



## CLIMATIC SHOCKS– GLOBAL FOOD SECURITY

Methodology: ComRes interviewed 2024 GB adults online between 6th and 8th January 2017. Data were weighted to be demographically representative of all GB adults. ComRes is a member of the British Polling Council and abides by its rules.

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## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 1

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Summary****Base: All respondents**

	Factors					
	Value for money	The carbon footprint of the food	How healthy the food is	Taste	Whether I think the food was sourced and produced ethically	Whether the food is environmentally sustainable
Unweighted base	2024	2024	2024	2024	2024	2024
Weighted base	2024	2024	2024	2024	2024	2024
NET: Important	1851 91%	675 33%	1463 72%	1916 95%	934 46%	909 45%
Very important	(5) 1224 60%	211 10%	597 29%	1402 69%	361 18%	313 15%
	(4) 627 31%	463 23%	866 43%	513 25%	573 28%	596 29%
	(3) 143 7%	689 34%	438 22%	77 4%	667 33%	672 33%
	(2) 11 1%	315 16%	74 4%	8 *	219 11%	235 12%
Not at all important	(1) 6 *	279 14%	29 1%	11 1%	163 8%	162 8%
NET: Not important	16 1%	595 29%	104 5%	19 1%	382 19%	397 20%
Don't know	14 1%	66 3%	19 1%	12 1%	41 2%	45 2%
Mean	4.52	3.01	3.96	4.63	3.38	3.33
Standard deviation	0.68	1.18	0.89	0.63	1.15	1.13
Standard error	0.02	0.03	0.02	0.01	0.03	0.03

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 2

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Value for money**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829	
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881	
NET: Important	1851 91%	887 90%	964 93%A	204 87%	316 90%	302 91%	335 93%C	273 94%C	421 93%C	489 90%	506 93%i	396 90%	459 93%i	238 90%	789 90%	
Very important	(5)	1224 60%	577 59%	647 62%	110 47%	185 53%	203 61%Cd	229 63%CD	198 68%CDe	301 66%CD	285 52%	335 61%l	260 59%i	344 70%JK	154 58%	498 57%
	(4)	627 31%	310 31%	317 31%	95 40%EFGH	132 38%eFGH	99 30%	106 29%	75 26%	120 27%	203 37%jKL	171 31%L	136 31%L	116 23%	84 32%	291 33%
	(3)	143 7%	81 8%b	62 6%	23 10%g	25 7%	24 7%	25 7%	15 5%	31 7%	51 9%jL	35 6%	35 8%L	21 4%	21 8%	73 8%
	(2)	11 1%	8 1%	3 *	3 1%FH	2 1%	4 1%fH	- -	1 1%	- -	2 *	- -	4 1%j	5 1%J	- -	10 1%
Not at all important	(1)	6 *	3 *	2 *	- -	3 1%	2 *	- -	1 *	1 *	1 *	- -	4 1%k	3 1%N	- -	
NET: Not important	16 1%	11 1%	5 1%	3 1%Fh	6 2%FH	5 2%FH	- -	1 1%	1 *	3 1%	1 *	4 1%	8 2%J	3 1%	10 1%	
Don't know	14 1%	7 1%	7 1%	4 2%fH	4 1%	1 *	1 *	2 1%	1 *	2 *	2 *	6 1%	5 1%	3 1%	9 1%	
Mean	4.52	4.48	4.56A	4.35	4.42	4.50C	4.57CD	4.62CDE	4.59CDe	4.42	4.55l	4.50	4.62lK	4.47	4.46	
Standard deviation	0.68	0.71	0.64	0.72	0.73	0.72	0.62	0.61	0.63	0.69	0.63	0.68	0.69	0.74	0.70	
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.02	

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 2

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Value for money**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Important	1851 91%	164 93%g	94 91%	1593 91%	78 92%	208 89%	150 87%	175 96%bFGJM	140 94%g	177 90%	245 92%	260 92%	160 90%
Very important	(5) 1224 60%	100 57%	61 59%	1063 61%	57 68%jk	148 63%jk	105 61%	122 67%aJK	100 67%aJK	108 55%	145 54%	167 59%	111 62%
	(4) 627 31%	63 36%eFGi	33 32%	530 30%	21 24%	60 26%	45 26%	53 29%	40 27%	69 35%efg	100 37%EFGl	93 33%	49 28%
	(3) 143 7%	9 5%	6 6%	127 7%	5 6%	21 9%h	20 11%AHil	7 4%	9 6%	16 8%h	18 7%	18 6%	15 9%h
	(2) 11 1%	1 1%	- -	9 1%	2 3%fHjKl	1 *	2 1%k	- -	- -	- -	- -	1 *	3 2%jk
	Not at all important	(1) 6 *	- -	1 1%	5 *	- -	- -	- -	- -	- -	1 1%	2 1%	2 1%
NET: Not important	16 1%	1 1%	1 1%	14 1%	2 3%fHi	1 *	2 1%	- -	- -	1 1%	2 1%	2 1%	3 2%
Don't know	14 1%	2 1%	2 2%dghm	10 1%	- -	3 1%	- -	- -	1 1%	2 1%	1 1%	3 1%	- -
Mean	4.52	4.51	4.52	4.52	4.57	4.54	4.47	4.63aGJKlm	4.62gJK	4.46	4.46	4.51	4.50
Standard deviation	0.68	0.64	0.68	0.68	0.73	0.67	0.75	0.56	0.59	0.69	0.70	0.68	0.72
Standard error	0.02	0.05	0.06	0.02	0.08	0.05	0.05	0.04	0.05	0.05	0.05	0.04	0.05

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 3

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**The carbon footprint of the food**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829	
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881	
NET: Important	675 33%	280 28%	394 38%A	77 33%	121 35%	111 34%	108 30%	88 30%	169 37%Fg	187 34%	171 31%	148 33%	169 34%	81 31%	292 33%	
Very important	(5)	211 10%	86 9%	126 12%A	19 8%	41 12%	36 11%	35 10%	33 11%	48 11%	49 9%	45 8%	54 12%j	64 13%J	23 9%	101 11%
	(4)	463 23%	194 20%	269 26%A	58 25%	80 23%	75 23%	74 20%	55 19%	121 27%FG	139 25%	126 23%	94 21%	105 21%	58 22%	191 22%
	(3)	689 34%	317 32%	372 36%	80 34%	109 31%	91 27%	124 34%e	103 35%E	182 40%DE	183 34%	197 36%	155 35%	154 31%	104 39%N	268 30%
	(2)	315 16%	188 19%B	128 12%	31 13%	65 19%H	59 18%H	60 17%h	47 16%h	53 12%	98 18%jl	77 14%	73 17%	67 14%	40 15%	151 17%
Not at all important	(1)	279 14%	172 17%B	107 10%	35 15%H	44 12%	58 17%H	57 16%H	43 15%H	42 9%	68 13%	81 15%	48 11%	82 17%iK	31 12%	137 16%
NET: Not important	595 29%	360 37%B	235 23%	67 28%H	109 31%H	117 35%H	117 32%H	90 31%H	95 21%	167 31%	157 29%	121 27%	150 30%	72 27%	289 33%	
Don't know	66 3%	29 3%	38 4%	12 5%H	12 3%	13 4%h	12 3%	10 4%	8 2%	8 1%	20 4%l	18 4%l	21 4%l	8 3%	32 4%	
Mean	3.01	2.83	3.18A	2.97	3.03	2.91	2.91	2.96	3.18CdEFG	3.00	2.96	3.08	3.00	3.01	2.96	
Standard deviation	1.18	1.20	1.14	1.17	1.20	1.26	1.19	1.20	1.08	1.15	1.16	1.16	1.27	1.11	1.24	
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.06	0.06	0.07	0.04	

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

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Table 3

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**The carbon footprint of the food**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Important	675 33%	57 32%	35 34%	583 33%	21 25%	84 36%	48 28%	75 41%aEGLjm	43 29%	63 32%	94 35%	98 35%	55 31%
Very important	(5) 211 10%	17 9%	11 10%	184 11%	8 9%	22 10%	15 9%	20 11%	19 13%	19 10%	33 12%	31 11%	16 9%
	(4) 463 23%	40 23%	24 23%	399 23%	14 16%	61 26%el	33 19%	55 30%EGlm	24 16%	44 23%	60 23%	67 24%i	39 22%
	(3) 689 34%	63 36%	36 35%	589 34%	36 43%FH	66 28%	66 38%Fh	52 29%	55 37%	71 36%	89 33%	92 33%	61 34%
	(2) 315 16%	27 15%	10 10%	278 16%	16 19%f	24 10%	28 16%f	29 16%	31 21%BF	35 18%bF	40 15%	44 16%	32 18%bF
Not at all important	(1) 279 14%	20 12%	17 17%	241 14%	10 11%	44 19%ahij	24 14%	21 12%	18 12%	23 12%	38 14%	38 13%	27 15%
NET: Not important	595 29%	47 27%	28 27%	519 30%	26 30%	67 29%	52 30%	50 27%	49 33%	57 29%	78 29%	82 29%	59 33%
Don't know	66 3%	9 5%m	4 4%	54 3%	2 2%	15 7%hJKM	6 3%	4 2%	2 2%	4 2%	7 3%	10 4%	2 1%
Mean	3.01	3.03	3.00	3.00	2.93	2.98	2.93	3.14	2.97	3.01	3.04	3.04	2.92
Standard deviation	1.18	1.14	1.23	1.19	1.09	1.27	1.14	1.18	1.18	1.14	1.22	1.19	1.18
Standard error	0.03	0.08	0.12	0.03	0.12	0.09	0.08	0.09	0.09	0.08	0.08	0.07	0.09

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 4

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**How healthy the food is**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829	
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881	
NET: Important	1463 72%	658 67%	805 77%A	162 69%	255 73%E	207 62%	259 72%E	215 74%E	365 80%CDEFG	414 76%KL	406 75%kL	305 69%	338 69%	197 74%	617 70%	
Very important	(5)	597 29%	238 24%	359 35%A	54 23%	80 23%	95 29%	107 30%cd	83 28%	178 39%CDEFG	152 28%	157 29%	136 31%	152 31%	63 24%	246 28%
	(4)	866 43%	421 43%	446 43%	108 46%E	175 50%EfH	112 34%	152 42%E	132 45%E	187 41%E	261 48%KL	249 46%KL	170 38%	187 38%	134 50%N	371 42%
	(3)	438 22%	253 26%B	186 18%	52 22%h	67 19%	99 30%cDFgH	78 22%h	67 23%H	76 17%	111 20%	105 19%	112 25%J	111 22%	49 18%	204 23%
	(2)	74 4%	44 4%b	30 3%	12 5%Gh	19 6%GH	14 4%g	14 4%g	4 1%	10 2%	13 2%	28 5%Ik	11 2%	22 5%i	14 5%	33 4%
Not at all important	(1)	29 1%	21 2%B	8 1%	3 1%	3 1%	9 3%H	8 2%H	4 1%	2 *	3 1%	4 1%	6 1%	17 3%lJk	1 *	15 2%
NET: Not important	104 5%	65 7%B	38 4%	15 6%GH	22 6%GH	23 7%GH	23 6%GH	8 3%	12 3%	16 3%	32 6%l	17 4%	39 8%IK	15 6%	48 5%	
Don't know	19 1%	10 1%	9 1%	5 2%FH	6 2%fH	3 1%	1 *	3 1%	1 *	3 1%	2 *	8 2%j	6 1%	4 2%	11 1%	
Mean	3.96	3.83	4.09A	3.86	3.90	3.82	3.93	3.99E	4.17CDEFG	4.01L	3.97	3.97	3.89	3.93	3.92	
Standard deviation	0.89	0.92	0.84	0.89	0.85	0.99	0.94	0.83	0.82	0.80	0.87	0.89	1.01	0.83	0.91	
Standard error	0.02	0.03	0.03	0.06	0.05	0.06	0.05	0.05	0.04	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 4

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**How healthy the food is**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Important	1463 72%	127 72%	68 66%	1268 73%	66 77%	171 74%	117 68%	133 73%	111 74%	138 70%	196 73%	199 70%	137 77%bg
Very important	(5) 597 29%	38 21%	33 32%a	527 30%A	24 28%	61 26%	46 27%	65 35%Afg	51 34%A	58 30%a	79 29%a	85 30%A	59 33%A
	(4) 866 43%	89 51%DBgHijL	36 35%	742 42%	42 50%bh	110 47%Bh	71 41%	69 38%	60 40%	79 40%	118 44%	114 40%	79 44%
	(3) 438 22%	39 22%	23 23%	376 22%	18 21%	45 19%	43 25%	41 23%	32 22%	48 24%	56 21%	61 22%	32 18%
	(2) 74 4%	7 4%e	8 7%DEfhljm	60 3%	- -	7 3%	12 7%Efhljm	5 3%	2 1%	6 3%	10 4%	14 5%ei	5 3%
Not at all important	(1) 29 1%	3 2%	1 1%	26 1%	1 2%	6 3%gk	1 *	2 1%	3 2%	2 1%	2 1%	5 2%	3 2%
NET: Not important	104 5%	10 5%	8 8%ei	86 5%	1 2%	13 6%	13 7%ei	7 4%	4 3%	8 4%	12 4%	19 7%	8 4%
Don't know	19 1%	1 1%	3 3%DaGH	15 1%	- -	3 1%	- -	- -	2 1%	2 1%	3 1%	4 1%	1 1%
Mean	3.96	3.87	3.92	3.97	4.02	3.93	3.87	4.03ag	4.05ag	3.96	3.99	3.93	4.05ag
Standard deviation	0.89	0.85	0.97	0.89	0.81	0.91	0.90	0.90	0.88	0.88	0.85	0.94	0.88
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.06	0.07	0.07	0.06	0.06	0.06	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 5

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Taste**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Important	1916 95%	926 94%	989 95%	211 90%	320 91%	313 94% <sub>c</sub>	342 95% <sub>C</sub>	283 97% <sub>CD</sub>	447 99% <sub>CDEF</sub>	519 95%	517 95%	412 93%	467 95%	240 91%	826 94%
Very important	(5) 1402 69%	647 66%	755 73% <sub>A</sub>	134 57%	213 61%	225 68% <sub>C</sub>	257 71% <sub>CD</sub>	214 73% <sub>CD</sub>	359 79% <sub>CDEFg</sub>	378 69%	388 71%	294 67%	341 69%	166 63%	592 67%
	(4) 513 25%	279 28% <sub>B</sub>	234 23%	77 33% <sub>FGH</sub>	107 31% <sub>fgH</sub>	88 26% <sub>H</sub>	85 24%	69 24%	88 19%	141 26%	129 24%	118 27%	126 25%	74 28%	234 27%
	(3) 77 4%	44 4%	34 3%	14 6% <sub>gH</sub>	19 5% <sub>gH</sub>	16 5% <sub>H</sub>	16 4% <sub>H</sub>	7 2%	6 1%	17 3%	23 4%	18 4%	20 4%	21 8% <sub>N</sub>	31 4%
	(2) 8 *	4 *	4 *	4 2% <sub>EGH</sub>	1 *	- -	2 1%	- -	1 *	3 *	1 *	2 *	3 1%	- -	6 1%
Not at all important	(1) 11 1%	5 *	7 1%	3 1% <sub>fgH</sub>	6 2% <sub>FGH</sub>	2 1% <sub>h</sub>	- -	- -	- -	5 1%	1 *	4 1%	2 *	1 *	9 1%
NET: Not important	19 1%	9 1%	10 1%	7 3% <sub>eFGH</sub>	7 2% <sub>GH</sub>	2 1%	2 1%	- -	1 *	7 1% <sub>j</sub>	2 *	5 1%	4 1%	1 *	15 2%
Don't know	12 1%	7 1%	5 *	3 1% <sub>H</sub>	4 1% <sub>H</sub>	1 *	1 *	2 1% <sub>h</sub>	- -	1 *	2 *	6 1% <sub>i</sub>	3 1%	3 1%	9 1%
Mean	4.63	4.59	4.67 <sub>A</sub>	4.45	4.50	4.61 <sub>Cd</sub>	4.66 <sub>CD</sub>	4.71 <sub>CDE</sub>	4.78 <sub>CDEFg</sub>	4.63	4.66	4.60	4.64	4.54	4.60
Standard deviation	0.63	0.64	0.62	0.78	0.77	0.65	0.59	0.50	0.46	0.66	0.59	0.67	0.62	0.68	0.69
Standard error	0.01	0.02	0.02	0.05	0.05	0.04	0.03	0.03	0.02	0.03	0.02	0.04	0.03	0.04	0.02

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 5

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Taste**

**Base: All respondents**

	Total	Region												
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173	
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178	
NET: Important	1916 95%	171 97%Fk	98 95%	1647 94%	80 94%	213 92%	165 96%f	173 95%	142 95%	189 96%f	248 93%	268 95%	170 95%	
Very important	(5)	1402 69%	122 70%	77 75%i	1203 69%	63 74%	158 68%	131 76%flKIM	126 69%	96 64%	143 73%i	177 66%	192 68%	118 66%
	(4)	513 25%	48 27%g	21 20%	445 25%	17 20%	55 24%	34 20%	47 26%	46 31%beG	46 23%	71 27%	77 27%g	52 29%g
	(3)	77 4%	4 2%	3 3%	70 4%	5 6%j	10 5%	6 4%	7 4%	6 4%	3 2%	15 6%J	9 3%	7 4%
	(2)	8 *	- -	- -	8 *	- -	1 *	1 *	1 1%	- -	3 1%k	- -	1 *	1 1%
Not at all important	(1)	11 1%	- -	- -	11 1%	- -	5 2%agijm	- -	1 1%	- -	3 1%	2 1%	- -	
NET: Not important	19 1%	- -	- -	19 1%	- -	6 3%Ai	1 *	2 1%	- -	3 1%	3 1%	4 1%	1 1%	
Don't know	12 1%	1 1%	2 2%Dghm	9 *	- -	3 1%	- -	- -	1 1%	1 1%	1 1%	2 1%	- -	
Mean	4.63	4.67	4.73fikm	4.62	4.68	4.57	4.71FiKm	4.62	4.61	4.69	4.58	4.62	4.61	
Standard deviation	0.63	0.52	0.52	0.65	0.59	0.79	0.55	0.65	0.57	0.58	0.70	0.66	0.60	
Standard error	0.01	0.04	0.05	0.02	0.07	0.05	0.04	0.05	0.05	0.04	0.05	0.04	0.05	

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 6

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Whether I think the food was sourced and produced ethically**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829	
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881	
NET: Important	934 46%	400 41%	534 51%A	98 42%	172 49%e	135 41%	157 43%	134 46%	238 53%CEfg	271 50%K	255 47%	188 43%	220 45%	127 48%	400 45%	
Very important	(5)	361 18%	148 15%	214 21%A	27 11%	67 19%C	61 18%C	67 19%C	52 18%C	87 19%C	90 17%	92 17%	81 18%	98 20%	44 17%	164 19%
	(4)	573 28%	252 26%	321 31%A	71 30%E	104 30%e	74 22%	89 25%	82 28%	152 33%EF	181 33%KL	163 30%kl	108 24%	122 25%	83 31%	236 27%
	(3)	667 33%	328 33%	339 33%	86 36%d	102 29%	117 35%	118 33%	93 32%	151 33%	171 31%	173 32%	162 37%	160 32%	75 29%	279 32%
	(2)	219 11%	133 13%B	86 8%	28 12%	46 13%h	35 11%	42 12%	28 9%	40 9%	70 13%L	60 11%	46 11%	43 9%	32 12%	104 12%
Not at all important	(1)	163 8%	107 11%B	56 5%	15 6%	21 6%	43 13%CDH	37 10%dH	29 10%dH	20 4%	28 5%	48 9%l	33 8%	54 11%l	24 9%	81 9%
NET: Not important	382 19%	240 24%B	143 14%	43 18%h	67 19%H	78 23%H	79 22%H	56 19%H	60 13%	97 18%	108 20%	80 18%	97 20%	55 21%	184 21%	
Don't know	41 2%	18 2%	23 2%	8 3%EH	10 3%eH	3 1%	7 2%	8 3%eH	4 1%	5 1%	8 2%	11 2%i	17 3%lj	6 2%	18 2%	
Mean	3.38	3.21	3.54A	3.30	3.45E	3.23	3.31	3.36	3.54CEFG	3.44	3.35	3.36	3.35	3.36	3.35	
Standard deviation	1.15	1.19	1.08	1.05	1.13	1.24	1.21	1.18	1.04	1.07	1.16	1.14	1.23	1.17	1.19	
Standard error	0.03	0.04	0.03	0.07	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.04	

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 6

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Whether I think the food was sourced and produced ethically**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Important	934 46%	78 44%	51 50%	806 46%	41 49%	106 45%	73 43%	93 51%	65 43%	87 44%	132 49%	130 46%	79 44%
Very important	(5) 361 18%	30 17%	21 20%	310 18%	12 14%	42 18%	28 16%	34 19%	26 18%	29 15%	53 20%	54 19%	30 17%
	(4) 573 28%	47 27%	30 29%	496 28%	29 34%	63 27%	45 26%	59 32%	38 26%	57 29%	79 29%	76 27%	49 28%
	(3) 667 33%	64 37%	31 30%	572 33%	27 32%	76 32%	59 34%	59 32%	53 35%	68 35%	84 32%	82 29%	63 35%
	(2) 219 11%	20 11%	8 8%	191 11%	5 5%	18 8%	20 11%	18 10%	18 12%	26 13%ef	30 11%	41 15%EFm	16 9%
Not at all important	(1) 163 8%	9 5%	11 10%	144 8%	8 10%	26 11%Ahjk	19 11%Ahjk	10 6%	11 7%	11 6%	16 6%	21 7%	20 11%Ahjk
NET: Not important	382 19%	29 16%	19 18%	334 19%	13 15%	43 19%	38 22%	28 16%	29 20%	37 19%	46 17%	62 22%	36 20%
Don't know	41 2%	5 3%gM	3 3%M	33 2%	3 4%gM	8 3%gM	1 *	1 1%	2 2%	3 2%m	5 2%	9 3%gM	- -
Mean	3.38	3.41	3.43	3.37	3.39	3.35	3.26	3.49g	3.34	3.35	3.47g	3.37	3.30
Standard deviation	1.15	1.08	1.22	1.15	1.13	1.21	1.19	1.09	1.14	1.08	1.12	1.18	1.19
Standard error	0.03	0.08	0.12	0.03	0.13	0.08	0.08	0.08	0.09	0.08	0.08	0.07	0.09

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 7

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Whether the food is environmentally sustainable**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829	
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881	
NET: Important	909 45%	408 41%	501 48%A	89 38%	156 44%	146 44%	148 41%	130 45%	240 53% <b>CDEFG</b>	253 47%	245 45%	185 42%	226 46%	111 42%	383 44%	
Very important	(5)	313 15%	135 14%	179 17%A	22 9%	49 14%	58 18% <b>C</b>	58 16% <b>C</b>	44 15% <b>c</b>	82 18% <b>C</b>	83 15%	74 14%	76 17%	80 16%	31 12%	151 17% <b>m</b>
	(4)	596 29%	273 28%	323 31%	67 28%	107 31%	88 26%	90 25%	86 29%	158 35% <b>cEF</b>	170 31% <b>K</b>	170 31% <b>K</b>	109 25%	146 30%	80 30%	232 26%
	(3)	672 33%	324 33%	348 34%	72 31%	108 31%	112 34%	131 36%	96 33%	153 34%	189 35% <b>I</b>	182 33%	157 36% <b>I</b>	144 29%	95 36%	280 32%
	(2)	235 12%	143 14% <b>B</b>	92 9%	45 19% <b>EF</b>	49 14% <b>eH</b>	30 9%	47 13% <b>H</b>	31 10%	34 7%	65 12%	58 11%	60 14%	52 11%	30 11%	113 13%
Not at all important	(1)	162 8%	94 10% <b>B</b>	68 7%	17 7%	27 8%	41 12% <b>cdH</b>	31 8% <b>H</b>	25 9% <b>H</b>	21 5%	31 6%	48 9% <b>i</b>	28 6%	56 11% <b>IK</b>	24 9%	83 9%
NET: Not important	397 20%	237 24% <b>B</b>	161 15%	62 26% <b>gH</b>	76 22% <b>H</b>	71 21% <b>H</b>	78 22% <b>H</b>	56 19% <b>H</b>	55 12%	96 18%	106 20%	87 20%	108 22% <b>i</b>	54 20%	197 22%	
Don't know	45 2%	18 2%	28 3%	12 5% <b>EFH</b>	11 3% <b>f</b>	3 1%	4 1%	10 3% <b>eFh</b>	6 1%	7 1%	11 2%	12 3%	16 3% <b>I</b>	5 2%	21 2%	
Mean	3.33	3.22	3.45 <b>A</b>	3.14	3.30	3.28	3.27	3.33 <b>c</b>	3.55 <b>CDEFG</b>	3.39	3.31	3.34	3.30	3.25	3.30	
Standard deviation	1.13	1.15	1.09	1.09	1.12	1.22	1.14	1.14	1.02	1.07	1.12	1.12	1.21	1.10	1.19	
Standard error	0.03	0.04	0.03	0.07	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.07	0.04	

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 7

**Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food?**

**Whether the food is environmentally sustainable**

**Base: All respondents**

	Total	Region												
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173	
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178	
NET: Important	909 45%	82 47%	45 44%	782 45%	32 37%	105 45%	73 42%	91 50%e	60 40%	87 44%	121 45%	134 47%	79 45%	
Very important	(5)	313 15%	26 15%	14 14%	273 16%	6 7%	43 19%E	27 16%e	29 16%e	28 19%E	25 13%	48 18%E	37 13%	29 17%e
	(4)	596 29%	56 32%l	31 30%	508 29%	26 30%	61 26%	46 26%	61 34%l	32 21%	62 32%l	73 27%	97 34%fgl	50 28%
	(3)	672 33%	65 37%h	33 32%	574 33%	35 41%HI	72 31%	59 34%	50 28%	55 37%h	68 35%	94 35%	86 30%	54 30%
	(2)	235 12%	18 10%	11 11%	206 12%	12 14%	24 10%	19 11%	23 13%	20 13%	26 13%	23 9%	36 13%	24 13%
	(1)	162 8%	9 5%	11 10%a	143 8%	4 5%	26 11%Ajl	17 10%a	12 7%	12 8%	11 6%	23 9%	19 7%	17 10%a
NET: Not important	397 20%	27 15%	22 21%	349 20%	16 19%	50 22%	36 21%	35 19%	32 21%	38 19%	46 17%	55 19%	41 23%a	
Don't know	45 2%	2 1%	3 3%	41 2%	2 2%	5 2%	4 3%	6 3%	2 2%	3 2%	6 2%	8 3%	3 2%	
Mean	3.33	3.42	3.27	3.33	3.21	3.32	3.28	3.41	3.30	3.33	3.38	3.36	3.29	
Standard deviation	1.13	1.02	1.16	1.13	0.95	1.23	1.17	1.12	1.17	1.05	1.15	1.09	1.19	
Standard error	0.03	0.07	0.11	0.03	0.11	0.08	0.08	0.09	0.09	0.07	0.08	0.07	0.09	

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 8  
Q.2 Thinking about each of the following dietary choices, would you say that you...?

#### Summary

Base: All respondents

	Dietary Choices							
	Vegan diet (not eating meat, fish, eggs or dairy)	Vegetarian diet (not eating meat)	Pescatarian diet (not eating meat, apart from fish)	Only eating meat once or twice a week	Not eating meat for one day each week (e.g. meat-free Mondays)	Buying environmentally sustainable food when available	Buying food with a low carbon footprint when available	Buying seasonal food when available
Unweighted base	2024	2024	2024	2024	2024	2024	2024	2024
Weighted base	2024	2024	2024	2024	2024	2024	2024	2024
Currently do this	31 2%	67 3%	36 2%	185 9%	249 12%	151 7%	97 5%	465 23%
Try to do this as best as you can	45 2%	99 5%	48 2%	234 12%	236 12%	463 23%	377 19%	625 31%
Would definitely consider doing this in future	59 3%	113 6%	119 6%	260 13%	312 15%	341 17%	344 17%	367 18%
Might consider doing this in the future	129 6%	334 16%	263 13%	515 25%	466 23%	535 26%	544 27%	295 15%
Probably wouldn't consider doing this in the future	383 19%	435 21%	398 20%	297 15%	200 10%	171 8%	234 12%	90 4%
Would never consider doing this	1189 59%	795 39%	944 47%	343 17%	296 15%	135 7%	145 7%	64 3%
Not applicable	162 8%	154 8%	185 9%	139 7%	187 9%	56 3%	69 3%	43 2%
Don't know	25 1%	28 1%	31 2%	51 3%	78 4%	173 9%	214 11%	75 4%

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 9  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Vegan diet (not eating meat, fish, eggs or dairy)**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	31 2%	14 1%	17 2%	11 4%EFGH	9 2%Gh	3 1%	6 2%G	-	3 1%	8 2%	7 1%	12 3%l	4 1%	1 1%	19 2%
Try to do this as best as you can	45 2%	16 2%	29 3%	9 4%GH	10 3%	11 3%gH	7 2%	3 1%	5 1%	9 2%	21 4%IL	10 2%	6 1%	8 3%	22 2%
Would definitely consider doing this in future	59 3%	27 3%	33 3%	11 5%FGH	22 6%FGH	15 5%FGH	6 2%	2 1%	3 1%	19 3%	12 2%	13 3%	16 3%	12 5%	28 3%
Might consider doing this in the future	129 6%	65 7%	64 6%	35 15%EFGH	37 11%FGH	22 7%GH	21 6%GH	6 2%	8 2%	45 8%	32 6%	23 5%	29 6%	18 7%	74 8%
Probably wouldn't consider doing this in the future	383 19%	163 17%	220 21%A	52 22%H	66 19%	77 23%H	66 18%	53 18%	70 15%	105 19%L	107 20%L	101 23%L	69 14%	63 24%	173 20%
Would never consider doing this	1189 59%	612 62%B	577 56%	104 44%	170 49%	167 50%	221 61%CDE	200 69%CDEF	327 72%CDEF	319 59%	325 60%	240 54%	304 62%K	142 54%	480 54%
Not applicable	162 8%	81 8%	82 8%	6 2%	35 10%C	34 10%C	33 9%C	23 8%C	31 7%C	30 5%	38 7%	37 8%	58 12%IJ	17 6%	77 9%
Don't know	25 1%	7 1%	18 2%a	6 3%deF	2 1%	3 1%	1 *	5 2%f	7 2%f	9 2%	4 1%	5 1%	7 1%	4 1%	8 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 9

