

What do Londoners think about climate change?

Results from London Councils' 2022 climate change polling



Introduction

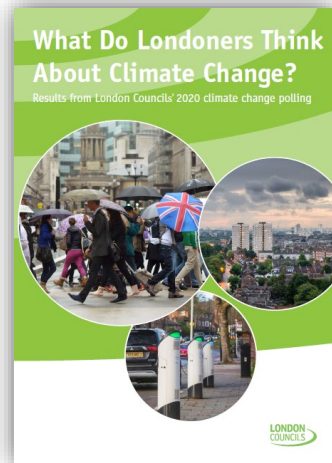
In December 2019, London Councils published a [Joint Statement on Climate Change](#). This statement made a commitment to “Act ambitiously to meet the climate challenge that the science sets out, and find political and practical solutions to delivering carbon reductions that also secure the wellbeing of Londoners”.

This statement also commits to collaborative action in seven key areas: retrofitting; new build/planning; transport; energy; consumption emissions; green economy; and resilience and adaptation. Boroughs, with London Councils, are now leading programmes in these areas, effectively driving action around both mitigation and adaptation.

To most effectively drive that work forward, local government actors need to understand public opinion, and how that is shifting as climate change continues to rise as a public policy priority and action is taken. To support this, we are pleased to present the findings of London Councils’ third annual opinion polling of Londoners on the topic of climate change.

Third year

- We first carried out this annual polling of Londoners on the topic of climate change in 2020, and this is the third year of data we have collected.



2020



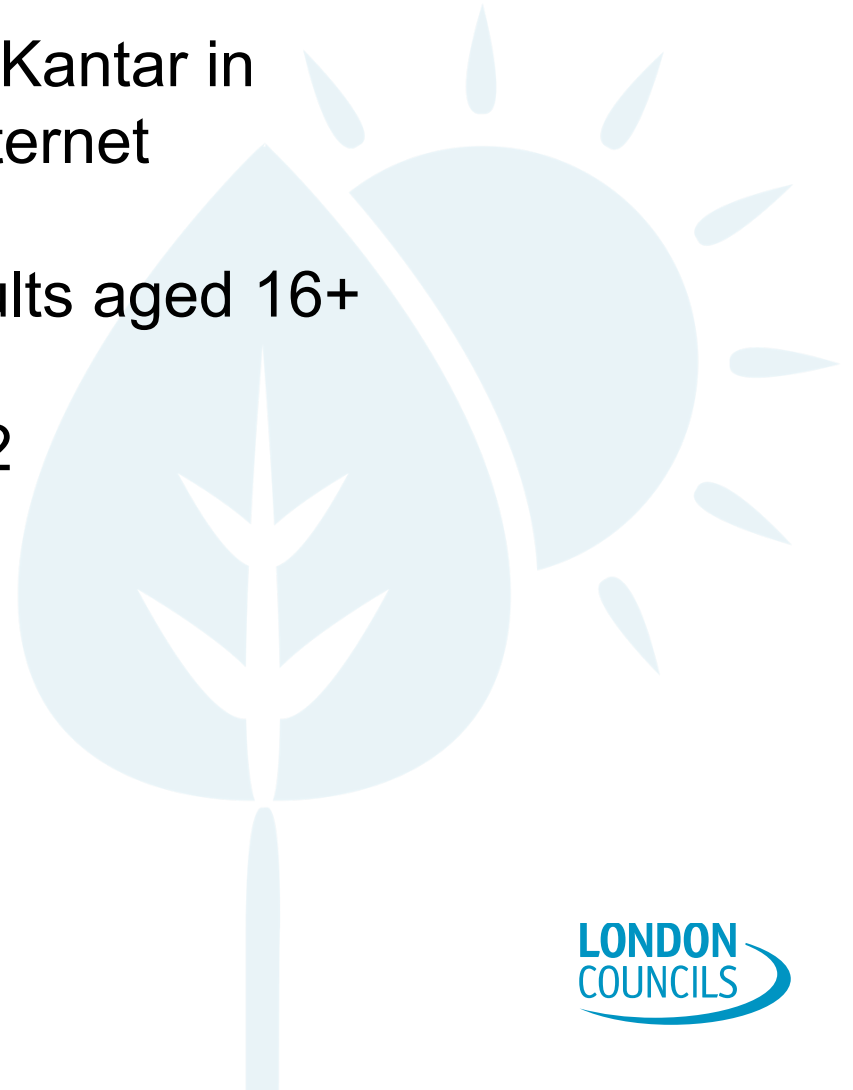
2021

Methodology

KANTAR



- This study was conducted by Kantar in London via OnLineBus, an Internet omnibus survey
- A sample of 1010 London adults aged 16+ were interviewed.
- Dates: 1 to 6 September 2022



Key findings



Awareness of climate change is very high among Londoners, with 94% of Londoners saying they are aware of climate change.



Awareness of climate change

- 51% of Londoners say they are very aware of climate change, 43% somewhat aware, 5% not very aware, and 2% not aware at all.
- Those in social grades ABC1 are more aware of climate change than those in C2DE, with 96% of ABC1s saying they're very or somewhat aware of climate change, compared with 90% of those C2DE.
- Awareness of climate change is very high across all the sub regions of London, with no significant differences between them.
- Awareness of climate change is very high in all age brackets, with people aged 35-44 and 45-54 more aware than those aged 16-24 and 25-34.

84% of Londoners say they are concerned about climate change, and concern is high across all age groups.



Concern about climate change

- 41% of Londoners are very worried about climate change, and 42% are somewhat concerned about climate change, whilst 10% are not very concerned and 4% are not concerned at all by climate change.
- Concern about climate change is very high in all age segments, but there is some variation in concern by age group, with those aged 35-44 the most concerned about climate change.
- Londoners reject climate denial: only 2 per cent of Londoners responded that they do not believe in climate change when asked 'How concerned are you about climate change?'. This matches all previous years' results.

People are becoming more worried about climate change: **72%** of Londoners say their level of concern has increased over the past 12 months



Increased concern about climate change

- 31% of Londoners say that their level of concern over climate change has increased a lot over the last 12 months, 42% say it has increased slightly, 20% say it has not changed, whilst only 2% say it has decreased slightly and 1% say it has decreased a lot.
- Concern has increased more in the age groups 25-34 and 35-44 than people who are 45-54 and 55-64.
- There are also some other significant differences in how concern has risen among some groups. 79% of parents have become more worried about climate change in the past 12 months, versus 69% of non-parents. 77% of people in the ABC1 group have become more worried about climate change in the past 12 months, compared with 67% in the C2DE group.

