

What Do Londoners Think About Climate Change?

Results from London Council's 2020 climate change polling





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Background



Cities are engines of growth and prosperity across the globe. As economic and social hubs, they drive innovation and create opportunities for millions around the world. However, their demand for goods and services comes with a high environmental price tag - cities are responsible for 70 per cent of carbon dioxide emissions and are a key driver of climate change. In response to this, many cities across the globe have made commitments to achieving net zero by 2050¹ or before, with London committing to 2030, in order to play their part in keeping warming to below 1.5 degrees above pre-industrial averages.

In London, 28 boroughs, the City of London, and the Mayor of London have now passed climate emergency declarations, and in December 2019, London Councils' Transport and Environment Committee and the London Environment Directors' Network (LEDNet) published a Joint Statement on Climate Change, where a commitment was made

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"².

It is vital that the public is fully informed and supportive of the changes needed to reach net zero, and that the diverse voices of Londoners are heard. We need to understand public attitudes to help identify needs, quick wins, and harder to implement areas.

To support this understanding of public attitudes, we are pleased to present the results of London Councils' inaugural public polling on climate change – the first London-specific polling on climate change. We have surveyed over 1,000 London residents about their level of awareness, concern, impacts from, and motivation to take action regarding climate change.

1 <https://sdg.iisd.org/news/77-countries-100-cities-commit-to-net-zero-carbon-emissions-by-2050-at-climate-summit/>
2 <https://www.londoncouncils.gov.uk/node/36755>

Methodology

This study was conducted in London via OnLineBus, an Internet omnibus survey run by Research Express, which is part of Kantar UK Ltd. The sample size was 1,006 London adults over the age of 16, who were interviewed by online self-completion from 15 - 19 October 2020 (Week 42). The sample has been weighted to represent the 16+ adult population of London. Where unweighted base figures are less than 100, data should be treated cautiously, as large margins of error are possible. The total estimated London 16+ adult population in 2019 was 7,118,408³.

We surveyed Londoners across six areas – concern, impact from, and motivation to act; their understanding of climate change; sources of information on climate change; responsibility for solving climate change; how climate change impacts decision-making; and their current and potential behaviour. A full list of the questions can be found in the appendix.



3 https://lginform.local.gov.uk/reports/lgastandard?mod-metric=1754&mod-period=1&mod-area=E12000007&mod-group=AllRegions_England&mod-type=namedComparisonGroup

Key findings

Londoners are aware and concerned about climate change, with concern increasing over the last year. The impacts of climate change are already being felt by a majority of Londoners, who wish to act on climate change and are highly motivated. While they feel everyone is responsible, government support is seen as critical.

Londoners understand that transport has an outsized impact on emissions, but otherwise their knowledge of the differing sectoral impacts on climate change is limited. Without understanding which behaviours are high impact and which not, it is very difficult for the public to understand which areas might be higher priority and in need of greater support.

Nevertheless, Londoners are reducing their environmental impact. They are considering the climate in their day-to-day purchases, and large numbers are undertaking other steps, such as reducing electricity usage at home, lowering the temperature by two degrees and walking and cycling more. Smaller but significant numbers of Londoners have adopted high impact behaviour such as insulating their home, flying less, switching to renewables, and becoming vegan or vegetarian.

Londoners are, however, less likely to consider the climate when making decisions with large climate impacts, such as buying a house or car, planning an event, or taking a holiday. This may well be due to actual and perceived barriers since Londoners are interested in and willing to take up further steps. For the two largest sectors, buildings and transport, Londoners cite cost or lack of availability rather than preference as reasons for not choosing sustainability. Preference is

primarily an issue with sustainable diets and to some extent consumer goods and services. There is strong aversion to giving up flying.

In summary, there is clearly a strong foundation of public support and interest, upon which further policy and programmes can be developed. Public support should be built on through investment in green infrastructure and support for green initiatives in the private, public, and voluntary sectors. Public bodies should work with Londoners to ensure that they are equipped with the tools and knowledge to make sustainable choices and be an active part of a transition to net zero.



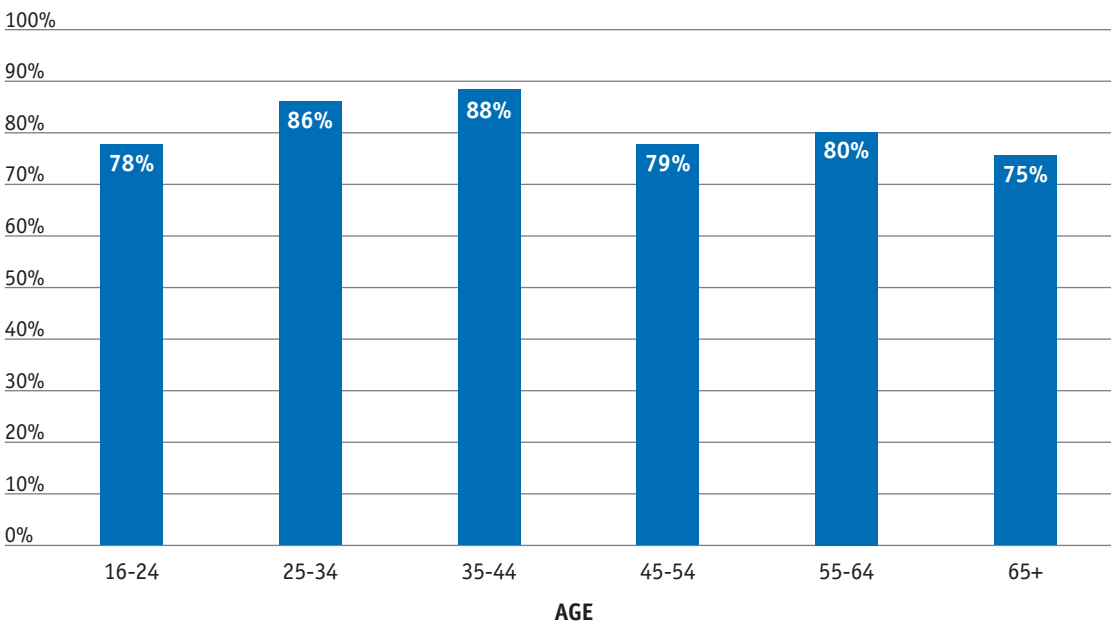
Londoners are aware and concerned

Awareness of climate change is very high in London, with 94 per cent of Londoners saying they are very aware or somewhat aware of climate change.

Messages regarding the severity of the problem appear to be cutting through, as 82 per cent of Londoners are concerned about climate change, with 40 per cent describing themselves as very concerned. There is a gender split, with women (85 per cent) being

slightly more likely to be concerned than men (80 per cent). However, although there has been considerable focus on young people in recent years, with the sudden arrival of Fridays for Future, it is those in the 35 – 44 age bracket (88 per cent) who show the most concern, as compared to young adults (16 – 24, 78 per cent), which is at a similar level to 45 – 54-year olds (79 per cent) and 55 – 64 year-olds (80 per cent).

Figure 1: Londoners concerned about climate change by age



How concerned are you about climate change? Base: All Londoners 16+ (n= 1006)

There is a social gap, with 87 per cent of ABC1s concerned as compared to 76 per cent of C2DEs, and inner London (85 per cent) is more likely to be concerned than outer London (80 per cent). There are no statistically significant differences in concern between those working and non-working, parents and non-parents, and white

and BAME, with at least 79 per cent of respondents in each of those groups saying they are concerned about climate change.

With such high levels of concern, it is unsurprising that 71 per cent agreed that addressing climate change in London is a priority based on the view of all the

London boroughs that: “Climate change is a significant threat to London and Londoners, and we need to act quickly and work together to reduce its severity and adapt to its impacts now and in the future” with an equal split between strongly agree and somewhat agree. ABC1s are more likely to strongly agree compared to C2DEs (39 per cent vs 32 per cent), as do inner London residents vs outer London residents (40 per cent vs 33 per cent).

Londoners reject climate denial; only 2 per cent of Londoners do not believe in climate change when asked ‘How concerned are you about climate change?’

Concern is increasing across the capital, with 57 per cent of Londoners saying their level of concern has increased in the last 12 months. There is a gender gap, with men’s level of concern (53 per cent) not having increased as much as women (61 per cent). The concern of parents has increased (65 per cent) more than that of non-parents (53 per cent). Those with children under 15 at home increased (64 per cent) as compared to those without (53 per cent).

There is a notable generation gap – concern has increased more in younger than older age groups. Increases in the three younger age groups are all above the average, whereas those in the three older age groups are below the average, with increases in concern from 16 – 24 (62 per cent); 25 – 34 (63 per cent); and 35 – 44 (64 per cent) age groups as compared to the 45 – 54 (47 per cent); 55 – 64 (49 per cent); and 65+ (51 per cent).

In addition, those in social grade ABC1 had greater levels of increased concern (61 per cent) compared to C2DE (52 per cent) and

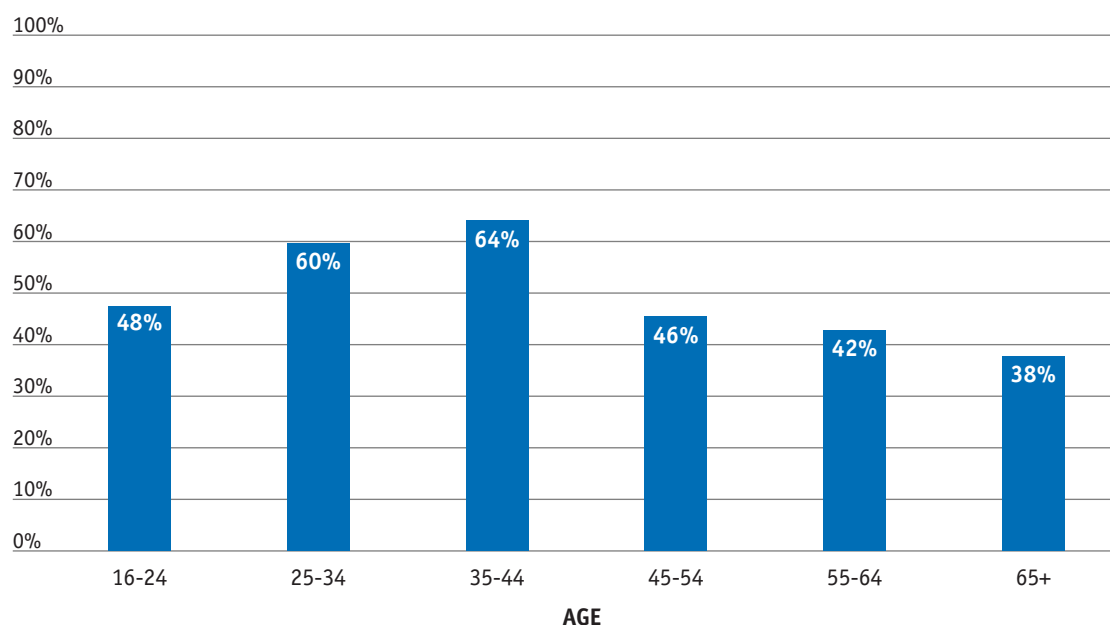
concern among BAME groups (65 per cent) increased more than whites (55 per cent). Length of residence in London was a factor in levels of increased concern with those with up to 5 years (69 per cent) showing greater levels of increase compared to those with residence from 5 to over 20 years (55 per cent).



