

London Climate Action Week

What do Londoners think about climate change? Highlights from polling by London Councils

Thursday 17th November 2020

Background

In November 2019, LEDNet and the Transport and Environment Committee (TEC) issued a Joint Statement on Climate Change, establishing seven climate change programmes:

- #1 Retrofit London
- #2 Low-carbon development
- #3 Halve petrol and diesel road journeys
- #4 Renewable power for London
- #5 Reduce consumption emissions
- #6 Build the green economy
- #7 Creating a resilient and green London

The polling examined...

- Londoners' levels of **concern**, impact from, and motivation to take action on climate change
- Who Londoners feel is **responsible** to take action
- Londoners' **understanding** of climate change impacts and where they get their information from
- What Londoners are **currently** doing
- What Londoners' would **potentially** do and the **barriers** they face


KEY MESSAGE 1:

LONDONERS ARE CONCERNED
ABOUT, IMPACTED BY, AND
MOTIVATED TO TAKE ACTION
ON CLIMATE CHANGE

82% of Londoners say they are concerned about climate change



Q003. How concerned are you about climate change? Base: All Londoners 16+ (n=1006)

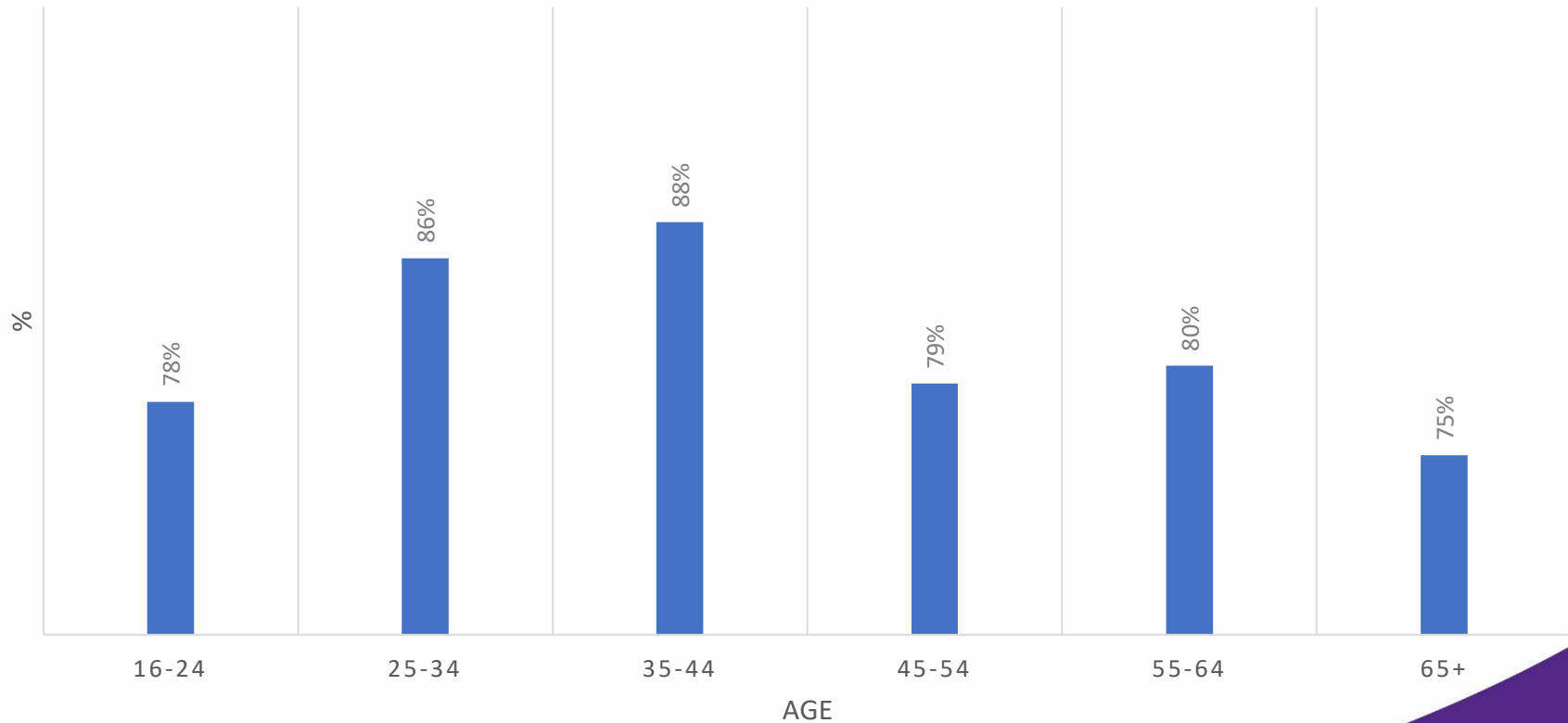


**85% of women say they are
concerned about climate change,
compared to 80% of men**

**LONDON
COUNCILS**

CONCERNED ABOUT CLIMATE CHANGE

Londoners concerned about climate change by age



Q003. How concerned are you about climate change? Base: All Londoners 16+ (n=1005)

CONCERNED ABOUT CLIMATE CHANGE

- There is a **social gap** with 87% of ABC1s concerned as compared to 76% of C2DEs.
- **Inner London** (85%) is more likely to be concerned than **Outer London** (80%)
- 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%** of those groups saying they are concerned about climate change.



