

# IPSOS UK Public opinion on the weather

July 2022

*Fieldwork for this research took place across two survey waves: 14-15 July, 18-19 July. Labels show when each question was asked.*

# Over three in four say they have been closely following stories about the weather – including slightly more men than women

How closely, if at all, have you been following stories about the weather?

Very / fairly closely

Not very / at all closely

*Fieldwork: 18-19 July 2022*

Among all

78% 21%

Men

82% 17%

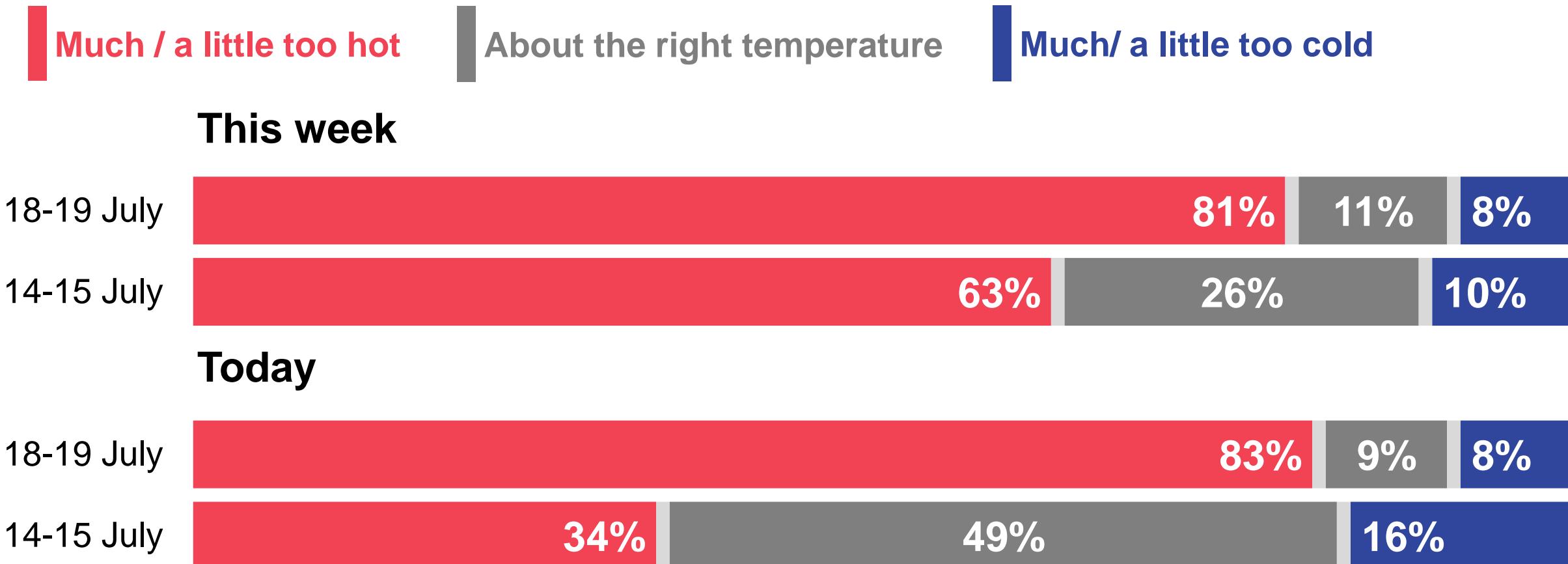
Women

75% 25%

Base: 1,000 Online British adults aged 18-75, 18-19 July 2022, Including men (450) and women (550).

# Four in five say the weather is too hot today and this week

How would you personally describe the temperature...?



