

BWXT MEDICAL RESIDENT SURVEY - 2025

REPORT

January 2026



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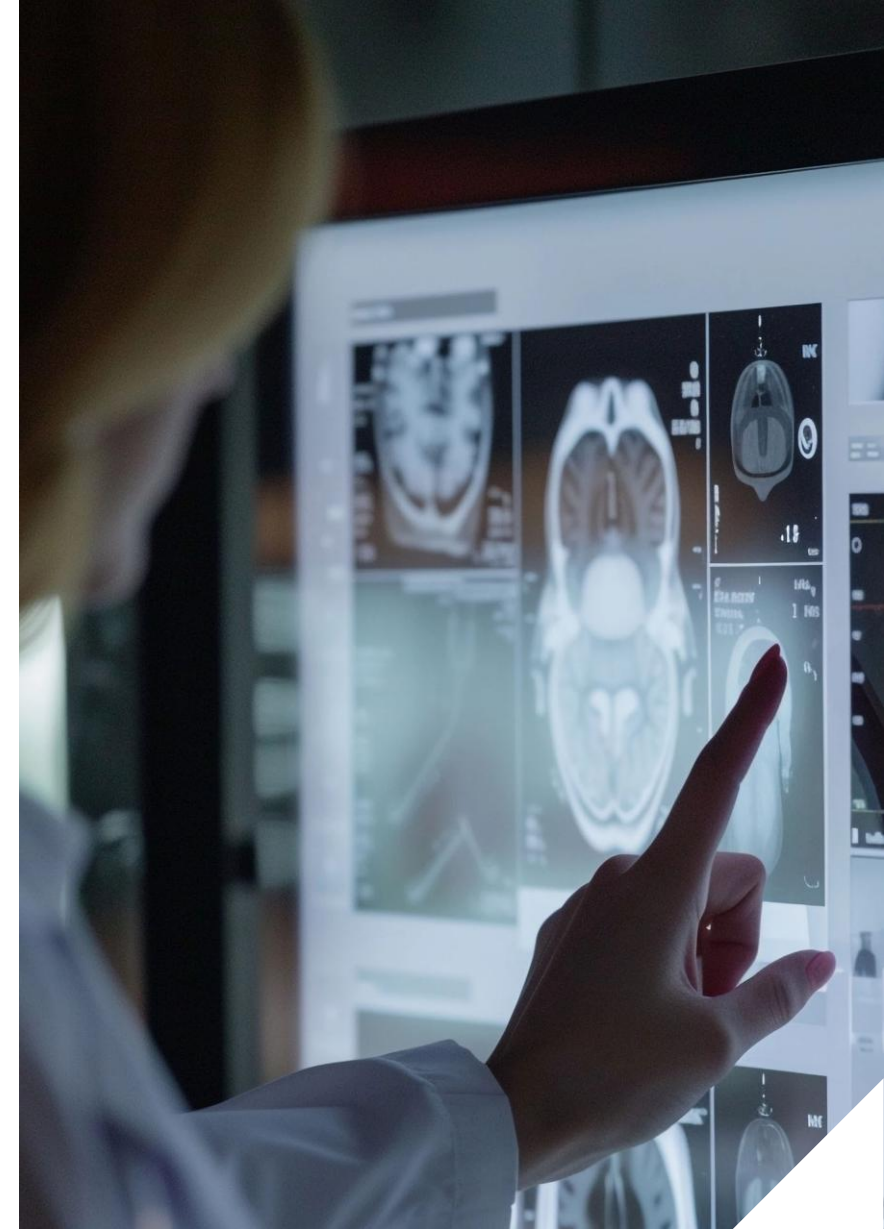
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Aim of the Study

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=186 local residents participated in the survey via panel and 7 participated via social media open link.

A sample of this size yields a margin of error of $\pm 4.7\%$. The response rate for the survey was 4%.

The survey was fielded between November 19, 2025 – December 15, 2025.

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.

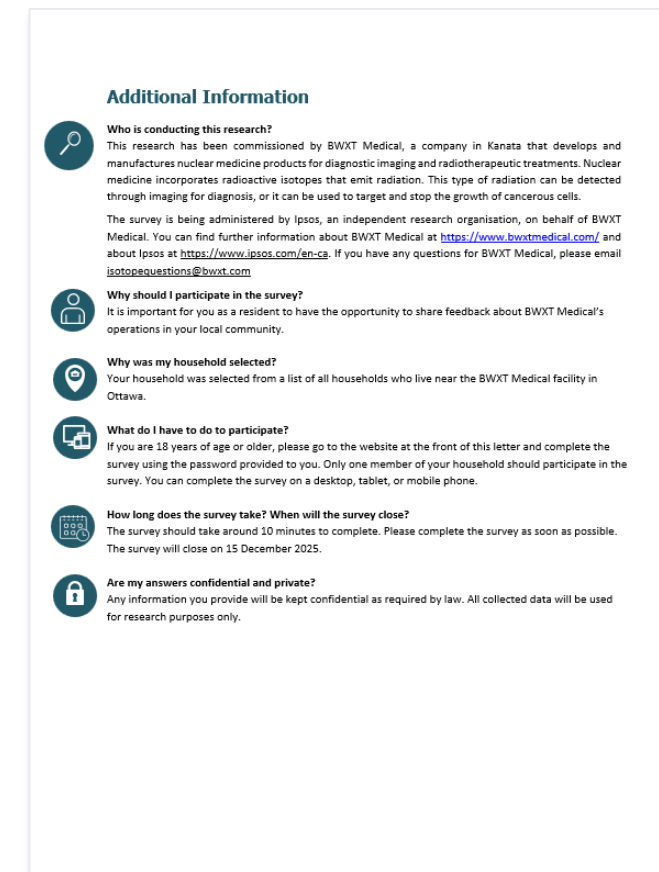
Statistically significant differences between waves are identified by red ▼ and green ▲ icons through out the report. Non-significant differences are identified as 'directional' changes between waves.



Resident Invitation Letter and 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.



EXECUTIVE SUMMARY

01

Key Findings

1

Familiarity

Familiarity with BWXT Medical has significantly increased (+10) where now four in ten (38%) local residents are aware of the organization. Overall familiarity remains soft as an equal proportions of residents are not familiar (38%), while there is a decline in the proportion of residents (25%, -13 points) who have never heard of the organization compared to 2023.

2

Overall Impressions

Overall impressions (among those residents who are familiar with BWXT Medical) have strengthened considerably, as more residents have a 'very good' impression of the organization (20%, +14 points). Overall, positive impressions stand at 43% (+5 points). Despite this, many residents (42%, -12 points) don't know enough to have an opinion, although this is declining. A very small group of residents have a negative impression (6%).

3

Community Engagement and Contribution

Significantly more residents agree that the organization keeps the community informed through local communications compared to 2023 (40%, + 15 points), while twice (+11 points) as many residents 'strongly agree' that BWXT Medical takes environmental concerns seriously (21%, vs. 10%) compared to two years ago.

4

Information Communication

Digital channels now dominate preferences, particularly among younger residents (92% among 18-34) while traditional outlets have declined. Safety and community outreach top content requests, with declining "don't know" responses indicating residents are becoming more engaged and specific about their information needs.

5

Website Knowledge

Website awareness directionally rose (+7 points) with visitation up 10 points and visitor satisfaction jumping 15 points, reflecting successful digital strategies. Three quarters (74%) of local residents notice local-focused content.

