



National Survey: Climate Change in the Irish Mind 2021 Technical Report

The Environmental Protection Agency & The Yale Program in Climate Change Communication

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RESEARCH
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1. Research Background & Objectives

On behalf of the Environmental Protection Agency and the Yale Program in Climate Change Communication (YPCCC), Behaviour & Attitudes conducted a national survey on Irish attitudes to climate change.

This research comprised conducting a nationally representative survey to collect data on the Irish population to measure climate change beliefs, attitudes, policy preferences and behaviour for analysis by the YPCCC:

- The survey delivered a fresh, cross-sectional sample of Irish adults aged 18 years + of 4,000 completed interviews (with a pilot test of the survey with a sample of 30 completed interviews)

The Climate Change Survey was conducted by way of Computer Aided Telephone Interviewing (CATI) via a Random Digit Dialling (RDD) approach.

2. Pilot Survey

2.1 Pilot Survey

A pilot of 30 interviews was undertaken where the survey was tested live to ensure that participants understood all of the questions. Additional interviews were included in the pilot to validate calculations of the average interview time

Pilot Fieldwork: 11th to 17th of May

Pilot Average Interview length: 25.3 mins

Feedback from the interviewer team was provided to the study team and any changes in the questionnaire design were made.

The pilot interviews were not included in the final dataset.

There were three changes made to the questionnaire following the pilot.

The 3 updates following the pilot:

1. The question below was previously included as the third of the quota control questions at the start of the survey. It was replaced as follows (in blue)

<p>What is your current working status? READ OUT</p> <p>Which of the following best describes your current status?</p>	<ul style="list-style-type: none"> • Working - Full Time (30+ hours per week) • Working - Part Time (-29 hours per week) • Self-Employed • Unemployed • Home Duties/ Primary Carer • Retired • Student <ul style="list-style-type: none"> • <i>In paid employment</i> • <i>Not in paid employment</i> 	
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2. The full *current working status* question was then included in the classification section

- Inserted before question – ‘Are you yourself the chief wage earner in your household or not? That is, the person who contributes most money to the household income?’

<p>What is your current working status? READ OUT</p>	<ul style="list-style-type: none"> • Working - Full Time (30+ hours per week) • Working - Part Time (-29 hours per week) • Self-Employed • Unemployed • Home Duties/ Primary Carer • Retired • Student 	
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3. The following question appears in the final section of the main survey/ before the classification section. The codes were shortened:

Topic: Media Sources

<p>NEW. How often do you watch, listen to, or read content from the following?</p>	<p>Pilot Code Frame</p> <ul style="list-style-type: none"> • National TV or Radio • Local newspapers (print or online) • Local radio • Social media • Search engines • Podcasts • Blogs • Documentaries • Streaming services • Content from activists • Content from Celebrities/personalities • Newsletters <p>Main Study</p> <p><i>(Note to interviewers: please stress words in bold at codes 1 and 2 to emphasis distinction)</i></p> <p>Randomise</p> <ul style="list-style-type: none"> • National TV, Radio, Newspapers (print, online), • Local Radio, Newspapers (print, online) • Social media (podcasts, blogs/content celebrities/personalities/activists) • Streaming services (such as Netflix, Now, Disney +) 	<p>Response options for each:</p> <ul style="list-style-type: none"> • Never • Every few weeks • Once a week • Every few days • Almost every day • Several times a day <p>Many times a day</p>
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3. Main Fieldwork

3.1 Summary Overview

Main Fieldwork: 24th May to 29th of July

Average Int length: 24.6 minutes

The survey was conducted with a representative sample of the Irish population, aged 18 years and over.

There were 84,961 sample items called.

A sample size of 4,000 was achieved.

- A sample of 4,000 is statistically robust, with a plus or minus margin of error of 1.6% at a 95% confidence interval.

3.2 Random Digit Dialling CATI Approach

Respondents for the telephone survey were recruited using a random digit dial sample to ensure all households, including ex-directory, were covered.

In essence, this involves randomly generating a mix of mobile and landline numbers, 'cleaning' the generated mobile numbers to ensure they are live numbers, and proceeding to contact them for interview.

About 80% of this sample was accessed through mobile phones and 20% through landline.

Mobile numbers were randomly generated for all mobile providers in Ireland - (087, 086, 085, 083, 089 numbers).

A 3-digit randomly generated number was appended onto an existing real number.

Once mobile numbers were generated, a HLR (Home Location Register) check via Hlrlookup.com on the number was completed to ensure that it was a 'live' number. This helped to reduce time ringing 'not in service' numbers.

For the 20% of landline numbers, a list was used of all area codes for counties in Ireland.

The proportion of successful calls was aligned with regional breakdowns as per CSO.

Numbers were generated by appending a randomly generated number to an existing real block of digits.

3.3 Summary Call Outcomes

	Final Last Dial Call outcomes (including Pilot interviews)	% Final Call outcomes
Success	4030	5%
Busy	8120	10%
No answer	12807	15%
Answering machine	16263	19%
Appointment/Call Back	1913	2%
Business Number	548	0.65%
Mobile under 18	396	0.47%
Not in Service	3138	3.69%
Fax Modem	74	0.09%
Duplicate	2	0.00%
Long Distance	208	0.24%
Refused	37225	44%
Interview Abandoned	238	0.28%
Total	84961	100%

During the fieldwork period we noted an increase in non-responses and/or people being more hesitant around phone interviews due to a rise in 'scam' calls to the general public which received extensive coverage in the media at the time.

