



# Survey infographics:

## UK perceptions of climate change & lifestyle changes

The following infographics show results from a survey conducted between 29th September – 26th October 2020 with 982 respondents across the UK\*. Quotas were set for gender, age, region, and socioeconomic status to ensure that the sample is representative of the British public. An associated briefing can be found [here](#) or email [info@cast.ac.uk](mailto:info@cast.ac.uk) for more details on the survey.

\* Comparative data was collected in China, Brazil, & Sweden.

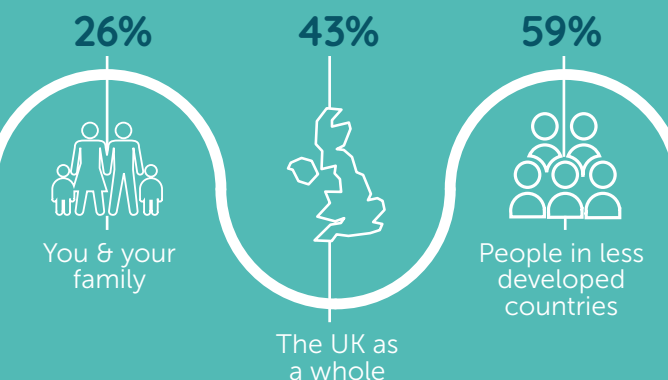
### UK Public perceptions of climate change & lifestyle changes...

#### People are worried about climate change

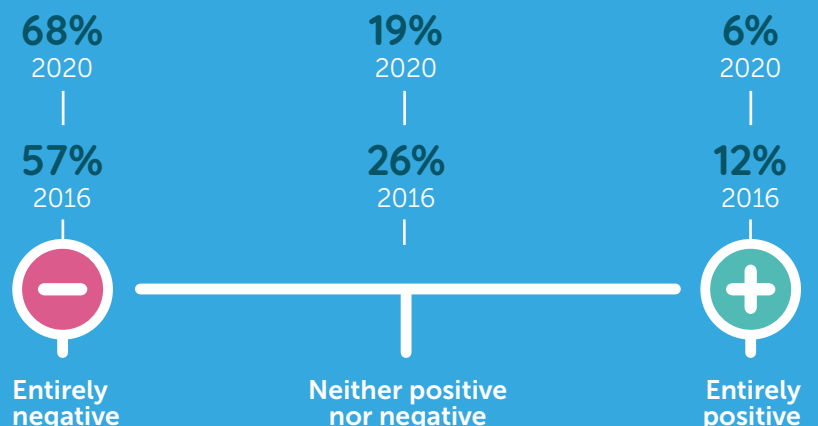


\* Post stratification weights were applied.

