this address can take part. We want to hear from a wide range of people – whatever your age, and whether or not you have heard of BWXT Medical Ltd.

Complete the survey and enter a prize draw to win one of two \$500 VISA Gift Cards.

It only takes around 10 minutes to complete – three easy steps:

1. Go to www.bwxtsurvey.ca

2. Enter your unique access code <xxxxxxxx>

3. Complete the survey by 13 November


This survey is confidential and voluntary. Your participation will be crucial in ensuring our public information program meets the specific needs and expectations of our community.

The survey is being administered by Ipsos, an independent research organisation, on behalf of the BWXT Medical Ltd|

If you have any questions about the survey, you can contact: BWXTsurvey@ipsosresearch.com.

Thank you in advance for your time and contribution.


Monifa Miller
Senior Director of Corporate Affairs
BWXT Commercial Operations




Additional Information

Who is conducting this research?
This research has been commissioned by BWXT Medical which develops and manufactures nuclear medicine products for diagnostic imaging and radiotherapeutic treatments. Nuclear medicine incorporates radioactive isotopes that emit radiation. This type of radiation can be detected through imaging for diagnosis, or it can be used to target and stop the growth of cancerous cells.


The survey is being administered by Ipsos, an independent research organisation, on behalf of the BWXT Medical Ltd. You can find further information about BWXT Medical Ltd at <https://www.bwxt.com/bwxt-medical> and about Ipsos at <https://www.ipsos.com/en-ca>. If you have any questions for BWXT Medical Ltd, please email isotopequestions@bwxt.com




Why should I participate in the survey?
It is important for you as a resident to have the opportunity to share feedback about BWXT operations in your local community.




Why was my household selected?
Your household was selected from a list of all households who live near the BWXT Medical facility in Ottawa.



What do I have to do to participate?
If you are 18 years of age or older, please go to the website at the front of this letter and complete the survey using the password provided to you. Only one member of your household should participate in the survey. You can complete the survey on a desktop, tablet or mobile phone.



How long does the survey take? When will the survey close?
The survey should take around 10 minutes to complete. Please complete the survey as soon as possible. The survey will close on 13 November 2023.



Are my answers confidential and private?
Any information you provide will be kept confidential as required by law. All collected data will be used for research purposes only.

01. EXECUTIVE SUMMARY

Executive Summary

1.

OVERALL OPINION

Almost half of those who are familiar with BWXT Medical have a positive opinion with a quarter saying they have a “good” opinion. Among those who are familiar with BWXT Medical, none have a negative overall impression.

Among those who are familiar with BWXT Medical, the majority agree that BWXT Medical contributes to the local economy but are less likely to know about processes, preparedness and management.

2.

FAMILIARITY WITH THE FACILITY & LOCAL BENEFITS

Even though respondents live geographically close to the facility they are not familiar with BWXT Medical Ltd nor nuclear medicine at a high level.

The benefit of the facility to the local economy is felt more for residents than the facility's contribution to the community. Among residents who are familiar with the facility, many do not know enough about the facility to have an opinion.

3.

INFORMATION COMMUNICATION

Local residents would like more information on what work BWXT Medical does, followed by safety guidelines.

However, four in ten respondents do not have any areas of concern, while a third do not know what information they would want regarding BWXT Medical's operations or activities – indicating low engagement and awareness of BWXT's operations.

4.

MESSAGING STRATEGY

Seven in ten say they have a more positive view of the facility, after being told that operations are strictly regulated.

Just over six in ten say manufacturing and development of nuclear medicine products, funding to local community organizations and local job creation mean they have a more positive view of the facility.

5.

WEBSITE KNOWLEDGE

One in ten local residents have seen, read or heard about BWXT Medical recently and over two thirds of local residents were aware that BWXT has a website for information about the company.

While over half of residents who are familiar with BWXT Medical agree that they can easily access information about the facility, eight in ten have not visited the website in the past 12 months.

Recommendations

01

Increase awareness about the facility as familiarity is low. In particular, residents would appreciate knowing more about what work BWXT Medical does and the connection to nuclear medicine, BWXT's adherence to strict health, safety and environmental rules as opinions about these topics increases positive opinion about the facility.

02

In addition to these topics, there is a clear consensus among residents that the facility provides an economic benefit. Future communications could highlight how the facility contributes to the local economy in a positive way.

03

Provide this information to residents via the internet (the website or social media) and via a newsletter or flyer delivered to households as these communication methods are equally preferred by most residents.

