

OBS' COP 2022 CLIMATE CHANGE AND PUBLIC OPINIONS INTERNATIONAL OBSERVATORY

Presentation of results in United Kingdom

OCTOBER 2022

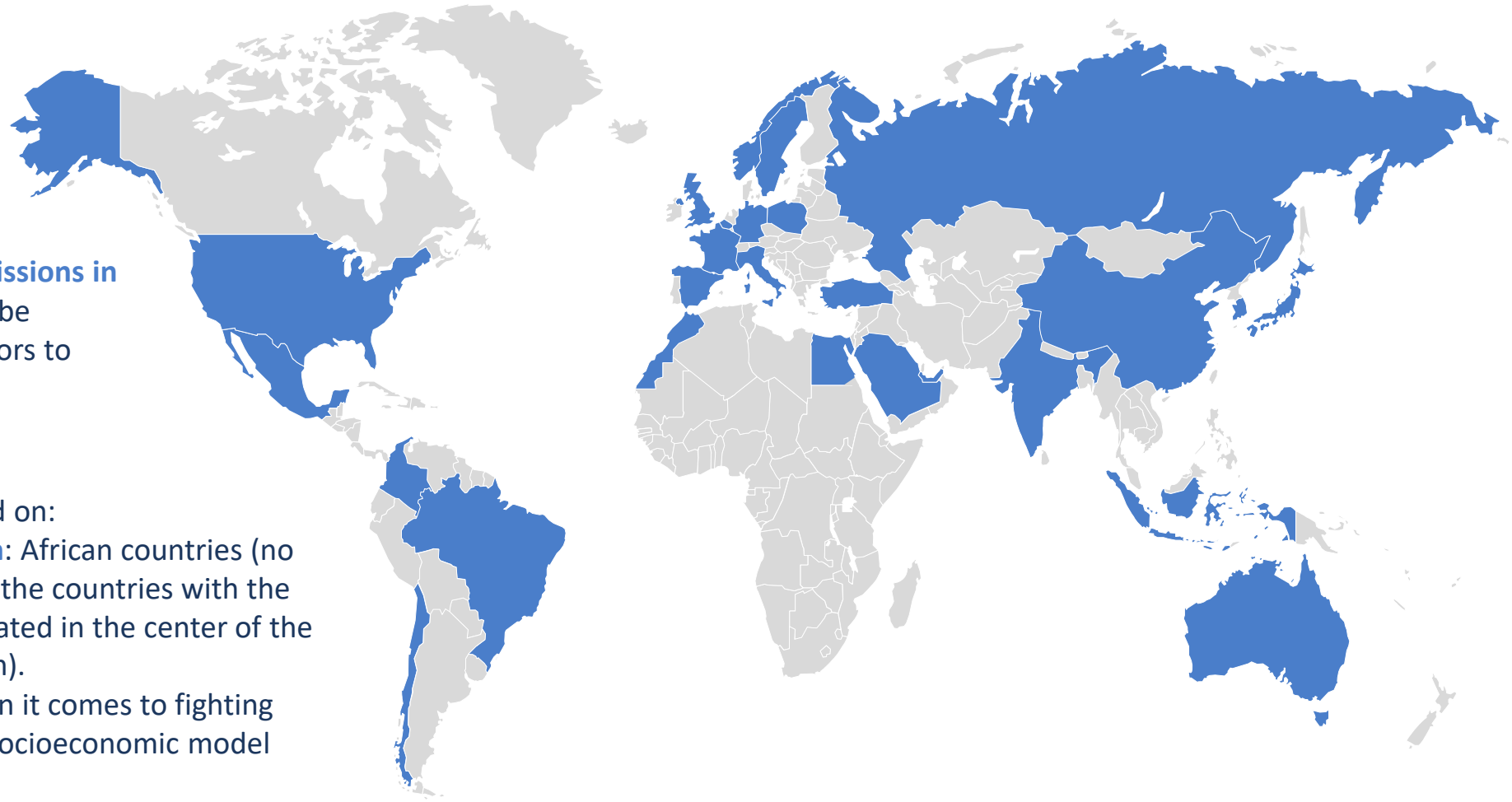
GAME CHANGERS



A reference study in 30 countries

The sample of countries questioned includes:

- 1 Countries with the **highest CO2 emissions in tons per year**, which can therefore be considered as the biggest contributors to climate change
- 2 Along with countries selected based on:
 - their **geographic location**: African countries (no African countries among the countries with the highest emissions) or located in the center of the European Union (Belgium).
 - their **exemplariness** when it comes to fighting climate change and the socioeconomic model (Norway, Sweden)



Context and methodology

Context

A wide-ranging, brand new study initiated by EDF and conducted by Ipsos in 30 countries, including countries with the highest CO2 emissions, and representative of two-thirds of the global population.

As a major player in the energy sector on an international level, EDF wanted to produce an international status report on opinions, knowledge, expectations and levels of engagement in relation to climate change, to add to reflection and contribute to the constructive search for solutions for the future.

This report is intended for United Kingdom only

Methodology

Nationally representative sample of the population aged 16 and over.

Data collection method: Ipsos online panel

Sample size: 1000 respondents

Quotas: gender, age, region, profession, agglomeration size

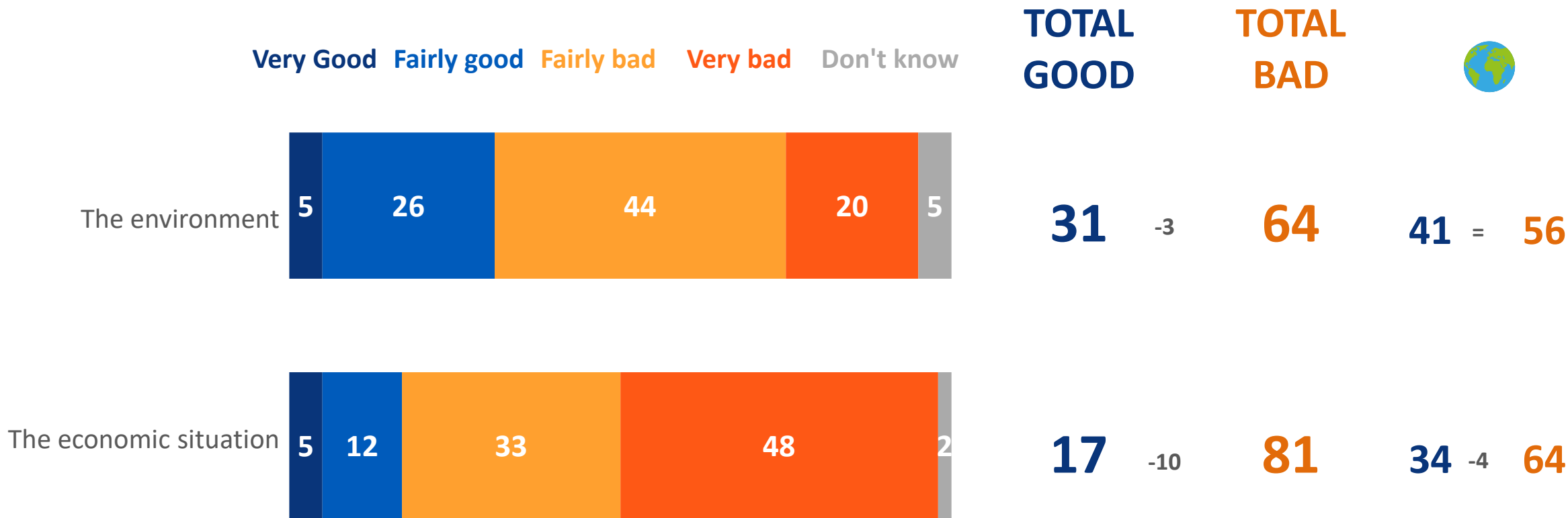
Fieldwork dates: 31 August to 6 September 2022

Climate change: status of knowledge and perceptions among populations

1

Most British people consider the environmental and economic situation to be bad in their country and that it has deteriorated

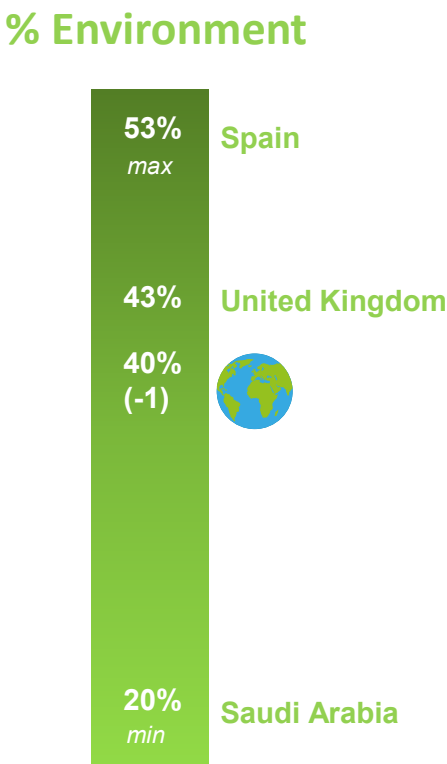
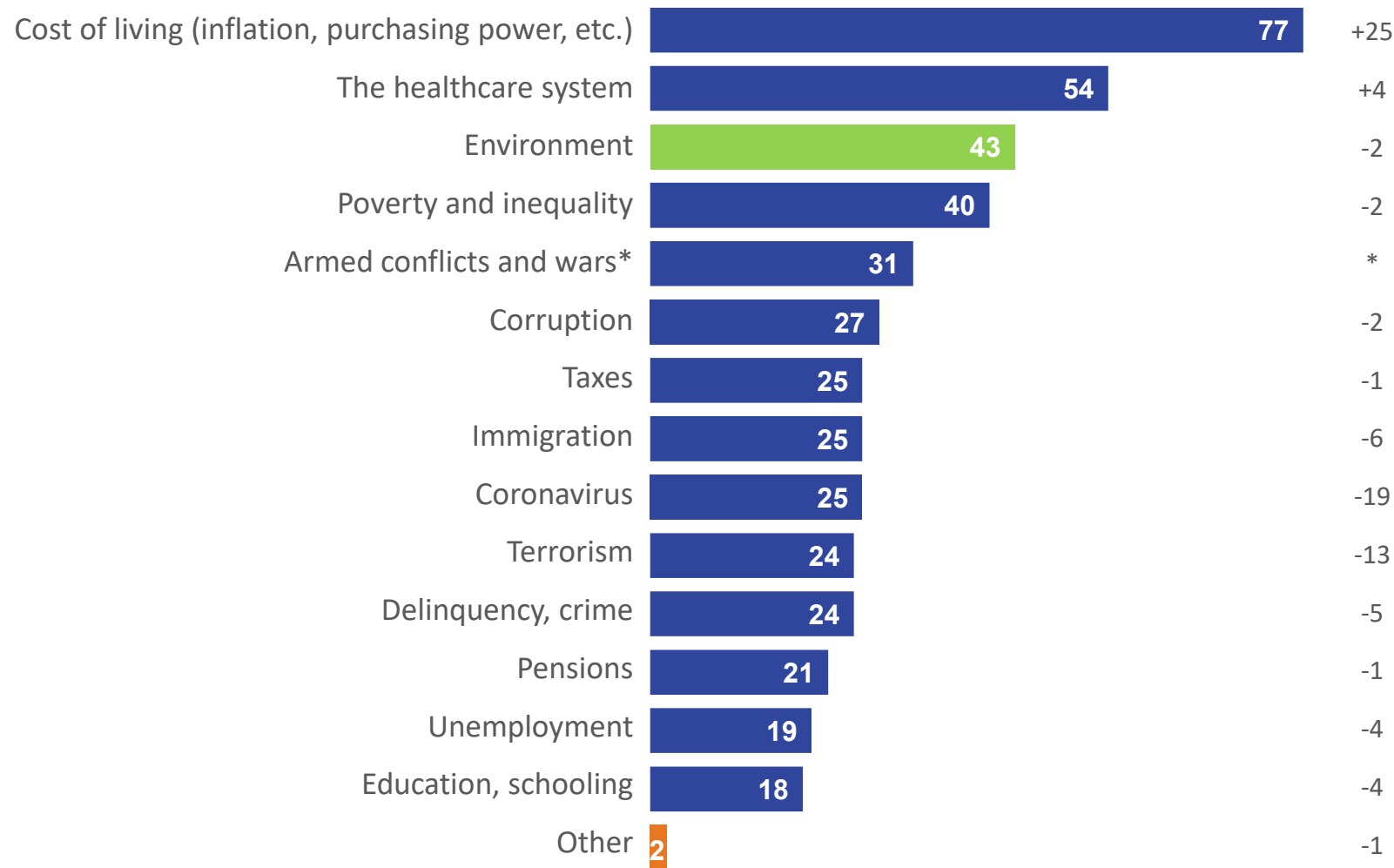
For each of the following areas, tell me whether the situation in your country seems to you to be :



Question A1. For each of the following areas, tell me whether the situation in your country seems to you to be :Base: All

Within this context, there has been a steep increase in those most worried about the cost of living, while the environment is less of a concern

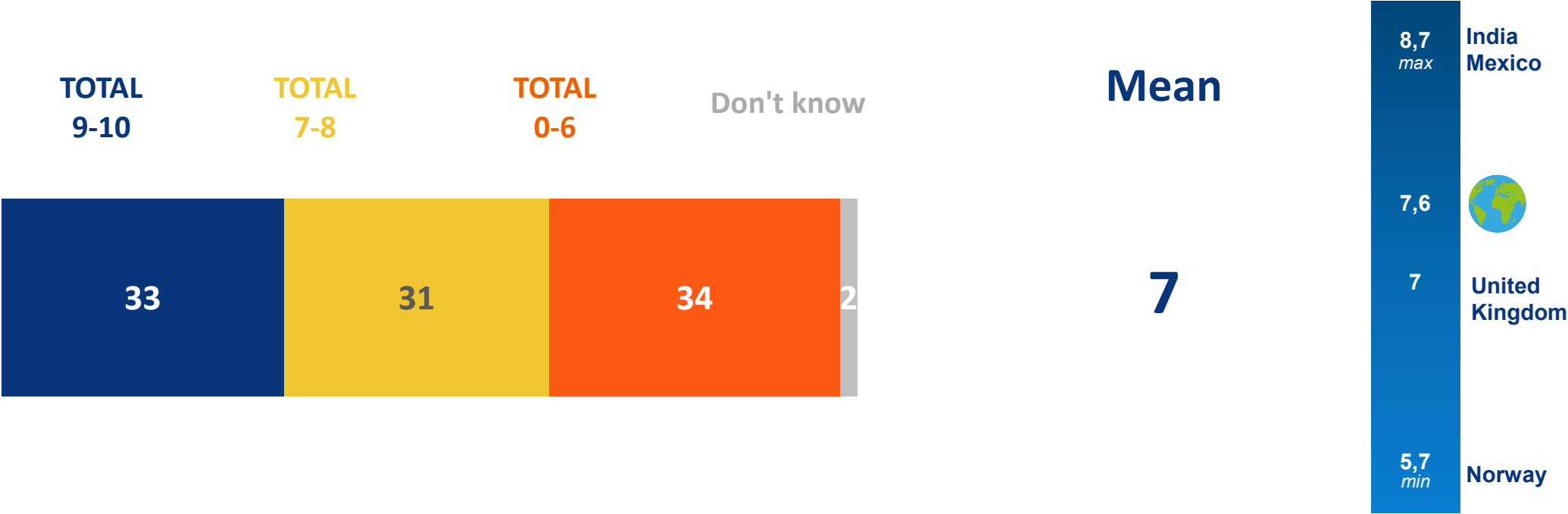
From this list, which topics worry you the most?