**Q.2 Thinking about each of the following dietary choices, would you say that you...?**

**Vegan diet (not eating meat, fish, eggs or dairy)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	31 2%	1 *	-	30 2%	1 1%	1 1%	4 2%j	5 3%j	5 3%abfJ	1 *	6 2%	3 1%	4 2%j
Try to do this as best as you can	45 2%	4 2%M	1 1%	40 2%	2 2%m	6 3%M	2 1%	1 *	3 2%m	4 2%m	16 6%bGHijM	8 3%M	-
Would definitely consider doing this in future	59 3%	3 2%	5 5%	52 3%	3 4%	5 2%	4 2%	6 3%	2 1%	7 4%	12 4%	8 3%	6 3%
Might consider doing this in the future	129 6%	11 6%	8 8%	110 6%	7 8%	14 6%	10 6%	10 6%	6 4%	8 4%	31 12%afghJLM	16 6%	9 5%
Probably wouldn't consider doing this in the future	383 19%	37 21%	16 15%	330 19%	18 21%	39 17%	26 15%	39 21%	25 17%	38 20%	59 22%g	53 19%	33 19%
Would never consider doing this	1189 59%	104 59%K	63 61%K	1022 59%	48 56%	144 62%K	115 67%hiK	103 57%K	86 58%K	123 63%K	121 45%	170 60%K	112 63%K
Not applicable	162 8%	14 8%	11 10%	138 8%	6 7%	19 8%	10 6%	16 9%	19 12%GJm	12 6%	22 8%	23 8%	11 6%
Don't know	25 1%	2 1%	-	23 1%	-	5 2%	2 1%	3 1%	4 3%k	3 1%	1 *	3 1%	3 2%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 10  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Vegetarian diet (not eating meat)**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	67 3%	24 2%	43 4%A	12 5%H	12 3%h	13 4%H	15 4%H	10 3%h	6 1%	25 5%L	19 4%	13 3%	10 2%	12 5%	24 3%
Try to do this as best as you can	99 5%	30 3%	69 7%A	13 6%	28 8%FGH	19 6%	11 3%	11 4%	17 4%	28 5%	30 5%	20 5%	21 4%	12 5%	56 6%
Would definitely consider doing this in future	113 6%	42 4%	71 7%A	25 11%EFGH	29 8%FGH	19 6%g	16 5%	8 3%	15 3%	38 7%J	22 4%	29 7%	23 5%	19 7%	51 6%
Might consider doing this in the future	334 16%	146 15%	188 18%a	47 20%gH	61 17%	64 19%gH	64 18%h	40 14%	58 13%	96 18%	86 16%	83 19%l	68 14%	49 19%	157 18%
Probably wouldn't consider doing this in the future	435 21%	199 20%	236 23%	58 25%e	74 21%	58 18%	77 21%	63 22%	104 23%e	132 24%L	126 23%l	87 20%	89 18%	62 23%	176 20%
Would never consider doing this	795 39%	464 47%B	331 32%	66 28%	115 33%	121 36%C	140 39%C	133 46%CDEF	220 49%CDEF	192 35%	210 39%	167 38%	225 46%IJK	89 34%	331 38%
Not applicable	154 8%	73 7%	81 8%	8 4%	29 8%C	35 11%CgH	33 9%C	19 7%	29 6%	24 4%	41 7%l	38 9%l	51 10%l	13 5%	76 9% <i>m</i>
Don't know	28 1%	8 1%	20 2%A	5 2%	3 1%	3 1%	5 2%	9 3%deH	3 1%	9 2%	10 2%	4 1%	7 1%	8 3%N	9 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 10  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Vegetarian diet (not eating meat)**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	67 3%	8 4%	2 2%	58 3%	4 5%	8 3%	3 2%	7 4%	9 6%glm	6 3%	11 4%	7 2%	4 2%
Try to do this as best as you can	99 5%	6 4%	7 7%gj	85 5%	6 7%	9 4%	4 3%	10 6%	4 3%	5 3%	18 7%gj	15 5%	13 7%Gij
Would definitely consider doing this in future	113 6%	8 4%	3 3%	102 6%	5 6%	5 2%	6 4%	10 6%f	7 5%	13 7%F	32 12%ABFGHjLm	14 5%	11 6%F
Might consider doing this in the future	334 16%	24 14%	18 18%	291 17%	12 14%	32 14%	32 19%i	34 19%i	17 11%	34 17%	58 22%aFII	43 15%	28 16%
Probably wouldn't consider doing this in the future	435 21%	45 26%gK	26 25%k	364 21%	17 20%	62 27%ghK	32 18%	35 19%	31 21%	47 24%k	43 16%	59 21%	39 22%
Would never consider doing this	795 39%	67 38%	37 36%	690 40%	33 39%	96 41%K	80 47%bK	72 39%k	61 41%k	78 40%k	81 31%	120 42%K	70 39%k
Not applicable	154 8%	15 8%	10 9%	129 7%	7 8%	17 7%	11 7%	13 7%	19 13%fgJM	12 6%	20 7%	21 8%	9 5%
Don't know	28 1%	2 1%	1 1%	26 1%	1 1%	4 2%	3 2%	1 *	2 2%	2 1%	4 1%	6 2%	3 2%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 11  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Pescatarian diet (not eating meat, apart from fish)**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	36 2%	11 1%	25 2%A	3 1%	7 2%	9 3%	3 1%	5 2%	8 2%	8 2%	14 3%K	2 *	11 2%K	6 2%	19 2%
Try to do this as best as you can	48 2%	17 2%	31 3%a	6 3%	21 6%cEFGH	3 1%	4 1%	6 2%	8 2%	17 3%	15 3%	8 2%	9 2%	11 4%	26 3%
Would definitely consider doing this in future	119 6%	50 5%	69 7%	27 11%FGH	32 9%fGH	28 8%GH	19 5%GH	6 2%	8 2%	36 7%	30 5%	29 7%	24 5%	13 5%	70 8%
Might consider doing this in the future	263 13%	122 12%	141 14%	42 18%efGH	52 15%	41 12%	45 12%	30 10%	53 12%	87 16%L	68 13%l	63 14%L	44 9%	39 15%	120 14%
Probably wouldn't consider doing this in the future	398 20%	176 18%	221 21%a	51 22%	71 20%	56 17%	76 21%	62 21%	82 18%	114 21%L	110 20%l	94 21%l	79 16%	51 19%	174 20%
Would never consider doing this	944 47%	509 52%B	434 42%	85 36%	131 37%	151 46%Cd	175 48%CD	153 53%CD	249 55%CDEf	242 44%	248 46%	198 45%	255 52%ljk	125 47%	377 43%
Not applicable	185 9%	87 9%	98 9%	16 7%	34 10%	38 11%c	36 10%	25 9%	37 8%	32 6%	49 9%i	44 10%l	60 12%l	17 7%	83 9%
Don't know	31 2%	12 1%	19 2%	6 3%	3 1%	6 2%	3 1%	4 1%	9 2%	6 1%	10 2%	2 1%	13 3%K	2 1%	12 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 11  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Pescatarian diet (not eating meat, apart from fish)**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	36 2%	2 1%	2 2%	33 2%	1 1%	3 1%	4 2%	3 2%	2 1%	4 2%	6 2%	3 1%	7 4% <sup>af</sup>
Try to do this as best as you can	48 2%	5 3%	2 2%	41 2%	3 4%	6 3%	4 2%	3 2%	1 1%	2 1%	13 5% <sup>iJL</sup>	4 1%	5 3%
Would definitely consider doing this in future	119 6%	5 3%	4 4%	110 6% <sup>A</sup>	9 11% <sup>AbFGHI</sup>	8 3%	7 4%	7 4%	6 4%	13 6% <sup>a</sup>	30 11% <sup>ABFGHIM</sup>	22 8% <sup>Af</sup>	9 5%
Might consider doing this in the future	263 13%	24 14%	15 14%	224 13%	9 10%	30 13%	20 12%	24 13%	20 14%	21 11%	48 18% <sup>Jlm</sup>	33 12%	19 11%
Probably wouldn't consider doing this in the future	398 20%	39 22% <sup>g</sup>	24 23% <sup>g</sup>	335 19%	15 18%	43 19%	25 15%	40 22% <sup>g</sup>	27 18%	47 24% <sup>G</sup>	46 17%	55 20%	35 20%
Would never consider doing this	944 47%	79 45% <sup>K</sup>	45 43%	820 47%	41 48% <sup>k</sup>	120 52% <sup>K</sup>	96 56% <sup>ABIK</sup>	86 48% <sup>K</sup>	68 45% <sup>K</sup>	93 47% <sup>K</sup>	92 35%	138 49% <sup>K</sup>	87 49% <sup>K</sup>
Not applicable	185 9%	21 12%	11 10%	153 9%	7 8%	18 8%	13 8%	16 9%	20 13% <sup>fjm</sup>	14 7%	28 10%	24 9%	13 7%
Don't know	31 2%	1 1%	1 1%	29 2%	1 1%	4 2%	3 2%	3 1%	5 4% <sup>a</sup>	3 2%	4 1%	4 1%	2 1%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 12  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Only eating meat once or twice a week**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	185 9%	81 8%	104 10%	25 11% <sup>d</sup>	22 6%	27 8%	30 8%	29 10%	51 11% <sup>D</sup>	64 12% <sup>kL</sup>	56 10% <sup>L</sup>	33 8%	31 6%	21 8%	77 9%
Try to do this as best as you can	234 12%	88 9%	146 14% <sup>A</sup>	25 11%	37 11%	42 13%	44 12%	32 11%	54 12%	62 11%	61 11%	45 10%	66 13%	33 12%	91 10%
Would definitely consider doing this in future	260 13%	102 10%	158 15% <sup>A</sup>	43 18% <sup>FGH</sup>	69 20% <sup>eFGH</sup>	46 14% <sup>G</sup>	35 10%	22 7%	45 10%	71 13%	70 13%	69 16% <sup>L</sup>	50 10%	45 17%	125 14%
Might consider doing this in the future	515 25%	259 26%	256 25%	48 20%	93 26%	69 21%	102 28% <sup>CE</sup>	87 30% <sup>CE</sup>	116 25%	143 26%	144 26%	108 24%	121 24%	65 25%	214 24%
Probably wouldn't consider doing this in the future	297 15%	161 16% <sup>b</sup>	136 13%	40 17% <sup>e</sup>	45 13%	37 11%	50 14%	44 15%	81 18% <sup>dE</sup>	92 17% <sup>jI</sup>	71 13%	71 16%	64 13%	42 16%	124 14%
Would never consider doing this	343 17%	212 21% <sup>B</sup>	131 13%	30 13%	51 14%	67 20% <sup>Cd</sup>	63 17%	57 20% <sup>C</sup>	74 16%	77 14%	83 15%	78 18%	105 21% <sup>IJ</sup>	39 15%	157 18%
Not applicable	139 7%	64 6%	75 7%	17 7%	25 7%	32 10% <sup>GH</sup>	28 8%	13 5%	23 5%	27 5%	45 8% <sup>I</sup>	24 5%	42 9% <sup>I</sup>	15 6%	69 8%
Don't know	51 3%	18 2%	33 3% <sup>a</sup>	8 3%	9 3%	11 3%	7 2%	6 2%	10 2%	9 2%	15 3%	12 3%	15 3%	6 2%	23 3%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 12  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Only eating meat once or twice a week**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	185 9%	19 11%F	7 7%	159 9%	6 7%	12 5%	14 8%	18 10%f	14 9%	19 10%f	28 11%f	22 8%	25 14%bFgL
Try to do this as best as you can	234 12%	28 16%DfGk	14 14%g	191 11%	14 17%G	23 10%	12 7%	24 13%g	19 12%g	23 12%	26 10%	31 11%	20 11%
Would definitely consider doing this in future	260 13%	22 12%	7 7%	231 13%b	5 6%	34 15%beJ	18 11%	28 16%BEJ	19 12%	16 8%	52 19%aBEGIJM	40 14%bej	19 10%
Might consider doing this in the future	515 25%	48 27%	27 26%	440 25%	22 26%	57 25%	47 28%	44 24%	33 22%	56 29%	69 26%	64 23%	47 26%
Probably wouldn't consider doing this in the future	297 15%	22 13%	21 20%hk	254 15%	16 19%	31 13%	27 16%	22 12%	23 15%	31 16%	34 13%	46 16%	24 13%
Would never consider doing this	343 17%	21 12%	20 20%ak	302 17%a	15 18%	51 22%AK	36 21%AK	29 16%	25 17%	30 16%	33 12%	54 19%ak	28 16%
Not applicable	139 7%	11 6%	7 6%	121 7%	4 4%	15 6%	12 7%	11 6%	12 8%	16 8%	21 8%	19 7%	12 6%
Don't know	51 3%	5 3%b	-	46 3%	3 3%b	9 4%B	5 3%b	4 2%	5 3%b	5 3%	4 2%	7 3%	4 2%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 13  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Not eating meat for one day each week (e.g. meat-free Mondays)**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	249 12%	100 10%	149 14%A	14 6%	30 8%	39 12%C	48 13%Cd	40 14%CD	78 17%CDE	66 12%	73 13%	51 12%	59 12%	18 7%	101 11%m
Try to do this as best as you can	236 12%	90 9%	146 14%A	31 13%	41 12%	41 12%	40 11%	35 12%	47 10%	67 12%	71 13%	47 11%	52 11%	37 14%	95 11%
Would definitely consider doing this in future	312 15%	142 14%	169 16%	54 23%EFGH	66 19%eF	44 13%	43 12%	41 14%	64 14%	93 17%L	74 14%	85 19%JL	59 12%	44 17%	138 16%
Might consider doing this in the future	466 23%	242 25%	224 22%	45 19%	81 23%	78 24%	92 26%c	71 24%	97 21%	131 24%	127 23%	94 21%	113 23%	66 25%	207 24%
Probably wouldn't consider doing this in the future	200 10%	110 11%b	90 9%	26 11%e	49 14%EFG	22 7%	34 10%	20 7%	48 11%eg	58 11%J	36 7%	56 13%J	49 10%j	27 10%	94 11%
Would never consider doing this	296 15%	185 19%B	111 11%	33 14%	38 11%	59 18%D	56 16%d	48 17%d	61 14%	73 13%	70 13%	65 15%	88 18%iJ	42 16%	134 15%
Not applicable	187 9%	85 9%	102 10%	21 9%	32 9%	36 11%G	38 10%g	18 6%	42 9%	40 7%	65 12%IK	31 7%	50 10%	19 7%	82 9%
Don't know	78 4%	32 3%	47 4%	9 4%	14 4%	12 4%	9 3%	18 6%Fh	15 3%	15 3%	28 5%ik	12 3%	23 5%	10 4%	30 3%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 13  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Not eating meat for one day each week (e.g. meat-free Mondays)**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	249 12%	17 10%	15 14%	217 12%	11 13%	20 8%	15 9%	25 14%	20 14%	42 21%AFGhiKIM	26 10%	41 14%fg	19 11%
Try to do this as best as you can	236 12%	20 12%	14 13%	202 12%	11 13%	20 9%	18 11%	23 13%	21 14%j	15 8%	37 14%j	37 13%j	19 11%
Would definitely consider doing this in future	312 15%	29 16%	15 14%	268 15%	11 13%	46 20%gj	22 13%	27 15%	22 15%	26 13%	47 17%	43 15%	24 14%
Might consider doing this in the future	466 23%	50 28%dl	28 27%l	388 22%	19 23%	50 21%	49 28%lL	40 22%	24 16%	46 23%i	60 23%	55 20%	46 26%l
Probably wouldn't consider doing this in the future	200 10%	17 10%	7 6%	176 10%	9 11%	29 13%b	21 12%	16 9%	13 9%	20 10%	22 8%	25 9%	21 12%
Would never consider doing this	296 15%	17 10%	11 11%	268 15%a	10 12%	45 19%AbK	25 15%	32 17%aK	26 17%ak	26 13%	27 10%	50 18%AK	28 16%
Not applicable	187 9%	18 10%f	12 12%F	157 9%	10 11%f	12 5%	7 7%	16 9%	18 12%F	19 10%f	29 11%F	25 9%	16 9%
Don't know	78 4%	8 4%	2 2%	69 4%	4 5%	11 5%j	9 5%J	4 2%	5 4%	3 1%	19 7%bhJLm	8 3%	5 3%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 14  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Buying environmentally sustainable food when available**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	151 7%	60 6%	91 9%A	17 7%	25 7%	22 7%	22 6%	18 6%	46 10%eFg	49 9%I	47 9%I	26 6%	29 6%	23 9%	63 7%
Try to do this as best as you can	463 23%	170 17%	293 28%A	63 27%g	77 22%	70 21%	80 22%	58 20%	116 26%g	147 27%kL	128 24%I	93 21%	95 19%	57 21%	205 23%
Would definitely consider doing this in future	341 17%	172 17%	169 16%	54 23%DFGH	53 15%	63 19%	57 16%	43 15%	71 16%	102 19%I	104 19%kL	64 15%	70 14%	45 17%	145 16%
Might consider doing this in the future	535 26%	276 28%	259 25%	45 19%	102 29%C	91 27%C	106 29%C	78 27%c	113 25%	134 25%	133 24%	138 31%IJ	130 26%	89 34%N	223 25%
Probably wouldn't consider doing this in the future	171 8%	94 10%	77 7%	22 9%	25 7%	20 6%	28 8%	33 11%E	43 10%e	50 9%	45 8%	39 9%	37 8%	17 6%	77 9%
Would never consider doing this	135 7%	92 9%B	44 4%	17 7%	18 5%	35 10%DfH	24 7%	22 7%	21 5%	32 6%J	16 3%	32 7%J	55 11%IJK	12 4%	65 7%
Not applicable	56 3%	35 4%B	21 2%	4 2%	16 5%cGh	10 3%g	14 4%G	2 1%	9 2%	7 1%	16 3%i	17 4%I	15 3%i	2 1%	31 4%M
Don't know	173 9%	87 9%	86 8%	14 6%	35 10%	21 6%	30 8%	39 13%CEFH	35 8%	23 4%	55 10%I	32 7%i	63 13%IK	20 8%	70 8%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 14  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Buying environmentally sustainable food when available**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	151 7%	13 7%	4 4%	134 8%	2 2%	19 8%e	9 5%	21 11%bEGI	16 11%bEg	15 8%e	23 9%e	18 6%	11 6%
Try to do this as best as you can	463 23%	42 24%	18 17%	403 23%	19 22%	51 22%	40 23%	32 18%	38 25%	47 24%	56 21%	80 28%BHk	41 23%
Would definitely consider doing this in future	341 17%	23 13%	18 17%	300 17%	11 13%	33 14%	33 19%i	36 20%i	18 12%	38 19%i	60 22%AFII	44 15%	28 16%
Might consider doing this in the future	535 26%	63 36%DfGHIJL	33 32%gh	439 25%	24 28%	61 26%	39 23%	39 22%	37 25%	48 25%	75 28%	67 24%	49 27%
Probably wouldn't consider doing this in the future	171 8%	13 7%	9 9%	149 9%	9 10%	16 7%	15 9%	19 10%	10 7%	23 12%K	15 6%	22 8%	19 11%k
Would never consider doing this	135 7%	6 3%	11 10%AgJk	119 7%a	8 10%AJ	26 11%AGJK	8 4%	13 7%	10 7%	7 3%	14 5%	19 7%	14 8%aj
Not applicable	56 3%	6 3%	3 3%	47 3%	2 2%	3 1%	6 3%	8 4%m	4 3%	5 3%	7 2%	10 4%	2 1%
Don't know	173 9%	11 6%	8 8%	153 9%	10 12%	23 10%	22 13%Ajk	14 8%	16 11%	13 7%	18 7%	23 8%	14 8%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 15  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Buying food with a low carbon footprint when available**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	97 5%	39 4%	58 6%	14 6%	13 4%	15 4%	16 4%	14 5%	25 6%	30 6%	26 5%	16 4%	25 5%	16 6%	36 4%
Try to do this as best as you can	377 19%	138 14%	240 23%A	48 20%	72 20%	54 16%	68 19%	44 15%	92 20%g	116 21%L	105 19%	80 18%	76 15%	45 17%	173 20%
Would definitely consider doing this in future	344 17%	170 17%	173 17%	60 26%DFGH	56 16%	66 20%GH	57 16%	39 13%	65 14%	104 19%L	104 19%L	66 15%	69 14%	54 20%	154 17%
Might consider doing this in the future	544 27%	268 27%	276 27%	47 20%	101 29%C	84 25%	100 28%C	82 28%C	130 29%C	151 28%	144 26%	125 28%	123 25%	81 30%	223 25%
Probably wouldn't consider doing this in the future	234 12%	130 13%B	104 10%	29 12%	32 9%	36 11%	41 11%	38 13%	58 13%	66 12%	60 11%	59 13%	49 10%	31 12%	105 12%
Would never consider doing this	145 7%	103 10%B	43 4%	14 6%	17 5%	38 12%CDfH	27 8%	24 8%	24 5%	34 6%	24 4%	34 8%j	54 11%IJ	14 5%	72 8%
Not applicable	69 3%	41 4%b	28 3%	5 2%	17 5%G	12 4%	18 5%Gh	5 2%	12 3%	12 2%	19 3%	18 4%	20 4%i	4 2%	38 4%m
Don't know	214 11%	97 10%	117 11%	17 7%	42 12%c	27 8%	34 9%	46 16%CEFH	48 11%	31 6%	63 12%I	43 10%I	77 16%IJK	20 8%	80 9%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 15  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Buying food with a low carbon footprint when available**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	97 5%	11 6%e	4 4%	82 5%	1 1%	13 6%	5 3%	16 9%EGjk	8 5%	7 4%	11 4%	14 5%	7 4%
Try to do this as best as you can	377 19%	37 21%f	16 16%	324 19%	16 19%	33 14%	32 19%	32 18%	31 21%	36 18%	54 20%	59 21%f	30 17%
Would definitely consider doing this in future	344 17%	19 11%	17 16%	308 18%A	8 9%	43 18%Ae	33 19%Ae	31 17%a	19 13%	43 22%AEIm	60 22%AEIM	48 17%a	25 14%
Might consider doing this in the future	544 27%	61 35%DfHKL	32 31%	450 26%	21 24%	61 26%	47 27%	42 23%	40 27%	56 29%	66 25%	65 23%	52 29%
Probably wouldn't consider doing this in the future	234 12%	19 11%	11 10%	204 12%	18 22%ABFGHijkl	28 12%	14 8%	23 13%	15 10%	24 12%	25 9%	34 12%	23 13%
Would never consider doing this	145 7%	9 5%	9 9%k	127 7%	7 8%	26 11%AgjK	10 6%	13 7%	13 9%k	11 5%	11 4%	20 7%	17 10%K
Not applicable	69 3%	6 4%f	5 5%Fm	57 3%	3 4%	2 1%	8 5%Fm	8 4%fm	9 6%FM	6 3%	8 3%	12 4%fm	2 1%
Don't know	214 11%	14 8%	9 9%	191 11%	11 13%	26 11%	23 13%aj	18 10%	15 10%	14 7%	32 12%	31 11%	21 12%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 16  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Buying seasonal food when available**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Currently do this	465 23%	197 20%	268 26%A	27 12%	51 14%	57 17% <i>c</i>	71 20% <i>C</i>	97 33% <i>CDEF</i>	163 36% <i>CDEF</i>	142 26% <i>j</i>	116 21%	97 22%	109 22%	68 26% <i>N</i>	149 17%
Try to do this as best as you can	625 31%	252 26%	373 36%A	67 28%	94 27%	100 30%	128 36% <i>cD</i>	91 31%	146 32%	175 32%	180 33%	125 28%	146 29%	75 28%	270 31%
Would definitely consider doing this in future	367 18%	226 23%B	142 14%	53 22% <i>GH</i>	70 20%	71 22% <i>GH</i>	63 17%	43 15%	68 15%	111 20% <i>l</i>	104 19%	76 17%	77 16%	47 18%	176 20%
Might consider doing this in the future	295 15%	169 17%B	126 12%	48 21% <i>EGH</i>	67 19% <i>eGH</i>	45 14% <i>h</i>	61 17% <i>GH</i>	31 10%	42 9%	74 14%	69 13%	77 18% <i>j</i>	75 15%	40 15%	148 17%
Probably wouldn't consider doing this in the future	90 4%	50 5%	41 4%	14 6% <i>FH</i>	25 7% <i>FH</i>	16 5%	9 2%	13 4%	13 3%	16 3%	24 4%	32 7% <i>lJL</i>	18 4%	16 6%	49 6%
Would never consider doing this	64 3%	36 4%	28 3%	11 5% <i>FgH</i>	12 3%	22 7% <i>FGH</i>	6 2%	6 2%	7 2%	9 2%	17 3%	12 3%	26 5% <i>Ijk</i>	6 2%	35 4%
Not applicable	43 2%	19 2%	23 2%	4 2%	15 4% <i>GH</i>	7 2%	8 2%	2 1%	7 2%	6 1%	16 3% <i>l</i>	8 2%	12 2%	3 1%	21 2%
Don't know	75 4%	37 4%	38 4%	10 4% <i>h</i>	17 5% <i>H</i>	14 4% <i>h</i>	16 4% <i>H</i>	10 3%	9 2%	11 2%	18 3%	14 3%	32 6% <i>IJK</i>	10 4%	33 4%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 16  
**Q.2 Thinking about each of the following dietary choices, would you say that you...?**  
**Buying seasonal food when available**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Currently do this	465 23%	43 24%	24 24%	398 23%	20 23%	50 22%	35 20%	39 21%	42 28%gK	58 29%fGhKl	49 18%	60 21%	46 26%
Try to do this as best as you can	625 31%	56 32%	35 34%	534 31%	24 28%	61 26%	56 33%	49 27%	54 36%fh	61 31%	77 29%	94 33%	59 33%
Would definitely consider doing this in future	367 18%	28 16%	21 20%e	318 18%	8 9%	53 23%EIM	31 18%e	36 20%Ei	19 12%	33 17%	59 22%EIM	56 20%Eim	23 13%
Might consider doing this in the future	295 15%	35 20%dbhl	12 12%	248 14%	11 13%	34 15%	23 14%	23 13%	15 10%	29 15%	49 18%l	37 13%	27 15%
Probably wouldn't consider doing this in the future	90 4%	5 3%	3 3%	83 5%	7 9%Abijkl	8 4%	11 6%a	15 8%Abfijkl	5 3%	7 3%	10 4%	10 4%	10 6%
Would never consider doing this	64 3%	2 1%	4 4%	58 3%	4 5%g	9 4%g	2 1%	7 4%	7 5%aG	4 2%	8 3%	9 3%	8 5%ag
Not applicable	43 2%	4 2%	1 1%	38 2%	3 4%f	2 1%	4 2%	5 3%	3 2%	4 2%	4 2%	10 3%f	2 1%
Don't know	75 4%	3 2%	3 3%J	68 4%	7 9%AJLM	16 7%AJIM	9 5%aJm	8 4%J	5 3%J	1 *	11 4%J	8 3%j	3 2%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 17

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**Summary****Base: All respondents**

	Statements				
	If doing so would reduce the cost of my weekly food shop	If doing so would improve my personal health or the health of my family	If doing so would reduce the impact I was having on climate change	If I knew the food or drink was produced more ethically (e.g. fair trade)	If I did not have to go further out of my way to buy the food or drink
Unweighted base	2024	2024	2024	2024	2024
Weighted base	2024	2024	2024	2024	2024
NET: Likely	1593 79%	1611 80%	1083 54%	1192 59%	1375 68%
Very likely (4)	832 41%	664 33%	308 15%	308 15%	417 21%
Fairly likely (3)	762 38%	946 47%	775 38%	884 44%	958 47%
Fairly unlikely (2)	238 12%	196 10%	448 22%	379 19%	294 15%
Very unlikely (1)	84 4%	69 3%	222 11%	175 9%	157 8%
NET: Unlikely	322 16%	266 13%	670 33%	555 27%	450 22%
Don't know	109 5%	148 7%	271 13%	277 14%	198 10%
Mean	3.22	3.18	2.67	2.76	2.90
Standard deviation	0.83	0.76	0.91	0.86	0.85
Standard error	0.02	0.02	0.02	0.02	0.02

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 18

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**If doing so would reduce the cost of my weekly food shop**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely	1593 79%	732 74%	861 83%A	188 80%H	294 84%H	261 79%H	285 79%H	243 83%H	322 71%	442 81%L	438 81%L	346 78%	366 74%	229 87%N	689 78%
Very likely	(4) 832 41%	356 36%	475 46%A	102 44%H	148 42%h	143 43%H	160 44%H	119 41%	160 35%	225 41%	242 44%l	173 39%	192 39%	124 47%n	356 40%
Fairly likely	(3) 762 38%	376 38%	386 37%	86 36%	147 42%f	118 36%	125 35%	124 42%eFh	162 36%	217 40%	197 36%	173 39%	175 35%	105 40%	333 38%
Fairly unlikely	(2) 238 12%	139 14%B	99 10%	23 10%	26 8%	43 13%D	38 10%	25 9%	83 18%CD	61 11%	57 10%	54 12%	65 13%	24 9%	99 11%
Very unlikely	(1) 84 4%	50 5%b	34 3%	7 3%	5 2%	14 4%d	16 4%D	10 3%	32 7%CDG	18 3%	19 3%	18 4%	29 6%ij	3 1%	36 4%m
NET: Unlikely	322 16%	188 19%B	133 13%	30 13%	32 9%	57 17%Dg	54 15%D	34 12%	115 25%CDEFG	79 15%	76 14%	72 16%	95 19%iJ	28 11%	135 15%m
Don't know	109 5%	65 7%B	44 4%	17 7%h	24 7%h	15 4%	22 6%	15 5%	17 4%	23 4%	30 6%	24 5%	33 7%i	8 3%	58 7%M
Mean	3.22	3.13	3.31A	3.30H	3.34H	3.23H	3.27H	3.27H	3.03	3.24l	3.29L	3.20	3.15	3.36N	3.23
Standard deviation	0.83	0.86	0.79	0.79	0.70	0.84	0.84	0.76	0.92	0.79	0.81	0.82	0.89	0.71	0.82
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 18

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**If doing so would reduce the cost of my weekly food shop**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely	1593 79%	135 77%	79 76%	1380 79%	64 75%	183 79%	136 79%	143 78%	121 81%	150 77%	216 81%	224 79%	143 80%
Very likely	(4) 832 41%	67 38%	48 47%Hj	717 41%	39 46%h	105 45%Hj	75 43%h	63 34%	68 45%hj	70 36%	99 37%	125 44%hj	73 41%
Fairly likely	(3) 762 38%	68 39%	30 29%	663 38%b	24 29%	79 34%	62 36%	80 44%BEfl	53 36%	80 41%be	117 44%BEFl	99 35%	70 40%
Fairly unlikely	(2) 238 12%	24 14%	16 16%	197 11%	8 10%	31 14%	17 10%	23 13%	15 10%	21 11%	27 10%	34 12%	19 11%
Very unlikely	(1) 84 4%	5 3%	2 2%	76 4%	8 9%AbfGK	8 3%	5 3%	8 4%	5 4%	11 6%k	6 2%	16 6%k	9 5%
NET: Unlikely	322 16%	29 17%	19 18%	273 16%	16 19%	39 17%	22 13%	31 17%	21 14%	32 16%	33 13%	51 18%	28 16%
Don't know	109 5%	12 7%l	6 5%	92 5%	5 6%	10 4%	14 8%L	9 5%	8 5%	14 7%l	18 7%l	9 3%	7 4%
Mean	3.22	3.20	3.27	3.22	3.19	3.26	3.30hj	3.14	3.29	3.15	3.24	3.21	3.21
Standard deviation	0.83	0.80	0.83	0.83	0.98	0.83	0.78	0.81	0.81	0.86	0.74	0.88	0.84
Standard error	0.02	0.06	0.08	0.02	0.11	0.06	0.06	0.06	0.07	0.06	0.05	0.06	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 19

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**If doing so would improve my personal health or the health of my family**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely	1611 80%	742 75%	869 84%A	182 78%	285 81%	257 77%	286 79%	231 79%	369 81%	456 84%KL	445 82%L	344 78%	365 74%	217 82%	694 79%
Very likely	(4) 664 33%	272 28%	392 38%A	86 37%e	115 33%	98 30%	111 31%	91 31%	162 36%e	194 36%kL	201 37%KL	130 30%	138 28%	80 30%	296 34%
Fairly likely	(3) 946 47%	470 48%	476 46%	96 41%	170 49%c	159 48%	174 48%c	140 48%	207 46%	262 48%	243 45%	214 49%	227 46%	137 52%n	398 45%
Fairly unlikely	(2) 196 10%	118 12%B	79 8%	26 11%	26 7%	35 11%	33 9%	30 10%	46 10%	38 7%	48 9%	54 12%l	56 11%l	22 8%	84 10%
Very unlikely	(1) 69 3%	46 5%B	23 2%	9 4%	6 2%	15 4%d	16 4%d	9 3%	15 3%	17 3%	16 3%	9 2%	27 5%ijK	6 2%	36 4%
NET: Unlikely	266 13%	164 17%B	102 10%	35 15%d	32 9%	50 15%D	48 13%	40 14%	61 13%d	55 10%	65 12%	63 14%i	83 17%lJ	29 11%	121 14%
Don't know	148 7%	80 8%	68 7%	18 8%	33 9%H	25 8%	27 7%	21 7%	23 5%	33 6%	35 6%	33 8%	46 9%ij	19 7%	66 7%
Mean	3.18	3.07	3.28A	3.20	3.24e	3.11	3.14	3.15	3.20	3.24kL	3.24kL	3.14	3.06	3.19	3.17
Standard deviation	0.76	0.79	0.71	0.80	0.68	0.78	0.77	0.75	0.76	0.73	0.75	0.72	0.82	0.70	0.79
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 19

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**If doing so would improve my personal health or the health of my family**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely	1611 80%	140 80%	78 76%	1392 80%	70 82%	187 80%	128 74%	150 82%g	119 80%	156 79%	204 77%	235 83%Gk	144 81%
Very likely	(4) 664 33%	59 34%	33 32%	572 33%	30 36%	81 35%	53 31%	53 29%	51 34%	72 37%	80 30%	86 30%	66 37%
Fairly likely	(3) 946 47%	81 46%	44 43%	820 47%	39 46%	106 46%	75 44%	97 53%gj	68 45%	84 43%	124 46%	149 53%gJm	78 44%
Fairly unlikely	(2) 196 10%	17 10%	14 14%hj	165 9%	11 12%	24 10%	19 11%	13 7%	13 9%	13 7%	34 13%hj	23 8%	16 9%
Very unlikely	(1) 69 3%	1 1%	3 2%	66 4%A	1 1%	9 4%A	5 3%a	5 3%	5 3%a	9 5%A	9 3%a	14 5%A	9 5%A
NET: Unlikely	266 13%	18 10%	17 16%	231 13%	11 13%	33 14%	25 15%	18 10%	18 12%	22 11%	43 16%h	37 13%	25 14%
Don't know	148 7%	18 10%fLm	9 8%l	121 7%	4 5%	12 5%	19 11%FLM	15 8%l	13 9%l	18 9%L	20 7%	11 4%	9 5%
Mean	3.18	3.25k	3.15	3.17	3.23	3.17	3.15	3.18	3.21	3.23	3.12	3.13	3.19
Standard deviation	0.76	0.66	0.77	0.77	0.70	0.79	0.77	0.69	0.76	0.79	0.77	0.77	0.81
Standard error	0.02	0.05	0.08	0.02	0.08	0.05	0.06	0.06	0.06	0.06	0.05	0.05	0.06

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 20

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**If doing so would reduce the impact I was having on 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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely	1083 54%	467 47%	616 59%A	150 64%EFGH	201 57%F	177 53%	175 48%	149 51%	232 51%	319 59%KL	315 58%KL	215 49%	235 48%	149 56%	472 54%
Very likely	(4) 308 15%	123 12%	185 18%A	52 22%EFGH	68 19%fGH	49 15%	49 14%	33 11%	58 13%	101 18%KL	90 16%	55 12%	63 13%	35 13%	144 16%
Fairly likely	(3) 775 38%	344 35%	431 42%A	98 42%	133 38%	128 39%	126 35%	116 40%	174 38%	218 40%I	226 41%L	160 36%	172 35%	114 43%	328 37%
Fairly unlikely	(2) 448 22%	246 25%B	202 19%	37 16%	68 19%	63 19%	84 23%C	67 23%C	129 28%CDE	119 22%	114 21%	107 24%	107 22%	63 24%	190 22%
Very unlikely	(1) 222 11%	152 15%B	70 7%	16 7%	25 7%	40 12%cd	44 12%CD	38 13%CD	59 13%CD	60 11%	48 9%	50 11%	64 13%J	15 6%	108 12%M
NET: Unlikely	670 33%	398 40%B	272 26%	53 22%	93 27%	103 31%C	128 35%CD	105 36%CD	188 41%CDEF	179 33%	162 30%	157 36%j	171 35%j	78 29%	297 34%
Don't know	271 13%	121 12%	150 14%	33 14%H	56 16%H	53 16%H	58 16%H	37 13%H	34 8%	46 9%	68 12%i	69 16%i	88 18%IJ	38 14%	112 13%
Mean	2.67	2.51	2.82A	2.92EFGH	2.83eFGH	2.67	2.59	2.57	2.55	2.72kL	2.75KL	2.59	2.58	2.75	2.66
Standard deviation	0.91	0.94	0.85	0.86	0.88	0.93	0.93	0.90	0.90	0.92	0.87	0.90	0.93	0.80	0.94
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 20

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**If doing so would reduce the impact I was having on climate change**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely	1083 54%	99 56%	54 52%	931 53%	40 47%	132 57%	93 54%	93 51%	80 53%	96 49%	150 56%	158 56%	89 50%
Very likely	(4) 308 15%	25 14%	11 11%	272 16%	8 9%	39 17%	26 15%	26 15%	27 18%e	23 12%	41 15%	54 19%bej	27 15%
Fairly likely	(3) 775 38%	73 42%	43 42%	659 38%	32 37%	93 40%	66 39%	67 37%	53 35%	72 37%	109 41%	105 37%	62 35%
Fairly unlikely	(2) 448 22%	49 28% <sup>dFh</sup>	23 22%	377 22%	23 27% <sup>f</sup>	40 17%	37 21%	36 20%	30 20%	52 27% <sup>F</sup>	57 21%	63 22%	39 22%
Very unlikely	(1) 222 11%	8 4%	9 9%	205 12% <sup>A</sup>	6 7%	30 13% <sup>A</sup>	18 11% <sup>A</sup>	26 14% <sup>A</sup>	19 13% <sup>A</sup>	20 10% <sup>A</sup>	25 9% <sup>a</sup>	33 12% <sup>A</sup>	28 16% <sup>Aek</sup>
NET: Unlikely	670 33%	56 32%	32 31%	582 33%	29 34%	70 30%	55 32%	62 34%	49 33%	72 37%	82 31%	96 34%	66 37%
Don't know	271 13%	21 12%	17 17% <sup>l</sup>	233 13%	16 19% <sup>L</sup>	31 13%	24 14%	27 15%	21 14%	28 14%	35 13%	29 10%	22 13%
Mean	2.67	2.75 <sup>jm</sup>	2.65	2.66	2.60	2.70	2.68	2.61	2.68	2.59	2.72	2.70	2.57
Standard deviation	0.91	0.78	0.84	0.93	0.81	0.95	0.91	0.96	0.97	0.88	0.88	0.95	0.98
Standard error	0.02	0.06	0.09	0.02	0.10	0.07	0.07	0.08	0.08	0.06	0.06	0.06	0.08

