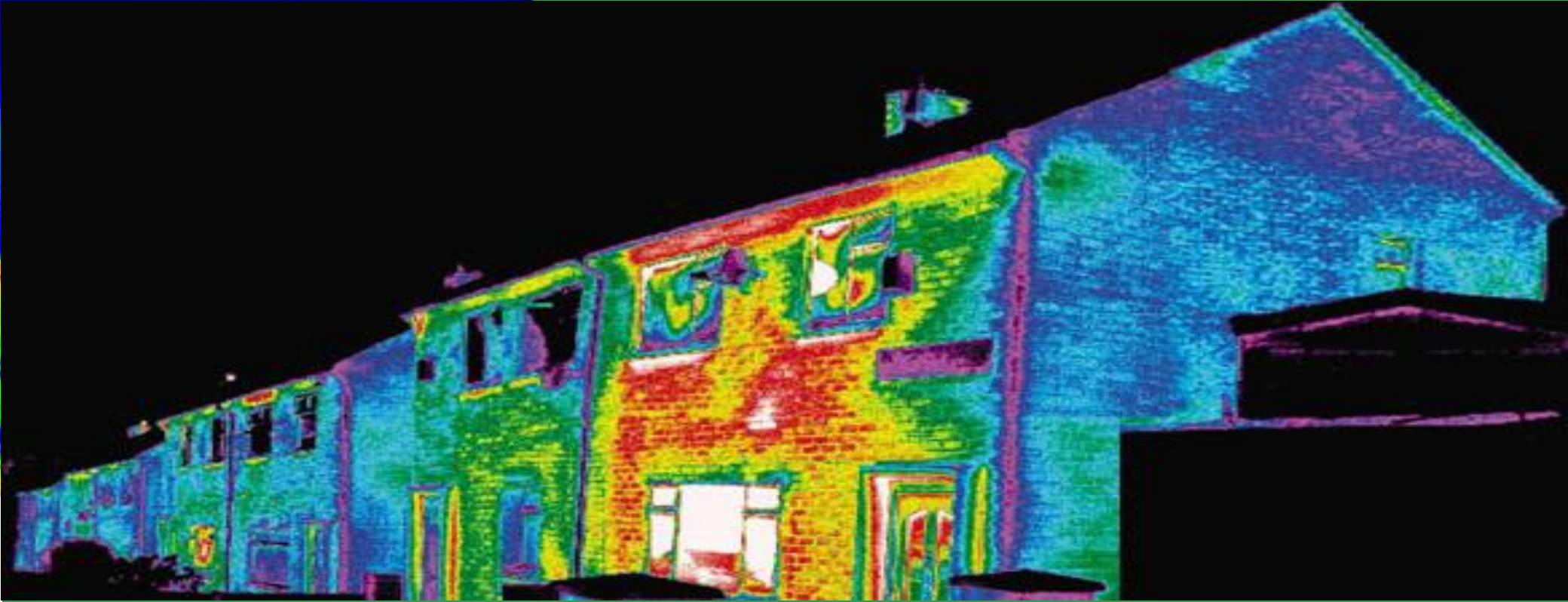




Public Opinion & The Environment et al

Sir Robert Worcester, KBE DL

Chairman, Medway Valley Conservation Partnership

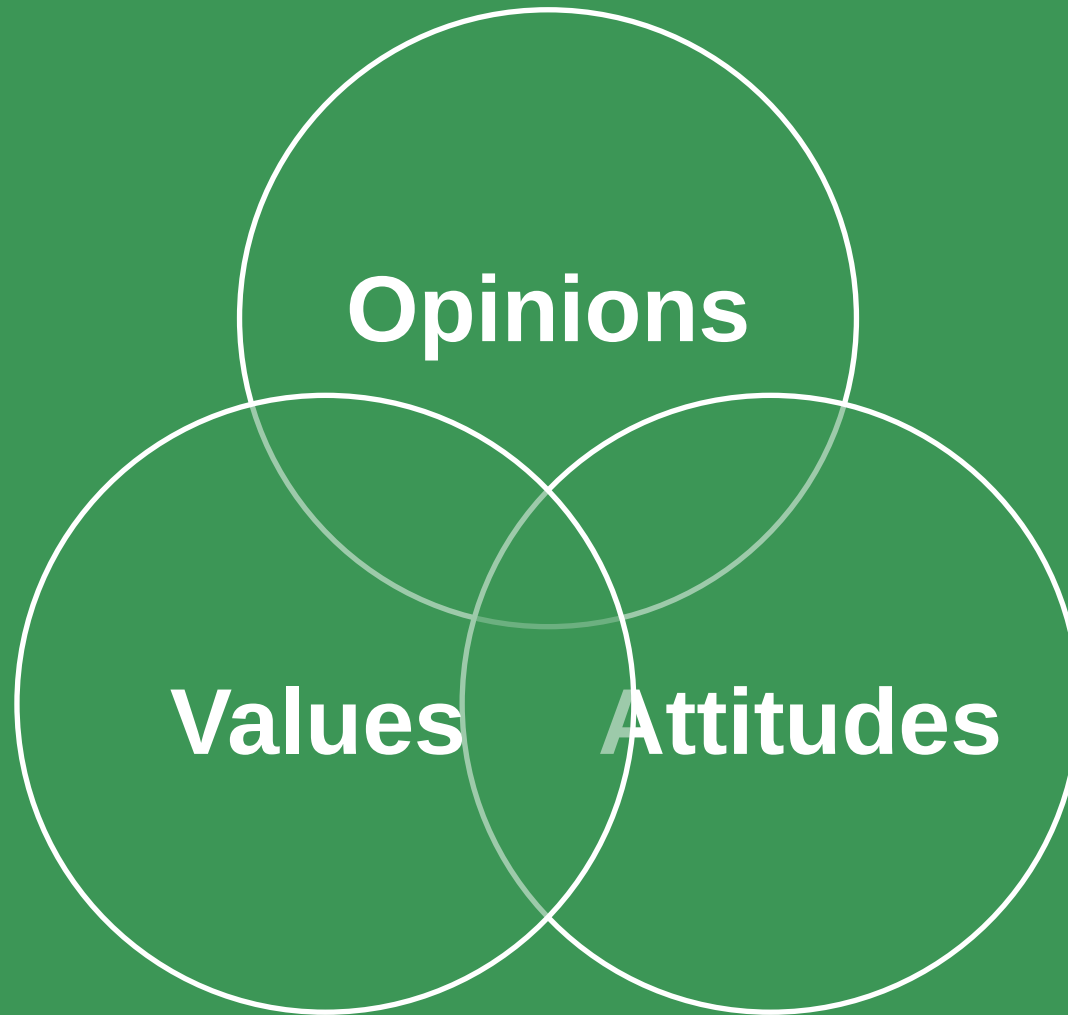
2012 Environment Strategy Day

A quick review of what we know about what people think about the environment

- **Public Opinion: What people do, think, and their ‘views’...**
