

Survey Specification

 **Client:** UKC_EAPMICRO

 **Survey:** KENT_EAPMICRO_Live

 **Print out date:**

1. Consent form

Text

About this study:

This survey is part of a study to explore consumer beliefs about microplastics. As part of this, we are surveying a sample of the UK population.

- The researchers who are conducting this study are based at the Universities of Bath and Kent.
- The survey should take no more than 15 minutes of your time.
- There are no right or wrong answers to these questions. Please remember that your honest opinion is the most valuable to us.
- The data will be held on a password-protected computer file.
- Your identity and those of other participants will be anonymous.
- If you agree to take part in this survey but feel at any stage that you would like to stop, you are free to do so at any time, and your data will be deleted.
- If, after the survey has taken place, you decide you do not want your responses used in the study, you are free to do so, and your data will be deleted.

If you have any questions about this study, feel free to contact us:

Dr Peter King School of Anthropology and Conservation.
University of Kent Contact number: +44 (0) 7952 019756.
Email address: P.M.King@Kent.ac.uk

Dr Alistair Hunt Department of Economics.

University of Bath Contact number: +44 (0) 1225 383244.
Email address: A.S.P.Hunt@bath.ac.uk

 - no options set -

Single Choice

consent

I agree to take part in this survey under the conditions explained to me above:

Answers

Yes
No

 - no options set -

Branch

24. Screenout



☒ Display Condition

\$consent == 2

2. pg3_AgeGender

Text

```
randomOrder.reverse().forEach(function(orderIdx)
{
    $sGroups[orderIdx].insertAfter($thisItem);
})
})
```

 - no options set -

Text

Please answer the following questions. Your data will be held securely and only used for research purposes. We are asking these questions to understand the survey responses better. Your honest answer is of great value.

 - no options set -

Single Choice

q2

How would you describe your gender?

Answers

- Male
- Female
- Non-binary / third gender
- Prefer not to say

 - no options set -

Single Choice

q3

Please specify your current age:

Answers

- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70+

 - no options set -

Text Question

q4

Please enter your postcode:

This is used to see how attitudes to microplastics vary by area. We cannot identify respondents by postcode.

☐ Question Display Condition☐ Optional☐ Validation☒ Dimensions : 15 cols × 2 rows

Single Choice

q5

To which of these ethnic groups do you belong?

Answers

White - any white background
Mixed - any mixed background
Asian/Asian British
Black/Black British
Any other ethnic group



- no options set -

4.pg5_Info1

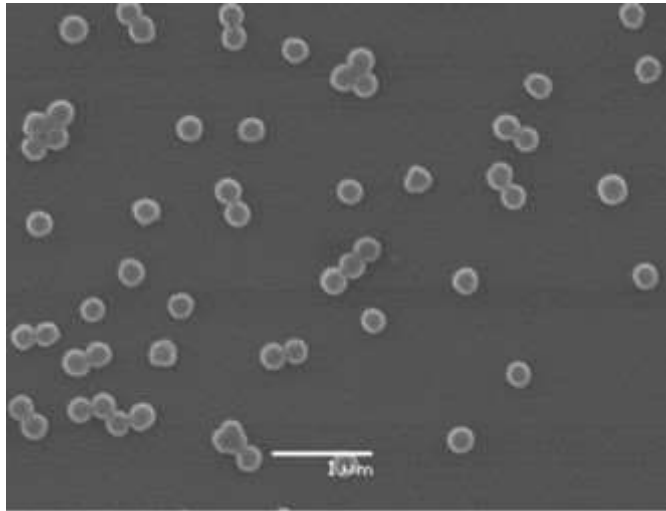
Text

Please read the following details about microplastics:

- Microplastics are small plastic particles, up to 5 mm in diameter. Microplastics are some of the most commonly found types of plastic in the environment. The majority of microplastics in the environment come from larger plastics, such as packaging, that have broken down.

- Some microplastics in the marine environment come from products, such as detergents and cosmetics, that after use, are washed via sewage to the sea. Not all microplastics will reach the sea as some sewage sludge is applied as fertiliser.

For context, microplastics are usually only visible under the microscope. See this picture for an example.



