

Interviewer Instructions

Ipsos MORI/14-038183-01

Cardiff University: Climate Change and Flood Risk Survey August 2014 Main stage Interviewer Instructions

Introduction

Thank you for agreeing to work on this study. Cardiff and Nottingham Universities have commissioned this research in light of the floods that affected the UK last winter- as well as exploring respondents experiences of and attitudes related to flooding, the survey seeks to see if people link flooding to climate change.

The introduction explains that the research is about their views and experiences of different issues which might affect them and their local environment.. **Flooding is deliberately not mentioned in the introduction as the questions about flooding come later in the questionnaire, and we don't want respondents to be thinking about flooding necessarily when answering the earlier questions about climate change.** Similarly, it is also important that we do not turn off any 'climate change sceptics' before they have the opportunity to take part therefore climate change isn't mentioned in the introduction either.

Many of the questions about climate change have been asked several times previously in other surveys for Cardiff University, whilst some of those about the impacts of climate change have also been used in other surveys, meaning we will be able to compare this year's data with previous years.

Cardiff and Nottingham Universities are particularly interested to see if views on flooding and climate change are different in areas that have been affected by flooding. Therefore, in addition to a nationally representative survey of 1,000 respondents (across Great Britain) we are conducting 200 interviews each in 5 areas that were affected by the winter floods. Please take the time to familiarise yourself with the instructions. As part of the research we are particularly interested in certain groups so please pay especially close attention to the section on quotas.

Sample

We will be interviewing a total of 2,000 people aged 16 and over across Great Britain for 35 minutes each. This includes:

- a **main**, nationally representative survey of 1000 respondents
- boosts in **5 flood affected areas**, conducting 200 interviews in each of:
 - o Aberystwyth
 - o Dawlish
 - o Gloucester to Tewksbury
 - o Hull
 - o Sunbury to Windsor

The total quota is **10 interviews per sample point**.

The majority of interviews will last around **35 minutes**, however for those who were affected by the winter floods it will be around 2 minute longer. Obviously we expect there to be a higher incidence of these people in the flood affected areas than in the main nationally representative sample.

As this questionnaire covers potentially sensitive issues, in that people may have been significantly affected by flooding, we have enclosed an FAQ sheet in your packs about the background and purpose of the research, to help you answer any questions that respondents may have.

Although we deliberately do not give much information about the research to respondents at the beginning so as to not bias responses, there is also a detailed leave behind letter in your pack for you to leave with respondents (at the end of the survey) which explains the research in full. You will be prompted by the CAPI script at the end of the survey to provide the respondent with the leave behind letter.

There is an additional letter for you to leave with respondents which invites them to take part in further online research being conducted by academics at Nottingham University who are working in partnership with Cardiff University on this study. This should only be provided to respondents aged 18 years and over.

Quotas

We have set quotas on this survey to ensure that it is representative and creates data that reflects the population of Great Britain.

The census-based quotas - set on age, sex and work status - are shown on your quota sheets, along with the addresses where you can interview.

It is vital that you stick to these quotas and addresses contained within the Output Area - if you do, then we get a good quality sample and good quality information from the survey. Please do not go to any addresses other than those issued to you, as it is possible that other interviewers are working in the same area. Indeed this is highly likely if you are working a sample point in one of the five flood affected areas. If you have problems meeting your quotas or you have problems with your addresses, please call your regional coordinator in the first instance, or Vanessa Fiorentini in field on 0207 347 3369.

Please note that only those were living in the area (but not necessarily the same address) before February 2014 are eligible to take part in the survey. This is so they are in a position to talk about the impact of the winter floods on that area.

Questionnaire

The questionnaire is relatively straightforward, and there is very limited routing throughout. The main points to look out for are as follows:

- Q1 asks about whatever issues they think are important, not necessarily related to the environment
- Q3 is an open-ended question. It asks about the respondent the first thing that comes to mind when you say the term 'climate change'. Therefore in contrast to other open questions it is not necessary to probe as you are aiming to get what is top of mind for them.
- Q12a includes a definition of 'road pricing schemes' if respondents are unsure.
- Q12b is about all renewable energy sources, not any particular source.
- Q13 asks respondents about their likelihood to undertake a number of behaviours in the next few years such as cutting down the amount they travel by car. If the respondent says they have already done this, then please ask how likely they would be to do this again in the next few years.

