Net Zero Policy Support Survey Questionnaire

Start of Block: Demographics

Demographics First, a few questions about yourself.

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Q1 What is your gender?

Male (1)

Female (2)

Other (if you wish, please specify) (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q2 What is your age (in years)

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Q3 What is your marital status?

Single (1)

Cohabiting/living together (2)

Engaged (3)

Married or civil partnership (4)

Separated (5)

Divorced (6)

Widowed (7)

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Q4 What is your ethnic background?

Asian or Asian British (1)

Black, African, Black British or Caribbean (2)

Mixed or multiple ethnic group (3)

White (4)

Another ethnic group (5)

Prefer not to say (6)

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Q5 What is your annual gross household income? Please note that your details will be kept completely confidential

Under £10,000 (1)

£10,000 to £19,999 (2)

£20,000 to £29,999 (3)

£30,000 to £39,999 (4)

£40,000 to £49,999 (5)

£50,000 to £59,999 (6)

£60,000 to £79,999 (7)

£80,000 to £99,999 (8)

£100,000 or more (9)

Prefer not to say (10)

Q6 What is the highest level of education you have achieved so far?

No formal qualifications (1)

High school or secondary school qualifications (2)

Undergraduate/college degree level (e.g. Bachelor’s degree) (3)

Graduate/Postgraduate degree level (e.g. Masters, PhD) (4)

Other (5)

Prefer not to say (6)

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Q7 Which area do you live in?

Scotland (1)

North East (2)

North West (3)

Yorkshire & Humberside (4)

West Midlands (5)

East Midlands (6)

Wales (7)

East of England (8)

London (9)

South West (10)

South East (11)

Northern Ireland (12)

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Q8 Now, thinking about the current 'cost of living crisis' (rising cost of home energy, petrol, food, and other goods).  
   
 To what extent is this affecting you at the moment?

1 - Not at all (1)

2 - Not very much (2)

3 - A little bit (3)

4 - A lot (4)

End of Block: Demographics

Start of Block: Climate change questions

Climate\_Change The next questions are about climate change.

Q9 How worried, if at all, are you about climate change?

Not al all worried (1)

Not very worried (2)

Fairly worried (3)

Very worried (4)

Extremely worried (5)

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Q10 Thinking about the causes of climate change, which, if any, of the following best describes your opinion?

Climate change is entirely caused by human activity (5)

Climate change is mainly caused by human activity (4)

Climate change is caused equally by human activity and natural processes (3)

Climate change is mainly caused by natural processes (2)

Climate change is entirely caused by natural processes (1)

There is no such thing as climate change (0)

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Q11 When, if at all, do you think the UK will start feeling the effects of climate change?

We are already feeling the effects of climate change (1)

In the next 10 years (2)

In the next 25 years (3)

In the next 50 years (4)

In the next 100 years (5)

Beyond the next 100 years (6)

Never (7)

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Q12 How serious of a threat, if at all, is climate change to: **You and your family?**

Not at al serious (1)

Not very serious (2)

Fairly serious (3)

Very serious (4)

Extremely serious (5)

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Q13 How serious of a threat, if at all, is climate change to: **The UK?**

Not at al serious (1)

Not very serious (2)

Fairly serious (3)

Very serious (4)

Extremely serious (5)

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Q14 Overall, how positive or negative do you think the effects of climate change will beon the UK

Entirely negative (5)

More negative than positive (4)

Neither positive nor negative (3)

More positive than negative (2)

Entirely positive (1)

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Q15 Which of these best describes your views about the way in which climate change needs to be addressed?

