

# Managing Radioactive Waste Safely Survey 2012

**Prepared for West Cumbria MRWS Partnership**

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# Summary

The West Cumbria Managing Radioactive Waste Safely (MRWS) Partnership will shortly report to the three decision making bodies about local views on taking part in the search for a possible site for a deep underground disposal facility for higher activity radioactive waste. The Partnership's report will include the findings for the three agreed Indicators of Credibility. This survey provides the evidence for one of the Indicators, namely: resident net support for continuing with the process.

In order to produce evidence for this Indicator, Ipsos MORI was commissioned to conduct a robust and representative survey among adults (aged 16+) in each of three areas: Allerdale, Copeland and the Rest of Cumbria. The approach for this survey was reviewed by independent external experts at all stages to ensure it was representative and robust. The survey was conducted by telephone using a random (probability) sample – this approach ensured that **every household** with a landline in each of the three areas had an equal probability of being selected, and within each household, **each adult** (aged 16+) had an equal probability of being selected to take part in the survey. The sample was worked in such a way to maximise the response rate for the survey, the final response rates for Cumbria overall and the three areas were:

- Overall – 45.6% response rate<sup>1</sup>
- Allerdale – 47.6% response rate
- Copeland – 45.3% response rate
- Rest of Cumbria – 43.9% response rate

The survey was conducted between 8<sup>th</sup> March and 16<sup>th</sup> May 2012 using a questionnaire designed, tested and reviewed to ensure it was fit for purpose, a copy of the questionnaire is appended. The interview took approximately 8 minutes to complete. In total 4,262 interviews were conducted in order to achieve the minimum effective base size of 1,000 interviews required:

- Overall – 4,262 interviews, an effective base size of 2,037<sup>2</sup>
- Allerdale – 1,452 interviews, an effective base size of 1,074
- Copeland – 1,412 interviews, an effective base size of 1,000
- Rest of Cumbria – 1,398 interviews, an effective base size of 1,023

Analysis showed that the proportion of respondents to the survey was in line with the known employment profile at Sellafield. Full details of the methodology used can be found in the appendices.

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<sup>1</sup> The anticipated response rate for this survey was c35%, hence the final achieved response rates exceed this expectation

<sup>2</sup> Note: Broadly equal numbers of interviews were conducted in each of the three areas. In reality the populations in Allerdale and Copeland are significantly lower than the population in the Rest of Cumbria. To correct for this potential skew, the Overall results are weighted to the correct population numbers for Cumbria as a whole.

The results showed that just over half of all respondents (55%) in Cumbria overall said they knew at least a little about the search for a possible site, 25% said they had heard of the search but knew almost nothing and 19% said that they had not heard about the search. Knowledge of the search was higher in Copeland (74% knew at least a little) and Allerdale (65%) than in the Rest of Cumbria (49%).

Just over half of respondents in Cumbria overall (53%) said they thought the councils should take part in the search for a suitable site, 33% said the councils should not take part, 5% were neutral and 9% said they did not know. The Partnership's Indicator of Credibility is net support (the proportion saying the councils should take part minus the proportion saying the councils should not take part) – the net support figure for Cumbria overall was +20 percentage points.

- In Copeland the net support figure was +45: 68% said Copeland Borough Council and Cumbria County Council should take part in the search, 23% said they should not, 4% were neutral and 5% said they did not know.
- In Allerdale the net support figure was +14: 51% said Allerdale Borough Council and Cumbria County Council should take part in the search, 37% said they should not, 4% were neutral and 8% said they did not know.
- In the Rest of Cumbria the net support figure was +16: 50% said Cumbria County Council and Copeland and Allerdale Borough councils should take part in the search, 35% said they should not, 5% were neutral and 10% said they did not know<sup>3</sup>.

Support for taking part in the search was linked to knowledge about the search: those who were more aware of the search were also more likely to support taking part in the search for a suitable site.

- Among those who said they knew at least a little, net support was +32
- Among those who said they had heard of the search but knew almost nothing, net support was +10
- Among those who said they had not heard of the search, net support was -2.

Respondents were asked why they had given their chosen response.

The main reasons for supporting taking part in the search for a suitable site were that it would create employment (27% of those who supported the search spontaneously mentioned this), it would bring benefits to the local community (15%) and that underground storage was safest (10%). The main reasons also included the need to find a suitable site (12%) and that it had to be safe (15%). A quarter (23%) mentioned that Sellafield was already in the area. One in five mentioned that the waste had to be stored somewhere (20%) or that the council represented the local community and should take part in the search (19%). Despite supporting taking part in the search, one in ten (10%) also mentioned that they needed to know more.

The main reasons for saying the councils should not take part in the search for a suitable site were that nuclear waste was dangerous and toxic (28% spontaneously mentioned this), that it would be storing problems for the future (13%), that the respondent was against nuclear energy (10%) and that waste should not be stored underground (13%). A quarter stated that

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<sup>3</sup> Note: the net support figure does not match the difference between the two individual figures because of computer rounding.

Cumbria was already a dumping ground (25%), that they did not want the waste in Cumbria (20%), that the area was geologically unsuitable (10%) and that there was potential danger to the environment and wildlife (14%). As with those who supported the search, a proportion of those who said the councils should not take part in the search for a suitable site also said that they needed to know more (10%).

# Background and introduction



# Background and introduction

## Introduction

The West Cumbria Managing Radioactive Waste Safely (MRWS) Partnership is an advisory body aiming to 'make recommendations to the Councils (Allerdale Borough Council, Copeland Borough Council and Cumbria County Council) on whether they should participate or not in the geological disposal facility siting process, without commitment to eventually host a facility'. This overall MRWS process has been ongoing since 2001, and in 2008 the Government issued an invitation to communities to enter discussions about hosting such a facility, without commitment. Effectively the Partnership is considering whether West Cumbria should proceed to the next stage with the Government, during which a range of geological and engineering testing would be carried out to see if West Cumbria is suitable.

The Government's MRWS process is now at its third stage<sup>4</sup>: the West Cumbria MRWS must now decide whether to enter discussions about the possibility of siting the Geological Disposal Facility (GDF) in Cumbria. The Partnership have three stated Indicators of Credibility on which this decision will be based: 1) broad support for the Partnership's initial opinions, 2) understanding and addressing concerns and 3) net support for continuing with the process.

Hence, the West Cumbria MRWS Partnership required an updated evaluation of public opinion in Cumbria. This would be to gauge the level of support for the Partnership continuing the process of discussion with Government and identifying possible sites within West Cumbria for the proposed deep underground disposal facility for higher activity radioactive waste (Indicator 3).

Given the high profile and sensitive nature of this research, the Partnership required a robust research approach which would stand up to external scrutiny. It was the view of the external reviewers that the research approach used in the previous three waves of awareness research could be open to criticism and therefore a more robust method was required for this research. Ipsos MORI was commissioned to undertake the research on behalf of the Partnership.

This report presents the findings from the research and is based on a full set of data tabulations which are available on the Partnership website<sup>5</sup>. The context within which this research sits is covered in depth in the Consultation Document published by the Partnership.

## Objectives of the survey

The primary objective is that the survey should provide a representative evaluation of public opinion in Cumbria and should use a sampling and fieldwork method that is rooted in statistical theory to facilitate robust and reliable survey results, including its defence under any potential scrutiny.

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<sup>4</sup> The stages of the Government's process about where to site the GDF are described in the West Cumbria MRWS Partnership document "Public Consultation Document: November 2011 to March 2012", which can be found on the Partnership's website (<http://www.westcumbriamrws.org.uk/>).

<sup>5</sup> The computer tabulations can be found on <http://www.westcumbriamrws.org.uk>.

The project was designed around these stringent criteria, using a different sampling approach to that used in the previous waves of research. The research approach encompassed:

- Random (probability) sample – giving all households with a landline telephone in each area an equal probability of being selected to take part in the survey. Further one member of the household was selected to take part using a Rizzo approach – giving all adults in the household an equal probability of being selected to take part;
- An effective base size of 1,000 interviews with adult residents (aged 16+) in each of the three study areas: Allerdale, Copeland, Rest of Cumbria, resulting in maximum confidence intervals of  $\pm 3\%$  at the 95% confidence level;
- A new questionnaire – designed to answer the specific questions at the PSE3 stage of the process; and
- Computer Assisted Telephone Interviewing (CATI) – given the high penetration of landlines in households in Cumbria CATI is a robust method of achieving interviews with a representative sample of the population.

Technical details of the methodology used in this project can be found in the Appendix at the back of this report.

The questionnaire was developed in collaboration with the West Cumbria MRWS Partnership. The questionnaire was designed to be fair, balanced and comprehensible, and was subject to a number of review stages to ensure this:

- internal review by senior Ipsos MORI personnel
- cognitive testing with “typical” residents in Cumbria
- scrutiny by independent external expert reviewers
- incorporating comments from the public and other stakeholders

Following comments from the public and external reviewers the questionnaire was further reviewed and the final version agreed for fieldwork. A copy of the response to public comments can be found on the Partnership’s website<sup>6</sup>. A copy of the questionnaire used for this survey can be found in the appendices.

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<sup>6</sup> [http://www.westcumbriamrws.org.uk/all\\_documents.asp](http://www.westcumbriamrws.org.uk/all_documents.asp). Document 251 Opinion Survey – Response to Public comments March 2012

# Results for Cumbria overall

# Results for Cumbria overall

This section of the report looks at the results across the county as a whole, with comparisons across the three areas. There are separate sections on each of the three areas which explore the results in detail within the area.

## Knowledge of the search for a potential site

After being provided with the following information, respondents were asked the extent of their knowledge of the search for a potential site.

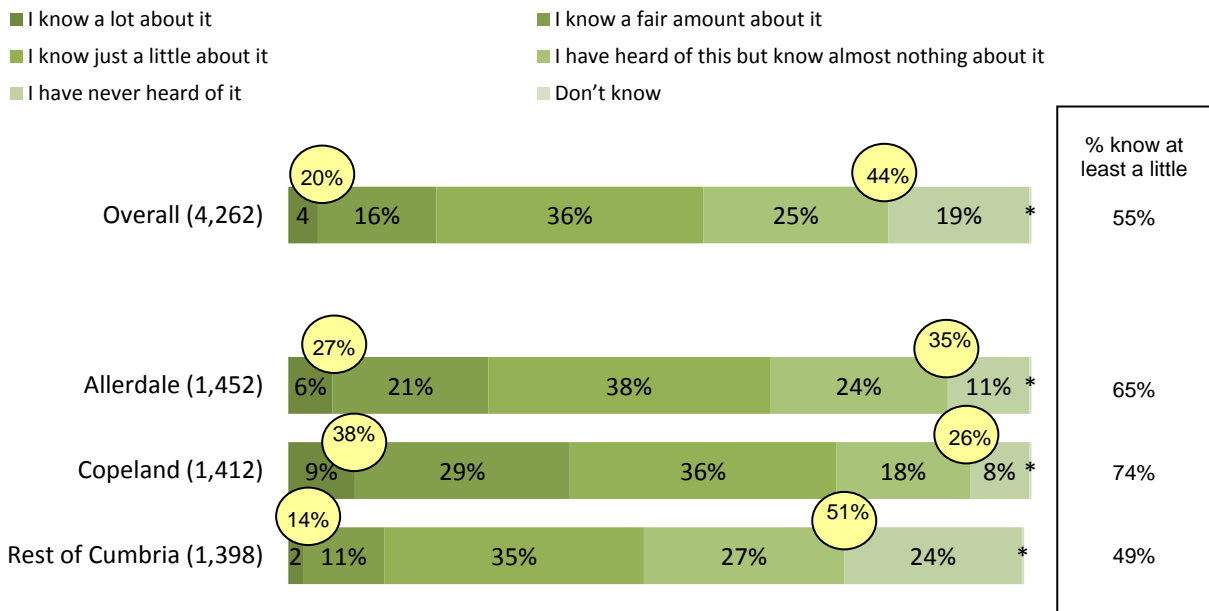
*“I would like to talk to you about higher activity radioactive waste. Most of this type of waste in the UK is currently stored above ground at Sellafield.*

*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.”*

### Knowledge 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?



Base : All respondents (see above)

Source: Ipsos MORI

At the time of interview, 20% of the sample knew a lot or a fair amount about the search for a potential site, and 36% claimed to know at least a little, with 44% knowing almost nothing or they had never heard of the search.

At 74%, the proportion in Copeland who knew at least a little about the search was significantly higher than in either Allerdale (65%) or the Rest of Cumbria (49%).

The level of knowledge in Allerdale was significantly higher than in the sample overall and in the Rest of Cumbria, where it was significantly lower than the sample overall.

Knowledge of the search for a site was higher amongst men (64% knew at least a little vs. 47% of women), and increased from 30% amongst under 25 year olds to 66% amongst 65+ year olds:

- Under 25 year olds – 30%, significantly lower than the overall sample (55%);
- 25-34 year olds – 42%, significantly lower than the overall sample;
- 35-44 year olds – 50%, significantly lower than the overall sample;
- 45-54 year olds – 61%, significantly higher than the overall sample;
- 55-64 year olds – 65%, significantly higher than the overall sample;
- 65+ year olds – 66%, significantly higher than the overall sample.

The level of knowledge differed depending on how much time respondents have lived in the area:

- It was significantly higher amongst those living locally for 21 or more years (57% vs. 55% overall), and lower amongst those with less than 2 years residence (42%).

Awareness of the search was higher among those who are committed to the area – 57% amongst those who expect to be living in Cumbria in ten years time compared to 44% of those who expect to be living elsewhere.

Knowledge levels were significantly higher amongst those with any connection to the nuclear industry:

- Those currently working in the nuclear industry (89% vs. 51% of those with no such connection);
- Former employees (86%);
- Those with family or friends employed in the nuclear industry (69% higher than those with no connection, but lower than respondents with first hand experience).

## Should the search for a site continue?

Having been informed about the search for a site, respondents were now given the following information and asked if the Councils should or should not take part in the search.

*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.*

### ALLERDALE RESPONDENTS WERE ASKED:

*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.*

### COPELAND RESPONDENTS WERE ASKED:

*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.*

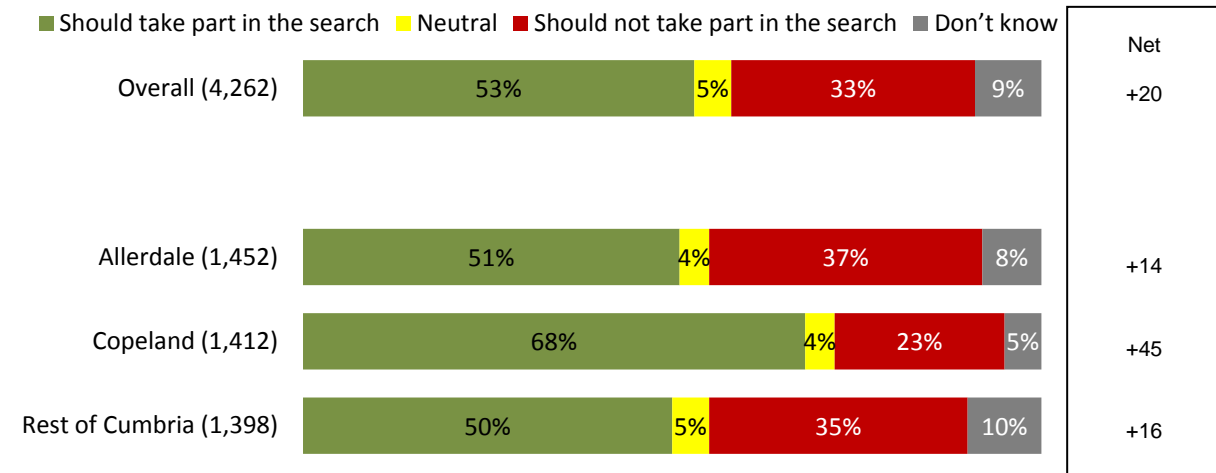
### REST OF CUMBRIA RESPONDENTS WERE ASKED:

*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.*

Overall in Cumbria, 53% thought that the Councils should take part in the search, and 33% that they should not; 5% were neutral on the subject and 9% simply did not know.

## Continue or stop 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?<sup>7</sup>



Base : All respondents (see above)

Source: Ipsos MORI

In Copeland, 68% thought the search should continue, and this was significantly higher than both Allerdale (51%) and the Rest of Cumbria (50%). Conversely, the proportion in Copeland who thought that the search should not go ahead was lower than in the other areas (23% vs. 37% in Allerdale and 35% in the Rest of Cumbria).

A simple way to summarise the overall spread of opinion is to calculate the difference between the proportions who think that the Council should take part in the search and those who think they should not – the net support for continuing with the search – which stands at +20 percentage points across the county overall and +14 in Allerdale, +45 in Copeland and +16 in the Rest of Cumbria.

<sup>7</sup> The actual question wording was:

IN ALLERDALE Q4. 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?

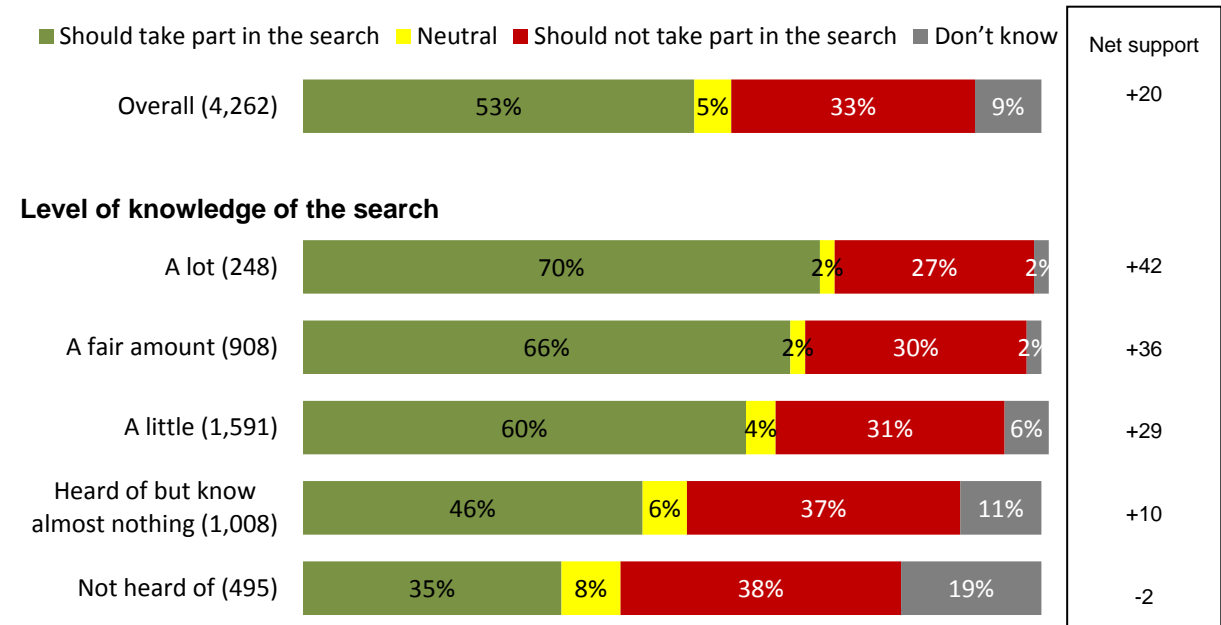
IN COPELAND Q4. From what you know at the moment, do you think that Copeland Borough Council and Cumbria County Council should or should not take part in the search for a suitable site in Copeland for a deep underground disposal facility for higher activity radioactive waste?