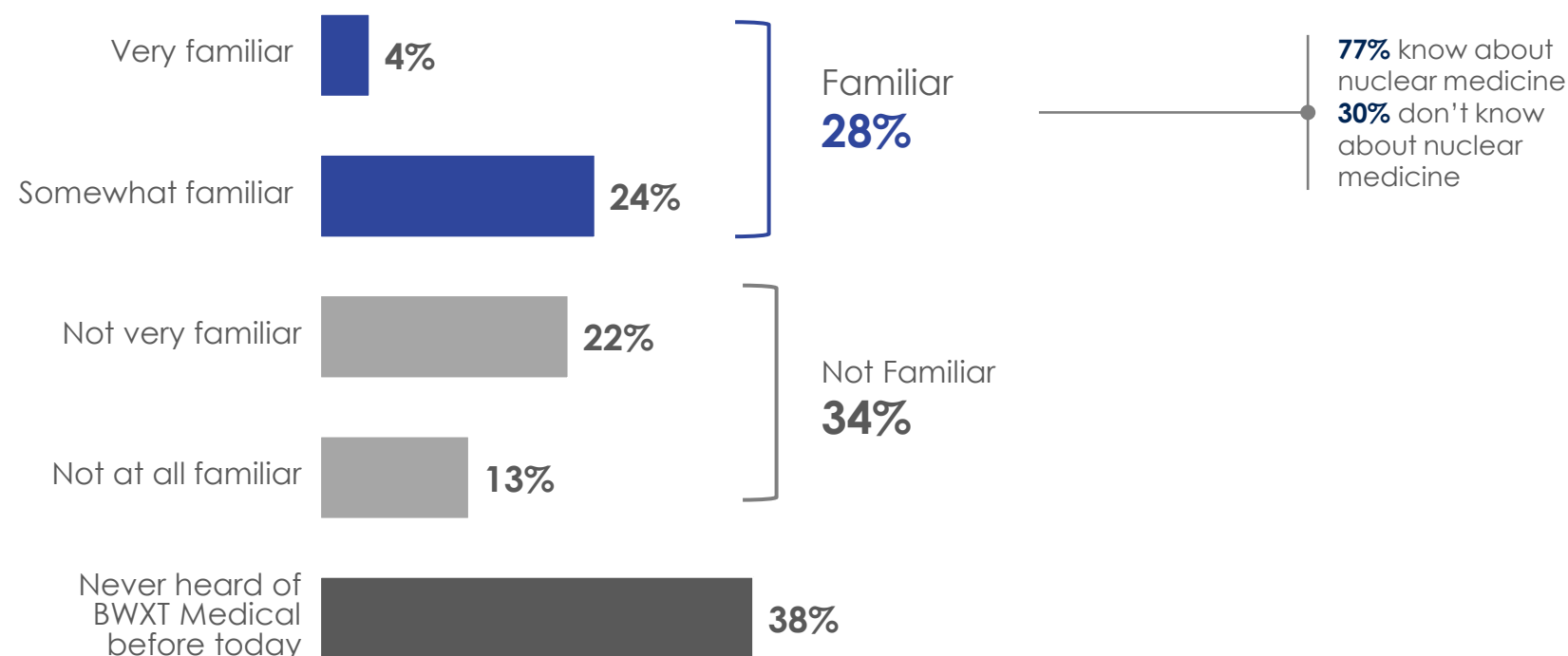
04

Awareness of the effort made by BWXT to engage and fund local community organizations is also low and effort could be made to inform residents about the outreach that is happening with the organization and the local community.

02. KNOWLEDGE & FAMILIARITY WITH BWXT MEDICAL

Around three in ten residents say they are familiar with BWXT Medical

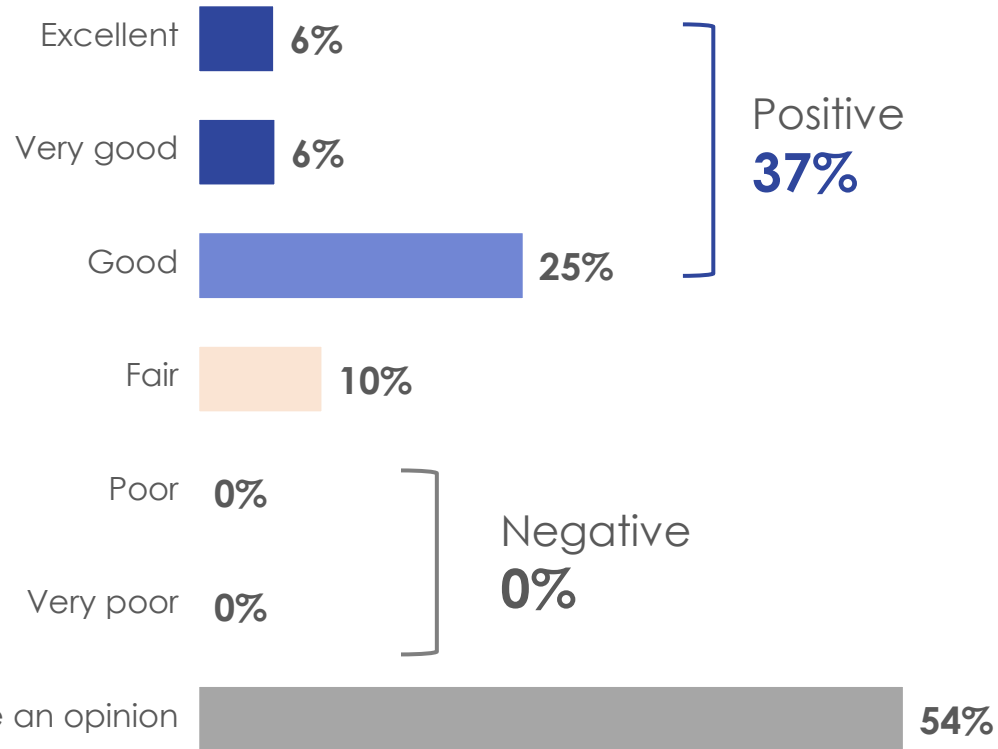
- Four in ten say they had not heard of BWXT Medical before completing the survey however, the proportion who say they are somewhat familiar or not very familiar with BWXT Medical are both around two in ten.
- Those who say they are somewhat familiar with BWXT medical are more likely to say they know something about nuclear medicine.



Q2. How familiar would you say that you are with a company called BWXT Medical? BWXT Medical operations are located at 447 March Road in Kanata. BWXT Medical acquired the medical isotope business from Nordion in 2018, continuing the production of life-saving nuclear medicine products.
Base: All respondents (n=165)
10 – © Ipsos

Among those who are familiar with BWXT Medical, none have a negative overall impression, one third have a positive impression

Opinion tends to be positive with one third providing a positive impression, with most residents saying their opinion of the organization is 'good'. Half of local residents do not know enough about BWXT Medical to have an opinion.

