# YouGov Survey Results

**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| Weighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| Unweighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| | *19 - 20 Aug* | **12 - 13 Oct** | *06 - 17 Aug* | **9 - 19 Oct** | *14 - 17 Aug* | **16 - 19 Oct** | *13 - 23 Aug* | **9 - 22 Oct** | *11 - 23 Aug* | **9 - 22 Oct** | *13 - 21 Aug* | **9 - 18 Oct** |
| **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* | **28** | *42* | **42** | *40* | **31** | *22* | **23** | *33* | **30** | *45* | **42** |
| I am currently fairly worried about climate change and its effects | *37* | **39** | *41* | **41** | *32* | **34** | *45* | **46** | *40* | **44** | *37* | **38** |
| **TOTAL WORRIED** | ***68*** | **67** | ***83*** | **83** | ***72*** | **65** | ***67*** | **69** | ***73*** | **74** | ***82*** | **80** |
| I am not currently very worried about climate change and its effects | *17* | **17** | *10* | **10** | *14* | **17** | *21* | **21** | *18* | **18** | *8* | **9** |
| I am not currently worried about climate change and its effects at all | *11* | **12** | *4* | **4** | *10* | **12** | *7* | **5** | *6* | **7** | *4* | **5** |
| **TOTAL NOT WORRIED** | ***28*** | **29** | ***14*** | **14** | ***24*** | **29** | ***28*** | **26** | ***24*** | **25** | ***12*** | **14** |
| Don't know | *4* | **4** | *3* | **3** | *4* | **5** | *6* | **5** | *3* | **2** | *6* | **5** |
| **On the subject of climate change do you think:** | | | | | | | | | | | | |
| The world's climate is changing as a result of human activity | *71* | **71** | *76* | **80** | *70* | **69** | *72* | **73** | *69* | **71** | *78* | **76** |
| The world's climate is changing but NOT because of human activity | *18* | **18** | *16* | **14** | *22* | **20** | *15* | **14** | *23* | **20** | *13* | **15** |
| The world's climate is NOT changing | *2* | **3** | *2* | **1** | *1* | **2** | *2* | **2** | *2* | **4** | *3* | **3** |
| Not sure | *8* | **8** | *6* | **5** | *7* | **9** | *11* | **11** | *5* | **6** | *6* | **6** |
| **Taking into account the personal costs or changes to lifestyle that would be required, please say whether you would or would not be willing to do each of the following to address climate change.** | | | | | | | | | | | | |
| **Limit the amount of meat and dairy products you eat to two or three meals a week** | | | | | | | | | | | | |
| Would be willing to do this | *32* | **33** | *34* | **34** | *32* | **30** | *28* | **30** | *35* | **32** | *43* | **40** |
| Would not be willing to do this | *38* | **39** | *26* | **27** | *28* | **29** | *44* | **43** | *36* | **41** | *18* | **21** |
| Don't know | *9* | **9** | *11* | **12** | *9* | **12** | *12* | **11** | *15* | **13** | *14* | **13** |
| N/A – this does not apply to me | *3* | **3** | *4* | **4** | *6* | **8** | *4* | **2** | *4* | **3** | *4* | **4** |
| N/A - I'm already doing this | *18* | **15** | *24* | **23** | *24* | **22** | *13* | **15** | *9* | **11** | *22* | **22** |


