

YouGov / Abri Survey Results

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019				EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
Weighted Sample	2116	694	512	184	785	832	1030	1086	231	882	512	491	1206	910	245	692	453	495	176	55
Unweighted Sample	2116	672	498	190	859	840	1000	1116	157	890	489	580	1293	823	240	698	441	466	169	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three, if any, of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Health	51	51	60	60	61	48	46	57	33	51	54	58	55	47	47	56	49	49	50	61
The economy	38	44	32	45	41	39	40	36	18	40	43	38	42	33	38	39	35	38	40	41
Immigration and asylum	37	59	20	14	20	60	39	34	17	27	46	52	31	44	29	39	38	40	23	43
The environment	29	17	43	43	40	17	26	32	33	35	25	22	34	22	32	28	32	28	29	21
Brexit	22	11	32	41	37	10	26	18	21	25	21	17	26	17	23	22	20	19	30	36
Housing	17	12	23	16	18	14	16	17	21	19	16	13	16	18	30	18	13	14	12	18
Crime	16	24	12	6	10	22	16	16	16	14	19	18	14	20	22	16	20	16	5	9
Terrorism	13	20	7	8	8	20	13	13	13	9	16	17	11	16	13	13	14	12	13	16
Welfare & benefits	12	6	17	12	15	8	12	12	8	14	11	10	11	13	9	10	13	14	14	13
Education	10	9	14	12	11	8	9	11	18	12	6	8	11	10	9	9	11	11	15	7
Defence and security	8	15	4	2	5	15	10	7	7	6	10	13	8	10	3	9	7	11	6	14
Pensions	6	7	5	5	5	7	7	5	4	4	5	12	5	7	3	5	7	5	12	4
Family life & childcare	5	3	6	5	5	4	3	6	4	7	3	3	4	6	4	3	6	6	4	2
None of these	1	0	1	0	0	1	2	1	2	2	1	0	1	2	0	1	1	1	3	1
Don't know	4	1	3	3	2	2	3	5	15	4	2	1	4	4	5	4	4	4	2	1

Which two or three, if any, of the following do you think should be most responsible for tackling climate change?

Please tick up to three options.

National government	63	57	78	80	78	56	65	62	51	66	64	64	70	55	64	64	66	58	65	68
Businesses and industries	51	52	59	59	58	48	51	52	46	52	54	49	54	47	51	51	49	53	51	53
The general public	34	42	33	40	37	36	30	38	16	31	37	45	35	33	33	36	35	32	30	36
Energy companies	31	30	37	32	33	30	30	31	21	31	33	31	32	29	36	31	28	29	30	27
International organisations (UN, EU, IMF etc.)	23	21	25	29	28	21	24	23	24	22	21	27	26	19	20	23	21	25	26	22
Local council	9	9	7	8	8	9	7	10	7	10	8	8	9	8	7	10	9	9	7	11
Environmental organisations and charities (Greenpeace, WWF, Friends of the Earth etc.)	6	5	5	4	5	7	5	7	9	6	5	6	6	6	6	5	5	9	3	3
Other [See Tab 1]	4	4	2	1	2	6	4	3	2	3	5	4	3	5	2	3	4	5	4	4
Don't know	12	9	6	7	7	11	11	13	24	13	9	9	8	17	11	11	13	12	14	7

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Sample Size: 2116 adults in UK
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		Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	
Weighted Sample	2116	61	99	140	131	157	158	118	106	86	96	118	88	119
Unweighted Sample	2116	48	93	137	137	155	154	119	111	90	92	123	94	124
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three, if any, of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Health	51	39	55	43	55	50	48	54	56	57	56	59	55	53
The economy	38	22	30	37	42	31	36	43	40	47	44	36	42	53
Immigration and asylum	37	44	39	43	36	37	38	37	44	35	33	30	33	35
The environment	29	16	27	29	20	25	24	24	31	36	39	42	40	
Brexit	22	19	15	12	12	26	27	19	19	28	35	28	28	24
Housing	17	12	17	25	19	20	20	16	19	20	18	19	15	15
Crime	16	26	11	22	18	12	14	24	17	13	19	9	15	13
Terrorism	13	22	13	19	9	18	12	10	13	11	8	10	16	10
Welfare & benefits	12	17	23	11	17	11	14	10	9	12	6	14	11	9
Education	10	16	9	9	7	10	10	8	13	11	14	11	18	10
Defence and security	8	11	8	8	9	13	5	10	10	11	3	9	4	10
Pensions	6	0	14	7	6	9	10	5	4	3	7	4	5	4
Family life & childcare	5	3	2	4	10	9	6	4	10	6	4	2	3	2
None of these	1	2	1	1	3	3	1	2	0	0	0	1	0	0
Don't know	4	9	2	2	1	0	2	3	2	0	0	1	0	1

Which two or three, if any, of the following do you think should be most responsible for tackling climate change?

Please tick up to three options.

National government	63	41	59	45	62	66	69	57	74	73	69	81	75	78
Businesses and industries	51	24	55	44	56	48	58	43	61	60	54	56	50	62
The general public	34	30	35	37	34	41	37	36	40	24	39	27	39	36
Energy companies	31	20	33	40	36	29	30	27	41	35	36	27	32	33
International organisations (UN, EU, IMF etc.)	23	10	17	22	19	16	19	21	24	28	25	30	34	27
Local council	9	11	7	8	8	11	9	7	5	9	10	9	11	8
Environmental organisations and charities (Greenpeace, WWF, Friends of the Earth etc.)	6	7	3	8	7	4	9	12	3	8	4	4	8	6
Other [See Tab 1]	4	10	6	4	6	2	4	3	5	1	4	3	2	1
Don't know	12	25	12	11	9	15	9	14	3	6	4	5	2	6

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Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

						Employment Status							
	Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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
Weighted Sample	2116	58	21	135	393	891	246	52	83	532	117	87	107
Unweighted Sample	2116	64	23	124	396	875	232	41	66	611	109	80	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three, if any, of the following do you think are the most important issues facing the country at this time?

Please tick up to three.

Health	51	50	65	48	50	49	56	34	49	57	42	48	50
The economy	38	57	49	23	35	43	34	14	25	39	29	35	26
Immigration and asylum	37	25	10	32	39	34	33	14	6	52	37	41	22
The environment	29	46	31	36	22	32	28	20	56	23	29	22	31
Brexit	22	37	41	16	19	27	22	24	26	15	17	20	16
Housing	17	6	7	15	13	17	18	25	9	14	30	16	12
Crime	16	8	4	15	19	17	18	19	11	17	19	10	10
Terrorism	13	11	8	9	16	11	18	15	1	17	16	9	9
Welfare & benefits	12	2	15	8	12	10	11	8	8	11	25	22	17
Education	10	11	8	9	9	10	13	26	20	8	6	8	15
Defence and security	8	3	4	8	10	7	3	22	3	13	8	6	5
Pensions	6	6	9	2	5	4	3	5	10	10	3	5	4
Family life & childcare	5	3	5	4	2	5	8	1	4	3	5	2	8
None of these	1	2	0	3	1	1	0	0	0	1	1	0	8
Don't know	4	3	0	14	9	3	2	6	15	1	5	5	14

Which two or three, if any, of the following do you think should be most responsible for tackling climate change?

Please tick up to three options.

National government	63	71	87	47	58	68	63	49	62	65	54	52	49
Businesses and industries	51	65	61	45	45	54	50	36	64	50	53	48	42
The general public	34	38	33	21	32	33	33	35	15	43	26	32	22
Energy companies	31	25	36	19	28	30	34	19	37	33	29	29	22
International organisations (UN, EU, IMF etc.)	23	26	33	26	24	23	22	6	28	28	22	10	18
Local council	9	14	0	9	8	9	8	1	8	7	12	11	10
Environmental organisations and charities (Greenpeace, WWF, Friends of the Earth etc.)	6	2	0	4	7	6	6	25	7	5	7	11	1
Other [See Tab 1]	4	1	0	4	4	3	4	3	0	4	4	7	4
Don't know	12	6	0	31	18	10	12	16	18	9	17	16	32

YouGov / Abri Survey Results

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

		House Ownership Status								
	Total	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
Weighted Sample	2116	667	556	29	315	120	142	99	106	44
Unweighted Sample	2116	722	564	22	314	116	134	82	81	42
	%	%	%	%	%	%	%	%	%	%

Which two or three, if any, of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

Health	51	55	54	56	55	40	45	44	41	34
The economy	38	42	45	32	38	26	27	28	23	22
Immigration and asylum	37	47	32	16	29	40	40	29	24	23
The environment	29	26	32	34	34	21	22	36	28	22
Brexit	22	17	30	19	23	17	18	26	15	9
Housing	17	13	11	10	29	19	21	25	21	14
Crime	16	17	14	8	16	18	18	22	12	22
Terrorism	13	16	13	18	5	22	15	9	12	5
Welfare & benefits	12	10	10	5	14	18	21	13	11	4
Education	10	9	12	12	9	10	8	10	14	10
Defence and security	8	12	8	3	5	8	15	4	4	6
Pensions	6	8	6	15	5	4	2	1	6	5
Family life & childcare	5	3	6	6	6	7	5	2	4	4
None of these	1	1	1	0	1	2	3	0	2	13
Don't know	4	1	2	0	3	7	4	12	17	20

Which two or three, if any, of the following do you think should be most responsible for tackling climate change?

Please tick up to three options.

National government	63	67	72	56	63	46	46	63	51	36
Businesses and industries	51	52	56	61	58	36	42	48	46	20
The general public	34	42	34	15	27	35	32	25	22	15
Energy companies	31	30	30	65	35	33	28	25	20	12
International organisations (UN, EU, IMF etc.)	23	27	25	6	20	17	10	31	19	21
Local council	9	8	9	2	9	8	11	7	8	3
Environmental organisations and charities (Greenpeace, WWF, Friends of the Earth etc.)	6	5	5	3	10	8	11	6	4	2
Other [See Tab 1]	4	4	3	0	3	9	4	2	3	4
Don't know	12	7	8	2	11	18	18	21	31	49

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Which of the following statements best reflects your view?

We are currently in a very large climate emergency	39	28	57	51	51	29	35	42	41	40	39	35	42	34	42	40	35	39	38	34
We are currently in a fairly large climate emergency	32	36	28	37	35	32	31	34	27	32	31	38	34	30	33	32	35	29	32	38
TOTAL VERY / FAIRLY LARGE CLIMATE	71	64	85	88	86	61	66	76	68	72	70	73	76	64	75	72	70	68	70	72
We are currently in a fairly small climate emergency	11	18	5	7	7	17	13	10	6	10	14	15	11	12	6	13	11	13	8	10
We are currently not in a climate emergency at all	7	11	1	0	1	12	11	4	7	7	8	5	6	9	8	7	6	8	5	14
TOTAL FAIRLY SMALL/ NOT A CLIMATE EMERGENCY	18	29	6	7	8	29	24	14	13	17	22	20	17	21	14	20	17	21	13	24
Don't know	11	8	8	4	6	10	10	11	19	12	8	7	7	15	11	8	13	11	16	4

Thinking about the term 'net zero carbon', which of the following best reflects your view?

I recognise this term and know exactly what it means	25	27	28	33	26	27	32	19	28	23	26	28	29	20	28	25	26	22	28	22
I recognise this term and have an idea of what it means	46	46	51	50	53	44	42	50	29	47	49	49	48	43	42	49	44	46	42	61
I recognise this term but don't really know what it means	17	20	13	14	13	20	15	19	15	17	17	19	15	21	16	15	18	19	20	14
I don't recognise this term at all or know what it means	4	3	3	2	2	4	3	5	8	4	3	3	4	5	5	4	4	5	1	3
Don't know	7	4	6	2	5	5	8	7	19	9	4	2	5	11	9	6	8	9	9	0

How concerned, if at all, are you about how future generations will live, as a result of climate change?

Very concerned	32	21	50	53	45	23	28	36	33	29	35	33	36	27	36	31	32	31	28	33
Fairly concerned	38	43	37	34	41	39	34	41	24	40	36	42	40	35	32	40	37	38	37	38
TOTAL CONCERNED	70	64	87	87	86	62	62	77	57	69	71	75	76	62	68	71	69	69	65	71
Not very concerned	15	22	6	10	8	20	17	13	16	14	16	16	13	18	18	15	15	14	16	12
Not at all concerned	8	11	2	0	2	14	13	4	8	9	9	6	7	11	6	8	6	11	9	15
TOTAL NOT CONCERNED	23	33	8	10	10	34	30	17	24	23	25	22	20	29	24	23	21	25	25	27
Don't know	7	3	5	3	4	5	7	6	20	7	4	3	4	10	7	5	10	6	9	1

Sample Size: 2116 adults in UK
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	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Which of the following statements best reflects your view?

We are currently in a very large climate emergency	39	26	41	38	36	36	32	39	40	35	43	54	38	46
We are currently in a fairly large climate emergency	32	29	28	31	39	32	45	30	26	39	39	26	41	29
TOTAL VERY / FAIRLY LARGE CLIMATE	71	55	69	69	75	68	77	69	66	74	82	80	79	75
We are currently in a fairly small climate emergency	11	0	16	16	8	17	8	14	19	15	8	6	11	14
We are currently not in a climate emergency at all	7	22	4	7	7	4	7	12	10	8	2	10	5	6
TOTAL FAIRLY SMALL/ NOT A CLIMATE EMERGENCY	18	22	20	23	15	21	15	26	29	23	10	16	16	20
Don't know	11	24	11	8	10	11	8	5	4	2	8	5	5	4

Thinking about the term 'net zero carbon', which of the following best reflects your view?

I recognise this term and know exactly what it means	25	34	17	21	16	25	20	29	32	23	27	31	28	29
I recognise this term and have an idea of what it means	46	26	51	49	53	43	54	37	43	59	46	48	49	53
I recognise this term but don't really know what it means	17	11	13	22	18	22	20	22	23	14	24	16	16	13
I don't recognise this term at all or know what it means	4	7	10	3	6	4	3	5	1	4	0	2	3	3
Don't know	7	22	10	5	8	7	3	7	0	1	2	2	4	3

How concerned, if at all, are you about how future generations will live, as a result of climate change?

Very concerned	32	17	32	31	28	30	31	31	31	22	38	40	39	35
Fairly concerned	38	23	41	33	45	39	45	38	35	51	36	41	43	38
TOTAL CONCERNED	70	40	73	64	73	69	76	69	66	73	74	81	82	73
Not very concerned	15	5	14	27	15	16	11	16	17	14	23	11	10	14
Not at all concerned	8	38	7	6	5	10	8	9	13	11	2	7	6	9
TOTAL NOT CONCERNED	23	43	21	33	20	26	19	25	30	25	25	18	16	23
Don't know	7	18	6	4	7	5	6	5	3	2	1	1	2	3

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Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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 of the following statements best reflects your view?

We are currently in a very large climate emergency	39	45	57	40	34	39	34	37	57	37	40	36	42
We are currently in a fairly large climate emergency	32	29	21	23	31	31	44	38	18	37	21	28	16
TOTAL VERY / FAIRLY LARGE CLIMATE	71	74	78	63	65	70	78	75	75	74	61	64	58
We are currently in a fairly small climate emergency	11	12	12	7	11	12	9	4	8	13	15	9	13
We are currently not in a climate emergency at all	7	6	5	6	6	8	8	4	0	5	7	11	5
TOTAL FAIRLY SMALL/ NOT A CLIMATE	18	18	17	13	17	20	17	8	8	18	22	20	18
EMERGENCY													
Don't know	11	8	4	24	17	10	5	16	17	7	17	16	23

Thinking about the term 'net zero carbon', which of the following best reflects your view?

I recognise this term and know exactly what it means	25	40	35	16	25	26	21	36	33	26	19	17	25
I recognise this term and have an idea of what it means	46	48	57	43	41	47	49	20	37	52	39	47	35
I recognise this term but don't really know what it means	17	8	7	13	16	17	18	27	7	17	18	21	14
I don't recognise this term at all or know what it means	4	0	0	8	4	4	5	2	8	3	9	3	5
Don't know	7	4	0	19	13	7	7	15	15	2	16	13	20

How concerned, if at all, are you about how future generations will live, as a result of climate change?

Very concerned	32	39	46	32	30	30	31	31	46	34	24	33	34
Fairly concerned	38	32	33	32	35	39	41	24	29	42	27	32	32
TOTAL CONCERNED	70	71	79	64	65	69	72	55	75	76	51	65	66
Not very concerned	15	14	13	7	17	16	16	18	11	15	17	11	9
Not at all concerned	8	10	9	7	7	9	6	19	1	7	14	14	7
TOTAL NOT CONCERNED	23	24	22	14	24	25	22	37	12	22	31	25	16
Don't know	7	4	0	22	11	6	6	8	13	2	18	10	18

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

Total	House Ownership Status								
	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 of the following statements best reflects your view?

We are currently in a very large climate emergency	39	36	42	42	43	35	35	28	43	33
We are currently in a fairly large climate emergency	32	36	33	18	35	18	32	42	15	7
TOTAL VERY / FAIRLY LARGE CLIMATE	71	72	75	60	78	53	67	70	58	40
We are currently in a fairly small climate emergency	11	14	12	20	7	11	11	9	8	13
We are currently not in a climate emergency at all	7	7	7	20	6	11	4	4	10	8
TOTAL FAIRLY SMALL/ NOT A CLIMATE EMERGENCY	18	21	19	40	13	22	15	13	18	21
Don't know	11	7	6	0	8	24	17	17	24	38

Thinking about the term 'net zero carbon', which of the following best reflects your view?

I recognise this term and know exactly what it means	25	26	28	14	24	22	19	15	27	30
I recognise this term and have an idea of what it means	46	50	48	54	47	37	35	53	34	21
I recognise this term but don't really know what it means	17	17	17	17	20	21	23	11	14	7
I don't recognise this term at all or know what it means	4	3	3	15	4	10	4	8	3	0
Don't know	7	4	4	0	5	10	18	13	23	42

How concerned, if at all, are you about how future generations will live, as a result of climate change?

Very concerned	32	32	33	31	34	29	36	18	28	31
Fairly concerned	38	41	41	21	42	28	31	36	28	16
TOTAL CONCERNED	70	73	74	52	76	57	67	54	56	47
Not very concerned	15	17	15	43	12	18	14	15	14	6
Not at all concerned	8	8	8	2	8	10	9	10	11	12
TOTAL NOT CONCERNED	23	25	23	45	20	28	23	25	25	18
Don't know	7	2	4	2	5	15	10	21	19	35

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Over the past decade, do you think weather patterns have become more or less extreme in the UK?
Extreme weather includes heatwaves, heavy rainfall, storms and flooding.

A lot more extreme	28	23	42	36	38	24	25	32	21	25	33	33	31	25	28	26	30	31	23	34
A little more extreme	45	46	45	53	48	43	42	47	40	48	40	46	48	40	46	46	45	40	48	40
TOTAL MORE EXTREME	73	69	87	89	86	67	67	79	61	73	73	79	79	65	74	72	75	71	71	74
A little less extreme	3	2	1	1	1	2	3	2	6	3	2	1	2	3	3	2	2	5	1	0
A lot less extreme	1	2	1	0	1	1	1	1	2	1	1	1	1	1	2	1	1	1	3	1
TOTAL LESS EXTREME	4	4	2	1	2	3	4	3	8	4	3	2	3	4	5	3	3	6	4	1
No change – it was and still is extreme	7	12	2	2	3	12	8	5	1	5	10	8	5	9	3	8	7	6	7	7
No change – it was and still is not extreme	9	12	2	3	4	13	12	5	8	8	10	9	8	10	9	10	6	9	7	16
Don't know	8	4	7	5	5	5	9	8	23	10	4	2	6	12	8	7	10	8	11	1

Which two or three of the following, if any, are you most worried about being impacted as a result of climate change?