IN REST OF CUMBRIA Q4. 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?

Support for taking part in the search was linked to awareness of the search: those who were more aware of the search were also more likely to support the search for a suitable site.

**Support for taking part in the search is linked to knowledge about 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?



Base : All respondents (see above)

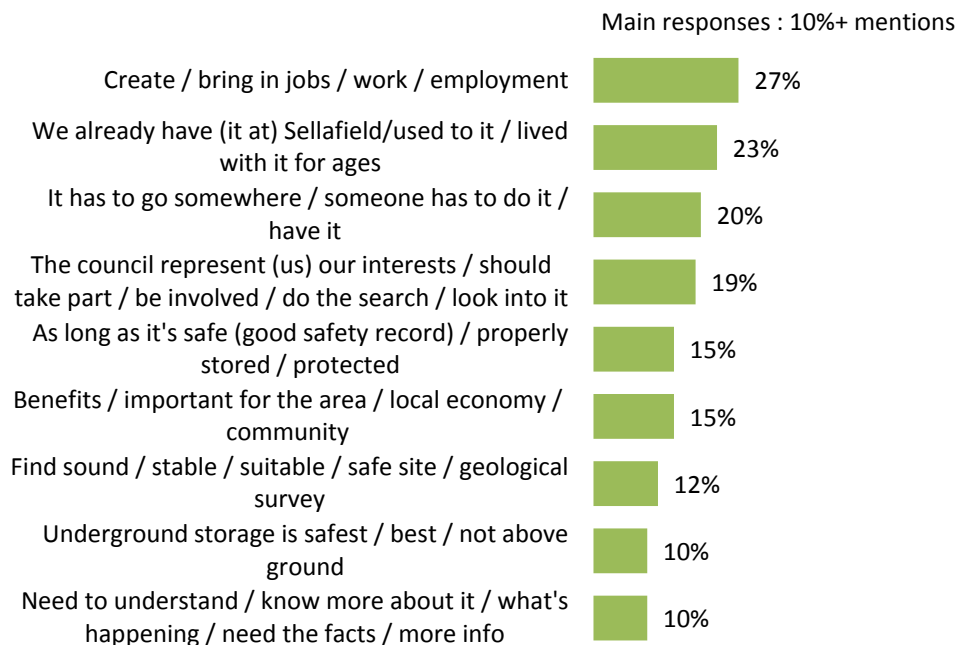
Source: Ipsos MORI



Those who thought that the councils should take part in the search were asked why they held this view.

## Reasons for taking part in the search

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



Base : All respondents supporting (2,365)

Source: Ipsos MORI

The main spontaneous reasons for believing that the search should take place were:

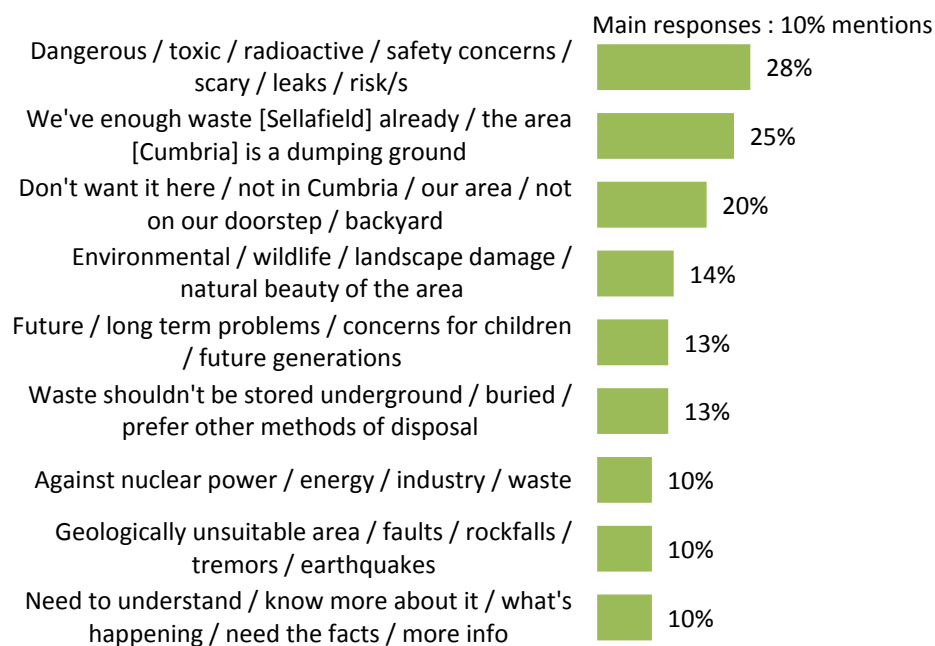
- **It would create employment** (27% spontaneously mentioned this). Respondents in Copeland were more likely to mention this (46%) than those in Allerdale (34% and the Rest of Cumbria (19%). Respondents in Allerdale were also more likely to mention this than those in the Rest of Cumbria
- **The waste is already at Sellafield** (23%). Respondents in Copeland (30%) and Allerdale (27%) were more likely to mention this than those in the Rest of Cumbria (19%)
- **A sense of civic responsibility**, “someone has to do it” (20%). Respondents in the Rest of Cumbria (22%) and Allerdale (19%) were more likely to mention this than respondents in Copeland (12%)
- **The council represent the interests of local residents** (19%). Respondents in the Rest of Cumbria (22%) were more likely than those in Allerdale (15%) and Copeland (14%) to mention this
- **As long as it is safe** (15%). Respondents in all three areas were equally likely to mention this (Allerdale 15%, Copeland 14%, Rest of Cumbria 15%)

- **It will benefit the local community** (15%). Respondents in Copeland (20%) are more likely than those in Allerdale (16%) and the Rest of Cumbria (13%) to mention this
- **Need to find a safe/suitable site** (12%). Respondents in all three areas were equally likely to mention this (Allerdale 10%, Copeland 11%, Rest of Cumbria 12%)
- **Underground storage is safest** (10%). Again there were no differences across the three areas: Allerdale 9%, Copeland 10%, Rest of Cumbria 10%
- **Need to know more about what is happening** (10%). Respondents in the Rest of Cumbria were more likely to mention this (12%) than those in Allerdale and Copeland (7% in each area).

Those who thought that the councils should not take part in the search where asked why they thought this.

### Reasons for not taking part in the search

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



Base : All respondents opposing (1386)

Source: Ipsos MORI

The main spontaneous reasons for believing that the search should not take place were:

- **It is dangerous/toxic/radioactive** (28% of those who think the council should not take part in the search spontaneously mentioned this). Respondents in the Rest of Cumbria were significantly more likely to mention this (31%) than those in Allerdale and Copeland (22% in each area)

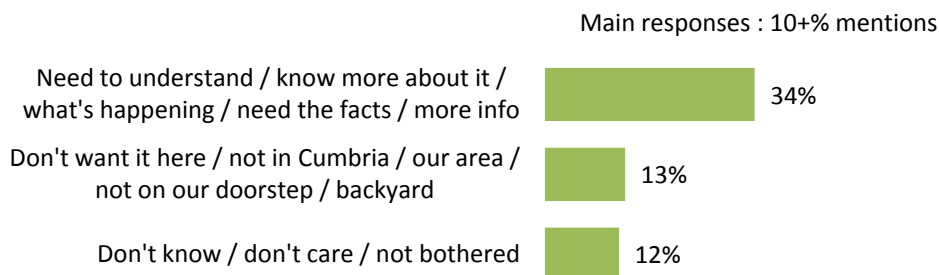
- **Cumbria has Sellafield already** (25% mentioned this). Respondents in Copeland (35%) and Allerdale (30%) were more likely to mention this than those in the Rest of Cumbria (23%)
- **Do not want it in Cumbria** (20%). Respondents in all three areas were equally likely to mention this (Allerdale 19%, Copeland 16%, Rest of Cumbria 21%)
- **Damage to the environment and wildlife** (14%). Respondents in Allerdale were more likely than the overall to mention this (16% vs 14% for the county overall)
- **Concerns about the future/long term problems** (13%). Respondents in all three areas were equally likely to mention this: Allerdale 13%, Copeland 9%, Rest of Cumbria 13%
- **The waste should not be stored underground** (13%). Respondents in the Rest of Cumbria were more likely to mention this (14%) than those in Allerdale (9%), 10% in Copeland mentioned this
- **Against nuclear power/waste** (10%). Respondents in the Rest of Cumbria (12%) were more likely to mention this than those in Allerdale and Copeland (7% in each area)
- **Geologically unsuitable area** (10%). Respondents in Copeland (16%) and Allerdale (13%) were more likely than those in the Rest of Cumbria (8%) to mention this
- **Need to know more about what is happening** (10%). Respondents in all three areas were equally likely to mention this: the Rest of Cumbria (11%), Copeland (10%) and Allerdale (8%).

Those who said they were neutral about whether the councils should take part or not in the search were asked why.

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### Reasons for a neutral opinion

Q5. Why do you say you are neutral about taking part or not in the search?



Base : All respondents who are neutral (190)

Source: Ipsos MORI

One in three respondents who were neutral about the search said that they **needed to know more about what was happening** (34%), respondents in all three areas were equally likely to mention this (Rest of Cumbria 37%, Allerdale 36%, Copeland 18%). One in seven stated that **they do not want it in Cumbria** (13%), again there were no significant differences

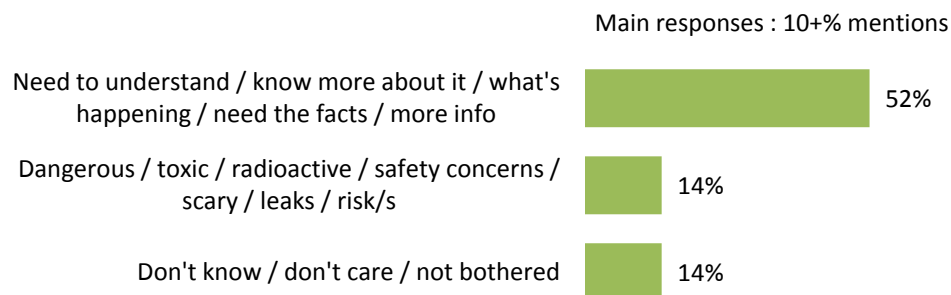
across the three areas (Rest of Cumbria 16%, Allerdale 8%, Copeland 6%). One in eight (12%) said they **did not know/did not care**, the proportion was significantly higher in Copeland (23%) than in Allerdale (13%) or the Rest of Cumbria (10%).

Those who said they did not know about whether the councils should take part or not in the search were asked why.

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## Reasons saying don't know

Q5. Why do you say you don't know about taking part or not in the search?



Base : All respondents who say don't know (321)

Source: Ipsos MORI

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Half of those who said they don't know whether the councils should or should not take part in the search said they **needed to know more about what was happening** (52% spontaneously mention this). Respondents in Allerdale were more likely to mention this (65%) than those in Copeland (41%); 50% in the Rest of Cumbria also mentioned this.

One in seven mentioned concerns about **safety and toxicity** (14% overall); respondents in all three areas were equally likely to mention this (Copeland 4%, Allerdale 7% and Rest of Cumbria 16%).

One in seven (14%) said they **did not know/did not care**, the proportion was significantly higher in Copeland (24%) than in Allerdale (15%) or the Rest of Cumbria (13%).

# Results for Allerdale

# Results for Allerdale

This section of the report explores the results within the Allerdale area. Comparisons between results in Allerdale and the other areas in Cumbria are included in the Cumbria overall section of the report.

## Knowledge of the search for a potential site

After being provided with the following information, respondents were asked the extent of their knowledge of the search for a potential site.

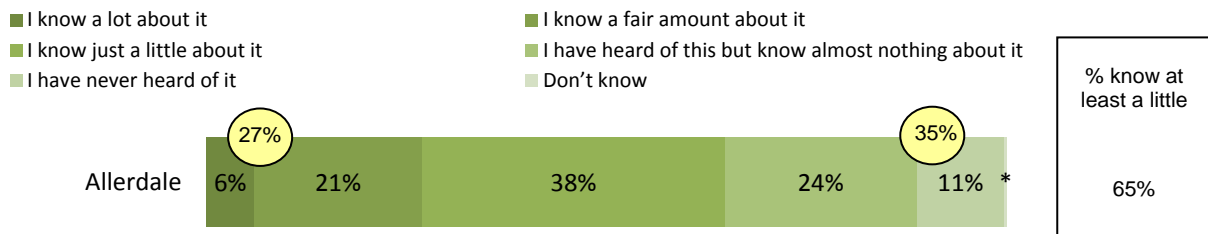
*“I would like to talk to you about higher activity radioactive waste. Most of this type of waste in the UK is currently stored above ground at Sellafield.*

*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.”*

## Awareness of search process

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?



Base : All Allerdale respondents (1,452)

Source: Ipsos MORI

Two-thirds of respondents in Allerdale (65%) stated that they know at least a little about the search for a deep underground disposal facility for higher activity radioactive waste: 6% stated they know a lot, 21% that they know a fair amount and 38% that they know just a little.

A third stated that they know nothing (35%) about the search: a quarter (24%) that they had heard about it but know almost nothing and 11% that they had never heard of it.

Those respondents who were more likely to say that they know at least a little were:

- Men (72% knew at least a little) rather than women (58%)

- Over 55 years of age (72%) who were more likely than 35-54 year olds (68%) to say they know at least a little. Both were more likely to say this than those aged under 35 (47%).
- Retired (72%, significantly higher than the 63% of those who were working and 58% of those who were not working)
- Employed in the nuclear industry (90%) compared to 69% of those who had family or friends who worked in the nuclear industry and 62% of those with no contact to the nuclear industry.

## Should the search for a site continue?

Having been informed about the search for a site, respondents were now given the following information and asked if the Councils should or should not take part in the search.

*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.*

**ALLERDALE RESPONDENTS WERE ASKED:**

*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.*

Overall half of respondents in Allerdale (51%) stated that they think Allerdale Borough Council and Cumbria County Council should take part in the search for a deep underground disposal facility of higher activity radioactive waste. A third (37%) thought the councils should not take part in the search, 4% stated they were neutral and 8% stated they did not know.

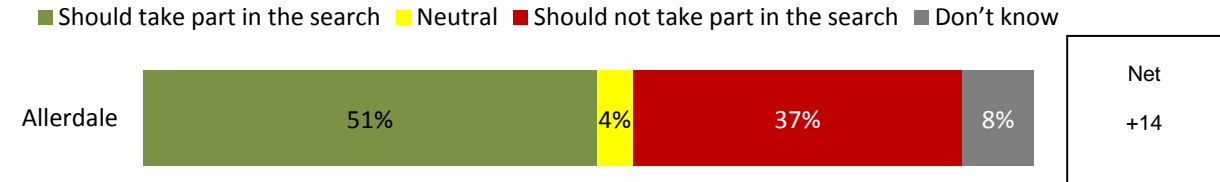
The Partnership's stated Indicator is positive net support<sup>8</sup> for continuing the search – in Allerdale the net support figure was +14.

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<sup>8</sup> Net support is defined as the proportion saying the councils should take part in the search minus the proportion saying the councils should not take part in the search

## Continue or stop the search?

Q4. 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?



Base : All Allerdale respondents (1,452)

Source: Ipsos MORI

In Allerdale those who were more likely to say the councils should take part in the search were:

- Men (61% stated they think the councils should take part in the search) rather than women (42%). The net support figures for these groups are +29 and +1 respectively
- Those who were working (54% vs 51% overall), with a net support figure of +20
- Those who were employed in the nuclear industry (83%, net support of +68) or had family/friends employed in the nuclear industry (57%, net support of +25)
- Those who stated they expected to be living outside Cumbria in ten years' time (71%, net support of +48)

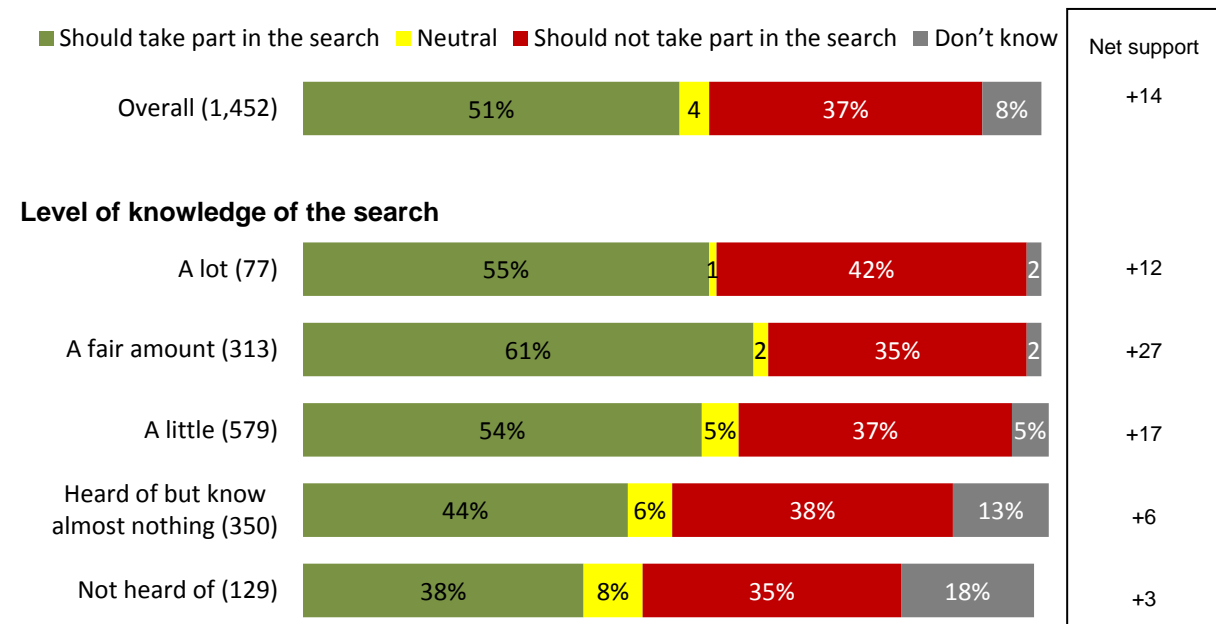


As shown in the Cumbria overall section, those who knew at least a little about the search were more likely to support the councils taking part in the search (56% in Allerdale, net support of +20). The proportions stating that the councils should take part in the search were lower among those who said they had heard of the search but know nothing (44%) or who said they had never heard of the search (38%). In both cases net support is still positive: +6 among those who had heard of the search but knew almost nothing and +3 among those who had never heard of the search.

