



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)

	GENDER			AGE										CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS		
	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+ (l)	YES (m)	NO (n)	YES (o)	NO (p)	ABC1 (q)	C2DE (r)	MAR/ LIVING AS (s)	SINGLE (t)	WID/ DIV/ SEP (u)
Unweighted Base	979	485	493	149	150	150	144	148	238	299	294	680	386	269	710	752	227	638	341	557	275	145
Weighted Base	1004	491	512	145	166	154	169	145	224	312	323	692	369	289	715	766	238	555	449	579	271	152
Read/watched TV about wildlife conservation/ natural resources/ environment/ developing countries	560 56%	292 60%	267 52%	71 49%	93 56%	81 52%	89 52%	88 61%	138 62%	164 52%	169 52%	395 57%	226 61%	149 51%	411 58%	426 56%	134 56%	342 62%	217 48%	329 57%	136 50%	94 62%
Walked in the countryside/along the coast	606 60%	297 61%	308 60%	81 56%	105 63%	99 64%	113 67%	91 63%	117 52%	186 60%	212 66%	420 61%	208 56%	178 62%	428 60%	476 62%	130 54%	394 71%	212 47%	371 64%	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%	62 20%	60 18%	165 24%	106 29%	65 23%	161 23%	183 24%	44 18%	159 r	68 15%	140 t	47 17%	40 26%
Selected one product over another because of its environmentally friendly packaging, formulation or advertising	331 33%	149 30%	182 35%	45 31%	62 37%	64 42%	62 37%	47 33%	50 22%	107 34%	126 39%	224 32%	97 26%	116 40%	216 30%	263 34%	68 29%	255 r	76 17%	212 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%	21 9%	24 8%	26 8%	69 10%	43 12%	21 7%	71 10%	69 9%	23 10%	74 r	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%	16 11%	21 9%	14 4%	31 10%	68 10%	37 10%	19 7%	63 9%	72 9%	10 4%	63 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%	20 7%	65 9%	73 10%	12 5%	70 r	15 3%	56 10%	20 7%	9 6%
Campaigned about an environmental issue	75 7%	35 7%	39 8%	16 11%	18 11%	5 3%	13 8%	11 7%	13 6%	33 11%	18 6%	42 6%	24 6%	21 7%	54 7%	58 8%	17 7%	60 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%	13 9%	15 6%	14 4%	25 8%	52 8%	28 8%	18 6%	48 7%	53 7%	14 6%	53 r	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%	35 21%	24 16%	52 23%	48 15%	70 22%	147 21%	76 54%	70 24%	125 17%	149 19%	46 19%	120 22%	75 17%	126 t	37 14%	31 20%
None of these	180 18%	88 18%	92 18%	34 23%	27 16%	32 21%	34 20%	17 12%	37 16%	61 19%	66 20%	120 17%	54 15%	53 18%	127 18%	129 17%	51 22%	60 11%	120 27%	92 16%	65 24%	21 14%
Activist (NET)	177 18%	77 16%	98 19%	21 14%	31 19%	18 11%	33 20%	31 21%	43 19%	52 17%	51 16%	125 18%	74 20%	45 16%	131 18%	144 19%	32 13%	137 f	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 r	104 23%	240 t	84 31%	52 34%

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.



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)

	TOTAL	WORKING STATUS			GOVERNMENT OFFICE REGION								AREA				EDUCATION			
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES (i)	NORTH/MIDLANDS (j)	SOUTH/LONDON (k)	RURAL (l)	SUBURBAN (m)	URBAN (n)	METROPOLITAN (o)	GCSE/ O-LVL/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)
Unweighted Base	979	391	102	486	259	256	178	147	93	46	515	325	123	206	402	248	230	197	370	108
Weighted Base	1004	453	113*	438	239	262	230	137	87*	49*	501	367	121	227	438	218	253	190	364	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%	78 65%	114 50%	248 57%	119 55%	112 44%	112 59%	221 61%	60 50%
Walked in the countryside/along the coast	606 60%	302 67%	75 66%	229 52%	135 56%	168 64%	156 68%	66 48%	45 52%	37 74%	303 60%	222 61%	79 65%	147 65%	261 60%	119 55%	128 51%	127 67%	263 72%	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%	12 10%
Selected one product over another because of its environmentally friendly packaging, formulation or advertising	331 33%	175 39%	44 39%	113 26%	79 33%	85 33%	71 31%	55 40%	29 34%	12 24%	164 53%	126 34%	52 43%	58 26%	131 30%	90 41%	45 18%	61 32%	204 56%	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%	47 13%	- -
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%	17 12%	3 3%	1 1%	35 7%	43 12%	15 12%	19 8%	26 6%	22 10%	16 6%	14 7%	45 12%	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%	8 3%	13 7%	53 15%	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%	38 11%	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%	28 20%	18 21%	8 16%	82 16%	87 24%	31 26%	33 15%	87 20%	44 20%	33 13%	37 19%	104 28%	8 7%
None of these	180 18%	79 17%	19 16%	83 19%	44 19%	48 18%	32 14%	34 25%	18 21%	4 9%	93 18%	65 18%	15 12%	39 17%	73 17%	53 24%	72 28%	22 12%	43 12%	39 32%
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%	47 42%	146 33%	89 37%	99 38%	94 41%	51 37%	29 33%	15 30%	188 38%	145 40%	61 51%	71 31%	152 35%	92 42%	65 26%	78 41%	201 55%	10 8%

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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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)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT			
		ACTIVIST (a)	ENGAGED (b)	CONCERNED (c)	UNCONCERNED (d)	GREAT DEAL/ FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	DAMAGE TO HABITAT & NATURAL RESOURCES (i)	EXTREME WEATHER (j)	AIR/ WATER POLLUTION (k)
Unweighted Base	979	182	373	-	-	-	-	-	-	-	-	-
Weighted Base	1004	177	377	**	**	**	**	**	**	**	**	**
Read/watched TV about 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 advertising	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% a	149 40%	-	-	-	-	-	-	-	-	-
None of these	180 18%	-	-	-	-	-	-	-	-	-	-	-
Activist (NET)	177 18%	177 100%	147 39% b	-	-	-	-	-	-	-	-	-
Engaged (NET)	377 38%	147 83%	377 100% a	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k
Overlap formulae used. ** very small base (under 30) ineligible for sig testing
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Table 4

AWW02 - Summary Table 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.

