

# From Attitudes to Action: Environmental concerns and behaviours in Britain

Summary Report by The Diffley Partnership for People's  
Postcode Lottery

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*From many voices to smart choices*

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## Executive Summary

**The British public show consistently high levels of concern at the climate crisis, with 83% reporting concern and 80% believing that it should be treated as an urgent problem.** Of especial concern are its implications for wildlife and future generations. Concern is high across all demographic groups, defying stereotypes that the environment is a middle-class or young people's issue.

People report strong motivation to reduce their environmental impact and 72% are eager to learn more about the ways in which to do this. However, misconceptions remain around the impact that certain environmental behaviours have. **There is a tendency to overestimate the impact of day-to-day behaviours (such as recycling or active travel), and to underestimate the relative impacts of larger, high-impact lifestyle shifts (such as switching to an electric vehicle, flying less, or cutting down on meat and dairy).**

**A clear majority of respondents have already taken positive steps to reduce their environmental impact,** with two thirds already recycling as much as possible, and one third having switched to active forms of travel. Many are willing to take greater action, and most (57%) do not believe that they are currently doing enough.

Nevertheless, certain impediments remain in place. Chief among these are financial constraints that precluded respondents from

making the consumption-shifts that would cut their environmental impact. Others cited policy gaps, insufficient knowledge and established habits that prevented them from taking greater action.

The research addresses how these barriers can be tackled through targeted campaigns to improve people's awareness of the actions they can take on the one hand, and a combination of policy and governmental spending on the other. **As highly trusted sources of information, there is a clear role for environmental organisations and charities in communicating the ways – and need – for the public to reduce their environmental impact.** We also identify clear and actionable ways for governments to encourage and/or facilitate desirable behaviours, such as investing in electric vehicle charging points and cycle paths, among others.

**There is public willingness to pay higher taxes overall to pay for investment, as well as support for targeted taxes and bans on particularly damaging behaviours,** such as domestic flights. There is a clear appetite for greater action to be taken, and the public hold governments and businesses responsible for tackling the climate crisis. While much of this report focuses on individual behaviours, the successful adoption of these will hinge on **effective partnerships of individuals, governments, and environmental charities.**

## Background and methodology

This report summarises and reflects on the findings of a recent large-scale survey of the British public's environmental attitudes and behaviours, conducted in the immediate lead-up to the COP26 international summit on climate action in Glasgow. The survey explores people's attitudes to climate change and the aspects of it that most concern them; their perceptions of the most impactful steps they can take to reduce their environmental impact and the veracity of these; their willingness to take up certain environmental behaviours and the barriers they face to doing so; as well as who they hold responsible and trust when it comes to tackling climate change.

### Background

This research was commissioned by People's Postcode Lottery, whose players have raised over £148 million for 2,500 good causes focussed on environmental and climate related issues in the last five years. This is a timely and important piece of research in the lead up to November's COP26 Conference that seeks to assess people's understanding of the climate and nature crises, of the steps they can take to mitigate against these, and their willingness to do so. It also seeks to understand how the British public apportion responsibility for tackling these crises, and who/what motivates them to reflect on and reduce their own environmental impact. The findings highlight the need for effective partnerships between individuals, governments, the third sector, and others to tackle people's barriers and to see through meaningful and effective behavioural change.

### Methodology

An evidence review of existing polling and wider research was conducted, identifying gaps in the relevant literature. On this basis, the survey was drafted by Diffley Partnership, with support from a steering group comprising experts from various environmental charities and organisations.

The fieldwork was conducted online by Survation between 25<sup>th</sup>–31<sup>st</sup> August, with sample of 4,227 members the British adult (16+) population. This included 2,140 responses in England, 1,075 in Scotland, and 1,012 in Wales, allowing for meaningful and robust regional disaggregation and analysis. Responses were weighted to the British population by age, sex, and region, with corresponding targets derived from the Office for National Statistics' data.

## Presentation and interpretation of findings

This report summarises certain key, noteworthy findings of this national polling, and offers reflections on how they relate to one-another and to the relevant context. This summary report is therefore not an exhaustive analysis of the survey data, topline results of which can be found in the Appendix, and the full data is accessible through People's Postcode Lottery's [publications portal](#).

Figures cited for support and agreement, among others, exclude those answering 'Don't Know' unless otherwise indicated. Percentages may not sum to a hundred due to rounding.

## Attitudes & Concerns

### Levels of concern at the climate crisis are high across the British population

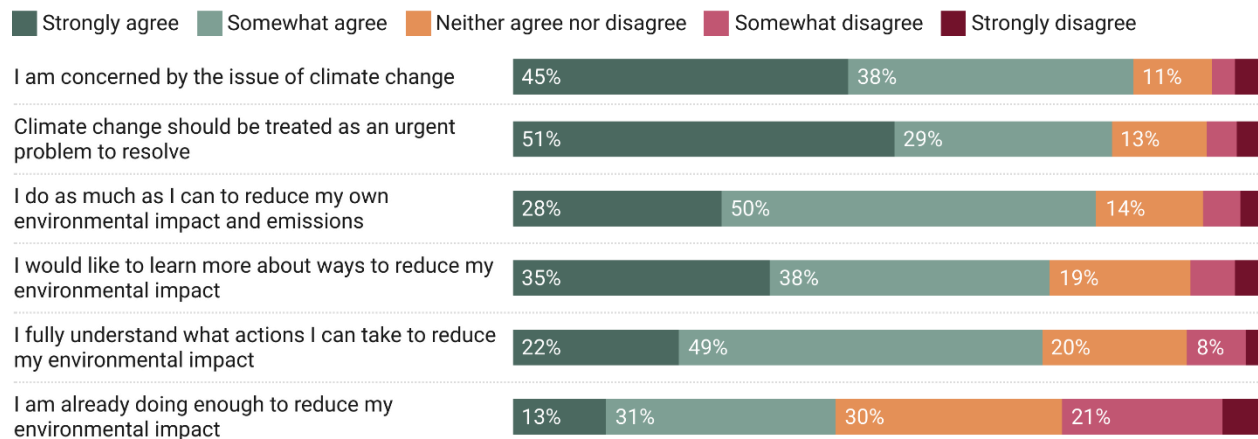
Concern about climate change is extremely high, with 83% of respondents agreeing (and 45% strongly agreeing) that they are concerned by the issue. There is also a clear appetite for action to be taken to tackle the issue: 80% of respondents agreed that climate change should be treated as an urgent problem to resolve, with an outright majority (51%) strongly agreeing.

