



SUSTAINABLE
DEVELOPMENT



Survey of public attitudes to quality of life and to the environment – 2001



Survey of public attitudes to quality of life and to the environment – 2001

October 2002

Department for Environment, Food & Rural Affairs

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Published by the Department for Environment, Food and Rural Affairs.

Printed in the UK, October 2002, on material containing 75% post-consumer waste and 25% ECF pulp.

Product code PB 7210
ISBN: 0-85521-015-X

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Executive summary

Are people content with their quality of life?

Five out of six people regarded their quality of life as *fairly* or *very good*, almost two thirds were *fairly* or *very optimistic* about their quality of life in the future and half said they were *fairly* or *very optimistic* about the future in their part of the country.

What factors are important to people's quality of life?

Health was regarded as the most important factor affecting quality of life, followed by *money* and *crime*. One in ten people regarded the *environment* as one of the two or three issues that most affected their quality of life.

What issues do people think the Government should be addressing?

Health was regarded as the most important issue for government and concern about *crime* and the *environment*, as important issues for government, has increased.

How worried are people about the environment now and in the future?

Disposal of hazardous waste and *effects of livestock methods* were the environmental issues about which the greatest proportion of respondents were *very worried*. The majority of respondents, however, were either *fairly worried* or *very worried* about all the individual issues presented to them and, in most cases, the proportion expressing concern had increased since earlier surveys.

The most worrying environmental issue for the future was *traffic* (*congestion, fumes and noise*).

What do they think about climate change?

Virtually everyone had heard of *climate change*, *global warming*, or the *greenhouse effect* and most people were at least fairly convinced that climate change is happening. Respondents' concern about climate change has increased, with almost half being *very worried*.

Knowledge of key contributors to *climate change* has improved, with the majority of respondents being able to identify the main contributors to climate change and seven out of 10 thought that *climate change* was due to human activities. There was much less awareness of environmental campaigns and concepts such as *sustainable development*.

What do people do themselves to help the environment?

Around two fifths of respondents *regularly used public transport, walked or cycled instead of using a car* and/or *cut down the use of a car for short journeys*. The same proportion *regularly cut down use of electricity or gas* but eight out of ten claimed that they did so to *save money*.

Paper was the material most *regularly recycled*. Older people, respondents with degrees and people in the higher social classes were more likely to recycle. Older people were also the most likely to *make compost out of kitchen waste*.

What stops others from doing the same?

'Cannot use any less' was the most common reason for not regularly cutting down on electricity, gas or water and for not cutting down use of the car for short journeys.

The inadequacy of recycling facilities was the most likely reason for not recycling regularly and the younger respondents were most likely to say that they lacked the time or desire to recycle.

What access do people have to the countryside or other open space?

Five out of six respondents claimed that they had access to local green space or the countryside. Peace and quiet was the most common reason given for visiting the countryside.

What are people's concerns about the British countryside?

The effect of livestock methods (including BSE) was the rural issue of most concern. Half of all respondents were also very worried about the loss of plants and animals in the UK .

When asked about specific issues, respondents were split on whether or not there should be more road building in the countryside but the majority of respondents either strongly or slightly supported legislation to restrict building on green field sites.

Introduction

The 2001 *Survey of public attitudes to quality of life and to the environment* establishes attitudes to the environment, and knowledge and behaviour regarding environment issues. In addition the survey explores views on a wider range of issues relating to people's quality of life.

The survey was conducted amongst adults aged 18 or over in England, and follows similar surveys conducted in England and Wales in 1986, 1989, 1993, and 1996/7. It was designed to be broadly consistent with these earlier surveys to allow comparisons to be made.

However, changes were made to the survey content, mostly by the addition of new questions. In particular, questions on *quality of life* issues were introduced. The sample size was also increased to allow some analysis of results at regional level. Over 3,700 people were interviewed, across the nine English Government Office Regions, compared with 1,780 in the 1996/7 survey, covering both England and Wales.

Respondents were first asked about general issues, their environmental knowledge and about quality of life, before looking at current and future environmental concerns, activities, policies, and access to green spaces and the countryside. Respondents were also asked about their knowledge and belief in climate change and their expectations of future consequences. Questions were *open* where it was appropriate to give respondents the opportunity to list a variety of answers. Other questions *prompted* the respondents with specific issues, about which they were required to express their opinions.

Each chapter highlights and provides a narrative on the results from different perspectives, but broadly follows the structure of the questionnaire used. In particular there are chapters presenting new results on *quality of life* and *countryside issues*, as well as analysis of *environmental concerns and actions* available from previous surveys. Another chapter pulls together key results that are relevant to each of the 15 issues the Government monitors via its *headline indicators of sustainable development*.

Twenty-three tables of results are presented, and referenced within the narrative. Sixteen of these provide new analysis not available from the previous surveys. Technical and background information on how the survey was conducted, and full details of the questionnaire are also presented in an annex.

The survey was commissioned by Environment Protection Statistics and Information Management, which was formerly a division within the Department for the Environment, Transport and the Regions (DETR), but which is now part of the Department for Environment, Food and Rural Affairs (Defra). The administration of the survey was undertaken by the Office for National Statistics on behalf of the Department.

CHAPTER 1

Issues the Government should be dealing with

KEY FINDINGS

- *Health and social services and education were mentioned most often as issues the Government should be dealing with*
- *Crime and the environment were also mentioned by at least 1 in 4 respondents – more often than in earlier surveys*
- *Public transport was also mentioned more often than previously, being mentioned by a fifth of respondents*

Respondents were asked, without prompting, what general issues they thought the Government should be dealing with.

All respondents

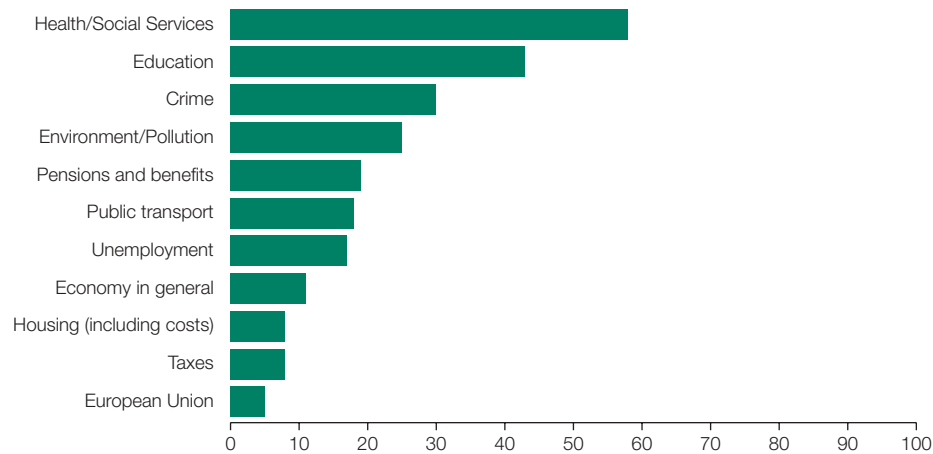
The four issues most often mentioned by respondents as important for the Government to deal with were:

- *health/social services* (58 per cent; compared with 42 per cent in 1996/7)
- *education* (43 per cent; 39 per cent in 1996/7)
- *crime* (30 per cent; 19 per cent in 1996/7)
- *environment/pollution* (25 per cent; 15 per cent in 1996/7)

[Full data in Table 1, Annex 1]

Respondents also mentioned *pensions and benefits* (19 per cent) and *public transport* (18 per cent). *Unemployment* continued its decline as an area of concern compared to the mid 1980s (17 per cent in 2001, 28 per cent in 1996/7, 75 per cent in 1986). Respondents were less concerned about the *economy in general* (11 per cent), *housing* (8 per cent), *taxes* (8 per cent) and the *European Union* (5 per cent).

Figure 1.1: Issues the government should be dealing with: 2001



Source: DEFRA

*Percentages do not sum to 100 because more than one answer could be given

Issues for the Government, by year¹

The same issues have tended to appear within the top six in each of the earlier surveys, however, their relative importance varied between surveys.

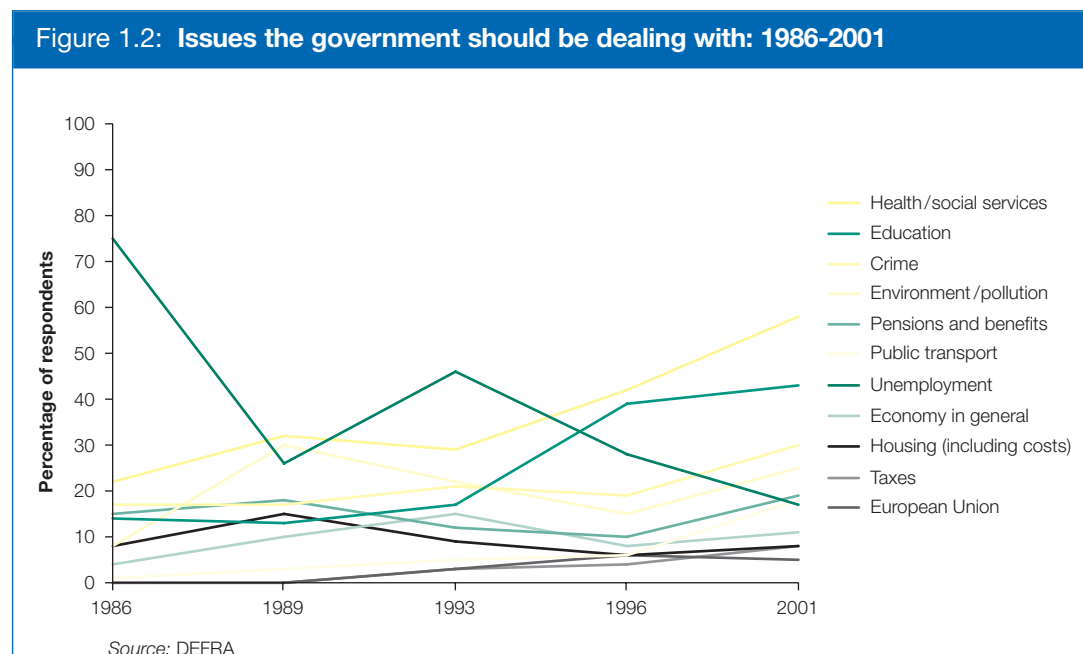
In 2001, *health/social services* was the issue that most respondents felt the Government should be dealing with, and has remained one of the top two issues since the surveys began in 1986.

In 1986, *unemployment* was mentioned by 75 per cent of the respondents, and remained in the top three most mentioned issues until 1996/7. In 2001, however, *unemployment* ranked 7th, mentioned by 17 per cent of respondents.

In contrast, *education* has increased in importance. It was ranked 5th and 7th in the list of issues in 1986 and 1989, respectively, but was the second most quoted issue of concern in 2001.

In each survey since 1986, *environment/pollution* has remained in the top five of the issues the Government should be dealing with.

[Full data in Table 1, Annex 1]



¹ Respondents could give as many responses as they wished. However, the average number of responses per person has increased since 1986.

Issues for the Government, by sex

There were some differences between the issues for government that males and females were concerned about.

In particular, without prompting, male respondents were more concerned about:

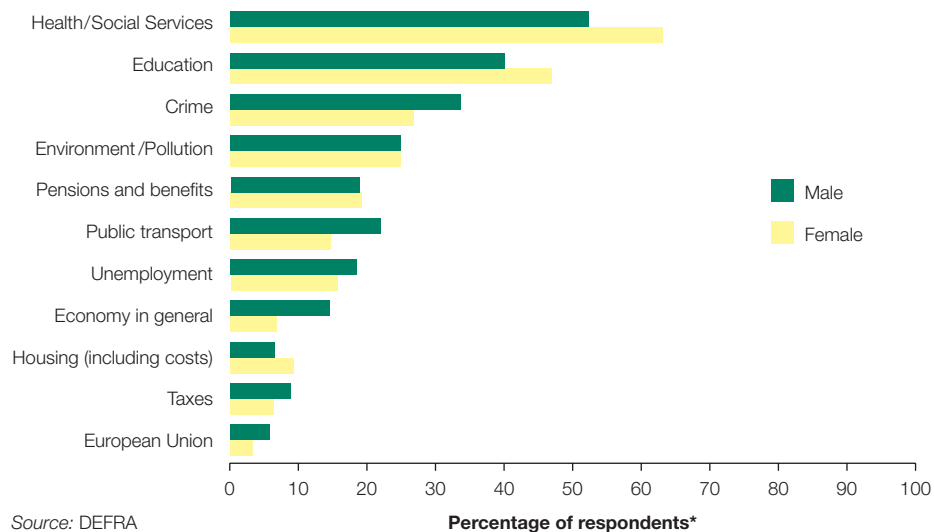
- *economy in general* (males: 14 per cent, females: 7 per cent)
- *public transport* (males: 22 per cent, females: 15 per cent)

Females, however, were slightly more concerned about:

- *education* (males: 40 per cent, females: 47 per cent)
- *health/social services* (males: 52 per cent, females: 63 per cent)

[Full data in Table 1, Annex 1]

Figure 1.3: Issues the government should be dealing with, by sex: 2001



Issues for the Government, by age

There were notable differences in the issues that different age groups felt were important. The older age group were more likely to be concerned about:

- *pensions and benefits* (18 to 24 year olds: 6 per cent, 65 years or over: 39 per cent)
- *crime* (18 to 24 year olds: 23 per cent, 65 years or over: 37 per cent)

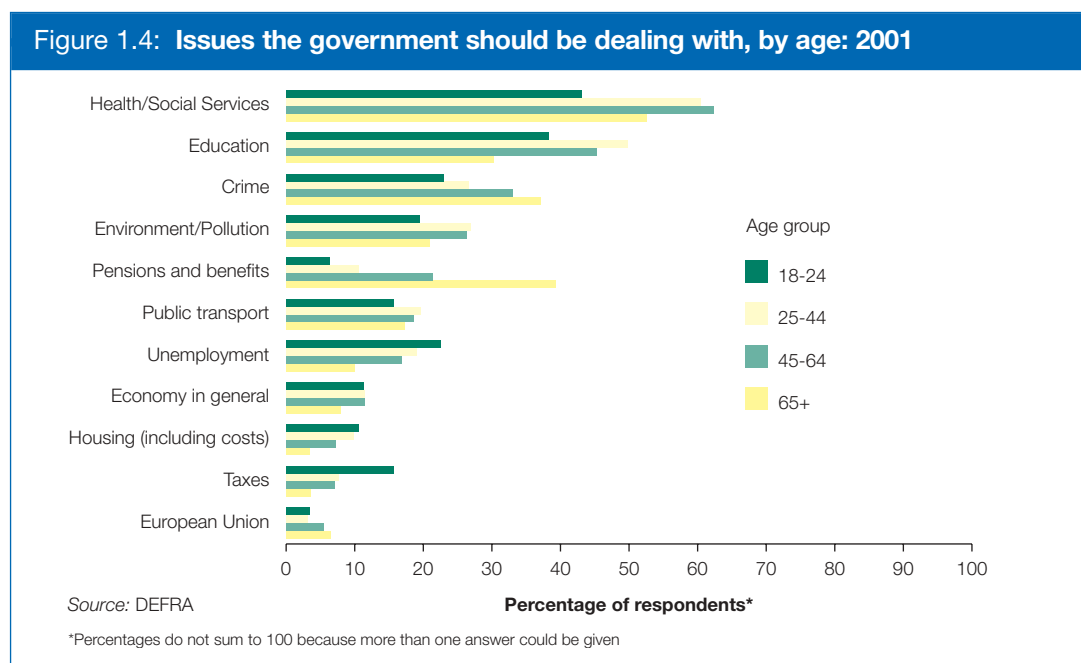
Issues that the youngest respondents were more likely to be concerned about were:

- *unemployment* (18 to 24 year olds: 23 per cent, 65 years or over: 10 per cent)
- *housing* (18 to 24 year olds: 11 per cent, 65 years or over: 3 per cent)
- *taxes* (18 to 24 year olds: 16 per cent, 65 years or over: 4 per cent)

The two middle age groups (25-44 and 45-64 year olds) were more concerned than both the younger and older age groups about:

- *environment/pollution*
- *health/social services*
- *education*

[Full data in Table 1, Annex 1]



Issues for the Government, by highest qualification

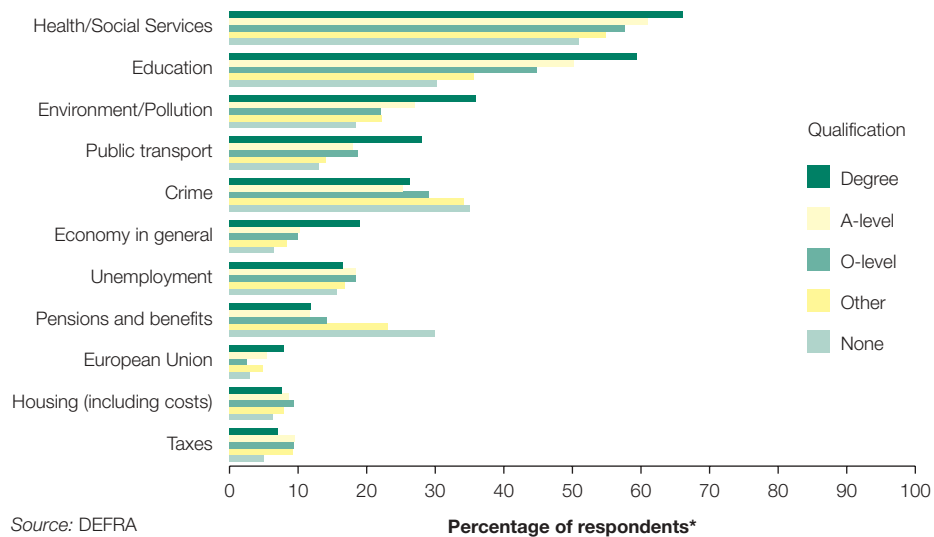
Respondents with degrees were more likely to be concerned that government was dealing with the following issues than those with no qualifications:

- *economy in general* (with degree: 19 per cent, no qualifications: 7 per cent)
- *education* (with degree: 59 per cent, no qualifications: 30 per cent)
- *environment/pollution* (with degree: 36 per cent, no qualifications: 18 per cent)
- *public transport* (with degree: 28 per cent, no qualifications: 13 per cent)

[Full data in Table 1, Annex 1]

Respondents lacking formal qualifications were more concerned that the Government should deal with *pensions and benefits* (30 per cent of those with no qualifications compared with 12 per cent of those with a degree).

Figure 1.5: Issues the government should be dealing with, by highest qualification: 2001



CHAPTER 2

Quality of life

‘Improving the quality of life for people of this country is perhaps the most important duty of Government’ – John Prescott, Deputy Prime Minister (*Quality of Life Counts*, 1999).²

However, ‘quality of life’ is not easily quantified and may mean different things to different people. The 2001 survey explored what issues are most important to people and affect their quality of life. It then explored how they rated their quality of life and their optimism for the future.

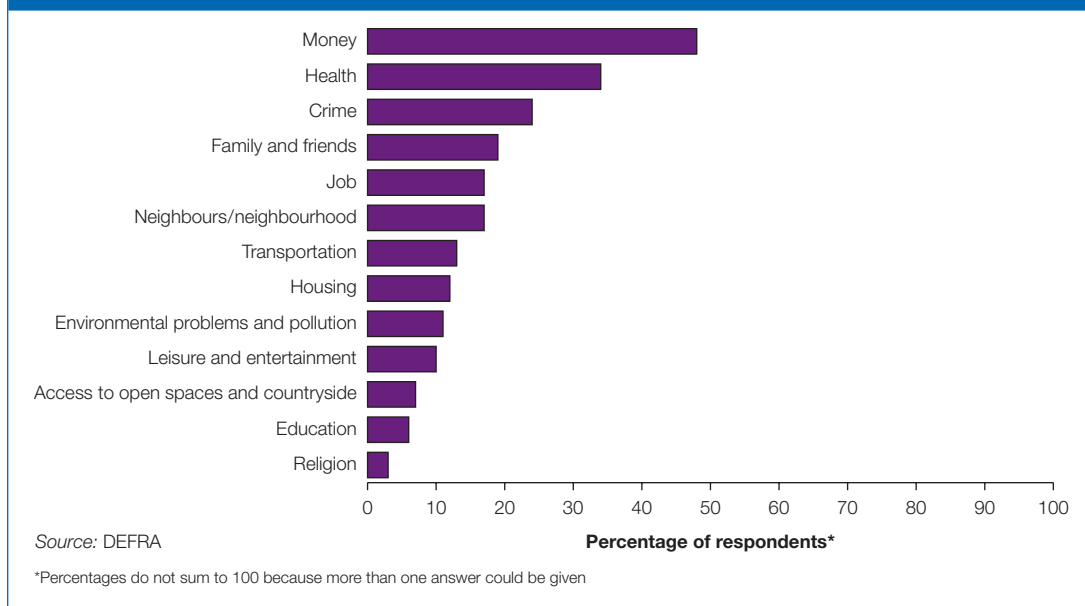
Factors affecting quality of life

- Money, health and crime were the three factors that most affected people’s quality of life.

[Full data in Table 2, Annex 1]

Forty-eight per cent of respondents mentioned *money*, 34 per cent *health* and 24 per cent *crime* as important factors that affect quality of life. Money was the top response across all age groups except those aged 65.

Figure 2.1: Most important factors affecting quality of life: 2001



With regard to *quality of life*, respondents aged 65 or over were more likely to say that *health* had an effect on the quality of their lives (65 years or over: 48 per cent compared with 18 to 24 year olds: 12 per cent). Respondents aged 65 years or over were the least likely and those aged 25 to 44 years the most likely to say that *money* (65 years or over: 34 per cent, 25 to 44 years: 55 per cent) and *jobs* (65 years or over: 3 per cent, 25 to 44 years: 24 per cent) affected the quality of their lives.

² DETR (December 1999) *Quality of life counts: Indicators for a strategy for sustainable development for the United Kingdom: a baseline assessment*.

People in the East Midlands mentioned *money* (56 per cent) more often than elsewhere; Londoners mentioned *money* least frequently (42 per cent). *Health* was mentioned more often in Yorkshire and the Humber (44 per cent) than elsewhere. *Environment / pollution* was mentioned more often in the southerly regions than those in the north.

[Full data in Table 2, Annex 1]

Quality of life

All respondents

- Five out of six people regarded their quality of life as fairly or very good

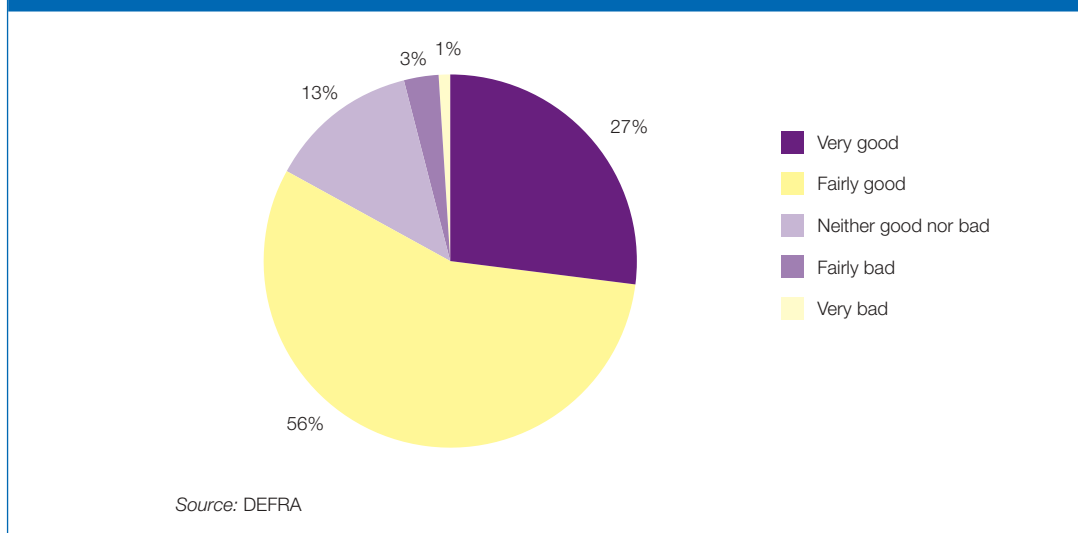
[Full data in Table 3a, Annex 1]

Respondents were initially asked to rate their standard of living, i.e. the number of things they own and how well they can afford things. 78 per cent of people rated their household's standard of living as *very* or *fairly good*.

When 'quality of life' was defined in wider terms as how people feel overall about their lives, their standard of living, their surroundings, friendships and how they feel day to day, respondents were asked to rate their own quality of life. 83 per cent of people rated their quality of life as *fairly* or *very good*, whilst 4 per cent considered their quality of life to be *fairly* or *very bad*.

[Full data in Table 3a, Annex 1]

Figure 2.2: How people rated their quality of life: 2001



Quality of life, by settlement size

- People living in smaller settlements were most likely to be satisfied with their quality of life.

[Full data in Table 3b, Annex 1]

Eighty-eight per cent of respondents living in villages or smaller settlements rated their quality of life as *fairly* or *very good* compared with 78 per cent of respondents living in a major conurbation.

Quality of life, by Government Office Region

There was a slight regional variation, with 85 per cent of respondents in the North West rating their quality of life as *fairly* or *very good*, compared with 79 per cent of respondents in London.

[Full data in Table 3a, Annex 1]

Quality of life, by highest qualification

- *People with higher qualifications were most likely to be satisfied with their quality of life.*

[Full data in Table 3b, Annex 1]

Eighty-seven per cent of people with degrees considered their quality of life to be *fairly* or *very good*, compared with 79 per cent of people without qualifications.

The difference in quality of life ratings was more marked when considering just the *very good* responses. Thirty-seven per cent of people with degrees considered their quality of life to be *very good*, compared with 24 per cent of people without qualifications.

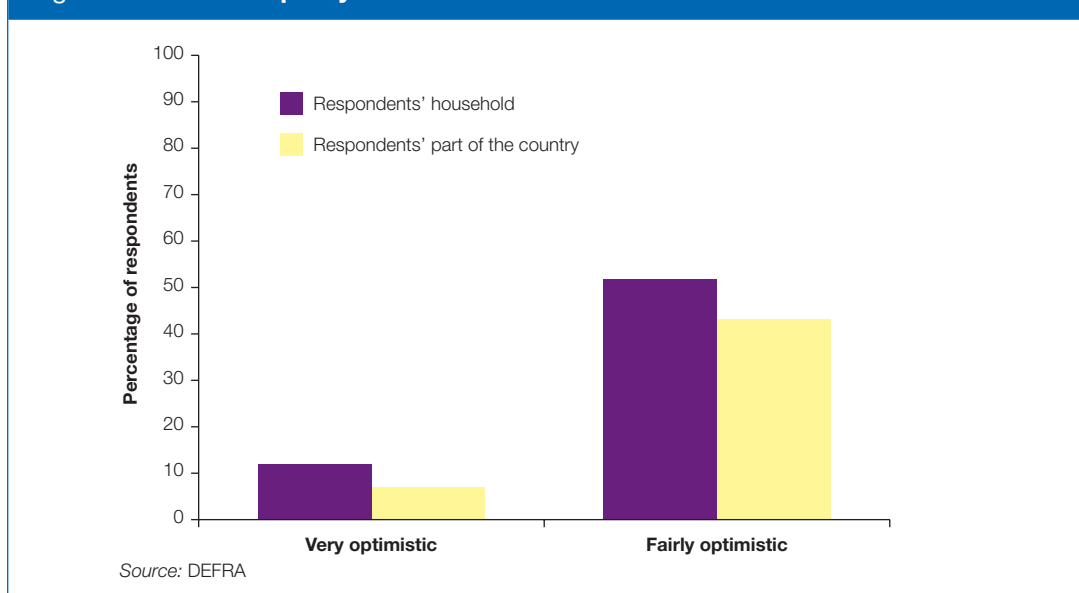
[Full data in Table 3b, Annex 1]

Quality of life in the future for the household and the wider part of the country

- *Almost two-thirds of people were fairly or very optimistic about their quality of life in the future*
- *Half the people were fairly or very optimistic about the future in their part of the country*

[Full data in Table 4, Annex 1]

Figure 2.3: View of quality of life in the future: 2001

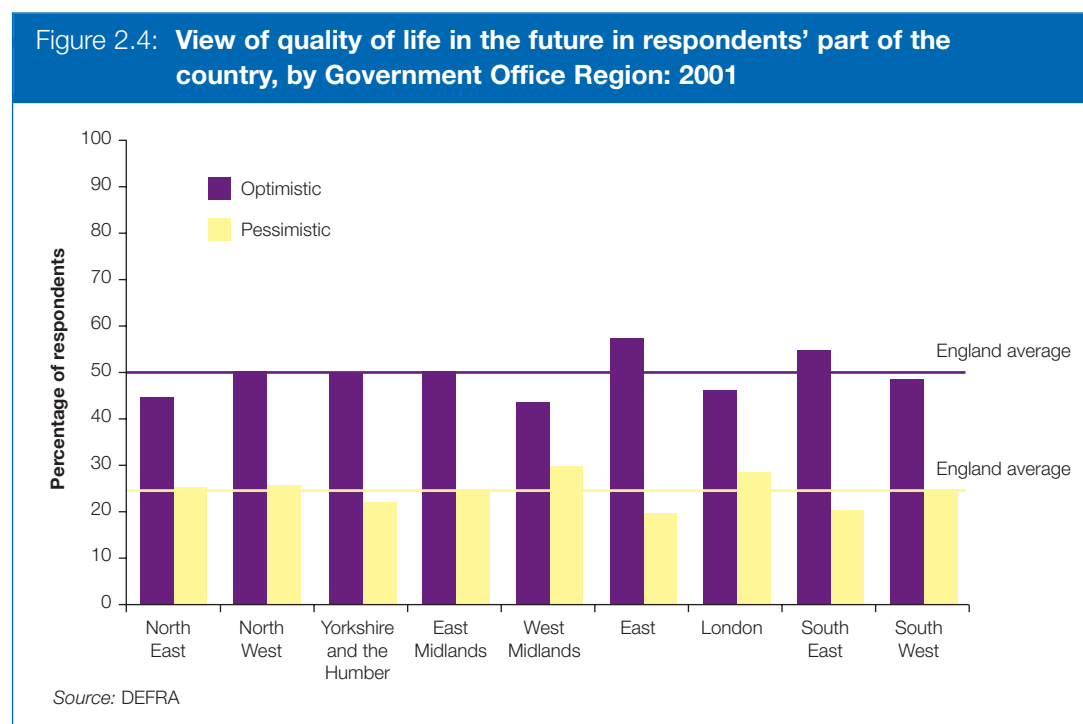


People were asked to say how optimistic they were about the future, taking into account their household's situation, society, the economy, the environment and so forth. They were then asked to consider the future for their part of the country more generally.

When considering the future quality of life in their part of the country, respondents in the East region were the most optimistic followed by respondents in the South East (58 and 55 per cent said they were *fairly* or *very optimistic*, respectively).

People living in the West Midlands and London were the most pessimistic about quality of life in the future in their part of the country (around 30 per cent said they were *fairly* or *very pessimistic*).

[Full data in Table 4, Annex 1]

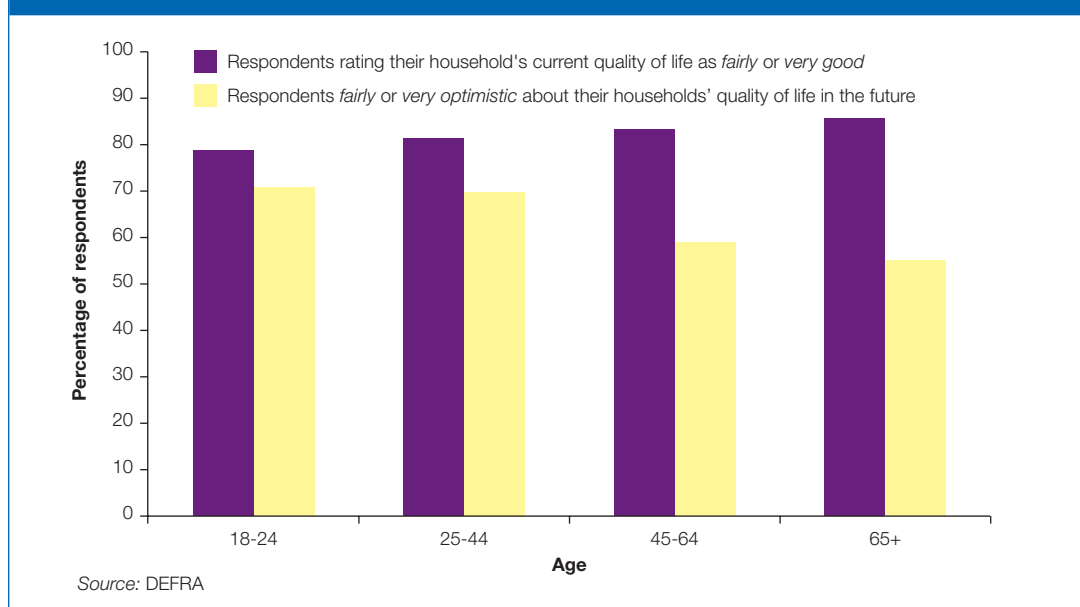


Quality of life in the future, by age

- Current satisfaction with quality of life increased slightly with age
- Optimism for the future decreased with age, although over half of those aged 65 or over were still optimistic.

[Full data in Table 4, Annex 1]

Across age groups people were generally satisfied with their quality of life, but with satisfaction increasing slightly with age. Seventy-eight per cent of 18 to 24 year-olds rated their household's quality of life *fairly* or *very good* compared with 86 per cent of respondents aged over 65.

Figure 2.5: **Quality of life now and in the future, by age: 2001**

In contrast to current levels of satisfaction, respondents in older age groups were least optimistic about the future. Fifty-five per cent of those aged 65 or over were *fairly* or *very optimistic* about their households' quality of life in the future, compared with 71 per cent of 18 to 24 year olds.

[Full data in Table 4, Annex 1]

Views on quality of life in the UK and abroad and links with the environment

Respondents were asked to say to what extent they agreed or disagreed with several statements on quality of life.

- Most people (86 per cent) agreed that “the Government should improve the quality of life for the people in the UK rather than other countries”.
- Half of the people disagreed with the statement that “there is little connection between the protection of the environment and people’s quality of life”, but a third agreed that there is “little connection.”

[Full data in Table 22, Annex 1]

CHAPTER 3

Public perceptions on the headline issues in the Government Quality of Life Barometer

As part of the UK Sustainable Development Strategy³ the Government established a set of headline indicators to monitor progress in fifteen key areas. These focus attention on what sustainable development means and make up a quality of life barometer from which overall progress can be measured. However,

- Only two-fifths of respondents thought that anyone was currently measuring quality of life in England

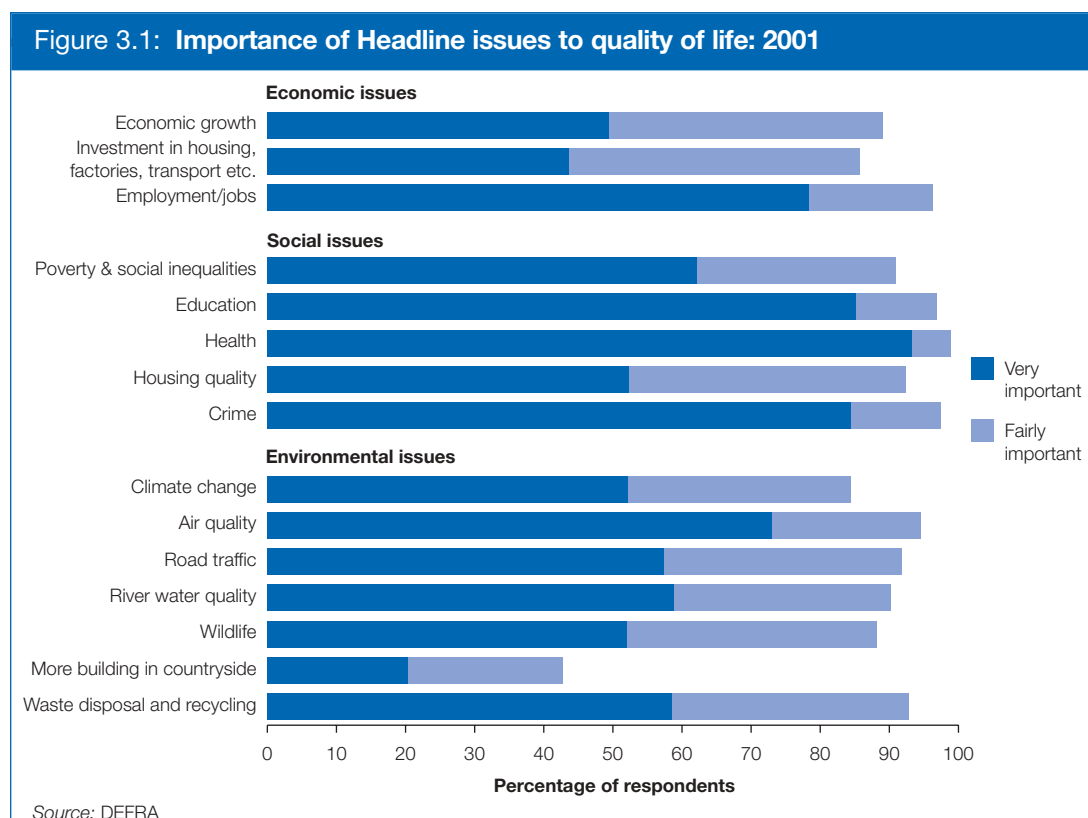
[Full data in Table 5, Annex 1]

Importance of the headline issues

Having been told that quality of life was being monitored, and by which issues:

- Health, education, crime and jobs were regarded as the most important headline issues
- Air quality was regarded as the most important environmental headline issue
- The headline issues were regarded as very or fairly important by the vast majority of people

[Full data in Table 6, Annex 1]



³ DETR (May 1999). A better quality of life: a strategy for sustainable development for the UK. Cm 4345.

Respondents were given a list of the fifteen headline issues and asked to rate how important each issue is to quality of life, both now and in the years to come.

There was little variation in the extent to which people rated the issues as being *fairly* or *very important*, with all but one issue being regarded as such by at least 84 per cent of respondents. *Health*, *crime*, *education*, *jobs* and *air quality* were regarded as being *fairly* or *very important* by 95 per cent or more of respondents.

There was slightly more variation in the extent to which people regarded the issues as *very important*, with *health* (93 per cent), *education* (85 per cent), and *crime* (84 per cent) being regarded as such by the greatest number of respondents. Fewer people considered *jobs* (78 per cent) and *air quality* (73 per cent) as *very important*.

For the other issues, which are a mixture of social, economic and environmental issues between 44 and 62 per cent of respondents regarded them as *very important*.

