**Questionnaire: Climate Change Survey**

|  |  |
| --- | --- |
| **Client name:** | Cardiff University |
| **Project name:** | Climate Change Survey |
| **Job number:** | 7370 |
| **Methodology:** | Online |
| **Version** | Draft 4 - 2021 |

**Notes on this document**

* Instructions in CAPS are for computer programming
* Instructions in *italics* are for telephone interviewers
* **Bold** or underlined words are for emphasis within a question
* Different question types have different numbers:
  + Screener questions are labelled S01, S02, S03 etc.
  + Main survey questions are labelled Q01, Q02, Q03 etc.
  + Further demographic / classification questions are labelled C01, C02, C03 etc.
  + Number codes are included on each question for data processing purposes

**TOTAL RESPONSES:**

**SEE ‘7370\_CDU\_PANEL QUOTAS’ FOR MORE DETAILS**

|  |  |  |
| --- | --- | --- |
| **AUDIENCE (aged 18+)** | **QUOTA LIMIT** | **TAKEN FROM WHERE?** |
| UK | 1,000 | Panel provider |
| China | 1,000 | Panel provider |
| Sweden | 1,000 | Panel provider |
| Brazil | 1,000 | Panel provider |

**SCREENING QUESTIONS**

**INFO1.** We would first like to ask a few questions about you. This is to make sure that we are speaking to a good cross-section of people.

**Base: All respondents**

Which gender do you most identify with?

Please select one option

SINGLE RESPONSE - CHECK QUOTA

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Male |
| 2 | Female |
| 3 | I prefer to describe my gender in another way |
| 86 | Prefer not to say |
| 98 | Question skipped |
| 99 | Missing |

**Base: All respondents**

What is your age?

Please type your age into the box below

NUMERIC RANGE BOX (1-99) - CHECK QUOTA

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
|  |  | OPEN NUMBER BOX | Screen out if under 18 |
| 997 | Prefer not to say |  |  |
| 998 | Question skipped |  |  |
| 999 | Missing |  |  |

**Base. All respondents** (UK SURVEY ONLY)

Please think about the chief income earner in your household. This is the person in your household who has the largest income – it may be you or someone else.

Please tell us which of the descriptions below best describes the chief income earner's occupation? These occupations also apply to self-employed people.

*Please select one option only*

SINGLE RESPONSE – CHECK QUOTA

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Professional at very high management level  (e.g. Director of large company, senior manager in business or commerce, GP with own practice) | A |
| 2 | Intermediate-level manager  (e.g. Middle manager in large organisation, Director of small organisation) | B |
| 3 | Non-manager in specified occupation  (e.g. Non-manager working as doctor, solicitor, accountant etc.) | B |
| 4 | Supervisory or clerical/ junior managerial/ professional/ administrative  (e.g. junior manager, owner of small establishment, teacher, office worker) | C1 |
| 5 | Skilled manual worker or craftsman who has served an apprenticeship, foreman, manual worker with special qualifications  (e.g. HGV driver, ambulance driver, qualified hairdresser) | C2 |
| 6 | Semi-skilled or unskilled manual worker; apprentice or trainee learning a skilled occupation  (e.g. supermarket cashier, postman, cleaner, child minder, building labourer) | D |
| 7 | Student | E |
| 8 | Housewife/househusband/stay at home parent/full-time carer of other household member | E |
| 9 | Unemployed for **more than six months** or employed as a casual worker  [Note: if unemployed for **less than six months**, please choose the option that best fits their previous occupation] | E |
| 10 | Retired and **living on state pension only**  [Note: if retired but receiving a **private or occupational pension**, please choose the option that best fits their previous occupation] | E |
| 11 | Not working due to long term sickness or disability | E |
| 98 | Question skipped |
| 99 | Missing |

**Base. All respondents** (BRAZIL SURVEY ONLY)

Please think about the chief income earner in your household. This is the person in your household who has the largest income – it may be you or someone else.

Please tell us which of the descriptions below best describes the chief income earner's occupation? These occupations also apply to self-employed people.

*Please select one option only*

SINGLE RESPONSE – CHECK QUOTA

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Professional at very high management level  (e.g. Director of large company, banker, investor, major landowner) | A |
| 2 | Intermediate-level manager  (e.g. Middle manager in large organisation, Director of small organisation) | B |
| 3 | Non-manager in specified occupation  (e.g. Non-manager working as doctor, lawyer, professor, accountant etc.) | B |
| 4 | Supervisory or clerical/ junior managerial/ professional/ administrative  (e.g. junior manager, teacher, office worker, nurse) | C |
| 5 | Skilled manual worker or craftsman who has served an apprenticeship, foreman, manual worker with special qualifications  (e.g. HGV driver, ambulance driver, electrician, mechanic) | C |
| 6 | Semi-skilled or unskilled manual worker; apprentice or trainee learning a skilled occupation  (e.g. supermarket cashier, driver, child minder, building labourer, bartender) | D |
| 7 | Student | E |
| 8 | Housewife/househusband/stay at home parent/full-time carer of other household member | E |
| 9 | Unemployed for **more than six months** or employed as a casual worker (e.g. cleaner)  [Note: if unemployed for **less than six months**, please choose the option that best fits their previous occupation] | E |
| 10 | Retired without a private or occupational pension  [Note: if retired but receiving a **private or occupational pension**, please choose the option that best fits their previous occupation] | E |
| 11 | Not working due to long term sickness or disability | E |
| 98 | Question skipped |
| 99 | Missing |

**Base: All respondents**

In which region do you live?