Younger respondents are only marginally more likely to be concerned by climate change than older respondents, with 85% of 16–34 year-olds and 80% of respondents aged 65 or over expressing concern. Similar small divides were seen across social class; 85% of 'ABC1' respondents reported concern, compared with 79% of 'C2DE' respondents. Nevertheless, concern remains high across all demographic groups.

Thus, far from being an exclusively middle-class issue, the climate crisis is evidently a considerable concern and pressing priority that commands attention across the breadth of the population.

### Attitudes Towards Climate Change & the Environment

Proportion of respondents agreeing with the following statements about the climate and nature crises.



*'Don't Know' answers excluded*

Self-reported motivation to tackle the climate crisis is also high, with 78% of respondents reporting that they do as much as they can to tackle climate change, and 72% expressing an interest in learning more about ways to reduce their environmental impact. 71% believe that they fully

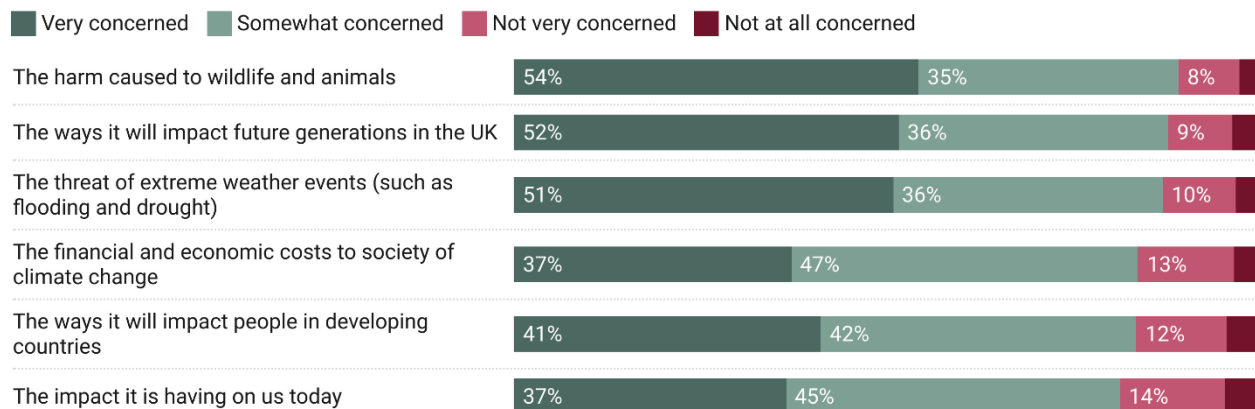
understand the actions they can take to these ends, though, as we shall see in the following section, this may not always be correct. There is evident awareness that most people could do more, with only 43% of respondents believing themselves to be doing enough to reduce their environmental impact.

## The impacts of the climate crisis on wildlife and future generations top people's concerns

All given facets of climate change elicit considerable concern, with at least 82% of respondents expressing concern over each consequence. However, areas of especial concern include the impacts on animals and wildlife (with 89% reporting concern), on future generations (88%), and the threat posed by extreme weather events (87%). An outright majority reported being 'very concerned' by all such aspects of the climate crisis.

### What worries people?

Proportion of respondents expressing concern at the following aspects of the climate crisis



*'Don't Know' answers excluded*

Parents and grandparents were especially likely to worry about future generations, with 88% and 91% respectively expressing concern, compared to 83% of those without children.

## Behaviours, Barriers & Solutions

The survey enquired as to the impact that respondents believed that a given set of environmentally friendly behaviours had on a scale from 0–5 where 0 meant ‘No impact at all’ and 5 denoted ‘A very large impact’. To gauge the accuracy of public perceptions, where possible, average estimates were then compared to the average empirical impact of each activity (on the basis of a recent meta-review of academic literature) scaled proportionately on an equivalent 0–5 scale.<sup>1</sup>

While much of this research focuses on individual behaviours, we should stress that this is only one aspect of the changes necessary to tackle the climate crisis. None of this should detract from the role of governments and businesses, nor from the importance of policy, public finance and wider stakeholders in facilitating and encouraging positive behaviours. Indeed, our analysis found that respondents apportion greater responsibility for tackling environmental problems to governments, businesses and international bodies than individuals.

### There are widely held misconceptions about the impacts of small behaviour changes, and a tendency to overestimate these

Respondents consistently overestimated the absolute impacts of all but one action, and often did not appear to grasp the true range of impacts that the given behaviours have. All average estimates fell narrowly between approximately 3 and 4 (out of 5), while in reality, there was a much broader range of real impacts between the highest and lowest-impact behaviours. (To account for this, we will concentrate primarily on relative impacts and differences).

