M MOTT MACDONALD M

LHR - H7 Framework: Long Term Growth
Surface Access - Strategy

Project:	Heathrow Colleague Behaviour Change Strategy (development of personas)			
Prepared by:	Hamish Speakman	**Date:**	V1 17/03/2025. Updated to V2 on 07/04/2025	
Approved by:	Damian Price	**Checked by:**	Sarah Xu	
Subject:	Recruitment Questionnaire			

1 Introduction

1.1 Project background

Interviews is one data component that will be used to develop a set of Heathrow Colleague personas, being completed as part of the Colleague Behaviour Change Strategy.

1.1.1 What are personas and why are they useful?

> Personas are tools for communicating the different types of people who work at Heathrow and can be used to develop or evaluate the effectiveness of behaviour change initiatives.

Personas are stories about people that explore the goals, motivations, attitudes and preferences and current behaviour of different types of people. This information should be relevant to travel behaviour.

Initiatives aimed at influencing how people travel are more likely to be successful where they feel relevant to the people being targeted. Personas are being developed to identify how behaviour change initiatives could be tailored to different types of people who work at Heathrow.

1.1.2 How are the personas being developed?

> Quantitative data analysis and qualitative insights will be used to prepare the set of personas.

A key data source for this set of personas is the Employee Travel Survey 2024, which included six attitudinal questions. Statistical analysis of the attitudinal questions is being completed to identify persona clusters, which will be correlated against socio-demographic variables like age, gender, income, and job types to provide further insights.

1.1.3　How many personas are being developed?

A minimum of four personas and a maximum of eight personas.

Having fewer than four personas can make the set too broad, while more than eight can be hard to manage. The personas don't need to capture everyone, they are a tool to communicate different type of people's approach to choice making and how this might inform their travel behaviour.

1.1.4　Why is qualitative research proposed?

To test and validate the persona clusters developed based on survey data analysis.

Conversations with Heathrow Colleagues are proposed because it provides an opportunity to test and validate the persona clusters that are created through analysis of the survey data. The insights gathered from conversations can be used to provide richer information with the persona clusters (e.g., daily routines, motivations, preferences).

1.1.5　What format is proposed for the qualitative research?

One on one 15-minute intercept interviews with up to 32 Heathrow colleagues.

Short interviews will be a more convenient and comfortable format for Heathrow colleagues. This should make it easier to recruit participants and therefore enable Mott MacDonald to gather insights from a range of people, representing the diversity of Team Heathrow colleagues.

These will be a structured but informal and non-confrontational discussion. It is stressed that there are no right or wrong answers.

1.2   Purpose of this document

The purpose of this document is to summarise the approach to recruiting participants and completing the short one on one interviews. The remainder of the document includes:

● A recruitment screener to confirm a Team Heathrow colleague's participation in the research;
● A structured interview guide with a script, series of questions and tips/tricks for completing the interviews;
● A template that can be used to record participant's responses.

1.2.1   Document history

A previous version of this document dated 20 February 2025 was based on recruiting to focus groups.

There was also a Discussion Guide dated 22 November 2024 that included an example script for focus groups and interviews. The Discussion Guide is superseded by this document.

The version from 17 March 2025 was the first draft of the research methodology and interview outline. It is now superseded by the 07 April 2025 version which updates the data collection methods.

1.3   Summary information

Table 1.1 summarises key information relating to the project. Further detail about each item is provided in subsequent sections of this document.

