Department for
Business, Energy
& Industrial Strategy

BEIS PUBLIC ATTITUDES TRACKER

March 2019 (Wave 29)

Questions on clean growth, climate change, energy security, renewables, nuclear energy, shale gas, carbon capture and storage, energy saving and wasting, smart meters, energy bills, energy suppliers and switching, corporate trust and transparency and the Office for Product Safety and Standards

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Contents

Glossary

- **Base:** The number of people answering a survey question.
- **Carbon capture and storage:** The process of capturing and storing carbon dioxide (CO_2) emissions produced from the use of fossil fuels before it is released into the atmosphere.
- **Cognitive testing:** An in-depth interviewing method to determine the reliability and validity of survey questions.
- **Corporate trust and transparency:** Public trust in UK corporations to tell the truth, to be open and honest in their dealings with customers, to act in a socially responsible way, to be open and honest about how much tax they pay, and to treat their employees fairly.
- **Clean growth:** Growing national income while cutting greenhouse gas emissions.
- **Climate change:** Long-term shift in the planet's weather patterns and rising average global temperatures.
- **Energy infrastructure:** A term used to capture a range of different energy sources that are covered by the survey and the interconnections between them. This includes a range of renewable sources (on-shore and off-shore wind, solar, wave and tidal, and biomass), nuclear, shale gas, and carbon capture and storage as well as the pipeline and other interconnectors between them.
- **Energy security:** The UK's ability to secure sufficient, affordable and consistent energy supplies.
- **Fieldwork:** The period where face-to-face interviews are conducted.
- **Nuclear energy:** The energy released during nuclear fission or fusion, mainly to generate electricity.
- **Omnibus survey:** A method of quantitative survey research where data on a wide variety of subjects is collected during the same interview.
- **OPSS:** The Office for Product Safety and Standards. The OPSS identifies consumer risks and reinforces the UK's safety standards to protect consumers when products need to be repaired or replaced.
- **Quotas:** A target number of interviews for a certain characteristic during survey fieldwork (e.g. age).
- **Random location quota sampling:** A form of quota sampling that combines elements of random sampling and quota sampling. Once a random sample is drawn, interviewers are tasked with interviewing a range of sub-groups across different timing patterns based on a pre-agreed number of respondents.
- **Representativeness:** Similarity of the sample profile to benchmark population statistics, such as the Office for National Statistics mid-year population estimates.

- **Sample size:** The number of people included in the sample (a subset of the population).
- **Shale gas and fracking:** Shale gas is natural gas found in shale, a non-porous rock which does not allow the gas to escape. Hydraulic fracturing or "fracking" is a process of pumping water at high pressure into shale to create narrow fractures which allow the gas to be released and captured. The gas can then be used for electricity and heating.
- **Social grade:** Social grade is a classification system based on occupation. It contains the following categories:
    - A: Higher managerial, administrative and professional
    - B: Intermediate managerial, administrative and professional
    - C1: Supervisory, clerical and junior managerial, administrative and professional
    - C2: Skilled manual workers
    - D: Semi-skilled and unskilled manual workers
    - E: State pensioners, casual and lowest grade workers, unemployed with state benefits only
- **Statistical significance:** A statistical test to determine whether relationships observed between two survey variables are likely to exist in the population from which the sample is drawn. We only report on findings that are statistically significant at the 95% level.
- **Survey outputs:** The key deliverables from the survey. This includes:
    - A key findings report, presenting summary headline findings from March 2019.
    - Summary tables (Excel), showing trends across all waves of the tracker.
    - An Excel dataset containing questionnaire variables, demographic variables and derived variables for further analysis. An SPSS version of the dataset is available upon request.
    - Excel label data (CSV), containing labels for all variables.
    - Excel numeric data (CSV), containing numeric values for all variables.
    - Cross tabulation tables (PDF and Excel) for the current wave, including demographic and key question sub-group comparisons for all questions.
- **Weighting:** An adjustment made to the data to ensure that survey results are representative of the target population (in this case, all UK adults).

Executive summary

Clean growth

- In March 2019, 81% of the public had not heard of “clean growth”, a similar proportion to December 2018 (82%).

Climate change

- In March 2019, 80% of the public said they were either fairly concerned (45%) or very concerned (35%) about climate change. This is the highest proportion of overall concern since the survey started and is driven by an increase in the proportion very concerned about climate change.
- In March 2019, almost half of the public (48%) said that climate change is either entirely (15%) or mainly (33%) caused by human activity, the highest level recorded since the survey started.
- New questions on climate change were added to the survey in March 2019 Headline results from the questions asked of all apart from the 2% who did not believe in climate change included:
  - Seven in ten people (69%) said that climate change is already having an impact in the UK.
  - People in other countries were most likely to be seen as affected by climate change: 43% said people in other countries were currently being affected a great deal, compared with 14% for people in the UK as a whole and 8% for the local area.
  - The most common impact of climate change that people said they had noticed in the UK in the last few years was rising temperatures or hotter summers (51%). When presented with a list of potential impacts, this was also the largest expected impact over the next 15 to 20 years (63%), followed by rising sea levels/more flooding (56%), more extreme events such as storms (54%) and increased pollution (50%).
  - The behaviour that most people thought would have the biggest impact on tackling climate change (if everyone does it) was choosing to walk, cycle or use public transport more instead of using a car (56%). The changes thought to have the least impact were avoiding or eating less dairy produce (6%) and avoiding or eating less meat (15%).
  - More people thought that the government should have the most responsibility for tackling the effects of climate change in the UK (45%) compared with the general public (27%) and businesses (14%).
- Headline results from the new questions on climate change asked of all respondents included:
  - When asked about their everyday life, people most commonly said they avoid/minimise throwing away food (57%), minimise the amount of energy used at home (56%) and choose to walk, cycle or use public transport more instead of

a car (51%). In most cases, however, reducing climate change was not the main reason for these behaviours.

  - People were most likely to trust scientists working at universities (84%) and scientific organisations (83%) to provide accurate information about climate change. Levels of trust were lowest for social media (17%).

Energy security

- In March 2019, the public were most likely to be concerned about steep rises in energy prices in the future (75%), the UK not investing fast enough in alternative sources of energy (69%) and the UK becoming too dependent on energy from other countries (65%). Levels of concern in relation to all aspects of future energy security had either decreased or remained stable since March 2018.

Renewables

- Support for the use of renewable energy increased from 77% in December 2018 to 84% in March 2019, a similar level to the peak of 85% in March 2018.
- Support for a range of renewable energy developments remained high in March 2019, with support for solar (89%), off-shore wind (83%), wave and tidal (82%), and on-shore wind energy (79%) all increasing since September 2018 and reaching their highest levels since the survey started.

Nuclear energy

- In March 2019, 35% of the public supported nuclear energy, a slight decrease from 38% in March 2018. The proportion who opposed nuclear energy remained stable at 23%. The largest proportion of people said they neither supported nor opposed nuclear energy in March 2019 (38%).

Shale gas

- In March 2019, 78% of the public were aware of fracking, the same proportion as in December 2018. Awareness of fracking has remained between 70% and 80% over the last five years.
- The proportion of people opposed to fracking increased from 35% in December 2018 to 40% in March 2019, reaching its highest point since this was first asked in December 2013. In March 2019, 12% of people said they supported fracking, 45% said they neither supported nor opposed it and 3% said they did not know.
- The most common reason for opposing fracking was the loss or destruction of the natural environment (57%), followed by the risk of earthquakes (45%, up from 40% in December 2018).

Carbon capture and storage

- In March 2019, 41% of people said they were aware of carbon capture and storage, the same level as March 2018. Awareness of carbon capture and storage has remained between 36% and 41% since this question was first asked in March 2012.
- In March 2019, 63% of those who knew a lot or a little about carbon capture and storage said they supported it, which is the highest level of support in the survey to date. Only

6% said they opposed carbon capture and storage in March 2019, with 30% saying they neither supported nor opposed it.

Energy saving and wasting

- In March 2019, 79% of people claimed to give at least a fair amount of thought to saving energy in their home. This figure has roughly remained between 70% and 80% since the survey started.

Smart meters

- Awareness of smart meters reached a peak of 88% in March 2019, having gradually increased over the course of the survey. Smart meter ownership was also at its highest point since the survey started, at 35%.

Energy bills

- In March 2019, 28% were worried about paying for energy bills, a similar proportion to March 2018 (30%). However, only 7% of people were more worried about paying for energy bills than both food and other household shopping bills and transport costs.

Energy suppliers and switching

- In March 2019, the public were most likely to trust suppliers to provide a bill which accurately reflects energy use (71%) and to provide a provide a breakdown of the components of their bill (69%). They were less likely to trust suppliers to improve their home to make it more energy efficient (49%) and to inform customers about their best tariff (53%). Levels of trust in energy suppliers in March 2019 were lower than those in March 2018.
- In March 2019, 20% of people said they had switched energy supplier in the last year. This has gradually increased from 15% in March 2016 to the highest level since the survey started in March 2012.

Corporate trust and transparency

- New questions on corporate trust and transparency of large financial and legal businesses were added to the survey in March 2019. The public were most likely to trust (a great deal or to some extent) these businesses to treat employees fairly (42%), to be open and honest in their dealings with customers (39%) and to act in a socially responsible way (39%). They were least likely to trust these businesses to be open and honest about how much tax they pay (24%). At least half of the public said they did not have much or any trust for each of the measures.

Office for Product Safety and Standards

- New questions were added to the survey in March 2019 to assess awareness and attitudes towards the Office for Product Safety and Standards (OPSS). Two in ten people (19%) said they had heard of the OPSS, most commonly in a newspaper or on TV. More than eight in ten (84%) of those who had heard of the OPSS said they trusted it a great deal (21%) or to some extent (63%).

Introduction

The Public Attitudes Tracker (PAT) survey covers public attitudes towards Department for Business, Energy and Industrial Strategy (BEIS) policies such as energy, climate change and workers' rights. The survey began in March 2012 and runs four times a year. Questions on issues where we think attitudes might shift quickly or be affected by seasonal changes are repeated quarterly; other questions are asked annually. The tracker is regularly reviewed to ensure that the dataset continues to offer valuable insight.

This report presents summary headline findings from March 2019 (Wave 29).

Data for wave 29 were collected between 13 March and 24 March using face-to-face in-home interviews with a representative sample of 4,224 households in the UK. Interviews were carried out using the Kantar UK Omnibus, which uses a random location quota sampling method.

Most of the questions included at wave 29 had been asked in previous waves. New questions were added on climate change, corporate trust and transparency, and the Office for Product Safety and Standards. These questions were jointly developed between BEIS and Kantar and refined through cognitive testing. Full details of the methodology are provided in the technical note.[1]

The wave 29 questionnaire covered the following topics:

- Clean growth
- Climate change
- Energy security
- Renewables
- Nuclear energy
- Shale gas
- Carbon capture and storage
- Energy saving and wasting
- Smart meters
- Energy bills
- Energy suppliers and switching
- Corporate trust and transparency
- Office for Product Safety and Standards

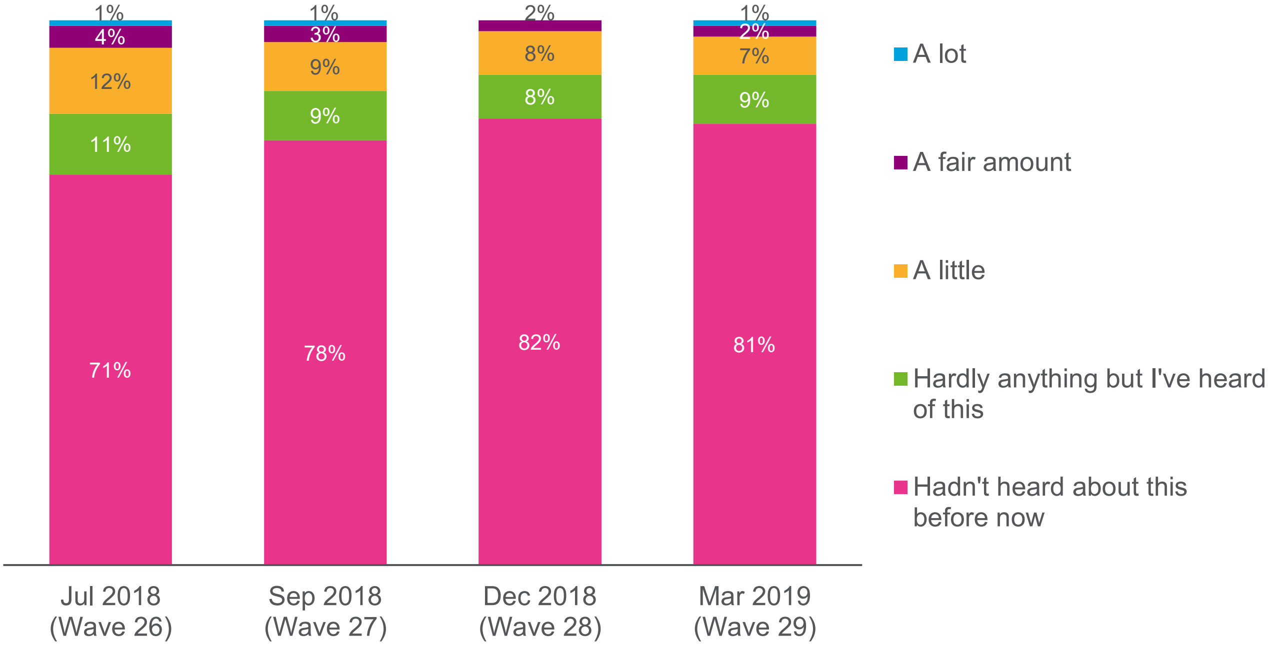
[1] Full details can be found in the technical note. Available at: https://www.gov.uk/government/collections/public-attitudes-tracking-survey

Headline findings

Clean growth

In March 2019, 81% of the public had not heard of “clean growth”, a similar proportion to when the question was last asked in December 2018 (82%). The proportion who claimed to have any awareness of “clean growth” remained consistent at 18%. Only 1% claimed to know a lot about “clean growth”.

Figure 1: Awareness of the concept of “clean growth”, 2018 to 2019



Q80. The Government has recently begun to promote the concept of “clean growth”. Before today, how much, if anything, did you know about this concept?

Base: All wave respondents – July 2018 to March 2019. (Asked quarterly.) See technical appendix for base sizes.

Men (21%, compared with 16% of women), those aged 16 to 24 (23%, compared with 15% of those aged 65 and over) and those in social grades AB (22%, compared with 13% of those in social grades DE) were most likely to claim awareness of “clean growth”.

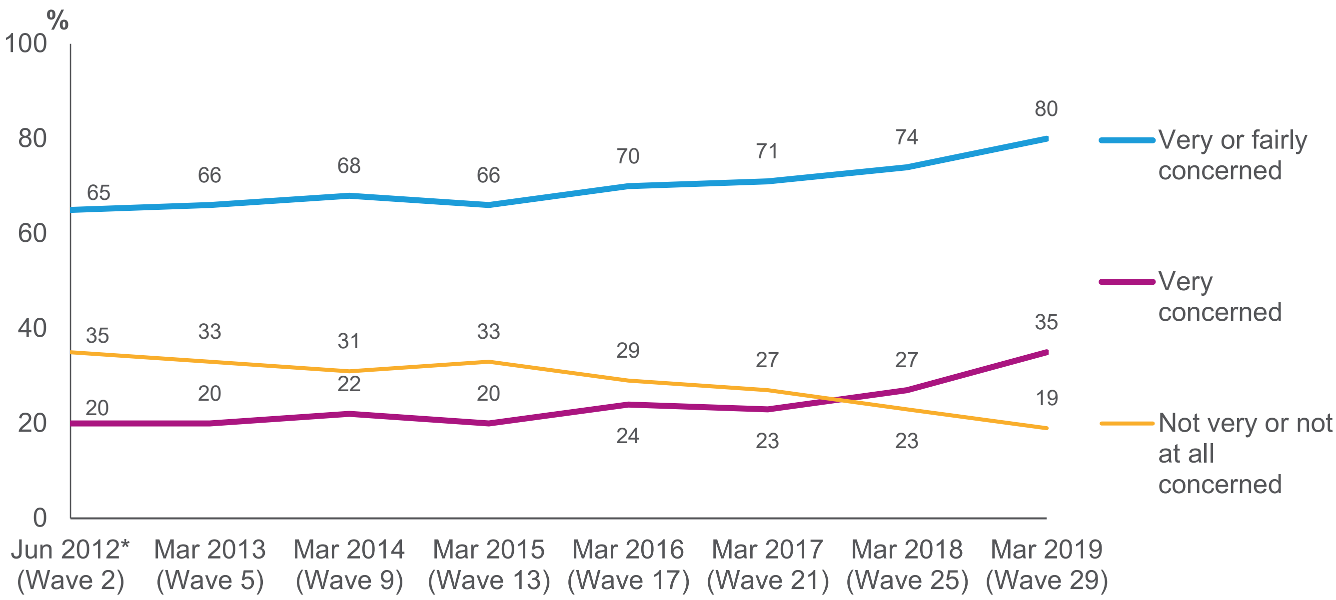
Climate change

Concern about climate change

In March 2019, 80% of the public said they were either fairly concerned (45%) or very concerned (35%) about climate change. The overall proportion concerned about climate change in March 2019 was the highest since the survey started in 2012, driven by an increase in the proportion that was very concerned and continuing a trend of increasing concern over recent years.

