



Climate change

Perceptions of the problem and the progress being made in Britain and the US

*Research to support the
COP29 Outcomes Forum*

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1. Climate change: perceptions of the scale of the problem

THERE IS NO
PLANET B



52% of Britons say climate change is at least one of the most important problems the country is facing – compared with 39% who say the same in the US

Compared to all the other problems facing the UK/US, would you say that climate change is...

- The single most important problem
- One of the most important problems
- Important, but not the most urgent problem
- Not sure
- Not very important
- Not at all important

GB

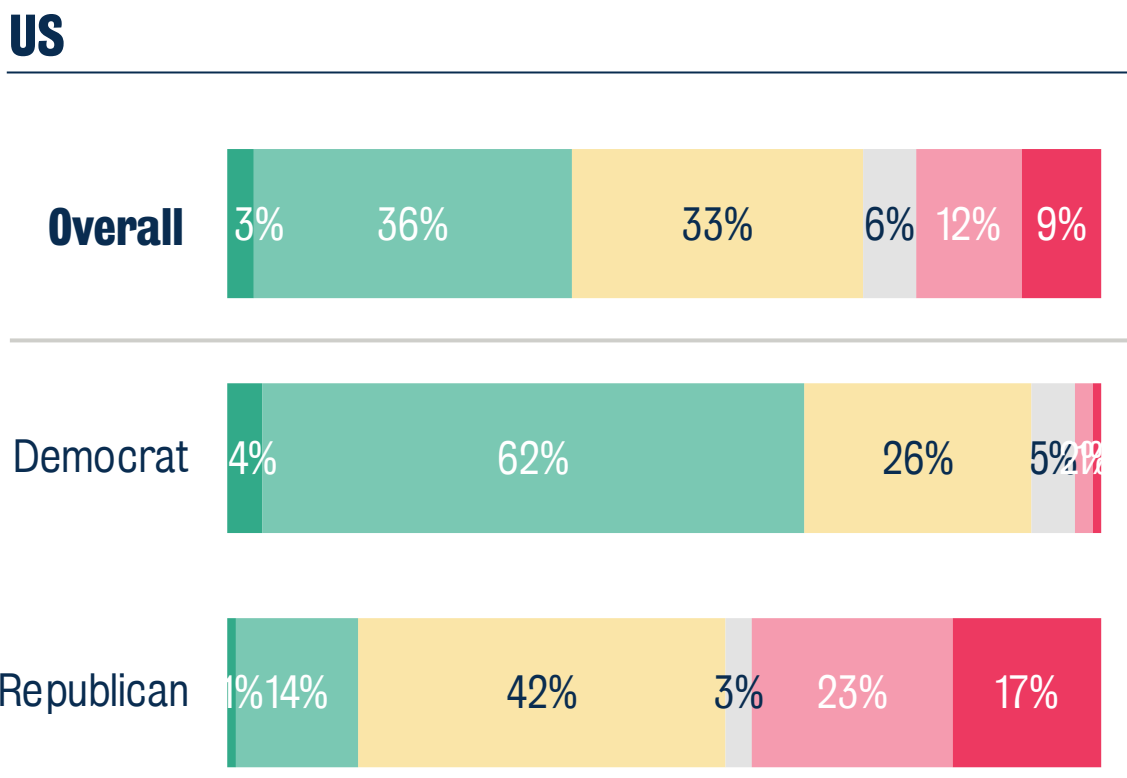
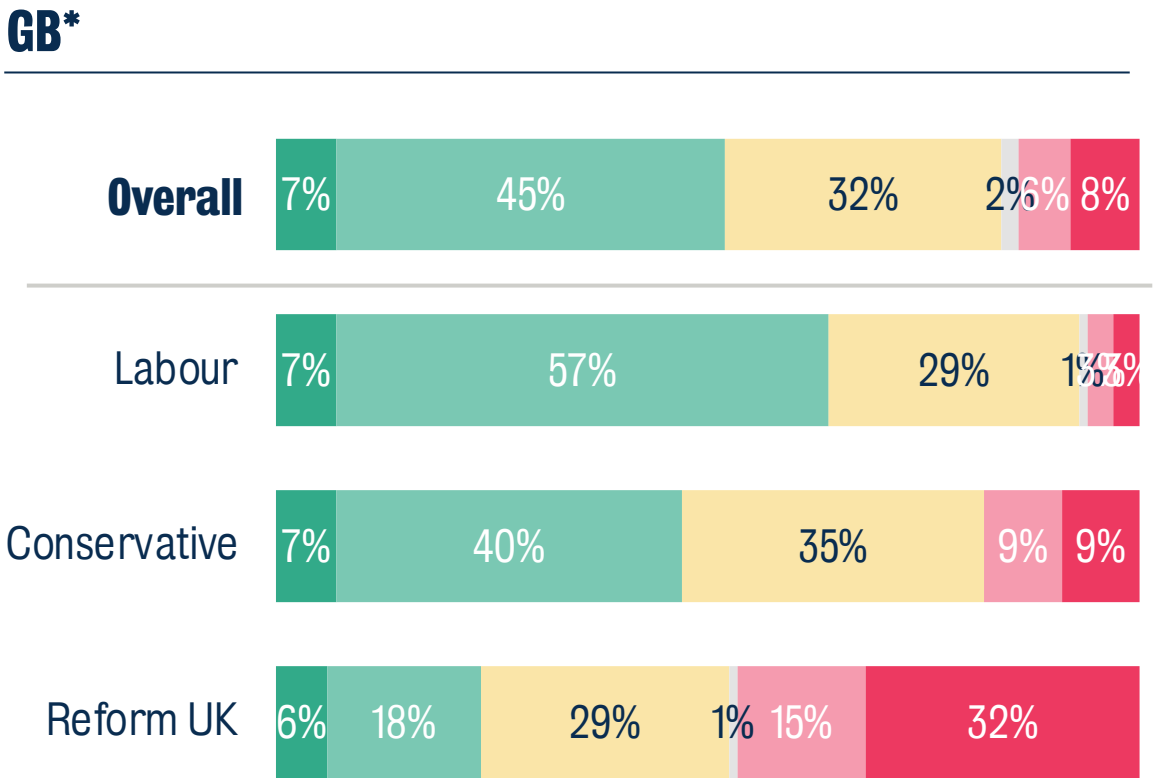
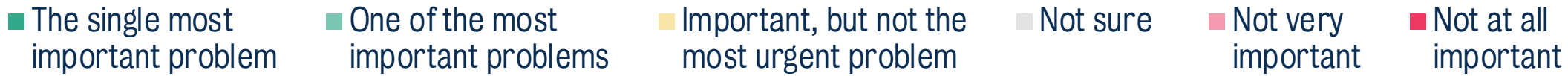


