

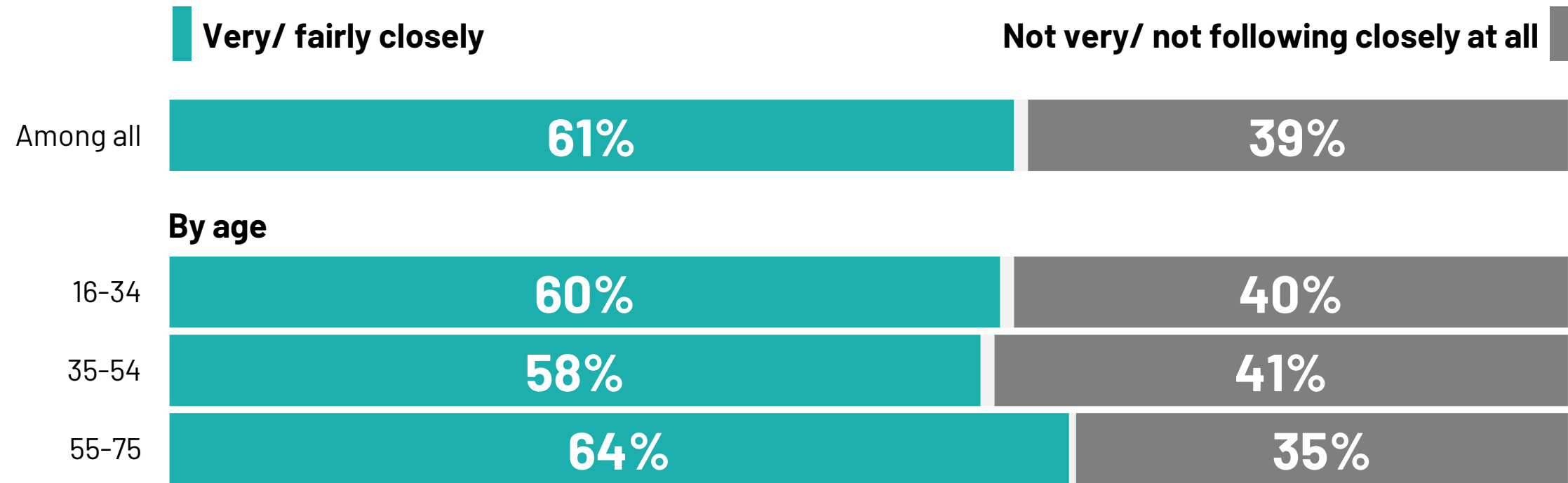
# Ipsos Temperature & Environment polling

August 2024



# Three in five say they have been following stories about weather closely

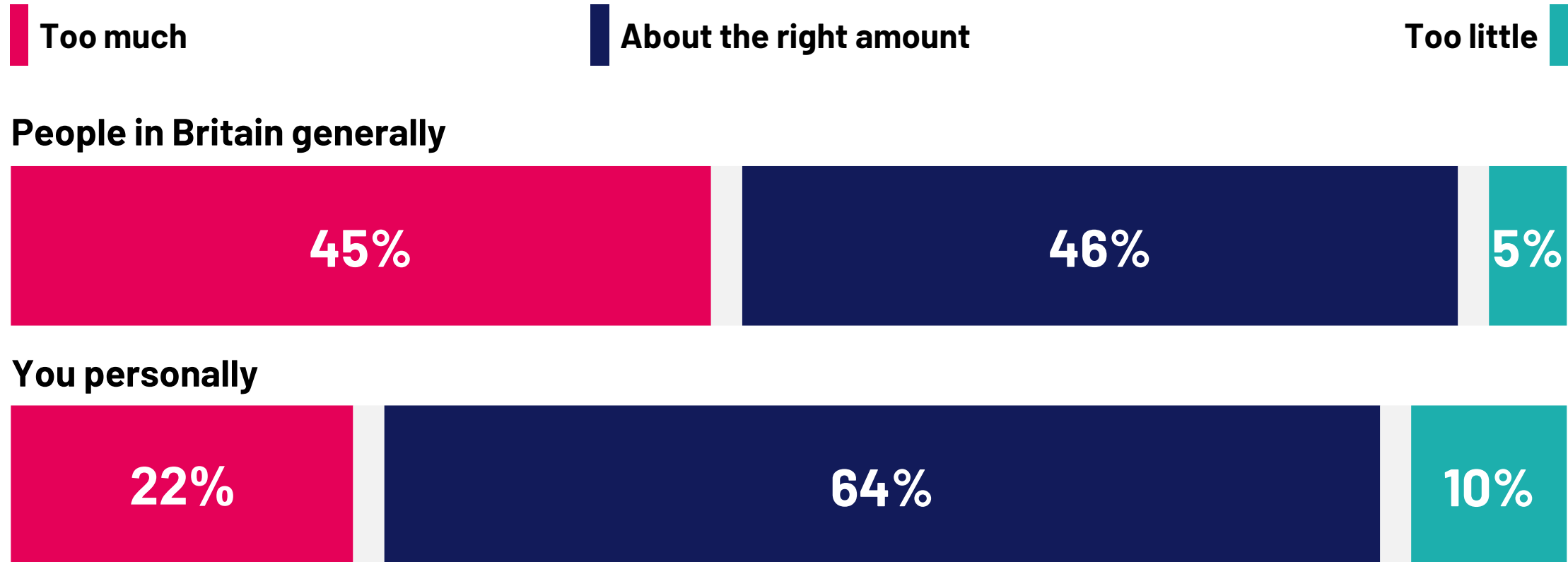
How closely, if at all, have you been following stories about the weather?



