

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					Party Groups		EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Left	Right	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
	2105	379	541	194	227	119	905	606	739	751	1017	1088	221	867	520	497
	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about how you feel TODAY about climate change and its effects, which of the following comes closest to your view?

I am currently very worried about climate change and its effects	31	21	42	39	10	58	43	17	39	19	28	33	50	32	23	27
I am currently fairly worried about climate change and its effects	38	42	46	46	23	28	44	35	43	34	37	40	33	38	39	40
TOTAL WORRIED	69	63	88	85	33	86	87	52	82	53	65	73	83	70	62	67
I am not currently very worried about climate change and its effects	16	20	8	10	28	12	9	23	11	23	16	16	7	14	21	19
I am not currently worried about climate change and its effects at all	11	13	3	2	34	3	3	21	4	20	15	8	4	12	14	11
TOTAL NOT WORRIED	27	33	11	12	62	15	12	44	15	43	31	24	11	26	35	30
Don't know	4	3	1	4	5	0	2	4	2	4	3	4	6	4	2	3

On the subject of climate change do you think:

The world's climate is changing as a result of human activity	70	57	87	89	36	88	88	49	83	51	68	71	90	73	63	61
The world's climate is changing but NOT because of human activity	17	27	7	5	42	5	6	33	9	28	19	15	5	13	20	25
The world's climate is NOT changing	3	3	0	0	9	0	0	5	1	6	4	2	1	3	4	2
Not sure	11	13	7	6	13	7	6	13	7	15	10	12	4	11	12	12

Generally speaking, do you think the government is doing and spending too much to try and tackle climate change, not doing or spending enough to tackle climate change, or are they getting the balance about right?

Are doing and spending too much to try and tackle climate change	25	37	12	10	53	12	12	43	13	44	32	18	8	21	31	33
Are not doing or spending enough to try and tackle climate change	44	31	59	60	16	69	61	25	59	27	41	48	65	47	40	35
Are getting the balance about right	13	15	15	15	14	10	14	15	14	12	15	12	11	13	14	15
Don't know	17	17	13	15	17	9	13	17	13	17	12	22	16	19	15	17

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		Socio-economic classification (NS-)			Country			Region in England			
Total		Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2105	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample	2105	786	468	545	1827	119	159	516	362	198	751
%		%	%	%	%	%	%	%	%	%	%

Thinking about how you feel TODAY about climate change and its effects, which of the following comes closest to your view?

I am currently very worried about climate change and its effects	31	32	30	25	31	34	27	28	28	36	32
I am currently fairly worried about climate change and its effects	38	42	36	38	38	32	43	36	42	40	37
TOTAL WORRIED	69	74	66	63	69	66	70	64	70	76	69
I am not currently very worried about climate change and its effects	16	13	19	20	16	19	17	17	17	12	15
I am not currently worried about climate change and its effects at all	11	10	12	13	12	14	8	16	9	7	11
TOTAL NOT WORRIED	27	23	31	33	28	33	25	33	26	19	26
Don't know	4	2	3	4	4	1	6	3	3	4	4

On the subject of climate change do you think:

The world's climate is changing as a result of human activity	70	75	68	61	69	65	75	65	70	77	69
The world's climate is changing but NOT because of human activity	17	16	19	20	17	20	8	21	17	12	17
The world's climate is NOT changing	3	2	3	4	3	5	2	3	3	4	3
Not sure	11	7	10	15	10	10	15	12	9	7	11

Generally speaking, do you think the government is doing and spending too much to try and tackle climate change, not doing or spending enough to tackle climate change, or are they getting the balance about right?

Are doing and spending too much to try and tackle climate change	25	26	26	26	25	32	20	29	25	18	25
Are not doing or spending enough to try and tackle climate change	44	46	42	40	44	40	48	40	45	51	45
Are getting the balance about right	13	15	17	11	14	12	13	13	15	10	14
Don't know	17	13	15	22	17	16	18	18	15	21	17

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		I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
	Total				Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%

Thinking about how you feel TODAY about climate change and its effects, which of the following comes closest to your view?

I am currently very worried about climate change and its effects	31	100	57	50	33	30
I am currently fairly worried about climate change and its effects	38	0	27	37	42	38
TOTAL WORRIED	69	100	84	87	75	68
I am not currently very worried about climate change and its effects	16	0	7	9	13	17
I am not currently worried about climate change and its effects at all	11	0	5	3	9	12
TOTAL NOT WORRIED	27	0	12	12	22	29
Don't know	4	0	3	0	2	3

On the subject of climate change do you think:

The world's climate is changing as a result of human activity	70	98	85	89	72	69
The world's climate is changing but NOT because of human activity	17	1	8	7	18	17
The world's climate is NOT changing	3	0	1	0	2	3
Not sure	11	1	6	4	8	11

Generally speaking, do you think the government is doing and spending too much to try and tackle climate change, not doing or spending enough to tackle climate change, or are they getting the balance about right?

Are doing and spending too much to try and tackle climate change	25	5	10	12	23	25
Are not doing or spending enough to try and tackle climate change	44	79	74	67	47	44
Are getting the balance about right	13	9	10	12	14	13
Don't know	17	7	6	9	16	17

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		Air con want			Recent heatwave methods used to cool home			
	Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%

Thinking about how you feel TODAY about climate change and its effects, which of the following comes closest to your view?

I am currently very worried about climate change and its effects	31	35	26	30	31	31	34	33
I am currently fairly worried about climate change and its effects	38	39	36	38	38	39	42	39
TOTAL WORRIED	69	74	62	68	69	70	76	72
I am not currently very worried about climate change and its effects	16	15	19	14	16	16	13	15
I am not currently worried about climate change and its effects at all	11	7	16	9	11	10	9	10
TOTAL NOT WORRIED	27	22	35	23	27	26	22	25
Don't know	4	3	3	9	3	4	2	3

On the subject of climate change do you think:

The world's climate is changing as a result of human activity	70	76	63	68	71	71	72	72
The world's climate is changing but NOT because of human activity	17	14	20	13	16	16	18	15
The world's climate is NOT changing	3	2	4	3	4	3	2	3
Not sure	11	8	12	16	9	10	9	10

Generally speaking, do you think the government is doing and spending too much to try and tackle climate change, not doing or spending enough to tackle climate change, or are they getting the balance about right?

Are doing and spending too much to try and tackle climate change	25	20	30	24	24	24	21	23
Are not doing or spending enough to try and tackle climate change	44	52	40	38	46	45	50	47
Are getting the balance about right	13	12	14	13	13	14	14	13
Don't know	17	16	16	24	16	17	15	16

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	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have air conditioning in your home, including any permanently installed system or portable air conditioning unit used to cool indoor rooms?

