



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](https://www.cast.ac.uk) 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.

# Survey infographics: UK perceptions of climate change & lifestyle changes

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

### People are worried about climate change

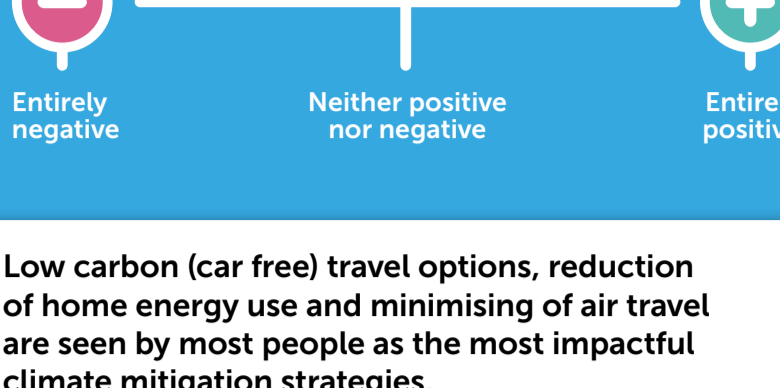


\* Post stratification weights were applied.

### 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...

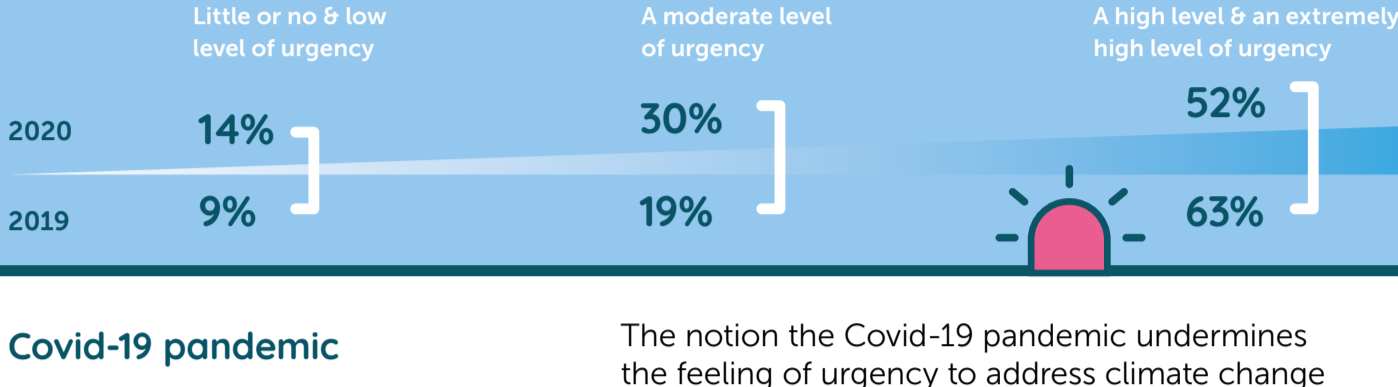
### Low carbon (car free) travel options, reduction of home energy use and minimising of air travel are seen by most people as the most impactful climate mitigation strategies.