#### Climate change is seen as either a very serious or extremely serious threat to each of the following...



#### How positive or negative the effects of climate change will be to the UK...



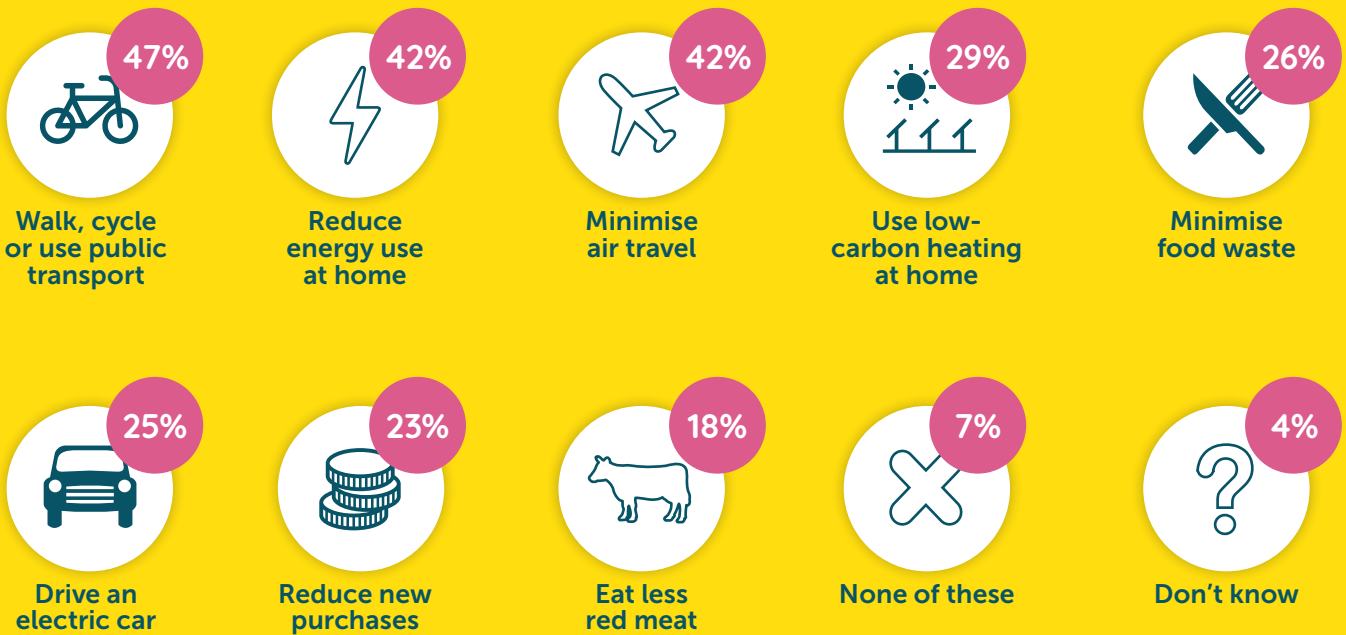
Measures perceived to be most effective to reduce emissions...

Low carbon (car free) travel options, reduction of home energy use and minimising of air travel are seen by most people as the most impactful climate mitigation strategies.

Reduction of meat consumption and changes to consumption patterns were picked by fewer than a quarter of respondents.

If everybody in the UK did the following, which would have the biggest impact on tackling climate change\*

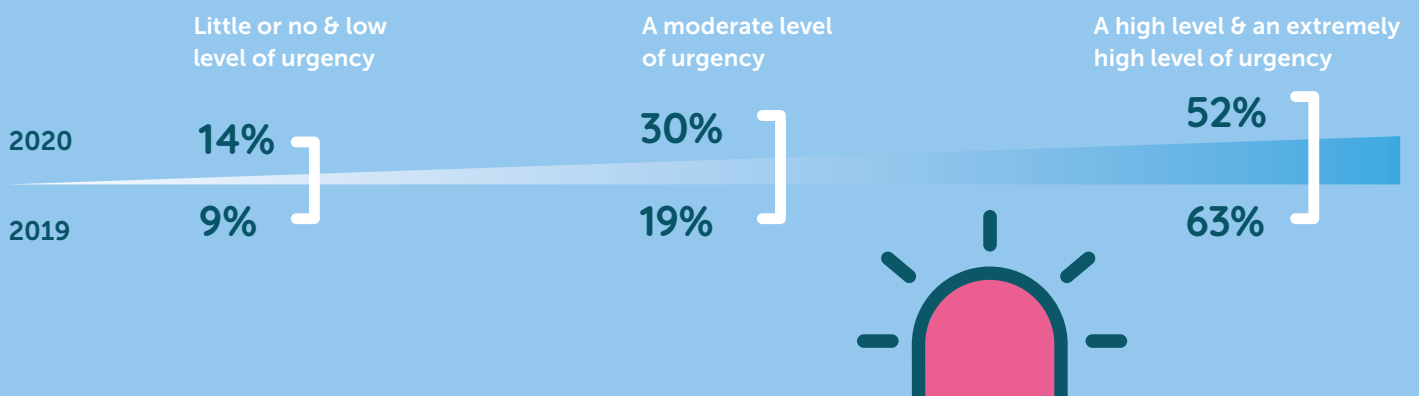
\* Picked up to three.



