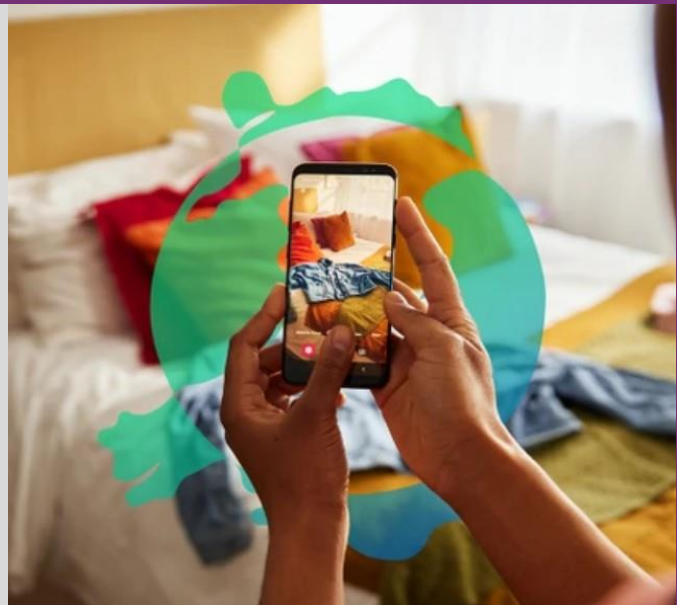


*Climate Action Wales  
Behavioural Tracking  
Survey 2024*

*Year 2 Report*



Prepared for:  
SBW Advertising/ Welsh Government

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### *Climate Action Wales Behavioural Tracking Survey 2024*

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## 1. Introduction and objectives

Beaufort was commissioned by SBW Advertising in summer 2023 to conduct a survey among the Welsh population measuring public behaviour and willingness to act on climate change. The 2023 survey was designed to provide baseline data ahead of the autumn launch of the main phase of TV and radio advertising for Block 2 of Welsh Government's Climate Action Wales (CAW) communications campaign.

Block 2 of the campaign focuses on the actions that individuals living in Wales can personally take to tackle climate change across four key themes:

- Reduce, Reuse, Repair
- Green Travel Choices
- Green Food Choices, and
- Green Energy Choices.

It followed on from Block 1, which highlighted actions being taken by Welsh Government to tackle the issue, for example around renewable energy and active travel.

The behavioural survey objectives are to assess:

- Current public behaviour around actions to help tackle climate change.
- Public willingness to adopt specific behaviours in future.
- Knowledge of actions to help tackle climate change.
- Where there is action, which specific steps are being taken.
- Where there is no action, what are the main barriers to doing so.
- Perceptions of which actions will have the biggest impact on climate change.
- Risk perceptions of specific climate change impacts (added in 2024).
- Perceptions of links between climate change and specific events (added in 2024).
- Recall and impact of the Climate Action Wales campaign on attitudes, motivations and behaviour (added in 2024).

The survey is intended to track these measures over time and assess changes as the campaign builds. It was therefore repeated in summer 2024, a year into Block 2 of the campaign and ahead of the launch of Block 3 in autumn 2024. Block 3 will focus on targeting specific behaviour change around one chosen behaviour – Reduce, Reuse, Repair.

The behavioural tracking survey complements regular communications tracking research which monitors campaign performance. Its overall aims are:

- To monitor public behaviour, knowledge and understanding of actions that can help tackle climate change.
- To assess willingness to adopt specific behaviours to help mitigate climate change.
- To track any changes on these measures over the lifetime of the Climate Action Wales campaign.

## 2. Methodology

As in 2023, the 2024 survey interviewed a sample of 1,000 Welsh adults, designed to be representative of the adult population resident in Wales aged 16 and over. It was carried out online using the Cint panel exchange platform<sup>1</sup>.

The survey was subject to interlocking demographic quota controls<sup>2</sup> of age within gender. A further separate quota control was set on social grade<sup>3</sup> and surveys were undertaken with residents of every local authority in Wales. At the analysis stage, the data was weighted by age group, gender, local authority grouping and social grade. This ensures that the sample reflected 2021 Census figures and was representative of the Wales population aged 16+.

Interviews were based on a structured questionnaire (see Appendix 1). It was available in English and Welsh and could be taken in participants' preferred language. Interviews took an average of 20 minutes to complete.

Fieldwork took place between 7 and 19 August 2024. A total of 1,000 interviews were completed and analysed. Full data tabulations from the survey have been provided in a separate technical report.

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<sup>1</sup> The Cint platform and its products comply with various industry standards including ISO 20252 - the international quality standard for market research services. Multiple data quality checks are built into the Cint system and Beaufort builds in its own quality control questions and measures within the survey and excludes respondents who fail these checks.

<sup>2</sup> Quota controls are target numbers of interviews set for specific demographic groups within the population, to help achieve a representative sample for the survey. Interlocking demographic quota controls means that the target incorporates two variables: age group within gender.

<sup>3</sup> Social grade is a classification system based on occupation developed for use on the National Readership Survey (NRS). Social grades are defined as follows:

**AB:** Higher and intermediate managerial, administrative and professional occupations

**C1:** Supervisory, clerical and junior managerial, administrative and professional occupations

**C2:** Skilled manual workers

**DE:** Semi-skilled and unskilled manual workers, state pensioners, casual and lowest grade workers, unemployed with state benefits only.

### 3. Research findings

#### 3.1 Current behaviour to help combat climate change

##### 3.1.1 Actions being taken (unprompted)

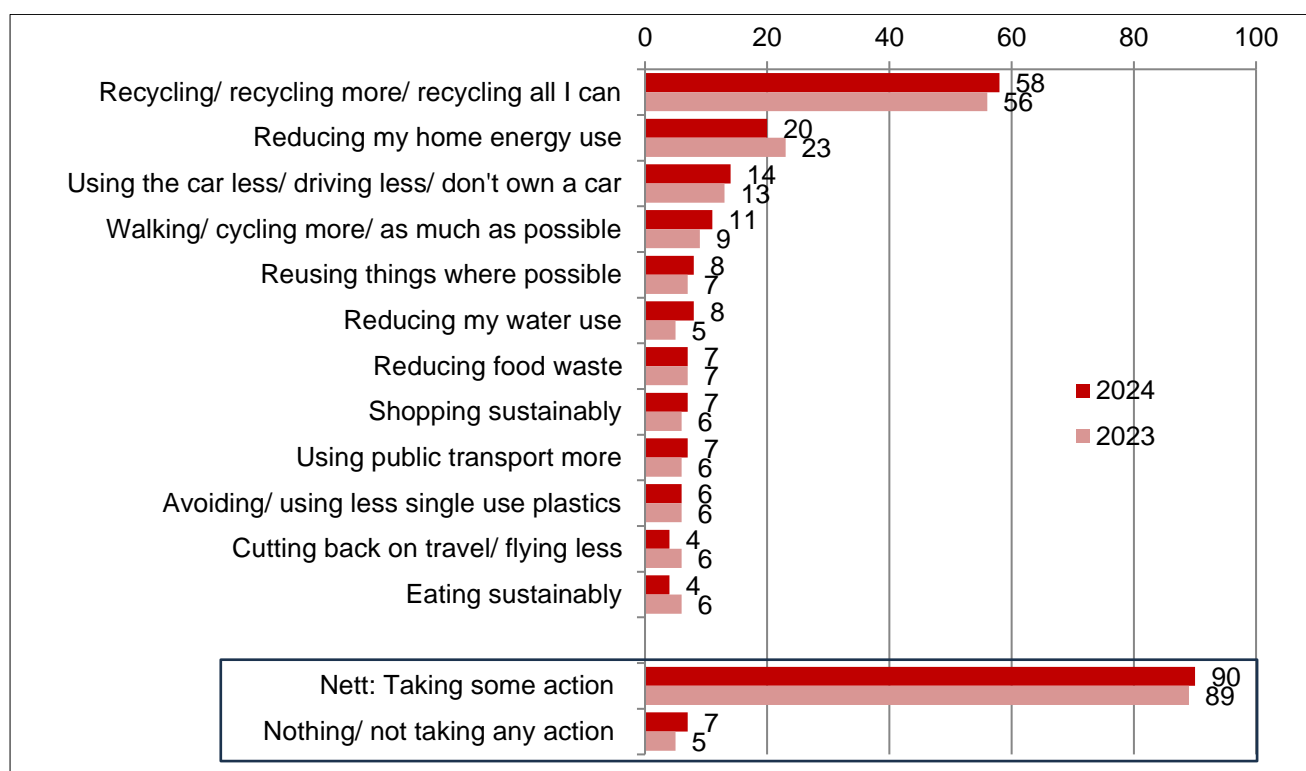
When asked an open question on what, if anything, they were personally doing to help combat climate change, nine in ten of those interviewed in 2024 (90%) gave examples of actions they were taking. Only 7% said they were not doing anything. These levels were similar to those seen in the 2023 baseline survey.

Those who recalled seeing the Welsh Government Climate Action Wales campaign were most likely to mention taking some action. 98% of those aware of the campaign gave examples of actions they were personally taking, compared to 88% of those not aware of it doing so.

As in 2023 the most mentioned behaviour to help combat climate change was **recycling**. Almost six in ten respondents (58%) said unprompted that they were recycling/ recycling more/ recycling everything they could. The next most common behaviour was **reducing home energy use**, with one in five respondents (20% - down slightly from the 2023 level of 23%) giving examples such as switching off devices when not in use, lowering their central heating temperature and using energy efficient appliances. Just below this, a similar proportion mentioned **green transport choices** - 14% said they were using their car less often/ driving less/ didn't own a car and another 11% were walking/ cycling more nowadays. All other behaviours were mentioned spontaneously by smaller proportions of respondents (8% or fewer).

Figure 1 below shows the most common actions being taken.

Figure 1: Main actions\* being taken to help combat climate change (unprompted) – 2024 compared to 2023, %



Base: All (1,000)

\*Actions mentioned spontaneously by 4% or more of the sample (2024)/ 5% or more (2023)

### 3.1.2 Prompted behaviours

Respondents were then prompted with a series of different behaviours that might help combat climate change (in randomised order) and asked whether they were taking any steps to do each of these nowadays. For each, they could choose whether:

- They were doing as much as they possibly could (or had already done it, in a few cases where the action was finite, e.g. installing a smart meter)
- They were doing something but could do probably more, or
- They were not doing anything.

After removing those who said each behaviour did not apply to them, the behaviours with the **highest take-up** overall (all being done by at least nine in ten of those interviewed) were:

- Recycling more (**97% currently doing to some extent**/ 3% not doing at all)
- Reducing their food waste (**95% doing**/ 4% not doing)
- Reducing their home energy and water use (**93% doing**/ 7% not doing)
- Reducing what they buy (**90% doing**/ 10% not doing)
- Reusing things where possible (**89% doing**/ 10% not doing)

- Adapting their home to make it more energy efficient (**87% doing**/ 12% not doing)
- Repairing things instead of buying new (**85% doing**/ 14% not doing)

Among those who said each action applied, marked variations were evident between some behaviours in terms of scope to do more. Reflecting the dominance of recycling in the open question about current actions, almost eight in ten (79%) said they were **already doing as much as they possibly could** to recycle more. Similarly, almost seven in ten (67%) felt they were doing as much as they could to reduce their food waste, while around six in ten said this about installing a smart meter and reducing their home energy and water use (61% and 59% respectively).

While between four and five in ten felt they were doing as much as they could to reuse things where possible (50%), reduce what they buy (48%), repair things instead of buying new (44%), and adapt their home to make it more energy efficient (44%), sizeable proportions felt that they **could probably do more** in each of these areas.

Fewer felt they were doing as much as they possibly could to eat locally and sustainably and to shop sustainably (around one in three in each case). Around half (50% and 48% respectively) were doing something about each of these things but recognised there was **scope to do more**.

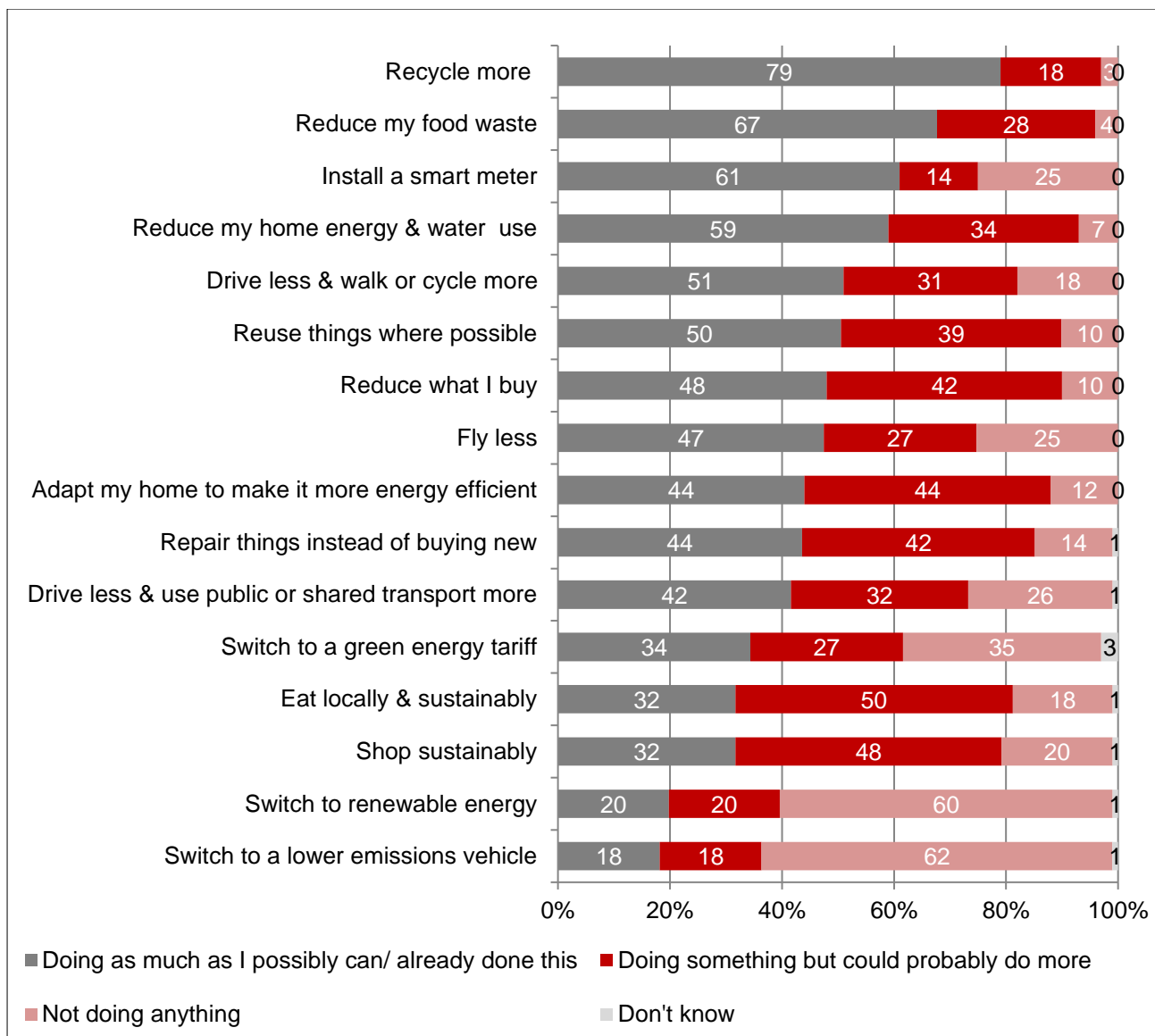
The behaviours with the **lowest current take-up** were:

- Switching to a lower-emissions vehicle (hybrid or electric) (62% of those to whom it applied not currently doing)
- Switching to renewable energy (60% to whom it applied not doing)
- Switching to a green energy tariff (35% to whom it applied not doing)
- Driving less and using public/ shared transport more (26% to whom it applied not doing)
- Installing a smart meter (25% to whom it applied not doing) and
- Flying less (25% to whom it applied not doing).