- **about the environment/pollution/conservation/global warming/and some suggestions**
- **in the next eight minutes: my outline?**

- 1. Putting it in perspective**
- 2. Consumer needs and wants**
- 3. Smart meters?**
- 4. Two minutes left for three questions**

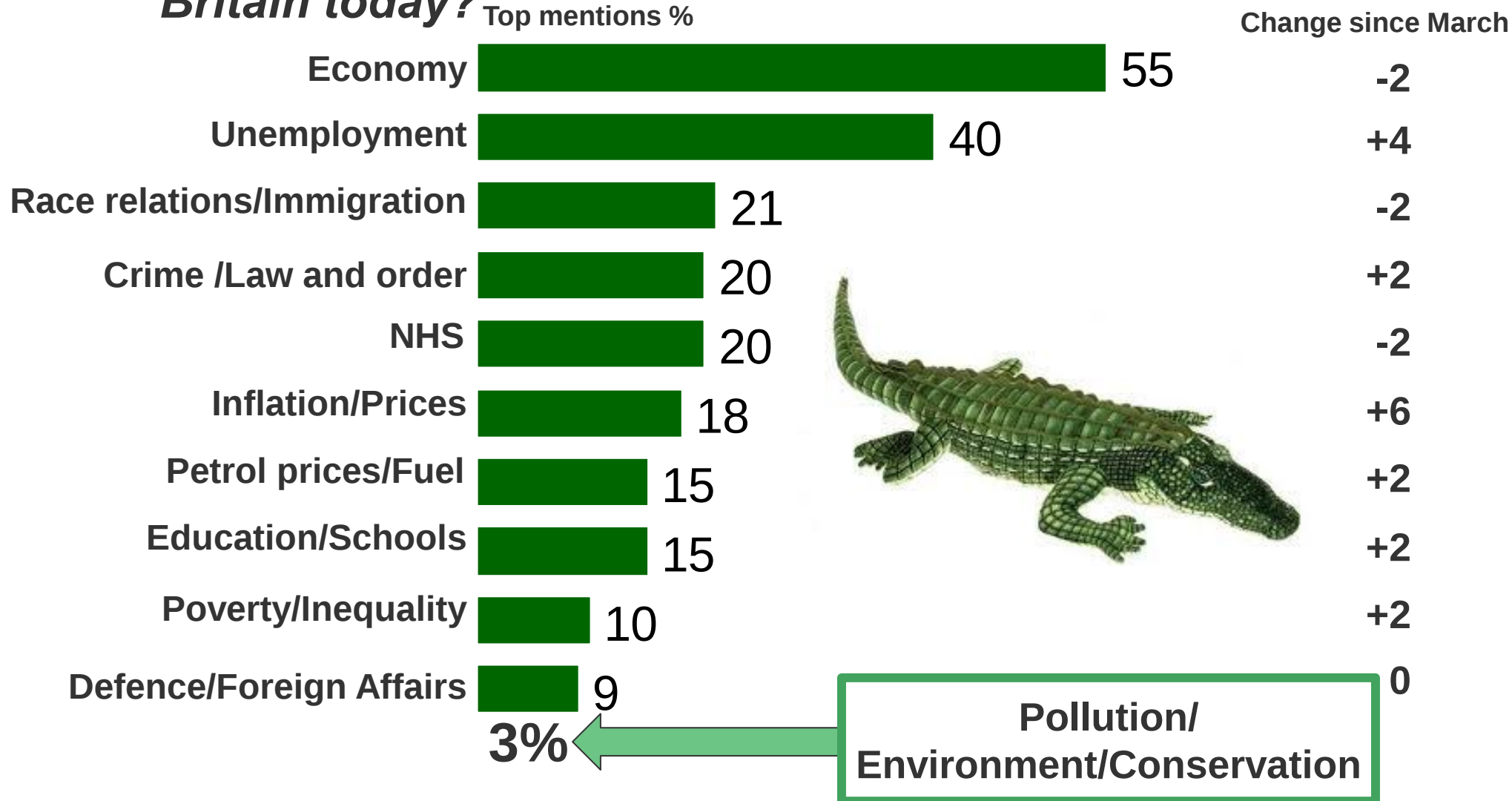
***Public Opinion: what people do, know,
and their 'views'...***