BASE: ALL SELECTED ONE PRODUCT OVER ANOTHER DUE TO ITS 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	331	331
Yes, I have stopped buying this	48 14%	42 13%	50 15%
Yes, I have bought less of this	159 48%	176 53%	225 68%
No, I buy the same amount or more of this	124 37%	113 34%	56 17%
Action taken (NET)	207 63%	218 66%	275 83%

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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)

	TOTAL	GENDER		AGE										CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS		
		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+ (l)	YES (m)	NO (n)	YES (o)	NO (p)	ABC1 (q)	C2DE (r)	MAR/ LIVING AS (s)	SINGLE (t)	WID/ DIV/ SEP (u)
Unweighted Base	334	150	177	51	58	67	50	50	52	109	123	225	102	112	222	250	63	276	50	235	85	40
Weighted Base	331	149	182	45*	62*	64*	62*	47*	50*	107*	126	224	97*	116	216	263	68*	255	70*	212	77*	42*
Yes, I have stopped buying this	48 14%	24 16%	24 13%	2 5%	8 13%	15 24%	8 12%	8 18%	7 14%	10 9%	23 18%	38 17%	16 16%	32 15%	13 20%	35 13%	8 20%	40 16%	8 10%	32 15%	11 15%	5 12%
Yes, I have bought less of this	159 48%	60 41%	98 54%	29 65%	30 49%	26 40%	32 51%	22 46%	20 41%	60 56%	57 45%	99 44%	42 43%	55 47%	104 48%	132 50%	27 39%	115 45%	44 58%	98 46%	40 51%	22 52%
No, I buy the same amount or more of this	124 37%	65 43%	60 33%	14 31%	24 39%	23 36%	23 37%	17 37%	22 45%	38 35%	46 37%	86 39%	40 41%	45 39%	79 37%	96 37%	28 41%	100 39%	24 32%	82 39%	26 34%	15 36%
Action taken (NET)	207 63%	84 57%	122 67%	31 69%	38 61%	41 64%	39 63%	30 63%	28 55%	70 65%	80 63%	138 61%	58 59%	71 61%	137 63%	167 63%	40 59%	155 61%	52 68%	130 61%	51 66%	27 64%

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
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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)

	TOTAL	WORKING STATUS			GOVERNMENT OFFICE REGION								AREA				EDUCATION			
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES (i)	NORTH/ MIDLANDS (j)	SOUTH/ LONDON (k)	RURAL (l)	SUBURBA N (m)	URBAN (n)	METRO POLITAN (o)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)
Unweighted Base	334	158	41	135	91	84	58	58	30	13	175	116	47	56	126	105	44	73	189	4
Weighted Base	331	176	44*	113	70*	65*	71*	55*	29**	12**	164	128	52*	58*	131	90*	45*	61*	204	7**
Yes, I have stopped buying this	48 14%	31 17%	6 13%	11 10%	11 14%	9 11%	16 23%	9 16%	1 5%	2 13%	20 12%	25 20%	7 13%	12 21%	17 13%	12 13%	6 13%	6 11%	31 15%	- -
Yes, I have bought less of this	159 48%	82 47%	23 53%	53 47%	35 44%	44 51%	27 38%	30 55%	18 60%	6 51%	78 48%	57 45%	26 51%	29 49%	55 42%	49 54%	24 52%	31 51%	94 46%	6 76%
No, I buy the same amount or more of this	124 37%	62 35%	15 33%	48 42%	33 42%	33 38%	28 40%	16 29%	10 35%	4 35%	65 40%	44 35%	18 35%	17 30%	59 45%	30 33%	16 35%	24 39%	80 39%	2 24%
Action taken (NET)	207 63%	113 65%	29 67%	65 58%	46 58%	53 62%	43 60%	39 71%	19 65%	8 65%	99 60%	82 65%	33 65%	41 70%	72 55%	61 67%	30 65%	41 61%	125 61%	6 76%

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; ** very small base (under 30) ineligible for sig testing
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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)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT			
		ACTIVIST (a)	ENGAGED (b)	CONCERNED (c)	UNCONCERNED (d)	GREAT DEAL/ FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	DAMAGE TO HABITAT & NATURAL RESOURCES (i)	EXTREME WEATHER (j)	AIR/ WATER POLLUTION (k)
Unweighted Base	334	117	280	-	-	-	-	-	-	-	-	-
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 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

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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)

	GENDER		AGE										CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS			
	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+ (l)	YES (m)	NO (n)	YES (o)	NO (p)	ABC1 (q)	C2DE (r)	MAR/ LIVING AS (s)	SINGLE (t)	WID/ DIV/ SEP (u)
Unweighted Base	334	150	177	51	58	67	50	50	52	109	123	225	102	112	222	250	65	276	50	205	85	40
Weighted Base	331	149	182	45 ^a	62 ^a	64 ^a	62 ^a	47 ^a	50 ^a	107 ^a	126	224	97 ^a	116	216	263	68 ^a	255	70 ^a	212	77 ^a	42 ^a
Yes, I have stopped buying this	42 13%	24 16%	18 10%	-	9 14%	13 20%	6 10%	10 21%	4 8%	9 8%	19 15%	33 15%	14 14%	15 13%	27 12%	26 10%	16 23%	28 11%	13 18%	26 12%	9 12%	6 15%
Yes, I have bought less of this	176 53%	70 47%	105 58%	26 56%	30 48%	33 51%	31 50%	26 54%	31 61%	56 52%	64 51%	120 54%	57 58%	55 48%	121 56%	149 48%	27 39%	134 52%	42 56%	110 52%	37 49%	27 66%
No, I buy the same amount or more of this	113 34%	54 37%	59 33%	20 44%	23 37%	18 29%	25 41%	12 24%	15 31%	43 40%	44 35%	71 32%	27 28%	45 39%	68 32%	88 33%	26 38%	93 37%	20 27%	75 35%	30 39%	8 20%
Action taken (NET)	216 66%	94 63%	123 67%	26 56%	39 63%	46 71%	37 59%	36 76%	35 69%	65 60%	83 65%	153 68%	71 72%	70 61%	147 68%	175 67%	42 62%	162 63%	56 73%	137 65%	47 61%	34 80%

