

# National Survey: Climate Change in the Irish Mind 2023 Wave 2 Technical Report

Environmental Protection Agency & the Yale Program in  
Climate Change Communication

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## 1. Research Background & Objectives

On behalf of the Environmental Protection Agency and the Yale Program in Climate Change Communication, Behaviour & Attitudes conducted in 2021 the first wave of a national survey on Irish attitudes to climate change: Climate Change in the Irish Mind (CCIM). This year, the study has been repeated to evaluate changes in the Irish population.

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.

Consistent with the previous wave, the 2023 survey delivered a fresh, cross-sectional sample of Irish adults aged 18 years+ achieving a nationally representative sample of 1,330 interviews.

The same methodology has been used for the second wave, namely the interviews for both waves of the CCIM have been 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 25 interviews was undertaken where the survey was tested live to ensure that participants understood all of the questions. The pilot interviews have not been included in the final sample.

**Pilot Fieldwork:** 21<sup>st</sup> to 23<sup>rd</sup> of August

**Pilot Average Interview length:** 26.4 mins

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

**The 3 updates following the pilot:**

- Question 41 on differentiation between weather and climate was removed.

<b>Topic: Climate literacy</b>	
<b>Sub topic: Differentiating between Weather and Climate</b>	
<b>Details</b>	<b>Answer options</b>
41. To the best of your knowledge are each of the following statements Definitely true, Probably true, Probably false, Definitely false, or you do not know?  (order of items randomized)	
• Weather often changes from one year to the next.	Definitely true
• Climate means the average weather conditions in a region over time.	Probably true
• The climate changes dramatically from one year to the next.	Probably false
• Climate and weather mean pretty much the same thing.	Definitely false
	Don't know

- The introduction to Q.38 assessing the understanding of the greenhouse effect was reduced eliminating the text reported below:

The aim is to gain an insight into the levels of understanding of these topics in the Irish population.

Some questions will be a simple yes or no answer, and some questions will ask how true or false you think a statement is.

- In the classification section, four questions were removed. Namely:

Including yourself, how many adults or children aged 15 or over live in the Household? valid numbers 1 to 12 ( <i>must be between 1 and 12</i> )	[OPEN END Numeric]
How many children aged under 15 live in the household? valid numbers 0 to 12 ( <i>must be between 0 and 12</i> )	[OPEN END Numeric]
<b>C.13.</b> Were you born in Ireland?	Yes No
[ASK IF <b>C.13</b> = "No"] In which of these regions were you born?	Northern Ireland UK Europe (excl. UK/NI) Asia Africa North America South America Australia/ New Zealand

### 3. Main Fieldwork

#### 3.1 Summary Overview

Main Fieldwork: 30<sup>th</sup> August to 6<sup>th</sup> October 2023

Main Average Int length: 25.8 minutes

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

There were 22,862 sample items called.

A sample size of 1,330 was achieved.

- A 95% confidence level of population size 4,761,865 (2016 - CSO population), with a margin of error of 3%, requires a sample size of 1,067. Therefore, the sample achieved of 1,330 interviews is statistically robust (with a plus or minus margin of error of 3% at a 95% confidence interval).

#### 3.2 Summary Overview

**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 Overview

	Final Last Dial Call outcomes (including Pilot interviews)	% Final Outcomes
Success	1355	5.93%
Busy	1503	6.57%
No answer	4899	21.43%
Answering machine	7282	31.85%
Appointment/Call Back	944	4.13%

Screen out (under 18)	5	0.02%
Business Number	277	1.21%
Mobile under 18	121	0.53%
Not in Service	302	1.32%
Fax Modem	11	0.05%
Duplicate	2	0.01%
Long Distance	51	0.22%
Do not Disturb	115	0.50%
Refused	5934	25.96%
Interview Abandoned	61	0.27%
<b>Total</b>	<b>22862</b>	<b>100%</b>

### 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 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	Total Completes	% Completed	Target %
<b>TOTAL COMPLETES</b>	<b>1250</b>	<b>13</b>	<b>318</b>	<b>321</b>	<b>258</b>	<b>292</b>	<b>128</b>	<b>1330</b>	<b>106.40%</b>	<b>100.00%</b>
<b>Male</b>	<b>613</b>	<b>8</b>	<b>181</b>	<b>186</b>	<b>141</b>	<b>146</b>	<b>62</b>	<b>724</b>	<b>118.11%</b>	<b>49.04%</b>
<b>18 to 34 year olds</b>	<b>184</b>	<b>1</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>50</b>	<b>48</b>	<b>177</b>	<b>96.20%</b>	<b>14.72%</b>
<b>35 to 49 year olds</b>	<b>184</b>	<b>6</b>	<b>38</b>	<b>50</b>	<b>62</b>	<b>60</b>	<b>8</b>	<b>224</b>	<b>121.74%</b>	<b>14.72%</b>
<b>50 to 75 year olds</b>	<b>209</b>	<b>1</b>	<b>104</b>	<b>88</b>	<b>42</b>	<b>15</b>	<b>3</b>	<b>253</b>	<b>121.05%</b>	<b>16.72%</b>
<b>75+</b>	<b>36</b>	<b>0</b>	<b>15</b>	<b>18</b>	<b>13</b>	<b>21</b>	<b>3</b>	<b>70</b>	<b>194.44%</b>	<b>2.88%</b>

