

10:10 – Climate change questions

METHODOLOGY NOTE

ComRes interviewed 2,031 British adults between 15th and 16th October 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 1
Q.1 To what extent do you agree or disagree with the following statements about climate change?

Summary

Base: All respondents

	Statements					
	People would be more inclined to support action to reduce carbon emissions if they heard more about the solutions to climate change	People would be more inclined to support action to reduce carbon emissions if they heard more about the impacts of climate change	Most of the information I see or hear about climate change focuses on its impacts	People are less likely to take action to tackle climate change because they think the problem is too big to overcome	People would be more likely to support and take action to tackle climate change if they heard more about the actions that others are taking	People are less likely to take action to tackle climate change because they are unsure of the difference their actions will make
Unweighted base	2031	2031	2031	2031	2031	2031
Weighted base	2031	2031	2031	2031	2031	2031
NET: Agree	1381 68%	1252 62%	1418 70%	1182 58%	1259 62%	1441 71%
Strongly agree (4)	408 20%	348 17%	329 16%	300 15%	313 15%	395 19%
Tend to agree (3)	973 48%	904 45%	1089 54%	881 43%	946 47%	1046 51%
Tend to disagree (2)	243 12%	360 18%	210 10%	404 20%	323 16%	240 12%
Strongly disagree (1)	62 3%	90 4%	50 2%	109 5%	95 5%	62 3%
NET: Disagree	305 15%	450 22%	259 13%	513 25%	418 21%	302 15%
Don't know	345 17%	329 16%	353 17%	336 17%	354 17%	288 14%
Mean	3.02	2.89	3.01	2.81	2.88	3.02
Standard deviation	0.73	0.78	0.66	0.80	0.77	0.71
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People would be more inclined to support action to reduce carbon emissions if they heard more about the solutions to climate change

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	284	847
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	292	845
NET: Agree	1381 68%	651 65%	731 71%A	152 63%	211 62%	232 68%	252 70%d	209 69%d	325 74%CD	386 71%L	386 69%	297 67%	312 65%	200 68%	541 64%
Strongly agree	(4) 408 20%	181 18%	227 22%a	60 25%H	68 20%	66 19%	82 23%H	61 20%	72 16%	100 18%	123 22%	90 20%	95 20%	69 24%	168 20%
Tend to agree	(3) 973 48%	470 47%	503 49%	92 38%	143 42%	167 49%C	170 47%c	148 49%C	254 57%CDEFG	286 53%jL	264 47%	206 47%	218 45%	131 45%	373 44%
Tend to disagree	(2) 243 12%	142 14%B	102 10%	38 16%G	43 12%	41 12%	48 13%g	26 9%	47 11%	67 12%l	71 13%L	65 15%L	40 8%	43 15%	111 13%
Strongly disagree	(1) 62 3%	39 4%B	22 2%	5 2%	14 4%	10 3%	9 2%	13 4%	12 3%	15 3%	21 4%	15 3%	11 2%	7 2%	33 4%
NET: Disagree	305 15%	181 18%B	124 12%	43 18%	56 16%	51 15%	57 16%	39 13%	59 13%	82 15%L	93 16%L	80 18%L	51 11%	49 17%	144 17%
Don't know	345 17%	163 16%	181 17%	47 19%h	75 22%FH	59 17%	53 15%	54 18%h	57 13%	75 14%	84 15%	66 15%	120 25%LJK	43 15%	160 19%
Mean	3.02	2.95	3.09A	3.06	2.99	3.02	3.05	3.04	3.00	3.01	3.02	2.99	3.09	3.05	2.99
Standard deviation	0.73	0.76	0.69	0.77	0.79	0.72	0.73	0.75	0.66	0.69	0.77	0.76	0.69	0.74	0.77
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People would be more inclined to support action to reduce carbon emissions if they heard more about the solutions to climate change