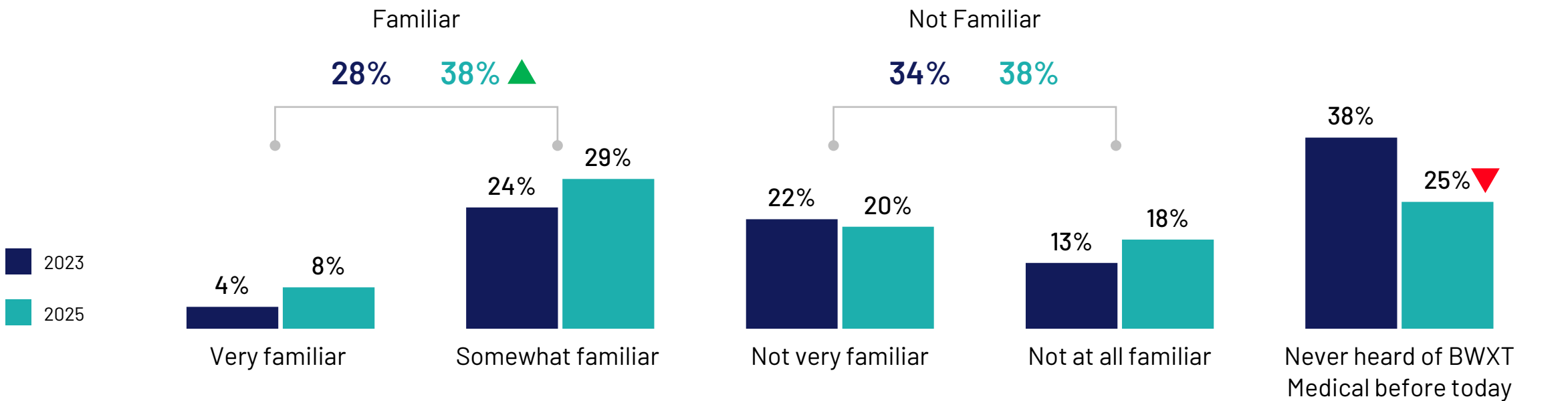
KNOWLEDGE AND FAMILIARITY WITH BWXT MEDICAL

02

Familiarity with BWXT Medical has increased among local residents

Overall, familiarity of BWXT Medical has significantly increased (+10 points) compared to 2023, while the proportion of residents who never heard of BWXT Medical has also significantly decreased (-13 points) compared to last wave.

Familiarity With BWXT Medical

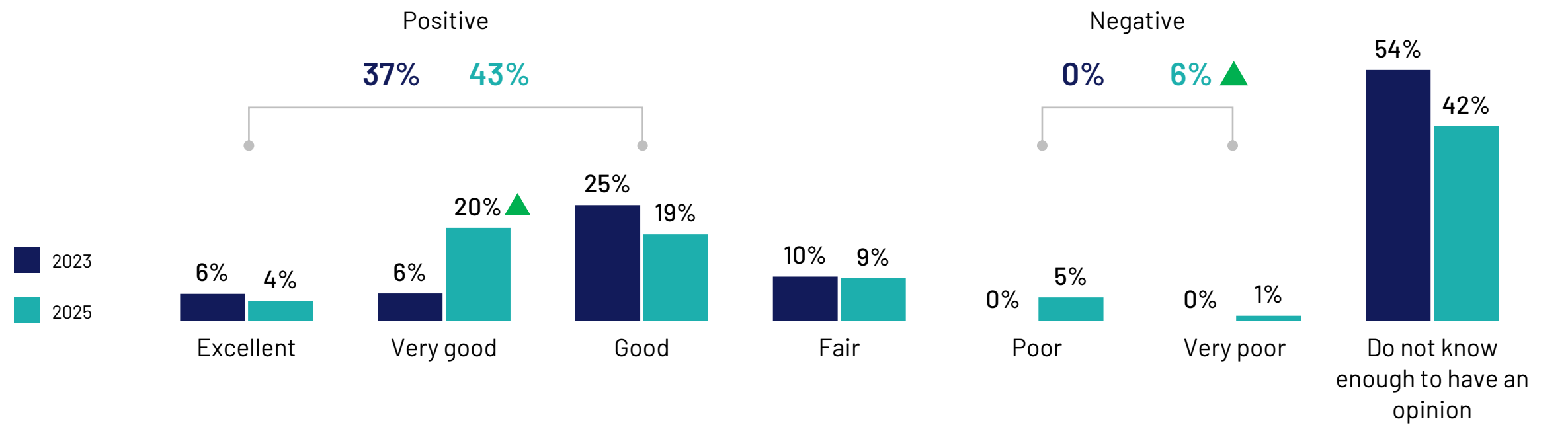


Q2. How familiar would you say that you are with a company called BWXT Medical? BWXT Medical operations are is located at 447 March Road in Kanata. BWXT Medical acquired the medical isotope portion of the business from Nordion in 2018, continuing the production of life-saving nuclear medicine products(Note: Question text updated in 2025)
Base: All respondents 2025 (n=186), 2023 (n=165)

Positive impressions of BWXT Medical have increased

Among those familiar with BWXT Medical, the overall impression remains positive (43%), highlighted by a significant increase in those residents who have a 'very good' impression of the organization (+14 points). Negative ratings have also increased among a small group of residents (+6 points), although this is a very small proportion of local residents. Four in ten (42%) residents don't know enough about BWXT to have an opinion, although these residents also indicate that they have some familiarity with the organization.