Putting it in perspective

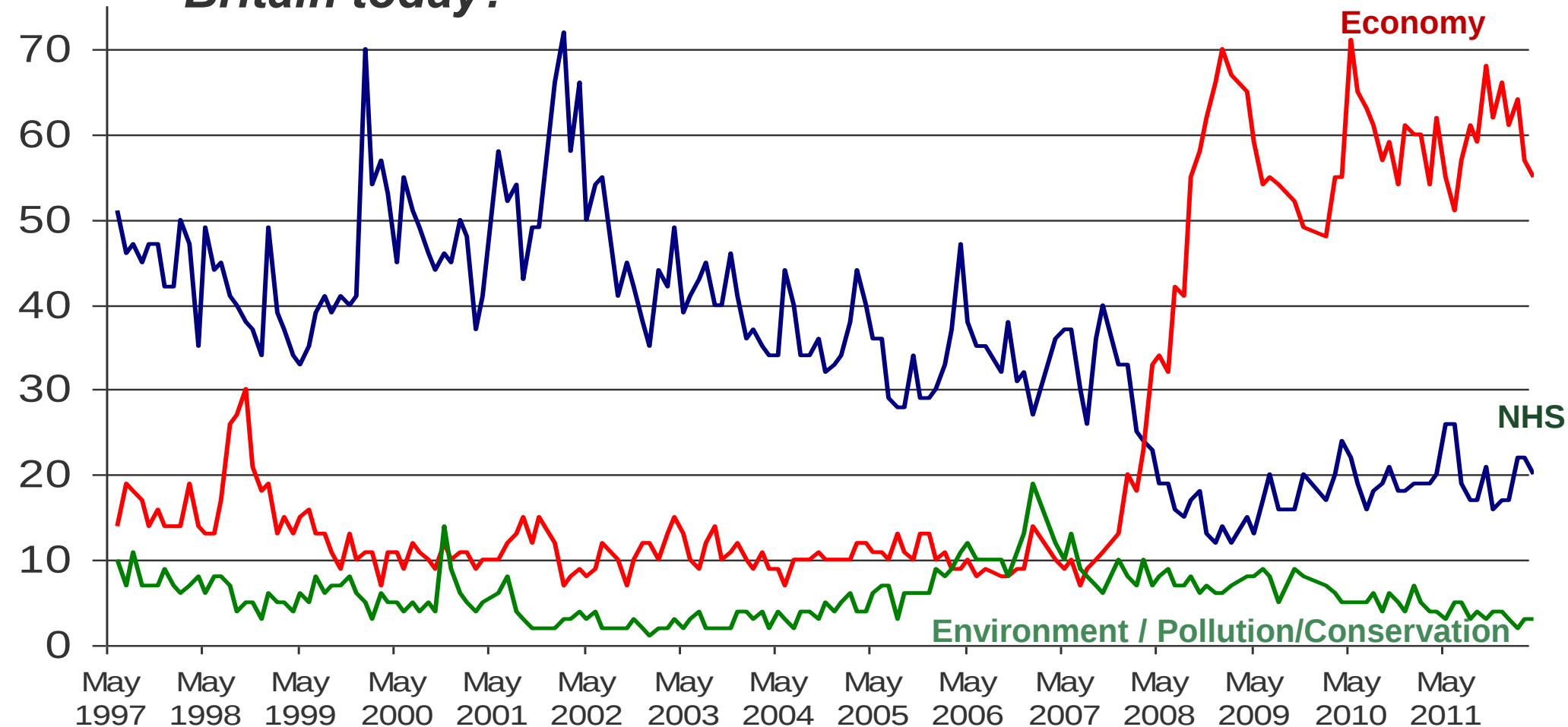
Only a minority of the public prioritize the environment as the most important national issue

