

YouGov / Woodland Trust Survey Results

Sample Size: 2133 adults in GB (16+)

Fieldwork: 8th - 10th February 2023

July 2023

		Gender		Age				Social Grade		Country			Region in England			
	Total	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	2133	1034	1099	275	855	514	489	1216	917	1841	109	183	516	354	258	712
Unweighted Sample	2133	992	1141	226	862	524	521	1257	876	1836	110	187	509	367	216	744
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about how you feel today about climate change and its effects, which of the following comes closest to your view?

I am currently very worried about climate change and its effects	25	24	26	31	28	23	18	29	19	26	24	21	22	24	30	27
I am currently fairly worried about climate change and its effects	40	37	43	39	39	40	41	42	37	40	31	44	39	41	38	41
TOTAL WORRIED	65	61	69	70	67	63	59	71	56	66	55	65	61	65	68	68
I am not currently very worried about climate change and its effects	19	20	18	13	17	20	25	17	22	19	25	18	22	22	18	16
I am not currently worried about climate change and its effects at all	10	14	7	8	9	12	13	9	12	10	11	13	12	8	9	10
TOTAL NOT WORRIED	29	34	25	21	26	32	38	26	34	29	36	31	34	30	27	26
Don't know	5	5	6	10	7	4	3	3	9	6	8	3	5	6	5	6

How much influence, if any, do you think each of the following groups have when it comes to making decisions about how to tackle climate change?

Young people

A great deal of influence	12	11	14	9	13	11	15	14	11	13	15	8	13	11	17	12
A fair amount of influence	33	30	36	33	32	35	33	34	33	32	30	44	33	31	29	34
TOTAL A GREAT DEAL / FAIR AMOUNT	45	41	50	42	45	46	48	48	44	45	45	52	46	42	46	46
Not very much influence	35	36	33	37	34	35	35	37	32	35	31	30	34	38	36	35
No influence at all	11	15	8	9	10	13	11	10	12	11	14	15	10	11	10	10
TOTAL NOT VERY MUCH / NONE AT ALL	46	51	41	46	44	48	46	47	44	46	45	45	44	49	46	45
Don't know	8	8	9	11	10	6	6	6	12	9	10	3	10	9	8	9

Politicians

A great deal of influence	36	39	34	42	43	33	25	41	30	36	38	36	35	34	41	37
A fair amount of influence	34	32	35	27	31	38	38	35	33	33	37	38	34	34	37	31
TOTAL A GREAT DEAL / FAIR AMOUNT	70	71	69	69	74	71	63	76	63	69	75	74	69	68	78	68
Not very much influence	14	13	16	14	10	15	22	13	17	15	9	12	14	17	13	16
No influence at all	7	8	6	6	5	7	9	6	8	7	9	6	8	7	4	7
TOTAL NOT VERY MUCH / NONE AT ALL	21	21	22	20	15	22	31	19	25	22	18	18	22	24	17	23
Don't know	8	8	9	10	11	6	6	5	12	9	8	7	9	8	6	9

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%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Climate activists

A great deal of influence	9	8	10	11	8	8	12	9	10	9	12	9	10	6	15	8
A fair amount of influence	32	28	36	33	32	32	33	34	29	32	35	30	32	33	37	30
TOTAL A GREAT DEAL / FAIR AMOUNT	41	36	46	44	40	40	45	43	39	41	47	39	42	39	52	38
Not very much influence	37	38	35	38	37	37	34	39	34	37	32	35	37	38	31	39
No influence at all	14	18	10	8	13	16	16	13	15	13	11	21	13	14	11	14
TOTAL NOT VERY MUCH / NONE AT ALL	51	56	45	46	50	53	50	52	49	50	43	56	50	52	42	53
Don't know	8	7	9	10	11	6	5	5	12	9	8	5	9	10	7	9

Businesses

A great deal of influence	32	32	32	36	38	30	23	37	26	33	28	27	32	28	42	34
A fair amount of influence	39	39	39	35	38	41	39	38	40	38	46	46	40	40	38	35
TOTAL A GREAT DEAL / FAIR AMOUNT	71	71	71	71	76	71	62	75	66	71	74	73	72	68	80	69
Not very much influence	15	15	15	11	9	18	25	14	16	15	9	15	14	18	11	17
No influence at all	5	6	5	7	4	5	6	4	6	5	10	4	6	6	2	4
TOTAL NOT VERY MUCH / NONE AT ALL	20	21	20	18	13	23	31	18	22	20	19	19	20	24	13	21
Don't know	9	8	9	11	10	6	7	6	12	9	8	8	9	8	7	10

Which of the following words, if any, best describe how you feel when you see or hear about climate change in the media?

Please tick all that apply.