There was a tendency to overestimate the effectiveness of certain low-impact behaviours. Recycling was seen by respondents to be the most impactful action that an individual can take, while in reality, its impact was the smallest of all behaviours listed by a considerable margin.

Conversely, many underestimated the effectiveness of a number of high-impact actions. Of the three actions with the largest real impact, only one – switching to a renewable energy supplier – appeared in the public’s top 3. Certain behaviours with an above-average impact fell in the lower

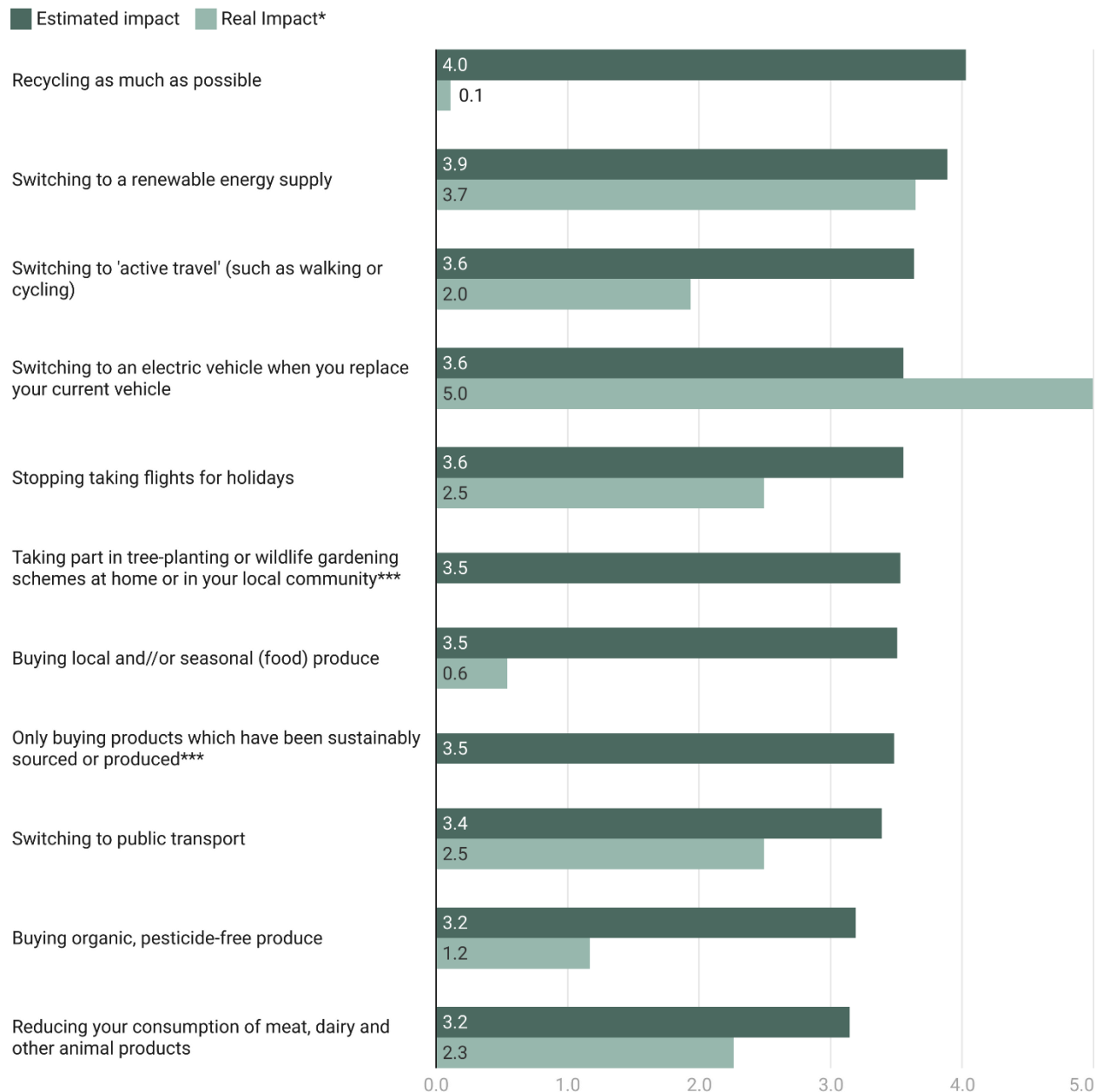
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<sup>1</sup> A degree of discretion and caution should be exercised when interpreting these results. It should be noted that the comparisons made and real impacts quoted are necessarily imperfect given the distinct units and simplified terminology used in the survey compared with the meta-review (Ivanova et al., 2019). Therefore, while relative rankings can be reasonably compared, relative magnitudes should be interpreted more cautiously.



## Estimated & Real Impacts of Environmental Behaviours

The chart shows respondents' average estimates of each action's impact out of 5, compared with the real impact\* set to an equivalent scale. Respondents were asked to estimate the impact of each action on a scale from 0-5 where 0 is 'No impact at all' and 5 is 'A very large impact'.



\* 'Real Impact' figures taken from 2019 meta-review (Ivanova et al., 2019) with 'Mitigation potential' scaled proportionately to an equivalent 0-5 scale.

\*\* Real Impact figure based on an average 40% flight reduction from an average 2.24 flights per year.

\*\*\* Directly comparable real impact not quantified

half of respondents' estimates; namely, reducing one's consumption of meat, dairy and other animal products, and switching to public transport.

This is not to say that lower-impact behaviours are unimportant or to be discouraged, but rather that governments and environmental organisations should work to improving people's understanding of where they can make the largest difference.