Yes I do	11	12	10	15	12	10	11	12	12	10	11	10	8	13	10	9
No I do not	88	88	90	84	88	87	88	88	88	90	88	89	87	86	90	91
Not sure	1	0	1	1	1	2	1	0	0	0	2	1	4	1	1	0

How long have you had air conditioning in your home?
(if you have moved home, please think about how long you have continuously had air conditioning across all homes)

[Asked only to those who said they have air conditioning in their home; n=219]

For less than a month	4	11	2	3	2	0	2	8	3	9	3	6	0	2	4	14
Between 1-3 months	16	9	13	21	17	33	19	12	14	17	18	14	24	14	13	19
Between 4-6 months	5	4	6	5	4	6	7	4	3	5	6	4	8	5	5	2
Between 7-12 months	4	5	4	7	0	0	4	3	4	4	3	6	10	5	0	6
Between one and two years	24	28	26	18	27	11	21	28	25	25	22	27	13	30	22	19
Between two and three years	13	10	15	13	10	0	12	10	14	10	11	14	13	16	11	7
Between three and five years	12	10	13	7	6	32	14	8	13	12	9	16	6	11	19	10
Longer than five years	19	23	18	25	34	18	20	27	24	16	27	12	13	17	25	22
Don't know	2	0	3	0	0	0	2	0	0	1	2	3	14	1	2	0

Do you want to have air conditioning in your home?

[Excluding those who already have air conditioning in their home; n=1886]

Yes I do	40	35	44	39	39	30	40	37	38	34	39	41	55	50	32	23
No I do not	44	51	41	46	47	47	44	49	47	50	47	42	32	35	51	59
Not sure	16	14	15	15	14	23	16	14	15	15	14	17	13	15	16	18

Don't have air con but want it	35	31	39	33	35	27	35	32	33	31	33	36	50	43	29	21
Don't have air con and don't want it	39	45	37	39	41	41	39	43	41	45	42	37	28	30	46	53
Don't have air con and not sure if they want it	14	12	13	12	12	20	14	12	14	14	13	15	10	13	15	17

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Weighted Sample	2105	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample	2105	786	468	545	1827	119	159	516	362	198	751
	%	%	%	%	%	%	%	%	%	%	%

Do you have air conditioning in your home, including any permanently installed system or portable air conditioning unit used to cool indoor rooms?

Yes I do	11	12	9	10	12	7	3	8	12	16	12
No I do not	88	87	90	90	88	91	93	92	87	83	87
Not sure	1	1	1	1	1	2	3	1	1	2	1

How long have you had air conditioning in your home? (if you have moved home, please think about how long you have continuously had air conditioning across all homes)

[Asked only to those who said they have air conditioning in their home; n=219]

For less than a month	4	3	5	8	4	9	0	4	7	0	5
Between 1-3 months	16	19	28	5	16	0	29	9	8	23	19
Between 4-6 months	5	8	0	4	5	0	0	5	0	5	8
Between 7-12 months	4	5	5	3	5	0	0	3	9	3	4
Between one and two years	24	18	19	36	24	44	14	30	26	22	21
Between two and three years	13	15	5	19	13	23	0	18	12	8	14
Between three and five years	12	13	20	8	12	25	12	18	11	14	9
Longer than five years	19	20	18	16	19	0	45	13	25	20	19
Don't know	2	0	0	1	2	0	0	0	2	4	2

Do you want to have air conditioning in your home?

[Excluding those who already have air conditioning in their home; n=1886]

Yes I do	40	43	34	37	41	41	22	34	43	51	43
No I do not	44	42	49	48	42	48	64	50	40	34	40
Not sure	16	15	17	15	16	11	14	16	17	15	17

Don't have air con but want it	35	37	30	34	36	36	19	31	38	43	37
Don't have air con and don't want it	39	36	44	43	37	45	60	46	35	28	35
Don't have air con and not sure if they want it	14	13	15	14	14	10	13	15	14	12	15

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		I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
	Total				Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%

Do you have air conditioning in your home, including any permanently installed system or portable air conditioning unit used to cool indoor rooms?

Yes I do	11	12	8	4	100	0
No I do not	88	88	92	96	0	100
Not sure	1	1	1	1	0	0

How long have you had air conditioning in your home?
(if you have moved home, please think about how long you have continuously had air conditioning across all homes)

[Asked only to those who said they have air conditioning in their home; n=219]

For less than a month	4	6	6	6	4	-
Between 1-3 months	16	19	11	11	16	-
Between 4-6 months	5	4	24	23	5	-
Between 7-12 months	4	4	9	6	4	-
Between one and two years	24	20	20	18	24	-
Between two and three years	13	16	9	0	13	-
Between three and five years	12	9	10	21	12	-
Longer than five years	19	18	12	14	19	-
Don't know	2	5	0	0	2	-

Do you want to have air conditioning in your home?

[Excluding those who already have air conditioning in their home; n=1886]

Yes I do	40	46	35	19	-	40
No I do not	44	38	47	66	-	45
Not sure	16	16	18	15	-	16

Don't have air con but want it	35	41	32	19	0	40
Don't have air con and don't want it	39	34	43	63	0	45
Don't have air con and not sure if they want it	14	13	16	14	0	16

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		Air con want			Recent heatwave methods used to cool home			
	Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%

Do you have air conditioning in your home, including any permanently installed system or portable air conditioning unit used to cool indoor rooms?

Yes I do	11	0	0	0	10	12	95	11
No I do not	88	99	99	98	89	88	5	88
Not sure	1	1	1	2	1	1	0	1

How long have you had air conditioning in your home?
(if you have moved home, please think about how long you have continuously had air conditioning across all homes)

[Asked only to those who said they have air conditioning in their home; n=219]

For less than a month	4	0	0	0	3	4	4	4
Between 1-3 months	16	0	0	0	16	17	17	15
Between 4-6 months	5	0	0	0	7	6	4	4
Between 7-12 months	4	0	0	0	5	5	3	4
Between one and two years	24	0	0	0	23	25	26	24
Between two and three years	13	0	0	0	13	14	13	13
Between three and five years	12	0	0	0	11	11	12	13
Longer than five years	19	0	0	0	20	18	20	20
Don't know	2	0	0	0	2	2	1	2

Do you want to have air conditioning in your home?

[Excluding those who already have air conditioning in their home; n=1886]

Yes I do	40	100	0	0	42	48	66	42
No I do not	44	0	100	0	42	35	23	41
Not sure	16	0	0	100	16	17	12	17

Don't have air con but want it	35	99	0	0	37	42	3	37
Don't have air con and don't want it	39	0	99	0	38	31	1	36
Don't have air con and not sure if they want it	14	0	0	98	14	15	1	15

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	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Were you able to cool your home to a comfortable temperature during the recent heatwaves? If you only cooled part of your home (e.g. just one room), please answer based on the temperature of the room you were cooling.

Yes I was	50	60	47	53	55	49	50	58	52	55	51	49	36	39	57	68
No I was not	46	38	49	44	41	47	46	39	45	42	44	48	56	57	40	29
Not sure	4	2	4	2	4	5	4	3	2	3	5	3	9	4	3	3

Were you concerned at any point that your own health or the health of someone else that lives in your home would be negatively impacted by the temperature of your home?

Yes I was	30	27	34	34	21	35	33	25	32	27	26	34	37	35	26	25
No I was not	65	72	63	61	74	61	62	73	66	70	68	62	54	59	72	73
Don't know/can't recall	5	1	3	5	5	4	4	3	2	3	6	4	10	6	2	2

Which of the following methods did you use to cool your home during the recent heatwave? Please select all that apply.

