



**Report to**  
**Guilden Sutton Parish Council**

**Survey Analysis and Report**  
**of**  
**Residents Attitudes Towards**  
**Fracking in Guilden Sutton**

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**Date:** 2<sup>nd</sup> June 2016

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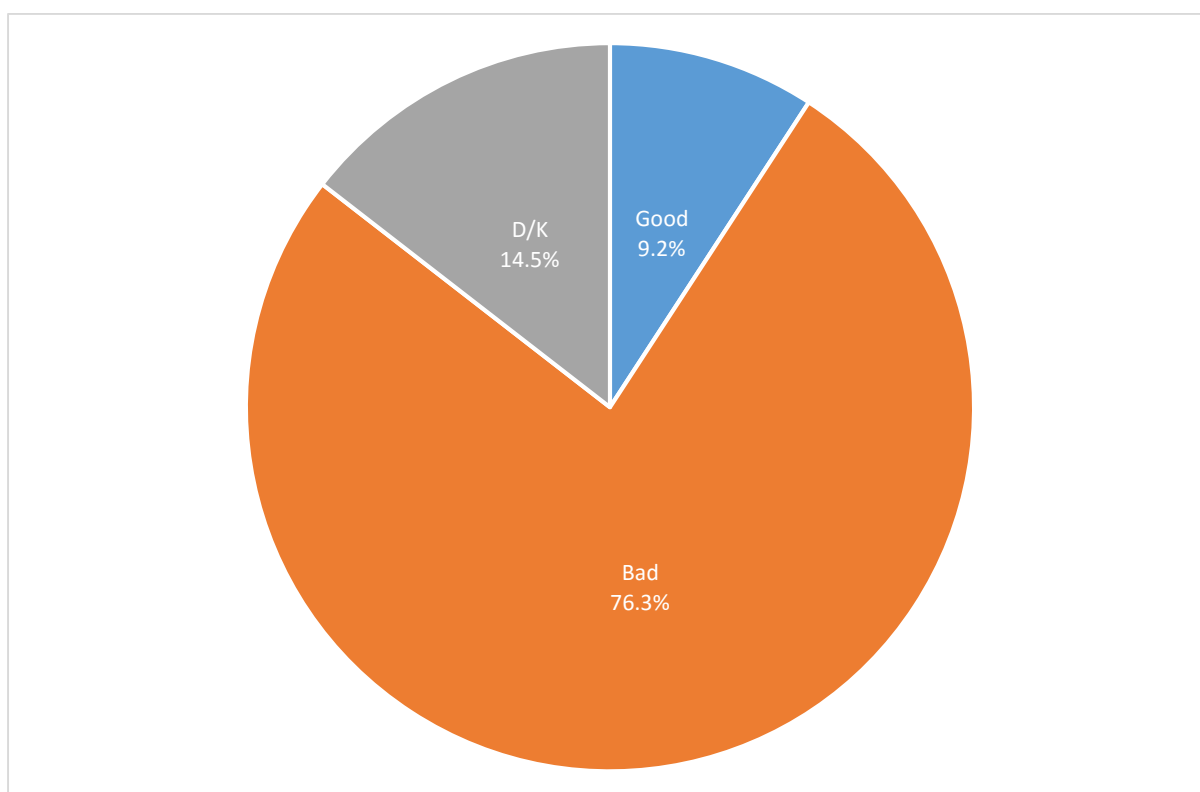
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## Executive Summary

This report has been produced in response to a survey by Frack Free Guilden Sutton residents, with the agreement of Guilden Sutton Parish Council, to determine attitudes towards fracking in the Parish.

### Key findings:

- 68.2% of local households responded to the survey.
- This represents 75.6% of adults over 18 in the parish area (ONS 2014)
- 9.2% of respondents believed fracking would be a good thing for the area.
- 76.3% of respondents believed fracking would be a bad thing for the area.
- 14.5% of respondents don't know if fracking would be good or bad for the area.
- Females tend to be more opposed to fracking (80.5% of respondents) compared with 73% for males.
- Younger people tend to more opposed to fracking (90.3% of respondents aged 18-24) compared with 70.3% of those aged 75+.