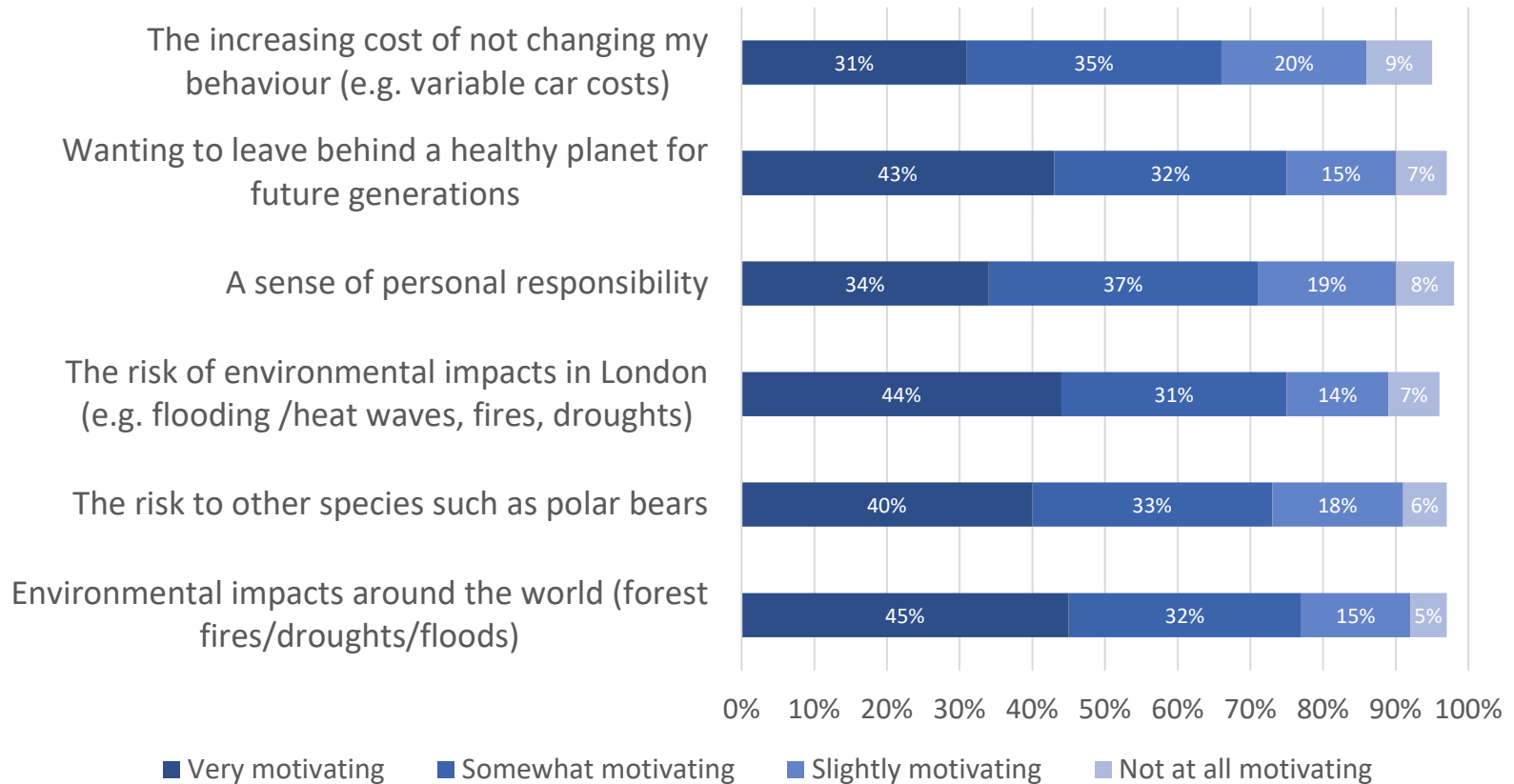
89% of Londoners are motivated to help prevent climate change, and there is high motivation to help across all age groups.



Motivation to prevent climate change

- High levels of concern around climate change are leading to strong motivation to act in Londoners.
- 29% of Londoners are very motivated to help prevent climate change, 40% are somewhat motivated, 19% slightly motivated, whilst 8% are not at all motivated.
- People 65+ are more not motivated to help prevent climate change than those 16-24, 25-34 and 35-44.
- People in social grades ABC1 are more motivated (92%) to help prevent climate change than C2DEs (84%)
- 92% of people who cycle in London are motivated to help prevent climate change, versus 86% who don't.

Drivers of motivation



Q6. How motivating are the following factors in making you determined to help prevent climate change? N=1010

75% of Londoners think the cost-of-living crisis has made it more difficult for them to take action to help prevent climate change



The cost-of-living crisis

- 40% of Londoners think the cost of living crisis has made it more difficult for them to take action to help prevent climate change, with 36% saying it has made it slightly more difficult, whilst 12% say not much, and 5% not at all.
- 80% of Londoners who own a car say that the cost of living crisis has made it more difficult for them to take action to help prevent climate change, compared to 69% who don't own a car.
- Similar numbers say the cost of living crisis has made it more difficult for you to take action to help deal with the effects of climate change: 37% greatly, 35% slightly, 14% not much, 6% not at all.

57% of Londoners say the cost-of-living crisis motivates them to do more on climate change to reduce their costs



The cost-of-living crisis as a motivator

- 25% of Londoners say the cost of living crisis motivates them to do more on climate change to reduce their costs, 32% say it slightly motivates them, whilst 22% say it doesn't motivate them much, and 11% not at all.

62% of Londoners say their day-to-day life in London has been impacted by the changing climate, compared to 55% last year.



