

### Table 1 AWW01 - Which, if any, of the following things would you say you have done in the last year or two?

BASE: ALL RESPONDENTS (VERSION 1A/1B)

		GEI	NDER				-	A	GE			-		CHILDE		MAIN S	HOPPER	SOCIAL	GRADE	ма	RITAL STAT	US
	TOTAL	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64	65+ (h)	15-34 (i)	35-54 (j)	35+ (k)	55+ (I)	YES (m)	NO (n)	YES (0)	NO (p)	ABC1 (q)	C2DE (r)	MAR/ LIVING AS (s)	SINGLE	WID/ DIV/ SEP (u)
Unweighted Base Weighted Base	979 1004	485 491	493 512	(C) 149 145	(0) 150 166	(e) 150 154	144	(g) 148 145	238	299 312	294 323	680 692	386	269 289	710 715	752 766	227 238	638 555	341	557 579	275 271	145 152
Read/watched TV about wildlife conservation/ natural resources/ environment/ developing countries	560 56%	292 60% b	267 52%	71 49%	93 56%	81 52%	89 52%	88 61%	138 62% c	164 53%	169 52%	395 57%	226 61% cijk	149 51%	411 58%	426 56%	134 56%	342 62% r	217 48%	329 57%	136 50%	94 62% t
Walked in the countryside/along the coast	606 60%	297 61%	308 60%	81 56%	105 63% h	99 64% h	113 67% hl	91 63%	117 52%	186 60%	212 66% hkl	420 61% hl	208 56%	178 62%	428 60%	476 62%	130 54%	394 71% r	212 47%	371 64% t	146 54%	88 58%
Given money to or raised money for wildlife/ conservation/ environmental charities	227 23%	102 21%	125 24%	26 18%	36 21%	28 18%	32 19%	35 24%	70 31% cdefiik	62 20%	60 18%	165 24%	106 29% cefijk	65 23%	161 23%	183 24%	44 18%	159 29%	68 15%	140 24%	47 17%	40 26%
Selected one product over another because of its environmentally friendly packaging, formulation or advertisinig	331 33%	149 30%	182 35%	45 31%	62 37% hl	64 42% hkl	62 37% hl	47 33% h	50 22%	107 34% hl	126 39% hkl	224 32% hl	97 26% h	116 40% n	216 30%	263 34%	68 29%	255 46% r	76 17%	212 37% t	77 28%	42 27%
Subscribed to a magazine/visited a website concerned with wildlife/ conservation/ natural resources/ environment/ developing countries	92 9%	43 9%	49 10%	12 8%	12 7%	14 9%	12 7%	22 15% dfijk	21 9%	24 8%	26 8%	69 10%	43 12%	21 7%	71 10%	69 9%	23 10%	74 13%	18 4%	59 10%	17 6%	15 10%
Requested information from an organisation dealing with wildlife/ conservation/ natural resources/ developing countries	82 8%	35 7%	47 9%	4 3%	10 6%	11 7%	20 12% ci	16 11% ci	21 9% ci	14 4%	31 10% ci	68 10% ci	37 10% ci	19 7%	63 9%	72 9% p	10 4%	63 11% r	19 4%	51 9%	15 5%	16 11%
Been a member of an environmental group/charity (even if you joined more than two years ago)	85 8%	39 8%	44 9%	8 6%	15 9%	11 7%	9 5%	16 11%	25 11%	23 7%	21 6%	62 9%	41 11% k	20 7%	65 9%	73 10%	12 5%	70 13%	15 3%	56 10%	20 7%	9 6%
Campaigned about an environmental issue	75 7%	35 7%	39 8%	16 11% e	18 11% e	5 3%	13 8%	11 7%	13 6%	33 11% ejk	18 6%	42 6%	24 6%	21 7%	54 7%	58 8%	17 7%	60 11% r	15 3%	46 8%	21 8%	8 5%
Written a letter/ tweet for publication to an MP/councillor about wildlife/ conservation/ natural resources/ developing countries	66 7%	32 7%	33 6%	5 3%	9 6%	7 4%	18 10% ci	13 9%	15 6%	14 4%	25 8%	52 8%	28 8%	18 6%	48 7%	53 7%	14 6%	53 10%	13 3%	46 8%	13 5%	7 4%
Started using your car less	195 19%	106 22%	89 17%	19 13%	30 18%	35 23% c	35 21%	24 16%	52 23% ci	48 15%	70 22% c	147 21% c	76 21%	70 24% n	125 17%	149 19%	46 19%	120 22%	75 17%	126 22% t	37 14%	31 20%
None of these	180 18%	88 18%	92 18%	34 23% gl	27 16%	32 21%	34 20%	17 12%	37 16%	61 19%	66 20% g	120 17% I	54 15%	53 18%	127 18%	129 17%	51 22%	60 11%	120 27% q	92 16%	65 24% su	21 14%
Activist (NET)	177 18%	77 16%	98 19%	21 14%	31 19%	18 11%	33 20%	31 21% e	43 19%	52 17%	51 16%	125 18% e	74 20% e	45 16%	131 18%	144 19%	32 13%	137 25% r	39 9%	109 19%	42 15%	26 17%
Engaged (NET)	377 38%	182 37%	194 38%	43 30%	67 40%	59 38%	68 40%	54 37%	87 39%	110 35%	126 39%	267 39%	140 38%	112 39%	264 37%	299 39%	78 33%	273 49% r	104 23%	240 42% t	84 31%	52 34%

Proportions/Means: Columns Tested (5% risk level) - alb - c/die/t/g/h/i/j/k/l - n/n - o/p - g/r - s/t/u Overlap formulae used. This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 2 AWW01 - Which, if any, of the following things would you say you have done in the last year or two?

BASE: ALL RESPONDENTS (VERSION 1A/1B)

F		w	ORKING STAT	rus			GO	VERNMENT	OFFICE REGI	ON				AR	EA	r	000517	EDUC	ATION	
	TOTAL	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH	LONDON (g)	SCOTLAND (h)	WALES	NORTH/ MIDLANDS (j)	SOUTH/ LONDON (k)	RURAL (I)	SUBURBAN (m)	URBAN (n)	METRO POLITAN (0)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHE (r)	NO FORML QUAL (s)
Unweighted Base Weighted Base	979 1004	391 453	102 113*	486 438	259 239	256 262	178 230	147 137	93 87*	46 49*	515 501	325 367	123 121	206 227	402 438	248 218	230 253	197 190	370 364	108 121*
Read/watched TV about wildlife conservation/ natural resources/ environment/ developing countries	560 56%	257 57%	65 58%	237 54%	141 59%	142 54%	140 61%	68 50%	42 48%	27 55%	283 56%	208 57% g	78 65% m	114 50%	248 57%	119 55%	112 44%	112 59% P	221 61%	60 50%
Walked in the countryside/along the coast	606 60%	302 67% c	75 66% c	229 52%	135 56%	168 64% g	156 68% dghk	66 48%	45 52%	37 74% dgh	303 60% 9	222 61% 9	79 65%	147 65% o	261 60%	119 55%	128 51% s	127 67% ps	263 72% ps	40 33%
Given money to or raised money for wildlife/ conservation/ environmental charities	227 23%	99 22%	25 22%	103 23%	48 20%	67 26%	54 23%	31 23%	19 22%	9 19%	114 23%	84 23%	27 22%	58 26%	93 21%	49 23%	47 19%	45 24%	106 29% ps	12 10%
Selected one product over another because of its environmentally friendly packaging, formulation or advertisinig	331 33%	175 39% c	44 39% c	113 26%	79 33%	85 33%	71 31%	55 40%	29 34%	12 24%	164 33%	126 34%	52 43% mn	58 26%	131 30%	90 41% mn	45 18% s	61 32% ps	204 56% pqs	7 6%
Subscribed to a magazine/visited a website concerned with wildlife/ conservation/ natural resources/ environment/ developing countries	92 9%	40 9%	16 14%	36 8%	22 9%	26 10%	28 12%	10 7%	6 7%	1 1%	47 9%	38 10%	14 12%	18 8%	41 9%	19 9%	13 5%	24 13% ps	47 13% ps	
Requested information from an organisation dealing with wildlife/ conservation/ natural resources/ developing countries	82 8%	39 9%	10 9%	32 7%	20 9%	14 6%	27 12% eh	17 12% ehi	3 3%	1 1%	35 7%	43 12% ehij	15 12% n	19 8%	26 6%	22 10%	16 6%	14 7%	45 12% ps	3 2%
Been a member of an environmental group/charity (even if you joined more than two years ago)	85 8%	34 7%	10 9%	41 9%	22 9%	26 10%	15 7%	12 9%	7 8%	2 5%	48 10%	28 8%	12 10%	13 6%	33 8%	27 12% m	8 3%	13 7%	53 15% pqs	4 4%
Campaigned about an environmental issue	75 7%	38 8%	8 7%	29 7%	14 6%	24 9%	19 8%	9 7%	7 8%	2 3%	38 8%	28 8%	6 5%	15 7%	30 7%	24 11%	6 2%	22 12% ps	38 11% ps	2 2%
Written a letter/ tweet for publication to an MP/councillor about wildlife/ conservation/ natural resources/ developing countries	66 7%	33 7%	9 8%	25 6%	16 7%	15 6%	15 6%	11 8%	6 7%	4 8%	31 6%	25 7%	9 8%	12 5%	26 6%	20 9%	12 5%	12 6%	35 10%	3 2%
Started using your car less	195 19%	88 19%	18 16%	89 20%	42 17%	40 15%	59 26% ej	28 20%	18 21%	8 16%	82 16%	87 24% ej	31 26% m	33 15%	87 20%	44 20%	33 13%	37 19% s	s 104 28% pqs	8 7%
None of these	180 18%	79 17%	19 16%	83 19%	44 19%	48 18%	32 14%	34 25% fik	18 21%	4 9%	93 18%	65 18%	15 12%	39 17%	73 17%	53 24%	72 28% gr	22 12%	43 12%	39 32% qr
Activist (NET)	177 18%	81 18%	20 18%	76 17%	43 18%	43 16%	43 19%	30 22%	14 16%	3 7%	86 17%	73 20%	26 22%	31 14%	69 16%	51 23%	25 10%	37 19%	94 26%	7 6%
Engaged (NET)	377 38%	184 41% c	47 42%	146 33%	89 37%	99 38%	94 41%	i 51 37%	29 33%	15 30%	188 38%	i 145 40%	61 51% mn	71 31%	152 35%	mn 92 42% m	65 26% s	ps 78 41% ps	ps 201 55% pqs	10 8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - die/l/g/h/i/jk - l/m/n/o - p/g/r/s Overlap formulae used. \* small base This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.



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Table 3 AWW01 - Which, if any, of the following things would you say you have done in the last year or two?

BASE: ALL RESPONDENTS (VERSION 1A/1B)

			MENTAL	CONCERN TO THE ENV		IMPACT	OF ENVIRON CHANGE	MENTAL		NEGATIV	E IMPACT	
	TOTAL	ACTIVIST (a)	ENGAGED (b)	CONCERN ED (c)	UNCONCE RNED (d)	GREAT DEAL / FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	DAMAGE TO HABITAT & NATURAL RESOURC ES (i)	EXTREME WEATHER (j)	AIR/ WATER POLUTION (k)
Unweighted Base Weighted Base Read/watched TV about	979 1004	182 177	373 377		."		_**	**		_**	- -**	-
wildlife conservation/ natural resources/ environment/ developing countries	560 56%	136 77%	333 88% a	-	-	:	-	-	-	:	-	-
Walked in the countryside/along the coast	606 60%	131 74%	346 92% a	:	-	:	:	-	:	:	:	:
Given money to or raised money for wildlife/ conservation/ environmental charities	227 23%	88 50%	181 48%	-	-	-	-	-	-	-	-	
Selected one product over another because of its environmentally friendly packaging, formulation or advertisinig	331 33%	114 65%	280 74% a	:	-	:	:	-	:	:	-	:
Subscribed to a magazine/visited a website concerned with wildlife/ conservation/ natural resources/ environment/ developing countries	92 9%	56 32% b	88 23%	-	-	-	-	-	-	-	-	:
Requested information from an organisation dealing with wildlife/ conservation/ natural resources/ developing countries	82 8%	82 46% b	67 18%	-	-	:	-	-	:	:	-	:
Been a member of an environmental group/charity (even if you joined more than two years ago)	85 8%	85 48% b	79 21%	-	-	:	-	-	-	-	-	-
Campaigned about an environmental issue	75 7%	75 42% b	65 17%	-	-	:	-	-	:	:	-	-
Written a letter/ tweet for publication to an MP/councillor about wildlife/ conservation/ natural resources/ developing countries	66 7%	42 24% b	61 16%	-	-	:	-	-	-	-	-	-
Started using your car less	195 19%	53 30%	149 40% a	-	-	-	-	-	-	-	-	-
None of these Activist (NET)	180 18% 177	177	147	:	:	:	:	:	:	:	-	:
	18%	100% b	39%	-	-	-	-	-	-	-	-	-
Engaged (NET)	377 38%	147 83%	377 100% a	-	-	-	-	-	-	-	-	1

Proportions/Means: Columns Tested (5% risk level) - alb - c/d - eff/g - h/lij/k Overlap formulae used. "\* very small base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.



