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# Presentation to the Municipality of Kincardine

## Consultation Methodology and Response Rates

February 16, 2005

# Objective and Methodology

## Objective

- ◆ An independent consultation with residents, 18 years of age and older in the community about their views regarding OPG's proposed plan to store low and medium level nuclear waste at the WWMF site adjacent to the Bruce Power Generating station.

## Methodology

- ◆ Telephone consultations with mail follow-up to no contact households and seasonal residents

# Telephone Consultation Process

- ◆ Households telephoned between January 6<sup>th</sup> and 25<sup>th</sup>, 2005
- ◆ A minimum of ten calls were made to households in order to maximize the number of households and residents responding
- ◆ Messages were left after 5/6 calls asking residents who wished to participate to call back on a dedicated toll free 1-866#
- ◆ Half page ads were published in the Kincardine News, The Kincardine Independent and Shoreline Beacon instructing residents in households with unlisted telephone numbers and those who did not have access to a phone to call the 1-866# if they wanted to participate
- ◆ Households where at least 1 person responded by the end of the telephone consultation period considered complete and were not included in the follow-up mail consultation
- ◆ All households in the telephone directories where no contact was made were mailed the preamble and question

# Mail Consultation Process

## Seasonal Households

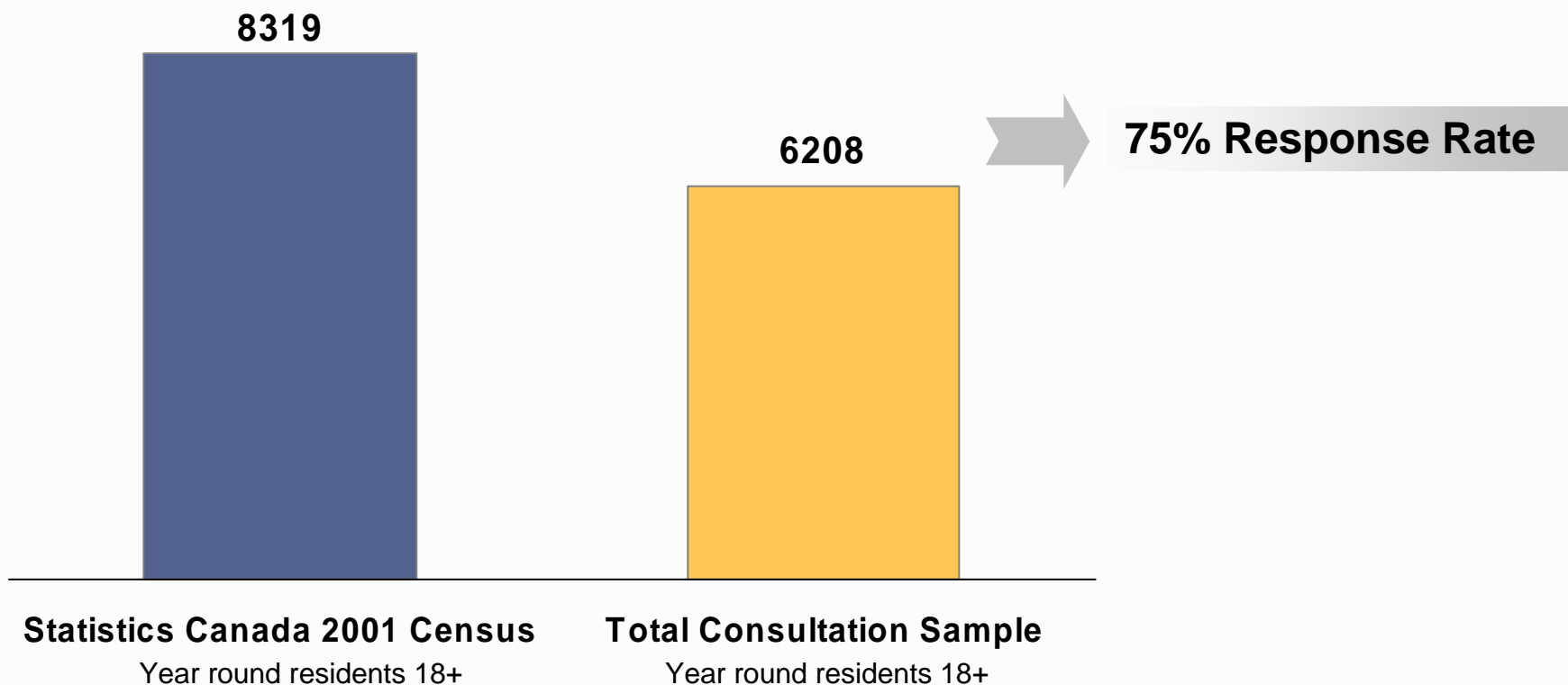
- ◆ Households listed in the telephone directory with permanent addresses outside of the Municipality were mailed the preamble and question
- ◆ Seasonal households which were not in the telephone directory, but were in the Assessment Roll were also mailed a package
- ◆ Seasonal households identified in the Assessment Roll consisted of:
  - Owners who did not have a phone # listed
  - Multiple property owners
  - Owners of vacant land