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# YouGov Survey Results

**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| **Weighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| **Unweighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Switch to an electric car** | | | | | | | | | | | | |
| Would be willing to do this | *31* | **33** | *30* | **31** | *29* | **30** | *34* | **34** | *35* | **37** | *36* | **34** |
| Would not be willing to do this | *33* | **31** | *36* | **32** | *28* | **28** | *17* | **16** | *30* | **30** | *27* | **29** |
| Don't know | *14* | **13** | *19* | **19** | *17* | **16** | *14* | **11** | *21* | **21** | *24* | **26** |
| N/A – this does not apply to me | *17* | **17** | *12* | **14** | *20* | **21** | *18* | **20** | *12* | **11** | *11* | **9** |
| N/A - I'm already doing this | *6* | **6** | *3* | **4** | *5* | **5** | *17* | **19** | *2* | **2** | *3* | **3** |
| **Cut meat and dairy products out of your diet completely** | | | | | | | | | | | | |
| Would be willing to do this | *12* | **12** | *15* | **15** | *10* | **9** | *8* | **8** | *12* | **12** | *20* | **18** |
| Would not be willing to do this | *70* | **72** | *61* | **63** | *67* | **66** | *75* | **79** | *66* | **69** | *50* | **54** |
| Don't know | *9* | **9** | *16* | **14** | *12* | **12** | *11* | **8** | *16* | **12** | *21* | **19** |
| N/A – this does not apply to me | *2* | **2** | *5* | **5** | *7* | **9** | *3* | **3** | *4* | **5** | *4* | **4** |
| N/A - I'm already doing this | *7* | **6** | *4* | **4** | *4* | **4** | *2* | **2** | *2* | **2** | *4* | **5** |
| **Only walk, cycle or use public transport rather than driving** | | | | | | | | | | | | |
| Would be willing to do this | *22* | **21** | *36* | **39** | *29* | **28** | *17* | **17** | *35* | **35** | *40* | **41** |
| Would not be willing to do this | *48* | **49** | *17* | **18** | *25* | **23** | *50* | **50** | *32* | **34** | *22* | **24** |
| Don't know | *9* | **9** | *12* | **9** | *10* | **11** | *13* | **11** | *15* | **13** | *19* | **18** |
| N/A – this does not apply to me | *4* | **5** | *7* | **4** | *8* | **9** | *9* | **8** | *6* | **5** | *5* | **5** |
| N/A - I'm already doing this | *16* | **15** | *28* | **28** | *28* | **29** | *11* | **14** | *12* | **13** | *13* | **12** |
| **Switch to an energy provider who only uses renewable energy** | | | | | | | | | | | | |
| Would be willing to do this | *48* | **48** | *44* | **48** | *38* | **34** | *41* | **48** | *50* | **50** | *55* | **56** |
| Would not be willing to do this | *15* | **16** | *17* | **15** | *18* | **17** | *15* | **13** | *18* | **17** | *6* | **9** |
| Don't know | *22* | **21** | *26* | **25** | *20* | **23** | *28* | **24** | *24* | **24** | *25* | **24** |
| N/A – this does not apply to me | *4* | **4** | *4* | **3** | *7* | **8** | *7* | **7** | *4* | **4** | *4* | **2** |
| N/A - I'm already doing this | *11* | **11** | *9* | **8** | *17* | **18** | *10* | **8** | *4* | **5** | *9* | **10** |
| **Personally cover the costs to make your home more energy-efficient e.g. improving insulation, better fitting doors and windows** | | | | | | | | | | | | |
| Would be willing to do this | *31* | **30** | *33* | **36** | *26* | **25** | *32* | **34** | *39* | **42** | *34* | **34** |
| Would not be willing to do this | *30* | **29** | *18* | **15** | *19* | **19** | *18* | **17** | *28* | **26** | *22* | **28** |
| Don't know | *17* | **17** | *17* | **17** | *16* | **17** | *16* | **16** | *18* | **16** | *26* | **21** |
| N/A – this does not apply to me | *9* | **11** | *16* | **15** | *26* | **29** | *19* | **20** | *8* | **8** | *8* | **6** |
| N/A - I'm already doing this | *13* | **14** | *16* | **17** | *13* | **10** | *15* | **14** | *7* | **8** | *11* | **10** |
| **Pay an extra fee for flights, to offset the environment impact** | | | | | | | | | | | | |
| Would be willing to do this | *23* | **22** | *20* | **21** | *24* | **23** | *33* | **37** | *24* | **25** | *17* | **18** |
| Would not be willing to do this | *45* | **45** | *38* | **37** | *34* | **34** | *30* | **29** | *43* | **48** | *39* | **40** |
| Don't know | *15* | **14** | *18* | **17** | *14* | **15** | *16* | **16** | *20* | **15** | *23* | **21** |
| N/A – this does not apply to me | *16* | **17** | *23* | **22** | *25* | **25** | *17* | **16** | *13* | **12** | *19* | **19** |
| N/A - I'm already doing this | *1* | **1** | *2* | **3** | *2* | **2** | *3* | **2** | *1* | **1** | *1* | **1** |


