**Appendix: list of themes for in-depth interviews**

Goal and outcomes

What do you think is the purpose of the website?

a. Have you succeeded in achieving this goal?

Have you already taken measures in or around your home against flooding?

Do you think that you will take measures against flooding on the basis of this website?

a. If so, do you already have concrete plans in mind?

b. If not, why not?

c. If not, could something change in your situation that will cause you to take measures? And if so, what?

Roles & responsibilities

Do you think limiting possible flood damage is more of your own or the municipality's responsibility?

What do you think is your own responsibility in limiting possible flood damage?

What do you think is the responsibility of the municipality in limiting flood damage?

Have your neighbors taken measures to limit flood damage?

Well Intended: How do you feel about working with your neighbors in taking possible action?

Not going: If your neighbors are going to take action, do you plan to go with them collaborate?

Do plan: What do you think about government assistance (e.g. financial support) in taking measures?

Not planning: If you receive help from the government (this could be financial support, for example), are you going to take measures?

Flood risk communication

How do you feel about this website as a means of communication for information about flooding and potential concrete measures you can take?

a. What are your further / other preferences for communicating information about floods and concrete measures?

*Face-to-face, national campaign, flyers, information videos on TV or YouTube, information newspapers*

How do you feel about using different visual ways to communicate the information to you?

*E.g. maps, text, graphics, video / animation*

What do you think about an expert who can give you extra face-to-face explanation about the flood risks and potential concrete measures?

What information on the website would you look at first?