Please select one option

SINGLE RESPONSE - CHECK QUOTA

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | East Anglia | UK ONLY |
| 2 | East Midlands | UK ONLY |
| 3 | London | UK ONLY |
| 4 | North East | UK ONLY |
| 5 | North West | UK ONLY |
| 6 | South East | UK ONLY |
| 7 | South West | UK ONLY |
| 8 | West Midlands | UK ONLY |
| 9 | Yorkshire & Humberside | UK ONLY |
| 10 | Northern Ireland | UK ONLY |
| 11 | Scotland | UK ONLY |
| 12 | Wales | UK ONLY |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 13 | Centro-Oeste | BRAZIL ONLY |
| 14 | Nordeste | BRAZIL ONLY |
| 15 | Norte | BRAZIL ONLY |
| 16 | Sudeste | BRAZIL ONLY |
| 17 | Sul | BRAZIL ONLY |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | | **Scripting notes** |
| 18 | Central | Henan, Hubei, Hunan | CHINA ONLY |
| 19 | East | Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong | CHINA ONLY |
| 20 | North | Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia | CHINA ONLY |
| 21 | North East | Liaoning, Jilin, Heilongjiang | CHINA ONLY |
| 22 | North West | Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang | CHINA ONLY |
| 23 | South | Guangdong, Guangxi, Hainan | CHINA ONLY |
| 24 | South West | Chongqing, Sichuan, Guizhou, Yunnan, Tibet | CHINA ONLY |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 25 | East | SWEDEN ONLY |
| 26 | Middle | SWEDEN ONLY |
| 27 | North | SWEDEN ONLY |
| 28 | South | SWEDEN ONLY |
| 29 | South East | SWEDEN ONLY |
| 30 | West | SWEDEN ONLY |

|  |  |
| --- | --- |
| 98 | Question skipped |
| 99 | Missing |

**Base: All respondents**

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

Please select one option

SINGLE RESPONSE - CHECK QUOTA FOR CHINA AND SWEDEN ONLY

*DP: The equivalent Chinese, Brazil and Swedish income bands will be added based on exchange rates when we get closer to the translation date.*

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Under £10,000 | UK ONLY |
| 2 | £10,000 - £19,999 | UK ONLY |
| 3 | £20,000 - £29,999 | UK ONLY |
| 4 | £30,000 - £39,999 | UK ONLY |
| 5 | £40,000 - £49,999 | UK ONLY |
| 6 | £50,000 - £59,999 | UK ONLY |
| 7 | £60,000 - £79,999 | UK ONLY |
| 8 | £80,000 - £99,999 | UK ONLY |
| 9 | £100,000 or more | UK ONLY |
| 86 | Prefer not to say | UK ONLY |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 10 | Under RMB 48,000 | CHINA ONLY |
| 11 | RMB 48,000 – RMB 95,999 | CHINA ONLY |
| 12 | RMB 96,000 – RMB 107,999 | CHINA ONLY |
| 13 | RMB 108,000 – RMB 119,999 | CHINA ONLY |
| 14 | RMB 120,000 – RMB 143,999 | CHINA ONLY |
| 15 | RMB 144,000 – RMB 215,999 | CHINA ONLY |
| 16 | RMB 216,000 or more | CHINA ONLY |
| 86 | Prefer not to say | CHINA ONLY |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 17 | Under 20,000 BRL | BRAZIL ONLY |
| 18 | 20,000 - 60,999 BRL | BRAZIL ONLY |
| 19 | 61,000 - 99,999 BRL | BRAZIL ONLY |
| 20 | 100,000 - 130,999 BRL | BRAZIL ONLY |
| 21 | 131,000 - 160,999 BRL | BRAZIL ONLY |
| 22 | 161,000 - 200,999 BRL | BRAZIL ONLY |
| 23 | 201,000 - 230,999 BRL | BRAZIL ONLY |
| 24 | 231,000 - 260,999 BRL | BRAZIL ONLY |
| 25 | 261,000 BRL or more | BRAZIL ONLY |
| 86 | Prefer not to say | BRAZIL ONLY |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 26 | Under 100,000SEK | SWEDEN ONLY |
| 27 | 100,000 – 199,999SEK | SWEDEN ONLY |
| 28 | 200,000 - 299,999SEK | SWEDEN ONLY |
| 29 | 300,000 – 399,999SEK | SWEDEN ONLY |
| 30 | 400,000 – 499,999SEK | SWEDEN ONLY |
| 31 | 500,000SEK or more | SWEDEN ONLY |
| 86 | Prefer not to say | SWEDEN ONLY |
| 98 | Question skipped |
| 99 | Missing |

**Climate change beliefs**

**Base: All respondents**

What would you say will be the most important issue facing <INSERT COUNTRY: the UK/ China / Brazil / Sweden> in the next 20 years?

Type your comment in the box below in less than 5 words

OPEN RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 99999997 | missing |

**Base: All respondents**

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

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Not at all worried |
| 2 | Not very worried |
| 3 | Fairly worried |
| 4 | Very worried |
| 5 | Extremely worried |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q3.**

**Base: All respondents**

Do you feel like you are doing something in your everyday life help tackle climate change? If yes, what is it you are doing?

