

Document no. 251 - Draft opinion survey questionnaire for public comment

This should be read in conjunction with Document no. 247 – Briefing Note: The Partnership’s opinion survey

Introduction

The public opinion survey is essential to understanding public views on the MRWS process in a statistically representative way. The Partnership is therefore taking the unusual step of publishing the draft questionnaire for public comment from 6 – 20 February 2012. The deadline for comment is 12 midday on 20 February 2012. Following the close of the comment period the Partnership will produce a summary response document addressing issues raised.

What to consider

You are free to comment on any aspect of the questionnaire. As a general guide typical issues that are considered when reviewing a questionnaire include:

- The questionnaire length – is it too long?
- Are any elements of the questionnaire ambiguous or imprecise?
- Do questions make assumptions about respondents’ circumstances?
- Does answering the questions require a level of knowledge that respondents may not have? Or is supporting information sufficient to be able to provide a meaningful response?
- Are questions, or supporting information, leading or biased – do they direct respondents towards a particular answer?
- Do questions make presumptions about respondents’ attitudes?

Specifically in relation to this questionnaire: does Q4 properly reflect the terms of the “net support” *indicator of credibility* that the Partnership has agreed? (See pgs 108-110, Document no. 242 – Public consultation document, [http://www.westcumbriamrws.org.uk/documents/242-Full_Consultation_Document - West Cumbria MRWS Partnership November 2011.pdf](http://www.westcumbriamrws.org.uk/documents/242-Full_Consultation_Document_-_West_Cumbria_MRWS_Partnership_November_2011.pdf))

The survey will be conducted over the telephone so the visual appearance of the questionnaire is not important, however you may wish to comment on how you feel the questionnaire would work as a telephone interview.

A briefing note on the technical details of how the survey will be conducted is included in Appendix 2.

How to respond

A copy of the questionnaire is included in Appendix 1. Please structure your feedback in the format below.

1. Comments on Introduction (Q1 and explanatory text preceding it)
2. Comments on explanatory text before Q2
3. Comments on Q2 itself
4. Comments on explanatory text before Q3
5. Comments on Q3 itself
6. Comments on explanatory text before Q4
7. Comments on Q4 itself
8. Comments on Q5 itself
9. Comments on demographic questions (Q6 – Q18)
10. General comments

Send your feedback to: kieran.barr@cumbria.gov.uk

The deadline for comment is 12 midday on 20 February 2012.

APPENDIX 1

QUESTIONNAIRE DRAFT

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

Ipsos MORI abides by 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

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. This type of waste poses significant dangers to human health and the environment over an extremely long period of time. Proper management of the waste minimises this danger. Most of this type of waste in the UK is currently stored above ground at Sellafield.

In 2004 the Government set up the independent Committee on Radioactive Waste Management or CoRWM (pronounced "Core-rum") to find the best way of managing this type of waste into the future. Having reviewed all the options CoRWM recommended that deep underground disposal was the best available long term approach to managing higher activity radioactive waste.

Whilst not everyone agreed with CoRWM, their conclusions and recommendations were widely supported by experts and the public. The Government accepted CoRWM's recommendations.

The Government is looking for a community to volunteer to locate a deep underground disposal facility for higher activity radioactive waste in their area. It would be a long time before any construction could start on such a disposal facility, and during that time those communities involved in the discussions would have the right to withdraw from this discussion process.

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

Q2. **There are currently discussions going on in the areas covered by Allerdale and Copeland about whether or not the area should take part in the Government's search for a suitable site for a deep underground disposal facility. How much do you feel you know about these discussions?**
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	

READ OUT

Now a short introduction and then a question about how much you know about who is involved.

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. The councils set up the West Cumbria Managing Radioactive Waste Safely Partnership, called "The Partnership", to consider all the main issues and help them decide whether or not the areas covered by Allerdale and/or Copeland should be considered in the search for a site for a deep underground disposal facility for higher activity radioactive waste.

