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Climate change perceptions and actions survey: wave 3 survey outputs

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Climate change perceptions and actions survey: wave 3 survey outputs

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Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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Glossary

Net Zero

Where the greenhouse gases taken from the atmosphere are in balance with the greenhouse gases emitted ([Climate Action Wales Public Engagement Strategy 2023-26](#)).

Climate Adaptation

Anticipating the risks and impacts arising from climate change and making sure we carry out the work required to ensure we are well prepared ([Climate Action Wales Public Engagement Strategy 2023-26](#)).

Nature Emergency

17% of 3,902 species studied in Wales are at risk of extinction, with many others in decline. Weather and temperature changes make it harder for many animals and plants to survive ([Climate Action Wales](#)).

1. Introduction

- 1.1 This report details the outputs from the third of six waves of the Climate Change Perceptions and Actions quantitative survey of households in Wales. The survey was commissioned by the Welsh Government to understand attitudes and behaviours related to reducing carbon emissions. This research will contribute to the Welsh Government's approach to behavioural and societal change and will inform future policy development and decisions in relation to decarbonisation.
- 1.2 The aims of the research are to be met through primary research with members of the public in Wales over 6 biannual waves, with a target of 1,000 responses per wave.
- 1.3 The [Wave 1 Survey Outputs Report](#) provides more detail on the background to the survey.

Questionnaire design

- 1.4 The questionnaire was developed by WSP, Accent and the Welsh Government.
- 1.5 The questionnaire was designed to allow for tracking of attitudes and behaviours in future waves and was structured to cover the following six areas:
- About you and your household
 - Your perceptions and attitudes
 - About your home energy
 - Food
 - Daily life
 - Travel
- 1.6 The questionnaire was refined following both cognitive and pilot survey testing.
- 1.7 The final questionnaire used for Wave 3 is included in the [Annex](#).

Fieldwork

- 1.8 The fieldwork for Wave 3 took place between Monday 19 August and Monday 23 September 2024.
- 1.9 939 surveys were completed, 563 online and 376 completed face-to-face on the doorstep. 10 surveys were completed in Welsh. The overall response rate (all completed surveys to postcards) was 6.9%.

Sample characteristics

- 1.10 Demographic characteristics of the sample were compared to national data sets for Wales, e.g. [2021 Census](#), to ensure the sample was representative of the wider population. Demographic questions covered age, gender, ethnicity, location, work status, occupation, household income, property type, and tenure.
- 1.11 Comparisons indicate that the sample is broadly representative of the population of Wales. The survey outputs are comparable to the outputs from national data sets for age, sex, ethnicity, work status, household income, and occupation. Small variations were observed between the survey data and national data sets for location, occupation, tenure, and property type.

Methodology report

- 1.12 The [Wave 3 & 4 Methodology Report](#) provides further detail on survey design and limitations, including comparison of the survey sample demographic characteristics against Census 2021 data and national data sets.

Approach to reporting and structure

- 1.13 This report presents the key outputs from the third of six planned survey waves. As such the outputs show the current position, with any notable differences in responses when disaggregating the sample noted. The report does not detail the responses to every question but presents a high-level summary of key outputs.
- 1.14 All outputs show non-weighted responses and therefore cannot be statistically taken to represent the population of Wales as a whole, but the respondents collectively are broadly representative of that population according to key demographic variables.
- 1.15 To ensure transparency about data quality, this report highlights the limitations of results drawn from small base sizes. Estimates based on fewer than 30 respondents are included in the tables but should be interpreted with caution, as such small samples can produce unstable percentages that may not reflect wider patterns. Following a commonly used statistical convention¹, subgroup results with bases under 30 are reported but flagged in the tables and should not be over-interpreted.

¹ Kwak SG, Kim JH. Central limit theorem: the cornerstone of modern statistics. *Korean J Anesthesiol.* 2017;70(2):144-156. [PubMed](#)

- 1.16 The analysis involved grouping the behaviours within the home energy, food, daily life, and travel sections of the survey according to their carbon impact (higher vs lower impact). An explanation for these categorisations can be found in each of the relevant sections of the report.
- 1.17 A breakdown of the wave 3 demographic data, identifying relationships between the different demographic characteristics is included in Wave 3 & 4 Methodology Report.
- 1.18 Annex A – Wave 3 demographic data. The annex contains the following output:
- age by male and female
 - age by area type
 - occupation by area type
 - income and age
 - income and area type
 - occupation and income
 - tenure and area type
 - tenure and income
- 1.19 The outputs presented in this report are a result of bi-variate analysis undertaken on the survey responses.
- 1.20 The waves are scheduled to alternate fieldwork between summer and winter, to capture any potential seasonal differences in responses. The [Wave 4 Comparison Report](#) shows changes in attitudes and behavioural responses across the first 4 waves.
- 1.21 The report is structured as follows.
- Section 2 – Perceptions and attitudes
 - Section 3 – About your home
 - Section 4 – Food
 - Section 5 – Daily life
 - Section 6 – Travel
 - Section 7 – Conclusions

2. Perceptions and attitudes

2.1 This section of the report will discuss respondents' views on climate change.

Causes of climate change

2.2 Respondents were asked what they thought climate change was caused by. As shown in Table 2.1, 48% of respondents said that they believed that climate change is caused mainly by human activity, with 16% saying that they believed that it is caused entirely by human activity. Only 1% said they do not think climate change is happening, with 4% saying they believed it is caused entirely by natural processes.

Table 2.1 – Response to ‘What do you think climate change is caused by?’

Concern	All
I don't think climate change is happening	1%
Entirely by natural processes	4%
Mainly by natural processes (but human activity also contributes)	13%
About equally by natural processes and human activity	18%
Mainly by human activity (but natural processes also contribute)	48%
Entirely by human activity	16%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Not sure / Don't know' and 'Prefer not to say' excluded. Base = 902

Concern about climate change

2.3 Respondents were asked to rank on a scale of 1 to 10 (1 = not serious, 10 = extremely serious), whether they thought climate change was serious problem right now. As seen in Table 2.2, 36% of respondents chose either 9 or 10, and 78% chose 6 or above. Only 6% of respondents chose 1 or 2.

Table 2.2 –Response to ‘To what extent do you think climate change is a problem at this moment?’

Concern	All
1-2 Not serious	6%
3-5	15%
6-8	42%
9-10 Extremely serious	36%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Not sure / Don't know' and 'Prefer not to say' excluded. Base = 912

2.4 Respondents were asked how worried they were personally about climate change. As seen in Table 2.3, 24% of respondents said they were very worried about climate

change, 44% said they were fairly worried, 21% said they were not very worried, and 11% said they were not at all worried.

Table 2.3 –Response to ‘How worried are you personally about climate change?’

Concern	All
Not at all worried	11%
Not very worried	21%
Fairly worried	44%
Very worried	24%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Not sure / Don’t know’ and ‘Prefer not to say’ excluded. Base = 915

2.5 Combining the response categories into very / fairly worried and not very / not at all worried provides a simplified output. Responses have then been analysed by age.

2.6 Across all age groups, the majority of respondents reported being ‘very’ or ‘fairly’ worried about climate change (Table 2.4) However, a smaller proportion of respondents aged 65 and over reported being ‘very’ or ‘fairly’ worried (59 per cent), compared to younger respondents. The proportion of respondents aged 65 years and over who reported that they were not very or not at all concerned was higher (41 per cent) than all other age groups. This could suggest lower levels of concern amongst those in the oldest age bracket.

Table 2.4 – Response to ‘How worried are you personally about climate change?’

Concern	All	18 to 34	35 to 44	45 to 54	55 to 64	65+
Not very / Not at all worried	32%	25%	30%	33%	30%	41%
Very / Fairly worried	68%	75%	70%	67%	70%	59%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded. Base = 913 (18 to 34 = 213, 35 to 44 = 153, 45 to 54 = 147, 55 to 64 = 162, 65+ = 218)

Responsibility for tackling climate change

2.7 Respondents were asked how responsible certain groups are for tackling climate change. The groups were the general public, local community, local council, businesses, the Welsh Government, the UK Government and countries outside the UK. For each group, respondents were asked whether they believed that each group was ‘highly responsible’, ‘somewhat responsible’, ‘not very responsible’ or

‘not at all responsible’. Combining the response categories into highly / somewhat responsible and not very / not at all responsible provides a simplified output.

2.8 The proportion of highly / somewhat responsible responses can then be compared between groups (Table 2.5). Across all age groups, a majority of respondents stated that each group was highly or somewhat responsible for tackling climate change. A lower proportion of respondents said that their local community (66%) and the general public (73%) were highly or somewhat responsible for tackling climate change, in comparison to businesses (90%), the Welsh Government (88%) and UK Government (90%) and countries outside of the UK (92%).

2.9 The proportion of respondents aged 65 and above who said the general public (65%) and local community (57%) were highly / somewhat responsible for addressing climate change, was lower than that for all other age groups. Respondents aged 18 to 34 and 35 to 44 said all the groups had more responsibility to tackle climate change than the older age categories.

Table 2.5 – Highly /somewhat responsible response by age to – ‘To what extent do you believe the following are responsible for tackling climate change?’

Group	All	18 to 34	35 to 44	45 to 54	55 to 64	65+
General public	73%	76%	79%	74%	69%	65%
Local community	66%	70%	73%	64%	65%	57%
Your council	82%	88%	85%	83%	78%	74%
Businesses	90%	94%	91%	86%	89%	86%
Welsh Government	88%	92%	90%	87%	88%	82%
UK Government	90%	93%	93%	89%	88%	87%
Countries outside UK	92%	91%	95%	92%	89%	92%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded from all responses. Base = 871 - 894 (for all respondents, numbers vary due to exclusion of ‘Don’t Know’ and ‘Prefer not to say’)

2.10 By area type, a lower proportion of respondents who lived in the countryside or small village, or large village or small town, thought that the general public (73% and 67% respectively), local community (66% and 62%) and your council (83% and 77%) were highly / somewhat responsible for tackling climate change, compared to respondents from other area types (Table 2.6).

Table 2.6 – Highly /somewhat responsible response by area type to - ‘To what extent do you believe the following are responsible for tackling climate change?’

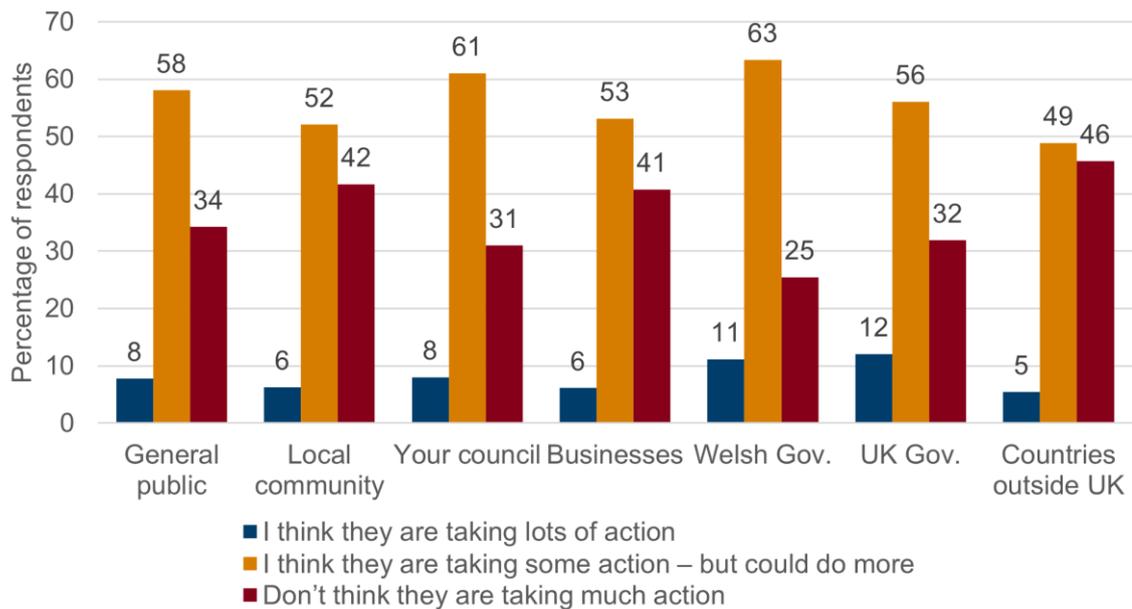
Group	All	Centre of a large city or town	Suburbs of a large city or town	Large village or small town	Countryside or small village
General public	73%	82%	76%	67%	73%
Local community	66%	74%	67%	62%	66%
Your council	82%	91%	86%	77%	83%
Businesses	90%	95%	91%	88%	85%
Welsh Government	88%	93%	87%	87%	85%
UK Government	90%	92%	90%	89%	88%
Countries outside UK	92%	94%	93%	91%	90%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded from all responses. Base = 861 - 884 (for all respondents, numbers vary due to exclusion of ‘Don’t Know’ and ‘Prefer not to say’)

Actions to address climate change

- 2.11 Respondents were then asked to what extent the groups were taking action to prevent climate change.
- 2.12 The majority of respondents stated that each group was taking some action, but could take more, aside from ‘countries outside the UK’, where almost half of respondents (49%) reported this response (Figure 2.1). For each group, a small minority of respondents stated that they were taking lots of action (5 – 12%). The two groups which the highest proportion of respondents said were taking lots of action were Welsh Government (11%) and UK Government (12%) (Figure 2.1). The groups which the greatest proportion of respondents said were not taking much action were countries outside the UK (46%), local community (42%) and businesses (41%).

Figure 2.1 – Response to – ‘To what extent do you think the following are taking action to address climate change?’



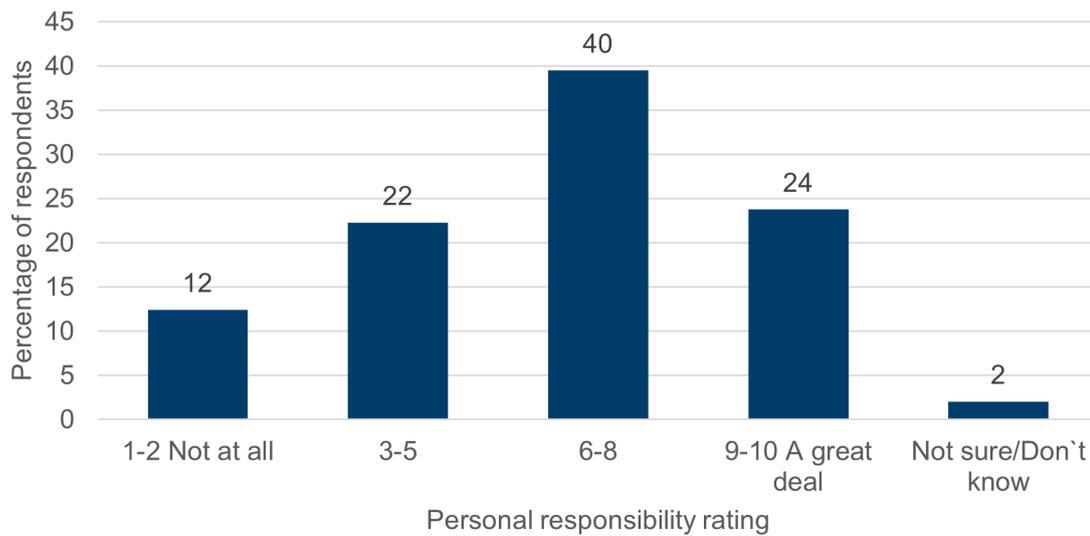
Description of Figure 2.1: a column chart showing to what extent respondents thought certain groups were taking action to address climate change.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. Don't know' and "Prefer not to say' excluded from all responses. Base = 794-877

Personal responsibility and actions

2.13 Respondents were asked to rank from 1 (not at all) to 10 (a great deal) if they felt a personal responsibility for preventing climate change from worsening. Just under a quarter (24%) reported feeling a great deal of responsibility (rank 9 & 10), whereas 12% said they felt a low responsibility (rank 1 & 2; Figure 2.2).

Figure 2.2 – Response to – ‘To what extent do you feel a personal responsibility to try to prevent climate change from worsening?’