US



Labour and Conservative voters are much less divided than Democrats and Republicans on the importance of climate change, while Reform UK voters are least likely to see it as a problem in Britain

Compared to all the other problems facing the UK/US, would you say that climate change is...



*Other parties not included due to sample size

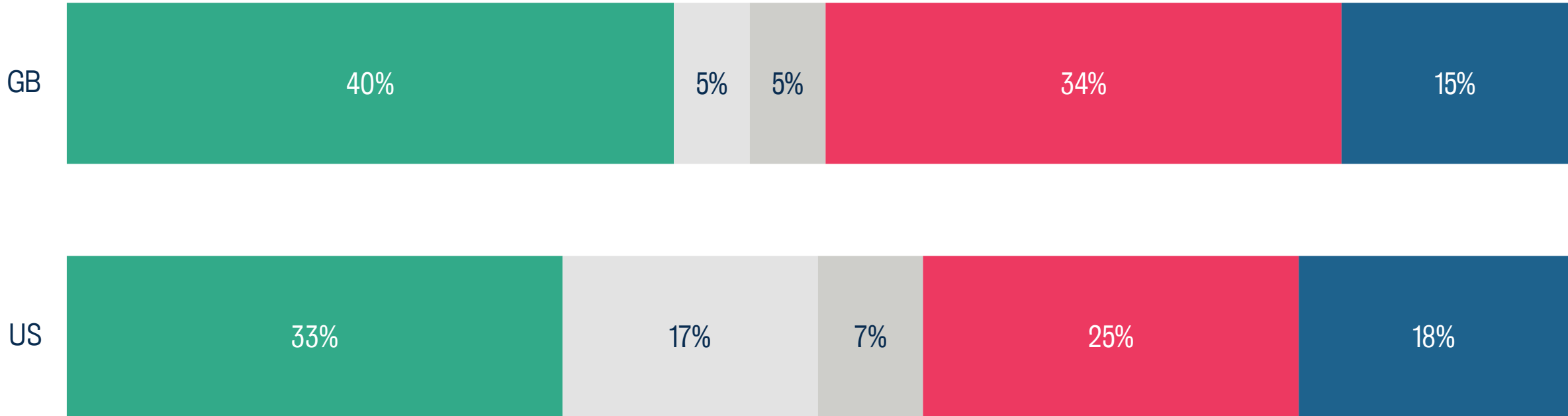
2. Optimism, pessimism and progress



In both Britain and the US, people are slightly more optimistic than pessimistic that we can stop the effects of climate change – but a notable minority in both nations feel the threat is exaggerated

