

I-EP-9 5/3/84

9 ID

DOCKET NUMBER
PROD & UTIL. FAC. 50-413/414 OL

DOCKETED
USNRC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

'84 MAY 24 A10:03

Q20 DUKE POWER OPERATES A NUCLEAR PLANT IN YOUR AREA. HOW DO YOU FEEL ABOUT THE WAY THE PEOPLE AT DUKE HAVE COOPERATED WITH THE LOCAL COMMUNITY IN PROVIDING INFORMATION ABOUT THE PLANT?

OFFICE OF SECRETARY
REGULATORY SERVICES
BUREAU

	RACE			UTILITY BILLS			MORE PLANTS AWARE/PLANT				BROCHURES		LESS RADIAT CONCERN/MAT			SHORTAGE		
	TOTAL	WHITE	NON-WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	NOT AWARE	AWARE	YES	NO/DK	AGREE	DIS-AGREE	AGREE	DIS-AGREE	AGREE	DIS-AGREE
TOTAL RESPONSES	304	264	39	28	170	94	158	98	182	122	222	82	187	75	187	97	89	196
VERY HELPFUL	186	162	23	19	108	54	111	47	126	60	160	26	133	31	116	60	46	127
	61.2	61.4	59.0	67.9	63.5	57.4	70.3	48.0	69.2	49.2	72.1	31.7	71.1	41.3	62.0	61.9	51.7	64.8
SOMEWHAT HELPFUL	86	75	11	7	42	34	35	35	46	40	54	32	44	28	57	23	34	49
	28.3	28.4	28.2	25.0	24.7	36.2	22.2	35.7	25.3	32.8	24.3	39.0	23.5	37.3	30.5	23.7	38.2	25.0
NOT AT ALL HELPFUL	15	13	2	2	9	3	4	10	5	10	4	11	4	9	5	9	5	10
	4.9	4.9	5.1	7.1	5.3	3.2	2.5	10.2	2.7	8.2	1.8	13.4	2.1	12.0	2.7	9.3	5.6	5.1
DON'T KNOW	17	14	3	0	11	3	8	6	5	12	4	13	6	7	9	5	4	10
	5.6	5.3	7.7	0.0	6.5	3.2	5.1	6.1	2.7	9.8	1.8	15.9	3.2	9.3	4.8	5.2	4.5	5.1
Chi Square	0.38			7.22			15.57		17.22		58.03		25.84		6.71		5.47	
	n.s.			n.s.			p<.01		p<.001		p<.001		p<.001		p<.10		p<.25	

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

NUCLEAR REGULATORY COMMISSION

Docket No. 50-413/414 OL Official Ex. No. Sub b P-9

In the matter of Catawba

Staff _____ IDENTIFIED _____

Applicant _____ RECEIVED _____

Intervenor _____ REJECTED _____

Cont'g Off'r _____

Contractor _____ DATE 5/3/84

Other _____ Witness Cont 147 Panel

Reporter Ly

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q21 DURING THE PAST YEAR HAVE YOU RECEIVED ANY BROCHURES OR PAMPHLETS WHICH TELL YOU ABOUT THE STEPS TO TAKE IN THE EVENT OF AN EMERGENCY AT THE PLANT?

	RACE			UTILITY BILLS		MORE PLANTS AWARE/PLANT		BROCHURES		LESS RADIAT CONCERN/WAT		SHORTAGE						
	TOTAL	NON-WHITE	WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	NOT AWARE	AWARE	YES	NO/DK	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE		
TOTAL RESPONSES	304	264	39	28	170	94	158	98	182	122	222	82	187	75	187	97	89	196
YES	222	197	24	21	126	68	122	67	141	81	222	0	144	48	138	68	66	144
	73.0	74.6	61.5	75.0	74.1	72.3	77.2	68.4	77.5	66.4	100.0	0.0	77.0	64.0	73.8	70.1	74.2	73.5
NO	78	64	14	7	42	24	35	30	40	38	0	78	41	27	47	28	20	51
	25.7	24.2	35.9	25.0	24.7	25.5	22.2	30.6	22.0	31.1	0.0	95.1	21.9	36.0	25.1	28.9	22.5	26.0
DON'T KNOW	4	3	1	0	2	2	1	1	1	3	0	4	2	0	2	1	3	1
	1.3	1.1	2.6	0.0	1.2	2.1	0.6	1.0	0.5	2.5	0.0	4.9	1.1	0.0	1.1	1.0	3.4	0.5
Chi Square		3.12			0.87			2.46		5.65	304.00		6.12		0.46			3.88
		p<.25			n.s.			n.s.		p<.10	p<.001		p<.05		n.s.			p<.25

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q22 HOW EASY WAS IT FOR YOU TO UNDERSTAND THIS INFORMATION?

