Research into public attitudes to climate change policy and a green recovery

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Introduction and methodology

In September 2020, the Scottish Government commissioned Ipsos MORI Scotland to undertake research with the general public to explore attitudes to climate change and to the green recovery after the COVID-19 pandemic.

This research builds upon previous climate change engagement, such as the 2019 Big Climate Conversation[1], to assess how public opinion on climate change may have changed in light of the pandemic and to address the current evidence gap on public views on potential actions for a green recovery in Scotland. The research findings are based on a nationally representative telephone survey of 1,045 adults across Scotland, and provide robust data exploring views on potential actions to reduce carbon emissions.

The questions within the survey were developed jointly by Scottish Government officials and Ipsos MORI and were necessarily designed in a way that could be understood by respondents and target specific challenges or trade-offs. Inevitably, the questions were unable to encapsulate all the nuances of the potential measures tested and issues have been significantly simplified. However, the survey does address a number of evidence gaps and this report acts as a key step in our engagement on green recovery.

This report is based on the views of survey participants. It does not necessarily reflect the views of Scottish Ministers and these findings should not be used to infer Scottish Government policy positions. However, the data can help to inform the direction of the Scottish Government's future policy development, in combination with engagement with stakeholders and other expert advisory bodies. The Scottish Government's engagement with the public on climate change will continue and build on these findings going forward, including through the Citizens Assembly on climate change and further public engagement in the build up to COP26.

Technical details

- The findings from this research are based on a survey of 1,045 adults in Scotland (aged 16 years and over), conducted by telephone using Random Digit Dialling to select numbers.

- Fieldwork took place between 2-9 October 2020.

- To ensure a representative sample, quotas were set on age, gender, education, working status and region. Data are weighted by age, sex, region, social grade, working status, tenure, education and country of birth to match the profile of the population.

- Results are based on all respondents (1,045) unless otherwise stated.

- Where results do not sum up to 100%, this may be due to multiple responses, computer rounding or the exclusion of "don't know" categories.

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[1] Big Climate Conversation: report of findings - gov.scot (www.gov.scot)

- Any differences between sub-groups referred to in this report are statistically significant at the 95% confidence level.

- This report includes comparisons to other survey data: the Scottish Household Survey (SHS) 2019 and Ipsos MORI's Issues Index 2019. These are not directly comparable as the method of data collection was different (face-to-face in the 2019 surveys rather than telephone) and the Issues Index question asked about issues facing Britain rather than Scotland. However, the comparisons provide a broad indication of the extent to which attitudes may have changed.

- The questionnaire and topline results are included in the appendices.

Summary of key findings

When asked specifically about climate change, **most respondents (79%) say it is an "immediate and urgent problem",** and the level of concern has increased over time, including since the start of the pandemic. However, COVID-19 is seen as the most important issue for Scotland at the moment.

There is majority support for a range of potential actions – both Scotland-wide policy measures and personal actions – to reduce carbon emissions:

- **82%** support the introduction of **additional charges for the sale or provision of items that are harmful to the environment** that can be replaced with sustainable alternatives (for example, single-use disposable drinks cups or food containers)

- **74% say they would be able and willing to reduce the amount they travel by car**

- **70% say they would be willing to reduce the amount of red meat they consume**

- **69%** support **investing public money in low carbon companies which are experimenting** and which may, or may not, lead to jobs in the future depending on whether they are successful

- **61%** support **regulations that require homeowners to replace their current gas or oil-fired boiler and radiators** with a new type of heating system that is more environmentally friendly

- **60%** support changes in farming practices and our diets **reducing the amount of land used for food production, and instead the land being used to restore habitats to increase plant and wildlife diversity**

- **58%** support changes in farming practices and our diets **reducing the amount of land used for food production, and instead the land being used to capture and store carbon,** for example by planting trees or restoring peatland.

Those who see climate change as an immediate and urgent problem, and those whose concern about climate change has increased since the start of the pandemic are more likely to support these measures. Support also tends to be higher among those who are degree educated, those in the ABC1 social grade[2] and those who are younger. The most common reasons given for supporting the measures were that they were good for the environment and would help reduce carbon emissions.

For the Scotland-wide policy measures, in addition to levels of support being high, levels of opposition are very low (ranging from 8% to 18%). Among the minority opposed, reasons given

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[2] For this report, social grades are grouped into ABC1 and C2DE. These are based on questions on the occupation of the Chief Income Earner including industry, position/grade, qualifications, how many people they manage. These are taken to equate to middle class and working class, respectively.

relate to the negative impact on individuals (those opposed to requiring homeowners to replaced gas or oil-fired heating and those opposed to additional charges for items harmful to the environment), concerns about the negative impact on farming and agricultural employment and a view that we should be increasing food production (those opposed to reducing the amount of land used for food production) and concerns that it would be a waste of money and too risky (those opposed to investing public money in low carbon companies who are experimenting).

Findings

Concern about climate change

To assess current levels of concern about climate change, respondents were given a number of statements and asked which came closest to their own view. The same question has been asked in the Scottish Household Survey (SHS).

The majority of respondents (79%) say climate change is an "immediate and urgent problem." One in ten (11%) see climate change as "more of a problem for the future", and 6% either think it is "not really a problem" (1%) or are "still not convinced that climate change is happening" (5%).

As shown in Chart 3.1, the number of respondents who see climate change as an "immediate and urgent problem" is higher than in the SHS 2019, before the pandemic, suggesting that concern has increased during this time. It is worth noting that the data may differ due to ordering effects and mode effects[3], however, respondents were also asked whether they had become more or less concerned about tackling climate change since the COVID-19 pandemic began and a quarter (26%) say they are more concerned. A much smaller proportion (7%) say they are less concerned and for 65% the pandemic has made no difference. This may, at least in part, explain the increase in comparison with the 2019 SHS data.

Chart 3.1: Concern about climate change, 2019 and 2020

Q. Here are some statements people have made about climate change. Which of these statements, if any, comes closest to your own view?
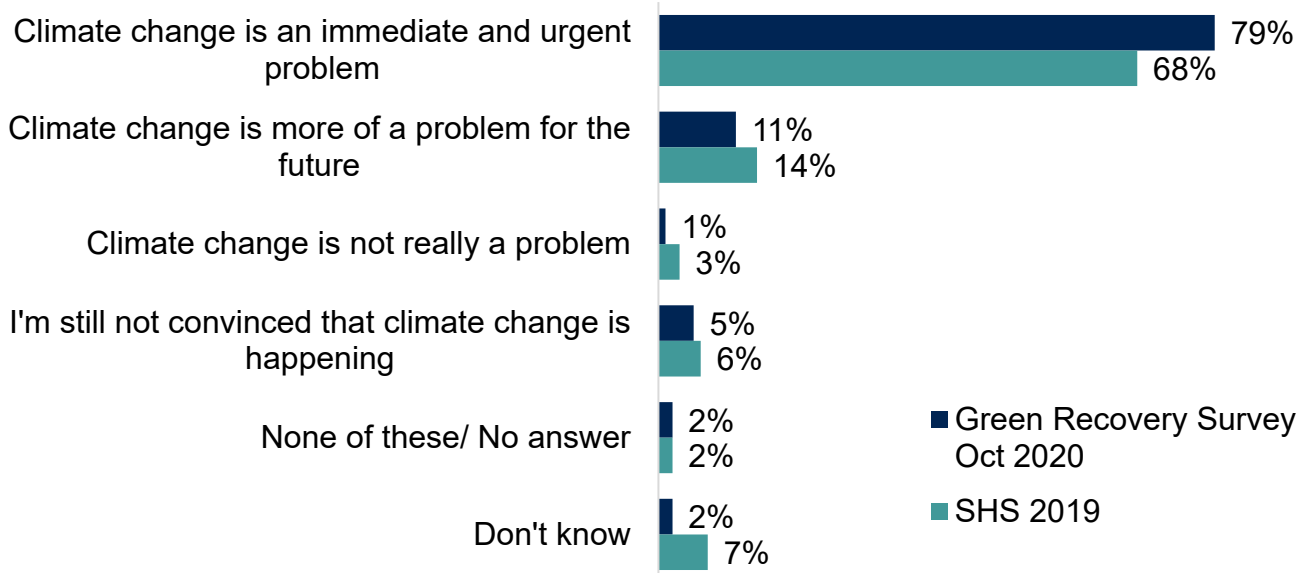
Base: Green Recovery Survey October 2020 (1,045) / SHS 2019 (3,100)