Type your comment in the box below

OPEN RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 7 | Don’t know |
| 8 | Question skipped |
| 9 | Missing |

**Q08.**

**Base: All respondents**

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

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Climate change is entirely caused by natural processes |
| 2 | Climate change is mainly caused by natural processes |
| 3 | Climate change is caused about equally by natural processes and human activity |
| 4 | Climate change is mainly caused by human activity |
| 5 | Climate change is entirely caused by human activity |
| 6 | There is no such thing as climate change |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q09.**

**Base: All respondents**

When, if at all, do you think <INSERT COUNTRY: the UK/ China / Brazil / Sweden > will start feeling the effects of climate change?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | We are already feeling the effects |
| 2 | In the next 10 years |
| 3 | In the next 25 years |
| 4 | In the next 50 years |
| 5 | In the next 100 years |
| 6 | Beyond the next 100 years |
| 7 | Never |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q010.**

**Base: All respondents**

How serious a threat, if at all, is climate change to each of the following?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Not at all serious |
| 2 | Not very serious |
| 3 | Fairly serious |
| 4 | Very serious |
| 5 | Extremely serious |
| 6 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Statement number** | **Statement** |
| 1 | You and your family |
| 2 | <INSERT COUNTRY: The UK/ China / Brazil / Sweden> as a whole |
| 3 | People in less developed countries |

**Q011.**

**Base: All respondents**

Overall, how positive or negative do you think the effects of climate change will be on <INSERT COUNTRY: the UK/ China / Brazil / Sweden >?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Entirely negative |
| 2 | More negative than positive |
| 3 | Neither positive nor negative |
| 4 | More positive than negative |
| 5 | Entirely positive |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q012.**

**Base: All respondents**

Which of these best describes your views about the level of urgency with which climate change needs to be addressed?

***Addressing climate change requires…***

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Little or no urgency |
| 2 | A low level of urgency |
| 3 | A moderate level of urgency |
| 4 | A high level of urgency |
| 5 | An extremely high level of urgency |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q013.**

**Base: All respondents**

Thinking about the ways to limit climate change, to what extent do you think we should do the following?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | We don’t need to do this at all |
| 2 | We don’t really need to do this |
| 3 | We should probably do this |
| 4 | We should definitely do this |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Statement number** | **Statement** |
| 1 | Reduce the amount of meat in our diets |
| 2 | Limit the amount of air travel (flying) we do |
| 3 | Reduce our overall levels of consumption (the amount of things we buy) |
| 4 | Reduce the amount of energy we use in our homes |

**Q014.**

**Base: All respondents**

If everybody in <INSERT COUNTRY: the UK/ China / Brazil / Sweden > did the following, which three of these do you think would have the biggest impact on tackling climate change?

Please select up to three options

MULTI RESPONSE, MAX 3, RANDOMISE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Walk, cycle or use public transport more instead of using a car |  |
| 2 | Eat less red meat (e.g. beef, lamb) |  |
| 3 | Minimise throwing away food |  |
| 4 | Drive an electric car |  |
| 5 | Minimise the amount of energy we use at home |  |
| 6 | Use a low-carbon heating/cooling system (e.g. solar, heat pump) in our home |  |
| 7 | Minimise air travel |  |
| 8 | Reduce the amount of new things we buy |  |
| 85 | Don’t know | EXCLUSIVE.FIXED |
| 86 | None of these will have an impact on climate change | EXCLUSIVE. FIXED |
| 98 | Question skipped |
| 99 | Missing |

**Q015.**

**Base: All respondents**

How worried, if at all, are you about the Coronavirus (Covid-19) pandemic and its impacts?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Not at all worried |
| 2 | Not very worried |
| 3 | Fairly worried |
| 4 | Very worried |
| 5 | Extremely worried |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q4.**

**Base: All respondents**

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.

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 0 | 0 – Not at all |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 | 10 – A great deal |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q5.**

**Base: All respondents**

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.

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 0 | 0 – Not at all |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 | 10 – A great deal |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q6.**

**Base: All respondents**

To what extent do you feel it is the **responsibility of business and industry** to try to reduce the risk of climate change?

Please use a 0-10 scale where 0 is not at all and 10 is a great deal.

SINGLE RESPONSE, GRID QUESTION

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 0 | 0 – Not at all |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 | 10 – A great deal |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q7.**

**Base: All respondents**

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.

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 0 | 0 – Not at all |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 | 10 – A great deal |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q8.**

**Base: All respondents**

To what extent do you feel it is the <INSERT COUNTRY: UK/ Chinese / Brazilian / Swedish> government’s responsibility to try to reduce the risk of climate change?

Please use a 0-10 scale where 0 is not at all and 10 is a great deal.

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 0 | 0 – Not at all |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 | 10 – A great deal |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q9.**

**Base: All respondents**

To what extent do you trust the <INSERT COUNTRY: UK/ Chinese / Brazilian / Swedish> 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.

SINGLE RESPONSE, GRID QUESTION

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 0 | 0 – Not at all |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 | 10 – A great deal |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q10**

**Base: All respondents**

Thinking about the recovery after Covid-19, which of the following statements do you agree with more?

Please use the sliding scale to indicate your agreement towards one of the statements.

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | The economy should be given priority, even if that means taking some actions that are bad for climate change |
| 2 |  |
| 3 |  |
| 4 | Climate change should be given priority, even if that means taking some actions that are bad for the economy |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q15.**

**Base: All respondents**

How do you think drastic societal changes that help to tackle climate change can be realised? Rank the statements in the order you view as being the most important to bring about change.

Please rank the following statements – 1 being the most important and 5 the least important

RANKING QUESTION – ALLOW UP TO FIVE SELECTIONS, BUT ONLY FORCE ONE SELECTION

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Individuals will have to start making major changes to the way they live |  |
| 2 | Governments needs to start introducing far reaching policies such as raising taxes to pay for investments in a green economy |  |
| 3 | Some types of businesses will need to be restricted and/or wound down |  |
| 4 | All types of technological solutions need to be explored and considered (such as creating ‘fake’ clouds) |  |
| 5 | Large-scale protests and activism to push for rapid action on climate change |  |
| 6 | We don’t need any drastic change at all | EXCLUSIVE OF RANKING (NOT PART OF RANKING), FIXED OR VISUAL SEPERATE OF OTHER OPTIONS |
| 92 | None of these |  |
| 98 | Question skipped |
| 99 | Missing |

**Diet – ROTATE SECTION**

**SCRIPTING NOTE:** Rotate the order shown of these sections:

* Diet
* Transport
* Heating and home comfort
* Material consumption

**INFO 2.** The next set of questions explore your diet and future choices.

**Q017.**

**Base: All respondents**

How many days in a typical week do you eat each of the following?