A full breakdown of responses on all behaviours can be found in Figure 2.



Figure 2: Prompted current behaviour to help combat climate change - 2024, %



Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 722 - 987)

Those aware of the Welsh Government Climate Action Wales campaign were more likely to say they were doing as much as they possibly could (or had already done this) for almost every behaviour than those who had not seen the advertising. The only exception was in the case of flying less, where a slightly higher proportion of those who did not recall the campaign said they were doing as much as they possibly could (see Table 1).

The differences were particularly marked for eating locally and sustainably, shopping sustainably, adapting their home to make it more energy efficient and switching to renewable energy.

Table 1: Prompted current behaviour by awareness of Climate Action Wales campaign

	Seen campaign	Not seen campaign
<i>% saying I'm doing as much as I possibly can to/ have already done this...</i>		
Recycle more	81	79
Reduce my food waste	71	66
Reduce my home energy & water use	66	56
Install a smart meter	62	60
Reuse things where possible	58	49
Drive less & walk or cycle more	56	49
Adapt my home to make it more energy efficient	55	38
Reduce what I buy	54	45
Drive less & use public or shared transport more	51	38
Repair things instead of buying new	49	42
Eat locally & sustainably	47	26
Shop sustainably	47	26
Fly less	46	49
Switch to a green energy tariff	41	30
Switch to renewable energy	31	15
Switch to a lower emissions vehicle	27	14

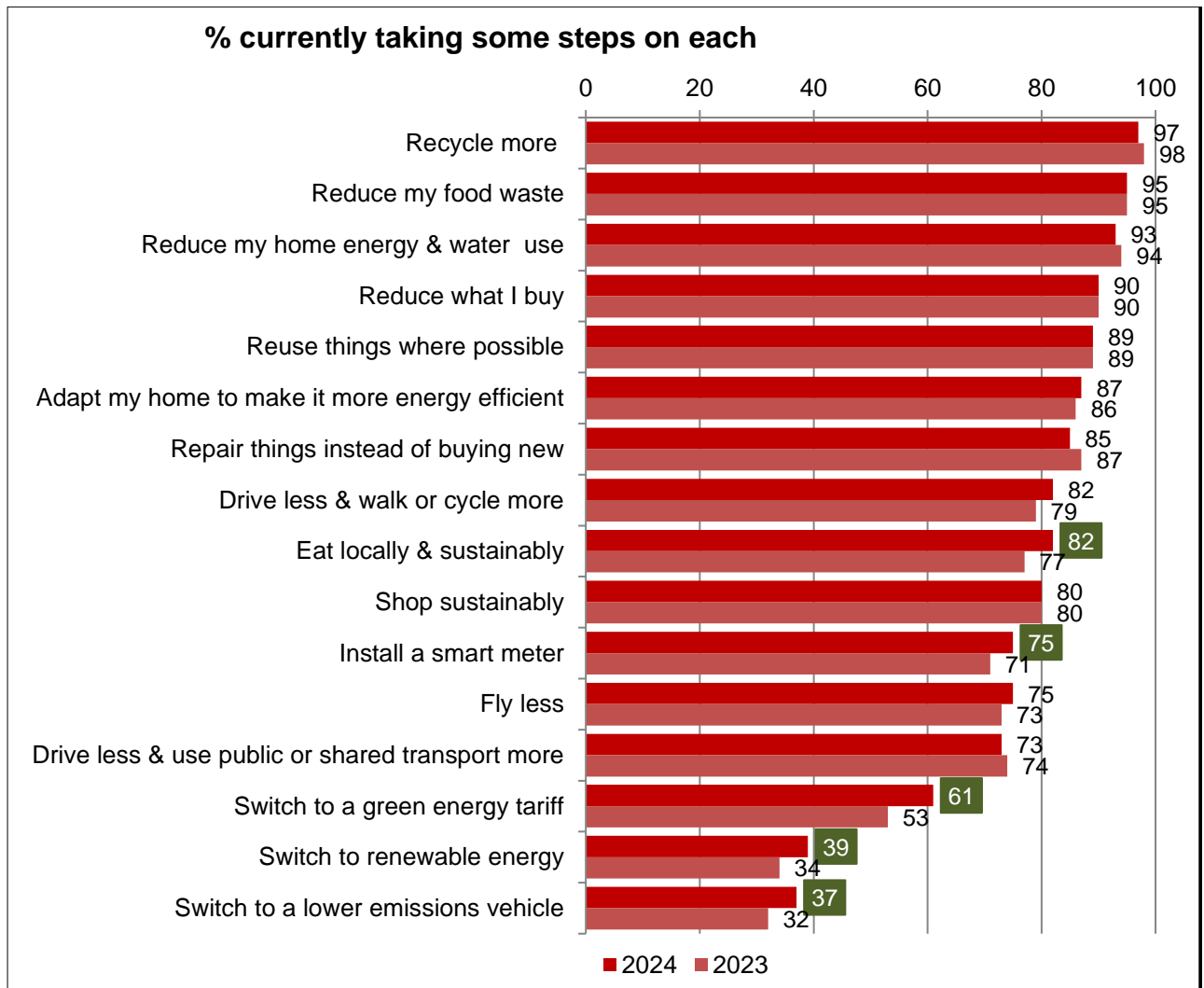
Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 722 - 987)

Looking at survey results over time, while the pattern of behaviours in 2024 is very similar to 2023, some positive movements are evident on certain behaviours year on year. Focusing on the largest changes (highlighted in green in Figure 3 below):

- 82% of respondents in 2024 said they were currently taking some steps to eat locally and sustainably (up from 77% in 2023)
- 75% said they were taking some action to install a smart meter (up from 71% in 2023)
- 61% were taking some steps to switch to a green energy tariff (up from 53% in 2023).

Moreover, although remaining at low levels, there have been sizeable increases year on year in the proportion of respondents saying that they have taken some action to switch to renewable energy (up to 39% from 34% in 2023) and to switch to a lower emissions vehicle (up to 37% from 32% in 2023).

Figure 3: Current behaviour to help combat climate change – 2024 compared to 2023, %



Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 722 - 987 (2024); 727 – 992 (2023))

### 3.1.3 Overview of actions and barriers to taking action, by theme

This section summarises the actions already being taken to help combat climate change, as well as the main barriers preventing some people from adopting each behaviour. The behaviours are discussed by theme, namely:

- Green Home Energy Choices
- Green Travel Choices
- Reduce, Reuse, Repair
- Green Food Choices.

Table 2 illustrates how the behaviours are grouped by theme:

Table 2: Behaviours grouped by theme

Theme	Behaviours tested
<b>Green Home Energy Choices</b>	<ul style="list-style-type: none"> <li>Reduce your home energy and water use</li> <li>Adapt your home to make it more energy efficient</li> <li>Install a smart meter</li> <li>Switch to a green energy tariff</li> <li>Switch to renewable energy</li> </ul>
<b>Green Travel Choices</b>	<ul style="list-style-type: none"> <li>Drive less and walk or cycle more</li> <li>Drive less and use public or shared transport more</li> <li>Fly less</li> <li>Switch to a lower emissions vehicle</li> </ul>
<b>Reduce, Reuse, Repair</b>	<ul style="list-style-type: none"> <li>Recycle more</li> <li>Reuse things where possible</li> <li>Repair things instead of buying new</li> <li>Reduce what you buy</li> <li>Shop sustainably</li> </ul>
<b>Green Food Choices</b>	<ul style="list-style-type: none"> <li>Reduce your food waste</li> <li>Eat locally and sustainably</li> </ul>

Where respondents answered **yes** to a specific behaviour, they were asked a follow-up question which listed a range of possible actions related to each behaviour and could select which actions they were currently taking. This report does not go into detail on the actions taken but full results are available in the data tabulations.

Those who answered **no** to each behaviour were shown a list of possible reasons for not doing each and asked what was preventing them from doing so. The main barriers for each theme are discussed in the relevant section below.

Looking at each theme in turn:

### Green Home Energy Choices

Table 3 summarises current behaviour regarding **Green Home Energy Choices**.

It demonstrates that those to whom each action applied were much more likely to be reducing their home energy and water use, adapting their home to make it more energy efficient and to have installed a smart meter than to have switched to a green energy tariff or renewable energy. That said, the proportion of participants taking some action to switch to a green energy tariff and to switch to renewable energy has risen significantly since the baseline survey in 2023.

While the proportions of those saying they were already taking steps to reduce their home energy and water use and adapt their home to make it more energy efficient were high (at 93% and 87% respectively), at least a third in each case felt they could probably do more about each. Similarly, over one in four (27%) felt there was scope to do more about switching to a green energy tariff.

Table 3: Summary of current behaviour for Green Home Energy Choices, 2024

Theme	Behaviours tested	% doing each at the moment/ have already done*	% doing something but could probably do more
<b>Green Home Energy Choices</b>	Reduce your home energy and water use	93	34
	Adapt your home to make it more energy efficient	87	44
	Install a smart meter	75	14
	Switch to a green energy tariff	61	27
	Switch to renewable energy	39	20

Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 856 - 987)

\* Total of those answering 'Yes, I'm doing as much as I possibly can/ Yes, I've already done this' and 'Yes, I'm doing something but could probably do more'

Those who said they were not currently acting on each behaviour were asked what was preventing them from doing so. A list of possible barriers was provided for each Green Home Energy Choice behaviour and respondents could choose all that applied or write in any other barrier/s they chose.

A perception that it would **cost too much/ be too expensive** was the major barrier to making some of the Green Home Energy Choices. Cost was cited by almost half (48%) of those not currently taking any steps to adapt their home to make it more energy-efficient and by almost four in ten (37%) of those who had not done anything about switching to renewable energy.

As in 2023 the main reason given by almost half (47%) of those who had not installed or were not doing anything about getting a smart meter fitted was that they were **not convinced it was the right thing to do**.

No one dominant barrier emerged as stopping people from reducing their home energy and water use or switching to a green energy tariff. The main reasons given by those who had not taken any steps here were that they felt they were already cutting back as much as they could, and they preferred to have a warm home. Regarding switching to a green energy tariff, the barriers were a combination of a lack of information about how to do it, a perception it would be expensive and a lack of saliency (see Table 4).

Table 4: Main barriers to adopting each behaviour for Green Home Energy Choices

Theme	Behaviours	Top 5 barriers	%
Green Home Energy Choices	Reduce your home energy and water use	Already cutting down as much as I can	34
		Prefer to have a warm home	34
		Prefer a bath to a shower	27
		Need more information about how to do it	25
		Costs too much/ expensive to do	21
	<i>Base: 69*</i>		
	Adapt your home to make it more energy efficient	Costs too much/ expensive to do	48
		Not up to me/ not my decision	25
		Need more information about how to do it	19
		Inconvenient (e.g. disruptive, time-consuming)	12
		Never really thought about it	9
	<i>Base: 121</i>		
	Install a smart meter	Not convinced it's right thing to do	47
		Need more information about how to do it	13
		Hard to do/ too much hassle	12
		It's not up to me/ not my decision	11
		Costs too much/ expensive to do	11
	<i>Base: 228</i>		
	Switch to a green energy tariff	Need more information about how to do it	32
		Costs too much/ expensive to do	29
Never really thought about it		23	
Not up to me/ not my decision		9	
Not convinced it's right thing to do		9	
<i>Base: 311</i>			
Switch to renewable energy	Costs too much/ expensive to do	37	
	Need more information about how to do it	31	
	Never really thought about it	12	
	Not up to me/ not my decision	12	
	Hard to do/ too much hassle	10	
<i>Base: 494</i>			

Base: those not currently taking steps to do each (base sizes vary); \*Caution – small base size; highlighted barriers are those mentioned by 30% or more of those not doing each

### Green Travel Choices

Table 5 summarises current behaviour regarding **Green Travel Choices**.

High proportions of those surveyed who drove or took flights said they were currently taking some action to use the car less and to fly less. Around eight in ten of those to whom it applied said they were taking steps to drive less and walk or cycle more (82% - an increase from 79% in 2023), 75% said they were taking action to fly less (up from 73%) and 73% that they were taking steps to drive less and use public transport more. At the same time, around one in three of those already taking some action in these respects felt they could probably do more.

In contrast, fewer than four in ten (37%) of those to whom it applied had already switched or were taking steps to switch to a hybrid or electric vehicle. Although still relatively low, this proportion has increased from 2023 (32%).

Table 5: Summary of current behaviour for Green Travel Choices, 2024

Theme	Behaviours tested	% doing each at the moment/ have already done*	% doing something but could probably do more
Green Travel Choices	Drive less and walk or cycle more	82	31
	Fly less	75	27
	Drive less and use public or shared transport more	73	32
	Switch to a lower emissions vehicle	37	18

Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 722 - 892)

\* Total of those answering 'Yes, I'm doing as much as I possibly can/ Yes, I've already done this' and 'Yes, I'm doing something but could probably do more'

Turning to what is preventing people from taking steps to make Green Travel Choices, as in 2023 the main barrier to switching to a lower emissions vehicle was **cost**. The expense of acquiring a hybrid or electric car was cited as a barrier by almost two in three of those not currently taking any action. Not wanting an electric vehicle and concern about the number of charging points in Wales were barriers to around a third (32% and 31%).

