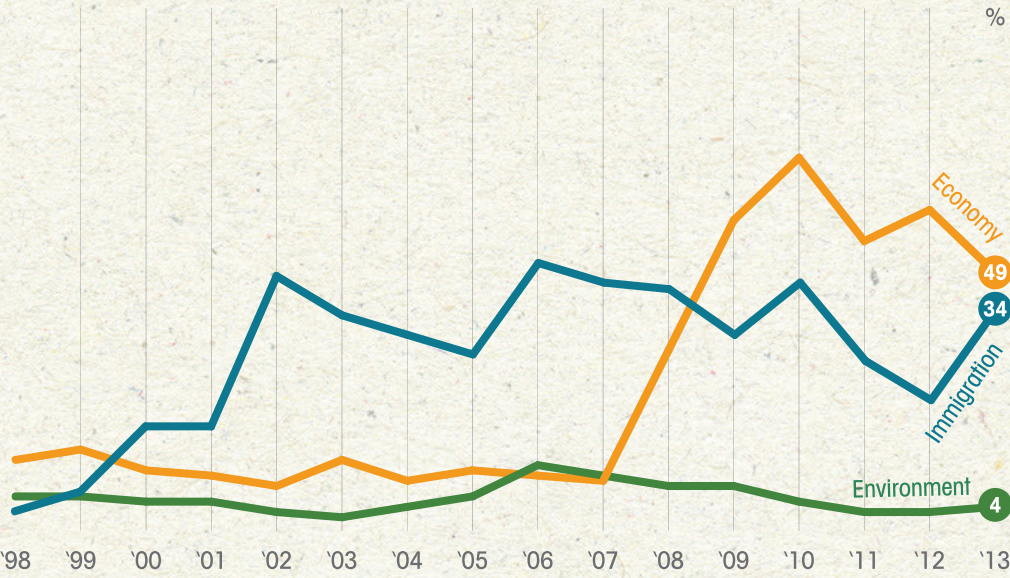


BRITAIN: A PALER SHADE OF GREEN?

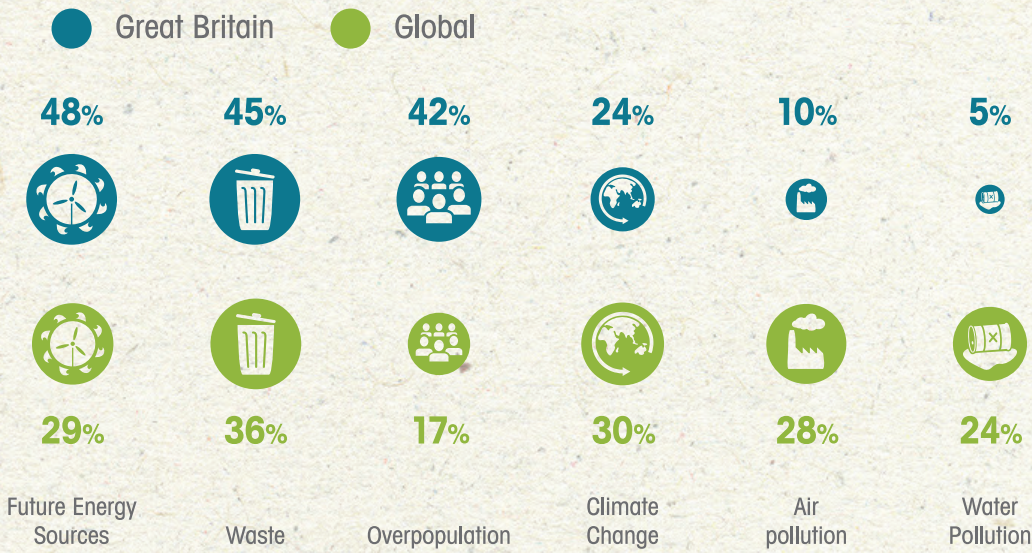
The environment lags behind other issues