Please select up to three options.

Loss of wildlife habitats	31	28	35	35	33	30	26	35	33	30	33	28	31	30	31	29	32	32	31	30
Loss of animal species	29	22	37	37	31	26	25	33	37	31	29	22	31	26	35	25	30	31	28	25
Increased levels of deforestation (less trees)	28	29	30	23	30	28	26	29	29	24	27	33	29	26	29	26	28	28	29	27
Poorer air quality, increasing the risk of allergies, asthma and lung conditions	23	21	32	28	29	19	20	27	20	25	20	25	25	21	24	23	22	23	22	26
Increased temperatures	23	19	33	28	33	16	22	24	14	24	22	26	26	19	33	22	23	18	22	22
Increased cost of food	20	23	18	20	20	20	23	17	14	21	21	19	20	20	18	21	19	20	22	17
Increased cost of fuels	19	25	16	15	17	24	19	19	9	16	24	24	18	19	17	19	17	21	19	23
Increased frequency of droughts	12	11	17	19	17	10	13	11	8	11	13	15	14	9	17	13	11	10	9	13
Increased risk of your home being damaged by floods	11	10	11	10	12	9	11	10	15	10	9	11	11	10	13	11	9	11	10	9
Loss of green spaces near to your home	8	9	6	7	6	8	7	9	4	8	8	8	7	9	7	8	10	7	5	9
Increased risk of your home being damaged by gales	8	10	6	10	9	9	8	8	5	6	10	10	8	7	4	7	7	10	12	11
Increased risk of heat related illnesses such as skin cancer and heat stroke	7	7	7	7	9	6	7	8	9	8	4	8	8	6	5	8	7	6	8	12
Lack of quality food	6	6	8	6	7	6	7	5	3	9	4	6	7	5	8	6	7	6	7	6
Increased cost of insurance	4	5	2	4	3	5	4	3	1	4	5	3	4	3	1	4	2	5	6	7
Increased insect outbreaks	2	2	2	2	2	2	1	3	3	2	2	2	2	2	3	2	2	1	5	0
Other [See Tab 2]	3	3	4	5	4	4	4	3	2	3	4	4	4	3	2	5	3	2	2	2
Not applicable- I'm not worried about climate change	8	11	3	2	2	13	11	5	8	8	9	9	6	10	6	10	6	8	7	15
Don't know	8	5	5	7	5	6	8	8	14	9	5	4	5	11	7	7	10	8	6	2

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Over the past decade, do you think weather patterns
have become more or less extreme in the UK?
Extreme weather includes heatwaves, heavy rainfall,
storms and flooding.

A lot more extreme	28	18	26	31	29	35	32	21	32	19	35	29	29	25
A little more extreme	45	34	47	39	49	46	39	53	46	52	41	51	51	56
TOTAL MORE EXTREME	73	52	73	70	78	81	71	74	78	71	76	80	80	81
A little less extreme	3	1	4	5	2	2	6	2	4	4	2	5	0	1
A lot less extreme	1	10	0	1	1	0	1	0	2	2	1	1	3	0
TOTAL LESS EXTREME	4	11	4	6	3	2	7	2	6	6	3	6	3	1
No change – it was and still is extreme	7	2	7	6	8	6	9	9	2	7	10	8	4	7
No change – it was and still is not extreme	9	22	8	12	6	5	8	11	13	14	7	5	9	6
Don't know	8	12	8	7	5	6	5	5	1	3	4	2	3	4

Which two or three of the following, if any, are you
most worried about being impacted as a result of
climate change?

Please select up to three options.

Loss of wildlife habitats	31	18	46	37	27	30	30	29	31	29	40	44	34	30
Loss of animal species	29	17	26	27	27	20	23	31	34	33	47	30	36	36
Increased levels of deforestation (less trees)	28	12	33	23	21	30	30	24	29	20	38	28	30	29
Poorer air quality, increasing the risk of allergies, asthma and lung conditions	23	21	19	20	20	23	28	28	19	23	21	31	27	21
Increased temperatures	23	16	23	21	23	25	23	19	27	24	22	24	29	24
Increased cost of food	20	14	13	22	25	21	24	24	20	21	21	20	17	15
Increased cost of fuels	19	19	17	24	28	17	17	22	20	24	18	16	18	15
Increased frequency of droughts	12	6	8	10	11	16	11	18	9	19	11	17	11	14
Increased risk of your home being damaged by floods	11	13	14	13	10	13	10	9	6	9	6	12	10	13
Loss of green spaces near to your home	8	9	7	9	11	4	5	5	18	10	3	7	11	9
Increased risk of your home being damaged by gales	8	5	9	4	11	11	14	11	7	4	8	7	8	9
Increased risk of heat related illnesses such as skin cancer and heat stroke	7	7	7	8	6	7	8	8	5	5	3	6	12	6
Lack of quality food	6	4	4	4	5	5	9	5	12	6	9	6	9	10
Increased cost of insurance	4	1	2	6	6	1	2	3	4	1	4	8	4	3
Increased insect outbreaks	2	1	2	5	4	1	4	2	2	1	3	2	1	2
Other [See Tab 2]	3	2	4	2	3	1	4	2	4	7	9	2	3	4
Not applicable- I'm not worried about climate change	8	20	4	6	7	9	7	8	11	11	3	7	7	5
Don't know	8	16	5	7	8	8	6	6	2	3	3	2	2	5

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

Over the past decade, do you think weather patterns have become more or less extreme in the UK?
Extreme weather includes heatwaves, heavy rainfall, storms and flooding.

A lot more extreme	28	26	37	25	30	25	27	34	23	34	22	33	34
A little more extreme	45	46	45	31	39	46	48	29	51	46	38	33	37
TOTAL MORE EXTREME	73	72	82	56	69	71	75	63	74	80	60	66	71
A little less extreme	3	5	0	2	1	2	3	12	6	1	3	6	3
A lot less extreme	1	0	0	0	1	1	0	14	1	1	2	1	0
TOTAL LESS EXTREME	4	5	0	2	2	3	3	26	7	2	5	7	3
No change – it was and still is extreme	7	4	4	8	6	7	8	2	1	7	9	8	3
No change – it was and still is not extreme	9	6	13	6	9	10	9	2	2	8	6	10	5
Don't know	8	13	0	27	14	8	6	8	17	2	19	9	19

Which two or three of the following, if any, are you most worried about being impacted as a result of climate change?

Please select up to three options.

Loss of wildlife habitats	31	27	36	24	24	30	37	30	35	29	29	35	28
Loss of animal species	29	27	39	29	26	31	33	28	35	23	34	22	30
Increased levels of deforestation (less trees)	28	35	34	29	28	27	26	6	29	34	19	26	26
Poorer air quality, increasing the risk of allergies, asthma and lung conditions	23	31	11	20	24	23	23	8	23	25	21	24	28
Increased temperatures	23	26	32	16	23	23	19	18	20	27	14	23	20
Increased cost of food	20	21	9	20	18	21	20	22	21	18	23	17	15
Increased cost of fuels	19	12	9	13	21	19	17	11	7	24	19	19	10
Increased frequency of droughts	12	25	9	7	10	12	12	17	11	15	8	4	6
Increased risk of your home being damaged by floods	11	10	22	11	9	10	7	16	15	11	9	23	6
Loss of green spaces near to your home	8	2	0	5	8	8	10	10	4	8	9	7	4
Increased risk of your home being damaged by gales	8	4	8	5	6	7	5	5	11	11	4	8	3
Increased risk of heat related illnesses such as skin cancer and heat stroke	7	9	22	5	7	6	9	8	13	7	4	6	8
Lack of quality food	6	6	13	5	6	7	5	4	4	6	9	5	6
Increased cost of insurance	4	2	4	3	4	4	2	2	0	4	4	0	2
Increased insect outbreaks	2	2	0	2	1	1	4	1	4	2	2	1	2
Other [See Tab 2]	3	3	15	3	2	3	5	1	3	3	3	3	5
Not applicable- I'm not worried about climate change	8	7	9	7	10	8	8	10	9	8	7	6	8
Don't know	8	4	0	19	12	7	8	8	5	4	12	11	21

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

Over the past decade, do you think weather patterns have become more or less extreme in the UK?
Extreme weather includes heatwaves, heavy rainfall, storms and flooding.

A lot more extreme	28	32	29	18	27	26	31	18	24	31
A little more extreme	45	46	45	34	53	37	38	44	32	18
TOTAL MORE EXTREME	73	78	74	52	80	63	69	62	56	49
A little less extreme	3	2	3	19	1	3	6	1	4	0
A lot less extreme	1	1	1	0	0	1	3	2	1	0
TOTAL LESS EXTREME	4	3	4	19	1	4	9	3	5	0
No change – it was and still is extreme	7	9	6	4	5	5	5	5	3	5
No change – it was and still is not extreme	9	8	9	22	7	18	5	5	12	6
Don't know	8	3	6	2	6	11	12	25	23	39

Which two or three of the following, if any, are you most worried about being impacted as a result of climate change?

Please select up to three options.

Loss of wildlife habitats	31	29	32	21	36	30	29	31	28	13
Loss of animal species	29	25	32	43	32	20	29	37	28	20
Increased levels of deforestation (less trees)	28	33	28	26	31	14	23	22	18	23
Poorer air quality, increasing the risk of allergies, asthma and lung conditions	23	21	24	24	27	22	26	23	21	23
Increased temperatures	23	26	23	24	23	19	24	14	22	15
Increased cost of food	20	18	21	23	22	20	19	21	18	13
Increased cost of fuels	19	22	19	15	20	15	22	15	7	13
Increased frequency of droughts	12	16	13	16	9	11	6	11	5	2
Increased risk of your home being damaged by floods	11	11	11	38	8	7	14	7	10	11
Loss of green spaces near to your home	8	9	6	6	8	8	9	8	4	3
Increased risk of your home being damaged by gales	8	12	9	7	3	6	2	6	4	0
Increased risk of heat related illnesses such as skin cancer and heat stroke	7	7	7	5	10	7	3	3	8	2
Lack of quality food	6	6	7	7	6	7	7	5	5	7
Increased cost of insurance	4	4	5	0	2	1	2	5	2	1
Increased insect outbreaks	2	2	2	2	2	5	1	1	2	0
Other [See Tab 2]	3	4	4	3	4	1	5	1	1	4
Not applicable- I'm not worried about climate change	8	7	8	0	7	14	4	7	17	15
Don't know	8	5	4	0	8	13	9	19	15	26

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

A carbon footprint measures how much carbon dioxide (and other greenhouse gases) are emitted as a result of our activities.

Generally speaking, do you think each of the following has a large or small carbon footprint?
Eating a diet high in meat and animal products

Very large	20	14	31	24	26	16	17	23	21	20	21	17	23	16	26	20	20	18	19	17
Fairly large	41	44	41	50	48	36	40	42	40	40	39	43	44	36	40	40	41	39	46	41
TOTAL LARGE	61	58	72	74	74	52	57	65	61	60	60	60	67	52	66	60	61	57	65	58
Fairly small	17	22	12	14	14	22	18	16	13	17	17	19	17	18	11	20	17	17	15	19
Very small	9	12	4	4	2	14	12	6	6	9	10	9	8	10	6	9	8	11	8	8
TOTAL SMALL	26	34	16	18	16	36	30	22	19	26	27	28	25	28	17	29	25	28	23	27
Don't know	14	9	11	8	9	12	14	13	20	13	13	11	9	20	17	11	14	15	12	16

Eating a plant-based diet

Very large	2	2	2	2	1	3	3	2	4	3	2	1	2	3	2	2	1	3	3	2
Fairly large	12	15	11	13	12	12	11	13	14	12	12	10	13	10	13	12	14	10	10	11
TOTAL LARGE	14	17	13	15	13	15	14	15	18	15	14	11	15	13	15	14	15	13	13	13
Fairly small	42	41	46	53	48	38	42	43	40	43	39	46	47	36	41	43	43	40	44	43
Very small	28	30	30	23	27	31	28	28	25	26	32	28	28	28	26	30	25	28	28	29
TOTAL SMALL	70	71	76	76	75	69	70	71	65	69	71	74	75	64	67	73	68	68	72	72
Don't know	15	12	12	9	11	16	16	15	18	16	15	15	10	23	19	12	16	18	15	15

Buying locally sourced food

Very large	3	4	2	3	3	3	3	3	4	2	3	4	3	3	2	2	5	3	3	0
Fairly large	10	10	9	9	10	9	11	8	16	8	10	10	11	9	9	12	7	8	14	10
TOTAL LARGE	13	14	11	12	13	12	14	11	20	10	13	14	14	12	11	14	12	11	17	10
Fairly small	46	44	52	53	51	42	45	46	38	48	46	46	50	41	50	45	50	42	42	48
Very small	26	31	23	26	24	31	25	27	21	26	28	28	27	25	21	29	23	27	27	30
TOTAL SMALL	72	75	75	79	75	73	70	73	59	74	74	74	77	66	71	74	73	69	69	78
Don't know	15	11	14	10	12	14	15	15	21	16	14	12	10	22	18	12	15	19	14	11

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

A carbon footprint measures how much carbon dioxide (and other greenhouse gases) are emitted as a result of our activities.

Generally speaking, do you think each of the following has a large or small carbon footprint?
Eating a diet high in meat and animal products

Very large	20	17	16	11	15	19	21	19	25	23	24	26	22	27
Fairly large	41	35	42	41	39	48	45	42	35	40	46	46	51	48
TOTAL LARGE	61	52	58	52	54	67	66	61	60	63	70	72	73	75
Fairly small	17	10	19	24	18	17	18	17	19	21	15	16	16	13
Very small	9	12	8	6	11	5	8	12	13	11	6	6	8	8
TOTAL SMALL	26	22	27	30	29	22	26	29	32	32	21	22	24	21
Don't know	14	26	16	18	17	12	8	11	7	6	9	7	3	5

Eating a plant-based diet

Very large	2	10	5	1	4	3	2	6	1	2	1	0	1	1
Fairly large	12	13	14	10	14	13	12	11	10	11	8	9	21	16
TOTAL LARGE	14	23	19	11	18	16	14	17	11	13	9	9	22	17
Fairly small	42	25	41	40	38	47	42	41	35	46	46	54	47	45
Very small	28	27	25	29	26	23	34	27	42	29	29	27	26	31
TOTAL SMALL	70	52	66	69	64	70	76	68	77	75	75	81	73	76
Don't know	15	25	15	21	18	14	9	15	11	12	15	10	5	8

Buying locally sourced food

Very large	3	7	3	3	4	3	2	6	2	2	2	2	1	1
Fairly large	10	9	12	12	10	9	7	7	9	15	7	8	12	7
TOTAL LARGE	13	16	15	15	14	12	9	13	11	17	9	10	13	8
Fairly small	46	18	45	40	44	46	53	45	41	47	60	55	55	57
Very small	26	38	21	22	28	25	26	24	39	29	23	27	29	29
TOTAL SMALL	72	56	66	62	72	71	79	69	80	76	83	82	84	86
Don't know	15	27	20	23	13	16	12	18	10	7	8	8	3	7

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

						Employment Status						
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

A carbon footprint measures how much carbon dioxide (and other greenhouse gases) are emitted as a result of our activities.

Generally speaking, do you think each of the following has a large or small carbon footprint?
Eating a diet high in meat and animal products

Very large	20	30	24	21	16	21	20	37	28	17	20	10	15
Fairly large	41	45	62	28	34	42	43	33	34	44	32	32	37
TOTAL LARGE	61	75	86	49	50	63	63	70	62	61	52	42	52
Fairly small	17	17	9	16	16	15	19	11	18	18	19	31	13
Very small	9	4	5	9	11	10	6	4	7	9	14	9	10
TOTAL SMALL	26	21	14	25	27	25	25	15	25	27	33	40	23
Don't know	14	4	0	26	22	12	12	15	13	12	15	19	25

Eating a plant-based diet

Very large	2	2	4	0	2	2	2	13	0	1	7	5	4
Fairly large	12	15	4	12	11	13	11	17	18	9	11	9	14
TOTAL LARGE	14	17	8	12	13	15	13	30	18	10	18	14	18
Fairly small	42	49	43	35	42	42	40	28	48	46	42	43	34
Very small	28	30	49	21	25	29	31	28	29	29	23	21	22
TOTAL SMALL	70	79	92	56	67	71	71	56	77	75	65	64	56
Don't know	15	4	0	32	21	15	16	14	6	15	17	22	25

Buying locally sourced food

Very large	3	3	9	3	2	2	4	20	2	3	3	4	2
Fairly large	10	9	9	8	12	8	11	21	10	10	6	17	12
TOTAL LARGE	13	12	18	11	14	10	15	41	12	13	9	21	14
Fairly small	46	47	59	39	41	49	45	23	53	46	39	36	39
Very small	26	33	17	20	24	26	24	16	27	27	31	26	26
TOTAL SMALL	72	80	76	59	65	75	69	39	80	73	70	62	65
Don't know	15	8	6	30	20	15	15	20	9	13	20	17	21

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

Total	House Ownership Status								
	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

A carbon footprint measures how much carbon dioxide (and other greenhouse gases) are emitted as a result of our activities.

Generally speaking, do you think each of the following has a large or small carbon footprint?

Eating a diet high in meat and animal products

Very large	20	20	21	18	24	10	16	21	19	9
Fairly large	41	43	45	41	39	30	29	40	40	21
TOTAL LARGE	61	63	66	59	63	40	45	61	59	30
Fairly small	17	18	17	19	17	23	19	10	14	8
Very small	9	10	8	15	8	10	8	7	5	26
TOTAL SMALL	26	28	25	34	25	33	27	17	19	34
Don't know	14	9	9	7	12	27	28	23	22	36

Eating a plant-based diet

Very large	2	1	2	0	5	4	3	1	1	2
Fairly large	12	11	13	25	11	6	12	12	14	14
TOTAL LARGE	14	12	15	25	16	10	15	13	15	16
Fairly small	42	46	43	24	45	32	36	41	38	27
Very small	28	29	31	42	23	28	23	23	26	31
TOTAL SMALL	70	75	74	66	68	60	59	64	64	58
Don't know	15	13	11	9	15	30	27	23	21	27

Buying locally sourced food

Very large	3	3	2	0	4	5	2	1	0	7
Fairly large	10	11	8	18	8	6	13	6	17	10
TOTAL LARGE	13	14	10	18	12	11	15	7	17	17
Fairly small	46	47	53	55	46	31	38	46	33	24
Very small	26	28	26	23	27	27	19	21	27	29
TOTAL SMALL	72	75	79	78	73	58	57	67	60	53
Don't know	15	11	11	5	14	31	29	26	23	30

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Which two or three, if any, of the following best describe how you feel about climate change? Please tick up to three options.

