

Report statistics and quotes for campaigning use

1) Statistics:

The following six sections summarise the main themes of findings that we feel are pertinent to the forthcoming decisions to be made by government, local authorities, businesses and NGOs as we look to build the future that is equitable, healthy and environmentally sustainable.

Commissioners: Global Action Plan. **Funders:** Guys and St Thomas' Charitable Trust. **Survey:** Opinionium

Survey details: 2,002 UK adults representative of the population, 7th-11th May. Full survey data available from Global Action Plan on request: email cleanerair@globalactionplan.org.uk

Clean air is more important to people than ever before

- People are more concerned about air pollution for themselves and their family's health after the coronavirus outbreak:
 - There was a 23-point swing towards air pollution being a greater concern with 34% saying they were more concerned and 11% saying they were less concerned.
 - In London this was a 40-point swing towards air pollution being a greater concern with 51% saying they were more concerned and 11% saying they were less concerned.
 - In all urban centres there was a 35-point swing towards air pollution being a greater concern with 47% saying they were more concerned and 12% saying they were less concerned.
 - Among expecting mothers and parents of children under 10, there was a 36-point swing towards air pollution being a greater concern with 50% saying they were more concerned and 14% saying they were less concerned.
 - There is a difference between social grade with 39% of people in the ABC1 grouping saying they are more concerned compared to 28% of people in the C2DE grouping
 - People aged 18 -24 were the most concerned age group, 44% saying they were more concerned compared to 26% for over 55s.
 - There is indication of higher concern among BAME respondents compared to White respondents however the raw number of respondents in this survey are too low to draw strong conclusions.
- 72% of people think that clean air is even more important now because Coronavirus can affect people's lungs, with only 5% of people disagreeing with that statement.
- 59% of people have noticed an improvement in air quality since the lockdown.
 - In London this was 72%.
 - This was 75% for people with asthma or other respiratory condition.

- 18% of all people have found it easier to breathe during the lockdown, which increases to 21% for residents of any urban area, and 36% for London residents. It's 29% for those with asthma and 30% for those with a cardiovascular disease.
 - 48% of people reporting that things feel more peaceful as a result of their being lower traffic and air pollution on the roads.
 - 60% of people think that pollution will get worse after lockdown ends, with only 15% saying it will get better. Among the least wealthy, this fear is heightened with 65% expecting a deterioration and only 10% expecting an improvement.
 - 57% of people are worried about the increased level of traffic when lockdown is lifted with only 14% unconcerned by this
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Reduced traffic and pollution have been experienced widely

- 88% of the population have noticed some benefits of the lockdown, which increases to
 - 96% in London
 - 91% for people living in any town or city
 - 95% for people with a child under the age of 18
 - 92% for people with asthma
 - The air feels cleaner to 43% of the population increasing to 54% of people with asthma or other respiratory condition
 - People not noticing any benefit from lockdown varied between income groups significantly in the higher income group 13% and in the lower income group 19%.
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Lockdown has proven that millions more could avoid commuting

- 6 out of 10 workers are homeworking some or all of the time under the lockdown.
 - There is a significant difference between people in the higher income group where 76% are working from home some or all of the time and people in the lower income group were only 29% are working from home some or all of the time.
- 45% of all those who are homeworking in the lockdown, were not homeworking at all before.
 - Of these people who weren't homeworking, just under half (49%) said that their employer didn't allow homeworking before the lockdown.
- 87% of those who are homeworking under lockdown want to continue working from home to some extent. This increases to 93% among 18-34-year-old workers and 91% with children up to the age of 10. It is also high amongst people with asthma (91%) or with other respiratory conditions (99%). However, this drops to 75% amongst people in the lower income group.
- 73% of those who were not homeworking but started to under lockdown want to continue working from home to some extent.

- 41% of all homeworkers said that their employer discouraged homeworking before the lockdown.
- While homeworking during the coronavirus:
 - 44% of homeworkers say their sleep has improved.
 - 66% have more time to do jobs around the house.
 - 59% have more time with friends and family.
 - 54% feel less stressed.
 - 65% are happier not having to deal with rush hour.