## Most people have already taken steps to reduce their environmental impact, but many need more support to make the big changes

There is a clear appetite from three quarters (72%) of the British public to learn more about ways to reduce their environmental impact, and over half (57%) recognise that they are not yet doing enough in this regard.

Two thirds of respondents reported that they were already recycling as much as possible, and 36% have switched to forms of 'active travel' in order to reduce their environmental impact.<sup>2</sup>

When considering the proportions that are either already doing these activities or are willing to do them to reduce their environmental impact, these figures rise to 87% for recycling and 64% for active travel. The same applies to 70% of respondents with regards to switching to a renewable energy supply – one of the three highest-impact actions listed.

Nevertheless, barriers remain to certain high-impact behaviours, with less than half of all respondents reducing or willing to reduce their consumption of meat, dairy and other animal products (49%), or to not take flights for holidays (45%). There is a reluctance to switch to an electric vehicle from 48% of those polled – the single highest-impact behaviour listed – and to switch to public transport from half of all respondents. We discuss below how these can be overcome.

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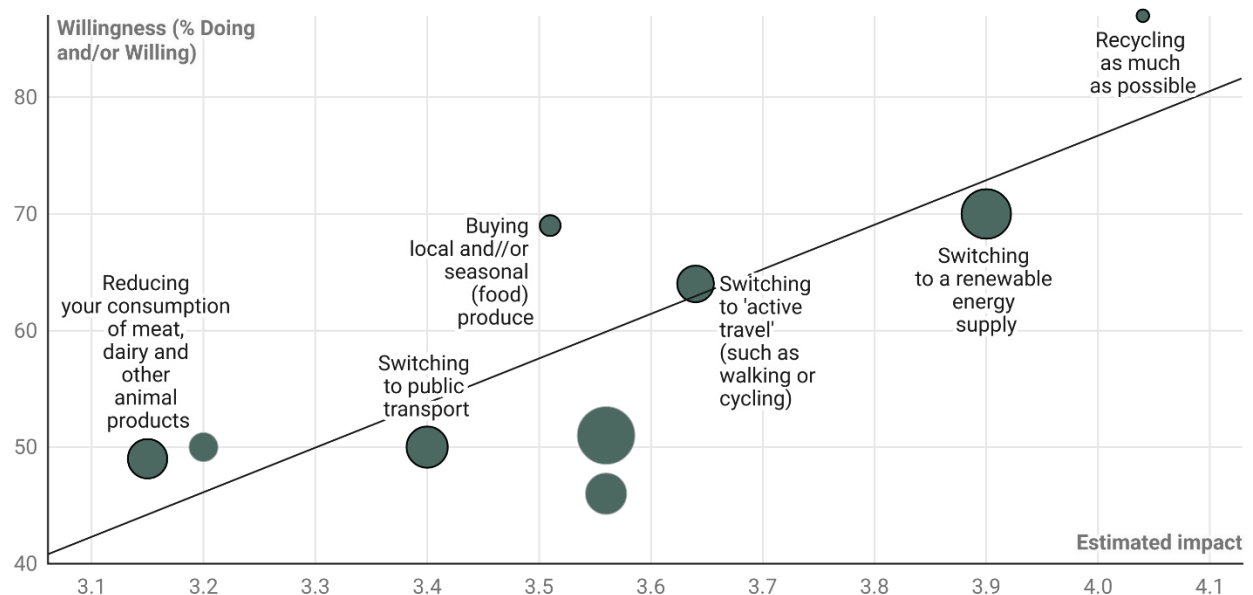
<sup>2</sup> Excludes those answering 'Don't know,' 'N/A' and/or doing so for a different reason

## People's willingness to adopt a behaviour correlates strongly with the impact they believe it has

While there is no discernible relationship between the real impact of a behaviour and respondent's willingness to do it, we found a very clear positive correlation between the impact that people believed an action had, and the proportion of people already doing it or willing to do so.

### Estimated & Real Impacts of Environmental Behaviours

The plot shows a clear positive correlation between the average perceived impact of a behaviour, and the proportion of respondents adopting or willing to adopt said behaviour. The size of each data point reflects its real impact.



For an increase of one (out of five) in a behaviour's average estimated impact, the proportion of people adopting or willing to adopt this behaviour rises by 38 percentage points. There is therefore enormous value in conveying to the public the large impact that certain behaviours can have, especially those where people express resistance or difficulties adopting this behaviour.

## There are clear and actionable findings on how to best facilitate & incentivise positive environmental behaviours; namely, financial support and incentives, investment in green travel, and educational campaigns

Our survey enquired as to how people who are not currently performing certain actions could be encouraged to do so. Broadly speaking, most of the obstacles to taking more action fall under four categories: financial, policy, knowledge, and lifestyle barriers.

### Financial Barriers

Financial barriers were arguably the most prominent obstacle preventing people from modifying their behaviour. Concerns over expense and affordability were cited by 59% with regards to switching to an electric vehicle, and by 58% with regards to switching to a renewable energy supply. Regarding day-to-day consumption and spending, financial barriers were cited with regards to maintaining a plant-based diet (30%), buying local or seasonal produce (53%) and only buying sustainably produced goods (67%). In the case of all of these actions, financial obstacles were the most commonly cited issue to resolve. We would therefore expect financial instruments and enhanced incentives to be highly effective in pushing people towards desirable behaviours.

However, as we continue to move through a period of labour market upheaval and financial turbulence, and amid the winding down of the furlough scheme and the Universal Credit uplift, financial obstacles will likely become more prominent. Tackling financial obstacles to environmentally desirable behaviours will therefore likely require a combination of top-down incentives for certain large purchases and bottom-up wage-growth for day-to-day spending.

