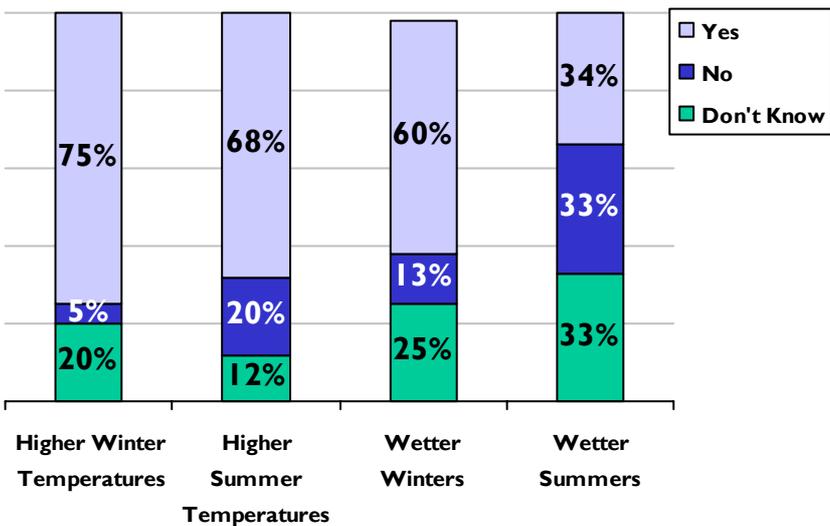


Guidance

Title: Awareness Surveys in West Sussex																											
Keywords: Awareness; language; qualitative; quantitative; representation																											
Audience: Communications Officers; Climate Change Projects																											
Messages in the ESPACE strategy to which the guidance applies:	1.	2.	3.X	4.	5.	6.	7.																				
	8.	9.	10.	11.	12.	13.	14.																				
<p>Sentences linking the guidance to relevant strategy messages:</p> <p>3. In order to undertake any awareness raising activities, it is important to understand current levels of awareness against which successes can be measured.</p>																											
<p>Overview:</p> <p>The purpose of the awareness survey was to gain an insight into the awareness of the population of climate change. The initial qualitative stage gives an insight in to the language used and understood in relation to the topic. This feeds in to all further work in raising awareness. Repeating this process in Belgium also gives a transnational perspective.</p>																											
<p>Photo/diagram/map:</p> <p>The climate change survey investigated what proportion of people perceived that temperatures and rainfall have changed in the last 10 years</p>  <table border="1"> <caption>Survey Results: Proportion of people perceiving changes in the last 10 years</caption> <thead> <tr> <th>Change</th> <th>Yes</th> <th>No</th> <th>Don't Know</th> </tr> </thead> <tbody> <tr> <td>Higher Winter Temperatures</td> <td>75%</td> <td>5%</td> <td>20%</td> </tr> <tr> <td>Higher Summer Temperatures</td> <td>68%</td> <td>20%</td> <td>12%</td> </tr> <tr> <td>Wetter Winters</td> <td>60%</td> <td>13%</td> <td>25%</td> </tr> <tr> <td>Wetter Summers</td> <td>34%</td> <td>33%</td> <td>33%</td> </tr> </tbody> </table>								Change	Yes	No	Don't Know	Higher Winter Temperatures	75%	5%	20%	Higher Summer Temperatures	68%	20%	12%	Wetter Winters	60%	13%	25%	Wetter Summers	34%	33%	33%
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Description:

Language is often a big barrier to effective communication. To enable the successful delivery of an awareness raising campaign, it is important to ensure that the use of language is addressed at a very early stage. We commissioned a market research company to run a series of qualitative “focus groups” and in-depth interviews. These groups were comprised of a range of people representing different sectors of the population. The aims of this qualitative phase were:

- To provide insight into the issues surrounding the phrase “climate change” and the actual phenomenon itself
- To provide guidance on the quantitative phase of the research: to suggest what should be asked and how
- Using the same techniques in Belgium highlighted slight differences in understanding of the language used and the need for future work to recognise transnational differentiation.

The results of these early discussion groups have directed the development of further quantitative research and awareness raising work.

Once the language barriers have been overcome it is then important to understand the feelings of the wider community. To achieve this, a quantitative survey is required. This should rely and build heavily on the results of the qualitative survey. Using language that is understood will mean that the results from a qualitative questionnaire are more reliable. In logistical terms, the backbone of the research was quantitative. Two large-scale surveys of c. 1,500 residents - mainly face-to-face interviews, with some telephone interviewing in addition were conducted. The first of these was undertaken in May 2004, and the second in late summer 2006. Face-to-face interviews were chosen as this is a much more reliable way of communication. The size of the survey population also ensures statistical significance of the results.

The Example was constructed to represent the urban, rural, coastal, and business communities. In addition, age, gender, socio-economic, disabled, employment status and other relevant analysis breaks were used to highlight the differences in perception, awareness and attitude within sub-sectors of the community within the County, thereby identifying gaps and providing pointers as to how climate change communications can best be planned.

Author: West Sussex County Council

Further information:

WSSC Community Awareness Survey results 2004
 WSSC Community Awareness Survey results 2007
 Presentation of 2007 questionnaire results and analysis