

POLLING RESULTS (all results mentioned here are for total polled-unless specified)

Polling details		
	Number	Percentage
Total polled	1007	100%
Males:	494	49%
Females:	513	51%
Ages: 18-24:	112	11%
25-34:	193	19%
35-44:	193	19%
45-54:	173	17%
55-64:	132	13%
65+:	203	20%
Average age 46.02 years		

SECTION 1

Q1) Which of the following issues do you think are the most important facing Britain today? (Can choose any number)

Health	88%
Crime/law and order/violence	88%
Education	86%
Terrorism	73%
Poverty	71%
Immigration	68%
Climate change	53%
Other	12%
None of these	5 answers (0.5% approx)
Don't know	1 answer (0.1% approx)

Analysis

Of all the issues presented, when asked to identify the most important issues facing Britain today, only 53% of respondents cited climate change. Climate change came bottom of the list of important issues facing the UK.

2) Which of the following issues do you think are the most important facing the world today? (Can choose any number)

Poverty	88%
Health	88%
Terrorism	86%
Crime/law and order/violence	83%
Education	80%
Climate change	64%
Immigration	60%
Other	7%
None of these	1 answer (0.1% approx)

Analysis

When asked to rate the same issues on a global scale climate change rated slightly higher- just under two thirds of respondents (64%) cited climate change as one of the most important issues facing the world today, but it was still second last of all the issues presented.

Summary analysis

British people think that climate change is a more important issue for the world than it is for Britain. Almost two-thirds (64%) of respondents cite climate change as one of the most important issues facing the world, whereas only just over half (53%) think it is one of the most important issues facing Britain. It came bottom of the list of the most important issues facing Britain today according to our respondents.

SECTION 2

1.) How much, if anything, would you say you know about global warming/ climate change?

A lot	23%
A little	58%
Hardly anything	12%
Nothing but heard of it	6%
Never heard of it	2%

Analysis

Claimed awareness about global warming among Britons is high. Most know something about global warming, with 81% of respondents saying they know a lot or a little about the issue.

2) a) From what you have seen, heard or read about global warming do you think that the climate of the UK will be affected by it a lot, a little or not at all?

A lot	47%
A little	43%
Not at all	6%
Don't know	4%

Analysis

90% of Britons think that the UK climate will be affected by global warming; with just under half of respondents (47%) thinking it will be affected 'a lot'.

3) IF NOT AT ALL/DK, GO TO Q 4

Which of the following do you think will affect the UK as a result of global warming? READ OUT (can choose more than one answer)

Will have more extreme weather events: hurricanes, storms, heavy rain etc	80%
Will become wetter	68%
Will become hotter	62%
Will become colder	36%
Will become drier	26%
Something else (not specified)	1%
Don't know	2%

Analysis

Among those who said they thought global warming will affect the UK climate most have an idea of what this effect might be. A large majority (80%) think it will bring more extreme weather events and become wetter (68%). And although a smaller majority (62%) think it will become hotter, quite a high number (36%) think it will become colder showing the mixed views on this.

ASK ALL

4) Some people say they will be directly affected by global warming while others think it will have nothing to do with their lives. How much effect, if any, do you think climate change will have upon you personally?

A great deal	13%
Quite a lot	35%
Not very much	43%
No effect at all	9%
Don't know	1%

Analysis

52% of Britons think that climate change will have little, or no effect on them personally, while only 13% think it will affect them a great deal.

ASK ALL

5) a) Which, if any, of the following do you think will contribute most to possible climate changes? READ OUT. MULTICODE

Man-made causes	64%
Natural causes	13%
It is too early to say	18%
I do not believe climate change is happening	4%
Don't know	2%

Analysis

A large majority of the people that expressed an opinion on whether man-made or natural causes were most to blame for global warming, think that man-made causes will contribute most (64%). Less than one fifth of respondents (18%) think that it is too early to say.

b) IF CODED MAN MADE AT Q5a ASK:

Q5b. Which two or three of the following man made causes of global warming do you think are most to blame? (Can choose up to three answers). READ OUT FULL LIST BEFORE ANSWER

Road and air transport	67%
Cutting down trees	66%
Coal- and oil- fired power stations	57%
Burning and burying waste	31%
Aerosol cans	29%
Intensive farming	13%
Other	4%
Don't know	1%

Analysis

Among those who think that man-made causes contribute most to global warming, the three main causes are perceived to be road and air transport, cutting down trees and coal- and oil-fired power stations.

ASK ALL

6) I would like to read out a number of levels at which any current or future global warming can be tackled. At which level do you think global warming would be BEST tackled? CODE ONE

Globally	60%
European level	5%
National government	13%
Local government	4%
By individual households	9%
There is no real problem to tackle	6%
Don't know	4%

Analysis

60% of Britons think that global warming would best be tackled at a global level. Only 5% think it would be best tackled by Europe; this is interesting as Europe currently sets our environmental laws and is setting up the only continent-wide emissions trading scheme in the world. Just under one tenth of people (9%) think it would be best tackled by individual households.

7) If you changed your own personal behaviour, do you think you would make a difference in reducing the impact of climate change?

Yes	54%
No	44%
Don't know	2%

Analysis

Barely half (52%) of Britons think that changing their own behaviour would have any impact on climate change.

8) Some people say that we need to change the way we live in order to lessen the possible impact of global warming. Would you be prepared to do so?

Yes	85%
No	13%
Don't know	2%

Analysis

A huge majority (85%) of Britons claim that they would be prepared to change the way they live in order to lessen the impact of global warming. About one in eight (13%) say they would not be prepared to change the way they live.

9) If yes at Q8 then

Which of the following, if any, would you be prepared to do?

Recycle more household waste	96%
Spend money insulating house or installing more energy efficient heating	92%
Use less energy at home	92%
Buy more expensive, but more energy efficient products	82%
Buy more local food and pay more to do so	77%
Use car less	68%
Take fewer flights	62%
Pay more for flying	51%
Pay more for petrol	37%
None of these	3 answers (0.3% approx)
Don't know	1 answer (0.1% approx)

Analysis

Of those who say they would be prepared to change the way they live, more are prepared to do things in their household to reduce global warming than are prepared to affect their transport habits. Only 37% of respondents said they would be prepared to pay more for petrol and only just over half (51%) would be prepared to pay more for flying. The most favoured option (96%) was to recycle more household waste, the option that would cost nothing!

Overall analysis of important points

Awareness about global warming is high-with most Britons asked (81%) saying they knew a lot or a little about the subject. 90% of respondents think that the UK climate will be affected by global warming. Most Britons have an idea of how it might be affected; with a large majority thinking it will bring more extreme weather events.

Despite this, 52% of Britons think that climate change will either have no or little effect on them personally and climate change comes bottom of the list of the most important issues thought to be facing Britain today.

Just over two-thirds of Britons (64%) think that man-made causes will contribute most to global warming and believe that the three main causes of this are road and air transport, cutting down trees and coal- and oil- fired power stations. Yet 44% of respondents believe that changing their own behaviour would not make a difference in reducing climate change- and when asked in what way they might be willing to alter their behaviour changing transport habits came bottom of the list, such as paying more for petrol or flying, or reducing car or air transport use.

The importance of global warming on a global scale came second last out of the issues presented with 64% of respondents thinking it is one of the most important issues facing the world. This corresponds with 60% of respondents saying that the issue would best be tackled at the global level. Only 5% it would be best tackled at a European level, which is where UK laws on emissions trading currently stem from.
