

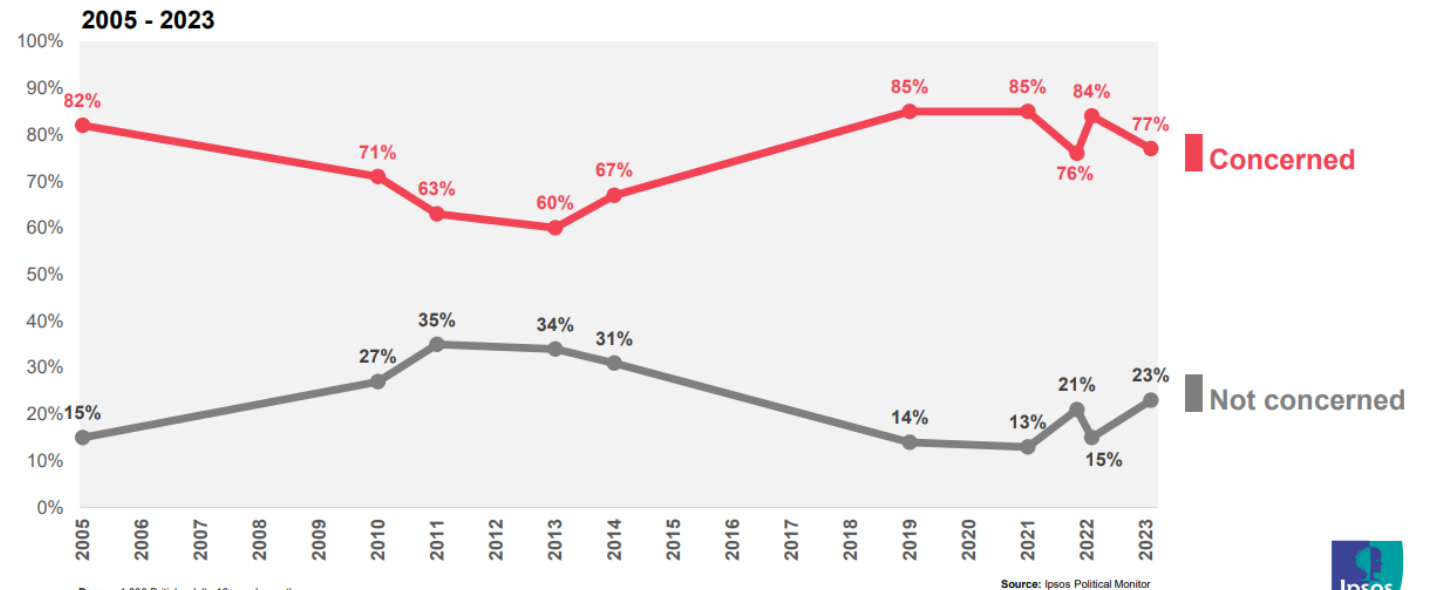
SUSTAINABILITY **WHAT PEOPLE THINK**



The majority of people in the UK are worried about climate change

Public concern about climate change

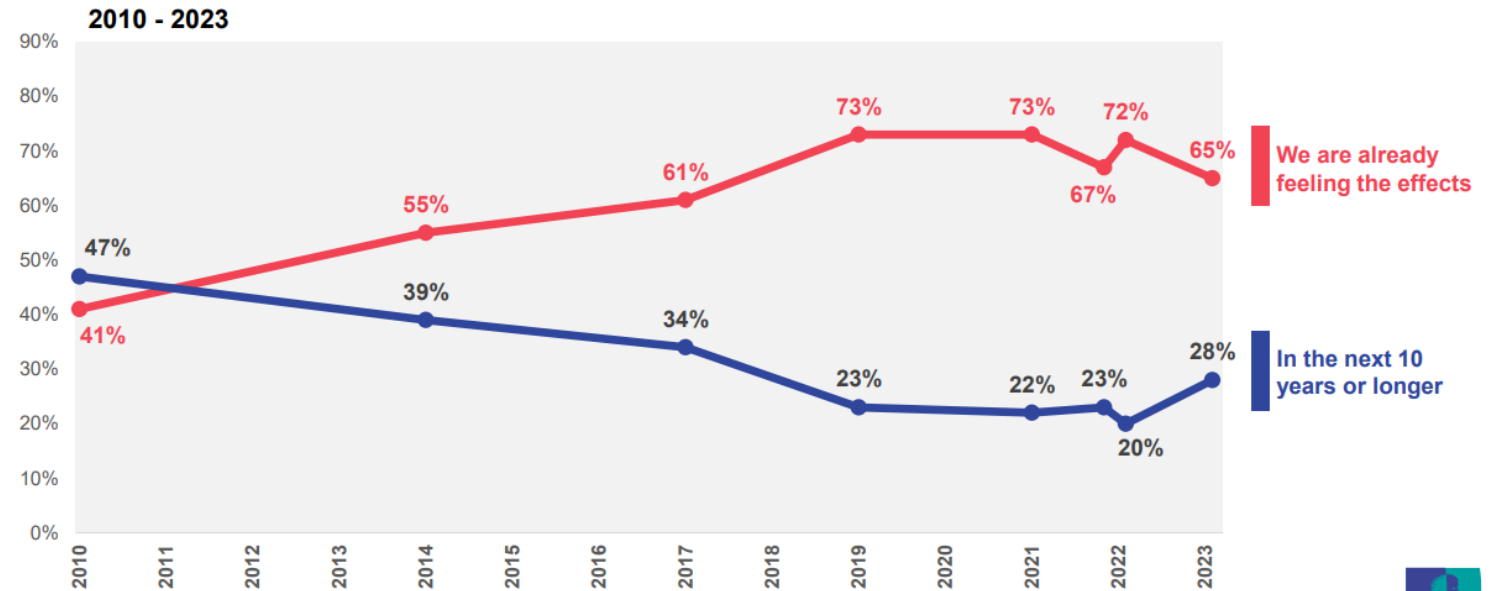
How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'?



Most think we
are already
feeling the
effects of
climate change

Feeling the effects of climate change

When, if at all, do you think Britain will start feeling the effects of climate change?