Table 4
Table 4
AWW02 - Summary Table You say you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful.

BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

	Personal care products (e.g. toiletries, shampoo, etc.)?	Household products (e.g. cleaners, detergents , etc.)?	Grocery goods (e.g. fresh food that has been treated with pesticides , packaged food containers , etc.)?
Unweighted Base	334	334	334
Weighted Base			331
Yes, I have stopped buying			
this	48	42	50
	14%	13%	15%
		470	005
Yes, I have bought less of this	159 48%	176 53%	225 68%
No, I buy the same amount or	46%	53%	00%
more of this	124	113	56
indicionalia	37%	34%	17%
Action taken (NET)	207	218	275
	63%	66%	83%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.



Table 5 AWW02\_1 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Personal care products (e.g. toiletries, shampoo, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

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		GE	NDER					A	GE						REN IN EHOLD	MAIN S	HOPPER	SOCIAL	GRADE	МА	RITAL STAT	
		MALE	FEMALE	15-24	25-34	35-44	45-54	55-64	65+	15-34	35-54	35+	55+	YES	NO	YES	NO	ABC1	C2DE	MAR/ LIVING AS	SINGLE	WID/ DIV/ SEP
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	334													112	222	266		278		205		
Weighted Base														116		263		255		212		
Yes, I have stopped buying																						
this	48	24	24	2	8	15	8	8	7	10	23	38	16	16	32	35	13	40	8	32	11	5
	14%	16%	13%	5%	13%	24%	12%	18%	14%	9%	18%	17%	16%	14%	15%	13%	20%	16%	10%	15%	15%	12%
						ci					с	с										
Yes, I have bought less of this	159	60	98	29	30	26	32	22	20	60	57	99	42	55	104	132	27	115	44	98	40	22
	48%	41%	54%	65%	49%	40%	51%	46%	41%	56%	45%	44%	43%	47%	48%	50%	39%	45%	58%	46%	51%	52%
			а	ehjkl																		
No, I buy the same amount or																						
more of this	124	65	60	14	24	23	23	17	22	38	46	86	40	45	79	96	28	100	24	82	26	15
	37%	43%	33%	31%	39%	36%	37%	37%	45%	35%	37%	39%	41%	39%	37%	37%	41%	39%	32%	39%	34%	36%
Action taken (NET)	207	84	122	31	38	41	39	30	28	70	80	138	58	71	137	167	40	155	52	130	51	27
	63%	57%	67%	69%	61%	64%	63%	63%	55%	65%	63%	61%	59%	61%	63%	63%	59%	61%	68%	61%	66%	64%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/li/k/ - m/n - o/p - q/r - s/b/u Overlap formulae used. - small base This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the (psos MORI Terms and Conditions.



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Table 6 AWW02\_1 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Personal care products (e.g. toiletries, shampoo, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

		14/2												4.5	5.4			5000	17101	
		WC	ORKING STA	105			GU	VERNMENT	OFFICE REG	IUN				AN	EA			EDUC	ATION	
																	GCSE/ O-			
				NOT							NORTH/	SOUTH/		SUBURBA		METRO	LV/ CSE/	A-LVL OR		NO FORML
		FULL TIME	PART TIME	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	SCOTLAND	WALES	MIDLANDS	LONDON	RURAL	N	URBAN	POLITAN	NVQ12	EQUIV	MAST/ PHD	QUAL
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted Base	334	158	41	135	91	84	58	58	30	13	175	116	47	56	126	105	44	73	199	4
Weighted Base		175																		
Yes, I have stopped buying																				
this	48	31	6	11	11	9	16	9	1	2	20	25	7	12	17	12	6	6	31	-
	14%	17%	13%	10%	14%	11%	23%	16%	5%	13%	12%	20%	13%	21%	13%	13%	13%	11%	15%	-
Yes, I have bought less of this		82	23	53	35	44	27	30	18	6	78	57	26	29	55	49	24	31	94	6
	48%	47%	53%	47%	44%	51%	38%	55%	60%	51%	48%	45%	51%	49%	42%	54%	52%	51%	46%	76%
No, I buy the same amount or																				
more of this	124	62	15	48	33	33	28	16	10	4	65	44	18	17	59	30	16	24	80	2
	37%	35%	33%	42%	42%	38%	40%	29%	35%	35%	40%	35%	35%	30%	45%	33%	35%	39%	39%	24%
Action taken (NET)	207	113	29	65	46	53	43	39	19	8	99	82	33	41	72	61	30	37	125	6
	63%	65%	67%	58%	58%	62%	60%	71%	65%	65%	60%	65%	65%	70%	55%	67%	65%	61%	61%	76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/lij/k - l/m/n/o - p/q/ris Overlap formulae used. "small base," "very small base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the (psos MORI Terms and Conditions.



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Table 7 AWW02\_1 · You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Personal care products (e.g. toiletries, shampoo, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

		ENVIRO	NMENTAL	CONCERN	FOR HARM	IMPACT	OF ENVIRON	IMENTAL				
		ENGAG	EMENT	TO THE ENV	/IRONMENT		CHANGE			NEGATIV	E IMPACT	
						GREAT				DAMAGE TO HABITAT &		
	TOTAL	ACTIVIST	ENGAGED (b)	CONCERN ED (c)	UNCONCE RNED (d)	DEAL / FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	NATURAL RESOURC ES (i)	EXTREME WEATHER (j)	AIR/ WATER POLUTION (k)
Unweighted Base	334	(a) 117	280	(0)	(u)	(8)		(g)	(1)		0/	(K)
Weighted Base	331	114*	280									
Yes, I have stopped buying this	48 14%	21 18%	41 15%	-	:	:	-	:	-	-	-	-
Yes, I have bought less of this	159 48%	50 44%	133 48%	-	-	-	-	-	-	-	-	-
No, I buy the same amount or more of this	124 37%	43 38%	106 38%	-	-	-	-	-	-	-	-	-
Action taken (NET)	207 63%	71 62%	174 62%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk leve) - alb - cid - elf/g - h/l/j/k Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



Table 8 AWW02\_2 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Household products (e.g. cleaners, detergents, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

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	(													CHILDR						1		
		GEN	NDER					A	GE					HOUSE	HOLD	MAIN S	HOPPER	SOCIAL	. GRADE	MA	RITAL STAT	
																				MAR/		WID/ DIV/
		MALE	FEMALE	15-24	25-34	35-44	45-54	55-64	65+	15-34	35-54	35+	55+	YES	NO	YES	NO	ABC1	C2DE	LIVING AS	SINGLE	SEP
	TOTAL	(a)	(b)	(c)	(d)	(e)	(0	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(g)	(r)	(s)	(1)	(u)
Unweighted Base	334	(a) 156	177	51	(u)	67	(1)	50	(1)	109	123	225	102	112	222	266	u /	278	56	205	(1)	40
					30												68				88	
Weighted Base														116		263		255		212		42*
Yes, I have stopped buying																						
this	42	24	18	-	9	13	6	10	4	9	19	33	14	15	27	26	16	28	13	26	9	6
	13%	16%	10%	-	14%	20%	10%	21%	8%	8%	15%	15%	14%	13%	12%	10%	23%	11%	18%	12%	12%	15%
					ci	ci		ci				c	c									
					u	CI		CI			U U	U.	U.				0					
Yes, I have bought less of this		70	105	26	30	33	31	26	31	56	64	120	57	55	121	149	27	134	42	110	37	27
	53%	47%	58%	56%	48%	51%	50%	54%	61%	52%	51%	54%	58%	48%	56%	57%	39%	52%	56%	52%	49%	66%
																p						
No, I buy the same amount or																						
more of this	113	54	59	20	23	18	25	12	15	43	44	71	27	45	68	88	26	93	20	75	30	8
	34%	37%	33%	44%	37%	29%	41%	24%	31%	40%	35%	32%	28%	39%	32%	33%	38%	37%	27%	35%	39%	20%
	34%	3/%	33%	44%	37%	29%	41%	24%	31%	40%	35%	32%	28%	39%	32%	33%	38%	3/%	27%	35%	39%	20%
																					u	
Action taken (NET)	218	94	123	26	39	46	37	36	35	65	83	153	71	70	147	175	42	162	56	137	47	34
	66%	63%	67%	56%	63%	71%	59%	76%	69%	60%	65%	68%	72%	61%	68%	67%	62%	63%	73%	65%	61%	80%
																						t
																						· ·

Proportions/Means: Columns Tested (5% risk level) - aib - c/d/e/lig/hl/jl/ul - m/n - o/p - q/r - sib'u Overlap formulae used. - small base This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



20 Nov 2019

Table 9 AWW02\_2 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Household products (e.g. cleaners, detergents, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

		wo	ORKING STA	rus			GO	VERNMENT	OFFICE REG	ION				AR	EA			EDUC	ATION	
Unweighted Base Weighted Base	TOTAL 334 331	FULL TIME (a) 158 175	PART TIME (b) 41 44*	NOT WORKING (c) 135 113	NORTH (d) 91 79*	MIDLANDS (e) 84 85*	SOUTH (f) 58 71*	LONDON (g) 58 55*	SCOTLAND (h) 30 29**	WALES (i) 13 12**	NORTH/ MIDLANDS (j) 175 164	SOUTH/ LONDON (k) 116 126	RURAL (I) 47 52*	SUBURBA N (m) 56 58*	URBAN (n) 126 131	METRO POLITAN (0) 105 90*	GCSE/ O- LV/ CSE/ NVQ12 (p) 44 45*	A-LVL OR EQUIV (q) 73 61*	DEGR/ MAST/ PHD (r) 199 204	NO FORML QUAL (s) 4 7**
Yes, I have stopped buying this	42 13%	29 17% c	5 11%	8 7%	11 14%	12 14%	6 8%	11 20%	1 2%	1 12%	23 14%	17 13%	5 10%	9 16%	11 8%	16 18% n	5 10%	6 9%	26 13%	2 32%
Yes, I have bought less of this	176 53%	91 52%	19 43%	66 59%	42 53%	37 43%	42 59%	30 54%	22 74%	4 36%	78 48%	72 57%	29 56%	28 48%	73 56%	46 51%	28 61%	34 56%	103 51%	3 44%
No, I buy the same amount or more of this	113 34%	55 31%	20 46%	38 34%	26 33%	37 43% g	24 33%	14 25%	7 24%	6 52%	63 38%	37 30%	18 34%	21 36%	47 36%	28 31%	13 29%	21 35%	75 37%	2 24%
Action taken (NET)	218 66%	120 69%	24 54%	74 66%	53 67%	48 57%	48 67%	41 75% e	22 76%	6 48%	101 62%	89 70%	34 66%	37 64%	84 64%	62 69%	32 71%	40 65%	129 63%	6 76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - die/fig/h/lij/k - l/m/n/o - p/q/ris Overlap formulae used. "smail base," "very smail base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the (psos MORI Terms and Conditions.



20 Nov 2019

Table 10 AWW02\_2 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Household products (e.g. cleaners, detergents, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

		ENVIRO	NMENTAL	CONCERN	FOR HARM	IMPACT	OF ENVIRON	IMENTAL				
		ENGAG	EMENT	TO THE ENV	VIRONMENT		CHANGE			NEGATIV	E IMPACT	
										DAMAGE		
										TO		
						GREAT				HABITAT &		
						DEAL /			FLOODS/	NATURAL		AIR/
				CONCERN	UNCONCE	FAIR	NOT VERY	NOT AT	WINDS/	RESOURC	EXTREME	WATER
		ACTIVIST	ENGAGED	ED	RNED	AMOUNT	MUCH	ALL	STORMS	ES	WEATHER	POLUTION
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted Base	334	117	280	-	-		-		-	-	-	-
Weighted Base		114*										-**
Yes, I have stopped buying												
this	42	23	35	-	-	-	-	-	-	-	-	-
	13%	20%	13%	-	-	-	-	-	-	-	-	-
		b										
Yes, I have bought less of this	176	55	147	-	-	-	-	-	-	-	-	-
	53%	48%	52%	-	-	-	-	-	-	-	-	-
No, I buy the same amount or												
more of this	113	36	98	-	-	-	-	-	-	-	-	-
1	34%	32%	35%	-	-	-	-	-	-	-	-	-
Action taken (NET)	218	78	182	-	-	-	-	-	-	-	-	-
	66%	68%	65%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/t/g - h/t/j/k Overlap formulae used. - small base, "\* very small base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.

