Annex A   Explanation of terms

1   The following gives explanations and definitions of the derived variables presented in the tables

Greenest activists

2   This classification was created from the results to Question 16 concerning domestic actions respondents may have taken for environmental reasons   Respondents' answers were scored as follows

    On a regular basis   +2
    Once or a few times   +1

The scores were added for all respondents replies and the 'green activists' group made up of those with the highest scores (about a tenth of all respondents)

Greenest consumers

3   This classification was created from the results to Question 17 concerning products respondents may have bought or avoided for environmental reasons   Respondents' answers were scored as follows

    On a regular basis   +2
    Once or a few times   +1

The scores were added for all respondents replies and the 'green consumers' group made up of those with the highest scores (about a quarter of all respondents)

Most concerned

4   This classification was created to show respondents' overall level of concern about the environment and is based on the concern about each of the 27 separate issues in Question 2 For each issue, each response was scored as follows

    Very worried   +2
    Quite worried   +1
    Not very worried   0
    Not at all worried   -1

Scores were then added across all the issues for all respondents, the distribution of scores was then divided into five approximately equal groups   The 'most concerned' group represents the 20 per cent of respondents who had demonstrated the greatest concern over all 27 issues

Contributing factors to global warming

5   Question 13 required respondents to pick from eight options those which they thought were major contributors to global warming   Six options were correct and two were incorrect Respondents were allowed to select as many options as they wished and so the percentages for individual answers add to more than 100 (Table 16)   The table also presents the individual results grouped into four broad categories of 'Best', 'Reasonable', 'Confused' and 'Wrong' These groups have been formed according to combinations of respondents' answers and are mutually exclusive, so the percentages add to 100

6.   The 'Best' group of responses consists of combinations of correct answers including the principal contribution, *emissions of carbon dioxide*. The 'Reasonable' group is combinations of correct answers which exclude *emissions of carbon dioxide*. The 'Confused' group is made up of combinations of one of the incorrect answers and one or more correct answers. The 'Wrong' group contains respondents which picked either or both of the wrong options alone or both in combination with others. There was also an 'Other' category for those respondents who mentioned answers which were not given on the showcard.

Environmental actions

7.   Three sets of questions were asked about environmental actions. The first concerned green actions in the home, the second those taken as a consumer, and the third actions taken to avoid, or as a result of, environmental problems. For each of a range of possible actions, respondents were asked whether they had taken that action *on a regular basis, once or a few times*, or *not at all* in the last 12 months. Respondents could also indicate that the action was not applicable to them (eg they did not have access to a car) (Tables 21a and 21b).

8.   Table 21c shows the percentages of respondents claiming to have taken personal actions *on a regular basis* for environmental reasons. For each action, respondents for whom that action was not applicable have been excluded from the calculations. For example, people without access to a car have been excluded from the total used to the calculate the percentage of people who claimed to use unleaded petrol regularly.

Annex B   Survey sampling and methodology

Sampling and fieldwork

1   The 1993 survey was carried out by NOP Market Research Limited   A pilot survey was conducted in June 1993, before the main fieldwork, to test the draft questionnaire and a number of amendments were made as a result   The final survey was based on a random sample of 3,200 adults (aged 18 and over) drawn from the electoral register in England and Wales   Constituencies were stratified by region, urban/rural mix, and social class   160 constituencies were selected with the probability of being selected proportionate to the population size, and a sample of 20 electors drawn from each of these constituencies   For previous surveys in 1986 and 1989, 81 constituencies had been selected and 32 electors sampled from each (Table B1)

2   The main fieldwork was conducted in July and August 1993   Considerable efforts were made to maximise the response rate   For example, a minimum of five return calls were made to each address to try and establish contact and to arrange an interview   A total of 2,038 people were interviewed face-to-face in their homes giving an effective response rate of 64 per cent, which was slightly higher than for the previous two surveys   Table B1 shows the main sampling features and differences between the three surveys

Table B1   Public attitudes to the environment survey sampling

England and Wales   Numbers and *percentages*

	1986	1989	1993
Date of fieldwork	Sept	May-Jun	Jul-August
Sample size	2,610	2,696	3,206
Number of constituencies	81	81	160
Sample within constituency	32	32	20
Number interviewed	1,575	1,567	2,038
Response rate	*62*	*60*	*64*

Source Department of the Environment

3   The fieldwork included 248 interviews with non-electors aged 18 and over, who were chosen by an additional sampling procedure   The combined sample of electors and non-electors was then weighted to take account of the elector/non-elector split in the population as a whole, to give a weighted sample of 2002   The weighted sample is used as the base for deriving the 1993 results presented in the tables

Sampling errors

4   Table B2 gives some examples of 95 per cent confidence intervals for estimated proportions by the sex and age groups presented in many of the tables   The errors vary according to sample size and the magnitude of each proportion being estimated and those given in the table correspond to a simple random sample   However, the 1993 survey sample was clustered into 160 sampling points   The clustering increases the errors by a factor known as the sample design effect   This effect varies for each variable and cannot easily be built into each error calculation   In the

absence of this calculation, and given the nature of the sample, NOP advise that a reasonable estimate of an average sample design effect for most variables would be about 1.3. Thus more realistic estimates of errors may be calculated by multiplying the errors in the table by 1.3. On this assumption it can be seen that estimated proportions based on all respondents are likely to be within 3 percentage points of the proportion for the population in England and Wales as a whole, ie the 95 per cent confidence limits for an estimated proportion of 50 per cent are ±3 percentage points.

Table B2 Confidence intervals for proportions

Sample		Subsample size	Estimated proportion	95% confidence interval (+/-)
All		2,002	50%	2.2
			20 or 80%	1.8
Females		1,058	50%	3.0
			20 or 80%	2.4
Males		944	50%	3.2
			20 or 80%	2.6
Ages	- 18-24	221	50%	6.6
			20 or 80%	5.3
	- 25-44	754	50%	3.6
			20 or 80%	2.9
	- 45-64	632	50%	3.9
			20 or 80%	3.1
	- over 64	395	50%	4.9
			20 or 80%	3.9

Source: Department of the Environment

Bias

5. The survey estimates are subject to sampling errors and probably other systematic errors and biases. For example, non-respondents may have been generally less concerned about the environment and this may have introduced a bias into the results. The efforts in 1993 to maximise the response rate may have helped to reduce such biases.

6. Poor questionnaire design (eg leading questions) can also influence the results and encourage respondents to give answers they think are expected of them. Efforts were made to limit such problems. For example, the core of the 1993 questionnaire was based on the previous tried and tested surveys of 1986 and 1989 and most of the new questions were based on questions included in other successful surveys. The questionnaire was also piloted before the main fieldwork. For the green actions section, respondents were asked what they had done in the last 12 months rather than what they were prepared to do in the future, to help limit over-claiming. In at least one case responses were consistent with other independent environmental information. The proportion of respondents who claimed they used unleaded petrol regularly (53 per cent) was very close to the actual proportion of sales of unleaded petrol in July and August 1993.

7. Responses can also be biased by media coverage of events around the time of the survey (eg the THORP reprocessing plant). The 1993 survey was carried out a year later than originally planned, in part to avoid any possible short term effects of the 1992 General Election campaign and of coverage of the United Nation's Earth Summit in Rio de Janeiro.

Interview techniques

8   The survey included a substantial section covering attitudes to 27 given environmental issues   These were illustrated by 27 picture cards (see Figure 1), some of which were used in previous surveys   Seven issues were added to those used in 1989 and one was omitted   Some of the pictures used in previous surveys had to be changed   For instance, most aerosol cans are no longer damaging to the ozone layer and so were not shown on the 1993 picture card

9   Respondents used these cards to answer a series of questions by dealing them into piles according to their responses   So, for example, the cards were sorted into piles according to respondents' level of concern for each of the issues   The respondent was then asked to indicate how much they felt could be done about each issue and who should do something about it   To help respondents sort the cards for these exercises basecards were used with the options marked on them   The answers to these questions are given in Tables 1, 6, 7, 9 and 11

10   For most questions, respondents were prompted with a list of possible answers or options These were given on showcards, or respondents used the 27 picture cards mentioned above The issues or options which were available are listed in tables where relevant   In some cases, respondents could pick more than one option and so the percentages can add to more than 100

11   Three questions in the survey were unprompted   For these, respondents were required to answer in their own words rather than select from a choice of answers or options   A wide range of answers were given for each question   The results for the most popular answers are presented in Tables 4a, 4b, 8 and 20

Comparisons with previous surveys

12   A number of questions were repeated from previous surveys to enable comparisons of attitudes to be made over time   The results are given in Tables 1, 2, 4a, 6b and 10a In some cases, it was necessary to change slightly the wording of a question or the depiction of an environmental issue on a picture card (see footnotes to these tables)   Some comparisons therefore must be treated with a degree of caution

1

Name _____

CARD 2 (10)

ENVIRONMENT SURVEY 1993

Hello, my name is   from NOP the market research company We are conducting a survey about environmental issues

Q1a   What do you think are the most important issues the government should be dealing with? Any others? **CODE ALL THAT APPLY DO NOT PROMPT**

```
                                                    (11-14)
        Unemployment ------------------------------ 1
        Rising prices/Inflation ------------------- 2
        Economy in general ------------------------ 3
        Council tax ------------------------------- 4
        Defence/Nuclear weapons ------------------- 5
        Education --------------------------------- 6
        Crime/Law and order ----------------------- 7
        Pollution/Environment --------------------- 8
        Public transport -------------------------- 9
        Health/Social Services -------------------- 0
        Housing/Mortgage rates -------------------- X
        Income Tax/VAT ---------------------------- Y
                                                    (15-16)
        Pensions/Social Security/Child Benefits --- 1
        Other (WRITE IN)

        _____ 2
        Don't know -------------------------------- 3
```

Q1b   How concerned are you about the environment in general?
       Are you

```
                                                    (17)
              Very concerned ---------------------- 1
              Quite concerned --------------------- 2
              Not very concerned ------------------ 3
              Not at all concerned ---------------- 4
              Don't know -------------------------- 5
```

Q2. **HAND RESPONDENT PROBLEM CARDS AND BOARD "A".**

How worried do you personally feel about each of these environmental issues? Please place each of the cards on this larger card to show whether you generally feel very worried, quite worried, not very worried or not at all worried about it. If there are any cards which you don't understand, or issues you have never heard of, please put these cards to one side.