Question A1bis. From this list, which topics worry you the most? Base: All
*New item
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One third of British people are very concerned about the environment, slightly below the global average

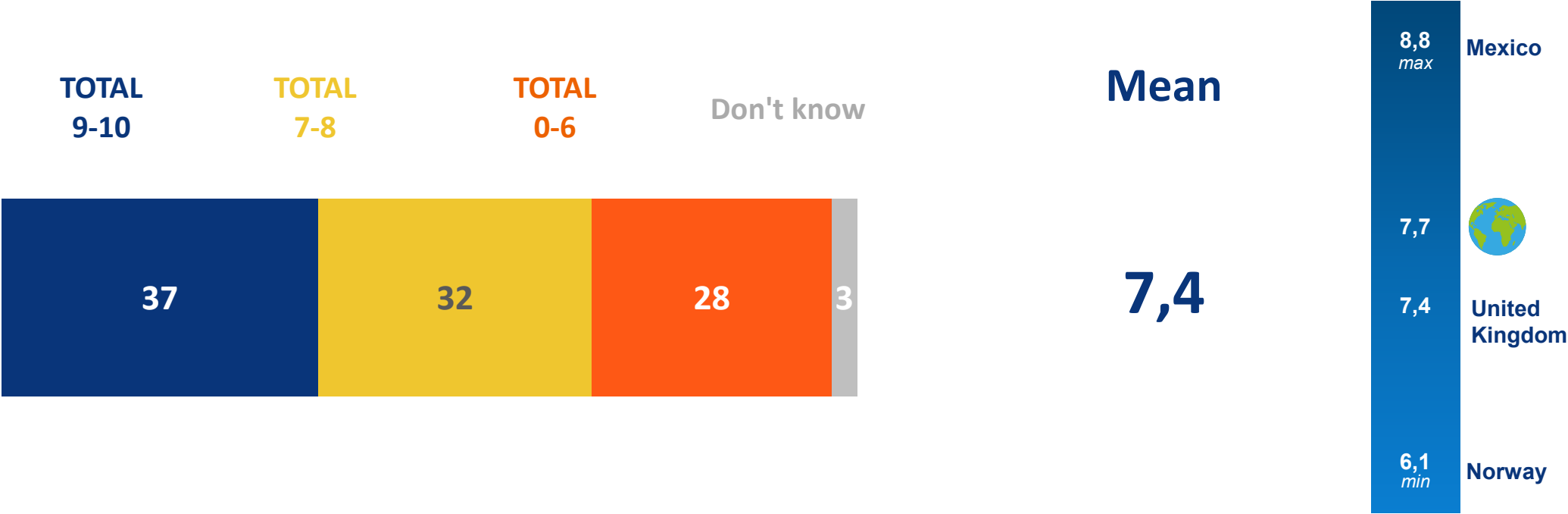
To what extent are you concerned about the environmental situation?



Question A6ENV. To what extent are you concerned about the environmental situation?
A score of 10 means that you are very concerned about the environmental situation, and a score of 0 means that you are not concerned at all. Scores in between can be used to express your opinion more precisely.
Base: All

When asked about climate change, nearly 4 in 10 are very concerned

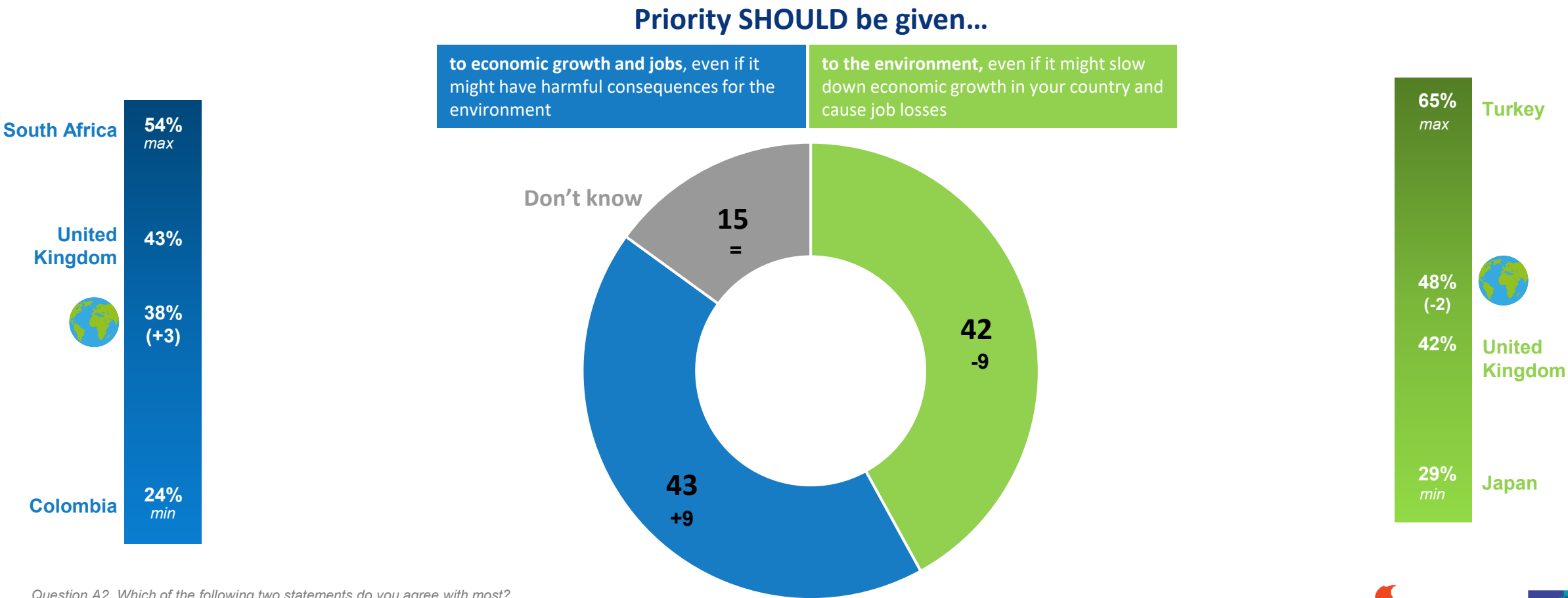
To what extent are you concerned about climate change?



Question B17. To what extent are you concerned about climate change?
A score of 10 means that you are very concerned about climate change, and a score of 0 means that you are not concerned at all. Scores in between can be used to express your opinion more precisely.
Base: All

Equal priority is now given to the economy and the environment, following a small majority last year for the environment

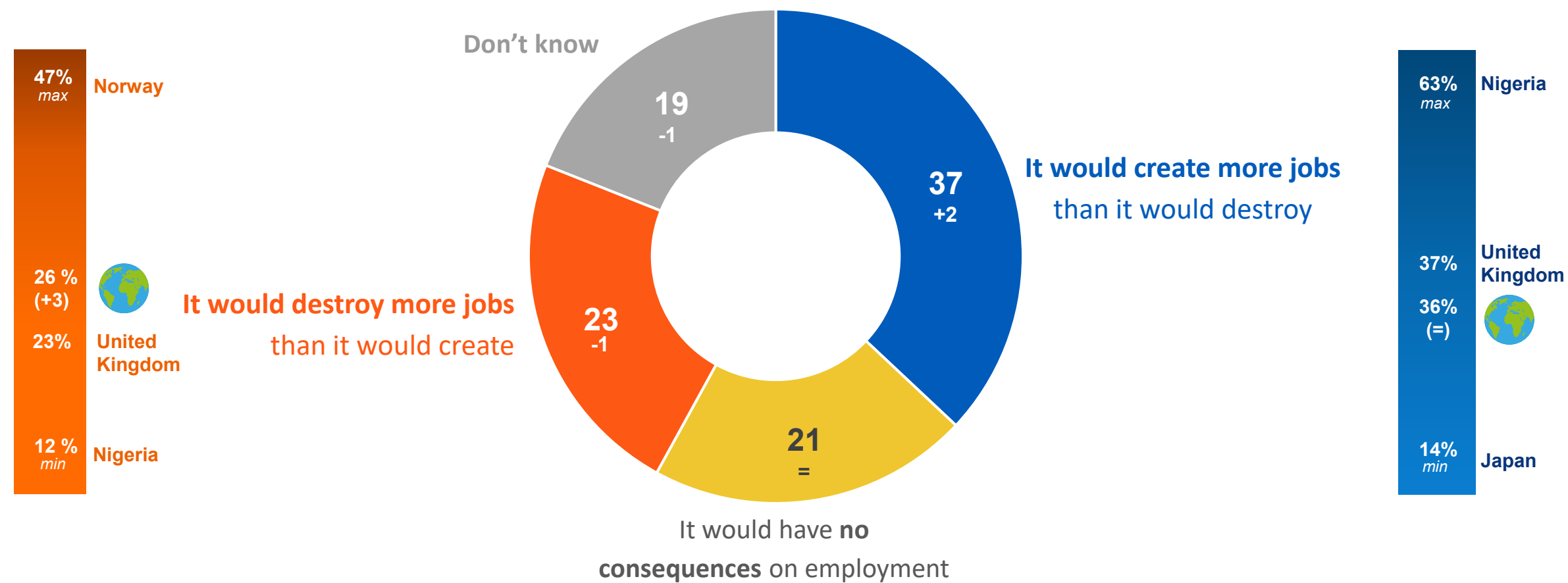
Which of the following two statements do you agree with most?



Question A2. Which of the following two statements do you agree with most?
Base: All

Favoring the environment would have more of a positive impact – or at least a neutral one – on employment

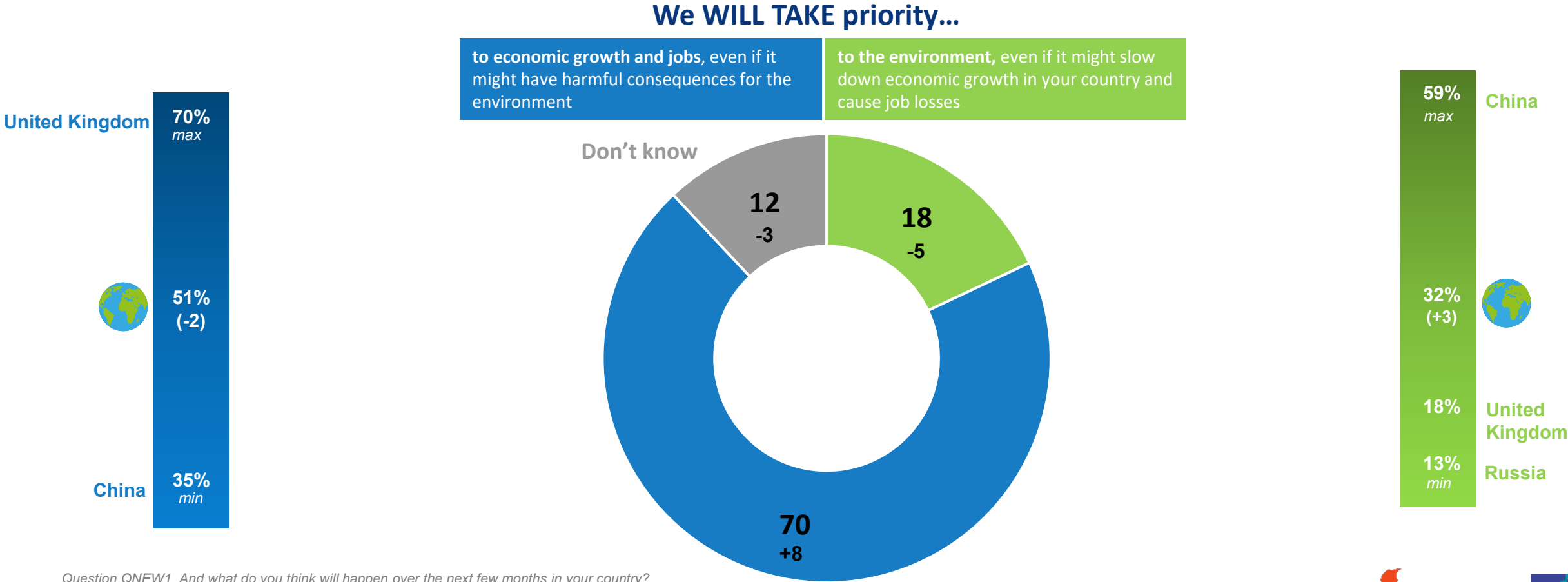
If the decision was made to prioritize the environment in your country, do you think that:



Question A4. If the decision was made to prioritize the environment in your country, do you think that: : Base: All

7 in 10 Brits consider that priority will be given to the economy and employment over the coming months, the highest globally

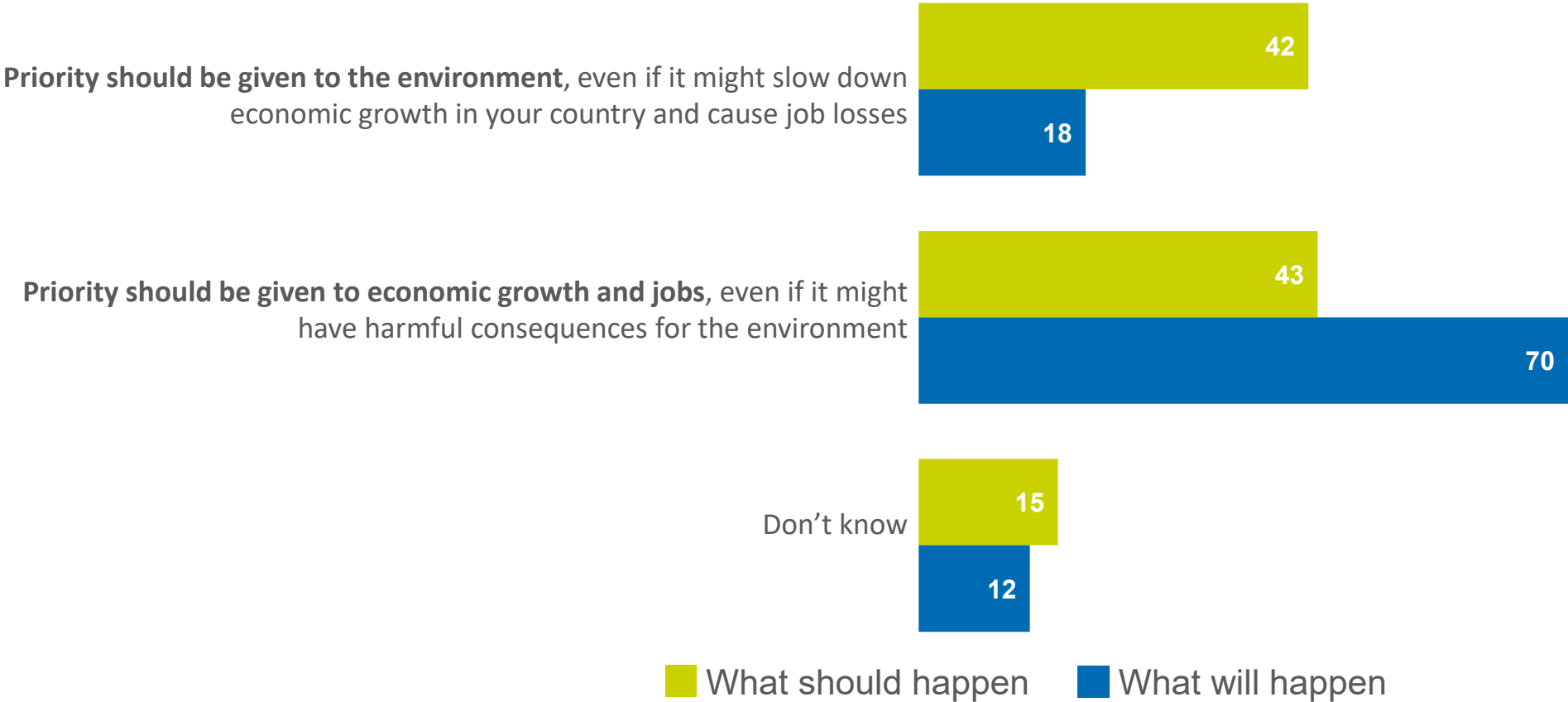
And what do you think will happen over the next few months in your country?



Question QNEW1. And what do you think will happen over the next few months in your country?
Base: All

There remains a gap between what the population want and what they expect to happen

Which of the following two statements do you agree with most?
And what do you think will happen over the next few months in your country?