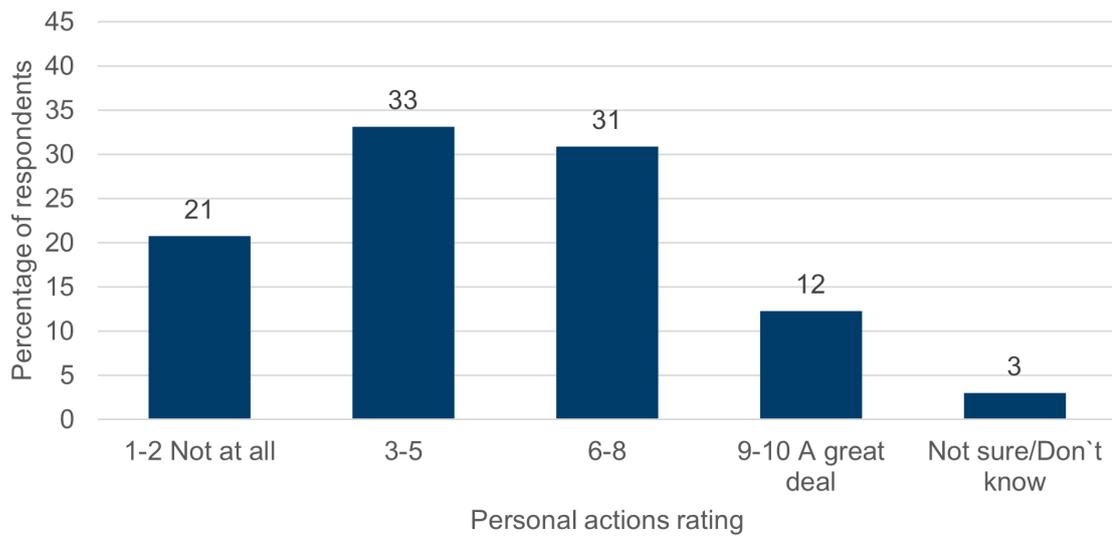


Description of Figure 2.2: a column chart showing to what extent respondents thought they had a responsibility to prevent climate change from worsening.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Prefer not to say' excluded from all responses. Base = 934

- 2.14 Respondents were asked to rank from 1 (not at all) to 10 (a great deal) if they felt their personal actions could prevent climate change from worsening. A small group (12%) said they felt strongly (rank 9 & 10) that their actions could prevent climate change from worsening, whereas 21% said they felt that their actions could not prevent climate change from worsening (rank 1 & 2; Figure 2.3). A further 33% of respondents also felt they could not prevent climate change from worsening (rank 3 to 5).

Figure 2.3 – Response to – ‘To what extent do you feel that your own personal actions can help prevent climate change from worsening?’

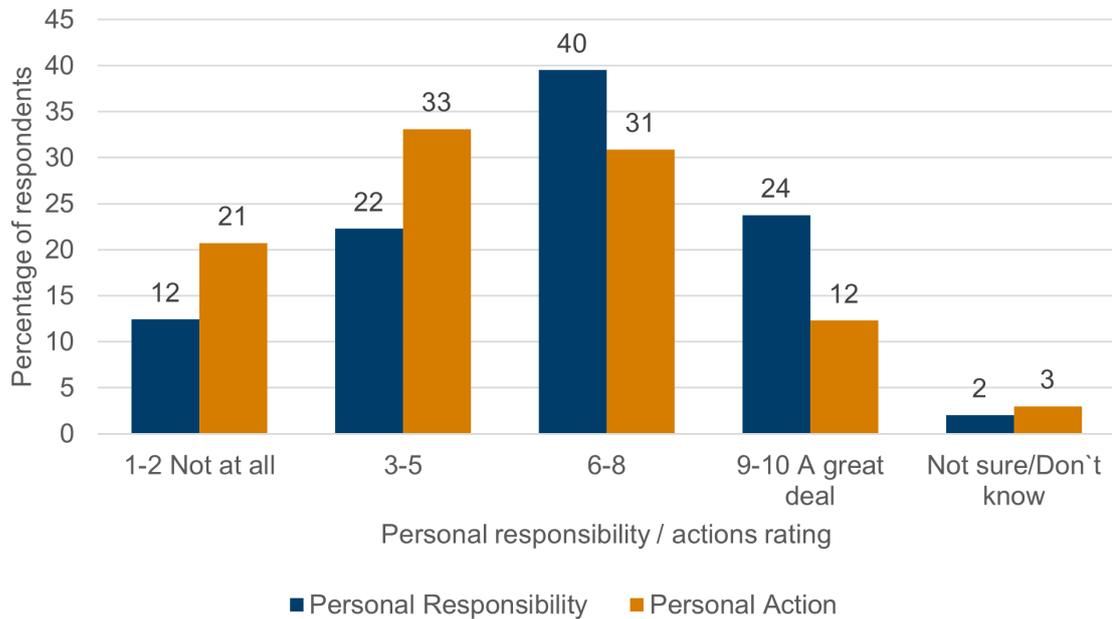


Description of Figure 2.3: a column chart showing to what extent respondents thought their personal actions could prevent climate change from worsening.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Prefer not to say' excluded from all responses. Base = 936

2.15 A comparison of the responses to the question on personal responsibility and belief on personal actions shows a discrepancy between the extent to which people felt a personal responsibility to try to prevent climate change from worsening, and the extent to which people felt their own personal actions could help prevent climate change from worsening. Around one quarter (24%) said they felt a high responsibility to prevent climate change (rank 9 & 10), and 12% said they felt strongly (rank 9 & 10) that their actions could prevent climate change (Figure 2.4).

Figure 2.4 – Response to – ‘To what extent do you feel a personal responsibility to try to prevent climate change from worsening?’ and ‘To what extent do you feel that your own personal actions can help prevent climate change from worsening?’



Description of Figure 2.4: a column chart showing both to what extent respondents thought they had a responsibility to prevent climate change from worsening, and to what extent respondents thought they had a responsibility to prevent climate change from worsening.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Prefer not to say’ excluded from all responses. Base = 937

Knowledge

- 2.16 Respondents were asked about their knowledge of Net Zero. The majority of respondents (63%) said they knew a little or fair amount about Net Zero (Table 2.7). Just over a quarter (27%) said that they knew nothing about Net Zero.
- 2.17 Respondents were asked about their knowledge of Climate Adaptation. A smaller majority said they knew a little or a fair amount (56 per cent) about Climate Adaptation (Table 2.7). Just under two thirds of respondents (37%) said that they knew nothing.
- 2.18 Respondents were asked about their knowledge of the Nature Emergency. A majority (56 per cent) said they knew a little or a fair amount about the Nature Emergency and 37% said that they knew nothing (Table 2.7).

Table 2.7 – Response to – ‘How much do you know about the following?’

Response	Net Zero*	Climate Adaptation*	Nature Emergency*
I know nothing	27%	37%	37%
I know a little	39%	36%	34%
I know a fair amount	24%	20%	22%
I know a lot	9%	6%	7%
Prefer not to say	1%	1%	1%

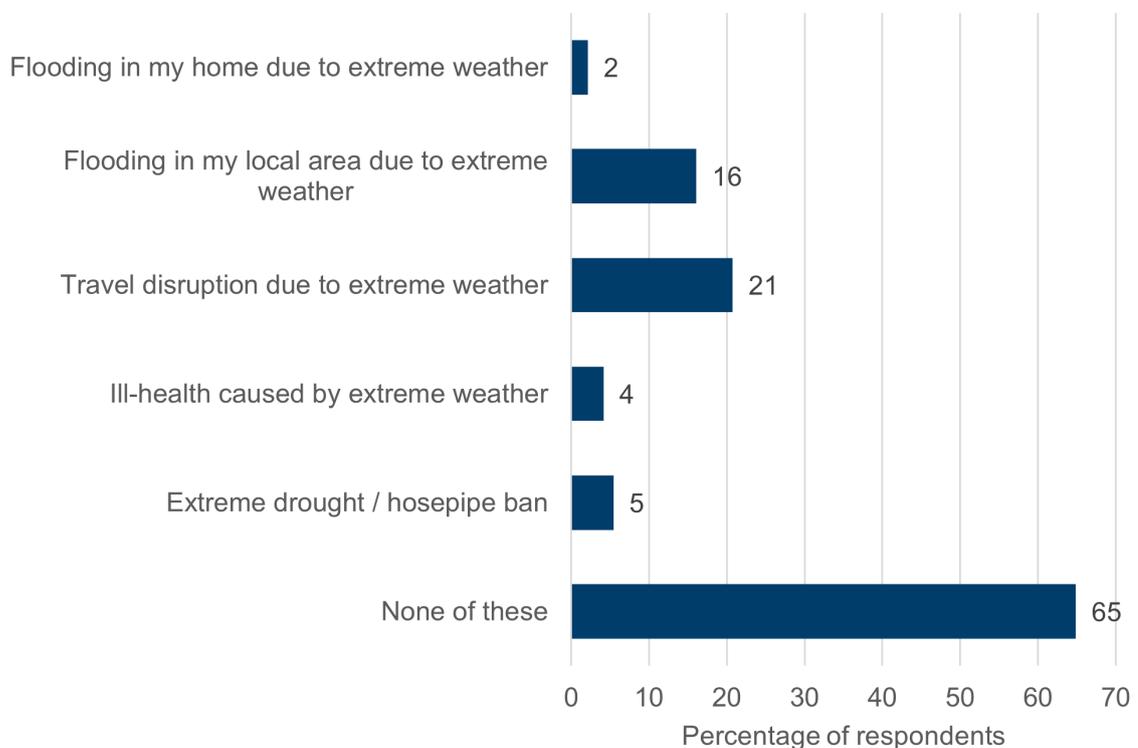
Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all, no exclusions. Base = 939

*Definitions of each term were provided to respondents

Extreme weather

2.19 Respondents were asked if they had experienced any effect of extreme weather in the last five years. The majority (65 per cent) of respondents stated that they had not experienced any of the extreme weather events listed. The most popular response was travel disruption due to extreme weather, with 21% of respondents selecting this option, A total of 16% of respondents reported that they had experienced flooding in their area.

Figure 2.5 – Response to – ‘Have you experienced any of the following in the past five years?’



Description of Figure 2.5: a bar chart showing if respondents had experienced any effects of extreme weather in the last 5 years.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Don't know' and 'Prefer not to say' excluded from chart. Base = 939

Perceptions and Attitudes: Summary

- 2.20 Respondents were asked about their views on climate change.
- 2.21 The majority of respondents agreed that the main cause of climate change was human activity, thought climate change was a problem and were worried about it. The proportion of respondents aged 65 and over who said that they were 'not very' or 'not at all' worried about climate change was higher than other respondents in younger age categories.
- 2.22 By area type, those in more rural area types assigned lower levels of responsibility to the general public and local groups for tackling climate change than respondents living in more urban area types. Similarly older respondents assigned lower levels of responsibility across different societal groups than other age groups.
- 2.23 Respondents thought that businesses and countries outside the UK were taking the least action of all the groups to tackle climate change.
- 2.24 Responses showed a gap between the extent to which people felt a personal responsibility to try to prevent climate change from worsening, and the extent to which people felt their own personal actions could help prevent climate change from worsening.
- 2.25 A large proportion of respondents reported low awareness of climate-related topics. Respondents had less knowledge of Climate Adaptation and Nature Emergency than they had about Net Zero but across all three areas, few felt they knew a lot.

3. About your home

3.1 Respondents were asked about energy use within their home and energy saving actions being employed.

Energy use

3.2 63% of respondents indicated they had a smart meter in their household. However, only 43% of respondents indicated they use their smart meter (Table 3.1). 33% of respondents said they did not have a smart meter.

Table 3.1 – Response to – ‘Do you have a smart meter in your home?’

Payment Method	All
I have a smart meter and I use the in-home display	43%
I have a smart meter but I don't use the in-home display	14%
I have a smart meter but the in-home display isn't working	6%
I don't have a smart meter	33%
Don't know	3%
Prefer not to say	2%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Don't know', 'Prefer not to say' and 'Other' included in 'All' response. Base = 939

Energy saving actions

3.3 Respondents were asked to indicate whether they had taken any of the listed steps / actions to save energy use (Figure 3.1).

3.4 The energy saving actions were categorised based on their impact on reducing carbon emissions. The higher impact actions tend to have a direct impact on heating and hot water, which are the largest consumers of home energy. On average, heating the home accounts for 61% of home energy use, and hot water 17% of home energy use²³. Drying clothes outside or on an ailer is also considered to be in the higher impact category as this reduces the use of tumble dryers. Tumble dryers are one of the most energy intensive household appliances, only behind electric showers in energy consumption⁴. Reduction of these actions can therefore have a high impact on carbon emissions.

3.5 The lower impact actions tend to have more modest impacts on home energy use, for example by indirectly reducing heating need by allowing sunlight in. The most

² How different households use energy and how much it costs them [Nesta](#)

³ Energy consumption in the UK 2024, Department of Energy Security and Net Zero [Energy consumption in the UK 2024 - GOV.UK](#)

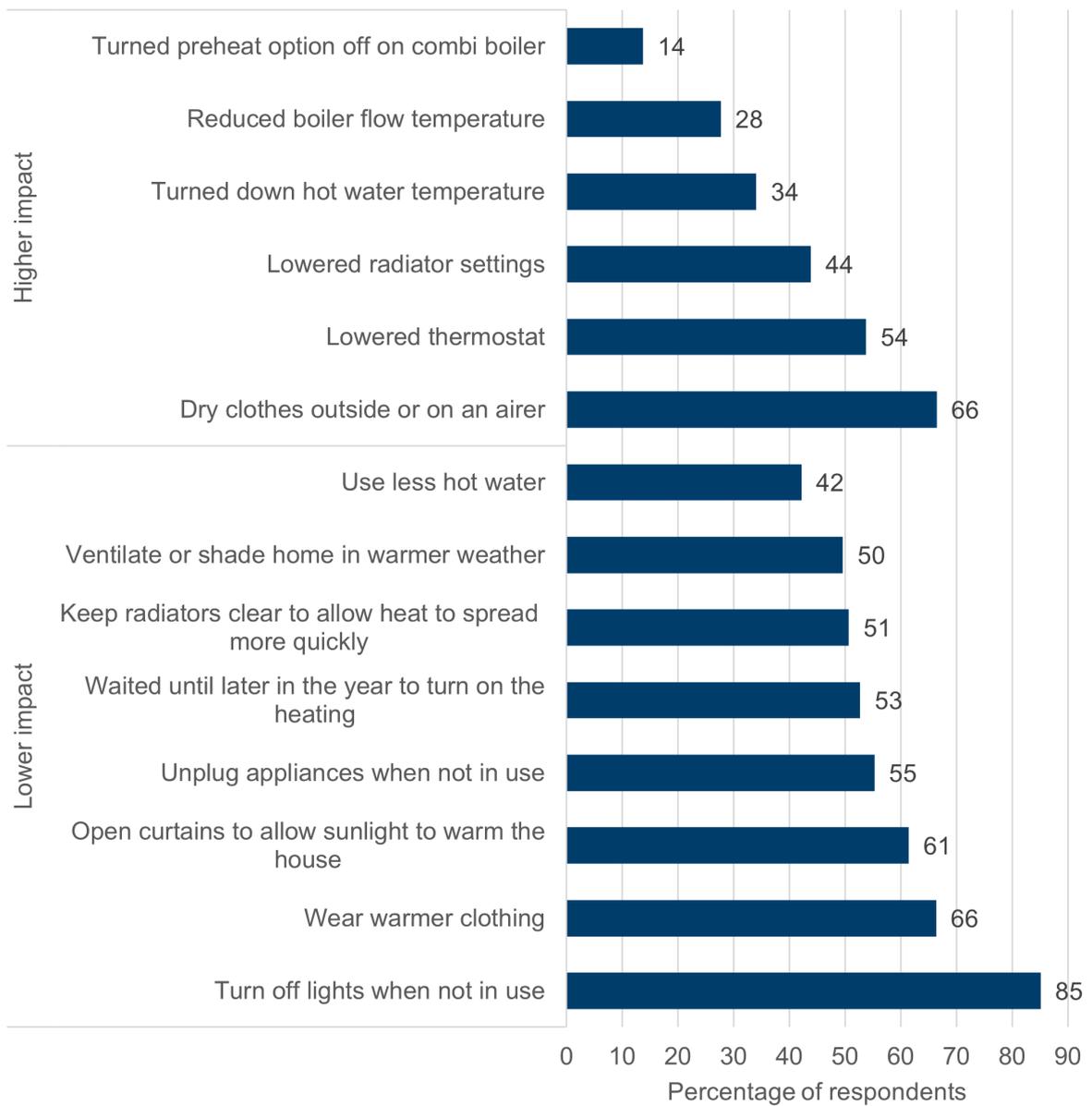
⁴ Energy Guide [Which Appliances Use The Most Electricity? \(2025\)](#)

common energy saving action is turning off lights not in use, yet lighting only accounts for only 3% of home energy consumption²³. For appliances that are not in use or in standby mode, the power consumption is relatively small⁵ but can build up if several devices are idle for a long time. It is important to note that 'lower impact' actions can still have a great impact if they are carried out frequently over a long time frame.

- 3.6 Of the lower impact actions, the most common undertaken were turning off the lights (85% of respondents did this), followed by wearing warmer clothing (66%) (Figure 3.1).
- 3.7 Of the higher impact actions, the most common undertaken were drying clothes outside or on an airer (66%) followed by lowering the thermostat (54%).
- 3.8 The least common actions taken were all higher impact actions. Turning down the hot water temperature (34%), reducing boiler flow temperature (28%) and turning off the preheat option on a combi boiler (14%).

