

Climate Change Messaging Survey

Start of Block: 1. Consent

JS

consent Participant invitation and consent You are invited to take part in a UK survey about your views on climate change. Please don't worry if you have not thought too much about climate change. The survey is run by a research team at the University of York (more information [here](#)). You must be 18 years old or over to take part. Taking part in the survey is entirely voluntary. You can decide to exit the survey at any point. The survey is anonymous and does not collect information that would enable the research team at the University of York or Qualtrics to identify you. If you give your consent to take part, the anonymous data you provide will be part of the study.

- ☐ I do consent
- ☐ I do not consent

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previous_survey Have you taken part in a survey on climate change in the last 12 months?

☐ Yes

☐ No

End of Block: 1. Consent

Start of Block: 2. Demographics

define_gender How do you define your gender?

☐ Male

☐ Female

☐ Prefer to self-define _____

☐ Prefer not to share this information

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age_group_7 How old are you?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75 and over

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parental_status Are you a parent/guardian of a child or children (including of children over the age of 18)

☐ Yes

☐ No

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qualification What is the highest level of qualification that you have received from school, college or since leaving education?

- ☐ Degree level qualification
- ☐ Higher educational qualification below degree level
- ☐ A-Levels or Highers
- ☐ ONC/National Level BTEC
- ☐ O Level or GCSE equivalent (Grade A-C) or Scottish National 5 Grade A-C, Intermediate 2 Grade A-C, Ordinary Grade C or above, or Standard Grade 2 or above
- ☐ GCSE grade D-G or CSE grade 2-5 or Scottish National 5 Grade D, Intermediate 2 Grade D, Intermediate 1 or Standard Grade level 3-6
- ☐ Other qualifications (including completing primary or secondary school)
- ☐ None of the above

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housing_tenure Do you own or rent your home?

- ☐ Own (with a mortgage or own outright)
- ☐ Rent (from a private landlord, housing authority, local council or other rent)
- ☐ Other (including living with parents)

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health

How would you describe your health in general?

- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Bad
- ☐ Very bad

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ethnic_group Which of these best describes your ethnic group?

- ☐ White - includes any White background
- ☐ Mixed or multiple ethnic groups - includes White and Black Caribbean, White and Black African, White and Asian or any other Mixed ethnic group
- ☐ Asian or Asian British - includes Indian, Pakistani, Bangladeshi, Chinese or any other Asian background
- ☐ Black, African, Caribbean or Black British - includes African, Caribbean or any other Black background
- ☐ Other - for example Arab or any other

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employment_6 Which of these best describes your current employment status?

- ☐ Employed/self-employed
- ☐ Retired
- ☐ Student in full-time education
- ☐ Looking after the family or home
- ☐ Unemployed and looking for work
- ☐ Other

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financial_strain How well would you say you are managing financially these days?

- ☐ Living comfortably
- ☐ Doing alright
- ☐ Just about getting by
- ☐ Finding it quite difficult
- ☐ Finding it very difficult

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location Where do you live?

- ☐ England, Isle of Wight and Scilly Isles
- ☐ Northern Ireland
- ☐ Scotland and Scottish Isles
- ☐ Wales and Anglesey
- ☐ Isle of Man and Channel Isles

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location_ENG

In which region of England do you live?

- ☐ North East
- ☐ North West
- ☐ Yorkshire and The Humber
- ☐ East Midlands
- ☐ West Midlands
- ☐ East of England
- ☐ London
- ☐ South East
- ☐ South West
- ☐ Other

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area_type Which of these best describes the area in which you live?

- ☐ Urban
- ☐ Outskirts of town or city
- ☐ Small village
- ☐ Rural

End of Block: 2. Demographics

Start of Block: 3. Political Orientation



ENG_vote If there was a general election now, which party would you be most likely to vote for?

- ☐ Conservatives
- ☐ Reform UK
- ☐ Labour Party
- ☐ Green Party
- ☐ Liberal Democrats
- ☐ Other - please specify _____
- ☐ I wouldn't vote



NIR_vote If there was a general election now, who would you vote for?

- ☐ Democratic Unionist Party (DUP)
- ☐ Ulster Unionist Party (UUP)
- ☐ Sinn Féin
- ☐ Social Democratic and Labour Party (SDLP)
- ☐ Green Party
- ☐ Alliance Party
- ☐ Other - please specify _____
- ☐ I wouldn't vote



WAL_vote If there was a general election now, who would you vote for?

- ☐ Welsh Labour
- ☐ Welsh Conservatives
- ☐ Plaid Cymru
- ☐ Wales Green Party
- ☐ Welsh Liberal Democrats
- ☐ Other - please specify _____
- ☐ I wouldn't vote



SCO_vote If there was a general election now, who would you vote for?