In March 2019, 19% of the public said they were either not very concerned (13%) or not at all concerned (5%) about climate change. This figure has fallen steadily in recent years and almost halved since this question was first asked in June 2012, when 35% said they were not very or not at all concerned.

Figure 2: Concern about climate change, 2012 to 2019



Q21. How concerned, if at all, are you about climate change, sometimes referred to as ‘global warming’?

Bases: All wave respondents – June 2012 and March 2013 to March 2019. (Asked annually.) See technical appendix for base sizes.

* 2012 figures taken from June (Wave 2) as question not asked on comparable format in March 2012 (Wave 1).

Those in higher social grades and with higher household incomes were more likely to say they were very concerned about climate change. In March 2019, 44% of those in social grades AB and 41% of those in social grade C1 said they were very concerned about climate change compared with 29% of those in social grade C2 and 24% in social grades DE. Just over half (52%) of those with annual household incomes of £50,000 or more said they were very concerned with climate change, higher than all other age groups.

Levels of concern with climate change did not differ greatly by age, though people aged 16 to 24 (40%) and 55 to 64 (39%) were most likely to say they were very concerned.

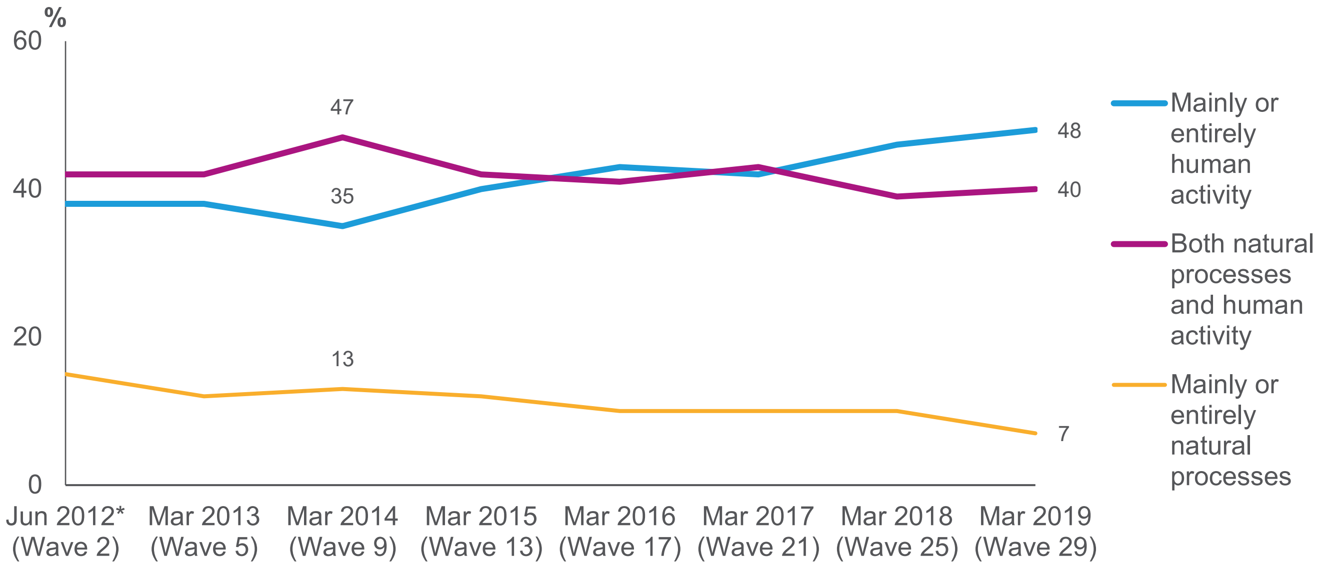
People thinking that climate change is already having an impact in the UK were particularly likely to be concerned about it, with 45% of those saying that climate change is already having an impact very concerned. By contrast, only 19% of those thinking climate change was not yet having an impact but would do in their lifetime, and 15% of those thinking it would only impact future generations, were very concerned about climate change.

Causes of climate change

In March 2019, almost half (48%) of the public said that climate change is either entirely (15%) or mainly (33%) caused by human activity whereas 7% said it is entirely (2%) or mainly (4%) caused by natural processes. There were also 40% who said that climate change is caused partly by natural processes and partly by human activity and 2% of the public said they did not think there was such a thing as climate change.

The proportion of the public thinking that climate change is caused entirely or mainly by human activity has risen in recent years, from a low of 35% in March 2014. The latest figure of 48% attributing climate change mainly or entirely to human activity is the highest recorded on the survey to date.

Figure 3: Whether think climate change is caused by human activity, natural processes or both, 2012 to 2019



Q22. Thinking about the causes of climate change, which, if any, of the following best describes your opinion?

Bases: All wave respondents – June 2012 and March 2013 to March 2019. (Asked annually.) See technical appendix for base sizes.

* 2012 figures taken from June (Wave 2) as question not asked on comparable format in March 2012 (Wave 1).

Those aged 16 to 24 were considerably more likely to see climate change as being mainly or entirely caused by human activity than those in older age groups. Six in ten of 16 to 24-year olds (61%) responded in this way, compared with around five in ten for age groups between 25 and 64 (between 46% and 50%), and four in ten of those aged 65 and over (38%).

Those in social grades AB (56%) and C1 (51%) and with annual household incomes of £50,000 or more (62%) were particularly likely to say that climate change was caused by human activity.

People who were more concerned about climate change were also more likely to say it was caused by human activity. Sixty-five per cent of those very concerned about climate change said it was mainly or entirely caused by human activity, compared with 29% of those not very concerned and 19% of those not at all concerned about climate change.

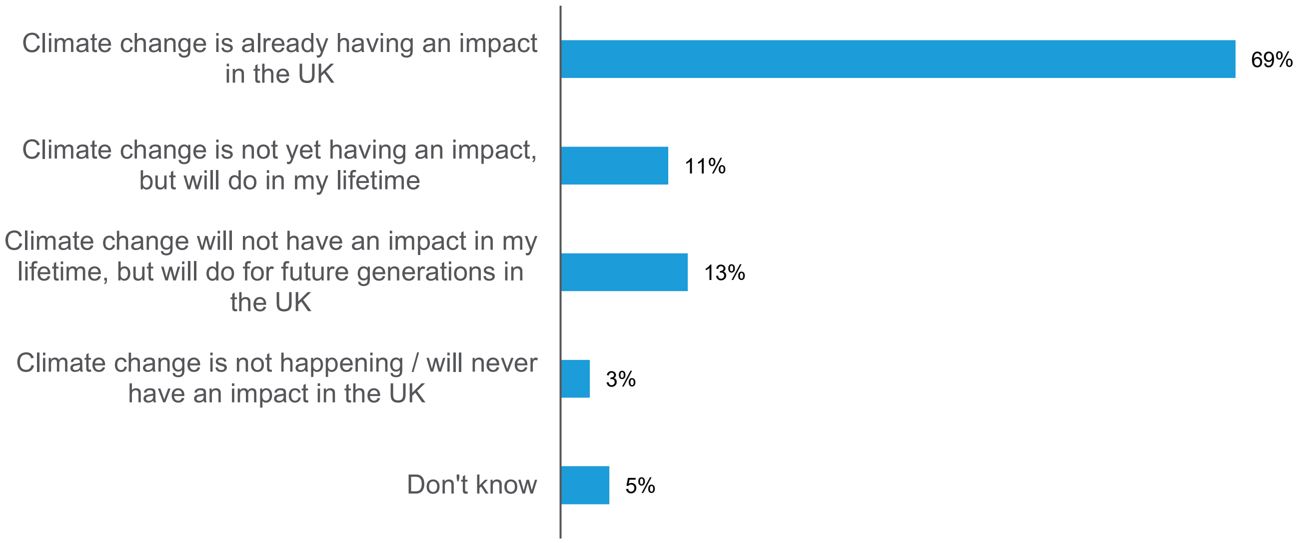
A new series of questions in relation to climate change were added to the survey in March 2019. These questions aimed to provide a more detailed picture of current public attitudes and knowledge about climate change and to allow these measures to be tracked in future years of the survey. We present the results from these new questions under five headings below:

- Impact of climate change
- Changing behaviour
- Tackling climate change
- Trust in information sources
- Attitudes in relation to climate change

Impact of climate change

In March 2019, all apart from the 2% who did not believe in climate change were asked about its impact in the UK. Seven in ten people (69%) said that climate change is already having an impact in the UK. One in ten (11%) said that climate change is not yet having an impact but will do in their lifetime and a further 13% said that it will not have an impact in their lifetime but will do for future generations of the UK. There were 3% who said that climate change is not happening or will never impact in the UK and 5% said they did not know about the impact of climate change in the UK.

Figure 4: Views on impact of climate change in the UK, March 2019



Q180. Which of these describes your views about the impact of climate change in the UK?

Base: All respondents apart from those who don’t believe in climate change – March 2019 (4,129)

As with overall concern about climate change, those in higher social grades (75% of those in social grades AB) and with higher household incomes (79% of those with an annual household income of £50,000 or more) were more likely to think that climate change is already having an impact in the UK.

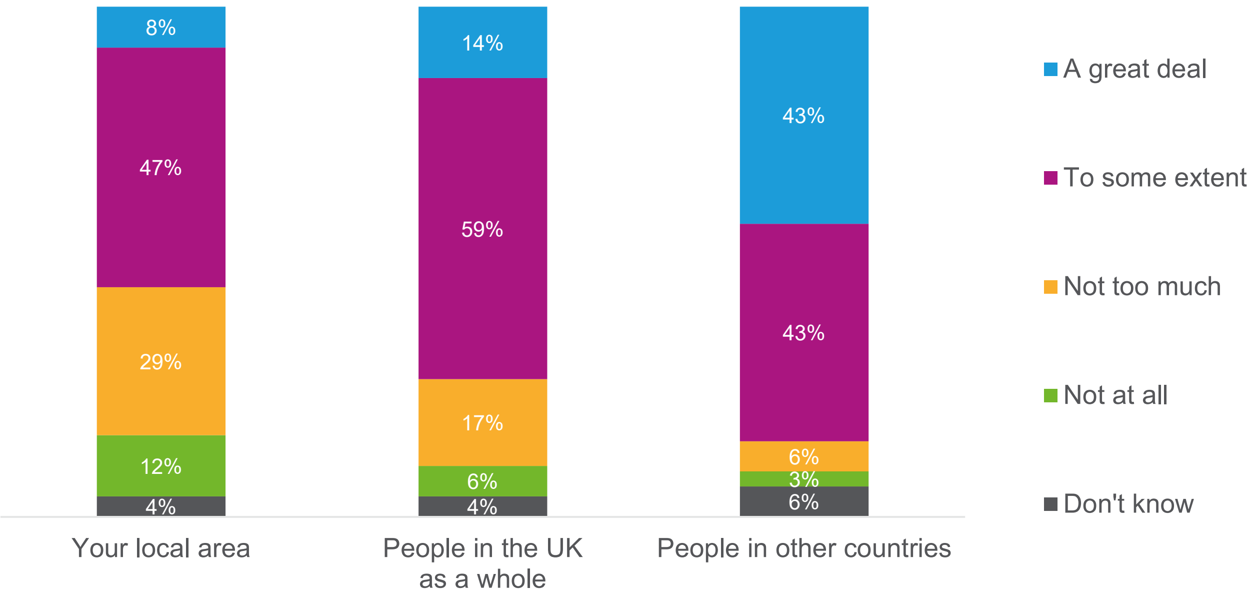
Around seven in ten of those in all age groups up to age 65 said that climate change is already having an impact (between 69% and 73%). People aged 65 or over were a little less likely to think there was already an impact (63%) and more likely than younger groups to say that climate change will only impact on future generations (19%).

All apart from the 2% who did not believe in climate change were then asked how much they thought climate change is currently affecting: their local area; people in the UK as a whole; and people in other countries.

People in other countries were most likely to be seen as affected by climate change: 43% of respondents said people in other countries were currently being affected a great deal, compared with 14% for people in the UK as a whole and 8% for the local area. Only 9% said people in other countries were not affected too much or at all.

While people in other countries were seen as being more heavily affected by climate change, most people also thought their local area and people in the UK were affected either a great deal or to some extent (55% and 73% respectively).

Figure 5: How much climate change is currently affecting your local area, people in the UK as a whole, and people in other countries, March 2019



Q181. And how much, if at all, do you think climate change is currently affecting …Your local area / …People in the UK as a whole / …People in other countries

Base: All respondents apart from those who don't believe in climate change – March 2019 (4,129)

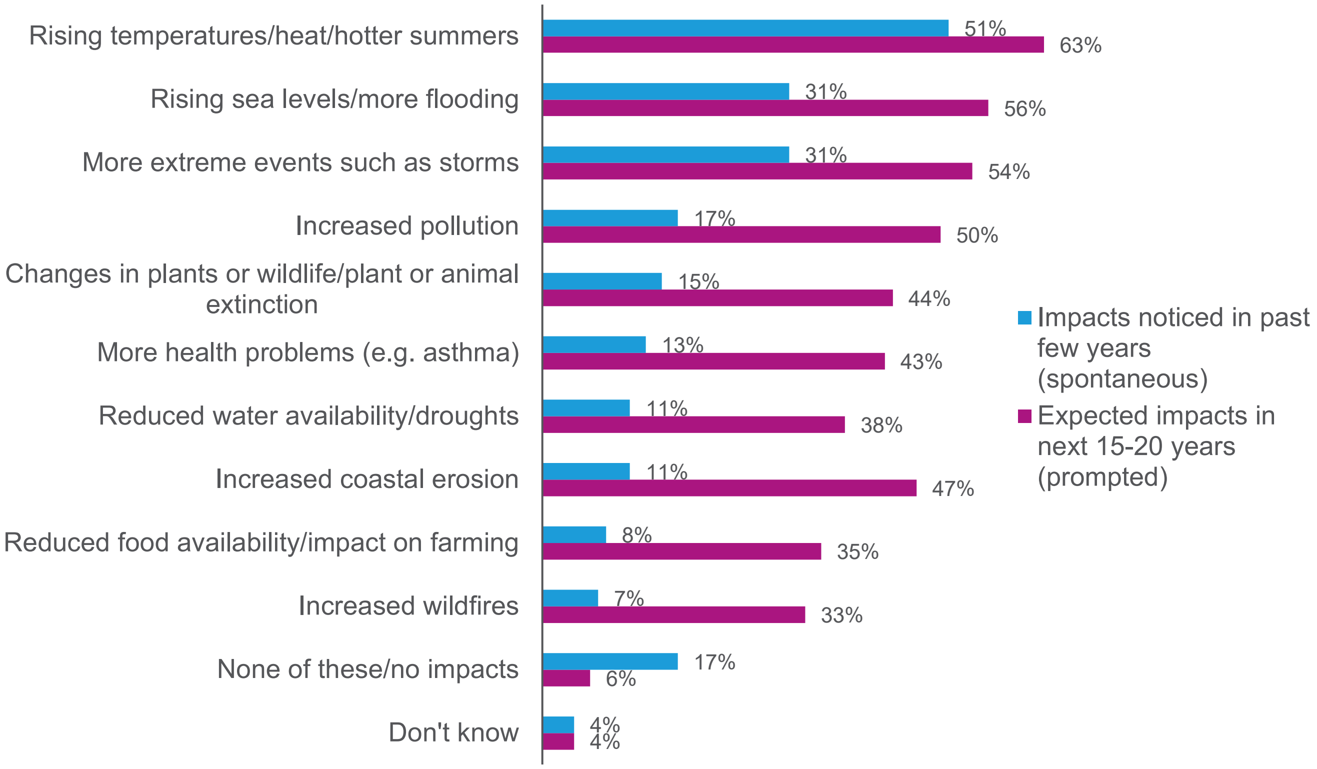
Two further questions were asked of all apart from the 2% who did not believe in climate change to further assess perceptions of current and future impact of climate change in the UK. First, people were asked whether they had noticed any impacts of climate change in the UK over the past few years. This was asked as a spontaneous question, meaning people were not prompted.

Following this, people were prompted with a list of possible impacts and asked which, if any, they felt were likely to occur in the next 15 to 20 years in the UK due to climate change. Responses to both questions are presented in Figure 6.

The most common impact of climate change people said they had noticed in the last few years was rising temperatures or hotter summers, spontaneously mentioned by 51% of people. Three in ten said they had noticed rising sea levels or more flooding (31%) and more extreme events such as storms (31%). Eight in ten (80%) of people had noticed at least one current impact of climate change in the UK; 17% had not noticed any impacts.

