

Idaho National Laboratory
Awareness and Perception
Survey of Idahoans

John Lindsay

Director, Communications and Public Affairs
Idaho National Laboratory

Idaho National Laboratory
Awareness and Perception
Survey of Idahoans

- Share Results of Survey
 - Citizen awareness of INL
 - Trust and Confidence in INL
 - Understanding INL
- Continued efforts to Communicate about INL's mission, key issues
 - Offering Speakers Bureau, Tours
 - Creating Understanding, Informed Support



Idaho National Laboratory *Awareness and Perception* *Survey of Idahoans*

Conducted by Boise State University
Social Science Research Center

<http://sspa.boisestate.edu/ssrc>

College of Social Sciences and Public Affairs

Idaho National Laboratory: Awareness and Perception Survey of Idahoans

**Social Science Research Center
Boise State University**
1910 University Dr., PAAW-124
Boise, ID 83725-1935 208-426-1835

<http://sspa.boisestate.edu/ssrc>

Carole Nemnich, MPA
SSRC Project Manager & Principle Investigator

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Director, Public Policy Center
Director, Social Science Research Center

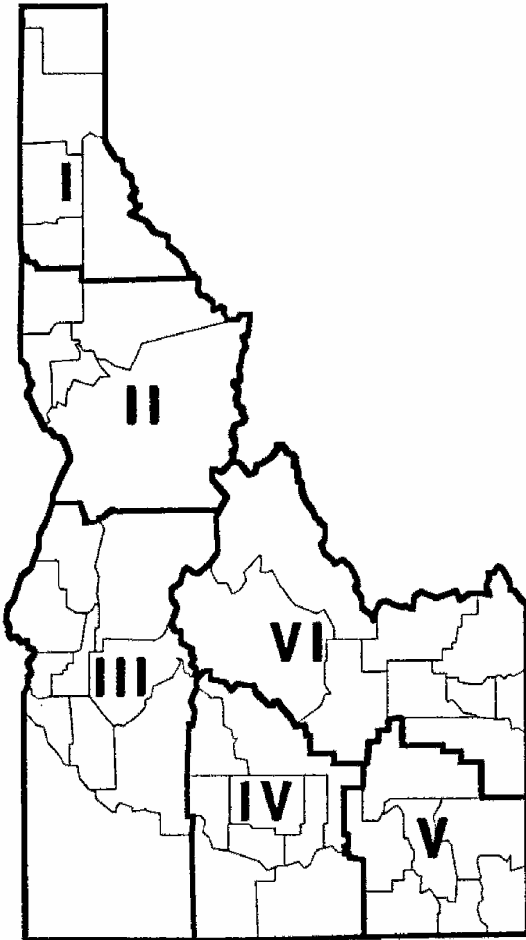
Leslie A. Alm, Ph.D.
Chair, Department of Public Policy & Administration

- The SSRC at Boise State University conducted a survey of Idahoans to identify public attitudes and perceptions regarding a variety of issues important to the Idaho National Laboratory.
- 502 adults in Idaho households representing six geographic regions were contacted for this random-digit-dialed telephone survey between August 23 and September 6, 2005.
- The survey standard error is +/- 4.4% at a 95% confidence-level for the total population.
- The data is weighted by regions to more accurately represent the actual household populations in each region.

Project completion October 31, 2005

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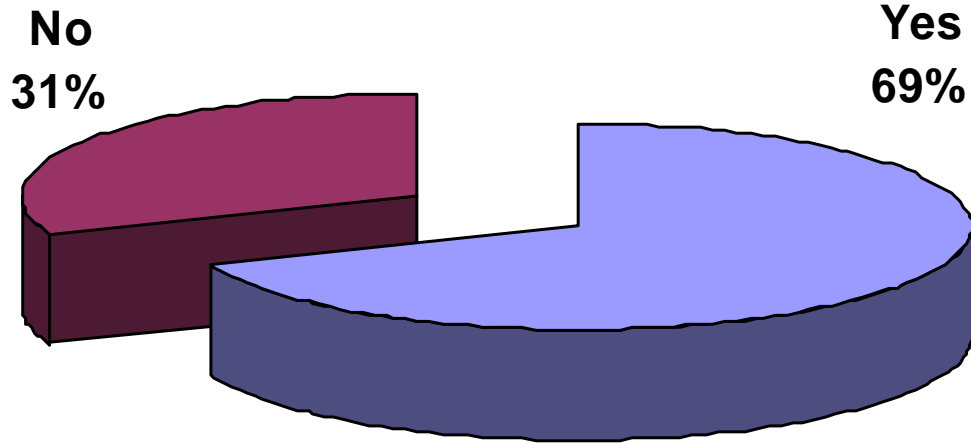
Regional breakdown for the survey



- I. **Panhandle** - Boundary, Bonner, Kootenai, Benewah, Shoshone
- II. **North Central** - Latah, Clearwater, Nez Perce, Lewis, Idaho
- III. **Southwest** - Adams, Valley, Washington, Payette, Gem, Boise, Canyon, Ada, Elmore, Owyhee
- IV. **South Central** - Camas, Blaine, Gooding, Lincoln, Minidoka, Jerome, Twin Falls, Cassia
- V. **Southeast** - Bingham, Power, Bannock, Oneida, Franklin, Bear Lake, Caribou
- VI. **East Central** - Lemhi, Custer, Butte, Clark, Fremont, Jefferson, Madison, Teton, Bonneville

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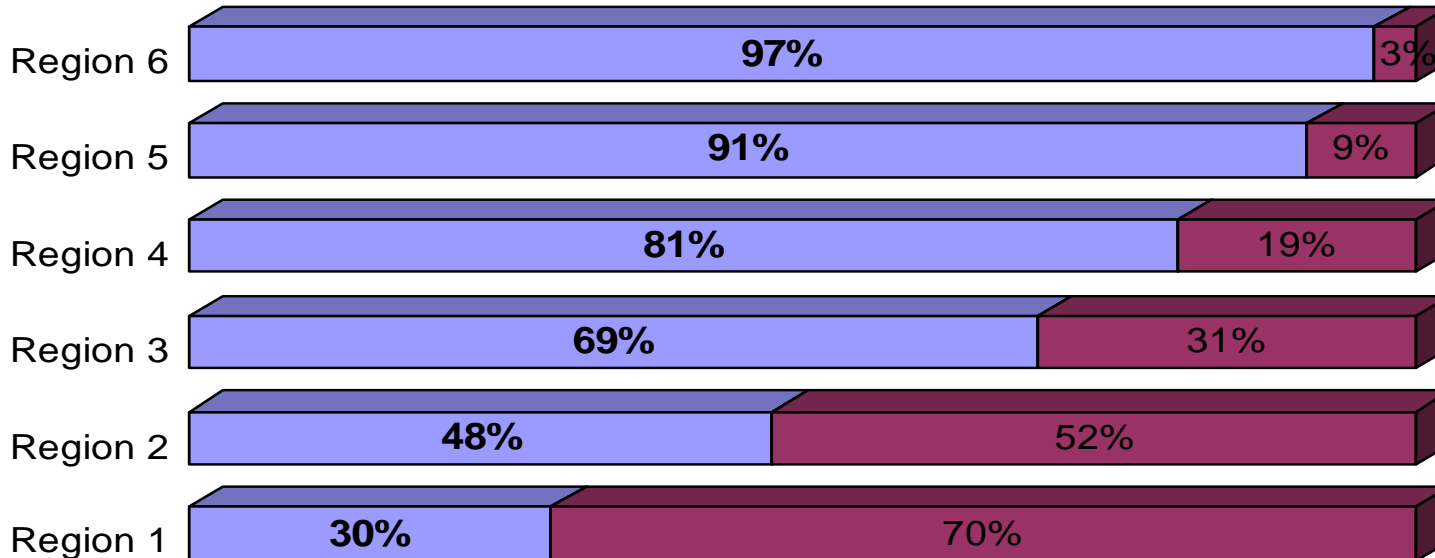
Overall Awareness



Statewide Awareness

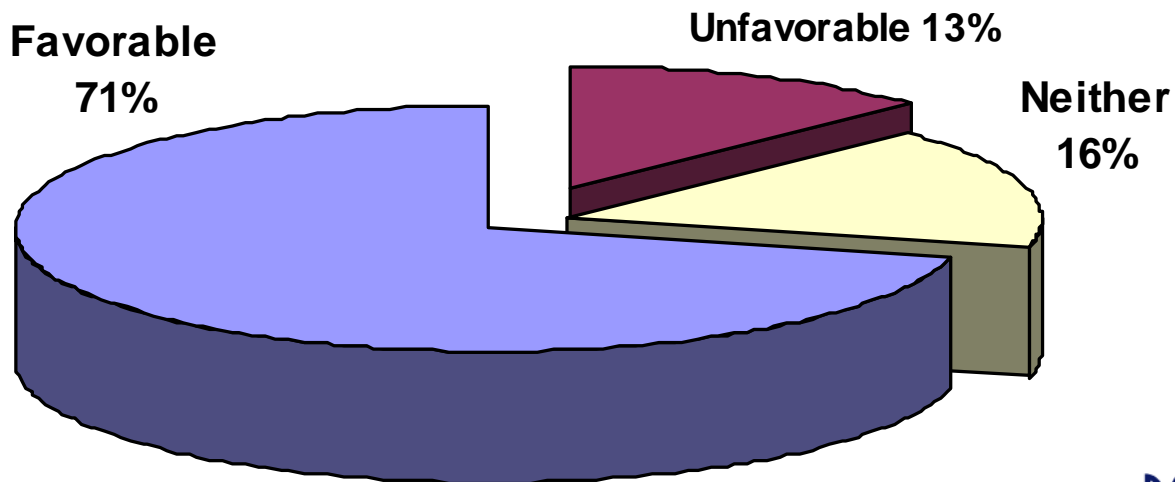
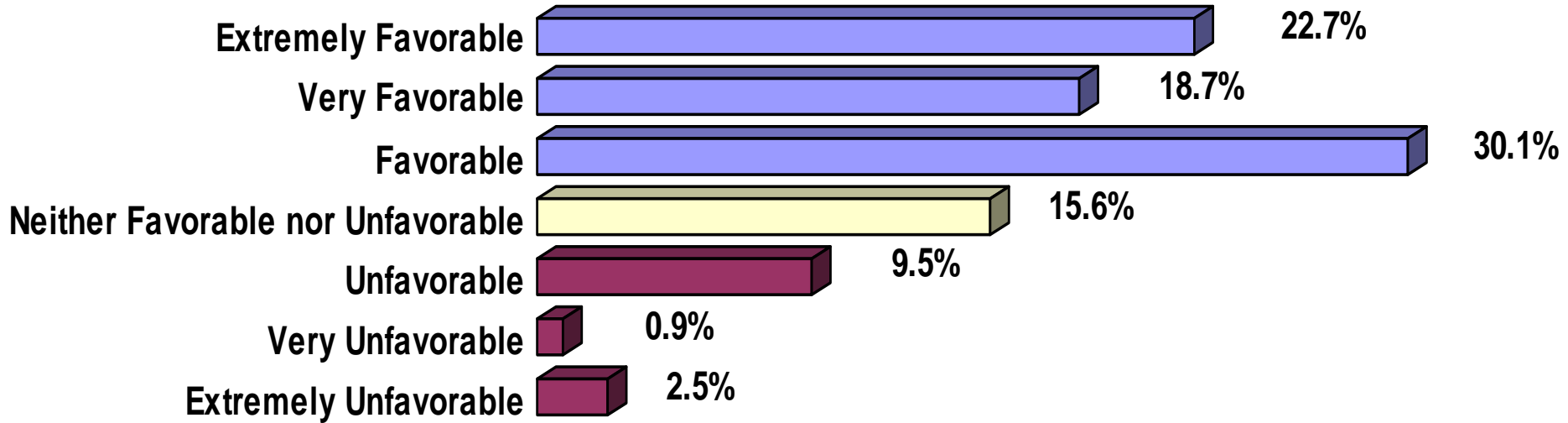
n=502

Awareness by Region



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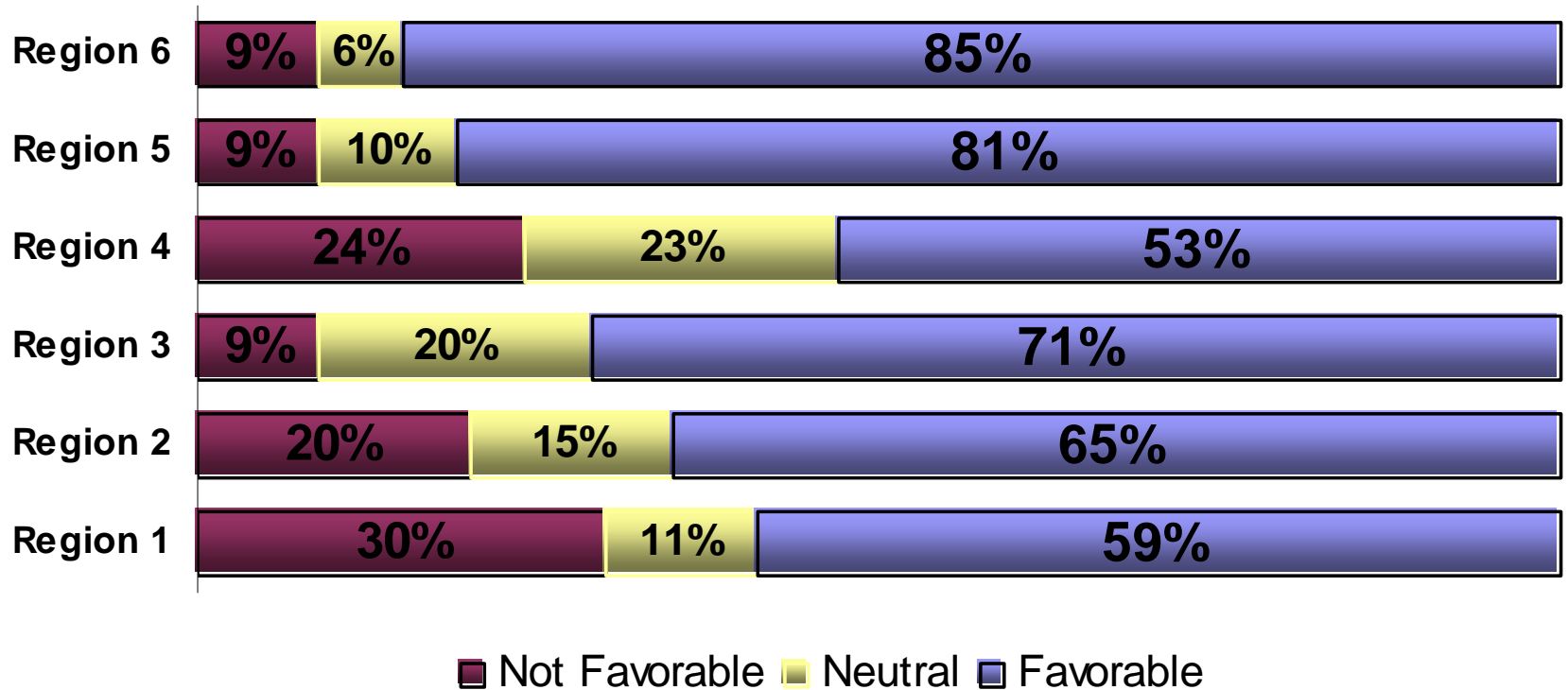
General Impression



n=501

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Overall Impression-Regions



n=501

Reason for Positive Impression

- **Doing good work - 25%** (32% 35-54 year olds)
- **Do lots of research/good research - 19%** (47% Region 2; 24% Region 5; 27% Male v. 9% Female)
- **Work there/know someone who works there - 17%** (30% Region 6; 29% <34 years old)
- **Provides jobs/employment/good wages - 16%** (32% High School education or less)
- (Some) concern over nuclear safety/waste disposal – 12% (21% Region 3)
- Serves community/country – 12% (18% Region 6)

- Lack of knowledge – 8%
- Good for growth/economy – 5%
- Heard only good/more positive than negative – 5%
- Safe/no problems – 4%
- Room for improvement/could be better – 2%
- No negative impression/haven't heard anything negative – 3%
- Other – 24%

Reason for Negative Impression

- **Lack of knowledge/don't know much about – 31%** (72% Region 1)
- **Concern about leaks/waste disposal/clean up – 30%** (40% Region 3; 29% Region 4)
- **Don't like nuclear plants/radiation concerns – 21%** (35% Some college/tech)

- **Environmental concerns – 13%** (25% Region 3)

- **Know someone who works there - 5%**
- **Waste of money/resources – 1%**

- **Other – 42%** (56% Region 3; 51% Region 6)

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**Total Population Sample for the Survey
N=502**

