

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.

The title "Clean air public insight tracker – June 2019" is displayed in a white, sans-serif font, centered within a large white outline that forms a speech bubble shape, with a tail extending upwards and to the left.

Clean air public
insight tracker –
June 2019

Wider world context

The Clean Air Day campaign began in April culminating on 20 June 2019. The campaign created over 1 billion opportunities to see information about air pollution. This is one of several external world factors to consider when viewing the results of the June CAPiT survey. Additional influences include:

- The initial date for Britain to exit the EU of March 29 is delayed
- London's ULEZ was launched on April 8 2019
- April 2019 Extinction Rebellion organised demonstrations in London that resulted in 290 arrests and gained national media attention
- In May the UK Government declared climate emergency
- Government passes its net-zero by 2050 bill 25 June 2019

June 2019: Survey findings

A public health campaign about air pollution

HEADLINE: The public want an air pollution campaign that will educate them about air pollution and give them the tools to do something about the issue.

What would a public health campaign include?

- Over three quarters of survey respondents would want a campaign to include:
 - Where air pollution comes from (83% of respondents)
 - The health effects of air pollution (83% of respondents)
 - Actions I can take to reduce air pollution (83% of respondents)
 - Information about air pollution and children (77%)

Where to find campaign messaging:

- The majority of respondents (55%) would like to find this information on the internet
- Over a third (36%) would look to the TV/radio for information on air pollution
- 29% of survey respondents would like to find information about air pollution at the GP surgery.

Air pollution as a priority for the UK

HEADLINE: Air pollution is an urgent issue with support across all political divides and across all areas of the country

Air pollution is seen as more urgent now than 6 months ago

- 93% of people think this issue should be a priority compared to 92% when this survey was conducted in December 2018.
- 52% of people think that air pollution should be a major priority for the UK, compared to 33% when this survey was conducted in December 2018.

Air pollution is a cross party issue, with voters across the seven main political parties all believe that reducing air pollution should be a priority for the UK.

Note survey respondents were asked how they voted in the 2017 general election.

- 92% of survey respondents who voted Conservative believed reducing air pollution should be a priority
- 93% of survey respondents who voted Labour believed reducing air pollution should be a priority
- 92% of survey respondents who voted Liberal Democrat believed reducing air pollution should be a priority
- 96% of survey respondents who voted for the Scottish National Party believed reducing air pollution should be a priority
- 100% of survey respondents who voted for Plaid Cymru believed reducing air pollution should be a priority
- 94% of survey respondents who voted UKIP believed reducing air pollution should be a priority
- 95% of survey respondents who voted Green believed reducing air pollution should be a priority

Air pollution is a national issue

Survey respondents from the following geographical areas identified air pollution a priority issue for the UK:

- 89% in the North East
- 93% in the North West
- 91% in the South East
- 95% in the South West
- 97% in Wales
- 93% in Scotland
- 92% in Northern Ireland

The Clean Air Day buzz

HEADLINE: Raising awareness about air pollution is increasing concerns but also pollution busting activity.

Discussion of air pollution has increased in the last 3 months

- 32% of survey respondents have heard more about air pollution in the 3 months before that. Of those 12% have heard a lot more.
- Only 7% have heard less about air pollution in the last 3 months compared to the 3 months before that.

Awareness of Clean Air Day increases individuals concerns about the impact of air pollution on their health.

- 70% of survey respondents who had heard of Clean Air Day were concerned about the long term impacts of air pollution on their health. With 20% feeling very concerned.
- Only 12% of those who had not heard of Clean Air Day were very concerned about the long term impacts of air pollution on their health.

Individuals who have heard of Clean Air Day are more likely to have taken low pollution action in the last month

- 47% of respondents who have heard of Clean Air Day have cycled to work/to make other journeys compared to 19% of those who haven't heard of Clean Air Day.
- 76% of respondents who have heard of Clean Air Day have walked to work/to make other journeys compared to 54% of those who haven't heard of Clean Air Day.
- 65% of respondents who have heard of Clean Air Day have used a click and collect service for deliveries compared to 45% of those who haven't heard of Clean Air Day.

CAPIT trends

An ongoing comparison of data from all our surveys allows us to understand trends in public opinion, how they vary over time and throughout the year. This analysis will grow stronger with every additional survey.

Rising awareness of Clean Air Day:

- People aware of Clean Air Day has risen from 35% in December 2018 to 40% in June 2019

- The greatest increase is seen in those who know a bit about it; 11% in December 2018 to 16% in June 2019

Increasing behaviours that combat indoor air pollution:

- When asked if they had opened windows when cooking in the last month the number rose from 84% to 90% (Dec18 – June 19). An additional 16% said they did this activity frequently over the last month (Dec 18 compared to June 19)
- When asked if they had opened windows when cleaning in the last month the number rose from 80% to 86% (Dec18 – June 19). An additional 15% said they did this activity frequently over the last month (Dec 18 compared to June 19)

Growing empowerment:

- 6% more survey respondents in June 2019 believe they can have a substantial or extreme positive difference to the quality of air that they breathe compared to December 2018

Increasing concern about health impacts:

- The percentage of those concerned about long term impacts of air pollution was at 56% in December 2018, reached a peak of 61% in March 2019 dropped slightly to 60% in June 2019.
- Those who are very concerned rose from 11% in December 2018 to 16% in June 2019
- Respondents are increasingly associating low birthweight (3% increase), premature birth (3% increase) and decreased cognitive performance (3% increase) with outdoor air pollution.

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global action plan

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