

090030387-01 Radioactive Waste Survey

Ipsos MORI Response To The questions raised by Michael Baron, MBE

This note has been prepared by Ipsos MORI in response to questions raised by Michael Baron, MBE in June 2011. Mr. Baron's comments covered a range of points which are discussed in detail below (throughout this text Mr. Baron's points are highlighted in blue).

Points 1 and 2 : Overall Survey Design?

1. At the MRWS meeting on 24th May at Braithwaite Village Hall, I made oral representations on the Ipsos/Mori poll (the Poll) and submitted that the same was inherently flawed and that cannot be relied upon as a finding of opinion on the GDF proposals for West Cumbria. I repeat here (but with some amplification as changing circumstances require) the arguments tendered to that meeting.

2. I have since read the letter to the Partnership from Wood, Holmes (Newcastle) dated 12 May. In particular I draw attention to this sentence...Secondly, it (the Partnership) should examine the statistical practice adopted by Ipsos Mori regarding quota sampling, sample selection, non-response error, weighting and the clarity with which results are presented. It also noted... it should examine the impartiality and clarity of the wording of the questions. As my enquiries and authoritative response tend to cover, with some necessary detail, the same ground, and provide a second opinion, this commentary must be published alongside the letter from Dr Gareth Powells.

We consider that the following outline of our approach to the survey programme will address Points 1 and 2 of Mr Baron's comments, and the remaining points are covered later in this document.

Instruction

Ipsos MORI was instructed by the West Cumbria Managing Radioactive Waste Safely Partnership (WCMRWSP) to undertake a series of three telephone surveys on the management of radioactive waste amongst adult residents (ages 16+ years) of Cumbria.

The surveys took place during the following periods:

- Wave 1 – 11th to 18th November 2009 (1,277 interviews achieved)
- Wave 2 – 17th to 28th February 2010 (1,250 interviews achieved)
- Wave 3 – 10th to 20th February 2011 (1,283 interviews achieved).

The Ipsos MORI Team

Ipsos MORI put together a highly trained, experienced and dedicated team of professionals (this includes the interviewers, supervisors, field staff, analysis staff, support and executive team) best suited to the task and who would carry out their respective tasks to the highest standards.

The project was directed and managed by Susan Lennie and Nicola Moss, Associate Directors of Ipsos MORI (pen portrait C.V.s are attached).

For all our published reports, we have an additional quality assurance in the form of our **Polls for Publication** process. This procedure ensured that the questionnaires and reports were read and approved by a senior Director within the Ipsos MORI Social Research Institute who was not directly involved in the project, and who could therefore take an independent view of the surveys. This helps to ensure that the process would stand up to public scrutiny.

Survey Objectives

The main objective of the research programme was to establish:

- The level of awareness of the search for a geological disposal site
- The level of awareness that Cumbria has entered discussions with Government
- The level of awareness of the three main elements of the current discussions
- The degree of support or opposition for the continuation of discussions and for the proposition itself.

The results from this research is being used by the Partnership in advising the councils about the views of local residents on the issues. This will eventually be included in the recommendation to the councils on whether or not to participate in further discussions with Government about the siting of a geological disposal facility.

Methodology

Sample size

The recommendation as to sample size (i.e. the number of interviews conducted) depends on a number of factors, namely the degree of accuracy sought, the extent of sub-cell analysis required and the budget available. A further consideration of importance in this

instance was the extent to which a given sample size would provide data sufficiently robust to stand up to scrutiny.

The basis for calculating the size of samples is that there is a minimum sample size required for a given population to provide estimates with an acceptable level of precision. Any sample larger than this minimum size should yield results no less precise, but not necessarily more precise, than the minimum sample (see Table 1).

Table 1 : Percentage sampling errors on a single sample (Confidence Interval)			
Sample Size (N)	1 in 20 level of probability Statistic		
	10% 90%	25% 75%	50% 50%
	50	8.3	12.0
100	5.9	8.5	9.8
150	4.8	6.9	8.0
200	4.2	6.0	6.9
250	3.7	5.4	6.2
300	3.4	4.9	5.7
<u>350*</u>	3.1	4.5	<u>5.2</u>
400	2.9	4.3	4.9
<u>450*</u>	2.8	4.0	<u>4.5</u>
500	2.6	3.8	4.4
600	2.4	3.5	4.0
700	2.2	3.2	3.7
800	2.2	3.0	3.5
<u>900*</u>	2.0	2.8	<u>3.3</u>
1,000	1.8	2.7	3.1
<u>1,250*</u>	1.7	2.5	<u>2.8</u>
1,500	1.5	2.2	2.5
2,000	1.3	1.9	2.2
4,200	0.9	1.4	1.5

Source Ipsos MORI

e.g. If 50% of a sample of **900** respondents support the location of the Geological Disposal Facility in West Cumbria, then the chances are only 1:20 that the true figure for all residents is outside **46.7% and 53.3% (± 3.3)**. For a sample of **350**, the range is 44.8% to 55.2% (± 5.2). Increasing the sample size to **2,000** would give a range of **$\pm 2.2\%$** .

n.b. The Office for National Statistics (ONS) specifies a Confidence Interval at 95% (i.e. 1:20) of $\pm 5\%$.

* sample sizes used

This means that, although a larger sample than strictly necessary may be used for other reasons, there is no statistical basis for thinking that it would provide better results - the aim

in sampling is to get an accurate estimate of the population's characteristics from measuring the sample's characteristics.

For this survey programme, the WCMRWSP specified Allerdale and Copeland as being two key areas, given that it is these areas that have '*expressed interest*' in the Government process so far. The Partnership wished to achieve a sampling tolerance in Allerdale and Copeland at 95% confidence interval (1:20 probability) of $\pm 3\%$. This suggested a minimum sample size of 900 per wave across the two areas i.e. 450 in each. In addition, there was a requirement to achieve a confidence interval of $\pm 5\%$ at the 95% confidence level across the Rest of Cumbria (hence a sample size of 350 in this area).

However, the main controlling factor in deciding whether the estimates will be accurate is how representative the sample is. Using a small sample increases the possibility that the sample will not be representative, but a sample that is larger than the minimum calculated sample size does not necessarily increase the probability of getting a representative sample.

In estimating sample sizes we need to assume that the estimates produced by a set of samples from the same population are normally-distributed (this is not the same as saying that the values of the variable we are measuring are actually normally-distributed within the population). A well-designed random sample is the sampling method that will most usually produce such a normal distribution, hence a sample that is representative of the population from which it is drawn.

Therefore, both an appropriate sample size and the proper sampling technique are required. If the sampling process is carried out correctly, using an effective sample size, the sample will be representative and the estimates it generates will be representative and useful.

In our view, given the sampling regime we describe below, the target of 1,250 interviews in each wave, and the sub-samples of 450 and 350 per wave comprise what we consider robust sample sizes on which to draw our conclusions write and our reports and.

Sampling technique : random telephone number generation

As discussed above, a random probability method is one which will ensure that a sample is as representative as possible of the population from which it is drawn. In this instance, a telephone methodology was used. The sample of telephone numbers was drawn randomly across the known numbers for each of the three districts under consideration.

As more than half of UK telephone numbers are ex-directory or registered with the Telephone Preference Service (TPS), a representative sample must include these numbers (n.b. TPS exclusions do not apply to market research). Consequently, we used a random

digit dialling (RDD) sampling method to ensure that all telephone numbers relevant to each district in Cumbria are included in the sample.

In the U.K. each subscriber receives a telephone number composed of three groups of digits: the first group is the town/city code e.g. 0151; the second group an area code e.g. 227 and the third group is the subscriber group e.g. 5181. The customer group can contain up to 9999 possible numbers. In RDD surveys, every telephone number in each area may be obtained randomly from a few 'seed' numbers from which other numbers can be generated by adding or subtracting 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 etc.

RDD has the advantage that it includes unlisted numbers that would be missed if the numbers were selected from a telephone directory. It does not, however, account for those households that take their telephone numbers with them when they move. Consequently, we include a screener question at the start of the survey to confirm in which district area the respondent resides, and include only landlines.

RDD samples are drawn from the U.K. telephone subscriber database which contains all non-ex-directory listings for BT, Cable & Wireless and many cable company subscribers, and is updated daily.

In this case, the database was stratified via postcode data to cover each of the local authority areas in Cumbria, and a sample of telephone numbers in each location was selected from this. The last two digits of these 'seed' numbers were randomised by computer to produce a representative sample.

Typically, we obtain a sample of telephone numbers 30 times the number of interviews we wish to achieve i.e. some 38,000 RDD numbers for each wave of the survey.

An important issue is that of mobile-only households. Evidence at the time of the first wave of the tracking survey (November 2009) suggested that the proportion of mobile-only households in the U.K. had increased from c. 7% in 2005 to around 10%, whilst the percentage of landline only households had also dropped from 23% to 18% in the same time period.

Ipsos MORI has carried out methodological experiments to deepen our understanding of the issue, and to explore possible solutions, under the auspices of our **Research Methods Unit** (RMU). The RMU acts as a focus within Ipsos MORI on key methodological issues that have a real impact on the usefulness of research for social policy and business decisions. The results from our experiments into mobile-only households showed that individuals in

such households tend to be younger, still studying, from lower socio-economic groups, more likely to have moved house in the past year and to be living in inner city areas.

However, there are a number of difficulties involved in sampling mobile phones :

- Sample supplies in this area are relatively new and untested

There is no geographical control with mobile phones, making it impossible to select and allocate numbers to postcode or other areas. Sampling would have to include all current mobile telephone numbers for the U.K., with subsequent screening questions in the interview script to remove those respondents who are resident in areas outside the scope of the survey and who are therefore not eligible.

There are also some reservations about conducting surveys with respondents on mobile phones for a range of reasons :

- The personal comfort of the respondent
- Their willingness to undertake a relatively long interview on a mobile phone
- The unpredictability of the location in which the respondent would be at the time of contact.

Following our methodological experiments and in the context of the current exercise, it was not recommended that the overall sampling frame should not include mobile numbers i.e. we sampled from landline numbers only.

Defining the sample and setting representative quotas

A sample is defined from the population under consideration, and its properties should match those of the total population. For this survey programme, the sample was designed to be representative of the population in terms of:

- Age
- Gender
- Working status.