In Allerdale, support for the councils taking part in the search was higher than the overall sample for those who said they know a fair amount about the search (61%, net support of +27). The proportions for those who said either they know a lot or a little were in line with the overall level (55%, net support of +12, and 54%, net support of +17, respectively).

### Support for taking part in the search is linked to knowledge about the search

Q4. 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?



Base : All respondents (see above)

Source: Ipsos MORI

Those who thought that the councils should take part in the search were asked why they thought this.

## Reasons for taking part in the search

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



Base : All Allerdale respondents supporting (713)

Source: Ipsos MORI

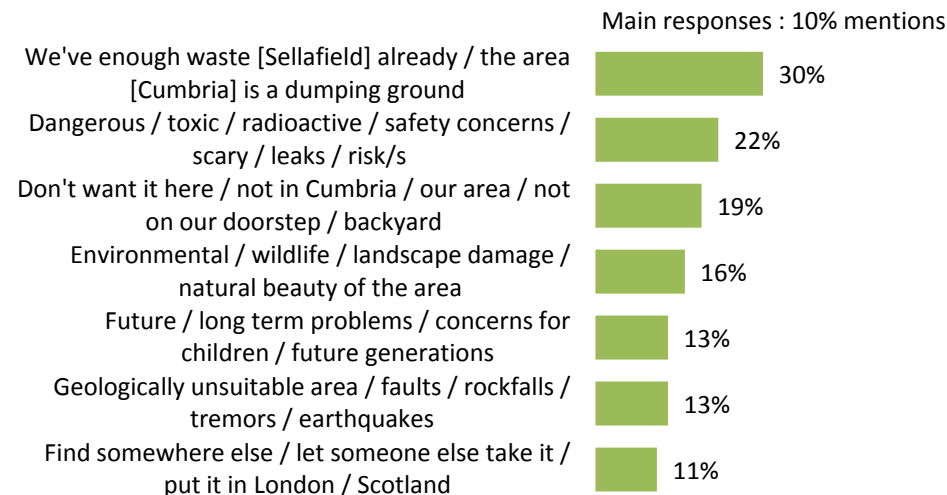
In Allerdale, the main reasons given why the councils should take part in the search were:

- **It would create employment** (34% spontaneously mentioned this). Mentions were significantly higher among: men (39% vs 29% of women), those aged 35-54 (46% vs 34% overall), those who are working (43%), those who had lived in the area for 21+ years (39%) and those with family and friends who worked in the nuclear industry (42%).
- **Sellafield is already in the area** (27%). The groups more likely to mention this were those who have lived in the area for 21+ years (31%).
- **It has to go somewhere** (19%). Those who were more likely to mention this were retired (26%) and those with no connections to the nuclear industry (22%).
- **It would benefit the local community** (16%). Men were significantly more likely to mention this (21%).
- **As long as it is safe** (15%). There were no groups more, or less, likely to mention this.
- **The council represent the interests of local residents and should take part** (15%). Those more likely to mention this are retired (19%) and women (19%).
- **As long as they find a safe/suitable site** (10%). Those aged 55-64 were significantly more likely to mention this (16%).

Those who said the councils should not take part in the search for a suitable site were asked why they thought this.

## Reasons for not taking part in the search

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



Base : All Allerdale respondents opposing (561)

Source: Ipsos MORI

The main reasons given for not taking part in the search were:

- **Cumbria is a dumping ground** (30% mentioned this). Those more likely to mention this were aged 55-64 (39% compared to 30% overall), those who had lived in the area for 21+ years (34%) and those who expected to be living in the same home in 10 years' time (33%).
- **Nuclear waste is dangerous/toxic** (22%). There were no groups more, or less likely to mention this.
- **They did not want it in Cumbria** (19%). Those more likely to mention this were women (24%), and those age 35-44 (30%).
- **The potential damage to the environment/wildlife** (16%). There were no groups more, or less likely to mention this.
- **Because of concerns about long term problems** (13%). There were no groups more, or less likely to mention this.
- **The area is geologically unsuitable** (13%). Those more likely to mention this were men (17%) and those aged 65+ (19%).
- **Somewhere else should be found to put it** (11%). There were no groups more, or less likely to mention this.

There were 65 respondents in Allerdale who gave a neutral response to whether the councils should or should not take part in the search. They were asked why they had said they were neutral.

The main reasons given for this response were that **they needed to know more about the subject** (mentioned by 37% of those who gave a neutral response when asked about the search), that it **would create employment** (13%), as **long as it is safe** (11%) and that **there are pros and cons to the issue** (11%). The small base size means that there are no significant differences across the groups in the sample.

There were 113 respondents who said they did not know when asked if the councils should or should not take part in the search, they were asked why they gave this response. Two-thirds said this was because **they needed to know more about what is happening** (66%); and 15% said they **did not know/did not care/were not bothered**. There were other reasons given but none were mentioned by more than 10% of respondents.

# Results for Copeland

# Results for Copeland

This section of the report looks at the results within the area of Copeland. Comparisons to the other areas in Cumbria can be found in the Cumbria overall section.

## Knowledge of the search for a potential site

After being provided with the following information, respondents were asked the extent of their knowledge of the search for a potential site.

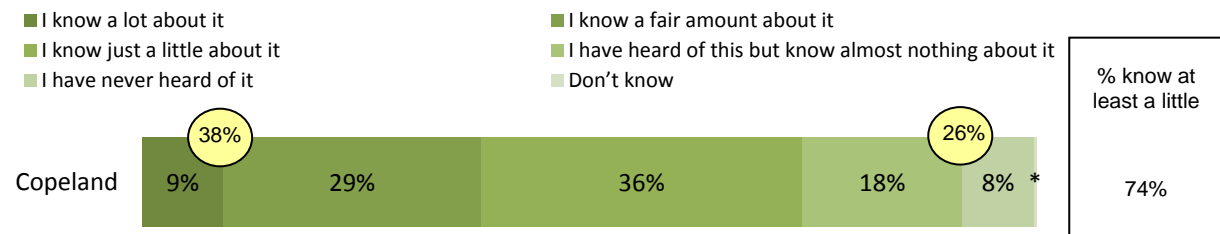
*“I would like to talk to you about higher activity radioactive waste. Most of this type of waste in the UK is currently stored above ground at Sellafield.*

*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.”*

### Awareness of search process

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?



Base : All Copeland respondents (1,412)

Source: Ipsos MORI

Three-quarters of respondents in Copeland (74%) stated that they knew at least a little about the search for a deep underground disposal facility for higher activity radioactive waste; 18% stated they had heard of the search but knew almost nothing and 8% that they had never heard of the search.

Those who were more likely to say they knew at least a little about the search were:

- Men (80% said they knew at least a little compared to 68% among women)
- Those aged over 45 (82%) rather than those aged under 35 (53%)
- Those who have lived in the same area for 21 or more years (77%) or who intend to be living in the same home in 10 years' time (76%)

- Current employees in the nuclear industry (94% said they knew at least a little) or those who were retired but had worked in the nuclear industry (90%). Knowledge of the search was also higher among those who had family or friends working in the nuclear industry (76%) than among those with no connections to the nuclear industry (68%)

## Should the search for a site continue?

Having been informed about the search for a site, respondents were now given the following information and asked if the Councils should or should not take part in the search.

*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.*

**COPELAND RESPONDENTS WERE ASKED:**

*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.*

Overall, two-thirds of respondents (68%) in Copeland thought Copeland Borough Council and Cumbria County Council should take part in the search for a suitable site for a deep underground disposal facility for higher activity radioactive waste. Just over one in five (22%) thought the councils should not take part in the search; 4% said they were neutral about the search and 5% said they did not know.

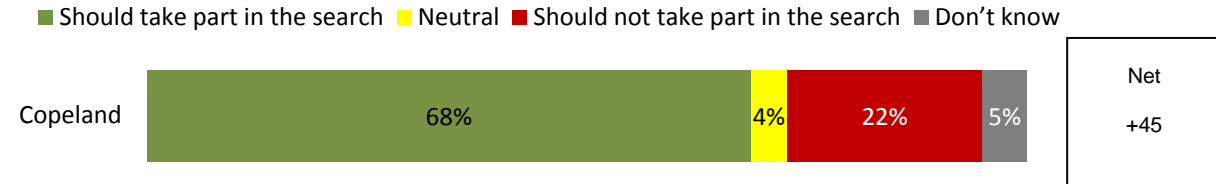
The Partnership's stated Indicator is positive net support<sup>9</sup> for continuing the search – in Copeland the net support figure was +46.

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<sup>9</sup> Net support is defined as the proportion saying the councils should take part in the search minus the proportion saying the councils should not take part in the search

## Continue or stop the search?

Q4. 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?



Base : All Copeland respondents (1,412)

Source: Ipsos MORI

Those who were more likely to support taking part in the search for a suitable site were:

- Men (78% stated they thought the councils should take part in the search, the net support for this group was +60) rather than women (59% said they supported the search continuing, net support was +32)
- Those aged 45-54 (76%, net support of +58) rather than those aged 65+ (64%, net support of +38)
- Those who had lived in the area for more than 21 years (71%, net support of +50)
- Those who were working (76%, net support of +59) rather than those who were retired (64%, net support of +37) or not working (56%, net support of +27)
- Those who had any connection to the nuclear industry rather than those with no connection to the nuclear industry:
  - Among current employees 90% support the councils taking part in the search with net support of +82
  - Among those who were retired but worked in the nuclear industry the figures are 77% and +60
  - Among those who had family or friends working in the nuclear industry the figures are 74% and +57
  - Among those with no connection to the nuclear industry support for the councils taking part in the search was lower (56% thought they should take part in the search) but net support was still positive (+23)

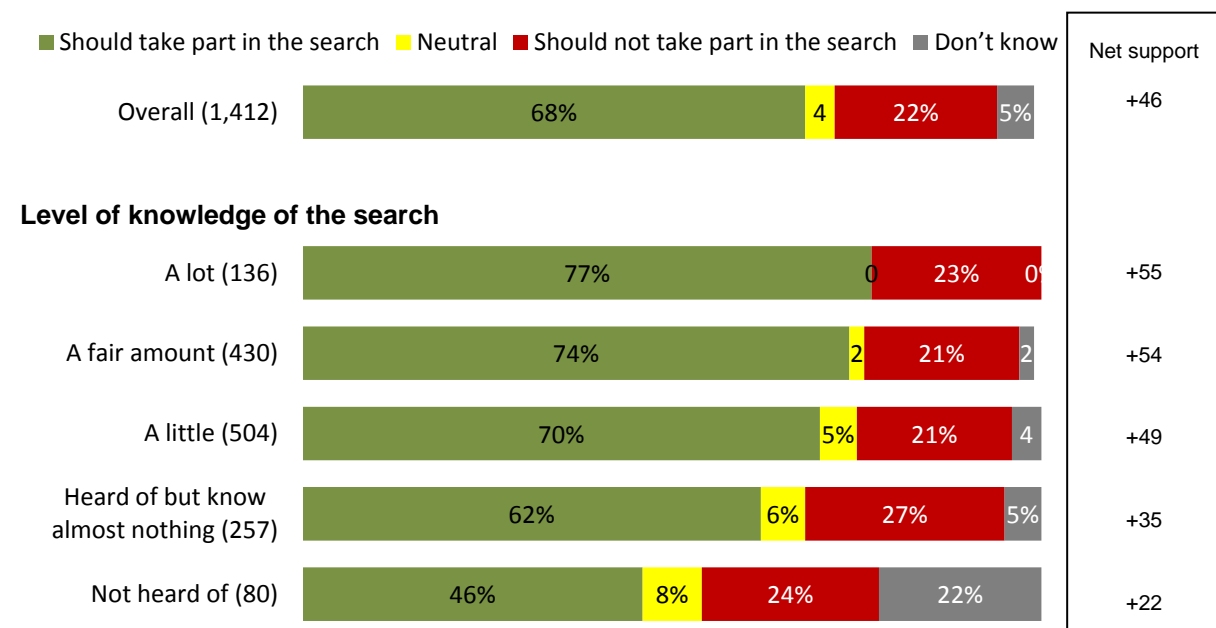


As was shown in the overall section, those who were aware of the search were more likely to say they thought the councils should take part in the search (in Copeland 72% of those who said they knew at least a little said they thought the councils should take part in the search, net support for this group was +51).

Among those who said they knew a lot about the search 77% said they thought the councils should take part (net support of +55), among those who said they knew a fair amount the figures were 74% and +54 – for both these groups the proportions which said the councils should take part in the search are significantly higher than the overall figures. For those who said they knew a little about the search 70% said they thought the councils should take part in the search (net support of +49), among those who said they had heard of the search but knew almost nothing 62% said they thought the councils should take part in the search (net support of +35) – for both these groups the proportions are in line with the overall results. Among those who said they had never heard of the search the proportion saying they thought the councils should take part in the search was significantly lower than the overall (46%) and net support remains positive (+22).

### Support for taking part in the search is linked to knowledge about the search

Q4. 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?



Base : All respondents (see above)

Source: Ipsos MORI

Those who said that they thought the councils should take part in the search were asked why they thought so.

## Reasons for taking part in the search

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



Base : All Copeland respondents supporting (967)

Source: Ipsos MORI

In Copeland, the main reasons given for taking part in the search were:

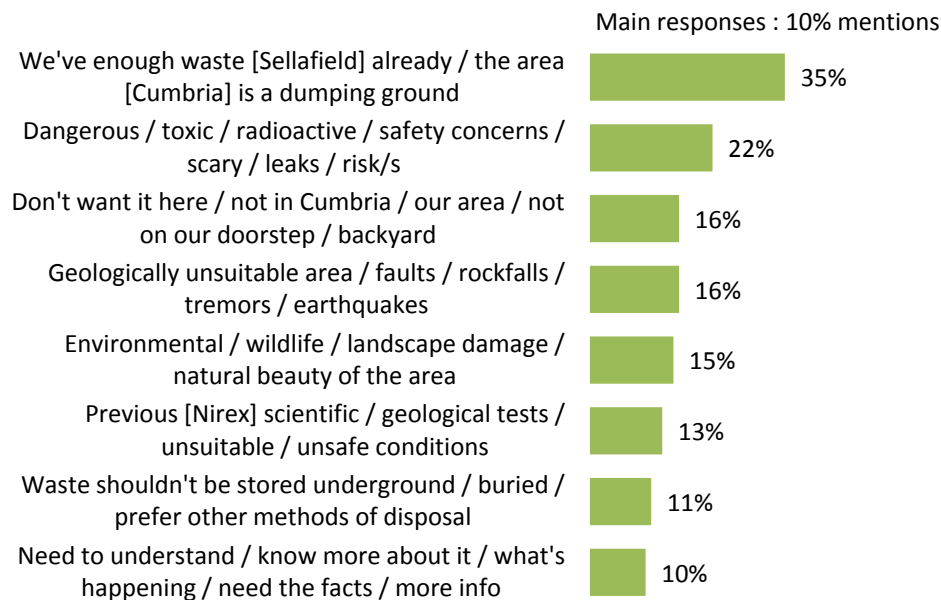
- **It would create employment** (46% mentioned this). Those more likely to mention this were current employees in the nuclear industry (52% compared to 46% overall), and those with family/friends employed in the nuclear industry (50%), those who were working (52%) and those who have lived in the area for 21+ years (52%).
- **Sellafield is already in the area** (30%). Those with family/friends who are employed in the nuclear industry were more likely to mention this (33%), those who were retired (38%) and those who have lived in the area for 21+ years (34%).
- **It would bring benefits to the local community** (20%). Those more likely to mention this were current employees in the nuclear industry (30%), those who are working (25%), those who have lived in the area for 21+ years (21%) and those who expected to be living in Copeland in 10 years' time (31%).
- **As long as it is safe** (15%). Those aged 45-54 were more likely to mention this (20%).
- **The council represent the interests of the local community and should take part** (14%), women (18%) and those who expected to be living elsewhere in Cumbria (27%) were more likely to mention this.

- **It has to go somewhere** (12%). Those who were retired but had worked in the nuclear industry were more likely to mention this (20%).
- **Need to find a safe/suitable site** (11%). Those more likely to mention this were aged 65+ (16%) and those who had lived in the area for 21+ years (12%).
- **Underground storage is safest/best** (10%), men were more likely to mention this (13%).

Those who said they thought the councils should not take part in the search were asked their reasons for this.

### Reasons for not continuing

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



Base : All Copeland respondents opposing (317)

Source: Ipsos MORI

The main reasons given were:

- **Cumbria is a dumping ground** (35% mentioned this), women were more likely to mention this (44% compared to 35% overall).
- **Nuclear waste is dangerous/toxic** (22%). Those more likely to mention this were women (27%) and those who expected to be living in their current home in 10 years' time (27%).
- **They did not want it in Cumbria** (16%). Women were also more likely to mention this reason (20%).
- **The area is not geologically suitable** (16%). Those more likely to mention this were men (27%) and those aged 65+ (22%).
- **Concerns about damage to the environment/wildlife** (15%). There were no groups more, or less, likely to mention this reason.
- **The previous scientific tests said the area was unsuitable** (13%). Those more likely to mention this were men (21%), those aged 65+ (21%) and those who had lived in the area for 21+ years (17%).
- **Waste should not be stored underground** (11%). Those more likely to mention this had lived in the area for more than 21 years (13%) and those who are working (18%).
- **They needed to know more about what is happening** (11%). There were no groups more, or less, likely to mention this reason.

There were 61 respondents in Copeland who gave a neutral response to whether the councils should or should not take part in the search. They were asked why they had said they were neutral.

The main reasons given for a neutral response were that they **needed to know more about what is happening** (18% mentioned this), that **it would create employment** (17%) and that **there are pros and cons to the issue** (12%).

There were also 67 respondents in Copeland who said they did not know whether the councils should or should not take part in the search for a possible site. They were also asked for their reasons for this response. The main reasons they gave for saying they did not know were that they **needed to know more about what is happening** (42% mentioned this) and 22% said **they did not know/did not care or were not bothered**.

# Results for the Rest of Cumbria

# Results for the Rest of Cumbria

This section explores the findings within the Rest of Cumbria area; comparisons of the results for the Rest of Cumbria to the other areas are contained within the Cumbria overall section.

## Knowledge of the search for a potential site

After being provided with the following information, respondents were asked the extent of their knowledge of the search for a potential site.