Table 1.1: Summary information

Job name	Surface Access - Strategy
Client:	Heathrow Airport Limited
Client contact:	Sarah Turner, sarah.turner@heathrow.com
Mott MacDonald contact:	Sarah Cherry, Sarah.Cherry@mottmac.com
Qualitative research purpose	To test and validate a set of personas that have already been developed based on analysis of quantitative data.
Qualitative research methodology:	● Recruitment for interviews to be carried out by Epinion agency. It is understood that Epinion will be appointed by HAL and the cost will be covered by HAL. After initial contact made by HAL, MM will liaise with Epinion to provide a briefing on the recruitment requirements. Up to 32 x 15-minute, one-on-one intercept interviews. ● Transcribed notes analysed through thematic analysis

Dates and locations of interviews	● Week commencing 14 April 2025 (TBC)
	● Four locations throughout Heathrow. The following locations are suggested:
	  – T5
	  – T3
	  – T2
	  – Compass Centre
	● Interviews completed throughout the day to capture different types of workers:

Sample requirement for recruitment	● 32 interviews ● Quotas include minimums and maximums but can be flexible.
Recruitment methodology	● Intercept sampling (i.e., recruiter (Epinion) will be positioned within different locations in Heathrow, asking colleagues to complete a recruitment questionnaire), to minimum/maximum quotas ● Recruited participants will be chaperoned to a location where the interviews are being completed by Mott MacDonald interviewers. ● It has been agreed with HAL that no incentives will be provided to participants in these interviews

2   Recruitment sample requirements

2.1   Number of participants and quotas

One on one 15-minute interviews with up to 32 Heathrow colleagues.

2.1.1   Quotas

There are quotas for four recruitment categories. However, we recognise it may not be possible to meet quotas for each category.

Therefore, these are listed in their order of importance for Epinion to prioritise in recruiting participants for the research.

Quota	Reference	Importance	
Job role	Table 2.1	Highest importance	**Essential** to meet <u>minimum</u> quotas.
Gender	Table 2.2	High importance	**Essential** not to exceed <u>maximum</u> quotas.
Age	Table 2.3	Moderate importance	Preferred not to exceed <u>maximum</u> quotas.
Geographic location	Table 2.4	Low importance	Preferred not to exceed <u>maximum</u> quotas. *NB: It is preferred avoid exceeding the maximum age quotas than the geographic location maximum quotas.*

Table 2.1 specifies minimum quotas for job roles. Job role is the highest importance because this is one of the socio-demographic variables that will have the greatest influence on travel options that are available (e.g., shift workers versus office workers) and travel behaviour. Only minimum quotas are set based on ensuring that people who work in different types of non-office-based roles participate. People who work in office-based roles are more likely to participate in the research and therefore minimum quotas have not been set for these job types.

Table 2.1: Minimum quotas for job role

Job role	minimum	maximum	comment
Management/Professional – Airport/Airline Specific			No minimum as office-/desk-based workers tend to be easier to recruit for.
Management/Professional – General			No minimum as office-/desk-based workers tend to be easier to recruit for.
Passenger Services, Sales and Clerical Staff	8		
Air Cabin Crew	3		
Pilots/ ATC/ Flight Operations	1		
Information Technology			No minimum as few employees works in this occupation type
Maintenance Tradesmen (e.g. engineers and Other Skilled Workers/ Supervisors	2		
Apron, Ramp, Cargo, Drivers, Baggage Staff, Logistics and Other Semi-Skilled and Unskilled Workers/ Supervisors	2		
Catering and Retail	2		
Cleaning and Housekeeping	1		

Job role	minimum	maximum	comment
Customs, Immigration, Police and Fire Staff			No minimum as few employees works in this occupation type
Security, Passenger Search, Access Control	1		

Table 2.2 specifies maximum quotas for gender. This is to avoid there being a large gender imbalance in participants, noting that anecdotally women are more likely to participate in research than men, but more Heathrow colleagues are men than women.

Table 2.2 Maximum quotas for gender

Gender	minimum	maximum	comment
Men		19	Maximum quotas set so that the gender ratio is -/+ 5% from the gender ratio observed in the employee survey
Women		16	Maximum quotas set so that the gender ratio is -/+ 5% from the gender ratio observed in the employee survey
Identify in another way		3	
Prefer not to say		3	

Table 2.3 specifies maximum quotas for age. It is preferred, but not essential that the maximum quotas are not exceeded.