People crave government and business action on air pollution

People want to see the government, local authorities and business invest in plans to tackle air pollution and traffic more urgently than before the outbreak of coronavirus

- The majority of people (62%) want the government and local authorities to invest in plans to tackle air pollution and traffic more urgently than before the outbreak of coronavirus, with only 6% in opposition to this. There is a majority wanting more urgency:
 - Across all age groups.
 - Across all locations – urban, suburban and rural.
 - Across all wealth demographics.
 - Amongst parents of children aged 10 or under and expecting mothers.
 - In London, with 70% in favour vs 5% in opposition.
 - Among people with asthma (72% in favour vs 5% in opposition), people with respiratory disease (87% vs 1%) and people with cardiovascular disease (87% vs 2%).
- 74% of people think businesses need to do more to cut pollution and traffic after the lockdown so that neighbourhoods don't go back to the way they were.
- 85% want business to do something to improve air quality after the lockdown. This included the following percentage of people wanting to see business adopt these practices:
 - Working from home: 47%
 - Flexible working hours: 46%
 - More electric cars/vans used for delivering goods: 42%
 - Businesses taking steps to improve air quality in the workplace: 33%
 - Increased number of click and collect grocery services: 27%
 - More cargo bikes used for delivering goods (within a ten-mile range): 26%
- 64% want to see better provision of public transport when the lockdown eases with only 6% in opposition to that.
- 64% want to see more people cycling and walking when the lockdown eases with only 7% in opposition to that.
- 63% want to see more space for pedestrians when the lockdown eases with only 7% in opposition to that.
- 52% want to see more space for cyclists when the lockdown eases with only 15% in opposition to that.

- 69% want to see communities retain the safer roads and fewer car journeys when the lockdown eases with only 6% in opposition to that.
- A large percentage of those who plan to cycle and walk more after lockdown would find certain measures very or slightly helpful:
 - 86% said that less speeding of motorised vehicles would be helpful.
 - 81% said that Pedestrianised City Centres be helpful (86% for people living in any urban centre, and 92% in London).
 - 80% said that wider pavements would be helpful.
 - 74% said that restricting vehicle access at certain times of the day would be helpful (80% for people living in any urban centre, and 87% in London).
 - 78% said that safe or protected cycle lanes would be helpful.

People are planning changes that could assist air quality

- 53% of people said they would do more cycling or walking after lockdown.
 - 47% said they would like to do more walking.
 - 23% of people said they would do more cycling after lockdown.
 - There is an indication of statistical difference between intention to cycle after lockdown between net White respondents and net BAME respondents, but the raw number of respondents are too low to state this strongly.
 - There is no statistical difference between income grade with intention to cycle more (despite apparent the difference of 28% in the higher income group intend to cycle more vs. 17% in the lower income group intend to cycle more).
 - Similarly, there is no statistical difference between males and females (despite 28% males saying they intend to cycle more vs 18% of women intending to cycle more).
- 26% said they would like to do less driving after lockdown. With only 17% saying they will drive more, there is a 9-point swing away from driving.
- People say they are less likely to use a taxi after lockdown with a 13-point swing away from taxi use with 23% planning to use them less vs 10% using them more.
- There is a 14-point swing away from using public transport with 28% planning to use it less vs 14% using it more.
- There is a 7-point swing away from using car clubs with 17% planning to use them less vs 10% using them more.
- 81% of people would be open to wait at least three days for all non-urgent parcels to be delivered if it meant less pollution on their streets (41% definitely happy and 40% probably happy to wait).

People believe a clean air future is possible

- The majority of people (68%) believe that the last few months have proven that we can achieve clean air in cities for the long term, with only 9% disbelieving.

