

# Attitudes to radiation

An **Amárach** Briefing on behalf of:

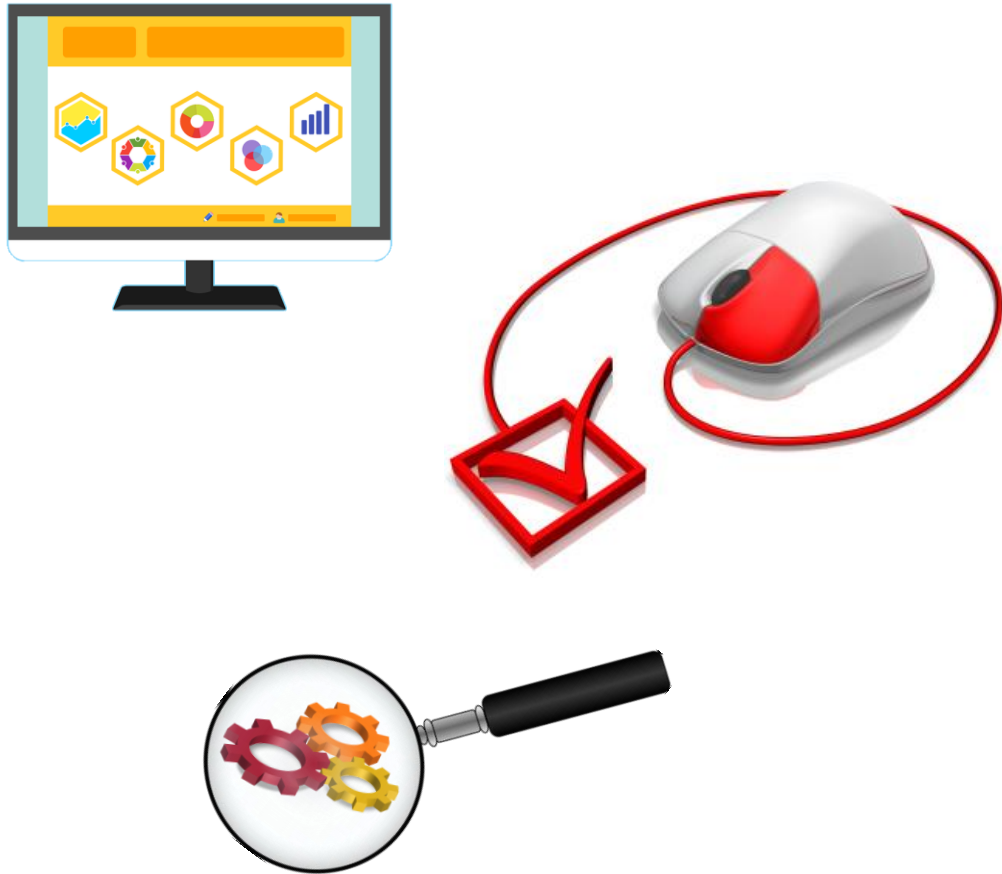


Environmental Protection Agency



October 2020/S20-168

# Research Methodology

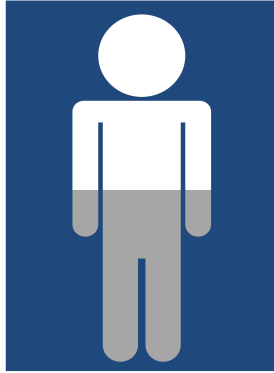


- A number of questions were placed on the Amárach Research **October** online omnibus. Research was carried out using Amárach's SmartPoll panel. Due to the high proliferation of the internet among the Irish population, the Amárach omnibus is completed fully online.
- A total sample of **1,149** was achieved. Quotas are set on gender, age, social class and region and data is weighted to achieve a sample aligned with national population.
- Fieldwork took place from **7<sup>th</sup> - 9<sup>th</sup> October 2020**.

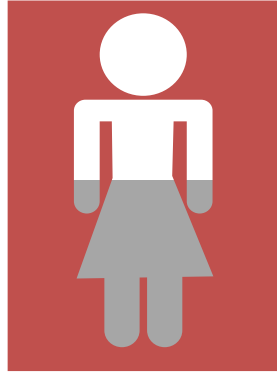
# Sample Profile

(BASE: All respondents – 1149)