Table 2.3: Maximum quotas for age groups

Age	minimum	maximum	comment
18 – 24 years		6	Maximum quotas set so that each age group is -/+5% from the proportion observed in the employee survey
25 – 34 years		10	
35 – 44 years		9	
45 – 54 years		8	
55 – 64 years		7	
65 years and over		2	
Prefer not to say		2	

Table 2.4 specifies maximum quotas for geographic locations. It is preferred, but not essential that the maximum quotas are not exceeded.

Table 2.4: Maximum quotas for geographic locations

Geographic location	minimum	maximum	comment
Bracknell Forest		4	Maximum quotas set so that each geographic location is -/+10% from the proportion observed in the employee survey.
Brent		4	
Ealing		6	
Guildford		4	
Harrow		4	
Hillingdon		8	
Hounslow		8	
Reading		4	
Richmond upon Thames		4	
Runnymede		4	
Slough		5	

Geographic location	minimum	maximum	comment
South Bucks		4	
Spelthorne		4	
Windsor and Maidenhead		4	
Wokingham		4	
Wycombe		4	
Other		15	Ensure geographic spread of people who live in 'Other' locations.

2.1.2   Summary socio-demographic information

Epinion will not be providing Mott MacDonald the socio-demographic information or details for any individual participant.

Mott MacDonald researchers will not be collecting socio-demographic information. The information that will be collected by Epinion is outlined in *Section 3 Participation screener*.

This will not be shared with Mott MacDonald other than in aggregated form. It is requested that at the end of Day 1, Epinion can provide Mott MacDonald a summary table that records the number of interview participants that matched the quotas. At the end of Day 1, Mott MacDonald will update the quotas, if required, before Day 2.

It is also requested that Epinion provides a summary table at the end of Day 2 so that we can consider the socio-demographic profile of the interview participants in refining the personas.

See Table 2.5 for an example.

Table 2.5: Table summarising socio-demographic profile of respondents

Socio-demographic factor	Attribute	Number of participants
Job role	Management/Professional – Airport/Airline Specific	
	Management/Professional – General	
	Passenger Services, Sales and Clerical Staff	
	Air Cabin Crew	
	Pilots/ ATC/ Flight Operations	
	Information Technology	
	Maintenance Tradesmen (e.g. engineers and Other Skilled Workers/ Supervisors	
	Apron, Ramp, Cargo, Drivers, Baggage Staff, Logistics and Other Semi-Skilled and Unskilled Workers/ Supervisors	
	Catering and Retail	
	Cleaning and Housekeeping	
	Customs, Immigration, Police and Fire Staff	
	Security, Passenger Search, Access Control	
Gender	Men	
	Women	
	Identify in another way	
	Prefer not to say	
Age	18 – 24 years	
	25 – 34 years	
	35 – 44 years	

	45 – 54 years	
	55 – 64 years	
	65 years and over	
	Prefer not to say	
Geographic location	Bracknell Forest	
	Brent	
	Ealing	
	Guildford	
	Harrow	
	Hillingdon	
	Hounslow	
	Reading	
	Richmond upon Thames	
	Runnymede	
	Slough	
	South Bucks	
	Spelthorne	
	Windsor and Maidenhead	
	Wokingham	
	Wycombe	
	Other	

2.2   Project timelines

Project timelines are specified below, including when it would be preferred for recruitment to occur.

Table 2.6: Summary information

Activity	Dates	Comment
Statistical analysis of quantitative data	14 March 2025	Completed by Mott MacDonald.
Develop initial persona groupings / clusters	17 March 2025	Completed by Mott MacDonald
Finalise interview guide	28 March 2025	Completed by Mott MacDonald with input from HAL.
Project and client team demonstration of discussion guide	Week commencing 28 March 2025	Facilitated by Mott MacDonald and including relevant teams from HAL.
Recruit participants for interviews	Week commencing 14 April 2025	Completed by Epinion, with support from Mott MacDonald and HAL.
Interviews completed	Week commencing 21 April 2025	Completed by Mott MacDonald, with support from HAL.