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# YouGov Survey Results

**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| **Weighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| **Unweighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Have fewer children than I would otherwise like** | | | | | | | | | | | | |
| Would be willing to do this | *15* | **14** | *17* | **16** | *11* | **9** | *8* | **7** | *17* | **16** | *15* | **13** |
| Would not be willing to do this | *21* | **22** | *19* | **19** | *26* | **27** | *19* | **18** | *36* | **38** | *22* | **24** |
| Don't know | *8* | **9** | *14* | **14** | *15* | **14** | *13* | **13** | *17* | **14** | *20* | **19** |
| N/A – this does not apply to me | *45* | **45** | *39* | **41** | *39* | **40** | *50* | **53** | *24* | **26** | *32* | **32** |
| N/A - I'm already doing this | *11* | **10** | *11* | **10** | *10* | **9** | *10* | **9** | *7* | **7** | *11* | **12** |
| **Create green space in your home e.g. growing plants in the garden, adding pot plants to the balcony/window sill** | | | | | | | | | | | | |
| Would be willing to do this | *49* | **51** | *45* | **48** | *43* | **40** | *42* | **48** | *53* | **57** | *51* | **52** |
| Would not be willing to do this | *8* | **9** | *9* | **6** | *6* | **8** | *10* | **10** | *11* | **11** | *6* | **9** |
| Don't know | *7* | **6** | *8* | **9** | *7* | **9** | *14* | **9** | *12* | **8** | *11* | **9** |
| N/A – this does not apply to me | *5* | **6** | *10* | **11** | *11* | **11** | *8* | **6** | *9* | **8** | *5* | **6** |
| N/A - I'm already doing this | *31* | **28** | *28* | **26** | *34* | **32** | *27* | **26** | *14* | **16** | *27* | **25** |
| **Never buy products made from single-use plastic** | | | | | | | | | | | | |
| Would be willing to do this | *53* | **53** | *46* | **49** | *48* | **44** | *41* | **40** | *48* | **55** | *53* | **54** |
| Would not be willing to do this | *19* | **20** | *18* | **16** | *16* | **19** | *25* | **24** | *19* | **17** | *11* | **13** |
| Don't know | *20* | **21** | *20* | **20** | *18* | **18** | *28* | **31** | *24* | **20** | *21* | **18** |
| N/A – this does not apply to me | *2* | **2** | *4* | **3** | *4* | **6** | *3* | **2** | *3* | **3** | *3* | **3** |
| N/A - I'm already doing this | *6* | **5** | *12* | **12** | *13* | **12** | *3* | **3** | *6* | **5** | *13* | **13** |
| **Only buy clothes from second-hand or charity shops** | | | | | | | | | | | | |
| Would be willing to do this | *27* | **26** | *27* | **27** | *19* | **17** | *20* | **22** | *19* | **19** | *23* | **22** |
| Would not be willing to do this | *46* | **48** | *37* | **37** | *48* | **48** | *52* | **49** | *51* | **52** | *40* | **41** |
| Don't know | *13* | **12** | *19* | **20** | *16* | **18** | *17* | **18** | *24* | **20** | *24* | **23** |
| N/A – this does not apply to me | *2* | **2** | *6* | **5** | *9* | **10** | *4* | **4** | *4* | **5** | *7* | **6** |
| N/A - I'm already doing this | *12* | **11** | *12* | **12** | *9* | **8** | *8* | **7** | *2* | **3** | *6* | **8** |
| **Only eat fruit and vegetables that are in season** | | | | | | | | | | | | |
| Would be willing to do this | *60* | **61** | *46* | **46** | *47* | **44** | *50* | **57** | *54* | **55** | *54* | **51** |
| Would not be willing to do this | *18* | **18** | *13* | **12** | *17* | **19** | *21* | **17** | *20* | **18** | *8* | **13** |
| Don't know | *11* | **11** | *8* | **9** | *11* | **13** | *15* | **15** | *12* | **10** | *11* | **10** |
| N/A – this does not apply to me | *2* | **3** | *2* | **3** | *4* | **5** | *3* | **2** | *3* | **3** | *3* | **2** |
| N/A - I'm already doing this | *9* | **8** | *31* | **30** | *21* | **19** | *10* | **8** | *12* | **13** | *23* | **23** |