57% of Londoners say their concern about climate change has increased over the last year

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Q004. Has your level of concern over climate change changed in the last 12 months? Base: All Londoners 16+ (n=1006)



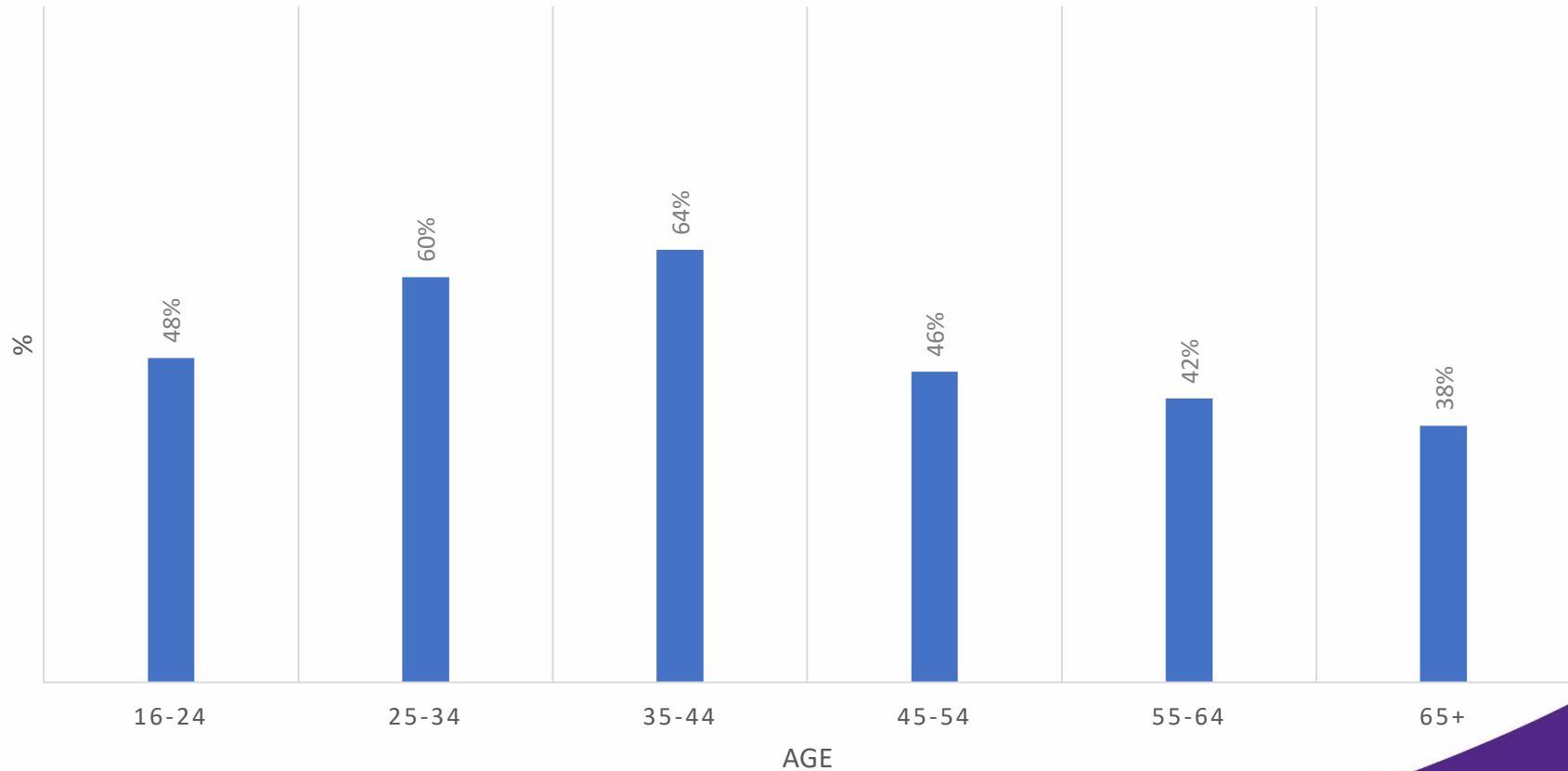
52% of Londoners feel their day-to-day life in London has been impacted by the changing climate

LONDON
COUNCILS

Q019. 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)