In terms of percentage of the adult population of Guilden Sutton (ONS 2014):

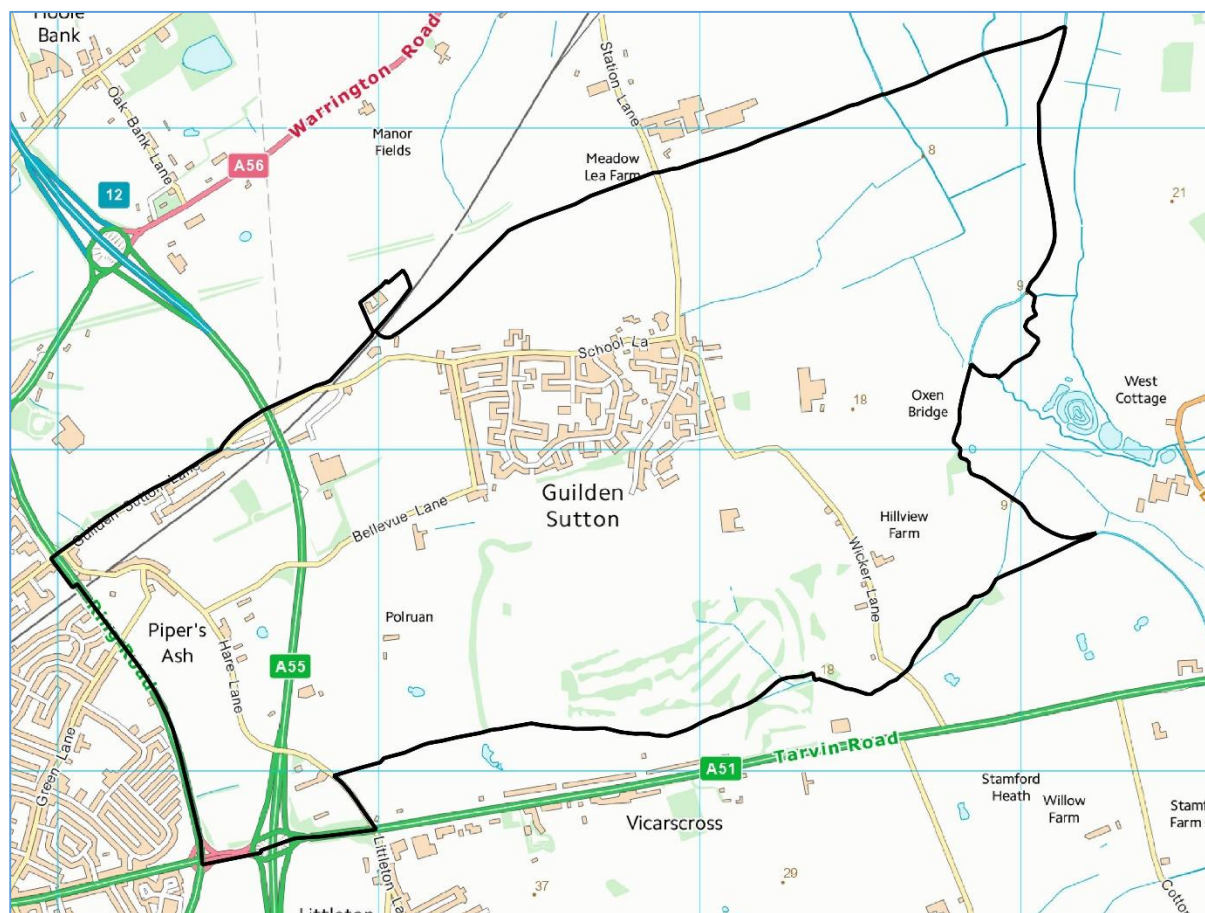
- Respondents who believe fracking would be a good thing represent 6.9% of adults in the parish.
- Respondents who believe fracking would be a bad thing represent 57.5% of adults in the parish.
- Respondents who don't know represent 10.9% of adults in the parish.

The survey was checked for representation by comparing the breakdown of age band by gender, where given, with ONS 2014 figures. From this a weighting table was produced.

The weighted results difference was so small that it was cancelled out when rounded to integers.