GO THROUGH EACH PILE OF CARDS AND CODE BELOW. REMOVE ANY CARDS NOT HEARD OF AND DO NOT SHOW AGAIN

	Very worried	Quite worried	Not very worried	Not at all worried	Don't know	Never heard of	
A	1	2	3	4	5	6	A (18)
B	1	2	3	4	5	6	B (19)
C	1	2	3	4	5	6	C (20)
D	1	2	3	4	5	6	D (21)
E	1	2	3	4	5	6	E (22)
F	1	2	3	4	5	6	F (23)
G	1	2	3	4	5	6	G (24)
H	1	2	3	4	5	6	H (25)
I	1	2	3	4	5	6	I (26)
J	1	2	3	4	5	6	J (27)
K	1	2	3	4	5	6	K (28)
L	1	2	3	4	5	6	L (29)
M	1	2	3	4	5	6	M (30)
N	1	2	3	4	5	6	N (31)
O	1	2	3	4	5	6	O (32)
P	1	2	3	4	5	6	P (33)
Q	1	2	3	4	5	6	Q (34)
R	1	2	3	4	5	6	R (35)
S	1	2	3	4	5	6	S (36)
T	1	2	3	4	5	6	T (37)
U	1	2	3	4	5	6	U (38)
V	1	2	3	4	5	6	V (39)
W	1	2	3	4	5	6	W (40)
X	1	2	3	4	5	6	X (41)
Y	1	2	3	4	5	6	Y (42)
Z1	1	2	3	4	5	6	Z1(43)
Z2	1	2	3	4	5	6	Z2(44)

I am now going to ask you to tell me which issues are of the greatest importance to you firstly in terms of your local area, then in terms of Britain, and finally in terms of global issues

Q3a **SHOW ALL "HEARD OF" CARDS** Thinking about the area you live in, can you look only at those cards you feel are issues locally to see which two or three are the most important Which one do you feel is the most important issue locally? **WRITE IN LETTER**

<pre>
                                          (46)
        ┌────┐   Don't know -------------- 1
        │   │   None -------------------- 2
        └────┘
        (45)
</pre>

Q3b Which is the next most important issue?

<pre>
                                          (48)
        ┌────┐   Don't know -------------- 1
        │   │   None -------------------- 2
        └────┘
        (47)
</pre>

Q3c And which is the next most important issue?

<pre>
                                          (50)
        ┌────┐   Don't know -------------- 1
        │   │   None -------------------- 2
        └────┘
        (49)
</pre>

Q4 Thinking back to how this area was about five years ago, do you think that in general local environmental problems are worse now in this area than they were five years ago, or better, or are they much the same as they were five years ago?

<pre>
                                    (51)
        Worse --------------------- 1
        Better -------------------- 2
        Much the same ------------- 3
        Not applicable ------------ 4
        Don't know --------------- 5
</pre>

Q5a **SHOW ALL "HEARD OF" CARDS**. Most of these environmental issues affect somewhere in Britain Taking the country as a whole now, which two or three of these do you feel are the most important in Britain as a whole? Firstly, which is the most important in Britain as a whole? **WRITE IN LETTER**

<pre>
                                          (53)
        ┌────┐   Don't know -------------- 1
        │   │   None -------------------- 2
        └────┘
        (52)
</pre>

Q5b Which is the next most important?

<pre>
                                          (55)
        ┌────┐   Don't know -------------- 1
        │   │   None -------------------- 2
        └────┘
        (54)
</pre>

Q5c And which is the next most important?

<pre>
                                          (57)
        ┌────┐   Don't know -------------- 1
        │   │   None -------------------- 2
        └────┘
        (56)
</pre>

4

Q6a. **SHOW ALL "HEARD OF" CARDS**. Thinking now of the world as a whole, which two or three of these do you feel are the most important <u>global</u> issues, that is issues affecting the whole world. Firstly, which is the most important global issue. **WRITE IN LETTER**

<pre>
                                                     (59)
        ┌──────┐   Don't know ------------- 1
        │   │   None ------------------- 2
        └──────┘
        (58)
</pre>

Q6b. Which is the next most important:

<pre>
                                                     (61)
        ┌──────┐   Don't know ------------- 1
        │   │   None ------------------- 2
        └──────┘
        (60)
</pre>

Q6c. And which is the next most important?

<pre>
                                                     (63)
        ┌──────┐   Don't know ------------- 1
        │   │   None ------------------- 2
        └──────┘
        (62)
</pre>

9

Q7 **SHOW ALL "HEARD OF" CARDS AND BOARD B** Please look at the cards again
Some people think that there is quite a lot that can be done to deal with
these issues, while others think that there isn't a lot that can be done,
and we will just have to live with them What do you think? Please sort
out the cards into those issues which you think quite a lot <u>could</u> be done
about, and those which you think we'll just have to live with

<u>Lot could be done</u>   <u>Have to live with</u>   <u>Not a Problem</u>   <u>Don't know</u>

	Lot could be done	Have to live with	Not a Problem	Don't know		
A	1	2	3	4	A	(11)
B	1	2	3	4	B	(12)
C	1	2	3	4	C	(13)
D	1	2	3	4	D	(14)
E	1	2	3	4	E	(15)
F	1	2	3	4	F	(16)
G	1	2	3	4	G	(17)
H	1	2	3	4	H	(18)
I	1	2	3	4	I	(19)
J	1	2	3	4	J	(20)
K	1	2	3	4	K	(21)
L	1	2	3	4	L	(22)
M	1	2	3	4	M	(23)
N	1	2	3	4	N	(24)
O	1	2	3	4	O	(25)
P	1	2	3	4	P	(26)
Q	1	2	3	4	Q	(27)
R	1	2	3	4	R	(28)
S	1	2	3	4	S	(29)
T	1	2	3	4	T	(30)
U	1	2	3	4	U	(31)
V	1	2	3	4	V	(32)
W	1	2	3	4	W	(33)
X	1	2	3	4	X	(34)
Y	1	2	3	4	Y	(35)
Z1	1	2	3	4	Z1	(36)
Z2	1	2	3	4	Z2	(37)

Q8. **SHOWCARDS WHICH A LOT COULD BE DONE ABOUT, AND BOARD C.** Let's take only those issues you thought quite a lot <u>could</u> be done about. Who do you think ought to do something about each one? Please put the cards into piles on this board, to show who you think ought to do something about it. **IF RESPONDENT WANTS TO PUT A CARD ON MORE THAN ONE PILE ASK WHICH ONE SHOULD DO ACTUALLY ACT ON THAT ISSUE.**

1 People <u>affected</u>	2 People/firms <u>causing it</u>	3 British <u>Govt.</u>	4 Local <u>councils</u>	5 European <u>comm.</u>	6 Other int. <u>bodies</u>	7 Indiv. <u>everyone</u>	8 Other	Don't <u>know</u>

```
A - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (38)
B - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (39)
C - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (40)

D - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (41)
E - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (42)
F - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (43)

G - 1 ------- 2 -------- 3 ----- 4 ---- 5. ------ 6 ------ 7 ---- 8 -- 9 (44)
H - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (45)
I - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (46)

J - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (47)
K - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (48)
L - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (49)

M - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (50)
N - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (51)
O - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (52)

P - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (53)
Q - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (54)
R - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (55)

S - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (56)
T - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (57)
U - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (58)

V - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (59)
W - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (60)
X - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (61)

Y - 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (62)
Z1- 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (63)
Z2- 1 ------- 2 -------- 3 ----- 4 ---- 5 ------ 6 ------ 7 ---- 8 -- 9 (64)
```

11

Q9   **SHOWCARD 1** Still thinking about the environmental issues that you feel a lot _could_ be done about, what do you feel is the _fairest_ way of finding any money that is needed to deal with these issues? Please read out the letter on the card beside the option you think is generally the fairest **CODE ONE ONLY**

    A   The government and councils should find the money by   (65)
           making us all pay more taxes and council tax ----------- 1
    B   The organisation, industry or person causing the pollution
           should pay even if this means goods & services may
           cost you more --------------------------------------- 2
    C   The government and councils should find the money by
           cutting back on the other areas of public spending ----- 3
    D   Nothing should be spent on solving environmental problems
           because Britain can't afford the money ---------------- 4
        Don't know --- 5

Q10   **SHOWCARD 2** Which _one_ of these phrases do you think best describes what global warming is?
                                            (66)
    A   A hole in the ozone layer letting in too much heat ------------ 1
    B   Increased gases around the Earth trapping more of the sun's
        heat --- 2
    C   The effects of acid rain ---------------------------------- 3
    D   A general build up of pollution --------------------------- 4
        Other **(WRITE IN)**

        _____ 5
        Don't know -- 6

Q11   **SHOWCARD 3** Which of the following do you think are major contributors to global warming? **CODE ALL THAT APPLY** Any others? **PROBE UNTIL 'NO'**
                                      (67-75)
    A   The hole in the ozone layer ---------------------------- 1
    B   Emissions of carbon dioxide (CO_2) --------------------- 2
    C   Emissions from power stations -------------------------- 3
    D   Use of gas/electricity in the home -------------------- 4
    E   Use of gas/electricity by industry -------------------- 5
    F   Cars not using unleaded petrol ------------------------ 6
    G   Emissions from transport ------------------------------ 7
    H   Destruction of forests -------------------------------- 8
        Other --- 9
        Don't know -- 0

Q12   **SHOWCARD 4** In this country how much do you think individuals, as opposed to business and industry, contribute to global warming? **ONE ANSWER ONLY**
                                  (76)
    A   About 10% individuals ------------------- 1
    B   About 20% individuals ------------------- 2
    C   About 40% individuals ------------------- 3
    D   About 80% individuals ------------------- 4
        Don't know ----------------------------- 5

Q13. **SHOWCARD 5** Which of the following do you think you <u>personally</u> can do to help prevent global warming? Any others? **PROBE UNTIL 'NO'** **CODE ALL THAT APPLY**.