Powerless	37	34	44	46	43	33	37	37	41	36	35	39	40	33	38	39	36	36	34	31
Frustrated	32	28	44	38	41	26	31	34	34	32	35	29	37	26	30	31	35	35	30	25
Anxious	29	25	45	33	37	24	23	35	23	29	28	33	34	23	28	30	30	30	24	30
Angry	17	11	26	21	22	13	16	18	20	16	18	15	18	16	20	16	18	17	16	13
Hopeful	17	21	16	17	17	21	16	18	4	14	19	26	17	17	16	17	17	15	18	19
Ashamed	12	8	15	18	16	10	10	14	11	15	13	7	12	13	10	13	11	13	13	14
Informed	12	14	10	11	11	13	13	10	14	9	12	15	12	11	11	12	14	9	12	6
Indifferent	12	18	4	8	6	18	17	7	11	12	13	11	10	14	8	15	11	10	13	12
Confused	10	12	9	7	10	11	7	14	7	10	9	14	10	10	8	11	11	11	9	13
Curious	7	8	4	5	7	7	8	6	5	8	6	8	8	6	9	8	4	8	9	7
Determined	5	4	9	8	7	4	5	6	9	5	6	4	6	4	8	4	7	5	6	3
Ambitious	2	2	2	1	2	2	2	2	1	3	2	1	3	1	2	1	2	3	4	1
Content	2	3	1	0	1	3	2	1	0	2	2	2	2	2	1	2	1	2	1	2
Not my problem	5	7	2	2	2	6	7	4	7	6	6	3	5	7	7	5	5	5	8	8
None of these	6	8	4	5	4	9	6	6	3	7	7	8	6	8	9	5	5	8	6	12
Don't know	7	4	4	6	5	5	8	7	21	8	6	2	5	11	6	7	7	8	12	4

Which two or three of the following, if any, do you think contributes most to climate change? Please tick up to three options.

Deforestation (cutting down trees)	53	59	54	51	55	57	52	53	42	46	55	66	55	50	48	52	54	54	52	57
Petrol and diesel powered vehicles (such as cars, vans, and lorries)	42	42	49	51	50	39	42	43	28	44	43	46	47	37	39	44	41	43	47	36
Heating and power our homes/ buildings using fossil fuels (such as gas, coal and oil)	38	37	45	53	48	34	40	37	31	39	39	40	44	32	43	41	37	35	38	32
Aeroplanes	27	30	29	31	28	30	24	29	13	25	29	35	27	27	23	28	33	24	20	21
Methane emissions from live stock	21	16	29	22	26	16	21	20	22	21	22	18	22	18	24	20	22	16	25	32
Emissions from landfill or waste	16	17	14	14	15	16	11	20	13	19	14	14	15	17	16	18	13	13	22	20
Methane emissions from fertilisers used in farming	7	7	7	4	8	7	7	8	7	9	7	6	7	8	9	6	7	7	11	9
Traditional construction of homes and buildings	5	5	3	8	6	5	6	4	8	5	4	5	6	4	7	5	5	5	4	3
Cement production	5	5	6	9	7	4	7	3	3	5	5	6	6	3	6	5	4	5	5	6
Other [See Tab 3]	6	7	4	6	4	8	7	5	6	5	7	5	6	6	6	7	3	7	3	10
Don't know	13	10	10	7	8	11	13	14	28	14	12	8	9	19	14	12	14	15	13	9

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Which two or three, if any, of the following best describe how you feel about climate change? Please tick up to three options.

Powerless	37	23	30	37	34	36	40	42	39	45	44	34	40	38
Frustrated	32	16	36	24	33	32	41	22	39	34	34	43	35	33
Anxious	29	22	30	28	30	27	37	25	28	25	35	36	38	29
Angry	17	12	15	12	20	14	16	18	22	13	19	21	17	20
Hopeful	17	12	20	14	16	23	20	18	18	17	18	16	15	15
Ashamed	12	3	19	18	13	10	13	8	13	7	15	17	14	14
Informed	12	3	14	17	6	13	9	14	10	12	20	12	7	13
Indifferent	12	16	11	13	13	12	9	15	16	12	13	12	11	14
Confused	10	10	11	11	14	11	10	13	8	11	7	4	14	10
Curious	7	2	3	8	11	6	8	8	9	11	6	5	10	10
Determined	5	8	5	8	3	8	5	2	6	4	8	5	6	9
Ambitious	2	0	1	4	0	1	1	1	0	5	1	1	6	6
Content	2	0	1	2	1	1	3	4	2	2	2	2	2	2
Not my problem	5	22	5	7	7	6	4	9	10	6	5	2	3	3
None of these	6	9	5	6	6	6	3	9	8	6	4	7	8	4
Don't know	7	20	10	5	7	6	5	5	1	4	1	4	0	3

Which two or three of the following, if any, do you think contributes most to climate change? Please tick up to three options.

Deforestation (cutting down trees)	53	33	56	53	52	50	62	54	61	55	60	63	48	46
Petrol and diesel powered vehicles (such as cars, vans, and lorries)	42	24	50	34	46	40	48	39	48	41	50	53	43	48
Heating and power our homes/ buildings using fossil fuels (such as gas, coal and oil)	38	33	33	28	41	40	40	41	42	49	43	48	46	45
Aeroplanes	27	17	32	29	25	29	27	28	23	31	23	33	25	27
Methane emissions from live stock	21	13	23	22	15	17	24	14	16	27	32	24	20	30
Emissions from landfill or waste	16	10	28	17	16	20	18	12	15	15	9	19	18	13
Methane emissions from fertilisers used in farming	7	9	7	14	9	9	10	4	6	10	10	5	11	11
Traditional construction of homes and buildings	5	13	2	8	6	3	7	5	6	5	2	6	5	4
Cement production	5	7	3	7	1	6	3	4	5	4	8	7	6	7
Other [See Tab 3]	6	11	5	4	5	4	3	3	9	10	5	2	11	6
Don't know	13	27	11	12	14	16	6	16	8	3	6	4	6	8

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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 two or three, if any, of the following best describe how you feel about climate change? Please tick up to three options.

Powerless	37	33	35	36	35	35	37	35	42	41	32	36	33
Frustrated	32	35	45	34	28	32	32	28	50	30	34	33	34
Anxious	29	39	11	29	24	27	33	29	44	32	19	34	23
Angry	17	17	27	18	15	16	14	12	26	16	15	20	24
Hopeful	17	24	23	12	15	15	16	6	6	26	8	18	8
Ashamed	12	10	19	11	9	13	15	10	15	9	15	14	12
Informed	12	13	9	7	12	10	11	15	21	13	10	15	8
Indifferent	12	11	18	5	11	14	9	21	1	11	17	9	4
Confused	10	4	9	8	11	10	9	16	2	13	8	13	6
Curious	7	11	8	2	6	8	8	5	3	8	6	6	3
Determined	5	13	17	2	4	5	6	5	11	4	3	4	12
Ambitious	2	0	12	1	3	2	4	4	1	2	1	0	2
Content	2	0	0	2	1	2	1	0	0	2	3	1	3
Not my problem	5	4	4	2	4	6	5	1	4	4	10	5	7
None of these	6	8	4	9	7	7	7	2	1	7	4	6	6
Don't know	7	4	0	20	13	7	7	12	13	2	17	8	24

Which two or three of the following, if any, do you think contributes most to climate change? Please tick up to three options.

Deforestation (cutting down trees)	53	48	36	46	51	50	52	43	45	64	46	45	38
Petrol and diesel powered vehicles (such as cars, vans, and lorries)	42	40	37	40	38	42	46	22	41	47	40	37	35
Heating and power our homes/ buildings using fossil fuels (such as gas, coal and oil)	38	44	58	32	29	41	35	35	38	42	32	28	28
Aeroplanes	27	22	37	25	27	24	22	12	22	36	34	23	19
Methane emissions from live stock	21	34	28	13	18	22	19	15	33	19	21	18	16
Emissions from landfill or waste	16	12	18	12	14	16	21	6	16	13	17	21	13
Methane emissions from fertilisers used in farming	7	4	4	3	5	7	9	13	10	6	6	9	5
Traditional construction of homes and buildings	5	9	8	1	4	5	8	10	1	4	4	11	2
Cement production	5	7	14	2	5	5	3	8	6	6	1	2	8
Other [See Tab 3]	6	12	0	4	7	7	5	4	6	5	5	7	8
Don't know	13	7	9	31	20	13	14	17	17	9	17	15	30

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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 two or three, if any, of the following best describe how you feel about climate change? Please tick up to three options.

Powerless	37	39	35	25	46	25	33	43	27	27
Frustrated	32	31	37	35	33	26	27	34	30	19
Anxious	29	30	31	29	31	21	27	30	24	9
Angry	17	16	18	14	22	16	12	15	14	12
Hopeful	17	22	17	9	13	13	21	15	5	3
Ashamed	12	11	14	12	12	8	16	12	13	4
Informed	12	13	10	39	9	12	13	3	13	7
Indifferent	12	10	13	0	13	16	12	8	15	3
Confused	10	11	9	10	11	13	13	11	5	7
Curious	7	8	7	22	7	6	6	3	2	1
Determined	5	4	7	4	7	4	7	4	5	8
Ambitious	2	2	3	0	3	1	1	2	1	0
Content	2	2	2	0	1	3	1	0	1	1
Not my problem	5	4	5	7	8	13	6	3	9	0
None of these	6	9	7	4	3	6	2	8	8	13
Don't know	7	4	4	0	6	13	10	16	23	41

Which two or three of the following, if any, do you think contributes most to climate change? Please tick up to three options.

Deforestation (cutting down trees)	53	58	55	45	51	45	48	44	34	44
Petrol and diesel powered vehicles (such as cars, vans, and lorries)	42	43	49	64	40	38	37	32	31	23
Heating and power our homes/ buildings using fossil fuels (such as gas, coal and oil)	38	43	40	32	36	25	36	45	28	18
Aeroplanes	27	34	25	13	20	28	21	27	27	16
Methane emissions from live stock	21	21	22	26	26	14	17	21	15	10
Emissions from landfill or waste	16	13	17	23	20	14	18	14	16	6
Methane emissions from fertilisers used in farming	7	6	10	0	6	7	10	7	7	11
Traditional construction of homes and buildings	5	4	5	25	4	3	12	3	1	0
Cement production	5	6	6	4	5	3	1	3	3	14
Other [See Tab 3]	6	6	5	8	7	6	6	4	4	5
Don't know	13	9	9	0	14	23	18	21	33	38

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

When, if at all, do you think global action to tackle climate change needs to start?

Immediately	68	62	84	76	83	59	65	71	58	71	68	67	73	62	73	68	67	67	68	61
Within the next year	8	10	5	11	6	10	7	8	4	6	8	12	9	6	6	8	7	7	10	12
In 2-4 years' time	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	0	2
In 5 years' time	2	2	1	2	1	2	1	2	3	2	1	1	2	2	1	1	2	2	1	0
In 10 years' time	1	1	1	0	0	1	2	1	5	1	1	1	1	1	0	1	2	1	1	1
In 20 years' time	1	1	0	1	1	1	1	1	5	1	1	0	1	1	0	0	1	1	3	3
In 30 years' time	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
In 50 years' time	0	1	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	0	2	2
I don't think we need to take any action	7	11	0	2	1	13	10	4	5	6	9	7	5	10	5	7	7	7	5	11
Don't know	11	10	7	6	6	11	11	12	19	12	10	9	8	16	10	11	12	13	12	7

Which two or three, of the following measures, if any, do you think would most help society to make more environmentally friendly choices? Please tick up to three options.

Limiting the availability of single use plastic products/ packaging	47	50	49	52	52	49	40	53	29	43	49	59	48	44	38	50	48	48	40	41
Wider access to grants to make homes and buildings greener	28	25	37	32	34	26	28	28	23	27	31	28	31	23	33	25	29	28	29	28
Greater awareness of the impact of climate change	27	25	30	24	28	26	25	28	24	23	28	31	27	26	27	26	26	29	21	26
Better public transport	27	25	34	36	32	26	27	27	21	27	26	30	29	24	32	27	27	26	26	28
Wider infrastructure for electric vehicles and charging points	26	25	31	38	33	23	28	25	27	29	25	23	32	19	27	28	25	24	26	29
Wider facilities for recycling	24	27	23	20	23	26	19	29	16	25	25	24	23	25	23	25	21	24	25	29
Cheaper alternatives for meat and dairy products	17	13	23	15	20	12	14	19	21	21	14	10	17	16	17	17	18	14	18	13
Clearer language and communication on climate change	15	17	14	16	17	14	14	16	10	12	18	18	16	13	16	13	15	15	13	21
Increasing prices to travel abroad	7	10	7	9	7	9	9	6	3	5	9	12	7	8	6	8	7	7	7	4
Promoting local holidays and suppliers	6	7	4	6	5	8	7	6	7	6	6	7	6	7	8	6	7	6	7	5
Other [See Tab 4]	5	6	4	8	6	6	7	4	4	6	6	5	6	4	6	7	3	4	8	7
None of these	4	5	1	1	1	5	6	2	7	4	4	3	3	5	1	4	4	4	4	9
Don't know	10	7	7	8	6	9	11	10	19	12	8	5	7	15	12	8	11	11	13	5

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

When, if at all, do you think global action to tackle climate change needs to start?

Immediately	68	37	69	66	64	73	71	57	71	72	81	75	79	81
Within the next year	8	7	3	6	10	6	8	9	10	10	5	6	9	7
In 2-4 years' time	2	2	3	5	3	1	0	2	2	0	2	5	0	1
In 5 years' time	2	1	3	1	2	0	2	6	0	2	0	2	2	1
In 10 years' time	1	3	6	0	1	3	2	1	0	0	1	0	1	0
In 20 years' time	1	6	0	3	0	0	1	1	2	1	2	0	1	1
In 30 years' time	0	0	0	0	0	0	0	0	3	0	0	0	0	1
In 50 years' time	0	0	0	1	0	0	0	1	1	1	1	2	0	0
I don't think we need to take any action	7	25	4	7	9	5	7	14	8	9	2	6	3	3
Don't know	11	20	12	11	12	12	8	9	5	2	7	5	4	4

Which two or three, of the following measures, if any, do you think would most help society to make more environmentally friendly choices? Please tick up to three options.

Limiting the availability of single use plastic products/ packaging	47	35	52	48	47	51	46	47	55	48	43	51	44	50
Wider access to grants to make homes and buildings greener	28	17	31	30	26	23	33	26	30	34	35	32	36	33
Greater awareness of the impact of climate change	27	16	35	24	28	28	26	22	26	27	25	34	27	27
Better public transport	27	11	25	23	27	31	26	30	32	31	24	23	38	28
Wider infrastructure for electric vehicles and charging points	26	12	23	20	25	26	25	31	28	31	37	40	32	31
Wider facilities for recycling	24	13	24	25	32	25	27	31	23	21	22	24	27	25
Cheaper alternatives for meat and dairy products	17	18	19	15	13	14	23	9	19	18	19	25	23	17
Clearer language and communication on climate change	15	8	12	14	16	12	18	15	15	9	21	14	15	10
Increasing prices to travel abroad	7	10	8	10	9	10	7	8	12	8	8	10	4	3
Promoting local holidays and suppliers	6	2	2	9	7	11	7	13	6	10	3	8	8	5
Other [See Tab 4]	5	8	5	3	3	6	5	3	3	7	10	4	8	7
None of these	4	18	2	2	3	4	3	4	6	1	1	2	2	3
Don't know	10	20	7	12	13	9	7	8	3	5	6	2	6	8

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

When, if at all, do you think global action to tackle climate change needs to start?

Immediately	68	77	83	64	60	70	71	44	81	70	57	54	60
Within the next year	8	7	4	5	9	8	6	1	0	11	7	4	1
In 2-4 years' time	2	2	0	0	2	2	5	0	0	1	1	4	0
In 5 years' time	2	0	4	3	1	1	2	14	0	1	3	1	0
In 10 years' time	1	0	0	0	1	0	0	7	5	1	1	10	1
In 20 years' time	1	0	0	1	0	1	1	15	2	0	1	1	0
In 30 years' time	0	0	0	1	0	0	0	3	0	0	1	0	0
In 50 years' time	0	0	0	0	0	0	0	0	0	0	1	0	0
I don't think we need to take any action	7	7	9	5	6	7	5	7	1	7	9	10	7
Don't know	11	7	0	22	20	10	10	9	11	9	18	16	30

Which two or three, of the following measures, if any, do you think would most help society to make more environmentally friendly choices? Please tick up to three options.

Limiting the availability of single use plastic products/ packaging	47	41	44	39	46	43	53	44	32	58	43	29	39
Wider access to grants to make homes and buildings greener	28	37	40	20	22	31	23	18	21	29	28	25	21
Greater awareness of the impact of climate change	27	25	33	21	26	24	33	31	22	30	23	32	18
Better public transport	27	32	31	24	27	28	24	9	35	30	28	22	20
Wider infrastructure for electric vehicles and charging points	26	43	40	21	19	29	27	28	32	25	26	16	17
Wider facilities for recycling	24	19	20	18	23	24	27	14	18	24	24	26	21
Cheaper alternatives for meat and dairy products	17	12	26	11	13	20	18	9	27	11	15	16	14
Clearer language and communication on climate change	15	18	26	17	15	14	18	3	16	17	13	14	10
Increasing prices to travel abroad	7	3	4	7	5	5	8	17	2	11	8	7	4
Promoting local holidays and suppliers	6	4	0	4	4	6	5	16	3	7	4	5	7
Other [See Tab 4]	5	6	13	2	6	6	4	5	8	4	8	6	6
None of these	4	6	0	4	6	4	1	2	8	3	2	3	10
Don't know	10	5	0	26	15	10	10	11	10	6	16	20	19

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

When, if at all, do you think global action to tackle climate change needs to start?

Immediately	68	67	74	59	75	59	59	66	57	44
Within the next year	8	11	7	0	7	7	4	5	1	5
In 2-4 years' time	2	2	2	18	1	1	4	2	1	0
In 5 years' time	2	1	1	0	2	0	2	2	5	0
In 10 years' time	1	1	1	15	1	4	3	0	0	0
In 20 years' time	1	1	1	0	0	1	3	1	1	0
In 30 years' time	0	0	0	0	0	2	1	1	0	0
In 50 years' time	0	1	0	0	0	0	1	0	0	0
I don't think we need to take any action	7	8	6	7	5	11	5	5	9	9
Don't know	11	9	8	2	8	16	18	17	27	42

Which two or three, of the following measures, if any, do you think would most help society to make more environmentally friendly choices? Please tick up to three options.

Limiting the availability of single use plastic products/ packaging	47	56	44	39	46	36	44	47	34	23
Wider access to grants to make homes and buildings greener	28	31	32	19	26	19	18	27	24	14
Greater awareness of the impact of climate change	27	27	29	29	27	29	24	19	15	18
Better public transport	27	29	28	22	24	27	23	32	28	17
Wider infrastructure for electric vehicles and charging points	26	25	32	43	24	15	24	35	17	8
Wider facilities for recycling	24	24	24	22	30	15	27	23	21	5
Cheaper alternatives for meat and dairy products	17	11	21	14	21	9	17	21	20	12
Clearer language and communication on climate change	15	16	15	8	16	13	16	7	11	13
Increasing prices to travel abroad	7	12	5	13	4	8	9	6	4	2
Promoting local holidays and suppliers	6	8	6	24	6	6	6	4	2	3
Other [See Tab 4]	5	5	7	3	8	3	3	1	2	6
None of these	4	3	3	0	3	5	7	2	13	16
Don't know	10	6	8	0	11	24	11	20	18	31

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Which, if any, of the following do you currently do to help tackle climate change?

Please select all that apply.