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2031	167	110	1754	91	245	200	188	146	169	236	281	198
Weighted base	2031	183	102*	1747	81*	223	183	183	142	203	264	284	183
NET: Agree	1381 68%	128 70%	70 69%	1183 68%	53 65%	163 73%j	121 66%	118 65%	95 67%	134 66%	168 64%	193 68%	138 75%fGiJ
Strongly agree	(4) 408 20%	41 22%F	15 14%	353 20%	10 13%	51 23%dF	22 12%	33 18%	31 22%F	38 19%	64 24%bDF	60 21%F	44 24%bDF
Tend to agree	(3) 973 48%	87 48%	55 54%J	831 48%	43 52%j	112 50%J	99 54%J	85 47%	65 46%	96 47%	104 40%	133 47%	94 51%J
Tend to disagree	(2) 243 12%	20 11%	10 10%	213 12%	10 13%	27 12%	24 13%	27 15%L	18 13%	22 11%	31 12%	38 13%l	14 8%
Strongly disagree	(1) 62 3%	11 6%cE	1 1%	50 3%	2 3%	2 1%	5 3%	6 3%	5 4%e	6 3%	8 3%	10 4%e	5 3%
NET: Disagree	305 15%	31 17%	12 11%	263 15%	13 16%	29 13%	29 16%	33 18%l	24 17%	29 14%	39 15%	48 17%l	19 11%
Don't know	345 17%	24 13%	20 20%	301 17%	16 19%	32 14%	32 18%	31 17%	23 16%	40 20%	57 22%aekl	43 15%	26 14%
Mean	3.02	2.99	3.02	3.03	2.93	3.11dFg	2.92	2.96	3.02	3.02	3.08f	3.00	3.12dFg
Standard deviation	0.73	0.81	0.61	0.73	0.68	0.66	0.67	0.75	0.77	0.73	0.78	0.76	0.70
Standard error	0.02	0.07	0.06	0.02	0.08	0.05	0.05	0.06	0.07	0.06	0.06	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People would be more inclined to support action to reduce carbon emissions if they heard more about the impacts of climate change

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	284	847
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	292	845
NET: Agree	1252 62%	576 58%	676 65%A	143 59%	191 56%	209 61%	233 64%d	192 64%d	284 64%D	327 60%	353 63%	282 64%	289 60%	183 63%	499 59%
Strongly agree	(4) 348 17%	148 15%	200 19%A	53 22%dh	52 15%	56 16%	67 18%	54 18%	67 15%	84 16%	99 18%	77 17%	88 18%	55 19%	136 16%
Tend to agree	(3) 904 45%	429 43%	475 46%	90 37%	139 41%	153 45%	166 46%c	138 46%c	218 49%CD	243 45%	254 45%	205 46%	201 42%	128 44%	363 43%
Tend to disagree	(2) 360 18%	196 20%B	164 16%	46 19%	63 18%	59 17%	63 17%	53 18%	76 17%	111 20%L	99 18%	77 18%	73 15%	62 21%	151 18%
Strongly disagree	(1) 90 4%	65 7%B	25 2%	6 3%	16 5%	13 4%	20 5%	18 6%	17 4%	24 4%	22 4%	24 5%	20 4%	12 4%	43 5%
NET: Disagree	450 22%	261 26%B	189 18%	52 22%	79 23%	72 21%	83 23%	71 24%	93 21%	135 25%I	121 21%	101 23%	93 19%	74 25%	194 23%
Don't know	329 16%	158 16%	171 17%	46 19%fg	71 21%FGH	61 18%f	46 13%	39 13%	65 15%	80 15%	90 16%	59 13%	100 21%lJK	36 12%	152 18%M
Mean	2.89	2.79	2.98A	2.97	2.84	2.89	2.89	2.87	2.89	2.84	2.91	2.87	2.93	2.88	2.85
Standard deviation	0.78	0.82	0.73	0.80	0.80	0.77	0.81	0.81	0.74	0.78	0.77	0.80	0.79	0.79	0.80
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People would be more inclined to support action to reduce carbon emissions if they heard more about the impacts of climate change

