

Mining... GREAT for Saskatchewan!

Public Opinion Survey

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SMA AGM
February 13, 2009





SMA 2008 Strategic Plan Goals

1. Cultivate a Strong & Representative Membership
2. Advance Safety & Environmental Performance of the Mining Industry
3. Develop Work Force Skills & Availability
4. Advocate for a Competitive & Efficient Regulatory System
5. Improve Public Understanding of the Saskatchewan Mining Industry



SMA PAC Focus

1. Cultivate a Strong & Representative Membership
5. Improve Public Understanding of the Saskatchewan Mining Industry



SMA PAC Focus

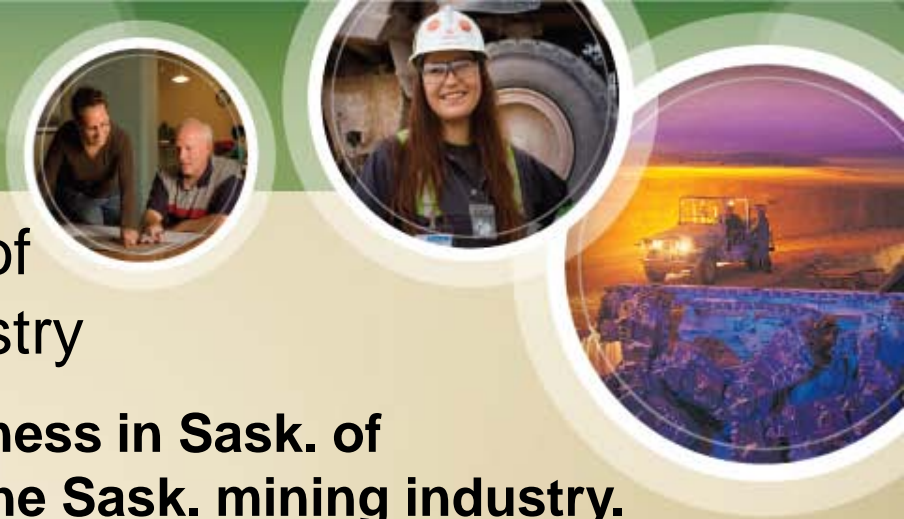
1. Cultivate a Strong & Representative Membership

PAC Objective 1-1: Increase awareness of the SMA Committees, their mandates, activities, and how Committees can benefit member companies.

PAC Objective 1-2: Ensure member companies are aware and fully informed of SMA events and other association sponsored events.

PAC Objective 1-3: Recognize member companies for outstanding achievements and contributions to the mining industry.

PAC Objective 1-4: Support recruitment of new member companies.



5. Improve Public Understanding of the Saskatchewan Mining Industry

PAC Objective 1-1: **Enhance public awareness in Sask. of career and business opportunities in the Sask. mining industry.**

PAC Objective 1-2: **Increase awareness of career opportunities in the mining industry to teachers, students and administrators in Sask.'s educational system.**

PAC Objective 1-3: **Enhance public awareness of the Environmental Health and Safety performance of the Sask. mining industry.**

PAC Objective 1-4: **Enhance public awareness of the economic significance of mining to the well-being of the province.**

PAC Objective 1-4: **Enhance public awareness in Canada and internationally of career and business opportunities in the Sask. mining industry.**



SMA PAC Focus

1. Cultivate a Strong & Representative Membership
5. Improve Public Understanding of the Saskatchewan Mining Industry

How do we measure results?



Results:

1. Cultivate a Strong & Representative Membership

- membership participation on SMA committees
- membership participation in SMA meetings & events
- number of new members
- member attrition
- web-site statistics
- etc.....

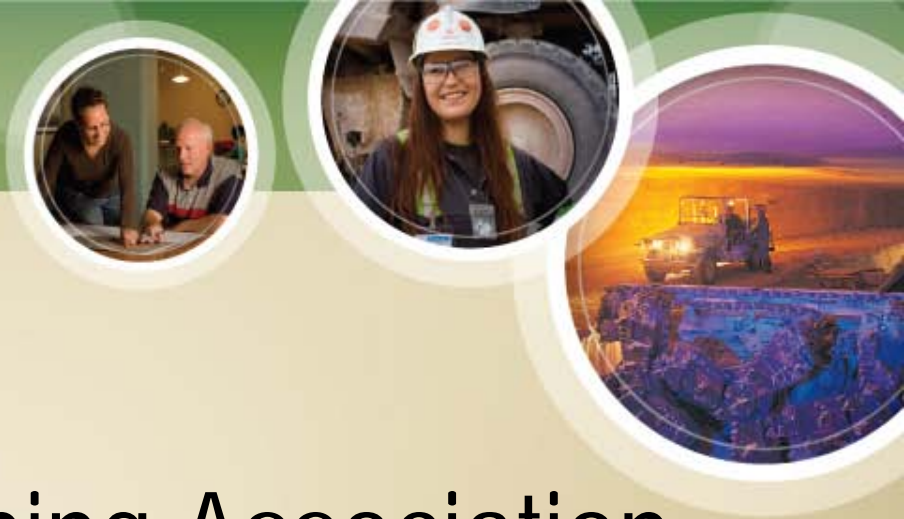


Results:

5. Improve Public Understanding of the Saskatchewan Mining Industry

- public attendance and participation at SMA events??

