



What people think,
feel and do

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Global Action Plan

Public Attitudes to Air Pollution – Wave 1 2022



Key findings

9 March 2022

Project details

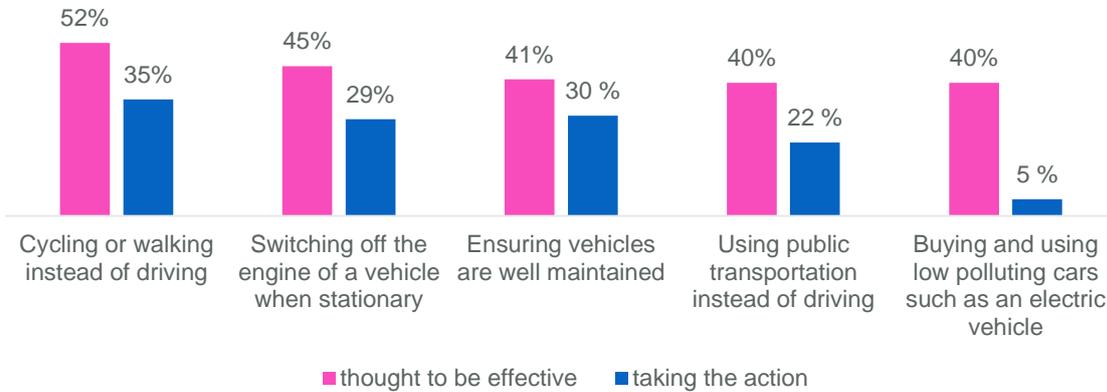
PROJECT NUMBER	OP18994
PROJECT NAME	Public Attitudes to Air Pollution – Wave 1 2022
CLIENT COMPANY NAME	Global Action Plan
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SAMPLE	2,000 nationally representative UK adults aged 18+
FIELDWORK DATES	4 th to 8 th March 2022

Reducing air pollution

Cycling or walking instead of driving and switching engines off when stationary are seen as key ways to reduce outdoor air pollution

Over half (52%) of UK adults think that opting to walk or cycle instead of drive, is an effective way to reduce outdoor air pollution in their area / community, although just over a third (35%) are actively doing this. Similarly over two fifths (45%) think that switching their engine off when their car is stationary can help reduce outdoor pollution levels, although only about three in ten (29%) do this.

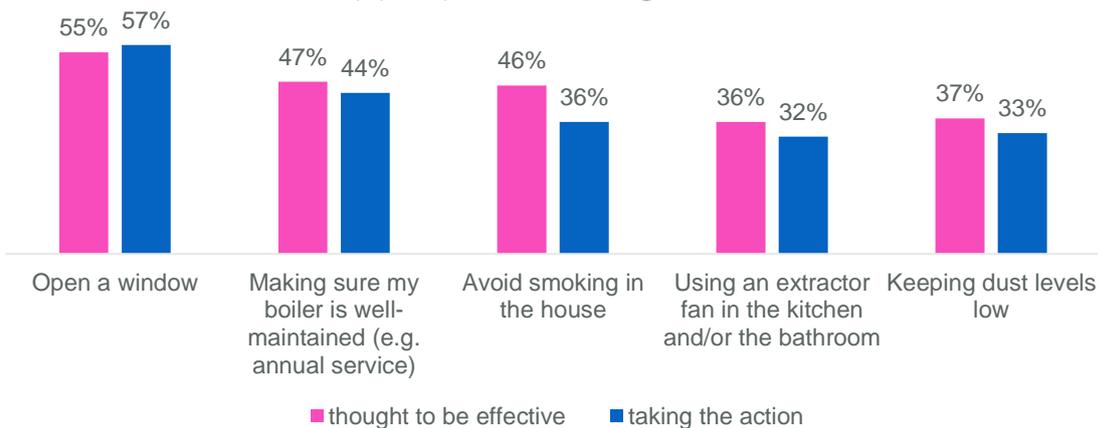
Effective ways to reduce outdoor air pollution versus how many people are taking this action



Interestingly, more UK adults from the December wave said that the above behaviours were effective ways of reducing levels of outdoor air pollution, where for example 56% of UK adults in the December wave said that cycling or walking instead of driving was an effective way to reduce outdoor air pollution and 46% said the same for buying and using low-polluting cars.