Feeling the impact, and motivated to take action

52 per cent of Londoners say they have been impacted by climate change, with 15 per cent greatly impacted and 36 per cent slightly impacted. Younger people from 25-44 say they are most impacted compared to older people 45-65+.

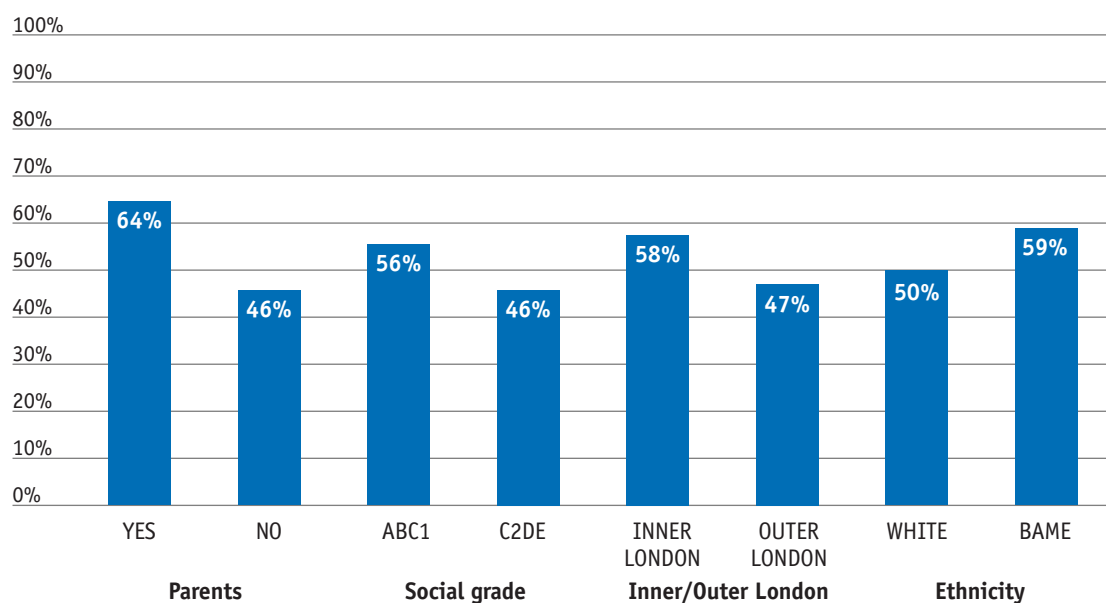
Figure 2: Londoners impacted by climate change by age



Do you feel your day-to-day life in London has been impacted by the changing climate, for example in terms of heatwaves or flooding? Base: All Londoners 16+ (n=1006)

Parents say they are impacted more than non-parents (64 per cent vs 46 per cent). Inner London residents say they are more impacted than outer London residents (58 per cent vs 47 per cent). There is also a significant difference by ethnicity in those who say they are impacted, with 59 per cent of BAME respondents saying they are vs 50 per cent of white respondents, though it should be noted both totals are uniformly high.

Figure 3: Londoners impacted by climate change by category



Do you feel your day-to-day life in London has been impacted by the changing climate, for example in terms of heatwaves or flooding? Base: All Londoners 16+ (n=1006)

With such high levels of concern and with a majority of Londoners already feeling the impact of climate change, it is unsurprising that 87 per cent of Londoners say they are motivated to help prevent climate change.

There are some differences between gender, age, social grade and length of residency in London. Nevertheless, the percentages are uniformly high and moreover, it is clear that Londoners do not need to be feeling the impacts of climate change themselves to be motivated to take action.

Women were more likely to be motivated very or somewhat (90 per cent) as compared to men (85 per cent). Men were more likely to be not at all motivated (10 per cent) as compared to women (6 per cent). Those aged 25 – 34 (89 per cent) and 35 – 44

(92 per cent) showed the highest levels of motivation, against those aged 45 – 54 (85 per cent) and 65 and over (80 per cent), who showed the lowest levels of motivation. 11 per cent of 45 – 54 year olds described themselves as not at all motivated (similarly for those aged 16-24 and 65+). 91 per cent ABC1s described themselves as motivated to help prevent climate change against 83 per cent of C2DEs. 17 per cent of C2DEs described themselves as not motivated and 7 per cent of C2DEs gave don't know as a response. 94 per cent of those resident in London up to five years described themselves as motivated against 86 per cent with residency from five to 20 plus years. 14 per cent of those with long-term residency were not motivated, with 9 per cent describing themselves as not at all motivated.

.....

All factors given (environmental impacts around the world (for example forest fires/droughts/floods), the risk to other species, such as polar bears, the risk of environmental impacts in London (for example flooding), a sense of personal responsibility, wanting to leave behind a healthy planet for future generations, the increasing cost of not changing behaviour) were considered motivating factors by between 89 per cent - 91 per cent, other than increasing costs at 81 per cent. 50 per cent of respondents

gave other responses including references to environmental impact, personal responsibility, and public health. As motivational factors are critical to understanding what approaches are needed for different demographics, **a deeper understanding of motivational factors is required.** One potential approach is the work undertaken by Climate Outreach, which segments the UK population by core beliefs with an accompanying toolkit that advises on how to approach these different groups⁴.



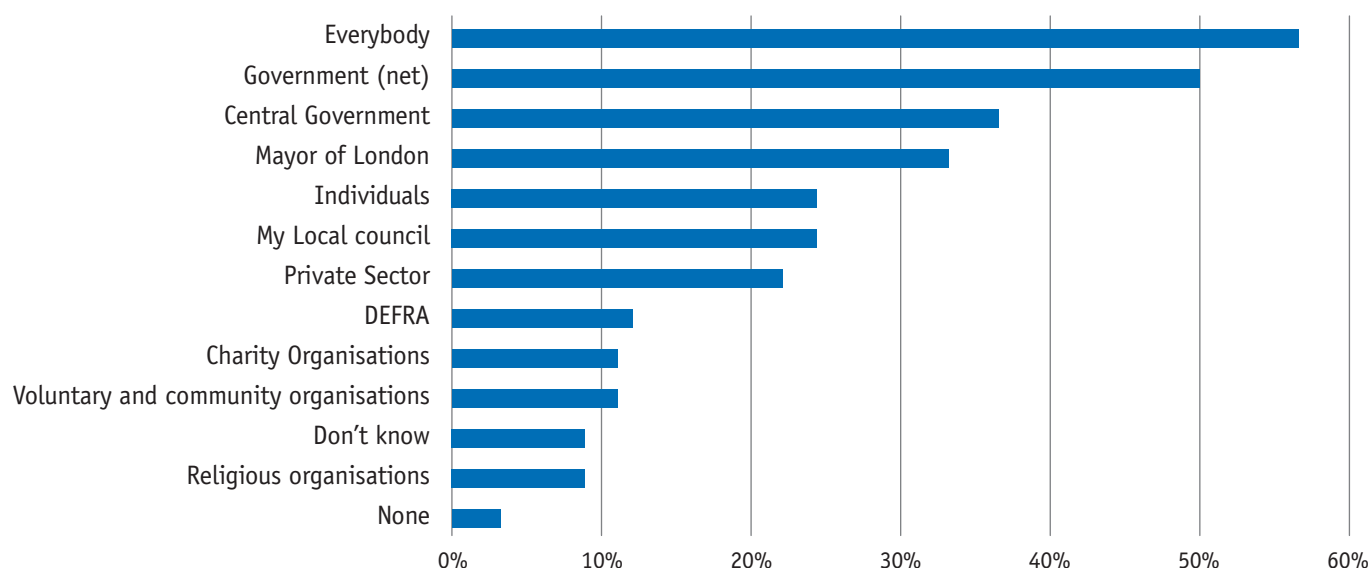
4 <https://climateoutreach.org/britain-talks-climate/>

Who is responsible for solving climate change?

The majority of respondents believe everybody is responsible (56 per cent) and half of Londoners believe that governmental bodies are responsible (50 per cent). Governmental bodies (central government; the Mayor of London; my local council, represented by the government (net) figure in the table below) are seen as taking a critical role in solving

climate change, with a third of respondents stating that the central government (36 per cent) or the London Mayor (33 per cent) is responsible. This is followed by a quarter believing that local councils and individuals (24 per cent for both) are responsible, with the private sector at 22 per cent.

Figure 6: Londoners' opinions on whose responsibility climate change is



Who do you think is responsible for preventing and adapting to climate change in London?