2.3   Confirming participation

What if a colleague is not available for the 15-minute interview slots?

It has been agreed with HAL that colleagues' contact information, such as phone number and email addresses, will not be recorded. Therefore, if a colleague is unavailable at the time that the interviews are conducted on site, they will not be contacted afterwards; no follow-up interviews arranged between Mott MacDonald and HAL colleagues.

2.4   Sample location

The 2024 Employee Survey asked respondents to specify where they work in Heathrow. Respondents could select from 15 locations or specify that they work full time remotely or don't have a fixed address.

This has been reviewed against the job role people indicated best fit their job, as certain job roles are likely to be difficult to recruit from.

Table 2.7: Top 3 locations where job role types are based in Heathrow

Job role	Min quota	Location 1	Location 2	Location 3
Management/Professional – Airport/Airline Specific	0	Waterside	Compass Centre	*n*
Management/Professional – General	0	Compass Centre	Waterside	*n*
Passenger Services, Sales and Clerical Staff	7	T5	T3	T2
Air Cabin Crew	2	T5	T3	*n*
Pilots/ ATC/ Flight Operations	1	T5	T3	*n*
Information Technology	0	Waterside	Compass Centre	*n*
Maintenance Tradesmen (e.g. engineers and Other Skilled Workers/ Supervisors	1	T5	T3	Airfield
Apron, Ramp, Cargo, Drivers, Baggage Staff, Logistics and Other Semi-Skilled and Unskilled Workers/ Supervisors	2	T5	Airfield	T3
Catering and Retail	2	T5	T3	T2
Cleaning and Housekeeping	1	T5	T3	T2

Customs, Immigration, Police and Fire Staff	0	Airfield	*n*	*n*
Security, Passenger Search, Access Control	2	T5	T3	T2

Note: 'n' means negligible numbers of employees work in other locations.

Based on Table 2.7, the following four locations could be prioritised for recruitment:

- T5
- T3
- T2
- Compass Centre

Air Cabin Crew and Pilots / ATC / Flight Operations may be difficult to recruit landside. We will need to confirm whether recruitment can occur airside.

3   Participation screener

The recruiter should record participants answers using the below screener so that people who are interested in participating can be compared against the minimum and maximum quotas.

PAGE 1 - INTRO QUESTIONS

Section block - Information

Thank you for your interest in participating in this research.

Heathrow Airport Limited (HAL) has appointed Mott MacDonald to conduct a series of 15-minute interviews with Team Heathrow colleagues. This is to gain a better understanding of the travel behaviour and preferences of Heathrow colleagues. This will help HAL to develop initiatives aimed at improving the journey experience of travelling to Heathrow.

To ensure that we speak to people from a range of different backgrounds and to help us confirm your slot, we have a few questions before we confirm your participation.

If you have any questions or feedback on this questionnaire, please contact sarah.turner@heathrow.com.

Section block - Data privacy

In line with General Data Protection Regulation (GDPR) guidance, all personal information from the survey will be deleted once the work is complete. Information gathered in this form will be only used for understanding participant characteristics which are relevant to the interviews and confirming participants.

Section block - Intro questions

1. Do you work at Heathrow?

Yes (please specify)	1	►RECORD .
No	2	►TERMINATE, THANK FOR INTEREST. Thank you for your interest but this research is only for people that work at Heathrow.

2. Have you participated in research activities like interviews and focus groups as a Heathrow colleague?

Yes, within the last six months	1	►RECORD, CONTINUE TO QUESTION 3
Yes, over six months ago	2	►RECORD, CONTINUE TO QUESTION 3
No		►RECORD, CONTINUE TO QUESTION 3

3. Please confirm whether you are interested in participating in an interview.

The interviews will be conducted in-person today Note: an Epinion recruiter will approach colleagues, ask them to complete the screener, if they match the criteria, they will shepherd the participant to where the Mott MacDonald interviewer is located).