Urgency

Despite levels of worry about climate change remaining/staying high, perceived urgency to address climate change has gone down compared to 2019.

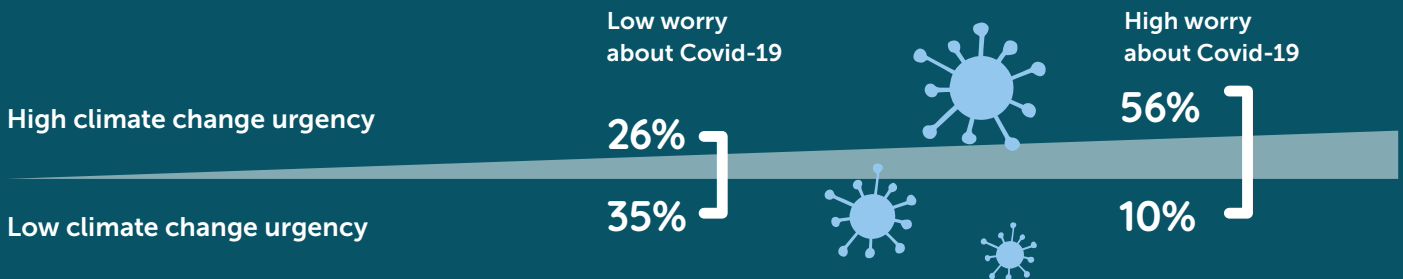
The level of urgency with which climate change needs to be addressed...



## Covid-19 pandemic

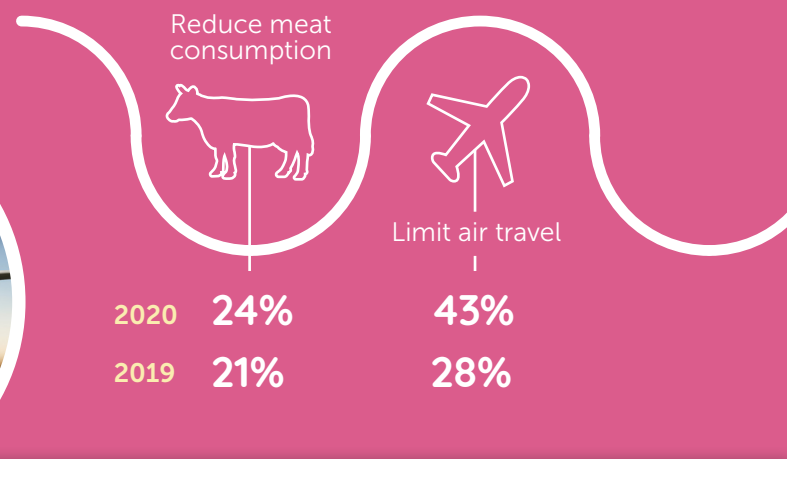
The notion the Covid-19 pandemic undermines the feeling of urgency to address climate change is not supported by the current data, as those most worried about Covid-19 express it needs to be addressed with high urgency.

People who are more worried about Covid-19 express higher urgency to address climate change, compared to people who are less worried about climate change.



