

Heathrow's Populus Survey: the script

Heathrow has used results from telephone surveys it has commissioned from the polling firm, Populus, to claim around 50% support for a 3rd runway but questions have been persistently asked about the script Populus has used. And enterprising resident had the presence of mind to take detailed notes when she was phoned.

Judge for yourself whether these questions may lead you to give particular answers:

"I just answered the Populus Survey. I made notes - not exact, but they might help.

I had already been called by them but asked them to call back as it wasn't convenient at the time, and they did...

OPENING: Spiel about this being a survey about local issues. No mention of Heathrow

- 1) What age group are you? (banded)
- 2) Many local people are saying they are unlikely to vote in the next general election. How likely are you to vote, when 1 = not vote and 10 = definitely vote?
- 3) Which party will you vote for: LibDem, Lab, Cons, Other, Pref not to say? (I said prefer not to say)
- 4) Did you vote in the last general election in May 2010?
- 5) How did you vote? (Lib Dem, Lab, Cons, Other, Pref not to say)
- 6) Do you have any of your family members who work for or used to work for HRW?
- 7) Do you have friends and/or neighbours who work for or used to work for HRW?
- 8) Have you worked at HRW or at a company linked to HRW?
- 9) How positive or negative do you feel about HRW, where 0 = very negative, 5 = neutral, and 10 = very positive?
- 10) The two runways at HRW currently operate at maximum capacity. Do you support a 3rd runway (choice of 5, from strongly support, somewhat support, neutral, somewhat oppose, to strongly oppose)? (I went for strongly oppose)
- 11) Are you more or less inclined to support expansion of HRW (or maybe it was a 3rd runway?) knowing that it will mean:
 - 11.1) An additional 41,000 jobs by 2030 (options are more, less, or no difference - I went for NO DIFF, because I am strongly opposed to expansion and not open to being coerced by propaganda)
 - 11.2) Doubling youth training schemes from 5,000 to 10,000 places (same options - I went for 'no difference'.)
 - 11.3) Reduction in no of people impacted by daytime aircraft noise (I said that this was an unclear statement as wasn't geographically specific, so again went for 'no difference')
 - 11.4) Reduction in nighttime disturbance (checked wording on this as less specific than last question - pointed that out and went for 'no difference' again. Still opposed!)
- 12) To what extent do you agree with the statement that 'HRW is working to keep noise from flights to a minimum?

- 13) Who do you hear more about HRW from: opponents of HRW, people in the community or HRW? (not sure of exact wording of this question, apologies.
- 14) Do you know your MP and their views on HRW expansion? Either; yes, they oppose it; yes, they support it; don't know
- 15) How likely are you to vote for them if they oppose HRW expansion? (lot more likely, more likely, neither, less likely, much less likely - I went for lot more likely*)
- 16) How likely are you to vote for them if they support HRW expansion? (lot more likely, more likely, neither, less likely, much less likely - I went for lot less likely.*
- *I think these two questions are about understanding the pressure MPs are under from their constituents and what lobbying is required, so think it's important to be strong in our views... What do you think?)
- 17) Question on ethnicity - said 'prefer not to answer'
- 18) Working status - about 10 options
- 19) Your postcode - I gave it. They've got it a load of times direct from me anyway!
- The interviewer was very helpful. They don't have any info about it at the call centre allegedly. He confirmed we couldn't have the script and he couldn't confirm the client (although the website appears to).

He did give me the number of the Market Research Society (freephone 0500 396999), but wasn't sure what info they could really give me... Our phone number is ex-directory, so I think I've been contacted because I've completed the form... "