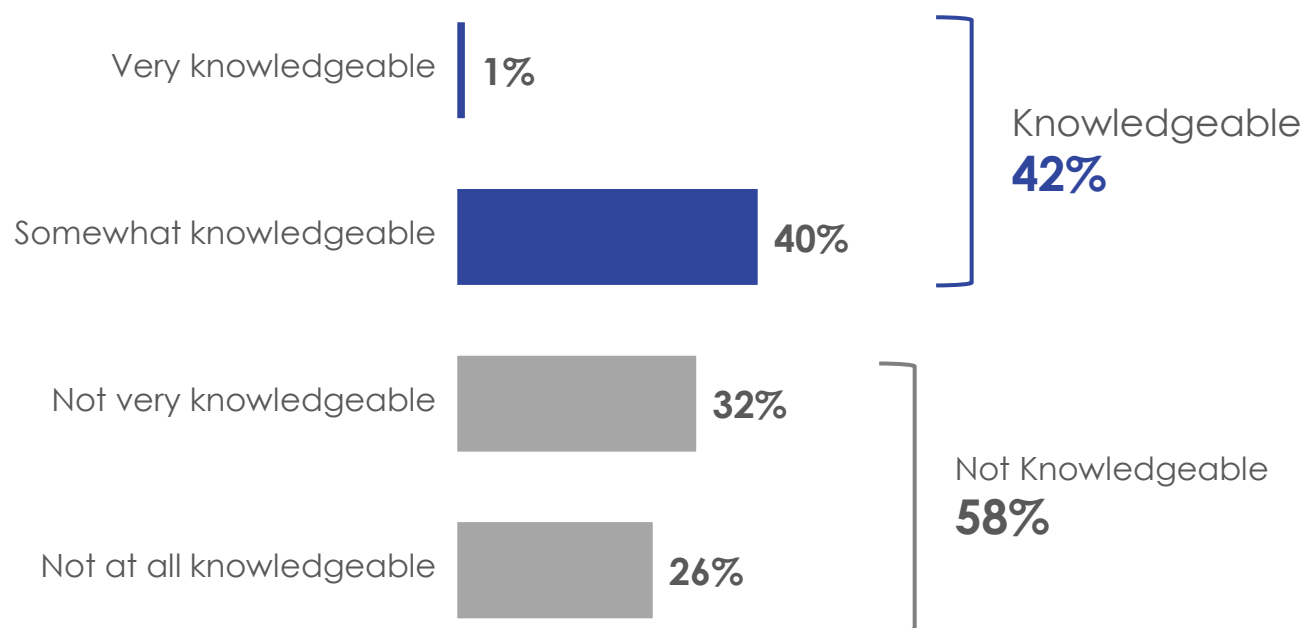


Q3. What is your overall impression of BWXT Medical?

Base: Respondents who are very familiar, somewhat familiar or not very familiar with BWXT Medical (n=84)

Four in ten local residents say they are knowledgeable about nuclear medicine

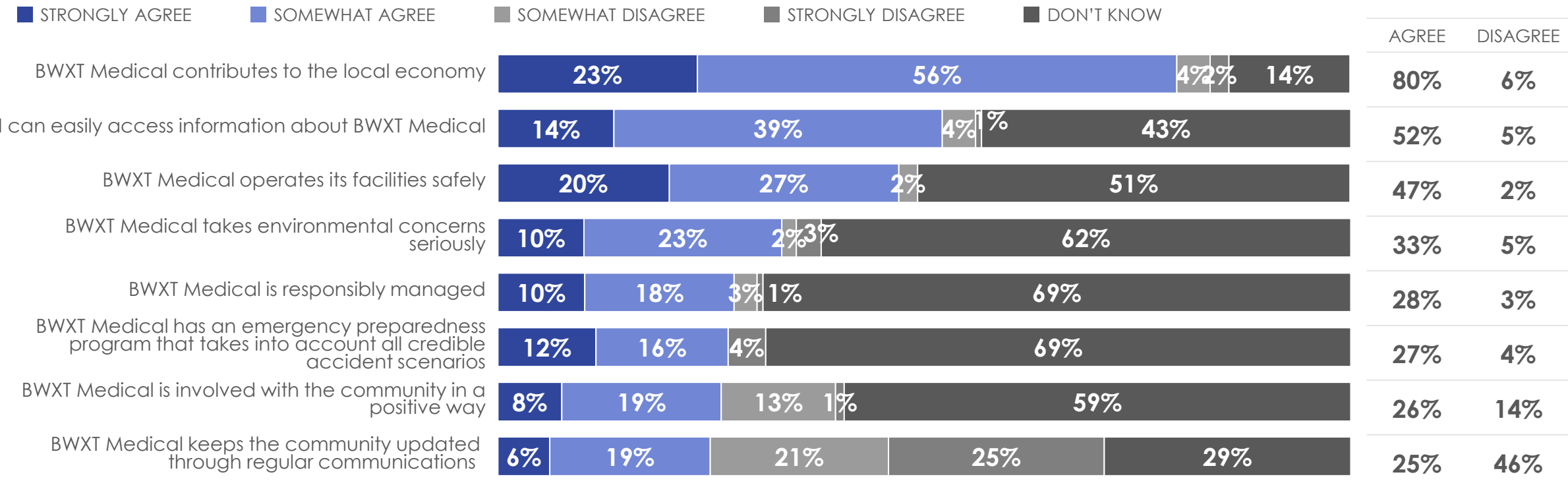
- Four in ten residents indicate that they are 'somewhat knowledgeable' about nuclear medicine and only 1% say they are 'very knowledgeable', indicating that residents know at least something about it, but likely not in detail.