Please choose the number of days for each type of food group from the list

DROP-DOWN LIST 0-7. RANDOMISE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Red meat (e.g. lamb, beef) |
| 2 | White meat (e.g. chicken, pork) |
| 3 | Fish |
| 4 | Vegetables |
| 5 | Soja based products (e.g. tofu) |
| 6 | Dairy products (e.g. cheese, milk) |
| 97 | None |
| 98 | Question skipped |
| 99 | Missing |

**Q018.**

**Base: All respondents**

How willing or unwilling are you to eat less meat or meat products in the future?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very unwilling |
| 2 | Fairly unwilling |
| 3 | Neither willing nor unwilling |
| 4 | Fairly willing |
| 5 | Very willing |
| 6 | I am vegan |
| 7 | I am vegetarian |
| 87 | I already don’t eat meat or meat products |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q11a.**

**Base: All respondents who are willing to eat less meat (Q18/3,4 or 5)**

What would be the main reason for reducing your meat consumption?

Please select just one option

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Hoping to influence others to live more sustainably |  |
| 2 | Hoping to influence others to live more healthily |  |
| 3 | Living a healthier lifestyle |  |
| 4 | Reducing the amount of money I spend |  |
| 5 | Reducing my personal carbon emissions |  |
| 6 | Playing my part in changing our society towards more sustainable living |  |
| 7 | Having been influenced by others around me, changing their meat consumption |  |
| 8 | Reducing animal suffering |  |
| 9 | I do not enjoy eating meat |  |
| 80 | Other (please specify) | TEXT BOX (FIXED) |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q11b.**

**Base: All respondents who do not currently eat meat (Q18/86 or 87)**

What is the main reason you do not eat meat?

Please select just one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Hoping to influence others to live more sustainably |
| 2 | Hoping to influence others to live more healthily |
| 3 | To live a healthier lifestyle |
| 4 | Reducing the amount of money I spend |
| 5 | Reducing my personal carbon emissions |
| 6 | Playing my part in changing our society towards more sustainable living |
| 7 | Having been influenced by others around me, changing their meat consumption |
| 8 | Reducing animal suffering |
| 9 | I do not enjoy eating meat |
| 80 | Other (please specify) |
| 98 | Question skipped |
| 99 | Missing |

**Q019.**

**Base: All respondents who are willing to eat less meat (Q18/3,4 or 5)**

If you were to reduce your meat consumption, how would you most likely do that?

Please select as many options as apply

MULTI RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Replace meat products with non-meat alternatives (e.g. tofu, veggie burger) |
| 2 | Eat as before but reduce the use of meat products |
| 3 | Replace meat products with fish |
| 86 | None of these |
| 98 | Question skipped |
| 99 | Missing |

**Q021.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID RESPONSE, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statements** |
| 1 | Eating meat is important for a healthy diet |
| 2 | It’s more expensive to cook meals without meat |
| 3 | Vegan meals (meals without meat or dairy products) can be very tasty |

**Transport – ROTATE SECTION**

**INFO 3.** This section explores how you travel and your future choices.

**Q024.**

**Base: All respondents**

In the last 12 months, did you fly by plane at all?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Yes |
| 2 | No |
| 8 | Question skipped |
| 9 | Missing |

**Q025.**

**Base: All respondents who travelled by plane (Q24/1)**

Please indicate how many single flights you took for leisure/holiday and for work in the last 12 months (counting a return journey as two flights)?

Please type in a number for each

SINGLE RESPONSE, GRID QUESTION WITH NUMERIC BOXES

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Up to 2 hours flight time | NUMBER BOX + OPTION TO CLICK IF HAVEN’T TAKEN ANY FLIGHTS |
| 2 | 2-5 hours flight time | NUMBER BOX + OPTION TO CLICK IF HAVEN’T TAKEN ANY FLIGHTS |
| 3 | Longer than 5 hours flight time | NUMBER + OPTION TO CLICK IF HAVEN’T TAKEN ANY FLIGHTS BOX |

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 99999997 | None |
| 99999998 | Question skipped |
| 99999999 | Missing |

|  |  |
| --- | --- |
| **Code** | **Category** |
| A | Leisure/holiday |
| B | Work |

**Q029.**

**Base: All respondents**

How willing or unwilling are you to reduce how much you travel by plane (excluding work travel)?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very unwilling |
| 2 | Fairly unwilling |
| 3 | Neither willing nor unwilling |
| 4 | Fairly willing |
| 5 | Very willing |
| 87 | Not applicable, I don’t fly |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q12a.**

**Base: All respondents who are willing to reduce how much they travel by plane (Q29/3,4 or 5)**

What would be the main reason for reducing how much you travel by plane? Please select just one option

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Hoping to influence others to live more sustainably |  |
| 2 | Reducing the amount of money I spend |  |
| 3 | Reducing my personal carbon emissions |  |
| 4 | Playing my part in changing our society towards more sustainable living |  |
| 5 | Having been influenced by others around me, changing their travel behaviour |  |
| 6 | Not enjoying travelling by plane |  |
| 80 | Other (please specify) | TEXT BOX. FIXED |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q12b.**

**Base: All respondents who don’t travel by plane (Q11/87)**

What is the main motivation for you not travelling by plane?

