

YouGov / PWC

Sample Size - 2240 UK Adults

Fieldwork : 07th - 10th March 2014

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
Base							

Do you have any insurance that protects/ covers your home if it were to flood?

Unweighted base	2240	1092	1148	220	295	370	480	875
Base: All GB adults	2240	1075	1165	268	378	395	414	784
Yes, I / we do	36%	40%	33%	19%	27%	36%	38%	46%
No, I / we don't	36%	37%	35%	41%	43%	39%	37%	30%
Don't know	27%	23%	31%	40%	30%	26%	25%	24%

For the following question, by "extreme weather defences" for your home we mean installing reinforced doors, drainage, water storage etc...

Which, if any, of the following apply to you? (Please tick all that apply)

Unweighted base	2240	1092	1148	220	295	370	480	875
Base: All GB adults	2240	1075	1165	268	378	395	414	784
I would have extreme weather defences installed if it was subsidised by my insurer	12%	12%	12%	10%	13%	15%	10%	11%
I would have extreme weather defences installed if I got tax back or other tax credits	9%	10%	8%	8%	11%	13%	7%	8%
I would have extreme weather defences installed if it reduced the cost of my insurance	15%	15%	16%	15%	19%	15%	13%	15%
I would have extreme weather defences installed if it was supported by my Local Authority	15%	15%	15%	13%	17%	13%	15%	15%
I think that it's the government's responsibility to install extreme weather defences in areas that are at risk of being affected	21%	20%	22%	24%	24%	21%	16%	21%
I would not install extreme weather defences as I rent my property	11%	12%	10%	12%	16%	12%	12%	8%
I have already installed extreme weather defences to my home	1%	1%	1%	2%	2%	1%	1%	1%
None of these	32%	35%	29%	22%	26%	31%	36%	37%
Don't know	13%	12%	15%	23%	13%	13%	13%	11%

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Sample Size - 2240 UK Adults

Fieldwork : 07th - 10th March 2014

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Do you have any insurance that protects/ covers your home if it were to flood?

	1251	989	565	349	237	239	498	112	240
Unweighted base	1251	989	565	349	237	239	498	112	240
Base: All GB adults	1232	1008	551	367	215	287	513	112	195
Yes, I / we do	39%	33%	36%	34%	37%	27%	42%	44%	36%
No, I / we don't	35%	38%	36%	38%	34%	42%	32%	31%	41%
Don't know	26%	29%	27%	29%	28%	31%	26%	25%	23%

For the following question, by "extreme weather defences" for your home we mean installing reinforced doors, drainage, water storage etc...

Which, if any, of the following apply to you? (Please tick all that apply)

	1251	989	565	349	237	239	498	112	240
Unweighted base	1251	989	565	349	237	239	498	112	240
Base: All GB adults	1232	1008	551	367	215	287	513	112	195
I would have extreme weather defences installed if it was subsidised by my insurer	14%	9%	9%	15%	18%	9%	12%	9%	10%
I would have extreme weather defences installed if I got tax back or other tax credits	11%	7%	7%	13%	11%	9%	9%	7%	5%
I would have extreme weather defences installed if it reduced the cost of my insurance	18%	13%	13%	17%	17%	18%	18%	15%	8%
I would have extreme weather defences installed if it was supported by my Local Authority	15%	14%	12%	17%	24%	12%	16%	20%	7%
I think that it's the government's responsibility to install extreme weather defences in areas that are at risk of being affected	18%	24%	20%	22%	27%	16%	21%	28%	17%
I would not install extreme weather defences as I rent my property	10%	13%	12%	10%	8%	14%	12%	8%	14%
I have already installed extreme weather defences to my home	1%	1%	0%	1%	5%	1%	2%	-	1%
None of these	34%	30%	33%	32%	26%	30%	30%	35%	42%
Don't know	12%	15%	15%	13%	15%	16%	13%	7%	11%

YouGov / PWC

Sample Size - 2240 UK Adults

Fieldwork : 07th - 10th March 2014

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Do you have any insurance that protects/ covers your home if it were to flood?

Unweighted base	97	261	207	172	177	237	239	312	186	112	240
Base: All GB adults	91	257	203	178	190	215	287	330	183	112	195
Yes, I / we do	30%	33%	43%	37%	31%	37%	27%	43%	39%	44%	36%
No, I / we don't	36%	39%	33%	34%	41%	34%	42%	33%	30%	31%	41%
Don't know	34%	28%	24%	29%	28%	28%	31%	23%	30%	25%	23%

For the following question, by "extreme weather defences" for your home we mean installing reinforced doors, drainage, water storage etc...