2) Quotes:

Secondary research quotes:

- *'We need to turn the recovery into a real opportunity to do things right for the future'* – [United Nations Secretary-General](#)
- *'With this restart, a window of hope and opportunity opens... an opportunity for nations to green their recovery packages and shape the 21st century economy in ways that are clean, green, healthy, safe and more resilient'* – [UN Climate Chief](#)
- *'We cannot go back to business-as-usual and lock in old habits, pollution, spending and infrastructure that will inflict further harm on the very people, communities and economies that these stimulus packages seek to support.'* - [María Mendiluce, Interim CEO, We Mean Business coalition published on the World Economic Forum](#)
- *'This COVID-19 crisis is allowing us a glimpse of what a changed world looks like with far fewer cars and much cleaner air,'* *"Dramatic change is indeed possible.'* - [Claudia Adriazola-Steil, Deputy Director of the Urban Mobility Program at the World Resources Institute](#)
- *'People who have been living in places that are more polluted are more likely to die from coronavirus.'* - [Aaron Bernstein, Harvard Chan School of Public Health](#)
- *'We have an unprecedented opportunity to build back cleaner air as part of our 'new normal' as we recover from this COVID-19 crisis. As this report shows, the case for action on air pollution has never been greater, or more important, because air pollution looks to be making us more vulnerable to this coronavirus. COVID-19 is unlikely to be the last pandemic we see, so it is imperative that we future proof our health by cleaning up our air. And we know that cleaner air is possible – during lockdown we smelt and felt it as air pollution levels plummeted, and people want to keep it that way. We saw massive shifts towards low pollution behaviours as people worked from home and walked and cycled instead of driving short trips. Moments to maintain profound change like this rarely come along. By presenting this clear mandate from the public for decision makers and businesses to act more urgently and more radically to tackle air pollution, we must together seize this moment and build back cleaner air.'* - [Larissa Lockwood, Head of Air Quality at Global Action Plan](#)

Lived experience interviews:

The purpose of the lived experiences interviews was to capture a picture of life under lockdown in the London boroughs of Lambeth and Southwark. What is presented is not intended to be representational of geography or demographic, more to provide a picture of the differing experiences in this period. Many experiences are held in common and may be familiar, while others highlight inequality and circumstance

This research was conducted as part of a wider body of research into COVID-19 and air pollution by Global Action Plan between 7th May and 26th June with the purpose of:

- 1) Understanding how the outbreak and lockdown/coronavirus restrictions have affected the public and business **mood in relation to air pollution and related activities**, such as working from home, purchase decisions and future travel
- 2) Capturing evidence and **compelling and experiences of low pollution** living in this enforced period of change when traffic and pollution are drastically reduced
- 3) Exploring opportunities as to **how we can best maintain current lower levels of air pollution**

Participants were identified opportunistically through local groups and contacts. While the research does not strive to be representative, we sought as much as possible, to hear from different voices and experiences. We spoke to eight individuals (four in Lambeth and four in Southwark, 3 male, 5 female, aged 22 – 65. Of those interviewed, one was retired, one was a student. All others were of working age. Two of the interviews were carried out in Spanish and translated. Three interviewees suffered from respiratory health conditions.

In addition to these conversations, we spoke to representatives from seven local groups in Lambeth and Southwark:

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| <ul style="list-style-type: none"> • Age UK Lambeth • Muslim Association of Nigeria UK • PEM People • Mums for Lungs | <ul style="list-style-type: none"> • Lambeth Friends of the Earth • Living Streets • Southwark Cyclists |
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Sense of discovery, appreciation and a renewed attachment to place:

‘Last Friday, we cycled all the way down the Strand...the whole way down the Strand, no cars, in what would normally be a very polluted area, so that was a bit different, cycling around those main streets that I wouldn’t normally.’

‘It’s a benefit of lockdown that we’ve found a few of these things that we vaguely knew existed or heard of [. . .] There’s a zero waste shop on the Brixton Road which is about half an hour’s walk so it’s a similar thing again of wanting to keep a local business going but also something that just makes sense from an environmental point of view as well.’