% who identify Environment as an important issue facing Britain today



Energy, waste and overpopulation are environmental priorities

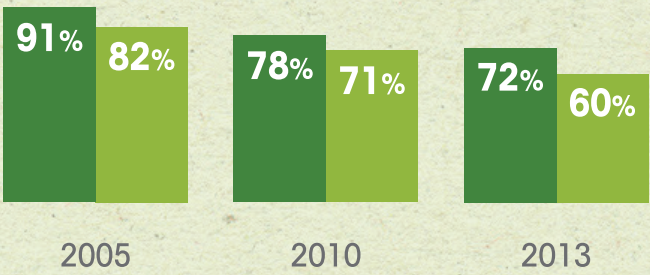
Environmental priorities in Great Britain vs. other countries



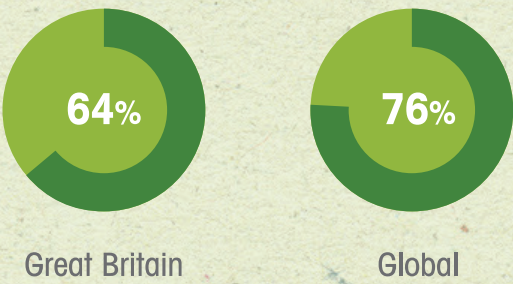
Climate Change

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



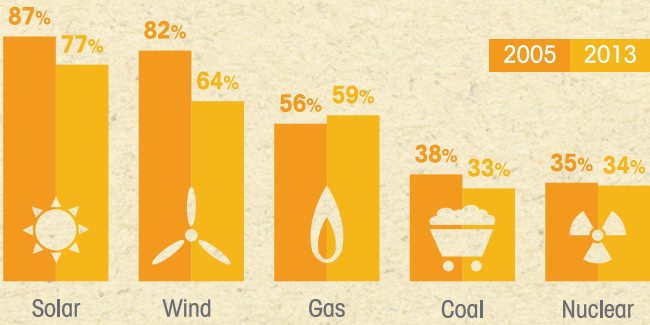
% who believe extreme weather has become more frequent



Energy Concerns

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

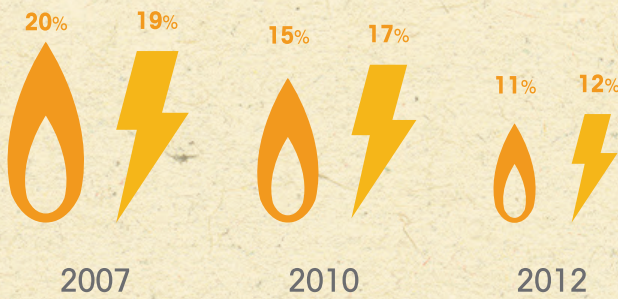
% favourable to different energy sources for producing electricity



over 4 in 5 are concerned about their household energy bills



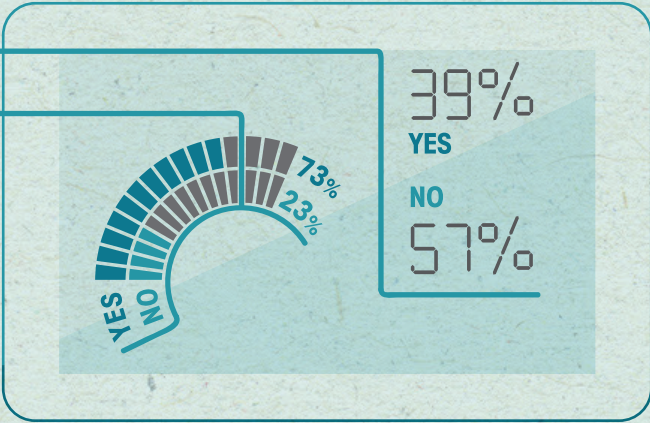
% of customers who reported switching gas or electricity provider in the year...



Environmental Behaviours

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

% interested in having a smart meter
% who feel they have control over their energy use



% willing to drive an electric car



% willing if same performance as petrol



Avoidable UK food waste in million tonnes