<b>Female</b>	<b>637</b>	<b>5</b>	<b>137</b>	<b>135</b>	<b>117</b>	<b>146</b>	<b>66</b>	<b>606</b>	<b>95.13%</b>	<b>50.96%</b>
<b>18 to 34 year olds</b>	191	0	25	17	27	53	38	<b>160</b>	<b>83.77%</b>	<b>15.28%</b>
<b>35 to 49 year olds</b>	191	3	32	36	36	51	16	<b>174</b>	<b>91.10%</b>	<b>15.28%</b>
<b>50 to 75 year olds</b>	211	2	66	72	42	26	10	<b>218</b>	<b>103.32%</b>	<b>16.88%</b>
<b>75+</b>	44	0	14	10	12	16	2	<b>54</b>	<b>122.73%</b>	<b>3.52%</b>
<b>Region</b>	<b>1250</b>	<b>13</b>	<b>318</b>	<b>321</b>	<b>258</b>	<b>292</b>	<b>128</b>	<b>1330</b>	<b>106.40%</b>	<b>100.00%</b>
<b>Dublin</b>	363	3	89	90	77	89	47	<b>395</b>	<b>108.82%</b>	<b>29.04%</b>
<b>RoL</b>	338	3	93	82	68	81	35	<b>362</b>	<b>107.10%</b>	<b>27.04%</b>
<b>Munster</b>	337	3	77	87	65	62	28	<b>322</b>	<b>95.55%</b>	<b>26.96%</b>
<b>Conn/Uls</b>	212	4	59	62	48	60	18	<b>251</b>	<b>118.40%</b>	<b>16.96%</b>
<b>Employment</b>										
<b>In Paid Employment</b>	725	12	188	192	141	195	89	<b>817</b>	<b>112.69%</b>	<b>58.00%</b>
<b>Not In Paid Employment</b>	525	1	130	129	117	97	39	<b>513</b>	<b>97.71%</b>	<b>42.00%</b>

### 3.6 Average Interview Length

The average interview length for the main survey was 25.8 minutes

	<b>Counts</b>	<b>Percentage</b>
<b>over 10 to 15</b>	1	0.08%
<b>over 15 to 20</b>	58	4.36%
<b>over 20 to 25</b>	620	46.62%
<b>over 25 to 30</b>	473	35.56%
<b>over 30 to 35</b>	124	9.32%
<b>over 35 to 40</b>	30	2.26%
<b>over 40 to 45</b>	13	0.98%
<b>over 45 to 50</b>	5	0.38%
<b>over 50 to 55</b>	2	0.15%
<b>over 55 to 60</b>	1	0.08%
<b>over 60</b>	3	0.23%
<b>Average Min</b>	25.87	

### 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 & 2022 (where available) and Labour Force Survey (LFS) 2023.

- 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	5.85%
Male 25-34	7.94%
Male 35-44	9.88%
Male 45-54	8.94%
Male 55-64	7.26%
Male 65+	9.12%
Female 18-24	5.64%
Female 25-34	8.05%
Female 35-44	10.51%
Female 45-54	9.07%
Female 55-64	7.45%
Female 65+	10.28%
<b>Region</b>	
DUBLIN	28.09%
REST OF LEINSTER	26.53%
MUNSTER	26.87%
CONN/ULS	17.51%
<b>Area</b>	
URBAN	66.03%
RURAL	33.97%
<b>Work Status</b>	
IN PAID EMPLOYMENT	62.8%
NOT IN PAID EMPLOYMENT	37.2%

The following demographic data was collected from all respondents:

- age group
- gender
- region
- socio-economic status
- education



## 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.

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

At least 5% of all the telephone interviews were to be validated by listening to a random 5 consecutive questions while the interview was in progress. 122 of these validations were completed, or 9.17% of the 1,300 completed Interviews.

A further 15 interviews (1.13%) were observed by one of our CATI Supervisors. This involved listening to the interview from start to finish and providing feedback to the interviewer following completion of the survey.

So in total 10.3% of interviews were verified by one method of quality control.