The exception to these perceptions was the issue of *more building in the countryside*, which was rated as being at *fairly* or *very important* by only 43 per cent of respondents of which only 20 per cent regarded the issue as *very important*. These results do not correspond with results from elsewhere in the survey with regard to people's concerns about the countryside and Green Belt etc. It is therefore considered that people were not clear as to what this issue meant.

[Full data in Table 6, Annex 1]

Perceptions and actions relating to each headline issue

As well as asking people specifically about the issues covered by the indicators, the survey provides a variety of other results that help identify people's relevant perceptions and actions. This chapter pulls together results, some of which are also presented more fully elsewhere in the bulletin, that can be related to individual headline issues.

To present each headline issue in context, the main objective within the UK Sustainable Development Strategy is given, along with an assessment of recent progress in meeting the objective.

Public perceptions on economic output (Headline Indicator H1)

Objective	Our economy must continue to grow		
Indicator	Total output of the economy (GDP and GDP per head)		
Indicator Trend	1970-2001	Significant change, in direction of meeting objective	✓
	1990-2001	Significant change, in direction of meeting objective	✓
	1997-2001	Significant change, in direction of meeting objective	✓

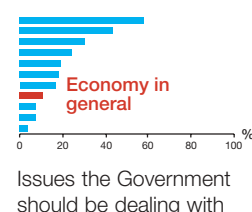
KEY FINDINGS FROM 2001 SURVEY

The 2001 survey showed that respondents regarded *money* as the most likely issue to affect their quality of life. However, it appeared that respondents did not link their personal wealth with the need for *economic growth*. *Economic growth* was low on the list of issues regarded as *very important to quality of life* in comparison with *health* and *education*. Furthermore, respondents thought that the *economy* was a lower priority for government, with issues such as *health* and *education* being mentioned more often. In addition most respondents thought that prices and jobs should not come at the expense of the environment.

THE ECONOMY AS AN ISSUE FOR GOVERNMENT

- Without prompting, *health* and *education* were of more importance as an issue for government than the *economy* in general.

When asked what were the most important issues the Government should be dealing with, 11 per cent of respondents cited the *economy in general*, compared with *health and social services* (mentioned by 58 per cent of respondents). The perceived importance of the economy as an issue for the Government has remained at a similar level in all of the Public Attitudes Surveys 1986-2001.

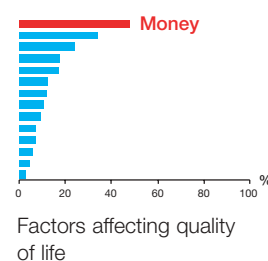


[Full data in Table 1, Annex 1]

ISSUES AFFECTING OWN / HOUSEHOLD'S QUALITY OF LIFE

- Without prompting, *money* was regarded as the most likely issue to affect quality of life.

When asked what two or three things most affect their quality of life, *money* was the most common response, being mentioned by 48 per cent of respondents. *Money* was more likely to be mentioned by younger people, with 51 per cent of 18-24 year olds and 55 per cent of 25-44 year olds mentioning it, compared with 46 per cent of 45-64 year olds and 34 per cent of those aged 65 or over.



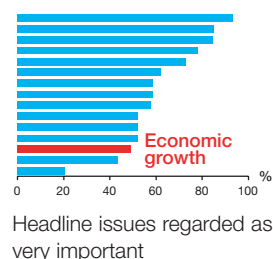
[Full data in Table 2, Annex 1]

IMPORTANCE OF ECONOMIC GROWTH TO QUALITY OF LIFE, NOW AND IN THE FUTURE

However

- When prompted, economic growth was regarded as less important than most other headline issues, although nine out of ten respondents regarded it as being fairly or very important.

When presented with the Government's 15 headline quality of life issues *economic growth* was regarded as the 13th most important issue with just under a half of respondents (49 per cent) stating that it was *very important*, compared with almost all respondents (93 per cent) regarding *health* as a *very important* issue.



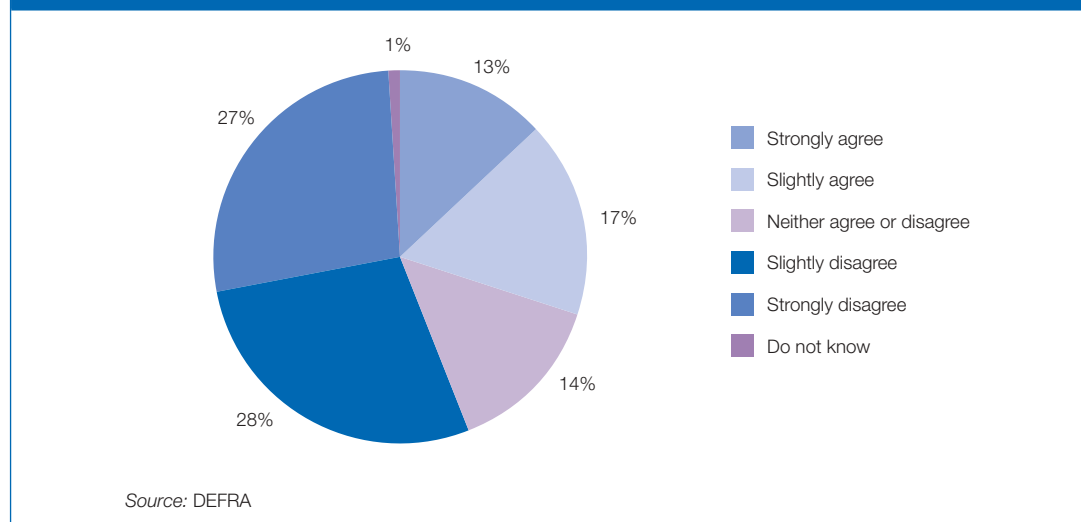
[Full data in Table 6, Annex 1]

ECONOMIC GROWTH VERSUS ENVIRONMENTAL PROTECTION

- Only three out of ten people agreed that “Prices and jobs are more important than protecting the environment for the future”.

Thirty per cent of respondents either *strongly* or *slightly* agreed with the statement above, whilst 55 per cent either *strongly* or *slightly* disagreed.

Figure 3.2: “Prices and jobs today are more important than protecting the environment for the future”



[Full data in Table 22, Annex 1]

Public perceptions on investment (Headline Indicator H2)

Objective	Investment (in modern plant and machinery as well as research and development) is vital to our future prosperity		
Indicator	Total and social investment as a percentage of GDP		
Indicator Trend	1970-2001	No significant change	🟡
	1990-2001	No significant change	🟡
	1997-2001	Significant change, in direction of meeting objective	🟢

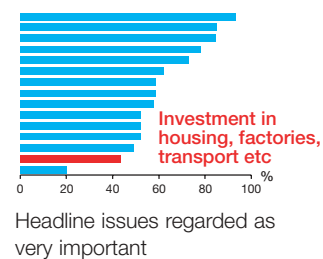
KEY FINDINGS FROM 2001 SURVEY

The 2001 survey showed that, when presented as an issue, people agreed that *investment in housing, factories and transport* is important, although not as important as most other headline quality of life issues. *Investment* was not directly mentioned when people were asked to compile their own list of the most important factors affecting quality of life.

IMPORTANCE OF INVESTMENT IN HOUSING, FACTORIES, TRANSPORT ETC TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, investment was regarded as less important than all but one other headline issue, although nine out of ten respondents regarded it as being fairly or very important.

When presented with the 15 headline issues and asked to consider how important they were to quality of life, 44 per cent of respondents thought that *investment in housing, factories, transport etc* was *very important*, which placed it 14th in order of importance.



[Full data in Table 6, Annex 1]

Public perceptions on employment (Headline Indicator H3)

Objective	Maintain high and stable levels of employment so everyone can share greater job opportunities		
Indicator	Proportion of people of working age who are in work		
Indicator Trend	1970-2001	No significant change	🟡
	1990-2001	No significant change	🟡
	1997-2001	Significant change, in direction of meeting objective	🟢

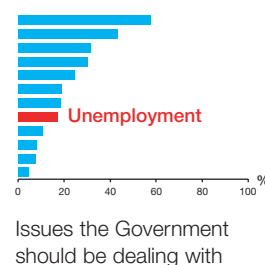
KEY FINDINGS OF 2001 SURVEY

The 2001 Survey showed that although people regarded their jobs as a key factor affecting their quality of life, *unemployment* was no longer regarded as such a pressing priority for government to address.

UNEMPLOYMENT AS AN ISSUE FOR GOVERNMENT

- *Without prompting, unemployment was perceived to be less important as an issue for government than it once was.*

When asked what were the most important issues the Government should be dealing with, 17 per cent of respondents mentioned *unemployment*. From being the highest priority in 1986 (mentioned by 75 per cent of people), it fell to the third most mentioned issue in 1996/7 (mentioned by 28 per cent of people), to the seventh most mentioned issue in 2001.



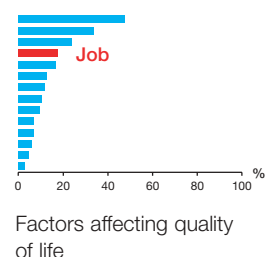
[Full data in Table 1, Annex 1]

ISSUES AFFECTING OWN / HOUSEHOLD'S QUALITY OF LIFE

Nevertheless,

- *Without prompting, people regarded their jobs as an important factor in their quality of life.*

People's *jobs* were the fourth most mentioned factor affecting their quality of life, being mentioned by 17 per cent of respondents. Respondents educated to degree level were slightly more likely to mention their *jobs* as being important to quality of life (25 per cent of graduates) compared to those educated to O Level or equivalent (19 per cent), and those with no qualifications (10 per cent).

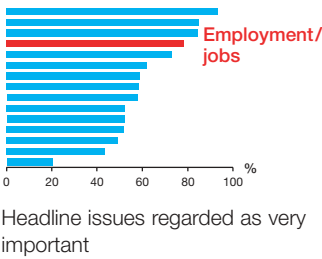


[Full data in Table 2, Annex 1]

IMPORTANCE OF EMPLOYMENT / JOB TO QUALITY OF LIFE

- When prompted, employment / jobs was regarded as very important by four out of five people.

Employment / jobs was regarded as the fourth most important of the Government’s headline quality of life issues, and was regarded as *fairly* or *very important* by almost all respondents (96 per cent).



[Full data in Table 6, Annex 1]

Public perceptions on poverty and social exclusion (Headline Indicator H4)

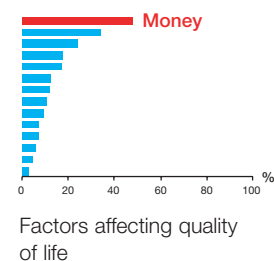
Objective	Tackle poverty and social exclusion		
Indicator	Indicators of success in tackling poverty and social exclusion		
Indicator Trend	1970-2001	Significant change, in direction away from meeting objective	✗
	1990-2001	No significant change	≈
	1996-2001	Significant change, in direction of meeting objective	✓

KEY FINDINGS FROM 2001 SURVEY

The 2001 Survey showed that most respondents agree that *social exclusion* and *poverty* will have a detrimental effect on quality of life. When asked to consider quality of life in terms of material possessions most people were fairly satisfied.

ISSUES AFFECTING OWN / HOUSEHOLD'S QUALITY OF LIFE

- Without prompting, money was regarded as the most likely issue to affect quality of life.
- Neighbours and neighbourhood were also regarded as important factors.

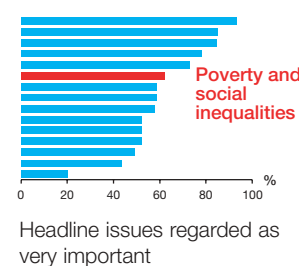


When asked what two or three things most affect the quality of their lives, *money*, was the most common response, being mentioned by 48 per cent of respondents. *Neighbours* and *neighbourhood* were mentioned by 17 per cent of respondents and was the fifth most mentioned factor.

[Full data in Table 2, Annex 1]

POVERTY AND QUALITY OF LIFE

- When prompted, poverty and social inequalities was regarded as a very important headline quality of life issue by 6 out of 10 people.



Poverty and social inequalities was regarded as middle ranking in order of importance as a headline quality of life issue (62 per cent of respondents regarding it as very important). However 9 out of 10 people regarded it as *fairly* or *very important*.

[Full data in Table 6, Annex 1]

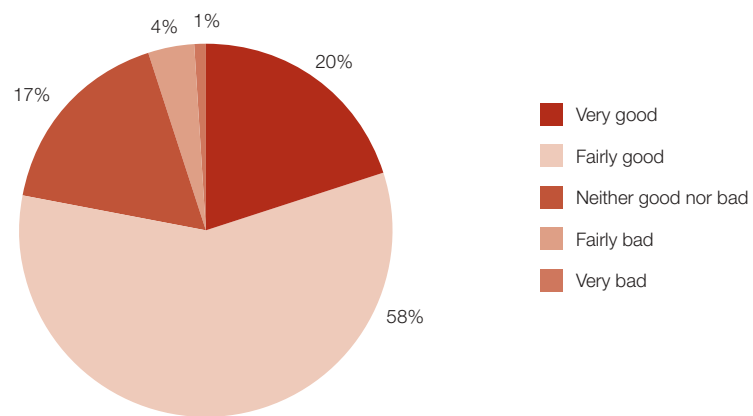
PEOPLE'S PERCEPTIONS OF THEIR STANDARD OF LIVING

- Three out of four people regarded their standard of living as being fairly or very good.

Based on the things they own and how well they can afford the things they need or want, 5 per cent of respondents regarded their standard of living as *fairly* or *very bad*. There was little difference in educational attainment in the percentages of people regarding their standard of living as *fairly good*, but people were more likely to say it was *very good*, the more highly qualified they were.

[Full data in Table 3a, Annex 1]

Figure 3.3: Standard of living based on material possessions



Source: DEFRA

Public perceptions on education (Headline Indicator H5)

Objective	Equip people with the skills to fulfil their potential		
Indicator	Qualifications at age 19		
Indicator Trend	1970-2002	Insufficient or no comparable data	...
	1990-2002	Significant change, in direction of meeting objective	✓
	1998-2002	Significant change, in direction of meeting objective	✓

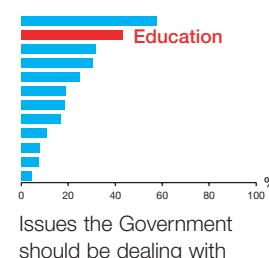
KEY FINDINGS FROM 2001 SURVEY

The 2001 survey showed that *education* is considered as one of the three most important factors to quality of life. When respondents were asked to consider the issues that affect their own quality of life, however, *education* was low on the list of contributory factors. *Education* has increased as an important priority for government from its 1996/7 level.

EDUCATION AS AN ISSUE FOR GOVERNMENT

- Without prompting, *education* has increased in perceived importance as an issue for government.

Education was the second most mentioned issue for government, being mentioned by 43 per cent of respondents. It has been mentioned increasingly in each successive survey, being mentioned by 13 per cent of respondents in 1989 and by 39 per cent of respondents in 1996/7.



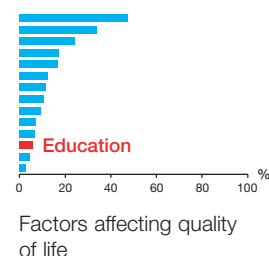
[Full data in Table 1, Annex 1]

AFFECT OF EDUCATION ON OWN / HOUSEHOLD'S QUALITY OF LIFE

However,

- Without prompting, *education* was not frequently mentioned as one of the factors most affecting quality of life.

When asked to name the two or three things that most affect their quality of life, only six per cent of respondents said *education*. This increased to 11 per cent for households with children.



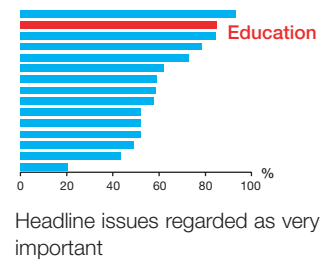
[Full data in Table 2, Annex 1]

IMPORTANCE OF EDUCATION TO QUALITY OF LIFE, BOTH NOW AND IN THE FUTURE

Nevertheless,

- When prompted, education was regarded as one of the most important headline quality of life issues.

Education was rated the second most important headline quality of life issue, behind *health*. 85 per cent of respondents regarded the issue as *very important*.



[Full data in Table 6, Annex 1]

Public perceptions on health (Headline Indicator H6)

Objective	Improved health of the population overall		
Indicator	Expected years of healthy life		
Indicator Trend	1970-1999	Significant change, in direction of meeting objective	✔
	1990-1999	No significant change	≈
	1995-1999	No significant change	≈

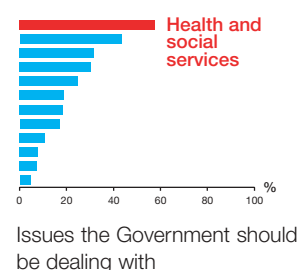
KEY FINDINGS FROM 2001 SURVEY

The 2001 survey showed that *health* is regarded as the most important factor affecting quality of life and is considered the most important issue for government.

HEALTH AS AN ISSUE FOR GOVERNMENT

- Without prompting, *Health and social services* was regarded as the most important issue for government.

Health and social services were regarded as the highest priority for government, being mentioned by 58 per cent of respondents. It was similarly regarded as the most important issue in the 1996/7 Survey (42 per cent).

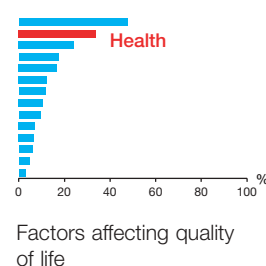


[Full data in Table 1, Annex 1]

AFFECT OF HEALTH ON OWN / HOUSEHOLD'S QUALITY OF LIFE

- Without prompting, *health* was the second most likely issue to affect quality of life, behind money.

A third of people said *health* was one of things that most affected their quality of life. The older the respondent the more likely they were to mention *health*. Respondents aged 65 or over were four times as likely to mention *health* than those aged 18-24.

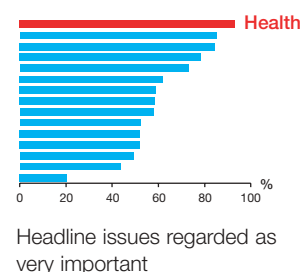


[Full data in Table 2, Annex 1]

IMPORTANCE OF HEALTH TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, *health* was also regarded as the most important headline quality of life issue.

Almost all respondents (93 per cent) thought that *health* was very important as a headline quality of life issue.



[Full data in Table 6, Annex 1]

Public perceptions on housing (Headline Indicator H7)

Objective	Reduce the proportion of unfit housing stock		
Indicator	Housing quality		
Indicator Trend	1970-2001	Insufficient or no comparable data	...
	1990-2001	No significant change	~
	1997-2001	Insufficient or no comparable data	...

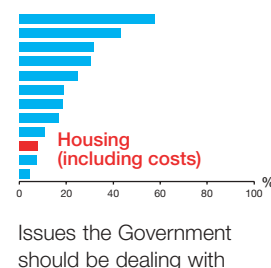
KEY FINDINGS FROM 2001 SURVEY

Housing (including costs) was regarded as an important issue for government, but not to the same extent as some issues. It was a middle range response as an important issue affecting quality of life and as a government headline quality of life issue.

HOUSING AS AN ISSUE FOR GOVERNMENT

- Without prompting, concern about housing as an issue for government remained at about the same level as in 1996/7.

Compared with *health, education, crime* and the *environment*, few respondents mentioned *housing* as an important issue for government to deal with. Eight per cent of respondents mentioned *housing*, putting it at a similar level of concern as *taxes* and the *European Union*.

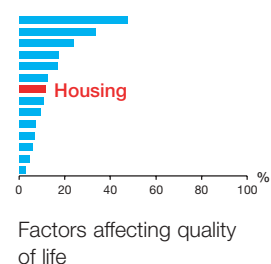


[Full data in Table 1, Annex 1]

ISSUES AFFECTING OWN / HOUSEHOLD'S QUALITY OF LIFE

- Without prompting, *housing* was mentioned by just over 1 in 10 respondents as one of the issues most affecting their quality of life.

The affect of *housing* on quality of life was mentioned roughly as often as *transport, environment / pollution* and *leisure and entertainment*.

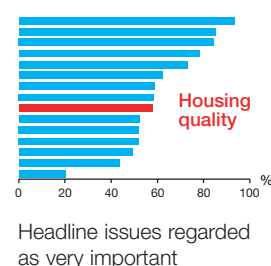


[Full data in Table 2, Annex 1]

IMPORTANCE OF HOUSING TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, over half the respondents thought *housing quality* was a very important issue amongst the Government's headline quality of life issues.

Housing quality was ranked ninth as a very important headline quality of life issue, on a par with *climate change* and *wildlife*. Overall, nine out of ten people thought it was *fairly* or *very* important.



[Full data in Table 6, Annex 1]

Public perceptions on crime (Headline Indicator H8)

Objective	Reduce both crime and fear of crime				
Indicator	Level of recorded crime				
Indicator Trend		Robbery		Burglary or Vehicle Crime	
	1970-2001	Significant change, in direction away from meeting objective	✗	Significant change, in direction away from meeting objective	✗
	1990-2002	Significant change, in direction away from meeting objective	✗	Significant change, in direction of meeting objective	✓
	1998/9-2001/2	Significant change, in direction away from meeting objective	✗	Significant change, in direction of meeting objective	✓

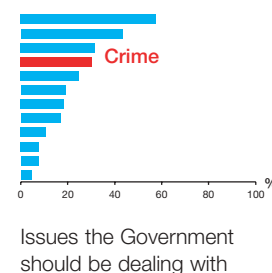
KEY FINDINGS FROM 2001 SURVEY

Along with *health* and *education*, *crime* was one of main issues that respondents felt had a bearing on quality of life. It was also seen as a key priority for government. Respondents living in London were more likely to mention *crime* as an important factor than those living in other regions.

CRIME AS AN ISSUE FOR GOVERNMENT

- Without prompting, concern about crime, as an important issue for government, has increased.

Thirty per cent of respondents mentioned *crime* as being an important issue for government, compared with 19 per cent in the 1996/7 survey, making it the third most mentioned issue in 2001 behind *health and social services* and *education*.

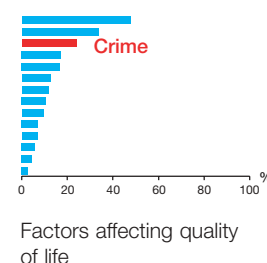


[Full data in Table 1, Annex 1]

ISSUES AFFECTING OWN / HOUSEHOLD'S QUALITY OF LIFE

- Without prompting, 1 in 4 people said crime affects their quality of life.

Crime was the third most frequently mentioned issue, behind *money* and *health*, with 24 per cent of respondents saying it had an affect. Males (26 per cent) were slightly more likely to mention *crime* compared with females (22 per cent). A third of respondents in London mentioned *crime*, compared with a fifth in the East region.

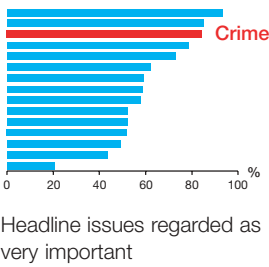


[Full data in Table 2, Annex 1]

IMPORTANCE OF CRIME TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, more than 8 out of 10 people regarded crime as a very important headline quality of life issue.

Crime was ranked third as a very important headline quality of life issue, being regarded as such by 84 per cent of respondents, again rated just behind health and education.



[Full data in Table 6, Annex 1]

Public perceptions on climate change (Headline Indicator H9)

Objective	Reduce emissions of greenhouse gases		
Indicator	Emissions of greenhouse gases		
Indicator Trend	1970-1999	Significant change, in direction of meeting objective	✓
	1990-2000	Significant change, in direction of meeting objective	✓
	1997-2000	Significant change, in direction of meeting objective	✓

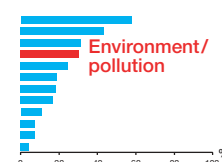
KEY FINDINGS FROM 2001 SURVEY

The 2001 survey showed that the majority of people think that *climate change* is happening and that human beings directly cause it. Most respondents were able to identify some of the main causes of *climate change* but there was still some confusion. The *environment in general* was regarded as an important issue for government, and *climate change* was felt to be a very important headline quality of life issue, but not to the same extent as issues more directly affecting individuals. Although more people than in previous surveys said they were *cutting down use of electricity / gas* or *using their car less*, most claimed that this was due to cost or other reasons rather than for environmental reasons.

THE ENVIRONMENT AS AN ISSUE FOR GOVERNMENT AND A FACTOR AFFECTING QUALITY OF LIFE

- Without prompting, concern about the environment, as an important issue for government, has increased.
- Without prompting, one in ten people regarded the environment as one of the two or three issues most affecting their quality of life.

One in four people mentioned the *environment* as an issue for government to address, compared with just over 1 in 10 in the 1996/7 survey, making it the fourth most mentioned issue in 2001.



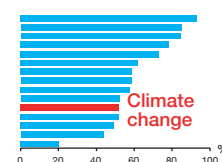
Issues the Government should be dealing with

[Full data in Table 1, Annex 1]

IMPORTANCE OF CLIMATE CHANGE TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, half of the people thought that *climate change* was a very important headline quality of life issue; a further third thought it was fairly important.

Eight out of 10 people felt that *climate change* was a *fairly* or *very* important headline quality of life issue, but it was not regarded as important as social issues that more directly affect the individual.



Headline issues regarded as very important

[Full data in Table 6, Annex 1]

KNOWLEDGE OF CLIMATE CHANGE

- *Virtually all respondents had heard of climate change, global warming, or the greenhouse effect.*

Over three-quarters of people had heard of the term *climate change*, although males (86 per cent) were more likely to have heard of it than females (69 per cent). 78 per cent of 45-64 years had heard of the term, compared with 63 per cent of 18-25 year olds. Those with degrees were also more likely to have heard of the term (91 per cent) than those with no qualifications (68 per cent).

However, most of those who had not heard of *climate change* had heard of *global warming* or the *greenhouse effect*, with overall 99 per cent of people having heard of at least one of these terms.

[Full data in Table 10, Annex 1]

BELIEF IN CLIMATE CHANGE

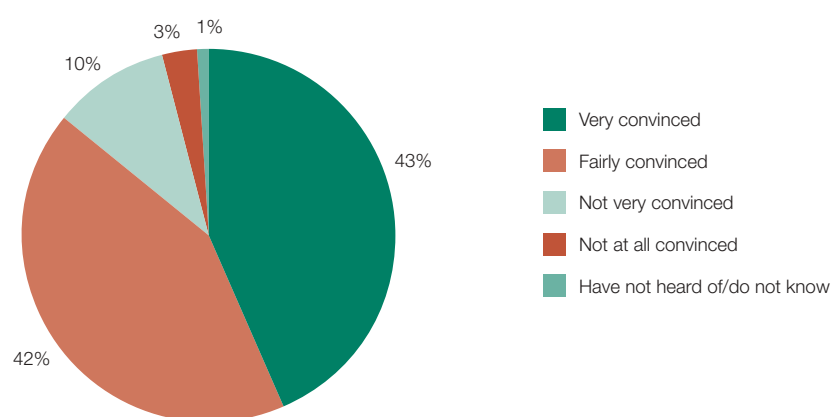
- *Most people were at least fairly convinced that climate change is happening.*

Forty-three per cent of respondents said they were *very convinced* that the earth's climate and long-term weather patterns were changing. A further 42 per cent were *fairly convinced*.

There was little variation in the extent to which different age groups were at least *fairly convinced*. Although, more 18 to 24 year olds said they were *fairly convinced* (54 per cent) than said they were *very convinced* (33 per cent), and a slightly higher proportion of people aged 65 or more were *not convinced* (15 per cent) than in other age groups.

[Full data in Table 11, Annex 1]

Figure 3.4: “How convinced are you that the earth’s climate and long term weather patterns are changing?”



Source: DEFRA

CLIMATE CHANGE THE RESULT OF HUMAN ACTIVITIES?

- 7 out of 10 respondents thought climate change is due to human activities.

Only 13 per cent of people thought that *climate change* was not due to human activities. A further 16 per cent either did not know or were unable to answer.

[Full data in Table 11, Annex 1]

RECENT FLOODS IN UK DUE TO CLIMATE CHANGE?

- Two thirds of respondents blame UK floods in the winter of 2000/1 on climate change.

Almost 75 per cent of 18-24 year olds felt that the floods were due to *climate change*, compared with 64 per cent of those aged 65 or over.

[Full data in Table 11, Annex 1]

EFFECTS OF CLIMATE CHANGE

- Without prompting, changes in the weather was regarded as the most common effect of climate change.

Respondents most commonly suggested *changes in weather* (50 per cent), *flooding from rainfall* (44 per cent), *higher temperatures* (34 per cent) and *sea-level rise / coastal flooding* (34 per cent), as future effects of *climate change*. Only four per cent of respondents felt that there would be *no effects*.

[Full data in Table 12, Annex 1]

CONTRIBUTORS TO CLIMATE CHANGE

- When prompted, destruction of forests was the most recognised contributor to climate change.
- The majority of respondents were able to identify the main contributors to climate change.

Nearly three quarters of respondents correctly recognised the *destruction of forests* as a contributor to climate change. The majority of respondents also correctly recognised *carbon dioxide emissions* (71 per cent), *emissions from transport* (65 per cent) and *emissions from power stations* (56 per cent). Only 28 per cent thought that the *use of gas and electricity by industry* was a contributor and only a fifth of respondents correctly identified the *use of gas and electricity in the home*. Seven out of ten people wrongly thought the *hole in the ozone layer* was a cause and 1 in 10 the *use of mobile phones*.

[Full data in Table 13, Annex 1]

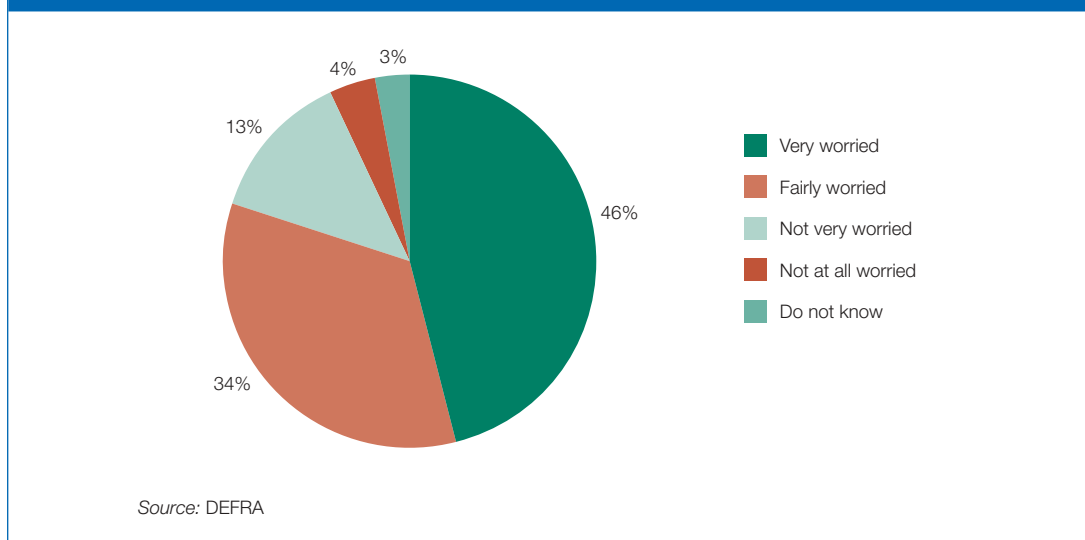
PERSONAL CONCERN ABOUT CLIMATE CHANGE

- When prompted, concern about climate change has increased, with almost half the respondents being very worried.

Eight out of 10 respondents were *fairly* or *very worried* about *climate change*. Almost half (46 per cent) were *very worried*, compared with 35 per cent in the 1996/7 survey. However, climate change was ranked eighth in the extent to which people were *very worried* about the environmental issues presented to them.

[Full data in Table 8a, Annex 1]

Figure 3.5: “How worried do you feel personally about Climate Change?”



FUTURE CONCERNS

- Without prompting, climate change, or one of its potential effects, was the second most common environmental concern for the future.

When asked what environmental trends or issues will cause the most concern in about 20 years time, respondents mentioned *climate change* (32 per cent), *worse weather* (17 per cent), *flooding* (15 per cent) or *sea-level rise* (6 per cent). However, the most commonly mentioned issue was *traffic*, mentioned by just over half of the respondents.

[Full data in Table 9, Annex 1]

PERSONAL ACTION WITH REGARD TO CLIMATE CHANGE

- 2 out of 5 respondents regularly cut down use of electricity and gas.

When asked what actions respondents take at home, 40 per cent said they regularly *cut down their use of electricity or gas*, 21 per cent said they had done so on one or a few occasions but 38 per cent said they had not. Of those respondents who regularly cut down usage, 81 per cent said that they did it to *save money*, 22 per cent to *save energy* and only 15 per cent to *help the environment / reduce pollution*.

[Full data in Tables 14 & 16, Annex 1]

Of respondents who said that they did not regularly cut down on electricity or gas usage, 60 per cent said that they *could not use any less*. The older the respondent the more likely they were to give this response.

[Full data in Table 16, Annex 1]

SUPPORT FOR GOVERNMENT ACTION ON CLIMATE CHANGE

- The majority of people supported the use of renewable energy, energy / carbon taxes and incentives to use low CO₂ emission cars.

When asked if they were in favour of *increasing the use of renewable energy sources*, 90 per cent of respondents said either they *strongly* or *slightly supported* this policy.

Fifty-three per cent of respondents either *strongly* or *slightly supported* the introduction of an *energy / carbon tax* on electricity and other fuels that damage the environment.

Eight out of 10 people said they either *strongly* or *slightly supported* a policy of *rewarding drivers of cars with lower CO₂ emissions*.

[Full data in Table 23, Annex 1]

Public perceptions on air quality (Headline Indicator H10)

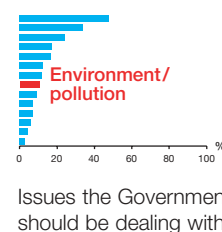
Objective	Reduce air pollution and ensure air quality continues to improve through the longer term		
Indicator	Days when air pollution is moderate or higher		
Indicator Trend	1970-2001	Insufficient or no comparable data	...
	1990-2001	Significant change, in direction of meeting objective	✓
	1997-2001	Significant change, in direction of meeting objective	✓

KEY FINDINGS FROM 2001 SURVEY

The 2001 survey showed that *air pollution* was both important to quality of life and an issue that respondents were apprehensive about for the future. *Traffic and exhaust fumes* were identified as key concerns, with a majority of respondents supporting measures to reduce vehicle-born air pollution.

THE ENVIRONMENT AS AN ISSUE FOR GOVERNMENT AND A FACTOR AFFECTING QUALITY OF LIFE

- Without prompting, concern about the environment, as an important issue for government, has increased.
- Without prompting, one in ten people regarded the environment as one of the two or three issues most affecting their quality of life.



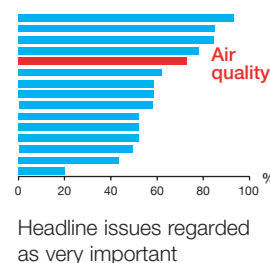
One in four people mentioned the *environment* as an issue for government to address, compared with just over 1 in 10 in the 1996/7 survey, making it the fourth most mentioned issue in 2001.

[Full data in Table 1, Annex 1]

IMPORTANCE OF AIR QUALITY TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, 3 out of 4 respondents thought air quality was a very important headline quality of life issue.

Air quality was rated the fifth most important headline quality of life issue, and the most important of the environmental issues. 73 per cent of respondents said that it was *very important*.



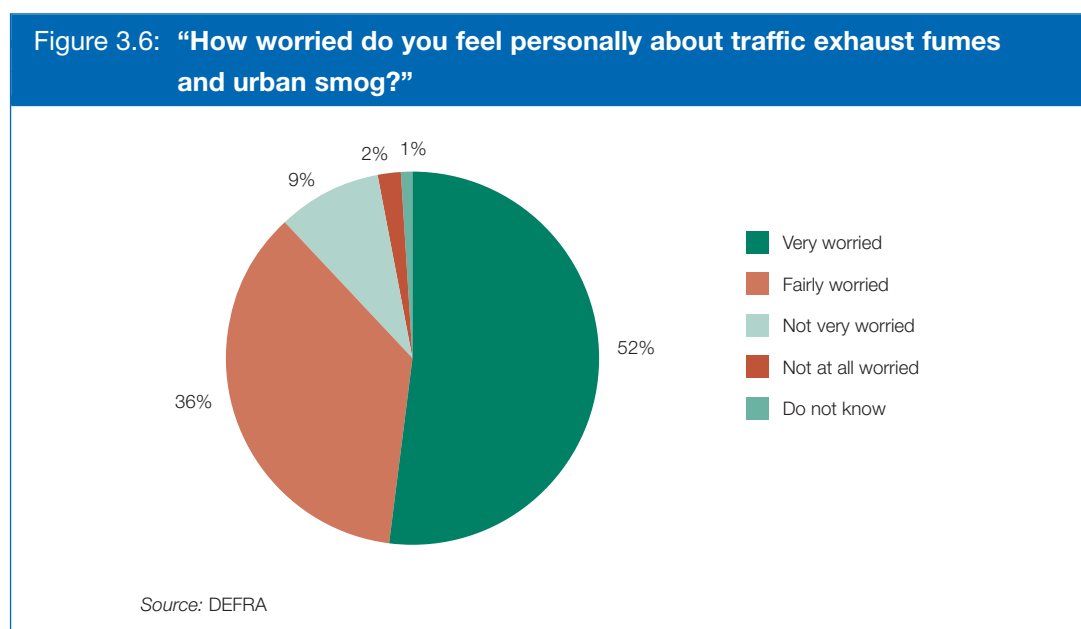
[Full data in Table 6, Annex 1]

PERSONAL CONCERN ABOUT AIR QUALITY

- When prompted, the majority of respondents were worried about traffic fumes.

Over half of respondents said they were *very worried* about *traffic exhaust fumes* and *urban smog*. This was one of the top five concerns. Concern about industrial pollution was slightly lower, with 43 per cent saying they were *very worried* about *fumes and smoke from factories*.

[Full data in Table 8, Annex 1]



FUTURE CONCERNS

- Without prompting, concern has increased about future air pollution.

Air pollution was identified as one of the respondents' key concerns when they were asked what environmental trends or issues will cause the most concern in about twenty years time. The percentage of respondents mentioning *air pollution* increased to 41 per cent compared with around 30 per cent in earlier surveys.

[Full data in Table 9, Annex 1]

AIR QUALITY IN THE COUNTRYSIDE

- Fresh air a key reason for visiting the countryside.

When respondents were asked what things about the British countryside make it a place where they want to spend time, 40 per cent said *fresh air*. This was the joint third most popular response, behind *tranquillity* and *scenery*, mentioned by the same proportion of respondents as *open space*.