## No Contact Household

- ◆ All households not successfully contacted after at least 10 attempts at the end of the telephone consultation period were sent a mail package

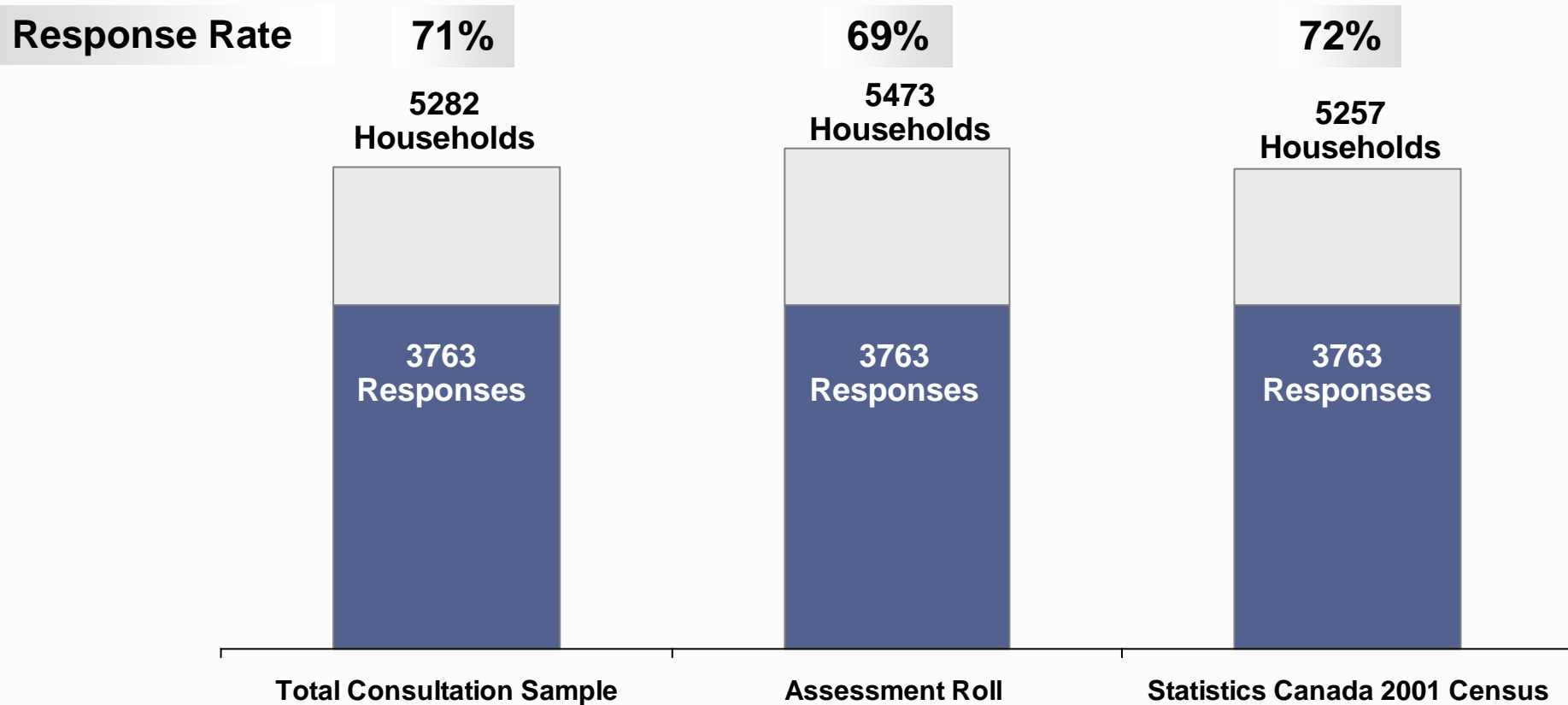
# Year Round Resident Response Rate

## *Total Year Round Residents (18+) in Kincardine*



# Year Round and Seasonal Household Response Rate

## Total Year Round and Seasonal Households in Kincardine



## Consultation Question

Do you support the establishment of a facility for the long-term management of low and intermediate level waste at the Western Waste Management Facility?

# Total Consultation Results

*% Among All Municipal Residents 18+  
(n=6778)*

<b>Yes</b>	<b>60%</b>
<b>No</b>	<b>22%</b>
<b>Neutral</b>	<b>13%</b>
<b>Don't know/Refused</b>	<b>5%</b>



# Proportions Who Support/Oppose the Plan\*

***% Among Municipal Residents 18+  
who Support or Oppose the Plan  
(n=5531)***

<b>Yes</b>	<b>73%</b>
<b>No</b>	<b>27%</b>

\* Proportions shown exclude all “neutral” and “don’t know/refused” responses