The most common expected impacts over the next 15 to 20 years were consistent with perceived current impacts: 63% mentioned rising temperatures or hotter summers, 56% rising sea levels or more flooding, and 54% more extreme events such as storms. Half (50%) expected increased pollution in the next 15-20 years as a result of climate change, while more than four in ten expected increased coastal erosion (47%), changes in plants or wildlife (44%) and more health problems (43%). For all impacts, the proportion of people who thought they were likely to occur in the next 15-20 years was considerably higher than the proportion who had noticed them in the past few years.[2]

Figure 6: Impacts of climate change on UK noticed in past few years and expected in next 15-20 years, March 2019



Q182. Thinking just about the UK, have you noticed any impacts of climate change over the past few years? If so, which ones? (Spontaneous)

Q183. Which of these do you think are likely to occur in the UK in the next 15 to 20 years as a result of climate change? You can choose as many as you want. (Prompted)

Base: All respondents apart from those who don't believe in climate change – March 2019 (4,129)

[2] This may in part be explained by the different way the two questions were asked: current impacts as a spontaneous question and expected impacts as a prompted question.

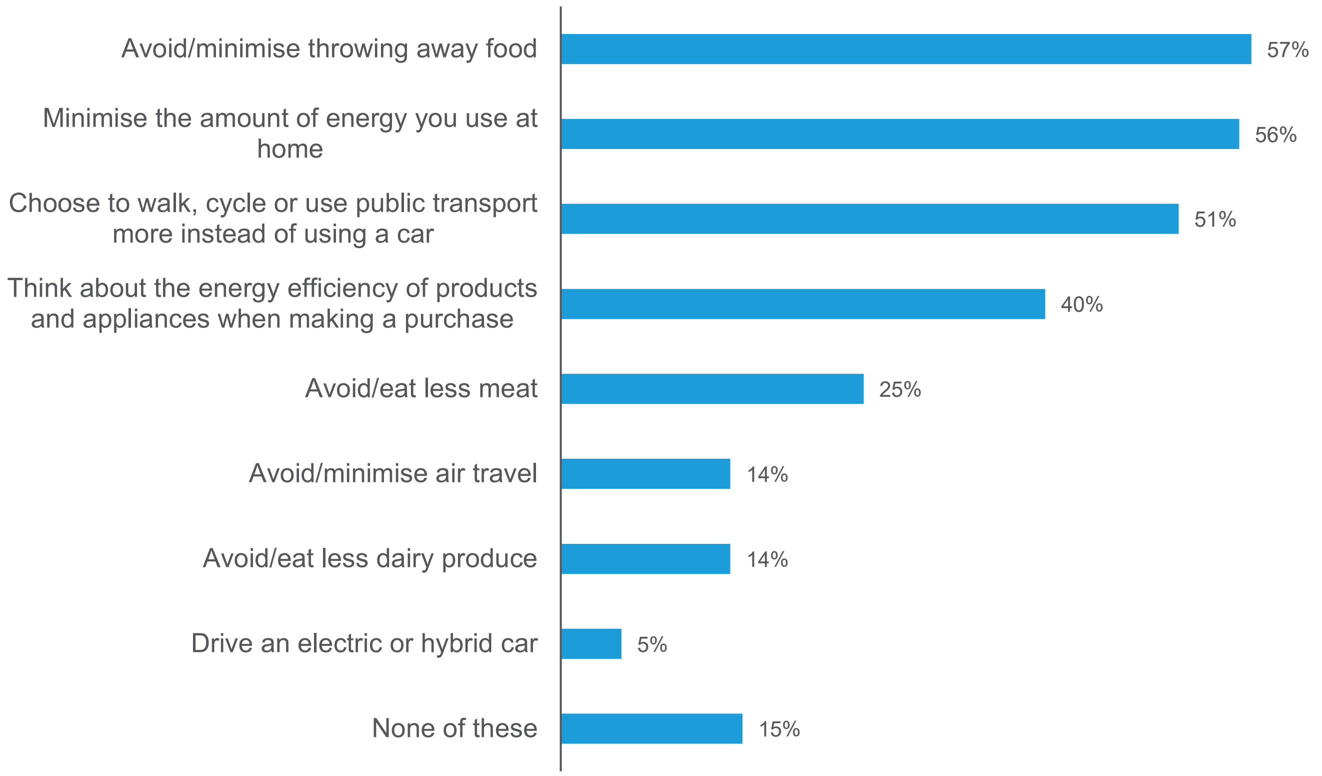
Changing behaviour

All people interviewed in March 2019 were asked whether they did any of a list of things that may help to limit the effects of climate change. The behaviours asked about were:

- Choosing to walk, cycle of use public transport more instead of using a car
- Avoiding/eating less meat
- Avoiding/eating less dairy produce
- Avoiding/minimising throwing away food
- Driving an electric or hybrid car
- Thinking about the energy efficiency of appliances when making a purchase
- Minimising the amount of energy used at home
- Avoiding/minimising air travel.

People were first asked whether they did any of these things, without any reference to climate change (Figure 7). The most common things that people did were avoiding or minimising throwing away food (57%), minimising the amount of energy they use at home (56%) and choosing to walk, cycle or use public transport more instead of using a car (51%). Over eight in ten (84%) of people had done at least one of these things, 52% at least three, and 17% at least five.

Figure 7: Behaviours in everyday life (without reference to climate change), March 2019



Q184. Thinking now about your everyday life, do you do any of these things?

Base: All respondents – March 2019 (4,224)

Women (20%), those aged 45 to 54 (22%), those in social grades AB (25%), and those with annual household incomes of at least £50,000 (26%) were most likely to have done at least five of these things. Those who were very concerned about climate change were also far more likely to have done at least five of these things (31%, versus 12% of those fairly concerned, 3% of those not very concerned and 4% of those not at all concerned about climate change).

For any things people said they did, they were then asked whether this was mainly because they wanted to limit the effects of climate change or for other reasons. Respondents that wanted to do these things mainly to reduce climate change are presented in Figure 8 in two ways:

- As a proportion of all those who do each of these things (purple bars)[3]
- As a proportion of all people surveyed (blue bars)[4]

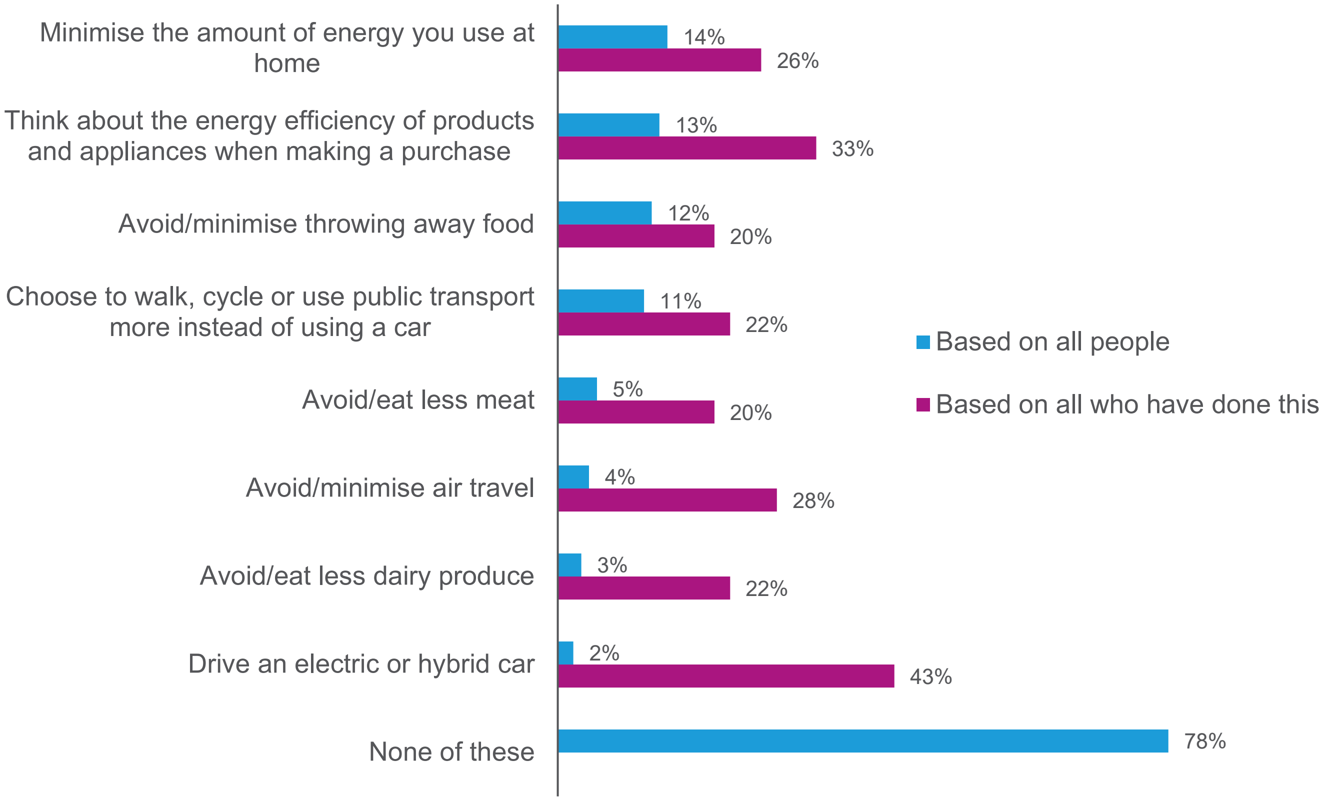
For all behaviours, most people said they mainly did these things for reasons other than climate change (e.g. lifestyle choice, cost, convenience, health or ethical reasons). The behaviour most likely to be attributed to limiting the effects of climate change was driving an electric car, with 43% of those who did this saying it was mainly due to climate change (and 51% for other reasons).

When calculated as a proportion of all people surveyed (i.e. including those who did not do each of these things) the most common things done mainly to reduce climate change were: minimising the amount of energy used at home (14%); thinking about the energy efficiency of products and appliances when making a purchase (13%); avoiding/minimising throwing away food (12%); and choosing to walk, cycle or use public transport more instead of using a car (11%).

[3] For example, 28% of those who avoided/minimised air travel said they mainly did this to help limit the effects of climate change

[4] The denominator here includes all those surveyed (i.e. including those who had not taken up these behaviours). For example, 4% of all people interviewed in March 2019 avoided/minimised air travel mainly to help limit the effects of climate change.

Figure 8: Things people do mainly due to climate change, March 2019



Q185. You mentioned that you currently do [ITEM MENTIONED AT Q184]. Looking at this screen, what would you say is the main reason for this?

Base (blue bars): All respondents – March 2019 (4,224)

Bases (Purple bars): All who have done each thing (regardless of reasoning) – March 2019: Minimise the amount of energy you use at home (2,216); Think about the energy efficiency of products and appliances when making a purchase (1,536); Avoid/minimise throwing away food (2,292); Choose to walk, cycle of use public transport more instead of using a car (2,072); Avoid/eat less meat (989); Avoid/minimise air travel (578); Avoid/eat less dairy produce (531); Drive an electric or hybrid car (214).

Almost three in ten people (28%) had done at least one of these things mainly to help limit the effects of climate change. One in ten (10%) had done at least three of these things due to climate change.

People in social grades AB (15%, compared with 7% of those in social grades C2 and DE), those with annual household incomes of at least £50,000 (17%, compared with 9% of those with household incomes below £16,000), and those who were very concerned about climate change (22%, compared with 2% of those not very or not at all concerned) were most likely to have done three or more of these things mainly due to climate change.

Tackling climate change

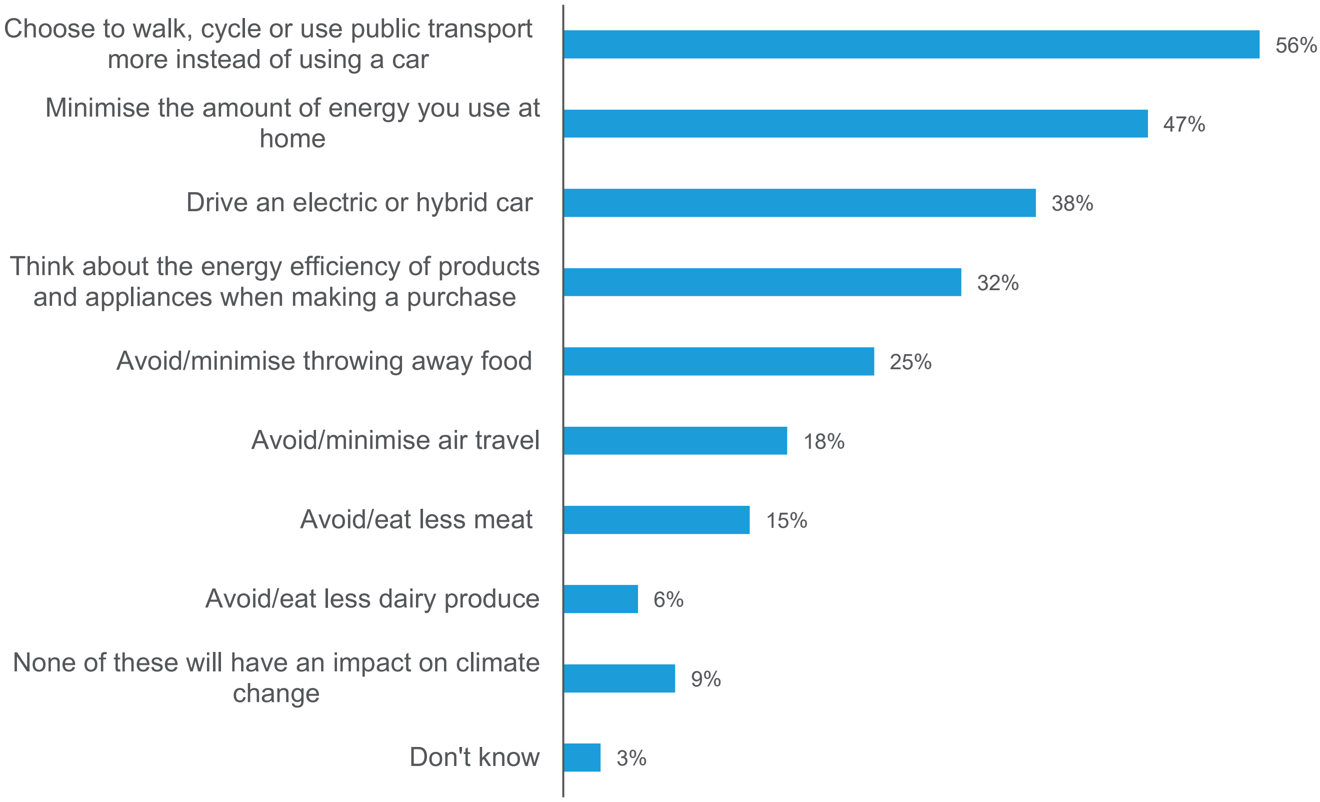
In March 2019, all apart from the 2% who did not believe in climate change were asked which three behaviours they expected to have the biggest impact on tackling climate change in the UK, if everyone in the UK did these things. They were asked to select from the same eight options as presented in the changing behaviour section.

The behaviour expected to have the biggest impact on tackling climate change was if everyone chose to walk, cycle or use public transport more instead of using a car, with 56% of people selecting this as one of their three choices. This was followed by minimising the amount of energy you use at home (47%) and driving an electric or hybrid car (38%).

The changes expected to have the least impact if everyone did them were avoiding/eating less dairy produce (6%), avoiding/eating less meat (15%), and avoiding/minimising air travel (18%).

Nearly one in ten (9%) of people said they did not think any of these things would have an impact on climate change.

Figure 9: Changes that would have the biggest impact on tackling climate change, March 2019



Q186. If everybody in the UK did the following, which three of these do you think would have the biggest impact on tackling climate change in the UK?

Base: All respondents apart from those who don't believe in climate change – March 2019 (4,129)

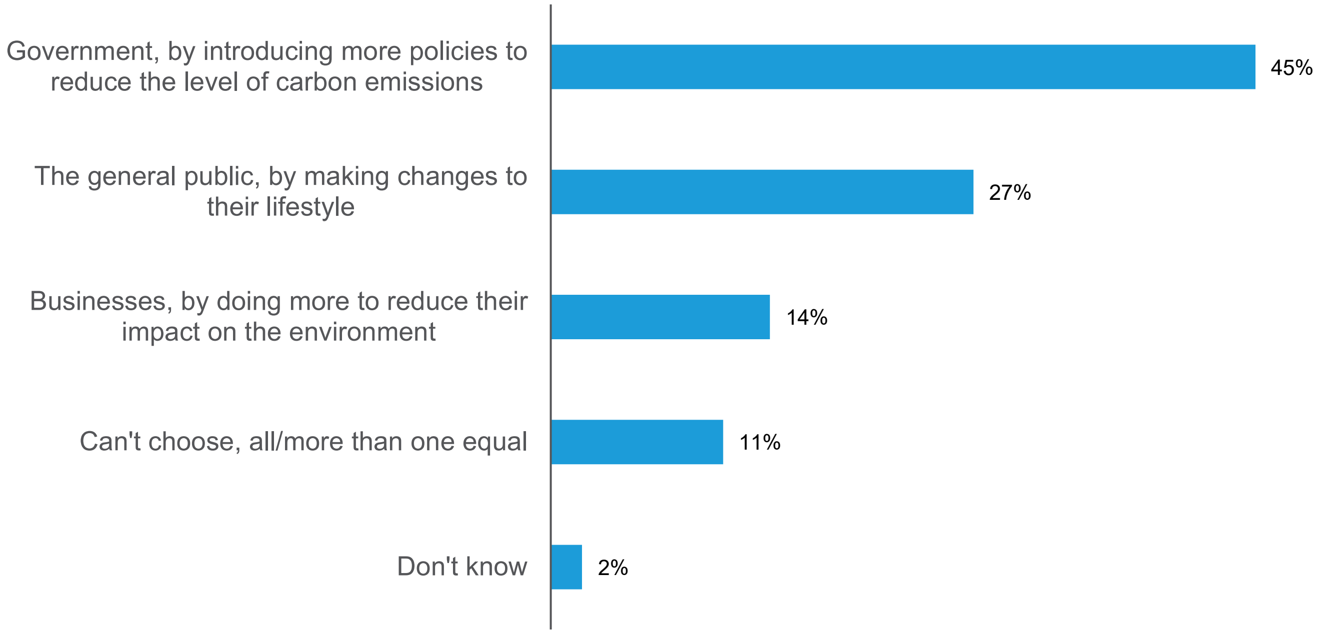
In March 2019, all apart from the 2% who did not believe in climate change were asked who should have most responsibility for tackling the effects of climate change:

- Government, by introducing more policies to reduce the level of carbon emissions

- The general public, by making changes to their lifestyle
- Businesses, by doing more to reduce their impact on the environment.

