

The logo for the Global Action Plan features the words "global", "action", and "plan" stacked vertically in a white, lowercase, sans-serif font. The text is contained within a white outline that forms a speech bubble shape, with a tail extending downwards and to the left.

global
action
plan

OUR LIVES. OUR PLANET.

A large, white, rounded rectangular outline that frames the main title text at the bottom of the page.

**Clean air public
insight tracker -
March 2019**

Wider world context

When viewing these survey results the wider world context should also be considered. Since December 2018 (when the first CAPIT survey was undertaken) and March 2019 there has been increased conversation about political responsibility for air quality. This has included:

- In January the government's Clean Air Strategy was launched
- Southampton non-charging Clean Air Zone confirmed in January
- Manchester announced CAZ plans in February
- Plans for Birmingham's Clean Air Zone were initially approved in March.

Additionally, there has been a changing narrative around climate change:

- In December 2019 the first School Strike for Climate took place, with subsequent strikes taking place monthly.

March 2019: Survey findings

Public (in)action

HEADLINE: There is a greater disconnect between steps people think are effective in reducing outdoor air pollution and steps they are actively doing compared to steps for indoor air pollution.

Outdoor air pollution:

When we compared the question: "Which of the following, if any, do you think are effective ways to reduce the level of outdoor air pollution in your area or community?" to "And do you actively do any of the following to help reduce the level of outdoor air pollution?" we learned people are more likely to think actions are effective in reducing the levels than actively do anything to reduce those levels.

- 60% of people believe cycling or walking instead of driving is an effective way to reduce the level of outdoor air pollution in their area/community. Only 38% actively cycle or walk to reduce outdoor air pollution.
- 51% of people believe switching off the engine when stationary is effective in reducing levels of air pollution. 29% are actively switching their engine off when stationary to reduce outdoor air pollution.
- 53% of people think using public transport instead of driving is an effective way to reduce the level of outdoor air pollution. 30% are actively taking public transport to reduce outdoor air pollution.

Indoor air pollution:

However, when we compared “Which of the following, if any, do you think are effective ways to reduce the levels of indoor air pollution?” to “And do you actively do any of the following to help reduce the level of indoor air pollution in your home?” people are likely to actively follow through on those thoughts.

- 59% of people think opening the window is an effective way to reduce levels of indoor air pollution. 60% of people are actively opening windows.
- 49% think using an extractor fan in the kitchen and/or bathroom is an effective way to reduce levels of indoor air pollution. 45% of people are using extractor fans.

Youthful appetite for action

HEADLINE: Young people are more likely to think their health is impacted by air pollution, more likely to think their personal actions are impactful and are more likely to take steps to reduce air pollution than any other age group.

Personal empowerment:

- 22% of 18-34 year olds think that air pollution has a major impact on their health, compared to only 5% of those over 55.
- 42% of 18-34 year olds think their personal actions can make a positive difference to the quality of air that they breathe. Contrastingly only 21% of those that are 55+ agree with this statement.

Personal mobilisation:

- Survey respondents were asked “Over the past month, how often have you done the following?” and presented with several scenarios. For every scenario 18 – 34 year olds were most likely to have taken steps to reduce air pollution. This distinction was particularly pronounced for activities that reduce outdoor air pollution.
- 47% have cycled to work compared to 17% of respondents aged 55+
- 64% have worked from home compared to 53% of respondents aged 55+
- 75% have walked to work/ when making other journeys compared to 58% aged 55+
- 67% have used click and collect compared to 42% of respondents aged 55+

- 71% have chosen to walk or cycle a quieter route compared to 59% of respondents aged 55+
- There was a less pronounced age split for activities that reduced indoor air pollution: 89% of 18-34 year olds have opened windows when cooking compared to a national average of 88%. And 84% of 18 – 34 year olds opened windows when cleaning compared to the national average of 82%

How to tackle air pollution: the gender split

HEADLINE: Men see air pollution solutions in EVs while women favour a more varied approach to tackle air pollution.

Women:

- 41% of women would like to see the council invest in better public transport (compared to 31% of men).
- 15% of women would like to see local authorities label products with air quality warnings (compared to 7% of men).

Men:

- 21% of men would like to see councils installing electric vehicle charging points in public car parks (compared to 18% women).
- 14% of men would like to see the council installing electric vehicle charging points in their street (compared to 8% women).

Where they agree:

- 15% of men and women would like councils to build more segregated cycle lanes.

Who should take responsibility?

HEADLINE: People think National Government is responsible for cleaning up the air.

Who should be most responsible for cleaning up the air?

- 48% believe this should fall to the national government

- 28% of people thought local councils should be most responsible for cleaning up the air.
- 38% think polluting businesses should be held to account.

What should they be doing:

The three most popular measures that the public would like to see the local authorities doing are:

- Investing in better public transport (36%)
- Switching fleet vehicles to zero emission/electric vehicles (24%)
- Implementing vehicle exclusion zones around schools (limiting traffic at pick-up and drop off times) (22%)

We also asked people about their support for various legislative measures. There is greater support for banning vehicle idling outside schools (74%) and hospitals (71%) than there is for a ban on smoking in public place (70%).

And what should they be talking about:

76% of people think that more public information campaigns on air pollution would be helpful, compared to only 57% for smoking campaigns.

global action plan

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201 Borough High Street, London, SE1 1JA
Telephone 020 3817 7636

Charity registered in England and Wales No. 1026148, in Scotland No. SC041260

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VAT No. 625 994 009