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 21

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**  
**If I knew the food or drink was produced more ethically (e.g. fair trade)**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely	1192 59%	507 51%	685 66%A	146 62%f	213 61%f	189 57%	194 54%	165 57%	285 63%Fg	344 63%KL	345 63%KL	237 54%	267 54%	173 65%N	494 56%
Very likely	(4) 308 15%	109 11%	199 19%A	44 19%Fg	63 18%f	52 16%	43 12%	38 13%	67 15%	100 18%KI	91 17%K	49 11%	68 14%	34 13%	138 16%
Fairly likely	(3) 884 44%	398 40%	486 47%A	102 43%	150 43%	137 41%	150 42%	127 43%	218 48%ef	244 45%	253 47%L	188 43%	199 40%	139 52%N	356 40%
Fairly unlikely	(2) 379 19%	220 22%B	159 15%	38 16%	60 17%	62 19%	62 17%	62 21%	94 21%	104 19%	95 17%	85 19%	95 19%	42 16%	177 20%
Very unlikely	(1) 175 9%	127 13%B	49 5%	19 8%d	15 4%	32 10%D	42 12%Dh	32 11%D	35 8%d	44 8%	39 7%	46 11%j	47 9%	14 5%	94 11%M
NET: Unlikely	555 27%	347 35%B	208 20%	57 24%	76 22%	94 28%d	104 29%D	94 32%cD	129 28%D	148 27%	133 24%	132 30%j	142 29%	56 21%	271 31%M
Don't know	277 14%	132 13%	145 14%	31 13%h	62 18%GH	49 15%H	63 17%GH	33 11%	39 9%	53 10%	66 12%	72 16%I	85 17%IJ	35 13%	116 13%
Mean	2.76	2.57	2.94A	2.84FG	2.90EFGh	2.74	2.66	2.66	2.77f	2.81KI	2.83KL	2.65	2.70	2.84n	2.70
Standard deviation	0.86	0.89	0.79	0.87	0.80	0.89	0.89	0.88	0.82	0.86	0.83	0.86	0.88	0.75	0.90
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 21

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**  
**If I knew the food or drink was produced more ethically (e.g. fair trade)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely	1192 59%	97 55%	63 61%	1033 59%	49 58%	133 57%	95 55%	103 56%	98 66%ag	118 60%	166 62%	164 58%	106 60%
Very likely	(4) 308 15%	23 13%	15 15%	270 15%	9 11%	41 18%	29 17%	22 12%	26 17%	24 12%	44 17%	40 14%	35 20%ahj
Fairly likely	(3) 884 44%	74 42%	47 46%	762 44%	40 47%	92 39%	66 39%	80 44%	72 48%g	95 48%fg	121 46%	124 44%	71 40%
Fairly unlikely	(2) 379 19%	40 23%	20 20%	319 18%	17 20%	43 19%	32 19%	35 19%	23 15%	37 19%	46 17%	51 18%	34 19%
Very unlikely	(1) 175 9%	9 5%	9 8%	158 9%a	5 6%	26 11%Ai	16 9%	18 10%	7 5%	17 9%	22 8%	31 11%Al	16 9%
NET: Unlikely	555 27%	49 28%	29 28%	476 27%	22 26%	69 30%i	48 28%	52 29%	31 20%	54 28%	68 25%	82 29%i	50 28%
Don't know	277 14%	30 17%	11 11%	236 14%	13 16%	31 13%	29 17%	27 15%	21 14%	23 12%	33 12%	36 13%	22 13%
Mean	2.76	2.76	2.76	2.76	2.75	2.73	2.75	2.69	2.91fHjL	2.72	2.80	2.70	2.81
Standard deviation	0.86	0.79	0.85	0.87	0.78	0.93	0.90	0.86	0.78	0.82	0.86	0.89	0.90
Standard error	0.02	0.06	0.08	0.02	0.09	0.07	0.07	0.07	0.07	0.06	0.06	0.06	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 22

**Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable?**

**If I did not have to go further out of my way to buy the food or drink**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely	1375 68%	602 61%	773 74%A	169 72%G	254 72%G	227 68%	239 66%	181 62%	305 67%	401 74%KL	382 70%L	292 66%	301 61%	196 74%	603 68%
Very likely	(4) 417 21%	132 13%	285 27%A	57 24%G	84 24%G	73 22%g	71 20%	47 16%	85 19%	124 23%KL	136 25%KL	70 16%	86 17%	60 23%	187 21%
Fairly likely	(3) 958 47%	470 48%	488 47%	111 47%	170 49%	155 47%	168 47%	135 46%	219 48%	277 51%jL	245 45%	222 50%l	215 43%	136 51%	415 47%
Fairly unlikely	(2) 294 15%	180 18%B	114 11%	27 12%	40 11%	45 13%	48 13%	59 20%CDEF	75 17%d	77 14%	78 14%	62 14%	76 15%	36 14%	134 15%
Very unlikely	(1) 157 8%	107 11%B	50 5%	15 6%	14 4%	34 10%Dg	33 9%D	18 6%	43 10%Dg	31 6%	36 7%	40 9%i	50 10%lj	18 7%	63 7%
NET: Unlikely	450 22%	286 29%B	164 16%	42 18%	54 15%	79 24%D	81 22%D	77 26%CD	118 26%CD	108 20%	114 21%	102 23%	126 26%lj	54 20%	197 22%
Don't know	198 10%	97 10%	101 10%	24 10%	43 12%eH	26 8%	41 11%H	33 11%H	31 7%	35 6%	49 9%	48 11%l	67 14%lJ	15 6%	81 9%
Mean	2.90	2.71	3.08A	3.00fGH	3.05EFGH	2.87	2.87	2.82	2.82	2.97KL	2.97KL	2.82	2.79	2.95	2.91
Standard deviation	0.85	0.86	0.80	0.83	0.76	0.90	0.88	0.81	0.87	0.80	0.85	0.84	0.90	0.82	0.84
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 22

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**If I did not have to go further out of my way to buy the food or drink**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely	1375 68%	117 66%	69 67%	1189 68%	58 68%	163 70%j	114 67%	123 67%	106 71%j	119 61%	198 74%Jm	191 68%	117 66%
Very likely	(4) 417 21%	31 18%	27 26%aL	359 21%	17 19%	54 23%l	41 24%L	33 18%	36 24%l	38 19%	52 19%	46 16%	44 24%L
Fairly likely	(3) 958 47%	86 49%	42 41%	830 48%	41 49%	109 47%	73 43%	90 49%	70 47%	81 41%	146 55%BGM	146 52%bgJM	73 41%
Fairly unlikely	(2) 294 15%	33 19%IK	13 12%	248 14%	10 12%	33 14%	25 15%	26 15%	16 11%	42 21%bfIKl	28 11%	41 14%	27 15%
Very unlikely	(1) 157 8%	7 4%	7 7%	142 8%A	6 8%	21 9%A	15 9%a	13 7%	9 6%	16 8%a	15 6%	27 9%A	20 11%Ak
NET: Unlikely	450 22%	40 23%	20 20%	390 22%	17 20%	54 23%k	41 24%k	40 22%	25 17%	57 29%bIK	43 16%	67 24%k	47 26%IK
Don't know	198 10%	19 11%	14 13%F	165 9%	10 12%	15 6%	17 10%	20 11%	18 12%f	20 10%	26 10%	24 9%	15 8%
Mean	2.90	2.90	2.99jl	2.89	2.91	2.90	2.91	2.88	3.02JL	2.80	2.98Jl	2.81	2.86
Standard deviation	0.85	0.76	0.89	0.86	0.84	0.89	0.90	0.82	0.82	0.88	0.76	0.84	0.95
Standard error	0.02	0.06	0.09	0.02	0.10	0.06	0.07	0.07	0.07	0.06	0.05	0.05	0.08

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 23

**Q.4 To what extent do you agree or disagree with the following statement?**

**As a result of human behaviour, for example greenhouse gas emissions, the earth's climate is changing (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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Agree	1550 77%	722 73%	828 80%A	204 87% EFGH	290 83% GH	262 79% GH	285 79% GH	203 70%	306 68%	427 78%	427 78%	329 74%	367 74%	221 83% n	682 77%
Strongly agree	(4) 740 37%	343 35%	397 38%	126 54% DEFGH	139 40% GH	135 41% GH	139 38% GH	82 28%	120 26%	232 43% KL	219 40% KL	140 32%	149 30%	104 39%	348 39%
Tend to agree	(3) 810 40%	379 38%	431 42%	78 33%	151 43% C	127 38%	146 41% c	121 41% c	186 41% c	195 36%	208 38%	188 43% i	218 44% lj	116 44%	334 38%
Tend to disagree	(2) 218 11%	126 13% B	92 9%	8 4%	26 7% c	30 9% C	28 8% C	39 13% CDF	87 19% CDEFG	68 13% l	53 10%	52 12%	44 9%	15 6%	84 10% m
Strongly disagree	(1) 72 4%	50 5% B	22 2%	4 2%	4 1%	10 3%	13 4% d	19 7% CDE	22 5% cD	18 3%	11 2%	17 4%	25 5% J	6 2%	32 4%
NET: Disagree	290 14%	176 18% B	114 11%	12 5%	30 9%	40 12% C	41 11% C	58 20% CDEF	109 24% CDEF	86 16% j	65 12%	69 16%	70 14%	21 8%	115 13% M
Don't know	184 9%	88 9%	96 9%	19 8%	31 9%	31 9%	34 10%	31 11%	39 9%	31 6%	53 10% l	43 10% l	57 12% l	23 9%	84 9%
Mean	3.21	3.13	3.28A	3.51 DEFGH	3.33 GH	3.28 GH	3.26 GH	3.02	2.97	3.25 KL	3.29 KL	3.13	3.12	3.32	3.25
Standard deviation	0.80	0.85	0.73	0.66	0.68	0.77	0.78	0.87	0.84	0.81	0.75	0.80	0.81	0.71	0.80
Standard error	0.02	0.03	0.02	0.04	0.04	0.05	0.04	0.05	0.04	0.04	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 23

**Q.4 To what extent do you agree or disagree with the following statement?**

**As a result of human behaviour, for example greenhouse gas emissions, the earth's climate is changing (climate change)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Agree	1550 77%	142 81%JM	77 75%	1331 76%	63 75%	183 79%jm	131 76%	141 77%	117 78%	140 71%	211 79%jm	219 77%	126 71%
Strongly agree	(4) 740 37%	64 36%	42 41%	634 36%	27 31%	79 34%	61 36%	64 35%	52 34%	68 35%	111 41%	113 40%	59 33%
Tend to agree	(3) 810 40%	78 44%	35 34%	696 40%	37 43%	103 44%b	70 41%	77 42%	66 44%	72 36%	100 38%	105 37%	67 37%
Tend to disagree	(2) 218 11%	19 11%	9 9%	189 11%	10 12%	22 9%	15 9%	21 11%	12 8%	24 12%	32 12%	32 11%	22 12%
Strongly disagree	(1) 72 4%	1 1%	4 3%a	67 4%A	1 1%	15 6%AK	5 3%a	8 5%A	5 3%a	11 5%AK	4 2%	9 3%a	10 5%AK
NET: Disagree	290 14%	20 11%	13 13%	257 15%	11 13%	36 16%	20 12%	29 16%	17 11%	35 18%agi	36 13%	41 14%	32 18%
Don't know	184 9%	14 8%	13 12%F	158 9%	11 12%f	14 6%	20 12%Fh	12 7%	16 10%	22 11%f	20 8%	24 8%	21 12%f
Mean	3.21	3.26	3.28	3.20	3.19	3.13	3.24	3.16	3.23	3.13	3.29fjm	3.25	3.12
Standard deviation	0.80	0.68	0.81	0.81	0.72	0.85	0.76	0.82	0.75	0.87	0.75	0.80	0.87
Standard error	0.02	0.05	0.08	0.02	0.08	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 24

**Q.5 To what extent do you agree or disagree with the following statement?**

**The food system, including all food production and consumption, is a key contributor to climate change**

**Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'**

	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	1552	721	831	213	232	255	304	215	333	441	455	258	398	204	647
Weighted base	1550	722	828	204	290	262	285	203	306	427	427	329	367	221	682
NET: Agree	1020 66%	482 67%	539 65%	151 74%FGH	206 71%GH	184 70%GH	184 64%G	108 53%	187 61%g	314 74%jKL	291 68%L	203 62%	212 58%	152 69%	471 69%
Strongly agree	(4) 267 17%	122 17%	146 18%	61 30%DEFGH	59 20%GH	51 20%GH	53 19%GH	21 10%	23 7%	86 20%k	77 18%	46 14%	58 16%	30 14%	137 20%m
Tend to agree	(3) 753 49%	360 50%	393 47%	90 44%	147 51%	133 51%	131 46%	87 43%	164 54%CfG	228 53%L	214 50%L	157 48%	154 42%	122 55%	334 49%
Tend to disagree	(2) 218 14%	122 17%B	95 12%	24 12%	26 9%	34 13%	39 14%d	39 19%CDe	56 18%cDe	51 12%	49 11%	59 18%IJ	59 16%j	25 11%	94 14%
Strongly disagree	(1) 19 1%	12 2%	6 1%	1 *	1 *	1 *	8 3%cDE	3 1%	5 2%	1 *	5 1%	5 2%i	7 2%l	6 3%N	5 1%
NET: Disagree	236 15%	135 19%B	102 12%	25 12%	26 9%	35 13%	48 17%D	42 21%CDE	61 20%CDE	52 12%	54 13%	65 20%IJ	66 18%IJ	31 14%	98 14%
Don't know	294 19%	106 15%	188 23%A	28 14%	57 20%	43 16%	54 19%	53 26%CEfh	58 19%	61 14%	83 19%i	61 19%	89 24%l	37 17%	113 17%
Mean	3.01	2.96	3.06A	3.20eFGH	3.14FGH	3.07GH	2.99gH	2.84	2.83	3.09KL	3.05KI	2.91	2.94	2.96	3.06
Standard deviation	0.67	0.69	0.64	0.68	0.60	0.64	0.74	0.67	0.61	0.62	0.65	0.68	0.72	0.66	0.66
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.05	0.05	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 24

**Q.5 To what extent do you agree or disagree with the following statement?**

**The food system, including all food production and consumption, is a key contributor to climate change**

**Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1552	162	85	1305	62	176	160	133	128	153	169	203	121
Weighted base	1550	142	77*	1331	63*	183	131	141	117	140	211	219	126
NET: Agree	1020 66%	88 62%	54 69%	878 66%	39 62%	111 61%	79 60%	92 65%	73 62%	96 69%	143 68%	154 70%fg	91 73%aFG
Strongly agree	(4) 267 17%	20 14%	12 15%	236 18%	8 12%	30 16%	20 15%	20 14%	14 12%	33 23%AeghI	42 20%i	45 21%i	25 20%i
Tend to agree	(3) 753 49%	69 48%	42 54%	643 48%	31 49%	81 45%	59 45%	72 51%	59 51%	63 45%	101 48%	108 50%	66 53%
Tend to disagree	(2) 218 14%	19 13%	9 12%	190 14%	16 26%ABfghijKL	27 15%	20 15%	20 14%	13 11%	20 14%	28 13%	27 12%	19 15%
Strongly disagree	(1) 19 1%	2 1%	- -	17 1%	1 2%f	- -	3 2%f	2 1%	5 4%bFJLM	1 *	3 2%	2 1%	- -
NET: Disagree	236 15%	21 15%	9 12%	206 15%	18 28%ABFhiJKLm	27 15%	23 17%	21 15%	18 15%	20 14%	31 15%	29 13%	19 15%
Don't know	294 19%	32 23%eM	15 19%	246 19%	7 11%	44 24%EIM	30 23%eM	28 20%	27 23%eM	23 17%	36 17%	36 17%	15 12%
Mean	3.01	2.97	3.05e	3.01	2.80	3.01e	2.95	2.97	2.90	3.10EgI	3.04E	3.08EI	3.06E
Standard deviation	0.67	0.66	0.58	0.67	0.70	0.64	0.70	0.64	0.72	0.68	0.69	0.66	0.63
Standard error	0.02	0.06	0.07	0.02	0.09	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.06

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 25

**Q.6 To what extent do you agree or disagree with the following statement?**

**If we all made changes to our diets (e.g. eating more sustainable food or lowering our carbon footprint), we could significantly reduce the impact of climate change**

**Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'**

	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)	Private (n)
Unweighted base	1552	721	831	213	232	255	304	215	333	441	455	258	398	204	647
Weighted base	1550	722	828	204	290	262	285	203	306	427	427	329	367	221	682
NET: Agree	1018 66%	445 62%	573 69%A	155 76% EFGH	206 71% FGH	175 67%	171 60%	120 59%	190 62%	298 70% kL	287 67%	206 63%	227 62%	151 68%	452 66%
Strongly agree	(4) 290 19%	124 17%	166 20%	68 33% DEFGH	66 23% FGH	54 21% GH	46 16% g	21 10%	35 11%	88 21% l	84 20%	62 19%	56 15%	35 16%	142 21%
Tend to agree	(3) 728 47%	321 44%	407 49% a	88 43%	139 48%	121 46%	126 44%	99 49%	155 51% c	210 49%	203 48%	144 44%	171 47%	116 53% n	309 45%
Tend to disagree	(2) 242 16%	139 19% B	103 12%	24 12%	40 14%	37 14%	48 17%	33 16%	60 20% Cd	69 16%	65 15%	54 16%	54 15%	29 13%	102 15%
Strongly disagree	(1) 41 3%	33 5% B	9 1%	4 2%	6 2%	9 3%	14 5% H	4 2%	4 1%	6 2%	10 2%	11 3%	13 4% i	6 3%	22 3%
NET: Disagree	284 18%	172 24% B	112 14%	29 14%	46 16%	46 17%	62 22% C	37 18%	64 21% c	75 18%	76 18%	65 20%	68 18%	36 16%	123 18%
Don't know	248 16%	105 15%	143 17%	20 10%	38 13%	41 16% c	52 18% C	46 23% CDe	52 17% C	54 13%	64 15%	57 17%	72 20% lj	34 15%	107 16%
Mean	2.97	2.87	3.07A	3.19d EFGH	3.06 FGH	3.00f h	2.87	2.87	2.87	3.02l	2.99	2.95	2.92	2.96	3.00
Standard deviation	0.73	0.79	0.66	0.75	0.72	0.76	0.79	0.66	0.65	0.70	0.73	0.77	0.74	0.69	0.76
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 25

**Q.6 To what extent do you agree or disagree with the following statement?**

**If we all made changes to our diets (e.g. eating more sustainable food or lowering our carbon footprint), we could significantly reduce the impact of climate change**

**Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1552	162	85	1305	62	176	160	133	128	153	169	203	121
Weighted base	1550	142	77*	1331	63*	183	131	141	117	140	211	219	126
NET: Agree	1018 66%	91 64%	55 71%gi	872 66%	41 64%	119 65%	76 58%	101 71%GI	68 58%	92 66%	153 73%GIl	140 64%	83 66%
Strongly agree	(4) 290 19%	20 14%	12 16%	257 19%	6 10%	29 16%	22 17%	30 22%e	19 16%	26 18%	55 26%AbEFgi	44 20%e	26 21%e
Tend to agree	(3) 728 47%	70 50%	43 55%Gil	615 46%	34 54%	90 49%	54 41%	70 50%	49 42%	66 47%	98 46%	96 44%	57 45%
Tend to disagree	(2) 242 16%	24 17%	8 10%	210 16%	11 17%	27 15%	30 23%BfHKM	19 13%	19 17%	21 15%	25 12%	40 18%	17 13%
Strongly disagree	(1) 41 3%	2 1%	4 5%agJ	36 3%	1 2%	4 2%	1 1%	5 3%j	2 2%	1 *	10 5%gJ	6 3%	6 5%agJ
NET: Disagree	284 18%	26 18%	12 15%	245 18%	12 19%	31 17%	31 24%j	23 17%	22 18%	22 16%	35 17%	46 21%	23 18%
Don't know	248 16%	25 18%k	10 13%	213 16%	11 17%	32 17%	24 18%k	17 12%	27 23%bHKl	26 18%k	23 11%	33 15%	20 16%
Mean	2.97	2.93	2.95	2.98	2.86	2.96	2.90	3.02	2.94	3.03	3.06	2.96	2.98
Standard deviation	0.73	0.66	0.74	0.74	0.64	0.70	0.72	0.74	0.73	0.66	0.80	0.76	0.80
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.06	0.07	0.07	0.06	0.07	0.06	0.08

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 26  
**Q.7a For the following pairs of statements, which would you say that you agree with most?**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
It is better to change some of my lifestyle choices now if it means future generations are impacted less by the effects of climate change	1480 73%	662 67%	818 79%A	184 78%G	258 73%g	241 72%	270 75%G	195 67%	332 73%g	415 76%KL	416 76%KL	306 69%	343 69%	209 79%n	637 72%
I would rather not change some of my lifestyle choices now even if it means future generations are impacted by the effects of climate change	316 16%	207 21%B	109 11%	29 12%	53 15%	65 19%CF	45 12%	55 19%cF	71 16%	86 16%	74 14%	80 18%j	76 15%	29 11%	159 18%M
Don't know	228 11%	117 12%	111 11%	22 9%	40 11%	27 8%	46 13%e	42 14%cE	50 11%	43 8%	54 10%	55 13%l	75 15%lJ	26 10%	84 10%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 26

**Q.7a For the following pairs of statements, which would you say that you agree with most?**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
It is better to change some of my lifestyle choices now if it means future generations are impacted less by the effects of climate change	1480 73%	144 82%DBeGHIJKLMJ%	72	1264 72%	60 71%	179 77%M	122 71%	131 72%	107 71%	144 73%	197 74%	204 72%	119 67%
I would rather not change some of my lifestyle choices now even if it means future generations are impacted by the effects of climate change	316 16%	19 11%	22 21%Ag	276 16%a	12 15%	32 14%	23 13%	28 15%	20 14%	31 16%	41 15%	49 17%a	40 23%AFGik
Don't know	228 11%	13 7%	9 9%	205 12%a	12 14%a	21 9%	27 16%Af	23 13%	23 15%Af	22 11%	29 11%	30 10%	19 10%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Climactic Shock Survey**  
**ONLINE Fieldwork: 6th - 8th January 2017**

Absolutes/col percents

Table 27  
**Q.7b For the following pairs of statements, which would you say that you agree with most?**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
We should deal with issues once they affect us rather than trying to prevent potential future issues	418 21%	224 23%B	194 19%	45 19%	74 21%f	72 22%f	56 16%	55 19%	116 26%cFG	120 22%	104 19%	86 20%	108 22%	44 16%	185 21%
We should prevent potential future issues rather than dealing with issues once they affect us	1373 68%	661 67%	711 69%	170 72%H	240 69%	228 69%	253 70%h	194 66%	288 63%	384 71%L	388 71%L	295 67%	305 62%	198 75%N	593 67%
Don't know	233 12%	101 10%	132 13%	20 9%	36 10%	32 10%	52 14%ce	43 15%Ce	50 11%	40 7%	52 9%	60 14%lj	81 16%lJ	23 9%	103 12%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 27

**Q.7b For the following pairs of statements, which would you say that you agree with most?**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
We should deal with issues once they affect us rather than trying to prevent potential future issues	418 21%	31 18%	24 23%	363 21%	24 29%afgM	44 19%	32 19%	42 23%m	28 19%	37 19%	61 23%	66 23%m	28 16%
We should prevent potential future issues rather than dealing with issues once they affect us	1373 68%	126 72%Eh	69 66%	1178 67%	48 56%	164 71%E	118 69%e	114 63%	102 68%e	136 69%E	181 68%e	186 66%	129 73%Eh
Don't know	233 12%	18 10%	11 10%	204 12%	13 15%	24 10%	22 13%	25 14%	20 13%	23 12%	26 10%	30 11%	21 12%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 28

**Q.8 Thinking ahead 50 years, which of the following effects, if any, do you think climate change will have had in the UK?**

**Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'**

	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	1552	721	831	213	232	255	304	215	333	441	455	258	398	204	647
Weighted base	1550	722	828	204	290	262	285	203	306	427	427	329	367	221	682
NET: Any	1419	664	754	195	258	239	264	185	277	405	392	295	327	204	627
	92%	92%	91%	96% <sup>DegH</sup>	89%	92%	93%	91%	91%	95% <sup>ijkl</sup>	92%	90%	89%	92%	92%
More extreme weather conditions e.g. increased strength and occurrence of droughts, storms, heatwaves and floods	1162	514	648	150	186	201	228	161	236	320	339	235	268	168	493
	75%	71%	78% <sup>A</sup>	74% <sup>d</sup>	64%	77% <sup>D</sup>	80% <sup>D</sup>	79% <sup>D</sup>	77% <sup>D</sup>	75%	79% <sup>KI</sup>	71%	73%	76%	72%
Rise in sea levels	1074	498	575	146	185	175	196	145	226	312	318	216	229	158	459
	69%	69%	69%	71%	64%	67%	69%	71%	74% <sup>De</sup>	73% <sup>kL</sup>	74% <sup>KL</sup>	66%	62%	72%	67%
Increased food prices	869	397	472	114	149	158	157	116	175	249	257	173	189	128	391
	56%	55%	57%	56%	51%	61% <sup>d</sup>	55%	57%	57%	58% <sup>l</sup>	60% <sup>kL</sup>	53%	52%	58%	57%
Warmer weather	844	418	426	117	134	163	153	111	167	248	248	174	174	126	365
	54%	58% <sup>B</sup>	52%	58% <sup>D</sup>	46%	62% <sup>Dfh</sup>	54%	54%	54% <sup>d</sup>	58% <sup>L</sup>	58% <sup>L</sup>	53%	48%	57%	53%
Changing where we are able to grow some foods	705	314	391	95	124	112	123	105	147	210	211	137	147	110	299
	45%	44%	47%	46%	43%	43%	43%	52% <sup>def</sup>	48%	49% <sup>kL</sup>	49% <sup>kL</sup>	42%	40%	50%	44%
Soils in some areas being unusable for food production	569	243	326	80	99	111	94	72	114	157	156	121	135	69	252
	37%	34%	39% <sup>A</sup>	39%	34%	43% <sup>dF</sup>	33%	35%	37%	37%	37%	37%	37%	31%	37%
There won't be any major effects	36	21	15	1	10	7	5	5	9	2	10	11	13	4	15
	2%	3%	2%	*	3% <sup>C</sup>	3% <sup>c</sup>	2%	2%	3% <sup>C</sup>	*	2% <sup>l</sup>	3% <sup>l</sup>	4% <sup>l</sup>	2%	2%
Don't know	95	37	59	8	22	15	17	14	20	20	25	23	27	13	40
	6%	5%	7%	4%	8%	6%	6%	7%	6%	5%	6%	7%	7%	6%	6%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 28

**Q.8 Thinking ahead 50 years, which of the following effects, if any, do you think climate change will have had in the UK?**

**Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1552	162	85	1305	62	176	160	133	128	153	169	203	121
Weighted base	1550	142	77*	1331	63*	183	131	141	117	140	211	219	126
NET: Any	1419	134	72	1212	57	164	120	127	104	126	197	204	113
	92%	94%i	93%	91%	90%	90%	91%	90%	89%	91%	93%	93%	90%
More extreme weather conditions e.g. increased strength and occurrence of droughts, storms, heatwaves and floods	1162 75%	120 84%DBEGHKL	56 73%	986 74%	40 63%	142 78%Ek	93 70%	100 71%	89 76%e	113 81%EGhK	144 69%	168 77%e	97 77%e
Rise in sea levels	1074 69%	109 77%DgHKL	58 75%K	907 68%	49 77%K	126 69%k	90 68%	92 65%	85 72%K	101 72%K	126 60%	150 69%	88 70%
Increased food prices	869 56%	83 59%	49 63%f	737 55%	31 49%	93 51%	75 57%	75 53%	60 51%	79 57%	128 61%f	131 60%	64 51%
Warmer weather	844 54%	81 57%hi	39 50%	724 54%	29 46%	92 51%	67 51%	66 47%	54 46%	84 60%eHI	123 58%hi	136 62%bEFGHI	72 57%
Changing where we are able to grow some foods	705 45%	76 53%DFK	41 53%Fk	588 44%	28 44%	66 36%	59 45%	63 44%	56 48%f	74 53%FK	83 40%	102 46%f	57 45%
Soils in some areas being unusable for food production	569 37%	59 42%F	30 39%F	480 36%	21 32%	47 26%	49 38%F	56 40%F	44 38%F	58 42%F	77 37%F	78 36%f	50 40%F
There won't be any major effects	36 2%	-	3 3%A	33 3%a	3 4%A	3 2%	3 2%a	2 2%	5 4%A	4 3%A	6 3%a	3 1%	3 3%a
Don't know	95 6%	8 6%	3 3%	85 6%	4 6%	15 8%k	9 6%	12 8%	8 7%	9 7%	8 4%	12 6%	9 7%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 29

**Q.9 Subsidies are paid by governments to supplement farmer's incomes for a number of different reasons.**

**Below is a list of the potential reasons that the government might have for using subsidies. Which, if any, do you think the government should use subsidies for?**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Any	1761 87%	857 87%	904 87%	200 85%	291 83%	282 85%	314 87%	251 86%	424 93%CDEFG	499 92%JKL	467 86%	384 87%	411 83%	234 88%	762 86%
To support food production within the UK	1392 69%	684 69%	708 68%	144 61%	203 58%	209 63%	248 69%cd	218 75%CDE	371 82%CDEFG	390 72%	370 68%	303 69%	330 67%	176 66%	569 65%
To protect the environment and support plant and animal life	1168 58%	536 54%	632 61%A	132 56%d	169 48%	187 56%d	213 59%D	169 58%D	298 66%CDEfG	333 61%L	319 59%	246 56%	271 55%	156 59%	475 54%
To manage land in a way that prevents flooding	1149 57%	540 55%	609 59%	99 42%	162 46%	178 54%Cd	219 61%CDe	169 58%CD	323 71%CDEFG	331 61%KL	317 58%	233 53%	268 54%	141 53%	457 52%
To support production of healthy food	1032 51%	459 47%	573 55%A	113 48%	142 41%	167 50%D	180 50%D	151 52%D	279 61%CDEFG	297 54%L	291 53%L	216 49%	228 46%	134 51%	414 47%
To support farming that has low greenhouse gas emissions	907 45%	396 40%	511 49%A	124 53%DEfg	144 41%	137 41%	162 45%	129 44%	212 47%	260 48%L	260 48%L	187 42%	200 40%	141 53%N	362 41%
The government should not use farming subsidies	77 4%	51 5%B	26 3%	3 1%	6 2%	8 2%	20 6%CDE	21 7%CEH	18 4%cd	23 4%	19 3%	17 4%	18 4%	13 5%	30 3%
Don't know	186 9%	78 8%	108 10%a	32 14%FGH	54 15%FGH	42 13%FGH	27 7%H	20 7%H	11 3%	22 4%	59 11%I	40 9%I	66 13%Ik	17 7%	89 10%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 29

**Q.9 Subsidies are paid by governments to supplement farmer's incomes for a number of different reasons.**

**Below is a list of the potential reasons that the government might have for using subsidies. Which, if any, do you think the government should use subsidies for?**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Any	1761 87%	151 86%b	80 78%	1529 88%B	71 83%	206 89%Bg	142 83%	153 84%	135 90%BG	173 88%B	246 92%aBEGHM	253 89%BG	150 84%
To support food production within the UK	1392 69%	127 72%e	66 64%	1200 69%	52 61%	164 70%	117 68%	122 67%	116 78%BEgHKLm	144 73%bek	172 64%	191 67%	123 69%
To protect the environment and support plant and animal life	1168 58%	104 59%	51 50%	1013 58%b	44 52%	137 59%	92 53%	106 59%	94 63%Bg	130 66%BEGKM	143 54%	172 61%b	96 54%
To manage land in a way that prevents flooding	1149 57%	98 56%	47 46%	1004 58%B	47 55%	124 53%	104 61%B	102 56%	95 63%Bf	113 58%b	154 58%b	161 57%b	105 59%B
To support production of healthy food	1032 51%	102 58%dBFGm	43 42%	887 51%b	44 52%	100 43%	82 48%	104 57%BFg	82 55%BF	100 51%	136 51%	152 54%bF	87 49%
To support farming that has low greenhouse gas emissions	907 45%	91 52%dBhm	39 38%	777 45%	36 43%	105 45%	77 45%	77 42%	68 46%	99 50%Bm	116 44%	125 44%	74 41%
The government should not use farming subsidies	77 4%	12 7%DfIKL	5 4%K	61 3%	3 4%k	6 3%	7 4%K	10 6%KI	3 2%	9 4%K	3 1%	6 2%	13 7%FIKL
Don't know	186 9%	13 7%	19 18%DAFhIJKLM	155 9%	11 13%	20 9%	23 13%aijK	18 10%	11 7%	15 8%	18 7%	24 8%	15 8%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 30

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?**

**Summary****Base: All respondents**

	Statements					
	Climate change increasing the spread of crop and livestock pests and diseases which reduce the amount of food we can produce	Climate change causing extreme weather, increasing both likelihood and severity of droughts, storms, heatwaves and floods	Climate change causing the acidity of oceans to increase, leading to loss of sea life and decreased availability of fish	Climate change causing the amount of land covered in snow to decrease, leading to rising sea levels and flooding of land, including agricultural land which we can...	Climate change having a significant effect on farming, reducing the production of some foods and increasing food prices	Climate change resulting in an increased amount of land not being suitable for farming, for example due to the changes to the soil
Unweighted base	2024	2024	2024	2024	2024	2024
Weighted base	2024	2024	2024	2024	2024	2024
NET: Would encourage me to change my diet	1296 64%	1246 62%	1275 63%	1258 62%	1311 65%	1203 59%
This would definitely encourage me to change my diet (4)	437 22%	449 22%	454 22%	422 21%	428 21%	330 16%
This would probably encourage me to change my diet (3)	859 42%	797 39%	821 41%	837 41%	883 44%	873 43%
This probably wouldn't encourage me to change my diet (2)	316 16%	368 18%	343 17%	333 16%	324 16%	385 19%
This definitely wouldn't encourage me to change my diet (1)	100 5%	117 6%	116 6%	114 6%	104 5%	112 6%
NET: Wouldn't encourage me to change my diet	415 21%	486 24%	459 23%	447 22%	429 21%	497 25%
Don't know	312 15%	292 14%	290 14%	319 16%	284 14%	323 16%
Mean	2.95	2.91	2.93	2.92	2.94	2.84
Standard deviation	0.82	0.86	0.85	0.84	0.82	0.81
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 31

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?**

#### Summary II

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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Encouraged (definitely or probably) for all 6 statements	879 43%	366 37%	513 49%A	108 46%	138 39%	144 43%	148 41%	123 42%	218 48%Df	256 47%L	242 44%I	190 43%	190 39%	114 43%	374 43%
Encouraged (definitely or probably) for none of the 6 statements	481 24%	291 30%B	189 18%	37 16%	73 21%	85 25%C	97 27%Cd	88 30%CDH	102 22%C	96 18%	126 23%I	111 25%I	148 30%IJ	49 18%	225 26%M