## GENDER

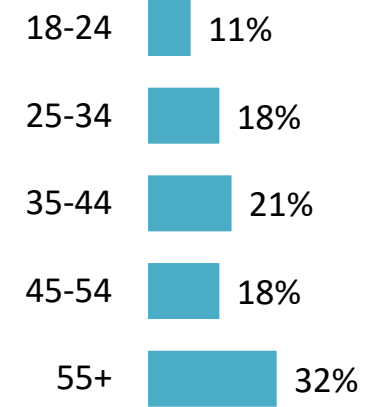


49%



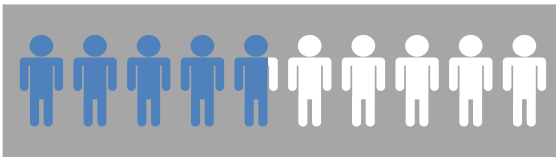
51%

## AGE

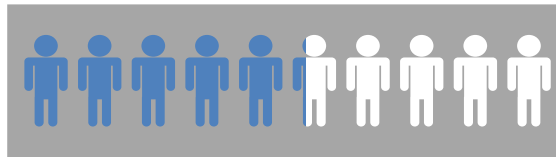


## SOCIAL CLASS

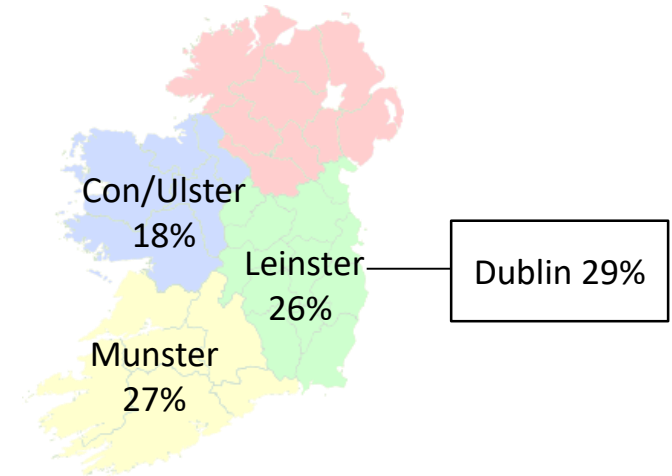
Higher Social Grades: 48%



Lower Social Grades: 52%

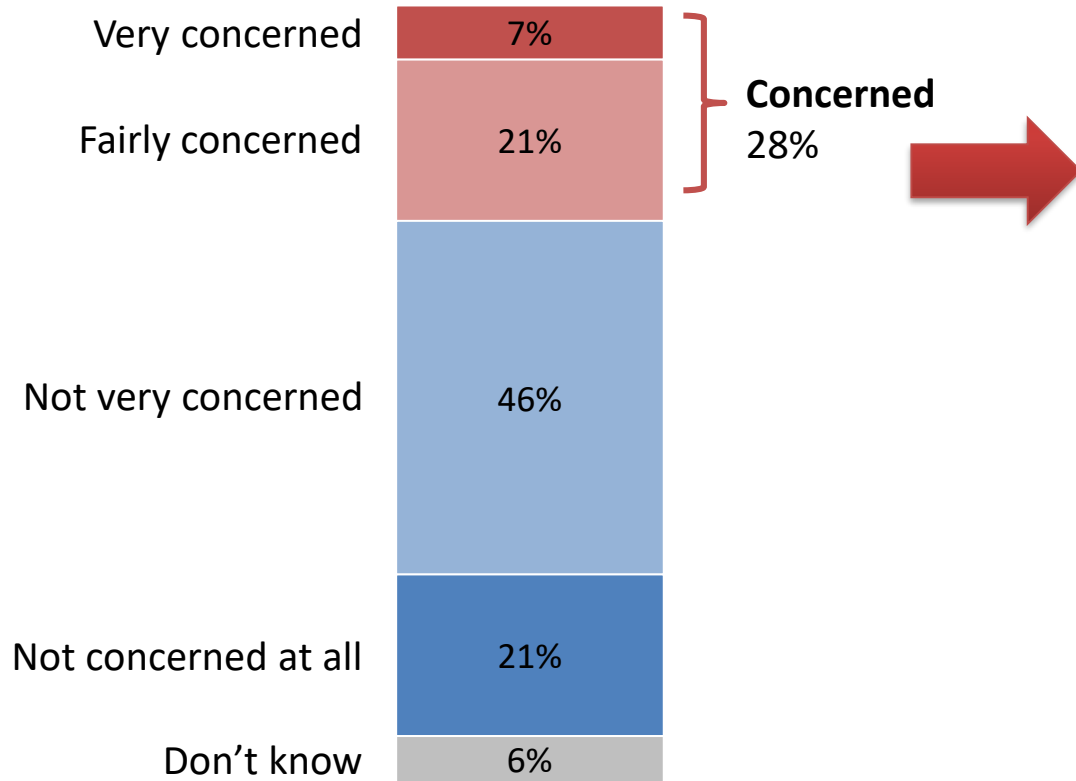


## REGION



# Nearly 3 in 10 Irish adults are concerned about radiation in Ireland – 55+, Conn/ Ulster residents and C2DEs are more likely to be concerned

(BASE: All respondents – 1149)