Yes, I would like to participate, and I am available	1	►RECORD, CONTINUE TO QUESTION 6
Yes, but I am not sure I will be available	2	►TERMINATE, THANK FOR INTEREST.
I do not want to participate in an interview		► TERMINATE, THANK FOR INTEREST.

PAGE 2 - SCREENER QUESTIONS

4. Which occupation group best describes your role?

Management/Professional - Airport/Airline Specific	1	
Management/Professional - General	2	
Passenger Services, Sales, and Clerical Staff	3	
Air Cabin Crew	4	
Pilots/ATC/Flight Operations	5	
Information Technology	6	
Maintenance Tradesmen (e.g. engineers) and Other Skilled Workers/Supervisors	7	
Apron, Ramp, Cargo, Drivers, Baggage Staff, Logistics and Other Semi-Skilled and Unskilled Workers/Supervisors	8	►RECORD, SEE QUOTAS
Catering and Retail	9	
Cleaning and Housekeeping	10	
Customs, Immigration, Police and Fire Staff	11	
Security, Passenger Search, Access Control	12	
Prefer not to say	13	
Other (please specify)	14	►RECORD, FREE-TEXT FIELD

5. Which area do you live in?

Bracknell Forest	1	
Brent	2	
Ealing	3	
Guildford	4	
Harrow	5	
Hillingdon	6	
Hounslow	7	
Reading	8	
Richmond upon Thames	9	►RECORD, SEE QUOTA - GEOGRAPHIC LOCATION
Runnymede	10	
Slough	11	
South Bucks	12	
Spelthorne	13	
Windsor and Maidenhead	14	
Wokingham	15	
Wycombe	16	
Other	17	

6. What gender do you identify with?

Male	1	
Female	2	
Identify in another way e.g., non-binary, gender fluid, transgender	3	►RECORD, SEE QUOTA - GENDER
Prefer not to say	4	

7. Which age group do you fall into?

Under 18	1	►RECORD, EXCLUDE FROM RESEARCH People under the age of 18 will not be recruited to the research.
18– 24 years	3	
25 – 34 years	3	
35 – 44 years	4	
45 – 54 years	5	►RECORD, SEE QUOTA - AGE
55 – 64 years	6	
65 years and over	7	
Prefer not to say	8	

4   Interview Discussion Guide

4.1   What are interviews?

Interviews are one on one discussions between a research participant and a researcher. They should be a facilitated but informal and non-confrontational discussion.

It is stressed that there are no right or wrong answers.

The interviews will last for 15 minutes.

4.2   What is the purpose of the interviews?

The insights will be sufficient to test and validate a set of personas. The insights will be used to add finer details to the personas.

4.3   How will the interviews be completed?

Upon arriving on site, two Mott MacDonald interviewers will be escorted to the interview location by an Epinion screener. Epinion will carry out the interview screening and recruitment, bringing suitable interviewees to the Mott MacDonald team.

A structured approach is being used as only 15 minutes are available for the interviews. Interviewers will follow a scripted set of questions. Each interview will involve two Mott MacDonald interviewers: one conducting the interview and the other taking notes. The Mott MacDonald team will capture interview insights through two methods:

1) **Audio recording:** Conversations will be recorded on the Mott MacDonald team's mobile device, (labelled with an ID as opposed to individuals' name). These recordings will be securely stored and transcribed for thematic analysis using MS Word. The audio files will be encrypted and stored in a secure location to ensure data protection and confidentiality.

2) **Written notes:** Notes will be taken during this process using a provided template to capture key bullet points These notes will be scanned into digital copies and safely stored on Mott MacDonald's SharePoint site. Physical copies will be destroyed to maintain confidentiality.