## Necessity of drastic lifestyle changes...

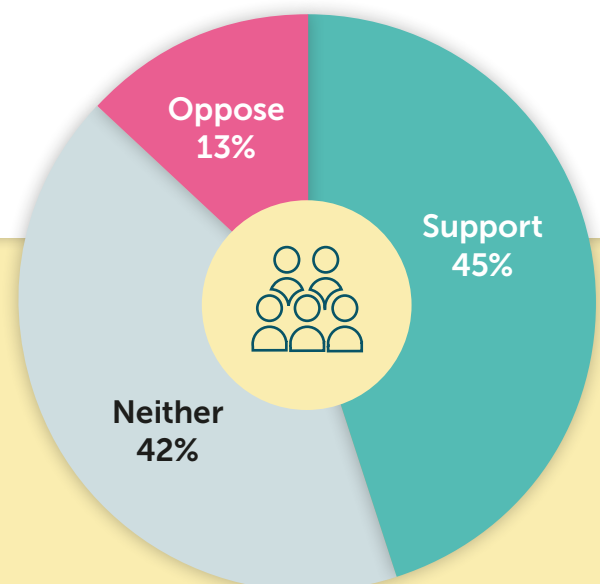
Belief that these societal changes should definitely be implemented...



## Citizen Assembly

Almost **half of respondents** were supportive of political decision processes similar to a Citizen Assembly to help shape policies on climate change.

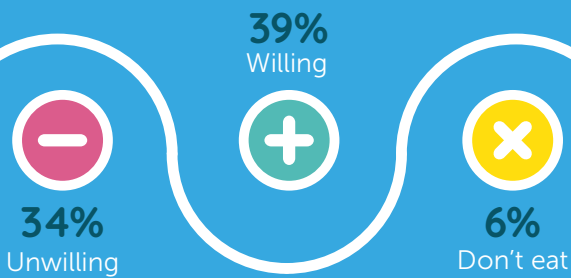
Support for politicians allowing citizens' opinions about climate change to directly feed into policy making...



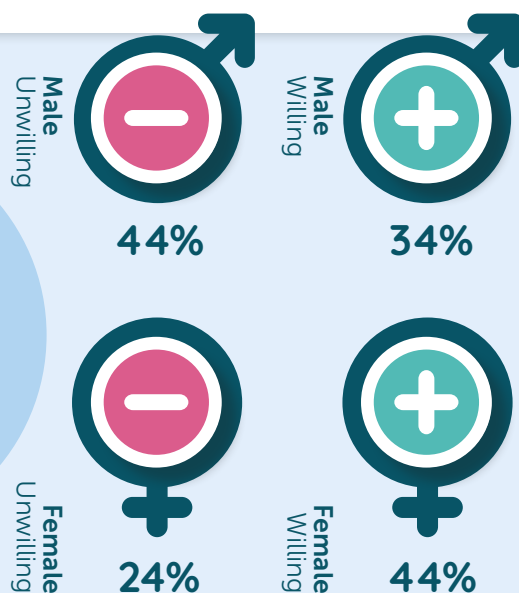
## Diet: meat consumption & vegetarianism

Few report to be completely vegetarian or vegan (6%) but **20% say they never eat red meat**. Most eat white meat at least twice a week (72%) with a small majority (57%) consuming dairy products every day.

A third of people are unwilling to consider a reduction of their meat consumption



Gender breakdown of willingness to reduce meat consumption...



### Diet related beliefs associated with meat consumption

Many people feel quite strongly that eating meat is important to them and that they don't see themselves becoming a vegetarian.

"I am not the type of person to become vegetarian"



"Eating meat is an important part of who I am"



"Eating meat is an important part of my culture"



"Most of my friends follow a vegetarian (meat free) diet"



