



Version 1 | Public

The British Public

Tree Huggers or gas guzzlers

17 May 2012

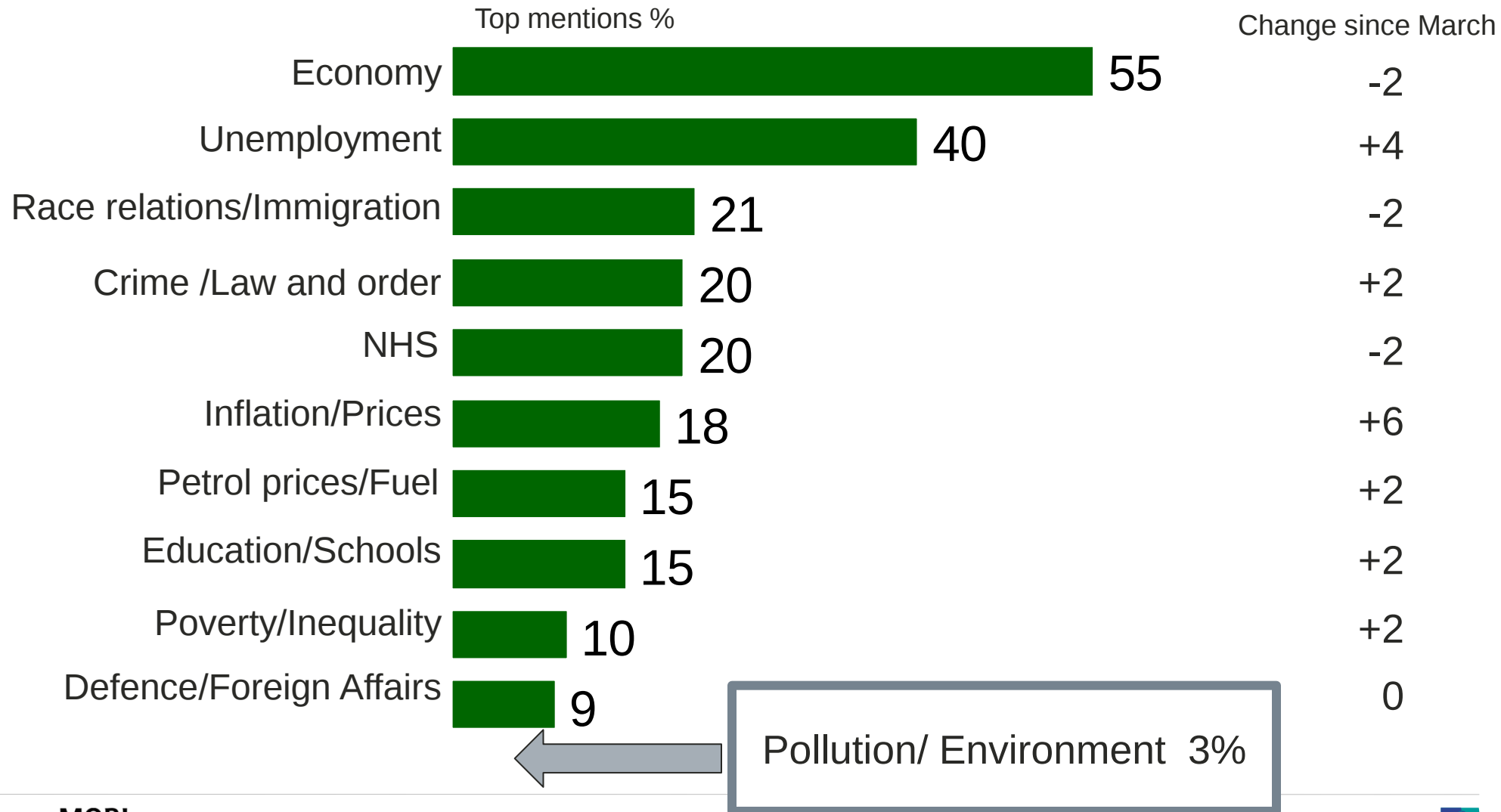
The Environment

Do we care?