Keeping blinds/curtains/shutters closed	78	80	81	86	79	81	81	80	86	77	75	81	73	79	79	77
Opening windows	75	73	76	71	76	72	74	74	77	71	76	73	82	76	72	70
Using electric fans	72	71	75	71	74	70	72	72	71	72	69	74	76	77	68	65
Using air conditioning	10	11	10	15	12	9	11	12	11	9	11	9	6	13	9	8
Something else	5	2	5	6	4	8	6	3	6	3	5	5	6	6	7	2
Don't know	0	0	0	0	1	1	0	0	0	0	1	0	2	1	0	0
N/A - I have not needed to cool my home	2	3	2	2	2	1	2	3	2	2	3	2	3	1	3	3

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	%	%	%	%	%	%	%	%	%	%	%

Were you able to cool your home to a comfortable temperature during the recent heatwaves? If you only cooled part of your home (e.g. just one room), please answer based on the temperature of the room you were cooling.

Yes I was	50	51	54	50	48	51	64	56	49	42	45
No I was not	46	45	42	47	48	47	30	42	46	53	51
Not sure	4	4	4	3	4	2	7	2	5	5	4

Were you concerned at any point that your own health or the health of someone else that lives in your home would be negatively impacted by the temperature of your home?

Yes I was	30	30	28	28	31	36	17	25	34	38	32
No I was not	65	67	68	67	64	60	78	73	61	56	62
Don't know/can't recall	5	2	4	5	5	4	5	2	5	6	6

Which of the following methods did you use to cool your home during the recent heatwave? Please select all that apply.

Keeping blinds/curtains/shutters closed	78	83	76	77	80	81	55	82	80	74	82
Opening windows	75	75	72	76	75	74	68	74	71	78	77
Using electric fans	72	74	69	71	74	69	49	66	76	80	77
Using air conditioning	10	12	9	9	11	7	3	8	11	14	12
Something else	5	6	6	3	5	3	5	5	6	5	5
Don't know	0	0	0	0	0	0	2	0	1	0	0
N/A - I have not needed to cool my home	2	1	3	2	1	1	14	2	0	0	1

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	Total				Yes I do	No I do not
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	%	%	%	%	%	%

Were you able to cool your home to a comfortable temperature during the recent heatwaves? If you only cooled part of your home (e.g. just one room), please answer based on the temperature of the room you were cooling.

Yes I was	50	43	47	53	79	47
No I was not	46	53	51	43	19	50
Not sure	4	4	2	4	2	4

Were you concerned at any point that your own health or the health of someone else that lives in your home would be negatively impacted by the temperature of your home?

Yes I was	30	41	33	21	40	29
No I was not	65	54	60	76	54	67
Don't know/can't recall	5	5	7	2	6	4

Which of the following methods did you use to cool your home during the recent heatwave? Please select all that apply.

Keeping blinds/curtains/shutters closed	78	83	83	78	83	78
Opening windows	75	77	78	77	69	75
Using electric fans	72	72	73	63	78	71
Using air conditioning	10	11	7	3	88	1
Something else	5	7	4	6	6	5
Don't know	0	0	0	0	0	0
N/A - I have not needed to cool my home	2	2	2	3	0	2

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Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%

Were you able to cool your home to a comfortable temperature during the recent heatwaves? If you only cooled part of your home (e.g. just one room), please answer based on the temperature of the room you were cooling.

Yes I was	50	24	67	44	48	47	79	49
No I was not	46	73	29	47	48	50	20	48
Not sure	4	3	4	9	4	3	1	3

Were you concerned at any point that your own health or the health of someone else that lives in your home would be negatively impacted by the temperature of your home?

Yes I was	30	47	13	30	30	35	39	33
No I was not	65	48	85	60	65	60	56	62
Don't know/can't recall	5	5	2	10	4	5	5	4

Which of the following methods did you use to cool your home during the recent heatwave? Please select all that apply.

Keeping blinds/curtains/shutters closed	78	83	71	81	80	82	82	100
Opening windows	75	79	72	76	100	77	68	76
Using electric fans	72	86	56	76	74	100	76	76
Using air conditioning	10	1	0	0	9	10	100	10
Something else	5	5	5	6	4	4	6	5
Don't know	0	0	1	1	0	0	0	0
N/A - I have not needed to cool my home	2	0	5	0	0	0	0	0

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					Party Groups		EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Left	Right	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
	2105	379	541	194	227	119	905	606	739	751	1017	1088	221	867	520	497
	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

During the recent heatwave, were you able to afford to use your air conditioning as much as you needed (i.e. to make your home a comfortable temperature for as long as you wanted)?

[Asked only to those who said they have air conditioning in their home; n=219]

I was able to use as much as I needed to without financial difficulty	63	67	65	64	64	72	66	66	67	65	66	61	62	58	70	68
I was able to use it as much as I needed to, but I will have to make spending sacrifices on other essentials as a result	25	20	28	20	24	14	25	22	23	22	24	25	17	29	21	20
I was not able to afford to use it as much as I needed to	8	10	7	3	11	7	5	11	5	9	8	9	10	10	7	5
Don't know	4	3	0	12	0	7	4	2	5	3	2	6	11	2	2	7

For what reasons do you not have air conditioning?

Please select all that apply.

[Excluding those who do not already have air conditioning in their home; n=1865]

Cost of buying and/or installing it	68	68	70	71	69	68	68	68	69	66	68	69	74	74	64	61
Cost of the electricity required to run it	49	49	47	53	48	59	49	49	51	49	48	50	52	48	51	47
Practical problems (e.g. lack of space, unsuitable windows, nowhere to vent portable unit)	27	24	27	35	21	32	28	23	28	22	25	28	35	30	22	24
Don't think I need it / home does not get hot enough	25	32	22	28	25	26	26	29	27	27	27	24	19	17	28	37
Concern about the impact on the environment/climate change	17	9	23	28	4	35	26	7	25	10	16	17	22	15	18	14
Not allowed to install or use it (e.g. because of council, builder owner, landlord, etc)	11	7	12	7	7	9	11	7	10	7	12	11	18	13	10	8
Noise concerns	11	11	12	22	10	7	13	11	12	13	11	12	6	9	12	15
Concerns about health/comfort (e.g. dry air, draughts, or irritation)	9	10	9	9	7	16	10	9	11	7	6	11	4	8	10	10
Just haven't got round to getting it	7	6	8	9	8	7	8	6	6	6	8	6	11	8	5	6
Something else	6	4	6	6	7	6	6	5	6	6	6	6	7	8	4	5
Don't know	2	2	1	1	4	0	1	2	2	3	3	2	2	3	3	1
Cost of Air Con is a barrier	75	74	75	77	75	79	75	75	75	72	74	75	78	79	72	68

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Socio-economic classification (NS-)			Country			Region in England			
Total		Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2105	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample	2105	786	468	545	1827	119	159	516	362	198	751
%		%	%	%	%	%	%	%	%	%	%

During the recent heatwave, were you able to afford to use your air conditioning as much as you needed (i.e. to make your home a comfortable temperature for as long as you wanted)?