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[3] In the Green Recovery Survey, the question was asked after the questions on potential actions to reduce carbon emissions This was to avoid the question on attitude to climate change influencing responses to questions on actions, which were the main focus of this survey. In the SHS, the preceding questions were unrelated to climate change. The Green Recovery Survey was administered by telephone whereas the SHS was administered face-to-face.

Climate change and key issues facing Scotland today

To identify the key issues currently important to people in Scotland and provide context for questions on actions to tackle climate change, respondents were asked two initial questions. The first was "What do you see as the most important issue facing Scotland today?" and the second was "What do you see as other important issues facing Scotland today?" The answers given were spontaneous and not prompted.

Along with poverty/inequality, concern about climate change ranks 8th behind other issues. The pandemic is seen to be the most important issue facing Scotland today, with 54% of respondents mentioning it as an issue and 40% saying it is the most important issue. Other important issues include Scottish independence (40%), the economy (32%), healthcare (25%) and education (25%). Only one in ten (11%) mentioned climate change as an important issue facing Scotland today including just 2% who see it as the most important issue. (Chart 3.2).

Comparing these figures to Ipsos MORI's Issues Index Survey in 2019[4] (exploring important issues facing Britain), although concern about other issues has fluctuated, concern about the environment and climate change has remained consistent: the same proportion of Scottish respondents (11%) saw it as an important issue facing Britain in 2019. In other words, while absolute levels of concern about climate change have risen, it has not risen up the list of issues seen as the most important (at least at a national level), indicating that its relative position has not changed.

So although climate change is seen by the majority as an "immediate and urgent problem", it is seen as less important than other issues facing Scotland/Britain at the moment.

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[4]Data is based on 12 waves of the survey undertaken between January and December 2019. Interviews were conducted face-to-face. The question wording was slightly different, as respondents were asked 'What do you see as the most important/ other important issues facing Britain today?'

Chart 3.2: Important issues facing Scotland/Britain, 2019 and 2020

Q. What do you see as the most important/ other important issues facing Scotland today? (2020)/
Q. What do you see as the most important/ other important issues facing Britain today? (2019)

Pandemic flu/diseases — Green Recovery Survey Oct 2020: 54%, Issues Index 2019: 0%
Independence/Devolution/Constitutional… — 40%, 7%
Economy — 32%, 13%
NHS/Hospitals/Healthcare — 25%, 39%
Education/schools — 25%, 14%
Unemployment — 21%, 10%
EU/Europe/Brexit — 18%, 63%
Pollution/environment — 11%, 11%
Poverty/inequality — 11%, 18%
Housing — 7%, 14%

■ Green Recovery Survey Oct 2020
■ Issues Index 2019 (respondents in Scotland)
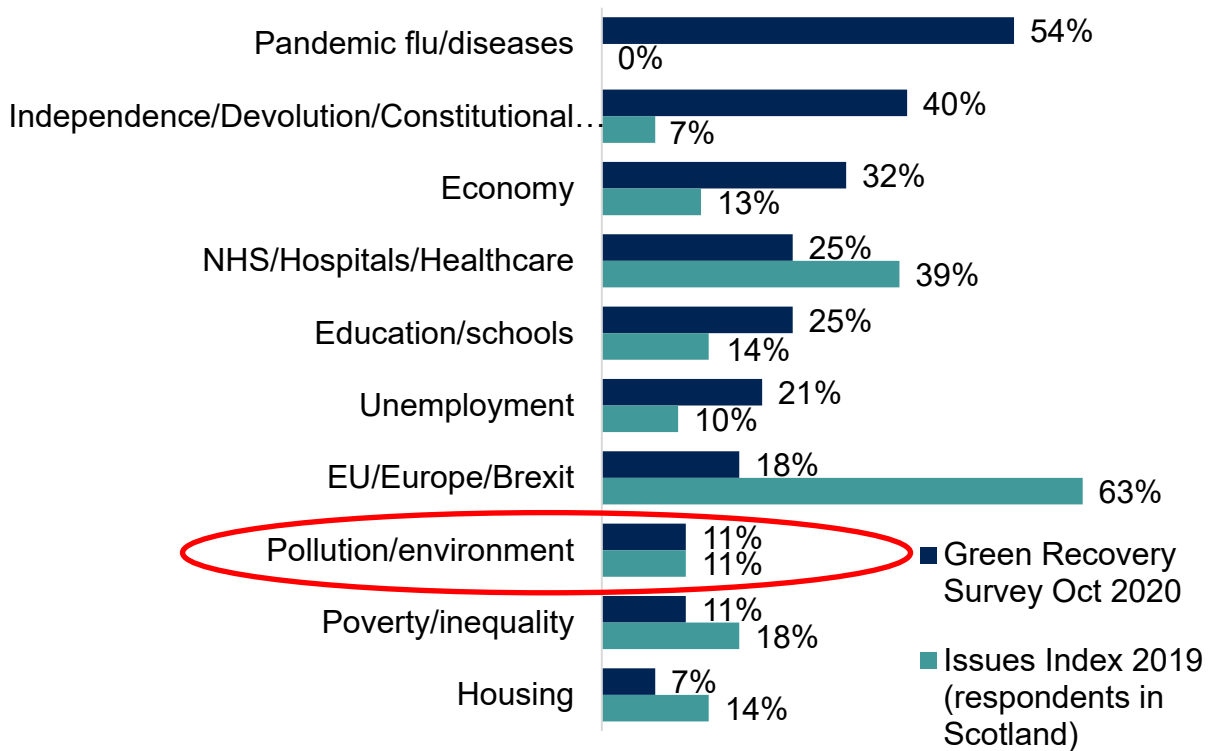
Base: Green Recovery Survey October 2020 (1,045) / Issues Index 2019 (respondents in Scotland) (1,088)

Levels of support for potential policy measures

Respondents were asked to what extent they would support or oppose some hypothetical policy measures to reduce carbon emissions. As Chart 3.3 shows, the most popular measure is to charge for items that are harmful to the environment, where these items can be replaced with a sustainable alternative: 82% say they would support this, with over half (56%) strongly supporting it. Just 8% oppose this measure.