CARD 4 (10)

(11-17)
A. Make sure your home is properly insulated --------------- 1
B. Use energy in the home as efficiently as possible ------ 2
C. Keep down the amount your family use their car(s) ------ 3
D. Recycle glass, cans, paper etc ------------------------ 4
E. Persuade others to control their CO_2 emissions --------- 5
F. Try to buy only appliances that are labelled as energy
   efficient -- 6
G. Other (**WRITE IN**)

_____ 7
Nothing I can do -- 8
Don't know -- 9

Q14a **SHOWCARD 6** Do you feel that the Government provides the right amount of information needed by people in order to assess environmental damage?
(18)
Much more than we need ------------------ 1
Slightly more than we need ------------- 2
About the amount we need --------------- 3
Slightly less than we need ------------- 4
Much less than we need ----------------- 5
Don't know ----------------------------- 6

Q14b. **SHOWCARD 6 AGAIN** Do you feel that manufacturers provide the right amount of information needed by people in order to assess environmental impact of their products?
(19)
Much more than we need ------------------ 1
Slightly more than we need ------------- 2
About the amount we need --------------- 3
Slightly less than we need ------------- 4
Much less than we need ----------------- 5
Don't know ----------------------------- 6

Q15. If you wanted information on air pollution in your area, how would you get it? **CODE ALL THAT APPLY. DO NOT READ OUT**
(20-27)
CEEFAX/TELETEXT/ORACLE -------------------------------- 1
DOE telephone information line ------------------------ 2
Newspapers --- 3
TV weather forecasts --------------------------------- 4
Local authority/Environmental Health Officers --------- 5
Radio -- 6
Other (**WRITE IN**)

_____ 7
Don't know --- 8

13

Q16 **SHOWCARD 7** I am now going to read out a list of actions which you might take at home for environmental reasons For each one I read out, please use one of the phrases on this card to tell me whether you (or your household) have done it in the last 12 months ROTATE ORDER AND CODE START BELOW

Started at top of list ------- 1
Started at bottom of list ---- 2 (28)

	1 Regular basis	2 Once/few times	3 No	4 Not applic	
Deliberately used public transport instead of a car because it is more environmentally friendly	1	2	3	4	(29)
Cut down the use of a car for short domestic journeys	1	2	3	4	(30)
Taken glass or bottles to a bottle bank	1	2	3	4	(31)
Used a "poop scoop" or other means to pick up your dog's mess	1	2	3	4	(32)
Made compost out of kitchen waste	1	2	3	4	(33)
Kept down the amount of electricity/gas your household uses for environmental reasons	1	2	3	4	(34)
Kept old cans for recycling	1	2	3	4	(35)
Cut down on use of water	1	2	3	4	(36)
Made sure that your noise did not disturb others	1	2	3	4	(37)
Saved newspapers or other paper for recycling	1	2	3	4	(38)

Q17 **SHOWCARD 7** I am now going to read out a list of things people might do to help the environment For each one I read out, please use one of the phrases on this card to tell me whether you (or your household) have or have not done it in the last 12 months **ROTATE ORDER AND CODE START**

Started at top of list ------ 1
Started at bottom of list --- 2 (39)

	1 Regular basis	2 Once/few times	3 No	4 Not applic	
Used unleaded petrol in your car	1	2	3	4	(40)
Bought phosphate free washing powder or liquid	1	2	3	4	(41)
Avoided using pesticides in the garden	1	2	3	4	(42)
Used recycled paper at home	1	2	3	4	(43)
Used water based rather than solvent based gloss when decorating	1	2	3	4	(44)
Selected one product over another because of its environmentally friendly packaging (eg recycled, recyclable or less packaging)	1	2	3	4	(45)
Bought organically produced food	1	2	3	4	(46)
Used low energy light bulbs in the home	1	2	3	4	(47)
Bought other products for domestic use because you believe they are environmentally friendly	1	2	3	4	(48)

14

Q18.   **SHOWCARD 7**   I am now going to read out a list of effects which environmental problems may have had on you or your household. For each one I read out, please use one of the phrases on this card to tell me whether <u>you</u> (or your household) have taken any of these actions during the last 12 months because of environmental problems. **ROTATE ORDER AND CODE START BELOW**

Started at top of list ------- 1
Started at bottom of list ---- 2   (49)

	1 Regular <u>basis</u>	2 Once/few <u>times</u>	3 <u>No</u>	4 Not <u>applic</u>
Not bathed in the sea or rivers in this country because of pollution	1	2	3	4 (50)
Used a filtering mask to protect yourself against traffic fumes when cycling	1	2	3	4 (51)
Used bottled water or filtered tap water at home because you thought the water quality or taste of tap water was poor	1	2	3	4 (52)
Reduced your sunbathing or taken greater care when in the sun because of increased ultra violet rays	1	2	3	4 (53)
Shut windows or kept them closed because of noise from outside	1	2	3	4 (54)
Stopped using a park or open space because of dog fouling or litter	1	2	3	4 (55)
Been prevented from using a public right of way while in the countryside	1	2	3	4 (56)

Q19 **SHOWCARD 8** *I am now going to read out a list of things which might be done by central or local government or other appropriate bodies to improve the environment Each of these may have a direct cost to* <u>you or your family</u>, *for example higher prices, higher taxation or cuts in other public expenditure, etc For each one I read out, please use one of the phrases on this card to tell me the degree of support/opposition you have to this policy* **ROTATE ORDER AND CODE START BELOW**

Started at top of list ------- 1
Started at bottom of list ---- 2   (57)

	Strongly support	Tend to support	Neither	Tend to oppose	Strongly oppose	Don't know
Provide more recycling facilities	1	2	3	4	5	6 (58)
Encourage deposits on bottles/cans	1	2	3	4	5	6 (59)
Encourage better labelling on products of their environmental impacts	1	2	3	4	5	6 (60)
Introduce domestic water metering everywhere	1	2	3	4	5	6 (61)
Pay farmers to protect and restore threatened landscapes	1	2	3	4	5	6 (62)
Only pay agricultural subsidies to farmers if they protect the environment	1	2	3	4	5	6 (63)
Plant trees and hedgerows where possible	1	2	3	4	5	6 (64)
Make the environment part of the core curriculum in schools	1	2	3	4	5	6 (65)
Aid and support developing countries to protect their wildlife	1	2	3	4	5	6 (66)

Q20a **SHOWCARD 9** *I am going to read out two statements Use one of the phrases on the card to tell me whether you agree or disagree with the statements*

	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know
The British Government is doing a lot to help protect the environment	1	2	3	4	5	6 (67)
The European Community is doing a lot to help protect the environment	1	2	3	4	5	6 (68)

16

Q20b Some people believe that policies on the protection of the environment in the UK should be decided by the British Government, while others believe they should be decided jointly within the European Community. Do you think they should be decided by the British Government or decided jointly within the European Community?

(11)

British Government --------------------------------- 1
Jointly within the European Community ----------- 2
Don't know --------------------------------------- 3

Q21. **SHOWCARD 8 AGAIN** I am now going to read out a list of things which might be done by central or local government or other appropriate bodies to improve the environment. For each one I read out, please use one of the phrases on this card to tell me the degree of support/opposition you have to this policy.

	Strongly support	Tend to support	Neither	Tend to oppose	Strongly oppose	Don't know
Limit the use of cars in cities	1	2	3	4	5	6 (12)
Charge drivers for the use of certain roads	1	2	3	4	5	6 (13)
Stricter controls on motor vehicle emissions	1	2	3	4	5	6 (14)
Make public transport cheaper	1	2	3	4	5	6 (15)
Provide more or more reliable public transport	1	2	3	4	5	6 (16)
Stricter controls on factory emissions to the air, rivers and the sea	1	2	3	4	5	6 (17)
Charge factories for harmful emissions to the air, rivers and the sea	1	2	3	4	5	6 (18)
Introduce an energy tax (carbon tax) on household electricity and other fuels	1	2	3	4	5	6 (19)
Increase the use of renewable energy sources such as solar wind and water	1	2	3	4	5	6 (20)
Stop the release of sewage into the sea by finding alternative land disposal sites	1	2	3	4	5	6 (21)

Q22. **SHOWCARD 10** How satisfied are you with the following local authority services: **ROTATE ORDER AND CODE START BELOW**

(22)

Started at top of list -------- 1
Started at bottom of list ---- 2

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know	Don't know if provided
Refuse collection	1	2	3	4	5	6	7 (23)
Noise control	1	2	3	4	5	6	7 (24)
Provision of recycling facilities	1	2	3	4	5	6	7 (25)
Cleanliness of streets	1	2	3	4	5	6	7 (26)
Provision of litter bins and dog-mess bins	1	2	3	4	5	6	7 (27)
Monitoring of air quality	1	2	3	4	5	6	7 (28)
Provision of environmental information	1	2	3	4	5	6	7 (29)

Q23 Looking ahead now to the future, what environment trends or issues do you think will cause the most concern in about 20 year's time
DO NOT PROMPT, CODE ALL THAT APPLY - DO NOT LET THE RESPONDENT GO THROUGH THE PICTURE CARDS USED EARLIER FOR Q2-Q8

(30-36)

Population growth --- 1
Global warming/climate change ------------------------------------ 2
Sea level rise -- 3
Depletion of the Ozone layer -------------------------------------- 4
Acid rain --- 5
Loss of tropical rain forests ------------------------------------- 6
Loss of rare species from the world (including the UK) ----------- 7
Using up the world's natural-resources (eg oil, minerals, etc)
   (N B exclude tropical rain forests) ------------------------- 8
Loss of countryside to urban development ------------------------- 9
Destruction of natural and/or heritage sites by tourism --------- 0
Traffic (congestion or fumes or noise) -------------------------- X
Too many roads/motorways -- Y

(37-41)

Decay of inner cities --- 1
Level of pollution in the air ----------------------------------- 2
Level of pollution in lakes, rivers, sea, etc ------------------- 3
Disposal of household waste ------------------------------------- 4
Radioactive waste -- 5
Toxic waste -- 6
Genetically modified organisms --------------------------------- 7
Other (**WRITE IN**)
                                                                 8
None --- 9
Don't know --- 0

Q24 I would finally like to ask some questions to help us to analyse the results What was your age last birthday?

