



CAST Wave 1 Survey Methodology

The data used in the dashboards stem from an online survey conducted between 29th September – 26th October 2020 with respondents across the UK, China, Brazil and Sweden. Quotas were set for gender, age, region, and socioeconomic status for each country to ensure that the sample is representative of each population. Post-stratification weights were applied. Surveys consisted of a total of 70 questions and took on average 22 minutes to complete. Respondents received monetary compensation or exchangeable credits in return for their participation. The survey was administered by DJS research.

For visualisation purposes, some answer categories were excluded for certain filters or questions (e.g. don't knows). This may lead to slight discrepancies between the dashboard data and results used in accompanying briefings or communications, and figures that may not fully add up to 100%.

Email info@cast.ac.uk for a full list of survey questions or more details on the survey.

Questions from which the data for the dashboards are drawn

Filters:

Gender

Qn. Which gender do you most identify with?

[male, female, I prefer to describe my gender in another way (number too low to display), prefer not to say]

Age

Qn. What is your age?

Financial stability

Qn. To what extent do you agree or disagree with the following statement?

'I feel financially stable'

[strongly agree, tend to agree, strongly disagree, tend to disagree, neither agree or disagree]

Environmental identity

Qn. To what extent do you agree or disagree with the following statement?

‘Being environmentally friendly is an important part of who I am’.

[Strongly agree/Tend to agree/Neither agree nor disagree/Tend to disagree/Strongly disagree]

Collective efficacy

Qn. To what extent do you agree or disagree with the following statement?

‘I am confident that together, people in [your country] can make a difference when it comes to climate change’.

[Strongly agree, tend to agree, neither agree nor disagree, tend to disagree, strongly disagree]

Policy dashboard questions

Paris agreement

Qn. In Paris in December 2015, most countries agreed to an international agreement that aims to keep global temperature rises below 2 degrees. Do you support or oppose [your country] being part of this agreement?

[strongly oppose, tend to oppose, neither support nor oppose, tend to oppose, strongly oppose, don't know]

Climate assembly

Qn. How much do you oppose or support politicians allowing citizens' opinions about climate change to directly feed into policy making (e.g. through citizen assemblies)?

[strongly oppose, tend to oppose, neither support nor oppose, tend to oppose, strongly oppose, don't know]

Policy

Qn. To what extent do you support or oppose the following policies in [your country]?

[strongly oppose, tend to oppose, neither support nor oppose, tend to oppose, strongly oppose, don't know]

- ◇ Subsidies to help people insulate their homes
- ◇ Changing product pricing to reflect how environmentally friendly products are
- ◇ Phasing out the sale of petrol and diesel cars in favour of electric or hybrid ones
- ◇ Stopping airport expansion
- ◇ Increasing the price of meat products

Lifestyle dashboard questions

Qn. Thinking about the ways to limit climate change, to what extent do you think we should do the following?

[We don't need to do this at all, we don't really need to do this, we should probably do this, we should definitely do this, don't know]

- ◇ Limit the amount of air travel we do
- ◇ Reduce our overall levels of consumption
- ◇ Reduce the amount of energy we use in our homes
- ◇ Reduce the amount of meat in our diets

Qn. How willing or unwilling are you to...

[very willing, fairly willing, neither willing nor unwilling, fairly unwilling, very unwilling, not applicable]

- ◇ Eat less meat or meat products in the future?
- ◇ Reduce how much you travel by plane (excluding work travel)?
- ◇ Reduce how much you travel by car?
- ◇ Change to a low carbon heating/cooling system? By low carbon we mean any system that does not use coal, gas or oil. For example, low carbon heating/cooling may be provided by a district heating network, heat pump or solar systems.
- ◇ To reduce how much you heat and/or cool your home?
- ◇ Buy fewer things overall.

Public perception of climate change dashboard questions

Climate change worry

Qn. How worried, if at all, are you about climate change?

[not at all worried, not very worried, fairly worried, very worried, extremely worried, don't know]

Level of urgency with which climate change needs to be addressed

Qn. Which of these best describes your views about the level of urgency with which climate change needs to be addressed?

[little or no urgency, a low level of urgency, a moderate level of urgency, a high level or urgency, an extremely high level of urgency, don't know]

The timescale of climate change impacts

Qn. When, if at all, do you think [your country] will start feeling the effects of climate change?

[we are already feeling the effects, in the next 10 years, in the next 25 years, in the next 50 years, in the next 100 years, beyond the next 100 years, never, don't know]

The seriousness of climate change threat to...

Qn. How serious a threat, if at all, is climate change to each of the following?

[not at all serious, not very serious, fairly serious, very serious, extremely serious, don't know]

- ◇ You and your family
- ◇ [your country] as a whole
- ◇ People in less developed countries

Measures perceived to be most effective to tackle climate change

Qn. If everybody in [your country] did the following, which three of these do you think would have the biggest impact on tackling climate change? Please select up to three options.

- ◇ Walk, cycle or use public transport
- ◇ Eat less red meat (e.g., beef, lamb)
- ◇ Minimise throwing away food
- ◇ Drive an electric car
- ◇ Minimise the amount of energy we use at home
- ◇ Use a low carbon heating/cooling system (e.g. solar, heat pump) in our home
- ◇ Minimise air travel
- ◇ Reduce the amount of new things we buy
- ◇ None of these things will have an impact
- ◇ Don't know

CAST is a global hub for understanding the role of people in shaping a positive low-carbon future.

We explore and communicate the tangible benefits of rapid climate action, asking how we can live in ways that are fairer, happier, and healthier while also radically cutting our carbon emissions. Based at Cardiff University, our additional core partners are University of Bath, University of East Anglia, University of Manchester, University of York and the charity Climate Outreach.

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