Support for other measures is slightly lower but they are all supported by the majority (ranging between 58% and 69%) and levels of opposition are low (ranging between 10% and 18%). Although levels of support are largely consistent between these other measures, respondents are somewhat less likely to say they <u>strongly</u> agree with requiring home owners to replace their current heating systems with ones that are more environmentally friendly (26%).

Those who see climate change as an immediate and urgent problem, and those whose concern about climate change has increased since the start of the pandemic are more likely to support the various measures. Broadly speaking (although this varied depending on the measure), those educated to degree level and those in less deprived areas are also more likely to support the measures. Other differences in relation to particular measures include:

- ABC1s[5] are more likely than C2DEs to support the measures on introducing charges for harmful items that could be replaced with sustainable alternatives (88% versus 76%) and the investment of public money in low carbon companies who are experimenting (75% versus 61%).

- Men are more likely than women to support the investment of public money in low carbon companies which are experimenting (73% versus 65%).

- Those living in urban areas are more likely than those in rural locations to support the replacement of current heating systems to more environmentally friendly versions (64% of those in urban areas versus 54% in rural areas) and those in urban areas are more likely to say they are willing to reduce the amount that they personally travel by car (78% versus 68%).

- Younger respondents are less likely to oppose the measure to reduce the amount of land used for food production and instead use it for to capture and store carbon (for example by planting trees or restoring peatland). 5% of 16-24 year olds oppose this compared with 22% of those aged 55-64.

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[5] For this report, social grades are grouped into ABC1 and C2DE. These are based on questions on the occupation of the Chief Income Earner including industry, position/grade, qualifications, how many people they manage. These are taken to equate to middle class and working class, respectively.

Chart 3.3: Levels of support for potential policy measures

Q. How strongly would you support or oppose…

(a) Charges for items that are harmful to the environment that can be replaced with sustainable alternatives
56% | 26% | 7% | 3% | 5% | 3%

(b) Investing public money in low carbon companies which are experimenting
31% | 37% | 16% | 5% | 5% | 6%

(c) Requiring homeowners to replace gas/oil-fired boilers/ radiators with more environmentally friendly heating systems
26% | 35% | 16% | 9% | 9% | 5%

(d) Reducing amount of land used for food production and using for habitat restoration instead
34% | 26% | 21% | 7% | 7% | 5%

(e) Reducing amount of land used for food production and using for carbon capture/storage instead
31% | 26% | 21% | 6% | 7% | 8%

■ Strongly support ■ Tend to support ■ Neither support nor oppose ■ Tend to oppose ■ Strongly oppose ■ Don't know

Bases: (a)/(b)/(c) 1,045, (d) 525, (e) 520

Reasons for supporting and opposing potential policy measures

For each measure, a follow up question was asked to explore reasons for support/opposition. Reasons for support tend to be that the measure would be good for the environment/reduce climate change/reduce carbon emissions. The main reasons given are highlighted in the Table below and further answers are included in Appendix A.

Table 3.1: Most common reasons for supporting measures

Measure	% supporting measure	Top reasons for support	% of those supportive giving this reason
Changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to capture and store carbon, for example by planting trees or restoring peatland? (Base 520)	58% (n= 307)	#1 Good for the environment (in general)	47
		#2 Reduces carbon in the atmosphere/ reduce climate change	45
		#3 Good for plants, wildlife, biodiversity	23
Changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to restore habitats to increase plant and wildlife diversity. (Base 525)	60% (n= 315)	#1 Good for the environment (in general)	55
		#2 Good for plants/ wildlife/ biodiversity	48
The introduction of additional charges for the sale or provision of items that are harmful to the environment that can be replaced with sustainable alternatives. (Base 1,045)	82% (n= 865)	#1 Help reduce climate change/ good for the environment	73
		#2 Would encourage more people to do this	17
Regulations that require homeowners to replace their current gas or oil-fired boiler and radiators with a new type of heating system that is more environmentally friendly. (Base 1,045)	61% (n= 651)	#1 Good for the environment (in general)	54
		#2 Help reduce carbon emissions/ climate change	42

Investing public money in low carbon companies which are experimenting, and which may, or may not, lead to jobs in the future depending on whether they are successful. (Base 1,045)	69% (n= 733)	#1 Good for the environment (in general)	36
		#2 Will help reduce carbon emissions/ climate change	36
		#3 Good for employment/ create jobs	32

The reasons given for opposition are more varied. These include the negative financial impact on individuals, the effect on farming and employment in that industry and seeing the regulation as being a waste of taxpayers' money/Government spending (Table 3.1). When considering the reasons for opposition, it is worth remembering that overall levels for opposition are low (see Chart 3.3 above) – these are the reasons given by the small minority who oppose each measure. The top 5 answers given for opposing measures are included in Appendix A.

Table 3.2: Most common reasons for opposing measures

| Measure	% opposing measure	Top reasons for opposition	% of those opposed giving this reason
Changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to capture and store carbon, for example by planting trees or restoring peatland? (Base 520)	13% (n= 68)	#1 Negative impact on farming and employment	46
		#2 Should be increasing food production, not reducing it	42
Changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to restore habitats to increase plant and wildlife diversity. (Base 525)	14% (n= 75)	#1 Negative impact on farming and employment	37
		#2 Should be increasing food production, not reducing it	30

The introduction of additional charges for the sale or provision of items that are harmful to the environment that can be replaced with sustainable alternatives. (Base 1,045)	8% (n= 81)	#1 Negative financial impact on individuals	29
		#2 Waste of Government/taxpayers' money	22
Regulations that require homeowners to replace their current gas or oil-fired boiler and radiators with a new type of heating system that is more environmentally friendly. (Base 1,045)	18% (n= 184)	#1 Negative financial impact on individuals/affordability	60
		#2 It would be unfair on homeowners	38
Investing public money in low carbon companies which are experimenting, and which may, or may not, lead to jobs in the future depending on whether they are successful. (Base 1,045)	10% (n= 94)	#1 Waste of Government/taxpayers' money	44
		#2 Too risky	33
		#3 Not a priority	25

Willingness to reduce car travel and red meat consumption

Respondents were also asked if they would be willing to make certain changes to their own behaviour in order to reduce carbon emissions (Chart 3.4). Support for these changes is similar to the measures discussed above.

Chart 3.4: Respondents' willingness to reduce their own car travel and to eat less meat

