

Debriefing

TO BE LEFT WITH RESPONDENTS AT END OF INTERVIEW

Cardiff and Nottingham Universities: Attitudes towards climate change and flood risk (2014)



Thank you very much for taking part in our survey.

Who is doing the survey?

Ipsos MORI have been commissioned by the School of Psychology at Cardiff University to carry out this survey. Cardiff University are working in partnership with Nottingham University on the study.

The study is being led by Professor Nick Pidgeon, Dr Christina Demski, Dr Stuart Capstick and Dr Adam Corner (all of Cardiff University) and Dr Alexa Spence (Nottingham University). The study has been approved by the Ethics Committee of the School of Psychology at Cardiff University.

What is this survey about?

The survey considers the role of extreme weather as a critical influence on people's understanding of climate change. Although a number of studies have looked at how wider meteorological conditions (for example, day-to-day temperature) can affect people's views on climate change, there is little research that examines the role of extraordinary or extreme weather events in affecting public opinion. We are interested in this topic because there is reason to believe that extreme weather events may have a particularly pronounced effect on people's attitudes.

We are carrying out a large survey across Great Britain through which we can measure people's views about the flooding and about climate change, and how these are connected. We are collecting responses nationally and in specific flood-affected areas. This will enable us to compare affected regions with national data. For example, if people in flood-affected areas are more worried about climate change than the national sample, this might suggest that personal experience has had an effect on beliefs about climate change. Second, the survey will look more closely at a number of psychological factors which have been identified as important in shaping

people's views. These include the role of emotional responses (for example, anger about the flooding), different beliefs (for example, what people believe are the underlying causes of the flooding), and how 'distant' people feel from climate change as an issue.

How will my answers to the survey be used?

Your individual answers will remain anonymous and are only reported at the aggregate level. If you want to find out more about the research team at Cardiff University you can visit their website www.understanding-risk.org. The results of the survey will be published here in due course. All data will be held totally anonymously, so that it is impossible to trace this information back to you individually. This information may be retained indefinitely.

Contact Details

Please contact the **National Flood Forum** for advice and information on all aspects of flooding and flood protection: The National Flood Forum, Snuff Mill Warehouse, Bewdley, Worcestershire, DY12 2EL; **Tel:** 01299 403 055; **Website:** <http://nationalfloodforum.org.uk/>

[Advice and information is also provided via the Floodline service: Tel: 0345 988 1188 or 0845 988 1188.](#)

Please contact the **research team at Cardiff University** or **Ipsos MORI** for any questions regarding this research project:

Professor Nick Pidgeon, Understanding Risk research group, School of Psychology, Cardiff University, Park Place, Cardiff, CF10 3AT, Tel: 0292087 4567, Email: PidgeonN@cardiff.ac.uk

Tim Silman, Project Manager, Ipsos MORI, 79-81 Borough Road, London, SE1 1FY
Tel: 020 7347 3833, Email: tim.silman@ipsos.com

Please contact the **School of Psychology Ethics Committee** if you have any concerns regarding this project: Secretary of the Ethics Committee, School of Psychology, Cardiff University, Park Place, Cardiff, CF10 3AT; Tel: 029 2087 0360, Email: psychethics@cardiff.ac.uk

FAQ

FREQUENTLY ASKED QUESTIONS

Who is the survey for?

Ipsos MORI have been commissioned by researchers at the School of Psychology at Cardiff University, and at Nottingham University, to carry out this research.

The study is being led by Professor Nick Pidgeon, Dr Christina Demski, Dr Stuart Capstick and Dr Adam Corner (all of Cardiff University) and Dr Alexa Spence (Nottingham University). The Cardiff University research team are all members of the 'Understanding Risk' research group, see www.understanding-risk.org

What is this survey about?

This research asks about your **views and experiences of different issues which might affect you and your local environment**. We are interviewing around 2000 people across Great Britain to obtain their views.

What will the survey be used for?

Cardiff University will use the findings of the survey to inform its academic work. The findings will be communicated to other academic institutions (for example in conference presentations), in academic (journal) publications, and in reports detailing public opinion on social and environmental issues. It is possible that the broader findings of the research may also be reported in the media (e.g. national newspapers).

Your rights if you participate in the research

The project has been approved by the Ethics Committee of the School of Psychology at Cardiff University.

We guarantee that **no selling** is involved at any point in this research.

It is a stipulation of the Ethics Committee of the School of Psychology at Cardiff University that all those who participate in

the research do so on an entirely voluntary basis and are free to withdraw from the study at any time without giving a reason.

If you participate in the research you are free to ask any questions at any time. You can discuss your concerns with the research interviewer and/or the project team at Cardiff University.

Any information provided by you will be held anonymously, so that it is impossible to trace this information back to me individually. This (anonymous) information may be retained indefinitely.

We will also provide you with additional information and feedback about the purpose of the study at the end of the completion of the survey interview.

Further contact details

Professor Nick Pidgeon
Understanding Risk research
group
School of Psychology
Cardiff University
Tower Building, Park Place
Cardiff, CF10 3AT
Tel: 0292087 4567
Email:

Secretary of the Ethics
Committee
School of Psychology
Cardiff University
Tower Building, Park Place
Cardiff, CF10 3AT
Tel: 029 2087 0360
Email:
psychethics@cardiff.ac.uk

Tim Silman
Project Manager
Ipsos MORI
79-81 Borough Road
London
SE1 1FY
Tel: 020 7347 3833
Email:
tim.silman@ipsos.com

Consent

Cardiff University: Climate Change and Flood Risk Survey
August 2014
Doorstep introduction and screener

Good morning/ afternoon/ evening. My name is ... from Ipsos MORI, the independent research organisation. We are carrying out a survey on behalf of Cardiff and Nottingham Universities about views and experiences of different issues which might affect you and your local environment. We would very much like you to take part. The survey is being conducted in accordance with the Market Research Society code of conduct and I would like to reassure you of the following:

- All of the responses you give are entirely anonymous and your name and address will not be given to anyone else.
- The information we collect on the survey is for research purposes only.
- No selling is involved at any point.
- We are interested in your opinion; there are no right or wrong answers.
- Participation is voluntary and you are free to withdraw from the interview at any point without giving a reason.

If you have any questions or concerns about the survey I will do my best to answer them and I can also provide you with details of the project teams carrying out this research.
 The interview will take about 35 minutes.

S1. **Based on this information would you be happy to take part in the research?**

Yes	1	CONTINUE
No	2	CLOSE INTERVIEW

S2. **Were you living in this area before February 2014**

Yes	1	CONTINUE
No	2	CLOSE INTERVIEW

Parental letter

Ipsos MORI



Ipsos MORI survey for Cardiff University and Nottingham
University
Attitudes towards climate change and flood risk
August 2014

Dear Parent/Guardian

Your daughter/son aged 16/17 years has kindly taken part in our survey about attitudes towards climate change and flood risk. Ipsos MORI is conducting this research on behalf of the Universities of Cardiff and Nottingham. Ipsos MORI is a highly reputable Market and Social Research company, and all our interviews are conducted within the guidelines of the Market Research Society Code of Conduct. Our interviewers are all trained in-house and carry photographic ID.

If you would like any more information about our company or the type of work we do, please go to our website at www.ipsos-mori.com

If you have any questions or comments about this particular survey, please contact Tim Silman at 0207 347 3833 or tim.silman@ipsos-mori.com

Yours faithfully

Tim Silman
Research Executive