Base: All Londoners 16+ (n=1006)

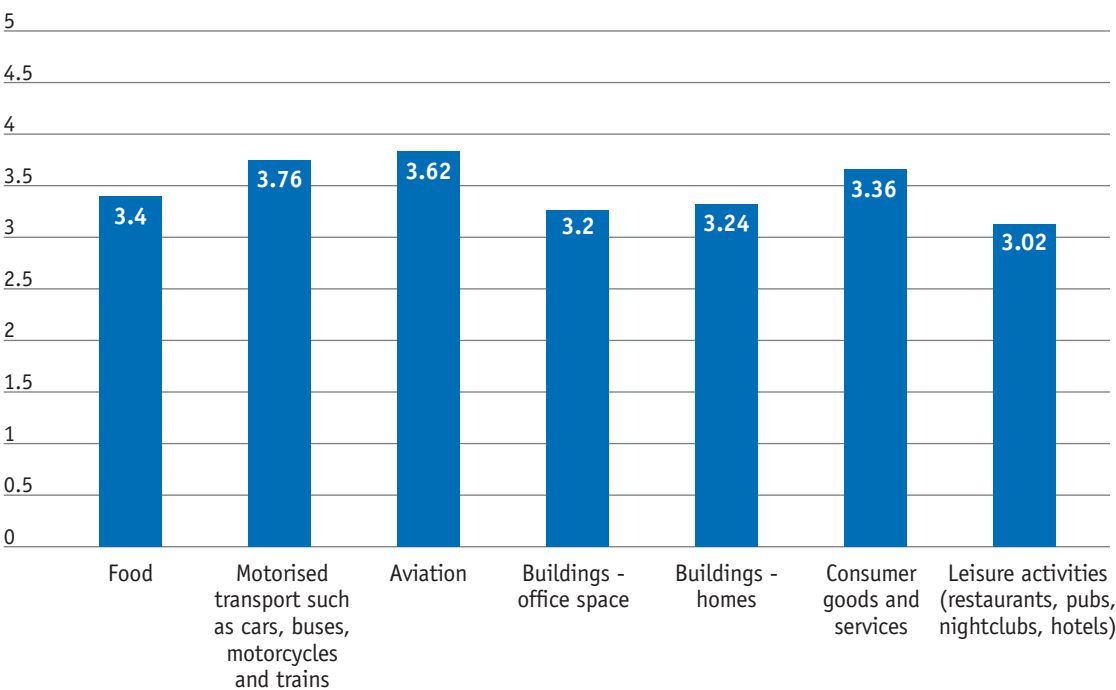
There are some significant gaps between gender, age, social grade, and whether respondents are parents. Women are more likely to say everybody (65 per cent vs 47 per cent), as are older people. Men are more likely to say it is the government's responsibility (53 per cent vs 47 per cent). Non-parents are more likely to say it is everybody's responsibility than parents (58 per cent vs 51 per cent). ABC1s are also

more likely to say it is the government's responsibility compared to C2DEs (54 per cent vs 45 per cent). Generally, those who are aware or concerned about climate change are significantly more likely to say the government (Mayor of London, my local council, central government,) are responsible vs those who not aware/concerned.

Londoners’ understanding of climate change impacts

When ranking the contribution of various sectors to climate change on a scale of 1 to 5, with 5 being a very large contribution and 1 being no contribution, Londoners reported similar levels of belief in the impact of all available categories. Transport was considered the sector with the biggest impact, with motorised transport, such as cars, buses, motorcycles, and trains scoring 3.73 and aviation scoring 3.62. Food (3.4) and consumer goods and services (3.36) were considered to have similar levels of impact, whereas leisure activities (3.02) were considered to have the lowest level of impact.

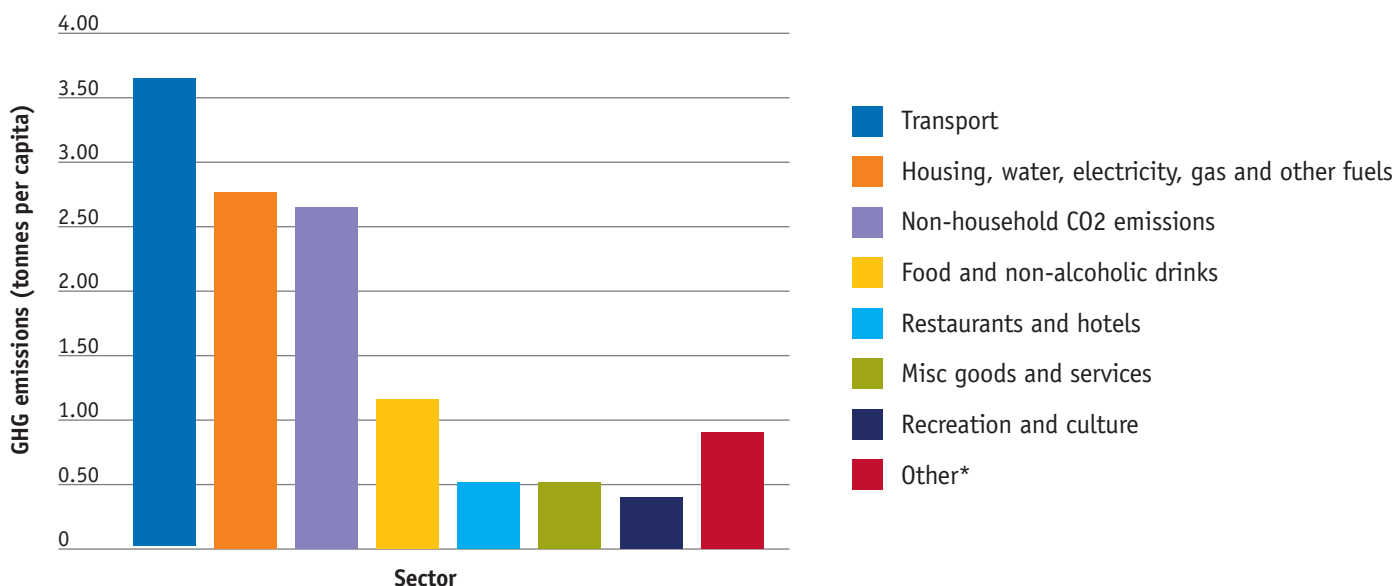
Figure 7: Londoners’ opinions on contribution to climate change by sector



On a scale of 1 to 5, with 5 being a very large contribution and 1 being no contribution, how much of a contribution to climate change do you think the following sectors make?
Base: All Londoners 16+ (n=1006)

Londoners do not have a correct understanding of which sectors are the biggest contributors to climate change. While Londoners correctly identified transport and buildings as major contributors, they have appeared to have overestimated the impact of the other sectors, when examining responses against consumption-based emissions data. If ensuring that Londoners understand their own impacts is key to preventing climate change, then efforts will be needed to highlight the impact of high contributing sectors such as transport and buildings, and enable Londoners make sustainable choices in these areas.

Figure 8: London's 2016 consumption-based GHG emissions



Source: Owen and Barrett, 2020. "Consumption based Greenhouse Gas Emissions for London (2001 - 2016)". University of Leeds.

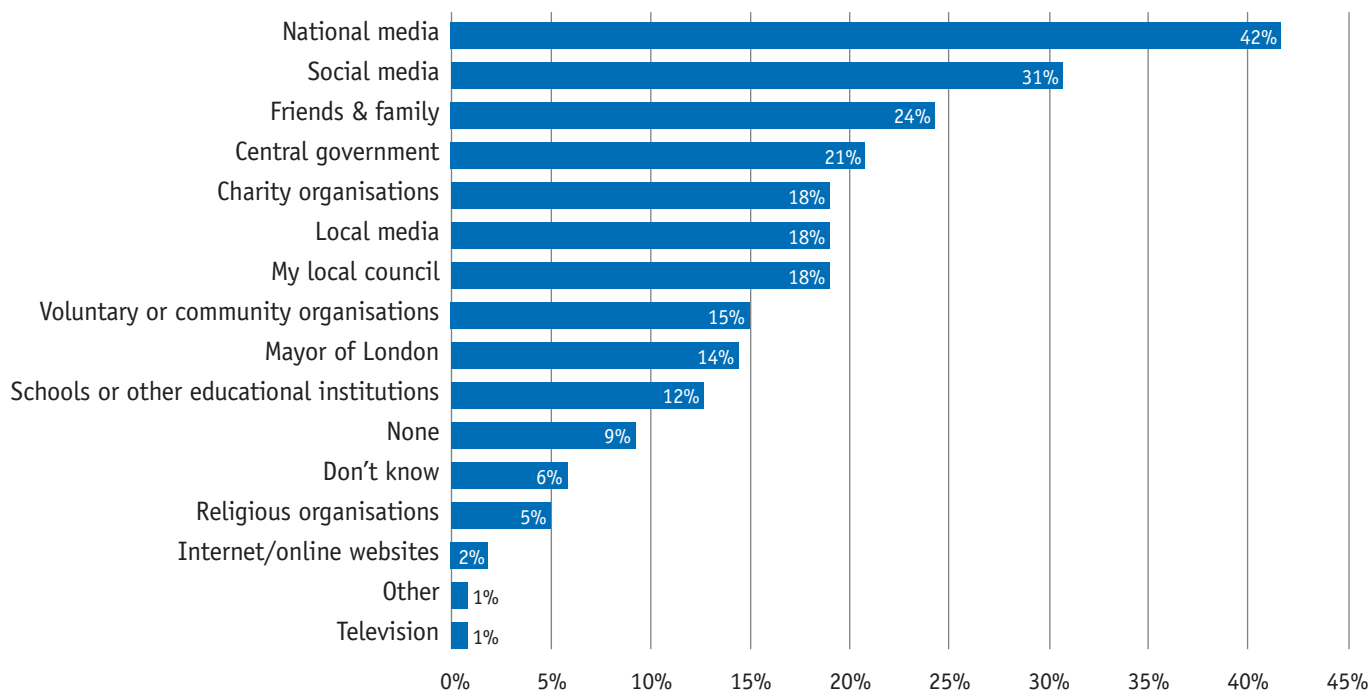
https://www.london.gov.uk/sites/default/files/final_report_-_consumption_ghg_accounts_for_london_-_for_publication.pdf

* Furnishings, household equipment and routine household maintenance, Clothing and Footwear, Health, Communications, Education, Alcoholic beverages and tobacco.

Where Londoners get their information on climate change from

Londoners primarily find information in national media (42 per cent), on social media (31 per cent), and from friends and family (24 per cent). However, there are significant differences across demographics, showing that engagement may not only need to be tailored for different categories of Londoners, but the platform used will also be critical.

Figure 9: Where Londoners get their climate information from



From whom or where do you find information about how to help stop climate change?
Base: All Londoners 16+ (n=1006)

There is a generation gap between the use of national and social media, with use of national media increasing with age and use of social media decreasing with age. The majority (50 per cent) of 16 – 24-year olds stated they find information on social media, as compared to 8 per cent of over 65s. 23 per cent of 16 – 24-year olds receive information

from the national media, as compared to 59 per cent of 55 – 64-year olds and 55 per cent of over 65s. National media is more likely to be a source of information for ABC1s (46 per cent), those without children under 15 at home (47 per cent), and whites (46 per cent) as compared to C2DEs (36 per cent), those with children at home (33 per cent),

and BAME (37 per cent). Social media is more likely to be used as a source of information by women (35 per cent) rather than men (27 per cent) and those living in inner London (38 per cent) rather than outer London (26 per cent).

Age was again a factor regarding receiving information from friends and family, with this decreasing in age from 16 – 24-year olds (34 per cent) to over 65s (15 per cent).

Those working (27 per cent) and ABC1s (26 per cent), parents (28 per cent), those with children under 15 at home (29 per cent), and those living in inner London (29 per cent) were more likely to receive information from their friends and family as compared to not working (18 per cent), C2DEs (21 per cent), non-parents (22 per cent), those without children under 15 at home (21 per cent), and outer London (20 per cent).