[Asked only to those who said they have air conditioning in their home; n=219]

I was able to use as much as I needed to without financial difficulty	63	70	55	62	64	46	57	69	68	71	57
I was able to use it as much as I needed to, but I will have to make spending sacrifices on other essentials as a result	25	19	34	24	24	38	31	21	23	22	26
I was not able to afford to use it as much as I needed to	8	7	9	11	8	16	12	11	9	3	9
Don't know	4	3	3	2	4	0	0	0	0	4	8

For what reasons do you not have air conditioning?

Please select all that apply.

[Excluding those who do not already have air conditioning in their home; n=1865]

Cost of buying and/or installing it	68	69	63	70	71	63	48	70	72	69	72
Cost of the electricity required to run it	49	50	45	48	51	42	33	52	51	48	51
Practical problems (e.g. lack of space, unsuitable windows, nowhere to vent portable unit)	27	29	23	24	28	21	18	25	25	40	28
Don't think I need it / home does not get hot enough	25	26	30	23	21	33	55	30	15	18	20
Concern about the impact on the environment/climate change	17	18	16	14	17	17	9	16	17	17	19
Not allowed to install or use it (e.g. because of council, builder owner, landlord, etc)	11	8	9	14	12	10	12	9	11	19	11
Noise concerns	11	13	12	9	12	14	6	11	11	14	12
Concerns about health/comfort (e.g. dry air, draughts, or irritation)	9	9	9	9	9	8	3	9	8	11	9
Just haven't got round to getting it	7	9	6	5	7	9	3	5	9	8	7
Something else	6	7	7	5	6	7	6	4	6	5	8
Don't know	2	1	3	2	2	1	3	2	3	4	1
Cost of Air Con is a barrier	75	75	70	76	77	70	56	75	79	76	78

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
	Total				Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%

During the recent heatwave, were you able to afford to use your air conditioning as much as you needed (i.e. to make your home a comfortable temperature for as long as you wanted)?

[Asked only to those who said they have air conditioning in their home; n=219]

I was able to use as much as I needed to without financial difficulty	63	57	52	60	63	-
I was able to use it as much as I needed to, but I will have to make spending sacrifices on other essentials as a result	25	24	23	31	25	-
I was not able to afford to use it as much as I needed to	8	11	19	9	8	-
Don't know	4	9	6	0	4	-

For what reasons do you not have air conditioning?

Please select all that apply.

[Excluding those who do not already have air conditioning in their home; n=1865]

Cost of buying and/or installing it	68	70	67	61	-	68
Cost of the electricity required to run it	49	52	55	54	-	49
Practical problems (e.g. lack of space, unsuitable windows, nowhere to vent portable unit)	27	30	30	29	-	27
Don't think I need it / home does not get hot enough	25	19	26	37	-	25
Concern about the impact on the environment/climate change	17	35	42	40	-	17
Not allowed to install or use it (e.g. because of council, builder owner, landlord, etc)	11	12	9	6	-	11
Noise concerns	11	11	15	16	-	11
Concerns about health/comfort (e.g. dry air, draughts, or irritation)	9	10	11	13	-	9
Just haven't got round to getting it	7	8	5	5	-	7
Something else	6	6	7	4	-	6
Don't know	2	2	1	2	-	2
Cost of Air Con is a barrier	75	78	75	74	-	75

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Air con want			Recent heatwave methods used to cool home			
	Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%

During the recent heatwave, were you able to afford to use your air conditioning as much as you needed (i.e. to make your home a comfortable temperature for as long as you wanted)?

[Asked only to those who said they have air conditioning in their home; n=219]

I was able to use as much as I needed to without financial difficulty	63	0	0	0	63	64	67	63
I was able to use it as much as I needed to, but I will have to make spending sacrifices on other essentials as a result	25	0	0	0	24	25	24	24
I was not able to afford to use it as much as I needed to	8	0	0	0	9	7	7	9
Don't know	4	0	0	0	4	4	2	4

For what reasons do you not have air conditioning?

Please select all that apply.

[Excluding those who do not already have air conditioning in their home; n=1865]

Cost of buying and/or installing it	68	81	56	72	71	74	68	73
Cost of the electricity required to run it	49	46	49	56	50	50	42	52
Practical problems (e.g. lack of space, unsuitable windows, nowhere to vent portable unit)	27	30	21	35	28	29	36	30
Don't think I need it / home does not get hot enough	25	4	46	18	24	18	17	23
Concern about the impact on the environment/climate change	17	9	22	21	17	15	16	19
Not allowed to install or use it (e.g. because of council, builder owner, landlord, etc)	11	15	9	10	12	12	0	11
Noise concerns	11	7	14	13	12	11	28	12
Concerns about health/comfort (e.g. dry air, draughts, or irritation)	9	3	12	12	9	8	17	9
Just haven't got round to getting it	7	12	2	6	8	8	11	7
Something else	6	7	5	6	6	6	7	6
Don't know	2	1	3	5	2	2	10	2
Cost of Air Con is a barrier	75	83	67	76	77	79	73	79

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					Party Groups		EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Left	Right	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
	2105	379	541	194	227	119	905	606	739	751	1017	1088	221	867	520	497
	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a positive or negative opinion of air conditioning in general?

Very positive	15	15	14	13	21	9	13	17	13	15	17	14	19	19	12	10
Fairly positive	38	39	39	36	40	31	37	40	35	38	39	36	43	41	33	35
TOTAL POSITIVE	53	54	53	49	61	40	50	57	48	53	56	50	62	60	45	45
Neither positive nor negative	36	37	37	38	32	41	38	35	40	37	34	38	24	32	42	42
Fairly negative	7	7	6	12	4	14	9	6	10	6	7	7	7	6	10	8
Very negative	1	2	2	0	2	1	2	2	1	2	2	1	1	1	1	3
TOTAL NEGATIVE	8	9	8	12	6	15	11	8	11	8	9	8	8	7	11	11
Don't know	2	1	2	1	0	3	2	1	1	1	2	2	5	2	1	1

Would you support or oppose...

Installing air conditioning as standard in new homes?

Strongly support	27	25	29	25	31	25	27	27	22	27	25	28	35	30	24	19
Somewhat support	40	42	41	38	37	34	38	40	43	37	40	39	38	39	40	40
TOTAL SUPPORT	67	67	70	63	68	59	65	67	65	64	65	67	73	69	64	59
Somewhat oppose	13	12	14	17	9	14	15	11	16	12	13	12	12	11	14	16
Strongly oppose	7	10	7	7	6	10	7	8	6	9	9	5	7	6	8	8
TOTAL OPPOSE	20	22	21	24	15	24	22	19	22	21	22	17	19	17	22	24
Don't know	14	11	10	12	17	17	12	13	14	15	13	15	8	14	15	16

Making it easier for people in existing homes to get air conditioning installed in their home, without requiring permission from the council, building owners, landlords, etc?