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# YouGov Survey Results

**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| Weighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| Unweighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Taking into account the costs involved and possible disruption, to what extent, if at all, would you support or oppose the Government bringing in each of the following policies to tackle climate change?** | | | | | | | | | | | | |
| **Banning the production, and sale of, petrol and diesel cars** | | | | | | | | | | | | |
| Strongly support | *11* | **10** | *9* | **9** | *9* | **9** | *11* | **9** | *12* | **11** | *11* | **11** |
| Tend to support | *18* | **18** | *14* | **14** | *13* | **14** | *18* | **20** | *24* | **23** | *22* | **18** |
| **TOTAL SUPPORT** | ***29*** | **28** | ***23*** | **23** | ***22*** | **23** | ***29*** | **29** | ***36*** | **34** | ***33*** | **29** |
| Tend to oppose | *26* | **24** | *26* | **28** | *26* | **24** | *23* | **25** | *23* | **27** | *25* | **27** |
| Strongly oppose | *33* | **34** | *39* | **38** | *41* | **42** | *34* | **31** | *26* | **22** | *22* | **26** |
| **TOTAL OPPOSE** | ***59*** | **58** | ***65*** | **66** | ***67*** | **66** | ***57*** | **56** | ***49*** | **49** | ***47*** | **53** |
| Don't know | *13* | **13** | *13* | **12** | *11* | **12** | *15* | **15** | *16* | **17** | *21* | **18** |
| **Commitment to planting more trees in [COUNTRY]'s green spaces** | | | | | | | | | | | | |
| Strongly support | *68* | **63** | *65* | **65** | *54* | **48** | *49* | **49** | *70* | **71** | *68* | **66** |
| Tend to support | *25* | **27** | *27* | **27** | *32* | **34** | *33* | **38** | *19* | **22** | *19* | **22** |
| **TOTAL SUPPORT** | ***93*** | **90** | ***92*** | **92** | ***86*** | **82** | ***82*** | **87** | ***89*** | **93** | ***87*** | **88** |
| Tend to oppose | *2* | **2** | *2* | **2** | *4* | **5** | *6* | **2** | *5* | **2** | *2* | **4** |
| Strongly oppose | *1* | **1** | *1* | **2** | *4* | **5** | *2* | **2** | *2* | **1** | *1* | **2** |
| **TOTAL OPPOSE** | ***3*** | **3** | ***3*** | **4** | ***8*** | **10** | ***8*** | **4** | ***7*** | **3** | ***3*** | **6** |
| Don't know | *5* | **6** | *5* | **4** | *6* | **8** | *10* | **9** | *4* | **4** | *9* | **6** |
| **Introducing a Frequent Flyer Levy (increased flight prices for those flying regularly)** | | | | | | | | | | | | |
| Strongly support | *26* | **25** | *27* | **26** | *33* | **30** | *30* | **29** | *19* | **16** | *17* | **15** |
| Tend to support | *30* | **28** | *27* | **28** | *25* | **24** | *25* | **27** | *24* | **24** | *20* | **23** |
| **TOTAL SUPPORT** | ***56*** | **53** | ***54*** | **54** | ***58*** | **54** | ***55*** | **56** | ***43*** | **40** | ***37*** | **38** |
| Tend to oppose | *15* | **16** | *17* | **17** | *13* | **15** | *16* | **16** | *21* | **23** | *21* | **19** |
| Strongly oppose | *16* | **16** | *18* | **18** | *16* | **18** | *14* | **14** | *23* | **21** | *15* | **19** |
| **TOTAL OPPOSE** | ***31*** | **32** | ***35*** | **35** | ***29*** | **33** | ***30*** | **30** | ***44*** | **44** | ***36*** | **38** |
| Don't know | *14* | **16** | *11* | **11** | *13* | **14** | *15* | **14** | *13* | **16** | *27* | **23** |


