

PUBLIC PERCEPTION OF ENVIRONMENTAL IMPACT

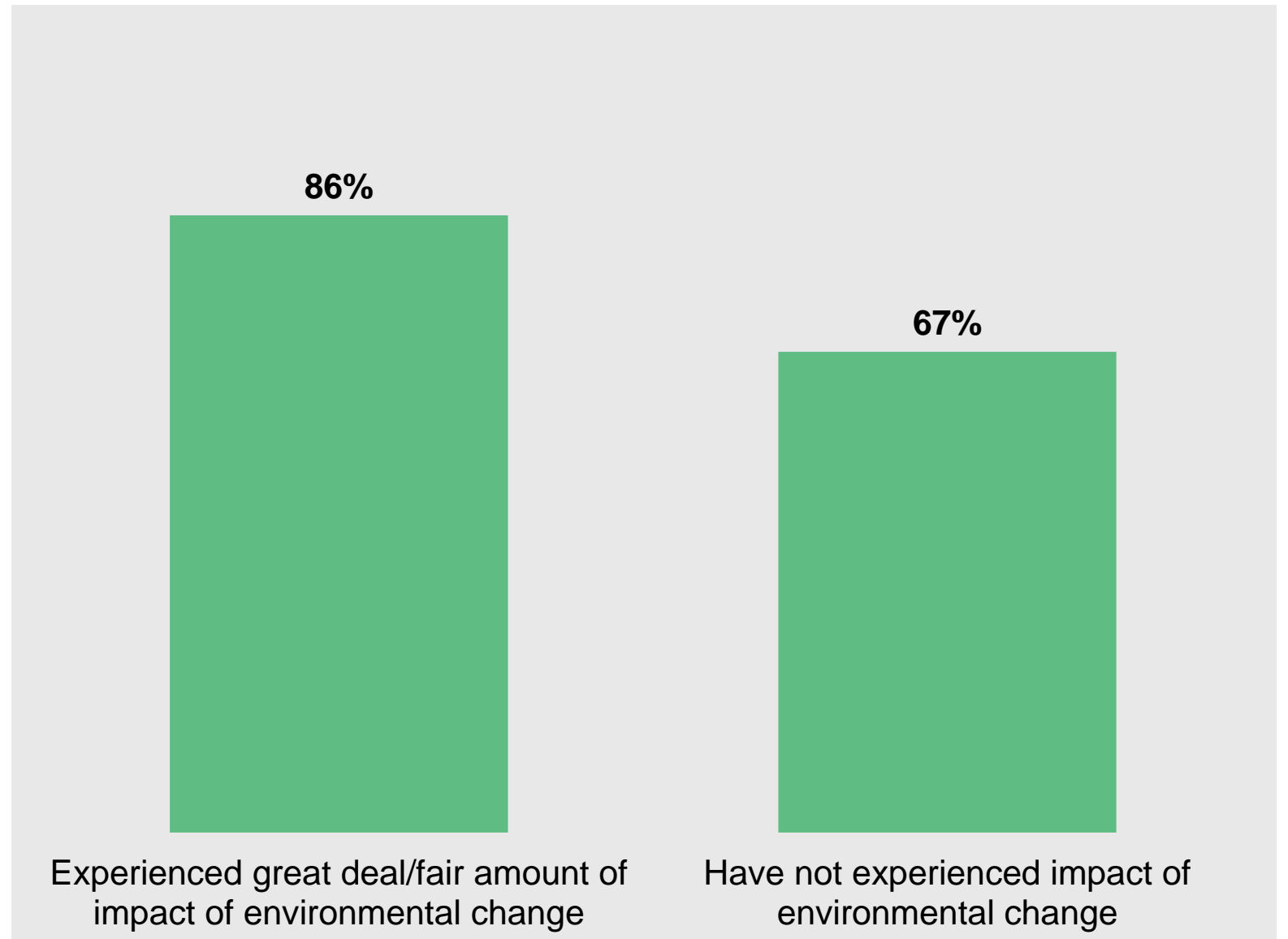
Ipsos MORI Weekly Omnibus Polls

FEBRUARY 2020

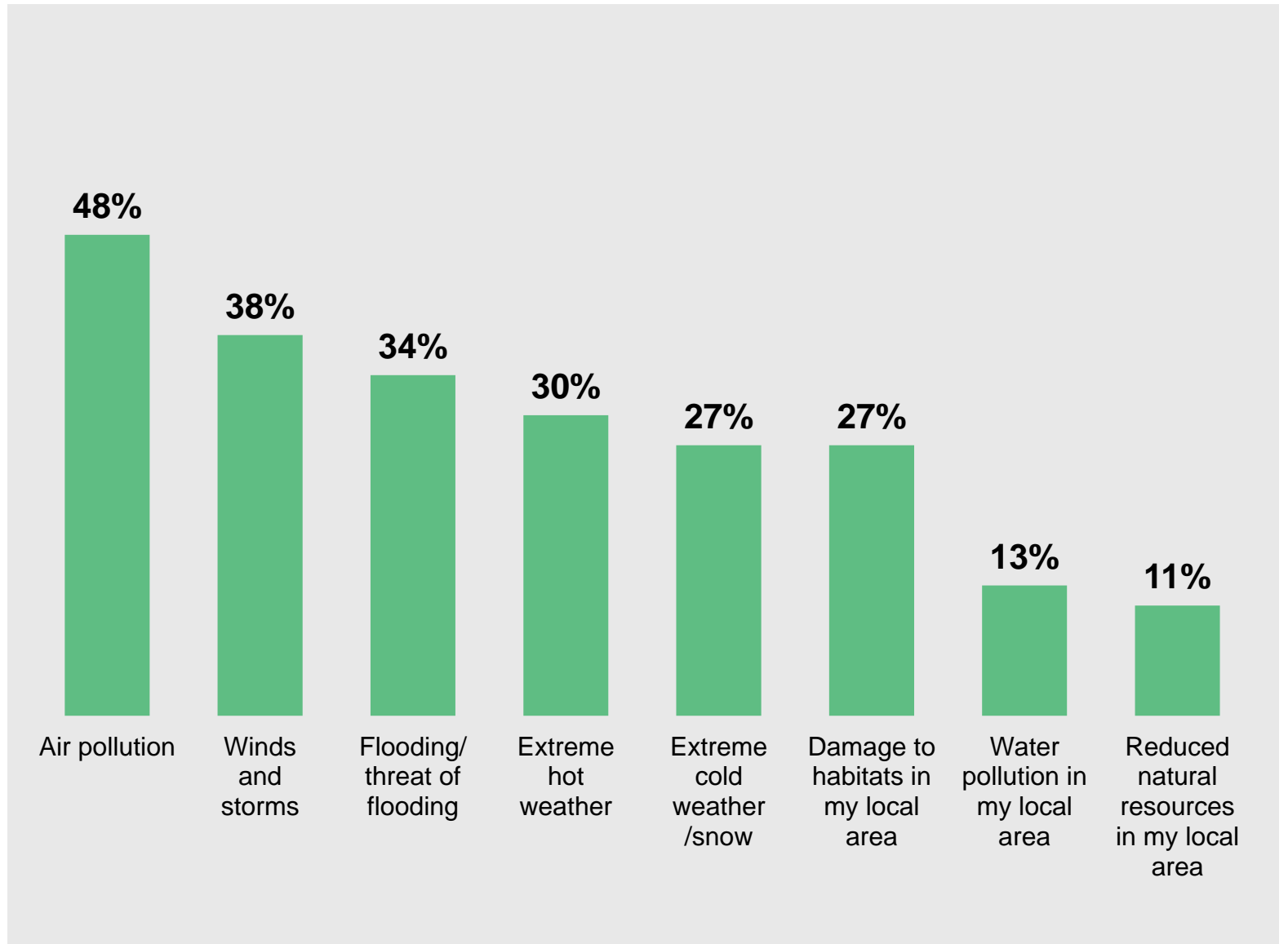
86% of those who have been impacted by environmental change are concerned about harm to the environment.

Q3B. To what extent, if at all, are you concerned or unconcerned about harm to the environment?

Base: 1,026 adults aged 15+ in Great Britain / 293 adults who have experienced a great deal/fair amount of impact/ 316 adults who have not experienced any impact