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 31

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?**

**Summary II****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Encouraged (definitely or probably) for all 6 statements	879 43%	88 50% <sup>dBGj</sup>	35 34%	757 43% <sup>b</sup>	45 52% <sup>BGj</sup>	100 43%	65 38%	78 43%	68 45% <sup>b</sup>	80 41%	110 41%	137 48% <sup>BG</sup>	74 41%
Encouraged (definitely or probably) for none of the 6 statements	481 24%	36 21%	32 31% <sup>daEI</sup>	412 24%	15 17%	54 23%	47 28% <sup>e</sup>	41 22%	39 26%	52 27%	61 23%	60 21%	43 24%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 32

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?  
Climate change increasing the spread of crop and livestock pests and diseases which reduce the amount of food we can produce**

**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)	C:1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Would encourage me to change my diet	1296 64%	557 56%	740 71%A	165 70%FG	227 65%g	210 63%	222 61%	165 57%	307 68%fG	370 68%L	371 68%L	279 63%L	276 56%	188 71%N	545 62%
This would definitely encourage me to change my diet	(4) 437 22%	164 17%	273 26%A	60 26%D	57 16%	78 23%D	73 20%	60 21%	109 24%D	124 23%	119 22%	97 22%	97 20%	57 22%	191 22%
This would probably encourage me to change my diet	(3) 859 42%	393 40%	467 45%A	104 44%g	171 49%EFg	133 40%	148 41%	106 36%	197 43%g	246 45%L	253 46%L	181 41%	179 36%	131 49%N	354 40%
This probably wouldn't encourage me to change my diet	(2) 316 16%	201 20%B	115 11%	27 12%	48 14%	60 18%C	53 15%	56 19%Cd	71 16%	91 17%	74 14%	73 17%	78 16%	43 16%	144 16%
This definitely wouldn't encourage me to change my diet	(1) 100 5%	72 7%B	27 3%	12 5%	14 4%	14 4%	15 4%	23 8%def	23 5%	25 5%	25 5%	23 5%	26 5%	7 3%	52 6%m
NET: Wouldn't encourage me to change my diet	415 21%	273 28%B	142 14%	39 16%	62 18%	74 22%	68 19%	79 27%CDFh	94 21%	116 21%	100 18%	96 22%	104 21%	50 19%	196 22%
Don't know	312 15%	156 16%	157 15%	32 13%	61 17%H	48 14%	71 20%ceH	48 16%h	53 12%	59 11%	73 13%	66 15%i	114 23%IJK	27 10%	140 16%M
Mean	2.95	2.78	3.12A	3.05G	2.93	2.96	2.97g	2.83	2.98G	2.97	2.99	2.94	2.91	3.00	2.92
Standard deviation	0.82	0.86	0.74	0.81	0.74	0.83	0.80	0.91	0.82	0.80	0.79	0.84	0.85	0.73	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 32

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?  
Climate change increasing the spread of crop and livestock pests and diseases which reduce the amount of food we can produce**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Would encourage me to change my diet	1296 64%	119 67%g	60 58%	1118 64%	64 75%BGhIjM	151 65%	99 58%	114 63%	94 63%	120 61%	179 67%g	184 65%	112 63%
This would definitely encourage me to change my diet	(4) 437 22%	42 24%	19 19%	376 22%	20 23%	54 23%	36 21%	34 19%	34 23%	45 23%	57 22%	54 19%	41 23%
This would probably encourage me to change my diet	(3) 859 42%	77 44%	40 39%	742 43%	44 52%bGJ	97 42%	63 37%	80 44%	60 40%	75 38%	121 45%g	130 46%g	71 40%
This probably wouldn't encourage me to change my diet	(2) 316 16%	30 17%E	19 19%E	266 15%	6 7%	36 15%e	33 19%Ek	25 14%	24 16%e	27 14%	35 13%	46 16%E	35 19%E
This definitely wouldn't encourage me to change my diet	(1) 100 5%	5 3%	6 5%e	89 5%	1 1%	15 6%e	8 5%	15 8%AE	6 4%	10 5%e	12 5%	12 4%	11 6%e
NET: Wouldn't encourage me to change my diet	415 21%	35 20%E	25 24%E	355 20%	6 8%	51 22%E	41 24%E	39 22%E	30 20%E	37 19%E	47 18%E	58 21%E	46 26%Ek
Don't know	312 15%	22 13%	18 18%	272 16%	15 17%	31 13%	32 18%m	29 16%	26 17%	39 20%afM	41 15%	41 14%	20 11%
Mean	2.95	3.01	2.87	2.95	3.18BrGHLM	2.95	2.91	2.87	2.98	2.99	2.99	2.93	2.90
Standard deviation	0.82	0.78	0.85	0.82	0.61	0.86	0.84	0.87	0.82	0.85	0.79	0.78	0.86
Standard error	0.02	0.06	0.09	0.02	0.07	0.06	0.06	0.07	0.07	0.07	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 33

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?**  
**Climate change causing extreme weather, increasing both likelihood and severity of droughts, storms, heatwaves and floods**

**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)	C:1 (j)	C:2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Would encourage me to change my diet	1246 62%	546 55%	701 67%A	153 65%	218 62%	196 59%	212 59%	171 59%	296 65%efg	361 66%L	349 64%L	269 61%I	267 54%	184 69%N	527 60%
This would definitely encourage me to change my diet	(4) 22%	449 18%	268 26%A	63 27%fG	74 21%	83 25%	75 21%	56 19%	98 22%	146 27%jKL	119 22%	90 20%	94 19%	61 23%	206 23%
This would probably encourage me to change my diet	(3) 39%	797 37%	432 42%A	89 38%	143 41%	113 34%	137 38%	115 39%	199 44%E	215 39%	230 42%L	179 40%	173 35%	123 46%N	321 36%
This probably wouldn't encourage me to change my diet	(2) 18%	368 22%B	155 15%	40 17%	62 18%	61 18%	68 19%	52 18%	86 19%	102 19%	100 18%	78 18%	89 18%	42 16%	166 19%
This definitely wouldn't encourage me to change my diet	(1) 6%	117 8%B	35 3%	10 4%	17 5%	19 6%	21 6%	27 9%CDfH	23 5%	28 5%	30 5%	27 6%	33 7%	8 3%	59 7%M
NET: Wouldn't encourage me to change my diet	486 24%	296 30%B	190 18%	50 21%	79 22%	80 24%	89 25%	79 27%	109 24%	131 24%	129 24%	104 24%	121 25%	50 19%	224 25%M
Don't know	292 14%	145 15%	148 14%	32 14%	54 15%h	56 17%H	60 17%H	41 14%	48 11%	53 10%	66 12%	68 15%I	106 21%IJK	31 12%	129 15%
Mean	2.91	2.77	3.05A	3.02G	2.93	2.94g	2.88	2.80	2.92g	2.97L	2.92	2.89	2.84	3.01	2.90
Standard deviation	0.86	0.90	0.79	0.85	0.83	0.89	0.86	0.91	0.82	0.86	0.84	0.85	0.89	0.76	0.89
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 33

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?  
Climate change causing extreme weather, increasing both likelihood and severity of droughts, storms, heatwaves and floods**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Would encourage me to change my diet	1246 62%	117 66%G	61 59%	1069 61%	53 63%	144 62%g	90 52%	108 59%	95 63%g	114 58%	168 63%G	189 67%Gj	108 61%
This would definitely encourage me to change my diet	(4) 449 22%	46 26%L	25 25%	378 22%	20 24%	51 22%	36 21%	44 24%	35 23%	45 23%	54 20%	52 18%	41 23%
This would probably encourage me to change my diet	(3) 797 39%	70 40%g	35 34%	691 40%	33 39%	93 40%g	54 32%	64 35%	60 40%	69 35%	114 43%G	137 48%aBFGHJM	66 37%
This probably wouldn't encourage me to change my diet	(2) 368 18%	35 20%	17 16%	317 18%	13 15%	40 17%	42 24%fKL	32 18%	26 18%	39 20%	43 16%	44 16%	38 21%
This definitely wouldn't encourage me to change my diet	(1) 117 6%	5 3%	5 5%	107 6%a	1 1%	17 7%ae	8 5%	15 8%Ae	7 4%	11 5%	21 8%Ae	15 5%	13 7%ae
NET: Wouldn't encourage me to change my diet	486 24%	40 23%	22 22%	424 24%	14 17%	57 24%	50 29%EI	47 26%	33 22%	49 25%	64 24%	59 21%	51 28%el
Don't know	292 14%	19 11%	20 19%am	253 14%	17 20%am	32 14%	32 19%Alm	27 15%	22 15%	32 16%	35 13%	36 13%	20 11%
Mean	2.91	3.01g	2.97	2.90	3.07g	2.89	2.84	2.88	2.96	2.91	2.87	2.91	2.86
Standard deviation	0.86	0.81	0.88	0.86	0.75	0.89	0.87	0.93	0.83	0.88	0.88	0.79	0.90
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.07	0.08	0.07	0.07	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 34

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?**  
**Climate change causing the acidity of oceans to increase, leading to loss of sea life and decreased availability of fish**

**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)	C:1 (j)	C:2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Would encourage me to change my diet	1275 63%	576 58%	700 67%A	156 67%g	220 63%	198 60%	219 61%	169 58%	313 69% <sup>d</sup> EFG	372 68% <sup>j</sup> L	343 63% <sup>l</sup>	279 63% <sup>l</sup>	281 57%	174 66%	540 61%
This would definitely encourage me to change my diet	(4) 454 22%	187 19%	267 26%A	66 28% <sup>d</sup> DFG	67 19%	72 22%	72 20%	57 20%	119 26% <sup>d</sup> DFG	136 25% <sup>L</sup>	130 24%	91 21%	97 20%	48 18%	195 22%
This would probably encourage me to change my diet	(3) 821 41%	388 39%	433 42%	90 38%	152 43%	126 38%	147 41%	112 38%	194 43%	236 43% <sup>l</sup>	212 39%	188 43%	184 37%	127 48% <sup>N</sup>	345 39%
This probably wouldn't encourage me to change my diet	(2) 343 17%	186 19%B	157 15%	32 14%	56 16%	65 19%	62 17%	55 19%	73 16%	92 17%	92 17%	75 17%	83 17%	46 17%	152 17%
This definitely wouldn't encourage me to change my diet	(1) 116 6%	84 9%B	32 3%	15 6%	13 4%	21 6%	19 5%	25 8% <sup>D</sup>	24 5%	29 5%	34 6%	25 6%	29 6%	11 4%	53 6%
NET: Wouldn't encourage me to change my diet	459 23%	270 27%B	189 18%	47 20%	68 20%	85 26% <sup>d</sup>	82 23%	79 27% <sup>c</sup> Dh	97 21%	121 22%	126 23%	100 23%	112 23%	57 22%	205 23%
Don't know	290 14%	140 14%	150 14%	32 13%	63 18% <sup>H</sup>	49 15% <sup>H</sup>	60 17% <sup>H</sup>	43 15% <sup>H</sup>	43 9%	51 9%	76 14% <sup>l</sup>	62 14% <sup>l</sup>	101 21% <sup>IJK</sup>	33 13%	136 15%
Mean	2.93	2.80	3.05 <sup>A</sup>	3.02 <sup>G</sup>	2.95 <sup>g</sup>	2.88	2.90	2.81	3.00 <sup>G</sup>	2.97	2.94	2.91	2.89	2.91	2.92
Standard deviation	0.85	0.90	0.79	0.88	0.78	0.87	0.83	0.90	0.84	0.84	0.87	0.83	0.86	0.77	0.86
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 34

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?  
Climate change causing the acidity of oceans to increase, leading to loss of sea life and decreased availability of fish**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Would encourage me to change my diet	1275 63%	123 70%DbGm	61 60%	1091 62%	56 66%	145 62%	98 57%	112 62%	93 62%	125 64%	172 64%	182 64%	107 60%
This would definitely encourage me to change my diet	(4) 454 22%	41 24%	17 16%	396 23%	23 27%	46 20%	42 24%	42 23%	34 23%	43 22%	63 24%	61 22%	43 24%
This would probably encourage me to change my diet	(3) 821 41%	82 47%dGm	44 43%g	694 40%	33 39%	99 43%g	57 33%	70 39%	59 40%	82 42%g	109 41%	121 43%G	64 36%
This probably wouldn't encourage me to change my diet	(2) 343 17%	29 17%	18 17%	296 17%	11 13%	38 16%	37 22%	29 16%	24 16%	31 16%	47 18%	51 18%	27 15%
This definitely wouldn't encourage me to change my diet	(1) 116 6%	7 4%	8 8%e	101 6%	1 2%	20 9%aEgl	8 4%	14 7%e	5 3%	10 5%	15 6%	14 5%	14 8%ei
NET: Wouldn't encourage me to change my diet	459 23%	37 21%	25 25%	397 23%	13 15%	58 25%e	45 26%e	43 24%	29 19%	41 21%	62 23%	65 23%	41 23%
Don't know	290 14%	16 9%	16 16%a	258 15%A	17 20%A	29 13%	29 17%A	27 15%	28 18%A	30 15%a	33 12%	36 13%	30 17%A
Mean	2.93	2.98	2.81	2.93	3.13BFI	2.84	2.92	2.91	3.00	2.95	2.94	2.93	2.92
Standard deviation	0.85	0.79	0.85	0.86	0.75	0.89	0.87	0.90	0.80	0.83	0.86	0.82	0.92
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.08

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 35

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing the amount of land covered in snow to decrease, leading to rising sea levels and flooding of land, including agricultural land which we can then no longer use to produce food**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Would encourage me to change my diet	1258 62%	539 55%	720 69%A	165 70% <sup>d</sup> EF	221 63%	191 58%	215 60%	170 58%	296 65% <sup>Eg</sup>	372 68% <sup>KL</sup>	350 64% <sup>L</sup>	267 60%	270 55%	176 67% <sup>n</sup>	525 60%
This would definitely encourage me to change my diet	(4) 422 21%	170 17%	251 24%A	64 27% <sup>DFg</sup>	62 18%	71 21%	68 19%	58 20%	97 21%	128 23% <sup>L</sup>	123 23% <sup>L</sup>	87 20%	84 17%	47 18%	194 22%
This would probably encourage me to change my diet	(3) 837 41%	368 37%	468 45%A	101 43%	159 45% <sup>E</sup>	120 36%	147 41%	112 38%	198 44% <sup>E</sup>	244 45% <sup>L</sup>	227 42%	180 41%	186 38%	130 49% <sup>N</sup>	331 38%
This probably wouldn't encourage me to change my diet	(2) 333 16%	208 21% <sup>B</sup>	125 12%	24 10%	54 15%	60 18% <sup>C</sup>	65 18% <sup>C</sup>	51 17% <sup>C</sup>	80 18% <sup>C</sup>	90 17%	88 16%	81 18%	74 15%	45 17%	150 17%
This definitely wouldn't encourage me to change my diet	(1) 114 6%	85 9% <sup>B</sup>	29 3%	13 6%	18 5%	20 6%	16 4%	24 8% <sup>fh</sup>	23 5%	28 5%	32 6%	26 6%	28 6%	11 4%	60 7%
NET: Wouldn't encourage me to change my diet	447 22%	293 30% <sup>B</sup>	154 15%	38 16%	72 20%	80 24% <sup>C</sup>	81 22% <sup>c</sup>	74 25% <sup>C</sup>	102 23% <sup>c</sup>	118 22%	119 22%	106 24%	103 21%	56 21%	210 24%
Don't know	319 16%	154 16%	165 16%	32 14%	58 17%	61 18% <sup>H</sup>	65 18% <sup>H</sup>	47 16%	56 12%	55 10%	76 14% <sup>i</sup>	68 15% <sup>l</sup>	121 25% <sup>IJK</sup>	32 12%	146 17%
Mean	2.92	2.75	3.08 <sup>A</sup>	3.06 <sup>d</sup> EF	2.91	2.89	2.91	2.84	2.93	2.96	2.94	2.88	2.87	2.91	2.90
Standard deviation	0.84	0.89	0.75	0.84	0.80	0.88	0.81	0.90	0.82	0.82	0.85	0.84	0.84	0.76	0.88
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 35

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing the amount of land covered in snow to decrease, leading to rising sea levels and flooding of land, including agricultural land which we can then no longer use to produce food**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Would encourage me to change my diet	1258 62%	119 68%bG	58 56%	1081 62%	57 67%G	153 66%G	89 52%	111 61%g	93 62%g	119 61%g	172 64%G	179 63%G	108 61%
This would definitely encourage me to change my diet	(4) 422 21%	38 21%	22 21%	362 21%	19 22%	44 19%	35 21%	40 22%	36 24%l	46 23%l	57 21%	45 16%	40 23%
This would probably encourage me to change my diet	(3) 837 41%	82 46%bGj	36 35%	719 41%	38 45%g	108 47%bGj	54 32%	71 39%	57 38%	74 38%	115 43%G	134 47%BGiJm	68 38%
This probably wouldn't encourage me to change my diet	(2) 333 16%	31 18%E	19 18%e	283 16%	7 8%	37 16%e	39 23%EfK	30 16%e	24 16%	32 17%e	34 13%	48 17%e	32 18%E
This definitely wouldn't encourage me to change my diet	(1) 114 6%	3 2%	7 7%A	104 6%A	6 7%A	15 6%A	11 6%A	14 8%A	6 4%	10 5%a	17 6%A	13 5%a	12 7%A
NET: Wouldn't encourage me to change my diet	447 22%	34 19%	25 25%	387 22%	12 14%	52 22%	50 29%AEijKI	44 24%	30 20%	42 22%	51 19%	62 22%	44 25%e
Don't know	319 16%	23 13%	20 19%f	276 16%	16 19%	28 12%	32 19%f	27 15%	27 18%	35 18%	44 16%	42 15%	26 15%
Mean	2.92	3.01G	2.88	2.91	3.01	2.89	2.81	2.88	3.00g	2.96	2.95	2.88	2.89
Standard deviation	0.84	0.73	0.90	0.85	0.84	0.82	0.91	0.90	0.83	0.85	0.84	0.77	0.89
Standard error	0.02	0.06	0.09	0.02	0.10	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 36

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change having a significant effect on farming, reducing the production of some foods and increasing food prices**

**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)	C:1 (j)	C:2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Would encourage me to change my diet	1311 65%	575 58%	736 71%A	162 69%FG	235 67%g	214 64%	223 62%	173 59%	303 67%G	390 72%jKL	362 66%kL	264 60%	295 60%	179 67%	553 63%
This would definitely encourage me to change my diet	(4) 428 21%	170 17%	259 25%A	68 29%DFGH	64 18%	85 25%DFG	68 19%	52 18%	92 20%	133 24%K	124 23%K	71 16%	99 20%	51 19%	188 21%
This would probably encourage me to change my diet	(3) 883 44%	405 41%	477 46%A	94 40%	171 49%cE	130 39%	155 43%	122 42%	211 47%E	257 47%L	238 44%	193 44%	196 40%	128 48%n	365 41%
This probably wouldn't encourage me to change my diet	(2) 324 16%	202 20%B	122 12%	32 14%	52 15%	51 15%	57 16%	50 17%	82 18%	76 14%	89 16%	87 20%lI	72 15%	42 16%	152 17%
This definitely wouldn't encourage me to change my diet	(1) 104 5%	76 8%B	28 3%	12 5%	14 4%	16 5%	16 4%	27 9%cDEFH	19 4%	27 5%	23 4%	27 6%	27 5%	10 4%	50 6%
NET: Wouldn't encourage me to change my diet	429 21%	278 28%B	150 14%	44 19%	66 19%	67 20%	73 20%	77 26%CDDef	101 22%	103 19%	112 21%	114 26%lJl	99 20%	52 20%	202 23%
Don't know	284 14%	132 13%	152 15%	29 12%	50 14%	51 15%h	64 18%cH	41 14%	49 11%	51 9%	70 13%i	64 14%l	99 20%lJK	34 13%	127 14%
Mean	2.94	2.78	3.09A	3.06fGh	2.95G	3.01G	2.93g	2.79	2.93G	3.01K	2.98K	2.82	2.93k	2.95	2.92
Standard deviation	0.82	0.86	0.74	0.85	0.75	0.85	0.80	0.89	0.79	0.80	0.80	0.82	0.84	0.76	0.84
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 36

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?  
Climate change having a significant effect on farming, reducing the production of some foods and increasing food prices**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Would encourage me to change my diet	1311 65%	124 71%Bj	60 58%	1127 65%	62 73%Bj	151 65%	109 63%	118 65%	93 62%	121 62%	169 63%	184 65%	118 66%
This would definitely encourage me to change my diet	(4) 428 21%	38 22%	20 20%	370 21%	23 27%	52 22%	33 19%	39 21%	34 23%	41 21%	56 21%	56 20%	36 20%
This would probably encourage me to change my diet	(3) 883 44%	86 49%bi	40 38%	757 43%	39 46%	100 43%	76 44%	79 43%	59 39%	80 41%	113 42%	128 45%	82 46%
This probably wouldn't encourage me to change my diet	(2) 324 16%	28 16%	20 20%E	276 16%	7 8%	41 18%e	28 16%e	25 13%	26 17%e	29 15%	42 16%	49 17%e	30 17%e
This definitely wouldn't encourage me to change my diet	(1) 104 5%	5 3%	5 5%	94 5%	3 3%	13 6%	10 6%	12 6%	6 4%	9 4%	19 7%a	12 4%	12 7%a
NET: Wouldn't encourage me to change my diet	429 21%	32 18%	25 25%E	371 21%	10 11%	55 24%E	37 22%e	36 20%	31 21%e	38 19%	61 23%E	61 21%e	42 24%E
Don't know	284 14%	19 11%	18 17%m	248 14%	13 15%	26 11%	26 15%	28 16%	25 17%m	37 19%AFM	37 14%	38 13%	18 10%
Mean	2.94	3.01	2.88	2.94	3.15BfGKIM	2.92	2.90	2.94	2.98	2.97	2.90	2.93	2.88
Standard deviation	0.82	0.74	0.84	0.82	0.74	0.84	0.82	0.85	0.82	0.81	0.86	0.79	0.84
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 37

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?  
Climate change resulting in an increased amount of land not being suitable for farming, for example due to the changes to the soil**

**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)	C:1 (j)	C:2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Would encourage me to change my diet	1203 59%	513 52%	690 66%A	144 61%	213 61%	192 58%	204 56%	162 56%	288 64%FG	357 66%KL	330 61%L	249 57%	266 54%	159 60%	512 58%
This would definitely encourage me to change my diet	(4) 330 16%	146 15%	184 18%	43 18%	53 15%	59 18%	54 15%	41 14%	80 18%	103 19%kL	97 18%l	63 14%	68 14%	38 14%	160 18%
This would probably encourage me to change my diet	(3) 873 43%	367 37%	506 49%A	102 43%	160 46%	132 40%	149 41%	121 41%	208 46%	254 47%L	234 43%	187 42%	198 40%	121 46%	352 40%
This probably wouldn't encourage me to change my diet	(2) 385 19%	234 24%B	152 15%	43 18%	54 15%	63 19%	73 20%	62 21%d	89 20%	102 19%	113 21%	88 20%	83 17%	56 21%	174 20%
This definitely wouldn't encourage me to change my diet	(1) 112 6%	83 8%B	29 3%	14 6%	18 5%	15 5%	19 5%	23 8%eh	22 5%	25 5%	29 5%	30 7%	28 6%	7 3%	59 7%M
NET: Wouldn't encourage me to change my diet	497 25%	317 32%B	181 17%	58 25%	73 21%	79 24%	92 26%	85 29%D	111 24%	127 23%	141 26%	118 27%	111 23%	64 24%	233 26%
Don't know	323 16%	156 16%	167 16%	33 14%	65 18%H	62 19%H	65 18%H	44 15%	54 12%	61 11%	73 13%	74 17%l	116 24%IJK	42 16%	136 15%
Mean	2.84	2.69	2.97A	2.85	2.87g	2.87g	2.81	2.73	2.87G	2.90K	2.84	2.77	2.81	2.85	2.82
Standard deviation	0.81	0.88	0.72	0.83	0.79	0.82	0.81	0.85	0.79	0.79	0.81	0.83	0.82	0.73	0.86
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 37

**Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change?  
Climate change resulting in an increased amount of land not being suitable for farming, for example due to the changes to the soil**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Would encourage me to change my diet	1203 59%	114 65%BFJ	54 52%	1036 59%	58 69%BFgjm	124 53%	98 57%	107 59%	90 60%	110 56%	165 62%f	182 64%BFJ	100 56%
This would definitely encourage me to change my diet	(4) 330 16%	26 15%	10 9%	294 17%B	13 15%	34 15%	32 19%B	28 16%	25 17%b	30 15%	55 20%B	46 16%	33 18%b
This would probably encourage me to change my diet	(3) 873 43%	88 50%dFGJM	44 43%	741 42%	46 54%FGjkm	90 39%	66 38%	79 43%	65 44%	81 41%	111 41%	136 48%fGm	68 38%
This probably wouldn't encourage me to change my diet	(2) 385 19%	32 18%	20 19%e	334 19%	8 10%	54 23%Ekl	34 20%e	33 18%	26 18%	42 21%E	44 16%	46 16%	47 26%aEhiKL
This definitely wouldn't encourage me to change my diet	(1) 112 6%	6 3%	8 7%	99 6%	3 3%	17 7%a	8 5%	15 8%a	6 4%	10 5%	14 5%	15 5%	12 6%
NET: Wouldn't encourage me to change my diet	497 25%	37 21%	27 26%E	433 25%	11 13%	71 31%AEiKL	43 25%E	47 26%E	32 21%	51 26%E	58 22%	61 22%	58 33%AEIKL
Don't know	323 16%	25 14%	22 21%IM	277 16%	16 18%	37 16%	31 18%m	28 15%	28 18%m	35 18%m	43 16%	40 14%	20 11%
Mean	2.84	2.89bf	2.69	2.84	2.99BFm	2.72	2.87	2.78	2.90bf	2.81	2.92BF	2.87bf	2.77
Standard deviation	0.81	0.73	0.80	0.82	0.67	0.85	0.84	0.86	0.77	0.80	0.83	0.78	0.86
Standard error	0.02	0.06	0.09	0.02	0.08	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 38

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?**

#### Summary

Base: All respondents

	Statements				
	How climate change is causing a rise in average global temperature	How global weather conditions are changing as a result of climate change, increasing both likelihood and severity of droughts, storms, heatwaves and floods	How climate change is affecting weather in the UK, increasing likelihood and severity of winter storms and heatwaves	How climate change will affect our food supply, impacting production and where we will be able to grow some foods	How food production and consumption have a significant impact on climate change, the food system being responsible for around a third of our greenhouse-gas emissions
Unweighted base	2024	2024	2024	2024	2024
Weighted base	2024	2024	2024	2024	2024
NET: Informed	1228 61%	1132 56%	1119 55%	681 34%	715 35%
Very informed (4)	205 10%	165 8%	151 7%	73 4%	96 5%
Fairly informed (3)	1023 51%	967 48%	968 48%	608 30%	619 31%
Fairly uninformed (2)	484 24%	552 27%	555 27%	833 41%	782 39%
Very uninformed (1)	168 8%	189 9%	194 10%	347 17%	342 17%
NET: Uninformed	652 32%	741 37%	748 37%	1179 58%	1125 56%
Don't know	144 7%	151 7%	157 8%	164 8%	184 9%
Mean	2.67	2.59	2.58	2.22	2.25
Standard deviation	0.79	0.79	0.78	0.79	0.82
Standard error	0.02	0.02	0.02	0.02	0.02

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 39

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?**

**How climate change is causing a rise in average global temperature**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Informed	1228 61%	651 66%B	577 56%	150 64%f	213 61%	201 61%	202 56%	179 61%	283 62%f	392 72%JKL	332 61%L	253 57%I	252 51%	172 65%	531 60%
Very informed	(4) 205 10%	120 12%B	85 8%	51 22%DEFGH	44 13%GH	32 10%H	34 9%H	21 7%	22 5%	67 12%L	50 9%	52 12%L	37 7%	28 11%	103 12%
Fairly informed	(3) 1023 51%	531 54%B	492 47%	99 42%	169 48%	169 51%c	168 47%	158 54%Cf	261 58%CDeF	325 60%JKL	282 52%kL	201 46%	215 44%	144 54%	428 49%
Fairly uninformed	(2) 484 24%	197 20%	287 28%A	50 21%	75 21%	75 23%	102 28%cd	70 24%	113 25%	100 18%	132 24%I	124 28%I	128 26%I	60 23%	208 24%
Very uninformed	(1) 168 8%	72 7%	95 9%	15 7%	34 10%	32 10%	26 7%	22 8%	39 9%	27 5%	46 8%I	35 8%	59 12%Ijk	14 5%	80 9%m
NET: Uninformed	652 32%	269 27%	382 37%A	65 28%	108 31%	107 32%	127 35%c	92 31%	152 33%	127 23%	178 33%I	158 36%I	188 38%Ij	74 28%	288 33%
Don't know	144 7%	65 7%	78 8%	20 8%H	29 8%H	24 7%h	31 9%H	22 7%h	18 4%	25 5%	34 6%	30 7%	54 11%IJK	18 7%	62 7%
Mean	2.67	2.76B	2.59	2.86DEFGH	2.70	2.65	2.64	2.66	2.61	2.83JKL	2.66L	2.66L	2.52	2.76	2.68
Standard deviation	0.79	0.77	0.79	0.86	0.84	0.80	0.77	0.74	0.72	0.71	0.78	0.81	0.83	0.72	0.82
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 39

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?**

**How climate change is causing a rise in average global temperature**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Informed	1228 61%	118 67% <sup>dEhJm</sup>	61 60%	1049 60%	43 51%	138 60%	105 61%	104 57%	87 58%	110 56%	177 66% <sup>EhJ</sup>	181 64% <sup>E</sup>	104 58%
Very informed	(4) 205 10%	12 7%	8 7%	185 11%	2 2%	26 11% <sup>E</sup>	16 10% <sup>E</sup>	13 7%	18 12% <sup>E</sup>	15 8% <sup>e</sup>	39 15% <sup>AbEHJ</sup>	33 12% <sup>E</sup>	22 12% <sup>E</sup>
Fairly informed	(3) 1023 51%	106 60% <sup>DeFghIJM</sup>	54 52%	864 49%	41 48%	112 48%	88 51%	91 50%	69 46%	94 48%	139 52%	147 52%	82 46%
Fairly uninformed	(2) 484 24%	35 20%	22 21%	428 25%	28 33% <sup>AbgKI</sup>	59 25%	38 22%	52 29% <sup>ak</sup>	35 23%	59 30% <sup>AgKI</sup>	52 20%	62 22%	43 24%
Very uninformed	(1) 168 8%	14 8%	11 10%	143 8%	6 7%	20 8%	13 8%	9 5%	16 11% <sup>h</sup>	17 9%	20 8%	25 9%	16 9%
NET: Uninformed	652 32%	49 28%	32 31%	571 33%	34 40% <sup>aK</sup>	78 34%	51 30%	62 34%	51 34%	76 39% <sup>AgKI</sup>	73 27%	87 31%	60 34%
Don't know	144 7%	9 5%	10 9%	125 7%	8 9%	16 7%	16 10%	17 9%	12 8%	10 5%	17 6%	15 5%	14 8%
Mean	2.67	2.70 <sup>e</sup>	2.63	2.67	2.50	2.67	2.69 <sup>e</sup>	2.65	2.65	2.58	2.78 <sup>EJ</sup>	2.71 <sup>e</sup>	2.67
Standard deviation	0.79	0.73	0.79	0.79	0.68	0.81	0.77	0.71	0.86	0.77	0.80	0.80	0.83
Standard error	0.02	0.05	0.08	0.02	0.08	0.06	0.06	0.06	0.07	0.05	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 40

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?  
How global weather conditions are changing as a result of climate change, increasing both likelihood and severity of  
droughts, storms, heatwaves and floods**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Informed	1132 56%	573 58% <sup>b</sup>	559 54%	152 65% <sup>DFGH</sup>	187 53%	191 57%	190 53%	160 55%	252 56%	367 67% <sup>JKL</sup>	315 58% <sup>kL</sup>	225 51%	225 46%	158 60%	499 57%
Very informed	(4) 165 8%	96 10% <sup>B</sup>	69 7%	35 15% <sup>dEFGH</sup>	34 10% <sup>H</sup>	27 8% <sup>h</sup>	29 8% <sup>h</sup>	18 6%	23 5%	49 9% <sup>l</sup>	43 8%	42 10% <sup>l</sup>	30 6%	13 5%	92 10% <sup>M</sup>
Fairly informed	(3) 967 48%	477 48%	489 47%	117 50%	154 44%	164 49%	162 45%	142 49%	229 51% <sup>d</sup>	318 58% <sup>JKL</sup>	272 50% <sup>kL</sup>	182 41%	195 39%	145 55% <sup>N</sup>	407 46%
Fairly uninformed	(2) 552 27%	251 25%	301 29% <sup>a</sup>	50 21%	90 26%	79 24%	108 30% <sup>Ce</sup>	88 30% <sup>Ce</sup>	137 30% <sup>Ce</sup>	121 22%	143 26%	143 32% <sup>lj</sup>	144 29% <sup>l</sup>	67 25%	232 26%
Very uninformed	(1) 189 9%	91 9%	98 9%	15 6%	39 11% <sup>c</sup>	39 12% <sup>c</sup>	30 8%	23 8%	44 10%	30 6%	48 9% <sup>l</sup>	41 9% <sup>l</sup>	70 14% <sup>IJK</sup>	20 8%	86 10%
NET: Uninformed	741 37%	342 35%	399 38%	65 28%	129 37% <sup>C</sup>	118 35% <sup>c</sup>	138 38% <sup>C</sup>	111 38% <sup>C</sup>	181 40% <sup>C</sup>	151 28%	191 35% <sup>l</sup>	184 42% <sup>lj</sup>	215 43% <sup>IJ</sup>	87 33%	318 36%
Don't know	151 7%	71 7%	80 8%	18 8%	35 10% <sup>H</sup>	24 7%	32 9% <sup>H</sup>	21 7%	21 5%	27 5%	38 7%	32 7%	54 11% <sup>IJK</sup>	19 7%	64 7%
Mean	2.59	2.63 <sup>B</sup>	2.55	2.79 <sup>DEFGH</sup>	2.58	2.58	2.58	2.57	2.54	2.75 <sup>JKL</sup>	2.61 <sup>L</sup>	2.55 <sup>L</sup>	2.42	2.62	2.62
Standard deviation	0.79	0.80	0.77	0.79	0.84	0.82	0.78	0.74	0.75	0.71	0.77	0.81	0.84	0.71	0.82
Standard error	0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 40