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

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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)

	TOTAL	WORKING STATUS			GOVERNMENT OFFICE REGION							AREA				EDUCATION				
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES (i)	NORTH/ MIDLANDS (j)	SOUTH/ LONDON (k)	RURAL (l)	SUBURBAN (m)	URBAN (n)	METRO POLITAN (o)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)
Unweighted Base	334	158	41	135	91	84	58	58	30	13	175	116	47	56	126	105	44	73	189	4
Weighted Base	331	176	44	113	70*	65*	71*	55*	29**	12**	164	128	52*	58*	131	90*	45*	61*	204	7**
Yes, I have stopped buying this	42 13%	29 17%	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%	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%	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%	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 - d/e/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.



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)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT			
		ACTIVIST (a)	ENGAGED (b)	CONCERNED (c)	UNCONCERNED (d)	GREAT DEAL / FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	DAMAGE TO HABITAT & NATURAL RESOURCES (i)	EXTREME WEATHER (j)	AIR/ WATER POLLUTION (k)
Unweighted Base	334	117	280	-	-	-	-	-	-	-	-	-
Weighted Base	331	114*	280	**	**	**	**	**	**	**	**	**
Yes, I have stopped buying this	42 13%	23 20% b	35 13%	-	-	-	-	-	-	-	-	-
Yes, I have bought less of this	176 53%	55 48%	147 52%	-	-	-	-	-	-	-	-	-
No, I buy the same amount or more of this	113 34%	96 32%	98 35%	-	-	-	-	-	-	-	-	-
Action taken (NET)	218 66%	78 68%	182 65%	-	-	-	-	-	-	-	-	-

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 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 ITS ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

	GENDER		AGE												CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS		
	TOTAL	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	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	334	156	177	51	59	57	55	50	55	103	123	225	102	115	222	255	55	213	59	235	35	47	
Weighted Base	331	149	182	45*	62*	64*	62*	47*	50*	107*	126	224	97*	116	216	263	68*	255	76*	212	77*	42*	
Yes, I have stopped buying this	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%	
Yes, I have bought less of this	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%	
No, I buy the same amount or more of this	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%	19%	18%	18%	17%	17%	15%	19%	11%	15%	18%	24%	
Action taken (NET)	275	120	154	38	54	54	50	40	40	92	104	183	79	95	180	217	53	208	68	180	63	32	
	83%	81%	85%	84%	87%	84%	80%	84%	79%	86%	82%	82%	81%	82%	83%	83%	85%	81%	89%	85%	82%	76%	

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 Ipsos MORI Terms and Conditions.



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)

	WORKING STATUS				GOVERNMENT OFFICE REGION								AREA				EDUCATION			
	TOTAL	FULL TIME	PART TIME	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	SCOTLAND	WALES	NORTH/ MIDLANDS	SOUTH/ LONDON	RURAL	SUBURBAN	URBAN	METRO POLITAN	GCSE/ O/ LV/ CSE/ NVQ/2	A-LVL OR EQUIV	DEGR/ MAST/ PHD	NO FORML QVAL
Unweighted Base	334	155	41	138	31	34	25	23	29	13	175	116	47	25	125	105	41	23	129	1
Weighted Base	331	175	44*	113	79*	85*	71**	55*	29**	12**	164	126	52*	58*	131	90*	45*	61*	204	7**
Yes, I have stopped buying this	50 15%	27 15%	8 17%	15 14%	10 12%	13 15%	14 19%	9 17%	2 7%	3 23%	22 14%	23 18%	6 12%	12 21%	20 15%	11 13%	5 11%	7 12%	33 16%	-
Yes, I have bought less of this	225 68%	121 69%	30 69%	75 66%	55 70%	59 70%	49 69%	34 62%	21 73%	6 50%	115 70%	83 66%	37 71%	37 63%	90 69%	62 68%	28 62%	45 74%	139 68%	7 100%
No, I buy the same amount or more of this	88 17%	27 15%	6 14%	23 20%	14 18%	13 16%	8 12%	12 21%	6 20%	3 27%	27 17%	20 16%	9 17%	9 16%	21 16%	17 19%	12 27%	9 15%	32 16%	-
Action taken (NET)	275 83%	148 85%	38 86%	90 80%	65 82%	72 84%	63 88%	43 79%	23 80%	9 73%	137 83%	106 84%	43 83%	49 84%	110 84%	73 81%	33 73%	52 85%	172 84%	7 100%

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; ** 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 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 ITS ENVIRONMENTALLY FRIENDLY PACKAGING (VERSION 1A/1B)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT DAMAGE TO HABITAT & NATURAL RESOURCES			
		ACTIVIST (e)	ENGAGED (f)	CONCERNED (g)	UNCONCERNED (h)	GREAT DEAL / FAIR AMOUNT (i)	NOT VERY MUCH (j)	NOT AT ALL (k)	FLOODS/ WINDS/ STORMS (l)	EXTREME WEATHER (m)	AIR/ WATER POLLUTION (n)	
Unweighted Base	334	117	290									
Weighted Base	331	114*	280	**	**	**	**	**	**	**	**	**
Yes, I have stopped buying this	50 15%	16 14%	42 15%	-	-	-	-	-	-	-	-	-
Yes, I have bought less of this	225 68%	73 64%	193 69%	-	-	-	-	-	-	-	-	-
No, I buy the same amount or more of this	56 17%	26 23%	45 16%	-	-	-	-	-	-	-	-	-
Action taken (NET)	275 83%	88 77%	235 84%	-	-	-	-	-	-	-	-	-

