

A robust survey of a representative cross-section of residents

- Three concurrent surveys, one in each area: Allerdale, Copeland and Rest of Cumbria
- Interviewing took place between 8th March and 16th May 2012
- Each survey used the same approach – scrutinised by external expert reviewers – telephone interviews with a random sample of adult residents
- For each area, all households in the area had an equal probability of taking part, and each adult resident in the household had an equal probability of taking part. Results are weighted to be representative of the adult population in the area

A robust survey of a representative cross-section of residents

- A statistically robust sample of more than 1,000 in each area, an overall response rate of 45.6%
- An 8 minute questionnaire – developed to be fair and balanced, tested to make sure that residents could easily understand and answer the questions. It underwent internal scrutiny to ensure it was fit for purpose
- The questionnaire was open to external expert review and public comment, the final questionnaire took these comments into account

The proportion of employees in the nuclear industry is in line with the actual figures

- The proportion of respondents working within the nuclear industry is in line with the known figures:
 - 9,300 work at Sellafield¹; these represent 35% of employed residents in Copeland and 10% of employed residents in Allerdale²
 - 240 respondents in Copeland work in the nuclear industry, representing 32% of those in Copeland who are working
 - A further 77 respondents in Allerdale work in the nuclear industry, representing 11% of those in Allerdale who are working

Base: All respondents (see above) surveyed between 8th March and 16th May 2012

Ipsos MORI

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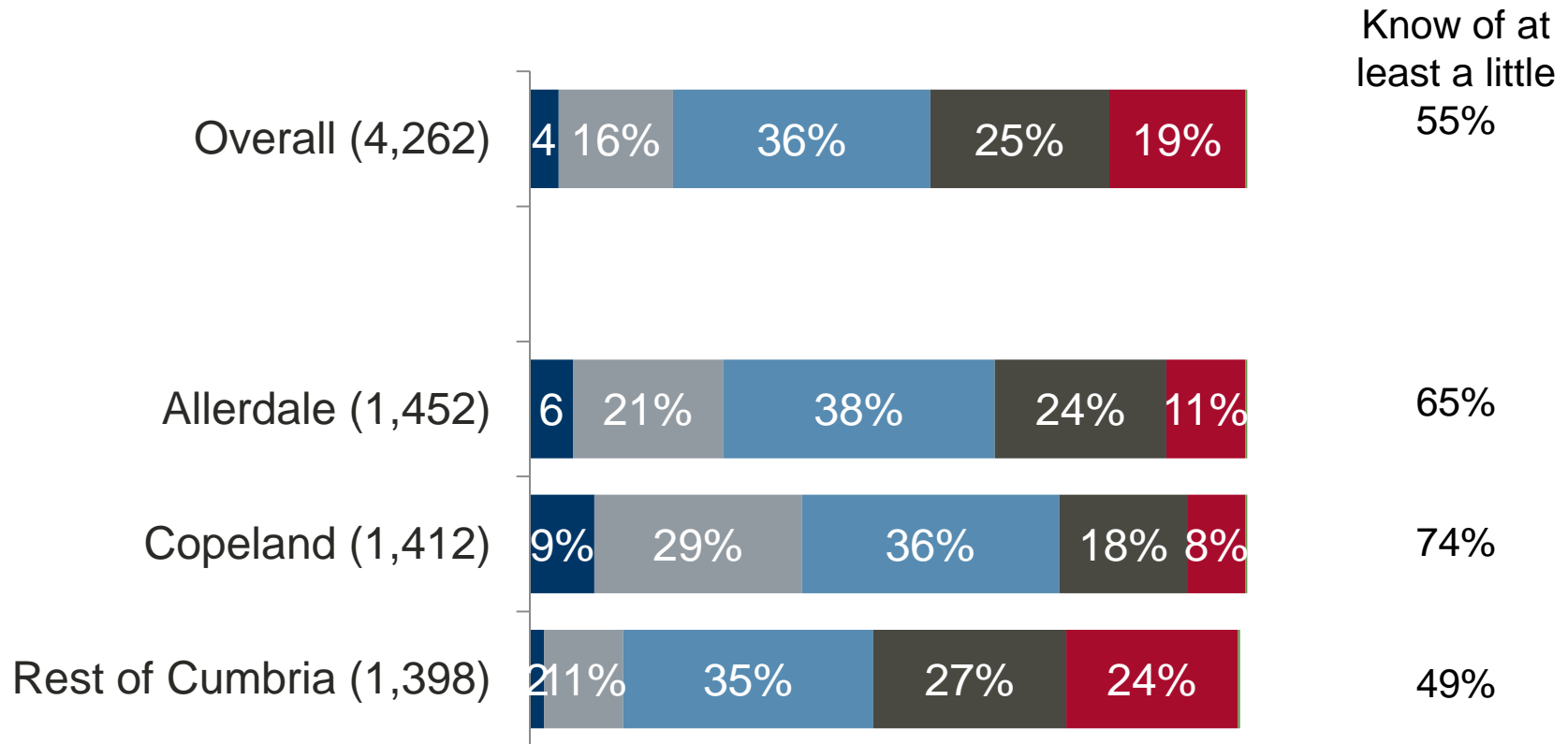
1. Source: Sellafield Ltd
2. Source: Cumbria CC, mapping employment to updated Census 2001 figures
Source: Ipsos MORI