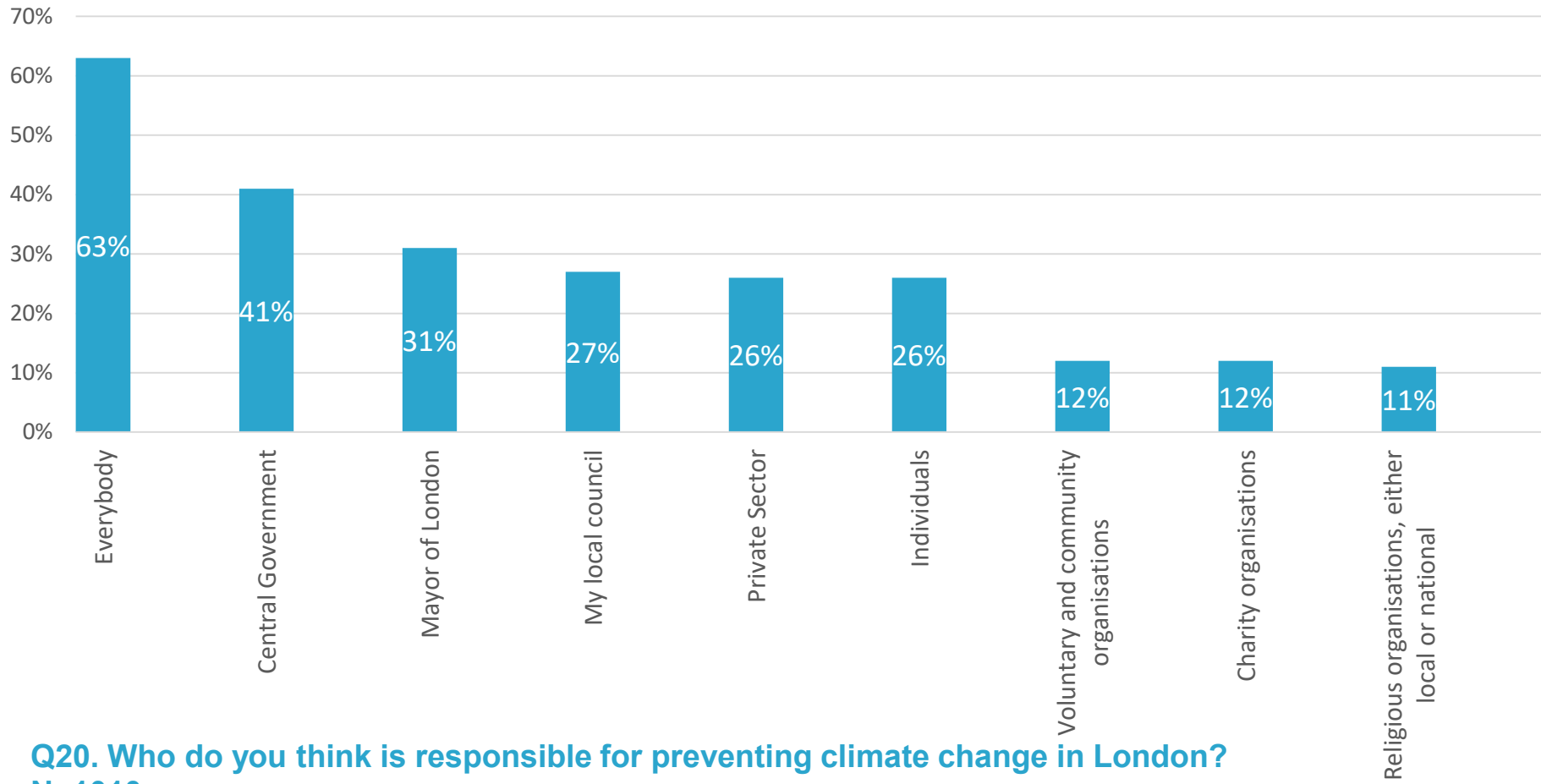
Impact of climate change

- 23% of Londoners feel their day-to-day life in London has been greatly impacted by the changing climate, for example in terms of heatwaves or flooding, with 39% slightly impacted, whilst 25% say they are not much impacted and 10% not at all impacted.
- 72% of people age 25-34 say they've been impacted, the highest of any age bracket.
- Last year's data saw a geographical difference between inner and outer London in impact with 61% of those in inner London impacted, compared with 50% of those in outer London. In this year's data there has been an equal impact across inner and outer London.

Other results



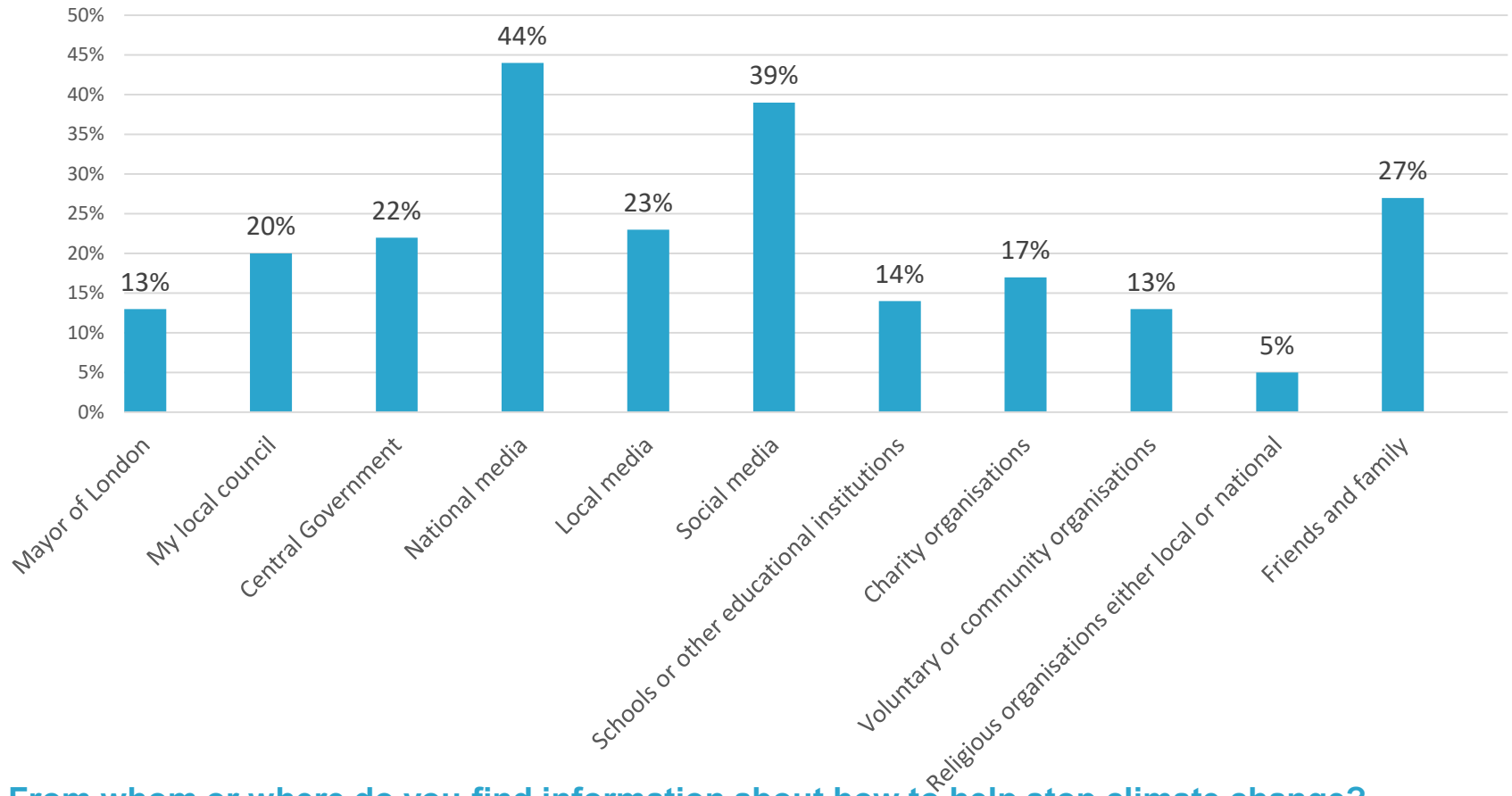
Londoners think everyone should have a role in preventing climate change



Q20. Who do you think is responsible for preventing climate change in London?
N=1010

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Londoners find out about climate change from various sources



Q9. From whom or where do you find information about how to help stop climate change?
n=1010