Strongly support	32	30	34	26	39	29	31	34	29	30	32	32	41	39	28	21
Somewhat support	43	49	41	49	34	46	44	44	46	43	43	43	40	40	43	48
TOTAL SUPPORT	75	79	75	75	73	75	75	78	75	73	75	75	81	79	71	69
Somewhat oppose	8	5	10	6	9	9	9	6	9	7	8	7	7	6	8	10
Strongly oppose	4	5	4	3	4	6	4	5	3	5	5	3	2	3	6	4
TOTAL OPPOSE	12	10	14	9	13	15	13	11	12	12	13	10	9	9	14	14
Don't know	13	11	11	16	14	10	12	12	13	15	11	16	10	12	14	17

Government subsidising the cost to homeowners of getting air conditioning installed

Strongly support	29	24	30	24	33	31	28	27	26	27	28	30	34	35	26	21
Somewhat support	30	29	33	35	23	30	33	27	34	28	29	31	32	29	32	29
TOTAL SUPPORT	59	53	63	59	56	61	61	54	60	55	57	61	66	64	58	50
Somewhat oppose	14	17	15	13	10	11	15	15	16	13	15	13	13	12	13	19
Strongly oppose	14	19	12	16	18	13	13	19	13	18	16	12	9	11	16	18
TOTAL OPPOSE	28	36	27	29	28	24	28	34	29	31	31	25	22	23	29	37

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Socio-economic classification (NS-)			Country			Region in England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2105	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample	2105	786	468	545	1827	119	159	516	362	198	751
	%	%	%	%	%	%	%	%	%	%	%

Do you have a positive or negative opinion of air conditioning in general?

Very positive	15	17	13	14	16	12	9	13	16	25	15
Fairly positive	38	40	34	39	38	38	37	35	36	36	41
TOTAL POSITIVE	53	57	47	53	54	50	46	48	52	61	56
Neither positive nor negative	36	33	42	36	35	37	41	41	38	29	33
Fairly negative	7	9	8	5	8	7	7	7	7	8	8
Very negative	1	0	2	2	1	4	1	2	1	1	1
TOTAL NEGATIVE	8	9	10	7	9	11	8	9	8	9	9
Don't know	2	0	1	3	2	2	6	1	2	1	2

Would you support or oppose...

Installing air conditioning as standard in new homes?

Strongly support	27	28	22	27	28	21	17	22	25	42	28
Somewhat support	40	41	38	42	40	40	38	40	41	33	41
TOTAL SUPPORT	67	69	60	69	68	61	55	62	66	75	69
Somewhat oppose	13	14	15	10	12	20	16	14	13	9	11
Strongly oppose	7	6	10	6	7	10	6	10	5	4	7
TOTAL OPPOSE	20	20	25	16	19	30	22	24	18	13	18
Don't know	14	11	16	16	13	9	22	15	15	12	12

Making it easier for people in existing homes to get air conditioning installed in their home, without requiring permission from the council, building owners, landlords, etc?

Strongly support	32	35	28	30	33	31	24	29	28	43	35
Somewhat support	43	44	41	46	43	47	42	42	47	39	42
TOTAL SUPPORT	75	79	69	76	76	78	66	71	75	82	77
Somewhat oppose	8	8	9	6	8	7	7	11	7	5	6
Strongly oppose	4	4	6	2	3	8	5	3	3	5	4
TOTAL OPPOSE	12	12	15	8	11	15	12	14	10	10	10
Don't know	13	10	16	15	13	7	22	15	15	8	12

Government subsidising the cost to homeowners of getting air conditioning installed

Strongly support	29	29	26	29	30	26	19	27	26	41	31
Somewhat support	30	30	27	34	30	32	28	29	37	26	30
TOTAL SUPPORT	59	59	53	63	60	58	47	56	63	67	61
Somewhat oppose	14	15	15	13	13	15	20	14	15	12	13
Strongly oppose	14	17	18	8	14	17	14	16	10	9	16
TOTAL OPPOSE	28	32	33	21	27	32	34	30	25	21	29

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
	Total				Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%

Do you have a positive or negative opinion of air conditioning in general?

Very positive	15	15	13	4	38	13
Fairly positive	38	35	20	24	45	37
TOTAL POSITIVE	53	50	33	28	83	50
Neither positive nor negative	36	33	39	45	14	39
Fairly negative	7	12	21	21	2	8
Very negative	1	2	3	3	0	2
TOTAL NEGATIVE	8	14	24	24	2	10
Don't know	2	3	4	2	2	2

Would you support or oppose...

Installing air conditioning as standard in new homes?

Strongly support	27	31	25	8	54	23
Somewhat support	40	36	32	33	36	40
TOTAL SUPPORT	67	67	57	41	90	63
Somewhat oppose	13	12	14	28	3	14
Strongly oppose	7	9	16	19	1	8
TOTAL OPPOSE	20	21	30	47	4	22
Don't know	14	12	13	12	5	15

Making it easier for people in existing homes to get air conditioning installed in their home, without requiring permission from the council, building owners, landlords, etc?

Strongly support	32	38	32	13	58	29
Somewhat support	43	37	37	45	35	44
TOTAL SUPPORT	75	75	69	58	93	73
Somewhat oppose	8	8	11	17	3	8
Strongly oppose	4	5	8	11	2	4
TOTAL OPPOSE	12	13	19	28	5	12
Don't know	13	12	12	14	3	15

Government subsidising the cost to homeowners of getting air conditioning installed

Strongly support	29	32	30	10	47	27
Somewhat support	30	29	25	25	26	31
TOTAL SUPPORT	59	61	55	35	73	58
Somewhat oppose	14	15	15	23	13	14
Strongly oppose	14	14	18	30	9	14
TOTAL OPPOSE	28	29	33	53	22	28

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Air con want			Recent heatwave methods used to cool home			
	Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%

Do you have a positive or negative opinion of air conditioning in general?

Very positive	15	26	4	4	15	18	39	15
Fairly positive	38	53	24	33	39	41	44	38
TOTAL POSITIVE	53	79	28	37	54	59	83	53
Neither positive nor negative	36	19	51	54	34	33	15	36
Fairly negative	7	2	15	5	7	6	2	8
Very negative	1	0	4	0	1	1	0	1
TOTAL NEGATIVE	8	2	19	5	8	7	2	9
Don't know	2	1	3	3	2	2	0	2

Would you support or oppose...

Installing air conditioning as standard in new homes?

Strongly support	27	48	7	8	27	31	53	27
Somewhat support	40	41	33	56	40	42	37	40
TOTAL SUPPORT	67	89	40	64	67	73	90	67
Somewhat oppose	13	5	23	11	13	11	3	13
Strongly oppose	7	1	16	2	7	5	2	6
TOTAL OPPOSE	20	6	39	13	20	16	5	19
Don't know	14	5	22	22	14	12	5	13

Making it easier for people in existing homes to get air conditioning installed in their home, without requiring permission from the council, building owners, landlords, etc?