Please select just one option

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Hoping to influence others to live more sustainably |  |
| 2 | Reducing the amount of money I spend |  |
| 3 | Reducing my personal carbon emissions |  |
| 4 | Playing my part in changing our society towards more sustainable living |  |
| 5 | Having been influenced by others around me, changing their travel behaviour |  |
| 6 | Not enjoying travelling by plane |  |
| 80 | Other (please specify) | TEXT BOX. FIXED |
| 98 | Question skipped |
| 99 | Missing |

**Q030.**

**Base: All respondents who are willing to reduce plane travel (Q29/3, 4 or 5)**

If you were to reduce how much you travel by plane (excluding work travel), which alternative would you consider?

Please select as many options as apply

MULTI RESPONSE, RANDOMISE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | I would simply reduce the amount I travel |  |
| 2 | I would pick destinations that are close by |  |
| 3 | I would travel by long distance trains |  |
| 4 | I would travel by car |  |
| 80 | Other (please specify) | TEXT BOX. FIXED |
| 87 | None of these | FIXED |
| 98 | Question skipped |
| 99 | Missing |

**Q028.**

**Base: All respondents**

How frequently do you travel by car, either as a driver or passenger? This includes trips for work and/or leisure purposes.

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Every day (7 days a week) |
| 2 | Most days (4-6 times a week) |
| 3 | 1-3 days a week |
| 4 | 1-3 times a month |
| 5 | 3-4 times a year |
| 6 | Once or twice a year |
| 7 | Less often/not at all |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q031.**

**Base: All respondents**

How willing or unwilling are you to reduce how much you travel by car?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very unwilling |
| 2 | Fairly unwilling |
| 3 | Neither willing nor unwilling |
| 4 | Fairly willing |
| 5 | Very willing |
| 87 | Not applicable, I don’t travel by car |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q13a.**

**Base: All respondents who are willing to reduce car use (Q31/3,4 or 5)**

What would be the main reason for reducing your car use?

Please select just one option

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Hoping to influence others to live more sustainably |  |
| 2 | Hoping to influence others to live more healthily |  |
| 3 | Living a healthier lifestyle |  |
| 4 | Reducing the amount of money I spend |  |
| 5 | Reducing my personal carbon emissions |  |
| 6 | Playing my part in changing our society towards more sustainable living |  |
| 7 | Having been influenced by others around me, changing their travel behaviour |  |
| 8 | Not enjoying travelling by car |  |
| 80 | Other (please specify) | TEXT BOX. FIXED |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q13b.**

**Base: All respondents who do not use car (Q31/87)**

What is the main motivation for not travelling by car?

Please select just one option

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Hoping to influence others to live more sustainably |  |
| 2 | Hoping to influence others to live more healthily |  |
| 3 | Living a healthier lifestyle |  |
| 4 | Reducing the amount of money I spend |  |
| 5 | Reducing my personal carbon emissions |  |
| 6 | Playing my part in changing our society towards more sustainable living |  |
| 7 | Having been influenced by others around me, changing their travel behaviour |  |
| 8 | Not enjoying travelling by car |  |
| 80 | Other (please specify) | TEXT BOX. FIXED |
| 98 | Question skipped |
| 99 | Missing |

**Q032.**

**Base: All respondents who are willing to reduce car travel (Q31/3, 4 or 5)**

If you were to reduce how much you travel by car, which alternative would you consider?

Please select as many options as apply

MULTI RESPONSE. RANDOMISE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Using public transport (bus, train, tram) |  |
| 2 | Walking |  |
| 3 | Cycling |  |
| 4 | Car sharing or taxi facilities |  |
| 6 | Electric bike or electric scooter |  |
| 5 | I would travel less |  |
| 80 | Other (please specify) | TEXT BOX. FIXED |
| 87 | None of these | EXCLUSIVE, FIXED |
| 98 | Question skipped |
| 99 | Missing |

**Q033.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID RESPONSE, RANDOMSIE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 87 | Not applicable |
| 98 | Question skipped |
| 99 | Missing |

|  |  |  |
| --- | --- | --- |
| **Code** | **Statements** | **Scripting notes** |
| 1 | Using the car is more convenient than using public transport |  |
| 2 | Using the train instead of flying is too expensive |  |
| 3 | Using the train instead of flying takes too long |  |
| 4 | I feel in control of making decisions about how I travel |  |
| 5 | My work involves travelling over which I have little choice | Add N/A option |
| 6 | There are not a lot of alternatives to travelling by car in the area I live |  |

**Heating and home comfort – ROTATE SECTION**

**INFO 4.** Next, we will ask you a number of questions about how you heat and cool your home.

**Q036.**

**Base: All respondents**

What is the main way you currently heat your home?

Please select one option

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Gas boiler |  |
| 2 | Coal fuel |  |
| 3 | Biomass boiler/bioenergy/wood |  |
| 4 | Air/ground source heat pump |  |
| 5 | District heating/heat network |  |
| 6 | Oil/fuel oil/LPG |  |
| 7 | Solar thermal/solar energy |  |
| 8 | Electric |  |
| 9 | Electric (heating radiators) |  |
| 80 | Other (please specify) | TEXT BOX |
| 87 | I don’t heat my home |  |
| 85 | Don’t know |  |
| 98 | Question skipped |
| 99 | Missing |

**Q040.**

**Base: All respondents**

What best describes your home?