More people thought that the government should have the most responsibility (45%) compared with the general public (27%) and businesses (14%). Over one in ten (11%) said they could not choose one of these and 2% said they did not know.

Figure 10: Who should have most responsibility for tackling the effects of climate change, March 2019



Q187. Looking at this screen, which one of these do you think should have the most responsibility for tackling the effects of climate change in the UK?

Base: All respondents apart from those who don't believe in climate change – March 2019 (4,129)

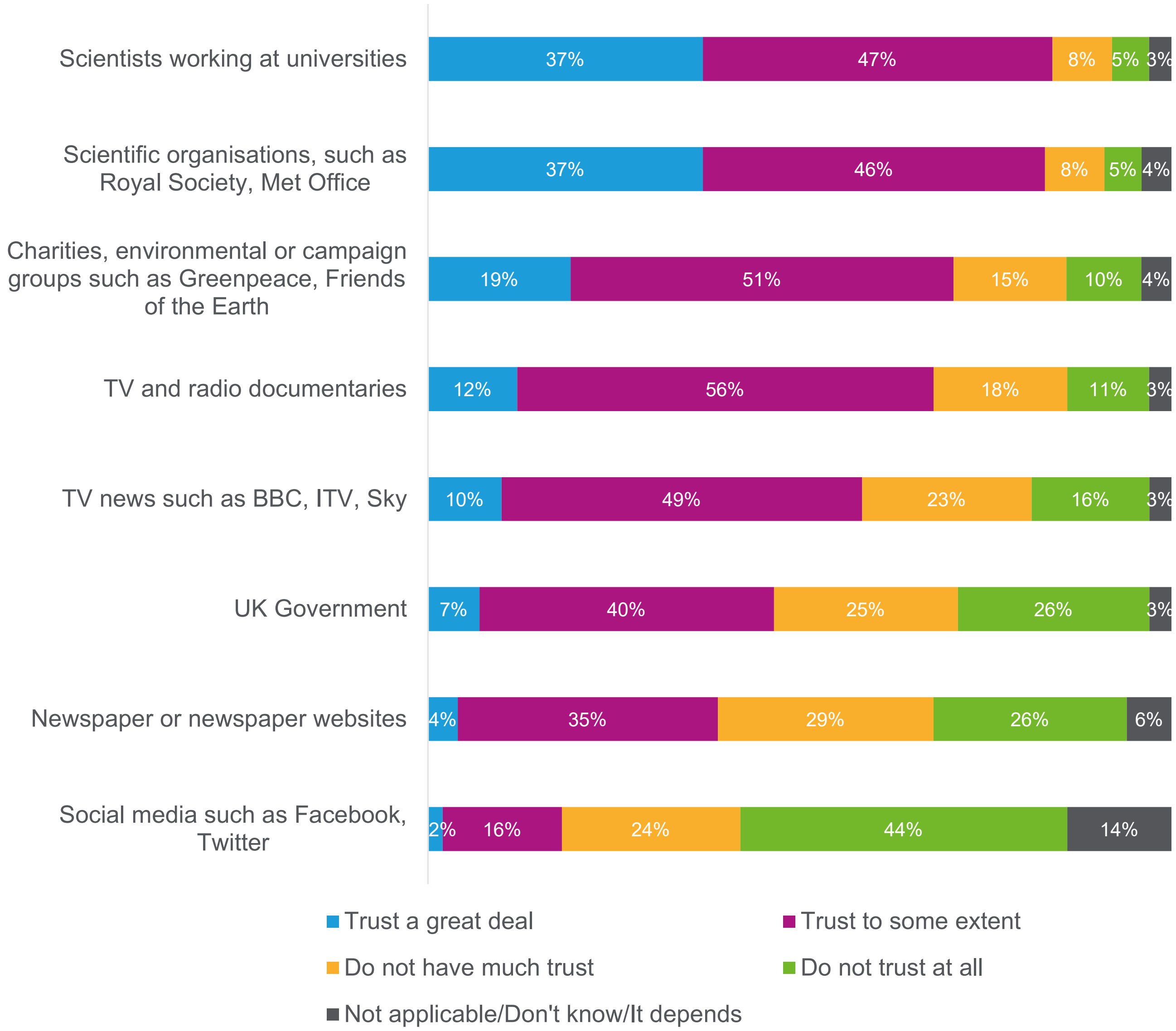
Trust in information sources

All people interviewed in March 2019 were asked how much they trusted eight different sources to provide accurate information about climate change.

People were most likely to trust scientists working at universities (with 84% trusting them a great deal or to some extent) and scientific organisations, such as the Royal Society and Met Office (83%).

Levels of trust were lowest for social media, such as Facebook and Twitter (17%), followed by newspapers or newspaper websites (39%) and the UK Government (46%).

Figure 11: Trust in sources to provide accurate information about climate change, March 2019



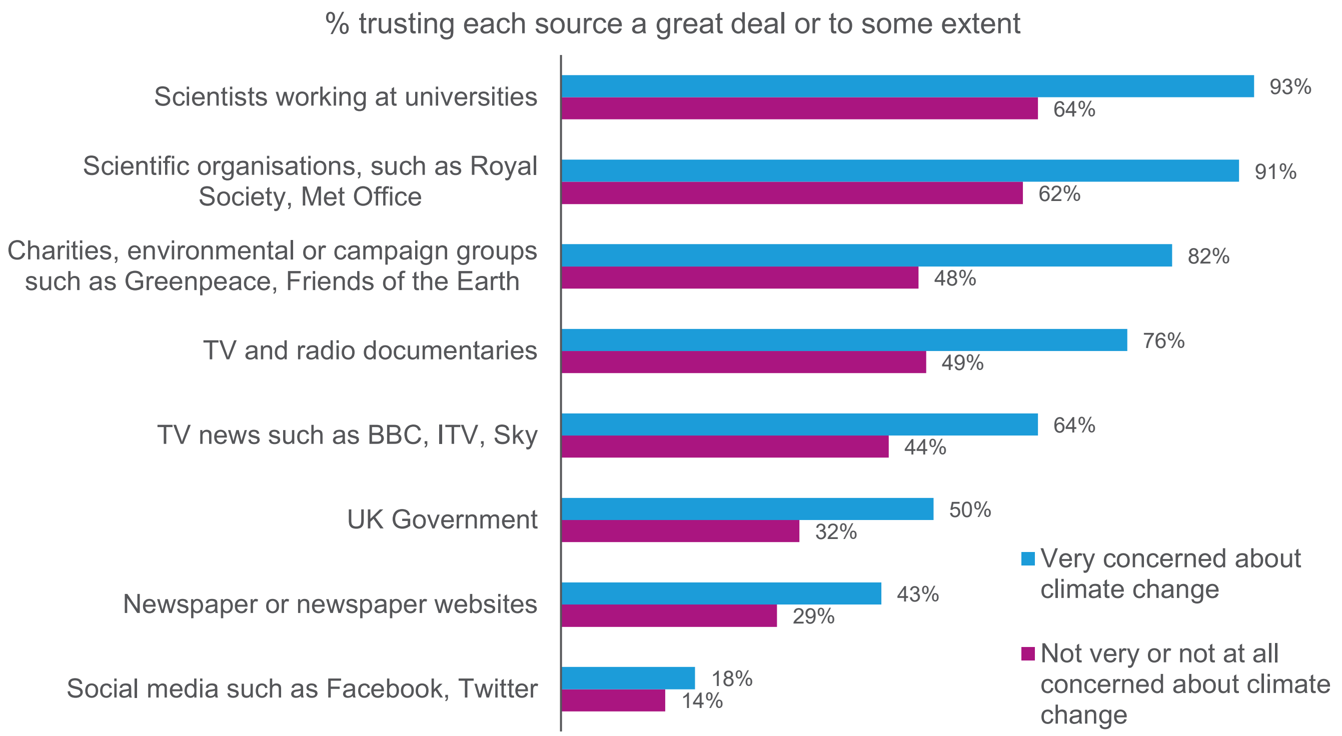
Q188. How much do you trust [INSERT ITEM] to provide accurate information about climate change?

Base: All respondents – March 2019 (4,224)

People who were not very or not at all concerned with climate change were less likely to trust each of the eight sources compared with those who were very concerned about climate change.

The only sources trusted a great deal or to some extent by more than half of those who were not very or not at all concerned about climate change were scientists working at universities (64%) and scientific organisations (62%). However, even for these sources, levels of trust were much higher among those who were very concerned about climate change (93% and 91% respectively). By contrast, all sources apart from newspapers or newspaper websites (43%) and social media (18%) were trusted by at least half of those very concerned about climate change. Social media had similarly low levels of trust among both groups.

Figure 12: Trust in sources to provide accurate information about climate change by level of concern about climate change, March 2019



Q188. How much do you trust [INSERT ITEM] to provide accurate information about climate change?

Base for blue bars: All respondents very concerned about climate change – March 2019 (1,380)

Base for purple bars: All respondents not very or not at all concerned about climate change – March 2019 (891)

Attitudes in relation to climate change

All people interviewed in March 2019 were asked the extent to which they agreed or disagreed with five attitudinal statements in relation to climate change.

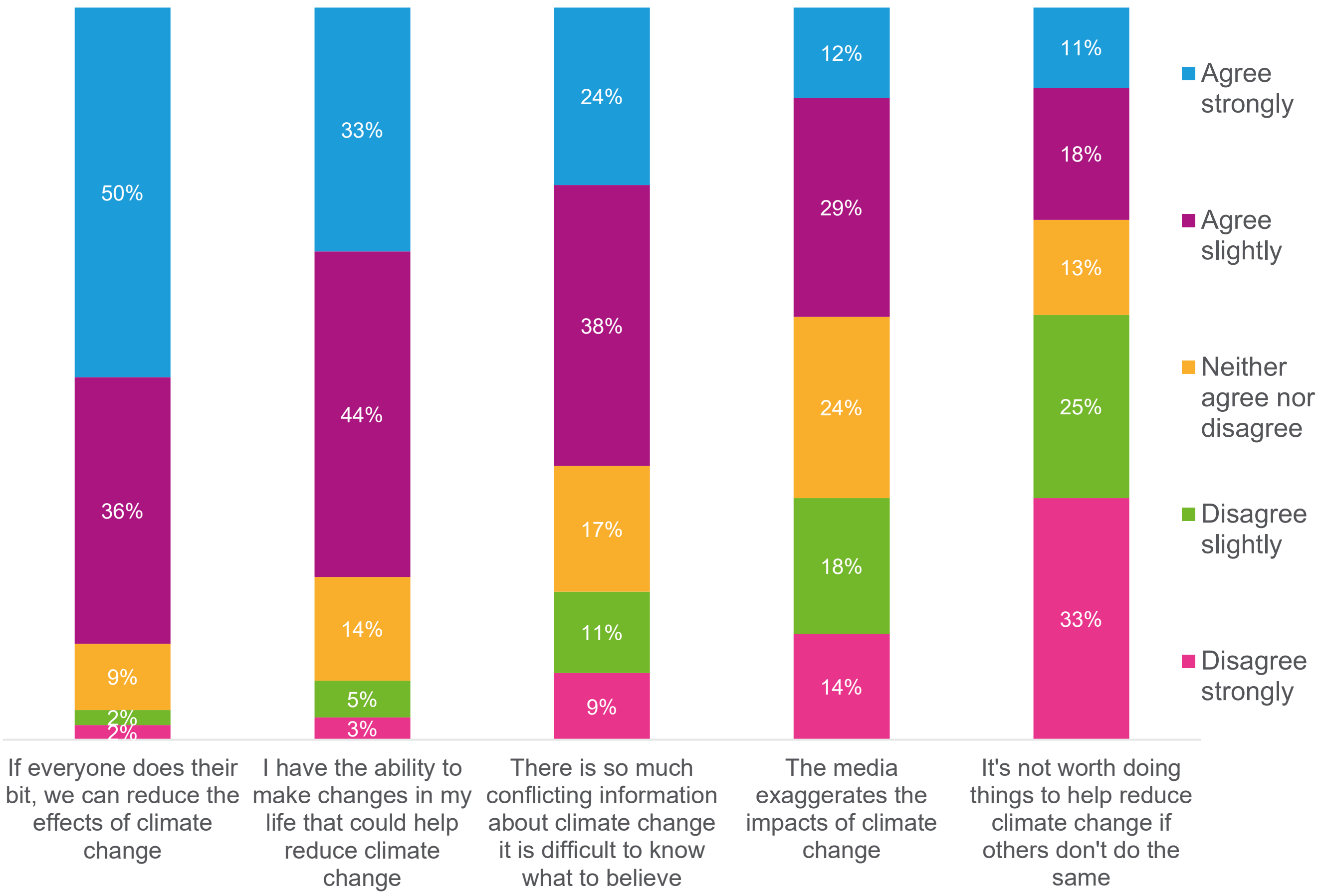
There was greatest overall agreement (86%) that “if everyone does their bit, we can reduce the effects of climate change”, with 50% strongly agreeing with this statement. The majority of people (77%) also agreed that “I have the ability to make changes in my life that could help reduce climate change”, with 33% strongly agreeing. Those who said they were very concerned about climate change were far more likely to strongly agree with each statement (67% and 48% respectively).

More than six in ten people (62%) agreed that "There is so much conflicting information about climate change it is difficult to know what to believe", including 24% who strongly agreed. There was a higher level of strong agreement with this statement among those aged 65 or over (30%), who were roughly twice as likely to strongly agree compared with those aged 16 to 24 (16%).

The public were more likely to agree (42%) than disagree (32%) that "The media exaggerates the impacts of climate change". However, slightly more people strongly disagreed (14%) than strongly agreed (12%) with this statement. This was also the statement with the highest proportion saying they neither agreed nor disagreed, suggesting a degree of uncertainty among some members of the public. Again, those aged 65 or over were more likely to strongly agree with this statement: 16% of those aged 65 or over strongly agreed that the media exaggerates the impacts of climate change compared with 7% of those aged 16 to 24. Those not very or not at all concerned about climate change were almost twice as likely to agree with the statement compared with those saying they were very concerned about climate change (58% versus 30%).

There was lowest overall agreement (28%) that "It's not worth doing things to help climate change if others don't do the same", with 11% agreeing strongly. More than half of people (58%) disagreed with this statement, including 33% who strongly disagreed. Those who were very concerned about climate change were particularly likely to strongly disagree with this statement (51%).

Figure 13: Agreement with statements regarding climate change, March 2019



Q189. How much do you agree or disagree with the following statements?

Base: All respondents – March 2019 (4,224)

Energy security

In March 2019, people were asked how concerned they were about various things happening in the future in relation to energy security:

- Steep rises in energy prices in the future
- The UK not investing fast enough in alternative sources of energy
- The UK becoming too dependent on energy from other countries
- UK supplies of fossil fuels not being sufficient to meet the UK's demand for them
- The UK not developing technology to use existing sources of fossil fuels sufficiently
- Power cuts becoming more frequent in the future.

Levels of concern (very or fairly concerned) in relation to the UK’s future energy security have decreased or remained stable since last year (March 2018). For all six aspects, levels of concern have dropped considerably from the levels recorded in March 2013 and March 2014.

In March 2019, the issues of greatest concern to the public were steep rises in energy prices in the future (75%), the UK not investing fast enough in alternative sources of energy (69%) and the UK becoming too dependent on energy from other countries (65%, down from 72% in March 2018).

The public were slightly less concerned about power cuts becoming more frequent in the future (49%), the UK not developing technology to use existing sources of fossil fuels sufficiently (57%, down from 60% in March 2018) and the UK supplies of fossil fuels not being sufficient to meet the UK’s demand for them (58%, down from 62% in March 2018).