Q. To reduce carbon emissions from transport, would you be able and willing to reduce the amount you personally travel by car (whether as a driver or passenger)? / Q. To help reduce carbon emissions from farming, would you be willing to eat less red meat?
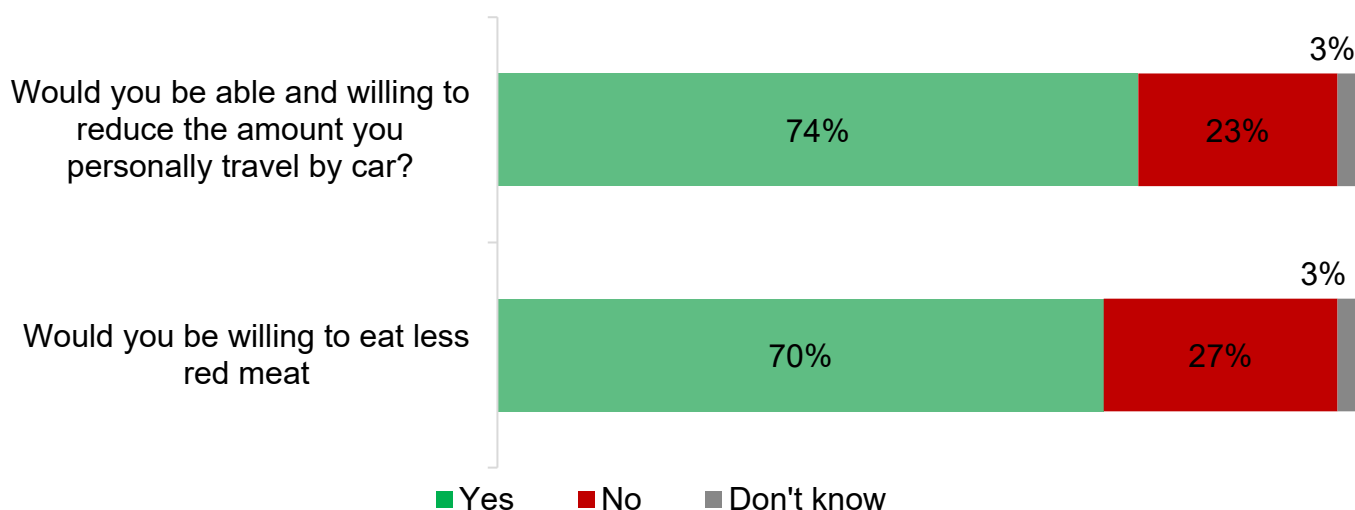
Base: All who travel by car (925), All who eat red meat (892)

70% of respondents who currently eat red meat say they would be willing to eat less of it in order to reduce carbon emissions from farming, while over a quarter (27%) say they would not be willing to do so. Those more likely to say they would be willing to cut back on red meat are women (75% versus 65% of men), the youngest age group (79% of 16-24 year olds versus 66% of over 65s), those with a degree (75% versus 63% with no qualifications) and ABC1s (74% compared with 67% of C2DEs).
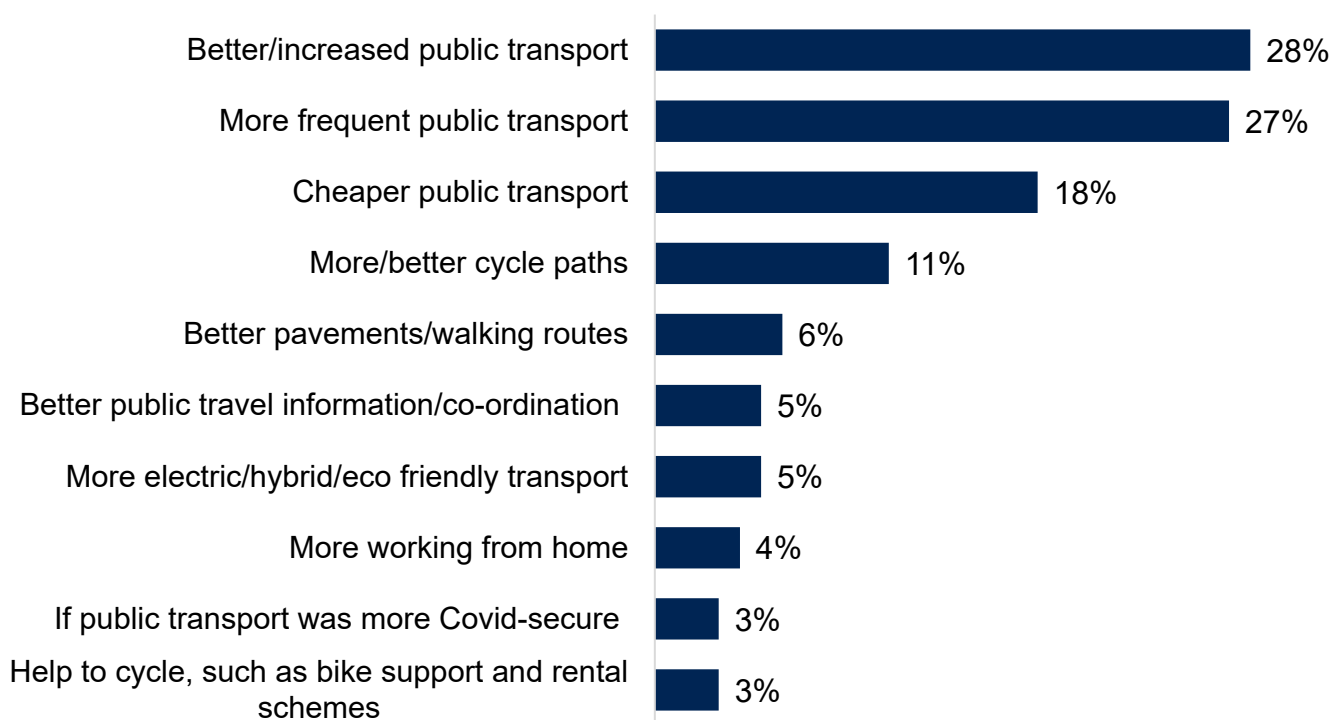
When asked about reducing the amount that they personally travel by car, the figures are similar. Almost three quarters of car users (74%) report being able and willing to do this, (39% saying they could reduce their car travel "a lot." and 34% saying they could reduce it "a little"). Around a quarter (23%) say they would not be able or willing to do so. Those in urban areas are more likely than those in rural locations to say they would be able and willing to do this (78% versus 68%). Respondents aged 55-64 are more likely than the youngest age group (16-24) to say that they would not be able or willing to do this (41% versus 10%).

All participants who currently travel by car were asked what might enable them to reduce the amount they do so. The most common answers concern public transport; better/increased transport services (28%), more frequent services (27%) and it being cheaper (18%) (Chart 3.5).

Other common answers include: increased and safer cycling routes (11%), improved pavements and walking routes (6%), improved coordination and information on public transport (5%), more electric/environmentally friendly public transport (5%) and working from home more (4%).

Chart 3.5: What would help reduce car travel

Q. What, if anything, would help you reduce the amount you travel by car? (Top 10 mentions)

Response	Percentage
Better/increased public transport	28%
More frequent public transport	27%
Cheaper public transport	18%
More/better cycle paths	11%
Better pavements/walking routes	6%
Better public travel information/co-ordination	5%
More electric/hybrid/eco friendly transport	5%
More working from home	4%
If public transport was more Covid-secure	3%
Help to cycle, such as bike support and rental schemes	3%