⁵ [Framework for Phantom Load Management](#), Feasibility Report, Imperial College London

Figure 3.1 – Responses to – ‘Have you taken any of the following steps to reduce your energy use?’



Description of Figure 3.1: a bar chart showing proportion of respondents undertaking household energy saving actions.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Other', 'None of the above', 'Don't know' and 'Prefer not to say' excluded from Energy action response. Base = 939

- 3.9 Comparing responses by household income showed that among those who preferred not to give their household income, a lower proportion were employing energy saving actions compared to those who stated their household income (Table 3.2).
- 3.10 The average number of actions undertaken by respondents who preferred not to state their household income was 1.7 (out of 6) for higher impact actions and 4.1

(out of 8) for lower impact actions. The average number of actions undertaken by respondents who stated their household income was between £20,000 to £49,000 and £50,000 or above was 2.5 and 2.7 (out of 6) for higher impact actions and between 4.7 and 5.0 (out of 8) for lower impact actions

Table 3.2 – Response by household income to – ‘Have you taken any of the following steps to reduce your energy use?’

Response	Higher Impact (average out of 6)	Lower Impact (average out of 8)
Up to £19,999	2.6	4.6
£20,000 to £49,999	2.5	4.7
£50,000+	2.7	5.0
Prefer not to say	1.7	4.1
All	2.4	4.7

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Other’, None of the above’, Don’t know’ and ‘Prefer not to say’ excluded from Energy action response, ‘Don’t know’ excluded from Household income response. *Base = 891 (Up to £19,999 = 189, £20,000 to £49,999 = 363, £50,000+ = 183, Prefer not to say = 156).*

- 3.11 Comparing the energy saving actions by the respondents’ response to what they thought climate change was caused by, shows that the respondents who said climate change was caused entirely or mainly by human activity were undertaking a higher number of actions than all other respondents (Table 3.3).
- 3.12 The average number of actions undertaken by respondents who said climate change is caused entirely or mainly by human activity was 2.6 (out of 6) for higher impact actions and 5.1 (out of 8) for lower impact actions. For respondents who said climate change is caused entirely or mainly by natural processes the average number of actions was lower, 2.3 for higher impact, and 4.2 for lower impact.

Table 3.3 – Response by cause of climate change to – ‘Have you taken any of the following steps to reduce your energy use?’

Response	Higher Impact (average out of 6)	Lower Impact (average out of 8)
I don't think climate change is happening	1.3*	2.5*
Entirely/mainly by natural processes	2.3	4.2
About equally by natural processes and human activity	1.9	4.0
Entirely / mainly by human activity	2.6	5.1
All	2.4	4.7

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Other’, None of the above’, Don’t know’ and ‘Prefer not to say’ excluded from Energy action response. Base = 902 (I don’t think climate change is happening = 13, Entirely/mainly by natural processes= 150, About equally by natural processes and human activity = 163, Entirely / mainly by human activity= 576)

* Base size fewer than 30 respondents. Results should be interpreted with caution.

- 3.13 Comparing the energy saving actions by the respondents’ response to how much they thought climate change was a problem, shows that the respondents who said climate change is a serious problem were undertaking more actions than those who thought it was not a serious problem (Table 3.4).
- 3.14 The average number of actions undertaken by respondents who said climate change is a serious problem was 3.0 (out of 6) for higher impact actions and 5.6 (out of 8) for lower impact actions. For respondents who said climate change is not a serious problem the average number of actions was lower, 1.8 for higher impact, and 3.2 for lower impact.

Table 3.4 – Response by extent of climate change as a problem to – ‘Have you taken any of the following steps to reduce your energy use?’

Response	Higher Impact (average out of 6)	Lower Impact (average out of 8)
1-2 Not serious	1.8	3.2
3-5	2.1	4.2
6-8	2.1	4.2
9-10 Extremely serious	3.0	5.6
All	2.4	4.7

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Other’, None of the above’, Don’t know’ and ‘Prefer not to say’ excluded from Energy action response. Base = 912 (9-10 Extremely serious = 329, 6-8 = 387, 3-5 = 140, 1-2 Not serious = 50)

- 3.15 Comparing the energy saving actions by the respondents' response to how much they worry about climate change, shows that the respondents who were very or fairly worried were undertaking more actions than those who were not very or not at all worried (Table 3.5).
- 3.16 The average number of actions undertaken by respondents who said they were 'very' or 'fairly' worried about climate change was 2.7 (out of 6) for higher impact actions and 5.1 (out of 8) for lower impact actions. For respondents who said they were 'not very' or 'not at all' worried by climate change the average number of actions was lower, 1.9 for higher impact, and 3.8 for lower impact.

Table 3.5 – Response by worry about climate change to – ‘Have you taken any of the following steps to reduce your energy use?’

Response	Higher Impact (average out of 6)	Lower Impact (average out of 8)
Not Very / Not at all worried	1.9	3.8
Very / Fairly worried	2.7	5.1
All	2.4	4.7

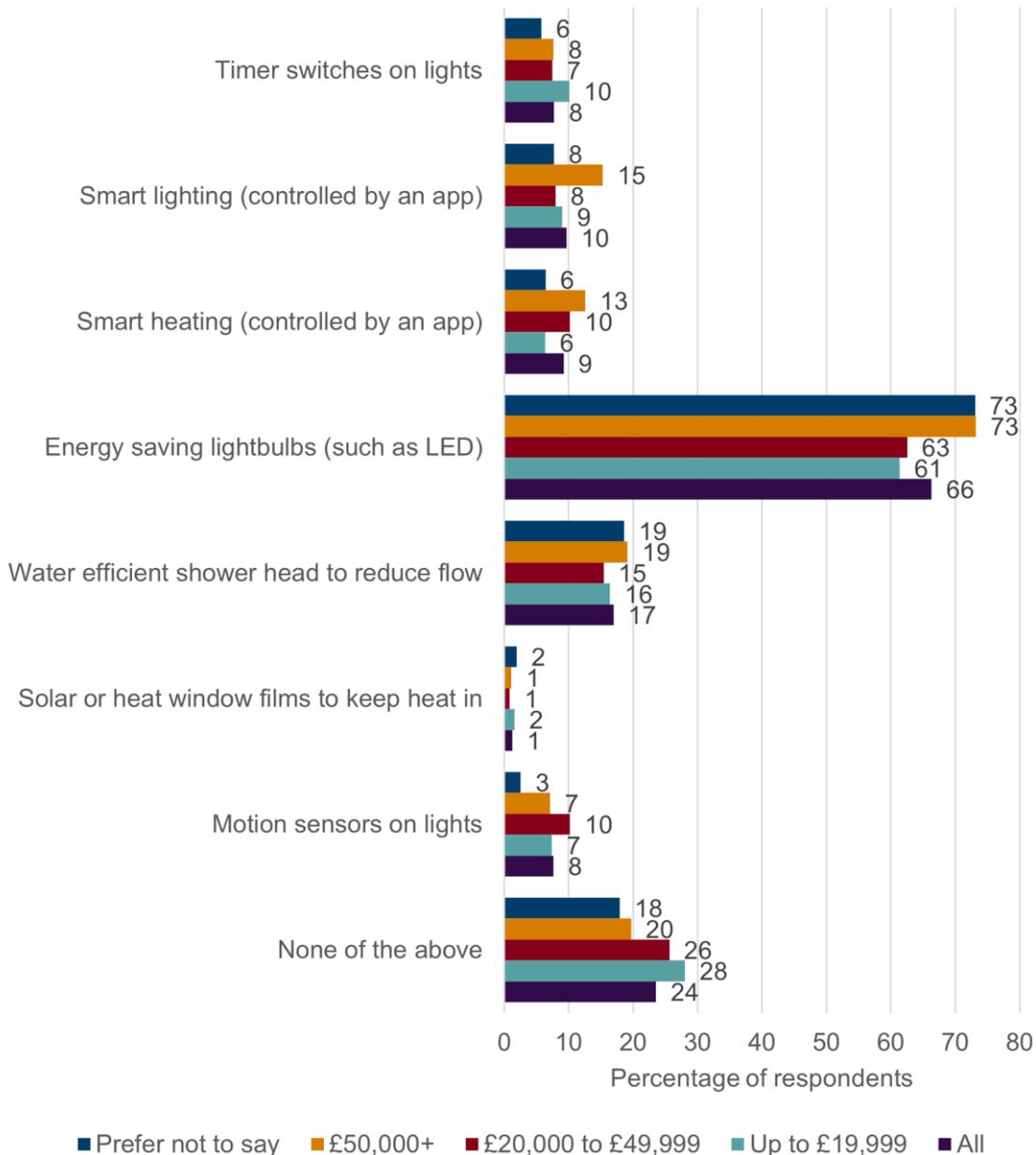
Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Other', None of the above', Don't know' and 'Prefer not to say' excluded from Energy action response, 'Don't know' excluded from Household income response. Base = 915 (Not Very / Not at all worried = 292, Very / Fairly worried = 623).

Energy efficiency

- 3.17 Respondents were asked what energy efficient measures they had in their home (Figure 3.2).
- 3.18 The most common energy efficient measures were energy saving light bulbs (65%) and water efficient shower head (17%).
- 3.19 The least common energy efficient measures were timer switches on lights (7%) and solar or heat window films (1%).
- 3.20 A greater proportion of respondents with the highest household incomes had adopted energy efficient measures compared to those with lower household incomes. For example, 13% of respondents whose household income was £50,000 or above had smart heating, compared to 6% of respondents whose household income was up to £19,999. Similarly, 15% of respondents whose household income was £50,000 or above had smart lighting, compared to 9% of respondents whose household income was up to £19,999.

3.21 Respondents with lower household incomes were more likely to say they had none of the energy saving measures compared to respondents with the highest income. For example, 28% of respondents whose household income was up to £19,999 said they had none of the measures compared to 20% of respondents whose household income was £50,000 or above.

Figure 3.2 – Response by household income to – ‘Below is a list of other energy efficiency measures. Which, if any, do you have in your home?’



Description of Figure 3.2: a clustered bar chart showing proportion of respondents by household income with energy efficiency measures.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. Don't know' and 'Prefer not to say' excluded from Energy action response, 'Don't know' excluded from Household income response. Base = 891 (Up to £19,999 = 189, £20,000 to £49,999 = 363, £50,000+ = 183, Prefer not to say = 156)

About Your Home Energy: Summary

- 3.22 Respondents were asked about energy use within the home and energy saving measures being employed.
- 3.23 63% of respondents indicated they had a smart meter in their household, but only 43% used it.
- 3.24 Respondents who believe climate change is caused fully or partly by human activity, think climate change is a serious problem, or are worried about climate change, carry out more energy saving actions than other respondents.
- 3.25 A greater proportion of respondents with higher household incomes had energy efficient measures in their home than those with lower household incomes, especially smart lighting and heating measures.

4. Food

4.1 Respondents were asked about their personal and household food consumption.

Diet

4.2 Respondents were asked how often they consumed dairy products, red meat, white meat, fish / seafood, and fruit and vegetables. Respondents consumed fruit and vegetables (97% at least once per week) and dairy products (93% at least once per week) more frequently than white meat (84% at least once per week), red meat (66% at least once per week) and fish/seafood (62% at least once per week) (Table 4.1). The most common food types never consumed were fish/seafood (12% of respondents) and red meat (11% of respondents).

Table 4.1 – Response to – ‘How many days a week do you usually eat each of the following things?’

Frequency	Dairy	Red Meat	White Meat	Fish / Seafood	Fruit / Vegetables
Every day	67%	3%	4%	1%	60%
5 to 6 days per week	12%	5%	12%	3%	17%
3 to 4 days per week	9%	21%	36%	13%	13%
1 to 2 days per week	5%	37%	32%	45%	7%
Less than once a week	2%	22%	7%	24%	2%
Never	3%	11%	8%	12%	0%
Don't know	0%	1%	0%	1%	0%
Prefer not to say	1%	1%	1%	1%	1%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all, no exclusions. Base = 939

4.3 Reducing consumption of red meat, white meat and dairy, choosing sustainable sources of fish / seafood, and increasing consumption of fruit and vegetables will have a positive impact on climate change by reducing carbon emissions⁶.

4.4 These changes to dietary action can be classified based on their impact on reducing carbon emissions. The impact of these actions varies depending on how resource-intensive and carbon-heavy the food is in its production, particularly with regard to the carbon footprint of animal-based products compared to plant-based foods.

4.5 A reduction in consumption of red meat, dairy and white meat typically has a higher or medium-high (white meat) impact on reducing carbon emissions.

⁶ Hannah Ritchie (2020) - "The carbon footprint of foods: are differences explained by the impacts of methane?" [Our World in Data](#)

- 4.6 A reduction in consumption of fish or seafood typically has a lower impact on carbon emissions. This is because fish and seafood are generally less carbon intensive than other animal proteins, yet there is variation in impact depending on the type of fish and seafood⁷.
- 4.7 An increase in consumption of fruit and vegetables typically has a lower impact on carbon emissions as it does not directly indicate a reduction in the consumption carbon-intensive foods.
- 4.8 Respondents were asked if they had made any of five changes to their diet. The changes were reducing dairy, reducing red meat, reducing white meat, reducing fish and increasing fruit and vegetables.
- 4.9 Disaggregating the changes to diet by the respondents' response to how much they thought climate change was a problem, shows that a greater proportion of respondents who said climate change is a serious problem were undertaking more changes to diet than those who thought it was not a serious problem. Of respondents who said they thought climate change was an extremely serious problem 49% said they had reduced their red meat consumption, compared to 13% of respondents who thought climate change was not a serious problem (Table 4.2).

Table 4.2 – Response by extent of climate change as a problem to – ‘Have you made any of the following changes to your diet?’

Response	Higher impact		Medium – High	Lower impact	
	Reducing Dairy	Reducing Red Meat	Reducing White Meat	Reducing Fish / Seafood	Increasing Fruit / Vegetables
1-2 Not serious	14%	13%	9%	7%	14%
3-5	10%	27%	11%	14%	26%
6-8	14%	34%	15%	11%	29%
9-10 Extremely serious	28%	49%	31%	22%	42%
All	18%	37%	20%	15%	32%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. Don't know' and 'Prefer not to say' excluded from climate change problem response. Base = 912 (9-10 Extremely serious = 329, 6-8 = 387, 3-5 = 140, 1-2 Not serious = 56)

- 4.10 Disaggregating the changes to diet by the respondents' worry about climate change, shows that the respondents who were very or fairly worried about climate change had made more changes to diet than those who were not very or not at all worried.

⁷ Eating seafood can reduce your carbon footprint, but some fish are better than others [Oceana](#).

Of respondents who said they were very / fairly worried about climate change, a greater proportion of them had made changes to their diet in comparison to respondents who said they were not worried about climate change.

- 4.11 As an example, of respondents who were very / fairly worried about climate change 43% had reduced red meat consumption, compared to 24% of respondents who were not very / not at all worried (Table 4.3). The changes to diet that the greatest number of respondents said they had made were reducing red meat (37%) and eating more fruit and vegetables (32%).

Table 4.3 – Response by worry about climate change to – ‘Have you made any of the following changes to your diet?’