[Full data in Table 20, Annex 1]

CIGARETTE SMOKE

- *A third of all respondents had avoided visiting a pub or restaurant because of cigarette smoke.*

Almost half of all respondents with degrees or in the higher social classes had avoided a pub or restaurant because of cigarette smoke.

[Full data in Table 14, Annex 1]

GOVERNMENT ACTIONS

- *When prompted, there was support for imposing restrictions and charges on air polluting activities.*

Respondents were asked to what degree they supported or opposed a number of government policy options, noting that each may incur a direct cost to them or their families.

- *Ninety-four per cent said they would strongly or slightly support stricter controls on factory emissions to the air, rivers and sea.*
- *Eighty-four per cent would strongly or slightly support charging factories for emissions to the air, rivers and sea.*
- *Fifty-three per cent would strongly or slightly support restricting the use of certain roads when air pollution levels are high.*

[Full data in Table 23, Annex 1]

Public perceptions on road traffic (Headline Indicator H11)

Objective	Improve choice in transport; improve access to education, jobs, leisure and services; and reduce the need to travel		
Indicator	Road traffic		
Indicator Trend	1970-2001	Significant change, in direction of meeting objective	✗
	1990-2001	No significant change	≈
	1997-2001	No significant change	≈

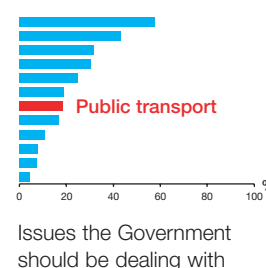
KEY FINDINGS FROM 2001 SURVEY

The 2001 survey highlighted *traffic (congestion, fumes and noise)* as the environmental issue predicted to cause the most concern in the next 20 years. *Public transport* was identified as a key area for government, with an increasing number of respondents mentioning it as a government priority. Respondents were split over the issue of whether or not there should be *more roads being built in the countryside*. Support was high for potential government actions that would reduce the environmental impacts of car driving, but respondents were less supportive of actions that would directly affect their pockets.

PUBLIC TRANSPORT AS AN ISSUE FOR GOVERNMENT

- Without prompting, the proportion of respondents mentioning public transport as an issue for government was three times higher than in 1996/7.

The number of respondents mentioning *public transport*, as an issue the Government should be dealing with, increased for the fourth consecutive survey. The number mentioning *public transport* rose from six per cent in 1996/7 to 18 per cent in 2001. *Public transport* was the sixth most mentioned issue.

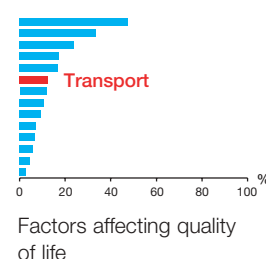


[Full data in Table 1, Annex 1]

ISSUES AFFECTING OWN / HOUSEHOLD'S QUALITY OF LIFE

- Without prompting, Londoners were more likely to mention transport as a factor affecting quality of life.

Transport was mentioned as a factor that affected quality of life by 13 per cent of respondents, making it the sixth most mentioned issue. Respondents living in London were more likely to mention *transport* (17 per cent) than elsewhere.

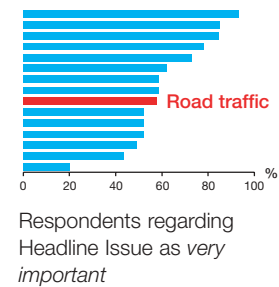


[Full data in Table 2, Annex 1]

IMPORTANCE OF ROAD TRAFFIC TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, road traffic was regarded as fairly or very important by nine out of ten people.

Road traffic ranked ninth in the extent to which people regarded it as a very important headline quality of life issue, placing it alongside *river water quality* and *waste disposal and recycling* in importance to respondents.



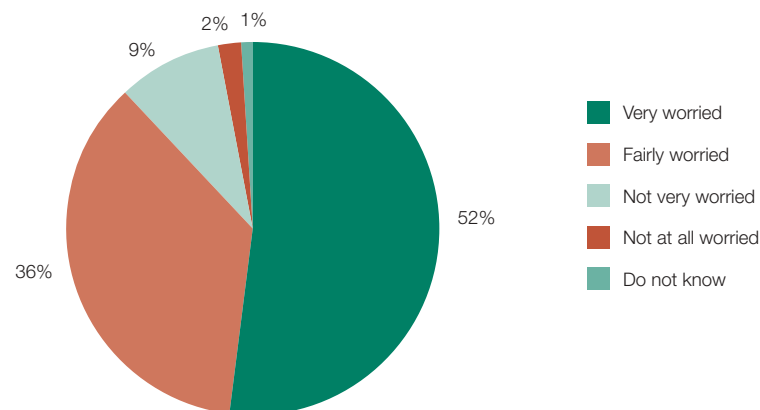
[Full data in Table 6, Annex 1]

PERSONAL CONCERNS ABOUT TRAFFIC EXHAUST FUMES AND URBAN SMOG AND TRAFFIC CONGESTION

- When prompted, over half of all respondents were *very worried* about *urban traffic exhaust fumes* and *urban smog*. Over two fifths were *very worried* about *traffic congestion*.
- Traffic exhaust fumes* and *urban smog* was ranked fifth in terms of the extent to which respondents were *very worried*. *Traffic congestion* was ranked 13th out of the 20 environmental issues presented.

[Full data in Table 8, Annex 1]

Figure 3.7: “How worried do you feel personally about traffic exhaust fumes and urban smog?”



Source: DEFRA

FUTURE CONCERNS

- *Without prompting, traffic was the most worrying issue for the future.*

When asked what environmental issue or trend will cause the most concern in the about 20 years time, over half (52 per cent) of respondents mentioned *traffic (congestion, fumes and smog)*, an increase of 15 percentage points from 1996/7.

[Full data in Table 9, Annex 1]

BUILDING NEW ROADS IN THE COUNTRYSIDE

- *When prompted, respondents were split over road building in the countryside.*

Public opinion was divided over the statement ‘*It is important to build new roads to relieve traffic congestion even if some countryside is lost*’, with 43 per cent agreeing and 44 per cent disagreeing.

[Full data in Table 22, Annex 1]

PERSONAL ACTION ON ROAD TRAFFIC

- *Around two fifths of respondents regularly chose to use public transport, walked or cycled or cut down use of a car for short journeys.*

In terms of reducing car use, 42 per cent of respondents to which it was applicable, said that in the last 12 months they had *regularly deliberately used public transport, walked or cycled* instead of using a car; 39 per cent had *cut down their use of a car for short journeys*.

[Full data in Table 14, Annex 1]

Peoples’ motives, however, were not primarily to help the environment or reduce pollution but *to get more exercise*: 59 per cent; *to save money*: 25 per cent and only 17 per cent to *help the environment / reduce pollution*.

Of the respondents who had not regularly cut their use of a car for short journeys, the main reasons cited were, *could not use the car any less* (37 per cent), *lack of time or desire* (26 per cent) and *poor public transport availability* (22 per cent).

[Full data in Table 15, Annex 1]

REACTIONS TO TRAFFIC FUMES

- *Few respondents wore a filtering mask while cycling.*

One per cent of respondents, to which it was applicable, regularly used a *filtering mask* to protect themselves against traffic fumes when cycling.

[Full data in Table 14, Annex 1]

GOVERNMENT POLICY ON ROAD TRAFFIC

- *There was strong support for improved public transport, but less support for increased charges for parking or use of certain roads.*

Respondents were asked about the degree to which they supported or opposed a number of transport related policies that the Government could introduce. They were told that each policy could have a direct cost to them or their families, for example through higher prices or taxes.

- *Ninety-five per cent would strongly or slightly support providing more (reliable) public transport.*
- *Ninety-two per cent would strongly or slightly support making public transport cheaper.*
- *Eighty-four per cent would strongly or slightly support increasing pedestrian-only zones in towns and cities.*
- *Eighty-two per cent would strongly or slightly support rewarding drivers of cars with lower CO₂ emissions.*
- *Seventy-nine per cent would strongly or slightly support providing more cycle paths or lanes.*
- *Seventy-eight per cent would strongly or slightly support tightening MOT testing for emissions standards.*
- *Seventy-three per cent would strongly or slightly support preventing drivers leaving their car-engines running when stationary.*
- *Seventy per cent would strongly or slightly support increasing roadside checks on vehicle emissions.*
- *Fifty-three per cent would strongly or slightly support restricting the use of certain roads when air pollution levels are high.*
- *Thirty-four per cent would strongly or slightly support increasing parking restrictions or introducing higher metering charges in town centres.*
- *Twenty-four per cent would strongly or slightly support charging drivers for the use of certain roads.*

[\[Full data in Table 23, Annex 1\]](#)

Public perceptions on river water quality (Headline Indicator H12)

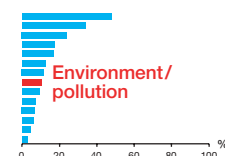
Objective	Improving river quality		
Indicator	Rivers of good or fair quality		
Indicator Trend	1970-2000	Significant change, in direction of meeting objective	✓
	1990-2000	Significant change, in direction of meeting objective	✓
	1995-2000	Significant change, in direction of meeting objective	✓

KEY FINDINGS REGARDING WATER QUALITY FROM 2001 SURVEY

The 2001 Survey showed that the public is very worried about *pollution to rivers* and to *bathing waters and beaches*. Many respondents supported government policies aimed at restricting industry from emitting pollutants into waterways.

THE ENVIRONMENT AS AN ISSUE FOR GOVERNMENT AND A FACTOR AFFECTING QUALITY OF LIFE

- Without prompting, concern about the environment, as an important issue for government, has increased.
- Without prompting, one in ten people regarded the environment as one of the two or three issues most affecting their quality of life.



Issues the Government should be dealing with

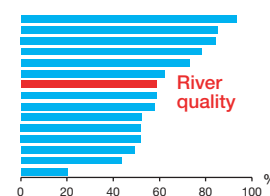
One in four people mentioned the *environment* as an issue for government to address, compared with just over 1 in 10 in the 1996/7 survey, making it the fourth most mentioned issue in 2001.

[Full data in Table 1, Annex 1]

IMPORTANCE OF RIVER WATER QUALITY TO QUALITY OF LIFE, NOW AND IN FUTURE

- When prompted, six out of ten people thought that river water quality was a very important headline quality of life issue.

River water quality was a middle ranking quality of life issue, of similar importance to that of *waste disposal and recycling*, and *road traffic*.



Respondents regarding Headline Issue as very important

[Full data in Table 6, Annex 1]

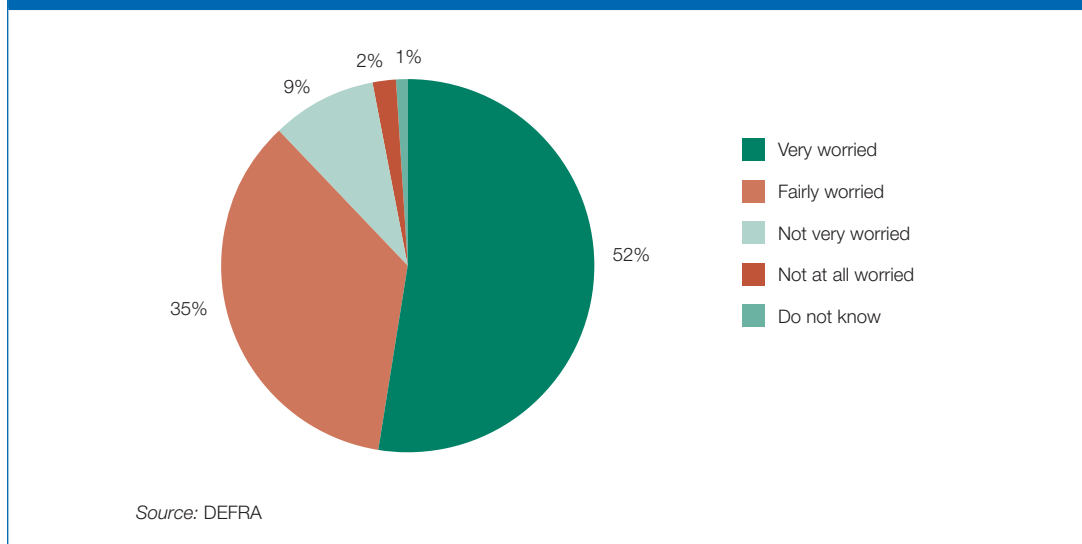
PERSONAL CONCERN ABOUT RIVER WATER QUALITY

- When prompted, over half of all respondents were very worried about pollution in rivers, bathing waters and beaches.

Pollution in rivers and pollution in bathing waters and beaches were considered the third and fourth most worrying environmental issues. Fifty-five per cent of respondents felt very worried about pollution in rivers and 52 per cent of respondents felt very worried about pollution in bathing waters and beaches.

[Full data in Table 8, Annex 1]

Figure 3.8: “How worried do you feel personally about pollution in bathing waters and beaches?”



FUTURE CONCERNS

- Without prompting, water pollution was regarded as an issue of concern for the future.

When asked what environmental issue or trend will cause the most concern in about 20 years' time, 21 per cent of respondents mentioned *water pollution*. This was the fourth most mentioned issue, behind *climate change*, *air pollution* and *traffic*.

[Full data in Table 9, Annex 1]

PERSONAL REACTIONS TO POOR RIVER QUALITY

- When prompted, 1 in 4 respondents said they had avoided bathing in a river or lake or in the sea.

Twenty-six per cent of respondents, for whom it was applicable, said that in the last 12 months they or a member of their household had *avoided bathing in the sea, rivers or lakes in England*. Respondents living in the North West were most likely to have avoided bathing (40 per cent) and those living in the South West the least likely (19 per cent).

[Full data in Table 14, Annex 1]

GOVERNMENT POLICY TOWARDS WATER RIVER QUALITY

- *When prompted, there was strong support for policies to reduce pollution of waterways by industry.*

Respondents were asked to what degree they supported or opposed a number of potential Government policies. They were told that each policy could have a direct cost to them or their families, for example, through higher prices or taxes.

- Ninety-four per cent of respondents said they would *strongly or slightly support* stricter controls on factory emissions to the air, rivers and sea. This was the most supported environmental issue.
- Eighty-four per cent would *strongly or slightly support* charging factories for emissions to the air, rivers and sea.

[Full data in Table 23, Annex 1]

Public perceptions on wildlife

(Headline Indicator H13)

Objective	Reverse the long-term decline in populations of farmland and woodland birds		
Indicator	Population of wild birds		
Indicator Trend		Farmland birds	Woodland birds
	1970-2001/1	Significant change, in direction away from meeting objective	✗
	1990-2000/1	Significant change, in direction away from meeting objective	✗
	1997/8-2000/1	No significant change	☹️ Significant change, in direction of meeting objective ✔️

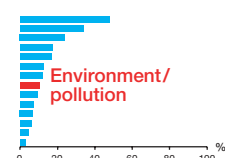
KEY FINDINGS REGARDING WILDLIFE FROM 2001 SURVEY

The 2001 survey showed that respondents were very concerned about the *loss of plant and animal species and habitats in the UK*. The majority of respondents had done something to encourage wildlife. The phrase *biodiversity* was one of the least well known of seven environmental phrases put to respondents.

THE ENVIRONMENT AS AN ISSUE FOR GOVERNMENT AND A FACTOR AFFECTING QUALITY OF LIFE

- Without prompting, concern about the environment, as an important issue for government, has increased.
- Without prompting, one in ten people regarded the environment as one of the two or three issues most affecting their quality of life.

One in four people mentioned the *environment* as an issue for government to address, compared with just over 1 in 10 in the 1996/7 survey, making it the fourth most mentioned issue in 2001.



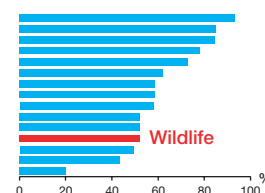
Issues the Government should be dealing with

[Full data in Table 1, Annex 1]

IMPORTANCE OF WILDLIFE TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, half of the people thought that wildlife was a very important headline quality of life issue.

Wildlife was not recognised as important as the social headline quality of life issues but was, nevertheless, regarded as important by the majority of people.



Respondents regarding Headline Issue as very important

[Full data in Table 6, Annex 1]

KNOWLEDGE OF BIODIVERSITY

- *When prompted, only 1 in 4 respondents was aware of the term biodiversity.*

More men (33 per cent) than women (19 per cent) were aware of the phrase.

[Full data in Table 10, Annex 1]

PERSONAL CONCERN ABOUT WILDLIFE

- *When prompted, half of all respondents were very worried over loss of wildlife or habitats.*

Forty-nine per cent of respondents were very worried about *loss of plants and animals in the UK*. Forty-six per cent of respondents said they were *very worried* about the *loss of trees and hedgerows*. Of 20 issues / concerns put to respondents the *loss of plants and animals* was judged the sixth most *very worrying* issue and *loss of trees and hedgerows* the tenth.

[Full data in Table 8, Annex 1]

PERSONAL ACTION WITH REGARD TO WILDLIFE

- *When prompted, more than half of all respondents encouraged wildlife in their gardens or regularly avoided using pesticides.*

In the past year, 56 per cent of respondents, to which it was applicable, had *regularly* done something to *encourage wildlife in their gardens*, 66 per cent had *regularly avoided using pesticides* and 33 per cent had *regularly avoided buying products causing damage to wildlife*.

[Full data in Table 14, Annex 1]

THE BRITISH COUNTRYSIDE

- *Without prompting, a third of respondents said plants and wildlife made the countryside a place they wanted to spend time, the fifth most mentioned reason.*

The *loss of plants and wildlife* was named by three per cent of respondents as the reason that prevented the countryside from being a place where they wanted to spend time. The most mentioned reason was *environmental problems / pollution*, mentioned by 23 per cent of respondents.

[Full data in Table 21, Annex 1]

SUPPORT FOR POTENTIAL GOVERNMENT POLICIES ON WILDLIFE

- *When prompted, the majority of respondents supported government intervention to protect wildlife.*

Respondents were asked to what degree they supported or opposed a number of potential government policies. They were told that each policy could have a direct cost to them or their families, for example, through higher prices or taxes.

- Eighty-six per cent of respondents said they would *strongly* or *slightly support* stricter controls over the trade in wildlife products.
- Sixty-nine per cent of respondents said they would *strongly* or *slightly support* paying farmers to regenerate threatened landscapes and habitats.
- Sixty-four per cent of respondents said they would *strongly* or *slightly support* giving aid and support to developing countries to protect their wildlife.

[Full data in Table 23, Annex 1]

Public perceptions on land use (Headline Indicator H14)

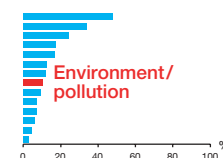
Objective	Re-using previously developed land, in order to protect the countryside and encourage urban regeneration		
Indicator	New homes built on previously developed land		
Indicator Trend	1970-2001	Insufficient or no comparable data	...
	1990-2001	Significant change, in direction towards meeting objective	✓
	1995-2001	Significant change, in direction towards meeting objective	✓

KEY FINDINGS FROM 2001 SURVEY

Eight out of ten people said they were either *fairly* or *very worried* about the loss of Green Belt land, and a similar proportion supported greater restriction on building on Green Belt sites (see also public perceptions on the wildlife headline issue – H13).

THE ENVIRONMENT AS AN ISSUE FOR GOVERNMENT AND A FACTOR AFFECTING QUALITY OF LIFE

- Without prompting, concern about the environment, as an important issue for government, has increased.
- Without prompting, one in ten people regarded the environment as one of the two or three issues most affecting their quality of life.



Issues the Government should be dealing with

One in four people mentioned the *environment* as an issue for government to address, compared with just over 1 in 10 in the 1996/7 survey, making it the fourth most mentioned issue in 2001.

[Full data in Table 1, Annex 1]

IMPORTANCE OF LAND USE TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, four out of ten people thought that more building in the countryside was either a 'fairly' or 'very important' quality of life issue.

More building in the countryside was regarded as the least important quality of life issue. However, responses to other questions elsewhere in the survey suggested this phrase was not clearly understood as people expressed concern about preserving the countryside and Green Belt.

[Full data in Table 6, Annex 1]

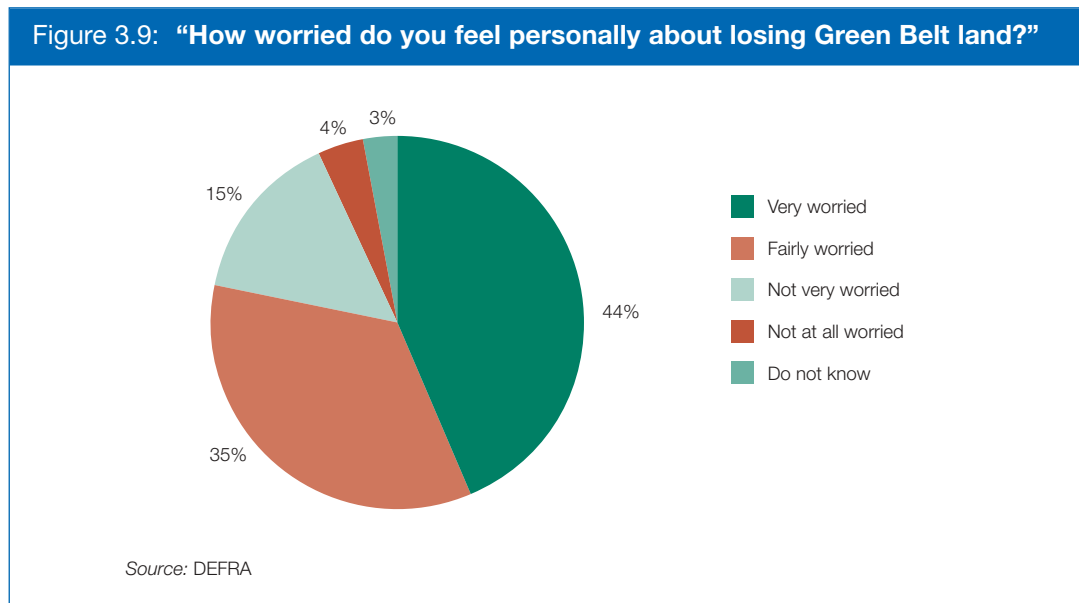
PERSONAL CONCERN ABOUT LAND USE

- When prompted, eight out of ten respondents were *fairly* or *very* worried about the loss of Green Belt land

The older the respondent the more likely they were to be *very worried* about *losing* Green Belt land. Fifty-three per cent of people aged 65 years or over said they were *very worried*, compared with 30 per cent of 18-24 year olds.

Overall 44 per cent of respondents said they were *very worried* about losing Green Belt Land.

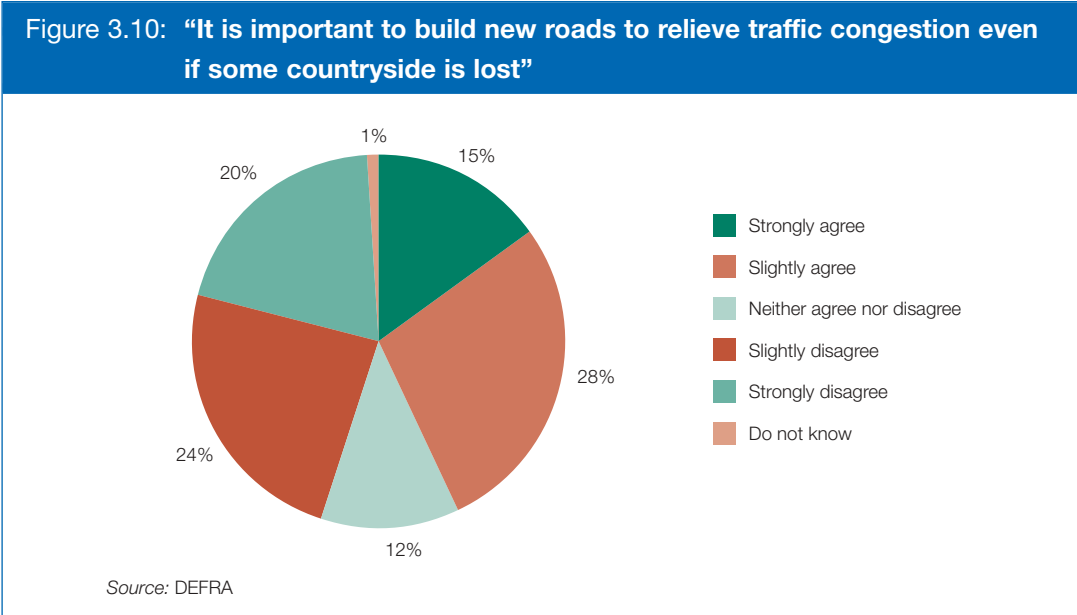
[Full data in Table 8, Annex 1]



SUPPORT FOR POTENTIAL GOVERNMENT POLICIES ON LAND USE

- Eighty-five per cent of respondents either *strongly supported* or *slightly supported* legislation to *restrict building on greenfield sites*.
- Respondents were split on the issue of *road building in the countryside*.

[Full data in Table 23, Annex 1]



Respondents were split over the statement ‘It is important to build more roads to relieve traffic congestion even if some countryside is lost’. Forty-three per cent of respondents said they strongly / slightly agreed with the statement compared with 44 per cent who said they strongly / slightly disagreed.

[Full data in Table 22, Annex 1]

(see also Public perception on road traffic Headline Indicator – H11)

Public perceptions on waste (Headline Indicator H15)

Objective	Move away from disposal of waste towards waste reduction, reuse, recycling and recovery				
Indicator	Waste arisings and management				
Indicator Trend		Household waste		All waste streams	
	1970-2000/1	Insufficient or no comparable data	⋯	Insufficient or no comparable data	⋯
	1990/1-2000/1	Significant change, in direction away from meeting objective	✗	Insufficient or no comparable data	⋯
	1997/8-2000/1	Significant change, in direction away from meeting objective	✗	Insufficient or no comparable data	⋯

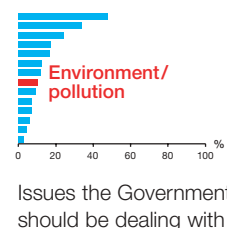
KEY FINDINGS FROM 2001 SURVEY RELATING TO WASTE

Most respondents thought that the issue of *household waste disposal* was important to quality of life, with a third of respondents saying that they were *very worried* about this issue. Of the materials in question, respondents were most likely to recycle paper and least likely to recycle plastic.

THE ENVIRONMENT AS AN ISSUE FOR GOVERNMENT AND A FACTOR AFFECTING QUALITY OF LIFE

- Without prompting, concern about the environment, as an important issue for government, has increased.
- Without prompting, one in ten people regarded the environment as one of the two or three issues most affecting their quality of life.

One in four people mentioned the *environment* as an issue for government to address, compared with just over 1 in 10 in the 1996/7 survey, making it the fourth most mentioned issue in 2001.

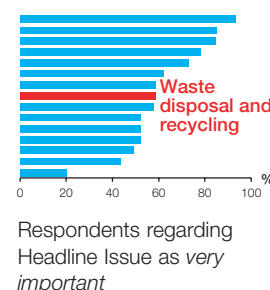


[Full data in Table 1, Annex 1]

IMPORTANCE OF WASTE TO QUALITY OF LIFE, NOW AND IN THE FUTURE

- When prompted, 3 in 5 respondents thought *waste disposal and recycling* was very important to quality of life.

Waste was the eighth most important headline quality of life issue.



[Full data in Table 6, Annex 1]

PERSONAL CONCERN ABOUT WASTE

- *Three quarters of respondents were fairly or very worried about household waste disposal, including a third that were very worried.*

Fewer people were very worried (33 per cent) about *household waste disposal* than for most of the other 20 environmental issues presented, but concern has increased from 1996/7 when 22 per cent said that they were *very worried*.

[Full data in Table 8, Annex 1]

FUTURE CONCERNS

- *Household waste mentioned as an issue of concern for the future.*

When asked what environmental trend or issues will cause the most concern in about 20 years time, *household waste* was mentioned by 13 per cent of respondents. This represents a seven percentage point increase on 1996/7.

[Full data in Table 9, Annex 1]

PERSONAL ACTION ON WASTE

- *Paper was regularly recycled by 53 per cent of respondents.*
- *Glass was regularly recycled by 42 per cent of respondents.*
- *Cans were regularly recycled by 30 per cent of respondents.*
- *Plastic was regularly recycled by 23 per cent of respondents.*
- *Kitchen waste was composted by 20 per cent of respondents.*
- *The proportion of respondents regularly recycling or even doing so once or on a few occasions has fallen.*
- *Inadequate recycling facilities was cited as reason for not recycling.*

[Full data in Table 14, Annex 1]

With the exception of *paper*, fewer respondents said that they *regularly recycled* than in 1996/7. Respondents who did not regularly recycle were asked if there were any reasons why they did not. The main three reasons given were *no kerbside collection* (28 per cent) *recycling facilities too far away* (25 per cent) and a *lack of suitable storage space* (21 per cent). Over a quarter of respondents who did not recycle said there were *no recycling facilities* for *plastic*.

[Full data in Table 14 and 17, Annex 1]

PERSONAL BUYING ACTIONS

- *Thirty-five per cent of respondents had regularly bought toilet rolls or kitchen towels made from recycled paper; 29 per cent had done so on one or a few occasions.*
- *Twelve per cent of respondents said they had regularly decided not to buy a particular product because it seemed to have too much packaging; 17 per cent said they had done so on one or a few occasions.*

[Full data in Table 14, Annex 1]

SUPPORT FOR POTENTIAL GOVERNMENT POLICY ON WASTE

- *Eighty-six per cent of respondents would strongly or slightly support a government policy to provide more recycling facilities.*

[Full data in Table 23, Annex 1]

CHAPTER 4

Environmental concerns, environmental knowledge and future concerns

Key findings

The 2001 survey showed that the environmental issues about which respondents were most concerned were *the disposal of hazardous waste, effects of livestock methods (including BSE) and pollution in rivers and in bathing waters and on beaches*. The largest rise since the 1996/7 survey was in concern over *effects of livestock methods*⁴. *Traffic congestion and fumes* was identified as the issue of most concern for the future.

The vast majority of respondents had heard of *climate change, global warming* or the *greenhouse effect*. Only a third of respondents had heard of the term *sustainable development*.

Most respondents identified *destruction of forests, carbon dioxide emissions, emissions from transport* and from *power stations* as contributors to climate change. However, the majority of respondents also wrongly identified the *hole in the ozone layer* as a cause.

Concern about selected environmental issues

- Respondents were most worried about the disposal of hazardous waste and effects of livestock methods (including BSE)⁴.

When asked how worried they felt about a set of twenty environmental issues, the five issues causing most concern were:

- Disposal of hazardous waste (66 per cent very worried)
- Effects of livestock methods (including BSE) (58 per cent)
- Pollution in rivers (55 per cent)
- Pollution in bathing waters and beaches (52 per cent)
- Traffic exhaust fumes (52 per cent)

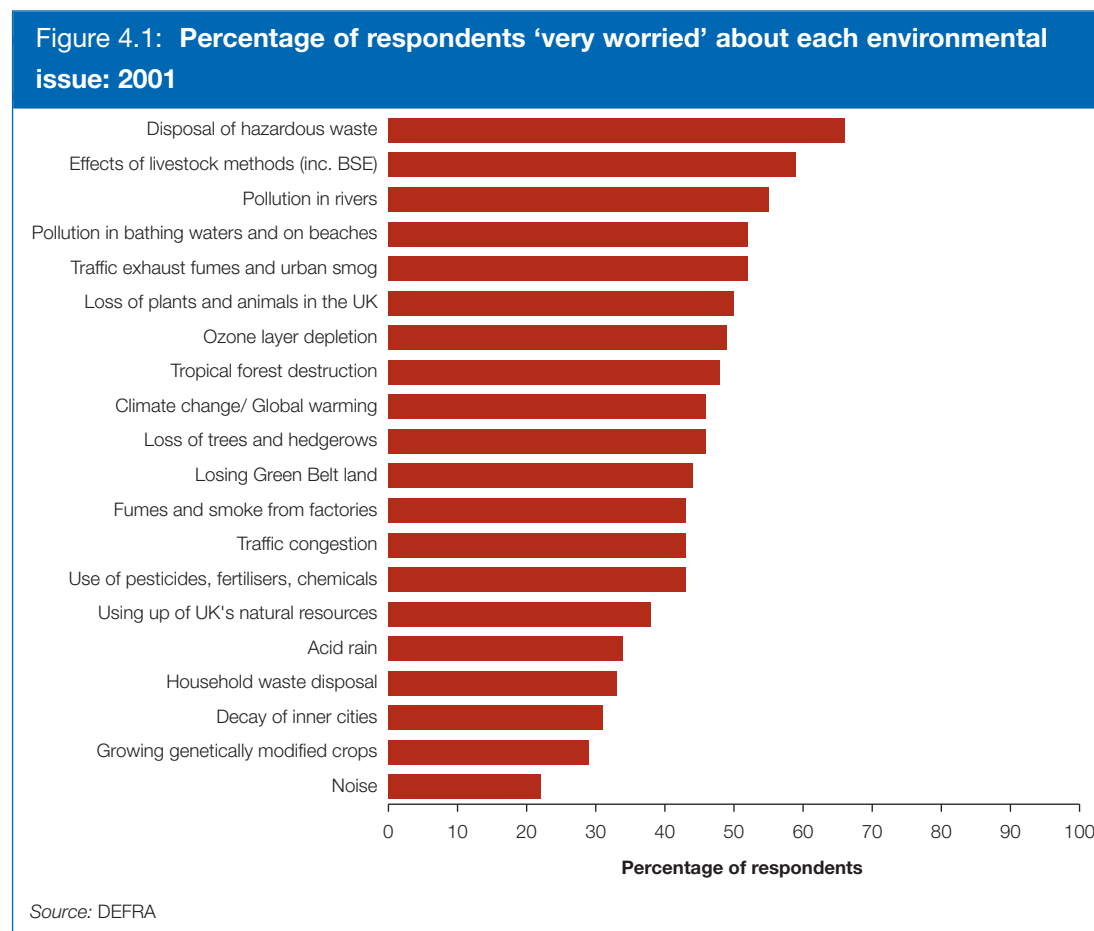
[Full data in Table 8, Annex 1]

These largely domestic issues were seen as more worrying than global issues such as *ozone layer depletion* (49 per cent), *tropical forest destruction* (48 per cent), *climate change* (46 per cent) and *acid rain* (34 per cent).

⁴ The fieldwork for this survey was predominantly undertaken prior to the full extent of the outbreak of Foot and Mouth disease and there is no evidence to suggest that the results of the survey have been affected by the outbreak.

Respondents were least worried about *decay of inner cities* (31 per cent), *growing genetically modified crops* (29 per cent) and *noise* (22 per cent). However, even in these cases the combined totals of respondents that said they were *very worried* and those that were *fairly worried* exceeded 50 per cent.

[Full data in Table 8, Annex 1]



Changes from previous surveys

The proportion of respondents saying they were *very worried* increased for almost all of the issues compared with the 1996/7 survey. The exceptions were *pollution in rivers*, *bathing waters and on beaches*, and *use of pesticides, fertilisers and chemical sprays*.

[Full data in Table 8b, Annex 1]

The greatest increase in concern was over *effects of livestock methods* (33 per cent in 1996/7; 59 per cent in 2001). In the 2001 survey this question specifically included BSE, which may account for the large increase. Much of the fieldwork for this survey was conducted prior to the main outbreak of Foot and Mouth Disease in 2001 and, therefore, should not affect this result.

[Full data in Table 9, Annex 1]

Concern about environmental issues, by region

The degree of concern for the environmental issues presented to respondents was broadly similar across the regions. There was more concern in the North East than in other regions, however, about *disposal of hazardous waste* (73 per cent *very worried*; compared with 66 per cent nationally).

In London, there was more concern over *traffic exhaust fumes* and *urban smog* (61 per cent *very worried*; 52 per cent nationally), *ozone layer depletion* (56 per cent; 49 per cent nationally), *decay of inner cities* (40 per cent; 31 per cent nationally) and *household waste disposal* (39 per cent; 33 per cent nationally).

In the South East there was the least concern over the *decay of inner cities* (24 per cent; 31 per cent nationally).

The North East had the least concern over *loss of Green Belt land* (38 per cent *very worried*; 44 per cent nationally). *Fumes and smoke from factories* caused more concern in both the North East (50 per cent *very worried*) and London (48 per cent), than the national average (43 per cent).

[Full data in Table 8c, Annex 1]

Future environmental concerns

- Without prompting, traffic was considered the most worrying environmental issue for the future.

When asked what environmental trends or issues would cause the most concern in about 20 years time the issues that were mentioned most were:

- Traffic (congestion, fumes, noise) (52 per cent), increased from 1996/7 (37 per cent)
- Air pollution (41 per cent), increased from 1996/7 (30 per cent)
- Climate Change (32 per cent), remained the same as in 1996/7
- Water pollution (21 per cent), remained about the same as in 1996/7 (23 per cent)
- Urban sprawl (18 per cent), increased from 1996/7 (10 per cent)
- Population growth (18 per cent), increased from 1996/7 (14 per cent)

[Full data in Table 9, Annex 1]

Traffic, air pollution and water pollution were the key issues that respondents were both *very worried* about now and concerned about for the future, and in some cases the proportions were similar i.e. the proportions of respondents that were *very worried* about traffic and climate change now was similar to the proportions expressing concern for the future.

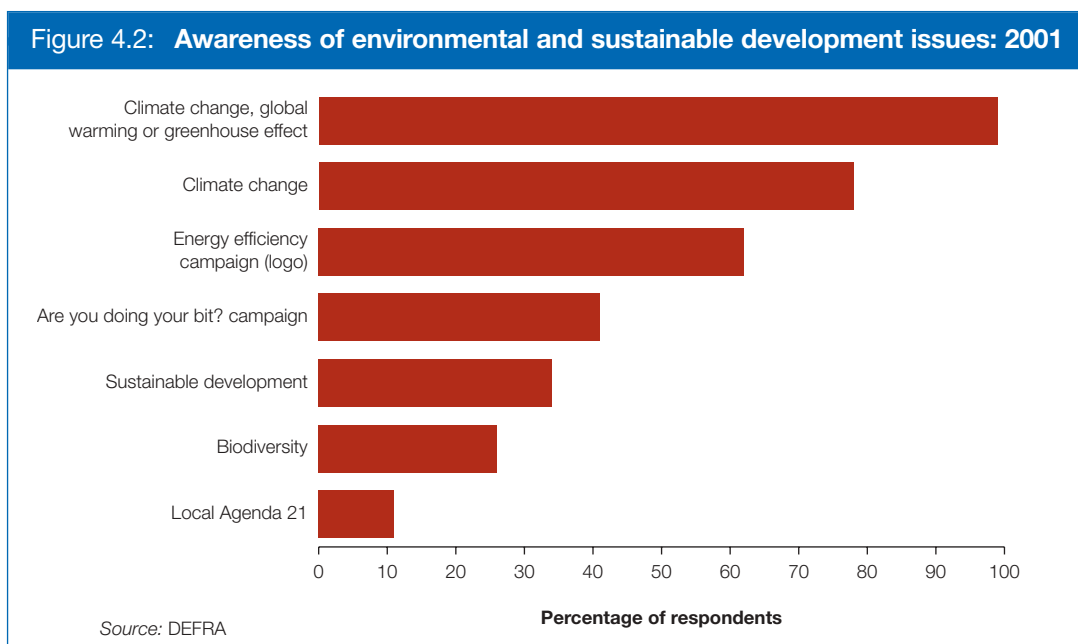
If responses about concern for climate change were combined with concern expressed about its potential effects, i.e. *worse weather*, *sea level rise*, then 44 per cent said it was an issue of concern for the future, making it the second most likely issue to cause concern for the future.