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 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)

	TOTAL	GENDER		AGE										CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS		
		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+ (l)	YES (m)	NO (n)	YES (o)	NO (p)	ABC1 (q)	C2DE (r)	MAR/ LIVING AS (s)	SINGLE (t)	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
The Government	200	113	87	33	31	25	33	28	50	64	58	136	78	51	150	136	64	116	84	105	62	32
	20%	23%	17%	23%	19%	16%	20%	19%	22%	21%	18%	20%	21%	18%	21%	18%	27%	21%	19%	18%	23%	23%
Business	42	24	18	9	9	9	1	8	6	18	10	24	14	13	30	27	15	28	14	25	14	3
	4%	5%	4%	6%	5%	6%	1%	5%	3%	6%	3%	4%	4%	4%	4%	4%	6%	5%	3%	4%	5%	2%
The Public	122	59	63	17	16	15	16	24	33	33	32	89	57	27	95	99	23	62	60	72	26	24
	12%	12%	12%	12%	10%	10%	10%	17%	15%	11%	10%	13%	16%	10%	13%	13%	10%	11%	13%	12%	10%	18%
The Government, Business and the public equally	610	281	329	82	103	100	117	78	130	185	217	424	207	185	424	482	128	334	275	375	158	75
	61%	57%	64%	57%	62%	65%	69%	54%	58%	60%	67%	61%	56%	65%	59%	63%	54%	61%	61%	63%	59%	54%
Everyone / all of us	13	6	8	-	5	4	2	-	3	5	6	8	3	6	8	11	2	4	9	11	1	1
	1%	1%	1%	-	3%	2%	1%	-	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	*	1%
Other	4	1	3	1	-	-	-	1	2	1	-	3	3	-	4	2	2	2	2	2	1	1
	*	*	1%	1%	-	-	-	1%	1%	*	-	*	1%	-	1%	*	1%	*	*	*	*	1%
None of these	3	1	2	-	-	-	-	2	1	-	-	3	3	-	3	2	1	2	1	2	-	2
	*	*	*	-	-	-	-	1%	1%	-	-	*	1%	-	*	*	1%	*	*	*	-	1%
Don't know	11	6	5	2	2	-	1	4	2	5	1	6	6	6	5	8	3	5	6	4	5	2
	1%	1%	1%	2%	1%	-	*	2%	1%	2%	*	1%	2%	2%	1%	1%	1%	1%	1%	1%	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.



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)

	WORKING STATUS			GOVERNMENT OFFICE REGION									AREA				EDUCATION			
	TOTAL	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES (i)	NORTH/ MIDLANDS (j)	SOUTH/ LONDON (k)	RURAL (l)	SUBURBA N (m)	URBAN (n)	METRO POLITAN (o)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML 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*
The Government	200 20%	87 20%	22 17%	91 21%	45 19%	42 16%	38 17%	48 35%	17 19%	10 20%	87 17%	86 24%	28 22%	36 15%	73 17%	64 30%	37 15%	37 21%	83 21%	21 18%
Business	42 4%	18 4%	5 4%	19 4%	10 4%	9 3%	12 5%	7 5%	2 2%	2 4%	19 4%	20 5%	3 2%	6 2%	24 6%	10 5%	4 2%	11 6%	21 5%	3 3%
The Public	122 12%	55 13%	13 10%	55 13%	22 9%	39 15%	22 10%	19 14%	9 10%	12 24%	60 12%	42 11%	13 10%	34 14%	48 11%	27 13%	34 14%	23 13%	38 10%	16 14%
The Government, Business and the public equally	610 61%	262 61%	83 63%	264 61%	154 64%	157 60%	153 67%	62 45%	58 67%	26 53%	311 62%	215 59%	77 60%	159 67%	268 63%	105 50%	160 66%	103 59%	242 62%	61 53%
Everyone / all of us	13 1%	6 1%	5 4%	2 *	9 4%	9 3%	gk -	g 1%	g -	g -	g 12%	g 1%	7 5%	o *	o 1%	o *	s 2%	-	6 1%	3 3%
Other	4 *	1 *	1 1%	2 1%	2 1%	2 1%	-	-	-	-	4 1%	-	1 1%	2 1%	2 *	-	-	-	-	4 3%
None of these	3 *	1 *	-	2 1%	1 *	2 1%	-	1 *	-	-	3 1%	1 *	-	1 *	1 *	1 1%	1 *	1 *	1 *	1 1%
Don't know	11 1%	4 1%	3 2%	4 1%	3 1%	5 2%	3 1%	-	1 1%	-	7 1%	3 1%	* *	2 1%	5 1%	3 1%	2 1%	1 *	1 *	6 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/fg/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 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)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT			
		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	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 20%	-	-	139 18%	41 29%	50 18%	84 22%	65 20%	30 20%	15 18%	18 14%	27 18%
Business	42 4%	-	-	31 4%	6 4%	16 6%	14 4%	12 4%	7 5%	7 8%	6 5%	10 7%
The Public	122 12%	-	-	87 12%	14 10%	36 13%	48 12%	39 12%	22 15%	10 12%	19 15%	16 11%
The Government, Business and the public equally	610 61%	-	-	477 63%	77 53%	175 62%	229 59%	199 61%	89 60%	52 63%	80 65%	95 65%
Everyone / all of us	13 1%	-	-	13 2%	-	2 1%	7 2%	4 1%	-	-	2 2%	1 1%
Other	4 *	-	-	3 *	-	2 1%	1 *	1 *	1 1%	1 1%	1 1%	1 1%
None of these	3 *	-	-	1 *	1 1%	-	-	3 1%	-	-	-	-
Don't know	11 1%	-	-	4 1%	3 2%	3 1%	3 1%	4 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)