Addressing climate change requires little or no urgency (1)

Addressing climate change requires a low level of urgency (2)

Addressing climate change requires a moderate level of urgency (3)

Addressing climate change requires a high level of urgency (4)

Addressing climate change requires an extremely high level of urgency (5)

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Q16 To the best of your knowledge, **what percentage of the people in the UK** do you think are **very or extremely worried about climate change**?  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| What percentage (%) of people in the UK do you think are very or extremely worried about climate change? () |  |

End of Block: Climate change questions

Start of Block: Political/background questions

Political Thank you, next are a few more questions about yourself

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Q17 Which of the following statements do you agree with more? Please use the sliding scale to indicate your agreement towards one of the statements.  1 means you agree completely with the first statement, and 4 means you agree completely with the second statement

1 - The economy should be given priority, even if that means taking some actions that are bad for climate change (1)

2 (2)

3 (3)

4 - Climate change should be given priority, even if that means taking some actions that are bad for the economy (4)

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Q18 In politics, people sometimes talk of **‘left’** and **‘right’**. Using a scale from 0 to 10, where 0 means left and 10 means right, where would you place yourself on this scale?

0 - Left (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - Right (10)

Q19 **How would you vote** if there were a **General Election** tomorrow?

Conservative (1)

Labour (2)

Liberal Democrats (3)

Scottish National Party/Plaid Cymru (4)

Green Party (5)

Democratic/UKIP/Referendum Party (6)

Other (7)

I would not vote (8)

Undecided/Don't know (9)

Q20 Generally speaking, would you say that **most people can be trusted**, or that **you can’t be too careful** in dealing with people? Please use a 0-10 scale where 0 is ‘you can’t be too careful’ and 10 is ‘most people can be trusted’

0 - You can't be too careful (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - Most people can be trusted (10)

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Q21 Generally speaking, would you say that you **trust or distrust the UK government**? Please use a 0-10 scale where 0 is ‘completely distrust’ and 10 is ‘completely trust’.

0 - Completely distrust (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - completely trust (10)

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End of Block: Political/background questions

Start of Block: Policy introduction

Policy\_introduction The next questions are about different **climate change policies** that may be used to **reach Net Zero** by 2050.   
   
 Remember that **there are no right or wrong answers**: w**e are simply interested in your views** on these policies.  
   
 In total, you will be shown **SIX**different policies.

End of Block: Policy introduction

Start of Block: Traffic & transport (tax)

Travel\_tax The government may want to reduce carbon emissions from traffic and transport, by **increasing taxes on fuel** (also known as fuel duty).  
   
 This would mean an increase in the cost of running petrol and diesel cars; but would not make it more expensive to run an electric vehicle.

Travel\_tax\_1 To what extent do you **support or oppose** the policy of **increasing taxes on fuel?**

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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| Page Break |  |

Travel\_tax\_2 How **effective**, if at all, do you think the policy of**increasing taxes on fuel** is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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| Page Break |  |

Travel\_tax\_3 How confident, if at all, are you that the policy of **increasing taxes on fuel** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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| Page Break |  |

Travel\_tax\_4 How confident, if at all, are you that the policy of **increasing taxes on fuel** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Traffic & transport (tax)

Start of Block: Traffic & transport (tax) - pluralistic ignorance (support)

Travel\_tax\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT**the policy of **increasing taxes on fuel?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Traffic & transport (tax) - pluralistic ignorance (support)

Start of Block: Traffic & transport (subsidy)

Travel\_subsidy The government may want to reduce carbon emissions from traffic and transport, by **subsidising the purchase of electric vehicles**  
   
 This would mean that it is less expensive to buy an electric vehicle; but would not lower the cost of buying a petrol or diesel car.

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Travel\_subsidy\_1 To what extent do you **support or oppose** the policy of **subsidising electric vehicles**?

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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Travel\_subsidy\_2 How **effective**, if at all, do you think the policy of**subsidising electric vehicles**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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Travel\_subsidy\_3 How confident, if at all, are you that the policy of **subsidising electric vehicles** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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Travel\_subsidy\_4 How confident, if at all, are you that the policy of **subsidising electric vehicles**will not be **biased againt** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Traffic & transport (subsidy)

Start of Block: Traffic & transport (subsidy) - pluralistic ignorance (support)

Travel\_subsidy\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT** the policy of **subsidising electric vehicles?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Traffic & transport (subsidy) - pluralistic ignorance (support)

Start of Block: Traffic & transport (restriction)

Travel\_restrict The government may want to reduce carbon emissions from traffic and transport, by **phasing out the sale of new petrol and diesel cars**.  
   