Q “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

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

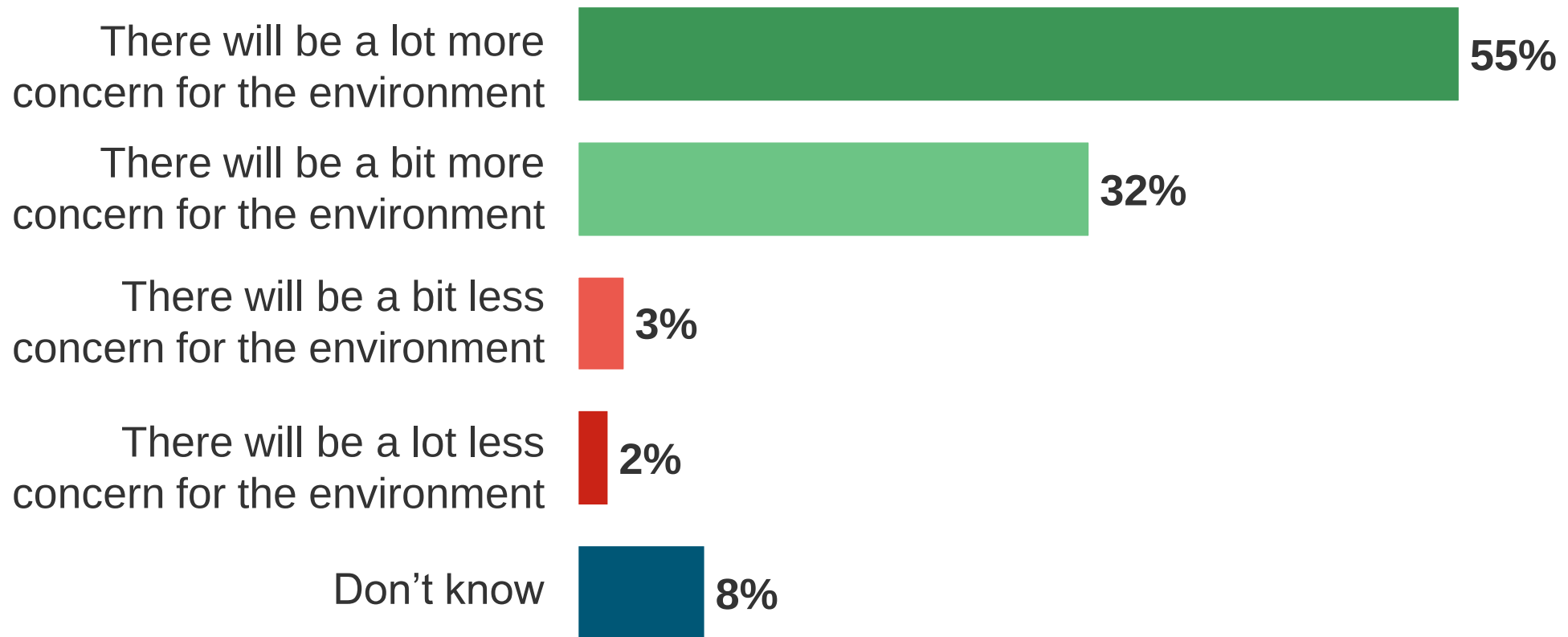


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

The environment is expected to be a future priority

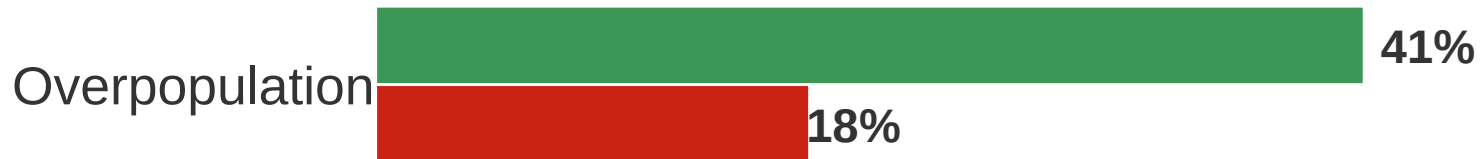
Q. “Looking to the future, how do you think concern for the environment will develop over the next twenty years?”



Energy security, waste and population concerns are more acute in GB than climate change - 1

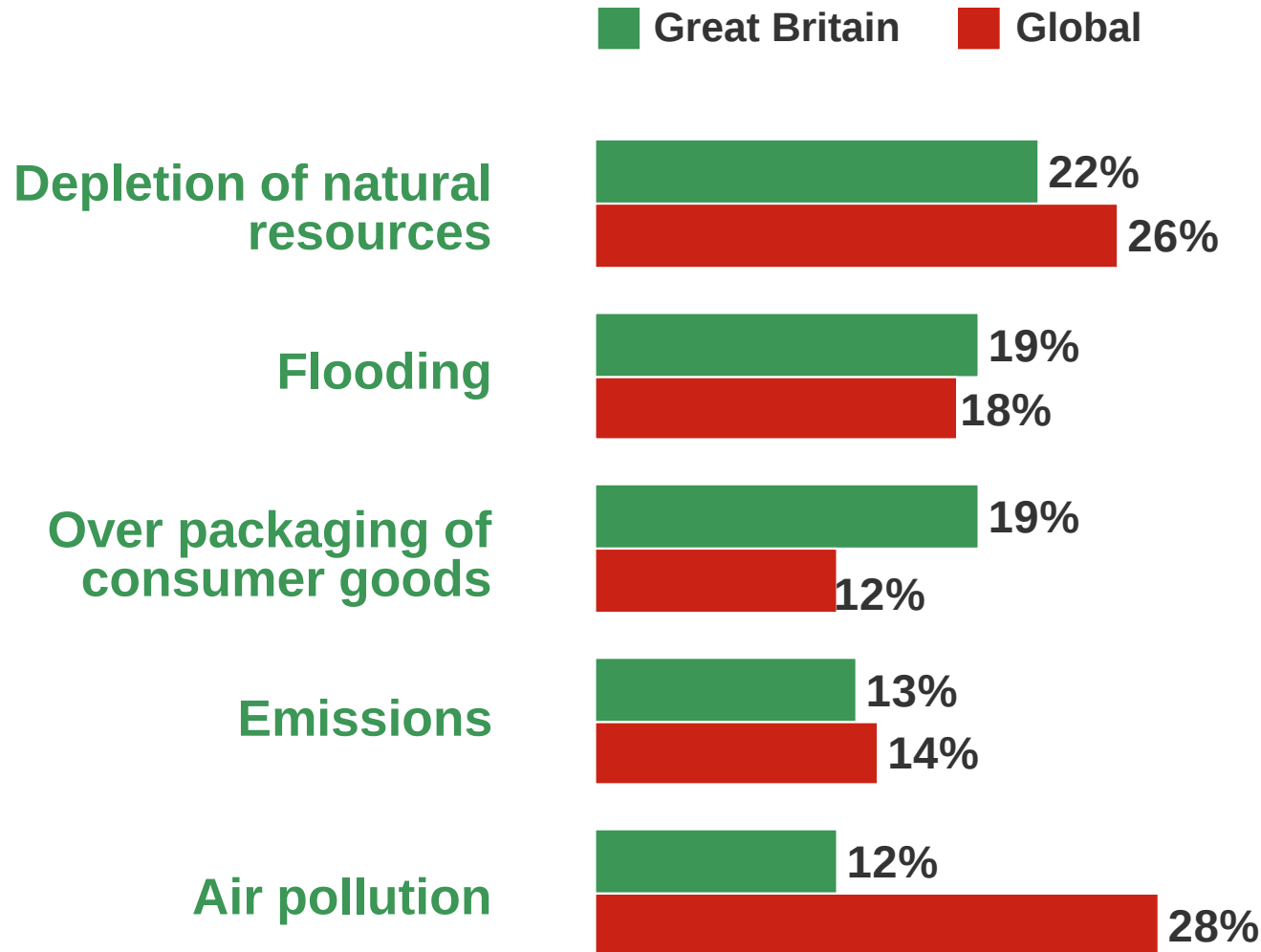
Q. "In your view, what are the three most important **environmental** issues facing your country today?"