Those who say they have no awareness of INL

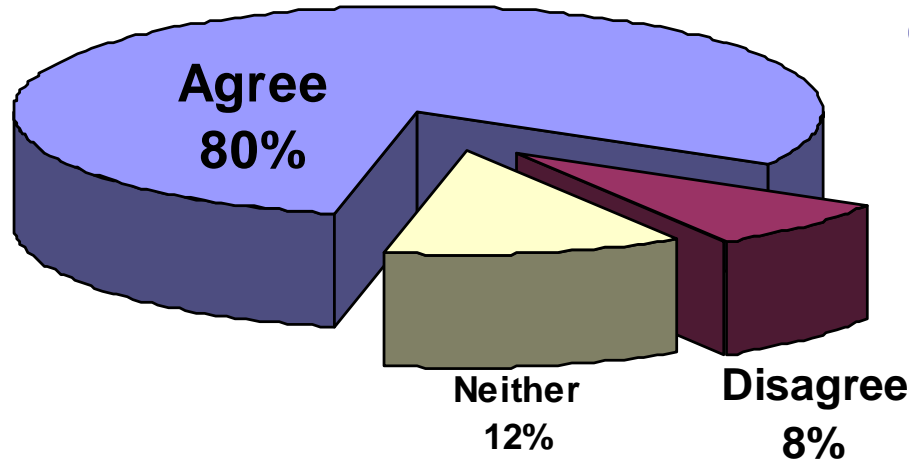
Those who claim an awareness of INL

**Those who
claim awareness
are asked the
next set of
questions.**

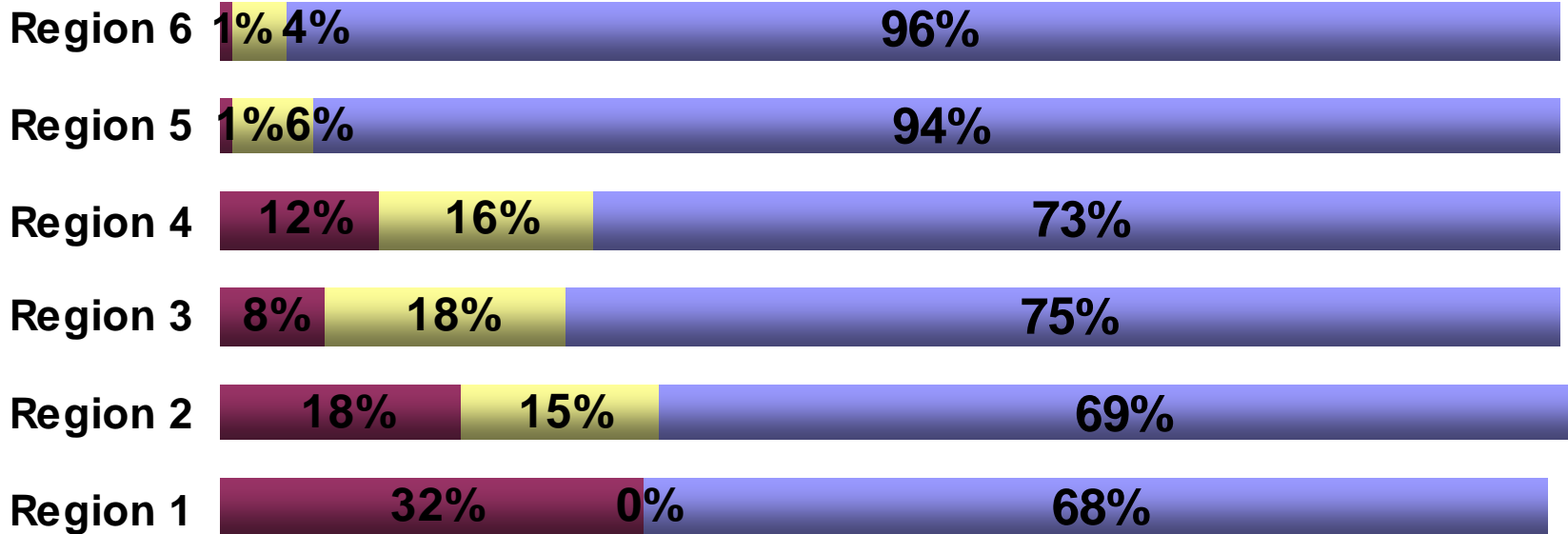
**Those who claim an awareness of INL
n=305**

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Good Member of Community

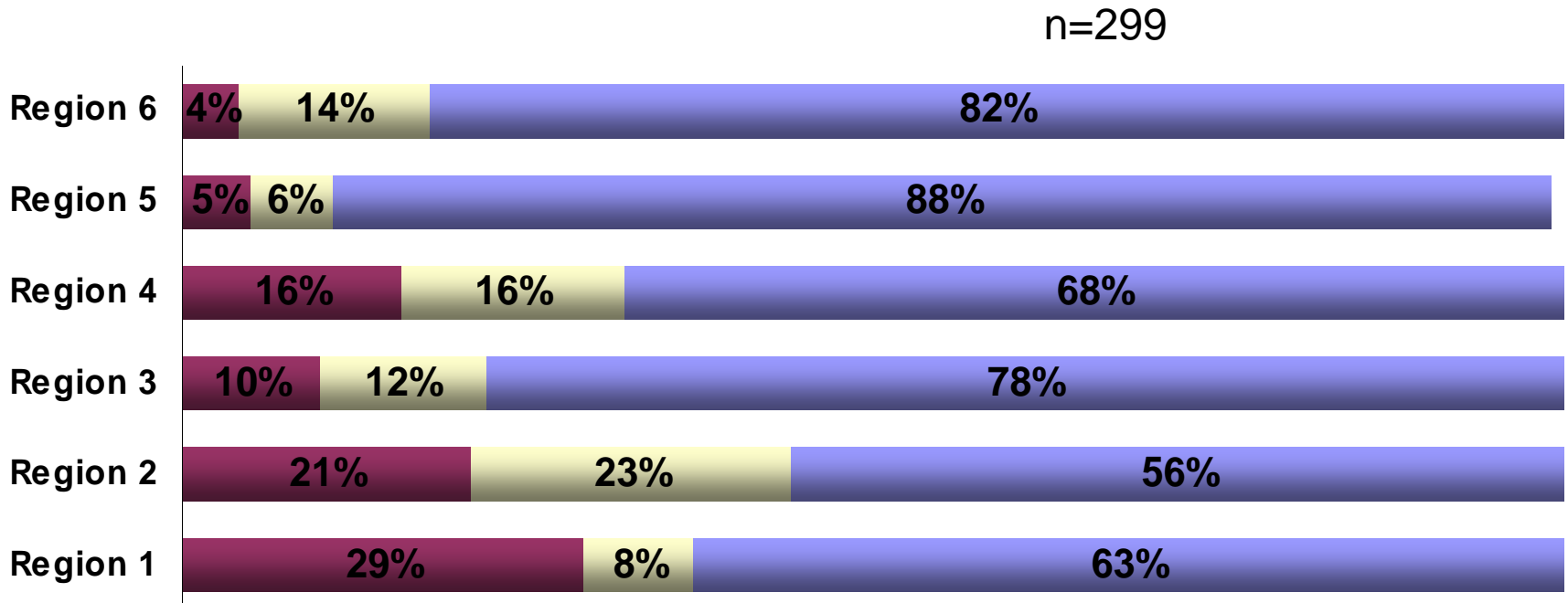
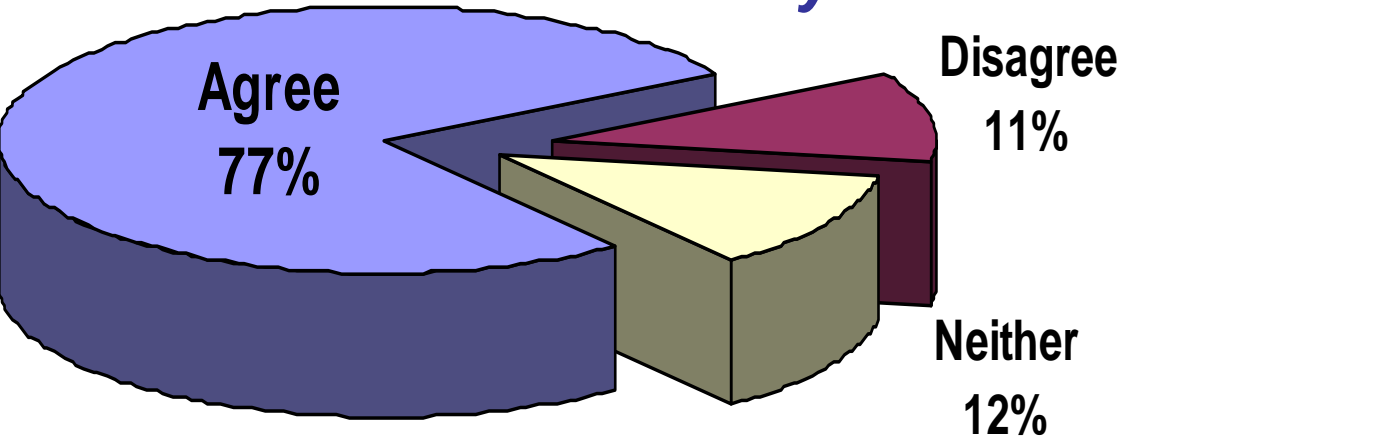


n=293
of series n=305



■ Disagree ■ Neither ■ Agree

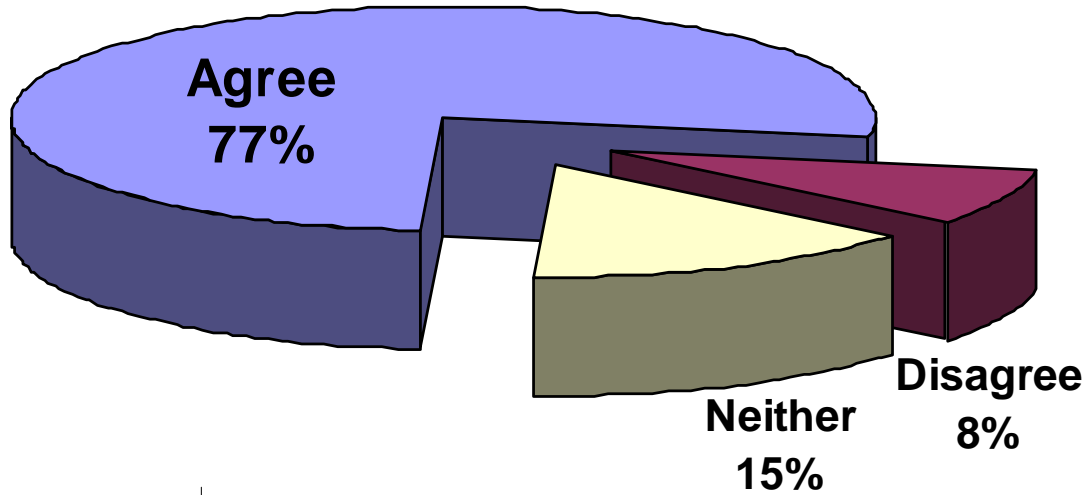
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Try to minimize environmental impact



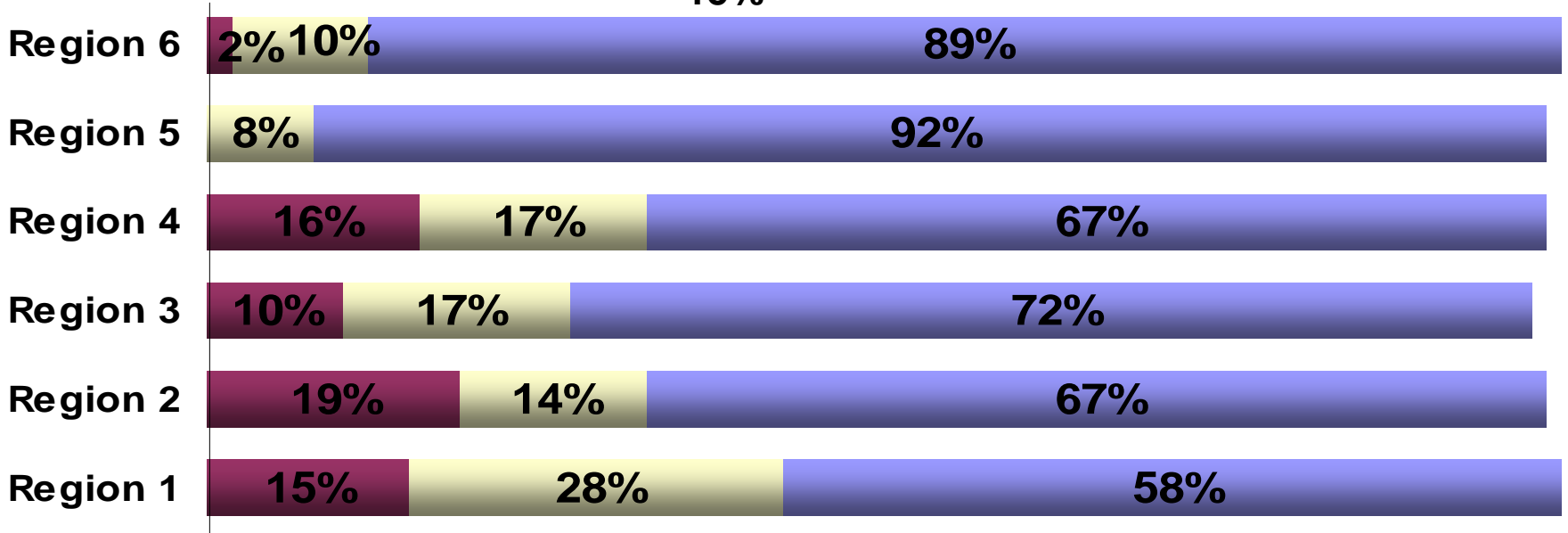
■ Disagree ■ Neither ■ Agree

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Good place to work

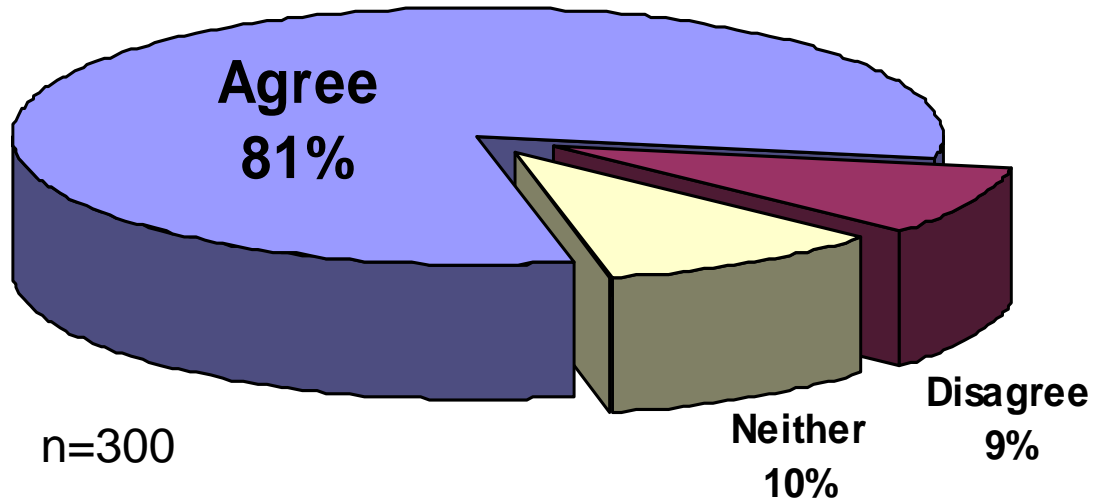


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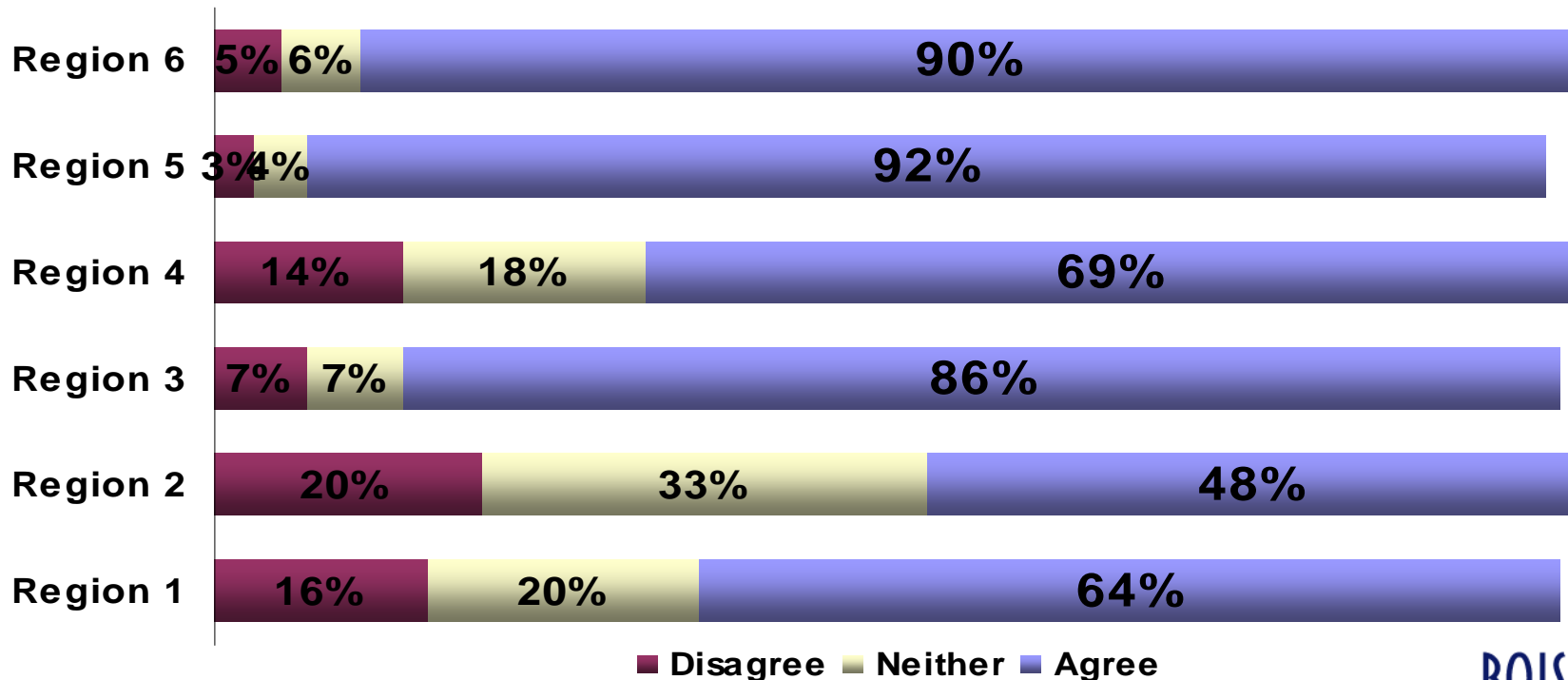