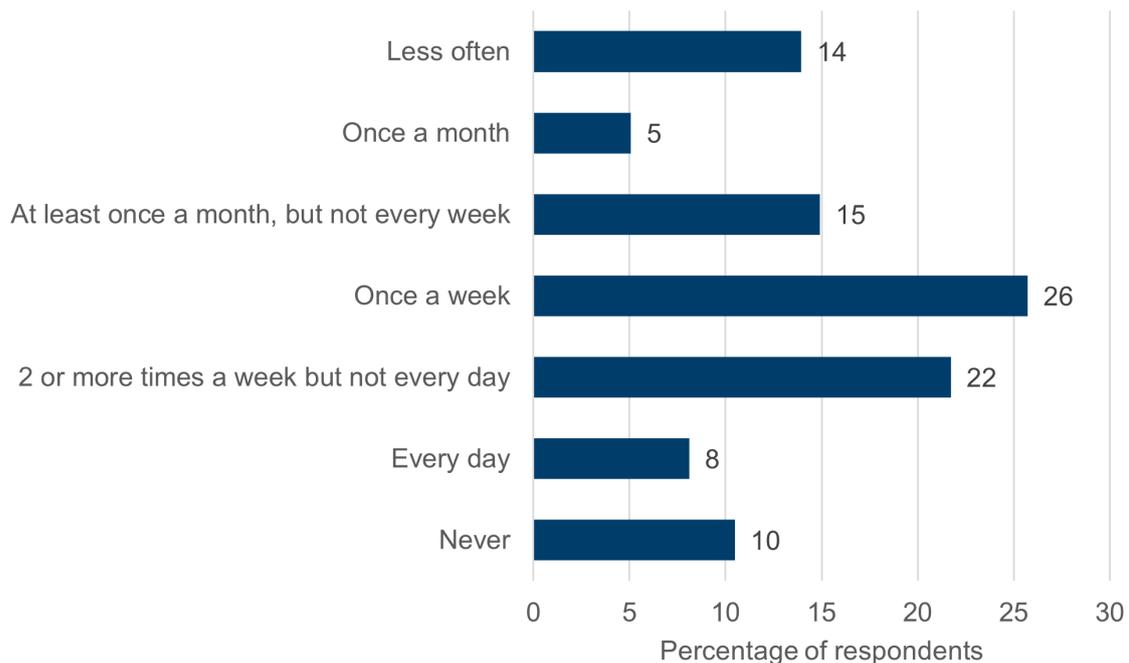
Response	Higher Impact		Medium – High	Lower impact	
	Reducing Dairy	Reducing Red Meat	Reducing White Meat	Reducing Fish / Seafood	Increasing Fruit / Vegetables
Not Very / Not at all worried	11%	24%	10%	9%	23%
Very / Fairly worried	22%	43%	23%	18%	37%
All	18%	37%	19%	15%	32%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. Don't know' and 'Prefer not to say' excluded from climate change problem response. Base = 912 (9-10 Extremely serious = 329, 6-8 = 387, 3-5 = 140, 1-2 Not serious = 56)

Food waste

- 4.12 When asked how often they threw away food that had gone ‘off’ or had exceeded its expiry date, 56% of respondents said they did this at least once a week, and only 10% said they never do this. (Figure 4.1).

Figure 4.1 – Response to – ‘How often in a typical week does your household need to throw away food that went off or went past its use by date?’



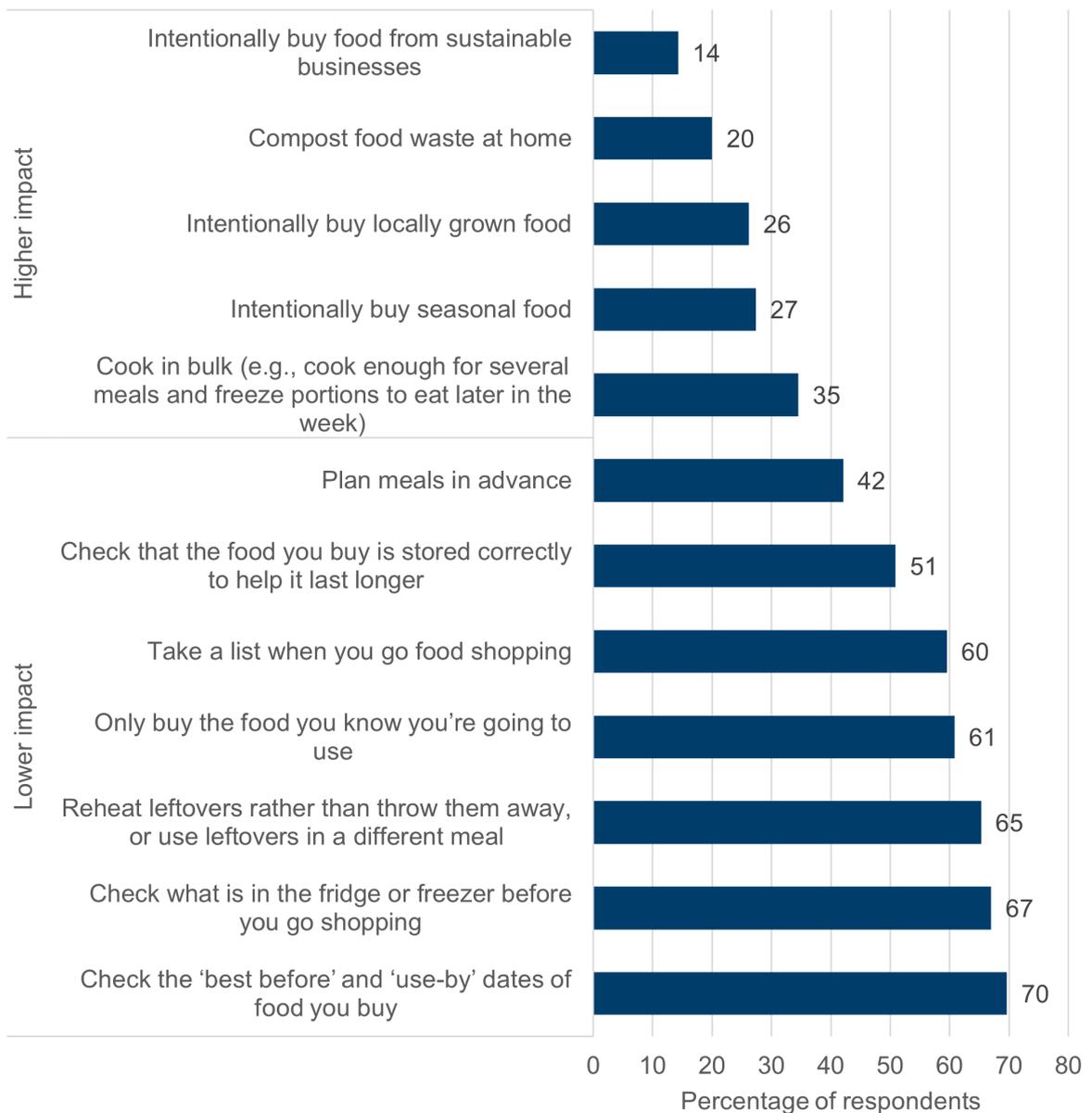
Description of Figure 4.1: a bar chart showing how often respondents throw away food that has gone past its use by date.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Prefer not to say’ excluded from response. Base = 925

Sustainable actions

- 4.13 Respondents were asked what sustainable actions they undertook when food shopping or cooking meals.
- 4.14 The sustainable actions were categorised based on their impact on reducing carbon emissions and were categorised into typically lower and higher impact actions.
- 4.15 Actions are categorised as higher impact if they have a direct impact on food systems (its production, transportation, distribution and consumption), whereas actions are categorised as lower impact if they are indirectly related to less food waste i.e. only indirectly related to the end-of-life of food.
- 4.16 Of the lower impact sustainable actions, the most common undertaken were check the ‘best before’ and ‘use-by’ dates of food you buy (70%), check what is in the fridge or freezer before you go shopping (67%) and reheat leftovers rather than throw them away, or use leftovers in a different meal (65%) (Figure 4.2).
- 4.17 Of the higher impact sustainable actions, the most common undertaken were cook in bulk (35%), intentionally buy seasonal food (27%) and intentionally buy locally grown food (26%).

Figure 4.2 – Response to – ‘Do you do any of the following when food shopping or cooking meals?’



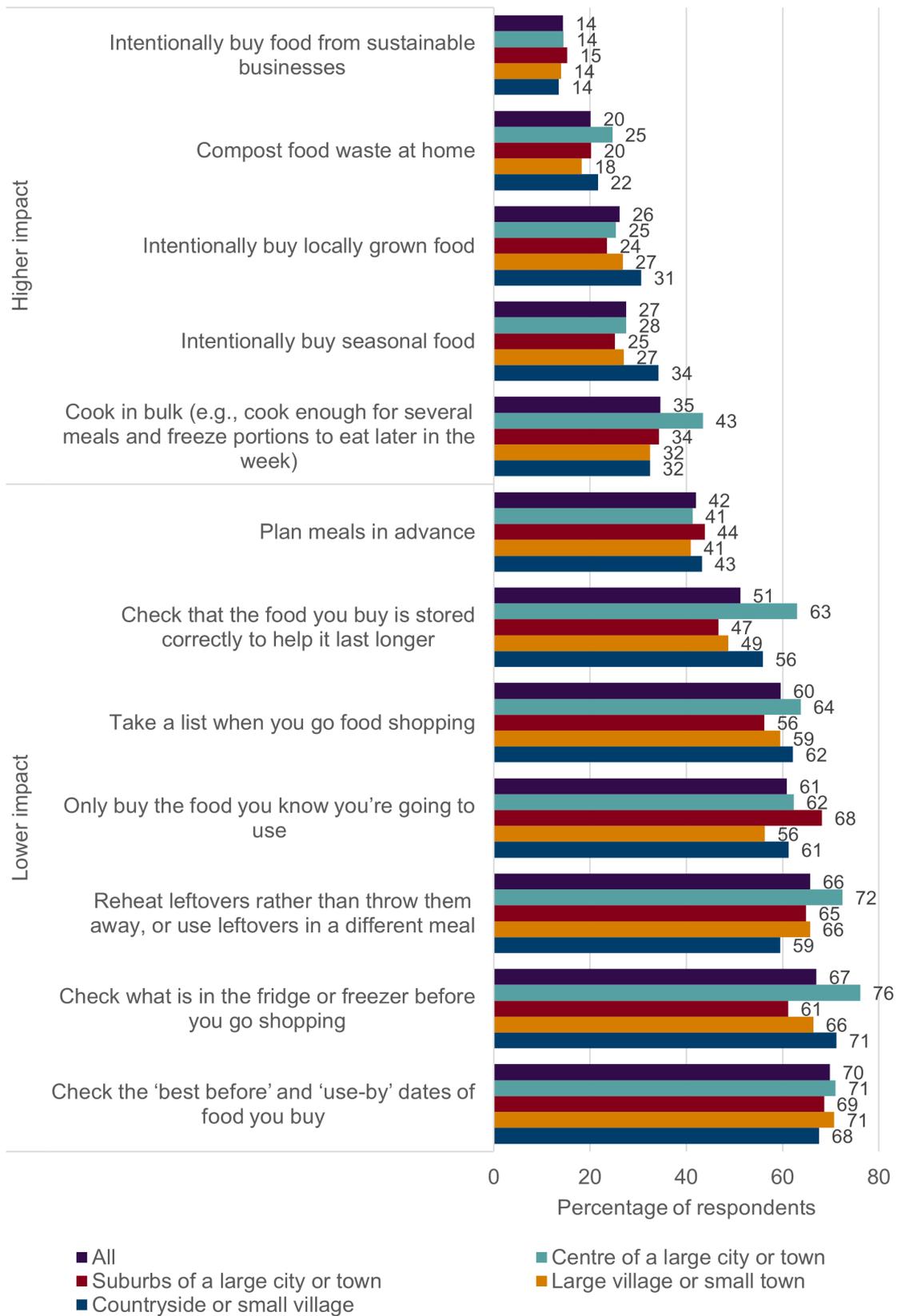
Description of Figure 4.2: a bar chart showing proportion of respondents undertaking sustainable actions when food shopping or cooking meals.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. Base = 939

- 4.18 The sustainable actions were further examined to identify variation by demographic or sample characteristic. The most notable variation was due to location. A larger proportion of respondents who lived in the centre of a large city or town undertook more of the sustainable actions in comparison to those living in other area types. These included cooking in bulk (43% compared to 32-34% in other areas), storing food correctly (63% compared to 47-56%), taking a shopping list (64% compared to

56-62%), reheating leftovers (72% compared to 59-66%), and checking the fridge or freezer before going shopping (76% compared to 61-71%) (Figure 4.3).

Figure 4.3 – Response by area type to – ‘Do you do any of the following when food shopping or cooking meals?’



Description of Figure 4.3: a clustered bar chart showing proportion of respondents by area type undertaking sustainable actions when food shopping or cooking meals.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. 'Other' and Don't know' excluded from Sustainable action response. Base = 928 (Suburbs = 242, Centre = 138, Large Village = 437, Countryside = 111)

- 4.19 Disaggregating the sustainable actions by the respondents' response to what they thought climate change was caused by, shows that the respondents who said climate change was caused entirely or mainly by human activity were undertaking a higher number of actions than all other respondents.
- 4.20 The average number of sustainable actions undertaken by respondents who said climate change is caused entirely or mainly by human activity was 1.4 (out of 5) for higher impact actions and 4.6 (out of 7) for lower impact actions (Table 4.4). For respondents who said climate change is caused entirely or mainly by natural processes the average number of actions was lower, 0.9 for higher impact, and 3.8 for lower impact.

Table 4.4 – Response by cause of climate change to - 'Do you do any of the following when food shopping or cooking meals?'

Response	Higher Impact (average out of 5)	Lower Impact (average out of 7)
I don't think climate change is happening	0.2*	2.4*
Entirely/mainly by natural processes	0.9	3.8
About equally by natural processes and human activity	1.0	3.7
Entirely / mainly by human activity	1.4	4.6
All	1.3	4.2

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all., None of the above' and 'Prefer not to say' excluded from sustainable action response. Base = 902 (I don't think climate change is happening = 13, Entirely/mainly by natural processes= 150, About equally by natural processes and human activity = 163, Entirely / mainly by human activity= 576)

* Base size fewer than 30 respondents. Results should be interpreted with caution.

- 4.21 Disaggregating the sustainable actions by the respondents' response to how much they thought climate change was a problem, shows that the respondents who said climate change is a serious problem were undertaking more sustainable actions than those who thought it was not a serious problem.
- 4.22 The average number of actions undertaken by respondents who said climate change is a serious problem was 1.7 (out of 5) for higher impact actions and 4.8 (out of 7) for lower impact actions (Table 4.5). For respondents who said climate

change is not a serious problem the average number of actions was lower, 0.6 for higher impact, and 2.8 for lower impact.

Table 4.5 – Response by extent of climate change as a problem to - ‘Do you do any of the following when food shopping or cooking meals?’

Response	Higher Impact (average out of 5)	Lower Impact (average out of 7)
1-2 Not serious	0.6	2.8
3-5	1.0	3.9
6-8	1.1	4.0
9-10 Extremely serious	1.7	4.8
All	1.2	4.2

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. None of the above’ and ‘Prefer not to say’ excluded from sustainable action response. Base = 912 (9-10 Extremely serious = 329, 6-8 = 387, 3-5 = 140, 1-2 Not serious = 56))

4.23 Disaggregating the sustainable actions by the respondents’ worry about climate change, shows that the respondents who were very or fairly worried about climate change were undertaking more sustainable actions when food shopping or cooking meals than those who are not very or not at all worried.

4.24 The average number of actions undertaken by respondents who said they were very or fairly worried about climate change was 1.4 (out of 5) for higher impact actions and 4.5 (out of 7) for lower impact actions (Table 4.6). For respondents who said they were not very or not at all worried by climate change the average number of actions was lower, 0.8 for higher impact, and 3.6 for lower impact.

Table 4.6 – Response by worry about climate change to - ‘Do you do any of the following when food shopping or cooking meals?’

Response	Higher Impact (average out of 5)	Lower Impact (average out of 7)
Not Very / Not at all worried	0.8	3.6
Very / Fairly worried	1.4	4.5
All	1.2	4.2

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Other’, None of the above’, Don’t know’ and ‘Prefer not to say’ excluded from Energy step response, ‘Don’t know’ excluded from Household income response. Base = 915 (Not Very / Not at all worried = 292, Very / Fairly worried = 623).

Food: Summary

- 4.25 Respondents were asked about their food consumption.
- 4.26 Dairy products were the most frequently consumed food type by all respondents with fish and red meat the least frequently consumed.
- 4.27 Those who believed climate change is a serious problem and were worried about climate change were more likely to make these changes to their eating habits.
- 4.28 56% of respondents reported throwing away food that had gone off or exceeded its expiry date at least once a week. Only 10% said they never do this.
- 4.29 Respondents were asked about sustainable actions when shopping for food or cooking meals. Actions with a lower carbon impact like checking 'best before' dates and reheating leftovers were more common, while higher-impact actions like cooking in bulk and buying seasonal food were less common.
- 4.30 Respondents who believed climate change is caused by human activity, thought it was a serious problem and were worried about it, were more likely to undertake sustainable food actions.