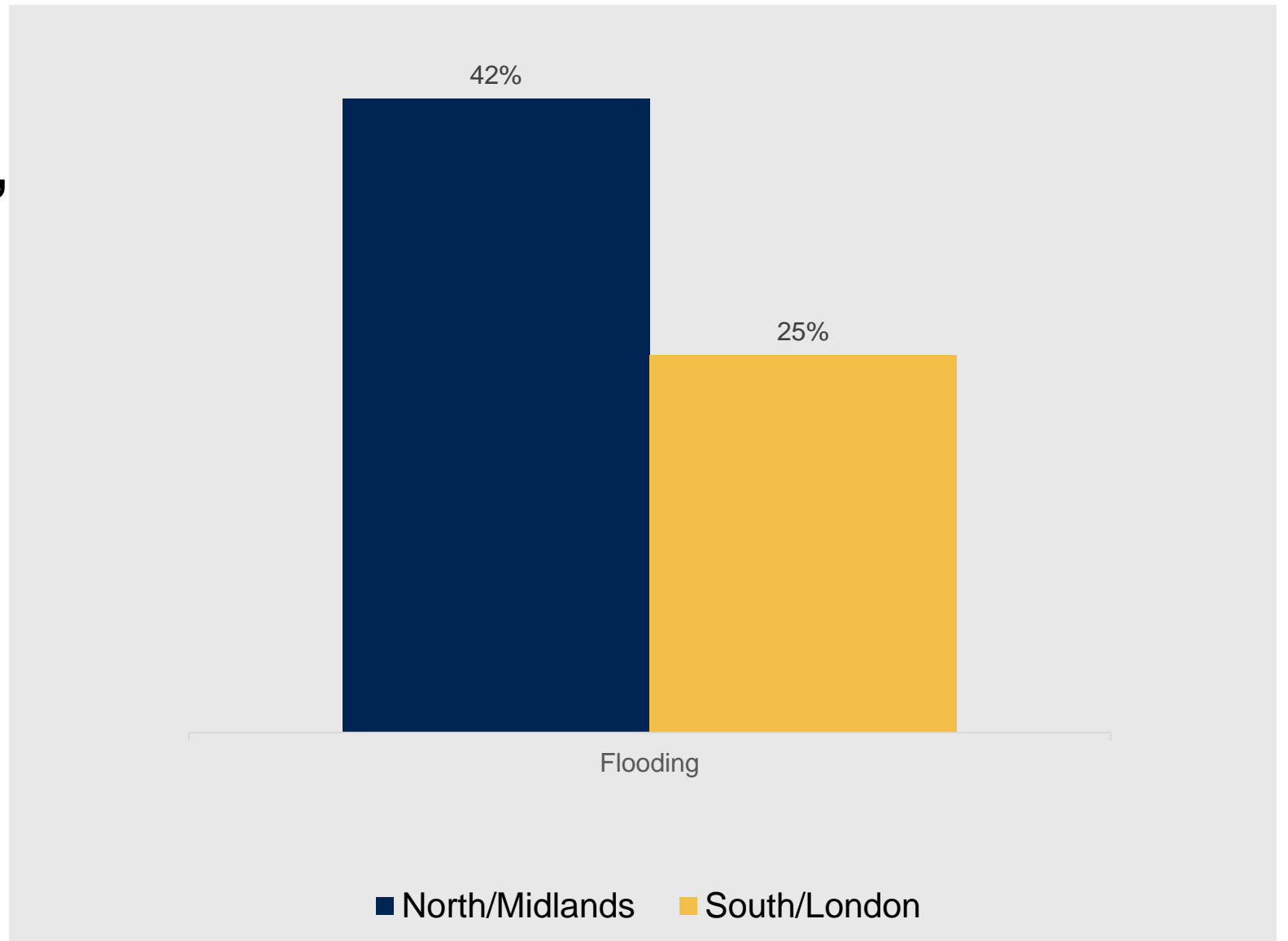
Half of those negatively impacted by environmental change recall air pollution, **two in five** mention storms and **one in three** flooding.



Q4B. Which, if any, of the following have you personally been negatively impacted by?

Base: 293 adults negatively impacted by environmental change a great deal/a fair amount

