

**West Cumbria MRWS Partnership, Document no. 251.1
Response to public comment on draft opinion survey questionnaire, 2012**

Introduction

The public opinion survey is essential to understanding public views on the MRWS process in a statistically representative way. The Partnership therefore took the unusual step of publishing the draft questionnaire for public comment during February 2012.

Comments were received from a number of individuals and from the following organisations: Cumbrians Opposed to a Radioactive Environment; Greenpeace; Cumbrian Association of Local Councils; and the Department for Energy and Climate Change.

This document provides a summary of the comments received and explains how the Partnership intends to adapt the questionnaire in response.

Summary comments and Partnership response (with input from Ipsos MORI)

Comment	Response
A common question was why the survey was not introduced as explicitly about the search for a site for a geological disposal facility in West Cumbria.	This is deliberate. It is well established [Groves, R, Singer, E, and Corning, A. (2000) Leverage-salience theory of survey participation: description and an illustration. <i>Public Opinion Quarterly</i> , Vol 64:29-308] that, when dealing with a controversial topic, being explicit about the topic when asking people to take part can potentially introduce a bias into the sample. This is because those with more polarised views (either for or against) become more likely to agree to take part. This source of bias can be addressed by having a more neutral introduction. It is acknowledged that some respondents may not undertake the survey because the introduction is not specific about its focus: this is judged to be a lesser bias to introduce than telling the respondent up front.
Several people commented that it appeared that the survey was not anonymous because of the reference to recording a name (under Q1).	This is a misunderstanding. The respondent's name is <u>not recorded</u> as part of the interview process. Where a name is asked for this is only to aid the interviewer on those occasions when they will be phoning back at a later date to conduct the interview with a specific member of the household. The respondent is free to give whatever name they wish, it simply allows the interviewer to ask for the right person. The name is not recorded in the data.
Generally there was a significant amount of feedback about the explanatory text preceding each question in the survey. Criticism focused on its length, perceived lack of accuracy or omission of important information.	<p>These criticisms were considered carefully. It was clear that many of the points made were valid, similarly for those that both supported or opposed the process. It would be exceptionally difficult to draft explanatory text that was acceptable to all. As a result the intention is to remove the explanatory text almost entirely.</p> <p>Some 'orientation' text will be retained. This will simply set the questions in basic context – primarily addressing basic facts about the activity of the councils and MRWS Partnership to date. The explanatory text also allows respondents a little time to consider the issues. The intention is to get respondents to focus on the issue in question and recall information that they may have seen to</p>

	<p>date.</p> <p>It is accepted that this may mean some respondents answering the questions on the basis of little or no knowledge of the issues. It is anticipated that the number of such respondents will be limited given the Partnership's extensive efforts at communication over the past three years and in particular during the PSE3 period. This is analogous to the precedent set in elections: voters are not required to have or prove a certain level of knowledge before expressing a view.</p> <p>If, as a result, the survey findings reveal a large number of "Don't Know" responses the Partnership will have to consider the findings on that basis.</p>
<p>Comments on Q2 were limited to aspects of the question phrasing but did not fundamentally challenge the question itself.</p>	<p>No major changes are planned to this question.</p> <p>Its purpose is threefold: to help prompt respondents' recall of information they may have already seen; to provide some guide to the success of the Partnership's communications campaign; and to set the responses to the main "for/against" question in some context.</p> <p>Respondents' views will have equal weight irrespective of how much they claim to know about the issue.</p>
<p>Only one comment was made about Q3. This queried the relevance of asking the question at all.</p>	<p>Following review it was agreed that the question was unnecessary and it will be removed.</p>
<p>Question 4 prompted relatively few comments. There were some suggestions for slight re-wording of the question. Also a few people suggested that reference should be made to the fact that West Cumbria is the only area that has so far expressed an interest in the MRWS process.</p>	<p>The question wording has been amended slightly to reflect some of the feedback. It is not accepted that reference needs to be made to West Cumbria's unique status as this has limited relevance to an individual's view on whether or not West Cumbria should continue to be involved.</p>
<p>Several respondents queried the purpose of Q5.</p>	<p>It is one of the Partnership's key objectives to understand the reasons for support for, opposition to or having no opinion about involvement in the MRWS process. Answers to this question help build this understanding.</p>
<p>A variety of comments were made about the demographic questions at the end of the survey. Criticism focused on the number of questions and their relevance to the issue.</p>	<p>It was agreed that there were too many questions and that some were not justifiable to include. Questions that will be removed include:</p> <ul style="list-style-type: none"> • Q10: Ethnicity – there is no differential impact of geological disposal facility on the basis of ethnicity • Q12: Disability – as above • Q11: Number in household – not necessary • Q15: Nature of home location – possible to derive from postcode • Q17 and Q18: Willingness to be contacted in future – any future work would involve a new sample

Additions to the questionnaire

In order to ensure that each respondent is asked the correct version of Q4, we have added Q2. This new version of Q2 was required because of the degree of overlap between telephone exchanges across the districts in Cumbria. The overlap means that we cannot rely on the telephone number alone to accurately place whether a respondent lives in Allerdale, Copeland or the Rest of Cumbria along the borders of these areas.