Great Britain Global



Key environmental concerns for Great Britain - 2

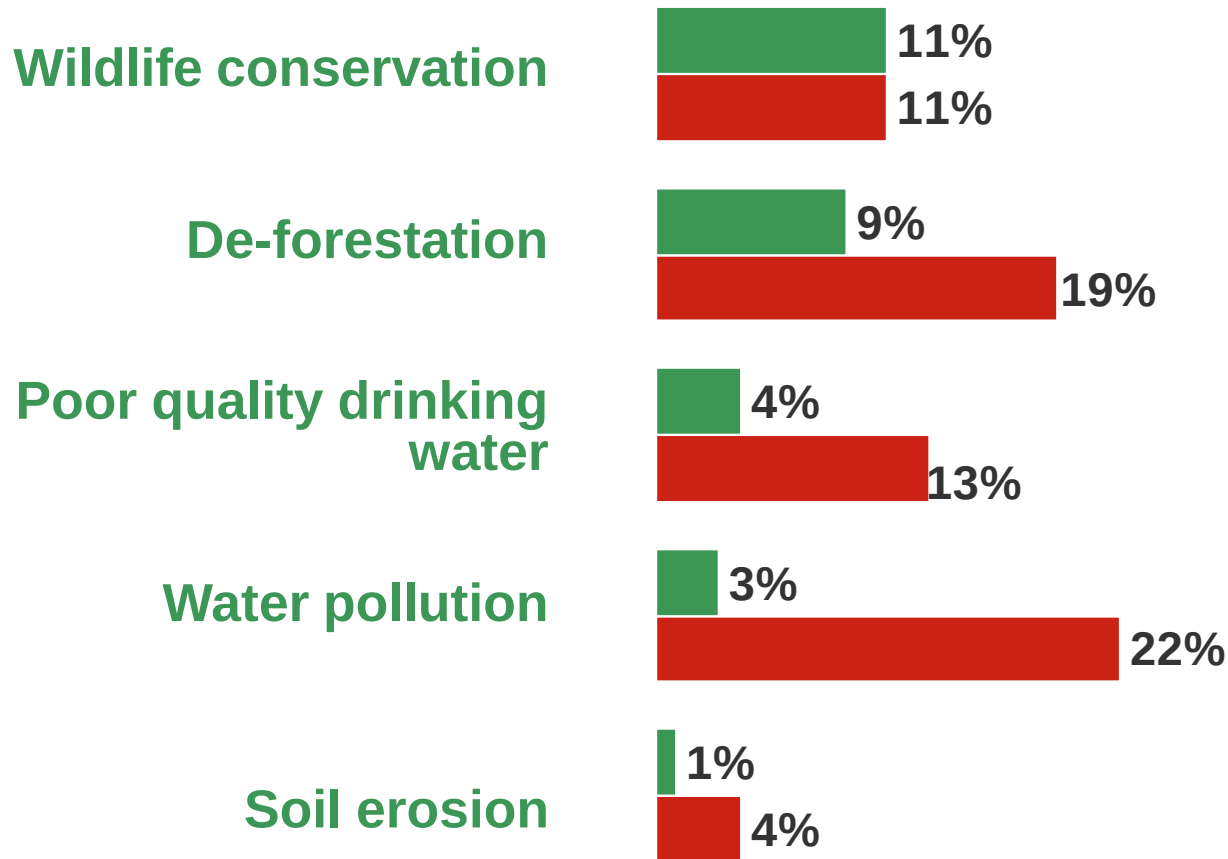
Q. In your view, what are the three most important environmental issues facing your country today?