Q1. Overall, would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not at all knowledgeable about nuclear medicine?
Base: All respondents (n=165)

Residents are most likely to agree with the contribution to the local economy, many residents are unaware of other attributes

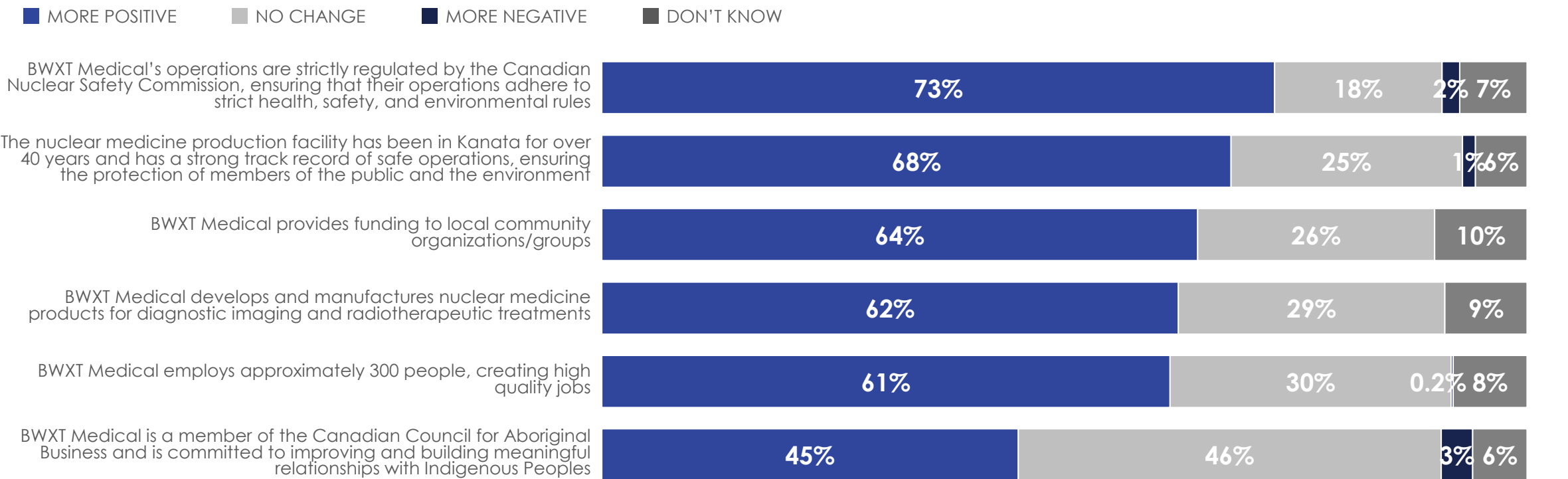
- Among those residents who are familiar with the BWXT facility, eight in ten agree that BWXT Medical contributes to the local economy, however only three in ten think it contributes to the community in a positive way. This is because the majority of residents do not know enough to have an opinion on the subject.
- Similarly, local residents are less likely to know about BWXT Medical's emergency preparedness, management and community involvement, with seven in 10 saying they do not know if it is responsibly managed and whether there is an emergency preparedness program that takes into account all credible accident scenarios.



Q4. How much do you agree or disagree with the following statements about BWXT Medical?
 Base: Base: Respondents who are very familiar, somewhat familiar or not very familiar with BWXT (n=84)

Seven in ten say they have a more positive view of the facility, after being told that operations are strictly regulated

- Just over six in ten say manufacturing and development of nuclear medicine products, funding to local community organizations and local job creation mean they have a more positive view of the facility.
- Commitment to improving and building meaningful relationships with Indigenous People and being a member of the Canadian Council for Aboriginal Business is The least likely of all statements to make residents view the facility positively although almost equally likely to make residents view the facility more positive or make no change to how they perceive the facility.



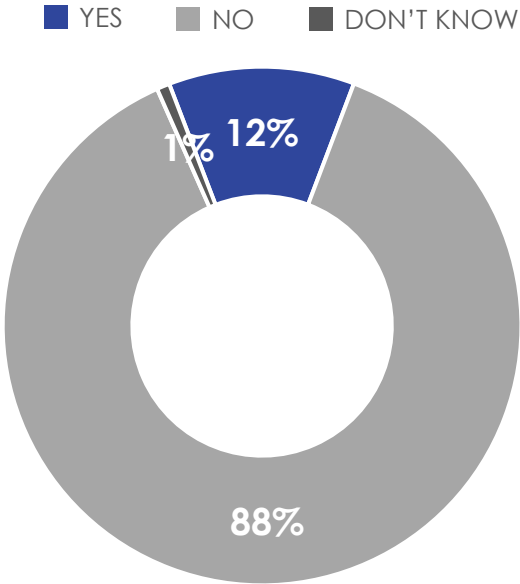
Q14. Would knowing the following about BWXT Medical's facility in your local community mean that you would have a more positive impression of the organization, a more negative impression of the organization, or would not change your impression of the organization?
Base: All respondents (n=165)

03. AWARENESS & WEBSITE USAGE

One in ten local residents have seen, read or heard about BWXT Medical recently.