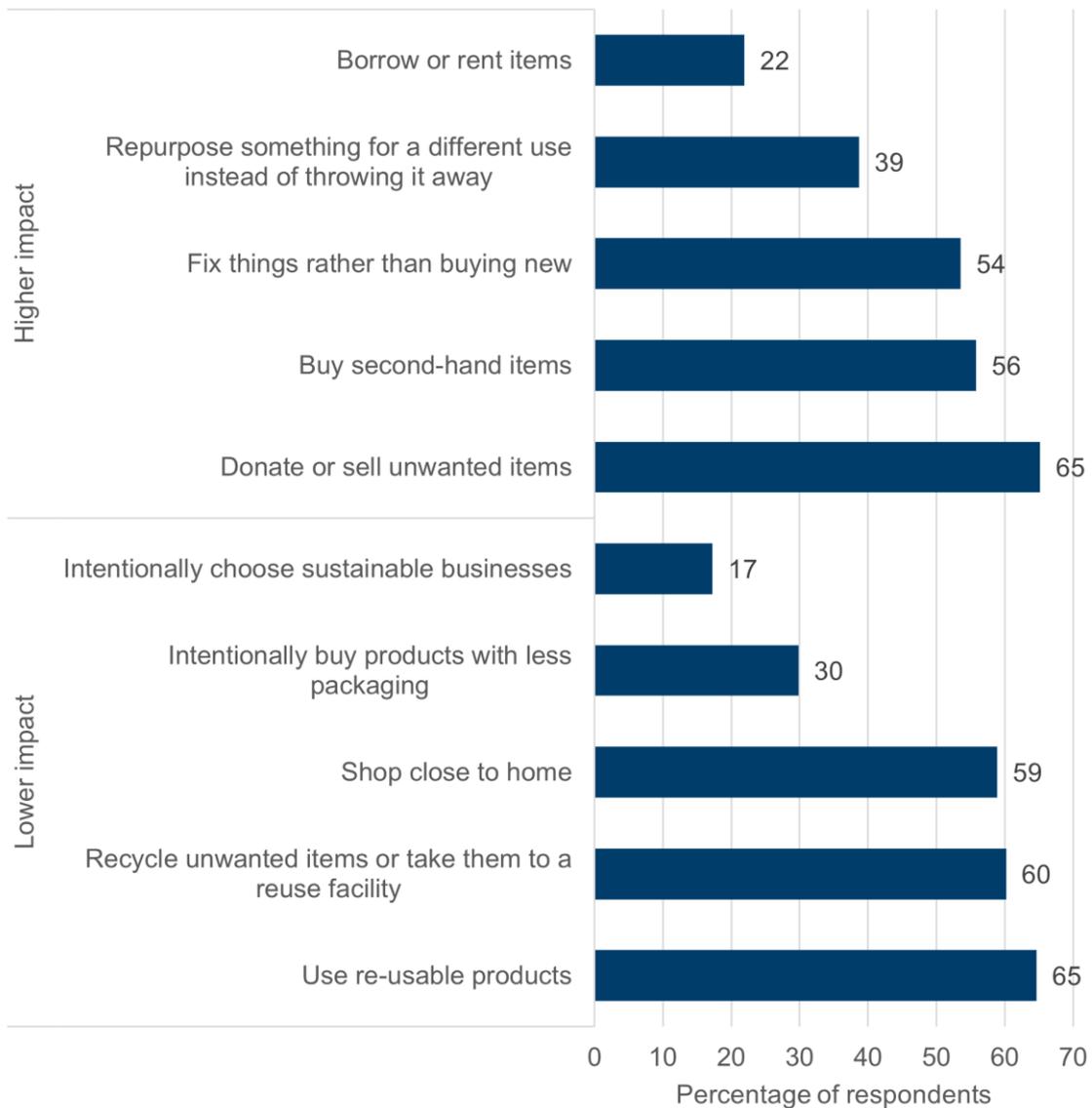
5. Daily Life Actions

- 5.1 Respondents were asked what sustainable actions they undertook in daily life. The sustainable actions were categorised based on their impact on reducing carbon emissions.
- 5.2 The higher impact daily life actions were those that reduced the need for demand for new products, thus avoiding the carbon emissions that are required to extract and process raw materials, and transport products to consumers⁸. Therefore, buying second-hand, repurposing items, fixing things, and renting/borrowing generally involve a shift towards a more sustainable circular economy⁹.
- 5.3 The lower impact actions, whilst still reducing carbon emissions, do not avoid the creation of new products.
- 5.4 Of the higher impact sustainable actions, the most common undertaken were donate or sell unwanted items (65%), buy second hand items (56%) and fix things rather than buying new (54%) (Figure 5.1).
- 5.5 Of the lower impact sustainable actions, the most common undertaken were use reusable products (65%), recycle unwanted items (60%) and shop close to home (59%).
- 5.6 There is little distinction between the proportion of respondents undertaking lower impact actions and higher impact actions. The most common actions in each category are undertaken by relatively similar proportions of respondents.

⁸ [Reducing and Reusing Basics | US EPA](#)

⁹ Astrid Klooster, Blanca C. Bellostas, Marvin Henry, Li Shen Do We Save the Environment by Buying Second-Hand Clothes? The Environmental Impacts of Second-Hand Textile Fashion and the Influence of Consumer Choices [Journal of Circular Economy](#)

Figure 5.1 – Response to - ‘Now we'd like to ask you about things you might do in your daily life. Please answer for yourself, not your household. Do you do any of the following?’

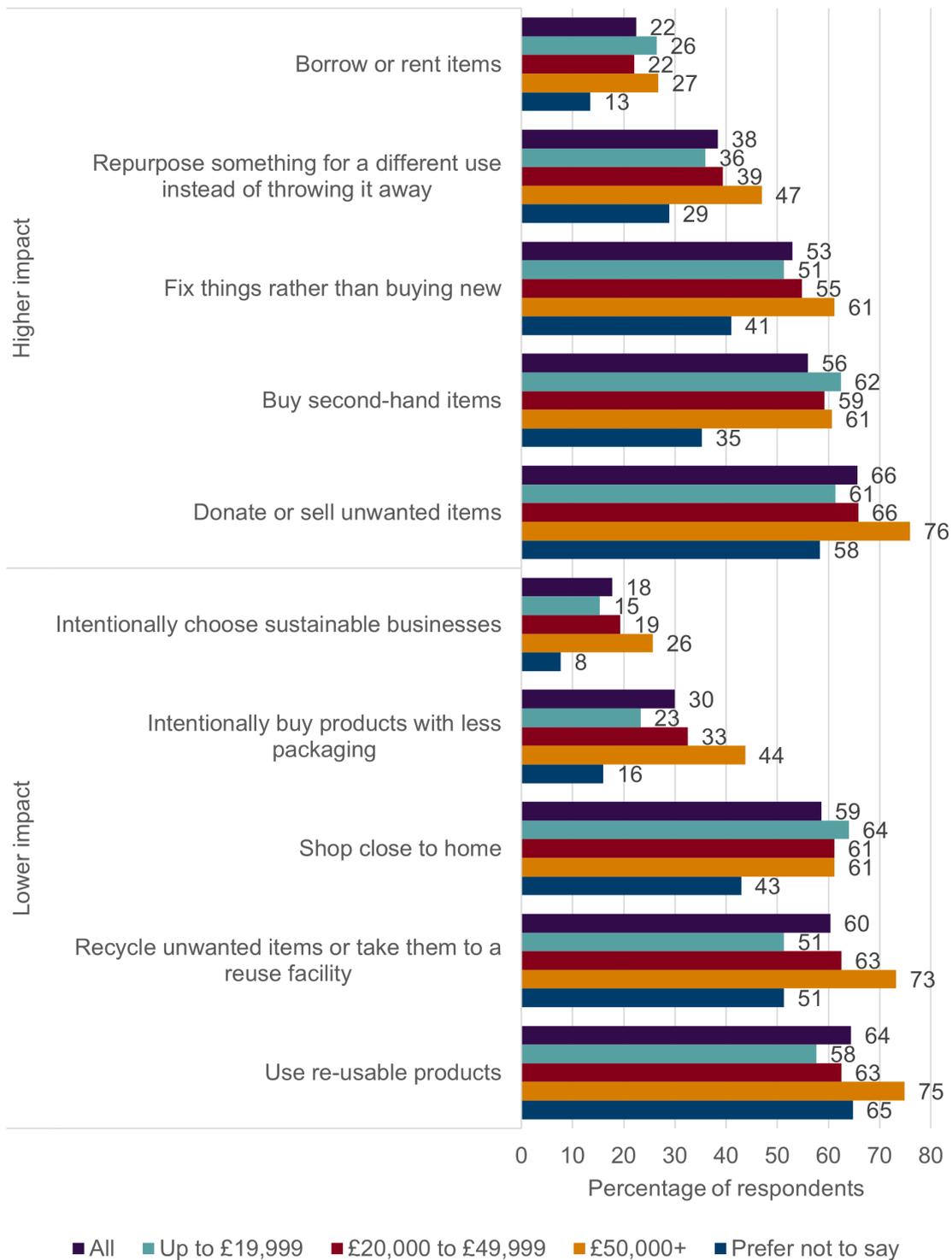


Description of Figure 5.1: a bar chart showing proportion of respondents undertaking sustainable actions in their daily life.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Prefer not to say’ and ‘None of the above’ excluded from sustainable action response. Base = 939

5.7 The response by income is shown in Figure 5.2. Respondents who preferred not to state their household income had the lowest response proportions for all categories apart from using reusable products. A greater proportion of respondents with the highest household income (greater than £50,000) reported undertaking sustainable actions than those with other household income, with the exception of shopping closer to home and buying second-hand items.

Figure 5.2 – Response by household income to - ‘Now we’d like to ask you about things you might do in your daily life. Please answer for yourself, not your household. Do you do any of the following?’

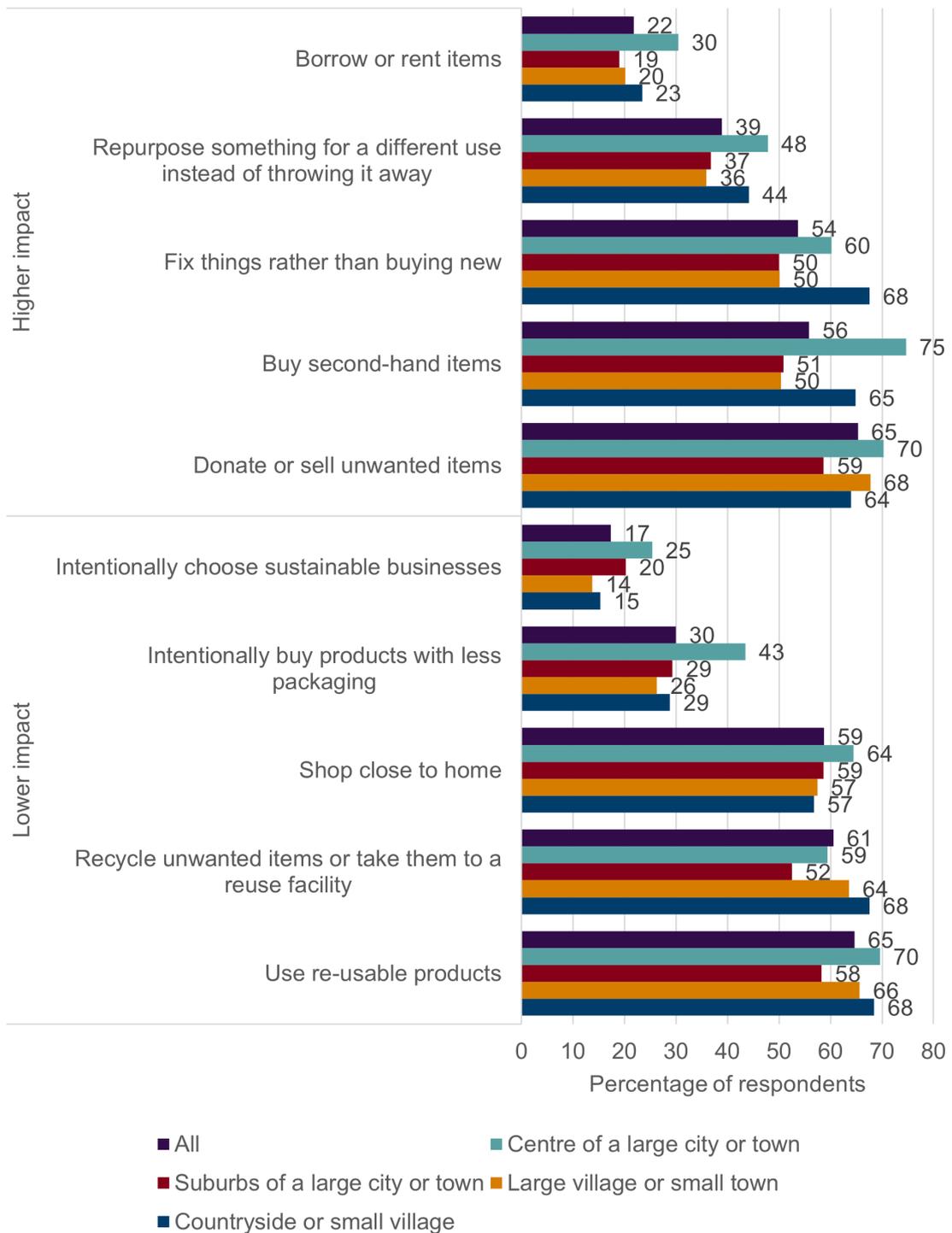


Description of Figure 5.2: a clustered bar chart showing proportion of respondents by household income undertaking sustainable actions in their daily life.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ excluded from Household income response. Base = 891 (Up to £19,999 = 189, £20,000 to £49,999 = 363, £50,000+ = 183, Prefer not to say = 156)

5.8 A greater proportion of respondents who lived in the centre of a city or large town reported undertaking more sustainable actions than respondents from other area types across all actions, apart from recycling unwanted items or taking them to a reuse facility, and fixing things, rather than buying them new (Figure 5.3).

Figure 5.3 – Response by area type to ‘Now we’d like to ask you about things you might do in your daily life. Please answer for yourself, not your household. Do you do any of the following?’



Description of Figure 5.3: a clustered bar chart showing proportion of respondents by area type undertaking sustainable actions in their daily life.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded from area type response. Base = 928 (Suburbs = 242, Centre = 138, Large Village = 437, Countryside = 111)

5.9 Comparing the sustainable actions by the respondents’ response to what they thought climate change was caused by, shows that the respondents who said

climate change was caused entirely or mainly by human activity were undertaking a higher number of actions than all other respondents.

- 5.10 Among respondents who said climate change is caused entirely or mainly by human activity the average number of actions was 2.6 (out of 5) for higher impact actions, and 2.6 (out of 5) for lower impact actions (Table 6.4). For respondents who said climate change is caused entirely or mainly by natural processes the average number of actions was lower, 2.1 for higher impact, and 1.9 for lower impact. The sample size of respondents who said they didn't think climate change was happening was too small to be considered for comparison.

Table 5.1 – Response by cause of climate change to - 'Now we'd like to ask you about things you might do in your daily life. Please answer for yourself, not your household. Do you do any of the following?'

Response	Higher Impact (average out of 5)	Lower Impact (average out of 5)
I don't think climate change is happening	1.0*	1.1*
Entirely/mainly by natural processes	2.1	1.9
About equally by natural processes and human activity	2.0	2.0
Entirely / mainly by human activity	2.6	2.6
All	2.4	2.3

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all., None of the above' and 'Prefer not to say' excluded from sustainable action response. Base = 902 (I don't think climate change is happening = 13, Entirely/mainly by natural processes= 150, About equally by natural processes and human activity = 163, Entirely / mainly by human activity= 576)

* Base size fewer than 30 respondents. Results should be interpreted with caution.

- 5.11 Comparing the sustainable actions by the respondents' response to how much they thought climate change was a problem, shows that the respondents who said climate change is a serious problem were undertaking more sustainable actions than those who thought it was not a serious problem.
- 5.12 The average number of actions undertaken by respondents who said climate change is an 'extremely serious' problem was 2.9 (out of 5) for higher impact actions and 2.9 (out of 5) for lower impact actions (Table 5.2). For respondents who said climate change is not a serious problem the average number of actions was lower, 1.6 for higher impact, and 1.5 for lower impact.

Table 5.2 – Response by extent of climate change as a problem to -‘Now we’d like to ask you about things you might do in your daily life. Please answer for yourself, not your household. Do you do any of the following?’

Response	Higher Impact (average out of 5)	Lower Impact (average out of 5)
1-2 Not serious	1.6	1.5
3-5	2.1	1.8
6-8	2.2	2.2
9-10 Extremely serious	2.9	2.9
All	2.4	2.3

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. None of the above’ and ‘Prefer not to say’ excluded from sustainable action response. Base = 912 (9-10 Extremely serious = 329, 6-8 = 387, 3-5 = 140, 1-2 Not serious = 56))

- 5.13 Comparing the sustainable actions by the level respondents reported they worry about climate change, shows that the respondents who were very or fairly worried about climate change were undertaking more sustainable actions than those who are not very or not at all worried.
- 5.14 The average number of actions undertaken by respondents who said they were very or fairly worried about climate change was 2.6 (out of 5) for higher impact actions and 2.6 (out of 5) for lower impact actions (Table 5.3). For respondents who said they were not very or not at all worried by climate change the average number of actions was lower, 1.8 for higher impact, and 1.7 for lower impact.

Table 5.3 – Response by worry about climate change to - ‘Now we’d like to ask you about things you might do in your daily life. Please answer for yourself, not your household. Do you do any of the following?’

Response	Higher Impact (average out of 5)	Lower Impact (average out of 7)
Not Very / Not at all worried	1.8	1.7
Very / Fairly worried	2.6	2.6
All	2.4	2.3

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Other’, None of the above’, Don’t know’ and ‘Prefer not to say’ excluded sustainable action response. Base = 915 (Not Very / Not at all worried = 292, Very / Fairly worried = 623).