Overall Impression of BWXT Medical

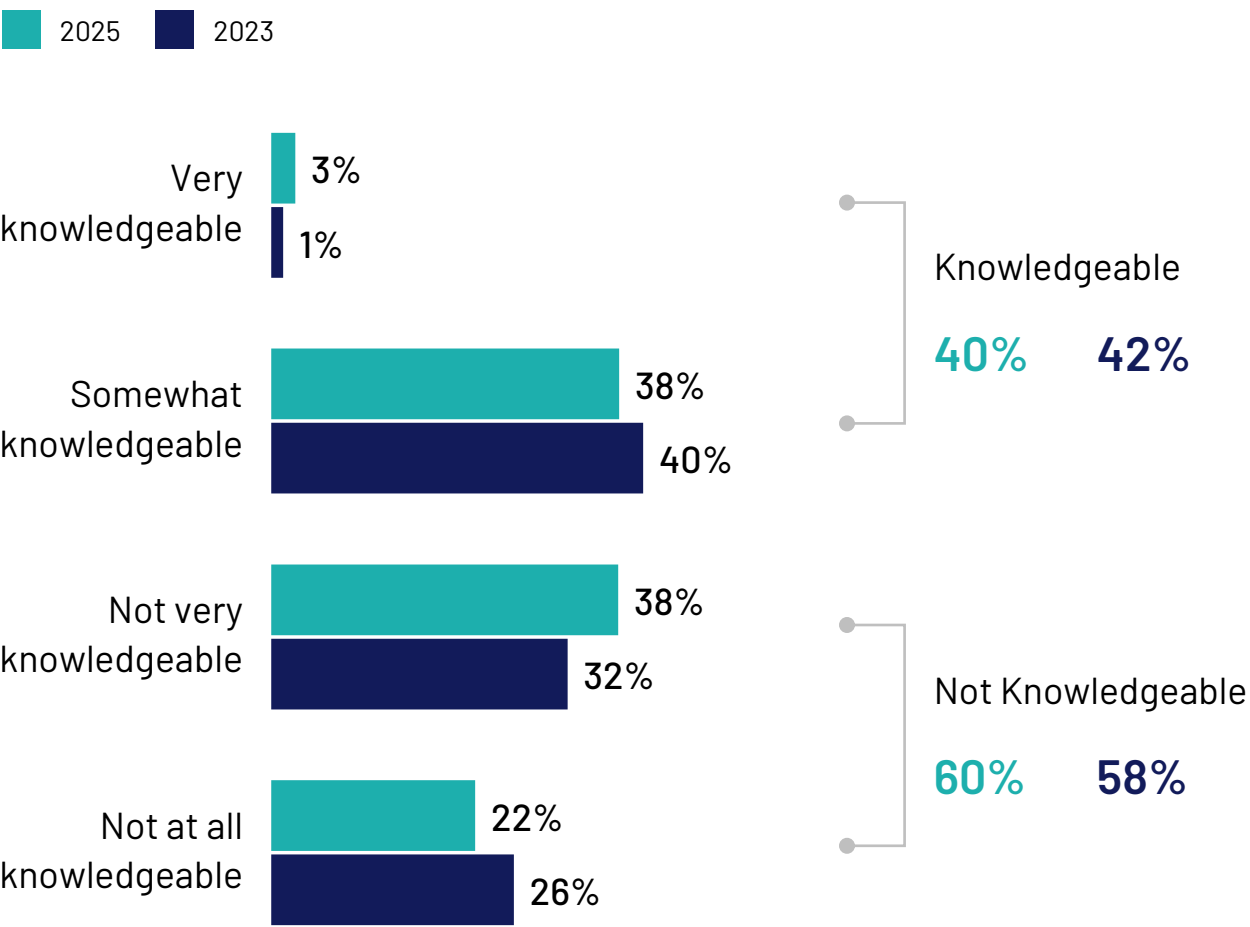


Q3. What is your overall impression of BWXT Medical?
Base: Respondents who are very familiar, somewhat familiar or not very familiar with BWXT Medical 2025 (n=115), 2023 (n=84)

Nuclear medicine knowledge remains steady, with those who are familiar with BWXT more likely to report understanding

Self-reported knowledge of nuclear medicine remains stable at 40% (vs. 42% in 2023), while most residents (60%) continue to indicate a limited understanding. Notably, those familiar with BWXT Medical report significantly higher nuclear medicine knowledge (54%) compared to unfamiliar residents (22%), reinforcing that company engagement serves as an important awareness touchpoint for knowledge about the more technical nature of BWXT’s production at the facility.

Level of Knowledge About Nuclear Medicine

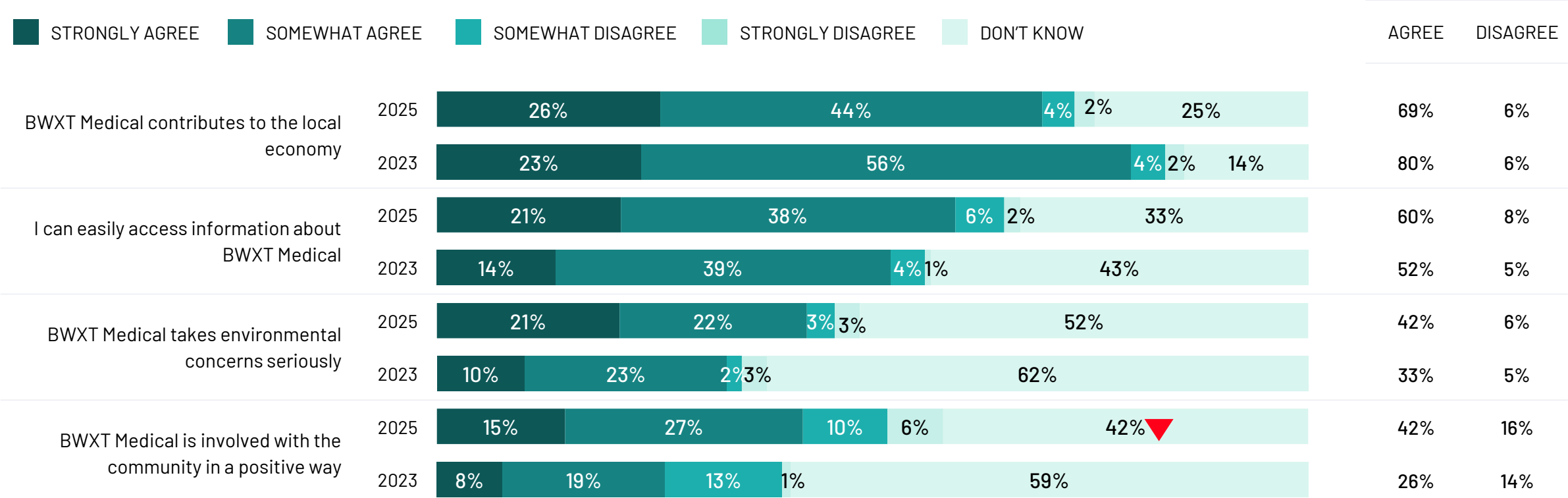


Q1. Overall, would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not at all knowledgeable about nuclear medicine?
Base: All respondents 2025 (n=186), 2023 (n=165)



Impressions of community engagement have directionally improved, while perceptions about economic contribution have softened

Seven in ten (69%) residents believe that BWXT Medical contributes to the local economy, which is directionally lower compared to 2023, although more residents also indicate that they ‘don’t know’ in 2025. Perceptions of other factors have directionally improved (although not significantly). Overall, six in ten (60%) residents agree they can easily access information about BWXT, while four in ten agree that BWXT Medical taken environmental concerns seriously and is involved in the community in a positive way (42%, respectively).