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# YouGov Survey Results

**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| Weighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| Unweighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Government subsidies to make your home more energy-efficient** | | | | | | | | | | | | |
| Strongly support | 46 | 46 | 45 | 45 | 33 | 32 | 33 | 37 | 45 | 43 | 52 | 52 |
| Tend to support | 36 | 37 | 35 | 37 | 37 | 35 | 39 | 39 | 34 | 39 | 28 | 30 |
| **TOTAL SUPPORT** | 82 | 83 | 80 | 82 | 70 | 67 | 72 | 76 | 79 | 82 | 80 | 82 |
| Tend to oppose | 5 | 4 | 8 | 6 | 8 | 8 | 9 | 6 | 7 | 6 | 5 | 5 |
| Strongly oppose | 3 | 3 | 4 | 4 | 7 | 7 | 4 | 3 | 5 | 4 | 3 | 4 |
| **TOTAL OPPOSE** | 8 | 7 | 12 | 10 | 15 | 15 | 13 | 9 | 12 | 10 | 8 | 9 |
| Don't know | 10 | 9 | 9 | 8 | 16 | 19 | 15 | 16 | 9 | 8 | 12 | 10 |
| **Tougher regulation on the amount of packaging for products sold online and in shops** | | | | | | | | | | | | |
| Strongly support | 48 | 45 | 42 | 43 | 33 | 28 | 33 | 35 | 34 | 35 | 44 | 42 |
| Tend to support | 36 | 37 | 40 | 36 | 35 | 34 | 37 | 40 | 38 | 39 | 36 | 37 |
| **TOTAL SUPPORT** | 84 | 82 | 82 | 79 | 68 | 62 | 70 | 75 | 72 | 74 | 80 | 79 |
| Tend to oppose | 5 | 6 | 7 | 7 | 10 | 13 | 10 | 9 | 11 | 9 | 4 | 7 |
| Strongly oppose | 4 | 4 | 4 | 5 | 10 | 12 | 6 | 4 | 6 | 6 | 3 | 4 |
| **TOTAL OPPOSE** | 9 | 10 | 11 | 12 | 20 | 25 | 16 | 13 | 17 | 15 | 7 | 11 |
| Don't know | 8 | 9 | 7 | 8 | 12 | 14 | 14 | 11 | 11 | 11 | 13 | 11 |
| **Taxes for companies who produce substantial carbon emissions** | | | | | | | | | | | | |
| Strongly support | 48 | 44 | 45 | 47 | 34 | 33 | 27 | 27 | 41 | 43 | 42 | 40 |
| Tend to support | 28 | 31 | 34 | 33 | 32 | 30 | 36 | 38 | 33 | 33 | 31 | 34 |
| **TOTAL SUPPORT** | 76 | 75 | 79 | 80 | 66 | 63 | 63 | 65 | 74 | 76 | 73 | 74 |
| Tend to oppose | 7 | 8 | 8 | 8 | 12 | 12 | 13 | 10 | 9 | 9 | 6 | 9 |
| Strongly oppose | 5 | 5 | 5 | 5 | 9 | 11 | 8 | 9 | 8 | 7 | 4 | 4 |
| **TOTAL OPPOSE** | 12 | 13 | 13 | 13 | 21 | 23 | 21 | 19 | 17 | 16 | 10 | 13 |
| Don't know | 11 | 12 | 8 | 7 | 12 | 14 | 17 | 16 | 8 | 9 | 17 | 13 |
| **Only allowing renewable energy to be produced** | | | | | | | | | | | | |
| Strongly support | 21 | 21 | 19 | 19 | 16 | 15 | 17 | 15 | 21 | 20 | 31 | 32 |
| Tend to support | 31 | 29 | 33 | 36 | 27 | 27 | 36 | 37 | 35 | 37 | 35 | 36 |
| **TOTAL SUPPORT** | 52 | 50 | 52 | 55 | 43 | 42 | 53 | 52 | 56 | 57 | 66 | 68 |
| Tend to oppose | 18 | 18 | 20 | 19 | 22 | 21 | 17 | 15 | 17 | 16 | 9 | 11 |
| Strongly oppose | 16 | 15 | 13 | 12 | 17 | 19 | 11 | 10 | 13 | 12 | 5 | 6 |
| **TOTAL OPPOSE** | 34 | 33 | 33 | 31 | 39 | 40 | 28 | 25 | 30 | 28 | 14 | 17 |
| Don't know | 15 | 17 | 15 | 14 | 18 | 17 | 19 | 23 | 13 | 14 | 19 | 16 |