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Changing behaviours



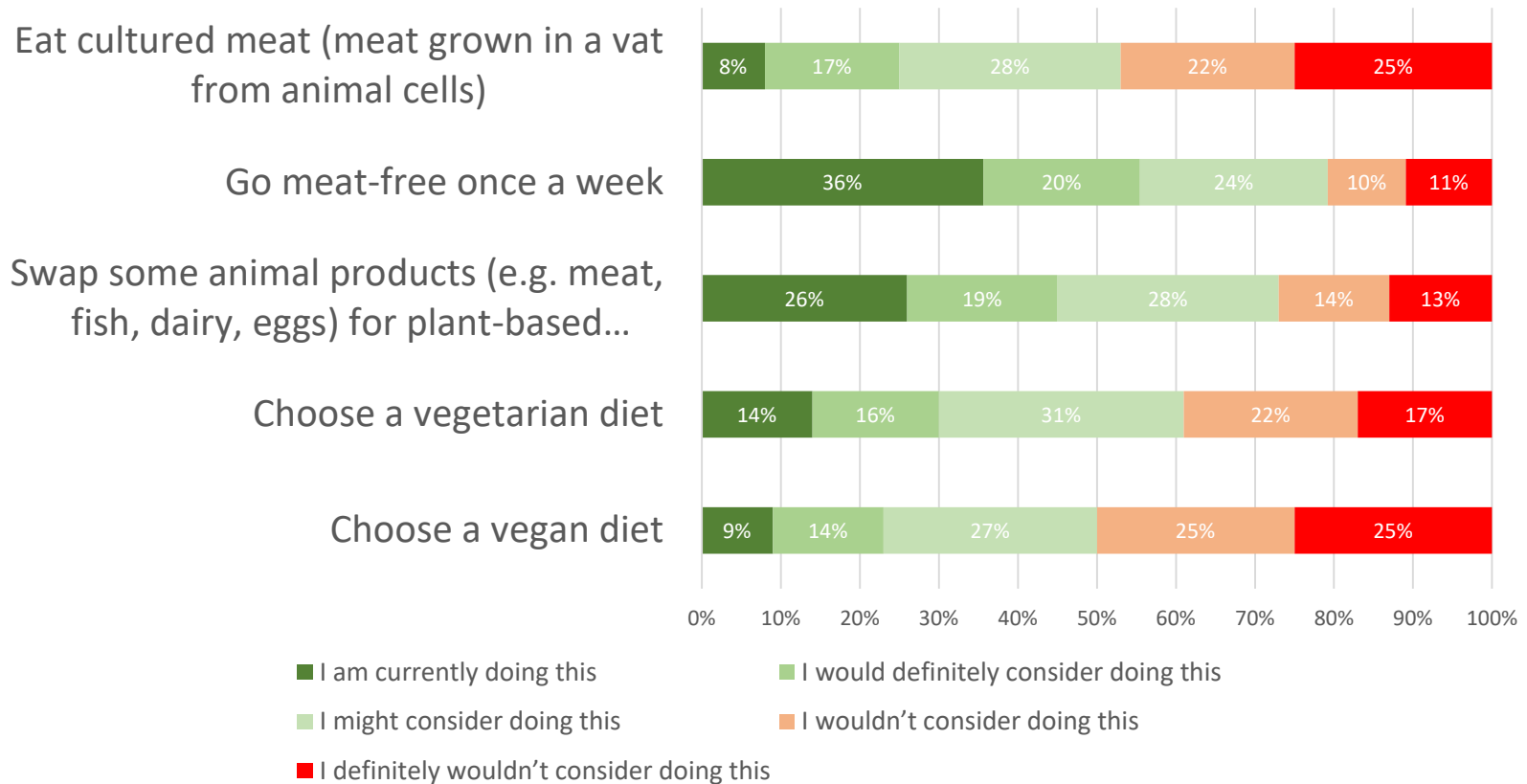
60% of Londoners say that climate change affects their day-to-day decision making



Changing behaviours

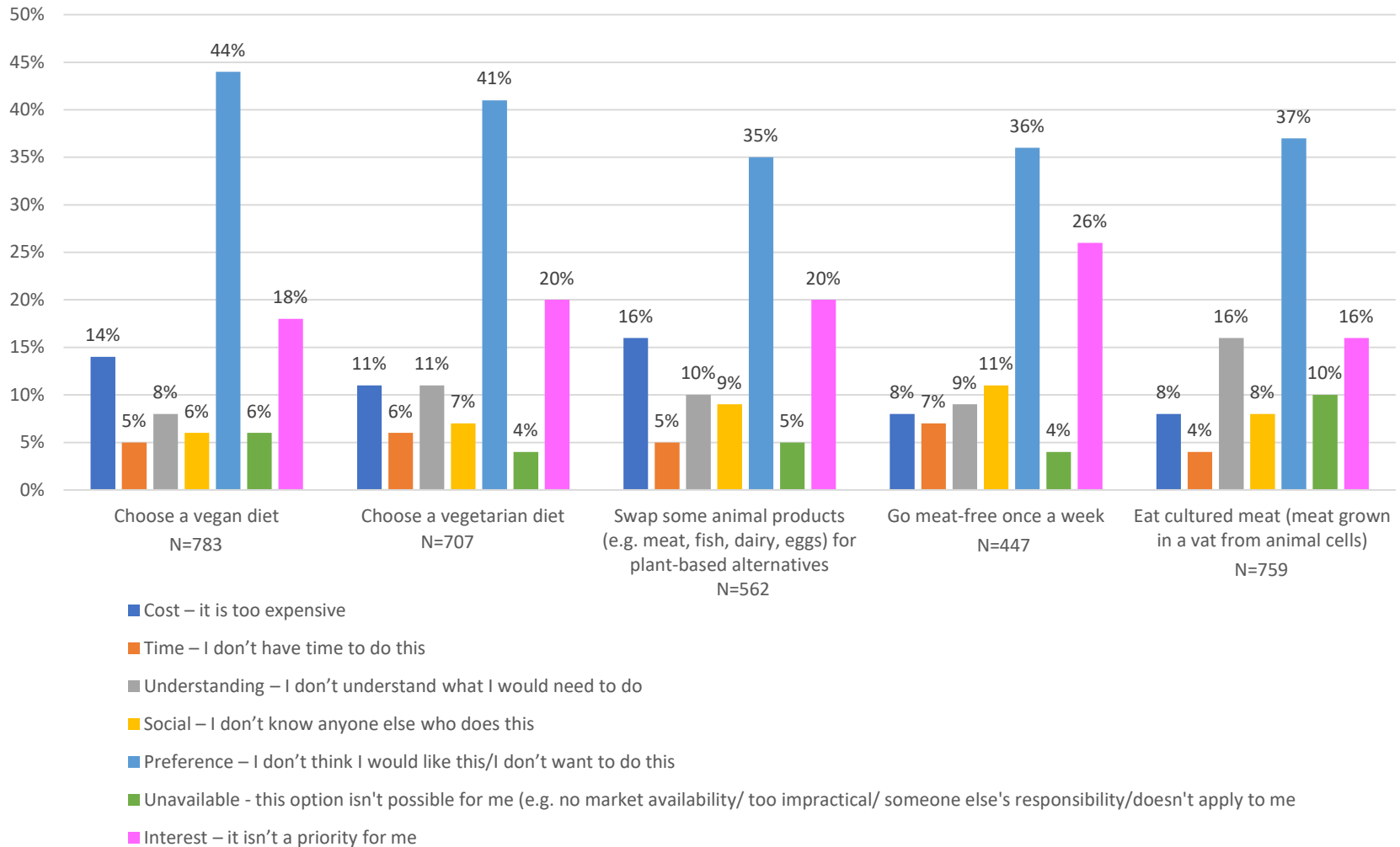
- 12% of Londoners say climate change greatly affects their day-to-day decision making, 48% say it affects some of their day-to-day decision making.
- In order to prevent climate change, scientists have said that the general public would need to change their behaviour alongside government and private sector action. So we have asked people to indicate which options they are doing currently and which you would consider doing in the future to help prevent climate change across the themes of:
 - What we eat
 - Transport
 - Energy and heating
 - Consumer choices
- We also asked people who weren't already doing something about the barriers to them doing it.