Base: 925 (All except those who don't travel by car, or only travel by electric car)
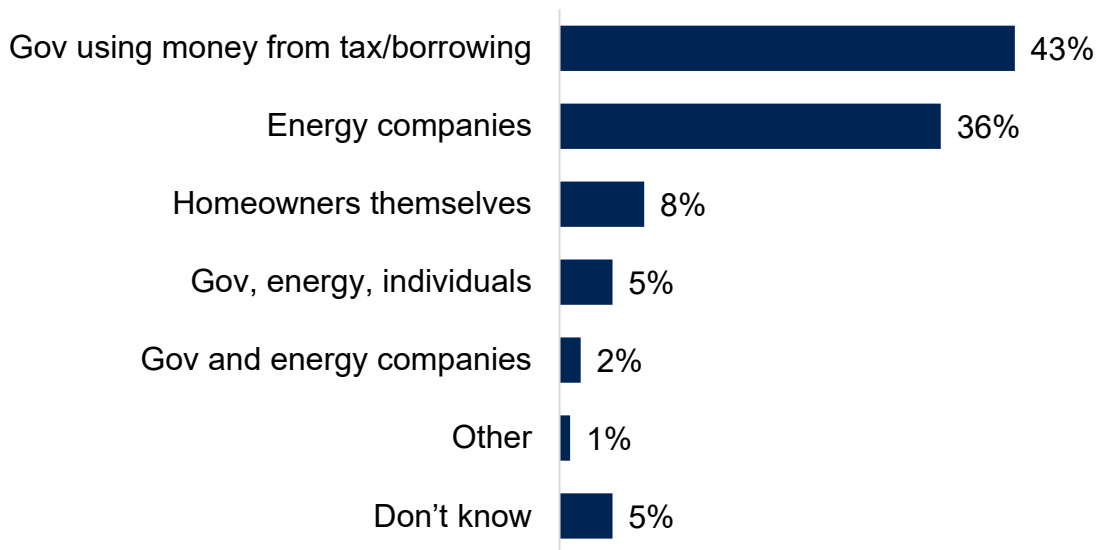
Who should bear the costs of implementation?

In addition to questions on levels of support for various measures, respondents were also asked about funding related to two potential changes, and who they think should be responsible for bearing the bulk of the cost. The majority feel that the bulk of the costs should be the responsibility of the Government or companies rather than individuals or consumers.

If regulations were introduced that required homeowners to replace their current gas or oil-fired boiler and radiators with a new type of heating system that is more environmentally friendly, 43% think the Government should bear the bulk of the cost and 36% think that energy companies should be responsible. Only 8% of respondents feel that homeowners themselves should incur costs (Chart 3.6), which contrasts with the 82% who support the introduction of additional charges for the sale or provision of items that are harmful to the environment. 60% of respondents who would oppose regulations that require homeowners to replace their current gas or oil-fired heating say they oppose this because of the negative impact on individuals and 38% oppose this because it would be unfair on homeowners, compared with 29% of those who oppose charges for single use items because of the negative impact on individuals.

Chart 3.6 Costs related to converting home heating systems

Q. And if regulations WERE introduced, which of the following groups should bear the bulk of the cost of converting home heating systems?

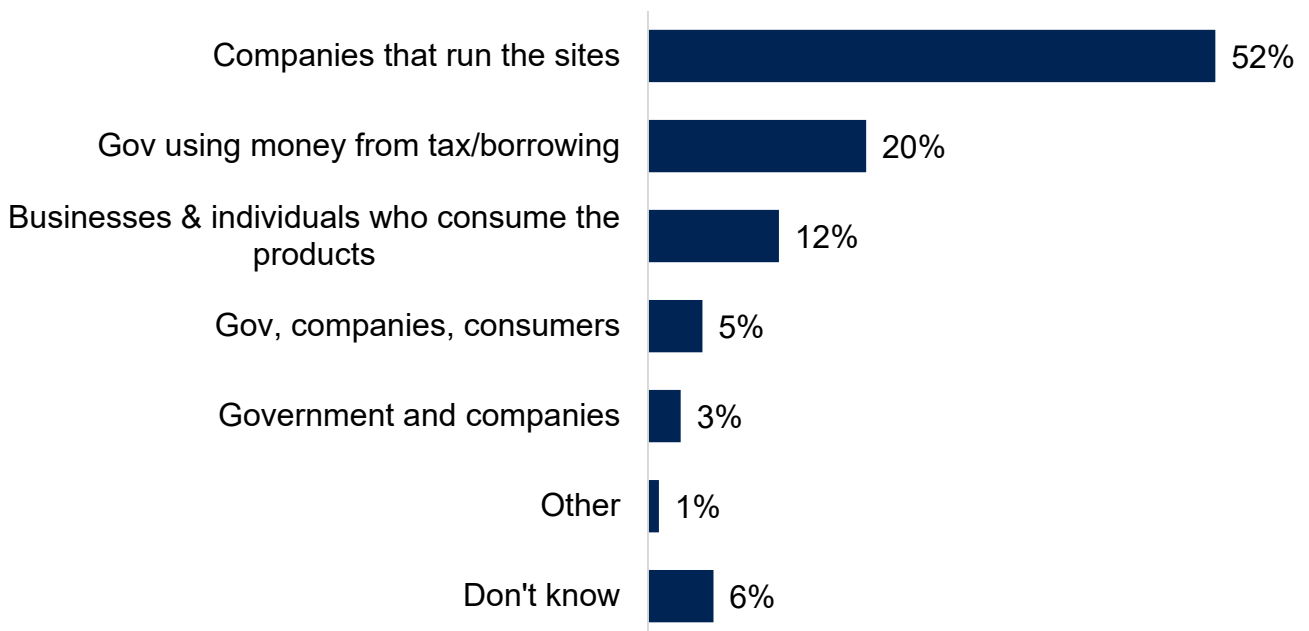| Category	Percentage
Gov using money from tax/borrowing	43%
Energy companies	36%
Homeowners themselves	8%
Gov, energy, individuals	5%
Gov and energy companies	2%
Other	1%
Don't know	5%

Base: 1045 (All)

If there is investment to cut carbon emissions from large industrial sites, over half (52%) feel that companies who run such sites should bear the bulk of the costs. A fifth (20%) think the Government should pay and 12% feel it should be the businesses and individuals who consume the products.

Chart 3.7 Costs related to the investment in cutting carbon emissions from industrial sites

Q. If there is investment to cut carbon emissions from large industrial sites in Scotland, which of the following should bear the bulk of the costs?

Category	Percentage
Companies that run the sites	52%
Gov using money from tax/borrowing	20%
Businesses & individuals who consume the products	12%
Gov, companies, consumers	5%
Government and companies	3%
Other	1%
Don't know	6%

Base: 1045 (All)
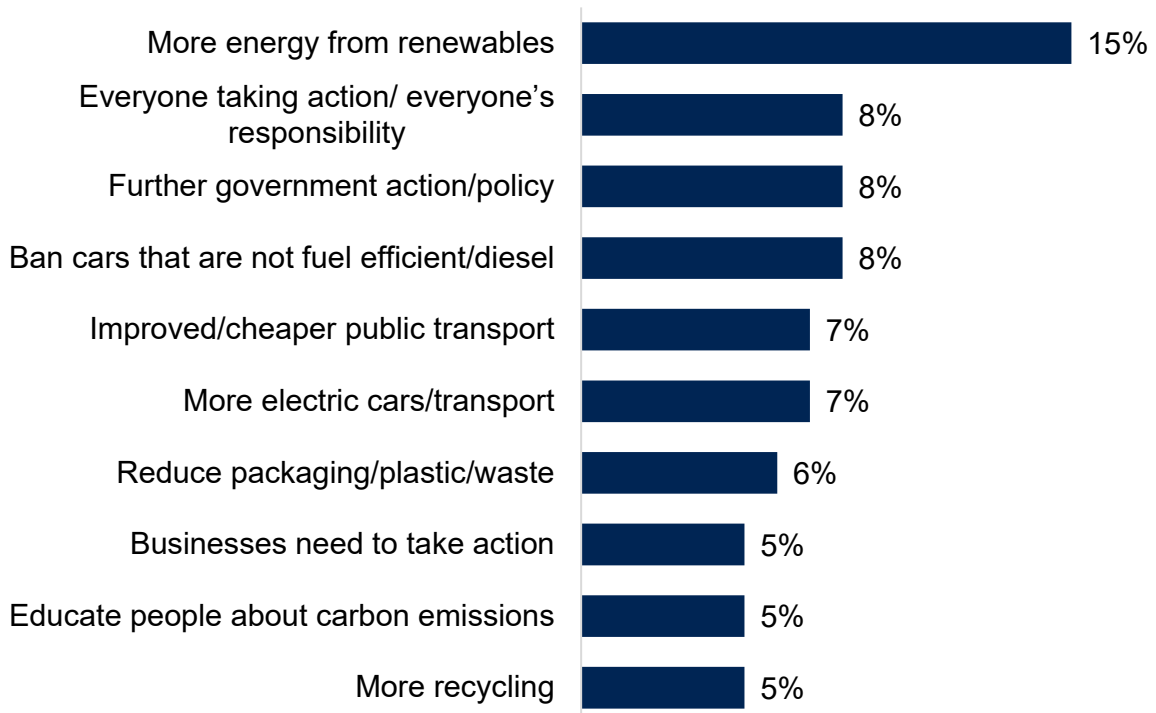
What other actions can be taken?