	RACE			UTILITY BILLS		MORE PLANTS		AWARE/PLANT		BROCHURES		LESS RADIAT		CONCERN/MAT		SHORTAGE		
	TOTAL	WHITE	NON-WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	AWARE	NOT AWARE	YES	NO/DK	AGREE	DIS-AGREE	AGREE	DIS-AGREE	AGREE	DIS-AGREE
TOTAL RESPONSES	222	197	24	21	126	68	122	67	141	81	222	0	144	48	138	68	66	144
VERY EASY	139 62.6	123 62.4	15 62.5	12 57.1	76 60.3	45 66.2	84 68.9	35 52.2	93 66.0	46 56.8	139 62.6	0 0.0	100 69.4	25 52.1	87 63.0	42 61.8	40 60.6	90 62.5
SOMEWHAT EASY	58 26.1	52 26.4	6 25.0	7 33.3	35 27.8	16 23.5	30 24.6	19 28.4	35 24.8	23 28.4	58 26.1	0 0.0	30 20.8	17 35.4	37 26.8	18 26.5	15 22.7	41 28.5
NOT AT ALL EASY	13 5.9	11 5.6	2 8.3	2 9.5	9 7.1	2 2.9	3 2.5	7 10.4	6 4.3	7 8.6	13 5.9	0 0.0	9 6.3	2 4.2	7 5.1	4 5.9	6 9.1	6 4.2
DIDN'T READ IT	10 4.5	9 4.6	1 4.2	0 0.0	5 4.0	4 5.9	4 3.3	5 7.5	5 3.5	5 6.2	10 4.5	0 0.0	4 2.8	3 6.3	6 4.3	3 4.4	4 6.1	6 4.2
DON'T KNOW	2 0.9	2 1.0	0 0.0	0 0.0	1 0.8	1 1.5	1 0.8	1 1.5	2 1.4	0 0.0	2 0.9	0 0.0	1 0.7	1 2.1	1 0.7	1 1.5	1 1.5	1 0.7
Chi Square		0.54 n.s.			4.52 n.s.			9.12 p<.10		4.57 n.s.		0.00 n.s.		6.92 p<.25		0.33 n.s.		3.17 n.s.

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q23 HAVE YOU EVERY SEEN OR HEARD ANYTHING ABOUT AN INFORMATION PROGRAM
OR PUBLIC MEETING AT DUKE POWER COMPANY'S CATAWBA NUCLEAR PLANT?

	RACE			UTILITY BILLS			MORE PLANTS AWARE/PLANT				BROCHURES		LESS RADIAT CONCERN/MAT		SHORTAGE			
	TOTAL	NON-WHITE	WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	AWARE	NOT AWARE	YES	NO/DK	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE		
TOTAL RESPONSES	303	263	39	28	169	94	157	98	181	122	221	82	187	74	186	97	89	195
YES	192 63.4	173 65.8	19 48.7	17 60.7	116 68.6	57 60.6	107 68.2	57 58.2	135 74.6	57 46.7	158 71.5	34 41.5	128 68.4	38 51.4	118 63.4	63 64.9	55 61.8	130 66.7
NO	100 33.0	80 30.4	19 48.7	10 35.7	47 27.8	33 35.1	45 28.7	37 37.8	42 23.2	58 47.5	53 24.0	47 57.3	50 26.7	35 47.3	61 32.8	30 30.9	30 33.7	59 30.3
DON'T KNOW	11 3.6	10 3.8	1 2.6	1 3.6	6 3.6	4 4.3	5 3.2	4 4.1	4 2.2	7 5.7	10 4.5	1 1.2	9 4.8	1 1.4	7 3.8	4 4.1	4 4.5	6 3.1
Chi Square		5.17 p<.10			2.04 n.s.		2.63 n.s.		24.51 p<.001		30.45 p<.001		10.98 p<.01		0.11 n.s.		0.80 n.s.	

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES STUDY - FEBRUARY 1984

Q24 DO YOU RECALL HOW YOU LEARNED ABOUT THESE INFORMATION PROGRAMS OR PUBLIC MEETINGS?