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



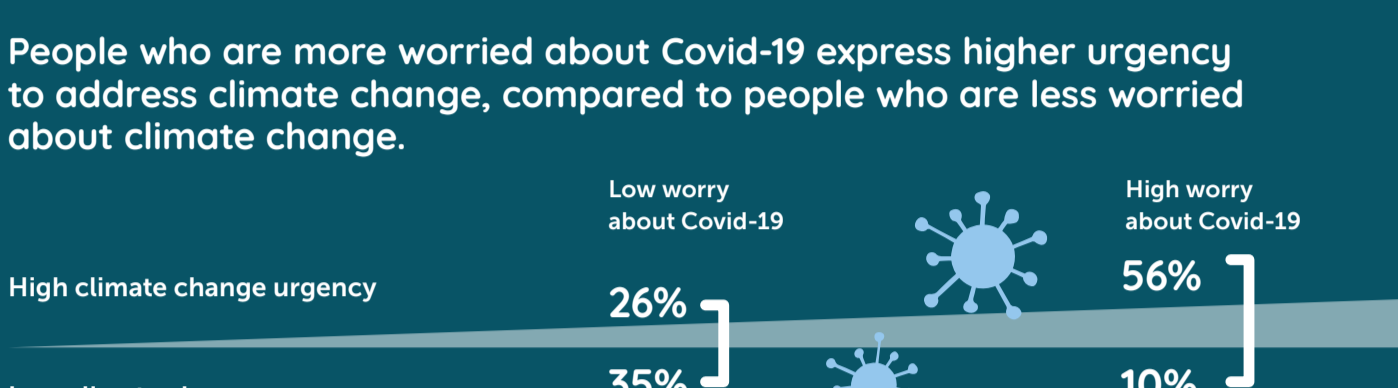
### Urgency

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



### Covid-19 pandemic

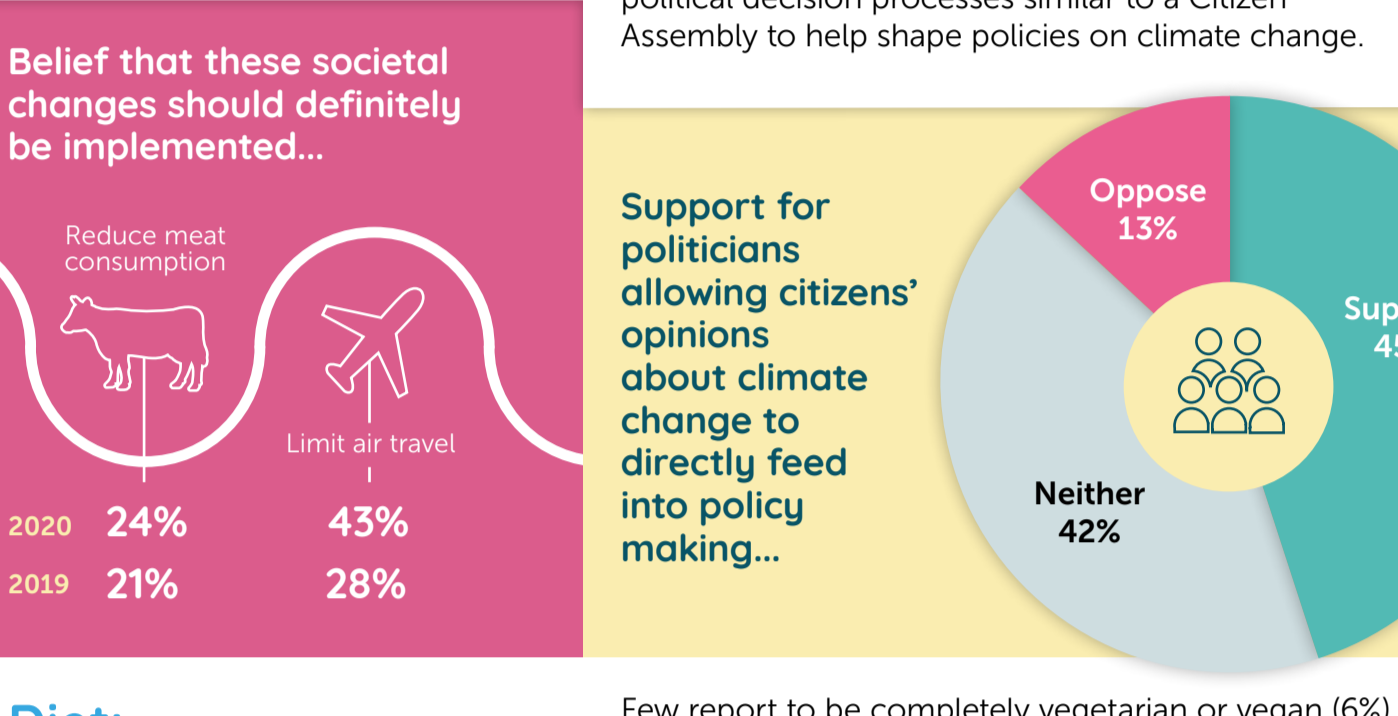
The notion the Covid-19 pandemic undermines the feeling of urgency to address climate change is not supported by the current data, as those most worried about Covid-19 express it needs to be addressed with high urgency.