Public Opinion Survey



Saskatchewan Mining Association Survey Results

November 2008



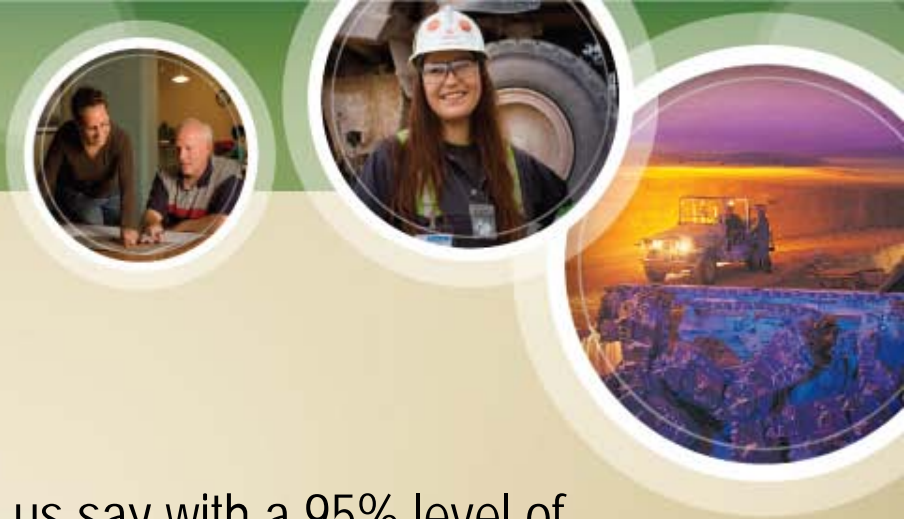
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Survey Objectives

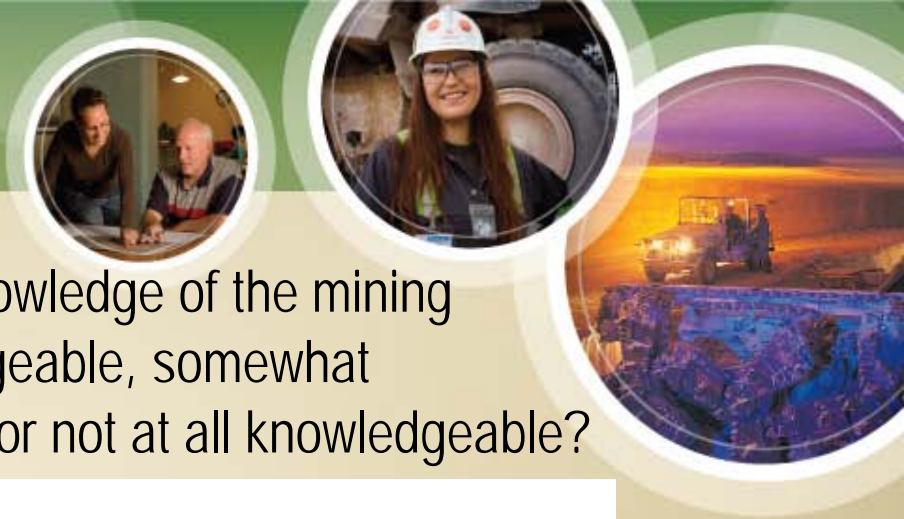
Quantify statistical estimates of perceptions and opinions of Saskatchewan residents regarding KEY QUESTIONS:

- Level of knowledge of mining in Saskatchewan
- Perceived importance of the mining industry to Saskatchewan
- Public support for the mining industry in Saskatchewan
- Important issues for people when evaluating the mining industry
- Importance of mining as a sector for employment/business opportunities
- Mining information in the education system
- Benchmark
- Layer on existing research from other major players

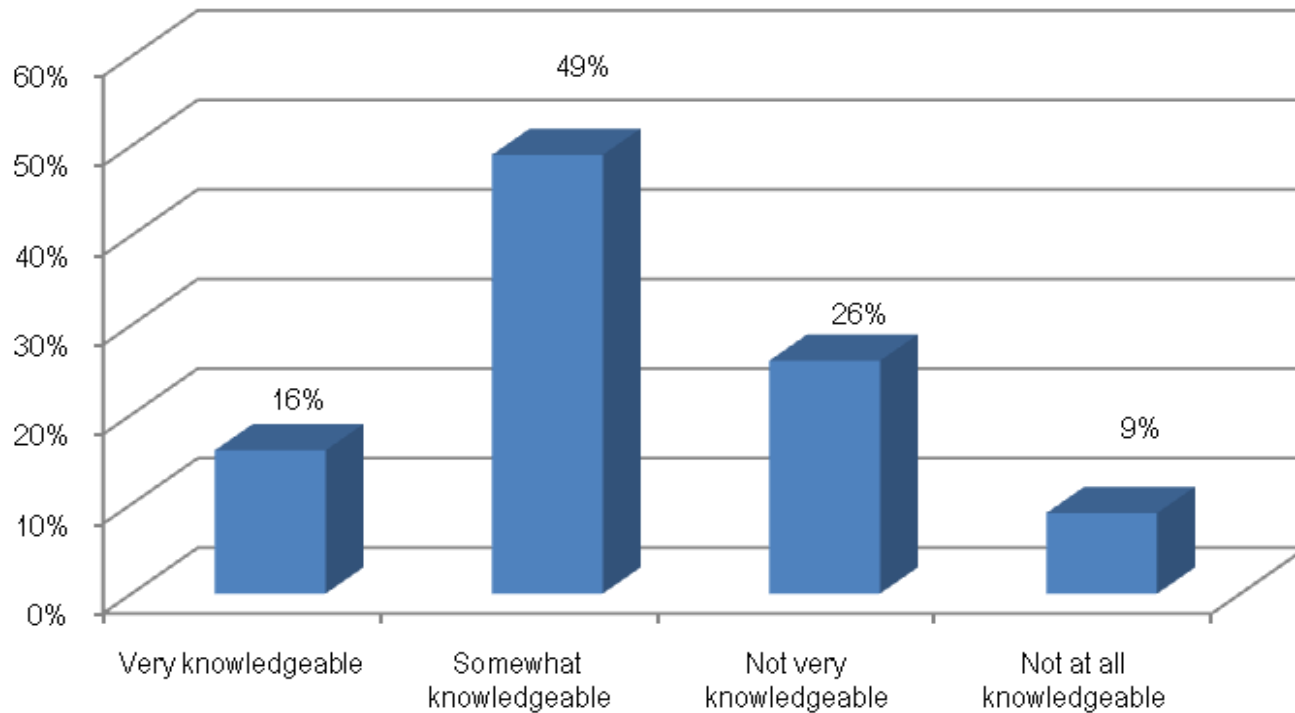


Survey Methodology

- Survey October 21 – Nov 27, 2008
- Random sample of 1,000 people lets us say with a 95% level of certainty that the overall results of the survey are within plus or minus 3.1% of what they would be if the entire adult population of Saskatchewan were polled.
- Ensuring proportionate representation of geographic sampling regions throughout Saskatchewan.
- Interviews were conducted by telephone at times that were appropriate and convenient for respondents – between 5:00 p.m. and 9:00 p.m. on weekdays and 10:00 a.m. and 4:00 p.m. on weekends.