We have a local baker which we knew was there but hadn’t really used it very much... so we’ve been using that, partly because it’s very nice, partly to help local businesses over that period.’

‘While lockdown has been happening, I’ve really grown to appreciate how much I’ve got around me and how nice the area is, like Brixton and Clapham, Vauxhall, Balham, they’re great areas and they’re all walkable...I’ve really grown to appreciate it.’

On quieter roads:

'What I see outside now, it feels like a modern city, there are quite a few buses...but they're not very noisy and also as green as they can be...it feels like how a city should be, it's largely cyclists and buses, and that we're not filling the roads with individuals in cars and certainly not lorries lugging things through the city, it feels mad, it's been a while since I've seen all that, this feels how it should be.'

'When there were no cars out and the roads were practically silent, it was such an unusual experience to be able to walk down Borough High Street or Clapham Road, through Clapham or Brixton, and it would just be, you could hear birds singing, and the only thing you'd be able to hear was a bike riding down the road, it's such a unique and surreal experience, it's really pleasant and enjoyable.'

'I actually heard birdsong in the middle of the city, it's rare that isn't it...It felt like a very different environment, really beautiful, some of the architecture is really interesting, but you don't really notice that when you've got to shout above everything...it's the traffic.'

'No cars- not hearing the cars was very enjoyable. This was important. [...] I felt much more relaxed and quiet, it helped me sleep.'

Active travel:

'I'd like to cycle and walk everywhere.'

'If more people, and I'm one of them, cycled to work, it would be much better. [...] The trouble is that people live far out from the centre, like I do. The fact that people have to live far away from where they work won't change, but whether they make the active choice to cycle is the only thing that people can do. [...] I think it would be much more pleasant to cycle into work than to catch the bus. The reason that I don't do it is because I'm nervous about how busy the roads are [...] I've seen so many bike accidents you know, it makes me nervous, [...] They have built some cycle highways around Elephant & Castle, but to get to those you have to go down busy roads.'

'I think it is in the hands of people, but I think there's also a lot to be done to make the roads safer for bikes in this area.'

'It's the lack of cycle lanes which puts me off [...] if I had a safer route in, I certainly would consider cycling.'

'Before the lockdown I would probably use a bus sometimes and now I would just walk instead of getting the bus.'

'My wife works in the Holborn area so she can cycle there in sort of 20 minutes [...] When she has had to cycle in to this one day in the office thing, she's noticed it's obviously a lot quieter, a lot more pleasant for cyclists.'

'I'd like it if there weren't so many cars in the streets. That people can use the bike more, that we can move and be more relaxed.'

Reflections on cleaner air:

'I think this will slightly alter people's perception, generally speaking people have witnessed the niceness I'm talking about, I think there'll be possibly more pressure to work against this packing of our streets with every different type of vehicle, people will be able to cite this time and say 'Remember when the streets were quieter, our children didn't have to breathe in so much petrol.'

'It's very easy to forget things isn't it, and to forget how clean the air is [...] I think people need to be reminded about what it could be like.'

'I'd like to hope that people think more about it [air pollution], just because everybody's been so surprised at the physical difference that's occurred. Everybody's saying the air smells better and everybody's saying how nice it is. I'd like to think that people will think about it [air pollution] more when things go back to normal. I'm aware that's probably going to be less people than we'd hope because I think a lot of people will just get back to normal.'

'As we return to our normal activities, everything, the companies, the airplanes... It has gone down now, but it will go back up once everything gets going again, I believe.'

'Yes, as in pollution was present in my life. We have now seen the difference, and with all of my brothers and sisters at church we have discussed this – you really notice the before and after. No smell of gasoline. No fumes. There is more peace. More tranquillity.'

'Lot of things that impact are not impacting on the environment right now because of lockdown... So it's something you expect the government to actively look into after these sorts of crises and see if they actually need to make some sort of legislation.'

'Wouldn't that be amazing though, if there were a lot more pedestrianised [streets]. I think the absence of traffic, rather than the absence of people, is the great thing.'

