

EXTREME HEAT POLLING

Ipsos

August 2026

7 in 10 say they were concerned about climate change before this summer, with similar numbers concerned today

Q. Prior to this summer, how concerned, if at all, would you say you were about climate change?

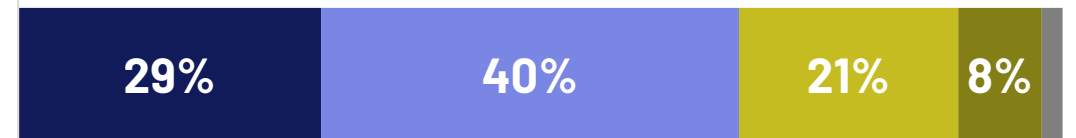
And how concerned, if at all, would you say you are about climate change today?

Base: Adults aged 16-75 in GB (1,085), 31st July – 4th August 2026

Concern about climate change before this summer

Concerned: 69%

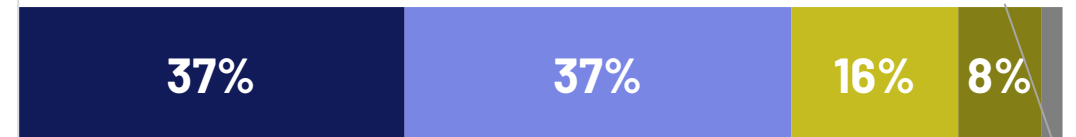
Not concerned: 28%
3%



Concern about climate change today

Concerned: 74%

Not concerned: 24%
2%



■ Very concerned

■ Fairly concerned

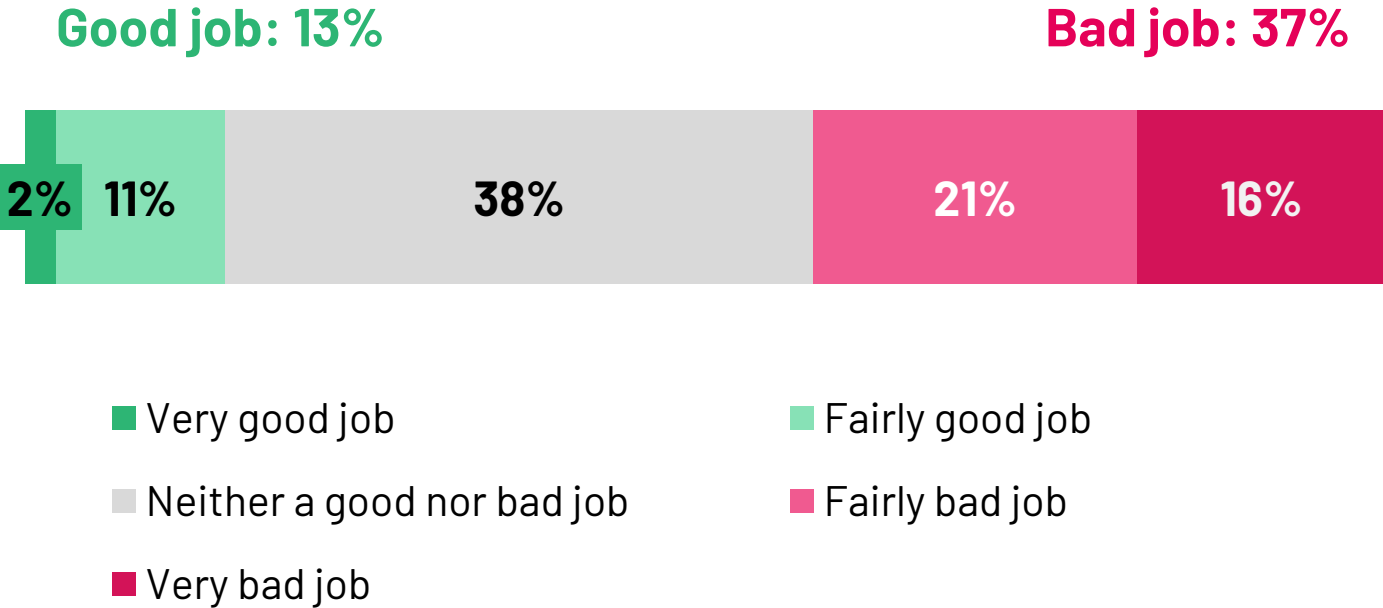