Which, if any, of the following apply to you? (Please tick all that apply)

Unweighted base	97	261	207	172	177	237	239	312	186	112	240
Base: All GB adults	91	257	203	178	190	215	287	330	183	112	195
I would have extreme weather defences installed if it was subsidised by my insurer	9%	8%	10%	16%	13%	18%	9%	12%	12%	9%	10%
I would have extreme weather defences installed if I got tax back or other tax credits	4%	6%	10%	14%	12%	11%	9%	9%	9%	7%	5%
I would have extreme weather defences installed if it reduced the cost of my insurance	12%	12%	14%	15%	18%	17%	18%	18%	17%	15%	8%
I would have extreme weather defences installed if it was supported by my Local Authority	12%	11%	13%	18%	16%	24%	12%	17%	13%	20%	7%
I think that it's the government's responsibility to install extreme weather defences in areas that are at risk of being affected	17%	24%	17%	23%	21%	27%	16%	20%	21%	28%	17%
I would not install extreme weather defences as I rent my property	12%	9%	15%	12%	8%	8%	14%	11%	12%	8%	14%
I have already installed extreme weather defences to my home	-	0%	1%	0%	1%	5%	1%	1%	3%	-	1%
None of these	38%	33%	30%	27%	36%	26%	30%	29%	32%	35%	42%
Don't know	12%	17%	14%	16%	10%	15%	16%	15%	10%	7%	11%

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Sample Size - 2240 UK Adults

Fieldwork : 07th - 10th March 2014

Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Do you have any insurance that protects/ covers your home if it were to flood?

Unweighted base	1061	200	173	63	426	1565	268	199	72	539	136
Base: All GB adults	993	210	153	60	473	1542	286	200	79	564	134
Yes, I / we do	47%	26%	27%	48%	24%	37%	42%	34%	30%	37%	28%
No, I / we don't	28%	47%	46%	32%	44%	36%	31%	40%	48%	37%	39%
Don't know	25%	27%	27%	21%	32%	27%	27%	26%	22%	26%	33%

For the following question, by "extreme weather defences" for your home we mean installing reinforced doors, drainage, water storage etc...

Which, if any, of the following apply to you? (Please tick all that apply)

Unweighted base	1061	200	173	63	426	1565	268	199	72	539	136
Base: All GB adults	993	210	153	60	473	1542	286	200	79	564	134
I would have extreme weather defences installed if it was subsidised by my insurer	12%	12%	12%	18%	9%	11%	15%	14%	4%	13%	12%
I would have extreme weather defences installed if I got tax back or other tax credits	9%	12%	9%	12%	8%	9%	12%	12%	8%	11%	5%
I would have extreme weather defences installed if it reduced the cost of my insurance	17%	10%	11%	13%	15%	15%	17%	17%	14%	16%	16%
I would have extreme weather defences installed if it was supported by my Local Authority	16%	13%	17%	10%	14%	15%	18%	12%	11%	15%	8%
I think that it's the government's responsibility to install extreme weather defences in areas that are at risk of being affected	21%	24%	18%	17%	19%	21%	25%	24%	17%	23%	13%
I would not install extreme weather defences as I rent my property	6%	17%	17%	5%	15%	12%	9%	8%	11%	9%	9%
I have already installed extreme weather defences to my home	1%	2%	1%	-	1%	1%	1%	3%	2%	2%	1%
None of these	36%	30%	31%	34%	29%	32%	30%	34%	29%	31%	29%
Don't know	11%	13%	16%	18%	16%	13%	11%	11%	13%	11%	25%

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Social Media (monthly or more)				House Tenure								
Facebook	LinkedIn	Google+	Twitter	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other

Do you have any insurance that protects/ covers your home if it were to flood?

	Facebook	LinkedIn	Google+	Twitter	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other
Unweighted base	1481	286	164	521	668	769	27	304	113	139	105	83	32
Base: All GB adults	1518	276	168	552	612	741	31	335	116	143	132	97	34
Yes, I / we do	34%	38%	34%	34%	53%	44%	14%	17%	21%	21%	20%	18%	30%
No, I / we don't	39%	39%	37%	39%	24%	26%	55%	58%	64%	67%	33%	38%	39%
Don't know	28%	23%	29%	27%	23%	30%	31%	26%	15%	13%	48%	44%	31%

For the following question, by "extreme weather defences" for your home we mean installing reinforced doors, drainage, water storage etc...