	RACE		UTILITY BILLS				MORE PLANTS AWARE/PLANT				BROCHURES		LESS RADIAT CONCERN/MAT				SHORTAGE	
	TOTAL	WHITE	NON-WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	NOT AWARE	AWARE	YES	NO/DK	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE
TOTAL RESPONDING	192	173	19	17	116	57	107	57	135	57	158	34	128	38	118	63	55	130
NEWSPAPER	61 31.8	57 32.9	4 21.1	4 23.5	37 31.9	20 35.1	38 35.5	15 26.3	45 33.3	16 28.1	46 29.1	15 44.1	43 33.6	10 26.3	36 30.5	24 38.1	16 29.1	45 34.6
TELEVISION	23 12.0	22 12.7	1 5.3	4 23.5	12 10.3	7 12.3	12 11.2	10 17.5	13 9.6	10 17.5	16 10.1	7 20.6	20 15.6	3 7.9	15 12.7	8 12.7	6 10.9	17 13.1
RADIO	11 5.7	11 6.4	0 0.0	0 0.0	9 7.8	1 1.8	7 6.5	3 5.3	6 4.4	5 8.8	8 5.1	3 8.8	11 8.6	0 0.0	7 5.9	4 6.3	3 5.5	6 4.6
FRIEND/NEIGHBOR	20 10.4	17 9.8	3 15.8	0 0.0	13 11.2	6 10.5	7 6.5	7 12.3	14 10.4	6 10.5	14 8.9	6 17.6	12 9.4	5 13.2	12 10.2	5 7.9	6 10.9	13 10.0
DIRECT MAIL	103 53.6	92 53.2	11 57.9	10 58.8	63 54.3	29 50.9	55 51.4	33 57.9	71 52.6	32 56.1	99 62.7	4 11.8	70 54.7	17 44.7	64 54.2	33 52.4	30 54.5	69 53.1
PRINTED INVITATION	18 9.4	16 9.2	2 10.5	2 11.8	11 9.5	5 8.8	8 7.5	6 10.5	14 10.4	4 7.0	16 10.1	2 5.9	11 8.6	3 7.9	10 8.5	5 7.9	8 14.5	8 6.2
OTHER	10 5.2	9 5.2	1 5.3	0 0.0	6 5.2	4 7.0	7 6.5	2 3.5	9 6.7	1 1.8	8 5.1	2 5.9	5 3.9	4 10.5	5 4.2	4 6.3	1 1.8	9 6.9
DON'T KNOW	5 2.6	4 2.3	1 5.3	1 5.9	4 3.4	0 0.0	4 3.7	0 0.0	4 3.0	1 1.8	4 2.5	1 2.9	4 3.1	0 0.0	4 3.4	0 0.0	1 1.8	4 3.1
Chi Square		4.15 n.s.		12.38 n.s.			6.95 n.s.		6.38 n.s.		22.69 p<.01		9.00 n.s.		3.46 n.s.		5.87 n.s.	

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q25 HAVE YOU OR ANYONE IN YOUR HOUSEHOLD EVER RECEIVED A PRINTED INVITATION TO SUCH AN INFORMATION PROGRAM OR PUBLIC MEETING?

	RACE			UTILITY BILLS			MORE PLANTS AWARE/PLANT				BROCHURES		LESS RADIAT CONCERN/MAT				SHORTAGE	
	TOTAL	NON-WHITE	WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	AWARE	NOT AWARE	YES	NO/DK	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE
TOTAL RESPONSES	176	158	18	15	106	53	100	52	122	54	143	33	118	35	110	58	49	122
YES	117 66.5	107 67.7	10 55.6	11 73.3	71 67.0	34 64.2	69 69.0	34 65.4	84 68.9	33 61.1	107 74.8	10 30.3	82 69.5	20 57.1	71 64.5	42 72.4	32 65.3	82 67.2
NO	51 29.0	43 27.2	8 44.4	4 26.7	30 28.3	16 30.2	28 28.0	14 26.9	34 27.9	17 31.5	29 20.3	22 66.7	31 26.3	13 37.1	35 31.8	13 22.4	13 26.5	36 29.5
DON'T KNOW	8 4.5	8 5.1	0 0.0	0 0.0	5 4.7	3 5.7	3 3.0	4 7.7	4 3.3	4 7.4	7 4.9	1 3.0	5 4.2	2 5.7	4 3.6	3 5.2	4 8.2	4 3.3
Chi Square	2.93 p<.25		1.04 n.s.			1.72 n.s.		1.91 n.s.		28.11 p<.001		1.86 n.s.		1.74 n.s.		1.91 n.s.		