Disagree Neither Agree

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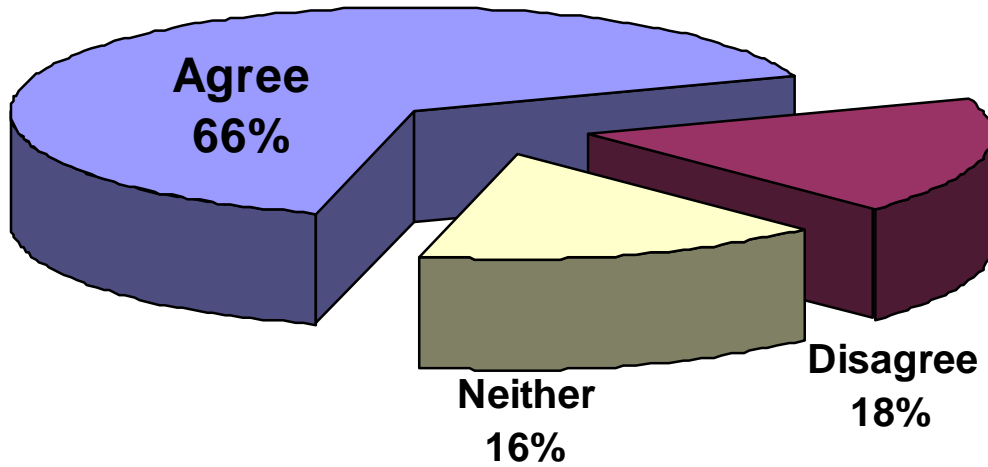


Minimizes risks to public health & safety

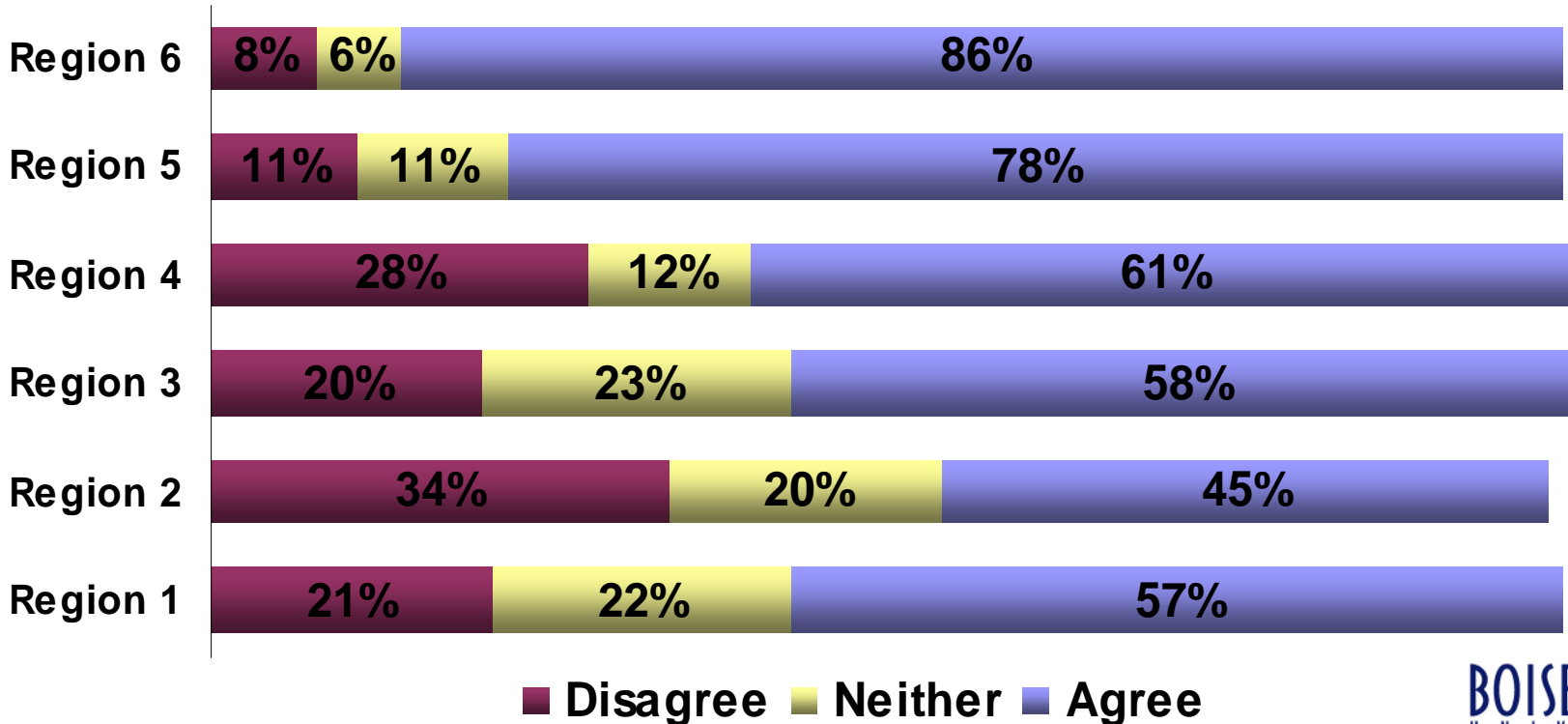


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Provides honest risk assessments

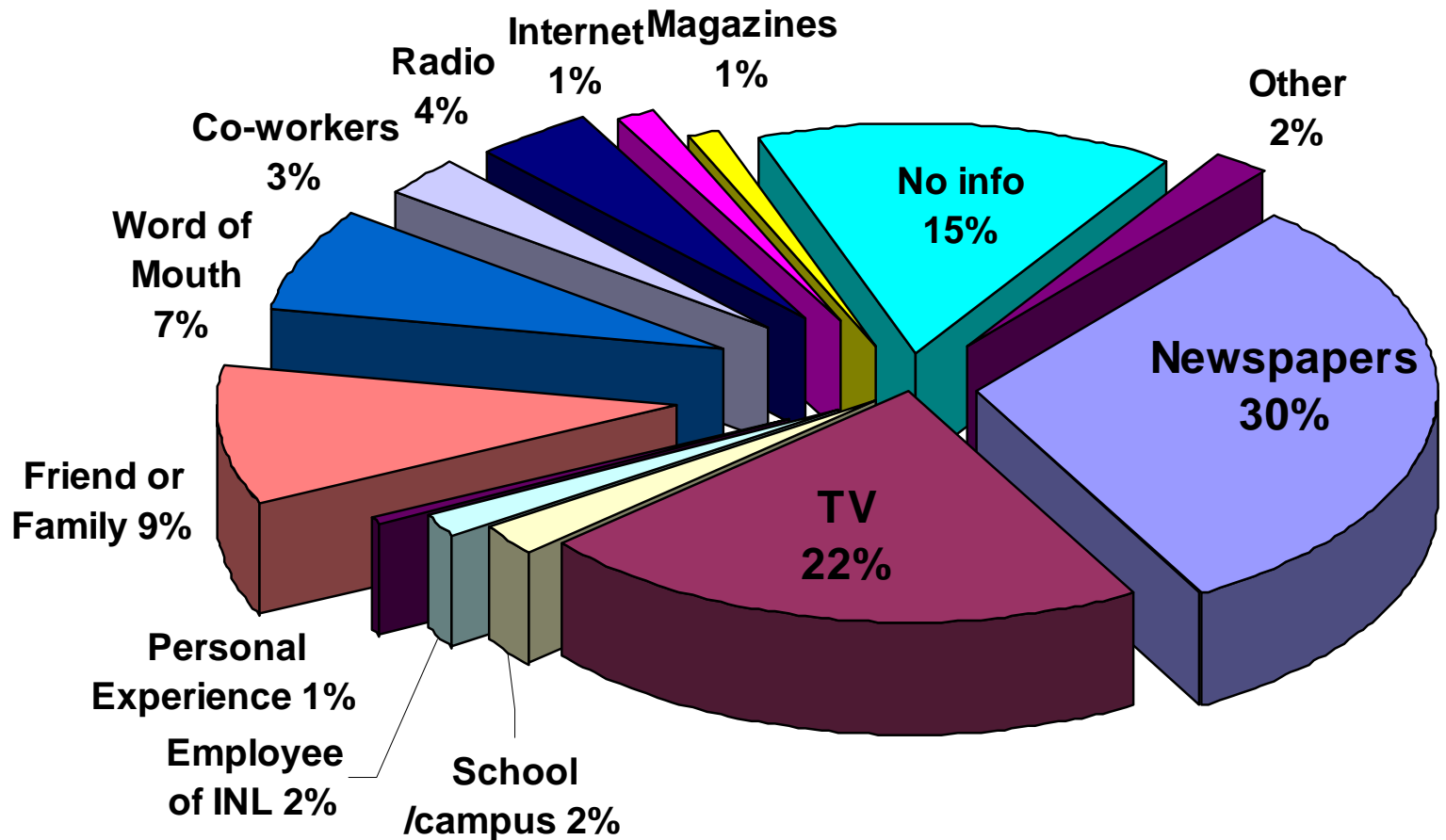


n=297



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Information Sources

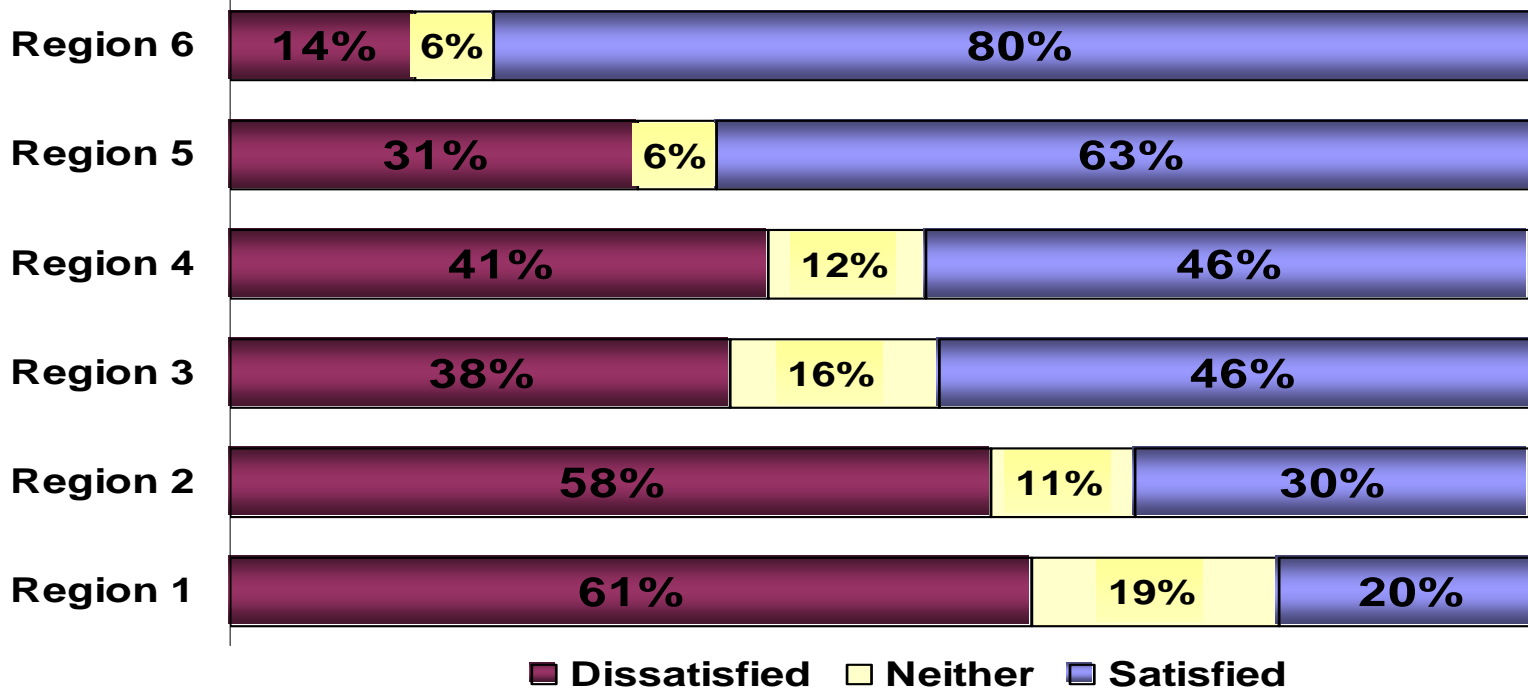
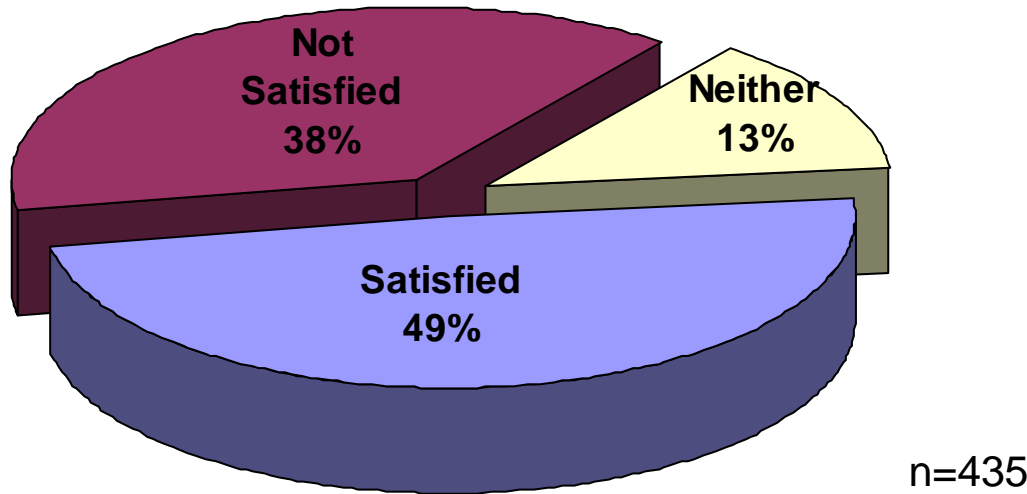


n=483

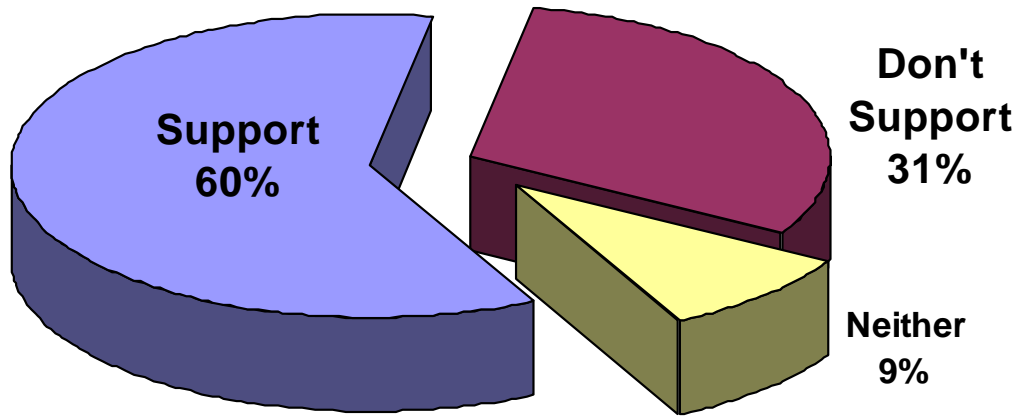
Unweighted responses

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Level of Information – Overall Satisfaction