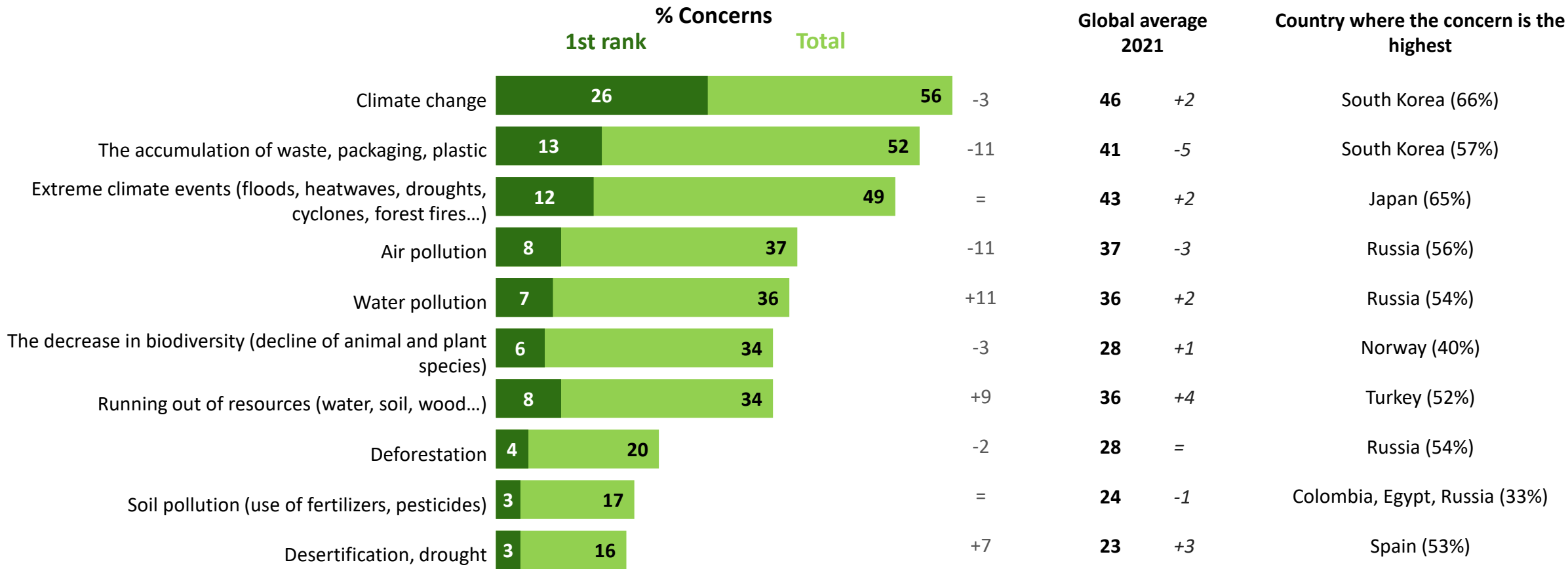


Question A2. And what do you think will happen over the next few months in your country?
Question QNEW1. And what do you think will happen over the next few months in your country?
Base: All



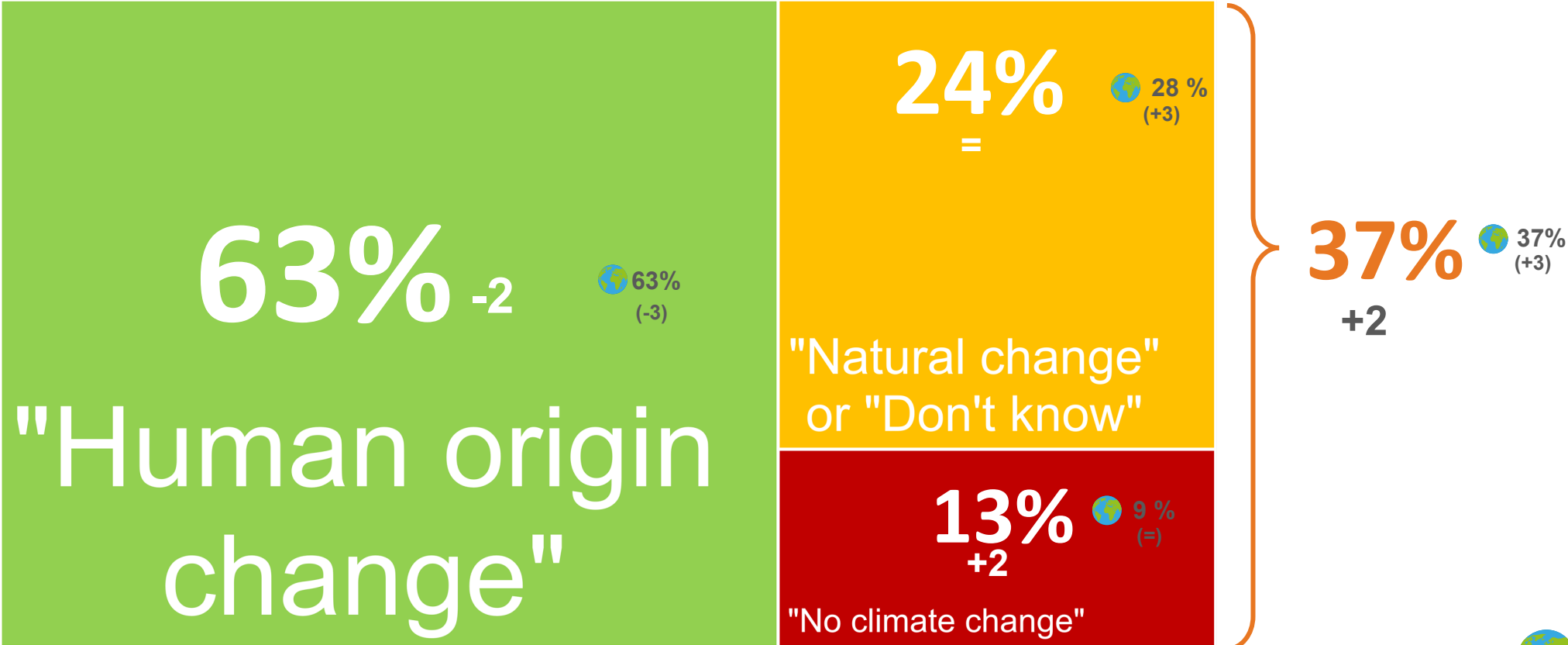
Climate change tops the list of environment-related concerns, overtaking waste, packaging and plastic

Which environmental problems do you think are the most concerning in your country?



Question A3. From the following list, which environmental problems do you think are the most concerning in your country?
Base: All

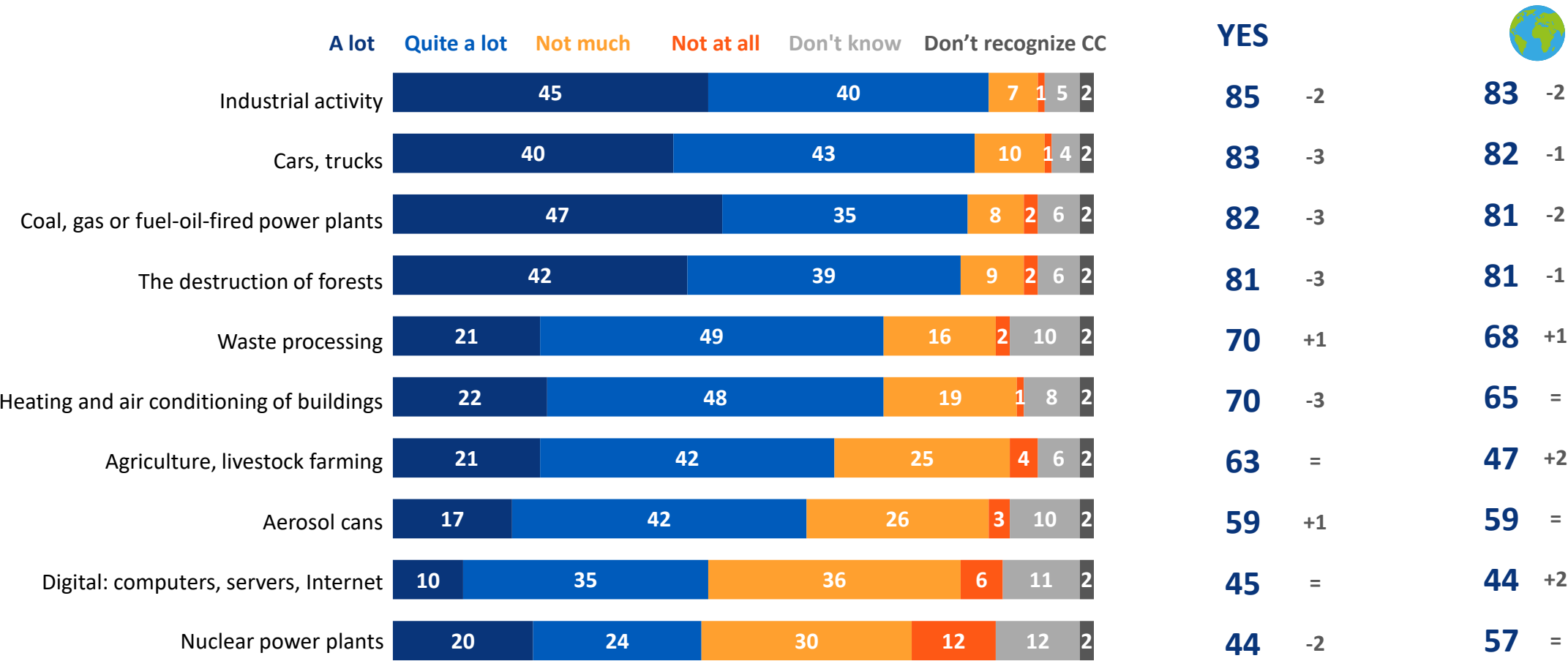
Despite the increase in the number of climate-sceptics, nearly two-thirds of citizens remain convinced of the existence of climate change caused by human activity



Question B1. Would you say that we are experiencing a change in climate?
Question B3. And concerning this climate change that we hear about, would you say:
Base: All
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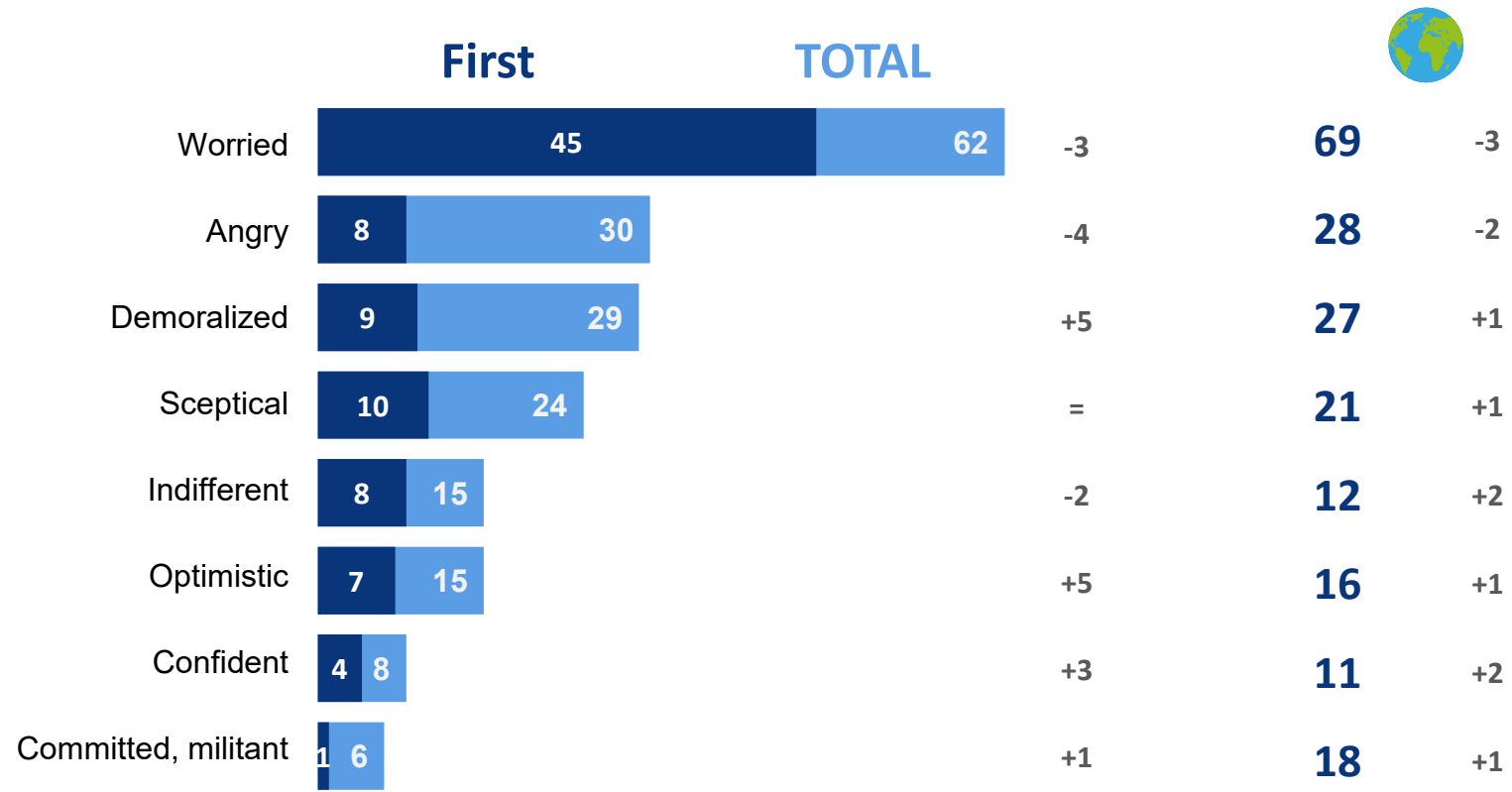
Industry is viewed as the activity producing the most greenhouses gases, along with cars, production of electricity from fossil fuels and the destruction of forests. The impact of agriculture is more clearly identified than elsewhere.

Do the following activities produce greenhouse gases that cause climate change?



Question B9 For each of the following activities, you think it produces a lot, quite a lot, not much or no CO2 (the greenhouse gas that causes climate change)?Base: All

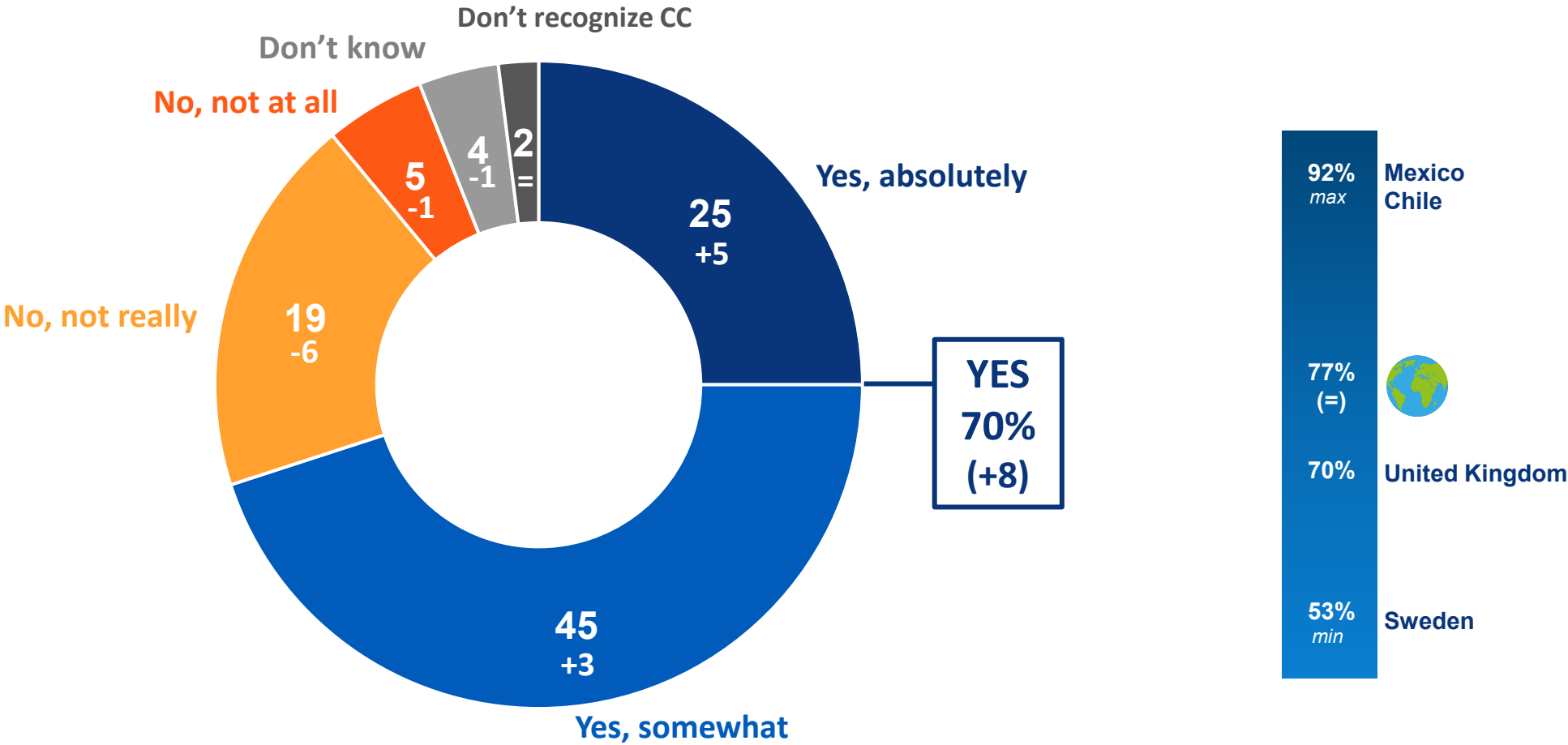
Confronted with climate change, eco-anxiety is the most common feeling.
Almost 1 in 3 British people feel demoralized.
When you think about climate change, do you feel:



Question NEW4. Personally, when you think about climate change, what goes through your mind? Do you feel... first? and then? Base: All

There has been a notable increase in the proportion of Brits who have observed the effects of climate change

Have you already noticed the effects of climate change in your region?

