**Questionnaire: Climate Change - Narratives Survey 2020**

|  |  |
| --- | --- |
| **Client name:** | Climate Outreach |
| **Project name:** | Climate Change - Narrative Research |
| **Job number:** |  |
| **Methodology:** | Online |
| **Version** | 1 |

**Notes on this document**

* Instructions in CAPS are for computer programming
* Instructions in *italics* are for telephone interviewers
* **Bold** or underlined words are for emphasis within a question
* Different question types have different numbers:
  + Screener questions are labelled S01, S02, S03 etc.
  + Main survey questions are labelled Q01, Q02, Q03 etc.
  + Further demographic / classification questions are labelled C01, C02, C03 etc.
  + Number codes are included on each question for data processing purposes

**Questionnaire quality checklist**

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

|  |  |  |
| --- | --- | --- |
|  | Are quotas or sampling requirements clearly specified? |  |
| Labelling | Is the script labelled with the client name, job, project code and version? |  |
| Do all questions have a unique number? |  |
| Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions? |  |
| Have all information pages been entered correctly as ‘INFO1’, ‘INFO2’… |  |
| Have all notes to data (which aren’t questions) been entered onto one line starting with ’DP NOTE:’? |  |
| Is each question to one of the specified question types?  (See ‘labelling\_questionnaire.xls’ in your project file if you aren’t sure). |  |
| Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)? |  |
| Routing, ordering | Does each question have a base description which begins ‘Base:’? |  |
| Are routing instructions easy to understand, do they reference the correct questions earlier in the survey? |  |
| Are exclusive and fixed codes identified where necessary? |  |
| Are answer lists ordered or randomized appropriately? |  |
| Language | Is the phrasing of each question complete, simple and easily read on screen and aloud? |  |
| Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)? |  |
| Do the answer codes of closed questions relate directly to the question? |  |
| NR | Have options for ‘other, don’t know etc.’ been deployed appropriately? |  |
| Do all sensitive or personal questions include ‘Prefer not to say’? |  |
| Code labels | Are answer options coded correctly (Unique, sequential order 1~79) |  |
| Are all DK/PNTS options coded correctly? (80~99)   * Other (80 - 82) * Don’t know (85) * Prefer not to say / refused (86) * None of the above / not applicable (87) * Can’t remember (88) * Not stated / not answered (89) |  |
| Quality | Does this survey require any of the following? Include if appropriate   * Contact collection for further research * Contact collection for interviewer validation * Attention or data quality check questions |  |
| **Have you proof-read the questionnaire for spelling and grammatical errors?** | |  |

Please confirm that you have checked this script against these criteria:

|  |  |  |  |
| --- | --- | --- | --- |
| **Initials** |  | **Date** |  |

**Quotas**

TOTAL RESPONSES: 1,500

FOR INTERLOCKING QUOTAS, PLEASE SEE:

O:\CLI - Climate Outreach\SAMPLE & DATA & PII\All quotas.xlsx

**Introduction**

INFO PAGE

We’d like to ask you some questions about two current issues: climate change and coronavirus. This survey should take around 15 minutes of your time. There are no right or wrong answers, we’re just interested in your views and options. Thank you for your time.

**SCREENING QUESTIONS**

INFO PAGE

We would first like to ask a few questions about you. This is to make sure that we are speaking to a good cross-section of people.

**S01.**

**Base: All respondents**

Which gender do you most identify with? SINGLE RESPONSE - CHECK QUOTA

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Male |  |  |
| 2 | Female |  |  |
| 3 | I prefer to describe my gender in another way |  |  |
| 86 | Prefer not to say |  |  |

**S02.**

**Base: All respondents**

What is your age? Please type your age into the box below

NUMERIC RANGE BOX (1-99) - CHECK QUOTA

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 |  | OPEN NUMBERIC BOX |  |
| 86 | Prefer not to say |  |  |

**S03.**

**Base: All respondents**

Which of these ethnic groups best describes you? SINGLE RESPONSE, ORDERED - CHECK QUOTA