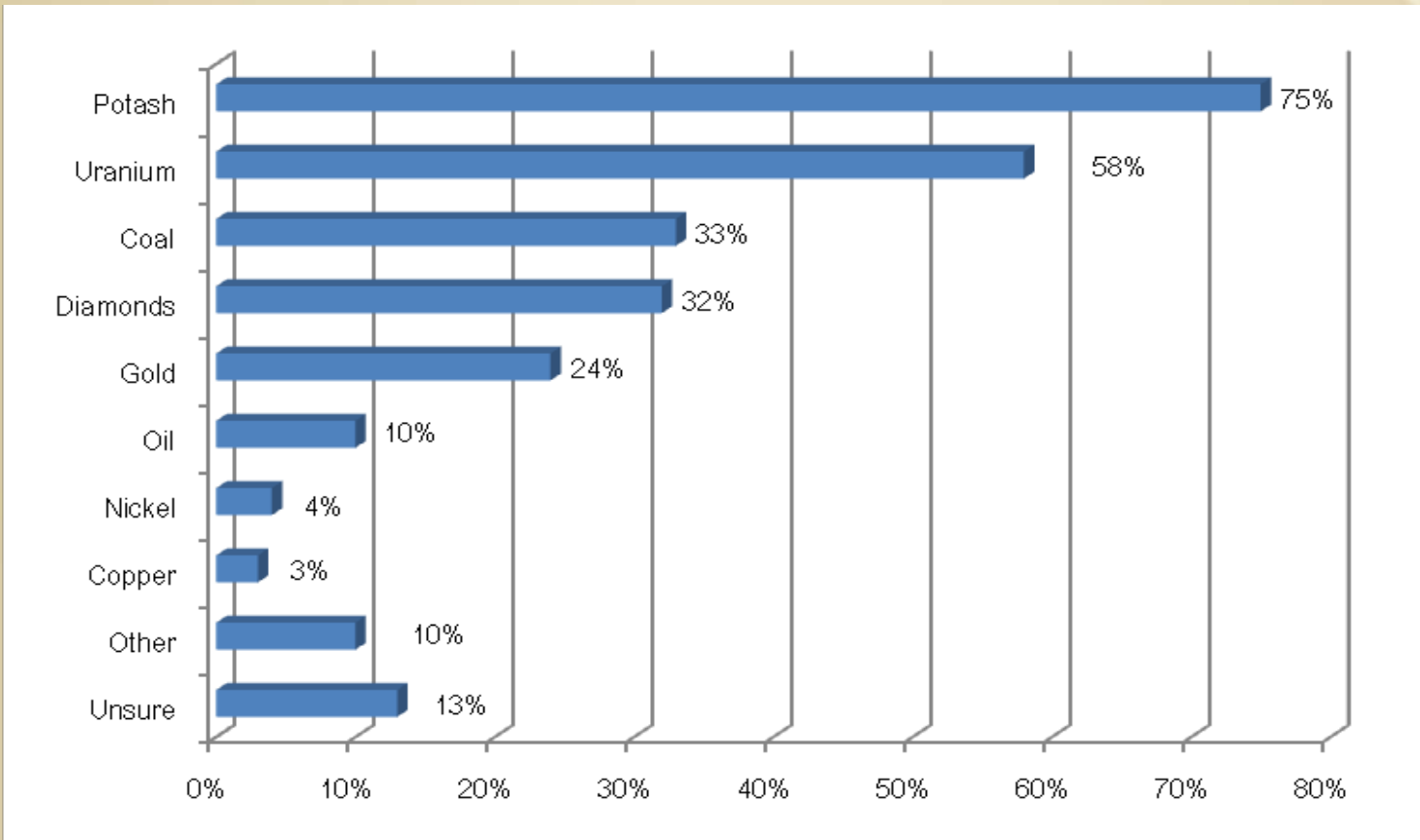
How would you describe your level of knowledge of the mining industry in Saskatchewan: very knowledgeable, somewhat knowledgeable, not very knowledgeable or not at all knowledgeable?