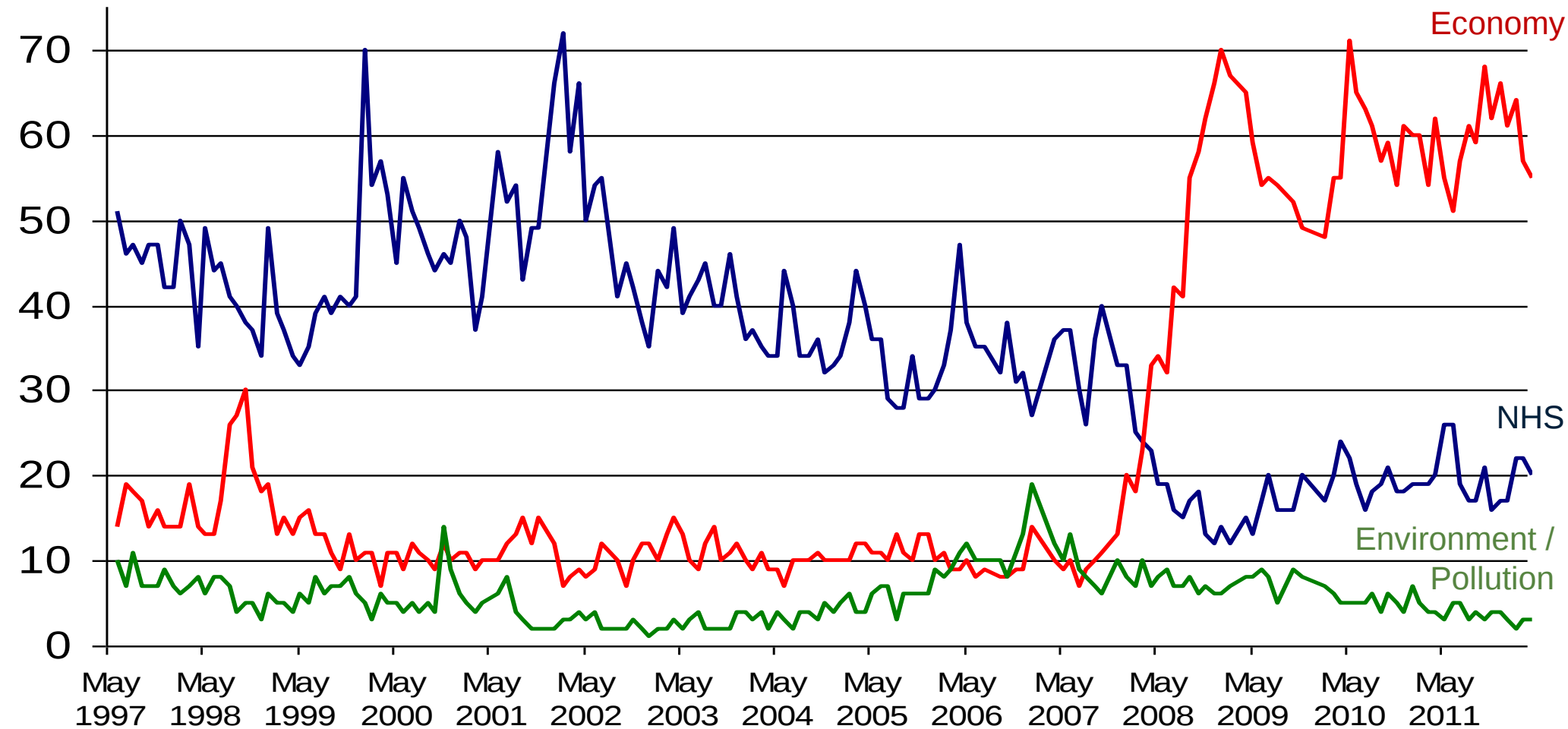
Only a minority of the public prioritize the environment as the most important national issue

What do you see as the most/other important issues facing Britain today?



It has rarely polled more than 10% over the last 15 years

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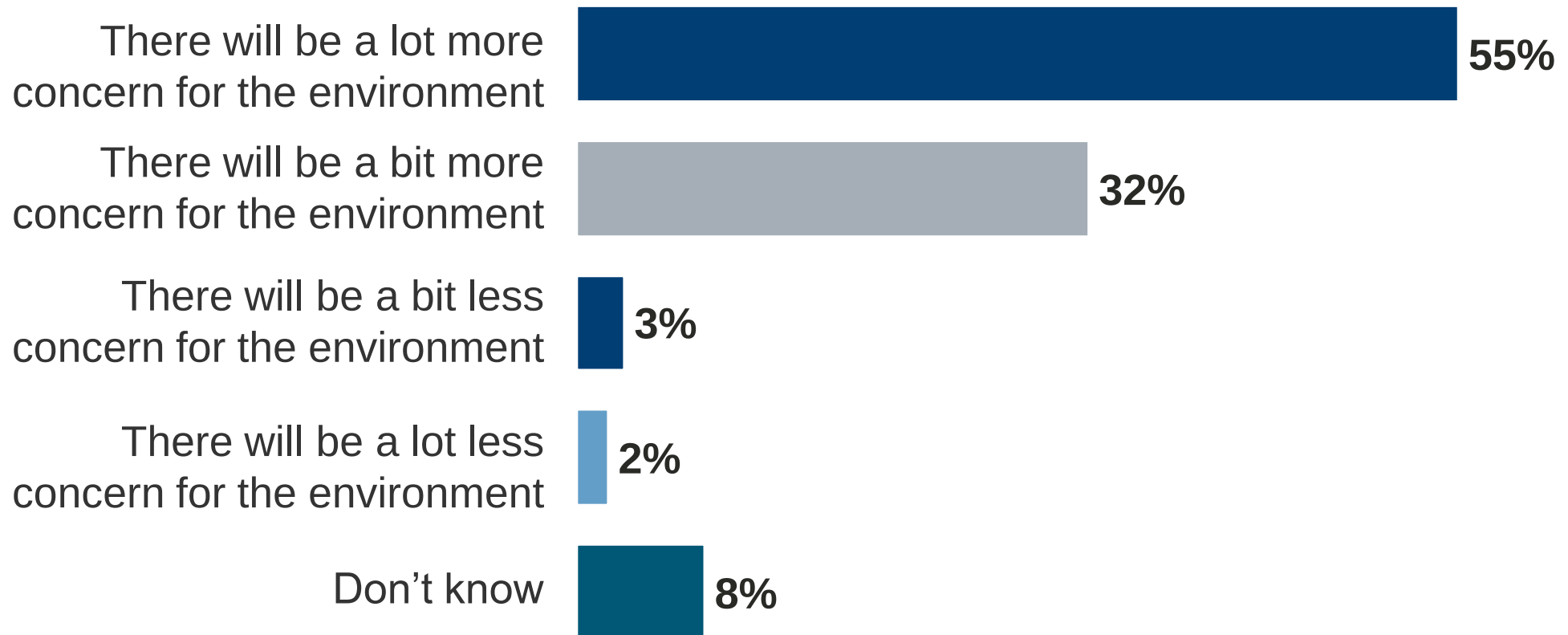