- Microplastics released to the marine environment cannot realistically be removed and may persist there for many thousands of years.
- A small amount of microplastics has been found in water and seafood, which is consumed by humans and animals. Although it is not currently possible to determine the long-term impact of exposure on the environment and human and animal health, the potential for adverse effects is a cause of concern.
- *The survey results will be useful for informing future microplastic policies so we would like you to please answer all questions as realistically and accurately as you can.*

🚧 - no options set -

5. pg6_MicroplasticScaleNow

Text

```
<script src="healthscale.se.js"></script>
```

```
<style>
  .healthScale {
    position: relative;
  }

  .blackBox {
```

☰ - no options set -

Text Question

q89_1

Please indicate approximately what your current beliefs are about how harmful microplastics are to human health:

"Microplastics are not harmful to human health."

"Microplastics are very harmful to human health."

```
<script>
$(function()
{
  setTimeout(function()
  {
```

☰ - no options set -

6.pg6_MicroplasticScaleFuture

Text

```
<script src="healthscale.se.js"></script>
```

```
font-size: 0.57em
```

```
}
```

```
.noUi-pips-horizontal {  
  font-size: 1.2em;  
}
```

☰ - no options set -

Text Question

q89_2

In ten years time and without any changes to regulations, please indicate your most likely belief about the effect of microplastics on human health:

"Much less
harmful than we currently
know."

"As harmful
as we currently know."

"Much more
harmful than we currently
know."

```
<script>  
$(function()  
{  
  
  setTimeout(function()  
  {
```

☰ - no options set -

Single Choice

q7

How confident are you in this prediction?

Answers

Exactly
Plus or minus 1 point on the scale
Plus or minus 3 points on the scale
Not at all

☰ - no options set -

7.pg6_MicroplasticScaleVarianceBest

Text

<script src="healthscale.se.js"></script>

<style>
.healthScale {
 position: relative;
}

blackBox_f

 - no options set -

Text Question

q89_3

"I am 90% certain that in the best-case scenario, in ten years' time we will believe that microplastics are:"

"Much less harmful than we currently know."

"As harmful as we currently know."

"Much more harmful than we currently know."

<script>
\$(function()
{

 setTimeout(function()
{

 - no options set -

8.pg6_MicroplasticScaleVarianceWorst

Text


```
<script src="healthscale.se.js"></script>
```

```
font-size: 0.57em  
}  
  
.noUi-pips-horizontal {  
  font-size: 1.2em;  
}
```

☰ - no options set -

Text Question

q89_4

"I am 90% certain that in the worst-case scenario, in ten years' time we will believe that microplastics are:"

"Much less
harmful than we currently
know."

"As harmful
as we currently know."

"Much more
harmful than we currently
know."

```
<script>  
$(function()  
{  
  
  setTimeout(function()  
  {
```

☰ - no options set -

9.pg7_CVWaterBills

Single Choice

q8

Approximately how much did your household pay last year in water bills?
Annual £ per household

Answers

£ 0
£ 100
£ 200
£ 300
£ 400
£ 500
£ 600
£ 700
£ 800
£ 900
£ 1000
Not Applicable



- no options set -

Deck

bid_random

10

☐ Sequential

- no options set -

Derived

bid

```
if ($bid_random == 1) {'£1.00'}  
elseif ($bid_random == 2) {'£5.00'}  
elseif ($bid_random == 3) {'£10.00'}  
elseif ($bid_random == 4) {'£20.00'}  
elseif ($bid_random == 5) {'£30.00'}  
elseif ($bid_random == 6) {'£40.00'}  
elseif ($bid_random == 7) {'£50.00'}  
elseif ($bid_random == 8) {'£60.00'}  
elseif ($bid_random == 9) {'£70.00'}  
elseif ($bid_random == 10) {'£80.00'}  
else {'unknown'}
```



- no options set -

10.pg8_CV Questions

Text

Suppose that the UK introduces a policy to upgrade wastewater treatment plant filtering systems to capture all the microplastics in sewage wastewater.

The policy would prevent the number of microplastics in the marine environment from increasing beyond today's level.

This would avoid the potential future harmful effects of microplastics on the environment and human and animal health.

An increase in your water bills would be used to pay for the cost of this investment.