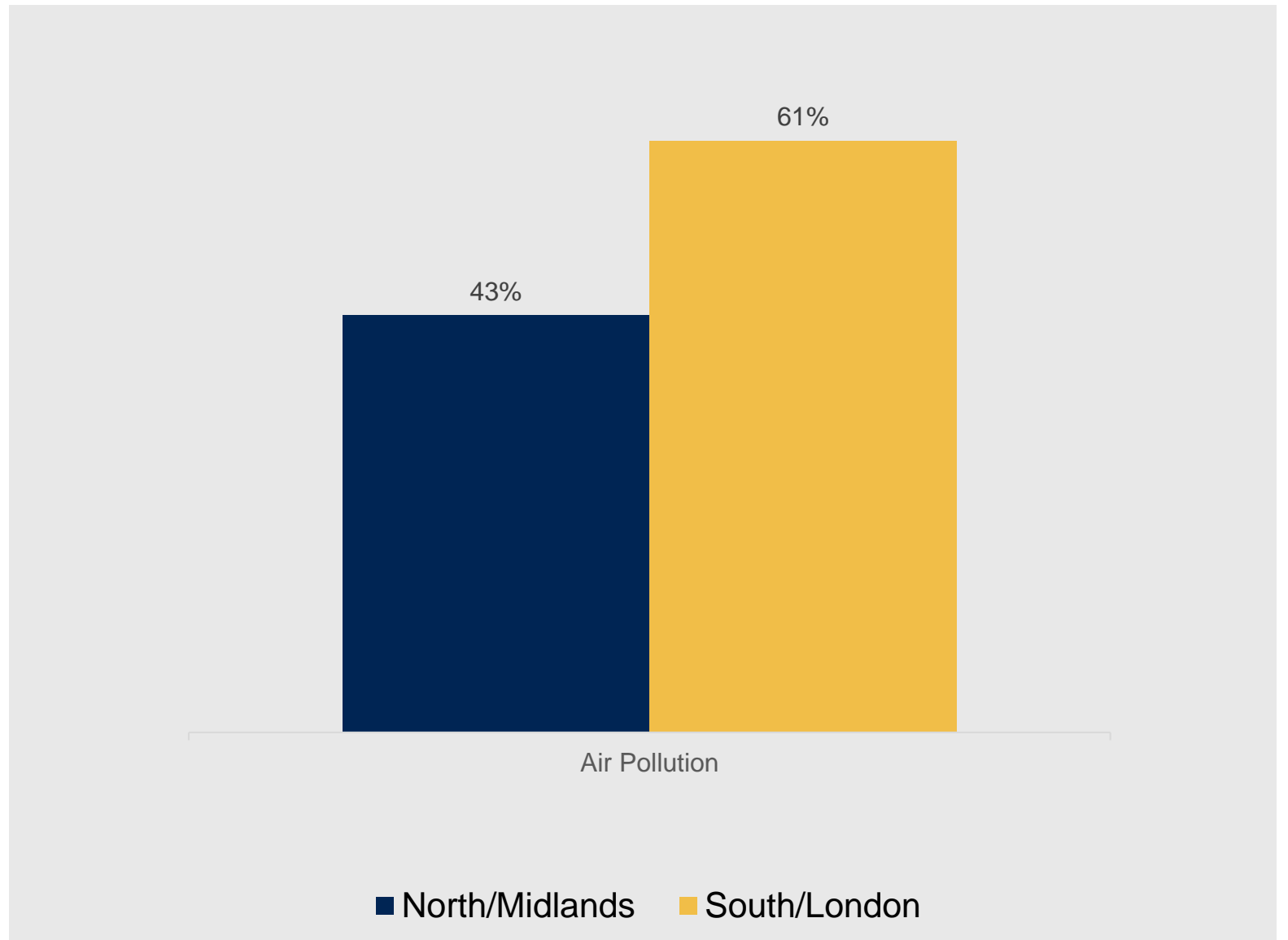
Of those who have experienced negative environmental change, those in the **Midlands/North** are significantly more likely to mention flooding than those in the **South/London**.



Q4B : Which, if any, of the following have you been impacted by?

Base: Adults negatively impacted by environmental change a great deal/a fair amount in the North of England/Midlands (n=140); In the South of England/London (n=108)

Although still an issue in the North/Midlands, those in the **South/London** are significantly more likely to mention air pollution.