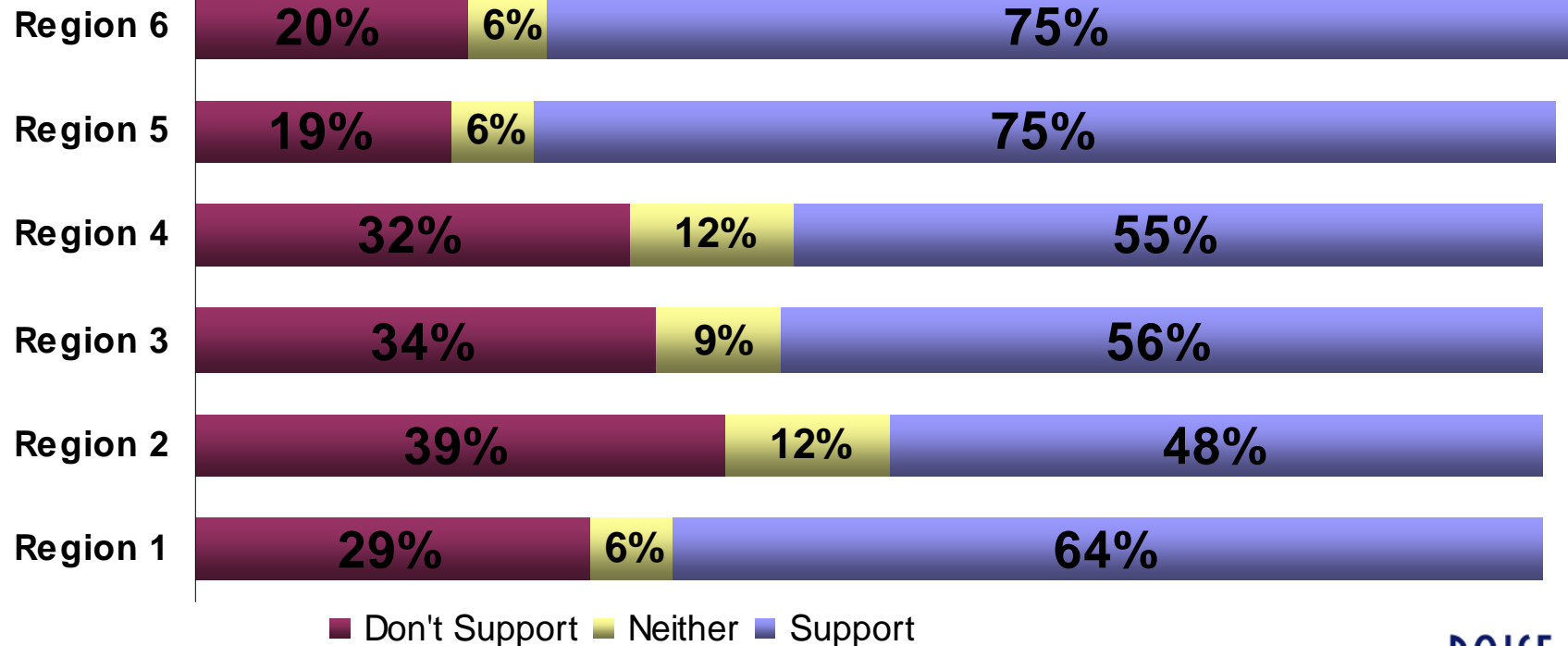
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Support for Nuclear Research Mission

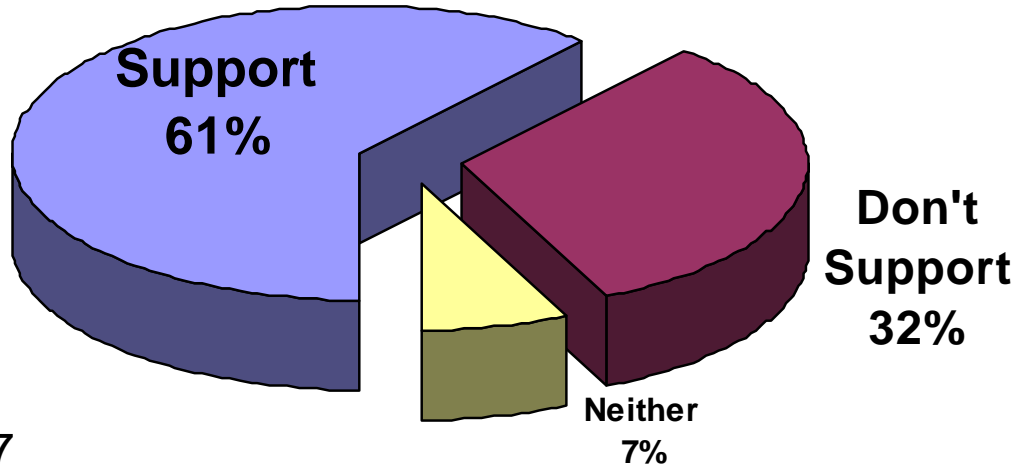
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n=497

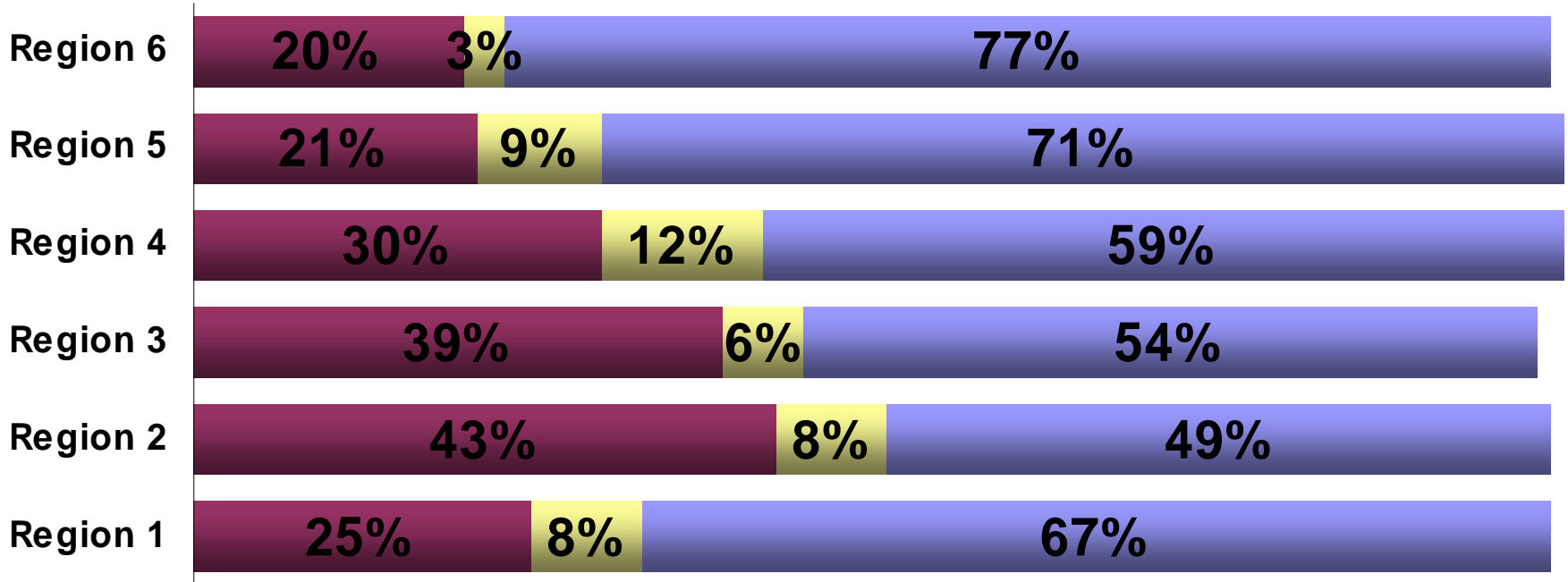


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Support for Nuclear Research Reactor



n=497



■ Don't Support ■ Neither ■ Support

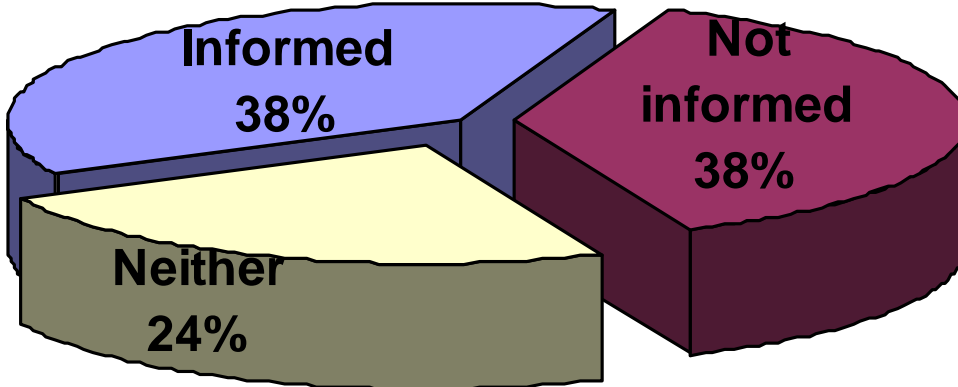
Creating Understanding, Informed Support for Idaho National Laboratory

John Lindsay

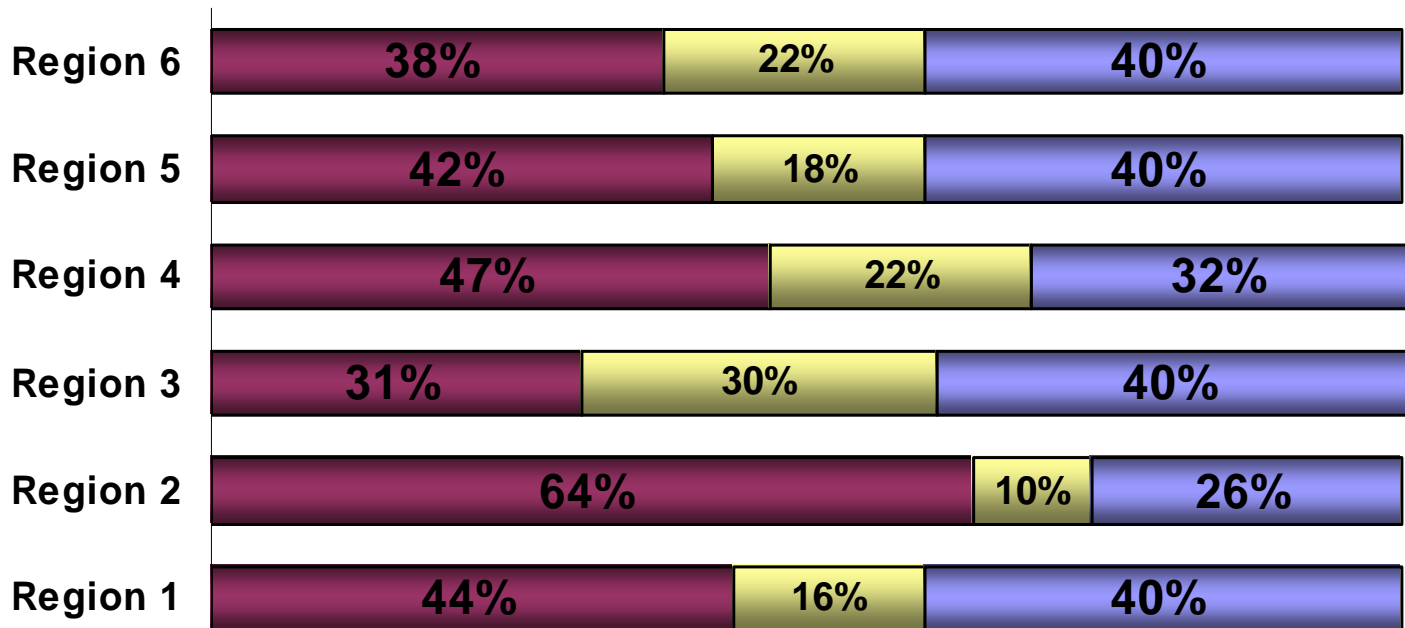
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'Informed' Level



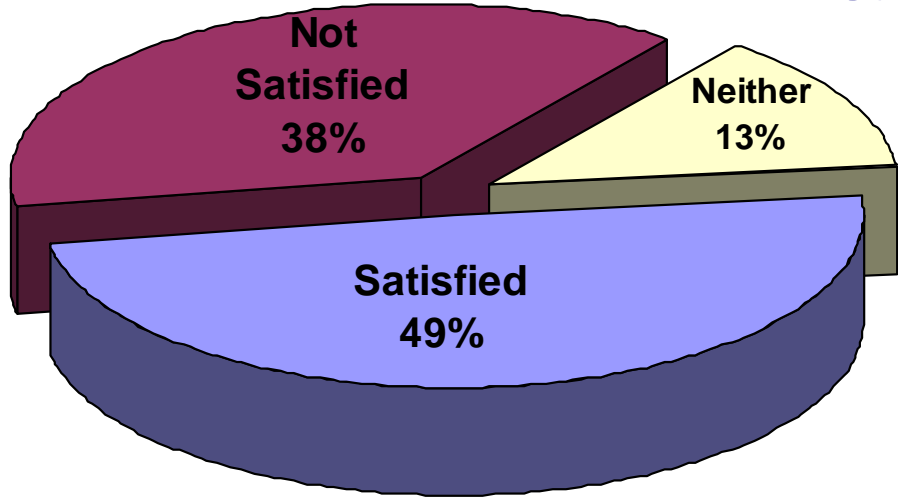
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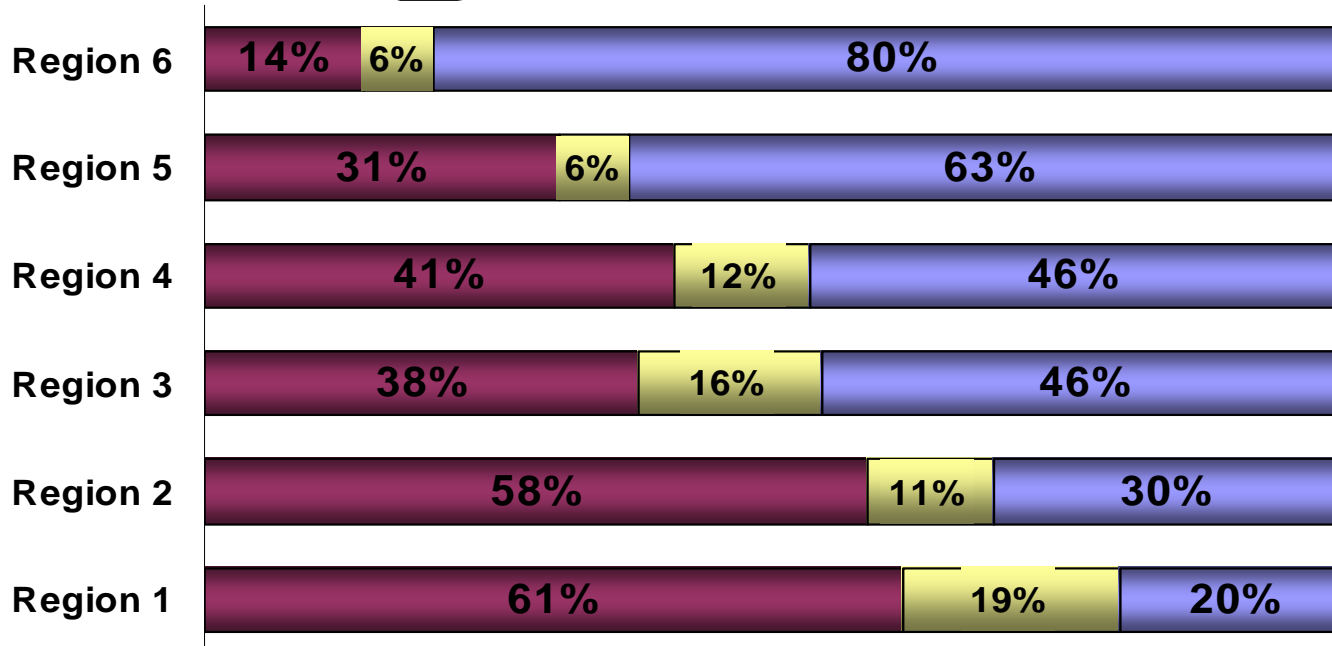
■ Not informed ■ Neither ■ Informed

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Satisfaction with Level of Information