IMPACTED BY CLIMATE CHANGE

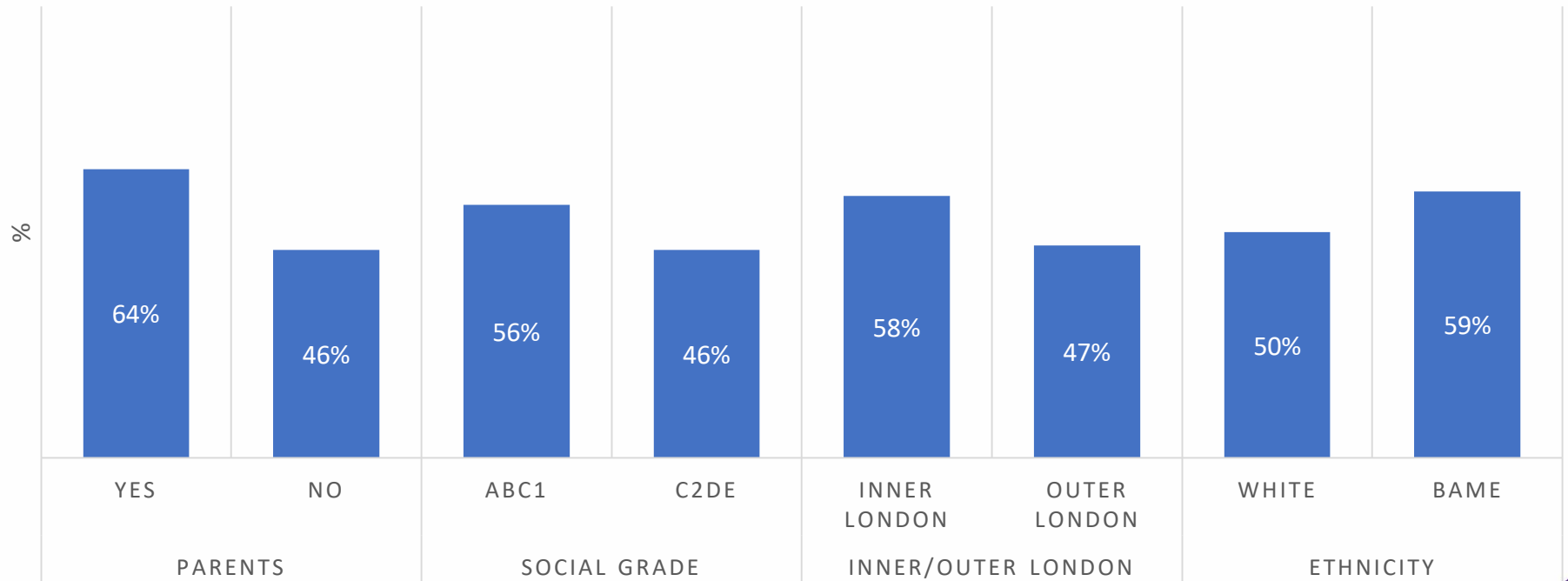
Londoners impacted by climate change by age



Q019. 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)

IMPACTED BY CLIMATE CHANGE

Londoners impacted by climate change by category



Q019. 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)



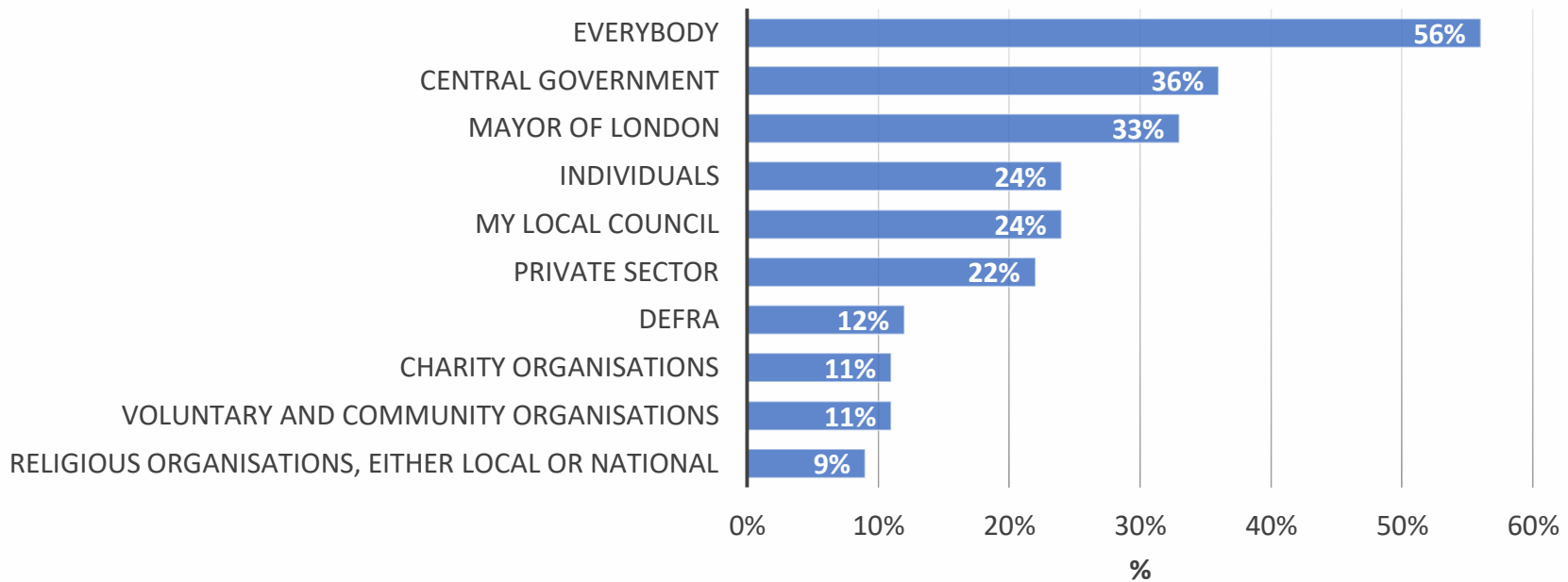
87% of Londoners say they are motivated to help prevent climate change