Using the 2008 mid-year updates of the 2001 Census, quotas were set on these three variables within Allerdale, Copeland, and the remaining four districts of Cumbria i.e. the Rest of Cumbria to that ensure a representative sample was achieved.

Although the last UK census was undertaken in 2001, the ONS provides updates on a yearly basis, and takes its information from a number of sources:

- Data for births and deaths are obtained from the General Register Office through compulsory registrations of all births and deaths occurring in England and Wales.

Internal migration, that is the movement of people within England and Wales, is estimated using:

- The NHS Central Register (NHSCR) which records movements of patients between Health Areas
- Annual downloads of each patient register from Health Areas which is used to count the number of people who re-register or notify their GP of a change in address.

International migration is estimated from a number of sources including the:

- International Passenger Survey (IPS)
- Labour Force Survey data
- Home Office data (for the number of asylum seekers and their dependents)
- Irish Quarterly National Household Survey and the National Health Service Central Register data (for estimates of flows between the UK and the Republic of Ireland).

A wide range of other data sources are used to estimate the number of emigrants at sub-national level through a regression model.

With respect to working status, the 2001 Census results are used for quota setting.

Fieldwork considerations

That the interview was free from extraneous interruptions and avoided the risk of self-selection bias that can possibly be introduced when using other methods ruled out postal or on-line self-completion methods.

In our experience, the direct involvement of a trained interviewer gives a better assurance that an interview will be conducted under proper control, and we considered that an interviewer led interview was important for this survey programme.

This left us with essentially two approaches which could be used:

- Face-to-face, in-home interviewing
- In-home telephone interviewing.

A full discussion of the relative merits of face-to-face and telephone interviewing is set out in our proposal to the MCMRWS Partnership.

Given the geography of Cumbria, and the difficulties associated with achieving a representative sample in a largely rural county, a face-to-face method of interviewing was ruled out.

Given all of the comments above and the need to use a consistent approach for tracking results over future waves of research, it was decided to conduct quota controlled interviewer administered telephone interviews for this survey programme. A major advantage of this method is the fact that, since interviewing each wave can be completed in a few days, then the data collected is least affected by extrinsic factors. Telephone interview was undertaken using Computer Assisted Telephone Interviewing (CATI). During the CATI interviewing process the data was captured directly to our computing system thus enabling results to be processed quickly following the completion of each wave of fieldwork.

To maximise the response rate to our surveys, each number was called back up to seven times.

The questionnaire and survey materials to be used

We believe that the questionnaires, designed specifically for this survey, were clear and easily understood and provided the respondent with the opportunity to provide relevant and accurate answers. If the questions had been worded in a way that lacked clarity, the respondent may not have understood them easily and this may have resulted in inaccurate answers.

The questionnaires designed for each wave of the survey were fully structured and contained a combination of pre-coded and open-ended questions, demographic and standard quality control questions. The initial drafts were compiled by the Ipsos MORI research team in close collaboration with the Partnership, and all questionnaires were approved by our Polls for Publication Director (copies of the final questionnaires are appended). The questionnaires took an average of 15-20 minutes to administer to the adult residents who took part in the surveys.

The questions asked were carefully considered, clear and to the point. The questionnaires were also structured so that the interviewer read out the introduction and each of the questions word-for-word from the questionnaire script in the order required. As C A Moser and G Kalton highlight in their chapter on 'questionnaires', it is important that the questions:

- a) are specific;
- b) are phrased using simple language;
- c) are unambiguous;
- d) do not use vague words;
- e) are not leading;
- f) do not presume anything about the respondent;
- g) are not too hypothetical in nature;
- h) are appropriately personalised;
- i) are not embarrassing;
- j) use

appropriate questions on periodic behaviour; and k) are realistic in terms of respondents relying on memory.¹

Furthermore, no assumptions were made regarding any previous knowledge respondents may have had of the issues under consideration.

The interview process

It was important to ensure that we interviewed a representative sample of adult residents (16+ years) in each of the sampling areas, and our quotas ensured this. To ensure that they fell in line with our quota requirements, on agreeing to take part, respondents were then asked filter questions on their home location, age, gender and working status; interviews were terminated politely if respondents were out of quota.

The survey introduction and questions were read out to respondents verbatim from the questionnaire script. The introduction included an assurance that all responses would be entirely confidential and that no individual respondent's answers would be identifiable – this is one of the requirements of the Market Research Society's Code of Conduct.

Great care was taken to introduce the survey to respondents in a neutral and balanced way and did not tell them that the survey was about the siting in West Cumbria of a geological disposal facility. Had this been the case, then it is possible that a higher proportion of those interested in the subject matter would have agreed to take part and a smaller proportion of those who are not interested would have agreed. The initial introduction to potential respondents was as follows:

“Good morning/afternoon/evening. My name is _____ from Ipsos MORI. We are carrying out a survey on behalf of Allerdale Borough Council, Copeland Borough Council and Cumbria County Council on issues affecting the local area.

In keeping with the Market Research Society Code of Conduct, all your responses will be treated in the strictest confidence. The interview lasts around 15 minutes.”

Demographic information was also collected for each respondent, as were address and telephone details for Ipsos MORI quality control purposes.

Respondents were thanked at the end of each interview, which stressed the confidentiality of the answers given and provided the telephone number to call if they had any further queries.

1. ¹“Survey Methods in Social Investigation”, C A Moser and G Kalton (Heinemann Educational Books, 1971), Chapter 13, Questionnaires, pages 303 - 347

Weighting and balancing the data

Weighting is the process by which data are adjusted to reflect the known adult population profile. This is to counter any effects of differential refusal rates, or to correct for any over-sampling. A 'weight' is the percent assigned to a particular demographic descriptor. The sample needs to be weighted if the responses show that particular groups (for example those living in a particular area) are under or over represented in the sample. If this is not carried out then the results will not reflect properly the views of the population being considered.

As described earlier in this document, Allerdale and Copeland, were over sampled in this survey programme. The data was weighted at the analysis stage to be fully representative of the population of these three areas within Cumbria (via 2008 mid-year Census estimates) in terms of age within gender and working status in each area. Having ensured that the results in each area were representative, the samples for each were then balanced to reflect the population of Cumbria as a whole.

Analysis and reporting

Our reports are based upon the results set out in full sets of computer tabulations lodged under separate cover with the Partnership.

It should be remembered at all times that a *sample* and not the *entire population* of Cumbria residents took part in the surveys. Consequently, all results are subject to sampling tolerances, which means that not all differences are statistically significant. Only statistically significant differences have been recorded in our reports.

Quality and compliance

Ipsos MORI is registered under the Data Protection Act and, as required by the Act, we have notified the Information Commissioner of the personal data processing we carry out, (notification registration number Z5502515). Furthermore we are accredited to ISO 9001:2008, which demonstrates our commitment to data protection and information security. In August 2008, we became the first market research agency in the UK to achieve the data security 'gold standard', ISO27001 (see appendices for our accreditation).

Trained and experienced interviewers

Fieldwork was carried out by Ipsos MORI's own fully trained and experienced telephone interviewers, and all were briefed on the survey prior to fieldwork commencing.

Also, all interviewers are members of the Interviewer Quality Control Scheme (IQCS), a body recognised by the Market Research Society, which lays down industry-wide minimum standards on interviewer recruitment and training, supervision and back-checking, with records and procedures subject to rigorous annual inspection.

We only employed interviewers who had been thoroughly trained in-house, which is of considerable importance in helping to ensure that consistently high standards of fieldwork are achieved in practice.

Ipsos MORI Telephone is the largest provider of telephone fieldwork in the UK, over 1,200 interviewers and supervisors conducting around 750,000 interviews per annum.

We are proud of the recruitment and training procedures which we have introduced for our telephone interviewers to ensure that our interviewing is conducted to the highest standard.

Recruitment is all conducted in-house, with 70% of applicants contacting us via word-of-mouth recommendations from interviewers already working with us. Additional recruitment comes from local press, university recruitment and employment websites. Prospective applicants have three separate stages to pass before being accepted onto our interview panel:

- The applicant has to pass a telephone interview. This assesses their suitability for working on the telephone by assessing their telephone manner as well as basic requirements.
- After going through a one day training session, applicants are assessed in a simulated live interview stage. This tests their learning from the training, and competence on the CATI system.
- Following a 35 hour probation period, applicants are assessed on their performance over this period following close monitoring.

Throughout their probationary period (the first 35 hours), interviewers are closely monitored and one-to-one coaching is provided.

Live quality control monitoring takes place on all of our projects. A minimum of 10% of all interviews are monitored by trained supervisors listening in real time and able to see what interviewers are coding on their screens in real time. Listening in real time allows supervisors to deal with issues as they arise rather than post fieldwork. Our minimum percentage of 10% is double the ISO20252 minimum requirement. Additionally, ISO20252 only specifies back-checking – all of our checks are conducted in real time.

We see all these training and monitoring procedures as being essential to the fieldwork process. It not only allows us to have confidence in the quality of the work we undertake and

the results generated, but it ensures that the interviewers conducting the work are representing our clients and Ipsos MORI in a professional manner.

Points 3 and 4: Survey timing and employment in the nuclear power industry

3. The Poll by both telephone and field work in three waves at different dates (but before the Fukushima disaster and decisions of the Federal Governments of Germany and Switzerland, and the Italian referendum, to stop and/or phase out nuclear power) contacted 1250 adults in Allerdale (450), Copeland (450) and the rest of Cumbria (350). Of these two-fifths or 40% (500) admitted that they either worked for the nuclear industry or had relatives at work there. Relying on figures and projections in Cumbria in Numbers 2009 published by NHS Cumbria in 2010, the adult (19-65) population of Cumbria is 293,600; and Allerdale and Copeland account for 94,000.

The nuclear industry, including contractors, in West Cumbria employs about 10,000 - see page 35 of this MRWS report - which gives the figure for the percentage living in Allerdale and Copeland. Also see http://www.westcumbriamrws.org.uk/documents/150.1-Partnership_Meeting_Report_3_Mach_2011.pdf

The figure of 10,000 is used based on Sellafield, and not any other nuclear-related employment in Cumbria. (Adding in employees of BAE at Barrow although not totally nuclear related, the number might be increased by 5000.)