This would mean that when households come to replace their car, they would need to buy an electric vehicle.

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Travel\_restrict\_1 To what extent do you **support or oppose** the policy of **phasing out the sale of new petrol and diesel cars**?

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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Travel\_restrict\_2 How **effective**, if at all, do you think the policy of**phasing out the sale of new petrol and diesel cars**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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Travel\_restrict\_3 How confident, if at all, are you that the policy of **phasing out the sale of new petrol and diesel cars** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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Travel\_restrict\_4 How confident, if at all, are you that the policy of**phasing out the sale of new petrol and diesel cars** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Traffic & transport (restriction)

Start of Block: Traffic & transport (restriction) - pluralistic ignorance (support)

Travel\_restrict\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT**the policy of **phasing out the sale of new petrol and diesel cars?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Traffic & transport (restriction) - pluralistic ignorance (support)

Start of Block: Traffic & transport (provision)

Travel\_provide The government may want to reduce carbon emissions from traffic and transport, by **stipulating that councils need to provide more electric vehicle charging points**.  
   
This would mean that when households come to replace their car, it would be more attractive to buy an electric vehicle (but would not remove the option to buy new petrol and diesel cars).

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Travel\_provide\_1 To what extent do you **support or oppose** the policy of **councils needing to provide more electric vehicle charging points**?

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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Travel\_provide\_2 How **effective**, if at all, do you think the policy of **councils needing to provide more electric vehicle charging points**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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Travel\_provide\_3 How confident, if at all, are you thatthe policy of **councils needing to provide more electric vehicle charging points**will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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Travel\_provide\_4 How confident, if at all, are you thatthe policy of **councils needing to provide more electric vehicle charging points** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Traffic & transport (provision)

Start of Block: Traffic & transport (provision) - pluralistic ignorance (support)

Travel\_provide\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT** the policy of **councils needing to provide more electric vehicle charging points?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Traffic & transport (provision) - pluralistic ignorance (support)

Start of Block: Energy (tax)

Energy\_tax The government may want to reduce carbon emissions from household energy use, by **increasing taxes on gas and electricity that has been generated by fossil fuels** (also known as a carbon tax).  
   
 This would mean an increase in the cost of gas and electricity bills from fossil fuels; but would not make it more expensive to be on a green tariff.

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Energy\_tax\_1 To what extent do you **support or oppose** the policy of **increasing taxes on gas and electricity that has been generated by fossil fuels**?

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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Energy\_tax\_2 How **effective**, if at all, do you think the policy of**increasing taxes on gas and electricity that has been generated by fossil fuels**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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Energy\_tax\_3 How confident, if at all, are you that the policy of **increasing taxes on gas and electricity that has been generated by fossil fuels** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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Energy\_tax\_4 How confident, if at all, are you that the policy of **increasing taxes on gas and electricity that has been generated by fossil fuels** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Energy (tax)

Start of Block: Energy (tax) - pluralistic ignorance (support)

Energy\_tax\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT** the policy of **increasing taxes on gas and electricity that has been generated by fossil fuels?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Energy (tax) - pluralistic ignorance (support)

Start of Block: Energy (subsidy)

Energy\_subsidy The government may want to reduce carbon emissions from household energy use, by **subsiding low carbon heating systems**.  
   
This would mean that it is less expensive to buy a heat pump or hydrogen boiler; but would not lower the cost of a gas or oil boiler.

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Energy\_subsidy\_1 To what extent do you **support or oppose** the policy of **subsiding low carbon heating systems?**

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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Energy\_subsidy\_2 How **effective**, if at all, do you think the policy of **subsiding low carbon heating systems** is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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Energy\_subsidy\_3 How confident, if at all, are you that the policy of **subsiding low carbon heating systems** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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Energy\_subsidy\_4 How confident, if at all, are you that the policy of **subsiding low carbon heating systems** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Energy (subsidy)

Start of Block: Energy (subsidy) - pluralistic ignorance (support)

Energy\_subsidy\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT** the policy of **subsiding low carbon heating systems?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Energy (subsidy) - pluralistic ignorance (support)

Start of Block: Energy (restriction)

Energy\_restrict The government may want to reduce carbon emissions from household energy use, by **phasing out the sale of new gas and oil boilers**.  
   