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Q005. How motivated are you to help prevent climate change? Base: All Londoners 16+ (n=1006)

MOTIVATED TO TAKE ACTION ON CLIMATE CHANGE

Londoners' opinions on whose responsibility climate change is



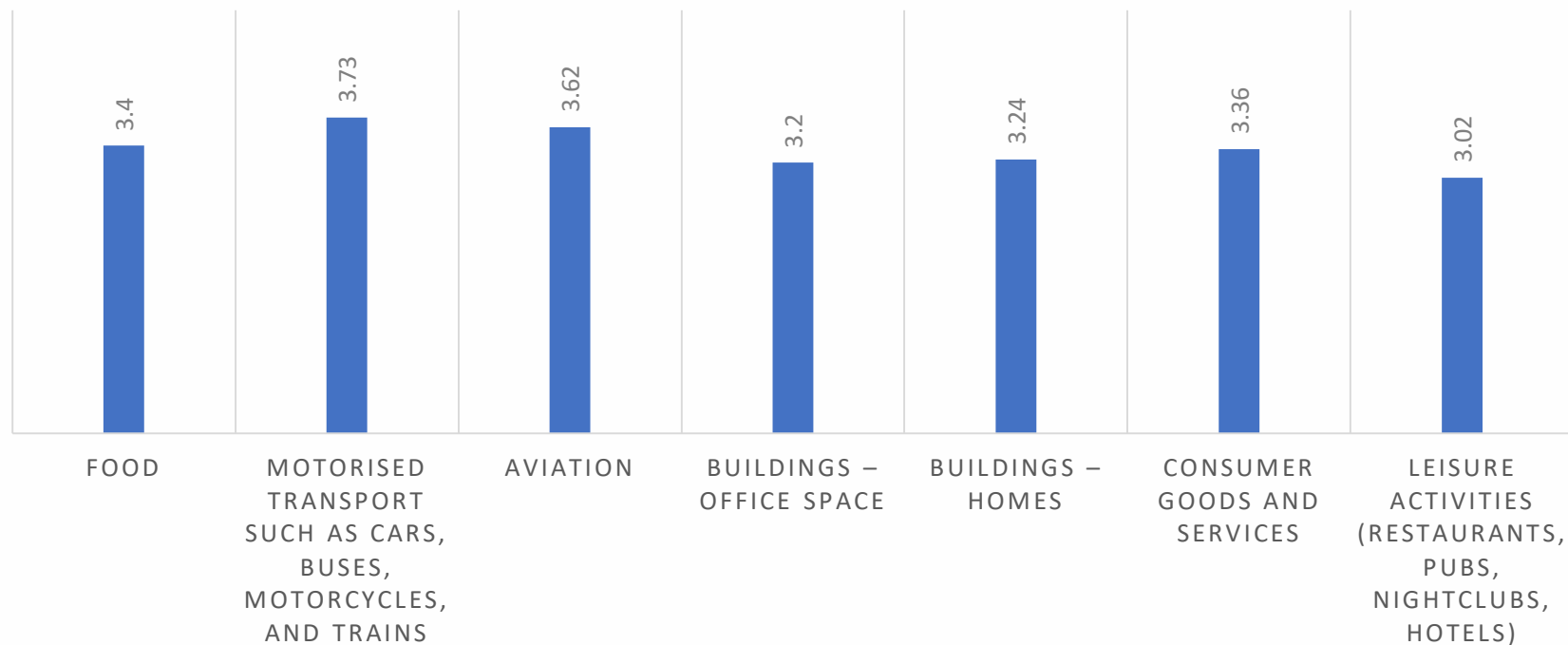
Q020. Who do you think is responsible for preventing and adapting to climate change in London?
Base: All Londoners 16+ (n=1006)

KEY MESSAGE 2:

**LONDONERS HAVE A LIMITED
UNDERSTANDING OF THE
DIFFERENT SECTORAL
IMPACTS**

UNDERSTANDING OF SECTORAL IMPACTS

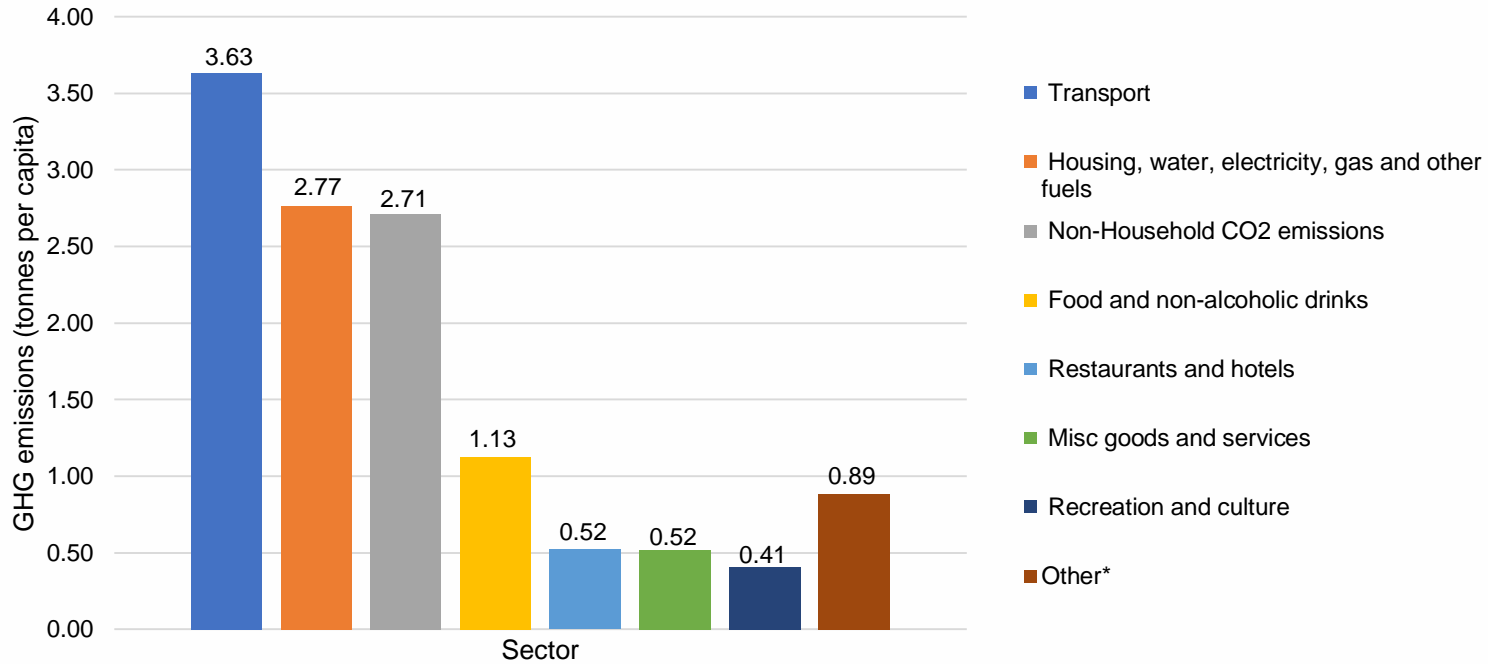
Londoners' opinions on contribution to climate change by sector



Q010. 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)

UNDERSTANDING OF SECTORAL IMPACTS

London's 2016 consumption-based GHG emissions



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

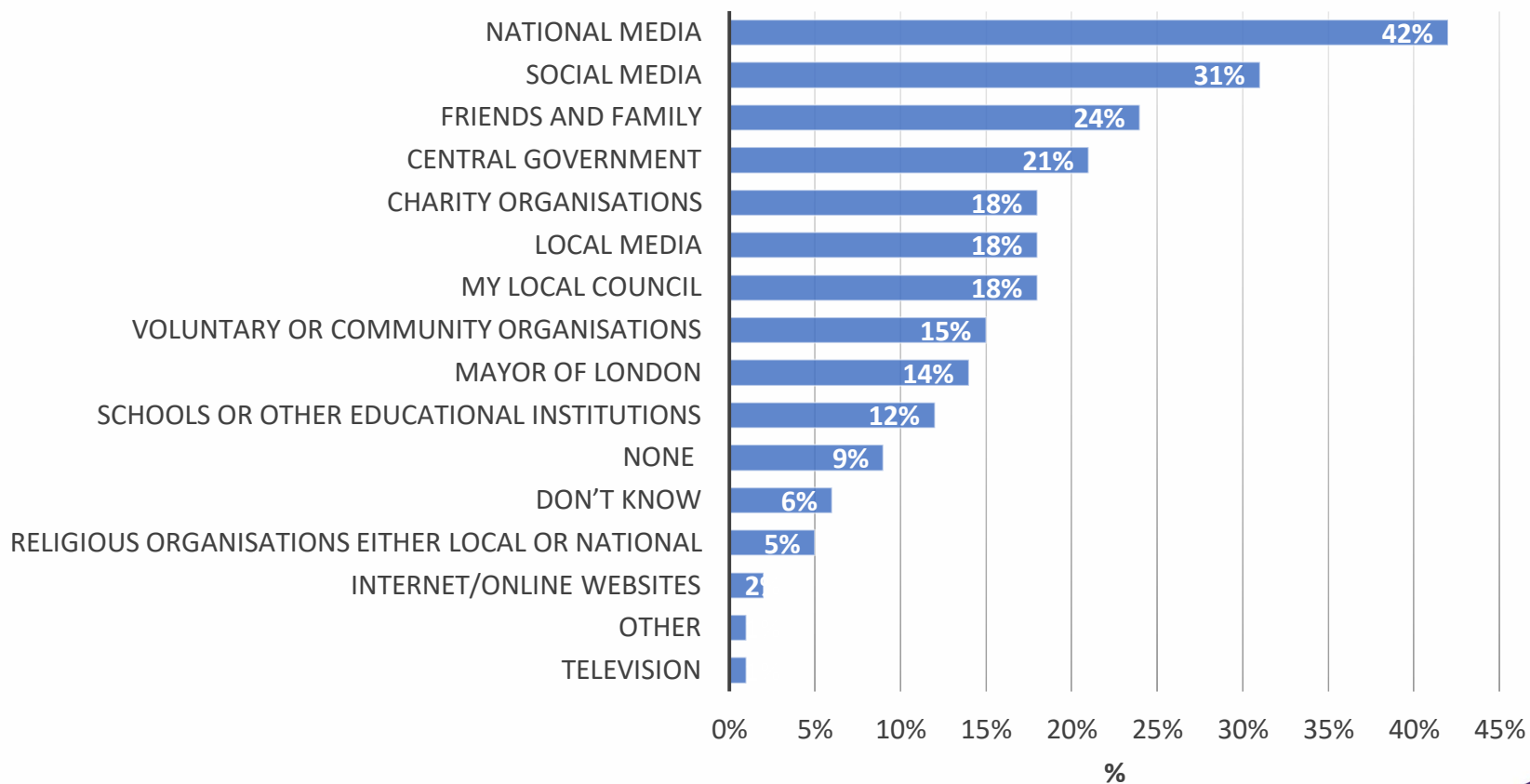
https://www.london.gov.uk/sites/default/files/final_report_-_consumption_ghg_accounts_for_london_-_for_publication.pdf