### Diet related policies

Vegetarian & vegan options mandatory in restaurants



Research on alternative meat sources



Food labelling systems to show carbon emissions



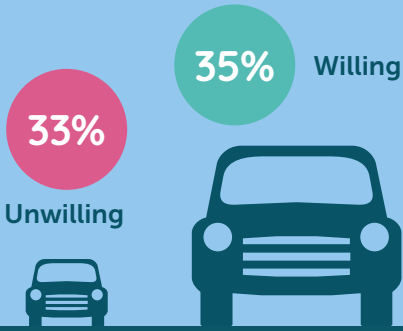
Increasing the price of meat products



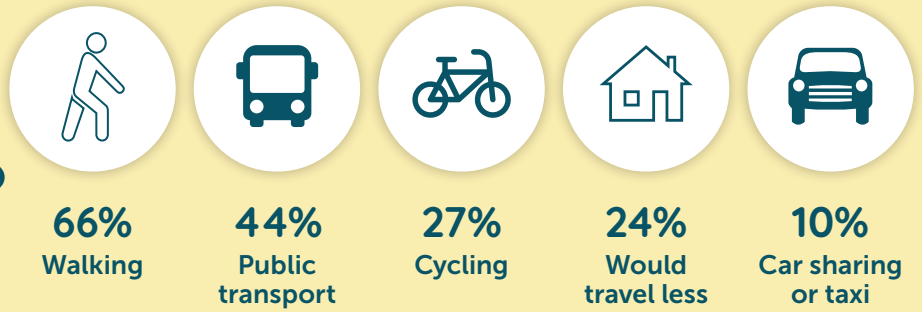
# Travel: car use & air travel

For people who are willing to reduce their car journeys, walking is the most popular alternative, followed by public transport and cycling only as the third most likely option.

## Reduction of car usage willingness...



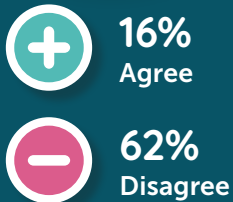
## Alternative methods considered...



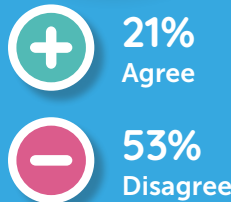
## Transport related beliefs

Most people don't perceive car ownership or traveling far and often as an essential part of their identity.

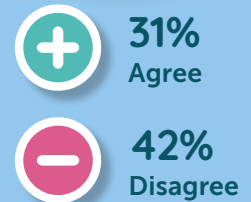
"My car defines who I am"



"Travelling far & often is an important part of my life"

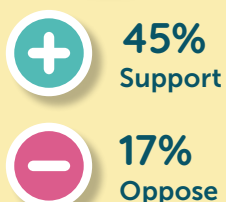


"I aspire to fly on holiday at least once a year"