These figures, with copies of pages from the Poll report on methodology, background and summary, were submitted to Mr Gerald de Groot, B.Sc, a Fellow of the British Market Research Society and a former Chairman of that professional association, a market research practitioner observations. His comments were:

4. If I understand your figures correctly, (note the figure quoted to him of employees etc was 10,000) and even if all the Sellafield employees lived in Allerdale and Copeland, they would still only form 9.4% of a representative sample. They form 40% of this one and no amount of weighting by social class or age would compensate for such a skew. I can think of three reasons why this might have arisen.

It could have been deliberate; it may be that Sellafield employees have a higher rate of home e-mail connection than others. Possible, but not enough to account for such a bias. Given the nature of the topic Sellafield employees were most inclined to respond to the survey. Most likely. However and whatever, it still results in a very biased survey.

Point 3: Survey timing

Mr. Baron quite rightly points out that fieldwork for the three waves of the survey took place before the Japanese earthquake and tsunami and the effect of these on the Fukushima nuclear power plants (fieldwork for Wave 3 of the survey was completed three weeks prior to

these events). However, reference to the situation in Fukushima is made in our Wave 3 report (Page 4).

Point 3: Employment in the nuclear power industry

To establish if the sample was representative in terms of employment in the nuclear power industry, respondents in Wave 1 who were in employment were asked if they were employed in the industry, or in other areas including the local councils. They were also asked if any of their close family members, relations or friends were employed in any of these industries.

<p>Q22 ASK PART A IF RESPONDENT IS EMPLOYED FULL OR PART TIME OR SELF-EMPLOYED AT QS3 Q22a) Are you employed by any of the following... ? READ OUT MULTICODE OK</p> <p>ASK ALL Q22b) Are any of your close family members, relations or friends, employed by any of the following... ?</p>	<p>_____ The nuclear power industry</p> <p>_____ The Council</p> <p>_____ The Ministry of Defence (MoD) / Armed Forces</p> <p>_____ Any other Government Department</p> <p>_____ The Health and Safety Executive (HSE)</p> <p>_____ Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)</p> <p>_____ None of these</p> <p>_____ Don't know</p>
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Of the 719 respondents in employment, 49 (7%) were at that time employed in the nuclear power industry, equating to 4% of the overall sample. This figure is in line with the figures for employment in the nuclear power industry quoted in Mr. Baron's Point 3 above i.e. the Wave 1 sample was representative with respect to employment in the nuclear power industry.

Table 2 presents Wave 1 **respondent** employer in terms of the sample as a whole.

Table 2 (Wave 1) Q22a <u>respondent</u> employer	All 1,277 %	Allerdale 459 %	Copeland 461 %	Rest of Cumbria 357 %
The nuclear power industry	4	5	16	1
The Council	5	8	6	4
The Ministry of Defence (MoD) / Armed Forces	1	0	1	1
Any other Government Department	4	5	4	3
The Health and Safety Executive (HSE)	<0.5	0	1	0
Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)	0	0	0	0

Source Ipsos MORI

Overall, 39% of either respondents or someone amongst their close family members, relations or friends were employed in these industries.

Having established in Wave 1 that the sampling approach produced a representative sample of respondents in terms of their personal employment in the nuclear power industry, Waves 2 and 3 asked only one question regarding employment in these industries:

Q20	Are you or any of your close family members, relations or friends, employed by any of the following... ?
	READ OUT MULTICODE OK
	The nuclear power industry
	The Council
	The Ministry of Defence (MoD) / Armed Forces
	Any other Government Department
	The Health and Safety Executive (HSE)
	Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)
	None of these
	Don't know

At 43% in both Waves 2 and 3, the proportion of respondents or someone amongst their close family members, relations or friends employed in these industries was in line with the 39% reported in Wave 1.

Point 4: Clarification of survey approach

4. If I understand your figures correctly, (note the figure quoted to him of employees etc was 10,000) and even if all the Sellafield employees lived in Allerdale and Copeland, they would still only form 9.4% of a representative sample. They form 40% of this one and no amount of weighting by social class or age would compensate for such a skew. I can think of three reasons why this might have arisen.

It could have been deliberate; it may be that Sellafield employees have a higher rate of home e-mail connection than others. Possible, but not enough to account for such a bias. Given the nature of the topic Sellafield employees were most inclined to respond to the survey. Most likely. However and whatever, it still results in a very biased survey.

We take this opportunity to clarify that the surveys were undertaken by **telephone**, using the approach described and no data was collected online.

Point 5: Was the question relating to the British Geological Survey biased?

5. I then put to De Groot a question about one of the questions to respondents that to me fell short on both honesty and clarity. Whilst the respondents were told by the questioner that certain areas of West Cumbria had been ruled out by the British Geological Survey (document no 116) the said respondents were not told the other related observation in the same sentence of the Survey that it did not express any opinion that other sites were suitable.

Thus, given the possible lack of knowledge of the BGS Survey of the average respondent questioned at the telephone or on the doorstep, he or she might easily infer that if one area was excluded, other areas might be included - which is not what the BGS intended. And which I submit would tend to encourage a positive answer to the GDF proposal.

Two questions were asked in relation to the above survey. **All** respondents were provided with clear information on the British Geological Survey and asked if they were aware of it. Only **those who were aware** of the British Geological Survey as described were asked if, as far as they knew, the area of their home location had been ruled out.

Q14	Last September the West Cumbria Managing Radioactive Waste Safely Partnership published the results of a study of the geology of West Cumbria (in other words a study of the rock underneath West Cumbria). The study was carried out by the British Geological Survey who are the UK's independent geology experts. Using existing information, the British Geological Survey reviewed the whole of West Cumbria and ruled out those areas where the geology is <u>definitely unsuitable for a geological disposal facility</u>. Before this interview were you aware of this study?
	SINGLE CODE ONLY
 Yes, I was aware of the study ASK Q15
 No, I was not aware of the study GO TO Q16
 Don't know

Q15 ASK ALL WHO WERE AWARE OF THE STUDY AT Q14 OTHERS GO TO Q16

As far as you know, as a result of the British Geological Survey study carried out last September, has the place where you live, that is, the area within 15-20 minutes walk of your home been ruled out because the geology is definitely unsuitable for a geological disposal facility?

- Yes, where I live was ruled out as being unsuitable
- No, where I live was NOT ruled out, and it is still under consideration
- Where I live was on the border line
- I do not know whether where I live was ruled out or not

As described earlier, when developing questions we aim to ensure that these are clear, simple to understand and unbiased. Our Polls for Publication procedures ensured that these questions as assessed by our senior director, were fair and not leading.

The purpose of these questions was to establish whether respondents' opinions on the key question (Question 9) about support or opposition to the local councils taking the next step in identifying possible sites was influenced by their knowledge of whether their home location was included or excluded from the search.

Q9 **To what extent are you in favour of, or opposed to, the West Cumbria Managing Radioactive Waste Safely Partnership recommending that the local councils (Allerdale, Copeland and Cumbria County) take the next step in the Managing Radioactive Waste Safely process which would mean starting to identify possible sites for locating a geological disposal facility? The councils would retain the right to withdraw from the process if they wished.**

PROMPT IF NECESSARY

- Is that strongly or only tend to?**
- Strongly in favour of**
- Tend to be in favour of**
- Neither favour nor oppose**
- Tend to oppose**
- Strongly oppose**
- Don't know

The positioning during of Questions 14 and 15 after the key Question 9, means that no bias was introduced to this important question (Q9). Furthermore, sufficient information was provided on the British Geological Survey to enable respondents to be clear on their personal awareness of it.

With respect to the possible impact of awareness that their home location has been ruled out because the geology is definitely unsuitable for a geological disposal facility, our report concluded:

*“Among those who stated that they were aware of the Geological Survey and that their area had **not been ruled out** (66 respondents), the level of support for taking the next step in the Managing Radioactive Waste Safely process was higher (+49%) than among those who*

were aware of the Geological Survey and that their area **had been ruled out** (165 respondents; +42%). This level of net support among the former group, while interesting, is **not statistically significant** and cannot be used to make broad assumptions about levels of support in ruled in and ruled out areas.”

Point 6: Validity

6. The conclusion...So we have two grounds for doubting the validity of the study.

i .A highly skewed sample on a most important characteristic.

ii . An inadequate question with regard to one of the most important issues being investigated

7. In my view then the Poll cannot be relied on at all as a valid expression of the opinion of the residents of West Cumbria. Which is a view not so far different from that of the Newcastle consultants referred to in para 2 above.

We hope that in this document we have provided a clear response to the two issues raised in Point 6 above and have demonstrated that the results are meaningful in the context of the community's deliberation on whether or not to participate without commitment in Government's siting process for a geological disposal facility.

In response to Point 7, we set out below the accepted rationale for conducting sample surveys.

Why a sample and not a census i.e. survey of all Cumbria residents?

A census is a survey covering the entire population; when the target population is very large, and we are only able (or we choose) to collect, analyse or study only some members of a population then we are carrying out a survey. By defining some proportion of the total population to study; we are creating a sample.

Sample surveys are undertaken on the basis that the samples are **representative of the defined population**, which might be adults in Britain, employees of a company, companies with annual turnover between £1m and £100m, or people with access to the internet at home. In this instance, the defined population is Cumbria adults aged 16+ years.

Being representative means that the sample is sufficiently like the parent population in terms of its characteristics and opinions, so that we can draw conclusions about the population with some confidence.

In this instance, conducting a census was not seen as a viable option for several reasons, including cost and time, so sample surveys were undertaken, and are planned to be undertaken in future.

Point 8: Concluding remarks

8. I would also add that if the Partnership truly asserts and believes in the principles of voluntarism and localism-the essentials of a credible transparent public dimension in the process are that it should be an open and democratic, then in order to comply with the principles for the participating local authorities in the 2008 White Paper CM 7386, it has to decide upon and agree with individuals valid concerns, and with NGO's with legitimate interests in the outcomes of the process, whether or not members of the Partnership, other flawless and independently validated methods of ascertaining opinion across West Cumbria from residents, migrant workers, and visitors.

We have not addressed this point since it is not related to specific aspects of the survey programme for which Ipsos MORI has been commissioned.