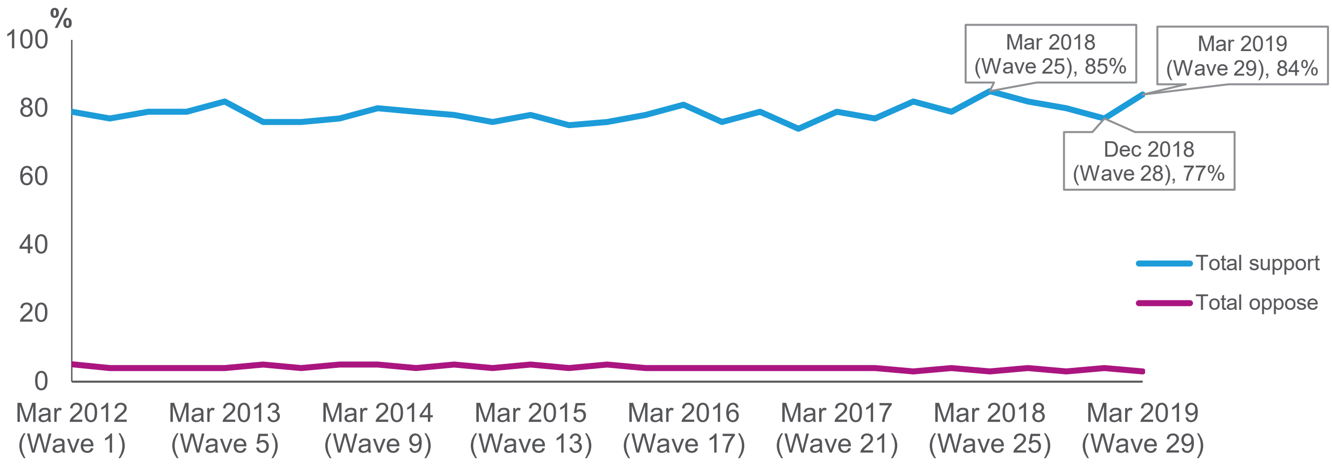
Those who were concerned about the UK becoming too dependent on energy from other countries were asked to identify specific sources of energy that concerned them. The public were most likely to be concerned about gas (55%), followed by oil (37%) and electricity (26%). One in four (25%) had no specific energy sources in mind. These findings have remained stable since March 2018.

Energy infrastructure

Renewables

Support for the use of renewable energy increased from 77% in December 2018 to 84% in March 2019, a similar level observed in March 2018 where support was at its highest (85%). Opposition to renewable energy remained low in March 2019 at 3%, with only 1% strongly opposed.

Figure 14: Whether support or oppose renewable energy, 2012 to 2019



Q3. Do you support or oppose the use of renewable energy for providing our electricity, fuel and heat?

Base: All wave respondents. (Asked quarterly.) See technical appendix for base sizes.

Support for renewable energy was highest among those in social grades AB (91%, compared with 77% of those in social grades DE), those with household incomes of £50,000 or more (91%, compared with 78% of those with household incomes under £16,000) and those who are very concerned about climate change (93%, compared with 61% of those who are not at all concerned about climate change).

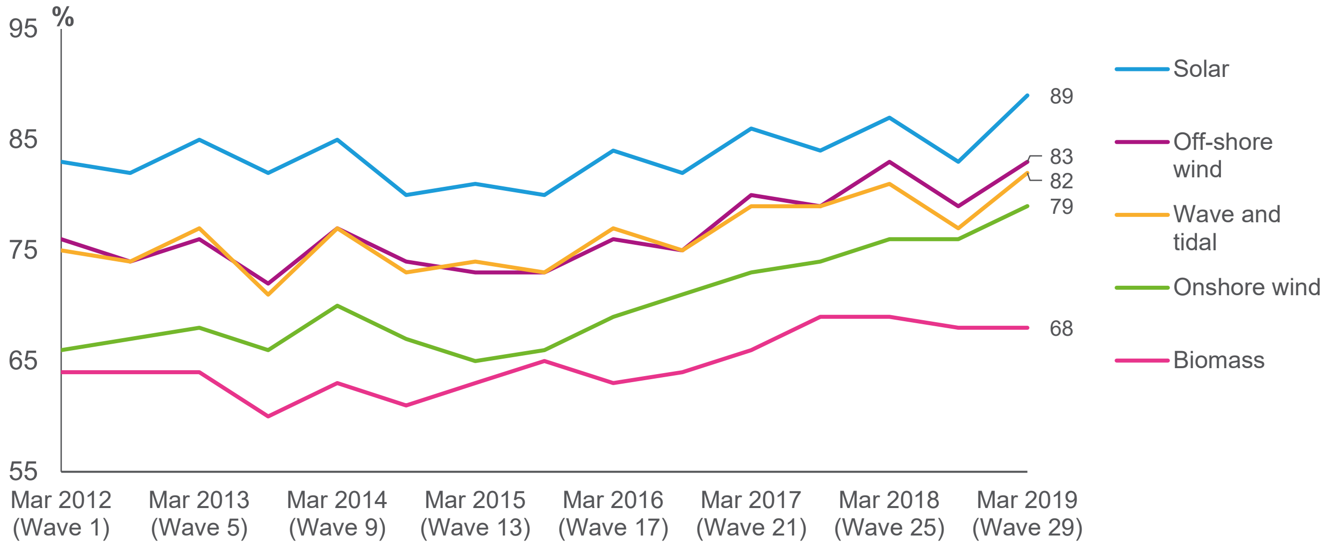
Support for a range of renewable energy developments remained high in March 2019, with support for solar, off-shore wind, wave and tidal, and on-shore wind energy all increasing since September 2018 and reaching their highest levels since the survey started in March 2012:

- 89% supported solar energy in March 2019 (up from 83% in September 2018).
- 83% supported off-shore wind in March 2019[5] (up from 79% in September 2018).
- 82% supported wave and tidal in March 2019 (up from 77% in September 2018).
- 79% supported on-shore wind in March 2019 (up from 76% in September 2018).

Levels of support for biomass energy remained stable at 68%. Opposition levels remained between 2% and 6% for all renewable energy developments.

[5] This is the joint highest level of support in the survey so far, matching the 83% in March 2018.

Figure 15: Support for different forms of renewable energy, 2012 to 2019



Q13. Generally speaking, do you support or oppose the use of the following renewable energy developments?

Bases: All wave respondents. (Asked biannually.) See technical appendix for base sizes.

People were also asked whether they agreed or disagreed with the following three statements regarding renewable energy:

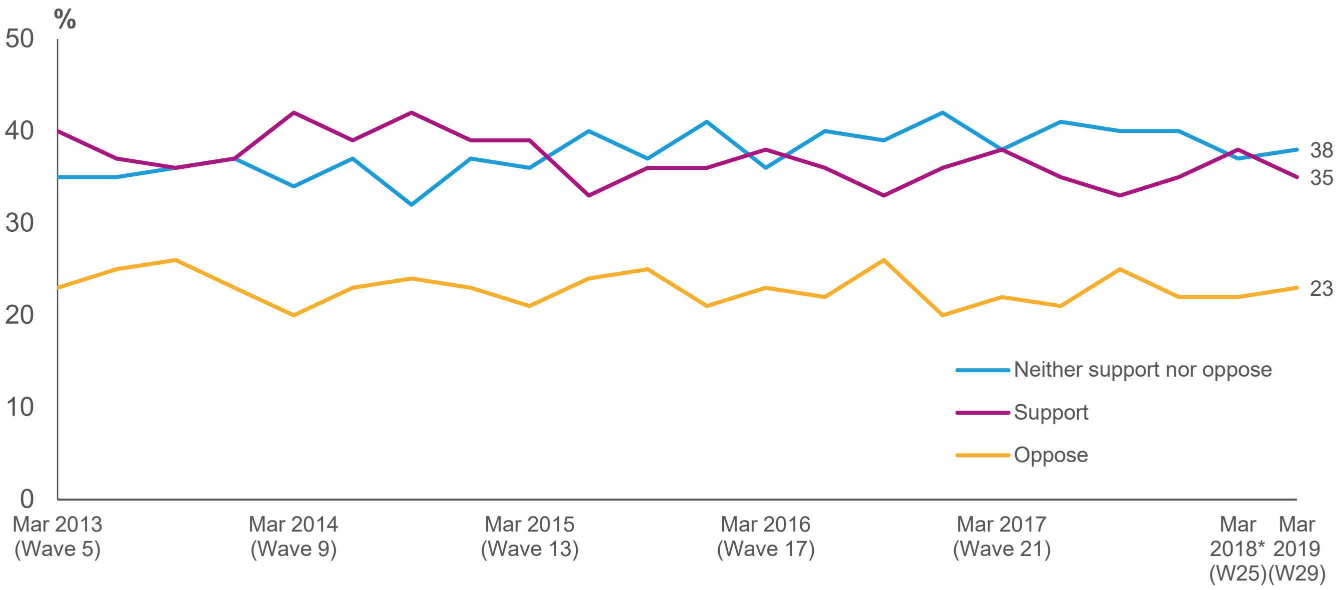
- Renewable energy industries and developments provide economic benefits to the UK
- I would be happy to have a large scale renewable energy development in my area
- Renewable energy developments should provide direct benefit to the communities in which they are located

There was a decrease in the proportion who agreed that they would be happy to have a large scale renewable energy development in their area (61% in March 2019, compared with 66% in March 2018). The proportion who agreed that renewable energy industries and developments provide economic benefits to the UK (74%) and renewable energy developments should provide direct benefit to the communities in which they are located (80%) remained stable in March 2019.

Nuclear energy

In March 2019, 35% of the public supported nuclear energy, a slight decrease from 38% in March 2018. The proportion who opposed nuclear energy remained stable at 23%. The largest proportion of people said they neither supported nor opposed nuclear energy in March 2019 (38%), perhaps pointing to some uncertainty in attitudes. Support for nuclear energy was higher among men (45%, compared with 26% of women) and those in social grades AB (47%, compared with 26% of those in social grades DE).

Figure 16: Whether support or oppose nuclear energy, 2013 to 2019



Q14a. From what you know, or have heard about using nuclear energy for generating electricity in the UK, do you support or oppose its use?

Bases: All wave respondents. (Asked quarterly to March 2018 and annually thereafter.) See technical appendix for base sizes.

* Smaller gap in chart between Mar 2018 and 2019 compared with previous years due to question being asked quarterly before March 2018 and annually thereafter.

In March 2019, people were asked whether they agreed or disagreed with the following statements in relation to nuclear energy:

- Nuclear energy provides a reliable source of energy in the UK
- Nuclear energy offers affordable energy for the UK
- Nuclear energy will help combat climate change in the UK
- Nuclear energy provides a safe source of energy in the UK

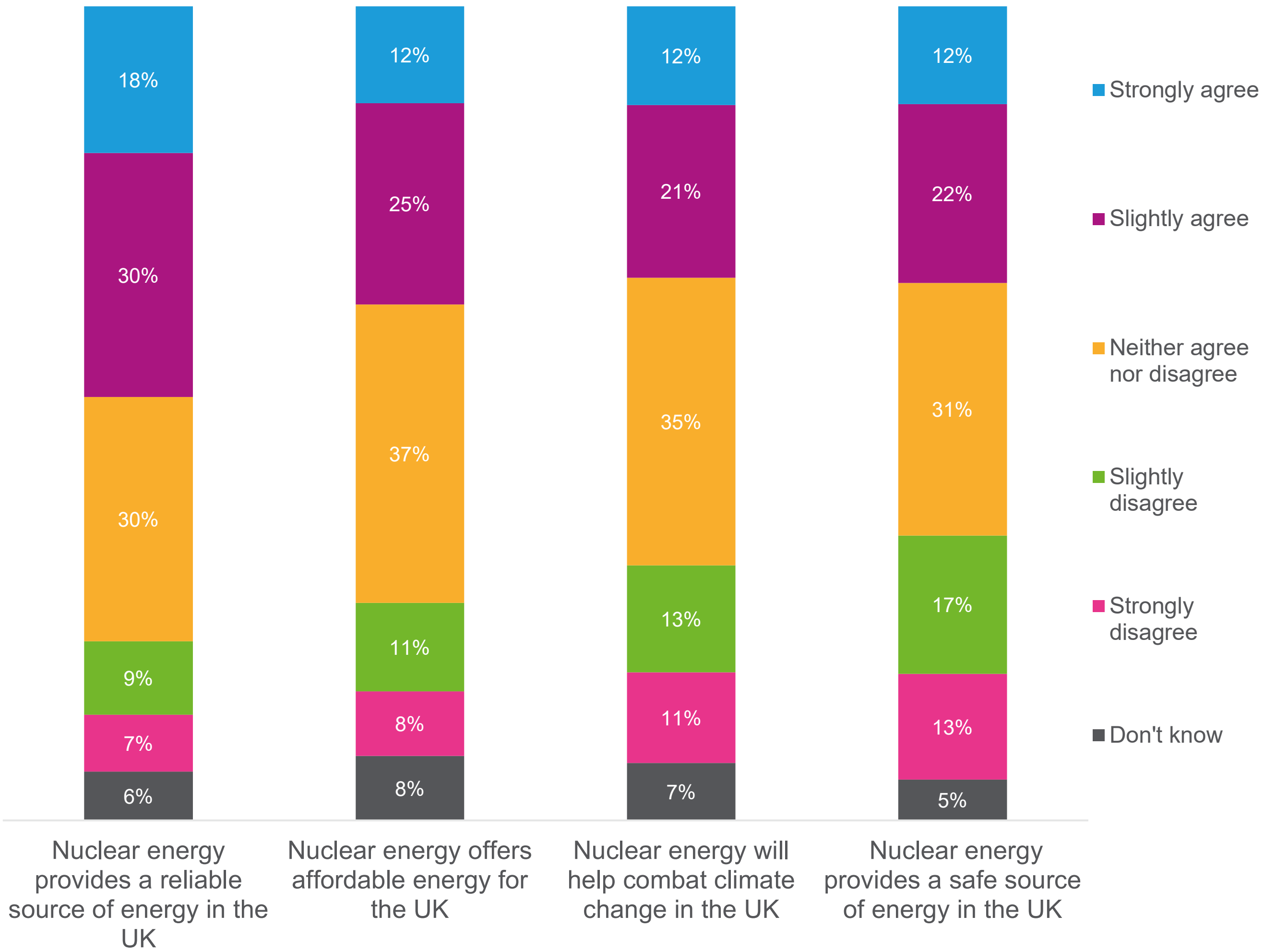
The public were most likely to agree (strongly or slightly) that nuclear energy provides a reliable source of energy in the UK (48%), with 16% disagreeing with this statement.

Levels of agreement were lower for the other three statements, ranging from 33% to 36%. People were most likely to disagree that nuclear energy provides a safe source of energy in the UK, with 30% disagreeing with this statement.

For each of the four statements, a sizeable minority (between 36% and 45%) said they either neither agreed nor disagreed or did not know, again perhaps pointing to some uncertainty in attitudes in relation to nuclear energy.

These results have shown little change since the questions were first asked in the survey.[6]

Figure 17: Agreement statements regarding nuclear energy, March 2019



Q14. I'm now going to ask you for your opinion on a number of issues in relation to nuclear energy. Please just tell me how much you agree or disagree with the following statements…

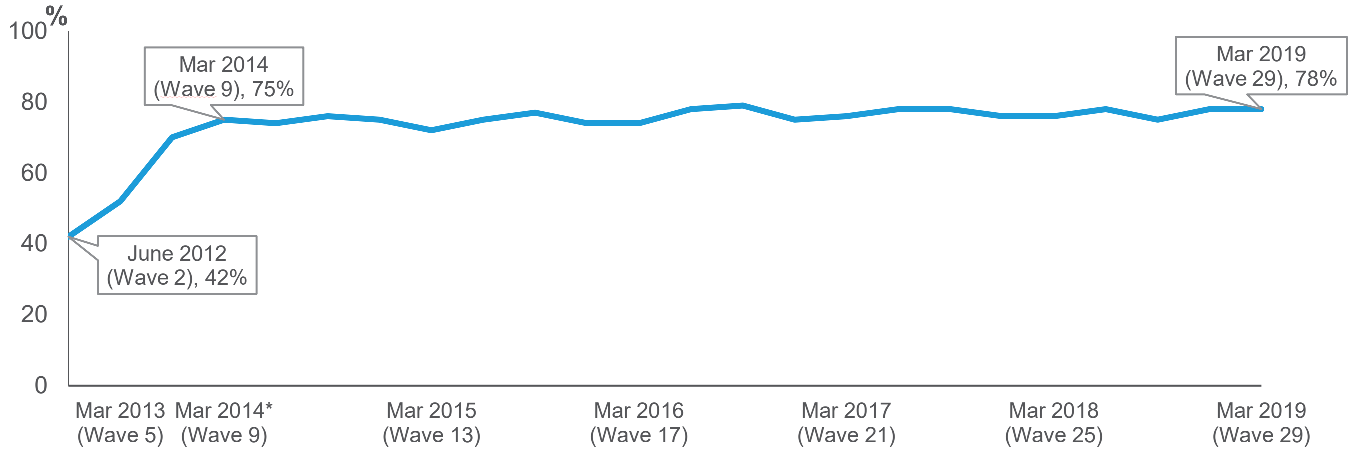
Base: All wave respondents – March 2019 (4,224)

[6] First asked in March 2012 for 'Nuclear energy will help combat climate change in the UK' and March 2016 for the other three statements.