Changing what we eat



Q11. Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. n=1010

Barriers to changing diets



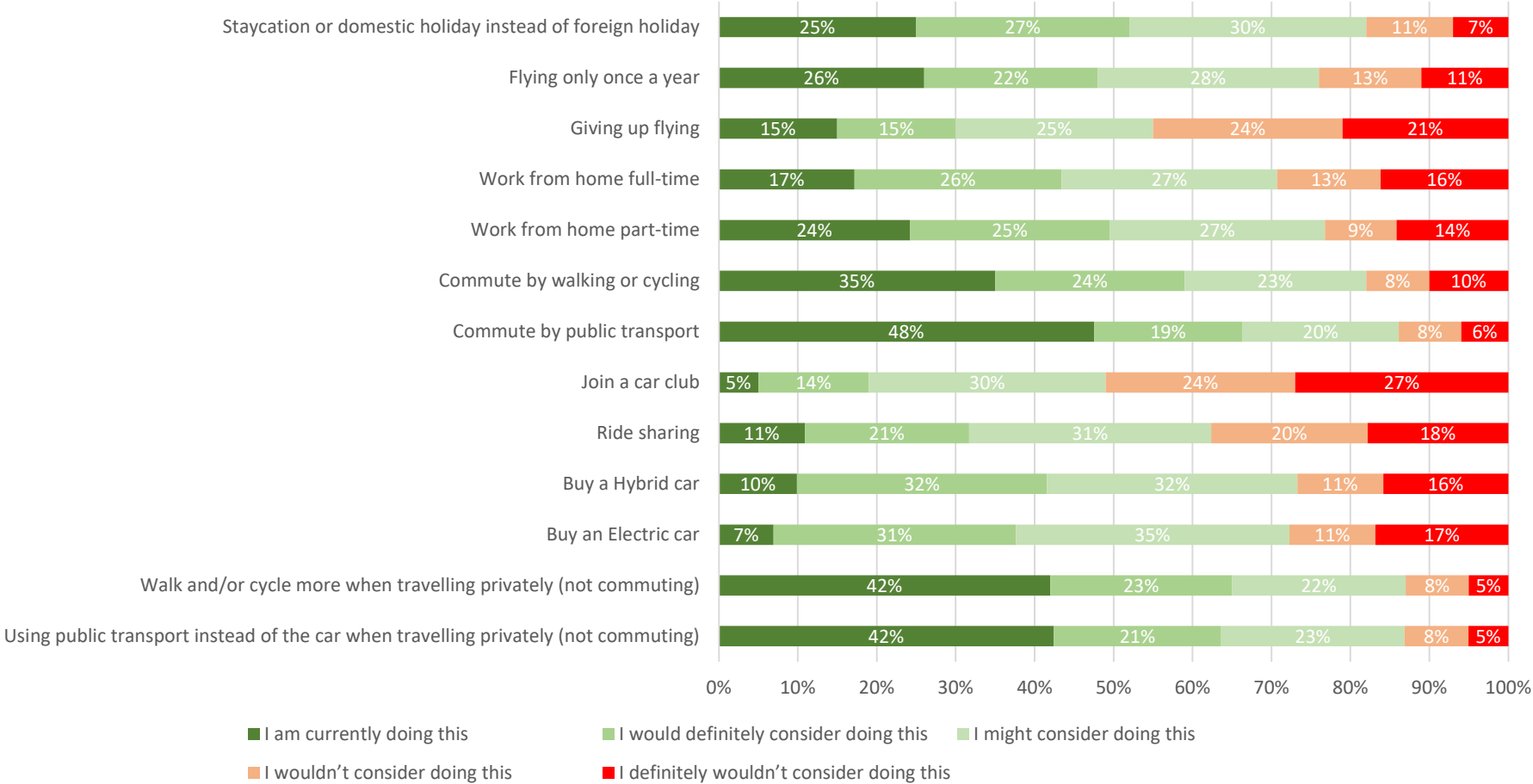
Q12. What is the main barrier to you doing this? Base = Q11 rejectors

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Changing diets - analysis

- Meat production is a source of greenhouse gases, the main source of emissions from food, and the average levels of meat consumption must be reduced for us to meet our emissions targets, so we asked Londoners if they would be happy to change their meat intake to help tackle climate change.
- As the graph on the previous slide shows, the main barriers to changing meat consumption were the same for each option: *preference*.
- Some people stated that they are already eating cultured meat, which is currently under development and not available to buy in the UK, but it is viewed as a potential means by which meat can be produced with a very low environmental impact and thereby enable meat eating to continue at current levels.