Thinking about all the information you see on climate change, overall, which of the following, if any, is closest to how you feel from seeing this information?

- Hopeful that we can stop the effects of climate change
- Don't know
- None of these
- Pessimistic that we can stop the effects of climate change
- That the threat of climate change is exaggerated



There is a much bigger partisan divide between supporters of the two main parties in the US than in Britain, while Reform UK voters are by far the most climate-sceptical in Britain

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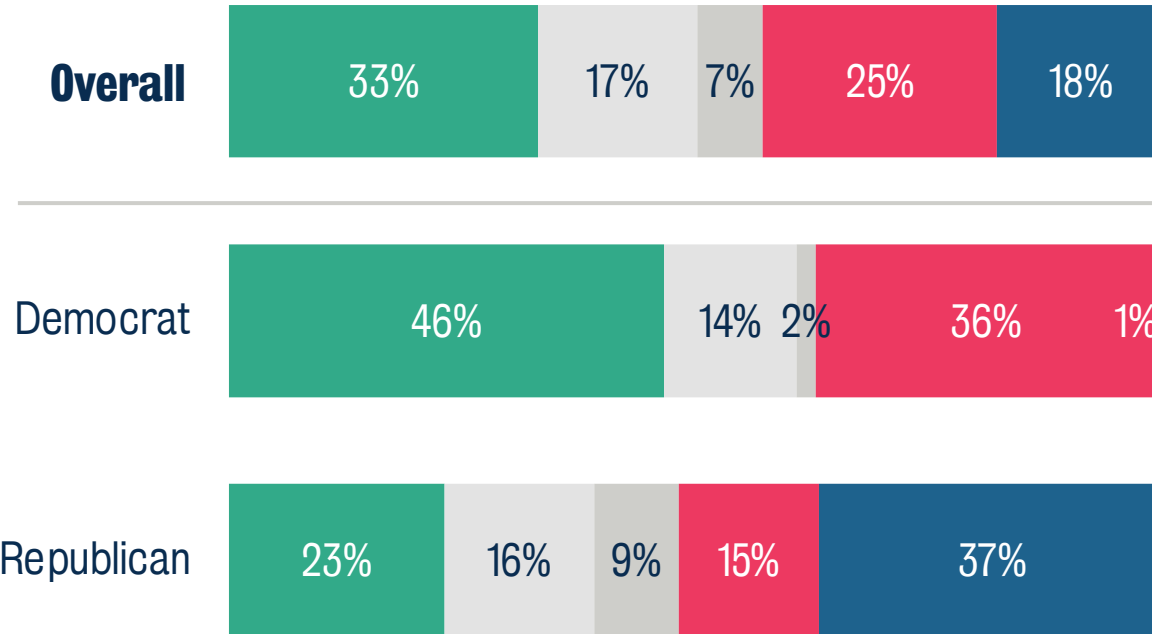
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US

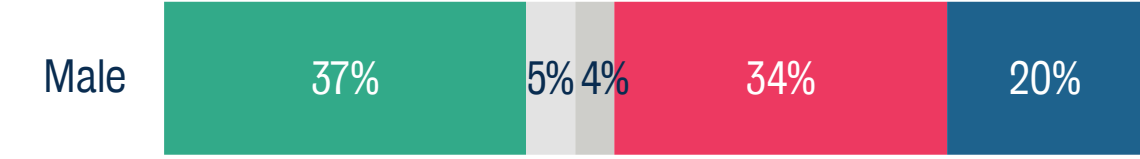
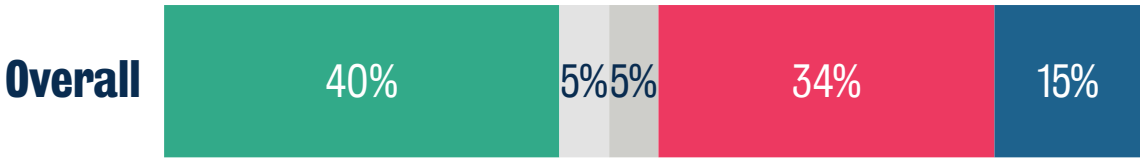