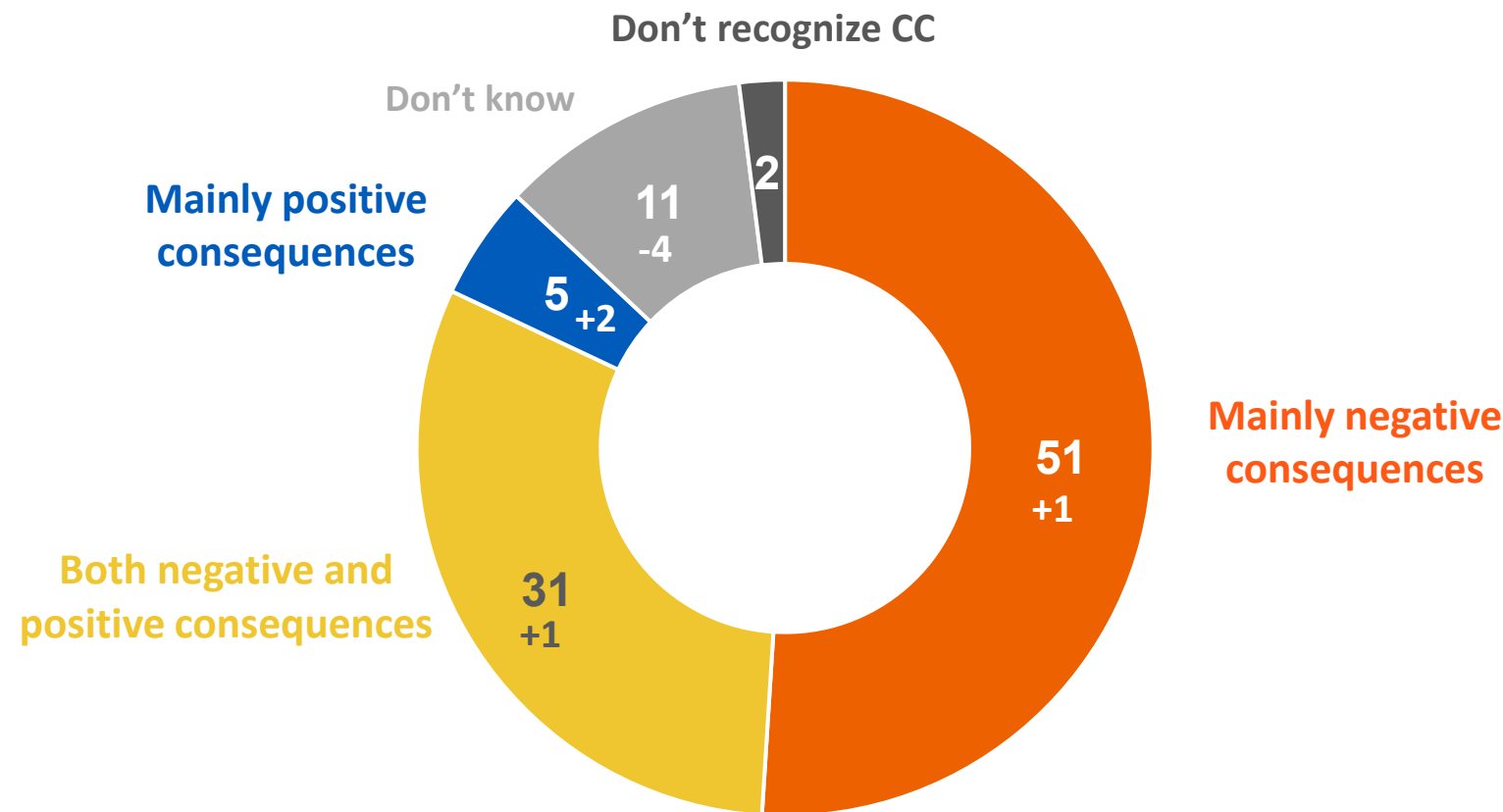


Question B7. On the whole, would you say that, in your region, you have already noticed the effects of climate change?
Base: All

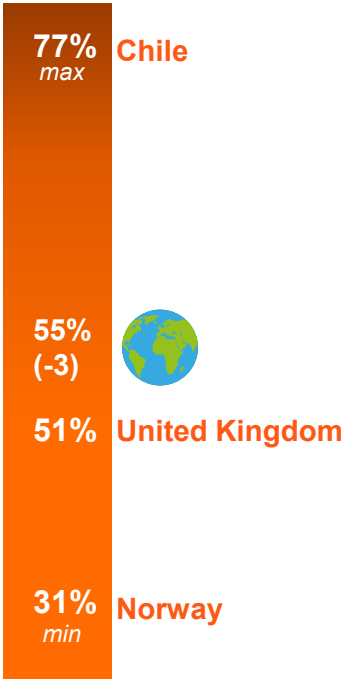


Most consider that climate change will have negative consequences where they live

In your opinion, what consequences will climate change have where you live?



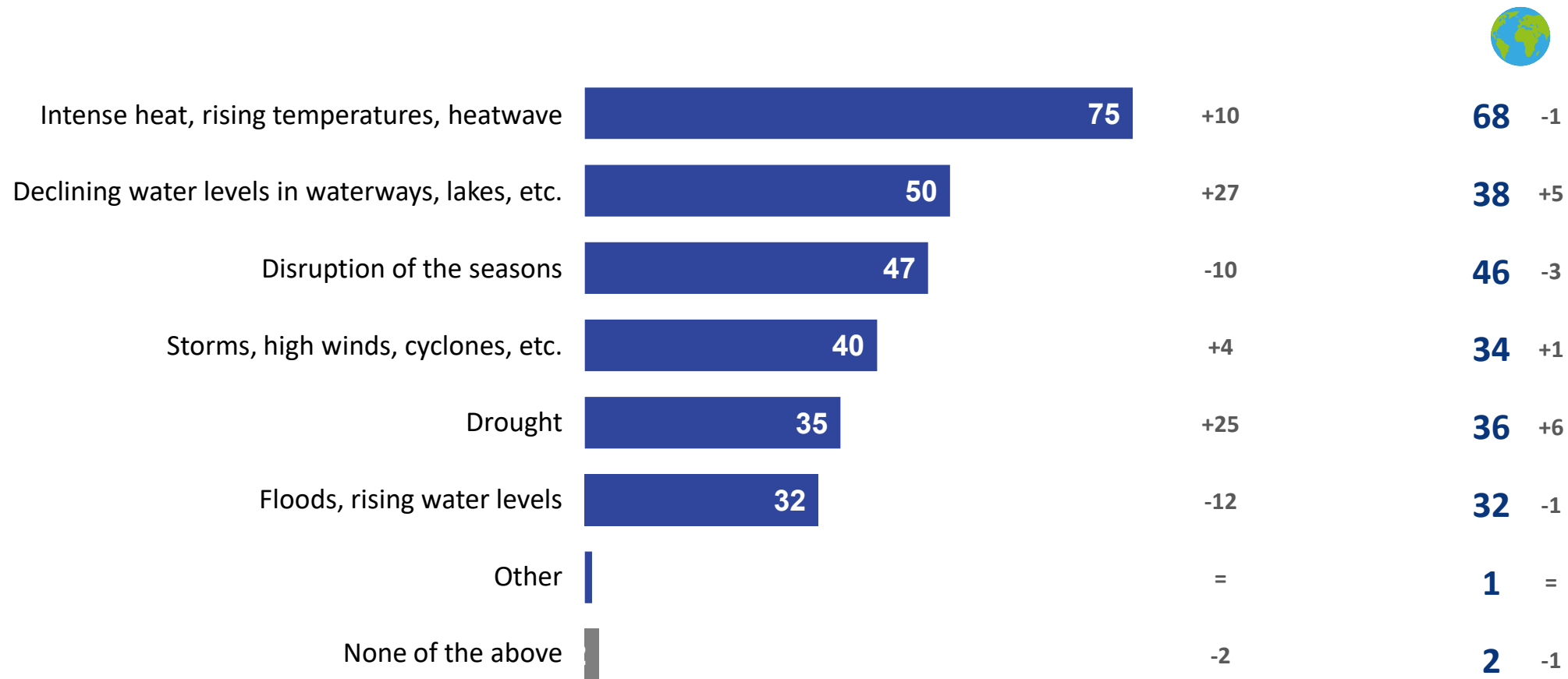
% Mainly negative consequences



Question B5NEW. In your opinion, what consequences will climate change have where you live? Base: All

Compared to last year, the British find themselves to be more affected by intense heat and declining water levels, as well as drought

Have you already experienced the consequences of climatic disturbances in recent years?



Question B6B. Where you live, in recent years, have you been affected by the consequences of the following listed climatic disturbances?
Base : Have already noticed the effects of climate change

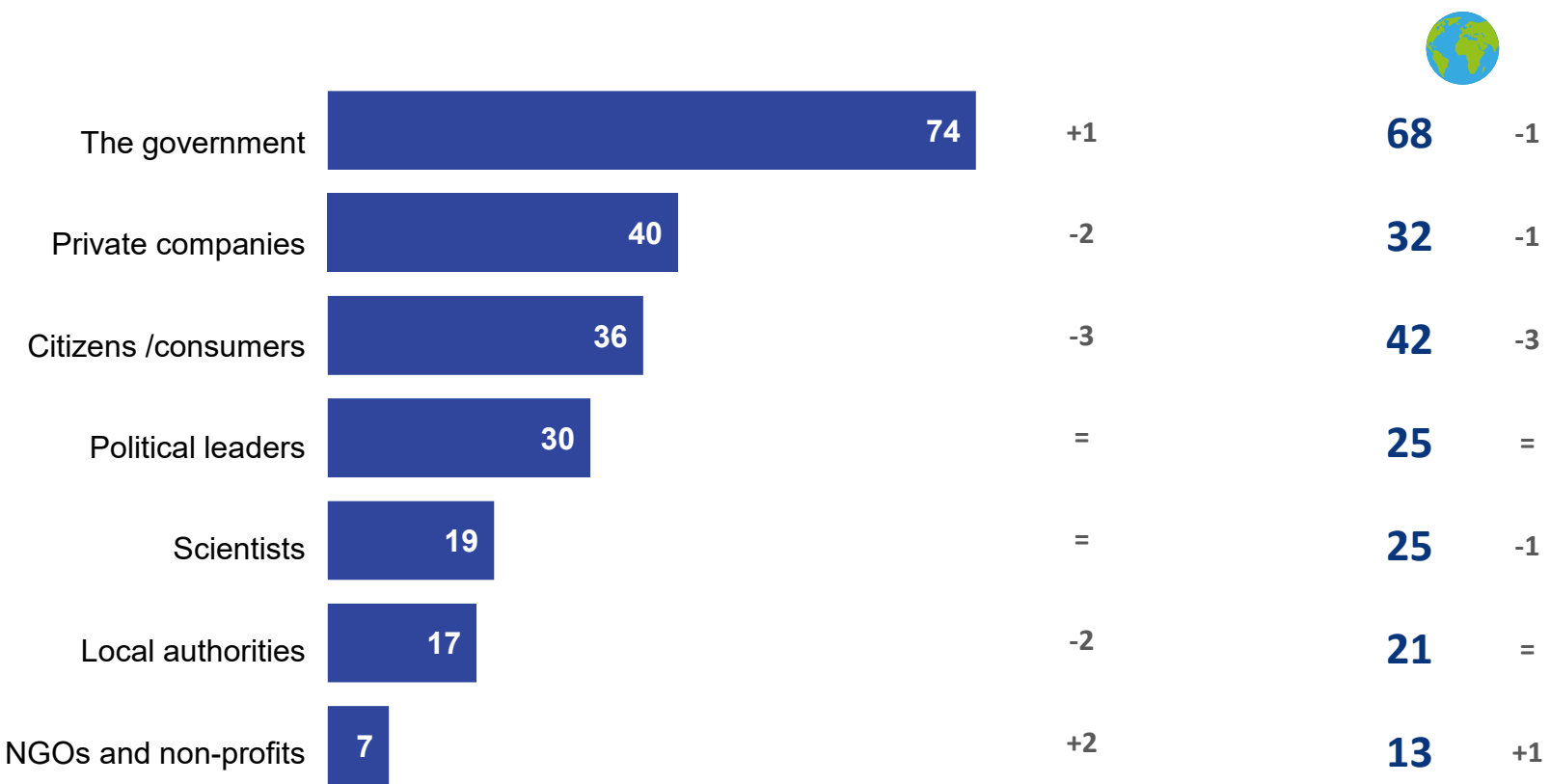


**Climate change:
who should act
as a priority and
to do what?**

2

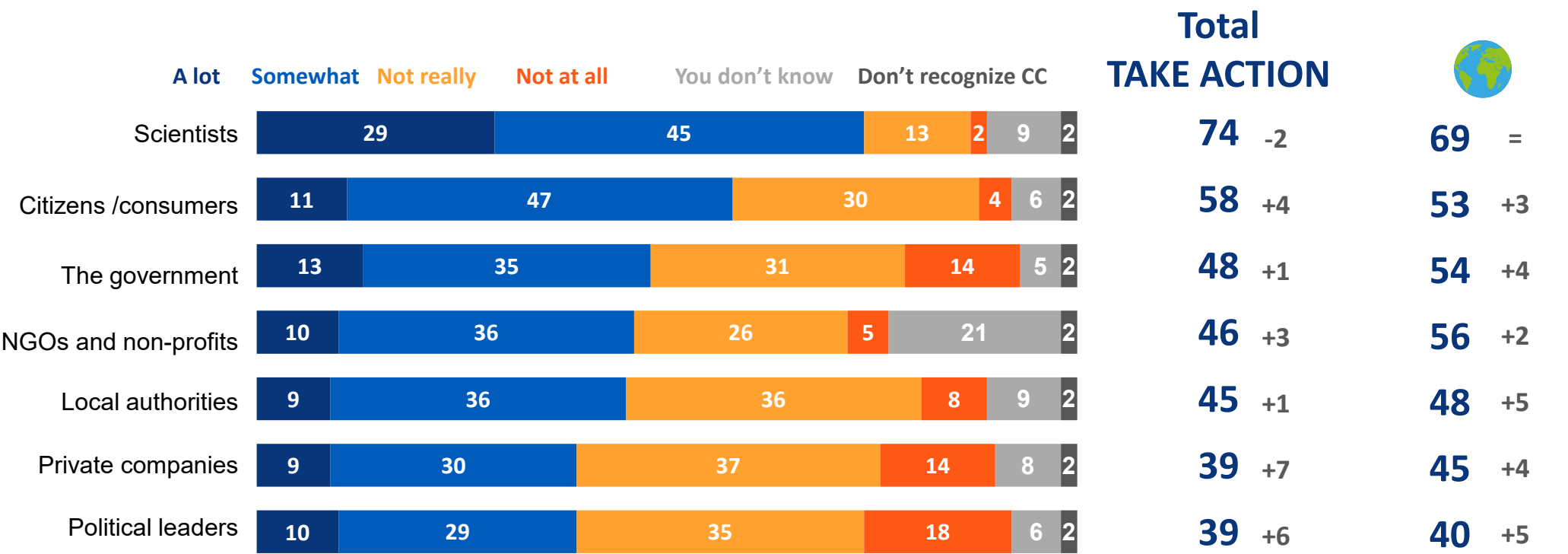
High expectations of the government persist, but companies and citizens are also expected to play their part

Which entities need to take action first and foremost to fight climate change in your country?