Transport changes

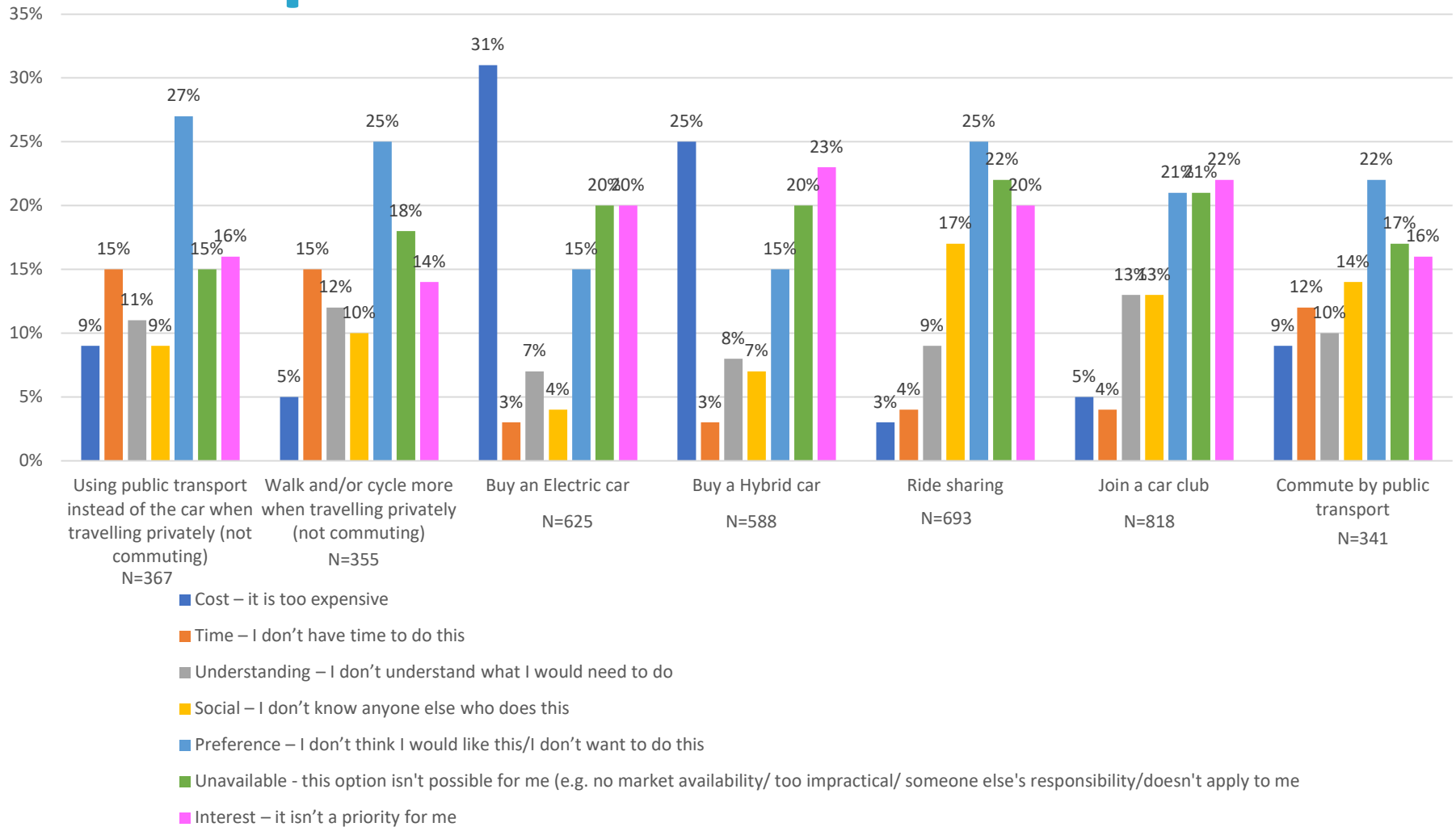


Q13. Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. n=1010



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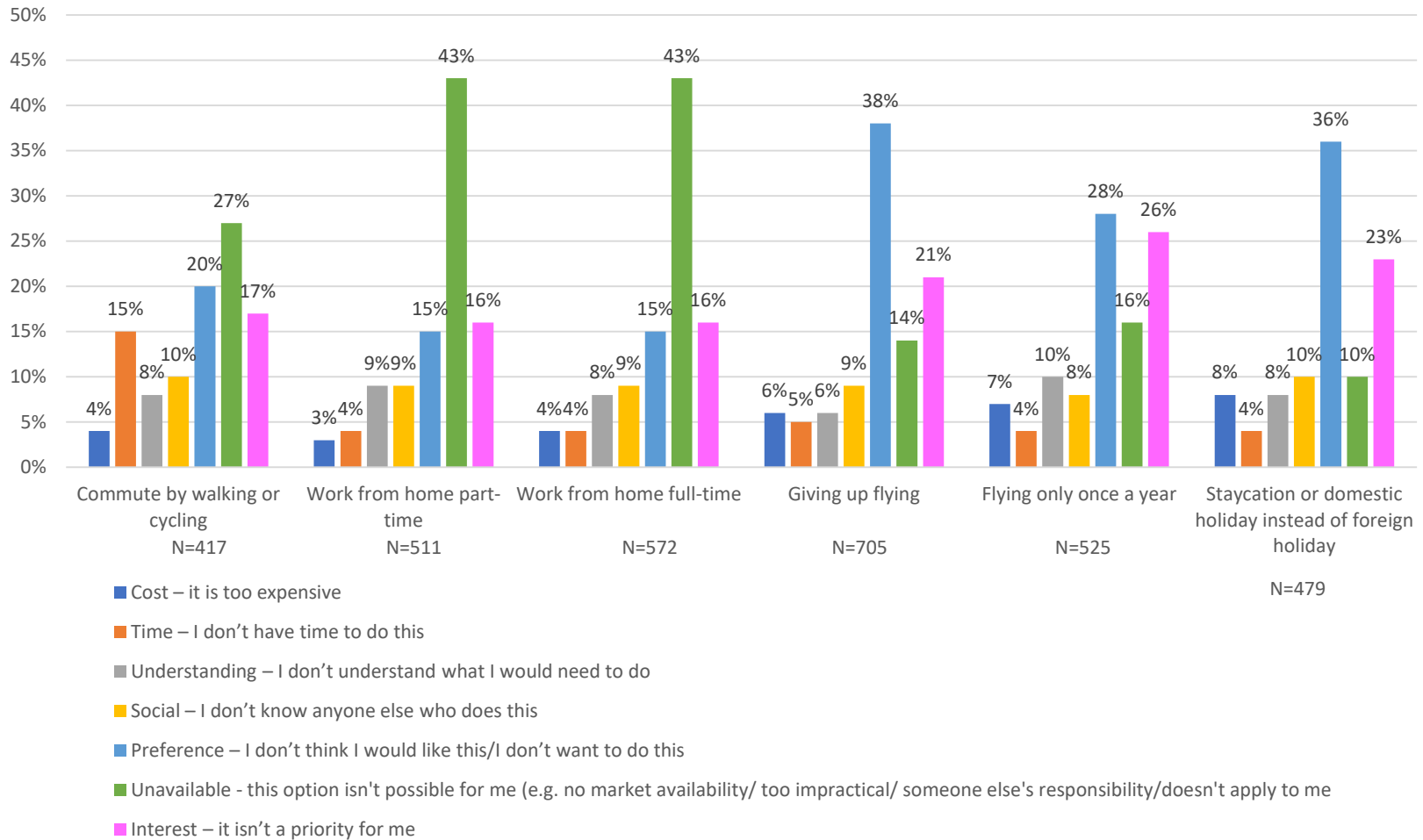
Transport barriers - 1



Q14. What is the main barrier to you doing this? Base = Q13 rejectors

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Transport barriers - 2



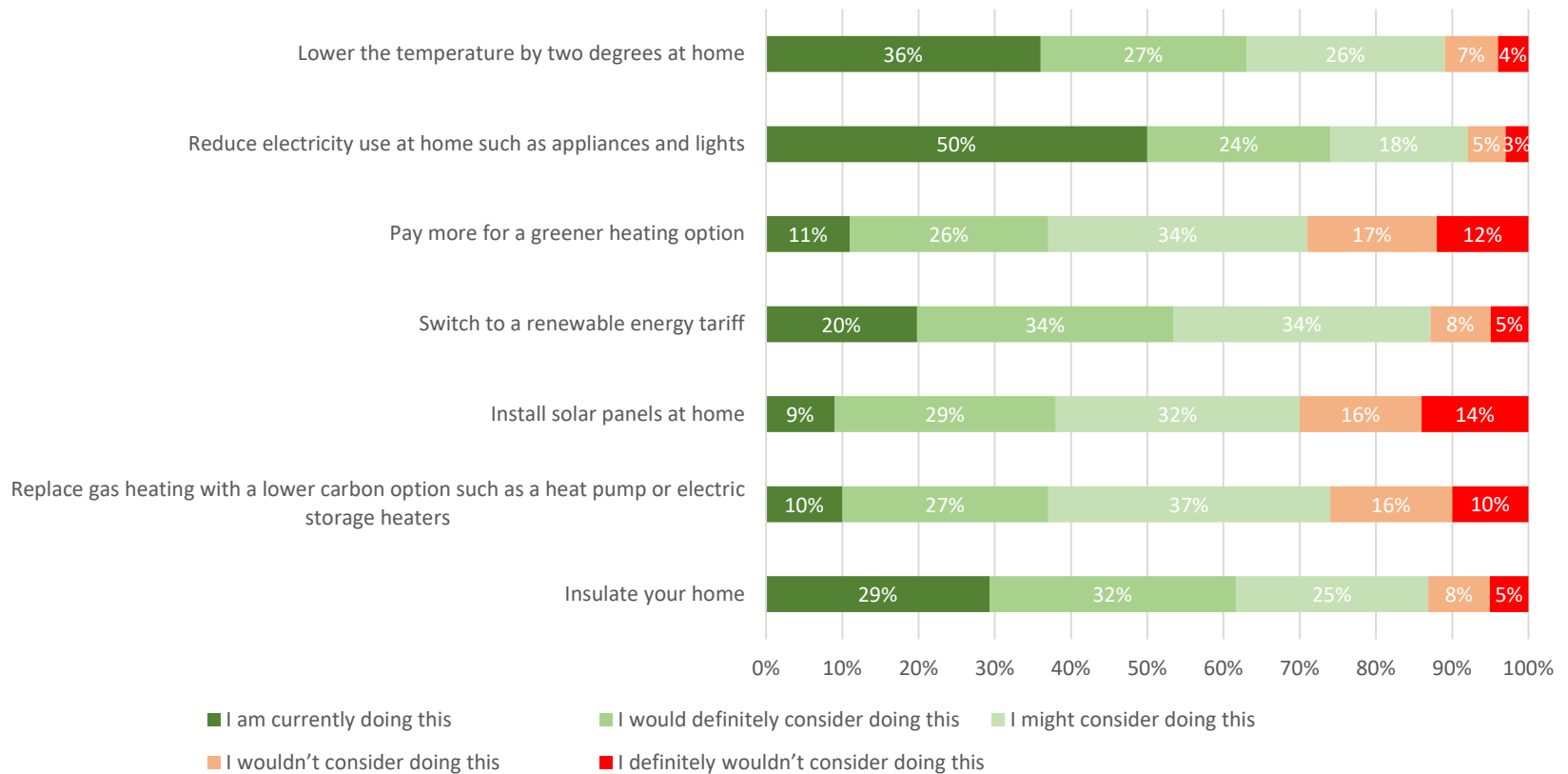
Q14. What is the main barrier to you doing this? Base = Q13 rejectors