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

However, it is expected to be a future priority

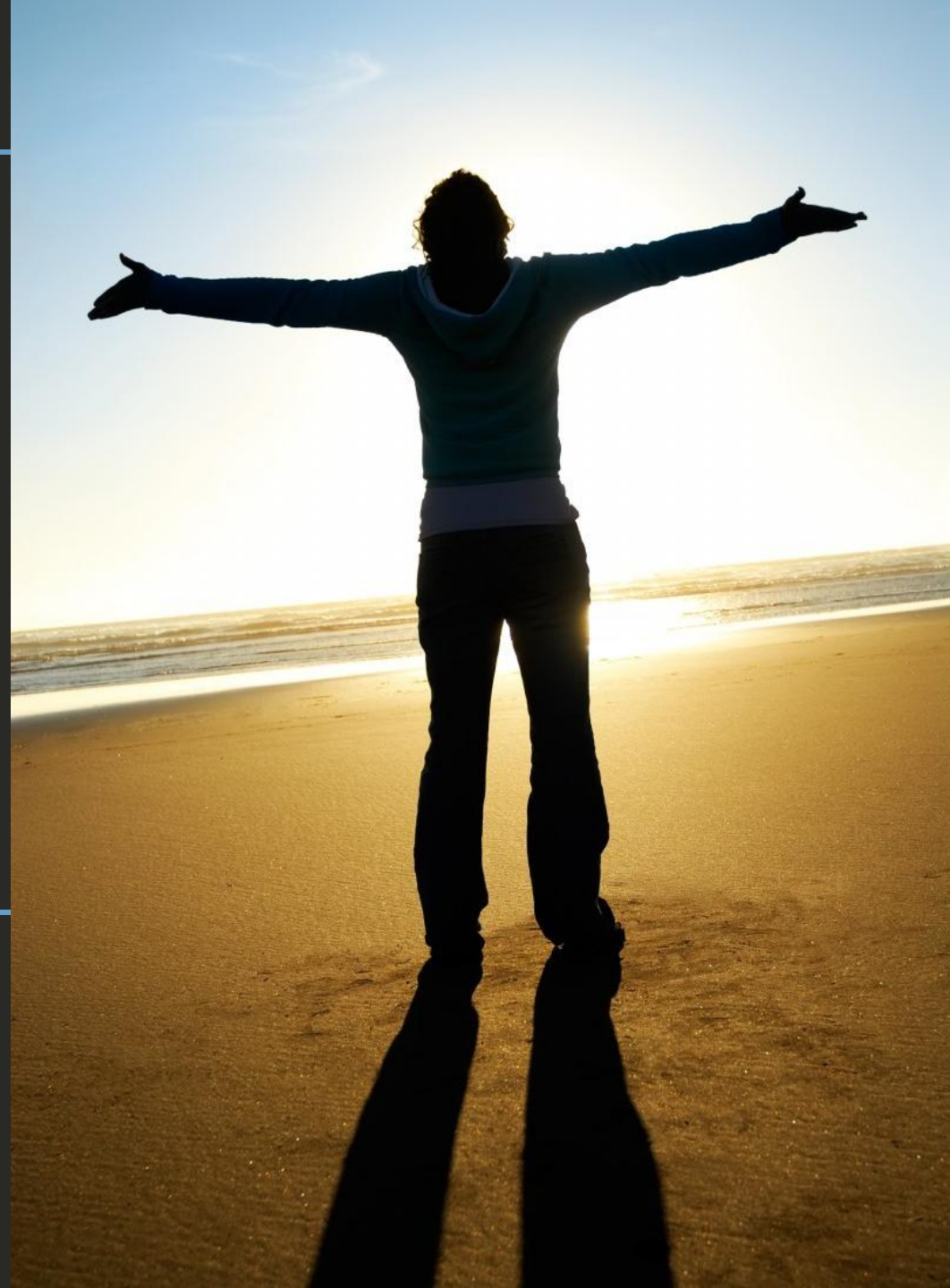
Looking to the future, how do you think concern for the environment will develop over the next twenty years?