Citizens are increasingly recognised for their action, topped only by scientists, whilst fewer than one out of two citizens think their government is doing enough

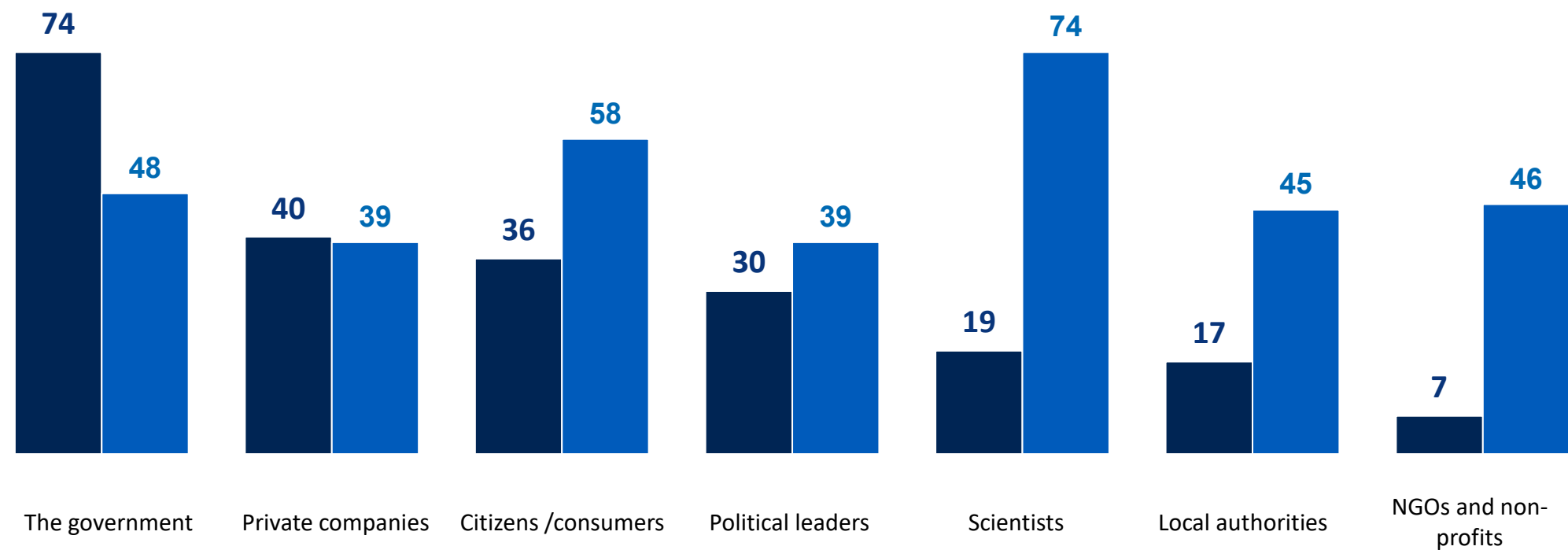
Do you think that they are taking action to fight climate change in your country?



Question C2. And for each of the following players, do you think that they are taking action to fight climate change in your country?
Base: All

A wide gap remains between expectations of the government and its perceived actions, but this has narrowed for companies

Who should take action as a priority to fight against climate change in your country?



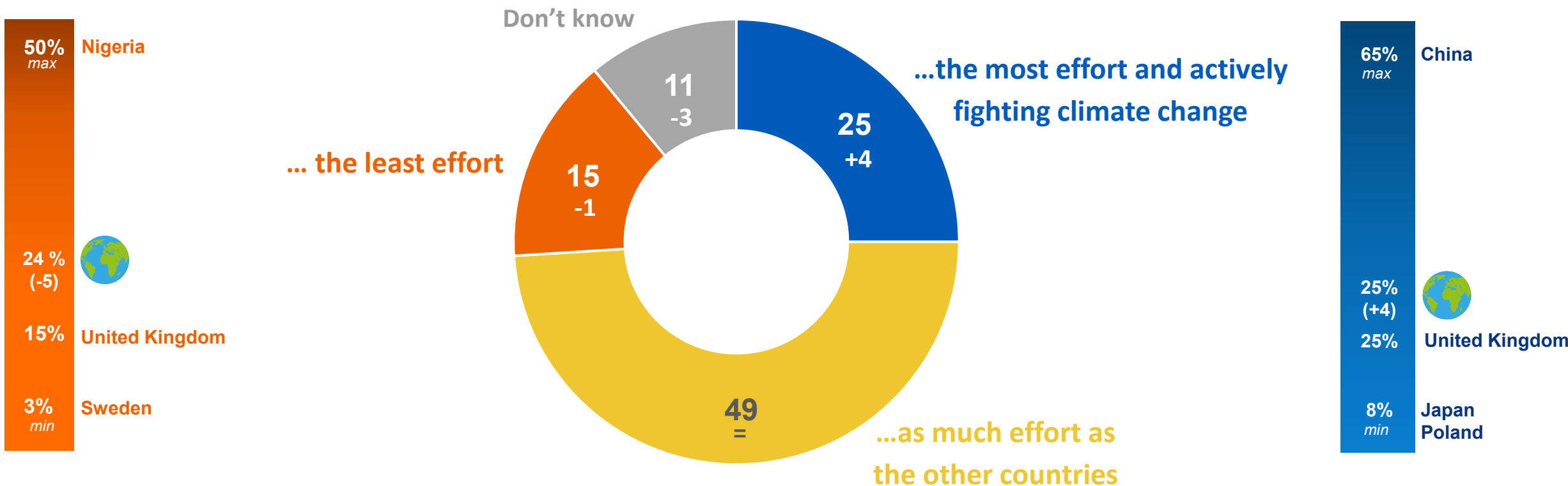
Question C3. In your opinion, which entities in the following list need to take action first and foremost to fight climate change in your country?

Question C2. And for each of the following players, do you think that they are taking action to fight climate change in your country?

Base: All

However, citizens consider that the United Kingdom is making as much or more effort than other countries to fight climate change

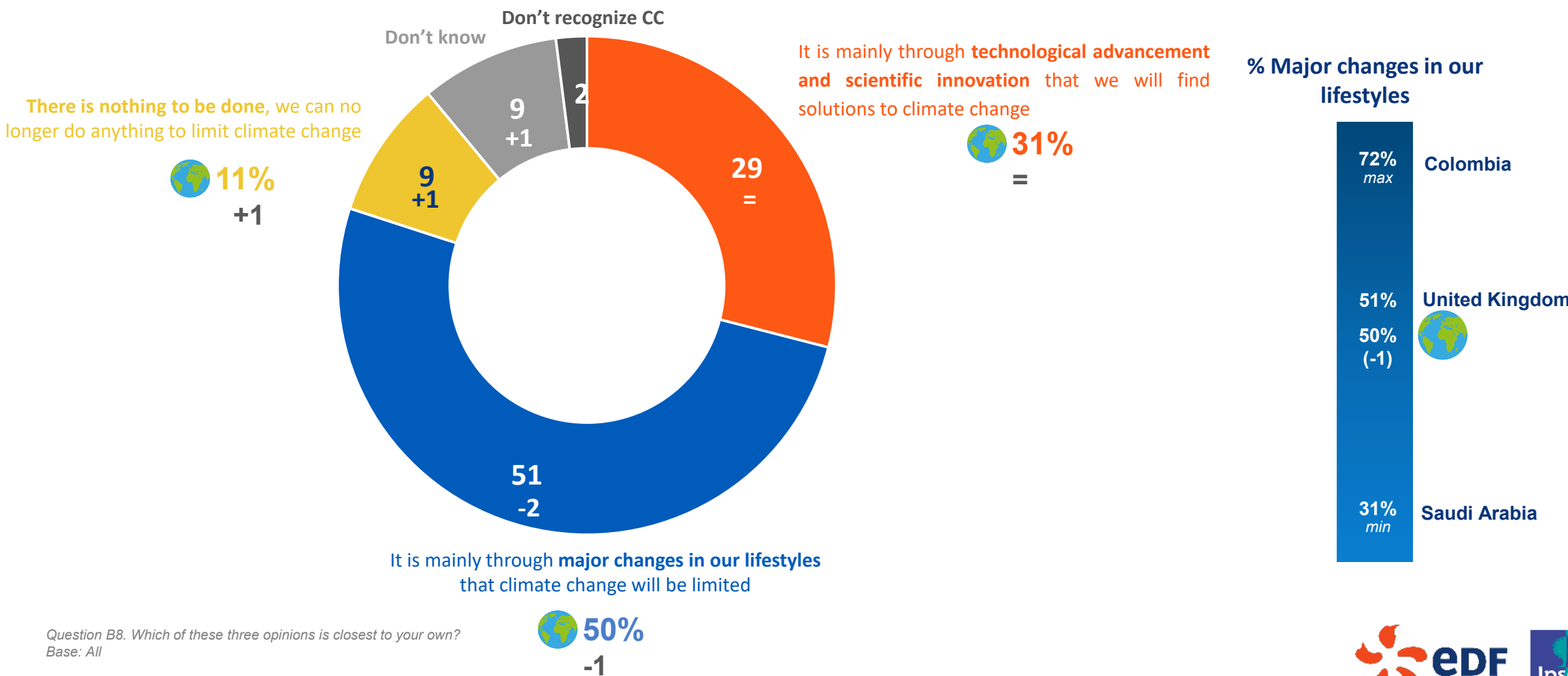
In the fight against climate change, your country is among those that are making:



Question C4bisNEW: In your opinion, what is the situation of your country in terms of the fight against climate change? Base: All

A small majority are of the opinion that a major change in our lifestyles is needed to fight climate change

Which of these three opinions is closest to your own?

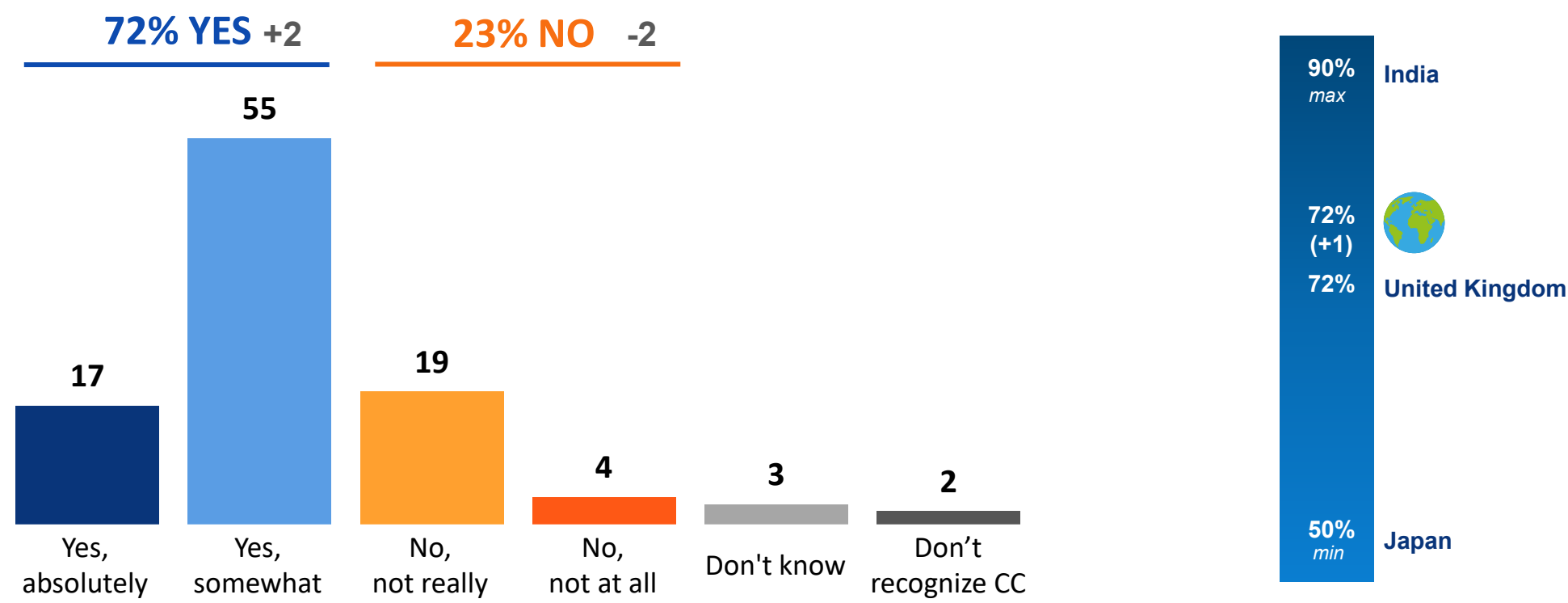


Question B8. Which of these three opinions is closest to your own?
Base: All



A majority know what to do on their own level to fight climate change but fewer than 2 out of 10 are sure about it

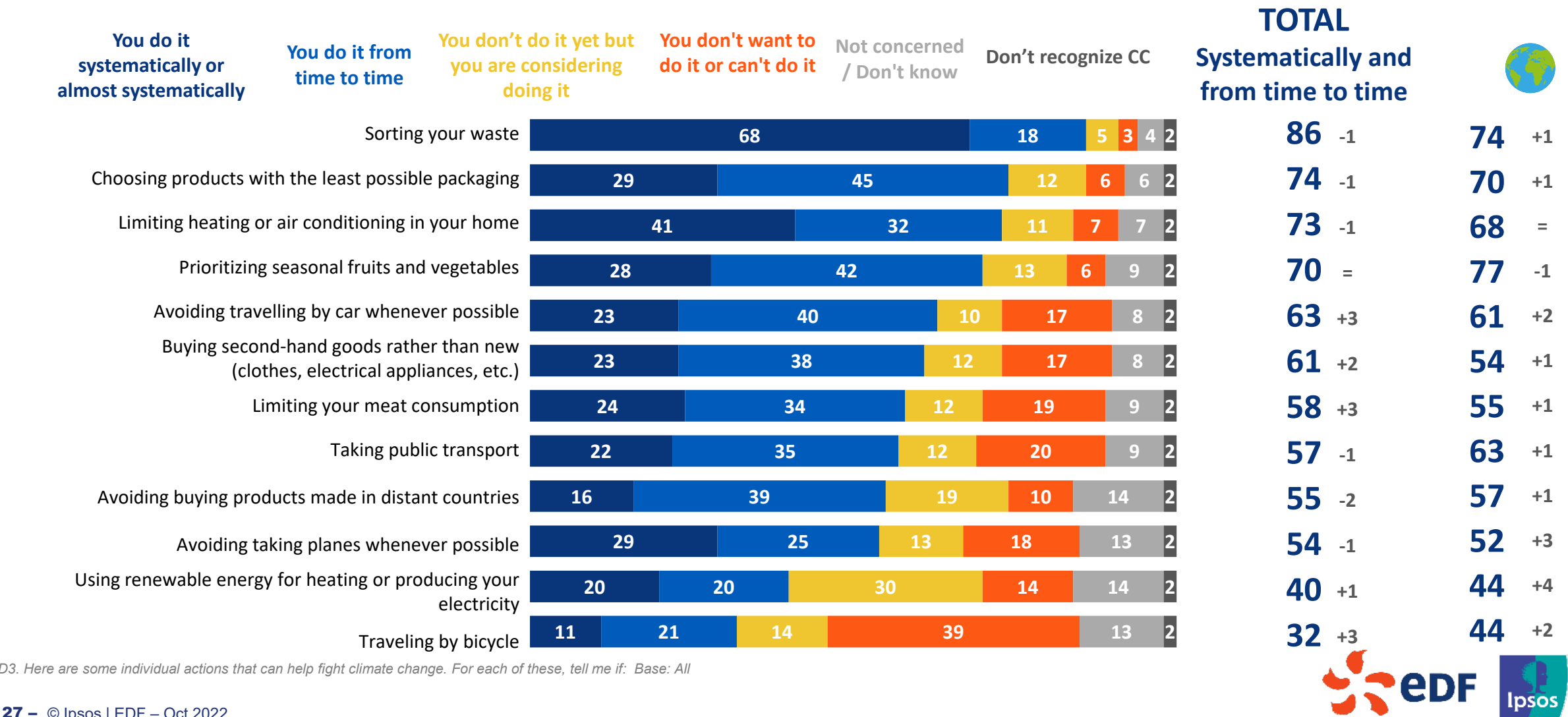
Do you feel like you know what you can do on a personal level to fight climate change?



