Report, questionnaire and data tables following Survey of Public Attitudes and Behaviours toward the Environment: 2007

This document is primarily available on the Defra website in the e-Digest of environmental statistics: Topic about Public Attitudes to the Environment http://www.defra.gov.uk/environment/statistics/pubatt/index.htm

The document comprises several key parts:

A report containing all the results from the survey has been completed by BRMB in conjunction with Defra statisticians, and was released on 2nd November 2007.

Full report
Questionnaire
Data tables, divided into sections:

> Section A: Household and respondent characteristics
> Wellbeing and TGI Life Values (for Fusion)
> Section B: Travel behaviour
> Section C: Energy and water efficiency in the home
> Section E: Recycling, composting and reducing waste
> Section F: Purchasing
> Section G: Awareness and attitudes in relation to the environment/climate change
> Section H: Further household and respondent characteristics

Omnibus Survey Questionnaire
Omnibus tables of responses (covering Green spaces, Animal welfare, Biodiversity, Wellbeing)

Anonymised raw data will be placed in the UK Data Archive: http://www.data-archive.ac.uk/

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Attitudes and Behaviour in relation to the Environment Report

November 2007

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Summary

1. ATTITUDES AND KNOWLEDGE

Self-reported knowledge of environmental and climate change issues

Four in ten people felt they knew a lot about environmental issues. Some issues were better known than others. At least six in ten said they knew a lot or a fair amount about global warming and climate change, and over half knew a lot or a fair amount about CO_2 (carbon dioxide) emissions. However over half knew nothing about the terms 'carbon footprint' or 'carbon off-setting'. *(Section 1.2)*

Do people try to influence others?

A substantial number of people say they try to influence others to be more environmentally friendly, with a third saying they talk to friends and family about things they can do, and one in five trying to persuade others to change their behaviour. A smaller proportion – around one in seven - say they have suggested improvements that could be made to their place of work or study, or told relatives and friends to avoid buying from particular companies. *(Section 1.3)*

Ecological worldview

The majority of people appear to be both aware of and concerned about the problems besetting the global environment, and to believe that human behaviour has brought these about. There were particularly strong views that humans are severely abusing the environment, and that man's interference with nature may produce disastrous consequences. Much concern was also expressed about changes to the countryside and the loss of bio-diversity, and about the finite nature of the earth's resources.

However, there was widespread optimism that it was not too late to do something about climate change and that it would be possible to overcome the world's environmental problems. The majority believe that it is up to individuals to accept responsibility for this, by making lifestyle changes. *(Section 1.4.1)*

Barriers and motivations

For most people, being ‘green’ is seen as the socially acceptable norm, rather than an ‘alternative’ way of life. It seems that one of the most powerful motivations for an environmentally friendly lifestyle is guilt about harming the environment. Financial incentives such as savings on energy bills are not citied as a major motivation.

While the majority subscribe to the need for individuals to change their behaviour, there are a whole range of reasons which some people give to explain why they themselves do not do more. One of the most prevalent is the belief that individual actions will make very little difference to climate change in the national and global context. Around a quarter expressed this opinion, although around twice as many disputed this.

Other reasons included lack of information, lack of time and finding it hard to change established habits. Some people were quite frank about their lack of motivation to change their lifestyle, saying that the environment was a low priority for them compared with a lot of other things in their life, or that it would take too much effort to change. Many were resistant to making radical changes to their current lifestyle - almost half agreed that ‘*any changes I make to help the environment will need to fit into my lifestyle*’. *(Section 1.4.2)*

Carbon off-setting

Around two fifths of those interviewed claimed to know at least ‘a little’ about carbon off-setting, and one in five knew a lot or a fair amount. The latter seemed to hold rather negative views about it, with nearly six in ten agreeing that *‘carbon off-setting encourages people to carry on doing things that harm the environment’.* There was also considerable cynicism about whether or not the schemes on offer would do what they were supposed to do.

A small minority of people, just over one per cent, had used a carbon off-setting scheme, most often to off-set flights or other forms of travel. Around one in ten claimed that they definitely or probably would do so in the future. *(Section 1.4.3)*

Which groups are most positive in their attitudes?

There were no really marked differences in attitudes towards the environment between different sex, age, and social groups. People beyond retirement age tended to express more pessimistic attitudes than younger people about the state of the global environment, and those in higher social grades were slightly more likely than others to feel it was not too late to find a solution to problems, and that this would involve lifestyle changes by individuals. The latter two groups were also the most likely to try and influence others to behave in a more environmentally friendly way.

Conversely, young people (especially men in the 16-29 age group), people living in rented accommodation, readers of tabloid newspapers and those in lower social grades were most likely to say that the environment was a low priority for them, and to offer a range of reasons for not changing their lifestyle.

2. BEHAVIOURS TO REDUCE CLIMATE CHANGE

Perceived impact of specific behaviours on climate change

Out of nine specific behaviours, the change that most people thought would have a major impact on reducing climate change was recycling more, followed by changes to car usage, and cutting down on the use of electricity and gas in the home. At least half thought each of these would have a major impact. Between half and two fifths felt the same about taking fewer flights, improving or installing insulation at home, and cutting down on water usage at home. Least often seen as important were behaviours to do with food – wasting less and buying locally – thought to have a major impact by less than one in three people. *(Section 2.1)*

How many people would be willing to change behaviour?

Six in ten people thought a lot or quite a lot of people in this country would be willing to recycle more – and over half thought that a lot or quite a lot of people would be willing to improve or install insulation. Around two fifths felt a lot or quite a lot of people would be willing to cut down on electricity or gas, or to waste less food, and around a third thought this about using a more fuel-efficient car, cutting down on water usage or buying food produced locally. Taking fewer flights and using a car less were thought to be least susceptible to behavioural change, despite many more thinking these behaviours had the potential for having a major impact. *(Section 2.2)*

What people are now doing

When asked about their own current lifestyle in relation to eight of these nine behaviours, the activity most commonly claimed – by seven in ten people - as something they already did and intended to keep up, was recycling more, followed by wasting less food and cutting down on electricity and gas (both around six in ten), and cutting down on water usage (over half). Just over a third said they were buying food produced locally, and less than three in ten that they were using a more fuel efficient car, using a car less or taking fewer flights.

The last two types of behaviour change were those to which people were most resistant – over a quarter said they didn't really want to make these changes.

As a summary measure, respondents were asked to say which of five statements best described their current lifestyle in relation to the environment. Only six per cent admitted to doing nothing that was environmentally friendly, with the largest group –around four in ten - saying they did quite a few things, and a further third claiming to do one or two things. One in five claimed to be environmentally friendly in most things or in everything they did. The latter group were also the most likely to claim they were committed to specific types of environmentally friendly behaviour, and generally people's self-assessments of their overall current lifestyle corresponded well with their stated specific behaviours. *(Section 2.3)*

Satisfaction with current lifestyle

When asked how they felt about their own behaviour, almost half said they were happy with what they were currently doing to help the environment, around four in ten said they would like to do a bit more, and less than one in ten wanted to do a lot more. *(Section 2.4)*

Which groups are most environmentally friendly in their behaviour?

The groups most likely to say they had already made certain changes to their behaviour (recycling more, wasting less food, cutting down on gas, electricity and water usage) were those aged 65+ and, to a lesser extent, those living in rural areas, or in higher social grades.

3. TRAVEL AND TRANSPORT

Attitudes to car use

The balance of opinion seems to indicate that most people think people who own cars cannot use them as much as they like with only 20 per cent agreeing that people should be allowed to use their cars as much as they like, even if it causes damage to the environment, compared with 53 per cent who disagreed.

However, a system where car users pay higher taxes for the environmental damage car travel causes is not strongly supported – twice as many disagreed with this suggestion (53 per cent) as agreed (25 per cent). And there was a fairly even split between those who feel that more roads are the answer to congestion (39 per cent) and those who disagree with this (37 per cent). There was a similar split between those who agreed and those who disagreed that driving their car was too convenient to give up for the sake of the environment.

Almost seven in ten people say they like travelling in a car, either as a driver or a passenger, although only slightly fewer also agree that it can sometimes be stressful. It is also a habit – six out of ten admitted that when they get ready to go out they didn't usually consider alternative forms of travel, they just got in the car (37 per cent disagreed with this).

Reducing car use is not perceived to be easy for most people – less than one in three agreed that it would be, compared with 54 per cent who disagreed. Further, the statement, 'I would like to reduce my car use but there are no practical alternatives', was endorsed by twice as many (54 per cent) as rejected it (25 per cent). *(Section 3.1)*

Attitudes to bus travel

Two statements about bus travel were also included, and results indicated a somewhat negative attitude towards it. Nearly half of those interviewed (47 per cent) agreed that they would only travel by bus if they had no other choice, compared with 37 per cent who disagreed with this. However, a large majority (72 per cent) disagreed that bus travel was mainly for people who couldn't afford any better and only 12 per cent agreed with this. *(Section 3.1)*

Attitudes to air travel

More people (42 per cent) claimed support for the principle that people who fly should bear the cost of the environmental damage that air travel causes, than those who rejected this idea (30 per cent). But only a minority (17 per cent) agreed that they felt guilty about taking short haul flights themselves – 55 per cent disagreed with this (after respondents answering 'not applicable' had been removed from the question base), with half of these people disagreeing strongly. *(Section 3.1)*

Modes of transport used

A number of questions were asked about people's use of different modes of transport and from these, measures of 'travel dependency' were derived. The most frequent mode of transport was the car. Nearly two thirds of people said they drove a car or van on at least one day a week, including 37 per cent who did so practically every day. In addition, over half those interviewed used a car or van as a passenger on at least one day a week, although only eight per cent did so every day. Around a third of those interviewed (32 per cent) never drove a car or van, and 15 per cent never used one as a passenger.

After the car, the next most frequent mode of transport was the bus, used by 35 per cent of people on at least one day a week, and by six per cent nearly every day. One in three people (35 per cent) never used a bus. Bicycles were used at least one day a week by 11 per cent, and nearly every day by three per cent. But 71 per cent never used a bicycle. Only seven per cent used the underground, metro, tram or a light railway at least one day a week, although this proportion increased to 15 per cent of those living in big cities and 33 per cent among London residents. Over-land trains were used by only six per cent on a weekly basis, but by many more on an occasional basis – 39 per cent never used them, similar to the proportion who never used a bus. And motorcycles were the most infrequently used form of transport – just 2-3 per cent used one at least weekly, and 95 per cent never did so. *(Section 3.2)*

Travel dependency[1]

Not surprisingly, in the light of the relative frequency of its use, further analysis shows that car use (as either a driver or a passenger) made up 71 per cent of all travel. All forms of public transport (buses, over-land trains, underground, trams etc) made up 23 per cent and cycling just five per cent.

Car ownership

Around eight in ten people had a car that they could use as either a driver or a passenger, and on average there were 1.26 cars per household. People aged 16-29 or 65+ were least likely to have access to a car.

Just one in three cars had small engines (up to 1400 cc). Half of cars (52 per cent) had engines between 1401 cc and 2000 cc. Cars with engines over 2000 cc in size were less common (16 per cent). Nearly three quarters of cars had petrol engines, and most of the remainder had diesel engines (27 per cent). *(Section 3.3)*

Local journeys

The survey also explored the modes of transport people used for getting to work or the place where they studied, what mode of transport was used for their main

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[1] Travel dependency scores for each mode of transport were calculated based on the number of days per year each respondent used that mode of transport. Scores for each mode were then added to create a total travel score. The dependency measure is a measure of the use of each mode as a proportion of total travel. For further explanation see section 3.2.7

food shopping, and for taking children to school. Overall, for journeys of one mile or less 45 per cent of respondents drove, six per cent took public transport and 46 per cent walked or cycled, and for journeys of three miles or less 58 per cent drove, nine per cent took public transport and 28 per cent walked or cycled. *(Section 3.4)*

Six out of ten people who travelled to work usually drove themselves there. The next most common methods of travel to work were walking (14 per cent) and taking a bus (nine per cent). Just four per cent usually cycled.

The mode of transport used varied according to the distance travelled. Driving became more common as the distance increased, as did travelling by train. Four in ten people who lived within three miles of where they worked got to work by walking or cycling, but very few walked or cycled greater distances.

Only a small minority of people interviewed, less than five per cent, travelled to a place of study, but for those who did there was a higher tendency to use public transport (42 per cent) or walk (24 per cent). Only 29 per cent went by car.

The modes of transport used to do food shopping also varied by the distance travelled. As for work, driving was the most common method (59 per cent), but for people who lived within a mile of where they shopped, walking (38 per cent) was almost as common as driving (43 per cent).

A third of respondents with children aged between 5 and 16 said their children were driven to school. The age of the youngest child made a big difference here: 43 per cent of those whose youngest child was aged between five and ten said they were driven to school, compared with 29 per cent of those whose youngest child was aged between 11 and 15. The main reasons for driving children to school were because it could be combined with another journey, because there was no practical alternative, or because it was the most convenient or the quickest way of getting the children to school. Safety concerns were mentioned by only 16 per cent of parents. *(Section 3.4)*

Air travel

Respondents were asked about their air travel for leisure purposes (not for business travel). Just under half of people (45 per cent) had taken at least one flight for leisure purposes in 2006, and this proportion increased with income and for those in higher social grades.