- ☐ Scottish Conservatives
- ☐ Scottish National Party (SNP)
- ☐ Scottish Labour
- ☐ Scottish Greens
- ☐ Scottish Liberal Democrats
- ☐ Alba
- ☐ Other - please specify _____
- ☐ I wouldn't vote

End of Block: 3. Political Orientation

Start of Block: 4. Efficacy



self-efficacy

Some people feel they have completely free choice and control over their lives, while other people feel that what they do has no real effect on what happens to them. *Please use this scale where 1 means "no choice at all" and 5 means "a great deal of choice" to indicate how much freedom of choice and control you feel you have over the way your life turns out.*

- ☐ 1. No choice at all
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5. A great deal of choice

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CC_responsibility To what extent do you think that, as individuals, we are responsible for tackling climate change? *Please use this scale where 1 means "we are not responsible at all" and 5 means "we are fully responsible".*

- ☐ 1 - We are not responsible at all
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - We are fully responsible

End of Block: 4. Efficacy

Start of Block: 5. Concern and scepticism



scepticism_trend You may have heard the idea that the world's climate is changing due to increases in temperature over the past 100 years. What is your personal opinion on this? Do you think the world's climate is changing?

- ☐ Definitely not changing
- ☐ Probably not changing
- ☐ Probably changing
- ☐ Definitely changing
- ☐ Don't know

Page Break



scepticism_attrib Do you think that climate change is caused by natural processes, human activity, or both?

- ☐ Entirely by natural causes
- ☐ Mainly by natural causes
- ☐ Equally by natural processes and human activity
- ☐ Mainly by human activity
- ☐ Entirely by human activity
- ☐ Don't know

Page Break



CC_concern How concerned, if at all, are you about climate change?

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

End of Block: 5. Concern and scepticism

Start of Block: 6.1 Impacts - general



impacts_gen When you think about what might happen as a result of climate change, which of the following concern you the most? *You can pick up to three.*

- ☐ How it might affect people's health and wellbeing
 - ☐ How it might affect animals and nature
 - ☐ How it might affect people's livelihoods and standard of living
 - ☐ How it might affect the resources (e.g., food, water) we all rely on
 - ☐ How it might affect migration (people having to move)
 - ☐ How it might affect social unrest and tension
 - ☐ How it might affect transport and travel
 - ☐ How it might affect people's homes
 - ☐ How it might affect children
 - ☐ How it might unfairly affect people who are more vulnerable
 - ☐ Other, please specify
-

☐ ☒ None of the above

☐ ☒ Don't know

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impacts_gen_time Of those you selected, are you most concerned about the effects now, at some point in the future, or both? *Please select out of the options below.*

	Concerned about the effects now	Concerned about the effects in the future	Concerned about the effects now and in the future	Don't know
How it might affect people's health and wellbeing	☐	☐	☐	☐
How it might affect animals and nature	☐	☐	☐	☐
How it might affect people's livelihoods and standard of living	☐	☐	☐	☐
How it might affect the resources (e.g., food, water) we all rely on	☐	☐	☐	☐
How it might affect migration (people having to move)	☐	☐	☐	☐
How it might affect social unrest and tension	☐	☐	☐	☐
How it might affect transport and travel	☐	☐	☐	☐
How it might affect people's homes	☐	☐	☐	☐
How it might affect children	☐	☐	☐	☐
How it might unfairly affect people who are more vulnerable	☐	☐	☐	☐

Other, please
specify

☐☐☐☐

☒ None of the
above

☐☐☐☐

☒ Don't know

☐☐☐☐

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impacts_gen_top Of those you selected, which is concerns you most?

▼ How it might affect people's health and wellbeing ... Don't know

End of Block: 6.1 Impacts - general

Start of Block: 6.2 Impacts - personal



impacts_pers When you think about what might happen to you as a result of climate change, which of the following concern you the most? *You can pick up to three.*

- ☐ How it might affect my health and wellbeing
 - ☐ How it might affect the animals and nature around me
 - ☐ How it might affect my livelihood and standard of living
 - ☐ How it might affect the resources (e.g., food, water) I rely on
 - ☐ How it might affect migration (people having to move) in my local area
 - ☐ How it might affect social unrest and tensions in my local area
 - ☐ How it might affect transport and how I travel
 - ☐ How it might affect my home
 - ☐ How it might affect the children in my family
 - ☐ How it might unfairly affect people I know who are more vulnerable
 - ☐ Other, please specify
-
- ☐ ☒ None of the above
 - ☐ ☒ Don't know

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impacts_pers_time Of those you selected, are you most concerned about the effects now, at some point in the future, or both? *Please select out of the options below.*