Recycle paper/cardboard	77	81	83	87	86	76	72	81	59	74	81	86	81	71	70	80	77	75	79	81
Recycle plastic packaging	72	74	80	84	82	71	67	78	51	73	78	76	75	68	65	76	75	70	71	71
Recycle glass	69	75	72	80	78	70	65	73	49	66	76	78	73	64	60	73	69	68	70	69
Recycle aluminium packaging	55	56	64	70	67	51	54	56	44	55	59	57	59	50	48	60	56	53	52	51
Always switch off appliances and don't leave them on standby mode	42	45	44	46	42	45	37	46	34	37	48	46	43	39	36	40	48	41	39	38
Buy products with recyclable packaging	40	37	50	49	49	38	34	46	36	40	42	40	44	36	42	41	40	40	37	33
Avoid buying plastic products	29	26	37	39	34	29	24	35	26	27	31	33	32	26	31	29	31	28	26	25
Cut back on meat and dairy	28	22	39	39	39	21	22	33	28	29	27	26	33	21	31	27	29	26	26	23
Buy local produce	28	30	29	38	34	31	25	31	18	22	34	37	30	25	19	29	29	28	31	45
Use a green energy supplier	23	21	31	35	30	21	24	23	17	23	24	25	27	19	23	27	19	25	23	6
Walk or cycle to work or place of education	22	17	25	27	24	17	22	22	37	24	21	12	24	20	30	22	18	21	24	20
Grow own fruit and vegetables	16	21	16	20	18	19	13	19	10	12	18	24	18	14	10	18	20	14	14	11
Eat a plant-based/vegan diet	11	5	17	14	13	8	7	14	12	13	12	6	14	7	10	12	10	11	11	5
Only buy products and services from sustainable brands	8	5	9	9	9	7	7	9	10	6	8	9	8	7	8	8	9	8	5	6
Share bath water	8	10	7	12	10	9	6	10	6	9	9	5	9	7	3	9	6	13	4	5
Use a hybrid vehicle	6	6	7	7	7	7	8	5	5	6	7	7	7	5	6	7	6	5	6	8
Use an electric vehicle	5	5	5	5	5	5	5	5	8	6	4	3	6	4	6	5	5	5	6	2
Off-set carbon emissions when flying	3	2	2	4	4	3	3	3	5	3	3	3	4	2	3	3	3	3	3	4
Other [See Tab 5]	4	5	6	5	5	4	4	5	3	4	4	5	6	3	7	5	3	4	3	3
None of these	4	5	2	1	1	7	6	3	7	4	3	4	3	5	5	4	4	5	3	8
Don't know	6	2	4	3	4	3	7	5	16	7	4	1	4	9	7	4	5	7	9	3

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Which, if any, of the following do you currently do to
help tackle climate change?

Please select all that apply.

Recycle paper/cardboard	77	53	76	72	76	79	77	80	85	82	89	87	82	84
Recycle plastic packaging	72	56	67	69	70	71	73	76	80	77	81	83	85	79
Recycle glass	69	53	61	72	67	67	64	73	77	79	79	84	79	76
Recycle aluminium packaging	55	47	50	44	51	52	58	61	63	61	70	72	57	63
Always switch off appliances and don't leave them on standby mode	42	27	44	45	45	43	46	38	39	44	46	44	46	35
Buy products with recyclable packaging	40	25	36	32	37	42	49	41	52	37	48	51	57	40
Avoid buying plastic products	29	17	36	27	27	32	36	32	25	26	31	32	40	33
Cut back on meat and dairy	28	16	20	22	29	30	33	26	28	27	31	46	36	32
Buy local produce	28	12	24	25	29	32	28	35	37	31	31	35	33	26
Use a green energy supplier	23	11	20	21	28	30	25	30	27	27	30	33	24	18
Walk or cycle to work or place of education	22	32	23	19	18	25	23	20	23	21	31	20	18	17
Grow own fruit and vegetables	16	9	15	15	15	20	21	23	23	10	20	21	17	15
Eat a plant-based/vegan diet	11	10	10	11	6	11	10	9	16	13	8	18	14	13
Only buy products and services from sustainable brands	8	7	10	13	8	7	7	9	9	7	4	8	9	5
Share bath water	8	3	4	6	8	6	5	14	12	12	10	19	13	8
Use a hybrid vehicle	6	1	5	5	3	4	7	10	4	8	10	6	10	5
Use an electric vehicle	5	0	6	4	3	6	5	8	5	5	7	6	3	1
Off-set carbon emissions when flying	3	2	3	1	2	3	3	9	4	5	1	3	1	4
Other [See Tab 5]	4	7	2	4	3	4	6	3	5	5	4	3	4	6
None of these	4	8	3	6	6	3	3	5	6	4	1	2	0	2
Don't know	6	16	2	3	8	6	3	6	1	1	2	1	3	3

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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 do you currently do to
help tackle climate change?

Please select all that apply.

Recycle paper/cardboard	77	74	75	63	74	77	81	58	73	85	67	57	63
Recycle plastic packaging	72	72	75	68	66	74	78	56	69	76	56	58	65
Recycle glass	69	68	71	62	63	70	76	61	54	78	55	46	56
Recycle aluminium packaging	55	47	60	47	52	57	56	50	56	58	43	49	49
Always switch off appliances and don't leave them on standby mode	42	28	33	37	43	40	46	28	34	48	32	36	39
Buy products with recyclable packaging	40	40	36	37	34	41	40	44	42	42	35	35	38
Avoid buying plastic products	29	34	26	24	26	29	26	33	41	34	12	25	33
Cut back on meat and dairy	28	35	35	22	22	28	26	37	43	29	18	15	29
Buy local produce	28	28	23	23	26	25	29	33	19	37	24	21	28
Use a green energy supplier	23	38	36	10	18	23	23	33	17	26	15	18	25
Walk or cycle to work or place of education	22	30	28	32	17	24	27	22	47	13	22	17	24
Grow own fruit and vegetables	16	12	10	12	14	11	24	25	11	23	6	15	15
Eat a plant-based/vegan diet	11	14	10	8	10	12	11	23	20	7	7	12	8
Only buy products and services from sustainable brands	8	6	4	6	7	6	11	14	8	8	5	7	9
Share bath water	8	9	0	7	5	8	10	22	6	8	5	6	5
Use a hybrid vehicle	6	15	14	5	5	6	4	22	3	7	3	5	5
Use an electric vehicle	5	22	9	3	4	5	4	21	6	4	3	5	6
Off-set carbon emissions when flying	3	6	4	1	3	4	2	14	0	2	4	1	3
Other [See Tab 5]	4	8	4	2	4	4	3	4	8	5	1	5	4
None of these	4	6	0	7	6	4	1	5	8	5	5	8	5
Don't know	6	3	9	12	10	6	6	10	4	1	12	10	15

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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 do you currently do to help tackle climate change?

Please select all that apply.

Recycle paper/cardboard	77	85	81	59	77	64	65	65	62	47
Recycle plastic packaging	72	76	79	48	76	61	64	64	61	37
Recycle glass	69	79	74	64	69	51	55	59	52	35
Recycle aluminium packaging	55	59	61	40	58	40	47	49	48	23
Always switch off appliances and don't leave them on standby mode	42	45	42	25	48	37	41	34	24	19
Buy products with recyclable packaging	40	41	45	42	46	28	36	36	27	14
Avoid buying plastic products	29	29	32	39	36	20	28	19	20	18
Cut back on meat and dairy	28	29	33	24	31	14	17	23	25	7
Buy local produce	28	36	31	15	27	20	17	19	11	15
Use a green energy supplier	23	26	29	26	24	19	17	14	5	19
Walk or cycle to work or place of education	22	16	25	19	29	16	20	24	33	23
Grow own fruit and vegetables	16	25	18	3	10	11	9	6	8	6
Eat a plant-based/vegan diet	11	9	13	3	16	6	9	7	10	8
Only buy products and services from sustainable brands	8	9	7	21	9	5	6	5	5	6
Share bath water	8	7	13	3	7	10	4	3	3	3
Use a hybrid vehicle	6	7	7	3	5	3	8	5	3	2
Use an electric vehicle	5	3	8	3	4	8	6	5	1	4
Off-set carbon emissions when flying	3	3	4	3	3	2	3	3	2	2
Other [See Tab 5]	4	6	4	0	5	2	1	6	1	0
None of these	4	3	2	0	4	9	8	6	12	4
Don't know	6	2	4	2	5	8	8	14	13	39

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019				EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

How willing or unwilling would you be to do each of the following to help lower your carbon footprint?
If you already do something or it doesn't apply to you, please use the answer options provided.

Take fewer domestic/ international flights

Very willing	17	16	22	20	20	19	19	16	13	17	20	18	18	16	13	19	18	17	18	15
Fairly willing	20	20	25	26	25	16	22	19	26	22	20	15	23	17	28	20	18	17	26	25
TOTAL WILLING	37	36	47	46	45	35	41	35	39	39	40	33	41	33	41	39	36	34	44	40
Fairly unwilling	9	9	8	11	10	7	8	9	7	10	10	6	11	6	8	9	8	9	5	13
Very unwilling	9	12	4	6	6	12	11	7	8	10	9	8	10	7	14	7	8	9	9	16
TOTAL UNWILLING	18	21	12	17	16	19	19	16	15	20	19	14	21	13	22	16	16	18	14	29
Don't know	6	4	5	4	4	4	6	5	12	6	5	3	5	6	6	4	7	6	7	2
Not applicable – this doesn't apply to me	20	21	13	17	15	25	20	21	17	18	19	28	14	29	9	21	26	21	20	19
Not applicable – I already do this	19	19	23	17	20	18	15	22	17	17	18	22	18	19	21	19	16	21	15	10

Switch to electric car

Very willing	18	13	25	29	26	13	20	17	24	21	18	11	22	14	22	18	16	19	18	17
Fairly willing	25	27	28	33	30	25	26	25	19	28	27	21	29	20	23	26	24	24	27	30
TOTAL WILLING	43	40	53	62	56	38	46	42	43	49	45	32	51	34	45	44	40	43	45	47
Fairly unwilling	10	12	6	13	9	10	10	10	4	10	7	14	10	9	4	11	11	10	6	9
Very unwilling	15	24	5	4	6	24	17	12	12	9	19	22	12	18	7	17	15	13	15	19
TOTAL UNWILLING	25	36	11	17	15	34	27	22	16	19	26	36	22	27	11	28	26	23	21	28
Don't know	10	9	10	3	7	10	9	12	13	10	10	10	9	12	9	9	12	11	11	9
Not applicable – this doesn't apply to me	19	12	23	13	18	16	17	22	26	19	17	19	15	25	31	15	18	21	19	15
Not applicable – I already do this	3	3	3	4	4	2	3	3	3	3	2	4	3	2	3	3	3	2	4	1

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

How willing or unwilling would you be to do each of the following to help lower your carbon footprint?
If you already do something or it doesn't apply to you, please use the answer options provided.

Take fewer domestic/ international flights

Very willing	17	11	16	12	16	24	15	21	19	16	15	26	23	15
Fairly willing	20	17	10	21	12	12	20	19	23	15	34	22	29	32
TOTAL WILLING	37	28	26	33	28	36	35	40	42	31	49	48	52	47
Fairly unwilling	9	2	6	3	8	3	7	7	9	16	9	12	12	21
Very unwilling	9	5	4	8	6	8	10	12	9	14	8	13	10	12
TOTAL UNWILLING	18	7	10	11	14	11	17	19	18	30	17	25	22	33
Don't know	6	11	7	3	5	5	3	4	0	4	2	2	4	5
Not applicable – this doesn't apply to me	20	45	38	33	32	22	23	18	16	10	13	9	5	4
Not applicable – I already do this	19	9	20	20	21	26	23	18	23	25	19	15	17	11

Switch to electric car

Very willing	18	16	5	10	13	14	15	16	27	20	22	28	30	31
Fairly willing	25	11	16	21	13	22	25	28	29	22	40	31	41	37
TOTAL WILLING	43	27	21	31	26	36	40	44	56	42	62	59	71	68
Fairly unwilling	10	3	8	10	14	14	10	11	11	18	1	12	8	10
Very unwilling	15	22	15	12	19	17	18	20	18	12	16	9	7	10
TOTAL UNWILLING	25	25	23	22	33	31	28	31	29	30	17	21	15	20
Don't know	10	3	13	11	10	13	10	11	6	10	9	5	6	3
Not applicable – this doesn't apply to me	19	40	40	33	30	15	19	13	7	15	9	13	6	8
Not applicable – I already do this	3	3	2	3	1	5	2	2	2	2	3	2	2	1

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

How willing or unwilling would you be to do each of the following to help lower your carbon footprint?
If you already do something or it doesn't apply to you, please use the answer options provided.

Take fewer domestic/ international flights

Very willing	17	19	14	12	17	19	16	18	11	18	15	13	17
Fairly willing	20	44	40	14	18	24	19	13	31	17	18	10	17
TOTAL WILLING	37	63	54	26	35	43	35	31	42	35	33	23	34
Fairly unwilling	9	9	18	10	8	11	9	8	10	7	2	5	4
Very unwilling	9	15	21	7	8	11	6	19	2	8	8	13	6
TOTAL UNWILLING	18	24	39	17	16	22	15	27	12	15	10	18	10
Don't know	6	5	7	11	8	7	4	9	10	3	5	2	11
Not applicable – this doesn't apply to me	20	0	0	27	24	13	22	15	18	26	39	31	31
Not applicable – I already do this	19	8	0	18	18	16	23	19	18	22	12	26	15

Switch to electric car

Very willing	18	37	27	18	13	24	14	34	19	12	9	12	19
Fairly willing	25	23	32	17	26	28	28	17	24	22	20	13	23
TOTAL WILLING	43	60	59	35	39	52	42	51	43	34	29	25	42
Fairly unwilling	10	8	16	5	9	9	10	16	2	12	9	12	3
Very unwilling	15	7	9	12	16	13	12	9	9	21	13	19	11
TOTAL UNWILLING	25	15	25	17	25	22	22	25	11	33	22	31	14
Don't know	10	3	3	17	15	9	10	10	14	10	12	14	12
Not applicable – this doesn't apply to me	19	5	4	29	19	14	24	11	31	20	35	24	26
Not applicable – I already do this	3	18	9	3	2	3	3	3	1	3	1	5	7

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

How willing or unwilling would you be to do each of the following to help lower your carbon footprint?
If you already do something or it doesn't apply to you, please use the answer options provided.

Take fewer domestic/ international flights

Very willing	17	21	17	10	14	15	18	14	14	15
Fairly willing	20	16	27	31	25	11	12	16	19	21
TOTAL WILLING	37	37	44	41	39	26	30	30	33	36
Fairly unwilling	9	9	12	6	8	2	4	10	8	4
Very unwilling	9	9	9	11	9	15	7	4	11	6
TOTAL UNWILLING	18	18	21	17	17	17	11	14	19	10
Don't know	6	3	5	15	4	6	11	9	8	15
Not applicable – this doesn't apply to me	20	21	12	7	20	42	33	32	17	33
Not applicable – I already do this	19	21	18	20	20	11	16	14	22	6

Switch to electric car

Very willing	18	15	24	13	20	8	15	22	15	17
Fairly willing	25	24	34	14	24	13	20	21	20	14
TOTAL WILLING	43	39	58	27	44	21	35	43	35	31
Fairly unwilling	10	13	10	5	7	7	7	10	6	4
Very unwilling	15	20	13	15	9	15	11	8	17	20
TOTAL UNWILLING	25	33	23	20	16	22	18	18	23	24
Don't know	10	10	8	5	11	13	10	10	17	17
Not applicable – this doesn't apply to me	19	14	9	49	27	41	33	27	21	22
Not applicable – I already do this	3	3	3	0	2	2	5	1	4	6

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Switch to a green energy provider

Very willing	23	16	33	33	31	19	22	24	26	27	20	17	25	20	26	21	22	23	27	28
Fairly willing	30	36	28	30	33	29	31	29	27	30	31	31	32	27	29	31	29	29	32	35
TOTAL WILLING	53	52	61	63	64	48	53	53	53	57	51	48	57	47	55	52	51	52	59	63
Fairly unwilling	4	6	1	0	2	5	4	3	2	3	4	5	3	4	3	4	4	2	4	3
Very unwilling	6	8	2	1	1	10	7	4	4	4	7	7	5	6	5	5	6	6	2	14
TOTAL UNWILLING	10	14	3	1	3	15	11	7	6	7	11	12	8	10	8	9	10	8	6	17
Don't know	14	14	11	9	8	14	12	16	13	14	15	13	11	18	12	13	18	14	9	10
Not applicable – this doesn't apply to me	6	4	3	4	3	6	8	5	16	6	5	4	4	9	5	6	7	6	8	6
Not applicable – I already do this	18	16	22	23	21	17	17	18	12	17	18	22	20	16	18	20	15	20	17	3

Buy second hand clothes

Very willing	13	11	17	19	14	12	10	16	18	14	13	9	13	14	12	15	13	12	10	8
Fairly willing	27	26	29	29	30	25	26	28	25	28	31	20	27	26	28	28	27	25	26	24
TOTAL WILLING	40	37	46	48	44	37	36	44	43	42	44	29	40	40	40	43	40	37	36	32
Fairly unwilling	15	18	13	18	18	14	19	11	13	15	15	16	17	13	16	14	15	14	20	16
Very unwilling	17	24	12	10	13	23	22	12	7	14	16	27	19	14	16	15	17	17	20	30
TOTAL UNWILLING	32	42	25	28	31	37	41	23	20	29	31	43	36	27	32	29	32	31	40	46
Don't know	8	6	5	6	6	7	9	8	14	9	7	6	7	10	9	8	10	8	6	8
Not applicable – this doesn't apply to me	5	4	3	3	3	5	6	4	6	5	4	5	3	7	5	4	5	7	5	4
Not applicable – I already do this	15	12	20	16	16	14	8	21	17	14	14	16	15	15	15	15	14	17	12	11

Use public transport more frequently

Very willing	16	12	22	17	19	13	16	16	20	15	15	17	17	15	27	16	13	14	17	15
Fairly willing	24	25	27	27	30	22	25	23	23	24	24	25	26	23	21	25	26	24	24	30
TOTAL WILLING	40	37	49	44	49	35	41	39	43	39	39	42	43	38	48	41	39	38	41	45
Fairly unwilling	11	14	10	15	12	12	12	11	8	14	11	9	14	8	5	13	11	13	14	8
Very unwilling	14	17	9	10	8	19	17	11	9	15	18	10	13	15	8	16	16	14	9	11
TOTAL UNWILLING	25	31	19	25	20	31	29	22	17	29	29	19	27	23	13	29	27	27	23	19
Don't know	7	5	5	7	6	5	6	8	8	8	5	5	5	9	5	5	9	9	6	4
Not applicable – this doesn't apply to me	13	16	7	7	9	17	13	13	11	11	14	18	10	17	4	14	14	14	13	17
Not applicable – I already do this	15	10	19	16	17	12	12	17	21	13	13	15	16	13	30	12	11	13	17	14