More than half are aware of the search for a potential site

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

- I know a lot about it
- I know just a little about it
- I have never heard of it
- I know a fair amount about it
- I have heard of this but know almost nothing about it
- Don't know



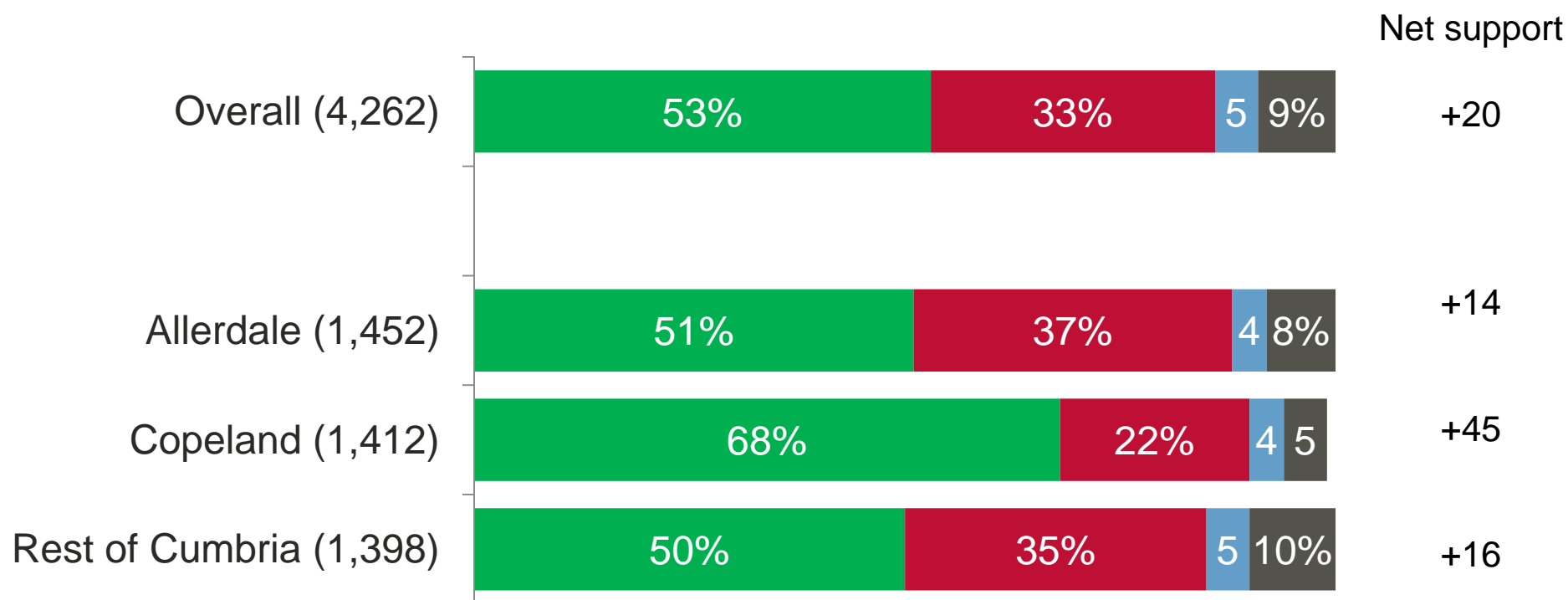
Base: All respondents (see above) surveyed between 8th March and 16th May 2012

Source: Ipsos MORI

At least half support taking part in the search for a possible site

Q4. From what you know at the moment, do you think that XXX council and XXX council should or should not take part in the search for a suitable site in XXX for a deep underground disposal facility for higher activity radioactive waste?