[Full data in Table 9, Annex 1]

Environmental knowledge

- Almost all respondents had heard of climate change, global warming or the greenhouse effect.
- There was much less awareness of environmental campaigns and concepts such as sustainable development.
- Awareness had not changed significantly since 1996/7.

[Full data in Table 10, Annex 1]



All respondents

Ninety-nine per cent of respondents had heard of at least one of *climate change*, *global warming* or *the greenhouse effect*. Fewer respondents (78 per cent) had heard specifically of *climate change*, the term used most often officially.

Just over a third of respondents had heard of *sustainable development* and 26 per cent had heard of *biodiversity*.

Only 11 per cent of respondents had heard of the local sustainable development initiative *Local Agenda 21*.

Two government environmental campaigns received differing responses, with 62 per cent saying they had heard of the *Energy efficiency campaign* and 41 per cent aware of *Are you doing your bit?*

[Full data in Table 10, Annex 1]

Environmental knowledge, by sex

Male respondents were more likely than female respondents to have heard of:

- *Climate change* specifically: 86 per cent of men compared with 69 per cent of women
- *Sustainable development*: 42 per cent of men compared with 26 per cent of women
- *Biodiversity*: 33 per cent of men compared with 19 per cent of women

Female respondents, however, were more likely to have heard of the *Are you doing your bit?* campaign (45 per cent of women; 37 per cent of men).

[Full data in Table 10, Annex 1]

Environmental knowledge, by age

The *Energy efficiency campaign* and the *Are you doing your bit?* campaign were better known the younger the respondent.

Over three-quarters (78 per cent) of respondents aged 18-24 had heard of the *Energy efficiency Campaign* or seen the *Energy efficiency* logo. This compared with 43 per cent of those aged over 65.

More than twice as many respondents aged 18-24 (58 per cent) than those aged 65 or over (27 per cent) had heard of the *Are you doing your bit?* campaign.

More people aged 45-64 (41 per cent), however, had heard of *Sustainable development* than other age groups (national average 34 per cent), and in particular the 18 to 24 year olds (18 per cent).

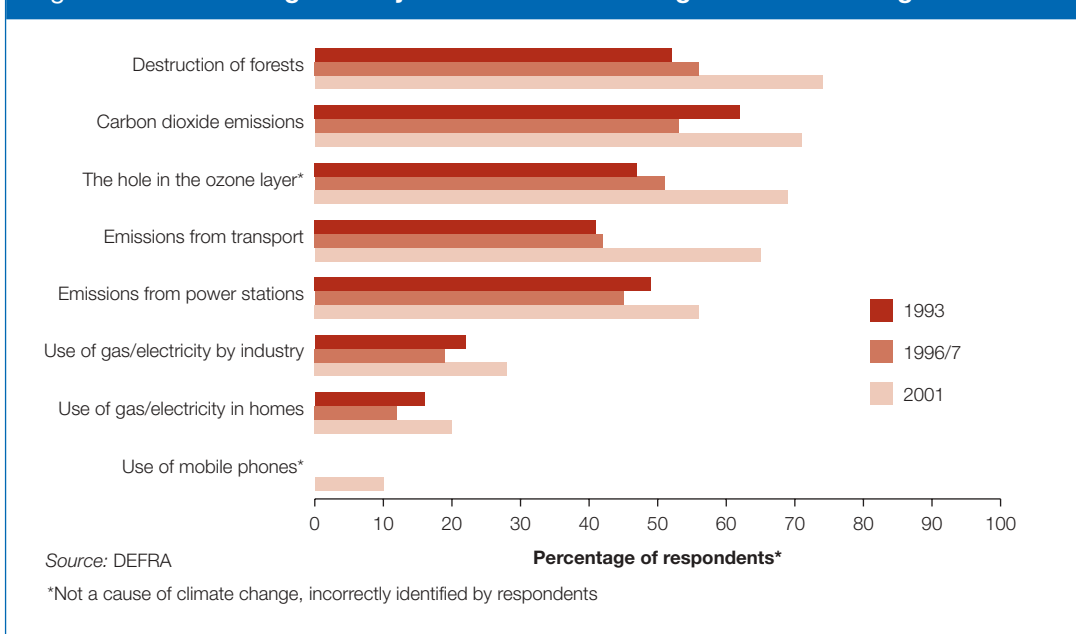
[Full data in Table 10, Annex 1]

Knowledge of major factors contributing to climate change

- *Knowledge of key contributors to climate change has improved.*

All respondents

When prompted, the most recognised contributor to climate change was the *destruction of forests*, recognised by three quarters of respondents. The majority of respondents also identified *CO₂ emissions* (71 per cent), *emissions from transport* (65 per cent) and *emissions from power stations* (56 per cent).

Figure 4.3: Knowledge of major factors contributing to climate change: 2001

Consistent with previous surveys, fewer respondents identified the *use of gas / electricity by industry* (28 per cent) and *by homes* (20 per cent) as contributors to *climate change*.

Respondents were also presented with two bogus answers, and seven out of ten respondents wrongly linked the *hole in the ozone layer* with *climate change*. One in ten respondents wrongly identified the *use of mobile phones* as a cause.

Knowledge of the key contributors of climate change has improved compared with earlier surveys, with more respondents than in previous surveys correctly identifying the six main contributors.

[Full data in Table 13, Annex 1]

CHAPTER 5

Environmental actions and reactions

Environmental actions: recycling

PAPER, GLASS, CANS, PLASTIC RECYCLING AND COMPOSTING

Key findings

The 2001 survey showed that, of the materials in question, *paper* was the most commonly regularly recycled household waste product (52 per cent of respondents), followed by *glass* (42 per cent), *cans* (29 per cent) and *plastic* (22 per cent).

With the exception of *paper*, the percentage of respondents recycling other materials and *composting kitchen waste* had fallen compared with 1996/7.

The older the respondent the more likely they were to recycle materials and to compost kitchen waste. Respondents in the highest social classes were also more likely to participate in all forms of recycling.

[Full data in Table 14, Annex 1]

When asked for reasons why they did not recycle, similar responses were given for each of the materials. Amongst respondents aged 18-24 a *lack of time or desire* was more often mentioned than by other age groups. *No kerbside collections*, *recycling facilities too far away* and *lack of storage space* had slightly more of a bearing for other age groups.

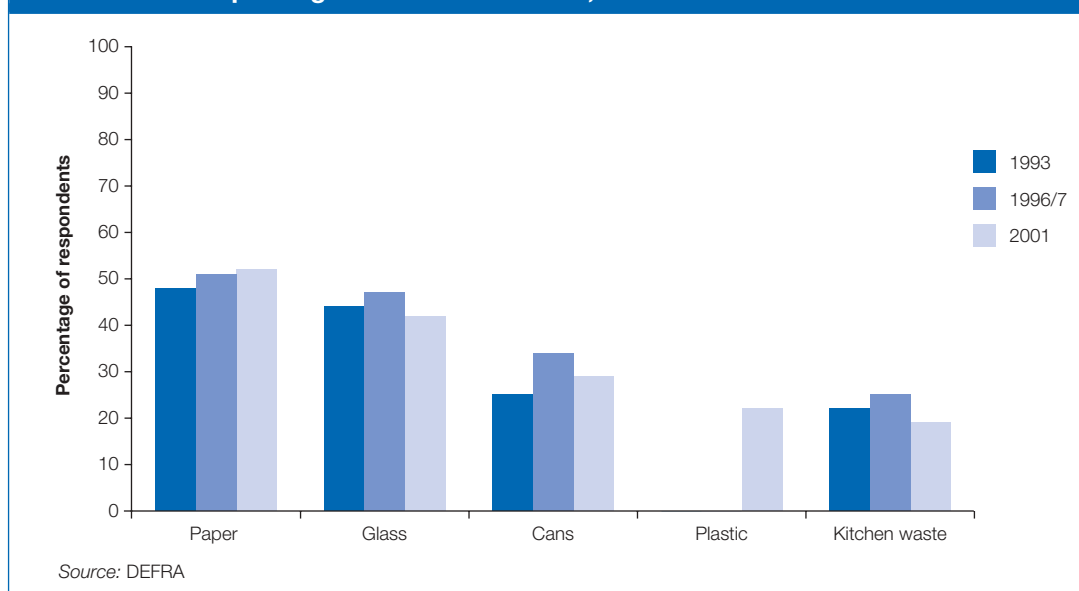
[Full data in Table 17, Annex 1]

All respondents

- When prompted, over half of all respondents said they regularly recycled *paper*.
- The proportion saying they regularly recycled *glass* and *cans* was lower than in 1996/7.

[Full data in Table 14a, Annex 1]

Figure 5.1: Percentage of respondents regularly recycling and regularly composting kitchen waste: 1993, 1996/7 and 2001



Over half (52 per cent) of respondents said they had *regularly* taken *paper* to a *paper-bank* or *separated paper from rubbish for collection*. A similar proportion claimed to do so in 1996/7 (51 per cent). This was the type of household waste most commonly recycled.

Fewer respondents than in 1996/7 claimed to have recycled *glass* or *cans* on a *regular basis*. The percentage that *regularly* took *glass* to a *bottle bank* or *separated it from rubbish for collection* was 47 per cent in 1996/7 but in 2001 was down to 42 per cent.

The percentage that *took cans* to a *can bank* or *separated them from rubbish for recycling* rose to 34 per cent in 1996/7 but fell back to 29 per cent in 2001.

Less than a quarter of respondents claimed to have *regularly taken plastic* to a *recycling facility* or *separated it from rubbish for collection* (there are no comparisons with previous surveys).

The percentage of respondents *regularly composting kitchen waste* also fell from the level reported in 1996/7, however, in the 2001 survey this category excluded garden waste.

[Full data in Table 14a, Annex 1]

- Without prompting, *inadequacy of recycling facilities* was the most likely reason for not recycling regularly.

[Full data in Table 17, Annex 1]

The most common reasons for *not regularly* recycling were *recycling facilities too far away* and *no kerbside collection*, mentioned by between 22 and 28 per cent of those respondents who did not *regularly* recycle the waste types in question.

Between 17 and 20 per cent of respondents who did not *regularly* recycle also cited *no recycling facilities at all* in the case of *paper*, *cans* and *glass*. This rose to 26 per cent for *plastics* recycling.

Lack of storage space was also cited by between 19 and 22 per cent of respondents who did not regularly recycle.

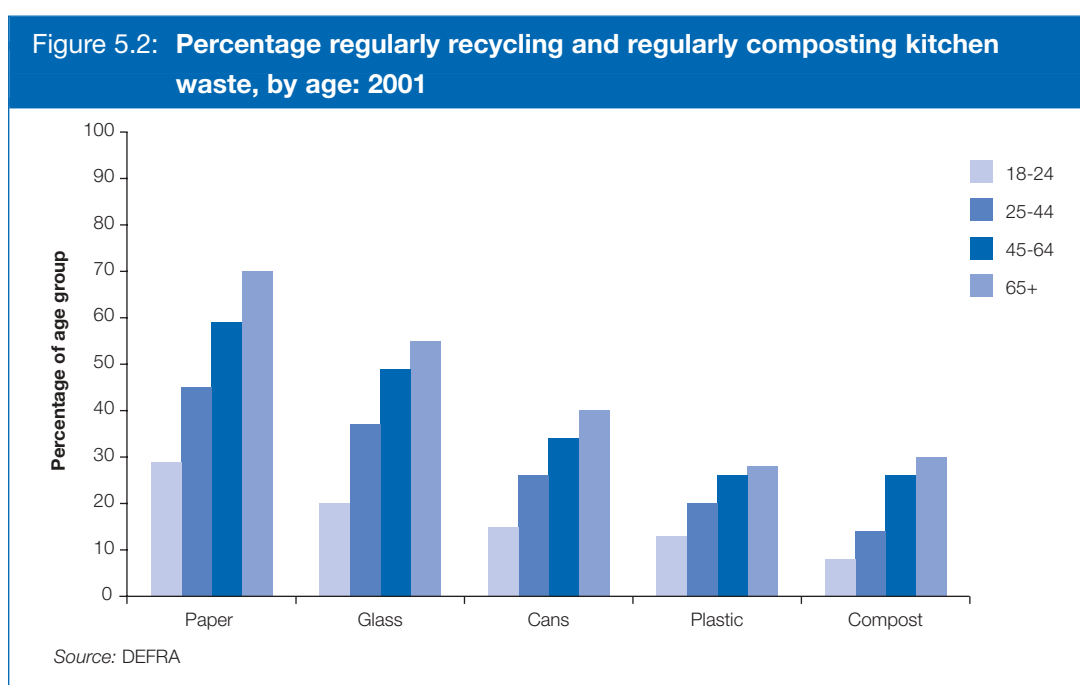
Between 15 and 19 per cent of respondents felt that *not regularly* recycling the particular materials had *little effect on the environment*. Between 12 and 44 per cent of respondents who did *not* regularly recycle said they had *little or no desire to recycle* each of the materials.

[Full data in Table 17, Annex 1]

Recycling, by age

- When prompted, older people were more likely to say they recycled and composted.

[Full data in Table 14b, Annex 1]

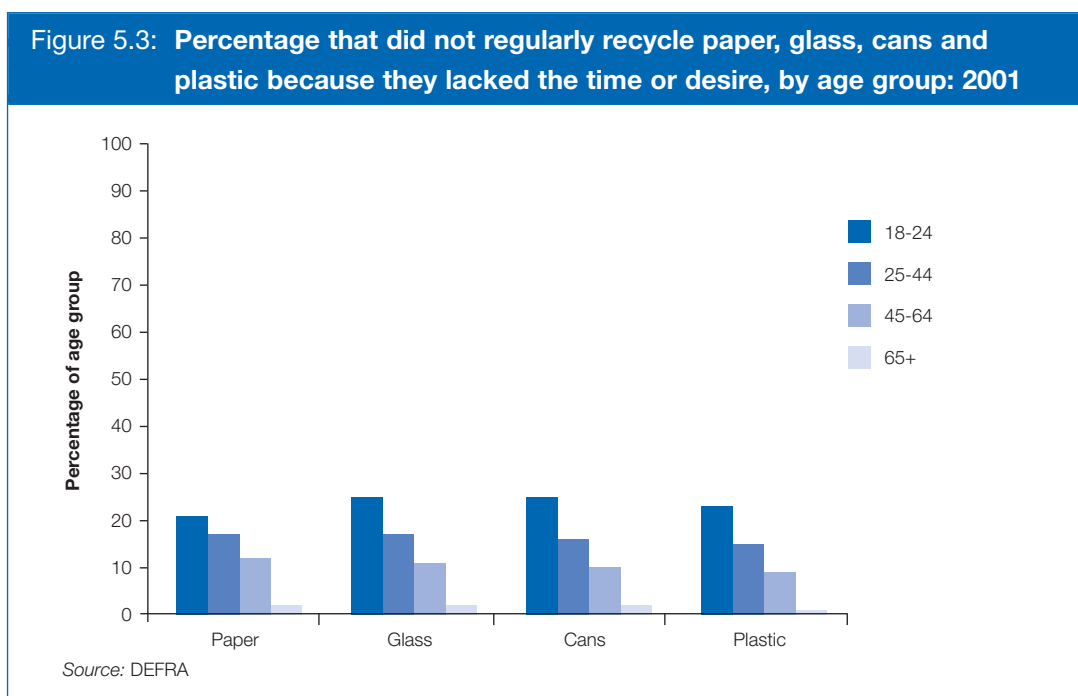


The older the respondent the more likely they were to participate in recycling. The 2001 survey showed that the most enthusiastic recyclers were those aged 65 or over.

- Seventy per cent of those aged 65 or over claimed to *regularly* recycle *paper* compared with 59 per cent of 45-64 year olds, 45 per cent of 25-44 year olds and 29 per cent of 18-24 year olds.
- Over half (55 per cent) of respondents aged 65 or over said they *regularly* recycled *glass*, compared with 49 per cent of 45-64 year olds, 37 per cent of 25-44 year olds and 20 per cent of 18-24 year olds.
- Forty per cent of respondents aged 65 or over said they *regularly* recycled *cans* compared with 34 per cent of 45-64 year olds, 26 per cent of 25-44 year olds and 15 per cent of 18-24 year olds.
- Twenty-eight per cent of respondents aged 65 or over said they *regularly* recycled *plastic*, compared with 13 per cent of those aged 18-24.

- Respondents aged 65 or over were also the most likely to *make compost out of kitchen waste*, with 30 per cent saying they did so on a *regular basis*, compared with eight per cent of 18-24 year olds.

[Full data in Table 14b, Annex 1]



- Younger respondents were most likely to say that they lacked the time or desire to recycle.

[Full data in Table 17, Annex 1]

The 18-24 year old age group were the most likely to say that they did not recycle because of *lack of time or desire*. For all four household waste products, this was one of their three main reasons for not recycling.

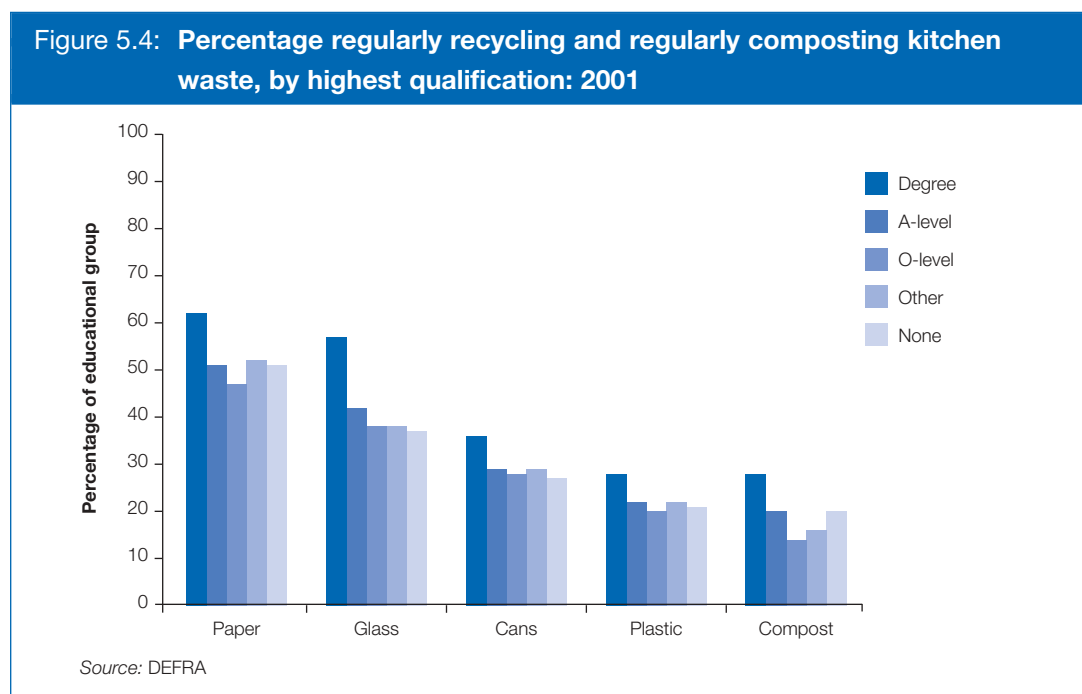
Respondents aged 65 or over were the least likely to say that their lack of recycling would have *little effect on the environment* and were slightly more likely than other age groups to include *lack of storage space* as one of their reasons.

[Full data in Table 17, Annex 1]

Recycling, by highest qualification

- When prompted, respondents with degrees were more likely to say they regularly recycled.

[Full data in Table 14b, Annex 1]



Respondents educated to degree level were the most likely of any educational group to regularly recycle *paper*, *glass*, *cans*, and *plastic* and to *compost kitchen waste*. Of respondents not attending university there were only marginal differences in the percentages that recycled, regardless of whether the respondent was educated to A-level, O-level, any other level or had no qualifications at all.

- Sixty-two per cent of graduates said they *regularly* recycled *paper* compared with 47 per cent of respondents educated to O-level.
- Fifty-seven per cent of graduates *regularly* recycled *glass*, compared with 37 per cent of those with no qualification.
- Thirty-six per cent of graduates *regularly* recycled *cans*, compared with 27 to 29 per cent of respondents with lower qualifications.
- Twenty-eight per cent of graduates *regularly* recycled *plastic*, compared with 14 per cent of respondents educated to O-level.

[Full data in Table 14b, Annex 1]

Graduates who *did not* regularly recycle were more likely to say that recycling had *little effect on the environment*. For example just over a quarter of respondents with degrees gave this as a reason for not recycling *paper*, compared with 15 per cent of those with no qualifications.

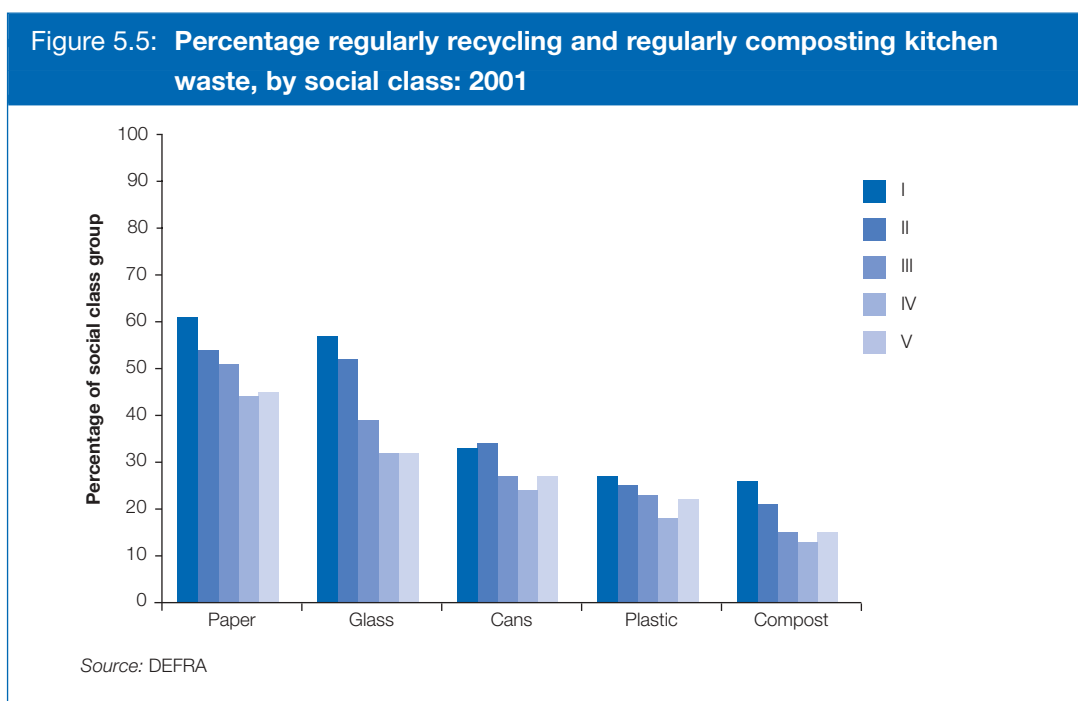
Otherwise, the reasons for not recycling were broadly similar across the different levels of qualification.

[Full data in Table 17, Annex 1]

Recycling, by social class

- When prompted, people in the higher social classes were more likely to say they recycled materials regularly.

[Full data in Table 14b, Annex 1]



- Respondents in the highest social class were the most likely to recycle *paper*, with 61 per cent claiming they did so on a *regular* basis. The least likely to *regularly* recycle were respondents in the two lowest social classes (44 and 45 per cent, respectively).
- Recycling *glass* was again most prevalent amongst respondents in the highest social class, with 57 per cent claiming that in the last 12 months they had done so *regularly*, while only 32 per cent of those in the two lowest social classes had done so.
- There were much smaller differences for *can* recycling, with 34 per cent of respondents in the second highest social class *regularly* recycling *cans*. Recycling *cans* was least common amongst social class IV (27 per cent).
- *Composting kitchen waste* was most common amongst the highest social class, with over a quarter of respondents (26 per cent) claiming that they had done so on a *regular* basis in the last 12 months. Only half of that proportion did so within social class IV.

[Full data in Table 14b, Annex 1]

Respondents in the lowest social class were the least likely to give a reason for not *regularly* recycling *glass*, *cans*, *paper* and *plastic*. Otherwise, there was little difference as to whether particular reasons were given.

[Full data in Table 17, Annex 1]

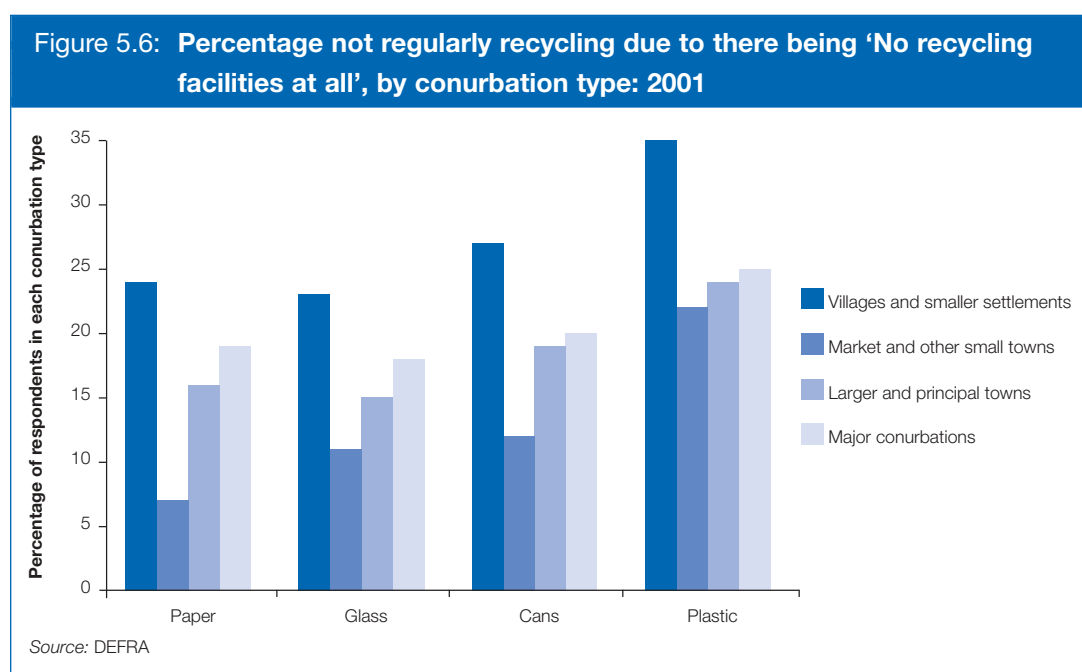
Recycling, by settlement size

- When prompted, people in smaller settlements were more likely to say that they regularly recycled.
- Without prompting, a lack of recycling facilities or facilities being too far away was given as an obstacle for recycling in smaller settlements.

[Full data in Tables 14c and 17, Annex 1]

Respondents living in villages and small towns were much more likely to say that they regularly recycled than those in larger towns and major conurbations. For example, 62 per cent of respondents in villages and small towns regularly recycled glass compared with 43 per cent of respondents in major conurbations.

[Full data in Table 14c, Annex 1]



Respondents living in villages and smaller settlements were the most likely to say that *recycling facilities were too far away* (between 27 and 36 per cent for the four waste types – glass and paper being the highest) and that there were *no recycling facilities at all* (between 23 and 35 per cent for the four material types – plastic being the highest).

Respondents living in market and other small towns were the least likely to say that there were *no recycling facilities at all*. This was the case for all of the four household waste products.

Respondents in major conurbations also tended to include *no recycling facilities at all* as one of their reasons, although to a lesser extent.

The proportions including *no kerbside collection* as a reason were similar regardless of settlement size.

[Full data in Table 17, Annex 1]

Recycling, by Government Office Region

People living in the East, South East and South West were the most likely to *recycle paper, glass, cans and plastic*. Respondents from the South West region were the most likely to recycle *cans* and *glass* (45 and 56 per cent, respectively), whilst those living in the North East and Yorkshire and the Humber were the least likely to do so (16 per cent recycling *cans* in both regions; 26 and 28 per cent, respectively recycling *glass*). Only 34 per cent of respondents in both the North East and Yorkshire and the Humber claimed that they recycled *paper regularly*, compared with 63 per cent in the East. Respondents living in the South East were the most likely to *regularly recycle plastic* (40 per cent), while those in the West Midlands were the least likely (8 per cent).

[Full data in Table 14c, Annex 1]

Respondents living in London and the North East were the least likely to make *compost out of kitchen waste*, both with only 12 per cent of respondents claiming to do so, compared with 26 per cent in the South West.

Of those respondents who claimed not to *regularly* recycle, those in the North East were the most likely, for all four materials in question, to claim that it was due to the fact that there were *no recycling facilities at all* (27 per cent for *paper*, 26 per cent for *glass*, 28 per cent for *cans* and 30 per cent for *plastic*). Respondents in Yorkshire and the Humber were the most likely to claim that *recycling facilities were too far away* (between 34 and 35 per cent). In the South West, respondents were the least likely to say that there were *no recycling facilities at all* for *paper* (8 per cent), *glass* (9 per cent) and *plastic* (13 per cent), while in Yorkshire and the Humber, respondents were the least likely to have this reason for not *regularly recycling cans* (20 per cent).

[Full data in Tables 14c & 17, Annex 1]

Environmental actions: resource use

RESPONDENTS REGULARLY CUTTING DOWN USE OF ELECTRICITY / GAS AND WATER

All respondents

- When prompted, 2 in 5 respondents regularly cut down use of electricity or gas.

This represented an increase on the percentage saying they had done so in 1996/7. The results are not directly comparable, however, as the 1996/7 survey asked whether respondents had cut down on electricity exclusively for environmental reasons.

The percentage of respondents that said they had cut down the amount of *water* their households used was static. Results showed that 29 per cent said they had done so on a *regular basis*, the same percentage as in 1996/7.

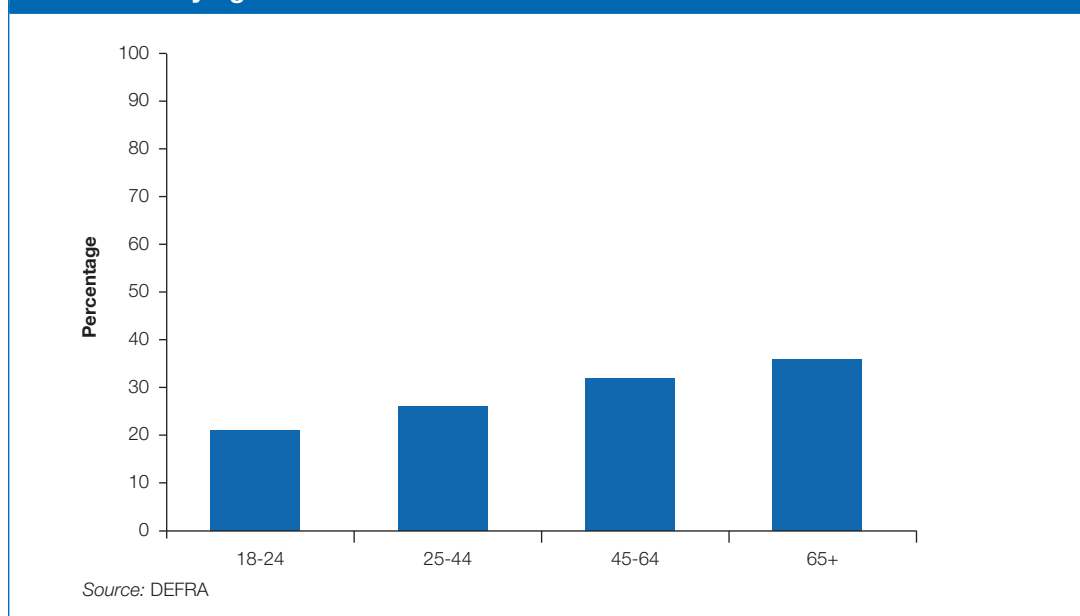
[Full data in Table 14a, Annex 1]

Resource use, by age

- When prompted, people aged 45–64 were most likely to regularly cut down on electricity or gas.
- When prompted, people aged 65 or over were most likely to conserve water.

[Full data in Table 14b, Annex 1]

Figure 5.7: Percentage of respondents that regularly cut down water usage, by age: 2001



There was little variation in the extent to which people had *regularly* cut down on *electricity* or *gas*, varying from 35 per cent of 18-24 year olds to 43 per cent of 45-64 year olds.

Water conservation increased with the age of the respondent, with 36 per cent of respondents aged 65 or over *regularly* doing so, compared with 21 per cent of 18-24 year olds.

[Full data in Table 14b, Annex 1]

Resource use, by highest qualification

- When prompted, there was little variation between educational groups in the extent to which they cut down on *electricity* / *gas* and *water*.

[Full data in Table 14b, Annex 1]

Resource use, by social class

- When prompted, respondents in highest social class were least likely to cut down on *electricity* / *gas* and *water*.

[Full data in Table 14b, Annex 1]

Under a third of respondents classed as being in social class I *regularly* cut down the amount of *electricity* or *gas* their households used in the last 12 months, compared with the overall average of 40 per cent. There was little difference between the other four social classes. Similarly, for *water*, under a quarter of social class I said they had *regularly* cut down their use of *water* in the last 12 months, compared with the overall average of 29 per cent. Again there was little difference between the other social classes.

[Full data in Table 14b, Annex 1]

Resource use, by Government Office Region

Respondents living in the South East were the most likely to *cut down on their use of electricity / gas* (46 per cent) and *water* (37 per cent). Those in the North East were the least likely to *cut down on their use of water* (18 per cent) and, along with the East region, the least likely to *cut down on their use of electricity / gas* (35 per cent).

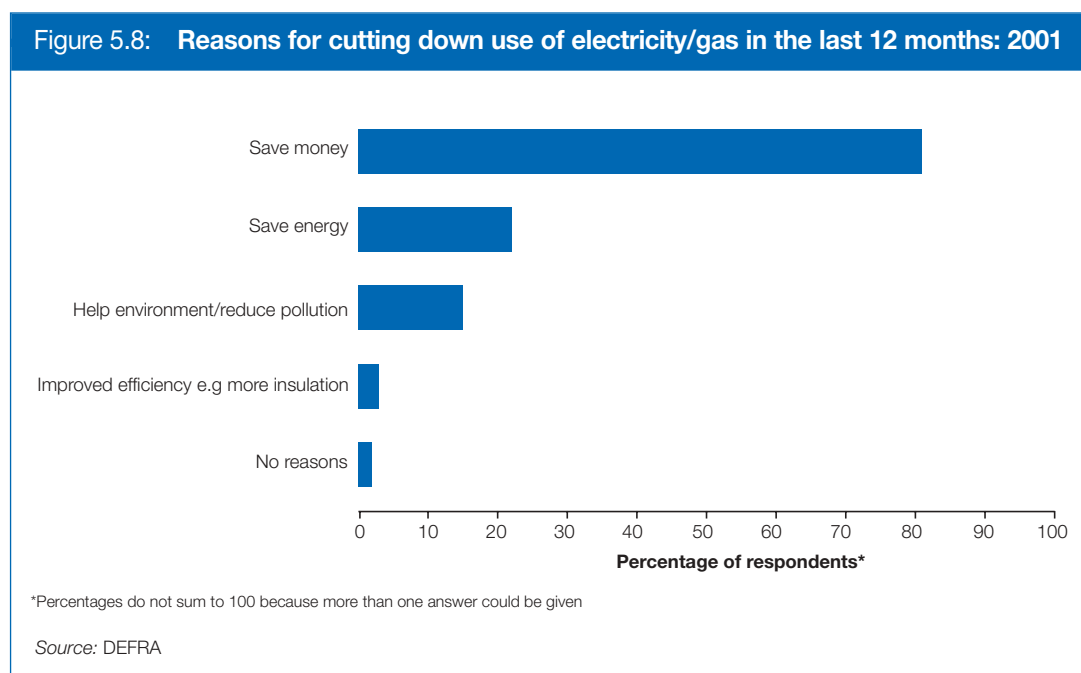
[Full data in Table 14c, Annex 1]

REASONS FOR CUTTING DOWN THE USE OF ELECTRICITY / GAS AND WATER

All respondents

- Without prompting, eight out of ten respondents who had cut down on electricity / gas said they did so to save money.

[Full data in Table 16, Annex 1]



Although the majority of people *cut down on electricity or gas* for economic reasons, others also did so to *save energy* (22 per cent) and to *help the environment / reduce pollution* (15 per cent).

- Without prompting, ‘cannot use any less’ was the most common reason for not regularly cutting down on electricity, gas or water.

By far the most significant reason for *not regularly cutting down electricity or gas* was that respondents *could not use any less*. Sixty per cent of those who had not cut down on electricity or gas gave this reason. Fewer than five per cent said that it was because it *had little effect on the environment* and 16 per cent said they *did not have a reason* for failing to regularly cut down.

Similarly, 62 per cent of respondents who had *not regularly* cut down on their use of water said they *could not use any less*. Eight per cent said it was because they *did not have a water meter*.

[Full data in Table 16, Annex 1]

Reasons for cutting down on resource use, by age

- Without prompting, those aged 25 to 65 were the more likely to include helping the environment and reducing pollution as reasons for cutting down on electricity.

[Full data in Table 16, Annex 1]

Between 16 and 19 per cent of 25 to 65 year olds mentioned *the environment* as a reason for cutting down their use of electricity or gas compared with 10 to 11 per cent of those who were in younger or older age groups. Seven per cent of those aged over 65 mentioned *improved insulation* compared with three per cent of all respondents who had cut down on their use.

Nearly three quarters of respondents aged 65 or over who had *not regularly cut down use of electricity or gas* said they *could not use any less*, compared with 60 per cent of all applicable respondents.

[Full data in Table 16, Annex 1]

Reasons for cutting down on resource use, by highest qualification

- Without prompting, those with degrees were more likely to include helping the environment, reducing pollution and saving energy as reasons for cutting down on electricity or gas.

[Full data in Table 16, Annex 1]

The likelihood of respondents saying that they *cut down on electricity or gas* at least in part for *environmental reasons* increased with level of qualifications (24 to 28 per cent of graduates, compared with 8 to 16 per cent of those with no qualification).