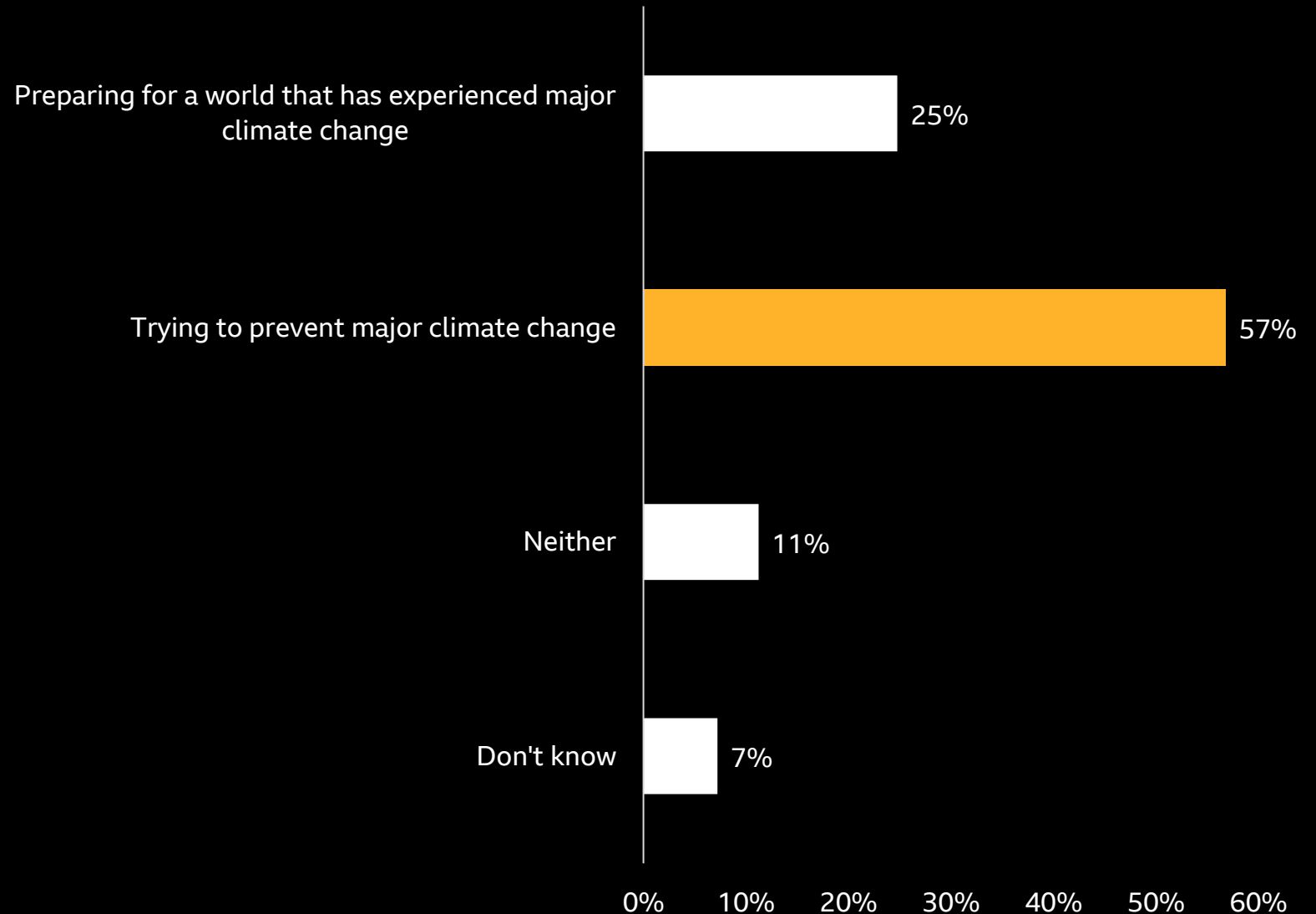
Base: c.1,000 British adults 18+ each month
© Ipsos | Ipsos Political Monitor | July 2023

Source: Ipsos Political Monitor



**The majority
don't think it's
too late for
action**

What should be prioritised at the present time?

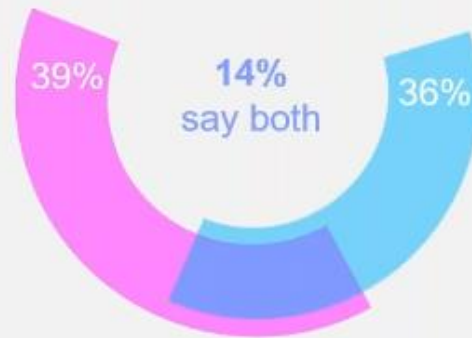


There is a gap
between
people's
perception of
the challenge
and willingness
to change
lifestyle

Desire to have the latest device
conflicts with the need to reduce
tech waste

Avoid tech
device updates
to reduce waste

Like having
the latest
smartphone
available



Source: Foresight Factory | 16+ , nine country Global Average, 2023

Which environmentally responsible behaviour(s), if any, would you be willing to do?

Become
flexitarian/
vegetarian/vegan

5%

Stop
consuming
animal products

6%

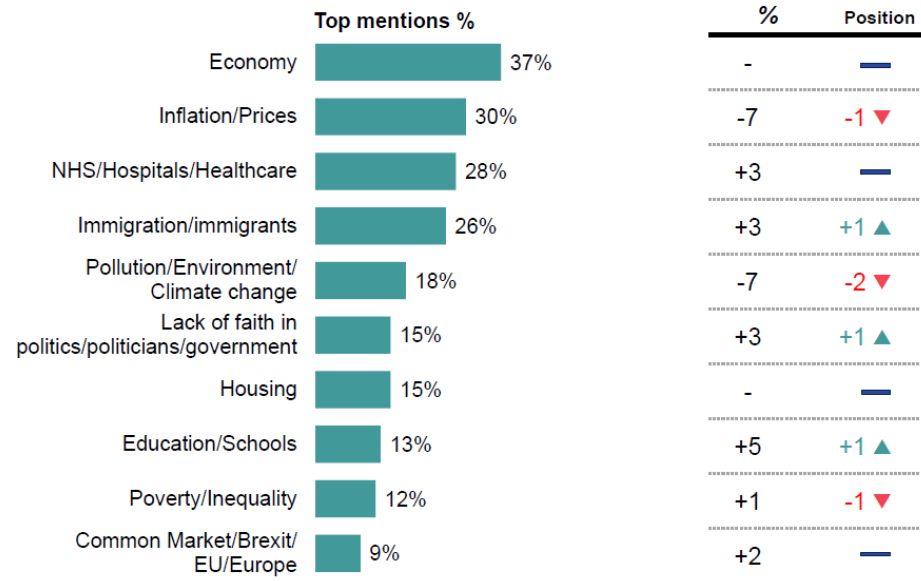
Avoid
flying

8%

The cost of living crisis is currently at the forefront of people's minds ahead of environmental issues

September 2023

What do you see as the most/other important issues facing Britain today?



Base: 1,007 British adults 18+, 13 – 19 September 2023

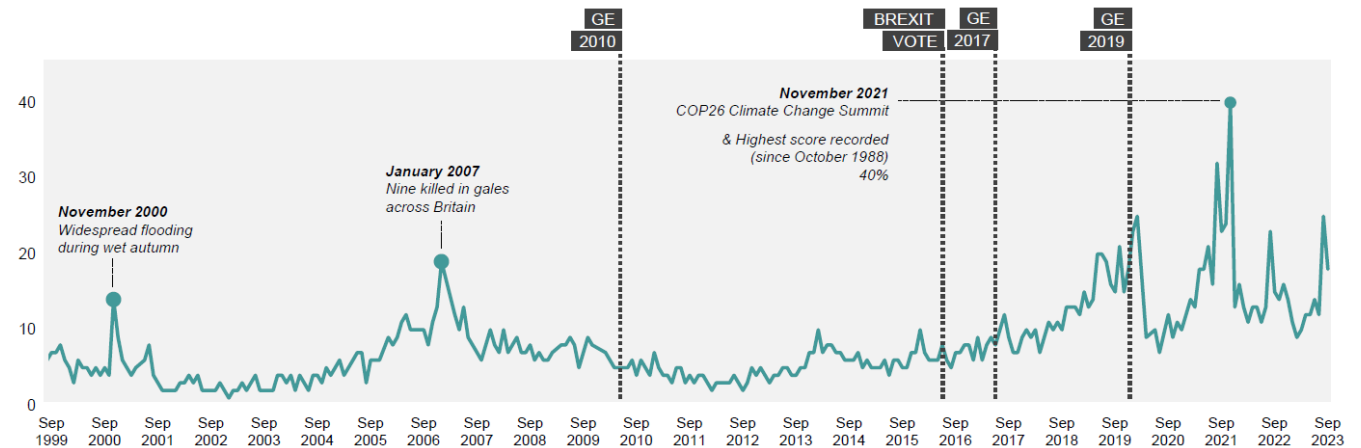
Source: Ipsos Issues Index



There will still be moments in time when climate change comes to the fore – News coverage is a key driver of concern

Pollution / Environment / Climate change

What do you see as the most/other important issues facing Britain today?