In both countries, men are around twice as likely as women to say the threat of climate change is exaggerated

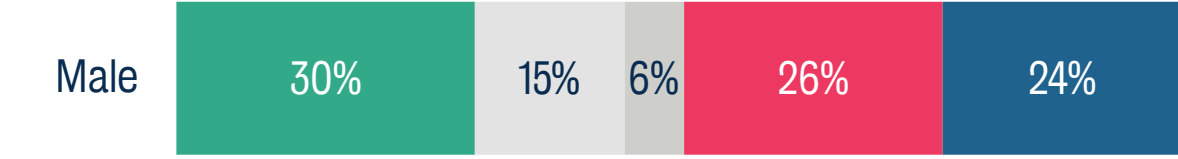
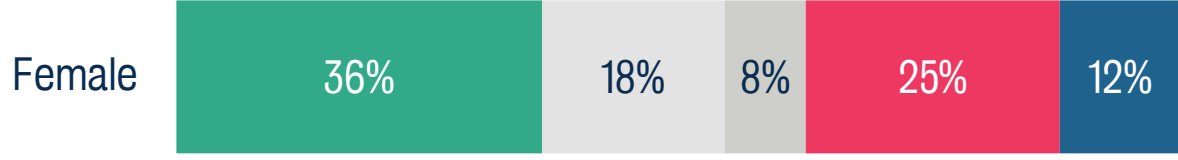
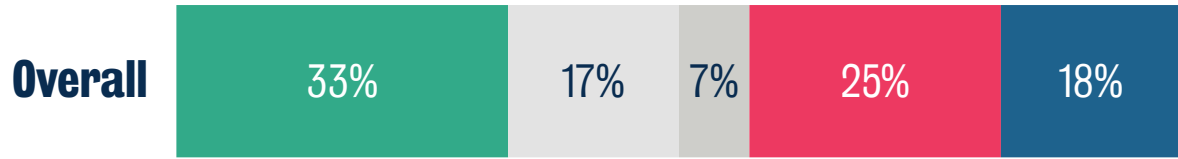
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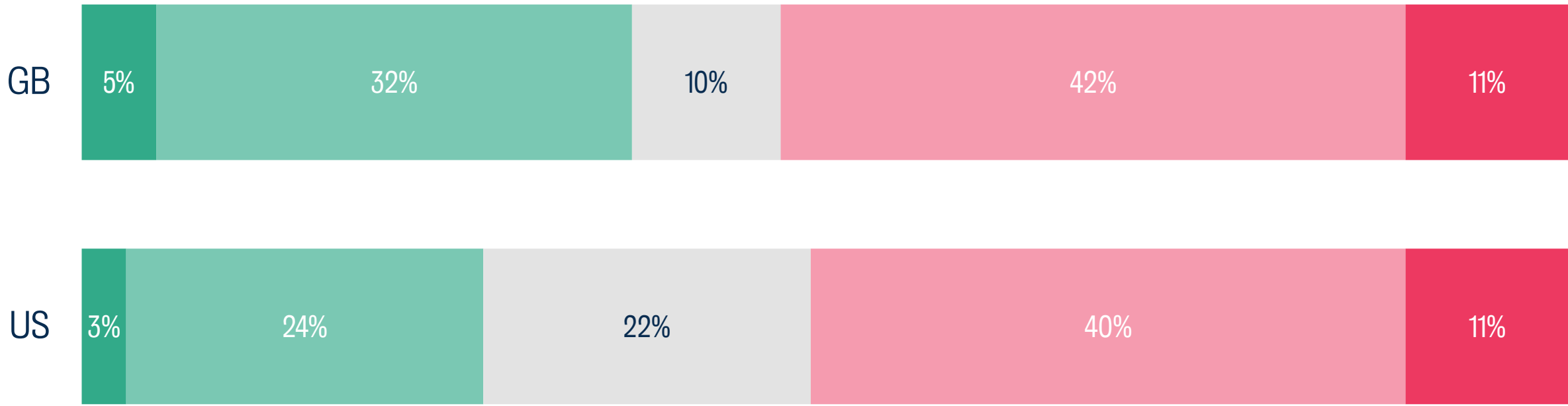
US



More people are negative than positive about the progress their nation is making in tackling climate change

Thinking about climate change, do you personally think that the UK/US is making...