 This would mean that when homeowners come to replace their boilers, they would need to buy a renewable heating system, such as a heat pump or hydrogen boiler.

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| Page Break |  |

Energy\_restrict\_1 To what extent do you **support or oppose** the policy of **phasing out the sale of new gas and oil boilers?**

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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| Page Break |  |

Energy\_restrict\_2 How **effective**, if at all, do you thinkthe policy of **phasing out the sale of new gas and oil boilers**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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| Page Break |  |

Energy\_restrict\_3 How confident, if at all, are you that the policy of **phasing out the sale of new gas and oil boilers** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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| Page Break |  |

Energy\_restrict\_4 How confident, if at all, are you that the policy of **phasing out the sale of new gas and oil boilers**will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Energy (restriction)

Start of Block: Energy (restriction) - pluralistic ignorance (support)

Energy\_restrict\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT** the policy of **phasing out the sale of new gas and oil boilers?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Energy (restriction) - pluralistic ignorance (support)

Start of Block: Energy (provision)

Energy\_provide The government may want to reduce carbon emissions from household energy use, by **stipulating that developers need to provide low carbon heating systems in new built homes**.  
   
 This would mean that all new houses would already have a heat pump or hydrogen boiler installed (but would not remove the option to buy a new gas or oil boiler).

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| Page Break |  |

Energy\_provide\_1 To what extent do you **support or oppose** the policy of**developers needing to provide low carbon heating systems in new built homes**?

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

|  |  |
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| Page Break |  |

Energy\_provide\_2 How **effective**, if at all, do you think the policy of**developers needing to provide low carbon heating systems in new built homes**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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| Page Break |  |

Energy\_provide\_3 How confident, if at all, are you thatthe policy of**developers needing to provide low carbon heating systems in new built homes** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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| Page Break |  |

Energy\_provide\_4 How confident, if at all, are you thatthe policy of **developers needing to provide low carbon heating systems in new built homes**will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Energy (provision)

Start of Block: Energy (provision) - pluralistic ignorance (support)

Energy\_provide\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT**the policy of **developers needing to provide low carbon heating systems in new built homes?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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End of Block: Energy (provision) - pluralistic ignorance (support)

Start of Block: Diet (tax)

Diet\_tax The government may want to reduce carbon emissions from food, by **increasing taxes on foods that have high environmental impacts**.  
   
 This would mean an increase in the cost of meat and dairy products; but would not make it more expensive to buy meat-free and plant-based options.

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| Page Break |  |

Diet\_tax\_1 To what extent do you **support or oppose** the policy of**increasing taxes on foods that have high environmental impacts?**

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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| Page Break |  |

Diet\_tax\_2 How **effective**, if at all, do you think the policy of **increasing taxes on foods that have high environmental impacts**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effe tive (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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| Page Break |  |

Diet\_tax\_3 How confident, if at all, are you thatthe policy of **increasing taxes on foods that have high negative environmental impacts**will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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| Page Break |  |

Diet\_tax\_4 How confident, if at all, are you that the policy of **increasing taxes on foods that have high environmental impacts** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Diet (tax)

Start of Block: Diet (tax) - pluralistic ignorance (support)

Diet\_tax\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT**the policy of i**ncreasing taxes on foods that have high environmental impacts?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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End of Block: Diet (tax) - pluralistic ignorance (support)

Start of Block: Diet (subsidy)

Diet\_subsidy The government may want to reduce carbon emissions from food, by **subsidising foods that have low environmental impacts**.  
   
 This would mean that it is less expensive to buy meat-free and plant-based options; but would not lower the cost of meat and dairy products.

