

34 Do you have any additional comments?
For example, suggestions on how responses could be improved, comments or ideas about information and advice on preparing for floods or actions to take during a flood, or how this information should be communicated.

Thank you very much for taking the time to complete the survey.
Please return the questionnaire in the FREEPOST envelope supplied before Wednesday 15th September.



**The Office of Public Works & University College Dublin
Understanding Uncertainty and Risk in Flood Communication**

INTRODUCTION

University College Dublin has been commissioned by the Office of Public Works to do research that will improve flood risk planning and responses to flood warnings. Our work in Wexford is part of a larger European research project called 'URflood', aimed at providing guidance on good practice in flood communications.

The aim of this questionnaire is to determine how information about flooding and warnings about floods are received and used. This questionnaire is not just for people who have been flooded: we are interested in everybody's views. It should take 10 to 15 minutes to complete.

We believe your experience and opinion are important. It would be greatly appreciated if you could spare the time to complete this questionnaire. **Full confidentiality for individual responses is assured.**

Please send your completed questionnaire back in the addressed envelope to Ms Róisín Bradford **no later than Wednesday the 15th September**. This is a freepost envelope and no stamp is necessary. If you require additional information, or have any questions, you can also contact Róisín on (01) 7163210, or e-mail Róisín at roisin.bradford@ucd.ie.

Thank you for your help. We really appreciate your participation.



FLOOD EXPERIENCE AND PREPARING FOR FLOODS

If you are a small business owner please tick here
 You can also use this questionnaire, just fill it in for your business property rather than your home.

1 Do you think you currently live in a flood risk area?
Please tick one response only

Yes	
Probably	
No	
Don't know	

2 Have you been affected by flooding in your current place of residence? **Please tick one response only**

Yes		Please continue to Question 3
No		Please go to Question 7

3 When did these floods occur? **Please identify events that you remember**

Month	Year

4 What do you think was the source or cause of the last major flood you experienced? **Please tick all that apply**

Flooding due to intense rainfall	
Flooding from rivers	
Coastal flooding	
Overflow of drains	
Flood defence breach	
Groundwater flooding	
Other (Please specify ↓)	

5 What was the extent of flooding to your home? **Please tick all that apply**

Flooded garden	
Flooded basement	
Walls or floor got wet	
Floor level appliances/machines got wet	
Valuables spoiled	
Power failure, telephone, TV or radio connections cut off;	
Drinking water affected	
Illness/injury of household member	
Other (Please specify ↓)	

31 What best describes your employment status?

Employed full-time	
Employed part-time	
Self-employed	
Unemployed	
Retired	
Homemaker	
Studying / training	
Other:	

32 What is your highest level of education?

Primary education	
Secondary education	
Third level education or higher	

After we have analysed the questionnaire returns, UCD will be organising a series of Focus Groups to discuss specific issues in the area of flood risk communication. These will take place early in 2011.

33 Would you be willing to attend a Focus Group discussion? **Please tick one response only**

Yes		Please continue with Question 33(a)
No		Please go to Question 34

33(a) Please fill this in if you are interested in participating in a small group discussion. **Please note your details will only be used for the purpose of arranging focus groups**

Name	
Address	
Telephone(s)	
Email	

ADDITIONAL INFORMATION

25 How long have you lived in your current residence?

	Years
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26 What type of building do you live in? **Please tick one response only**

Bungalow	
Detached house	
Semi-detached house	
Terraced house	
Flat/Apartment	
Other (Please specify ↓)	

27 What is the ownership of your residence?

Owner-occupied	
Rented	
Other (Please specify ↓)	

28 What is your gender?

Male	
Female	

29 Is English your first language?

Yes	
No	

29(a) If English is **not** your first language, how fluent are you in English?

Very fluent	
Somewhat fluent	
Intermediate	
Beginner	

30 Which age group are you in?

Under 25 years	
25 to 34 years	
35 to 44 years	
45 to 54 years	
55 to 64 years	
65 years and over	

6 Did you receive any warning before the flooding occurred? **Please tick one response only**

Yes		Please continue to Question 6(a)
No		Please go to Question 7

6(a) How was this warning communicated? **Please tick all that apply**

Met Éireann Severe Weather Warning	
TV/Radio warnings	
Door-to-door communication from official source	
Leaflet drop from Local Authority (County Council)	
Loudhailers	
Other (Please specify ↓)	

6(b) How much warning did you receive that a flood was likely to happen? **Please tick one response only**

Less than half an hour	
Half an hour to 2 hours	
2 hours to 6 hours	
More than 6 hours (Please specify ↓)	

6(c) Was this enough time to take action? **Please tick one response only**

Yes		Please continue to Question 6(d)
No		Please go to Question 7

6(d) What actions did you take? **Please tick all that apply**

Moved items of sentimental value		Prepared for loss of power (candles/torches)	
Moved or protected costly items (e.g. fridge, furniture)		Moved myself and others to a safe place, (e.g. upstairs)	
Blocked doorways/airbricks		Moved pets/livestock to a safe place	
Put sandbags, flood-boards or flood-gates in place		Moved car(s) to a safe place	
Switched off gas/electricity		Helped neighbours	
Blocked toilets		Evacuated property	
Watched the water levels		Contacted County Council for assistance	
Collected clothing, food, water, medication		Contacted Emergency Services for assistance	
Listened to TV/radio for more information		Other (Please specify ↓)	
Contacted friends/family for advice			