Sixty-five per cent of respondents with no qualifications, to which it was applicable, said they *could not use any less electricity or gas*, compared with 55 per cent respondents educated to A-level and 58 per cent with degrees.

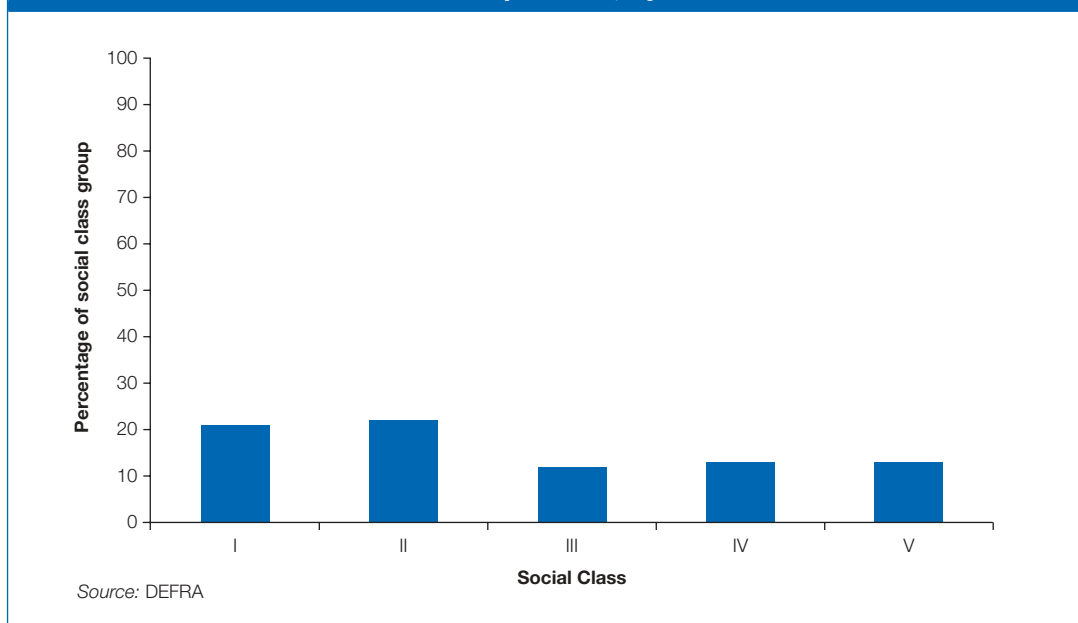
[Full data in Table 16, Annex 1]

Reasons for cutting down on resource use, by social class

- Without prompting, respondents in the highest two social classes more likely to mention the environment as a reason for cutting down on electricity / gas.

[Full data in Table 16, Annex 1]

Figure 5.9: Percentage of respondents that cut back on electricity / gas to help the environment / reduce pollution, by social class: 2001



The likelihood of respondents mentioning *environmental reasons* for cutting down on electricity or gas generally increased with social class. Thirty-one per cent of respondents in social class I gave *energy saving* as a reason compared with 19 per cent of social class V. Twenty-one per cent of respondents in social class I gave *helping the environment / reducing pollution* as a reason compared with 13 per cent of social class V.

Respondents in the highest social classes who *did not regularly cut down* on electricity / gas and water use were slightly more likely to say that it had *little effect on the environment* (9 and 15 per cent, respectively).

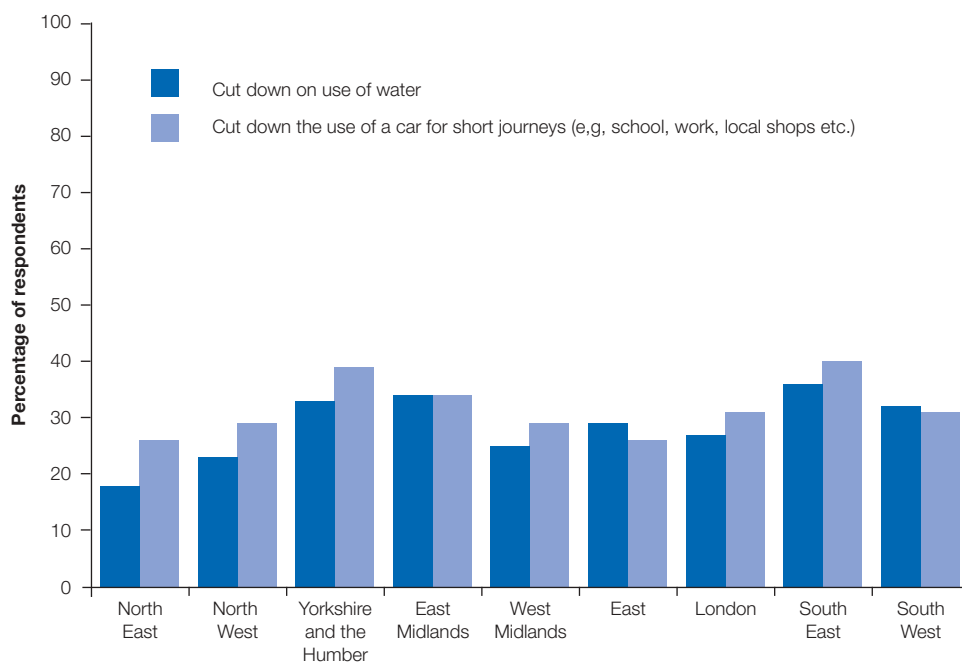
[Full data in Table 16, Annex 1]

Reasons for cutting down on resource use, by Government Office Region

When asked why they *did not regularly cut down their use of electricity / gas and water*, respondents in the North East were the most likely to claim that they *could not use any less* (73 per cent for electricity / gas; 69 per cent for water), compared with just over half of people living in London (52 per cent for electricity / gas; 53 per cent for water).

[Full data in Table 16, Annex 1]

Figure 5.10: Resource use by Government Office Region: 2001



Source: DEFRA

Environmental actions: car use

RESPONDENTS DELIBERATELY USING PUBLIC TRANSPORT, WALKING OR CYCLING INSTEAD OF USING A CAR

Key findings

Two out of five respondents, for which it was applicable, claimed to have *regularly deliberately used public transport, walked or cycled instead of using a car* and/or *cut down the use of a car for short journeys*. Women were slightly more likely to do the former than men, and people over the age of 65 were slightly more likely to do the latter than other age groups.

[Full data in Table 14, Annex 1]

All respondents

- When prompted, 2 out of 5 respondents, to whom it was applicable, said they regularly deliberately used public transport, walked or cycled instead of using a car.

When asked if they had *deliberately used public transport, walked or cycled instead of a using car* in the last twelve months 42 per cent of respondents, to whom it was applicable said they had done so on a *regular basis*. In 1996/7 27 per cent of respondents had claimed to do so, but this was specifically for environmental reasons.

In the 2001 survey, respondents were separately asked for what reasons they had taken the actions discussed (see below).

[Full data in Table 14a, Annex 1]

Using public transport, walking or cycling, by sex

- When prompted, women were marginally more likely to say they had deliberately used public transport, walked or cycled instead of using a car.

[Full data in Table 14b, Annex 1]

More women (45 per cent) than men (40 per cent) said they had *regularly* used alternative methods of transport to their cars.

Using public transport, walking or cycling, by age

- When prompted, young people were slightly more likely to say they had deliberately used public transport, walked or cycled instead of using a car.

[Full data in Table 14b, Annex 1]

Forty-seven per cent of respondents aged 18-24 said they had regularly used alternative transport, compared with between 41 and 42 per cent of those in other age groups.

Using public transport, walking or cycling, by social class, highest qualification and Government Office Region

When prompted, there was little variation in the extent to which respondents deliberately used alternatives to the car, in terms of their social classes, highest qualification and Government Office Region.

[Full data in Table 14b,c Annex 1]

RESPONDENTS CUTTING DOWN THE USE OF A CAR FOR SHORT JOURNEYS (E.G. SCHOOL, WORK OR LOCAL SHOPS)

Key findings

Two fifths of respondents, to which it was applicable, claimed to have *regularly cut down on car use for short journeys*, but the proportion had only increased a little from that in 1996/7 (one third). There was little difference between men and women and only marginal differences between age groups although, those aged 65 or over were more likely to have *cut down on short car journeys*, compared with the youngest age group.

All respondents

- When prompted, two fifths of respondents, to whom it was applicable, claimed to have *regularly cut down the use of a car for short journeys*.

[Full data in Table 14a, Annex 1]

Thirty-nine per cent of respondents, claimed to have *regularly cut down the use of their car for short journeys* in the last 12 months, this was only slightly higher than in 1996/7 when 33 per cent had claimed to do so, when the question had been more specifically focusing on actions that had been taken for environmental reasons.

Cutting down car use, by sex, age, social class, highest qualification

There was little difference in the likelihood of respondents to have *cut down their use of a car* in terms of their sex, social class or highest qualifications. However, 41 per cent of respondents aged 65 years or over claimed to have done so *regularly*, compared with 36 per cent of 18-24 year olds.

[Full data in Table 14b, Annex 1]

Cutting down car use, by Government Office Region

Respondents in the South East were the most likely to *cut down their use of a car for short journeys* (40 per cent) and those in the East and North East the least likely (26 per cent)

[Full data in Table 14c, Annex 1]

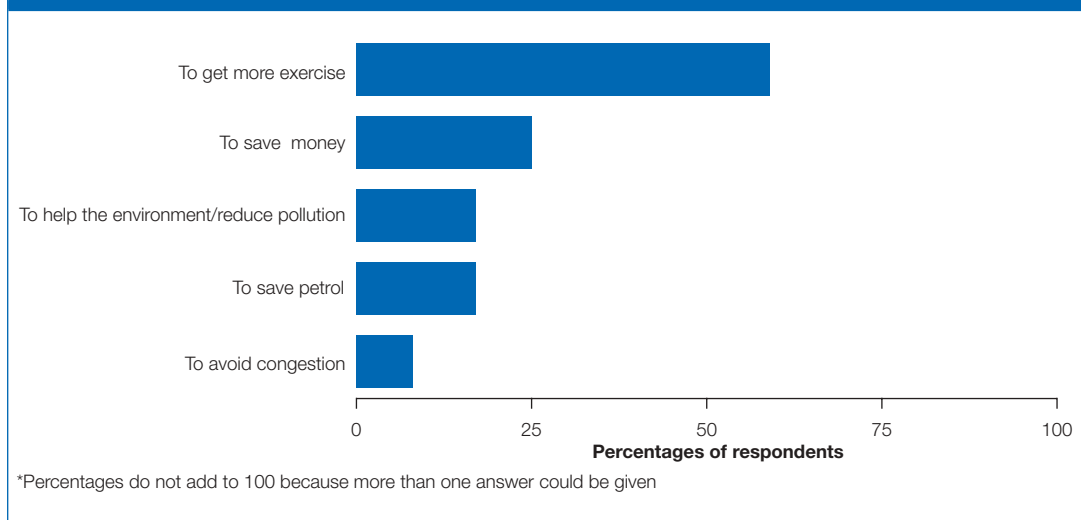
REASONS FOR CUTTING DOWN USE OF A CAR FOR SHORT JOURNEYS

All respondents

- Without prompting, “to get more exercise” was the most common reason for cutting down on the use of a car.

[Full data in Table 15, Annex 1]

Figure 5.11: The top five reasons for cutting down use of a car for short journeys: 2001



Fifty-nine per cent of respondents who had *cut down on the use of a car for short journeys* included *to get more exercise*, as a reason for doing so. The second most popular answer was *to save money* mentioned by 25 per cent of respondents, followed by 17 per cent who said *to help the environment* and 17 per cent who said *to save petrol*. Only two per cent of respondents said they had cut down on short car journeys because of *improvements to public transport*.

[Full data in Table 15, Annex 1]

Reasons for cutting car use, by sex

- Without prompting, women were found to be more likely than men to cut down on short car journeys to get more exercise (66 per cent of women, 52 per cent of men), to help the environment (21 per cent of women, 14 per cent of men) and to save petrol (20 per cent of women, 14 per cent of men).

[Full data in Table 15, Annex 1]

Reasons for cutting car use, by age

- Without prompting, older respondents were much more likely to say they had cut down use of a car to get more exercise than the youngest age group.

[Full data in Table 15, Annex 1]

Around 68 per cent of respondents aged 45 or over who had cut down the use of a car did so to get more exercise, compared with 29 per cent of 18-24 year olds.

Those aged 65 years or over were also more like to include *to save money* (36 per cent) as a reason compared with those in other age groups, for example 20 per cent of 18-24 year olds gave the same reason.

Those in the older age groups were slightly more likely to include *helping the environment* as a reason. For example, 19 per cent of those aged 25 to 64 claimed to do so, compared with 10 per cent those aged 18 to 24 years.

[Full data in Table 15, Annex 1]

Reasons for cutting car use, by highest qualification

- Without prompting, more graduates than other educational groups included *helping the environment* as a reason for cutting down use of a car.

[Full data in Table 15, Annex 1]

Of those who had cut down on car use, 28 per cent of those who were graduates said they did so to *help the environment or reduce pollution*, compared with 15 per cent of those educated to A-level.

Thirty per cent of those with no qualifications said they did so to *save money*, compared with 21 per cent of those educated to degree level.

Reasons for cutting car use, by social class

- Without prompting, more respondents from the lowest social classes included *saving money* as a reason why they had cut down the use of a car.
- Without prompting, more respondents from the highest social classes included *helping the environment* as a reason why they had cut down the use of a car.

[Full data in Table 15, Annex 1]

Between 26 and 27 per cent of respondents in social classes IV and V (the two lowest), who had cut down use of a car for short journeys said at least in part they did so to *save money*, compared with 18 to 21 per cent of respondents in higher social classes.

Only 12 per cent of those in the highest social class who had cut down on car use included *saving petrol* as a reason for doing so, compared with 17 to 20 per cent of those in other social classes.

Twenty-four per cent of those in social classes I and II (the two highest) who had cut down on car use included *helping the environment or reducing pollution* as reasons for doing so, compared with 14 to 16 per cent of those in the other social classes.

[Full data in Table 15, Annex 1]

REASONS FOR NOT REGULARLY CUTTING DOWN USE OF A CAR FOR SHORT JOURNEYS

All respondents

- *Without prompting, cannot use car any less was the most common reason for not cutting down use of the car for short journeys.*

[Full data in Table 15, Annex 1]

The most common reason given by respondents who did not regularly cut down on short car journeys was that they could not use their cars any less (37 per cent). Other reasons mentioned were lack of time or desire (26 per cent) and public transport availability (22 per cent).

Reasons for not cutting car use, by sex and age

- *Men and women gave similar reasons for not regularly using the car less, but the older the respondent the more likely they were to give cannot use the car any less as a reason.*

[Full data in Table 15, Annex 1]

Of those who had not regularly cut down on the use of a car, 49 per cent of those aged 65 or over included cannot use the car any less as a reason, compared with 19 per cent aged 18-24.

In contrast the younger the respondent the more likely they were to say that they lacked the time or desire to cut down on the use of a car for short journeys. Thirty-eight per cent of 18-24 year olds gave this as a reason compared with only 8 per cent of those aged 65 or over.

Around a fifth of respondents in each age group said that the availability of public transport was a reason why they had not regularly cut down on short car journeys.

[Full data in Table 15, Annex 1]

Reasons for not cutting car use, by settlement size

- *Respondents from villages and smaller settlements gave public transport availability as a main reason for not regularly cutting down the use of a car.*

[Full data in Table 15, Annex 1]

Between 42 and 44 per cent of those living in villages and smaller settlements and in market and other small towns who had not regularly cut down the use of a car said that they could not use it any less, compared with between 31 and 36 per cent of those from principal towns and major conurbations.

Furthermore only 14 per cent of respondents living in villages and smaller settlements said that they lacked the time or desire to regularly cut down short car journeys, compared with 32 per cent of respondents living in larger and principal towns and 27 per cent of those in major conurbations.

In contrast, 44 per cent of those living in villages and smaller settlements said that public transport availability was a factor, compared with 22 per cent of respondents from market and other towns, and 16 per cent of those from larger and principal towns or from major conurbations.

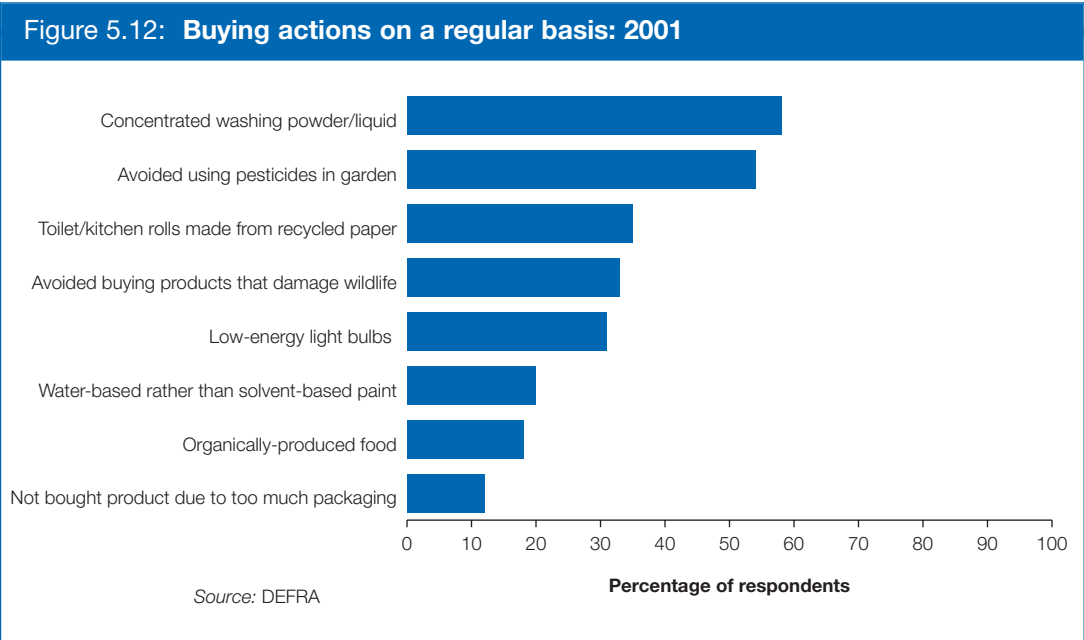
[Full data in Table 15, Annex 1]

Buying actions

KEY FINDINGS

The most common consumer / household action was to *use concentrated washing powder*, followed by *avoiding using pesticides in the garden* and *buying recycled toilet and kitchen rolls*. The least common buying actions, based on the percentage undertaking them on a *regular basis*, were *deciding against purchasing a product because it had too much packaging* and *buying organic foods*.

[Full data in Table 14, Annex 1]



USED A CONCENTRATED WASHING POWDER, OR CONCENTRATED LIQUID OR TABLETS IN YOUR WASHING MACHINE

- When prompted, three out of every five respondents said they regularly used concentrated washing powder, concentrated liquid or tablets.

Fifty-eight per cent of respondents said they or their household had *regularly used concentrated washing powder, liquids or tablets* in the last 12 months (this issue related to packaging). Just over a quarter (26 per cent) of respondents said they had not.

[Full data in Table 14a, Annex 1]

AVOIDED USING PESTICIDES IN THE GARDEN

- When prompted, over three out of five respondents had at least once or regularly avoided using pesticides in the garden.

Over a half (54 per cent) of respondents had *avoided using pesticides in the garden* on a regular basis, and 9 per cent had done so *once or on a few occasions*, but 17 per cent had not done so. There had been little change since the 1996/7 survey.

[Full data in Table 14a, Annex 1]

BOUGHT TOILET ROLLS OR KITCHEN TOWELS MADE FROM RECYCLED PAPER

- When prompted, one in three respondents said they regularly bought recycled toilet rolls or kitchen towels.

When asked if they had *bought recycled toilet rolls or kitchen towels*, 35 per cent of respondents said they had done so on a regular basis, a further 29 per cent said they had so *once or on a few occasions* in the last 12 months and 29 per cent said they *had not done so*. The 2001 results cannot be directly compared with results from earlier surveys. However in 1996/7 the percentage saying they *regularly used recycled paper at home* was 39 per cent and in 1993 was 45 per cent.

[Full data in Table 14a, Annex 1]

CHOSE WATER-BASED GLOSS PAINT, RATHER THAN SOLVENT BASED PAINT FOR DECORATING

- When prompted, only one in five respondents said they regularly used water-based paint.

Thirty-seven per cent of respondents said they *had not chosen water-based paint rather than solvent-based paint*, compared with 33 per cent who had done so *at least once, on a few occasions or regularly*. Significantly, this question produced the largest percentage of 'do not know' responses (14 per cent) of any buying action question. The percentage saying they *regularly bought water-based over solvent-based paints* had changed little since 1996/7, from 17 to 20 per cent.

[Full data in Table 14a, Annex 1]

DECIDED NOT TO BUY A PARTICULAR PRODUCT BECAUSE IT SEEMED TO HAVE TOO MUCH PACKAGING

- Few people had not bought a product owing to too much packaging.

Only 12 per cent of people said they *regularly decided not to buy a particular product because it seemed to have too much packaging*, a further 17 per cent had done this on *one or a few occasions*. Over two thirds (68 per cent) of respondents had not done so in the last 12 months. In 1993 and 1996/7 respondents were asked if they had selected products on the basis of them being environmentally packaged, e.g. the packaging had been recycled. Hence the 2001 results cannot be directly compared to previous surveys.

[Full data in Table 14a, Annex 1]

BOUGHT ORGANICALLY-PRODUCED FOOD

- *When prompted, the percentage of people saying they buy organic food has steadily increased.*

A fifth of respondents (18 per cent) said they had *regularly* bought organic food over the last 12 months, a further 39 per cent said they had done so *on one or a few occasions*. So overall, 57 per cent of respondents had at least once bought organic food, compared with 48 per cent in 1996/7 and 40 per cent in 1993.

[Full data in Table 14a, Annex 1]

USED LOW-ENERGY LIGHT BULBS

- *A third of respondents regularly use low energy bulbs.*

The majority of respondents (51 per cent) said they had *not used low energy light bulbs* over the last 12 months. However, 31 per cent said they had done so on a *regular basis* and 17 per cent said they had done so *once or on a few occasions*.

The public attitudes surveys 1993-2001 show that *regular use of low energy light bulbs* has increased consistently, from 16 per cent of respondents in 1993, to 24 per cent in 1996/7 to 31 per cent in 2001.

[Full data in Table 14a, Annex 1]

AVOIDED BUYING PRODUCTS CAUSING DAMAGE TO WILDLIFE

- *When prompted, over half of all respondents said they had avoided products that damage the environment, but fewer than in 1996/7.*

A third of respondents said that over the last 12 months they had *regularly* avoided buying products that damaged wildlife and 19 per cent had done so *once or on a few occasions*. However, the percentage not having done so had increased from 27 per cent in 1996/7 to 36 per cent of respondents in 2001.

[Full data in Table 14a, Annex 1]

Buying actions, by sex

- *There was little difference in buying actions between men and women.*

Women were more likely to say that they or their household had *avoided buying products that cause damage to wildlife* – 37 per cent of women had done so on a *regular basis*, compared with 30 per cent of men.

Slightly more men (26 per cent) than women (21 per cent) claimed that they or their household had bought *water based* as opposed to *solvent based paint*.

[Full data in Table 14b, Annex 1]

Buying actions, by age

- A higher proportion of people aged 25-44 than in other age groups *regularly used concentrated washing powder, avoided using pesticides in the garden (along with 45-64 year olds) and bought organic food.*
- A higher proportion of people aged 45-64 than in other age groups *regularly chose water-based paint, and avoided products that cause damage to wildlife.*
- The older the respondent the more likely they were to *buy recycled toilet or kitchen rolls and use low energy light bulbs.*

[Full data in Table 14b, Annex 1]

Buying actions, by highest qualification

- *Graduates were most likely to have regularly bought organic food.*

Respondents educated to degree level were more than three times as likely to *buy organically produced food* than those with no qualifications, with the percentage of respondents having regularly bought organic food increasing with the level of highest qualification: nine per cent of respondents with no qualifications, 16 per cent of respondents educated to O-level, 21 per cent of respondents educated to A-level and 31 per cent of graduates bought organic food on a *regular basis*.

[Full data in Table 14b, Annex 1]

Buying actions, by social class

- *Buying organic food was more common among higher social classes.*

Over a third of respondents in social class I (highest) said that in the last 12 months they had *regularly bought organic food*. This compared with 26 per cent in class II down to between 12 and 14 per cent in the lowest two classes.

Respondents in the highest social class were also the most likely to have *regularly used low energy light bulbs* – 41 per cent compared to between 24 and 31 per cent of those in other social classes.

[Full data in Table 14b, Annex 1]

Buying actions, by Government Office Region

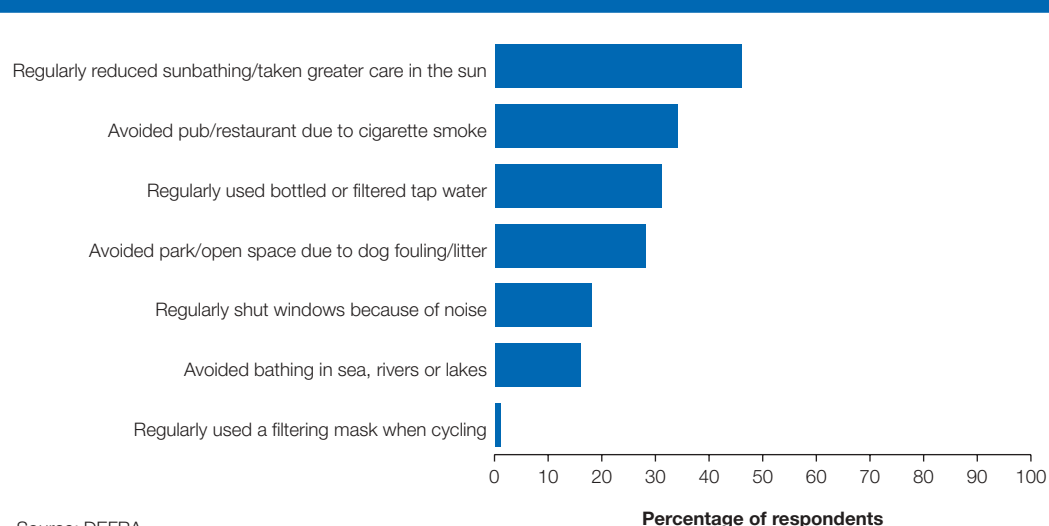
- *There was little variation in the buying actions across the regions. Londoners were the least likely to avoid using pesticides in the garden (59 per cent) while the respondents from the North West were the most likely to do so (75 per cent). Londoners were the most likely to buy organically produced food (24 per cent; 18 per cent nationally).*

Reactions

KEY FINDINGS

The most common environmental reaction made by respondents was *taking care in the sun*. The second most common reaction was to *avoid visiting a pub because of cigarette smoke*. However, few people said they wore a *filtering mask whilst cycling*.

Figure 5.13: **Environmental reactions: 2001**



USED A FILTERING MASK WHEN CYCLING

- One per cent of respondents used a cycling mask.

Just one per cent of respondents, to whom it was applicable, said they had regularly used a *filtering mask when cycling*. There has been no change in the percentage using a mask for cycling in the surveys between 1993 and 2001.

[Full data in Table 14a, Annex 1]

USED BOTTLED OR FILTERED TAP WATER AT HOME

- Around a third of respondents used bottled or filtered tap water at home.

Thirty-one per cent of all respondents said they had *regularly bought bottled water or filtered tap water at home because they thought the water quality or taste was poor* – 15 per cent said they had on *one or a few occasions*. The majority of respondents said that they *had not done so* (54 per cent).

[Full data in Table 14a, Annex 1]

TAKEN CARE IN THE SUN

- *Three out of five people had reduced their sun-bathing or taken greater care in the sun.*

Nearly half of all respondents (47 per cent) said that they or their household had *regularly reduced sunbathing or taken greater care in the sun because of increased ultra-violet rays*, and a further 14 per cent had done so *on one or a few occasions*. However, 30 per cent said they had *not taken greater care in the sun*.

The percentage of respondents regularly *taking greater care in the sun* has remained between 40 and 50 per cent since 1993.

[Full data in Table 14a, Annex 1]

SHUT WINDOWS OR KEPT THEM CLOSED BECAUSE OF NOISE

- *Nearly a fifth of respondents regularly had to shut windows or kept windows closed because of noise.*

Eighteen per cent of respondents said they had *regularly shut windows or kept them closed because of noise from outside*, and a further 18 per cent had done so *on one or a few occasions*. The proportion of respondents doing so has remained at the same levels since 1993.

[Full data in Table 14c, Annex 1]

AVOIDED BATHING IN THE SEA, RIVERS OR LAKES IN THIS COUNTRY

- *A quarter of respondents had avoided bathing in seas, rivers or lakes.*

Just over a quarter of respondents (16 per cent), to whom it was applicable, had *avoided bathing in English seas, rivers or lakes*.

The 2001 results showed a fall from 1996/7 in the percentage of respondents avoiding bathing. However, the results are not directly comparable as in the previous survey the question did not include lakes and specified that avoidance was due to pollution whereas the 2001 survey left the reason open ended.

[Full data in Table 14a & c, Annex 1]

AVOIDED USING A PARK OR OPEN SPACE BECAUSE OF DOG FOULING OR LITTER

- *Dog fouling prevented over a quarter of respondents from visiting open spaces.*

When asked whether they had *avoided using a park because of dog fouling or litter*, 28 per cent of respondents said yes.

The percentage that said they had avoided a park or open space due to dog fouling or litter had increased by 14 percentage points since 1996/7. However, the wording of the question was slightly different in 1996/7. Respondents were asked if they had *stopped* using an open space, as opposed to *avoided* using one.

[Full data in Table 14a & c, Annex 1]

AVOIDED VISITING A PUB OR RESTAURANT BECAUSE OF CIGARETTE SMOKE

- *Cigarette smoke deterred a third of respondents.*

Over a third of respondents (34 per cent), to whom it was applicable, said they had *avoided a pub or restaurant because of cigarette smoke*.

The results showed an increase on the equivalent question in 1996/7, when only 12 per cent of respondents said they had *avoided a pub or restaurant because of cigarette smoke*. However, again the wording of the question was slightly different with respondents asked if they had *stopped* using a pub or restaurant, as opposed to *avoided* using one.

[Full data in Table 14a & c, Annex 1]

Environmental reactions, by sex

Results showed that women were more likely than men to have regularly made a number of the environmental reactions, if applicable to do so:

- Thirty-four per cent of women *used bottled water or filtered tap water at home* compared with 28 per cent of men
- Fifty-eight per cent of women had *reduced sun bathing or taken greater care in the sun*, compared with 46 per cent of men
- Twenty-one per cent of women had *shut windows or kept them closed because of noise from outside*, compared with 16 per cent of men
- Twenty-nine per cent of women had *avoided bathing in English seas, rivers and or lakes*, compared with 24 per cent of men
- Thirty-one per cent of women had *avoided using a park or open space because of dog fouling or litter*, compared with 25 per cent of men.

[Full data in Table 14b, Annex 1]

Environmental reactions, by age

- *Young people were least likely to be put off visiting a pub or restaurant by cigarette smoke.*

Young people were less likely than those in other age groups to have *avoided a restaurant or pub because of cigarette smoke*. Twenty-one per cent of 18-24 year olds, to whom it was applicable, said that cigarette smoke had caused them to avoid a restaurant or pub, compared with 35 per cent of 25-44 year olds, 39 per cent of 45-64 year olds and 32 per cent of the over 65s.

Reducing sun bathing and taking greater care in the sun were less common among 18 to 24 year olds than in other age groups. Forty per cent of respondents aged 18-24, to whom it was applicable, said they had reduced sunbathing or taken greater care in the sun compared with 57 per cent of those aged 45-64.

[Full data in Table 14b, Annex 1]

Environmental reactions, by highest qualification

The higher the respondent's qualifications the more likely they were to have undertaken a range of environmental reactions, if applicable to do so:

- Thirty-six per cent of respondents with degrees said they had *used bottled or filtered water* compared with 25 per cent with no qualifications.
- Fifty-eight per cent of respondents with degrees said they had *reduced sunbathing or taken greater care in the sun*, but only 46 per cent of those with no qualifications said they done so in the last 12 months.
- Forty-nine per cent of respondents with degrees claimed to have *avoided a restaurant or pub due to cigarette smoke*. Between 31 and 32 per cent of respondents with A and O levels said the same, whilst 27 per cent of respondents with no qualifications said they had done so.

[Full data in Table 14b, Annex 1]

Environmental reactions, by social class

Some reactions were more likely to be made by either the highest or lowest social classes than others:

- Between 53 and 58 per cent of respondents, in the highest three social classes, said they had regularly *reduced sun bathing or taken greater care in the sun*, compared with 46 per cent in the lowest two classes
- Respondents in social class V (lowest) were the most likely to have *avoided bathing in seas, rivers and lakes in England*, with 36 per cent of respondents saying that they did so on a *regular basis*, compared with between 25 and 28 per cent of respondents saying so in the other social classes
- Respondents in the highest two social classes were more likely to have *avoided a restaurant or pub because of cigarette smoke* than were respondents in the lower three classes. Between 46 and 49 per cent of respondents in the highest two social classes I and II had reacted in this way, compared with between 23 and 25 per cent in the lowest two classes IV and V.

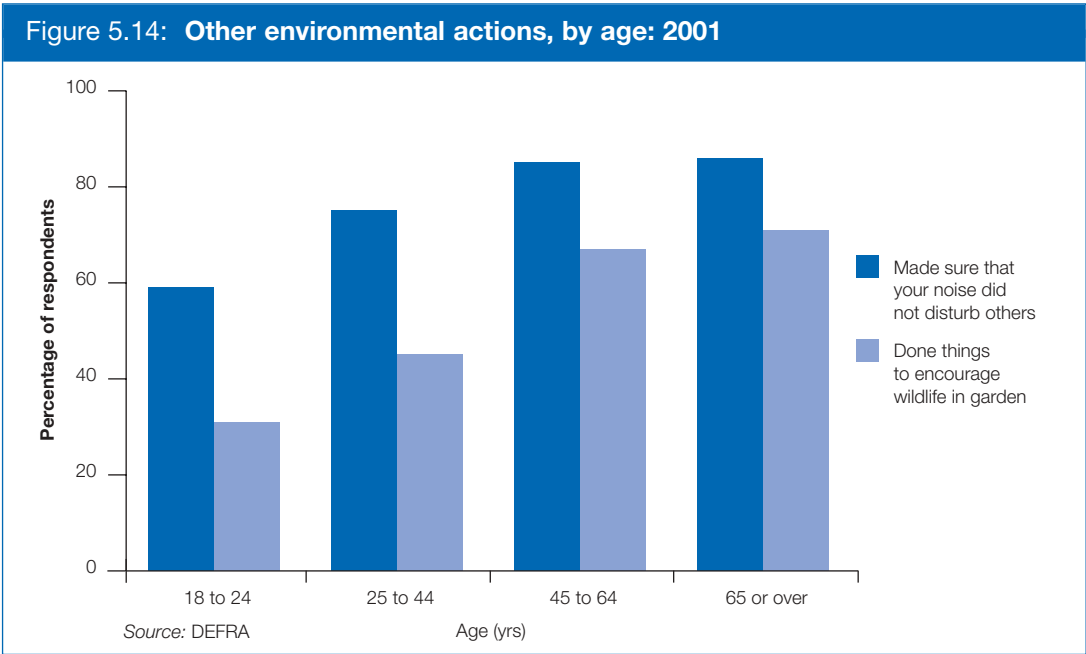
[Full data in Table 14b, Annex 1]

Environmental reactions, by Government Office Region

- Respondents living in the North East were the least likely to *use bottled or filtered water* (19 per cent), while those in London were the most likely (39 per cent).
- Over half of respondents in the South West and South East (56 and 57 per cent, respectively) claimed to *reduce their sunbathing or take greater care in the sun*, while only 35 per cent in the North East claimed to do so.
- Respondents in the South West (19 per cent) were the least likely to *avoid bathing in the sea, rivers or lakes in this country*, particularly compared with those in the North West (40 per cent) who claimed to do so.
- People living in the South East (41 per cent) were the most likely to *avoid visiting a pub because of cigarette smoke*, whilst respondents from Yorkshire and the Humber were the least likely (25 per cent).

[Full data in Table 14c, Annex 1]

Other actions



MADE SURE THAT YOUR NOISE DID NOT DISTURB OTHERS

- *Not disturbing others was the most common of all environmental actions.*

[Full data in Table 14, Annex 1]

Nearly three quarters of respondents said they had *regularly* made sure that they *did not disturb others*. The proportion claiming to have made efforts to minimise noise has remained at around three-quarters in surveys since 1993.

- *Young adults were the least likely to make sure they did not disturb others.*

[Full data in Table 14b, Annex 1]

Young adults were the least likely to have *regularly* made sure that they *did not disturb others*. Although a majority (59 per cent) said they had done so, this was less than the other age groups. Three-quarters of 25-44 years olds, 85 per cent of 45-64 year olds and 86 per cent of those aged 65 or over said they *regularly* tried to keep the noise down.

DONE THINGS TO ENCOURAGE WILDLIFE IN THE GARDEN

- *The majority of respondents encouraged wildlife in the garden.*

[Full data in Table 14, Annex 1]

Half of all respondents said that in the last 12 months they *regularly did things in the garden to encourage wildlife*, and 14 per cent said they had so on *one or a few occasions*. Only a quarter of respondents said they had not purposely done something.

A lower percentage of respondents aged 18-24 said they *did things to encourage wildlife in their gardens*. Under a third of respondents in this age group said they *regularly* did something, compared with 45 per cent of 25-44 year olds, 67 per cent of 45-64 year olds and 71 per cent of those aged 65 or over.

[Full data in Table 14b, Annex 1]

CHAPTER 6

Rural and open space

Key findings

The vast majority of respondents said they had access to a green space or to the countryside. Similarly, a majority of respondents said that in the last 12 months they had visited the countryside for pleasure.

Respondents living in villages were more likely to be concerned about the loss of native animal and plant species and of losing Green Belt land than those living in towns and cities.

Access to green spaces or countryside

- *Five out of six respondents had easy access to local green space or countryside.*

[Full data in Table 18, Annex 1]

Eighty-four per cent of respondents said they could *easily access a local green space or local countryside* without using a car or other transport.

Nearly three-quarters (73 per cent) of respondents had visited these local green spaces or the local countryside in the 12 months preceding the survey, with over a third (35 per cent) saying they had visited them *at least once a week*.