The most common destination for flights was Europe, with 34 per cent saying they had taken at least one flight there in 2006. Eighteen per cent of respondents had taken a long haul flight, and just eight per cent had flown within the UK. Of those who had flown within the UK, 58 per cent said they had done so because flying was quicker (58 per cent), cheaper (28 per cent) or the easiest or most convenient way to make their journey (27 per cent). *(Section 3.5)*

4. ENERGY AND WATER EFFICIENCY IN THE HOME

Overall, most respondents showed that they tried to be reasonably energy efficient at home.

Attitudes to energy and water efficiency

Around six in ten respondents said they did think about saving energy at home, and around four in ten showed willingness to sacrifice their home comforts in order to save energy. Four in ten respondents said they would like to install insulation, but could not afford to, although two thirds of respondents thought it was worth paying more for energy efficient appliances. In general, respondents seemed less concerned about the amount of water they used than about the energy they used, but over half of respondents did pay attention to water use. *(Section 4.1)*

Wasteful behaviours

There were some wasteful behaviours that most respondents did at least occasionally: overfilling the kettle (63 per cent), choosing to have a bath rather than a shower (63 per cent), leaving the heating on while out (59 per cent), keeping the tap running while brushing their teeth (54 per cent), and leaving the lights on in rooms that are not in use (50 per cent). Only 36 per cent of respondents admitted to ever leaving their television on standby overnight, and 37 per cent said they at least occasionally left a mobile phone charger switched on at the socket when it was not in use.

Respondents were also asked how often they put on more clothes when they were cold rather then turning the heating on – phrased such that in this case, never doing so would be considered the most wasteful position. Eleven per cent of people said they never did this. However, a quarter said they always of very often did this, and a further 32 per cent said they did this quite often. *(Section 4.2)*

Recent improvements to energy efficiency

Homeowners, people aged 40 or over, and those with higher household incomes were the most likely groups to have made energy efficiency improvements to their homes in the last five years.

The most common energy efficiency improvement people had made was to replace normal lightbulbs with energy saving lightbulbs (64 per cent). In the last five years, 27 per cent had replaced their boiler, and the same proportion had installed or improved double glazing, 26 per cent had improved or installed loft insulation, 18 per cent had improved or added insulation to their hot water tank, and 17 per cent had improved or installed cavity wall insulation. *(Section 4.3)*

Heating and hot water

The majority of respondents (88 per cent) had a central heating boiler, and 29 per cent of these had a condensing boiler. Just under half of respondents had a heating system that was less than five years old, but a third had one that was more than ten years old. Almost all (94 per cent) of heating systems used mains gas, although the type of fuel varied more amongst respondents who did not have a boiler.

Around two thirds of respondents had a room thermostat and on average room thermostats were set at 19.6^{o}C, although there appeared to be some confusion amongst a minority of respondents as some gave unrealistic answers to this question.

Two thirds of respondents had a hot water tank, and 94 per cent of them had it insulated. Hard foam insulation was a little more common than soft jacket insulation. *(Section 4.4)*

Household insulation

Around seven in ten respondents had cavity walls, and 62 per cent of these had insulation in all their cavity walls (a further eight per cent had some walls insulated). Most people (83 per cent) had a loft, and 94 per cent of them had loft insulation. Double glazing was also very common, 73 per cent had all their windows and doors double glazed, and a further ten per cent had double glazing on most windows and doors. *(Section 4.5)*

Energy saving lightbulbs

Around three quarters of respondents had at least one energy saving lightbulb, and 56 per cent had three or more. The average number of energy saving bulbs per respondent was 4.2. Of respondents who did not currently have any energy saving bulbs, 41 per cent had used them in the past.

Amongst respondents who did not have any energy saving bulbs, 19 per cent said they had not got round to fitting any and 20 per cent had not thought about it. This group also cited objections such as energy saving bulbs not being bright enough or costing too much, as reasons for not having them. *(Section 4.6)*

Renewable energy sources and green tariffs

Very few people had already installed renewable energy sources at home, but nine per cent were seriously considering solar panels for electricity and eight per cent were considering solar water heating. Five per cent of respondents were seriously considering getting a wind turbine to generate electricity. *(Section 4.7)*

Only three per cent of people were already buying their electricity on a green tariff, but a further six per cent claimed to be seriously considering switching to a green tariff. *(Section 4.8)*

Water meters

Three in ten people had a water meter, and of these only a third had asked for a water meter to be fitted. Of those that did not have a water meter, only 15 per cent were seriously considering asking for a water meter and 39 per cent thought their water bills would increase if they had a water meter installed (30 per cent thought their bills would decrease). *(Section 4.9)*

5. REDUCING WASTE, REUSING AND RECYCLING

Attitudes towards reducing waste and recycling

Six in ten people said they agreed with a ‘waste not, want not’ approach to life, compared with just 13 per cent who disagreed. An even higher proportion - eight in ten - thought that people had a duty to recycle, although only half were in favour of a system of reward for recycling everything they could and penalties if they did not. *(Section 5.1)*

Waste reduction behaviours

Just over half those interviewed admitted to throwing food away, at least occasionally, because it had gone off, and almost one in three said they did this very often or quite often. Only 15 per cent claimed they never did this. A high proportion – almost six in ten – also said they did not avoid buying goods they felt had too much packaging. *(Section 5.2)*

Reuse behaviours

The two most common reuse behaviours were giving away things which were no longer wanted to charity or to friends and family (87 per cent agreed they did this), and reusing things like empty bottles, tubs, jars, envelopes and paper (78 per cent did so at least some of the time, and around one in five did so always or very often). Slightly fewer, around six in ten, sometimes took their own shopping bag when shopping, with a quarter doing so always or very often. Around four in ten agreed that they often bought second-hand goods. *(Section 5.3)*

Awareness and use of council recycling collections

For most items, people’s perceptions of what their local council collected for recycling were reasonably well matched to reality (based on DEFRA Local Authority statistics).

Over eight in ten people claimed to put out paper for a recycling collection, around six in ten said they put out glass or tins/foil, and around half recycled cardboard or plastic packaging in this way. Fewer people said they used a recycling collection for other materials, ranging from four in ten for garden waste to around one in ten for shoes. *(Section 5.4.1)*

Use of recycling banks

Eighty-four per cent of people were aware of a recycling bank in their area and of these about two thirds said they or their household used the facility. The materials most commonly taken to a recycling bank, as a percentage of all those who use banks only, were glass bottles and jars (72 per cent), followed by clothes (44 per cent), shoes (35 per cent), paper (32 per cent), cardboard (29 per cent) and tins/foil (26 per cent). *(Section 5.4.2)*

Composting

Among people who had a garden, just over a third said they used a compost heap or bin to compost garden or kitchen waste. *(Section 5.4.3)*

Barriers to recycling

Around four in ten people said they were already recycling as much as they could. Among the remainder, the main reasons given for not recycling more were the lack of doorstep collections, lack of recycling facilities locally, and lack of space to store recyclables. *(Section 5.4.4)*

Which groups are doing most to reduce waste and to recycle?

Consistent with previous findings, the groups most likely to be engaged in waste reduction and recycling were older people, particularly those above retirement age, those in higher social grades, and people living in rural areas.

6. PURCHASING BEHAVIOURS

Attitudes towards purchasing behaviours

Half those interviewed agreed that they tried not to buy products from a company whose ethics they disagreed with, and that they made an effort to buy things from local producers, compared with around one in five who disagreed. Opinion was more divided on being prepared to pay more for environmentally friendly products (44 per cent agreed, 29 per cent disagreed) and on making a point of checking where fruit and vegetables are grown before buying them (36 per cent agreed, 36 per cent disagreed). *(Section 6.1)*

Awareness and purchasing of selected products/brands

When they were shown a list of names (but not logos) of six different products or brands, four in five people said they had heard of Fair Trade products, around a third had heard of timber products from sustainable sources, and a fifth had heard of fish from sustainable sources. Fewer people were aware of Red Tractor Meat[2] (16 per cent), Freedom food (15 per cent) or LEAF Marque food (four per cent).

Those who had heard of a particular product were asked whether they or their household made a conscious effort to buy it. Half of those who had heard of Fair trade products (45 per cent of *all* respondents) said they made a conscious effort to buy them. For the other product types, two fifths of those who had heard of fish from sustainable sources and Red Tractor meat also said they made an effort to buy them, and a quarter of those who had heard of timber from sustainable sources and Freedom foods made an effort to buy them. However, as indicated above, the proportion of people who had heard of all brands except Fair Trade was a third at most. Therefore the proportions of the *whole* population who made an effort to buy the other brands were between one per cent and eight per cent of all respondents.

Respondents were also asked whether they or their household regularly bought recycled toilet paper or kitchen roll, free range eggs or poultry, organic food, or other product types. The most frequently purchased of these items was free-range eggs (by 70 per cent). Less than one in three regularly bought any of the other items. *(Section 6.2)*

Shopping behaviour

[2] The red tractor scheme is run by Assured Food Standards and includes products other than meat. However, meat was used to add context as it is the most commonly mentioned type of product in association with the scheme.

Nearly all respondents used a supermarket at least once a month, and over 90 per cent used one to do most of their grocery shopping. After supermarkets, small independent shops and convenience stores were the most commonly used type of outlet. Markets, including farmers markets were also used by a high proportion of respondents. *(Section 6.3)*

Which groups purchase more of those product types covered?

People in higher social grades or higher income groups, and those living in the rural areas were more likely both to be aware of and to purchase certain product types with environmental, animal welfare or other benefits. They also tended to be more conscious of related issues in their attitudes towards purchasing, as did people in older age groups.

7. GREEN SPACES

Nine in ten respondents had their own garden, and half of these said having a garden contributed a lot to their quality of life. Whether they had a garden or not, most respondents thought it was very important to have green spaces such as public gardens, parks and commons nearby (two thirds said this), and just over half of respondents visited these kind of green spaces at least once a week.

Visiting the open countryside was something people did less often: three in ten people did so at least once a week, but one in ten never visited the countryside. When visiting the countryside people tended to go to forests or woodland, rivers and lakes, open coastal areas, and country villages. The majority of respondents who visited open areas went walking (82 per cent), and picnicking was also a popular countryside activity (30 per cent). Fresh air and scenery were considered to be the two most important aspects of the countryside.

8. ANIMAL WELFARE

Farm animal welfare was an issue that most respondents had not given a lot of thought to, but four in ten had thought at least a fair amount about it. Just over a quarter of respondents were happy with most aspects of farm animal welfare, while one in ten were unhappy with most aspects of it. The most common issue of concern was how animals are transported, half of respondents were concerned about this and one in three said this was the issue that concerned them most.

More respondents had given thought to pet welfare, over a half had thought a fair amount about this. A third of respondents were happy with most aspects of pet welfare, but one in ten were unhappy with most aspects. How people treat their pets was the *biggest* issue of concern for one in four respondents, and over half were concerned about this issue to some degree.

Over half of respondents (57 per cent) thought the Government ought to be doing more about animal welfare, while a third thought it was doing enough already.

9. BIODIVERSITY

Biodiversity was a term that two thirds of respondents knew nothing about, and two thirds had also given little or no thought to the loss of biodiversity in the UK and elsewhere in the world. However, when the term was explained, most respondents disagreed that we could afford to lose some biodiversity in the UK or in the world.

Two thirds of respondents were in support of the UK aiding developing countries to protect their biodiversity, and over half thought that farmers ought to be paid to protect the environment. Half of respondents thought there were things they could do to protect biodiversity in the UK, and only slightly fewer thought they could help prevent the loss of the world's biodiversity. Seven in ten respondents said they were actively encouraging wildlife in their garden, and almost all respondents thought that schools ought to have field trips so that children could experience nature first hand.

10. WELLBEING

When asked to rate their overall satisfaction with life on a scale of 0 to 10, the average answer across all respondents was 7.3, suggesting that most people in England are reasonably satisfied with their life overall.

When looking at satisfaction with individual aspects of peoples' lives, satisfaction with day to day activities, achieving goals, standard of living, and personal relationships seemed to contribute most to overall satisfaction with life.

Most respondents (79 per cent) generally felt positive about themselves and a similar proportion felt that what they do is valuable and worthwhile. Seven in ten people were optimistic about their future but 44 per cent found it hard to be hopeful about the future of the world. Around four in ten respondents agreed that they spent a lot of time worrying, and 33 per cent drew comfort and strength from their religious beliefs.

Looking at the way people feel, on average, respondents felt happy or contented more than half of the time, and felt energised or lively about half the time. Feeling depressed was fairly uncommon, but on average respondents had one or two days a week where they felt like everything was an effort.

Eight out of ten people spent time with friends and with family at least one or two days a week, and over a third spent time with family everyday. Only half of respondents were involved in social activities in their local area on a regular basis, but most (85 per cent) were regularly involved in some kind of hobby or leisure activity.

Finally, respondents were asked what the most important things affecting their life were. The most common answers were: spending time with friends and family (44 per cent), their health (31 per cent), their personal relationships (23 per cent), their future financial security (21 per cent), and their day to day activities (20 per cent).