Appendices

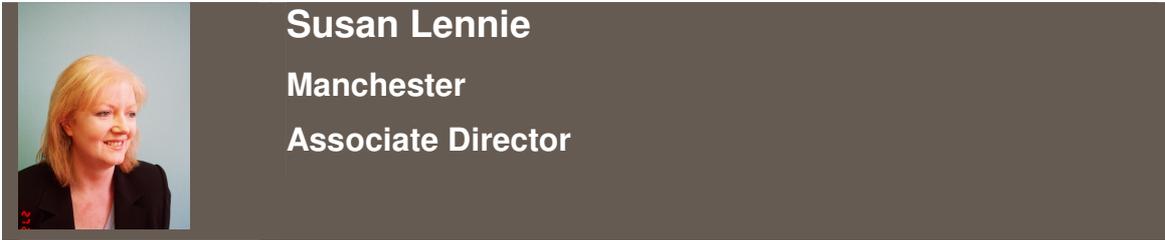
Ipsos MORI Personnel Pen Portrait C.V.s

Questionnaires

Quality Accreditation

Appendix 1

Pen Portrait C.V.s



Susan was a founder member of Ipsos MORI North helping to set up the Manchester office in February 2000, and she has worked for a broad range of clients in both the public and private sectors.

She is experienced in both quantitative and qualitative research methods, and her qualitative experience includes moderating focus groups amongst hard to reach groups including special needs adults and children, teenage mothers, and EMG youths.

Susan's quantitative experience includes managing large scale ad-hoc and tracking studies for a variety of clients including Trafford MBC, South and West Yorkshire PTEs and Merseytunnels.

Susan has also worked for several clients in conjunction with a variety of outside consultants including Jacobs, Faber Maunsell, Regeneris and WSP.

Susan has worked on several environmental projects including a public opinion study on attitudes to nuclear energy and waste disposal for the Nuclear Installations Inspectorate (published in the Nuclear Engineer).

Between 1996 and 1999 Susan was Research Manager of Taylor Nelson in Manchester, and for the four years prior to that she was Research Officer for Strathclyde Passenger Transport Executive. Between 1977 and 1992, Susan worked as a Research Scientist for the Department of Medicine of Glasgow University, based in The Royal Infirmary. Her research has been published in medical journals including the British Medical Journal. Susan is a member of the MRS.



Nicola Moss
Manchester
Associate Director

Nicola has worked for Ipsos MORI North since 2003. The focus of her work is in local government. Nicola is jointly responsible for managing the latest iteration of the Government's statutory Place Surveys and has run both qualitative and quantitative research projects. In particular, Nicola has managed your Place Survey, BVPI surveys, Quality of Life survey, as well as your Manchester Residents' Panel and Employees surveys

In another guise, Nicola is the quality representative for the Manchester office, ensuring that the relevant MRQSA and ISO quality and data protection accreditations are adhered to so that information security is not compromised, and clients can be reassured of the integrity of the data.

Nicola joined us from Progressive Partnership Ltd, a full service market research company in Edinburgh. As a Senior Research Executive, Nicola spent three years managing both qualitative and quantitative key accounts for a diverse range of both private industry and public sector clients.

Prior to that Nicola worked for the Customer Management Consultancy, a research company that specialises in customer satisfaction research. Nicola worked there for three years and managed projects for a wide range of public and regulatory bodies. In 1996 Nicola graduated from Queen Margaret University College with a BA Hons in Retail Business. Nicola is a member of the MRS.



Caroline Callahan

London

Research Director

Caroline is a Research Director and has worked in market and commercial research for 25 years and in the last year she has been managing much of our work on the Manchester TIF consultation work.

She commenced her research career at RAL in 1981 working across numerous markets such as automotive, tobacco, sports and DIY. In 1984 she joined Gallup undertaking both social and commercial research in this country and internationally. Caroline is very committed to raising standards in market research and throughout her career has undertaken dozens of official and legal research studies the results to which have been used within formal applications, tribunals, commissions and courts of law – an area of research where methodological rigor and reporting is of key importance. In addition to undertaking and specifying such studies she has also been commissioned to carry out many critiques and peer reviews of other agencies' research studies.

Caroline is a Full Member of MRS and sits on the Market Research Standards Board.

Appendix 2

Questionnaires

RADIOACTIVE WASTE SURVEY : WAVE 1

QUESTIONNAIRE FINAL

Good morning/afternoon/evening. My name is _____ from Ipsos MORI. We are carrying out a survey on behalf of Allerdale Borough Council, Copeland Borough Council and Cumbria County Council on issues affecting the local area.

In keeping with the Market Research Society Code of Conduct, all your responses will be treated in the strictest confidence. The interview lasts around 15 minutes.

S. Please could you tell me your full postcode. This is just so I can check if you live in an area covered by the survey? IF UNRECOGNISED, CODE DK, IF REFUSED FULL POSTCODE CODE REF.
WRITE IN

S4 Can I just check that you live in the District Council area of ...?
READ OUT FROM QUOTA SHEET
SINGLE CODE

	Allerdale,	1	
	Barrow in Furness	2	
	Carlisle	3	
	Copeland	4	
	Eden	5	
	South Lakeland	6	
	Elsewhere	X	THANK & CLOSE

**IF RESPONDENT IS NOT IN CORRECT AREA (AS PER SAMPLE), CLOSE & THANK
PROCEED IF IN QUOTA.
IF NOT, CLOSE & THANK**

S1. GENDER (DO NOT ASK)
SINGLE CODE

	Male	1
	Female	2

To make sure we interview a good cross-section of adults across Cumbria, can I ask:

S2. How old are you?
IF RESPONDENT REFUSES: Could you tell me in which of the following bands your age falls into?
WRITE IN

	SINGLE CODE	Under 16	1	THANK & CLOSE
		16-19	2	Quota A
		20-24	3	
		25-34	4	
		35-44	5	Quota B
		45-59	6	
		60-64	7	Quota C
		65+	8	
		Refused	9	THANK & CLOSE

S3	And are you....READ OUT		Quota D	
	SINGLE CODE ONLY. READ OUT			
	Full time working 30 hours or more a week, including full time self employed	1		
	Working part time 8 - 29 hours a week, including part time self employed	2		
	Not working (under 8 hrs) - housewife	3		
	Not working (under 8 hrs) - unemployed (registered)	4		
	Not working (under 8 hrs) - unemployed (not registered but looking for work)	5		
	Not working (under 8 hrs) - retired	6		
DO NOT READ OUT	Not working (under 8 hrs) - student	7	Quota E	
	Not working (under 8 hrs) - other (inc. disabled)	8		
	Don't know	99		THANK & CLOSE
	Refused	98		

Q1. What issues, if any, are of concern to you in your local area? PROBE FULLY What other issues?		
	SINGLE CODE 1 st mention	MULTICODE OK Other mentions
Breakdown of family values	1	1
Climate change	2	2
Countryside conservation	3	3
Crime	4	4
Defence and foreign affairs	5	5
Education	6	6
Future supply of energy	7	7
Health	8	8
Housing	9	9
Immigration	10	10
Industrial/gas leaks – <u>not nuclear</u>	11	11
Litter/dog fouling	12	12
Major industrial accident	13	13
Not enough recycling	14	14
Nuclear industry	15	15
Nuclear/radioactive waste	16	16
Pollution	17	17
Radioactivity/radioactive leaks	18	18
Recession/unemployment	19	19
Terrorism	20	20
Traffic congestion	21	21
Toxic/chemical dumping	22	22
Vandalism/anti-social behaviour	23	23
Waste disposal/landfill problems – <u>not nuclear</u>	24	24
Other (specify)	25	25
None	26	26
Don't know	99	99

Q2. The Government has recently given much attention to planning Britain's future energy strategy, and I'd like to ask which kinds of power station, in your view, should be built in future in Britain. For each type of power station I read out please tell me if you would support or oppose it being built in the future?
 ROTATE.
 PROMPT IF NECESSARY: Is that strongly or only tend to ...?
 SINGLE CODE FOR EACH

	Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Don't know
Coal power stations, with carbon capture and storage	1	2	3	4	5	6
Nuclear power stations	1	2	3	4	5	6
Gas power stations	1	2	3	4	5	6
Wind farms on the land	1	2	3	4	5	6
Wind farms off the coast	1	2	3	4	5	6

READ OUT

Now I want to talk to you about radioactive waste in particular.

Radioactive waste is mainly a by-product of the nuclear energy industry and some comes from other sources including medical use. Some radioactive waste decays to an acceptably low level of risk after only a few days but some can remain radioactive for hundreds of thousands of years. At present there is no use for radioactive waste so it needs to be managed and disposed of.

Low level radioactive waste includes solid material that has come in contact with radioactivity. It comes mainly from the operation and dismantling of nuclear power plants. It consist mostly of redundant equipment, protective clothing and packaging, as well as soil and building materials. Most of this waste is currently sent to the Low Level Waste Repository near the village of Drigg in Cumbria.

Higher level radioactive waste includes liquids which can generate a lot of heat, and which are made safer by solidifying and cooling, as well as other contaminated materials such as pipe-work and fuel casings. This waste is currently stored above ground mainly at Sellafield and at power stations.

Q3. Could you please indicate how strongly you agree or disagree with each of the following statements regarding radioactive waste in Britain?
 ROTATE. PROMPT IF NECESSARY: Is that strongly or only tend to ...?
 SINGLE CODE FOR EACH

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
The Government should place higher level radioactive waste in a deep <u>underground</u> disposal facility, as recommended by the Committee on Radioactive Waste Management	1	2	3	4	5	6
Radioactive waste is currently being well managed	1	2	3	4	5	6
It is the responsibility of this generation to deal with radioactive waste rather than leave it to future generations	1	2	3	4	5	6
The nuclear industry does not have all the answers for dealing with radioactive waste	1	2	3	4	5	6
The management of radioactive waste is not currently given a high enough priority	1	2	3	4	5	6
Existing issues related to radioactive waste should be dealt with before any new nuclear power stations are built	1	2	3	4	5	6

READ OUT

I would now like you to consider the disposal of higher level radioactive waste, which is currently stored above ground at Sellafield and at power stations.