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2031	167	110	1754	91	245	200	188	146	169	236	281	198
Weighted base	2031	183	102*	1747	81*	223	183	183	142	203	264	284	183
NET: Agree	1252 62%	119 65%k	60 60%	1073 61%	51 62%	161 72%BFGHIJK	104 57%	111 61%	84 59%	122 60%	167 63%k	155 55%	119 65%K
Strongly agree	(4) 348 17%	31 17%	13 13%	304 17%	13 16%	41 18%	26 14%	40 22%f	26 18%	37 18%	42 16%	46 16%	35 19%
Tend to agree	(3) 904 45%	88 48%k	47 47%	768 44%	37 46%	120 54%FGHIK	78 43%	71 39%	58 41%	85 42%	125 47%k	109 38%	83 45%
Tend to disagree	(2) 360 18%	27 15%	20 20%	312 18%	14 17%	29 13%	37 20%e	28 15%	31 22%E	35 17%	42 16%	64 22%Egj	31 17%
Strongly disagree	(1) 90 4%	14 8%cEj	5 5%e	71 4%	4 5%e	2 1%	9 5%E	7 4%e	5 4%	14 7%Ej	8 3%	15 5%E	7 4%e
NET: Disagree	450 22%	42 23%e	25 25%E	384 22%	18 22%	32 14%	46 25%E	35 19%	37 26%E	49 24%E	49 19%	79 28%EgJ	38 21%
Don't know	329 16%	22 12%	16 16%	290 17%	13 16%	30 13%	33 18%	36 20%a	22 15%	32 16%	48 18%	50 18%	26 14%
Mean	2.89	2.84	2.80	2.90	2.87	3.03aBFhIK	2.80	2.98fk	2.86	2.85	2.93	2.80	2.94
Standard deviation	0.78	0.83	0.76	0.78	0.79	0.64	0.79	0.82	0.80	0.85	0.72	0.83	0.78
Standard error	0.02	0.07	0.08	0.02	0.09	0.04	0.06	0.07	0.07	0.07	0.05	0.05	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with the following statements about climate change?

Most of the information I see or hear about climate change focuses on its impacts

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	284	847
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	292	845
NET: Agree	1418 70%	680 68%	738 71%	138 57%	219 64%	235 69% C	261 72% CD	221 73% CD	345 78% CDEF	385 71%	390 69%	321 73%	322 67%	205 70%	578 68%
Strongly agree	(4) 329 16%	154 15%	175 17%	45 19% h	58 17%	56 16%	62 17% h	51 17%	56 13%	74 14%	88 16%	73 17%	94 19% l	49 17%	140 17%
Tend to agree	(3) 1089 54%	526 53%	563 54%	93 38%	160 47%	179 52% C	198 55% Cd	169 56% CD	290 66% CDEFG	311 57% L	302 54% l	248 56% L	228 47%	156 53%	438 52%
Tend to disagree	(2) 210 10%	110 11%	99 10%	38 16% FGH	40 12% h	40 12% h	32 9%	27 9%	32 7%	54 10%	72 13% L	48 11%	36 7%	37 13%	93 11%
Strongly disagree	(1) 50 2%	34 3% B	16 2%	9 4%	7 2%	7 2%	10 3%	9 3%	7 2%	16 3%	14 3%	13 3%	7 1%	12 4%	22 3%
NET: Disagree	259 13%	145 15% B	115 11%	47 19% FGH	48 14% h	48 14% H	42 12%	36 12%	39 9%	70 13% l	86 15% L	61 14% l	42 9%	49 17%	116 14%
Don't know	353 17%	171 17%	183 18%	56 23% fGH	76 22% GH	59 17%	60 16%	45 15%	58 13%	88 16%	86 15%	61 14%	119 25% LJK	38 13%	151 18% m
Mean	3.01	2.97	3.05 A	2.94	3.01	3.01	3.04	3.02	3.03	2.97	2.97	3.00	3.12 LJK	2.96	3.00
Standard deviation	0.66	0.70	0.63	0.81	0.70	0.67	0.66	0.67	0.55	0.65	0.68	0.67	0.64	0.73	0.68
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with the following statements about climate change?

Most of the information I see or hear about climate change focuses on its impacts