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | White, Scottish/English/Welsh/Northern Irish/British |  |  |
| 2 | White, Irish |  |  |
| 3 | White, gypsy or Irish traveller |  |  |
| 4 | Any other White background |  |  |
| 5 | Mixed/ multi, white and black Caribbean |  |  |
| 6 | Mixed/multi white and black African |  |  |
| 7 | Mixed/multi white and Asian |  |  |
| 8 | Any other mixed/ multi-ethnic |  |  |
| 9 | Asian/ Asian British, Indian |  |  |
| 10 | Asian/ Asian British, Pakistani |  |  |
| 11 | Asian/ Asian British, Bangladeshi |  |  |
| 12 | Asian/ Asian British Chinese |  |  |
| 13 | Any other Asian background |  |  |
| 14 | Black/ black British African |  |  |
| 15 | Black/ black British Caribbean |  |  |
| 16 | Other black/African/ Caribbean |  |  |
| 17 | Arab |  |  |
| 80 | Any other ethnic group |  |  |
| 86 | Prefer not to say |  |  |

**S04.**

**Base. All respondents**

Please think about the chief income earner in your household. This is the person in your household who has the largest income – it may be you or someone else.

Please tell us which of the descriptions below best describes the chief income earner's occupation? These occupations also apply to self-employed people.

*Please select one option only*

SINGLE RESPONSE – CHECK QUOTA

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Professional at very high management level  (e.g. Director of large company, senior manager in business or commerce, GP with own practice) | A |  |
| 2 | Intermediate-level manager  (e.g. Middle manager in large organisation, Director of small organisation) | B |  |
| 3 | Non-manager in specified occupation  (e.g. Non-manager working as doctor, solicitor, accountant etc.) | B |  |
| 4 | Supervisory or clerical/ junior managerial/ professional/ administrative  (e.g. junior manager, owner of small establishment, teacher, office worker) | C1 |  |
| 5 | Skilled manual worker or craftsman who has served an apprenticeship, foreman, manual worker with special qualifications  (e.g. HGV driver, ambulance driver, qualified hairdresser) | C2 |  |
| 6 | Semi-skilled or unskilled manual worker; apprentice or trainee learning a skilled occupation  (e.g. supermarket cashier, postman, cleaner, child minder, building labourer) | D |  |
| 7 | Student | E |  |
| 8 | Housewife/househusband/stay at home parent/full-time carer of other household member | E |  |
| 9 | Unemployed for **more than six months** or employed as a casual worker  [Note: if unemployed for **less than six months**, please choose the option that best fits their previous occupation] | E |  |
| 10 | Retired and **living on state pension only**  [Note: if retired but receiving a **private or occupational pension**, please choose the option that best fits their previous occupation] | E |  |
| 11 | Not working due to long term sickness or disability | E |  |

**S05.**

**Base: All respondents**

In which region do you live? SINGLE RESPONSE - CHECK QUOTA

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | East Anglia |  |  |
| 2 | East Midlands |  |  |
| 3 | London |  |  |
| 4 | North East |  |  |
| 5 | North West |  |  |
| 6 | South East |  |  |
| 7 | South West |  |  |
| 8 | West Midlands |  |  |
| 9 | Yorkshire & Humberside |  |  |
| 10 | Northern Ireland |  |  |
| 11 | Scotland |  |  |
| 12 | Wales |  |  |

**Risk perceptions**

INFO PAGE

Thank you. The main survey questions will now begin.

**Q01.**

**Base: All respondents**

How worried, if at all, are you personally about the following issues at present?

SINGLE GRID, RANDOMISE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Not at all worried |  |  |
| 2 | Not very worried |  |  |
| 3 | Somewhat worried |  |  |
| 4 | Very worried |  |  |
| 5 | Extremely worried |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list (rows)** | **Scripting notes** | **Routing** |
| 1 | Climate change |  |  |
| 2 | Coronavirus |  |  |
| 3 | Brexit |  |  |
| 4 | Immigration |  |  |
| 5 | Unemployment |  |  |
| 6 | Terrorism |  |  |
| 7 | Air pollution |  |  |
| 8 | Crime |  |  |
| 9 | Antibiotic resistance |  |  |
| 10 | Destruction of nature, wildlife and biodiversity |  |  |
| 11 | Social inequality |  |  |

**Coronavirus perceptions**

DP NOTE: 50% TO BE ASKED ‘CORONAVIRUS PERCEPTIONS’ SECTION (Q02, Q03, Q04, Q05, Q06, Q13) FIRST AND ‘CLIMATE CHANGE PERCEPTIONS’ (Q07, Q08, Q09, Q10, Q11, Q12, Q14) SECOND (AS PER BELOW ORDER), AND 50% TO BE ASKED ‘CLIMATE CHANGE PERCEPTIONS’ SECTION FIRST AND ‘CORONAVIRUS PERCEPTIONS’ SECOND.