### Necessity of drastic lifestyle changes...

### Citizen Assembly

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



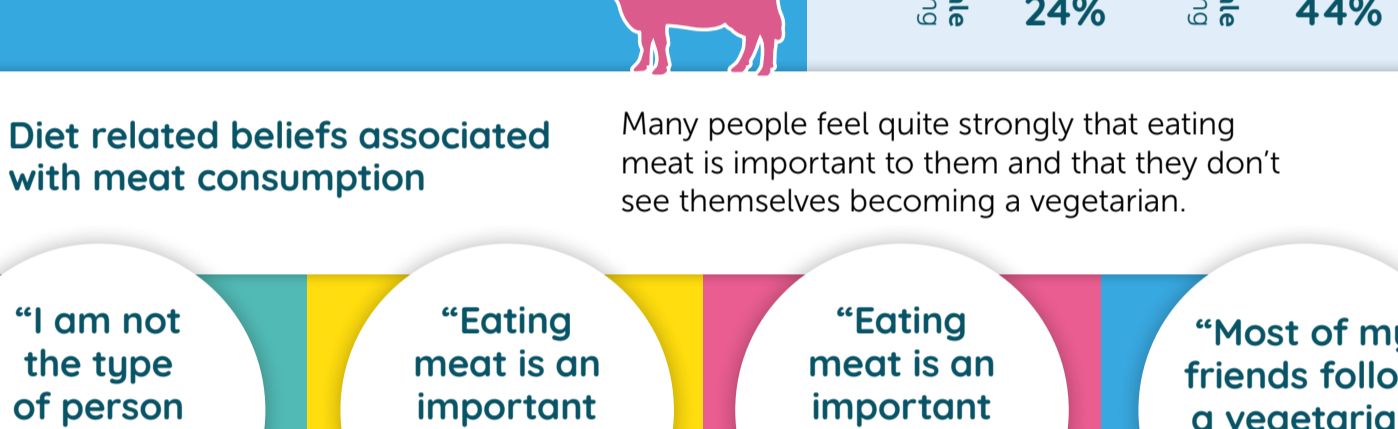
### Diet: meat consumption & vegetarianism

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.