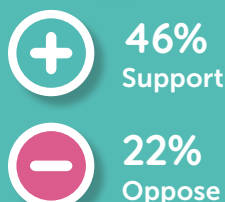


## Transport related policies

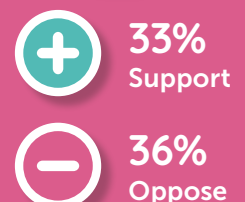
Stopping airport expansions



Phasing out the sale of petrol & diesel cars for electric



Higher road charges to improve public transport



# Heating

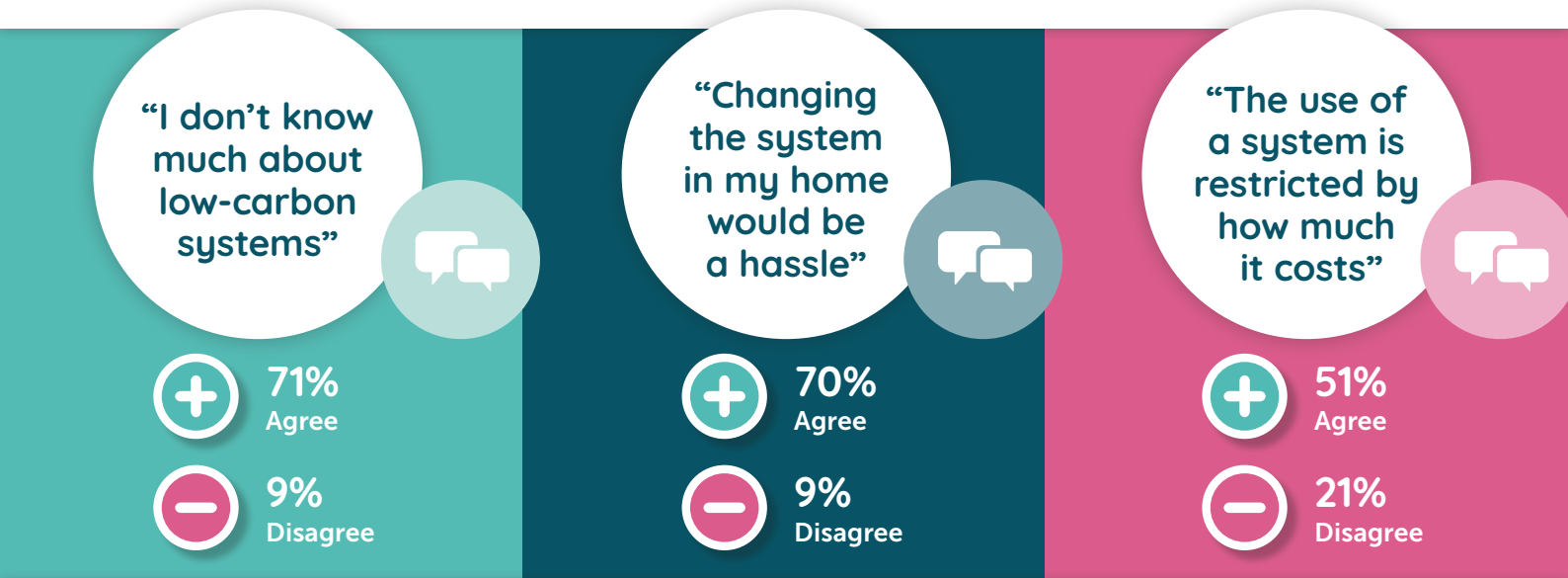
Willingness to change to a low carbon heating or cooling system

Willingness to reduce how much you heat and/or cool your home



## Heating related beliefs

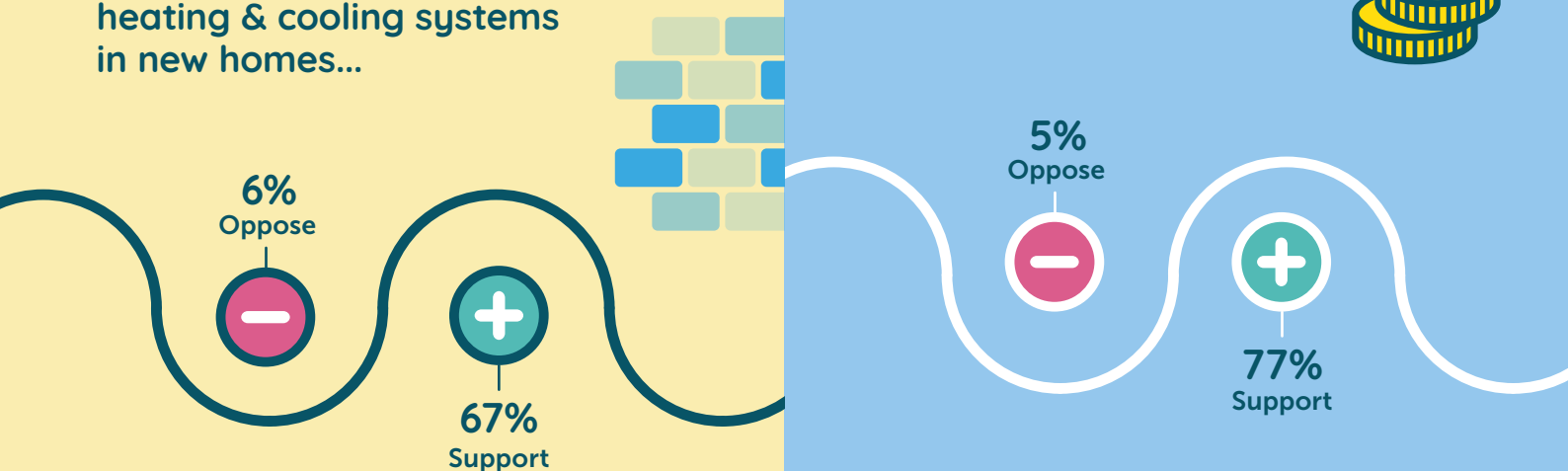
Most people feel that they don't know much about low carbon heating or cooling systems.