(42-43)

(44)

Q25 Respondent is   Male ---------------------------- 1
                          Female -------------------------- 2

Q26 Are you   (45)
                          Single ------------------------- 1
                          Married ------------------------ 2
                          Widowed ------------------------ 3
                          Divorced ----------------------- 4
                      or Separated ------------------------ 5

Q27 **SHOWCARD 11** Which of these best describes you?
                                                          (46)
                          Working full-time ------------- 1
                          Working part-time ------------- 2
                          Retired ----------------------- 3
                          Unemployed -------------------- 4
                          A student --------------------- 5
                          Looking after house/family --- 6
                          Other ------------------------- 7

SHOWCARD 12

Q28. Do you have any of these qualifications listed on this card? Which ones?

(47-50)

```
A ---------------------------------- 1
B ---------------------------------- 2
C ---------------------------------- 3
D ---------------------------------- 4
E ---------------------------------- 5
F ---------------------------------- 6
Other (PLEASE WRITE IN)_____
_____ 7
None ------------------------------- 8
Refused ---------------------------- 9
```

Q29. Respondent is......

(51)

```
Head of household --------------- 1
Not head of household ---------- 2
```

Q30.

ESTABLISH WHETHER HEAD OF HOUSEHOLD IS: (READ OUT AND CIRCLE)		
Working (either full or part-time) 1	GIVE DETAILS BELOW OF	
Retired or not working with PRIVATE PENSIONS/MEANS 2	PRESENT OR LAST	
Unemployed less than 2 months : 3	OCCUPATION	
Unemployed over 2 months 4	ASK IF THERE IS ANY CHIEF WAGE EARNER	
Retired with STATE BENEFIT/PENSION only 5	IN THE HOUSEHOLD. IF YES, ASK OCCUPATION.	
Not working with STATE BENEFIT only 6	IF NO CODE 'E'.	
Student 7		

TICK WHETHER OCCUPATION IS THAT OF . . . Head of Household . . ☐ or Chief Wage Earner . . ☐

Job Title _____

Job Description _____

Indus· _____ Size of company _____

Quaii..cations _____

If Manager/Supervisor/Self-Employed Number of People Responsible for: _____

AB ------------- 1 C1 ------- 2 C2 ---------- 3 DE ------------ 4 (52)

Q31. **SHOWCARD 13** Would you please give me the letter from this card for the group in which you would place your <u>total family income</u> from all sources <u>before</u> TAX and other deductions.

(53)

```
A ---------------------------------- 1
B ---------------------------------- 2
C ---------------------------------- 3
D ---------------------------------- 4
E ---------------------------------- 5
F ---------------------------------- 6
G ---------------------------------- 7
H ---------------------------------- 8
Don't know ------------------------- 9
Refused ---------------------------- 0
```

19

Q32   Is this house

(54)

Being bought on a mortgage ------------------ 1
Owned outright ------------------------------ 2
Rented from a council ----------------------- 3
Rented from a housing association ---------- 4
Rented from a private landlord ------------- 5
Or something else --------------------------- 6

Q33   Are there any children under 15 living in your household? What ages are
they?

(55-57)

No children -------------------- 1
Children aged 0-5 -------------- 2
Children aged 5-9 -------------- 3
Children aged 10-14 ----------- 4

Q34   (Including any children living at home), how many people are there in your
household, including yourself?

WRITE USING LEADING ZEROS WHERE NECESSARY

(58-59)

Q35   Is there a car or van available for use by you or any member of your
household?

(60)

Yes ----------------------------- 1
No ------------------------------ 2

Q36   **INTERVIEWER ASSESS AREA**

(61)

Inner area of major city ------------- 1
Suburb of major city ----------------- 2
Centre of large town ----------------- 3
Outskirts of large town -------------- 4
Small town --------------------------- 5
Village/rural area ------------------- 6

DATE OF INTERVIEW

DAY [|]   **MONTH** [ ]   7 = JULY, 8 = AUGUST

(62-63)   (64)

DECAY OF INNER CITIES

VACANT AND DERELICT LAND AND BUILDINGS
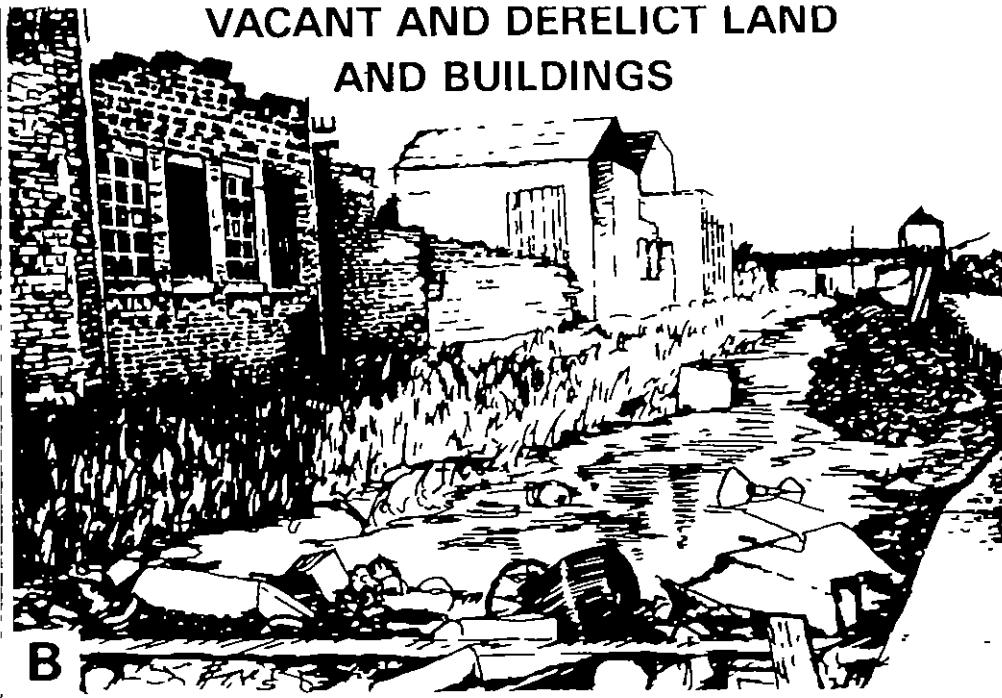
RADIOACTIVE WASTE
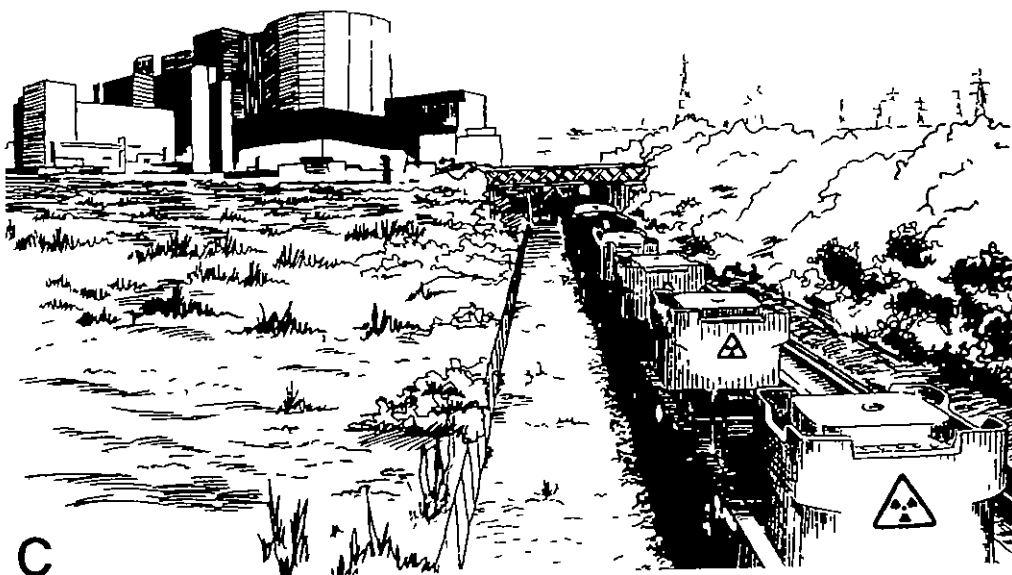
LOSS OF SPECIES OF ANIMALS, PLANTS AND HABITATS IN THE UK
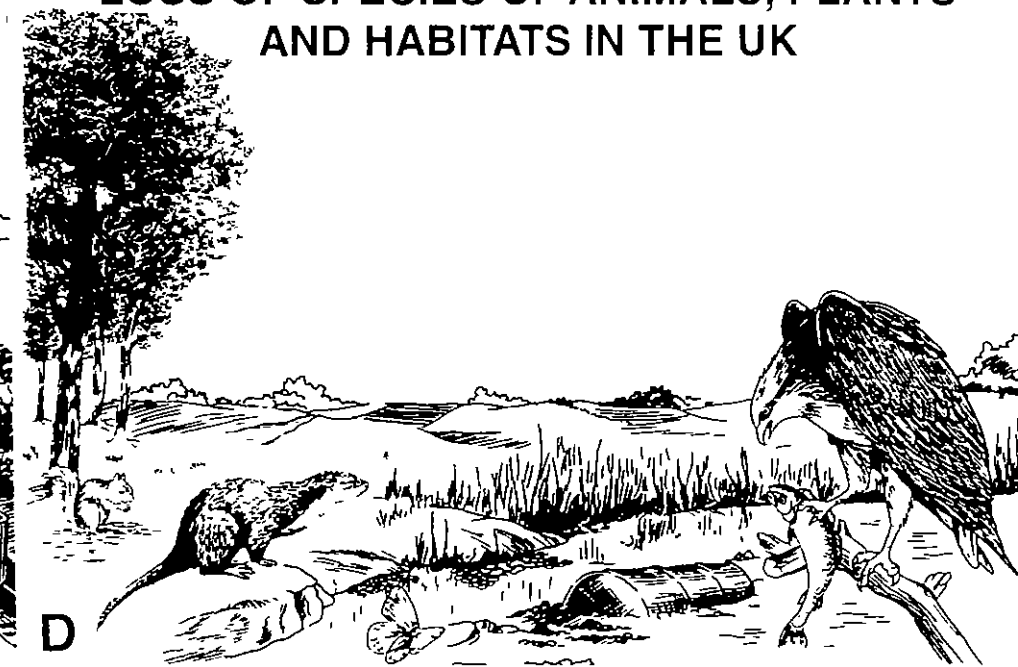
LOSS OF SPECIES OF ANIMALS, PLANTS AND HABITATS ABROAD