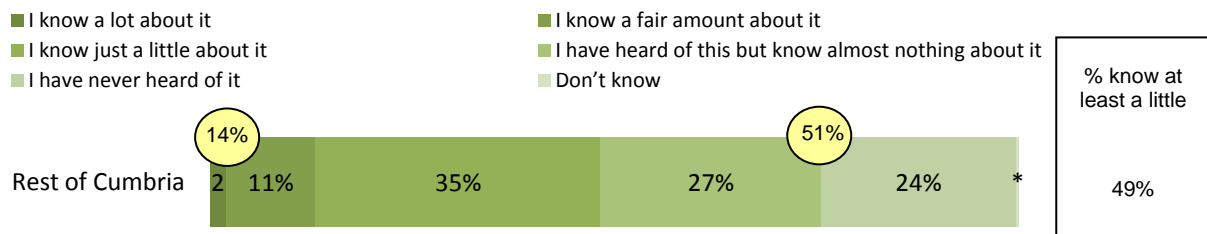
*“I would like to talk to you about higher activity radioactive waste. Most of this type of waste in the UK is currently stored above ground at Sellafield.*

*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.”*

## Awareness of search process

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?



Base : All Rest of Cumbria respondents (1,398)

Source: Ipsos MORI

Nearly half of respondents in the Rest of Cumbria (49%) said that they knew at least a little about the search for a deep underground disposal facility for higher activity radioactive waste. Just over a quarter (27%) said that they had heard of the search but knew almost nothing about it and 24% said that they had never heard of the search.

Those who were more likely to say they had heard of the search were:

- Men (59% said they knew at least a little about the search) rather than women (40%)
- Those aged 55+ (60%) rather than those aged under 45 (34%)

- Those who are retired (61%) were more likely to say they knew at least a little than those who were working (47%), both were more likely to say they knew at least a little than those who were not working (36%).

## Should the search for a site continue?

Having been informed about the search for a site, respondents were now given the following information and asked if the Councils should or should not take part in the search.

*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.*

**REST OF CUMBRIA RESPONDENTS WERE ASKED:**

*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.*

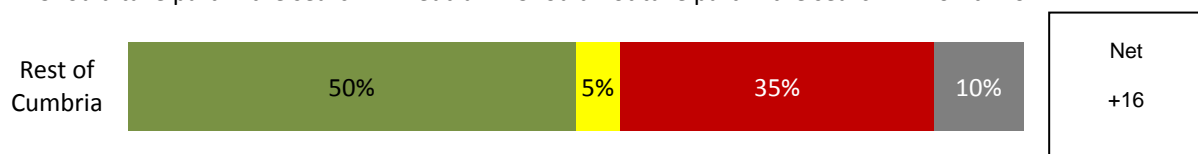
Overall, half of respondents in the Rest of Cumbria (50%) said they thought the councils should take part in the search, a third (35%) said they should not take part in the search, 5% said they were neutral and 10% that they did not know.

The Partnership's stated Indicator is positive net support<sup>10</sup> for continuing the search – in the Rest of Cumbria the net support figure was +15.

### Continue or stop the search?

Q4. 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?

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



Base : All Rest of Cumbria respondents (1,398)

Source: Ipsos MORI

<sup>10</sup> Net support is defined as the proportion saying the councils should take part in the search minus the proportion saying the councils should not take part in the search

In the Rest of Cumbria, those who were more likely to say they thought the Councils should take part in the search were:

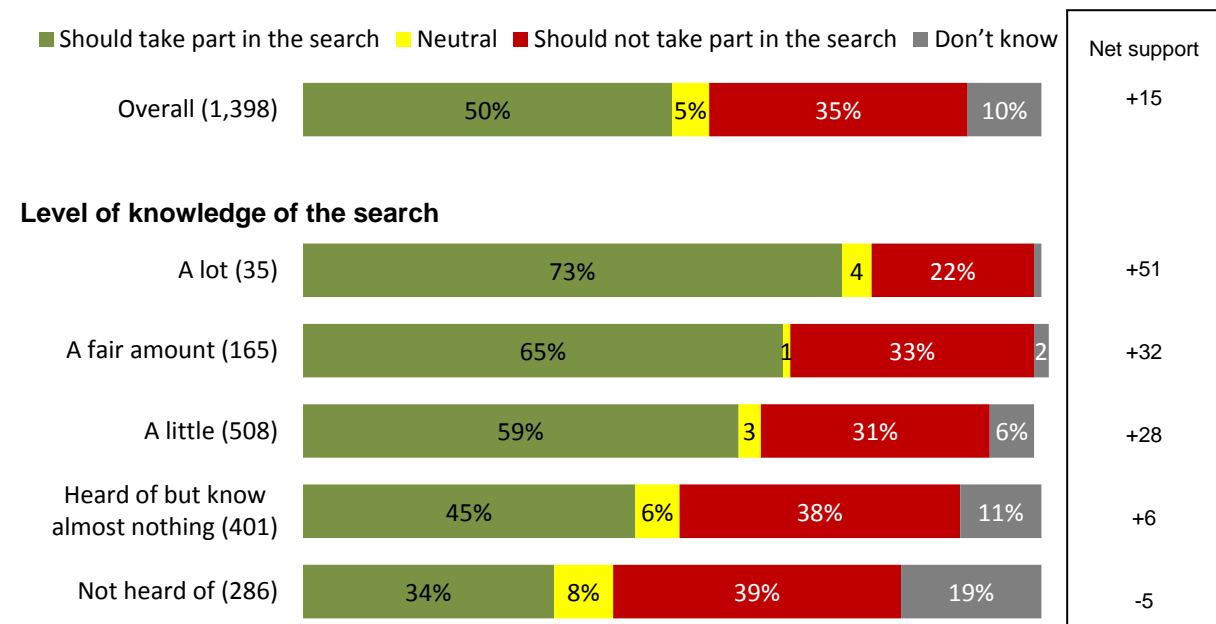
- Men (61% said they thought the councils should take part in the search, with net support of +33) rather than women (40%, with net support of -1)
- Those who said they expected to be living in a different part of Cumbria in ten years' time (65%, net support of +49), or who expected to be living outside Cumbria in ten years' time (64%, net support of +42)

As in the Cumbria overall results, those who said they knew at least a little about the search were more likely to think the councils should take part in the search (61%, net support of +30). The proportions saying the councils should take part in the search increased with levels of knowledge about the search: 59% among those who said they knew only a little (net support +28); 65% among those who said they knew a fair amount (net support +32); and 73% among those who said they knew a lot (net support of +51)<sup>11</sup>.

Among those who said they had heard of the search but knew almost nothing 45% said they thought the councils should take part in the search (net support of +6); among those who said they had never heard of the search 34% said the councils should take part in the search (net support of -5).

### Support for taking part in the search is linked to knowledge about the search

Q4. 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?



Base : All respondents (see above)

Source: Ipsos MORI

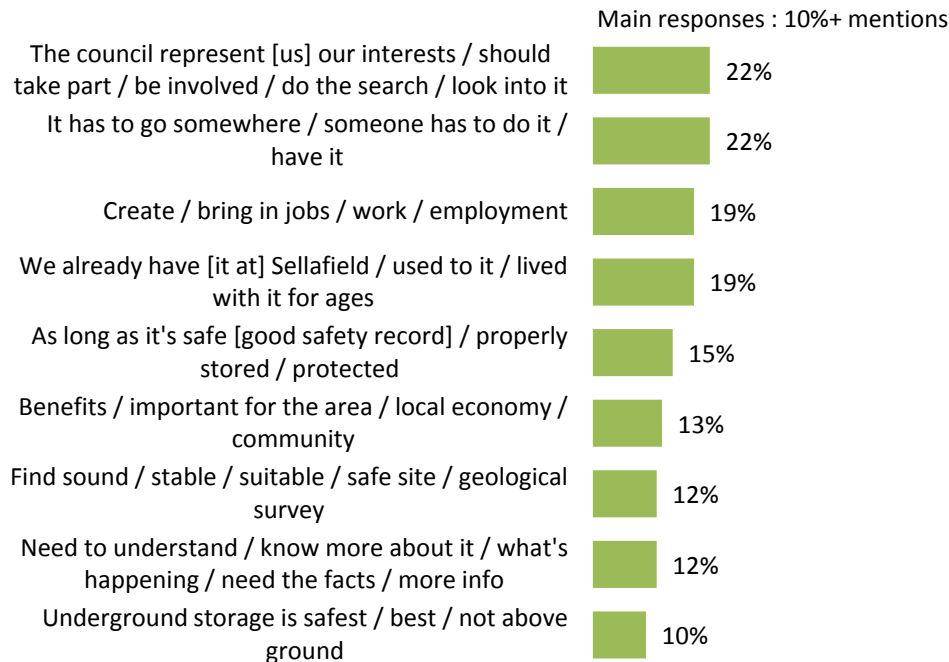
<sup>11</sup> The base size in the Rest of Cumbria for those saying they knew a lot about the search was 35, and as such the figures for this group are too small for statistical significance checking. The results are shown to provide the full trend data. The base sizes for the other groups are large enough for statistical significance testing.



Those respondents who said they thought the councils should take part in the search were asked why they thought so.

## Reasons for taking part in the search

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



Base : All Rest of Cumbria respondents supporting (685)

Source: Ipsos MORI

The main reasons given for believing the councils should take part in the search were:

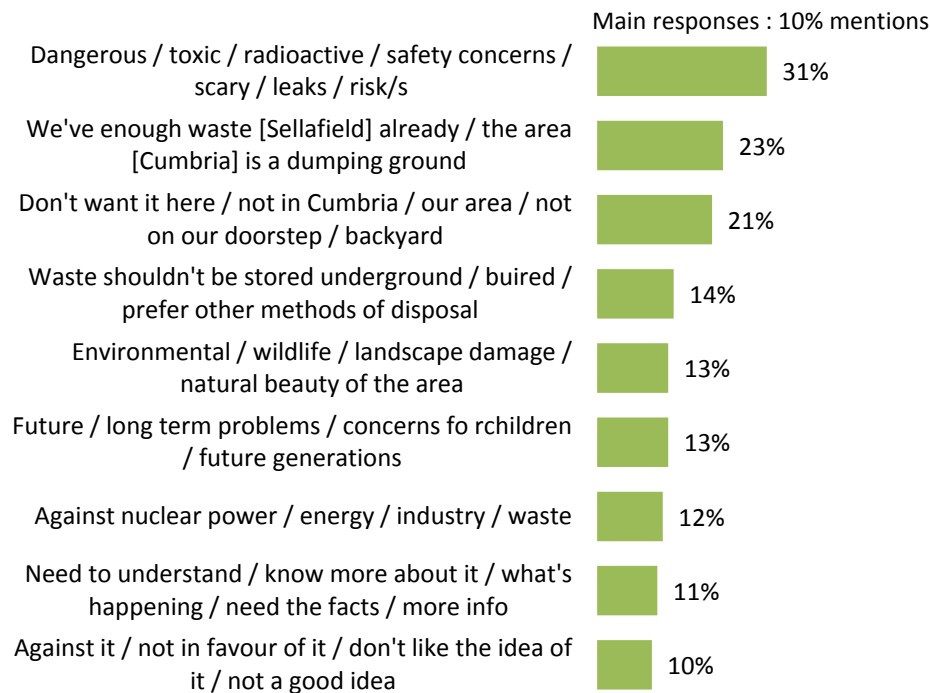
- **The council represent the views of local residents and should take part** (22% mentioned this). Those aged 65+ were more likely to mention this (27% vs 22% overall).
- **The waste has to go somewhere** (22%). Those aged over 55 (31%), those who were retired (30%) and those who expected to be living in the same home in 10 years' time (26%) were the groups more likely to mention this reason.
- **It would create employment** (19%). Those more likely to mention this were men (26%, those aged 45-54 (31%), those who are working (23%) and those with family/friends who worked in the nuclear industry (46%).
- **Sellafield is already in the area** (19%). Those more likely to mention this were those aged 45-54 (29%) and those with family/friends who worked in the nuclear industry (38%).
- **As long as it is safe** (15%). Those more likely to mention this were those with family/friends who worked in the nuclear industry (28%).

- **It would benefit the local community** (13%). Those more likely to mention this were men (16%), those aged 25-34 (22%), those who expected to be living outside Cumbria in 10 years' time (26%) and those with family/friends who worked in the nuclear industry (24%).
- **Need to find a safe/suitable site** (12%). Those aged 65+ were more likely to mention this (16% vs 12% overall).
- **Need to know more about what is happening** (12%). Women were more likely to mention this (18%).
- **Underground storage is best** (10%). There were no groups more, or less, likely to mention this reason.

Those who said they thought the councils should not take part in the search were also asked their reasons for this.

### Reasons for not taking part in the search

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



Base : All Rest of Cumbria respondents not supporting (508)

Source: Ipsos MORI

The main reasons given for not taking part in the search were:

- **Radioactive waste is dangerous/toxic** (31% mentioned this). There were no groups which were more, or less, likely to mention this reason.
- **Cumbria is a dumping ground, we already have Sellafield** (23%). Those more likely to mention this had lived in the area for more than 21 years (27% compared to 23% overall).

- **They do not want it in Cumbria** (21%). Those who were working were more likely to mention this (25%).
- **The waste should not be stored underground** (14%). It was men who were more likely to mention this (19%).
- **Concerns about damage to the environment/wildlife** (13%). Those who expected to be living in the same borough in 10 year's time were more likely to mention this (22%)
- **Concerns about long term problems** (13%). Those aged 55-64 were more likely to mention this (20%).
- **Against nuclear power/waste** (12%). Those more likely to mention this were men (16%) and those who have lived in the area for 6-10 years (24%).
- **They need to understand more about what is happening** (11%). Women (13%) and those aged 55-64 (17%) were more likely to mention this.
- **Against the idea in general** (10%). There were no groups which were more, or less, likely to mention this reason.

There were 64 respondents in the Rest of Cumbria area who said they were neutral about whether the councils should or should not take part in the search. They were asked why they had given a neutral answer.

The main response, by a third of those who gave a neutral answer was that they needed to know more about what was happening (37% spontaneously mentioned this). Other responses given by more than 10% of those who gave a neutral answer were:

- 16% said they did not want the waste stored in Cumbria
- 10% as long as it is safe
- 10% said it had to go somewhere
- 10% said they did not know/ did not care/were not bothered

There were 141 respondent in the Rest of Cumbria who said they did not know when asked whether the councils should take part or not in the search. When asked the reasons for their response, half of these respondents said **they needed to know more about what was happening** (50%), 16% said **nuclear waste was dangerous/toxic** and 13% said they **did not know/ did not care/were not bothered**.

# Sample profile

# Sample profile

This section presents the results of the demographic questions asked in the survey.

## Demographic profile

The sample has been weighted in terms of age and working status within gender to match the known population profile in each of the areas<sup>12</sup>. Weighting is the normal practice for surveys and ensures that the results are representative of the population being surveyed. Weighting is necessary to remove any skew in the results caused by groups of people being under or over represented among those taking part in the survey.

As is found in almost all surveys, younger people were less willing to take part and therefore the proportion of younger people in the sample was lower than the proportion in the actual population, while that for older people was higher than the actual proportion. This has been corrected by the weighting, and the unweighted, weighted and known population profiles are shown below for each area.

### Demographic profile : Allerdale

		Allerdale		
<i>Base: All respondents (1,452)</i>		Actual	Weighted	Unweighted
<b>Age</b>				
	16-24	11.5%	11.4%	4.3%
	25-34	11.2%	11.1%	8.6%
	35-54	34.6%	34.2%	34.2%
	55-64	17.8%	17.6%	22.6%
	65+	24.9%	24.6%	29.2%
<b>Gender and Working Status</b>				
	Men, working full/part time	29.3%	29.0%	26.0%
	Men, other	19.2%	19.1%	15.7%
	Women, working full time	12.4%	12.3%	14.3%
	Women, working part time	11.9%	11.9%	13.4%
	Women, other	27.2%	27.0%	29.9%

Source: Ipsos MORI

<sup>12</sup> Known profile is based on updated Census 2001 figures

## Demographic profile : Copeland

		Copeland		
<i>Base: All respondents (1,412)</i>		Actual	Weighted	Unweighted
<b>Age</b>				
	16-24	12.3%	12.2%	4.7%
	25-34	12.6%	12.4%	10.2%
	35-54	35.4%	35.0%	34.1%
	55-64	16.9%	16.8%	19.8%
	65+	22.8%	22.7%	30.4%
<b>Gender and Working Status</b>				
	Men, working full/part time	28.0%	27.8%	26.1%
	Men, other	21.3%	21.1%	17.9%
	Women, working full time	11.6%	11.5%	16.6%
	Women, working part time	11.4%	11.3%	10.3%
	Women, other	27.7%	27.5%	28.3%

## Demographic profile : Rest of Cumbria

		Rest of Cumbria		
<i>Base: All respondents (1,398)</i>		Actual	Weighted	Unweighted
<b>Age</b>				
	16-24	12.4%	12.3%	4.1%
	25-34	11.4%	11.2%	9.7%
	35-54	33.9%	33.6%	34.0%
	55-64	17.3%	17.1%	21.0%
	65+	25.1%	24.9%	30.4%
<b>Gender and Working Status</b>				
	Men, working full/part time	29.3%	28.9%	27.1%
	Men, other	18.7%	18.6%	16.3%
	Women, working full time	12.8%	12.8%	14.6%
	Women, working part time	12.5%	12.4%	12.2%
	Women, other	26.7%	26.7%	29.2%

Source: Ipsos MORI

## Geographic profile

Weighting for selection probability and non-response bias was carried out within each of the three areas, to ensure the results in each area are representative. To ensure the overall results are representative the areas were balanced by known population numbers.

Geographic profile : Area			
<i>Base: All respondents</i>	Allerdale (1,452) %	Copeland (1,412) %	Rest of Cumbria (1,398) %
Unweighted base sizes	1,452	1,412	1,398
Weighted base sizes	815	606	2,841
Known population proportion	18.94%	14.04%	67.02%
Weighted population proportion	19.12%	14.22%	66.66%

Source: Ipsos MORI

More than six in ten respondents had lived in the area for at least 21 years, with residents in Copeland (71% had lived in the area for more than 21 years) and Allerdale (68%) significantly more likely to have done so than those living in the Rest of Cumbria (63%).

Q10. How long have you lived in this area			
<i>Base: All respondents</i>	Allerdale (1,452) %	Copeland (1,412) %	Rest of Cumbria (1,398) %
<b>Q10. Length of time in area</b>			
Under 1 year	1%	1%	2%
1-2 years	2%	2%	3%
3-5 years	5%	5%	6%
6-10 years	7%	7%	9%
11-20 years	17%	13%	17%
21+ years	68%	71%	63%
Don't know	1%	2%	*%

Source: Ipsos MORI

Eight in ten respondents expected to be living in Cumbria in ten years time (81%), the proportion in Allerdale (84%) was significantly higher than in the Rest of Cumbria (80%).