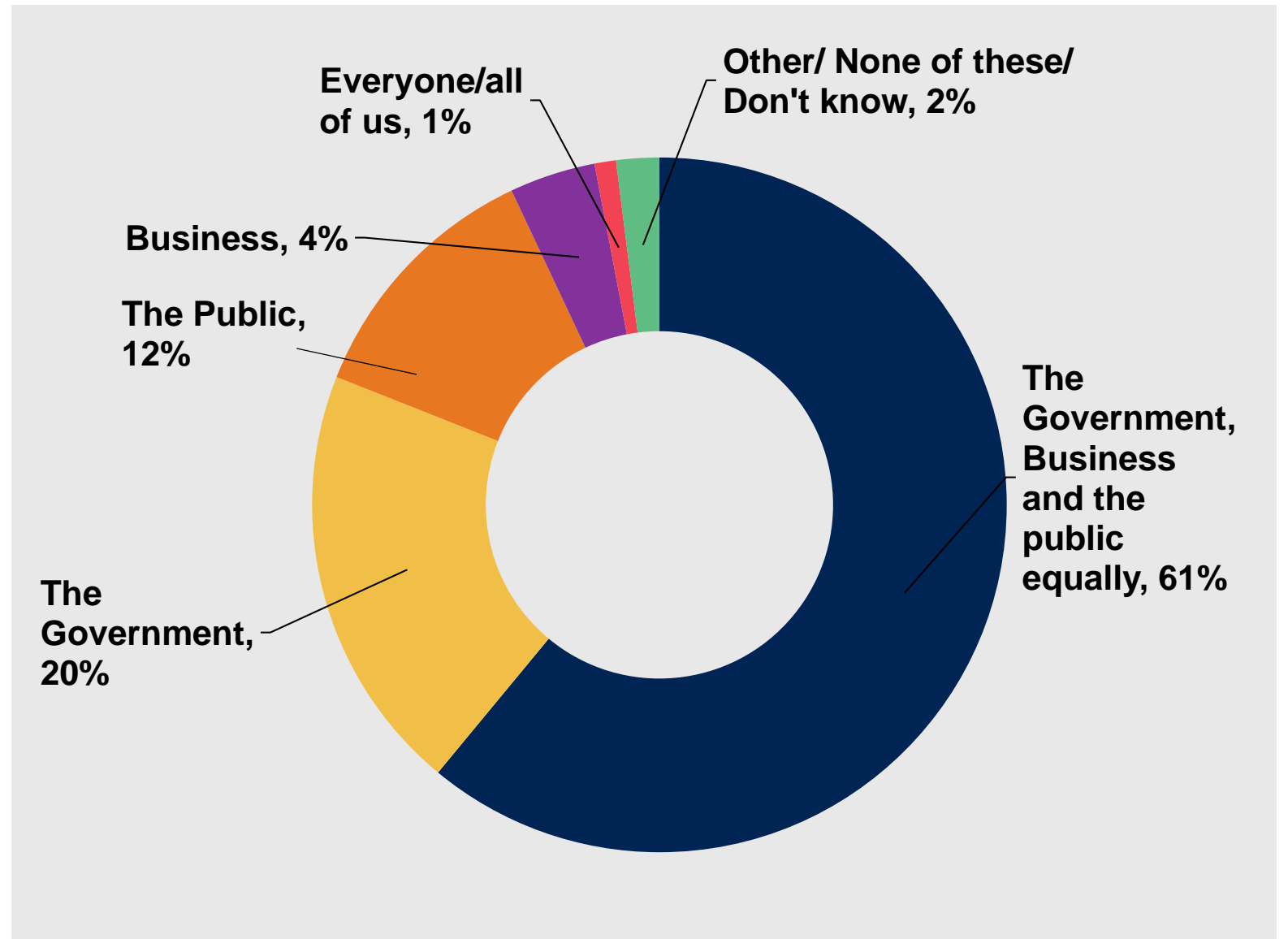
Q4B : Which, if any, of the following have you been impacted by?

Base: Adults negatively impacted by environmental change a great deal/a fair amount in the North of England/Midlands (n=140); In the South of England/London (n=108)

A majority of the public recognises that we all have a role to play in reducing harm to the environment. One in five think the Government should lead, rising to just over a third in London.

Q1B : Which, if any, of the following do you feel should take MAIN responsibility for reducing harm to the environment in this country?