**Q02.**

**Base: All respondents**

To what extent do you feel a **personal responsibility** to try to prevent coronavirus from spreading? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q03.**

**Base: All respondents**

To what extent do you feel that your own **personal actions** can help prevent coronavirus from spreading? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q04.**

To what extent do you feel it is the **government’s responsibility** to try to prevent coronavirus from spreading? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q05.**

**Base: All respondents**

To what extent do you **trust** the UK government to take effective action to prevent coronavirus from spreading? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q06.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

SINGLE GRID, RANDOMISE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly disagree |  |  |
| 2 | Tend to disagree |  |  |
| 3 | Neither agree nor disagree |  |  |
| 4 | Tend to agree |  |  |
| 5 | Strongly agree |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list (rows)** | **Scripting notes** | **Routing** |
| 1 | The coronavirus outbreak has shown that global threats can be addressed quickly |  |  |
| 2 | The coronavirus outbreak has made me less confident that global issues can be addressed effectively |  |  |

**Q13.**

**Base: All respondents**

Would you support or oppose the following measures to prevent coronavirus from spreading? SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly support |  |  |
| 2 | Somewhat support |  |  |
| 3 | Neither support nor oppose |  |  |
| 4 | Somewhat oppose |  |  |
| 5 | Strongly oppose |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list (rows)** | **Scripting notes** | **Routing** |
| 1 | Limit the activity of individuals (e.g., banning unnecessary air travel) |  |  |
| 2 | Limit the activity of businesses (e.g., closing non-essential businesses) |  |  |
| 3 | Fining businesses that don’t uphold coronavirus regulations |  |  |
| 4 | Fining individuals who don’t uphold coronavirus regulations |  |  |
| 5 | Financial support for businesses and households to deal with the costs of coronavirus policies |  |  |
| 6 | Financial incentives encouraging people to follow coronavirus regulations |  |  |
| 7 | Providing information to individuals about what they can do to prevent coronavirus from spreading |  |  |
| 8 | Providing information to businesses about what they can do to prevent coronavirus from spreading |  |  |

**Climate change perceptions**

**Q07.**

**Base: All respondents**

Do you think that climate change is caused by natural processes, human activity, or both? SINGLE RESPONSE, ORDERED

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Entirely by natural processes |  |  |
| 2 | Mainly by natural processes |  |  |
| 3 | About equally by natural processes and human activity |  |  |
| 4 | Mainly by human activity |  |  |
| 5 | Entirely by human activity |  |  |
| 6 | I don’t think climate change is happening |  |  |

**Q08.**

**Base: All respondents**

When, if at all, do you think the UK will feel the effects of climate change? SINGLE RESPONSE, ORDERED

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | We are already feeling the effects |  |  |
| 2 | In the next 10 years |  |  |
| 3 | In the next 25 years |  |  |
| 4 | In the next 50 years |  |  |
| 5 | In the next 100 years |  |  |
| 6 | Beyond the next 100 years |  |  |
| 7 | Never |  |  |
| 85 | Don’t know |  |  |

**Q09.**

**Base: All respondents**

To what extent do you feel a **personal responsibility** to try to prevent climate change from worsening? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q10.**

**Base: All respondents**

To what extent do you feel that your own **personal actions** can help prevent climate change from worsening? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q11.**

To what extent do you feel it is the **government’s responsibility** to try to reduce the risk of climate change? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q12.**

**Base: All respondents**

To what extent do you **trust** the UK government to take effective action to prevent climate change from worsening? Please use a 0-10 scale where 0 is not at all and 10 is a great deal. SCALE RESPONSE / SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 0 | 0 – Not at all |  |  |
| 1 | 1 |  |  |
| 2 | 2 |  |  |
| 3 | 3 |  |  |
| 4 | 4 |  |  |
| 5 | 5 |  |  |
| 6 | 6 |  |  |
| 7 | 7 |  |  |
| 8 | 8 |  |  |
| 9 | 9 |  |  |
| 10 | 10 – A great deal |  |  |

**Q14.**

**Base: All respondents**

Would you support or oppose the following measures to prevent climate change from worsening?