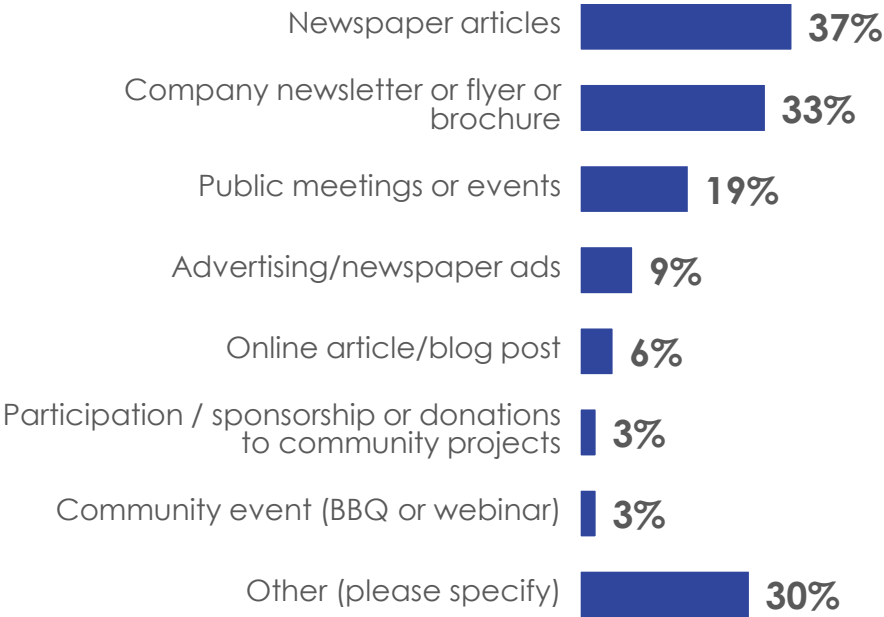
- Those who have read, seen or heard about BWXT Medical are more likely to have done so in newspaper articles or the company newsletter, flyer or brochure with only 3% saying this was through community events or participation/sponsorship in community projects.

Have you recently read, seen, or heard anything about BWXT Medical?



Q5. Have you recently read, seen, or heard anything about BWXT Medical?
Base: All respondents (n=165)

What do you recall?*



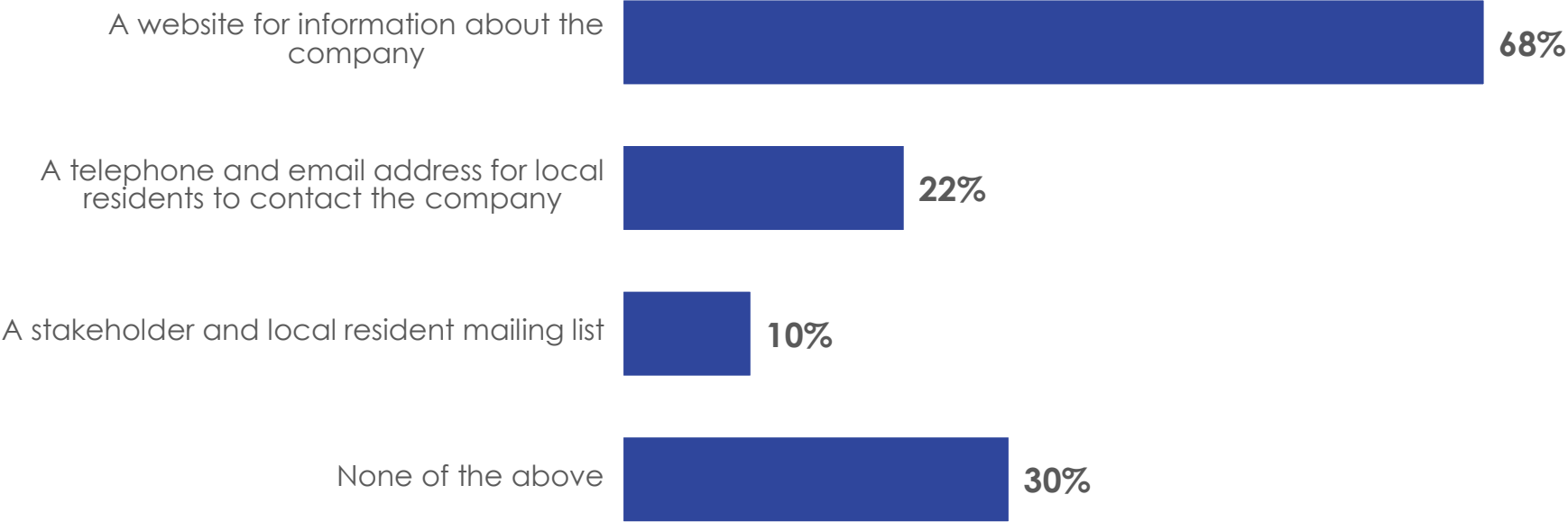
*Interpret with caution – base sizes are low.

Q6. What do you recall? Please select all that apply from the list below.
Base: All respondents (n=19*)

Over two thirds of local residents were aware that BWXT has a website for information about the company

- Among those residents who are familiar with BWXT, one in five know about the telephone and email address for local residents to contact the company, and only one in 10 have a stakeholder and local resident mailing list.

Are you Aware That BWXT Medical Has Any of the Following?