Base: representative sample of c. 1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



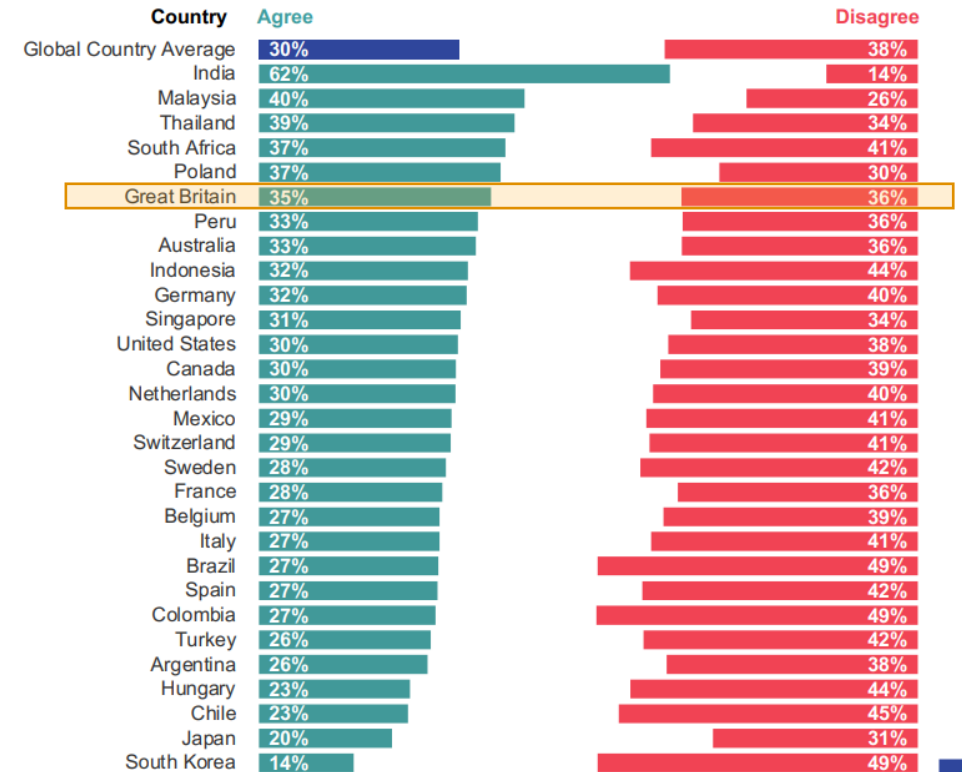
The public are split on whether now is the right time to invest in climate change

There is division on whether now is the right time, or not, to be investing in climate change

Country data

Q. To what extent do you agree or disagree with the following:

Now is not the right time to be investing in measures to reduce climate change given the tough economic conditions



Base: 21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. "The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result."



How can we re engage the public with climate change

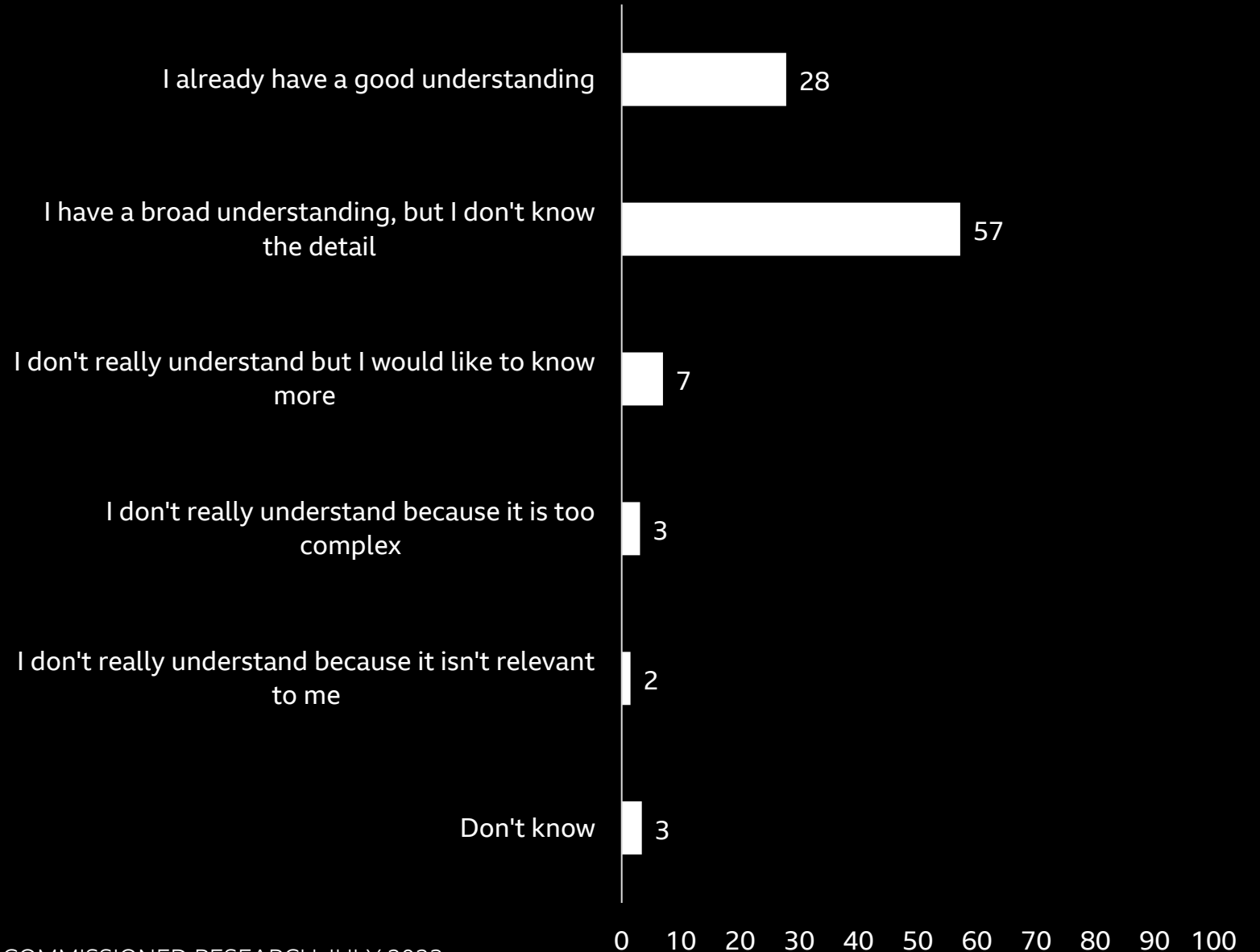
Debunk the
conversation

Cut through
division

Positivity
and
practicality

Most of us have a surface level understanding of environmental issues

Q: Which statement best describes your current understanding about environmental issues? (%)