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| Page Break |  |

Diet\_subsidy\_1 To what extent do you **support or oppose** the policy of **subsidising foods that have low environmental impacts?**

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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| Page Break |  |

Diet\_subsidy\_2 How **effective**, if at all, do you thinkthe policy of **subsidising foods that have low environmental impacts**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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| Page Break |  |

Diet\_subsidy\_3 How confident, if at all, are you thatthe policy of **subsidising foods that have low environmental impacts** will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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| Page Break |  |

Diet\_subsidy\_4 How confident, if at all, are you that **the policy of subsidising foods that have low environmental impacts** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Diet (subsidy)

Start of Block: Diet (subsidy) - pluralistic ignorance (support)

Diet\_subsidy\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT**the policy of **subsidising foods that have low environmental impacts?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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End of Block: Diet (subsidy) - pluralistic ignorance (support)

Start of Block: Diet (restriction)

Diet\_restrict The government may want to reduce carbon emissions from food, by **phasing out the sale of meat and dairy products in public sector catering**.  
   
 This would mean that meals served in hospital cafés, school canteens, council offices, and other public sector venues would only have meat-free and plant-based options.

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| Page Break |  |

Diet\_restrict\_1 To what extent do you **support or oppose** the policy of **phasing out the sale of meat and dairy products in public sector catering?**

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

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| Page Break |  |

Diet\_restrict\_2 How **effective**, if at all, do you thinkthe policy of**phasing out the sale of meat and dairy products in public sector catering** is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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| Page Break |  |

Diet\_restrict\_3 How confident, if at all, are you thatthe policy of **phasing out the sale of meat and dairy products in public sector catering**will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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| Page Break |  |

Diet\_restrict\_4 How confident, if at all, are you thatthe policy of **phasing out the sale of meat and dairy products in public sector catering** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Diet (restriction)

Start of Block: Diet (restriction) - pluralistic ignorance (support)

Diet\_restrict\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT**the policy of **phasing out the sale of meat and dairy products in public sector catering?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Diet (restriction) - pluralistic ignorance (support)

Start of Block: Diet (provision)

Diet\_provide The government may want to reduce carbon emissions from food, by **stipulating that public sector catering needs to provide more vegetarian and vegan options.**  
   
This would mean that meals served in hospital cafés, school canteens, council offices, and other public sector venues would have more meat-free and plant-based options (but would not remove the option to buy meat and dairy products).

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| Page Break |  |

Diet\_provide\_1 To what extent do you **support or oppose** the policy of **public sector catering needing to provide more vegetarian and vegan options?**

Strongly oppose (1)

Somewhat oppose (2)

Neither support nor oppose (3)

Somewhat support (4)

Strongly support (5)

|  |  |
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| Page Break |  |

Diet\_provide\_2 How **effective**, if at all, do you thinkthe policy of **public sector catering needing to provide more vegetarian and vegan options**is in reducing carbon emissions to address climate change?

Not at all effective (1)

Not very effective (2)

Fairly effective (3)

Very effective (4)

Extremely effective (5)

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| Page Break |  |

Diet\_provide\_3 How confident, if at all, are you thatthe policy of **public sector catering needing to provide more vegetarian and vegan options**will give a **fair outcome** to everyone affected?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

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| Page Break |  |

Diet\_provide\_4 How confident, if at all, are you that the policy of **public sector catering needing to provide more vegetarian and vegan options** will not be **biased against** any particular group?

Not at all confident (1)

Not very confident (2)

Fairly confident (3)

Very confident (4)

Extremely confident (5)

End of Block: Diet (provision)

Start of Block: Diet (provision) - pluralistic ignorance (support)

Diet\_provide\_5a To the best of your knowledge, **what percentage (%) of people in the UK** do you think **SUPPORT**the policy of **public sector catering needing to provide more vegetarian and vegan options?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Diet (provision) - pluralistic ignorance (support)

Start of Block: Traffic & transport (tax) - pluralistic ignorance (oppose)

Travel\_tax\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **increasing taxes on fuel?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Traffic & transport (tax) - pluralistic ignorance (oppose)

Start of Block: Traffic & transport (subsidy) - pluralistic ignorance (oppose)

Travel\_subsidy\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **subsidising electric vehicles?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Traffic & transport (subsidy) - pluralistic ignorance (oppose)

Start of Block: Traffic & transport (restriction) - pluralistic ignorance (oppose)

Travel\_restrict\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **phasing out the sale of new petrol and diesel cars?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Traffic & transport (restriction) - pluralistic ignorance (oppose)