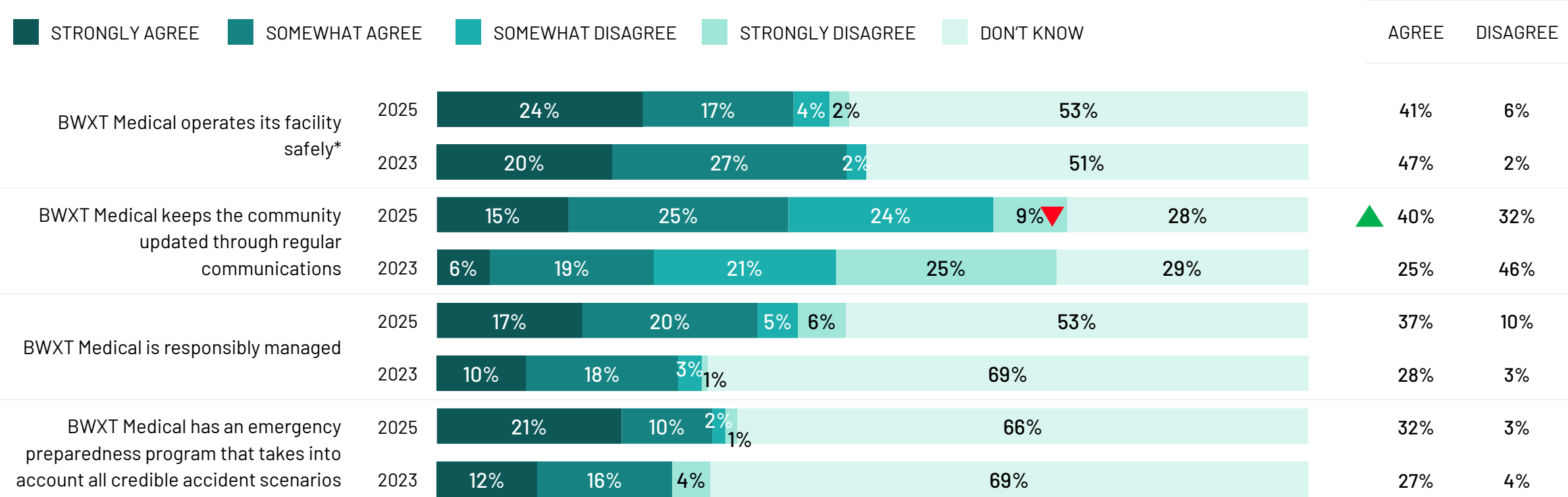


*Note: Statement changed in 2025
Q4. How much do you agree or disagree with the following statements about BWXT Medical?
Base: Respondents who are very familiar, somewhat familiar or not very familiar with BWXT 2025 (n=115), 2023 (n=84)



Significantly more residents acknowledge BWXT Medical's outreach efforts

More residents agree that BWXT Medical keeps the community updated through regular communications (40%, + 15 points), compared to 2023. Perceptions of safety, responsible management, and emergency preparedness are statically unchanged with more than half of residents continuing to indicate that they ‘do not know’ about any of these aspects of BWXT Medical. Communications efforts could be expanded to target more residents as those who are aware of communications from the organization consistently demonstrate substantially higher agreement with all statements.

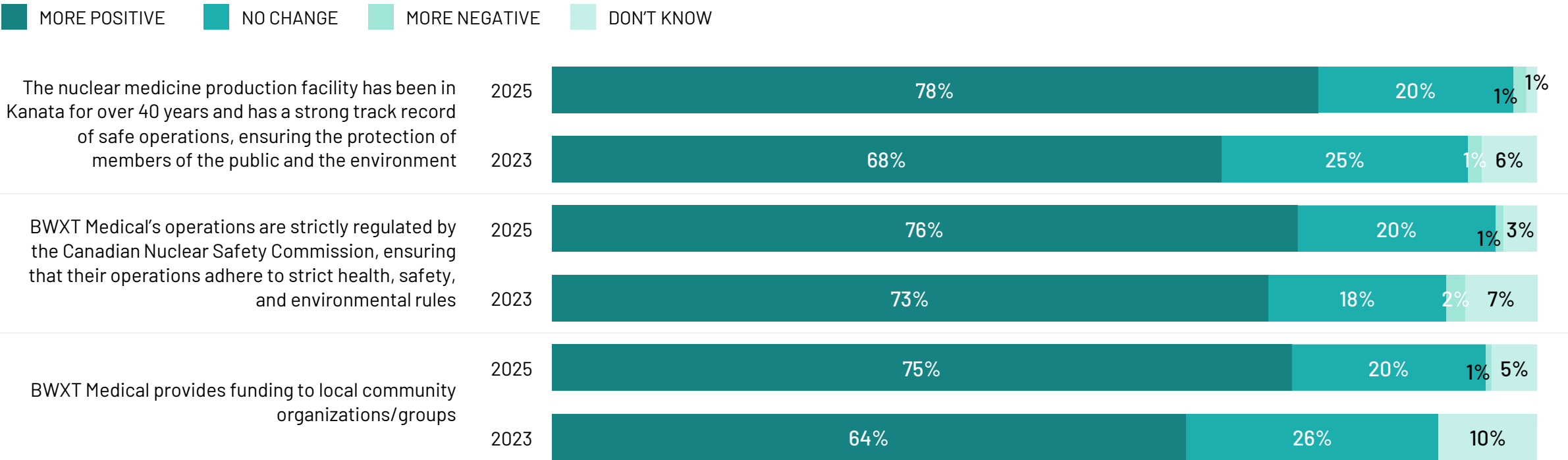


*Note: Statement changed in 2025
Q4. How much do you agree or disagree with the following statements about BWXT Medical?
Base: Respondents who are very familiar, somewhat familiar or not very familiar with BWXT 2025 (n=115), 2023 (n=84)



Messaging associated with safety track record, regulation of operations, and community funding drive positive impression gains

All messaging associated with safety, regulation, and community fundings are directionally stronger at enhancing perceptions of BWXT Medical as more than three quarters of residents indicate that knowing this information leads to a more positive impression of the organization.



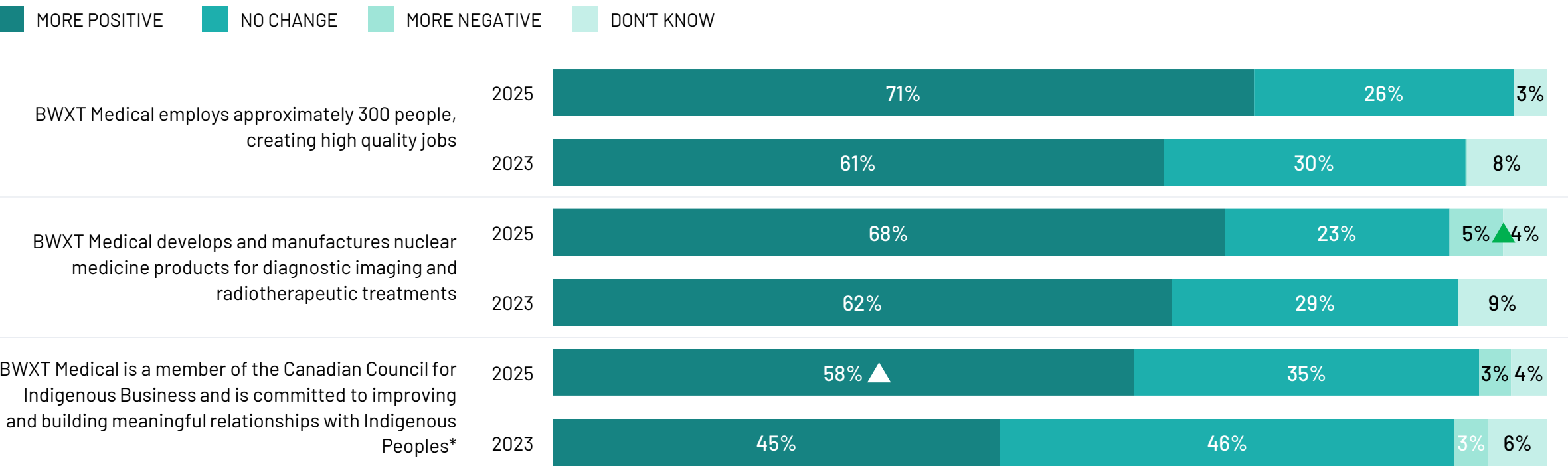
*Note: Statement changed in 2025

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 2025 (n=186), 2023 (n=165)

Employment and Nuclear Medicine information also generate strong positive impressions, while Indigenous relations show greatest increase

Information about BWXT Medical's Indigenous relations partnership showed the largest shift, with 58% indicating a more positive impression versus 45% in 2023 (+13 points). Learning about 300 high-quality jobs led 71% of residents to report a more positive impression (directionally up from 61%), while nuclear medicine mission information drove 68% positive (directionally up from 62%), though 5% now respond negatively versus zero previously. Younger residents (18-34) remain most receptive across all statements.