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly support |  |  |
| 2 | Somewhat support |  |  |
| 3 | Neither support nor oppose |  |  |
| 4 | Somewhat oppose |  |  |
| 5 | Strongly oppose |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list (rows)** | **Scripting notes** | **Routing** |
| 1 | Limit the activity of individuals (e.g., banning unnecessary air travel) |  |  |
| 2 | Limit the activity of businesses (e.g., closing high-polluting businesses) |  |  |
| 3 | Fining businesses that don’t uphold climate change regulations |  |  |
| 4 | Fining individuals who don’t uphold climate change regulations |  |  |
| 5 | Financial support for businesses and households to deal with the costs of climate change policies |  |  |
| 6 | Financial incentives encouraging people to follow climate change regulation |  |  |
| 7 | Providing information to individuals about what they can do to prevent climate change from worsening |  |  |
| 8 | Providing information to businesses about what they can do to prevent climate change from worsening |  |  |

**Trade-offs**

DP NOTE: RANDOMISE ORDER ASKED OF Q15 TO Q26

**Q15.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | The economy should be given priority, even if that means taking some actions that are bad for climate change |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | Climate change should be given priority, even if that means taking some actions that are bad for the economy |  |  |

**Q16.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | It is better to accept the risk of a slower economic recovery than to live with the consequences of climate change |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | It is better to accept the risk of climate change than to live with the consequences of a slower economic recovery |  |  |

**Q17.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | The risks of coronavirus are greater than those of climate change |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | The risks of climate change are greater than those of coronavirus |  |  |

**Q18.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Coronavirus is an international emergency and we must put all other issues on the backburner to deal with it, including climate change |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | Climate change is an international emergency and we must put all other issues on the backburner to deal with it, including coronavirus |  |  |

**Q19.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Public health should be the priority to save as many lives as possible, even if it means there will be some risks to the economy |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | The economy should be the priority to save as many jobs as possible, even if it means there will be some risks to public health |  |  |

**Q20.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | It is better to accept risks to the economy than to live with the consequence of coronavirus |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | It is better to accept the risk of coronavirus than to live with the consequences of a poor economy |  |  |

**Q21.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Climate change should be the priority, even if that means some restrictions to my personal rights and freedoms |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | Maintaining personal rights and freedoms should be the priority, even if it means there will be some risks to climate change |  |  |

**Q22.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | It is better to accept restrictions to my personal rights and freedoms than to live with the consequences of climate change |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | It is better to accept the risks of climate change than to restrict personal rights and freedoms |  |  |

**Q23.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Public health should be the priority to save as many lives as possible, even if that means some restrictions to my personal rights and freedoms |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | Maintaining personal rights and freedoms should be the priority, even if it means there will be some risks to public health |  |  |

**Q24.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | It is better to accept restrictions to my personal rights and freedoms than to live with the consequences of coronavirus |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | It is better to accept the risk of coronavirus than to live with restrictions to my personal rights and freedoms |  |  |

**Q25.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | The economy should be the priority, even if that means some restrictions to my personal rights and freedoms |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | Maintaining personal rights and freedoms should be the priority, even if it means there will be some risks to the economy |  |  |

**Q26.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | It is better to accept restrictions to my personal rights and freedoms than to live with the consequences of a poor economy |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | It is better to accept risks to the economy than to live with restrictions to my personal rights and freedoms |  |  |

**Narratives**

**Q27aL.**

Please read the narrative below. Using your cursor, please highlight words, phrases and sentences that you like in green. When you have selected a word, phrase or sentence, please click ‘select’, and a text box will appear. Please describe what you like about that particular part of the text. You can do this several times.