Revised questionnaire

A copy of the revised questionnaire is included below. The Partnership will not be considering further public comment on the questionnaire.

RADIOACTIVE WASTE SURVEY (Internal Use Only)

PSE 3 QUESTIONNAIRE FINAL V17 (8th March 2012)

Good morning/afternoon/evening. My name is _____ from Ipsos MORI. We are carrying out an important survey on behalf of Cumbria County Council, Allerdale and Copeland Borough Councils and other organisations. The survey is about issues around possible future developments in the area.

Ipsos MORI follows the Market Research Society Code of Conduct and all your responses will be treated in the strictest confidence. The interview lasts around 10 minutes.

Q1. Can I just check, do you live in Cumbria? SINGLE CODE	Yes	1	CONTINUE
	No	2	THANK AND CLOSE

Q2. And can I check, in which District Council area you live? READ OUT. SINGLE CODE	Allerdale	1	
	Barrow in Furness	2	
	Carlisle	3	
	Copeland	4	
	Eden	5	
	South Lakeland	6	
	Elsewhere	X	THANK AND CLOSE

Q2b	IF Q2a NOT ANSWERED, OR REFUSED, ASK Q2b Please could you tell me your full postcode. ADD IF NECESSARY This is just so we can analyse by where people live? IF UNRECOGNISED, CODE DK, IF REFUSED FULL POSTCODE CODE REF. WRITE IN <input type="text"/>
IF RESPONDENT IS UNABLE TO GIVE A FULL/ACCURATE POSTCODE THEN ASK Q2c	

Q2c.	In which town or village do you live? CHECK AGAINST DATABASE, IF UNRECOGNISED, CODE DK, IF REFUSED CODE REF. IF DK OR REFUSED THEN CLOSE, OTHERWISE CONTINUE WITH INTERVIEW. WRITE IN <input type="text"/>
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RIZZO HOUSEHOLD MEMBER SELECTION PROCESS

Firstly, please tell me how many adults, aged 16 plus, are living in this household.

WRITE IN NUMBER:
Adult selected to take part =
Record name of selected adult

READ OUT IF NECESSARY: **We need to make sure that we talk to a good mix of local residents, to do this we will randomly select an adult in your household to take part in the survey.**

Can I speak to (ADULT SELECTED) now?

If not available, make an appointment to call back at a convenient time.

READ OUT

I would like to talk to you about higher activity radioactive waste. Most of this type of waste in the UK is currently stored above ground at Sellafield.

The Government is looking for a community to volunteer to have a deep underground disposal facility for higher activity radioactive waste built in their area. Allerdale Borough Council, Copeland Borough Council and Cumbria County Council all said they wanted to learn more about the search for a site for a deep underground disposal facility. Initial geological screening has been carried out to check there are areas in Allerdale and/or Copeland which may be worth further investigation.

You may have seen information about this search in the newspapers, on the news or at local events.

[STOP AND PROMPT: WOULD YOU LIKE ME TO REPEAT ANY OF THAT INFORMATION?]

Q3. How much do you feel you know about this search in West Cumbria for a potential site for a deep underground disposal facility for higher activity radioactive waste?		
READ OUT SINGLE CODE ONLY		
I know a lot about it	1	
I know a fair amount about it	2	
I know just a little about it	3	
I have heard of this but know almost nothing about it	4	
I have never heard of it	5	
Don't know	99	

The next stage of the process involves more detailed investigations to see if there are any suitable potential sites for a deep underground disposal facility for higher activity radioactive waste. Allerdale Borough Council, Copeland Borough Council and Cumbria County Council will each, individually, decide whether or not they should take part in the search for a potential site in the areas covered by Allerdale and/or Copeland.

IF IN ALLERDALE AREA AT Q2

Cumbria County Council and Allerdale Borough Council must both agree to go forward with the search in Allerdale for possible sites or the search will not go ahead. Both councils, on behalf of the communities they serve, will have the right to withdraw from the process if they want to, at which point the search would stop. Before they take this decision to continue to the next stage in the search for a suitable site the councils want to understand the views of local residents.

IF IN COPELAND AREA AT Q2

Cumbria County Council and Copeland Borough Council must both agree to go forward with the search in Copeland for possible sites or the search will not go ahead. Both councils, on behalf of the communities they serve, will have the right to withdraw from the process if they want to, at which point the search would stop. Before they take this decision to continue to the next stage in the search for a suitable site the councils want to understand the views of local residents.