*Note: Statement changed in 2025
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 2025 (n=186), 2023 (n=165)

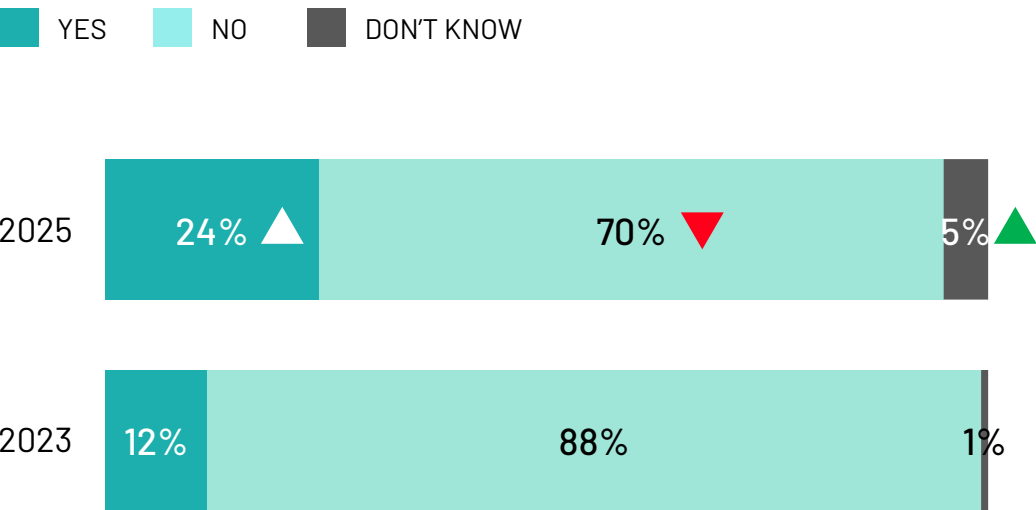
AWARENESS AND WEBSITE USAGE

03

BWXT Medical's visibility is growing rapidly through digital channels

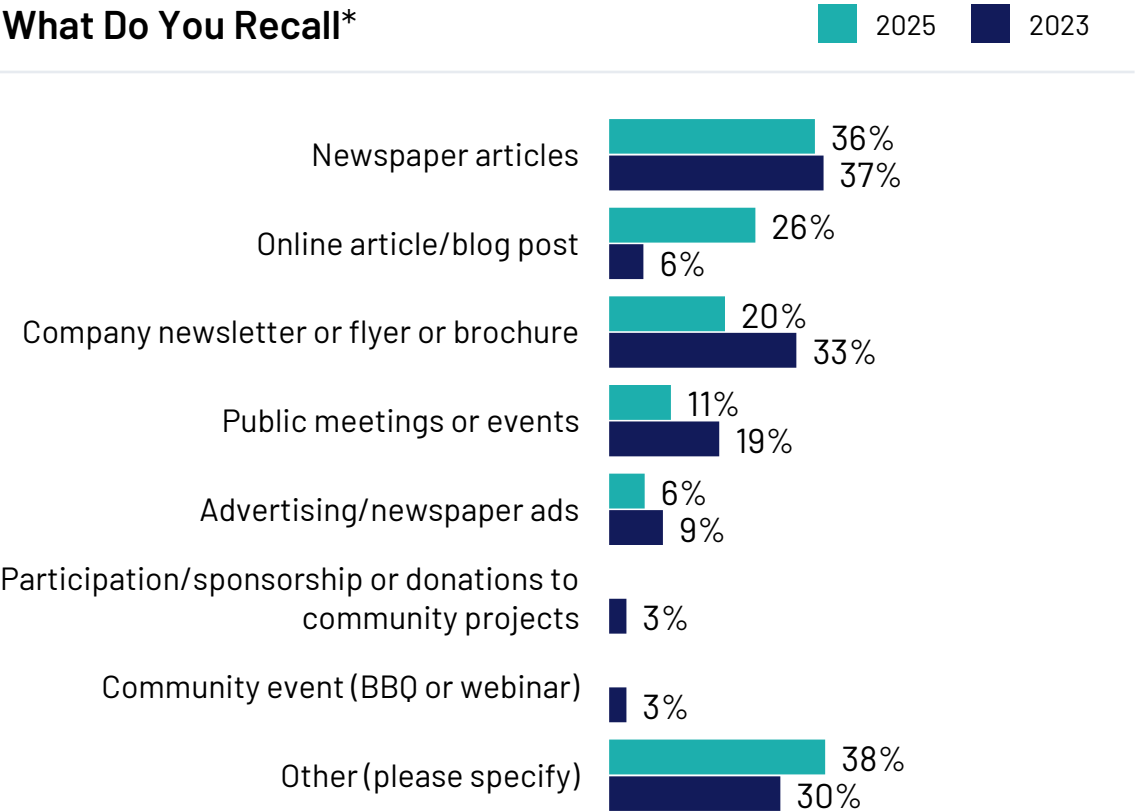
Recent awareness of BWXT Medical doubled, a statistically significant twelve-point increase suggesting enhanced visibility in the community. Among those who recalled something, online articles/blog posts saw the most dramatic growth (6% to 26%), while traditional sources like company newsletters declined (-13 points) and newspaper articles held steady (37% to 36%). Those familiar with BWXT Medical show significantly higher awareness about recently reading, seeing, or hearing about BWXT (40%) compared to unfamiliar residents (4%).

Read, Seen or Heard Anything About BWXT Medical?



Q5. Have you recently read, seen, or heard anything about BWXT Medical?
Base: All respondents 2025 (n=186), 2023 (n=165)
Q6. What do you recall? Please select all that apply from the list below.
Base: All respondents 2025 (n=51), 2023 (n=19)