Which, if any, of the following apply to you? (Please tick all that apply)

	Facebook	LinkedIn	Google+	Twitter	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other
Unweighted base	1481	286	164	521	668	769	27	304	113	139	105	83	32
Base: All GB adults	1518	276	168	552	612	741	31	335	116	143	132	97	34
I would have extreme weather defences installed if it was subsidised by my insurer	11%	18%	8%	13%	11%	19%	2%	5%	3%	2%	10%	16%	8%
I would have extreme weather defences installed if I got tax back or other tax credits	9%	18%	6%	9%	9%	14%	16%	3%	3%	1%	7%	9%	8%
I would have extreme weather defences installed if it reduced the cost of my insurance	16%	23%	18%	17%	19%	19%	22%	5%	7%	3%	19%	16%	14%
I would have extreme weather defences installed if it was supported by my Local Authority	15%	19%	11%	14%	18%	19%	26%	6%	11%	2%	12%	21%	8%
I think that it's the government's responsibility to install extreme weather defences in areas that are at risk of being affected	21%	18%	19%	20%	20%	23%	24%	15%	19%	15%	29%	27%	22%
I would not install extreme weather defences as I rent my property	13%	15%	13%	16%	-	-	-	45%	37%	43%	-	-	-
I have already installed extreme weather defences to my home	1%	2%	3%	2%	2%	1%	-	1%	-	1%	-	4%	-
None of these	30%	26%	31%	28%	39%	35%	9%	21%	27%	27%	30%	24%	40%
Don't know	14%	9%	16%	13%	12%	12%	24%	12%	8%	11%	21%	24%	33%

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Sample Size - 2240 UK Adults

Fieldwork : 07th - 10th March 2014

Employment status							
Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

Do you have any insurance that protects/ covers your home if it were to flood?

Unweighted base	1076	262	22	111	524	96	118	31
Base: All GB adults	1092	268	20	127	476	99	122	36
Yes, I / we do	36%	39%	44%	21%	48%	18%	26%	19%
No, I / we don't	35%	41%	21%	41%	29%	57%	45%	51%
Don't know	29%	20%	36%	39%	23%	26%	29%	30%

For the following question, by "extreme weather defences" for your home we mean installing reinforced doors, drainage, water storage etc...

Which, if any, of the following apply to you? (Please tick all that apply)

Unweighted base	1076	262	22	111	524	96	118	31
Base: All GB adults	1092	268	20	127	476	99	122	36
I would have extreme weather defences installed if it was subsidised by my insurer	14%	8%	12%	15%	10%	6%	9%	-
I would have extreme weather defences installed if I got tax back or other tax credits	11%	8%	9%	13%	7%	4%	4%	10%
I would have extreme weather defences installed if it reduced the cost of my insurance	15%	17%	26%	21%	16%	11%	10%	2%
I would have extreme weather defences installed if it was supported by my Local Authority	16%	12%	6%	16%	16%	12%	14%	9%
I think that it's the government's responsibility to install extreme weather defences in areas that are at risk of being affected	20%	19%	17%	24%	22%	24%	24%	32%
I would not install extreme weather defences as I rent my property	12%	10%	-	17%	8%	16%	13%	15%
I have already installed extreme weather defences to my home	1%	2%	8%	3%	1%	-	0%	-
None of these	33%	33%	24%	18%	36%	31%	28%	30%
Don't know	13%	13%	10%	18%	11%	20%	16%	24%

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Management level												In which, if any, of the following ways have you been affected by the recent flooding and stormy weather in the UK? (Please tick all that apply)		
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Middle manager	Junior manager/ team leader/ supervisor	Other	Not applicable - I don't have any management responsibility	Those affected by extreme weather conditions	Those NOT affected by extreme weather conditions	

Do you have any insurance that protects/ covers your home if it were to flood?

Unweighted base	161	8	2	7	10	6	12	49	192	278	99	1007	471	1736
Base: All GB adults	153	11	3	11	11	7	12	41	197	291	109	979	502	1700
Yes, I/ we do	43%	28%	63%	49%	45%	16%	49%	57%	40%	34%	39%	36%	41%	35%
No, I/ we don't	36%	68%	-	42%	47%	71%	37%	32%	30%	35%	35%	36%	34%	37%
Don't know	21%	4%	37%	9%	8%	14%	14%	12%	31%	31%	26%	28%	25%	27%

For the following question, by "extreme weather defences" for your home we mean installing reinforced doors, drainage, water storage etc...