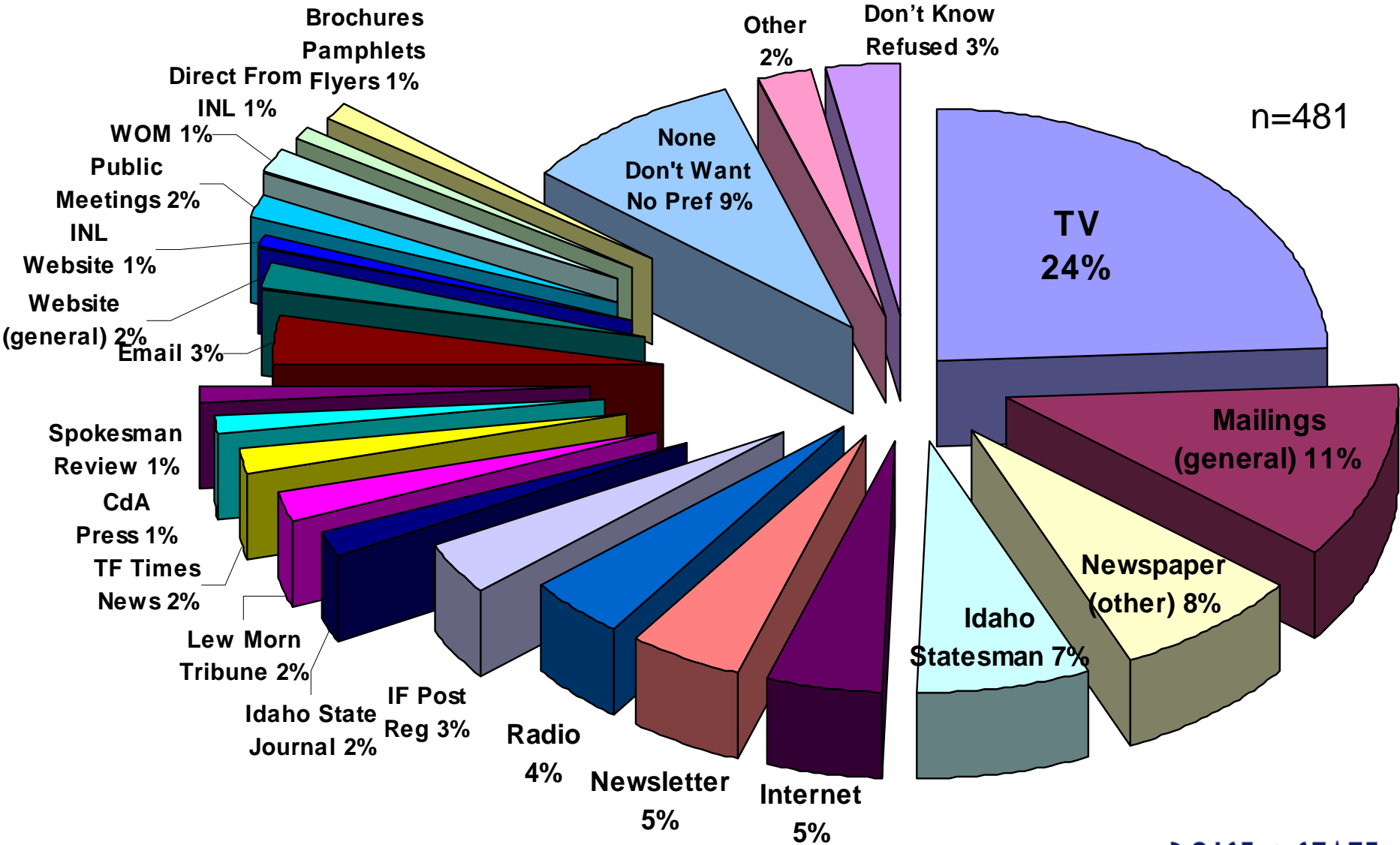
n=435



■ Dissatisfied ■ Neither ■ Satisfied

Desired method of getting information

n=481

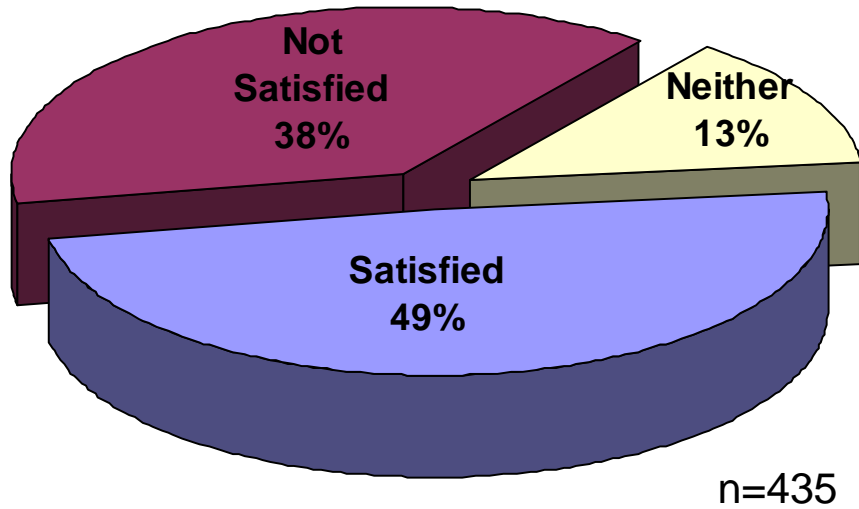


Unweighted responses

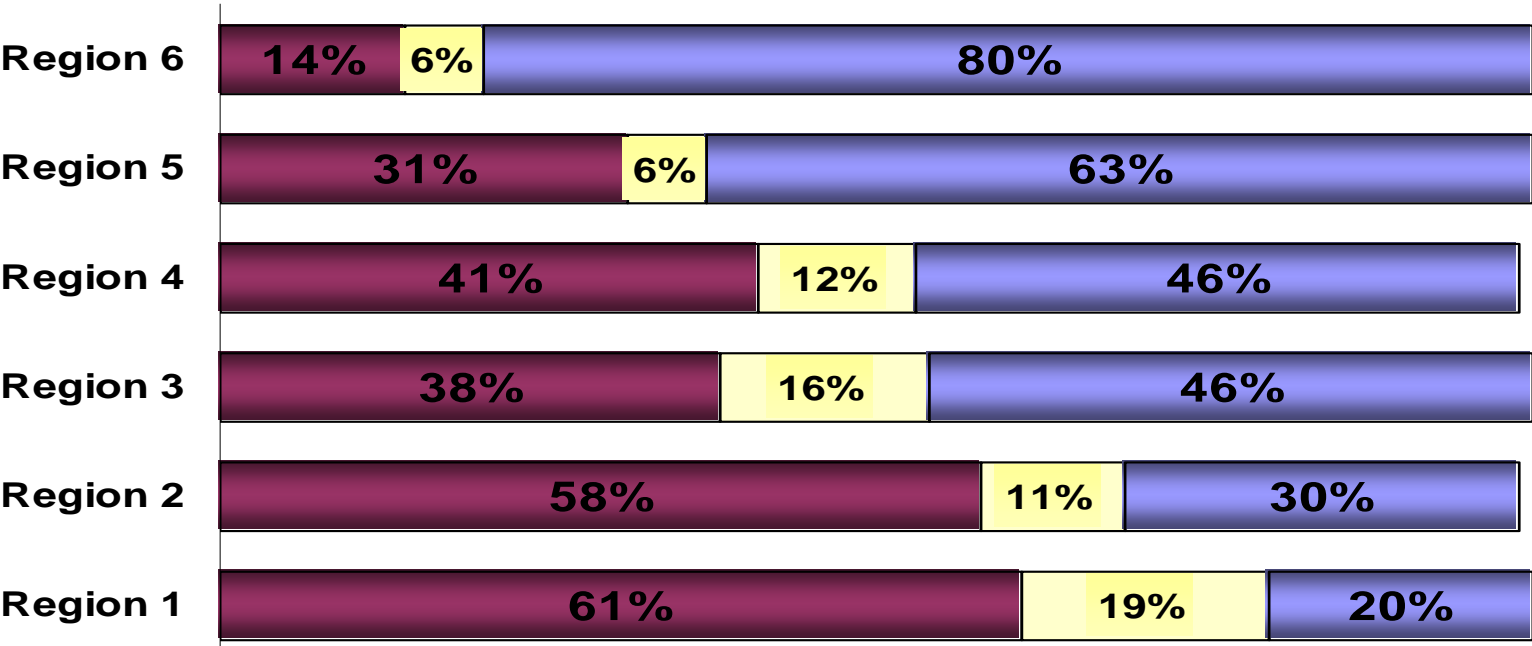
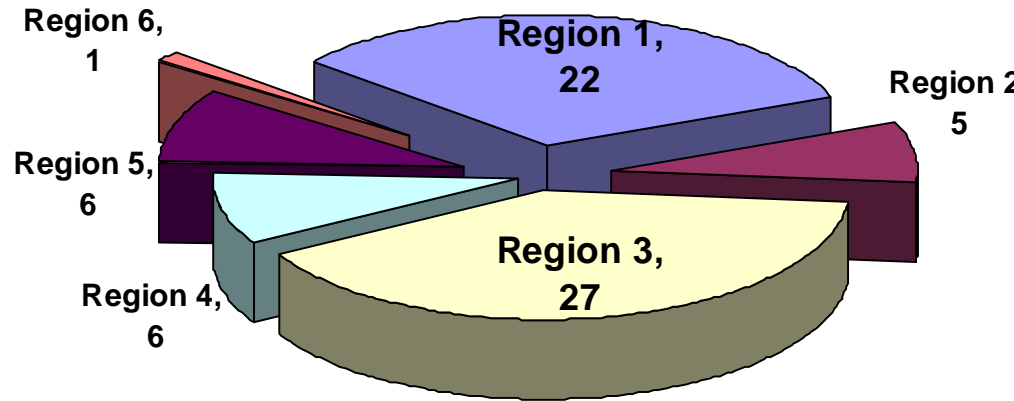
Back Up Slides

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Level of Information – Overall Satisfaction



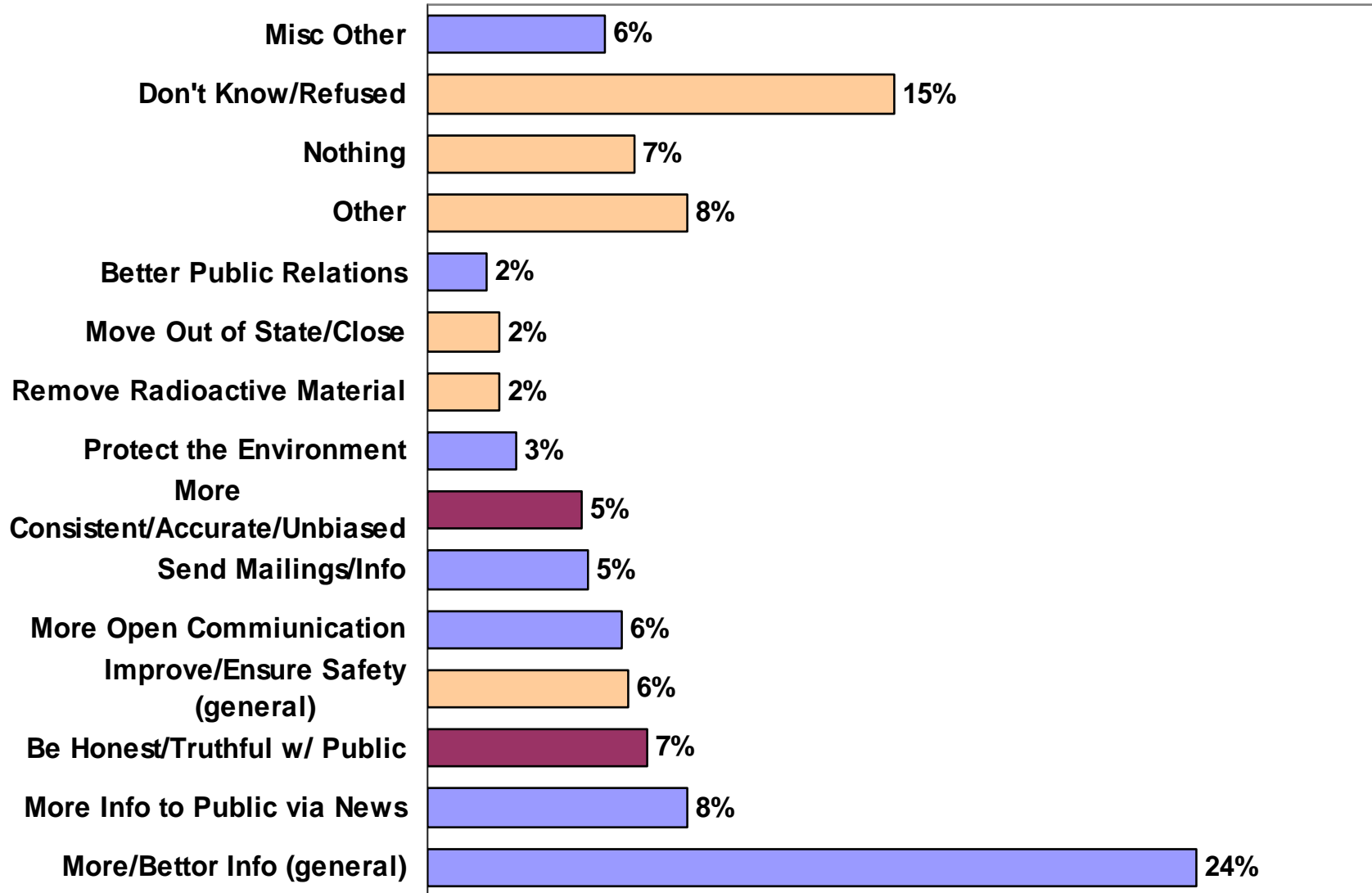
Frequency of Don't Know or Refused



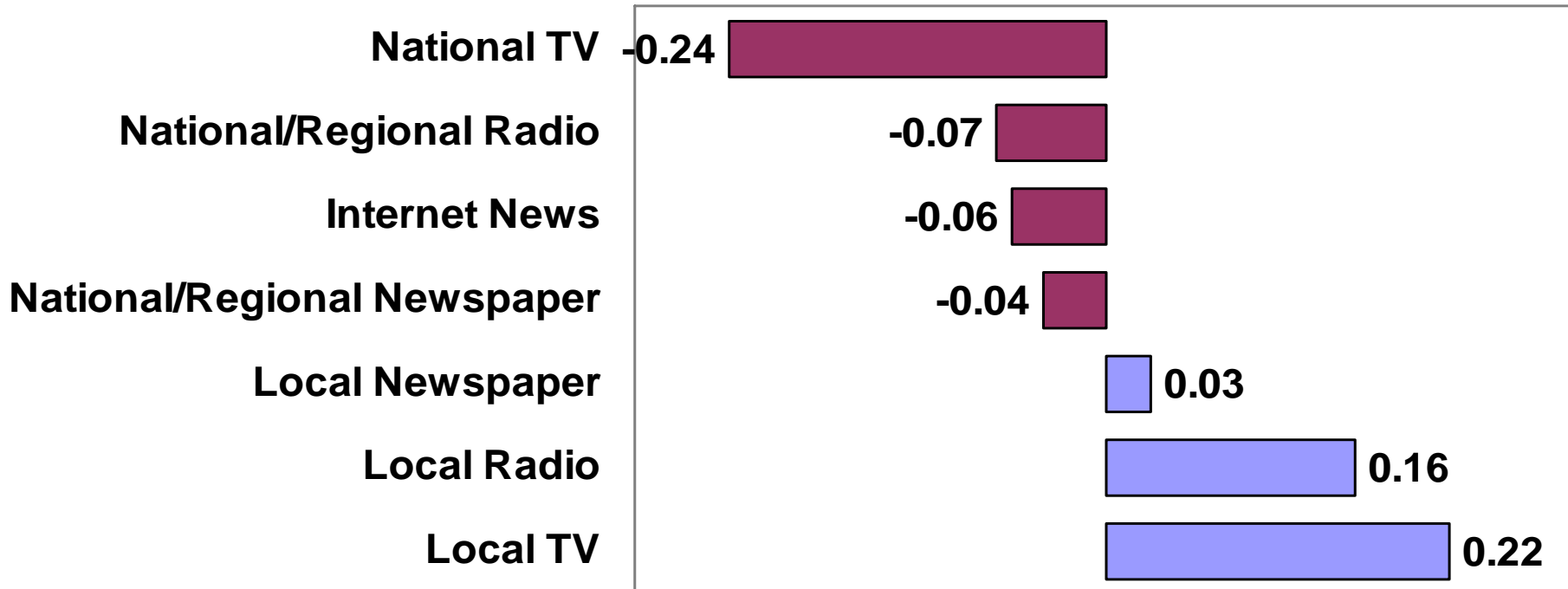
■ Dissatisfied ■ Neither ■ Satisfied

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Way to Increase Confidence, Support