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

Q3. **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	99	

READ OUT

Now some information about the next stages and then a question about what you think should be done.

Late last year the Partnership published a public consultation document which set out its views on all the main issues. They asked members of the general public, businesses and organisations to take part in the consultation. The consultation period runs until 23rd March 2012 [after 23rd March change script to read “ran until”].

The consultation document explains the stages in the search for a suitable site for a deep underground disposal facility. The next stage would include ongoing discussions and detailed investigations to identify any potential site areas.

After reviewing the feedback and comments from the consultation, the Partnership will produce a final report to the councils which sets out its final opinions. This report will be published in summer 2012.

Taking the Partnership’s final report into account Allerdale and Copeland Borough Councils and Cumbria County Council will each take a decision about whether or not to continue to the next stage with the Government. This stage will see if there are any potential sites in the areas covered by Allerdale and Copeland.

If they decided to continue, the councils would be able to pull out of the discussions and investigations if they wanted to. Any future discussions about possible locations for a site would involve local communities.

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

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

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

IF IN REST OF CUMBRIA SAMPLE AREA
From what you know at the moment, do you think that the areas covered by Allerdale and Copeland should or should not be included in the search for a suitable site 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. Why do you think the council(s) should/should not take part in the search?
IF NEUTRAL/DON'T 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 group the answers we receive by different sections of the population. 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
	45-59	6
	60-64	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) - 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

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

	a Respondent	b Other
The nuclear power 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	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

Q10. 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

Q11. 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 Q11 SKIP TO Q12

So, just to check that is [CATI TO CALCULATE TOTAL NUMBER FROM Q11] people in the household?

Q12. 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

Q13. 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

Q14. In ten year's time, where do you think you will be living?

READ OUT

SINGLE CODE

	in the same house/flat I am living in now	1
	Somewhere close by, that is within 3 miles	2
	Somewhere in Cumbria but not within 3 miles of here	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

Q15.	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

Q16. 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 Q16b

Q16b. 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 Q16c

Q16c Can I just check that you live in the District Council area of ...?

READ OUT FROM SAMPLE SHEET
SINGLE CODE

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

Q17. Would you be willing for Ipsos MORI to contact you again in the next 12 months about this survey?
SINGLE CODE

Yes	1
No	2

Q18. Thank you. Can I just have your name so that we can contact you if needs be?
WRITE IN

THANK & CLOSE

Appendix 2

Managing Radioactive Waste Safely Public Opinion Survey

A note on the survey design

The West Cumbria Managing Radioactive Waste Safely Partnership (the Partnership), has commissioned Ipsos MORI to conduct a survey of residents in Cumbria. Ipsos MORI is the largest research agency in the UK and has an established reputation for producing high quality independent polling and social research for public bodies including local and central government.

The survey is designed to be robust, representative and cost-effective. The results will be used to help Allerdale Borough Council, Copeland Borough Council and Cumbria County Council decide whether or not to proceed to the next stages in the search for a possible site for a deep underground disposal facility for higher activity radioactive waste.

This note gives details of how the survey will be run; it covers the main issues considered and decisions taken when designing the survey.

Technical aspect	Comment
The survey will take place by telephone	Telephone is the most cost-effective way of reaching the majority of Cumbria households. Face-to-face interviewing would be the most representative but is considerably more expensive. Nearly all Cumbria households have a telephone and more than nine in ten have a landline phone.
Interviewing will take place between March and May 2012	Ipsos MORI will be calling households across the county between 8 th March and 13 th May inclusive.
The interview will take 10 minutes to conduct	
The interview covers: awareness of discussions about the search for a site for a deep underground disposal facility for higher activity radioactive waste; awareness of the Partnership; and support for/opposition to taking part in the ongoing search for a possible site	In addition to the main questions, demographic questions (such as age, working status and household composition) provide some background information to help in analysing the results. The questionnaire is designed to be balanced and fair. It has been tested to make sure it: is easy to understand; provides sufficient information; and is easy to answer. The questionnaire has been developed by Ipsos MORI in collaboration with the Partnership. The questionnaire is open for public comment, and will also be reviewed by independent external experts. The final questionnaire will take account of any comments which arise from this process.