Which, if any, of the following apply to you? (Please tick all that apply)

Unweighted base	161	8	2	7	10	6	12	49	192	278	99	1007	471	1736
Base: All GB adults	153	11	3	11	11	7	12	41	197	291	109	979	502	1700
I would have extreme weather defences installed if it was subsidised by my insurer	13%	26%	-	-	-	9%	-	23%	15%	12%	15%	11%	13%	11%
I would have extreme weather defences installed if I got tax back or other tax credits	13%	4%	-	31%	11%	38%	8%	21%	11%	12%	9%	7%	12%	8%
I would have extreme weather defences installed if it reduced the cost of my insurance	15%	-	-	76%	42%	9%	8%	21%	15%	15%	16%	15%	22%	14%
I would have extreme weather defences installed if it was supported by my Local Authority	14%	47%	37%	23%	5%	9%	-	25%	16%	15%	18%	15%	18%	14%
I think that it's the government's responsibility to install extreme weather defences in areas that are at risk of being affected	18%	-	-	14%	-	-	8%	16%	18%	21%	19%	20%	24%	20%
I would not install extreme weather defences as I rent my property	8%	-	-	-	18%	-	12%	5%	12%	12%	8%	12%	14%	11%
I have already installed extreme weather defences to my home	2%	-	63%	-	-	-	8%	3%	1%	1%	2%	1%	3%	1%
None of these	33%	9%	-	-	20%	15%	60%	25%	31%	33%	40%	34%	21%	36%
Don't know	12%	15%	-	-	13%	47%	12%	14%	12%	11%	9%	14%	10%	14%

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
Base							

You said that you wouldn't personally be willing to spend anything on protecting your home from potential flood damage in the future...

Which, if any, of the following are reasons for this?
(Please tick all that apply)

	Unweighted base	861	484	377	65	108	137	208	343
Base: All GB adults who selected (nothing) in Q7		822	449	372	74	133	143	178	293
I don't think my home is at risk of flooding		78%	77%	79%	83%	69%	69%	78%	84%
It's not my responsibility as I rent my home		20%	20%	20%	19%	31%	24%	17%	15%
I think it's the government's responsibility to do this		8%	9%	5%	13%	15%	4%	7%	6%
My home/ area has already had sufficient weather defences built in		4%	4%	3%	-	4%	3%	4%	5%
I cannot afford it		14%	12%	17%	21%	18%	23%	12%	9%
Other		2%	2%	2%	2%	1%	2%	2%	2%

Please imagine that you were experiencing extreme weather (e.g. storms and flooding)...

Excluding your personal safety/ the safety of your family, which ONE of the following do you think would be MOST important to you?

	Unweighted base	2240	1092	1148	220	295	370	480	875
Base: All GB adults		2240	1075	1165	268	378	395	414	784
That my home was protected from damage		46%	42%	50%	46%	48%	49%	46%	44%
That public transport was kept running		3%	4%	2%	5%	6%	2%	2%	1%
That there were no power interruptions (e.g. gas and electricity)		17%	19%	15%	14%	15%	22%	18%	16%
Having adequate insurance cover for potential losses		26%	27%	25%	18%	20%	20%	27%	34%
Other		1%	2%	1%	-	2%	1%	3%	1%
Don't know		7%	7%	7%	16%	9%	5%	5%	5%

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

You said that you wouldn't personally be willing to spend anything on protecting your home from potential flood damage in the future...

Which, if any, of the following are reasons for this?
(Please tick all that apply)

	Unweighted base	476	385	222	135	75	83	190	49	107
Base: All GB adults who selected (nothing) in Q7		443	379	211	141	64	90	187	45	84
I don't think my home is at risk of flooding		82%	72%	77%	84%	72%	72%	75%	78%	82%
It's not my responsibility as I rent my home		16%	24%	18%	19%	22%	23%	21%	10%	24%
I think it's the government's responsibility to do this		4%	11%	7%	7%	11%	8%	8%	6%	6%
My home/ area has already had sufficient weather defences built in		4%	3%	2%	3%	2%	8%	4%	8%	2%
I cannot afford it		11%	18%	12%	12%	15%	14%	21%	17%	10%
Other		2%	2%	1%	0%	2%	4%	1%	2%	5%

Please imagine that you were experiencing extreme weather (e.g. storms and flooding)...

Excluding your personal safety/ the safety of your family, which ONE of the following do you think would be MOST important to you?

	Unweighted base	1251	989	565	349	237	239	498	112	240
Base: All GB adults		1232	1008	551	367	215	287	513	112	195
That my home was protected from damage		47%	45%	46%	48%	48%	40%	47%	54%	44%
That public transport was kept running		2%	3%	2%	2%	2%	4%	3%	2%	4%
That there were no power interruptions (e.g. gas and electricity)		16%	18%	17%	15%	14%	20%	16%	22%	21%
Having adequate insurance cover for potential losses		28%	23%	27%	26%	29%	26%	27%	17%	23%
Other		1%	1%	1%	1%	1%	4%	1%	-	2%
Don't know		4%	10%	8%	9%	6%	7%	7%	5%	5%

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

You said that you wouldn't personally be willing to spend anything on protecting your home from potential flood damage in the future...