Base: 1,100 Online British adults aged 16-75, including (371) aged 16-34-years-old, (391) aged 35-54, and (338) aged 55-75, 16-20 August 2024

# Whilst just one in five think that they personally talk about the weather too much, 45% think people in Britain generally talk about the weather too much

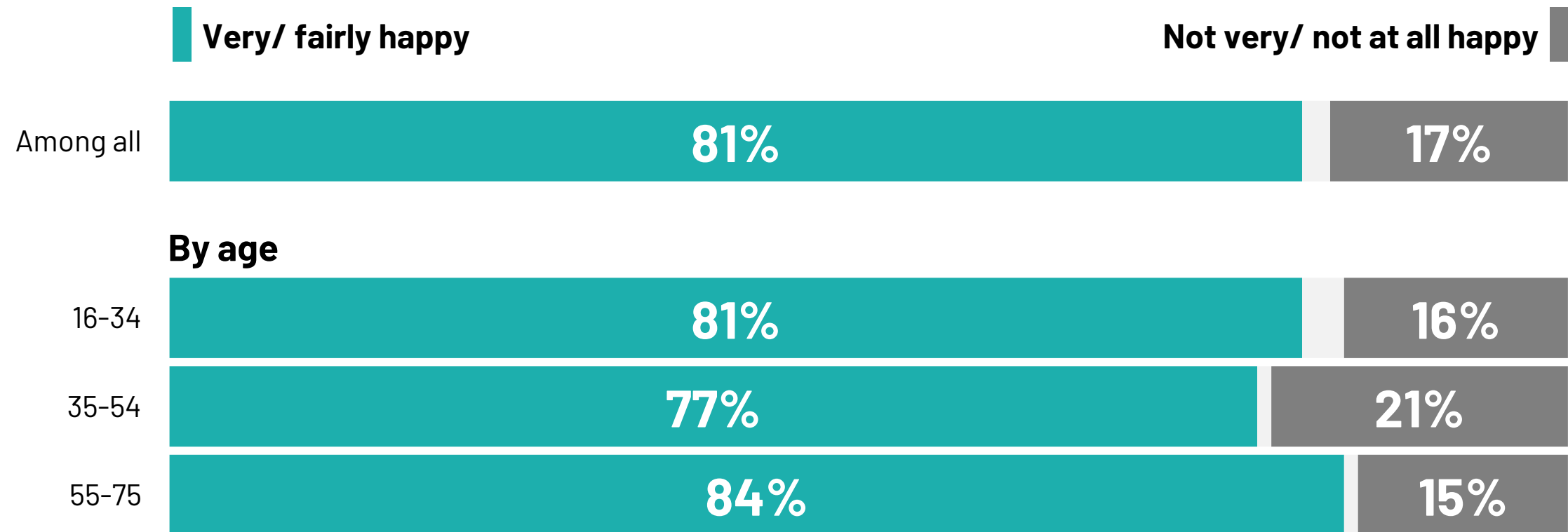
Do you think each of the following talk about the weather too much, too little or about the right amount?