 - no options set -

Single Choice

q9

Would your household be willing to pay $\$bid^{Exp}$ per year in extra water bills for ten years to implement this policy?

Answers

Yes

No



☐ Last label is 'Other'

☒ Question Display Condition


$\$q8==2$ || $\$q8==3$ || $\$q8==4$ || $\$q8==5$ || $\$q8==6$ || $\$q8==7$ || $\$q8==8$
|| $\$q8==9$ || $\$q8==10$ || $\$q8==11$

☐ Answer Display Conditions

☐ Randomise

☐ Optional

☐ Validation

Layout: 1 column 

Single Choice

q10

Would your household be willing to pay $\$bid^{Exp}$ per year in extra council tax for ten years to implement this policy?

Answers

Yes

No



☐ Last label is 'Other'

☒ Question Display Condition

$\$q8==1$ || $\$q8==12$

☐ Answer Display Conditions

☐ Randomise

☐ Optional

☐ Validation

Layout: 1 column ▼

11.pg9_CV Questions

Single Choice

q11

Please indicate which, if any, of the statements listed below most closely match your reasons for these choices:

Answers

I could not afford it
I pay enough already
It is not worthwhile trying to limit the release of microplastics
It is the Governments'/Water companies' responsibility
Insufficient information provided
Other



☒ Last label is 'Other'

☒ Question Display Condition

\$q9 ==2 || \$q10 ==2

☐ Answer Display Conditions

☐ Randomise

☐ Optional

☐ Validation

Layout: 1 column ▼

12.pg11A_Choice Experiment Information

Text

- Although microplastics come from many sources, we are interested in a policy that would deal with the production of laundry detergents specifically as they are commonly used by consumers. Other policies exist for other sources of microplastics.
- We are interested in your preferences for laundry detergents. A rough average product price is around £10.
- Microplastics are added to many detergents such as fabric softeners, dishwashing liquid, and laundry detergents both pods and powders. For context, most laundry detergent pods look like the below picture:



☰ - no options set -

13.pg10_Choice Experiment Information

Text

This section uses a different question format where you will be presented with three options; A, B, and C, which are described in terms of 3 characteristics. There will be one example and four questions.

Product Performance:

- How effective detergents are with and without microplastics.
- Without microplastics, detergents would work less effectively or not smell as nice.
- The values presented are the estimated change in effectiveness between 0% change (no change) and 90% (significant change).

Release:

- How many microplastics from detergents are annually released to the environment.
- Approximately 500 tons of microplastics from detergents are estimated to be released to the environment annually in the UK.
- The values presented are the percentage reduction (%) in the tonnage of microplastics coming from detergents that may end up in the environment.

Price:

- How costly detergents are with and without microplastics.
- Without microplastics, producers must find alternative, more expensive substitutes.
- The values presented are the estimated increase in the price (£) of laundry detergents if more expensive substitutes are used.

 - no options set -

14. pg11_Choice Experiment Information

Text

These characteristics will take different values for each option. We then ask you to carefully select which option you prefer – there is no right or wrong answer.

You will be given a table and then you will be asked which option you prefer:

Which option do you prefer?

| | A | B | C |
|---|----|-------|-------|
| Reduction in the performance of the detergents. | 0% | 50% | 10% |
| Percentage reduction in the release of microplastics from detergents. | 0% | 40% | 90% |
| Increase in product price. | £0 | £1.00 | £5.00 |

☐ Option A

☐ Option B

☐ Option C

Option A represents current real levels.

- No change in price or quality.
- Possibility of environmental and health effects.

Options B and C represent proposed levels.

- The Government would ban microplastics from being added to laundry detergent products.
- Products would be of lower quality and would be more expensive
- There would be lower environmental and health impacts, although the existence and extent of these effects is uncertain in any case.

We are interested in which situation you prefer.