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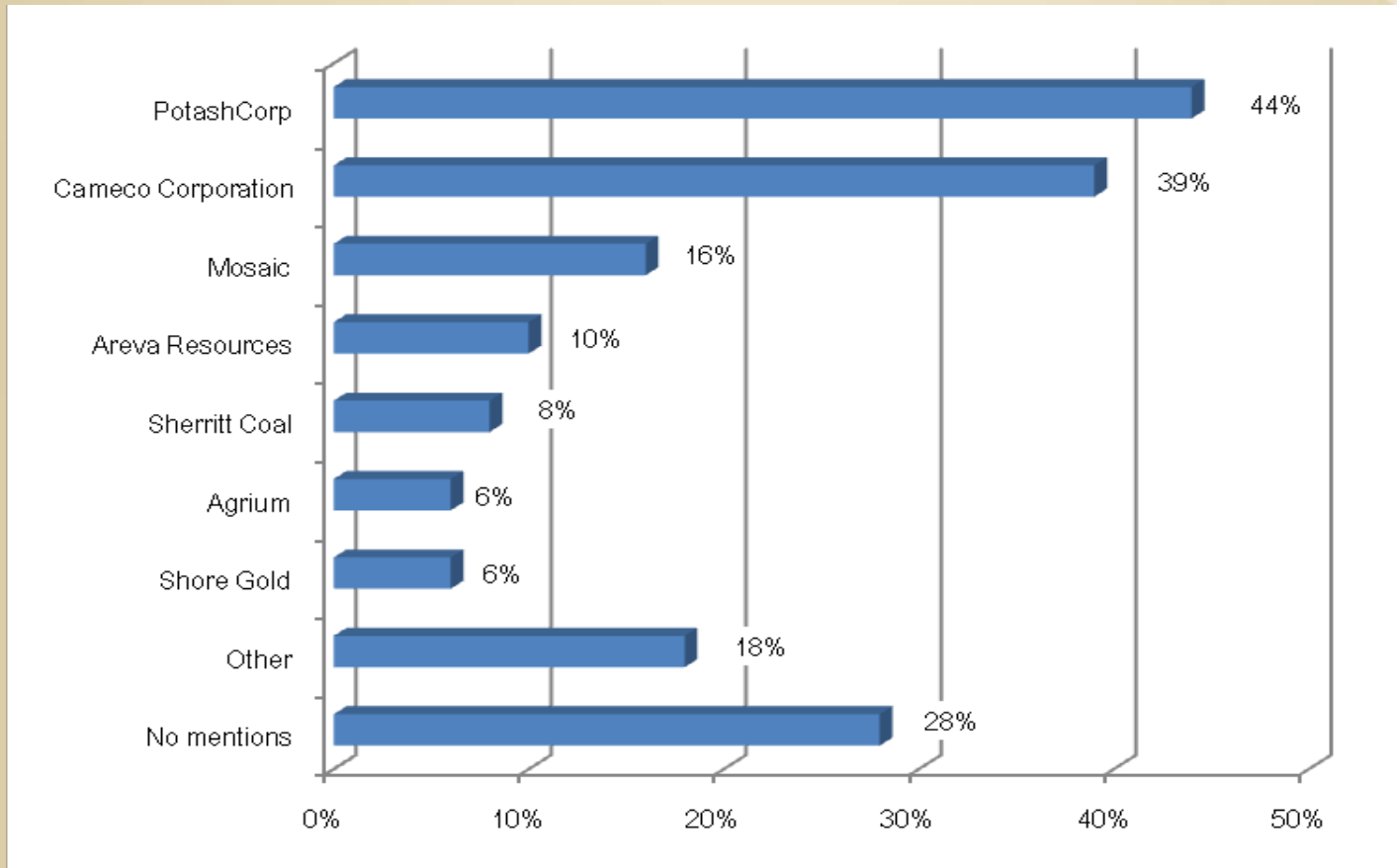
Do you know what minerals make up the mining industry in Saskatchewan?



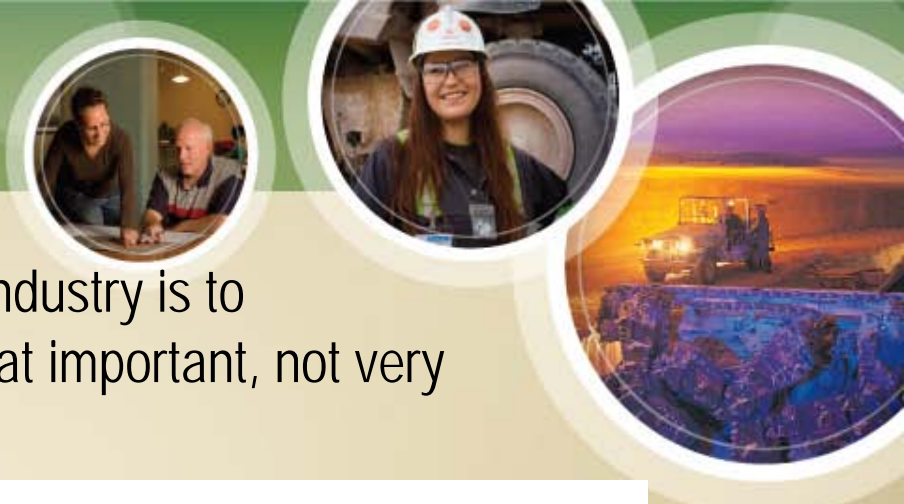
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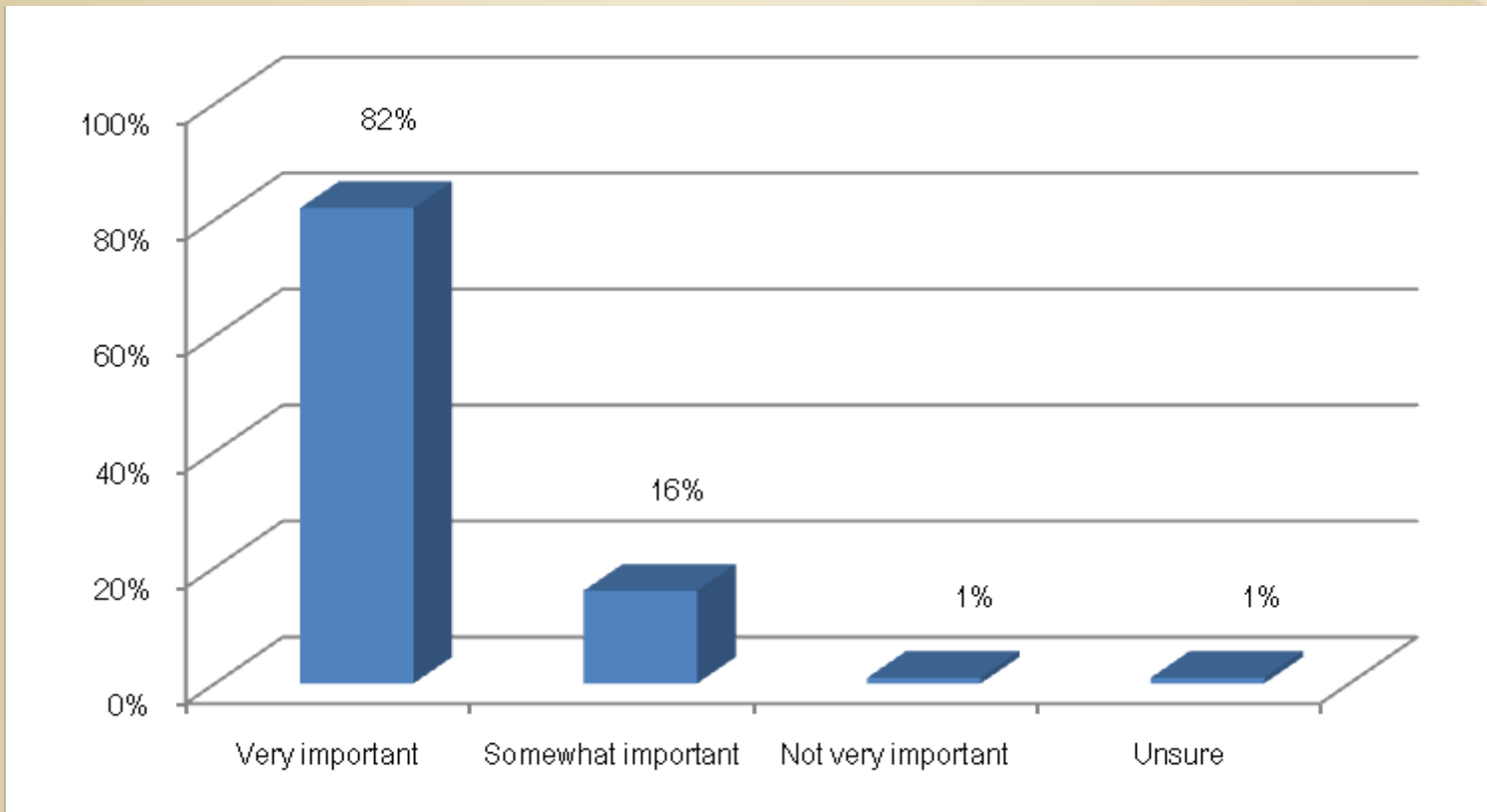
Can you name any mining companies operating in Saskatchewan?