	TOTAL	GENDER		AGE										CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS		
		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+ (l)	YES (m)	NO (n)	YES (o)	NO (p)	ABC1 (q)	C2DE (r)	MAR/LIVING AS (s)	SINGLE (t)	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 35%	161 33%	186 36%	46 32%	52 31%	57 37%	55 33%	55 38%	82 36%	98 32%	113 35%	249 36%	137 37%	91 32%	256 36%	269 35%	78 33%	225 41%	122 27%	214 36%	78 29%	56 41%
(+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 11%	64 13%	42 8%	16 11%	21 13%	13 9%	20 12%	15 10%	22 10%	37 12%	34 10%	70 10%	36 10%	30 10%	77 11%	81 11%	25 11%	33 6%	74 16%	56 9%	39 15%	12 9%
(-1) Fairly unconcerned	84 8%	39 8%	45 9%	19 13%	12 7%	10 6%	15 9%	10 7%	18 8%	31 10%	24 8%	53 8%	28 8%	25 9%	58 8%	60 8%	24 10%	45 8%	38 9%	51 9%	24 9%	9 7%
(-2) Very unconcerned	60 6%	30 6%	30 6%	6 4%	11 7%	10 6%	10 6%	11 8%	11 5%	17 6%	20 6%	43 6%	23 6%	18 6%	42 6%	39 5%	21 9%	31 6%	29 6%	35 6%	19 7%	5 4%
Concerned (NET)	751 75%	358 73%	393 77%	104 72%	121 73%	121 79%	124 73%	108 75%	174 77%	225 73%	245 76%	526 76%	282 76%	213 74%	538 75%	582 76%	169 71%	443 80%	309 69%	453 76%	185 69%	111 81%
Unconcerned (NET)	143 14%	68 14%	75 15%	25 17%	23 14%	20 13%	25 15%	22 15%	29 13%	48 16%	44 14%	95 14%	51 14%	43 15%	100 14%	99 13%	45 19%	76 14%	67 15%	86 14%	43 16%	14 10%
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	0.75	0.92	0.75	1.07

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.



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)

	WORKING STATUS			GOVERNMENT OFFICE REGION								AREA				EDUCATION				
	TOTAL	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES (i)	NORTH/ MIDLANDS (j)	SOUTH/ LONDON (k)	RURAL (l)	SUBURBA N (m)	URBAN (n)	METRO POLITAN (o)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML 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 35%	157 36%	42 32%	148 34%	77 32%	86 33%	88 39%	50 37%	30 35%	15 31%	163 33%	139 38%	48 37%	65 27%	148 35%	86 41%	64 27%	51 29%	178 46%	23 20%
(+1) Fairly concerned	404 40%	171 39%	62 47%	172 39%	104 43%	110 42%	79 35%	49 36%	37 43%	25 51%	214 43%	128 35%	54 42%	105 44%	171 40%	73 35%	104 43%	75 43%	151 39%	46 40%
(0) Neither concerned nor unconcerned	107 11%	49 11%	11 9%	47 11%	26 11%	36 14%	16 7%	19 14%	8 10%	2 4%	61 12%	35 10%	13 10%	23 10%	51 12%	19 9%	36 15%	22 13%	17 4%	23 20%
(-1) Fairly unconcerned	84 8%	34 8%	10 8%	39 9%	23 10%	15 6%	26 11%	8 6%	7 8%	5 10%	38 8%	34 9%	7 5%	27 11%	30 7%	20 9%	23 10%	17 10%	24 6%	11 9%
(-2) Very unconcerned	60 6%	22 5%	6 5%	31 7%	10 4%	14 6%	19 8%	11 8%	4 5%	2 5%	24 5%	29 8%	6 5%	18 7%	25 6%	11 5%	14 6%	10 5%	20 5%	11 10%
Concerned (NET)	751 75%	328 76%	104 79%	320 73%	181 76%	196 75%	167 73%	99 73%	67 78%	40 81%	377 75%	266 73%	102 80%	170 71%	320 75%	160 76%	168 70%	126 72%	329 84%	69 60%
Unconcerned (NET)	143 14%	56 13%	17 13%	70 16%	32 14%	29 11%	44 19%	19 14%	11 13%	7 15%	62 12%	63 17%	13 10%	45 19%	55 13%	31 15%	37 15%	27 15%	44 11%	22 19%
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 m	0.72 l	0.91	0.97 m	0.75	0.8	1.13 pqs	0.51 r

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)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT			
		ACTIVIST (a)	ENGAGED (b)	CONCERNED (c)	UNCONCERNED (d)	GREAT DEAL / FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	DAMAGE TO HABITAT & NATURAL RESOURCES (i)	EXTREME WEATHER (j)	AIR/ WATER POLLUTION (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
(+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.



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)

	TOTAL	GENDER		AGE										CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS		
		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+ (l)	YES (m)	NO (n)	YES (o)	NO (p)	ABC1 (q)	C2DE (r)	MAR/LIVING AS (s)	SINGLE (t)	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
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%
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%	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%
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%	*	1%	1%	*	2%	1%
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%

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.



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)

