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Public Dialogue on Climate Adaptation: Annex A

For Defra/Sciencewise

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Methodology

Sampling

To address the research aims and objectives of the public dialogue, Ipsos UK and the University of Leeds adopted robust approach that enabled participants to understand climate adaptation as a concept in their local area, so that principles and guidance produced from the dialogue will be well-grounded.

Following the completion of a literature review conducted by University of Leeds (see **Annex C**), and engagement with stakeholders to inform the design of materials and the workshops themselves (for details on the Oversight Group's members see **Annex B**, for the stimulus materials and discussion guides used in workshops, see **Annex D**), sample design was underpinned around the following key climate hazards for England:

- Flooding (coastal, river and surface water)

- Coastal erosion

- Overheating

- Water stress

- Storminess (nationally, rather than for specific geographic areas)

In order to facilitate a more grounded understanding of climate adaptation amongst participants, a place-based sampling approach was used. The team recruited four place-based cohorts of **30 people (120 total**), using the below sampling matrix to reflect the demographics of the local population. A total of **112 participants** attended Workshop 1. Over the course of the dialogue, some participants dropped out, meaning that **107** participated in the final place-based workshops before the national summit.

All workshops (including the summit) took place between 6 – 9pm via Zoom. Participants were paid an incentive to attend all six workshops and the final summit.

Cohort 1: Greater Manchester

Cohort 1 is intended largely to focus on flooding impacts, though also overheating and storms.

Criteria	Representative (%)	Target for cohort (30)	Quota in Workshop 1
Total participants:			**26**
Gender (source: **ONS estimate mid 2020** - England only)			
Female	50.6	14	10
Male	49.4	14	15
Other/non-binary/prefer not to say	N/A	2	1
Age (source: **ONS estimate mid 2020** - England only)			
18-29	21.5	6	4
30-44	24.1	7	8

45-64	31.7	9	7
65+	22.8	7	7
Ethnicity (source: **ONS census 2011**)			
White	87	18	16
BAME (options on registration include: mixed or multiple; Black or African or Caribbean or Black British; Asian or Asian British, Other)	13	12	10
Geography (source: **GMCA** **Strategic Framework**)			
Salford, Manchester, Trafford, Wigan, Bolton, Rochdale, Stockport, Tameside, Bury, Oldham	Proportionate mix across local authorities i.e. 2-3 people per LA		21
Rural location	Minimum quota: 5		7
Occupation (**Source**: ONS / **Nomis**) *Annual Population Survey - Employment by occupation* (September, 2020)			
Professional occupation or technician	29.4	8	9
Service occupation	15.5	4	7
Skilled trade	6.0	2	1
Operator or elementary occupation	9.8	2	3
Not in the labour force - Retired	39.3	11 (ensuring a good mix across all three)	6
Not in the labour force – Other (e.g. carers, volunteers, unemployed)			-
Student			-
Experience of climate change impacts *Has your day-to-day life ever been disrupted by changing weather conditions? E.g. flooding, storms, heatwaves*			
My home has been impacted	Minimum quota of 5 across these answers, preference for 10 with a mix of experiences		22 (good mix)
My access to school/work/services has been impacted			
My friends or family have been impacted			
I have not been personally impacted			4
Index of Multiple Deprivation, via postcode			
IMD 1-3	30	12	Good mix
IMD 4-10	70	18	

Cohort 2: Inner London

Cohort 2 is intended to largely focus on overheating and heatwaves, though also drought, flooding, and storms.

Criteria	Representative (%)	Target for cohort (30)	Quota in Workshop 1

Total participants:			29
Gender (source: **ONS estimate mid 2020** - England only)			
Female	50.6	14	13
Male	49.4	14	15
Other/non-binary/prefer not to say	N/A	2	1
Age (source: **ONS estimate mid 2020** - England only)			
18-29	21.5	6	5
30-44	24.1	7	10
45-64	31.7	9	7
65+	22.8	7	7
Ethnicity (source: **ONS census 2011**)			
White	87	18	18
BAME (options on registration include: mixed or multiple; Black or African or Caribbean or Black British; Asian or Asian British, Other)	13	12	11
Geography			
Camden, Islington, Hackney, Newham, Tower Hamlets, City of London, Westminster, Kensington and Chelsea, Hammersmith and Fulham, Wandsworth, Lambeth, Southwark, Lewisham, Greenwich	Proportionate mix across local authorities i.e. 2 people per LA		Representative mix for all LAs, except for Tower Hamlets (0 participants)
Occupation (**Source**: **ONS** / **Nomis**) *Annual Population Survey - Employment by occupation* (September, 2020)			
Professional occupation or technician	29.4	8	7
Service occupation	15.5	4	5
Skilled trade	6.0	2	4
Operator or elementary occupation	9.8	2	2
Not in the labour force - Retired	39.3	11 (ensuring a good mix across all three)	11 (good mix)
Not in the labour force – Other (e.g. carers, volunteers, unemployed)			
Student			
Experience of climate change impacts *Has your day-to-day life ever been disrupted by changing weather conditions? E.g. flooding, storms, heatwaves*			
My home has been impacted	Minimum quota of 5 across these answers, preference for 10 with a mix of experiences		27 (good mix)
My access to school/work/services has been impacted			
My friends or family have been impacted			
I have not been personally impacted			2

Index of Multiple Deprivation, via postcode			
IMD 1-3	30	12	Good mix
IMD 4-10	70	18	

Cohort 3: Dartmoor and Exmoor

The intention for this cohort is to capture the perspective of those living closer to an area that is classed as the countryside, i.e. has a different perspective on wildlife to other areas. We expect the focus here to be across flooding, overheating/wildfire, wildlife and storms. Note the ethnicity quotas are more relaxed.