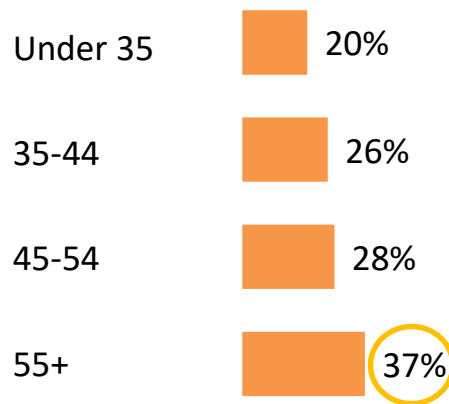


## DEMOGRAPHICS FOR CONCERNED

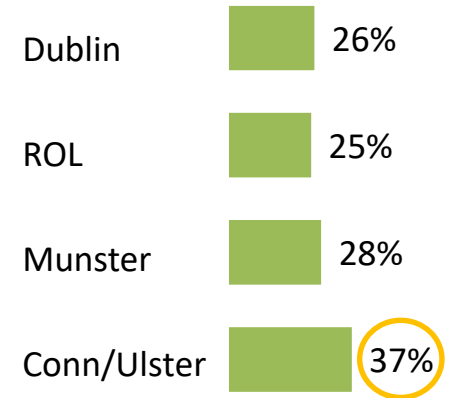
### Gender



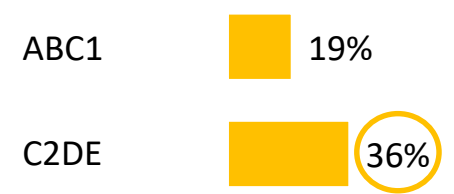
### Age



### Region

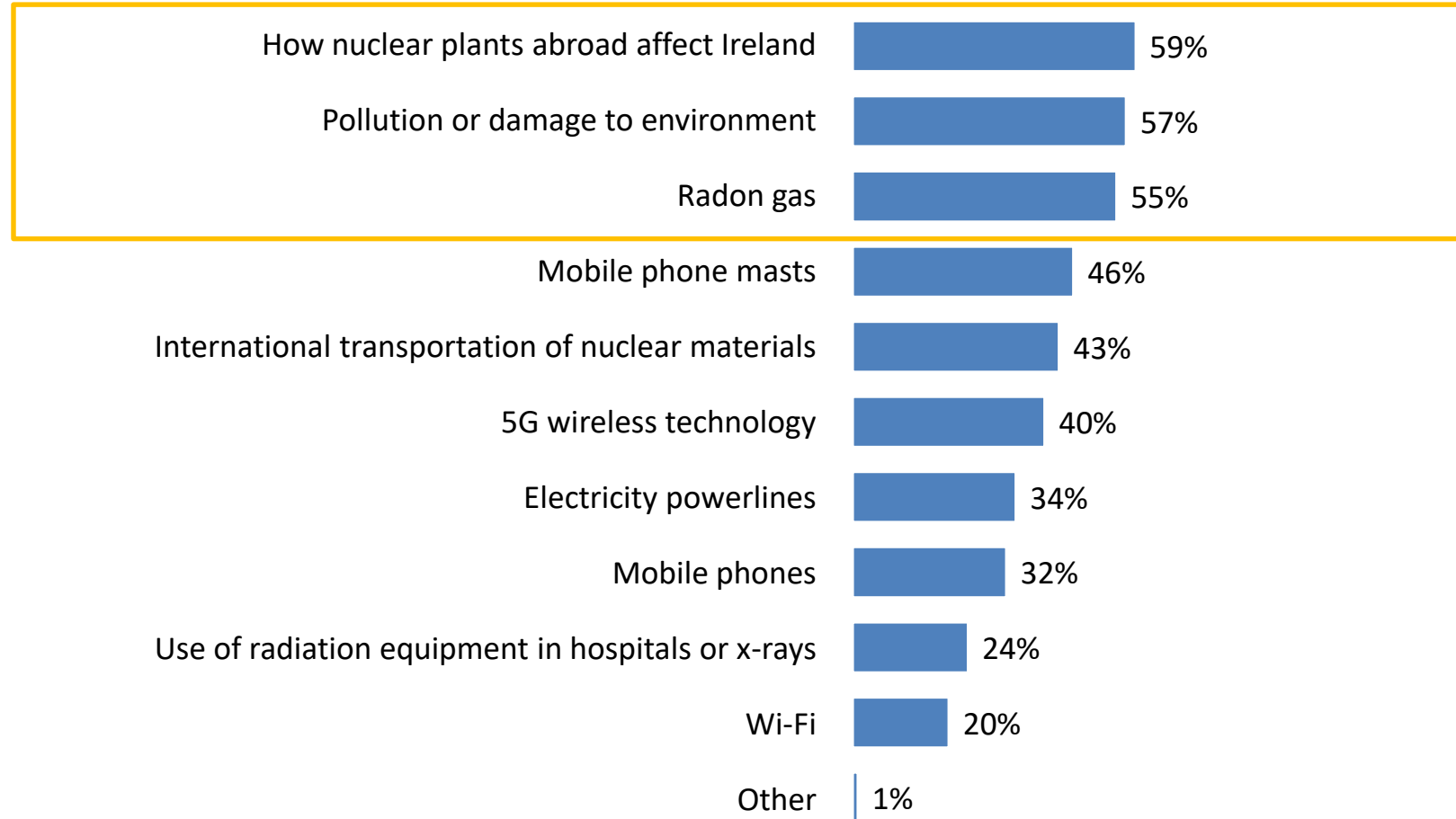


### Social Class



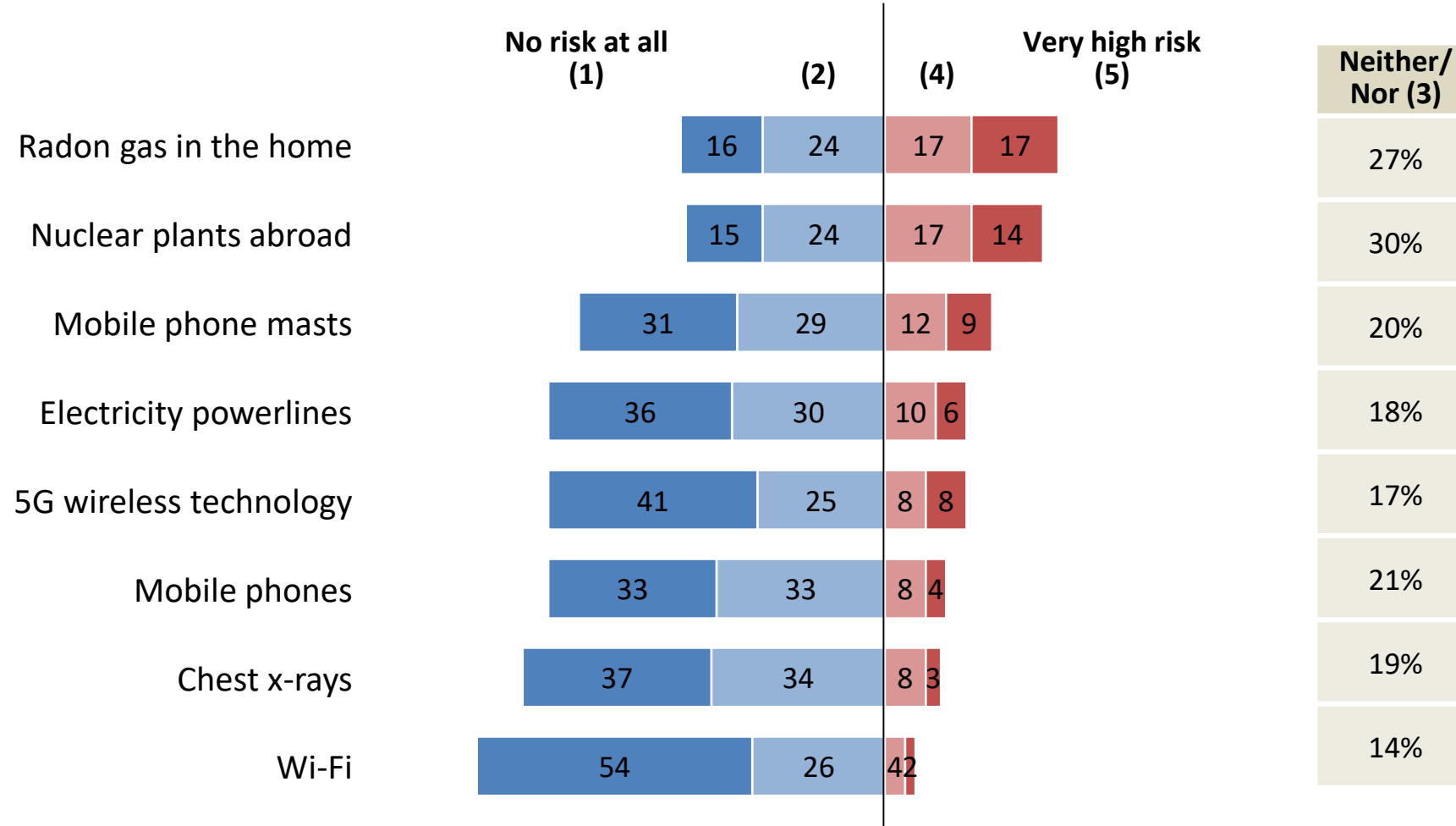
# Nuclear plants abroad, damage to the environment and radon gas are the main concerns when it comes to radiation

(BASE : All that are concerned – 322)



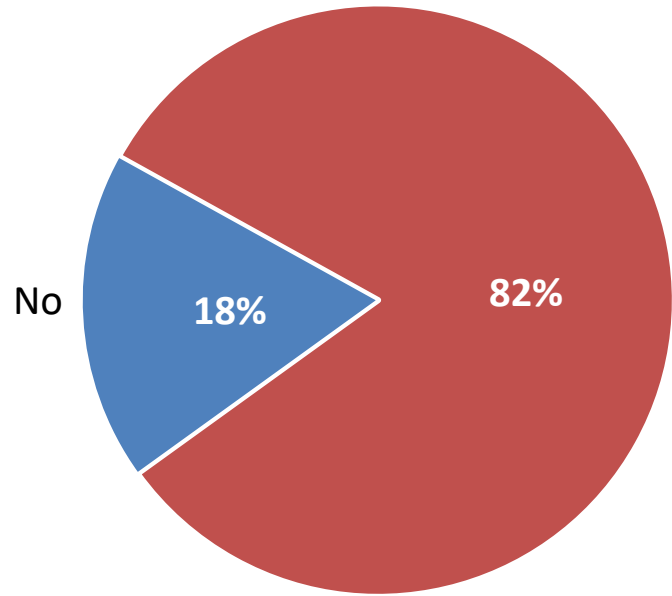
# Radon gas and nuclear plants abroad are considered high risk to health. Every day technology are considered less risky.

(BASE: All respondents – 1149)



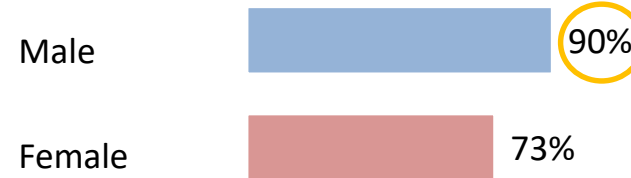
# 8 in 10 Irish adults have heard of radon gas – Males and those in the older age groups are more likely to have heard of radon gas

(BASE: All respondents – 1149)