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humbreside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2031	167	110	1754	91	245	200	188	146	169	236	281	198
Weighted base	2031	183	102*	1747	81*	223	183	183	142	203	264	284	183
NET: Agree	1418 70%	132 72%	77 76%	1210 69%	55 68%	149 67%	125 68%	121 66%	93 66%	151 74%	174 66%	204 72%	137 75% ^{eghj}
Strongly agree	(4) 329 16%	34 19%	15 15%	280 16%	14 18%	38 17%	31 17%	25 13%	27 19%	33 16%	42 16%	40 14%	31 17%
Tend to agree	(3) 1089 54%	98 54%	62 61% ^{eHj}	929 53%	41 50%	111 50%	94 52%	96 53%	67 47%	118 58% ^h	132 50%	165 58% ^{eH}	106 58% ^h
Tend to disagree	(2) 210 10%	16 9%	7 7%	186 11%	6 8%	31 14% ^j	27 15% ^j	18 10%	16 11%	18 9%	23 9%	27 10%	21 11%
Strongly disagree	(1) 50 2%	4 2%	2 2%	43 2%	3 4%	3 1%	5 3%	6 3%	8 6% ^{EiKL}	2 1%	8 3%	6 2%	2 1%
NET: Disagree	259 13%	21 11%	10 10%	229 13%	9 11%	34 15%	32 17% ⁱ	24 13%	24 17%	20 10%	30 11%	33 12%	23 12%
Don't know	353 17%	30 17%	15 14%	308 18%	17 20%	40 18%	26 14%	38 21% ^l	25 18%	32 16%	60 23% ^{fL}	47 17%	23 13%
Mean	3.01	3.06	3.03	3.01	3.03	3.01	2.96	2.96	2.95	3.06	3.02	3.00	3.04
Standard deviation	0.66	0.67	0.61	0.67	0.71	0.67	0.70	0.68	0.80	0.59	0.68	0.62	0.61
Standard error	0.02	0.06	0.06	0.02	0.08	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People are less likely to take action to tackle climate change because they think the problem is too big to overcome

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	284	847
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NET: Agree	1182 58%	535 54%	647 62%A	131 54%	203 59%	199 58%	211 58%	162 54%	276 63%cG	331 61%	335 59%	247 56%	269 56%	173 59%	471 56%
Strongly agree	(4) 300 15%	124 12%	176 17%A	53 22%eFgH	67 20%FH	52 15%fh	37 10%	45 15%fh	46 10%	73 13%	80 14%	70 16%	77 16%	40 14%	126 15%
Tend to agree	(3) 881 43%	411 41%	471 45%a	77 32%	136 40%	147 43%C	174 48%CdG	117 39%	231 52%CDEG	258 47%kL	254 45%	177 40%	192 40%	133 45%	345 41%
Tend to disagree	(2) 404 20%	217 22%b	187 18%	53 22%d	50 15%	69 20%	78 22%D	65 22%d	89 20%d	110 20%L	121 21%L	103 23%L	70 14%	67 23%	160 19%
Strongly disagree	(1) 109 5%	78 8%B	31 3%	11 4%	19 6%	19 6%	16 5%	27 9%cFH	17 4%	24 4%	26 5%	25 6%	34 7%	14 5%	55 7%
NET: Disagree	513 25%	295 30%B	218 21%	64 26%	69 20%	88 26%	94 26%	92 30%Dh	107 24%	135 25%	147 26%	128 29%L	104 21%	81 28%	215 25%
Don't know	336 17%	165 17%	171 17%	47 20%h	70 20%H	56 16%	57 16%	48 16%	59 13%	78 14%	81 14%	68 15%	110 23%JK	38 13%	158 19%M
Mean	2.81	2.70	2.92A	2.89g	2.92FGh	2.81	2.76	2.71	2.80	2.82	2.81	2.78	2.84	2.79	2.79
Standard deviation	0.80	0.84	0.75	0.87	0.84	0.81	0.73	0.88	0.70	0.75	0.77	0.82	0.86	0.77	0.83
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People are less likely to take action to tackle climate change because they think the problem is too big to overcome

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2031	167	110	1754	91	245	200	188	146	169	236	281	198
Weighted base	2031	183	102*	1747	81*	223	183	183	142	203	264	284	183
NET: Agree	1182 58%	112 61%j	64 63%j	1006 58%	49 60%	136 61%j	107 58%	99 54%	84 59%	121 60%	136 51%	159 56%	115 63%J
Strongly agree	(4) 300 15%	34 19%J	17 17%	249 14%	10 12%	37 17%j	30 16%j	24 13%	19 14%	31 15%	26 10%	40 14%	31 17%j
Tend to agree	(3) 881 43%	78 43%	47 46%	756 43%	38 47%	99 44%	77 42%	75 41%	65 45%	90 45%	109 41%	118 42%	84 46%
Tend to disagree	(2) 404 20%	34 19%	19 19%	351 20%	18 22%	40 18%	37 20%	40 22%	25 18%	41 20%	59 23%	60 21%	30 16%
Strongly disagree	(1) 109 5%	11 6%b	1 1%	98 6%b	4 4%	9 4%	12 6%B	11 6%b	10 7%B	9 4%	13 5%b	22 8%B	9 5%
NET: Disagree	513 25%	45 24%	20 20%	449 26%	21 26%	50 22%	49 27%	51 28%	35 24%	50 25%	72 27%	82 29%l	39 21%
Don't know	336 17%	26 14%	18 18%	292 17%	11 14%	37 17%	27 15%	33 18%	24 17%	32 16%	56 21%	44 15%	29 16%
Mean	2.81	2.86	2.96gJk	2.80	2.79	2.88jk	2.80	2.75	2.79	2.83	2.72	2.73	2.89jk
Standard deviation	0.80	0.83	0.69	0.80	0.75	0.78	0.84	0.81	0.81	0.78	0.76	0.85	0.78
Standard error	0.02	0.07	0.07	0.02	0.09	0.05	0.06	0.07	0.07	0.07	0.06	0.06	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People would be more likely to support and take action to tackle climate change if they heard more about the actions that others are taking