Strongly support	32	54	11	18	33	38	56	34
Somewhat support	43	39	45	53	44	43	35	44
TOTAL SUPPORT	75	93	56	71	77	81	91	78
Somewhat oppose	8	3	14	6	7	6	4	7
Strongly oppose	4	1	8	0	3	2	2	4
TOTAL OPPOSE	12	4	22	6	10	8	6	11
Don't know	13	4	22	23	12	11	2	13

Government subsidising the cost to homeowners of getting air conditioning installed

Strongly support	29	50	11	15	30	33	46	30
Somewhat support	30	30	28	39	29	31	27	30
TOTAL SUPPORT	59	80	39	54	59	64	73	60
Somewhat oppose	14	8	20	14	15	13	14	14
Strongly oppose	14	5	25	7	13	11	9	14
TOTAL OPPOSE	28	13	45	21	28	24	23	28

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Vote in 2024 GE					Party Groups		EU Ref 2016		Gender		Age			
Total		Con	Lab	Lib Dem	Reform UK	Green	Left	Right	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2105	379	541	194	227	119	905	606	739	751	1017	1088	221	867	520	497
Unweighted Sample	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know		13	10	10	12	16	14	11	12	12	14	11	14	12	13	12

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Socio-economic classification (NS-			Country			Region in England			
Total		Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2105	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample	2105	786	468	545	1827	119	159	516	362	198	751
%		%	%	%	%	%	%	%	%	%	%
Don't know	13	8	14	15	12	10	18	15	13	12	11

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Total	I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
					Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%
Don't know	13	11	12	12	5	14

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Air con want			Recent heatwave methods used to cool home			
	Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%
Don't know	13	7	16	25	13	12	4	11

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Vote in 2024 GE						Party Groups		EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Left	Right	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2105	379	541	194	227	119	905	606	739	751	1017	1088	221	867	520	497
Unweighted Sample	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Banning air conditioning entirely																
Strongly support	1	2	1	1	1	1	2	1	1	2	2	1	2	1	2	1
Somewhat support	3	4	4	3	3	7	4	4	4	3	3	3	4	3	4	3
TOTAL SUPPORT	4	6	5	4	4	8	6	5	5	5	5	4	6	4	6	4
Somewhat oppose	21	21	22	22	17	27	22	20	24	22	21	22	17	19	22	28
Strongly oppose	61	64	60	62	64	51	59	64	58	60	62	60	69	65	58	52
TOTAL OPPOSE	82	85	82	84	81	78	81	84	82	82	83	82	86	84	80	80
Don't know	13	9	13	12	15	13	13	12	13	14	11	14	7	12	14	16
Which do you think is more important?																
Allowing and encouraging more widespread adoption of air conditioning, even if this means more carbon emissions or other negative climate change factors	48	54	43	40	63	42	42	58	42	54	53	43	43	52	47	45
Keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	23	19	27	29	10	38	29	16	30	15	23	23	26	22	24	21
Don't know	29	27	30	31	27	20	29	27	28	30	24	34	31	25	30	34
If all buildings in COUNTRY were fitted with air conditioning, how large an impact do you think that would have on...																
The number of people in COUNTRY who suffer harms as a result of heatwaves and high temperatures?																
A very large impact	14	11	15	10	15	20	14	13	13	13	14	14	23	17	13	7
A fairly large impact	25	25	25	26	20	23	25	23	26	22	23	26	35	26	22	21
A moderate impact	25	25	31	29	23	29	30	24	29	23	27	24	22	24	25	28
TOTAL LARGE / MODERATE IMPACT	64	61	71	65	58	72	69	60	68	58	64	64	80	67	60	56
A fairly small impact	12	15	11	13	9	8	11	13	12	14	12	12	5	10	14	17
A very small impact	7	8	7	6	10	5	7	9	5	9	7	6	2	6	9	8
No impact at all	2	3	0	1	4	1	1	3	1	3	2	2	2	1	3	3
TOTAL SMALL / NO IMPACT	21	26	18	20	23	14	19	25	18	26	21	20	9	17	26	28
Don't know	15	13	11	13	19	15	12	15	13	17	14	16	10	16	14	17

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

Fieldwork: 10th - 11th August 2026

		Socio-economic classification (NS-)				Country			Region in England			
		Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		2105	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample		2105	786	468	545	1827	119	159	516	362	198	751
		%	%	%	%	%	%	%	%	%	%	%
Banning air conditioning entirely												
	Strongly support	1	1	1	1	1	2	4	1	1	1	1
	Somewhat support	3	3	4	3	3	5	4	3	3	5	3
	TOTAL SUPPORT	4	4	5	4	4	7	8	4	4	6	4
	Somewhat oppose	21	19	25	24	22	21	17	24	29	20	18
	Strongly oppose	61	67	55	57	62	57	56	57	57	64	66
	TOTAL OPPOSE	82	86	80	81	84	78	73	81	86	84	84
	Don't know	13	9	15	15	12	15	21	15	10	10	11
Which do you think is more important?												
	Allowing and encouraging more widespread adoption of air conditioning, even if this means more carbon emissions or other negative climate change factors	48	52	45	47	49	45	42	44	53	53	49
	Keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	23	26	25	19	22	24	26	26	20	22	21
	Don't know	29	22	30	34	29	31	33	30	27	25	30
If all buildings in COUNTRY were fitted with air conditioning, how large an impact do you think that would have on...												
The number of people in COUNTRY who suffer harms as a result of heatwaves and high temperatures?												
	A very large impact	14	16	12	12	15	11	10	14	13	20	14
	A fairly large impact	25	24	20	27	25	21	21	22	25	29	26
	A moderate impact	25	29	25	23	25	24	29	24	28	23	25
	TOTAL LARGE / MODERATE IMPACT	64	69	57	62	65	56	60	60	66	72	65
	A fairly small impact	12	13	12	12	12	15	13	13	13	9	11
	A very small impact	7	7	10	5	7	8	8	7	6	5	7
	No impact at all	2	1	2	2	2	4	3	3	3	1	1
	TOTAL SMALL / NO IMPACT	21	21	24	19	21	27	24	23	22	15	19
	Don't know	15	10	18	17	15	17	16	17	12	13	16

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Total	I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
					Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%
Banning air conditioning entirely						
Strongly support	1	2	4	3	1	1
Somewhat support	3	5	7	11	1	4
TOTAL SUPPORT	4	7	11	14	2	5
Somewhat oppose	21	22	24	31	11	23
Strongly oppose	61	57	49	36	85	59
TOTAL OPPOSE	82	79	73	67	96	82
Don't know	13	14	15	19	1	14
Which do you think is more important?						
Allowing and encouraging more widespread adoption of air conditioning, even if this means more carbon emissions or other negative climate change factors	48	35	33	0	70	46
Keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	23	37	44	100	8	25
Don't know	29	28	23	0	23	29
If all buildings in COUNTRY were fitted with air conditioning, how large an impact do you think that would have on...						
The number of people in COUNTRY who suffer harms as a result of heatwaves and high temperatures?						
A very large impact	14	18	39	10	23	13
A fairly large impact	25	29	26	20	33	24
A moderate impact	25	24	14	27	21	26
TOTAL LARGE / MODERATE IMPACT	64	71	79	57	77	63
A fairly small impact	12	11	7	21	4	13
A very small impact	7	4	6	10	5	7
No impact at all	2	2	1	2	2	2
TOTAL SMALL / NO IMPACT	21	17	14	33	11	22
Don't know	15	12	8	10	12	15

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Air con want			Recent heatwave methods used to cool home			
	Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%

Banning air conditioning entirely

Strongly support	1	1	2	0	1	1	1	1
Somewhat support	3	2	7	0	3	2	1	3
TOTAL SUPPORT	4	3	9	0	4	3	2	4
Somewhat oppose	21	14	28	28	22	20	12	22
Strongly oppose	61	79	42	52	63	66	85	63
TOTAL OPPOSE	82	93	70	80	85	86	97	85
Don't know	13	4	21	20	11	11	0	12

Which do you think is more important?