Base: 14-15 July: 1,000 Online British adults aged 18-75, 14-15<sup>th</sup> July 2022, 18-19 July: 1,000 Online British adults aged 18-75

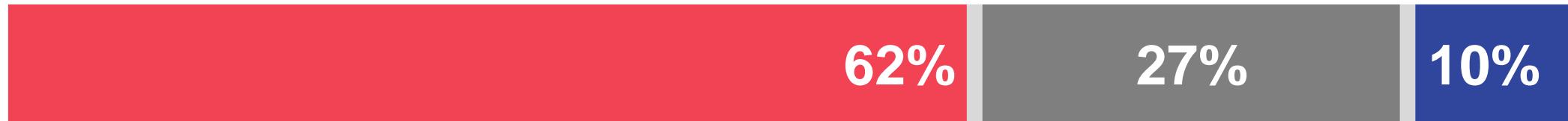
# Three in five say the current temperature is hotter than they expected

Generally speaking, would you describe the current temperature as...?

**Hotter than expecting**      **About temperature I was expecting**      **Colder than expecting**

***Fieldwork: 18-19 July 2022***

Among all



Men



Women



Base: 1,000 Online British adults aged 18-75, 18-19 July 2022, Including men (450) and women (550).

# Three in five say Brits do not cope well when temperatures exceed the typical for the season – and women are more pessimistic

Nowadays, how well, if at all, do you think people in Britain cope with the weather when temperatures exceed the typical temperature for the season?

Very / fairly well

Not very / at all well

*Fieldwork: 18-19 July 2022*

Among all

37%

62%

Men

50%

49%

Women

24%

74%

Base: 1,000 Online British adults aged 18-75, 18-19 July 2022, Including men (450) and women (550).

# Two in three say Brits talk about the weather too much

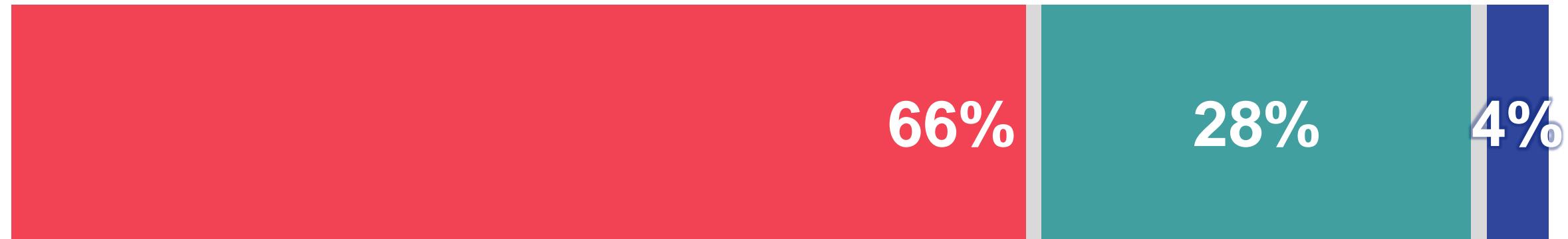
Do you personally think people in Britain talk about the weather...?

Too  
much

About the  
right amount

Too  
little

*Fieldwork: 18-19 July 2022*



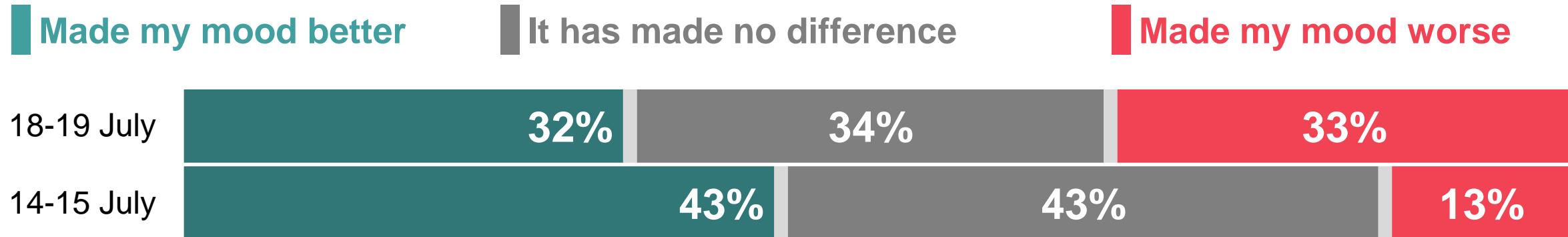
Base: 1,000 Online British adults aged 18-75, 18-19 July 2022,.