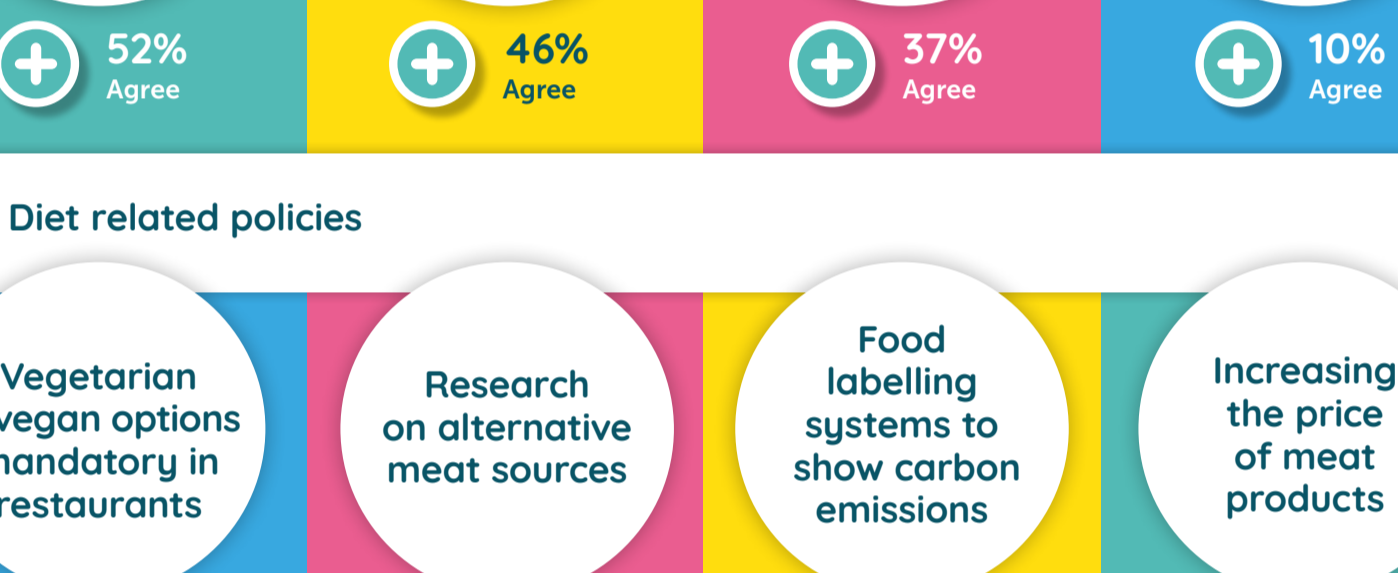


### Diet related beliefs associated with meat consumption

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

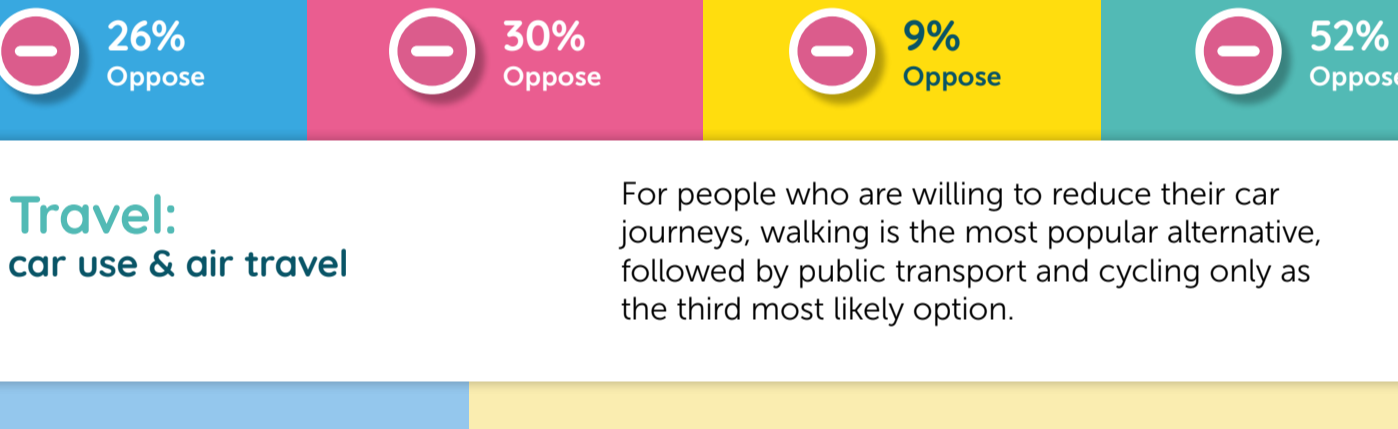