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

		Household Income												
Total		under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year
Switch to a green energy provider														
Very willing	23	13	13	18	23	22	25	25	25	30	23	27	39	24
Fairly willing	30	25	32	23	27	25	34	30	31	32	38	36	33	38
TOTAL WILLING	53	38	45	41	50	47	59	55	56	62	61	63	72	62
Fairly unwilling	4	1	2	2	1	3	3	2	3	6	4	6	2	2
Very unwilling	6	10	2	4	8	5	8	10	8	5	4	3	5	7
TOTAL UNWILLING	10	11	4	6	9	8	11	12	11	11	8	9	7	9
Don't know	14	12	20	19	12	11	7	11	12	10	8	3	8	11
Not applicable – this doesn't apply to me	6	22	13	14	7	7	4	3	2	2	4	0	0	2
Not applicable – I already do this	18	17	18	18	23	26	19	18	18	15	18	24	13	16
Buy second hand clothes														
Very willing	13	18	16	14	15	16	15	14	15	17	10	15	10	11
Fairly willing	27	25	22	24	21	21	29	27	30	29	39	27	39	32
TOTAL WILLING	40	43	38	38	36	37	44	41	45	46	49	42	49	43
Fairly unwilling	15	12	9	16	18	13	17	19	12	21	15	18	15	17
Very unwilling	17	4	10	10	19	16	16	20	20	10	19	21	24	23
TOTAL UNWILLING	32	16	19	26	37	29	33	39	32	31	34	39	39	40
Don't know	8	4	14	9	8	5	7	4	2	5	4	5	6	6
Not applicable – this doesn't apply to me	5	15	5	7	4	6	3	4	5	1	1	4	0	4
Not applicable – I already do this	15	23	24	19	15	22	13	11	16	17	12	9	6	7
Use public transport more frequently														
Very willing	16	10	19	12	19	17	15	17	19	9	23	18	16	16
Fairly willing	24	18	12	25	15	23	28	31	27	28	24	26	36	28
TOTAL WILLING	40	28	31	37	34	40	43	48	46	37	47	44	52	44
Fairly unwilling	11	3	5	8	10	13	8	13	9	14	18	18	17	16
Very unwilling	14	30	17	6	11	13	12	17	13	15	15	15	16	19
TOTAL UNWILLING	25	33	22	14	21	26	20	30	22	29	33	33	33	35
Don't know	7	5	10	7	7	3	4	3	3	9	1	4	3	4
Not applicable – this doesn't apply to me	13	20	15	22	17	11	16	11	15	11	10	9	3	9
Not applicable – I already do this	15	14	21	20	21	20	16	8	14	13	9	11	8	8

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

Fieldwork: 2nd - 6th December 2021

					Employment Status								
	Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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
Switch to a green energy provider													
Very willing	23	33	36	19	18	27	23	41	33	18	15	11	15
Fairly willing	30	24	22	24	30	32	29	25	27	32	23	25	23
TOTAL WILLING	53	57	58	43	48	59	52	66	60	50	38	36	38
Fairly unwilling	4	6	0	3	6	3	3	2	0	4	7	5	6
Very unwilling	6	4	5	5	4	5	4	1	0	7	6	11	5
TOTAL UNWILLING	10	10	5	8	10	8	7	3	0	11	13	16	11
Don't know	14	13	9	27	20	13	13	3	14	12	20	17	25
Not applicable – this doesn't apply to me	6	0	5	12	7	4	10	16	13	4	20	9	6
Not applicable – I already do this	18	21	25	11	15	16	19	12	13	22	9	22	20
Buy second hand clothes													
Very willing	13	12	9	11	10	13	17	14	19	10	11	14	18
Fairly willing	27	24	21	25	24	30	34	28	21	21	21	30	19
TOTAL WILLING	40	36	30	36	34	43	51	42	40	31	32	44	37
Fairly unwilling	15	17	33	7	14	16	13	20	4	17	10	16	15
Very unwilling	17	32	24	11	18	18	11	3	11	25	16	8	7
TOTAL UNWILLING	32	49	57	18	32	34	24	23	15	42	26	24	22
Don't know	8	10	4	20	12	9	5	4	15	6	17	9	11
Not applicable – this doesn't apply to me	5	0	0	6	8	3	3	16	5	5	9	6	9
Not applicable – I already do this	15	6	9	22	13	12	16	15	25	16	16	18	21
Use public transport more frequently													
Very willing	16	17	36	16	12	15	18	26	28	17	12	10	14
Fairly willing	24	38	16	15	24	25	25	28	9	27	23	13	19
TOTAL WILLING	40	55	52	31	36	40	43	54	37	44	35	23	33
Fairly unwilling	11	17	13	12	9	15	10	8	6	9	8	6	8
Very unwilling	14	11	17	9	14	18	13	9	7	9	12	18	12
TOTAL UNWILLING	25	28	30	21	23	33	23	17	13	18	20	24	20
Don't know	7	7	8	15	10	7	7	2	9	5	12	2	10
Not applicable – this doesn't apply to me	13	2	0	13	17	9	10	14	9	16	18	28	23
Not applicable – I already do this	15	7	10	19	14	12	16	12	33	15	14	22	13

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

Fieldwork: 2nd - 6th December 2021

		House Ownership Status								
	Total	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
Switch to a green energy provider										
Very willing	23	18	25	32	28	18	24	32	17	22
Fairly willing	30	32	34	13	29	23	27	28	30	12
TOTAL WILLING	53	50	59	45	57	41	51	60	47	34
Fairly unwilling	4	5	2	0	3	4	2	2	2	10
Very unwilling	6	7	5	0	4	8	8	4	5	2
TOTAL UNWILLING	10	12	7	0	7	12	10	6	7	12
Don't know	14	13	12	23	11	21	15	15	20	25
Not applicable – this doesn't apply to me	6	3	2	18	6	15	13	16	12	15
Not applicable – I already do this	18	22	20	15	19	11	12	3	15	14
Buy second hand clothes										
Very willing	13	11	11	21	21	13	15	10	13	13
Fairly willing	27	24	30	18	30	24	23	34	23	13
TOTAL WILLING	40	35	41	39	51	37	38	44	36	26
Fairly unwilling	15	16	18	33	10	13	12	17	10	19
Very unwilling	17	23	19	2	12	19	10	13	7	8
TOTAL UNWILLING	32	39	37	35	22	32	22	30	17	27
Don't know	8	6	8	17	7	14	7	14	15	15
Not applicable – this doesn't apply to me	5	5	3	6	3	9	11	3	8	12
Not applicable – I already do this	15	15	12	3	17	8	23	9	23	21
Use public transport more frequently										
Very willing	16	17	13	19	20	16	15	10	15	18
Fairly willing	24	26	28	29	20	19	19	23	22	12
TOTAL WILLING	40	43	41	48	40	35	34	33	37	30
Fairly unwilling	11	11	16	5	11	7	8	12	6	14
Very unwilling	14	13	17	22	10	15	13	13	13	10
TOTAL UNWILLING	25	24	33	27	21	22	21	25	19	24
Don't know	7	5	6	0	6	8	7	10	12	12
Not applicable – this doesn't apply to me	13	16	10	5	9	17	18	16	13	21
Not applicable – I already do this	15	12	9	21	24	18	20	15	19	12

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

Vote in 2019				EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Adopting a complete plant-based diet within the next five years

Very willing	5	4	6	9	6	5	4	6	6	6	4	4	6	4	6	6	4	6	5	2
Fairly willing	12	11	14	14	14	9	11	13	12	12	14	10	12	12	16	11	12	13	10	11
TOTAL WILLING	17	15	20	23	20	14	15	19	18	18	18	14	18	16	22	17	16	19	15	13
Fairly unwilling	21	19	27	20	27	17	20	21	29	21	20	18	23	18	27	19	23	19	20	21
Very unwilling	44	56	31	44	38	53	50	38	29	43	44	52	44	44	35	49	42	41	45	51
TOTAL UNWILLING	65	75	58	64	65	70	70	59	58	64	64	70	67	62	62	68	65	60	65	72
Don't know	10	7	10	9	8	9	9	10	15	8	10	10	8	12	10	8	11	10	10	7
Not applicable – this doesn't apply to me	3	2	2	2	1	4	3	4	3	4	3	3	1	6	3	2	3	5	3	4
Not applicable – I already do this	5	2	9	3	6	3	3	7	7	6	5	3	6	5	3	5	6	5	8	4

Reducing how often you eat meat and animal products on a weekly basis in the next five years

Very willing	14	11	19	19	20	12	10	18	16	16	13	12	16	12	14	13	17	14	12	17
Fairly willing	27	26	33	34	33	22	26	27	20	27	27	28	28	25	30	29	24	25	25	24
TOTAL WILLING	41	37	52	53	53	34	36	45	36	43	40	40	44	37	44	42	41	39	37	41
Fairly unwilling	13	18	8	14	11	16	15	12	13	13	12	16	13	14	11	12	14	14	17	14
Very unwilling	19	26	10	8	10	29	26	12	16	17	22	22	17	22	14	21	19	19	18	27
TOTAL UNWILLING	32	44	18	22	21	45	41	24	29	30	34	38	30	36	25	33	33	33	35	41
Don't know	7	4	6	5	5	4	7	6	8	8	7	3	6	8	10	4	8	7	6	2
Not applicable – this doesn't apply to me	4	2	4	2	3	4	3	5	3	5	5	3	2	7	2	4	4	5	6	5
Not applicable – I already do this	16	13	19	19	18	14	13	19	24	14	14	16	18	12	18	17	13	16	16	12

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Adopting a complete plant-based diet within the next five years

Very willing	5	10	2	4	7	4	4	6	3	8	4	6	9	5
Fairly willing	12	13	14	15	12	12	13	14	11	10	11	21	13	9
TOTAL WILLING	17	23	16	19	19	16	17	20	14	18	15	27	22	14
Fairly unwilling	21	12	19	22	21	18	24	19	17	25	27	22	23	28
Very unwilling	44	46	35	34	41	47	42	49	50	45	46	42	47	47
TOTAL UNWILLING	65	58	54	56	62	65	66	68	67	70	73	64	70	75
Don't know	10	1	16	12	10	10	9	8	4	4	10	3	5	5
Not applicable – this doesn't apply to me	3	16	5	6	3	4	3	1	2	1	0	2	0	1
Not applicable – I already do this	5	2	8	7	7	5	5	2	12	6	3	4	3	4

Reducing how often you eat meat and animal products on a weekly basis in the next five years

Very willing	14	4	14	12	14	18	13	18	12	14	14	17	31	18
Fairly willing	27	25	25	27	29	24	28	28	24	24	32	29	24	35
TOTAL WILLING	41	29	39	39	43	42	41	46	40	38	46	46	55	53
Fairly unwilling	13	6	10	11	8	14	13	15	16	13	18	13	6	18
Very unwilling	19	31	18	21	21	18	20	19	22	25	19	15	18	10
TOTAL UNWILLING	32	37	28	32	29	32	33	34	38	38	37	28	24	28
Don't know	7	3	13	5	9	5	5	4	1	6	5	6	4	1
Not applicable – this doesn't apply to me	4	12	9	8	2	3	2	1	6	3	3	0	2	1
Not applicable – I already do this	16	18	11	15	16	18	20	14	15	14	9	19	15	16

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

						Employment Status						
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

Adopting a complete plant-based diet within the next five years

Very willing	5	3	9	3	6	6	4	16	8	4	5	2	4
Fairly willing	12	14	0	8	9	13	11	16	14	12	8	11	13
TOTAL WILLING	17	17	9	11	15	19	15	32	22	16	13	13	17
Fairly unwilling	21	23	36	20	18	19	26	27	25	21	24	22	14
Very unwilling	44	48	50	39	46	47	38	19	25	49	42	38	41
TOTAL UNWILLING	65	71	86	59	64	66	64	46	50	70	66	60	55
Don't know	10	9	0	18	13	9	10	7	19	10	6	8	15
Not applicable – this doesn't apply to me	3	0	0	7	4	2	4	6	2	2	10	8	8
Not applicable – I already do this	5	3	4	5	5	5	8	9	8	3	5	12	5

Reducing how often you eat meat and animal products on a weekly basis in the next five years

Very willing	14	17	21	9	11	17	11	23	12	13	8	13	16
Fairly willing	27	38	24	22	22	27	33	28	18	29	17	18	21
TOTAL WILLING	41	55	45	31	33	44	44	51	30	42	25	31	37
Fairly unwilling	13	10	32	8	18	14	11	7	8	15	16	13	11
Very unwilling	19	13	8	21	20	19	16	11	13	21	26	24	15
TOTAL UNWILLING	32	23	40	29	38	33	27	18	21	36	42	37	26
Don't know	7	5	0	11	10	7	7	5	9	3	12	10	8
Not applicable – this doesn't apply to me	4	0	0	9	5	3	4	12	2	3	8	10	9
Not applicable – I already do this	16	17	15	20	14	13	17	15	38	17	12	13	21

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

Adopting a complete plant-based diet within the next five years

Very willing	5	5	6	3	8	5	4	4	1	6
Fairly willing	12	11	12	3	13	11	11	16	11	8
TOTAL WILLING	17	16	18	6	21	16	15	20	12	14
Fairly unwilling	21	20	24	47	19	13	24	23	19	6
Very unwilling	44	49	44	30	41	51	34	40	34	41
TOTAL UNWILLING	65	69	68	77	60	64	58	63	53	47
Don't know	10	8	8	18	8	8	11	10	20	21
Not applicable – this doesn't apply to me	3	2	1	0	4	12	10	3	4	10
Not applicable – I already do this	5	5	6	0	6	0	5	3	11	7

Reducing how often you eat meat and animal products on a weekly basis in the next five years

Very willing	14	13	18	8	13	14	13	12	13	6
Fairly willing	27	27	31	52	25	24	20	24	19	13
TOTAL WILLING	41	40	49	60	38	38	33	36	32	19
Fairly unwilling	13	16	13	0	15	7	14	16	6	17
Very unwilling	19	21	16	22	18	28	18	17	22	24
TOTAL UNWILLING	32	37	29	22	33	35	32	33	28	41
Don't know	7	4	5	6	6	12	12	11	12	17
Not applicable – this doesn't apply to me	4	3	3	0	4	7	10	3	5	15
Not applicable – I already do this	16	17	14	12	20	8	13	17	22	9

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

You said you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

Why is this?

Please select up to three options.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower their carbon footprint; n=1375]

I would miss eating meat and/or dairy too much	49	50	53	51	53	49	47	51	38	52	53	44	49	48	53	50	44	50	45	57
I want to keep supporting meat and dairy farmers	26	31	22	32	27	31	22	31	8	21	33	35	27	25	20	27	28	28	19	33
I think that plant-based/vegan diets lack nutrition	24	28	18	31	23	25	24	24	28	25	17	27	25	22	25	25	24	21	25	22
I think that plant-based/vegan diets are restrictive	19	18	23	24	24	16	18	21	17	20	16	22	23	13	24	18	20	20	17	21
I think that plant-based/vegan diets are too expensive	17	15	17	20	17	17	16	18	22	19	16	13	16	18	16	17	18	17	18	9
Eating meat and dairy products is part of my culture	16	21	9	13	12	21	19	13	12	12	19	21	14	20	17	18	14	17	12	16
I don't think I would like the taste or texture of a plant-based or vegan diet	13	12	13	15	13	12	11	14	13	13	12	13	12	13	10	13	14	10	16	15
I don't believe that eating meat or dairy products can increase your carbon footprint	12	16	4	13	8	18	12	13	3	11	13	17	12	13	10	14	12	13	9	18
I think that plant-based/vegan diets are hard to follow	11	7	16	9	16	7	10	12	10	12	11	9	13	8	10	10	11	12	13	9
I think that plant-based/vegan diets are boring	11	12	9	13	10	12	13	8	5	11	10	13	10	11	11	10	11	11	13	11
I don't think about my carbon footprint when I eat	9	12	5	4	5	12	11	7	18	6	9	10	8	11	13	9	8	10	7	12
Current health reasons	7	6	14	2	8	5	6	7	13	6	6	7	6	9	4	7	7	7	9	5
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	4	3	6	4	5	2	4	4	4	3	4	3	5	2	5	4	3	3	2	2
It's too much effort to change my diet	3	3	4	3	4	1	3	3	6	4	2	3	4	2	7	2	2	4	1	6
Other [See Tab 6]	10	10	9	14	9	11	10	9	8	9	11	11	11	8	11	10	11	8	9	8
Don't know	3	1	2	1	2	1	4	1	12	3	1	1	2	4	3	1	4	3	5	1

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

You said you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

Why is this?

Please select up to three options.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower their carbon footprint; n=1375]

I would miss eating meat and/or dairy too much	49	33	46	43	45	41	36	55	44	60	55	55	62	60
I want to keep supporting meat and dairy farmers	26	12	29	26	41	29	22	27	33	21	22	25	28	28
I think that plant-based/vegan diets lack nutrition	24	22	16	22	24	31	17	24	29	26	35	25	23	32
I think that plant-based/vegan diets are restrictive	19	10	18	14	18	14	20	20	19	34	18	19	21	24
I think that plant-based/vegan diets are too expensive	17	15	11	29	24	24	21	16	18	13	10	21	16	11
Eating meat and dairy products is part of my culture	16	26	10	18	13	13	16	19	20	17	18	19	17	10
I don't think I would like the taste or texture of a plant-based or vegan diet	13	17	19	17	15	17	11	14	12	12	15	15	16	12
I don't believe that eating meat or dairy products can increase your carbon footprint	12	4	12	14	17	12	16	14	21	12	12	11	9	7
I think that plant-based/vegan diets are hard to follow	11	18	10	11	11	12	9	14	9	13	5	16	14	10
I think that plant-based/vegan diets are boring	11	2	6	8	18	11	7	22	17	10	10	12	10	8
I don't think about my carbon footprint when I eat	9	37	10	11	14	9	9	3	14	6	7	7	4	5
Current health reasons	7	22	20	6	3	10	16	6	10	9	10	0	1	1
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	4	0	5	3	3	1	7	5	2	0	1	6	6	6
It's too much effort to change my diet	3	2	0	1	3	4	6	1	1	3	0	4	4	7
Other [See Tab 6]	10	10	13	8	7	7	12	10	8	3	14	9	13	11
Don't know	3	2	3	2	0	1	1	0	0	0	2	0	2	1

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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 you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

Why is this?

Please select up to three options.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower their carbon footprint; n=1375]

I would miss eating meat and/or dairy too much	49	52	56	49	48	53	46	30	45	45	50	51	42
I want to keep supporting meat and dairy farmers	26	22	15	24	26	23	26	12	7	36	23	32	16
I think that plant-based/vegan diets lack nutrition	24	19	39	19	19	23	23	30	30	26	20	22	26
I think that plant-based/vegan diets are restrictive	19	17	35	15	20	19	20	12	19	21	16	23	9
I think that plant-based/vegan diets are too expensive	17	6	11	18	14	17	19	10	26	14	15	25	23
Eating meat and dairy products is part of my culture	16	22	5	13	17	16	17	8	12	19	15	10	2
I don't think I would like the taste or texture of a plant-based or vegan diet	13	14	23	7	7	12	16	10	9	13	9	19	8
I don't believe that eating meat or dairy products can increase your carbon footprint	12	13	9	7	13	13	11	4	6	15	6	12	13
I think that plant-based/vegan diets are hard to follow	11	13	0	4	11	12	11	34	6	9	7	10	12
I think that plant-based/vegan diets are boring	11	14	11	5	10	11	8	3	6	14	5	6	14
I don't think about my carbon footprint when I eat	9	10	15	8	10	8	11	16	3	10	19	0	9
Current health reasons	7	0	0	5	5	4	5	7	30	7	7	11	17
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	4	4	6	0	3	5	1	0	0	3	3	3	7
It's too much effort to change my diet	3	4	0	3	4	3	4	4	12	3	7	5	0
Other [See Tab 6]	10	20	12	13	8	9	10	12	19	9	10	8	15
Don't know	3	0	5	14	6	2	3	0	3	1	14	0	8

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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 you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

Why is this?