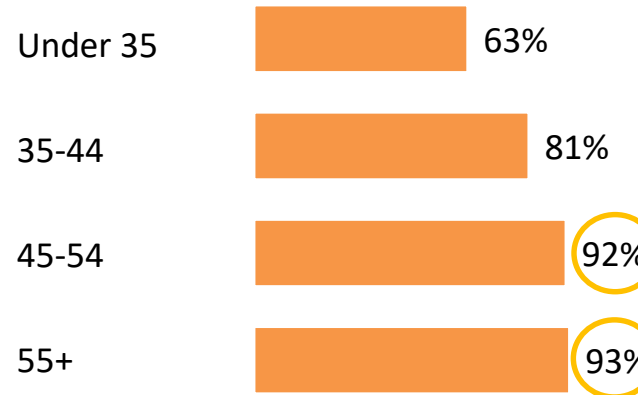


## DEMOGRAPHICS FOR YES

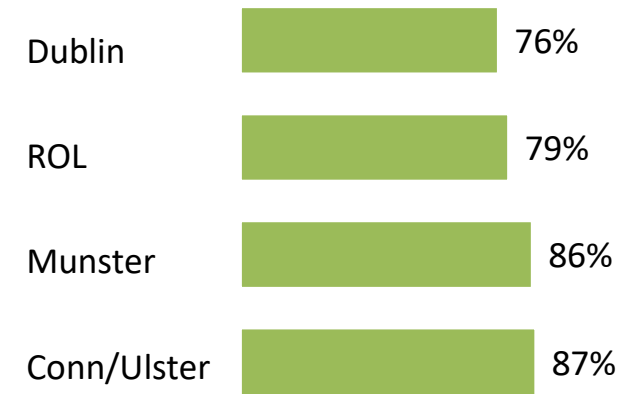
### Gender



### Age



### Region



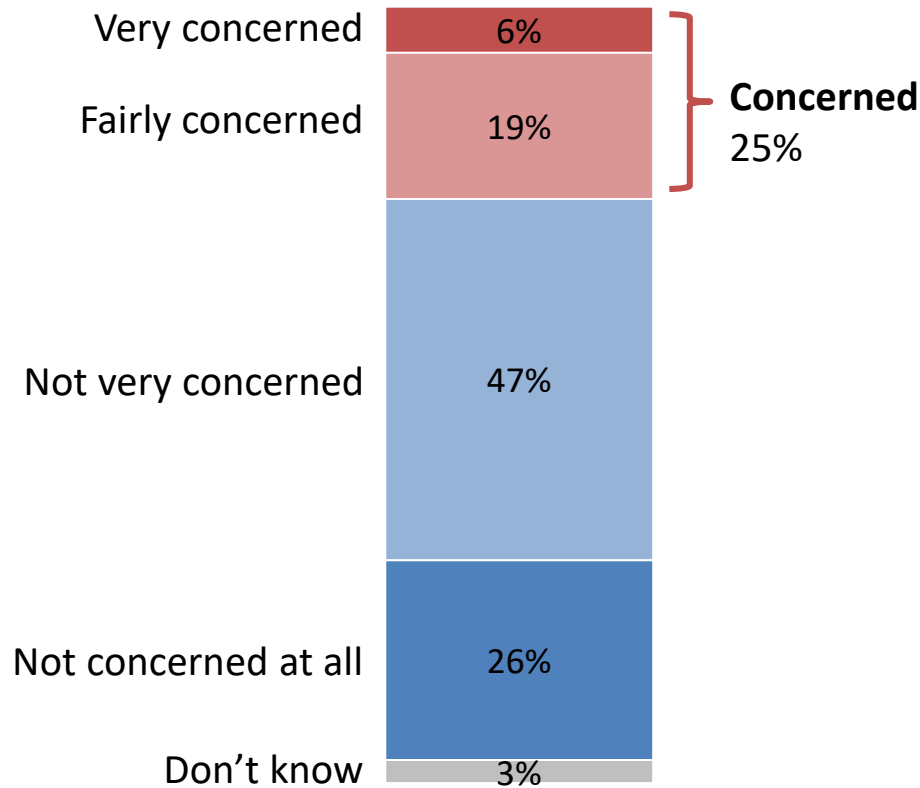
### Social Class



# Of those aware of radon gas, 1 in 4 are concerned about the presence of radon gas in their home

*As with those concerned about radiation in Ireland (Q1), 55+, Conn/ Ulster residents and C2DEs over index*

(BASE : All that heard of radon gas – 938)

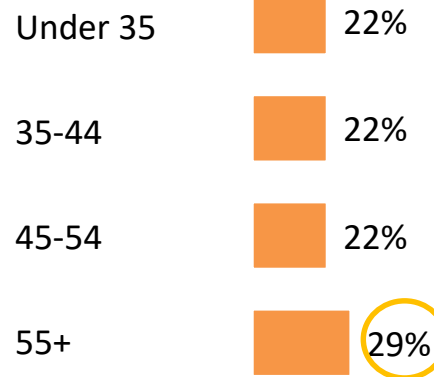


## DEMOGRAPHICS FOR CONCERNED

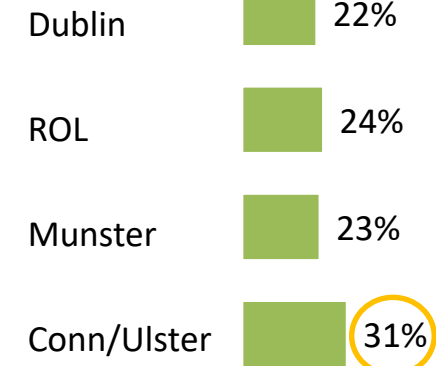
### Gender



### Age



### Region



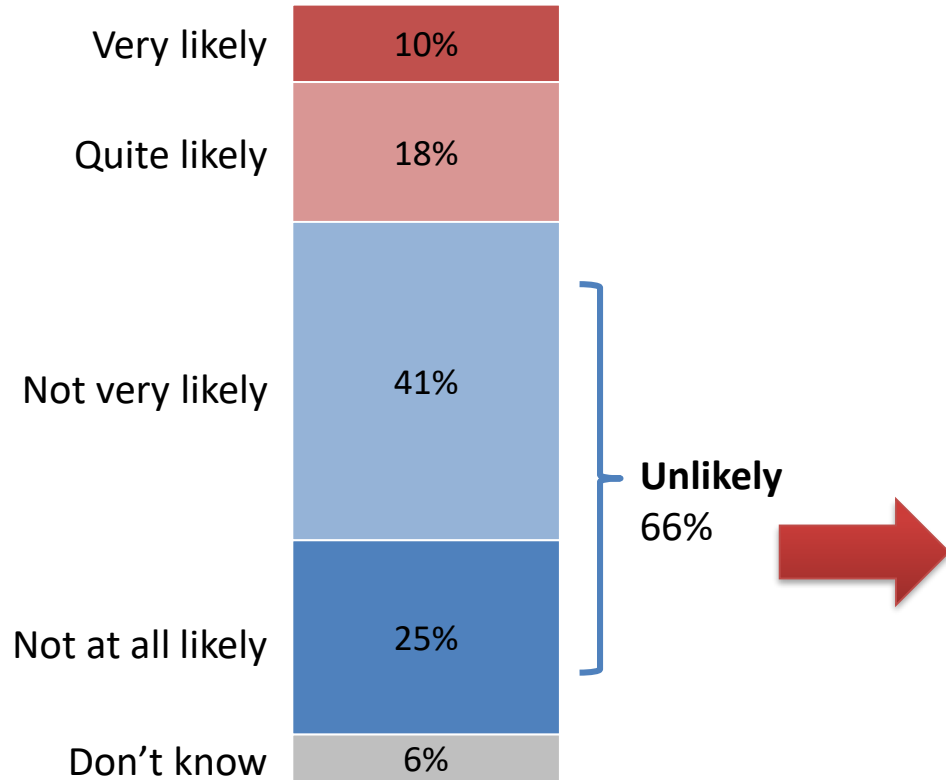
### Social Class





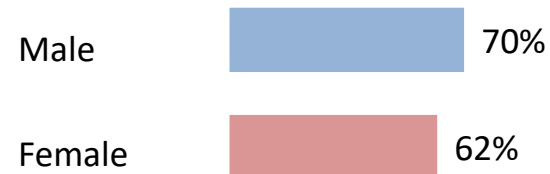
# Two thirds of those aware of radon gas are unlikely to have their home tested for it...

(BASE : All that heard of radon gas – 938)