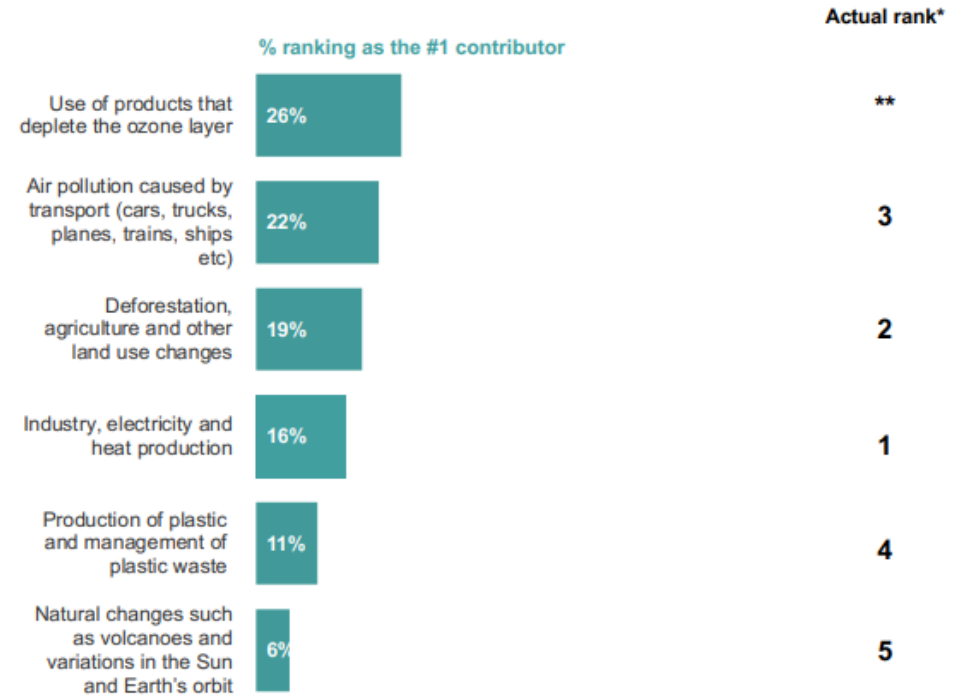


Globally, people generally lack understanding of what has the biggest contribution to global warming

Citizens were divided on what contributed the most to global warming, but often under-estimated the contributions of the highest emitting sectors

Global Country Average

Q. From the list below, please rank the top 3 from most to least in terms of how much you believe they contribute, if at all, to global warming.



Base: 21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. *The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. **Source: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: https://www.ipcc.ch/report/ar6/wg3/downloads/report/IPCC_AR6_WGIII_Chapter02.pdf **Not a major contributor to global warming

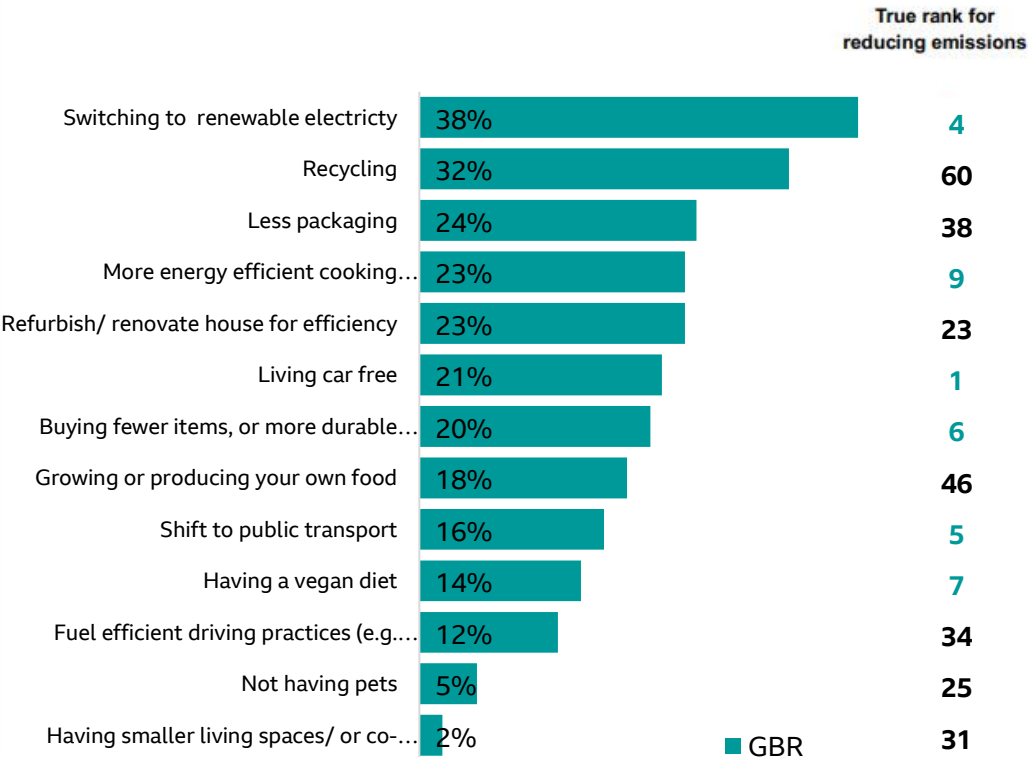


There is a gap between what people think reduces carbon emissions, and what actual changes will have the biggest impact

Citizens perceive many actions as having a far greater impact on reducing emissions than they do

Great Britain average

Q. Below is a list of different ways in which households could change their behaviours to reduce global greenhouse gas emissions (or carbon footprints). Which three of the following actions, if any, do you think would have most impact on reducing greenhouse gas emissions?