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

KEY MESSAGE 3

DIFFERENT GROUPS OF
LONDONERS GET THEIR
INFORMATION ON CLIMATE
CHANGE FROM DIFFERENT
SOURCES

SOURCES OF INFORMATION ON HOW TO HELP STOP CLIMATE CHANGE



Q009. From whom or where do you find information about how to help stop climate change? Base: All Londoners 16+ (n=1006)

SOURCES OF INFORMATION ON HOW TO HELP STOP CLIMATE CHANGE

- There is a **generation gap** between the use of national and social media.
- The majority (50%) of **16 – 24 year olds** stated they find information on social media, as compared to 8% of over 65s.
- The majority **55 – 64 year olds and over 65s** (59% and 55%) receive information from the national media, as compared to 23% of 16 – 24 year olds
- Social media is more likely to be used as a source of information by women (35%) rather than men (27%) and those living in inner London (38%) rather than outer London (26%).
- 16 – 24 year olds are twice as likely to get information from friends and family (34%) as the over 65s (15%)

Q009. From whom or where do you find information about how to help stop climate change? Base: All Londoners 16+ (n=1006)

KEY MESSAGE 4:


**LONDONERS ARE
ALREADY STEPPING UP AND
ADOPTING CLIMATE FRIENDLY
BEHAVIOUR**

**59% of Londoners say concerns
about climate change affect their
day-to-day decisions**



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Q007. How much does climate change affect your decision-making in your day-to-day life? Base: All Londoners 16+ (n=1006)

A person with long dark hair, wearing a grey sweater and dark pants, is walking away from the camera down a brightly lit supermarket aisle. The aisle is lined with shelves of various products, including boxes of HUG cereal on the left and laundry detergent on the right. The floor is highly reflective, showing the person and the shelves. The overall scene is slightly blurred, emphasizing the text overlay.

46% of Londoners say they are considering the effects on our climate when making day-to-day purchases

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45% of Londoners say they are reducing electricity usage at home

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COUNCILS**

Q011. 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)



37% of Londoners say they are walking and cycling more when travelling privately

**LONDON
COUNCILS**


Q011. 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)