- Very good progress on tackling climate change
- Fairly good progress on tackling climate change
- Don't know
- Not very much progress on tackling climate change
- No progress on tackling climate change

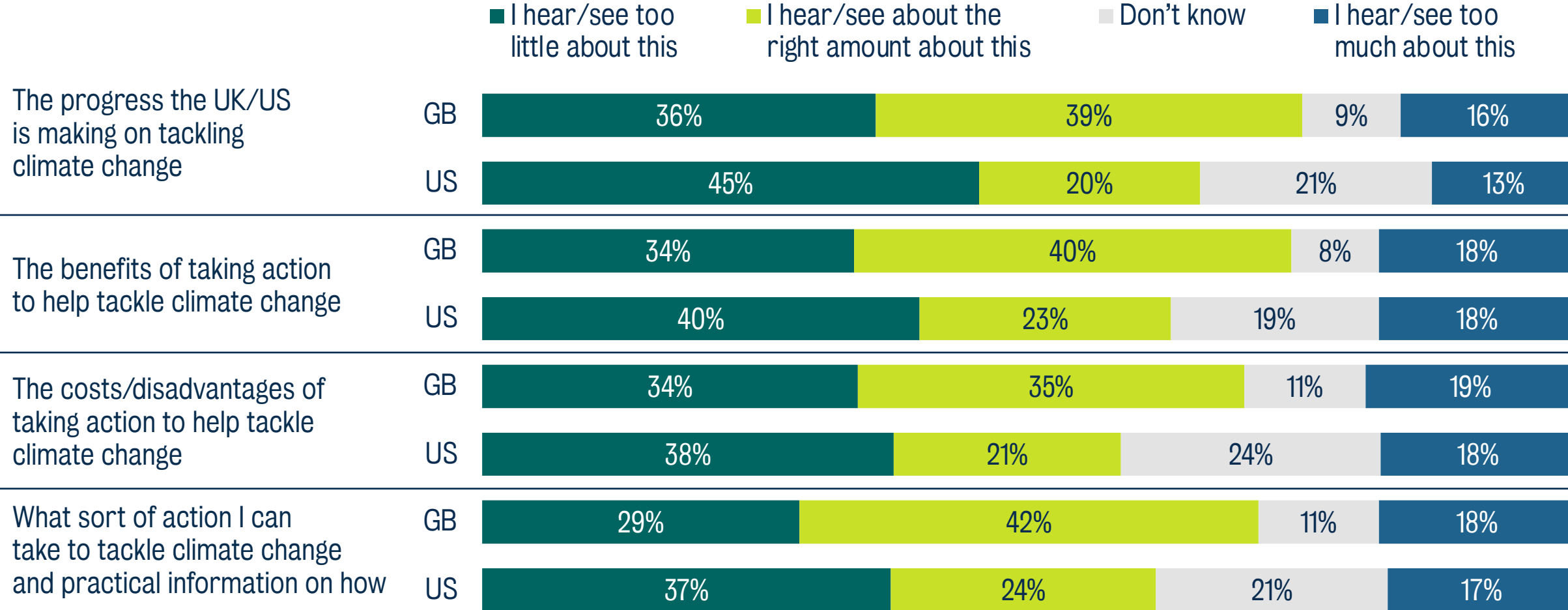


3. Information on tackling climate change



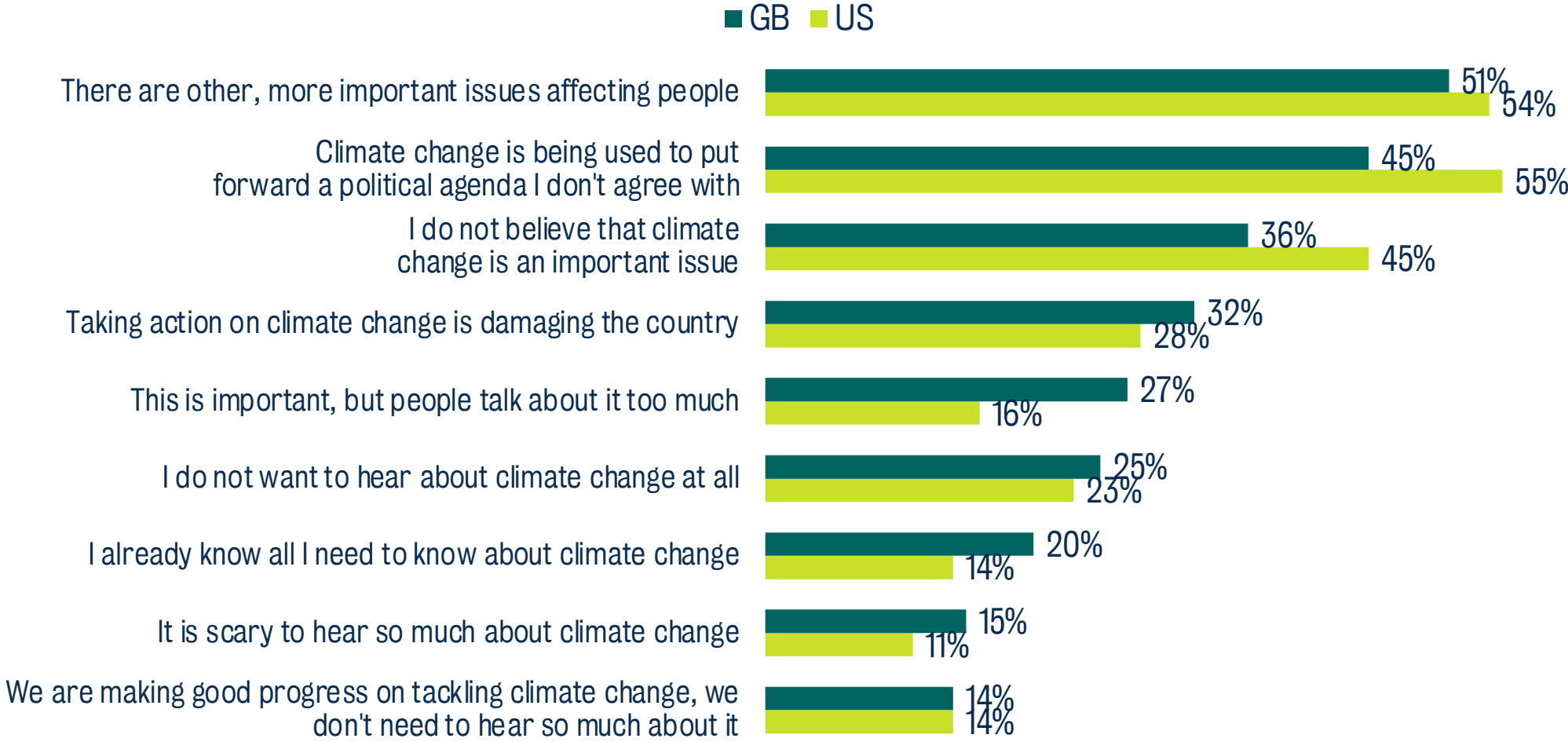
Britons are much more likely than Americans to feel sufficiently informed about actions that can be taken to tackle climate change

Thinking about all the information you hear and see on climate change (for example in the media, online, from businesses, or from national and local government), do you think you hear and see too much, too little, or about the right amount about each of the following?



Among those who say they receive too much information about their country's progress in tackling climate change, around half say it's because climate change is being used to advance a political agenda they don't agree with