Start of Block: Traffic & transport (provision) - pluralistic ignorance (oppose)

Travel\_provide\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **councils needing to provide more electric vehicle charging points?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Traffic & transport (provision) - pluralistic ignorance (oppose)

Start of Block: Energy (tax) - pluralistic ignorance (oppose)

Energy\_tax\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE** the policy of**increasing taxes on gas and electricity that has been generated by fossil fuels?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Energy (tax) - pluralistic ignorance (oppose)

Start of Block: Energy (subsidy) - pluralistic ignorance (oppose)

Energy\_subsidy\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **subsiding low carbon heating systems?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Energy (subsidy) - pluralistic ignorance (oppose)

Start of Block: Energy (restriction) - pluralistic ignorance (oppose)

Energy\_restrict\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **phasing out the sale of new gas and oil boilers?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Energy (restriction) - pluralistic ignorance (oppose)

Start of Block: Energy (provision) - pluralistic ignorance (oppose)

Energy\_provide\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **developers needing to provide low carbon heating systems in new built homes?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Energy (provision) - pluralistic ignorance (oppose)

Start of Block: Diet (tax) - pluralistic ignorance (oppose)

Diet\_tax\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **increasing taxes on foods that have high environmental impacts?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Diet (tax) - pluralistic ignorance (oppose)

Start of Block: Diet (subsidy) - pluralistic ignorance (oppose)

Diet\_subsidy\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of **subsidising foods that have low environmental impacts?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Diet (subsidy) - pluralistic ignorance (oppose)

Start of Block: Diet (restriction) - pluralistic ignorance (oppose)

Diet\_restrict\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE** the policy of**phasing out the sale of meat and dairy products in public sector catering?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| 14 () |  |

End of Block: Diet (restriction) - pluralistic ignorance (oppose)

Start of Block: Diet (provision) - pluralistic ignorance (oppose)

Diet\_provide\_5b To the best of your knowledge, **what percentage (%) of people in the UK** do you think **OPPOSE**the policy of**public sector catering needing to provide more vegetarian and vegan options?**  
   
 Please use the slide indicate your answer. You can move it from 0 (no one) to 100 (everyone)

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|  | 0-10% | 10-20% | 20-30% | 30-40% | 40-50% | 50-60% | 60-70% | 70-80% | 80-90% | 90-100% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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End of Block: Diet (provision) - pluralistic ignorance (oppose)

Start of Block: Responsibility questions

Responsibility The final questions are about who you *think* are **responsible** for dealing with climate change.  
   
 Remember that there are **no right or wrong answers**: we are simply **interested in your views.**

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Q30 To what extent do you feel a **personal responsibility** to try to prevent climate change from worsening? Please use a 0-10 scale, where 0 is 'not at all' and 10 is 'a great deal'

0 - Not at all (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - A great deal (10)

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Q31 To what extent do you feel that your own **personal actions** can help prevent climate change from worsening? Please use a 0-10 scale, where 0 is 'not at all' and 10 is 'a great deal'

0 - Not at all (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - A great deal (10)

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Q32 To what extent do you feel it is the **UK government’s responsibility** to try to prevent climate change from worsening? Please use a 0-10 scale, where 0 is 'not at all' and 10 is 'a great deal'

0 - Not at all (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - A great deal (10)

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Q33 To what extent do you **trust the UK government** to take effective action to prevent climate change from worsening? Please use a 0-10 scale, where 0 is 'not at all' and 10 is 'a great deal'

0 - Not at all (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - A great deal (10)

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Q34 To what extent do you feel it is the **responsibility of business and industry** to try to prevent climate change from worsening? Please use a 0-10 scale, where 0 is 'not at all' and 10 is 'a great deal'

0 - Not at all (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - A great deal (10)

|  |  |
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Q35 To what extent do you **trust business and industry** to take effective action to prevent climate change from worsening? Please use a 0-10 scale, where 0 is 'not at all' and 10 is 'a great deal'

0 - Not at all (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 - A great deal (10)

|  |  |
| --- | --- |
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