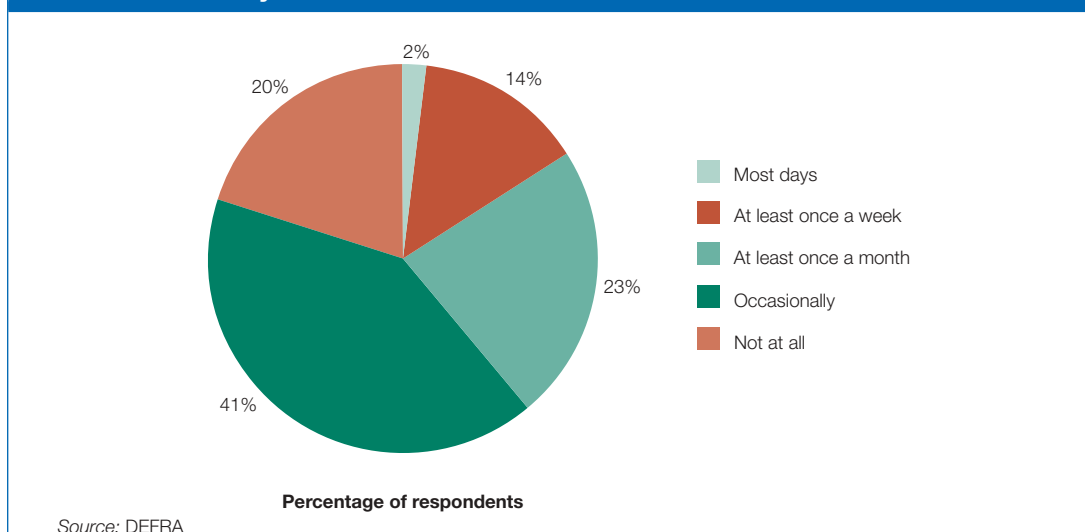
[Full data in Table 18, Annex 1]

FREQUENCY OF VISITS FOR PLEASURE TO THE COUNTRYSIDE

- *Most respondents visited the countryside at least occasionally.*

[Full data in Table 19, Annex 1]

Figure 6.1: Frequency of visits to the countryside in the 12 months preceding the survey: 2001



Eighty per cent of respondents had visited the countryside for pleasure in the 12 months preceding the survey, including the use of a car or other transport. Two out of every five respondents (41 per cent) said they had made an *occasional* visit to the countryside, 23 per cent said they had visited *at least once a month* and 14 per cent said *at least once a week*. This excluded trips to the countryside for proper holidays, to play golf or use other sporting facilities and trips to the beach.

The smaller the conurbation in which a respondent lived, the more likely they were to make visits to the countryside for pleasure. Over half of respondents living in villages and smaller settlements said they visited the countryside at *least once a month* or more, compared with 31 per cent of respondents living in major conurbations.

[Full data in Table 19, Annex 1]

THINGS THAT MAKE THE COUNTRYSIDE A PLACE WHERE RESPONDENTS WANT TO SPEND TIME

- *Peace and quiet was the most common reason for visiting the countryside.*

The five most mentioned positive features of the countryside were *tranquillity* (58 per cent), *scenery* (46 per cent), *open space* (40 per cent), *fresh air* (40 per cent) and *plants and wildlife* (36 per cent).

[Full data in Table 20, Annex 1]

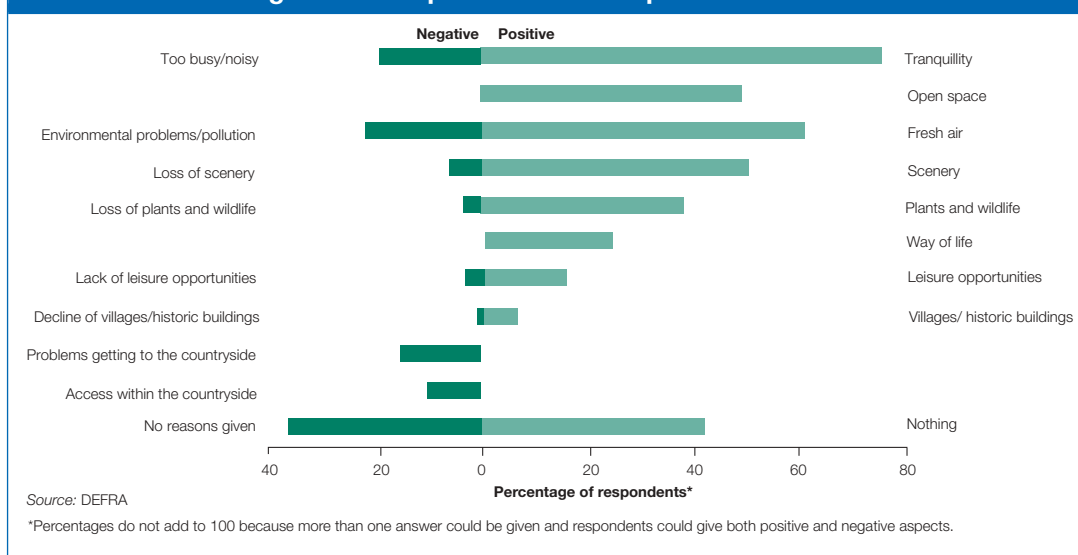
THINGS THAT PREVENT THE COUNTRYSIDE FROM BEING A PLACE RESPONDENTS WANT TO SPEND TIME

- *Almost a quarter of respondents said that environmental problems or pollution prevented them from enjoying the countryside.*

Nearly 40 per cent of respondents did not feel there was anything preventing them from enjoying the countryside. However, 23 per cent mentioned *environmental problems or pollution*, 20 per cent said it was *too noisy or busy* and 16 per cent said they had *problems getting to the countryside*.

[Full data in Table 21, Annex 1]

Figure 6.2: Enjoyable aspects of the British countryside and issues preventing it being where the public wants to spend time: 2001



Statements on the countryside and GM foods

- Respondents were split on whether there should be more road building in the countryside.
- Two out of five respondents did not think benefits of GM foods outweigh the risks.

Public opinion was divided over the statement '*It is important to build new roads to relieve traffic congestion even if some countryside is lost*'. Results showed that 43 per cent agreed with the statement and 44 per cent disagreed.

Forty-one per cent of respondents disagreed with the statement '*The benefits of growing genetically modified crops, which require less chemical pesticides, are greater than the risks*' compared with 27 per cent who agreed.

[Full data in Table 22, Annex 1]

Support for government action

Respondents were asked to what degree they would support or oppose a number of proposed government policies. Respondents were told that each could have a direct cost to them or their family – for example higher prices or taxation:

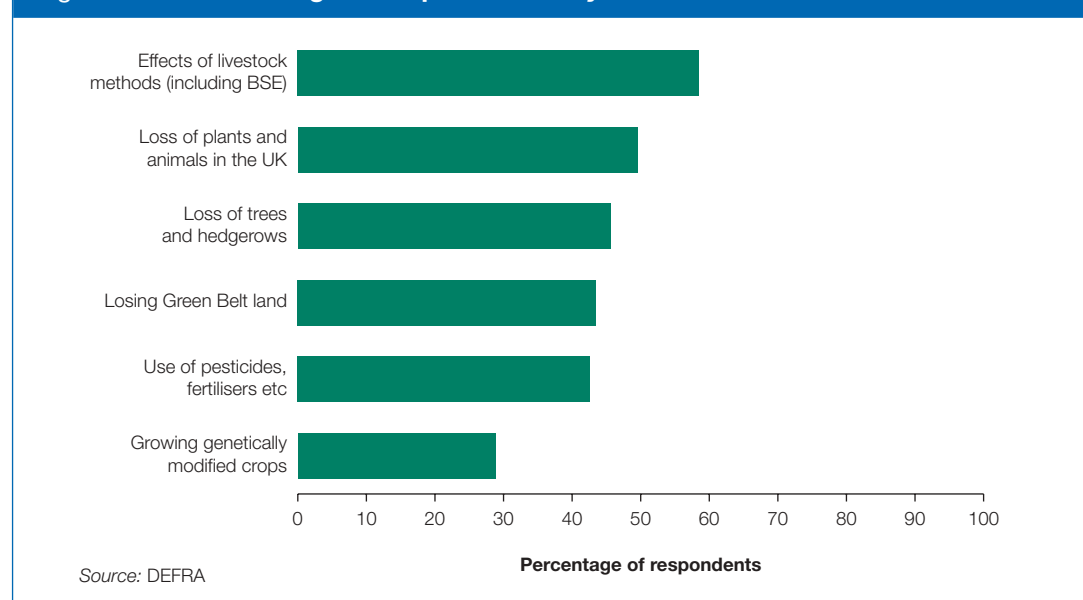
- Ninety-two per cent of respondents said they would *strongly* or *slightly* support a policy to plant trees and hedgerows where possible
- Seventy-four per cent would *strongly* or *slightly support* only paying agricultural subsidies to farmers if they protected the environment
- Sixty-nine per cent of respondents would *strongly* or *slightly support* a policy to pay farmers to protect and regenerate threatened landscapes and habitats.

[Full data in Table 23, Annex 1]

Personal concern over environmental issues affecting the countryside

Respondents were asked to state how worried they felt about a number of environmental issues. In total, twenty issues were considered; those relevant to this chapter are shown below. Analysis of the full set can be found in Chapter 4 on environmental concerns.

Figure 6.3: Percentage of respondents *very worried* about each issue: 2001



LIVESTOCK METHODS

The rural issue of most concern was *the effect of livestock methods* (including BSE), about which 59 per cent of respondents said they were *very worried* and 29 per cent were *fairly worried*. Out of the twenty specified environmental issues, this issue was considered the second most worrying.

Concern appears to have increased since the last survey, however the results are not directly comparable, as the 1996/7 question did not specifically mention BSE.

[Full data in Table 8a & b, Annex 1]

PLANTS, ANIMALS, TREES AND HEDGEROWS

Concern about the *loss of plants and animals in the UK* and the *loss of trees and hedgerows* was broadly similar, with 50 per cent and 46 per cent of respondents, respectively, stating they were *very worried*.

[Full data in Table 8a & b, Annex 1]

PESTICIDES, FERTILISERS AND CHEMICAL SPRAYS

Forty-three per cent of respondents were *very worried* about the *use of pesticides, fertilisers and chemical sprays*, and a further 37 per cent were *fairly worried*.

[Full data in Table 8a & b, Annex 1]

GENETICALLY MODIFIED CROPS

Twenty-nine per cent of respondents were *very worried* about growing genetically modified crops and a further 33 per cent were *fairly worried*. In comparison with all the environmental issues considered this was a low range response.

The 2001 survey was the first time this issue was considered and so trends over time are not possible.

[Full data in Table 8a & b, Annex 1]

Concern over environmental issues, by settlement size

There was more variation in the degree of concern when looked at in terms of settlement size:

- Fifty-three per cent of respondents living in villages and smaller settlements said they were *very worried* about *losing Green Belt land* compared with 41 per cent of those living in large conurbations
- Fifty-six per cent of respondents living in villages and smaller settlements were *very worried* about *loss of plants and animals in the UK* compared with 47 per cent of those living in large conurbations
- Fifty-three per cent of respondents living in villages and smaller settlements said they were *very worried* about *loss of trees and hedgerows* compared with 43 per cent of respondents living in large conurbations.

[Full data in Table 8c, Annex 1]

Concern over environmental issues, by Government Office Region

There was little regional variation in concern about the countryside and rural related environmental issues:

- fewer respondents in the South East (53 per cent) were *very worried* about *effects of livestock methods (including BSE)* than elsewhere (58 per cent nationally)
- more respondents in the West Midlands (54 per cent) and East region (53 per cent) were *very worried* about *loss of plants and animals in the UK* than elsewhere (49 per cent nationally)
- more respondents in the South West (50 per cent) and West Midlands (49 per cent) were *very worried* about *loss of trees and hedgerows* than elsewhere (46 per cent nationally; 41 per cent in the North East).

[Full data in Table 8c, Annex 1]

CHAPTER 7

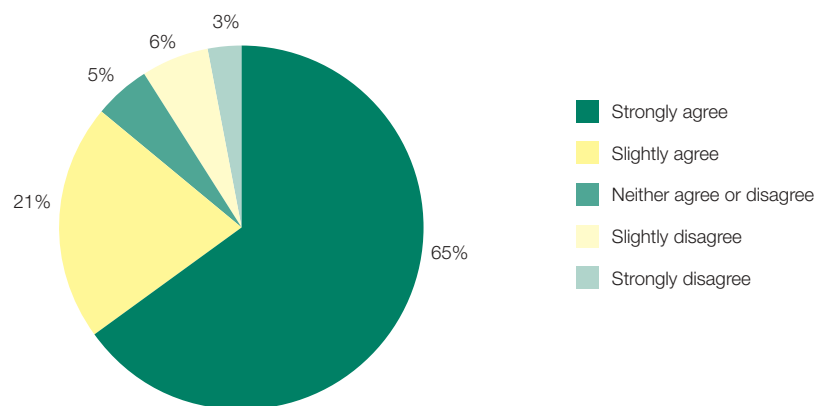
Statements on sustainable development and actions for Government

Respondents were asked about the degree to which they agreed or disagreed with several statements relating to sustainable development and whether they supported or opposed a range of potential policy responses to environmental problems. The issues were split into two main categories, *environmental issues* and *transport issues*. Some of these results have also been included in earlier chapters where applicable.

Statements on sustainable development

‘The Government should improve the quality of life for the people in the UK rather than other countries’

Figure 7.1: Percentage of respondents agreeing/disagreeing with the statement “The Government should improve the quality of life for the people in the UK rather than other countries”: 2001



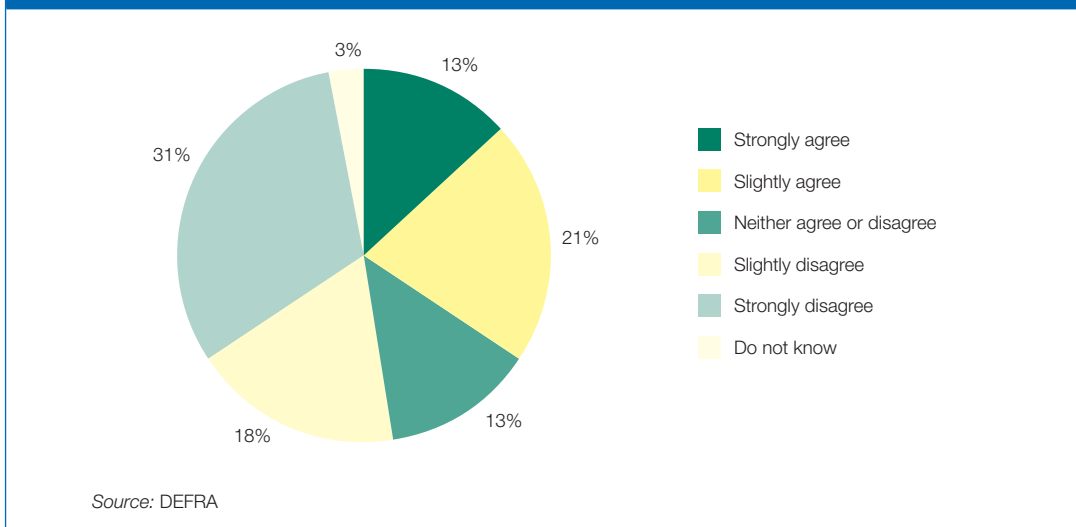
Source: DEFRA

The majority of respondents thought that Government’s priorities should lie in improving the quality of life for people in the UK rather than in other countries. Just under two-thirds (65 per cent) said they *strongly agreed* with the above statement.

[Full data in Table 22, Annex 1]

‘There is little connection between the protection of the environment and people’s quality of life’

Figure 7.2: Respondents agreeing or disagreeing with the statement “*There is little connection between the protection of the environment and people’s quality of life*”: 2001

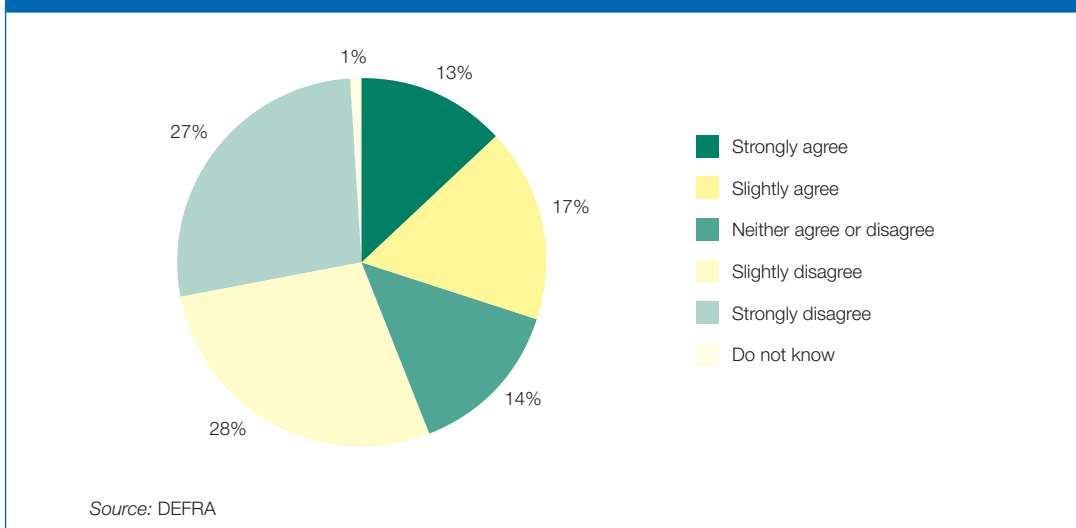


Just under half (49 per cent) of the respondents *slightly* or *strongly disagreed* that there is little connection between protecting the environment and quality of life. A third (34 per cent) *slightly* or *strongly agreed*.

[Full data in Table 22, Annex 1]

‘Prices and jobs today are more important than protecting the environment for the future’

Figure 7.3: Respondents agreeing or disagreeing with the statement “*Prices and jobs today are more important than protecting the environment for the future*”: 2001

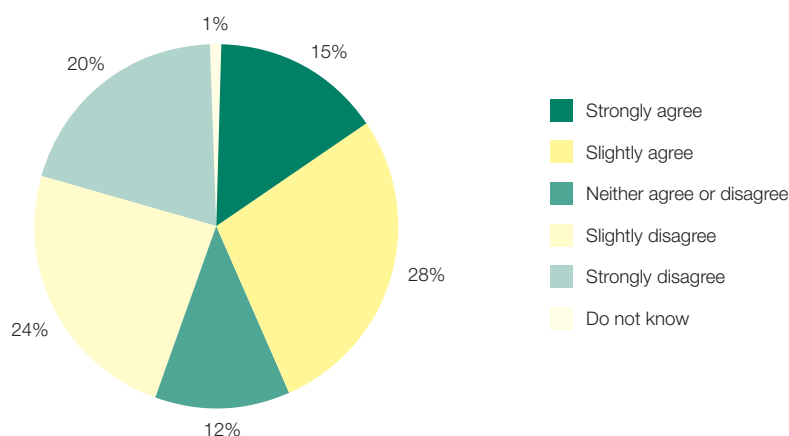


Fifty-five per cent of respondents *disagreed* that prices and jobs were more important than protecting the environment, with half of these *strongly disagreeing*. Thirteen per cent of respondents said they *strongly agreed* and 17 per cent said they *slightly agreed*.

[Full data in Table 22, Annex 1]

‘It is important to build new roads to relieve traffic congestion even if some countryside is lost’

Figure 7.4: Respondents agreeing/disagreeing with the statement “It is important to build new roads to relieve traffic congestion even if some countryside is lost”: 2001



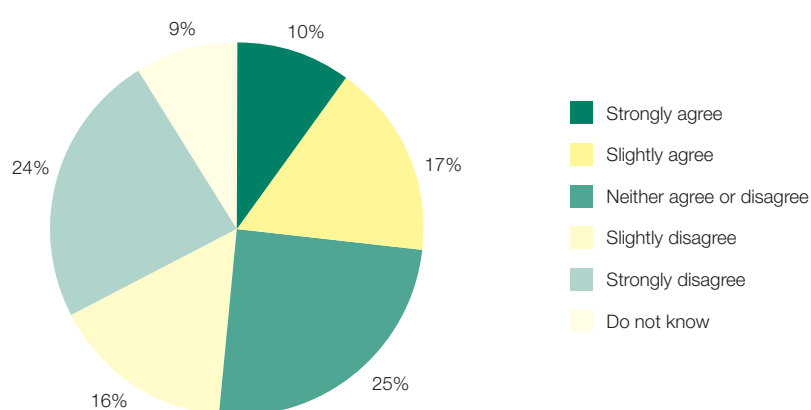
Source: DEFRA

Respondents were split on the issue of road building in the countryside. Forty-four per cent of respondents either *strongly or slightly disagreed* with the statement, compared with 43 per cent who either *strongly or slightly agreed*.

[Full data in Table 22, Annex 1]

‘The benefits of growing genetically modified crops, which require less chemical pesticides, are greater than the risks’

Figure 7.5: Respondents agreeing/disagreeing with the statement “The benefits of growing genetically modified crops which require less chemical pesticides are greater than the risks”: 2001



Source: DEFRA

More respondents *disagreed* that the benefits of GM foods are greater than the risks than agreed. Forty per cent said they *slightly or strongly disagreed* with the above statement. This compares with 27 per cent who either *slightly or strongly agreed*. More people said they neither *disagreed* nor *agreed* with this statement than any other.

[Full data in Table 22, Annex 1]

Support for government actions

In discussing a range of potential policy responses, respondents were told they might have a direct cost to them through higher prices, higher taxation, or cuts in other public expenditure.

ENVIRONMENTAL ISSUES

Although not explicit, the wording of the potential responses broadly follows four approaches:

- the **polluter pays, or is restricted**, for example, *charging factories for emissions*.
- the **Government (taxpayer) pays** or subsidises for the introduction of an environmentally friendly practice, service or facility, for example, *paying farmers to regenerate land*.
- the **consumer pays**, for example *introducing an energy or carbon tax*.
- the policy is simply **an objective or statement of intent**, for example, *to plant trees and hedgerows where possible*.

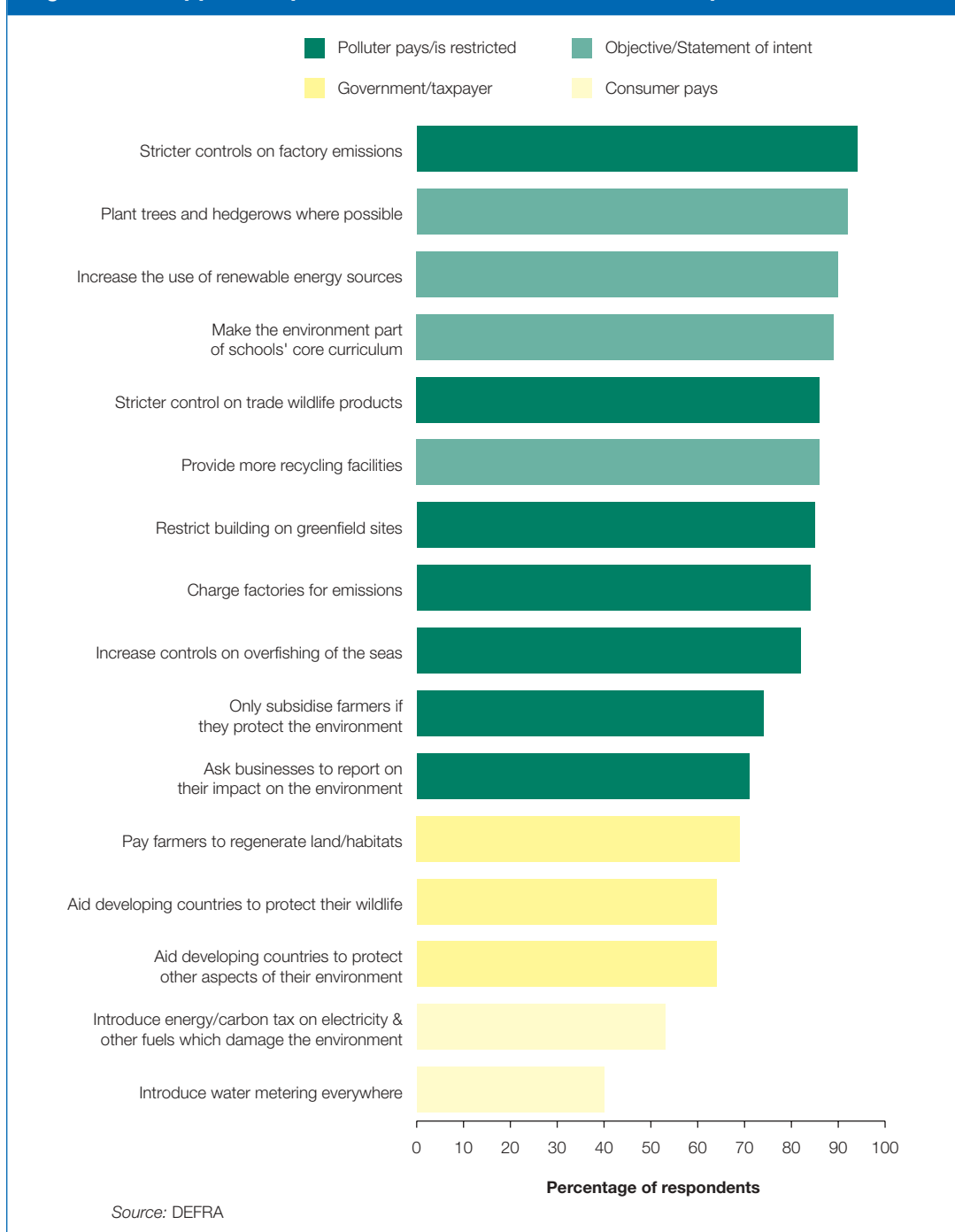
It is very clear from the results that the likelihood of respondents agreeing with the response was strongly dependent on whether they would be directly affected. Although, with the exception of a policy to *introduce water metering everywhere*, all the responses were *slightly or strongly supported* by the majority of respondents.

The two most popular type of policies were where the *polluter pays or is restricted* and where the policy response was just an outline of an *objective or statement of intent*, which was generally positive, but did not explicitly mention any costs.

Of the five most popular policies, three could be said to be statements of intent (*planting trees and hedgerows, increase use of renewable energy and including the environment on the national curriculum*). The other two are policies aimed at curtailing or regulating actions (*stricter controls on factory emissions, stricter controls on trade of wildlife products*).

Responses potentially involving higher taxes or prices gained much less support. Five of the least popular policies included two policies targeted at consumers (*introducing water metering and introducing an energy / carbon tax*). The remaining three were policies where the Government would introduce subsidies, and thereby potentially raise taxes, to promote environmentally friendly practices (*pay farmers to regenerate land, aiding developing countries to protect wildlife and to protect the environment*).

[Full data in Table 23, Annex 1]

Figure 7.6: **Support for potential Government environmental policies: 2001**

TRANSPORT ISSUES

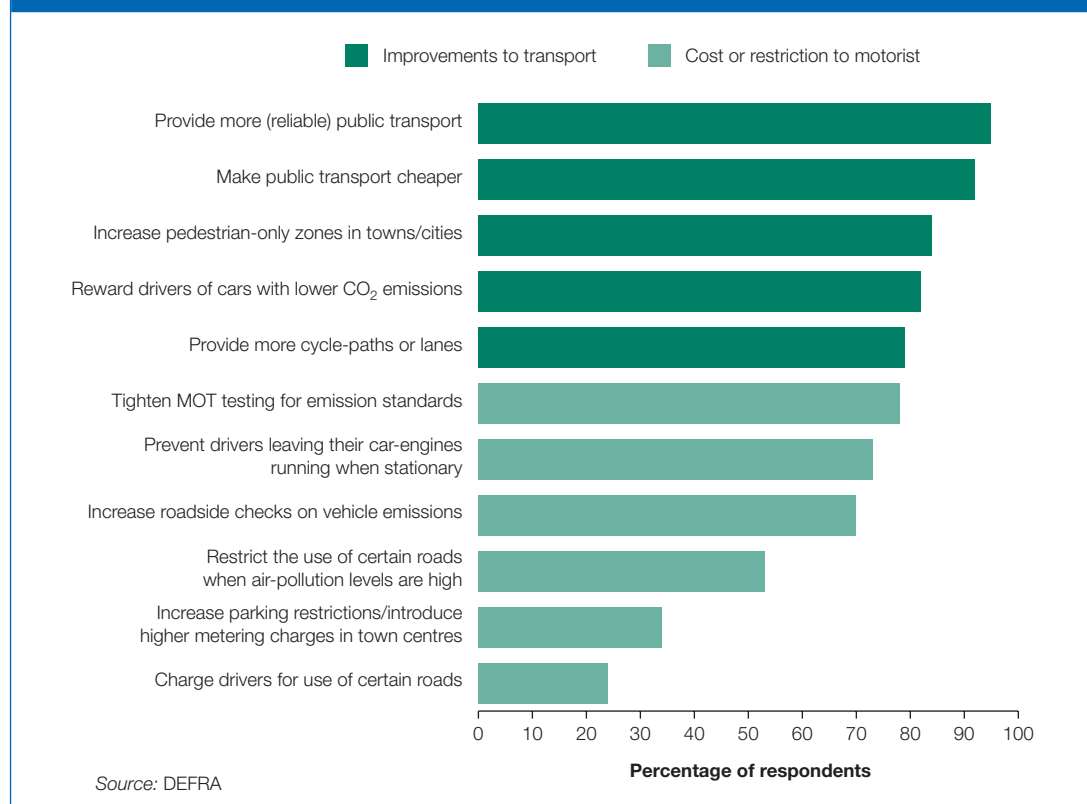
A similar pattern emerges with the support for potential transport related policies, if the responses are divided into:

- **improvements to transport**, which may not have a cost to the individual e.g. making public transport more reliable, new cycle lanes or targeted measures to encourage environmentally friendly practices e.g. reward drivers with lower CO₂ emissions
- **costs to motorist or restrictions**, e.g. roadside checks or road charging

The two most popular policies both involved improving *public transport*, with 95 and 92 per cent of respondents respectively either *slightly* or *strongly supporting* the objectives of *providing more public transport* and *making public transport cheaper*.

The least popular policies were those targeted at the individual motorist directly. However, the only two policies that were not supported by a majority of respondents were, to *increase parking restrictions and introduce higher metering charges in town centres* (34 per cent *slightly* or *strongly supported*) and to *charge drivers for use of certain roads* (24 per cent *slightly* or *strongly supported*).

Figure 7.7: Support for potential Government transport policies: 2001



Respondents living in London were slightly more supportive of charging motorists to use certain roads, with 31 per cent of respondents slightly or strongly supporting this policy, compared with the national average of 24 per cent.

[Full data in Table 23, Annex 1]

CHANGES SINCE 1996/7 IN SUPPORT FOR ENVIRONMENTAL AND TRANSPORT POLICY OPTIONS

In most cases, there was little change in the extent to which people *slightly* or *strongly* supported the policy options, with the exception of the following:

Main increases in support since 1996/7

- *Paying farmers to protect and regenerate threatened landscapes and habitats – slightly or strongly supported by 62 per cent in 1996/7 and by 69 per cent in 2001.*
- *Energy / carbon tax on electricity and other fuels that damage the environment – slightly or strongly supported by 31 per cent in 1996/7 and by 53 per cent in 2001.*
- *Introducing water meters everywhere – slightly or strongly supported by 31 per cent in 1996/7 and by 40 per cent in 2001.*

[Full data in Table 23, Annex 1]

Main falls in support since 1996/7

- *Ask all businesses to report on their impact on the environment – slightly or strongly supported by 86 per cent in 1996/7 and by 71 per cent in 2001.*
- *Aid and support developing countries to protect their wildlife – slightly or strongly supported by 76 per cent in 1996/7 and 64 per cent in 2001.*
- *Aid and support developing countries to protect other aspects of their environments – slightly or strongly supported by 72 per cent in 1996/7 and 64 per cent in 2001.*
- *Provide more cycle paths or lanes – slightly or strongly supported by 88 per cent in 1996/7 and 79 per cent in 2001.*
- *Increase in roadside spot-checks on vehicle emissions – slightly or strongly supported by 78 per cent in 1996/7 and 70 per cent in 2001.*
- *Increasing parking restrictions and introducing higher metering charges in town centres – slightly or strongly supported by 45 per cent in 1996/7 and 34 per cent in 2001.*

[Full data in Table 23, Annex 1]

ANNEX 1

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Table 1: Issues the Government should be dealing with, by year (1986–2001), sex, age and highest qualification: 2001

England ¹		Percentages ²													
What do you think are the most important issues the Government should be dealing with?															
Issue	Year		Sex		Age			Highest Qualification				None			
	1986	1989	1993	1996/7	2001	Male	Female	18-24	25-44	45-64	65+		Degree	A-level	O-level
Health/Social Services	22	32	29	42	58	52	63	43	60	62	53	66	61	58	51
Education	14	13	17	39	43	40	47	38	50	45	30	59	50	45	30
Crime	17	17	21	19	30	34	27	23	27	33	37	26	25	29	35
Environment/Pollution	8	30	22	15	25	25	25	19	27	26	21	36	27	22	18
Pensions and benefits	15	18	12	10	19	19	19	6	11	21	39	12	12	14	30
Public transport	1	3	5	6	18	22	15	16	20	19	17	28	18	19	13
Unemployment	75	26	46	28	17	18	16	23	19	17	10	17	19	19	16
Economy in general	4	10	15	8	11	14	7	11	11	11	8	19	10	10	7
Housing (including costs)	8	15	9	6	8	7	9	11	10	7	3	8	9	9	6
Taxes	–	–	3	4	8	9	6	16	8	7	4	7	10	9	5
European Union	–	–	3	6	5	6	3	3	3	5	6	8	5	3	3
Other	32	33	30	29	30	35	31	31	34	33	29
Source: Department for Environment, Food and Rural Affairs															
¹ England and Wales for 1986, 1989, 1993 and 1996/7															
² Percentages do not sum to 100 because more than one answer could be given.															

Table 2: Factors affecting 'quality of life', by sex, age, highest qualification and Government Office Region: 2001																			
England																			Percentages ¹
What are the 2 or 3 things which you would say most affect your (you and your household's) quality of life?																			
Issue	Sex		Age			Highest qualification							Government Office Region						
	All	Male	Female	18-24	25-44	45-64	65+	Degree	A level	O level	Other	None	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	South West
Money	48	49	47	51	55	46	34	50	54	55	44	39	48	48	46	56	44	48	49
Health	34	33	35	12	27	41	48	29	32	31	36	39	34	29	44	36	37	33	40
Crime	24	26	22	22	24	24	25	26	23	22	26	24	24	25	22	21	26	20	23
Job	17	18	17	18	24	18	3	25	21	19	15	10	16	13	20	22	14	17	19
Neighbours/neighbourhood	17	17	16	19	17	17	14	23	18	17	16	12	11	21	13	19	17	20	19
Transport	13	14	10	11	12	13	14	21	10	9	11	11	10	10	10	12	10	10	15
Housing	12	12	12	11	9	13	15	12	10	11	11	13	8	8	12	9	11	14	13
Environment/pollution	11	11	10	12	10	12	11	13	12	10	11	9	8	8	8	9	13	14	12
Leisure and entertainment	10	11	8	10	11	9	6	14	13	9	7	6	8	8	9	12	9	9	7
Family and friends	7	7	6	6	7	6	8	12	5	3	6	6	5	4	6	5	6	9	6
Access to green spaces	7	7	7	6	6	9	6	11	8	5	5	5	4	5	3	4	3	4	5
Education	6	6	6	7	8	5	3	9	9	5	7	3	4	5	7	8	6	11	10
Religion	3	3	3	3	2	3	3	4	2	3	4	3	3	3	2	2	3	4	3
Other	5	5	4	4	5	4	4	6	5	5	4	4	4	4	5	5	7	8	5
Source: Department for Environment, Food and Rural Affairs																			
¹ Percentages do not sum to 100 because more than one answer could be given.																			