■ Not that concerned

■ Not at all concerned

■ Don't know

Just over a third think Labour have done a bad job dealing with climate change

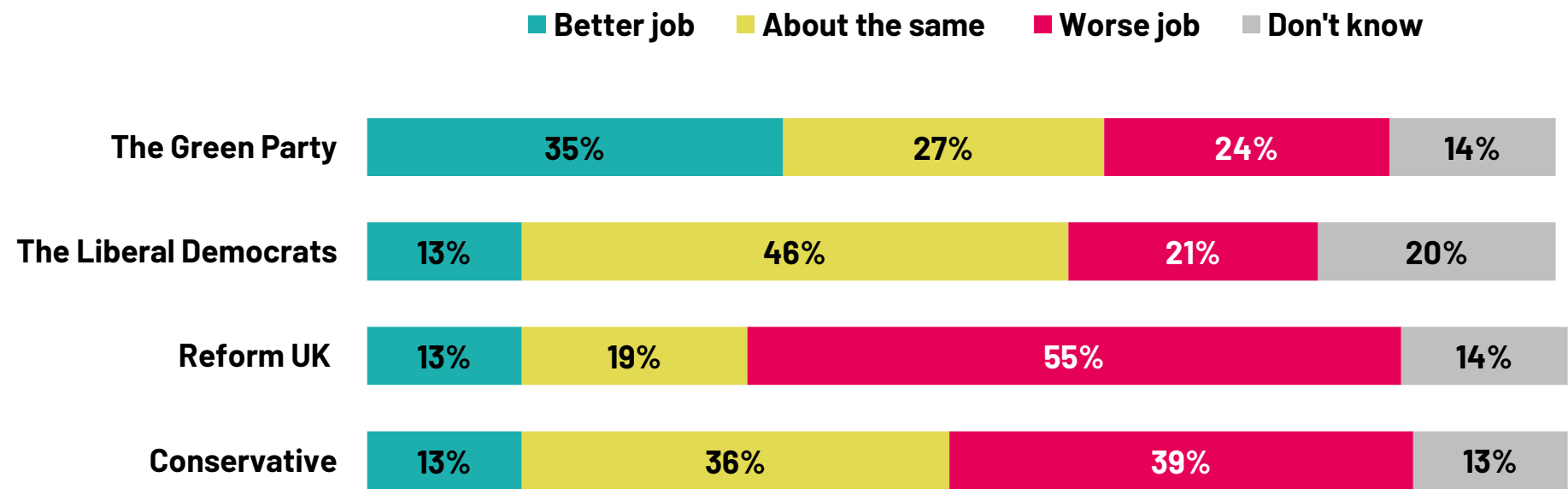
Q. Since the Labour party came into power in July 2024, do you think the government has done a good or a bad job dealing with climate change?



Base: All Adults aged 16-75 in GB (1,085). "Don't know" not shown, 31st July – 4th August 2026

The Green Party are considered most likely to do a better job on climate; Reform UK and the Conservatives considered most likely to do a worse job

Q. And do you think a government led by each of the following parties would do a better or worse job, or about the same at dealing with climate change?