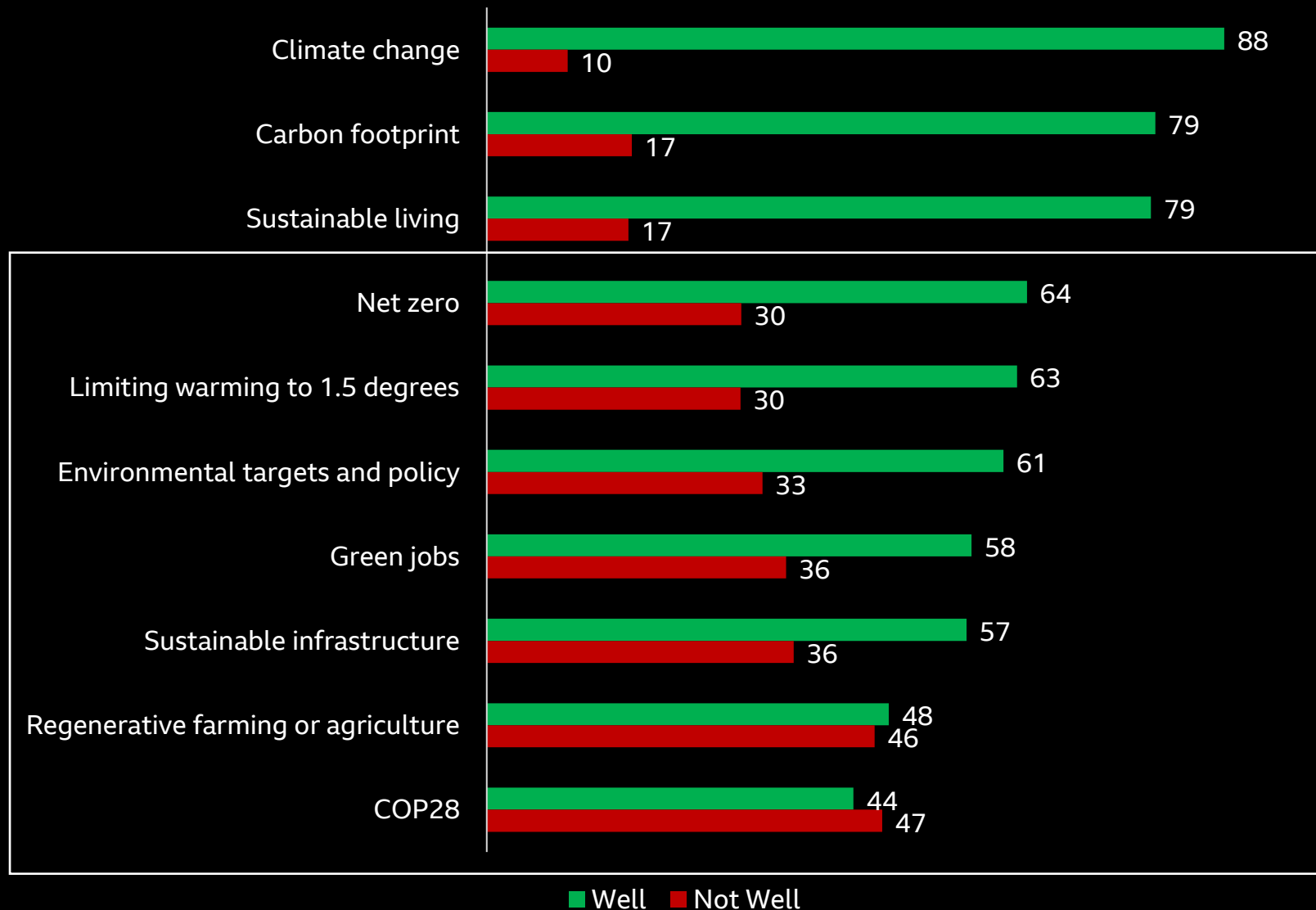


Base: 2023: 21,231 online adults under the age of 75, interviewed 20 Jan – 3 March 2023; 2022: 22,033 online adults under the age of 75, interviewed 18 Feb – 4 Mar 2022. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population. The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. The 26 comparator countries include: Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and USA.

*Source: Ivanova et al., 2020. Quantifying the potential for climate change mitigation of consumption options. Available here: <https://ipscience.ipsos.com/articles/10.1088/1749-9326/ab559a/pdf>

We need to debunk industry terms to drive deeper understanding

Q: How well would you say you understand what the following words or phrases mean? (%)



How can we re engage the public with climate change

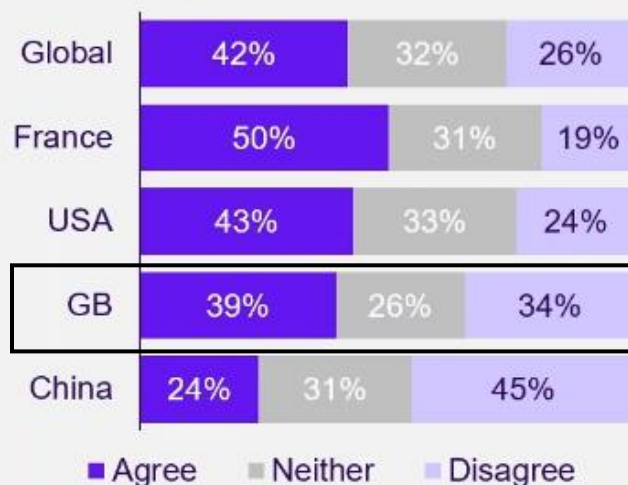
Debunk the
conversation

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Positivity
and
practicality

Climate activism can put a spotlight on divisive attitudes around climate change

Many support climate activists, but this feeling is far from universal



% globally who agree/disagree they support climate activists, even if their protests disrupt their life

Source: Foresight Factory | 18-64, global markets, adjusted data, 2023

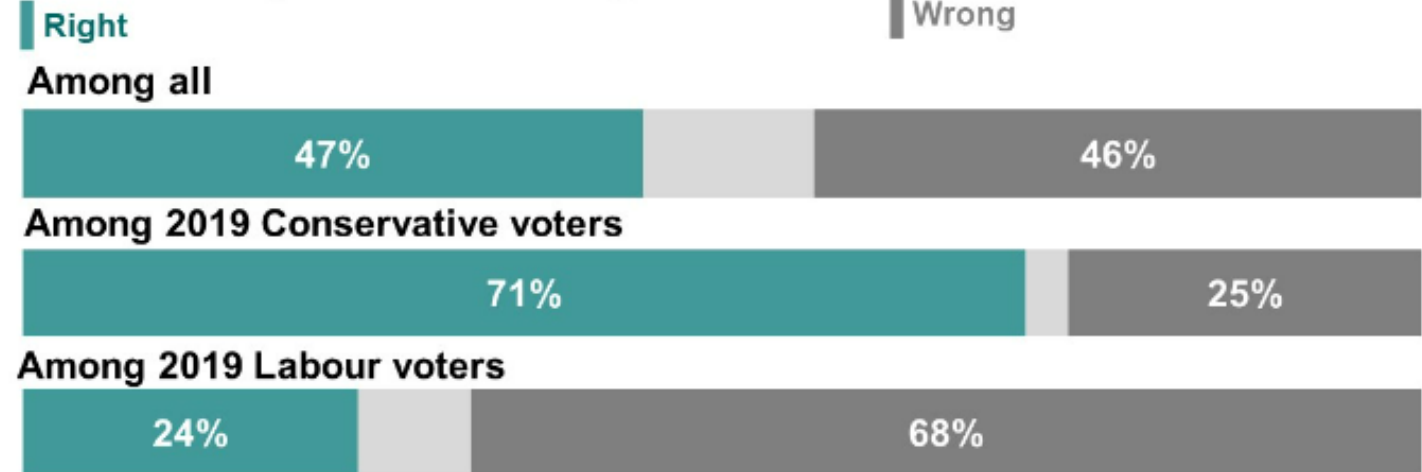
34



Political announcements on the environment also put opposing opinions in the UK at the heart of the conversation

Among those aware of the announcement, they are split on whether the government is right or wrong to delay or cancel its policies for reducing emissions

And from what you know or have heard, do you think the government is right or wrong to delay or cancel some of its policies aimed at reducing emissions?



Base: 842 Online British adults aged 18-75, who have heard at least not very much about the announcement, 20-21 September 2023, including 2019 Conservative voters (275) and 2019 Labour voters (246)