Criteria	Representative (%)	Target for cohort (30)	Quota in Workshop 1
Total participants:			**31**
Gender (source: **ONS estimate mid 2020** - England only)			
Female	50.6	14	13
Male	49.4	14	18
Other/non-binary/prefer not to say	N/A	2	-
Age (source: **ONS estimate mid 2020** - England only)			
18-29	21.5	6	8
30-44	24.1	7	10
45-64	31.7	9	8
65+	22.8	7	5
Ethnicity (source: **ONS census 2011**)			
White	87	16	30
BAME (options on registration include: mixed or multiple; Black or African or Caribbean or Black British; Asian or Asian British, Other)	13	8	1
Geography			
Devon and Somerset	Minimum quota: 15, with a spread across the areas		15 (good mix)
Dartmoor and Exmoor	Minimum quota: 15, with a spread across the areas		16 (good mix)
Occupation (**Source**: **ONS** / **Nomis**) *Annual Population Survey - Employment by occupation* (September, 2020)			
Professional occupation or technician	29.4	8	16
Service occupation	15.5	4	3
Skilled trade	6.0	2	1
Operator or elementary occupation	9.8	2	5
Not in the labour force - Retired	39.3		6 (mix between

Not in the labour force – Other (e.g. carers, volunteers, unemployed)		11 (ensuring a good mix across all three)	retired and student)
Student			

Experience of climate change impacts *Has your day-to-day life ever been disrupted by changing weather conditions? E.g. flooding, storms, heatwaves*		
My home has been impacted	Minimum quota of 5 across these answers, preference for 10 with a mix of experiences	29 (good mix)
My access to school/work/services has been impacted		
My friends or family have been impacted		
I have not been personally impacted		2

Index of Multiple Deprivation, via postcode			
IMD 1-3	30	12	Good mix
IMD 4-10	70	18	

Cohort 4: Hull and East Riding

The intention of this cohort is to focus on coastal erosion and flooding, although also overheating and storms. Note the ethnicity quotas are more relaxed.

Criteria	Representative (%)	Target for cohort (30)	Quota in Workshop 1
Total participants:			**28**
Gender (source: **ONS estimate mid 2020** - England only)			
Female	50.6	14	10
Male	49.4	14	18
Other/non-binary/prefer not to say	N/A	2	-
Age (source: **ONS estimate mid 2020** - England only)			
18-29	21.5	6	7
30-44	24.1	7	8
45-64	31.7	9	7
65+	22.8	7	6
Ethnicity (source: **ONS census 2011**)			
White	87	16	26
BAME (options on registration include: mixed or multiple; Black or African or Caribbean or Black British; Asian or Asian British, Other)	13	8	2 (inc. white Polish)

Geography		
Hull, Scarborough, East Riding	Proportionate mix across local authorities i.e. 8-10 people per LA	8-10 per LA
Occupation (**Source**: **ONS** / **Nomis**) *Annual Population Survey - Employment by occupation* (September, 2020)		
Professional occupation or technician	29.4	8	8
Service occupation	15.5	4	6
Skilled trade	6.0	2	3
Operator or elementary occupation	9.8	2	3
Not in the labour force - Retired Not in the labour force – Other (e.g. carers, volunteers, unemployed) Student	39.3	11 (ensuring a good mix across all three)	7 (mix)
Experience of climate change impacts *Has your day-to-day life ever been disrupted by changing weather conditions? E.g. flooding, storms, heatwaves*		
My home has been impacted My access to school/work/services has been impacted My friends or family have been impacted	Minimum quota of 5 across these answers, preference for 10 with a mix of experiences	28 (good mix)
I have not been personally impacted		-
Index of Multiple Deprivation, via postcode		
IMD 1-3	30	12	Good mix
IMD 4-10	70	18	

Summit

Following six place-based Workshops, 30 participants were recruited for the Summit, which took place on 20th April 2022. The Summit recruited 7 or 8 participants from each place-based cohort, based on workshop attendance and the following quotas.

Criteria	Representative (%)	Target for Summit (30)	Quota for Summit
Total participants:		**30**	**28**
Gender (source: **ONS estimate mid 2020** - England only)			
Female	50.6	15	15
Male	49.4	15	13
Other/non-binary/prefer not to say	N/A	N/A	-
Age (source: **ONS estimate mid 2020** - England only)			
18-29	21.5	7	7

30-44	24.1	7	8
45-64	31.7	9	6
65+	22.8	7	9
Ethnicity (source: **ONS census 2011**)			
White	87	18	19
BAME (options on registration include: mixed or multiple; Black or African or Caribbean or Black British; Asian or Asian British, Other)	13	12	9
Geography			
Greater Manchester (Cohort 1)	6 – 8		7
Inner London (Cohort 2)	6 – 8		7
Dartmoor and Exmoor (Cohort 3)	6 – 8		6
Hull and East Riding (Cohort 4)	6 – 8		8
Occupation (**Source**: **ONS** / **Nomis**) *Annual Population Survey - Employment by occupation* (September, 2020)			
Professional occupation or technician	29.4	9	8
Service occupation	15.5	5	4
Skilled trade	6.0	3	6
Operator or elementary occupation	9.8	4	3
Not in the labour force - Retired	39.3	5	7 (good mix)
Not in the labour force – Other (e.g. carers, volunteers, unemployed)	6.0	2	7 (good mix)
Student	9.8	2	7 (good mix)
Index of Multiple Deprivation, via postcode			
IMD 1-3	12		Good mix
IMD 4-10	18		Good mix
SEG – Target was for a good mix			Good mix

Our standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.

ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation.

Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.

ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.

ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.

The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.

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This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

Fair Data

Ipsos is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

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