Base: All Adults aged 16-75 in GB (1,085);, 31st July – 4th August 2026

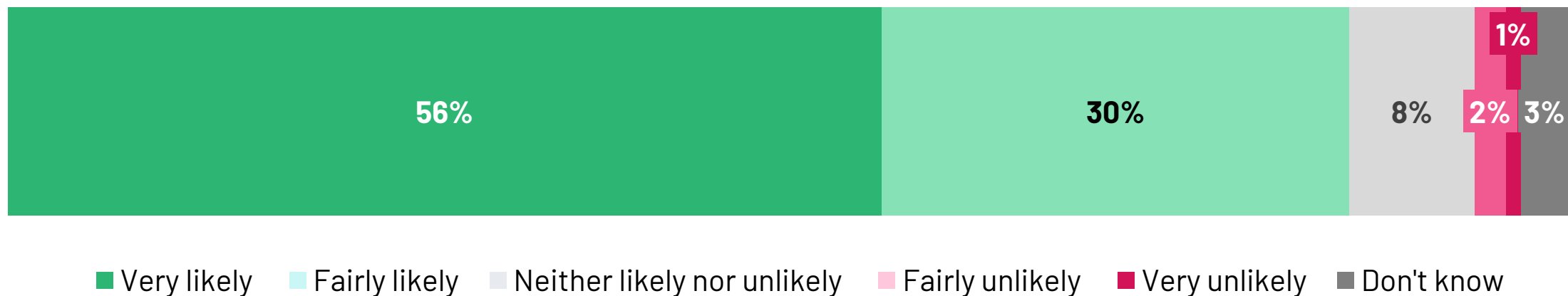


Most think Britain is likely to experience similar heatwaves in future

Q. How likely or unlikely do you think it is that Britain will experience similar heatwaves in future summers?

Likely to experience similar heatwaves in future: 87%

Unlikely to experience similar heatwaves in future: 3%



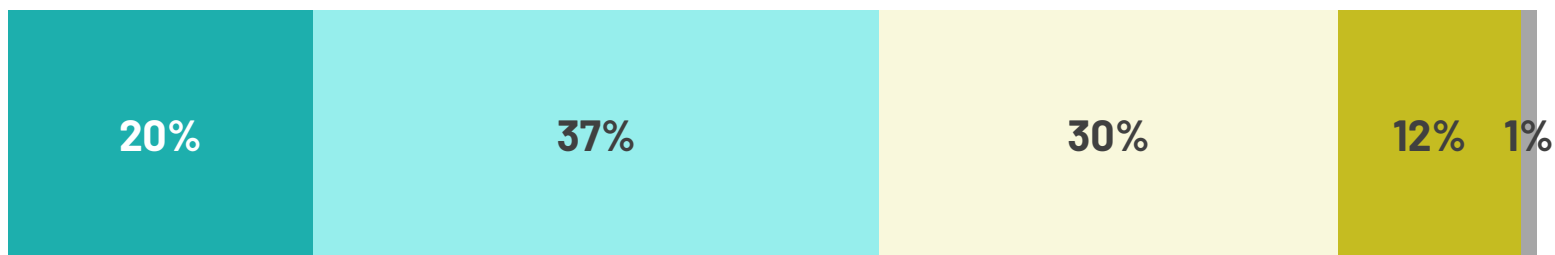
Base: All Adults aged 16-75 in GB (1,085), 31st July – 4th August 2026

Over half of Brits say their daily activities have been affected by the heat

Q. To what extent, if at all, has the weather this summer affected your ability to carry out your normal daily activities, such as going to work, exercising or sleeping?

Affected a great deal or a fair amount: 56%

Not too much or not at all affected: 43%



■ A great deal ■ A fair amount ■ Not that much ■ Not at all ■ Don't know

The following groups were more likely to say they were affected than average:

Affected a great deal or a fair amount



16-34-year-olds
64%



Those earning up to £19,999
67%



2024 Labour voters
65%



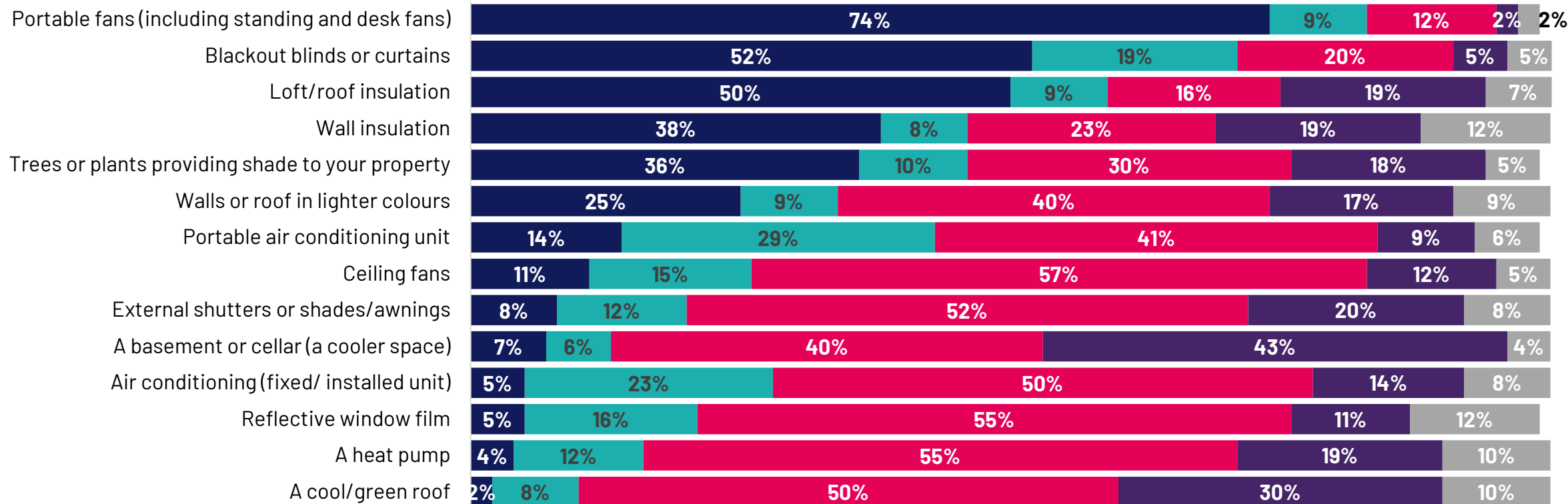
Graduates
61%



Women
60%

Portable fans, blackout blinds/curtains and insulation are already fairly common, but many do not plan on making further changes to improve home cooling in the next 2-3 years.