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Transport changes - analysis

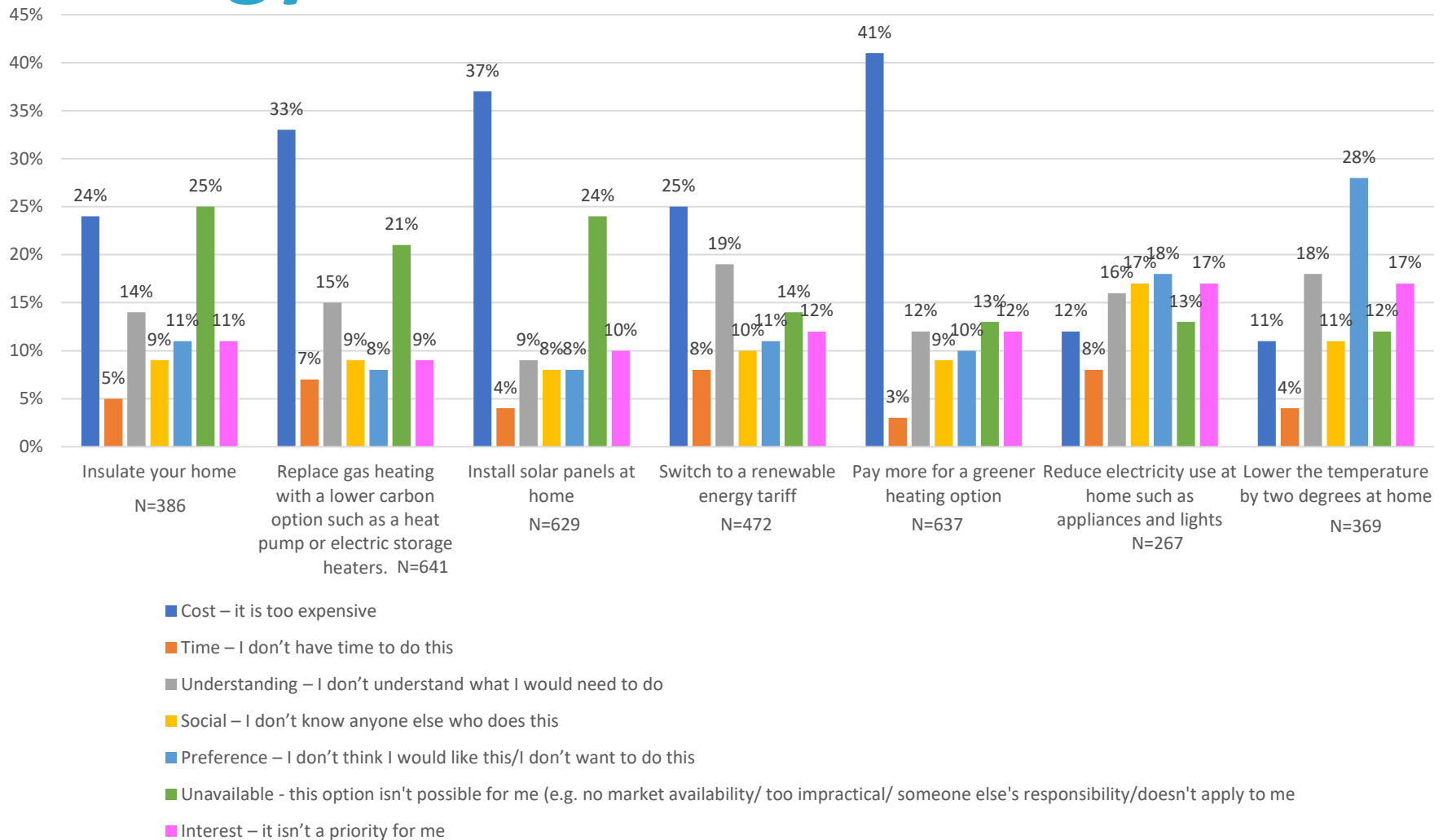
- Tackling transport emissions is a key part of tackling climate change, so people's willingness and ability to take more sustainable forms of transport is a crucial section of the net zero puzzle. These data show that many Londoners are already using or are willing to consider more sustainable modes of transport.
- The main barriers people see to commuting by public transport are preference and availability, with the lowest being cost and social, suggesting that more people would pick this more sustainable mode of transport if there were more routes and/or more regular services. 27% of people who said they weren't walking or cycling to work said it is 'unavailable', likely due to distance.
- Outside of the commute preference is a clear main barrier to the use of public transport and walking and cycling.
- When it comes to purchasing a greener vehicle, either a hybrid or an electric car, cost and availability are the clear main barriers. Many people also report not being interested in this – possibly people in inner London who have no need for a private car.
- When asked about why they wouldn't give up flying or only fly once a year, cost and time were the least cited barriers. Instead, people cited their preference and interest. This suggests that people might be happy to take more expensive train journeys for holiday, if this is promoted more as an option.