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## J18009000-44-04 01-NOV - 14-NOV 2019 PUBLIC ENVIRONMENT (AWW)

20 Nov 2019

Table 11 AWW02\_3 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Grocery goods (e.g. fresh food that has been treated with pesticides, packaged food containers, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

	GEN	IDER						GE					CHILDI		MAIN S	HOPPER	SOCIAL	GRADE		RITAL STA	
																					WID/ DIV/
		FEMALE				45-54	55-64	65+	15-34	35-54	35+	55+	YES	NO		NO		C2DE	LIVING AS	SINGLE	SEP
TOTAL	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	0	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
334		177											112		266		278		205		40
331		182											116		263		255		212		42*
50	20	30	4	8	12	6	14	6	12	18	38	20	16	33	35	14	35	14	29	13	8
15%	14%	16%	9%	13%	19%	9%	30%	12%	11%	14%	17%	21%	14%	16%	13%	21%	14%	19%	14%	17%	19%
							cdfhiikl					h									
225	100	125	34	46	41	45	25	34	80	86	145	59	79	146	182	43	172	53	151	50	24
68%	67%	69%	76%	74%	65%	71%	53%	67%	75%	68%	65%	61%	68%	68%	69%	64%	67%	70%	71%	64%	58%
			0	a					al												
									<i>a.</i>												
56	29	27	7	8	10	12	8	11	15	22	41	18	20	36	46	10	48	8	32	14	10
17%	19%	15%	16%	13%	16%	20%	16%	21%	14%	18%	18%	19%	18%	17%	17%	15%	19%	11%	15%	18%	24%
275	120	154	38	54	54	50	40	40	92	104	183	79	95	180	217	58	208	68	180	63	32
83%				87%				79%													76%
	331 50 15% 225 68% 56 17% 275	MALE (a)           334         156           331         149           50         20           15%         14%           225         100           66%         67%           56         29           19%         19%           275         120	OTAL         (a)         (b)           334         168         177           331         149         182           50         20         30           15%         14%         16%           225         100         125           56         29         27           775         120         154	MALE         FEMALE         15-24           02         02         02         02           153         150         177         51           151         152         127         51           153         150         127         51           151         152         25         45           14%         16%         9%         9%           225         100         125         34           67%         67%         69%         76%           9         29         27         7           17%         19%         15%         38	OTAL (a)         MALE (b)         FEMALE (c)         15-24 (c)         25-34 (c)           333         150         177         31         53           334         150         127         45         55           50         20         30         4         8           14%         16%         9%         13%         15%           225         000         125         34         46           67%         67%         7%         7         8           67         9         9         9         15%         15%         17%         13%           276         120         15%         15%         16%         13%         54	OTAL (a)         MALE (b)         FEMALE (c)         15-24 (c)         25-34 (c)         35-44 (c)           333         150         177         31         25         67           334         150         177         31         25         67           353         150         177         31         25         67           50         20         30         4         8         12           15%         14%         19%         9%         13%         19%           225         100         125         34         46         41           69%         67%         76%         76%         65%         65%           9         9         9         15%         10%         19%	OTAL (a)         MALE (b)         FEMALE (c)         15-24 (c)         25-34 (c)         35-44 (c)         45-54 (c)           333         150         177         31         25         67         53           334         150         177         31         25         67         53           50         20         30         4         8         12         6           19%         14%         19%         9%         13%         19%         9%           226         00         125         34         46         41         45           69%         67%         75%         76%         65%         71%         9           9         9         9         10         12         12         12         12           17%         19%         15%         16%         13%         16%         20%         17           276         120         154         38         54         54         50         50	OTAL (a)         MALE (b)         FEMALE (c)         15-24 (c)         25-34 (c)         35-44 (c)         45-54 (c)         55-64 (c)           333         150         177         53         55         67         53           334         150         177         53         56         67         53         50           50         20         30         4         8         12         6         14           19%         14%         9%         9%         67%         50         23         call in	MALE         FEMALE         15-24         25-34         35-44         45-54         55-64         65+ (9)           01         (2)         (2)         (3)         (4)         (7)         (2)         (3)           153         153         153         153         153         (5)         50         50         50         32           153         153         155         177         51         120         51         52         51         50         32         51         50         32         51         51         52         51         52         51         52         51         52         51         52         51         52         51         52         51         52         51         52         51         52         54         51         52         54         51         52         54         56         10         12         51         54         56         74         55         54         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%         57%<	OTAL (a)         MALE (b)         FEMALE (c)         15-24 (c)         25-34 (c)         35-44 (c)         45-54 (c)         55-64 (c)         65+ (c)         15-34 (c)         15-35 (c)         15-35 (c)         1	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	MALE         FEMALE         15-24         25-34         35-44         45-54         65+         15-34         35-54         35+         55+         YES         NO         YES         NO         ABC1         C22E         MAR8         INRUE           01         (2)         (2)         (3)         (4)         (1)

Proportions/Means: Columns Tested (5% risk level) - ab - cidle/ligh/light] - m/n - o/p - q/r - st/tu Overlap formulae used. \* amal base This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



20 Nov 2019

Zu Nov Zu 19 Table 12 AWW02\_3 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Grocery goods (e.g. fresh food that has been treated with pesticides, packaged food containers, etc.)? BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 14/18)

		wo	RKING STA	TUS			GO	VERNMENT	OFFICE REG	ION				AR	EA			EDUC	ATION	
																	GCSE/ O-			
				NOT							NORTH/	SOUTH/				METRO	LV/ CSE/	A-LVL OR		NO FORML
		FULL TIME	PART TIME	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	SCOTLAND	WALES	MIDLANDS	LONDON	RURAL	SUBURBAN	URBAN	POLITAN	NVQ12	EQUIV	MAST/ PHD	QUAL
	TOTAL	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	0	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted Base		158		135																4
Weighted Base		175		113																7**
Yes, I have stopped buying																				
this	50	27	8	15	10	13	14	9	2	3	22	23	6	12	20	11	5	7	33	-
	15%	15%	17%	14%	12%	15%	19%	17%	7%	23%	14%	18%	12%	21%	15%	13%	11%	12%	16%	-
Yes, I have bought less of																				
this	225	121	30	75	55	59	49	34	21	6	115	83	37	37	90	62	28	45	139	7
	68%	69%	69%	66%	70%	70%	69%	62%	73%	50%	70%	66%	71%	63%	69%	68%	62%	74%	68%	100%
No, I buy the same amount or																				
more of this	56	27	6	23	14	13	8	12	6	3	27	20	9	9	21	17	12	9	32	-
	17%	15%	14%	20%	18%	16%	12%	21%	20%	27%	17%	16%	17%	16%	16%	19%	27%	15%	16%	-
Action taken (NET)	275	148	38	90	65	72	63	43	23	9	137	106	43	49	110	73	33	52	172	7
	83%	85%	86%	80%	82%	84%	88%	79%	80%	73%	83%	84%	83%	84%	84%	81%	73%	85%	84%	100%

Proportions/Means: Columns Tested (5%, risk level) - abic - dieftightlijk - lim/rio - plq/ris Overlap formulae used. \* amal base, \*\* very small base (under 36) insligible for sig testing This work was carried ou in accordance with the requirements of the interminical quality is standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



20 Nov 2019

Table 13 AWW02\_3 - You say you have selected one product over another because of its environmental-friendly packaging, formulation or advertising. For each of the following products, could you tell me whether or not you have stopped buying or bought less of them in the last year or two because you thought they were environmentally harmful. Grocery goods (e.g. fresh food that has been treated with pesticides, packaged food containers, etc.)?

BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO IT'S ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

		ENVIRO	NMENTAL	CONCERN	FOR HARM	IMPACT	OF ENVIRON	IMENTAL				
		ENGAG	BEMENT	TO	THE		CHANGE			NEGATIV	E IMPACT	
										DAMAGE		
										TO		1
						GREAT				HABITAT &		1
						DEAL /			FLOODS/	NATURAL		AIR/
				CONCERN	UNCONCE	FAIR	NOT VERY	NOT AT	WINDS/	RESOURC	EXTREME	WATER
		ACTIVIST	ENGAGED	ED	RNED	AMOUNT	MUCH	ALL	STORMS	ES	WEATHER	POLUTION
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	0	(k)
Unweighted Base	334	117	280	-					-			
Weighted Base												
Yes, I have stopped buying												
this	50	16	42	-	-	-	-	-	-	-	-	-
	15%	14%	15%	-	-	-	-	-	-	-	-	-
Yes, I have bought less of												
this	225	73	193	-	-	-	-	-	-	-	-	-
	68%	64%	69%	-	-	-	-	-	-	-	-	-
No, I buy the same amount or												
more of this	56	26	45	-	-	-	-	-	-	-	-	-
	17%	23%	16%	-	-	-	-	-	-	-	-	-
		b										
Action taken (NET)	275	88	235	-	-	-	-	-	-	-	-	-
	83%	77%	84%	-	-	-	-	-	-	-	-	-
			а									

Proportions/Means: Columns Tested (5%, risk level) - ab - cid - elfig - hilj/k Overlap formulae used, \* amal base, \*\* very small base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



Table 14 AWW01N - Which if any, of the following do you feel should take MAIN responsibility for reducing harm to the environment in this country?

#### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		GEI	NDER					AC	GE					CHILDI		MAIN S	HOPPER	SOCIAL	GRADE		RITAL STAT	
	TOTAL	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	15-34 (i)	35-54 (j)	35+ (k)	55+ (I)	YES (m)	NO (n)	YES (0)	NO (p)	ABC1 (q)	C2DE (r)	MAR/ LIVING AS (s)	SINGLE (t)	WID/ DIV/ SEP (u)
Unweighted Base Weighted Base	1026 1002	510 491	516 511	164 145	144 166	148 154	157 169	168 144	245 225	308 310	305 323	718 691	413 369	274 286	752 715	790 763	236 239	649 552	377 450	592 596	282 266	149 138
The Government	200 20%	113 23% b	87 17%	33 23%	31 19%	25 16%	33 20%	28 19%	50 22%	64 21%	58 18%	136 20%	78 21%	51 18%	150 21%	136 18%	64 27% 0	116 21%	84 19%	105 18%	62 23%	32 23%
Business	42 4%	24 5%	18 4%	9 6% f	9 5% f	9 6% fi	1 1%	8 5% f	6 3%	18 6% f	10 3% f	24 4% f	14 4% f	13 4%	30 4%	27 4%	15 6%	28 5%	14 3%	25 4%	14 5%	3 2%
The Public	122 12%	59 12%	63 12%	17 12%	16 10%	15 10%	16 10%	24 17% i	33 15%	33 11%	32 10%	89 13% i	57 16% ik	27 10%	95 13%	99 13%	23 10%	62 11%	60 13%	72 12%	26 10%	24 18% t
The Government, Business and the public equally	610 61%	281 57%	329 64% a	82 57%	103 62%	100 65%	117 69% cghkl	78 54%	130 58%	185 60%	217 67% cghkl	424 61% gl	207 56%	185 65%	424 59%	482 63% p	128 54%	334 61%	275 61%	375 63%	158 59%	75 54%
Everyone / all of us	13 1%	6 1%	8 1%	:	5 3%	4 2%	2 1%		3 1%	5 2%	6 2%	8 1%	3 1%	6 2%	8 1%	11 1%	2 1%	4 1%	9 2%	11 2%	1	1 1%
Other	4 *	1 *	3 1%	1 1%	-	-	-	1 1%	2 1%	1 *	:	3 *	3 1%	-	4 1%	2 *	2 1%	2 *	2 *	2 *	1 *	1 1%
None of these	3 *	1	2 *	-	-	-	-	2 1% j	1 1%	-	-	3 *	3 1%	-	3 *	2 *	1 1%	2 *	1	2 *	-	2 1%
Don't know	11 1%	6 1%	5 1%	2 2%	2 1%	-	1 *	4 2% jk	2 1%	5 2%	1 *	6 1%	6 2%	6 2%	5 1%	8 1%	3 1%	5 1%	6 1%	4 1%	5 2%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/l - m/n - o/p - q/r - s/t/u

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

20 Nov 2019



20 Nov 2019

Table 15 AWW01N - Which if any, of the following do you feel should take MAIN responsibility for reducing harm to the environment in this country?

### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		WO	RKING STA	TUS			GO	VERNMENT	OFFICE REG	ION				AR	EA			EDUC	ATION	
				NOT							NORTH/	SOUTH/		SUBURBA		METRO	GCSE/ O- LV/ CSE/	A-LVL OR	DEGR/	NO FORML
		FULL TIME	PART TIME		NORTH	MIDLANDS	SOUTH	LONDON	SCOTLAND	WALES	MIDLANDS	LONDON	RURAL	N	URBAN	POLITAN	NVQ12	EQUIV	MAST/ PHD	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted Base	1026	412	127	487	259	268	190	164	98	47	527	354	127	217	424	258	220	190	405	118
Weighted Base	1002	433	132	437	239	261	228	137	87*	49*	501	365	128	238	426	210	241	175	390	114*
The Government	200	87	22	91	45	42	38	48	17	10	87	86	28	36	73	64	37	37	83	21
	20%	20%	17%	21%	19%	16%	17%	35%	19%	20%	17%	24%	22%	15%	17%	30%	15%	21%	21%	18%
<b>D</b>		10	-	10	10	•	10	defhjk			10	efj		•	~ ~ ~	mn				
Business	42	18	5	19	10	9	12	1	2	2	19	20	3	6	24	10	4	11	21	3
	4%	4%	4%	4%	4%	3%	5%	5%	2%	4%	4%	5%	2%	2%	6%	5%	2%	6%	5%	3%
The Public	122	55	13	55	22	39	22	19	9	12	60	42	13	34	48	27	34	23	38	16
The Tublic	12%	13%	10%	13%	9%	15%	10%	14%	10%	24%	12%	11%	10%	14%	11%	13%	14%	13%	10%	14%
	12.70	1070	1070	1070	070	1070	1070	1470	1070	dfhjk	d	1170	1070	1470	11/0	1070	1470	1070	1070	1470
The Government, Business										,										
and the public equally	610	262	83	264	154	157	153	62	58	26	311	215	77	159	268	105	160	103	242	61
	61%	61%	63%	61%	64%	60%	67%	45%	67%	53%	62%	59%	60%	67%	63%	50%	66%	59%	62%	53%
					g	g	gk		g		g	g		0	0		s			
Everyone / all of us	13	6	5	2	4	9	-	1	-	-	12	1	7	1	5	1	5	-	6	3
	1%	1%	4%	*	1%	3%	-	1%	-	-	2%	*	5%	*	1%	*	2%	-	1%	3%
Others		4	c	0	0	fk					fk		mno	0	0					q
Other	4	1	1 1%	2 1%	2 1%	2 1%	-	-	-	-	4 1%	-	1 1%	2 1%	2	-	-	-	-	4
	-		1%	1%	1%	1%	-	-	-	-	1%	-	1%	1%		-	-	-	-	3% pqr
None of these	3	1	-	2	1	2		1	-	-	3	1	-	1	1	1	1	1	1	1
	*	*	-	1%	*	1%	-	*	-	-	1%	*	-	*	*	1%	*	*	*	1%
Don't know	11	4	3	4	3	5	3	-	1	-	7	3	*	2	5	3	2	1	1	6
	1%	1%	2%	1%	1%	2%	1%	-	1%	-	1%	1%	*	1%	1%	1%	1%	*	*	5%
																				pqr

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s Overlap formulae used. \* small base

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### J18009000-44-04 01-NOV - 14-NOV 2019 PUBLIC ENVIRONMENT (AWW)

20 Nov 2019

Table 16

AWW01N - Which if any, of the following do you feel should take MAIN responsibility for reducing harm to the environment in this country?

### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		ENVIRO	MENTAL	CONCERN	FOR HARM	IMPACT	OF ENVIRON	MENTAL				
		ENGAG	EMENT	TO THE ENV	/IRONMENT		CHANGE			NEGATIV	E IMPACT	
										DAMAGE		
										TO		
						GREAT				HABITAT &		
						DEAL /			FLOODS/	NATURAL		AIR/
				CONCERN	UNCONCE	FAIR	NOT VERY	NOT AT	WINDS/	RESOURC	EXTREME	WATER
		ACTIVIST	ENGAGED	ED	RNED	AMOUNT	MUCH	ALL	STORMS	ES		POLUTION
	TOTAL	(a)	(b)	(c)	(b)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted Base	1026	-		781	143	293	406	316	156	90	133	155
Weighted Base	1002	-**	-**	751	143	281	385	327	148	83*	124	147
The Government	200	-	-	139	41	50	84	65	30	15	18	27
	20%	-	-	18%	29%	18%	22%	20%	20%	18%	14%	18%
					С				j			
Business	42	-	-	31	6	16	14	12	7	7	6	10
	4%	-	-	4%	4%	6%	4%	4%	5%	8%	5%	7%
The Public	122	-	-	87	14	36	48	39	22	10	19	16
	12%	-	-	12%	10%	13%	12%	12%	15%	12%	15%	11%
The Government, Business												
and the public equally	610	-	-	477	77	175	229	199	89	52	80	95
	61%	-	-	63%	53%	62%	59%	61%	60%	63%	65%	65%
				d			_				-	
Everyone / all of us	13	-	-	13	-	2	7	4	-	-	2	1
0.11	1%	-	-	2%	-	1%	2%	1%	-	-	2%	1%
Other	4	-	-	3	-	2	1	1	1	1	1	1
	*	-	-		-	1%		<u>^</u>	1%	1%	1%	1%
None of these	3	-	-	1	1	-	-	3	-	-	-	-
Deltheres	*	-	-		1%	-	-	1%	-	-	-	-
Don't know	11	-	-	4	3	3	3	4	1	1	-	-
	1%	-	-	1%	2%	1%	1%	1%	1%	1%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



Table 17 AWW02N - To what extent, if at all, are you concerned or unconcerned about harm to the environment?

### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		GEI	NDER					A	GE					CHILDI		MAIN S	HOPPER	SOCIAL	GRADE		RITAL STAT	
	ΤΟΤΑΙ	MALE (a)	FEMALE	15-24 (c)	25-34 (d)	35-44 (e)	45-54	55-64 (q)	65+ (h)	15-34	35-54	35+ (k)	55+ (I)	YES (m)	NO (n)	YES	NO (p)	ABC1 (q)	C2DE	MAR/ LIVING AS (s)	SINGLE	WID/ DIV/ SEP (u)
Unweighted Base	1026	510	516	164	144	148	157	168	245	308	305	718	413	274	752	790	236	649	377	592	282	149
Weighted Base	1002	491	511	145	166	154	169	144	225	310	323	691	369	286	715	763	239	552	450	596	266	138
(+2) Very concerned	347	161	186	46	52	57	55	55	82	98	113	249	137	91	256	269	78	225	122	214	78	56
	35%	33%	36%	32%	31%	37%	33%	38%	36%	32%	35%	36%	37%	32%	36%	35%	33%	41%	27%	36%	29%	41%
																		r				t
(+1) Fairly concerned	404 40%	197 40%	207 41%	58 40%	69 42%	63 41%	69 41%	53 37%	92 41%	127 41%	132 41%	277 40%	145 39%	122 43%	282 39%	313 41%	91 38%	218 39%	187 41%	240 40%	107 40%	56 41%
(0) Neither concerned nor																						
unconcerned	107	64	42	16	21	13	20	15	22	37	34	70	36	30	77	81	25	33	74	56	39	12
	11%	13%	8%	11%	13%	9%	12%	10%	10%	12%	10%	10%	10%	10%	11%	11%	11%	6%	16%	9%	15%	9%
(-1) Fairly unconcerned	84	39	45	19	12	10	15	10	18	31	24	53	28	25	58	60	24	45	38	51	24	9
( ')',	8%	8%	9%	13% k	7%	6%	9%	7%	8%	10%	8%	8%	8%	9%	8%	8%	10%	8%	9%	9%	9%	7%
(-2) Very unconcerned	60	30	30	6	11	10	10	11	11	17	20	43	23	18	42	39	21	31	29	35	19	5
	6%	6%	6%	4%	7%	6%	6%	8%	5%	6%	6%	6%	6%	6%	6%	5%	9%	6%	6%	6%	7%	4%
Concerned (NET)	751	358	393	104	121	121	124	108	174	225	245	526	282	213	538	582	169	443	309	453	185	111
	75%	73%	77%	72%	73%	79%	73%	75%	77%	73%	76%	76%	76%	74%	75%	76%	71%	80% r	69%	76%	69%	81% t
Unconcerned (NET)	143	68	75	25	23	20	25	22	29	48	44	95	51	43	100	99	45	76	67	86	43	14
- ( )	14%	14%	15%	17%	14%	13%	15%	15%	13%	16%	14%	14%	14%	15%	14%	13%	19%	14%	15%	14%	16%	10%
																	0		-			
Mean	0.89	0.86	0.93	0.82	0.84	0.97	0.86	0.9	0.96	0.83	0.91	0.92	0.94	0.85	0.91	0.94	0.76	1.02 r	0.75	0.92	0.75	1.07 t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/l - m/n - o/p - q/r - s/t/u

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 18 AWW02N - To what extent, if at all, are you concerned or unconcerned about harm to the environment?

BASE: ALL RESPONDENTS (VERSION 2A/2B)

		WO	RKING STA	rus			GO	ERNMENT	OFFICE REG	ION				AR	EA			EDUC	ATION	
				NOT							NORTH/	SOUTH/		SUBURBA		METRO	GCSE/ O- LV/ CSE/	A-LVL OR	DEGR/	NO FORML
	TOTAL	FULL TIME (a)	PART TIME (b)	WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (a)	SCOTLAND (h)	WALES (i)	MIDLANDS	LONDON (k)	RURAL	N (m)	URBAN (n)	POLITAN (o)	NVQ12 (p)	EQUIV (q)	MAST/ PHD (r)	QUAL (s)
Unweighted Base	1026	412	127	487	259	268	190	164	98	47	527	354	127	217	424	258	220	190	405	118
Weighted Base	1002	433	132	437	239	261	228	137	87*	49*	501	365	128	238	426	210	241	175	390	114*
(+2) Very concerned	347	157	42	148	77	86	88	50	30	15	163	139	48	65	148	86	64	51	178	23
	35%	36%	32%	34%	32%	33%	39%	37%	35%	31%	33%	38%	37%	27%	35%	41%	27%	29%	46%	20%
																m			pqs	
(+1) Fairly concerned	404	171	62	172	104	110	79	49	37	25	214	128	54	105	171	73	104	75	151	46
	40%	39%	47%	39%	43%	42%	35%	36%	43%	51%	43% k	35%	42%	44%	40%	35%	43%	43%	39%	40%
(0) Neither concerned nor																				
unconcerned	107	49	11	47	26	36	16	19	8	2	61	35	13	23	51	19	36	22	17	23
	11%	11%	9%	11%	11%	14% f	7%	14% k	10%	4%	12%	10%	10%	10%	12%	9%	15% r	13% r	4%	20% r
(-1) Fairly unconcerned	84	34	10	39	23	15	26	8	7	5	38	34	7	27	30	20	23	17	24	11
	8%	8%	8%	9%	10%	6%	11% e	6%	8%	10%	8%	9%	5%	11%	7%	9%	10%	10%	6%	9%
(-2) Very unconcerned	60	22	6	31	10	14	19	11	4	2	24	29	6	18	25	11	14	10	20	11
	6%	5%	5%	7%	4%	6%	8%	8%	5%	5%	5%	8%	5%	7%	6%	5%	6%	5%	5%	10%
Concerned (NET)	751	328	104	320	181	196	167	99	67	40	377	266	102	170	320	160	168	126	329	69
	75%	76%	79%	73%	76%	75%	73%	73%	78%	81%	75%	73%	80%	71%	75%	76%	70%	72%	84% pqs	60%
Unconcerned (NET)	143	56	17	70	32	29	44	19	11	7	62	63	13	45	55	31	37	27	44	22
	14%	13%	13%	16%	14%	11%	19%	14%	13%	15%	12%	17%	10%	19%	13%	15%	15%	15%	11%	19%
							ej							I						r
Mean	0.89	0.94	0.93	0.84	0.9	0.91	0.85	0.88	0.95	0.92	0.91	0.86	1.03	0.72	0.91	0.97	0.75	0.8	1.13	0.51
													m			m			pqs	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s

Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



Table 19

AWW02N - To what extent, if at all, are you concerned or unconcerned about harm to the environment?

### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		ENVIRO	MENTAL	CONCERN	FOR HARM	IMPACT	OF ENVIRON	MENTAL				
		ENGAG	EMENT	TO THE ENV	<b>IRONMENT</b>		CHANGE			NEGATIV	E IMPACT	
		ACTIVIST	ENGAGED		UNCONCE RNED	GREAT DEAL / FAIR AMOUNT	NOT VERY MUCH	NOT AT ALL	FLOODS/ WINDS/ STORMS	DAMAGE TO HABITAT & NATURAL RESOURC ES	EXTREME WEATHER	AIR/ WATER POLUTION
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted Base Weighted Base	1026 1002	- _**	- _**	781 751	143 143	293 281	406 385	316 327	156 148	90 83*	133 124	155 147
(+2) Very concerned	347 35%	-	-	347 46% d	-	136 49% fg	124 32%	83 25%	68 46%	47 57% h	58 47%	83 57% hj
(+1) Fairly concerned	404 40%	-	-	404 54% d	-	106 38%	161 42%	135 41%	63 43% ik	22 27%	45 36% k	38 26%
(0) Neither concerned nor unconcerned	107 11%	-	-	-	-	9 3%	52 14% e	45 14% e	3 2%	2 2%	2 1%	5 3%
(-1) Fairly unconcerned	84 8%	-	-	-	84 58% c	11 4%	34 9% e	38 12% e	4 3%	3 3%	7 5%	7 5%
(-2) Very unconcerned	60 6%	-	-	-	60 42% c	19 7%	14 4%	27 8% f	9 6%	9 11%	13 10%	13 9%
Concerned (NET)	751 75%	-	-	751 100% d	-	242 86% fg	285 74% g	217 67%	131 89% jk	69 84%	103 83%	122 83%
Unconcerned (NET)	143 14%	-	-	-	143 100% c	30 11%	48 12%	65 20% ef	13 9%	12 14%	19 16% h	20 14%
Mean	0.89	-	-	1.46 d	-1.42	1.17 fg	0.9 g	0.64	1.2	1.15	1.04	1.17

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

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Table 20

AWW03N - And to what extent, if at all, have you personally been negatively impacted by environmental change? This might include the impacts of extreme weather, changes in natural habitats or other environmental changes you've observed?

#### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		GEI	NDER					A	GE					CHILD	ren in Ehold	MAIN S	HOPPER	SOCIAL	GRADE		RITAL STAT	
		MALE	FEMALE	15-24	25-34	35-44	45-54	55-64	65+	15-34	35-54	35+	55+	YES	NO	YES	NO	ABC1	C2DE	MAR/ LIVING AS	SINGLE	WID/ DIV/ SEP
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted Base	1026		516	164	144	148			245	308		718		274		790	236	649		592		149
Weighted Base	1002	491	511	145	166	154	169	144	225	310	323	691	369	286	715	763	239	552	450	596	266	138
A great deal	48	24	24	5	7	7	7	6	16	12	14	36	22	7	40	42	6	23	25	28	8	12
	5%	5%	5%	4%	4%	4%	4%	4%	7%	4%	4%	5%	6%	3%	6%	6%	2%	4%	6%	5%	3%	9% t
A fair amount	233	104	129	33	44	33	38	40	45	77	71	156	85	68	165	183	50	130	103	140	58	36
	23%	21%	25%	23%	26%	21%	23%	28%	20%	25%	22%	23%	23%	24%	23%	24%	21%	24%	23%	23%	22%	26%
Not very much	385	189	196	54	77	63	61	55	76	131	124	254	131	117	268	303	82	227	159	237	100	46
	38%	38%	38%	37%	46% hkl	41%	36%	38%	34%	42%	38%	37%	35%	41%	38%	40%	35%	41%	35%	40%	38%	34%
Not at all	327	171	156	53	35	50	63	41	86	87	112	239	127	90	236	227	100	167	160	188	95	42
	33%	35%	31%	36%	21%	32%	37%	29%	38%	28%	35%	35%	34%	32%	33%	30%	42%	30%	36%	32%	36%	31%
				di		d	d		di	d	d	d	d				0					
Don't know	9	3	6		3	1	-	1	3	3	1	6	4	3	6	9	1	6	3	2	5	1
	1%	1%	1%	-	2%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	٠	1%	1%	•	2%	1%
																					s	
A great deal / fair amount	281	128	153	38	50	40	45	46	61	89	85	192	107	76	205	225	56	153	128	168	65	48
	28%	26%	30%	27%	30%	26%	27%	32%	27%	29%	26%	28%	29%	26%	29%	29%	23%	28%	28%	28%	25%	35%
																						t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/l - m/n - o/p - q/r - s/t/u

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.



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Table 21 AWW03N - And to what extent, if at all, have you personally been negatively impacted by environmental change? This might include the impacts of extreme weather, changes in natural habitats or other environmental changes you've observed?

### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		WC	RKING STA	TUS			GO	VERNMENT	OFFICE REG	ION				AR	EA			EDUC	ATION	
				NOT							NORTH/	SOUTH/		SUBURBA		METRO	GCSE/ O- LV/ CSE/	A-LVL OR	DEGR/	NO FORML
	TOTAL		PART TIME		NORTH	MIDLANDS	SOUTH	LONDON	SCOTLAND	WALES	MIDLANDS		RURAL	N (m)	URBAN	POLITAN	NVQ12	EQUIV	MAST/ PHD	
	TOTAL	(a)	(D)	(c)	(a)	(e)	(f)	(g)	(n)	(1)	()	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
Unweighted Base	1026	412	127	487	259	268	190	164	98	47	527	354	127	217	424	258	220	190	405	118
Weighted Base	1002	433	132	437	239	261	228	137	87*	49*	501	365	128	238	426	210	241	175	390	114*
A great deal	48	13	5	30	7	16	15	4	6	-	23	19	6	13	18	11	18	10	13	3
	5%	3%	4%	7%	3%	6%	7%	3%	7%	-	5%	5%	5%	5%	4%	5%	7%	6%	3%	3%
				а													r			
A fair amount	233	105	32	97	56	53	54	37	20	14	109	90	24	49	105	55	51	43	103	21
	23%	24%	24%	22%	23%	20%	24%	27%	22%	29%	22%	25%	18%	21%	25%	26%	21%	24%	26%	18%
Not very much	385	179	59	147	93	109	78	57	30	18	203	135	53	92	157	83	78	63	160	50
	38%	41%	45%	34%	39%	42%	34%	42%	34%	37%	40%	37%	41%	39%	37%	40%	32%	36%	41%	44%
		С	С																р	
Not at all	327	131	37	159	83	79	80	39	30	17	162	119	44	83	141	58	89	57	112	40
	33%	30%	28%	36%	35%	30%	35%	28%	34%	34%	32%	33%	35%	35%	33%	27%	37%	33%	29%	35%
	-	-		-					0		_	_				-	r			
Don't know	9	6	-	3	1	4	1	1	2	-	5	2	1	1	4	3	5	1	2	1
	1%	1%	-	1%	*	2%	1%	*	3%	-	1%	1%	1%	*	1%	1%	2%	1%	1%	1%
A great deal / fair amount	281	117	36	127	62	69	69	41	25	14	131	110	29	62	123	66	69	53	116	24
	28%	27%	28%	29%	26%	26%	30%	30%	29%	29%	26%	30%	23%	26%	29%	32%	29%	30%	30%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k - l/m/n/o - p/q/r/s Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.



#### 20 Nov 2019

Table 22

AWW03N - And to what extent, if at all, have you personally been negatively impacted by environmental change? This might include the impacts of extreme weather, changes in natural habitats or other environmental changes you've observed?

### BASE: ALL RESPONDENTS (VERSION 2A/2B)

		ENVIRO	MENTAL	CONCERN	FOR HARM	IMPACT	OF ENVIRON	IMENTAL				
		ENGAG	EMENT	TO THE ENV	/IRONMENT		CHANGE			NEGATIV	E IMPACT	
										DAMAGE		
										TO		
						GREAT				HABITAT &		
						DEAL /			FLOODS/	NATURAL		AIR/
				CONCERN		FAIR	NOT VERY	NOT AT	WINDS/	RESOURC	EXTREME	WATER
		ACTIVIST	ENGAGED		RNED	AMOUNT	MUCH	ALL	STORMS	ES	WEATHER	POLUTION
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted Base	1026	-		781	143	293	406	316		90	133	155
Weighted Base	1002	-**	-**	751	143	281	385	327	148	83*	124	147
A great deal	48	-	-	39	8	48	-	-	23	17	19	29
	5%	-	-	5%	5%	17%	-	-	15%	21%	16%	20%
						fg						
A fair amount	233	-	-	202	23	233	-	-	125	65	104	118
	23%	-	-	27%	16%	83%	-	-	85%	79%	84%	80%
				d		fg						
Not very much	385	-	-	285	48	-	385	-	-	-	-	-
	38%	-	-	38%	33%	-	100%	-	-	-	-	-
							eg					
Not at all	327	-	-	217	65	-	-	327	-	-	-	-
	33%	-	-	29%	45%	-	-	100%	-	-	-	-
					С			ef				
Don't know	9	-	-	7	1	-	-	-	-	-	-	-
	1%	-	-	1%		-	-	-	-	-	-	-
A great deal / fair amount	281	-	-	242	30	281	-	-	148	83	124	147
	28%	-	-	32%	21%	100%	-	-	100%	100%	100%	100%
				d		fg						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



Table 23 AWW04N - You say that you have personally been negatively impacted by environmental change. Which, if any, of the following have you been impacted by?

BASE: ALL NEGATIVELY IMPACTED BY ENVIRONMENTAL CHANGE (VERSION 2A/2B)

														CHILD								
		GEI	NDER		1			A	GE				1	HOUSE	HOLD	MAIN S	HOPPER	SOCIA	L GRADE	MAR/	ARITAL STAT	TUS WID/ DIV/
	TOTAL	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	15-34 (i)	35-54 (j)	35+ (k)	55+ (I)	YES (m)	NO (n)	YES (0)	NO (p)	ABC1 (q)	C2DE (r)	LIVING AS (s)	SINGLE (t)	SEP (u)
Unweighted Base Weighted Base	293 281	136 128	157 153	47 38*	44 50*	41 40*	44 45*	54 46*	63 61*	91 89*	85 85*	202 192	117 107	75 76*	218 205	235 225	58 56*	181 153	112 128	169 168	74 65*	50 48*
Flooding/threat of flooding	95 34%	40 31%	56 36%	16 42%	18 36%	11 28%	19 41%	14 30%	17 28%	34 39%	30 35%	61 32%	31 29%	27 36%	68 33%	76 34%	19 34%	61 40%	35 27%	52 31%	26 39%	18 38%
Winds and storms	106 38%	45 35%	61 40%	16 41%	17 34%	11 27%	21 47%	17 37%	24 39%	33 37%	32 37%	73 38%	41 38%	30 39%	76 37%	84 37%	22 39%	55 36%	51 40%	56 33%	24 37%	25 53% s
Damage to habitats in my local area	76 27%	36 29%	39 26%	12 31%	13 25%	10 26%	6 13%	20 44% fhjkl	15 24%	25 28%	16 19%	51 27% fi	35 33% fhjk	18 23%	58 28%	62 27%	14 25%	50 33% r	26 20%	47 28%	16 25%	12 26%
Water pollution in my local area	36 13%	17 14%	19 13%	6 17%	4 7%	11 27% dghikl	6 14%	4 8%	6 10%	10 11%	17 20% I	27 14% I	10 9%	9 12%	28 14%	26 12%	10 18%	20 13%	16 13%	20 12%	13 20%	3 7%
Reduced natural resources in my local area	32 11%	14 11%	18 12%	5 14% i	1 2%	3 8%	7 16% d	7 15% d	8 13%	7 8%	11 12%	25 13%	15 14%	5 6%	27 13%	26 11%	6 11%	19 13%	12 10%	18 11%	7 10%	7 14%
Extreme cold weather/snow	76 27%	32 25%	44 29%	16 42% fhkl	16 31%	13 33%	8 18%	13 28%	10 16%	32 36% hkl	21 25%	44 23%	23 21%	22 29%	54 26%	61 27%	14 26%	43 28%	33 26%	46 27%	19 29%	11 24%
Extreme hot weather	85 30%	34 27%	50 33%	9 24%	13 26%	13 33%	14 31%	22 48% cdhikl	13 21%	22 25%	27 32%	62 32% h	35 33% h	25 33%	59 29%	73 32%	12 21%	53 35%	32 25%	57 34%	14 21%	13 28%
Air pollution	136 48%	66 51%	70 46%	24 62% hl	22 45%	24 61% h	19 42%	24 52%	22 36%	46 52%	43 51%	90 47%	46 43%	38 50%	98 48%	105 47%	31 56%	76 50%	60 47%	76 45%	42 64% su	18 37%
Litter / rubbish	5 2%	3 2%	2 1%	1 2%	2 4%	:	:	2 4%		3 3%	:	2 1%	2 2%	1 1%	4 2%	4 2%	1 2%	3 2%	2 1%	5 3%	2	-
Health / health implications (not specified further)	1	-	1 1%	-	:	:	:	1 2%	:	:	-	1 *	1 1%	-	1	1	:	1 1%	:	1 1%	-	-
Impact on wildlife / animals	3 1%	2 1%	2 1%		:	:	2 4%	:	2 3%	:	2 2%	3 2%	2 1%		3 2%	3 1%	:	1	3 2%	3 2%	:	1 1%
Other	22 8%	13 10%	9 6%	-	6 12% c	4 11% c	1 2%	4 9%	6 11%	6 7%	5 6%	16 8%	11 10% c	4 5%	18 9%	14 6%	8 15%	12 8%	10 8%	13 8%	6 9%	3 7%
Floods/winds/ stroms (NET)	148 53%	59 46%	88 58%	22 57%	23 45%	19 48%	28 62%	22 47%	34 56%	45 50%	47 55%	103 54%	56 52%	43 57%	105 51%	119 53%	29 52%	84 55%	64 50%	78 46%	36 55%	34 71%
Damage to habitat and natural resources (NET)	83 29%	39 31%	43 28%	14 37%	13 25%	10 26%	10 22%	20 44% fhjkl	15 24%	27 31%	20 24%	55 29%	35 33% h	18 23%	65 32%	68 30%	14 25%	55 36% r	27 21%	51 31%	19 29%	12 26%
Extreme weather (NET)	124 44%	51 40%	73 48%	21 55% h	21 42%	20 51%	18 40%	24 52% hl	19 32%	42 47%	38 45%	82 43% h	43 40%	36 47%	88 43%	104 46%	20 36%	75 49%	48 38%	79 47%	26 40%	19 40%
Air/water polution (NET)	147 52%	71 55%	76 50%	26 68% fhikl	24 48%	28 69% fhjkl	19 42%	25 55%	25 40%	50 56%	47 55% f	97 50%	50 47%	40 53%	106 52%	113 50%	33 60%	83 54%	63 49%	84 50%	45 69% su	18 37%
Any (NET)	274 98%	127 99%	147 96%	38 100%	50 98%	40 100%	42 93%	46 99%	58 96%	88 99%	82 96%	186 97%	104 97%	75 99%	199 97%	220 98%	54 97%	152 99%	122 96%	165 98%	64 98%	45 94%
None of these	7 3%	2 1%	5 4%	-	1 2%	-	3 7%	* 1%	3	1 1%	3 4%	6 3%	3 3%	1 1%	6 3%	6 2%	2 3%	2	5 4%	3 2%	1 2%	3 6%
Don't know	*	*	-	-	-	-	-	* 1%	-	-		*	*	-	*	-	* 1%	*	-	-	* 1%	-
l	1			-			-	1 /0	-	-	-					-	1 /0	1	-		1 /0	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k/l - m/n - o/p - q/r - s/t/u Overlap formulae used. \* small base This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.