Question D1. Do you feel like you know what you can do on a personal level to fight climate change? Base: All

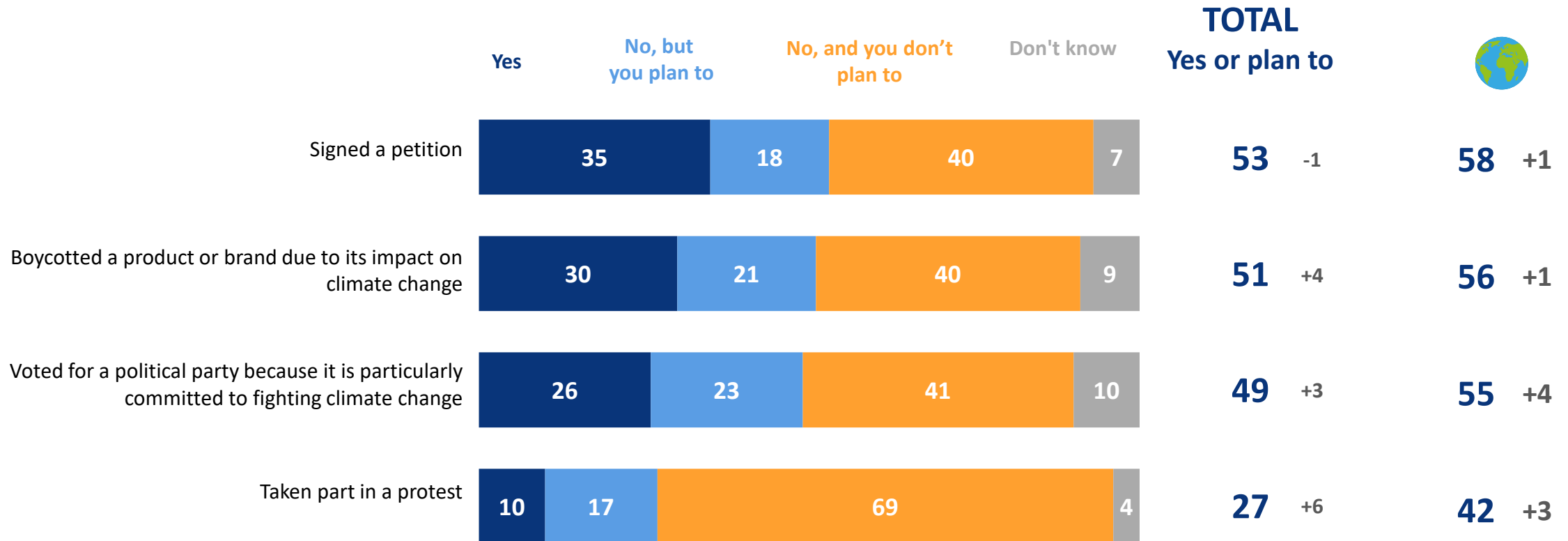
Sorting waste is the most common individual action done by over two thirds of Britons. Second-hand shopping is much more common in the UK vs the global average

Here are some individual actions that can help fight climate change...



A small majority of Brits have or plan to sign a petition or boycott a product in order to fight climate change, however they remain less likely to do this than other countries

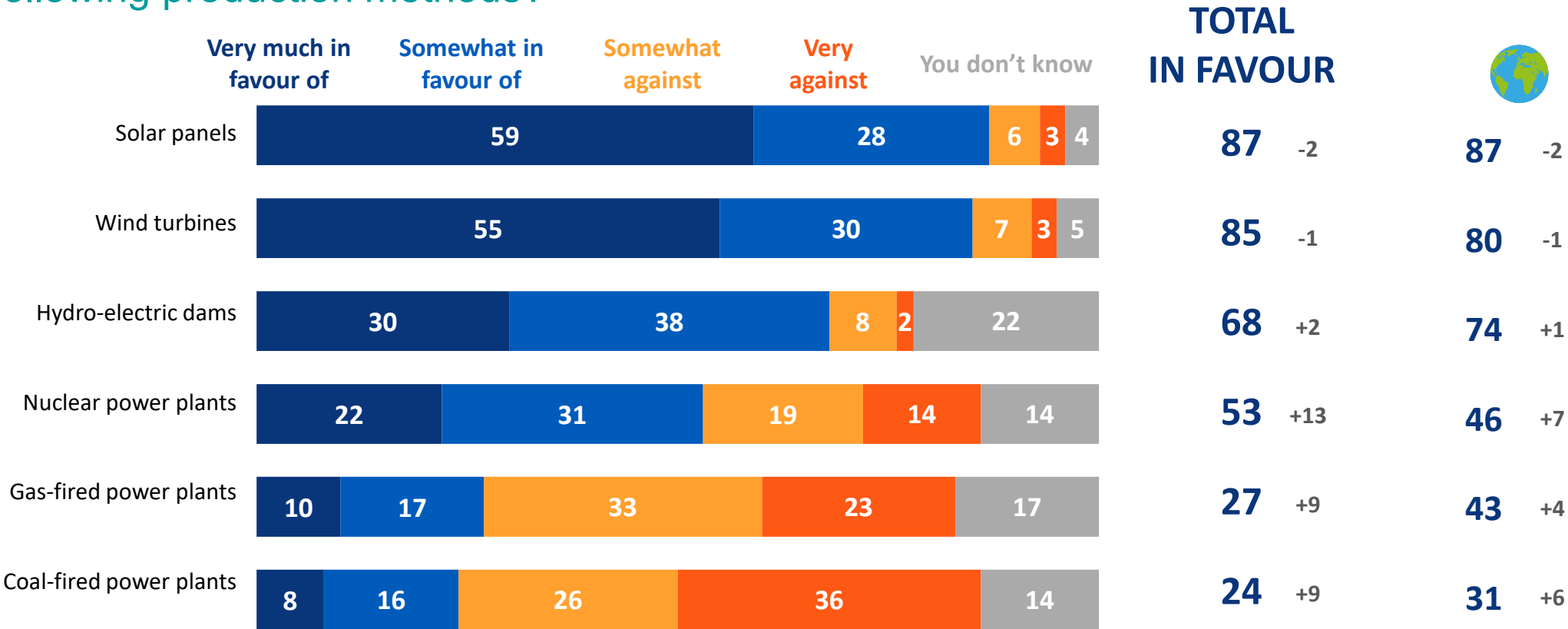
When it comes to fighting climate change, have you personally ever:



Question C4 When it comes to fighting climate change, have you personally ever: :Base: All

The British are clearly very favorable to green energies

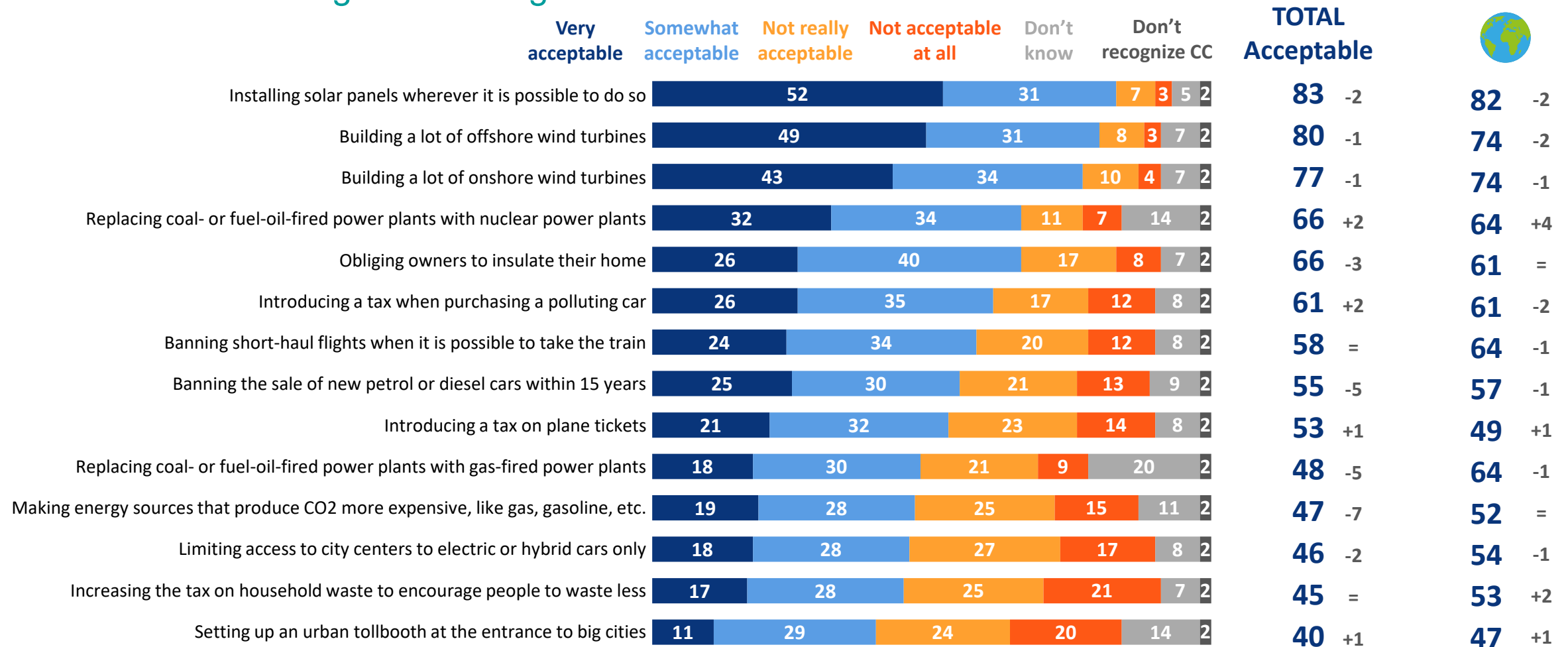
To produce the electricity that you will need in the future in your country, are you in favour of or against each of the following production methods?



Question B11. To produce the electricity that you will need in the future in your country, are you in favour of or against each of the following production methods? Base: All

The acceptability of measures to reduce greenhouse gas emissions differs greatly, making CO2 producing energy sources more expensive is far less popular now vs last year

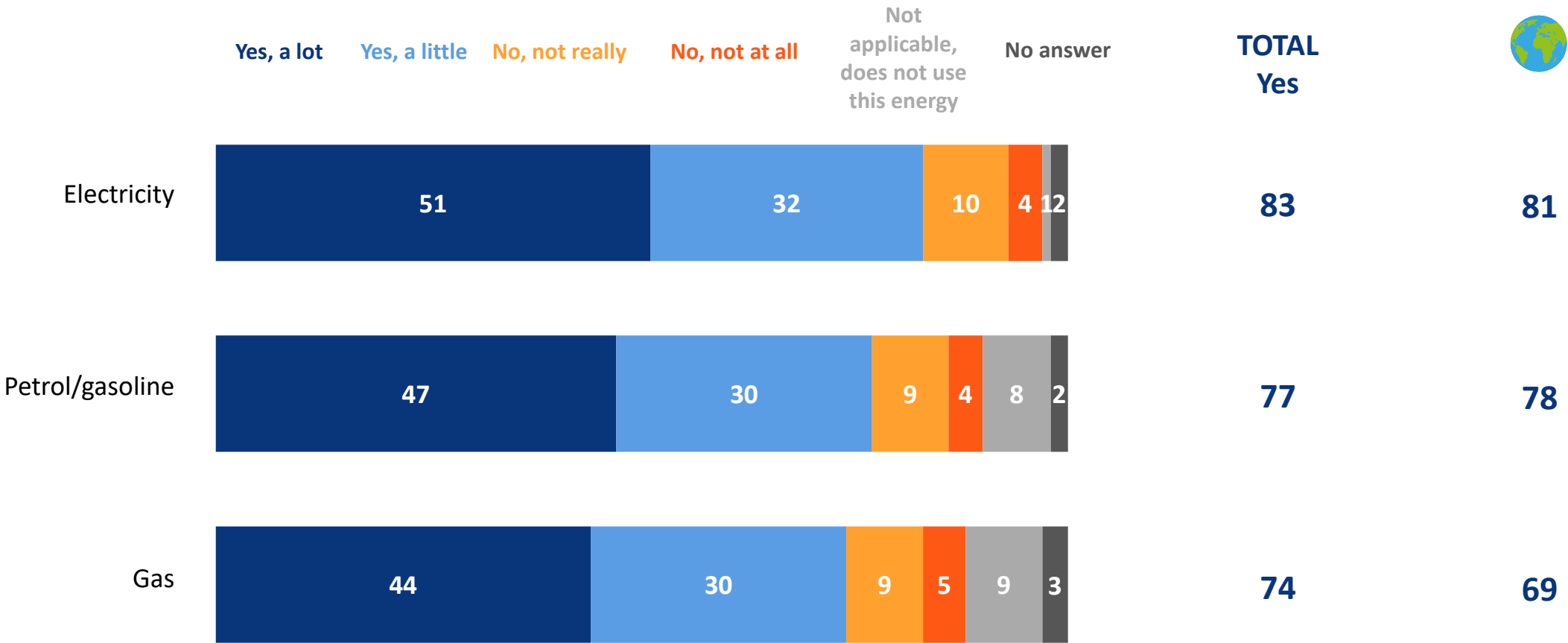
Measures to reduce greenhouse gas emissions



Question D5. Here are some measures that could be adopted in your country to reduce greenhouse gas emissions. For each one, tell me whether it seems to you to be: Base: All

Most Britons have been affected by rising energy costs

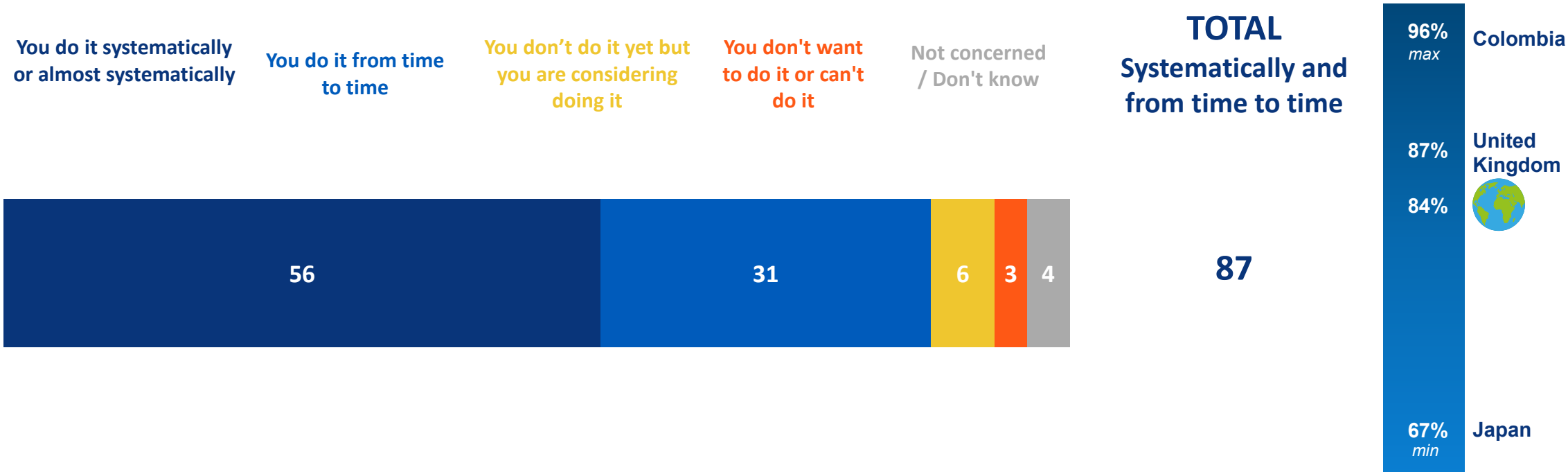
In recent months, in your household, have you been affected by rising prices for each of the following energy sources?