SHOW TEXT

The global impact of coronavirus is a reminder of how we are all on this planet together. As governments and people around the world have acted to contain the virus, we have seen how ordinary people doing the right thing by observing the lockdown and social distancing can make a difference to the world. During lockdown, we have learnt how to make do with less, to drive less, travel less, and appreciate the green spaces on our doorstep. We have been rewarded with more birdsong and cleaner air in our cities, towns, and neighbourhoods. Together, our actions can either continue to cause congestion, pollution, and loss of the natural landscape, or we can work together to protect the environment. If we can have such a direct effect on the spread of coronavirus, think what we could achieve together to reduce pollution and help address climate change. The climate emergency hasn’t gone away and big change is needed this decade. We have to bring our world back into balance, by not making life all about money, but also respecting our planet. Let’s apply what we have learnt to take action on climate change.

**Q27aD.**

Using your cursor, now please highlight words, phrases and sentences that you dislike in red. When you have selected a word, phrase or sentence, please click ‘select’, and a text box will appear. Please describe what you dislike about that particular part of the text. You can do this several times.

SHOW TEXT

The global impact of coronavirus is a reminder of how we are all on this planet together. As governments and people around the world have acted to contain the virus, we have seen how ordinary people doing the right thing by observing the lockdown and social distancing can make a difference to the world. During lockdown, we have learnt how to make do with less, to drive less, travel less, and appreciate the green spaces on our doorstep. We have been rewarded with more birdsong and cleaner air in our cities, towns, and neighbourhoods. Together, our actions can either continue to cause congestion, pollution, and loss of the natural landscape, or we can work together to protect the environment. If we can have such a direct effect on the spread of coronavirus, think what we could achieve together to reduce pollution and help address climate change. The climate emergency hasn’t gone away and big change is needed this decade. We have to bring our world back into balance, by not making life all about money, but also respecting our planet. Let’s apply what we have learnt to take action on climate change.

**Q27b.**

**Base: All respondents**

Reflecting on the parts of this narrative that you have highlighted, is there any one particular part that stands out most strongly for you, something that you most strongly agree or disagree with? What is that, and what is it about it that makes you feel so strongly? OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 |  | OPEN TEXT BOX (NOT ENFORCED) |  |

**Q28aL.**

Please read the next narrative below. Using your cursor, please highlight words, phrases and sentences that you like in green. When you have selected a word, phrase or sentence, please click ‘select’, and a text box will appear. Please describe what you like about that particular part of the text. You can do this several times.

Coronavirus has shown us how vulnerable we are to changes in the environment. In its response to the pandemic, the government prioritised public health over short-term economic interests. We have observed the lockdown rules because we know it is the right thing to do to protect the health and wellbeing of others. Air pollution is the biggest environmental threat to health in the UK, and we now know it is possible and desirable to live less polluting lives. The lockdown brought about an almost overnight improvement in air quality. This transformation has shown us all the value of a clean and healthy environment. We should use this experience to build a cleaner greener country. A rapid shift to clean and lower energy use can bring jobs, a wide range of health benefits, cleaner air and a more stable climate. We should use the experiences of the last six months to reduce our impact on the climate in the longer term. This means less pollution and the chance to create a safer future for us all.

**Q28aD.**

Using your cursor, now please highlight words, phrases and sentences that you dislike in red. When you have selected a word, phrase or sentence, please click ‘select’, and a text box will appear. Please describe what you dislike about that particular part of the text. You can do this several times.

Coronavirus has shown us how vulnerable we are to changes in the environment. In its response to the pandemic, the government prioritised public health over short-term economic interests. We have observed the lockdown rules because we know it is the right thing to do to protect the health and wellbeing of others. Air pollution is the biggest environmental threat to health in the UK, and we now know it is possible and desirable to live less polluting lives. The lockdown brought about an almost overnight improvement in air quality. This transformation has shown us all the value of a clean and healthy environment. We should use this experience to build a cleaner greener country. A rapid shift to clean and lower energy use can bring jobs, a wide range of health benefits, cleaner air and a more stable climate. We should use the experiences of the last six months to reduce our impact on the climate in the longer term. This means less pollution and the chance to create a safer future for us all.