- Should take part in the search
- Should not take part in the search
- Neutral
- Don't know



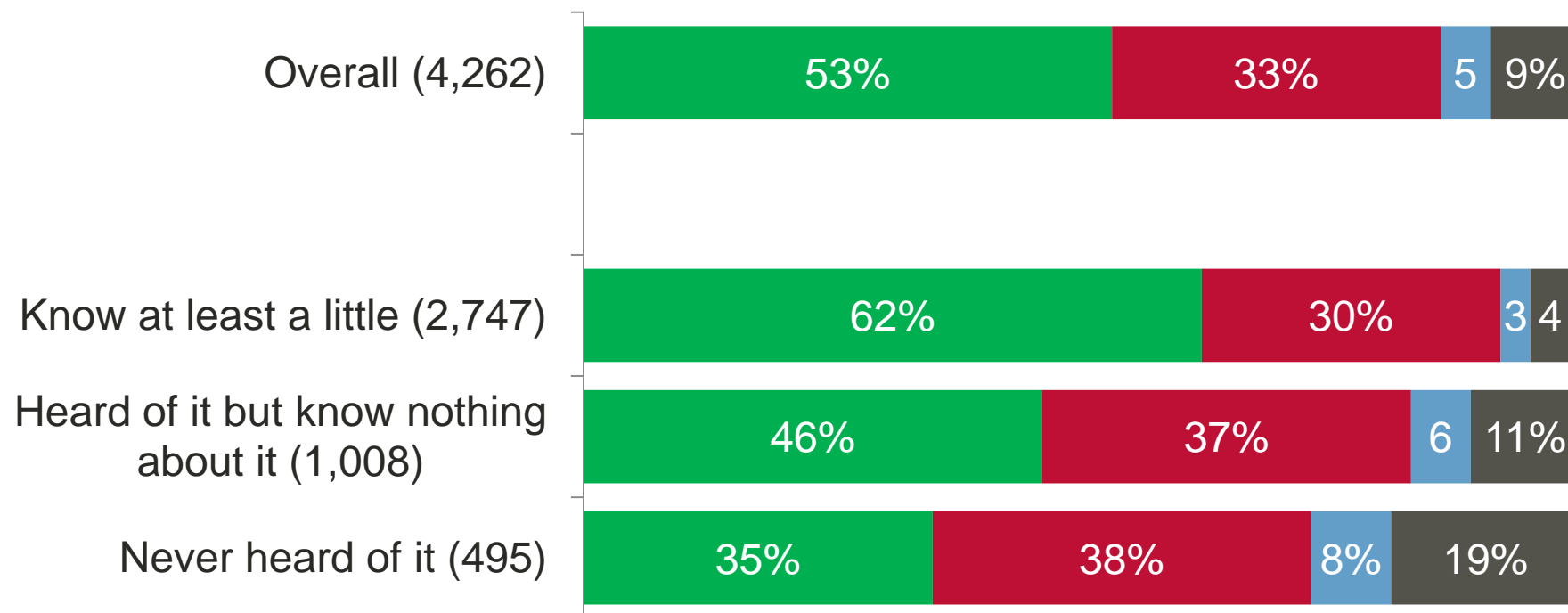
Base: All respondents (see above) surveyed between 8th March and 16th May 2012

Source: Ipsos MORI

Support for the search is higher among those who are aware of the search

Q4. From what you know at the moment, do you think that XXX council and XXX council should or should not take part in the search for a suitable site in XXX for a deep underground disposal facility for higher activity radioactive waste?

- Should take part in the search
- Should not take part in the search
- Neutral
- Don't know



Base: All respondents (see above) surveyed between 8th March and 16th May 2012

Source: Ipsos MORI

Main reasons for taking part in the search

Q5. Why do you think the council(s) should take part in the search? For what other reasons?