### Policy-Related Barriers

Our analysis identified a number of areas where policy will occupy a vital role in incentivising and facilitating positive environmental behaviours. 50% of those who had not yet switched, or were not willing to switch, to an electric vehicle reported that they would be more likely to do so if there were more charging points. 31% and 25% respectively would be more likely to switch to public transport if it were more frequent and more affordable in their area, and 31% reported that they would be more inclined to switch to active travel if there were more safe and reliable cycle routes.

These and other findings highlight clear areas where governmental investment and policy could help to facilitate and encourage desirable environmental behaviours.

## Knowledge Barriers

In certain cases, respondents reported uncertainty about how to adopt positive environmental behaviours in practice. 31% of those who had not yet switched to a renewable energy provider or were not yet willing to do so reported uncertainty and confusion around the relevant options. 36% reported that they would be more likely to switch to active travel if they felt more confident cycling in busy areas, and 22% report a greater inclination to reduce their meat and dairy consumption if they knew how to maintain a healthy plant-based diet. There is evidently a prominent role in these areas for educational campaigns and practical support to overcome these obstacles in order to encourage these desirable changes.

## Lifestyle Barriers

Arguably the hardest to overcome, lifestyle barriers refer to a reluctance to adopt certain behaviours, which we attribute to established lifestyles, habits and (cultural) expectations. This includes the 39% of people unwilling to stop flying as there are inadequately desirable holiday destinations nearby, and the 29% who say that nothing could convince them to cut down on meat, dairy and animal products. In these instances, the obstacles appear more stubborn, and the solutions less immediately obvious. However, recalling our observation above that willingness to adopt a behaviour correlates strongly with its perceived impact, it may be possible to encourage these behaviours by communicating the large effects they can have in reducing an individual's environmental impact. There is a clear role here for communications and awareness campaigns.

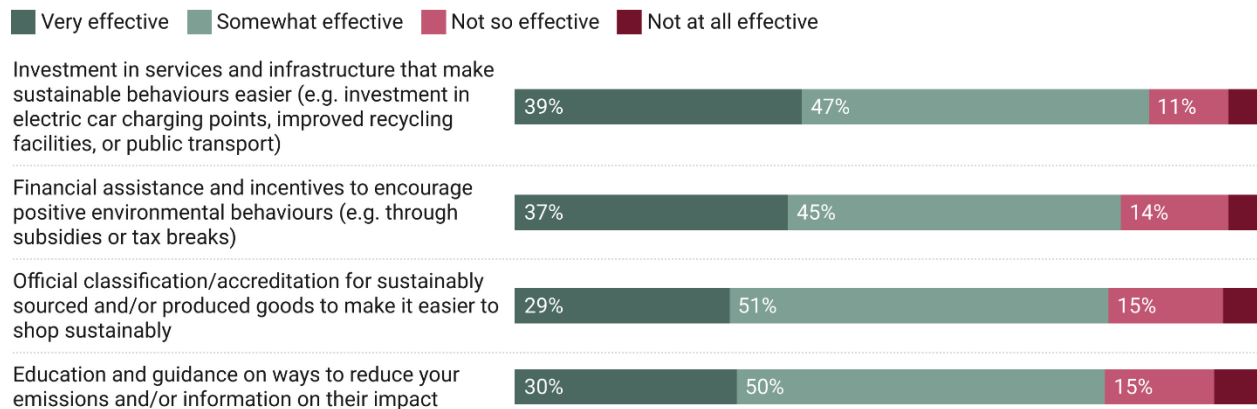
## Policy Levers & Mechanisms

There are high levels of public support for interventions to tackle the climate crisis, including a willingness to pay higher taxes to fund investment

When presented with a series of policy proposals, respondents are highly positive about their prospects. 85% believe that investment in services and infrastructure to make environmentally desirable behaviours easier would be effective, and 81% say the same of financial assistance and incentives. Other schemes deemed effective include official accreditation for sustainably sourced and/or produced goods (80%) and education and guidance on ways to reduce one's impact (79%).

### Effectiveness of proposed solutions

Proportion of respondents deeming the following policy proposals effective or ineffective.

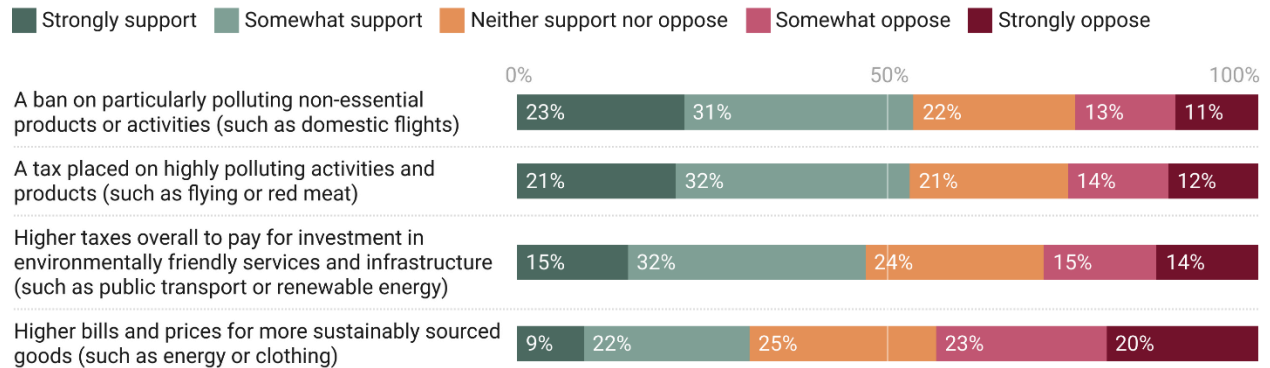


*'Don't Know' answers excluded*

There is also an evident willingness to make sacrifices in the interests of climate action. Respondents expressed overall support for a ban on particularly polluting non-essential products or activities such as domestic flights (54%, and for a tax placed on highly polluting activities and products, such as flying or red meat (53%). There was even a willingness to see higher taxes to fund investment in environmentally friendly services and infrastructure, with 47% in favour compared to only 29% opposed.