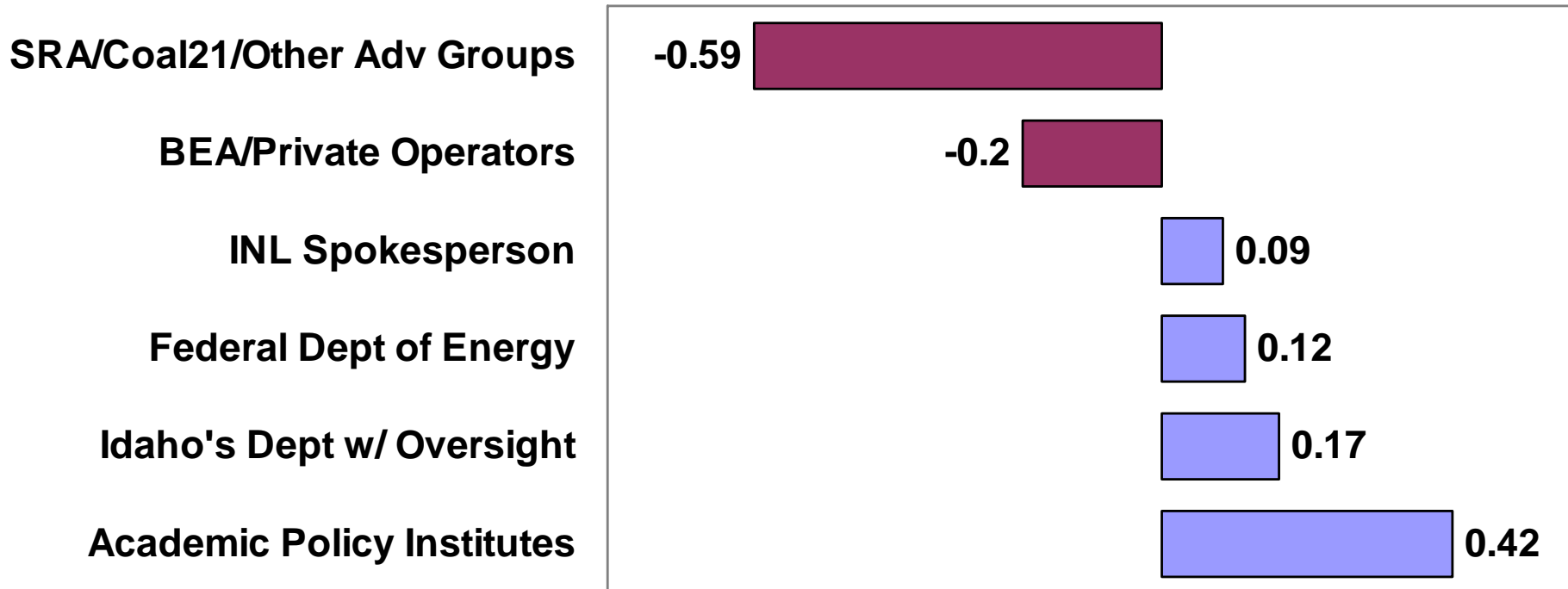
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Perception of unbiased media coverage



n=476

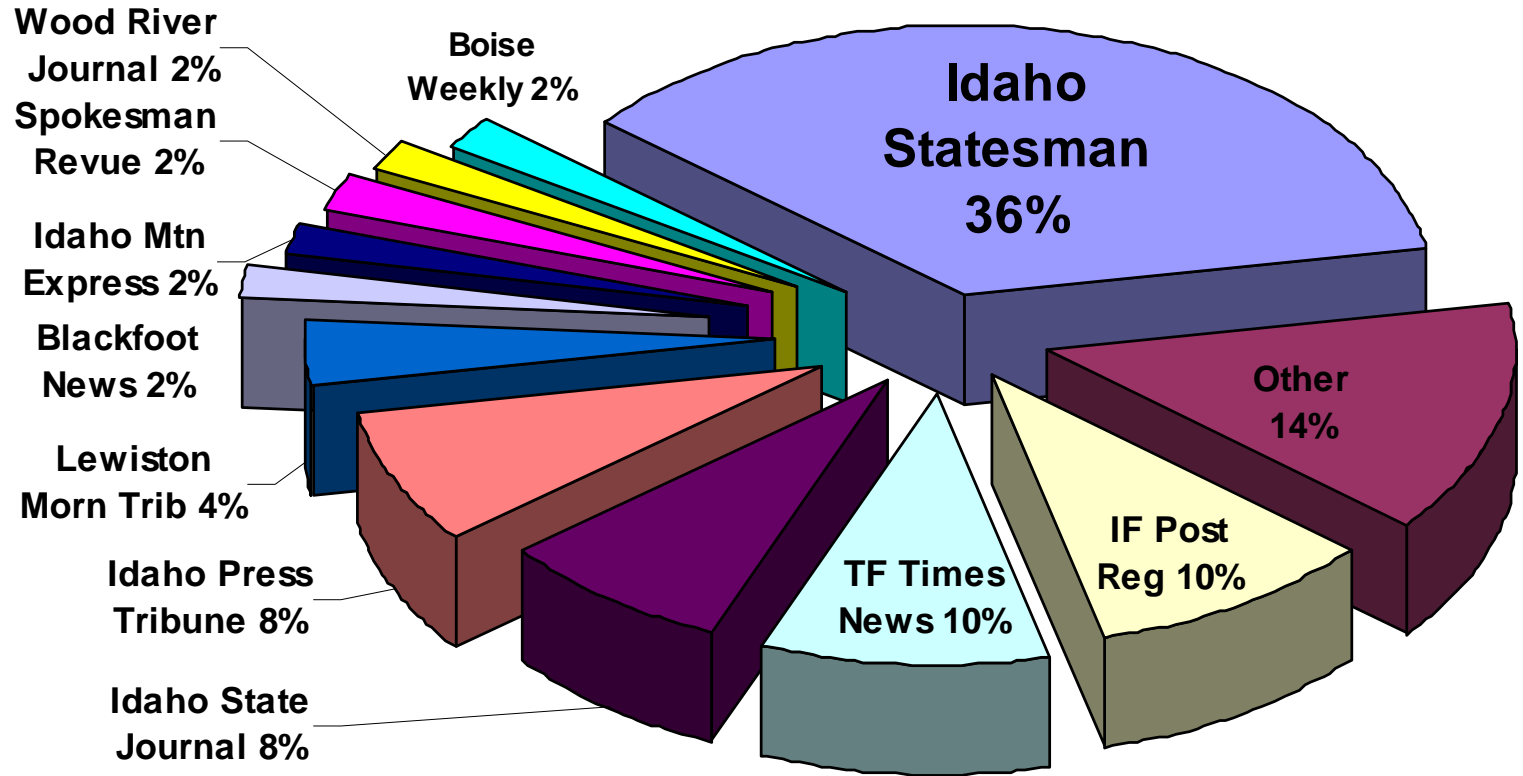
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Perceived unbiased sources of information



n=474

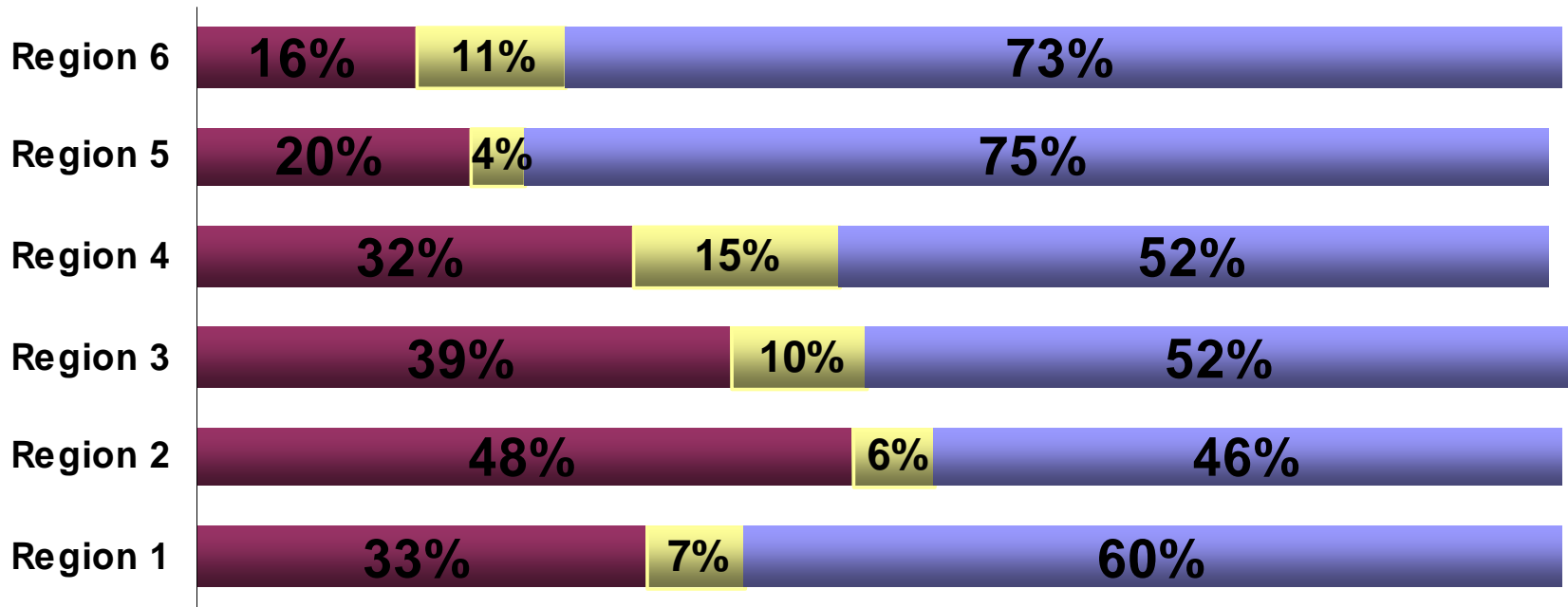
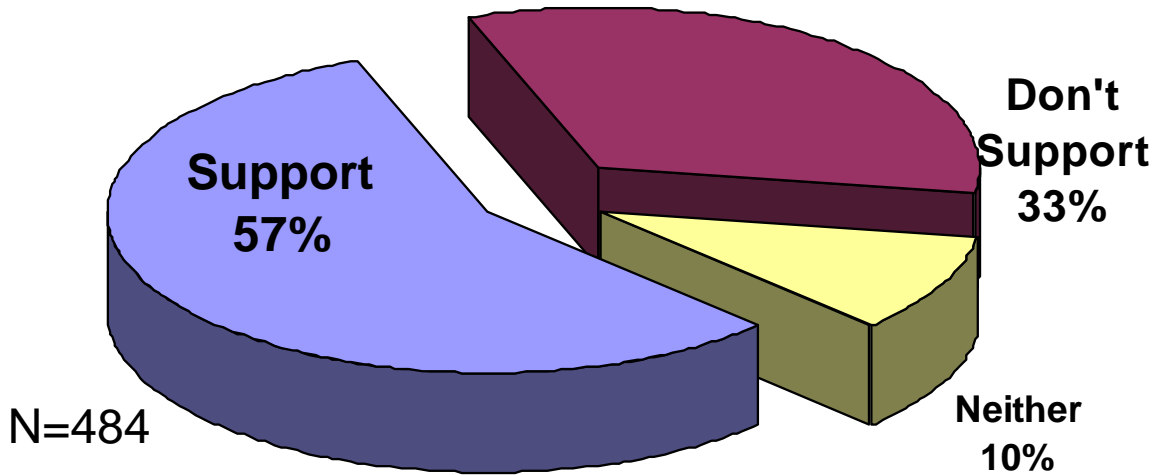
Information Sources -Newspapers



Unweighted responses

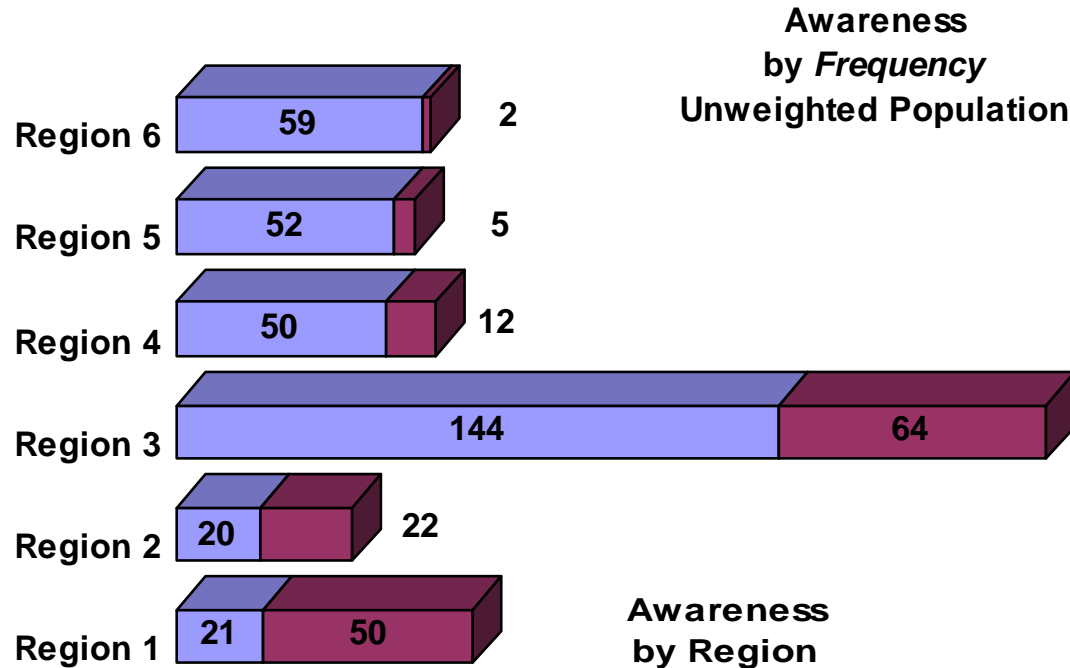
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Support for Plutonium 238



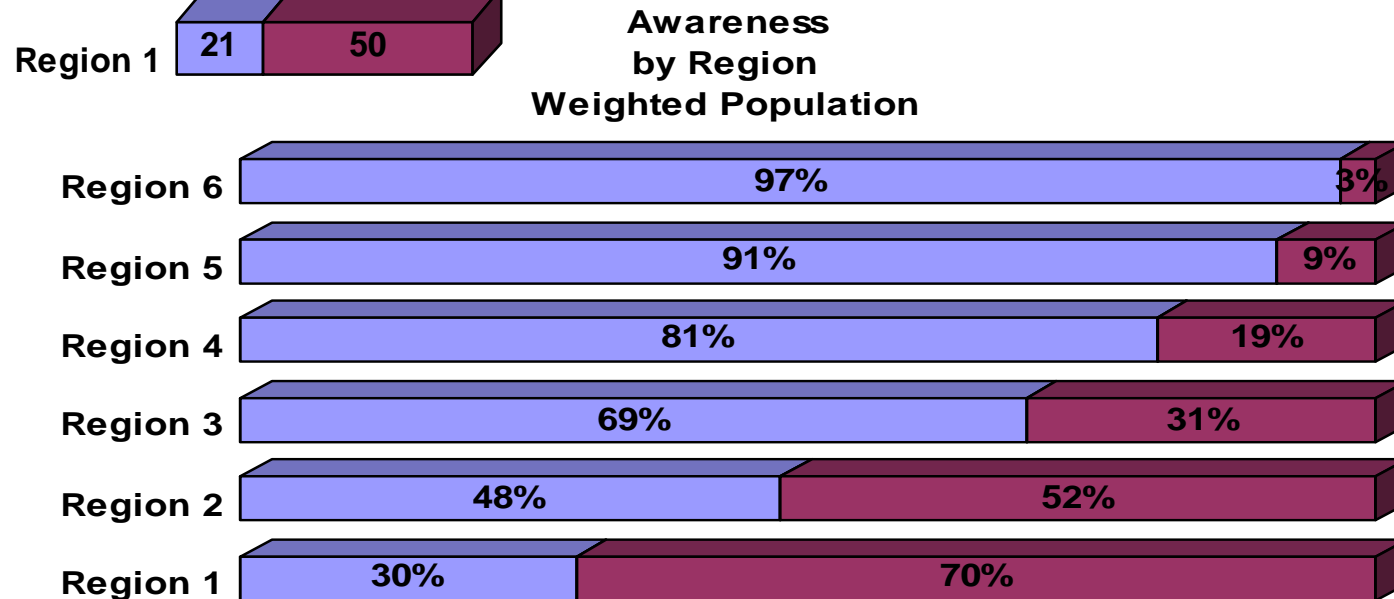
■ Don't Support ■ Neither ■ Support

Statewide Awareness



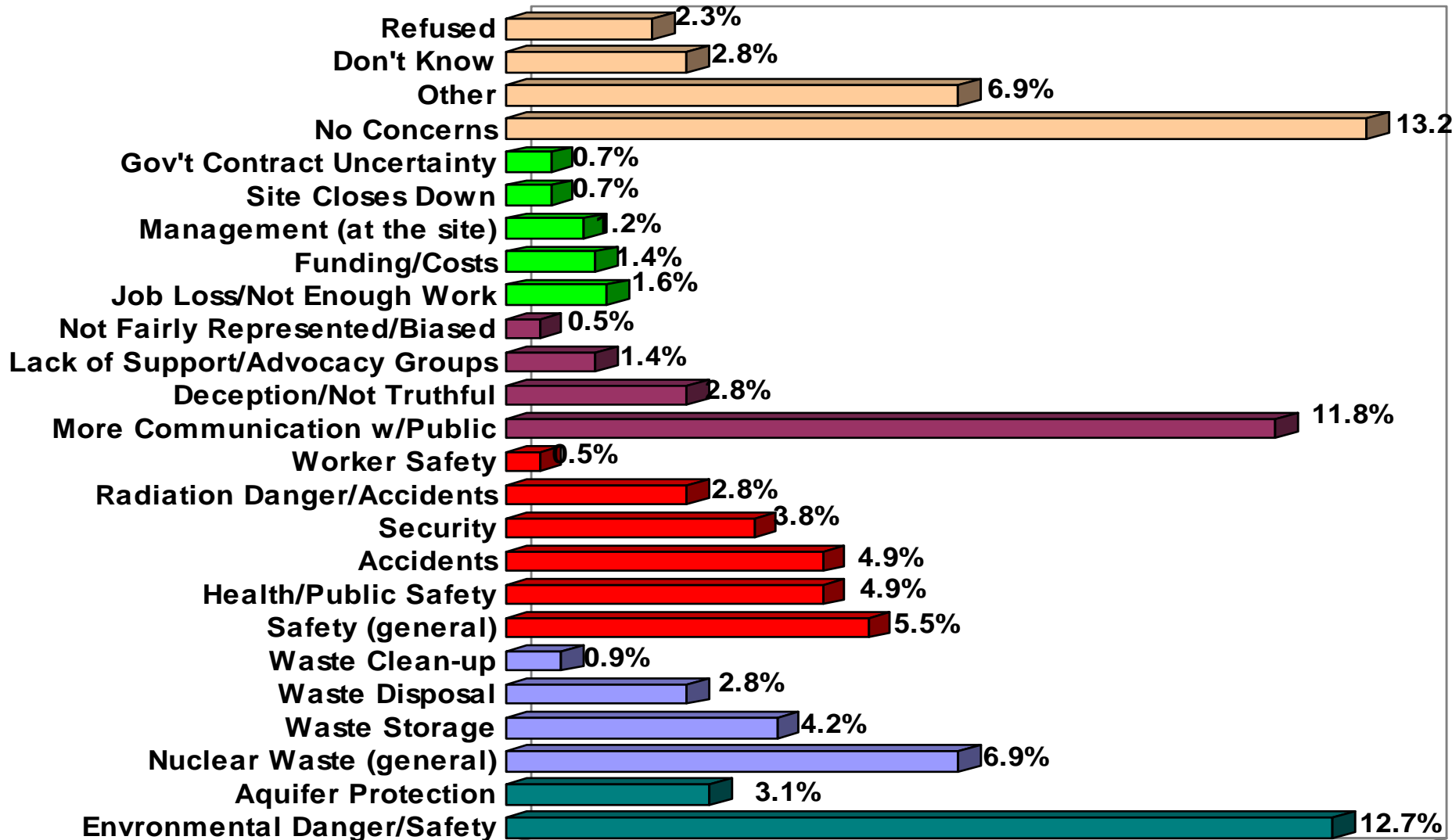
- Raw *frequencies* do not reflect the true population of a region. Therefore, charts after this slide will use the *weighted population* of the region for comparison.