Which, if any, of the following are reasons for this?
(Please tick all that apply)

	Unweighted base	36	99	87	71	64	75	83	124	66	49	107
Base: All GB adults who selected (nothing) in Q7		33	92	86	72	70	64	90	122	65	45	84
I don't think my home is at risk of flooding		73%	78%	78%	86%	82%	72%	72%	72%	82%	78%	82%
It's not my responsibility as I rent my home		19%	17%	18%	24%	14%	22%	23%	20%	24%	10%	24%
I think it's the government's responsibility to do this		9%	9%	6%	6%	8%	11%	8%	10%	4%	6%	6%
My home/ area has already had sufficient weather defences built in		-	2%	2%	4%	2%	2%	8%	5%	4%	8%	2%
I cannot afford it		7%	11%	17%	13%	10%	15%	14%	23%	16%	17%	10%
Other		2%	1%	1%	1%	-	2%	4%	-	4%	2%	5%

Please imagine that you were experiencing extreme weather (e.g. storms and flooding)...

Excluding your personal safety/ the safety of your family, which ONE of the following do you think would be MOST important to you?

	Unweighted base	97	261	207	172	177	237	239	312	186	112	240
Base: All GB adults		91	257	203	178	190	215	287	330	183	112	195
That my home was protected from damage		49%	47%	44%	45%	50%	48%	40%	45%	51%	54%	44%
That public transport was kept running		3%	1%	2%	3%	1%	2%	4%	4%	1%	2%	4%
That there were no power interruptions (e.g. gas and electricity)		10%	17%	21%	17%	12%	14%	20%	17%	14%	22%	21%
Having adequate insurance cover for potential losses		26%	27%	27%	26%	26%	29%	26%	26%	28%	17%	23%
Other		1%	0%	1%	0%	2%	1%	4%	1%	1%	-	2%
Don't know		11%	8%	6%	9%	8%	6%	7%	7%	5%	5%	5%

Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

You said that you wouldn't personally be willing to spend anything on protecting your home from potential flood damage in the future...

Which, if any, of the following are reasons for this?
(Please tick all that apply)

	Unweighted base	383	83	72	26	172	626	93	78	26	197	38
Base: All GB adults who selected (nothing) in Q7		333	89	64	21	181	589	94	75	26	195	38
I don't think my home is at risk of flooding		83%	75%	73%	84%	71%	78%	76%	83%	63%	77%	70%
It's not my responsibility as I rent my home		13%	26%	20%	15%	27%	20%	18%	20%	29%	20%	11%
I think it's the government's responsibility to do this		6%	7%	9%	5%	8%	8%	5%	10%	2%	6%	7%
My home/ area has already had sufficient weather defences built in		3%	2%	3%	5%	5%	4%	3%	-	4%	2%	2%
I cannot afford it		10%	25%	23%	11%	15%	12%	16%	27%	16%	20%	24%
Other		2%	1%	6%	-	1%	2%	1%	-	3%	1%	7%

Please imagine that you were experiencing extreme weather (e.g. storms and flooding)...

Excluding your personal safety/ the safety of your family, which ONE of the following do you think would be MOST important to you?

	Unweighted base	1061	200	173	63	426	1565	268	199	72	539	136
Base: All GB adults		993	210	153	60	473	1542	286	200	79	564	134
That my home was protected from damage		46%	50%	47%	40%	45%	47%	47%	53%	30%	46%	40%
That public transport was kept running		1%	3%	3%	-	4%	2%	4%	4%	8%	4%	1%
That there were no power interruptions (e.g. gas and electricity)		15%	16%	20%	12%	21%	17%	17%	14%	29%	17%	16%
Having adequate insurance cover for potential losses		31%	22%	24%	41%	17%	27%	23%	22%	25%	23%	26%
Other		1%	1%	2%	1%	2%	1%	-	3%	3%	1%	3%
Don't know		6%	8%	5%	5%	10%	6%	10%	5%	5%	7%	15%

Social Media (monthly or more)				House Tenure								
Facebook	LinkedIn	Google+	Twitter	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other

You said that you wouldn't personally be willing to spend anything on protecting your home from potential flood damage in the future...

Which, if any, of the following are reasons for this?
(Please tick all that apply)

	Unweighted base	553	99	63	195	240	277	3	152	50	77	22	30	10
Base: All GB adults who selected (nothing) in Q7		546	92	67	207	211	253	3	157	54	76	27	31	10
I don't think my home is at risk of flooding		78%	83%	68%	75%	89%	88%	100%	53%	71%	65%	81%	73%	90%
It's not my responsibility as I rent my home		22%	21%	34%	26%	-	-	-	62%	46%	54%	-	-	-
I think it's the government's responsibility to do this		7%	5%	8%	8%	6%	7%	-	10%	15%	7%	8%	6%	-
My home/ area has already had sufficient weather defences built in		4%	6%	5%	6%	7%	3%	-	1%	-	3%	-	6%	-
I cannot afford it		16%	13%	14%	20%	9%	14%	33%	17%	16%	16%	23%	26%	14%
Other		1%	1%	2%	1%	2%	1%	-	2%	-	-	3%	11%	10%

Please imagine that you were experiencing extreme weather (e.g. storms and flooding)...