## Support for policy mechanisms & financial levers

Proportion of respondents expressing support or opposition to a series of mechanisms by which to reduce environmental impacts.



*'Don't Know' answers excluded*

There is thus an evident appetite for even inconvenient measures in order to tackle the climate crisis, and a willingness from the public to make sacrifices. The only mechanism facing net opposition was higher bills and prices for sustainably sourced goods, with 43% opposed and only 31% supportive.

## Responsibility & Motivation

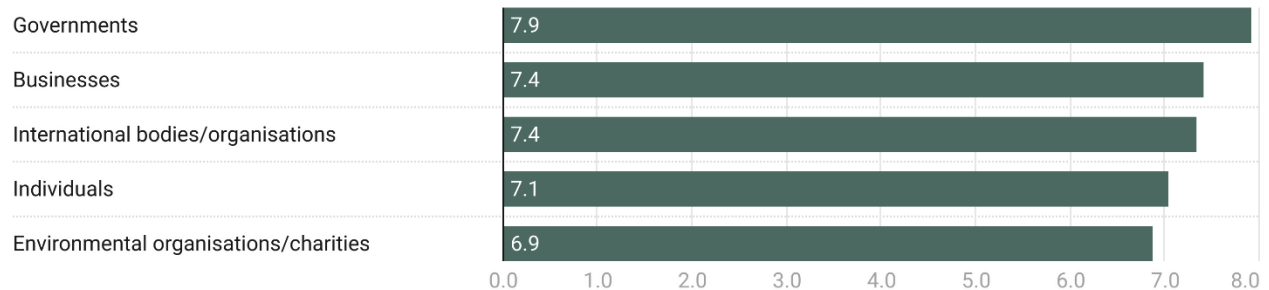
Our research enquired as to how responsible respondents believe certain actors are for tackling the climate crisis, and which actors motivate them to reflect on and reduce their environmental impact.

**Public and third sector partnerships will be essential, with charities the biggest motivator for people to take action**

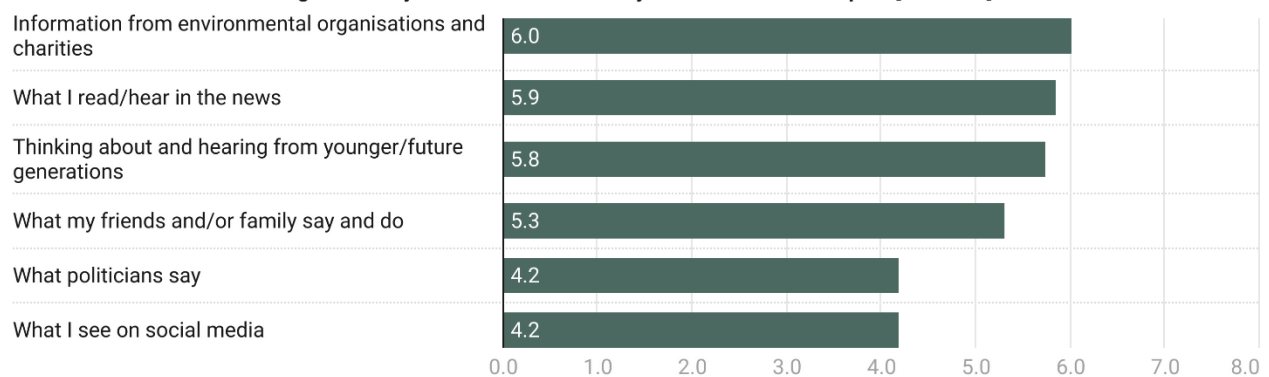
### Responsibility & Motivation

How respondents apportion responsibility for tackling climate change, and who motivates them to do more.

**How responsible do you believe the following are for taking action to tackle climate change [out of 10]?**



**To what extent do the following motivate you to reflect on/reduce your environmental impact [out of 10]?**



*'Don't Know' answers excluded*



Governments are deemed the most responsible for tackling the climate emergency, with an average score of 7.92 out of 10, followed by businesses on 7.43. Individuals apportioned themselves a score of 7.05, potentially pointing to the need for wraparound supports and incentives from other sectors and actors to facilitate the necessary individual behavioural changes.

In terms of motivation and trusted sources, environmental charities and organisations came out top, with a weighted average of 6.02 out of 10. As a reliable source of motivation and information, the third sector therefore has a vital role to play in communicating to the public the importance of reducing their environmental impact, and ways to do so.

In tandem, these findings point to the imperative of strong partnerships between governments operating at a financial and policy level, and charities working at a grassroots level to educate and inform the general public, in order to see through the behavioural changes necessary to abate the climate emergency. Thus, while much of this research has centred on individual behaviours, it has also highlighted the essential role of other sections of society in seeing these through.

## Conclusion

The findings of our survey point to a populace united by profound concern over about how the climate crisis will impact on wildlife and future generations, and keen to see action taken to abate this threat.

Most of the public have already taken steps to reduce their own impact, but routinely overestimate the impact that small-scale changes entail, and underestimate the impact of – and need for – larger changes to their consumption patterns and travel habits.