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# YouGov Survey Results

**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| Weighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| Unweighted Sample | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Limiting the amount of meat and dairy products people can buy per week** | | | | | | | | | | | | |
| Strongly support | 7 | 8 | 15 | 15 | 12 | 9 | 7 | 7 | 9 | 10 | 19 | 17 |
| Tend to support | 13 | 12 | 20 | 19 | 18 | 14 | 13 | 14 | 19 | 18 | 27 | 27 |
| **TOTAL SUPPORT** | **20** | **20** | **35** | **34** | **30** | **23** | **20** | **21** | **28** | **28** | **46** | **44** |
| Tend to oppose | 27 | 24 | 23 | 24 | 24 | 22 | 21 | 22 | 25 | 26 | 20 | 22 |
| Strongly oppose | 45 | 47 | 34 | 34 | 38 | 44 | 48 | 48 | 37 | 38 | 18 | 21 |
| **TOTAL OPPOSE** | **72** | **71** | **57** | **58** | **62** | **66** | **69** | **70** | **62** | **64** | **38** | **43** |
| Don't know | 8 | 8 | 9 | 8 | 8 | 9 | 10 | 10 | 10 | 9 | 16 | 13 |
| **Increase the Fuel Duty tax, the tax drivers pay on fuel** | | | | | | | | | | | | |
| Strongly support | 8 | 7 | 7 | 6 | 9 | 8 | 10 | 8 | 8 | 8 | 4 | 5 |
| Tend to support | 13 | 11 | 10 | 7 | 12 | 12 | 17 | 17 | 19 | 16 | 7 | 7 |
| **TOTAL SUPPORT** | **21** | **18** | **17** | **13** | **21** | **20** | **27** | **25** | **27** | **24** | **11** | **12** |
| Tend to oppose | 28 | 27 | 21 | 19 | 24 | 21 | 23 | 24 | 26 | 29 | 23 | 22 |
| Strongly oppose | 39 | 45 | 56 | 61 | 46 | 50 | 35 | 37 | 38 | 39 | 50 | 55 |
| **TOTAL OPPOSE** | **67** | **72** | **77** | **80** | **70** | **71** | **58** | **61** | **64** | **68** | **73** | **77** |
| Don't know | 12 | 11 | 7 | 7 | 9 | 9 | 15 | 14 | 9 | 9 | 16 | 11 |
| **Investing in [COUNTRY]'s production, to limit environmental cost of importing** | | | | | | | | | | | | |
| Strongly support | 49 | 46 | 47 | 51 | 32 | 31 | 34 | 32 | 49 | 49 | 44 | 45 |
| Tend to support | 34 | 35 | 38 | 35 | 40 | 37 | 41 | 44 | 35 | 36 | 36 | 36 |
| **TOTAL SUPPORT** | **83** | **81** | **85** | **86** | **72** | **68** | **75** | **76** | **84** | **85** | **80** | **81** |
| Tend to oppose | 4 | 3 | 4 | 5 | 8 | 9 | 6 | 7 | 6 | 7 | 4 | 6 |
| Strongly oppose | 2 | 3 | 3 | 2 | 6 | 7 | 5 | 4 | 3 | 2 | 2 | 3 |
| **TOTAL OPPOSE** | **6** | **6** | **7** | **7** | **14** | **16** | **11** | **11** | **9** | **9** | **6** | **9** |
| Don't know | 11 | 13 | 9 | 8 | 13 | 16 | 15 | 14 | 7 | 6 | 15 | 11 |
| **Blanket tax on all air fares, increasing the prices of flights by 50%** | | | | | | | | | | | | |
| Strongly support | 10 | 9 | 14 | 14 | 17 | 16 | 13 | 13 | 12 | 10 | 9 | 9 |
| Tend to support | 15 | 13 | 14 | 15 | 17 | 15 | 17 | 18 | 18 | 21 | 13 | 15 |
| **TOTAL SUPPORT** | **25** | **22** | **28** | **29** | **34** | **31** | **30** | **31** | **30** | **31** | **22** | **24** |
| Tend to oppose | 24 | 26 | 23 | 24 | 22 | 23 | 21 | 23 | 25 | 26 | 26 | 25 |
| Strongly oppose | 39 | 38 | 38 | 38 | 30 | 34 | 32 | 30 | 33 | 30 | 31 | 32 |
| **TOTAL OPPOSE** | **63** | **64** | **61** | **62** | **52** | **57** | **53** | **53** | **58** | **56** | **57** | **57** |
| Don't know | 13 | 14 | 11 | 9 | 14 | 13 | 17 | 17 | 12 | 14 | 21 | 18 |


