

Positive Money

Cost of Climate



Key findings

23 January 2024



OPINIUM RESEARCH

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Project details

PROJECT NUMBER	OP25362
PROJECT NAME	Cost of Climate
CLIENT COMPANY NAME	Positive Money
PROJECT MANAGER NAME	Robert McLean
SAMPLE	2,000 UK adults, weighted to be nationally representative
FIELDWORK DATES	19 January 2024 - 23 January 2024

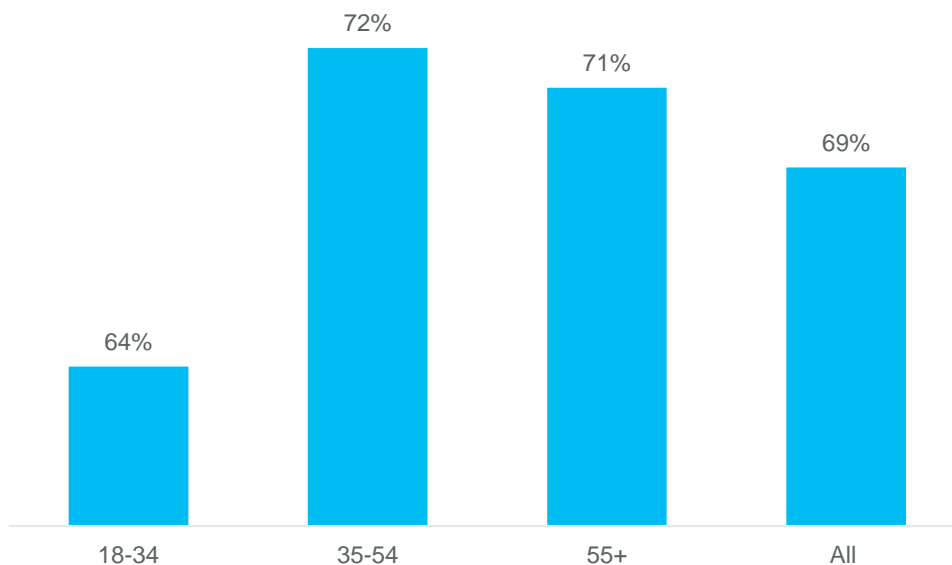
Over two thirds of UK adults are concerned about the impact climate change could have on the price of groceries - with a quarter noting that they are 'very concerned'

Middle aged adults (35-54 years old) are the most concerned age group (72%), while adults living in Southeast England are most concerned by region (76%).

Concern for the impact of climate change on the price of groceries (69%) outweighs concern for the possible price changes to water (68%), transport (59%), and housing and rent (54%).

Perhaps as a result of notable increases in the price of energy, possible climate change induced changes to the price of heating / cooling a home, and electricity were the top two concerns for UK adults. Over 55+s are the most concerned age group for both the price of heating / cooling a home and electricity (both 78%).

% of UK adults concerned by possible changes to the price of groceries due to climate change



Focusing on investments, over half (55%) of UK adults would support a policy to that makes it cheaper to invest in green projects such as renewable energy, rather than fossil fuels. Interesting, young adults (18-34-year-olds) are the likeliest age group to both support and oppose the policy (60% vs 14%).



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