The British public are eager to learn more about ways to reduce their impact and are willing to adopt a number of positive behaviours. However, barriers to successful uptake of these behaviours remain, particularly pertaining to questions of affordability. This applies to both large-scale changes (like switching to an electric vehicle) and smaller day-to-day expenses such as food-shopping, where financial supports and incentives would likely help to tackle these obstacles.

Other changes will depend on a reliable (policy) infrastructure that supports these behaviours, including an improved electric vehicle charging network, and more reliable public transport services. The public is largely willing to accept higher taxes to fund these, and supportive of targeted taxes and bans on particularly damaging behaviours.

Elsewhere, gaps in knowledge and know-how preclude greater action, and misconceptions about how best to reduce one's impact persist. Here, environmental charities will be key to the successful uptake of desirable behaviours. As trusted sources of information with the ability to motivate people, third sector organisations have a central role to play in raising the public's awareness and understanding of how they can reduce their own impact, and of the most impactful actions they can take.

While individual behaviours are important to meet necessary emissions reductions targets, this responsibility cannot lie with individuals alone. Rather, partnerships between governments, charities and individuals will be central to encouraging and facilitating the necessary behavioural changes.

## Appendix

### Topline Results

#### Question 1

To what extent would you say you agree or disagree with the following statements:

Base: All (4227)	Net: Agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	DK
	%	%	%	%	%	%	%
I am concerned by the issue of climate change	83	45	38	11	3	3	0
I do as much as I can to reduce my own environmental impact and emissions	78	28	50	14	5	2	1
I fully understand what actions I can take to reduce my environmental impact	70	22	48	19	8	2	1
I would like to learn more about ways to reduce my environmental impact	72	34	37	19	6	3	1
I am already doing enough to reduce my environmental impact	43	12	30	30	21	5	1
Climate change should be treated as an urgent problem to resolve	80	51	29	13	4	3	1

## Question 2

How concerned, if at all, are you by the following aspects of climate change:

Base: All (4227)	Net: Concerned	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	DK
	%	%	%	%	%	%
The harm caused to wildlife and animals	88	54	35	8	2	1
The financial and economic costs to society of climate change	82	36	46	13	3	2
The threat of extreme weather events (such as flooding and drought)	86	51	36	10	3	1
The impact it is having on us today	80	36	44	14	4	1
The ways it will impact future generations in the UK	87	51	36	9	3	1
The ways it will impact people in developing countries	82	40	41	12	4	2

## Question 3

On a scale from 0-10 where 0 is 'not at all responsible' and 10 is 'entirely responsible', how responsible do you believe the following are for taking action to tackle climate change?

Base: All (4227)	Weighted Average*
Individuals	7.05
Governments	7.92
Businesses	7.43
International bodies/organisations	7.35

Environmental organisations/charities	6.88
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\* Weighted Average (Excl. DK)

## Question 4

On a scale from 0-5 where 0 is 'No impact at all' and 5 is 'A very large impact', please rate how large an impact you think each of the following activities would have in reducing an average person's environmental impact?

Base: All (4227)	Weighted Average*	5	4	3	2	1	0	DK
		%	%	%	%	%	%	%
Switching to an electric vehicle when you replace your current vehicle	3.56	26	31	22	9	4	5	4
Stopping taking flights for holidays	3.56	29	28	22	9	4	5	3
Switching to a renewable energy supply	3.90	34	34	19	6	3	2	3
Switching to public transport	3.40	20	31	27	10	5	5	3
Reducing your consumption of meat, dairy and other animal products	3.15	19	25	26	13	7	8	3
Switching to 'active travel' (such as walking or cycling)	3.64	30	31	21	8	4	3	2
Buying local and/or seasonal (food) produce	3.51	22	32	26	10	4	3	3
Recycling as much as possible	4.04	43	30	16	5	3	2	2

Taking part in tree-planting or wildlife gardening schemes at home or in your local community	3.54	23	30	28	10	4	3	3
Buying organic, pesticide-free produce	3.20	17	26	27	14	6	5	5
Only buying products which have been sustainably sourced or produced	3.49	22	31	28	9	3	3	3

\* Weighted Average (Excl. DK)

## Question 5

And for the same activities, please indicate those which you are already doing or would be willing to do in order to reduce your environmental impact.

Base: All (4227)	Net: Already doing or Willing*	Already done/doing	Willing	Partly/ possibly willing	Not Willing	N/A	DK
Switching to an electric vehicle when you replace your current vehicle	51	8	33	25	15	15	4
Stopping taking flights for holidays	46	22	17	23	24	11	3
Switching to a renewable energy supply	70	27	39	22	6	3	3
Switching to public transport	50	25	21	24	21	7	2
Reducing your consumption of meat, dairy and other animal products	49	25	22	25	24	3	2
Switching to 'active travel' (such as walking or cycling)	64	33	26	22	11	5	2
Buying local and/or seasonal (food) produce	69	28	39	25	5	2	2
Recycling as much as possible	87	67	18	9	4	2	1
Taking part in tree-planting or wildlife gardening schemes at home or in your local community	59	12	43	28	10	4	3
Buying organic, pesticide-free produce	50	14	33	35	12	3	4
Only buying products which have been sustainably sourced or produced	56	14	39	35	7	2	3

\* Net: Already Doing or Willing (Excl. N/A and DK)

## Question 6

From the following, please select the top issue(s) that, if resolved, would make you more likely to...  
(Select up to 2 options)