#### Q11. In ten years' time, where do you think you will be living?

<i>Base: All respondents</i>	Allerdale (1,452) %	Copeland (1,412) %	Rest of Cumbria (1,398) %
<b>Q11. Where think living in 10 years time</b>			
In the same house/flat I am living in now	60%	58%	54%
Somewhere else in the same borough as I am living now	19%	18%	19%
Somewhere else in Cumbria	6%	7%	6%
Somewhere outside Cumbria but in the UK	5%	5%	8%
Somewhere else outside the UK	1%	3%	3%
Not expecting to be alive	3%	3%	3%
Don't know	7%	8%	6%
<b>Somewhere in Cumbria</b>	<b>84%</b>	<b>82%</b>	<b>80%</b>

*Source: Ipsos MORI*

Respondents aged under 25 were significantly less likely to say they expected to remain in Cumbria in ten years' time (48% vs 81% overall).



## Contact with the nuclear industry

Respondents were asked for their working status, this was covered in the earlier demographic section. Those respondents who were working were asked whether they worked in a number of industries.

Personal contact with the nuclear industry			
<i>Base: All respondents</i>	Allerdale (780) %	Copeland (749) %	Rest of Cumbria (753) %
<b>Q9a. Employed by...</b>			
The nuclear industry	11%	32%	2%
Allerdale Borough Council, Copeland Borough Council or Cumbria County Council	11%	10%	9%
The Ministry of Defence (MoD) / Armed Forces	*% <sup>13</sup>	*%	1%
Any other Government Department, agency or regulator	7%	7%	5%
Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)	-%	*%	*%
None of these	71%	50%	82%
Don't know	*%	1%	*%

*Source: Ipsos MORI*

The industry of most interest was the nuclear industry. As mentioned earlier, contact with the nuclear industry increased both knowledge of the search process and support for the search continuing.

Analysis showed that the proportion of respondents to the survey was in line with the known employment profile at Sellafield.

- 9,300 work at Sellafield<sup>14</sup>; these represent 35% of employed residents in Copeland and 10% of employed residents in Allerdale<sup>15</sup>
- 240 respondents in Copeland worked in the nuclear industry, representing 32% of the sample in Copeland who were working
- A further 77 respondents in Allerdale worked in the nuclear industry, representing 11% of the sample in Allerdale who were working.

<sup>13</sup> Throughout this report an asterisk (\*) denotes a figure of less than 0.5% but greater than zero.

<sup>14</sup> Source: Sellafield Ltd

<sup>15</sup> Source: Cumbria County Council, mapping employment data from Sellafield to updated Census 2001 figures

All respondents were asked whether any of their family members, relations or friends were employed in a number of industries.

### Wider contact with the nuclear industry

<i>Base: All respondents</i>	Allerdale (1,452) %	Copeland (1,412) %	Rest of Cumbria (1,398) %
<b>Q9c. Family members/relations/friends employed by...</b>			
The nuclear industry	28%	60%	8%
Allerdale Borough Council, Copeland Borough Council or Cumbria County Council	14%	14%	8%
The Ministry of Defence (MoD) / Armed Forces	5%	7%	6%
Any other Government Department, agency or regulator	6%	8%	5%
Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)	*%	1%	*%
None of these	57%	30%	77%
Don't know	2%	1%	1%

*Source: Ipsos MORI*

Again, looking only at the figures for the nuclear industry showed the importance of Sellafield as a local employer: 60% of respondents in Copeland and 28% in Allerdale said that they knew at least one person who was employed in the nuclear industry.

# Technical description

# Technical description

This section provides details of how the research was conducted.

## Questionnaire development

The questionnaire was developed in collaboration with the West Cumbria Managing Radioactive Waste Safely Partnership (the Partnership). The challenges faced by the questionnaire developers were:-

- how to convey the complex information around the subject matter in a concise way over the telephone;
- to provide sufficient information to allow an informed decision from respondents; and
- how to ensure the information provided is balanced.

To ensure the questionnaire met these challenges the development went through a number of distinct stages:

- A draft questionnaire was developed, with **internal review** from members of the Partnership and senior Ipsos MORI researchers
- The draft questionnaire was subjected to **cognitive testing**<sup>16</sup> – five interviews were conducted with a broad mix of Cumbria residents in Penrith. In each interview the participant was taken through the questionnaire as if it was a “live” telephone interview; participants were then asked for their views on a number of aspects of the questionnaire, specifically the length of introductions, the clarity of questions and what they thought the question was asking for.
- The findings from the cognitive testing were incorporated into the next drafts of the questionnaire which were then put out for **comments from the public and the independent expert reviewers**. Following this stage, the questionnaire was redrafted to reflect the comments received, the response to this stage can be found on the Partnership website<sup>17</sup>. The revised questionnaire was subjected again to intense internal review before going live for fieldwork.

Before fieldwork began the questionnaire was timed as 8 minutes, this average questionnaire length was confirmed during the fieldwork.

## Sample design

It was not possible to call all households in Cumbria to ascertain their views about this topic, rather within each of the three areas a sample of residents was interviewed. The most statistically robust samples are those with randomly selected participants. To this end, the sample design for this survey was formed of randomly selected households across each of the three areas in Cumbria; within each household one adult member (aged 16+) was

<sup>16</sup> Cognitive testing is the process by which questionnaires are tested to ensure they are easy to complete by the intended audience

<sup>17</sup> [http://www.westcumbriamrws.org.uk/all\\_documents.asp](http://www.westcumbriamrws.org.uk/all_documents.asp). Document 251 Opinion Survey – Response to Public comments March 2012

randomly selected to take part in the survey. Only the selected household member could take part in the survey.

In this way, within each of the three areas, each household with a landline has an equal probability of being selected to take part in the survey. And within each selected household, each adult (aged 16+) has an equal probability of being selected to take part.

Only landline telephone numbers were selected as there is no geographic basis for the allocation of mobile telephone numbers and therefore no way to ensure they are within the area boundaries. Ofcom figures show that, at the start of 2011, 15% of UK households were mobile-only (and a negligible proportion had no telephone at all). However the proportion with mobile phones only was lower in rural areas of the country, at 7%, which we believe is likely to be closer to the Cumbria figure, given that it is a relatively more rural county. This assumption is backed up by data from the National Readership Survey (NRS) for Cumbria. In the year to September 2011, at the individual level, 6% of Cumbrian respondents lived in mobile-only households (base: 270). This is in line (given sampling tolerances) with the Ofcom rural proportion. Hence the decision was taken that the sample would exclude mobile telephone only households.

The sample was drawn using list-assisted Random Digit Dialling (RDD) techniques to generate a list of telephone numbers within each of the three areas. RDD involves including all blocks of 10,000 numbers allocated for use as residential landlines in Cumbria (e.g. 01539 74XXXX) in the sampling frame and randomising the remaining digits to generate the required number of telephone numbers (in the desired sample proportions). List-assisted RDD is a more accurate way of generating these random numbers and involves identifying which allocated blocks of 100 numbers contain one or more directory listed number and including only those which meet this requirement in the sample frame. The assumption is that eligible numbers are more likely to be found in blocks containing listed numbers, and this technique has been found to produce near total coverage of landline telephones<sup>18</sup>.

The sample was stratified across the postcode sectors within each area to ensure it was representative, by applying the postcode for the first directory listed number in each 100 number block. Further the sample was "batched" into smaller chunks to enable the response rate to be maximised, each batch was stratified to ensure it too was representative of the household distribution in the area.

### **Selecting the households to take part**

All households in Cumbria were eligible to take part in the survey, however RDD can generate leads slightly outside the designated areas. Therefore, to ensure that the household contacted was eligible to take part, the person answering the phone was asked whether or not their household was in Cumbria. Those households found to be outside Cumbria were not interviewed.

The interview also asked in which local authority area (district council level rather than parish council level) the household was located. This information was required to ensure the correct version of Q4 was asked of the respondent. Area was asked as a self-reference question at the beginning and confirmed at the end of the interview by collecting the respondent's postcode. While this presented a small risk of losing some interviews which had incorrectly stated their local authority area (and hence had been asked the wrong version of Q4), it was felt that this was a lesser risk than asking postcode up front. Asking

<sup>18</sup> See HMRC Customer Survey 2011-15 Development Project report, at <http://www.hmrc.gov.uk/research/report153.pdf>

respondents for their postcode up front is known to reduce the response rate as residents can be reluctant to disclose this information<sup>19</sup>. The impact of this decision is discussed in more detail in the section on handling area mismatches.

### Selecting the household member to take part

The two methods commonly used to select household members to take part in random probability methods are the so-called “last birthday” and Rizzo methods. This survey used the Rizzo method to select which member of the household should take part.

The “last birthday” method is a random selection method, but suffers from two drawbacks. Firstly, it has been shown that the person who answers the telephone is more likely to be selected more often than would be expected<sup>20</sup>. This would suggest that some respondents are likely to “volunteer” themselves to take part, regardless of whether their birthday was the last one, rather than pass the opportunity to other household members. Secondly, this rule can appear intrusive, particularly at the start of the telephone call, and hence can negatively affect the response rate.

The Rizzo method minimises the disadvantages of the “last birthday” rule. However, it is much more efficient than the “Kish” method because it starts from the premise that the majority of households contain either one or two members.

The Rizzo method was worked by first establishing that the telephone number belonged to a private household and that the person answering was aged 16 or over. The person answering the telephone was then asked how many members of the household are aged 16 or over. From this response the computer randomly decided whether the respondent or another member of the household was selected to take part in the survey:

- If the answer was one (in around 35% of households in the sample), then no selection was necessary and the interview could begin.
- If the answer is two (in around 50% of households in the sample), then each of the adults had a 50 per cent chance of selection, with the CATI programme randomly selecting which household member could take part. Thus if the person answering the telephone was selected, the interview could begin without the interviewer explaining the selection procedure.
- If the other person was selected, then the interviewer asked for their name and to speak to them (if necessary explaining why we needed a random selection of adults). If not available at that time, the named respondent was contacted at a later date to take part.
- If there were three or more household members aged 16 or over (in the remaining, 15%, of households in the sample), then as soon as the interviewer entered the number of eligible household members, the CATI programme decided whether or not the person answering the telephone was selected (for example, if there were three household members, the probability of selection for that person was 1 in 3). Again, if

<sup>19</sup> Personal and geographic data is often asked at the beginning of surveys where quotas are set to make sure a representative sample of respondents is interviewed. Analysis of data from previous surveys conducted by Ipsos MORI shows that around 17% of respondents refuse to give a postcode when it is asked was one of the first few questions, for comparison c.3% refused to give their age when asked as a screener question.

<sup>20</sup> Rizzo L, Brick J, and Park I (2004), ‘A minimally intrusive method for sampling persons in random digit dial surveys’, *Public Opinion Quarterly*, 68(2), 267-274.

the person answering was selected, the interview could begin without the interviewer explaining the selection procedure. If they were not selected, then the interviewer used the “last birthday” rule to select one of the other household members at random to take part, calling back to speak to the named household member if necessary.

The advantage of this procedure is that in the majority of cases (around 84%), the selection of the respondent can be carried out **without** asking the respondent to list the names of all household members, or ask who has the last birthday, and is hence unintrusive.

The table below shows the breakdown of achieved interviews by whether the person answering the screening questions was selected to take part in the survey or whether another household member was selected.

Adults in household	Number of responses	Screener person selected	Another household member selected
1	1,498	1,498	
2	2,135	1,361	774
3	445	227	218
4	156	54	102
5	18	5	13
6	1	0	1
Refused/ Don't know	9	9	0
Total	4,262	3,154	1,108

### Eligibility to take part and level of knowledge

The survey asked participants about their perceived level of knowledge about the search for a potential site for the underground disposal facility, it also asked their opinion about whether the councils should take part, or not, in the search for such a possible site. In line with the standard research (and indeed democratic) practices, there was no requirement for participants to have a specific level of knowledge of the search in order to be asked their opinion about whether it should continue or not. Rather, all residents were asked their opinion, with equal weight, whatever their level of knowledge.

### Handling sample and maximising the response rate

As mentioned above, the overall sample for each area was divided into batches, each of which was also representative of the area, batches of various sizes were selected. This gave considerable flexibility in how the sample was issued and hence helped to maximise the response rate while ensuring that issued sample remained representative of the area as a whole.

The table below shows how the batches of sample were released in each area

Date	Allerdale	Copeland	Rest of Cumbria
08/03/2012	3,171	3,171	3,171
20/03/2012	1,500	1,500	2,000
12/04/2012	500	500	500
18/04/2012	810	1312	1,000
10/05/2012	0	500	0
<b>Total issued sample</b>	<b>5,981</b>	<b>6,983</b>	<b>6,671</b>

## Response rate

A simple response rate can be calculated as:

$$RR1 = \frac{\text{Achieved interviews}}{\text{"Live" telephone numbers}}$$

The RDD process generates a proportion of "invalid" telephone numbers<sup>21</sup> which are removed from the calculation of the response rate.

On this principle the response rate for each of the three areas is shown below:

	Allerdale	Copeland	Rest of Cumbria	Overall
Total number of telephone numbers issued	5,981	6,983	6,671	19,635
Invalid telephone numbers	2,715	3,461	3,105	9,281
"Live" telephone numbers	3,266	3,522	3,566	10,354
Achieved interviews	1,452	1,412	1,398	4,262
<b>Response rate (RR1)</b>	<b>44.5%</b>	<b>40.1%</b>	<b>39.2%</b>	<b>41.2%</b>

However, within the "live" telephone numbers there are some which for a final outcome was never achieved, this can be for a number of reasons:

- They are non-working lines but dialling them does not produce the number unobtainable tone
- They are working residential lines but the property is between occupants or not a main residence and therefore regularly unoccupied
- They are working residential lines but are regularly connected to the internet or used for calls for long periods or the occupants are always out
- They are working residential lines but are behind a call screening device, such as caller ID

<sup>21</sup> "Invalid" phone numbers are those which produce the standard "number unobtainable" tone when dialled, or for resident surveys are business numbers or fax/data/computer lines



The number of unknown eligibility telephone numbers in the sample for each of the three areas is shown below:

	Allerdale	Copeland	Rest of Cumbria	Overall
Total number of telephone numbers issued	5,981	6,983	6,671	19,635
“Live” telephone numbers	3,266	3,522	3,566	10,354
<b>Unknown eligibility</b>	<b>444</b>	<b>736</b>	<b>728</b>	<b>1,908</b>
<b>Known eligibility</b>	<b>2,822</b>	<b>2,786</b>	<b>2,838</b>	<b>8,446</b>

The AAPOR3<sup>22</sup> response rate calculation (the designated calculation for the response rate on this survey) takes into account the uncertainty around these “unknown eligibility” numbers. AAPOR3 requires an estimate of ‘e’, the estimated proportion of unknown eligibility numbers which are in fact eligible. AAPOR states that “In estimating e, one must be guided by the best available scientific information on what share eligible cases make up among the unknown cases and one must not select a proportion in order to boost the response rate”<sup>23</sup>.

There are several methods of calculating e, one conservative method of doing this is to apply the known eligibility ratio to the unknown eligibility numbers. The eligibility ratio is calculated as

$$\text{Eligibility ratio} = \frac{\text{Known eligibility}}{\text{Total sample issued} - \text{unknown eligibility}}$$

The eligibility ratios are shown below:

	Allerdale	Copeland	Rest of Cumbria	Overall
Total number of telephone numbers issued	5,981	6,983	6,671	19,635
“Live” telephone numbers	3,266	3,522	3,566	10,354
Unknown eligibility	444	736	728	1,908
Known eligibility	2,822	2,786	2,838	8,446
<b>Known eligibility ratio</b>	<b>50.1%</b>	<b>44.6%</b>	<b>47.8%</b>	<b>47.6%</b>

The AAPOR3 calculation is:

$$\text{AAPOR3} = \frac{\text{Achieved interviews}}{\text{Known eligibility} + (e \times \text{unknown eligibility})}$$

<sup>22</sup> AAPOR3 is considered to be the worldwide industry best practice for calculating response rate. AAPOR3 was developed by the American Association for Public Opinion Research and is regularly updated.

<sup>23</sup> The American Association for Public Opinion Research. 2011. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*, 7<sup>th</sup> Edition. AAPOR.

The AAPOR3 for each area is shown below:

	Allerdale	Copeland	Rest of Cumbria	Overall
Achieved interviews	1,452	1,412	1,398	4,262
Known eligibility	2,822	2,786	2,838	8,446
Unknown eligibility	444	736	728	1,908
Known eligibility ratio	50.1%	44.6%	47.8%	47.6%
<b>AAPOR3</b>	<b>47.6%</b>	<b>45.3%</b>	<b>43.9%</b>	<b>45.6%</b>

The response rates, calculated using the agreed AAPOR3 formula, for each of the three areas are:

- Overall = 45.6%
- Allerdale = 47.6%
- Copeland = 45.3%
- Rest of Cumbria = 43.9%

## Fieldwork

### Fieldwork dates

Interviewing took place between 8<sup>th</sup> March and 16<sup>th</sup> May 2012 inclusive.

### Call times and callback pattern

Where an interview was not achieved on the first call, the phone number was called back at different times and on different days of the week to maximise the possibility of achieving an interview/final outcome<sup>24</sup>.

Calls were made to the numbers without a final outcome between 10.00am and 9.00pm on weekdays and between 12.00 noon and 9.00pm on weekends. To maximise the response rate, phone numbers without a final outcome were called a minimum of 20 times across the 9 week fieldwork period.

Where participants were too busy to take part at the time called, an appointment was made to call them back at a time of their convenience.

### CATI interviewing approach

Interviewing was conducted using Computer Assisted Telephone Interviewing (CATI). The CATI system ensures the correct routing is followed and automatically records the data into the system – ensuring accurate recording of data and speedy processing of the data.

All interviewing was carried out by a team of trained interviewers from the Ipsos MORI Edinburgh telephone call centre. All interviewers were experienced in working on response rate driven surveys, using probability samples.

<sup>24</sup> Final outcomes are: interview achieved, participant refusal, dead/unobtainable phone number, business/fax/data phone number

All interviewers, whether they are new recruits or long-serving, experienced interviewers, are monitored and coached. Our CATI system allows us to monitor both aurally and visually in real time without the interviewer or respondent being aware that we are listening. In total, we monitor 10% of all interviews that are completed; which is double the ISO and IQCS requirement.

### **Minimising refusals and non-contacts**

All interviewers are given separate training in refusal avoidance, and this was covered in the interviewer briefing for this survey. This is very important as many people will refuse simply because we have called at an inconvenient time, rather than being opposed in principle to doing the survey. The aim is to deal with these situations in such a way that we avoid “hard refusals” and can therefore potentially achieve an interview later in the fieldwork period. With a response rate driven survey, minimising the number of refusals is a priority.

Re-issuing sample is a “tried and tested” method of minimising non-contacts, and maximising response rates. To minimise “non-contacts” we reissued numbers with 15 consecutive call outcomes of “no reply” or “answer phone” (or combination of these) to allow for potential respondents being on holiday, or away with work.

To minimise “refusal” we reissued “soft refusals” about two to three weeks after the refusal to attempt to achieve an interview. Soft refusals are cases where, typically, the respondent says they are “too busy” or “not interested”. Recontacting these residents after a period of time (2 to 3 weeks in this survey) can often result in an achieved interview. Reissuing these soft refusals produced 320 interviews.