Please select up to three options.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower their carbon footprint; n=1375]

I would miss eating meat and/or dairy too much	49	50	53	44	47	46	38	55	38	32
I want to keep supporting meat and dairy farmers	26	35	24	47	23	22	19	13	11	11
I think that plant-based/vegan diets lack nutrition	24	25	26	17	23	22	18	16	27	22
I think that plant-based/vegan diets are restrictive	19	20	20	25	22	13	17	11	20	17
I think that plant-based/vegan diets are too expensive	17	12	17	28	20	21	29	22	15	9
Eating meat and dairy products is part of my culture	16	18	15	6	20	13	9	11	23	16
I don't think I would like the taste or texture of a plant-based or vegan diet	13	11	12	0	17	15	18	14	9	5
I don't believe that eating meat or dairy products can increase your carbon footprint	12	15	12	6	14	11	16	4	7	13
I think that plant-based/vegan diets are hard to follow	11	10	12	20	8	9	17	7	8	4
I think that plant-based/vegan diets are boring	11	12	10	7	13	11	9	11	5	6
I don't think about my carbon footprint when I eat	9	9	7	26	6	10	11	9	23	22
Current health reasons	7	6	5	4	11	4	12	13	12	0
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	4	4	3	9	3	1	2	2	2	0
It's too much effort to change my diet	3	3	3	0	5	1	6	6	6	0
Other [See Tab 6]	10	10	11	6	10	11	8	8	8	9
Don't know	3	1	2	0	2	6	2	19	5	17

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

You said you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint; n=1375]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	15	11	20	16	20	10	15	15	21	19	12	8	16	13	22	12	15	14	17	12
More plant-based/vegan choices in supermarkets	14	10	21	22	20	8	12	15	20	15	14	9	15	12	15	11	14	17	14	9
More plant-based/vegan choices when eating out	13	9	20	21	20	6	11	14	21	13	11	10	15	9	19	11	12	13	10	9
Better awareness of plant-based/vegan recipes	12	9	18	14	18	9	10	15	15	15	10	9	14	10	12	12	13	11	12	18
More TV programmes and media articles focused on plant-based/vegan recipes	6	7	5	9	8	5	5	7	9	5	7	6	6	5	5	5	8	5	7	4
Other [See Tab 7]	6	5	7	6	6	6	7	5	6	6	7	4	6	5	6	5	9	4	6	11
Nothing- I don't want to change my diet	58	68	43	56	46	71	57	58	35	52	63	70	55	61	47	65	51	58	56	51
Don't know	9	6	10	3	11	5	10	7	18	9	7	7	7	11	12	5	12	10	10	12

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

You said you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint; n=1375]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	15	10	11	16	12	15	17	18	17	8	18	19	19	17
More plant-based/vegan choices in supermarkets	14	4	9	16	8	16	19	13	9	12	9	21	20	19
More plant-based/vegan choices when eating out	13	4	10	12	11	11	14	11	10	4	16	15	21	17
Better awareness of plant-based/vegan recipes	12	5	16	11	5	13	15	15	10	14	8	20	18	11
More TV programmes and media articles focused on plant-based/vegan recipes	6	4	8	4	6	9	9	5	2	4	5	3	14	1
Other [See Tab 7]	6	13	1	10	4	5	6	3	7	4	3	4	10	11
Nothing- I don't want to change my diet	58	56	58	59	72	57	50	57	63	68	62	57	40	56
Don't know	9	19	14	5	7	8	6	8	5	8	4	4	8	6

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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 you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint; n=1375]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	15	15	20	13	12	18	17	11	17	9	14	14	12
More plant-based/vegan choices in supermarkets	14	19	10	12	12	16	11	7	27	11	9	23	13
More plant-based/vegan choices when eating out	13	27	10	9	12	16	10	15	11	10	6	12	9
Better awareness of plant-based/vegan recipes	12	22	19	11	9	13	16	6	22	9	10	21	12
More TV programmes and media articles focused on plant-based/vegan recipes	6	13	10	5	5	4	7	28	9	7	3	6	4
Other [See Tab 7]	6	13	11	5	4	7	7	7	13	4	4	7	0
Nothing- I don't want to change my diet	58	49	45	48	62	54	61	30	36	68	48	57	58
Don't know	9	4	20	20	13	8	5	19	12	8	24	5	14

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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 you were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint.

What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to adapt a plant-based diet within the next five years to help lower your carbon footprint; n=1375]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	15	8	20	29	19	8	16	17	24	0
More plant-based/vegan choices in supermarkets	14	12	14	33	14	6	16	24	18	7
More plant-based/vegan choices when eating out	13	11	14	12	16	0	11	16	15	4
Better awareness of plant-based/vegan recipes	12	9	14	13	13	10	17	13	17	0
More TV programmes and media articles focused on plant-based/vegan recipes	6	7	6	0	5	6	5	1	8	0
Other [See Tab 7]	6	5	6	3	8	10	6	6	6	0
Nothing- I don't want to change my diet	58	66	56	53	54	59	52	40	40	71
Don't know	9	7	7	10	9	12	13	22	14	17

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

You said you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint. Why is this?
Please select up to three options.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

I would miss eating meat and/or dairy too much	47	49	53	60	53	48	46	48	29	49	49	48	47	46	30	51	44	49	46	50
I want to keep supporting meat and dairy farmers	31	39	24	34	28	36	27	37	14	24	41	37	31	31	26	33	29	30	36	36
Eating meat and dairy products is part of my culture	21	26	10	12	17	25	22	20	12	13	28	28	21	21	23	21	21	24	11	26
I don't believe that eating meat or dairy products can increase your carbon footprint	19	23	11	21	14	24	14	29	5	19	24	21	19	20	18	22	20	17	17	19
I think that plant-based/vegan diets lack nutrition	19	22	13	28	18	21	17	21	17	19	16	22	23	14	17	22	19	14	20	19
I don't think about my carbon footprint when I eat	14	15	15	10	7	16	17	10	17	12	13	17	12	16	17	15	12	16	11	13
I think that plant-based/vegan diets are restrictive	12	12	16	18	15	12	13	12	18	12	12	11	13	11	26	15	7	9	10	6
I don't think I would like the taste or texture of a plant-based or vegan diet	12	13	14	31	18	11	12	14	15	12	13	12	14	11	12	12	14	7	28	11
I think that plant-based/vegan diets are too expensive	10	9	9	14	13	9	11	9	15	12	10	6	10	11	19	12	6	7	20	3
I think that plant-based/vegan diets are boring	10	11	8	11	8	10	12	6	13	10	6	11	9	10	7	13	6	10	6	11
Current health reasons	7	6	14	0	6	4	7	6	19	5	5	5	7	6	4	7	7	8	5	2
I think that plant-based/vegan diets are hard to follow	5	2	13	6	6	3	6	5	15	7	1	3	7	4	7	4	9	7	1	0
It's too much effort to change my diet	4	3	8	6	4	2	4	3	5	6	2	2	5	3	5	3	4	4	5	0
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	3	2	6	2	5	2	2	3	2	3	3	3	4	1	2	4	1	4	3	2
Other [See Tab 8]	10	9	8	12	8	11	10	10	10	9	9	12	10	9	9	11	14	6	7	15
Don't know	4	2	3	0	4	2	5	2	11	5	2	1	3	5	5	2	3	5	7	3

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

You said you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint. Why is this?

Please select up to three options.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

I would miss eating meat and/or dairy too much	47	29	39	47	47	46	33	49	43	65	46	53	53	57
I want to keep supporting meat and dairy farmers	31	18	17	28	43	31	24	38	29	19	39	30	25	36
Eating meat and dairy products is part of my culture	21	20	9	13	24	24	24	16	31	10	36	25	20	10
I don't believe that eating meat or dairy products can increase your carbon footprint	19	6	19	19	42	30	20	27	30	6	14	14	20	28
I think that plant-based/vegan diets lack nutrition	19	20	23	18	17	15	9	14	35	21	16	23	11	20
I don't think about my carbon footprint when I eat	14	30	15	16	26	16	20	21	13	16	16	11	17	8
I think that plant-based/vegan diets are restrictive	12	8	9	10	9	17	9	11	12	9	37	21	13	13
I don't think I would like the taste or texture of a plant-based or vegan diet	12	5	20	20	12	8	11	20	7	20	20	4	13	10
I think that plant-based/vegan diets are too expensive	10	11	6	24	22	12	10	8	15	9	10	5	9	0
I think that plant-based/vegan diets are boring	10	30	6	14	11	7	10	12	11	8	0	13	8	4
Current health reasons	7	31	15	6	0	7	13	4	5	9	3	3	4	0
I think that plant-based/vegan diets are hard to follow	5	0	15	2	3	6	3	0	6	5	4	6	4	9
It's too much effort to change my diet	4	4	3	4	0	5	8	3	4	9	4	8	0	2
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	3	5	9	0	0	3	2	2	4	1	4	2	13	2
Other [See Tab 8]	10	21	13	8	12	9	12	4	10	12	12	3	12	5
Don't know	4	0	0	4	0	0	2	2	2	3	0	2	5	4

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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 you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint. Why is this?

Please select up to three options.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

I would miss eating meat and/or dairy too much	47	45	33	54	45	49	46	31	20	48	54	40	31
I want to keep supporting meat and dairy farmers	31	30	0	31	38	31	25	27	5	37	34	33	5
Eating meat and dairy products is part of my culture	21	39	20	19	23	19	27	19	5	29	9	26	7
I don't believe that eating meat or dairy products can increase your carbon footprint	19	12	32	13	12	19	25	11	0	19	21	23	23
I think that plant-based/vegan diets lack nutrition	19	18	45	35	15	18	20	11	28	21	8	23	13
I don't think about my carbon footprint when I eat	14	0	18	3	9	13	10	8	21	16	29	9	6
I think that plant-based/vegan diets are restrictive	12	16	24	2	8	15	14	14	0	12	5	9	3
I don't think I would like the taste or texture of a plant-based or vegan diet	12	13	44	8	9	11	11	16	30	13	12	27	0
I think that plant-based/vegan diets are too expensive	10	0	24	5	9	10	21	30	19	7	10	10	2
I think that plant-based/vegan diets are boring	10	8	24	8	8	10	7	0	0	12	2	7	16
Current health reasons	7	6	0	2	6	6	4	0	21	5	5	6	30
I think that plant-based/vegan diets are hard to follow	5	0	0	0	8	5	4	24	29	3	6	2	13
It's too much effort to change my diet	4	5	0	0	3	4	1	0	25	2	7	3	0
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	3	0	0	0	3	3	7	0	0	3	0	0	5
Other [See Tab 8]	10	14	0	8	12	10	14	0	6	10	6	4	23
Don't know	4	0	0	13	9	5	0	0	0	1	10	0	13

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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 you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint. Why is this?

Please select up to three options.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

I would miss eating meat and/or dairy too much	47	48	52	32	36	51	31	52	44	58
I want to keep supporting meat and dairy farmers	31	37	35	0	27	23	27	11	21	24
Eating meat and dairy products is part of my culture	21	24	21	0	24	14	28	7	14	10
I don't believe that eating meat or dairy products can increase your carbon footprint	19	22	19	20	19	19	22	9	14	13
I think that plant-based/vegan diets lack nutrition	19	21	20	0	13	26	14	21	18	16
I don't think about my carbon footprint when I eat	14	14	11	20	17	12	8	22	28	0
I think that plant-based/vegan diets are restrictive	12	12	9	0	17	15	16	5	10	6
I don't think I would like the taste or texture of a plant-based or vegan diet	12	13	12	0	14	14	6	11	13	23
I think that plant-based/vegan diets are too expensive	10	9	12	0	15	14	6	9	14	0
I think that plant-based/vegan diets are boring	10	10	5	0	13	8	12	14	24	0
Current health reasons	7	4	5	0	10	2	4	13	18	20
I think that plant-based/vegan diets are hard to follow	5	3	4	68	3	5	6	9	6	20
It's too much effort to change my diet	4	3	3	0	3	2	4	19	5	0
It's difficult to socialise and eat out in restaurants if you follow a plant-based/vegan diet	3	4	3	0	2	0	7	0	0	0
Other [See Tab 8]	10	10	8	0	13	8	17	10	9	9
Don't know	4	1	4	0	2	7	2	12	9	24

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

Vote in 2019				EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

You said you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint. What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	10	5	14	17	12	7	12	6	32	12	5	4	10	10	23	6	12	9	9	2
Better awareness of plant-based/vegan recipes	6	4	8	21	10	5	5	8	4	9	4	5	8	4	7	5	9	4	10	0
More plant-based/vegan choices in supermarkets	5	4	5	12	6	4	4	6	2	5	5	4	5	4	9	3	3	6	7	2
More plant-based/vegan choices when eating out	4	3	4	14	8	3	4	5	4	6	4	2	4	4	4	2	6	4	8	5
More TV programmes and media articles focused on plant-based/vegan recipes	3	3	2	5	4	3	2	5	0	4	3	3	4	2	6	3	4	2	2	3
Other [See Tab 9]	3	2	3	4	4	3	3	2	1	3	5	2	4	2	5	2	4	3	0	6
Nothing- I don't want to change my diet	75	84	73	67	69	83	74	77	49	72	80	86	75	75	65	84	70	72	75	82
Don't know	6	3	4	0	6	2	6	5	13	5	6	3	3	8	1	4	8	7	9	3

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

You said you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint.

What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	10	3	26	14	7	10	18	8	6	3	21	8	12	0
Better awareness of plant-based/vegan recipes	6	7	3	10	0	12	7	4	4	10	0	6	0	9
More plant-based/vegan choices in supermarkets	5	0	0	7	3	7	4	5	12	2	6	5	0	6
More plant-based/vegan choices when eating out	4	0	0	8	3	4	4	1	9	1	4	0	6	7
More TV programmes and media articles focused on plant-based/vegan recipes	3	0	0	2	4	7	4	6	1	2	0	3	2	0
Other [See Tab 9]	3	7	6	3	2	2	4	0	2	2	2	3	4	3
Nothing- I don't want to change my diet	75	83	72	65	81	73	72	81	84	84	73	81	76	79
Don't know	6	0	0	8	6	10	2	5	2	3	0	2	5	3

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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 you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint. What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	10	7	10	7	8	11	7	52	29	6	8	15	4
Better awareness of plant-based/vegan recipes	6	6	10	7	4	7	8	0	0	6	5	5	9
More plant-based/vegan choices in supermarkets	5	3	0	9	2	4	6	0	0	5	4	11	0
More plant-based/vegan choices when eating out	4	0	0	7	5	5	2	0	4	4	5	4	1
More TV programmes and media articles focused on plant-based/vegan recipes	3	0	22	0	4	3	3	0	0	2	5	5	0
Other [See Tab 9]	3	7	14	2	3	4	2	0	6	2	1	0	2
Nothing- I don't want to change my diet	75	78	53	62	77	73	86	48	66	83	65	61	74
Don't know	6	0	11	13	10	5	0	0	0	4	13	15	13

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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 you were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint. What, if anything might encourage you to change your mind?

Please select all that apply.

[Asked to those who said they were unwilling to reduce your weekly consumption of meat and animal products within the next five years to help lower your carbon footprint; n=671]

Financial incentives to buy plant-based/vegan products such as money saving vouchers or discounts	10	6	7	68	16	6	15	17	16	0
Better awareness of plant-based/vegan recipes	6	4	5	0	8	7	12	5	6	0
More plant-based/vegan choices in supermarkets	5	5	4	0	3	3	4	5	15	0
More plant-based/vegan choices when eating out	4	4	5	0	6	0	3	2	6	0
More TV programmes and media articles focused on plant-based/vegan recipes	3	3	3	0	2	0	0	0	11	0
Other [See Tab 9]	3	3	4	0	2	1	4	7	0	0
Nothing- I don't want to change my diet	75	81	78	32	71	78	70	64	60	80
Don't know	6	4	3	0	7	9	7	11	9	20

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Generally speaking, which two or three of the following, if any, tend to influence you the most to make more environmentally friendly choices? Please tick up to three options.

Public awareness campaigns e.g. TV, radio and social media	25	27	28	31	32	23	21	29	16	23	30	28	26	24	24	24	26	26	27	30
News media	20	17	29	28	27	18	20	20	13	18	25	23	22	18	25	20	17	20	18	25
Environmental organisations or charities	20	15	32	23	27	15	15	24	11	18	25	21	22	16	21	20	19	19	18	22
Family	17	16	17	30	21	14	14	20	16	16	16	18	19	14	18	21	13	13	21	10
Entertainment media, such as TV documentaries	17	14	24	19	21	14	13	20	13	16	19	17	18	15	15	18	16	17	19	14
Friends	13	9	18	17	17	9	12	15	21	16	9	8	17	9	20	13	10	12	19	13
Government	13	16	13	13	14	13	15	11	8	12	14	14	14	11	15	12	14	10	15	17
Partner	8	10	7	10	9	8	10	7	5	9	8	9	9	7	7	9	9	6	8	6
Employer	2	2	2	2	3	2	3	2	5	3	1	0	3	1	3	1	2	4	1	0
Colleagues	2	2	3	2	2	2	3	2	3	4	1	1	3	2	2	2	2	3	4	2
Celebrities or public figures	2	2	1	2	1	2	2	3	8	2	1	1	2	2	2	1	4	3	2	1
Neighbours	1	1	1	2	1	1	1	1	1	1	1	1	1	1	2	1	1	1	0	0
Other [See Tab 10]	5	6	4	5	5	6	6	4	1	4	7	6	6	4	5	6	5	4	3	7
None of these	24	32	14	11	14	32	27	21	20	24	21	29	20	29	18	26	23	26	21	24
Don't know	12	7	11	10	10	8	12	11	23	13	9	6	9	15	11	9	16	11	14	5

How motivated, if at all, are you to take personal action towards tackling climate change based on the media coverage you have seen or heard?

Very motivated	14	9	23	24	20	11	11	17	19	14	16	12	17	11	21	14	12	16	11	10
Fairly motivated	42	42	50	48	51	38	38	46	27	43	44	44	45	38	33	42	46	40	46	45
TOTAL MOTIVATED	56	51	73	72	71	49	49	63	46	57	60	56	62	49	54	56	58	56	57	55
Not very motivated	20	27	15	13	17	24	22	19	19	19	19	25	21	20	22	21	19	21	20	23
Not motivated at all	13	18	4	5	4	20	18	8	10	12	16	15	10	18	13	14	13	13	9	19
TOTAL NOT MOTIVATED	33	45	19	18	21	44	40	27	29	31	35	40	31	38	35	35	32	34	29	42
Don't know	10	4	7	9	8	6	11	9	25	11	6	5	7	14	11	8	11	10	14	4

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Generally speaking, which two or three of the following, if any, tend to influence you the most to make more environmentally friendly choices? Please tick up to three options.

Public awareness campaigns e.g. TV, radio and social media	25	12	28	27	29	24	28	24	24	30	25	29	28	21
News media	20	15	23	18	26	21	18	19	21	32	26	27	19	18
Environmental organisations or charities	20	9	32	16	22	17	20	22	27	20	19	22	26	18
Family	17	6	7	15	15	19	18	16	21	14	15	25	23	17
Entertainment media, such as TV documentaries	17	11	22	13	19	20	17	20	16	16	19	23	17	19
Friends	13	2	3	14	6	16	15	11	12	11	12	23	21	15
Government	13	7	21	12	8	12	18	18	10	12	16	10	18	18
Partner	8	4	3	7	5	9	6	8	10	7	17	15	13	11
Employer	2	0	0	2	3	2	4	6	2	3	3	0	2	4
Colleagues	2	0	0	2	1	1	4	1	2	2	2	4	4	3
Celebrities or public figures	2	0	9	2	5	2	4	5	3	1	2	0	2	1
Neighbours	1	3	0	1	3	2	1	0	0	1	0	1	0	1
Other [See Tab 10]	5	5	4	5	4	5	4	1	8	3	7	6	7	6
None of these	24	42	21	27	23	21	23	25	28	23	22	12	18	24
Don't know	12	23	10	9	12	11	11	14	3	6	9	7	8	6

How motivated, if at all, are you to take personal action towards tackling climate change based on the media coverage you have seen or heard?