Allowing and encouraging more widespread adoption of air conditioning, even if this means more carbon emissions or other negative climate change factors	48	65	31	36	49	53	73	49
Keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	23	12	36	22	23	20	7	23
Don't know	29	23	32	41	28	27	20	28

If all buildings in COUNTRY were fitted with air conditioning, how large an impact do you think that would have on...

The number of people in COUNTRY who suffer harms as a result of heatwaves and high temperatures?

A very large impact	14	21	9	7	14	17	22	15
A fairly large impact	25	32	15	28	26	27	32	26
A moderate impact	25	24	25	33	25	25	22	26
TOTAL LARGE / MODERATE IMPACT	64	77	49	68	65	69	76	67
A fairly small impact	12	8	19	9	12	11	6	12
A very small impact	7	4	11	3	6	5	6	6
No impact at all	2	1	3	1	2	2	2	2
TOTAL SMALL / NO IMPACT	21	13	33	13	20	18	14	20
Don't know	15	11	19	19	14	14	11	14

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Vote in 2024 GE					Party Groups		EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Left	Right	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2105	379	541	194	227	119	905	606	739	751	1017	1088	221	867	520	497
Unweighted Sample	2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The overall size of the impact that COUNTRY has on climate change?

A very large impact	8	6	9	6	3	12	9	5	8	6	6	9	13	9	6	4
A fairly large impact	16	11	21	16	9	32	21	10	21	10	14	18	24	16	15	15
A moderate impact	24	25	27	28	19	25	27	22	28	20	23	25	24	25	23	24
TOTAL LARGE / MODERATE IMPACT	48	42	57	50	31	69	57	37	57	36	43	52	61	50	44	43
A fairly small impact	16	19	15	22	15	9	16	17	15	18	19	14	16	14	16	20
A very small impact	11	15	9	7	18	7	9	16	9	15	15	7	8	10	12	13
No impact at all	7	10	3	3	18	1	3	13	3	13	9	4	1	6	9	8
TOTAL SMALL / NO IMPACT	34	44	27	32	51	17	28	46	27	46	43	25	25	30	37	41
Don't know	18	14	16	17	19	15	15	16	15	18	14	22	14	21	18	16

If air conditioning became widespread in homes in COUNTRY, what impact do you think this would have on dedication to tackle climate change?

People would become much more dedicated to tackle climate change	4	3	5	3	2	0	4	3	3	3	4	3	7	4	2	4
People would become somewhat more dedicated to tackle climate change	9	10	9	14	5	10	10	8	10	7	10	8	8	9	8	10
TOTAL WOULD BECOME MORE DEDICATED	13	13	14	17	7	10	14	11	13	10	14	11	15	13	10	14
Would not make much difference either way	47	56	42	38	55	42	41	55	42	55	50	44	39	45	47	52
People would become somewhat less dedicated to tackle climate change	15	11	19	23	10	23	20	11	20	10	14	17	18	16	14	13
People would become much less dedicated to tackle climate change	9	8	12	8	5	13	11	7	11	7	9	8	12	8	10	7
TOTAL WOULD BECOME LESS DEDICATED	24	19	31	31	15	36	31	18	31	17	23	25	30	24	24	20
Don't know	17	12	13	14	23	12	13	16	14	17	14	19	17	18	18	14

Do you think the problems associated with people being unable to keep cool during heatwaves can or cannot be solved without more widespread adoption of air conditioning?

Can be solved without more widespread adoption of air conditioning	41	44	40	38	34	51	43	41	44	40	44	38	39	39	40	46
Cannot be solved without more widespread adoption of air conditioning	36	39	36	37	44	29	35	41	36	36	37	35	32	39	35	33
Don't know	24	17	24	24	21	20	23	18	20	24	19	27	29	22	25	22

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Socio-economic classification (NS-)			Country			Region in England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2105	714	472	629	1821	101	183	499	345	255	722
Unweighted Sample	2105	786	468	545	1827	119	159	516	362	198	751
	%	%	%	%	%	%	%	%	%	%	%

The overall size of the impact that COUNTRY has on climate change?

A very large impact	8	8	7	5	7	12	6	7	4	14	7
A fairly large impact	16	18	15	16	16	20	15	17	17	17	15
A moderate impact	24	25	24	25	24	18	25	23	26	22	26
TOTAL LARGE / MODERATE IMPACT	48	51	46	46	47	50	46	47	47	53	48
A fairly small impact	16	18	13	16	16	15	17	17	20	17	13
A very small impact	11	11	13	10	11	10	10	11	11	7	13
No impact at all	7	8	7	6	7	8	7	8	5	5	7
TOTAL SMALL / NO IMPACT	34	37	33	32	34	33	34	36	36	29	33
Don't know	18	12	20	21	18	16	20	17	18	18	19

If air conditioning became widespread in homes in COUNTRY, what impact do you think this would have on dedication to tackle climate change?

People would become much more dedicated to tackle climate change	4	3	3	4	3	6	4	2	5	6	3
People would become somewhat more dedicated to tackle climate change	9	8	8	12	9	11	7	8	9	11	9
TOTAL WOULD BECOME MORE DEDICATED	13	11	11	16	12	17	11	10	14	17	12
Would not make much difference either way	47	50	46	46	47	52	43	48	47	42	48
People would become somewhat less dedicated to tackle climate change	15	17	15	12	16	10	13	17	15	13	16
People would become much less dedicated to tackle climate change	9	9	9	6	8	7	11	8	7	11	8
TOTAL WOULD BECOME LESS DEDICATED	24	26	24	18	24	17	24	25	22	24	24
Don't know	17	13	18	18	16	16	22	17	17	17	15

Do you think the problems associated with people being unable to keep cool during heatwaves can or cannot be solved without more widespread adoption of air conditioning?

Can be solved without more widespread adoption of air conditioning	41	44	41	39	40	55	42	45	33	39	40
Cannot be solved without more widespread adoption of air conditioning	36	39	35	33	37	24	31	32	40	38	39
Don't know	24	17	24	27	23	21	27	23	27	23	22

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Total	I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
					Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%

The overall size of the impact that COUNTRY has on climate change?

A very large impact	8	14	100	15	6	8
A fairly large impact	16	26	0	29	10	17
A moderate impact	24	26	0	25	31	24
TOTAL LARGE / MODERATE IMPACT	48	66	100	69	47	49
A fairly small impact	16	14	0	14	18	16
A very small impact	11	6	0	6	13	11
No impact at all	7	1	0	2	8	7
TOTAL SMALL / NO IMPACT	34	21	0	22	39	34
Don't know	18	13	0	9	15	19

If air conditioning became widespread in homes in COUNTRY, what impact do you think this would have on dedication to tackle climate change?