Daily Life: Summary

- 5.15 Respondents were asked what sustainable actions they undertook in daily life.
- 5.16 The three most common actions for all respondents were donating or selling unwanted items, recycling unwanted items, and using reusable products.
- 5.17 For almost all of the sustainable actions, a greater proportion of respondents with higher household income were undertaking them in comparison to those with lower household income. Respondents who preferred not to state their household income had the lowest response proportions for all sustainable actions.
- 5.18 Respondents living in the centre of a city or large town stated that they undertook more sustainable actions compared to those living in other area types across the majority of actions.
- 5.19 Respondents who believed climate change was caused by 'mainly or entirely' by human activity, thought it was a 'serious' problem, and were 'fairly' or 'very' worried about it, stated that they undertook more sustainable actions than other respondents.

6. Travel

6.1 Respondents were asked about travel behaviour.

Vehicle availability

6.2 Respondents were asked how many vehicles their household regularly had access to. 49% of households had access to one car, 27% of households had access to two cars, and 18% of households did not have access to a car.

6.3 40% of respondents with a household income of up to £19,999 did not have access to a car, compared to 3% of respondents whose household income was £50,000 or above (Table 6.1).

Table 6.1 – Response by household income to – ‘How many vehicles does your household have regular access to?’ Car

No. of cars	All	Up to £19,999	£20,000 to £49,999	£50,000+	Prefer not to say
0	18%	40%	14%	4%	21%
1	49%	47%	58%	38%	46%
2	27%	9%	23%	51%	29%
3+	5%	3%	6%	8%	3%
Don't know	0%	2%	0%	0%	0%
Prefer not to say	1%	1%	0%	0%	2%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all, 'Don't know' excluded from Household income response. Base = 891 (Up to £19,999 = 189, £20,000 to £49,999 = 363, £50,000+ = 183, Prefer not to say = 156)

6.4 Hybrid vehicles were available to 12% of all households, and electric vehicles available to 5%. 68% of respondents with access to electric cars were able to charge them at home.

6.5 Of households with access to at least one car /van, the availability of hybrid and electric vehicles increased with increasing household income (Table 6.2).

Table 6.2 – Response by household income for households with access to at least one car / van to – ‘Of the vehicles your household has access to, how many are electric and/or hybrid?’

Vehicle Type	All	Up to £19,999	£20,000 to £49,999	£50,000+	Prefer not to say
Hybrid	12%	4%	13%	11%	19%
Electric	5%	3%	3%	9%	4%

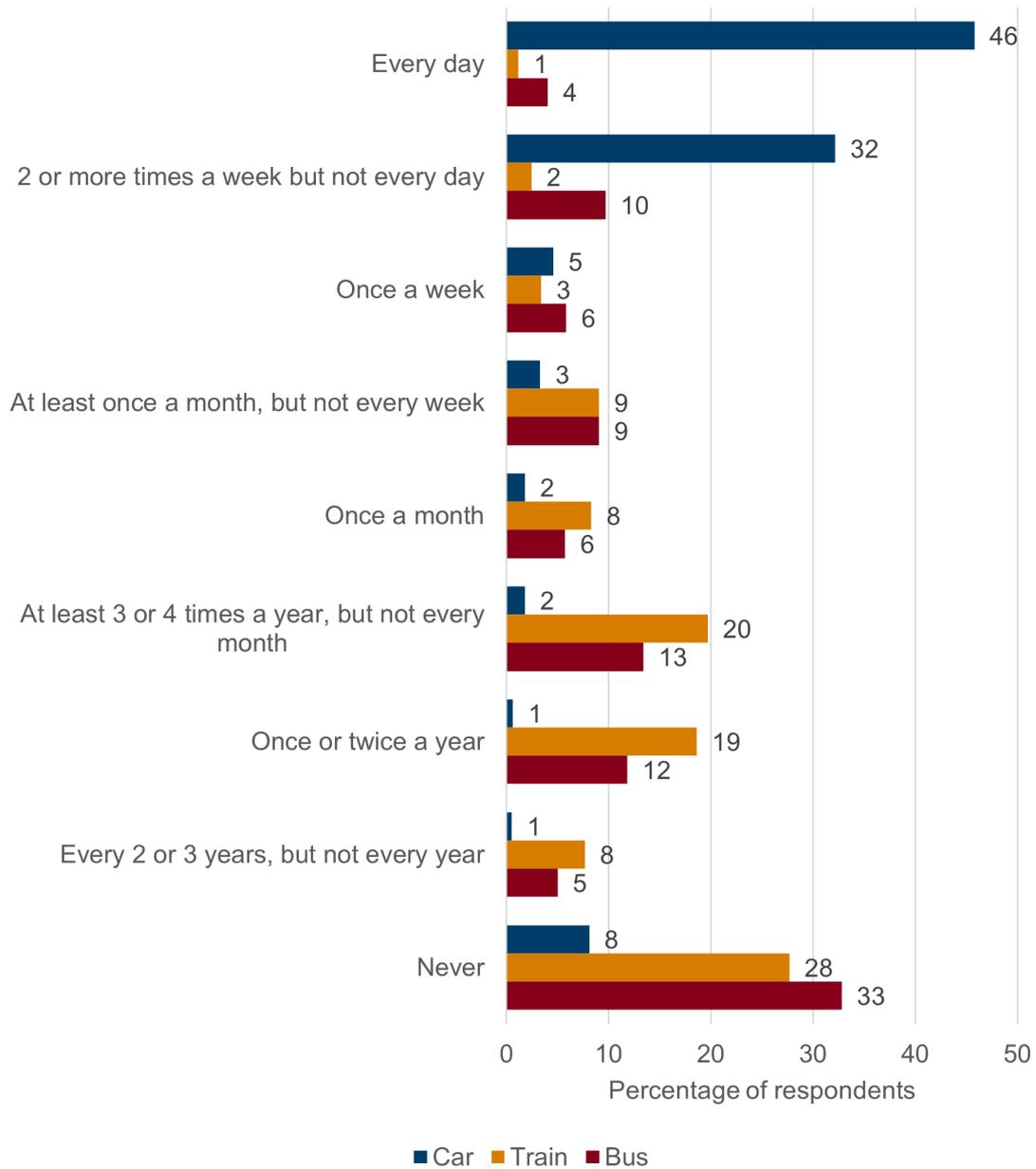
Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked to households with access to at least one car / van. ‘Don’t know’ excluded from Household income response. Base = 727 (Up to £19,999 = 114, £20,000 to £49,999 = 313, £50,000+ = 176, Prefer not to say = 124)

Travel by mode

Car, train and bus

6.6 The frequency of travel by car, train and bus is given in Figure 6.1.

Figure 6.1 – Response to – ‘How often do you use each of the following to travel from place to place?’



Description of Figure 6.1: a clustered bar chart showing respondents frequency of travel by car, train and bus.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all, ‘Don’t know’ and ‘Prefer not to say’ excluded. Base car = 927, base bus = 915, base train = 921.

- 6.7 46% of respondents said they used a car every day, with 32% using a car two or more times per week but not every day.
- 6.8 1% of respondents said they used the train every day, and 2% used the train 2 or more times per week but not every day. For buses, 4% of respondents used them every day, and 10% used them 2 or more times per week but not every day. 28% of

respondents said they never used trains, and 33% of respondents said they never used buses.

Cycling and walking or using a wheelchair

- 6.9 For cycling (on a standard bicycle), 4% of respondents cycled every day, with 5% cycling 2 or more times per week but not every day, and 3% cycling once per week. 16% of male respondents said they cycled at least once a week, compared to 9% of female respondents.
- 6.10 45% of respondents said they walked every day to travel from place to place (excluding leisure walks such as walking the dog), and 22% walked 2 or more times per week but not every day. 17% of respondents said they never walked from place to place.
- 6.11 Respondents aged 65 and above said they cycled the least of all age groups, with 87% saying they never cycled (Table 6.3).

Table 6.3 – Response by age to – ‘How often do you use each of the following to travel from place to place?’ Bicycle (standard)

Frequency	All	18 to 34	35 to 44	45 to 54	55 to 64	65+
Never	71%	59%	61%	70%	78%	87%

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Prefer not to say’ excluded from Age response. Base = 937 (18 to 34 = 241, 35 to 44 = 160, 45 to 54 = 151, 55 to 64 = 162, 65+ = 223)

Plane

- 6.12 Respondents were asked how often they travelled by plane. 33% of respondents said they never use a plane to travel, with 22% using a plane every 2 or 3 years, and 31% using a plane once or twice a year.
- 6.13 52% of respondents whose household income was up to £19,999 said they never travelled by plane compared to 14% of respondents whose household income was £50,000 and above. 48% of respondents whose household income was £50,000 and above travelled by plane once or twice a year compared to 17% of respondents whose household income was up to £19,999. For travelling by plane 3 or 4 times per year the same household income group comparison was 14% to 4%.

Sustainable travel action

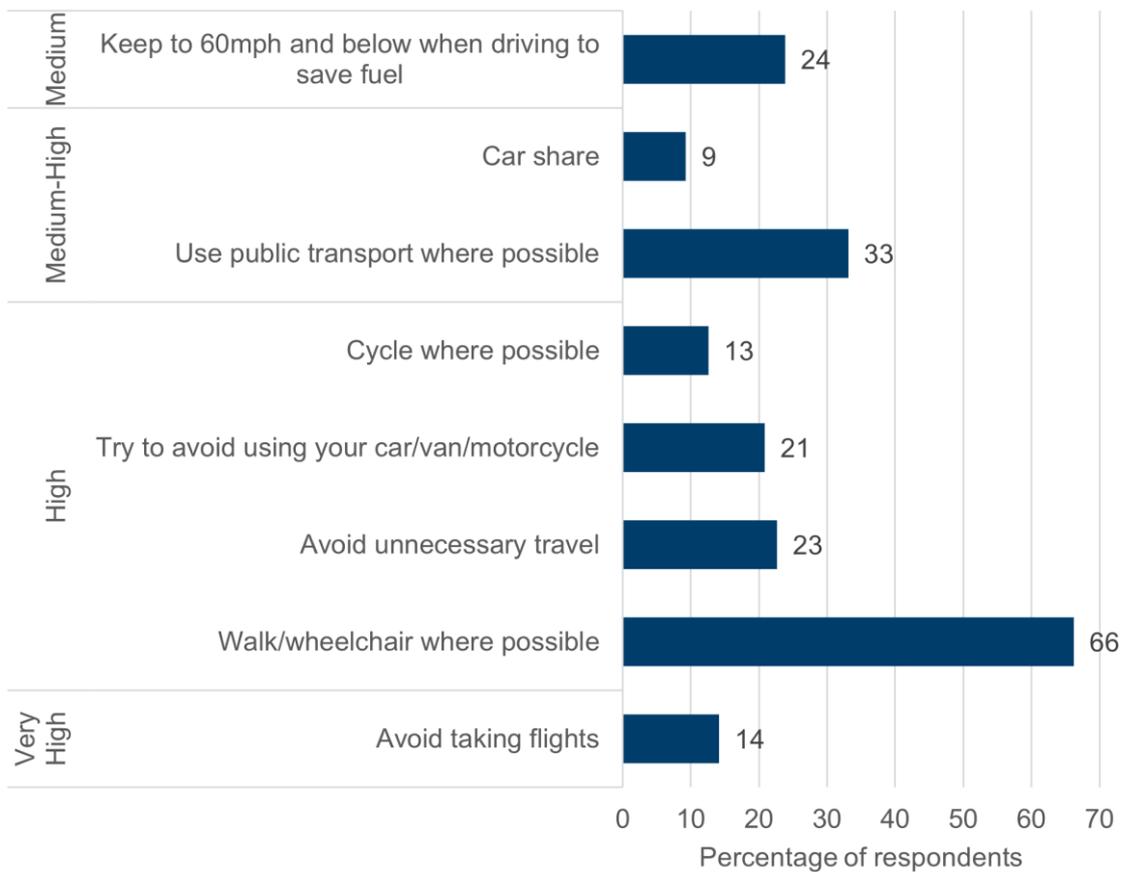
- 6.14 Respondents were asked about their travel actions. The sustainable actions were categorised based on their impact on reducing carbon emissions.

- 6.15 The impact of the action in terms of reduction in carbon emissions was also categorised into and very high, high, medium-high, and medium impact actions. The very high and high categories involve avoiding using carbon-intensive travel (or taking up active travel instead). Avoiding flying is classified as very high impact as flying is a highly carbon-intensive mode of transport¹⁰. The medium-high and medium impact actions are classified as such because they still involve using some kind of transportation that would result in carbon emissions¹¹.
- 6.16 The most common sustainable action undertaken was walking or using a wheelchair where possible (66% of respondents, high impact action) followed by using public transport where possible (33% of respondents, medium-high impact action), and keeping to 60 mph or less when driving (24% of respondents, medium impact action) (Figure 6.2).
- 6.17 The least common sustainable actions were car sharing (9% of respondents, medium-high impact action), cycling where possible (13% of respondents, high impact action), and avoiding taking flights (14% of respondents, very high impact action).

¹⁰ Hannah Ritchie (2024) - "What share of global CO₂ emissions come from aviation?" [Our World in Data](#)

¹¹ Hannah Ritchie (2023) - "Which form of transport has the smallest carbon footprint?" [Our World in Data](#)

Figure 6.2 – Response to – ‘Do you do any of the following when travelling from place to place?’



Description of Figure 6.2: a bar chart showing proportion of respondents undertaking sustainable travel actions.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all, no exclusions. Base = 939

6.18 Comparing the sustainable actions by the respondents’ response to what they thought climate change was caused by, shows that the respondents who said climate change was caused entirely or mainly by human activity were undertaking a higher number of actions than all other respondents.

Table 6.4 – Response by cause of climate change to - ‘Do you do any of the following when travelling from place to place?’

Response	Very High / High Impact (average out of 5)	Medium-High / Medium Impact (average out of 3)
I don't think climate change is happening	0.5*	0.4*
Entirely/mainly by natural processes	1.1	0.6
About equally by natural processes and human activity	1.1	0.6
Entirely / mainly by human activity	1.6	0.7
All	1.4	0.7

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all., None of the above’ and ‘Prefer not to say’ excluded from sustainable action response. Base = 902 (I don’t think climate change is happening = 13, Entirely/mainly by natural processes= 150, About equally by natural processes and human activity = 163, Entirely / mainly by human activity= 576)

* Base size fewer than 30 respondents. Results should be interpreted with caution.

- 6.19 Comparing the sustainable actions by the respondents’ response to how much they thought climate change was a problem, shows that the respondents who said climate change is a serious problem were undertaking more sustainable travel actions than those who thought it was not a serious problem.

Table 6.5 – Response by extent of climate change as a problem - ‘Do you do any of the following when travelling from place to place?’

Response	Very High / High Impact (average out of 5)	Medium-High / Medium Impact (average out of 3)
1-2 Not serious	0.8	0.4
3-5	1.0	0.5
6-8	1.3	0.7
9-10 Extremely serious	1.8	0.8
All	1.4	0.7

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. None of the above’ and ‘Prefer not to say’ excluded from Energy step response. Base = 912 (9-10 Extremely serious = 329, 6-8 = 387, 3-5 = 140, 1-2 Not serious = 50))

- 6.20 Comparing the sustainable travel actions by the respondents’ worry about climate change, shows that the respondents who were very or fairly worried about climate change were undertaking more sustainable actions than those who are not very or not at all worried.
- 6.21 The average number of actions undertaken by respondents who said they were very or fairly worried about climate change was 1.6 (out of 5) for very high / high

impact actions and 0.8 (out of 3) for medium-high/medium impact actions (Table 6.6). For respondents who said they were not very or not at all worried by climate change the average number of actions was lower, 0.9 for very high/high impact, and 0.5 for medium-high/medium impact actions.

Table 6.6 – Response by worry about climate change to - ‘Do you do any of the following when travelling from place to place?’