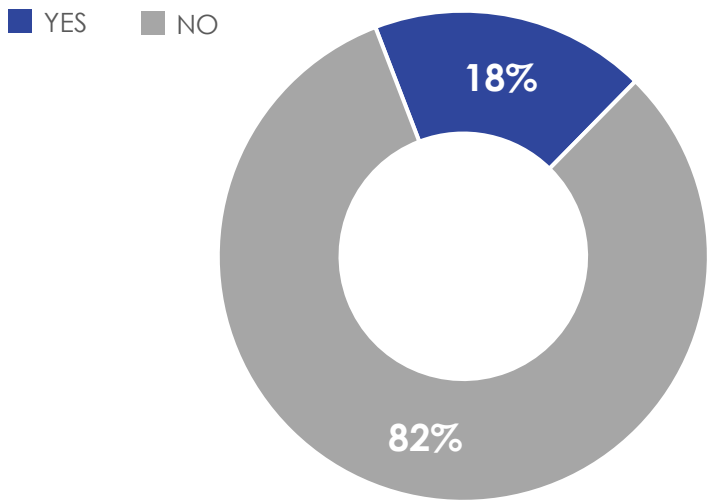


Q7. Are you aware that BWXT Medical has any of the following? Please select all that apply.
Base: Respondents who are very familiar, somewhat familiar or not very familiar with BWXT (n=84)

While over half agree that they can easily access information about BWXT Medical, eight in ten have not visited the website in the past 12 months.

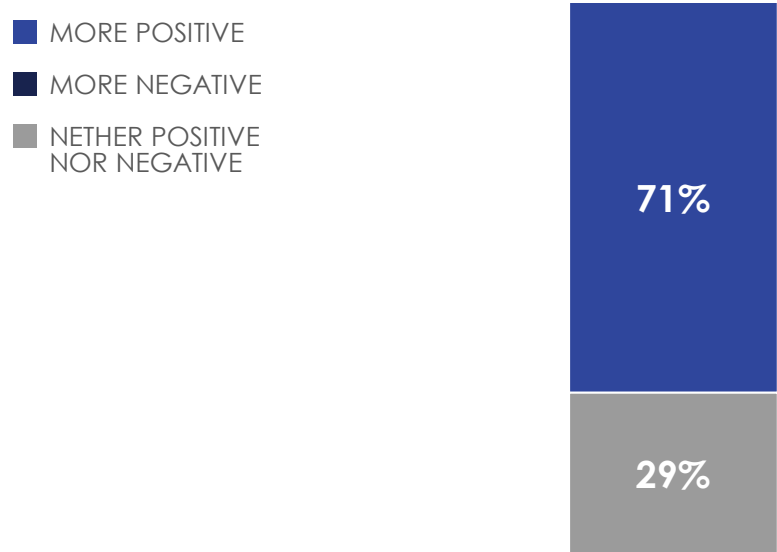
- Among those residents who are aware of the BWXT website, one in five have visited in the past 12 months. Among those who have, impressions are positive.

Visited BWXT Medical’s Website in the Past 12 Months*



*Interpret with caution as the base size is low.

Overall impression of BWXT Medical’s website*



*Interpret with caution as the base size is low.

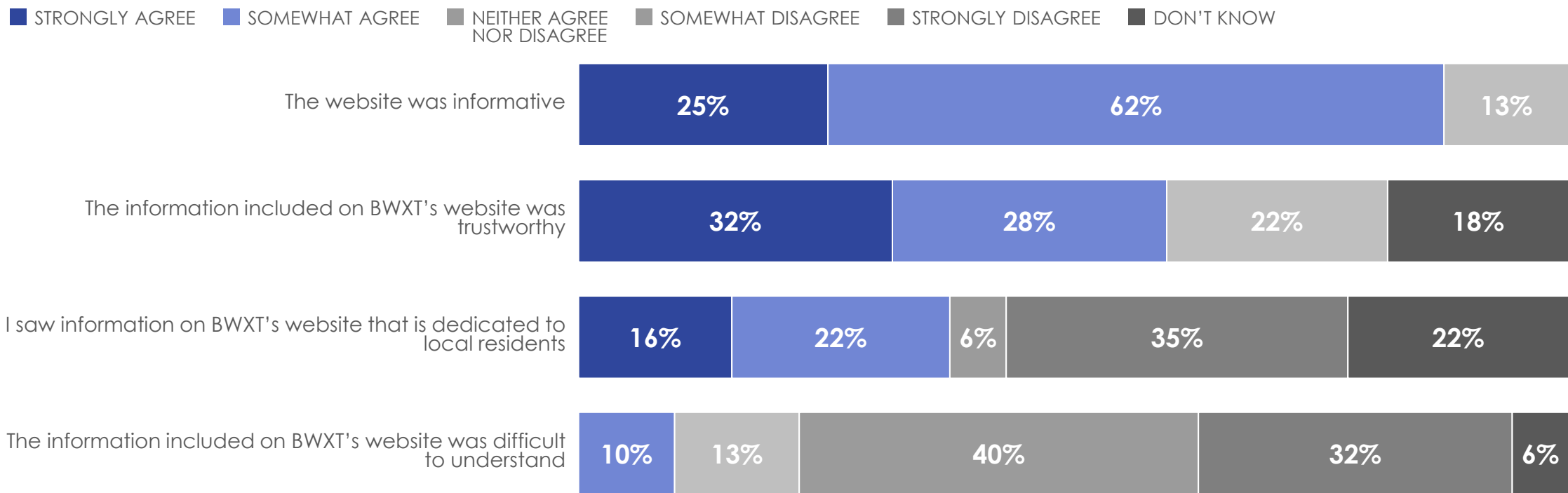
8. Have you visited BWXT Medical’s website in the past 12 months?
Base: Respondents who are aware BWXT Medical has a website for information about the company (n=56)

9. What was your overall impression of BWXT Medical’s website?
Base: Respondents who have visited the BWXT website in the last 12 months (n=12*)

The majority of those who have used the website informative and the website trustworthy

- Very few local residents who have used the website say it is difficult to understand and tend to find the information trustworthy with some having seen information on the website which is dedicated to local residents. Note that caution should be used when interpreting these results due to small base size.

To What Extent Would you Agree or Disagree With the Following about BWXT Medical's Website?*



*Interpret with caution as the base size is low.