Introduction

Research objectives

This research was a quantitative survey of adults (aged 16 or over) in England examining their attitudes and behaviour in relation to the environment. The aims of the survey were to:

- establish current public attitudes, knowledge and behaviour in relation to the environment;
- compare current attitudes, knowledge and behaviour with those arising from previous surveys; and
- establish a foundation for future time series

However, in order to reflect current issues and deliver results immediately relevant for policy making, the 2007 questionnaire was purposefully very different to the questionnaire used in DEFRA's 2001 survey of attitudes to the environment and earlier surveys, so comparisons with previous surveys are limited.

Methodology

The survey was conducted using face to face interviews in respondents' homes. A random location sampling approach was used: 379 areas were randomly selected, each area containing around 300 addresses and interviewers were asked to obtain nine or ten interviews from each area. Quotas were set based on age, gender and working status to ensure a representative sample was achieved. Individuals who took part in the survey were given a £5 high street voucher as a thank you for completing the interview.

The questionnaire

The questionnaire was designed in consultation by BMRB and DEFRA. It included demographic questions, more general attitudinal questions, and attitudinal and behavioural questions on specific topic areas: travel and transport, energy and water efficiency, recycling and waste reduction, and purchasing behaviours.

Fieldwork

3,618 individuals were interviewed in April and May 2007. Interviewers recorded responses to questions using CAPI (Computer Assisted Personal Interviewing), and the average interview length was 51 minutes.

Before starting fieldwork, interviewers were issued with both written instructions, and a video briefing. These included information on how to introduce the survey, and instructions regarding the questionnaire and specific questions.

Analysis and weighting

Once the interviews had been conducted, they were sent electronically back to head office where they were aggregated. Our data capture department carried out coding of the open ended responses. All code frames were approved before use. Tabulations of the data and an SPSS dataset were produced and checked.

The data from this survey was checked against population statistics from other surveys (The Census, the Labour Force Survey, the National Readership Survey and TGI) and found to be representative of the adult population of England in terms of age, gender, social grade, government region and number of people in household. So the data from this survey has not been weighted.

Structure of the report

This report has been divided into sections along similar lines to the questionnaire:

- Chapter 1 covers knowledge and general attitudes to the environment
- Chapter 2 covers perceptions of behaviours in relation to climate change and 'greenness' of current lifestyle

- Chapter 3 covers attitudes to travel and transport as well as use of different forms of transport and air travel
- Chapter 4 covers attitudes and behaviours relating to energy and water efficiency in the home including insulation, heating systems, water meters and renewable energy sources
- Chapter 5 covers reducing waste, reusing and recycling and compares respondents answers to DEFRA statistics in terms of what can be recycled
- Chapter 6 covers purchasing behaviours
- Chapter 7 covers importance and use of greenspace
- Chapter 8 covers knowledge and attitudes toward animal welfare
- Chapter 9 covers knowledge and attitudes toward biodiversity
- Chapter 10 covers life satisfaction and frequency of feelings and activities that have an impact on wellbeing

Omnibus survey data

In addition to the main survey, 15 minutes worth of questions were put on BMRB's face to face omnibus survey in May 2007. This allowed additional questions of policy interest that could not be included on the main survey due to time constraints.

This omnibus survey employed the same methodology (random location CAPI interviewing), and a sample of 1,661 adults (aged 16 or more) in England were interviewed.

These omnibus questions were on green spaces, animal welfare, biodiversity and life satisfaction/wellbeing. The findings for these are presented in chapters 7, 8, 9 and 10 of this report.

Interpretation of findings

When interpreting the findings from this survey, the following issues need to be borne in mind:

- The survey is based on a sample only, rather than the total population. This means that all findings are subject to sampling tolerances.
- The survey data is from a particular point in time (April and May 2007). The circumstances and attitudes of the individuals concerned may be affected by the specific timing of the survey.
- While the questionnaire was designed to encourage respondents to answer truthfully, questions about attitudes and behaviours which measure 'greenness' of respondents may be subject to a degree of social desirability bias.

Explanatory notes

For each question, headline results are presented, along with the largest differences by selected socio-demographic variables. These are generally selfexplanatory, such as gender, age and income. Other variables include social grade and newspaper readership.

The socio-economic status variable has been assessed using an occupational classification system completed by the interviewer based on the occupation of the chief income earner in the household (who was not necessarily the respondent themselves). The classification consists of the following codes, and examples are shown:

A: Doctor, solicitor, accountant;

B: Teacher, nurse, police officer;

C1: Junior manager, student, clerical worker;

C2: foreman, plumber, bricklayer;

D: Manual workers, shop workers, apprentices;

E: Casual labourers, state pensioners, unemployed.

These groups are often combined during the report to show which groups are above or below the average for a particular question. Generally, the terms higher social grades and lower social grades will be used (with the specific grade codes from above that apply in that particular situation shown in brackets after these terms).

In many instances there will be considerable overlap between variables in terms of the people within groups. For example, higher social grades, based on occupation, are more likely to be in higher income groups and tend to read broadsheet newspapers. Hence, those in higher social grades, broadsheet newspaper readers and those who earn more than £40,000 may all be more likely to agree with a particular statement. The overlap in these groups is not universal and sometimes they will show different results. In general, only one of these groupings will be reported on unless differences are evident.

The report tables display percentages unless otherwise specified. Generally they are column percentages however, the percentages do not always add up to exactly 100 for each column. In some instances this is because multiple responses are possible. In other cases, where the column total may be 99 per cent or 101 per cent, this is simply due to rounding of individual percentages to the nearest whole number.

Table symbols

*	Less than 0.5 per cent

0	No observations
-	Category not applicable

Knowledge and attitudes

Issues the Government should be dealing with

As part of the omnibus survey, 1,661 respondents were asked, without prompting, what they thought were the most important issues that the Government should be dealing with. This question was also asked in DEFRA's 2001 Survey of Attitudes and Behaviour in relation to the Environment. Comparisons between the two surveys are noted below, but it should be borne in mind that the coding protocols adopted may have varied slightly between the surveys. Comparisons should therefore be treated with caution.

The four issues most commonly mentioned by respondents were the same as in 2001, namely, crime and justice; health and social services; education and young people; and the environment. However, the ranking of the four areas has changed since 2001, with crime and justice now the most commonly mentioned area of importance, ahead of both health and education, which were more frequently mentioned in the previous survey.

The environment again ranks fourth as an issue of importance for people in England, although the proportion mentioning the environment fell from 25 per cent in 2001 to 20 per cent in 2007.

Immigration, which was not mentioned by a significant number of respondents in the 2001 survey report as an area of importance, emerged in the 2007 survey as an issue of concern, mentioned by one in six respondents (16 per cent), whilst pensions and benefits were mentioned by broadly similar proportions in the two surveys (16 per cent in 2007 and 19 per cent in 2001).

Only nine per cent of respondents mentioned public transport as an issue of importance in 2007, half as many as cited it in 2001 (18 per cent).

Table 1.1: The most important issues Government should be dealing with[3]

Environmental issues:	
Environment/pollution	20
Public transport	9
Global warming/climate change	1
Any other environmental issue	*
At least one environmental issue	**26**
Other issues:	
Crime and justice	51
Health (including drugs, alcohol and smoking)	48
Economic issues (including housing and homelessness)	39
Education and young people	37
Immigration	16
Terrorism, war and foreign policy	8
Other	10
Base: All respondents	*1,661*

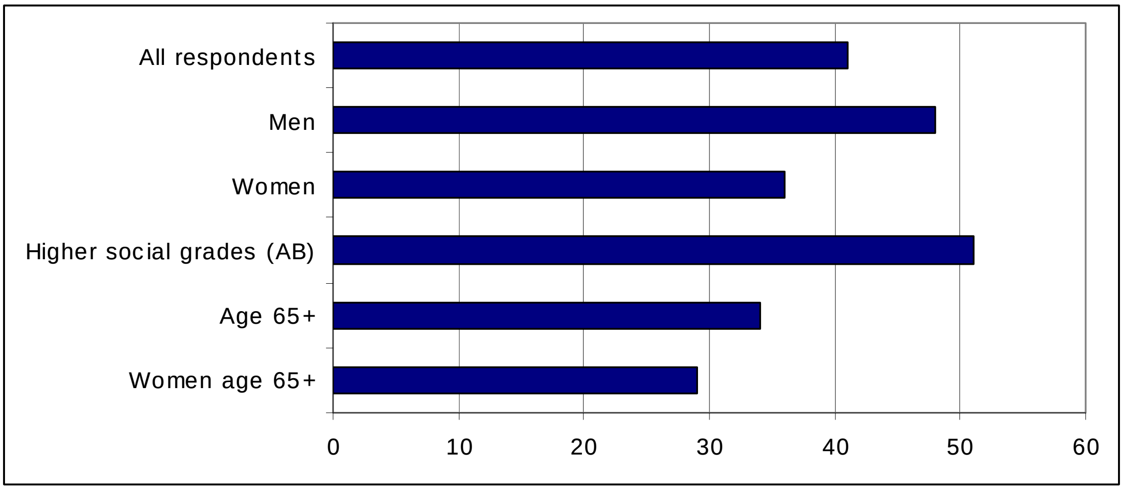
Women were more likely than men to cite health (53 per cent compared with 41 per cent) and education (41 per cent compared with 33 per cent) as important issues. Health was less often mentioned by people aged under 25 (29 per cent) than by older groups, while education-related issues were most likely to be mentioned by people aged 25 to 44 - the group most likely to have children in education. Higher social grades (AB) were particularly likely to mention an environmental issue (34 per cent) and people aged 65 and over particularly likely to mention pensions (30 per cent).

[3] All tables display percentages unless otherwise specified

Self-reported knowledge of environmental and climate change issues

As part of the main survey (all questions until section 7 are now from the main survey), 3,618 respondents were asked generally how much they 'knew about environmental issues, such as climate change' - four in ten people said they 'knew a lot'. Men, and those in higher social grades were more likely than others to think they knew a lot, with those aged 65+, especially older women, being the least likely to claim this.

Chart 1.1: Proportions of respondents who agree with the statement "I know a lot about environmental issues such as climate change"



Base: variable (347 – 3,618)

People were asked: *'How much, if anything, would you say you know about the following terms?'* and five different terms were read out to them. At least six in ten people claimed to know a lot or a fair amount about 'global warming' and 'climate change' and over half said they knew a lot or a fair amount about 'CO_2 or Carbon Dioxide emissions'. In contrast, only one in four said they knew a lot or a fair amount about the term 'carbon footprint' and one in five about 'carbon off-setting'. Over half of those interviewed had never heard of the last two terms, or had only heard the name without knowing anything about them (Table 1.2).

Table 1.2: How much respondents know about environmental terms - summary

	Global warming	**Climate change**	**CO_2 or Carbon Dioxide emissions**	**Carbon footprint**	**Carbon offsetting**
A lot	20	16	14	7	5
A fair amount	47	45	38	18	15
Just a little	28	32	34	23	23
Nothing – have only heard of the name	4	5	9	21	20
Nothing – have never heard of it	1	1	5	30	35
Don't know	*	*	1	2	2
Base: All respondents	*3,618*	*3,618*	*3,618*	*3,618*	*3,618*

Awareness of the specific term 'climate change' has increased since the 2001 survey, when only 78 per cent of respondents had heard of the term. In 2007 99 per cent of respondents had heard of the term and 93 per cent knew at least a little about it. Although it is worth noting that in 2001 99 per cent of respondents had heard of at least one of the terms 'climate change', 'global warming' or the ' greenhouse effect'.

Men claimed to be more knowledgeable than women about all five terms, and above average levels of knowledge were also claimed by people in higher social grades, and people in their middle years (table 1.3).

Table 1.3: Proportions of respondents knowing a lot or a fair amount about environmental terms

	Global warming	**Climate change**	**CO_2 or Carbon Dioxide emissions**	**Carbon footprint**	**Carbon offsetting**	*Base*
Total	67	61	52	25	20	*3,618*
Sex: Men	72	68	62	32	26	*1,716*
Sex: Women	62	56	43	19	14	*1,902*
Social Grade: AB	80	77	69	46	35	*825*
Social Grade: C1	73	69	58	29	21	*936*
Social Grade: C2	61	52	46	16	14	*780*
Social Grade: DE	55	50	38	12	11	*1,077*
Age: 41 – 64 years	70	65	59	32	24	*1,384*

Do people try to influence others?

Four statements about trying to influence other people to be environmentally friendly were presented to respondents, who were asked: *'Which, if any, of these statements would you say applies to you?'*

Around a third said they often talked to friends and family about things they could do to help the environment, and one in five that they tried to persuade people they knew to become more environmentally friendly. A smaller proportion, around one in seven, had either suggested improvements at their workplace/the place where they studied to make it more environmentally friendly, or had told relatives and friends to avoid buying from a particular company because they felt they were damaging to the environment.

Although men claimed to be more knowledgeable about environmental issues, it was women who were somewhat more likely than men to try and influence others. Those in higher social grades (AB) were also above average in trying to influence other people to behave in a more environmentally friendly way (Table 1.4).