Excluding your personal safety/ the safety of your family, which ONE of the following do you think would be MOST important to you?

	Unweighted base	1481	286	164	521	668	769	27	304	113	139	105	83	32
Base: All GB adults		1518	276	168	552	612	741	31	335	116	143	132	97	34
That my home was protected from damage		47%	50%	41%	49%	49%	49%	53%	45%	37%	36%	46%	42%	27%
That public transport was kept running		3%	5%	4%	3%	1%	3%	2%	3%	6%	3%	2%	6%	-
That there were no power interruptions (e.g. gas and electricity)		17%	15%	24%	16%	14%	14%	7%	21%	27%	29%	21%	15%	16%
Having adequate insurance cover for potential losses		25%	26%	19%	24%	31%	29%	24%	18%	25%	24%	16%	18%	23%
Other		1%	1%	3%	2%	0%	1%	-	1%	2%	3%	4%	4%	9%
Don't know		7%	3%	9%	6%	4%	5%	14%	12%	4%	6%	12%	15%	25%

Employment status							
Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

You said that you wouldn't personally be willing to spend anything on protecting your home from potential flood damage in the future...

Which, if any, of the following are reasons for this?
(Please tick all that apply)

	Unweighted base	425	90	7	36	206	43	44	10
Base: All GB adults who selected (nothing) in Q7		407	94	6	40	177	41	43	14
I don't think my home is at risk of flooding	77%	74%	56%	89%	85%	65%	65%	65%	
It's not my responsibility as I rent my home	20%	18%	-	25%	13%	26%	27%	55%	
I think it's the government's responsibility to do this	7%	5%	36%	11%	6%	16%	7%	20%	
My home/ area has already had sufficient weather defences built in	4%	5%	-	-	3%	3%	6%	-	
I cannot afford it	12%	21%	-	24%	10%	20%	27%	28%	
Other	2%	4%	8%	2%	0%	8%	-	-	

Please imagine that you were experiencing extreme weather (e.g. storms and flooding)...

Excluding your personal safety/ the safety of your family, which ONE of the following do you think would be MOST important to you?

	Unweighted base	1076	262	22	111	524	96	118	31
Base: All GB adults		1092	268	20	127	476	99	122	36
That my home was protected from damage	47%	50%	52%	56%	43%	40%	47%	22%	
That public transport was kept running	3%	3%	16%	4%	1%	3%	2%	-	
That there were no power interruptions (e.g. gas and electricity)	17%	16%	3%	13%	17%	26%	17%	24%	
Having adequate insurance cover for potential losses	25%	25%	19%	17%	33%	16%	27%	29%	
Other	2%	1%	-	-	-	1%	1%	7%	
Don't know	7%	6%	10%	10%	5%	15%	6%	18%	

Management level												In which, if any, of the following ways have you been affected by the recent flooding and stormy weather in the UK? (Please tick all that apply)	
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Middle manager	Junior manager/ team leader/ supervisor	Other	Not applicable - I don't have any management responsibility	Those affected by extreme weather conditions	Those NOT affected by extreme weather conditions

You said that you wouldn't personally be willing to spend anything on protecting your home from potential flood damage in the future...

Which, if any, of the following are reasons for this? (Please tick all that apply)

	Unweighted base	70	1	1	-	2	-	7	18	75	111	37	392	160	698
Base: All GB adults who selected (nothing) in Q7		64	2	1	-	3	-	8	12	73	103	36	374	151	667
I don't think my home is at risk of flooding	77%	-	-	100%	-	100%	-	80%	80%	80%	77%	77%	78%	80%	77%
It's not my responsibility as I rent my home	16%	-	-	-	-	-	-	7%	13%	18%	25%	13%	20%	25%	19%
I think it's the government's responsibility to do this	7%	-	-	-	-	-	-	-	-	12%	4%	6%	7%	7%	8%
My home/ area has already had sufficient weather defences built in	6%	100%	-	-	-	-	-	19%	-	6%	4%	2%	2%	6%	3%
I cannot afford it	14%	-	-	-	-	-	-	12%	12%	18%	8%	18%	15%	18%	14%
Other	5%	-	-	-	-	-	-	-	-	1%	2%	9%	1%	4%	1%

Please imagine that you were experiencing extreme weather (e.g. storms and flooding)...