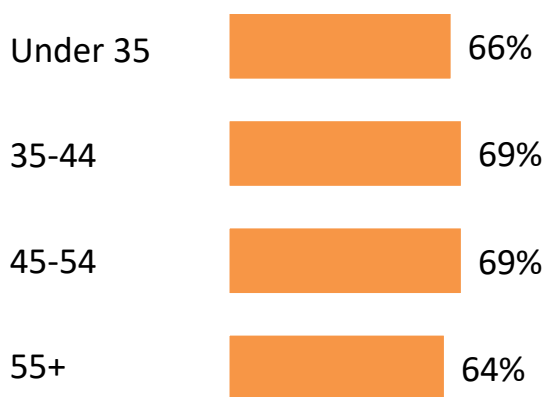


## DEMOGRAPHICS FOR UNLIKELY

### Gender



### Age



### Region



### Social Class

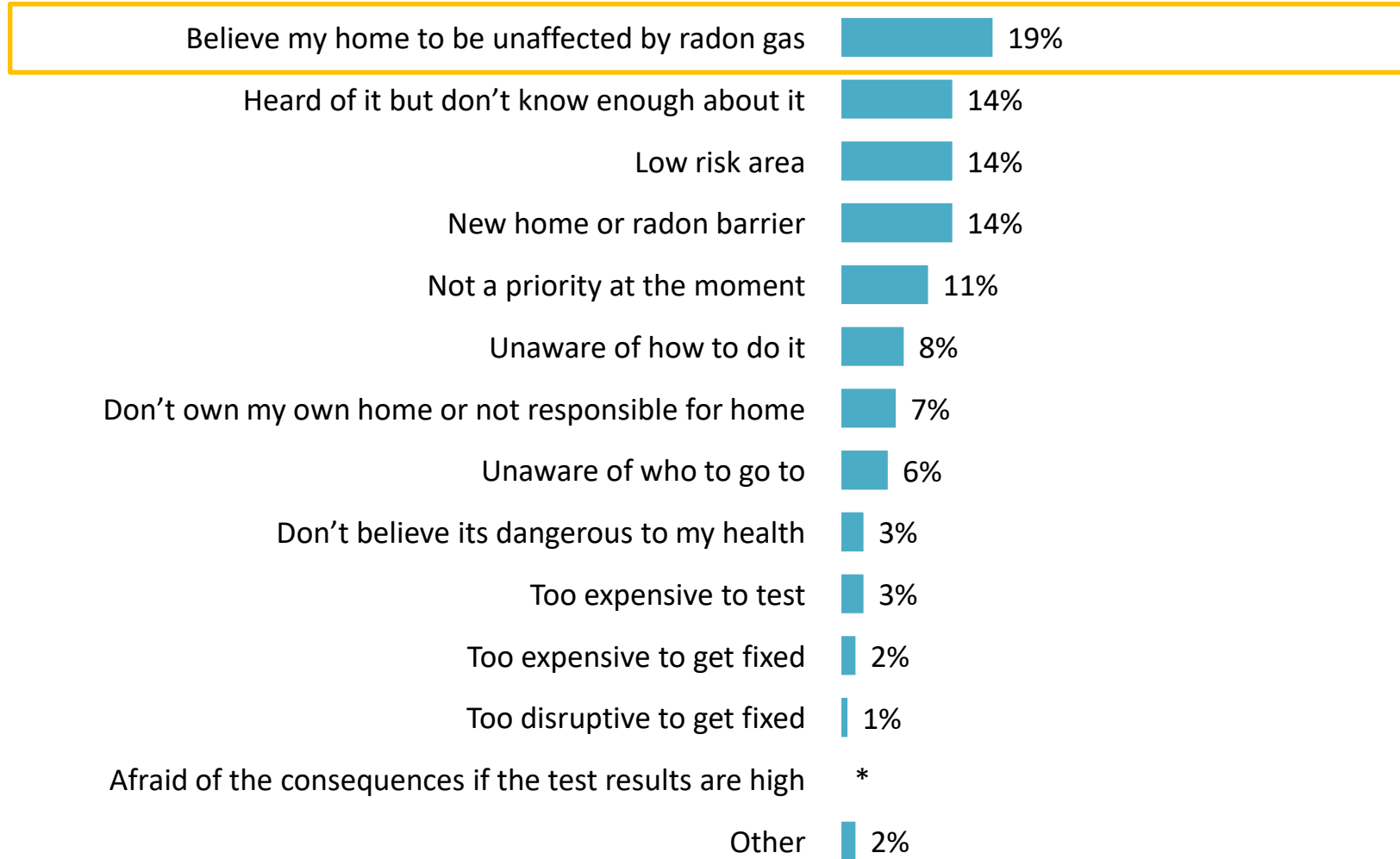


### Concerned about radiation (Q1)



# ...the main reason being *'believe my home to be unaffected by radon gas'*

(BASE : All that heard of radon gas and unlikely to have home tested – 623)

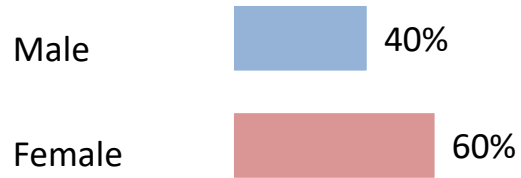


# Over 55s are the most likely to be concerned about radiation, and the most likely to have their home tested for radon gas

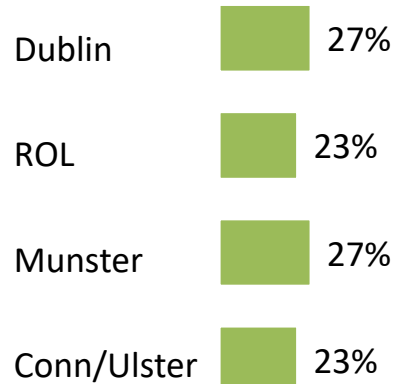
## DEMOGRAPHIC PROFILE FOR THOSE CONCERNED ABOUT RADIATION (Q1)

(BASE : 272)

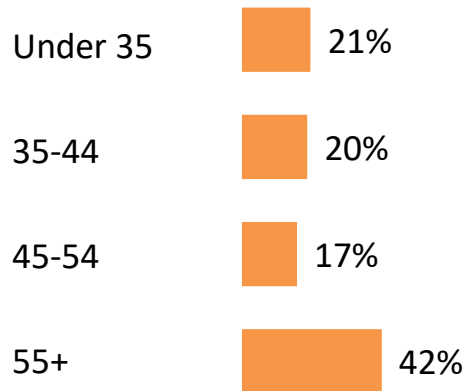
### Gender



### Region



### Age



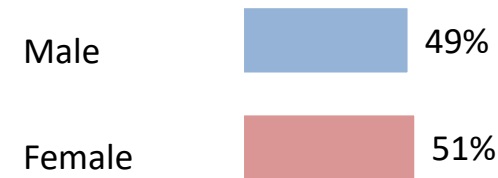
### Social Class



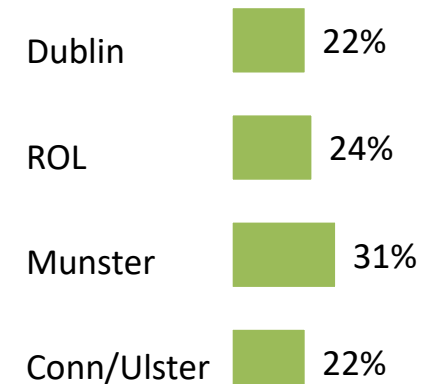
## DEMOGRAPHIC PROFILE FOR THOSE LIKELY TO HAVE HOME TESTED FOR RADON GAS (Q5)

(BASE : 262)