What Do You Recall*



*Interpret with caution as base size is low

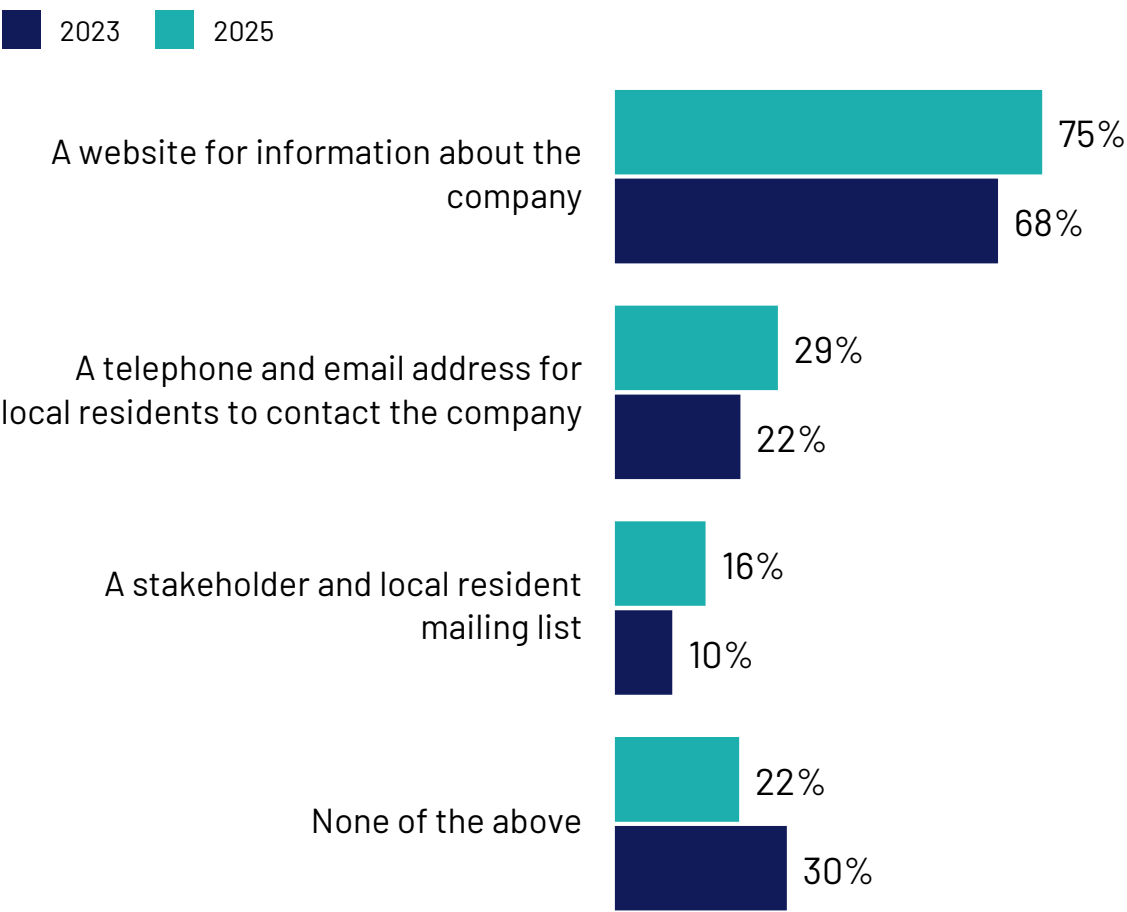


BWXT Medical's multi-channel communication strategy is gaining traction among aware residents

Among those residents who are familiar with BWXT, awareness of BWXT Medical's website and telephone/email contact awareness increased directionally by 7 points (respectively). The awareness of mailing list also grew directionally from 10% to 16% (+6 points). Those unaware of any communication channels declined from 30% to 22%, indicating improved overall communications visibility. Residents with positive impressions show significantly higher channel awareness across all measures, while females demonstrate notably higher website awareness (87%) compared to males (63%).

Q7. Are you aware that BWXT Medical has any of the following?
Base: Respondents who are very familiar, somewhat familiar or not very familiar with BWXT 2025 (n=115), 2023 (n=84)

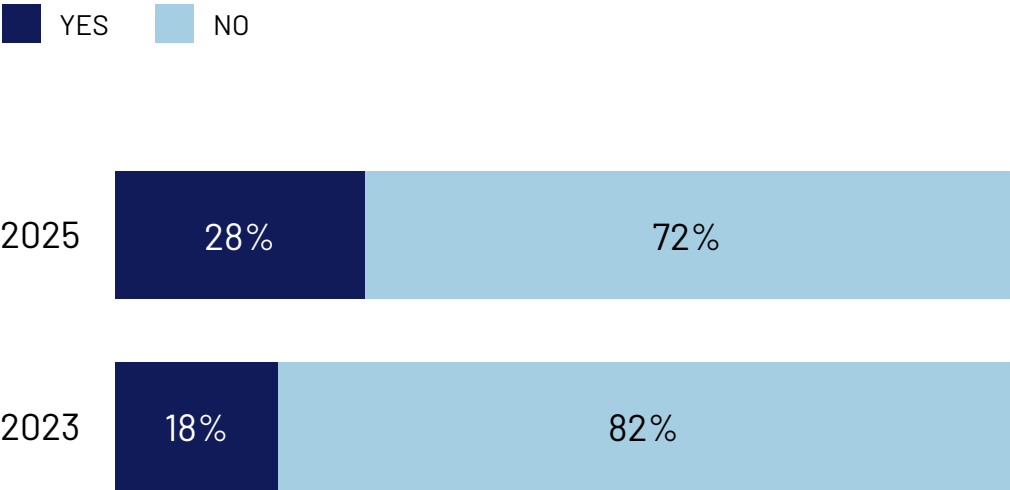
Are You Aware That BWXT Medical Has Any of the Following?



Website visitation among aware residents increases considerably, with positive visitor impressions rising

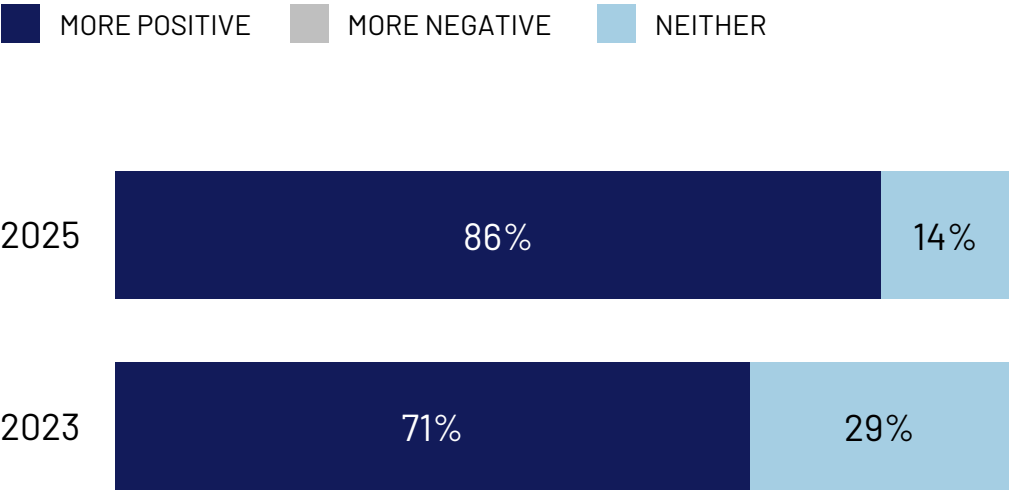
Among those aware of the BWXT Medical website, visits rose directionally from 18% to 28% (+10 points), while positive impressions among visitors also directionally increased by 15 points, with neutral impressions dropping from 29% to 14%. Males show notably higher visitation rates (40%) compared to females (20%), suggesting a potential engagement gap to address.