Shale gas

In March 2019, 78% of people were aware of fracking. Awareness of fracking has remained between 70% and 80% for the last five years, following an increase between June 2012 (42%) and March 2014 (75%). A small proportion of respondents claimed to know a lot about fracking (13%), with 22% claiming to have never heard of it.

Figure 18: Awareness of fracking, 2012 to 2019



Q15a. Before today, how much, if anything, did you know about hydraulic fracturing for shale gas, otherwise known as fracking?

Bases: All wave respondents – June 2012, March 2013, December 2013 to March 2019. (Asked quarterly.) See technical appendix for base sizes.

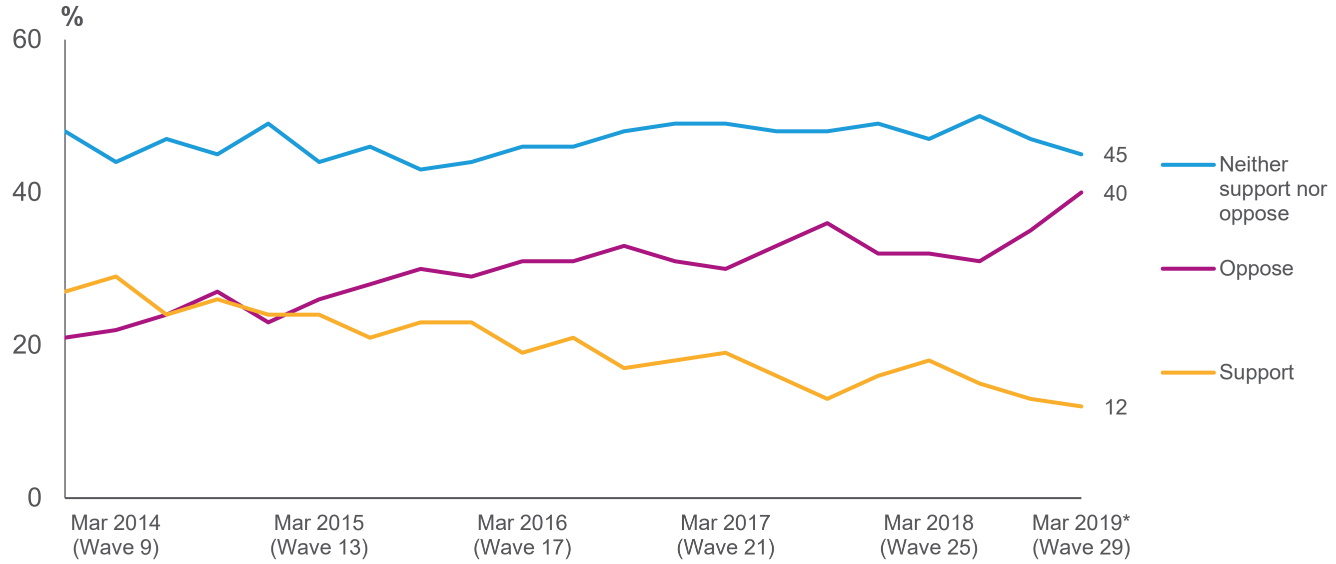
*Smaller gap in chart between March 2013 and March 2014 as question only asked once between these two waves. Asked quarterly since December 2013 (wave 8).

Awareness of fracking was highest among men (82%, compared with 73% of women), those aged 55+ (91%, compared with 58% of those aged 16 to 24), and those in social grades AB (90%, compared with 64% of respondents in social grades DE).

The proportion of people opposed to fracking increased from 35% in December 2018 to 40% in March 2019, reaching its highest point since this was first asked in December 2013. This continues a pattern of gradual increase in opposition since the start of the survey, from an initial base of 21% in December 2013. In March 2019, 12% of people said they supported fracking, 45% said they neither supported nor opposed it and 3% said they did not know.

Opposition to fracking was highest in the North West (50%), Wales (49%) and Scotland (49%) and lowest in London (30%), East of England (31%) and the West Midlands (32%).

Figure 19: Whether support or oppose fracking, 2014 to 2019



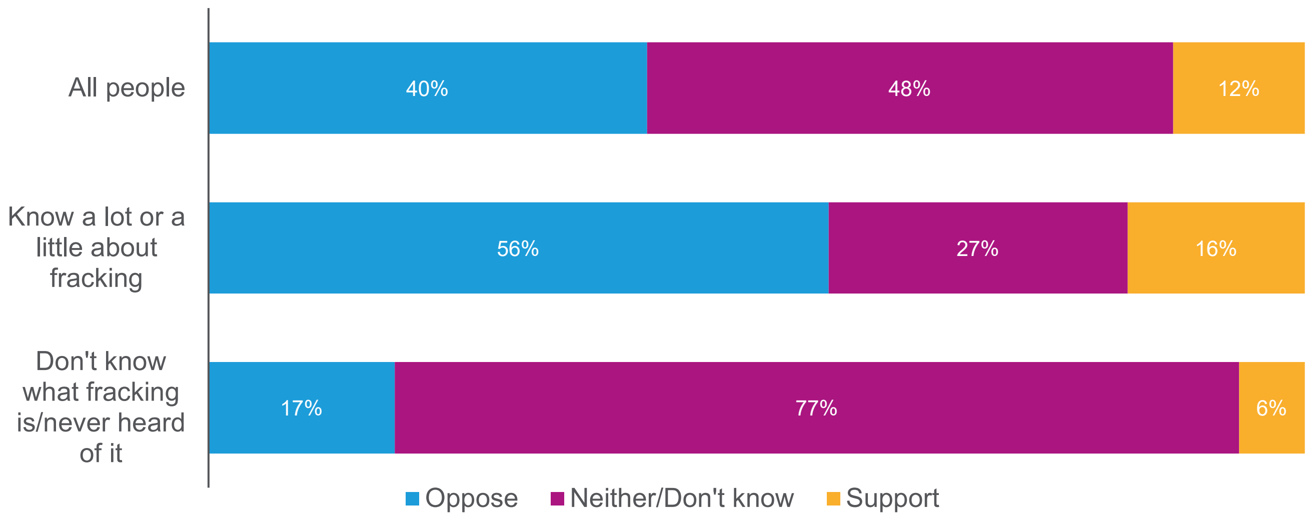
Q15b. From what you know, or have heard about, extracting shale gas to generate the UK's heat and electricity, do you support or oppose its use?

Bases: All wave respondents – Asked all waves from December 2013 to March 2019 apart from June 2018. See technical appendix for base sizes.

* Smaller gap in chart between Mar 2018 and 2019 compared with previous years due to question not being asked in June 2018.

Levels of support for fracking differed based on how much people said they knew about it. Among those who said they knew a lot or a little about fracking, 16% of people said they supported it and 56% said they opposed it. The majority of those who knew less about fracking said they neither supported nor opposed it (77%), with 6% supporting and 17% opposing.

Figure 20: Levels of fracking support by levels of fracking knowledge, March 2019



Q15b. From what you know, or have heard about, extracting shale gas to generate the UK's heat and electricity, do you support or oppose its use?

Base: All wave respondents (4,224); Know a lot or a little (2,361); Only heard of it or never heard of it (1,863)

Follow-up questions were asked to determine why people support, oppose or are neutral about fracking. In March 2019, the most common reasons for supporting fracking were the need to use all available energy sources (35%), reducing dependency on fossil fuels (33%, up from 26% in December 2018) and reducing dependence from other countries for the UK's energy supply (26%).

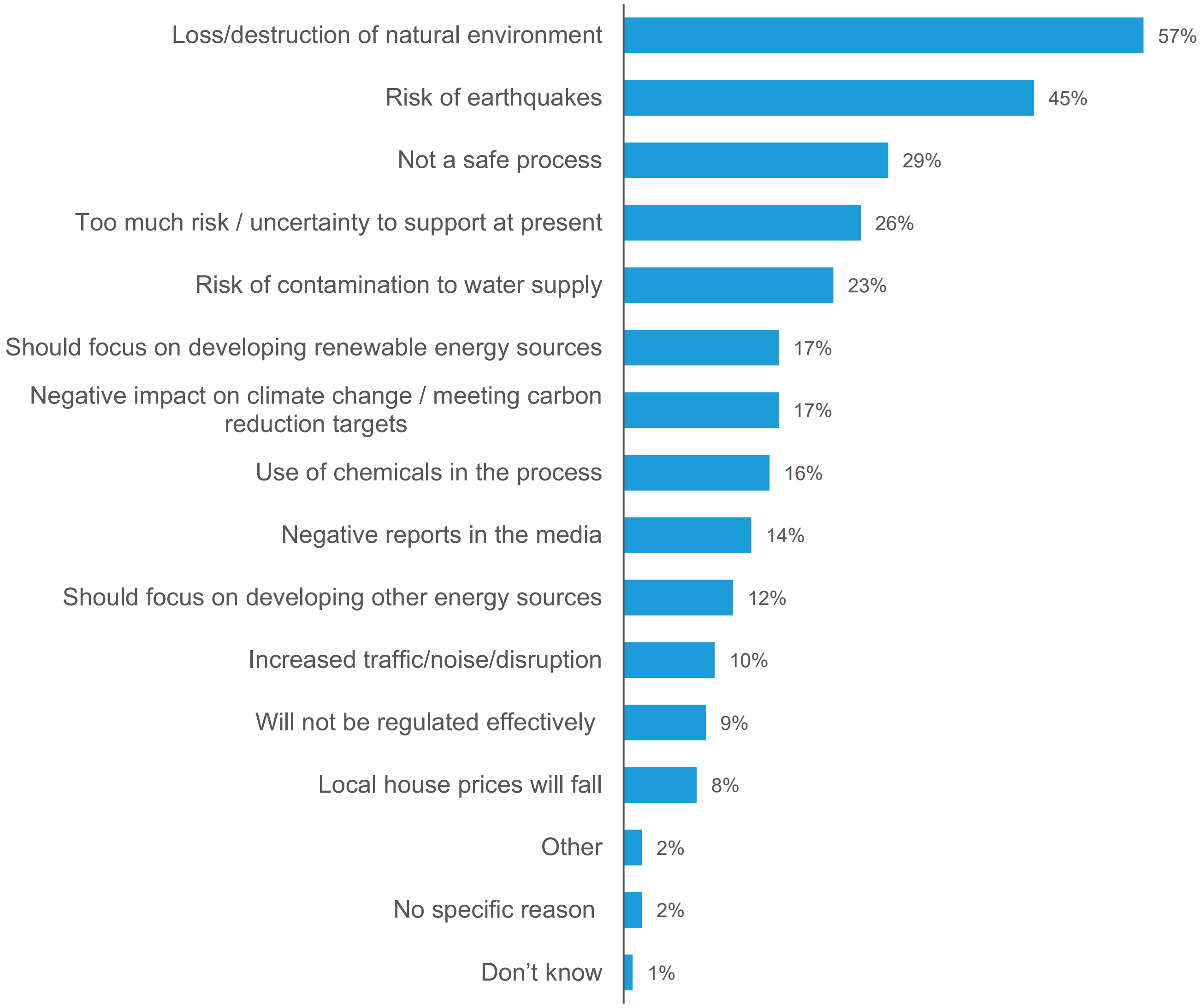
Figure 21 Reasons for supporting fracking, March 2019

Q15c. You said that you support hydraulic fracturing for shale gas, otherwise known as fracking. Why is this?

Base: All who support fracking – March 2019 (525)

The most common reasons for opposing fracking were loss and destruction of natural environment (57%, down from 62% in December 2018) and a risk of earthquakes (45%, up from 40% in December 2018 and 26% in September 2018). Other common reasons for opposing fracking were that it is not a safe process (29%, up from 24% in December 2018), there being too much risk/uncertainty to support at present (26%, up from 20% in December 2018), and the risk of contamination to water supplies (23%).

Figure 22: Reasons for opposing fracking, March 2019



Q15d. You said that you oppose hydraulic fracturing for shale gas, otherwise known as fracking. Why is this?

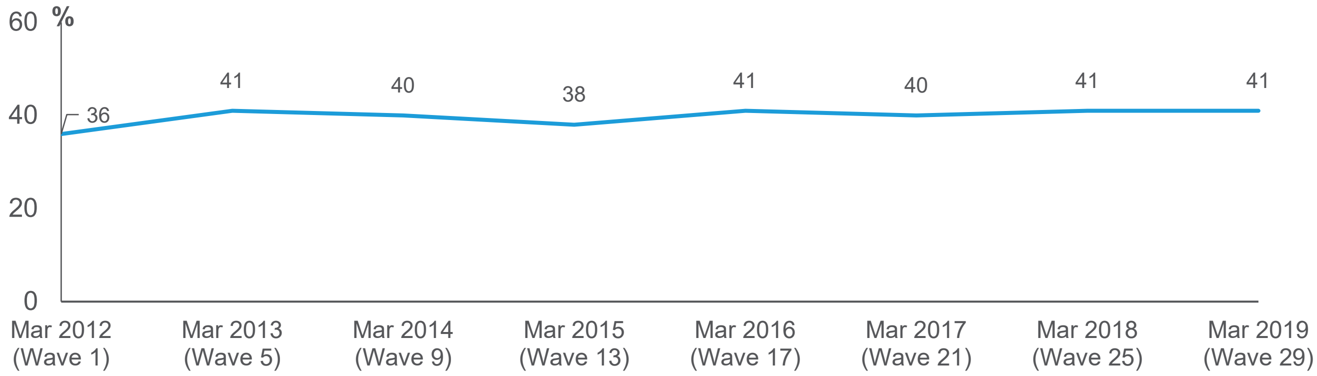
Base: All who oppose fracking – March 2019 (1,638)

The main reason for neither supporting nor opposing fracking was a lack of knowledge about it (79%).

Carbon capture and storage

In March 2019, 41% of people said they were aware of carbon capture and storage, the same level as March 2018. Awareness of carbon capture and storage has remained between 36% and 41% since this question was first asked in March 2012. Awareness was higher among men (51%, compared with 31% of women) and those in social grades AB (56%, compared with 24% of those in social grades DE).

Figure 23: Awareness of carbon capture and storage, 2012 to 2019

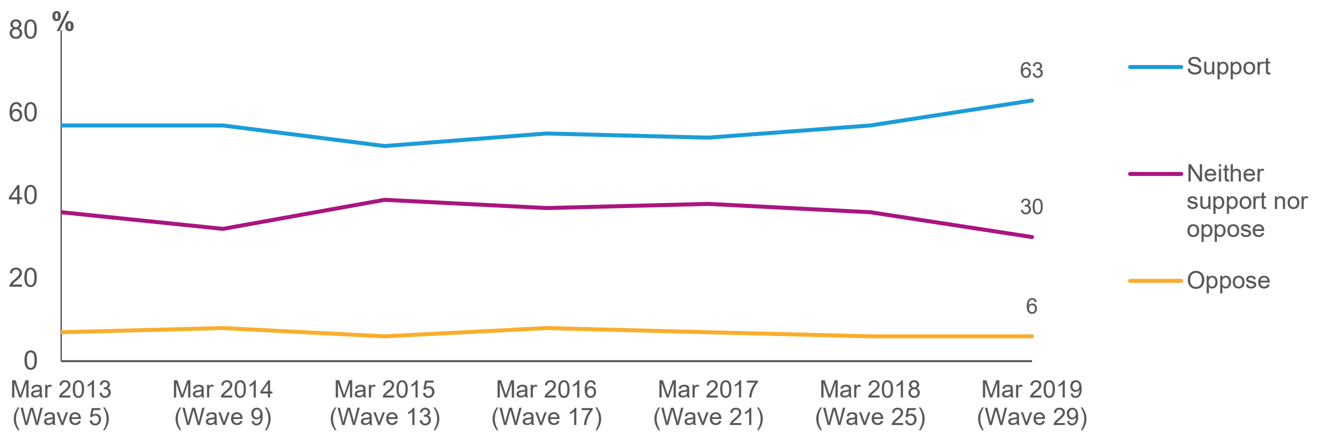


Q15. How much, if anything, do you know about carbon capture and storage?

Bases: All wave respondents – March 2012 to March 2019. (Asked annually.) See technical appendix for base sizes.

Those who claimed to know at least a little about carbon capture and storage were then asked whether they supported or opposed it. In March 2019, 63% of those who knew a lot or a little about carbon capture and storage said they supported it, which is the highest level of support in the survey to date. Only 6% said they opposed carbon capture and storage in March 2019, with 30% saying they neither supported nor opposed it.

Figure 24: Whether support or oppose carbon capture and storage, 2013 to 2019



Q15ai. From what you know, or have heard about using carbon capture and storage in the UK, do you support or oppose its use?