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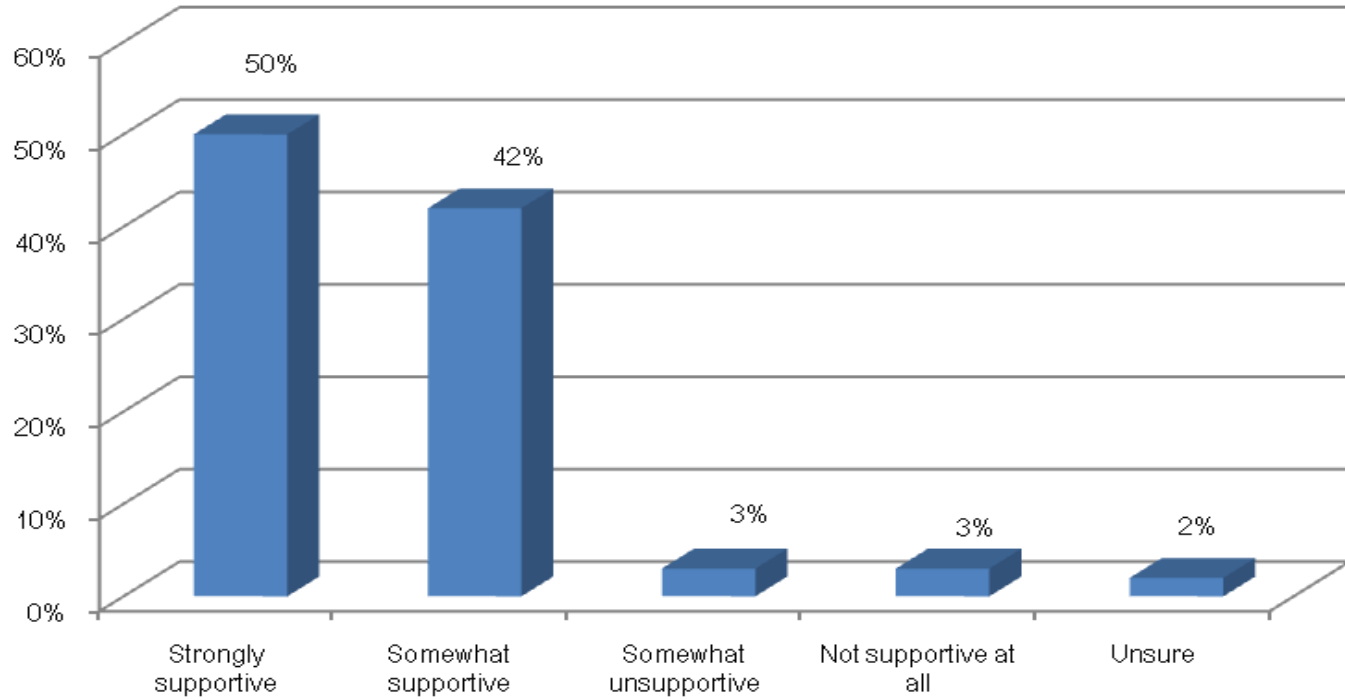
How important do you think the mining industry is to Saskatchewan: very important, somewhat important, not very important or not important at all?