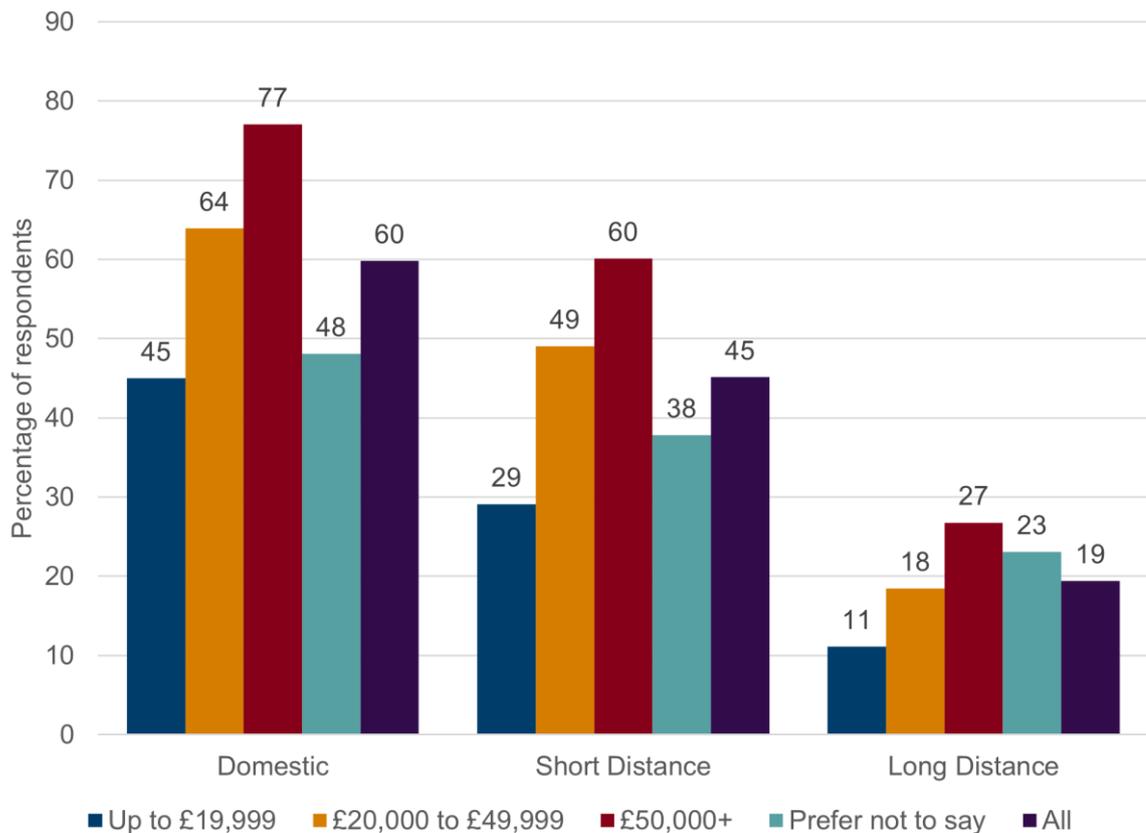
Response	Very High / High Impact (average out of 5)	Medium-High / Medium Impact (average out of 3)
Not Very / Not at all worried	0.9	0.5
Very / Fairly worried	1.6	0.8
All	1.4	0.7

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘None of the above’ and ‘Prefer not to say’ excluded from sustainable action response. Base = 915 (Not Very / Not at all worried = 292, Very / Fairly worried = 623).

Holiday travel

6.22 Respondents whose household income was £50,000 and above had taken more holidays in the last 12 months than respondents from other household income groups. 77% of respondents whose household income was £50,000 and above had taken at least one domestic holiday and 27% at least one long distance holiday (Figure 6.3). This compares to 45% and 11% respectively of respondents whose household income was up to £19,999.

Figure 6.3 – Response by household income to – ‘In the past 12 months, how many of the following types of holidays, if any, have you taken?’



Description of Figure 6.3: a clustered column chart showing proportion of respondents by household income taking domestic, short distance and long distance holidays.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ excluded from Household income response. Base = 891 (Up to £19,999 = 189, £20,000 to £49,999 = 363, £50,000+ = 183, Prefer not to say = 156)

6.23 For domestic holidays, 92% of respondents did not travel by plane to reach their holiday destination. For short distance holidays, 14% of respondents did not travel by plane.

Travel: Summary

6.24 Respondents were asked about travel actions.

6.25 The majority of households had access to at least one vehicle, with 49% having access to one car and 27% having access to two cars. However, 18% of households did not have access to a car. Hybrid vehicles were available to 12% of households, and electric vehicles to 5%.

6.26 46% of respondents used a car every day, while only 1% used the train every day and 4% used buses every day. Walking was a common mode of travel, with 45% of respondents walking every day.

- 6.27 Respondents engaged in various sustainable travel actions, such as walking where possible (66%) and using public transport (33%).
- 6.28 Respondents who believed climate change was caused by human activity, thought it was a serious problem, and were worried about it, were more likely to undertake sustainable travel actions.
- 6.29 Respondents with higher household incomes took more holidays in the last 12 months compared to those with lower incomes.

7. Conclusion

- 7.1 The third quantitative survey of six waves was undertaken in August and September 2024. A dataset was collected that was broadly representative of the population of Wales.
- 7.2 Survey outputs have been detailed within this report, highlighting any sub-groups of the population with differing attitudes or behaviours to certain questions. [Wave 4 comparison report](#) compares the outputs to previous and subsequent waves and identifies any changes in attitudes or behaviours.
- 7.3 Respondents were asked about their perceptions and attitudes towards climate change, home energy use, food consumption, daily life habits, and travel.
- 7.4 Most respondents attribute climate change to human activity and express concern, but those aged 65+ and are less worried and assign lower responsibility to the public and local groups to tackle climate change. Businesses and non-UK countries are seen as least active in addressing climate change.
- 7.5 While 63% of respondents have smart meters, less than half use them regularly. Nearly all take some energy-saving steps, favouring lower impact measures. Higher-income households adopt more energy-efficient technologies, and those concerned about climate change engage more in energy-saving actions.
- 7.6 Dairy was the most regularly consumed food product in comparison to fruit and vegetables, white meat, red meat, and fish or seafood. The most common dietary change was reduction of red meat intake. Food waste is common, and lower impact sustainable food actions are more prevalent than higher impact ones. Respondents who stated that they were highly concerned about climate change more frequently adopted sustainable food actions.
- 7.7 Common sustainable daily actions include donating, recycling, and using reusable products, with higher-income and urban residents more engaged.
- 7.8 Most households have vehicle access with hybrid vehicles available to 12% of all households, and electric vehicles available to 5%. 46% of respondents use a car every day. Respondents with higher household incomes took more holidays and travelled by plane more often compared to those with lower incomes. Participants stating that they were highly concerned about climate change undertook more sustainable travel actions.

- 7.9 Across the home energy, travel and food sustainable action categories, respondents who recognised human impact in climate change, thought climate change was a problem and were concerned about climate change, undertook more impactful actions than other respondents. This finding was less pronounced for daily life sustainable actions where many higher impact actions were also undertaken by respondents who did not recognise human impact in climate change.
- 7.10 Several methodological and analytical considerations may impact the interpretation of the findings. These are outlined in the 'limitations and reflections' section of the [Wave 3 & 4 Methodology Report](#).

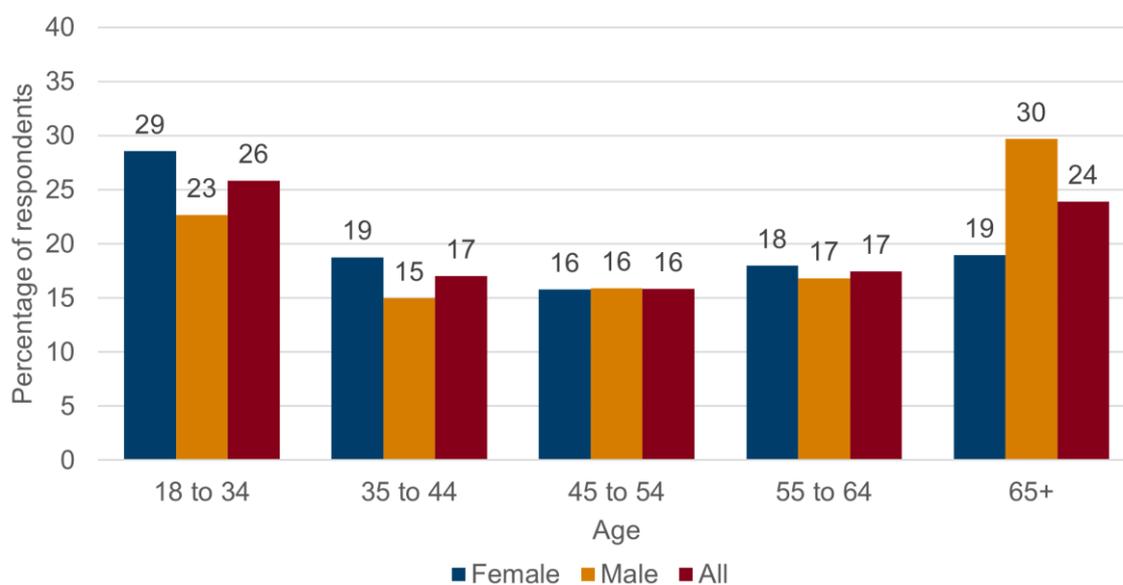
Annex A – Wave 3 demographic data

This Annex breaks down the Wave 3 demographic data further identifying relationships between the different demographic characteristics.

Age and Male and Female

The response to age and male and female was broadly in line with 2021 census data for Wales. The combination of these categories shows that female respondents tended to be younger than male respondents (Figure A.1). 47% of female respondents were aged 44 or under compared with 38% of male respondents, whereas 30% of male respondents were over 65, compared to 19% of female respondents.

Figure A.1 – Response by male and female to - ‘What age group do you fall into?’



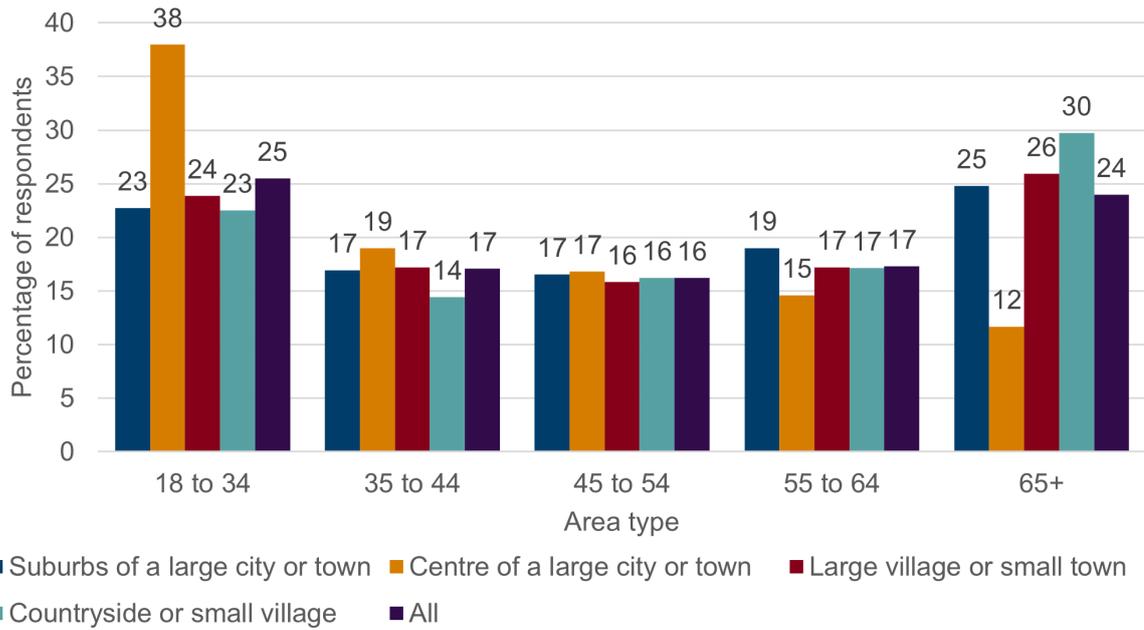
Description of Figure A.1: a clustered column chart showing proportion of respondents by age and male and female.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded. Base = 929 (Female = 501, Male = 428)

Age and Area Type

Respondents were asked to indicate the area type in which they lived. Respondents who lived in the centre of large towns or cities tend to be younger than those who lived in other areas. 38% of respondents who lived in the centre of a large city or town were aged between 18 and 34, compared with 15% of respondents aged 55 to 64 (Figure A.2). Respondents who lived in the countryside or small village tended to be older.

Figure A.2 –Response by area type to - ‘What age group do you fall into?’



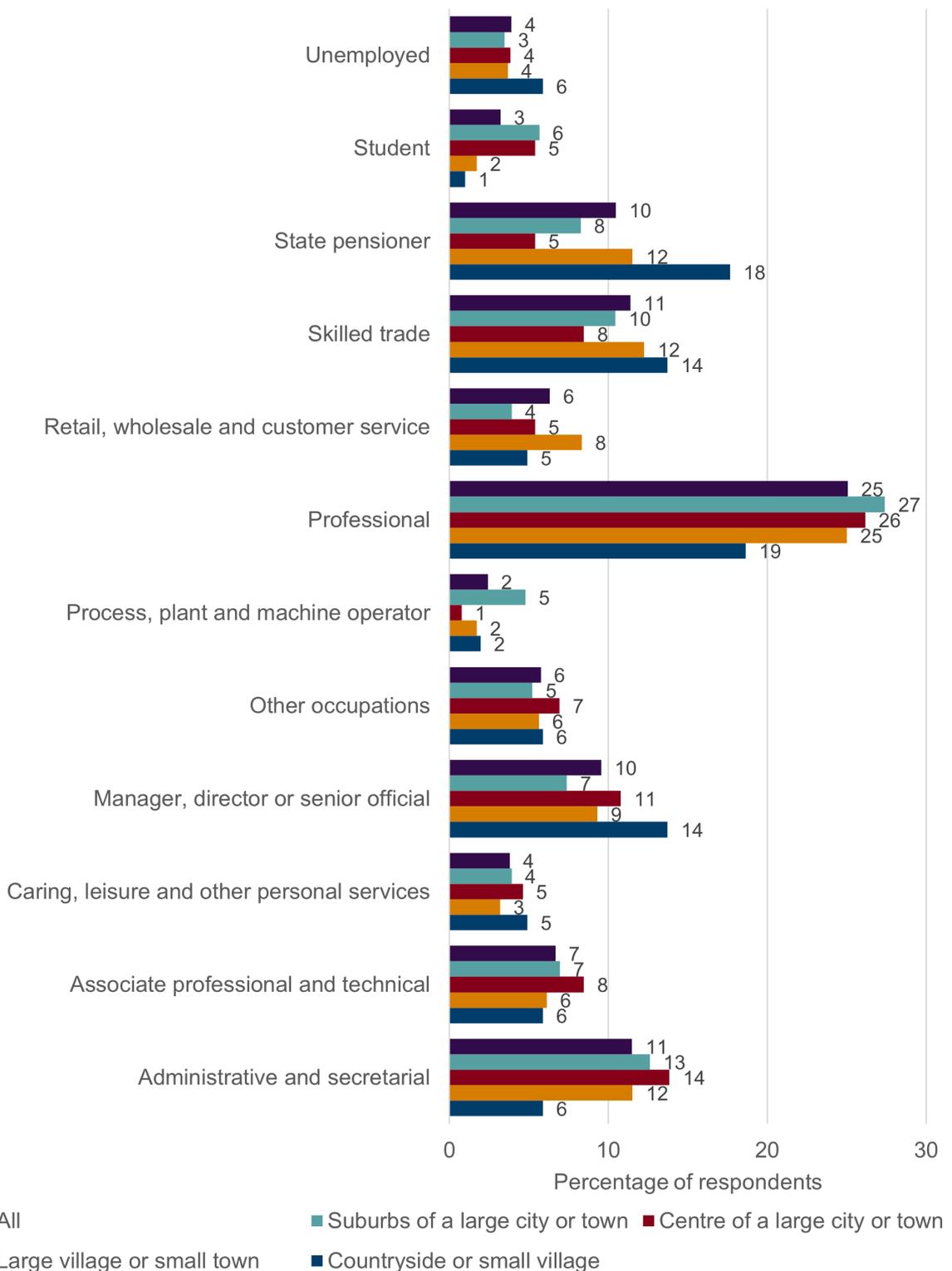
Description of Figure A.2: a clustered column chart showing proportion of respondents by age and area type.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded. Base = 926 (Suburbs = 242, Centre = 137, Large Village = 436, Countryside = 111)

Occupation and Area Type

Respondents were asked what occupational group the main income earner in the household belonged to. The countryside was the area type with the highest proportion of respondents with a skilled trade occupation (14%), state pensioners (18%), managers, directors and officials (14%), and unemployed (6%) (Figure A.3). The suburbs of a large city or town had the highest proportion of professionals (27%), and the centre of a large city or town had the highest proportion of administrative and secretarial (14%), and associate professional and technical occupations (8%).