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	284	847
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	292	845
NET: Agree	1259 62%	592 59%	668 64%A	131 54%	198 58%	227 66%Cd	231 64%C	186 62%	285 65%C	356 66%L	354 63%	266 60%	283 59%	186 64%	517 61%
Strongly agree	(4) 15%	147 15%	167 16%	43 18%H	68 20%gH	59 17%H	53 15%	42 14%	47 11%	76 14%	89 16%	74 17%	74 15%	37 13%	150 18%m
Tend to agree	(3) 47%	445 45%	501 48%	88 36%	130 38%	167 49%CD	179 49%CD	144 48%CD	238 54%CD	280 52%KL	265 47%	192 43%	209 43%	149 51%n	367 43%
Tend to disagree	(2) 16%	170 17%	153 15%	50 21%e	52 15%	48 14%	54 15%	45 15%	73 17%	87 16%	98 17%L	78 18%l	60 12%	46 16%	134 16%
Strongly disagree	(1) 5%	70 7%B	25 2%	11 5%	22 6%h	12 4%	18 5%	19 6%h	14 3%	24 4%	20 4%	32 7%Jl	19 4%	20 7%	38 4%
NET: Disagree	418 21%	240 24%B	178 17%	61 25%e	74 22%	61 18%	72 20%	63 21%	87 20%	111 20%	119 21%l	109 25%L	79 16%	66 23%	172 20%
Don't know	354 17%	164 16%	190 18%	49 20%	69 20%	55 16%	59 16%	52 17%	70 16%	76 14%	90 16%	67 15%	120 25%LJK	40 14%	156 19%
Mean	2.88	2.80	2.96A	2.85	2.90	2.95	2.88	2.84	2.86	2.87	2.89	2.82	2.93	2.80	2.91
Standard deviation	0.77	0.82	0.70	0.83	0.87	0.74	0.76	0.79	0.67	0.74	0.75	0.84	0.76	0.79	0.79
Standard error	0.02	0.03	0.02	0.06	0.06	0.04	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People would be more likely to support and take action to tackle climate change if they heard more about the actions that others are taking

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2031	167	110	1754	91	245	200	188	146	169	236	281	198
Weighted base	2031	183	102*	1747	81*	223	183	183	142	203	264	284	183
NET: Agree	1259 62%	125 68%flk	61 60%	1073 61%	50 61%	146 66%ik	104 57%	116 63%	88 62%	111 55%	164 62%	164 58%	131 71%bFhJjK
Strongly agree	(4) 313 15%	32 17%i	11 11%	271 16%	10 12%	36 16%i	21 11%	34 19%fl	22 16%	20 10%	47 18%fl	48 17%i	34 19%fl
Tend to agree	(3) 946 47%	93 51%k	51 50%	802 46%	40 49%	110 49%k	84 46%	82 45%	66 46%	92 45%	116 44%	116 41%	96 53%K
Tend to disagree	(2) 323 16%	22 12%	12 12%	288 17%	12 15%	38 17%	35 19%	23 12%	22 16%	41 20%g	40 15%	53 19%	24 13%
Strongly disagree	(1) 95 5%	15 8%cEjL	8 8%cEjL	72 4%	4 5%e	3 1%	7 4%	10 5%EI	6 4%e	14 7%EL	8 3%	17 6%EL	2 1%
NET: Disagree	418 21%	37 20%	20 20%	360 21%	16 19%	41 18%	42 23%l	32 18%	29 20%	55 27%egjL	49 18%	71 25%gL	27 15%
Don't know	354 17%	21 11%	20 19%	313 18%a	16 19%	36 16%	36 20%a	35 19%a	26 18%	37 18%	52 20%a	50 17%	26 14%
Mean	2.88	2.87	2.78	2.89	2.84	2.96bfl	2.81	2.95l	2.89i	2.71	2.95fl	2.83	3.03BdFIK
Standard deviation	0.77	0.83	0.81	0.76	0.74	0.68	0.73	0.80	0.77	0.78	0.75	0.84	0.66
Standard error	0.02	0.07	0.09	0.02	0.09	0.05	0.06	0.06	0.07	0.07	0.05	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People are less likely to take action to tackle climate change because they are unsure of the difference their actions will make