## Heating related policies

Building regulations to force developers to install low carbon heating & cooling systems in new homes...

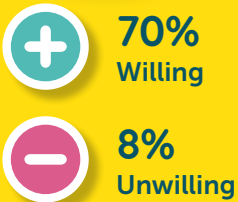
Subsidies to help people insulate their homes



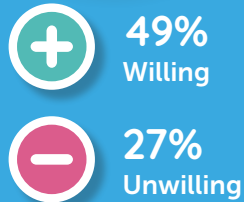
# Consumption

People are very willing to embrace the idea of buying less things overall (70%) but very few people are willing to rent things rather than buy them (13%).

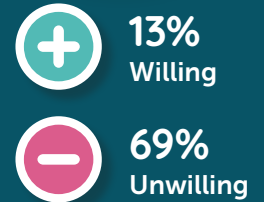
“Buy fewer things overall”



“Buy more products second hand”



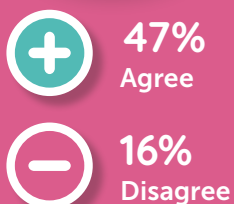
“Rent items, clothes or tools instead of owning them”



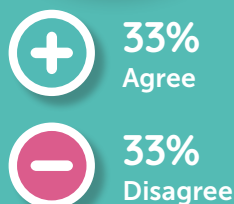
## Consumption related beliefs

For most people, buying and owning new things is associated with enjoyment (47%) and for some, with an expectation of happiness (33%).

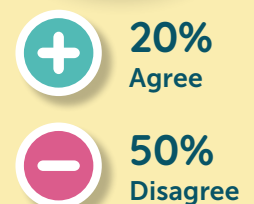
“I enjoy buying & owning new things”



“I’d be happier if I could afford to buy more”

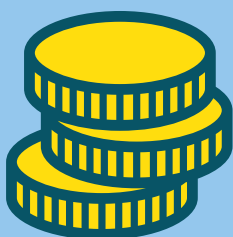
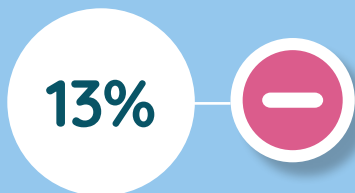
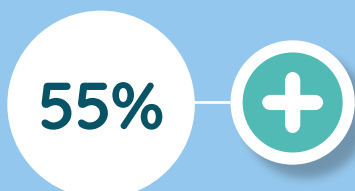


“Buying second hand, others might view you negatively”

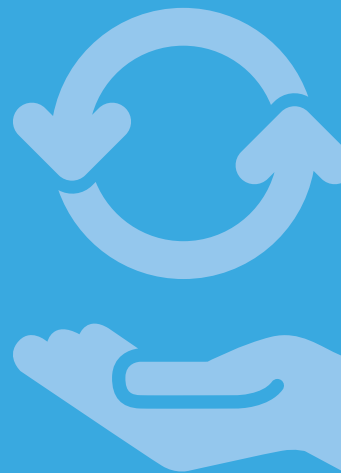
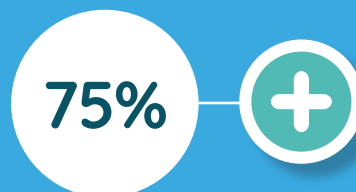


## Consumption related policies

Support for changing product pricing to reflect how environmentally friendly products are (e.g. lower prices for low carbon products)



Support for regulations to require products to be more reusable, repairable & recyclable



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Research conducted and infographic designed by DJS Research.

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