Excluding your personal safety/ the safety of your family, which ONE of the following do you think would be MOST important to you?

	Unweighted base	161	8	2	7	10	6	12	49	192	278	99	1007	471	1736
Base: All GB adults		153	11	3	11	11	7	12	41	197	291	109	979	502	1700
That my home was protected from damage	42%	26%	-	25%	31%	71%	60%	40%	47%	45%	49%	48%	48%	47%	47%
That public transport was kept running	1%	-	63%	40%	-	-	-	13%	1%	2%	-	3%	4%	2%	
That there were no power interruptions (e.g. gas and electricity)	21%	19%	-	21%	24%	7%	17%	20%	20%	17%	15%	15%	20%	16%	
Having adequate insurance cover for potential losses	27%	55%	37%	5%	19%	8%	22%	24%	23%	28%	18%	26%	23%	27%	
Other	1%	-	-	9%	11%	-	-	-	2%	1%	8%	1%	2%	1%	
Don't know	8%	-	-	-	15%	14%	-	3%	7%	6%	11%	7%	3%	7%	

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted base	2240	1092	1148	220	295	370	480	875
	Base: All GB adults	2240	1075	1165	268	378	395	414	784
I don't care whether the extreme weather conditions are because of climate change or not, I just want the UK to be able to cope with it effectively		38%	38%	38%	32%	30%	34%	37%	47%
The recent reports and discussions in the media about extreme weather conditions and climate change have made me more aware of a possible link between the two		17%	14%	19%	17%	18%	19%	13%	16%
I was already convinced that climate change is currently taking place, the recent extreme weather has just reinforced my view		34%	35%	34%	39%	37%	40%	33%	30%
I think the reaction of the media and the general public to the recent extreme weather has been blown out of proportion – it's only affected a few people		14%	19%	9%	17%	16%	15%	14%	11%
I don't think that climate change is currently happening		11%	13%	9%	5%	7%	7%	16%	14%
None of these		8%	8%	9%	13%	14%	7%	8%	5%

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted base	1251	989	565	349	237	239	498	112	240
	Base: All GB adults	1232	1008	551	367	215	287	513	112	195
I don't care whether the extreme weather conditions are because of climate change or not, I just want the UK to be able to cope with it effectively		38%	38%	36%	41%	37%	33%	44%	43%	32%
The recent reports and discussions in the media about extreme weather conditions and climate change have made me more aware of a possible link between the two		17%	16%	19%	15%	21%	18%	12%	14%	20%
I was already convinced that climate change is currently taking place, the recent extreme weather has just reinforced my view		36%	32%	33%	33%	34%	38%	33%	38%	40%
I think the reaction of the media and the general public to the recent extreme weather has been blown out of proportion – it's only affected a few people		14%	14%	13%	17%	12%	13%	13%	15%	18%
I don't think that climate change is currently happening		11%	11%	10%	10%	14%	10%	13%	14%	9%
None of these		7%	10%	9%	11%	6%	9%	8%	7%	7%

Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following apply to you? (Please tick all that apply)

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted base	97	261	207	172	177	237	239	312	186	112	240
Base: All GB adults	91	257	203	178	190	215	287	330	183	112	195
I don't care whether the extreme weather conditions are because of climate change or not, I just want the UK to be able to cope with it effectively	43%	30%	40%	41%	41%	37%	33%	43%	45%	43%	32%
The recent reports and discussions in the media about extreme weather conditions and climate change have made me more aware of a possible link between the two	20%	21%	16%	14%	16%	21%	18%	12%	11%	14%	20%
I was already convinced that climate change is currently taking place, the recent extreme weather has just reinforced my view	27%	37%	31%	34%	31%	34%	38%	33%	31%	38%	40%
I think the reaction of the media and the general public to the recent extreme weather has been blown out of proportion – it's only affected a few people	11%	9%	18%	17%	17%	12%	13%	15%	11%	15%	18%
I don't think that climate change is currently happening	8%	9%	11%	8%	11%	14%	10%	12%	15%	14%	9%
None of these	8%	9%	8%	11%	11%	6%	9%	7%	8%	7%	7%

Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following apply to you? (Please tick all that apply)