Base: Online survey, 1043 British adults 16-64, February 2010

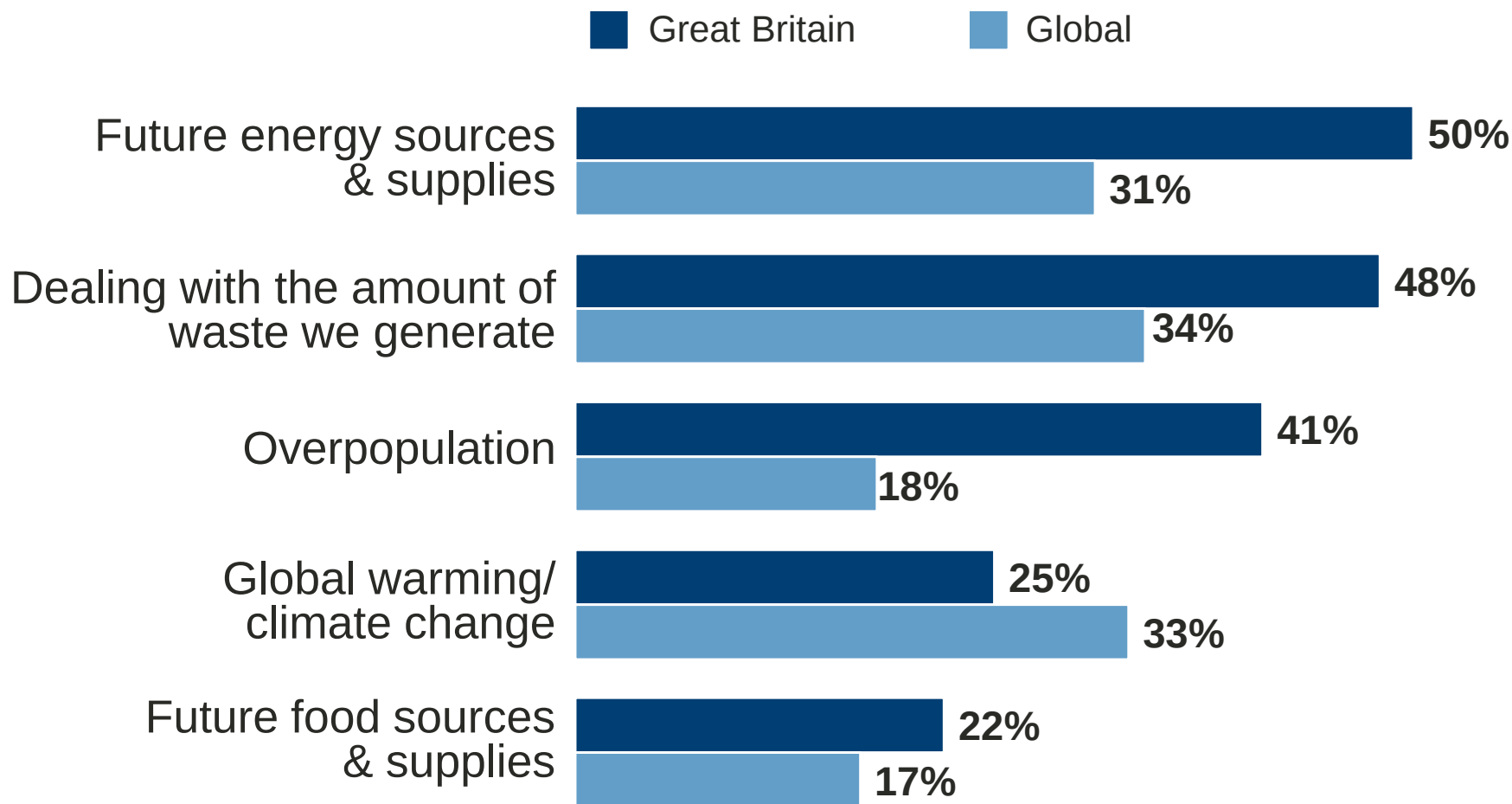
Source: Ipsos MOR/ Euro RSCG

Do we value the natural environment



Energy security, waste and population concerns are more acute in GB than climate change

In your view, what are the three most important environmental issues facing your country today?

