

Climatic

Survey into the social impact of Climate Change

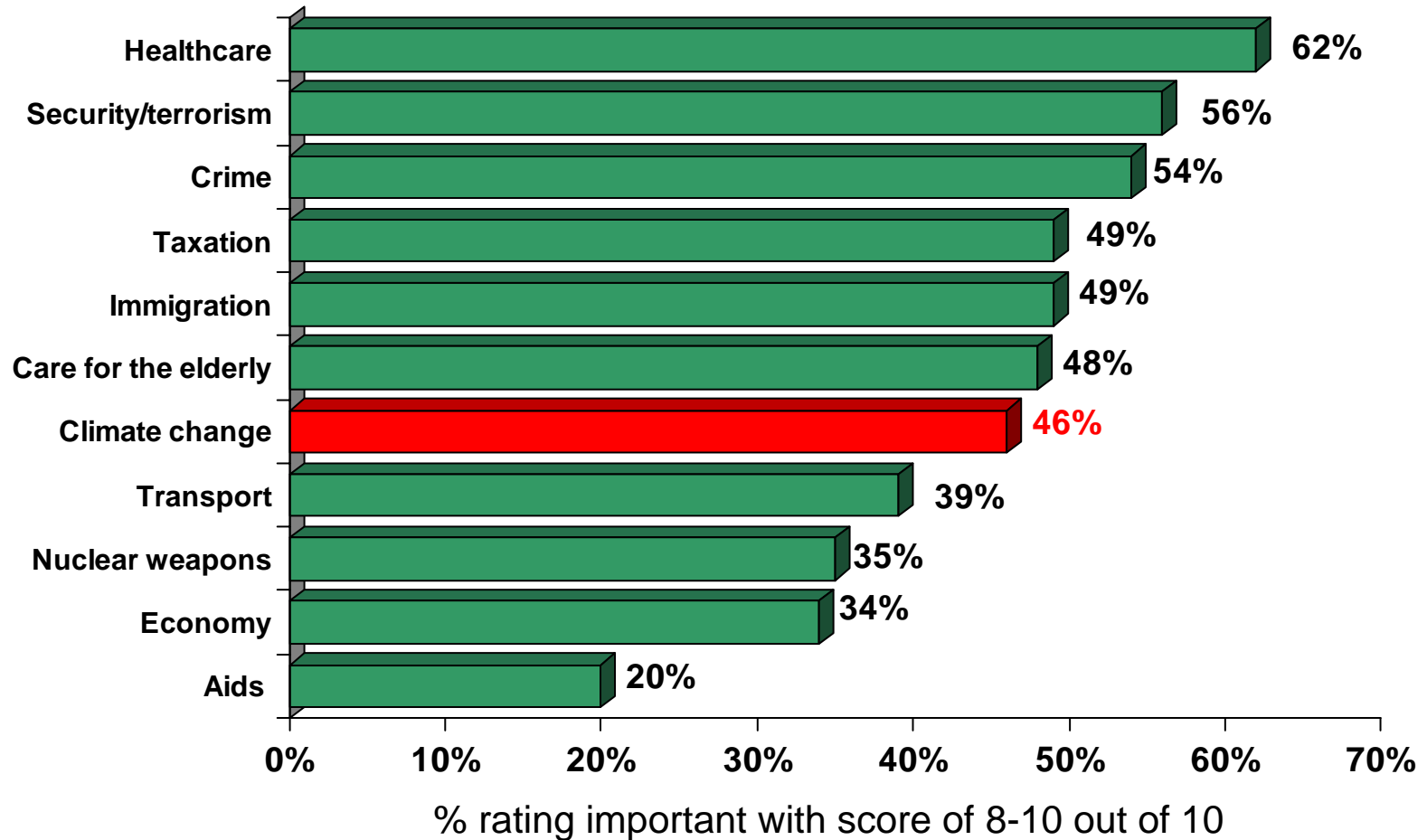
UK survey results

Survey Methodology



- Online survey with UK panel
- 400 interviews
- From 28th November to 5th December
- Data weighted to UK population by age and gender