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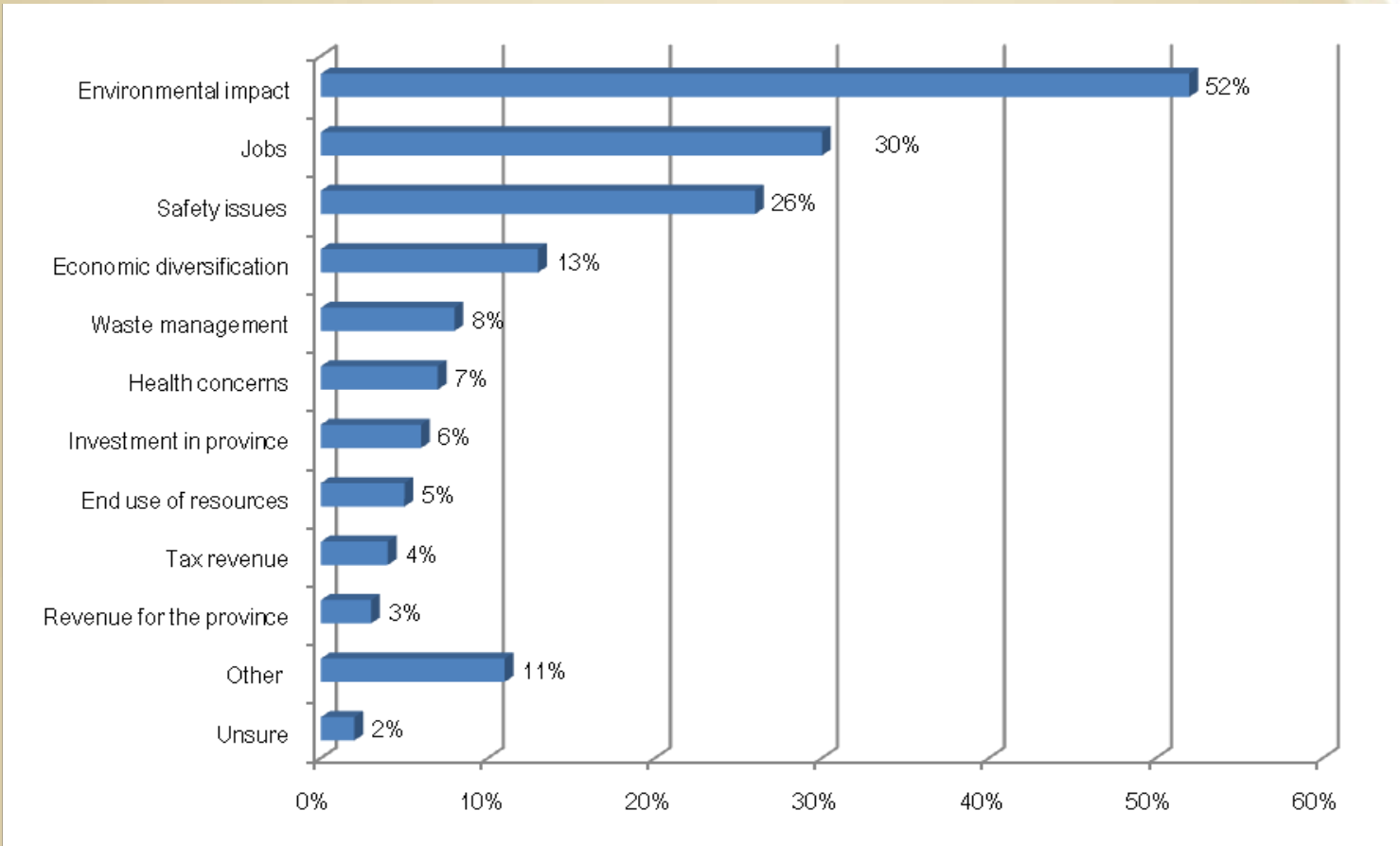
Which best describes your level of support of the mining industry in Saskatchewan: strongly supportive, somewhat supportive, somewhat unsupportive, or not supportive at all supportive?



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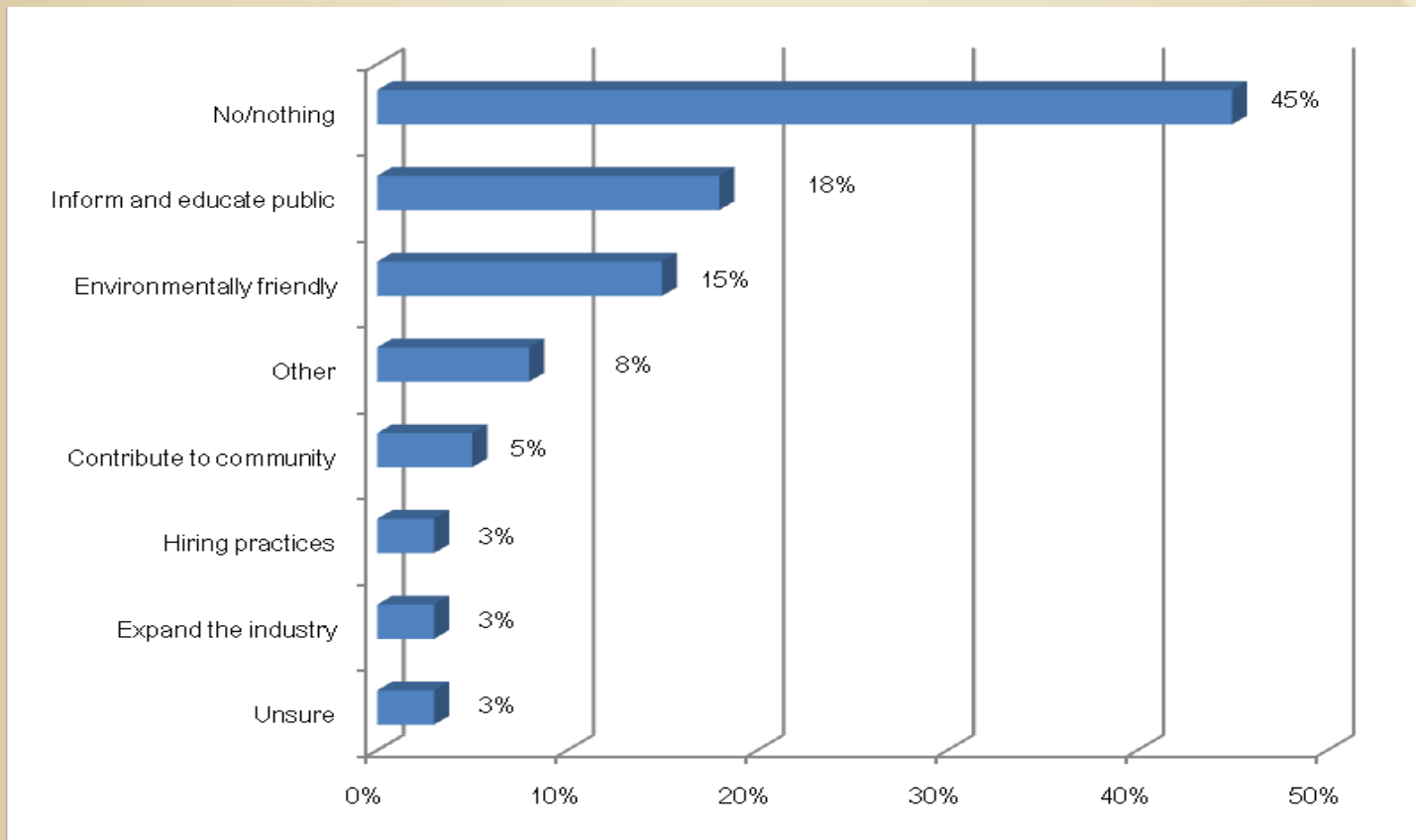
What types of issues are important to you when you think about the mining industry in Saskatchewan?