# Three in four say they are feeling happy, but are split as to whether the weather is making their mood better or worse

Generally speaking, how would you say you are feeling today...?



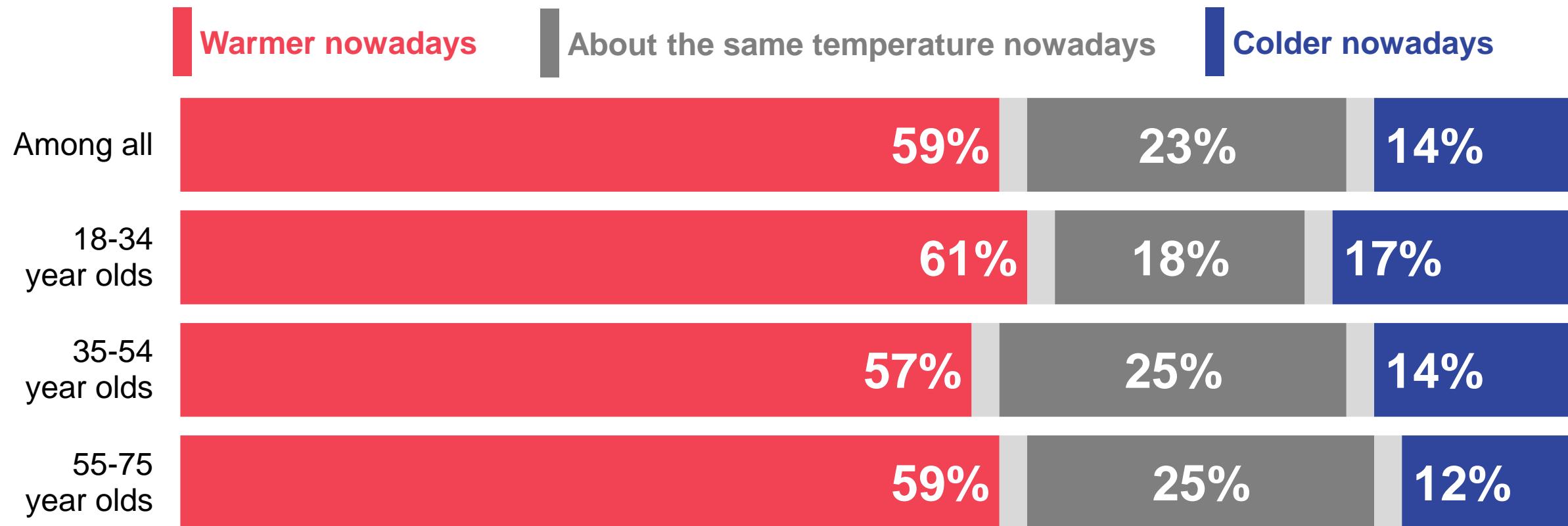
To what extent, if at all, has today's weather contributed to your overall mood?



Base: 14-15 July: 1,000 Online British adults aged 18-75, 14-15<sup>th</sup> July 2022, 18-19 July: 1,000 Online British adults aged 18-75

# Three in five believe it is now warmer than when they were a child

Compared to when you were a child, do you think weather temperatures in the UK nowadays are generally warmer, colder or about the same? **Fieldwork: 14-15 July 2022**