20 Nov 2019



Table 24

AWW04N - You say that you have personally been negatively impacted by environmental change. Which, if any, of the following have you been impacted by?

### BASE: ALL NEGATIVELY IMPACTED BY ENVIRONMENTAL CHANGE (VERSION 2A/2B)

		W	ORKING STA	GOVERNMENT OFFICE REGION								ARE	A	EDUCATION						
	TOTAL	FULL TIME (a)	PART TIME	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES	NORTH/ MIDLANDS (i)	SOUTH/ LONDON (k)	RURAL	SUBURBAN (m)	URBAN (n)	METRO POLITAN (0)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)
Unweighted Base	293	114	36	143	68 62*	72 69*	57 69*	51 41*	30	15 14**	140	108	34 29**	55 62*	125	79 66*	63 69*	56	123	29 24**
Weighted Base Flooding/threat of flooding	281 95 34%	117* 40 34%	36* 19 51% c	127 37 29%	28 45% fgk	27 40%	17 25%	41° 10 25%	25** 8 31%	4 30%	131 55 42% fgk	110* 28 25%	12 41%	22 35%	123 43 35%	19 28%	24 34%	53* 19 35%	116 38 33%	6 26%
Winds and storms	106 38%	42 36%	14 37%	50 39%	22 35%	23 33%	30 43%	11 27%	11 43%	9 65%	45 34%	41 37% q	12 42%	21 34%	52 42%	20 31%	23 33%	21 40%	45 39%	11 45%
Damage to habitats in my local area	76 27%	28 24%	12 33%	35 28%	23 37% g	15 22%	19 28%	8 19%	7 26%	4 29%	38 29%	27 25%	9 32%	16 26%	33 27%	17 26%	17 24%	13 25%	35 30%	7 28%
Water pollution in my local area	36 13%	15 13%	5 13%	16 13%	9 7 11%	11 16%	8 11%	7 17%	2 9%	2 11%	18 14%	15 13%	5 17%	5 8%	21 17%	6 9%	11 16%	7 13%	14 12%	3 11%
Reduced natural resources in my local area	32 11%	10 9%	3 8%	19 15%	11 18% e	4 6%	10 14%	4 9%	3 12%	-	15 12% e	13 12%	4 13%	8 12%	12 10%	8 13%	7 10%	9 16%	13 11%	2 7%
Extreme cold weather/snow	76 27%	32 27%	14 38%	30 24%	25 40% fk	22 32%	13 19%	10 25%	2 8%	4 25%	47 35% fk	23 21%	7 23%	12 19%	42 34%	15 23%	17 24%	17 32%	33 28%	7 28%
Extreme hot weather	85 30%	39 33%	11 29%	35 28%	18 29%	16 23%	30 43% ej	14 35%	4 15%	3 19%	34 26%	44 40% ej	11 38%	22 35%	39 31%	13 20%	14 21%	15 28%	45 39% P	6 26%
Air pollution	136 48%	62 53%	13 36%	61 48%	32 52%	24 35%	37 53%	30 74% defjk	12 47%	-	57 43%	67 61% ej	13 44%	23 37%	52 43%	47 72% mn	21 31%	35 66% P	61 53% P	9 38%
Litter / rubbish	5 2%	3 2%	1 3%	1 1%		3 4%	:	1 2%	1 4%		3 2%	1 1%	1 3%		2 2%	2 3%	1 1%	-	3 2%	1 4%
Health / health implications (not specified further)	1	-	1 2%	-	-	-	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	-	1 1%	-
Impact on wildlife / animals	3 1%	-	2 5% a	2 1%	2 3%	1 1%	1 1%	-	-	-	2 2%	1 1%	2 6%	-	2 1%	-	3 4%	-	1 *	-
Other	22 8%	11 10%	2 4%	9 7%	* 1%	7 10% dg	14 20% dgjk	-	1 4%	-	7 5% d	14 13% dg	2 6%	13 20% no	5 4%	3 4%	7 11%	5 10%	5 4%	3 12%
Floods/winds/ stroms (NET)	148 53%	61 52%	21 59%	65 51%	36 57%	35 51%	36 52%	16 39%	14 57%	10 72%	71 54%	52 47%	15 51%	32 52%	70 57%	30 46%	33 48%	28 53%	62 53%	13 56%
Damage to habitat and natural resources (NET)	83 29%	32 27%	12 33%	39 31%	23 37%	17 25%	21 30%	8 20%	9 36%	4 29%	40 31%	29 26%	11 37%	17 28%	34 27%	21 31%	18 26%	16 30%	36 31%	7 28%
Extreme weather (NET)	124 44%	53 45%	18 50%	53 42%	34 54%	30 43%	31 45%	19 46%	5 22%	5 37%	63 48%	50 45%	13 45%	25 41%	59 48%	26 39%	24 35%	24 46%	62 53% P	8 33%
Air/water polution (NET)	147 52%	64 54%	16 43%	67 53%	34 54%	28 40%	38 55%	32 78% defjk	13 53%	2 11%	62 47%	70 64% ej	15 51%	25 41%	58 47%	48 73% mn	27 39%	36 68% P	64 55% P	10 40%
Any (NET)	274 98%	116 99%	35 96%	123 97%	60 97%	64 93%	69 100%	41 100%	25 100%	14 100%	125 95%	110 100% ej	28 96%	62 100%	118 96%	65 99%	64 93%	53 99%	116 100% P	23 95%
None of these	7 3%	1 1%	1 4%	4 4%	3 4% k	5 7% k	-	-	-	-	7 5% k	÷	2 6%	-	5 4%	1 1%	6 8% r	* 1%	-	1 5%
Don't know	:	-		*	-	* 1%	1	1	1		*	1	* 1%	-	-	-	1		1	* 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - die/f/g/h/i/j/k - l/m/n/o - p/q/r/s Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.



20 Nov 2019

Table 25 AWW04N - You say that you have personally been negatively impacted by environmental change. Which, if any, of the following have you been impacted by?

#### BASE: ALL NEGATIVELY IMPACTED BY ENVIRONMENTAL CHANGE (VERSION 2A/2B)

		ENVIRO			FOR HARM	IMPACT	OF ENVIRON CHANGE	IMENTAL	NEGATIVE IMPACT					
		ENGAG	EMENI	TO THE EN	VIRONMENT		CHANGE			DAMAGE TO				
	TOTAL	ACTIVIST (a)	ENGAGED (b)	CONCERN ED (c)	UNCONCE RNED (d)	GREAT DEAL / FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	HABITAT & NATURAL RESOURC ES (i)	EXTREME WEATHER (j)	AIR/ WATER POLUTION (k)		
Unweighted Base Weighted Base	293 281	- -**	**	254 242	28 30**	293 281	- -**	**	156 148	90 83*	133 124	155 147		
Flooding/threat of flooding	95 34%	-	-	84 35%	9 28%	95 34%	-	-	95 65% ijk	30 36%	59 48% ik	47 32%		
Winds and storms	106 38%	:	:	93 38%	13 41%	106 38%	:	:	106 72% ijk	30 37%	63 51% ik	53 36%		
Damage to habitats in my local area	76 27%	-	-	62 26%	12 39%	76 27%	-	-	40 27%	76 92% hjk	40 33%	42 28%		
Water pollution in my local area	36 13%	:	:	30 13%	6 20%	36 13%	:	:	26 17%	15 18%	23 18%	36 25% h		
Reduced natural resources in my local area	32 11%	-	:	28 12%	3 11%	32 11%	:	-	20 13%	32 39% hjk	20 16%	25 17%		
Extreme cold weather/snow	76 27%	-	:	64 27%	10 34%	76 27%	:	-	54 36% k	32 39% k	76 61% hik	34 23%		
Extreme hot weather	85 30%	-	:	69 28%	16 51%	85 30%	:	:	57 39%	30 37%	85 68% hik	51 35%		
Air pollution	136 48%	-	:	113 47%	18 60%	136 48%	-	-	65 44%	43 52%	62 50%	136 93% hij		
Litter / rubbish	5 2%	-	:	5 2%	:	5 2%	:	:	:	1 1%	:	2 1%		
Health / health implications (not specified further)	1	-	:	1	:	1 *	:	:	-	:	:	:		
Impact on wildlife / animals	3 1%	-	-	3 1%	1 2%	3 1%		-	-	-	-	-		
Other	22 8%	-	-	15 6%	7 23%	22 8%		-	5 3%	2 3%	3 2%	9 6%		
Floods/winds/ stroms (NET)	148 53%	:	:	131 54%	13 44%	148 53%	:	:	148 100% ijk	43 52%	83 67% ik	71 49%		
Damage to habitat and natural resources (NET)	83 29%	:	:	69 29%	12 39%	83 29%	:	:	43 29%	83 100% hjk	43 35%	46 32%		
Extreme weather (NET)	124 44%	-	:	103 43%	19 64%	124 44%	:	:	83 56% k	43 53%	124 100% hik	66 45%		
Air/water polution (NET)	147 52%	-	-	122 50%	20 67%	147 52%	-	:	71 48%	46 56%	66 53%	147 100% hij		
Any (NET)	274 98%	:	:	235 97%	30 100%	274 98%		:	148 100%	83 100%	124 100%	147 100%		
None of these	7 3%	-	-	7 3%	-	7 3%	-	-	-	-	-	-		
Don't know	*	-	1	*	-	*	-	-	-	-	1	-		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/li/j/k Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos MORI Terms and Conditions.

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J18089000-44-04 01-NOV-14-NOV201 PUBLIC ENVERONMENT (AWW)

ionsMeans: Columns Tested (3% risk level) - ab - oldieffghviljikil - min - olp - qir - attu formulae used. Proporti Overtap

Return to indee Aprilos	J1000000-44-04 S1-NCV - 14 NOV 2319 PORDJC ENVEROMENT (MRR)
Table 27 DEMOGRAPHICS	
BASE: ALL ADULTS AGED 15+	