## Background to Survey

The area surveyed was all households in Guilden Sutton Parish area within the boundary shown in the map below:



Guilden Sutton Parish Boundary – Source: Ordnance Survey © Crown Copyright 2016

The survey was conducted by Frack Free Guilden Sutton residents with the agreement of Guilden Sutton Parish Council.

The questionnaire was accompanied by a letter putting forward a balanced statement based on one which YouGov have used in local surveys on fracking related issues:

*As you may be aware, seismic surveys have recently been undertaken in Guilden Sutton by TESLA, acting on behalf of iGas. These surveys are intended to help determine the viability of Unconventional Gas Extraction including Coal Bed Methane and possibly “Fracking”.*

*Some people think that Shale Gas fracking would be good for an area as it would provide jobs and investment. Other people think it would be a bad thing for an area as it would damage the local environment and cause pollution.*

*The Parish Council is keen to understand the views of Guilden Sutton residents on this issue. Parish councillors are required to keep an open mind at this stage but urge all residents to complete the questionnaire, which is being distributed and collected by residents of Guilden Sutton, in order to formally record public opinion.*

*Please take a moment to complete the questionnaire on the reverse of this form. Your household's completed questionnaire will be collected within the next 7 – 14 days.*

The survey asked each household resident, aged 18 or over, to indicate their view by ticking a box in response to the following question:

*Do you think it would be a good thing or a bad thing if Shale Gas “Fracking” began in Guilden Sutton?*

Choices of response were:

- Good thing
- Bad thing
- Don’t know

Respondents were also asked, optionally, to provide their gender and age band. This is to allow the findings to be checked for representation against Office of National Statistics data.

The survey was conducted according to the guidelines in the ‘Best practice guide for using statistics in communications’ published jointly by the Chartered Institute for Public Relations (CIPR), Market Research Society (MRS) and Royal Statistical Society (RSS).

In addition, the following additional guidelines were agreed:

- No canvas would take place at the time of distribution or collection of the complete questionnaires.
- Completed questionnaires would be sealed in envelopes and bundled by areas collected.

In the last few months, both the fracking company and local campaigners have leafleted properties in the area with arguments for and against and public meetings have been held.

The questionnaires were distributed, door to door, by local residents and collected a few days later. Up to three collection attempts were made.

Residents could also drop off their completed questionnaire at the village Post Office if they preferred.

## The Count

The count was conducted at Guilden Sutton Village Hall on the evening of 31st May 2016 and was supervised by myself and Frack Free Guilden Sutton residents with the Chairman and Clerk of the Parish Council observing.

- All questionnaires remained sealed in envelopes until the count commenced and were opened in front of all present.
- The count was conducted in batches of areas, with the final batch being those from the Post Office.
- Each questionnaire was verified by 2 people, prior to entering the responses into a database.
- After the questionnaire responses had been captured, they were archived in batches by area collected for future verification if required.

Two copies of the database were made, one to be retained by the Parish Council and one provided to myself to perform the analysis.

## Response Rate

The responses were as follows:

- 648 questionnaires were distributed.
- 450 completed questionnaires were received (69.4%)
- Of those, 8 were spoiled or ambiguous, leaving a valid total of 442 questionnaires (68.2%)
- The 442 valid questionnaires indicated the views of 848 local residents.

According to the Office of National Statistics (ONS), the 2014 mid-year population estimate of persons 18 and over for Guilden Sutton Parish Council area is 1,125.

The individual level response rate is therefore 75.4% of local adults.

Detailed tables may be found in the fieldwork appendix.

## Methodology

The demographics were used to weight the survey against the ONS population proportions for age band and gender as per the CIPR/MRS/RSS best practice guidelines. Details of the weightings and tables showing a breakdown of the results may be found in the fieldwork appendix.

## Summary of Findings

The raw survey findings are as follows:

Count	Good	Bad	D/K	Good %	Bad %	D/K %
848	78	647	123	9.2%	76.3%	14.5%

Expressed as percentages of the ONS population estimates:

Good	Bad	D/K
6.9%	57.5%	10.9%

Detailed tables are provided in the fieldwork appendix.