Respondents were asked what other actions, if any, should be taken by the government, businesses or individuals, to reduce Scotland's carbon emissions. Two-thirds of respondents were able to make at least one suggestion and these are wide ranging. The most common answer (15%) is to use renewable energy sources more widely.

As shown in Chart 3.8, other answers include: everyone taking action/ realising it is everyone's responsibility to act (8%) further government policy and regulation (8%), banning diesel cars and those that are less fuel efficient (8%), providing improved / cheaper public transport services (7%), investment in and higher usage of electric vehicles (7%). Other responses within the top 10 answers include: reducing packaging, plastic and levels of waste, businesses taking action, educating people about carbon emissions and increased levels of recycling – all mentioned by 5% of respondents.

Just over a third (34%) have not provided a response for this question – either answering nothing/no other actions (18%) or that they did not know (16%). The number of people saying nothing/no other actions was higher among those who stated that they were "not convinced that climate change is happening" (31%) and that it is "a problem for the future" (25%), compared with respondents overall (18%) and those who think it is "an immediate problem" (15%).

Chart 3.8: What other actions could be taken to help reduce Scotland's carbon emissions?

Q. Apart from the various actions we've asked you about, what other actions, if any, do you think should be taken to reduce Scotland's carbon emissions? These might include actions taken by government, businesses or individuals. (Top 10 mentions)

Action	Percentage
More energy from renewables	15%
Everyone taking action/ everyone's responsibility	8%
Further government action/policy	8%
Ban cars that are not fuel efficient/diesel	8%
Improved/cheaper public transport	7%
More electric cars/transport	7%
Reduce packaging/plastic/waste	6%
Businesses need to take action	5%
Educate people about carbon emissions	5%
More recycling	5%

Base: 1045 (All)

Conclusions and next steps

This research builds upon previous public engagement to expand the Scottish Government's evidence base on attitudes toward climate change and assess how public opinion may have changed in light of the pandemic.

It is clear that levels of concern about climate change remains high. This research found that 79% of individuals say it is an "immediate and urgent problem", and the level of concern has increased over time, including since the start of the pandemic. There is also majority support for a range of potential actions, both Scotland-wide policy measures and personal actions, to reduce carbon emissions. In addition to levels of support being high, levels of opposition are very low (ranging from 8% to 18%). Among the minority opposed, most common reasons given were concerns about who might carry the cost, implications on jobs and perceptions of financial risk.

These findings are a key step in terms of assessing how public opinion on climate change may have changed in light of COVID-19 and views on potential actions that could support a green recovery in Scotland. Further public engagement, including the Citizen's Assembly on Climate Change, will build on these findings to investigate the actions people are taking prepared to take in future and how the Scottish government can support society to make these changes. These findings, in combination with further engagement with stakeholders, advisory bodies and the public, can help to inform Scottish Government policy, including working towards a green recovery from COVID-19.

Appendix A – Topline Results

What do you see as the most important issue facing Scotland today? (Top 5 answers)	
Base: All	%
Pandemic flu/diseases	40
Scottish/Welsh Assembly/Devolution/ Constitutional reform	19
Economy	9
Unemployment	5
Common Market/EU/Europe/EURO/Constitution	5

What do you see as other important issues facing Scotland today? (Top 5 answers)	
Base: All	%
Economy	23
Education/ schools	21
NHS/healthcare	21
Scottish/Welsh Assembly/Devolution/ Constitutional reform	21
Unemployment	16

Note: 'pollution/environment' was ranked 8th= at both ISSUE1 and ISSUE2

People have different views about actions that could be taken to reduce Scotland's carbon emissions. How strongly would you support or oppose changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to capture and store carbon, for example by planting trees or restoring peatland?	
Base: 520	%
Strongly support	31
Tend to support	26
Neither support nor oppose	21
Tend to oppose	6
Strongly oppose	7
Don't know	8
Refused	-

What are the main reasons you would support that? (Top 5 answers)	
Base: All who support (307)	%
Good for the environment (in general)	47
Reduces carbon in the atmosphere/ reduce climate change	45
Good for plants, wildlife, biodiversity	23
Good for health and wellbeing	12
Improves air quality	8

What are the main reasons you would oppose that? (Top 5 answers)	
Base: All who oppose (68)	%
Negative impact on farmers/employment	46
Should be increasing food production, not reducing	42
It's not necessary	14
It won't have enough/any impact on climate change/ environment	11
Not a priority/more important things to take action on	5

People have different views about actions that could be taken to reduce Scotland's carbon emissions. How strongly would you support or oppose changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to restore habitats to increase plant and wildlife diversity.	
Base: 525	%
Strongly support	34
Tend to support	26
Neither support nor oppose	21
Tend to oppose	7
Strongly oppose	7
Don't know	5
Refused	-

What are the main reasons you would support that? (Top 5 answers)	
Base: All who support (315)	%
Good for the environment (in general)	55
Good for plants/ wildlife/ biodiversity	48
Good for health and wellbeing	17
Good for the economy	11
Improves air quality	8

What are the main reasons you would oppose that? (Top 5 answers)	
Base: All who oppose (75)	%
Negative impact on farmers/employment	37
Should be increasing food production, not reducing	30
There's enough land elsewhere for habitats	13
It's not necessary	10
Negative impact on the economy	9

And how strongly would you support or oppose investing public money in low carbon companies which are experimenting, and which may, or may not, lead to jobs in the future depending on whether they are successful?	
Base: All	%
Strongly support	31
Tend to support	37

Neither support nor oppose	16
Tend to oppose	5
Strongly oppose	5
Don't know	6
Refused	-

What are the main reasons you would support that? (Top 5 answers)	
Base: All who support (733)	%
Good for the environment (in general)	36
Will help reduce carbon emissions/ climate change	36
Good for employment/ create jobs	32
Good for the economy	18
Need to find new ways of doing things	15

What are the main reasons you would oppose that? (Top 5 answers)	
Base: All who oppose (94)	%
Waste of Government/ taxpayers' money	44
Too risky	33
Not a priority/ more important issues to take action on	25
Can't afford it	9
Others should invest instead	7
Other	26
Don't know	6
Refused	-