### **Briefing**

A full, face-to-face, briefing of the interviewing team was undertaken prior to fieldwork starting. The briefing covered:

- Background to the overall project and the survey itself
- Technical aspects of the project – including the need to keep the response rate as high as possible, how households and household members were to be selected, how to handle refusals and record the outcomes of any refusals
- A run-through of the questionnaire – including why there were different wordings for some questions
- How to introduce the survey – including what could and could not be said to residents to encourage them to take part

A representative of the Partnership attended the briefing to answer questions about the larger project.

## **Analysis and interpretation of results**

### **Weighting**

Although all households in each area had an equal probability of being selected, and household members within selected households had an equal probability of being selected to take part, the profile of those responding was different to the known profile of the adult (16+) population in the three areas. This was the result of different levels of willingness to take part; put simply younger respondents were less likely than older respondents to agree to take

part. Therefore the data needed to be weighted to ensure it reflected the known population of the area and therefore could be considered representative.

The weighting method consisted of three stages

1. Weighting for the probability of selection
2. Weighting to correct non-response bias
3. Weighting to ensure the three regions are in the correct proportions.

For each respondent two weights were calculated:

- a) Their weight within their area (stages 1 and 2 only)
- b) Their weight within the county overall (stages 1-3).

The first weighting factor was used on the area specific tables, the second weighting factor was used on the "overall" tables. Both weighting factors appear in the SPSS dataset, so that both sets of tables can be recreated.

### **1. Weighting for the probability of selection**

To correct for the fact that people in larger households had a lower chance of selection than those in smaller households, respondents were given a weight equal to the number of adults in the household. To avoid extreme weights this weight was capped at 4.

### **2. Weighting to correct for non-response bias**

The next stage was to correct for non-response bias by analysing the profile of the sample after the design weighting had been applied with information already known from updated Census information about the population profile in Cumbria. It is well known that younger people are less likely to respond to surveys than older people; and this is the case in this survey. It is also possible that older people, who are more "established" in the area, and likely to remain there longer than younger people (particularly if retired), may well have stronger views about the survey topic than younger people who have not lived as long in the area, and may not necessarily see their future as being in Cumbria.

Within each region (Allerdale, Copeland, Rest of Cumbria) we weighted the data by age and by working status within gender.

For working status within gender we divided women into three categories: full-time, part-time or other. There were too few men to form a part-time category, so for men we used the binary classification of full-/part-time or other. The proportions used are shown below and are based on the latest updated Census updates available.

	Allerdale	Copeland	Rest of Cumbria
<b>Age</b>			
16-24	11.48%	12.28%	12.43%
25-34	11.21%	12.55%	11.38%
35-54	34.62%	35.40%	33.89%
55-64	17.83%	16.93%	17.25%
64+	24.86%	22.84%	25.05%
<b>Work status within gender</b>			
Men FT/PT	29.29%	28.04%	29.28%
Men other	19.21%	21.25%	18.74%
Women FT	12.43%	11.61%	12.75%
Women PT	11.92%	11.42%	12.49%
Women other	27.15%	27.68%	26.74%

We used the “rim weighting” technique because it was not possible to produce a “cell” matrix using the three variables above from existing population information. This technique also reduced the potential for extreme weights as there were no cells with small numbers of respondents.

The next step was to re-scale the weights so that the weighted total for each of the three areas was equal to the unweighted total for each of the three areas; resulting in weights with an average of 1. As part of this process we trimmed any observed extreme weights (a factor of 4+).

The weight produced allows accurate estimates of opinion for each of the three areas to be produced.

### 3. Weighting to ensure the three regions are in the correct proportions

The total sample was then weighted to the following population proportions, based on the latest published figures for Cumbria (currently the ONS 2010 mid-year population estimates).

	Proportions
Allerdale	18.94%
Copeland	14.04%
Rest of Cumbria	67.02%

The final weight was re-scaled to have a mean of one. This weighting factor allows accurate estimate of opinion across the county overall to be produced.

### Effective base sizes

Weighting the data means that the standard statistical confidence modelling no longer applies, rather we needed to take into account that the sample was no longer a simple random one. Calculating effective base sizes is a means of adjusting the figures to reflect

the amount of weighting applied, and hence allowing more accurate statistical confidence calculations.

The unweighted, weighted and effective base sizes for the individual areas, and when the areas are combined for county-wide results are shown below.

	Allerdale	Copeland	Rest of Cumbria	Overall
<b>Individual area level results</b>				
Unweighted base size	1,452	1,412	1,398	-
Weighted base size	1,452	1,412	1,398	-
Effective base size	1,074	1,000	1,023	-
<b>County-wide level results</b>				
Unweighted base size	1,452	1,412	1,398	4,262
Weighted base size	815	606	2,841	4,262
Effective base size	1,074	997	1,017	2,037

### Tables produced

This was a very simple questionnaire with only three core questions and seven demographic questions. We produced tables showing results to all questions tabulated against the demographic and attitudinal variables collected. Additional geographic variables were included in the analysis and were based on postcodes gathered in the interview. The main focus of the analysis was by area, but results for the county overall were also required. We therefore produced four sets of tables:

- A combined set – showing opinions at a county level
- A set for each of the three sample areas – showing the results broken down by all demographic and attitudinal variables

Each set of tables had the same structure, as detailed below.

<b>Group</b>	<b>Sub-group</b>
<b>Area</b>	Allerdale
	Copeland
	Rest of Cumbria
<b>Key question</b>	Should take part
	Should not take part
	Neutral
	Don't know
<b>Knowledge of Issue</b>	A lot
	A fair amount
	A little
	Any knowledge
	Heard of
	Not heard
<b>Experience of nuclear industry</b>	Current employee
	Former employee
	Friends/family
	None
<b>Gender</b>	Male
	Female
<b>Age</b>	Under 25
	25-34
	35-44
	45-54
	55-64
	65+
<b>Time in Area</b>	Under 2 years
	3-5 years
	6-10 years
	11-20 years
	21+ years
<b>Commitment to area</b>	Same house/flat
	Same borough
	In Cumbria
	Elsewhere
<b>Working status</b>	Working
	Retired
	Not working

### **Presentation and interpretation of data**

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout this volume, an asterisk (\*) denotes any value of less than half a per cent, but greater than zero.

## Statistical reliability and presentation of data

A sample of 4,262 adults across Cumbria, rather than the entire population, has been interviewed for this survey. All results are therefore subject to sampling tolerances that mean that not all differences in findings are statistically significant. The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the “true” values). We can, however, predict the variation between the sample results and the “true” values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”.

<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>			
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
<b>Interviews (effective base size)</b>			
100	6	9	10
300	3	5	6
400	3	4	5
500	3	4	4
1,074 (Allerdale)	2	3	3
1,000 (Copeland)	2	3	3
1,023 (Rest of Cumbria)	2	3	3
2,037 (Cumbria overall)	1	2	2

*Source: Ipsos MORI*

For example, with a sample of 2037 where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 2 percentage point from the sample result.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one – i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table below:

<b>Differences required for significance at or near these percentage levels</b>			
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
<b>Size of the samples compared</b>			
1,074 and 1,000 (Allerdale v Copeland)	3	4	4
1,000 and 1,023 (Copeland v Rest of Cumbria)	3	4	4
1,074 and 1,023 (Allerdale v Rest of Cumbria)	3	4	4

*Source: Ipsos MORI*



## Technical issues

### Area mismatches – identification and handling process

One question (Q4) in the interview required specific wording based on where the respondent lived; the wording variations are shown below.

#### Allerdale version of wording:

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.

Q4. 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?

#### Copeland version of wording:

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.

Q4. 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?

#### Rest of Cumbria version of wording:

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.

Q4. 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?

All versions of the question offered the same answer options:

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

As discussed above, the most accurate way of establishing which area respondents live in is to ask for postcode, but doing so too early in the interview has a negative impact on response rates. It was therefore decided at the beginning of the process that we would simply ask respondents to state which district council area they lived in; further prompts were asked for those who did not know, asking for postcode and then asking for the town/village in which they lived. The variation of Q4 asked was based on these answers.

Respondents actual location, and the one used to define which area they lived in was asked at the end of the interview (Q12). For the vast majority of respondents the responses to both questions matched. However, as expected, there were a number of mismatches in the responses, resulting in the wrong version of Q4 being asked. It was therefore necessary to remove these responses from the final data set.

In total, 162 interviews were removed from the final data the breakdown by area is shown below:

- Within Allerdale 37 interviews were rejected because the wrong version of Q4 was asked
- Within Copeland 86 interviews were rejected because the wrong version of Q4 was asked
- Within the Rest of Cumbria 39 interviews were rejected because the wrong version of Q4 was asked

While these removed interviews were not included as “achieved interviews” in the AAPOR3 response rate calculations, they were included in “known eligibility” category and therefore are represented in the response rate calculation.

### Coding the open question

One open question was included in the questionnaire (Q5), but was split to have specific wording based on the answer given at Q4. The actual question wording for each option is shown below.

<p>IF CODE 1 (SHOULD TAKE PART) RESPONSE AT Q4 ASK  <b>Q5. Why do you think the council(s) should take part in the search?</b>          WRITE IN, PROBE FULLY “For what other reasons?”</p>
<p>IF CODE 2 (SHOULD NOT TAKE PART) RESPONSE AT Q4 ASK  <b>Q5. Why do you think the council(s) should not take part in the search?</b>          WRITE IN, PROBE FULLY “For what other reasons?”</p>
<p>IF CODE 98 (DON'T KNOW) RESPONSE AT Q4 ASK  <b>Q5. Why do you say you don't know about taking part or not in the search?</b>          WRITE IN, PROBE FULLY “For what other reasons?”</p>
<p>IF CODE 99 (NEUTRAL) RESPONSE AT Q4 ASK  <b>Q5. Why do you say you are neutral about taking part or not in the search?</b>          WRITE IN, PROBE FULLY “For what other reasons?”</p>

Review of the early responses showed that many of the issues mentioned at each of the questions were similar and therefore a combined codeframe was developed.

The final codeframe is shown below:

Code number	Description
	<b>POSITIVE</b>
1	As long as it's safe [good safety record] / properly stored / protected
2	Benefits / important for the area / local economy / community
3	Create / bring in jobs / work / employment
4	Find sound / stable / suitable / safe site / geological survey
5	In favour of nuclear energy / power / industry / it's the future
6	Isolated / remote location / plenty of land / ideal site / space for it
7	The waste was made / produced here / we should store it
8	Transporting / moving it about is costly / isn't a good idea / safe
9	The council represent [us] our interests / should take part / be involved / do the search / look into it
10	Underground storage is safest / best / not above ground
11	We already have [it at] Sellafield / used to it / lived with it for ages
12	We have the history / expertise / technology / knowledge / experience
13	Will not harm / affect the environment / landscape / wildlife
14	Other positive
	<b>NEGATIVE</b>
15	Against it / not in favour of it / don't like the idea of it / not a good idea [nsf]
16	Against nuclear power / energy / industry / waste
17	Area won't benefit / jobs / local economy shouldn't be motivation
18	Bad for the tourist industry / tourism / people won't come here
19	Cost / expense / waste of time / money / who pays?
20	Dangerous / toxic / radioactive / safety concerns / scary / leaks / risk/s
21	Don't want it here / not in Cumbria / our area / not on our doorstep / backyard
22	Environmental / wildlife / landscape damage / natural beauty of the area
23	Find somewhere else / let someone else take it / put it in London / Scotland
24	Future / long term problems / concerns for children / future generations
25	Geologically unsuitable area / faults / rockfalls / tremors / earthquakes
26	Health concerns / it causes cancer / leukaemia / too many deaths
27	House prices / housing market / property value concerns
28	Infrastructure / technology / scientific know how isn't good enough
29	Look what happened in Japan / Chernobyl [mentions of other disasters]
30	No choice / they will do what they want / don't trust them
31	Previous [Nirex] scientific / geological tests / unsuitable / unsafe conditions
32	Shouldn't store / bring in / import waste from abroad / elsewhere
33	Target for terrorists / terrorist attack
34	They need to look at / invest in / spend money on other things first
35	Too much greed / money / it'll be a financial / political decision
36	Too populated / built up / close to people / not remote enough
37	Waste shouldn't be stored underground / buried / prefer other methods of disposal
38	We've enough waste [Sellafield] already / the area [Cumbria] is a dumping ground
39	Will affect water table / floods are issue
40	Other negative
	<b>NEUTRAL</b>
41	Debate / public discussion / let the people / residents decide
42	It has to go somewhere / someone has to do it / have it
43	It's only a search / no harm done / we're not tied in / committed
44	It's the UK's / everyone's responsibility / not just Cumbria

45	Need to understand / know more about it / what's happening / need the facts / more info
46	Plenty of disused mines / mine shafts / old mining area
47	There are pros and cons
48	We have to find a solution / act now / quickly / sooner or later
	<b>MISC</b>
49	Mentions of alternative energy sources
50	Don't know / don't care / not bothered
51	No answer
52	Other

The headings within the codeframe are for navigation purposes only, to allow coders to find themes easily, and do not reflect the divisions based on responses to Q4.

The coding was handled by a small team, to ensure consistency of coding across all responses.

# Appendices

# Appendices

**Questionnaire**

**Sample batch profile**

**Analysis by Rurality**

**Analysis by within/outside the National Park**

## RADIOACTIVE WASTE SURVEY

### 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.

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

<b>Q2.</b>	<b>And can I check, in which District Council area you live?</b>			
	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

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

#### RIZZO HOUSEHOLD MEMBER SELECTION PROCESS

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

<b>WRITE IN NUMBER:</b>	.....
<b>Adult selected to take part =</b>	.....
<b>Record name of selected adult</b>	.....

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.	<b>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?</b>		
	READ OUT SINGLE CODE ONLY		
	<b>I know a lot about it</b>	1	
	<b>I know a fair amount about it</b>	2	
	<b>I know just a little about it</b>	3	
	<b>I have heard of this but know almost nothing about it</b>	4	
	<b>I have never heard of it</b>	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	<b>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?</b>									
	IF IN COPELAND SAMPLE AREA AT Q2	<b>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?</b>									
	IF IN REST OF CUMBRIA SAMPLE AREA AT Q2	<b>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?</b>									
	PROMPT IF NECESSARY SINGLE CODE	<table border="1"> <tr> <td>Should take part in the search</td> <td>1</td> </tr> <tr> <td>Should not take part in the search</td> <td>2</td> </tr> <tr> <td>Don't know</td> <td>98</td> </tr> <tr> <td>Neutral</td> <td>99</td> </tr> </table>	Should take part in the search	1	Should not take part in the search	2	Don't know	98	Neutral	99	
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	<b>Why do you think the council(s) should/should not take part in the search?</b>
	IF CODE 98 OR CODE 99 RESPONSE AT Q4 ASK	<b>Why do you say you are neutral /don't know about taking part or not in the search?</b>
	WRITE IN, PROBE FULLY "For what other reasons?"	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>

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.	<b>How old are you?</b> IF RESPONDENT REFUSES: <b>Could you tell me in which of the following bands your age falls into?</b>  WRITE IN <input type="checkbox"/> <input type="checkbox"/>	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.	<b>And are you....READ OUT</b> SINGLE CODE ONLY. READ OUT <b>Full time working 30 hours or more a week, including full time self employed</b>		1	
		<b>Working part time 8 - 29 hours a week, including part time self employed</b>	2	
		<b>Not working (under 8 hrs) - homemaker</b>	3	
		<b>Not working (under 8 hrs) - unemployed (registered)</b>	4	
		<b>Not working (under 8 hrs) - unemployed (not registered but looking for work)</b>	5	
		<b>Not working (under 8 hrs) - retired</b>	6	
		<b>Not working (under 8 hrs) - student</b>	7	
		<b>Not working (under 8 hrs) - other (inc. disabled)</b>	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 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
	<b>The nuclear industry</b>	1	1
	<b>Allerdale Borough Council, Copeland Borough Council or Cumbria County Council</b>	2	2
	<b>The Ministry of Defence (MoD) / Armed Forces</b>	3	3
	<b>Any other Government Department, agency or regulator</b>	4	4
<b>Any Environmental campaign group (e.g. Greenpeace, Friends of the Earth)</b>	5	5	
None of these	6	6	
Don't know	99	99	

Q10.	<b>How long have you lived in (COUNCIL AREA FROM Q2)?</b>		
	READ OUT	<b>Under 1 year</b>	1
	SINGLE CODE	<b>1-2 years</b>	2
		<b>3-5 years</b>	3
		<b>6-10 years</b>	4
		<b>11-20 years</b>	5
		<b>21+ years</b>	6
	<b>Don't know</b>	99	

Q11.	<b>In ten years' time, where do you think you will be living?</b>		
	READ OUT	<b>in the same house/flat I am living in now</b>	1
	SINGLE CODE	<b>Somewhere in the same borough as I am living in now</b>	2
		<b>Somewhere else in Cumbria</b>	3
		<b>Somewhere outside Cumbria but in the UK</b>	4
		<b>Somewhere else outside the UK</b>	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	<b>Can I just check that you live in the District Council area of ...?</b>		
	READ OUT FROM SAMPLE SHEET	<b>Allerdale</b>	1
	SINGLE CODE	<b>Barrow in Furness</b>	2
		<b>Carlisle</b>	3
		<b>Copeland</b>	4
		<b>Eden</b>	5
		<b>South Lakeland</b>	6
	Elsewhere	X	