IF IN REST OF CUMBRIA AREA AT Q2

Cumbria County Council and the local Borough Council must both agree to go forward with the search in Allerdale and/or Copeland, or the search will not go ahead. Both councils, on behalf of the communities they serve, will have the right to withdraw from the process if they want to, at which point the search would stop. Before they take this decision to continue to the next stage in the search for a suitable site the councils want to understand the views of local residents, in the rest of Cumbria as well as in Allerdale and Copeland.

[STOP AND PROMPT: WOULD YOU LIKE ME TO REPEAT ANY OF THAT INFORMATION?]

Q4. IF IN ALLERDALE SAMPLE AREA AT Q2
From what you know at the moment, do you think that Allerdale Borough Council and Cumbria County Council should or should not take part in the search for a suitable site in Allerdale for a deep underground disposal facility for higher activity radioactive waste?

IF IN COPELAND SAMPLE AREA AT Q2
From what you know at the moment, do you think that Copeland Borough Council and Cumbria County Council should or should not take part in the search for a suitable site in Copeland for a deep underground disposal facility for higher activity radioactive waste?

IF IN REST OF CUMBRIA SAMPLE AREA AT Q2
From what you know at the moment, do you think that Cumbria County council and the local borough councils should or should not take part in the search for a suitable site in Allerdale and/or Copeland for a deep underground disposal facility for higher activity radioactive waste?

PROMPT IF NECESSARY
 SINGLE CODE

Should take part in the search	1
Should not take part in the search	2
Don't know	98
Neutral	99

Q5. IF CODE 1 OR CODE 2 RESPONSE AT Q4 ASK
Why do you think the council(s) should/should not take part in the search?
 IF CODE 98 OR CODE 99 RESPONSE AT Q4 ASK
Why do you say you are neutral /don't know about taking part or not in the search?
 WRITE IN, PROBE FULLY "For what other reasons?"

Finally I'd like to ask some questions about you and your household to help us understand how different types of people feel about this. No individuals will be identified.

Q6. GENDER (DO NOT ASK)
 SINGLE CODE

Male	1
Female	2

Q7. **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
	16-19	2

20-24	3
25-34	4
35-44	5
45-54	6
55-64	7
65+	8
Refused	9

Q8. 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
Working part time 8 - 29 hours a week, including part time self employed	2
Not working (under 8 hrs) - homemaker	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
Don't know	99
Refused	98

DO NOT READ OUT

Q9. ASK PART A IF RESPONDENT IS EMPLOYED FULL OR PART TIME OR SELF-EMPLOYED OR RETIRED AT Q8

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

READ OUT MULTICODE OK

b) Are you/were you employed by any of the following... ?

READ OUT MULTICODE OK

ASK ALL

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

READ OUT MULTICODE OK

	a/b Respondent	c Other
The nuclear industry	1	1
Allerdale Borough Council, Copeland Borough Council or Cumbria County Council	2	2
The Ministry of Defence (MoD) / Armed Forces	3	3
Any other Government Department, agency or regulator	4	4
Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)	5	5
None of these	6	6
Don't know	99	99

Q10. How long have you lived in (COUNCIL AREA FROM Q2)?

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

Q11.	In ten years' time, where do you think you will be living?		
	READ OUT	in the same house/flat I am living in now	1
	SINGLE CODE	Somewhere in the same borough as I am living in now	2
		Somewhere else in Cumbria	3
		Somewhere outside Cumbria but in the UK	4
		Somewhere else outside the UK	5
	DO NOT READ OUT	Not expecting to be alive	6
		Don't know	99

Q12. IF POSTCODE NOT ALREADY PROVIDED AT Q2b ASK Q12.
Please could you tell me your full postcode. ADD IF NECESSARY This is just so we can analyse by where people live?
 IF UNRECOGNISED, CODE DK, IF REFUSED FULL POSTCODE CODE REF.
 WRITE IN

IF RESPONDENT IS UNABLE TO GIVE A FULL/ACCURATE POSTCODE THEN ASK Q12b

Q12b. **In which town or village do you live?**
 CHECK AGAINST DATABASE, IF UNRECOGNISED, CODE DK, IF REFUSED CODE REF.
 WRITE IN

IF RESPONDENT'S HOME LOCATION IS UNRECOGNISED, CODE DK, IF REFUSED CODE REF, THEN ASK Q12c

Q12c	Can I just check that you live in the District Council area of ...?		
	READ OUT FROM SAMPLE SHEET	Allerdale	1
	SINGLE CODE	Barrow in Furness	2
		Carlisle	3
		Copeland	4
		Eden	5
		South Lakeland	6
		Elsewhere	X

THANK & CLOSE