E

OIL SPILLS AT SEA AND OIL ON BEACHES
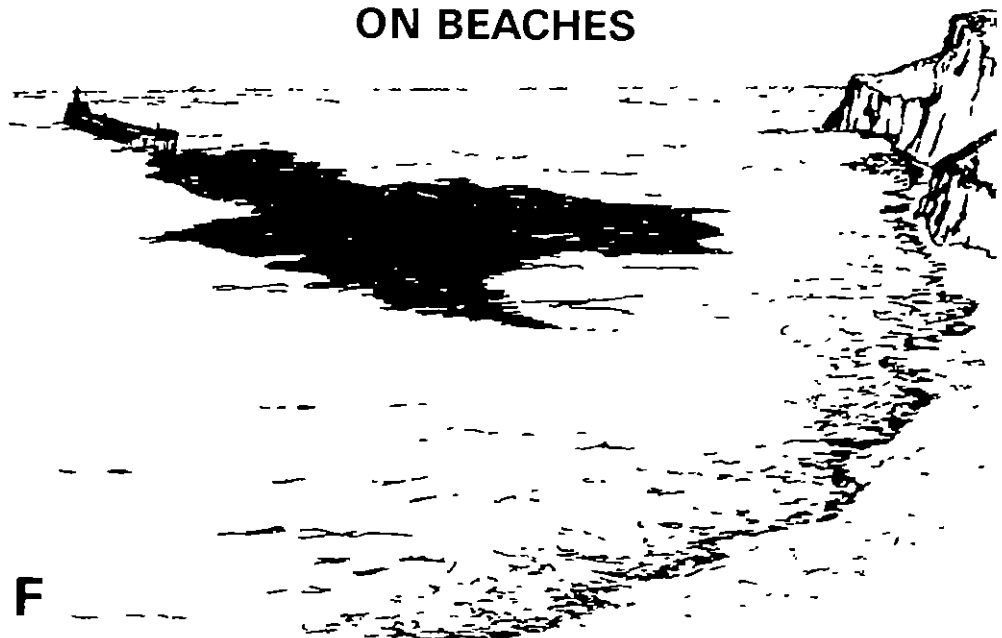
F

LOSS OF TREES AND HEDGEROWS
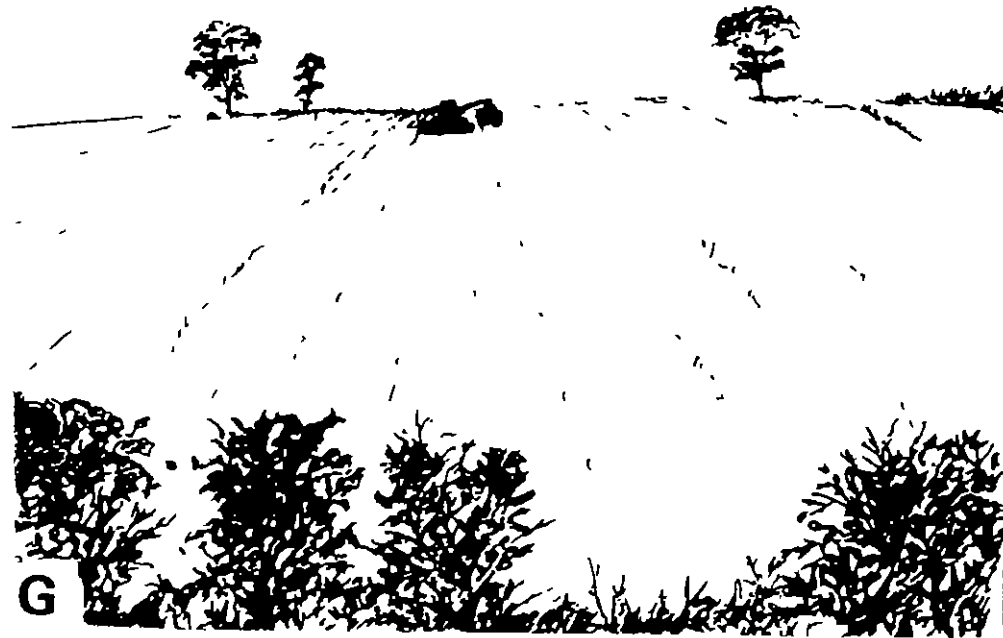
G

CONTAMINATION OF BEACHES AND BATHING WATER BY SEWAGE
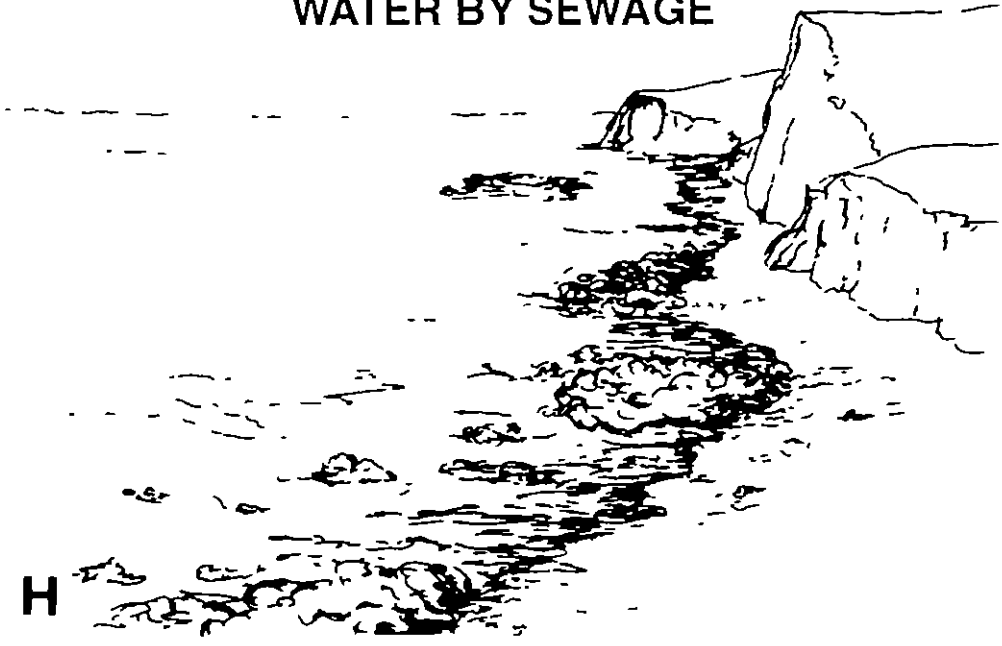
H

