



CAST Data Portal - Question wording and response options

This document provides question wording and response options for the variables used in the CAST data portal. These questions were part of a longer questionnaire. For further details, please contact the CAST data portal team at info@cast.ac.uk or contact the CAST theme 1 lead Christina Demski (cd2076@bath.ac.uk).

Certain response options were combined for displaying percentages in the data portal visualisations. For example, for the question measuring worry about climate change “very worried” and “extremely worried” were combined into one percentage. **The response options used to display percentages in the data portal are bolded and colour-coded (pink) below.**



Centre for **Climate Change**
and **Social Transformations**

CAST is a global hub for understanding the systemic and society-wide transformations that are required to address climate change. Based at the University of Bath, our additional core partners are Cardiff University, the University of East Anglia, the University of York, the University of Manchester and the charity Climate Outreach.

Worry

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

Response options:

- Not at all worried
- Not very worried
- Fairly worried
- **Very worried**
- **Extremely worried**
- Don't know

Urgency

Q: *Which of these best describes your views about the level of urgency with which climate change needs to be addressed? Addressing climate change requires...*

Response options:

- Little or no urgency
- A low level of urgency
- A moderate level of urgency
- **A high level of urgency**
- **An extremely high level of urgency**
- Don't know

Threat to less developed countries

Threat to your country

Threat to you and your family

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

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

Response options:

- Not at all serious
- Not very serious
- Fairly serious
- **Very serious**
- **Extremely serious**
- Don't know

Psychological distance (temporal)

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

Response options:

- **We are already feeling the effects**
- In the next 10 years
- In the next 25 years
- In the next 50 years
- In the next 100 years
- Beyond the next 100 years
- Never
- Don't know

Belief in human-caused climate change

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

Response options:

- Climate change is entirely caused by natural processes
- Climate change is mainly caused by natural processes
- Climate change is caused about equally by natural processes and human activity
- **Climate change is mainly caused by human activity**
- **Climate change is entirely caused by human activity**
- There is no such thing as climate change
- Don't know

Perceived negativity of impacts

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

Response options:

- **Entirely negative**
- **More negative than positive**
- Neither positive nor negative
- More positive than negative
- Entirely positive
- Don't know

Behavioural Intentions

Q: 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.

- Avoid buying new things (e.g. clothing, luxury items)
- Buy an electric car
- Buy locally produced food
- Buy or sell things on peer-to-peer websites (e.g. <tailored to country> eBay or Taobao or Tradera or MercadoLivre)
- Eat fewer calories a day to reduce consumption
- Follow a vegan diet
- Follow a vegetarian diet
- Go on holiday by train instead of flying
- Keep your home at a colder temperature in the winter (by 1 degree) (UK/Sweden only)
- Keep your home at a warmer temperature in the summer (by 1 degree) (China/Brazil only)
- Live car free
- Plan meals ahead to avoid food waste
- Use a bike for commuting (or for other regular journeys)
- Use leasing schemes instead of buying new (e.g. for washing machines, cars)
- Reduce car journeys during the week by working at home more often

Response options:

- Very unlikely
- Fairly unlikely
- About as likely as unlikely
- **Fairly likely**
- **Very likely**
- Don't know

Policy support

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

- Building regulations to force developers to install low carbon heating and cooling systems in new homes
- Introducing food labelling systems that show the carbon emissions of food products
- Introducing higher road charges that would be used to improve public transport
- Increasing the price of meat products
- Phasing out the sale of gas/coal boilers in favour of heating systems using renewable energy (UK only)
- Phasing out the sale of petrol and diesel cars in favour of electric or hybrid ones
- Changing product pricing to reflect how environmentally friendly products are (e.g. lower prices for low carbon products)
- Reducing road space for cars and increase space for cycling and walking
- Encouraging research on alternative meat sources such as lab grown meat
- Regulations to require products to be more reusable, repairable and recyclable
- Stopping airport expansions
- Subsidies to help people insulate their homes
- Shifting subsidies away from meat production to plant or grain producing agriculture
- Making vegetarian and vegan options mandatory in canteens and restaurants
- Introducing a frequent flyer levy that makes flying more expensive for people who fly a lot

Response options:

- Strongly oppose
- Tend to oppose
- Neither support nor oppose
- **Tend to support**
- **Strongly support**
- Don't know

Willingness

Q: How willing or unwilling are you to...

- Buy an electric car?
- Buy fewer things overall
- Buy more products second hand
- Change to a low carbon heating/cooling system? By low carbon we mean any system that does not use coal, gas or oil. For example, low carbon heating/cooling may be provided by a district heating network, heat pump or solar systems.
- Eat less meat or meat products in the future?
- Invest in substantial renovations to improve the insulation of your house?
- Minimise the amount of food you throw away?
- Reduce how much you travel by car?
- Minimise the amount of energy use at home?
- Reduce how much you heat and/or cool your home?
- Reduce how much you travel by plane (excluding work travel)?
- Rent items such as washing machines, clothes or tools instead of owning them?
- Walk, cycle or use public transport instead of using a car?