- no options set -

Deck

block

2

☐ Sequential

- no options set -

Derived

design_offset

((\$block - 1) * 4)

- no options set -

15.pg12_DCE

Experiment

DCE

▼

\$design_offset + 1



 - no options set -

16.pg13_DCE

Experiment

DCE

▼

\$design_offset + 2



 - no options set -

17.pg14_DCE


Experiment

DCE

▼

\$design_offset + 3



 - no options set -

18.pg15_DCE

Experiment

DCE

\$design_offset + 4

 - no options set -

19.pg16_Atitudinal Scales

Matrix of Single Choice

q16

Please indicate how strongly you agree or disagree with the following statements on a sliding scale of -5 (No Threat) to +5 (Significant Threat), thank you.

Row Questions

"Climate change <i>currently</i> presents a threat to the <i>environment</i>."
"Climate change <i>currently</i> presents a threat to <i>myself</i>."
"Microplastic pollution <i>currently</i> presents a threat to the <i>environment</i>."
"Microplastic pollution <i>currently</i> presents a threat to myself."
"Microplastic pollution <i>will</i> present a threat to humanity in the next <u>ten</u> years (up to 2032)."
"Microplastic pollution <i>will</i> present a threat to humanity in the next <u>twenty-five</u> years (up to 2047)."
"Microplastic pollution <i>will</i> present a threat to humanity in the next

Answers

-5
-4
-3
-2
-1
0
1
2
3
4
5

 - no options set -

20.pg17_Attitudinal Scales

Matrix of Single Choice

q17

Please indicate how strongly you agree or disagree with the following statements on a sliding scale of 1-5, thank you.

Row Questions

"The pandemic has changed my thoughts on conserving the environment"

"The pandemic has changed my thoughts on microplastics."

Answers

1
Less concerned

2

3
Unchanged

4

5
More concerned

☰ - no options set -

21.pg18_Block 7

Single Choice

q18

Did you ever have the coronavirus?

Answers

Yes

No

 - no options set -

Single Choice

q19

Have you ever donated to or been a member of a charity/group dedicated to the environment?

Answers

Yes
No

 - no options set -

Single Choice

q20

Do you think the results of this survey will matter to how regulators change their policies?

Answers

Yes
No. If no, please describe your thoughts here:



☒ Last label is 'Other'

☐ Question Display Condition

☐ Answer Display Conditions

☐ Randomise

☐ Optional

☐ Validation

Layout: 1 column ▼

Single Choice

q21

Please select your highest level of education you have completed (pick the option which most closely

describes you.

Answers

No qualifications
1 - 4 Levels / CSEs / GCSEs, NVQ Level 1
5 + O Levels / CSEs / GCSEs, NVQ Level 2, AS Levels, Higher Diploma, Diploma
Apprenticeship
2 + A Levels, NVQ Level 3, BTEC National Diploma
Degree, Higher Degree, NVQ level 4-5, BTEC Higher Level, professional qualifications
(e.g. teaching, nursing, accountancy)

☰ - no options set -

Single Choice

q22

Please indicate your households approximate average monthly income before tax?

Answers

£0 - £500
£501 - £1000
£1001- £1500
£1501 - £2000
£2001 - £2500
£2501 - £3000
£3001 - £4000
£4001 - £5000
£5001+
Prefer not to say

☰ - no options set -

22.pg19_Block 7

Single Choice

q23

On a scale of 1-10, how clear was this survey to complete?

Answers

1 - Did Not Understand
2
3
4
5
6
7
8
9
10 - Perfectly Clear

☰ - no options set -

Text Question

q24

This is the pilot version of the survey so please leave comments here on how we can improve this survey:

☰ - no options set -

23. pg20_Block 8

Text

That's all! Thank you for your time!


Your responses will remain confidential, but the results of this survey will be made publicly available. The results of this survey will be instructive in developing future government programs to reduce the risks and severity of ingestion of microplastics. Your participation in this survey is critical to its success.

For updates, withdrawals, questions and comments:

Researcher: Dr Peter King School of Anthropology and Conservation.

University of Kent


Email address: P.M.King@Kent.ac.uk

 - no options set -

Exit

Complete

▼


 - no options set -

24. Screenout

Text

Thank you!


Unfortunately you are not eligible to participate in this survey.

 - no options set -

Exit

Screen out

▼

 - no options set -

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https://v4-3-5.uk2.surveyengine.com/bin/api.pl?screen=edit_page_screen&survey_name=KENT_EAPMICRO_Live#!/page/P3/10

23/23