NOISE

LOSING 'GREEN BELT' LAND

FOULING BY DOGS

NO FOULING
MAX FINE £100

ACID RAIN

I

J

K

L

LITTER & RUBBISH

M
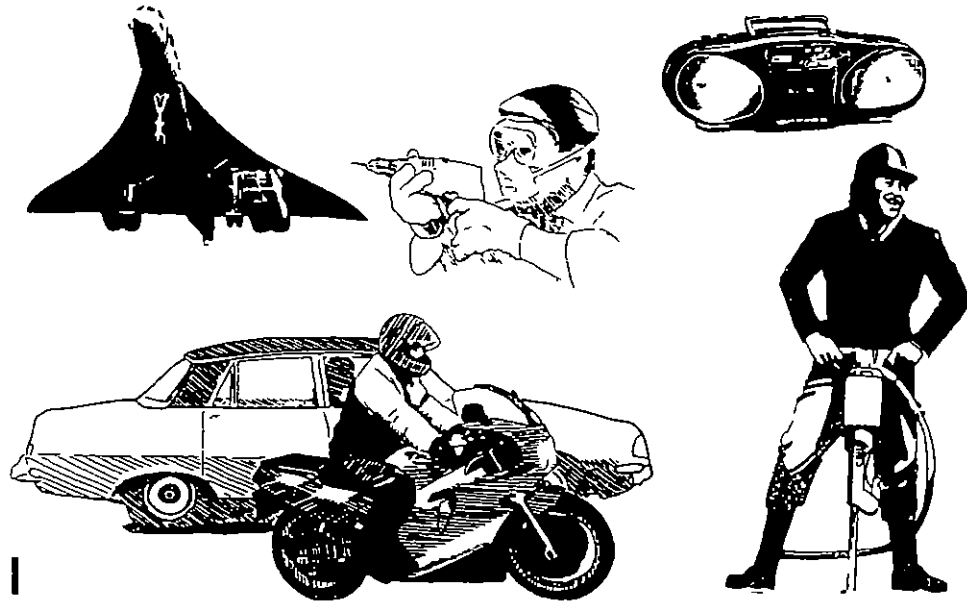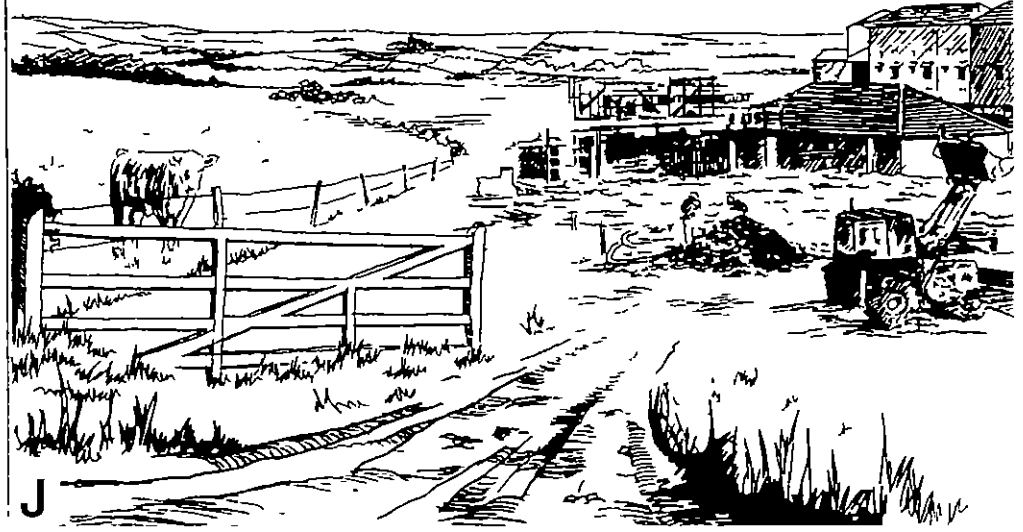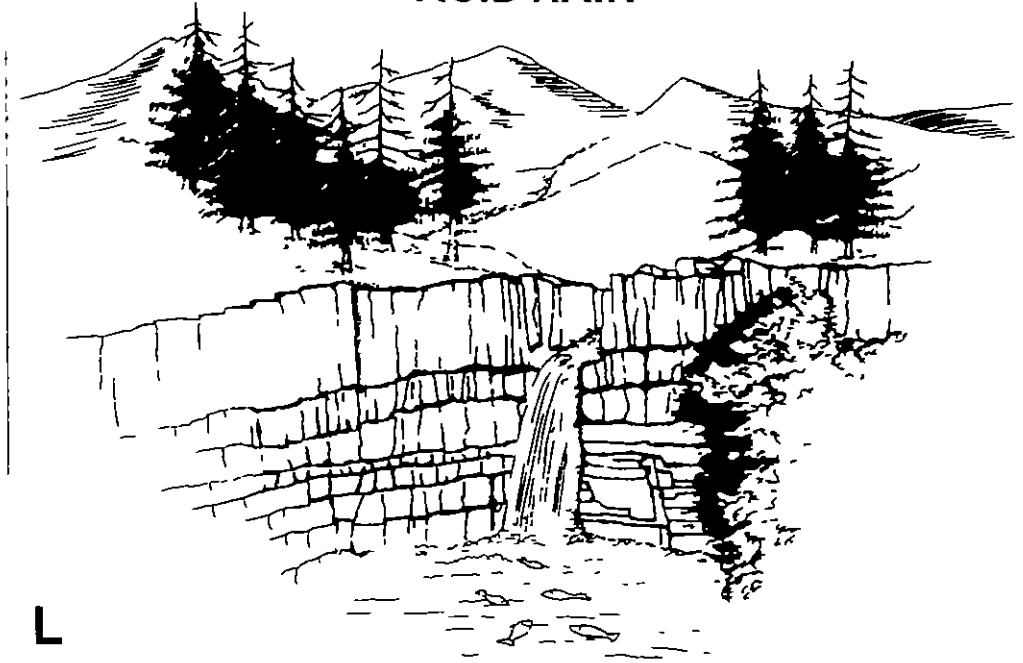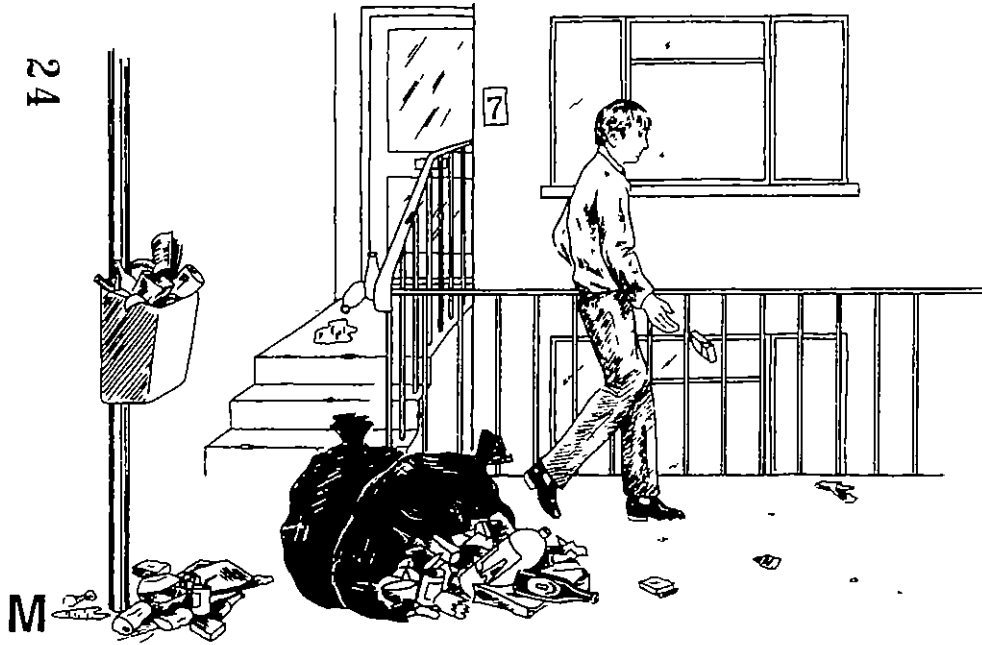
FUMES AND SMOKE FROM FACTORIES AND POWER STATIONS

N
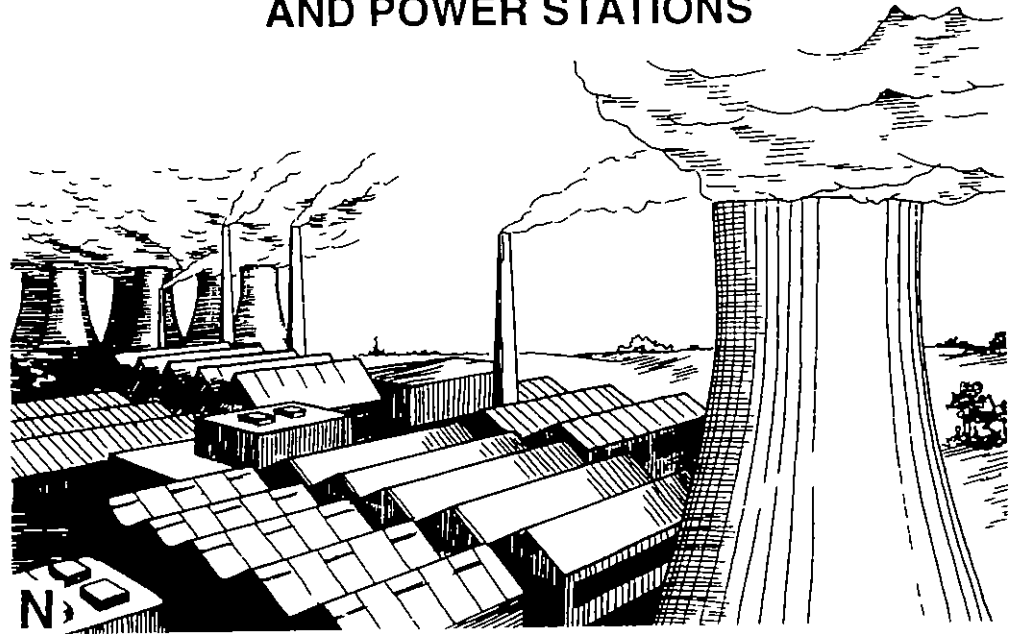
CHEMICALS PUT INTO RIVERS AND THE SEA

O
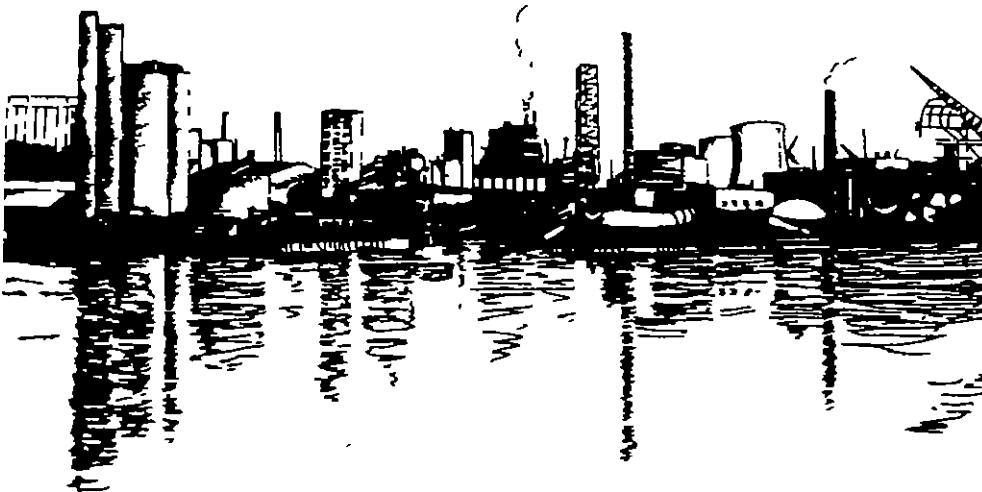
USE OF INSECTICIDES, FERTILIZERS AND CHEMICAL SPRAYS