- Create/bring in jobs/work/employment – **27%** mention this
- We already have [it at] Sellafield/used to it/lived with it for ages – **23%**
- It has to go somewhere/someone has to do it/have it – **20%**
- The council represent [us] our interests/ should take part/be involved/ do the search/look into it – **19%**
- As long as it's safe [good safety record]/ properly stored/protected – **15%**
- Benefits/important for the area/local economy/community – **15%**
- Find sound/stable/suitable/safe site/ geological survey – **12%**
- Underground storage is safest/best/not above ground – **10%**
- Need to understand/know more about it/what's happening/need the facts/more info – **10%**

Base: All respondents saying the council should take part in the search (2,256), surveyed between 8th March and 16th May 2012

Source: Ipsos MORI

Main reasons for not taking part in the search

Q5. Why do you think the council(s) should not take part in the search? For what other reasons?

- Dangerous/toxic/radioactive/safety concerns/scary/leaks/risk(s) – **28%** mention this
- We've enough waste [Sellafield] already/the area [Cumbria] is a dumping ground – **25%**
- Don't want it here/not in Cumbria/our area/not on our doorstep/backyard – **20%**
- Environmental/wildlife/landscape damage/natural beauty of the area – **14%**
- Waste shouldn't be stored underground/buried/prefer other methods of disposal – **13%**
- Future/long term problems/concerns for children/future generations – **13%**
- Geologically unsuitable area/faults/rockfalls/ tremors/earthquakes – **10%**
- Need to understand/know more about it/what's happening/need the facts/more info – **10%**
- Against nuclear power/energy/industry/waste – **10%**

Base: All respondents saying the council should not take part in the search (1,386), surveyed between 8th March and 16th May 2012

Source: Ipsos MORI

Thank you

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A representative cross-section of residents achieved

- A robust and representative cross-section of adult residents in each area:
 - Allerdale: 1,452 residents took part (an effective base size of 1,074)
 - Copeland: 1,412 residents took part (an effective base size of 1,000)
 - Rest of Cumbria: 1,398 residents took part (an effective base size of 1,023)
- The response rates were: Allerdale 47.6%, Copeland 45.3%, Rest of Cumbria 43.9%
- Overall county-wide results have been balanced by population size to ensure they are representative:

	Allerdale	Copeland	Rest of Cumbria
% of county population	18.9%	14.0%	67.0%
% of county overall results	19.1%	14.2%	66.7%

Base: All respondents (see above) surveyed between 8th March and 16th May 2012

Source: Ipsos MORI

Weighted profile of respondents closely matches the actual population

	Allerdale (1,452)			Copeland (1,412)			Rest of Cumbria (1,398)		
Age	Actual	Weighted	Unweighted	Actual	W'td	Unw'td	Actual	W'td	Unw'td
16-24	11.5%	11.4%	4.3%	12.3%	12.2%	4.7%	12.4%	12.3%	4.1%
25-34	11.2%	11.1%	8.6%	12.6%	12.4%	10.2%	11.4%	11.2%	9.7%
35-54	34.6%	34.2%	34.2%	35.4%	35.0%	34.1%	33.9%	33.6%	34.0%
55-64	17.8%	17.6%	22.6%	16.9%	16.8%	19.8%	17.3%	17.1%	21.0%
65+	24.9%	24.6%	29.2%	22.8%	22.7%	30.4%	25.1%	24.9%	30.4%
Gender and Working Status									
Men, working full/part time	29.3%	29.0%	26.0%	28.0%	27.8%	26.1%	29.3%	28.9%	27.1%
Men, other	19.2%	19.1%	15.7%	21.3%	21.1%	17.9%	18.7%	18.6%	16.3%
Women, working full time	12.4%	12.3%	14.3%	11.6%	11.5%	16.6%	12.8%	12.8%	14.6%
Women, working part time	11.9%	11.9%	13.4%	11.4%	11.3%	10.3%	12.5%	12.4%	12.2%
Women, other	27.2%	27.0%	29.9%	27.7%	27.5%	28.3%	26.7%	26.7%	29.2%

Base: All respondents (see above) surveyed between 8th March and 16th May 2012

Source: Ipsos MORI