How strongly would you support or oppose the introduction of additional charges for the sale or provision of items that are harmful to the environment that can be replaced with sustainable alternatives (for example, single-use disposable drinks cups or food containers)	
Base: All	%
Strongly support	56
Tend to support	26
Neither support nor oppose	7
Tend to oppose	3
Strongly oppose	5
Don't know	3
Refused	-

What are the main reasons you would support that? (Top 5 answers)	
Base: All who support (865)	%
Help reduce climate change/ good for the environment	73
Would encourage more people to do this	17
It will reduce waste/ landfill/ rubbish	9
Easy to do in general	7
It would be at a low cost (in general for the country)	4

What are the main reasons you would oppose that?	
(Top 5 answers)	
Base: All who oppose (81)	%
Negative financial impact on individuals	29
Waste of government/ tax-payers' money	22
Won't have enough/any impact on climate change/ environment	12
It's not necessary	11
It's not a priority	6

And how strongly would you support or oppose regulations that require homeowners to replace their current gas or oil-fired boiler and radiators with a new type of heating system that is more environmentally friendly?	
Base: All	%
Strongly support	26
Tend to support	35
Neither support nor oppose	16
Tend to oppose	9
Strongly oppose	9
Don't know	5
Refused	*

What are the main reasons you would support that?	
(Top 5 answers)	
Base: All who support (651)	%
Good for the environment (in general)	54
Help reduce carbon emissions/ climate change	42
Need to stop using fossil fuels	17
Good for the economy	11
More efficient /cheaper	7

What are the main reasons you would oppose that?	
(Top 5 answers)	
Base: All who oppose (184)	%
Affordability (for homeowners)	60
Unfair on homeowners	38
It should be the home owner's decision – not forced	8
It's not necessary	7
Won't have enough/ any impact on climate change/ environment	5

If regulations WERE introduced, which of the following groups should bear the bulk of the cost of converting home heating systems?	
Base: All	%
The Government using money that they raise from tax or borrowing	43
Energy companies	36
Homeowners themselves	8

Combination of all three (Government, energy companies and homeowners)[6]	5
Combination of government and energy companies	2
Combination of companies and homeowners	*
Other	1
Don't know	5
Refused	*

To reduce carbon emissions from transport, would you be able and willing to reduce the amount you personally travel by car (whether as a driver or passenger)?	
Base: All	%
Yes, a lot	34
Yes, a little	30
No	20
I don't travel by car/only travel by electric car	13
Don't know	3
Refused	*

What, if anything, would help you reduce the amount you travel by car? (Top 5 answers)	
Base: All except those who don't travel by car, or only travel by electric car (925)	%
Better/ increased public transport routes	28
More frequent public transport	27
Cheaper public transport	18
More/better cycle paths	11
Better pavements/ walking routes	6

If there is investment to cut carbon emissions from large industrial sites in Scotland, which of the following should bear the bulk of the costs?	
Base: All	%
The companies that run the sites	52
The Government using money that they raise from tax or borrowing	20
The businesses and individuals who consume the products	12
Combination of all three (companies, businesses, consumers)[7]	5
Combination of government and companies running the sites	3
Other	1
Don't know	6
Refused	-

To help reduce carbon emissions from farming, would you be willing to eat less red meat?	
Base: All	%
Yes	61

[6] The combinations were not read out as options but were spontaneously suggested by some respondents. Interviewers were instructed to push for a single answer if possible.

[7] The combinations were not read out as options but were spontaneously suggested by some respondents. Interviewers were instructed to push for a single answer if possible.

No	23
Not applicable as I don't eat red meat	13
Don't know	3
Refused	*

Apart from the various actions we've asked you about, what other actions, if any, do you think should be taken to reduce Scotland's carbon emissions? These might include actions taken by government, businesses or individuals. (Top 5 answers)	
Base: All	%
More energy from renewables	15
Everyone taking action/realising its everyone's responsibility	8
Further government action/policy	8
Ban cars that are not fuel efficient/diesel	8
Improved/cheaper public transport	7

I'd now like to ask you a question about your attitude to climate change. Here are some statements people have made about climate change. Which of these statements, if any, comes closest to your own view?	
Base: All	%
Climate change is an immediate and urgent problem	79
Climate change is more of a problem for the future	11
Climate change is not really a problem	1
I'm still not convinced that climate change is happening	5
None of these	2
Don't know	2
Refused	*

Since the COVID-19 pandemic began, would you say that you have become more concerned about tackling climate change, less concerned, or has it made no difference?	
Base: All	%
A lot more concerned	16
A little more concerned	10
No difference	65
A little less concerned	6
A lot less concerned	1
Don't know	2
Refused	-

Appendix B – Questionnaire

What do you see as the most important issue facing Scotland today?
ONLY SINGLE ANSWER ALLOWED

What do you see as other important issues facing Scotland today?
MULTIPLE ANSWERS ALLOWED

People have different views about actions that could be taken to reduce Scotland's carbon emissions. How strongly would you support or oppose…..:

ASK HALF THE SAMPLE (RANDOMISED)
How strongly would you support or oppose… changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to capture and store carbon, for example by planting trees or restoring peatland?
INTERVIEWER INSTRUCTION: PROBE FOR WHETHER STRONGLY/TEND TO SUPPORT/OPPOSE
ONLY SINGLE ANSWER ALLOWED

1. Strongly support

2. Tend to support

3. Neither support nor oppose

4. Tend to oppose

5. Strongly oppose

98. (Don't know)

99. (Refused)

ASK IF CODE 1 OR CODE 2
What are the main reasons you would support that?
INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.   Reduces carbon in the atmosphere/reduce climate change
2.   Improves air quality
3.   Good for plants/wildlife/biodiversity
4.   Trees attractive
5.   Peatland important
6.   Good for the environment (in general)
7.   Easy to do (in general)
8.   Easy for me/no impact on me
9.   Low cost (in general/for the country)
10.   Good for health and wellbeing
11.   Good for the economy
12.   Good for employment/create jobs

13. Other - WRITE IN

98. Don't know

99. Refused

What are the main reasons you would oppose that?

INTERVIEWER INSTRUCTION: DO NOT READ OUT

Shouldn't reduce/need to increase food production
1. Negative impact on farmers/employment/jobs
2. Won't have any/enough impact on climate change/environment
3. Will take too long to have an impact
4. Not necessary
5. Not a priority/more important things to take action on
6. Other countries more of a problem/shouldn't fall on Scotland
7. Negative impact on the economy

Other - WRITE IN

98. Don't know

99. Refused

And how strongly would you support or oppose changes in farming practices and our diets reducing the amount of land used for food production, and instead the land being used to restore habitats to increase plant and wildlife diversity.
INTERVIEWER INSTRUCTION: PROBE FOR WHETHER STRONGLY/TEND TO SUPPORT/OPPOSE
ONLY SINGLE ANSWER ALLOWED

1. Strongly support

2. Tend to support

3. Neither support nor oppose

4. Tend to oppose

5. Strongly oppose

98. (Don't know)

99. (Refused)

What are the main reasons you would support that?

INTERVIEWER INSTRUCTION: DO NOT READ OUT

1. Improves air quality
2. Good for plants/wildlife/biodiversity
3. Good for tourism
4. Good for the environment (in general)
5. Easy to do (in general)
6. Easy for me/no impact on me
7. Low cost (in general/for the country)
8. Good for health and wellbeing
9. Good for the economy
10. Good for employment/create jobs

Other - WRITE IN

98. Don't know

99. Refused

What are the main reasons you would oppose that?

INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.	Shouldn't reduce/need to increase food production
2.	Negative impact on farmers/employment/jobs
3.	Enough land elsewhere for habitats
4.	Not necessary
5.	Not a priority/more important things to take action on
6.	Other countries more of a problem/shouldn't fall on Scotland
7.	Negative impact on the economy

Other - WRITE IN

98. Don't know

99. Refused

And how strongly would you support or oppose investing public money in low carbon companies which are experimenting and which may, or may not, lead to jobs in the future depending on whether they are successful

PROBE FOR WHETHER STRONGLY/TEND TO SUPPORT/OPPOSE

ONLY SINGLE ANSWER ALLOWED

1. Strongly support

2. Tend to support

3. Neither support nor oppose

4. Tend to oppose

5. Strongly oppose

98. Don't know

99. Refused

What are the main reasons you would support that?

INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.	Will help reduce carbon emissions/reduce climate change
2.	Good for environment (in general)
3.	Good to support these companies
4.	Will encourage innovation
5.	Need to find new ways of doing things
6.	Scotland good at developing new technologies
7.	Good for the economy
8.	Good for employment/create jobs

Other - WRITE IN

98. Don't know

99. Refused

What are the main reasons you would oppose that?

INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.   Too risky
2.   Others should invest instead
3.   Can't afford it
4.   Waste of government/taxpayers' money
5.   Not a priority/more important things to take action on

Other - WRITE IN

98. Don't know

99. Refused

How strongly would you support or oppose the introduction of additional charges for the sale or provision of items that are harmful to the environment that can be replaced with sustainable alternatives (for example, single-use disposable drinks cups or food containers)

INTERVIEWER INSTRUCTION: PROBE FOR WHETHER STRONGLY/TEND TO SUPPORT/OPPOSE

ONLY SINGLE ANSWER ALLOWED

1. Strongly support

2. Tend to support

3. Neither support nor oppose

4. Tend to oppose

5. Strongly oppose

98. (Don't know)

99.(Refused)

What are the main reasons you would support that?

INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.   Help reduce climate change/good for environment
2.   Easy to do (in general)
3.   Easy for me/no impact on me
4.   Low cost (in general/for the country)
5.   Low cost for me/individuals
6.   Would encourage more people to do this

Other - WRITE IN

98. Don't know

99. Refused

What are the main reasons you would oppose that?
INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.   Won't have any/enough impact on climate change/environment
2.   Not necessary
3.   Not a priority/more important things to take action on
4.   Other countries more of a problem/shouldn't fall on Scotland
5.   Negative financial impact on individuals / too expensive for individuals
6.   Waste of government/taxpayers' money

Other - WRITE IN
98. Don't know
99. Refused

And how strongly would you support or oppose regulations that require homeowners to replace their current gas or oil-fired boiler and radiators with a new type of heating system that is more environmentally friendly?
INTERVIEWER INSTRUCTION: PROBE FOR WHETHER STRONGLY/TEND TO SUPPORT/OPPOSE
ONLY SINGLE ANSWER ALLOWED
1. Strongly support
2. Tend to support
3. Neither support nor oppose
4. Tend to oppose
5. Strongly oppose
98. Don't know
99. Refused

What are the main reasons you would support that?
INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.   Help reduce carbon emissions/reduce climate change
2.   Need to stop using gas/oil/fossil fuels
3.   Good for the environment (in general)
4.   People won't change otherwise/would encourage more people to do this
5.   No impact on me
6.   Good for the economy
7.   Good for employment/create jobs

Other - WRITE IN
        98. Don't know
        99. Refused

What are the main reasons you would oppose that?
INTERVIEWER INSTRUCTION: DO NOT READ OUT

1.   Unfair on homeowners
2.   Some people won't be able to afford it
3.   Environmental impact of replacing systems/waste of existing systems
4.   Should just apply to new homes/installing new systems
5.   Won't have any/enough impact on climate change/environment
6.   Not necessary
7.   Not a priority/more important things to take action on
8.   Other countries more of a problem/shouldn't fall on Scotland

Other - WRITE IN
    98. Don't know
    99. Refused

And if regulations WERE introduced, which of the following groups should bear the bulk of the cost of converting home heating systems?
ONLY SINGLE ANSWER ALLOWED
    1. Homeowners themselves
    2. Energy companies
    3. The Government using money that they raise from tax or borrowing

(NONE OF THESE OTHER – write in)
    98. Don't know
    99. Refused

To reduce carbon emissions from transport, would you be able and willing to reduce the amount you personally travel by car (whether as a driver or passenger)?
INTERVIEWER INSTRUCTION: IF YES ASK– and is that a lot or a little?
ONLY SINGLE ANSWER ALLOWED
 1. Yes, a lot
 2. Yes, a little
 3. No
 4. I don't travel by car/only travel by electric car
98. Don't know
99. Refused

What, if anything, would help you reduce the amount you travel by car?
INTERVIEWER INSTRUCTION: DO NOT READ OUT
MULTIPLE ANSWERS ALLOWED
PUBLIC TRANSPORT
    1. More frequent public transport
    2. Better /more routes on public transport for where I need to go
    3. Cheaper public transport

4. Better public travel information/co-ordination (e.g. more real-time info, integrated ticketing)
5. If public transport was more Covid-secure/less crowded/more people wore masks/better cleaning

CYCLING
6. More /better cycle paths
7. Help to cycle, such as bike support and rental schemes
8. Better pavements/walking routes
   9. OTHER – write in
   97. Nothing
   98. Don't know
   99. Refused

If there is investment to cut carbon emissions from large industrial sites in Scotland, which of the following should bear the bulk of the costs?
INTERVIEWER INSTRUCTION: READ OUT
ONLY SINGLE ANSWER ALLOWED
1. The Government using money that they raise from tax or borrowing
2. The companies that run the sites
3. The businesses and individuals who consume the products

(NONE OF THESE/ OTHER – write in)
98. Don't know
99. Refused

To help reduce carbon emissions from farming, would you be willing to eat less red meat?
1. Yes
2. No
3. Not applicable as I don't eat red meat
98. Don't know
99. Refused

Apart from the various actions we've asked you about, what other actions, if any, do you think should be taken to reduce Scotland's carbon emissions? These might include actions taken by government, businesses or individuals.

97. Nothing / no other actions
98. Don't know
99. Refused

I'd now like to ask you a question about your attitude to climate change. Here are some statements people have made about climate change. Which of these statements, if any, comes closest to your own view?
INTERVIEWER INSTRUCTION: READ OUT
ONLY SINGLE ANSWER ALLOWED
1. Climate change is an immediate and urgent problem
2. Climate change is more of a problem for the future
3. Climate change is not really a problem

4. I'm still not convinced that climate change is happening

97. (None of these)

98. (Don't know)

99. (Refused)

Since the COVID-19 pandemic began, would you say that you have become more concerned about tackling climate change, less concerned, or has it made no difference?

IF MORE/LESS CONCERNED – would you say you have become a lot or a little more/less concerned?

1.   A lot more concerned
2.   A little more concerned
3.   No difference
4.   A little less concerned
5.   A lot more concerned
98.   Don't know
99.   Refused

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