S3 Text. Polling questions

Section 1 – Views on climate change

This section askes about your views on climate change, sometimes called 'global warming'.

How much do you agree or disagree with the following statements:

[0 to 10 (11 point) Likert: Strongly disagree to Strongly agree]:

[Randomise order]

- I am very worried about the impacts of climate change (also called 'global warming')
- Climate change (also called 'global warming') is mostly caused by human activity

Section 2 – Managing adverts for high-carbon products and services

By 2050, the UK aims to stop its contribution to climate change. This means no longer adding to the amount of greenhouse gases (e.g. carbon dioxide and methane) in the atmosphere. This will require changes to, for example, how people travel, how people heat their homes, and people's diets. One option open to government for driving these shifts is to change the rules around the advertising of high-carbon products and services.

High-carbon products and services are those that result in the release of lots of greenhouse gases (e.g. carbon dioxide). This could mean physical things we buy (like a car) or services we pay for (like a flight). As a country, we will need to cut back or manage demand for these products and services if we are to meet our climate change targets.

There are different ideas for how governments could change rules about adverts for high-carbon products and services. None of these are being considered by the government currently, these are all just ideas from a university research project. We would like to understand what people across the UK think about these ideas.

How much do you agree or disagree with the following statements:

[0 to 10 (11 point) Likert: Strongly disagree to Strongly agree]:

[Randomise order]

- No changes should be made to the rules about adverts for high-carbon products.
- All adverts for high-carbon products and services (those bad for the climate) should be banned
    - Sub-question: Introducing this measure would help reduce consumption of high-carbon products and services
- A red/amber/green labelling system should be introduced for all adverts. A large visible label would be attached to any form of advertising (e.g. billboards, TV adverts, or social media adverts). 'Red' would indicate that the product/ services being advertised was considered high-carbon (bad for the climate), 'Green' would indicate the product/service being advertised is low-carbon (good for the climate).
    - Sub-question: Introducing this measure would help reduce consumption of high-carbon products and services

- A levy, or charge, should be introduced on advertising for high-carbon products and services. The income from such a scheme would be reinvested into green initiatives such as improving public transport.
    - Sub-question: Introducing this measure would help reduce consumption of high-carbon products and services
- Advertising of high carbon products and services to children should be restricted, for example through banning adverts before a certain time (the 'watershed').
    - Sub-question: Introducing this measure would help reduce consumption of high-carbon products and services
- Subsidies should be provided to lower the cost of advertising for companies selling re-used or refurbished products.
    - Sub-question: Introducing this measure would help reduce consumption of high-carbon products and services

Section 3 – Attitudes on advertising in general?

This section askes about your attitudes to the social and economic effects of advertising in general.

How much do you agree or disagree with the following statements:

[0 to 10 (11 point) Likert: Strongly disagree to Strongly agree]

[Randomise order]

- Advertising often persuades people to buy things they shouldn't buy
- Advertising promotes undesirable values in our society
- Advertising causes people to buy things they really don't need
- Advertising leads to waste or natural resources by creating a desire for unnecessary goods
- Advertising is making us a materialistic society
- Advertising is essential
- Advertising promotes competition
- Advertising helps the economy

Section 4 – Political attitudes

Generally speaking, do you think of yourself as Labour, Conservative, Liberal Democrat, (Scottish National/Plaid Cymru) [in Scotland/Wales] or what?:

[Not stated; Prefer not to say/Refuse; Don't know; None/No; Labour; Conservative; Liberal Democrat; Scottish National Party (SNP); Plaid Cymru; Green Party; United Kingdom Independence Party (UKIP); Reform UK; Other; A mixture / somewhere between various parties; Independent; Any party I agree with at the time.]