BASE: ALL ADULTS AGED 1	5+																			
		FULL TIME	PART TIME	NOT WORKING	NORTH	MOLANDS	SOUTH	LONDON	SCOTLAND	WALES	NORTH MDLANDS	SOUTH/ LONDON	RURAL		URBAN	METRO POLITAN	GCSE/ O- LV/ CSE/ N/Q12	ALVL OR EQUIV	DEGRI MRST/ PHD	NO FORM
Unweighted Base Ministrant Base	TOTAL	(p)	(2) 222 345	(c)	10	10) 33	di .	12) 	0) 121		0 1000	(0) (0) (0) (0) (0) (0) (0) (0) (0) (0)		(m) 432 485	-	RD	42) 43)	1001	10 272 274	
GENDER	982 49%	547	64 20%	370	234	256 495	224	136	40 405	48	400	360 49%	112	217	406	216 51%	224 425	194 52%	373	115
FEMALE	1823	547 62% 233 335		370 42% 9 204 58% 4 174 20%	244 51%	266 51%	234 51%	138 50%	90 52%	50 57%	\$11 \$1%	372 51%	102	248 52%	422	211	270 55%	123 475	381 51%	120
AGE 1524	_	81 9%	-	-		102		26 125		*	96			54				132	22	50 65
2534	290 14%		14%	22%	1.	105	40 9%		30 175 (x 20 215		100 CA	95 95	12 5%	12%   	110 12% 1 155 185	112 20% 101 65 15%	276 1276 18 18 18 18	20% 91 94 12%		e5.
	222 17%	20% bc	10%				47 15%	105		14 14%		117	30 12%					12% 20 11%	22% ps	20 85
	307 19%	22%	19%	58 75	70 15%	79 15%	71 15%	22% oxhijk	18 10%	*	38	133 18% N 131 18%	28 125	72 15%	129 12%	69 19%	71 54%		21% pqs	26 11%
Cola	238 17%	228 205 204 2275 6 227 227 265 6 123 105	121 74% 43 43 45% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43	60 7%	84 18%	72 14%	72 16%	02 2255 04538 2255 98 225 24 25 25 25	20 21% 0 23 0%	14 14%	58 50%		54 22% n 44 12%	75 19%	128 15%	82 19%	60 1975 = 12 12 12 12 12 12 15 15 15 15 15 15 15 15 15 15 15 15 15	54%	945 22% pi 101 21% pqi 100 20% Qi 20% Qi 20% Qi 20%	24 10% 27 10%
65-	289 14%	14% 23 2%	22% 85	112 12%	70 15%	71 14%	70 15%		12% 21 18%	23 225 0123	941 94% 205 20%	103 14%	12% 20	67 14%	125 10% 208 208 21% 21% 238 238 238	42 10%	19% 120	27 50% 41 19%	54% 118 59%	10%
1504	449 22%		#5 #	406 40% ab	101 21%	104 20%	138 20% degtjk 107 22%	44 105		00238 3075 4031 21 225		182 25% 81 183 25%	0.22% 22% 0.21%	114 25% 0 138 20% 1 146 21%	24%	58 58%	24% 97			199 49% 997 33 14%
35-54	622 21% 645 22%	208 20% 421 42% 527 62%	20%	200 27% 118 12%	154 22% % 154 22%	197 38% 198 192 29%	22% 542 31%	75 28%	60 30% 50k 54 31%	22% 22 22%	250 25% 15k 256 21%	25N	17% 92 37%	20%	21%	178 42% 810 150 25%	20%	196 54% 93 25%	222 20% 4 311 41% 938 202 71% 4 221 29%	14% 50 21%
Xie .	22% 1284 92%	49% bc \$77	98 40% c 171 70%	12%	22% 324 66%	29% 327 62%		122 64% 0xhijk 110 72% 41 22%	21% 108 62%	22%	21% 662 66%	244 385 44 375 43 385 385	37%	31%	30%	250 250	23% 65	25% %0	41% 905	21%
(fa	69% 738 37%	66% 546 17%		518 518 5095		62% 175 32%	261 77% 44hj 208 40%	725 41j	62% 54 21%	76 775 61 53 545 60	62% 366 365	75% dehj	206 82% 8100 115 40%	328 72% • 181 39%	539 63% 9 342 43%	52% 100 22%	74% 9	40% 27 21%	71% q	23 85 7 93 8 8
Cus high is	27%	17%	73 20% a	59%. ab	170 30% 9	22%	dagiyk	28%	21%	S4% degtijk	34% 9	29%	40%	29%	40%	22%	42%	21%	29% 9	65% 94
CHILDREN IN HOUSEHOLD	\$75 29%	335 38%	109 64%	132 15%	138	140 28%	135 30%	97 325	40 23%	20 20%	283 28%	222 22%	80 22%	121 20%	255 29%	117 27%	549 20%	90 205	268	41 17%
ND	1400 71%	6 550 62%	109 64% c 135 50%	243 85% 40	241 71%		222 70%	927 35% ehtj 177 62%				222 22% Ni 400 64%	354 675	244 74%	609 71%	211 211 72%	549 30% 8 345 70%	92 20% 4 272 74% 7	268 20% 05 436 64%	
MAN SHOPPER	1528 765	653 34%	20	40 A	346 725	378 72% 9 437 78%	263 77%	180	9K	79 80% 98 73 76	719 72% 9 753 75%	562 75%	975 295	200 79%	449 755	317 24%		254 72%	509	14
ND			206 84% 85 40 10%						134 77% 9k 150 87% delpik 23 13%								382 78% 9 111 22%		546 78% q 196 22%	14 825 17 14 825 14 18 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 10 14 14 14 14 14 14 14 14 14 14 14 14 14
SOCIAL GRADE	477 24%	232 26% b		205 22% b	132 28% h	117 22% h	105 23% h	75 27% h		26 28% h	248 25% h	180 25% h	21%	99 21%	254 255	112 20%		109 30% prs		
SOCIAL GRADE ABC1	1106 55%	566 64% bc 319 30%	125 52% c 110 42% A 154 62% c 57 22%	405 40%	271 576 h 207 426	289 53% h 225 45%	259 575 5 150 425	162 585 N 111 475	73 405 315 315 312 312 415	46 475	560 56% h 442 44%	422 58% h 310 42%	941 \$7%	243 52%	441 51%	281 66% 810 147 24%	122 215 a 240 305 4 215 5 5 21 5 215 5 21 5 21 5 21 5 5 5 5	203 58% #2 44% 1 103 46%	623 82% 998 131 17%	44 19%
CIDE	499 49%	319 30%	110 45% 8	470 54% 40 300 40%		225 45%	42%	111 41%	S41 S4% deligit	ល លាក ន	442 44%	310 42%	108 42% 0	222 48%	422 49%	147 34%	342 69% 97	962 64%	121 17%	182 81% 99 117 50%
MARITAL STATUS	1174 59%	621 20% 56 196 22%	154 62%	200 40%	274 58% h 138 29% % 45 14%	290 50%	251 64% 41j 83 20%	175 64% 47j 70 25%	14 40%	4 58 58	564 58%	417 64% dahj 183 22%	95 - 95 - 95	200	423 485 0 523 555 0 2255 - 1255 0 2255 - 2255 - 2255 0 255	229 49%	281 57%	100	524 70% pqs 548 20%	117 50%
SINGLE	537 27%	196 22%	57 22%		138 29%	151	41j 20%	20 225	64 37%	21 21%	209	441 163 2275	42	111 24%	207	177	132 27%		548 20%	54 22%
WDONSEP	289 14%	68 8%	35 14%	285 32% 40 117 21% 40	65 14%	151 29% 8 11% 9 222 42%	21 15%	28 125	64 37% delpik 24 51%	20 275	200 20% % 544 575	99 14%		111 24% 1 61 12%	1 541 59%	177 41% imn 41 10%	80 1975	100 40% pz 20	80 11%	
NORKING STATUS	885 64%			- 40	207 42%	g 222	154		21 41%	4 25 28%	409 405	90 14% 2 250 48% 1 81 11%	45 19% 0 101 41%	225 415	о Ж	184 45%	97 178	542 41%		43 27% PT 56 24%
PARTTING	245 12%	485 100% bs	245 100% 85		42%		48 10%	152 50% 0x148 30 12%	41% 52 7%	36% 14 14%	109	48% 5 81		48% 46 10%	42% 113 13%	47 17%	20% 68	41% 40 12%	456 60% 88 11%	24% 25 11%
NOTWORKING	12% 115 45%	:	100% #G	-	22 15% h 154 41%	67 13% h 226 45%	212 40% 9K	12% 22%	20 22% 42%	50 50% 9	139 54% h 434 43%	201 41%	20 50% 80 40%	10% 114 42%	206 425	190	247 50%	171 475	212 285	155 60% P¥
GOVERNMENT OFFICE				675 100% 40		9	- 25	22%	dgk	1										
NORTH	479 24%	207 22%	72 20% 67 27%	198 22%	473 100% elgtijk	:	1	1	1	-	42% 42% 40%k S2% S2% digtsk	1	2 옷 은 두 옷 이 옷 이의 중	22N	191 22%	123 29% mi 55 13% 7 2%	108 22%	104 20% P 30% T 42 17%	960 21%	71 20% # 63 27%
MDL/NDS	524 2NN	222 25%		236 27%	1	524 930% dignijk	: 467		1	-	53N 52%		71 29%	133 28% 0 154 24%	265	55 12%	138 28% 1 26% 47 95	109	987 22%	43 27%
SOUTH	457 22%	198 22%	48 19%	212 20%	1		457 100%	1	1	1		457 62%	22%	158 34%	265 31% 22% 27% 45%		121 20%		186 25%	40 18%
LONDON	234 14%	152 17%	23 14%	89 12%	1	:	100% 94279	274 100% pethik		-	-	- 457 62% 0x01 274 27% 0x01		25 5%	45	188 64% 190 55 12% 19 10		29 11%	9 153 20% pqs 63 8%	22 9%
SCOTLAND	173	71 8%	12 5%	90 10% 60 6%	1				173 1075 delgik				15 6%	22 5%	85. 05.	55 12%	28	22 95		24 10%
MALES	20 25	25 4%	54 0%	50 6%	1		:			99 100% delgtjk	-	-	18 7%	25 85 225 475	45 5%		23 7%	17 5%	26 2%	52 5%
NORTH/MOLANDS	1802 50%	429 485	139 57% #1 22%	434 50%	478 1005 typk	524 132% 55%					1002 100% 5gnk		11 × 0 × 5 × 2 × 2	225 48%	44 95 44 55 43 57 0 43 20 5 20 5 20 5	177 41%	23 7% 50% 50% 177 38% 9	213 58%	227 42%	134 57% 7 28%
SOUTH LONDON	722	350 40% c	#1 22%	301 36%			457 100% dehij	274 100% dwhij				732 100% denij	72 29%	183 29% in	280 22%	196 40% In	177 30% 9	р/ 102 28%	238 45% pqs	28%
akéa Rural	249 12%	101 11%	29 10%	109 12%	72 15%	21 14%	57 12%	55 576	15 9%	18 18%	544 54%	72	249 100% mto	1	1	:	62 12%	40 12%	90 12%	34 15%
slaukan	465 22%	225 225	45 19%	194 22%	978 52 1976	g 123 25%	98 154 2014	ž	22 12%	24 245	225	4 183 25%		485 100%	1	1	125 25%	20 1936	114 22%	71 20% 4 27%
LRBAN	864 42%	365 41%	113	386 44%	255256550255		27 125 # 127.5 44934 2255 dat 7 25	45 17%	81 47%	- 2825 KB	31条 8222 25 25 26 26 26 16 16 16 26 27 25 26 26 26 27 26 26 27 26 26 27 26 26 27 26 26 27 26 26 27 26 26 26 26 26 26 26 26 26 26 26 26 26	72 10% 9 112 25% 020 28% 9 16 27% 9 177 24% 9 122 14%	1	445 100% Ino	864 100% imp			543	310	97 20%
METROP-OLITAN	428 21%	194 22%	47 19%	186 21%	123 20%	40k 22 10%	2%	aans aans antop	81 47% 83.2% 41 33.2%	1	*** ***	1144 27%	1	1	ino	428 100% Itto 57 12%	251 51% 97% 20 11%	110 20% 28	187 25% 9	41 18% P
EDUCATION OCSERVENT CSEI NIQ12	494	178 20%	44	247	108	138	121	0 175	20	22	246	177	62	125	251	57	434 100% qrs		:	
ALVLOR EQUIV	20% 265 18%	20% 549 17%	44 20% 4 49 19%	207 20% a 19%	104	109	131 25% 98 54% 145 40%	29 14%	22% 23	23 22% dg 17 17%	213	102	22% • 43 17%	125 27% 0 70 15%	251 23% 9 143 17%	110	qrs -	205 100% 210		
DEGRI MASTRHD	185 734 285	456 51%	19%	212	104 22% 584 160 20%	100 M	165	153	40 205	20 275	21% 8k	228	17% 27%	15% 164 25%	310	110 20% Inn 117 60%		pra	254	
ND FORMAL QUAL	28% 226 12%	51% 56 6%	22% 25 10%	20% 155 19%	22% 71 15%	02% 12%	10	153 50% 0xhijk 22 8%	24	22% 12 12%	20% 534 53%	338 48% 361% 45 9%	375 34 54%	25% 71 15%	88 93%	44% 43 10%			754 500% pqt	236 100%
ENVIRONMENTAL ENGAGEMENT ACTIVIST				_					-		-									par
ACTINGT	177 95 277 195	81 9%	20 8% 47 19%	76 9%	43	40 195	43 9%	20 11% 	54 8% 29 9%	3	85 95 101	73 10%	26 11%	21 7%	89 8% 152 12%	51 12%	25 5%	37 50%	94 12%	7 2%
ENGREED	277 19%	194 21% 6	47 19%	146 17%	89 19%	99 195	34 21%	51 195	29 50%	15 15%	168 1976	145 22%	41 25%	71 15%	152 18%	51 12% 92 21%	25 5% 12%	27 50% 20% 22% 21%	94 13% 201 27% p4	7 26 90 90
CONCERN FOR HARM TO THE ENVIRONMENT CONCERNED	Pán		1/4	200	161	14	14.3		27	40	172	044		120	100					
IN OWCOMEN	794	328 37%	104 42%	200 275	161 20%	100 275	167 27%	*		40 41%	377 38%	200 20%	902 41%	170 27%	220 27%	140 37%	568 34%	106 20%	329 44% pqs 44 65	20%
MPACT OF	141	56 675	17 7%	70 8%	32 7%	29 0%	44 10% ej	27	11 6%	776	62 65.	63 9%	2%	45 10%	55 675	31 7%	37 8%	27	61	22 95
NPACT OF ENVIRONMENTAL CHANSE GREAT DEAL/FAIR ANOUNT			_	_		_	_	_	_	_	_			_	_	_		_	_	
AMOUNT NOT VERY MICH	281 14% 285 19%	117 13% 179 20%	36 15% 50 24%	127 15% 147 17%	62 13% 83 20%	00 13% 135 275	49 15% 28 17%	41 195 275	25 15% 30 17%	14 15% 18 18%	131 13% 203 205	110 15% 135 18%	29 12% 11 21%	62 13% 22%	123 54% 127 125	66 15% 23 12%	69 54% 23 55%	8 5% 0 5%	116 15%	24 10% 50 21%
NOTATAL		20%	24% 27 15%																116 15% 100 21% P 112 15%	
NEGATINE IMPACT	227 16%	121 15%		159 19%	83 17%	79 15%	80 18%	39 145	30 17%	17 17%	962 90%	119 10%	44 13%	83 18%	541 50%	58 12%	19 195	57 19%		40 17%
FLOODS/ WINDS/ STORMS DAMAGE TO HARTAT A	148 75	61 7%	21 9%	65 7%	36 7%	25 75	26 85	56 675	54 8%	10 11%	21 2%	52 75	15 6%	32 75	20 8%	30 75	23 7%	21	62 8%	53 65
DAMAGE TO HABITAT & NATURAL RESOURCES EXTREME WEATHER	10 53 65	22 4% 63 6%	12 5% 18 7%	29 45 65	23 5% 34 7%	17 2% 20 6%	21 4% 31 7%	1 25 25 75	9 5% 2%	4	40 45 63 65	2 6 3 2	11 45 12 16	17 4% 25 5%	31 41 32 32	21 5% 26 6%	18 4% 24 5%	* 6 A/c	26 55	7 25 25 25
AR WATER POLUTION	36 97	4	26	6% 62	12 7.2	2	26				8. 8.	7%	26 26		375		22 25	76	20.000 a.0.5	26 26
	75	2%	65	ñ.	2%	<u>5</u>	es.	22 12% dej	13 85 1	26	éñ.	10% #j	eñ.	55	2%	48 11% 800	ŝk	10% pt	95. 4	ñ

