



Saine Marketing survey

MORE THAN 70% OF QUEBECKERS IN FAVOUR OF MINING DEVELOPMENT

Montreal, February 10, 2011—According to a survey by Saine Marketing, 72% of Quebecers favour the development of the mining industry. This percentage is 87% on the North Shore and 91% in Abitibi. Job creation is the primary reason cited spontaneously for favouring the development of the mining industry.

These findings come from a survey conducted between November 22 and December 16 by Saine Marketing for Minalliance, the mineral industry umbrella organization. The researchers polled 1,004 respondents across the province (margin of error +/-3.1%) as well as 250 additional respondents on the North Coast and the same number in Abitibi (margin of error +/- 6.2% in each region).

In the province as a whole, people are highly in favour (20%) or in favour (52%) of developing the mining industry. On the North Shore, these figures are 32% and 55% respectively, and 44% and 47% respectively in Abitibi.

The three main reasons cited by respondents for favouring the development of the mining industry are job creation, its positive economic effects and the possibility of developing our natural resources. These are also the most frequently mentioned reasons among respondents on the North Shore and in Abitibi, along with the positive impact of the mining industry in the regions.

“The results of this survey show that Quebecers recognize the importance of the economic benefits of mining activity and a large majority favour its development,” said Claudine Renaud, executive director of Minalliance. “The mining industry provides more than 52,000 direct and indirect jobs in Quebec. It makes a major contribution to regional socio-economic development, as well as bringing in an average of more than \$280 million in net tax revenues for the Quebec government in recent years. The mineral industry is recognized by the public as an important economic player, not only in the mining regions but throughout the province.”

The environment

The survey shows that 18% are not very much in favour and 5% are not at all in favour of developing the mining industry. The three main reasons given spontaneously are its environmental impact, risks to workers and the fact that respondents felt they were not well enough informed or did not know enough about the industry. On the North Shore and in Abitibi, those not in favour cite the mining industry’s environmental impact as the main reason.

In Quebec as a whole, 70% of respondents feel that, compared to 10 years ago, the mining industry now has more concern for the environment. This percentage is 87% on the North Shore and 88% in Abitibi. Still, a significant percentage of Quebecers believe there is room for improvement, with 33% responding that mining companies are very concerned or fairly concerned with the environment, whereas 56% feel they have little or no concern for the environment. On the North Shore and in Abitibi, more people feel that the mining industry is very concerned or somewhat concerned about the environment (48% on the North Shore and 61% in Abitibi) than the opposite (46% on the North Shore and 36% in Abitibi).

“Particularly in the mining regions, there is recognition of the industry’s efforts to minimize the impact of its operations on the environment,” said Ms. Renauld. “But Quebecers have also told us there is still work to be done. The mineral industry has heard this message and intends to make an effort to act in a way that respects the environment, in the spirit of sustainable development. We plan to act by remaining attentive to public concerns and maintaining an open dialogue with the different communities where the industry operates,” she concluded.

A copy of the summary report on the survey is available on the Minalliance website: www.minalliance.ca.

About Saine Marketing

Founded in 1982, Saine Marketing employs more than 200 people who serve a broad range of clients across Canada. The firm respects the most stringent quality standards in the industry and uses state-of-the-art equipment and software. A member of the Marketing Research and Intelligence Association (MRIA), Saine is recognized for its expertise, which combines both research and strategy.

About Minalliance

Minalliance is an organization that brings together the Quebec Mineral Exploration Association (AEMQ) and the Quebec Mining Association (QMA), as well as companies involved in mining exploration, operation and services, equipment suppliers and financial institutions. Minalliance’s mandate is to raise public awareness of the mineral industry and highlight the industry’s contribution to the growth of Quebec and its regions, integrating economic, social and environmental aspects.

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