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q26 HAVE YOU ATTENDED ANY PROGRAMS OR MEETINGS AT THE CATAWBA PLANT?

	RACE			UTILITY BILLS			MORE PLANTS AWARE/PLANT				BROCHURES		LESS RADIAT CONCERN/MAT			SHORTAGE		
	TOTAL	WHITE	NON-WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	AWARE	NOT AWARE	YES	NO/DK	AGREE	DIS-AGREE	AGREE	DIS-AGREE	AGREE	DIS-AGREE
TOTAL RESPONSES	192	173	19	17	116	57	107	57	135	57	158	34	128	38	118	63	55	130
YES	26	26	0	3	14	8	15	6	23	3	24	2	19	3	12	13	6	19
	13.5	15.0	0.0	17.6	12.1	14.0	14.0	10.5	17.0	5.3	15.2	5.9	14.8	7.9	10.2	20.6	10.9	14.6
NO	165	146	19	14	101	49	92	50	112	53	133	32	108	35	105	50	48	111
	85.9	84.4	100.0	82.4	87.1	86.0	86.0	87.7	83.0	93.0	84.2	94.1	84.4	92.1	89.0	79.4	87.3	85.4
DON'T KNOW	1	1	0	0	1	0	0	1	0	1	1	0	1	0	1	0	1	0
	0.5	0.6	0.0	0.0	0.9	0.0	0.0	1.8	0.0	1.8	0.6	0.0	0.8	0.0	0.8	0.0	1.8	0.0
Chi Square	3.45			1.08			2.24		6.94		2.33		1.57		4.23		2.77	
	p<.25			n.s.			n.s.		p<.05		n.s.		n.s.		p<.25		p<.25	

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q27 IS THERE ANY PARTICULAR REASON YOU WERE NOT ABLE TO ATTEND THESE PROGRAMS OR MEETINGS?

	RACE			UTILITY BILLS			MORE PLANS		AWARE/PLANT		BROCHURES		LESS RADIAT CONCERN/MAT		SHORTAGE			
	TOTAL	WHITE	NON-WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	AWARE	NOT AWARE	YES	NO/DK	AGREE	DIS-AGREE	AGREE	DIS-AGREE		
TOTAL RESPONSES	166	147	19	14	102	49	92	51	112	54	134	32	109	35	106	50	49	111
NOT INTERESTED	33	33	0	4	24	5	16	11	19	14	23	10	19	8	17	15	9	23
	19.9	22.4	0.0	28.6	23.5	10.2	17.4	21.6	17.0	25.9	17.2	31.3	17.4	22.9	16.0	30.0	18.4	20.7
HAD OTHER PLANS	46	41	5	5	28	13	28	13	32	14	41	5	34	10	30	15	9	36
	27.7	27.9	26.3	35.7	27.5	26.5	30.4	25.5	28.6	25.9	30.6	15.6	31.2	28.6	28.3	30.0	18.4	32.4
TOO FAR	3	3	0	0	1	2	3	0	1	2	3	0	2	0	0	3	0	3
	1.8	2.0	0.0	0.0	1.0	4.1	3.3	0.0	0.9	3.7	2.2	0.0	1.8	0.0	0.0	6.0	0.0	2.7
OTHER	72	59	13	3	42	26	39	22	52	20	56	16	45	14	50	15	27	41
	43.4	40.1	68.4	21.4	41.2	53.1	42.4	43.1	46.4	37.0	41.8	50.0	41.3	40.0	47.2	30.0	55.1	36.9
DON'T KNOW	12	11	1	2	7	3	6	5	8	4	11	1	9	3	9	2	4	8
	7.2	7.5	5.3	14.3	6.9	6.1	6.5	9.8	7.1	7.4	8.2	3.1	8.3	8.6	8.5	4.0	8.2	7.2
Chi Square		7.89			9.68			2.71		3.90		6.71		1.13		13.00		6.49
		p<.10			n.s.			n.s.		n.s.		p<.25		n.s.		p<.05		p<.25

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q28A HAVE YOU EVER VISITED THE PLANT?