Response options:

- Very unwilling
- Fairly unwilling
- Neither willing nor unwilling
- **Fairly willing**
- **Very willing**
- Not applicable (I already don't eat meat products; I am vegan; I am vegetarian; I don't fly; I don't travel by car; Already using a low-carbon system)
- Don't know

Paris Agreement Support

Q: 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?

Response options:

- Strongly oppose
- Tend to oppose
- Neither support nor oppose
- **Tend to support**
- **Strongly support**
- Don't know

What We Should Do

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

- *Limit the amount of air travel (flying) we do*
- *Reduce the amount of energy we use in our homes*
- *Reduce the amount of meat in our diets*
- *Reduce our overall levels of consumption (the amount of things we buy)*

Response options:

- We don't need to do this at all
- We don't really need to do this
- **We should probably do this**
- **We should definitely do this**
- Don't know

Trust and Responsibility

Perceived government responsibility

Q: To what extent do you feel it is the government's responsibility to try to reduce the risk of climate change?

Response options:

0 (not at all) – 10 (a great deal) [6-10 responses displayed in data portal]

Perceived personal responsibility

Q: To what extent do you feel a personal responsibility to try to prevent climate change from worsening?

Response options:

0 (not at all) – 10 (a great deal) [6-10 responses displayed in data portal]

Trust in government (to address climate change)

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

Response options:

- Strongly distrust
- Somewhat distrust
- Neither trust nor distrust
- **Somewhat trust**
- **Strongly trust**
- Don't know

Trust in government (to address climate change)

Q: To what extent do you trust the government to take effective action to prevent climate change from worsening?

Response options:

0 (not at all) – 10 (a great deal) [6-10 responses displayed in data portal]

Most effective action to tackle climate change

Q: 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?

Response options (select up to 3):

- **Walk, cycle or use public transport more instead of using a car**
- **Eat less red meat (e.g. beef, lamb)**
- **Minimise throwing away food**
- **Drive an electric car**
- **Minimise the amount of energy we use at home**
- **Use a low-carbon heating/cooling system (e.g. solar, heat pump) in our home**
- **Minimise air travel**
- **Reduce the amount of new things we buy**
- None of these will have an impact on climate change
- Don't know

Socio-demographic variables

Age

Q: *What is your age?*

(open number box + prefer not to say option)

Gender

Q: *Which gender do you most identify with?*

Response options:

- Male
- Female
- I prefer to describe my gender in another way
- Prefer not to say

Urban vs Rural

Q: *How would you describe the area you live in?*

Response options:

- Large city
- Small city or large town
- Small town
- Suburb near a big city
- Rural (village, hamlet)

Note on coding: All response options in pink were classified as 'urban'.

Income

Q: What is your annual gross household income range?

Response options different between countries and then coded into categories as displayed on the data portal:

Under £10,000	Under RB 48,000	Under 20,000 BRL	Under 100,000SEK
£10,000 - £19,999	RMB 48,000 – RMB 95,999	20,000 - 60,999 BRL	100,000 – 199,999SEK
£20,000 - £29,999	RMB 96,000 – RMB 107,999	61,000 - 99,999 BRL	200,000 - 299,999SEK
£30,000 - £39,999	RMB 108,000 – RMB 119,999	100,000 - 130,999 BRL	300,000 – 399,999SEK
£40,000 - £49,999	RMB 120,000 – RMB 143,999	131,000 - 160,999 BRL	400,000 – 499,999SEK
£50,000 - £59,999	RMB 144,000 – RMB 215,999	161,000 - 200,999 BRL	500,000SEK or more
£60,000 - £79,999	RMB 216,000 or more	201,000 - 230,999 BRL	Prefer not to say
£80,000 - £99,999	Prefer not to say	231,000 - 260,999 BRL	N/A
£100,000 or more	N/A	261,000 BRL or more	N/A
Prefer not to say	N/A	Prefer not to say	N/A

Political Orientation

Q: 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? [not asked in China?]

Response options:
0 (left) – 10 (right)

Note on coding: All respondents choosing 0-4 were coded as left, 5 was coded as centre, and 6-10 was coded as right.

CAST is a global hub for understanding the systemic and society-wide transformations that are required to address climate change.

We research and develop the social transformations needed to produce a low-carbon and sustainable society; at the core of our work is a fundamental question of enormous social significance: How can we as a society live differently – and better – in ways that meet the urgent need for rapid and far-reaching emission reductions?

Based at the University of Bath, our additional core partners are Cardiff University, University of East Anglia, University of York, University of Manchester and the charity Climate Outreach.



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