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# YouGov Survey Results

**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| **Weighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| **Unweighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Banning all single-use plastic** | | | | | | | | | | | | |
| Strongly support | 37 | 35 | 36 | 37 | 35 | 31 | 24 | 24 | 33 | 36 | 38 | 35 |
| Tend to support | 37 | 37 | 34 | 37 | 33 | 34 | 35 | 37 | 38 | 37 | 31 | 35 |
| **TOTAL SUPPORT** | 74 | 72 | 70 | 74 | 68 | 65 | 59 | 61 | 71 | 73 | 69 | 70 |
| Tend to oppose | 10 | 12 | 14 | 11 | 14 | 14 | 17 | 17 | 13 | 14 | 12 | 10 |
| Strongly oppose | 5 | 6 | 7 | 6 | 10 | 12 | 9 | 8 | 8 | 6 | 4 | 6 |
| **TOTAL OPPOSE** | 15 | 18 | 21 | 17 | 24 | 26 | 26 | 25 | 21 | 20 | 16 | 16 |
| Don't know | 11 | 11 | 9 | 8 | 9 | 9 | 15 | 14 | 9 | 8 | 15 | 13 |
| **Introducing strict rules for how energy-efficient homes are e.g. improving insulation, better fitting doors and windows** | | | | | | | | | | | | |
| Strongly support | 29 | 27 | 33 | 34 | 19 | 16 | 15 | 14 | 27 | 26 | 25 | 20 |
| Tend to support | 39 | 41 | 43 | 41 | 35 | 35 | 36 | 40 | 42 | 43 | 35 | 37 |
| **TOTAL SUPPORT** | 68 | 68 | 76 | 75 | 54 | 51 | 51 | 54 | 69 | 69 | 60 | 57 |
| Tend to oppose | 12 | 12 | 9 | 9 | 19 | 18 | 19 | 18 | 12 | 13 | 13 | 16 |
| Strongly oppose | 7 | 7 | 6 | 6 | 14 | 17 | 11 | 9 | 9 | 8 | 8 | 10 |
| **TOTAL OPPOSE** | 19 | 19 | 15 | 15 | 33 | 35 | 30 | 27 | 21 | 21 | 21 | 26 |
| Don't know | 12 | 13 | 9 | 10 | 13 | 15 | 19 | 20 | 10 | 9 | 19 | 17 |
| **Which of the following comes closest to your view?** | | | | | | | | | | | | |
| It is already too late to avoid the worst effects of climate change | 15 | 16 | 24 | 24 | 21 | 20 | 14 | 14 | 12 | 11 | 18 | 16 |
| We are still able to avoid the worst effects of climate change but it would need a drastic change in the steps taken to achieve this | 54 | 54 | 55 | 56 | 48 | 45 | 53 | 51 | 59 | 61 | 63 | 63 |
| We will be able to avoid the worst effects of climate change if we broadly carry on with the steps currently being taken | 11 | 10 | 10 | 10 | 11 | 13 | 18 | 20 | 15 | 14 | 7 | 9 |
| Not applicable – climate change is not an issue | 10 | 10 | 5 | 4 | 10 | 11 | 6 | 4 | 7 | 8 | 4 | 5 |
| Don't know | 9 | 9 | 6 | 7 | 9 | 12 | 9 | 11 | 7 | 6 | 8 | 7 |