**Q28b.**

**Base: All respondents**

Reflecting on the parts of this narrative that you have highlighted, is there any one particular part that stands out most strongly for you, something that you most strongly agree or disagree with? What is that, and what is it about it that makes you feel so strongly? OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 |  | OPEN TEXT BOX (NOT ENFORCED) |  |

**Golden questions**

**Q29.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly agree |  |  |
| 2 | Somewhat agree |  |  |
| 3 | Neither agree nor disagree |  |  |
| 4 | Somewhat disagree |  |  |
| 5 | Strongly disagree |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Young people today don’t have enough respect for traditional British values |  |  |
| 2 | People who break the law should be given harsher / stiffer sentences |  |  |
| 3 | Ordinary working people get their fair share of the nation’s wealth |  |  |
| 4 | There is one law for the rich and one for the poor |  |  |
| 5 | Muslims are often unfairly treated with suspicion due to prejudice |  |  |

**Q30.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly agree |  |  |
| 2 | Moderately agree |  |  |
| 3 | Slightly agree |  |  |
| 4 | Slightly disagree |  |  |
| 5 | Moderately disagree |  |  |
| 6 | Strongly disagree |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list (rows)** | **Scripting notes** | **Routing** |
| 1 | Compassion for those who are suffering is the most important virtue in a person |  |  |
| 2 | I would call some acts wrong on the ground that they are unnatural |  |  |
| 3 | We're just checking you're not a robot, please select 'Strongly disagree' on this row |  | IF STRONGLY DISAGREE NOT SELECTED, CLOSE |

**Q31.**

**Base: All respondents**

Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | People’s outcomes in life are determined largely by forces outside of their own control |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | People are largely responsible for their own outcomes in life |  |  |

**Q32.**

**Base: All respondents**

How much control do you feel most people have over the way their life turns out? Please use the sliding scale to indicate your agreement towards one of the statements.

SLIDING SCALE

DP NOTE: 4 = COMPLETELY AGREE WITH FIRST STATEMENT / 1 = COMPLETELY AGREE WITH SECOND STATEMENT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Some people’s situations are so challenging that no amount of work will allow them to find success |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 | People who work hard can find success no matter what situation they were born into |  |  |

**Q33a.**

**Base: All respondents**

For the following pair of traits, which one do you think is more important for a child to have? Please use the sliding scale to indicate which you think is more important.

SLIDING SCALE

DP NOTE: 4 = FIRST STATEMENT IS MOST IMPORTANT/ 1 = SECOND STATEMENT IS STATEMENT IS MOST IMPORTANT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Independence |  |  |
| 2 | Respect for elders |  |  |

**Q33b.**

**Base: All respondents**

For the following pair of traits, which one do you think is more important for a child to have? Please use the sliding scale to indicate which you think is more important.

SLIDING SCALE

DP NOTE: 4 = FIRST STATEMENT IS MOST IMPORTANT/ 1 = SECOND STATEMENT IS STATEMENT IS MOST IMPORTANT

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Curiosity |  |  |
| 2 | Good manners |  |  |

**Q34.**

**Base: All respondents**

To what extent do you agree or disagree with the statement: ‘**The world is becoming a more and more dangerous place’?** SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly agree |  |  |
| 2 | Somewhat agree |  |  |
| 3 | Somewhat disagree |  |  |
| 4 | Strongly disagree |  |  |
| 85 | Don’t know |  |  |

**Q35.**

**Base: All respondents**

Here is a list of activities that some people get a chance to participate in and others don’t. Which of the following have you taken part in, in the past year? Please select yes or no for each.

SINGLE GRID

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes |  |  |
| 2 | No |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list (rows)** | **Scripting notes** | **Routing** |
| 1 | Attended a protest, rally or march |  |  |
| 2 | Donated to charity |  |  |
| 3 | Volunteered in my local community |  |  |
| 4 | Shared political content on social media |  |  |

**Further demographic questions**

INFO PAGE

Thank you – you’re almost at the end of the survey now. We’d just like to ask a few more questions to classify your responses in terms of demographics and your political views.