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?  
How global weather conditions are changing as a result of climate change, increasing both likelihood and severity of  
droughts, storms, heatwaves and floods**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Informed	1132 56%	104 59%	52 50%	977 56%	42 49%	132 57%	88 51%	103 57%	81 54%	100 51%	168 63%BEGJ	162 57%	101 57%
Very informed	(4) 165 8%	11 6%	11 11%Ej	144 8%	1 1%	16 7%e	14 8%E	17 9%E	15 10%E	11 5%	24 9%E	26 9%E	20 11%aEJ
Fairly informed	(3) 967 48%	93 53%Bg	40 39%	833 48%b	41 48%	116 50%b	74 43%	86 47%	67 45%	89 45%	144 54%BGij	136 48%	80 45%
Fairly uninformed	(2) 552 27%	51 29%k	30 29%	470 27%	24 28%	62 27%	54 32%K	51 28%	37 24%	68 35%iKIM	57 21%	75 26%	43 24%
Very uninformed	(1) 189 9%	12 7%	11 10%	166 10%	11 13%	23 10%	14 8%	13 7%	20 13%ah	16 8%	23 9%	26 9%	20 11%
NET: Uninformed	741 37%	63 36%	41 40%k	636 36%	35 41%k	85 37%	68 40%K	63 35%	57 38%	84 43%K	80 30%	100 35%	63 35%
Don't know	151 7%	9 5%	11 10%a	132 8%	8 9%	15 7%	16 9%	15 8%	11 8%	12 6%	19 7%	21 7%	14 8%
Mean	2.59	2.61e	2.56	2.59	2.41	2.58	2.56	2.64E	2.55	2.51	2.68EJ	2.62e	2.62e
Standard deviation	0.79	0.71	0.85	0.79	0.75	0.78	0.78	0.77	0.87	0.74	0.77	0.79	0.86
Standard error	0.02	0.05	0.08	0.02	0.09	0.05	0.06	0.06	0.07	0.05	0.05	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 41

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?**

**How climate change is affecting weather in the UK, increasing likelihood and severity of winter storms and heatwaves**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Informed	1119 55%	582 59%B	537 52%	128 54%	198 56%	193 58%F	180 50%	164 56%	256 56%f	341 63%JKL	297 54%L	248 56%L	233 47%	160 60%	491 56%
Very informed	(4) 7%	84 9%b	67 6%	26 11%fGH	31 9%H	31 9%H	26 7%	18 6%	20 4%	45 8%L	47 9%L	36 8%l	23 5%	22 8%	80 9%
Fairly informed	(3) 48%	498 51%B	469 45%	102 43%	167 47%	163 49%	154 43%	147 50%f	236 52%CF	296 54%JKL	250 46%	213 48%	209 42%	138 52%	411 47%
Fairly uninformed	(2) 27%	238 24%	316 30%A	72 31%de	81 23%	76 23%	120 33%DEg	78 27%	128 28%	137 25%	152 28%	127 29%	138 28%	65 25%	240 27%
Very uninformed	(1) 10%	93 9%	100 10%	19 8%	38 11%	37 11%	29 8%	26 9%	46 10%	39 7%	53 10%	33 7%	69 14%IJK	22 8%	82 9%
NET: Uninformed	748 37%	332 34%	416 40%A	91 39%	119 34%	113 34%	149 41%de	103 35%	174 38%	176 32%	206 38%i	160 36%	207 42%l	87 33%	322 37%
Don't know	157 8%	72 7%	85 8%	16 7%	34 10%H	25 8%	32 9%H	24 8%	24 5%	27 5%	42 8%i	33 8%	54 11%lj	18 7%	68 8%
Mean	2.58	2.63B	2.53	2.62	2.60	2.61	2.54	2.58	2.54	2.67JL	2.58L	2.62L	2.43	2.64	2.60
Standard deviation	0.78	0.79	0.78	0.81	0.82	0.83	0.76	0.75	0.75	0.74	0.80	0.76	0.82	0.77	0.80
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 41

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?**

**How climate change is affecting weather in the UK, increasing likelihood and severity of winter storms and heatwaves**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Informed	1119 55%	100 57%	61 59%	958 55%	47 55%	128 55%	93 54%	94 52%	81 54%	97 49%	154 58%	162 57%	103 58%
Very informed	(4) 151 7%	10 6%	9 9%e	132 8%	2 2%	16 7%	18 11%aEJ	14 8%	11 7%	9 5%	23 8%e	19 7%	20 11%aEJ
Fairly informed	(3) 968 48%	90 51%	52 51%	826 47%	45 53%	112 48%	74 43%	80 44%	70 47%	88 45%	131 49%	143 50%	83 47%
Fairly uninformed	(2) 555 27%	53 30%Bm	19 18%	483 28%B	20 24%	72 31%Bm	47 28%b	54 29%B	39 26%	72 37%BEgIKLM	72 27%	68 24%	39 22%
Very uninformed	(1) 194 10%	15 9%	13 12%	165 9%	11 13%	18 8%	17 10%	15 8%	17 11%	14 7%	19 7%	32 11%	22 12%
NET: Uninformed	748 37%	69 39%	31 30%	648 37%	31 36%	90 39%	65 38%	69 38%	56 37%	86 44%BKlm	91 34%	100 35%	61 34%
Don't know	157 8%	7 4%	11 10%A	139 8%a	7 8%	14 6%	15 8%a	19 10%A	13 9%	13 7%	23 8%	21 7%	14 8%
Mean	2.58	2.56	2.62	2.58	2.49	2.58	2.59	2.57	2.55	2.50	2.64j	2.57	2.62
Standard deviation	0.78	0.74	0.84	0.78	0.77	0.75	0.84	0.78	0.81	0.71	0.76	0.80	0.87
Standard error	0.02	0.05	0.08	0.02	0.09	0.05	0.06	0.06	0.07	0.05	0.05	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 42

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?**

**How climate change will affect our food supply, impacting production and where we will be able to grow some foods**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Informed	681 34%	366 37%B	314 30%	87 37%g	130 37%G	121 36%g	111 31%	85 29%	147 32%	225 41%JKL	186 34%L	132 30%	137 28%	95 36%	323 37%
Very informed	(4) 73 4%	43 4%	30 3%	10 4%	18 5%gh	13 4%	14 4%	6 2%	11 2%	25 5%l	17 3%	19 4%	12 2%	8 3%	44 5%
Fairly informed	(3) 608 30%	323 33%B	284 27%	77 33%	112 32%	108 33%	96 27%	79 27%	135 30%	200 37%jKL	169 31%l	114 26%	125 25%	88 33%	279 32%
Fairly uninformed	(2) 833 41%	379 38%	454 44%A	98 42%	123 35%	119 36%	162 45%DE	132 45%DE	199 44%DE	218 40%	218 40%	206 47%ijL	191 39%	112 42%	338 38%
Very uninformed	(1) 347 17%	165 17%	182 18%	30 13%	66 19%c	66 20%Cf	52 14%	53 18%	80 18%	72 13%	100 18%l	69 16%	105 21%lk	34 13%	154 17%
NET: Uninformed	1179 58%	544 55%	635 61%A	129 55%	188 54%	185 56%	214 59%	185 63%cDe	279 61%D	290 53%	318 58%	275 62%l	296 60%l	147 55%	492 56%
Don't know	164 8%	75 8%	89 9%	19 8%	32 9%	27 8%	36 10%h	22 7%	28 6%	29 5%	41 8%	34 8%	60 12%IJK	23 9%	65 7%
Mean	2.22	2.27B	2.17	2.31Gh	2.26	2.22	2.22	2.14	2.18	2.35JKL	2.20l	2.20	2.10	2.28	2.26
Standard deviation	0.79	0.81	0.77	0.77	0.85	0.83	0.76	0.75	0.76	0.78	0.79	0.77	0.79	0.74	0.82
Standard error	0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 42

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?**

**How climate change will affect our food supply, impacting production and where we will be able to grow some foods**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Informed	681 34%	57 32%	35 34%	589 34%	21 24%	69 30%	54 31%	59 33%	57 38%Ef	61 31%	94 35%	106 38%Ef	68 38%Ef
Very informed	(4) 73 4%	3 2%	4 4%	65 4%	1 1%	3 1%	6 4%	9 5%Fj	8 5%Fj	3 2%	14 5%Fj	8 3%	13 8%AeFJL
Fairly informed	(3) 608 30%	53 30%	31 30%	524 30%	20 23%	66 28%	47 27%	50 28%	49 33%	58 29%	80 30%	99 35%e	55 31%
Fairly uninformed	(2) 833 41%	79 45%lm	38 37%	716 41%	40 47%ilm	107 46%iLm	71 41%	73 40%	54 36%	91 46%iLM	115 43%	103 36%	63 36%
Very uninformed	(1) 347 17%	31 17%	20 19%	297 17%	17 20%	40 17%	26 15%	33 18%	26 17%	33 17%	33 12%	54 19%k	33 18%
NET: Uninformed	1179 58%	110 62%	58 56%	1012 58%	57 67%iklm	147 63%im	97 56%	107 59%	80 53%	124 63%im	148 55%	157 55%	96 54%
Don't know	164 8%	10 5%	11 10%	144 8%	7 8%	17 7%	21 12%AfJl	16 9%	13 9%	11 6%	25 9%	20 7%	14 8%
Mean	2.22	2.18	2.21	2.22	2.06	2.15	2.22	2.21	2.28e	2.17	2.31EFj	2.23	2.30ef
Standard deviation	0.79	0.75	0.83	0.79	0.73	0.73	0.78	0.82	0.84	0.73	0.78	0.81	0.88
Standard error	0.02	0.05	0.08	0.02	0.08	0.05	0.06	0.07	0.07	0.05	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 43

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?  
How food production and consumption have a significant impact on climate change, the food system being responsible for  
around a third of our greenhouse-gas emissions**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Informed	715 35%	388 39%B	327 31%	108 46%deFGH	130 37%	127 38%H	115 32%	95 33%	140 31%	236 43%JKL	185 34%	146 33%	148 30%	100 38%	341 39%
Very informed	(4) 96 5%	55 6%	41 4%	23 10%EFGH	23 7%GH	15 5%H	19 5%gH	7 2%	9 2%	31 6%l	27 5%	21 5%	17 3%	12 4%	59 7%
Fairly informed	(3) 619 31%	334 34%B	286 28%	85 36%Fh	106 30%	112 34%f	97 27%	89 30%	131 29%	205 38%JKL	158 29%	124 28%	132 27%	88 33%	282 32%
Fairly uninformed	(2) 782 39%	352 36%	430 41%A	86 36%	125 36%	114 34%	147 41%	109 38%	201 44%cDEg	205 38%	223 41%l	180 41%	175 35%	105 40%	321 36%
Very uninformed	(1) 342 17%	164 17%	178 17%	24 10%	61 17%C	62 19%C	58 16%c	57 20%C	80 18%C	71 13%	91 17%	72 16%	108 22%lJk	38 14%	142 16%
NET: Uninformed	1125 56%	516 52%	608 59%A	110 47%	186 53%	176 53%	205 57%C	167 57%C	281 62%CDE	276 51%	314 58%i	252 57%i	283 57%l	143 54%	463 53%
Don't know	184 9%	81 8%	103 10%	18 7%	35 10%	29 9%	40 11%h	30 10%	33 7%	32 6%	45 8%	44 10%l	63 13%lJ	22 8%	77 9%
Mean	2.25	2.31B	2.20	2.49DEFGH	2.29h	2.26	2.24	2.17	2.16	2.38JKL	2.24l	2.24l	2.13	2.30	2.32
Standard deviation	0.82	0.84	0.79	0.83	0.86	0.84	0.81	0.79	0.75	0.80	0.81	0.81	0.83	0.79	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 43

**Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues?  
How food production and consumption have a significant impact on climate change, the food system being responsible for  
around a third of our greenhouse-gas emissions**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Informed	715 35%	57 33%	35 34%	623 36%	25 29%	84 36%	52 30%	61 34%	59 39%g	72 37%	107 40%G	100 35%	63 35%
Very informed	(4) 96 5%	3 2%	3 3%	90 5%A	5 6%a	7 3%	10 6%Aj	10 6%aj	7 5%	4 2%	15 6%aj	14 5%a	16 9%AbFJ
Fairly informed	(3) 619 31%	54 31%	32 31%	533 31%	20 23%	77 33%g	42 25%	51 28%	52 34%eg	67 34%eG	92 34%eG	86 30%	47 26%
Fairly uninformed	(2) 782 39%	76 43%	38 37%	668 38%	34 40%	85 37%	72 42%	71 39%	51 34%	80 41%	94 35%	112 39%	68 38%
Very uninformed	(1) 342 17%	33 18%	20 20%	290 17%	18 21%	45 19%	28 16%	28 16%	26 17%	29 15%	40 15%	48 17%	28 16%
NET: Uninformed	1125 56%	109 62%diK	59 57%	957 55%	51 61%	130 56%	99 58%	100 55%	78 52%	109 56%	134 50%	160 56%	96 54%
Don't know	184 9%	10 6%	10 9%	164 9%	9 10%	18 8%	20 12%A	21 12%a	13 9%	15 8%	26 10%	24 8%	19 11%
Mean	2.25	2.17	2.19	2.27	2.16	2.22	2.23	2.27	2.30	2.26	2.34A	2.25	2.32
Standard deviation	0.82	0.76	0.81	0.82	0.86	0.81	0.82	0.83	0.84	0.75	0.83	0.82	0.88
Standard error	0.02	0.06	0.08	0.02	0.10	0.06	0.06	0.07	0.07	0.05	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 44

**Q.12 When it comes to information on climate change, where would you say you get most of your information?**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
TV programmes	1273 63%	612 62%	661 64%	103 44%	173 49%	185 56% <b>C</b>	229 63% <b>CDe</b>	223 77% <b>CDEF</b>	360 79% <b>CDEF</b>	346 63%	341 63%	286 65%	301 61%	175 66% <b>N</b>	489 56%
Online sources	853 42%	456 46% <b>B</b>	397 38%	137 59% <b>eFGH</b>	182 52% <b>FGH</b>	169 51% <b>FGH</b>	144 40% <b>H</b>	100 34% <b>H</b>	121 27%	260 48% <b>kL</b>	233 43% <b>L</b>	180 41%	180 37%	120 45%	417 47%
Newspaper articles	761 38%	397 40% <b>B</b>	365 35%	76 32%	100 29%	121 37% <b>d</b>	119 33%	106 36% <b>d</b>	240 53% <b>CDEFG</b>	258 47% <b>JKL</b>	211 39% <b>KL</b>	135 31%	157 32%	98 37%	299 34%
Social media	300 15%	129 13%	171 16% <b>a</b>	71 30% <b>EFGH</b>	84 24% <b>eFGH</b>	57 17% <b>GH</b>	53 15% <b>GH</b>	14 5%	20 5%	92 17% <b>L</b>	86 16% <b>I</b>	64 15%	58 12%	49 18%	155 18%
Radio programmes	255 13%	138 14% <b>b</b>	117 11%	18 8%	29 8%	35 10%	52 14% <b>CD</b>	46 16% <b>CDe</b>	76 17% <b>CDE</b>	87 16% <b>L</b>	68 13% <b>I</b>	57 13% <b>I</b>	43 9%	46 17% <b>N</b>	105 12%
Family or friends	199 10%	83 8%	115 11% <b>a</b>	32 14% <b>FGH</b>	51 14% <b>FGH</b>	43 13% <b>fGH</b>	30 8%	14 5%	28 6%	60 11%	53 10%	39 9%	47 9%	40 15% <b>N</b>	83 9%
None of these	95 5%	43 4%	52 5%	13 6% <b>h</b>	23 7% <b>H</b>	17 5% <b>h</b>	16 5%	14 5%	12 3%	18 3%	26 5%	19 4%	31 6% <b>I</b>	5 2%	53 6% <b>M</b>
Don't know	54 3%	22 2%	32 3%	7 3% <b>h</b>	14 4% <b>H</b>	6 2%	14 4% <b>H</b>	10 3% <b>H</b>	4 1%	5 1%	19 3% <b>I</b>	10 2%	21 4% <b>I</b>	8 3%	23 3%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 44

**Q.12 When it comes to information on climate change, where would you say you get most of your information?**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
TV programmes	1273 63%	116 66%ek	60 59%	1096 63%	46 55%	148 63%	110 64%	125 69%bEK	100 67%ek	124 63%	153 57%	172 61%	118 66%ek
Online sources	853 42%	77 44%eh	37 36%	739 42%	27 32%	116 50%BEGHjm	64 37%	61 34%	62 42%	78 40%	131 49%BEGHjm	128 45%eH	71 40%
Newspaper articles	761 38%	67 38%B	20 20%	674 39%B	27 32%b	83 36%B	55 32%B	72 39%B	51 34%B	77 39%B	125 47%BFGIM	122 43%BeG	62 35%B
Social media	300 15%	21 12%	17 17%l	261 15%	13 15%	40 17%lj	22 13%	26 14%	13 8%	22 11%	52 19%agJ	46 16%l	27 15%i
Radio programmes	255 13%	20 11%	8 8%	227 13%	7 9%	23 10%	21 12%	24 13%	25 16%Bf	33 17%Bef	36 13%	33 12%	25 14%
Family or friends	199 10%	20 11%ej	9 9%	169 10%	3 4%	17 7%	17 10%e	15 8%	20 13%EfJ	12 6%	45 17%bEFgHJLM	26 9%	15 8%
None of these	95 5%	5 3%	9 9% dAg	80 5%	8 9% Ag	13 5%	6 3%	7 4%	7 5%	8 4%	11 4%	12 4%	7 4%
Don't know	54 3%	3 2%	5 5% fL	45 3%	4 5% L	4 2%	5 3%	5 3%	6 4% l	7 4% l	6 2%	3 1%	4 2%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 45

**Q.13 To what extent do you agree or disagree with the following statement?**

**I would like to receive more information about climate change and its relationship with the food system (including all food production and consumption)**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Agree	1323 65%	610 62%	713 69%A	168 71%FGh	253 72%FGH	220 66%g	217 60%	171 59%	294 65%	384 71%JKL	348 64%	283 64%	308 62%	178 67%	588 67%
Strongly agree	(4) 391 19%	170 17%	221 21%A	62 26%dFGH	68 19%g	70 21%G	63 18%	40 14%	88 19%G	109 20%	105 19%	91 21%	87 18%	46 17%	182 21%
Tend to agree	(3) 932 46%	440 45%	492 47%	105 45%	185 53%ceFgh	151 45%	154 43%	131 45%	205 45%	276 51%jkl	243 45%	192 44%	221 45%	132 50%	406 46%
Tend to disagree	(2) 320 16%	183 19%B	137 13%	28 12%	43 12%	55 17%	69 19%CD	52 18%cd	72 16%	92 17%	87 16%	71 16%	70 14%	39 15%	139 16%
Strongly disagree	(1) 147 7%	91 9%B	56 5%	16 7%	13 4%	24 7%d	30 8%D	30 10%D	34 7%D	26 5%	48 9%l	29 7%	44 9%l	15 5%	65 7%
NET: Disagree	467 23%	274 28%B	193 19%	44 19%	56 16%	80 24%D	99 27%CD	83 28%CD	106 23%D	118 22%	135 25%	100 23%	114 23%	54 20%	204 23%
Don't know	234 12%	101 10%	133 13%	23 10%	42 12%	32 10%	45 12%	38 13%	54 12%	42 8%	61 11%i	58 13%l	72 15%l	33 13%	89 10%
Mean	2.88	2.78	2.97A	3.01FGh	3.00FGh	2.89G	2.79	2.71	2.87G	2.93jl	2.84	2.90	2.83	2.90	2.89
Standard deviation	0.84	0.87	0.80	0.86	0.73	0.85	0.87	0.87	0.85	0.78	0.88	0.85	0.87	0.78	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 45

**Q.13 To what extent do you agree or disagree with the following statement?**

**I would like to receive more information about climate change and its relationship with the food system (including all food production and consumption)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Agree	1323 65%	118 67%	69 66%	1136 65%	57 67%	144 62%	106 62%	113 62%	95 64%	125 64%	196 73%FGHIJlm	185 65%	114 64%
Strongly agree	(4) 391 19%	30 17%	13 13%	347 20%b	14 16%	43 19%	31 18%	34 19%	31 21%b	32 16%	66 25%aBj	65 23%Bj	32 18%
Tend to agree	(3) 932 46%	88 50%	56 54%dfil	788 45%	44 51%	101 43%	76 44%	79 43%	64 43%	94 48%	130 49%	120 42%	82 46%
Tend to disagree	(2) 320 16%	34 19%BK	9 8%	277 16%B	14 16%	47 20%BK	32 19%BK	28 16%b	22 15%	33 17%B	31 11%	44 16%b	26 15%
Strongly disagree	(1) 147 7%	4 2%	13 13%DAekL	130 7%A	4 5%	17 7%A	13 8%A	16 9%Al	13 9%Al	16 8%Al	18 7%A	12 4%	20 11%AL
NET: Disagree	467 23%	38 21%	22 21%	408 23%	18 21%	63 27%Kl	46 27%kl	45 25%	36 24%	50 25%	49 18%	56 20%	45 26%
Don't know	234 12%	20 11%	13 12%	201 12%	10 12%	25 11%	20 11%	25 13%	19 12%	21 11%	22 8%	42 15%K	18 10%
Mean	2.88	2.93b	2.75	2.88	2.89	2.82	2.81	2.83	2.86	2.81	2.99BfghJM	2.99BfGhJM	2.79
Standard deviation	0.84	0.71	0.88	0.85	0.76	0.85	0.86	0.88	0.90	0.84	0.83	0.81	0.90
Standard error	0.02	0.05	0.09	0.02	0.09	0.06	0.06	0.07	0.08	0.06	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 46

**Q.14 In which of the following ways, if any, would you like to receive more information on climate change and its relationship with the food system (including all food production and consumption)?**

**Base: All respondents who would like to receive more information about climate change and its relationship with the food system**

	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	1324	609	715	174	198	214	233	185	320	396	371	222	335	164	553
Weighted base	1323	610	713	168	253	220	217	171	294	384	348	283	308	178	588
NET: Any	1285 97%	587 96%	698 98%	157 94%	240 95%	215 97%	212 98% <sup>c</sup>	171 100% <sup>CD</sup>	291 99% <sup>CD</sup>	375 98%	341 98% <sup>l</sup>	275 97%	294 96%	174 98%	566 96%
TV programmes	932 70%	431 71%	501 70%	93 56%	155 61%	146 66% <sup>c</sup>	152 70% <sup>Cd</sup>	148 87% <sup>CDEF</sup>	238 81% <sup>CDEF</sup>	259 67%	258 74% <sup>i</sup>	202 72%	212 69%	117 66%	392 67%
Online sources	640 48%	304 50%	336 47%	89 53% <sup>H</sup>	130 51% <sup>H</sup>	116 53% <sup>H</sup>	116 53% <sup>H</sup>	78 46%	111 38%	184 48%	174 50%	134 47%	148 48%	90 51%	295 50%
Information on food packaging about its carbon footprint	623 47%	231 38%	392 55% <sup>A</sup>	82 49%	115 46%	99 45%	92 42%	94 55% <sup>deF</sup>	141 48%	192 50% <sup>k</sup>	170 49%	118 42%	143 46%	79 44%	255 43%
Newspaper articles	514 39%	257 42% <sup>B</sup>	257 36%	55 33%	67 26%	93 42% <sup>cD</sup>	76 35% <sup>d</sup>	68 40% <sup>D</sup>	155 53% <sup>CDEFG</sup>	170 44% <sup>jL</sup>	131 38%	106 37%	108 35%	66 37%	198 34%
Advertising campaigns	411 31%	157 26%	255 36% <sup>A</sup>	71 42% <sup>DeFgH</sup>	76 30% <sup>h</sup>	72 33% <sup>H</sup>	69 32% <sup>H</sup>	56 33% <sup>H</sup>	68 23%	118 31%	103 30%	93 33%	98 32%	54 30%	179 30%
Social media	303 23%	123 20%	180 25% <sup>A</sup>	72 43% <sup>dEFGH</sup>	85 34% <sup>FGH</sup>	68 31% <sup>FGH</sup>	46 21% <sup>GH</sup>	14 8%	18 6%	88 23%	79 23%	64 23%	72 23%	48 27%	155 26%
Radio programmes	239 18%	121 20%	118 17%	27 16%	36 14%	41 19%	44 20%	27 16%	64 22% <sup>D</sup>	89 23% <sup>KL</sup>	68 20% <sup>L</sup>	41 15%	40 13%	31 18%	108 18%
None of these	19 1%	12 2%	7 1%	4 3% <sup>H</sup>	6 2% <sup>h</sup>	4 2% <sup>h</sup>	3 1%	1 *	1 *	2 1%	1 *	7 2% <sup>iJ</sup>	8 3% <sup>IJ</sup>	2 1%	13 2%
Don't know	19 1%	11 2%	8 1%	6 4% <sup>eFGH</sup>	7 3% <sup>Gh</sup>	2 1%	2 1%	-	2 1%	7 2%	6 2%	1 *	6 2%	2 1%	9 2%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 46

**Q.14 In which of the following ways, if any, would you like to receive more information on climate change and its relationship with the food system (including all food production and consumption)?**

**Base: All respondents who would like to receive more information about climate change and its relationship with the food system**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1324	138	75	1111	53	138	132	110	102	136	157	173	110
Weighted base	1323	118	69*	1136	57*	144	106	113*	95*	125	196	185	114*
NET: Any	1285 97%	115 98%e	65 95%	1105 97%	51 90%	141 98%E	105 98%E	111 99%E	93 98%E	122 97%e	185 95%	182 99%bEk	113 99%bEk
TV programmes	932 70%	80 68%	48 70%	803 71%	39 69%	102 71%	83 78%aKl	87 78%k	68 72%	86 69%	129 66%	128 69%	80 70%
Online sources	640 48%	61 52%	28 40%	552 49%	23 40%	65 45%	48 45%	47 42%	51 53%	72 58%BeFgH	99 51%	92 50%	54 47%
Information on food packaging about its carbon footprint	623 47%	52 44%	25 37%	546 48%b	26 45%	71 50%b	48 45%	51 45%	46 48%	57 45%	93 47%	101 55%aB	54 48%
Newspaper articles	514 39%	50 42%B	16 24%	448 39%B	20 35%	55 38%b	37 35%	48 43%B	39 41%B	45 36%	84 43%B	74 40%B	44 39%B
Advertising campaigns	411 31%	41 34%i	17 24%	354 31%	17 29%	46 32%	34 32%	35 31%	22 23%	33 26%	69 35%i	68 37%bljm	30 26%
Social media	303 23%	20 17%	17 25%	266 23%a	13 23%	33 23%	22 21%	22 19%	23 24%	23 19%	48 24%	52 28%Aj	31 27%a
Radio programmes	239 18%	16 14%	10 15%	212 19%	6 11%	30 21%	21 20%	15 14%	18 18%	28 22%ah	35 18%	41 22%ah	18 16%
None of these	19 1%	2 2%	1 2%	16 1%	2 4%Lm	3 2%	1 1%	1 1%	1 1%	2 1%	6 3%l	* *	- -
Don't know	19 1%	1 1%	2 3%F	16 1%	3 6%aFghilm	-	1 1%	1 1%	1 1%	2 2%	5 2%f	2 1%	1 1%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 47

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Summary****Base: All respondents**

	People/ organisations					
	Family and friends	Researchers/scientists	Media	UK Government	Food industry (including production, processing, manufacture and retail)	Environmental charities (e.g. Friends of the Earth)
Unweighted base	2024	2024	2024	2024	2024	2024
Weighted base	2024	2024	2024	2024	2024	2024
NET: Likely to trust	1223 60%	1645 81%	738 36%	848 42%	739 36%	1262 62%
Very likely to trust (4)	255 13%	627 31%	43 2%	99 5%	80 4%	309 15%
Fairly likely to trust (3)	968 48%	1018 50%	695 34%	749 37%	658 33%	953 47%
Fairly unlikely to trust (2)	348 17%	157 8%	727 36%	638 32%	757 37%	359 18%
Very unlikely to trust (1)	86 4%	59 3%	296 15%	316 16%	262 13%	184 9%
NET: Unlikely to trust	435 21%	216 11%	1023 51%	953 47%	1019 50%	543 27%
Don't know	366 18%	163 8%	263 13%	223 11%	267 13%	218 11%
Mean	2.84	3.19	2.28	2.35	2.32	2.77
Standard deviation	0.74	0.72	0.77	0.83	0.78	0.85
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 48

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Family and friends**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely to trust	1223 60%	567 58%	656 63%A	148 63%gH	234 67%GH	224 68%GH	225 62%gH	159 54%	233 51%	323 59%	319 59%	286 65%j	295 60%	171 64%	566 64%
Very likely to trust	(4) 13%	255 11%	148 14%A	36 15%H	49 14%H	48 14%H	44 12%h	41 14%H	37 8%	47 9%	60 11%	66 15%l	81 16%IJ	32 12%	114 13%
Fairly likely to trust	(3) 48%	460 47%	508 49%	112 48%g	185 53%GH	177 53%GH	181 50%Gh	117 40%	196 43%	275 51%L	259 48%	220 50%l	214 43%	138 52%	452 51%
Fairly unlikely to trust	(2) 17%	348 19%b	163 16%	40 17%	51 14%	44 13%	55 15%	53 18%	106 23%cDEFG	105 19%K	108 20%KI	60 14%	76 15%	41 16%	137 16%
Very unlikely to trust	(1) 4%	86 6%B	28 3%	9 4%	9 2%	10 3%	14 4%	14 5%	31 7%DEf	25 5%	24 4%	20 5%	18 4%	4 2%	34 4%m
NET: Unlikely to trust	435 21%	243 25%B	192 18%	49 21%	59 17%	53 16%	68 19%	67 23%dE	137 30%CDEFG	130 24%kl	131 24%KL	80 18%	93 19%	45 17%	171 19%
Don't know	366 18%	176 18%	191 18%	38 16%	57 16%	55 16%	67 19%	66 23%cde	83 18%	92 17%	94 17%	75 17%	105 21%i	49 18%	143 16%
Mean	2.84	2.76	2.91A	2.89H	2.94H	2.95gH	2.87H	2.82H	2.65	2.76	2.79	2.91IJ	2.92IJ	2.92	2.88
Standard deviation	0.74	0.77	0.70	0.74	0.68	0.68	0.71	0.80	0.77	0.71	0.73	0.75	0.76	0.64	0.72
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.05	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 48

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Family and friends**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely to trust	1223 60%	111 63%E	60 58%e	1052 60%	36 43%	150 64%E	104 60%E	109 60%E	87 58%E	117 60%E	166 62%E	181 64%E	103 58%E
Very likely to trust	(4) 255 13%	15 9%	14 14%e	225 13%	4 5%	32 14%e	19 11%	19 10%	24 16%AE	24 12%e	49 18%AEGHL	31 11%	23 13%e
Fairly likely to trust	(3) 968 48%	96 54%dElKm	45 44%	827 47%	32 38%	118 51%e	85 49%e	90 50%e	62 42%	93 47%	117 44%	150 53%Elk	80 45%
Fairly unlikely to trust	(2) 348 17%	28 16%	11 10%	310 18%b	22 26%aBFHk	31 13%	31 18%b	24 13%	30 20%b	49 25%ABFHKL	44 16%	48 17%	32 18%
Very unlikely to trust	(1) 86 4%	6 3%	11 11%DAFGHJKL	69 4%	4 4%	5 2%	6 3%	9 5%	8 5%	7 3%	12 4%	8 3%	11 6%fl
NET: Unlikely to trust	435 21%	34 19%	22 21%	379 22%	25 30%aFHI	36 16%	37 22%	33 18%	37 25%F	55 28%aFHKL	55 21%	56 20%	43 24%F
Don't know	366 18%	31 17%	21 21%j	314 18%	23 27%aiJKL	47 20%J	31 18%	40 22%J	26 17%	24 12%	46 17%	47 17%	31 18%
Mean	2.84	2.83E	2.77	2.84	2.60	2.95bEJm	2.83e	2.84e	2.83e	2.78	2.92E	2.86E	2.79
Standard deviation	0.74	0.66	0.90	0.74	0.71	0.67	0.70	0.73	0.81	0.73	0.79	0.67	0.80
Standard error	0.02	0.05	0.09	0.02	0.09	0.05	0.05	0.06	0.07	0.05	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 49

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Researchers/ scientists**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely to trust	1645 81%	774 78%	871 84%A	198 84%Gh	292 83%Gh	282 85%GH	298 83%gh	223 76%	352 78%	463 85%L	453 83%L	361 82%L	368 74%	230 87%n	713 81%
Very likely to trust (4)	627 31%	283 29%	344 33%A	114 48%DEFGH	133 38%FGH	109 33%GH	107 30%GH	58 20%	106 23%	201 37%KL	186 34%KL	111 25%	129 26%	89 34%	281 32%
Fairly likely to trust (3)	1018 50%	491 50%	527 51%	84 36%	160 46%C	173 52%C	191 53%Cd	165 57%CD	246 54%CD	262 48%	267 49%	250 57%IJL	239 48%	140 53%	433 49%
Fairly unlikely to trust (2)	157 8%	92 9%B	65 6%	18 7%d	12 3%	20 6%	24 7%d	33 11%DEF	51 11%DEF	40 7%	37 7%	36 8%	44 9%	19 7%	65 7%
Very unlikely to trust (1)	59 3%	41 4%B	18 2%	4 2%	8 2%	8 2%	4 1%	15 5%CdeF	21 5%cF	15 3%	8 2%	16 4%j	19 4%J	2 1%	27 3%m
NET: Unlikely to trust	216 11%	133 14%B	83 8%	21 9%	20 6%	28 8%	27 8%	48 16%CDEF	72 16%CDEF	55 10%	46 8%	52 12%	63 13%J	21 8%	93 11%
Don't know	163 8%	79 8%	84 8%	16 7%	38 11%h	23 7%	35 10%	21 7%	30 7%	26 5%	46 8%l	28 6%	63 13%IJK	14 5%	75 8%
Mean	3.19	3.12	3.25A	3.41EFGH	3.33fGH	3.24GH	3.23GH	2.98	3.03	3.25KL	3.26KL	3.10	3.11	3.26	3.20
Standard deviation	0.72	0.76	0.66	0.71	0.68	0.68	0.63	0.75	0.75	0.72	0.67	0.71	0.75	0.63	0.73
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.03	0.04	0.03

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 49

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Researchers/ scientists**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely to trust	1645 81%	162 92%DBEFGHIJKL M	83 10%	1400 80%	65 77%	191 82%	141 82%	139 76%	116 78%	157 80%	224 84%h	224 79%	142 80%
Very likely to trust	(4) 627 31%	68 39%DgHIm	33 32%	526 30%	30 36%i	75 32%	50 29%	46 25%	36 24%	60 31%	88 33%i	90 32%	50 28%
Fairly likely to trust	(3) 1018 50%	94 54%e	50 48%	874 50%	35 41%	116 50%	91 53%e	93 51%	81 54%e	96 49%	135 51%	134 47%	91 51%
Fairly unlikely to trust	(2) 157 8%	5 3%	5 5%	148 8%A	8 10%A	19 8%A	11 6%	15 8%A	13 9%A	20 10%Ab	16 6%	30 11%Abk	15 9%A
Very unlikely to trust	(1) 59 3%	3 2%	5 4%k	51 3%	2 2%	6 3%	4 2%	10 5%aKl	9 6%agjKl	4 2%	4 1%	6 2%	7 4%
NET: Unlikely to trust	216 11%	8 5%	9 9%	199 11%A	10 11%a	26 11%A	14 8%	24 13%Ak	22 15%AgK	25 13%Ak	20 7%	36 13%Ak	22 13%A
Don't know	163 8%	6 3%	11 10%A	146 8%A	10 12%A	16 7%	17 10%A	18 10%A	11 7%	15 8%a	23 9%A	23 8%a	14 8%a
Mean	3.19	3.33DfgHIJLM	3.21i	3.17	3.25i	3.20i	3.21i	3.07	3.03	3.17	3.27HIm	3.18i	3.13
Standard deviation	0.72	0.63	0.76	0.72	0.73	0.72	0.67	0.78	0.78	0.72	0.65	0.72	0.75
Standard error	0.02	0.05	0.08	0.02	0.09	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.06