How climate change affects Londoners' decision making



Day-to-day decision-making

59 per cent of Londoners said climate change affects their day-to-day decision making. 14 per cent of men stated that it doesn't affect their decision making at all, compared to 10 per cent of women. However, there is a significant generation gap, with strong majorities in the 16 – 24 (59 per cent), 25 – 34 (69 per cent), and 35 – 44 (69 per cent) age groups saying climate change affects their decision making, as compared to the slight majority in the 45 – 54 age group (54 per cent), and a minority of the 55 – 64 (49 per cent) and 65+ (42 per cent) age groups.

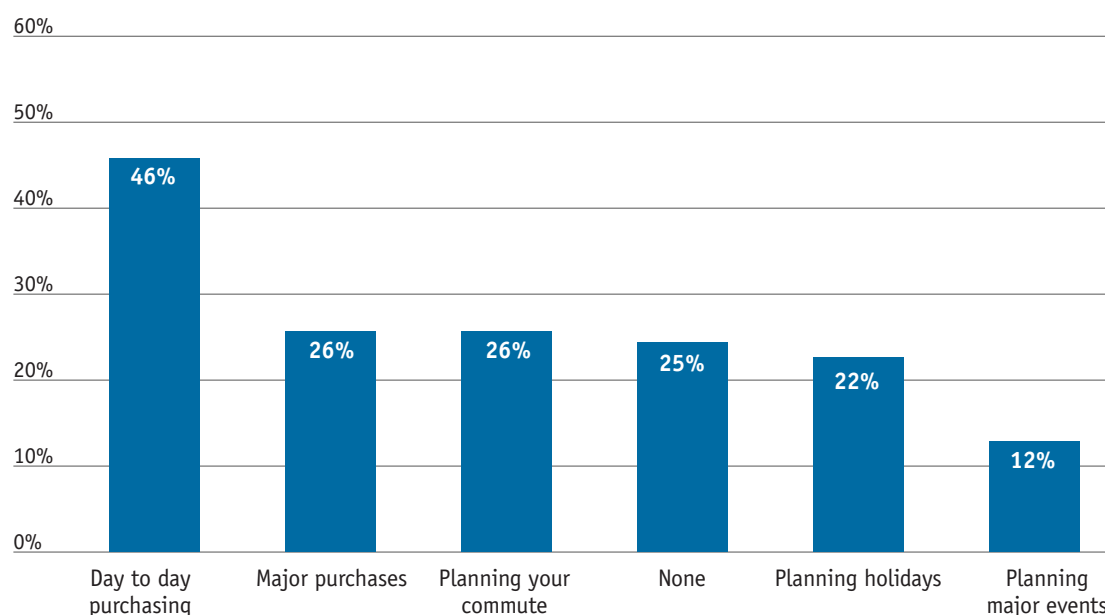
There were also strong splits across a number of demographics, including those working and not (65 per cent and 47 per cent respectively), those who are parents and not (71 per cent and 54 per cent), those with children under 15 at home and not (69 per cent and 53 per cent), social grades ABC1 and C2DE (64 per cent and 52 per cent) and those who have been resident in London longer than five years and those who have not (57 per cent and 70 per cent). Nevertheless, all of those groups had a majority stating climate change affects their decision-making, except for the non-working who had just under half.

Types of decision-making

When asked whether climate change was a factor when considering a range of climate related consumption decisions, including day to day purchases, major purchases, planning a commute, planning a holiday, and planning an event, 75 per cent of Londoners stated that it was.

Almost half of Londoners (46 per cent) consider the climate when making day-to-day purchases. This was followed by major purchases (26 per cent), a commute (26 per cent), none (25 per cent), planning a holiday (22 per cent), and planning a major event (12 per cent). While it is important that the public shifts to sustainable every day habits, considering the climate when making a major purchase or similar is critical as it either leads to a large one off emission of greenhouse gases or locks in large emissions for years to come (for example, if you purchase a high emissions vehicle, or a non-energy efficient house). Although Londoners are considering the climate in day-to-day purchases, **more efforts are needed to support Londoners in making longer term sustainable choices.**

Figure 10: Londoners opinions on when climate change impacts their decisions



In what types of decisions is climate change a factor for you? Base: All Londoners 16+ (n=1006)

There were significant differences across demographics. Consideration of climate decreases from extremely high levels as respondents got older. 83 per cent of 16 – 24-year olds, 84 per cent of 25 – 34-year olds, and 81 per cent of 35 – 44-year olds consider climate as part of decision-making as compared to 67 per cent of 45 – 54-year olds, 62 per cent of 55 – 64-year olds, and 61 per cent of 65 and overs.

Across other areas, 80 per cent of those working considered climate as part of decision-making compared to 63 per cent of not working. For parents and non-parents, the proportions were 85 per cent and 70 per cent respectively; for ABC1s 80 per cent, CDEs 67 per cent; those with under 15s at home 85 per cent, those without 69 per

cent; those living in inner London boroughs, 79 per cent, outer boroughs, 72 per cent; BAME 80 per cent, whites 74 per cent; those living in London up to 5 years 94 per cent, those living in London from 5 to more than 20 years, 71 per cent. Nevertheless, despite these differences, these numbers are uniformly high and mainly differentiate between very high levels and high levels.

What Londoners currently do, what they might do, and barriers faced



The polling explored what climate-friendly behaviours Londoners are currently doing under four topics (transport, housing, food, and consumer goods and services). In line with the previous findings in the poll, Londoners are undertaking a number of actions that can help reduce their carbon footprint. However, many of the actions are lower-impact actions, such as reducing electricity usage at home, recycling old clothes and electricals, or going meat-free once a week.

It should be noted that some of the responses appear different to what is supported by the available statistics. For example, 10 per cent of Londoners claim to be vegan, whereas nationally, the number is believed to be 1 per cent⁵. Further research would be needed to understand the reasons for such discrepancies. However, the sample is representative, and the responses given form a cohesive and consistent picture. As this polling will be conducted every year, it will be

interesting to see where consistent patterns emerge over the longer term.

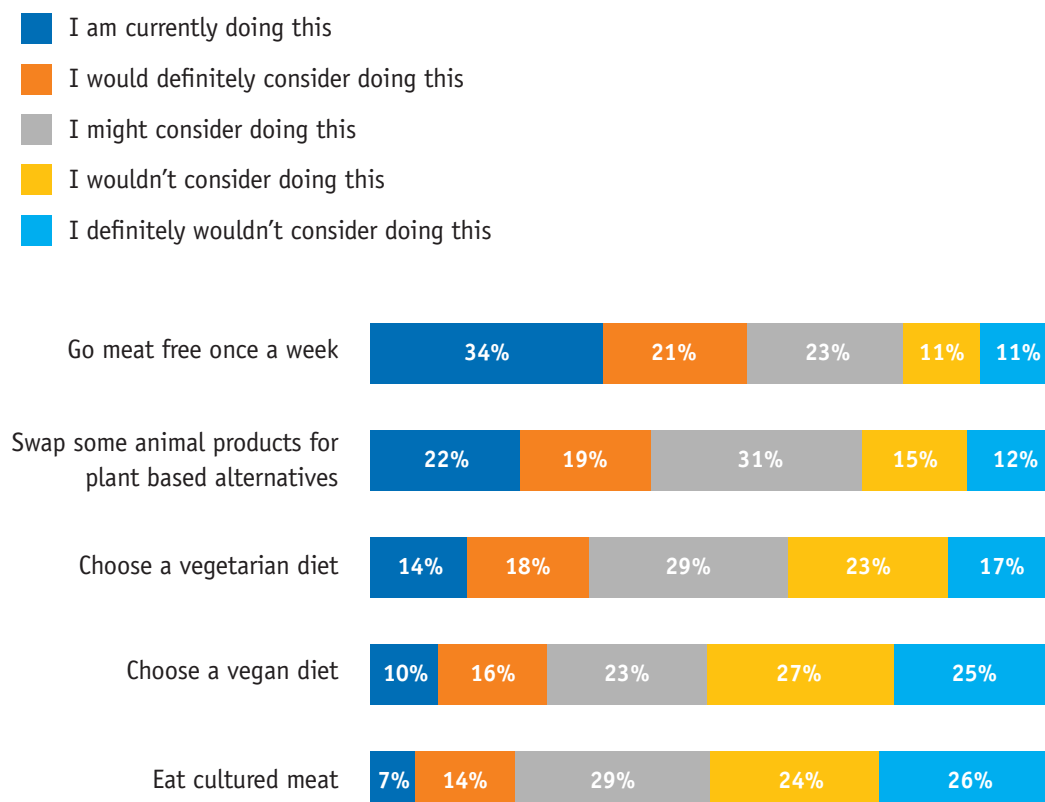
Londoners were also asked which of the behaviours that they would consider adopting and, if they stated they might consider or would not consider certain behaviours, they were asked the reasons why. When examining the results, it should be noted that figures are not available that distinguish between barriers for those who might consider behaviours and those who expressed stronger opposition by stating that they wouldn't or definitely wouldn't consider adopting such behaviours.

Food

Food presents a particular problem for the transition to sustainable lifestyles. It is well understood that the average levels of meat consumption must be significantly reduced in order to meet emissions targets but persuading the public to reduce or give up meat is very difficult.