### Diet related policies



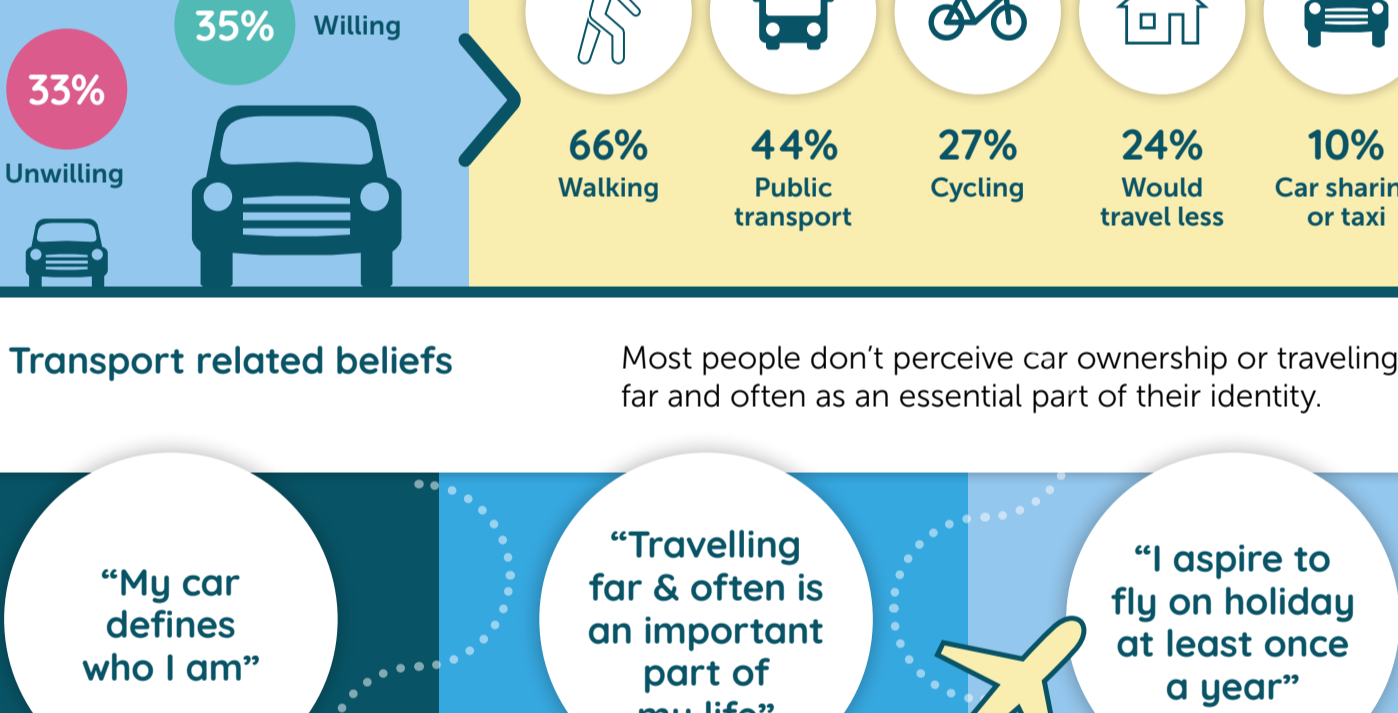
### Travel: car use & air travel

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.