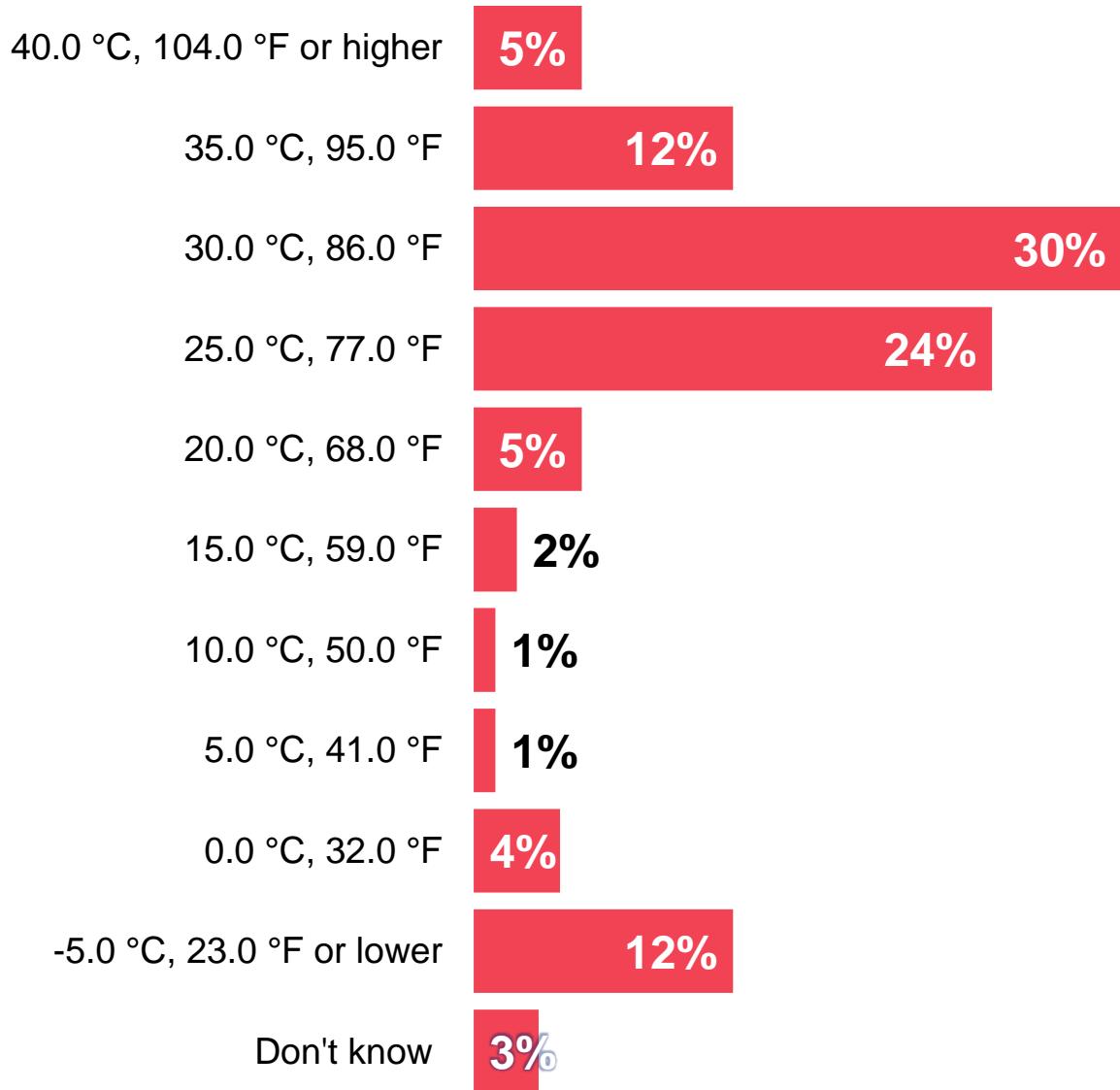


Base: 1,000 Online British adults aged 18-75, 14-15<sup>th</sup> July 2022. Including 18-34s (226), 35-54s (427), 55-75s (347)

# What temperature is too hot?

To the nearest 5 °C (Celsius) at which point does the temperature become **too hot** for you personally?