Base: 1,100 Online British adults aged 16-75, 16-20 August 2024

# Four in five Britons described themselves as feeling happy

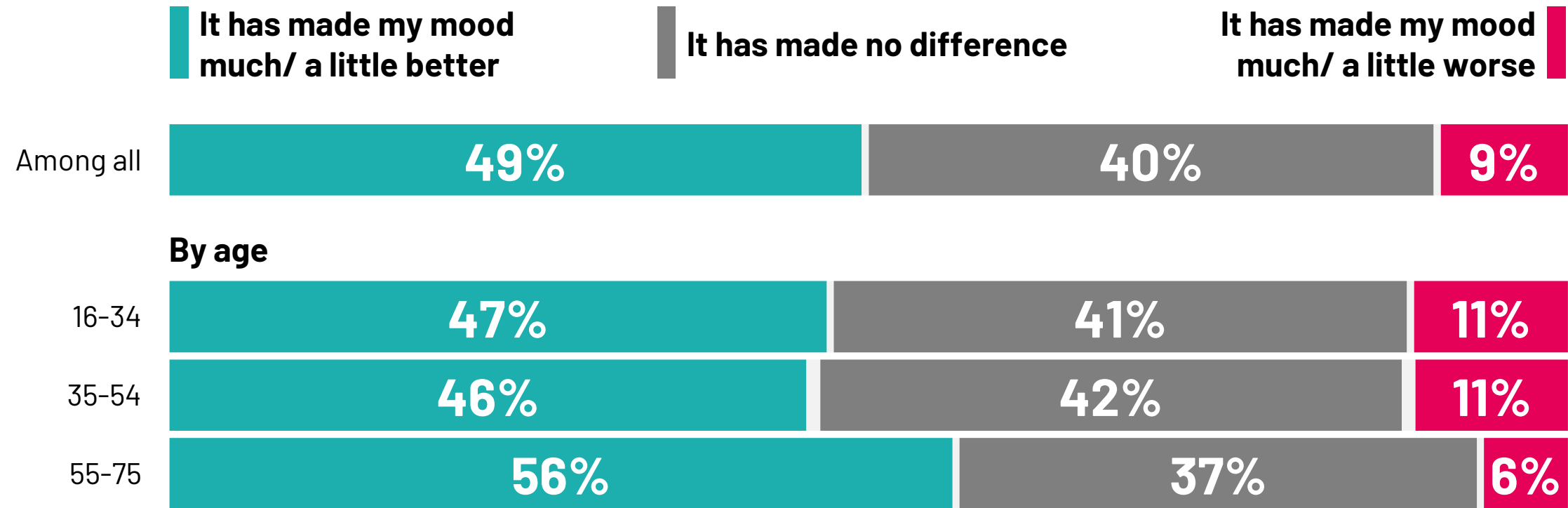
Generally speaking, how would you say you are feeling today...?



Base: 1,100 Online British adults aged 16-75, including (371) aged 16-34-years-old, (391) aged 35-54, and (338) aged 55-75, 16-20 August 2024

# Almost half say the weather made their mood better on the day they completed the survey

To what extent, if at all, has today's weather contributed to your overall mood? Has it made it better, worse or has it made no difference?



Base: 1100 Online British adults aged 16-75, including (371) aged 16-34-years-old, (391) aged 35-54, and (338) aged 55-75, 16-20 August 2024

# Almost 3 in 5 think that people in Britain do not cope well with the weather when temperatures exceed the typical temperature for the season