Health effects of air pollution:

'I've lived here for the past 5 years actually and I'm constantly worried about the effects that it has on my health. My flatmate coughs all the time when she's here [...] and she reckons it's because of the fumes [...] it's a worrying thought.'

You won't feel the impact immediately but over time you know that basically this thing [driving, air pollution] is gonna have some health implications.'

On isolation:

'It's a very confusing time for me, I was recently diagnosed with a whole different issue [on top of asthma] ... I am a vulnerable person, stayed in neighbours empty flat away from family – that was just awful. The mental space is really challenging... Not having physical interaction is very unnatural'

'As a mum I wanted my child to go immediately to school. And this is how it has affected me personally- that he has not been able to integrate straight away- no one is able to integrate- and this is worrying for me.'

On COVID-19 and air pollution:

'I don't know if it [the link between COVID-19 and air pollution] makes me more concerned, it just adds another dimension to why I find traffic and air pollution concerning.'

'Yeah ... if it is actually connected to it [COVID-19 and air pollution] I will be concerned, **but it's not limited to the coronavirus** [...] it's about time we start looking at what we do and how we impact on the environment'.

'The impact of living in an environment where the quality of the air is not ideal, you wouldn't see it immediately, it's something that will appear over time. So when any disease actually comes in place, part of your immune system is probably not optimally the way it's supposed to be because of your previous exposure [to pollution] and it's possible that that might trigger it.'

Working from home:

'My wife tends to work quite long hours doing the job she does but a benefit of working from home is of course you can work the same number of hours but be back in circulation earlier because you're not travelling in.'

'I think she's found it difficult to focus compared to being at work. I mean some bits are fine – if she's calling a client or something, that's no different, but in terms of concentrating on working when you're at home, it's difficult.'

'People realise now that they can work remotely.'

"As a Muslim you want to interact with people, I mean when you're working with any religions or charities where people come in, you have the opportunity meeting people from different backgrounds. I mean, when you're having [online] meetings you don't have that. I actually miss that."

'Working from home for extended periods somehow impacts on your life as a whole. Maybe in the future if I had to work from home without being restricted, if I still had the luxury of going out, [...] I'd consider it.'

'The fact that people aren't able to physically come into my room and call me away from what I'm doing. That's quite nice that I've been able to put my head down and just get on with things without being distracted.'

'My clients travel in from all over, from outside of London, they'll get a train in everyday, or drive in sometimes, and they won't want to be doing that, I think, as much. [...] which will be great for traffic and pollution of course, but it's going to be impossible from my point of view in my job.'

'I am a people person, so I do miss the office, meeting with people face to face and bouncing off energy. There are some benefits to working from home, the fact that I have my own space, turn off technology and work on one thing without being disrupted, and saving time on commuting so you have more time to do things for yourself, so yeah. It has been a mixed bag though.'

'In some ways I am more productive because I can manage my own timetable when I am home, to have a tea and lunch when I want, but on the other hand whenever I'm feeling like I'm slacking there isn't a manager or people around me to put me in work mode, whereas at home you have to put yourself in work mode. However, I am at a stage in my life where working from home is possible, if I had a family, a culture of home working would be useful to manage a work life balance.'

'So, it's been tricky technically. It's been really difficult for me to do my job well, but I am able to do it. (Digital colourist for a film & TV company- not being to work with specialist equipment).'

'I'm not having a great time at all, both my partner and me like our offices, our workplace, we like interacting with people, I'm not having a terrible time but personally there's not been that many positively for me.'

'Lockdown will be a major culture shift- you can do many jobs via zoom. Why go through rush hour and the tube when you can work from home. Culture is the strongest way for us to do things differently, changing work culture in organisations.'

'I think the lockdown has brought to the surface things that were claimed unchangeable, now they are changed. It has shown people that excuses like "we have to fly over the world to see a business partner" or "we can't work from home", you now see it's not true, so I would say that even if you aren't specifically thinking air pollution or air quality, there are things that are easier to change than I previously thought.'