Question D6. In recent months, in your household, have you been affected by rising prices for each of the following energy sources?
Base: All

Almost 9 in 10 are making some effort to control their energy consumption at home

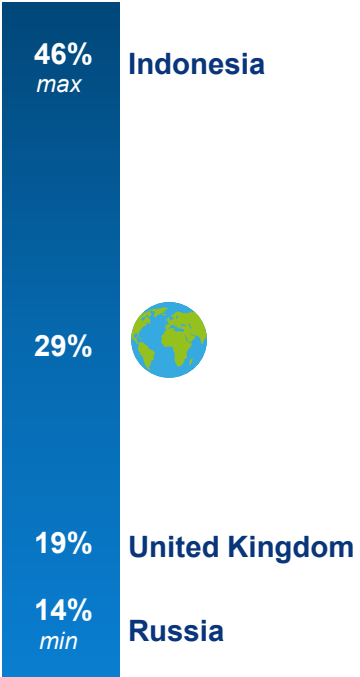
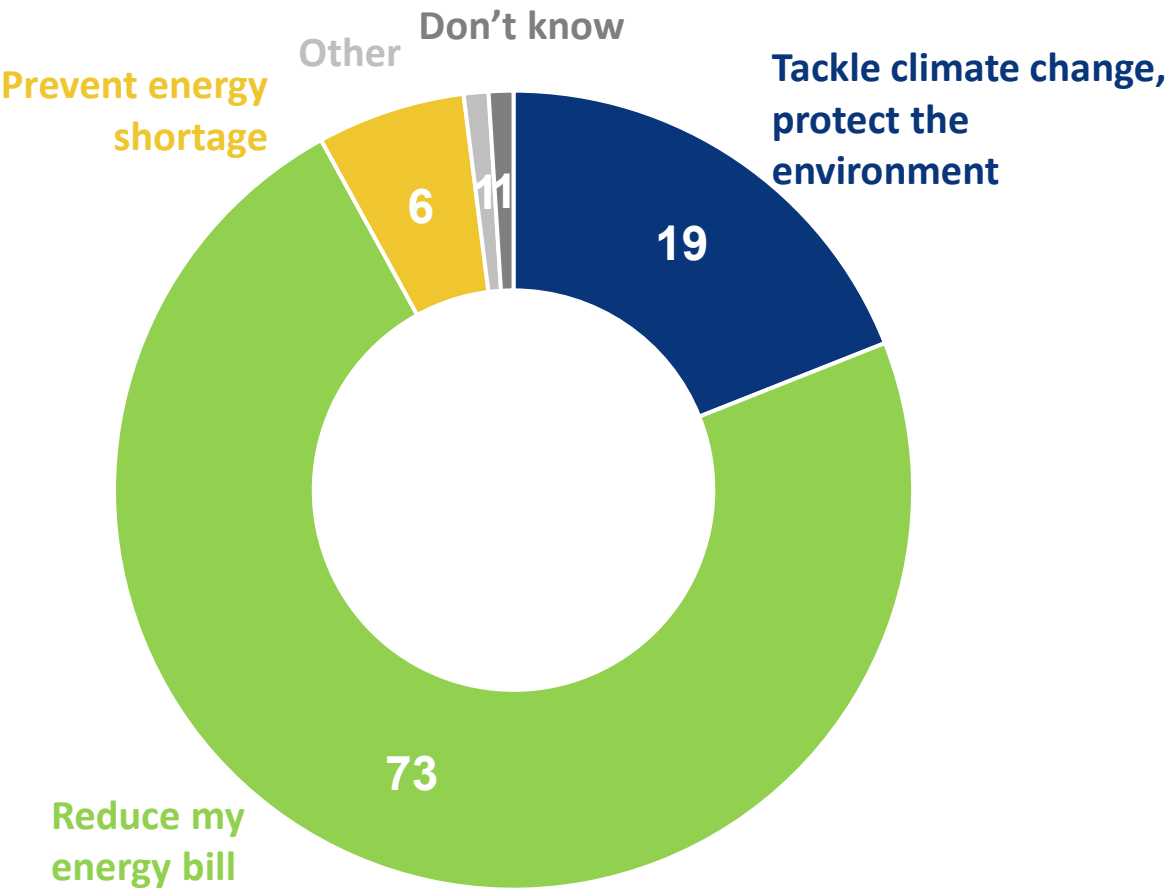
Are you making effort to control energy consumption in your home?



D3B. Are you making efforts to control energy consumption in your home? Base: All

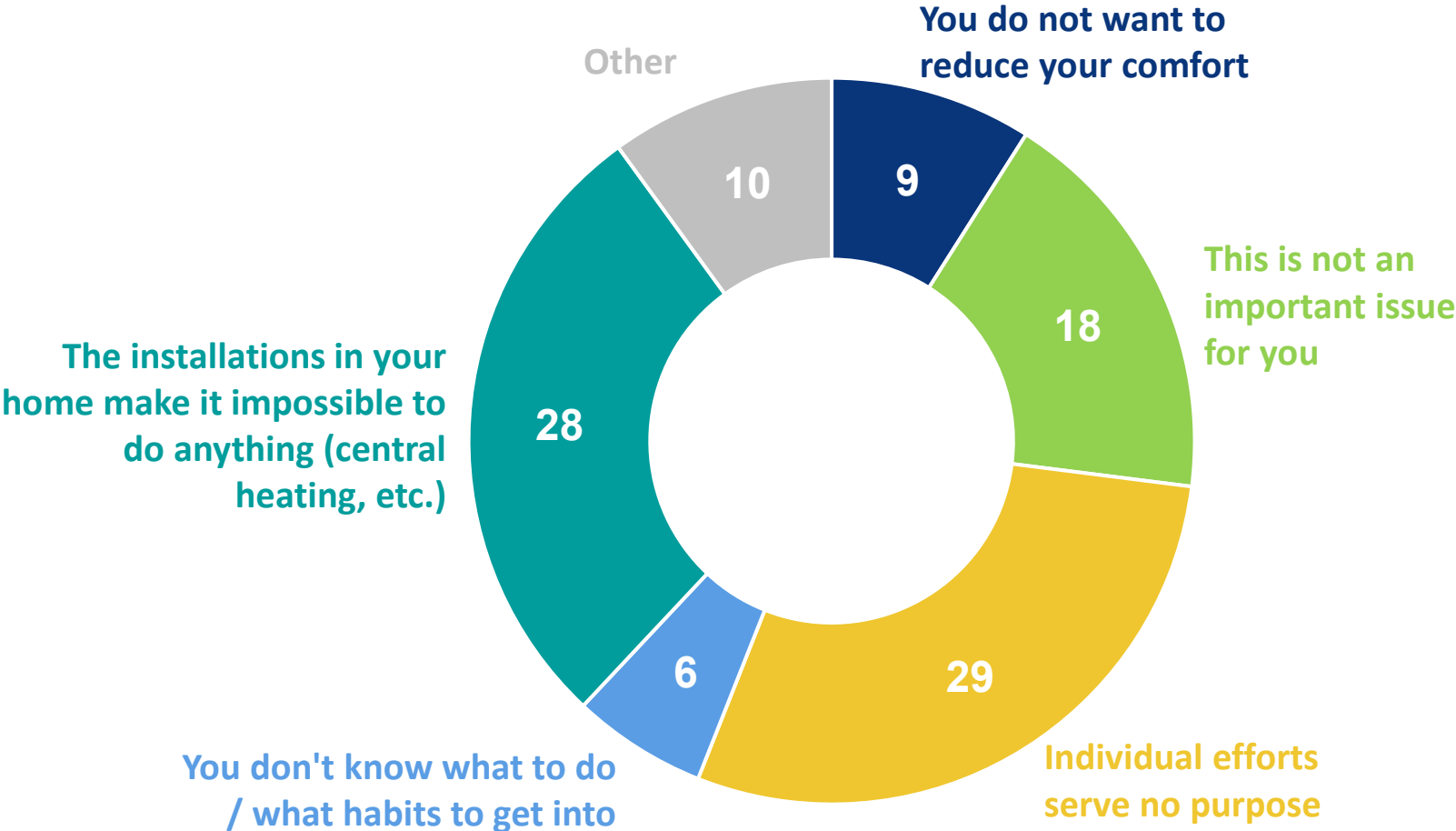
Motivation for reducing energy consumption is primarily driven by cost, however 1 in 5 cite protecting the environment

What is the main reason for you making efforts or planning to make efforts to control energy consumption in your home?



Almost half of those who are not controlling their energy consumption say that it is not important to them or serves no purpose

What is the main reason for you not making efforts or being unable to make efforts to control energy consumption in your home?



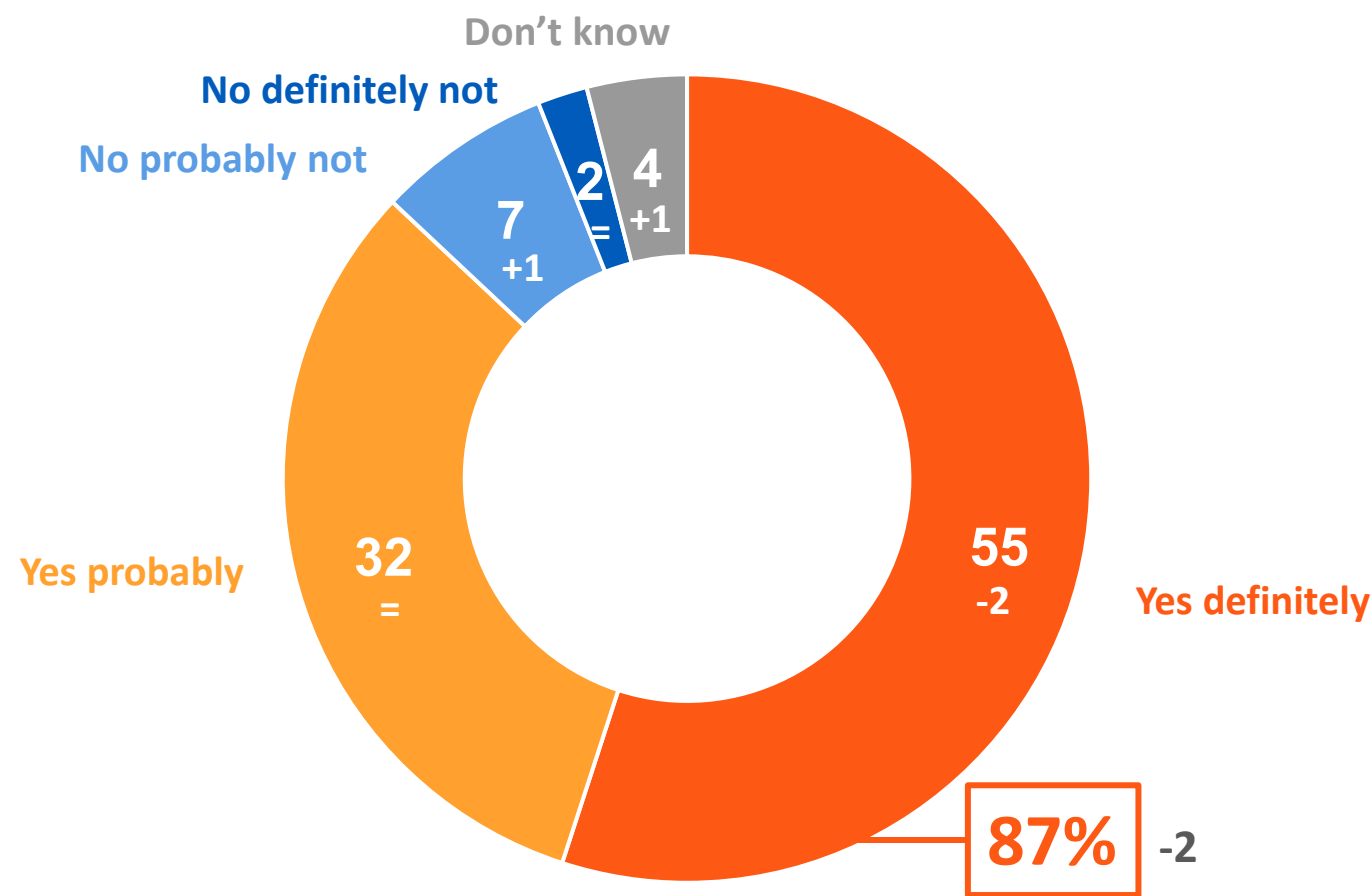
Question D3D. What is the main reason for you not making efforts or being unable to make efforts to control energy consumption in your home?
Base: Don't want to make efforts or are unable to do anything (n=31)

Annexes – détail des questions sur le climato-scepticisme

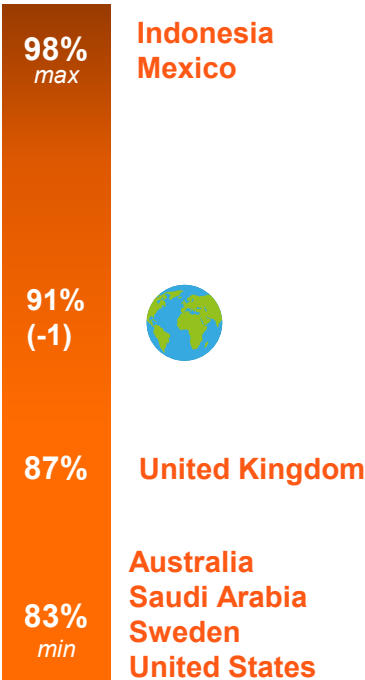
Climate skepticism – detailed results

Opinion on the reality of climate change is unanimous

Are we experiencing a change in climate?



% change in climate

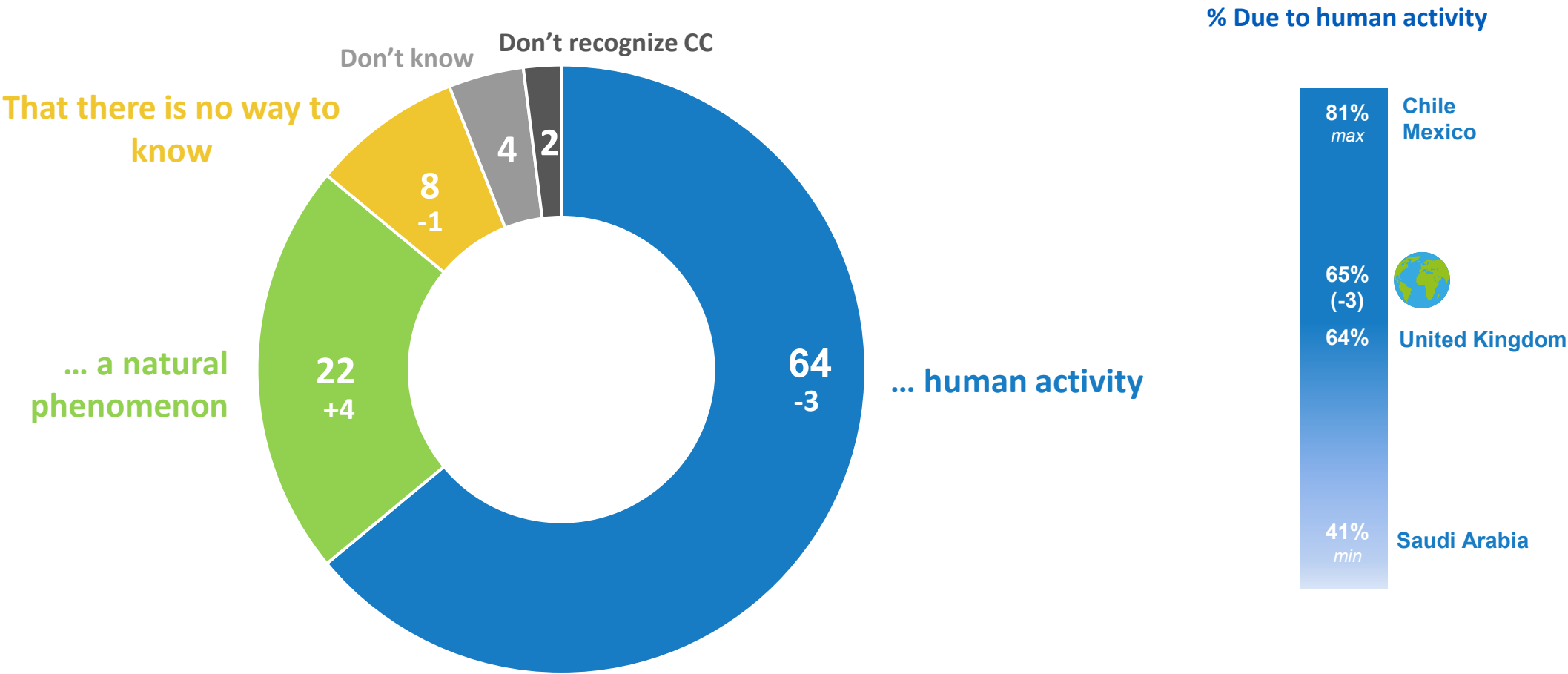


Question B1. Would you say that we are experiencing a change in climate?
Base: All



Most recognize that climate change is linked to human activity

You would say that climate change is due to...