Taking **journeys that were too far** to make by bicycle or on foot was the dominant reason preventing some people from using their car less and cycling or walking more (mentioned by 58% of this group). Another 36% cited **not having a bike** as the barrier. Those who were not taking any steps to drive less and use public or shared transport more gave **poor public transport provision** in their area as the main reason for not doing so (mentioned by 42%). The **cost of public transport** was another major barrier (mentioned by 37%).

Four in ten (40%) of those not currently taking steps to fly less mentioned they **enjoyed flying** and that alternatives to flying were **less convenient**.

Table 6: Main barriers to adopting each behaviour for Green Travel Choices

Theme	Behaviours	Top 5 barriers	%
Green Travel Choices	Drive less and walk or cycle more  Base: 153	<b>Most of my journeys are too far to walk/ cycle</b>	<b>58</b>
		<b>Don't own a bike</b>	<b>36</b>
		Don't feel safe walking and cycling	26
		Hard to do/ too much hassle	23
		Don't have time to do it	22
	Drive less and use public or shared transport more  Base: 223	<b>Lack of good public transport near me</b>	<b>42</b>
		<b>Costs too much/ expensive to do</b>	<b>37</b>
		Enjoy driving and don't want to take public transport instead	29
		Hard to do/ too much hassle	28
		Don't feel confident using public transport	20
	Fly less  Base: 187	<b>Enjoy flying</b>	<b>40</b>
		<b>Less convenient to travel using alternatives</b>	<b>40</b>
		Costs too much/ expensive to do	13
		Never really thought about it	9
		Not convinced it's right thing to do	8
	Switch to a lower emissions vehicle  Base: 474	<b>Costs too much/ expensive to do</b>	<b>64</b>
<b>Don't want an electric vehicle</b>		<b>32</b>	
<b>Worried there are not enough charging points across Wales</b>		<b>31</b>	
Not convinced it's right thing to do		21	
Can't install a charger (live in flat/ terraced house)		20	

Base: those not currently taking steps to do each (base sizes vary); highlighted barriers are those mentioned by 30% or more of those not doing each

### Reduce, Reuse, Repair

Table 7 summarises current behaviour regarding **Reduce, Reuse, Repair**.

Claimed adoption of all the Reduce, Reuse, Repair behaviours was high. Almost all 2024 survey participants (97%) said they were taking steps to recycle more nowadays. Around nine in ten said they were reducing what they buy (e.g. only buying things they needed, buying better quality items that lasted longer and borrowing or renting items) (90%), reusing things where possible (e.g. buying second hand rather than new, selling or donating things rather than throwing them away, repurposing things to give them a new lease of life) (89%) and repairing things instead of buying new (85%). Finally, eight in ten (80%) said they were taking steps to shop sustainably.

For all Reduce, Reuse, Repair behaviours except recycling, however, a high proportion of those already doing each to some extent felt they could do more. This was especially marked for shopping sustainably – although the majority of those interviewed said they were doing this to some extent (80%), almost half overall (48%) felt there was room to do more.



Table 7: Summary of current behaviour for Reduce, Reuse, Repair

Theme	Behaviours tested	% doing each at the moment/ have already done*	% doing something but could probably do more
Reduce, Reuse, Repair	Recycle more	97	18
	Reduce what you buy	90	42
	Reuse things where possible	89	39
	Repair things instead of buying new	85	42
	Shop sustainably	80	48

Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 973 - 992)

\* Total of those answering 'Yes, I'm doing as much as I possibly can/ Yes, I've already done this' and 'Yes, I'm doing something but could probably do more'

The main barriers to making changes around Reduce, Reuse, Repair are outlined in Table 8 and varied according to the behaviour:

- **Cost** was the primary deterrent to shopping sustainably, mentioned by 53% of those not currently taking steps to do this.
- **Not having the right equipment or skills** was the main barrier to repairing things instead of buying new, cited by 49% of those not currently doing this. Also, around a third of this group (32%) perceived it to be **hard to do/ too much hassle**.
- **Preferring to have their own things rather than borrowing items and never having thought about it** were the principal reasons given by those who were not taking steps to reduce what they buy (mentioned by 25% and 24% of this group respectively).
- **Not liking the thought of second-hand** was the main factor preventing people from reusing things rather than buying new (cited by 37% of this group).
- **Poor local recycling services/ options** were cited by 41% of those not currently taking steps to recycle more - NB very small base size (just 24 people).

Table 8: Main barriers to adopting each behaviour for Reduce, Reuse, Repair

Theme	Behaviours	Top 5 barriers	%
<b>Reduce, Reuse, Repair</b>	<b>Recycle more</b>	<b>Recycling collections/ options are not good where I live</b>	<b>41</b>
		Never really thought about it	29
		Hard to do/ too much hassle	16
		Need more info about how to do it	13
		Don't have time to do it	9
	<i>Base: 24*</i>		
	<b>Reuse things where possible</b>	<b>Don't like the thought of second-hand</b>	<b>37</b>
		Never really thought about it	23
		Costs too much/ expensive to do	14
		It's hard to do/ too much hassle	14
		Don't have time to do it	9
	<i>Base: 94*</i>		
	<b>Repair things instead of buying new</b>	<b>Don't have right equipment/ skills</b>	<b>49</b>
		<b>It's hard to do/ too much hassle</b>	<b>32</b>
		Costs too much/ expensive to do	21
		Don't have time to do it	17
		Need more info about how to do it	17
	<i>Base: 129</i>		
	<b>Reduce what you buy</b>	Prefer to have my own things rather than borrow items	25
		Never really thought about it	24
Enjoy shopping for new items		18	
Had to do / too much hassle		18	
Costs too much/ expensive to do		15	
<i>Base: 90*</i>			
<b>Shop sustainably</b>	<b>Costs too much/ too expensive to do</b>	<b>53</b>	
	Like brands I currently buy and don't want to change	19	
	Hard to do/ too much hassle	16	
	Need more info about how to do it	15	
	Never really thought about it	13	
<i>Base: 182</i>			

*Base: those not currently taking steps to do each (base sizes vary); \*Caution – small base sizes; highlighted barriers are those mentioned by 30% or more of those not doing each*

### Green Food Choices

Lastly, Table 9 summarises current behaviour regarding **Green Food Choices**.

Almost all those to whom it applied (95%) were taking action to reduce their food waste, while around eight in ten (82%) said they were taking some steps to eat locally and sustainably.

A high proportion (50% overall) felt that there was scope to do more about eating locally and sustainably, however.

Table 9: Summary of current behaviour for Green Food Choices

Theme	Behaviours tested	% doing each at the moment/ have already done*	% doing something but could probably do more
Green Food Choices	Reduce your food waste	95	28
	Eat locally and sustainably	82	50

Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 978 - 983)

\* Total of those answering 'Yes, I'm doing as much as I possibly can/ Yes, I've already done this' and 'Yes, I'm doing something but could probably do more'

Turning to the barriers to making Green Food Choices, a perception that it **costs too much/ is too expensive** was the main reason preventing people from taking steps to eat locally and sustainably (mentioned by 56% of this group).

There was no single dominant barrier to taking action to reduce food waste, which the great majority of those interviewed were already doing. Instead, around one in five mentioned having never really thought about it (22%) and it being hard to do/ too much hassle (18%) while other barriers were not being convinced it's the right thing to do, needing more information about how to do it and it being too expensive – NB small base size (41 people) (see Table 10).

Table 10: Main barriers to adopting each behaviour for Green Food Choices

Theme	Behaviours	Top 5 barriers	%
Green Food Choices	Reduce your food waste	Never really thought about it	22
		Hard to do/ too much hassle	18
Not convinced it's the right thing to do		16	
Need more info about how to do it		16	
Cost too much/ expensive to do		15	
	Base: 41*		
Green Food Choices	Eat locally and sustainably	<b>Costs too much/ expensive to do</b>	<b>56</b>
		Never really thought about it	18
		Need more info about how to do it	13
		Hard to do/ too much hassle	12
		Not convinced it's right thing to do	9
	Base: 165		

Base: those not currently taking steps to do each (base sizes vary); \*Caution – small base size; highlighted barriers are those mentioned by 30% or more of those not doing each

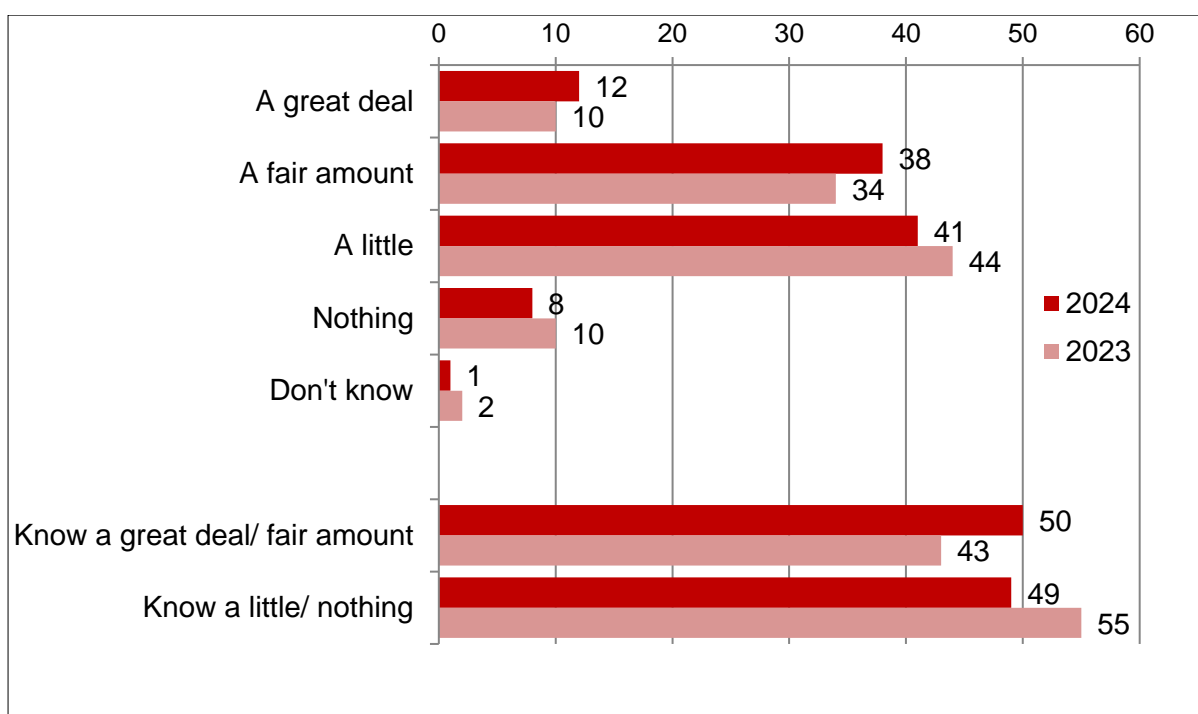
### 3.2 Knowledge of the actions individuals can take to help combat climate change

When asked generally how much they felt they knew generally about the individual actions people in Wales can take to help combat climate change, opinion was almost evenly split. 50% of participants in 2024 felt they were relatively knowledgeable (with 12% saying they knew 'a great deal' and 34% that they knew 'a fair amount'), while a similar proportion (49%) felt their knowledge was limited (41% thought they knew 'a little', while 8% felt they knew 'nothing').

Levels of knowledge of what personal actions people can take to help tackle climate change have risen significantly year on year. The proportion of those saying they have a reasonable knowledge of what to do has risen from 43% in 2023 to 50% in 2024; in contrast, those saying they know only ‘a little’ or ‘nothing’ has fallen from 55% in 2023 to 49% in 2024.

Those aware of the Welsh Government Climate Action Wales campaign were most likely to feel knowledgeable – 66% of those who recalled the campaign when prompted said they knew ‘a great deal’ (25%) or ‘a fair amount’ (41%) about the individual actions people in Wales can take to help combat climate change. This compares to a level of 44% among those who did not recall seeing the campaign.

Figure 4: How much do you feel you know about the individual actions people in Wales can take to help combat climate change - 2024 compared to 2023, %



Base: All (1,000)

Those with a disability, those in the C2DE socioeconomic groups and women were less likely to be confident they knew what individual actions can be taken to help combat climate change. The proportion of each group saying they had only a limited amount or no knowledge at all about what actions they could take were higher than the overall level of 49% (at 61%, 59% and 52% respectively).

Respondents were then prompted with the behaviours to help combat climate change discussed above and were asked how much or how little they felt they knew about how to do each one.