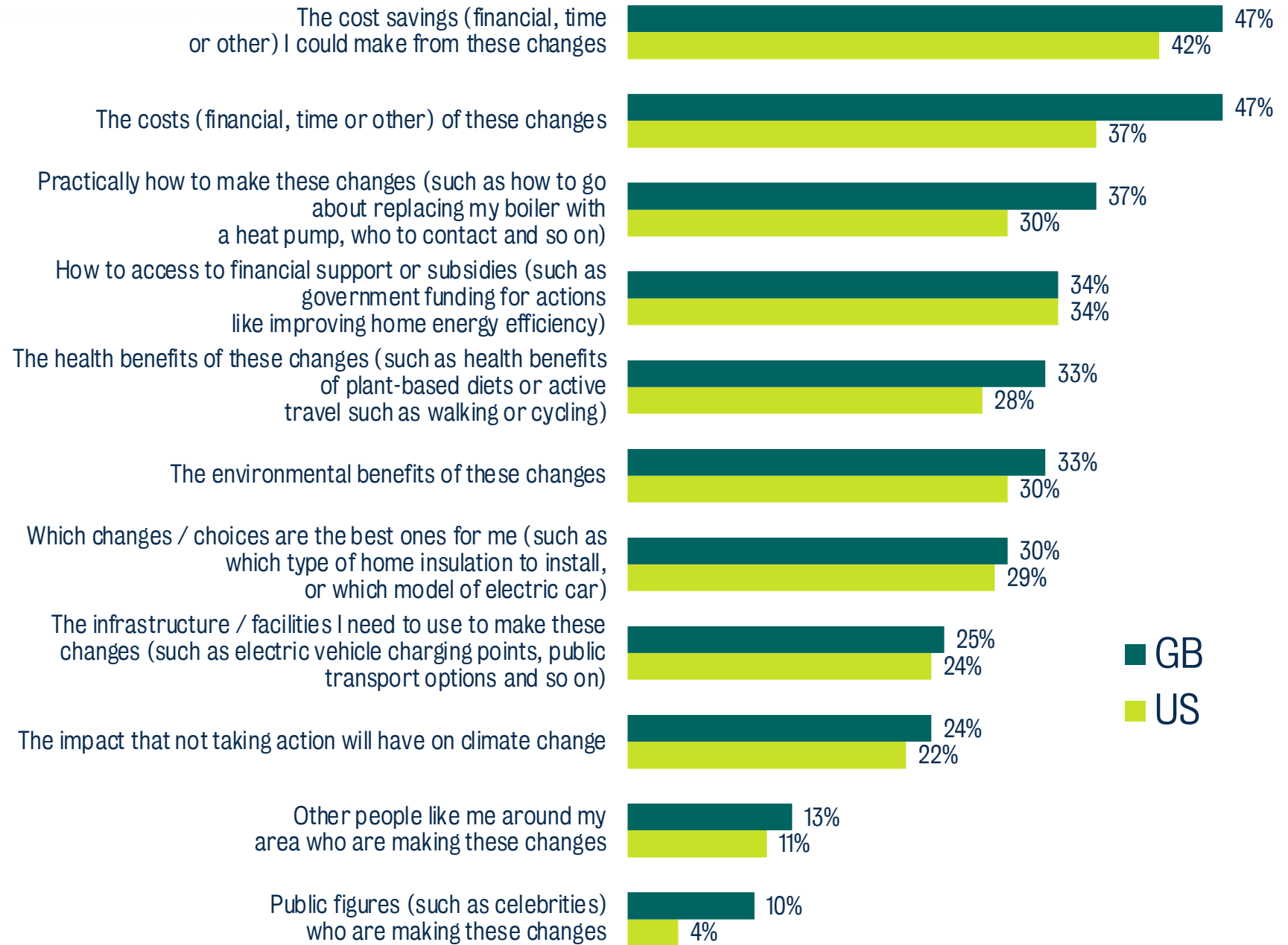
You said you receive too much information about the progress the UK/US is making on tackling climate change. Why do you say this? Please select all that apply.



When weighing up whether to make personal changes to help tackle climate change, information about potential costs and savings is what people are most interested in receiving

There are lots of different things that people may want to do to help tackle climate change (such as eating a plant-based diet, making energy efficiency improvements to their home, installing a heat pump to heat their home, buying an electric vehicle and so on).

Which, if any, of the following types of information would most help you or your household to make these types of changes? Information about.... Please select all that apply.



Survey details

Great Britain

Ipsos interviewed a representative sample of 1,072 GB adults aged 18-75. Interviews were conducted online from 15–17 November 2024. Data are weighted to match the profile of the population. All polls are subject to a wide range of potential sources of error.

United States

This Ipsos poll was conducted November 15-17, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,031 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population. KnowledgePanel members receive a per survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points, that can be redeemed for cash or prizes. A prenotification email for this study was sent prior to field. Panelists receive a unique login to the survey and are only able to complete it one time. No reminder emails were sent for this study.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.17. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, party identification, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from 2023 Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from the Pew NPORS 2024. The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic and 2+ Races/Non-Hispanic, Hispanic)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School graduate or equivalent, Some College, Bachelor, Master or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- Party ID (Republican, Lean Republican, Independent/Something else, Lean Democrat, Democrat)

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