P
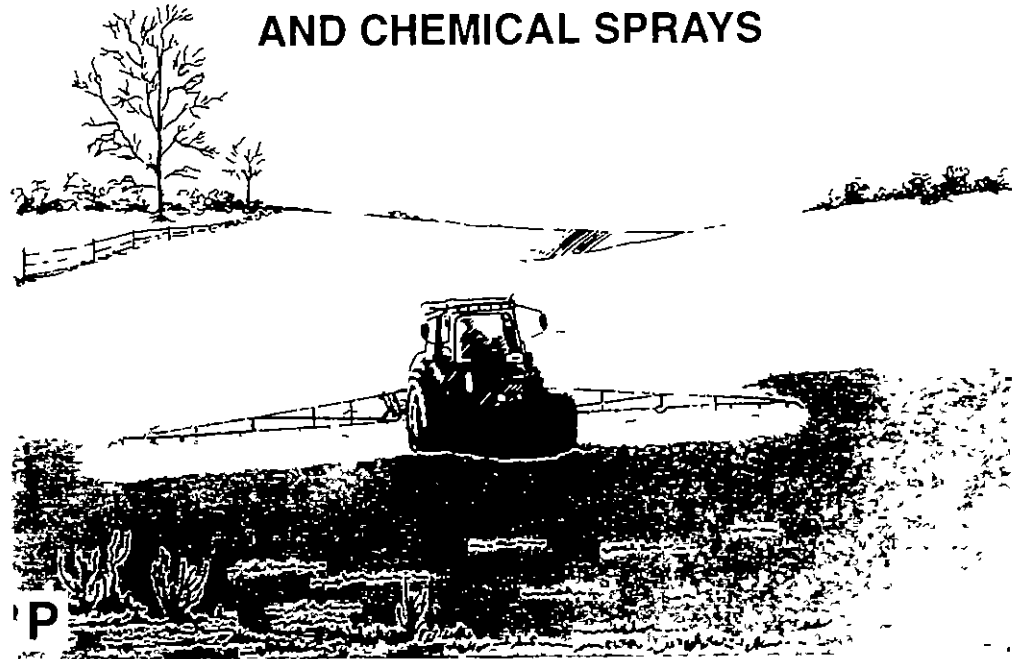
GLOBAL WARMING BY 'GREENHOUSE EFFECT'
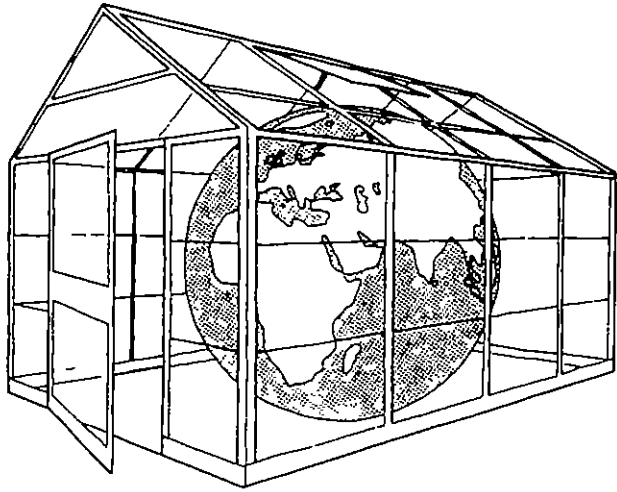
Q