Q. Below is a list of features that could contribute to home cooling. Which of the following, if any, do you currently have, or plan to install in the next 2-3 years?



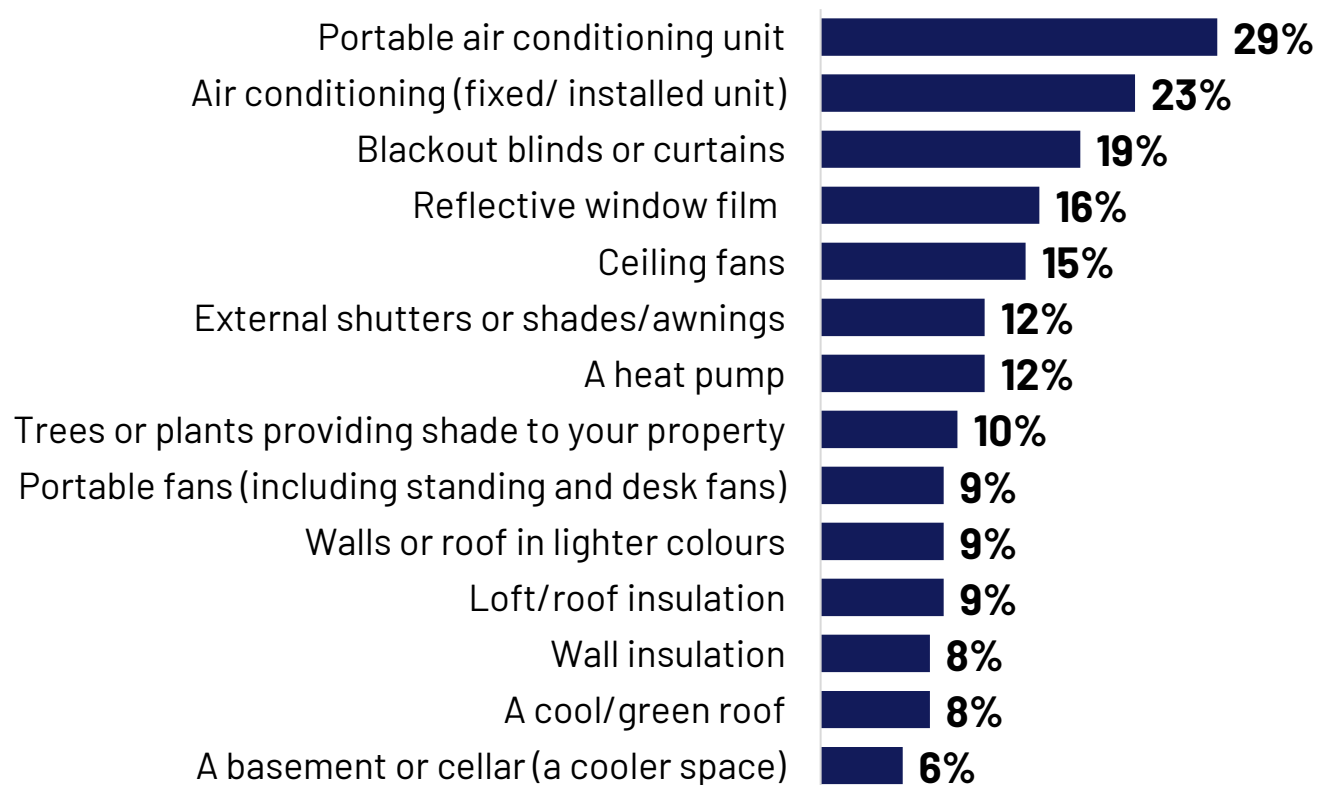
■ My home currently has this feature
 ■ I do not have this feature and do not intend to install this in future
 ■ Don't know

■ I do not have this feature, but plan to install this in the next 2-3 years
 ■ It's not possible for me to make this change

Portable air conditioning units were most commonly selected as measures to be installed in the next 2-3 years, followed by fixed air conditioning

Q. Below is a list of features that could contribute to home cooling. Which of the following, if any, do you currently have, or plan to install in the next 2-3 years?