PREPARING FOR FLOODS

7 How prepared would you be if your home was flooded today? **Please tick one response only**

← Preparation →

Not at all prepared	Not very prepared	Don't know	Slightly prepared	Very well prepared

8 What actions do you think you might do *to prepare* for a coming flood, if you received warning of a flood likely to affect your property? **Please tick all that apply**

Move items of sentimental value		Move myself and others to a safe place (e.g. upstairs)	
Move or protect costly items (e.g. fridge, furniture)		Prepare for loss of power (candles/torches)	
Block doorways/airbricks		Move pets/livestock to a safe place	
Put sandbags, flood-boards or flood-gates in place		Move cars to a safe place	
Switch off gas/electricity		Help neighbours	
Block toilets		Evacuate property	
Watch the water levels		Contact County Council for assistance	
Collect clothing, food, water, medication		Contact Emergency Services for assistance	
Listen to TV/radio for more information		Other (Please specify ↓)	
Contact friends/family for advice			

FEELINGS ABOUT FLOOD WARNINGS

If we are to heed a message, it is important that we trust the source and believe the message to be important and relevant. We are interested to know your feelings about potential sources of flood information and the reliability of this information.

9 How much do you *trust* the following organisations, in general? **Please tick one response only in each row**

← Trust →

	Do not trust at all	Slightly distrust	Neither trust nor distrust	Trust somewhat	Trust completely
Local Authority (County Council)					
Office of Public Works (OPW)					
Department of Environment, Heritage and Local Government					
Emergency services (Gardaí, fire services, HSE etc)					
Met Éireann					

UNCERTAINTY AND RISK

Scientists and meteorologists try hard to predict where and when floods will happen, and how bad they will be. Unfortunately this is not an exact science and there is usually some uncertainty associated with predictions. This makes the job of communicating the predictions more challenging. To help with this, we would like to know how some terms used to convey uncertainty are generally understood.

21 Big floods can be described by the following four terms. Do you understand the following four terms? **Please tick one response only**

	Understand	Don't Understand
A 100 year flood		
A 1 in 100 flood		
A flood with a 1% annual exceedance probability		
A flood with a 1 in 100 chance of being equalled or exceeded every year		

22 Which of the four terms do you prefer? **Please tick one response only**

A 100 year flood	
A 1 in 100 flood	
A flood with a 1% annual exceedance probability	
A flood with a 1 in 100 chance of being equalled or exceeded every year	

23 If the following floods were to happen today, when do you think they would happen again? **Please tick one response only in each row**

	Will happen in 100 years time	Could happen any time
A 100 year flood		
A 1 in 100 flood		
A flood with a 1% annual exceedance probability		
A flood with a 1 in 100 chance of being equalled or exceeded every year		

24 Please indicate whether you agree or disagree with these five statements. **Please tick one response only in each row**

← Agree →

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
I understand talk about probabilities					
I understand how risk is assessed					
It would be good to have more information about uncertainty in flood warnings					
We get enough information about preparing for floods					
We get enough warning about impending floods					
Messages from authorities use too much technical jargon					

19 In general, do you think that agencies are open to listening to comments from the public? **Please tick one response only**

Yes	No	Don't know

20 It is important that agencies understand how you process and interpret information. Each of us learns through a particular style. We wish to identify the learning style most appropriate to you. **Please place a tick to the right of the answer that most describes you in each row.**

When I operate new equipment, I generally...	read instructions first	<input type="checkbox"/>	listen to an explanation	<input type="checkbox"/>	have a go	<input type="checkbox"/>
When I need directions for travelling, I usually....	look at a map	<input type="checkbox"/>	ask for spoken directions	<input type="checkbox"/>	follow my nose and maybe use a compass	<input type="checkbox"/>
When I cook a new dish, I like to...	follow a written recipe	<input type="checkbox"/>	call a friend for explanation	<input type="checkbox"/>	follow my instinct, tasting as I cook	<input type="checkbox"/>
When I teach someone something new, I tend to...	write instructions	<input type="checkbox"/>	explain verbally	<input type="checkbox"/>	demonstrate and let them have a go	<input type="checkbox"/>
I tend to say...	I see what you mean	<input type="checkbox"/>	I hear what you are saying	<input type="checkbox"/>	I know how you feel	<input type="checkbox"/>
I tend to say...	watch how I do it	<input type="checkbox"/>	listen to me explain	<input type="checkbox"/>	you have a go	<input type="checkbox"/>
I tend to say...	show me	<input type="checkbox"/>	tell me	<input type="checkbox"/>	let me try	<input type="checkbox"/>
If I have to complain about faulty goods, I would usually...	write a letter	<input type="checkbox"/>	phone	<input type="checkbox"/>	send or take it back to the store	<input type="checkbox"/>
In my spare time, I most enjoy...	museums and galleries	<input type="checkbox"/>	music and conversation	<input type="checkbox"/>	playing sport or DIY	<input type="checkbox"/>
When I buy gifts, I usually buy...	books	<input type="checkbox"/>	music	<input type="checkbox"/>	tools and gadgets	<input type="checkbox"/>
When I am shopping for clothes, I tend to...	imagine what they would look like on	<input type="checkbox"/>	discuss them with shop staff	<input type="checkbox"/>	try on and test	<input type="checkbox"/>
When I am choosing a holiday, I usually...	read the brochures	<input type="checkbox"/>	listen to recommendations	<input type="checkbox"/>	imagine the experience	<input type="checkbox"/>
If I was buying a new car, I would...	read the reviews	<input type="checkbox"/>	discuss with friends	<input type="checkbox"/>	test-drive what I fancy	<input type="checkbox"/>