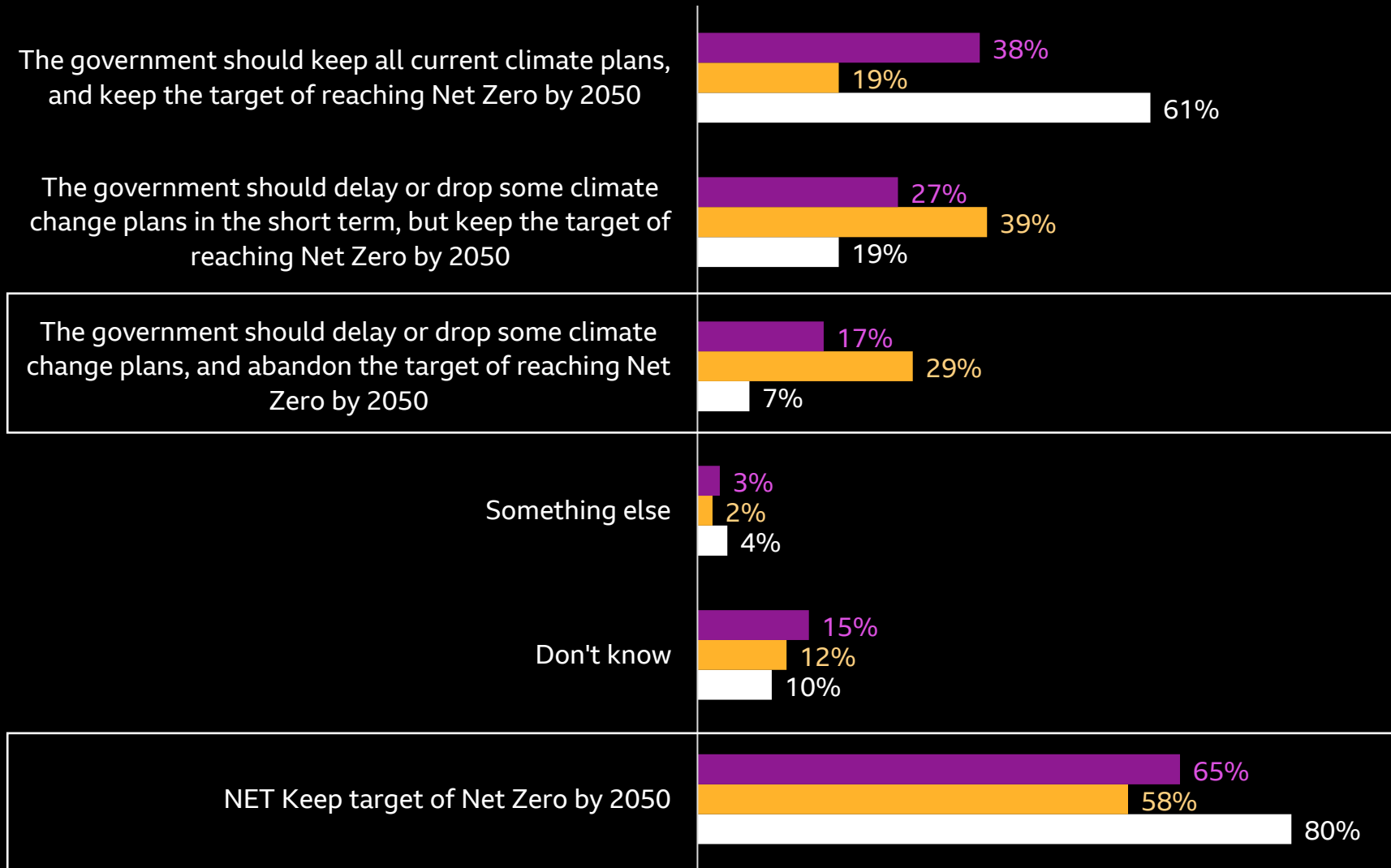
7 © Ipsos | September 2023



Across the board, it is still the minority view that we should abandon the target of reaching Net Zero by 2050

Which of the following comes closest to your view?

■ All Adults ■ Conservative ■ Labour

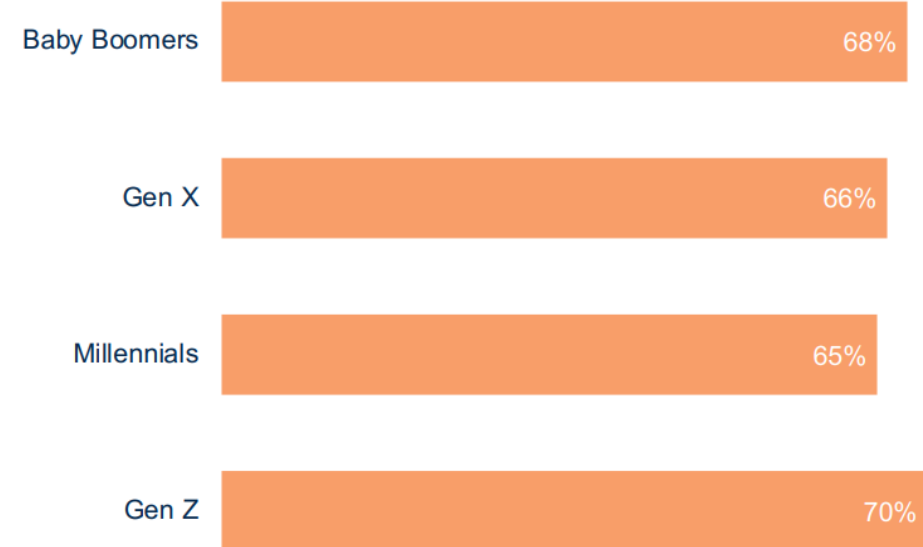


When it comes to personal action there is less of a divide in society than we might think

There are almost identical levels of agreement across the generations that people themselves are willing to make big changes to their own lifestyle to reduce the impact of climate change: there is virtually no difference between the proportion of Baby Boomers (68%) at one end of the age distribution and Gen Z (70%) at the other who say they're prepared to make such a sacrifice.

To what extent do you agree or disagree with the following statements? **I am willing to make significant changes to my own lifestyle to reduce the impact of climate change**

% who agree



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LONDON

NewScientist

Base: 2,050 UK adults aged 18+, interviewed 2 to 9 August 2021

We hold misconceptions about who is willing to make lifestyle changes for the benefit of the climate



Half the UK public (wrongly) believe that older people are most resigned about what they can do to save the environment.

49% think Baby Boomers and those in older generations are most likely to say there's no point changing their behaviour to tackle climate change, compared with 30% who think Gen X, Millennials and Gen Z are most inclined to feel this way.

But the reality is that these younger generations are more likely to be fatalistic about this.

Thinking about the UK population overall, on average, which of the following age groups do you think is most likely to say that there is no point changing their behaviour to tackle climate change because it won't make any difference?

Who the UK public think are most likely to say there's no point changing their behaviour

Baby boomers and older

49%

Reality

21% of Baby Boomers and older say there's no point changing their behaviour...

Gen X, Millennials and Gen Z

30%

...compared with **29%** of Gen X, Millennials and Gen Z combined

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NewScientist

Base: 2,050 UK adults aged 18+, interviewed 2 to 9 August 2021

The UK public think that younger generations are most likely to have boycotted products out of social concerns in the last year, with 27% guessing that Gen Z have done so and 23% saying the same about Millennials.

But according to [previous research](#), it is Baby Boomers and Gen X who are in fact most likely to have boycotted something – which is predicted by only 8% and 9% of the population respectively.

A representative survey of people in Britain asked them whether they had boycotted certain products as a way to improve things or prevent things going wrong. **Which of the following groups do you think was most likely to have boycotted products in the last year?**

Who the UK public think are most likely to have boycotted products

Actual % who have boycotted*

Pre-war generations (aged 77+)

4%

18%

Baby Boomers (aged 56-76)

8%

31%

Gen X (aged 42-55)

9%

28%

Millennials (aged 26-41)

23%

22%

Gen Z (aged 25 and under)