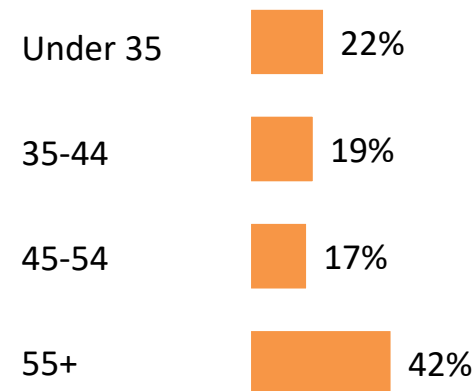
### Gender



### Region



### Age

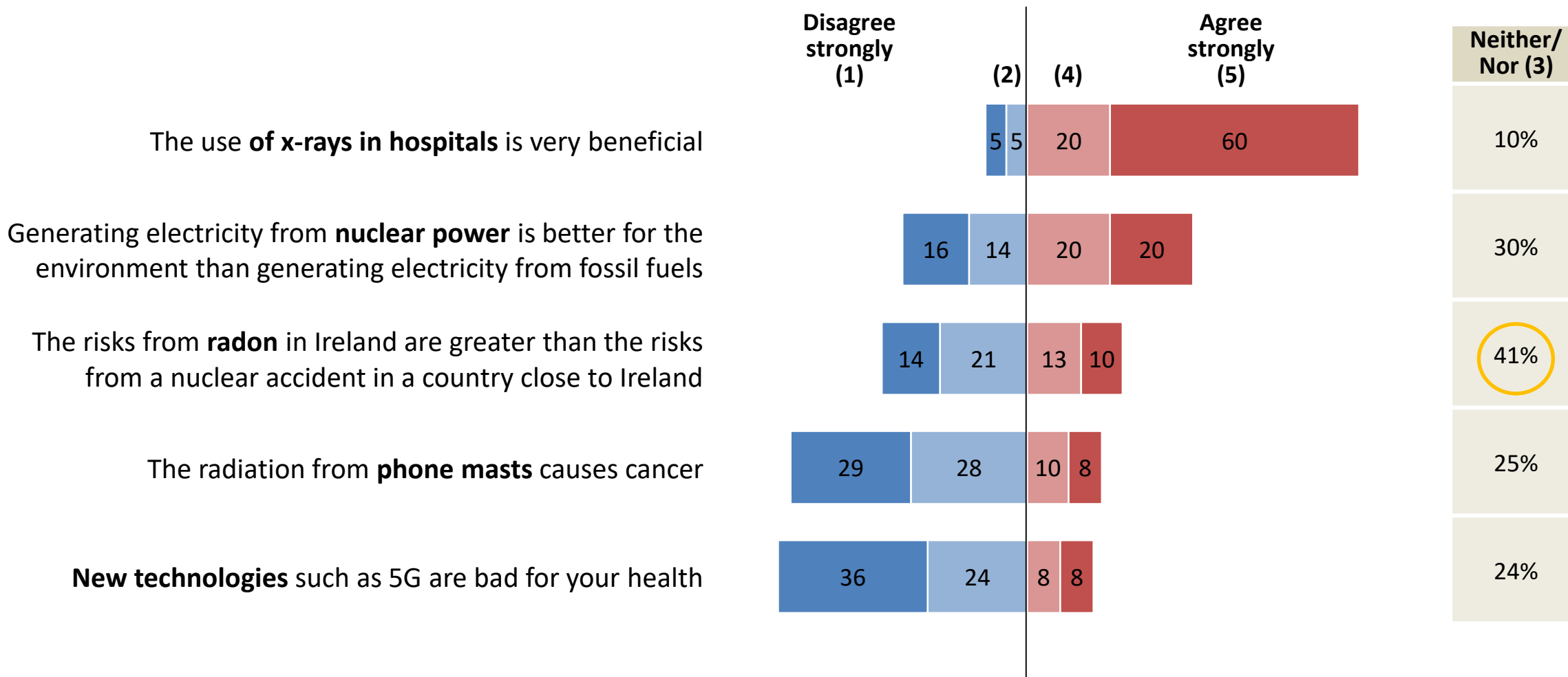


### Social Class



# 23% agree the risk of radon in Ireland is greater than the risk of a nuclear accident somewhere near the country, however 41% did not provide an opinion. It is widely disagreed that phone masts or new technologies (i.e. 5G) are bad for your health.

(BASE: All respondents – 1149)

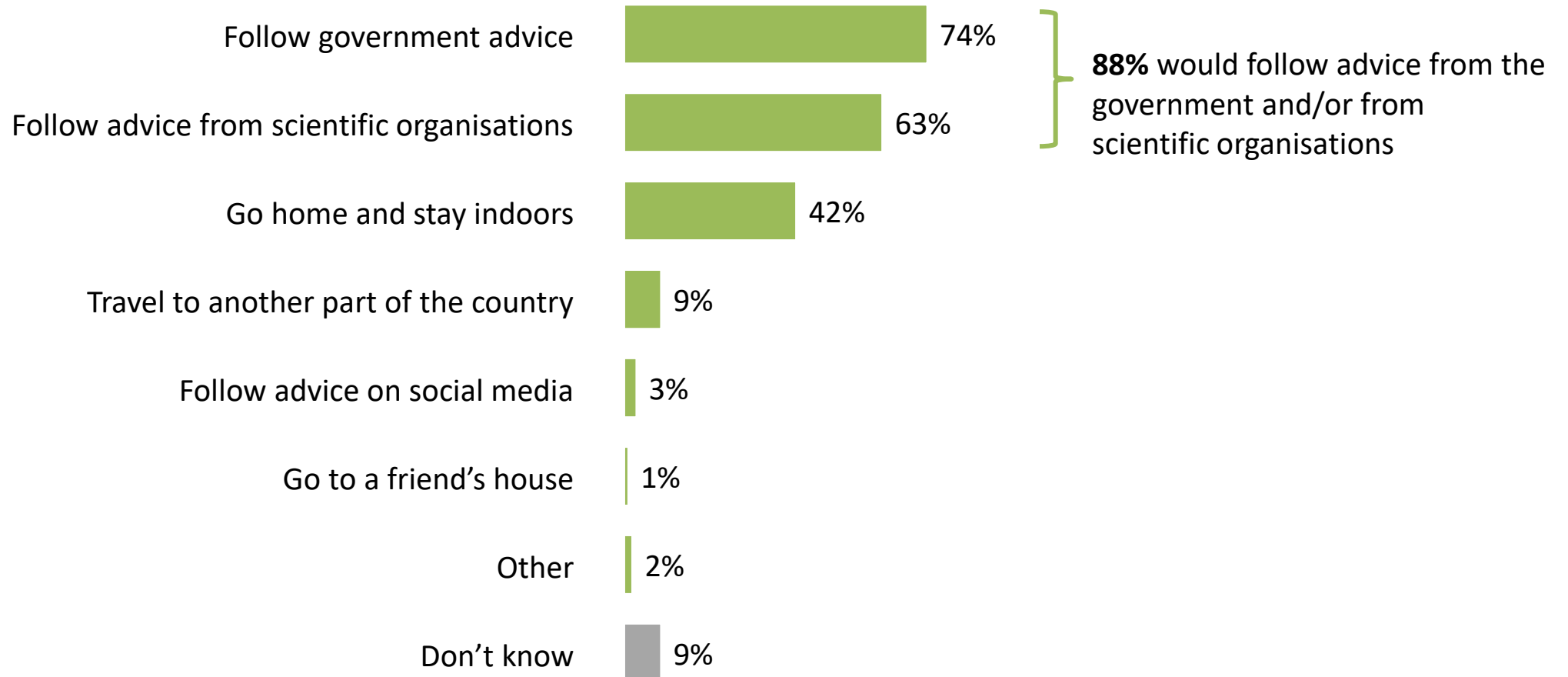


# Health risks from phone masts and new technologies (i.e. 5G) is a greater concern for the older age groups, C2DEs and those living in Conn/Ulster

	Gender			Age			Social Class		Region				Concerned about radiation (Q1)		Heard of radon gas		
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1	C2DE	Dublin	Leinster	Munster	Conn/ulster	Concerned	Not concerned	Yes	No
The use of <b>x-rays in hospitals</b> is very beneficial	80%	82%	79%	80%	80%	78%	80%	84%	76%	83%	80%	82%	73%	71%	84%	82%	72%
Generating electricity from <b>nuclear power</b> is better for the environment than generating electricity from fossil fuels	40%	54%	26%	38%	33%	40%	46%	45%	35%	39%	44%	35%	42%	30%	46%	43%	24%
The risks from <b>radon</b> in Ireland are greater than the risks from a nuclear accident in a country close to Ireland	23%	27%	20%	18%	22%	28%	27%	25%	22%	21%	21%	23%	31%	33%	20%	27%	8%
The radiation from <b>phone masts</b> causes cancer	18%	14%	22%	8%	26%	21%	20%	11%	24%	17%	14%	17%	26%	41%	8%	18%	15%
<b>New technologies</b> such as 5G are bad for your health	16%	14%	19%	9%	22%	21%	17%	11%	22%	15%	15%	16%	21%	37%	8%	17%	15%