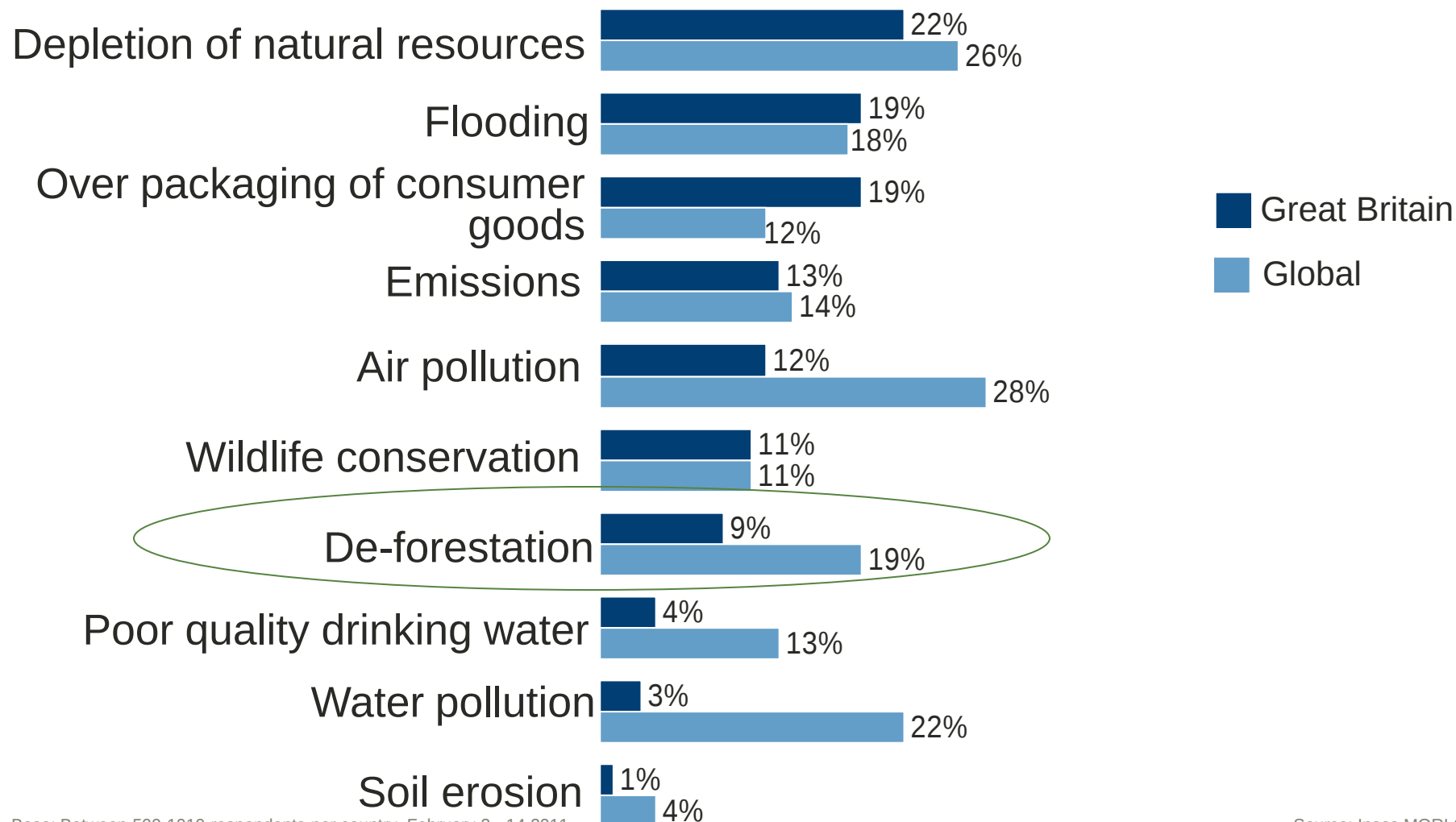


Base: Between 500-1010 respondents per country, February 2 - 14 2011

Source: Ipsos MORI Global @dvisor

Brits are less likely to be concerned about de-forestation than other nations

In your view, what are the three most important environmental issues facing your country today?