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 50

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

Media

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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely to trust	738 36%	341 35%	397 38%	74 31%	110 31%	130 39%cdg	143 40%cDg	95 32%	186 41%CDG	215 40%J	174 32%	173 39%J	176 36%	81 30%	333 38%m
Very likely to trust (4)	43 2%	20 2%	23 2%	2 1%	16 5%CGH	10 3%H	10 3%H	3 1%	3 1%	8 2%	15 3%	8 2%	12 2%	4 2%	27 3%
Fairly likely to trust (3)	695 34%	321 33%	374 36%	72 31%	95 27%	121 36%D	133 37%D	92 31%	183 40%CDG	207 38%J	159 29%	165 37%J	164 33%	77 29%	306 35%
Fairly unlikely to trust (2)	727 36%	378 38%B	348 34%	99 42%Fh	123 35%	116 35%	117 32%	115 40%f	156 34%	206 38%L	218 40%L	153 35%	150 30%	104 39%	318 36%
Very unlikely to trust (1)	296 15%	160 16%b	137 13%	33 14%	51 15%	48 14%	47 13%	52 18%f	65 14%	72 13%	81 15%	70 16%	73 15%	47 18%n	116 13%
NET: Unlikely to trust	1023 51%	538 55%B	485 47%	132 56%Fh	175 50%	164 49%	164 45%	168 58%deFH	221 49%	278 51%l	299 55%L	223 51%	223 45%	151 57%N	434 49%
Don't know	263 13%	107 11%	156 15%A	30 13%	66 19%cEGH	38 11%	54 15%gh	29 10%	47 10%	51 9%	72 13%i	45 10%	95 19%lJK	33 12%	114 13%
Mean	2.28	2.23	2.32A	2.21	2.26	2.31G	2.34cG	2.17	2.31G	2.31	2.23	2.28	2.29	2.16	2.32M
Standard deviation	0.77	0.77	0.76	0.71	0.82	0.78	0.78	0.75	0.74	0.73	0.76	0.77	0.80	0.76	0.77
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 50

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Media**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely to trust	738 36%	68 39%	42 40%	628 36%	37 43%lm	82 35%	67 39%	67 37%	56 37%	67 34%	109 41%lm	90 32%	54 30%
Very likely to trust	(4) 43 2%	- -	3 3%AM	40 2%A	1 1%	3 1%	4 3%AM	4 2%Am	3 2%am	5 2%Am	14 5%AFM	6 2%am	- -
Fairly likely to trust	(3) 695 34%	68 39%l	39 37%	588 34%	36 42%Lm	79 34%	62 36%	62 34%	53 35%	63 32%	95 35%	84 30%	54 30%
Fairly unlikely to trust	(2) 727 36%	60 34%	30 30%	636 36%	25 29%	77 33%	58 34%	61 33%	55 37%	77 39%k	82 31%	133 47%ABEFGHiK	67 38%
Very unlikely to trust	(1) 296 15%	33 19%IL	15 14%	249 14%	9 10%	35 15%	25 14%	26 14%	15 10%	30 15%	37 14%	32 11%	40 23%EfghijKL
NET: Unlikely to trust	1023 51%	93 53%e	45 44%	884 51%	34 40%	113 49%	83 48%	87 48%	70 47%	107 55%bEk	120 45%	164 58%BEFGHIK	107 60%BEFGHIK
Don't know	263 13%	14 8%	16 16%a	233 13%a	14 17%A	38 16%Alm	22 13%	29 16%Am	24 16%Alm	22 11%	39 14%a	29 10%	17 9%
Mean	2.28	2.22	2.34M	2.28	2.41aM	2.25m	2.31M	2.30M	2.35M	2.24m	2.37aM	2.26M	2.09
Standard deviation	0.77	0.76	0.80	0.76	0.72	0.76	0.78	0.78	0.71	0.76	0.83	0.70	0.76
Standard error	0.02	0.06	0.08	0.02	0.09	0.06	0.06	0.06	0.06	0.06	0.06	0.05	0.06

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 51

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**UK Government**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely to trust	848 42%	412 42%	436 42%	116 50%FG	151 43%fG	140 42%g	130 36%	100 34%	210 46%FG	265 49%jKL	234 43%L	186 42%L	163 33%	108 41%	384 44%
Very likely to trust (4)	99 5%	61 6%B	38 4%	16 7%H	23 7%H	19 6%h	16 5%	10 3%	15 3%	35 6%K	27 5%	12 3%	26 5%k	16 6%	50 6%
Fairly likely to trust (3)	749 37%	351 36%	398 38%	101 43%FG	128 37%	121 37%	114 32%	90 31%	195 43%eFG	230 42%L	207 38%L	175 40%L	137 28%	92 35%	334 38%
Fairly unlikely to trust (2)	638 32%	305 31%	333 32%	69 29%	107 30%	89 27%	116 32%	106 36%E	152 33%e	174 32%	172 32%	128 29%	164 33%	92 35%	263 30%
Very unlikely to trust (1)	316 16%	180 18%B	136 13%	21 9%	42 12%	56 17%C	69 19%CDh	64 22%CDH	64 14%c	66 12%	74 14%	86 19%IJ	89 18%lj	36 14%	135 15%
NET: Unlikely to trust	953 47%	485 49%b	469 45%	90 38%	149 42%	145 44%	186 51%CDe	170 58%CDEH	215 47%C	240 44%	246 45%	214 49%	253 51%lj	128 49%	398 45%
Don't know	223 11%	89 9%	133 13%A	29 12%gH	51 14%GH	47 14%GH	45 12%gH	22 8%	29 6%	40 7%	65 12%l	41 9%	78 16%lJK	29 11%	99 11%
Mean	2.35	2.33	2.37	2.54EFGH	2.44FG	2.36G	2.25	2.17	2.38FG	2.46KL	2.39kL	2.28	2.24	2.37	2.38
Standard deviation	0.83	0.87	0.79	0.78	0.83	0.87	0.85	0.83	0.78	0.81	0.81	0.83	0.86	0.82	0.84
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 51

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**UK Government**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely to trust	848 42%	67 38%	40 39%	741 42%	34 40%	85 37%	78 45%f	74 41%	69 46%f	90 46%f	115 43%	122 43%	74 42%
Very likely to trust	(4) 99 5%	4 2%	6 6%	89 5%	6 7%a	12 5%	7 4%	9 5%	7 4%	10 5%	13 5%	17 6%a	8 5%
Fairly likely to trust	(3) 749 37%	63 36%	34 33%	651 37%	28 33%	73 31%	71 41%f	65 36%	63 42%F	80 41%f	101 38%	105 37%	66 37%
Fairly unlikely to trust	(2) 638 32%	55 31%	31 30%	551 32%	25 29%	80 34%	55 32%	60 33%	39 26%	63 32%	87 33%	94 33%	47 27%
Very unlikely to trust	(1) 316 16%	36 20%dgHKL	21 20%hk	259 15%	18 21%hk	36 16%	22 13%	21 12%	20 14%	30 15%	32 12%	37 13%	43 24%fGHIJKL
NET: Unlikely to trust	953 47%	91 52%l	52 50%	811 46%	43 50%	116 50%i	77 45%	81 45%	60 40%	93 48%	119 45%	131 46%	90 51%i
Don't know	223 11%	18 10%	11 11%	194 11%	8 9%	31 13%J	17 10%	27 15%Jm	20 14%J	13 7%	33 12%j	31 11%	14 8%
Mean	2.35	2.23	2.28	2.37A	2.30	2.30	2.40Am	2.40a	2.43Am	2.38a	2.41Am	2.40Am	2.24
Standard deviation	0.83	0.82	0.89	0.83	0.91	0.83	0.79	0.79	0.82	0.82	0.80	0.82	0.90
Standard error	0.02	0.06	0.09	0.02	0.11	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 52

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Food industry (including production, processing, manufacture and retail)**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely to trust	739 36%	333 34%	406 39%A	107 46%EFGH	150 43%GH	122 37%H	135 37%H	92 31%	133 29%	202 37%	187 34%	162 37%	188 38%	106 40%	349 40%
Very likely to trust (4)	80 4%	31 3%	49 5%a	10 4%	30 9%cEFGH	14 4%	11 3%	5 2%	10 2%	27 5%k	19 3%	11 2%	23 5%k	10 4%	49 6%
Fairly likely to trust (3)	658 33%	302 31%	357 34%a	97 41%EGH	119 34%h	108 32%	124 34%H	86 30%	123 27%	175 32%	168 31%	151 34%	165 33%	96 36%	300 34%
Fairly unlikely to trust (2)	757 37%	390 40%b	367 35%	76 32%	111 32%	125 38%	126 35%	118 40%cD	202 44%CDeF	215 39%L	218 40%L	172 39%L	153 31%	92 35%	317 36%
Very unlikely to trust (1)	262 13%	149 15%B	112 11%	23 10%	37 11%	36 11%	48 13%	48 16%Cde	69 15%cde	81 15%	73 13%	49 11%	59 12%	36 14%	106 12%
NET: Unlikely to trust	1019 50%	539 55%B	480 46%	99 42%	148 42%	162 49%	174 48%	166 57%CDeF	271 60%CDEF	295 54%L	291 53%L	221 50%L	211 43%	129 49%	423 48%
Don't know	267 13%	113 12%	153 15%A	29 12%	53 15%	49 15%	52 14%	34 12%	50 11%	47 9%	67 12%i	58 13%i	95 19%IJK	30 11%	109 12%
Mean	2.32	2.25	2.39A	2.45fGH	2.48eFGH	2.35GH	2.32gH	2.19	2.18	2.30	2.28	2.32	2.38j	2.34	2.38
Standard deviation	0.78	0.77	0.78	0.75	0.84	0.76	0.78	0.75	0.74	0.80	0.77	0.73	0.81	0.79	0.80
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 52

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Food industry (including production, processing, manufacture and retail)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely to trust	739 36%	59 33%	31 30%	649 37%	30 36%	89 38%	69 40%b	63 35%	57 38%	75 38%	100 38%	107 38%	58 33%
Very likely to trust	(4) 80 4%	5 3%	3 3%	73 4%	2 3%	7 3%	5 3%	9 5%	6 4%	11 5%	16 6%	10 3%	6 3%
Fairly likely to trust	(3) 658 33%	54 31%	28 27%	576 33%	28 33%	82 35%	65 38%b	54 30%	50 34%	65 33%	84 32%	97 34%	52 29%
Fairly unlikely to trust	(2) 757 37%	70 40%	39 38%	649 37%	29 34%	86 37%	61 35%	77 42%	51 34%	72 37%	95 36%	112 40%	66 37%
Very unlikely to trust	(1) 262 13%	22 12%	17 16%h	223 13%	11 12%	28 12%	17 10%	14 8%	18 12%	31 16%gH	37 14%h	33 12%	34 19%fGHI
NET: Unlikely to trust	1019 50%	92 52%	56 54%	872 50%	39 46%	114 49%	78 45%	91 50%	69 46%	103 53%	133 50%	146 51%	100 56%Gi
Don't know	267 13%	25 14%j	17 16%j	224 13%	16 18%Jl	30 13%	25 15%j	28 15%j	24 16%j	17 9%	34 13%	31 11%	20 11%
Mean	2.32	2.28	2.20	2.33	2.32	2.33	2.39bM	2.38bm	2.35	2.31	2.34	2.33	2.19
Standard deviation	0.78	0.75	0.79	0.78	0.77	0.76	0.73	0.74	0.79	0.83	0.83	0.75	0.81
Standard error	0.02	0.06	0.08	0.02	0.10	0.05	0.05	0.06	0.07	0.06	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 53

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Environmental charities (e.g. Friends of the Earth)**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Likely to trust	1262 62%	543 55%	720 69%A	167 71%fGH	241 69%GH	219 66%GH	228 63%gH	164 56%	243 53%	340 62%	346 63%	284 64%	293 59%	181 68%	557 63%
Very likely to trust (4)	309 15%	132 13%	177 17%A	48 20%GH	63 18%GH	54 16%g	60 17%Gh	31 10%	54 12%	80 15%	84 15%	65 15%	80 16%	36 14%	141 16%
Fairly likely to trust (3)	953 47%	411 42%	543 52%A	119 51%H	178 51%H	166 50%H	168 47%	133 46%	189 42%	260 48%	261 48%	218 49%l	214 43%	144 55%n	417 47%
Fairly unlikely to trust (2)	359 18%	211 21%B	148 14%	45 19%	49 14%	58 17%	59 16%	52 18%	96 21%Df	100 18%	102 19%	74 17%	83 17%	44 17%	153 17%
Very unlikely to trust (1)	184 9%	131 13%B	53 5%	8 3%	13 4%	19 6%	28 8%CD	48 16%CDEF	69 15%CDEF	61 11%J	41 7%	42 10%	40 8%	14 5%	72 8%
NET: Unlikely to trust	543 27%	342 35%B	201 19%	53 22%	62 18%	77 23%	87 24%d	100 34%CDEF	165 36%CDEF	161 30%	142 26%	117 26%	123 25%	57 22%	225 26%
Don't know	218 11%	101 10%	117 11%	15 7%	47 13%C	36 11%c	45 13%C	28 10%	46 10%	44 8%	57 10%	41 9%	77 16%IJK	27 10%	99 11%
Mean	2.77	2.62	2.92A	2.94GH	2.96fGH	2.86GH	2.83GH	2.56	2.56	2.72	2.80	2.77	2.80	2.85	2.80
Standard deviation	0.85	0.91	0.76	0.75	0.74	0.78	0.84	0.92	0.92	0.88	0.82	0.85	0.86	0.74	0.84
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.06	0.04	0.04	0.04	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**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 53

**Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations?**

**Environmental charities (e.g. Friends of the Earth)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Likely to trust	1262 62%	119 68%IJM	64 62%	1079 62%	53 62%	144 62%	118 69%IJM	110 61%	80 54%	111 56%	175 65%ljm	188 66%IJm	101 57%
Very likely to trust	(4) 309 15%	31 17%	13 12%	266 15%	12 14%	33 14%	28 16%	28 15%	17 12%	34 17%	47 18%	46 16%	21 12%
Fairly likely to trust	(3) 953 47%	88 50%J	51 50%j	814 47%	41 48%	111 48%j	90 53%iJ	82 45%	63 42%	77 39%	128 48%j	142 50%J	79 45%
Fairly unlikely to trust	(2) 359 18%	26 15%	20 19%	314 18%	14 17%	45 19%g	21 12%	31 17%	26 17%	46 23%AGI	46 17%	47 17%	38 21%G
Very unlikely to trust	(1) 184 9%	10 5%	9 9%	165 9%a	5 6%	20 9%	15 9%	21 12%ak	18 12%Ak	21 11%ak	16 6%	25 9%	24 14%AK
NET: Unlikely to trust	543 27%	35 20%	29 28%	479 27%A	20 23%	64 28%a	35 21%	52 28%a	44 29%ag	67 34%AeGKI	62 23%	73 26%	62 35%AeGKL
Don't know	218 11%	22 12%	10 10%	187 11%	13 15%l	24 10%	18 11%	20 11%	26 17%fgJLM	18 9%	30 11%	23 8%	15 9%
Mean	2.77	2.91DbfhIJM	2.72	2.76	2.82	2.75	2.85ljM	2.72	2.65	2.69	2.87ljM	2.80M	2.60
Standard deviation	0.85	0.78	0.83	0.86	0.80	0.83	0.83	0.90	0.89	0.91	0.81	0.84	0.90
Standard error	0.02	0.06	0.08	0.02	0.10	0.06	0.06	0.07	0.08	0.07	0.06	0.05	0.07

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Climactic Shock Survey**  
**ONLINE Fieldwork: 6th - 8th January 2017**

Absolutes/col percents

Table 54  
**Gender**  
**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Male	986	986	-	99	161	182	180	149	214	296	237	221	232	130	477
	49%	100%B	-	42%	46%	55%CDH	50%c	51%C	47%	54%JL	44%	50%j	47%	49%	54%
Female	1038	-	1038	136	190	150	180	142	239	248	307	221	262	134	404
	51%	-	100%A	58%EfG	54%E	45%	50%	49%	53%E	46%	56%Ik	50%	53%l	51%	46%

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

**Climactic Shock Survey**  
**ONLINE Fieldwork: 6th - 8th January 2017**

Absolutes/col percents

Table 54  
**Gender**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Male	986 49%	96 55%gi	47 46%	843 48%	42 49%	118 51%	76 44%	95 52%	67 45%	92 47%	135 51%	136 48%	82 46%
Female	1038 51%	80 45%	56 54%	902 52%	43 51%	115 49%	96 56%a	87 48%	83 55%a	104 53%	132 49%	147 52%	96 54%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 55  
Age  
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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
18-24	235 12%	99 10%	136 13%A	235 100%DEFGH	-	-	-	-	-	72 13%L	84 15%KL	45 10%	34 7%	25 9%	112 13%
25-34	351 17%	161 16%	190 18%	-	351 100%CEFGH	-	-	-	-	110 20%kL	99 18%	68 15%	74 15%	53 20%	225 26%
35-44	332 16%	182 18%B	150 14%	-	-	332 100%CDFGH	-	-	-	100 18%	88 16%	66 15%	78 16%	61 23%	211 24%
45-54	361 18%	180 18%	180 17%	-	-	-	361 100%CDEGH	-	-	83 15%	80 15%	102 23%IJ	95 19%j	71 27%	205 23%
55-64	292 14%	149 15%	142 14%	-	-	-	-	292 100%CDEFH	-	51 9%	78 14%I	69 16%I	93 19%lj	48 18%N	99 11%
65+	454 22%	214 22%	239 23%	-	-	-	-	-	454 100%CDEFG	128 24%	115 21%	91 21%	119 24%	6 2%	28 3%
NET: 55+	745 37%	364 37%	382 37%	-	-	-	-	292 100%CDEF	454 100%CDEF	179 33%	193 35%	161 36%	213 43%IJK	54 21%N	127 14%
Average age	47.40	47.99	46.83	21.83	29.84C	39.63CD	49.38CDE	59.53CDEF	70.52CDEFG	46.18	45.90	48.05j	49.80IJ	42.81N	40.33

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 55  
Age  
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
18-24	235 12%	12 7%	14 13%a	209 12%A	8 9%	31 13%A	21 12%a	23 13%a	15 10%	17 9%	37 14%A	36 13%a	20 11%
25-34	351 17%	30 17%	19 18%	302 17%	12 15%	38 16%	30 17%	29 16%	22 14%	24 12%	62 23%fhIJM	64 23%IJM	21 12%
35-44	332 16%	32 18%	18 18%	282 16%	15 17%	41 18%	25 14%	25 14%	23 15%	31 16%	53 20%	42 15%	28 16%
45-54	361 18%	38 22%BI	12 11%	311 18%b	18 21%b	41 18%	30 17%	31 17%	26 18%	42 21%BI	46 17%	41 14%	37 21%b
55-64	292 14%	29 17%K	16 16%	247 14%	11 13%	36 16%k	26 15%	21 12%	28 19%hK	31 16%k	26 10%	36 13%	32 18%K
65+	454 22%	35 20%	25 24%k	394 23%	21 24%	45 20%	40 23%k	53 29%aFK	36 24%k	52 26%K	43 16%	65 23%k	40 22%
NET: 55+	745 37%	64 36%K	41 40%K	640 37%	31 37%k	82 35%k	66 38%K	74 41%K	64 43%K	83 42%K	69 26%	100 35%K	72 40%K
Average age	47.40	48.86K	46.98k	47.27	48.85K	46.50k	47.49K	48.70K	49.09K	50.18FKL	43.37	46.09	48.87K

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 56  
Social Grade  
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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
AB	544 27%	296 30%B	248 24%	72 31%FG	110 31%FG	100 30%fg	83 23%g	51 17%	128 28%G	544 100%JKL	-	-	-	81 31%	268 30%
C1	545 27%	237 24%	307 30%A	84 36%defGH	99 28%f	88 27%	80 22%	78 27%	115 25%	-	545 100%IKL	-	-	104 39%N	249 28%
C2	441 22%	221 22%	221 21%	45 19%	68 19%	66 20%	102 28%CDEH	69 24%	91 20%	-	-	441 100%IJL	-	51 19%	219 25%m
DE	494 24%	232 24%	262 25%	34 14%	74 21%c	78 23%C	95 26%C	93 32%CDE	119 26%C	-	-	-	494 100%IJK	29 11%	146 17%M
NET: ABC1	1089 54%	534 54%	555 53%	156 67%EFGH	209 60%FG	188 57%FG	163 45%	129 44%	243 54%FG	544 100%KL	545 100%KL	-	-	185 70%N	516 59%
NET: C2DE	935 46%	452 46%	483 47%	79 33%	142 40%	144 43%C	198 55%CDEH	163 56%CDEH	211 46%C	-	-	441 100%IJ	494 100%IJ	80 30%	365 41%M

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 56  
Social Grade  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
AB	544 27%	63 36%DBEGhILM	20 19%	462 26%	15 18%	65 28%be	38 22%	48 26%	31 21%	62 32%BEGl	84 31%BEGl	76 27%	43 24%
C1	545 27%	42 24%	39 38%DAFgHiJl	463 27%	22 26%	54 23%	47 27%	40 22%	40 27%	51 26%	77 29%	79 28%	53 30%
C2	441 22%	34 19%	19 19%	388 22%	14 17%	49 21%	36 21%	54 30%ABEfgJKl	38 25%	37 19%	55 21%	62 22%	44 25%
DE	494 24%	37 21%	25 24%	432 25%	33 39%ABfHiJKLM	64 28%k	51 30%aK	40 22%	40 27%	46 24%	52 19%	67 24%	38 21%
NET: ABC1	1089 54%	105 60%dEfgHI	59 57%e	925 53%	37 44%	119 51%	85 50%	87 48%	71 48%	113 58%Ehi	160 60%EfGHI	155 55%	96 54%
NET: C2DE	935 46%	71 40%	44 43%	820 47%a	48 56%AbJK	113 49%ak	86 50%aK	95 52%AjK	78 52%AjK	83 42%	107 40%	128 45%	82 46%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 57  
GO Region  
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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Scotland	176 9%	96 10%	80 8%	12 5%	30 8%	32 10% <sup>c</sup>	38 10% <sup>C</sup>	29 10% <sup>c</sup>	35 8%	63 12% <sup>JkL</sup>	42 8%	34 8%	37 7%	33 12% <sup>n</sup>	72 8%
North East	85 4%	42 4%	43 4%	8 3%	12 4%	15 4%	18 5%	11 4%	21 5%	15 3%	22 4%	14 3%	33 7% <sup>ljk</sup>	8 3%	37 4%
North West	233 11%	118 12%	115 11%	31 13%	38 11%	41 12%	41 11%	36 12%	45 10%	65 12%	54 10%	49 11%	64 13%	32 12%	113 13%
Yorkshire & Humberside	172 8%	76 8%	96 9%	21 9%	30 9%	25 7%	30 8%	26 9%	40 9%	38 7%	47 9%	36 8%	51 10% <sup>i</sup>	14 5%	80 9% <sup>m</sup>
West Midlands	182 9%	95 10%	87 8%	23 10%	29 8%	25 8%	31 9%	21 7%	53 12% <sup>eg</sup>	48 9%	40 7%	54 12% <sup>Jl</sup>	40 8%	22 8%	72 8%
East Midlands	150 7%	67 7%	83 8%	15 7%	22 6%	23 7%	26 7%	28 10%	36 8%	31 6%	40 7%	38 9%	40 8%	21 8%	50 6%
Wales	103 5%	47 5%	56 5%	14 6%	19 5%	18 5%	12 3%	16 6%	25 6%	20 4%	39 7% <sup>lk</sup>	19 4%	25 5%	15 6%	42 5%
Eastern	196 10%	92 9%	104 10%	17 7%	24 7%	31 9%	42 12% <sup>d</sup>	31 11%	52 11% <sup>D</sup>	62 11%	51 9%	37 8%	46 9%	28 11%	82 9%
London	267 13%	135 14%	132 13%	37 16% <sup>GH</sup>	62 18% <sup>fGH</sup>	53 16% <sup>GH</sup>	46 13%	26 9%	43 10%	84 15% <sup>L</sup>	77 14% <sup>l</sup>	55 12%	52 10%	38 14%	134 15%
South East	283 14%	136 14%	147 14%	36 16%	64 18% <sup>eFg</sup>	42 13%	41 11%	36 12%	65 14%	76 14%	79 15%	62 14%	67 13%	25 10%	125 14% <sup>m</sup>
South West	178 9%	82 8%	96 9%	20 9%	21 6%	28 9%	37 10% <sup>d</sup>	32 11% <sup>D</sup>	40 9%	43 8%	53 10%	44 10%	38 8%	29 11%	74 8%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 57  
GO Region  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Scotland	176 9%	176 100%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
North East	85 4%	-	-	85 5%AB	85 100%ABFGHIJKLM	-	-	-	-	-	-	-	-
North West	233 11%	-	-	233 13%AB	-	233 100%ABEGHIJKLM	-	-	-	-	-	-	-
Yorkshire & Humberside	172 8%	-	-	172 10%AB	-	-	172 100%ABEFHIJKLM	-	-	-	-	-	-
West Midlands	182 9%	-	-	182 10%AB	-	-	-	182 100%ABEFGIJKLM	-	-	-	-	-
East Midlands	150 7%	-	-	150 9%AB	-	-	-	-	150 100%ABEFGHJKLM	-	-	-	-
Wales	103 5%	-	103 100%DAEFGHIJKLM	-	-	-	-	-	-	-	-	-	-
Eastern	196 10%	-	-	196 11%AB	-	-	-	-	-	196 100%ABEFGHIKLM	-	-	-
London	267 13%	-	-	267 15%AB	-	-	-	-	-	-	267 100%ABEFGHIJLM	-	-
South East	283 14%	-	-	283 16%AB	-	-	-	-	-	-	-	283 100%ABEFGHIJKM	-
South West	178 9%	-	-	178 10%AB	-	-	-	-	-	-	-	-	178 100%ABEFGHIJKL

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Climactic Shock Survey**  
**ONLINE Fieldwork: 6th - 8th January 2017**

Absolutes/col percents

Table 58  
**Have you taken a foreign holiday in the last 3 years?**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Yes	1220 60%	619 63%B	602 58%	178 76%EFGH	245 70%FGH	210 63%FGH	191 53%	145 50%	250 55%	408 75%JKL	349 64%L	263 60%L	201 41%	195 74%n	585 66%
No	804 40%	367 37%	436 42%A	57 24%	106 30%	122 37%C	169 47%CDE	146 50%CDE	204 45%CDE	137 25%	196 36%I	178 40%I	292 59%IJK	70 26%	296 34%m

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 58  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Yes	1220 60%	106 60%	55 53%	1059 61%	44 51%	137 59%	100 58%	101 56%	81 54%	107 55%	193 72% ABEFGHIJM	187 66% BEgHIJ	109 61%
No	804 40%	70 40%K	48 47%KL	686 39%	41 49%KL	96 41%K	72 42%KI	81 44%KL	68 46%KL	89 45%KL	74 28%	96 34%	69 39%K

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 59  
Tenure  
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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Homeowners	1264 62%	614 62%	650 63%	115 49%	174 50%	203 61%CD	233 64%CD	192 66%CD	347 77%CDEFG	437 80%JKL	351 64%L	280 63%L	196 40%	181 68%	558 63%
Owned outright - without mortgage	652 32%	326 33%	326 31%	42 18%	54 15%	51 15%	80 22%DE	117 40%CDEF	310 68%CDEFG	206 38%KL	199 36%L	137 31%L	110 22%	39 15%	208 24%M
Owned with a mortgage or loan	612 30%	288 29%	324 31%	73 31%H	121 34%GH	152 46%CDGH	153 42%CdGH	75 26%H	38 8%	231 42%JKL	152 28%L	143 32%L	86 17%	141 53%N	349 40%
NET: Renters	724 36%	358 36%	366 35%	102 43%FGH	170 48%EFGH	125 38%H	126 35%H	96 33%H	104 23%	100 18%	182 33%I	157 36%I	285 58%IJK	80 30%	310 35%
Rented from the council	293 14%	141 14%	152 15%	21 9%	63 18%CH	44 13%	58 16%Ch	54 19%CeH	52 11%	20 4%	68 12%I	66 15%I	139 28%IJK	35 13%	97 11%
Rented from a housing association	162 8%	87 9%	75 7%	27 11%dH	24 7%	29 9%	35 10%H	23 8%	25 5%	14 3%	35 6%I	29 6%I	85 17%IJK	13 5%	64 7%
Rented from someone else	269 13%	130 13%	139 13%	54 23%EFGH	83 24%EFGH	53 16%FGH	33 9%h	19 6%	27 6%	66 12%	79 15%	63 14%	61 12%	32 12%	149 17%m
Rent free	36 2%	14 1%	23 2%	18 8%DEFGH	6 2%	4 1%	2 1%	3 1%	2 1%	7 1%	12 2%	5 1%	13 3%	4 2%	13 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 59  
Tenure  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Homeowners	1264 62%	104 59%k	70 68%fK	1090 62%	52 61%	134 58%	104 61%k	130 71%AFGK	95 63%K	140 72%AFGK	135 51%	186 66%fK	113 63%K
Owned outright - without mortgage	652 32%	41 23%	44 43%DAFGiK	567 32%A	30 36%ak	68 29%	53 31%	68 37%AK	47 31%	76 39%AFK	67 25%	99 35%AK	59 33%ak
Owned with a mortgage or loan	612 30%	63 36%bK	26 25%	523 30%	22 26%	66 28%	51 30%	62 34%k	48 32%	65 33%	68 26%	87 31%	54 30%
NET: Renters	724 36%	70 40%bHJ	30 29%	624 36%	33 39%hj	93 40%bHJl	63 37%Hj	48 26%	50 33%	54 28%	127 48%BGHJLM	92 32%	64 36%h
Rented from the council	293 14%	40 23%DBFgHJLM	7 7%	246 14%B	13 15%b	26 11%	25 15%B	24 13%	26 18%BfJLM	20 10%	66 25%BFGHJLM	29 10%	16 9%
Rented from a housing association	162 8%	13 7%	10 9%i	140 8%	7 8%	33 14%AGHIJKlm	12 7%	11 6%	6 4%	12 6%	20 8%	24 8%i	14 8%
Rented from someone else	269 13%	17 10%	13 13%	238 14%	13 15%h	35 15%H	26 15%H	13 7%	17 12%	22 11%	41 15%H	38 14%H	33 19%AHij
Rent free	36 2%	2 1%	3 3%	31 2%	-	5 2%	4 3%	4 2%	5 3%	2 1%	4 2%	5 2%	1 1%

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 60  
**What is the highest educational level that you have achieved to date?**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
No formal education	10 1%	5 1%	5 1%	- -	3 1%	- -	4 1%e	1 *	2 *	1 *	2 *	1 *	6 1%l	- -	6 1%
Primary	11 1%	6 1%	5 1%	1 *	3 1%	2 *	- -	- -	6 1%Fg	1 *	- -	3 1%j	7 1%iJ	- -	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1250 62%	593 60%	657 63%	90 38%	148 42%	189 57%CD	250 69%CDE	236 81%CDEFH	338 74%CDE	212 39%	312 57%l	323 73%lJ	403 82%lJK	133 50%	489 55%
University degree or equivalent professional qualification, NVQ level 4, etc.	489 24%	234 24%	255 25%	77 33%FGH	110 31%FGH	101 30%FGH	74 21%	46 16%	82 18%	198 36%KL	171 31%KL	69 16%L	51 10%	84 32%	268 30%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	178 9%	105 11%B	74 7%	15 7%G	73 21%CEFGH	38 12%cfGH	26 7%GH	8 3%	17 4%	112 21%JKL	28 5%L	28 6%L	10 2%	43 16%n	103 12%
Still in full time education	60 3%	25 3%	36 3%	49 21%DEFGH	8 2%efGH	1 *	2 1%	- -	- -	17 3%	25 5%KL	9 2%	9 2%	1 *	8 1%
Don't know	6 *	4 *	2 *	2 1%de	- -	- -	1 *	1 *	2 *	1 *	1 *	3 1%	1 *	1 *	* *
Prefer not to answer	19 1%	14 1%B	5 *	1 *	6 2%G	1 *	3 1%	- -	8 2%G	3 1%	5 1%	5 1%	6 1%	3 1%	7 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 60  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
No formal education	10 1%	- -	1 1%	10 1%	- -	1 *	2 1%	- -	3 2%ahl	1 *	1 *	1 *	1 1%
Primary	11 1%	- -	1 1%	10 1%	- -	1 *	1 1%	2 1%	1 *	1 *	2 1%	2 1%	1 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1250 62%	101 57%K	69 67%K	1080 62%	60 70%aK	146 63%K	118 69%AKI	120 66%K	97 65%K	141 72%AfKL	112 42%	171 61%K	115 65%K
University degree or equivalent professional qualification, NVQ level 4, etc.	489 24%	44 25%	19 18%	427 24%	17 20%	59 25%	37 21%	37 21%	40 27%j	37 19%	88 33%aBEfGHJM	73 26%j	39 22%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	178 9%	22 13%dEFGIjIM	11 10%egl	145 8%	3 4%	16 7%	9 5%	16 9%i	5 3%	14 7%	50 19%bEFGHIJLM	21 8%	11 6%
Still in full time education	60 3%	8 4%J	3 3%	49 3%	4 5%j	6 3%	4 2%	6 3%	2 2%	2 1%	11 4%j	10 3%	5 3%
Don't know	6 *	* *	- -	5 *	- -	1 *	- -	- -	1 1%	- -	- -	2 1%	2 1%
Prefer not to answer	19 1%	1 *	- -	18 1%	2 2%	5 2%	1 1%	1 *	- -	1 1%	3 1%	4 1%	2 1%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 61

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Yes - responsible for half or more of the items bought	1834 91%	859 87%	975 94%A	154 65%	321 92%C	316 95%C	342 95%C	279 96%Cd	423 93%C	478 88%	484 89%	413 94%IJ	459 93%IJ	245 93%	804 91%
No - not responsible for most of the items bought	190 9%	127 13%B	63 6%	81 35%DEFGH	30 8%g	17 5%	19 5%	12 4%	31 7%	66 12%KL	61 11%KL	28 6%	35 7%	20 7%	76 9%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 61

