



**10:10**

## **Climate Change – Headline Findings**



**22<sup>nd</sup> October 2014**



## BACKGROUND

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### Objectives

- 10:10 commissioned ComRes to provide data to illustrate the feelings of British adults towards taking action on climate change and how best to motivate them to take action themselves.

### Methodology

Survey details	
<i>Sample</i>	British adults
<i>Sample size</i>	2,031
<i>Methodology</i>	Public omnibus – online
<i>Fieldwork dates</i>	15 <sup>th</sup> – 16 <sup>th</sup> October 2014

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## SUMMARY

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- **More information on the actions that people can take and the impact that these actions can have will be important to convince people that tackling climate change is achievable and motivate them to take action;** currently large proportions feel that people are less likely to take action because they are not sure what difference their actions will make, and that most of the information they receive focuses on the impact of climate change. These factors lead to **over half of British adults feeling that people are less likely to take action to tackle climate change because they think the problem is too big to overcome.**
- The importance of informing people how achievable change is and what actions they can take is also shown when people are asked what would motivate them personally to take more action; the **three most motivational factors** are seen to be **hearing more about the solutions to climate change, hearing more about the potential benefits of action on climate change, and hearing about how quickly solutions to climate change can be implemented.**

## FINDINGS

### Attitudes towards climate change action

- A focus on the impacts of climate change at the expense of information about the solutions to and the impact that actions can have appears to be a barrier to people taking action themselves.
  - Seven of ten British adults agree that “people are less likely to take action to tackle climate change because they are unsure of the difference that their actions will make” (71%) and that “most of the information I see or hear about climate change focuses on its impacts” (70%) – suggesting that the impact of climate change is more established in the public mind than the actions they can take themselves to make a difference here.
  - Supporting this idea, a similar proportion agree that “people would be more inclined to support action to reduce carbon emissions if they heard more about the solutions to climate change” (68%).
  - Although it is the option least likely to be agreed with, it is still concerning that over half (58%) of British adults feel that “people are less likely to take action to tackle climate change because they think the problem is too big to overcome”, again highlighting the importance of showing people the impact that their actions can have on this issue.

*Q. To what extent do you agree or disagree with the following statements about climate change?*

Options	NET: Agree (Strongly agree + tend to agree)	NET: Disagree (Strongly disagree + tend to disagree)	Don't know
People are less likely to take action to tackle climate change because they are unsure of the difference their actions will make	71%	15%	14%
Most of the information I see or hear about climate change focuses on its impacts	70%	13%	17%

People would be more inclined to support action to reduce carbon emissions if they heard more about the solutions to climate change	68%	15%	17%
People would be more likely to support and take action to tackle climate change if they heard more about the actions that others are taking	62%	21%	17%
People would be more inclined to support action to reduce carbon emissions if they heard more about the impacts of climate change	62%	22%	16%
People are less likely to take action to tackle climate change because they think the problem is too big to overcome	58%	25%	17%

*Base: All respondents (n=2,031)*

- For this question, and throughout the survey, women are more likely to agree with almost all of the statements. It appears that concern about climate change, and the desire for action on this is higher among women than men, highlighting men as a key target for communications around the impact of climate change as well as the actions that can be taken to tackle it.

## Encouragement to take action

- **In line with the responses to the previous question, information about solutions to climate change and their benefits can be seen to be more of a motivating factor than further information on the impact of climate change.**
  - The three most motivating factors among British adults are “hearing more about the solutions to climate change (41%), “hearing more about the potential benefits of action on climate change” (39%) and “hearing about how quickly solutions to climate change can be implemented” (39%). Again this implies that people understand that climate change is a serious issue, but need to be convinced that it is something that they can personally have an impact on.
  - There remains a minority of people who will be difficult to convince to take action however, with 25% of British adults saying that none of these steps would make them more likely to take action on climate change.

*Q. Which of the following, if any, would make you more likely to take action to help tackle climate change?*

Options	
Hearing more about the solutions to climate change	41%
Hearing more about the potential benefits of action on climate change	39%
Hearing about how quickly solutions to climate change can be implemented	39%
Hearing about the success of other people's efforts to tackle climate change	37%
Hearing more about the impact that climate change will have	33%
None of the above	25%

*Base: All respondents (n=2,031)*

***For more information please contact:***

Rachel Phillips  
Research Team Leader  
020 7871 8657  
[Rachel.Phillips@comres.co.uk](mailto:Rachel.Phillips@comres.co.uk)