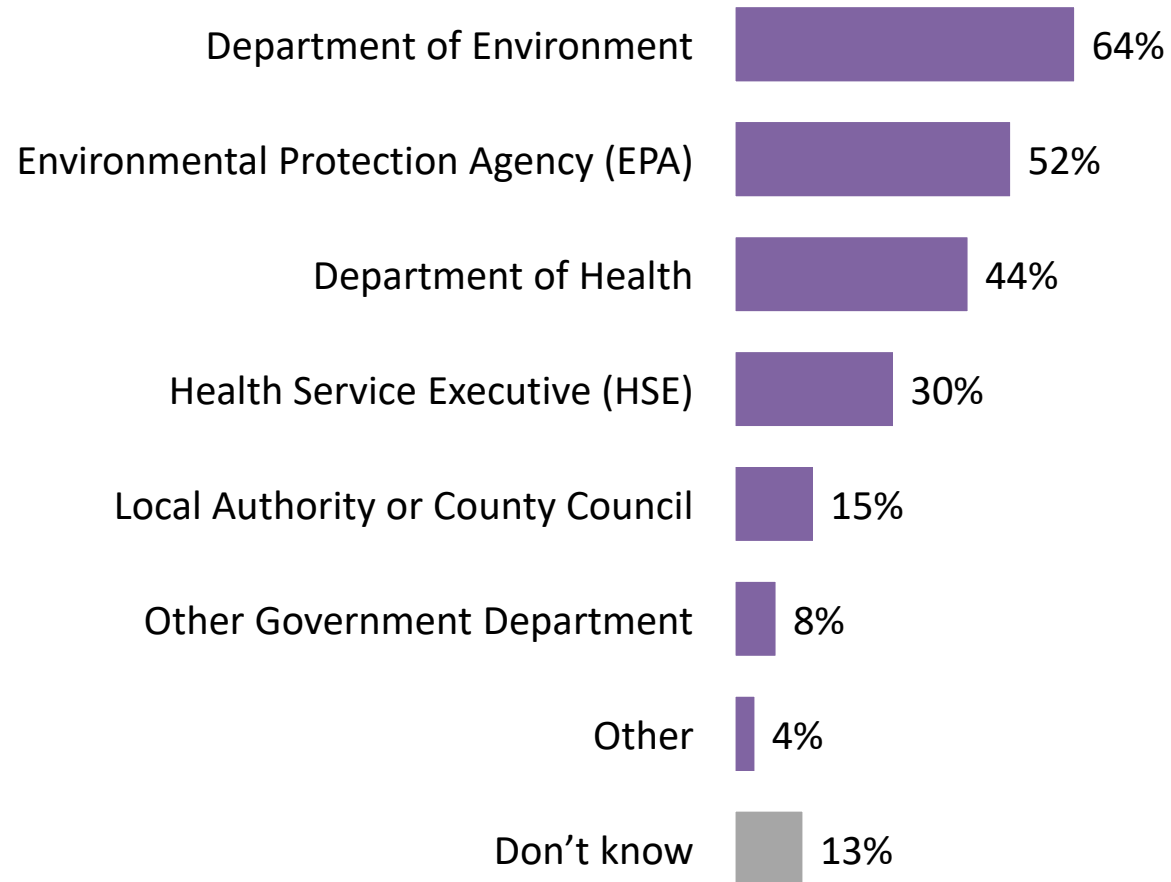
# In the event of a nuclear accident close to Ireland, the majority would follow government and/or scientific advice

(BASE: All respondents – 1149)



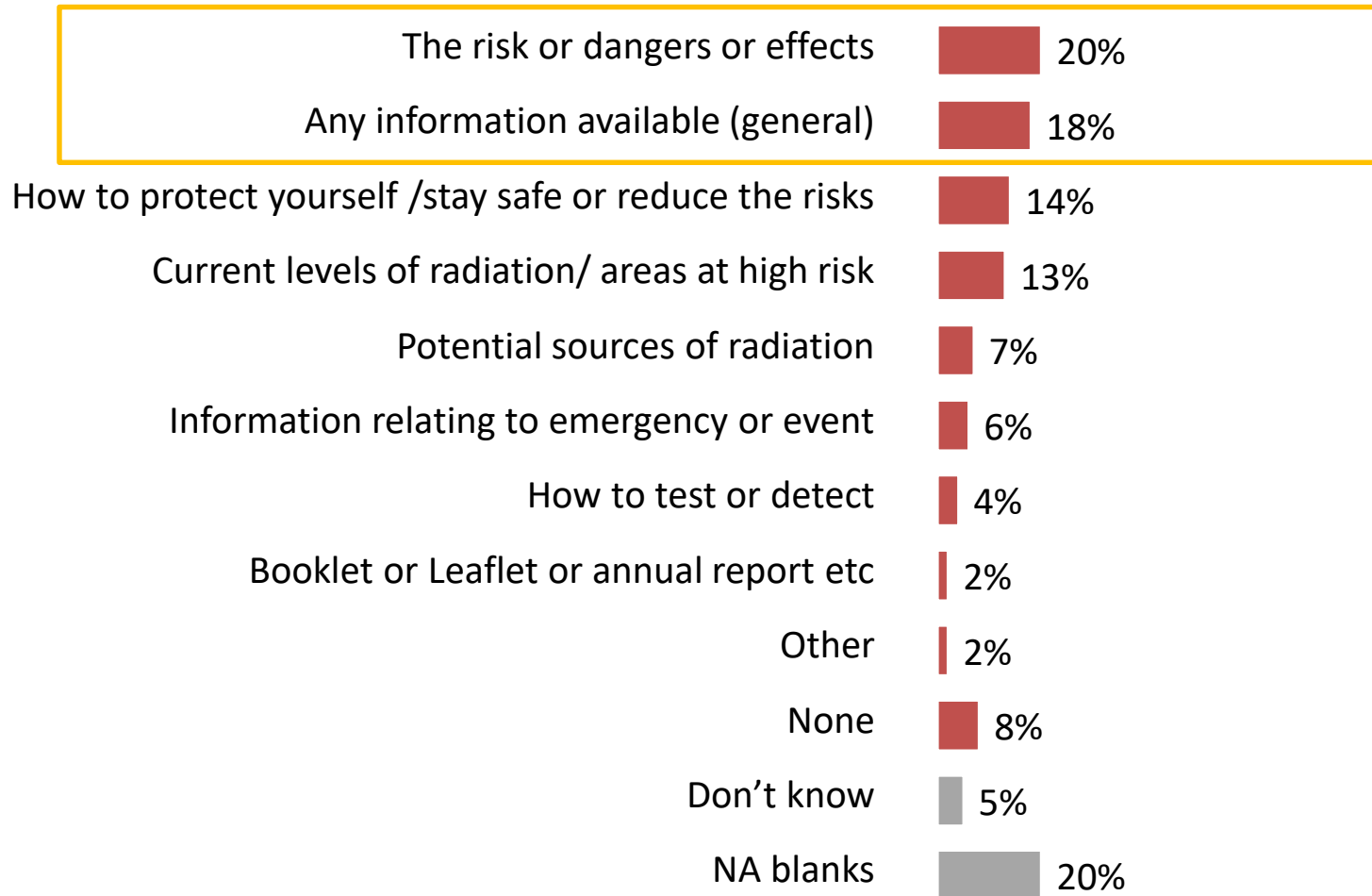
# Irish adults are most likely to turn to the Department of Environment followed by EPA if they need information on radiation

(BASE: All respondents – 1149)



# Two thirds indicated an interest in information about radiation from the EPA, after prompting, especially the risks and its impacts on them and the environment