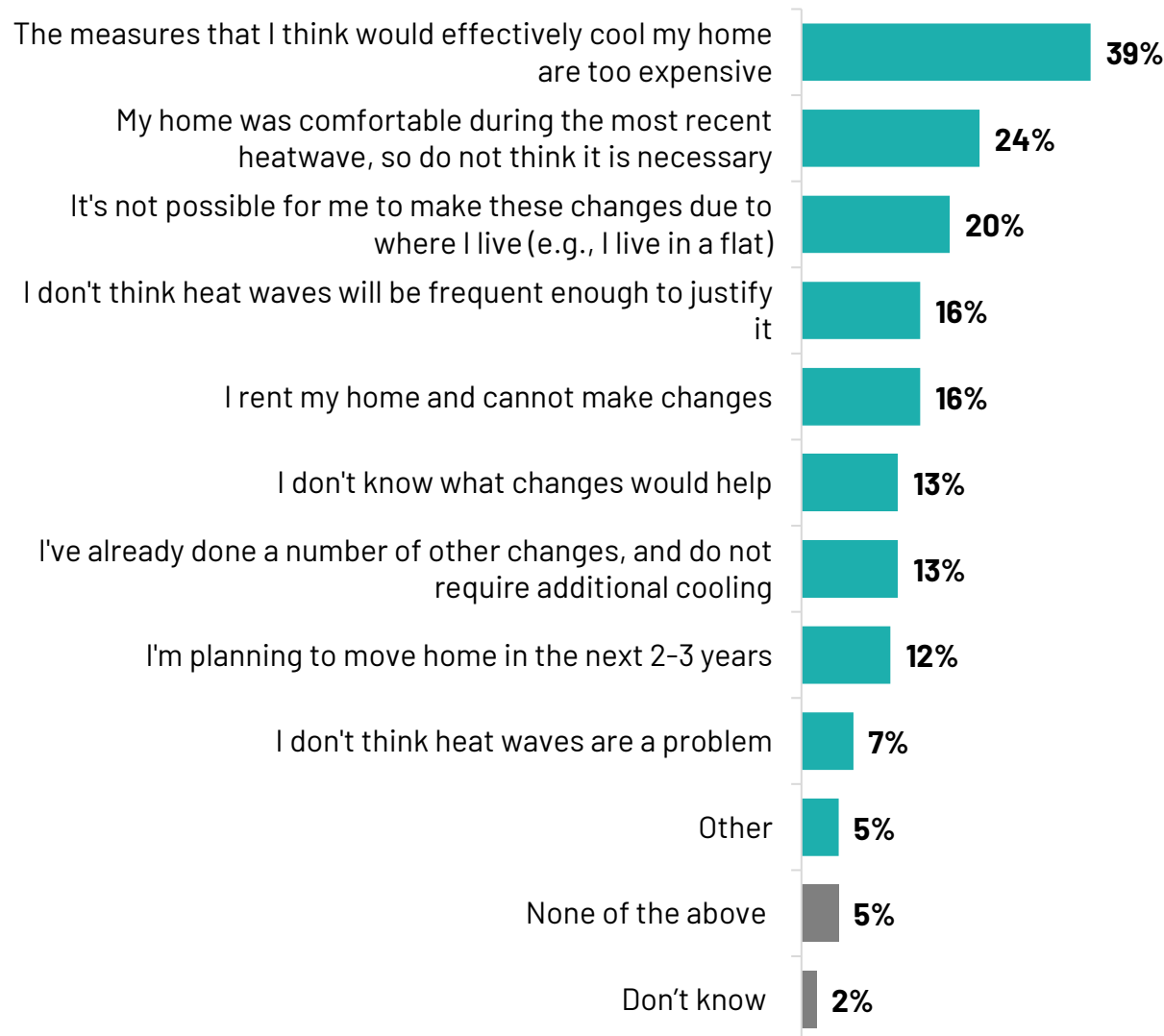
% selecting "I do not have this feature, but I plan to install this in the next 2-3 years".



Base: All Adults aged 16-75 in GB (1,085), 31st July – 4th August 2026

2 in 5 of those who aren't planning on making changes said this was due to the affordability of effective cooling measures.

Q. You mentioned that there were some home cooling changes you were not planning to make. What are the main reasons you are not planning to make these changes? Please select up to 3 responses.



Base: All adults who are not planning to make at least one home cooling changes (966).

31st July – 4th August 2026

THANK YOU

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