To ensure anonymity, the Mott MacDonald team will not record names or contact details of interviewees. The interviewee's responses will be labelled with an ID number. All collected data, including audio recordings and written notes, will be handled in accordance with data protection regulations. This includes conducting a Data Privacy Compliance Assessment (DPCA) to systematically analyse, identify, and minimise data protection risks. The Mott MacDonald team will ensure that all data is securely stored and only accessible to authorised personnel.Table 4.1 demonstrates how this would be structured in a 15-minute time slot (excluding time taken to complete the recruitment questionnaire).

Table 4.1: Structure of the interviews

Segment		Timing	Facilitator instructions
A	Recruitment questionnaire	<5 minutes	• Recruiter approaches Heathrow colleagues, introducing themselves and the purpose of the research
			• Recruiter completes the screener and confirms participants that match the quotas
			• Recruiter chaperones the participant to the interview location
1	Introductions, consent, and warm-up	2 minutes	• Researcher introduces themselves
			• Ask for consent for audio recording and transcribing notes

Segment		Timing	Facilitator instructions
			• Explain how information will be handled
			• Explain the purpose of the interviews
2	Six attitudinal questions	4 minutes	• Researcher introduces the activity
			• This will involve presenting six statements and asking whether the participant strongly agrees to strongly disagrees with the statement
			• Researcher asks for the participant to provide a response to the first statement, before presenting the second statement, etc.
			• Participant does not need to be prompted to provide an explanation for their choice, but if they do, this should be recorded.
			• Note any observations about the participant's tone or body language (e.g., pause to answer, seems unsure of their answer).
3	Travel to work	2 minutes	• Researcher asks the participant how they travelled to work today, if this was from their home or another location
			• Ask the participant to describe how they feel about their journey to work using this mode
4	Situation 1	2 - 3 minutes	• Introduce situation 1
			• Ask how they would respond
5	Situation 2	2 – 3 minutes	• Introduce situation 2
			• Ask how they would respond
6	Situation 3 (OPTIONAL) – TIME PERMITTING	2 – 3 minutes	• Introduce situation 3
			• Ask how they would respond
7	Wrap-up	2 minutes	• Provide contact information for further questions
			• Thank participants for involvement
			•
TOTAL		15 minutes	

4.4   Interview script and template

NB: Notes to the researcher are shown in purple.

INTRODUCTION

Hi <participant name>, I'm <researcher name>

Firstly, thank you for your time today. I work for Mott MacDonald; a transport and engineering consultancy and I am currently working with Heathrow Airport Limited to complete interviews with Heathrow colleagues. This is to gain a better understanding of the travel behaviour and preferences of people who work at Heathrow. This will help HAL to develop initiatives aimed at improving the journey experience of travelling to work.

I will be recording this conversation on my mobile device and transcribing this interview through MS Word.The information that we speak about today is only for the purposes of this project and will not be used for any other reason. The information will be stored on Mott MacDonald's secure SharePoint and only people approved to work on the project will have access to the folder. The information will be stored for no more than six months and will then be deleted. We will not be recording your name or contact information. If you are referenced in any reporting, it will be with a participant ID number.

Any questions so far?

Please can I confirm that you give permission for this interview to be recorded through written notes and audio recording?

SIX ATTITUDINAL QUESTIONS

The purpose of this section is to understand how the participant would respond to different situations, related to the six attitudinal questions. You may need to repeat the five responses several times through this activity.

Record any reasoning for the participant's response.

First, I have six "I" statements that I am going to read out. For each statement, please say whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the statement. Once you've provided your response, I will read out the next statement.

A reminder before I start, the response options are strongly agree, agree, neither agree nor disagree, disagree or strongly disagree.