Table 1.4: Statements about influencing others on environmental issues that respondents said apply to them

		Sex		Social grade
	Total	**Men**	**Women**	**AB**
I often talk to friends or family about things they can do to help the environment	31	29	32	38
I try to persuade people I know to become more environmentally friendly	20	17	23	28
I've suggested improvements at my workplace/the place where I study to make it more environmentally friendly	15	14	16	22
I've told relatives or friends to avoid buying from a particular company because I feel they are damaging the environment	14	12	15	18
None of these	29	27	30	20
Base: All respondents	*3,618*	*1,716*	*1,902*	*825*

Attitudes towards the environment

In order to understand the general attitudes underpinning specific behaviours, all respondents were asked how much they agreed or disagreed with a number of statements about the global environment and man's relationship with it. Most of these statements are based on statements from the Revised New Ecological Paradigm battery of statements[4]. We have summarised the results under the heading 'ecological worldview'.

[4] Dunlap and Van Liere's New Ecological Paradigm (NEP) Scale, published in 1978, became a widely used measure of pro-environmental orientation. This scale was revised in an article published in 2000: "Measuring endorsement of the New Ecological Paradigm: A revised NEP Scale" by Dunlap, Van Liere, Mertig and Jones. Where statements were modified to aid understanding, experts were consulted to check that the meaning of the statements were not affected.

Ecological worldview

Based on the responses to these questions, people's general view of man's relationship with nature and the environment is quite negative. Four out of five felt that *'humans are severely abusing the environment'* with over half of these subscribing strongly to this view. *A* similar proportion said they were worried about the loss of bio-diversity and about changes to the countryside in the UK. Three-quarters agreed that *'when humans interfere with nature it often produces disastrous consequences'* and around two thirds *that 'if things continue on their current course, we will soon experience a major environmental disaster'*. Concern was also expressed about the finite nature of the earth's resources. Two thirds endorsed the view that *'the earth has very limited room and resources'* and half felt that *'we are close to the number of people the earth can support'.* (Table 1.5).

Table 1.5: Agreement with ecological worldview statements

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly Disagree
Humans are severely abusing the environment	42	39	11	4	2
I do worry about the changes to the countryside in the UK and the loss of native plants and animals	43	36	12	5	3
When humans interfere with nature it often produces disastrous consequences	18	31	28	13	4
If things continue on their current course, we will soon experience a major developmental disaster	26	37	21	9	4
The Earth has very limited room and resources	32	36	18	9	3
We are close to the number of people the earth can	18	31	28	13	4

support

Base: All respondents (3,618)

However, there was also widespread underlying optimism that, although there are environmental problems, it was not too late to do something about them. Two thirds agreed that *'humans are capable of finding ways to overcome the world's environmental problems'.* Six in ten *disagreed* that *'climate change is beyond control - it is too late to do anything about it'* and similar proportions *disagreed* that *'the effects of climate change are too far in the future to really worry me'* and that *'humans were meant to rule over the rest of nature'.* Only a minority agreed with the premise that *'the so-called environmental crisis facing humanity has been greatly exaggerated'.*

So the majority of people appear to be both aware of and concerned about the problems besetting the global environment, and to believe that human behaviour has brought these problems about. Further, the majority also believe something can be done to tackle them, and that it is up to individuals to accept responsibility for this by making lifestyle changes– six in ten *disagreed* that *'scientists will find a solution to global warming without people having to make big changes to their lifestyles'*.

Table 1.6: Agreement with ecological worldview statements

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly Disagree
Humans are capable of finding ways to overcome the world's environmental problems	23	43	18	10	3
Climate change is beyond control – it's too late to do anything about it	5	12	19	38	24
The effects of climate change are too far in the future to really worry me	7	14	17	35	26

Humans were meant to rule over the rest of nature	6	12	22	28	31
The so-called 'environmental crisis' facing humanity has been greatly exaggerated	8	20	23	29	18
Scientists will find a solution to global warming without people having to make changes to their lifestyles	5	13	19	35	26

Base: All respondents (3,618)

There were no really marked differences in attitude between different sex, age and social groups. People beyond retirement age tended to express more pessimistic attitudes than younger people about the state of the global environment, although this was not consistent for all statements. Those in higher social grades (AB) were slightly more likely than others to endorse the view that it was not too late to find a solution to the problems, and that this would involve lifestyle changes by individuals.

Table 1.7: Proportions of respondents who agree with ecological worldview statements

		Age	Social Grade
	Total	**65 +**	**AB**
Humans are severely abusing the environment	82	84	84
When humans interfere with nature it often produces disastrous consequences	75	84	74
If things continue on their current course, we will soon experience a major developmental disaster	63	62	63
The Earth has very limited room and resources	68	77	72
We are close to the number of people the earth can support	50	64	50

Humans are capable of finding ways to overcome the world's environmental problems	66	68	70
Climate change is beyond control – it's too late to do anything about it	17	19	10
The effects of climate change are too far in the future to really worry me	21	34	15
Humans were meant to rule over the rest of nature	18	22	16
The so-called 'environmental crisis' facing humanity has been greatly exaggerated	28	31	26
Scientists will find a solution to global warming without people having to make changes to their lifestyles	18	22	13
Base: All respondents	*3,618*	*690*	*825*

Barriers and motivations

Further exploration was carried out in the survey of possible motivations and barriers to behaviour change. This was done in the same way as before, by asking people how much they agreed or disagreed with a number of statements.

Seven out of ten people disagreed with the statement, *'it would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly'*, compared with just one in ten who agreed with this. For the statement, *'being green is an alternative lifestyle, it's not for the majority'* – almost one in three agreed, although a larger number disagreed (Table 1.8). Six out of ten people said that they *'sometimes feel guilty about doing things that harm the environment'.* A similar number disagreed that *'it's only worth doing environmentally friendly things if they save you money'* although one in five did agree with this.

However, there are a whole range of barriers and excuses that people gave to explain why they do not do more to change their behaviour. One of the most prevalent barriers is people's belief that their own actions will make very little difference to climate change in the national and global context. Six in ten said it was up to the government to take the lead, agreeing that *'if government did more to tackle climate change, I'd do more too'*, while only a quarter thought the government was actually doing a lot to tackle the problem. Even if the government did do more, over a third of people felt that *'it's not worth Britain trying to combat climate change, because other countries will just cancel out what we do'*. Levels of agreement and disagreement with three other statements on this theme suggested similar levels of cynicism about the level of personal impact that is possible with around a quarter agreeing with the following:

It's not worth me doing things to help the environment if others don't do the same

I don't believe my behaviour and everyday lifestyle contribute to climate change

And around a quarter disagreeing with:

So many people are environmentally friendly these days it does make a difference

However, twice as many people disagreed with the first two statements and agreed with the third one.

Other reasons offered by many people were lack of information – over six in ten agreed that *'I need more information on what I could do to be more environmentally friendly',* lack of time – 35 per cent agreed that *'I'd struggle to find the time to be any more environmentally friendly than I am now',* and the difficulty of changing habitual behaviour – 33 per cent agreed *'I find it hard to change my habits to be more environmentally friendly'.*

Some respondents were quite frank about the reasons for their unwillingness to change behaviour, saying the environment was a low priority for them, compared with a lot of other things in their lives (27 per cent agreed), or that doing things that are environmentally friendly takes too much effort (18 per cent agreed). And many people were resistant to making radical changes to their current lifestyle - almost half (46 per cent) agreed that *'any changes I make to help the environment need to fit in with my lifestyle'.*

Table 1.8: Agreement with statements to do with motivations and barriers to behaviour change

	Agree	Disagree
It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly	10	71
Being green is an alternative lifestyle, it's not for the majority	30	30
I sometimes feel guilty about doing things that harm the environment	59	16
It's only worth doing environmentally friendly things if they save you money	20	61
If government did more to tackle climate change, I'd do more too	60	14
The government is doing a lot to tackle climate change	24	47
It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do	36	46
It's not worth me doing things to help the environment if other's don't do the same	28	56
I don't believe my behaviour and everyday lifestyle contribute to climate change	28	46
So many people are environmentally friendly these days, it does make a difference	50	23
I need more information on what I could do to be more environmentally friendly	63	18
I'd struggle to find the time to be any more environmentally friendly than I am now	35	35
I find it hard to change my habits to be more environmentally friendly	33	42
The environment is a low priority for me compared with a lot of other things in my life	27	47
	18	60

It takes too much effort to do things that are environmentally friendly		
Any changes I make to help the environment need to fit in with my lifestyle	46	28
Base: All respondents	*3,618*	*3,618*

In most cases the largest group of respondents did *not* subscribe to these views, but focusing on the issues which many said prevented them from changing their lifestyle is probably the most useful way to interpret the data. Similar to the opinions expressed about the global environment, there were no major differences between demographic sub-groups, but some interesting patterns can be seen.

The strongest levels of agreement that the environment was a low priority compared with a lot of other things were found among young people, in particular men in the 16-29 age group, among those living in rented accommodation, readers of tabloid newspapers and those in lower social grades (DE). These groups were also more likely to say they would be embarrassed if their friends thought they were living a purposefully environmentally friendly lifestyle, that they found it hard to change their habits, that any changes they made would have to fit into their lifestyle, that it's only worth doing things if they save money, and that it takes too much effort to do things that are environmentally friendly (Table 1.9).

Table 1.9: Proportions of respondents who agree with statements to do with motivations and barriers to behaviour change

		Age within Sex	Tenure	News-paper reads	Social Grade
	Total	**Men 16-29**	**Renting**	**Tabloid**	**DE**
I need more information on what I could do to be more environmentally friendly	63	62	67	65	65
I'd struggle to find the time to be any more environmentally friendly	35	35	38	38	40

than I am now					
I find it hard to change my habits to be more environmentally friendly	33	43	37	34	36
The environment is a low priority for me compared with a lot of other things in my life	27	36	32	32	32
It takes too much effort to do things that are environmentally friendly	18	28	24	20	19
Any changes I make to help the environment need to fit in with my lifestyle	46	50	45	48	47
Base: All respondents	*3,618*	*399*	*1,099*	*1,659*	*1,077*

There was a high level of correlation between seeing the environment as a low priority and perceiving barriers to environmentally friendly behaviour. Analysis of agreement with 'barrier' statements by those who agreed or disagreed strongly that the environment was a low priority for them illustrates this (Table 1.10).

Table 1.10: Proportions of respondents who agree with 'barrier' statements

		The environment is a low priority for me compared with a lot of other things in my life	
	Total	**Strongly agree**	**Strongly disagree**
I need more information on what I could do to be more environmentally friendly	63	59	66
I'd struggle to find the time to be any more environmentally friendly than I am now	35	61	27
I find it hard to change my habits to be more environmentally friendly	33	57	17
It takes too much effort to do things that are environmentally friendly	18	44	10
Any changes I make to help the environment need to fit in with my lifestyle	46	66	28
Base: All respondents	*3,618*	*239*	*523*

Carbon off-setting

Respondents who said they knew at least 'a little' about carbon off-setting (43 per cent of all respondents) were asked further questions about their use of carbon off-setting schemes and about their attitudes towards the concept.

Only a very small minority of these people (three per cent) said they had paid into a carbon off-setting scheme. Women aged 30-40, and people in higher social grades (AB) were the most likely to have done so (seven per cent and six per cent respectively).

The 42 respondents who had done so were asked what they had offset – the majority (30 people) had offset flights, with smaller numbers mentioning driving (five people) and other forms of travel (two people).

Those who claimed to know at least a little about carbon off-setting were also asked: *'Do you think you will use carbon off-setting in the future?'* One in four said that they definitely or probably will. In this case, it was men aged between 16 and 40, as well as those in higher social grades (AB), who were most likely to claim they definitely or probably will use a carbon off-setting scheme in the future (33 per cent and 32 per cent respectively).

The fifth of respondents who said they knew a lot or a fair amount about carbon off-setting were asked to say how much they agreed or disagreed with three statements about carbon off-setting. Nearly six in ten endorsed the view that *'carbon off-setting encourages people to carry on doing things that harm the environment'*, and one in three thought that *'carbon off-setting will make no difference in the fight against climate change'* - although more people disagreed than agreed with this statement. There was cynicism about whether or not the schemes on offer would do what they were supposed to do – 44 per cent disagreed that *'I would trust companies offering carbon off-setting to use the money I paid in the right way'* compared with just 24 per cent who agreed with the statement. Men, especially those in the 41-64 age group, were more negative in their views on carbon-offsetting than women.

The respondents who had also used a carbon off-setting scheme (33 respondents) were asked one further question. This small group were, not surprisingly, more positive in their views of such schemes; most agreeing that *'by making people more aware of how their behaviour affects the environment, carbon off-setting encourages more environmentally friendly behaviour'.*

Behaviours to reduce climate change

Respondents were asked a number of questions about specific lifestyle changes and the results of these questions are reported in this chapter.

Perceived impact of specific changes to behaviour on climate change

Respondents were asked to comment on nine specific changes to behaviour, saying how much impact they thought each change would have in reducing the UK's contribution to climate change, if most people in the UK were prepared to make it. The possible answer categories were 'a major impact', 'a medium impact', 'a small impact' and 'would make no difference'. Table 2.1 shows the responses given.