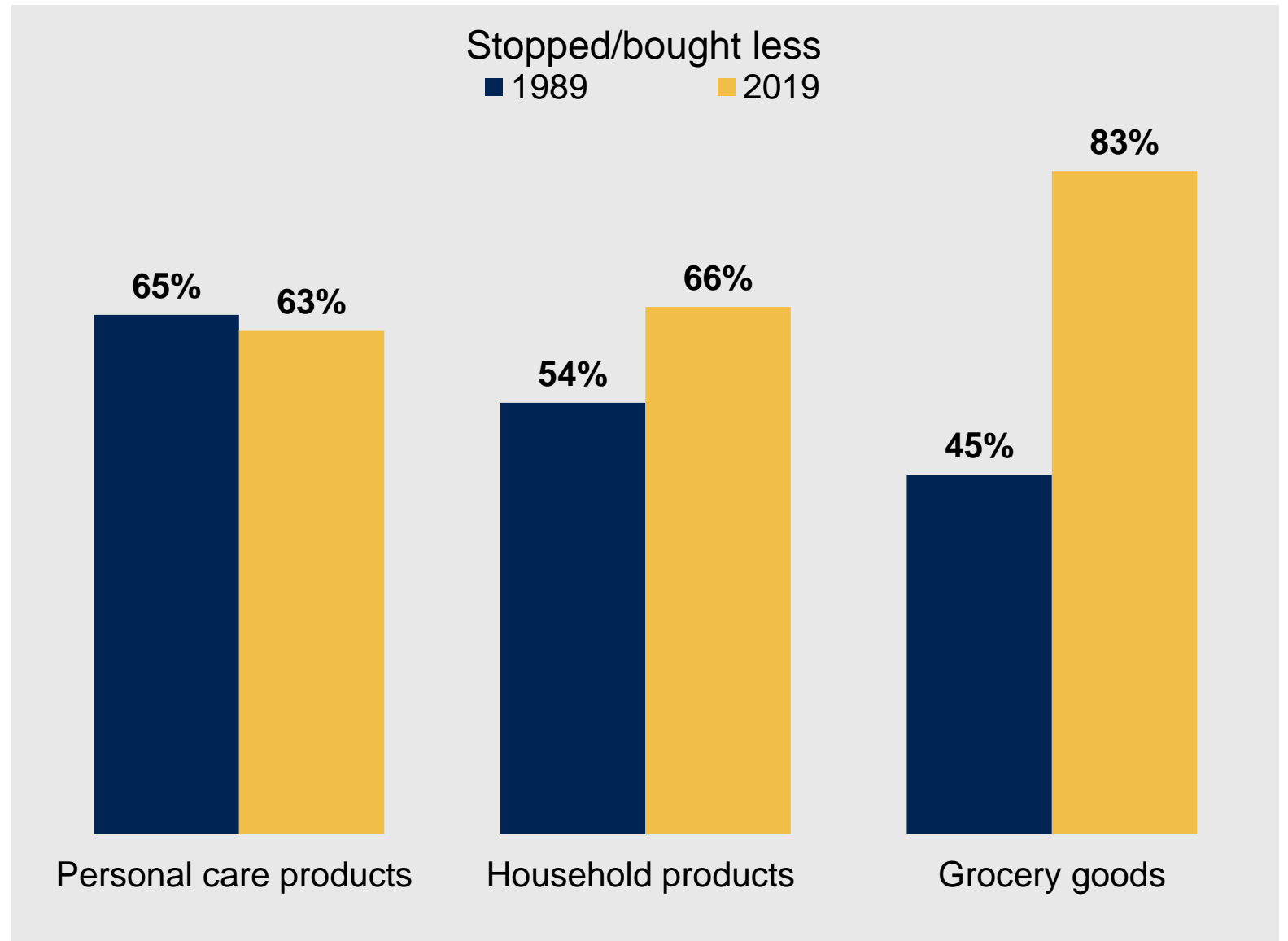
Base: 1,026 adults aged 15+ in Great Britain



A third of the public have considered the environment in their purchasing decisions. 83% of them have exhibited boycotting behaviour of Grocery goods on environmental grounds – a notable step up since 1989.

Q2A : For each of the following products, could you tell me whether or not you have stopped buying or bought less in the last year or two because you thought they were environmentally harmful.

Base: 334 adults who selected one product over another due to its environmentally friendly packaging, formulation or advertising



Project specifications

Ipsos Observer runs regular cost-effective Omnibus studies face-to-face, by telephone and online. For further information on our omnibus offer, please visit our website, or call our Omnibus team who will be happy to discuss your research needs. <https://www.ipsosomnibussurveys.com/>

- Q1 has been run via Ipsos's face-to-face Omnibus since 1997, with a sample of c.1,000 British adults per wave.
- Questions ending in A were asked in both 1989 and 2019. Questions ending in B were only asked in 2019.
- In 1989 they were asked face-to-face among a representative sample of adults aged 15+ in 146 constituency sampling points across GB.
- In 2019 the research was conducted again face-to-face via the Ipsos MORI Capibus, in 175 sampling points across GB.
- Respondent bases were as follows:
 - 1989: 1,986 adults completed the survey between 18-22 May 1989.
 - 2019 questions A: 979 adults completed the survey between 1-14 November 2019.
 - 2019 questions B: 1,026 adults between 1-14 November 2019.
 - The 2019 questions were 'split sampled' to avoid order bias, so that earlier questions would not impact responses to later ones.
- Quotas and weighting have been applied by age, gender, region and working status.

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