20 Nov 2019

ProportionalWaans: Columes Trate of (F): risk level) - able : ellertightigk: Livenio - piqish Overlap Fernaliae wast. - "ewait Jacos This west was constant and with the requirements of the international quality standard for market research, ISO 2022 and with the ignose MORI T

Table 28 DEMOGRAPHICS	Ipsos				200900-6	PUBLIC PUBLIC RONMENT (	- +6-NOV 201 WWW)					20 Nov 20
DEMOGRAPHICS DASE: ALL ADULTS AGED 1	15+											
		ENVIRO	CEMENT C	TO THE EN	VIRONMENT	88930.1	CHANGE	BREN TAL		E IMPACT		
		ACTIVIST	ENGAGED	CONCERN	INCONCE	GREAT DEAL / FAIR AMOUNT	NOT VERY MUCH	NOTATALL	FLOODS/ WINDS/ STORMS	NEGATIN DAMAGE TO HABITAT & NATURAL RESOURC ES ID	EXTREME	AR/ WATER POLUTIO
Unweighted Dase Weighted Dase 24ND 58	2005 2006	162 177	(b) 373 377	(c) 781 751	(d) (4) (45)	293 281	405 345	316 327	070 156 148	83. 83	133 124	(N) 535 547
GENDER MALE	902 49% 1023 51%	77 44% 30 50%	182 48% 194 51%	258 48% 293 52%	68 48% 75 52%	128 46% 153 54%	189 49% 196 51%	171 52% 156 48%	59 42% 88 62%	29 40% 43 52%	51 41% 73 59%	71 48% 75 52%
FEMALE AGE 15-24	1023	98 50%	194 51%		75 52%		195 51%	155 48%	60%		73 59%	76 52%
15-34 25-34	290 14% 332 17%	21 12% 21 18%	43 12% 67 18%	104 14% 121 16%	25 17% 23 10%	38 54% 50 50 50% 9 40 54%	54 14% 77 20%	53 10% 25 11%	22 15% 23 15%	14 17% 13 16%	21 17% 21 17%	25 12N 24 10N
25-44	17% 207 15%	1875 18 1075		10% 121 10%	90% 20 14%	10% 9 42	20% 9 63 16%	11% 50 15%	15% 19 12%	10% 12%	17% 20 10%	10% 28 12%
45.54		10%	10%		14% 25			15% 63 19%		12%	10%	19% 19 12%
25-64	238 17% 289 14%	23 1975 21 17%	59 16% 4 68 18% 54 14%	124 16% 103 14%	25 17% 22 15%	45 16% 45 17%	61 1675 55 1475	19% 41 12%	28 19% 22 15%	10 12% 20 25%	18 15% 24 19%	12N 25 17N
۲÷	449 22%	43 24%	87 23%	174 23%	29 20%	61 22%	76 20%	86 20%	34 23% 1 45	15 19%	19 10%	25 17%
15-34	600	52	112	225	48	89	121	87	45	27	42	50
35-54	21% 646 22% 1284 69% 738 37%	22% 51 22% 125 71% 34 42%	29% 126 34% 267 71% 140 37%	245 235 525 70% 282 37%	24% 44 31% 55 60% 51 25%	22% 85 20% 192 60% 107 20%	345 128 225 254 605 121 345	27% 112 34% 239 73% 127 38%	22% 47 22% 103 70% 56 38%	20% 20% 55 67% 35 40%	38 38 31% 82 62% 43 35%	24% 47 32% 60% 50 34%
35+ 55+	1384 69% 738	120 71% 74	71%	282	60% 51	102 60%	121	72% 127	100 70%	67% 35	43	50
CHILDREN IN HOUSEHOLD												
ND	575 29% 1430 71%	40 20% 131	30% 264	28% 533	43 30% 100	27% 205	30%	28%	43 29% 105	18 21% 65	36 29% 00	40 28% 106
MAIN SHOPPER YES	71% 1528 76%	45 20% 131 74% 144 82%	112 30% 254 70% 299 79%	213 28% 538 72% 582 78% d	72% 99 69%	76 27% 205 73% 225 80%	117 20% 268 70% 300 79%	90 28% 236 72% 227 69%	71% 119 80%	79% 68 83%	71% 934 84%	72% 113 77%
ND	76% 477 24%	82% 22 18%	79% 78 21%	78% d 109 22%	45	00% 9 56 20%	79% 9 82 21%		00% 29 20%	12% 14 17%	20 10%	27% 33 22%
SOCIAL GRADE					45 31% c			100 31% ef				
Apot	1106 55%	137 78%	273 72%	443 59%	76 53%	153 54%	227 50%	167 51%	84 57%	55 67% 1k 27 33%	75 61%	83 57%
0206	899 45%	29 22%	104 28%	309 41%	67 47%	128 40%	159 41%	160 49%	64 42% 1		40 29%	63 42% i
MARITAL STATUS	1174	109	240	453	86 60%	168 60%	237	100 58%	78 52%	51 62%	79	84 57%
SNGLE	537 27%	42 24%	84 22%	105	43	65 23%	100	95 29%	36 24%	19 23%	26	
WD/DM/SEP	209 14%	26 15%	52 14%	111	14 12%	41 17%	46	42		12 15%	19	45 31% 1 10 12%
WORKING STATUS		13%				117	129	121	34 22% 8 41% 21 15% 45 44%			
PART TIME	805 44% 245 12% 875	40%	184 49% 47 12% 145 39%	323 4415 104 1415 220 4215	56 29% 17 12% 70 49%	42% 36	40%	40%	41% 21	32 30% 12 54% 29 47%	53 43% 18 15% 53 43%	64 44% 16 11% 67 46%
NOTWORKING	875 44%	40% 20 11% 75 42%	145 39%	320 43%	70 42%	42% 38 13% 127 45%	40% 59 15% 147 20%	37 11% 150 49%	65 44%	29 47%	53 43%	67 40%
GOVERNMENT OFFICE REGION												
NORTH MIDLANDS	478 24% 524 29% 457	43 25% 43 24% 43	83 24% 99 26% 94	101 24% 196	32 23% 29 21% 44	62 22% 69 25% 63	93 24% 109	83 25% 79 24% 80	36 24% 35 24% 36 24%	23 20% 17 21% 21	34 27% 30 24% 31	34 22% 28 19%
SOUTH	24% 457 22%	24% 43 25%	20% 94 25%	20% 167 22%	21% 44 11%	25% 63 24%	28% 76 20%	24% 50 25%	24% 36 24%	21% 21 25%	2N% 31 22%	19% 38 20%
LONDON	274	30 17%	51 14%	99 13%	21% c 19 12%	41	57 15%	39 12%	16 11%	8 10%	19 15%	
SCOTLAND	173	14 45	29 8%	67 9%	11 85	25	20 8%	20			5	32 22% H 13 55 - 2 15
WALES	99 5%	325	15 4%	40 5%	7	14 5%	10 5%	17 5%	14 10% 1 90 7%	9 11% 	5	2
NORTH MELANDS	1002	42%	188 50%	377 50%	42 40%	121 475	203	102 49%	211 425	40 49%		62 42%
SOUTH LONDON	732	73 41%	145 39%	265 35%	63 44%	4/% 110 20%	135	119	52 35%	23 25%	63 51% k 50 40%	70 485 11
AREA												
RURAL SUBURDAN	249 12% 465 22%	26 15% 21 17%	61 16% 71 19%	102 1415 170 2315	13 9%	29 10% 62 22%	53 14% 22 24%	44 14% 80 20%	15 50% 32 22%	11 13% 17 21%	13 11% 25 21%	15 10% 25 17%
URDAN					13 9% 45 31% 55 38% 31 22%							
METROP-OLITAN	864 42% 420 21%	69 39% 51 23%	152 40% 92 24%	320 43% 100 21%	38% 31 22%	123 44% 66 24%	157 415 43 225	541 42% 50 12%	70 47% 30 21%	34 41% 21 25%	59 48% 26 21%	58 39% 48 33%
EDUCATION				168		69 25%				10 22%		hi 27 18%
ALVL OR EQUIV	494 25%	25 54%	65 17%		37 20%		78 20%	89 27% 1	33 23%		24 20%	
ALVLOR EQUIV	365 18% 754	37 21%	78 21% 201 53%	17% 323	27 19% 44	53 1976 116 41%	63 1675 160 4115	57 18% 112 34%	28 19% 42%	16 19% 35 44%	24 20% 62	36 25N 64
NO FORMAL QUAL	236 12%	52% 7 4%	53% 10 3%	125 175 223 445 d 89 95	22 15%	41% 24 9%	41% 50 13%	40 12%	42% 13 9%	44% 7 8%	50% h 0%	44% 10 7%
ENVIRONMENTAL	12%	-15	75	5%	15% c	- 25	12%	12%	25	aX.	9%	7%
ACTIVIST	177 9%	177	147 39%	1	:	1	1	:	1	:	:	:
ENGAGED	277 19%	177 100% b 147 82%	277 102%			:		1	:	1	1	
CONCERN FOR HARM TO THE ENVIRONMENT			1									
CONCERNED	751 37%	1		751 100%		212 80%	285	217 67%	131 89%	69 84%	923 83%	122 83%
UNCONCERNED	143 7%	1		d	143 100%	13 30 11%	40 12%	65 20% ef	13 95	12 54%	19 10% b	20 14%
MPACT OF ENVIRONMENTAL CHANGE GREAT DEAL IFAR												
GREAT DEAL /FAIR AMOUNT	201 14%	:	1	242 32%	30 21%	281 100%	:	:	140 100%	83 100%	124 100%	147 100%
NOT VERY MUCH	14% 205 12%			22% d 205 28%	21% 48 32%	100% 13			100%	100%	100%	100%
NDTATALL	12% 327 16%			217 29%		-	385 100% eg			-	-	
NEGATIVE IMPACT	14%	-		29%	65 45% c			327 100% ef	-			
FLOODS/ WINDS/ STORMS	548 7%	:		131 17%	13 9%	148 53% fa			148 100%	43 52%	83 67%	71 49%
DAMAGE TO HADITAT &					12							
EXTREME WEATHER	83 4%	1		69 9%		83 25% 13	-		43 29%	83 100% 18 43 53%	43 25%	46 32%
	124 6% 147 7%	-	-	103 14%	19 13%	12 12 14 15 14 15 14 17 15 14 15 14 15 14 15 14 15 14 15 14 15 15 15 15 15 15 15 15 15 15 15 15 15	-	-	83 50% k 71 42%		124 100% NR 66 53%	66 45% 147 100% N
		1		122 10%	20 54%	52%			48%	45 50%	5356	100%