Table 2.1: Perceived impact of behaviour changes on the UK's contribution to climate change

	A major impact	A medium impact	A small impact	Would make no difference
Recycling more rather than throwing things away	56	29	12	3
Using a more fuel efficient car	52	30	13	5
Using a car less	52	29	13	5
Cutting down on the use of gas and electricity at home	50	33	13	3
Taking fewer flights	48	27	17	8
Improving or installing insulation at home	44	35	16	5
Cutting down on water usage at home	37	35	21	6
Buying food produced locally rather than food produced abroad	32	34	24	9
Wasting less food	30	31	31	8

NOTE- Base: All respondents (3,618)

The change that most people thought would have a major impact was *'recycling more rather than throwing things away'* (56 per cent), followed by changes to car usage -*'using a more fuel efficient car'* or *'using a car less'* (both 52 per cent) - and *'cutting down on the use of electricity and gas at home'* (50 per cent). Least often cited as having a major impact were behaviours to do with food - *'wasting less food'* (30 per cent) and *'buying food produced locally rather than food produced abroad'* (31 per cent).

For each behaviour change, less than 1 in 10 thought it would make *no* difference to climate change.

In the 2001 survey, respondents were asked to choose from a list the things they thought were major contributors to climate change. One of the options on the list was 'the use of gas/electricity in homes' and 20 per cent of respondents selected this. As 50 per cent of respondents to the 2007 survey thought reducing the use of gas and electricity at home would have a major impact on reducing the UK's contribution to climate change, this suggests that people have become more aware that their use of energy at home contributes significantly to climate change. However, the questions are not directly comparable – in 2001 some of the other items on the list were 'destruction of forests', 'emissions from transport' and 'emissions from power stations', so respondents to the 2001 survey may have thought that, although home energy use contributes to climate change, it is not a major contributor in comparison with some of the other items on the list.

How many people would be willing to change behaviour

Respondents were then asked to say how many people in this country they thought would be willing to make these changes, using a five-point scale ranging from 'a lot' to 'hardly any'. Responses are shown in Table 2.2.

Table 2.2: Proportion of people respondents thought would be willing to make behaviour changes

	A lot	Quite a lot	Some	A few	Hardly any
Recycling more rather than throwing things away	23	39	27	9	2
Improving or installing insulation at home	18	34	31	12	3
Cutting down on the use of gas and electricity at home	16	26	36	16	5
Wasting less food	14	24	35	21	6
Using a more fuel efficient car	13	22	34	22	9
Cutting down on water usage at home	12	24	39	18	5
Buying food produced locally rather than food produced abroad	10	21	34	23	8
Using a car less	8	9	31	31	19
Taking fewer flights	6	7	31	33	22

NOTE- Base: All respondents (3,618)

Recycling more, and installing insulation in the home were the changes respondents thought people would be most willing to do. Taking fewer flights and using a car less were thought to be least susceptible to behaviour change. Although recycling was selected by a similar number of people both for having a major impact (56 per cent) and for a lot of people being willing to do it (62 per cent said ‘a lot’ or ‘quite a lot’), there was less consistency in relation to other behaviours.

For example, although it was felt using a car less would have a major impact by 52 per cent of people, only 17 per cent thought that a lot or quite a lot of people would do this. Similarly, 48 per cent of people thought taking fewer flights would have a major impact, but only 13 per cent thought a lot or quite a lot of people would change their behaviour in this way.

What people are now doing

Respondents were then asked about their own behaviour in relation to eight of the nine specific behaviour changes discussed above. For each of these behaviours, people were asked to say which of the following answers applied to them:

I don't really want to do this

I haven't really thought about doing this

I've thought about doing this but probably won't

I'm thinking about doing this

I'm already doing this but I probably won't manage to keep it up[5]

I'm already doing this and intend to keep it up

I've tried doing this but I've given up

For each activity, some people said it was not applicable to them and this was particularly marked for the activities related to using a car or taking flights. These people have been excluded from the analyses of this question in the tables which follow.

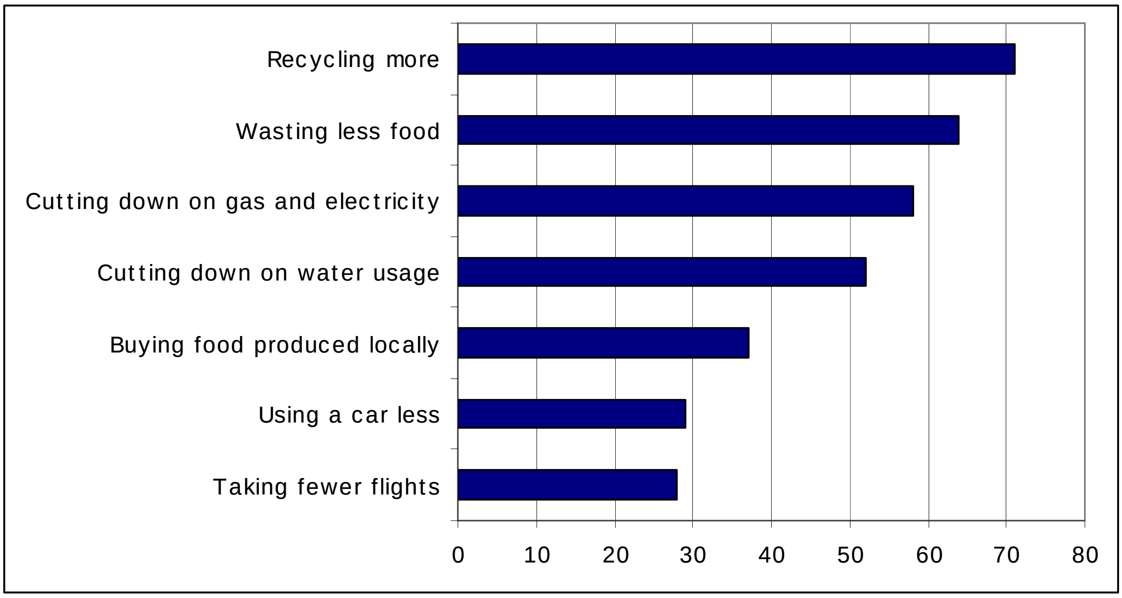
[5] For 'Use a more fuel efficient car' the last three answer categories were replaced with *'I've already done this'*.

Table 2.3: Current stage of behaviour change

	Recycling more rather than throwing things away	Wasting less food	Cutting down on the use of gas and electricity at home	Cutting down on water usage at home	Buying food produced locally rather than food produced abroad	Using a car less	Taking fewer flights
I'm already doing this and intend to keep it up	71	64	58	52	37	29	28
I'm thinking about doing this	12	12	14	14	19	13	8
I'm already doing this, but I probably wont manage to keep it up	6	8	8	6	7	6	3
I've tried doing this but I've given up	1	2	1	1	2	2	1
I haven't really thought about doing this	4	6	9	13	20	13	18
I've thought about doing this, but probably wont do it	4	4	6	7	9	13	8
I don't really want to do this	1	3	5	6	5	24	31
	1	1	*	*	2	2	4

Don't know							
Base: All respondents (excluding not applicable)	*3,600*	*3,522*	*3,592*	*3,594*	*3,539*	*2,856*	*2,425*

Chart 2.1: Proportions of respondents already doing activity and intending to keep it up



Base: All excluding not applicable (variable 2,425 – 3,600)

The most common behaviour change was recycling more, with seven in ten people claiming they were already recycling more and intended to continue doing so, and hardly anyone saying they did not want to do it.

'Wasting less food', and 'Cutting down on the use of electricity and gas at home' were claimed as current and continuing behaviours by around six in ten, and 'cutting down on water usage at home' by just over half. Only 36 per cent said they bought 'food produced locally rather than food produced abroad', and this behaviour had the highest proportion of people who hadn't really thought about doing it.

For all these activities, the people most likely to say they were already doing it and intended to continue were those aged 65+ and, to a lesser extent, those living in rural areas, or in higher social grades (AB) (Table 2.4)

Table 2.4: Proportions of respondents already doing activity and intending to keep it up

	Total	Age 65+	Area live Rural	Social grade AB
Recycling more rather than throwing things away	71	85	78	80
Wasting less food	64	79	71	71
Cutting down on the use of gas and electricity at home	58	67	64	61
Cutting down on water usage at home	52	67	57	56
Base: All respondents (excluding not applicable)	*3,522*	*665*	*665*	*807*

About a fifth of people said using a car less, and about a third said taking fewer flights did not apply to them – the proportions of people who claimed they had no access to a car or did not fly at all in the last year suggest these proportions are reasonable. When they are excluded from the analysis, 27 per cent of people (20 per cent of all respondents) said they were already using a more fuel-efficient car, and a similar number were thinking about doing so. The behaviours to which people were most resistant were ‘Using a car less’ and ‘Taking fewer flights’. In both cases, although around a quarter of people to whom this change was relevant (one in five of *all* respondents) were already doing it, as many said they didn’t really want to make this change. This is in spite of the fact that around half those interviewed felt these changes would have a major impact on climate change if most people made them. Although those who thought each behaviour change *would* have a major impact were slightly more likely than average to be committed to the behaviour, in most cases the differences are fairly small (Table 2.5).

People aged 65+, on low incomes or in lower social grades (DE), were much more likely than others to say these behaviour changes were not applicable to them. When these people are excluded from the analysis, there are no marked demographic differences in relation to these behaviours.

Table 2.5: Proportions of respondents already doing activity and intending to keep it up

	Total	**Only those who think change would have a major impact**
Recycling more rather than throwing things away	71	73
Wasting less food	64	71
Cutting down on the use of gas and electricity at home	58	64
Cutting down on water usage at home	52	61
Buying food produced locally rather than food produced abroad	37	51
Using a car less	29	31
Taking fewer flights	28	34
Base: variable	2,425 – 3,600	1,043 – 2,025

In the 2001 survey respondents were asked if they had cut down on the amount of gas or electricity their household uses, and if they had cut down on their use of water. This question is not directly comparable with the 2007 survey, but 40 per cent of respondents said they regularly cut down their energy use and 29 per cent said they regularly cut down their water use.

As a summary measure, respondents were also asked to say which of five statements best described their current lifestyle. The answers given are shown in Table 2.6, which also shows the differences by age.

Table 2.6: Self-rated 'greenness' of current behaviour

		Age					News-paper reads	Social Grade
	Total	**16-29**	**30-40**	**41-50**	**51-64**	**65+**	**Broad-sheet**	**AB**
I'm environmentally friendly in everything I do	2	1	1	2	2	5	2	2
I'm environmentally friendly in most things	17	8	11	15	22	31	19	16
I do quite a few things that are environmentally friendly	41	35	43	42	45	41	51	51
I do one or two things that are environmentally friendly	33	44	40	34	25	20	26	29
I don't really do anything that is environmentally friendly	6	11	5	6	5	3	3	3
Don't know	1	1	1	*	1	*	0	*
Base: All respondents	*3,618*	*784*	*746*	*635*	*749*	*690*	*647*	*825*

The largest group of people – around four in ten – said *they 'do quite a few things that are environmentally friendly',* and a further 33 per cent say they *'do one or two things'*. One in five claim to be environmentally friendly in 'most things' or 'everything' they do, and only six per cent admit *'I don't really do anything that is environmentally friendly'* .

There are quite substantial differences by age with the 16-29 age group being most likely to admit to doing nothing, or just one or two things, and older people, particularly those aged 65+, being much more likely to claim they are environmentally friendly in most things or everything they do. There were no gender differences, but there were some differences by social grade, with higher social grades (AB) being slightly more likely to say they did at least 'quite a few things' that were environmentally friendly. This is consistent with the analyses related to specific activities, which identified the same groups as being above average in their commitment to environmentally friendly behaviour.

How do respondents' overall self-assessments of their own lifestyles compare with their stated behaviour? Further analysis was conducted to see to what extent the two measures corresponded.

In all cases, the people who claimed they were environmentally friendly in most things or in everything they did were also the most likely to say they were committed to specific types of behaviour in their current lifestyle (Table 2.7).

Table 2.7: Proportions of respondents already doing activity and intending to keep it up

		'Greenness' of current behaviour		
	Total	**I do nothing/ one or two things that are environ-mentally friendly**	**I do quite a few things that are environ-mentally friendly**	**I'm environ-mentally friendly in most things/ everything I do**
Using a car less	29	20	31	44
Taking fewer flights	29	22	29	43
Cutting down on the use of gas and electricity at home	58	42	65	75
Cutting down on water usage at home	52	36	58	74
Recycling more rather than throwing things away	71	52	82	87
Wasting less food	65	51	71	81
Buying food produced locally rather than food produced abroad	37	23	41	59
Base: Variable	2,340	898 – 1,395	988 – 1,479	435 - 691

	- 3,583		

Satisfaction with current lifestyle in relation to the environment

Respondents were also asked how they felt about their current lifestyle and the environment, by selecting one of the following answer categories:

I'm happy with what I do at the moment

I'd like to do a bit more to help the environment

I'd like to do a lot more to help the environment

Almost half said they were happy with what they were currently doing, and just over four in ten said they would like to do a bit more. Only a small minority – less than one in ten - wanted to do a lot more.

Those most likely to say they wanted to do more to help the environment were those in higher social grades (AB). Women aged 30-50 were also more likely than average to want to do more (Table 2.8).