Technical aspect	Comment
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Technical aspect	Comment
<p>The survey will cover three areas: Allerdale, Copeland and “the rest of Cumbria”</p>	<p>The views of residents across Cumbria are to be gathered.</p> <p>However, it is Allerdale Borough Council, Copeland Borough Council and Cumbria County Council who will decide individually whether they will continue with the process of looking for a possible site for a deep underground disposal facility for higher activity radioactive waste. Therefore the survey has been designed to allow the views of residents in the three areas to be looked at separately.</p>
<p>An effective sample size of 1000 interviews in each of the three areas will be achieved</p>	<p>We are not interviewing everybody in the three areas but a “sample”; therefore we need to use statistical theory to measure how accurate the results are. This measure of accuracy is called the “confidence interval”.</p> <p>An effective sample size of 1,000 means that we can be sure that the responses from the survey are true to a confidence interval of +3.1% points (at the 95% confidence level). That is, if 50% of people in Allerdale say they are aware of the discussions that have been going on we can be confident that the actual proportion (in 95 out of 100 cases) is between 46.9% and 53.1%.</p> <p>To achieve this effective sample size of 1,000 interviews in each area, we have calculated that we need to interview 1,310 people in each area. We need to speak to “extra” people because the statistical confidence in the results is affected by factors such as: how the participants are selected and how the results are weighted to ensure they reflect the population profile in each of the areas.</p>
<p>Within each area, households will be selected randomly to take part</p>	<p>A random sample is the most representative way of conducting a survey because everybody has an equal chance of taking part.</p> <p>Within each of the three areas every household with a landline phone has an equal chance of being selected to take part in the survey. The phone numbers are generated using Random Digit Dialling, which means that numbers which are not in a directory are also included. This method of selecting phone numbers means that households from all parts of the area will be called to take part.</p> <p>To ensure the sample is as representative as possible we will randomly select a limited number of landlines to call – we will call only these phone numbers to achieve our interviews. If the phone is not answered then we will call again at different times of day and different days of the week to try to speak</p>

Technical aspect	Comment
	<p>to the household at that number.</p> <p>This approach of only calling a limited number for randomly pre-selected households is the most representative way of conducting the survey.</p>
<p>Within each household one adult (aged 16+) will be randomly select to take part in the survey</p>	<p>To ensure the sample of people who take part is random, and that it reflects the adult population of the area, we will randomly select one household member to take part. This is not done on age, or willingness to take part, but by organising all adults in the household into an agreed order and then randomly selecting the person to take part based on their position in the list.</p> <p>This approach is a tried and tested way of achieving a random sample of adults – hence a representative sample of adults.</p>
<p>A response rate of 35% has been set as the target</p>	<p>One of the factors which affects the effective sample size is response rate – how many people we have to speak to in order to achieve 1310 interviews in each area.</p> <p>A target response rate of 35% has been set. This means that for every 100 households we call, 35 will take part in the survey. From our experience, this is reasonable for a survey like this one.</p>
<p>The results produced will be representative of the three areas and across Cumbria as a whole</p>	<p>The survey has been designed to produce robust and representative results for each of the three areas and for Cumbria as a whole.</p> <p>To ensure the results are representative of the populations in each area they will be weighted in terms of age, gender and working status. Weighting is the process by which under and over representation are adjusted (that is, under-represented groups are boosted). Even though a random and representative sample is interviewed, weighting is needed to ensure that the results are truly representative.</p> <p>The findings from the survey will be presented at the Partnership meeting on 22 May 2012.</p>