Climate change is an issue that concerns less than half the UK

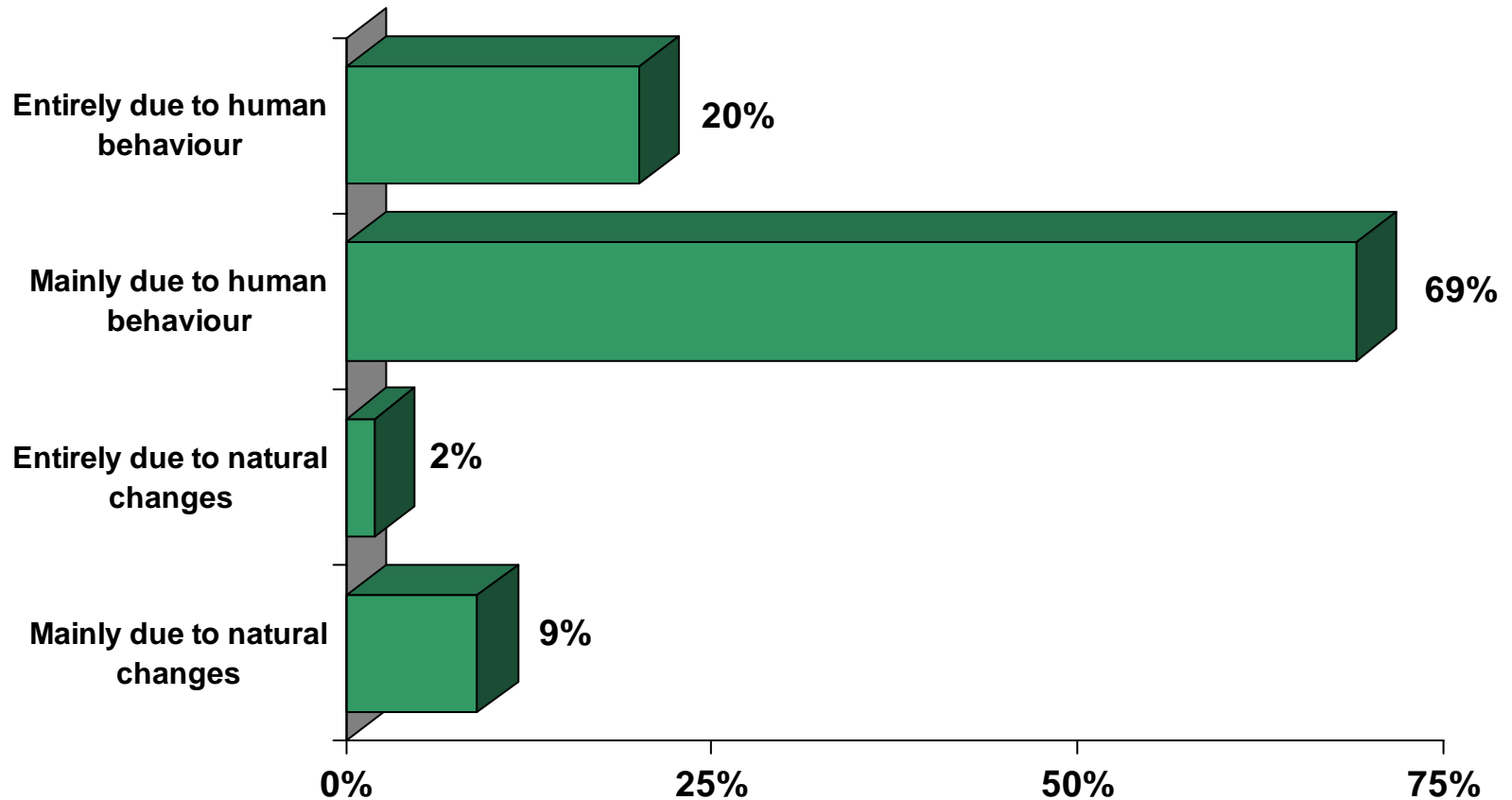


Consumers agree that climate is changing, and believe it is a bad thing

<i>Is the world's climate changing?</i>	% agreement
Definitely changing	56
Probably changing	43
Probably not changing	1
Definitely not changing	0

<i>Is the world's climate changing?</i>	% agreement
Definitely a bad thing	40
Probably a bad thing	46
Probably a good thing	1
Definitely a good thing	0
Don't know	12

Who's to blame? We all are!



It's not my problem, but I'm the only one taking action.....