Frustrated	39	39	39	41	39	41	35	44	32	38	40	43	35	39	35	42
Pessimistic	33	36	30	34	35	32	31	39	25	33	33	32	29	31	35	36
Sad	33	29	38	34	35	34	29	36	31	34	36	25	34	33	33	35
Scared	22	18	27	33	26	19	14	26	18	23	24	20	23	18	23	25
Overwhelmed	19	12	25	28	21	15	15	22	15	19	18	16	19	13	25	21
Interested	17	18	17	14	14	19	23	19	15	17	15	19	16	19	19	17
Apathetic	10	13	7	11	8	11	12	12	8	10	13	12	13	6	8	9
Optimistic	5	8	3	6	5	4	6	5	5	5	5	2	5	6	5	5
Calm	4	6	2	4	3	3	5	4	4	4	2	3	5	4	6	3
Grateful	2	3	2	4	3	2	1	3	2	3	1	3	3	1	3	3
Inspired	2	3	2	5	2	1	1	3	1	2	1	1	2	2	3	2
Happy	1	2	1	4	1	0	0	1	1	1	3	0	1	1	2	1
None of these	9	9	9	4	8	11	12	8	10	9	7	8	10	10	6	10
Not applicable – I do not see or hear about climate change in the media	7	7	7	10	7	6	5	4	11	7	8	7	8	8	3	6
Don't know	6	6	6	9	7	5	5	4	9	6	7	7	6	6	9	6

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Year 2023																
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking into account the personal costs or changes to lifestyle that would be required, please say whether you would or would not be willing to do each of the following to address climate change.

Buy fewer products made from single-use plastic

Would be willing to do this	59	58	59	54	61	58	58	64	52	59	47	61	61	59	57	58
Would not be willing to do this	8	12	5	12	7	7	10	8	9	8	17	9	7	9	9	7
Don't know	10	11	9	16	10	9	9	7	15	11	6	10	11	8	12	11
N/A – this does not apply to me	2	3	2	6	2	1	1	1	3	2	1	2	4	3	0	2
N/A - I'm already doing this	21	16	25	11	21	24	22	21	21	20	29	17	18	21	22	22

Switch to an electric car

Would be willing to do this	32	34	31	41	40	31	15	38	24	32	33	32	36	28	30	32
Would not be willing to do this	31	33	30	20	26	33	46	29	35	32	29	30	31	34	24	34
Don't know	15	13	17	17	15	15	15	14	16	15	21	12	16	16	9	16
N/A – this does not apply to me	18	16	20	21	17	17	19	14	23	18	14	22	14	19	34	13
N/A - I'm already doing this	3	4	3	1	3	4	5	4	2	4	3	3	3	3	3	4

Cut out or limit meat and dairy products in your diet

Would be willing to do this	27	24	29	24	32	25	21	30	22	28	21	23	25	26	30	29
Would not be willing to do this	42	49	35	35	36	47	50	39	46	41	43	49	47	39	32	41
Don't know	10	10	10	19	11	7	8	9	12	10	12	9	10	14	10	8
N/A – this does not apply to me	3	3	3	5	3	3	2	2	4	3	0	3	3	4	2	3
N/A - I'm already doing this	18	14	23	16	19	19	19	20	16	18	24	17	15	17	26	19

Walk, cycle or use public transport more rather than driving

Would be willing to do this	37	37	37	41	40	36	30	42	31	38	35	31	38	39	35	38
Would not be willing to do this	23	27	20	15	21	27	27	22	24	23	26	25	26	22	15	24
Don't know	9	8	10	12	10	8	7	8	11	9	14	6	9	11	7	9
N/A – this does not apply to me	8	8	8	6	5	7	13	6	10	7	9	12	6	9	8	6
N/A - I'm already doing this	23	21	25	25	23	21	24	22	24	23	17	27	20	20	35	23

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%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Switch to an energy provider who only uses renewable energy

Would be willing to do this	47	46	48	46	54	46	36	52	40	47	43	50	45	47	48	48
Would not be willing to do this	14	18	10	14	11	14	19	15	13	14	20	14	15	13	13	13
Don't know	22	19	25	21	18	24	26	17	28	22	16	20	23	22	21	22
N/A – this does not apply to me	4	4	5	14	3	2	3	3	6	5	3	3	3	5	7	5
N/A - I'm already doing this	13	14	12	4	14	14	15	13	12	13	18	12	13	13	11	13

Personally cover the costs to make your home more energy-efficient e.g. improving insulation, better fitting doors and windows

Would be willing to do this	31	32	31	33	34	31	26	37	24	32	26	31	29	33	26	35
Would not be willing to do this	25	28	23	22	27	26	24	23	28	25	32	30	29	22	21	23
Don't know	15	14	16	23	17	13	11	15	16	16	13	13	16	15	21	14
N/A – this does not apply to me	12	11	12	18	11	9	12	9	15	12	8	11	13	11	16	10
N/A - I'm already doing this	16	15	18	5	12	21	26	17	16	16	21	15	13	18	16	18