**THANK & CLOSE**





Rest of Cumbria

	08/03/2012	Not used	Not used	20/03/2012	12/04/2012	18/04/2012	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not used	Not raised	
Batch	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
CA1 1	5	1	2	3			1	1	1		1	1	1	1	1	1	1	1	1	1	1	1			1	1	1
CA1 2	137	35	40	86	22	22	21	21	22	22	22	22	21	21	21	21	21	22	22	21	21	22	22	22	21	21	22
CA1 3	121	31	37	77	19	19	20	19	19	19	19	19	20	20	19	19	19	19	19	20	20	19	19	19	20	19	21
CA10 1	74	19	23	47	11	11	12	12	12	11	12	12	12	12	12	12	12	11	12	12	12	12	11	11	12	12	12
CA10 2	26	7	7	16	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
CA10 3	46	11	14	29	8	8	7	7	7	8	7	7	7	7	7	7	8	8	7	7	7	7	7	8	7	7	8
CA11 0	44	12	13	28	7	7	7	7	7	7	8	8	7	7	7	7	7	7	7	8	7	7	7	8	7	7	7
CA11 7	20	5	6	12	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	3
CA11 8	132	34	40	83	21	21	21	21	20	21	20	20	21	21	21	21	21	21	20	20	21	20	21	21	21	21	22
CA11 9	41	10	12	26	6	6	6	6	7	6	7	7	6	7	6	6	6	6	7	7	7	7	6	6	7	6	7
CA12 4	10	3	3	6	2	2	2	2	1	2	1	1	2	1	2	2	2	2	1	1	1	1	2	2	1	2	1
CA16 6	42	11	13	27	6	6	7	7	7	6	7	7	7	7	7	7	7	7	7	7	7	7	6	7	7	7	8
CA17 4	52	13	15	33	9	9	8	8	8	9	8	8	8	8	8	8	8	7	8	8	8	8	9	8	8	8	8
CA2 4	123	32	37	77	20	19	19	20	19	19	19	19	19	19	20	20	20	19	19	19	19	19	20	20	19	20	20
CA2 5	24	6	7	15	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4
CA2 6	100	25	30	63	16	16	16	15	16	16	16	16	16	16	15	15	15	16	16	16	16	16	16	16	16	15	16
CA2 7	142	37	42	90	22	22	22	23	22	22	22	22	22	22	23	23	23	23	22	22	22	22	22	23	22	23	24
CA2 8	1		1	1	1	1				1	1												1				1
CA3 0	22	6	6	14	3	3	4	3	4	3	3	4	4	4	3	3	3	3	4	4	4	4	3	3	4	3	4
CA3 9	39	10	12	24	6	6	6	7	6	6	6	6	6	6	7	6	6	6	6	6	6	6	6	6	6	6	6
CA4 0	22	6	7	14	4	4	3	3	3	4	4	3	3	3	3	4	4	4	3	3	3	3	4	4	3	4	5
CA4 8	58	14	17	36	9	9	9	9	10	9	9	10	9	9	9	9	9	9	10	10	9	10	9	9	9	9	9
CA4 9	20	6	5	12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CA5 6	21	5	7	13	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	4	3	3	3	4	3	4
CA5 7	36	9	11	23	6	6	6	6	6	6	6	6	5	6	6	6	6	6	6	6	5	6	6	6	5	6	6
CA6 4	36	9	11	23	6	6	6	6	5	6	5	5	6	5	6	6	6	6	5	5	6	5	5	6	6	6	6
CA6 5	33	9	10	21	5	5	5	5	5	5	6	5	5	5	5	5	5	5	5	5	5	5	6	5	5	5	5
CA6 6	22	5	6	14	3	3	4	3	4	3	3	4	4	4	3	3	3	3	4	4	4	4	3	3	4	3	4
CA8 1	50	13	16	32	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
CA8 2	10	3	3	6	2	2	1	2	1	2	2	2	1	1	2	2	2	2	1	2	1	1	2	2	1	2	2
CA8 7	12	3	3	7	1	1	2	2	2	1	1	1	2	2	2	2	2	2	2	1	2	2	2	1	2	2	2
CA8 9	10	3	3	7	2	2	2	2	2	2	2	2	2	2	2	2	1	1	2	2	2	2	1	2	2	1	2
CA9 3	22	6	6	14	4	4	3	3	4	4	4	4	3	3	3	3	4	4	4	4	3	4	4	4	3	4	3
DG16 5	5	1	2	4	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1







## Analysis by Rurality

Ipsos MORI have been asked to analyse the results from the survey by where respondents live – that is by rurality. This section describes the differences in opinions between those living in urban and rural areas.

Cumbria County Council provided a postcode level definition of areas classified as urban and rural, based on the CRC/DEFRA/ONS Rural Definition introduced in 2004 scheme<sup>25</sup>. This definition classifies areas at Census Output Area levels, and so allows much finer classification than a system based on ward level information. Output areas are classified by morphology and context:

- Morphology
  - Urban (over 10,000)
  - Rural town
  - Village
  - Dispersed (hamlets and isolated dwellings)
- And context
  - Sparse
  - Less sparse

This gives 8 urban/rural classifications, namely:

1. Urban (Sparse)
2. Urban (Less Sparse)
3. Town (Less Sparse)
4. Town (Sparse)
5. Village (Less Sparse)
6. Village (Sparse)
7. Dispersed (Less Sparse)
8. Dispersed (Sparse)

The analysis in the sections groups categories 1 to 2 together as “urban” and 3 to 8 together as “rural”. The table below shows the number of respondents classified into these areas:

Area	Base sizes		
	Unweighted	Weighted	Effective sample size
Urban	1531	1782	794
Rural	2498	2238	1135
Unclassified <sup>26</sup>	233	242	116
Total	4262	4262	2037

These definitions were applied to the postcodes collected in the survey, the results are shown in this section.

<sup>25</sup> The definitions can be found in [Rural statistics guidance notes](http://archive.defra.gov.uk/evidence/statistics/rural/rural-definition.htm#class) [PDF 72KB] [Updated March 2009], available from: <http://archive.defra.gov.uk/evidence/statistics/rural/rural-definition.htm#class>

<sup>26</sup> “Unclassified” respondents include those postcodes for which no urban/rural definition exists or where an incomplete/unrecognised postcode was provided.

## Knowledge of the search for a potential site

After being provided with the following information, respondents were asked the extent of their knowledge of the search for a potential site.

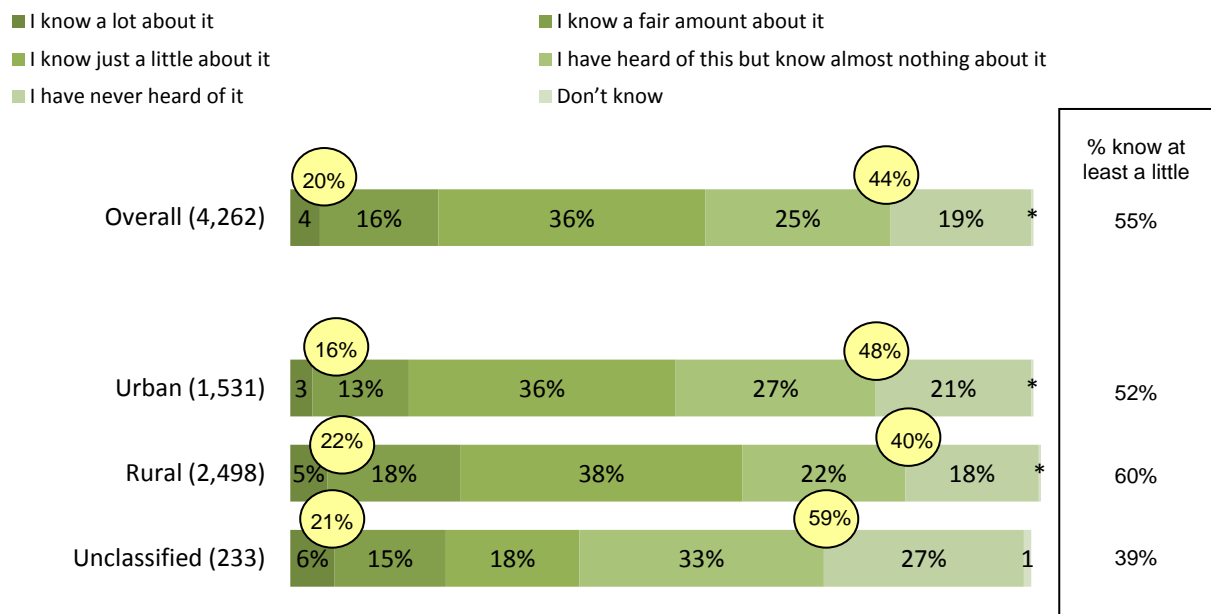
*“I would like to talk to you about higher activity radioactive waste. Most of this type of waste in the UK is currently stored above ground at Sellafield.*

*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.”*

### Knowledge 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?



Base : All respondents (see above)

Source: Ipsos MORI

Respondents in the rural areas were significantly more likely to say that they knew at least a little about the issues (60% compared to 55% overall), respondents in urban areas and unclassified areas were significantly less likely to say they knew at least a little (52% and 39% respectively compared to 55% overall).

## Should the search for a site continue?

Having been informed about the search for a site, respondents were now given the following information and asked if the Councils should or should not take part in the search.

*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.*

### ALLERDALE RESPONDENTS WERE ASKED:

*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.*

### COPELAND RESPONDENTS WERE ASKED:

*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.*

### REST OF CUMBRIA RESPONDENTS WERE ASKED:

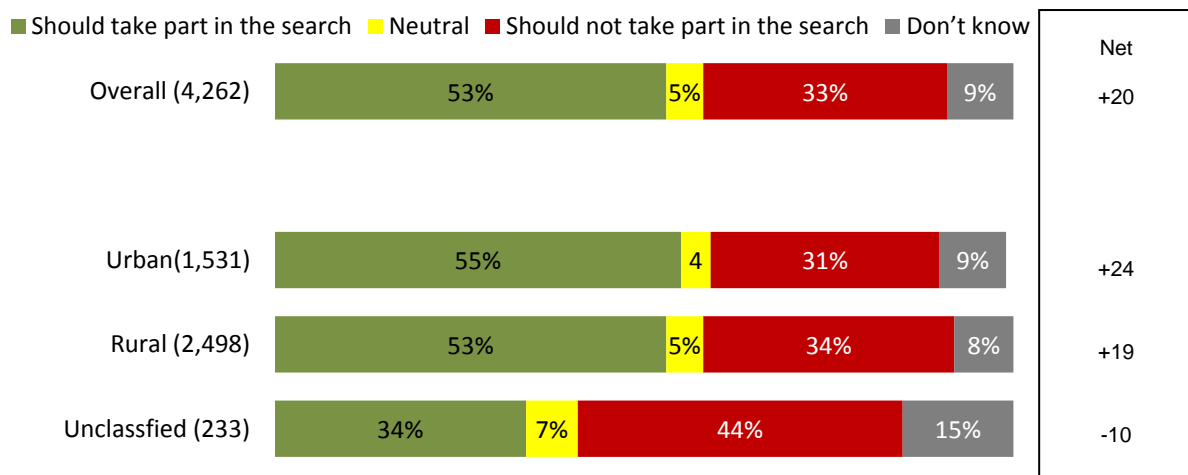
*Cumbria County Council and the local Borough Council must both agree to go forward with the search in Allerdale and/or Copeland, or the search will not go ahead. Both councils, on behalf of the communities they serve, will have the right to withdraw from the process if they want to, at which point the 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.*

In both urban and rural areas the proportions to all answer options are in line with the overall sample.

The proportion saying that the councils should take part in the search for a suitable site was significantly lower in the unclassified areas (34% compared to 53% overall); conversely the proportion saying that they should not take part was significantly higher (44% compared to 33% overall).

### Continue or stop 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?<sup>27</sup>



Base : All respondents (see above)

Source: Ipsos MORI

Net support<sup>28</sup> was positive in urban and rural areas (+24 and +19 respectively); in urban areas, net support was significantly higher than in both the overall (+20) and rural areas.

Net support was negative in unclassified areas (-10, significantly lower than in both the urban and rural areas).

<sup>27</sup> The actual question wording was:

IN ALLERDALE Q4. 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?

IN COPELAND Q4. 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?

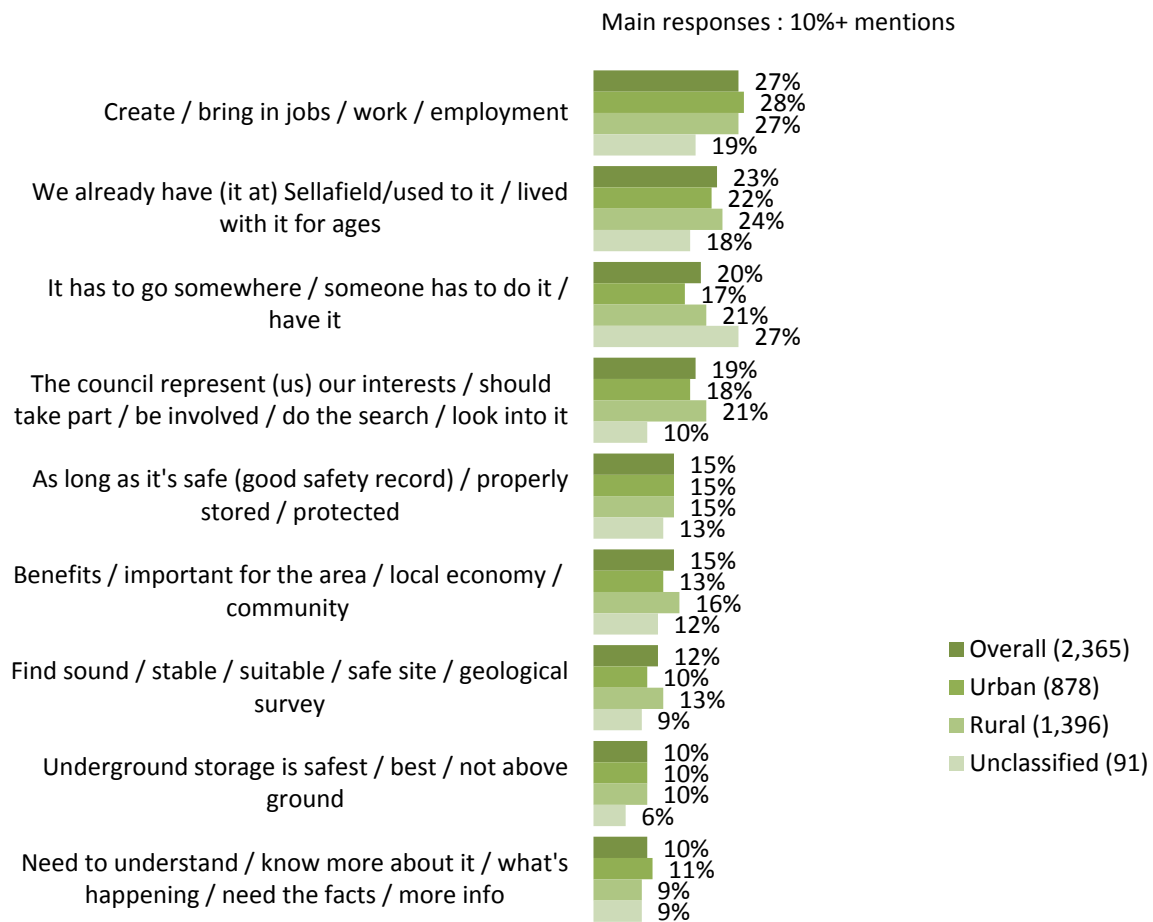
IN REST OF CUMBRIA Q4. From what you know at the moment, do you think that Cumbria County Council and the local borough councils should or should not take part in the search for a suitable site in Allerdale and/or Copeland for a deep underground disposal facility for higher activity radioactive waste?

<sup>28</sup> Net support is defined as the proportion saying the councils should take part in the search minus the proportion saying the councils should not take part in the search.

Those who thought that the councils should take part in the search where asked why they held this view.

### Reasons for taking part in the search

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



Base : All respondents supporting (2,365)

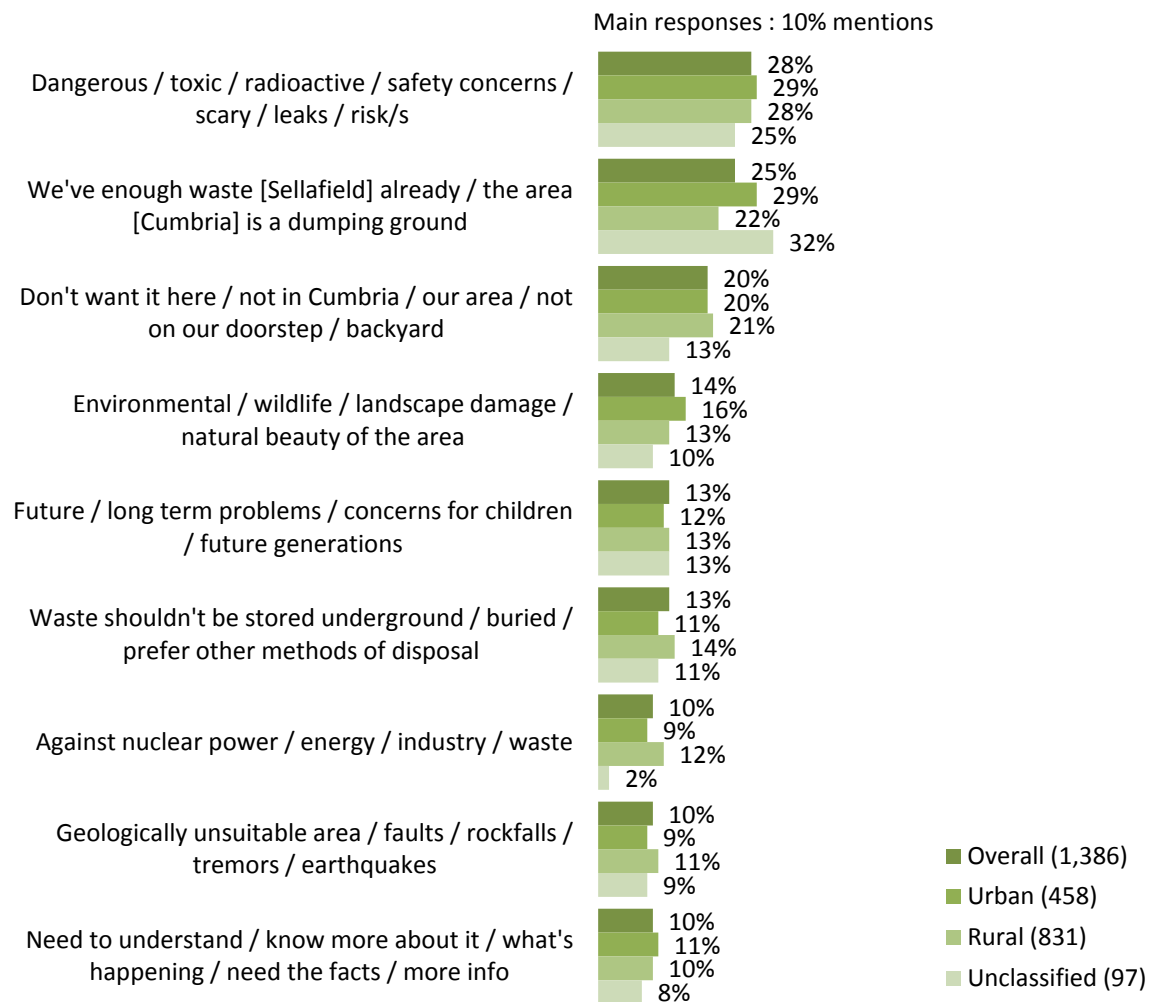
Source: Ipsos MORI

The main spontaneous reasons for believing that the search should take place were the same as those for the overall sample. Further, there were no significant differences in the proportions citing each reason across the areas.

Those who thought that the councils should not take part in the search were asked why they thought this.

### Reasons for not taking part in the search

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



Base : All respondents opposing (1386)

Source: Ipsos MORI

The main spontaneous reasons for believing that the search should not take place were in line with the overall sample. Again there were few significant differences across the areas although respondents in rural areas were significantly more likely than the overall to say they were **against nuclear power/industry** (12% vs 10% overall) and significantly less likely to mention that **Sellafield was already in Cumbria** (22% vs 25% overall).