Q4. Before this interview, had you heard that the British Government is looking for an <u>underground</u> site called the Geological Disposal Facility to dispose of the country's <u>higher</u> level radioactive waste? SINGLE CODE ONLY	Yes – had heard,	1
	No – had not heard	2

Q5. How much do you feel you know about the British Government's invitation to communities across Britain to <u>discuss</u> the <u>possibility</u> of having the Geological Disposal Facility located in their area? Would you say you ... READ OUT SINGLE CODE ONLY	...know a lot	1	
	...know a fair amount	2	
	...know just a little	3	
	...have heard of but know almost nothing about	4	
	...have never heard of	5	
	Don't know	99	

Q6. Are you aware, or not, that Britain's Government has said that each of the following are features of the current <u>discussions</u> about the location of the Geological Disposal Facility? READ OUT SINGLE CODE ONLY FOR EACH		Yes was aware	No was not aware
	The Government is looking for a community to <u>volunteer</u> to locate the Geological Disposal Facility in their area	1	2
	Talking to Government about locating the Geological Disposal Facility does not <u>commit</u> any community to it	1	2
	... It will be a long time until any construction can start, and during that time participating communities will have the right to <u>withdraw</u> from the process	1	2
	Once a site is chosen in a particular area, the construction and operation of the Geological Disposal Facility will provide local employment and contribute to the local economy for many years	1	2

Q7. How much do you feel you know about the West Cumbria Managing Radioactive Waste Safely Partnership? Would you say you ... READ OUT SINGLE CODE ONLY	...know a lot	1	
	...know a fair amount	2	
	...know just a little	3	
	...have heard of but know almost nothing about	4	
	...have never heard of	5	
	Don't know	6	

ASK Q8

GO TO Q9

Q8. ASK ALL WHO KNOW AT LEAST A LITTLE AT Q7 OTHERS GO TO Q9

Where did you get your information about the West Cumbria Managing Radioactive Waste Safely Partnership? PROBE FULLY Where else? MULTICODE OK

West Cumbria Managing Radioactive Waste Safely Partnership or Council communications:		
	Allerdale Outlook	1
	Copeland Matters	2
	Your Cumbria magazine	3
	At a West Cumbria Managing Radioactive Waste Safely Partnership <u>meeting</u>	4
	A <u>leaflet</u> from West Cumbria Managing Radioactive Waste Safely Partnership	5
	West Cumbria Managing Radioactive Waste Safely Partnership <u>website</u>	6
	Council <u>website</u>	7
	Local Councillor	8
	Leaflet (nsf)	9
Television :		
	News coverage on television	10
	Documentaries	11
	Other TV	12
Radio :		
	News coverage on the radio	13
	Other radio programmes	14
Newspapers/magazines:		
	Articles in national newspapers	15
	Articles in local newspapers	16
	Articles in magazines	17
Internet :		
	On-line news sites	18
	Blogs	19
	Websites	20
Personal experience/ word of mouth:		
	Friend/family member	21
	Family member/friend works in the local Council	22
	Family member/friend works in the nuclear industry	23
	I work in the local or County Council	24
	I work in the nuclear industry	25
	Colleagues	26
	Other (PLEASE SPECIFY)	97
	Can't remember	98
	Don't know	99

READ OUT

The West Cumbria Managing Radioactive Waste Safely Partnership is made up of the six District Councils and the County Council in Cumbria, as well as Town and Parish Councils' Associations, nuclear and environmental regulatory bodies, the Chambers of Commerce and trades unions, Government departments plus the Isle of Man Government.

Q9. ASK ALL Before this interview, had you heard that the West Cumbria Managing Radioactive Waste Safely Partnership is talking to the British Government about <u>possibly</u> locating the Geological Disposal Facility somewhere in West Cumbria? SINGLE CODE	Yes – had heard	1
	No – had not heard	2

Q10. Assuming no commitment is made at this stage, to what extent are you in favour of or opposed to the West Cumbria Managing Radioactive Waste Safely Partnership discussing the <u>possibility</u> of locating the Geological Disposal Facility in West Cumbria with the British Government? PROMPT IF NECESSARY Is that strongly or only tend to? SINGLE CODE	Strongly in favour of	1
	Tend to be in favour of	2
	Neither favour nor oppose	3
	Tend to oppose	4
	Strongly oppose	5
	Don't know	99

IF DON'T KNOW AT Q10, GO TO Q12.

Q11. Why are you in favour of / do you neither favour nor oppose/are you opposed to West Cumbria Managing Radioactive Waste Safely Partnership being in discussion with the British Government about locating the Geological Disposal Facility in West Cumbria? WRITE IN, PROBE FULLY "For what other reasons?"	
--	--

Q12. During this discussion process, to what extent are you confident or not that the West Cumbria Managing Radioactive Waste Safely Partnership ...? READ OUT SINGLE CODE FOR EACH		Very confident	Fairly confident	Not very confident	Not at all confident	Don't know
	...will keep local residents in Cumbria <u>fully</u> informed at each stage of the discussion process	1	2	3	4	5
	...will take the views of Cumbria's residents into account in these discussions	1	2	3	4	5
	... can <u>really</u> pull out of the discussions with Government at any stage	1	2	3	4	5

Q13. **And in which, if any, of the following ways would you prefer to be kept informed of how the discussions between the British Government and West Cumbria Managing Radioactive Waste Safely Partnership are progressing?**
 READ OUT. MULTI CODE OK

Newsletter/leaflets	1	ASK Q14
Websites	2	
Public meetings	3	GO TO Q15
Newspapers	4	
Bulletins on television or radio	5	
Do not wish to be kept information	6	
Don't know	99	

Q14. ASK IF NEWSLETTERS/LEAFLETS OR WEBSITES AT Q13 OTHERS GO TO Q15

Would you like that to be ... (ASK OF EACH MENTIONED AT Q13)

READ OUT. MULTI CODE OK

...newsletters or leaflets from...		
... West Cumbria Managing Radioactive Waste Safely Partnership		1
... (READ OUT LOCAL DISTRICT COUNCIL FROM SAMPLE) Council		2
Other (Please specify)		3
...the website of...		
... West Cumbria Managing Radioactive Waste Safely Partnership		4
...(DISTRICT) Council		5
Other (Please specify)		6
Don't know		99

Q15. **To what extent do you support or oppose locating the Geological Disposal Facility in West Cumbria?**
 PROMPT IF NECESSARY **Is that strongly or only tend to?**
 SINGLE CODE

Strongly support	1
Tend to support	2
Neither support nor oppose	3
Tend to oppose	4
Strongly oppose	5
Don't know	99

IF DON'T KNOW AT Q15, GO TO Q17.

Q16. **Why do you support/oppose/neither support nor oppose (ANS. AT Q15) the location of the Geological Disposal Facility in West Cumbria?**
 WRITE IN, PROBE FULLY **"For what other reasons?"**

Don't know 99

Q17. In which of these ways, if any, have you given your opinion publicly on any issue in the past year or two?

READ OUT MULTICODE

Writing to the Council	1
Writing to West Cumbria Managing Radioactive Waste Safely Partnership	2
Writing to your local Councillor	3
Writing to your MP	4
Writing to a newspaper	5
Membership of a protest group	6
Contributing to an online blog or forum	7
Signing a petition	8
Attending a public meeting	9
In any other way	97
None of these	10

Finally I'd like to ask some questions about you and your household to help us group the answers we receive by different sections of the population. No individuals will be identified.

Q18. How long have you lived in (COUNCIL AREA FROM SAMPLE)?

READ OUT
SINGLE CODE

Under 1 year	1
1-2 years	2
3-5 years	3
6-10 years	4
11-20 years	5
21+ years	5
Don't know	99

Q19. Thinking of your home location, would you say you live in...

READ OUT
SINGLE CODE

... an isolated farm or house	1
...a small village	2
...a small country town	3
...in or around a large town or city	4
Don't know	99

Q20. Including yourself, how many people in your household are aged...?

	16 or over	0-4	5-15
WRITE IN			
None	N/A	7	7
Refused	97	97	97

IF REFUSED AT ANY SECTION IN Q20 SKIP TO Q21

So, just to check that is [CATI TO CALCULATE TOTAL NUMBER FROM Q20] people in the household?

Q21. Does anyone in your household, including yourself, have any long-term illness, health problem or disability which limits daily activities or the work they can do?

IF YES, PROBE "Who? You or someone else?"

MULTICODE OK

Yes, me	1
Yes, someone else	2
No	3
DO NOT READ OUT	Don't know
	99

Q22. ASK PART A IF RESPONDENT IS EMPLOYED FULL OR PART TIME OR SELF-EMPLOYED AT QS3

a) Are you employed by any of the following... ?

READ OUT MULTICODE OK

ASK ALL

b) Are any of your close family members, relations or friends, employed by any of the following... ?

READ OUT MULTICODE OK

ONLY ASK OF RESPONDENT IF IN EMPLOYMENT

	a Respondent	b Other
The nuclear power industry	1	1
The Council	2	2
The Ministry of Defence (MoD) / Armed Forces	3	3
Any other Government Department	4	4
The Health and Safety Executive (HSE)	5	5
Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)	6	6
None of these	7	7
Don't know	99	99

Q23. **Social class**

To ensure that we have a representative sample could you tell me the occupation of the CHIEF WAGE EARNER of the household?

1) What is their position at work/rank/grade?	1
2) What industry do they work in?	2
3) Do they have any qualifications that are relevant to their job?	3
4) How many people are they responsible for at work?	4
5) How many how many people in establishment altogether	5
6) IF UNEMPLOYED: How long unemployed for? IF LESS THAN 3 MONTHS ASK ABOUT LAST JOB	6
7) IF RETIRED: Do they receive a private job related pension?	7
IF YES ASK ABOUT THEIR LAST JOB	8

THIS IS THEN CODED UP BY THE INTERVIEWER INTO A,B,C1,C2,D,E AFTERWARDS.

Don't know	99
Refused	97

Q24. Which one of these ethnic groups would you describe yourself as?

SINGLE CODE ONLY. READ OUT

WHITE		BLACK OR BLACK BRITISH	
British	1	Caribbean	10
Irish	2	African	11
Gypsy/traveller	3		
Any other White background	4	Any other Black background	12
MIXED		ASIAN OR ASIAN BRITISH	
White & Black Caribbean	5	Indian	13
White & Black African	6	Pakistani	14
White & Asian	7	Bangladeshi	15
Any other mixed background	8	Any other Asian background	16
CHINESE		ANY OTHER BACKGROUND	
Chinese	9	Any other background	17
		Refused	97

Q25. Would you be willing to be re-contacted by Ipsos MORI on any issues related to this interview?