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	284	847
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	292	845
NET: Agree	1441 71%	673 68%	768 74%A	168 70%	211 62%	233 68%	261 72%D	218 72%D	350 79% CDEFG	384 71%	417 74% L	317 72%	324 67%	198 68%	568 67%
Strongly agree	(4) 395 19%	189 19%	206 20%	61 25% fH	70 21%	69 20%	64 18%	63 21% h	69 16%	100 18%	112 20%	99 22%	85 18%	49 17%	173 20%
Tend to agree	(3) 1046 51%	483 49%	562 54%A	108 45%	141 41%	164 48%	197 54% CD	155 51% D	281 64% CDEFG	284 52%	305 54%	218 49%	239 50%	150 51%	395 47%
Tend to disagree	(2) 240 12%	137 14% B	104 10%	25 10%	49 14% H	47 14% H	43 12% H	43 14% H	33 7%	83 15% JL	61 11%	54 12%	41 8%	47 16%	108 13%
Strongly disagree	(1) 62 3%	37 4%	25 2%	7 3%	11 3%	14 4%	9 2%	9 3%	11 3%	15 3%	16 3%	14 3%	16 3%	13 4%	26 3%
NET: Disagree	302 15%	173 17% B	129 12%	33 13%	60 18% H	61 18% H	52 14% h	52 17% H	44 10%	99 18% jL	78 14%	69 16%	57 12%	59 20%	135 16%
Don't know	288 14%	150 15%	138 13%	41 17% gh	70 21% eFGH	48 14%	49 14%	32 11%	48 11%	61 11%	68 12%	57 13%	102 21% LJK	35 12%	143 17% m
Mean	3.02	2.98	3.06A	3.10	3.00	2.98	3.01	3.01	3.03	2.97	3.04	3.04	3.03	2.91	3.02m
Standard deviation	0.71	0.75	0.68	0.75	0.78	0.77	0.67	0.73	0.61	0.71	0.70	0.74	0.71	0.75	0.74
Standard error	0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with the following statements about climate change?

People are less likely to take action to tackle climate change because they are unsure of the difference their actions will make

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humbshire (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2031	167	110	1754	91	245	200	188	146	169	236	281	198
Weighted base	2031	183	102*	1747	81*	223	183	183	142	203	264	284	183
NET: Agree	1441 71%	136 74%	67 66%	1238 71%	55 68%	161 72%	121 66%	125 68%	99 70%	156 77%bFJ	172 65%	205 72%	145 79%BdFGHJ
Strongly agree	(4) 395 19%	46 25%bFj	14 14%	335 19%	14 17%	50 23%F	23 13%	35 19%	35 25%bFj	38 19%	42 16%	64 23%bFj	31 17%
Tend to agree	(3) 1046 51%	90 49%	53 52%	903 52%	41 50%	110 49%	97 53%	89 49%	64 45%	117 58%H	130 49%	141 50%	114 62%AdEGHJK
Tend to disagree	(2) 240 12%	25 14%l	16 16%l	199 11%	11 13%i	32 14%ll	32 18%GhKL	15 8%	14 10%	12 6%	35 13%l	32 11%	15 8%
Strongly disagree	(1) 62 3%	5 3%	1 1%	56 3%	4 5%El	3 1%	7 4%i	9 5%ei	6 4%	2 1%	10 4%	12 4%ei	4 2%
NET: Disagree	302 15%	30 17%l	17 17%l	255 15%	15 18%ll	34 15%l	39 21%gIL	24 13%i	20 14%i	14 7%	45 17%ll	44 15%l	19 10%
Don't know	288 14%	17 9%	17 17%	254 15%	11 14%	28 13%	23 13%	34 19%AkL	23 16%	33 16%a	46 18%Al	35 12%	19 10%
Mean	3.02	3.07F	2.94	3.02	2.92	3.07F	2.86	3.02f	3.08F	3.13BDFJ	2.94	3.04F	3.05F
Standard deviation	0.71	0.74	0.65	0.71	0.78	0.69	0.71	0.76	0.78	0.57	0.73	0.76	0.61
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.05	0.06	0.07	0.05	0.05	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 8