Please select one option

SINGLE RESPONSE

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | House with up to 2 bedrooms |  |
| 2 | House with more than 2 bedrooms |  |
| 3 | Flat with up to 2 bedrooms |  |
| 4 | Flat with more than 2 bedrooms |  |
| 80 | Other (please specify) | TEXT BOX |
| 98 | Question skipped |
| 99 | Missing |

**Q044.**

**Base: All respondents**

How willing or unwilling are you to reduce how much you heat and/or cool your home?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very unwilling |
| 2 | Fairly unwilling |
| 3 | Neither willing nor unwilling |
| 4 | Fairly willing |
| 5 | Very willing |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q045.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID RESPONSE, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 87 | Not applicable |
| 98 | Question skipped |
| 99 | Missing |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statements** | **Scripting notes** | **Routing** |
| 1 | I don’t know very much about low-carbon heating/cooling systems |  |  |
| 2 | Improving the insulation of my home would be very expensive | Add N/A option |  |
| 3 | Changing the heating/cooling system in my home would be a hassle | Add N/A option |  |
| 5 | The use of heating and cooling in my home is restricted by how much it costs |  |  |
| 99 | We’re just checking to see that you’re engaging with the survey. Please select “tend to agree” on this row |  | CLOSE IF TEND TO AGREE NOT SELECTED |

**Material consumption – ROTATE SECTION**

**INFO 5.** Next, we will ask you a number of questions about how you buy and use products.

**Q049.**

**Base: All respondents**

How willing or unwilling are you to…?

Please select one option

SINGLE RESPONSE, GRID QUESTION, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very unwilling |
| 2 | Fairly unwilling |
| 3 | Neither willing nor unwilling |
| 4 | Fairly willing |
| 5 | Very willing |
| 6 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statements** |
| 1 | Buy fewer things overall |
| 2 | Buy more products second hand |
| 3 | Rent items such as washing machines, clothes or tools instead of owning them |

**Q050.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID RESPONSE, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statements** |
| 1 | I enjoy buying and owning new things |
| 2 | I like a lot of luxury in my life |
| 3 | I’d be happier if I could afford to buy more things |
| 4 | The things I own aren’t all that important to me |
| 6 | The products I buy are limited by my financial situation |
| 7 | Second-hand products are generally lower quality than new products |

**Policy support**

**Q053.**

**Base: All respondents**

To what extent do you support or oppose the following policies in <INSERT COUNTRY: the UK/ China / Brazil/ Sweden>?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE STATEMENTS

ADD SOME VISUAL LINES BETWEEN OPTIONS TO MAKE THE LONG LIST CLEAR

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly oppose |
| 2 | Tend to oppose |
| 3 | Neither support nor oppose |
| 4 | Tend to support |
| 5 | Strongly support |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statement list** |
| 4 | Introducing food labelling systems that show the carbon emissions of food products |
| 5 | Increasing the price of meat products |
| 6 | Stopping airport expansions |
| 7 | Reducing road space for cars and increase space for cycling and walking |
| 8 | Introducing higher road charges that would be used to improve public transport |
| 13 | Changing product pricing to reflect how environmentally friendly products are (e.g. lower prices for low carbon products) |

**Q054.**

**Base: All respondents**

In Paris in December 2015, most countries agreed to an international agreement that aims to keep global temperature rises below 2 degrees. Do you support or oppose <INSERT COUNTRY: the UK/ China / Brazil/ Sweden> being part of this agreement?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly oppose |
| 2 | Tend to oppose |
| 3 | Neither support nor oppose |
| 4 | Tend to support |
| 5 | Strongly support |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**QWAVE2\_Q14.**

**Base: All respondents**

Below you will see a list of statements describing elements of what a low carbon future might look like for people in <INSERT COUNTRY: the UK/ China / Brazil/ Sweden> in 2050. Please indicate how desirable each of these elements are when you think about a future society you would want to live in.

[We ask you to not think about how you personally feel about the described outcomes, NOT how/whether these can be achieved.

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE STATEMENTS

ADD SOME VISUAL LINES BETWEEN OPTIONS TO MAKE THE LONG LIST CLEAR

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Extremely undesirable |
| 2 | Undesirable |
| 3 | Neither desirable not undesirable |
| 4 | Desirable |
| 5 | Extremely desirable |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

|  |  |  |
| --- | --- | --- |
| **Code** | **Statement list** | **Scripting notes** |
| 1 | Most people have halved their meat consumption and simply eat less meat and don’t waste any meat they buy |  |
| 2 | Most people follow a predominantly plant based diet consisting of mostly fruit, vegetables, pulses |  |
| 3 | Most people follow a more balanced diet with less calories, less dairy, less meat and processed food |  |
| 4 | Most meat available is grown in the lab, with no animals being reared in the process |  |
| 5 | People travel less every day, because they predominantly work from home and shop locally |  |
| 6 | Most people walk or cycle for everyday travel rather than use a car or public transport |  |
| 7 | Electric cars have replaced petrol and diesel cars completely |  |
| 8 | Most people have halved how much they travel long distances and stay local rather than travel abroad |  |
| 9 | Most people travel long distances to and across Europe by trains rather than flying |  |
| 10 | Most houses and offices are kept at a lower room temperature in the winter (18C) | ASK UK/SWEDEN ONLY |
| 11 | All gas boilers are replaced with low carbon heating sources such as heat pumps and hydrogen boilers |  |
| 12 | Homes and offices are refurbished to meet very high energy efficiency standards |  |
| 13 | Most people buy a lot less new products, choosing instead to repair them or go without |  |
| 14 | Instead of buying new products, most people rent or borrow equipment through tool libraries and sharing points |  |
| 15 | All products are made to last longer, and many provided with lifetime guarantees |  |
| 16 | Most houses and offices are kept at a higher room temperature in the summer (18C) | ASK CHINA/BRAZIL ONLY |

**Behavioural intentions**

**Q055.**

**Base: All respondents**

Please indicate how likely or unlikely you are to take each of the following actions in the next 12 months? If you are already taking any of these actions and intend to continue to do so, please choose “fairly likely” or “very likely” as the response.