SINGLE CODE

Yes	1
No	2

Q26. Thank you. Can I just have your name so that we can contact you if needs be?

WRITE IN

THANK & CLOSE

RADIOACTIVE WASTE SURVEY**WAVE 2 QUESTIONNAIRE FINAL**

Good morning/afternoon/evening. My name is _____ from Ipsos MORI. We are carrying out a survey on behalf of Allerdale Borough Council, Copeland Borough Council and Cumbria County Council on issues affecting the local area.

In keeping with the Market Research Society Code of Conduct, all your responses will be treated in the strictest confidence. The interview lasts around 15 minutes.

S1. **Please could you tell me your full postcode. This is just so I can check if you live in an area covered by the survey? IF UNRECOGNISED, CODE DK, IF REFUSED FULL POSTCODE CODE REF.**
WRITE IN

S2. **Can I just check that you live in the District Council area of ...?**

READ OUT FROM QUOTA SHEET

SINGLE CODE

_____	Allerdale,	1
_____	Barrow in Furness	2
_____	Carlisle	3
_____	Copeland	4
_____	Eden	5
_____	South Lakeland	6
_____	Elsewhere	X

THANK &
CLOSE

**IF RESPONDENT IS NOT IN CORRECT AREA (AS PER SAMPLE), CLOSE & THANK
PROCEED IF IN QUOTA.
IF NOT, CLOSE & THANK**

S3. **GENDER (DO NOT ASK)**
SINGLE CODE

_____	Male	1
_____	Female	2

To make sure we interview a good cross-section of adults across Cumbria, can I ask:

S4. **How old are you?**

IF RESPONDENT REFUSES: **Could you tell me in which of the following bands your age falls into?**

WRITE IN

_____	SINGLE CODE	Under 16	1	THANK & CLOSE
_____		16-19	2	Quota A
_____		20-24	3	
_____		25-34	4	Quota B
_____		35-44	5	Quota C
_____		45-59	6	Quota D
_____		60-64	7	Quota E
_____		65+	8	
_____		Refused	9	THANK & CLOSE

S5. And are you.... READ OUT SINGLE CODE ONLY. READ OUT	Full time working 30 hours or more a week, including full time self employed	1	Quota D
	Working part time 8 - 29 hours a week, including part time self employed	2	Quota E
	Not working (under 8 hrs) - housewife	3	
	Not working (under 8 hrs) - unemployed (registered)	4	
	Not working (under 8 hrs) - unemployed (not registered but looking for work)	5	
	Not working (under 8 hrs) - retired	6	
	Not working (under 8 hrs) - student	7	
	Not working (under 8 hrs) - other (inc. disabled)	8	
	DO NOT READ OUT	Don't know	99
	Refused	98	

Q1. What issues, if any, are of concern to you in your local area? PROBE FULLY What other issues?

MULTICODE OK

Original codes from Wave 1	
Breakdown of family values	1
Climate change	2
Countryside conservation	3
Crime	4
Defence and foreign affairs	5
Education	6
Future supply of energy	7
Health	8
Housing	9
Immigration	10
Industrial/gas leaks – not nuclear	11
Litter/dog fouling	12
Major industrial accident	13
Not enough recycling	14
Nuclear industry	15
Nuclear/radioactive waste	16
Pollution	17
Radioactivity/radioactive leaks	18
Recession/unemployment	19
Terrorism	20
Traffic congestion	21
Toxic/chemical dumping	22
Vandalism/anti-social behaviour	23
Waste disposal/landfill problems – not nuclear	24
New codes since Wave 1	
Flooding	25
Flood damage to home	26
Flood damage to roads or bridges	27
Flood management	28
Floods – poor preparation/management	29
Lack of activities for children/teenagers	30
Lack of parking	31
Lack of public transport	32
Poor state of the roads	33
Windfarms	34
Other	36
None	35
Don't know	99

READ OUT

I would now like to talk to you about radioactive waste.

Radioactive waste is mainly a by-product of the nuclear energy industry and some comes from other sources including medical use. Some radioactive waste decays to an acceptably low level of risk after only a few days but some can remain radioactive for hundreds of thousands of years. At present there is no use for radioactive waste so it needs to be managed and disposed of.

Low activity radioactive waste includes solid material that has come in contact with radioactivity. It comes mainly from the operation and dismantling of nuclear power plants. It consists mostly of redundant equipment, protective clothing and packaging, as well as soil and building materials. Most of this waste is currently sent to the Low Level Waste Repository near the village of Drigg in Cumbria.

Higher activity radioactive waste includes liquids which can generate a lot of heat, and which are made safer by solidifying and cooling, as well as other contaminated materials such as pipe-work and fuel casings. This waste is currently stored above ground mainly at Sellafield and at power stations.

Q2. Could you please indicate how strongly you agree or disagree with the following statement regarding radioactive waste in Britain: that the Government should place higher activity radioactive waste in a deep underground disposal facility, as recommended by the Committee on Radioactive Waste Management?

PROMPT IF NECESSARY: Is that strongly or only tend to ...?

SINGLE CODE

_____	Strongly agree	1	_____
_____	Tend to agree	2	_____
_____	Neither agree nor disagree	3	_____
_____	Tend to disagree	4	_____
_____	Strongly disagree	5	_____
_____	Don't know	99	_____

READ OUT

I would now like you to consider the disposal of higher activity radioactive waste, which is currently stored above ground at Sellafield and at power stations.

Q3. Before this interview, had you heard that the British Government is looking for an underground site called a geological disposal facility to dispose of the country's higher activity radioactive waste?

SINGLE CODE ONLY

_____	Yes – had heard,	1
_____	No – had not heard	2

Q4. How much do you feel you know about the British Government's invitation to communities across Britain to discuss the possibility of having a geological disposal facility located in their area? Would you say you ...

READ OUT SINGLE CODE ONLY

_____	...know a lot	1	_____
_____	...know a fair amount	2	_____
_____	...know just a little	3	_____
_____	...have heard of but know almost nothing about	4	_____
_____	...have never heard of	5	_____
_____	Don't know	99	_____

Q5. Are you aware, or not, that Britain's Government has said that each of the following are features of the current <u>discussions</u> about the location of a geological disposal facility? READ OUT SINGLE CODE ONLY FOR EACH			
	Yes was aware	No was not aware	
The Government is looking for a community to <u>volunteer</u> to locate a geological disposal facility in their area	1	2	
Talking to Government about locating a geological disposal facility does not <u>commit</u> any community to it	1	2	
... It will be a long time until any construction can start, and during that time participating communities will have the right to <u>withdraw</u> from the process	1	2	
Once a site is chosen in a particular area, the construction and operation of a geological disposal facility will provide local employment and contribute to the local economy for many years	1	2	

Q6. How much do you feel you know about the West Cumbria Managing Radioactive Waste Safely Partnership? Would you say you ... READ OUT SINGLE CODE ONLY			
...know a lot	1		
...know a fair amount	2		ASK Q7
...know just a little	3		
...have heard of but know almost nothing about	4		
...have never heard of	5		GO TO Q8
Don't know	6		

Q7. ASK ALL WHO KNOW AT LEAST A LITTLE AT Q6 OTHERS GO TO Q8 Where did you get your information about the West Cumbria Managing Radioactive Waste Safely Partnership? PROBE FULLY Where else? MULTICODE OK	
West Cumbria Managing Radioactive Waste Safely Partnership or Council communications:	
Allerdale Outlook	1
Copeland Matters	2
Your Cumbria magazine	3
At a West Cumbria Managing Radioactive Waste Safely Partnership <u>meeting</u>	4
The "Managing Radioactive Waste Safely: The position in West Cumbria" booklet from West Cumbria Managing Radioactive Waste Safely Partnership	5
A <u>leaflet</u> from West Cumbria Managing Radioactive Waste Safely Partnership	6
West Cumbria Managing Radioactive Waste Safely Partnership <u>website</u>	7
Council <u>website</u>	8
Local Councillor	9
Leaflet (nsf)	10
Television :	
News coverage on television	11
Documentaries	12
Other TV	13
Radio :	
News coverage on the radio	14
Other radio programmes	15
Newspapers/magazines:	
Articles in national newspapers	16
Articles in local newspapers	17
Articles in magazines	18
Internet :	
On-line news sites	19
Blogs	20
Websites	21
Personal experience/ word of mouth:	
Friend/family member	22
Family member/friend works in the local Council	23
Family member/friend works in the nuclear industry	24
I work in the local or County Council	25
I work in the nuclear industry	26
Colleagues	27
Other	29
Can't remember	28
Don't know	99

READ OUT

The West Cumbria Managing Radioactive Waste Safely Partnership is made up of the six District Councils and the County Council in Cumbria, as well as Town and Parish Councils' Associations, nuclear and environmental regulatory bodies, the Chambers of Commerce and trades unions, Government departments plus the Isle of Man Government.

Q8. ASK ALL Before this interview, had you heard that the West Cumbria Managing Radioactive Waste Safely Partnership is talking to the British Government about <u>possibly</u> locating a geological disposal facility somewhere in West Cumbria? SINGLE CODE	
Yes – had heard	1
No – had not heard	2

Q9. Assuming no commitment is made at this stage, to what extent are you in favour of or opposed to the West Cumbria Managing Radioactive Waste Safely Partnership discussing the possibility of locating a geological disposal facility in West Cumbria with the British Government?

PROMPT IF NECESSARY Is that strongly or only tend to?

SINGLE CODE

Strongly in favour of	1
Tend to be in favour of	2
Neither favour nor oppose	3
Tend to oppose	4
Strongly oppose	5
Don't know	99

IF DON'T KNOW AT Q9, GO TO Q11.

Q10. Why are you in favour of / do you neither favour nor oppose/are you opposed to West Cumbria Managing Radioactive Waste Safely Partnership being in discussion with the British Government about locating a geological disposal facility in West Cumbria?

WRITE IN, PROBE FULLY "For what other reasons?"

--

Q11. During this discussion process, to what extent are you confident or not that the West Cumbria Managing Radioactive Waste Safely Partnership ...?