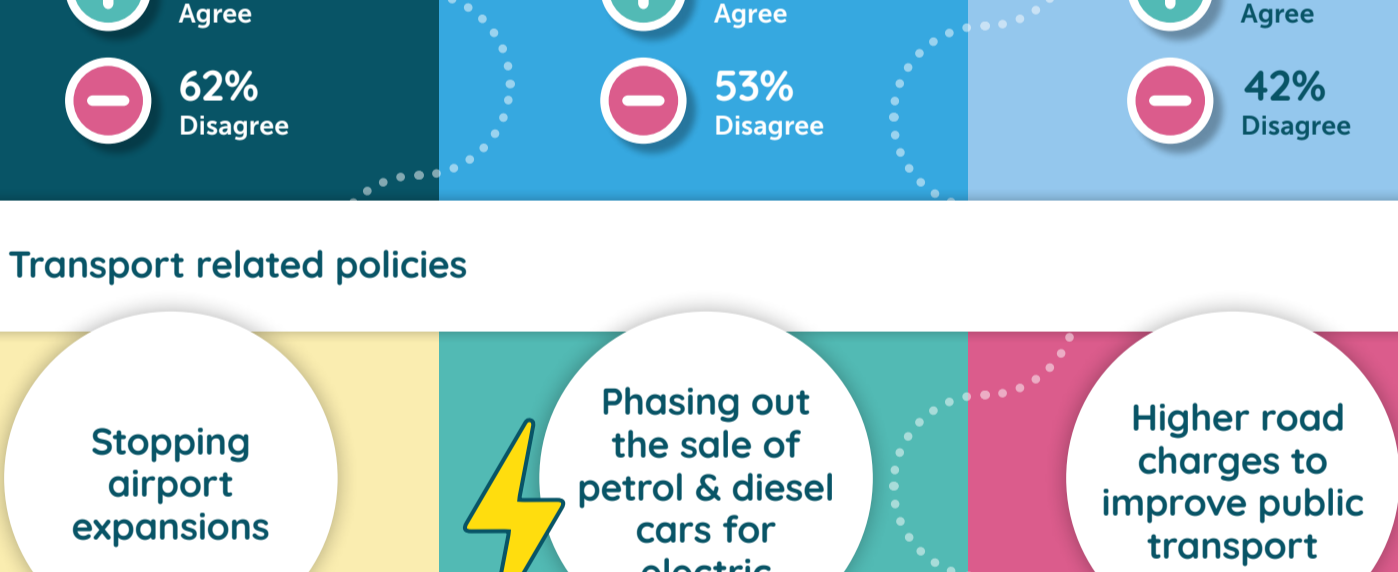


### Transport related beliefs

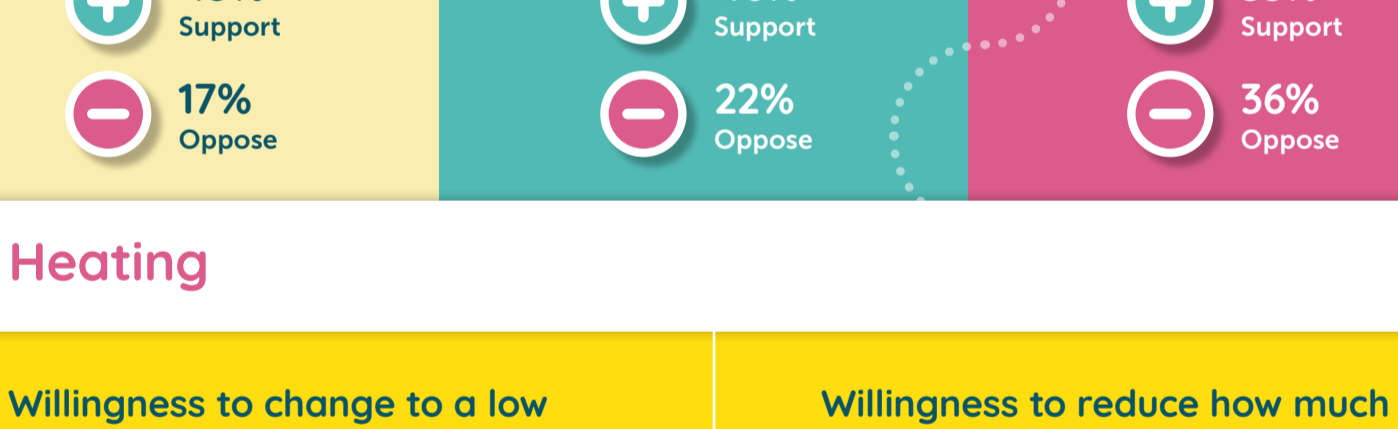
Most people don't perceive car ownership or traveling far and often as an essential part of their identity.