	RACE			UTILITY BILLS			MORE PLANTS AWARE/PLANT				BROCHURES		LESS RADIAT CONCERN/MAT			SHORTAGE		
	TOTAL	WHITE	NON-WHITE	< \$50	\$50-\$99	\$100+	PRD	CON	NOT AWARE	AWARE	YES	NO/DK	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE	
TOTAL RESPONSES	304	264	39	28	170	94	158	98	182	122	222	82	187	75	187	97	89	19
YES	87	76	11	9	52	24	54	21	64	23	70	17	61	19	59	26	29	5
	28.6	28.8	28.2	32.1	30.6	25.5	34.2	21.4	35.2	18.9	31.5	20.7	32.6	25.3	31.6	26.8	32.6	27.1
NO	213	184	28	19	116	68	101	77	116	97	150	63	123	55	126	69	59	14
	70.1	69.7	71.8	67.9	68.2	72.3	63.9	78.6	63.7	79.5	67.6	76.8	65.8	73.3	67.4	71.1	66.3	71.1
DON'T KNOW	1	1	0	0	0	1	1	0	0	1	1	0	1	0	1	0	1	0
	0.3	0.4	0.0	0.0	0.0	1.1	0.6	0.0	0.0	0.8	0.5	0.0	0.5	0.0	0.5	0.0	1.1	0.0
WORK THERE	3	3	0	0	2	1	2	0	2	1	1	2	2	1	1	2	0	0
	1.0	1.1	0.0	0.0	1.2	1.1	1.3	0.0	1.1	0.8	0.5	2.4	1.1	1.3	0.5	2.1	0.0	1.1
Chi Square		0.62		3.22			7.08		10.93		5.94		1.81		2.54		4.45	
		n.s.		n.s.			p<.10		p<.05		p<.25		n.s.		n.s.		p<.25	

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

CHERNOFF/SILVER & ASSOCIATES - COMMUNITY ISSUES SURVEY - FEBRUARY 1984

Q30 DURING THE PAST YEAR, HAVE YOU ATTENDED ANY KIND OF MEETING AT WHICH A REPRESENTATIVE OF DUKE POWER GAVE INFORMATION ON THE PLANT OR THE STEPS TO TAKE IN THE EVENT OF AN EMERGENCY?

	RACE			UTILITY BILLS		MORE PLANTS AWARE/PLANT		BROCHURES		LESS RADIAT CONCERN/MAT		SHORTAGE						
	TOTAL	NON-WHITE	WHITE	< \$50	\$50-\$99	\$100+	PRO	CON	NOT AWARE	AWARE	YES	NO/DK	DIS-AGREE	DIS-AGREE	DIS-AGREE	DIS-AGREE		
TOTAL RESPONSES	304	264	39	28	170	94	158	98	182	122	222	82	187	75	187	97	89	196
YES	27	24	3	1	18	8	19	5	20	7	27	0	22	3	14	11	8	15
	8.9	9.1	7.7	3.6	10.6	8.5	12.0	5.1	11.0	5.7	12.2	0.0	11.8	4.0	7.5	11.3	9.0	7.7
NO	273	236	36	27	150	84	135	93	158	115	192	81	161	72	172	83	81	177
	89.8	89.4	92.3	96.4	88.2	89.4	85.4	94.9	86.8	94.3	86.5	98.8	86.1	96.0	92.0	85.6	91.0	90.3
WORK AT PLANT	4	4	0	0	2	2	4	0	4	0	3	1	4	0	1	3	0	4
	1.3	1.5	0.0	0.0	1.2	2.1	2.5	0.0	2.2	0.0	1.4	1.2	2.1	0.0	0.5	3.1	0.0	2.0
Chi Square	0.70			2.37			6.18		5.40		10.99		5.58		4.34		1.96	
	n.s.			n.s.			p<.05		p<.10		p<.01		p<.10		p<.25		n.s.	

METROMARK MARKET RESEARCH, INC. - COLUMBIA, SC

TRACKING SURVEYS

Questionnaire:

The initial questionnaire will be developed after preliminary results of the benchmark survey are tabulated. Final questionnaires will be approved by your office before the survey goes into the field. Each survey will be approximately 8 to 12 minutes in length.

Sampling:

The tracking surveys will be conducted by phone to 300 respondents. The sample would be selected from a computerized data bank of all telephone numbers in the service area. We will utilize a random digit sampling procedure which includes both unlisted and listed numbers.