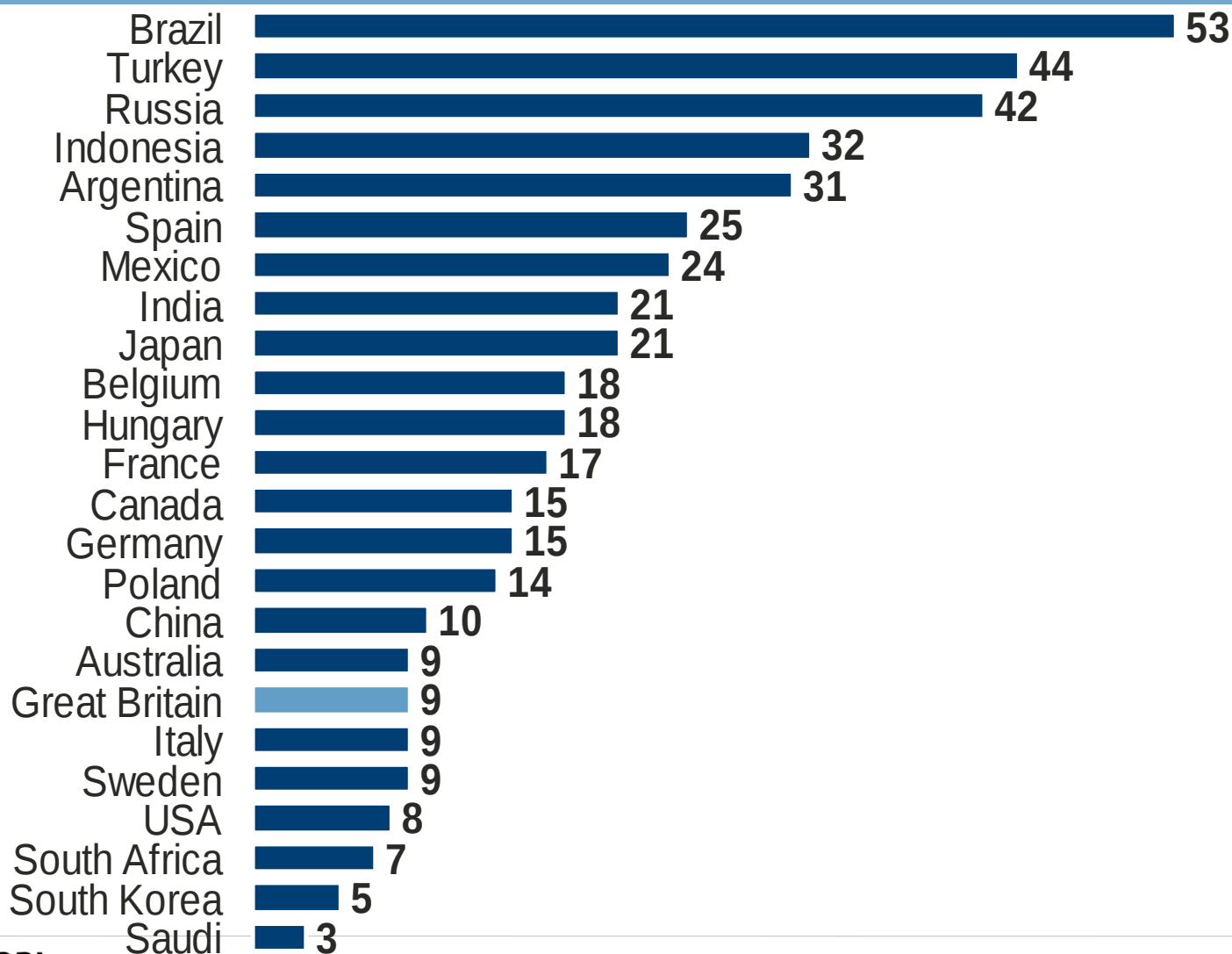


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Brits are less likely to be concerned about de-forestation than other nations

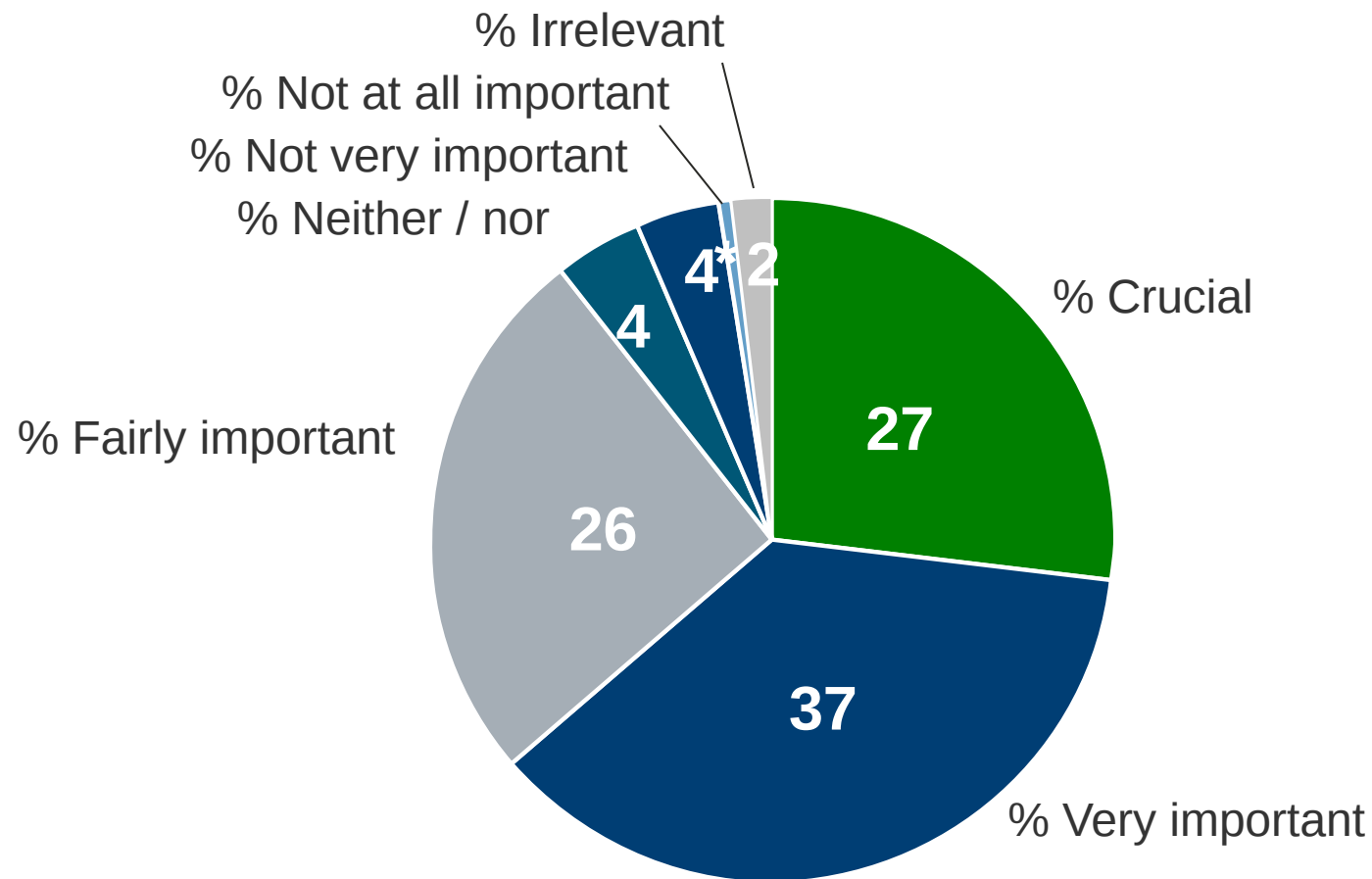
In your view, what are the three most important environmental issues facing your country today?