Changing shopping habits:

'We probably think more about what we need to go out and get, rather than go out for a big shop on a Saturday or Sunday and wander round and get stuff as it occurred to us, we try and think about it and properly make a list.'

'We have a local baker which we knew was there but hadn't really used it very much... so we've been using that, partly because it's very nice, partly to help local businesses over that period and they seem to be doing quite well.[...] I think we'll carry on patronising some of the local bakers and couple of other places as much as we can, partly as a feature of lockdown and partly because it's really good quality.'

'We've had to look for these other ways of doing shopping and other sources of certain types of food and found some of these local things doing much better quality than local supermarkets...I think that we will definitely keep on doing like the zero-waste shop.'

'And in terms of other shopping, that's it, it's just buying fruit and vegetables and beer when I need it, to be honest. I haven't done any other shopping at all, I haven't bought any clothes or anything.'

'I am not only really spending on TV related things, subscriptions... no more make-up as no one sees me, and similarly, not on clothes as now I only care about necessity. I have fewer impulse buys.'

Job security and financial security:

'But now seeing that I am running out of money, I am uncomfortable. I sleep badly, I wake up at night thinking, [. . .] of course at the start we didn't realize it was going to be a long-term thing. But now we notice that there is no money. Now I feel bad, I am nervous.'

'I have had to ask for help to organizations, ask for food, the government doesn't give me any support, nothing. [...] I have also had support from people from here because they have given me food, too.'

'In this time there is a lot of aid available to people, a lot of support. It has been beneficial for the people like us who have needed it [foodbanks].'

Connecting with family and community:

'But now you have a whole new system where you can actually programme yourself, there's a way you can actually schedule yourself to have two or three days free, and basically have that entire day as a family. So that aspect of it is something that, if I have the opportunity, being a very family man, I would want to recreate.'

'I think more family time, it's something that before now, you don't really... maybe because of some work commitments, you have it is most of the time, you're working day and the other partner is working night, or probably just not having enough time for everybody to be together, for you to have real quality time.'

'This time has been good to stop and reconnect with family as other people have not been able to before, some families, where partners work different hours and do not coincide, and there is no rest- the little time they have, they rest but do not share. This is why I think there is a benefit to lockdown in that we have rested and shares time with people we have around us. In a strange way, it was a time that was needed, really. Because life is not only work, it is also sharing with family and with others, helping others.'

'I have family in Spain, I have family in Colombia, we have united more. With this time, families are going to change a lot.'

'It does seem that people seem to be getting to know neighbours a bit more, there's been quite a few, not just clapping for the NHS on Thursdays where everyone's been outside, but also on some of the evenings people have been sitting on their steps, instead of going to the pub or bar to have a drink, they've been having a drink together. It would be nice if that continues for a bit...it would be nice if some of that neighbourliness and community and getting together would carry on.'

'What I would keep [from lockdown] I think is the calm of the city. The calm of the whole world! That families can share more time together and relax. Before we didn't do this.'

Spirituality and religion during lockdown:

'You have time to think, to change your ideas... for example [...] this would be an amazing thing for governments of all over the world could agree on. Once a year, one month [to lock down]. I've been praying, fasting, we are doing online prayers with everyone in the church.'

'The other unique one is having to do my Ramadan at home. For a Muslim it's actually a unique one. Something that has never happened before, at least not in my own lifetime it has never happened before. So having to adapt to the system of you having your prayers with your family and having more time with them, it's actually something that is unique and if I have the opportunity of doing that every year again, I think I will pick some parts of it and say yes, I want to repeat this pattern.'

Social justice:

'As much as there is an increase in people cycling, it's an increase among working [people], people in deprived areas don't have money to fix bikes or buy new bikes.' – PEM PEOPLE

'Phoebe had her first asthma attack as an adult on the south circular. I live on Brixton hill and my kids cough a lot. I do think it's related'- Jemima Mums for Lungs

'This isn't just a nice "to have" this is about what damage have we done to people's lungs.'

global action plan

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