Key environmental concerns for Great Britain - 3

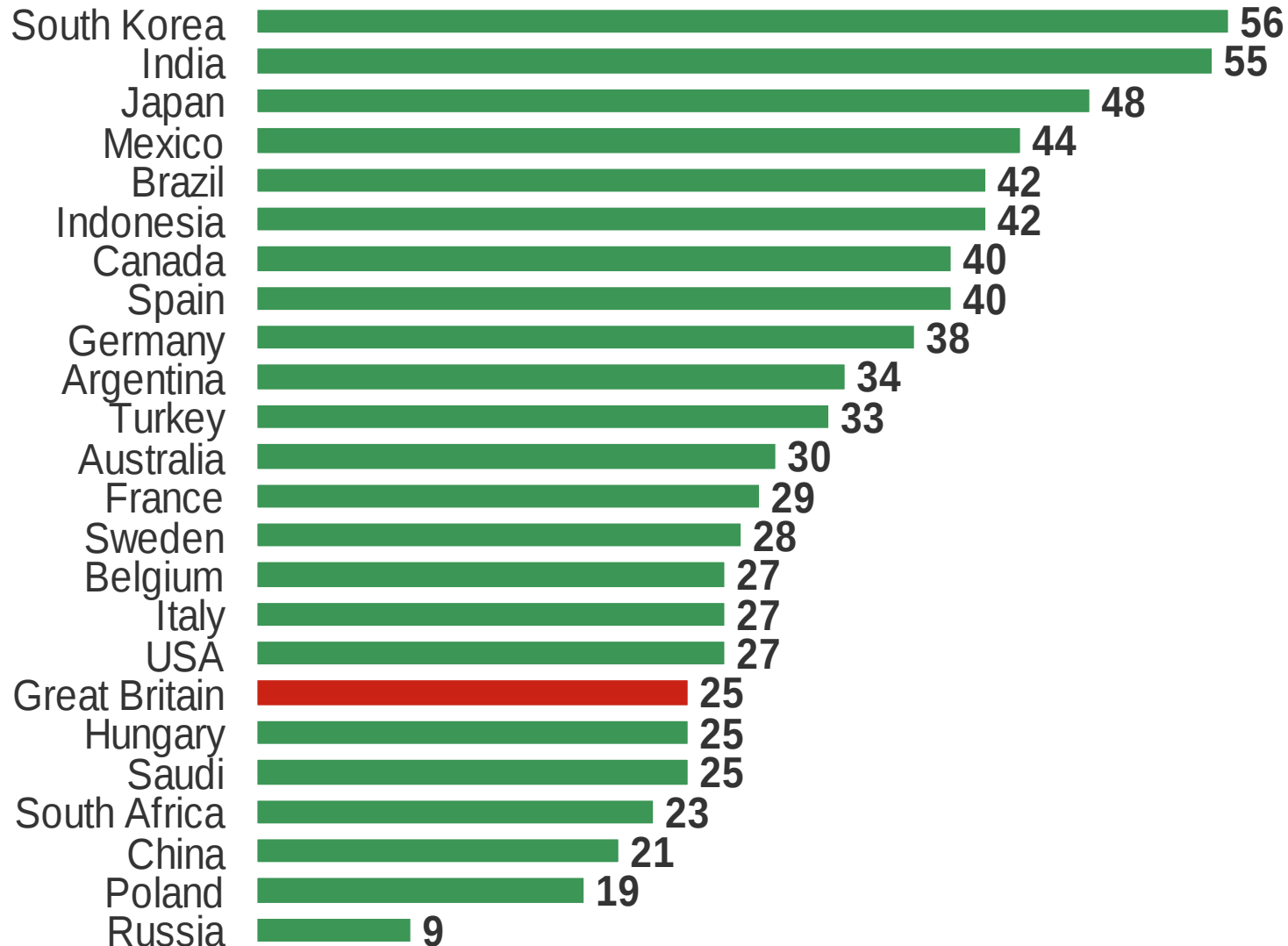
Q. In your view, what are the three most important environmental issues facing your country today?

Great Britain Global



Relative importance of climate change as an environmental issue

Global warming/climate change



Most people feel some sense of responsibility and empowerment

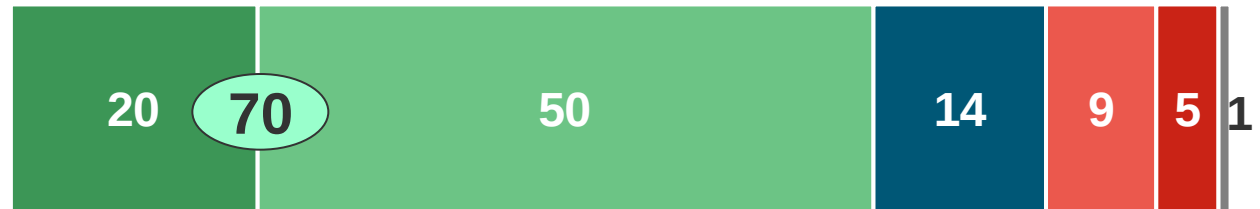
Q. "To what extent do you agree or disagree with each of the following statements about climate change?"