Source: Ipsos MORI Global @dvisor

2 in 3 English adults feel that spending time in the natural environment is crucial / very important to us

In terms of your quality of life, how important to you is spending time in the natural environment?



Base: All adults in England (862), 12-14 February 2010

Source: Ipsos MORI/ Natural England

Some value the natural environment more than others

In terms of your quality of life, how important to you is spending time in the natural environment?

Residents in rural areas: 78%



Higher Social Grades: 71% of ABs



16-24 year olds: 50%

Base: All adults in England (862), 12-14 February 2010

Source: Ipsos MORI/ Natural England

Public views on woodlands

Data from Forestry Commission 2011 Survey



2 in 3 visit woodlands



Time, weather and access represent key barriers



Visitors see forests as places they can relax, have fun, keep fit and learn about the environment



Public feel forests / woodland have a role in terms of climate change

- On mitigation 82% agreed trees are good because they remove CO₂
- On adaptation 73% agreed planting more trees can help us cope with climate change by providing shade and reducing effects of flooding

How might we change behaviours



Asked about four degrees of Government intervention – and also interventions against business

INFORMATION

- Provide information about changing behaviour

INCENTIVES

- Provide incentives to change behaviour

RESTRICTIONS

- Make behaviour more expensive or difficult

BAN OUTRIGHT

- Ban behaviour

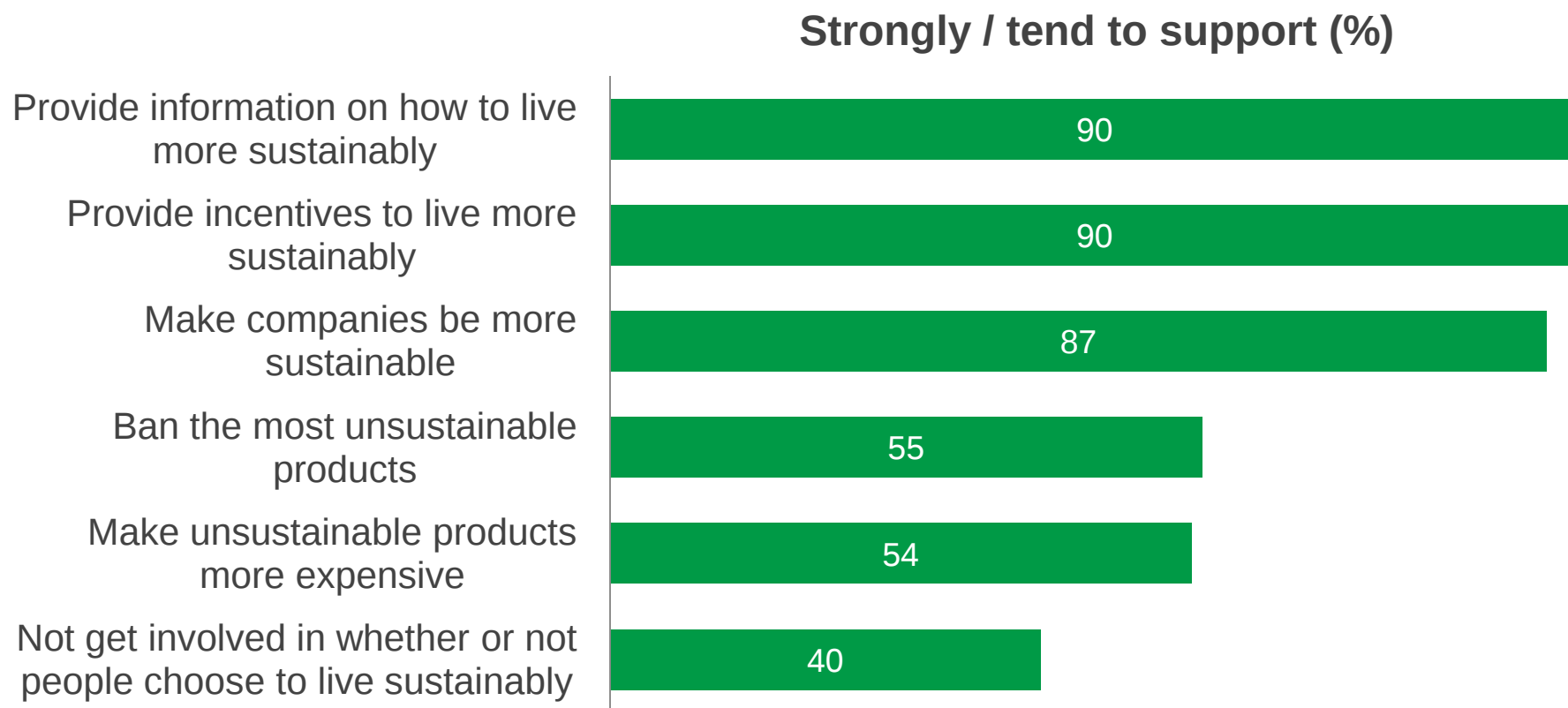
COMPANIES

- Make companies act to change behaviour

**Force of
intervention**

The public think government should provide them with information and support to live more sustainably

Thinking about using the planet's resources in a sustainable way (i.e. in a way that protects the quality of life of future generations), what, if anything, should Government do?

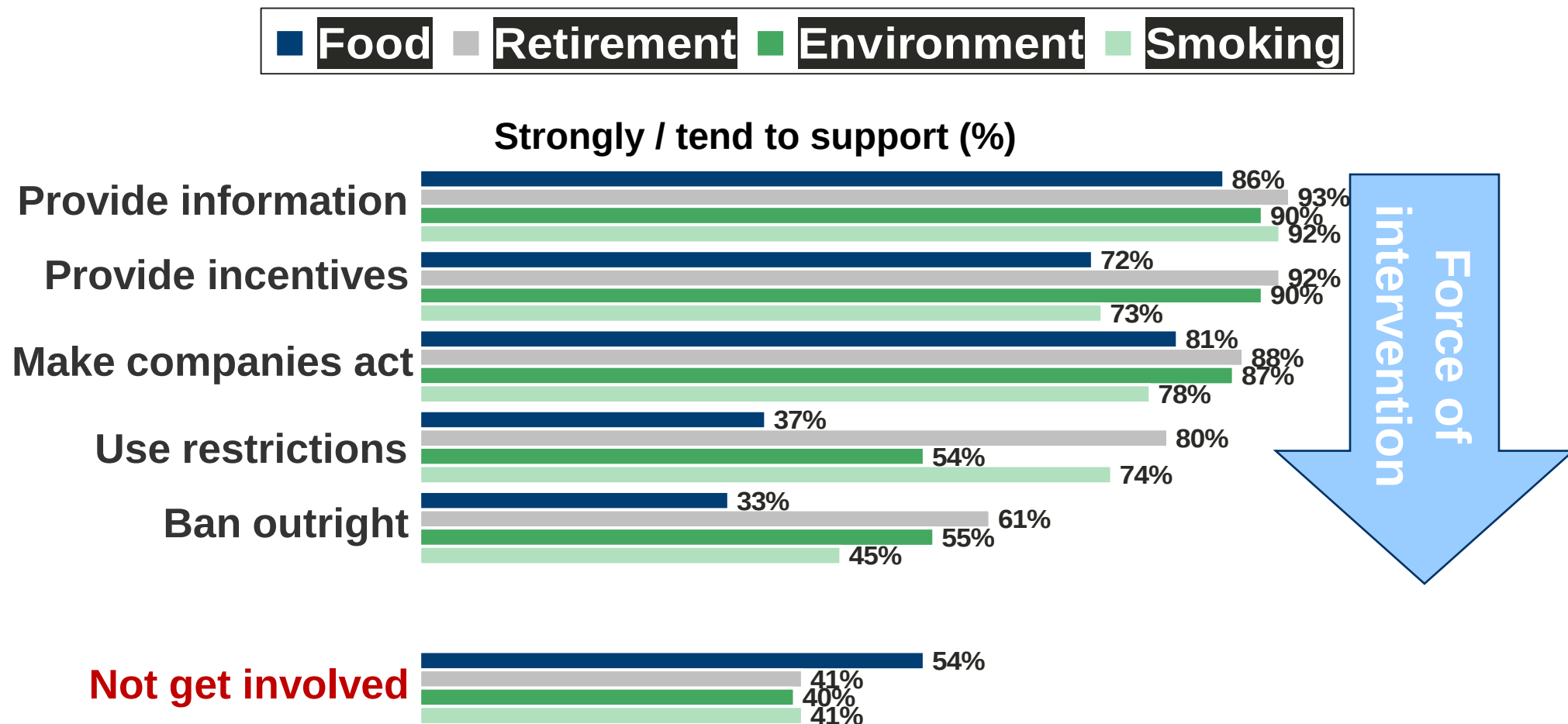


Base: 1,014 British adults aged 16-64, surveyed online between 4th – 22nd November 2010

Source: Ipsos MORI Global @dvisor

Greater support for use of incentives and outright bans around pro-environmental behaviours than on Eating or Smoking

What, if anything, do you think government should do?



Base: 1,014 British adults aged 16-64, surveyed online between 4th – 22nd November 2010

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Thank you

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Ipsos MORI