Visited BWXT Medical’s Website in the P12M*



*Interpret with caution as base size is low

Overall Impression of BWXT Medical’s Website*



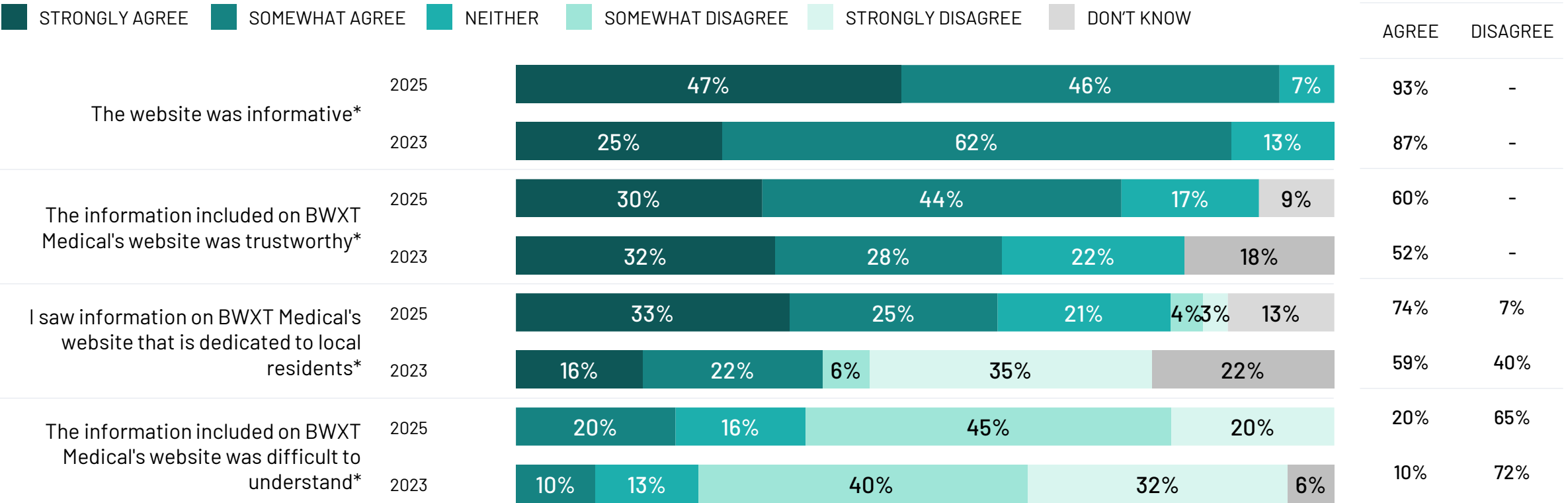
*Interpret with caution as base size is low

Q8. 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 2025 (n=83), 2023 (n=56)
Q9. What was your overall impression of BWXT Medical’s website?
Base: Respondents who have visited the BWXT website in the last 12 months 2025 (n=25), 2023 (n=12)



Website visitors rate content highly, with local resident focus showing strongest improvement since 2023

Among those residents who have visited the website, the majority agree that the website is informative (93%), is trustworthy (80%), is dedicated to local residents (74%) and only one in five (20%) agree that the information is difficult to understand.



*Note: Statements changed in 2025
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 2025 (n=25), 2023 (n=12)



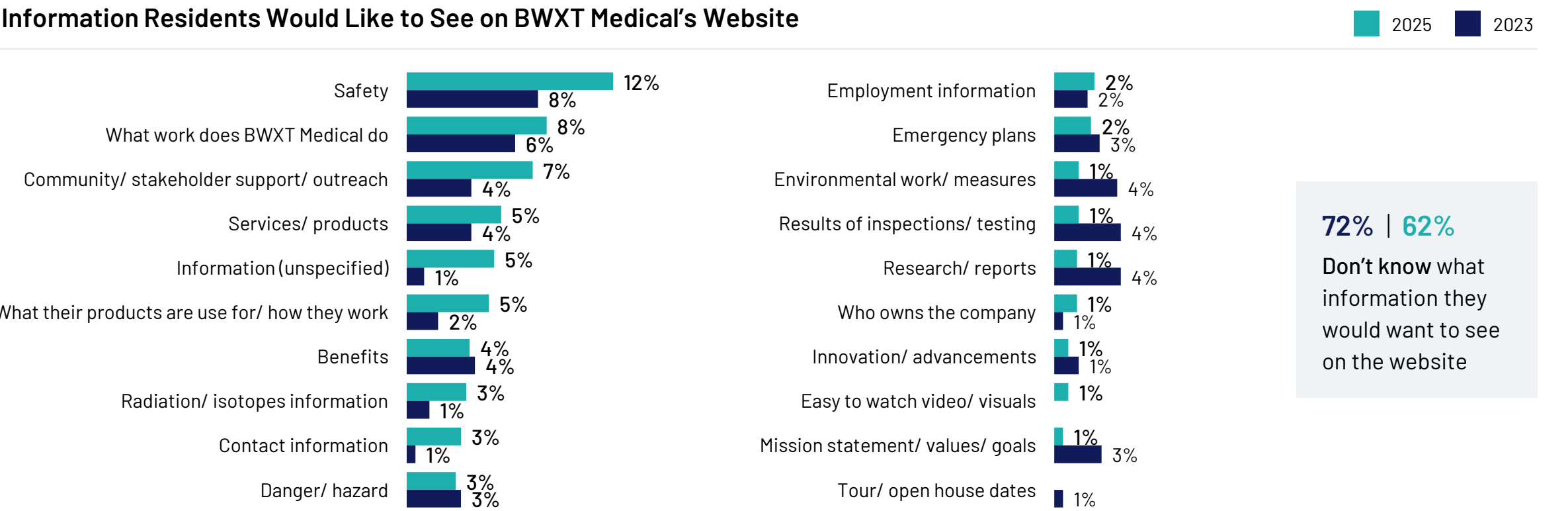
INFORMATION AND CONTACT PREFERENCES

04

Safety information remains top content priority, with community outreach and basic operational clarity requests growing

Residents increasingly want transparency around safety practices (12%, up from 8%) and community engagement (7%, up from 4%), signaling heightened expectations for accountability and local involvement. The decline in "Don't know" responses (62% vs. 72%) suggests residents are becoming more engaged and specific about their information needs, though the persistence of basic questions about "what BWXT does" indicates a significant segment still lacks foundational understanding of the company's operations.

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



Q11. What, if any, kind of information would you like to see on BWXT Medical's website?
Base: All respondents 2025 (n=186), 2023 (n=165)