	Concerned about the effects now	Concerned about the effects in the future	Concerned about the effects now and in the future	Don't know
How it might affect my health and wellbeing	☐	☐	☐	☐
How it might affect the animals and nature around me	☐	☐	☐	☐
How it might affect my livelihood and standard of living	☐	☐	☐	☐
How it might affect the resources (e.g., food, water) I rely on	☐	☐	☐	☐
How it might affect migration (people having to move) in my local area	☐	☐	☐	☐
How it might affect social unrest and tensions in my local area	☐	☐	☐	☐
How it might affect transport and how I travel	☐	☐	☐	☐
How it might affect my home	☐	☐	☐	☐
How it might affect the children in my family	☐	☐	☐	☐

How it might
unfairly affect
people I know
who are more
vulnerable

☐☐☐☐

Other, please
specify

☐☐☐☐

☒ None of the
above

☐☐☐☐

☒ Don't know

☐☐☐☐

Page Break



impacts_pers_top Of those you selected, which is concerns you most?

▼ How it might affect my health and wellbeing ... Don't know

End of Block: 6.2 Impacts - personal

Start of Block: 7. Emotion/affect



emotion When you think about climate change, which of the following terms best relates to how you feel? *You can select more than one.*

- ☐ Guilt
 - ☐ Worry or anxiety
 - ☐ Anger (at constantly having to hear about it or at protesters)
 - ☐ Anger (that not enough is being done to deal with it)
 - ☐ Pride (e.g., in what I am doing)
 - ☐ Admiration (e.g., in what others are doing)
 - ☐ Compassion (e.g., for those most affected)
 - ☐ Amusement
 - ☐ Boredom
 - ☐ Confusion (i.e., I don't really understand it well enough)
 - ☐ Disbelief (e.g., it's a hoax)
 - ☒ Don't know
 - ☐ Other, please describe
-
- ☒ None

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emotion_top Of those you selected, which is is closest to how you feel about climate change?

▼ Guilt ... None

End of Block: 7. Emotion/affect

Start of Block: 8. Social media



social_media Which of the following social media platforms, if any, do you use *regularly* (i.e., most days)? *You can select as many as you like.*

- ☐ YouTube
 - ☐ Instagram
 - ☐ Snapchat
 - ☐ Facebook
 - ☐ Twitter
 - ☐ TikTok
 - ☐ Reddit
 - ☐ Other, please specify
-
- ☐  None of the above

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social_media_top Of the social media platforms you use, which do you use the most? *Please select one.*

▼ YouTube ... None of the above

End of Block: 8. Social media

Start of Block: 9. UK issues



UK_issues_3 In your view, what are the most important issues facing the UK today? *Please pick up to three.*

- ☐ Education and schools
- ☐ Employment and jobs
- ☐ The coronavirus (COVID-19) pandemic
- ☐ The NHS
- ☐ Britain leaving the EU (Brexit)
- ☐ Immigration and asylum
- ☐ Climate change and environmental issues
- ☐ Housing
- ☐ Crime
- ☐ Other - please describe

☐  None of the above

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UK_issues_top

Of the issues you selected in the previous question, what do you see as the single most important facing the UK today? *Please select one.*

▼ Education and schools ... None of the above

End of Block: 9. UK issues

Start of Block: 10. Confidence in government

confidence_gov On a scale of 1 to 5, where 1 is not at all and 5 is completely, how much do you trust each of the following? *Please select the number of stars to indicate how much you trust each of the options.*

The UK Government (Westminster)					
Your local government					
The Senedd (Welsh Parliament)					
Northern Ireland Assembly					
Scottish Parliament					

End of Block: 10. Confidence in government

Start of Block: 11. Experience



exp_local

Are you aware of any of the following in your **local area** in the past 12 months? *Please tick all that apply.*

☐

Flooding

☐

Heatwave (where people's health is significantly affected)

☐

Coastal erosion (where the sea wears away the land)

☐

Air pollution (poor air quality)

☐

Other - please specify

☐

None of the above

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exp_personal Have you **personally experienced** any of the following in the past 12 months?
Please tick all that apply.

- ☐ Damage to your home from flooding (not including rain leaking through the roof or burst pipes)
 - ☐ Heatwave (where your health is significantly affected)
 - ☐ Damage to your home from coastal erosion (where the sea wears away the land)
 - ☐ Exposure to air pollution (poor air quality)
 - ☐ Other - please specify
-
- ☐ ☒ None of the above

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exp_family Has a **family member or a close friend** experienced any of the following in the past 12 months? *Please tick all that apply.*

- ☐ Damage to their home from flooding (not including rain leaking through the roof or burst pipes)
 - ☐ Heatwave (where their health is significantly affected)
 - ☐ Damage to their home from coastal erosion (where the sea wears away the land)
 - ☐ Exposure to air pollution (poor air quality)
 - ☐ Other - please specify
-
- ☐ ☒ None of the above

End of Block: 11. Experience