The behaviours about which participants **felt most knowledgeable** (where at least eight in ten felt they knew ‘a great deal’ or ‘a fair amount’) were:

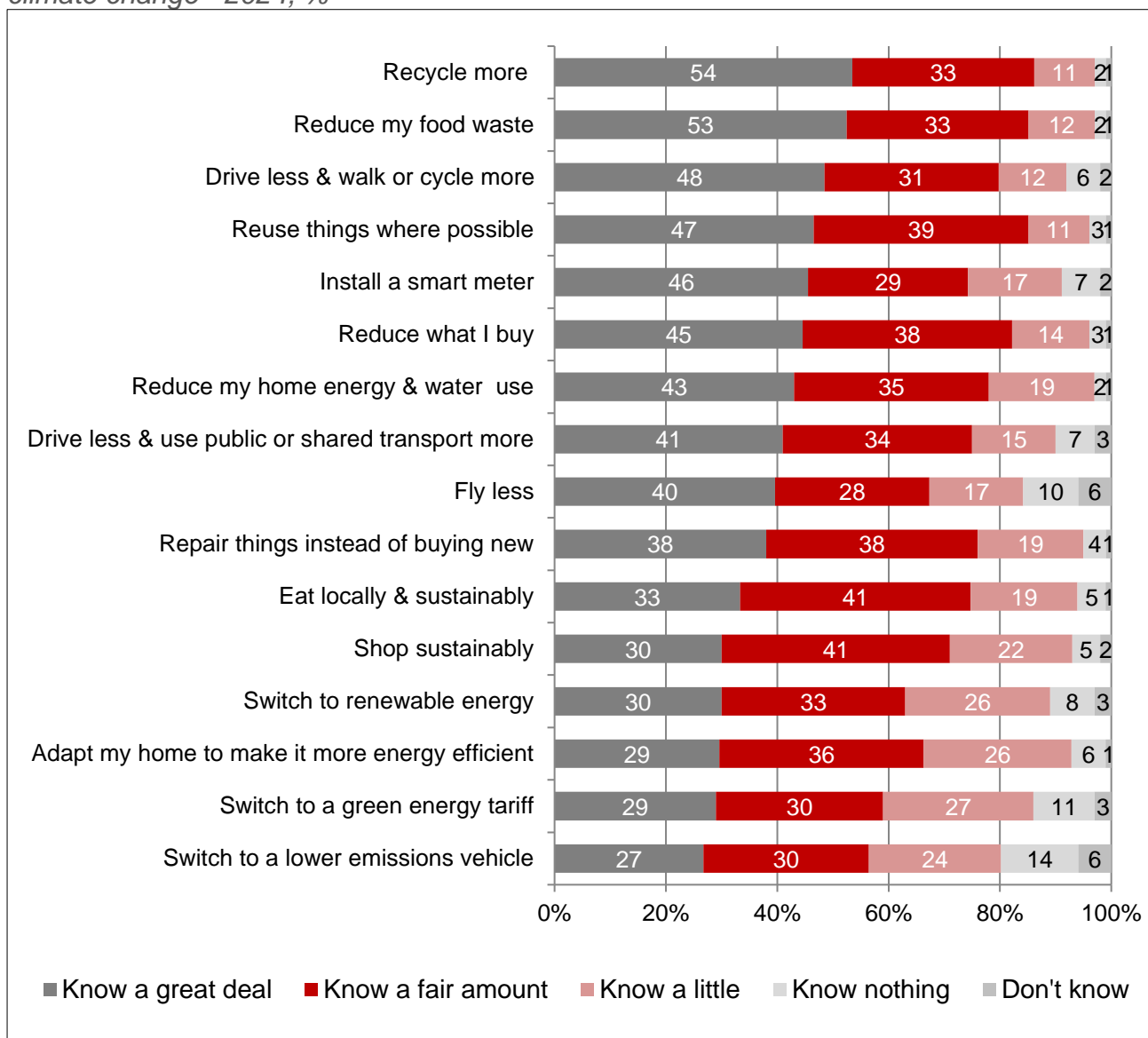
- Recycling more (**87% knowledgeable**/ 12% not knowledgeable)
- Reducing their food waste (**86% knowledgeable**/ 14% not knowledgeable)
- Reusing things where possible (**85% knowledgeable**/ 13% not knowledgeable)
- Reducing what they buy (**82% knowledgeable**/ 17% not knowledgeable)
- Driving less and walking or cycling more (**79% knowledgeable**/ 19% not knowledgeable).
- Reducing their home energy and water use (**79% knowledgeable**/ 20% not knowledgeable)

Conversely, those with the **lowest levels of familiarity**, where the percentage of respondents saying they knew 'nothing' or just 'a little' about how to do each was highest were:

- Switching to a green energy tariff (59% knowledgeable/ **38% not knowledgeable**)
- Switching to a lower emissions vehicle (57% knowledgeable/ **38% not knowledgeable**)
- Switching to renewable energy (63% knowledgeable/ **34% not knowledgeable**)
- Adapting their home to make it more energy efficient (66% knowledgeable/ **33% not knowledgeable**)
- Shopping sustainably (71% knowledgeable/ **27% not knowledgeable**)
- Flying less (68% knowledgeable/ **26% not knowledgeable**)
- Eating locally and sustainably (74% knowledgeable/ **25% not knowledgeable**).

Levels of knowledge for each of the sixteen behaviours is shown in Figure 5.

Figure 5: How much people know about how to do different behaviours to combat climate change - 2024, %



Base: All (1,000)

Those aware of the Climate Action Wales campaign were more likely to feel knowledgeable about every behaviour than those who did not recall seeing the advertising. The proportion of respondents who said they knew ‘a great deal’ or ‘a fair amount’ about how to do each was consistently higher among those who recalled the campaign than among those who did not.

The largest differences were evident on how to switch to a lower emissions vehicle, switch to renewable energy, switch to a green energy tariff, adapt their home to make it more energy efficient, eat locally and sustainably and shop sustainably (see Table 11).

Table 11: How much people know about how to do different behaviours to combat climate change, by awareness of Climate Action Wales campaign

% saying they know 'a great deal' or a fair amount' about how to do each	Seen campaign	Not seen campaign
Reduce my food waste	92	83
Reuse things where possible	92	83
Recycle more	91	85
Reduce what I buy	90	80
Reduce my home energy & water use	89	76
Drive less & walk or cycle more	89	76
Eat locally & sustainably	85	70
Repair things instead of buying new	84	74
Drive less & use public or shared transport more	84	72
Install a smart meter	84	71
Shop sustainably	83	68
Adapt my home to make it more energy efficient	78	61
Switch to renewable energy	77	57
Fly less	74	66
Switch to a green energy tariff	72	54
Switch to a lower emissions vehicle	72	51

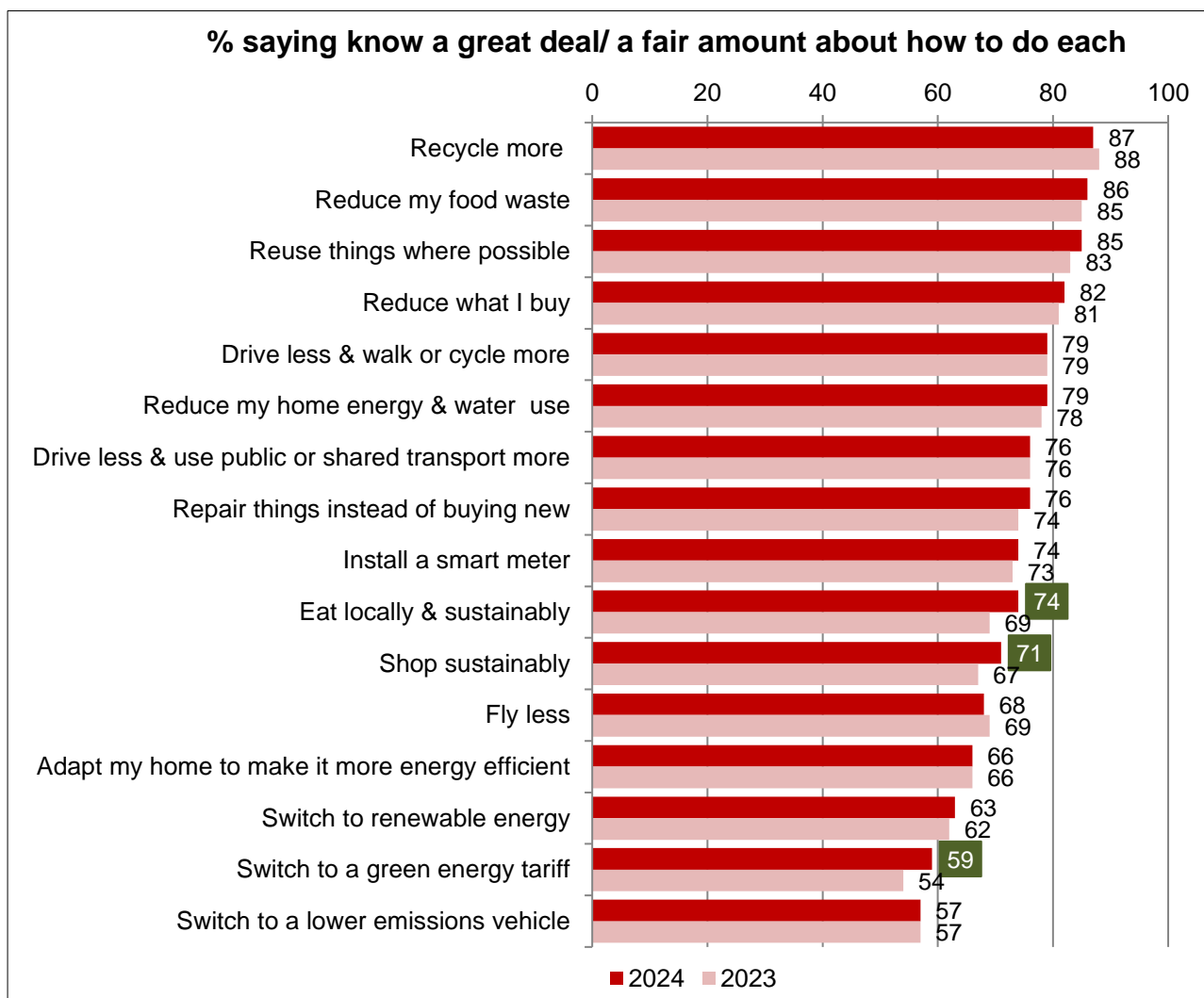
Base: Seen CAW campaign (305); not seen CAW campaign (636)

Comparing levels of knowledge over time, 2024 results are generally consistent with those from 2023. Respondents continue to feel most knowledgeable about how to recycle more, how to reduce their food waste, how to reuse things where possible and how to reduce what they buy. Likewise, they continue to feel least knowledgeable about switching to a lower emissions vehicle, switching to a green energy tariff and switching to renewable energy.

But knowledge of certain behaviours has increased significantly year on year, namely:

- Eating locally and sustainably (with 74% in 2024 saying they know 'a great deal'/ 'a fair amount' about how to do this, up from 69% in 2023)
- Shopping sustainably (up to 71%, from 67% in 2023)
- Switching to a green energy tariff (up to 59%, from 54% in 2023).

Figure 6: How much people know about different behaviours to combat climate change – 2024 compared to 2023 %



Base: All (1,000)

### 3.3 Willingness to take specific actions to help tackle climate change (short term and longer term)

Survey respondents were questioned about their willingness to take specific actions to help tackle climate change or to do them more often (if already doing) in both the short term (that is, in the next year) and in the longer term (that is, in the next five years).

Willingness to act **in the short-term** was generally high in 2024. Looking at those who said each action was applicable to them, around eight to nine in ten participants were willing<sup>4</sup> to do each of the following or do them more often in the next year:

<sup>4</sup> That is, answered 'yes, definitely' or 'yes, probably'



- Reduce their food waste (91% willing overall)
- Recycle more (91% willing)
- Reduce their home energy and water use (88% willing)
- Reuse things where possible (86% willing)
- Reduce what they buy (85% willing)
- Repair things instead of buying new (83% willing)
- Eat locally and sustainably (77% willing)
- Shop sustainably (77% willing)

Slightly lower proportions (around six to seven in ten) were willing to:

- Drive less and walk or cycle more (73% willing)
- Adapt their home to make it more energy efficient (73% willing)
- Install a smart meter (69% willing)
- Drive less and using public transport more (65% willing)
- Fly less (63% willing)
- Switch to a green energy tariff (63% willing).

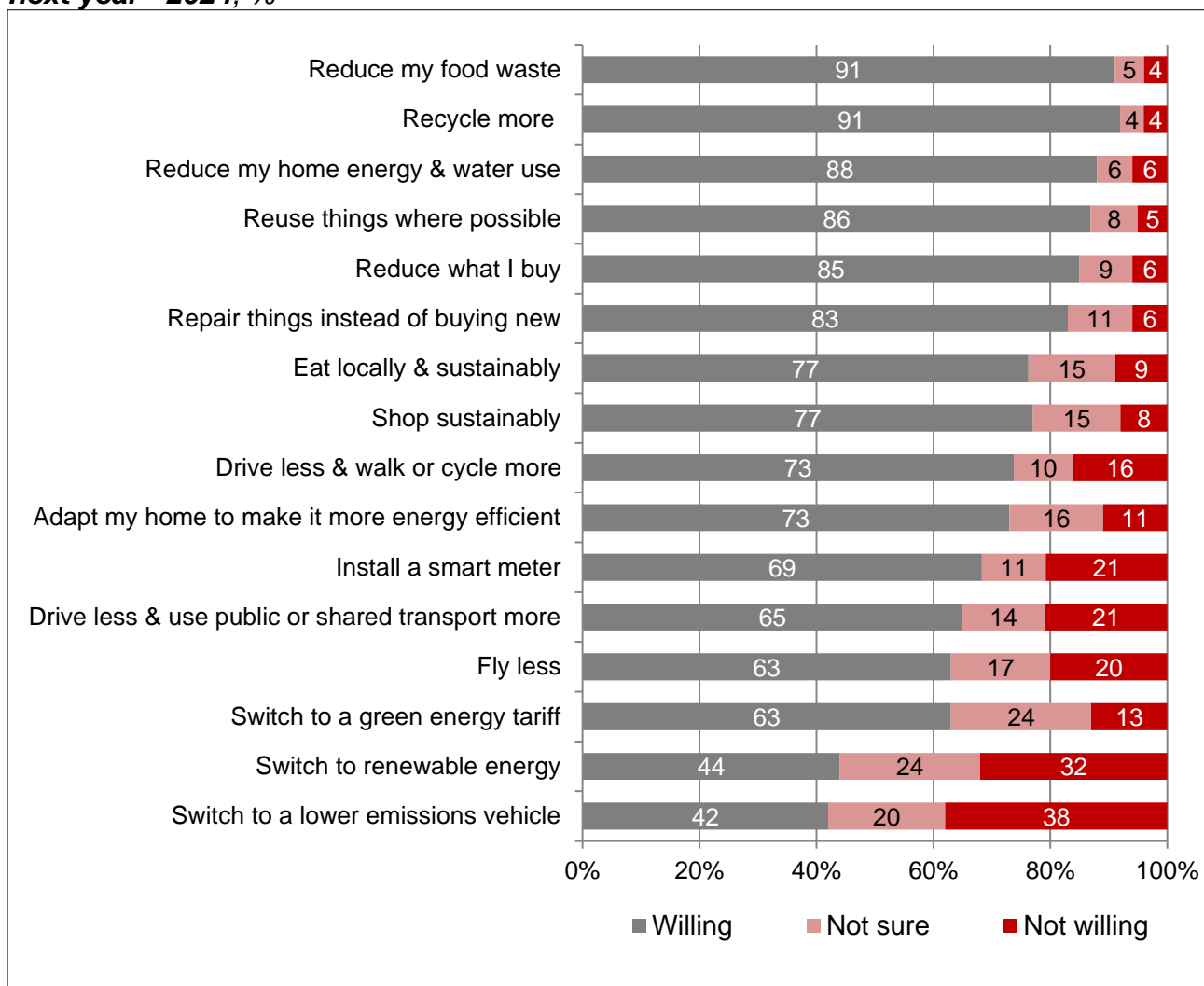
Less positively, only around four in ten were willing to consider switching to renewable energy or switching to a lower emissions vehicle in the next year (44% and 42% respectively). In fact, almost as many answered they would definitely or probably **not be willing** to take these actions in the short-term (38% in the case of switching to a hybrid or electric vehicle and 32% for switching to renewable energy).