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Yes - responsible for half or more of the items bought	1834 91%	164 93%L	91 88%	1579 91%	77 90%	211 91%	159 92%L	162 89%	141 94%bL	178 91%	245 92%l	244 86%	163 91%
No - not responsible for most of the items bought	190 9%	12 7%	12 12%i	166 9%	8 10%	21 9%	13 8%	20 11%	9 6%	18 9%	22 8%	40 14%AGlk	15 9%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Climactic Shock Survey**  
**ONLINE Fieldwork: 6th - 8th January 2017**

Absolutes/col percents

Table 62  
**How many cars are there in your household?**  
**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
No cars in the household	441 22%	207 21%	234 23%	58 24%H	98 28%EH	64 19%	81 22%h	64 22%	77 17%	64 12%	128 23%IK	70 16%	179 36%IJK	45 17%	172 20%
NET: Any	1583 78%	779 79%	804 77%	177 76%	253 72%	269 81%D	280 78%	228 78%	376 83%CDf	480 88%JL	417 77%L	372 84%JL	315 64%	220 83%	708 80%
1	839 41%	401 41%	438 42%	48 21%	131 37%C	134 40%C	145 40%C	138 47%CDf	243 53%CDEF	200 37%	234 43%I	204 46%I	201 41%	93 35%	356 40%
2	559 28%	285 29%	274 26%	65 28%	100 28%	109 33%GH	103 29%	70 24%	112 25%	207 38%JKL	133 24%L	131 30%jL	88 18%	108 41%N	241 27%
3+	186 9%	93 9%	93 9%	64 27%DEFGH	22 6%	26 8%	32 9%H	20 7%	22 5%	73 13%JKL	50 9%L	36 8%	26 5%	19 7%	112 13%M

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 62  
**How many cars are there in your household?**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
No cars in the household	441 22%	35 20%Bjm	6 6%	400 23%B	24 29%BhJLM	73 32%ABgHIJLM	40 23%BJIM	33 18%B	32 21%BJM	25 13%b	105 39%ABGHIJLM	45 16%B	22 12%
NET: Any	1583 78%	141 80%FK	97 94%DAEFGHIJKL	1345 77%	61 71%	159 68%	132 77%fK	149 82%eFK	118 79%FK	171 87%aEFGIK	162 61%	238 84%EFgK	156 88%aEFGIK
1	839 41%	82 46%dFL	61 59%DAEFHIJKLMI	696 10%	32 37%	80 35%	86 50%eFhJKL	73 40%	63 42%	77 39%	103 39%	102 36%	79 44%f
2	559 28%	53 30%GK	26 26%K	479 27%	19 22%k	56 24%K	34 20%k	58 32%GK	41 28%K	73 37%BEFGiK	36 13%	98 34%EFGK	65 37%bEFGK
3+	186 9%	6 4%	10 10%A	169 10%A	10 12%A	22 10%A	12 7%	18 10%A	13 9%a	21 11%A	23 9%a	38 14%AGM	12 7%

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 63  
**To which of the following ethnic groups do you consider you belong?**  
**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
White	1851 91%	903 92%	949 91%	199 85%	289 83%	297 89%D	334 93%CD	287 98%CDEF	446 98%CDEF	491 90%	486 89%	409 93%j	465 94%IJ	224 84%	793 90%M
NET: BAME	152 8%	70 7%	82 8%	34 14%FGH	53 15%eFGH	34 10%fGH	22 6%GH	4 1%	6 1%	44 8%I	51 9%L	30 7%	27 5%	39 15%N	73 8%
Mixed	34 2%	11 1%	24 2%a	7 3%GH	10 3%gH	6 2%H	8 2%H	2 1%	1 *	7 1%	11 2%	8 2%	9 2%	7 3%	14 2%
Asian	66 3%	41 4%B	25 2%	12 5%FGH	29 8%FGH	18 5%FGH	6 2%Gh	-	1 *	24 4%I	17 3%	15 3%	11 2%	17 7%n	33 4%
Black	38 2%	12 1%	25 2%a	10 4%GH	9 3%gH	8 3%gH	7 2%H	2 1%	1 *	8 1%	18 3%iL	7 2%	4 1%	8 3%	22 2%
Chinese	10 *	3 *	7 1%	4 2%FGH	3 1%h	1 *	1 *	-	-	6 1%k	3 *	-	1 *	5 2%N	3 *
Other ethnic group	4 *	3 *	1 *	1 *	1 *	-	1 *	-	2 *	-	3 1%	-	1 *	1 *	1 *
Prefer not to answer	21 1%	13 1%	7 1%	2 1%	9 2%egH	2 1%	4 1%	2 1%	2 1%	9 2%I	7 1%	2 *	2 *	3 1%	15 2%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 63  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
White	1851 91%	171 97%DHKL	98 95%K	1583 91%	84 99%gHIKL	221 95%hK	161 94%K	165 91%K	140 93%K	190 97%HKL	188 70%	263 93%K	170 96%hK
NET: BAME	152 8%	4 2%	5 5%j	143 8%A	1 1%	11 5%j	10 6%aeJ	16 9%AEJM	10 7%aeJ	3 1%	71 27%ABEFGHIJLM	15 5%J	6 3%
Mixed	34 2%	2 1%	4 3%JM	29 2%	- -	3 1%	3 2%m	3 1%	4 3%jM	1 *	10 4%aJM	6 2%m	- -
Asian	66 3%	2 1%	1 1%	63 4%a	- -	2 1%	6 3%fJm	10 5%AbeFJIM	4 3%J	- -	35 13%ABEFGHIJLM	6 2%j	1 *
Black	38 2%	- -	- -	38 2%a	1 1%	2 1%	1 1%	3 2%j	2 1%	- -	22 8%ABEFGHIJLM	2 1%	4 2%AJ
Chinese	10 *	* *	- -	9 1%	- -	3 1%	- -	1 1%	- -	2 1%	2 1%	1 *	- -
Other ethnic group	4 *	- -	1 1%	4 *	- -	1 1%	- -	- -	- -	- -	2 1%	- -	1 *
Prefer not to answer	21 1%	1 1%	- -	19 1%	- -	- -	1 *	1 *	- -	3 2%f	8 3%Fghi	6 2%f	2 1%

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 64  
**To which of the following religious groups do you consider yourself to be a member of?**  
**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Christian	1028 51%	481 49%	547 53%	80 34%	107 30%	148 44%CD	182 51%CD	181 62%CDEF	331 73%CDEFG	280 51%	285 52%	212 48%	251 51%	134 51%	393 45%
NET: Other	113 6%	61 6%	52 5%	17 7%GH	34 10%eFGH	19 6%h	19 5%	9 3%	14 3%	30 6%	22 4%	30 7%j	32 6%j	20 8%n	42 5%
Muslim	51 3%	28 3%	23 2%	7 3%GH	26 7%CEFGH	11 3%fGH	4 1%	1 *	2 *	17 3%	11 2%	7 2%	15 3%	13 5%N	20 2%
Hindu	7 *	6 1%	2 *	2 1%h	3 1%h	-	2 1%	-	-	4 1%	* *	3 1%	1 *	2 1%	3 *
Jewish	7 *	5 1%	2 *	2 1%	-	1 *	2 *	-	2 *	4 1%	2 *	-	1 *	-	3 *
Sikh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buddhist	14 1%	8 1%	5 1%	2 1%	1 *	2 1%	5 1%	1 *	3 1%	5 1%	1 *	4 1%	3 1%	2 1%	7 1%
Other	34 2%	14 1%	21 2%	4 2%	4 1%	6 2%	7 2%	7 3%	6 1%	1 *	7 1%l	16 4%lJ	11 2%l	4 1%	10 1%
None	833 41%	423 43%	410 39%	131 56%eFGH	194 55%EFGH	156 47%GH	148 41%gH	99 34%H	105 23%	218 40%	221 41%	189 43%	205 42%	101 38%	421 48%M
Prefer not to say	50 2%	20 2%	30 3%	7 3%H	15 4%GH	9 3%h	11 3%gH	3 1%	4 1%	16 3%l	17 3%L	10 2%	6 1%	9 3%	25 3%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 64  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Christian	1028 51%	84 48%	50 48%	894 51%	41 48%	129 56%K	93 54%K	97 53%k	85 57%K	99 50%	118 44%	139 49%	95 53%k
NET: Other	113 6%	6 3%	5 5%e	102 6%	- -	8 3%	9 5%E	10 6%E	5 3%	9 5%e	38 14%ABEFGHIJLM	17 6%E	6 3%
Muslim	51 3%	1 1%	- -	50 3%ab	- -	3 1%	6 3%abiJM	8 5%ABeFIJM	1 *	1 *	26 10%ABEFGhJLM	6 2%m	- -
Hindu	7 *	- -	1 1%	7 *	- -	- -	1 *	2 1%	- -	* *	2 1%	2 1%	- -
Jewish	7 *	- -	- -	7 *	- -	1 1%	- -	- -	- -	- -	5 2%agj	1 *	- -
Sikh	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Buddhist	14 1%	2 1%	4 4%DaeFHIJKLM	7 *	- -	1 *	2 1%	- -	- -	1 1%	1 *	1 *	- -
Other	34 2%	3 2%g	- -	32 2%	- -	3 1%	- -	- -	4 3%bGH	7 4%bGH	4 2%	7 3%GH	6 3%bGH
None	833 41%	84 48%DfK	47 45%k	702 40%	42 49%K	92 39%	69 40%	71 39%	59 40%	85 43%k	93 35%	120 42%	72 41%
Prefer not to say	50 2%	1 1%	2 2%	47 3%	3 3%	4 2%	1 1%	4 2%	1 1%	3 2%	18 7%AbFGHIJL	7 3%	5 3%

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 65  
Which of the following best describes where you live?  
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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Urban	1615 80%	800 81%	814 78%	199 85%GH	304 87%GH	288 87%GH	297 82%GH	205 70%	321 71%	418 77%	455 84%Ik	348 79%	395 80%	217 82%	734 83%
Urban - Population over 10,000	872 43%	467 47%B	404 39%	120 51%GH	180 51%GH	168 51%GH	164 45%GH	93 32%	147 32%	251 46%KL	260 48%KL	167 38%	193 39%	126 48%	415 47%
Town and Fringe	743 37%	333 34%	410 40%A	79 34%	125 36%	120 36%	134 37%	111 38%	174 38%	167 31%	194 36%i	180 41%l	201 41%l	91 34%	318 36%
NET: Rural	409 20%	186 19%	224 22%	36 15%	46 13%	44 13%	63 18%	87 30%CDEF	133 29%CDEF	127 23%J	90 16%	94 21%j	99 20%	47 18%	147 17%
Village	358 18%	161 16%	197 19%	32 13%	40 11%	40 12%	54 15%	76 26%CDEF	117 26%CDEF	107 20%J	77 14%	84 19%j	90 18%j	44 17%	126 14%
Hamlet & Isolated Dwelling	51 3%	24 2%	27 3%	4 2%	7 2%	4 1%	9 3%	11 4%e	16 3%e	20 4%l	13 2%	10 2%	9 2%	3 1%	21 2%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 65  
Which of the following best describes where you live?  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Urban	1615 80%	130 74%	73 71%	1412 81%AB	69 81%IJ	199 86%ABIJLM	144 84%ABIJM	156 86%ABIJIM	99 66%	133 68%	260 97%ABEFGHIJLM8%IJ	221	131 74%
Urban - Population over 10,000	872 43%	80 45%BIJLM	32 31%	759 44%B	32 37%	91 39%	66 39%	80 44%BiJLM	51 34%	65 33%	226 85%ABEFGHIJLM3%	93	56 31%
Town and Fringe	743 37%	50 28%K	40 39%aK	653 37%A	37 44%AK	108 46%AIJK	78 45%AIJK	76 42%AK	49 33%K	68 35%K	34 13%	128 45%AIJK	76 43%AIK
NET: Rural	409 20%	46 26%DFGHK	30 29%DFGHK	333 19%	16 19%K	33 14%K	28 16%K	26 14%K	50 34%EFGHKL	63 32%EFGHKL	7 3%	62 22%FhK	47 26%FGHK
Village	358 18%	35 20%fHK	24 23%FgHK	299 17%	16 19%K	31 13%K	26 15%K	21 11%K	48 32%AEFGHKLM29%AeFGHKIM	57 2%	6 2%	59 21%FHK	35 20%HK
Hamlet & Isolated Dwelling	51 3%	11 6%DEFGIKL	6 6%DEFGIKL	34 2%	-	2 1%	2 1%	5 3%k	2 1%	6 3%K	1 *	3 1%	12 7%EFGIKL

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 66  
Which of the following best describes your current working status?  
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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Working	1146	607	538	137	278	273	276	148	34	349	352	270	174	265	881
	57%	62%B	52%	58%gH	79%CGH	82%CFGH	77%CGH	51%H	7%	64%L	65%L	61%L	35%	100%	100%
Working full time - working 30 hours per week or more	907	546	361	106	233	233	221	102	11	306	278	209	114	216	691
	45%	55%B	35%	45%GH	67%CGH	70%CFGH	61%CGH	35%H	3%	56%KL	51%L	47%L	23%	82%	78%
Working part time - working between 8 and 29 hours per week	239	61	177	31	45	40	55	45	23	43	74	61	61	49	190
	12%	6%	17%A	13%H	13%H	12%H	15%H	15%H	5%	8%	14%I	14%I	12%I	18%	22%
NET: Not working	878	379	500	98	73	60	85	144	420	196	192	171	319	-	-
	43%	38%	48%A	42%DEF	21%	18%	23%e	49%cDEF	93%CDEFG	36%	35%	39%	65%IJK	-	-
Not working but seeking work or temporarily unemployed or sick	89	51	38	11	29	19	20	10	-	9	7	8	66	-	-
	4%	5%	4%	5%H	8%GH	6%H	6%H	4%H	-	2%	1%	2%	13%IJK	-	-
Not working and not seeking work/ student	145	68	77	81	14	9	20	22	-	27	41	20	57	-	-
	7%	7%	7%	34%DEFGH	4%H	3%H	6%eH	7%dEH	-	5%	8%ik	5%	12%IJK	-	-
Retired on a state pension only	160	48	112	-	-	1	1	13	145	12	12	34	102	-	-
	8%	5%	11%A	-	-	*	*	4%CDEF	32%CDEFG	2%	2%	8%IJ	21%IJK	-	-
Retired with a private pension	342	199	142	-	-	-	9	64	269	130	109	67	36	-	-
	17%	20%B	14%	-	-	-	2%CDE	22%CDEF	59%CDEFG	24%KL	20%kL	15%L	7%	-	-
House person, housewife, househusband, etc.	143	13	131	6	30	31	35	36	6	18	24	42	59	-	-
	7%	1%	13%A	2%	8%CH	9%CH	10%CH	12%CH	1%	3%	4%	10%IJ	12%IJ	-	-

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 66  
Which of the following best describes your current working status?  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Working	1146	104	57	984	45	145	94	94	71	110	172	150	103
	57%	59%l	55%	56%	53%	63%HIL	55%	52%	47%	56%	64%egHIL	53%	58%i
Working full time - working 30 hours per week or more	907	85	46	776	37	111	72	75	53	87	141	121	77
	45%	49%l	45%	44%	44%	48%l	42%	41%	36%	44%	53%GHijLm	43%	44%
Working part time - working between 8 and 29 hours per week	239	19	11	209	7	34	22	20	18	24	30	29	25
	12%	11%	11%	12%	9%	15%	13%	11%	12%	12%	11%	10%	14%
NET: Not working	878	72	46	761	40	87	78	87	79	86	95	133	75
	43%	41%	45%	44%	47%k	37%	45%k	48%FK	53%AFK <sub>m</sub>	44%	36%	47%FK	42%
Not working but seeking work or temporarily unemployed or sick	89	9	3	77	9	9	8	9	7	2	19	12	3
	4%	5% <sub>Jm</sub>	3%	4%	10%BFJIM	4% <sub>j</sub>	5% <sub>J</sub>	5% <sub>J</sub>	5% <sub>J</sub>	1%	7% <sub>JM</sub>	4% <sub>J</sub>	2%
Not working and not seeking work/ student	145	13	9	123	4	14	14	11	12	12	22	23	12
	7%	7%	8%	7%	5%	6%	8%	6%	8%	6%	8%	8%	7%
Retired on a state pension only	160	9	11	140	9	15	19	22	15	16	12	21	11
	8%	5%	11% <sub>aK</sub>	8%	11% <sub>k</sub>	7%	11% <sub>AK</sub>	12% <sub>AfK<sub>m</sub></sub>	10% <sub>ak</sub>	8%	4%	7%	6%
Retired with a private pension	342	31	16	294	14	38	28	33	26	39	34	45	37
	17%	18%	16%	17%	17%	16%	16%	18%	17%	20% <sub>k</sub>	13%	16%	21% <sub>K</sub>
House person, housewife, househusband, etc.	143	10	8	126	4	11	9	12	19	18	9	32	12
	7%	6%	8% <sub>k</sub>	7%	5%	5%	5%	7%	13% <sub>AeFG<sub>hK</sub></sub>	9% <sub>K</sub>	3%	11% <sub>AFGK</sub>	7%

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 67  
Do you work in any of the following occupations?  
Base: All respondents who work

	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	1073	557	516	130	219	255	282	150	37	332	347	203	191	244	829
Weighted base	1146	607	538	137	278	273	276	148	34*	349	352	270	174	265	881
NET: Public Sector	265 23%	130 21%	134 25%	25 18%	53 19%	61 23%	71 26% <sup>d</sup>	48 33% <sup>CDEh</sup>	6 17%	81 23% <sup>l</sup>	104 29% <sup>iKL</sup>	51 19%	29 16%	265 100% <sup>N</sup>	-
Central government including all administrative departments and central government agencies such as the Bank of England	23 2%	13 2%	11 2%	2 1%	4 2%	8 3%	4 1%	6 4%	-	10 3% <sup>kL</sup>	12 3% <sup>kL</sup>	2 1%	-	23 9% <sup>N</sup>	-
HM Forces	2 *	2 *	-	-	2 1%	-	-	-	-	-	-	-	2 1% <sup>IJK</sup>	2 1% <sup>N</sup>	-
National Health Service	49 4%	23 4%	26 5%	5 4%	6 2%	13 5%	13 5%	9 6% <sup>D</sup>	2 7%	14 4%	19 6%	7 3%	9 5%	49 19% <sup>N</sup>	-
Universities and Academies funded by government	27 2%	15 2%	12 2%	1 1%	14 5% <sup>CeG</sup>	5 2%	6 2%	1 *	-	10 3% <sup>L</sup>	6 2% <sup>l</sup>	10 4% <sup>L</sup>	-	27 10% <sup>N</sup>	-
Courts service	2 *	2 *	-	1 *	-	1 *	1 *	-	-	1 *	1 *	-	-	2 1% <sup>N</sup>	-
Local government administration	38 3%	20 3%	18 3%	1 1%	10 4%	9 3%	9 3%	6 4%	1 4%	10 3% <sup>l</sup>	22 6% <sup>iKL</sup>	4 2%	1 *	38 14% <sup>N</sup>	-
Police service	9 1%	6 1%	3 1%	-	2 1%	3 1%	3 1%	-	-	1 *	7 2% <sup>ik</sup>	-	2 1%	9 3% <sup>N</sup>	-
Public sector housing	7 1%	4 1%	3 1%	-	2 1%	1 *	2 1%	2 2%	1 2%	2 *	1 *	4 2%	1 *	7 3% <sup>N</sup>	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	52 5%	16 3%	37 7% <sup>A</sup>	10 8% <sup>de</sup>	8 3%	8 3%	13 5%	12 8% <sup>DEh</sup>	-	22 6% <sup>L</sup>	20 6% <sup>L</sup>	10 4% <sup>l</sup>	1 1%	52 20% <sup>N</sup>	-

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 67  
Do you work in any of the following occupations?  
Base: All respondents who work

	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)
Weighted base	1146	607	538	137	278	273	276	148	34*	349	352	270	174	265	881
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	11 1%	8 1%	3 1%	- -	- -	2 1%	4 2%d	4 3%cDe	- -	2 1%	1 *	1 *	6 4%IJK	11 4%N	- -
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	44 4%	21 3%	23 4%	5 4%	4 2%	12 4%d	14 5%D	7 5%d	2 5%	10 3%	14 4%	12 5%	8 4%	44 17%N	- -
None of the above (Private Sector)	881 77%	477 79%	404 75%	112 82%G	225 81%fG	211 77%G	205 74%	99 67%	28 83%g	268 77%j	249 71%	219 81%J	146 84%iJ	- -	881 100%M

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 67  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1073	110	59	904	41	132	107	85	71	110	137	129	92
Weighted base	1146	104*	57*	984	45*	145	94*	94*	71*	110*	172	150	103*
NET: Public Sector	265	33	15	217	8	32	14	22	21	28	38	25	29
	23%	31%DGL	26%g	22%	18%	22%	14%	23%	30%GL	26%g	22%	17%	28%GI
Central government including all administrative departments and central government agencies such as the Bank of England	23	2	6	16	2	4	1	2	1	3	3	-	-
	2%	2%	10%DAFGHIJKLM	2%	4%Lm	3%l	1%	2%	2%	3%l	2%	-	-
HM Forces	2	-	-	2	-	-	-	-	-	-	2	-	-
	*	-	-	*	-	-	-	-	-	-	1%	-	-
National Health Service	49	6	2	41	2	8	1	4	3	7	4	4	7
	4%	6%	4%	4%	4%	5%	2%	4%	5%	7%g	2%	3%	7%g
Universities and Academies funded by government	27	1	-	25	-	3	-	4	2	1	7	4	3
	2%	1%	-	3%	-	2%	-	4%g	3%	1%	4%g	3%	3%g
Courts service	2	1	-	1	-	-	1	-	1	-	-	-	-
	*	1%	-	*	-	-	1%	-	1%	-	-	-	-
Local government administration	38	5	1	31	1	-	2	2	5	7	4	7	3
	3%	5%F	2%f	3%	3%f	-	3%f	2%	6%F	6%F	3%f	5%F	3%f
Police service	9	-	-	9	-	-	3	1	-	2	2	2	-
	1%	-	-	1%	-	-	3%af	1%	-	2%	1%	2%	-
Public sector housing	7	1	2	4	1	2	-	1	1	-	-	-	-
	1%	1%	3%DjKl	*	3%kl	1%	-	1%	1%	-	-	-	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	52	3	2	47	-	5	3	7	3	5	9	4	9
	5%	3%	3%	5%	-	4%	3%	7%	5%	5%	6%	3%	9%eL

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 67  
Do you work in any of the following occupations?  
Base: All respondents who work

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1146	104*	57*	984	45*	145	94*	94*	71*	110*	172	150	103*
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	11 1%	3 2% <sup>k</sup>	-	8 1%	-	2 2%	-	1 1%	1 1%	1 1%	-	3 2%	1 1%
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	44 4%	10 10% <sup>DGHJKL</sup>	2 4%	31 3%	2 5% <sup>l</sup>	7 5% <sup>l</sup>	3 3%	2 2%	4 6% <sup>L</sup>	2 2%	6 4%	1 1%	5 5% <sup>L</sup>
None of the above (Private Sector)	881 77%	72 69%	42 74%	767 78% <sup>A</sup>	37 82%	113 78%	80 86% <sup>AbIjM</sup>	72 77%	50 70%	82 74%	134 78%	125 83% <sup>Alm</sup>	74 72%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 68  
Do you have any children aged 18 or under? If so, how old are they?  
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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
No children aged 18 or under	1482 73%	726 74%	756 73%	203 86%DEF	186 53%E	138 41%	232 64%DE	273 93%CDEF	450 99%CDEFG	383 70%	427 78%IK	307 70%	365 74%	171 65%	555 63%
NET: Yes	535 26%	254 26%	281 27%	29 12%GH	162 46%CFGH	194 58%CDFGH	128 35%CGH	19 7%H	4 1%	159 29%J	115 21%	134 30%J	127 26%j	94 35%	322 37%
NET: Any 11-18	257 13%	133 14%	124 12%	5 2%	32 9%CH	92 28%CDGH	108 30%CDGH	17 6%CH	4 1%	73 13%j	52 10%	68 15%J	64 13%j	53 20%	147 17%
Yes - children aged under 5 years old	230 11%	92 9%	138 13%A	23 10%FGH	117 33%CEFGH	83 25%CFGH	6 2%GH	-	-	72 13%j	52 10%	57 13%	49 10%	36 13%	143 16%
Yes - children aged 5 to 10 years old	235 12%	127 13%	108 10%	6 3%H	81 23%CFGH	101 30%CdFGH	42 12%CGH	3 1%	2 1%	78 14%J	44 8%	54 12%j	59 12%j	37 14%	145 16%
Yes - children aged 11 to 15 years old	190 9%	97 10%	93 9%	4 2%H	29 8%CGH	73 22%CDGH	73 20%CDGH	9 3%H	1 *	55 10%	42 8%	46 10%	47 10%	41 16%	107 12%
Yes - children aged 16 to 18 years old	99 5%	54 5%	46 4%	1 *	7 2%	27 8%CDGH	50 14%CDEGH	11 4%CH	4 1%	25 5%	20 4%	30 7%j	26 5%	16 6%	59 7%
Refused	7 *	6 1%b	1 *	3 1%gH	2 1%	1 *	1 *	-	-	2 *	3 1%	-	2 *	-	4 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 68  
Do you have any children aged 18 or under? If so, how old are they?  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
No children aged 18 or under	1482 73%	132 75%	75 73%	1275 73%	65 77%	171 73%	120 70%	134 74%	114 76%	144 74%	190 71%	204 72%	132 74%
NET: Yes	535 26%	43 25%	28 27%	463 27%	20 23%	61 26%	51 30%	48 26%	36 24%	51 26%	74 28%	78 28%	46 26%
NET: Any 11-18	257 13%	25 14%k	11 10%	222 13%	10 12%	34 15%K	26 15%K	25 14%	20 13%	26 14%	22 8%	30 11%	28 16%K
Yes - children aged under 5 years old	230 11%	15 9%	13 13%e	201 12%	4 5%	22 10%	23 14%ei	19 10%	12 8%	21 11%	39 14%aEi	39 14%Ei	22 12%e
Yes - children aged 5 to 10 years old	235 12%	21 12%	15 14%f	200 11%	9 10%	18 8%	20 12%	32 18%FIJM	14 9%	16 8%	37 14%f	36 13%f	16 9%
Yes - children aged 11 to 15 years old	190 9%	18 10%k	6 6%	166 10%	8 9%	24 11%k	20 11%K	19 10%k	15 10%	21 11%k	14 5%	26 9%	19 11%k
Yes - children aged 16 to 18 years old	99 5%	11 6%l	5 5%	84 5%	4 4%	15 6%kL	12 7%kL	10 5%	5 3%	10 5%	8 3%	7 3%	14 8%KL
Refused	7 *	- -	- -	7 *	- -	1 *	* *	- -	- -	1 1%	3 1%	1 *	- -

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 69  
Which of the following ITV regions do you live in?  
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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Anglia	206 10%	92 9%	114 11%	20 8%	22 6%	41 12%D	41 11%D	27 9%	55 12%D	60 11%	57 10%	40 9%	50 10%	27 10%	90 10%
Border	27 1%	10 1%	17 2%	3 1%	5 2%	3 1%	6 2%	1 *	7 2%	8 1%	5 1%	6 1%	8 2%	3 1%	15 2%
Central	285 14%	137 14%	148 14%	34 15%	47 13%	40 12%	48 13%	42 14%	73 16%	70 13%	66 12%	76 17%ij	73 15%	32 12%	110 13%
Granada	217 11%	108 11%	108 10%	23 10%	37 11%	41 12%	35 10%	36 12%	45 10%	64 12%j	47 9%	45 10%	61 12%j	29 11%	103 12%
London	377 19%	184 19%	193 19%	53 23%GH	80 23%GH	67 20%gh	66 18%	41 14%	69 15%	118 22%L	107 20%l	78 18%	74 15%	52 20%	176 20%
Meridian	178 9%	93 9%	85 8%	19 8%	46 13%cEF	25 8%	21 6%	25 9%	42 9%f	45 8%	52 10%	38 9%	42 9%	15 5%	79 9%
STV	165 8%	91 9%	74 7%	11 5%	28 8%	31 9%c	36 10%Ch	28 10%C	31 7%	56 10%l	41 8%	32 7%	35 7%	32 12%N	67 8%
Tyne Tees	83 4%	40 4%	43 4%	8 3%	11 3%	13 4%	18 5%	11 4%	22 5%	16 3%	22 4%	13 3%	33 7%ljk	8 3%	34 4%
Wales	101 5%	46 5%	55 5%	14 6%f	19 5%	18 5%f	10 3%	16 5%	24 5%f	20 4%	39 7%lk	18 4%	23 5%	15 6%	41 5%
West	71 4%	42 4%b	29 3%	8 3%	14 4%	15 5%	13 4%	10 3%	12 3%	21 4%	21 4%	15 3%	14 3%	7 3%	37 4%
Westcountry	107 5%	44 4%	63 6%	19 8%DE	9 3%	13 4%	23 6%D	21 7%De	22 5%	21 4%	31 6%	34 8%lL	21 4%	24 9%N	39 4%
Yorkshire	206 10%	98 10%	108 10%	23 10%	32 9%	26 8%	42 12%e	32 11%	51 11%	45 8%	55 10%	46 10%	59 12%i	21 8%	87 10%
UTV	1 *	-	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 69  
Which of the following ITV regions do you live in?  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Anglia	206 10%	-	-	206 12%AB	1 1%	-	-	-	16 11%ABEFGHKM	169 86%ABEFGHIKLM	-	19 7%ABeFGHKM	-
Border	27 1%	8 5%DBGHIJKLM	-	18 1%	1 1%kl	16 7%BeGHIJKLM	-	-	-	1 *	-	-	-
Central	285 14%	1 1%	-	283 16%AB	-	2 1%	-	170 93%ABEFGIJKLM	99 36%ABEFGJKLM	2 1%	1 *	5 2%g	4 2%Gk
Granada	217 11%	-	2 2%jk	215 12%AB	-	209 90%ABEGHIJKLM	-	1 *	-	-	-	5 2%agjkm	-
London	377 19%	-	-	377 22%AB	-	-	-	1 *	-	21 11%ABEFGHIM	266 100%ABEFGHIJLM	89 32%ABEFGHIJM	-
Meridian	178 9%	-	-	178 10%AB	-	-	-	1 *	2 2%fgjk	-	-	163 57%ABEFGHIJKM	12 7%ABEFGHIJK
STV	165 8%	165 94%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	83 4%	-	-	83 5%AB	82 97%ABFGHIJKLM	-	1 1%	-	-	-	-	-	-
Wales	101 5%	-	100 97%DAEFGHIJKLM	1	-	1 *	-	-	-	-	-	-	-
West	71 4%	-	1 1%k	70 4%A	-	4 2%agjk	-	9 5%AefGIJKL	-	-	-	1 *	55 31%ABEFGHIJKL
Westcountry	107 5%	-	-	107 6%AB	-	-	-	1 *	-	-	-	-	107 60%ABEFGHIJKL
Yorkshire	206 10%	1 *	-	205 12%AB	1 1%	-	171 99%ABEFHIJKLM	-	32 21%ABEFHJKLM	2 1%ki	-	-	-
UTV	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	-

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 70  
**Marital Status**  
**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Single	572 28%	305 31%B	268 26%	181 77%DEFGH	133 38%FGH	105 32%FGH	87 24%GH	42 15%H	24 5%	135 25%	194 36%IK	88 20%	155 31%IK	75 28%	291 33%
NET: Married/ Civil partnership/ co habiting	1179 58%	582 59%	597 58%	48 21%	209 60%C	212 64%C	233 65%C	178 61%C	300 66%Cd	360 66%JL	267 49%	303 69%JL	249 50%	154 58%	518 59%
Married	896 44%	462 47%B	434 42%	13 6%	118 34%C	164 49%CD	179 50%CD	147 50%CD	275 61%CDEFG	280 52%JL	203 37%	235 53%JL	178 36%	125 47%n	357 41%
Civil Partnership	10 1%	6 1%	5 *	2 1%	2 *	1 *	2 1%	2 1%	1 *	2 *	2 *	3 1%	3 1%	- -	6 1%
Co Habiting	272 13%	113 12%	159 15%A	33 14%H	89 25%CEFGH	47 14%H	51 14%H	29 10%H	23 5%	77 14%	63 12%	65 15%	68 14%	29 11%	155 18%M
NET: Widowed/ separated/ divorced	256 13%	90 9%	166 16%A	1 *	7 2%	12 4%C	36 10%CDE	71 24%CDEF	128 28%CDEF	47 9%	75 14%I	45 10%	89 18%IJK	32 12%N	61 7%
Widowed	79 4%	30 3%	49 5%a	- -	- -	- -	4 1%de	13 4%CDEF	62 14%CDEFG	19 4%	23 4%k	9 2%	28 6%K	4 2%	13 1%
Separated	20 1%	8 1%	12 1%	1 *	5 1%	3 1%	5 1%	2 1%	5 1%	5 1%	8 2%I	5 1%	2 *	6 2%	8 1%
Divorced	156 8%	52 5%	104 10%A	- -	2 1%	9 3%Cd	27 8%CDE	56 19%CDEFh	62 14%CDEF	22 4%	44 8%I	31 7%i	59 12%IJK	22 8%N	40 5%
Prefer not to answer	17 1%	9 1%	8 1%	5 2%gH	2 *	3 1%	5 1%	1 *	1 *	3 1%	9 2%L	4 1%	1 *	4 1%	11 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 70  
**Marital Status**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Single	572 28%	41 23%	27 26%	505 29%	25 29%	77 33%AHijM	47 27%	40 22%	35 23%	42 21%	108 41%ABeGHijM	92 33%AHijM	38 21%
NET: Married/ Civil partnership/ co habiting	1179 58%	106 60%K	66 64%fK	1006 58%	47 55%	122 52%	100 58%K	115 63%FK	95 63%FK	138 70%AEFGKLM	121 45%	163 57%K	107 60%K
Married	896 44%	68 39%	48 47%K	780 45%	36 43%	90 39%	73 42%k	89 49%afK	80 53%AFGKI	113 58%AbEFGKLM	88 33%	125 44%K	86 48%afK
Civil Partnership	10 1%	1 1%	1 1%	8 *	- -	2 1%	- -	- -	1 *	- -	4 2%	2 1%	- -
Co Habiting	272 13%	36 21%DFIJKLM	18 17%ik	218 13%	10 12%	30 13%	27 16%	27 15%	15 10%	25 13%	28 10%	36 13%	21 12%
NET: Widowed/ separated/ divorced	256 13%	26 15%Jl	10 9%	220 13%	11 13%	33 14%Jl	25 14%Jl	25 14%j	20 13%j	14 7%	37 14%Jl	25 9%	30 17%bJL
Widowed	79 4%	9 5%b	1 1%	70 4%b	3 3%	10 5%b	9 5%B	8 5%b	6 4%	4 2%	13 5%b	7 2%	9 5%b
Separated	20 1%	1 1%	3 3%DijLm	16 1%	1 1%	5 2%	2 1%	2 1%	1 *	1 1%	3 1%	1 1%	1 *
Divorced	156 8%	16 9%j	6 6%	134 8%	8 9%	18 8%	14 8%	15 8%	13 9%	9 5%	20 8%	17 6%	20 11%Jl
Prefer not to answer	17 1%	3 2%f	- -	14 1%	2 3%Fik	- -	1 1%	1 1%	- -	2 1%	1 *	3 1%	3 2%f