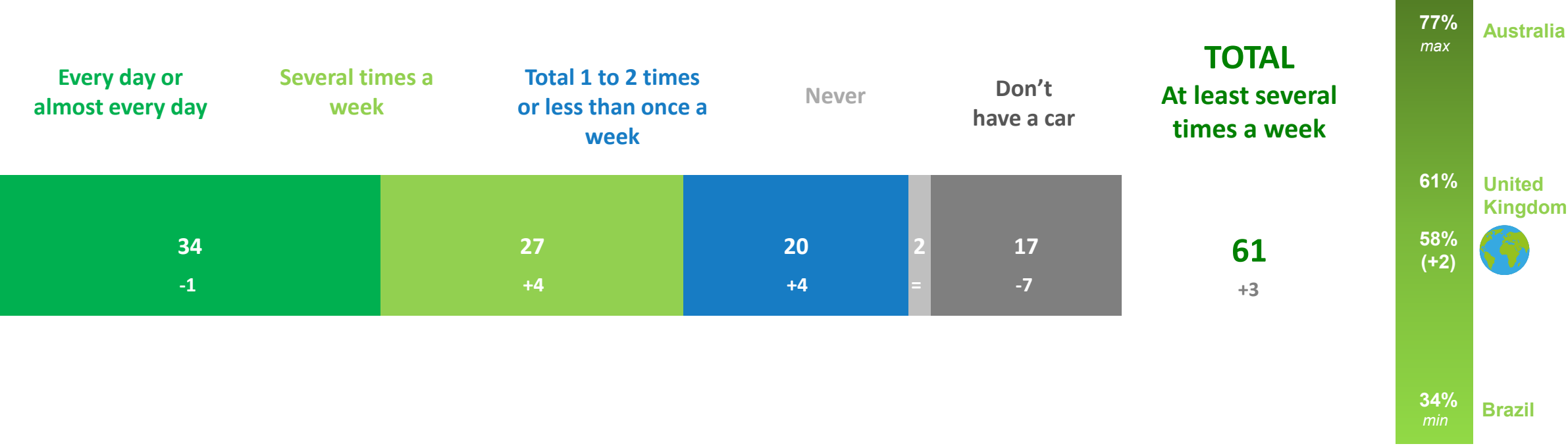


Question B3. And concerning this climate change that we hear about, would you say:
Base: All

Lifestyle questions

The majority of Britons use their car at least several times a week

On average, how often do you use your car (outside of the Covid-19 pandemic)?

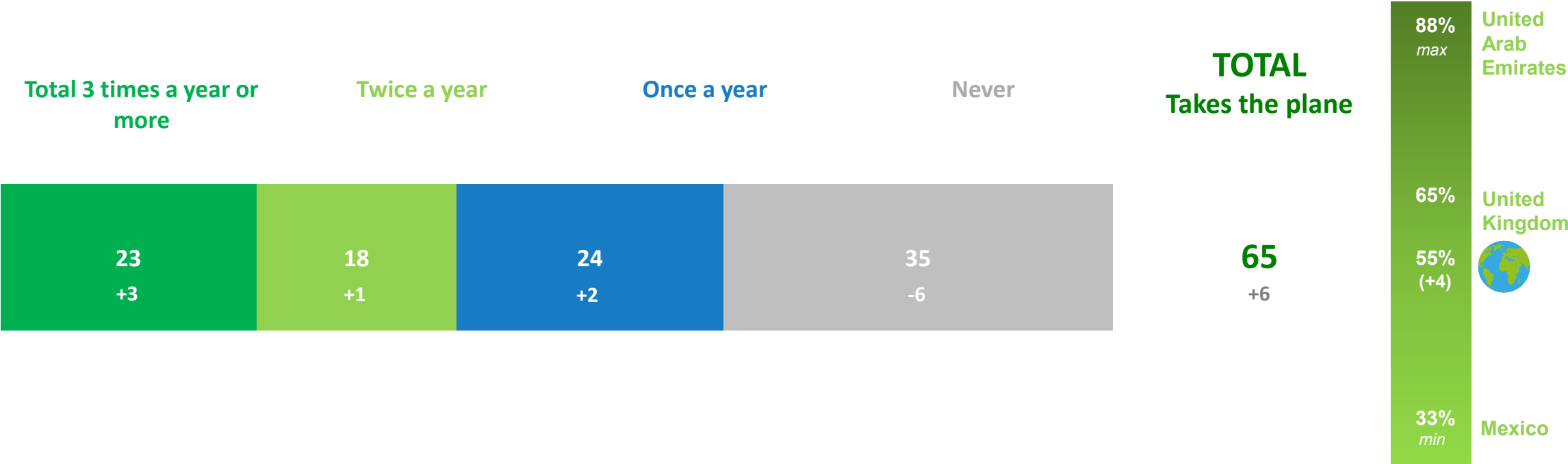


CAR1. On average, how often do you use your car (outside of the Covid-19 pandemic)?
Base: All



Almost two thirds travel by plane at least once per year

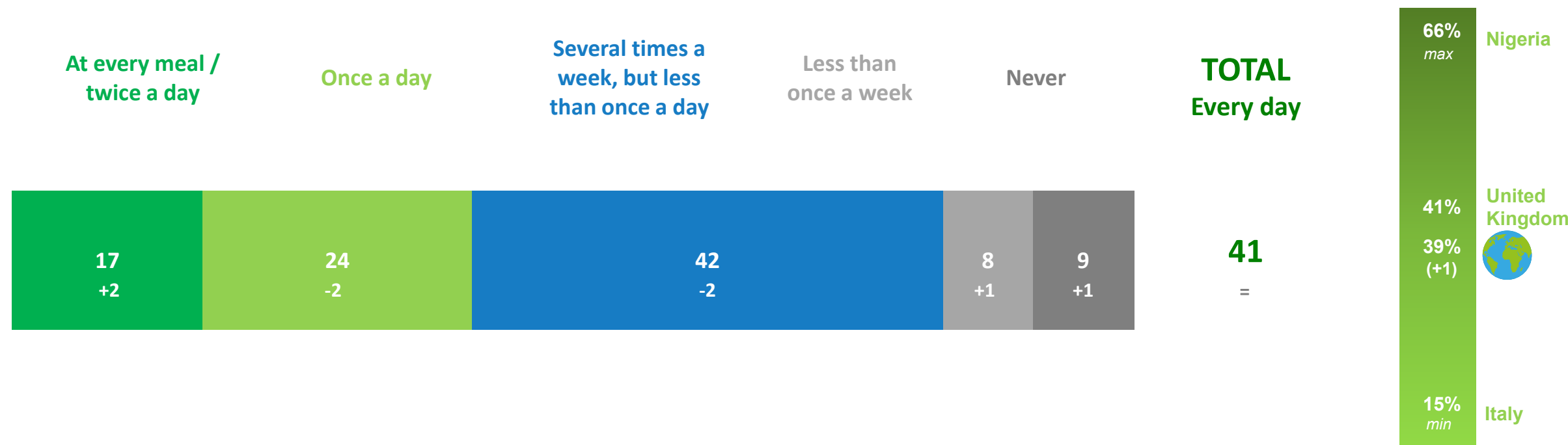
On average, how often do you take a plane, whether for professional or personal reasons (outside of the Covid-19 pandemic)?



PLANE1. On average, how often do you take a plane, whether for professional or personal reasons (outside of the Covid-19 pandemic)?
Base: All

2 in 5 eat meat on a daily basis

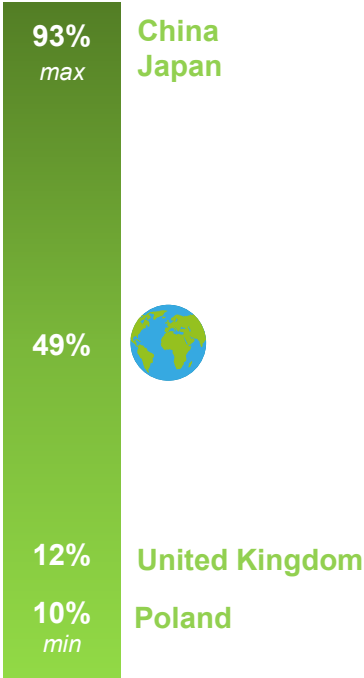
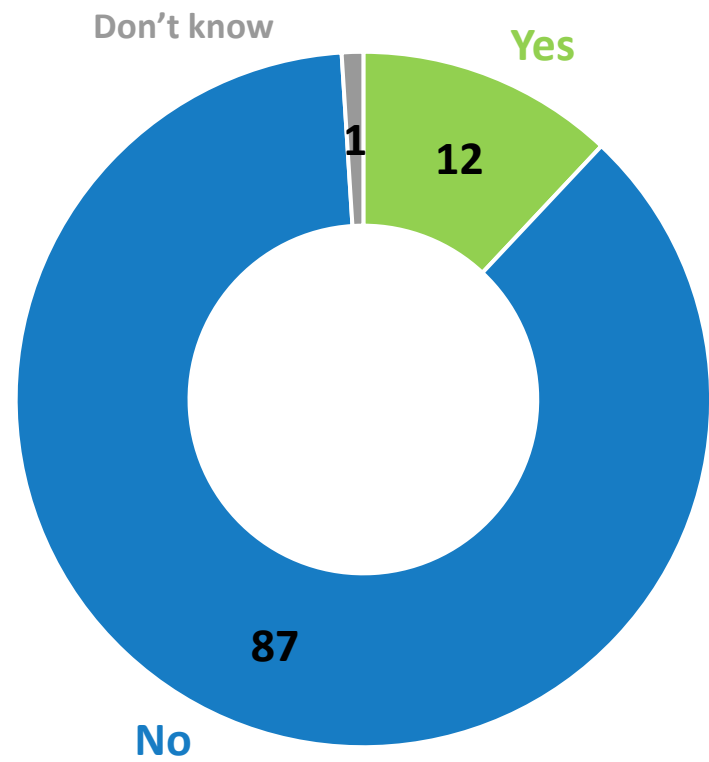
On average, how often do you eat meat or meals based on meat?



MEAT1. On average, how often do you eat meat or meals based on meat?
Base: All

Air conditioning equipment is owned by just 12% of Britons

Do you have air conditioning in your home?

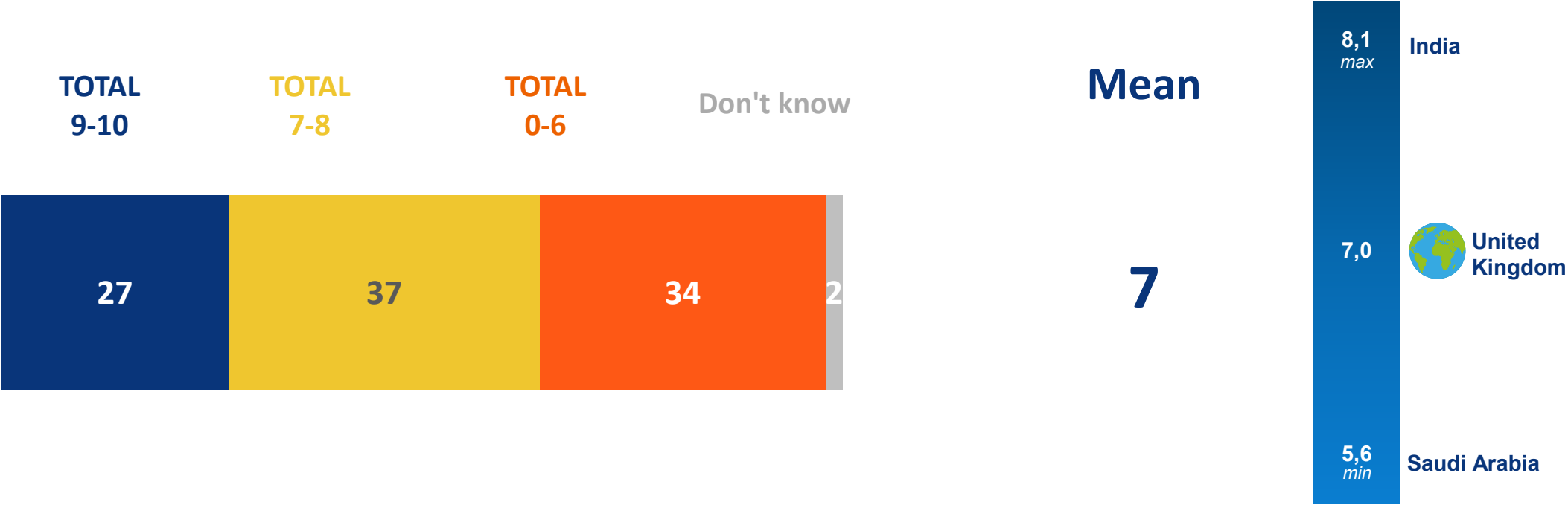


AIRCO1. Do you have air conditioning in your home?
Base: All

Focus : concern about war in Ukraine

Concern about the war in Ukraine is in line with the global average

To what extent are you concerned about the war in Ukraine?



Question A6UKR. To what extent are you concerned about the war in Ukraine?
A score of 10 means that you are very concerned about the war in Ukraine, a score of 0 means that you are not concerned at all. Scores in between can be used to express your opinion more precisely
Base: All

Appendices and survey overview

OUR COMMITMENT



Professional codes, quality certification and data protection

Ipsos is a member of the following French and European professional Market Research and Opinion bodies:

- **SYNTEC** (www.syntec-etudes.com), French Union of Market Research companies
- **ESOMAR** (www.esomar.org) the European Society for Opinion and Market Research

Ipsos France is consequently committed to applying **the ICC/ESOMAR code** for opinion and market research. This code of conduct defines the ethical rules for Market Research professionals and sets out the protection offered to participants.

Ipsos France complies with the applicable laws. Ipsos has appointed a Data Protection Officer and has implemented a compliance plan to GDPR (Règlement (UE) 2016/679). For more information about the Ipsos Data Protection & Privacy Policy relative to personal data :

<https://www.ipsos.com/en/privacy-data-protection>

The retention period applicable to interviewees' personal data be as follows, unless otherwise agreed with the client :

- 12 months upon Ad Hoc Study completion
- 3 years upon each wave completion of a Continuous Study.



Ipsos France has received ISO 20252: 2012 certification by AFNOR CERTIFICATION

- This document was drawn up in accordance with these international Codes and Quality standards. The technical elements relative to the execution of the project are described in methodological approach or survey overview in the report.
- This project was carried out in accordance with these international Codes and Quality standards



SURVEY OVERVIEW

CAWI survey – Online panel



SAMPLE

- **Target** : Male/female 16-75
- **Selection of the respondent** : participant selection using a quota.
- **Sample representativeness (depending on countries)** : gender, age, social-economic category of individual/head of household, region/marketsize



DATA COLLECTION

- **Fieldwork dates** : 30th of August – 26th of September 2022
- **Sample achieved** : 24 001 interviews
- **Data collection** : on line
- **Loyalty program** with points- based award system for panelists
- **Response quality control methods**: monitoring of participants' response behaviour (identification of responses that are too quick or careless, e.g. ticked in a straight or zigzag line)
- **Checking of IP and consistency of demographic data**



DATA PROCESSING

- Weighted sample
- Method used: Rim Weighting Method
- Weighting criteria (depending on countries) : gender, age, social-economic category or status of individual/head of household, region/marketsize.

RELIABILITY OF RESULTS :

Self completion online surveys IIS

To ensure the overall reliability of a survey, all possible error components must be taken into account. That is why Ipsos imposes strict controls and procedures at each stage of the survey process.

UPSTREAM OF THE DATA COLLECTION

- **Sample** : structure and representativeness
- **Questionnaire** : the questionnaire is worded by following an editing process with 12 compulsory standards. It is proofread and approved at a senior level and then sent to the client for final validation. The programming (or questionnaire script) **is tested by at least 2 people and validated.**
- **Data collection** : the interviewers are trained in survey techniques through a dedicated training module prior to any participation in a survey. In addition, they receive or attend a detailed briefing at the start of each survey.

DURING THE DATA COLLECTION

- **Sampling** : Ipsos imposes very strict operating rules for its selection frame in order to maximize the random nature of the sample selection : random selection from telephone listings, quota method, etc.

- **Fieldwork monitoring** : collection is monitored and checked (exclusive link, IP validation, panelists' behavior monitoring penetration, interview length, consistency of responses, participation rate, number of reminders, etc.)

DOWNSTREAM OF THE DATA COLLECTION

- The results are analyzed in accordance with the statistical analysis methods (confidence interval versus sample size, significance tests). The first results are systematically checked against the raw results from the data collection. The consistency of results is also checked (particularly the results observed versus comparison sources in our possession).
- In cases where sample weighting is used (margin calibration method), this is checked by the processing teams (DP) and then validated by the survey teams.

SURVEY OVERVIEW

Organization (CAWI survey - Online panel)



ACTIVITIES CARRIED OUT OR COORDINATED BY IPSOS TEAMS IN FRANCE

- Design and methodology
- Conception and design of questionnaire/ validation of scripting
- Coordination and validation of translation
- Coordination of data collection
- Data processing
- Validation of the statistical analyses
- Creation of survey report
- Results presentation design
- Formatting of results
- Oral presentation
- Analyses and summary



ACTIVITIES CARRIED OUT BY IPSOS EXPERT LOCAL TEAMS

- Scripting
- Sampling (IIS panel)
- Emailing



ACTIVITIES ENTRUSTED TO OUR APPROVED PARTNERS

- Translation

SURVEY MATERIAL

Questionnaire



Questionnaire in
english

ABOUT IPSOS

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 Index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.

**BE
SURE.
GO
FURTHER.**

GAME CHANGERS



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