Other behaviours where some resistance was evident in the short-term were:

- Installing a smart meter (21% unwilling)
- Driving less and using public or shared transport more (21% unwilling)
- Flying less (20% unwilling)
- Driving less and walking or cycling more (16% unwilling)

Moreover, sizeable proportions of those interviewed were uncertain about whether they would be willing to switch to a green energy tariff or switch to renewable energy (24% unsure in each case) (see Figure 7).

Figure 7: Willingness to take specific actions to help tackle climate change *in the next year - 2024*, %



Base: All excluding those answering ‘Not applicable to me’ (base size for each action ranges between 761 - 990)

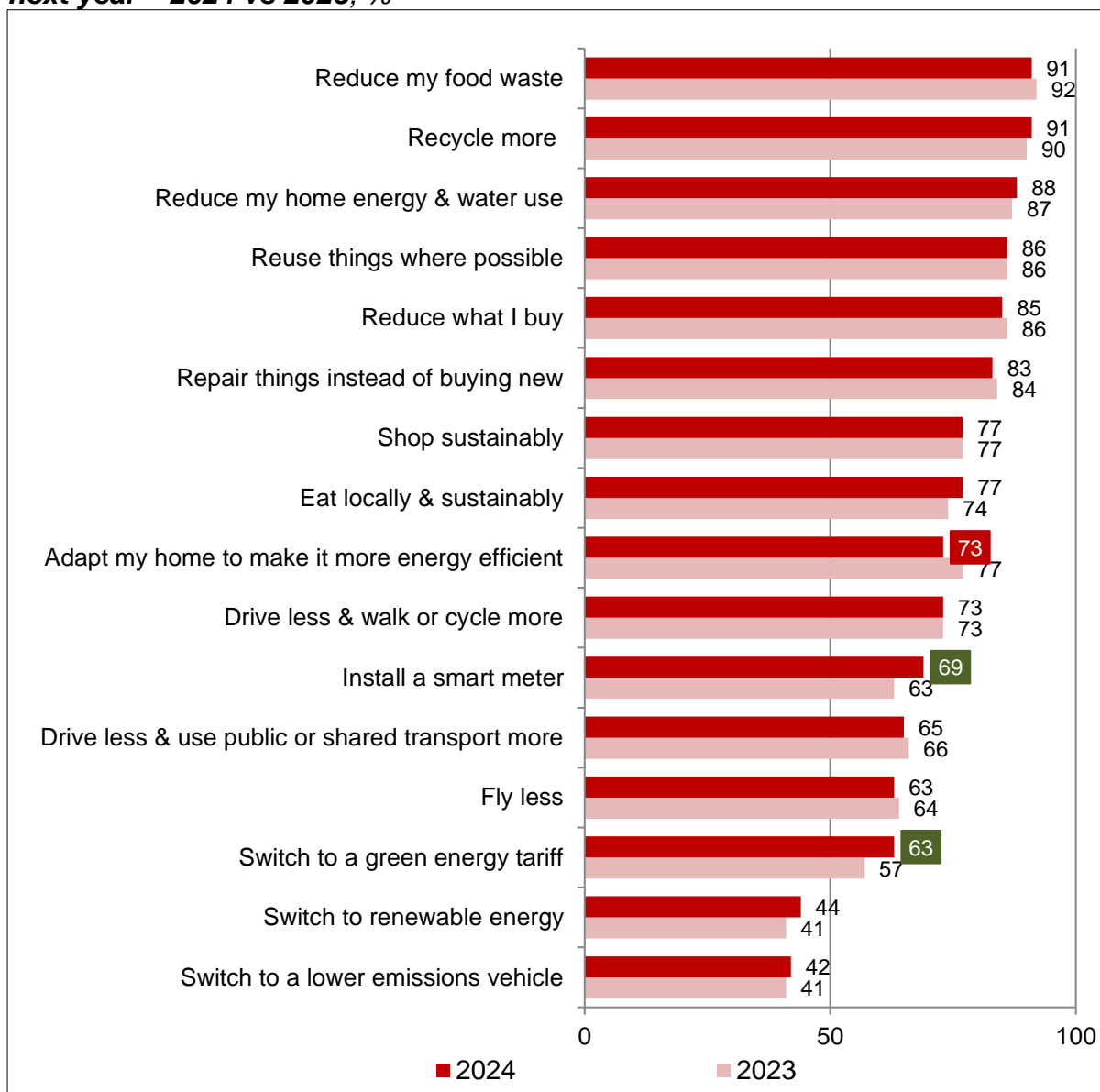
Note: Willing = those answering Yes, definitely/ Yes, possibly; Not willing = those answering No, definitely not/ No, probably not

On most dimensions, overall willingness to act in the next year was similar in 2024 to 2023. Willingness to take short-term action has increased significantly for two behaviours year on year, however:

- Installing a smart meter - 69% of participants in 2024 were definitely/ possibly willing to do so in the next year (up from 63% in 2023)
- Switching to a green energy tariff - 63% were definitely/ possibly willing to do so in the next year (up from 57% in 2023).

At the same time, willingness to adapt their home to make it more energy efficient has declined significantly year on year – from 77% of participants in 2023 to 73% in 2024.

Figure 8: Willingness to take specific actions to help tackle climate change **in the next year – 2024 vs 2023, %**



Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 757 - 989)

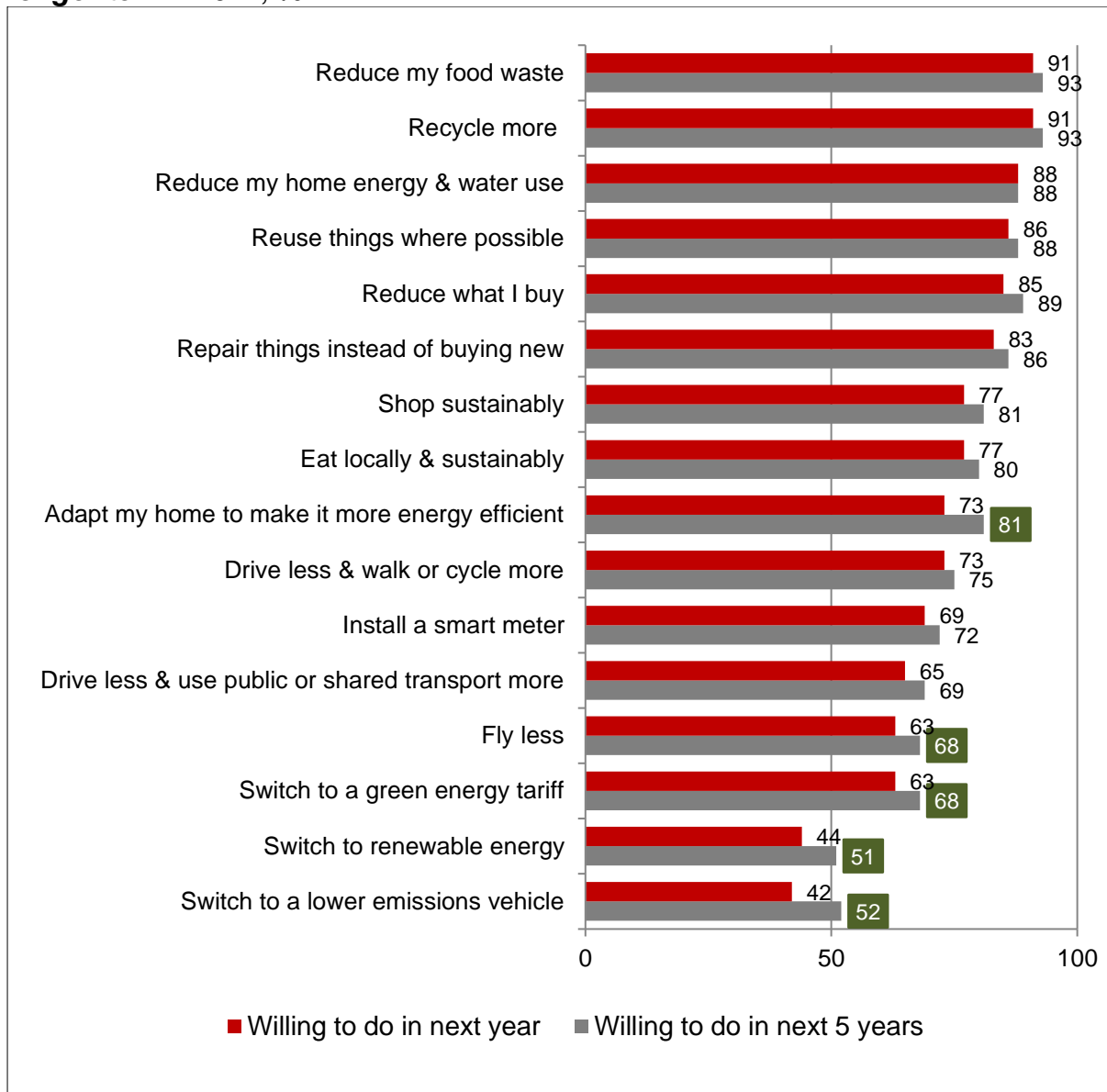
Note: Willing = those answering Yes, definitely/ Yes, possibly

As was seen in the baseline survey, people’s willingness to consider adopting each behaviour **in the longer term**, that is in the next five years, was generally higher than in the short-term. Behaviours where willingness to take action in a five-year time frame were significantly higher than willingness to take action in the next year are highlighted in green in Figure 9.

As in 2023, the highest increases in willingness in the longer-term were evident for actions where short-term willingness to act was lowest (that is, switching to a lower emissions vehicle or switching to renewable energy). While the proportion willing to do each rose by around 7%-10% when looking at an extended period, willingness to take action remained relatively low for these behaviours - 52% were willing to switch

to a hybrid or electric car and 51% were willing to switch to renewable energy in the next five years.

**Figure 9: Willingness to take specific actions in the *short-term compared to the longer term - 2024, %***



*Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 757 - 989)*

*Note: Willing = those answering Yes, definitely/ Yes, possibly*

Considerably higher proportions of respondents aware of the Climate Action Wales campaign stated they were definitely willing to take action on every behaviour in the next year than those who did not recall seeing the campaign.

The largest differences on willingness were evident for switching to a lower emissions vehicle, eating locally and sustainably, switching to renewable energy and shopping sustainably (see Table 12).

Table 12: Willingness to take specific actions to help tackle climate change in the next year by awareness of Climate Action Wales campaign

% saying definitely willing to do each/ do it more often in the next year...	Seen campaign	Not seen campaign
Recycle more	73	63
Reduce my food waste	72	58
Reduce my home energy & water use	63	48
Install a smart meter	63	45
Reuse things where possible	57	45
Eat locally & sustainably	55	31
Reduce what I buy	53	47
Drive less & walk or cycle more	53	39
Repair things instead of buying new	52	40
Adapt my home to make it more energy efficient	51	33
Shop sustainably	51	31
Switch to a green energy tariff	47	29
Drive less & use public or shared transport more	46	33
Fly less	45	37
Switch to a lower emissions vehicle	44	16
Switch to renewable energy	38	16

Base: All excluding those answering 'Not applicable to me' (base size for each action ranges between 761 - 990)

### 3.4 Understanding of which actions will have the biggest impact on tackling climate change

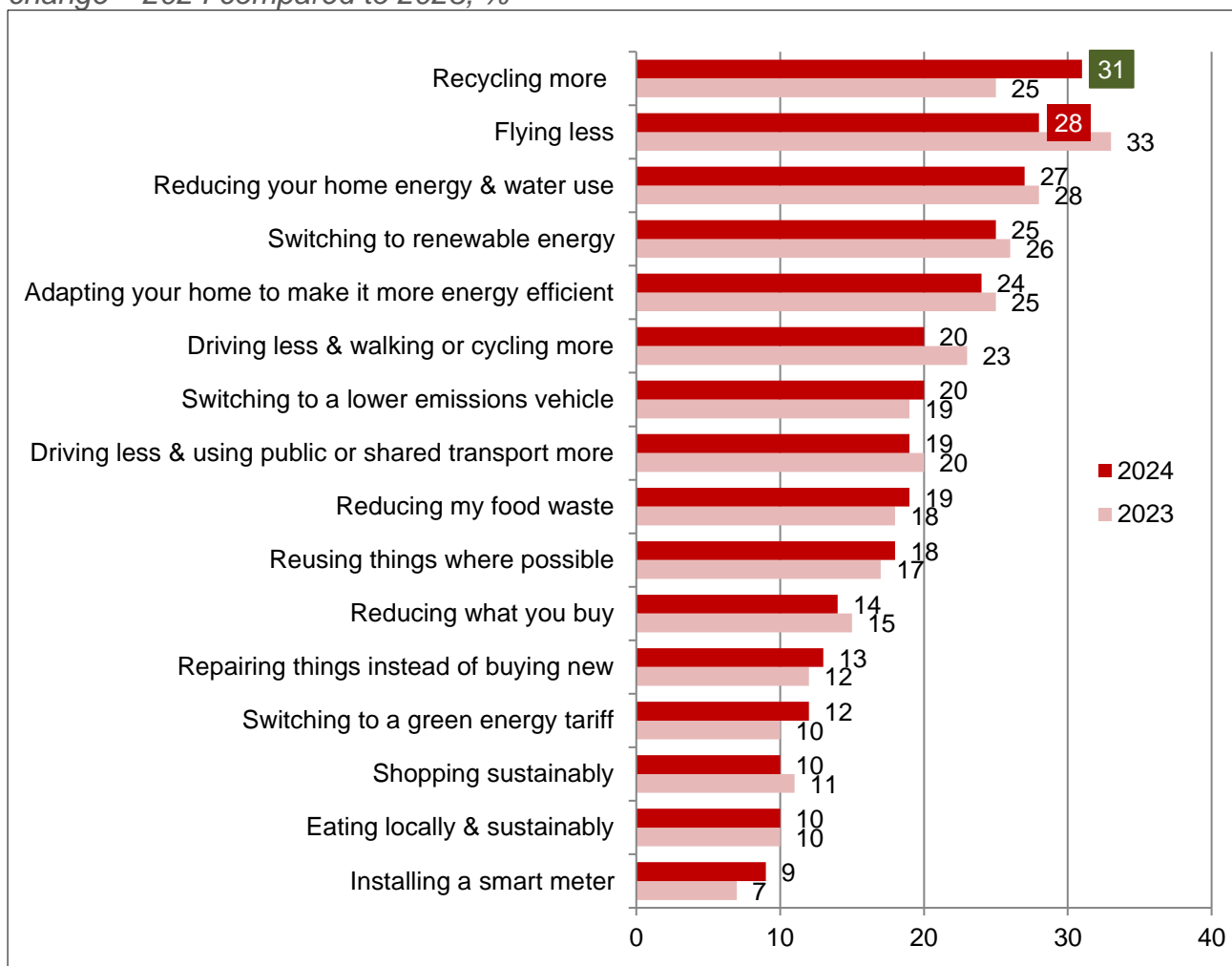
Survey respondents were then prompted with the list of behaviours and were asked to choose the three actions that they thought would have the biggest impact on tackling climate change. Results are shown in Figure 10.