## Appendix – Fieldwork

Raw results by area:

Area	Count	Good	Bad	D/K	Good %	Bad %	D/K %
2	52	7	37	8	13.5%	71.2%	15.4%
3	69	8	53	8	11.6%	76.8%	11.6%
4	45	6	35	4	13.3%	77.8%	8.9%
5	54	9	38	7	16.7%	70.4%	13.0%
6	67	4	52	11	6.0%	77.6%	16.4%
7	63	5	52	6	7.9%	82.5%	9.5%
8	280	33	200	47	11.8%	71.4%	16.8%
9	85	0	75	10	0.0%	88.2%	11.8%
10	69	1	61	7	1.4%	88.4%	10.1%
11	13	4	7	2	30.8%	53.8%	15.4%
12	51	1	37	13	2.0%	72.5%	25.5%
<b>Total</b>	<b>848</b>	<b>78</b>	<b>647</b>	<b>123</b>	<b>9.2%</b>	<b>76.3%</b>	<b>14.5%</b>

Raw results breakdown by Gender

Gender	Count	Good	Bad	D/K	Good %	Bad %	D/K %
Unknown	46	2	31	13	4.3%	67.4%	28.3%
F	410	29	330	51	7.1%	80.5%	12.4%
M	392	47	286	59	12.0%	73.0%	15.1%
<b>Total</b>	<b>848</b>	<b>78</b>	<b>647</b>	<b>123</b>	<b>9.2%</b>	<b>76.3%</b>	<b>14.5%</b>

Breakdown of surveys distributed and collected by area:

Area	Dist	Collect	Valid	Coll %	Valid %
2	32	27	27	84.4%	84.4%
3	60	45	33	75.0%	55.0%
4	50	28	24	56.0%	48.0%
5	40	26	24	65.0%	60.0%
6	52	38	38	73.1%	73.1%
7	49	30	30	61.2%	61.2%
8	212	148	143	69.8%	67.5%
9	80	49	48	61.3%	60.0%
10	41	38	34	92.7%	82.9%
11	32	21	13	65.6%	40.6%
12	0	0	28	0.0%	0.0%
<b>Total</b>	<b>648</b>	<b>450</b>	<b>442</b>	<b>69.4%</b>	<b>68.2%</b>

**Note:** Area 12 comprises responses returned via the village Post Office or where the address was not supplied.

Raw results breakdown by Age Band

Age	Count	Good	Bad	D/K	Good %	Bad %	D/K %
Unknown	37	4	26	7	10.8%	70.3%	18.9%
18-24	62	2	56	4	3.2%	90.3%	6.5%
25-34	50	3	39	8	6.0%	78.0%	16.0%
35-44	115	5	92	18	4.3%	80.0%	15.7%
45-54	172	10	142	20	5.8%	82.6%	11.6%
55-64	140	16	104	20	11.4%	74.3%	14.3%
65-74	181	24	124	33	13.3%	68.5%	18.2%
75+	91	14	64	13	15.4%	70.3%	14.3%
<b>Total</b>	<b>848</b>	<b>78</b>	<b>647</b>	<b>123</b>	<b>9.2%</b>	<b>76.3%</b>	<b>14.5%</b>

Breakdown of residents per household in raw responses:

Residents	Households
1	127
2	249
3	41
4	25

ONS 2014 population estimates, for Guilden Sutton Parish, by age band and gender:

Age	All	All %	Male	Male%	Female	Female%
18-24	82	7.3%	49	8.7%	33	5.9%
25-34	80	7.1%	35	6.2%	45	8.0%
35-44	142	12.6%	62	11.1%	80	14.2%
45-54	249	22.1%	128	22.8%	121	21.5%
55-64	211	18.8%	103	18.4%	108	19.1%
65-74	231	20.5%	115	20.5%	116	20.6%
75+	130	11.6%	69	12.3%	61	10.8%
<b>Total</b>	<b>1125</b>	<b>100.0%</b>	<b>561</b>	<b>100.0%</b>	<b>564</b>	<b>100.0%</b>

Responses, where age and gender given, by age band and gender:

Age	All	All %	Male	Male%	Female	Female%
18-24	59	7.5%	26	6.8%	33	8.2%
25-34	50	6.4%	28	7.3%	22	5.5%
35-44	113	14.4%	48	12.6%	65	16.2%
45-54	167	21.3%	81	21.3%	86	21.4%
55-64	136	17.4%	67	17.6%	69	17.2%
65-74	171	21.8%	85	22.3%	86	21.4%
75+	87	11.1%	46	12.1%	41	10.2%
<b>Total</b>	<b>783</b>	<b>100.0%</b>	<b>381</b>	<b>100.0%</b>	<b>402</b>	<b>100.0%</b>



Weighting Matrix with percentages expressed as proportion of all respondents with demographics and all population:

Age	Pop M %	Pop F %	Resp M %	Resp F %	Male Wt	Fem Wt
18-24	4.4%	2.9%	3.3%	4.2%	1.31	0.70
25-34	3.1%	4.0%	3.6%	2.8%	0.87	1.42
35-44	5.5%	7.1%	6.1%	8.3%	0.90	0.86
45-54	11.4%	10.8%	10.3%	11.0%	1.10	0.98
55-64	9.2%	9.6%	8.6%	8.8%	1.07	1.09
65-74	10.2%	10.3%	10.9%	11.0%	0.94	0.94
75+	6.1%	5.4%	5.9%	5.2%	1.04	1.04

**Note:** Unknown demographics were weighted 1.

Re-weighted results by area:

Area	Wt Count	Wt Good	Wt Bad	Wt D/K	Wt Good %	Wt Bad %	Wt D/K %
2	51	7	36	8	12.9%	71.7%	15.4%
3	70	9	53	8	12.3%	75.7%	12.0%
4	44	5	35	4	12.5%	78.9%	8.6%
5	55	9	39	7	16.6%	70.2%	13.2%
6	66	4	52	11	5.6%	78.0%	16.4%
7	62	5	51	6	8.5%	82.4%	9.1%
8	280	33	200	47	11.9%	71.2%	16.9%
9	86	0	76	9	0.0%	89.0%	11.0%
10	69	1	61	7	1.5%	87.8%	10.7%
11	13	4	7	2	31.2%	53.6%	15.2%
12	52	1	38	13	1.8%	73.0%	25.2%
<b>Total</b>	<b>848</b>	<b>78</b>	<b>647</b>	<b>123</b>	<b>9.2%</b>	<b>76.3%</b>	<b>14.5%</b>

Re-weighted results by age band:

Age	Wt Count	Wt Good	Wt Bad	Wt D/K	Wt Good %	Wt Bad %	Wt D/K %
Unknown	37	4	26	7	10.8%	70.3%	18.9%
18-24	60	2	54	4	3.3%	90.0%	6.7%
25-34	56	3	43	9	5.7%	77.8%	16.5%
35-44	101	4	81	16	4.4%	80.0%	15.6%
45-54	178	10	147	21	5.8%	82.5%	11.7%
55-64	151	17	112	21	11.4%	74.3%	14.2%
65-74	171	23	117	31	13.2%	68.5%	18.3%
75+	94	15	66	13	15.4%	70.4%	14.2%
<b>Total</b>	<b>848</b>	<b>78</b>	<b>647</b>	<b>123</b>	<b>9.2%</b>	<b>76.3%</b>	<b>14.5%</b>

Re-weighted results by gender:

Gender	Wt Count	Wt Good	Wt Bad	Wt D/K	Wt Good %	Wt Bad %	Wt D/K %
Unknown	46	2	31	13	4.3%	67.4%	28.3%
F	401	29	322	51	7.2%	80.2%	12.6%
M	401	47	294	59	11.8%	73.4%	14.8%
<b>Total</b>	<b>848</b>	<b>78</b>	<b>647</b>	<b>123</b>	<b>9.2%</b>	<b>76.3%</b>	<b>14.5%</b>

Re-weighted results estimated margins of error based on 848 responses out of 1125 adult population:

Group	Size	Percentage	Error +/-
Good thing	78	9.20%	0.97%
Bad Thing	647	76.30%	1.42%
Don't Know	123	14.50%	1.18%

## Legal

Ordnance Survey data sources used and licenced under Open Government Licence:

- OS VectorMap District Raster (background map)
- OS Boundary Line (parish boundary)

Office of National Statistics data sources used and licenced under Open Government Licence:

- Census Output Area Estimates in the North West region of England Mid-2014

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