5 <https://www.vegansociety.com/news/media/statistics#vegandietintheuk>

Figure 11: Londoners' attitudes to dietary choices and climate change



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. Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. Base: All Londoners 16+ (n=1006)

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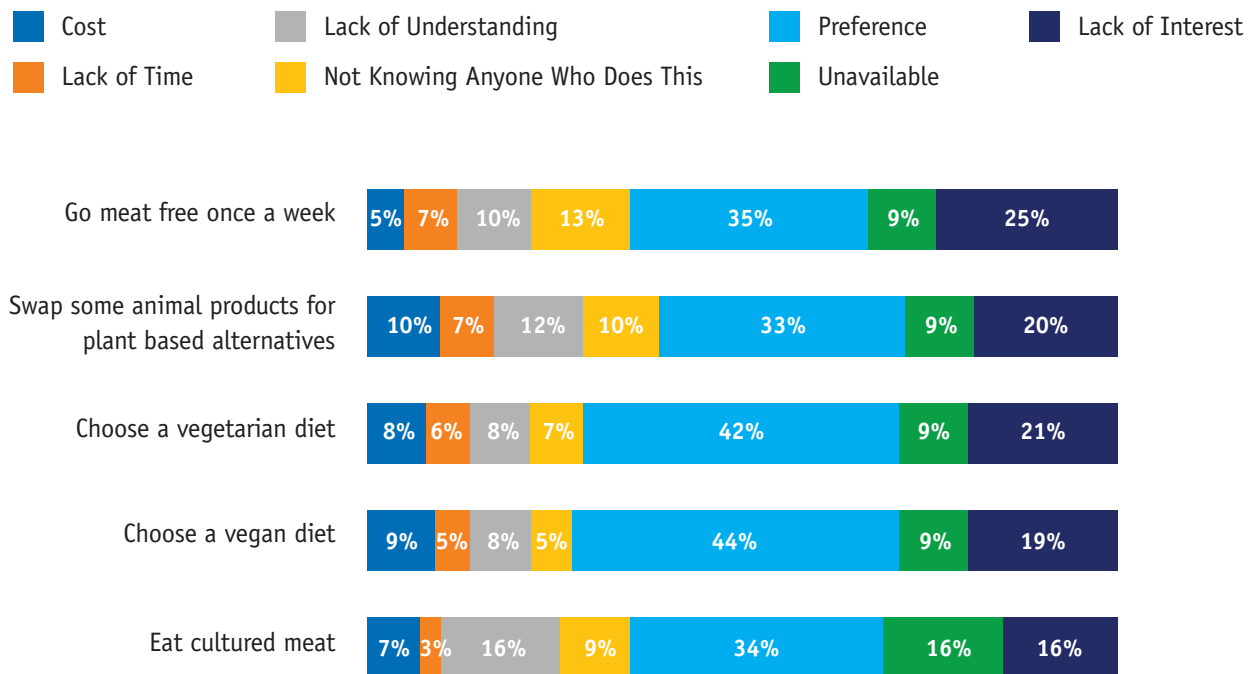
Significant proportions of Londoners are cutting their meat consumption. 34 per cent said they are currently going meat-free once a week, 22 per cent said they are swapping some animal products for plant-based alternatives, 14 per cent said they choose a vegetarian diet, 10 per cent said they choose a vegan diet, and 7 per cent said they are eating cultured meat (meat grown in a factory).

Londoners are willing to reduce their meat intake by going meat-free once a week or using plant-based alternatives. However, a fifth of Londoners wouldn't consider going meat free once a week (22%) and a quarter wouldn't consider using plant-based alternatives (27%). This reticence increases significantly with veganism - a majority of Londoners wouldn't consider doing this.

One concerning finding is regarding cultured meat (meat grown in a vat in a factory). Cultured meat is currently under

development and not available to market, 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. However, this option was less popular than veganism. Nevertheless, there may be a lack of understanding around the topic, as 7 per cent of respondents claimed to eating meat not yet available to market. Moreover, the description of cultured meat as "grown in a vat in a factory" may not be a sympathetic framing. More research would be needed as

Figure 12: Of those who might/not consider dietary change what are the reasons for their choice



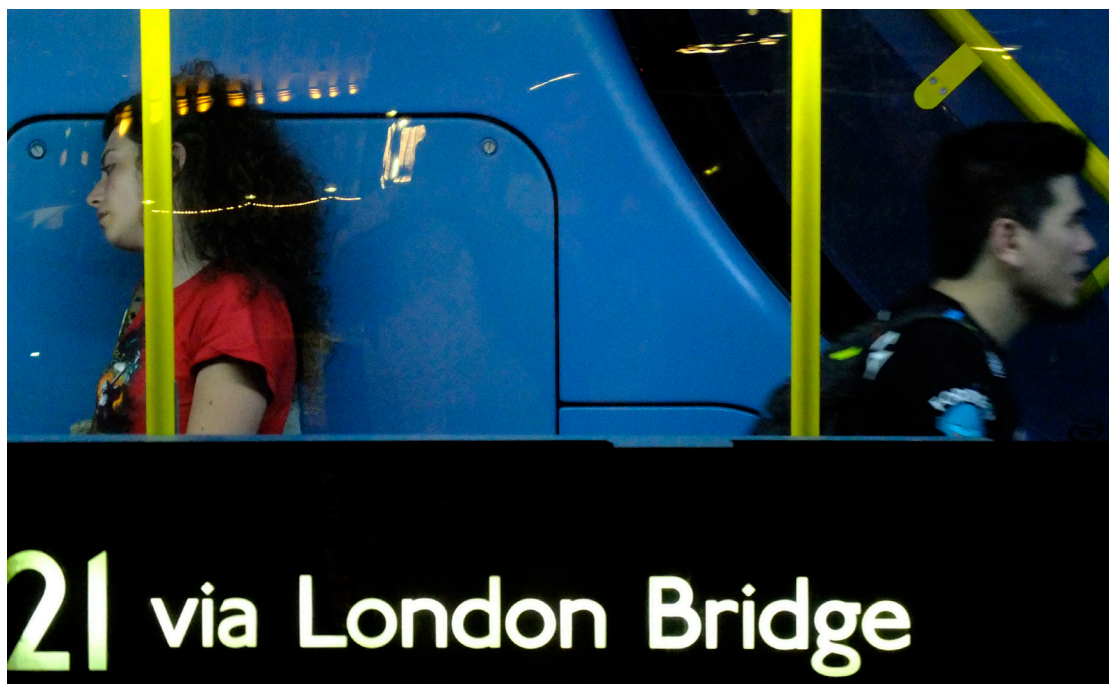
What is the main barrier to you doing this? Base: All possible rejectors. Choose a vegan diet (n=751), Choose a vegetarian diet (n=684), Swap some animal products (e.g. meat, fish, dairy, eggs) for plant-based alternatives (n=590), Go meat-free once a week (n=453), Eat cultured meat (meat grown in a vat from animal cells, n=800)

cultured meat is gradually released to market (it is only currently available for purchase in Singapore⁶) to further understanding the viability of this option in helping to prevent climate change.

The main barriers to adopting these behaviours were consistent across all the options. Preference came first, ranging from 44 per cent to 32 per cent, then lack of interest (25 per cent to 16 per cent), lack of availability (16 per cent to 9 per cent), lack of understanding (16 per cent to 8 per cent), not knowing anyone who does this (13 per cent to 5 per cent), cost (10 per cent to 5 per cent), and lack of time (7 per cent to 3 per cent). This indicates that shifting dietary habits may present significant difficulties.

Transport

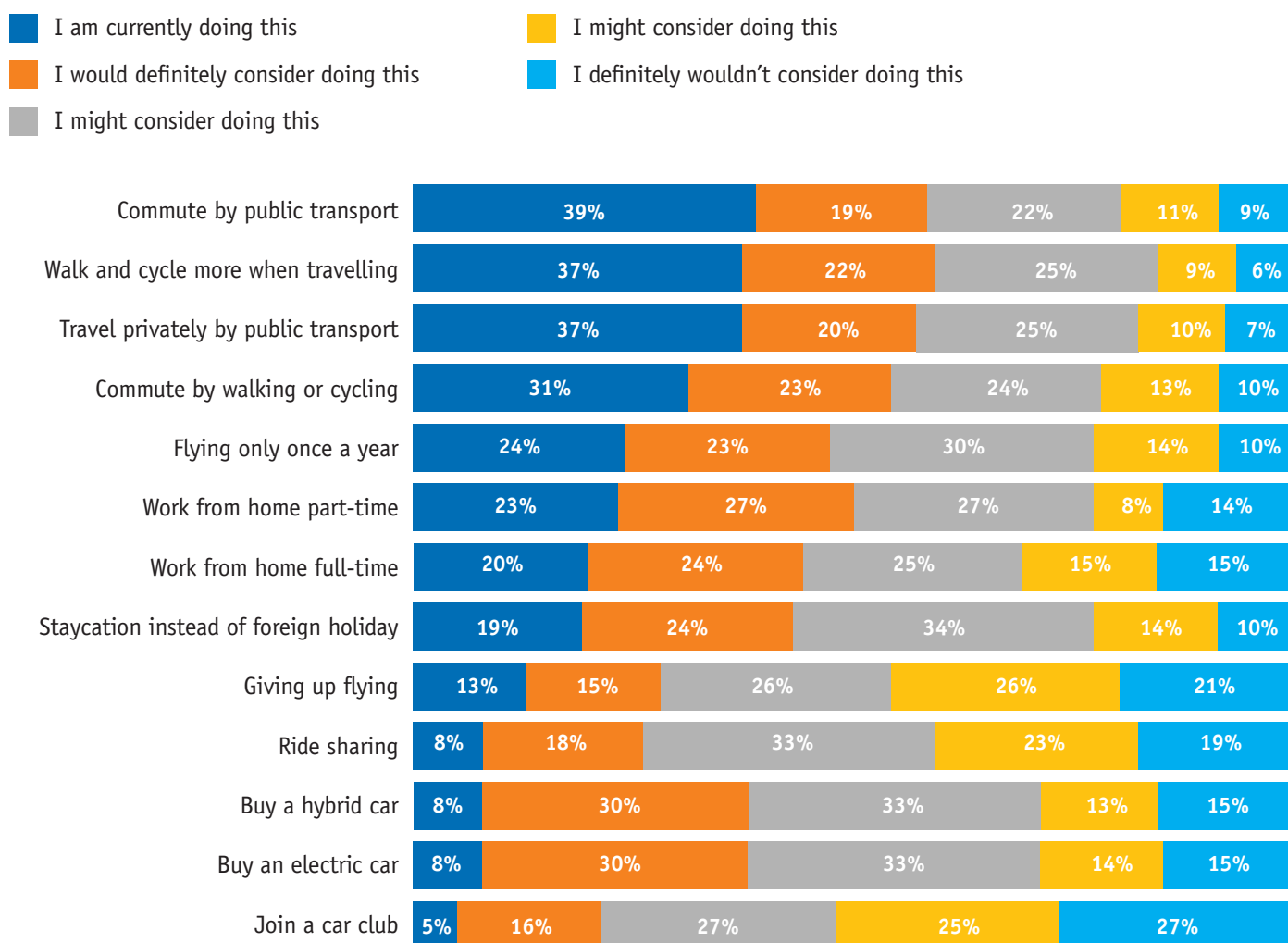
Transport emissions have remained stable since 2001⁷, presenting a substantial on-going challenge. Nevertheless, **Londoners show a considerable interest in active travel** and using public transport, with large majorities willing to consider walking and cycling more and using public transport when travelling privately. Even with behavioural change that is considered more difficult, such as reducing flying, Londoners are willing to consider shifting to only one flight a year, indicating placing an escalator tax on flights (passengers pay increasing amounts of tax for each flight) would not be unpopular. It is interesting to note that joining a car club is more unpopular than giving up flying, and ride sharing is also unpopular, indicating that when Londoners use private transport, they prefer to do so individually.