### Transport related policies



### Heating

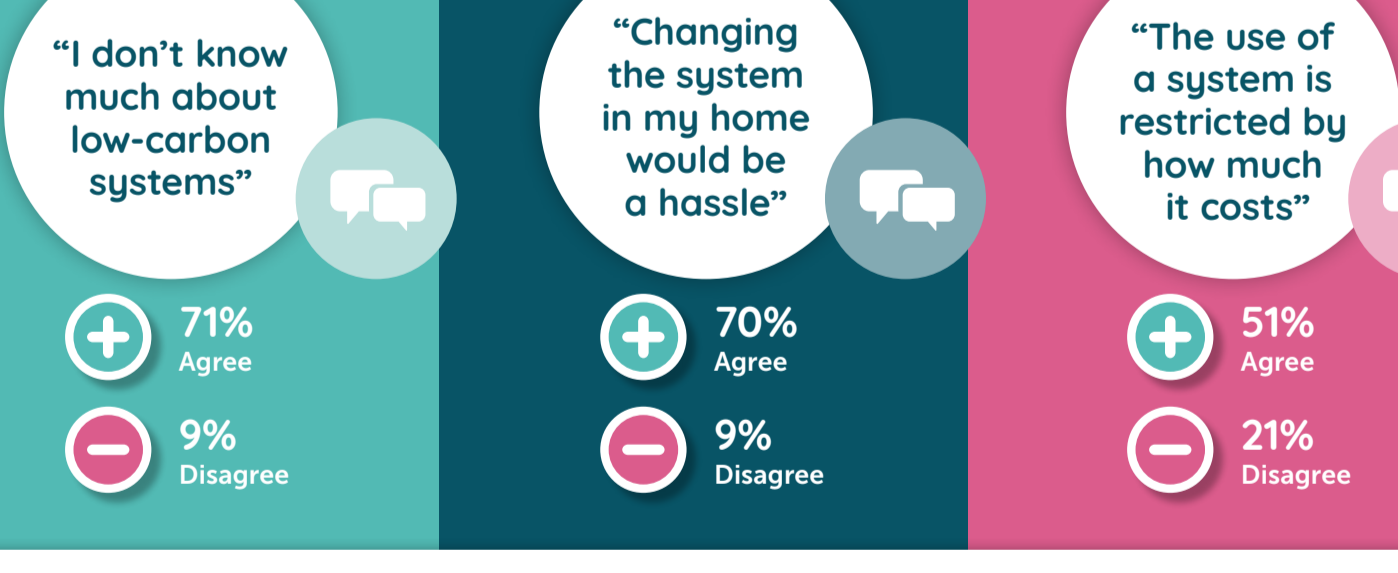


### Heating related beliefs

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

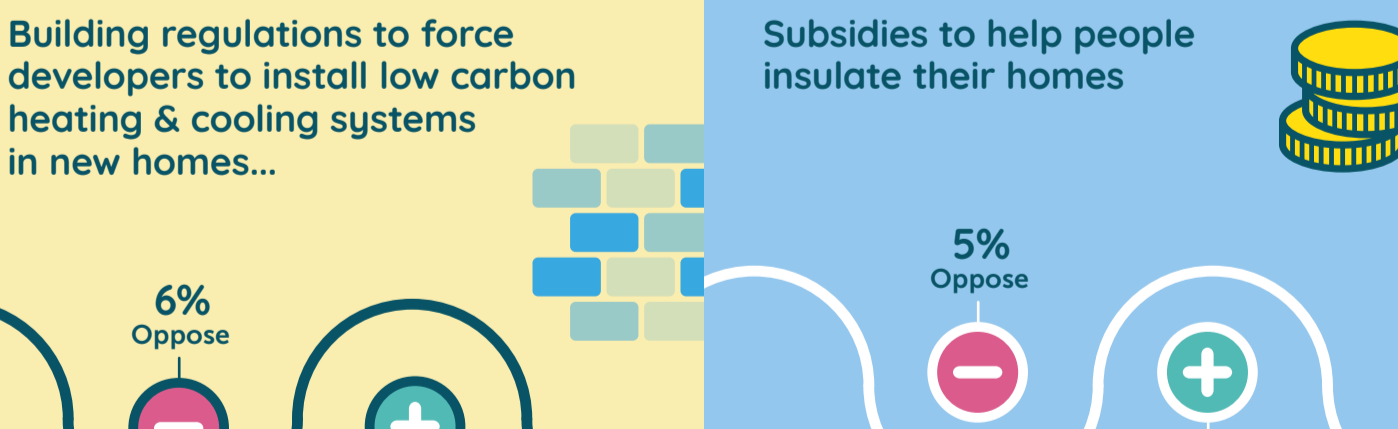


### Heating related policies



### 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%).



### Consumption related policies