■ % Strongly agree
■ % Tend to disagree

■ % Tend to agree
■ % Strongly disagree

■ % Neither / nor
■ % Don't know / no opinion

It is my responsibility to help to do something about climate change



I can personally help to reduce climate change by changing my behaviour



I personally feel that I can make a difference with regard to climate change



Base: 1,822 British adults, aged 15 and over, 6th January-26th March 2010

Ipsos MORI

Source: Cardiff University / Ipsos MORI

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

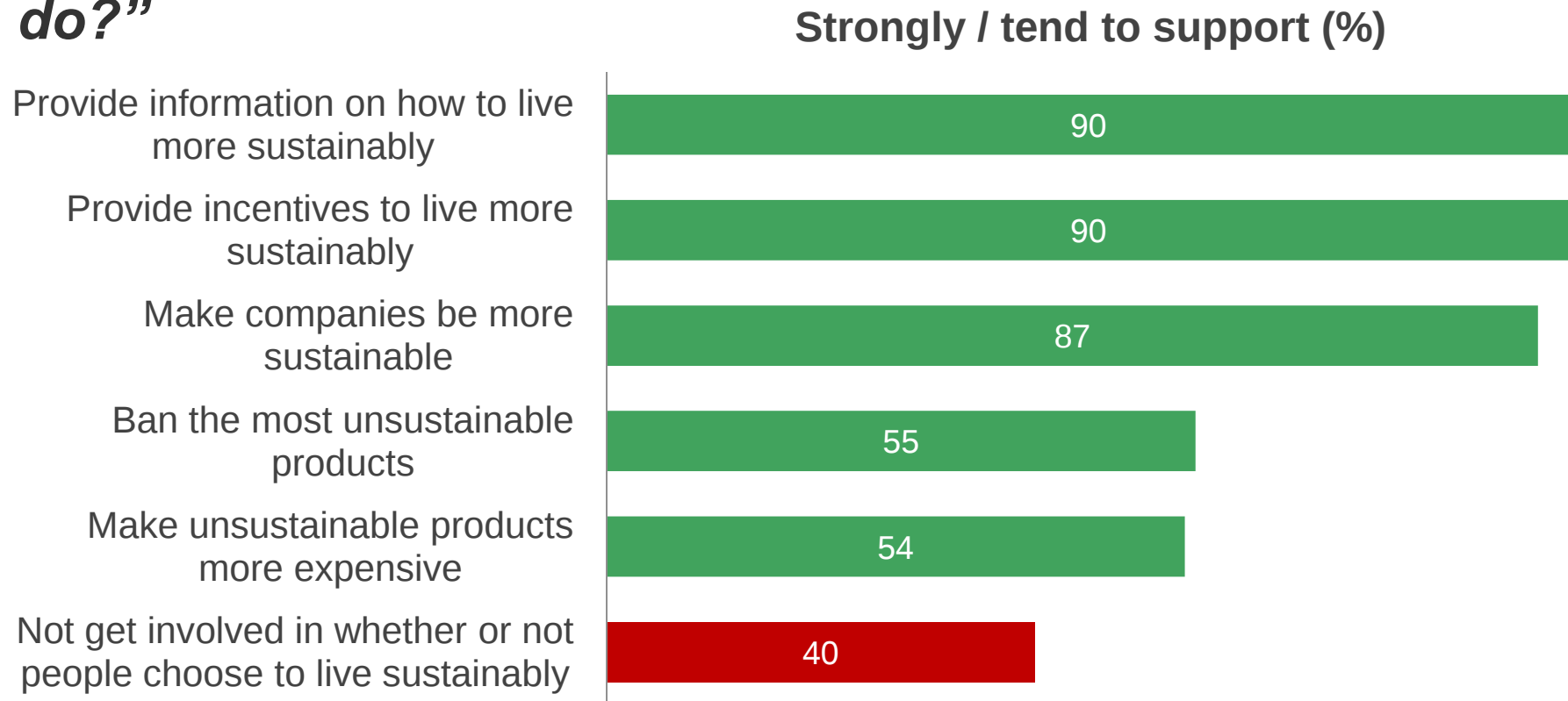
COMPANIES

- Make companies act to change behaviour

**Force of
intervention**

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

Q. “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

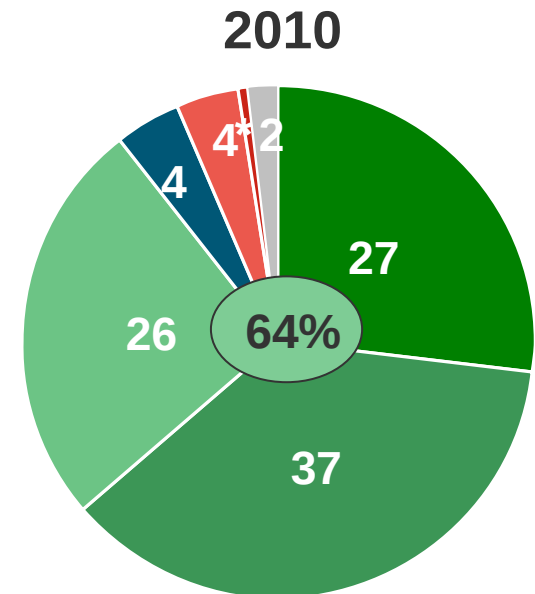
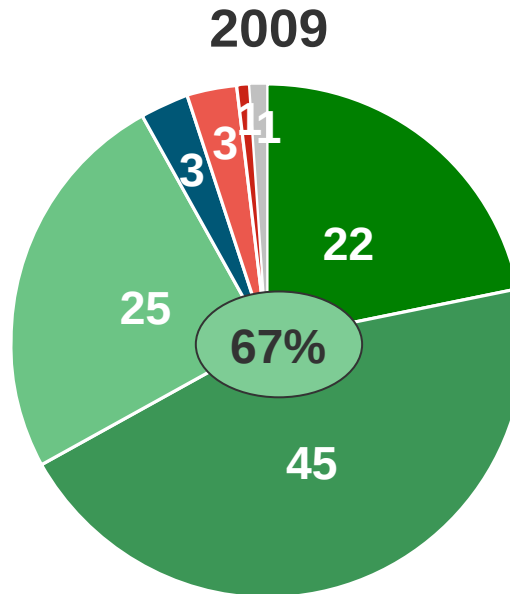
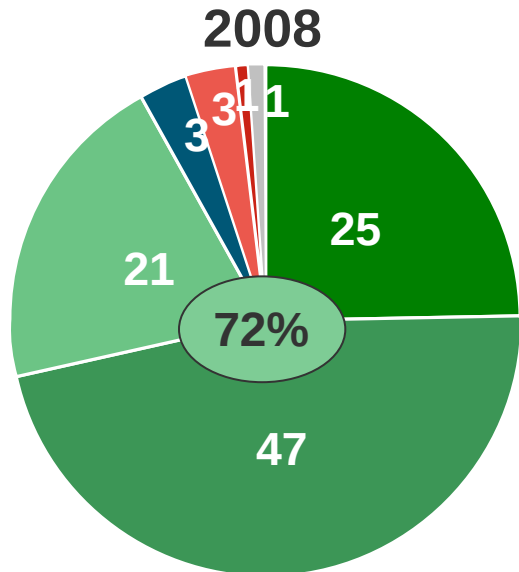
Source: Ipsos MORI Global @dvisor