TRAFFIC EXHAUST FUMES AND URBAN SMOG
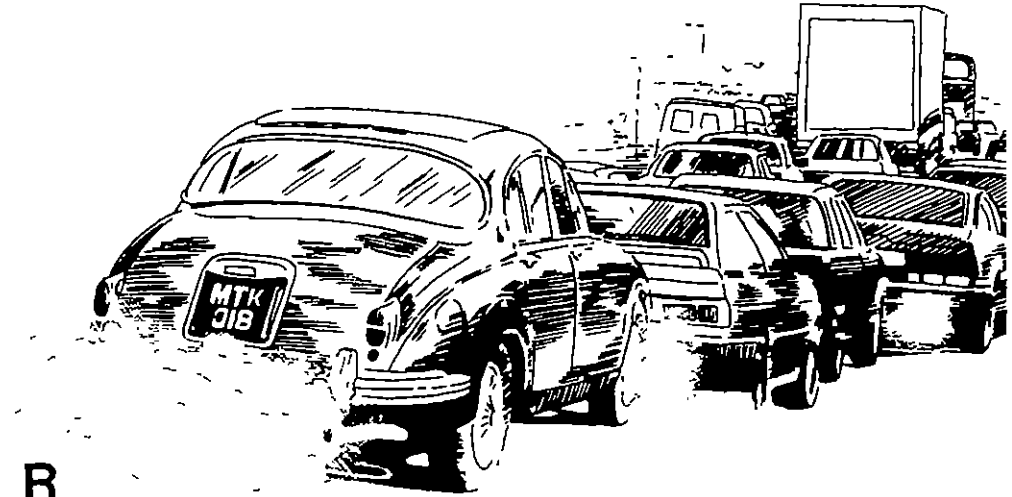
R

QUALITY OF DRINKING WATER
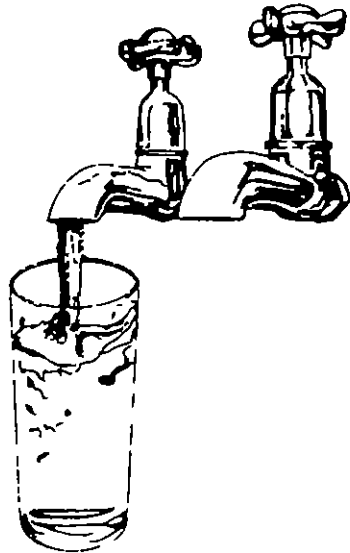
S

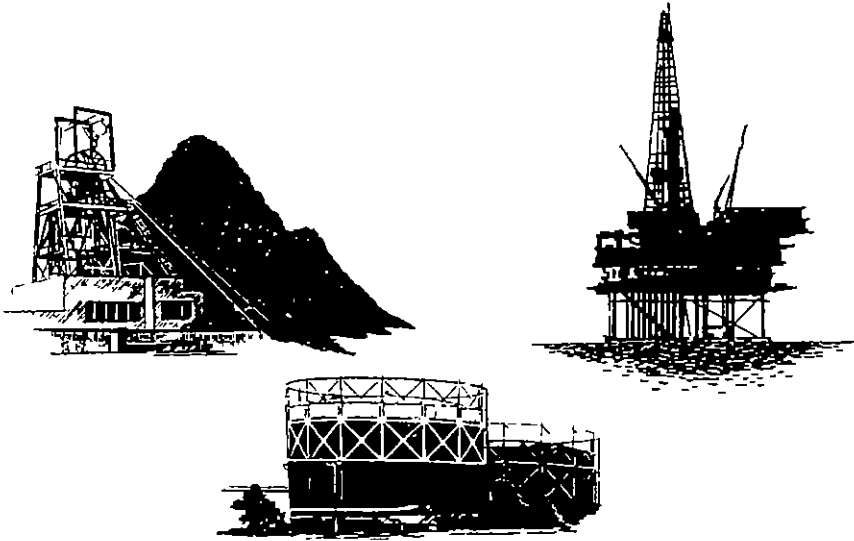# DESTRUCTION OF TROPICAL FORESTS

T

DESTRUCTION OF THE OZONE LAYER

TRAFFIC CONGESTION

U

V
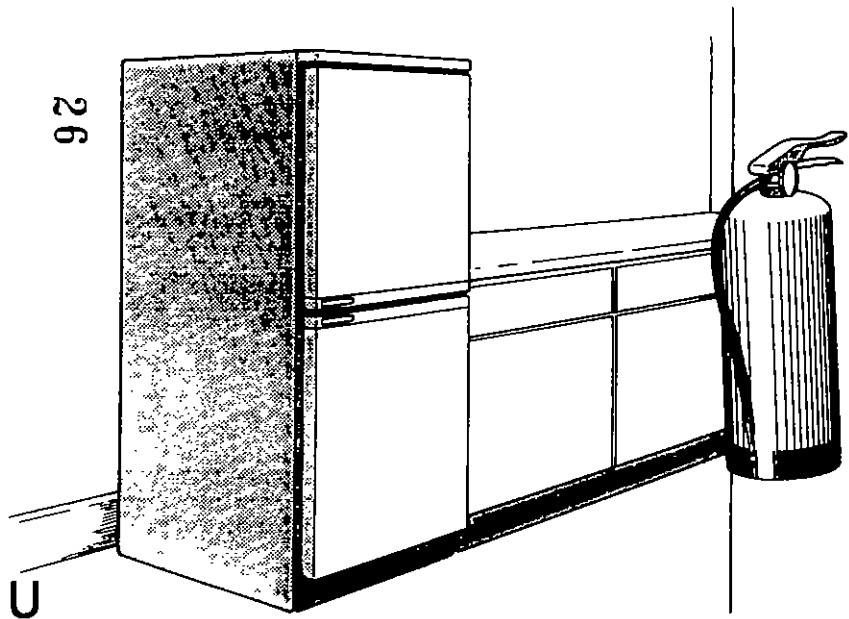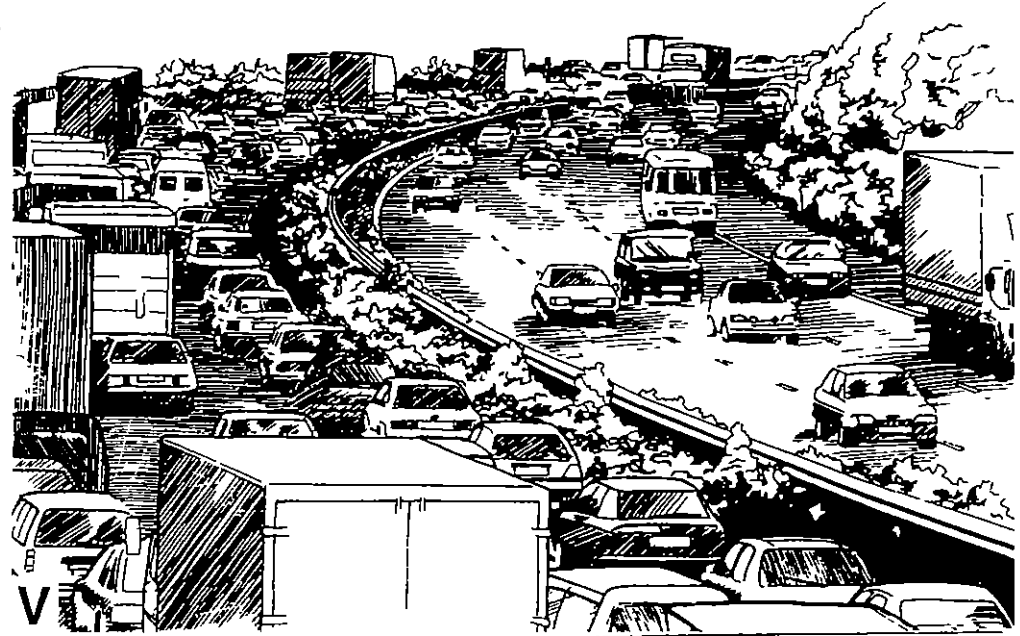
DISPOSAL AND IMPORT OF TOXIC WASTE
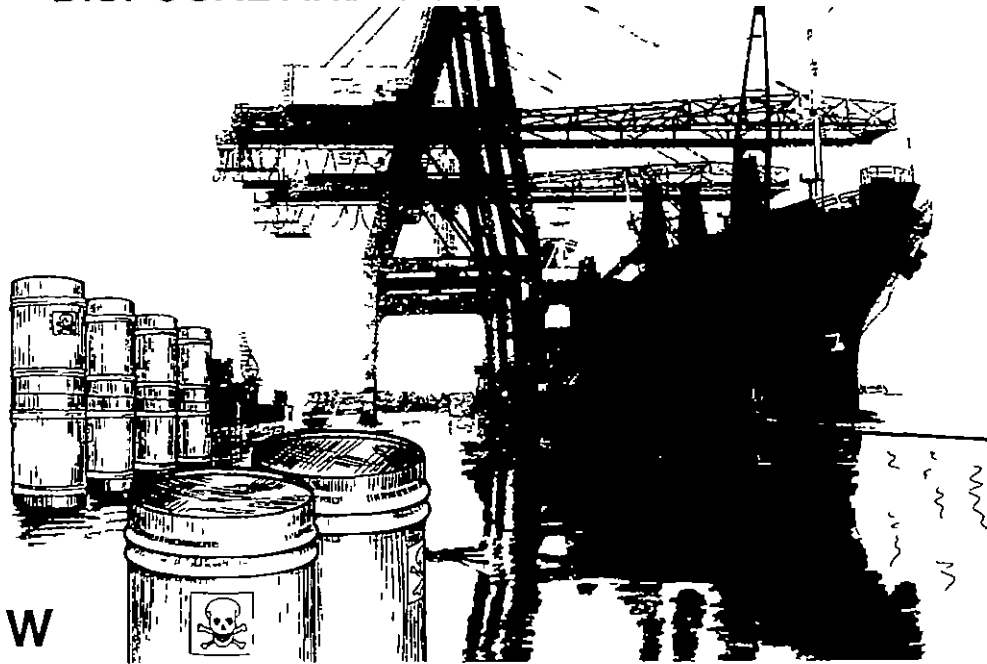
HOUSEHOLD WASTE DISPOSAL

W

X
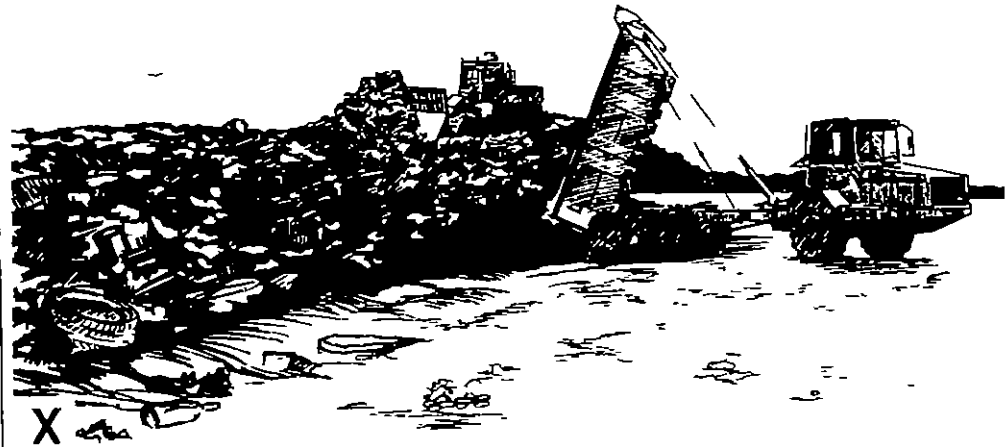
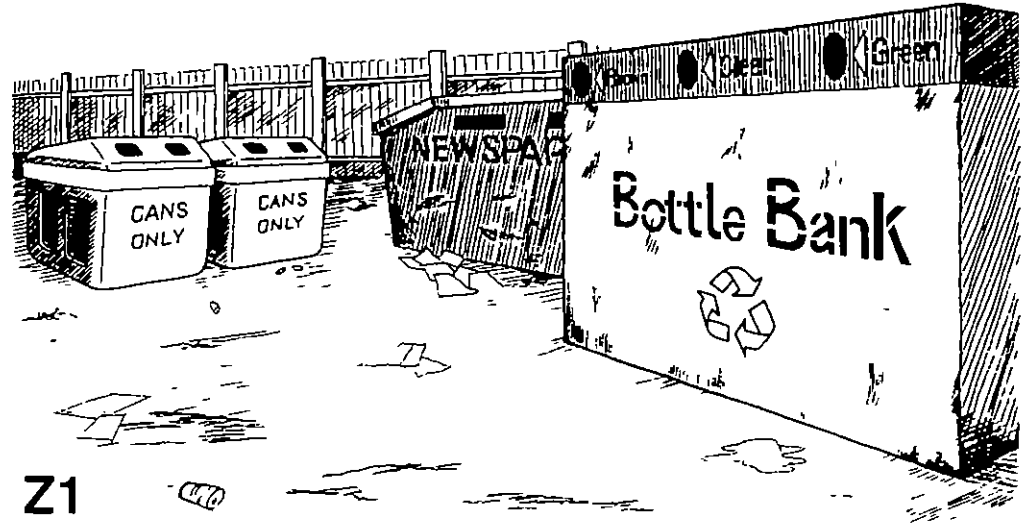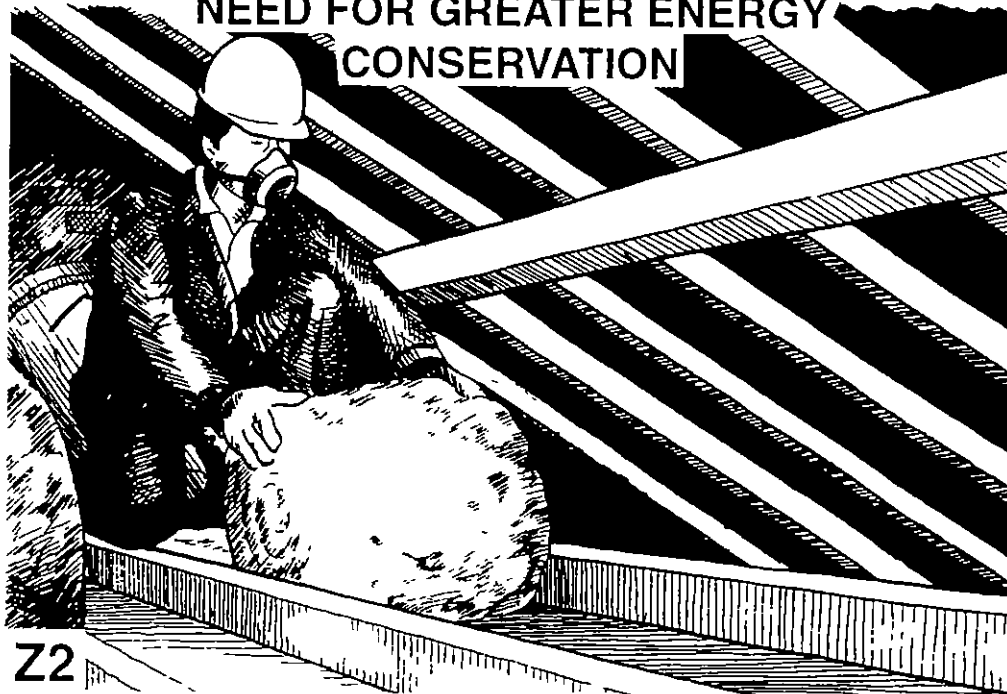## USING UP THE UK'S NATURAL RESOURCES (COAL, GAS, OIL)

Y

NOT ENOUGH RECYCLING

Z1

CANS ONLY

CANS ONLY

NEWSPA

Bottle Bank

NEED FOR GREATER ENERGY CONSERVATION

Z2