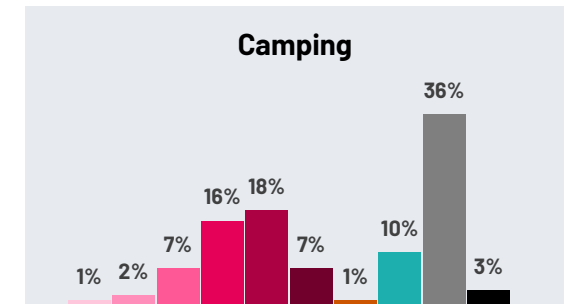
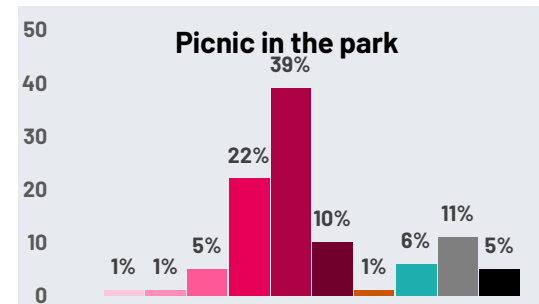
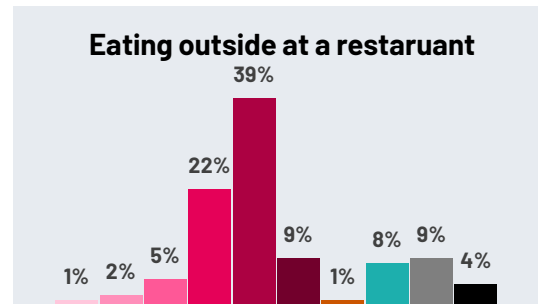
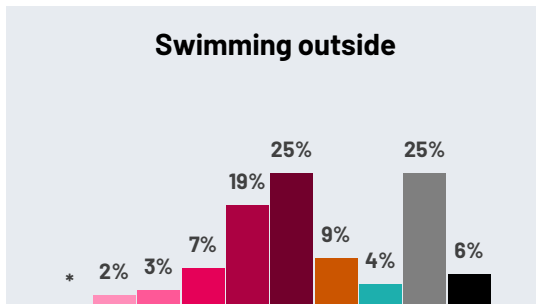
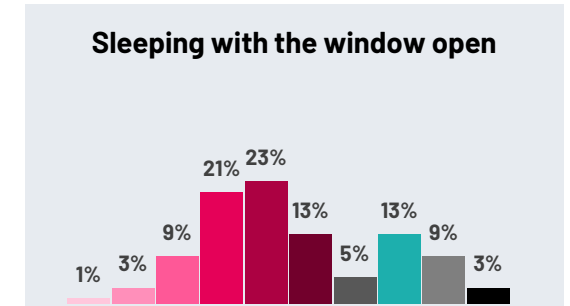
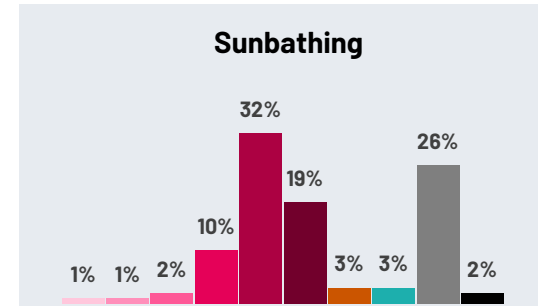
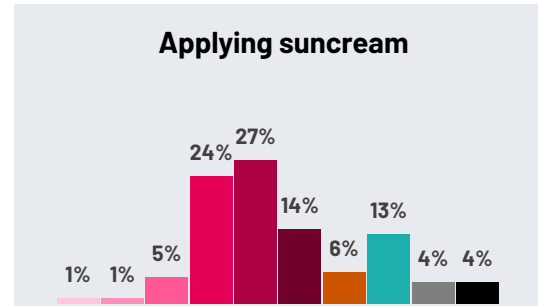
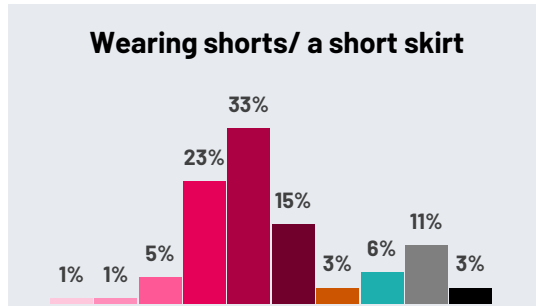
Nowadays, how well, if at all, do you think people in Britain cope with the weather when temperatures exceed the typical temperature for the season?



Base: 1,100 Online British adults aged 16-75, including (371) aged 16-34-years-old, (391) aged 35-54, and (338) aged 55-75, 16-20 August 2024

# At what temperature would Brits start to do a range of activities?

How high would the temperature have to reach for you to consider doing each of the following...?



Base: 1,100 Online British adults aged 16-75, 16-20 August 2024



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Temperature & Environment  
polling

**For more information**

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