6 <https://www.theguardian.com/environment/2020/dec/02/no-kill-lab-grown-meat-to-go-on-sale-for-first-time>

7 Source: Owen and Barrett, 2020. "Consumption based Greenhouse Gas Emissions for London (2001 - 2016)". University of Leeds.
https://www.london.gov.uk/sites/default/files/final_report_-_consumption_ghg_accounts_for_london_-_for_publication.pdf

Figure 13: Londoners' attitudes to travel choices and climate change

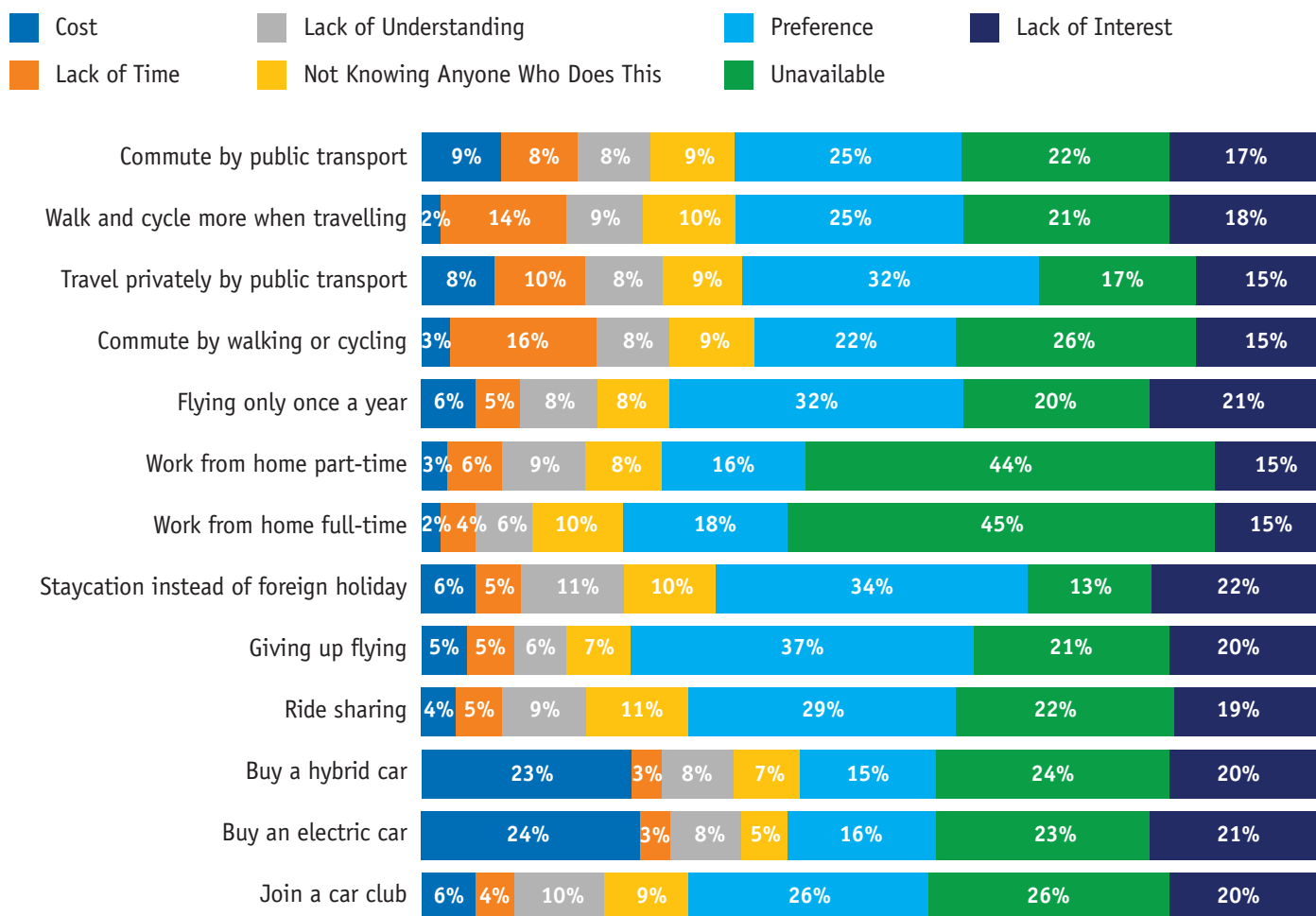


Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. Base: All Londoners 16+ (n=1006)

Low carbon commuting options are chosen by around a third of Londoners, with 39 per cent commuting by public transport and 31 per cent walking or cycling. Almost half of Londoners are working from home either full-time (20 per cent) or part-time (23 per cent). Significant numbers are also walking and/or

cycling more when travelling privately (37 per cent) or using public transport instead of the car when travelling privately (37 per cent). 8 per cent of Londoners own a hybrid car, and 8 per cent own an electric vehicle. 5 per cent of Londoners are a member of a car club.

Figure 14: Of those who might/not consider travel change what are the reasons for their choice.



What is the main barrier to you doing this? Base: All possible rejectors. Using public transport instead of the car when travelling privately (not commuting) (n=429), Walk and/or cycle more when travelling privately (not commuting) (n=404), Buy an Electric car (n=626), Buy a Hybrid car (n=620), Ride sharing (n=748), Join a car club (n=791), Commute by public transport (n=422), Commute by walking or cycling (n=468), Work from home part-time (n=499), Work from home full-time (n=554), Giving up flying (n=734), Flying only once a year (n=539), Staycation instead of foreign holiday (n=576).

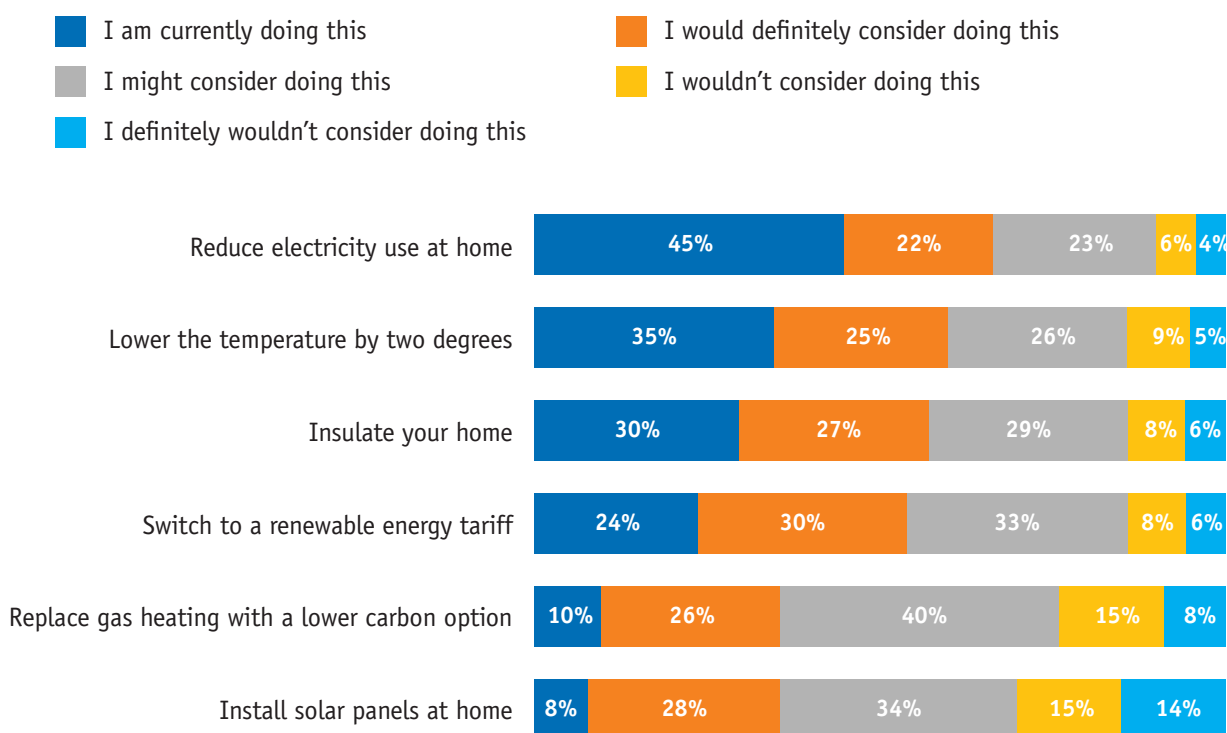
It is worth noting that the main perceived barrier to working from home either full or part-time is lack of availability, with other less popular options such as giving up flying, ride sharing, buying an electric or hybrid car, and joining a car club also having unavailability cited by at least 20 per cent

of respondents. Preference is a key factor for staycation, giving up flying, ride sharing and joining a car club (also flying only once a year and using public transport instead of car for private travel, with cost being a key concern when considering buying a hybrid or electric car.

Housing

The impacts from housing have dropped significantly in recent years, mainly due to the elimination of coal from electricity generation. Nevertheless, with its ageing housing stock and with many of the buildings that will exist in London 2050 having already been constructed, further reductions will need to come from more difficult measures, such as insulation and the replacement of gas boilers with electric heat pumps.

Figure 15: Londoners' attitudes to home heating and energy choices and climate change

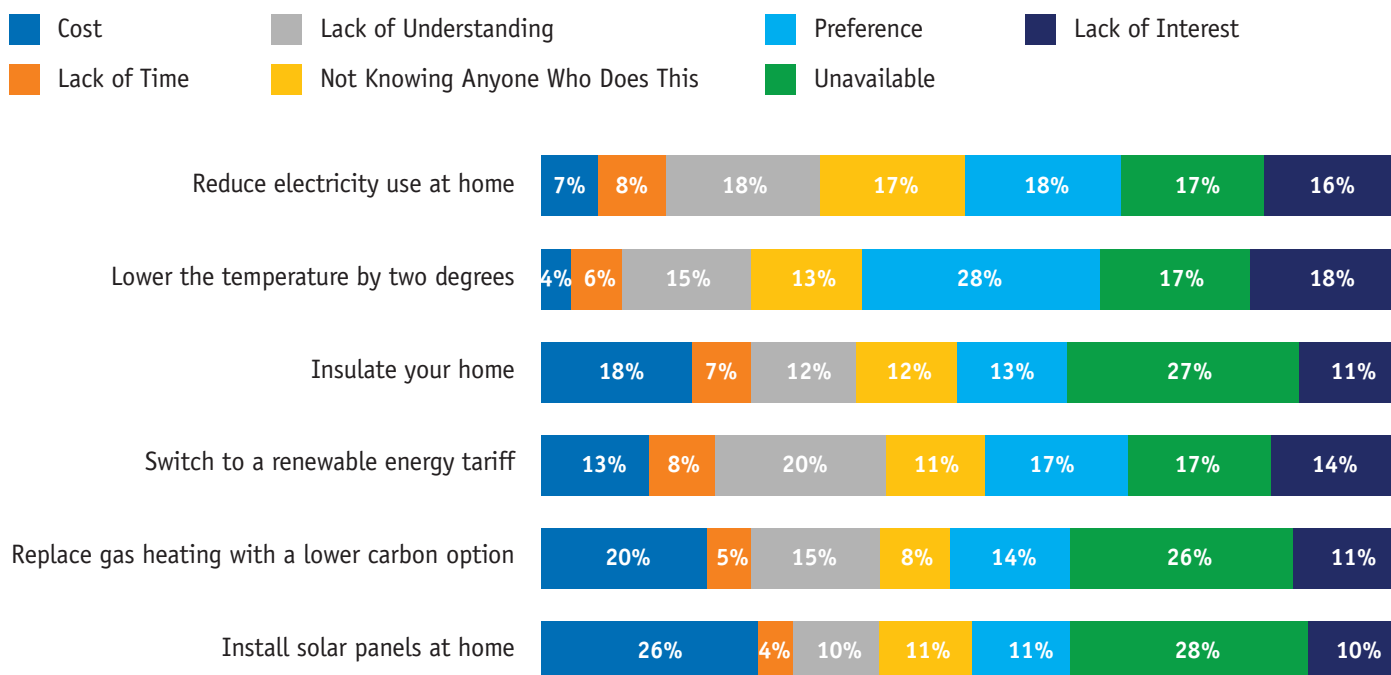


Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. Base: All Londoners 16+ (n=1006)