Energy & heat changes



Q15. Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. n=1010

Energy & heat barriers



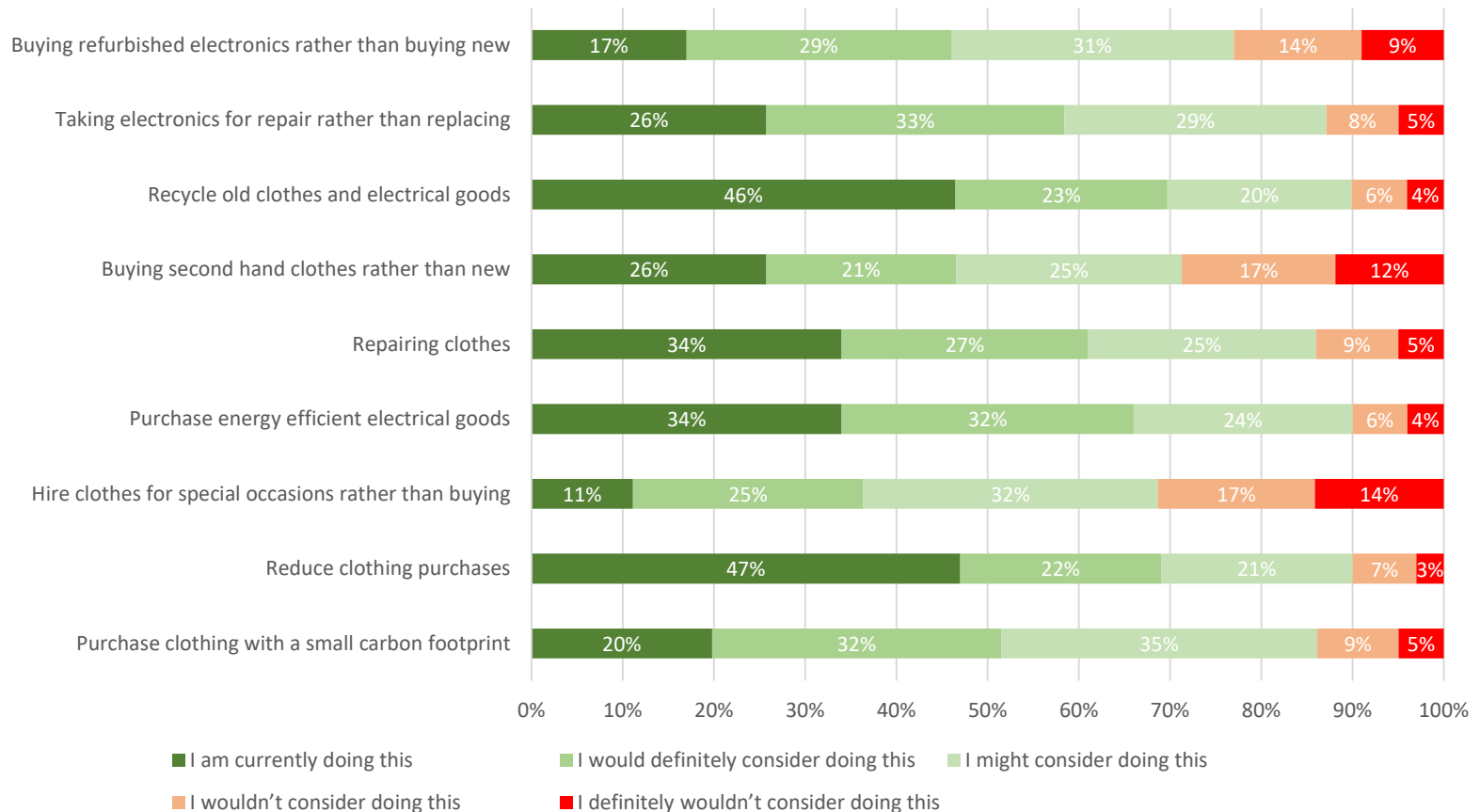
Q16. What is the main barrier to you doing this? Base = Q15 rejectors

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Energy & heat analysis

- Housing in London is a major source of the city's climate emissions and many Londoners are already taking action in this area.
- For replacing heating systems with lower carbon options and installing solar panels the cost of doing the action is cited as the main barrier. For home insulation, this is a strong second.
- These findings demonstrate the importance of central government funding for people to make changes in this area.

Consumer choices

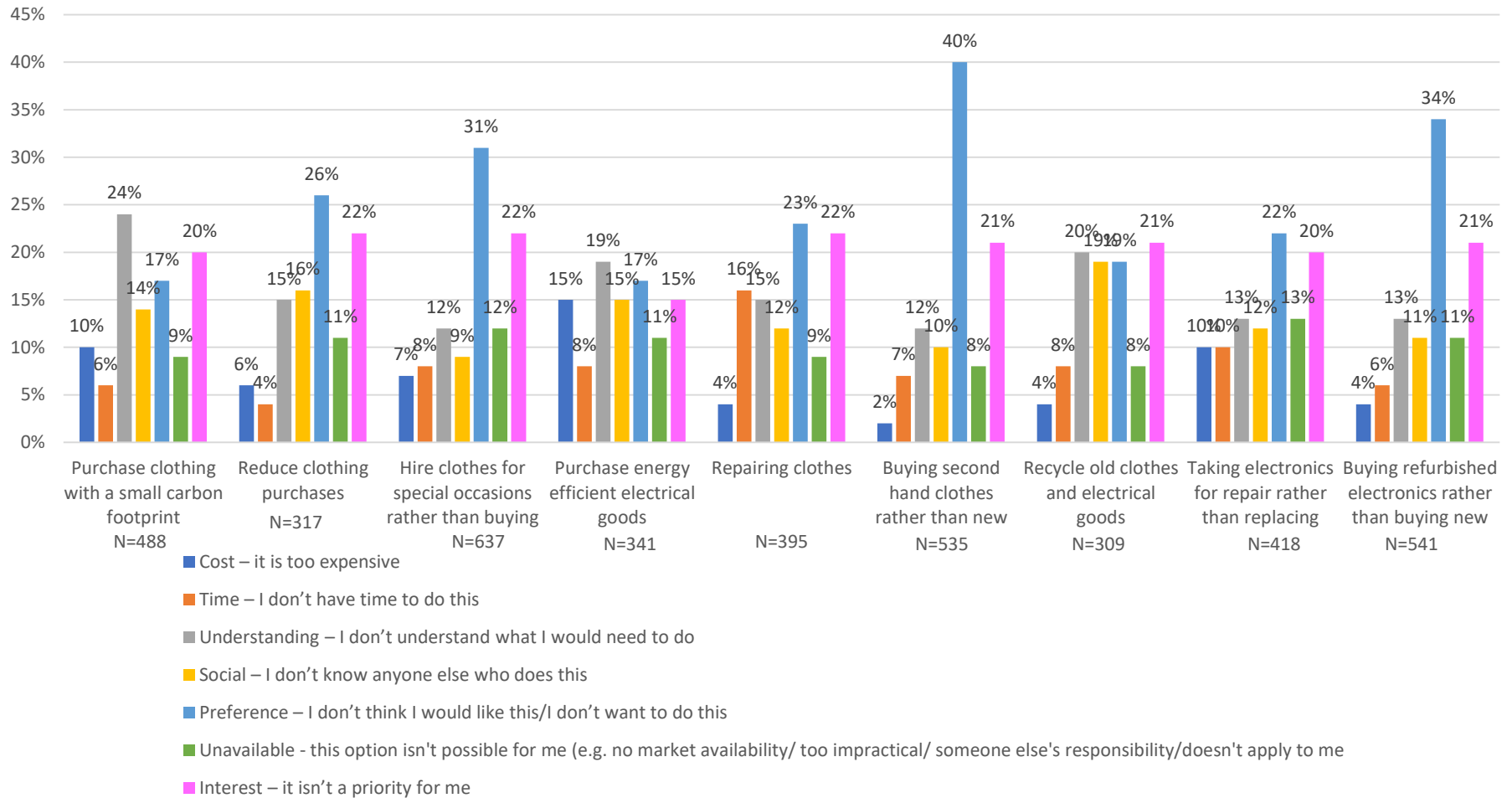


Q17. Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. n=1010

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Consumer choice barriers



Q18. What is the main barrier to you doing this? Base = Q17 rejectors

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Consumer choices - analysis

- Consumer goods and services comprise a smaller proportion of Londoners' greenhouse gas footprints, but they do show how willing Londoners are to making lifestyle changes to help tackle climate change.
- Londoners are currently reducing their impact across a range of behaviours. 46% of Londoners are recycling old clothes and electrical goods, while 47% are reducing clothing purchases, 34% repairing clothes and 34% purchasing energy efficient electrical goods.
- Across most options, the reasons for not taking actions are fairly evenly split. When it comes to buying second-hand clothes, 40% of people cite preference as the reason they wouldn't do this or consider it.

Conclusions



Conclusions

- The polling data clearly shows that Londoners are well informed about climate change and concerned about its effects. That concern is increasing. But this isn't leading to climate despair – Londoners want to see action and they want to be part of that change. The public clearly support ambitious action, which will require decision makers to lead the changes needed, including enabling greater action by individuals.
- We know that local government will be a key player in delivering that transition to net zero, thanks to its unique understanding of local context and strong local relationships. National government must support local government in its delivery of climate action and a just transition that creates good jobs.