Table 2.8: Satisfaction with current level of 'greenness'

		Social Grade	Age within Sex
	Total	**AB**	**Women 30-50**
I'm happy with what I do at the moment	47	38	35
I'd like to do a bit more to help the environment	43	50	50
I'd like to do a lot more to help the environment	9	12	11
Don't know	1	*	1
Base: All respondents	*3,618*	*825*	*782*

It might be hypothesised that those who were most likely to be happy with what they were doing to help the environment were people who were already doing a lot, and to a certain extent this is indeed the case - three quarters of those who say they already do a lot are happy with what they do, compared with an average of less than half. Those who already do a lot are also above average in the proportion saying they want to do ‘a lot more’. However, six out of ten people who admit they don’t really do anything to help the environment are also happy with what they do. And those most likely to say they want to do more to help are those already doing at least a few things (Table 2.9).

Table 2.9: Satisfaction with current level of 'greenness' by current level of 'greenness'

		'Greenness' of current behaviour		
	Total	**I do nothing/ one or two things that are environ-mentally friendly**	**I do quite a few things that are environ-mentally friendly**	**I'm environ-mentally friendly in most things/ everything I do**
I'm happy with what I do at the moment	47	46	43	57
I'd like to do a bit more to help the environment	43	47	47	29
I'd like to do a lot more to help the environment	9	7	10	14
Don't know	1	1	*	*
Base: All respondents	*3,618*	*1,409*	*1,489*	*696*

Travel behaviour and attitudes

This chapter focuses on people's attitudes and behaviours in relation to travel and transport.

Attitudes to travel and transport

Respondents were presented with 13 attitudinal statements related to this topic, and were asked to indicate how strongly they agreed or disagreed with each one, using a five point scale.

Stress of car travel

Four per cent of respondents said the statement '*I find travelling by car can be stressful sometimes*' did not apply to them – most of the people who said this never travel by car as a driver and some never travel by car as a passenger either. These people have been removed from the analysis of this statement.

Six in ten people agreed with this statement, compared to 26 per cent who disagreed. Responses differed slightly with age: those aged 16 to 29 and those aged 65 or over were less likely to agree, while 51 to 64 year olds were particularly likely to agree. People who did not own a car were less likely to agree with this statement.

Table 3.1: Agreement with statement 'I find travelling by car can be stressful sometimes'

		Age					
	Total	**16-29**	**30-40**	**41-50**	**51-64**	**65+**	**No car**
Strongly agree	22	19	22	25	23	21	22
Tend to agree	38	33	38	42	42	36	27
Neither agree nor disagree	14	19	18	13	11	10	18
Tend to disagree	16	19	16	13	13	18	20
Strongly disagree	10	10	6	7	10	14	14
Base: All except those who answered 'not	*3,440*	*733*	*720*	*616*	*726*	*645*	*625*

applicable'

Desire to reduce car use

Seventeen per cent of respondents said the statement '*I would like to reduce my car use but there are no practical alternatives*' did not apply to them. Most of these were people who never drive (although most of them do use a car as a passenger sometimes). These people have been excluded from the analysis of this statement.

Over half of people agreed with this statement, twice as many as those who disagreed. Agreement was lower amongst 16 to 29 year olds (44 per cent). People who lived in rural areas were much more likely to agree with this statement (66 per cent).

Table 3.2: Agreement with statement 'I would like to reduce my car use but there are no practical alternatives'

		Age				Area	
	Total	**16-29**	**30-40**	**41-64**	**65+**	**Town/ city**	**Rural**
Strongly agree	24	17	24	27	26	22	32
Tend to agree	30	26	32	32	27	29	34
Neither agree nor disagree	21	27	22	18	17	22	16
Tend to disagree	15	20	13	13	17	17	10
Strongly disagree	10	9	9	9	13	10	8
Base: All except those who answered 'not applicable'	*2,990*	*607*	*643*	*1,195*	*533*	*2,359*	*594*

Considering alternatives to car use

Thirteen per cent of respondents said the statement '*When I get ready to go out, I usually don't think about how I am going to travel, I just get in the car*' did not apply to them and again, most of these people never drove a car. They have been excluded from the analysis of this statement.

Half of respondents agreed with this statement, and a little over a third disagreed (15 per cent strongly disagreed). Agreement was much higher amongst respondents who lived in rural areas.

Table 3.3: Agreement with statement 'When I get ready to go out, I usually don't think about how I am going to travel, I just get in the car'

		Area	
	Total	**Town/ city**	**Rural**
Strongly agree	21	21	24
Tend to agree	29	26	38
Neither agree nor disagree	14	14	12
Tend to disagree	22	23	17
Strongly disagree	15	16	10
Base: All except those who answered 'not applicable'	*3,139*	*2,474*	*625*

Feelings about how easy it would be to reduce car use

Overall, 18 per cent of respondents said the statement '*It would be easy for me to reduce my car use*', was not applicable. Most of these people never drove a car and did not have a car in their household, and hence the statement was genuinely not applicable to them. However, a few people who were frequent drivers also said the statement was not applicable. In both instances, they have had to be excluded from this analysis.

Three in ten people said it would be easy for them to reduce their car use, and one in ten *strongly* agreed. However more people disagreed with this statement (55 per cent). Disagreement was high amongst people who lived in rural areas – two thirds of these people did not think it would be easy for them to reduce their car use.

The exclusion of the small number of frequent drivers who answered "not applicable", may mean the extent of disagreement with the statement is slightly underestimated. This is because if they were answering "not applicable" despite driving regularly, it may mean they thought it was impossible to reduce their car use and they should answer in this way rather than disagreeing with the statement.

Table 3.4: Agreement with statement ‘It would be easy for me to reduce my car use’

		Area	
	Total	**Town/ city**	**Rural**
Strongly agree	9	11	4
Tend to agree	20	21	14
Neither agree nor disagree	16	17	14
Tend to disagree	29	28	34
Strongly disagree	25	23	33
Base: All except those who answered ‘not applicable’	*2,967*	*2,334*	*595*

Enjoyment of travelling by car

Two thirds of people agreed that they liked travelling by car, including over a quarter who *strongly* agreed. Only one in ten disagreed with the statement '*I like travelling in a car as a driver or passenger*'. People aged 65 or over and people aged 16 to 29 were more likely than other age groups to agree with this statement.

Table 3.5: Agreement with statement 'I like travelling in a car as a driver or passenger'

		Age				
	Total	**16-29**	**30-40**	**41-50**	**51-64**	**65+**
Strongly agree	28	27	24	24	29	35
Tend to agree	39	43	41	37	38	38
Neither agree nor disagree	19	20	21	21	18	13
Tend to disagree	7	5	7	10	8	8
Strongly disagree	3	3	3	4	3	3
Base: All respondents	*3,618*	*784*	*746*	*635*	*749*	*690*

Agreement with building more roads to relieve congestion

There was a fairly even split of opinion over the statement '*It is important to build more roads to reduce congestion*' with 39 per cent of respondents agreeing, and 37 per cent disagreeing. Men aged 16 to 29, and men aged 65 or over were more likely to agree with this statement.

Those with higher household incomes and higher social grades were less likely to agree with this statement.

Perhaps surprisingly, people without a car were more likely to agree with this statement than those who had a least one car: 43 per cent of non car owners agreed compared with 37 per cent of car owners.

In the 2001 survey opinion was similarly split over the statement '*It is important to build new roads to relieve traffic congestion even if some countryside is lost*' with 43 per cent of respondents agreeing and 44 per cent disagreeing.

Table 3.6: Agreement with statement ‘It is important to build more roads to reduce congestion’

		Age and sex		Household income		Social grade	
	Total	**Men 16-29**	**Men 65+**	**Less than £40,000**	**£40,000 +**	**ABC1**	**C2DE**
Strongly agree	17	19	22	17	14	13	21
Tend to agree	22	26	25	22	21	20	23
Neither agree nor disagree	23	25	15	24	21	23	22
Tend to disagree	22	18	19	20	27	25	18
Strongly disagree	15	11	16	15	16	17	14
Base: All respondents	*3,618*	*399*	*343*	*2,096*	*703*	*1,761*	*1,857*

Feelings about whether people should be allowed to use their cars as much as they want

Around half of respondents disagreed with the statement ‘*People should be allowed to use their cars as much as they like, even if it causes damage to the environment*’ while two in ten agreed.

Looking at age and gender, men aged 65 or over were most likely to agree with the statement, and women aged 30 to 40 were least likely. People with higher social grades (AB) were more likely to have *strongly* disagreed with this statement.

Table 3.7: Agreement with statement ‘People should be allowed to use their cars as much as they like, even if it causes damage to the environment’

		Age and sex		Social grade
	Total	**Men 65+**	**Women 30-40**	**AB**
Strongly agree	8	11	3	5
Tend to agree	12	16	11	13
Neither agree nor disagree	25	22	28	31
Tend to disagree	30	22	33	32
Strongly disagree	23	25	23	27

Base: All respondents	*3,618*	*343*	*433*	*825*

Feelings toward car users paying higher taxes

A quarter of respondents agreed that '*For the sake of the environment, car users should pay higher taxes*' although only eight per cent *strongly* agreed. A greater proportion disagreed, with over a quarter *strongly* disagreeing.

As might be expected, those who did not own a car were more likely than car owners to agree with this statement, however only a little over a third of non car users thought car users should pay higher taxes. Other groups that were more likely to agree with this statement were those in higher social grades (AB).

Table 3.8: Agreement with statement 'For the sake of the environment, car users should pay higher taxes'

		Whether own a car		Social grade
	Total	**Yes**	**No**	**AB**
Strongly agree	8	6	16	9
Tend to agree	17	16	19	24
Neither agree nor disagree	18	18	21	16
Tend to disagree	25	27	19	24
Strongly disagree	28	31	17	24
Base: All respondents	*3,618*	*2,869*	*749*	*825*

Convenience of car travel

The statement '*Driving my car is too convenient to give up for the sake of the environment*' was considered not applicable by 20 per cent of respondents (mostly non drivers). These people have been excluded from the analysis of this statement.

Opinion was split over this statement, with 38 per cent of respondents agreeing, and the same proportion disagreeing. Men were a little more likely than women to agree that driving was too convenient to give up (40 per cent compared with 36 per cent), and older people were more likely than younger people to agree with this statement. People who lived in rural areas and in towns or small cities were a little more likely to agree than people who lived in big cities: 41 per cent of those living in rural areas and 39 per cent of those living in a town or small city agreed compared with 35 per cent of those who lived in big cities. Those who drove a car three times a week or more were also more likely to agree with this statement.

Table 3.9: Agreement with statement ‘Driving my car is too convenient to give up for the sake of the environment’

		Age				Frequency of car use
	Total	**16-40**	**41-50**	**51-64**	**65+**	**3+ times a week**
Strongly agree	12	10	11	13	20	15
Tend to agree	26	22	25	31	28	29
Neither agree nor disagree	24	27	26	21	20	24
Tend to disagree	24	27	24	23	20	24
Strongly disagree	13	14	13	12	13	9
Base: All except those who answered ‘not applicable’	*2,883*	*1201*	*539*	*623*	*509*	*1,926*

Feelings toward bus travel

Nearly half of people agreed ‘*I would only travel by bus if I had no other choice*’ and two in ten *strongly* agreed. Just over a third disagreed with this statement. Men were more likely than women to agree that getting the bus is a last resort, and those in lower social grades were also more likely to agree with this statement.

Table 3.10: Agreement with statement ‘I would only travel by bus if I had no other choice’

		Sex		Social grade			
	Total	**Men**	**Women**	**AB**	**C1**	**C2**	**DE**
Strongly agree	21	23	19	15	19	23	25
Tend to agree	26	26	25	24	26	29	24
Neither agree nor disagree	14	13	14	14	13	13	15
Tend to disagree	20	19	20	25	22	18	15
Strongly disagree	17	15	19	19	18	14	17
Base: All respondents	*3,618*	*1,716*	*1,902*	*825*	*936*	*780*	*1,077*

Nearly three quarters of respondents disagreed with the statement '*Travelling by bus is mainly for people who can't afford any better*' and a little under half *strongly* disagreed. Only 12 per cent of respondents agreed with this statement, although people aged 65 or over were more likely to agree.

Those with low household incomes and lower social grades (DE) were more likely to agree with this statement, as were people who used a bus at least three times a week.

Table 3.11: Agreement with statement 'Travelling by bus is mainly for people who can't afford any better'

		Age	Income	Social grade	Frequency of bus use
	Total	**65+**	**Less than £20,000**	**DE**	**3+ times a week**
Strongly agree	5	9	7	7	8
Tend to agree	7	10	9	10	8
Neither agree nor disagree	12	13	12	13	12
Tend to disagree	28	26	27	24	22
Strongly disagree	44	37	41	39	46
Base: All respondents	*3,618*	*690*	*1,190*	*1,077*	*608*

Whether people who fly should pay for its environmental damage

There were large numbers of people agreeing and disagreeing with the statement '*People who fly should bear the cost of the environmental damage that air travel causes*' although a higher proportion agreed (42 per cent) than disagreed (30 per cent).

As with many of these statements, people with higher social grades were more likely to agree.