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**Sample Size: 2062 Adults in GB / 1066 in France / 2408 in Germany / 1013 Adults in Denmark / 1170 Adults in Spain / 1172 Adults in Italy**

**Fieldwork: 9th - 22nd October 2026**

| | Country | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | GB | GB | France | France | Germany | Germany | Denmark | Denmark | Spain | Spain | Italy | Italy |
| **Weighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| **Unweighted Sample** | 2380 | 2062 | 1048 | 1066 | 2236 | 2408 | 1008 | 1013 | 1055 | 1170 | 1025 | 1172 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Some people argue that climate change is a global issue, and can only be effectively tackled if every country works together. Others argue that wealthy countries have caused the most damage to the environment, and should therefore take on the responsibility for tackling climate change. Which of the following comes closest to your view?** | | | | | | | | | | | | |
| All countries should work together and share the responsibility of tackling climate change | *74* | **73** | *74* | **72** | *74* | **73** | *67* | **65** | *76* | **76** | *72* | **73** |
| Wealthy countries should take on most of the responsibility of tackling climate change | *17* | **16** | *19* | **21** | *15* | **15** | *25* | **25** | *17* | **17** | *18* | **18** |
| Don't know | *9* | **10** | *7* | **7** | *11* | **12** | *8* | **10** | *8* | **8** | *9* | **9** |
| **And which of the following comes closest to your view?** | | | | | | | | | | | | |
| We will be more effective in tackling climate change if we work together with other countries | *87* | **86** | *84* | **86** | *83* | **80** | *86* | **86** | *85* | **87** | *82* | **79** |
| We will be more effective in tackling climate change if we work independently | *2* | **3** | *6* | **5** | *5* | **5** | *6* | **5** | *7* | **6** | *6* | **11** |
| Don't know | *11* | **11** | *10* | **9** | *13* | **15** | *8* | **9** | *8* | **8** | *11* | **10** |
| **Which of the following comes closest to your view?** | | | | | | | | | | | | |
| The EU should make decisions about how to tackle climate change on behalf of all its member nations | *38* | **38** | *54* | **50** | *57* | **54** | *59* | **61** | *64* | **64** | *49* | **52** |
| Each nation's government should make decisions about how to tackle climate change, independently of the EU | *42* | **43** | *34* | **36** | *26* | **27** | *24* | **22** | *23* | **23** | *35* | **35** |
| Don't know | *19* | **19** | *12* | **14** | *17* | **19** | *16* | **18** | *13* | **12** | *16* | **13** |


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