READ OUT

SINGLE CODE FOR EACH

	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know
...will keep local residents in Cumbria <u>fully</u> informed at each stage of the discussion process	1	2	3	4	5
...will take the views of Cumbria's residents into account in these discussions	1	2	3	4	5
... can <u>really</u> pull out of the discussions with Government at any stage	1	2	3	4	5

Q12. To what extent do you support or oppose locating a geological disposal facility in West Cumbria? PROMPT IF NECESSARY Is that strongly or only tend to?

SINGLE CODE

Strongly support	1
Tend to support	2
Neither support nor oppose	3
Tend to oppose	4
Strongly oppose	5
Don't know	99

IF DON'T KNOW AT Q12, GO TO Q14.

Q13. **Why do you support/oppose/neither support nor oppose (ANS. AT Q12) the location of a geological disposal facility in West Cumbria?**
WRITE IN, PROBE FULLY "For what other reasons?"

--

Don't know 99

Q14. **Do you recall receiving a booklet from the West Cumbria Managing Radioactive Waste Safely partnership called "Managing Radioactive Waste Safely: The position in West Cumbria" setting out these proposals or not?**
SINGLE CODE ONLY

	Yes, recall receiving a copy	1
	No, do not recall receiving a copy	2
DO NOT READ OUT	Don't know	99

ASK ALL WHO RECALL HAVING RECEIVED A COPY AT Q14 OTHERS GO TO Q16

Q15. **How much, if any, of the booklet would you say you read? Was it...**
SINGLE CODE ONLY

	All of it	1
	Most of it	2
	Some it	3
	Did not read it	4
DO NOT READ OUT	Don't know	99

Finally I'd like to ask some questions about you and your household to help us group the answers we receive by different sections of the population. No individuals will be identified.

Q16. **How long have you lived in (COUNCIL AREA FROM SAMPLE)?**

READ OUT
SINGLE CODE

_____	Under 1 year	1
_____	1-2 years	2
_____	3-5 years	3
_____	6-10 years	4
_____	11-20 years	5
_____	21+ years	6
	Don't know	99

Q17. **Thinking of your home location, would you say you live in...**

READ OUT
SINGLE CODE

_____	... an isolated farm or house	1
_____	...a small village	2
_____	...a small country town	3
_____	...in or around a large town or city	4
	Don't know	99

Q18. **Including yourself, how many people in your household are aged...?**

	16 or over	0-4	5-15

WRITE IN			
None	N/A	7	7
Refused	97	97	97

IF REFUSED AT ANY SECTION IN Q18 SKIP TO Q19

So, just to check that is [CATI TO CALCULATE TOTAL NUMBER FROM Q18] people in the household?

Q19. Does anyone in your household, including yourself, have any long-term illness, health problem or disability which limits daily activities or the work they can do? IF YES, PROBE "Who? You or someone else?" MULTICODE OK	Yes, me	1
	Yes, someone else	2
	No	3
	Don't know	99
----- DO NOT READ OUT -----		

Q20. Are you or any of your close family members, relations or friends, employed by any of the following... ? READ OUT MULTICODE OK	The nuclear power industry	1
	The Council	2
	The Ministry of Defence (MoD) / Armed Forces	3
	Any other Government Department	4
	The Health and Safety Executive (HSE)	5
	Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)	6
	None of these	7
	Don't know	99

Q21. Social class To ensure that we have a representative sample could you tell me the occupation of the CHIEF WAGE EARNER of the household?	1) What is their position at work/rank/grade?	1
	2) What industry do they work in?	2
	3) Do they have any qualifications that are relevant to their job?	3
	4) How many people are they responsible for at work?	4
	5) How many how many people in establishment altogether	5
	6) IF UNEMPLOYED: How long unemployed for? IF LESS THAN 3 MONTHS ASK ABOUT LAST JOB	6
	7) IF RETIRED: Do they receive a private job related pension?	7
	IF YES ASK ABOUT THEIR LAST JOB	8
THIS IS THEN CODED UP BY THE INTERVIEWER INTO A,B,C1,C2,D,E AFTERWARDS.		
Don't know		99
Refused		97

Q22. Which one of these ethnic groups would you describe yourself as?

SINGLE CODE ONLY. READ OUT

WHITE		BLACK OR BLACK BRITISH	
British	1	Caribbean	10
Irish	2	African	11
Gypsy/traveller	3		
Any other White background	4	Any other Black background	12
MIXED		ASIAN OR ASIAN BRITISH	
White & Black Caribbean	5	Indian	13
White & Black African	6	Pakistani	14
White & Asian	7	Bangladeshi	15
Any other mixed background	8	Any other Asian background	16
CHINESE		ANY OTHER BACKGROUND	
Chinese	9	Any other background	17
		Refused	18

Q23. Would you be willing to be re-contacted by Ipsos MORI on any issues related to this interview?

SINGLE CODE

Yes	1
No	2

Q24. Thank you. Can I just have your name so that we can contact you if needs be?

WRITE IN

THANK & CLOSE

RADIOACTIVE WASTE SURVEY

WAVE 3 QUESTIONNAIRE Final 10 Feb 2011

Good morning/afternoon/evening. My name is _____ from Ipsos MORI. We are carrying out a survey on behalf of Allerdale Borough Council, Copeland Borough Council and Cumbria County Council on issues affecting the local area.

In keeping with the Market Research Society Code of Conduct, all your responses will be treated in the strictest confidence. The interview lasts around 15 minutes.

S1. **Please could you tell me your full postcode. This is just so I can check if you live in an area covered by the survey? IF UNRECOGNISED, CODE DK, IF REFUSED FULL POSTCODE CODE REF.**
WRITE IN

S2. **Can I just check that you live in the District Council area of ...?**
READ OUT FROM QUOTA SHEET

	Allerdale,	1	
SINGLE CODE	Barrow in Furness	2	
	Carlisle	3	
	Copeland	4	
	Eden	5	
	South Lakeland	6	
	Elsewhere	X	THANK & CLOSE

**IF RESPONDENT IS NOT IN CORRECT AREA (AS PER SAMPLE), CLOSE & THANK
PROCEED IF IN QUOTA.
IF NOT, CLOSE & THANK**

S3. **GENDER (DO NOT ASK)**
SINGLE CODE

	Male	1
	Female	2

To make sure we interview a good cross-section of adults across Cumbria, can I ask:

S4. **How old are you?**
IF RESPONDENT REFUSES: **Could you tell me in which of the following bands your age falls into?**
WRITE IN

	SINGLE CODE	Under 16	1	THANK & CLOSE
		16-19	2	Quota A
		20-24	3	Quota B
		25-34	4	Quota C
		35-44	5	Quota D
		45-59	6	Quota E
		60-64	7	Quota F
		65+	8	Quota G
		Refused	9	THANK & CLOSE

S5. And are you.... READ OUT SINGLE CODE ONLY. READ OUT	Full time working 30 hours or more a week, including full time self employed	1	Quota D
	Working part time 8 - 29 hours a week, including part time self employed	2	Quota E
	Not working (under 8 hrs) - housewife	3	
	Not working (under 8 hrs) - unemployed (registered)	4	
	Not working (under 8 hrs) - unemployed (not registered but looking for work)	5	
	Not working (under 8 hrs) - retired	6	
	Not working (under 8 hrs) - student	7	
	Not working (under 8 hrs) - other (inc. disabled)	8	
	DO NOT READ OUT	Don't know	99
	Refused	98	

Q1. What issues, if any, are of concern to you in your local area? PROBE FULLY What other issues?

MULTICODE OK

Original codes from Wave 1	
Breakdown of family values	1
Climate change	2
Countryside conservation	3
Crime	4
Defence and foreign affairs	5
Education	6
Future supply of energy	7
Health	8
Housing	9
Immigration	10
Industrial/gas leaks – not nuclear	11
Litter/dog fouling	12
Major industrial accident	13
Not enough recycling	14
Nuclear industry	15
Nuclear/radioactive waste	16
Pollution	17
Radioactivity/radioactive leaks	18
Recession/unemployment	19
Terrorism	20
Traffic congestion	21
Toxic/chemical dumping	22
Vandalism/anti-social behaviour	23
Waste disposal/landfill problems – not nuclear	24
New codes since Wave 1	
Flooding	25
Flood damage to home	26
Flood damage to roads or bridges	27
Flood management	28
Floods – poor preparation/management	29
Lack of activities for children/teenagers	30
Lack of parking	31
Lack of public transport	32
Poor state of the roads	33
Windfarms	34
Other	36
None	35
Don't know	99

READ OUT

I would now like to talk to you about radioactive waste.

Radioactive waste is mainly a by-product of the nuclear energy industry and some comes from other sources including medical use. Some radioactive waste decays to an acceptably low level of risk after only a few days but some can remain radioactive for hundreds of thousands of years. At present there is no use for radioactive waste so it needs to be managed and disposed of.

Low activity radioactive waste includes solid material that has come in contact with radioactivity. It comes mainly from the operation and dismantling of nuclear power plants. It consist mostly of redundant equipment, protective clothing and packaging, as well as soil and building materials. Most of this waste is currently sent to the Low Level Waste Repository near the village of Drigg in Cumbria.

Higher activity radioactive waste includes liquids which can generate a lot of heat, and which are made safer by solidifying and cooling, as well as other contaminated materials such as pipe-work and fuel casings. This waste is currently stored above ground mainly at Sellafield and at power stations.

I would like you to consider the disposal of higher activity radioactive waste, which is currently stored above ground at Sellafield and at power stations.

Q2. Could you please indicate how strongly you agree or disagree with the following statement regarding radioactive waste in Britain: that the Government should place higher activity radioactive waste in a deep underground disposal facility, as recommended by the Committee on Radioactive Waste Management?