	TOTAL	WORKING STATUS			GOVERNMENT OFFICE REGION								AREA				EDUCATION			
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES (i)	NORTH/ MIDLANDS (j)	SOUTH/ LONDON (k)	RURAL (l)	SUBURBA N (m)	URBAN (n)	METRO POLITAN (o)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML 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*
A great deal	48 5%	13 3%	5 4%	30 7%	7 3%	16 6%	15 7%	4 3%	6 7%	-	23 5%	19 5%	6 5%	13 5%	18 4%	11 5%	18 7%	10 6%	13 3%	3 3%
A fair amount	233 23%	105 24%	32 24%	97 22%	56 23%	53 20%	54 24%	37 27%	20 22%	14 29%	109 22%	90 25%	24 18%	49 21%	105 25%	55 26%	51 21%	43 24%	103 26%	21 18%
Not very much	385 38%	179 41%	59 45%	147 34%	93 39%	109 42%	78 34%	57 42%	30 34%	18 37%	203 40%	135 37%	53 41%	92 39%	157 37%	83 40%	78 32%	63 36%	160 41%	50 44%
Not at all	327 33%	131 30%	37 28%	159 36%	83 35%	79 30%	80 35%	39 28%	30 34%	17 34%	162 32%	119 33%	44 35%	83 35%	141 33%	58 27%	89 37%	57 33%	112 29%	40 35%
Don't know	9 1%	6 1%	-	3 1%	1 *	4 2%	1 1%	1 *	2 3%	-	5 1%	2 1%	1 1%	1 *	4 1%	3 1%	5 2%	1 1%	2 1%	1 1%
A great deal / fair amount	281 28%	117 27%	36 28%	127 29%	62 26%	69 26%	69 30%	41 30%	25 29%	14 29%	131 26%	110 30%	29 23%	62 26%	123 29%	66 32%	69 29%	53 30%	116 30%	24 21%

Proportions/Mean: 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.



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PUBLIC
ENVIRONMENT (AWW)

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)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT			
		ACTIVIST (a)	ENGAGED (b)	CONCERN ED (c)	UNCONCE RNE D (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 POLLUTION (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
A great deal	48 5%	-	-	39 5%	8 5%	48 17% fg	-	-	23 15%	17 21%	19 16%	29 20%
A fair amount	233 23%	-	-	202 27% d	23 16%	233 83% fg	-	-	125 85%	65 79%	104 84%	118 80%
Not very much	385 38%	-	-	285 38%	48 33%	-	385 100% eg	-	-	-	-	-
Not at all	327 33%	-	-	217 29%	65 45% c	-	-	327 100% ef	-	-	-	-
Don't know	9 1%	-	-	7 1%	1 *	-	-	-	-	-	-	-
A great deal / fair amount	281 28%	-	-	242 32% d	30 21%	281 100% fg	-	-	148 100%	83 100%	124 100%	147 100%

Proportions/Mean: 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)

	TOTAL	GENDER		AGE									CHILDREN IN HOUSEHOLD		MAIN SHOPPER		SOCIAL GRADE		MARITAL STATUS			
		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+ (l)	YES (m)	NO (n)	YES (o)	NO (p)	ABC1 (q)	C2DE (r)	MAR/ LIVING AS (s)	SINGLE (t)	WID/ DIV/ SEP (u)
Unweighted Base	293	136	157	47	44	41	44	54	63	91	85	202	117	75	218	235	58	181	112	169	74	50
Weighted Base	281	128	153	38*	50*	40*	45*	46*	61*	89*	85*	192	107	76*	205	225	56*	153	128	168	65*	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 25%	55 33%	51 40%	56 33%	24 37%	25 53%
Damage to habitats in my local area	76 27%	36 29%	39 26%	12 31%	13 25%	10 26%	6 13%	20 44%	15 24%	25 28%	16 19%	51 27%	35 33%	18 23%	58 28%	62 27%	14 25%	50 33%	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%	6 14%	4 8%	6 10%	10 11%	17 20%	27 14%	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%	1 2%	3 8%	7 16%	7 15%	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%	16 31%	13 33%	8 18%	13 28%	10 16%	32 36%	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%	13 21%	22 25%	27 32%	62 32%	35 33%	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%	22 45%	24 61%	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%	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%	-	-
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%	4 11%	1 2%	4 9%	6 11%	6 7%	5 6%	16 8%	11 10%	4 5%	18 9%	14 6%	8 15%	12 8%	10 8%	13 8%	6 9%	3 7%
Floods/winds/ storms (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%	15 24%	27 31%	20 24%	55 29%	35 33%	18 23%	65 32%	68 30%	14 25%	55 36%	27 21%	51 31%	19 29%	12 26%
Extreme weather (NET)	124 44%	51 40%	73 48%	21 55%	21 42%	20 51%	18 40%	24 52%	19 32%	42 47%	38 45%	82 43%	43 40%	36 47%	88 43%	104 46%	20 36%	75 49%	48 38%	79 47%	26 40%	19 40%
Air/water pollution (NET)	147 52%	71 55%	76 50%	26 68%	24 48%	28 69%	19 42%	25 55%	25 40%	50 56%	47 55%	97 50%	50 47%	40 53%	106 52%	113 50%	33 60%	83 54%	63 49%	84 50%	45 69%	18 37%
Any (NET)	274 98%	127 98%	147 96%	38 100%	50 98%	40 100%	42 93%	46 99%	58 99%	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 5%	1 1%	3 4%	6 3%	3 3%	1 1%	6 3%	6 2%	2 3%	2 1%	5 4%	3 2%	1 2%	3 6%
Don't know	* *	* *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	* *	* *	- -	* *	- -	1 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. * 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 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)