Base: Those not already doing each activity (Varies)		Proportion selecting
		%
Switch to an electric vehicle when you replace your current vehicle	Electric vehicles aren't affordable	59
	There are not enough charging points	50
	The batteries take too long to charge and/or don't last long enough	38
	I don't like their design/image/associations	5
	Other	5
	Nothing could convince me to do so	7
Stop taking flights for holidays	There aren't desirable holiday destinations close enough to be reached by alternative modes of transport	39
	There aren't any alternative ways to travel	34
	The alternative modes of transport are too slow and/or unreliable	35
	The alternative modes of transport are too expensive	32
	Other	2
	Nothing could convince me to do so	11
Switch to a renewable energy supply	I don't know what options there are	31
	It might be more expensive	58
	It might be less reliable	25



	It's too much hassle changing	21
	I am opposed to certain renewable energy developments (e.g. wind turbines)	10
	Other	3
	Nothing could convince me to do so	5
Switch to public transport	Public transport is not reliable	33
	Public transport is more/too expensive	25
	Public transport is not frequent enough	31
	I don't like taking public transport	20
	Public transport doesn't operate where I live and/or need to get to	22
	Other	4
	Nothing could convince me to do so	16
Reduce your consumption of meat, dairy and other animal products	It's too expensive to maintain a plant-based diet	30
	I don't know how to cook/prepare good vegetarian/vegan food	15
	I wouldn't know how to maintain a healthy plant-based diet	22
	Vegetarian/vegan substitutes are too processed and unhealthy	20
	The image/reputation of vegetarianism/veganism is off-putting	17
	Other	6
	Nothing could convince me to do so	29
	There aren't enough safe/reliable routes (such as cycle lanes)	31
	I don't feel confident cycling in busy areas	36

Switch to 'active travel' (such as walking or cycling)	Modes of active transport (e.g. bikes, scooters, etc) are too expensive	17
	The weather in the UK is too unpredictable	40
	Other	8
	Nothing could convince me to do so	14
Buy local and//or seasonal (food) produce	It is too expensive	53
	I don't know what is in season	27
	I don't know how to find out where food has come from	25
	It's not available where I shop	30
	Other	3
	Nothing could convince me to do so	6
Recycle as much as possible	I don't know what can and can't be recycled	32
	There aren't adequate recycling facilities in my area	37
	It is too much hassle	28
	I don't trust that it gets recycled properly	32
	Other	1
	Nothing could convince me to do so	9
Take part in tree-planting or wildlife gardening schemes at home or in your local community	It's too expensive	14
	I don't know enough about tree-planting or wildlife gardening	30
	I don't have access to a garden or outdoor space	14
	I don't know how to join tree-planting or community wildlife gardening schemes	35
	There aren't any tree-planting or community wildlife gardening schemes near me	41

	Other	4
	Nothing could convince me to do so	8
Buy organic, pesticide-free produce	It is more expensive	67
	I don't know what is and isn't organic	31
	It's not available near me	23
	Other	2
	Nothing could convince me to do so	9
Only buy products which have been sustainably sourced or produced	I don't know how to tell if something is produced sustainably	50
	It's more expensive	61
	It's too much hassle	19
	Other	2
	Nothing could convince me to do so	6

### Question 7

Overall, how effective do you believe the following would be in helping you to reduce your environmental impact:

Base: All (4227)	Net: Effective	Very effective	Somewhat effective	Not so effective	Not at all effective	DK
	%	%	%	%	%	%
Education and guidance on ways to reduce your emissions and/or information on their impact	75	28	47	14	6	5
Investment in services and infrastructure that make sustainable behaviours easier (e.g. investment in electric car charging)	81	37	44	10	4	5

points, improved recycling facilities, or public transport)						
Financial assistance and incentives to encourage positive environmental behaviours (e.g. through subsidies or tax breaks)	77	35	42	14	4	6
Official classification/accreditation for sustainably sourced and/or produced goods to make it easier to shop sustainably	75	27	48	15	4	6

## Question 8

There are various steps that governments and businesses can take to tackle climate change. Please indicate the extent to which you would support or oppose the following if they helped to tackle climate change.

Base: All (4227)	Net: support	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	DK
	%	%	%	%	%	%	%
A tax placed on highly polluting activities and products (such as flying or red meat)	52	21	31	21	13	12	3
Higher taxes overall to pay for investment in environmentally friendly services and infrastructure (such as public transport or renewable energy)	45	14	31	23	15	13	3
Higher bills and prices for more sustainably sourced goods (such as energy or clothing)	30	9	21	24	22	20	4

A ban on particularly polluting non-essential products or activities (such as domestic flights)	52	22	30	21	13	11	3
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## Question 9

On a scale from 0 to 10, where 0 is 'Not at all' and 10 is 'A very large amount', to what extent do the following motivate you to reflect on//reduce your environmental impact.

Base: All (4227)	Weighted Average*
What politicians say	4.20
What I read/hear in the news	5.86
What I see on social media	4.20
Information from environmental organisations and charities	6.02
What my friends and/or family say and do	5.32
Thinking about and hearing from younger/future generations	5.75

\* Weighted Average (Excl. DK)

## Technical Details

- The survey was designed by the Diffley Partnership and conducted by Survation.
- Results are based on a survey of 4,227 respondents aged 16 and over: 2,140 in England; 1,075 in Scotland; and 1,012 in Wales.
- Fieldwork was conducted between 25<sup>th</sup>–31<sup>st</sup> August 2021.
- Results are weighted to the UK population by age and gender.
- Percentages may not sum to 100 due to rounding; topline net figures may exclude 'N/A' and 'Don't know' responses
- Toplines disaggregated for each of England, Wales and Scotland, as well as the tabulated data, can be accessed on request.



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*From many voices to smart choices*

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