10 Warnings about impending floods are likely to come from a public agency or the emergency services or passed on via other sources such as the media, or friends and family.

How *reliable* to you think a flood warning from the following sources would be? **Please tick one response only in each row**

← Reliability →

	Very unreliable	Unreliable	Neither reliable nor unreliable	Reliable	Very reliable
Local Authority (County Council)					
Office of Public Works (OPW)					
Department of Environment, Heritage and Local Government					
Emergency services (Gardaí, fire services, HSE etc)					
Met Éireann					
Friends and family					

11 If you heard of an impending flood in your area, who would you tell? **Please tick all that apply**

Local Authority (County Council)	<input type="checkbox"/>
Office of Public Works	<input type="checkbox"/>
Department of Environment, Heritage and Local Government	<input type="checkbox"/>
Emergency services (Gardaí, fire services, HSE etc.)	<input type="checkbox"/>
Neighbours	<input type="checkbox"/>
Family and Friends	<input type="checkbox"/>
Nobody	<input type="checkbox"/>
Other (Please specify ↓)	<input type="checkbox"/>

FLOOD INFORMATION

12 Are you aware of the Office of Public Works “Plan, Prepare, Protect” campaign in relation to preparing for flooding? **Please tick one response only**

Yes	<input type="checkbox"/>	Please continue with Question 12(a)
No	<input type="checkbox"/>	Please go to Question 13

12(a) How helpful did you find the information provided? **Please tick one response only**

← Helpfulness →

Not at all helpful	Not very helpful	Neither helpful nor unhelpful	Helpful	Very helpful

12(b) If you did **not** find the “Plan, Prepare, Protect” campaign mentioned above helpful, Please state why:

13 Have you visited the Office of Public Works' website www.flooding.ie? **Please tick one response only**

Yes		Please continue to Question 13(a)
No		Please go to Question 14

13(a) How helpful did you find this website? **Please tick one response only**

← Helpfulness →

Not at all helpful	Not very helpful	Neither helpful nor unhelpful	Helpful	Very helpful

13(b) If you did **not** find the website mentioned above helpful, Please state why:

14 Have you visited the Office of Public Works' Flood Hazard Mapping website www.floodmaps.ie? **Please tick one response only**

Yes		Please continue with Question 14(a)
No		Please go to Question 15

14(a) How helpful did you find this website? **Please tick one response only**

← Helpfulness →

Not at all helpful	Not very helpful	Neither helpful nor unhelpful	Helpful	Very helpful

14(b) If you did **not** find the website mentioned above helpful, Please state why:

15 How would you prefer to receive flood warnings and information about preparing for floods? **Please tick all that apply in each column. Please circle the tick for the method you most prefer**

	Flood warnings	Preparing for floods
Phone call		
Text to Mobile Phone		
Website		
E-mail		
Door-to-door communication		
A scrolling warning at the bottom of a TV screen		
Radio announcement		
Information on Aertel Teletext		
Loudhailer announcement		
Brochures/leaflets delivered to your residence		
Other (Please specify ↓)		

16 How would you rate the amount of information about floods that is available? **Please tick one response only**

← Amount of information →

	Too little	Just right	Too much	Don't know
Flood warnings				
Preparing for floods				

17 Who do you think should be responsible for providing flood warnings, providing information for preparing for flooding, and providing information on what actions to take when a flood occurs? **Please tick one response only in each row**

	Providing flood warnings	Information on preparing for floods	Information on what actions to take
Local Authority (County Council)			
Office of Public Works (OPW)			
Department of Environment, Heritage and Local Government			
Emergency services (Gardaí, fire services, HSE etc)			

18 It is important that agencies listen to the concerns and needs of local people during a flood event. What was your experience of talking to any of the following agencies in this regard? Do you have any experience of this? **Please tick one response only in each row**

	Ignored me	Listened a little	Listened well	Don't Know	Never spoke to them
Local Authority (County Council)					
Office of Public Works (OPW)					
Department of Environment, Heritage and Local Government					
Emergency services (Gardaí, fire services, HSE etc)					