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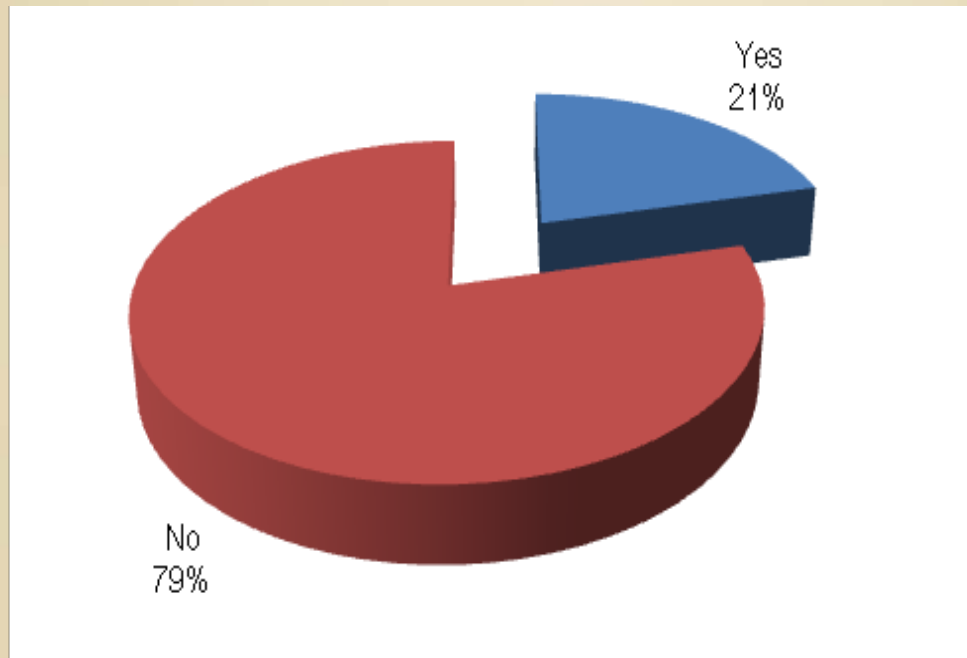
Is there anything the mining industry should do or continue to do to increase your level of support of mining operations in Saskatchewan?



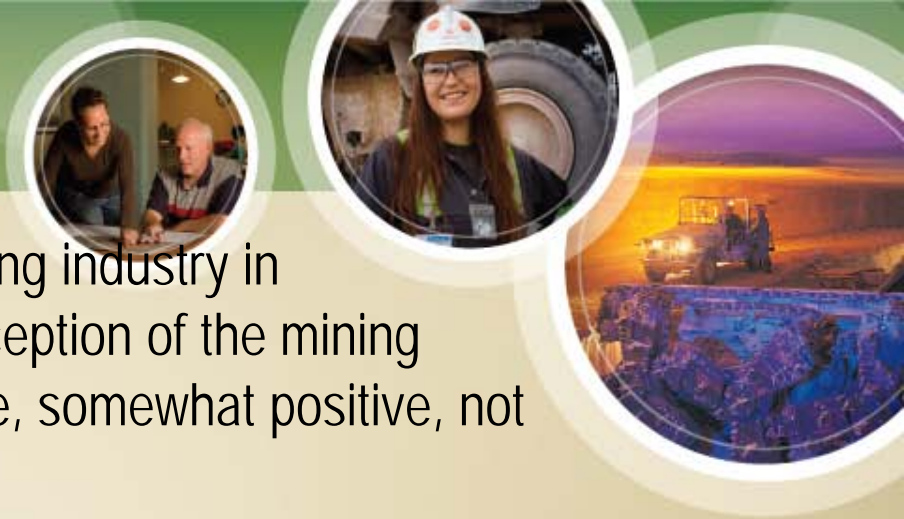
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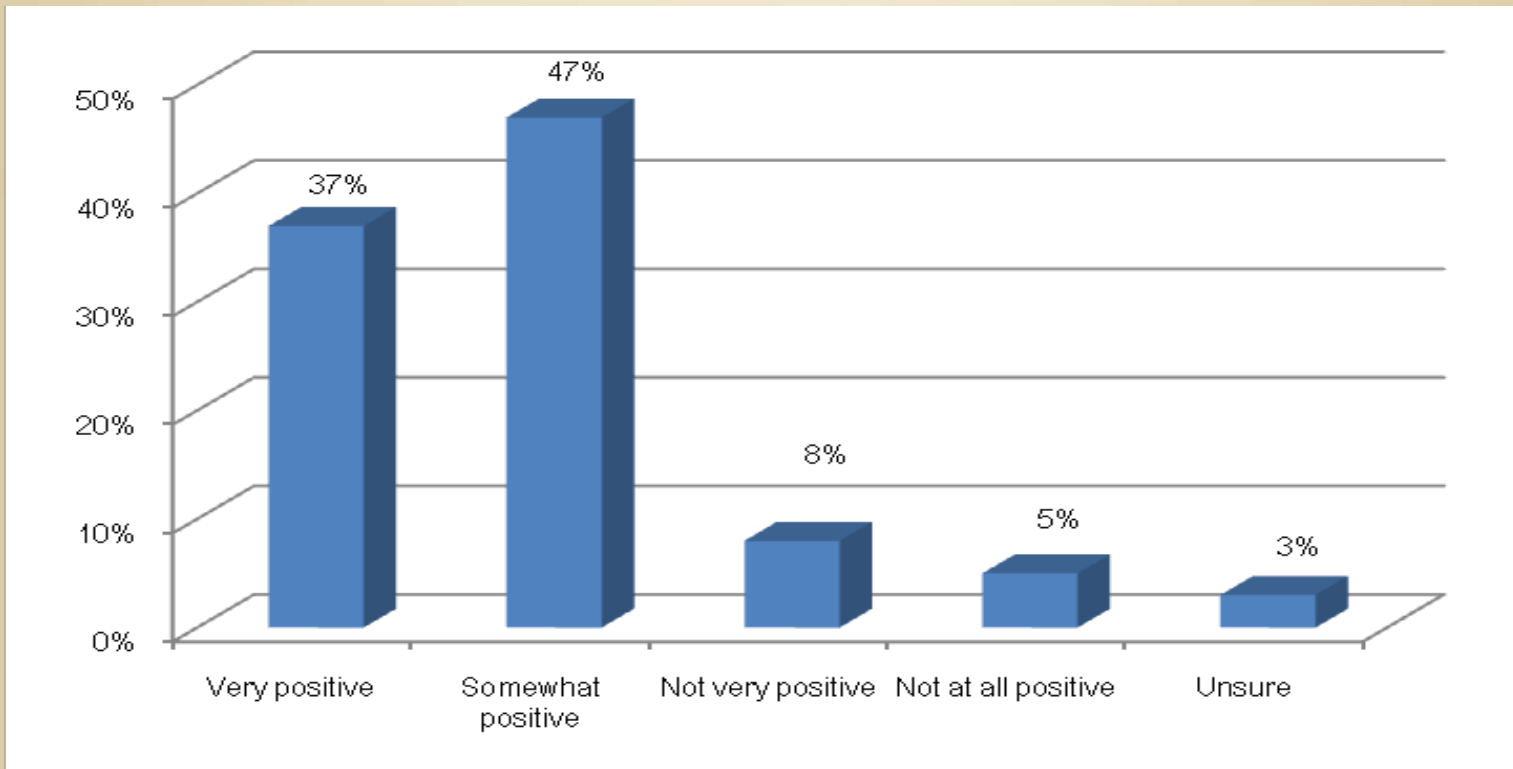
Have you ever considered or explored a career or business opportunity in the mining industry?