PROMPT IF NECESSARY: Is that strongly or only tend to ...?
SINGLE CODE

Strongly agree	1	
Tend to agree	2	
Neither agree nor disagree	3	
Tend to disagree	4	
Strongly disagree	5	
Don't know	99	

Q3. Before this interview, had you heard that the British Government is looking for an underground site called a geological disposal facility to dispose of the country's higher activity radioactive waste?
SINGLE CODE ONLY

Yes – had heard,	1
No – had not heard	2

Q4. How much do you feel you know about the British Government's invitation to communities across Britain to discuss the possibility of having a geological disposal facility located in their area? Would you say you ...
READ OUT SINGLE CODE ONLY

...know a lot	1	
...know a fair amount	2	
...know just a little	3	
...have heard of but know almost nothing about	4	
...have never heard of	5	
Don't know	99	

Q5. Are you aware, or not, that Britain's Government has said that each of the following are features of the current <u>discussions</u> about the location of a geological disposal facility? READ OUT SINGLE CODE ONLY FOR EACH			
	Yes was aware	No was not aware	
The Government is looking for a community to <u>volunteer</u> to locate a geological disposal facility in their area	1	2	
Talking to Government about locating a geological disposal facility does not <u>commit</u> any community to it	1	2	
... It will be a long time until any construction can start, and during that time participating communities will have the right to <u>withdraw</u> from the process	1	2	
Once a site is chosen in a particular area, the construction and operation of a geological disposal facility will provide local employment and contribute to the local economy for many years	1	2	

Q6. How much do you feel you know about the West Cumbria Managing Radioactive Waste Safely Partnership? Would you say you ... READ OUT SINGLE CODE ONLY			
...know a lot	1		
...know a fair amount	2		ASK Q7
...know just a little	3		
...have heard of but know almost nothing about	4		
...have never heard of	5		GO TO Q8
Don't know	6		

Q7. ASK ALL WHO KNOW AT LEAST A LITTLE AT Q6 OTHERS GO TO Q8 Where did you get your information about the West Cumbria Managing Radioactive Waste Safely Partnership? PROBE FULLY Where else? MULTICODE OK	
West Cumbria Managing Radioactive Waste Safely Partnership or Council communications:	
Allerdale Outlook	1
Copeland Matters	2
Your Cumbria magazine	3
At a West Cumbria Managing Radioactive Waste Safely Partnership <u>meeting</u>	4
The "Managing Radioactive Waste Safely: The position in West Cumbria" booklet from West Cumbria Managing Radioactive Waste Safely Partnership	5
A <u>leaflet</u> from West Cumbria Managing Radioactive Waste Safely Partnership	6
West Cumbria Managing Radioactive Waste Safely Partnership leaflet delivered to you door	7
West Cumbria Managing Radioactive Waste Safely Partnership <u>website</u>	8
Council <u>website</u>	9
Local Councillor	10
Leaflet (nsf)	11
Television :	
News coverage on television	12
Documentaries	13
Other TV	14
Radio :	
News coverage on the radio	15
Other radio programmes	16
Newspapers/magazines:	
Articles in national newspapers	17
Articles in local newspapers	18
Articles in magazines	19
Internet :	
On-line news sites	20
Blogs	21
Websites	22
Personal experience/ word of mouth:	
Friend/family member	23
Family member/friend works in the local Council	24
Family member/friend works in the nuclear industry	25
I work in the local or County Council	26
I work in the nuclear industry	27
Colleagues	28
Other	30
Can't remember	29
Don't know	99

READ OUT

The West Cumbria Managing Radioactive Waste Safely Partnership is made up of the six District Councils and the County Council in Cumbria, as well as Town and Parish Councils' Associations, nuclear and environmental regulatory bodies, the Chambers of Commerce and trades unions, Government departments plus the Isle of Man Government.

Q8. ASK ALL Before this interview, had you heard that the West Cumbria Managing Radioactive Waste Safely Partnership is talking to the British Government about <u>possibly</u> locating a geological disposal facility somewhere in West Cumbria? SINGLE CODE	
Yes – had heard	1
No – had not heard	2

Q9. To what extent are you in favour of, or opposed to, the West Cumbria Managing Radioactive Waste Safely Partnership recommending that the local councils (Allerdale, Copeland and Cumbria County) take the next step in the Managing Radioactive Waste Safely process which would mean starting to identify possible sites for locating a geological disposal facility? The councils would retain the right to withdraw from the process if they wished.

PROMPT IF NECESSARY Is that strongly or only tend to?
SINGLE CODE

Strongly in favour of	1
Tend to be in favour of	2
Neither favour nor oppose	3
Tend to oppose	4
Strongly oppose	5
Don't know	99

IF DON'T KNOW AT Q9, GO TO Q11.

Q10. Why are you in favour of / do you neither favour nor oppose/are you opposed to the West Cumbria Managing Radioactive Waste Safely Partnership recommending to the Councils that the search for a possible site to locate a geological disposal facility be started?

WRITE IN, PROBE FULLY "For what other reasons?"

Q11. During this discussion process, to what extent are you confident or not that the West Cumbria Managing Radioactive Waste Safely Partnership ...?

READ OUT
SINGLE CODE FOR EACH

	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know
...will keep local residents in Cumbria <u>fully</u> informed at each stage of the discussion process	1	2	3	4	5
...will take the views of Cumbria's residents into account in these discussions	1	2	3	4	5
... can <u>really</u> pull out of the discussions with Government at any stage	1	2	3	4	5

Q12. To what extent do you support or oppose locating a geological disposal facility in West Cumbria?
PROMPT IF NECESSARY Is that strongly or only tend to?

SINGLE CODE

Strongly support	1
Tend to support	2
Neither support nor oppose	3
Tend to oppose	4
Strongly oppose	5
Don't know	99

IF DON'T KNOW AT Q12, GO TO Q14.

Q13. **Why do you support/oppose/neither support nor oppose (ANS. AT Q12) the location of a geological disposal facility in West Cumbria?**
WRITE IN, PROBE FULLY "For what other reasons?"

Don't know 99

Q14. **Last September the West Cumbria Managing Radioactive Waste Safely Partnership published the results of a study of the geology of West Cumbria (in other words a study of the rock underneath West Cumbria). The study was carried out by the British Geological Survey who are the UK's independent geology experts. Using existing information, the British Geological Survey reviewed the whole of West Cumbria and ruled out those areas where the geology is definitely unsuitable for a geological disposal facility. Before this interview were you aware of this study?**

SINGLE CODE ONLY

----- Yes, I was aware of the study -----	1	ASK Q15
No, I was not aware of the study	2	GO TO Q16
Don't know	99	

ASK ALL WHO WERE AWARE OF THE STUDY AT Q14 OTHERS GO TO Q16

Q15. **As far as you know, as a result of the British Geological Survey study carried out last September, has the place where you live, that is, the area within 15-20 minutes walk of your home been ruled out because the geology is definitely unsuitable for a geological disposal facility?**

SINGLE CODE ONLY

Yes, where I live was ruled out as being unsuitable	1
No, where I live was NOT ruled out, and it is still under consideration	2
Where I live was on the border line	3
I do not know whether where I live was ruled out or not	4

Finally I'd like to ask some questions about you and your household to help us group the answers we receive by different sections of the population. No individuals will be identified.

Q16.	How long have you lived in (COUNCIL AREA FROM SAMPLE)?		
	READ OUT	Under 1 year	1
	SINGLE CODE	1-2 years	2
		3-5 years	3
		6-10 years	4
		11-20 years	5
		21+ years	6
		Don't know	99

Q17.	Thinking of your home location, would you say you live in...		
	READ OUT	... an isolated farm or house	1
	SINGLE CODE	...a small village	2
		...a small country town	3
		...in or around a large town or city	4
		Don't know	99

Q18. Including yourself, how many people in your household are aged...?			
	16 or over	0-4	5-15

WRITE IN			
None	N/A	7	7
Refused	97	97	97

IF REFUSED AT ANY SECTION IN Q18 SKIP TO Q19

So, just to check that is [CATI TO CALCULATE TOTAL NUMBER FROM Q18] people in the household?

Q19. Does anyone in your household, including yourself, have any long-term illness, health problem or disability which limits daily activities or the work they can do?		
IF YES, PROBE "Who? You or someone else?"		
MULTICODE OK		
	Yes, me	1
	Yes, someone else	2
	No	3
-----	Don't know	99
DO NOT READ OUT		

Q20. Are you or any of your close family members, relations or friends, employed by any of the following... ?		
READ OUT MULTICODE OK		
	The nuclear power industry	1
	The Council	2
	The Ministry of Defence (MoD) / Armed Forces	3
	Any other Government Department	4
	The Health and Safety Executive (HSE)	5
	Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)	6
	None of these	7
	Don't know	99

Q21. Social class		
To ensure that we have a representative sample could you tell me the occupation of the CHIEF WAGE EARNER of the household?		
1) What is their position at work/rank/grade?	1	
2) What industry do they work in?	2	
3) Do they have any qualifications that are relevant to their job?	3	
4) How many people are they responsible for at work?	4	
5) How many how many people in establishment altogether	5	
6) IF UNEMPLOYED: How long unemployed for? IF LESS THAN 3 MONTHS ASK ABOUT LAST JOB	6	
7) IF RETIRED: Do they receive a private job related pension?	7	
IF YES ASK ABOUT THEIR LAST JOB	8	
THIS IS THEN CODED UP BY THE INTERVIEWER INTO A,B,C1,C2,D,E AFTERWARDS.		
	Don't know	99
	Refused	97

Q22. Which one of these ethnic groups would you describe yourself as?

SINGLE CODE ONLY. READ OUT

WHITE		BLACK OR BLACK BRITISH	
British	1	Caribbean	10
Irish	2	African	11
Gypsy/traveller	3		
Any other White background	4	Any other Black background	12
MIXED		ASIAN OR ASIAN BRITISH	
White & Black Caribbean	5	Indian	13
White & Black African	6	Pakistani	14
White & Asian	7	Bangladeshi	15
Any other mixed background	8	Any other Asian background	16
CHINESE		ANY OTHER BACKGROUND	
Chinese	9	Any other background	17
		Refused	97

Q23. Would you be willing to be re-contacted by Ipsos MORI on any issues related to this interview?

SINGLE CODE

Yes	1
No	2

Q24. Thank you. Can I just have your name so that we can contact you if needs be?

WRITE IN

THANK & CLOSE

Appendix 3

Quality Accreditation

Our standards and accreditations

Ipsos MORI's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.

ISO 20252:2006 is the international market research specific standard that supersedes BS 7911 / MRQSA and incorporates IQCS (Interviewer Quality Control Scheme); it covers the five stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.

MRS Company Partnership – By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation and we were the first company to sign our organisation up to the requirements and self regulation of the MRS Code; 350 companies have followed our lead.

ISO 9001:2008 - International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.

ISO 27001:2005 - International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.

Data Protection Act – Ipsos MORI is required to comply with the Data Protection Act; it covers the processing of personal data and the protection of privacy.