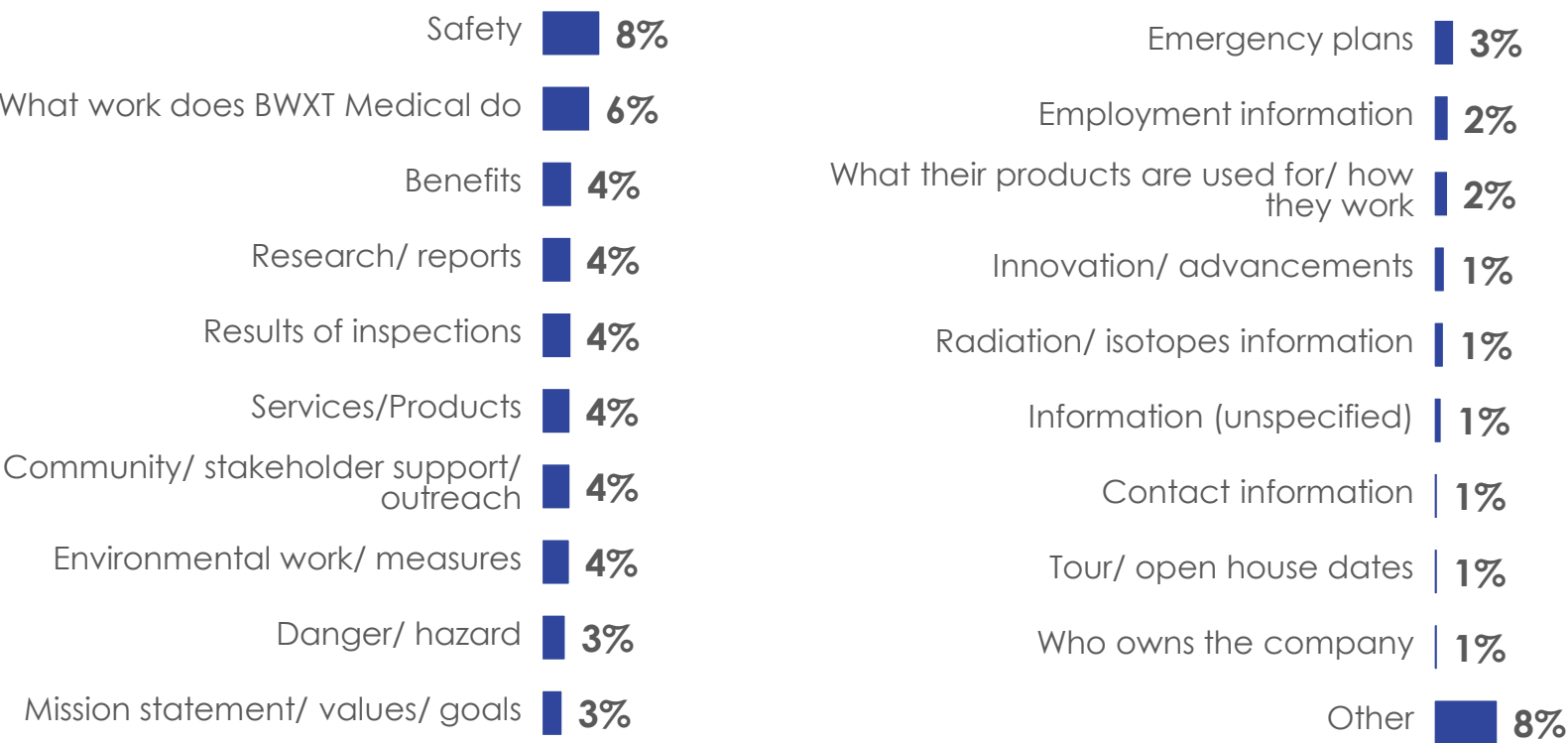
Q10. To what extent would you agree or disagree with the following about BWXT Medical's website?
Base: Respondents who have visited the BWXT website in the last 12 months (n=12*)

04. INFORMATION & CONTACT PREFERENCES

Local residents want to see information about safety on BWXT's website followed by information about the work BWXT do

- The majority do not know what information they want to see on the website.
- Among those who do request information, a variety of topics are mentioned, including safety information, information about the organization, and how the organization benefits the local community.