Base: All respondents who know a lot/a little about carbon capture and storage: March 2013 (403), March 2014 (394), March 2015 (374), March 2016 (424), March 2017 (444), March 2018 (422), March 2019 (879). (Asked annually.)

Those more likely to support carbon capture and storage included men (68%, compared with 54% of women), those aged 65 and over (68%, compared with 55% of those aged 25 to 34) and those in social grades AB (71%, compared with 45% of those in social grades DE).

Energy saving and wasting

In March 2019, 79% of the public claimed to give at least a fair amount of thought to saving energy in their home. This figure has remained roughly between 70% and 80% since the survey started. Just over a quarter (27%) claimed to give a lot of thought to saving energy in their home, while just over half (52%) claimed to give it a fair amount of thought. A fifth (21%) claimed to give not very much thought or no thought at all to saving energy in their home. This figure has remained relatively stable over the course of the survey.

Those more likely to claim to give at least a fair amount of thought to saving energy in their home included those in social grades ABC1 (82%, compared with 74% in social grades DE), those who own their property (81%, compared with 75% of private renters and 74% of social renters), and those with household incomes of £35,000 and over (82%, compared with 75% of those with household incomes under £16,000).

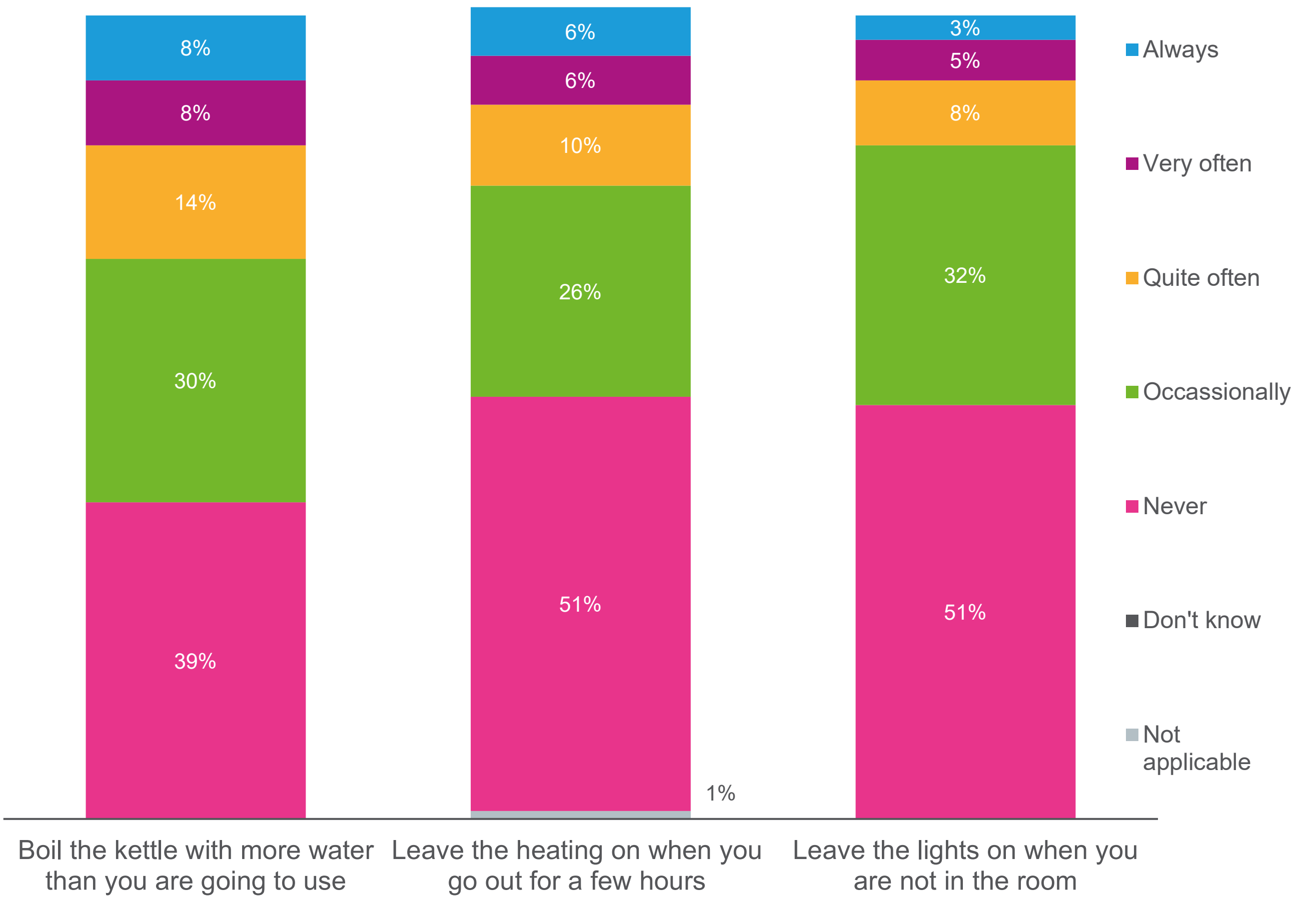
People were asked whether they engaged in the following energy wasting and saving behaviours:[7]

- Leave the lights on when you are not in the room (energy wasting)
- Boil the kettle with more water than you are going to use (energy wasting)
- Leave the heating on when you go out for a few hours (energy wasting)
- Wash clothes at 30 degrees or lower (energy saving)
- Try to keep rooms that you are not using at a cooler temperature than those you are using (energy saving).

The proportion engaging in each of the three energy wasting behaviours decreased a little over the last year. In March 2019, just under half claimed to at least occasionally leave the lights on when not in the room (48%) or leave the heating on when going out for a few hours (48%), a slight decrease from March 2018 (52% and 53%, respectively). A higher proportion said that they at least occasionally boiled the kettle with more water than was needed (61%), a decrease from March 2018 (68%).

[7] People were not told which behaviours were considered energy saving or energy wasting.

Figure 25: Frequency of engaging in energy wasting behaviours, March 2019



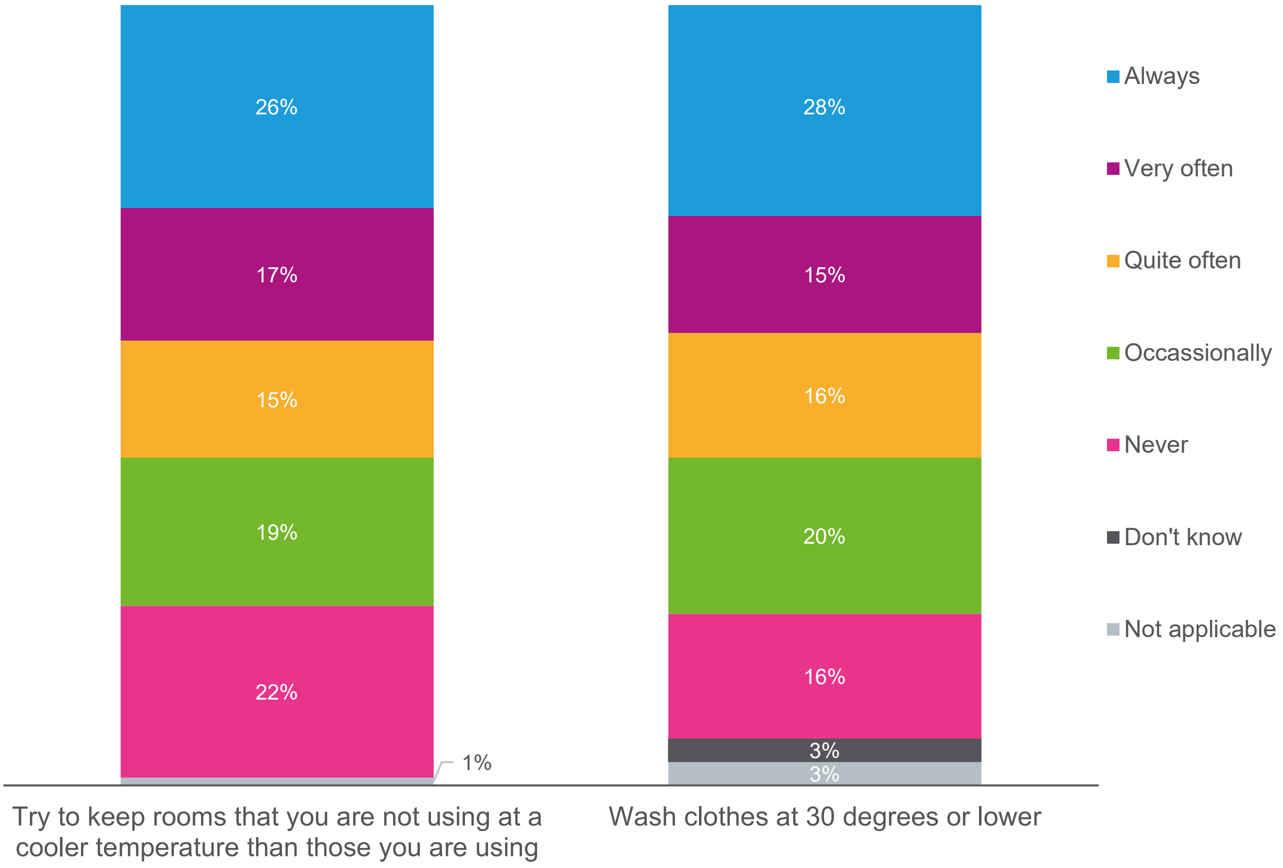
Q4. How often, if at all, do you personally do any of the following…

Base: All wave respondents – March 2019 (4,224)

In March 2019, a quarter of people (24%) claimed to engage in all three energy wasting behaviours. Those more likely to engage in all three energy wasting behaviours included those in social grades AB (28%, compared with 21% of those in social grades DE), home owners (26%, compared with 22% of private renters and 18% of social renters) and those with household incomes of £50,000 or more (34%, compared with 20% of those with household incomes under £16,000).

There was no change in the proportion engaging in energy saving behaviours in the last year. In March 2019, just under eight in ten (78%) claimed to at least occasionally wash clothes at 30 degrees or less, while a similar proportion try to keep rooms they are not using at a cooler temperature than the rooms they are using at least occasionally (76%).

Figure 26: Frequency of engaging in energy saving behaviours, March 2019



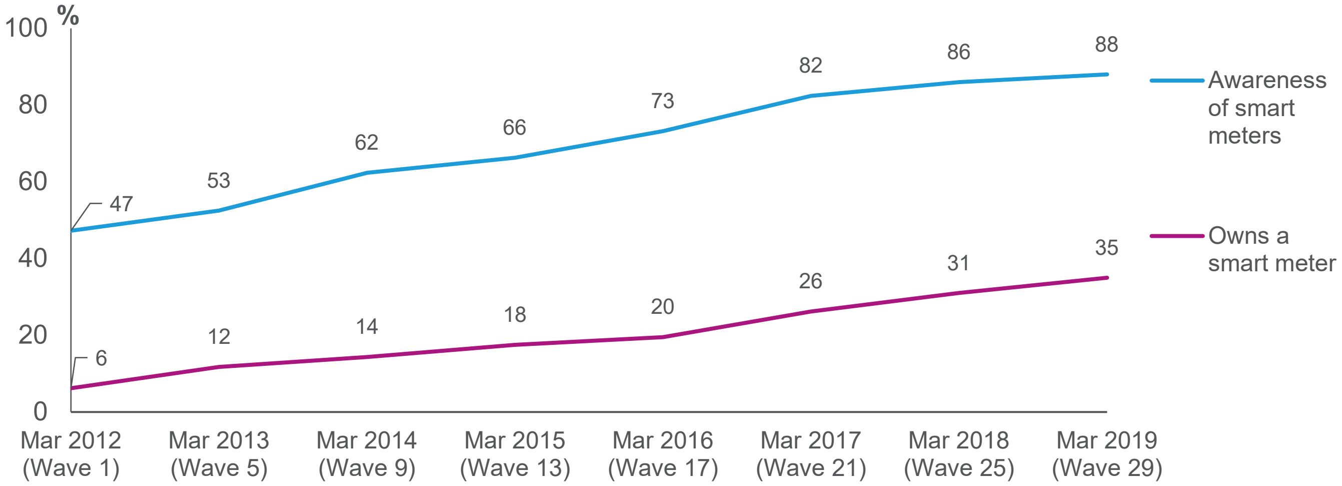
Q4. How often, if at all, do you personally do any of the following…

Base: All wave respondents – March 2019 (4,224)

Smart meters

Awareness of smart meters reached a peak of 88% in March 2019, having gradually increased over the course of the survey. Smart meter ownership was also at its highest point across the survey in March 2019 at 35%. This continues a pattern of gradual increase in smart meter ownership, from an initial base of 6% in March 2012. Over this period of seven years, the proportion who had never heard of smart meters dropped from 53% in March 2012 to 12% in March 2019.

Figure 27: Awareness of smart meters, 2012 to 2019



Q8. Before today, had you heard of smart meters?

Bases: All wave respondents – March 2012 to March 2019. (Asked annually, plus September 2016 and September 2017.) See technical appendix for base sizes.

Those in social grades AB (93%, compared with 82% in social grades DE), home owners (91%, compared with 82% of private renters and 86% of social renters) and those with household incomes of £50,000 or more (95%, compared with 85% of those with household incomes under £16,000) were more likely to be aware of smart meters.

Social renters (40%) were more likely than home owners (35%) and private renters (29%) to own a smart meter.

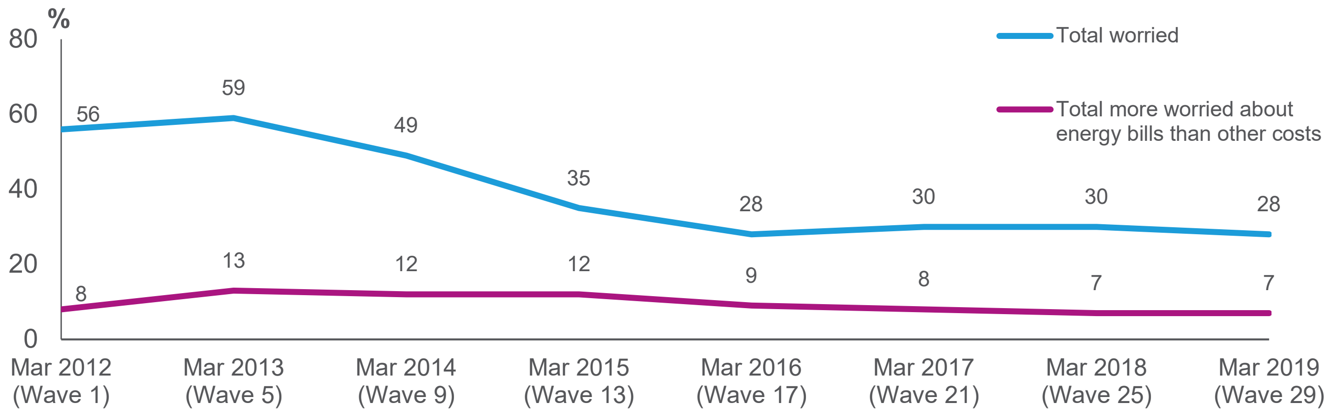
Energy bills and suppliers

Energy bills

In March 2019, 28% of the public were worried (very or fairly worried) about paying for energy bills, a similar proportion to March 2018 (30%). The level of worry over energy bills has remained relatively stable in recent years after falling from a peak of 59% in March 2013.

To provide a measure of the relative level of worry about energy bills compared with other expenses, people were also asked how worried they were about food and other household shopping costs, transport costs, and mortgage or rent payments. The proportion of people more worried about energy bills than both food and other household shopping bills and transport costs remained stable at 7% in March 2019.[8] This is lower than the peak of 14% observed in December 2013.[9]

Figure 28: Worries about energy bills, 2012 to 2019



Q16. Over the last three months, how worried, if at all, have you been about paying for the following... Energy bills / …Food and other household shopping / …Transport, including petrol/diesel and public transport costs / …Mortgage or rent payments

Q16. % who were very or fairly worried about energy bills and less worried about food and other household shopping and transport costs (derived from Q16)

Bases: All wave respondents – March 2012 to March 2019. (Asked quarterly until 2018, thereafter annually.) See technical appendix for base sizes.

The level of worry about energy bills was highest among those aged 35 to 44 (36%, compared with below 30% in all other age groups), those in social grades DE (35%, compared with 22% in social grades AB), social renters (41%, compared with 24% of home owners) and those with household incomes under £16,000 (37%, compared with 18% of those with household incomes of £50,000 and over).

Those who were more worried about paying for their energy bills than other items were asked their reasons for this. In March 2019, 46% felt that energy bills were more expensive than other items, while 41% felt that energy prices had increased more than shopping or transport prices.

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[8] This is the percentage of people saying they were very or fairly worried about their energy bills and less worried about food and other household shopping bills and transport costs.
[9] Figure 28 only includes the results from the March waves of the survey. As such, the figure of 14% from December 2013 is not included on this chart.