When we look specifically at indoor air pollution, UK adults are more aligned in their actions to their thoughts on what can help reduce this: almost three fifths (55%) think opening a window helps reduce indoor air pollution and about the same amount (57%) actually do this. Similarly over two fifths (47%) think ensuring their boiler is well-maintained will help with indoor air pollution, whilst over two fifths (44%) actually do this.

Effective ways to reduce indoor air pollution versus how many people are taking this action



Results again were generally higher in the December wave: 60% of UK adults said opening a window was an effective way to reduce indoor air pollution in December, and 45% said the same for using an extractor fan in the kitchen / bathroom.

Half of UK adults are concerned about the long-term impacts of air pollution on their health

Half (50%, down from 55% in December) of UK adults are concerned about the long-term impacts of air pollution on their health, whilst about a third (35%, down from 41% in December) feel their health is impacted either majorly or moderately by indoor air pollution and just under half (45%, down from 51% in December) for outdoor air pollution. As mentioned, concern and thoughts towards impact on health are down from the December wave.

Additionally, just over a quarter (27%) of UK adults feel that their personal actions can make a substantial or extremely positive difference to the quality of air that we breathe, although this again is down from about a third (34%) in December.

Air pollution forecasts

About a third of UK adults access information about air pollution conditions every month

About a third (32%) of UK adults have accessed information about air pollution conditions at least once every 2-3 months. Key places that these UK adults have accessed this information from are the internet generally (41%) and through phone apps (19%).

In response to accessing this information, the majority of these UK adults have changed their behaviours in response to the information they received:

Outdoor behaviours changed after receiving information on air pollution conditions:

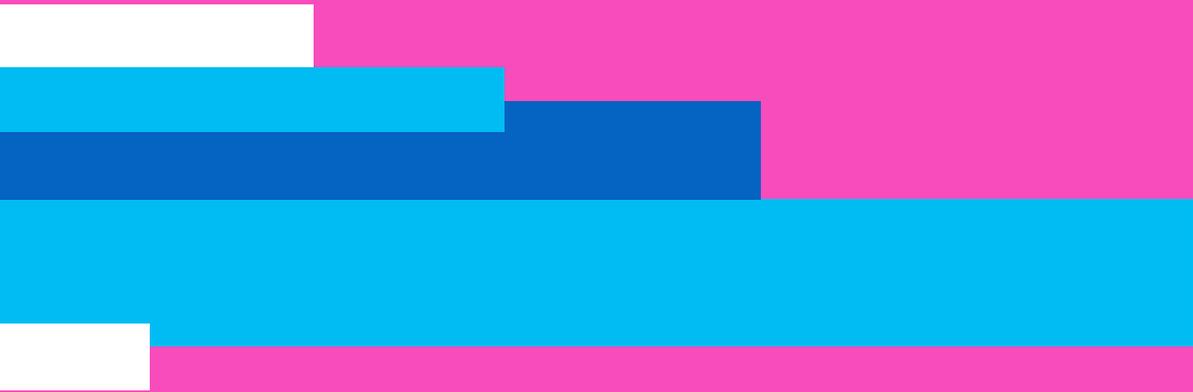
- Cycled or walked instead of driving (28%)
- Switched off the engine of my vehicle when stationary (27%)
- Used public transportation instead of driving (26%)

Indoor behaviours changed after receiving information on air pollution conditions:

- Kept dust levels low (26%)
- Made sure their boiler is well-maintained (26%)
- Had a boiler service (25%).

Amongst those that say they have changed their behaviour in response to information received about air pollution conditions, almost three fifths (58%) change their behaviours at least once a week.

Overall, almost half (45%) of UK adults feel their health could benefit from having more information about air pollution conditions.



About Opinium

OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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