BRITAIN: A PALER SHADE OF GREEN?

The environment lags behind other issues % who identify Environment as an important issue facing Britain today



Energy, waste and overpopulation are environmental priorities

Environmental priorities in Great Britain vs. other countries



Great Britain



Global







Future Energy

Sources

36% 17%



24%



28%

10%

5%

Waste Overpopulation

Climate Change

Air pollution

Water Pollution

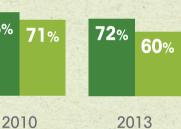
Climate Change

Concern is falling and Brits are less convinced it's man-made

Believe the world's climate is changing Are concerned about climate change







% who believe climate change is the result of human activity





% who believe extreme weather has become more frequent





Flooding

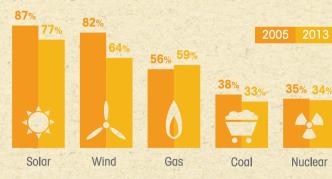
Heat waves

Energy Concerns

Energy bills are a worry and we are less keen on renewables than we used to be

76%

% favourable to different energy sources for producing electricity



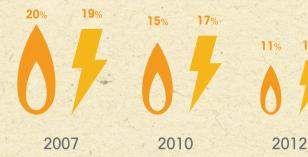


over 4 in 5 are concerned about their household energy bills



% believe meeting the UK's future energy needs will be difficult in the next 5 years

% of customers who reported switching gas or electricity provider in the year...





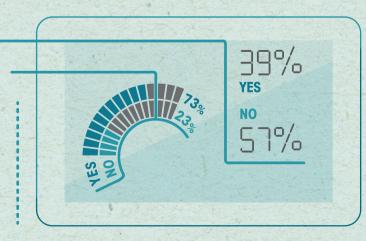
Environmental Behaviours

30 degree wash

Households are taking positive action but there is still a long way to go

% who feel they have control over their energy use % buy more energy efficient appliances % frequently use a

% interested in having a smart meter



% willing to drive an electric car

% willing if same performance as petrol

Avoidable UK food waste in million tonnes





2012

Ipsos MORI Social Research Institute



Click Here: for more information about Ipsos MORI's environmental research and the complete data sets as well as source and base information.