<i>How much responsibility for tackling CC?</i>	% 8-10 10 is "a great deal"
National Government	77
Large businesses	77
European Union	77
Local Government	62
Small businesses	57
My community	47
Me and my family	44

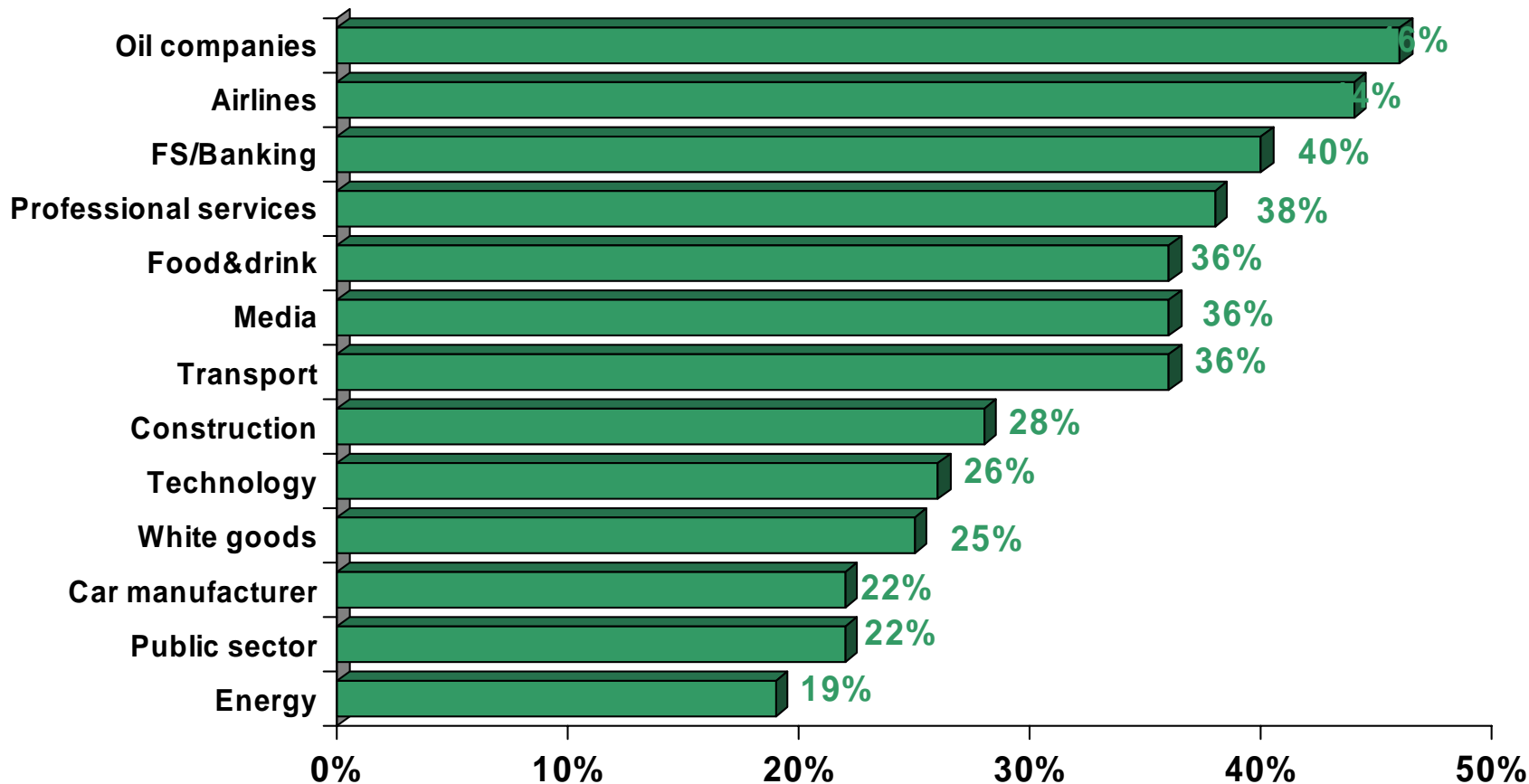
<i>How much action being taken to tackle CC?</i>	% 8-10 10 is "as much action as they can"
Me and my family	39
My community	21
National Government	19
European Union	19
Local Government	17
Large businesses	17
Small businesses	14



High levels of claimed action?

<i>What do consumers claim to have done?</i>	% who have done....
Change my behaviour to reduce domestic energy consumption	85%
Change my behaviour to reduce workplace energy consumption	71%
Invest in reducing energy consumption at home	68%
Buy products from environmentally friendly sources	50%
Take public transport	49%
Reduce number of journeys	47%
Car sharing	17%
Taken part in carbon offsetting	11%
Lobbying	7%

The bad boy list – doing nothing – the usual suspects?