Q.2 Which of the following, if any, would make you more likely to take action to help tackle climate change?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2031	1019	1012	230	300	341	385	322	453	594	606	338	493	284	847
Weighted base	2031	995	1036	241	342	342	362	302	442	543	563	442	483	292	845
NET: Any	1522 75%	702 70%	821 79%A	175 73%	254 74%	255 75%	272 75%	239 79%	328 74%	433 80%JL	416 74%	331 75%	343 71%	239 82%N	621 73%
Hearing more about the solutions to climate change	825 41%	359 36%	467 45%A	92 38%	118 34%	142 41%	140 39%	141 47%cDf	193 44%D	231 43%L	227 40%	196 44%L	171 35%	118 40%	322 38%
Hearing more about the potential benefits of action on climate change	799 39%	357 36%	442 43%A	97 40%D	98 29%	122 36%d	141 39%D	142 47%DEF	199 45%DE	234 43%kL	228 40%	162 37%	175 36%	119 41%	292 35%
Hearing about how quickly solutions to climate change can be implemented	791 39%	352 35%	439 42%A	86 36%	127 37%	129 38%	138 38%	131 43%	181 41%	219 40%l	224 40%l	183 41%l	164 34%	126 43%N	290 34%
Hearing about the success of other people's efforts to tackle climate change	746 37%	343 34%	403 39%a	80 33%	121 35%	116 34%	116 32%	120 40%f	193 44%CDEF	203 37%	215 38%	153 35%	174 36%	102 35%	285 34%
Hearing more about the impact that climate change will have	666 33%	298 30%	368 36%A	80 33%D	72 21%	133 39%D	123 34%D	105 35%D	152 35%D	148 27%	194 34%l	170 38%l	154 32%	92 31%	261 31%
None of the above	509 25%	294 30%B	215 21%	66 27%	88 26%	87 25%	90 25%	62 21%	114 26%	110 20%	147 26%l	112 25%	140 29%l	54 18%	224 27%M

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Climate Change Survey

ONLINE Fieldwork: 15th-16th October 2014

Absolutes/col percents

Table 8

Q.2 Which of the following, if any, would make you more likely to take action to help tackle climate change?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humburside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)
Unweighted base	2031	167	110	1754	91	245	200	188	146	169	236	281	198
Weighted base	2031	183	102*	1747	81*	223	183	183	142	203	264	284	183
NET: Any	1522 75%	141 77%i	80 78%i	1301 75%	63 77%	176 79%fl	129 70%	139 76%i	109 77%i	136 67%	190 72%	214 75%i	146 80%Flj
Hearing more about the solutions to climate change	825 41%	76 42%	45 45%	704 40%	28 34%	93 42%	64 35%	75 41%	60 42%	79 39%	102 39%	109 38%	94 51%DeFgIJK
Hearing more about the potential benefits of action on climate change	799 39%	75 41%e	43 43%e	680 39%	35 43%e	70 31%	72 39%	72 39%	65 46%E	76 38%	101 38%	108 38%	82 45%E
Hearing about how quickly solutions to climate change can be implemented	791 39%	82 45%j	43 42%	666 38%	29 36%	87 39%	66 36%	65 35%	62 43%	81 40%	92 35%	100 35%	84 46%fgJK
Hearing about the success of other people's efforts to tackle climate change	746 37%	74 41%	31 30%	641 37%	28 34%	80 36%	70 38%	65 36%	55 39%	65 32%	100 38%	97 34%	80 44%BIK
Hearing more about the impact that climate change will have	666 33%	62 34%	33 33%	571 33%	24 29%	79 36%f	47 26%	71 39%FK	50 36%f	66 33%	83 32%	80 28%	70 38%FK
None of the above	509 25%	42 23%	22 22%	445 25%	18 23%	47 21%	54 30%eL	43 24%	33 23%	67 33%abEghkL	74 28%l	70 25%	37 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base**