34% of Londoners say they are going meat free once a week

LONDON
COUNCILS

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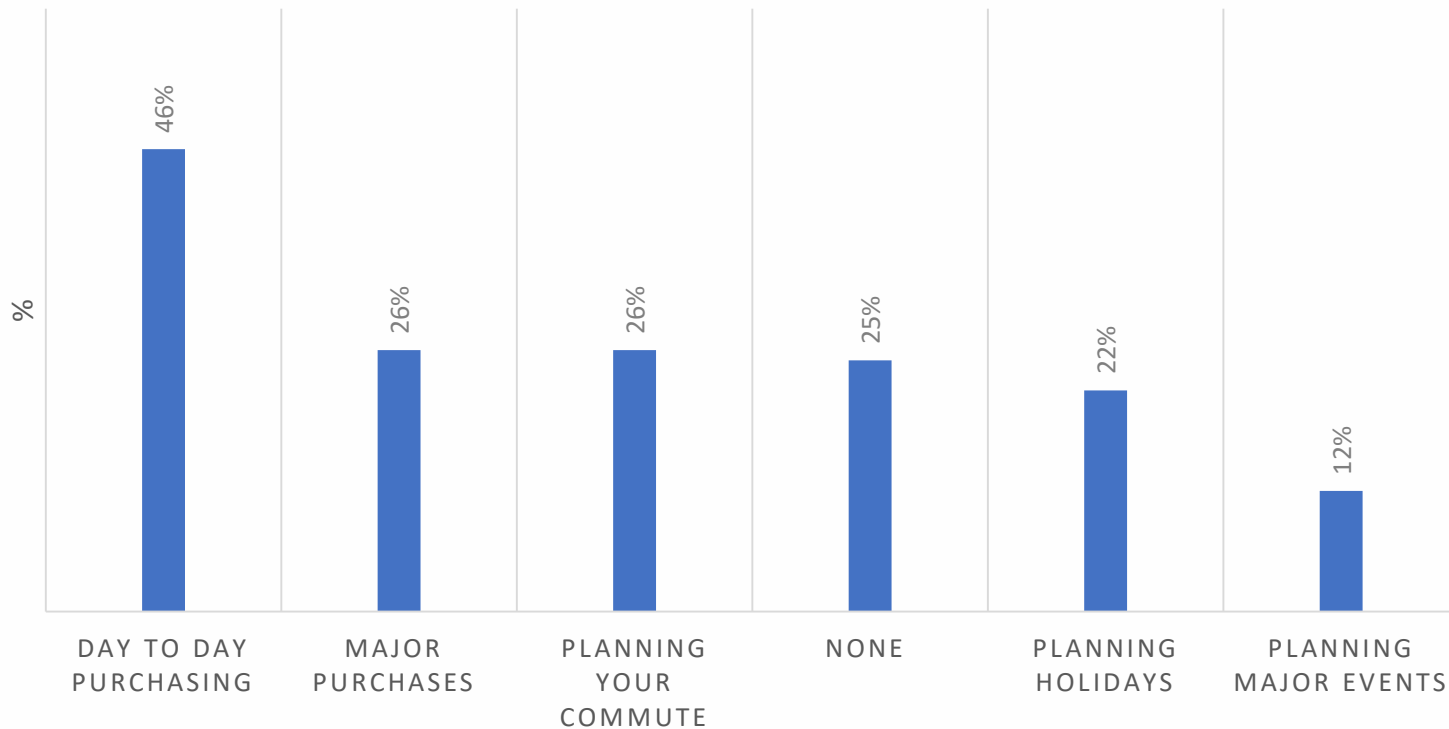
Around 10% say they have taken up high-impact behaviours, such as giving up flying, choosing a vegan diet or installing solar panels

**LONDON
COUNCILS**

Q011. 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)

CLIMATE IS LESS LIKELY TO BE CONSIDERED IN HIGH IMPACT AREAS

Londoners opinions on when climate change impacts their decisions



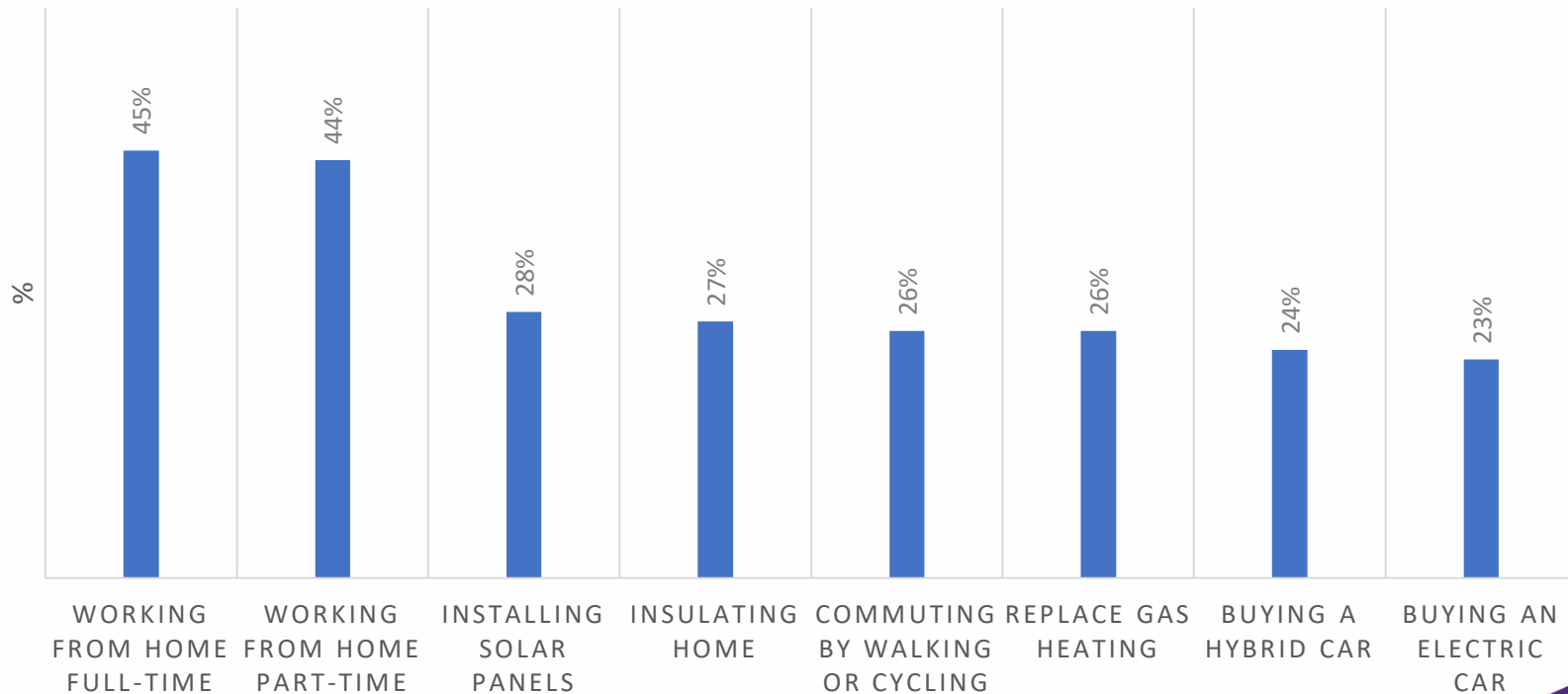
Q008. In what types of decisions is climate change a factor for you? Base: All Londoners 16+ (n=1006)