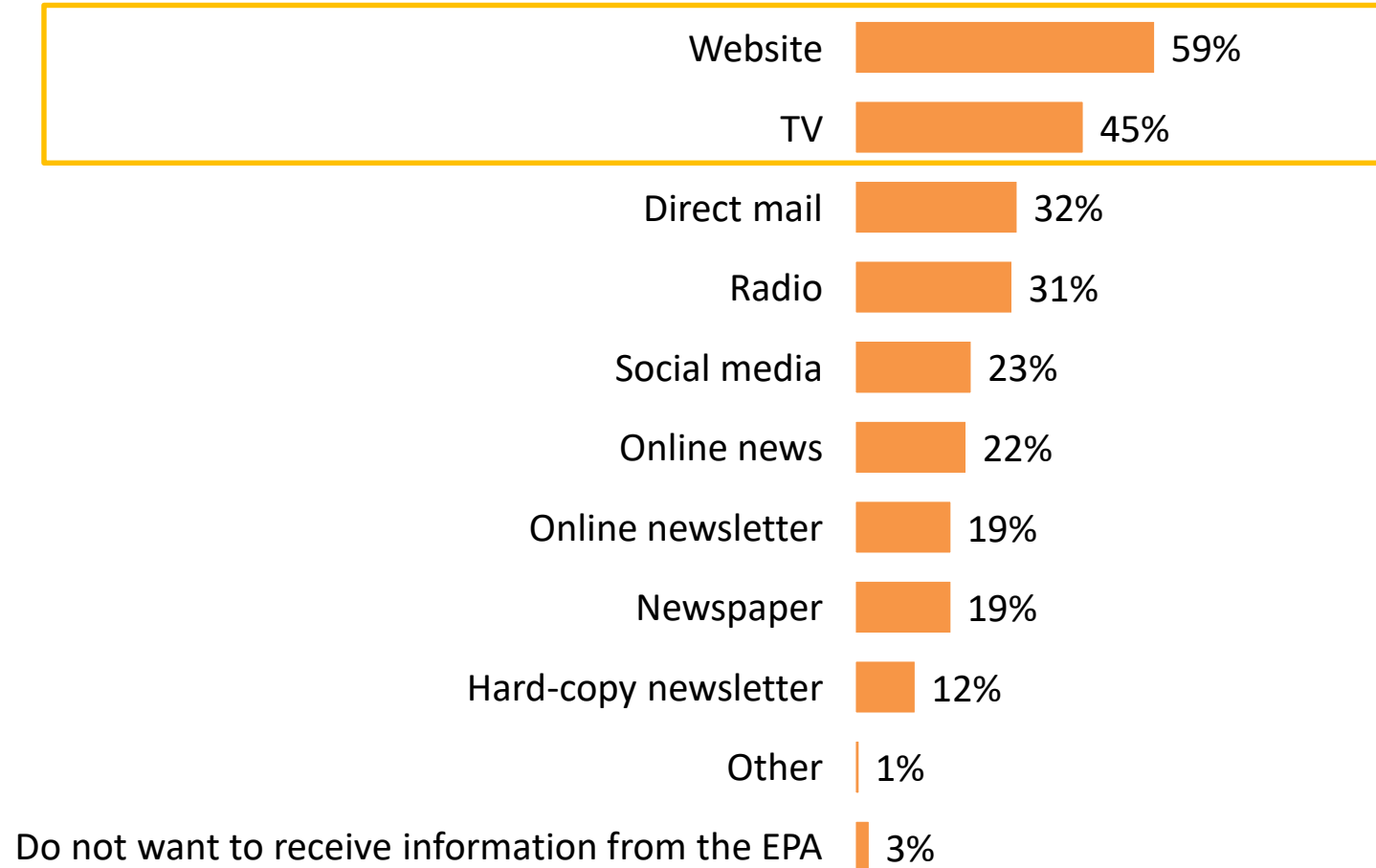
(BASE: All respondents – 1149)





# 6 in 10 would like to receive this information from EPA via a website. Nealy half suggested TV and one third each for direct mail and radio

(BASE: All respondents – 1149)





Preference for EPA information via a website is largely driven by U35s and ABC1s. There are some differences between gender when it comes to radio, social media and online news. U35s are more open to social media/online news to receive information

	Gender			Age				Social Class		Region				Concerned about radiation (Q1)		Heard of radon gas	
	TOTAL	Male	Female	Under 35	35-44	45-54	55+	ABC1	C2DE	Dublin	Leinster	Munster	Conn/ulster	Concerned	Not concerned	Yes	No
Website	59%	61%	58%	66%	56%	61%	55%	65%	54%	62%	54%	60%	61%	57%	60%	60%	55%
TV	45%	47%	43%	44%	39%	46%	49%	47%	43%	41%	47%	47%	45%	46%	44%	46%	39%
Direct mail	32%	30%	34%	25%	33%	32%	37%	29%	34%	33%	32%	30%	32%	39%	29%	33%	26%
Radio	31%	35%	28%	32%	27%	29%	35%	36%	27%	34%	31%	31%	28%	29%	32%	32%	28%
Social media	23%	19%	27%	36%	24%	20%	12%	24%	22%	24%	23%	26%	16%	29%	20%	19%	39%
Online news	22%	19%	25%	33%	16%	20%	17%	25%	19%	26%	23%	19%	20%	22%	22%	20%	30%
Online newsletter	19%	20%	17%	16%	17%	16%	23%	19%	18%	18%	15%	21%	21%	26%	16%	19%	16%
Newspaper	19%	21%	17%	18%	15%	15%	24%	22%	16%	22%	18%	18%	16%	20%	18%	19%	18%
Hard-copy newsletter	12%	11%	13%	9%	11%	13%	15%	11%	13%	11%	13%	13%	12%	14%	11%	12%	10%
Other	1%	2%	0%	0%	1%	2%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	0%
Do not want to receive information from the EPA	3%	3%	3%	4%	2%	4%	3%	2%	4%	4%	5%	2%	2%	2%	4%	2%	6%

## Concerns of radiation in Ireland

- Nearly 3 in 10 (28%) Irish adults are concerned about radiation in Ireland
  - Those aged 55+, live in Conn/ Ulster and those who are in a lower social grade are more likely to be concerned
- The main concerns of radiation are: How nuclear plants abroad affect Ireland (59%), Pollution or damage to the environment (57%) and Radon gas (55%)

## Awareness and concern of radon in Ireland

- 8 in 10 Irish adults (82%) have heard of radon gas
  - Males and those in the older age groups are more likely to have heard of radon gas
- Of those aware, 1 in 4 (25%) are concerned about the presence of radon gas in their home and two thirds (66%) are unlikely to have their home tested for radon gas
  - The main reason why they are unlikely to have their home tested is thinking their home is 'unaffected by radon gas'
- 23% agree that the risks from radon in Ireland are greater than the risks from a nuclear accident in a country close to Ireland. However it's important to note that 41% were unsure

## Perceptions and attitudes to various technology/radiation/nuclear energy

- Radon gas in the home and nuclear plants abroad are considered to pose a high risk to health. Every day technology, such as: 5G, mobile phones, x-rays and Wi-Fi are considered less risky
- Majority of people agree that X-rays in hospital is beneficial and generating electricity from nuclear power is better for the environment than from fossil fuels
- It is widely disagreed that phone mast and new technologies (i.e. 5G) are bad for your health

## Sources for information on radiation

- Irish adults are most likely to turn to the Department of Environment (64%) followed by EPA (52%) if they need information on radiation
- Majority would like any information available about radiation (18%), especially the risks and its impacts on them and the environment (20%)

## Anticipated actions in the event of a nuclear accident somewhere abroad near Ireland

- In the event of a nuclear accident close to Ireland, majority (74%) would follow government and/or scientific advice.

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