Very motivated	14	9	13	12	13	15	13	16	14	15	17	26	17	15
Fairly motivated	42	20	50	37	42	42	46	44	47	44	44	41	53	46
TOTAL MOTIVATED	56	29	63	49	55	57	59	60	61	59	61	67	70	61
Not very motivated	20	9	14	24	20	20	25	19	21	23	28	18	18	26
Not motivated at all	13	32	11	16	15	15	11	14	13	15	8	11	8	8
TOTAL NOT MOTIVATED	33	41	25	40	35	35	36	33	34	38	36	29	26	34
Don't know	10	31	11	10	10	7	5	7	6	3	3	3	5	5

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

Generally speaking, which two or three of the following, if any, tend to influence you the most to make more environmentally friendly choices? Please tick up to three options.

Public awareness campaigns e.g. TV, radio and social media	25	34	27	10	25	24	31	16	19	29	17	26	19
News media	20	17	21	11	18	19	19	8	18	26	26	15	12
Environmental organisations or charities	20	27	18	10	18	18	22	19	19	22	15	20	20
Family	17	23	30	18	13	17	19	11	19	16	12	16	16
Entertainment media, such as TV documentaries	17	25	10	10	12	15	24	8	20	20	14	15	10
Friends	13	24	16	14	10	16	12	16	25	9	7	12	11
Government	13	18	14	7	10	12	10	18	13	15	11	19	10
Partner	8	14	21	5	6	9	7	7	1	8	6	7	9
Employer	2	5	9	2	1	3	2	14	1	0	1	4	2
Colleagues	2	7	0	4	2	3	3	4	2	1	0	4	1
Celebrities or public figures	2	2	0	1	1	1	3	14	9	1	3	1	6
Neighbours	1	0	4	1	1	1	1	2	0	1	1	1	2
Other [See Tab 10]	5	3	14	4	5	5	4	8	2	5	5	6	6
None of these	24	13	7	27	29	24	21	7	24	27	28	19	21
Don't know	12	7	9	26	14	13	9	21	13	6	17	15	20

How motivated, if at all, are you to take personal action towards tackling climate change based on the media coverage you have seen or heard?

Very motivated	14	20	17	11	11	15	13	28	19	12	10	16	17
Fairly motivated	42	41	45	36	39	41	47	32	41	47	37	41	31
TOTAL MOTIVATED	56	61	62	47	50	56	60	60	60	59	47	57	48
Not very motivated	20	22	25	8	22	23	18	12	24	23	14	15	9
Not motivated at all	13	11	13	17	13	13	14	11	1	14	22	17	11
TOTAL NOT MOTIVATED	33	33	38	25	35	36	32	23	25	37	36	32	20
Don't know	10	5	0	27	15	9	9	17	15	5	18	11	31

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

Generally speaking, which two or three of the following, if any, tend to influence you the most to make more environmentally friendly choices? Please tick up to three options.

Public awareness campaigns e.g. TV, radio and social media	25	29	27	28	21	22	25	23	12	1
News media	20	25	21	36	17	16	16	16	9	11
Environmental organisations or charities	20	21	21	14	19	14	26	18	10	13
Family	17	17	20	5	13	20	12	16	15	6
Entertainment media, such as TV documentaries	17	17	18	16	17	15	16	13	12	6
Friends	13	9	16	8	16	7	11	12	21	10
Government	13	14	14	7	12	9	13	14	5	11
Partner	8	8	10	5	7	5	8	4	9	4
Employer	2	1	2	0	4	5	4	4	2	0
Colleagues	2	1	3	3	3	3	1	0	6	2
Celebrities or public figures	2	1	2	15	6	2	1	2	3	2
Neighbours	1	1	1	0	2	2	1	1	0	0
Other [See Tab 10]	5	7	6	0	5	2	1	2	1	3
None of these	24	26	20	19	30	27	23	13	35	21
Don't know	12	7	9	0	10	17	17	34	15	41

How motivated, if at all, are you to take personal action towards tackling climate change based on the media coverage you have seen or heard?

Very motivated	14	13	16	19	17	12	14	7	11	17
Fairly motivated	42	45	46	15	45	28	41	34	37	18
TOTAL MOTIVATED	56	58	62	34	62	40	55	41	48	35
Not very motivated	20	23	20	46	18	25	15	18	15	6
Not motivated at all	13	15	10	20	10	23	11	15	17	20
TOTAL NOT MOTIVATED	33	38	30	66	28	48	26	33	32	26
Don't know	10	5	7	0	10	12	18	26	20	40

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Thinking about your role in tackling climate change, how much personal responsibility, if any, do you think you have to help tackle climate change?

A very large responsibility	12	10	15	23	16	12	9	15	10	11	15	13	14	11	15	12	13	13	8	9
A fairly large responsibility	31	30	37	31	38	28	26	37	19	33	32	32	33	28	29	32	29	32	32	30
TOTAL VERY / FAIRLY LARGE RESPONSIBILITY	43	40	52	54	54	40	35	52	29	44	47	45	47	39	44	44	42	45	40	39
A fairly small responsibility	37	41	36	37	38	38	41	33	30	37	36	41	39	35	32	38	37	34	43	47
No responsibility at all	9	13	2	3	2	14	14	5	13	8	10	9	7	13	13	9	9	9	5	13
TOTAL SMALL / NO RESPONSIBILITY	46	54	38	40	40	52	55	38	43	45	46	50	46	48	45	47	46	43	48	60
Don't know	10	5	9	5	6	7	10	10	28	11	6	5	7	14	11	8	11	12	12	2

You previously said you think you have a small or no responsibility to help tackle climate change. Which two or three, if any, of the following best describe why this is?

Please tick up to three options.

[Asked to those said they have a small or no responsibility to help tackle climate change; n=988]

There are too many conflicting opinions about it	30	41	17	24	22	39	30	29	17	20	33	47	29	30	25	34	29	29	22	31
I can't afford to make these changes	26	26	27	19	22	30	23	29	16	25	31	27	22	30	17	27	28	27	24	21
I'm unsure where or how to start	16	13	23	28	23	12	11	22	9	17	15	17	18	13	12	13	19	19	15	16
It's not my responsibility	12	13	12	11	10	11	16	8	28	13	11	7	11	14	18	12	12	12	11	9
It will make my life more complicated	11	11	14	12	9	14	11	11	12	10	9	15	11	12	19	11	12	9	9	4
I don't care about climate change	9	12	2	0	3	11	10	7	7	11	10	5	6	12	8	9	9	7	6	17
I don't understand the science behind it	8	7	7	6	7	8	6	10	3	7	7	13	7	9	9	8	6	9	8	13
I don't have the time	4	4	3	2	3	4	4	5	12	5	2	2	4	4	2	3	8	6	2	0
Other [See Tab 11]	28	23	39	35	37	23	30	26	33	32	24	24	34	21	26	30	25	25	36	38
Don't know	8	6	5	5	8	6	9	7	7	9	10	5	6	11	9	8	6	9	10	7

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Thinking about your role in tackling climate change,
how much personal responsibility, if any, do you
think you have to help tackle climate change?

A very large responsibility	12	7	10	15	14	14	12	15	17	8	11	16	11	12
A fairly large responsibility	31	19	42	27	30	35	37	24	28	34	40	36	34	29
TOTAL VERY / FAIRLY LARGE RESPONSIBILITY	43	26	52	42	44	49	49	39	45	42	51	52	45	41
A fairly small responsibility	37	19	28	37	34	36	45	39	46	36	40	48	52	
No responsibility at all	9	30	8	11	10	10	6	10	11	10	11	6	7	4
TOTAL SMALL / NO RESPONSIBILITY	46	49	36	48	44	44	42	55	50	56	47	46	55	56
Don't know	10	26	12	9	12	7	8	5	4	3	3	1	2	3

You previously said you think you have a small or no
responsibility to help tackle climate change. Which
two or three, if any, of the following best describe
why this is?

Please tick up to three options.

[Asked to those said they have a small or no
responsibility to help tackle climate change; n=988]

There are too many conflicting opinions about it	30	42	19	17	39	32	28	35	33	24	26	22	30	27
I can't afford to make these changes	26	33	38	34	34	21	24	28	23	24	35	25	29	21
I'm unsure where or how to start	16	0	6	17	21	14	16	21	8	9	21	18	22	24
It's not my responsibility	12	36	22	9	14	5	10	17	13	10	20	13	9	12
It will make my life more complicated	11	23	8	18	18	7	14	20	11	4	3	14	13	6
I don't care about climate change	9	34	12	7	8	12	8	10	11	15	2	6	0	4
I don't understand the science behind it	8	3	12	9	7	13	7	6	7	10	15	4	5	9
I don't have the time	4	7	16	0	3	4	3	3	2	4	8	5	7	5
Other [See Tab 11]	28	24	23	31	18	28	36	20	29	42	20	26	38	31
Don't know	8	3	4	4	7	7	7	4	8	12	3	12	6	7

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

Thinking about your role in tackling climate change, how much personal responsibility, if any, do you think you have to help tackle climate change?

A very large responsibility	12	18	4	10	11	13	12	20	6	13	7	19	12
A fairly large responsibility	31	37	58	22	27	30	33	33	35	33	29	32	25
TOTAL VERY / FAIRLY LARGE RESPONSIBILITY	43	55	62	32	38	43	45	53	41	46	36	51	37
A fairly small responsibility	37	30	38	28	36	40	38	15	37	39	32	26	22
No responsibility at all	9	10	0	9	10	9	8	14	2	9	18	14	11
TOTAL SMALL / NO RESPONSIBILITY	46	40	38	37	46	49	46	29	39	48	50	40	33
Don't know	10	4	0	30	17	9	9	17	20	5	14	10	29

You previously said you think you have a small or no responsibility to help tackle climate change. Which two or three, if any, of the following best describe why this is?

Please tick up to three options.

[Asked to those said they have a small or no responsibility to help tackle climate change; n=988]

There are too many conflicting opinions about it	30	31	55	22	35	26	23	27	4	45	27	16	28
I can't afford to make these changes	26	4	0	21	24	23	31	4	10	28	36	39	26
I'm unsure where or how to start	16	17	20	15	12	15	17	0	10	19	12	19	11
It's not my responsibility	12	17	11	4	11	15	10	0	6	8	22	14	6
It will make my life more complicated	11	3	36	10	8	12	9	11	0	13	17	7	3
I don't care about climate change	9	14	0	5	9	9	7	5	0	6	22	11	18
I don't understand the science behind it	8	0	9	2	9	7	8	5	0	12	5	4	3
I don't have the time	4	5	0	14	2	5	2	5	22	2	8	10	0
Other [See Tab 11]	28	43	45	24	26	30	25	36	57	22	21	30	45
Don't know	8	3	0	14	13	9	8	17	5	5	9	11	11

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

Thinking about your role in tackling climate change, how much personal responsibility, if any, do you think you have to help tackle climate change?

A very large responsibility	12	13	14	13	14	11	11	3	9	13
A fairly large responsibility	31	32	35	21	30	22	36	22	20	13
TOTAL VERY / FAIRLY LARGE RESPONSIBILITY	43	45	49	34	44	33	47	25	29	26
A fairly small responsibility	37	40	39	42	38	29	29	34	33	25
No responsibility at all	9	10	6	25	10	18	8	11	14	10
TOTAL SMALL / NO RESPONSIBILITY	46	50	45	67	48	47	37	45	47	35
Don't know	10	5	6	0	8	20	16	31	24	39

You previously said you think you have a small or no responsibility to help tackle climate change. Which two or three, if any, of the following best describe why this is?

Please tick up to three options.

[Asked to those said they have a small or no responsibility to help tackle climate change; n=988]

There are too many conflicting opinions about it	30	38	29	14	19	32	20	22	28	37
I can't afford to make these changes	26	26	25	9	23	40	24	32	25	14
I'm unsure where or how to start	16	16	16	14	17	8	20	23	8	0
It's not my responsibility	12	9	9	4	19	17	9	13	36	6
It will make my life more complicated	11	12	9	30	10	13	11	20	10	0
I don't care about climate change	9	6	8	10	7	12	15	16	19	5
I don't understand the science behind it	8	11	7	10	6	5	8	8	2	0
I don't have the time	4	3	4	26	3	4	8	6	10	0
Other [See Tab 11]	28	26	31	14	35	19	26	26	23	31
Don't know	8	8	8	0	10	7	9	4	8	27

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

How important, if at all, is it for you to work for an employer that has a clear sustainability strategy to help tackle climate change?

Very important	10	8	16	14	14	8	9	11	11	12	13	5	12	8	13	10	8	11	11	7
Fairly important	20	15	26	26	24	14	19	20	23	28	21	4	24	14	22	18	20	21	20	19
TOTAL IMPORTANT	30	23	42	40	38	22	28	31	34	40	34	9	36	22	35	28	28	32	31	26
Neither important or unimportant	13	10	14	12	14	13	13	12	11	17	15	4	13	12	14	13	12	12	13	13
Not very important	5	5	3	5	5	5	6	4	3	8	5	1	5	5	3	5	4	4	9	4
Not important at all	9	11	5	4	5	12	12	7	9	13	8	4	9	10	11	10	7	9	6	17
TOTAL NOT IMPORTANT	14	16	8	9	10	17	18	11	12	21	13	5	14	15	14	15	11	13	15	21
Don't know	6	4	7	3	6	4	7	6	10	9	6	1	6	7	8	4	9	7	3	8
Not applicable- I'm retired	19	31	12	23	17	27	17	20	5	0	13	63	19	17	14	20	19	19	14	20
Not applicable- I'm not currently working	13	12	12	7	10	12	10	15	19	8	14	17	8	18	9	12	17	13	11	9
Not applicable- I'm self-employed	5	5	5	6	5	5	7	4	9	5	6	3	4	7	6	7	4	3	12	3

How important, if at all, is it for you to live in an energy efficient, home?

Very important	30	32	37	43	38	29	31	29	20	25	33	42	34	25	32	33	28	31	23	21
Fairly important	50	52	49	44	51	52	48	52	40	52	51	48	49	50	47	50	52	45	57	64
TOTAL IMPORTANT	80	84	86	87	89	81	79	81	60	77	84	90	83	75	79	83	80	76	80	85
Not very important	8	9	4	3	4	10	9	6	11	8	7	6	7	9	8	8	6	10	6	8
Not important at all	3	3	1	2	1	5	3	3	2	5	3	1	3	4	3	3	5	4	3	3
TOTAL NOT IMPORTANT	11	12	5	5	5	15	12	9	13	13	10	7	10	13	11	11	11	14	9	11
Don't know	9	4	8	8	7	5	9	9	27	10	6	2	7	11	10	7	9	11	11	4

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

How important, if at all, is it for you to work for an employer that has a clear sustainability strategy to help tackle climate change?

Very important	10	6	9	6	8	7	9	7	14	14	12	16	10	11
Fairly important	20	6	19	8	13	20	24	18	19	19	30	25	34	32
TOTAL IMPORTANT	30	12	28	14	21	27	33	25	33	33	42	41	44	43
Neither important or unimportant	13	3	10	13	12	11	16	14	14	19	9	18	20	21
Not very important	5	2	4	3	2	6	2	6	10	4	6	6	5	11
Not important at all	9	26	3	4	5	9	11	7	11	16	10	10	16	11
TOTAL NOT IMPORTANT	14	28	7	7	7	15	13	13	21	20	16	16	21	22
Don't know	6	9	3	3	6	3	5	2	2	10	8	6	5	4
Not applicable- I'm retired	19	3	20	27	32	24	19	29	22	9	13	10	5	6
Not applicable- I'm not currently working	13	28	28	28	18	13	11	10	4	6	8	4	4	1
Not applicable- I'm self-employed	5	16	6	8	4	7	4	6	4	4	4	5	2	2

How important, if at all, is it for you to live in an energy efficient, home?

Very important	30	24	29	30	30	40	29	31	34	28	34	36	31	25
Fairly important	50	33	53	43	53	47	51	51	52	57	60	52	61	55
TOTAL IMPORTANT	80	57	82	73	83	87	80	82	86	85	94	88	92	80
Not very important	8	8	4	10	5	1	13	10	9	9	2	9	7	15
Not important at all	3	14	3	5	6	6	2	1	1	5	0	1	0	0
TOTAL NOT IMPORTANT	11	22	7	15	11	7	15	11	10	14	2	10	7	15
Don't know	9	21	11	12	7	6	6	7	4	2	4	3	1	6

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

How important, if at all, is it for you to work for an employer that has a clear sustainability strategy to help tackle climate change?

Very important	10	16	24	10	10	14	11	6	14	5	5	8	15
Fairly important	20	35	20	19	14	30	26	15	24	4	16	9	15
TOTAL IMPORTANT	30	51	44	29	24	44	37	21	38	9	21	17	30
Neither important or unimportant	13	16	9	11	9	18	19	19	10	2	13	16	4
Not very important	5	12	9	1	3	8	5	1	6	0	5	2	0
Not important at all	9	8	17	3	9	15	7	14	1	2	8	10	4
TOTAL NOT IMPORTANT	14	20	26	4	12	23	12	15	7	2	13	12	4
Don't know	6	7	3	18	8	10	10	5	3	0	6	2	6
Not applicable- I'm retired	19	2	5	11	26	0	3	13	7	69	0	5	3
Not applicable- I'm not currently working	13	3	5	21	14	1	5	4	30	17	43	44	41
Not applicable- I'm self-employed	5	2	8	6	6	5	14	23	4	0	3	5	12

How important, if at all, is it for you to live in an energy efficient, home?

Very important	30	30	40	22	28	28	27	19	22	41	15	29	26
Fairly important	50	57	40	44	46	53	49	39	51	50	48	36	40
TOTAL IMPORTANT	80	87	80	66	74	81	76	58	73	91	63	65	66
Not very important	8	6	12	6	7	7	11	23	5	5	13	12	3
Not important at all	3	3	9	2	5	2	3	4	1	2	13	7	5
TOTAL NOT IMPORTANT	11	9	21	8	12	9	14	27	6	7	26	19	8
Don't know	9	4	0	26	14	9	9	15	22	2	10	16	26

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

How important, if at all, is it for you to work for an employer that has a clear sustainability strategy to help tackle climate change?

Very important	10	8	13	5	11	10	9	8	8	10
Fairly important	20	11	30	12	24	16	17	25	19	11
TOTAL IMPORTANT	30	19	43	17	35	26	26	33	27	21
Neither important or unimportant	13	8	18	7	17	11	11	12	14	3
Not very important	5	3	8	28	4	4	3	2	4	4
Not important at all	9	7	11	12	11	9	9	15	15	5
TOTAL NOT IMPORTANT	14	10	19	40	15	13	12	11	19	9
Don't know	6	3	7	8	5	10	6	15	6	20
Not applicable- I'm retired	19	42	5	0	10	15	12	1	6	11
Not applicable- I'm not currently working	13	13	6	25	13	21	22	19	21	11
Not applicable- I'm self-employed	5	5	3	4	5	3	11	9	7	25

How important, if at all, is it for you to live in an energy efficient, home?

Very important	30	38	28	49	27	21	29	16	19	23
Fairly important	50	49	58	51	50	48	43	48	40	19
TOTAL IMPORTANT	80	87	86	100	77	69	72	64	59	42
Not very important	8	7	8	0	10	6	6	5	12	10
Not important at all	3	2	1	0	5	13	9	7	0	0
TOTAL NOT IMPORTANT	11	9	9	0	15	19	15	12	12	10
Don't know	9	3	6	0	8	12	14	24	29	48

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

Vote in 2019				EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

What, if anything, concerns you about your current home?

Please tick up to three options.