**Fieldwork: 14-15 July 2022**

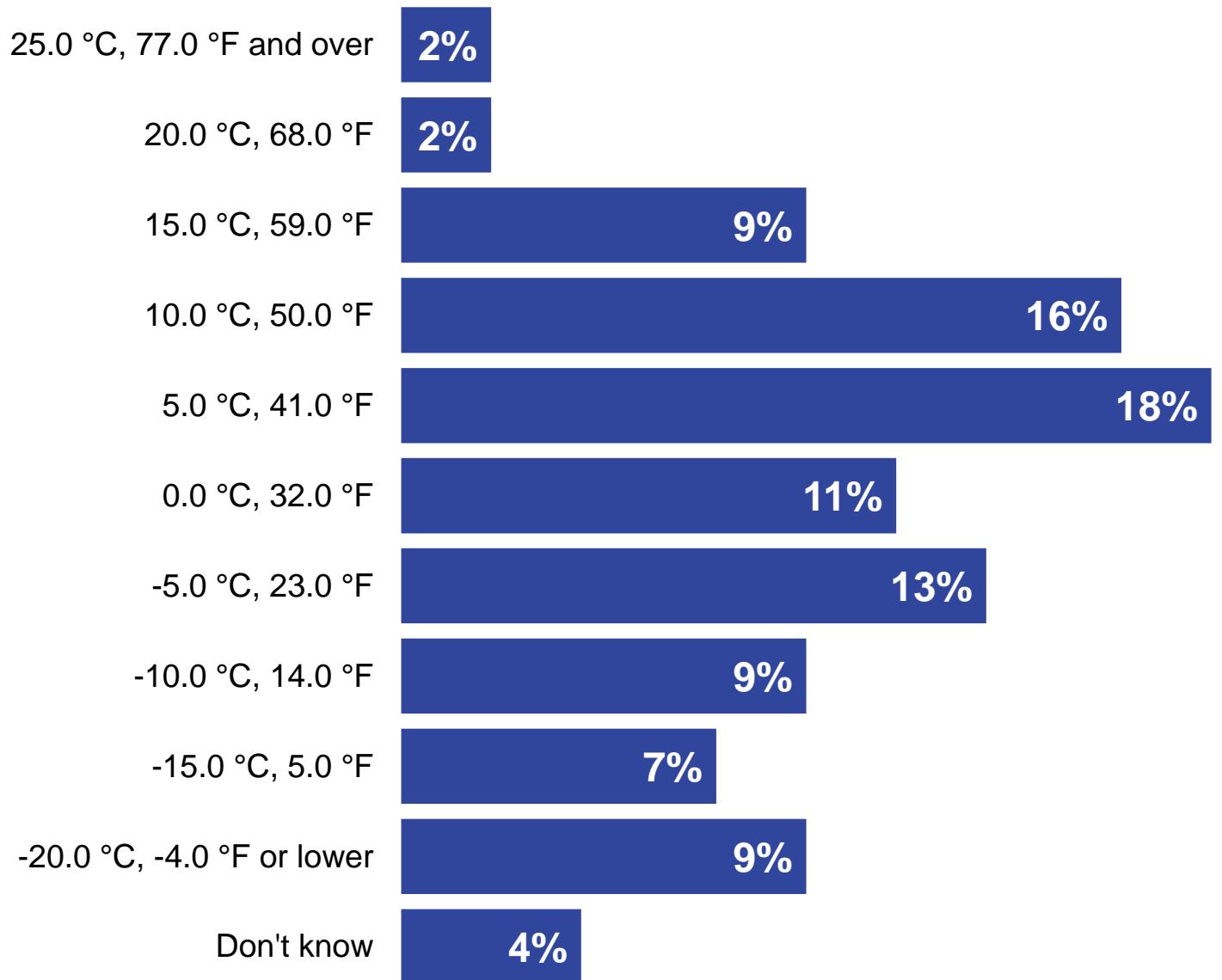


Base: 1,000 Online British adults aged 18-75, 14-15<sup>th</sup> July 2022

# What temperature is too cold?

To the nearest 5 °C (Celsius) at which point does the temperature become too cold for you personally?