People would become much more dedicated to tackle climate change	4	8	6	3	4	4
People would become somewhat more dedicated to tackle climate change	9	11	5	6	13	8
TOTAL WOULD BECOME MORE DEDICATED	13	19	11	9	17	12
Would not make much difference either way	47	34	26	32	51	47
People would become somewhat less dedicated to tackle climate change	15	21	19	29	10	16
People would become much less dedicated to tackle climate change	9	15	33	22	3	9
TOTAL WOULD BECOME LESS DEDICATED	24	36	52	51	13	25
Don't know	17	11	11	7	19	16

Do you think the problems associated with people being unable to keep cool during heatwaves can or cannot be solved without more widespread adoption of air conditioning?

Can be solved without more widespread adoption of air conditioning	41	45	53	58	27	43
Cannot be solved without more widespread adoption of air conditioning	36	33	30	28	53	34
Don't know	24	22	17	14	20	23

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		Air con want			Recent heatwave methods used to cool home			
	Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample	2105	746	836	300	1568	1512	209	1642
Unweighted Sample	2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%	%

The overall size of the impact that COUNTRY has on climate change?

A very large impact	8	7	8	9	8	8	5	8
A fairly large impact	16	16	18	15	16	16	9	17
A moderate impact	24	27	21	20	24	25	30	25
TOTAL LARGE / MODERATE IMPACT	48	50	47	44	48	49	44	50
A fairly small impact	16	18	14	16	17	16	20	16
A very small impact	11	10	11	10	10	11	14	11
No impact at all	7	6	8	4	7	7	8	6
TOTAL SMALL / NO IMPACT	34	34	33	30	34	34	42	33
Don't know	18	16	18	27	18	17	14	17

If air conditioning became widespread in homes in COUNTRY, what impact do you think this would have on dedication to tackle climate change?

People would become much more dedicated to tackle climate change	4	6	2	2	4	4	5	3
People would become somewhat more dedicated to tackle climate change	9	13	5	7	9	9	14	9
TOTAL WOULD BECOME MORE DEDICATED	13	19	7	9	13	13	19	12
Would not make much difference either way	47	50	43	46	47	50	49	48
People would become somewhat less dedicated to tackle climate change	15	12	18	19	16	14	11	17
People would become much less dedicated to tackle climate change	9	4	14	8	9	8	3	9
TOTAL WOULD BECOME LESS DEDICATED	24	16	32	27	25	22	14	26
Don't know	17	14	18	18	16	16	18	14

Do you think the problems associated with people being unable to keep cool during heatwaves can or cannot be solved without more widespread adoption of air conditioning?

Can be solved without more widespread adoption of air conditioning	41	35	50	40	42	39	27	41
Cannot be solved without more widespread adoption of air conditioning	36	45	26	27	35	38	53	38
Don't know	24	20	24	34	23	23	20	21

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Vote in 2024 GE					Party Groups		EU Ref 2016		Gender		Age			
Total	Con	Lab	Lib Dem	Reform UK	Green	Left	Right	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample 2105	379	541	194	227	119	905	606	739	751	1017	1088	221	867	520	497
Unweighted Sample 2105	349	577	216	241	125	964	590	850	722	945	1160	189	754	597	565
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to dealing with more common heatwaves and high temperatures, do you think the government should prioritise encouraging more widespread adoption of air conditioning, or should it prioritise encouraging alternative methods of keeping homes cool (e.g. external shutters, insulation, reflective roofs)?

Should prioritise air conditioning	14	13	15	10	17	11	13	14	11	14	14	13	16	19	11	8
Should prioritise alternative methods	36	36	42	41	26	43	43	32	43	31	34	37	34	33	39	39
Should prioritise both equally	32	33	29	31	33	39	30	33	32	31	33	30	37	31	32	30
Should not prioritise either	6	9	3	5	11	2	4	10	4	10	8	4	1	4	6	11
Don't know	13	9	11	12	14	5	11	10	10	13	11	15	13	14	12	12

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

Weighted Sample Unweighted Sample		Socio-economic classification (NS-			Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
	2105	714	472	629	1821	101	183	499	345	255	722
	2105	786	468	545	1827	119	159	516	362	198	751
	%	%	%	%	%	%	%	%	%	%	%

When it comes to dealing with more common heatwaves and high temperatures, do you think the government should prioritise encouraging more widespread adoption of air conditioning, or should it prioritise encouraging alternative methods of keeping homes cool (e.g. external shutters, insulation, reflective roofs)?

Should prioritise air conditioning	14	13	12	14	15	8	10	12	13	23	14
Should prioritise alternative methods	36	38	35	33	35	43	41	36	34	31	36
Should prioritise both equally	32	34	28	33	33	27	25	30	33	34	33
Should not prioritise either	6	6	10	5	6	8	5	8	6	2	6
Don't know	13	9	15	15	12	14	20	14	13	9	11

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

		I am currently very worried about climate change and its effects	Full A/C in UK would have very large impact on carbon emissions	Prioritise keeping carbon emissions and other negative climate change factors down as much as possible, even if this means more people suffer harms from heat waves and high temperatures	Air conditioning	
	Total				Yes I do	No I do not
Weighted Sample	2105	645	159	479	224	1857
Unweighted Sample	2105	666	156	493	219	1865
	%	%	%	%	%	%

When it comes to dealing with more common heatwaves and high temperatures, do you think the government should prioritise encouraging more widespread adoption of air conditioning, or should it prioritise encouraging alternative methods of keeping homes cool (e.g. external shutters, insulation, reflective roofs)?

Should prioritise air conditioning	14	10	14	2	23	13
Should prioritise alternative methods	36	49	62	67	21	38
Should prioritise both equally	32	29	17	14	43	30
Should not prioritise either	6	3	2	9	2	7
Don't know	13	9	5	8	11	12

YouGov Survey Results

Sample Size: 2105 adults in GB
Fieldwork: 10th - 11th August 2026

	Air con want			Recent heatwave methods used to cool home			
Total	Yes I do	No I do not	Not sure	Opening windows	Using electric fans	Using air conditioning	Keeping blinds/ curtains/ shutters closed
Weighted Sample 2105	746	836	300	1568	1512	209	1642
Unweighted Sample 2105	732	840	314	1552	1515	203	1674
	%	%	%	%	%	%	%

When it comes to dealing with more common heatwaves and high temperatures, do you think the government should prioritise encouraging more widespread adoption of air conditioning, or should it prioritise encouraging alternative methods of keeping homes cool (e.g. external shutters, insulation, reflective roofs)?

Should prioritise air conditioning	14	23	6	7	14	15	25	13
Should prioritise alternative methods	36	26	46	41	35	33	19	37
Should prioritise both equally	32	41	21	30	33	36	43	34
Should not prioritise either	6	1	13	3	6	4	2	5
Don't know	13	9	14	19	11	12	11	11