n=502



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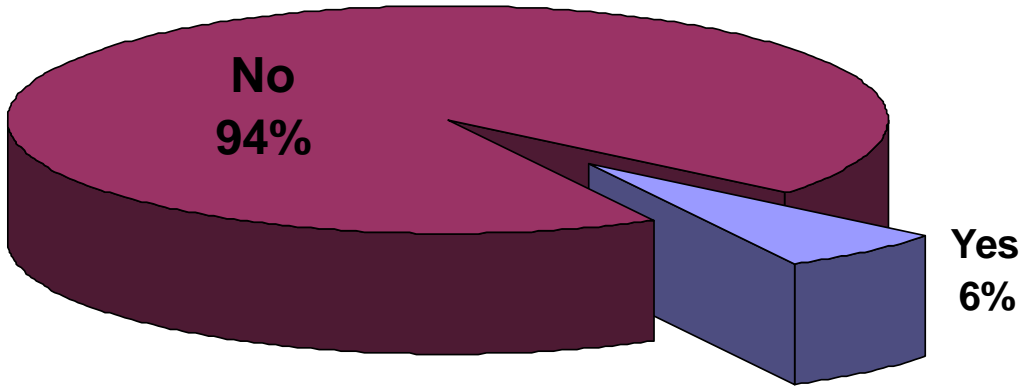
Biggest Concern



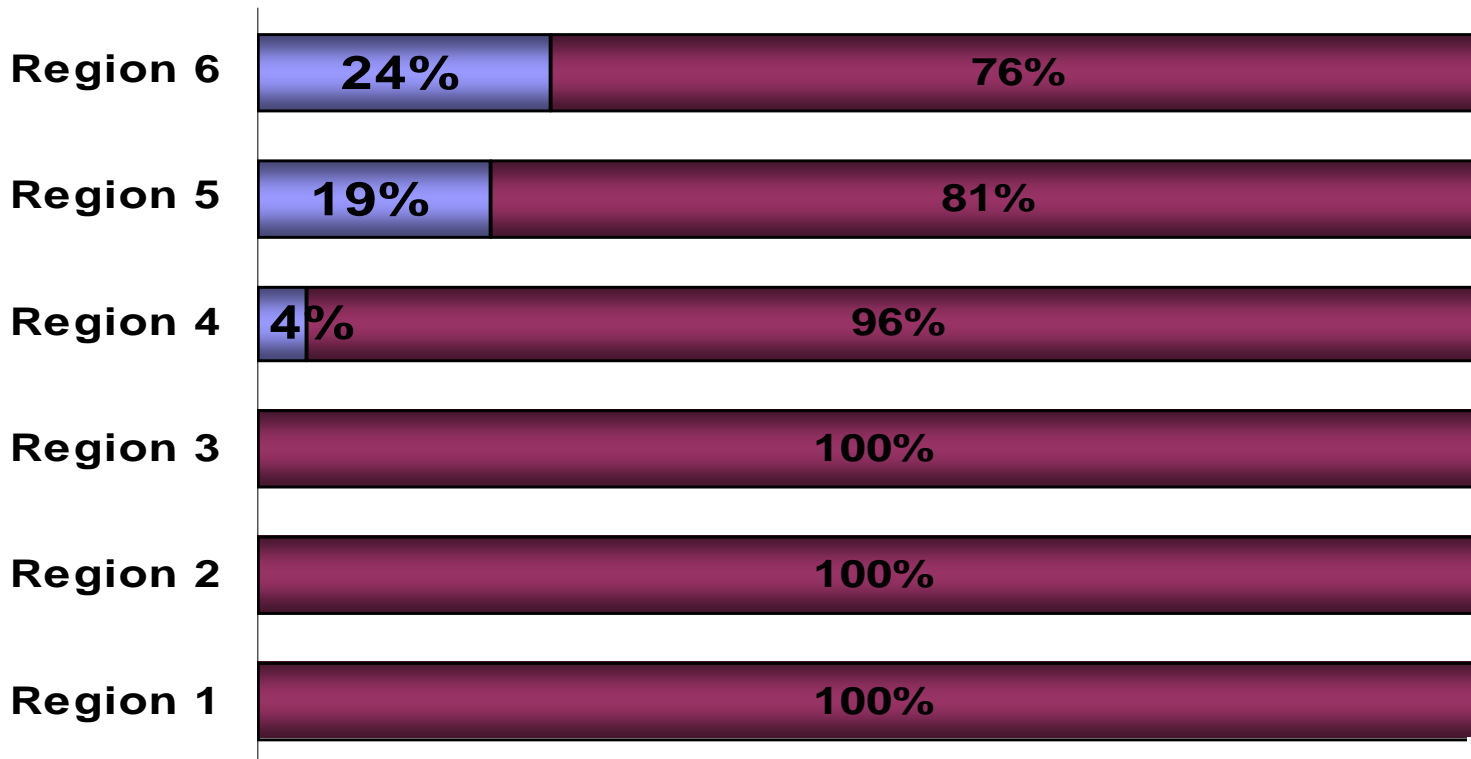
n=473

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Employment at INL

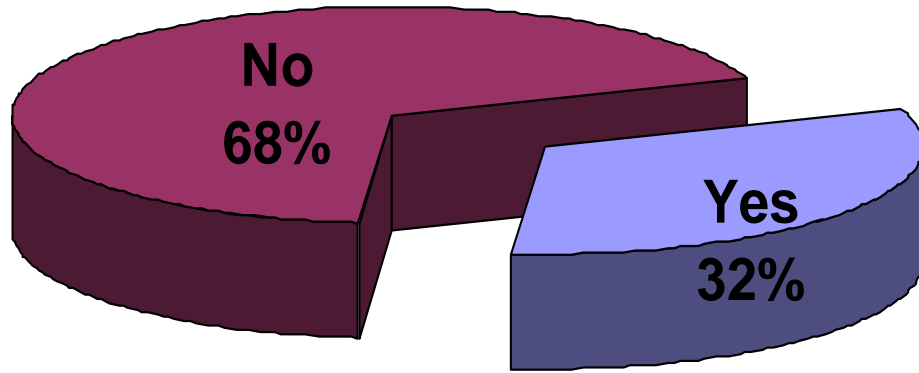


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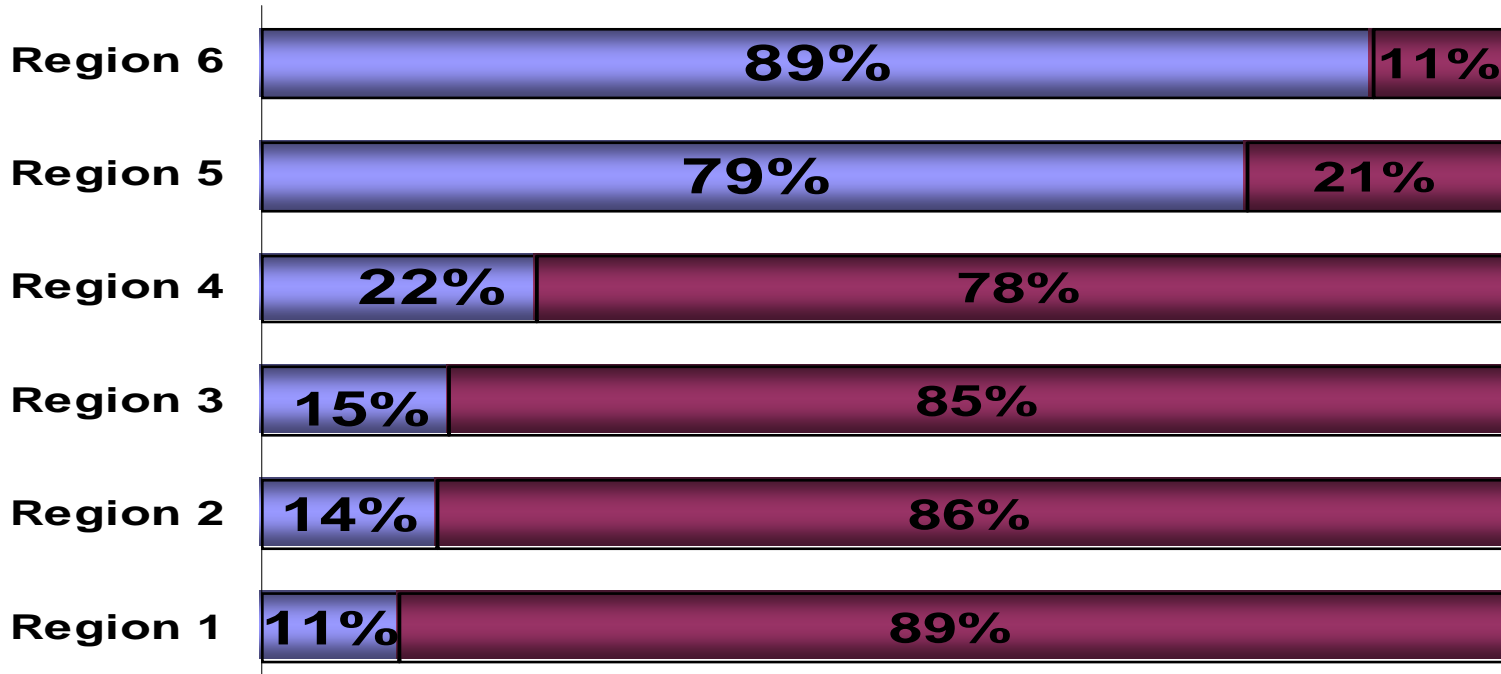


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Know of Someone who Works at INL

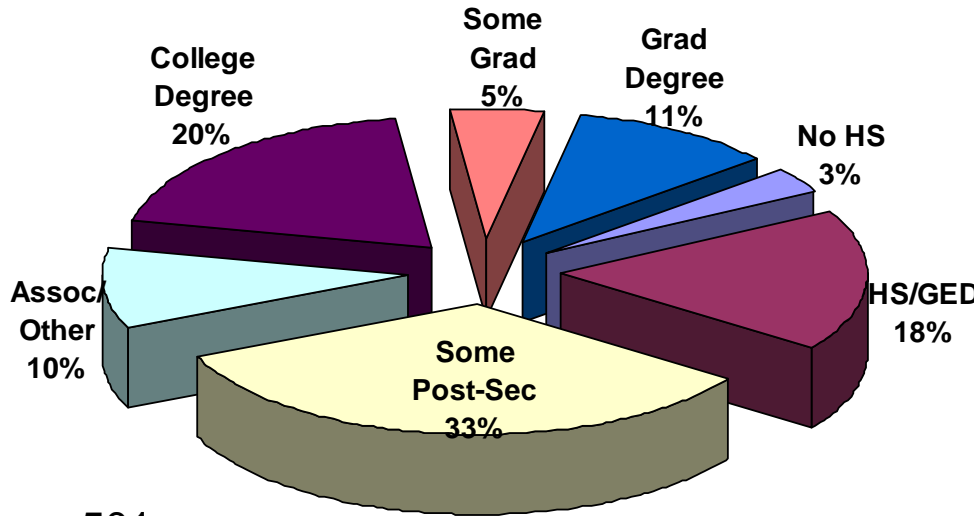


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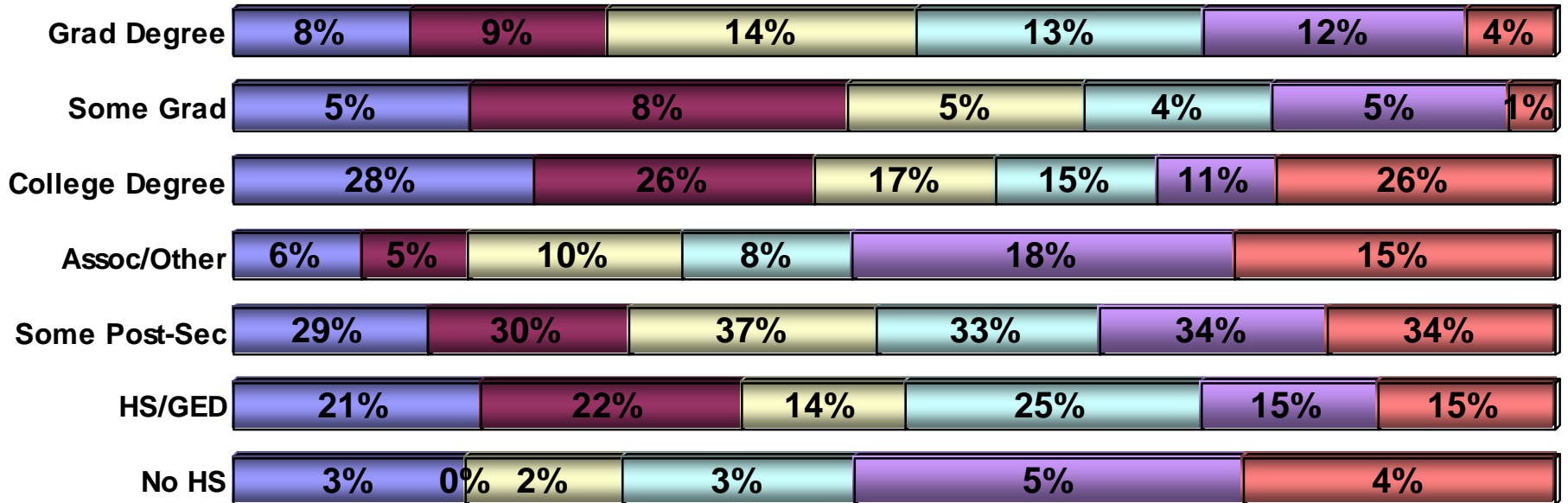