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 71  
Which of the following cities do you live in, or nearest to?  
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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Glasgow	91 5%	49 5%	42 4%	8 4%	17 5%	15 4%	17 5%	16 5%	19 4%	33 6%j	20 4%	20 4%	19 4%	15 6%	35 4%
Edinburgh	69 3%	38 4%	31 3%	3 1%	9 3%	16 5% <sup>C</sup>	14 4%	12 4% <sup>c</sup>	15 3%	27 5% <sup>k</sup>	16 3%	10 2%	15 3%	17 6% <sup>N</sup>	28 3%
Newcastle	92 5%	43 4%	49 5%	8 3%	12 4%	15 4%	23 6%	12 4%	23 5%	17 3%	23 4%	16 4%	36 7% <sup>IJK</sup>	9 3%	42 5%
Leeds	79 4%	37 4%	42 4%	12 5%	12 4%	10 3%	10 3%	15 5%	19 4%	16 3%	27 5%	17 4%	20 4%	6 2%	34 4%
Hull	35 2%	15 2%	20 2%	2 1%	2 *	6 2%	7 2%	5 2%	13 3% <sup>D</sup>	8 2%	9 2%	9 2%	8 2%	1 1%	15 2%
Sheffield	63 3%	31 3%	33 3%	6 3%	16 5% <sup>eg</sup>	7 2%	15 4% <sup>g</sup>	5 2%	14 3%	16 3%	13 2%	11 3%	23 5% <sup>J</sup>	8 3%	30 3%
Manchester	159 8%	81 8%	78 8%	16 7%	27 8%	30 9%	24 7%	21 7%	40 9%	38 7%	44 8%	33 7%	44 9%	17 7%	80 9%
Liverpool	69 3%	33 3%	36 3%	13 6% <sup>fh</sup>	13 4%	11 3%	9 3%	11 4%	12 3%	23 4% <sup>J</sup>	10 2%	19 4% <sup>j</sup>	17 4%	13 5%	26 3%
Nottingham	91 4%	43 4%	48 5%	14 6%	13 4%	17 5%	14 4%	16 6%	17 4%	20 4%	21 4%	21 5%	28 6%	8 3%	36 4%
Birmingham	156 8%	79 8%	77 7%	20 9%	23 6%	24 7%	31 9%	18 6%	41 9%	44 8%	35 6%	44 10% <sup>j</sup>	34 7%	21 8%	67 8%
Norwich	84 4%	39 4%	44 4%	8 4%	10 3%	17 5%	13 4%	10 4%	25 5%	21 4%	22 4%	21 5%	20 4%	11 4%	37 4%
Milton Keynes	70 3%	30 3%	41 4%	5 2%	9 3%	13 4%	16 5%	11 4%	16 3%	25 5% <sup>K</sup>	19 3%	8 2%	18 4%	14 5%	27 3%
Brighton	44 2%	20 2%	23 2%	3 1%	5 2%	5 1%	5 1%	10 3%	15 3% <sup>f</sup>	10 2%	10 2%	8 2%	16 3%	1 *	11 1%
Oxford	30 1%	18 2%	12 1%	3 1%	8 2%	5 1%	3 1%	2 1%	11 2% <sup>fg</sup>	6 1%	10 2%	6 1%	7 1%	4 2%	9 1%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 71  
Which of the following cities do you live in, or nearest to?  
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)	Private (n)
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
London	463 23%	217 22%	245 24%	66 28%fGH	94 27%GH	87 26%GH	76 21%	55 19%	84 19%	136 25%L	136 25%L	98 22%	93 19%	58 22%	223 25%
Southampton	54 3%	31 3%	23 2%	6 2%	19 5%EfGh	5 2%	9 3%	3 1%	12 3%	21 4%I	13 2%	10 2%	10 2%	5 2%	28 3%
Bristol	96 5%	50 5%	46 4%	14 6%h	15 4%	17 5%	19 5%	16 6%	14 3%	23 4%	26 5%	25 6%	22 4%	17 7%	42 5%
Plymouth	53 3%	25 2%	28 3%	4 2%	3 1%	8 2%	15 4%D	10 3%D	12 3% <i>d</i>	10 2%	18 3%	15 3%	10 2%	10 4%	23 3%
Cardiff	71 4%	37 4%	35 3%	12 5%F	15 4%	13 4%	7 2%	12 4%	12 3%	15 3%	27 5%il	15 3%	14 3%	12 4%	33 4%
None of these	154 8%	69 7%	86 8%	9 4%	28 8% <i>ce</i>	13 4%	33 9%CE	31 11%CE	40 9%CE	34 6%	45 8%	36 8%	39 8%	18 7%	57 6%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 71  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Glasgow	91 5%	91 52%DBEFGHIJKLM-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	69 3%	68 39%DBEFGHIJKLM-	-	1 *	-	1 *	-	-	-	-	-	-	-
Newcastle	92 5%	-	-	92 5%AB	81 96%ABFGHIJKLM	11 5%ABGHIJKLM	-	-	-	-	-	-	-
Leeds	79 4%	-	-	79 5%AB	1 1%	2 1%	76 44%ABEFHIJKLM	-	-	-	-	-	-
Hull	35 2%	-	-	35 2%a	-	-	31 18%ABEFHIJKLM	-	4 3%AbFHJKLM	-	-	-	-
Sheffield	63 3%	-	-	63 4%Ab	-	-	55 32%ABEFHIJKLM	-	9 6%ABEFHJKLM	-	-	-	-
Manchester	159 8%	-	3 3%AJKLM	156 9%AB	-	142 61%ABEGHIJKLM	2 1%kl	10 5%AeGiJKLM	2 1%kl	-	-	-	-
Liverpool	69 3%	-	11 10%DAEGHIJKLM	59 3%A	-	57 24%ABEGHIJKLM	-	2 1%	-	-	-	-	-
Nottingham	91 4%	-	-	91 5%AB	1 1%fkl	-	1 1%	1 *	83 56%ABEFGHJKLM	4 2%AFKlm	-	-	-
Birmingham	156 8%	-	2 2%aFGKL	154 9%AB	-	-	-	148 81%ABEFGIJKLM	3 2%aFgKL	2 1%	-	-	2 1%
Norwich	84 4%	-	-	84 5%AB	-	-	1 *	-	-	82 42%ABEFGHIKLM	-	1 *	-
Milton Keynes	70 3%	-	-	70 4%AB	-	-	-	1 *	21 14%ABEFGHKLM	35 18%ABEFGHKLM	-	14 5%ABeFGHKM	-
Brighton	44 2%	-	-	44 2%A	-	-	-	-	-	-	-	44 15%ABEFGHIJKM	-
Oxford	30 1%	-	-	30 2%a	-	-	-	2 1%	2 1%fk	-	-	25 9%ABEFGHIJKM	1 *

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 71  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
London	463 23%	-	-	463 27%AB	-	2 1%	1 *	-	-	55 28%ABEFGHIM	267 100%ABEFGHIJLM	138 49%ABEFGHIJM	-
Southampton	54 3%	-	-	54 3%Ab	-	-	-	1 1%	-	-	-	38 14%ABEFGHIJKm	14 8%ABEFGHIJK
Bristol	96 5%	-	1 1%	95 5%AB	-	-	-	2 1%	-	-	-	-	93 53%ABEFGHIJKL
Plymouth	53 3%	-	-	53 3%Ab	-	-	-	-	-	-	-	-	53 30%ABEFGHIJKL
Cardiff	71 4%	-	69 67%DAEFGHIJKLM*	2	-	-	-	2 1%	-	-	-	-	-
None of these	154 8%	17 9%EGK	17 17%DaEFGHJKLm	121 7%	2 2%K	18 8%eGK	5 3%K	14 8%egK	25 17%AEFGHJKLM	18 9%EGK	-	23 8%eGK	15 9%eGK

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 72  
**What is the combined annual income of your household, prior to tax being deducted?**  
**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	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829	
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881	
Up to £7,000	(3.5) 4%	76 4%	38 4%	38 4%	14 6% <sup>DH</sup>	9 2%	13 4% <sup>H</sup>	17 5% <sup>H</sup>	19 7% <sup>DH</sup>	4 1%	2 *	19 4% <sup>IK</sup>	4 1%	50 10% <sup>IJK</sup>	1 *	20 2% <sup>m</sup>
£7,001 to £14,000	(10.5) 14%	287 14%	122 12%	165 16% <sup>A</sup>	19 8%	40 11%	38 12%	41 11%	45 15% <sup>C</sup>	105 23% <sup>CDEFG</sup>	20 4%	65 12% <sup>I</sup>	39 9% <sup>I</sup>	164 33% <sup>IJK</sup>	12 5%	69 8%
£14,001 to £21,000	(17.5) 15%	305 15%	141 14%	165 16%	25 11%	38 11%	34 10%	49 14%	61 21% <sup>CDEF</sup>	97 21% <sup>CDEF</sup>	35 7%	95 17% <sup>I</sup>	71 16% <sup>I</sup>	104 21% <sup>Ik</sup>	40 15%	112 13%
£21,001 to £28,000	(24.5) 15%	298 15%	163 17% <sup>B</sup>	134 13%	25 11%	49 14%	38 11%	57 16% <sup>c</sup>	58 20% <sup>CdE</sup>	71 16% <sup>c</sup>	64 12%	82 15%	92 21% <sup>IJL</sup>	60 12%	36 14%	124 14%
£28,001 to £34,000	(31) 12%	244 12%	124 13%	120 12%	13 6%	42 12% <sup>C</sup>	32 10%	58 16% <sup>CE</sup>	38 13% <sup>C</sup>	61 13% <sup>C</sup>	59 11%	67 12% <sup>I</sup>	74 17% <sup>IjL</sup>	44 9%	31 12%	121 14%
£34,001 to £41,000	(37.5) 9%	187 9%	90 9%	98 9%	23 10% <sup>G</sup>	39 11% <sup>G</sup>	38 12% <sup>Gh</sup>	41 11% <sup>Gh</sup>	11 4%	34 7% <sup>g</sup>	75 14% <sup>JL</sup>	41 8% <sup>L</sup>	52 12% <sup>JL</sup>	19 4%	32 12%	104 12%
£41,001 to £48,000	(44.5) 5%	110 5%	54 5%	56 5%	18 8% <sup>H</sup>	20 6% <sup>h</sup>	29 9% <sup>FH</sup>	15 4%	15 5%	13 3%	40 7% <sup>L</sup>	32 6% <sup>L</sup>	34 8% <sup>L</sup>	4 1%	17 6%	66 8%
£48,001 to £55,000	(51.5) 5%	101 5%	55 6%	47 5%	12 5% <sup>gH</sup>	30 9% <sup>GH</sup>	25 7% <sup>GH</sup>	22 6% <sup>GH</sup>	6 2%	6 1%	48 9% <sup>JKL</sup>	28 5% <sup>L</sup>	20 5% <sup>L</sup>	5 1%	22 8%	64 7%
£55,001 to £62,000	(58.5) 2%	49 2%	22 2%	26 3%	10 4% <sup>dGH</sup>	6 2%	19 6% <sup>DfGH</sup>	10 3% <sup>GH</sup>	1 *	2 1%	25 5% <sup>KL</sup>	16 3% <sup>L</sup>	6 1% <sup>I</sup>	1 *	11 4%	30 3%
£62,001 to £69,000	(65.5) 2%	45 2%	17 2%	27 3%	8 3% <sup>fGH</sup>	17 5% <sup>FGH</sup>	14 4% <sup>FGH</sup>	4 1% <sup>g</sup>	-	2 *	26 5% <sup>JKL</sup>	11 2% <sup>L</sup>	7 2% <sup>L</sup>	-	11 4%	31 4%
£69,001 to £76,000	(72.5) 2%	31 2%	19 2%	12 1%	4 2%	8 2% <sup>h</sup>	7 2% <sup>h</sup>	6 2%	4 1%	3 1%	19 3% <sup>jKL</sup>	8 2% <sup>L</sup>	3 1%	* *	8 3%	18 2%
£76,001 to £83,000	(79.5) 1%	24 1%	12 1%	12 1%	6 2% <sup>GH</sup>	4 1% <sup>g</sup>	7 2% <sup>GH</sup>	5 1% <sup>G</sup>	-	2 *	17 3% <sup>JKL</sup>	4 1% <sup>I</sup>	3 1%	-	5 2%	15 2%
£83,001 or more	(86) 3%	55 3%	41 4% <sup>B</sup>	13 1%	13 5% <sup>fGH</sup>	9 3%	15 5% <sup>GH</sup>	8 2%	5 2%	5 1%	44 8% <sup>JKL</sup>	8 1% <sup>L</sup>	1 *	1 *	12 5%	34 4%
Prefer not to answer	211 10%	87 9%	124 12% <sup>A</sup>	45 19% <sup>DEFGH</sup>	39 11% <sup>e</sup>	22 7%	28 8%	29 10%	49 11% <sup>E</sup>	69 13% <sup>KL</sup>	68 13% <sup>KL</sup>	33 7%	41 8%	26 10%	73 8%	

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

**Climactic Shock Survey**  
**ONLINE Fieldwork: 6th - 8th January 2017**

Absolutes/col percents

Table 72  
**What is the combined annual income of your household, prior to tax being deducted?**  
**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)
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
Average income (£000's)	30.50	31.86B	29.16	36.31FGH	34.37FGH	36.77FGH	30.85GH	24.23	23.76	44.18JKL	29.82L	29.88L	17.41	38.54n	35.78

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 72  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Up to £7,000	(3.5) 76 4%	9 5%Hj	3 3%	64 4%	6 7%HJ	8 4%	6 3%	2 1%	10 7%HJ	4 2%	12 4%	11 4%	5 3%
£7,001 to £14,000	(10.5) 287 14%	24 14%	17 17%J	246 14%	17 21%Jl	38 16%J	28 16%J	25 14%	27 18%Jl	17 8%	36 13%	34 12%	25 14%j
£14,001 to £21,000	(17.5) 305 15%	23 13%	21 21%aKLM	261 15%	14 17%	36 16%	39 22%AfIKLM	29 16%	20 13%	44 22%AfIKLM	29 11%	31 11%	19 11%
£21,001 to £28,000	(24.5) 298 15%	29 16%K	17 16%k	252 14%	11 13%	34 15%k	26 15%k	30 17%K	28 19%jK	22 11%	24 9%	42 15%k	34 19%jK
£28,001 to £34,000	(31) 244 12%	16 9%	17 17%ak	210 12%	10 12%	25 11%	18 10%	20 11%	25 16%ak	32 16%AgK	25 9%	32 11%	23 13%
£34,001 to £41,000	(37.5) 187 9%	19 11%E	9 9%E	159 9%	2 2%	16 7%	12 7%	28 15%EFGIM	10 7%	23 11%E	29 11%E	28 10%E	13 7%e
£41,001 to £48,000	(44.5) 110 5%	8 5%	2 2%	100 6%	1 1%	11 5%	9 5%	6 3%	9 6%	6 3%	17 7%e	20 7%bej	22 12%ABEFGHiJkl
£48,001 to £55,000	(51.5) 101 5%	6 3%	6 5%	90 5%	4 5%	11 5%	8 5%	8 4%	3 2%	10 5%	15 6%i	25 9%AIM	5 3%
£55,001 to £62,000	(58.5) 49 2%	6 3%f	1 1%	41 2%	2 2%	2 1%	2 1%	3 2%	2 2%	6 3%	13 5%Fg	7 2%	4 2%
£62,001 to £69,000	(65.5) 45 2%	7 4%deHj	1 1%	36 2%	-	4 2%	4 3%l	1 1%	-	2 1%	10 4%hl	11 4%HI	4 2%i
£69,001 to £76,000	(72.5) 31 2%	4 2%	-	27 2%	-	5 2%	1 1%	3 2%	1 1%	2 1%	8 3%	6 2%	2 1%
£76,001 to £83,000	(79.5) 24 1%	3 2%	-	21 1%	2 2%hm	4 2%	1 *	-	1 1%	4 2%hm	9 3%bgHLM	1 *	-
£83,001 or more	(86) 55 3%	5 3%	1 1%	49 3%	-	8 3%	3 2%	4 2%	2 1%	5 3%	11 4%e	12 4%ei	4 2%
Prefer not to answer	211 10%	18 10%	7 7%	186 11%	15 18%BglL	30 13%	16 9%	22 12%	11 7%	21 11%	29 11%	24 8%	19 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

**Climactic Shock Survey**  
**ONLINE Fieldwork: 6th - 8th January 2017**

Absolutes/col percents

Table 72

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
Average income (£000's)	30.50	31.62BEGl	25.90	30.67B	23.11	29.87El	27.14	29.21Ei	25.44	31.08BEGl	36.04aBEFGHIJ M	34.19BEFGHIm	30.26BEI

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 73

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**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)	Private (n)
Unweighted base	2024	983	1041	241	279	322	382	308	492	560	577	350	537	244	829
Weighted base	2024	986	1038	235	351	332	361	292	454	544	545	441	494	265	881
NET: Yes	462 23%	207 21%	255 25%a	26 11%	71 20%C	51 15%	81 23%CE	103 35%CDEFh	129 29%CDEF	79 15%	90 17%	96 22%lj	197 40%IJK	37 14%	109 12%
Yes - physical condition	285 14%	129 13%	156 15%	4 2%	25 7%C	29 9%C	53 15%CDE	75 26%CDEF	98 22%CDEF	51 9%	47 9%	68 15%J	119 24%IJK	20 8%	55 6%
Yes - mental condition	178 9%	73 7%	105 10%A	23 10%H	40 11%H	31 9%H	38 11%H	36 12%H	9 2%	27 5%	42 8%i	27 6%	83 17%IJK	16 6%	48 5%
Yes - disability	148 7%	69 7%	79 8%	3 1%	10 3%	19 6%C	31 9%CD	44 15%CDEFH	41 9%CDe	26 5%	28 5%	25 6%	69 14%IJK	9 3%	23 3%
Yes - other	25 1%	12 1%	13 1%	1 *	8 2%c	3 1%	4 1%	3 1%	6 1%	4 1%	1 *	6 1%J	15 3%J	-	7 1%
No	1503 74%	753 76%B	750 72%	197 84%DFGH	264 75%G	271 81%dfGH	270 75%G	181 62%	320 71%G	449 83%kL	429 79%L	343 78%L	282 57%	221 83%	741 84%
Prefer not to say	59 3%	26 3%	33 3%	12 5%fH	15 4%H	11 3%H	9 2%h	8 3%h	4 1%	16 3%K	25 5%K	3 1%	15 3%K	7 3%	30 3%

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

## Climactic Shock Survey

### ONLINE Fieldwork: 6th - 8th January 2017

Absolutes/col percents

Table 73

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2024	200	113	1711	82	222	208	174	160	210	217	265	173
Weighted base	2024	176	103	1745	85*	233	172	182	150	196	267	283	178
NET: Yes	462 23%	40 23%	24 23%	398 23%	21 25%	58 25%K	42 24%k	34 19%	45 30%HKM	52 26%K	43 16%	68 24%k	36 20%
Yes - physical condition	285 14%	26 15%	14 13%	245 14%	12 14%	31 13%	23 13%	22 12%	31 21%fgHKM	33 17%k	27 10%	44 16%k	22 13%
Yes - mental condition	178 9%	16 9%k	9 9%	153 9%	9 10%k	20 9%k	17 10%K	14 8%	21 14%KM	23 12%Km	12 4%	25 9%k	11 6%
Yes - disability	148 7%	12 7%	5 5%	130 7%	7 8%	21 9%	14 8%	12 6%	12 8%	15 8%	13 5%	24 9%	12 7%
Yes - other	25 1%	3 1%	2 2%h	21 1%	4 4%fgHiM	2 1%	2 1%	- -	1 *	3 1%	6 2%h	4 1%	1 *
No	1503 74%	129 73%	77 75%	1297 74%	59 69%	165 71%	123 72%	141 77%i	102 68%	141 72%	217 81%aEFGIJI	208 73%	142 80%efgl
Prefer not to say	59 3%	7 4%M	2 2%	50 3%	5 6%jM	10 4%M	7 4%M	7 4%M	3 2%	3 2%	7 3%	7 3%	1 *

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

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

	Page	Table	Title	Base Description	Base
	1	1	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Summary	Base: All respondents	2024
●	2	2	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Value for money	Base: All respondents	2024
●	3	2	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Value for money	Base: All respondents	2024
●	4	3	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? The carbon footprint of the food	Base: All respondents	2024
●	5	3	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? The carbon footprint of the food	Base: All respondents	2024
●	6	4	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? How healthy the food is	Base: All respondents	2024
●	7	4	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? How healthy the food is	Base: All respondents	2024
●	8	5	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Taste	Base: All respondents	2024
●	9	5	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Taste	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	10	6	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Whether I think the food was sourced and produced ethically	Base: All respondents	2024
●	11	6	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Whether I think the food was sourced and produced ethically	Base: All respondents	2024
●	12	7	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Whether the food is environmentally sustainable	Base: All respondents	2024
●	13	7	Q.1 On a rating scale of 1-5 where 1 is not at all important and 5 is very important, how important would you say that each of the following factors are to you when shopping for food? Whether the food is environmentally sustainable	Base: All respondents	2024
	14	8	Q.2 Thinking about each of the following dietary choices, would you say that you...? Summary	Base: All respondents	2024
●	15	9	Q.2 Thinking about each of the following dietary choices, would you say that you...? Vegan diet (not eating meat, fish, eggs or dairy)	Base: All respondents	2024
●	16	9	Q.2 Thinking about each of the following dietary choices, would you say that you...? Vegan diet (not eating meat, fish, eggs or dairy)	Base: All respondents	2024
●	17	10	Q.2 Thinking about each of the following dietary choices, would you say that you...? Vegetarian diet (not eating meat)	Base: All respondents	2024
●	18	10	Q.2 Thinking about each of the following dietary choices, would you say that you...? Vegetarian diet (not eating meat)	Base: All respondents	2024
●	19	11	Q.2 Thinking about each of the following dietary choices, would you say that you...? Pescatarian diet (not eating meat, apart from fish)	Base: All respondents	2024
●	20	11	Q.2 Thinking about each of the following dietary choices, would you say that you...? Pescatarian diet (not eating meat, apart from fish)	Base: All respondents	2024
●	21	12	Q.2 Thinking about each of the following dietary choices, would you say that you...? Only eating meat once or twice a week	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	22	12	Q.2 Thinking about each of the following dietary choices, would you say that you...? Only eating meat once or twice a week	Base: All respondents	2024
●	23	13	Q.2 Thinking about each of the following dietary choices, would you say that you...? Not eating meat for one day each week (e.g. meat-free Mondays)	Base: All respondents	2024
●	24	13	Q.2 Thinking about each of the following dietary choices, would you say that you...? Not eating meat for one day each week (e.g. meat-free Mondays)	Base: All respondents	2024
●	25	14	Q.2 Thinking about each of the following dietary choices, would you say that you...? Buying environmentally sustainable food when available	Base: All respondents	2024
●	26	14	Q.2 Thinking about each of the following dietary choices, would you say that you...? Buying environmentally sustainable food when available	Base: All respondents	2024
●	27	15	Q.2 Thinking about each of the following dietary choices, would you say that you...? Buying food with a low carbon footprint when available	Base: All respondents	2024
●	28	15	Q.2 Thinking about each of the following dietary choices, would you say that you...? Buying food with a low carbon footprint when available	Base: All respondents	2024
●	29	16	Q.2 Thinking about each of the following dietary choices, would you say that you...? Buying seasonal food when available	Base: All respondents	2024
●	30	16	Q.2 Thinking about each of the following dietary choices, would you say that you...? Buying seasonal food when available	Base: All respondents	2024
	31	17	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? Summary	Base: All respondents	2024
●	32	18	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If doing so would reduce the cost of my weekly food shop	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	33	18	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If doing so would reduce the cost of my weekly food shop	Base: All respondents	2024
●	34	19	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If doing so would improve my personal health or the health of my family	Base: All respondents	2024
●	35	19	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If doing so would improve my personal health or the health of my family	Base: All respondents	2024
●	36	20	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If doing so would reduce the impact I was having on climate change	Base: All respondents	2024
●	37	20	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If doing so would reduce the impact I was having on climate change	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	38	21	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If I knew the food or drink was produced more ethically (e.g. fair trade)	Base: All respondents	2024
●	39	21	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If I knew the food or drink was produced more ethically (e.g. fair trade)	Base: All respondents	2024
●	40	22	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If I did not have to go further out of my way to buy the food or drink	Base: All respondents	2024
●	41	22	Q.3 Some people choose to eat meat whilst others choose to have a vegan or vegetarian diet. Similarly, some people choose to eat environmentally sustainable food or locally grown food, for example, whilst others choose not to. These choices are informed by different things for different people including cost, health, environmental issues and more. With this in mind, and thinking about your own dietary choices, how likely or unlikely is it that each of the following would make you change your overall diet to be more environmentally sustainable? If I did not have to go further out of my way to buy the food or drink	Base: All respondents	2024
●	42	23	Q.4 To what extent do you agree or disagree with the following statement? As a result of human behaviour, for example greenhouse gas emissions, the earth's climate is changing (climate change)	Base: All respondents	2024
●	43	23	Q.4 To what extent do you agree or disagree with the following statement? As a result of human behaviour, for example greenhouse gas emissions, the earth's climate is changing (climate change)	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	44	24	Q.5 To what extent do you agree or disagree with the following statement? The food system, including all food production and consumption, is a key contributor to climate change	Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'	1552
●	45	24	Q.5 To what extent do you agree or disagree with the following statement? The food system, including all food production and consumption, is a key contributor to climate change	Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'	1552
●	46	25	Q.6 To what extent do you agree or disagree with the following statement? If we all made changes to our diets (e.g. eating more sustainable food or lowering our carbon footprint), we could significantly reduce the impact of climate change	Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'	1552
●	47	25	Q.6 To what extent do you agree or disagree with the following statement? If we all made changes to our diets (e.g. eating more sustainable food or lowering our carbon footprint), we could significantly reduce the impact of climate change	Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'	1552
●	48	26	Q.7a For the following pairs of statements, which would you say that you agree with most?	Base: All respondents	2024
●	49	26	Q.7a For the following pairs of statements, which would you say that you agree with most?	Base: All respondents	2024
●	50	27	Q.7b For the following pairs of statements, which would you say that you agree with most?	Base: All respondents	2024
●	51	27	Q.7b For the following pairs of statements, which would you say that you agree with most?	Base: All respondents	2024
●	52	28	Q.8 Thinking ahead 50 years, which of the following effects, if any, do you think climate change will have had in the UK?	Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'	1552
●	53	28	Q.8 Thinking ahead 50 years, which of the following effects, if any, do you think climate change will have had in the UK?	Base: All respondents who agree that 'As a result of human behaviour...the earth's climate is changing'	1552
●	54	29	Q.9 Subsidies are paid by governments to supplement farmer's incomes for a number of different reasons. Below is a list of the potential reasons that the government might have for using subsidies. Which, if any, do you think the government should use subsidies for?	Base: All respondents	2024
●	55	29	Q.9 Subsidies are paid by governments to supplement farmer's incomes for a number of different reasons. Below is a list of the potential reasons that the government might have for using subsidies. Which, if any, do you think the government should use subsidies for?	Base: All respondents	2024
	56	30	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Summary	Base: All respondents	2024
●	57	31	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Summary II	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	58	31	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Summary II	Base: All respondents	2024
●	59	32	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change increasing the spread of crop and livestock pests and diseases which reduce the amount of food we can produce	Base: All respondents	2024
●	60	32	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change increasing the spread of crop and livestock pests and diseases which reduce the amount of food we can produce	Base: All respondents	2024
●	61	33	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing extreme weather, increasing both likelihood and severity of droughts, storms, heatwaves and floods	Base: All respondents	2024
●	62	33	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing extreme weather, increasing both likelihood and severity of droughts, storms, heatwaves and floods	Base: All respondents	2024
●	63	34	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing the acidity of oceans to increase, leading to loss of sea life and decreased availability of fish	Base: All respondents	2024
●	64	34	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing the acidity of oceans to increase, leading to loss of sea life and decreased availability of fish	Base: All respondents	2024
●	65	35	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing the amount of land covered in snow to decrease, leading to rising sea levels and flooding of land, including agricultural land which we can then no longer use to produce food	Base: All respondents	2024
●	66	35	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change causing the amount of land covered in snow to decrease, leading to rising sea levels and flooding of land, including agricultural land which we can then no longer use to produce food	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	67	36	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change having a significant effect on farming, reducing the production of some foods and increasing food prices	Base: All respondents	2024
●	68	36	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change having a significant effect on farming, reducing the production of some foods and increasing food prices	Base: All respondents	2024
●	69	37	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change resulting in an increased amount of land not being suitable for farming, for example due to the changes to the soil	Base: All respondents	2024
●	70	37	Q.10 Below is a list of potential effects of climate change. Which, if any, would encourage you to change your diet to help reduce greenhouse gas emissions and climate change? Climate change resulting in an increased amount of land not being suitable for farming, for example due to the changes to the soil	Base: All respondents	2024
	71	38	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? Summary	Base: All respondents	2024
●	72	39	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How climate change is causing a rise in average global temperature	Base: All respondents	2024
●	73	39	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How climate change is causing a rise in average global temperature	Base: All respondents	2024
●	74	40	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How global weather conditions are changing as a result of climate change, increasing both likelihood and severity of droughts, storms, heatwaves and floods	Base: All respondents	2024
●	75	40	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How global weather conditions are changing as a result of climate change, increasing both likelihood and severity of droughts, storms, heatwaves and floods	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	76	41	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How climate change is affecting weather in the UK, increasing likelihood and severity of winter storms and heatwaves	Base: All respondents	2024
●	77	41	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How climate change is affecting weather in the UK, increasing likelihood and severity of winter storms and heatwaves	Base: All respondents	2024
●	78	42	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How climate change will affect our food supply, impacting production and where we will be able to grow some foods	Base: All respondents	2024
●	79	42	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How climate change will affect our food supply, impacting production and where we will be able to grow some foods	Base: All respondents	2024
●	80	43	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How food production and consumption have a significant impact on climate change, the food system being responsible for around a third of our greenhouse-gas emissions	Base: All respondents	2024
●	81	43	Q.11 When it comes to information on the effects of climate change how informed would you say that you are on each of the following issues? How food production and consumption have a significant impact on climate change, the food system being responsible for around a third of our greenhouse-gas emissions	Base: All respondents	2024
●	82	44	Q.12 When it comes to information on climate change, where would you say you get most of your information?	Base: All respondents	2024
●	83	44	Q.12 When it comes to information on climate change, where would you say you get most of your information?	Base: All respondents	2024
●	84	45	Q.13 To what extent do you agree or disagree with the following statement? I would like to receive more information about climate change and its relationship with the food system (including all food production and consumption)	Base: All respondents	2024
●	85	45	Q.13 To what extent do you agree or disagree with the following statement? I would like to receive more information about climate change and its relationship with the food system (including all food production and consumption)	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	86	46	Q.14 In which of the following ways, if any, would you like to receive more information on climate change and its relationship with the food system (including all food production and consumption)?	Base: All respondents who would like to receive more information about climate change and its relationship with the food system	1324
●	87	46	Q.14 In which of the following ways, if any, would you like to receive more information on climate change and its relationship with the food system (including all food production and consumption)?	Base: All respondents who would like to receive more information about climate change and its relationship with the food system	1324
	88	47	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Summary	Base: All respondents	2024
●	89	48	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Family and friends	Base: All respondents	2024
●	90	48	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Family and friends	Base: All respondents	2024
●	91	49	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Researchers/ scientists	Base: All respondents	2024
●	92	49	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Researchers/ scientists	Base: All respondents	2024
●	93	50	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Media	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	94	50	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Media	Base: All respondents	2024
●	95	51	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? UK Government	Base: All respondents	2024
●	96	51	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? UK Government	Base: All respondents	2024
●	97	52	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Food industry (including production, processing, manufacture and retail)	Base: All respondents	2024
●	98	52	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Food industry (including production, processing, manufacture and retail)	Base: All respondents	2024
●	99	53	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Environmental charities (e.g. Friends of the Earth)	Base: All respondents	2024
●	100	53	Q.15 When it comes to providing accurate information regarding issues related to climate change and its relationship with the food system (including all food production and consumption), how likely or unlikely would you be to trust each of the following people or organisations? Environmental charities (e.g. Friends of the Earth)	Base: All respondents	2024
●	101	54	Gender	Base: All respondents	2024
●	102	54	Gender	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	103	55	Age	Base: All respondents	2024
●	104	55	Age	Base: All respondents	2024
●	105	56	Social Grade	Base: All respondents	2024
●	106	56	Social Grade	Base: All respondents	2024
●	107	57	GO Region	Base: All respondents	2024
●	108	57	GO Region	Base: All respondents	2024
●	109	58	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2024
●	110	58	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2024
●	111	59	Tenure	Base: All respondents	2024
●	112	59	Tenure	Base: All respondents	2024
●	113	60	What is the highest educational level that you have achieved to date?	Base: All respondents	2024
●	114	60	What is the highest educational level that you have achieved to date?	Base: All respondents	2024
●	115	61	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2024
●	116	61	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2024
●	117	62	How many cars are there in your household?	Base: All respondents	2024
●	118	62	How many cars are there in your household?	Base: All respondents	2024
●	119	63	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2024
●	120	63	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2024
●	121	64	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2024
●	122	64	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2024
●	123	65	Which of the following best describes where you live?	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	124	65	Which of the following best describes where you live?	Base: All respondents	2024
●	125	66	Which of the following best describes your current working status?	Base: All respondents	2024
●	126	66	Which of the following best describes your current working status?	Base: All respondents	2024
●	127	67	Do you work in any of the following occupations?	Base: All respondents who work	1073
●	128	67	Do you work in any of the following occupations?	Base: All respondents who work	1146
●	129	67	Do you work in any of the following occupations?	Base: All respondents who work	1073
●	130	67	Do you work in any of the following occupations?	Base: All respondents who work	1146
●	131	68	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2024
●	132	68	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2024
●	133	69	Which of the following ITV regions do you live in?	Base: All respondents	2024
●	134	69	Which of the following ITV regions do you live in?	Base: All respondents	2024
●	135	70	Marital Status	Base: All respondents	2024
●	136	70	Marital Status	Base: All respondents	2024
●	137	71	Which of the following cities do you live in, or nearest to?	Base: All respondents	2024
●	138	71	Which of the following cities do you live in, or nearest to?	Base: All respondents	2024
●	139	71	Which of the following cities do you live in, or nearest to?	Base: All respondents	2024
●	140	71	Which of the following cities do you live in, or nearest to?	Base: All respondents	2024
●	141	72	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2024
●	142	72	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2024
●	143	72	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2024
●	144	72	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2024
●	145	73	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2024

	Page	Table	Title	Base Description	Base
●	146	73	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2024