	WORKING STATUS				GOVERNMENT OFFICE REGION								AREA				EDUCATION			
	TOTAL	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	NORTH (d)	MIDLANDS (e)	SOUTH (f)	LONDON (g)	SCOTLAND (h)	WALES (i)	NORTH/ MIDLANDS (j)	SOUTH/ LONDON (k)	RURAL (l)	SUBURBAN (m)	URBAN (n)	METRO POLITAN (o)	GCSE/ O- LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)
Unweighted Base	293	114	96	143	98	72	57	51	30	15	140	108	34	55	126	79	63	56	123	29
Weighted Base	281	117*	36*	127	62*	69*	69*	41*	25**	14**	131	110*	29**	62*	123	66*	69*	53*	116	24**
Flooding/threat of flooding	95 34%	40 34%	19 51%	37 29%	28 45%	27 40%	17 25%	10 25%	8 31%	4 30%	55 42%	28 25%	12 41%	22 35%	43 35%	19 28%	24 34%	19 35%	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%	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%	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%	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%	4 6%	10 14%	4 9%	3 12%	- -	15 12%	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%	22 32%	13 19%	10 25%	2 8%	4 25%	47 35%	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%	14 35%	4 15%	3 19%	34 26%	44 40%	11 38%	22 35%	39 31%	13 20%	14 21%	15 28%	45 39%	6 26%
Air pollution	136 48%	62 53%	13 36%	61 48%	32 52%	24 35%	37 53%	30 74%	12 47%	- -	57 43%	67 61%	13 44%	23 37%	52 43%	47 72%	21 31%	35 66%	61 53%	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%	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%	14 20%	- -	1 4%	- -	7 5%	14 13%	2 6%	13 20%	5 4%	3 4%	7 11%	5 10%	5 4%	3 12%
Floods/winds/ storms (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%	8 33%
Air/water pollution (NET)	147 52%	64 54%	16 43%	67 53%	34 54%	28 40%	38 55%	32 78%	13 53%	2 11%	62 47%	70 64%	15 51%	25 41%	58 47%	48 73%	27 39%	36 68%	64 55%	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%	28 96%	62 100%	118 96%	65 99%	64 93%	53 99%	116 100%	23 95%
None of these	7 3%	1 1%	1 4%	4 4%	3 4%	5 7%	- -	- -	- -	- -	7 5%	- -	2 6%	- -	5 4%	1 1%	6 8%	* 1%	- -	1 5%
Don't know	* *	- -	- -	* *	- -	* 1%	- -	- -	- -	- -	* *	- -	* 1%	- -	- -	- -	- -	- -	- -	* 2%

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; ** 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 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)

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT		IMPACT OF ENVIRONMENTAL CHANGE			NEGATIVE IMPACT			
		ACTIVIST (a)	ENGAGED (b)	CONCERNED (c)	UNCONCERNED (d)	GREAT DEAL / FAIR AMOUNT (e)	NOT VERY MUCH (f)	NOT AT ALL (g)	FLOODS/ WINDS/ STORMS (h)	DAMAGE TO HABITAT & NATURAL RESOURCES (i)	EXTREME WEATHER (j)	AIR/ WATER POLLUTION (k)
Unweighted Base	293	-	-	264	28	293	-	-	156	90	133	155
Weighted Base	281	**	**	242	30**	281	**	**	148	83*	124	147
Flooding/threat of flooding	95 34%	-	-	84 35%	9 28%	95 34%	-	-	95 65%	30 36%	59 48%	47 32%
Winds and storms	106 38%	-	-	93 38%	13 41%	106 38%	-	-	106 72%	30 37%	63 51%	53 36%
Damage to habitats in my local area	76 27%	-	-	62 26%	12 39%	76 27%	-	-	40 27%	76 92%	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%
Reduced natural resources in my local area	32 11%	-	-	28 12%	3 11%	32 11%	-	-	20 13%	32 39%	20 16%	25 17%
Extreme cold weather/snow	76 27%	-	-	64 27%	10 34%	76 27%	-	-	54 36%	32 39%	76 61%	34 23%
Extreme hot weather	85 30%	-	-	69 28%	16 51%	85 30%	-	-	57 39%	30 37%	85 68%	51 35%
Air pollution	136 48%	-	-	113 47%	18 60%	136 48%	-	-	65 44%	43 52%	62 50%	136 93%
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/ storms (NET)	148 53%	-	-	131 54%	13 44%	148 53%	-	-	148 100%	43 52%	83 67%	71 49%
Damage to habitat and natural resources (NET)	83 29%	-	-	69 29%	12 39%	83 29%	-	-	43 29%	83 100%	43 35%	46 32%
Extreme weather (NET)	124 44%	-	-	103 43%	19 64%	124 44%	-	-	83 56%	43 53%	124 100%	66 45%
Air/water pollution (NET)	147 52%	-	-	122 50%	20 67%	147 52%	-	-	71 48%	46 56%	66 53%	147 100%
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	* *	-	-	* *	-	* *	-	-	-	-	-	-