27%

12%

No difference between age groups

11%

Don't know

18%

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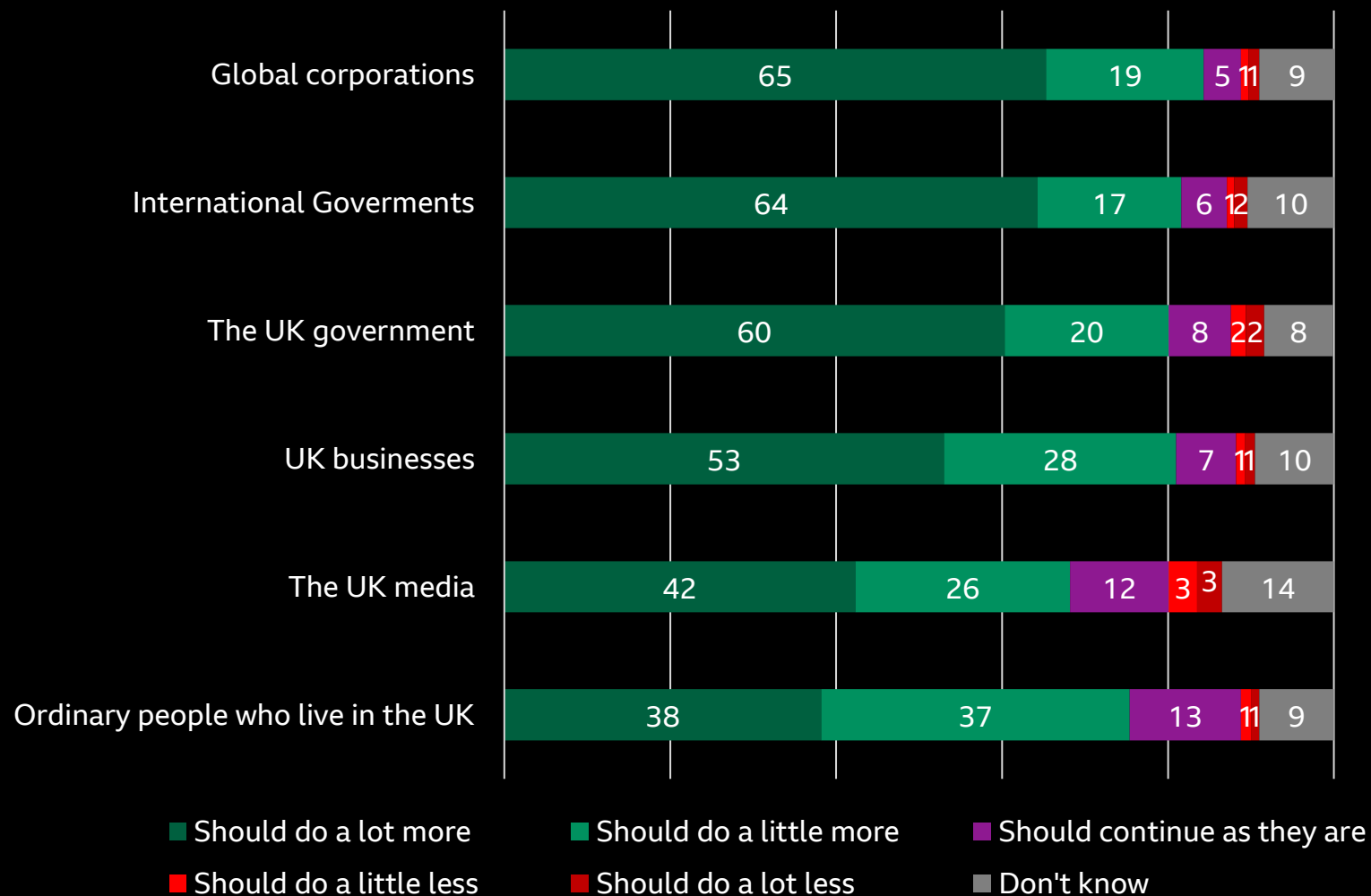
NewScientist

Base: 2,050 UK adults aged 18+, interviewed 2 to 9 August 2021

* Source: European Social Survey 2018

Across the board, the public agree that Governments, businesses, the media and people should do more to protect the environment

Q: Thinking mainly about how things might change in the UK, do you think any of these groups below should do more, less, or the same as they do at the moment – around protecting the environment and transitioning to a more sustainable world?



How can we re-engage the public with climate change

Debunk the
conversation

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Positivity
and
practicality

**As a nation we are
struggling to cope
with a relentless
news agenda**

41%

OF UK ADULTS ACTIVELY TRY AND
AVOID THE NEWS



“Turning my back on news is the only way I feel I can cope sometimes. I have to consciously make the effort to turn away for the sake of my own mental health”

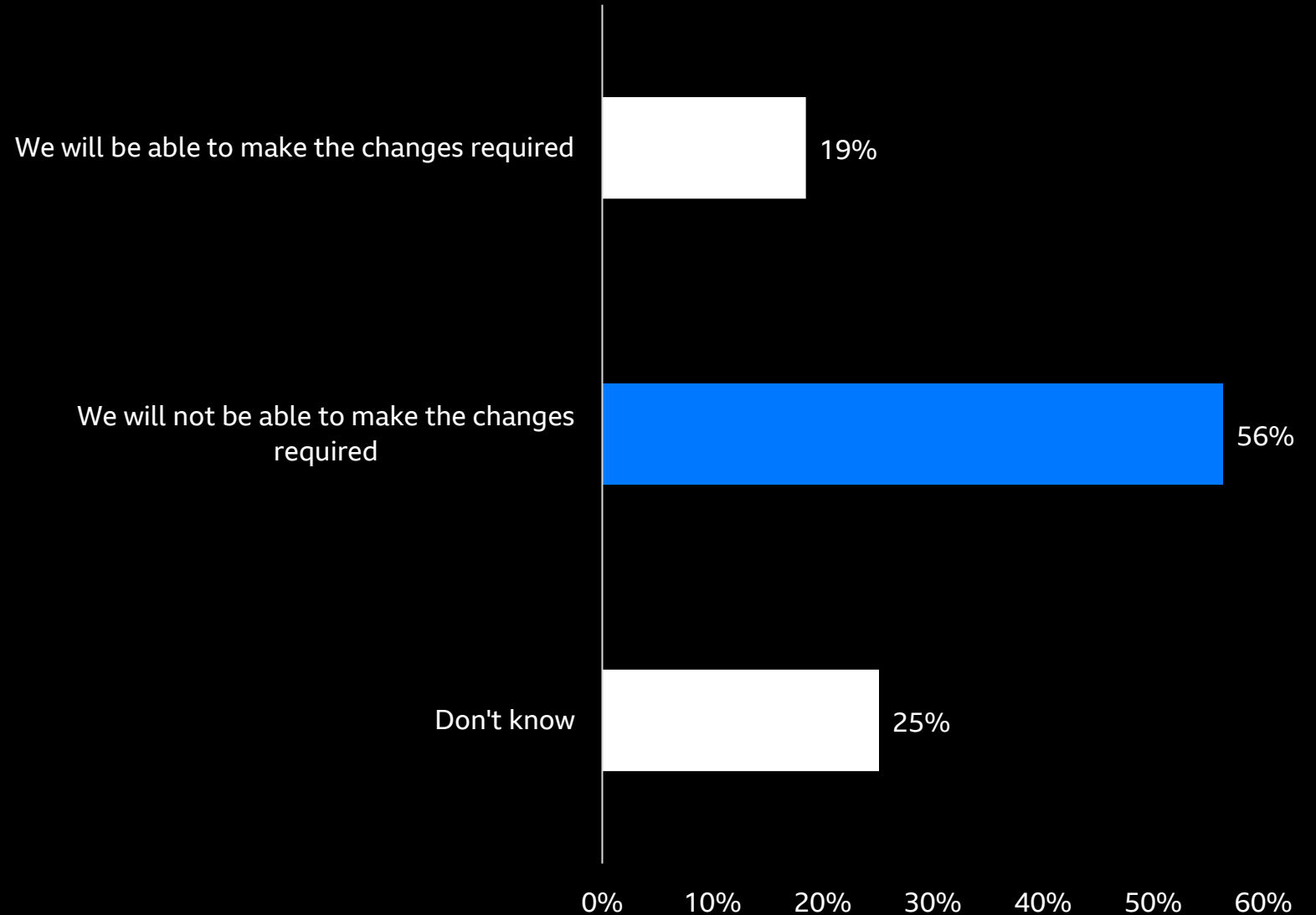
F 42, UK

“I try to avoid stories relating to the UK economy currently as it is just depressing. I’m probably choosing to read more light-hearted stories than I used to at the moment”