	1061	200	173	63	426	1565	268	199	72	539	136
Unweighted base	1061	200	173	63	426	1565	268	199	72	539	136
Base: All GB adults	993	210	153	60	473	1542	286	200	79	564	134
I don't care whether the extreme weather conditions are because of climate change or not, I just want the UK to be able to cope with it effectively	40%	38%	38%	49%	34%	40%	31%	35%	25%	32%	38%
The recent reports and discussions in the media about extreme weather conditions and climate change have made me more aware of a possible link between the two	15%	16%	18%	17%	14%	16%	17%	17%	14%	17%	17%
I was already convinced that climate change is currently taking place, the recent extreme weather has just reinforced my view	31%	38%	29%	25%	35%	34%	39%	38%	28%	37%	30%
I think the reaction of the media and the general public to the recent extreme weather has been blown out of proportion – it's only affected a few people	14%	12%	16%	8%	16%	13%	17%	17%	14%	16%	16%
I don't think that climate change is currently happening	14%	10%	14%	13%	8%	12%	9%	7%	21%	10%	9%
None of these	7%	9%	8%	8%	12%	8%	9%	7%	8%	8%	12%

Social Media (monthly or more)				House Tenure								
Facebook	LinkedIn	Google+	Twitter	Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted base	1481	286	164	521	668	769	27	304	113	139	105	83	32
Base: All GB adults		1518	276	168	552	612	741	31	335	116	143	132	97	34
I don't care whether the extreme weather conditions are because of climate change or not, I just want the UK to be able to cope with it effectively		37%	41%	34%	36%	44%	40%	38%	28%	32%	34%	39%	29%	47%
The recent reports and discussions in the media about extreme weather conditions and climate change have made me more aware of a possible link between the two		18%	16%	16%	16%	15%	19%	19%	17%	19%	11%	20%	10%	10%
I was already convinced that climate change is currently taking place, the recent extreme weather has just reinforced my view		37%	40%	30%	40%	29%	34%	36%	44%	31%	47%	33%	35%	17%
I think the reaction of the media and the general public to the recent extreme weather has been blown out of proportion – it's only affected a few people		14%	17%	17%	15%	15%	13%	7%	16%	12%	8%	15%	21%	17%
I don't think that climate change is currently happening		10%	9%	14%	10%	14%	11%	10%	7%	14%	13%	8%	8%	6%
None of these		8%	7%	12%	8%	7%	7%	9%	12%	5%	7%	12%	15%	17%

Employment status							
Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted base	1076	262	22	111	524	96	118	31
	Base: All GB adults	1092	268	20	127	476	99	122	36
I don't care whether the extreme weather conditions are because of climate change or not, I just want the UK to be able to cope with it effectively		34%	43%	36%	26%	49%	35%	36%	25%
The recent reports and discussions in the media about extreme weather conditions and climate change have made me more aware of a possible link between the two		17%	18%	28%	18%	15%	13%	19%	7%
I was already convinced that climate change is currently taking place, the recent extreme weather has just reinforced my view		36%	35%	41%	49%	30%	30%	24%	38%
I think the reaction of the media and the general public to the recent extreme weather has been blown out of proportion – it's only affected a few people		16%	8%	5%	20%	11%	16%	18%	15%
I don't think that climate change is currently happening		10%	8%	6%	6%	15%	8%	21%	5%
None of these		9%	8%	14%	10%	5%	18%	5%	34%

Management level												In which, if any, of the following ways have you been affected by the recent flooding and stormy weather in the UK? (Please tick all that apply)	
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/director	Other senior manager or director below board level	Middle manager	Junior manager/team leader/supervisor	Other	Not applicable - I don't have any management responsibility	Those affected by extreme weather conditions	Those NOT affected by extreme weather conditions

Which, if any, of the following apply to you? (Please tick all that apply)

	161	8	2	7	10	6	12	49	192	278	99	1007	471	1736
Unweighted base	161	8	2	7	10	6	12	49	192	278	99	1007	471	1736
Base: All GB adults	153	11	3	11	11	7	12	41	197	291	109	979	502	1700
I don't care whether the extreme weather conditions are because of climate change or not, I just want the UK to be able to cope with it effectively	40%	11%	100%	5%	5%	17%	27%	30%	41%	34%	39%	39%	37%	39%
The recent reports and discussions in the media about extreme weather conditions and climate change have made me more aware of a possible link between the two	13%	34%	-	21%	13%	63%	8%	26%	11%	19%	13%	17%	18%	16%
I was already convinced that climate change is currently taking place, the recent extreme weather has just reinforced my view	29%	34%	-	95%	24%	9%	46%	44%	35%	33%	38%	35%	37%	34%
I think the reaction of the media and the general public to the recent extreme weather has been blown out of proportion – it's only affected a few people	16%	4%	-	-	20%	-	18%	20%	21%	12%	17%	12%	15%	14%
I don't think that climate change is currently happening	14%	19%	-	-	23%	-	28%	3%	12%	8%	8%	12%	11%	11%
None of these	11%	9%	-	-	15%	21%	-	11%	7%	13%	9%	6%	5%	8%