Pay an extra fee for flights, to offset the environment impact

Would be willing to do this	24	26	22	30	25	24	17	28	18	24	26	22	20	20	25	28
Would not be willing to do this	39	40	37	35	41	37	37	39	38	38	41	42	41	36	37	37
Don't know	16	13	18	21	18	12	13	16	15	16	11	15	16	15	16	16
N/A – this does not apply to me	20	18	22	11	13	25	32	15	27	20	19	19	21	26	18	17
N/A - I'm already doing this	2	3	2	3	2	2	2	3	2	2	3	2	2	3	4	2

Have fewer children than I would otherwise like

Would be willing to do this	13	14	11	20	15	10	8	14	10	13	13	11	12	14	16	12
Would not be willing to do this	17	19	15	24	24	10	8	19	15	17	19	12	19	17	16	16
Don't know	12	13	11	28	15	6	4	11	13	12	16	13	12	11	12	11
N/A – this does not apply to me	48	44	52	25	32	64	75	45	53	48	41	53	49	44	47	50
N/A - I'm already doing this	10	10	11	4	15	10	6	11	9	10	11	11	8	12	9	10

Buy more clothes from second-hand or charity shops

Would be willing to do this	35	32	39	40	40	32	29	38	31	36	33	34	37	33	42	34
Would not be willing to do this	25	32	18	18	23	29	27	26	23	25	28	21	27	25	23	24
Don't know	14	15	13	18	15	11	13	13	15	14	18	16	10	15	13	15
N/A – this does not apply to me	5	6	3	7	3	5	7	3	6	5	1	7	4	5	5	4
N/A - I'm already doing this	21	15	27	17	19	24	24	19	24	21	21	21	21	21	17	23

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Plant a tree yourself, either in your own garden
or elsewhere as part of a planting scheme

Would be willing to do this	63	60	66	62	67	62	58	68	57	63	55	65	61	62	63	66
Would not be willing to do this	9	10	7	13	7	8	10	9	9	9	12	6	11	8	10	7
Don't know	10	11	9	12	10	9	10	8	13	10	6	14	11	8	9	10
N/A – this does not apply to me	7	8	5	11	7	6	5	5	9	7	5	7	7	6	9	5
N/A - I'm already doing this	12	11	13	3	9	16	18	11	13	12	23	8	11	15	9	11

What impact, if any, does each of the following
generally have on your mental health?

Being outdoors and among nature

A large positive impact	62	59	65	44	64	71	60	69	54	63	57	64	62	60	61	65
A small positive impact	24	25	24	31	22	21	29	22	27	25	19	26	24	22	27	25
TOTAL POSITIVE IMPACT	86	84	89	75	86	92	89	91	81	88	76	90	86	82	88	90
No impact	8	9	7	11	7	7	9	5	11	8	15	6	8	12	7	5
A small negative impact	1	1	1	3	1	0	0	1	1	1	2	0	2	1	1	0
A large negative impact	1	2	1	2	1	0	1	1	1	1	0	1	1	1	2	1
TOTAL NEGATIVE IMPACT	2	3	2	5	2	0	1	2	2	2	2	1	3	2	3	1
Don't know	3	4	2	10	4	1	1	2	5	3	7	3	3	4	2	3

Watching television

A large positive impact	11	11	11	8	11	12	10	11	11	10	15	13	10	9	12	11
A small positive impact	37	32	41	36	38	38	32	40	32	37	32	34	40	34	39	36
TOTAL POSITIVE IMPACT	48	43	52	44	49	50	42	51	43	47	47	47	50	43	51	47
No impact	31	33	30	27	27	32	42	30	34	31	39	31	30	34	27	32
A small negative impact	11	12	9	11	11	12	9	11	10	11	7	11	10	10	13	11
A large negative impact	4	5	3	4	4	3	4	3	5	4	2	4	3	6	2	4
TOTAL NEGATIVE IMPACT	15	17	12	15	15	15	13	14	15	15	9	15	13	16	15	15
Don't know	6	6	7	13	9	3	3	5	9	7	4	7	6	7	7	6

Participating in hobbies

A large positive impact	52	51	53	49	55	54	47	57	45	51	55	58	49	49	56	52
A small positive impact	30	29	31	24	31	30	32	29	31	31	25	28	32	30	26	31
TOTAL POSITIVE IMPACT	82	80	84	73	86	84	79	86	76	82	80	86	81	79	82	83
No impact	11	12	9	10	8	12	14	8	14	11	13	9	11	11	11	10
A small negative impact	1	1	1	4	1	0	1	1	1	1	2	1	1	1	1	1
A large negative impact	0	1	0	1	0	0	1	0	1	1	0	0	1	1	0	0
TOTAL NEGATIVE IMPACT	1	2	1	5	1	0	2	1	2	2	2	1	2	2	1	1
Don't know	5	6	5	11	6	3	5	4	7	6	4	3	5	7	6	6