Table 3a: Current 'standard of living' and 'quality of life', by sex, age and Government Office Region: 2001

England	Government Office Region														Percentages	
	Sex		Age				Yorkshire and the Humber									
	All	Male	Female	18-24	25-44	45-64	65+	North East	North West	Yorkshire and the Humber	East Midlands	West East	London	East	South East	South West
<i>If we were to define 'standard of living' as measuring the number of things you own and how well you can afford the things you need or want, how would you rate your (you and your household's) 'standard of living'?</i>																
Very good	20	20	19	13	17	24	23	14	16	17	20	17	21	21	24	22
Fairly good	58	59	56	59	58	55	59	61	64	59	58	59	57	54	56	54
Neither good nor bad	17	16	17	21	19	14	14	19	14	18	17	18	17	18	14	18
Fairly bad	4	3	6	7	5	5	2	5	4	4	5	3	3	6	5	4
Very bad	1	1	1	–	1	1	1	2	1	1	–	2	1	1	–	2
Do not know	–	–	–	–	–	1	–	–	–	1	–	1	–	–	–	–
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<i>If we were to define 'quality of life' as how you feel overall about your life, including your standard of living, your surroundings, friendships and how you feel day-to-day, how would you rate your 'quality of life'?</i>																
Very good	27	26	28	28	25	27	31	20	25	27	29	25	31	24	29	29
Fairly good	56	57	54	50	56	57	55	62	60	54	53	56	53	55	55	53
Neither good nor bad	13	13	14	15	15	12	11	13	10	15	15	14	11	16	13	14
Fairly bad	3	2	4	4	3	3	2	4	3	2	2	3	4	4	2	1
Very bad	1	1	1	1	1	1	1	1	1	1	–	1	1	1	1	2
Do not know	–	1	–	–	–	1	1	–	–	1	–	1	–	–	1	–
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Source: Department for Environment, Food and Rural Affairs																

Table 3b: Current 'standard of living' and 'quality of life', by settlement size and highest qualification: 2001										
England	Settlement size					Highest qualification				Percentages
	All	Villages and smaller settlements	Market and other small towns	Larger and principal towns	Major conurbations	Degree (or equivalent)	A level (or equivalent)	O level (or equivalent)	Other	None
<i>If we were to define 'standard of living' as measuring the number of things you own and how well you can afford the things you need or want, how would you rate your (you and your household's) 'standard of living'?</i>										
Very good	20	30	23	18	16	33	20	15	16	15
Fairly good	58	52	60	60	56	55	59	62	53	57
Neither good nor bad	17	13	14	15	20	8	16	18	25	20
Fairly bad	4	3	2	5	5	3	4	5	5	5
Very bad	1	1	2	1	1	1	—	1	1	2
Do not know	—	—	1	—	1	—	—	—	—	1
Total	100	100	100	100	100	100	100	100	100	100
<i>If we were to define 'quality of life' as how you feel overall about your life, including your standard of living, your surroundings, friendships and how you feel day-to-day, how would you rate your 'quality of life'?</i>										
Very good	27	36	26	29	22	37	28	24	20	24
Fairly good	56	52	58	55	56	50	58	59	59	55
Neither good nor bad	13	9	14	12	17	9	12	14	16	16
Fairly bad	3	2	1	3	4	3	2	3	4	3
Very bad	1	1	1	1	1	—	—	—	—	2
Do not know	—	—	—	—	1	—	—	—	1	1
Total	100	100	100	100	100	100	100	100	100	100
Source: Department for Environment, Food and Rural Affairs										

Table 4: Quality of life in the future for respondent's 'household' and 'part of the country', by sex, age and Government Office Region: 2001

England	Percentages													
	Sex		Age				Government Office Region							
	Male	Female	18-24	25-44	45-64	65+	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	London	South East	South West
All														
<i>Thinking now about the future, taking into account your situation, society, the economy, the environment and so forth, how would you describe your view of your 'household's' quality of life in the years to come?</i>														
Very optimistic	12	13	11	20	13	8	9	12	11	11	12	10	15	9
Fairly optimistic	52	51	53	51	48	47	54	52	53	50	50	54	51	53
Neither optimistic nor pessimistic	19	20	20	17	20	22	22	18	18	22	21	17	20	20
Fairly pessimistic	13	13	13	11	17	17	11	12	13	14	14	15	12	15
Very pessimistic	2	1	1	3	3	3	2	2	2	3	3	2	2	2
Do not know	2	2	2	1	2	3	2	3	2	1	2	1	1	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<i>Again, thinking about the future, taking into account society, the economy, the environment and so forth, how would you describe your view of quality of life in 'this part of the country' in the years to come?</i>														
Very optimistic	7	8	6	7	7	8	4	5	6	7	4	9	9	5
Fairly optimistic	43	44	42	44	44	41	41	45	44	43	40	49	46	43
Neither optimistic nor pessimistic	23	22	24	26	25	20	29	21	26	23	23	20	23	26
Fairly pessimistic	21	20	21	18	19	23	22	22	18	21	26	17	17	21
Very pessimistic	4	4	4	3	4	5	3	4	4	4	4	3	3	4
Do not know	2	2	2	2	2	4	1	4	2	2	3	3	1	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Source: Department for Environment, Food and Rural Affairs														

Table 5: **Knowledge of quality of life measurement, by highest qualification: 2001**

England							Percentages
<i>Do you think that anyone is currently measuring quality of life in this country?</i>							
	Highest qualification						
	All	Degree	A level	O level	Other	None	
Yes	41	56	47	43	30	28	
No	43	33	39	44	52	50	
Do not know	16	11	13	13	19	22	
Total	100	100	100	100	100	100	
<i>Source: Department for Environment, Food and Rural Affairs</i>							

Table 6: **Importance of Headline Indicator issues to quality of life: 2001**

England							Percentages
<i>How important are these issues to quality of life, both now and in the future?</i>							
	Very Important	Fairly Important	Not very Important	Not at all Important	Do not know/ Not heard of	Total	
Health	93	6	1	–	–	100	
Education	85	12	2	1	–	100	
Crime	84	13	1	1	–	100	
Employment/jobs	78	18	2	1	1	100	
Air quality	73	22	4	1	1	100	
Poverty & social Inequalities	62	29	6	1	2	100	
River water quality	59	31	7	2	1	100	
Waste disposal and recycling	59	34	5	1	1	100	
Road traffic	57	34	6	1	1	100	
Housing quality	52	40	6	1	1	100	
Climate change	52	32	11	3	2	100	
Wildlife	52	36	9	2	1	100	
Economic growth	49	40	7	2	2	100	
Investment in housing, factories, transport etc.	44	42	10	3	1	100	
More building in countryside	20	22	32	24	2	100	
<i>Source: Department for Environment, Food and Rural Affairs</i>							

Table 7: **Concern about the environment in general, by year (1993, 1996/7 and 2001), sex and age: 2001**

England ¹										Percentages
<i>How concerned are you about the environment in general? Would you say you are...</i>										
	Year			Sex		Age				
	1993	1996/7	2001	Male	Female	18-24	25-44	45-64	65+	
Very concerned	30	29	35	35	35	21	29	42	42	
Fairly concerned ²	56	59	56	55	57	60	62	52	48	
Not very concerned	11	9	7	8	6	16	6	5	8	
Not at all concerned	2	2	1	1	1	1	2	1	2	
Do not know/refusal	1	1	1	1	–	2	–	–	1	
Total	100	100	100	100	100	100	100	100	100	
<i>Source: Department for Environment, Food and Rural Affairs</i>										
¹ England and Wales for 1993 and 1996/7										
² 'Quite' concerned in 1993										

Table 8a: Environmental issues: degree of concern: 2001

England		Percentages				
<i>How worried do you feel personally about each issue?</i>		Very worried	Fairly worried	Not very worried	Not at all worried	Do not know/ Not heard of/refusal
						Total
Disposal of hazardous waste		66	25	7	2	1
Effects of livestock methods (including BSE)		59	29	8	2	3
Pollution in rivers		55	34	8	1	1
Pollution in bathing waters & beaches		52	35	9	2	1
Traffic exhaust fumes & urban smog		52	36	9	2	1
Loss of plants and animals in the UK		49	36	11	2	2
Ozone layer depletion		49	33	12	4	2
Tropical forest destruction		48	33	14	4	1
Climate change		46	34	13	4	3
Loss of trees and hedgerows		46	37	12	3	2
Losing Green Belt land		44	35	15	4	3
Fumes & smoke from factories		43	39	14	3	1
Traffic congestion		43	40	13	3	1
Use of pesticides, fertilisers etc		43	37	15	4	1
Using up the UK's natural resources		38	40	16	4	2
Acid rain		34	39	19	5	3
Household waste disposal		33	43	19	5	1
Decay of inner cities		31	42	19	6	3
Growing genetically modified crops		29	33	26	9	3
Noise		22	35	32	10	1

Source: Department for Environment, Food and Rural Affairs

Table 8b: Environmental issues: Percentage of respondents 'very worried' about an environmental issue, by year (1986-2001), sex, age and highest qualification: 2001														
England ¹														Percentages
Respondents selecting 'very worried' when asked 'How worried do you feel personally about each issue?'														
Issue	Year			Sex		Age			Highest qualification		A level (or equivalent)			None
	1986	1989	1993	1996/7	2001 ²	Male	Female	18-24	25-44	45-64	65+	Degree	O level (or equivalent)	
Disposal of hazardous waste ³	63	60	66	62	70	56	62	72	71	59	66	70
Effects of livestock methods (including BSE) ⁴	33	59	53	64	51	55	64	62	53	55	62
Pollution in rivers ⁵	54	64	63	65	55	52	58	47	53	57	60	48	53	60
Pollution in bathing waters and on beaches ⁶	37	59	56	61	52	46	59	53	53	51	52	40	52	59
Traffic exhaust fumes and urban smog	23	33	40	48	52	48	57	47	47	55	61	46	50	59
Loss of plants and animals in the UK ⁷	38	45	43	45	50	47	52	48	44	53	56	42	49	54
Ozone layer depletion	..	56	41	46	49	46	53	46	50	54	43	48	51	48
Tropical forest destruction	..	44	45	44	48	49	46	40	43	54	51	52	50	48
Climate change/global warming	..	44	35	35	46	43	49	42	47	48	43	44	44	47
Loss of trees and hedgerows ⁸	17	34	36	40	46	45	47	34	39	53	55	42	46	50
Losing Green Belt land	26	27	35	38	44	44	43	30	37	50	53	43	42	49
Fumes and smoke from factories	26	34	35	41	43	38	48	45	43	44	41	35	42	48
Traffic congestion	35	42	43	42	44	28	38	48	52	41	39	50
Use of pesticides, fertilisers and chemical sprays	39	46	36	46	43	37	48	25	37	50	52	38	40	51
Using up of UK's natural resources	27	23	38	34	42	41	32	43	41	35	37	41
Acid rain	35	40	31	31	34	33	35	27	31	37	38	31	31	39
Household waste disposal	22	22	33	27	38	26	30	34	40	26	30	40
Decay of inner cities ⁹	27	22	26	23	31	28	34	18	27	36	36	32	25	34
Growing genetically modified crops	29	27	30	18	26	34	31	30	26	31
Noise	10	13	16	15	22	21	23	11	15	27	35	16	18	32
Source: Department for Environment, Food and Rural Affairs														
¹ England and Wales for 1986, 1989, 1993 and 1996/7														
² Cards used in 2001 survey contained text only. Earlier survey cards included both text and pictures.														
³ 'Toxic waste: disposal & import' 1993 & 1996/7														
⁴ 1996/7 did not specify BSE														
⁵ 'Chemicals put into rivers and seas' 1986, 1989, 1993, 1996/7														
⁶ 'Sewage on beaches/bathing water' 1993, 1996/7, 'Sewage contamination of beaches and bathing water' 1989, 'Dirty beaches and bathing' 1986														
⁷ 'Loss of wildlife and habitats, destruction of species' 1989, 'Destruction of wildlife' 1986														
⁸ 'Loss of hedgerows' 1986														
⁹ 'Decay of inner cities and derelict land' 1986														
.. Issues not included in this survey														

Table 8c: Environmental issues: percentage of respondents 'very worried' about an environmental issue, by settlement size and Government Office Region: 2001														
England														Percentages
Respondents selecting 'very worried' when asked 'How worried do you feel personally about each issue?'														
Issues	Settlement size			Government Office Region										
	Villages and smaller settlements	Market and other small towns	Larger and principal towns	Major conurbations	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	
All	66	70	66	65	73	65	62	68	68	60	68	68	65	
Disposal of hazardous waste	66	70	66	65	73	65	62	68	68	60	68	68	65	
Effects of livestock methods (incl BSE)	59	57	57	60	62	60	58	57	61	59	62	53	57	
Pollution in rivers	55	55	55	56	51	53	52	53	56	52	59	57	58	
Pollution in bathing waters & beaches	52	44	53	53	56	49	49	54	53	52	52	55	53	
Traffic exhaust fumes & urban smog	52	44	51	57	55	47	48	48	55	45	61	55	52	
Loss of plants and animals in the UK	49	49	49	47	48	46	48	49	54	53	48	49	52	
Ozone layer depletion	49	51	49	52	46	47	50	47	48	50	56	47	51	
Tropical forest destruction	48	44	48	48	41	41	45	47	51	47	51	50	51	
Climate change	46	44	46	49	44	47	45	44	47	44	51	43	46	
Loss of trees and hedgerows	46	45	46	43	41	42	44	43	49	46	46	47	50	
Losing Green Belt land	44	45	42	41	38	43	42	42	45	46	42	44	46	
Fumes & smoke from factories	43	43	41	48	50	42	42	40	44	42	48	41	41	
Traffic congestion	43	43	42	45	40	39	33	40	43	38	53	45	48	
Use of pesticides, fertilisers etc	43	45	41	43	42	42	42	45	40	42	45	43	42	
Using up the UK's natural resources	38	39	36	40	40	38	34	38	42	39	41	32	42	
Acid rain	34	33	33	37	30	37	33	32	35	29	38	33	33	
Household waste disposal	33	33	31	35	32	29	28	32	33	35	39	32	32	
Decay of inner cities	31	26	30	36	26	32	28	28	37	30	40	24	30	
Growing genetically modified crops	29	29	29	28	25	30	27	26	28	27	30	28	36	
Noise	22	24	22	22	19	20	18	21	25	22	23	22	26	
Source: Department for Environment, Food and Rural Affairs														

Table 9: Future environmental concerns, by year (1993, 1996/7 and 2001), sex and age: 2001

England ¹	Percentages ⁴								
Looking ahead to the future, what environmental trends or issues do you think will cause the most concern in about 20 years time?									
	Year 1993	1996/7	2001	Sex		Age			
				Male	Female	18-24	25-44	45-64	65+
Traffic (congestion, fumes, noise)	36	37	52	52	53	52	52	54	50
Air pollution	29	30	41	41	42	52	45	40	31
Climate change	27	32	32	33	31	32	36	32	23
Water pollution	24	23	21	20	22	25	23	22	14
Urban sprawl	10	10	18	18	18	18	20	18	15
Population growth	12	14	18	20	16	12	17	20	19
Depletion of the ozone layer	20	22	17	16	19	23	20	14	12
Worse weather	17	17	17	17	18	16	16
Flooding (from rainfall and rivers)	15	15	14	16	14	14	16
Depletion of natural resources	11	12	13	14	12	14	15	14	9
Household waste	8	6	13	10	16	13	15	14	8
Loss of plant or animal species	8	9	12	11	13	14	13	11	9
Loss of tropical rainforest	15	15	11	13	10	12	12	12	10
Hazardous waste ²	10	10	10	14	11	10	8
Too many roads	4	6	10	9	11	11	9	11	11
BSE/CJD	9	8	10	7	10	8	8
Genetically modified organisms	..	1	7	6	7	5	8	8	5
Acid rain	5	4	7	7	6	9	6	6	7
Decay of inner cities	5	3	6	6	7	6	6	7	6
Sea level rise	..	4	6	6	6	8	6	6	6
Damage to natural/heritage sites by tourism	..	2	2	2	2	2	2	1	3
None	6	5	6	5	5	4	9
Climate change (including effects) ³	44	46	42	44	49	44	36

Source: Department for Environment, Food and Rural Affairs

¹ England and Wales for 1993 and 1996/7² In 1993 and 1996/7 'Hazardous waste' was split between 'Toxic waste' and 'Radioactive waste'.

Toxic waste (13 per cent in 1993, 10 per cent in 1996/7). Radioactive waste (15 per cent in 1993, 10 per cent in 1996/7)

³ Respondents mentioning either climate change, worse weather, flooding or sea level rise⁴ Percentages do not sum to 100 because more than one answer could be given.

.. Issues not mentioned in survey

Table 10: Knowledge of environmental and sustainable development issues and campaigns, by year (1996/7 and 2001), sex and age: 2001

England ¹					Percentages			
<i>Which of these phrases have you heard of? Respondents answering 'yes'</i>								
	Year		Sex		Age			
	1996/7	2001	Male	Female	18-24	25-44	45-64	65+
Climate change, global warming or greenhouse effect ²	..	99	99	98	98	98	100	98
Climate change ²	79	78	86	69	63	76	85	78
Energy efficiency campaign (logo)	..	62	62	63	78	71	58	43
"Are you doing your bit?" campaign	..	41	37	45	58	45	39	27
Sustainable development	34	34	42	26	18	35	41	29
Biodiversity	22	26	33	19	20	29	32	14
Local Agenda 21	12	11	13	10	6	11	14	11
<i>Source: Department for Environment, Food and Rural Affairs</i>								
¹ England and Wales for 1996/7								
² Respondents were first asked whether they had heard of climate change, if they had not they were then asked whether they had heard of global warming or the greenhouse effect								

Table 11: Extent of belief in climate change, belief that climate change is due to human activities and belief that recent floods were due to climate change, by sex and age: 2001

England				Percentages			
<i>Earlier we spoke about climate change. How convinced are you that the earth's climate and long term weather patterns are changing?</i>							
		Sex		Age			
	All	Male	Female	18-24	25-44	45-64	65+
Very convinced	43	42	45	33	46	45	40
Fairly convinced	42	42	42	54	42	39	40
Not very convinced	10	12	9	9	8	11	15
Not at all convinced	3	4	2	3	3	4	3
Have not heard of/do not know	1	1	2	1	1	1	2
Total	100	100	100	100	100	100	100
<i>Would you say that this change is mainly due to human activities?</i>							
Yes	71	70	72	75	73	71	67
No	13	14	11	12	12	14	14
Do not know/refusal	16	16	16	13	15	16	19
Total	100	100	100	100	100	100	100
<i>Do you think that the recent floods in this country are due to climate change?</i>							
Yes	68	63	73	74	70	66	64
No	16	20	12	12	15	16	19
Do not know/refusal	16	17	15	14	14	18	17
Total	100	100	100	100	100	100	100
<i>Source: Department for Environment, Food and Rural Affairs</i>							

Table 12: Perceived effects of climate change, by year (1996/7 and 2001), sex and age: 2001

Table 12: Perceived effects of climate change, by year (1996/7 and 2001), sex and age: 2001									
England ⁶	Earlier we mentioned climate change. What things, if any, do you think will happen, as a result of climate change?							Percentages ¹	
Effects ²	Year 1996/7	2001	Sex		Age				
			Male	Female	18-24	25-44	45-64	65+	
Changes in weather ³	68	50	50	50	40	56	51	43	
Flooding from rainfall	43	44	44	44	36	46	46	43	
Higher temperatures ⁴	57	34	38	30	32	36	34	32	
Sea-level rise/coastal flooding	54	34	40	27	39	36	34	26	
Loss of plants, animals or habitats ⁵	37	24	23	24	31	24	25	18	
Diseases	41	14	14	14	11	16	15	12	
Water shortages	43	13	14	11	11	13	13	13	
Storms (more frequent/stronger)	33	12	12	11	9	12	13	11	
Danger to long-term survival	..	9	10	8	7	10	9	7	
No effects	1	4	5	3	2	2	5	6	
Other	..	28	28	28	28	28	30	25	
Source: Department for Environment, Food and Rural Affairs									
¹ Percentages do not sum to 100 because more than one answer could be given.									
² This was an open ended question. Respondents were not given any options or answers and were able to suggest as many effects as they liked. In the 1996/7 survey respondents were asked to select effects from a list of options.									
³ 'Changes in temperature and weather patterns in the UK' 1996/7									
⁴ 'Warmer average temperatures around the world' 1996/7									
⁵ 'Loss of habitats' 1996/7									
⁶ England and Wales for 1996/7									
.. Issues not mentioned in survey									

Table 13: Knowledge of major factors contributing to climate change, by year (1993-2001), sex and age: 2001									
England ²									
Which, if any, of the things listed on this card do you think are major contributors to climate change?									
Statement	Year		Sex		Age				
	1993	1996/7	2001		Male	Female	18-24	25-44	45-64
									Percentages ¹
Destruction of forests	52	56	74		76	71	70	76	75
Carbon dioxide emissions	62	53	71		75	68	68	76	73
Emissions from transport	41	42	65		68	63	64	68	66
Emissions from power stations	49	45	56		54	58	63	59	54
Use of gas, electricity by industry	22	19	28		28	27	23	33	27
Use of gas, electricity in homes	16	12	20		21	20	14	26	19
The hole in the ozone layer	47	51	69		64	75	79	74	69
Use of mobile phones	10		7	14	6	9	11
None – Climate change is happening naturally	1		2	1	–	1	1
None – Do not know if climate change is happening	1		1	1	–	1	1
None – Climate change is not happening	–		–	–	–	–	1
Source: Department for Environment, Food and Rural Affairs									
¹ Percentages do not sum to 100 because more than one answer could be given.									
² England and Wales for 1993 and 1996/7.									
.. Issues not mentioned in survey									

Table 14a: **Personal actions: 1993, 1996/7, and 2001**

Percentages ¹																
<i>I am now going to read out a list of actions which you might take at home. 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.</i>																
Domestic Actions																
2001																
1996/7																
1993																
Regular basis																
Once/few occasions																
Not done																
Not applicable																
No answer																
Total																
Regular basis																
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Table 14a: Personal actions: 1993, 1996/7, and 2001 (continued)

Domestic Actions	Percentages ¹									
	1993					1996/7				
	Regular basis	Once/few occasions	Not done	Not applicable	No answer	Regular basis	Once/few occasions	Not done	Not applicable	Total
1993										
Made sure that your noise did not disturb others	77	8	10	5	1	70	11	11	7	100
Done things to encourage wildlife in garden
Buying actions										
Used a concentrated washing powder, or concentrated liquid or tablets in your washing machine ²	17	11	64	4	3	10	8	58	2	100
Avoided using pesticides in the garden	48	11	24	15	1	51	11	20	17	100
Bought toilet rolls or kitchen towels made from recycled paper ³	45	29	25	–	1	39	33	25	1	100
Chosen water-based gloss paint, rather than solvent-based paint for decorating	16	10	52	20	2	17	13	40	14	100
Decided not to buy a particular product because it seemed to have too much packaging ⁴	32	28	38	–	1	29	29	40	–	100
Bought organically-produced food	12	28	58	1	1	15	33	49	–	100
Used low-energy light bulbs in the home	16	10	72	1	1	24	12	63	–	100
Avoided buying products causing damage to wildlife	41	24	27	1	100
2001										
Made sure that your noise did not disturb others	74	8	11	6	1	74	8	11	6	100
Done things to encourage wildlife in garden	50	14	26	10	–	50	14	26	10	100
Used a concentrated washing powder, or concentrated liquid or tablets in your washing machine ²	58	9	26	2	5	58	9	26	2	100
Avoided using pesticides in the garden	54	9	17	19	2	54	9	17	19	100
Bought toilet rolls or kitchen towels made from recycled paper ³	35	29	29	–	7	35	29	29	–	100
Chosen water-based gloss paint, rather than solvent-based paint for decorating	20	14	37	15	14	20	14	37	15	100
Decided not to buy a particular product because it seemed to have too much packaging ⁴	12	17	68	1	2	12	17	68	1	100
Bought organically-produced food	18	39	42	–	1	18	39	42	–	100
Used low-energy light bulbs in the home	31	17	51	–	1	31	17	51	–	100
Avoided buying products causing damage to wildlife	33	19	36	2	10	33	19	36	2	100

Source: Department for Environment, Food and Rural Affairs

¹ Percentages based on all respondents² 1993 & 1996/7 Bought phosphate-free washing powder or liquid. In 2001, this question related to packaging³ 1993 & 1996/7 Used recycled paper at home⁴ 1993 & 1996/7 Selected products on the basis of environmentally friendly packaging eg recycled[†] England and Wales for 1993 and 1996/7.

Table 14a: Personal actions: 1993, 1996/7, and 2001 (continued)

†England	Percentages ¹															
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 you (or your household) have taken any of these actions.	1993						1996/7						2001			
	Regular basis	Once/few occasions	Not done	Not applicable	No answer	Total	Regular basis	Once/few occasions	Not done	Not applicable	Do not know	Total	Regular basis	Once/few occasions	Not done	Do not know
Reactions																
Used a filtering mask to protect yourself against traffic fumes when cycling	1	-	48	51	1	100	1	1	55	42	-	100	1	1	65	33
Used bottled or filtered water at home because you thought the water quality or taste of tap water was poor ⁵	27	14	58	1	-	100	27	19	53	1	-	100	31	15	54	1
Reduced your sunbathing or taken greater care when in the sun because of increased ultra-violet rays.	42	13	35	10	-	100	51	14	24	10	-	100	47	14	30	10
Shut windows or kept them closed because of noise from outside	19	17	60	3	1	100	19	18	56	7	1	100	18	18	61	2
and in the last 12 months have you, (or anyone in your household) had to do any of the following:																
Avoid bathing in the sea, rivers or lakes in this country ^{6,8}	26	12	38	24	-	100	34	16	29	21	1	100	19	19	54	27
Avoid using park or open space because of dog fouling or litter ^{7,8}	12	11	71	5	1	100	13	14	65	7	1	100	27	27	68	5
Avoid visiting a pub or restaurant because of cigarette smoke ^{7,8}	12	12	69	6	-	100	32	32	62	5
Source: Department for Environment, Food and Rural Affairs																
¹ Percentages based on all respondents																
² 1993 & 1996/7 Bought phosphate-free washing powder or liquid. In 2001, this question related to packaging																
³ 1993 & 1996/7 Used recycled paper at home																
⁴ 1993 & 1996/7 Selected products on the basis of environmentally friendly packaging eg recycled																
⁵ 1993 & 1996/7 did not specify use at home																
⁶ 1993 & 1996/7 did not specify lakes, but specified that avoidance was because of pollution																
⁷ 1993 & 1996/7 specified stopped this activity rather than avoided																
⁸ In 2001 respondents were asked to state simply 'Yes' or 'No' to this question																
.. Issues not mentioned in survey																
† England and Wales for 1993 and 1996/7																

Table 14b: Personal actions taken on a regular basis, by sex, age, highest qualification and social class: 2001																	
England																	
Percentage of applicable respondents ¹																	
I am now going to read out a list of actions which you might take at home. 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.																	
Domestic actions	Sex		Age			Highest Qualification					Social class						
	All	Male	Female	18-24	25-44	45-64	65+	Degree	A-level	O-level	Other	None	I	II	III	IV	V
Recycling																	
Taken paper to a paper-bank or separated paper from rubbish so that it could be collected for recycling	53	52	54	29	45	59	70	62	51	47	52	51	61	54	51	44	45
Taken glass to a bottle bank or separated glass from rubbish so that it could be collected for recycling	42	43	42	20	37	49	55	57	42	38	38	37	57	52	39	32	32
Taken cans to a can-bank or separated cans from rubbish so that they could be collected for recycling	30	31	29	15	26	34	40	36	29	28	29	27	33	34	27	24	27
Taken plastic to a recycling facility or separated plastic from rubbish so that it could be collected for recycling	23	23	22	13	20	26	28	28	22	20	22	21	27	25	23	18	22
Made compost out of kitchen waste ²	20	22	18	8	14	26	30	28	20	14	16	20	26	21	15	13	15
Resource use																	
Cut down the amount of electricity/gas your household uses ³	40	40	40	35	39	43	39	41	41	38	38	40	31	42	38	41	39
Cut down on use of water ³	29	28	31	21	26	32	36	29	28	29	29	30	24	27	27	26	29
Car use																	
Deliberately used public transport, walked or cycled instead of using a car	42	40	45	47	42	42	41	44	42	40	47	42	41	44	35	34	41
Cut down the use of a car for short journeys (e.g. school,work, local shops etc.)	39	39	38	36	39	38	41	37	40	37	45	38	34	36	32	36	39
Other																	
Made sure that your noise did not disturb others	79	76	82	59	75	85	86	77	75	78	78	82	70	79	81	75	74
Done things to encourage wildlife in garden	56	56	55	31	45	67	71	56	47	52	59	61	56	54	44	52	53
Source: Department for Environment, Food and Rural Affairs																	
¹ Based on respondents to which the action was applicable																	

Table 14b: Personal actions taken on a regular basis, by sex, age, highest qualification and social class (continued)

England																		Percentage of applicable respondents ¹				
<i>I am now going to read out a list of actions which you might take at home. 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.</i>																						
	Sex		Age				Highest Qualification					Social class										
	All	Male	Female	18-24	25-44	45-64	65+	Degree	A-level	O-level	Other	None	I	II	III	IV	V					
<u>Buying actions</u>																						
Used a concentrated washing powder, or concentrated liquid or tablets in your washing machine ²	59	58	60	56	64	58	53	62	61	62	59	54	66	64	59	60	58					
Avoided using pesticides in the garden	66	66	66	54	70	68	60	71	67	66	70	61	70	71	66	68	68					
Bought toilet rolls or kitchen towels made from recycled paper ³	35	36	35	31	35	35	38	38	34	33	36	35	36	40	28	31	39					
Chosen water-based gloss paint, rather than solvent-based paint for decorating	24	26	21	17	23	27	23	25	26	22	22	23	26	25	21	25	25					
Decided not to buy a particular product because it seemed to have too much packaging	12	11	13	11	10	15	10	14	13	10	12	11	9	13	9	10	12					
Bought organically-produced food	18	17	19	15	22	18	10	31	21	16	14	9	34	26	17	12	14					
Used low-energy light bulbs in the home	31	33	29	28	29	33	35	37	33	27	32	29	41	31	24	31	27					
Avoided buying products causing damage to wildlife	33	30	37	27	33	38	30	34	39	30	34	32	27	36	32	34	33					

Source: Department for Environment, Food and Rural Affairs

¹ Based on respondents to which the action was applicable² Respondents were asked to state simply 'Yes' or 'No' to this question³ 1993 & 1996/7 Used recycled paper at home

Table 14b: Personal actions taken on a regular basis, by sex, age, highest qualification and social class (continued)																	
England																	Percentage of applicable respondents ¹
<i>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 you (or your household) have taken any of these actions</i>																	
	Sex		Age			Highest Qualification					Social class						
	All	Male	Female	18-24	25-44	45-64	65+	Degree	A-level	O-level	Other	None	I	II	III	IV	V
Reactions																	
Used a filtering mask to protect yourself against traffic fumes when cycling	1	1	1	1	1	1	1	2	1	–	1	1	1	1	–	1	–
Used bottled or filtered water at home because you thought the water quality or taste of tap water was poor	31	28	34	34	33	31	26	36	36	32	29	25	38	37	31	26	33
Reduced your sunbathing or taken greater care when in the sun because of increased ultra-violet rays	52	46	58	40	52	57	49	58	54	52	49	46	55	58	53	46	46
Shut windows or kept them closed because of noise from outside	18	16	21	18	18	20	16	18	17	19	19	18	13	20	15	14	21
<i>and in the last 12 months have you, (or anyone in your household) had to do any of the following:</i>																	
Avoided bathing in the sea, rivers or lakes in this country ²	26	24	29	33	29	25	16	23	31	31	28	22	25	25	27	28	36
Avoid using park or open space because of dog fouling or litter ²	28	25	31	34	31	27	21	27	28	31	29	28	27	29	24	25	32
Avoid visiting a pub or restaurant because of cigarette smoke ²	34	33	36	21	35	39	32	49	33	31	32	27	49	46	33	23	25
<i>Source: Department for Environment, Food and Rural Affairs</i>																	
¹ Based on respondents to which the action was applicable																	
² Respondents were asked to state simply 'Yes' or 'No' to this question																	
³ 1993 & 1996/7 Used recycled paper at home																	

Table 14c: Personal actions taken on a regular basis, by Government Office Region and settlement size: 2001

England	Percentage of applicable respondents ¹											
	<i>I am now going to read out a list of actions which you might take at home. 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.</i>											
	Government Office Region						Settlement					
Domestic actions	North		Yorkshire and the Humber		East Midlands		West Midlands		East London		South East	
	All	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East London	South East	South West	Small ²	Medium ³	Large ⁴
Recycling												Major ⁵
Taken paper to a paper-bank or separated paper from rubbish so that it could be collected for recycling	53	34	57	34	52	42	63	51	62	61	58	43
Taken glass to a bottle-bank or separated glass from rubbish so that it could be collected for recycling	42	26	35	28	42	38	53	40	52	56	62	55
Taken cans to a can-bank or separated cans from rubbish so that they could be collected for recycling	30	16	21	16	34	24	42	24	41	45	37	29
Taken plastic to a recycling facility or separated plastic from rubbish so that it could be collected for recycling	23	10	13	14	25	8	35	14	40	36	27	22
Made compost out of kitchen waste	20	12	18	16	25	21	24	12	24	26	34	21
Resource use												
Cut down the amount of electricity/gas your household uses	40	35	37	45	44	36	35	38	46	43	41	39
Cut down on use of water	29	18	23	33	34	25	29	27	37	33	33	29
Car use												
Deliberately used public transport, walked or cycled instead of a car	42	42	43	38	39	41	37	52	43	42	28	44
Cut down the use of a car for short journeys (e.g. school, work, local shops etc.)	39	35	37	36	40	37	32	41	45	37	26	41
Other												
Made sure that your noise did not disturb others	79	78	78	76	80	78	81	75	82	77	73	80
Done things to encourage wildlife in your garden	56	57	57	55	58	55	65	41	59	54	70	57

Source: Department for Environment, Food and Rural Affairs

¹ Based on respondents to which the action was applicable² Villages and smaller settlements³ Market and other small towns⁴ Larger and principal towns⁵ Major conurbations

Table 14c: Personal actions taken on a regular basis, by Government Office Region and settlement size: 2001 (continued)																										
England	Percentage of applicable respondents ¹																									
<i>I am now going to read out a list of actions which you might take at home. 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.</i>																										
	Government Office Region							Settlement size																		
	All																									
	North		North		Yorkshire and the Humber		East Midlands		West Midlands		East of London		South East		South West		Small ³		Medium ⁴		Large ⁵		Major ⁶			
2000	East	West	East	West	East	West	East	West	East	West	East	West	East	West	East	West	East	West	East	West	East	West	East	West	East	West
Buying actions																										
Used a concentrated washing powder, or concentrated liquid or tablets in your washing machine ²	59	61	55	63	54	60	60	57	64	57	62	64	59	56												
Avoided using pesticides in the garden	66	60	75	67	67	65	68	59	66	63	69	67	68	62												
Bought toilet rolls or kitchen towels made from recycled paper	35	36	39	30	36	35	33	36	34	38	34	32	37	34												
Chosen water-based gloss paint, rather than solvent-based paint for decorating	24	19	26	21	23	24	28	22	23	25	26	30	23	21												
Decided not to buy a particular product because it seemed to have too much packaging	12	9	11	13	13	8	9	12	13	15	15	11	11	12												
Bought organically-produced food	18	11	17	12	16	18	15	24	18	21	24	17	15	19												
Used low-energy light bulbs in the home	31	34	35	28	35	31	27	29	31	30	33	36	31	29												
Avoided buying products causing damage to wildlife	33	24	39	30	34	35	32	32	34	35	37	35	33	32												
Source: Department for Environment, Food and Rural Affairs																										
¹ Based on respondents to which the action was applicable																										
² Respondents were asked to state simply 'Yes' or 'No' to this question																										
³ Villages and smaller settlements																										
⁴ Market and other small towns																										
⁵ Larger and principal towns																										
⁶ Major conurbations																										

Table 14c: Personal actions taken on a regular basis, by Government Office Region and settlement size: 2001 (continued)

England	Percentage of applicable respondents ¹															
<i>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 you (or your household) have taken any of these actions</i>																
	Government Office Region															
	All	Yorkshire and the Humber				East Midlands				South East				Settlement size		
	2000	North East	North West	North	West	East Midlands	West Midlands	East	London	South East	South West	Small ³	Medium ⁴	Large ⁵	Major ⁶	
Reactions																
Used a filtering mask to protect yourself against traffic fumes when cycling	1	–	1	–	1	1	1	–	3	–	1	0	0	0	2	
Used bottled or filtered water at home because you thought the water quality or taste of tapwater was poor	31	19	28	24	31	33	29	39	36	28	34	28	30	30	32	
Reduced your sunbathing or taken greater care when in the sun because of increased ultra-violet rays	52	39	52	47	53	48	54	50	57	56	53	56	54	47		
Shut windows or kept them closed because of noise from outside	18	14	18	16	15	18	19	24	17	19	11	15	19	22		
<i>and in the last 12 months have you, (or anyone in your household) had to do any of the following:</i>																
Avoid bathing in the sea, rivers or lakes in this country ²	26	24	40	21	26	20	26	25	29	19	19	28	27	28		
Avoid using park or open space because of dog fouling or litter ²	28	30	35	27	25	28	28	26	28	26	24	30	28	30		
Avoid visiting a pub or restaurant because of cigarette smoke ²	34	26	32	25	35	36	36	37	41	30	40	37	33	32		
<i>Source: Department for Environment, Food and Rural Affairs</i>																
¹ Based on respondents to which the action was applicable																
² Respondents were asked to state simply 'Yes' or 'No' to this question																
³ Villages and smaller settlements																
⁴ Market and other small towns																
⁵ Larger and principal towns																
⁶ Major conurbations																

Table 15: Reasons for cutting down car use and reasons for *not regularly* cutting down use car use, by age, sex, settlement size and Government Office Region: 2001

England		Sex	Age		Settlement size					Government Office Region							Percentages ¹				
		Male	Female	18-24	25-44	45-64	65+	Small ⁴	Medium ⁵	Large ⁶	Major ⁷	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of London	South East	South West		
What were the main reasons, if any, for cutting down your use of a car for short journeys (during the last 12 months)? ²																					
To get more exercise		59	52	66	29	56	68	69	58	72	63	50	61	68	57	64	60	58	62	64	60
To save money		25	26	23	20	24	21	36	32	23	23	25	21	27	28	30	24	26	19	28	29
To help the environment/ reduce pollution		17	14	21	10	19	19	15	24	18	14	19	12	16	19	19	19	18	22	18	22
To save petrol		17	14	20	12	18	17	15	19	22	13	18	10	14	19	23	16	20	19	17	20
To avoid congestion		8	7	9	7	8	7	8	8	8	7	9	6	6	8	8	6	9	14	9	6
Because access to car reduced		4	2	5	4	3	4	5	3	5	4	3	8	3	3	5	4	2	3	3	1
Improved public transport		2	2	2	1	2	2	3	4	2	1	3	4	0	1	3	2	1	4	2	1
No reason given		2	2	1	2	2	2	1	2	1	2	2	2	2	2	1	4	5	1	1	2
Other reasons		16	15	17	6	15	16	23	13	22	15	16	10	15	16	16	14	13	23	17	18
Source: Department for Environment, Food and Rural Affairs																					
¹ Respondents could give more than one answer, so percentages may sum to more than 100%																					
² Based on the respondents that, to a previous question, answered that they had cut down their use of a car, at least once or on a regular basis																					
³ Based on the respondents that, to a previous question, answered that they had cut down their use of a car 'once or on a few occasions' or that 'No' they had not																					
⁴ Villages and smaller settlements																					
⁵ Market and other small towns																					
⁶ Larger and principal towns																					
⁷ Major conurbations																					

Table 15: Reasons for cutting down car use and reasons for *not regularly* cutting down use car use, by age, sex, settlement size and Government Office Region: 2001 (continued)

England																	Percentages ¹			
	Sex		Age		Settlement size					Government Office Region										
	Male	Female	18-24	25-44	45-64	65+	Small ⁴	Medium ⁵	Large ⁶	Major ⁷	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England		South West		
Could you tell me what reasons, if any, your household might have had for not regularly cutting down use of your car for short journeys? ³																				
Cannot use any less	37	36	37	19	32	41	49	42	44	36	31	36	33	47	38	32	39	29	43	33
Lack of time or desire	26	26	26	38	33	23	8	14	21	32	27	22	33	15	30	23	25	27	33	22
Public transport availability	22	22	22	18	22	23	20	44	22	16	16	26	16	23	16	27	30	21	15	26
Public transport too costly	4	6	3	7	4	5	2	4	5	4	5	8	1	3	2	8	3	6	4	7
Little effect on the environment	1	1	1	-	1	1	1	1	-	1	1	1	-	-	1	2	-	2	1	-
No reason given	8	9	6	12	9	6	5	3	6	9	9	5	9	10	7	11	6	8	5	7
Other reasons	21	18	25	22	20	20	27	15	20	20	28	16	25	18	19	17	16	31	19	27
Source: Department for Environment, Food and Rural Affairs																				
¹ Respondents could give more than one answer, so percentages may sum to more than 100%																				
² Based on the respondents that, to a previous question, answered that they had cut down their use of a car, at least once or on a regular basis																				
³ Based on the respondents that, to a previous question, answered that they had cut down their use of a car 'once or on a few occasions' or that 'No' they had not																				
⁴ Villages and smaller settlements																				
⁵ Market and other small towns																				
⁶ Larger and principal towns																				
⁷ Major conurbations																				

Table 16: Reasons for cutting down use of electricity/gas and for *not regularly* cutting down gas/electricity or water, by sex, age, highest qualification, social class and Government Office Region: 2001