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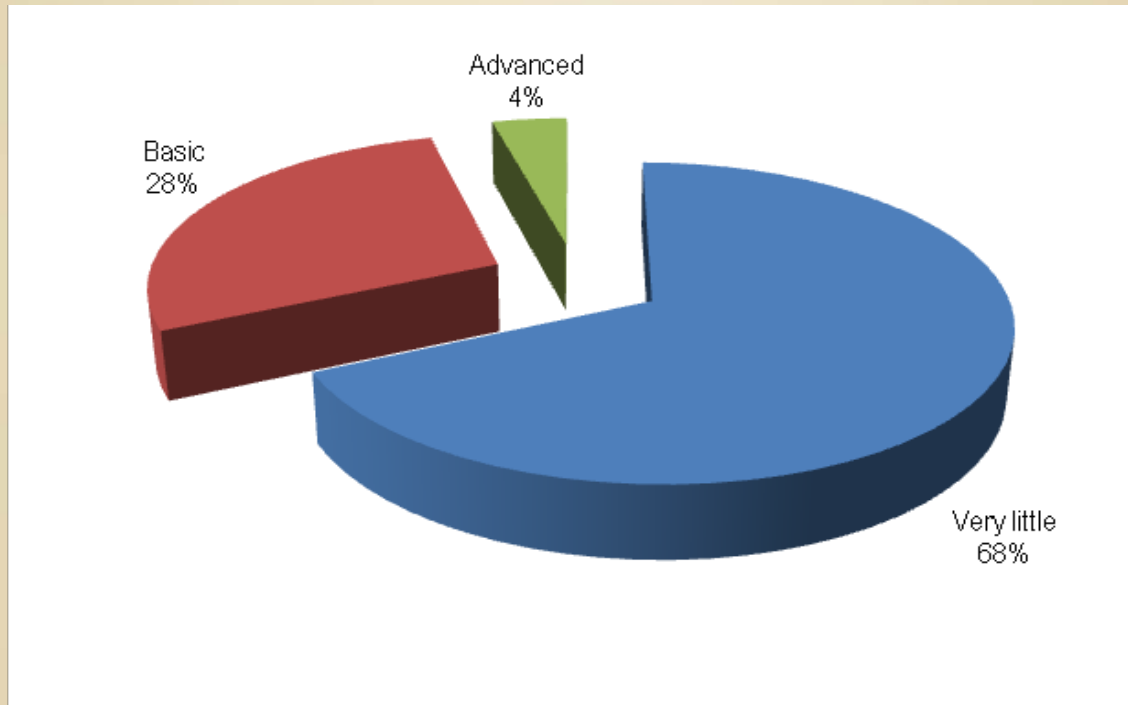
Based on what you know about the mining industry in Saskatchewan, would you say your perception of the mining sector as a career choice is very positive, somewhat positive, not very positive, or not at all positive?



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How would you describe the level of information you received about mining throughout your formal education? Would you say it was...





Summary

- Reasonable level of knowledge of mining in Saskatchewan, but room for improvement
- Perceived importance of the mining industry to Saskatchewan is VERY HIGH
- Support for the mining industry in Saskatchewan also VERY HIGH
 - goal to increase/maintain strongly supportive at majority level
- Important issues for people evaluating the mining industry are environmental impact ,followed by jobs
 - particularly interesting to monitor this trend in light of economic times
 - (FC experience is that it does not change)



Summary

- Consideration of mining as a sector for employment/ business opportunities relatively positive
 - breaking out who
 - goal (committee)
 - monitor over time for effectiveness of advertising
- Information about Saskatchewan mining industry in the education system
 - goal (committee)
 - monitor over time for effectiveness of advertising
- Benchmark
- Layer on existing research from other key players
- Press release Situation Summary