Question		**Circle response**					**Any notes?**
1	I like to arrive well in advance of any scheduled appointment or meeting	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
2	I feel anxious when things don't go as planned	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
3	I value certainty and routine in my daily life	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
4	My personal decisions have an impact upon others and wider society	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
5	If I have a bad experience with something, I won't give it a second chance	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
6	I pick up new technology quickly	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
	Any other relevant information to record? *E.g., hesitancy in responding, tone of voice, body language.*						

TRAVEL TO WORK

The purpose of this section is to understand how participants travel to work. (note that the wording used in this section is consistent with the Heathrow travel survey)

Thinking about your journey to Heathrow today, what methods of transport did you use?

Please specify all methods you used today. Please exclude any methods used to travel once you had arrived onsite like the N4 shuttle bus.

Mode	Tick all that apply
CAR	
Car driver travelling alone	
Car driver with passenger(s) also working at Heathrow	
Car passenger with driver that works at Heathrow	
Car driver with passenger(s) not working at Heathrow (they were dropped off on the way)	
Car passenger with driver that does not work at Heathrow (I was dropped off on the way)	
BICYCLE	
Bicycle	
Electric bicycle	
SCOOTER	
Scooter	
Electric scooter	
BUS / COACH	
Scheduled public bus service (including Superloop, Flightline 102, 703 and Green Line 724)	
Scheduled public coach service (including Flightline 730/731 and RailAir RA1/2/3)	
Work bus/Company transport	
TAXI	
Taxi e.g. black cab	
Private Hire/Minicab e.g. Uber/Lyft/Addison Lee	
UNDERGROUND LINES	
Piccadilly Line	
Elizabeth Line	
Other Underground Lines	
RAIL	
Heathrow Express	
Other rail (e.g. mainline National rail)	
OTHER TRANSPORT	
Motorcycle	
Walked	
Air	
Other	

SITUATION 1 *(note: This situation is aimed at testing responses to: valuing certainty and routine, anxiousness in response to things not going to plan)*

I am now going to present three situations and ask how you would respond.

Think about a time that you were taking public transport, and your bus or train service was cancelled or delayed.

Question	Response
Where were you going?	
Why were you using public transport?	
How did you feel?	
What did you do to manage the situation?	
How did it make you feel the next time you caught public transport?	
Any other relevant information (e.g., tone of voice, body language)	

IF THE PERSON DOESN'T USE PUBLIC TRANSPORT: Think about a time that you got stuck in traffic and was late.

Question	Response
Where were you going?	
Why were you driving?	
How did you feel?	
What did you do to manage the situation?	
How did it make you feel the next time you drove?	
Any other relevant information (e.g., tone of voice, body language)	

SITUATION 2 *(note: Aimed at testing: picking up new technology, response to a bad situation)*

Think about a time that you had to learn how to use a new piece of technology or software, for example maybe you just purchased a new mobile device or laptop or you're learning how to use a new mobile phone application.

Question	Response
What did you like about this situation?	
What did you dislike about this situation?	
How did you go about setting up the device and learning to use its features / how did you go about learning to use the app?	
What would your considerations be for choosing a new product or app?	
Any other relevant information (e.g., tone of voice, body language)	

SITUATION 3 *(note: Aimed at picking up whether people consider their personal decision to have an impact upon others)*

Could you think about a time that you made a change in your day-to-day life to have a positive benefit for the environment or your community? (Probes like reducing personal waste through composting or recycling or buying second-hand, using the car less often, being mindful of water usage, volunteering)

- Why did you make the change?
- Was it difficult or easy? Why?
- What positive outcomes have you seen?
- IF NO – can you think of something that you've thought about doing more of? Why haven't you yet? What's stopping you?

Question	Response
Why did you make the change?	
Was it difficult or easy – why?	
What positive outcomes have you seen?	
If no, can you think of something that you've thought about doing more of? What's stopping you?	
Any other relevant information (e.g., tone of voice, body language)	

WRAP UP

Before we end, is there anything else that you want to add based on today's discussion?

We'd like to thank you again for your involvement - some interesting insights.

If you have further questions about the interview, please direct these to sarah.turner@heathrow.com.