Despite issues surrounding support for decarbonising housing, a notable proportion of Londoners are already undertaking significant steps through insulating their homes (30 per cent), switching to a renewable energy tariff (24 per cent), replacing gas heating with a lower carbon option (10 per cent), and installing solar

panels (8 per cent). At the same time, Londoners are also taking steps to reduce their carbon emissions through low-effort actions such as reducing electricity use at home (45 per cent) and lowering the temperature by two degrees at home (35 per cent).

Figure 16: Of those who might/not consider home heating and energy change what are the reasons for their choice



Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. Base: All Londoners 16+ (n=1006)

What is the main barrier to you doing this?
 Base: All possible rejectors. Insulate your home (n=433), Replace gas heating with a lower carbon option such as a heat pump or electric storage heaters (n=638). Install solar panels at home (n=640), Switch to a renewable energy tariff (n=468), Reduce electricity use at home such as appliances and lights (n=326), Lower the temperature by two degrees at home (n=399).

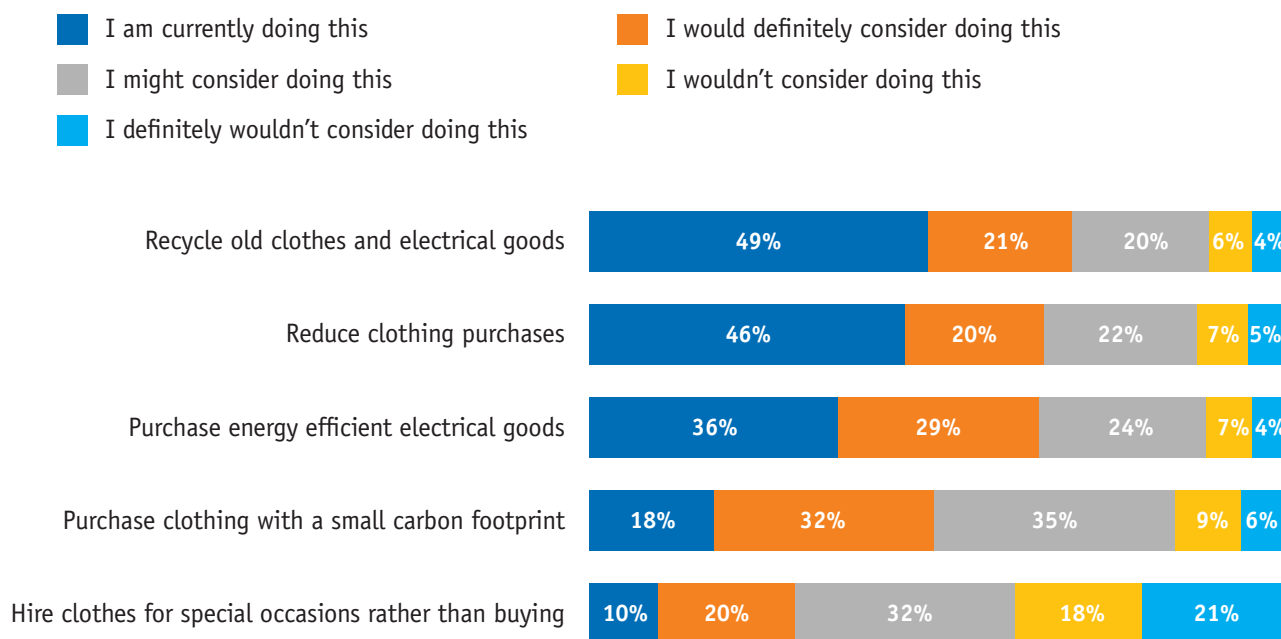
Only replacing gas heating and installing solar panels at home had more than 20 per cent of respondents stating that they wouldn't consider those options. The main reasons are a perceived lack of availability and cost, rather than a lower issue with

preference. This is strong support for policy initiatives such as the Green Homes Grant and indicates there would be public support for further expansion.

Consumer goods and services

It has already been explained in this report that consumer goods and services do not comprise a significant part of Londoners' greenhouse gas footprints. Nevertheless, as purchasing consumer goods and services are an everyday activity, it can be a proxy for sustainable attitudes. Londoners are either undertaking positive sustainable behaviours in this area or are willing to do so.

Figure 17: Londoners' attitudes to consumption choices and climate change

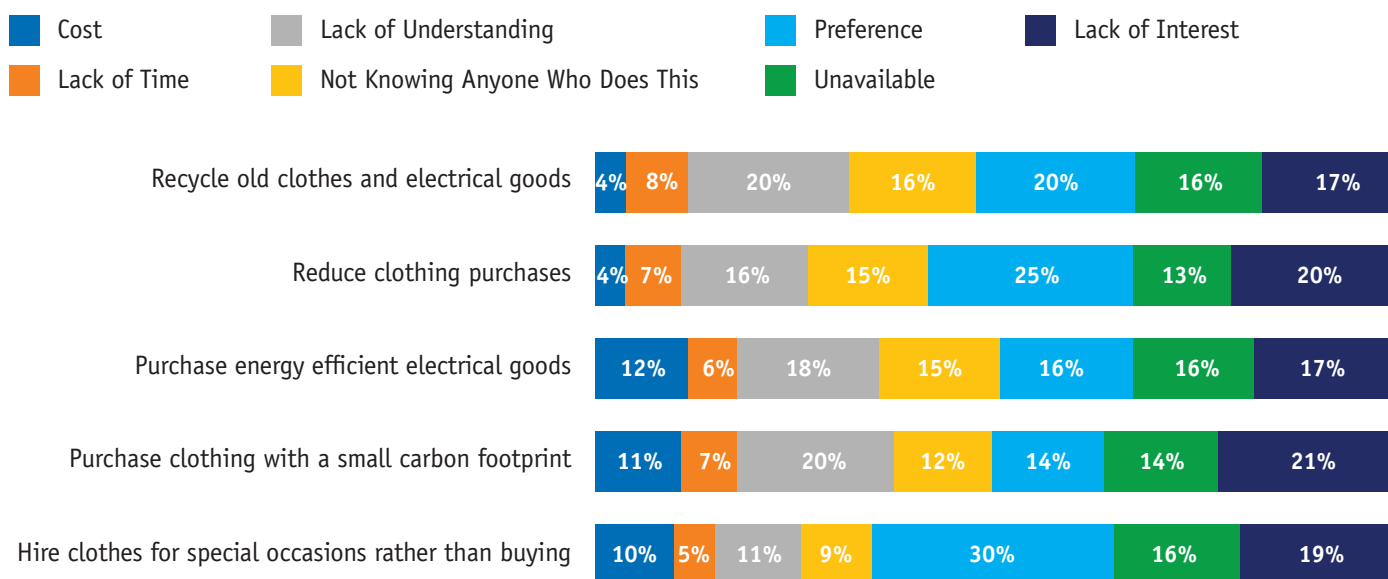


Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change. Base: All Londoners 16+ (n=1006)

Londoners are currently reducing their impact across a range of behaviours. 49 per cent of Londoners are recycling old clothes and electrical goods. This is followed by reducing clothes purchases (46 per cent), purchasing energy efficient electrical products (36 per cent), purchasing clothes with a small carbon footprint (18 per cent), and hiring clothes for special occasions rather than buying (10 per cent).

For all options, other than hiring clothes for special occasions, the reasons for not doing or not definitely considering doing are fairly even. For hiring clothes, almost a third cite preference as the reason not to do this.

Figure 18: of those who might/not consider consumption change what are the reasons for their choice



What is the main barrier to you doing this? Base: All Londoners 16+. Purchase clothing with a small carbon footprint (n=499), Reduce clothing purchases (n=341), Hire clothes for special occasions rather than buying (n=702), Purchase energy efficient electrical goods (n=358), Recycle old clothes and electrical goods (n=307).

Conclusion and Next Steps

With the current average carbon footprint of Londoners far above sustainable levels, significant changes to our ways of living and working will be needed to meet the challenge of climate change. This polling demonstrates that Londoners are willing to step up to meet this challenge, but there are two significant issues that will need to be addressed.

Firstly, while Londoners are clearly concerned and motivated to take action, Londoners will need to have a greater knowledge regarding their footprints and the differing levels of impact of the varied types of behaviour and lifestyles. Without this understanding, it will be difficult for them to understand what areas of their lifestyle will need changing and what support they may need. There is a great deal of evidence that such messages will need to be based on the concept of sustainable ways of living being desirable, highlighting the added benefits and not on guilt-based messages .

Secondly, an enabling environment for sustainability will need to be established in London, supported by the public, private and third sectors. Support amongst Londoners for active travel, green buildings, and more sustainable diets and shopping habits will need to be encouraged through offering green goods and services within a supporting policy framework and physical infrastructure. Londoners need to be supported both in their day-to-day choices, but also at key moments of change when unsustainable behaviours can be locked in, through decisions on where to live, how to get to work, and what car to drive.

Thirdly, different approaches will be needed for London's diverse communities. The polling has revealed a number of significant differences across demographics. Further research, both through engagement with the public through focus groups and workshops as well as segmentation analysis, would help to deepen understanding and provide further clarity on opportunities and barriers to action.