Table 3.12: Agreement with statement 'People who fly should bear the cost of the environmental damage that air travel causes'

	Social grade

	Total	AB
Strongly agree	15	17
Tend to agree	27	35
Neither agree nor disagree	24	20
Tend to disagree	17	16
Strongly disagree	13	10
Base: All respondents	*3,618*	*825*

Feeling guilty about taking short haul flights

Three in ten respondents said the statement '*These days I feel guilty taking short haul flights*' did not apply to them – most of this group had not flown at all (for non-business purposes) in the last year and almost none of them had flown within the UK. These people have been excluded from the analysis of this statement, and the types of flights people take are explored later in this chapter.

Although 59 per cent of respondents said they sometimes felt guilty about doing things that harm the environment, only 18 per cent of respondents agreed that they felt guilty about taking short haul flights, while 55 per cent disagreed. People aged 65 or over were more likely to disagree (65 per cent), and broadsheet newspaper readers were more likely to agree (27 per cent).

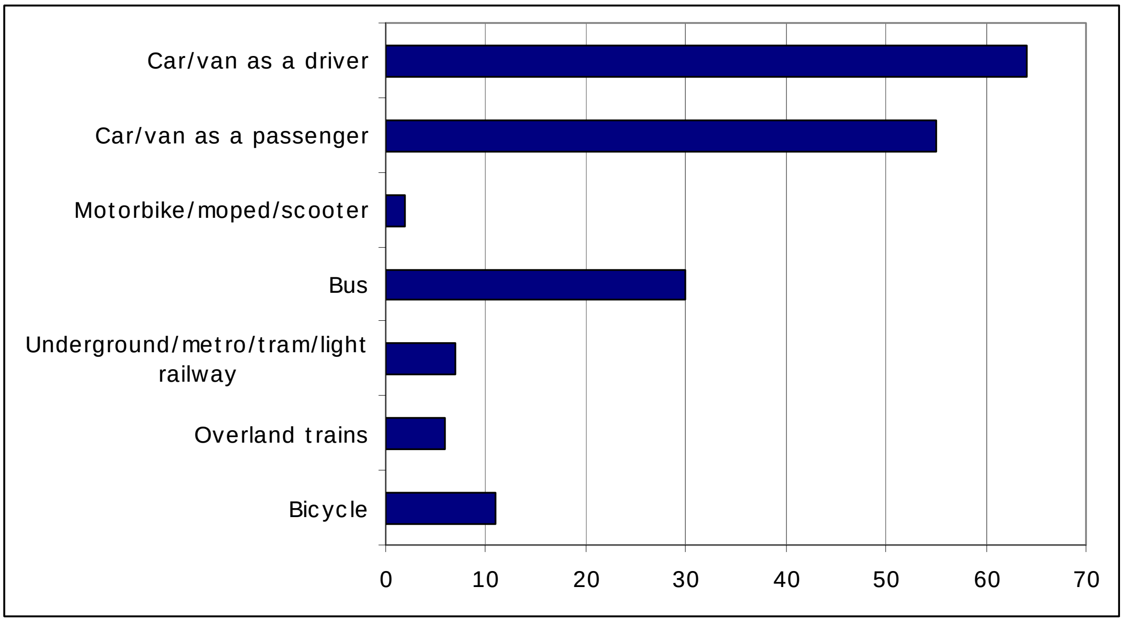
Table 3.13: Agreement with statement 'These days I feel guilty taking short haul flights'

		Age	Newspaper reads
	Total	**65+**	**Broadsheet**
Strongly agree	6	4	11
Tend to agree	11	12	17
Neither agree nor disagree	28	20	23
Tend to disagree	28	29	30
Strongly disagree	27	35	20
Base: All except those who answered 'not applicable'	*2,464*	*401*	*514*

Modes of transport

All respondents were asked how often they used various modes of transport, and the answers they gave are presented in this section along with ‘dependency’ measures for cars and public transport. Chart 3.1 shows the proportion of respondents who said they used each of the modes of transport at least once a week.

Chart 3.1: Proportions of respondents who use modes of transport at least once a week



Base: All respondents (3,618)

Car use

Nearly two thirds of people said they drove a car at least one day a week, including 37 per cent who used a car practically every day. A third of people said they never used a car as a driver.

Men drove more often than women, and people aged 30 to 64 drove more often than those aged 65 or over. People aged 16 to 29 drove a car least often (51 per cent never did so), the youngest people in this age group would, of course, not be allowed to drive a car, being under 17, but the figures change very little if 16 year olds and even 17 year olds are excluded (46 per cent of 18 to 29 year olds never drove a car). People who were in full time work tended to drive a car six or seven days a week (56 per cent), and people who lived in rural areas drove more often than people who lived in big cities.

People with household incomes of less than £20,000 and lower social grades (DE) drove less often than those with higher incomes and higher social grades, although this difference is greatly reduced if analysis is limited to car owners only as people with low incomes and low social grades are less likely to own a car (as shown in section 3.3).

Table 3.14: Frequency of driving a car or van

		Gender		Age			Work status	Area	
	Total	**Men**	**Women**	**16-29**	**30- 64**	**65+**	**Full time work**	**Big city**	**Rural**
6-7 days a week	37	44	31	28	45	25	56	32	44
3-5 days a week	17	17	17	9	18	25	14	15	22
1-2 days a week	9	10	9	7	9	12	9	10	11
Once a fortnight	1	1	1	1	1	1	1	1	1
Once a month	1	*	1	1	1	1	1	1	*
Less often	2	2	2	3	2	1	2	3	1
Never	32	25	39	51	24	36	18	38	21
Base: All respondents	*3,618*	*1,716*	*1,902*	*784*	*2,130*	*690*	*1,340*	*1,283*	*683*

There was more variety of responses to how often respondents used a car or van as a passenger. Only eight per cent of people did this six or seven days a week, but 55 per cent used a car as a passenger at least once a week, 15 per cent never rode in a car as a passenger.

Two thirds of women rode in a car as a passenger at least once a week, and people aged 16 to 29 were also more likely to use a car as a passenger.

Table 3.15: Frequency of using a car or van as a passenger

		Gender		Age	
	Total	**Men**	**Women**	**16-29**	**30+**
6-7 days a week	8	7	10	16	6
3-5 days a week	15	11	19	22	13
1-2 days a week	32	26	37	30	32
Once a fortnight	9	10	8	6	9
Once a month	7	8	6	7	7
Several times a year	8	10	6	4	9
Once a year	1	2	1	1	1

Less often	5	7	4	4	6
Never	15	20	10	10	16
Base: All respondents	*3,618*	*1,716*	*1,902*	*784*	*2,820*

Motorcycle use

Using a motorcycle, moped or scooter was much less common: 95 per cent of people never did this, increasing to 97 per cent amongst women, and 99 per cent amongst people aged 65 or over. However, one per cent of respondents used a motorcycle, moped or scooter six or seven days a week, one per cent did this three to five days a week, and one per cent did this one or two days a week.

Bicycle use

Eleven per cent of people used a bicycle to travel at least one day a week, 18 per cent did so less often than that, and 71 per cent of people never travelled by bicycle.

Women used bicycles less often than men, and people aged 65 or over were much less likely to use a bicycle (88 per cent never did so). People with household incomes of £40,000 or more, and people in higher social grades (AB) used a bicycle more frequently, while bicycle use was less common amongst those with household incomes of less than £20,000, and those in lower social grades (DE).

Table 3.16: Frequency of using a bicycle

				Household income		Social grade	
	Total	**Men**	**Women**	**Less than £20,000**	**£40,000 +**	**AB**	**DE**
6-7 days a week	3	4	2	2	3	3	3
3-5 days a week	3	5	2	3	5	4	3
1-2 days a week	5	7	4	3	8	8	3
Once a fortnight	2	3	2	1	4	3	2
Once a month	3	4	3	2	4	4	2
Several times a year	6	6	6	3	11	10	3
Once a year	2	2	2	1	3	3	1

Less often	4	4	3	3	5	4	3
Never	71	64	77	80	57	60	80
Base: All respondents	*3,618*	*1,716*	*1,902*	*1,190*	*703*	*825*	*1,077*

Bus use

Around a third (35 per cent) of respondents said they never used a bus, 30 per cent used a bus at least one day a week including six per cent who used a bus practically every day. People aged 16 to 29 were more frequent bus users: 44 per cent used a bus at least once a week. People who lived in big cities also used buses more frequently: 42 per cent used one at least once a week, while 46 per cent of people who lived in rural areas never used a bus. Two thirds of people who did not own a car used a bus at least once a week and (related to this) people with household incomes of less than £20,000 and people in lower social grades (DE) also used buses more frequently. However, if the analysis is restricted to car owners only, then people with lower incomes and lower social grades were no more likely than average to use buses.

Table 3.17: Frequency of using a bus

		Age	Area	Whether own a car
	Total	**16-29**	**Big city**	**No car**
6-7 days a week	6	12	10	20
3-5 days a week	10	16	15	24
1-2 days a week	13	16	17	24
Once a fortnight	5	7	6	6
Once a month	7	8	7	6
Several times a year	12	9	11	5
Once a year	5	4	4	*
Less often	6	4	5	2
Never	35	25	26	12
Base: All respondents	*3,618*	*784*	*1,283*	*749*

Underground, metro, tram or light railway use

Only seven per cent of respondents used an underground, metro, tram or light railway at least once a week, but this proportion increased to 15 per cent in big cities, and 33 per cent in London. Just over half of respondents said they never used an underground, metro, tram or light railway, and people aged 65 or over were more likely to say this (69 per cent).

People with household incomes of £60,000 or more, and those in higher social grades (AB) were more likely to use these methods of transport at least sometimes, although both these groups had fairly high proportions saying they did so ‘several times a year’ rather than more regularly.

Table 3.18: Frequency of using an underground, metro, tram or light railway

		Age	Area	Region	Household income	Social grade
	Total	**65+**	**Big city**	**London**	**£60,000 +**	**AB**
6-7 days a week	1	*	3	7	2	2
3-5 days a week	3	1	5	13	6	4
1-2 days a week	3	2	7	14	7	5
Once a fortnight	3	2	5	9	7	6
Once a month	6	4	9	15	9	8
Several times a year	14	9	12	12	28	24
Once a year	8	5	4	2	6	10
Less often	9	8	8	8	8	9
Never	54	69	47	20	26	33
Base: All respondents	*3,618*	*690*	*1,283*	*553*	*297*	*825*

Over-land train use

Few respondents used over-land trains on a weekly basis (six per cent), but many respondents (41 per cent) used over-land trains between once a year and once a month.

People aged 16 to 29 tended to use trains more regularly (15 per cent used them at least once a fortnight), while people aged 65 or more were least likely to use over-land trains (53 per cent never did).

Respondents with higher incomes and those in higher social grades were more likely to use over-land trains than those with lower incomes and in lower social grades.

Table 3.19: Frequency of using over-land trains

		Age		Household income		Social grade	
	Total	**16-29**	**65+**	**Less than £20,000**	**£40,000 +**	**ABC 1**	**C2D E**
6-7 days a week	1	2	*	*	2	1	0
3-5 days a week	2	2	1	1	4	3	1
1-2 days a week	3	5	1	2	4	4	2
Once a fortnight	3	6	2	2	6	5	2
Once a month	7	9	3	4	11	9	5
Several times a year	21	21	14	16	28	25	16
Once a year	13	10	14	15	12	15	12
Less often	12	10	11	12	9	10	13
Never	39	34	53	48	24	28	49
Base: All respondents	*3,618*	*784*	*690*	*1,190*	*703*	*1,761*	*1,857*

Travel 'dependency' measures

A type of car dependency measure can be calculated from responses to the frequency of use of different modes of transport question. The measure used in this report is adapted from Stradling and Anable's 'car use in the modal mix'[6] measure developed for the Scottish Executive.

Scores were assigned for each mode of transport based on the number of days per year each respondent used that mode of transport, so a respondent who used a car as a driver three to five days a week would receive a score of 208 for using a car as a driver, and a respondent who used a car as a driver once a month would receive a score of 12. Scores for each mode of transport were then added to create a total travel score. The dependency measure for each mode of transport could then be calculated by dividing the score for that mode by the total travel score. So the 'dependency' measure for each mode of

[6] Stradling and Anable's report for the Scottish Executive is published on the Scottish Government website: http://www.scotland.gov.uk/Publications/2005/08/0193550/35513

transport is actually a measure of the use of that mode as a proportion of total travel. The higher the proportion, the more dependent people are on that form of transport.

Overall, car use (either as a driver or passenger) made up 71 per cent of all travel, public transport (buses, over-land trains and underground, trams etc) made up 23 per cent, and cycling made up five per cent. These figures demonstrate that England is a fairly car dependent society.

Car dependency was lower amongst: 16-29 year olds; people who lived alone; people living in big cities; and lower social grades (DE). Public transport dependency was correspondingly higher amongst these groups.

Car dependency was higher amongst: people who lived in rural areas; people with higher and middle social grades (AB, C1, C2). Public transport dependency was correspondingly lower amongst these groups.

Cycling dependency was higher amongst men and young people, and particularly young men (11 per cent amongst men aged 16 to 29). Cycling dependency was also higher amongst people with household incomes of £60,000 or more (seven per cent), and amongst broadsheet newspaper readers (seven per cent).