Information Residents Would Like to See on BWXT Medical's Website



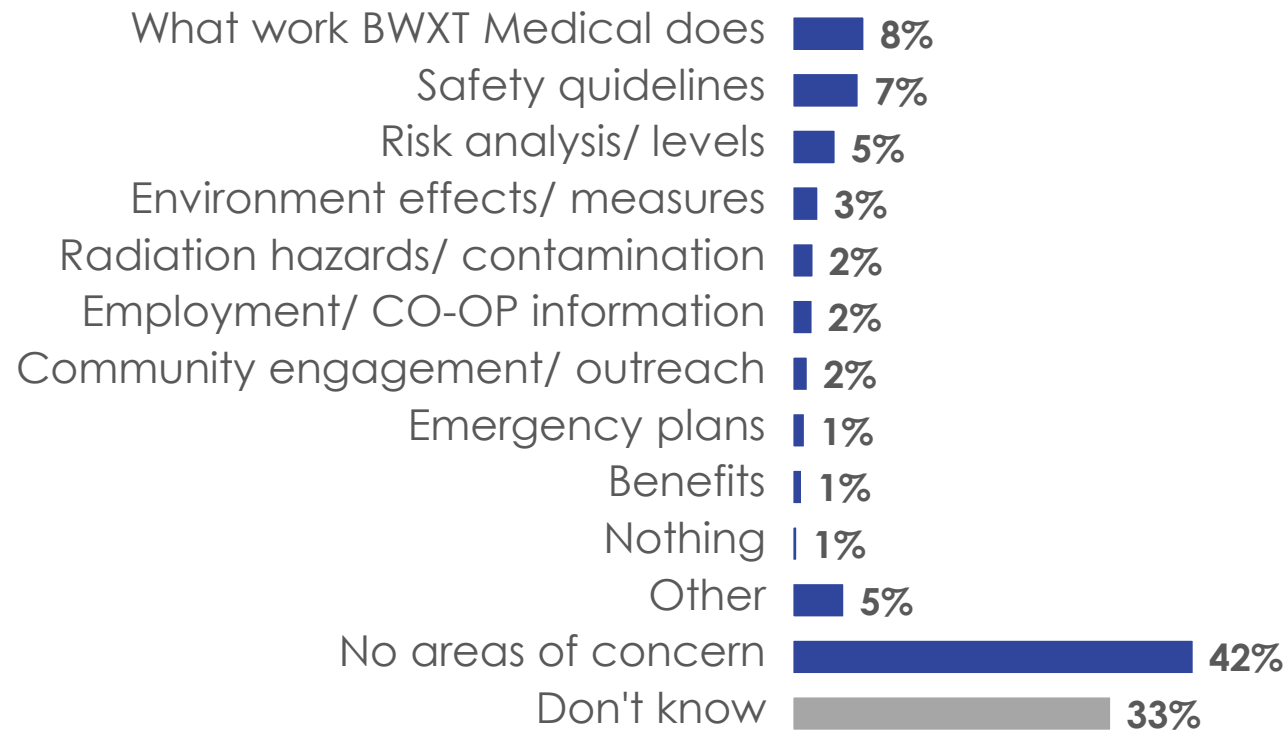
72% don't know what information they would want to see on the website

Q11. What, if any, kind of information would you like to see on BWXT Medical's website?
Base: All respondents (n=165)

Local residents would like more information on what work BWXT Medical does followed by safety guidelines

- However, four in ten respondents do not have any areas of concern, while a third do not know what information they would want regard BWXT Medical's operations or activities.
- Topics of concern are similar to the kinds of information residents would like to see on BWXT's website.

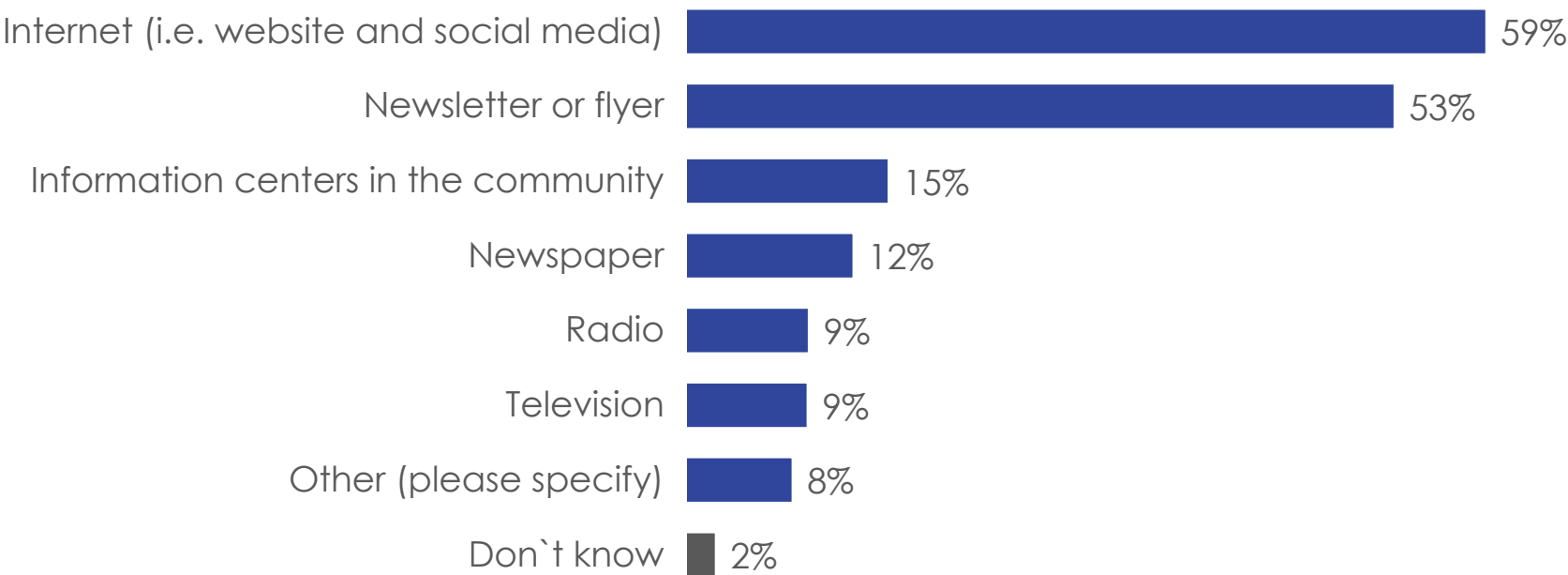
Topics of Concern or Topics Residents Would Like More Information About



Local residents prefer to receive information via the internet or by newsletter/flyer

- While the least preferred ways to receive information are by radio or television

What is the Best Way for BWXT Medical to Provide you With Information?



13. What is the best way for BWXT Medical to provide you with information about the nuclear medicine production facility and other topics such as BWXT Medical's safety information and involvement in the community? Please select up to two.
Base: All respondents (n=165)



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About Ipsos

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

**THANK
YOU.**

