

Results of Communication Preference Survey

14 August 2019



Background & Methodology

- During a discussion at a meeting of the KM8 Community Liaison Group (CLG) on the most effective methods of communicating with residents local to the KMA well site, group members that it would be of value to conduct some research.
- In particular the CLG wish to establish:
 - The extent of residents with access to the internet
 - Was there a preference for print or electronic communications from Third Energy
- A printed questionnaire was sent to each address in the survey area with a pre-paid envelope enclosed for returning when complete. The suggestion of also providing drop boxes for completed questionnaires in the villages was not taken forward
- The survey population was addresses falling within the parish boundaries of Kirby Misperton, Habton and Great and Little Barugh plus properties on the Kirby Misperton Road and around the junction with the A169 in the civil parish of Pickering. This is the normal distribution for information mailed by Third Energy.

Survey Population

- A total of 449 addresses were mailed including some commercial addresses, Flamingo Land and residential properties not identified as normally occupied e.g. holiday cottages

Parish	Number of Addresses
Kirby Misperton	209
Habton	145
Barugh (Great and Little)	95
Total	449

- A consultation by Kirby Misperton Parish Council in 2014 on the village plan, saw 200 questionnaires delivered to residents, local businesses and landowners, Flamingo Land employees and residents of Kirby Misperton Road (in the civil parish of Pickering). Fifty two responses were received, all from residents, which represents a 25% response rate.

Response

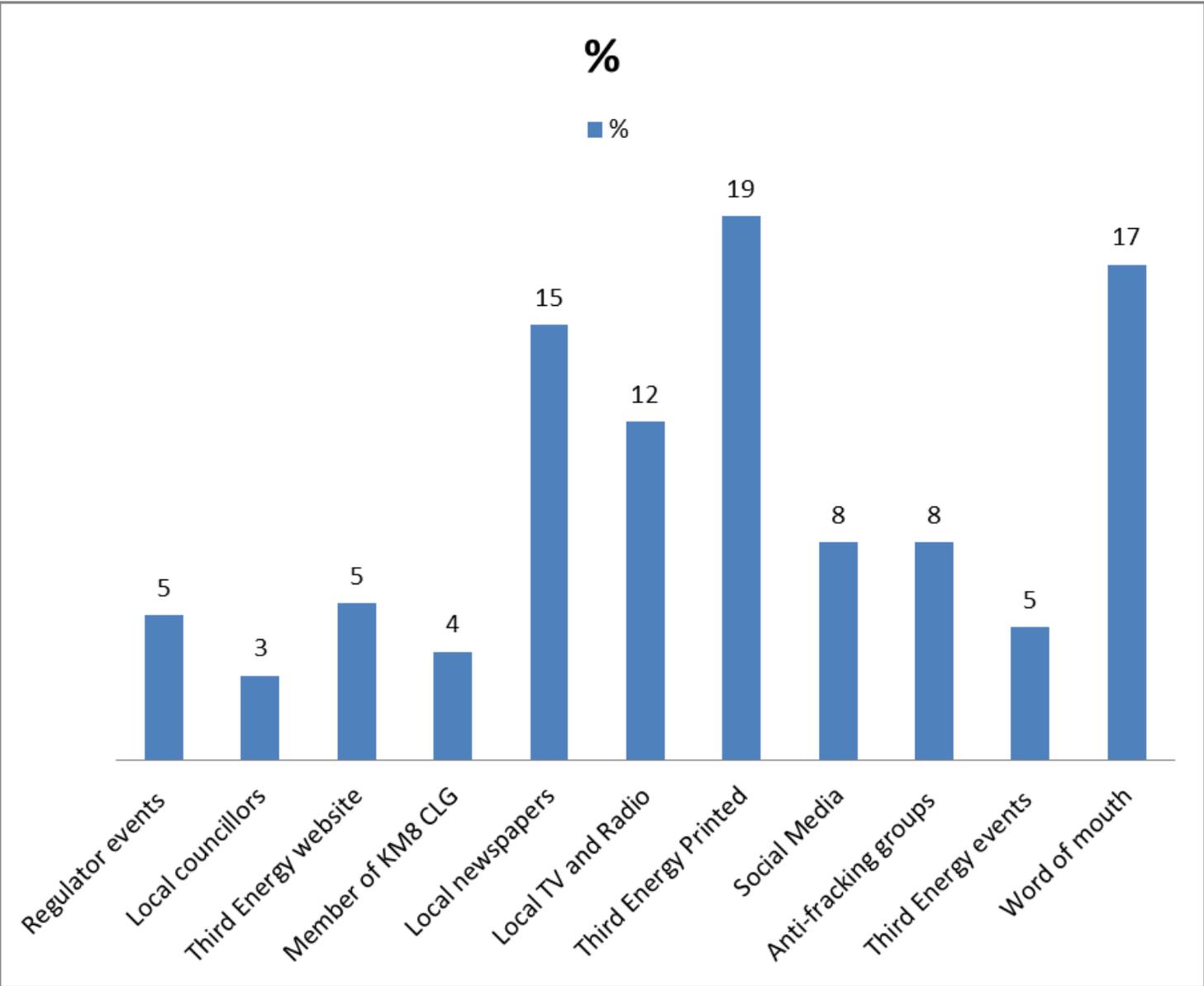
- Third Energy questionnaires were mailed in mid-July and received 68 responses by the closing date of 31 August. This represents a response rate of over 15%.
- The percentage of responses received by each parish is as follows:

Parish	Number of Responses	% of Addresses Mailed		% of Normally occupied households	
Kirby Misperton	33	209	15.78%	159	20.75%
Habton	24	145	16.55%	133	18.05%
Barugh (Great and Little)	13	95	13.68%	76	17.10%
Total	68	449	15.14%	368	18.48%

- Just 18% responded they had no access to the internet meaning that 82% of households have internet access either through a mobile device or a computer.

N.B: The responses are by household not by individuals. Not all the respondents answered all the questions. When percentages are reported, these are of those that answered the question unless otherwise stated.

How do you find out information on the KM8 Fracs?



Sources of information - comments

Third Energy Website

Whilst only 5% identified Third Energy's website as an information source, when asked specifically, 31% said they visited the website. The follow up question asking if they had found the information they were looking for was 63 % positive and 37% negative. Responses show the frequency of website visits is driven by the status of Third Energy operations.

Kirby Misperton People Facebook page

The low impact of social media as an information source is replicated in the low levels of people who visit the Kirby Misperton People Facebook page - 79% said they didn't use the page whilst 21 % said they did visit the page.

Printed communications from TE

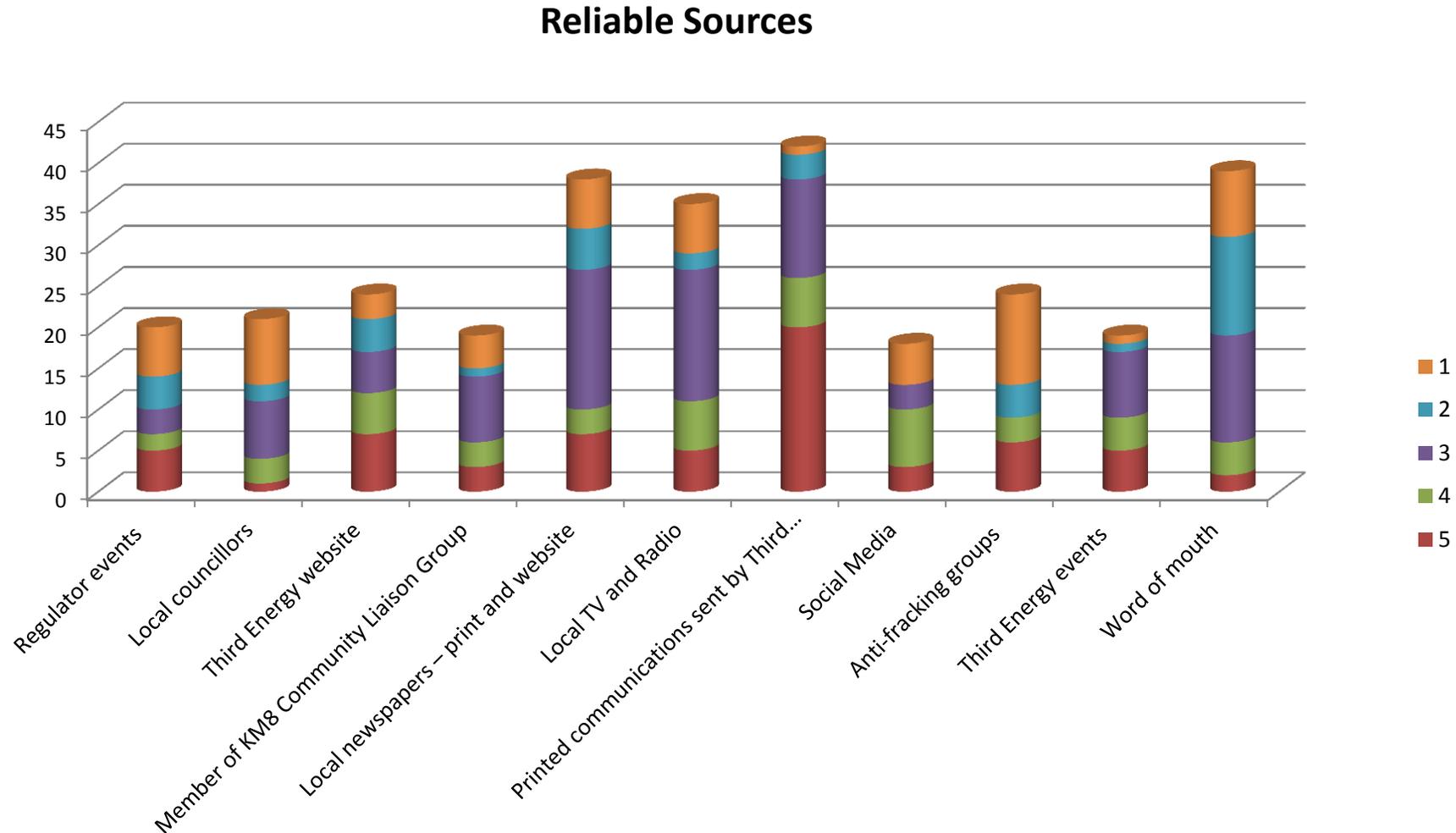
Overall 92.5% of respondents recall receiving printed information, with 73.1% finding it useful.

Role of the Community Liaison Group

CLG has a low impact with respondents with only 28.4 % recall having received information from a CLG member (compared with 71.6% who had not) and only one respondent stated they had asked them a question.