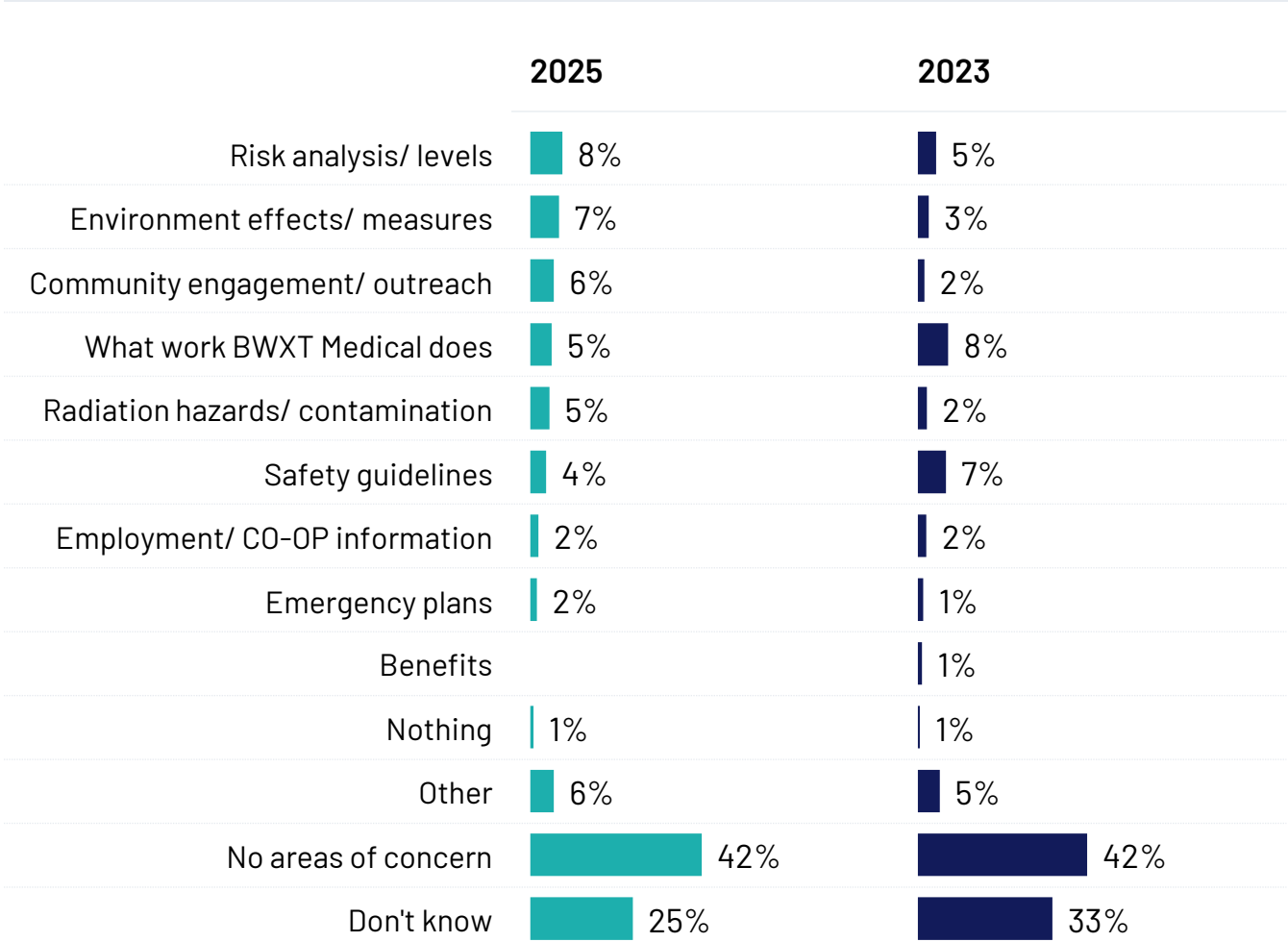
Most residents have no concerns or don't know

Among those residents who mention having any concerns for the BWXT facility, multiple topics are mentioned with low levels of frequency. Risk analysis/levels emerged as the top specific issue (8%, up from 5%). Environmental concerns followed closely (7%, up from 3%), while community engagement requests are also highlighted (6% vs. 2%). Notably, 42% report "no areas of concern," and one quarter (25%) 'don't know.

Q12. Are there any topics of concern or any topics that you would like more information about regarding BWXT Medical's operations or activities?

Base: All respondents 2025 (n=185), 2023 (n=165)

Topics of Concern or Topics Residents Would Like More Info About

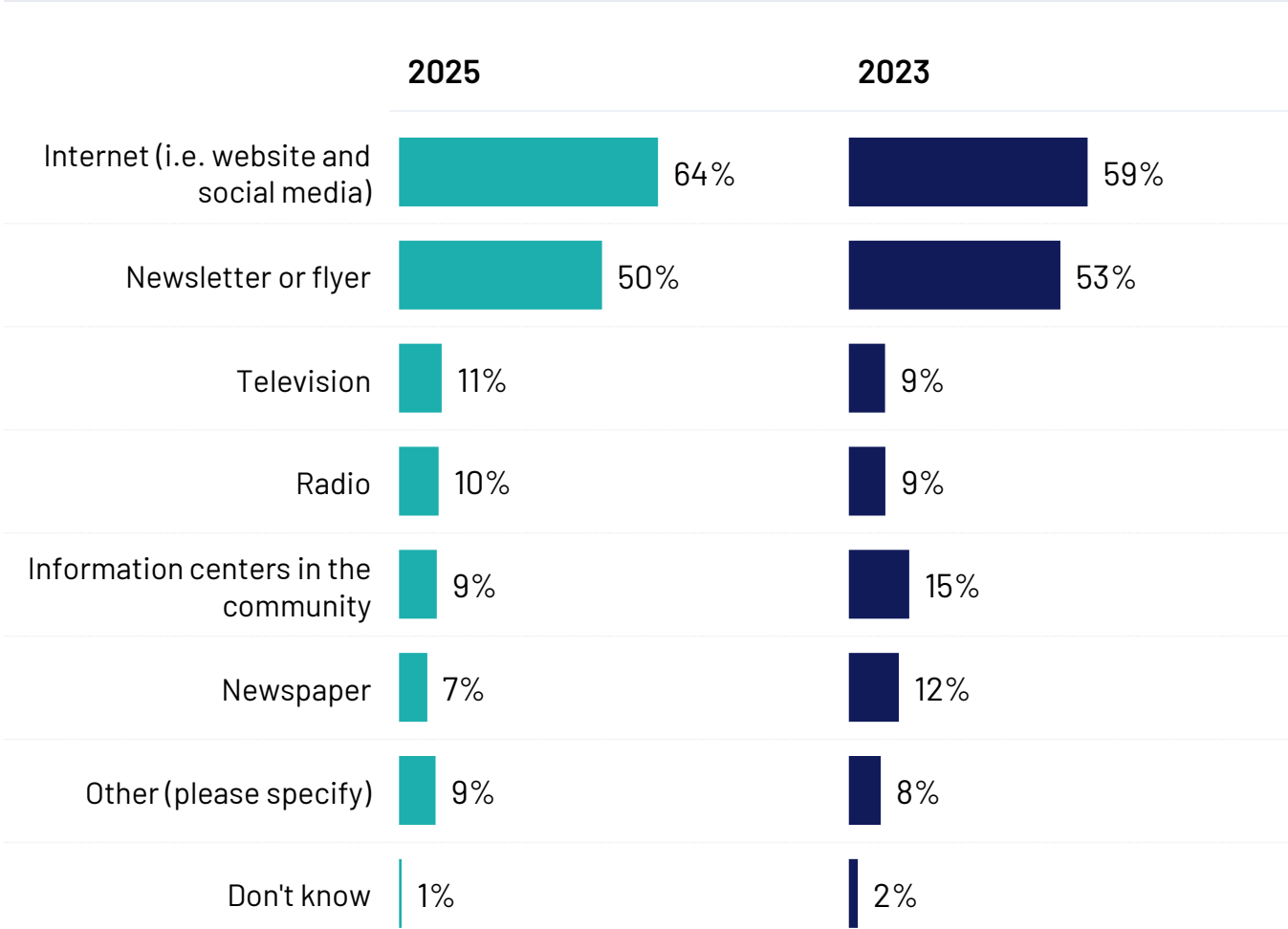


Digital communications channels continue to dominate, with generational divide shaping future communication strategy

Internet/digital channels remain the dominant preferred communication method at 64% (up from 59%), with younger residents (18-34) showing near-universal preference (92%), while newsletters/flyers hold steady as the second choice at 50%, indicating a continued role for traditional direct mail particularly among older residents. Notably, preference for physical information centers dropped significantly (9% vs. 15%) and newspaper declined (7% vs. 12%), signaling an accelerating shift away from traditional community-based channels toward digital platforms.

Q13. 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?
Base: All respondents 2025 (n=186), 2023 (n=165)

Best Way for BWXT Medical to Provide Residents With Information



Contacts



Martin Hrobsky

Senior Vice President

martin.hrobsky@ipsos.com



Azka Gouher

Research Analyst

azka.gouher@ipsos.com

THANK YOU.

