BRITAIN: A PALER SHADE OF GREEN?	
Title	**Source**
The environment lags behind other issues	
% who identify Environment as an important issue facing Britain today	Ipsos MORI Issues Index (2013 aggregate): http://www.ipsos-mori.com/researchpublications/researcharchive/3317/2013-EconomistIpsos-MORI-Aggregate-Issues-Index-data.aspx?view=wide
Energy, waste and overpopulation are environmental priorities	
Environmental priorities in Great Britain vs. other countries	*Coming soon*
Climate Change: Concern is falling and Brits are Less Convinced it's man-made	
Believe the world's climate is changing/ Are concerned about climate change	Public Attitudes to Nuclear Power and Climate Change in Britain Two Years after the Fukushima Accident, Ipsos MORI/Cardiff University/UKERC, 2013: http://www.ipsos-mori.com/researchpublications/researcharchive/3284/British-public-split-on-nuclear-power.aspx
% who believe climate change is the result of human activity	*Coming soon*
% who believe extreme weather has become more frequent	PREPARE, Defra/ Ricardo AEA/ Ipsos MORI, 2013: http://www.ipsos-mori.com/researchpublications/publications/1611/Defra-Programme-of-research-on-preparedness-adaptation-and-risk-PREPARE.aspx
Energy Concerns: Energy bills are a worry and we are less keen on renewables than we used to be	
% favourable to different energy sources for producing electricity	Public Attitudes to Nuclear Power and Climate Change in Britain Two Years after the Fukushima Accident, Ipsos MORI/Cardiff University/UKERC, 2013: http://www.ipsos-mori.com/researchpublications/researcharchive/3284/British-public-split-on-nuclear-power.aspx
Over 4 in 5 are concerned about their household energy bills	Public Awareness, Attitudes and Experience of Smart Meters, Wave 4, DECC/ Ipsos MORI, 2014: http://www.ipsos-mori.com/researchpublications/researcharchive/3033/Public-Awareness-Attitudes-and-Experience-of-Smart-Meters.aspx
% believe meeting the UK's future energy needs will be difficult in the next 5 years	EST/ Ipsos MORI, 2013: http://www.energysavingtrust.org.uk/Energy-Saving-Trust/Press/Press-releases/Public-worried-about-UK-meeting-its-energy-demand-in-five-years
% of customers who reported switching gas or electricity provider in the year	Customer Engagement with the Energy Market – Tracking Survey 2013, Ofgem/ Ipsos MORI, 2013 http://www.ipsos-mori.com/researchpublications/publications/1566/Customer-Engagement-with-the-Energy-Market-Tracking-Survey-2013.aspx
Environmental Behaviours: Households are taking positive action but there is still a long way to go	
% interested in having a smart meter	Public Awareness, Attitudes and Experience of Smart Meters, Wave 4, DECC/ Ipsos MORI, 2014: http://www.ipsos-mori.com/researchpublications/researcharchive/3033/Public-Awareness-Attitudes-and-Experience-of-Smart-Meters.aspx
% who feel they have control over their energy use	EST/ Ipsos MORI, 2013 http://www.energysavingtrust.org.uk/Energy-Saving-Trust/Press/Press-releases/Public-worried-about-UK-meeting-its-energy-demand-in-five-years
% buy more energy efficient appliances	More Efficient Heating Study, DECC/ Ipsos MORI, 2013 http://www.ipsos-mori.com/researchpublications/publications/1612/DECC-Taking-up-more-efficient-heating-systems.aspx?oUniqueId=3195
% frequently use a 30° wash	Understanding household water behaviours and testing water efficiency measures, Defra/ Icaro Consulting/ Ipsos MORI 2013: http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=0&ProjectID=18305
% willing to drive an electric car/ willing if same performance as petrol	Transforming the UK Energy System: Public Values, Attitudes and Acceptability, Ipsos MORI/ Cardiff University, 2012: http://www.ipsos-mori.com/researchpublications/publications/1637/Transforming-the-UK-Energy-System.aspx
Avoidable UK food waste in million tonnes	Household food and drink waste in the UK 2012, WRAP, 2013: http://www.wrap.org.uk/content/household-food-and-drink-waste-uk-2012