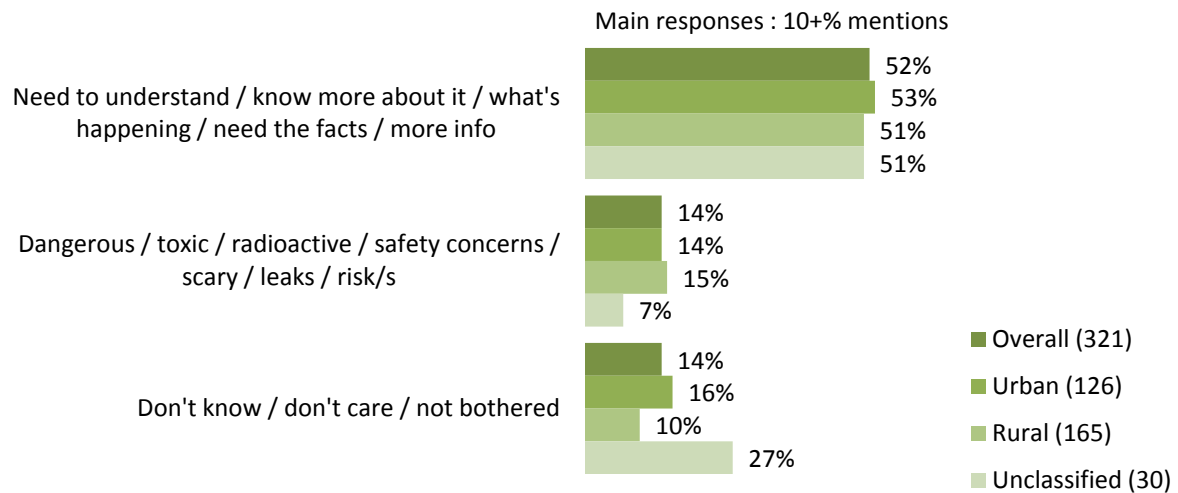
There were insufficient numbers of respondents saying that they were neutral to allow robust comparisons by type of area, for reference the numbers are shown below:

Area	Neutral at Q4
Urban	69
Rural	106
Unclassified	15

Those who said they did not know about whether the councils should take part or not in the search were asked why.

### Reasons saying don't know

Q5. Why do you say you don't know about taking part or not in the search?



Base : All respondents who say don't know (see above)

Source: Ipsos MORI

There are no significant differences across the types of area between the reasons given for having said they did not know at Q4.

## Analysis by within/outside the National Park

In addition to the main analysis Ipsos MORI were asked to look at the results split by whether respondents live within or outside the Lake District National Park. This section shows the results of that analysis.

Cumbria County Council provided postcode definitions for five areas, the number of respondents in each is shown below:

- Lake District National Park – 403 respondents
- Arnsdale and Silverdale AONB – 23 respondents
- North Pennines AONB – 9 respondents
- Solway Coast – 52 respondents
- Yorkshire Dales National Park – 28 respondents
- 3,747 respondents live outside these designated areas.

The sample of respondents within the Lake District National Park is sufficient to allow robust analysis in its own right, the results for the other four areas have been combined (a total of 112 respondents). The unweighted, weighted and effective base sizes for each of these groups are shown below:

Area	Base sizes		
	Unweighted	Weighted	Effective sample size
Lake District National Park	403	374	194
Other designated areas	112	143	78
Outside the designated areas	3747	3745	1768
Total	4262	4262	2037

The analysis looks at the results across these three areas and how they differ, if at all, from the overall results for Cumbria. The analysis does not look at how opinions differ across the different groups within each area.



## Knowledge of the search for a potential site

After being provided with the following information, respondents were asked the extent of their knowledge of the search for a potential site.

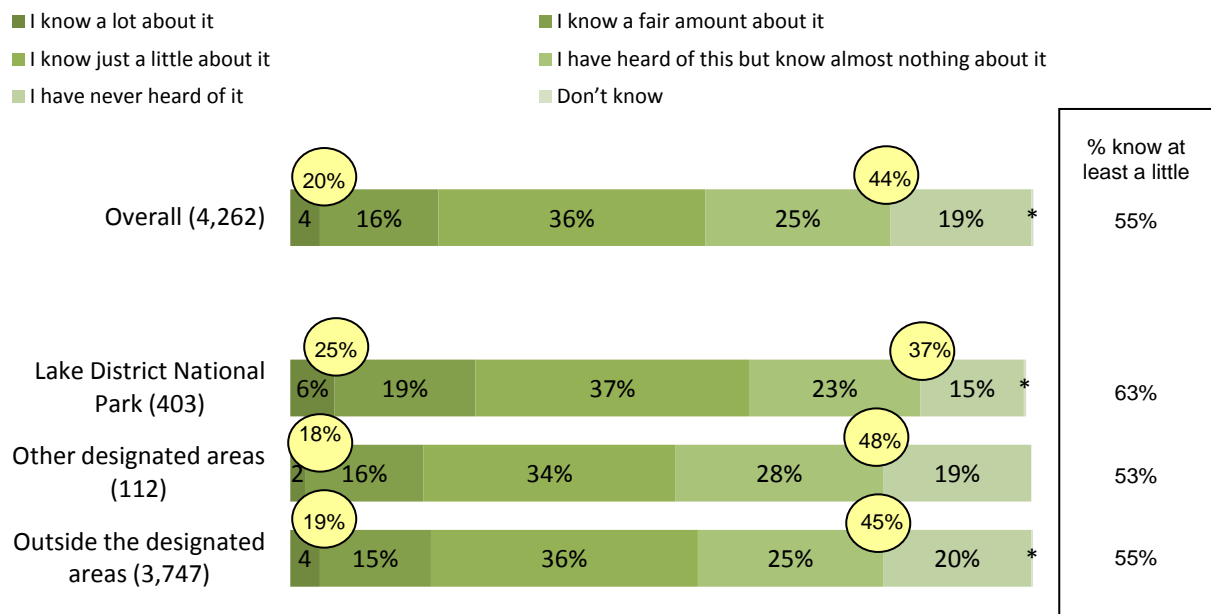
*“I would like to talk to you about higher activity radioactive waste. Most of this type of waste in the UK is currently stored above ground at Sellafield.*

*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.”*

### Knowledge 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?



Base : All respondents (see above)

Source: Ipsos MORI

Awareness of the search for a potential site was higher within the Lake District National Park than the overall figure (63% said they know at least a little compared to 55% overall).

Awareness of the search in the other designated areas and outside the designated areas was in line with the overall figure (53% and 55% respectively compared to 55% overall).

## Should the search for a site continue?

Having been informed about the search for a site, respondents were now given the following information and asked if the Councils should or should not take part in the search.

*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.*

### ALLERDALE RESPONDENTS WERE ASKED:

*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.*

### COPELAND RESPONDENTS WERE ASKED:

*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.*

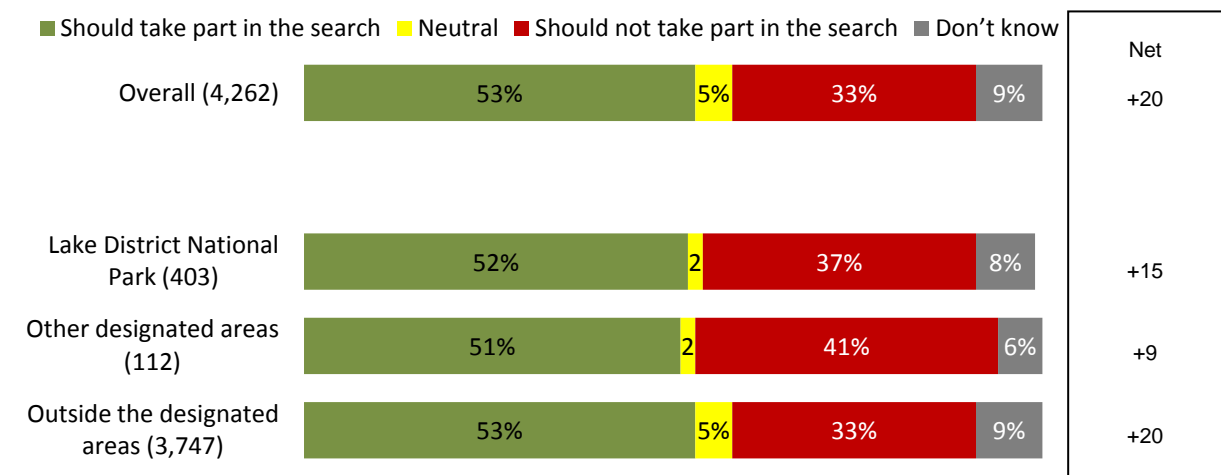
### REST OF CUMBRIA RESPONDENTS WERE ASKED:

*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.*

Within the Lake District National Park and the other designated areas, the proportions saying the councils should take part in the search for a suitable site were in line with the overall findings (52% and 50% respectively compared to 53% overall). The proportions saying the councils should not take part in the search were also in line with that for the overall sample.

### Continue or stop 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?<sup>29</sup>



Base : All respondents (see above)

Source: Ipsos MORI

The net support<sup>30</sup> for continuing with the search was positive within the Lake District National Park (+15) and within the other designated areas (+9). However, net support was significantly lower in the other designated areas than the overall (+9 compared to +20 overall).

<sup>29</sup> The actual question wording was:

IN ALLERDALE Q4. 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?

IN COPELAND Q4. 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?

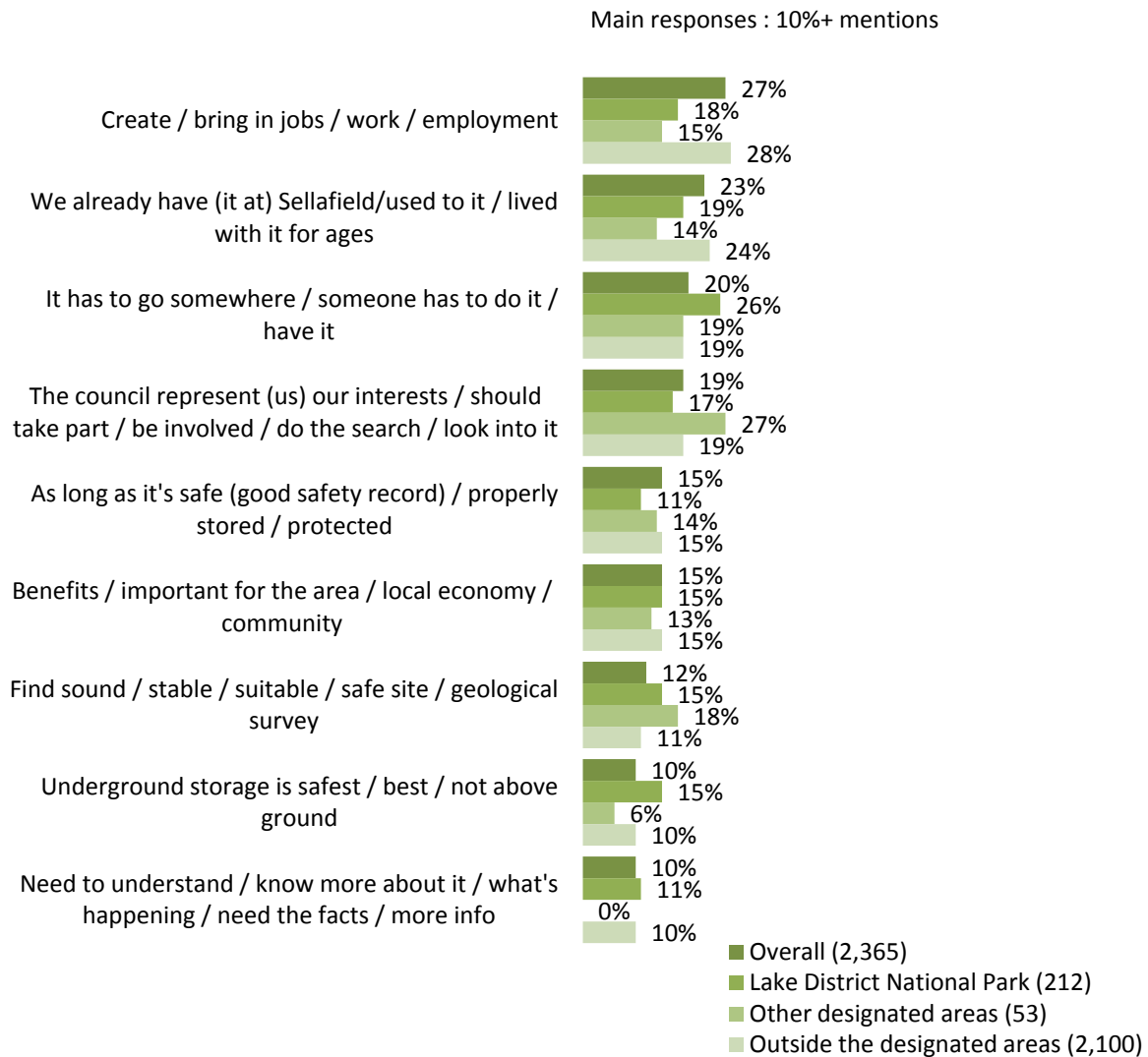
IN REST OF CUMBRIA Q4. From what you know at the moment, do you think that Cumbria County Council and the local borough councils should or should not take part in the search for a suitable site in Allerdale and/or Copeland for a deep underground disposal facility for higher activity radioactive waste?

<sup>30</sup> Net support is defined as the proportion saying the councils should take part in the search minus the proportion saying the councils should not take part in the search.

Those who thought that the councils should take part in the search where asked why they held this view.

### Reasons for taking part in the search

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



Base : All respondents supporting (see above)

Source: Ipsos MORI

The main spontaneous reasons for believing that the search should take place were the same as those in the overall sample. There were few differences across the areas, these being:

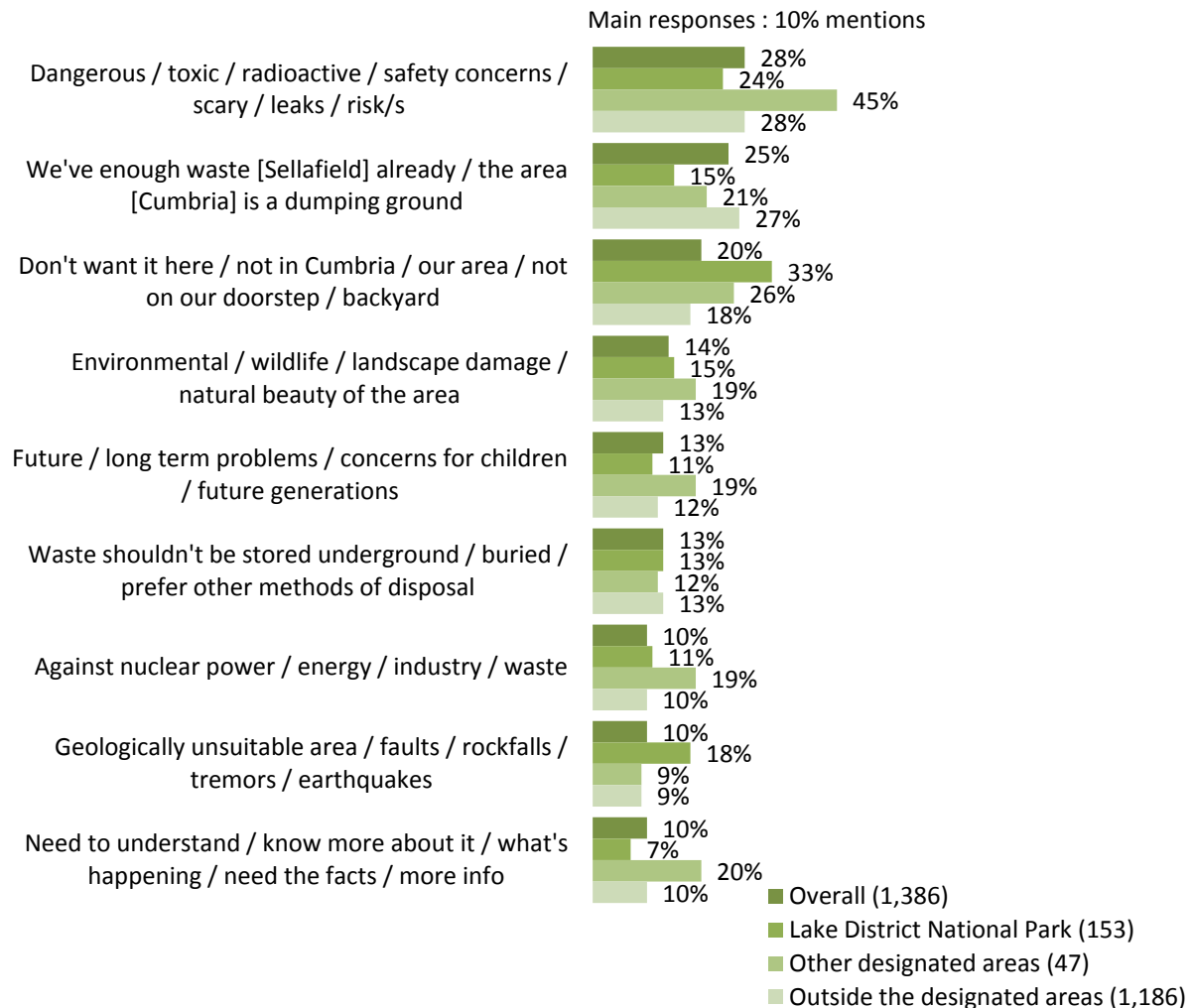
- Respondents outside the designated areas were more likely to mention that it would **create jobs** (28%), while those in the Lake District National Park were less likely to mention this reason (18%)

- Respondents in the other designated areas were more likely to mention that the **waste was made in Cumbria** (12% in other designated areas compared to 4% overall) and that a **solution needed to be found quickly** (17% vs 5% overall).

Those who thought that the councils should not take part in the search were asked why they thought this.

### Reasons for not taking part in the search

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



Base : All respondents opposing (see above)

Source: Ipsos MORI

The main spontaneous reasons for believing that the search should not take place were generally the same as for the overall sample.

- Respondents in the Lake District National Park were significantly more likely to mention that they **did not want the waste in Cumbria** (33% vs 20% overall), that the **area was geologically unsafe** (18% vs 10% overall), and that it would be **bad for tourism** (11% vs 3% overall).

- Respondents in other designated areas were more likely to mention that **nuclear waste was dangerous/toxic** (45% vs 28% overall) and that they **needed to know more about the process** (20% vs 10% overall).
- Respondents outside the designated areas were more likely to mention that **Cumbria is a dumping ground** (27% vs 25% overall).

There were insufficient numbers of respondents saying that they were neutral or saying that they did not know to allow robust comparisons, for reference the numbers are shown below:

Area	Neutral at Q4	Don't know at Q4
Lake District National Park	13	25
Other designated areas	3	9
Outside the designated areas	174	287