**Fieldwork: 14-15 July 2022**

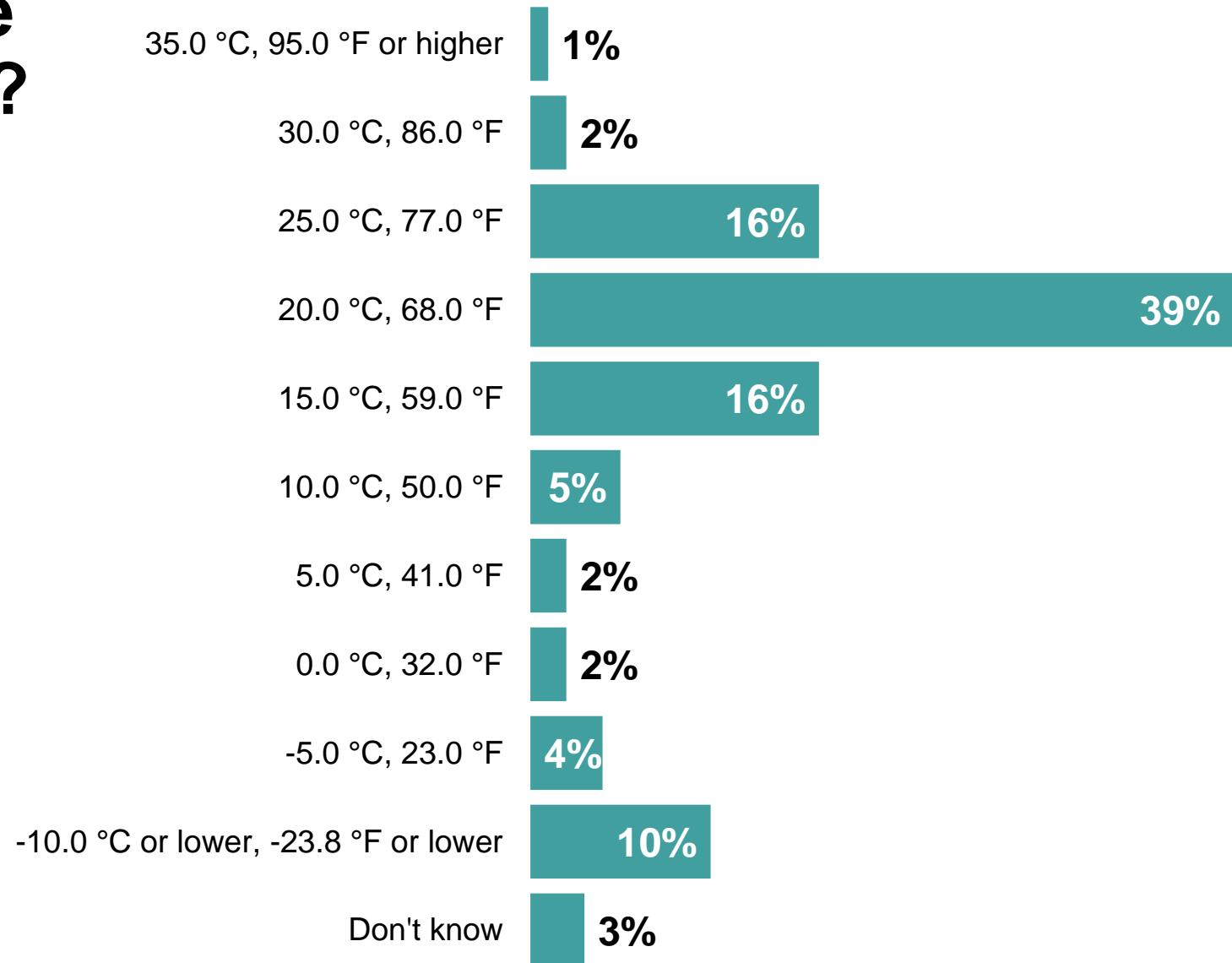


Base: 1,000 Online British adults aged 18-75, 14-15<sup>th</sup> July 2022

# What temperature is perfect for you?

To the nearest 5 °C (Celsius) at which point does the temperature become the **perfect temperature** for you?

**Fieldwork: 14-15 July 2022**



Base: 1,000 Online British adults aged 18-75, 14-15<sup>th</sup> July 2022

# Ipsos UK

## Weather Polling July 2022

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