In 2024 the action perceived to have the biggest impact on tackling climate change and chosen by the largest proportion of respondents was **recycling more**, selected by three in ten (31%) of those interviewed (a significant increase from the 2023 level of 25%). Almost three in ten participants selected **flying less** (28% - significantly down from 33% in 2023) and **reducing their home energy and water usage** (27% - broadly unchanged from the 2023 level of 28%).

Around one in four chose switching to renewable energy and adapting their home to make it more energy efficient, while around one in five selected driving less and walking or cycling more, switching to a lower emissions vehicle, driving less and using public or shared transport more, reducing their food waste and reusing things where possible.

Actions that were felt to be less important in tackling climate change (all selected by around one in ten or fewer of those interviewed) were installing a smart meter, eating locally and sustainably and shopping sustainably.

Figure 10: Perceptions of which actions will have biggest impact on tackling climate change – 2024 compared to 2023, %



Base: All (1,000)

### 3.5 Risk perceptions of specific climate change impacts

New questions were added to the 2024 survey to assess people’s risk perceptions of specific impacts of a changing climate<sup>5</sup>. Risk perceptions were measured using two questions: the first question measured concern if these impacts were to happen and the second captured respondents’ beliefs in the likelihood that these impacts will happen in Wales by 2050.

Survey respondents were presented with a list of possible risks and asked how concerned they would be about each happening in Wales. Results are shown in Figure 11.

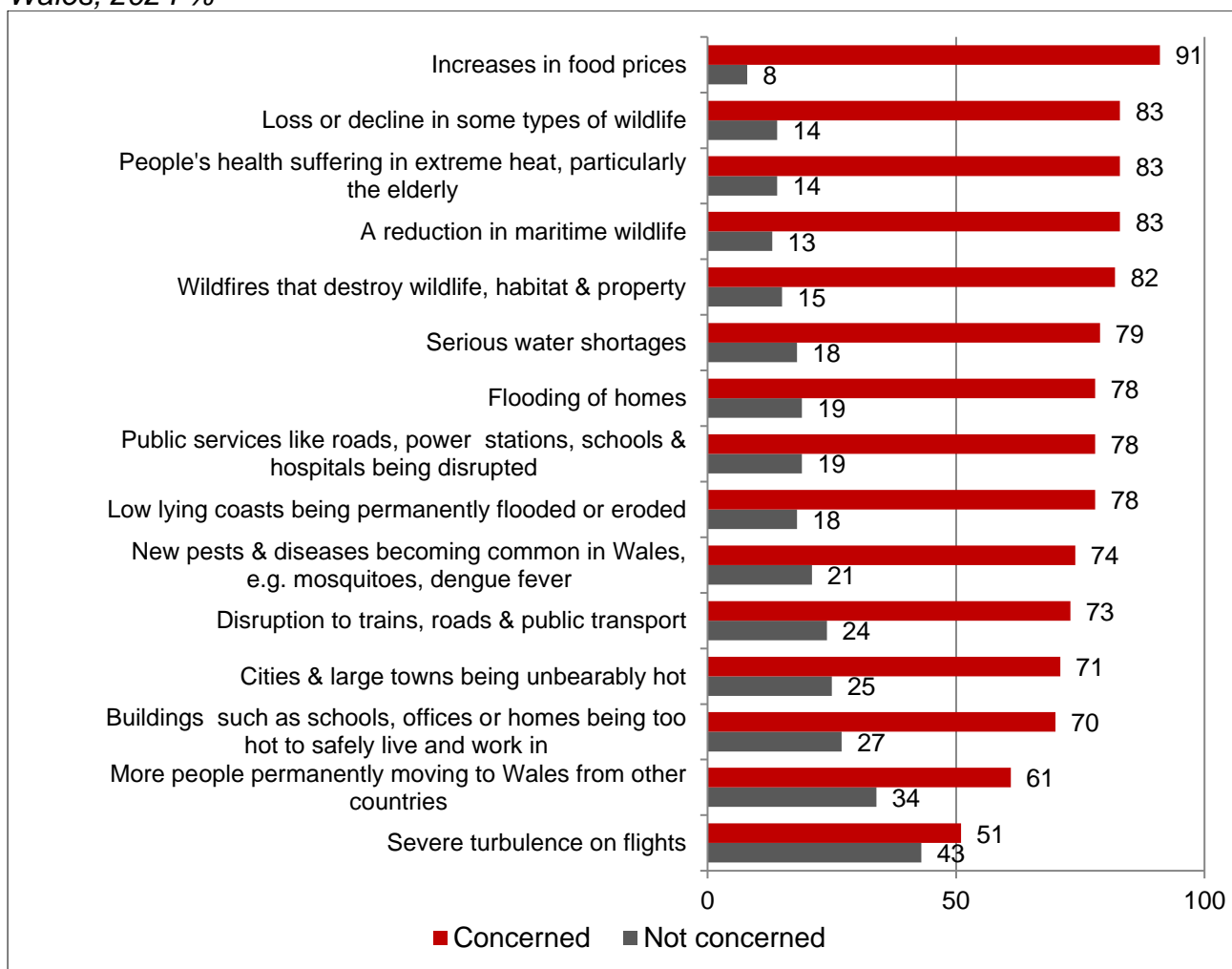
Almost all risks attracted high levels of concern, with at least seven in ten respondents indicating they were ‘very’ or ‘fairly’ concerned about each. The highest level of concern was evident for increases in food prices (at 91%), followed by the

<sup>5</sup> Adapted from British Public Perceptions of Climate Risk, Adaptation Options and Resilience (RESIL RISK) Survey, October 2019 [resilrisk-FINAL-ONLINE.pdf](#)

risk of loss or decline in some types of wildlife, a reduction in marine wildlife, people’s health suffering in extreme heat and wildfires threatening to destroy wildlife, habitat and property (all concerns to over eight in ten survey participants).

The only impacts about which fewer than two-thirds of respondents expressed concern were more people permanently moving to Wales from other countries (61% concerned) and severe turbulence on flights (51% concerned)

Figure 11: How concerned, if at all, would you be about the following happening in Wales, 2024 %



Base: All (1,000)

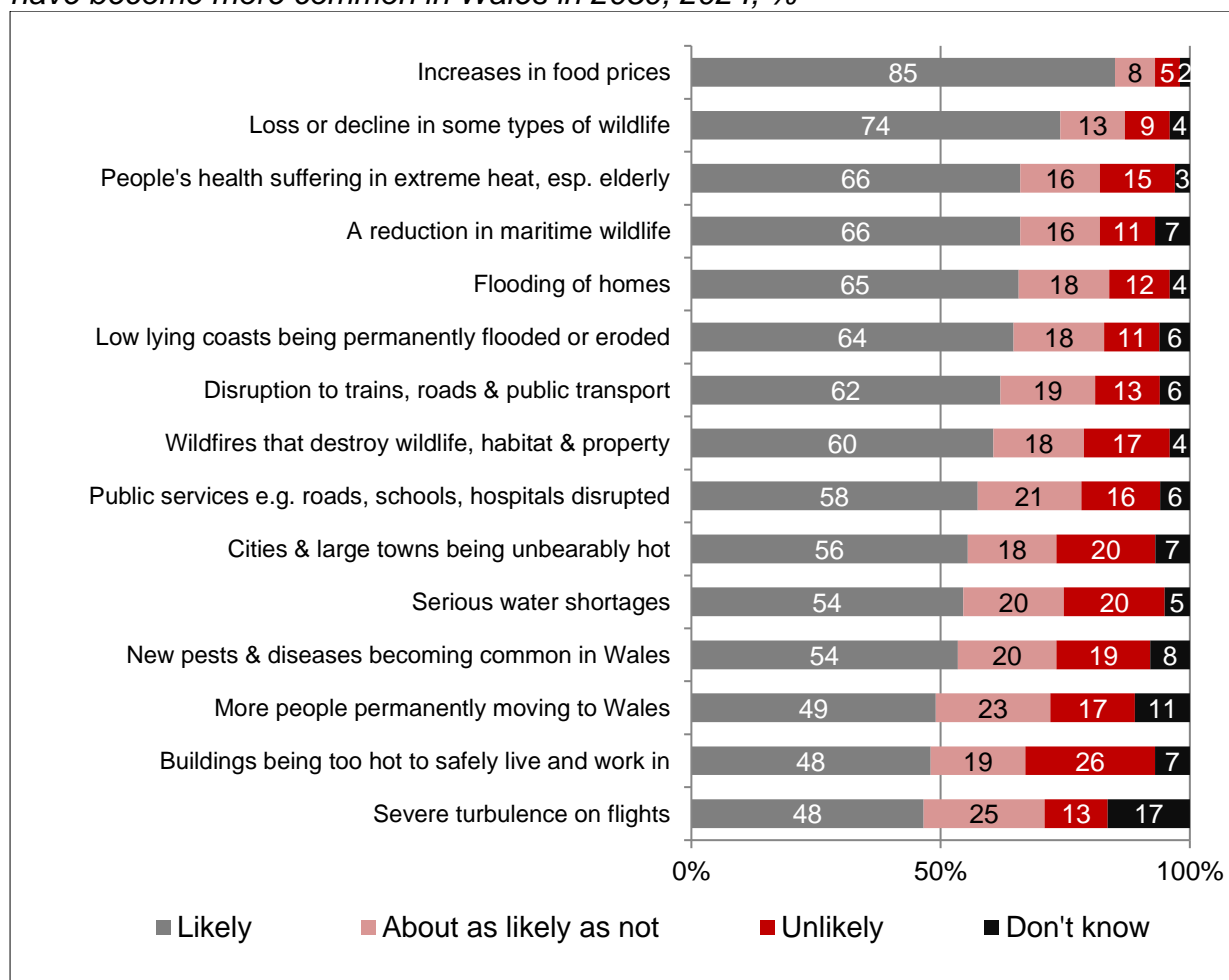
Note: Concerned = those answering Very concerned/ Fairly concerned; Not concerned = those answering Not very concerned/ Not at all concerned

While the same pattern was evident for likelihood, expected likelihood of these impacts happening in Wales by 2050 tended to be lower on the whole than concern. That said, at least around half of those interviewed felt that each of the 15 impacts was ‘very’ or ‘fairly’ likely to have become more common in Wales by 2050 (see Figure 12).

The highest risk perceptions for Wales were of rising food prices and the loss or decline in some types of wildlife. These were followed by people’s health suffering in

extreme heat, a reduction in maritime wildlife, more homes being flooded and low lying coasts being permanently flooded or eroded.

Figure 12: How likely or unlikely do you personally think it is that the following will have become more common in Wales in 2050, 2024, %



Base: All (1,000)

Note: Likely = those answering Very likely/ Fairly likely; Unlikely = those answering Very unlikely/ Fairly unlikely

To understand whether people believe that climate change plays a role in explaining specific extreme events, the survey asked respondents to what extent they thought several recent weather events were caused by climate change.

A clear majority (between 73% and 77%) believed that climate change 'definitely' or 'likely' played a role in causing hot temperatures in the UK and Europe in 2022, wildfires in Greece in summer 2024, major flooding in the UK and Wales in the winter of 2023/2024 (for example in Carmarthenshire and Caerphilly) and causing the high levels of rain in spring 2024.

A minority of between 16% to 21% did not attribute any of these recent weather events to climate change (see Table 13).



Table 13: Whether specific weather events are associated with climate change

%	Climate change definitely played a role in causing this event	Climate change is likely to have played a role	Climate change is unlikely to have played a role	Climate change did not play a role	Don't know
The hot temperatures in UK & Europe in 2022	36	41	12	6	6
Wildfires in Greece this summer	34	43	10	6	7
Major flooding in UK & Wales in winter of 2023/24	27	46	13	8	6
The high levels of rain over this spring	26	47	13	6	7

Base: All (1,000)

### 3.6 Awareness and impact of Welsh Government Climate Action Wales campaign

Questions measuring awareness of the Climate Action Wales campaign and assessing the effectiveness of its call to action were added to the 2024 survey.

After being prompted with a selection of visuals from the campaign, **27% overall recalled seeing it** before. Recall was highest among young people (at 37% of 16-34s, compared to 31% of 35-54s and 18% of over-55s), ABC1s (at 29% of this group, compared to 25% of C2DEs) and in South Wales (at 33% of those living in Cardiff and SE Wales, compared to 20% in North Wales).