The natural environment is important to our quality of life

16

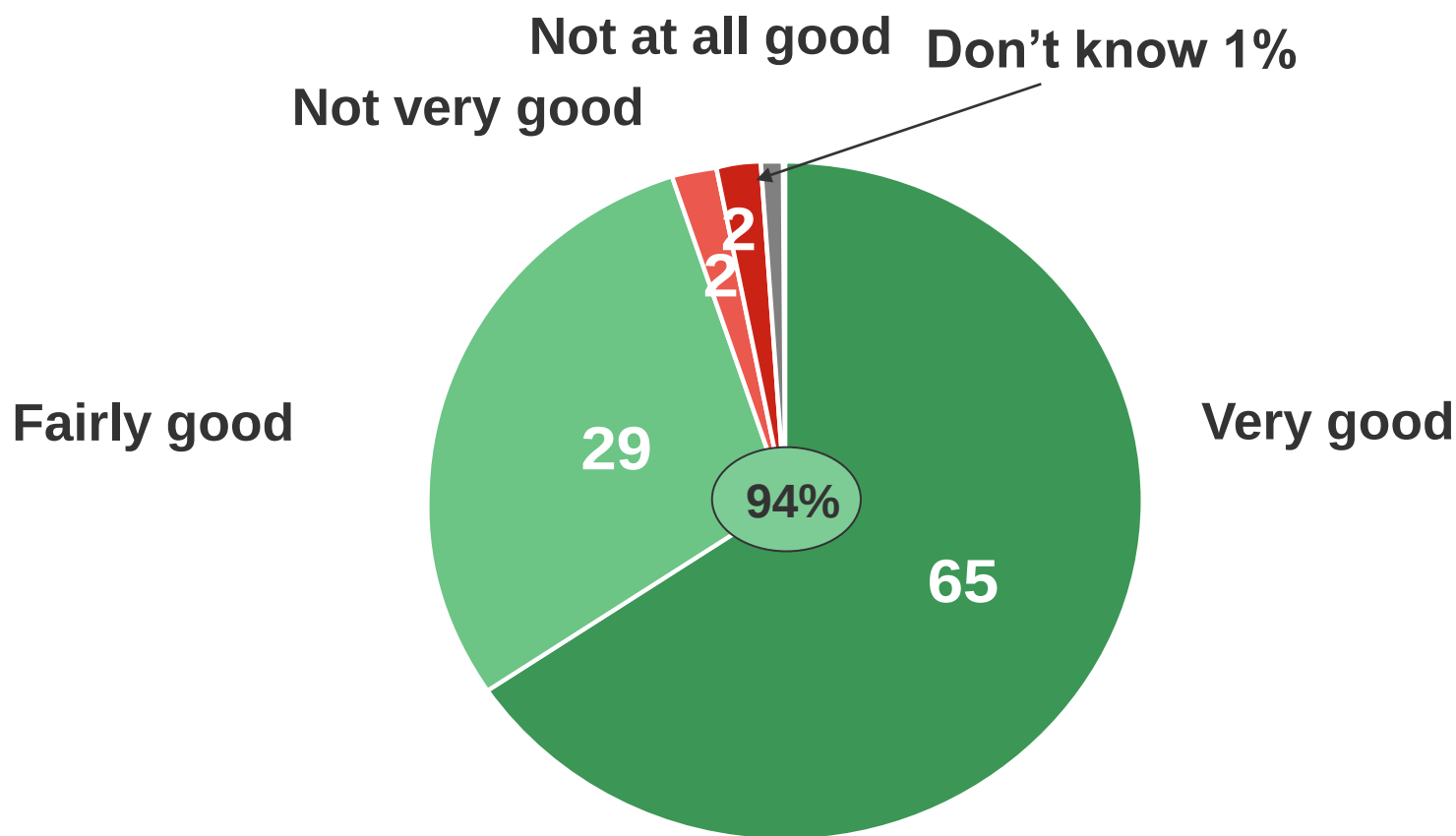
Q “In terms of your quality of life, how important to you is spending time in the natural environment?”

■ % Crucial ■ % Very important ■ % Fairly important ■ % Irrelevant
■ % Neither / nor ■ % Not very important ■ % Not at all important



The English Public recognise the potential health benefits from outdoor exercise

Q *How good an idea would you say it is that GPs prescribe [outdoor] exercise instead of prescription drugs if the GP thought the exercise would remedy the patient's condition?*



Interest in the Green Deal

Conclusions: Consumers' Needs & Wants

- Interest is predicated on a desire for a comfortable home or dislike of waste.
 - Insurance against future fuel price increases has potential to engage customers
- There are strong aspects of the policy that fit with consumer needs
 - Independent assessment; choice of provider; accreditation
- However, consumers are cautious of a novel finance mechanism
- They need hand-holding, and to feel they can 'escape' if their circumstances change
- They look, in part, to government to provide this reassurance



Version 1 | Internal Use Only



Smart meter tracking survey

Presentation for DECC

Conclusions: Smart Meters

- More work needs to be done to increase knowledge about smart meters
- Increase knowledge leads to increased support
- Low awareness and lack of knowledge mean that support for smart meters is 'up for grabs'
- Comparisons with the Energy UK study point towards the importance of how smart meters are framed in driving support
- It will be important that installation process gets off to a solid start
- IHDs are viewed positively by customers, but more needs to be done to ensure customers set them up and look at them

Thank you

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