M 51, UK

With so much negativity, the challenge of climate change can feel overwhelming

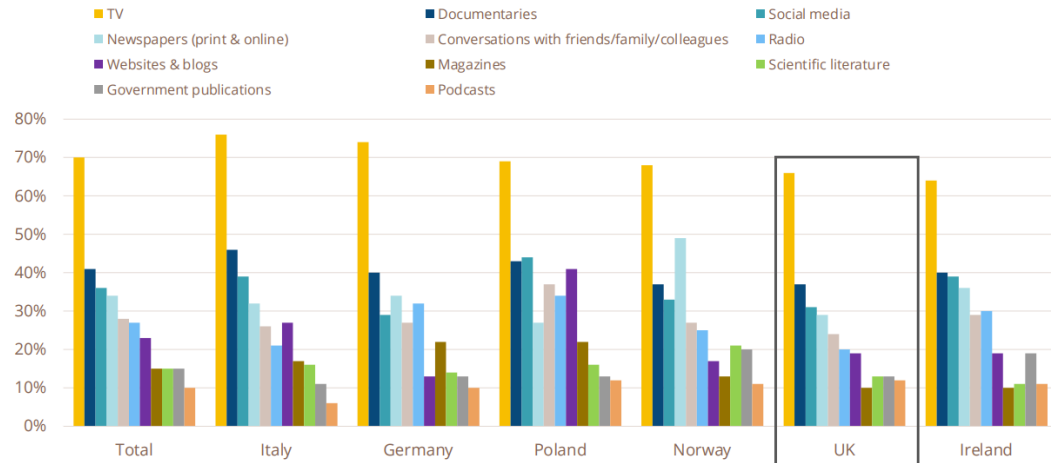
Q. Will humanity be able to make the changes required for climate change?



TV has a clear role to play in helping the public to confront and understand climate change

People get most of their information about climate change from TV.

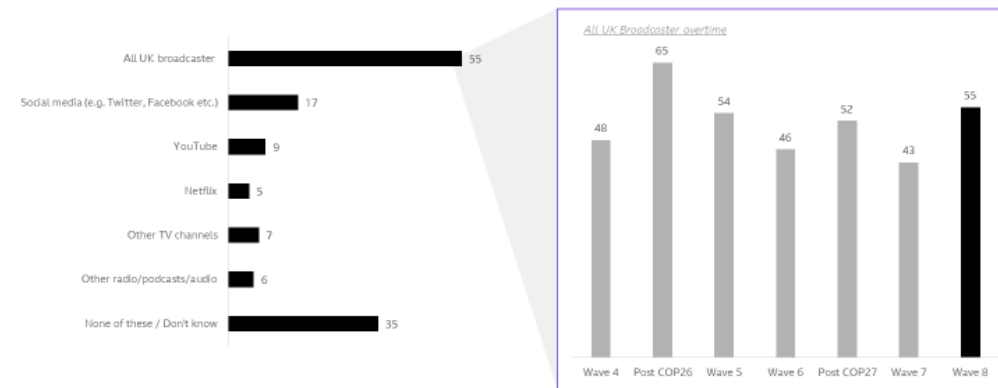
Where did you see or hear this information about climate change?



Base: 12,346 adults aged 18+, interviewed 4–19th January 2022

55% of people said they have heard or read something from one or more of the UK broadcasters – an increase vs the previous wave and the levels we saw post COP27

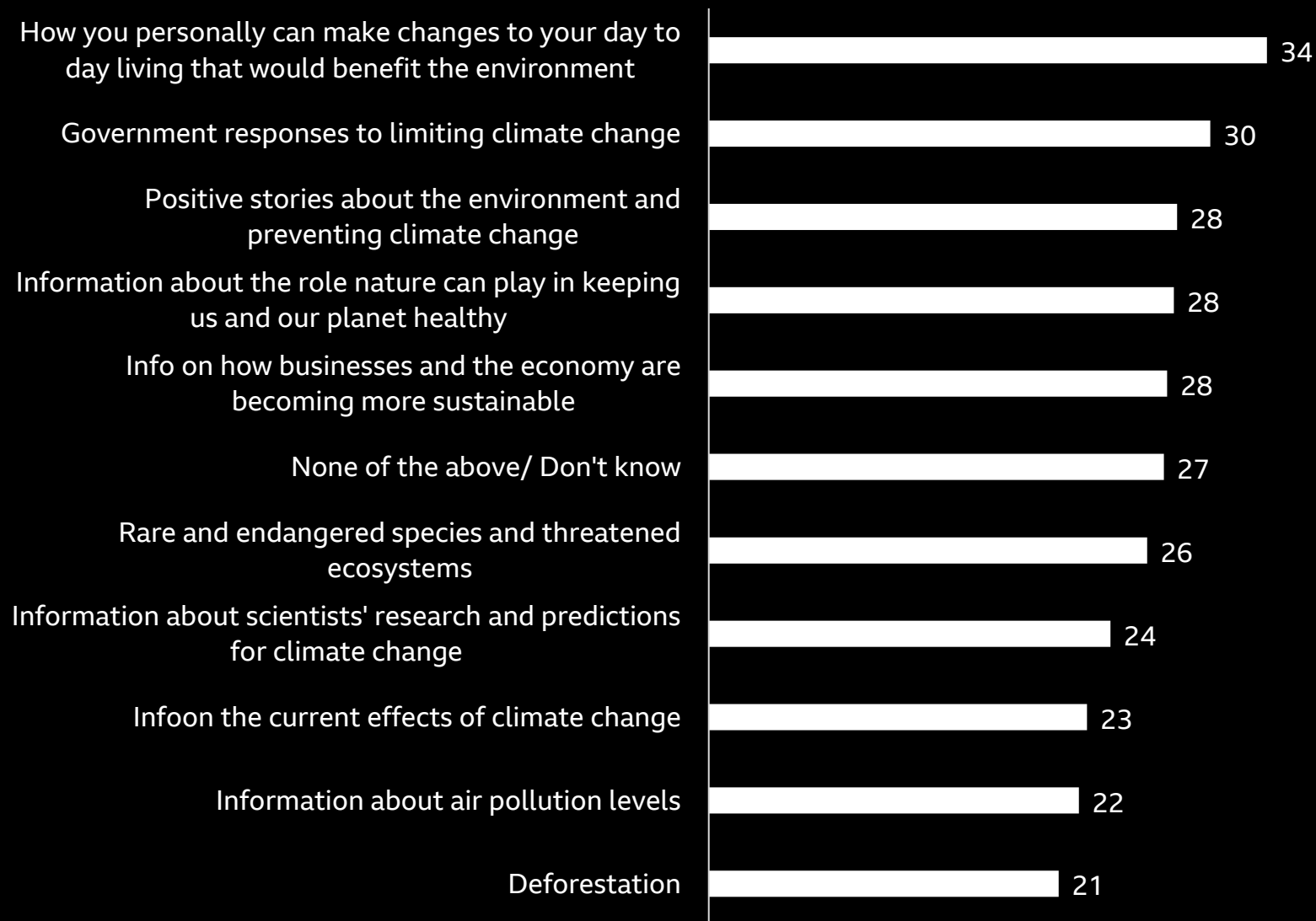
Q: Have you seen, heard or read anything about environmental issues from any of the following in the past few months?



The country is most interested in positive, practical and empowering tips that they can apply in their daily lives – as well as understanding how governments are responding



Q. Which of the following, if any, would you like to know more about?
(%)



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THANK YOU