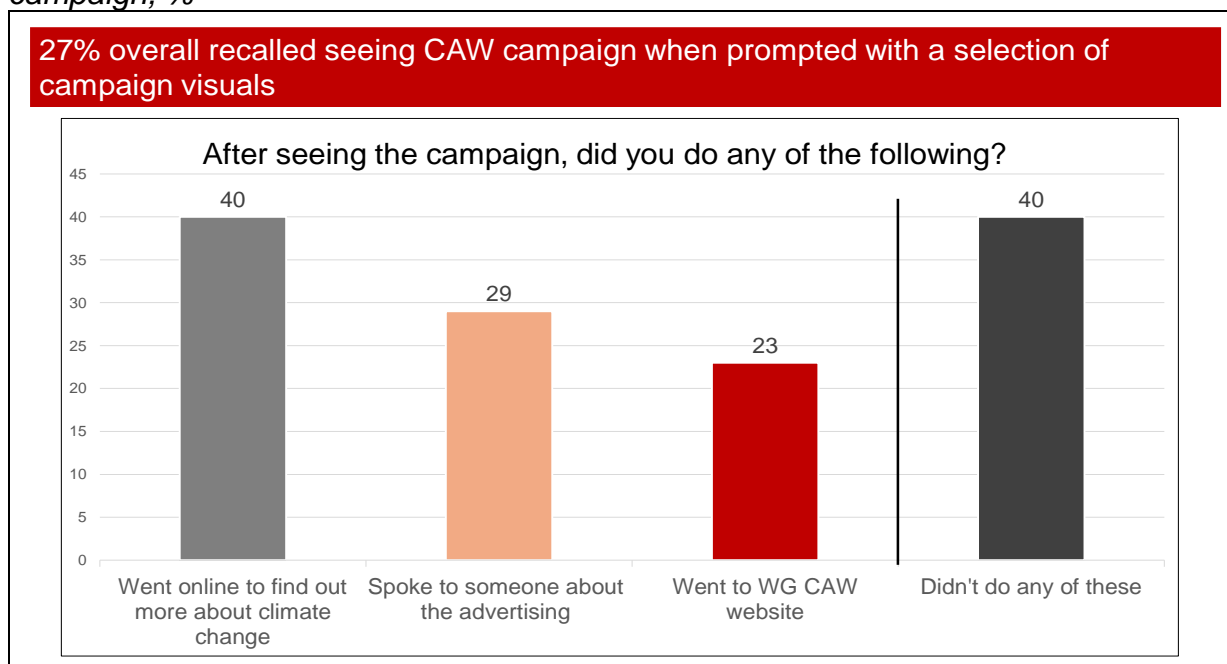
Those who recalled seeing the campaign were shown a list of actions and asked which if any they had taken after seeing it (see Figure 13). Six in ten of those who had seen the campaign had taken some action, i.e.:

- 40% had gone online to find out more about climate change
- 29% had spoken to someone about the advertising
- 23% had visited the CAW website.

Those most likely to have taken some action after seeing it were younger people (75% of 16-34s had done something) and ABC1s (65% had done something).

In contrast, 40% of those who recalled the campaign had not done anything after seeing the advertising.

Figure 13: Awareness and impact of Welsh Government Climate Action Wales campaign, %



Base: Those aware of CAW campaign when prompted (305)

Note: does not sum to 100% as more than one response possible

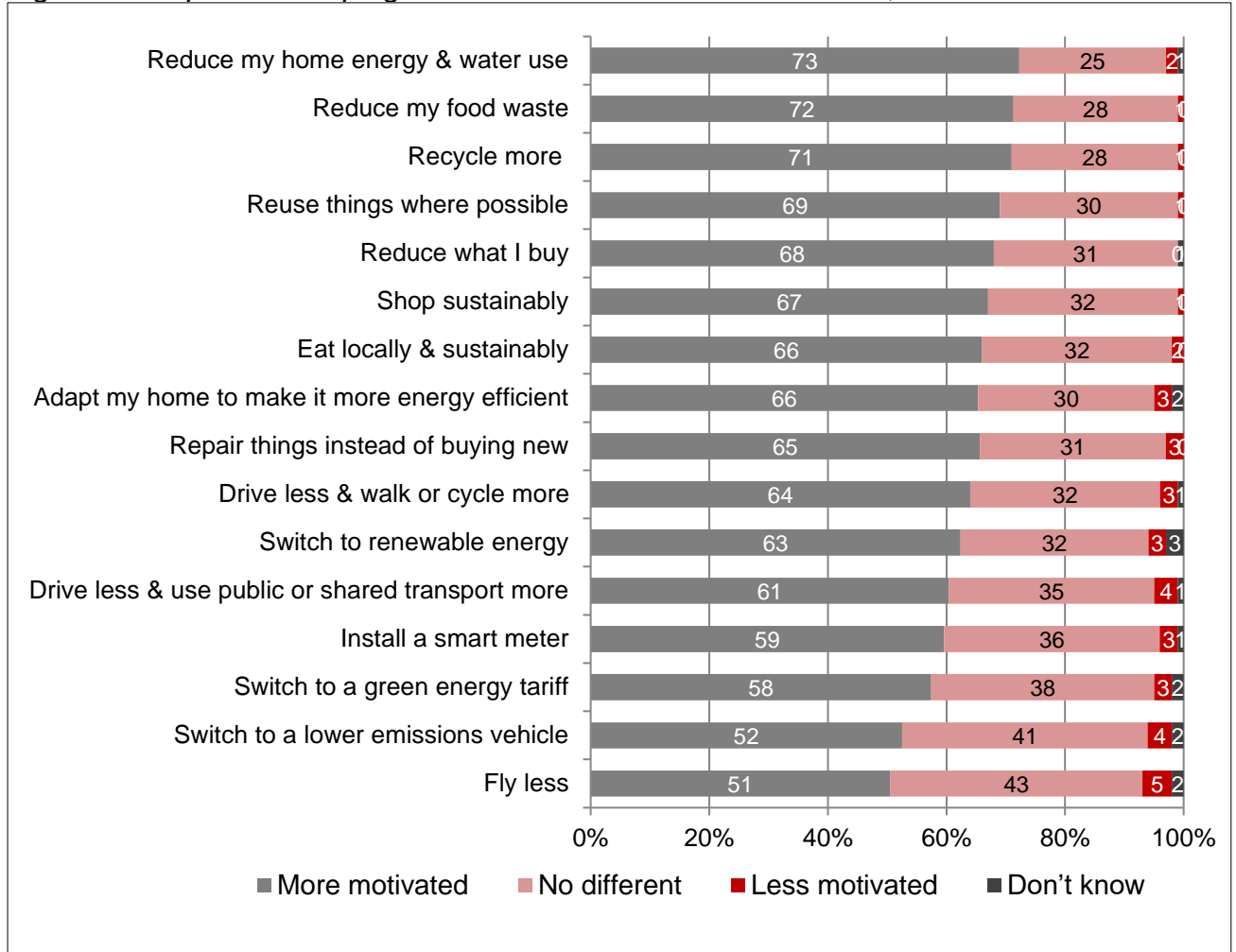
The impact of the campaign in motivating people to adopt each of the specific behaviours was also assessed in 2024 for the first time. Around seven in ten of those who recalled seeing the campaign said they felt more motivated to do the following after seeing the advertising:

- Reduce their home energy and water use (73%)
- Reduce their food waste (72%)
- Recycle more (71%)
- Reuse things where possible (69%)

At least half of those who had seen the campaign said it had made them feel more motivated to act on all other behaviours too, for example 51% to fly less, 52% to switch to a lower emissions vehicle and 58% to switch to a green energy tariff.

Between 25% (for reducing their home energy and water use) and 43% (for flying less) said the campaign had made no difference to them. A very small proportion of those who recalled the campaign (ranging between 2% to 5%) said it had made them less motivated to act.

Figure 14: Impact of campaign on motivation to take action - 2024, %



Base: Those aware of CAW campaign when prompted (305)

## 4. Summary and conclusions

The 2024 survey results show positive movements on certain dimensions since the baseline survey in 2023:

- Increases in the proportion of people in Wales currently taking action on some behaviours (e.g. eating locally and sustainably, installing a smart meter and switching to a green energy tariff – all up significantly from 2023). What's more, although the proportion of those taking steps to switch to renewable energy and switch to a lower emissions vehicle remains low (at under four in ten), there have been sizeable increases on both in the past year.
- A rise in knowledge of the individual actions people in Wales can take to help combat climate change – the proportion saying they feel relatively knowledgeable about what actions they can take has increased from 43% in 2023 to 50% in 2024. On particular behaviours, there have been significant increases in levels of knowledge of how to eat locally and sustainably, shop sustainably and switch to a green energy tariff.
- While on most dimensions overall willingness to act in the next year was similar year on year, willingness to take action in the short-term increased significantly on two behaviours in 2024:
  - Installing a smart meter, and
  - Switching to a green energy tariff.

Moreover, those aware of the Welsh Government Climate Action Wales campaign were:

- More likely to be already taking action – for almost every behaviour, those aware of the advertising were more likely to say they were doing as much as they possibly could (or had already done each) than those who did not recall the campaign.
- More knowledgeable about the actions that people can take to tackle climate change – 66% of those aware of the advertising felt they knew a great deal or a fair amount about what to do generally, compared to 44% of those who did not recall the campaign. Those aware of the campaign felt more knowledgeable about how to do every behaviour to help tackle climate change than those not aware of the advertising.
- More willing to act on every behaviour in the next year than those who did not recall seeing the campaign. Among those who had seen the CAW campaign, higher proportions stated they were definitely willing to do every behaviour in the next year, with the largest differences evident for switching to a lower emissions vehicle, eating locally and sustainably, switching to renewable energy and shopping sustainably.

There is also evidence that the campaign has been effective in encouraging people to find out more about climate change and in motivating people to take action:

- Six in ten of those aware of the campaign when prompted said that after seeing it they had taken one or more of the following actions: gone online to

find out more about climate change, spoken to someone else about the advertising and/ or visited the CAW website.

- At least half of those who had seen the campaign said it had made them more motivated to act on all behaviours, while over seven in ten said they felt more motivated to reduce their home energy and water use, reduce their food waste, recycle more and reuse things where possible as a result of seeing it.

While claimed adoption of Reduce, Reuse, Repair behaviours was high in the 2024 survey, for most of these behaviours (except for recycling) a high proportion of those already doing each to some extent felt they could do more. So around four to five in ten people overall felt there was scope to increase what they were doing in terms of shopping sustainably, repairing things instead of buying new, reducing what they buy and reusing things where possible.

Focusing on concrete actions that individuals can take around each of these behaviours in Block 3 of the CAW campaign will therefore help to encourage more action on each. What's more, messaging that challenges or provides solutions to the main perceived barriers to doing each (e.g. a perception it costs more in the case of shopping sustainably and not having the right equipment or skills in the case of repairing things instead of buying new) will help overcome these barriers and encourage greater take-up.

As in 2023, when asked which actions they thought would have the biggest impact on climate change all Reduce, Reuse, Repair behaviours apart from recycling came relatively low down the list. This suggest that the environmental impact of shopping sustainably, reducing what you buy, repairing things instead of buying new, etc. is not understood. Messaging in Block 3 of the campaign around the importance of making Reduce, Reuse, Repair behaviour changes to help combat climate change could assist with improving the public's understanding in this area.

## Appendix 1 – Research Questionnaire

### Climate Action Wales Behavioural Tracking Survey questions FINAL

**Q1a. What, if anything, are you personally doing to help combat climate change?**

*Write in*

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**Q1b. How much do you feel you know about the individual actions people in Wales can take to help combat climate change? Scale to be inverted between interviews**

A great deal  
A fair amount  
A little  
Nothing

Don't know

**Q2. Are you taking any steps at the moment to....?**

[Yes, I'm doing as much as I possibly can (*change to I've already done this – for last 4 behaviours*)/ Yes, I'm doing something but could probably do more/ No, I'm not doing anything/ Not applicable to me/ Don't know]

**ASK FOR ALL BEHAVIOURS** [*Randomise order of behaviours*]

- a) reduce your home energy and water use
- b) drive less and walk or cycle more
- c) recycle more
- d) reuse things where possible (e.g. buying second hand rather than new, selling or donating things rather than throwing them away)
- e) reduce your food waste (e.g. reheating leftovers, only buying the food you know you're going to use, using up fresh produce before it goes off, storing food correctly to help it last longer)
- f) drive less and use public or shared transport more
- g) repair things instead of buying new
- h) reduce what you buy (e.g. only buying things you need, buying better quality items that last longer, borrowing or renting items)
- i) shop sustainably (e.g. shopping locally, buying from local producers, buying items with less packaging, buying refills or using refill shops)
- j) eat locally and sustainably (e.g. eating seasonal food, eating food that is locally produced, buying food that has low carbon impacts)
- k) fly less
- l) adapt your home to make it more energy efficient (e.g. draught proofing, buying energy efficient/ LED light bulbs, loft, floor or wall insulation, insulating hot water pipes, fitting double or triple glazing)
- m) install a smart meter

- n) switch to a green energy tariff
- o) switch to renewable energy (e.g. solar panels, heat pumps)
- p) switch to a lower emissions vehicle (e.g. hybrid or electric)

**Q3i. Now, thinking about specific actions that people can take to help tackle climate change. Are you willing to do the following or do them more often in the next year? [Randomise order of behaviours]**

[No, definitely not / No, probably not / Not sure / Yes, probably / Yes, definitely/ Not applicable to me] [*Invert scale between participants*]

- a) reduce your home energy and water use
- b) drive less and walk or cycle more
- c) recycle more
- d) reuse things where possible (e.g. buying second hand rather than new, selling or donating things rather than throwing them away)
- e) reduce your food waste (e.g. reheating leftovers, only buying the food you know you're going to use, using up fresh produce before it goes off, storing food correctly to help it last longer)
- f) drive less and use public or shared transport more
- g) repair things instead of buying new
- h) reduce what you buy (e.g. only buying things you need, buying better quality items that last longer, borrowing or renting items)
- i) shop sustainably (e.g. shopping locally, buying from local producers, buying items with less packaging, buying refills or using refill shops)
- j) eat locally and sustainably (e.g. eating seasonal food, eating food that is locally produced, buying food that has low carbon impacts)
- k) fly less
- l) adapt your home to make it more energy efficient (e.g. draught proofing, buying energy efficient/ LED light bulbs, loft, floor or wall insulation, insulating hot water pipes, fitting double or triple glazing)

**ASK ALL EXCEPT THOSE ANSWERING 'YES, DEFINITELY' FOR EACH BEHAVIOUR ABOVE**

**Q3ii. Are you willing to do each of these or do them more often in the next five years? [Randomise order of behaviours but b) and f) to always be asked together]**

[No, definitely not / No, probably not / Not sure / Yes, probably / Yes, definitely]  
[*Invert scale between participants*]

- a) reduce your home energy and water use
- b) drive less and walk or cycle more
- c) recycle more
- d) reuse things where possible (e.g. buying second hand rather than new, selling or donating things rather than throwing them away)
- e) reduce your food waste (e.g. reheating leftovers, only buying the food you know you're going to use, using up fresh produce before it goes off, storing food

- correctly to help it last longer)
- f) drive less and use public or shared transport more
- g) repair things instead of buying new
- h) reduce what you buy (e.g. only buying things you need, buying better quality items that last longer, borrowing or renting items)
- i) shop sustainably (e.g. shopping locally, buying from local producers, buying items with less packaging, buying refills or using refill shops)
- j) eat locally and sustainably (e.g. eating seasonal food, eating food that is locally produced, buying food that has low carbon impacts)
- k) fly less
- l) adapt your home to make it more energy efficient (e.g. draught proofing, buying energy efficient/ LED light bulbs, loft, floor or wall insulation, insulating hot water pipes, fitting double or triple glazing)