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



J100000-01-01-01-01-16-NOV-2019
ENVIRONMENTAL AGENCY

28 Nov 2019

Table 28
DEMOGRAPHICS

BASE: ALL ADULTS AGED 14+

	TOTAL	ENVIRONMENTAL ENGAGEMENT		CONCERN FOR HARM TO THE ENVIRONMENT				IMPACT OF ENVIRONMENTAL CHANGE				NEGATIVE IMPACT			
		ACTIVELY ENGAGED	ENGAGED	CONCERNED	WORRIED	GREATLY WORRIED	NOT VERY MUCH	NOT AT ALL	FLOODING AND STORMS	HARVEST & FORESTRY	EXTREME WEATHER	AIR WATER POLLUTION	ABANDONED LAND		
Age	1000	100	277	751	102	301	350	148	100	100	100	100	100		
SEX															
MALE	500	50	137	363	66	218	245	115	55	55	55	55	55		
FEMALE	500	50	140	360	36	183	207	133	45	45	45	45	45		
AGE															
18-24	200	21	43	157	25	38	54	53	22	14	21	26	26		
25-34	200	31	67	133	23	30	37	35	21	13	21	24	24		
35-44	200	18	35	121	20	26	33	30	13	10	20	20	20		
45-54	200	10	19	104	18	14	17	15	7	5	10	10	10		
55-64	200	3	6	124	25	16	21	23	3	3	6	6	6		
65-74	200	1	2	124	25	14	19	21	1	1	2	2	2		
75+	200	0	0	124	25	14	19	21	0	0	0	0	0		
EDUCATION															
1-2	400	10	19	271	48	18	23	27	6	7	13	13	13		
3-4	400	15	29	256	24	14	17	17	7	7	14	14	14		
5-6	400	20	39	241	14	10	13	13	10	10	20	20	20		
7-8	400	10	19	241	14	10	13	13	5	5	10	10	10		
9-10	400	10	19	241	14	10	13	13	5	5	10	10	10		
11-12	400	10	19	241	14	10	13	13	5	5	10	10	10		
13-14	400	10	19	241	14	10	13	13	5	5	10	10	10		
15-16	400	10	19	241	14	10	13	13	5	5	10	10	10		
17-18	400	10	19	241	14	10	13	13	5	5	10	10	10		
19-20	400	10	19	241	14	10	13	13	5	5	10	10	10		
21-22	400	10	19	241	14	10	13	13	5	5	10	10	10		
23-24	400	10	19	241	14	10	13	13	5	5	10	10	10		
25-26	400	10	19	241	14	10	13	13	5	5	10	10	10		
27-28	400	10	19	241	14	10	13	13	5	5	10	10	10		
29-30	400	10	19	241	14	10	13	13	5	5	10	10	10		
31-32	400	10	19	241	14	10	13	13	5	5	10	10	10		
33-34	400	10	19	241	14	10	13	13	5	5	10	10	10		
35-36	400	10	19	241	14	10	13	13	5	5	10	10	10		
37-38	400	10	19	241	14	10	13	13	5	5	10	10	10		
39-40	400	10	19	241	14	10	13	13	5	5	10	10	10		
41-42	400	10	19	241	14	10	13	13	5	5	10	10	10		
43-44	400	10	19	241	14	10	13	13	5	5	10	10	10		
45-46	400	10	19	241	14	10	13	13	5	5	10	10	10		
47-48	400	10	19	241	14	10	13	13	5	5	10	10	10		
49-50	400	10	19	241	14	10	13	13	5	5	10	10	10		
51-52	400	10	19	241	14	10	13	13	5	5	10	10	10		
53-54	400	10	19	241	14	10	13	13	5	5	10	10	10		
55-56	400	10	19	241	14	10	13	13	5	5	10	10	10		
57-58	400	10	19	241	14	10	13	13	5	5	10	10	10		
59-60	400	10	19	241	14	10	13	13	5	5	10	10	10		
61-62	400	10	19	241	14	10	13	13	5	5	10	10	10		
63-64	400	10	19	241	14	10	13	13	5	5	10	10	10		
65-66	400	10	19	241	14	10	13	13	5	5	10	10	10		
67-68	400	10	19	241	14	10	13	13	5	5	10	10	10		
69-70	400	10	19	241	14	10	13	13	5	5	10	10	10		
71-72	400	10	19	241	14	10	13	13	5	5	10	10	10		
73-74	400	10	19	241	14	10	13	13	5	5	10	10	10		
75-76	400	10	19	241	14	10	13	13	5	5	10	10	10		
77-78	400	10	19	241	14	10	13	13	5	5	10	10	10		
79-80	400	10	19	241	14	10	13	13	5	5	10	10	10		
81-82	400	10	19	241	14	10	13	13	5	5	10	10	10		
83-84	400	10	19	241	14	10	13	13	5	5	10	10	10		
85-86	400	10	19	241	14	10	13	13	5	5	10	10	10		
87-88	400	10	19	241	14	10	13	13	5	5	10	10	10		
89-90	400	10	19	241	14	10	13	13	5	5	10	10	10		
91-92	400	10	19	241	14	10	13	13	5	5	10	10	10		
93-94	400	10	19	241	14	10	13	13	5	5	10	10	10		
95-96	400	10	19	241	14	10	13	13	5	5	10	10	10		
97-98	400	10	19	241	14	10	13	13	5	5	10	10	10		
99-100	400	10	19	241	14	10	13	13	5	5	10	10	10		
101-102	400	10	19	241	14	10	13	13	5	5	10	10	10		
103-104	400	10	19	241	14	10	13	13	5	5	10	10	10		
105-106	400	10	19	241	14	10	13	13	5	5	10	10	10		
107-108	400	10	19	241	14	10	13	13	5	5	10	10	10		
109-110	400	10	19	241	14	10	13	13	5	5	10	10	10		
111-112	400	10	19	241	14	10	13	13	5	5	10	10	10		
113-114	400	10	19	241	14	10	13	13	5	5	10	10	10		
115-116	400	10	19	241	14	10	13	13	5	5	10	10	10		
117-118	400	10	19	241	14	10	13	13	5	5	10	10	10		
119-120	400	10	19	241	14	10	13	13	5	5	10	10	10		
121-122	400	10	19	241	14	10	13	13	5	5	10	10	10		
123-124	400	10	19	241	14	10	13	13	5	5	10	10	10		
125-126	400	10	19	241	14	10	13	13	5	5	10	10	10		
127-128	400	10	19	241	14	10	13	13	5	5	10	10	10		
129-130	400	10	19	241	14	10	13	13	5	5	10	10	10		
131-132	400	10	19	241	14	10	13	13	5	5	10	10	10		
133-134	400	10	19	241	14	10	13	13	5	5	10	10	10		
135-136	400	10	19	241	14	10	13	13	5	5	10	10	10		
137-138	400	10	19	241	14	10	13	13	5	5	10	10	10		
139-140	400	10	19	241	14	10	13	13	5	5	10	10	10		
141-142	400	10	19	241	14	10	13	13	5	5	10	10	10		
143-144	400	10	19	241	14	10	13	13	5	5	10	10	10		
145-146	400	10	19	241	14	10	13	13	5	5	10	10	10		
147-148	400	10	19	241	14	10	13	13	5	5	10	10	10		
149-150	400	10	19	241	14	10	13	13	5	5	10	10	10		
151-152	400	10	19	241	14	10	13	13	5	5	10	10	10		
153-154	400	10	19	241	14	10	13	13	5	5	10	10	10		
155-156	400	10	19	241	14	10	13	13	5	5	10	10	10		
157-158	400	10	19	241	14	10	13	13	5	5	10	10	10		
159-160	400	10	19	241	14	10	13	13	5	5	10	10	10		
161-162	400	10	19	241	14	10	13	13	5	5	10	10	10		
163-164	400	10	19	241	14	10	13	13	5	5	10	10	10		
165-166	400	10	19	241	14	10	13	13	5	5	10	10	10		
167-168	400	10	19	241	14	10	13	13	5	5	10	10	10		
169-170	400	10	19	241	14	10	13	13	5	5					