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE STATEMENTS

ADD SOME VISUAL LINES BETWEEN OPTIONS TO MAKE THE LONG LIST CLEAR

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very unlikely |
| 2 | Fairly unlikely |
| 3 | About as likely as unlikely |
| 4 | Fairly likely |
| 5 | Very likely |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

|  |  |  |
| --- | --- | --- |
| **Code** | **Statement list** | **Scripting notes** |
| 2 | Plan meals ahead to avoid food waste |  |
| 3 | Follow a vegan diet |  |
| 4 | Follow a vegetarian diet |  |
| 7 | Live car free |  |
| 8 | Go on holiday by train instead of flying |  |
| 9 | Buy an electric car |  |
| 10 | Reduce car journeys during the week by working at home more often |  |
| 11 | Keep your home at a colder temperature in the winter (by 1 degree) | ASK UK/SWEDEN ONLY |
| 14 | Avoid buying new things (e.g. clothing, luxury items) |  |
| 15 | Buy or sell things on peer-to-peer websites (e.g. eBay) | UK ONLY |
| 16 | Buy or sell things on peer-to-peer websites (e.g. Taobao) | CHINA ONLY |
| 17 | Buy or sell things on peer-to-peer websites (e.g. Tradera) | SWEDEN ONLY |
| 18 | Buy or sell things on peer-to-peer websites (e.g. MercadoLivre) | BRAZIL ONLY |

**Identity**

**Q058.**

**Base: All respondents**

To what extent do agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE ORDER OF STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statement list** |
| 1 | I am *not* the type of person to become vegetarian |
| 2 | Eating meat is an important part of who I am |
| 4 | My car defines who I am |
| 5 | I am the kind of person who chooses to *not* fly |
| 6 | Having an energy efficient home is an important part of who I am |
| 7 | I see myself as someone who always keeps their home at a comfortable temperature |
| 8 | I am the type of person that tries to own as little as possible |
| 10 | Having the latest gadgets is an important part of who I am |

**QWAVE2\_Q1.**

**Base: All respondents**

To what extent do you feel a sense of belonging to the following areas?

Please select one option for each

SINGLE RESPONSE, GRID RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | No sense of belonging |
| 2 | Little sense of belonging |
| 3 | Some sense of belonging |
| 4 | Strong sense of belonging |
| 5 | Very strong sense of belonging |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statements** |
| 1 | The neighbourhood you live in |
| 2 | <INSERT COUNTRY: the UK/ China / Brazil / Sweden> |
| 3 | The whole world |

**Status**

**Q059.**

**Base: All respondents**

To what extent do agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE ORDER OF STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statement list** |
| 1 | Eating meat is associated with high status in my society |
| 2 | If you are vegetarian or vegan, others might view you negatively |
| 3 | A car provides status and prestige |
| 4 | I may be jealous of someone with a nice car |
| 5 | Flying on holiday at least once a year is something to aspire to |
| 6 | If you have never flown, others might view you negatively |
| 9 | Owning a lot of things is associated with high status and prestige |
| 10 | If you buy second hand, others might view you negatively |

**Values/psychological factors**

**Q060.**

**Base: All respondents**

Thinking about the way you want to live and the society you wish to live in, on a scale of 0–7 (0 being not important and 7 being extremely important), how important are the following values to you?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | 0 – not important |
| 2 | 1 |
| 3 | 2 |
| 4 | 3 |
| 5 | 4 |
| 6 | 5 |
| 7 | 6 |
| 8 | 7 – extremely important |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statements** |
| 1 | A strong and growing economy |
| 2 | A society in which a good standard of living is affordable for everyone |
| 3 | My personal quality of life |
| 4 | Autonomy regarding how I choose to live my life |
| 5 | Being able to trust government and businesses |
| 6 | A society that values the environment |
| 7 | A society that cares for minorities and vulnerable groups |

**QWAVE2\_Q2**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID RESPONSE, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statements** |
| 1 | There are many social norms that people are supposed to abide by in this country |
| 2 | In this country, there are very clear expectations for how people should act in most situations |
| 3 | In this country, if someone acts in an inappropriate way, others will strongly disapprove |
| 4 | People in this country almost always comply with social norms |
| 5 | Young people today don’t respect traditional <INSERT COUNTRY: UK/ Chinese/ Brazilian/ Swedish> values; |
| 6 | For some crimes, the death penalty is the most appropriate sentence |
| 7 | Equal opportunities for gays and lesbians have gone too far |
| 8 | Immigration is bad for the economy |
| 9 | Equal opportunities for ethnic minorities have gone too far |
| 10 | People agree upon what behaviours are appropriate versus inappropriate in most situations in this country |
| 11 | People in this country have a great deal of freedom in deciding how they want to behave in most situations |

**Q061.**

**Base: All respondents** (EXCLUDING CHINA)

In politics, people sometimes talk of “left” and “right”. Using a scale from 0 to 10, where 0 means the left and 10 means the right, where would you place yourself on this scale?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | 0 – left |
| 2 | 1 |
| 3 | 2 |
| 4 | 3 |
| 5 | 4 |
| 6 | 5 |
| 7 | 6 |
| 8 | 7 |
| 9 | 8 |
| 10 | 9 |
| 11 | 10 – right |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q062.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statement list** |
| 1 | Being environmentally friendly is an important part of who I am |
| 2 | I think of myself as someone who is very concerned with environmental issues |
| 3 | I am confident that together, people in <INSERT COUNTRY: the UK/ China/ Brazil/ Sweden> can make a difference when it comes to climate change |

**Q063.**

**Base: All respondents**

When you think about climate change and everything that you associate with it, how strongly, if at all, do you feel each of the following emotions?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION, RANDOMISE STATEMENTS

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Not at all |
| 2 | A little |
| 3 | Moderately |
| 4 | Quite a bit |
| 5 | Very much |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Hope |
| 2 | Guilt |
| 3 | Fear |
| 4 | Outrage |