3.4 Quota Controlled Sampling

People under 18 were excluded from the survey.

B&A's Quota Controlled Sampling applies survey completion quotas to ensure representative samples of Irish individuals.

It was ensured that the sample is representative in demographic terms by quota controlling on the following specific criteria:

- Age: 18-35/35-54/ 55+
- Gender (Male/Female)
- Work status (at work/not at work)
- Region (Dublin; Rest of Leinster; Munster; Connacht/ Ulster)

Gender and age quotas were interlocked to ensure the correct number of interviews were conducted in each quota cell.

3.5 Weekly distribution of interviews

Weekly Tracking	Target	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8 +	Total Completes	% Completed	Target %
TOTAL COMPLETES	4000	607	423	412	563	496	347	348	804	4000	100%	100%
Male	1960	337	238	229	328	267	187	203	335	2124	53%	49%
16 to 34 year olds	560	96	70	68	84	72	58	45	106	599	15%	15%
35 to 54 year olds	760	134	102	63	156	110	71	90	134	860	21%	15%
55 + year olds	640	107	66	71	115	85	58	68	95	665	17%	10%
	0									0		0%
Female	2040	270	185	183	235	229	160	145	470	1876	47%	51%
16 to 34 year olds	564	88	62	56	63	66	43	36	147	561	14%	15%
35 to 54 year olds	784	103	67	77	82	91	64	56	167	707	18%	16%
55 + year olds	692	79	56	50	90	72	53	53	156	608	15%	11%
Region	4000	607	423	374	563	496	336	344	858	4000	100%	100%
Dublin	1160	215	152	122	175	154	104	130	257	1309	33%	29%
RoL	1080	154	113	72	193	141	85	86	208	1052	26%	27%
Munster	1080	146	89	104	130	113	92	79	185	937	23%	27%
Conn/Uls	680	92	69	76	103	88	55	49	170	702	18%	17%
Employment												
In Paid Employment	2320	395	305	276	373	353	221	257	554	2734	68%	58%
Not In Paid Employment	1680	212	118	136	190	143	96	121	250	1266	32%	42%

3.6 Average Interview Length

The average interview length for the main survey was 24.6 minutes

	Counts	Percentage
	4000	100.0%
Up to 10	13	0.3%
over 10 to 15	192	4.8%
over 15 to 20	1934	48.4%
over 20 to 25	1257	31.4%
over 25 to 30	330	8.3%
over 30 to 35	107	2.7%
over 35 to 40	26	0.7%
over 40 to 45	28	0.7%
over 45 to 50	16	0.4%
over 50 to 55	13	0.3%
over 55 to 60	13	0.3%
over 60	71	1.8%
Average Min	24.58	

3.7 Data Weighting

The weighting applied to the data set was in accordance with the specific criteria used for the quota controls and drawn from the latest national population statistics from the Central Statistics Office (CSO); primarily Census 2016.

- Age: 18-35/35-54/ 55+
- Gender (Male/Female)
- Work status (at work/not at work)
- Region (Dublin; Rest of Leinster; Munster; Connacht/ Ulster)

Demographic Group	Nat Weight%
Male 18-24	5.80%
Male 25-34	8.22%
Male 35-44	10.19%
Male 45-54	8.84%
Male 55-64	7.17%
Male 65+	8.79%
Female 18-24	5.61%
Female 25-34	8.52%
Female 35-44	10.70%
Female 45-54	8.92%
Female 55-64	7.33%
Female 65+	9.92%
Region	
DUBLIN	28.9%
REST OF LEINSTER	26.8%
MUNSTER	26.7%
CONN/ULS	17.6%
Area	
URBAN	66.03%
RURAL	33.97%
Work Status	
IN PAID EMPLOYMENT	57.8%
NOT IN PAID EMPLOYMENT	42.2%

The following demographic data was requested from respondents:

- age group
- gender
- region
- socio-economic status
- education
- ethnic, religious and cultural background
- Political affiliation.

4. Quality Controls

4.1 Quality Controls - Data Protection

Under GDPR guidelines, respondents were clearly informed that their participation in the survey was voluntary, that they were free to refuse to answer any particular question, to stop the interview at any point and to request that all data they provided to B&A be destroyed. Respondents were also reassured as to how their data would be used in an anonymised dataset. Under GDPR regulations, respondents can request their data (prior to anonymisation).

The deletion of all personally identifiable sample (phone numbers and names provided for backchecking) will occur 6 months after final fieldwork at the end of January 2022.

All exported data is anonymised. Any personally identifiable data can no longer be accessed by any of the interviewing team or CATI staff once quality control check are completed.

4.2 Quality Control - Interviewing: Summary Backchecking

Specific measures of quality were put in place for the purpose of training and briefing of interviewers, technical support hot-desk, backchecking and validation of survey response, piloting and refining the survey questionnaire, and on-going monitoring controls for the lifecycle of the survey.

At least 5% of all the telephone interviews were to be validated through backchecking.

- 259 backchecks were completed in total which is 6.48% of the total completes.

B&A's CATI Manager/Supervisor/Team Leader called 6% of the participants to check that the interview was done in accordance to ESOMAR and MRS codes. The backchecking script included 5 key questions:

1. Did you take part in a survey recently?
2. What was the central topic about?
3. Can I just confirm your age?
4. And which county are you based?
5. Finally was the interviewer polite and professional?