This polling demonstrates that there is a strong foundation for climate action in London. The support for an ambitious programme of action is there - this ambition amongst the general public needs to be matched by policy makers and the private sector. If they all show the courage and resolve needed and deliver the funding required, the ambitious targets for 2030 set by the national government and London boroughs can be realised.

9 McLoughlin, N, Corner, A., Clarke, J., Whitmarsh, L., Capstick, S. and Nash, N. (2019) Mainstreaming low carbon lifestyles. Oxford: Climate Outreach <https://climateoutreach.org/download/15949/>

10 Beacon for Sustainable Living Project (2020) Communications Scan on Sustainable Living <https://beacon4sl.com/wp-content/uploads/2020/08/Beacon-Communications-Scan-DRAFT-July-2020-compressed.pdf>

Appendix: List of Survey Questions

Q001 - VBB: Base: All Londoners

The following questions will ask for your opinions on climate change, also known as global warming.

Q002 - VBC: Base: All Londoners

How aware are you of climate change?

- 1 Very aware
- 2 Somewhat aware
- 3 Not very aware
- 4 Not aware at all

The Met Office's definition of climate change is "a large-scale, long-term shift in the planet's weather patterns and average temperatures".

Q003 - VBD: Base: All Londoners

How concerned are you about climate change?

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not very concerned
- 4 Not concerned at all
- 5 I don't believe in climate change
- 6 Don't know

Q004 - VBF: Base: All Londoners

Has your level of concern over climate change changed in the last 12 months?

- 1 It has increased a lot
- 2 It has increased slightly
- 3 It has not changed
- 4 It has decreased slightly
- 5 It has decreased a lot
- 6 I don't believe in climate change
- 7 Don't know

Q005 - VBG: Base: All Londoners

How motivated are you to help prevent climate change?

- 1 Very motivated
- 2 Somewhat motivated
- 3 Slightly motivated
- 4 Not at all motivated
- 5 Don't know

Q006 - VBH: Base: All Londoners

How motivating are the following factors in making you determined to help prevent climate change?

	Very motivating	Somewhat motivating	Slightly motivating	Not at all motivating	Don't know
Environmental impacts around the world (forest fires/droughts/floods)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The risk to other species such as polar bears	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The risk of environmental impacts in London (e.g. flooding)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A sense of personal responsibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wanting to leave behind a healthy planet for future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The increasing cost of not changing my behaviour (e.g. variable car costs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Another factor not listed above – please type in *Open *Fixed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q007 - VBJ: Base: All Londoners

How much does climate change affect your decision-making in your day-to-day life?

- 1 It affects my decision-making greatly
- 2 It affects some of my decision-making
- 3 It doesn't affect my decision-making that much
- 4 It doesn't affect my decision-making at all
- 5 Don't know

Q008 - VBK: Base: All Londoners

In what types of decisions is climate change a factor for you? Pick as many as apply

- 1 Day to day purchasing decisions such as routine shopping, eating or buying clothes
- 2 Major purchases such as buying a car or house or choosing somewhere to rent
- 3 Planning major events such as weddings, birthdays, and religious festivities
- 4 Planning your commute or how to travel to work
- 5 Planning your holiday(s)
- 6 None

Q009 - VBL: Base: All Londoners

From whom or where do you find information about how to help stop climate change?

Pick as many as apply

- 1 Mayor of London
- 2 My local council
- 3 Central Government
- 4 National media
- 5 Local media
- 6 Social media
- 7 Schools or other educational institutions
- 8 Charity organisations
- 9 Voluntary or community organisations
- 10 Religious organisations either local or national
- 11 Friends and family
- 12 Other – type in *Open *Fixed
- 13 None *Fixed
- 14 Don't know *Fixed

Q010 - VBM: Base: All Londoners

On a scale of 1 to 5, with 5 being a very large contribution and 1 being no contribution, how much of a contribution to climate change do you think the following sectors make?

	1 No contribution	2	3	4	5 Very large contribution
Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorised transport such as cars, buses, motorcycles, and trains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aviation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buildings – office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buildings – homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumer goods and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure activities (restaurants, pubs, nightclubs, hotels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q011 - VBN_FOOD: Base: All Londoners

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.

Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change

	I am currently doing this	I would definitely consider doing this	I might consider doing this	I wouldn't consider doing this	I definitely wouldn't consider doing this
Choose a vegan diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choose a vegetarian diet,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swap some animal products (e.g. meat, fish, dairy, eggs) for plant-based alternatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go meat-free once a week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat cultured meat (meat grown in a vat from animal cells)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If respondent answered "I might consider doing this" or "I wouldn't consider doing this" or "I definitely wouldn't consider doing this" then they are asked:

Q012 - VBN_FOODBARRIER: Base: All possible rejectors

What is the main barrier to you doing this?

	Cost it is too expensive	Time I don't have time to do this	Understanding I don't understand what I would need to do	Social I don't know anyone else who does this	Preference I don't think I would like this/I don't want to do this	Unavailable this option isn't possible for me (e.g. no market availability/too impractical/someone else's responsibility)	Interest it isn't a priority for me
Choose a vegan diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choose a vegetarian diet,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swap some animal products (e.g. meat, fish, dairy, eggs) for plant-based alternatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go meat-free once a week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat cultured meat (meat grown in a vat from animal cells)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q013 - VBN_TRANSPORT: Base: All Londoners

Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change

	I am currently doing this	I would definitely consider doing this	I might consider doing this	I wouldn't consider doing this	I definitely wouldn't consider doing this
Using public transport instead of the car when travelling privately (not commuting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk and/or cycle more when travelling privately (not commuting)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy an Electric car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy a Hybrid car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Join a car club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commute by public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commute by walking or cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work from home part-time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work from home full-time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving up flying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flying only once a year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staycation instead of foreign holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If respondent answered "I might consider doing this" or "I wouldn't consider doing this" or "I definitely wouldn't consider doing this" then they are asked:

Q014 - VBN_TRANSPORTBARRIER: Base: All possible rejectors

What is the main barrier to you doing this?

Barriers are the same as Q012.

Q015 - VBN_HOUSING: Base: All Londoners

Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change

	I am currently doing this	I would definitely consider doing this	I might consider doing this	I wouldn't consider doing this	I definitely wouldn't consider doing this
Insulate your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replace gas heating with a lower carbon option such as a heat pump or electric storage heaters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install solar panels at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to a renewable energy tariff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce electricity use at home such as appliances and lights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower the temperature by two degrees at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If respondent answered "I might consider doing this" or "I wouldn't consider doing this" or "I definitely wouldn't consider doing this" then they are asked:

Q016 - VBN_HOUSINGBARRIER: Base: All possible rejectors

What is the main barrier to you doing this?

Barriers are the same as Q012.

Q017 - VBN_CONSUMERGOODS: Base: All Londoners

Please indicate which options you are doing currently and which you would consider doing in the future to help prevent climate change

	I am currently doing this	I would definitely consider doing this	I might consider doing this	I wouldn't consider doing this	I definitely wouldn't consider doing this
Purchase clothing with a small carbon footprint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce clothing purchases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hire clothes for special occasions rather than buying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to a renewable energy tariff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase energy efficient electrical goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycle old clothes and electrical goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If respondent answered "I might consider doing this" or "I wouldn't consider doing this" or "I definitely wouldn't consider doing this" then they are asked:

Q018 - VBN_CONSUMERGOODSBARRIER: Base: All possible rejectors

What is the main barrier to you doing this?

Barriers are the same as Q012.

Q019 - VBN: Base: All Londoners

Do you feel your day-to-day life in London has been impacted by the changing climate, for example in terms of heatwaves or flooding?

- 1 Yes, greatly
- 2 Yes, slightly
- 3 No, not much
- 4 No, not at all
- 5 Don't know

Q020 - VBP: Base: All Londoners

Who do you think is responsible for preventing and adapting to climate change in London?
Pick as many as apply

- 1 Mayor of London
- 2 My local council
- 3 Central Government
- 4 DEFRA

-
- 5 Private Sector
 - 6 Voluntary and community organisations
 - 7 Charity organisations
 - 8 Religious organisations, either local or national
 - 9 Individuals
 - 10 Everybody
 - 11 Other – type in *Open *Fixed
 - 12 None *Fixed *Exclusive
 - 13 Don't know *Fixed *Exclusive

Q021 - VBQ: Base: All Londoners

The view of all the London boroughs is that: "Climate change is a significant threat to London and Londoners, and we need to act quickly and work together to reduce its severity and adapt to its impacts now and in the future." Do you agree that addressing climate change in London is a priority?

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neither agree nor disagree
- 4 Somewhat disagree
- 5 Strongly disagree
- 6 I don't believe in climate change
- 7 Don't know

Q022 - VBR: Base: All Londoners

How long have you been living in London?

- 1 Under a year
- 2 1-2 years
- 3 2-5 years
- 4 5-10 years
- 5 11-20 years
- 6 20+ years

Q023 - VBS: Base: All Londoners

Do you own a car?

- 1 Yes, one
- 2 Yes, two
- 3 Yes, more than two
- 4 No
- 5 I use a car club

Q024 - VBT: Base: All who own a car

Thinking of your main car, what type of car is it?

- 1 Petrol
- 2 Diesel
- 3 Hybrid
- 4 Electric

Q025 - VBW: Base: All Londoners

Do you cycle in London?

- 1 Yes, I cycle as part of my commute
- 2 Yes, I cycle for pleasure
- 3 No, I do not cycle at all *Exclusive

Q026 - VBW: Base: All Londoners

Do you use public transport regularly in London – regularly means at least once a week?

- 1 Yes, I use it for commuting
- 2 Yes, I use it for leisure/social activities
- 3 No *Exclusive

Q027: VBW: Base: All Londoners

This survey includes sensitive questions related to ethnicity. All sensitive data collected in this survey will remain confidential in line with our privacy policy. These questions are sensitive, and they might make some people uncomfortable. Do you agree to answer these questions?

- 1 Yes, I agree to participate
- 2 No, I do not agree to participate

Q028: Base: All who agree to answer sensitive question

What is your ethnic group?

- | | |
|---|---|
| 1 British / English / Welsh / Scottish / Northern Irish | 13 Chinese |
| 2 Irish | 14 Any other Asian background |
| 3 Gypsy or Irish Traveller | 15 African |
| 4 Eastern European | 16 Caribbean |
| 5 Any other White background | 17 Any other Black / African / Caribbean background |
| 6 White and Black Caribbean | 18 Arab |
| 7 White and Black African | 19 Any other ethnic group |
| 8 White and Asian | 20 Prefer not to say |
| 9 Any other Mixed / Multiple ethnic background | |
| 10 Indian | |
| 11 Pakistani | |
| 12 Bangladeshi | |