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Level of Education



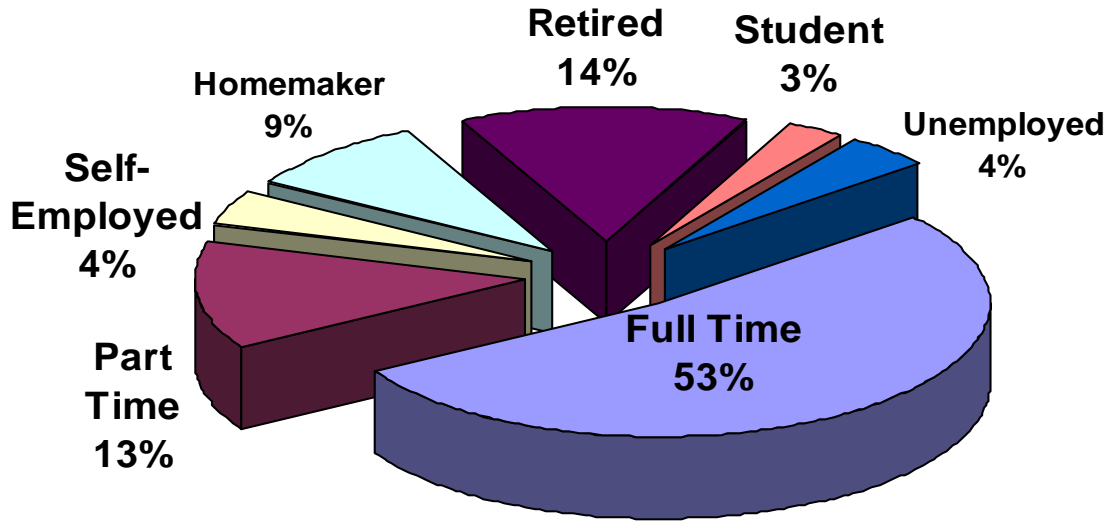
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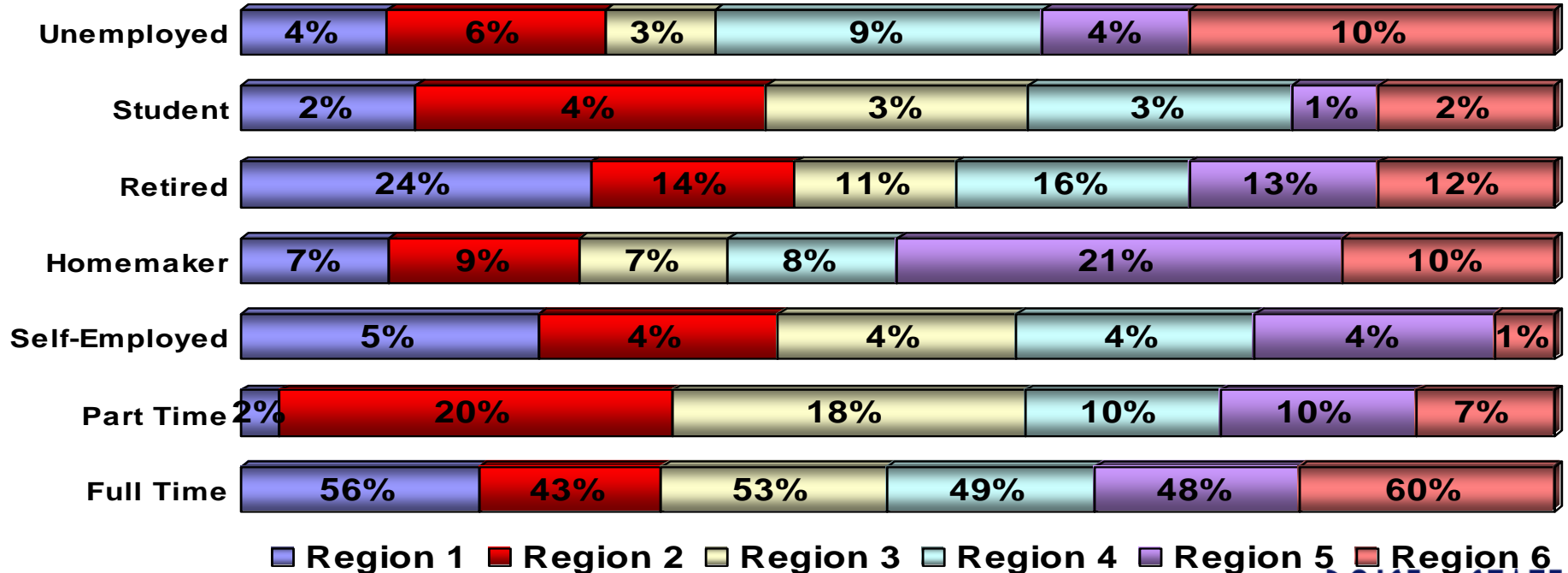
■ Region 1
 ■ Region 2
 ■ Region 3
 ■ Region 4
 ■ Region 5
 ■ Region 6

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Employment Status

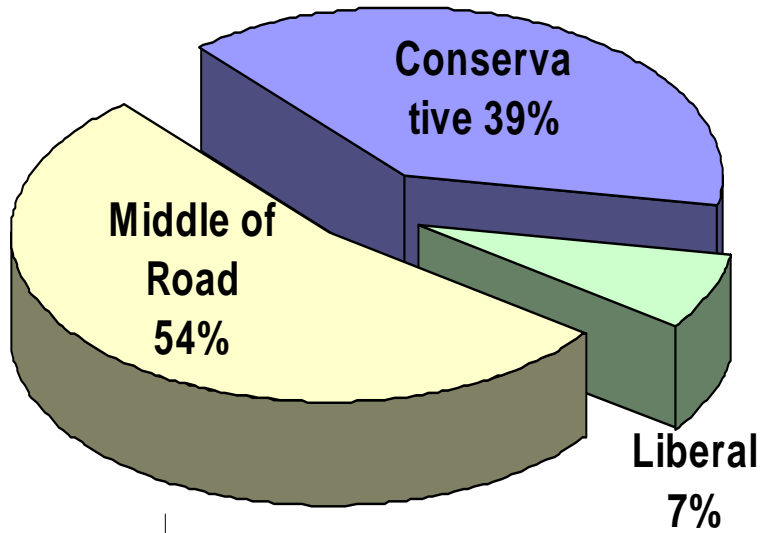


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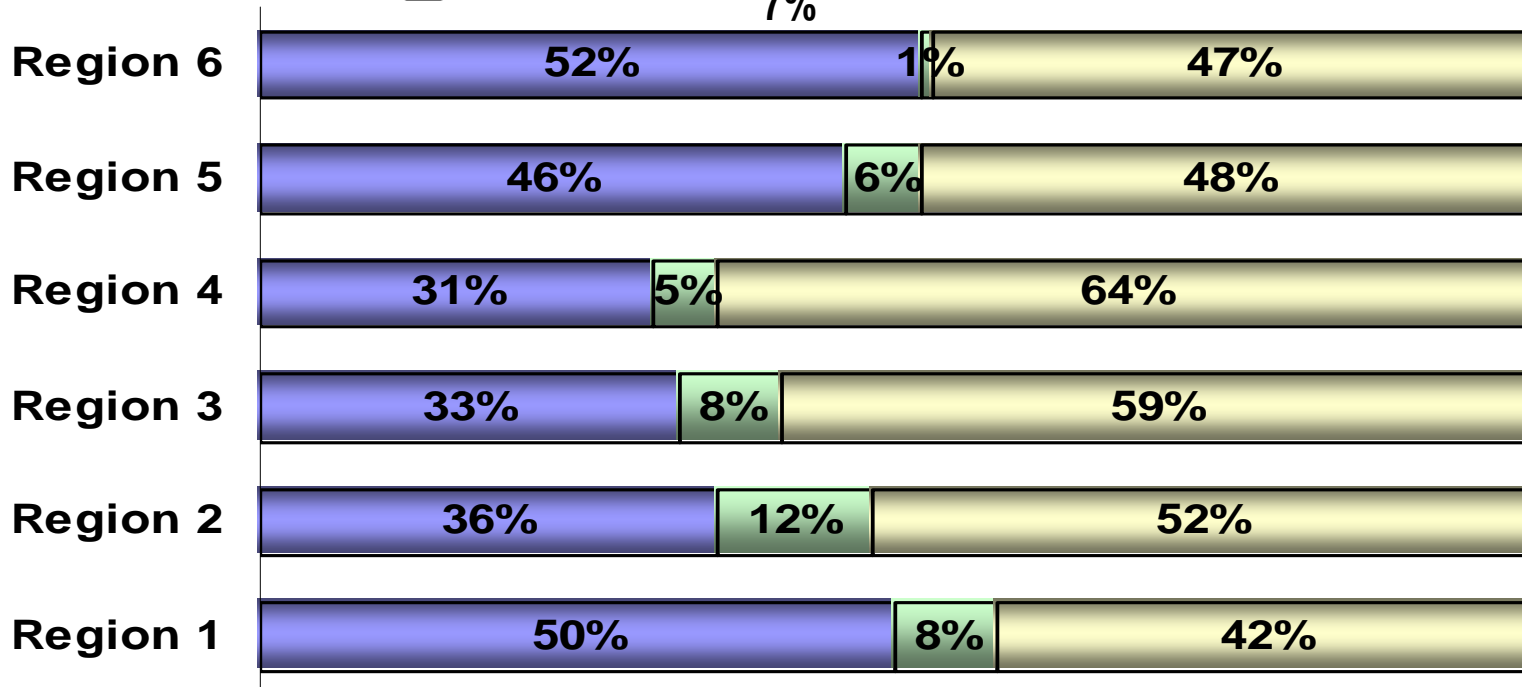


■ Region 1
 ■ Region 2
 ■ Region 3
 ■ Region 4
 ■ Region 5
 ■ Region 6

Political Ideology

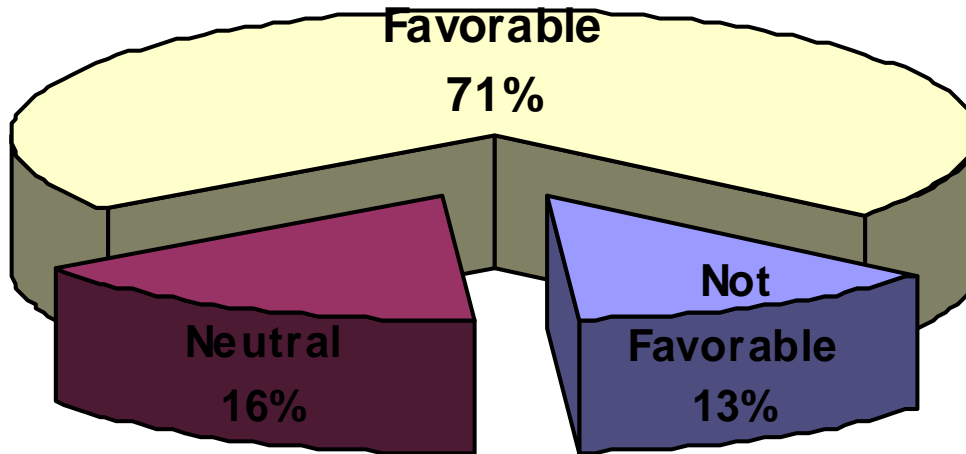


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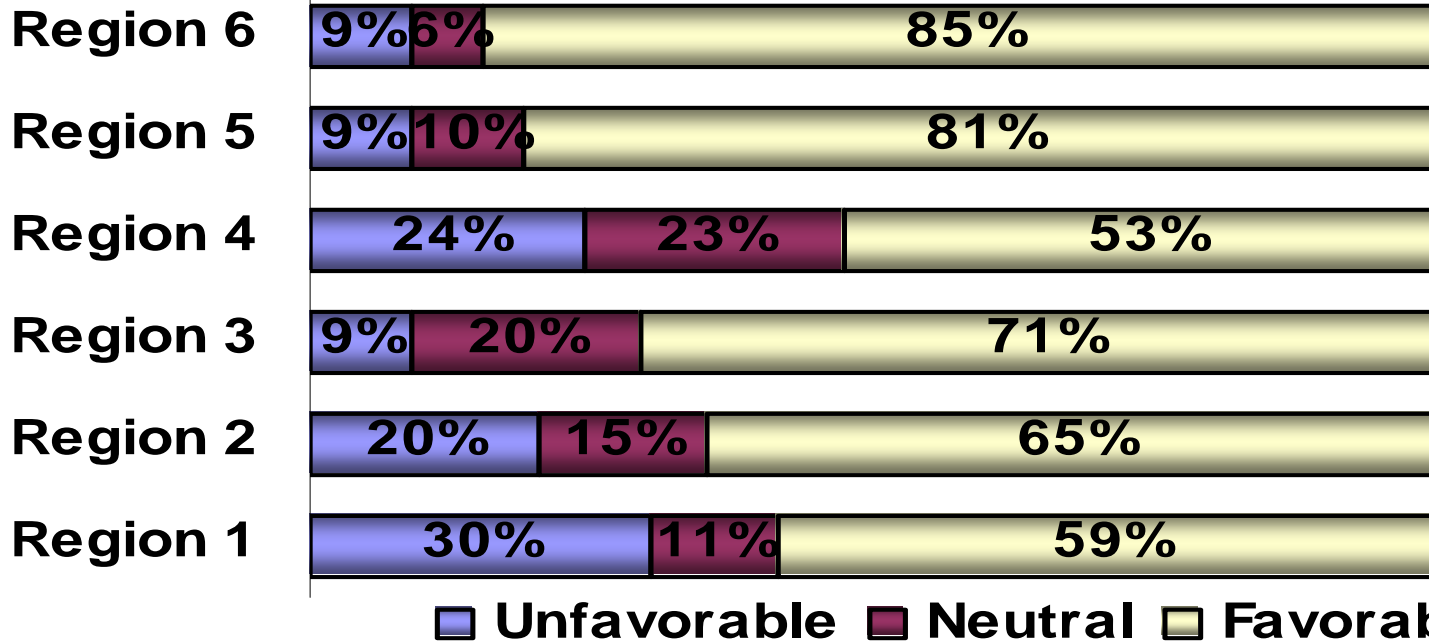


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Demographics

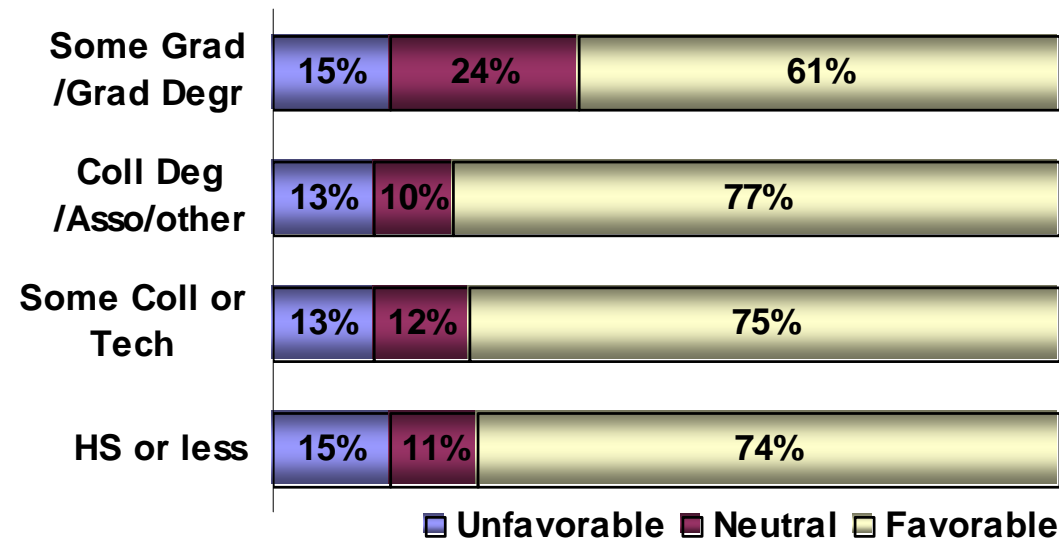
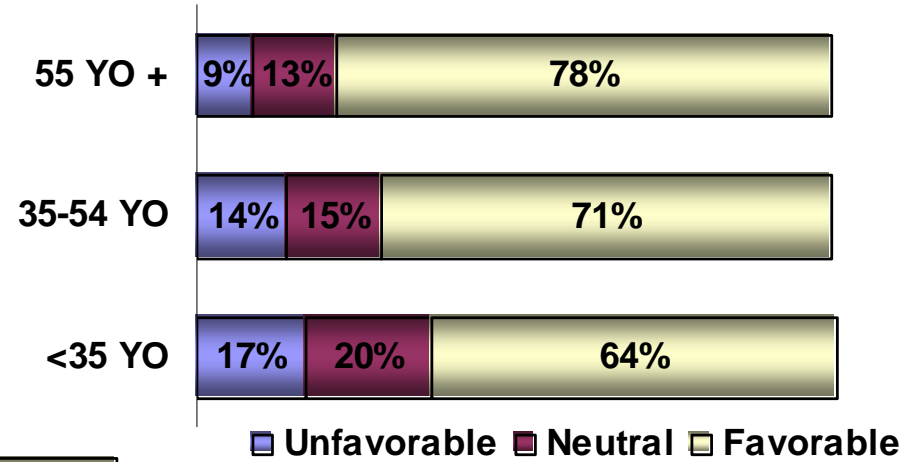
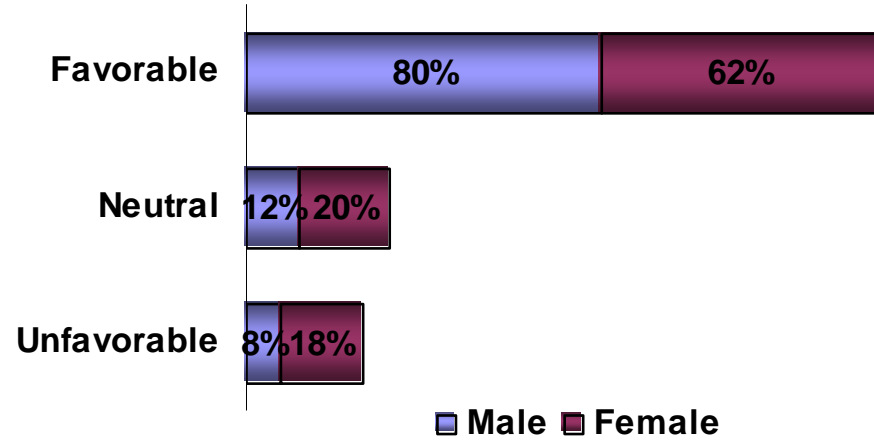


N=324



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Demographics



N=324