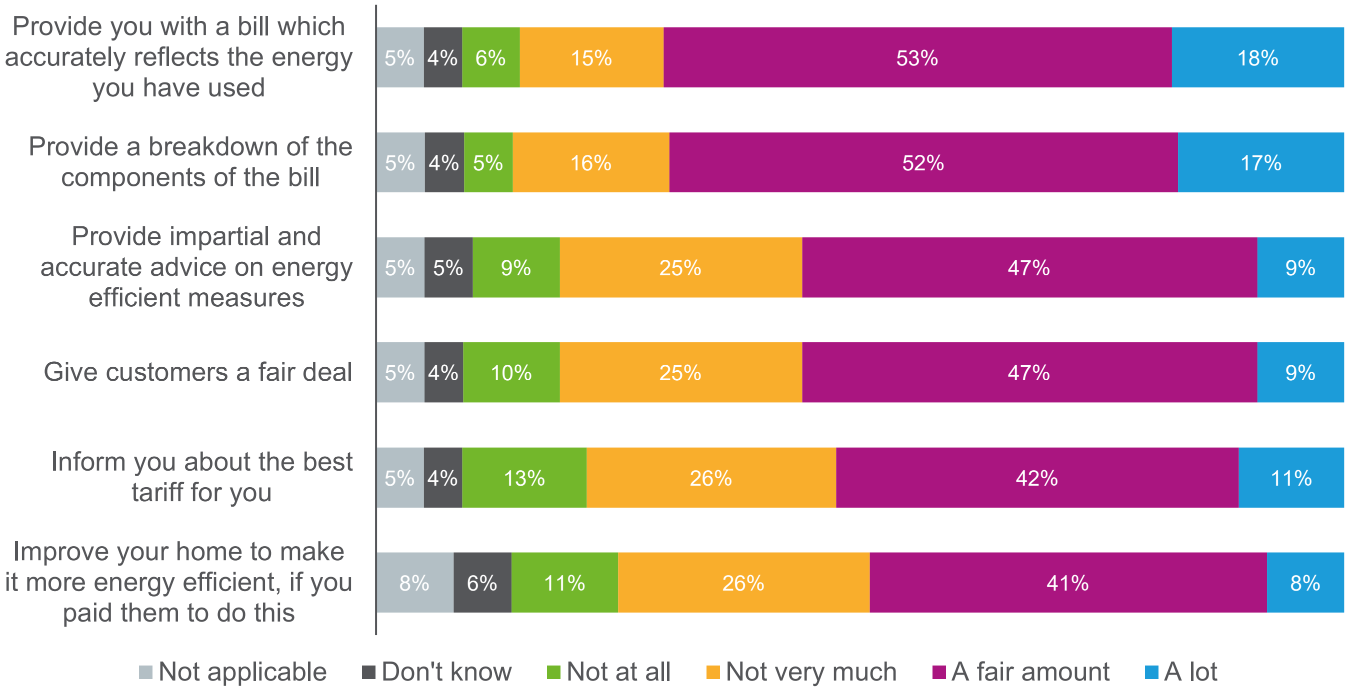
Energy suppliers and switching

In March 2019, people were asked whether they trusted energy suppliers to do the following:

- Give customers a fair deal
- Provide you with a bill which accurately reflects the energy you have used
- Provide a breakdown of the components of your bill
- Inform you about the best tariff for you
- Improve your home to make it more energy efficient, if you paid them to do this – for example through installing different technologies to reduce heat loss, or generate electricity
- Provide impartial and accurate advice on energy efficiency measures.

The public were most likely to trust (a lot or a fair amount) suppliers to provide a bill which accurately reflects energy use (71%) and to provide a provide a breakdown of the components of their bill (69%). They were less likely to trust suppliers to improve their home to make it more energy efficient (49%) and to inform customers about their best tariff (53%). Levels of trust in energy suppliers in March 2019 were lower than those in March 2018. In March 2019, 31% of the public trusted (a lot or a fair amount) energy suppliers across all six measures.

Figure 29: Trust statements on energy suppliers, March 2019



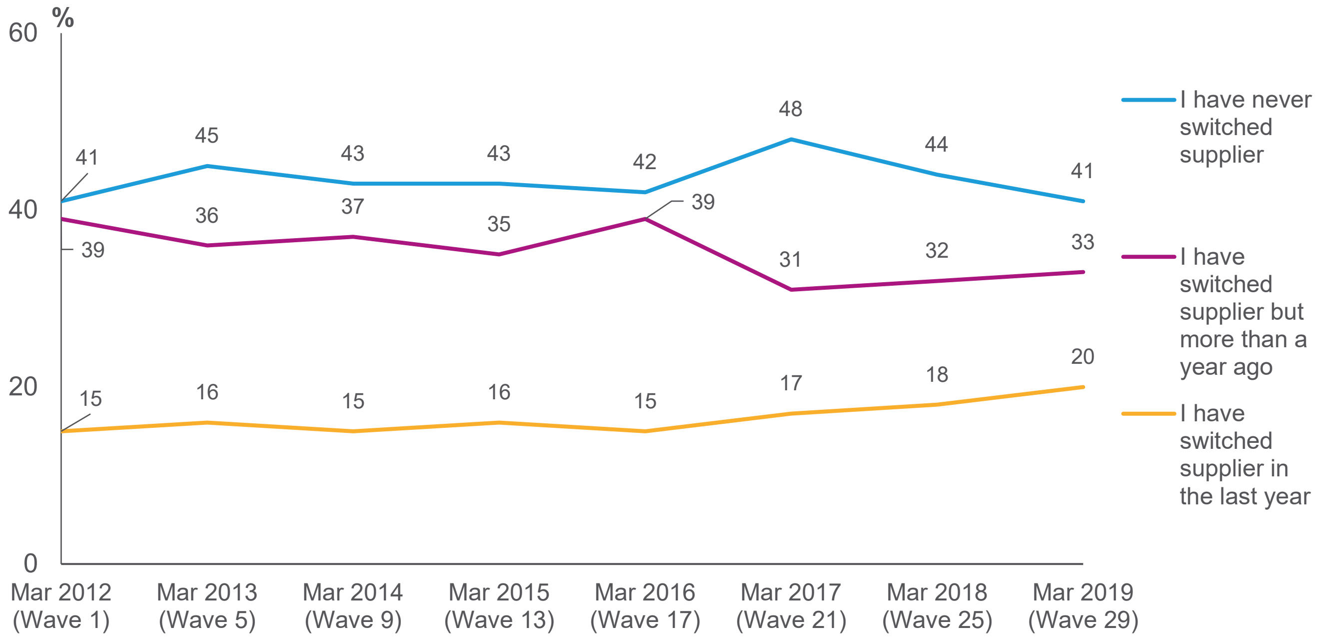
Q18. How much, if at all, do you trust your energy supplier to do the following…

Base: All wave respondents – March 2019 (4,224)

Women (34%, compared with 28% of men), those aged 65 and over (34%, compared with 24% of those are aged 16 to 24), those in social grades DE (37%, compared with 31% of those in social grades AB), social renters (36%, compared with 31% of home owners and private renters) and those with household incomes under £16,000 (37%, compared with 28% of those with household incomes of £50,000 and over) were more likely to trust energy supplier across all six measures.

People were asked about their history of switching gas or electricity supplier. In March 2019, 20% of people said they had switched supplier in the last year. This has gradually increased from 15% over the last three years to the highest level since the survey started. Just over three in ten (33%) had switched supplier more than a year ago and four in ten (41%) had never switched supplier.

Figure 30: Whether switched energy supplier, 2012 to 2019



Q17a. Thinking about your gas and electricity supplier, which of the following best describes your current situation?

Bases: All wave respondents – March 2012 to 2019. (Asked annually.) See technical appendix for base sizes.

Those who were more likely to have switched supplier in the last year included people aged 25 to 64 (around 25%, compared with 15% of those aged 65 or over), those in social grades AB (27%, compared with 15% of those in social grades DE), and those with household incomes of £50,000 or above (31%, compared with 18% of those with household incomes below £16,000).

Corporate trust and transparency

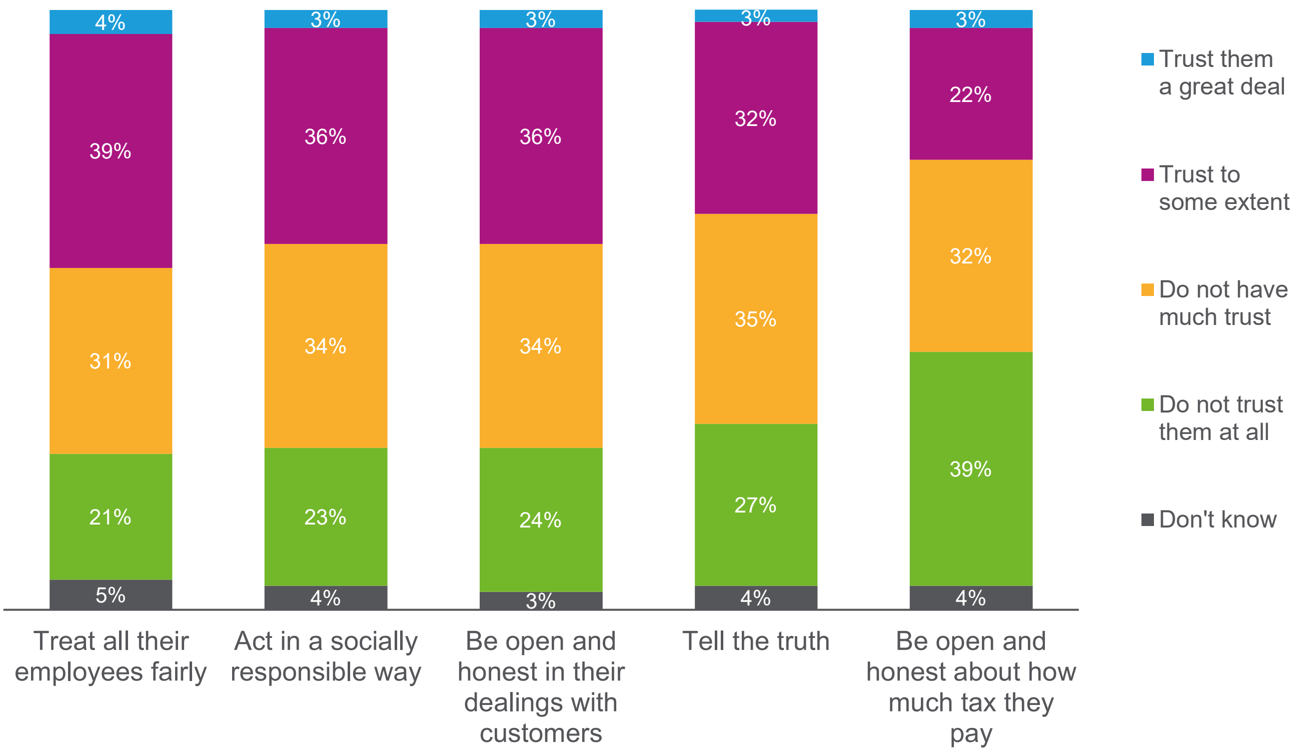
A new question was introduced in March 2019 to understand how much the public trust large financial and legal businesses to:

- Treat all their employees fairly
- Be open and honest in their dealings with customers
- Act in a socially responsible way
- Tell the truth
- Be open and honest about how much tax they pay

There was not a great deal of variation across the five measures, with less than 5% of people trusting these businesses a great deal for each of the measures and at least half saying they did not have much or any trust for each of them.

The public were most likely to trust (a great deal or to some extent) these businesses to treat employees fairly (42%), to be open and honest in their dealings with customers (39%) and to act in a socially responsible way (39%). They were least likely to trust these businesses to be open and honest about how much tax they pay (24%).

Figure 31: Trust statements on large businesses, March 2019



Q190. Please now think about large financial and legal businesses, such as larger accountancy, law and banking firms. How much do you trust these types of businesses in the UK to …tell the truth / …be open and honest in their dealings with customers / …act in a socially responsible way / …be open and honest about how much tax they pay /…treat all their employees fairly

Base: All wave respondents – March 2019 (4,224)

Office for Product Safety and Standards

New questions were introduced this wave to understand public awareness and trust in the Office for Product Safety and Standards (OPSS). People were first presented with a list of organisations and public authorities and asked which, if any, they had heard of. In March 2019, 19% said they had heard of the OPSS. People were most likely to be aware of Citizens Advice (85%), Trading Standards (75%) and Ofcom (71%).

Figure 32: Whether heard of different types of consumer organisations or public authorities, March 2019

Q200. The screen shows a list of consumer organisations and public authorities that protect consumers or provide information or help if things go wrong. Which organisations have you heard of?

Base: All wave respondents – March 2019 (4,224)

Those in social grades AB (26%, compared with 12% in social grades DE) and home owners (22%, compared with 15% of private renters and 14% of social renters) were more likely to have heard of the OPSS.

Those that had heard of the OPSS were asked:

- In what ways they had seen or read about the OPSS
- Whether they trust the OPSS to protect consumers from unsafe products.

The public were most likely to have read about the OPSS in a newspaper or seen something on TV (33%) or seen an advert (20%). Some said they had read guidance published about the OPSS (14%), had heard about it through work (11%), or had visited the OPSS website (9%). Of those people who had heard of the OPSS, 14% said they had not seen or read anything about it.

In March 2019, more than eight in ten (84%) of those who had heard of the OPSS said they either trusted it a great deal (21%) or to some extent (63%). However, 6% said they did not have much trust in the OPSS and 2% said they had no trust at all.

Technical appendix

Technical notes

The wave 29 report provides selected headline findings and highlights statistically significant differences at the 95% level between wave 29 and previous waves.

Percentages included on charts in this report may not add up to 100% due to rounding, the exclusion of some categories (e.g. ‘Don’t know’ and ‘Refused’) and the option for more than one response to be selected at some questions.

This report is not an exhaustive overview of the findings. Please refer to the accompanying Excel summary tables, Excel dataset and PDF/Excel cross tabulation tables to see full responses to all survey questions.

The results shown here are based on 4,224 face-to-face in-home interviews conducted with a representative sample of UK adults aged 16+. Fieldwork was conducted between 13 March and 24 March 2019 on the Kantar UK Omnibus, which uses a random location quota sampling method.

Most of the questions included at wave 29 had been asked in previous waves. New questions were added on climate change, corporate trust and transparency, and the Office for Product Safety and Standards. These questions were jointly developed between BEIS and Kantar and refined through cognitive testing.

The representativeness of the data was controlled through sample design, fieldwork quotas and post-fieldwork weighting. Data were weighted for the following characteristics: sex, age, social grade, region and tenure. Results included here are based on weighted data.

More detailed information can be found in the technical note. This is available at:

https://www.gov.uk/government/collections/public-attitudes-tracking-survey

Fieldwork dates and sample sizes

Table 1: Fieldwork dates and sample sizes for each wave

Wave	Fieldwork dates	Sample sizes
Wave 1 (Mar 2012)	21 to 25 March 2012	2,121
Wave 2 (Jun 2012)	27 June to 1 July 2012	2,100
Wave 3 (Sep 2012)	26 to 30 September 2012	2,118
Wave 4 (Dec 2012)	12 December 2012 to 2 January 2013	2,107

Wave	Fieldwork dates	Sample sizes
Wave 5 (Mar 2013)	27 to 31 March 2013	2,051
Wave 6 (Jul 2013)	3 to 7 July 2013	2,124
Wave 7 (Sep 2013)	25 to 29 September 2013	2,103
Wave 8 (Dec 2013)	11 to 15 December 2013	2,110
Wave 9 (Mar 2014)	26 to 30 March 2014	2,040
Wave 10 (Jun 2014)	25 to 29 June 2014	2,087
Wave 11 (Sep 2014)	24 to 28 September 2014	2,103
Wave 12 (Dec 2014)	10 December 2014 to 8 January 2015	2,119
Wave 13 (Mar 2015)	18 to 29 March 2015	1,981
Wave 14 (Jun 2015)	24 to 28 June 2015	2,118
Wave 15 (Sep 2015)	23 to 27 September 2015	2,121
Wave 16 (Dec 2015)	9 to 13 December 2015	2,121
Wave 17 (Mar 2016)	23 to 27 March 2016	2,105
Wave 18 (Jun 2016)	29 June to 3 July 2016	2,114
Wave 19 (Sep 2016)	28 September to 2 October 2016	2,080
Wave 20 (Dec 2016)	14 to 18 December 2016	2,138
Wave 21 (Mar 2017)	29 March to 2 April 2017	2,180
Wave 22 (Jun 2017)	30 June to 4 July 2017	2,097
Wave 23 (Sep 2017)	27 September to 1 October 2017	2,105

Wave	Fieldwork dates	Sample sizes
Wave 24 (Dec 2017)	13 to 17 December 2017	2,078
Wave 25 (Mar 2018)	28 March to 6 April 2018	2,102
Wave 26 (Jul 2018)	11 to 17 July 2018	4,268
Wave 27 (Sep 2018)	19 to 30 September 2018	4,258
Wave 28 (Dec 2018)	5 to 16 December 2018	4,273
Wave 29 (Mar 2019)	13 to 24 March 2019	4,224

This publication available from www.gov.uk/government/statistics/beis-public-attitudes-tracker-wave-29

Contact us if you have any enquiries about this publication, including requests for alternative formats, at:

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