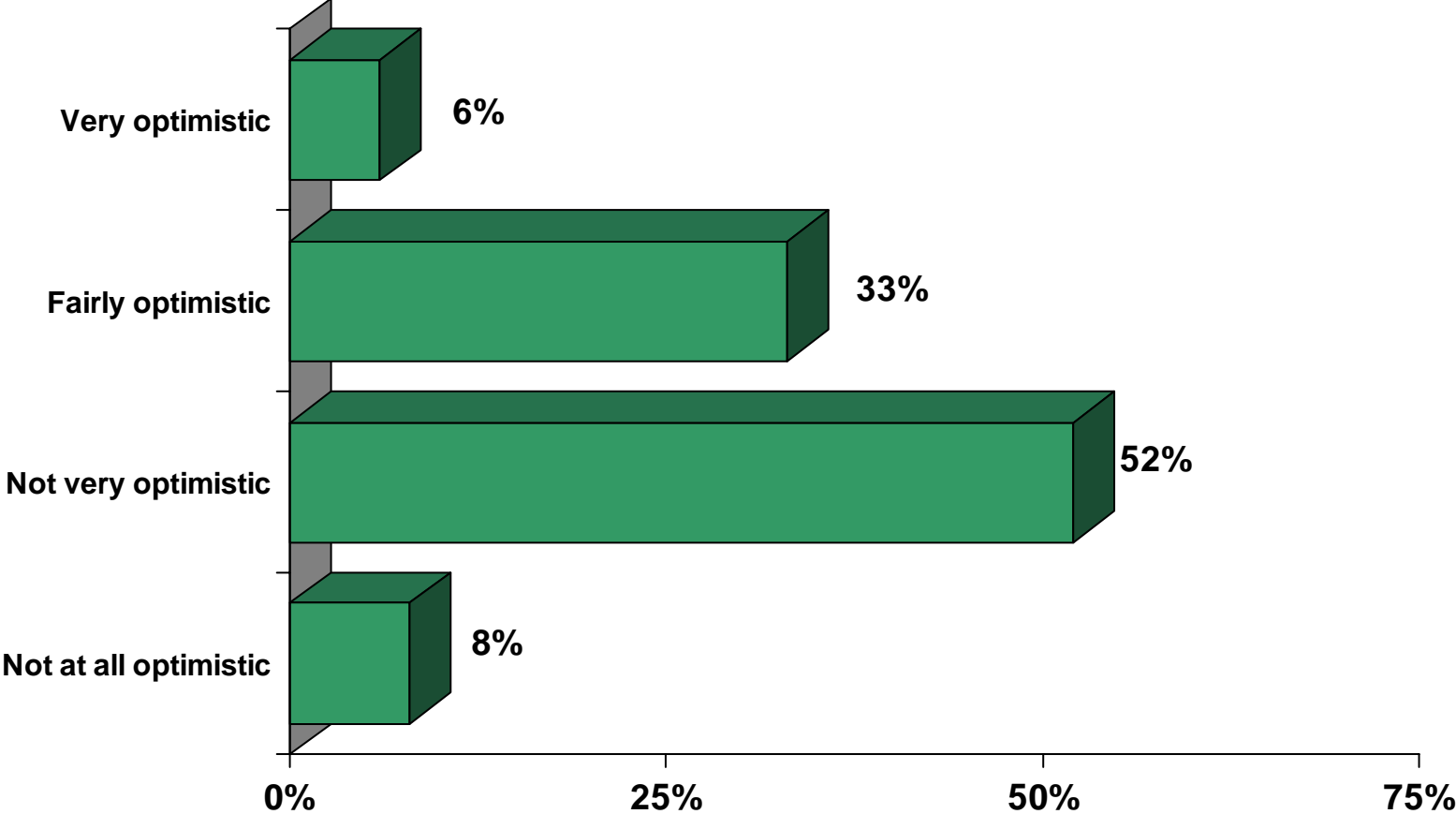


% rating as doing nothing – score 1 to 3 out of 10 where 1 is “nothing at all”

Climate change is already affecting the world

<i>How soon do you think the world will be affected by climate change?</i>	% agreeing
Climate change is already affecting the world	62%
Next 5 years	10%
Next 6–20 years	14%
Next 21–50 years	8%
Over 50 years	5%

We are pessimistic about finding a solution to Climate Change



Contact Us

- Please contact toby@marketevolution.co.uk for further information