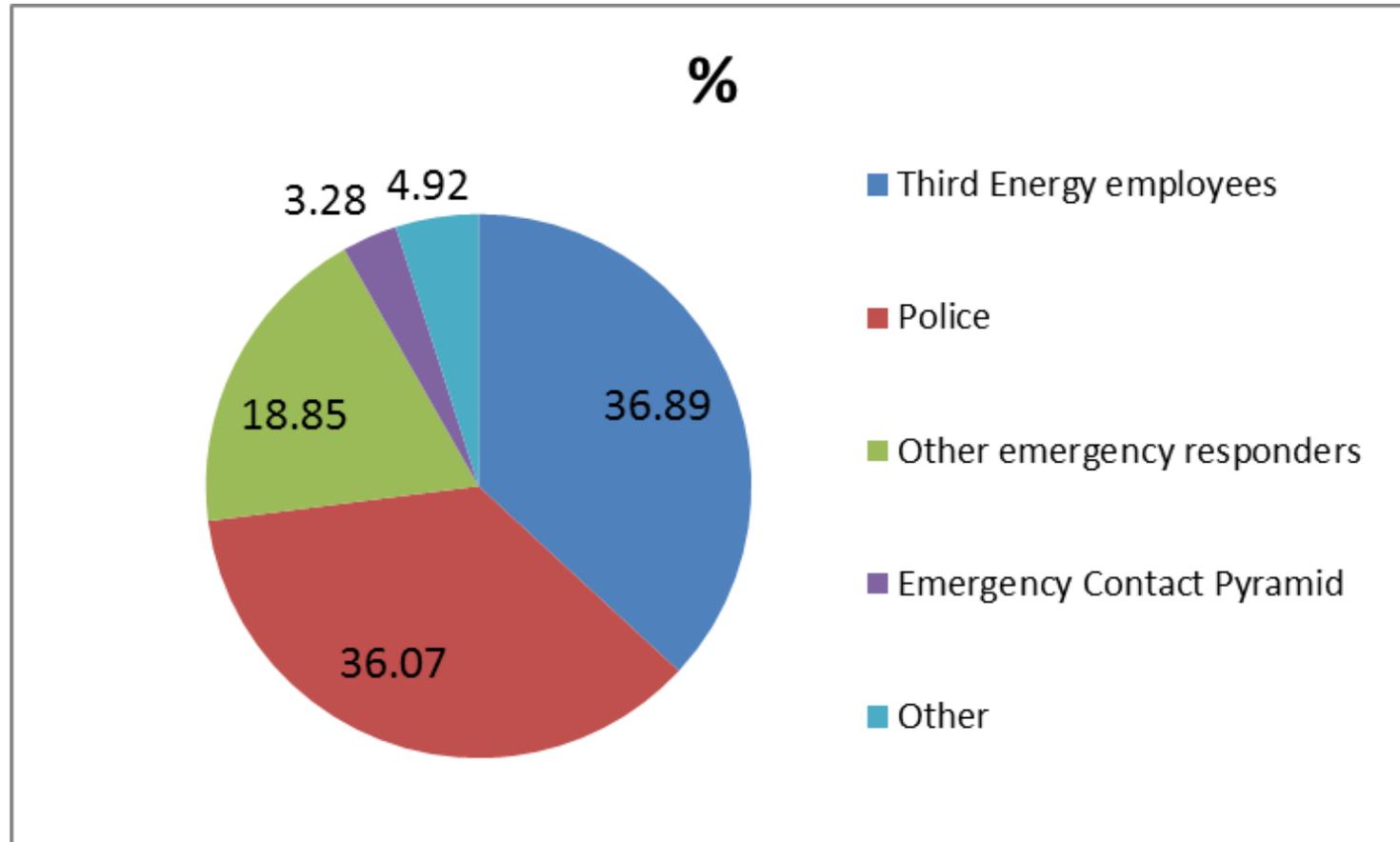
Sources of reliable information on the KM8 frac project

In a follow up question respondents were asked to rank what they considered reliable sources of information from 1 least reliable to 5 most reliable.



Communicating during an emergency situation

- Overall, the population does not expect either Third Energy or the Police to be solely responsible for communications during an emergency situation
- There was little support for a Parish Council run Emergency Contact Pyramid



Preferences for future communications

- When asked if they would prefer printed or email communications as the main way of being contacted, 73% opted for printed communications and 27% for email
- There was a low response to the question on the usefulness of operations updates via email with just 11 saying they would be useful and 15 responding in the negative
- Frequency: a single respondent wanted a weekly update and two a fortnightly one. Slightly more – 11 – opted for a monthly update but the majority - 73% - only wanted information when there is significant news. And four wanted no updates at all.