**Perception of actors/vested interests**

**Q064.**

**Base: All respondents**

How much do you trust or distrust the <INSERT COUNTRY: UK / Chinese/ Brazilian/ Swedish> government to address climate change?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly distrust |
| 2 | Somewhat distrust |
| 3 | Neither trust nor distrust |
| 4 | Somewhat trust |
| 5 | Strongly trust |
| 85 | Don’t know |
| 98 | Question skipped |
| 99 | Missing |

**Q065.**

**Base: All respondents**

How much do you oppose or support politicians allowing citizens’ opinions about climate change to directly feed into policy making (e.g. through citizen assemblies)?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly oppose |
| 2 | Tend to oppose |
| 3 | Neither support nor oppose |
| 4 | Tend to support |
| 5 | Strongly support |
| 98 | Question skipped |
| 99 | Missing |

**Additional demographics**

Thank you for your time today, you are almost at the end of the survey. We just have a few final questions to ask you…

**Q067.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

Please select one option for each

SINGLE RESPONSE, GRID QUESTION

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Strongly disagree |
| 2 | Tend to disagree |
| 3 | Neither agree nor disagree |
| 4 | Tend to agree |
| 5 | Strongly agree |
| 86 | Prefer not to say |
| 98 | Question skipped |
| 99 | Missing |

|  |  |
| --- | --- |
| **Code** | **Statements** |
| 1 | I often struggle to pay my bills on time |
| 2 | I feel financially stable |

**Q068.**

**Base: All respondents**

Which of the following best describes your ethnicity? This information is used for monitoring purposes only.

Please select one option

SINGLE RESPONSE – MONITORING QUOTA

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 1 | Asian/ Asian British | UK ONLY |
| 2 | Black/ Black British | UK ONLY |
| 3 | Mixed (e.g. White & Asian, White & Black) | UK ONLY |
| 4 | White British | UK ONLY |
| 5 | White Irish/ White Other | UK ONLY |
| 80 | Other | UK ONLY |
| 86 | Prefer not to say | UK ONLY |
| 98 | Question skipped |
| 99 | Missing |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 7 | Caucasian/ White | CHINA ONLY |
| 8 | Chinese | CHINA ONLY |
| 9 | Chinese Indonesian | CHINA ONLY |
| 10 | Malay | CHINA ONLY |
| 11 | Japanese | CHINA ONLY |
| 12 | Eurasian | CHINA ONLY |
| 13 | Indian | CHINA ONLY |
| 14 | Filipino | CHINA ONLY |
| 15 | Thai | CHINA ONLY |
| 16 | Korean | CHINA ONLY |
| 17 | Other Asian | CHINA ONLY |
| 81 | Other | CHINA ONLY |
| 86 | Prefer not to say | CHINA ONLY |
| 98 | Question skipped |
| 99 | Missing |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 19 | Caucasian/ White | BRAZIL ONLY |
| 20 | Pardo | BRAZIL ONLY |
| 21 | Black | BRAZIL ONLY |
| 22 | Asian | BRAZIL ONLY |
| 23 | Indigenous | BRAZIL ONLY |
| 83 | Other | BRAZIL ONLY |
| 86 | Prefer not to say | BRAZIL ONLY |
| 98 | Question skipped |
| 99 | Missing |

|  |  |  |
| --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** |
| 25 | Indigenous Swede | SWEDEN ONLY |
| 26 | Sweden Finns | SWEDEN ONLY |
| 27 | Finnish | SWEDEN ONLY |
| 28 | Sami | SWEDEN ONLY |
| 29 | Other European | SWEDEN ONLY |
| 30 | Other non-European | SWEDEN ONLY |
| 84 | Other | SWEDEN ONLY |
| 86 | Prefer not to say | SWEDEN ONLY |
| 98 | Question skipped |
| 99 | Missing |

**Q069.**

**Base: All respondents**

And are you…?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Employed full time (30+hrs/wk) |
| 2 | Employed part time (9-29 hrs/wk) |
| 3 | Self-employed |
| 4 | Unemployed – been seeking work for up to 12 months |
| 5 | Unemployed – been seeking work for over 12 months |
| 6 | Not eligible for employment |
| 7 | Looking after home/ family |
| 8 | Studying |
| 9 | Retired |
| 10 | Other |
| 11 | Prefer not to say |
| 98 | Question skipped |
| 99 | Missing |

**Q070.**

**Base: All respondents**

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

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | No formal qualifications |
| 2 | High school or secondary school qualifications |
| 3 | Undergraduate/college degree level (e.g. Bachelor’s degree) |
| 4 | Graduate/Postgraduate degree level (e.g. Masters, PhD) |
| 80 | Other |
| 86 | Prefer not to say |
| 98 | Question skipped |
| 99 | Missing |

**Q071.**

**Base: All respondents**

Please indicate how many people (over or under 18) are part of your household?

Please type in the number of each box

MULTI RESPONSE, NUMERIC BOXES

ADD LOGIC CHECK SO NUMBER OF ADULTS CANNOT BE BELOW 1

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| A | Children under 18 | NUMBER BOX |  |
| B | Adults 18 or over (including yourself) | NUMBER BOX + LOGIC CHECK |  |

**Q072.**

**Base: All respondents**

How would you describe the area you live in?

Please select one option

SINGLE RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Large city |
| 2 | Small city or large town |
| 3 | Small town |
| 4 | Suburb near a big city |
| 5 | Rural (village, hamlet) |
| 98 | Question skipped |
| 99 | Missing |

**Q073.**

**Base: All respondents**

Are there any aspects of this survey that you would like to feedback on, particularly any parts that did not make sense?

Please type in the box below or click no further comment

OPEN RESPONSE

|  |  |
| --- | --- |
| **Code** | **Answer list** |
|  |  |
| 7 | No further comments |
| 8 | Question skipped |
| 9 | Missing |