KEY MESSAGE 5:

LONDONERS ARE
WILLING TO GO FURTHER
BUT WILL NEED SUPPORT TO
DO SO

LACK OF AVAILABILITY OR COST ARE KEY BARRIERS TO HIGH IMPACT BEHAVIOUR

Percentage of Londoners citing availability in taking up these options

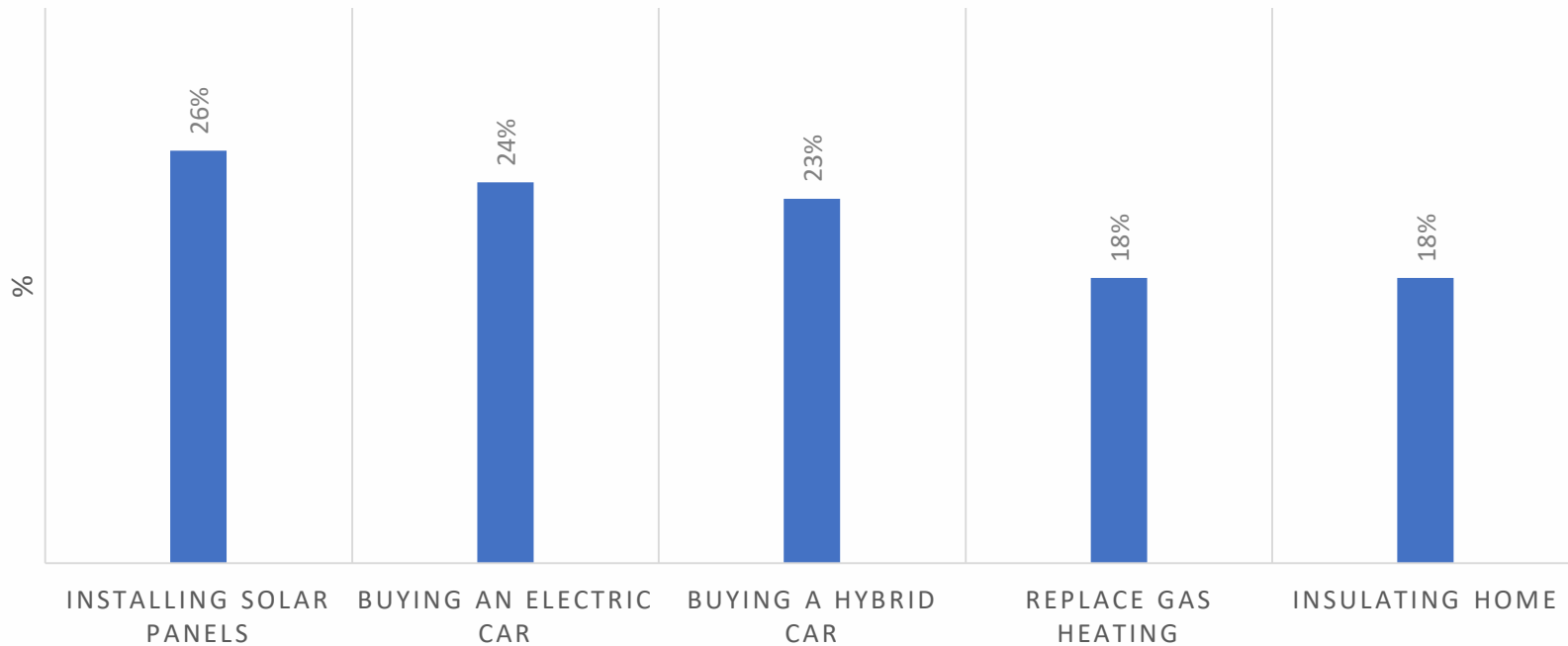


Q012. What is the main barrier to you doing this? Base: All possible rejectors

Working from home full-time (n=554); Working from home part-time (n=499); Commuting by walking or cycling (n=468); Installing solar panels (n=640); Insulating home (n=433); Replace gas heating (n=638); Buying a hybrid car (n= 620); Buying an electric car (n=626)

LACK OF AVAILABILITY OR COST ARE KEY BARRIERS TO HIGH IMPACT BEHAVIOUR

Percentage of Londoners citing cost in taking up these options



Q012. What is the main barrier to you doing this? Base: All possible rejectors

Installing solar panels (n=640); Insulating home (n=433); Replace gas heating (n=638); Buying a hybrid car (n=620); Buying an electric car (n=626)

Key Takeaways

- Londoners **are concerned and motivated** to take action across all groups.
- London needs to be an **enabling and inclusive environment** for sustainability.
- **Different approaches** will be needed for London's diverse communities.
- The results from this survey **will feed into the action plans** being developed under the climate change programmes

Polling Methodology

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