- Q13a asks if people have changed to a 'green' energy supplier. If they are unsure if they have done this, none of the big six (British Gas, npower, SSE, Scottish Power, Eon, EDF) would be considered green. If they **have** already changed, ask if they will be likely to stay with the 'green' supplier for the next few years. There is a read out to use if necessary to reassure people we won't share any of their answers with energy companies, just in case they are worried we are trying to sell them something.
- Q16 is also open ended. Please be sure to probe fully
- Q18 is also open ended. Please be sure to probe fully
- Q21: If respondents are unsure, we are talking about these things happening **in the UK**. For the first of these, they need to think about food prices increasing in the UK, but the affected harvests could be in other countries.
- Q22c: If respondents ask the water they collect could be for use in the home or garden.
- Q23d: If respondents query belonging to any other parts of the world, check this means they feel no sense of belonging and code 1.
- Q25: Asks the respondent if their current or previous property affected by the floods **between November 2013 and February 2014**. Please ensure you read out the question in full as it explains in detail the different ways in which they might have been affected. Most questions are about these specific floods, not ones that may have affected them previously (or since). There are prompts in the script to clarify this, and reassure participants they can say something about other flooding experiences at the end of the interview (Q59, which is an open question).
- Q34 to Q39 are only asked of those who say they were personally affected by the floods from November 2013 to February 2014. Some respondents, especially if they were affected by the floods a great deal, may find these questions difficult to answer. Please let them take their time, and reassure them that it's fine not to answer any question if they wish. If they do not feel able to answer please code 'refused' and move to the next question.
- Q41 asks about people's emotions, which again they may not want to answer, so if people would like to refuse that is fine. If they express surprise at the inclusion of one or more of the positive emotions, check they didn't feel it at all and code as 1.
- Q42: the wording is different depending on responses at Q41. If they rate one emotion highest at Q41, they are automatically asked about this emotion, whereas if they rate more than one highest they are asked to pick one and talk about it. Please record which emotion they pick in this case. Probe fully for all respondents as this is another open ended question.
- Q46: this asks how many separate flood events the respondent has experienced since 2000. Again we are only interested in floods caused by heavy rainfall not as a result of a burst pipe or plumbing issue in the home.
- Q50: these questions are a bit different to the others, and are not directly about climate change or flooding. If respondents query their inclusion you can reassure them that **"We are interested in people's wider beliefs about society and how these relate to attitudes on the environment."**
- Q59: allows respondents to give their feedback on the issues discussed in the survey, including anything they would like to share about their flood experience. This could prove helpful in managing the flood section of the interview and keeping

the respondent on track, by explaining that there will be an opportunity to share their experience later in the survey.

- If respondents have recalled upsetting experiences related to the flooding, an optional short exercise that can be done with them at the very end of the survey is to suggest that they tell you about a positive experience they have had recently, or to recall a positive memory. This can help ensure that the interview is closed in a manner that does not leave respondents or the interviewer in a negative frame of mind. You can decide whether or not you feel it is appropriate to do this.

Leave behind letter

This sheet **should only be handed out to respondents at the end of the survey**. The CAPI script will prompt you to do this. It provides additional information on the purpose of the survey which we do not want to provide respondents with initially.

This sheet does **not** need to be read out respondents but is for them to keep and refer to as necessary after the interview. It includes contact details for the research team at Cardiff University and Ipsos MORI if the respondent has a query.

In addition if the respondent has questions about flooding (for example, what they can do to prepare for flood risk, how to get insurance or wish to discuss their experiences of flooding) then please highlight the National Flood Forum contact details which are included on the leave behind letter.

Online survey

Nottingham University who are partnering with Cardiff University on this research are also running an online survey for this study. We have an information sheet with information about the survey – where they can access it, and what it is about. Once they have completed the face to face survey, please give every adult respondent one information sheet for this (enclosed in your pack). The online survey invitation should only be given to respondents aged 18 years and over.

Each person will need to enter a unique **9 digit** ID if they complete this online survey. The ID is generated by the script and you will have to write it onto the information sheet before you hand it out. **It is very important that this is entered correctly, so please ensure you do so carefully, writing each digit in the box provided**

If any respondents have any questions about the unique ID, this is so the responses to this face to face survey can be linked anonymously to those of the online. No personal information is passed to Cardiff and Nottingham Universities.

The respondent can claim a £5 Amazon voucher for completing the online survey. They will need to provide their email address to do this. Their email address will not be used for any other purpose than to provide the Amazon voucher. Their responses to the face-to-face survey and online survey will remain anonymous.

Packs

In addition to these instructions your pack should contain:

- Copy of questionnaire for reference purposes
- Showcards
- Quota sheet and addresses
- Laminated copies of the introduction and screeners
- FAQ information sheet on the background and purposes of the research
- Leave behind letter setting out the background and purposes of the research (to be given out at the end of the survey. Q60 in the CAPI script will prompt you to do this).

- Information sheet for online survey
- Parental information letter for respondents aged 16 and 17
- Standard Field materials

General

As you know, you are most likely to get an interview at evenings and weekends; this is especially the case for people in work.

- If a showcard is long, please allow the respondent sufficient time to read through it.
- Please collect demographic information carefully and record the name and address legibly.

Timetable

As soon as you have finished a sample point, please immediately return your work (by downloading your completed interviews at the end of each interviewing day) – it is crucial that we have the first results back in the office as soon as possible.

If you have any problems with your CAPI machine, please contact the CAPI helpline on 0808 238 5330. Please note that the weekend CAPI helpdesk should only be used in emergencies.