**Q4i. Here are a few more specific actions that people can take to help tackle climate change. Are you willing to do the following in the next year?**  
***[Randomise order of behaviours]***

[No, definitely not / No, probably not / Not sure / Yes, probably / Yes, definitely/ Not applicable to me] *[Invert scale between participants]*

- a) install a smart meter
- b) switch to a green energy tariff
- c) switch to renewable energy (e.g. solar panels, heat pumps)
- d) switch to a lower emissions vehicle (e.g. hybrid or electric)

**ASK ALL EXCEPT THOSE ANSWERING ‘YES, DEFINITELY’ FOR EACH BEHAVIOUR ABOVE**

**Q4ii. Are you willing to do each of these in the next five years?** *[Randomise order of behaviours]*

[No, definitely not / No, probably not / Not sure / Yes, probably / Yes, definitely]  
*[Invert scale between participants]*

- a) install a smart meter
- b) switch to a green energy tariff
- c) switch to renewable energy (e.g. solar panels, heat pumps)
- d) switch to a lower emissions vehicle (e.g. hybrid or electric)

**Q5. How much do you feel you know about how to do each of the following things. Firstly, how to [behaviour 1]...?**

[A great deal/ a fair amount/ a little/ nothing/ don't know]

**ASK FOR ALL BEHAVIOURS:**

- a) reduce your home energy and water use
- b) drive less and walk or cycle more
- c) recycle more



- d) reuse things where possible
- e) reduce your food waste
- f) drive less and use public or shared transport more
- g) repair things instead of buying new
- h) reduce what you buy
- i) shop sustainably
- j) eat locally and sustainably
- k) fly less
- l) adapt your home to make it more energy efficient
- m) install a smart meter
- n) switch to a green energy tariff
- o) switch to renewable energy
- p) switch to a lower emissions vehicle (e.g. hybrid or electric)

**FOR EACH WHERE RESPONSE IS YES AT Q2, ASK FOLLOW-ON QUESTION**

*[Multi response answers]*

**Q6a. What are you currently doing to reduce your home energy and water use?**

- Checking my home energy rating
- Lowering the thermostat/ settings on radiators in colder months (i.e the temperature to which the house is heated)
- Using the heating less often in colder months or delaying the time of the year you turn it on
- Wearing warmer clothing in colder months
- Reducing the boiler flow temperature
- Turning down the hot water temperature on my combi boiler
- Drying clothes outside/ on a clothes airer rather than use the tumble dryer
- Ventilating or shading my home in warmer weather (e.g. closing curtains and blinds to block direct sunlight, opening windows at night to let cooler air in)
- Opening curtains to allow sunlight to warm the house
- Finding out what grants and support I can get for my home
- Bleeding the radiators regularly
- Keeping radiators clear to allow heat to spread more quickly (e.g. by not drying clothes on radiators or covering them)
- Turning off lights when not in the room
- Unplugging appliances when not in use
- Taking a shower not a bath
- Reducing the time I spend in the shower
- Only using the washing machine when I have a full load
- Washing at lower temperatures e.g. 30 degrees

I don't know

Other (write in) \_\_\_\_\_

**Q6b. What are you currently doing to drive less and walk or cycle more?**

Walking/ wheelchairing or cycling to school with my children  
Walking/ wheelchairing or cycling to work  
Walking/ wheelchairing or cycling to the shops  
Having a car/van/motorcycle-free day at least once a week  
Have bought a bike

I don't know

Other (write in) \_\_\_\_\_

**Q6c. What are you currently doing to recycle more?**

Recycling all recyclable items at home correctly (e.g. bottles, plastics, cardboard)  
Taking recyclable items that can't be recycled at home to Council recycling centres/  
supermarkets (e.g. plastic bags/ wrapping, clothing/ textiles, furniture, electrical items)  
Checking on what can and can't be recycled  
Putting all food waste into my food waste recycling bin (caddy)

I don't know

Other (write in) \_\_\_\_\_

**Q6d. What are you currently doing to reuse things where possible?**

Buying second hand or used items rather than new (e.g. from eBay, Vinted,  
Facebook Marketplace, car boot sales and charity shops)  
Donating or selling unwanted items (e.g. through eBay, Vinted, Facebook  
Marketplace, car boot sales and charity shops)  
Repurposing things for a different use instead of throwing them away  
Upcycling or doing up furniture or clothes  
Using re-usable products (e.g. coffee cups, shopping bags, water bottles, reusable  
straws)

I don't know

Other (write in) \_\_\_\_\_

**Q6e. What are you currently doing to reduce your food waste?**

Reheating leftovers or using them in a different meal rather than throwing them away  
Only buying the food I know I'm going to use, e.g. by planning meals more carefully  
Checking what's in the fridge or freezer before I go shopping  
Using up fresh produce before it goes off  
Cooking in bulk and freezing meals for when needed  
Checking the 'best by' and 'use by' dates on food when shopping  
Checking the food I buy is stored correctly to help it last longer  
Composting food waste at home

I don't know

Other (write in) \_\_\_\_\_

**Q6f. What are you currently doing to drive less and use public or shared transport more?**

Having a car/van/motorcycle-free day at least once a week  
 Getting the bus or train to work or to school/ college/ university  
 Getting the bus or train when going shopping  
 Getting the bus or train for leisure trips/ a day out/ a night out  
 Car sharing (e.g. with work colleagues or on the school run)  
 Have joined a car club

I don't know

Other (write in) \_\_\_\_\_

**Q6g. What are you currently doing to repair things instead of buying new?**

Learning how to sew  
 Buying or have bought a sewing machine  
 Finding or have found my nearest repair centre  
 Learning how to repair broken items  
 Repairing or fixing broken items (e.g. by myself, a professional or at a repair café)  
 Upcycling or doing up furniture or clothes

I don't know

Other (write in) \_\_\_\_\_

**Q6h. What are you currently doing to reduce what you buy?**

Only buying what I need  
 Buying fewer things  
 Buying reliable brands that provide customer support/ repairs after purchase  
 Buying better quality items that will last longer  
 Not buying new things for the sake of it  
 Using items I already have  
 Borrowing or renting items (e.g. library books, tools, toys, etc.)  
 Upcycling or doing up furniture or clothes  
 Using re-usable products (e.g. coffee cups, shopping bags, water bottles, reusable straws)

I don't know

Other (write in) \_\_\_\_\_

**Q6i. What are you currently doing to shop sustainably?**

Shopping locally  
 Buying from local producers  
 Choosing to buy from sustainable businesses

Buying items with less packaging  
Buying refills where I can  
Using refill shops

I don't know  
Other (write in) \_\_\_\_\_

**Q6j. What are you currently doing to eat locally and sustainably?**

Eating seasonal food  
Eating food that is locally produced  
Finding out about sustainable food  
Buying food that has low carbon impacts

I don't know  
Other (write in) \_\_\_\_\_

**Q6k. What are you currently doing to fly less?**

Researching alternatives to flying when travelling abroad  
Using alternatives to flying when travelling abroad  
Reducing the number of times I fly each year  
Reducing the number of long haul flights I take each year (e.g. to USA, India, Africa, Australia)  
Taking holidays in Wales  
Taking holidays in the UK

I don't know  
Other (write in) \_\_\_\_\_

**Q6l. What are you currently doing to adapt your home to make it more energy efficient?**

Fitting or have fitted draught proofing  
Buying or using energy efficient/ LED light bulbs  
Fitting or have fitted loft, floor or wall insulation  
Insulating or have insulated the hot water pipes in the house  
Fitting or have fitted double or triple glazing  
Installing or have installed a water efficient shower head  
Regularly servicing and maintaining my central heating system/ bleeding my radiators  
Fitting or have fitted timer lights on switches  
Using smart heating and/ or smart lighting (controlled by an app)  
Using motion sensors on lights  
Fitting or have fitted solar or heat window films

I don't know  
Other (write in) \_\_\_\_\_

**Q6m. What are you currently doing to install a smart meter?**

Researching how to get a smart meter installed at home  
Have contacted my energy supplier/s  
Waiting on my supplier to install a smart meter

I don't know  
Other (write in) \_\_\_\_\_

**Q6n. What are you currently doing to switch to a green energy tariff?**

Researching green energy tariff options generally  
Researching green energy tariff options available for my home  
Switching to another supplier providing a green energy tariff  
Switching to a green energy tariff with my current supplier  
Waiting on my supplier to change tariff

I don't know  
Other (write in) \_\_\_\_\_

**Q6o. What are you currently doing to switch to renewable energy?**

Researching options available for my home  
Researching any grants available  
Fitting or have fitted solar panels  
Fitting or have fitted a heat pump

I don't know  
Other (write in) \_\_\_\_\_

**Q6p. What are you currently doing to switch to a lower emissions vehicle (e.g. hybrid or electric)?**

Researching hybrid or electric vehicles  
Test driving hybrid or electric vehicles  
Researching any grants available for purchasing a hybrid or electric vehicle  
Waiting to hear back from a supplier on next steps  
In the process of purchasing a hybrid or electric vehicle  
Waiting for a charging point to be installed at home

I don't know  
Other (write in) \_\_\_\_\_

**FOR EACH WHERE RESPONSE IS NO AT Q2, ASK FOLLOW-ON QUESTION**

*[Multi response answers]*

**Q7a. What is preventing you from reducing your home energy and water use?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision  
I'm already cutting down as much as I can  
I prefer to have a warm home  
I prefer a bath to a shower

I don't know  
Other (write in)

**Q7b. What is preventing you from driving less and walking or cycling more?**

Never really thought about it  
I need more information about walking and cycling routes in my area  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision  
There's a lack of good walking and cycling routes in my area  
Most of my journeys are too far to walk or cycle  
I don't own a bike  
I enjoy driving and don't want to walk or cycle instead  
I don't feel safe walking and cycling  
I'm not confident cycling or walking  
I'm not able to cycle or walk

I don't know  
Other (write in)

**Q7c. What is preventing you from recycling more?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision

Recycling collection/ options are not good where I live

I don't know

Other (write in)

**Q7d. What is preventing you from reusing things where possible?**

Never really thought about it

I need more information about how to do it

It's hard to do/ too much hassle

Don't have time to do it

Costs too much/ it's expensive to do

I'm not convinced it's the right thing to do

It's not up to me/ not my decision

I don't like the thought of second hand

I don't know

Other (write in)

**Q7e. What is preventing you from reducing your food waste?**

Never really thought about it

I need more information about how to do it

It's hard to do/ too much hassle

Don't have time to do it

Costs too much/ it's expensive to do

I'm not convinced it's the right thing to do

It's not up to me/ not my decision

I don't like the thought of eating leftovers

I don't know

Other (write in)

**Q7f. What is preventing you from driving less and using public or shared transport more?**

Never really thought about it

I need more information about public transport routes and options in my area

It's hard to do/ too much hassle

Don't have time to do it

Costs too much/ it's expensive to do

I'm not convinced it's the right thing to do

It's not up to me/ not my decision

There's a lack of good public transport near me

I enjoy driving and don't want to take public transport instead

I don't feel safe using public transport

I don't feel confident using public transport

I'm not able to use public transport

I don't know of any car sharing schemes locally

I don't know

Other (write in)

**Q7g. What is preventing you from repairing things instead of buying new?**

Never really thought about it

I need more information about how to do it

It's hard to do/ too much hassle

Don't have time to do it

Costs too much/ it's expensive to do

I'm not convinced it's the right thing to do

It's not up to me/ not my decision

I don't have the right equipment or skills

I enjoy shopping for new items

I don't know

Other (write in)

**Q7h. What is preventing you from reducing what you buy?**

Never really thought about it

I need more information about how to do it

It's hard to do/ too much hassle

Don't have time to do it

Costs too much/ it's expensive to do

I'm not convinced it's the right thing to do

It's not up to me/ not my decision

I don't have the right equipment or skills

I enjoy shopping for new items

I'd prefer to have my own things rather than borrow from other people

I don't know

Other (write in)

**Q7i. What is preventing you from shopping sustainably?**

Never really thought about it

I need more information about how to do it

It's hard to do/ too much hassle

Don't have time to do it

Costs too much/ it's expensive to do

I'm not convinced it's the right thing to do

It's not up to me/ not my decision

I like the brands I currently buy and do not want to change

I don't know



Other (write in)

**Q7j. What is preventing you from eating locally and sustainably?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision  
I'm not convinced it is good for my health  
It's difficult with my food intolerances / dietary requirements

I don't know

Other (write in)

**Q7k. What is preventing you from flying less?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision  
It's less convenient to travel using alternatives (e.g. it's slower, harder to arrange, involves more changes)  
I enjoy flying  
I don't go on holiday/ take flights

I don't know

Other (write in)

**Q7l. What is preventing you from adapting your home to make it more energy efficient?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision  
It's inconvenient (e.g. disruptive, time-consuming)

I don't know

Other (write in)

**Q7m. What is preventing you from installing a smart meter?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision

I don't know  
Other (write in)

**Q7n. What is preventing you from switching to a green energy tariff?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision

I don't know  
Other (write in)

**Q7o. What is preventing you from switching to renewable energy?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do  
It's not up to me/ not my decision

I don't know  
Other (write in)

**Q7p. What is preventing you from switching to a lower emissions vehicle (e.g. hybrid or electric)?**

Never really thought about it  
I need more information about how to do it  
It's hard to do/ too much hassle  
Don't have time to do it  
Costs too much/ it's expensive to do  
I'm not convinced it's the right thing to do

It's not up to me/ not my decision  
I like my current car and haven't found an electric vehicle I prefer  
I don't want an electric vehicle  
I don't have a car/ don't drive  
I have recently bought a new car  
I can't install a charger (I live in a flat or terraced house)  
I'm worried that there are not enough charging points across Wales

I don't know  
Other (write in)

**Q8. Which of the following actions do you think will have most impact on tackling climate change? Please choose the three you think would have the biggest impact.**

[Select up to three only]

- a) reducing your home energy and water use
- b) driving less and walking or cycling more
- c) recycling more
- d) reusing things where possible
- e) reducing your food waste
- f) driving less and use public or shared transport more
- g) repairing things instead of buying new
- h) reducing what you buy
- i) shopping sustainably
- j) eating locally and sustainably
- k) flying less
- l) adapting your home to make it more energy efficient
- m) installing a smart meter
- n) switching to a green energy tariff
- o) switching to renewable energy
- p) switching to a lower emissions vehicle (e.g. hybrid or electric)

**Q9. How concerned are you personally about climate change? Please tick one**

Very concerned  
Fairly concerned  
Not very concerned  
Not at all concerned  
Don't know