England	Sex		Age		Highest Qualification						Social class					Government Office Region					Percentages ¹				
	Male	Female	18-24	25-44	45-64	65+	Degree	A-level	O-level	Other	None	I	II	III	IV	V	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East London	South East	South West	
What were the main reasons, if any, for cutting down your use of electricity or gas (during the last 12 months)? ²																									
To save money	81	81	83	81	79	82	79	80	82	83	82	82	78	80	88	76	84	82	86	84	83	78	77	79	80
To save energy	22	20	23	21	23	18	28	24	22	19	16	31	27	22	17	19	18	19	25	21	20	24	23	19	27
To help the environment/reduce pollution	15	15	14	11	17	10	24	15	13	16	8	21	22	12	13	13	11	13	11	15	13	15	16	15	19
Improved efficiency e.g. more insulation	3	4	3	0	3	7	5	2	2	5	4	2	4	4	3	2	6	1	5	2	2	3	3	5	5
Other reasons	6	6	5	4	4	6	8	3	5	6	4	8	2	4	3	4	6	7	4	5	6	6	7	7	2
No reasons	2	2	2	3	3	1	2	4	1	2	2	3	2	3	1	3	2	0	1	1	5	3	3	2	2
Could you tell me what reasons, if any, your household might have had for not regularly cutting down use of electricity or gas (during the last 12 months)? ³																									
Cannot use any less	60	57	63	47	56	61	74	58	55	59	60	65	52	55	56	55	73	54	67	60	60	63	52	58	69
Little effect on the environment	4	4	4	3	4	4	5	4	4	3	3	5	9	2	5	4	3	3	5	5	5	2	4	4	5
Poor insulation/heating controls	2	2	2	2	2	2	1	2	3	2	2	2	2	3	1	2	1	1	3	2	0	1	3	3	4
Lack of time or desire	10	10	9	16	13	9	3	14	13	12	7	5	12	17	13	11	8	10	6	9	7	7	12	13	12
Other reasons	9	10	9	10	11	9	6	12	9	7	13	8	19	11	8	7	5	14	9	8	7	12	11	9	6
No reason given	16	17	15	22	16	16	12	12	18	18	16	17	12	15	19	22	11	20	14	16	23	14	19	16	9
Could you tell me what reasons, if any, your household might have had for not regularly cutting down use of water (during the last 12 months)? ⁴																									
Cannot use any less	62	60	65	50	62	62	73	63	61	61	61	65	60	61	63	58	69	62	65	68	61	64	53	66	63
No water meter	8	8	8	7	9	8	8	7	9	7	6	9	10	8	6	7	4	2	14	5	9	8	9	7	15
Little effect on environment	7	10	5	6	7	10	6	10	7	5	7	8	15	8	4	6	6	7	6	6	12	7	7	7	8
Lack of time or desire	5	5	5	7	6	5	3	6	6	7	3	3	6	6	10	6	6	4	4	4	3	2	7	6	9
No reason given	14	14	13	22	14	13	10	11	16	16	15	13	7	15	17	19	12	18	13	13	14	14	20	12	6

Source: Department for Environment, Food and Rural Affairs

¹ Respondents could give more than one answer, so percentages may sum to more than 100%

² Based on the respondents that, to a previous question, had answered that they had cut down their use of electricity or gas

³ Based on the respondents that, to a previous question, had answered that they had not regularly cut down their use of electricity or gas

⁴ Based on the respondents that, to a previous question, had answered that they had not regularly cut down their use of water

Table 17: Reasons for *not* regularly recycling, by sex, age, settlement size and Government Office Region: 2001

England	Sex	Age				Settlement size				Government Office Region							Percentages ¹				
		Male	Female	18-24	25-44	45-64	65+	Small ²	Medium ³	Large ⁴	Major ⁵	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	London	South East	South West		
Could you tell me what reasons, if any, your household might have had for not regularly recycling paper (in the last 12 months)?																					
Recycling facilities too far away	All	26	25	26	27	24	26	28	35	22	24	25	29	22	35	25	29	21	23	21	24
No kerbside collections		25	25	25	26	22	26	29	25	27	25	25	22	24	24	29	22	19	27	26	32
Little effect on environment		19	22	17	19	21	20	13	21	21	20	18	17	18	12	20	15	19	21	24	31
Lack of suitable storage space		19	20	17	17	19	19	19	20	27	18	18	9	20	20	22	20	12	17	24	20
No recycling facilities at all		18	18	17	20	15	19	20	24	7	16	19	27	17	19	19	18	11	21	16	8
Lack of time or desire		14	13	16	21	17	12	2	9	22	15	14	10	18	14	16	14	16	11	16	14
Other reasons		10	9	11	9	9	10	13	6	13	11	9	7	11	8	12	10	11	9	10	11
No reason given		7	7	7	6	7	8	6	5	5	7	8	8	9	9	7	8	7	8	4	4
Could you tell me what reasons, if any, your household might have had for not regularly recycling glass (in the last 12 months)?																					
No kerbside collections		28	27	28	27	25	30	31	31	30	26	27	23	26	28	31	24	27	32	23	38
Recycling facilities too far away		25	24	25	24	23	26	28	36	22	23	24	26	20	35	26	30	18	24	21	22
Lack of suitable storage space		21	22	20	15	20	24	26	19	29	21	20	12	24	22	25	21	17	17	26	24
Little effect on environment		17	19	16	20	20	17	8	15	18	18	17	15	16	12	18	15	17	18	20	26
No recycling facilities at all		17	19	15	20	15	16	19	23	11	15	18	26	15	20	18	17	9	21	15	9
Lack of time or desire		14	12	16	25	17	11	2	9	19	14	14	9	17	14	14	14	12	12	17	13
Other reasons		9	9	10	7	9	10	11	7	11	11	9	6	12	8	9	9	10	8	9	13
No reason given		7	7	7	6	7	7	7	4	6	8	7	7	10	9	5	9	5	7	6	2
Source: Department for Environment, Food and Rural Affairs																					
¹ Respondents could give more than one answer, so percentages may sum to more than 100%										⁴ Larger and principal towns											
² Villages and smaller settlements										⁵ Major conurbations											
³ Market and other small towns																					

Table 17: Reasons for not regularly recycling, by sex, age, settlement size and Government Office Region: 2001 (continued)

England		Percentages ¹																			
		Sex	Age					Settlement size					Government Office Region								
													Yorkshire				West Midlands				
		Male	Female	18-24	25-44	45-64	65+	Small ²	Medium ³	Large ⁴	Major ⁵	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East London	South East	South West		
Could you tell me what reasons, if any, your household might have had for not regularly recycling cans (in the last 12 months)?																					
No kerbside collections		25	25	26	26	23	27	27	25	27	25	25	23	24	25	29	21	22	30	22	31
Recycling facilities too far away		23	23	23	24	22	23	24	30	22	21	24	26	19	35	22	28	18	23	16	22
Lack of suitable storage space		22	22	21	16	20	24	26	21	31	21	20	14	24	21	27	22	19	17	24	26
No recycling facilities at all		20	21	19	19	18	21	22	27	12	19	20	28	19	19	21	21	14	24	19	13
Little effect on environment		16	18	15	18	18	16	9	15	19	17	15	15	13	11	18	14	15	16	21	25
Lack of time or desire		13	12	15	25	16	10	2	8	19	13	14	9	16	13	14	12	13	11	16	12
Other reasons		9	9	9	7	9	10	10	7	9	10	9	6	11	7	10	9	9	9	12	12
No reason given		7	7	7	6	7	6	7	4	6	7	7	7	10	9	5	7	6	7	5	4
Could you tell me what reasons, if any, your household might have had for not regularly recycling plastic (in the last 12 months)?																					
No recycling facilities at all		26	27	25	21	24	28	31	35	22	24	25	30	25	20	26	28	21	32	25	25
No kerbside collections		25	25	25	25	24	25	28	24	25	25	25	24	23	24	28	21	20	31	23	30
Recycling facilities too far away		22	21	22	24	21	22	22	27	20	20	23	24	18	34	22	26	17	22	16	20
Lack of suitable storage space		20	21	19	16	19	22	23	19	26	20	19	13	22	20	23	21	17	16	24	22
Little effect on environment		15	15	14	18	17	14	8	13	16	15	14	14	13	11	16	12	14	14	19	22
Lack of time or desire		12	10	13	23	15	9	1	7	16	12	12	9	14	13	13	10	11	8	14	10
Other reasons		9	8	9	7	8	10	9	6	9	10	9	7	10	8	11	7	10	8	9	10
No reason given		6	6	6	6	6	6	7	4	5	7	7	6	9	9	5	7	6	5	4	3
Source: Department for Environment, Food and Rural Affairs																					
¹ Respondents could give more than one answer, so percentages may sum to more than 100%																					
² Villages and smaller settlements																					
³ Market and other small towns																					
⁴ Larger and principal towns																					
⁵ Major conurbations																					

Table 18: Ease of access and frequency of visits to local green space or countryside, without using a car or other transport, by Government Office Region: 2001

England	Government Office Region										Percentages
Issues	All	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	
Are there any green spaces or countryside around which you can get to easily without using a car or other transport?											
Yes (live in the countryside)	32	26	16	44	49	30	44	3	39	46	
Yes (do not live in the countryside but can easily access green space)	52	54	67	41	36	53	44	75	46	42	
No	16	20	17	15	15	17	12	22	14	12	
Total	100	100	100	100	100	100	100	100	100	100	
During the last 12 months, how often have you used these local green spaces / countryside without using a car or other transport (except for passing through them or for work)?											
Most days	16	17	12	19	17	16	15	10	17	22	
At least once a week	19	18	17	21	22	17	19	19	19	22	
At least once a month	14	6	14	11	10	13	17	17	14	13	
Occasionally	24	27	28	25	20	25	23	24	24	23	
Not at all	11	11	12	9	16	12	14	9	12	8	
No access	16	20	17	15	15	17	21	22	14	12	
Total	100	100	100	100	100	100	100	100	100	100	
Source: Department for Environment, Food and Rural Affairs											

Table 19: Frequency of visits for pleasure to the countryside, including the use of a car or other transport, by settlement size and Government Office Region: 2001

England													Percentages	
During the last 12 months, how often have you made visits for pleasure to the countryside, including the use of a car or other transport - except for passing through, proper holidays and trips to the beach, golf or other sporting facilities?														
Settlement size					Government Office Region									
		Villages and smaller settlements	Market and other small towns	Larger and principal towns	Major conurbations	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West
All														
Most days	2	6	2	2	2	2	1	4	2	2	2	1	4	2
At least once a week	14	21	19	14	9	14	11	16	14	14	11	7	19	20
At least once a month	23	24	28	23	20	21	25	21	23	23	20	19	24	28
Occasionally	41	37	37	42	42	41	41	42	42	42	42	44	38	36
Not at all	20	11	14	19	28	22	23	18	19	20	23	28	15	14
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Source: Department for Environment, Food and Rural Affairs														

Table 20: Enjoyable aspects of the British countryside, by sex, age and Government Office Region: 2001

England																	Percentages ¹	
What things, if any, about the British countryside make it a place where you want to spend time?																		
		Sex		Age				Government Office Region										
		All	Male	Female	18-24	25-44	45-64	65+	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	
Tranquillity		58	58	58	62	61	60	48	61	57	52	58	59	58	53	63	65	
Scenery		46	47	45	35	43	50	51	44	40	53	49	43	45	41	48	51	
Open space		40	38	42	37	43	42	33	36	45	47	34	37	35	43	37	47	
Fresh air		40	38	42	44	43	38	35	42	38	42	43	37	34	49	34	45	
Plants and wildlife		36	33	39	26	33	40	42	31	30	34	39	36	40	28	41	47	
Leisure opportunities		12	13	12	13	14	11	10	6	11	17	12	9	11	10	13	18	
Way of life		9	9	9	8	10	9	8	8	6	11	8	12	9	10	6	14	
Villages/historic buildings		6	6	6	2	5	6	9	3	4	8	5	6	8	6	5	6	
Other		6	6	6	2	8	6	4	5	9	5	7	5	5	5	8	3	
Nothing		5	5	6	10	5	3	7	6	5	7	5	5	6	8	4	2	
Department for Environment, Food and Rural Affairs																		
¹ Respondents could give more than one answer, so percentages may sum to more than 100%																		

Table 21: Issues preventing the British countryside being a place where people want to spend time, by sex, age and Government Office Region: 2001																
England															Percentages ¹	
What things, if any, about the British countryside prevent it from being a place where you want to spend time?																
	Sex		Age				Government Office Region									
	All	Male	Female	18-24	25-44	45-64	65+	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East		London	South East
No reasons given	38	37	38	38	38	39	35	35	39	48	31	39	29	37	40	38
Environmental problems/pollution	23	22	23	26	21	22	24	18	25	19	28	24	26	17	22	25
Too busy/noisy	20	21	19	14	20	21	22	17	24	16	25	17	21	15	21	23
Problems getting to the countryside	16	16	16	16	15	16	18	17	16	14	16	13	17	20	13	14
Difficulties with access within the countryside	11	11	10	13	8	12	12	6	10	10	11	10	16	8	10	14
Loss of scenery	6	6	7	6	6	6	7	5	6	6	8	5	12	5	4	7
Lack of leisure opportunities	4	4	4	5	4	4	3	4	5	2	8	3	5	4	3	2
Loss of plants and wildlife	3	3	4	4	4	2	3	2	2	2	6	5	6	2	4	2
Decline of villages/historic buildings	1	1	1	2	1	1	1	1	1	1	3	–	5	–	–	1
Other	15	15	15	13	16	15	14	18	12	11	18	13	17	18	16	13
Department for Environment, Food and Rural Affairs																
¹ Respondents could give more than one answer, so percentages may sum to more than 100%																

Table 22: Agreement with environmental/quality of life statements: 2001

England	Percentages						
How much do you agree or disagree with the following statements?							
Statement	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Do not know	Total
"The Government should improve the quality of life for the people in the UK rather than other countries"	65	21	5	6	3	-	100
"There is little connection between the protection of the environment and people's quality of life"	13	21	13	18	31	3	100
"Prices and jobs today are more important than protecting the environment for the future"	13	17	14	28	27	1	100
"It is important to build new roads to relieve traffic congestion even if some countryside is lost"	15	28	12	24	20	1	100
"The benefits of growing genetically modified crops, which require less chemical pesticides, are greater than the risks"	10	17	25	16	24	9	100
Source: Department for Environment, Food and Rural Affairs							

Table 23: Support for various environmental policy options, by year, sex and age

¹ England	Percentages ¹								
<i>I am now going to read out a list of things which can be done by central or local government, or other appropriate bodies, to improve the environment. Each of these may have a direct cost to you or your family. Please tell me the degree to which you support or oppose the policy.</i>									
	Year		2001	Sex		Age			
	1993	1996/7		Male	Female	18-24	25-44	45-64	65+
Environmental issues									
Stricter controls on factory emissions to the air, rivers and the sea	96	96	94	94	94	92	95	96	92
Plant trees and hedgerows where possible	93	92	92	94	90	90	91	94	91
Increase the use of renewable energy sources such as solar power, wind and water	86	89	90	93	87	84	91	93	87
Make the environment part of the core curriculum in schools	91	92	89	87	92	86	90	90	88
Charge factories for emissions to the air, rivers and the sea	95	90	86	85	87	79	88	89	82
Provide more recycling facilities	89	86	86	86	85	78	86	88	85
Restrict building on greenfield sites	85	83	87	81	85	86	85
Charge factories for emissions to the air, rivers and the sea	..	90	84	83	86	81	86	86	81
Increase controls on overfishing of the sea	82	83	80	70	81	87	80
Only pay agricultural subsidies to farmers if they protect the environment	76	76	74	75	72	62	73	78	74
Ask all businesses to report on their impact on the environment ²	..	86	71	69	73	68	73	72	66
Pay farmers to protect and regenerate threatened landscapes and habitats	58	62	69	69	70	66	68	74	68
Aid and support developing countries to protect their wildlife	63	76	64	65	64	60	64	68	62
Aid and support developing countries to protect other aspects of their environment	..	72	64	66	62	66	64	65	59
Introduce energy/carbon tax on electricity & other fuels which damage the environment ³	19	31	53	50	56	44	53	60	49
Introduce water metering everywhere ⁴	33	31	40	39	40	43	38	39	42

Source: Department for Environment, Food and Rural Affairs

¹ Combined percentage of respondents who said they either "Strongly supported" or "Slightly supported" each policy option ("Strongly supported" or "tend to support" in 1993)² In the 1996/7 survey the question stated "all large businesses"³ In the 1993 and 1996/7 surveys the question did not state that the fuels damage the environment⁴ In the 1993 survey the question read "Introduce domestic water metering everywhere"⁵ In the 1996/7 survey the question read "Limit further the use of cars in cities and increase pedestrian-only zones"

.. Policy option not included in this survey

† England and Wales in 1993 and 1996/7

Table 23: Support for various environmental policy options, by year, sex and age (continued)

†England		Percentages ¹								
<i>I am now going to read out a list of things which can be done by central or local government, or other appropriate bodies, to improve the environment. Each of these may have a direct cost to you or your family. Please tell me the degree to which you support or oppose the policy.</i>										
		Year		Sex		Age				
		1993	1996/7	2001	Male	Female	18-24	25-44	45-64	65+
Transport issues										
Provide more or more reliable public transport		93	95	95	94	96	94	96	96	93
Make public transport cheaper		91	92	92	91	94	93	92	92	92
Increase pedestrian-only zones in town and cities ⁵		..	84	84	82	87	83	85	86	83
Reward drivers of cars with lower CO ₂ emissions		82	81	83	70	84	86	81
Provide more cycle-paths or lanes		..	88	79	76	81	84	81	77	74
Tighten annual MOT testing for emission standards		..	79	78	76	80	72	80	80	75
Prevent drivers leaving their engines running when stationary for some time		..	79	73	69	78	66	66	78	83
Increase roadside spot-checks on vehicle emissions		..	78	70	68	73	62	68	75	71
Restrict the use of certain roads when air-pollution levels are high		..	59	53	52	53	46	51	56	55
Increase parking restrictions and introduce higher metering charges in town centres		..	45	34	32	36	26	34	36	35
Charge drivers for use of certain roads		29	27	24	25	24	12	26	28	23
Source: Department for Environment, Food and Rural Affairs										
¹ Combined percentage of respondents who said they either “Strongly supported” or “Slightly supported” each policy option (“Strongly supported” or “tend to support” in 1993)										
² In the 1996/7 survey the question stated “all large businesses”										
³ In the 1993 and 1996/7 surveys the question did not state that the fuels damage the environment										
⁴ In the 1993 survey the question read “Introduce domestic water metering everywhere”										
⁵ In the 1996/7 survey the question read “Limit further the use of cars in cities and increase pedestrian-only zones”										
.. Policy option not included in this survey										
† England and Wales in 1993 and 1996/7										

ANNEX 2

Technical details

Questionnaire design

Whilst the questionnaire was designed to be as consistent as possible with previous studies, Department of the Environment, Transport and the Regions (DETR), now Department for Environment, Food and Rural Affairs (Defra), proposed initially that some changes be made to it, both for quality reasons and to allow new areas of interest to be studied. In conjunction with the Office for National Statistics (ONS), further modifications to existing questions and the form of new questions were agreed in the following areas:

Broadly equivalent questions	
Questions on:	<ul style="list-style-type: none"> • general issues of importance • concern about environment in general • worrying environmental issues • contributors to global warming • environmental actions • actions for government • actions for government (transport) • environmental trends for the future
New questions	
Quality of life	<ul style="list-style-type: none"> • selecting issues most important to quality of life • rating personal / household quality of life and optimism about future quality of life
Countryside/green spaces	<ul style="list-style-type: none"> • establishing frequency of use • measuring perceived attractiveness of countryside
Environmental actions	<ul style="list-style-type: none"> • reasons for reducing car use / using less gas, electricity • barriers to using car less / gas electricity / water less, to recycling
Climate change	<ul style="list-style-type: none"> • perceived responsibility for climate change / flooding etc.
Modified elements	
Categories	<ul style="list-style-type: none"> • environmental knowledge • environmental actions • actions for government • income categories extended
Mode	<ul style="list-style-type: none"> • previously closed question on climate change effects made open • interviewer area assessment changed to countryside/not countryside. Settlement size attached using geographical data
Method	<ul style="list-style-type: none"> • multi-stage shuffle removed on environmental issues of concern
Materials	<ul style="list-style-type: none"> • picture cards replaced with text only cards
Removed questions	
Questions on:	<ul style="list-style-type: none"> • understanding of 'sustainable development' • spending on environmental issues • balancing environmental and economic considerations • factors important to people • statements about global warming • environmental labelling and information • satisfaction with local authority services • actions over past year/two years • chief income earner

PILOTING

Following discussion of the proposed questionnaire content between DETR and ONS, the final questionnaire was agreed in early January 2001, and programmed as a Computer Assisted Personal Interviewing (CAPI) instrument in readiness for the pilot stage.

The pilot interviewers were briefed centrally in early January and the pilot was conducted over a two week period in mid-January. Six ONS General Field Force (GFF) interviewers worked on the pilot in a mix of urban and rural areas geographically distributed throughout England. One hundred addresses were issued in total and, of these, approximately 50 full interviews were achieved.

The debriefing session with the interviewers was attended by representatives of the DETR, and this, along with analysis of the responses to the questionnaire, and the field notes of the interviewers, allowed a report and recommendations to be drawn up. Changes to question wording, routing, and show-cards, were agreed between ONS and DETR, and incorporated into subsequent materials and instruments.

SAMPLING

Sampling was undertaken in late 2000, and as with the preceding survey of 1996 was centred upon the Post Office's Postal Address File (PAF). The PAF is based on delivery points, rather than individual people, and due to its continual updating and more accurate and impartial representation of sampling units, allows contact to be made with a more comprehensive cross-section of the public than the electoral register.

Within each of the nine Government Office Regions (GOR), 30 postal sectors were selected, with a probability proportional to the number of addresses. From each one of these 270 sectors, addresses were selected at random in the following numbers, to reflect existing information about the likely response rate in each area:

Government Office Region	Number of addresses sampled	
	per postal sector	per GOR (=30 sectors)
North East	21	630
North West	21	630
Yorkshire & the Humber	21	630
East Midlands	22	660
West Midlands	23	690
East	22	660
London	24	720
South East	23	690
South West	23	690
Total		6,000

Each interviewer was issued with a list of sampled addresses. Substitutions were not permitted.

Kish grids were employed to select the member of the given household to be interviewed, ensuring a truly random selection over which the interviewer has no control. In some cases, multiple households were discovered at a given address, and here an initial Kish grid selection identified the household to be included.

FIELDWORK

Interviews were conducted face-to-face, in-home between 29th January and 5th April 2001 (although over 99 per cent were completed by 26th March). Proxy responses were not permitted, and repeat visits were arranged as necessary to allow full personal interviews. As is usual for ONS, interviewers were paid by the hour, and encouraged to visit addresses as many times as possible in order to determine eligibility and obtain interviews. The interviews were conducted using lap-top computers running a dynamic routing questionnaire instrument programmed by ONS using 'Blaise' survey questionnaire software.

RESPONSE RATE

During the preceding survey conducted in 1996/7 by MORI, the proportion of the 3,822 issued addresses adjudged to be "eligible" was 84.7 per cent. Of these 3,236 addresses interviewers obtained interviews with 1,782 respondents. Therefore for the 1996 survey, 46.6 per cent of issued addresses yielded an interview, representing an adjusted survey response rate of 55.1 per cent.

In 2001 a total of 6,000 addresses were issued to interviewers. ONS interviewers determined that 5,458 (or 91 per cent) of these were valid addresses with eligible occupants. From these eligible addresses 3,736 full interviews were achieved. ONS therefore achieved an interview at 62.3 per cent of issued addresses, representing an adjusted survey response rate of 68.4 per cent.

This marked improvement in response relative to the 1996/7 survey may reflect, amongst other things, the ONS practise of paying interviewers for their time rather than by completed interview, thus encouraging them to re-try addresses that might not seem initially promising.

Despite the loss of a number of interviews due to difficulties created by Foot-and-Mouth restrictions, and the traditional difficulties associated with matching national response rates within London, ONS achieved the target response levels of 400 interviews per GOR in all but three GORs, and an above-average response rate for the survey as a whole.

Government Office Region	Eligible addresses	% of issued sample	Interviews	% of eligible sample
North East	569	90.3	413	72.6
North West	574	91.1	389	67.8
Yorkshire & the Humber	573	91.0	373	65.1
East Midlands	605	91.7	437	72.2
West Midlands	620	89.9	431	69.5
East	622	94.2	404	65.0
London	640	88.9	380	59.4
South East	627	90.9	451	71.9
South West	628	91.0	458	72.9
Total	5,458	91.0	3,736	68.4

Factors suggested in the previous report from the 1996/7 survey as causing a lower than anticipated response rate included the Christmas field period and bad weather, an interview lasting 52 minutes rather than the initial estimate of 40 minutes, falling response rates across the industry and methodological differences between 1993 and 1996/7.

ONS considered that some of these factors were also present in 2001. The average interview time was indeed over 50 minutes (over an hour for door-to-door). Conversely, the effect of the methodological changes to the questionnaire this time round may have worked in favour of response, since the multi-stage card sort was removed, and the use of faster CAPI questionnaire instruments on lap-tops will have offset to some extent the increased content of the questionnaire proper. Although there were still a considerable number of card sorts – arguably too many for some respondents – the survey was generally positively received by the public. Overall the response rate for the 2001 survey was held by ONS to be highly satisfactory for a social survey.

WEIGHTING

Data in 1996/7 was weighted using a different regimen from preceding years. Until 1996/7, the electoral register was used as a sample, meaning that (allowing for deficiencies of completeness) every individual had an equal chance of being selected, regardless of the number of people in the household. In 1996/7, with the change to an address-based (PAF) sample, respondents living in larger households had a smaller theoretical chance of being selected than respondents in single or smaller occupant households. In 1996 therefore weights were calculated in inverse proportion to the household size. This was designed to give a respondent with a smaller chance of being selected (those in larger households) a greater weight in the data.

ONS decided to use, for the 2001 survey, a weighting regimen designed to scale respondents up proportionately to match the population estimates which pertain for that individual's age and sex characteristics within the Government Office Region in which they live. The reasons for this are as follows:

- The sample size has been increased specifically to permit analysis at the GOR level. It seems important that the correct age and sex distribution (both of which are known to correlate with environmental attitudes and behaviour) should be achieved for each GOR

- Whilst average household size information is available for the national and regional levels, it is not available for the postal sectors which formed the primary sampling units in the stratified sampling regimen. An arithmetic weighting regimen is therefore not available which can weight for age, sex, GOR *and* household size. Since average household size may vary considerably from sector to sector, it would therefore be theoretically impossible to be assured that any household size weighting was restorative of population relative to household size.
- Whilst there is evidence that environmental attitudes and behaviour are associated with age and sex, there is no evidence available to ONS that they are associated with household size. Hence any attempt to weight additionally for household size, at the expense of accuracy in age and sex, or at the expense of creating widely divergent weights, would seem to be unjustified.
- Sampling errors can be derived which make allowance for the stratified sampling structure, the sampling probability within households, and the age, sex, GOR weighting regime adopted for the published tables.

ANALYSIS

All survey estimates have a sampling error attached to them, calculated from the variability of the observations in the sample. From this, a margin of error (confidence interval) is derived. It is this confidence interval (rather than the estimate itself) which is used to make statements about the likely 'true' value in the population; specifically, we are 95 per cent confident that the true value lies in the CI because if we were to repeat the survey under the same conditions many times then we would expect the true population value to fall within the confidence intervals in 95 per cent of the samples. In general, a confidence interval of twice the standard error is used to state, with 95 per cent confidence, that the true value falls within that interval. A small margin of error will result in a narrow interval, and hence a more precise estimate of where the true value lies. As expected in this survey, larger differences were found in some of the smaller subpopulations. For the majority of subpopulation estimates, however, the confidence interval fell below ± 10 per cent.

BIAS

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.

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, most of the 2001 survey was based on previous tried and tested surveys of 1986, 1989, 1993 and 1996/7. The questionnaire was also piloted before the main fieldwork.

Responses can also be biased by media coverage of events around the time of the survey (eg Foot and Mouth Disease). Much of the fieldwork for this survey was conducted prior to the main outbreak of Foot and Mouth Disease in 2001 and, therefore, should not affect the results.

POST SURVEY CLASSIFICATION

Settlement size was determined by analysis of the postcode of respondents in relation to designated 1991 urban area boundaries (the latest available at the time)

Social class was determined from additional standard survey questions preceding the main part of the survey. The classes are: I Professional, etc occupations; II Managerial and technical occupations; III Skilled occupations manual / non-manual; IV Partly skilled occupations and V Unskilled occupations.

ANNEX 3

Questions for the 2001 Survey of public attitudes to quality of life and to the environment

GENERAL ISSUES

- What do you think are the most important issues the Government should be dealing with?

ENVIRONMENTAL KNOWLEDGE

- Which, if any, of the phrases on this card have you heard of?

[Bio-diversity, Climate Change, Local Agenda 21, Sustainable Development, The Are You Doing Your Bit? campaign, The energy efficiency campaign (with printed logo)]

(If respondent has not heard of *climate change*) Have you heard of *Global Warming*?

(if still no) Have you heard of *The Greenhouse Effect*?

QUALITY OF LIFE

- What are the 2 or 3 things which you would say most affect your (you and your household's) quality of life?
- If we were to define 'standard of living' as measuring the number of things you own and how well you can afford the things you need or want, how would you rate your (you and your household's) 'standard of living'?

[Very good, fairly good, neither good nor bad, fairly bad, very bad]

- (and) if we were to define 'quality of life' as how you feel overall about your life, including your standard of living, your surroundings, friendships and how you feel day-to-day, how would you rate your 'quality of life'?

[Very good, fairly good, neither good nor bad, fairly bad, very bad]

- (and) if we think now about the future, taking into account your (household's) situation, society, the economy, the environment and so forth, how would you describe your view of your (household's) quality of life in the years to come?

[Very optimistic, fairly optimistic, neither optimistic nor pessimistic, fairly pessimistic, very pessimistic]

- Again, thinking about the future, taking into account society, the economy, the environment and so forth, how would you describe your view of quality of life in this part of the country in the years to come?

[Very optimistic, fairly optimistic, neither optimistic nor pessimistic, fairly pessimistic, very pessimistic]

- Do you think that anyone is currently measuring quality of life in this country?
- A number of issues relating to quality of life are being measured, and 15 that have been identified are on these cards.

I'd like you to place each of them on one of the larger cards to show how important you think the issue is to quality of life, both now and in the years to come. If there are any you have not heard of, please put them to one side.

[Importance: very important, fairly important, not very important, not at all important, not heard of]

[Issues: Air Quality, more Building in the Countryside, Climate Change, Crime, Economic Growth, Education, Employment/jobs, Health, Housing quality, Investment in houses, factories, transport etc, Poverty and social inequalities, River water quality, Road Transport, Waste disposal and recycling, Wildlife]

AGREE / DISAGREE

- I am now going to read out a list of statements or views. For each one I read out, please use one of the phrases on the card to tell me how much you agree or disagree with the statement...

[Statements:

... "The Government should improve the quality of life for the people in the United Kingdom rather than other countries"

... "There is little connection between the protection of the environment and people's quality of life."

... "Prices and jobs today are more important than protecting the environment for the future."

... "It is important to build new roads to relieve traffic congestion even if some countryside is lost."

... "The benefits of growing genetically modified crops which require less chemical pesticides are greater than the risks."]

[Options: Strongly agree, slightly agree, neither agree or disagree, slightly disagree, strongly disagree]

ENVIRONMENTAL CONCERNS

- How concerned are you about the environment in general. Would you say you are...

[very concerned, fairly concerned, not very concerned, not at all concerned]

- A number of environmental issues have been identified, and are on these cards.

I'd like you to place each of them on one of the larger cards to show how worried you feel personally about the issue. If there are any you have not heard of, please put them to one side.

[Issues: Acid rain, Climate Change / global warming, Decay of Inner Cities, Disposal of hazardous waste, Effects of livestock methods (incl BSE), Fumes & smoke from factories, Growing genetically modified crops, Household waste disposal, Losing Green Belt land, Loss of plants and animals in the UK, Loss of trees and hedgerows, Noise, Ozone layer depletion, Pollution in bathing waters and on beaches, Pollution in rivers, Traffic congestion, Traffic exhaust fumes & urban smog, Tropical forest destruction, Use of pesticides, fertilisers and chemical sprays, Using up the UK's natural resources]

[Options: very worried, fairly worried, not very worried, not at all worried, not heard of]

- Earlier we mentioned climate change. What things, if any, do you think will happen, as a result of climate change?
- Which, if any, of the things listed on this card do you think are major contributors to climate change...

[The hole in the ozone layer

Carbon dioxide (CO₂) emissions

Emissions from power stations

Use of gas / electricity in homes

Use of gas / electricity by industry

Use of mobile phones

Emissions from transport

Destruction of forests]

ACCESS TO GREEN SPACES / COUNTRYSIDE

- Are there any green spaces or countryside around which you can get to easily without using a car or other transport?

- *[Without using a car or other transport]* during the last 12 months, how often have you used the local green spaces or countryside – except for passing through them or for work. Would it be...

[Most days, At least once a week (on average), At least once a month (on average), Occasionally, Not at all]

- *[Including using a car or other transport]* during the last 12 months, how often have you used the local green spaces or countryside – except for passing through them or for work. Would it be...

[Most days, At least once a week (on average), At least once a month (on average), Occasionally, Not at all]

- Except for trips to the beach (and) to golf or sporting facilities, how often (Would it be...)

[Most days, At least once a week (on average), At least once a month (on average), Occasionally, Not at all]

- What things, if any, about the British countryside make it a place where you want to spend time?
- What things, if any, about the British countryside prevent it from being a place where you want to spend time?

ENVIRONMENTAL ACTIONS

- I am now going to read out a list of actions which you might take at home. 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...

... Deliberately used public transport, walked or cycled instead of a car?

... Cut down the use of a car for short journeys (e.g. to school, work, local shop etc)?

... Taken glass to a bottle bank or separated glass from rubbish so it could be collected for recycling?

... Made compost out of kitchen waste?

... Cut down the amount of electricity / gas your household uses?

... Taken cans to a can-bank or separated cans from rubbish so that they could be collected for recycling?

... Cut down on use of water?

... Made sure that your noise did not disturb others?

... Taken paper to a paper-bank or separated paper from rubbish so that it could be collected for recycling?

... Done things to encourage wildlife in your garden?

... Taken plastic to a recycling facility or separated plastic from rubbish so that it could be collected for recycling?]

[Options: *On a regular basis, Once or on a few occasions, No*]

- What were the main reasons, if any, for cutting down your use of a car for short journeys (during the last 12 months)?
- Could you tell me what reasons, if any, your household might have had for not *regularly* cutting down use of your car for short journeys?
- What were the main reasons, if any, for cutting down your use of electricity or gas (during the last 12 months)?
- Could you tell me what reasons, if any, your household might have had for not *regularly* cutting down use of electricity or gas (during the last 12 months)?
- Could you tell me what reasons, if any, your household might have had for not *regularly* recycling glass/cans/paper/plastic (during the last 12 months)?
- Could you tell me what reasons, if any, your household might have had for not *regularly* cutting down use of water (in the last 12 months)?
- I am now going to read out another list of things which people might do. 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...

[... Used a concentrated washing powder, or concentrated liquid or tablets in your washing machine?

... Avoided using pesticides in the garden?

... Bought toilet rolls or kitchen towels made from recycled paper?

... Chosen a water-based gloss paint, rather than solvent-based paint for decorating?

... Decided not to buy a particular product because it seemed to have too much packaging?

... Bought organically produced food?

... Used low energy light bulbs in the home?

... Avoided buying products causing damage to wildlife?]

[Options: *On a regular basis, Once or on a few occasions, No*]

- 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 you (or your household) have taken any of these actions during the last 12 months because of environmental problems...

[... Used a filtering mask to protect yourself against traffic fumes when cycling?

... Used bottled water or filtered tap water at home because you thought the water quality or taste of tap water was poor?

... Reduced your sunbathing or taken greater care when in the sun because of increased ultra-violet rays?

... Shut windows or kept them closed because of noise from outside?]

[Options: *On a regular basis, Once or on a few occasions, No / never*]

- (and) in the last 12 months have you, (or anyone in your household) had to do any of the following...

[... Avoid bathing in the sea, rivers or lakes in this country?

... Avoid using a park or open space because of dog fouling or litter?

... Avoid visiting a pub or restaurant because of cigarette smoke?]

- I am now going to read out a list of things which can be done by central or local government, or other appropriate bodies, to improve the environment. Each of these may have a direct cost to you or your family – 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 to which you support or oppose this policy...

[... Provide more recycling facilities?

... Introduce water metering everywhere?

... Pay farmers to protect and regenerate threatened landscapes and habitats?

... Only pay agricultural subsidies to farmers if they protect the environment?

... Plant trees and hedgerows where possible?

... Make the environment part of the core curriculum in schools?

... Aid and support developing countries to protect their wildlife?

... Aid and support developing countries to protect other aspects of their environment?

- ... Increase the use of renewable energy sources such as solar power, wind and water?
- ... Stricter controls on factory emissions to the air, rivers and the sea?
- ... Charge factories for emissions to the air, rivers and the sea?
- ... Stricter controls over the trade in wildlife products?
- ... Introduce an energy-carbon tax on electricity and other fuels which damage the environment?
- ... Ask all businesses to report on their impact on the environment?
- ... Restrict building on greenfield sites?
- ... Increase controls on over-fishing of the sea?]

[Options: *Strongly support*, *Slightly support*, *Neither support nor oppose*, *Slightly oppose*, *Strongly oppose*]

- I am now going to read out a list of things related to transport which can 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 to which you support or oppose this policy...

- [... Increase pedestrian-only zones in towns and cities?
- ... Reward drivers of cars with lower carbon dioxide emissions?
- ... Increase parking restrictions and introduce higher metering charges in town centres?
- ... Charge drivers for the use of certain roads?
- ... Restrict the use of certain roads when air pollution levels are high?
- ... Prevent drivers from leaving their engines running when stationary for some time?
- ... Tighten annual MOT testing for emission standards?
- ... Increase roadside spot-checks on vehicle emissions?
- ... Make public transport cheaper?
- ... Provide more, or more reliable, public transport?
- ... Provide more cycle-paths or lanes?]

[Options: *Strongly support*, *Slightly support*, *Neither support nor oppose*, *Slightly oppose*, *Strongly oppose*]

- Looking ahead now to the future, what environmental trends or issues do you think will cause the most concern in about 20 years' time?

- Earlier we spoke about climate change. How convinced are you that the earth's climate and long term weather patterns are changing – would you say that you are...

[Very convinced, Fairly convinced, Not very convinced, Not at all convinced]

- (and) would you say that this change is mainly due to human activities?
- Do you think that the recent floods in this country are due to climate change?

DEFRA

Department for
**Environment,
Food & Rural Affairs**

Price – £11

PB 7210

ISBN 0-85521-015-X



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