**D01.**

**Base: All respondents**

What is the highest level of education you have received? SINGLE RESPONSE, ORDERED

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Primary (up to age 11) |  |  |
| 2 | Secondary (up to 16) |  |  |
| 3 | Secondary/ college (up to 18) |  |  |
| 4 | Higher education - university or college (over 18) |  |  |
| 80 | Other |  |  |
| 87 | No education |  |  |

**D02.**

**Base: All respondents**

Which of the following best describes your current working status? SINGLE RESPONSE, ORDERED

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | I work full time (30 hours+ per week) |  |  |
| 2 | I work part time (8-29 hours per week) |  |  |
| 3 | I work part time (less than 8 hours per week) |  |  |
| 4 | I am unemployed/looking for a job |  |  |
| 5 | I am in full time education |  |  |
| 86 | Prefer not to say |  |  |

**D03.**

**Base: All respondents**

Have any of these happened to you or someone in your household since the national lockdown started on 23rd March 2020? MULTI RESPONSE, ORDERED

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Lost your job / made redundant |  |  |
| 2 | Furloughed from your job |  |  |
| 3 | Had a pay cut |  |  |
| 4 | Had another substantial loss of income (e.g. from self-employment or other activities) |  |  |
| 87 | None of the above | EXCLUSIVE |  |
| 86 | Prefer not to say | EXCLUSIVE |  |

**D04.**

**Base: All respondents**

Does anyone in your household have any long-standing illness, disability or infirmity that limits their normal day-to-day activities?

*By ‘long-standing’ we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time. Normal day-to-day activities include everyday things like eating, washing, walking and going shopping.*

SINLE RESPONSE, ORDERED

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes |  |  |
| 2 | No |  |  |
| 85 | Don’t know |  |  |
| 86 | Prefer not to say |  |  |

**D05.**

**Base: All respondents**

In politics, people sometimes talk of ‘left’ and ‘right’. Using a scale from 0 to 10, where 0 means left and 10 means right, where would you place yourself on this scale? SCALE QUESTION

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | 0 – Left |  |  |
| 2 | 1 |  |  |
| 3 | 2 |  |  |
| 4 | 3 |  |  |
| 5 | 4 |  |  |
| 6 | 5 |  |  |
| 7 | 6 |  |  |
| 8 | 7 |  |  |
| 9 | 8 |  |  |
| 10 | 9 |  |  |
| 11 | 10 – Right |  |  |

**D06.**

**Base: All respondents**

Generally speaking, would you say that most people can be trusted, or that you can’t be too careful in dealing with people? Please use a 0-10 scale where 0 is ‘you can’t be too careful’ and 10 is ‘most people can be trusted’.

SCALE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | 0 – You can’t be too careful |  |  |
| 2 | 1 |  |  |
| 3 | 2 |  |  |
| 4 | 3 |  |  |
| 5 | 4 |  |  |
| 6 | 5 |  |  |
| 7 | 6 |  |  |
| 8 | 7 |  |  |
| 9 | 8 |  |  |
| 10 | 9 |  |  |
| 11 | 10 – Most people can be trusted |  |  |

**D07.**

**Base: All respondents**

Generally speaking, would you say that you trust or distrust the UK government? Please use a 0-10 scale where 0 is ‘completely distrust’ and 10 is ‘completely trust’.

SCALE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | 0 – Completely distrust |  |  |
| 2 | 1 |  |  |
| 3 | 2 |  |  |
| 4 | 3 |  |  |
| 5 | 4 |  |  |
| 6 | 5 |  |  |
| 7 | 6 |  |  |
| 8 | 7 |  |  |
| 9 | 8 |  |  |
| 10 | 9 |  |  |
| 11 | 10 – Completely trust |  |  |

**D08.**

**Base: All respondents**

Here are two statements people sometimes make when discussing the environment and economic growth. Which of them comes closer to your own point of view? SINGLE RESPONSE, ORDERED

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs |  |  |
| 2 | Economic growth and creating jobs should be the top priority, even if the environment suffers to some extent |  |  |

**D09.**

**Base: All respondents**

Please can you provide your postcode?

PLEASE NOTE: Your postcode, like all the information you provide in this survey, will remain strictly confidential. This question is asked to understand location information on survey respondents collectively and will not be used to identify you individually in any way.

First, please type the first part of your postcode in the box below. By 'first part' we mean the 2 to 4 characters in front of the space, as illustrated below - in other words, all except the last 3 characters.

Now, please type the last three characters of your postcode in the box below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 86 | Prefer not to say |  |  |

SCRIPTING INSTRUCTION: SECOND PART OF POST CODE DOES NOT HAVE TO BE TYPED IN TO CONTINUE

INFO PAGE

Thank you, you have now reached the end of the survey.

END OF SURVEY