Expensive to heat	31	31	31	32	35	31	30	32	17	32	35	33	31	32	27	31	32	33	27	35
Expensive to power	16	16	17	19	18	17	17	15	10	18	17	13	16	16	18	15	16	16	15	12
Damp/ mould issues	16	11	18	14	16	14	14	17	18	20	14	8	14	17	14	17	14	17	16	8
Draughty	16	14	21	14	19	15	13	19	6	19	20	10	17	15	19	16	15	17	14	11
Too cold	15	14	17	17	14	13	14	16	21	17	15	9	14	16	12	16	14	17	13	10
Single glazed or poor quality windows	12	9	14	13	13	12	11	12	12	14	12	7	13	10	15	11	11	10	15	11
No/ poor wall insulation	12	10	15	14	15	10	12	12	6	12	16	10	12	12	15	11	11	13	15	11
No/ poor roof insulation	7	5	8	10	9	5	7	6	7	7	7	6	7	6	7	5	4	8	13	10
Too hot	2	1	3	2	3	1	2	2	3	3	1	1	2	2	2	2	2	3	0	2
Unsafe roof/ walls	2	2	2	2	2	1	3	1	8	2	1	0	2	2	3	1	3	3	4	1
Other [See Tab 12]	3	3	2	4	3	4	3	3	0	3	4	4	3	3	2	4	4	2	3	5
None of the above	31	38	25	27	27	37	32	30	24	24	32	45	29	33	25	34	32	27	32	43
Don't know	6	3	6	4	4	4	6	6	17	7	3	3	5	8	7	4	7	8	5	3

Regardless of the cost, which two or three, if any, of the following changes would you ideally make to your home to make it more energy efficient? Please select up to three options.

Install solar panels	33	32	39	37	38	33	33	32	24	33	34	34	35	29	28	32	35	31	36	38
Triple glazed windows	31	34	33	35	31	36	31	32	16	30	34	38	31	32	28	34	29	31	29	41
Change the heating system to a clean energy option	27	23	33	38	34	23	26	27	15	27	30	27	30	21	23	28	26	27	28	24
Better wall insulation	18	17	21	19	20	17	20	16	13	19	22	14	18	18	23	17	17	18	15	19
Enable used water to be recycled	16	16	18	21	18	16	14	19	15	15	17	19	19	13	15	19	17	15	10	15
Change appliances such as washing machines, fridges and cookers, to more energy efficient models	16	13	20	19	19	13	14	18	19	18	12	16	17	15	19	15	16	17	13	12
Install an electric charging point for an electric vehicle	14	13	17	24	21	11	14	13	10	14	16	11	17	9	10	17	11	14	11	18
Better roof insulation	13	13	13	16	16	13	15	12	8	15	15	11	14	13	12	12	10	16	19	17
Change lightbulbs to LEDs	13	13	12	14	16	12	12	14	10	15	13	12	13	13	16	14	11	13	13	11
Plant trees and wild plants in the garden that encourage biodiversity	13	12	17	10	13	12	11	15	15	14	11	12	14	12	13	13	12	15	14	7
Install window shutters or shades	6	6	7	5	6	6	5	7	4	5	9	5	6	6	6	7	6	4	4	7
Other [See Tab 13]	3	4	2	3	3	4	3	3	2	2	3	6	3	3	2	5	2	2	6	2
Not applicable- I don't want to make my home greener	7	10	3	2	3	11	8	6	4	6	7	9	6	8	6	6	10	6	3	8
Don't know	11	7	9	6	7	8	12	11	26	12	8	6	8	16	12	9	13	12	15	11

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

What, if anything, concerns you about your current home?

Please tick up to three options.

Expensive to heat	31	26	41	39	39	34	29	38	39	28	36	28	21	34
Expensive to power	16	16	18	23	17	14	12	16	23	17	18	16	15	18
Damp/ mould issues	16	18	23	25	16	16	23	14	10	15	11	18	20	16
Draughty	16	9	18	21	17	18	17	11	13	23	19	21	19	12
Too cold	15	31	17	24	14	19	18	11	12	12	15	12	20	11
Single glazed or poor quality windows	12	17	15	15	9	9	12	14	10	19	5	14	17	9
No/ poor wall insulation	12	8	15	12	11	10	15	18	11	19	11	12	11	19
No/ poor roof insulation	7	4	8	6	10	6	11	7	3	11	3	8	7	6
Too hot	2	1	3	3	4	0	2	1	1	3	1	2	5	3
Unsafe roof/ walls	2	7	6	1	0	3	2	3	0	7	1	2	2	1
Other [See Tab 12]	3	4	3	2	0	5	1	7	0	4	2	5	6	6
None of the above	31	24	26	19	25	32	25	34	35	29	37	32	26	28
Don't know	6	7	3	7	8	5	3	3	2	0	2	2	6	2

Regardless of the cost, which two or three, if any, of the following changes would you ideally make to your home to make it more energy efficient? Please select up to three options.

Install solar panels	33	29	28	29	31	34	39	27	42	31	35	36	44	36
Triple glazed windows	31	21	39	33	30	35	40	37	34	33	28	24	39	28
Change the heating system to a clean energy option	27	13	22	24	21	28	28	29	33	36	35	37	32	26
Better wall insulation	18	17	19	20	15	18	21	22	18	33	16	17	18	17
Enable used water to be recycled	16	13	17	9	19	19	14	19	14	14	18	15	20	22
Change appliances such as washing machines, fridges and cookers, to more energy efficient models	16	9	22	19	16	16	15	16	19	14	14	23	13	15
Install an electric charging point for an electric vehicle	14	12	3	10	9	6	11	11	19	15	26	24	27	27
Better roof insulation	13	4	17	11	10	10	15	17	12	22	13	21	15	16
Change lightbulbs to LEDs	13	10	18	10	17	11	10	15	21	10	15	15	16	15
Plant trees and wild plants in the garden that encourage biodiversity	13	8	16	15	15	16	9	10	20	14	11	13	13	12
Install window shutters or shades	6	3	4	10	5	5	7	6	7	7	8	8	4	4
Other [See Tab 13]	3	1	5	8	3	4	2	3	2	5	5	3	2	3
Not applicable- I don't want to make my home greener	7	19	5	10	6	8	8	7	5	2	2	3	4	8
Don't know	11	15	8	5	17	8	9	8	2	4	7	4	6	5

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

What, if anything, concerns you about your current home?

Please tick up to three options.

Expensive to heat	31	41	34	20	24	29	34	32	16	34	36	41	31
Expensive to power	16	16	18	13	11	17	16	14	8	14	20	24	16
Damp/ mould issues	16	11	4	10	11	17	20	5	15	8	23	24	23
Draughty	16	21	10	14	13	18	19	8	8	13	15	20	15
Too cold	15	9	4	21	9	16	14	20	24	9	19	20	17
Single glazed or poor quality windows	12	17	12	9	9	13	12	17	18	8	10	18	9
No/ poor wall insulation	12	14	12	10	9	13	14	6	12	11	11	8	13
No/ poor roof insulation	7	5	0	5	6	8	5	6	12	4	6	5	9
Too hot	2	1	0	1	2	2	2	5	1	1	0	6	5
Unsafe roof/ walls	2	0	4	3	1	2	3	18	6	0	4	0	4
Other [See Tab 12]	3	4	4	3	2	3	2	2	1	3	2	2	6
None of the above	31	27	45	29	40	28	28	17	26	44	27	19	22
Don't know	6	3	4	17	10	6	8	3	14	2	8	9	12

Regardless of the cost, which two or three, if any, of the following changes would you ideally make to your home to make it more energy efficient? Please select up to three options.

Install solar panels	33	41	43	19	29	34	33	17	35	34	25	34	23
Triple glazed windows	31	32	33	20	30	31	30	14	20	39	30	19	29
Change the heating system to a clean energy option	27	30	20	24	21	27	31	24	27	28	17	17	24
Better wall insulation	18	25	16	11	16	20	21	15	15	15	17	14	19
Enable used water to be recycled	16	13	18	17	16	15	20	22	26	19	6	9	12
Change appliances such as washing machines, fridges and cookers, to more energy efficient models	16	17	23	14	12	16	16	12	24	15	16	16	14
Install an electric charging point for an electric vehicle	14	26	14	5	10	16	12	15	4	13	7	14	13
Better roof insulation	13	17	9	9	12	16	12	12	6	11	14	14	14
Change lightbulbs to LEDs	13	18	12	13	10	14	14	6	6	13	14	19	8
Plant trees and wild plants in the garden that encourage biodiversity	13	15	23	6	12	12	14	13	17	13	9	17	14
Install window shutters or shades	6	3	3	4	6	6	9	2	3	4	6	11	3
Other [See Tab 13]	3	3	6	3	2	2	3	1	4	5	1	2	5
Not applicable- I don't want to make my home greener	7	5	0	11	8	6	6	8	1	8	14	9	7
Don't know	11	5	12	32	19	12	10	12	21	6	20	13	21

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

What, if anything, concerns you about your current home?

Please tick up to three options.

Expensive to heat	31	33	32	20	31	36	31	31	26	11
Expensive to power	16	15	16	47	14	21	17	19	6	6
Damp/ mould issues	16	8	14	2	30	19	25	14	20	19
Draughty	16	12	17	16	23	18	22	12	13	10
Too cold	15	11	16	8	20	15	22	10	21	11
Single glazed or poor quality windows	12	8	12	3	21	15	17	7	5	6
No/ poor wall insulation	12	12	15	12	13	10	15	5	7	2
No/ poor roof insulation	7	5	7	0	8	9	7	3	6	13
Too hot	2	1	2	9	3	0	4	3	4	5
Unsafe roof/ walls	2	1	2	15	2	6	4	3	2	8
Other [See Tab 12]	3	3	3	0	4	1	2	1	1	2
None of the above	31	40	29	13	23	30	20	30	27	25
Don't know	6	3	5	0	4	6	7	13	17	32

Regardless of the cost, which two or three, if any, of the following changes would you ideally make to your home to make it more energy efficient? Please select up to three options.

Install solar panels	33	35	36	26	28	28	26	34	27	27
Triple glazed windows	31	37	33	17	29	31	29	18	20	16
Change the heating system to a clean energy option	27	29	30	40	23	16	21	26	21	15
Better wall insulation	18	16	19	14	22	17	23	9	20	6
Enable used water to be recycled	16	19	17	14	11	11	15	21	18	10
Change appliances such as washing machines, fridges and cookers, to more energy efficient models	16	16	15	50	19	11	12	22	12	5
Install an electric charging point for an electric vehicle	14	16	19	19	6	5	11	10	9	12
Better roof insulation	13	14	16	3	16	9	9	7	8	10
Change lightbulbs to LEDs	13	13	14	9	14	13	13	12	17	1
Plant trees and wild plants in the garden that encourage biodiversity	13	11	14	21	14	14	12	12	7	19
Install window shutters or shades	6	5	7	10	8	3	5	1	6	2
Other [See Tab 13]	3	4	2	0	6	3	3	2	0	4
Not applicable- I don't want to make my home greener	7	7	5	0	8	21	7	6	6	4
Don't know	11	6	8	0	13	12	13	29	24	39

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Vote in 2019			EU Ref 2016		Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland

Thinking about making improvements in your home to make it more environmentally efficient/ friendly, which of the following best reflects your view?

I know what to do and am currently doing it	20	24	22	25	23	22	22	19	16	16	20	30	22	18	21	23	18	17	26	14
I know what to do but am currently not doing it	31	36	33	29	36	32	31	32	17	31	37	33	35	27	25	32	33	33	28	39
I know what to do but don't want to do anything	6	9	2	3	3	9	9	4	8	5	8	5	6	7	6	7	7	5	7	8
I don't really know what to do, but want to do more	17	12	21	22	19	13	13	20	23	21	12	11	18	15	17	18	15	16	15	21
I don't really know what to do and don't want to do anything	5	6	2	2	2	8	7	4	4	7	4	5	4	7	6	4	4	8	3	4
Don't know	20	13	19	18	16	16	17	22	32	20	18	16	15	26	24	16	23	21	21	13

Which, if any, of the following best describe why this is?

Please tick up to two options.

[Asked to those who know what to do but are currently not doing anything/ don't want to do anything or to those who don't know what to do but want to do more: n=1175]

I can't afford to make these changes	58	62	58	69	62	61	54	61	37	56	68	57	59	56	41	59	56	60	66	70
I'm unable to make significant changes as I don't own my home	16	10	19	8	12	12	15	17	35	19	11	8	13	21	21	18	12	15	18	7
I'm unsure where or how to start	15	12	19	20	20	12	10	18	12	15	14	16	16	13	15	15	13	15	15	15
It's not an immediate concern for me	9	15	6	6	7	14	12	7	4	6	13	13	10	8	5	11	8	9	8	14
I don't know what changes are necessary	8	7	14	6	11	6	8	9	9	10	6	8	8	8	9	10	7	8	8	3
I don't have the time	5	5	5	2	4	5	7	3	8	7	2	2	5	5	7	5	5	2	10	3
It's not my responsibility	4	4	3	5	2	4	5	3	8	3	5	3	3	6	5	5	2	5	2	6
My home is already environmentally efficient/ friendly and doesn't need further changes	4	5	3	5	4	4	6	3	3	3	3	7	5	3	4	4	5	4	1	3
I don't care enough to do anything	3	4	1	0	1	4	4	2	7	2	2	2	3	3	2	2	4	3	3	2
It will make my life more complicated	3	3	2	3	3	4	2	7	2	2	2	4	3	3	3	3	6	2	2	1
Other [See Tab 14]	9	8	10	11	9	8	9	9	9	11	6	7	10	7	17	7	10	7	8	10
Don't know	2	1	2	0	1	1	3	1	7	2	2	1	2	3	4	1	4	1	2	1

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	Household Income												
Total	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year

Thinking about making improvements in your home
to make it more environmentally efficient/ friendly,
which of the following best reflects your view?

I know what to do and am currently doing it	20	10	11	15	22	29	25	17	22	18	27	22	22	19
I know what to do but am currently not doing it	31	18	34	30	32	27	29	37	38	39	38	42	32	41
I know what to do but don't want to do anything	6	12	7	12	7	1	6	3	10	7	5	6	8	5
I don't really know what to do, but want to do more	17	10	16	13	15	16	16	19	19	20	20	16	29	21
I don't really know what to do and don't want to do anything	5	11	6	2	6	6	6	12	3	2	3	3	2	4
Don't know	20	38	27	27	19	21	17	12	8	14	5	11	8	10

Which, if any, of the following best describe why this
is?

Please tick up to two options.

[Asked to those who know what to do but are currently
not doing anything/ don't want to do anything or to those
who don't know what to do but want to do more: n=1175]

I can't afford to make these changes	58	39	58	58	59	69	54	64	60	68	80	62	58	47
I'm unable to make significant changes as I don't own my home	16	37	32	23	24	8	20	12	15	18	10	10	10	6
I'm unsure where or how to start	15	0	11	12	13	16	18	16	9	16	12	15	26	17
It's not an immediate concern for me	9	0	0	6	12	3	5	8	12	8	5	16	13	15
I don't know what changes are necessary	8	3	8	3	6	8	8	6	15	5	16	11	10	11
I don't have the time	5	8	0	10	2	11	0	4	2	5	6	7	4	7
It's not my responsibility	4	27	12	6	2	3	5	3	1	2	5	1	1	0
My home is already environmentally efficient/ friendly and doesn't need further changes	4	7	0	2	2	4	6	3	4	1	1	4	8	6
I don't care enough to do anything	3	12	0	0	7	8	5	2	4	2	0	0	5	0
It will make my life more complicated	3	3	8	2	5	4	4	2	1	6	6	1	0	5
Other [See Tab 14]	9	6	1	12	5	2	12	10	9	5	4	8	19	14
Don't know	2	5	4	0	0	1	0	1	0	3	0	2	0	2

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

					Employment Status							
Total	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer	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

Thinking about making improvements in your home
to make it more environmentally efficient/ friendly,
which of the following best reflects your view?

I know what to do and am currently doing it	20	27	16	12	22	19	18	8	21	28	16	10	21
I know what to do but am currently not doing it	31	37	35	20	26	32	34	36	10	35	18	38	24
I know what to do but don't want to do anything	6	8	4	1	8	6	4	9	12	6	13	3	5
I don't really know what to do, but want to do more	17	20	13	15	11	20	20	15	20	10	19	22	8
I don't really know what to do and don't want to do anything	5	1	8	7	6	5	7	13	0	5	8	4	6
Don't know	20	7	24	45	26	18	17	19	37	17	26	24	37

Which, if any, of the following best describe why this
is?

Please tick up to two options.

[Asked to those who know what to do but are currently
not doing anything/ don't want to do anything or to those
who don't know what to do but want to do more: n=1175]

I can't afford to make these changes	58	47	36	45	57	59	64	34	34	61	49	58	44
I'm unable to make significant changes as I don't own my home	16	11	16	27	13	16	14	19	41	7	27	31	31
I'm unsure where or how to start	15	20	14	7	13	15	14	13	19	17	13	5	11
It's not an immediate concern for me	9	17	7	7	13	10	5	6	2	14	7	6	1
I don't know what changes are necessary	8	11	17	3	5	9	11	5	14	7	3	10	5
I don't have the time	5	5	15	4	4	6	7	5	6	1	10	1	2
It's not my responsibility	4	4	0	5	4	4	7	0	4	2	6	5	4
My home is already environmentally efficient/ friendly and doesn't need further changes	4	2	25	2	7	5	3	6	2	6	0	1	3
I don't care enough to do anything	3	2	0	2	2	2	4	11	0	3	2	2	4
It will make my life more complicated	3	3	0	3	2	3	1	2	12	4	2	0	1
Other [See Tab 14]	9	16	20	6	9	9	4	17	14	8	4	13	22
Don't know	2	0	0	16	3	2	2	0	2	1	12	2	4

Sample Size: 2116 adults in UK
Fieldwork: 2nd - 6th December 2021

	House Ownership Status								
Total	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

Thinking about making improvements in your home to make it more environmentally efficient/ friendly, which of the following best reflects your view?

I know what to do and am currently doing it	20	28	20	12	20	13	16	11	9	10
I know what to do but am currently not doing it	31	37	39	37	24	17	15	23	30	17
I know what to do but don't want to do anything	6	6	7	36	6	11	7	3	2	5
I don't really know what to do, but want to do more	17	10	22	13	14	16	22	23	16	17
I don't really know what to do and don't want to do anything	5	5	2	0	8	11	6	8	8	9
Don't know	20	13	11	2	29	33	34	32	36	42

Which, if any, of the following best describe why this is?

Please tick up to two options.

[Asked to those who know what to do but are currently not doing anything/ don't want to do anything or to those who don't know what to do but want to do more: n=1175]

I can't afford to make these changes	58	65	72	48	36	38	25	49	48	41
I'm unable to make significant changes as I don't own my home	16	1	2	11	51	35	66	26	35	39
I'm unsure where or how to start	15	16	17	15	9	8	5	13	11	6
It's not an immediate concern for me	9	16	10	0	3	2	5	6	6	5
I don't know what changes are necessary	8	7	11	7	5	6	5	9	6	5
I don't have the time	5	2	8	21	1	8	0	0	13	5
It's not my responsibility	4	1	1	3	11	7	19	2	16	5
My home is already environmentally efficient/ friendly and doesn't need further changes	4	6	4	4	3	0	1	6	0	13
I don't care enough to do anything	3	3	2	0	2	7	2	2	6	9
It will make my life more complicated	3	3	2	17	4	3	3	6	1	0
Other [See Tab 14]	9	8	6	0	18	17	3	10	17	0
Don't know	2	1	2	0	1	2	0	17	3	3