Figure A.3 – Response by area type to – ‘Please indicate which occupational group the chief income earner (the person with the largest income) in your household belongs to’



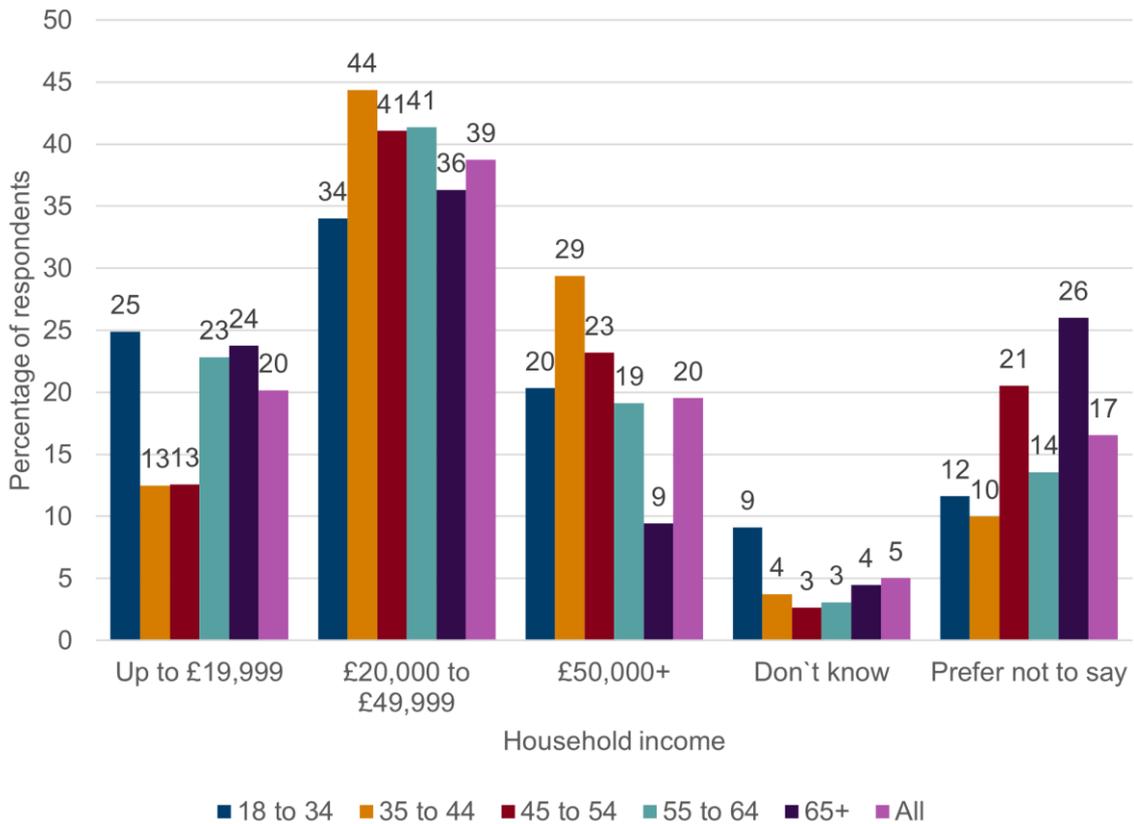
Description of Figure A.3: a clustered bar chart showing proportion of respondents by occupation and area type.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ ‘Other / not applicable’ and ‘Prefer not to say’ excluded. Base = 870 (Suburbs = 230, Centre = 130, Large Village = 408, Countryside = 102)

Income and Age

Respondents were asked their annual household income per year before tax and any other deductions. Just under a quarter of respondents did not give a range for their household income, 17% selected “Prefer not to say” and 5% selected “Don’t know” (Figure A.4).

Figure A.4 – Response by age to – ‘Please indicate the approximate income of your household per year (before tax and any other deductions)?’



Description of Figure A.4: a clustered column chart showing proportion of respondents by household income and age.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Prefer not to say’ excluded from age response. Base = 937 (18 to 34 = 241, 35 to 44 = 160, 45 to 54 = 151, 55 to 64 = 162, 65+ = 223)

Income and Area Type

Examining household income by area type (Figure A.5) shows that respondents living in the suburbs of a large city or town (23%) and the centre of a large city or town (26%) were the area types with the highest proportion of respondents with household income of £50,000 and above.

Figure A.5 – Response by area type to - ‘Please indicate the approximate income of your household per year (before tax and any other deductions)?’



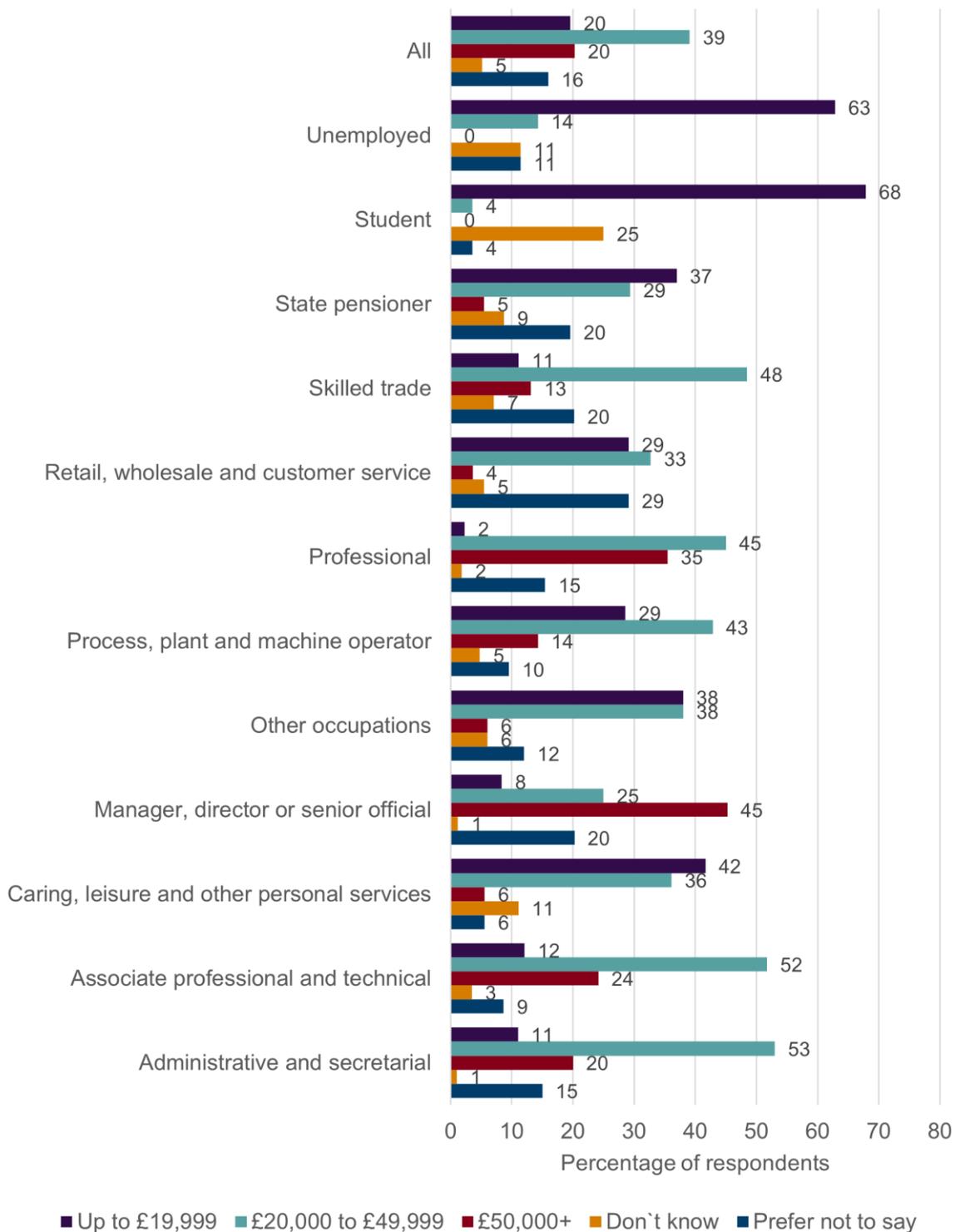
Description of Figure A.5: a clustered column chart showing proportion of respondents by household income and age.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded from area type response. Base = 928 (Suburbs = 242, Centre = 138, Large Village = 437, Countryside = 111)

Occupation and Income

Other than unemployed and student respondents, ‘caring, leisure, and other personal services’ had the highest proportion of respondents with a household income up to £19,999 (42%) (Figure A.6). ‘Manager, director, or senior official’ had the highest proportion of respondents with a household income above £50,000 (45%).

Figure A.6 – Response by occupation to - ‘Please indicate the approximate income of your household per year (before tax and any other deductions)?’



Description of Figure A.6: a clustered bar chart showing proportion of respondents by occupation and household income.

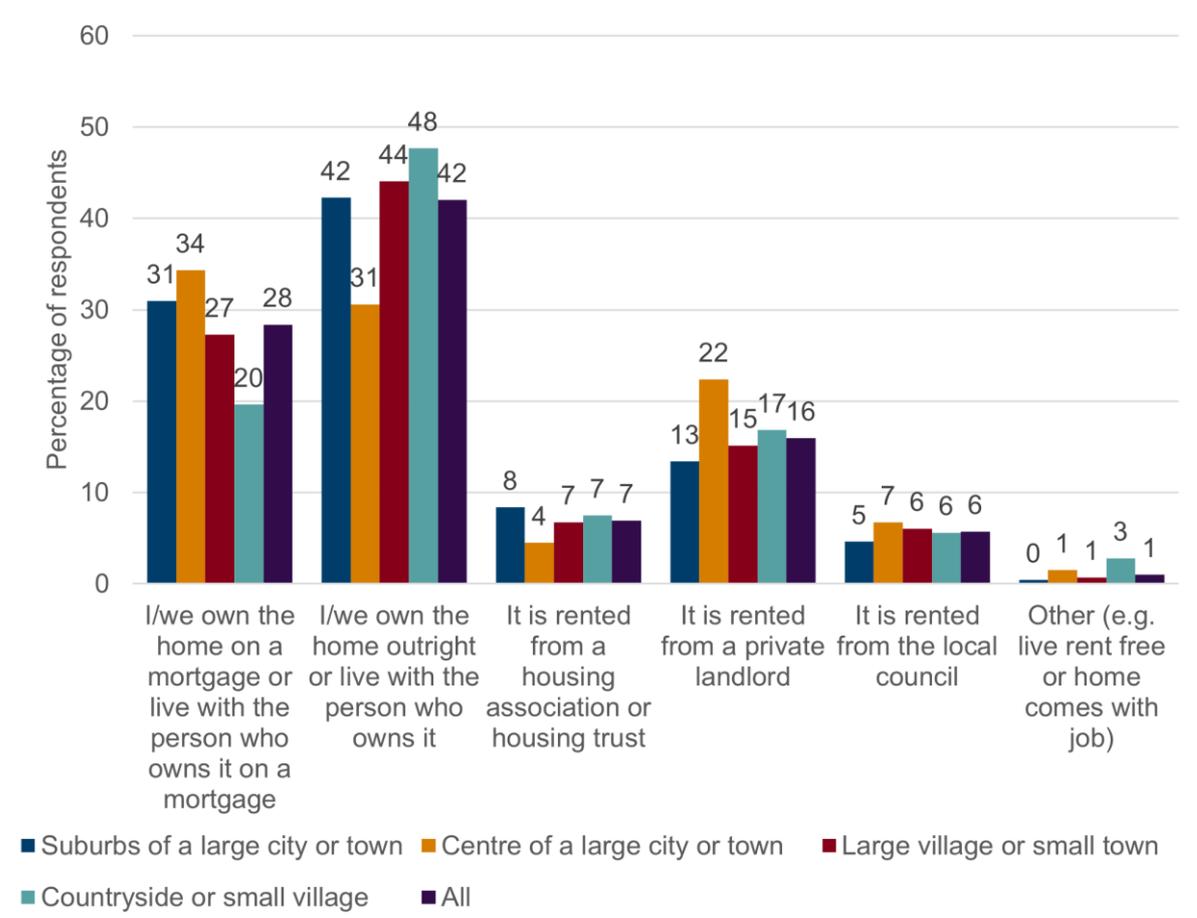
Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ ‘Other / not applicable’ and ‘Prefer not to say’ excluded from occupation response. Base = 878 (Admin = 100, Associate = 58, Caring = 36, Manager = 84, Other = 50, Process = 21, Professional = 220, Retail = 55, Skilled = 99, Pensioner = 92, Student = 28, Unemployed = 35)

Tenure and Area Type

Respondents were asked if the household owned or rented their accommodation. The comparison of tenure and area type shows that a greater proportion of respondents in the countryside or a small village (78%) owned their home outright or lived with the person who does compared to other areas (Figure A.7).

Respondents living in the centre of cities or towns were more likely to be renting than respondents in other area types.

Figure A.7 – Response by area type to – ‘Does your household own or rent your accommodation?’



Description of Figure A.7: a clustered column chart showing proportion of respondents by tenure and area type.

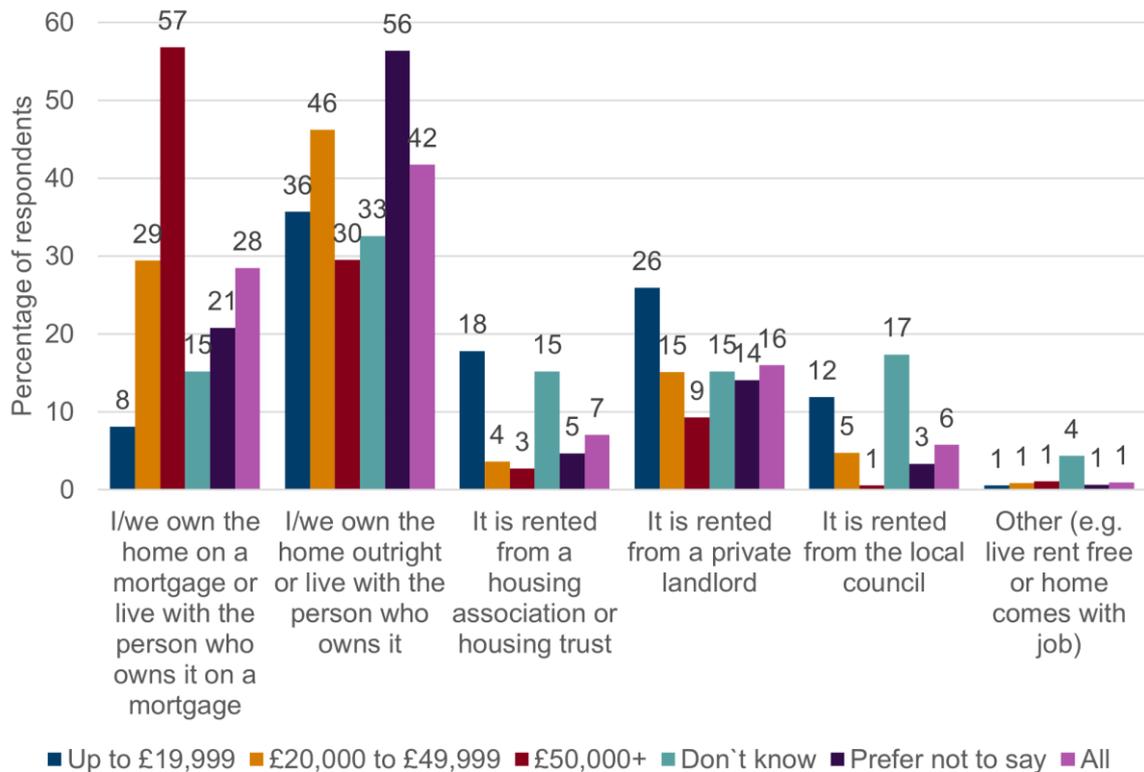
Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded. Base = 909 (Suburbs = 239, Centre = 134, Large Village = 429, Countryside = 107)

Tenure and Income

The comparison of tenure and household income shows that respondents who were renting were more likely to have a household income of up to £19,999, 56% (Figure A.8) compared to the other household incomes. 87% of respondents with a household income of £50,000 and above owned the home outright or owned the

home on a mortgage, 56% of respondents who did not state their household income owned the home outright or lived with the person who owned it.

Figure A.8 – Response by household income to – ‘Does your household own or rent your accommodation?’



Description of Figure A.8: a clustered column chart showing proportion of respondents by tenure and household income.

Source: Climate Change Perceptions and Actions Survey, Wave 3 2024. Multiple choice. Questions asked of all. ‘Don’t know’ and ‘Prefer not to say’ excluded from Tenure response. Base = 920 (Up to £19,999 = 185, £20,000 to £49,999 = 357, £50,000+ = 183, Don’t know = 46, Prefer not to say = 149)

Demographic Patterns: Summary

To summarise the key findings on the characteristics of the survey respondents of Wave 3:

- Female survey respondents were typically younger than male survey respondents. Younger respondents tended to live in the centre of a large city or town, whilst older respondents tended to live in the countryside or a small village.
- Respondents who had a skilled trade occupation were more likely to be living in the countryside or a small village.
- A large proportion of respondents did not state their household income. This group tended to be older and own their home outright.