Table 3.20: Travel dependency measures (car use, public transport use and cycling use as a proportion of total travel)

	Cars	**Public transport**	**Cycling**	*Base*
Total	71	23	5	*3,618*
Men	71	20	7	*1,716*
Women	71	25	3	*1,902*
16-29	60	32	7	*784*
30-40	74	20	5	*746*
41-50	75	18	5	*635*
51-64	76	20	4	*749*
65+	74	23	2	*690*
Live alone	64	29	4	*597*

Live in big city	62	32	5	*1,283*
Live in rural area	81	13	5	*683*
Social grade AB	76	17	6	*825*
Social grade C1	74	20	5	*936*
Social grade C2	75	20	4	*780*
Social grade DE	62	31	5	*1,077*

Car ownership

Two in ten people did not have a car available in their household that they could use as a driver or passenger, a little under half had one car, nearly three in ten had two cars, and the remainder (eight per cent) had three or more cars. On average there were 1.3 cars per household.

There were differences in the number of cars people had access to by age: people aged 65 or over were most likely to have one car, but quite a high proportion of this group had access to no car (28 per cent); 18 to 29 year olds were also a little more likely to have access to no car; and those aged 41 to 64 had more cars on average.

People who lived in rural areas had more cars: 36 per cent had two cars and 12 per cent had three or more cars in their household. Respondents with higher incomes and higher social grades also tended to have more cars.

Table 3.21: Number of cars available in household to use as a driver or passenger

				Age		
	Total	**18-29**	**30-40**	**41-50**	**51-64**	**65+**
0	21	27	17	16	17	28
1	44	37	48	39	39	58
2	28	24	31	34	35	12
3	6	8	3	10	7	2
4	2	4	1	1	2	*
5-10	1	1	*	*	*	0
Mean	1.26	1.30	1.24	1.41	1.41	0.90

number of cars						
Base: All respondents	*3,618*	*691*	*746*	*635*	*749*	*690*

		Household income			Social grade		Area
	Total	**Less than £20,000**	**£20,000 - £39,999**	**£40,000 +**	**AB**	**DE**	**Rural**
0	21	37	10	6	7	43	11
1	44	49	46	29	42	43	40
2	28	11	34	49	39	12	36
3	6	2	8	10	10	2	9
4	2	*	1	5	2	*	2
5-10	1	*	*	1	1	*	1
Mean number of cars	1.26	0.81	1.44	1.84	1.62	0.75	1.55
Base: All respondents	*3,618*	*1,190*	*906*	*703*	*825*	*1,077*	*683*

Car engine sizes and types

Respondents were asked about the size and the type of engine each of their cars had. These data has been collated so that it can be looked at by car as well as by respondent.

Half of cars (52 per cent) had medium engines (between 1,401 cc and 2,000 cc), and a third (32 per cent) had small engines (up to 1,400 cc). Cars with large engines (2,001 cc or more) were less common (16 per cent).

Nearly three quarters (73 per cent) of cars had petrol engines, and most of the remainder (27 per cent) had diesel engines. Twelve out of 4,530 cars (less than one per cent) had a hybrid engines, and no cars owned by respondents in this survey had an electric engine.

Looking at the data by respondent, 63 per cent of respondents who owned a car had a car with a medium engine, 43 per cent had one with a small engine and

21 per cent had a car with a large engine. People who lived in rural areas, and those with higher incomes and higher social grades were more likely to have cars with medium and large engines (table 3.22).

Eighty-three per cent of car owners had a petrol car and 35 per cent had a diesel car, less than one per cent owned a hybrid car. There were no significant differences in engine type when looking at demographic groups.

Table 3.22: Engine sizes of cars

		Area live		Household income		Social grade	
	Total	**Big city**	**Rural**	**Less than £20,000**	**£60,000+**	**AB**	**DE**
Small (up to 1,400 cc)	43	42	40	43	39	41	43
Medium (1,401 cc to 2,000 cc)	63	59	69	54	71	70	53
Large (2001 cc +)	21	19	29	14	39	25	14
Base: All with at least one car in household	*2,869*	*925*	*606*	*754*	*282*	*771*	*619*

Local journeys

This section examines the modes of transport people used for getting to work, the place where they study, and the place where they do their main food and grocery shopping, as well as whether they drive their children to school.

Overall, for journeys of one mile or less (to work, study or shopping) 45 per cent of respondents drove (or were driven by someone within their household), six per cent took public transport and 46 per cent walked or cycled. For journeys of three miles or less 58 per cent drove, nine per cent took public transport and 28 per cent walked or cycled.

Getting to work

Two out of five respondents (40 per cent) lived within three miles of the place where they worked, and a further third (32 per cent) lived between four and ten miles from work. Only nine per cent of respondents lived more than 20 miles from their place of work.

Six out of ten respondents usually drove themselves to work. The next most common modes of transport for getting to work were walking (14 per cent) and taking a bus (nine per cent). As you would expect, the mode of transport used to get to work varied according to the distance travelled to work. Driving became more common as the distance increased, as did taking a train. Four in ten respondents who lived within three miles of where they worked got to work by walking or cycling, but very few walked or cycled greater distances.

Table 3.23: Mode of travel to work

		Distance travelled to work		
	Total	**0 – 3 miles**	**4 – 10 miles**	**11+ miles**
Drive	59	41	69	78
Get a lift with someone from household	4	6	4	3
Get a lift with someone outside household	3	3	4	3
Motorcycle/moped/scooter	1	0	2	0
Taxi/minicab	1	1	1	0
Bus	9	9	11	4
Train	3	0	3	9
Underground/Metro/Tram/Light railway	2	0	3	3
Cycle	4	7	2	0
Walk	14	33	1	0
Base: All who travel to work	*1,825*	*735*	*633*	*425*

People who travelled to work by car, taxi or motorcycle were asked if they had ever travelled to work by another method. Responses again varied by the distance travelled: 62 per cent who travelled up to three miles, 44 per cent who travelled four to ten miles, and 34 per cent who travelled 11 miles or more said they had travelled to work by a different method. The overall figure was 46 per cent.

Of those that had used a different method, 38 per cent had taken public transport, and 38 per cent had walked or cycled. Again, responses varied by the distance travelled to work as shown in table 3.24.

Table 3.24: Alternative mode of travel used last time travelled to work by an alternative method

		Distance travelled to work		
	Total	**0 – 3 miles**	**4 – 10 miles**	**11+ miles**
Drove	3	2	4	5
Got a lift with someone from household	6	4	9	6
Got a lift with someone outside household	7	2	7	15
Motorcycle/moped/scooter	3	3	5	2
Taxi/minicab	3	2	4	1
Bus	22	17	32	12
Train	13	2	9	43
Underground/Metro/Tram/Light railway	3	0	2	8
Cycled	13	15	16	4
Walked	25	52	11	0
Other answer	1	0	1	3
Base: All who have travelled to work by a different method	*543*	*213*	*212*	*115*

Getting to place of study

Only 174 respondents travelled to the place where they studied. Forty six per cent of these travelled three miles or less, 30 per cent travelled between four and ten miles, and the remaining 22 per cent travelled 11 miles or more.

The modes of transport again varied by the distance travelled, with walking being more common for journeys of less than three miles, driving being more common for journeys of four miles or more, the train for journeys of 11 miles or more, and the bus for journeys of four to ten miles. However, due to small base sizes these data are not very accurate.

Overall, 42 per cent of people who travelled to study took public transport (30 per cent took the bus), 24 per cent walked, six per cent cycled, and the rest (29 per cent) travelled by car.

Getting to food and grocery shopping outlets

Three quarters (74 per cent) of people lived within three miles of the place where they did their main food and grocery shopping, including 39 per cent who lived within one mile. A quarter (24 per cent) lived between four and ten miles of where they did their food shopping, and the remaining two per cent lived more than ten miles from where they shopped.

Again, the modes of transport people used to get to where they did their shopping varied by the distance they travelled. Driving was the most commonly used way of getting to the shops for all distances travelled, but particularly for longer distances. Amongst people who lived within a mile of where they did their shopping, walking was almost as common as driving. Where people used public transport to get to the shops, they almost universally used buses; only seven out of 3,471 people used trains, trams or the underground.

Table 3.25: Mode of travel to do food and grocery shopping

		Distance travelled to shop(s)		
	Total	**0 – 1 mile**	**2 – 3 miles**	**4+ miles**
Drive	59	43	65	75
Get a lift with someone from household	10	7	11	11
Get a lift with someone outside household	3	2	4	5
Taxi/minicab	2	1	3	1
Bus	8	6	10	7

Cycle	1	1	*	0
Walk	17	38	5	1
Other answers	1	1	1	1
Base: All who travel to shop	*3,471*	*1,340*	*1,213*	*902*

Whether children are driven to school/college

All respondents with children aged between 5 and 16 were asked whether their children usually went to school or college by car. A third of respondents said their children were driven to school, and two thirds said they were not. The age of the children made a difference here: 43 per cent of respondents whose youngest child was aged between five and ten said their children were driven to school, compared with 29 per cent of respondents whose youngest child was aged between 11 and 15. People who lived in rural areas were no more or less likely than those who lived in towns or cities to drive their children to school.

Those respondents whose children were driven to school were asked why. A quarter (25 per cent) said there were no practical alternatives, 29 per cent said it was combined with another journey (for example they drop their children off on the way to work), 27 per cent said it was the most convenient way and 21 per cent said it was the quickest way of getting their children to school. Some parents (16 per cent) did not feel it was safe for their children to go to school on their own, three per cent said it was too far, and two per cent mentioned the weather (for example they drove their children to school if it was raining).

Air Travel

Respondents were asked about their air travel for holidays, leisure or visiting friends and family. Air travel for work was not covered by this survey.

Number of flights in the last year

A little under half (45 per cent) of people had taken at least one flight in 2006, the rest had not flown at all in that year. People aged 65 or over were less likely to have flown (37 per cent had). Whether respondents had taken any flights was closely related to income : those with higher incomes were much more likely to have flown. Related to this, people within higher social grades were more likely to have taken at least one flight.

Table 3.26: Whether taken any flights in 2006

		Household income				Social grade			
	Total	**Less than £20,000**	**£20,000 to £39,999**	**£40,000 to £59,999**	**£60,000 +**	**AB**	**C1**	**C2**	**DE**
Yes	45	31	47	65	74	64	51	42	26
No	55	69	53	35	26	36	49	58	74
Base: All respondents	*3,618*	*1,190*	*906*	*406*	*297*	*825*	*936*	*780*	*1,077*

Flights within the UK

Only eight per cent of respondents had taken a flight within the UK in 2006, and this was 19 per cent of those who had flown at all in 2006. Respondents were asked about the number of flights they had taken (outbound and return flights and any transfers were included as one flight). Most of those who had flown within the UK had taken only one flight, while 14 respondents had taken six flights or more within the UK.

Between them, the 3,618 respondents had taken 689 flights within the UK, which equates to 0.2 flights per person.

Those who did take flights within the UK were asked why they flew rather than taking some other form of transport. The majority said flying was quicker (58 per cent), 28 per cent said it was cheaper and 27 per cent said it was the easiest or most convenient way to make their journey. For seven per cent of respondents there was no alternative to flying, and a further four per cent said the alternatives were unreliable or offered a poor service. Five per cent of respondents chose to fly because they liked flying.

Flights to Europe

A third (34 per cent) of respondents had taken at least one flight to Europe in 2006, which was 76 per cent of those who had flown at all. Again, of those who had flown to Europe, most had only taken one flight, but nine per cent of respondents had taken two flights and seven per cent had taken three flights or more. The average number of flights to Europe across all respondents was 0.7 flights per person.

Long-haul flights

Respondents were also asked how many flights they had taken to countries outside Europe. Eighteen per cent of all respondents had taken at least one long-haul flight in 2006; this was 40 per cent of respondents who had flown at all. Twelve per cent of respondents had taken only one long-haul flight, while five per cent had taken two flights or more. The average number of long-haul flights across all respondents was 0.3 flights per person.

Table 3.27: Number of flights taken in 2006

	Flights within UK	**Flights to Europe**	**Long-haul flights**
None	92	66	82
1	5	18	12
2	2	9	4
3 – 5	1	5	1
6 - 10	*	1	*
11 +	*	*	*
Base: All respondents	*3,618*	*3,618*	*3,618*

Note: One flight includes both the outbound and return journeys as well as any transfers.

Energy and water efficiency in the home

This chapter focuses on people's attitudes and behaviours in relation to the use of energy and water at home.

Attitudes to energy and water efficiency

Five attitudinal statements related to this topic were presented to respondents, who were asked to indicate how strongly they agreed or disagreed with each one, using a five point scale.

Amount of thought given to saving energy

More than six in ten people disagreed that they '*don't really give much thought to saving energy in their home*', although nearly a quarter agreed and eight per cent strongly agreed. Thinking about saving energy was more common amongst older respondents, people living in rural areas, and those in higher social grades (AB). People who were renting their homes, and pensioners who lived alone were less likely to say that they thought about saving energy.

Table 4.1: Agreement with statement 'I don't really give much thought to saving energy in my home'

			Age		Social grade	Area live
	Total	**16-29**	**30-40**	**41+**	**AB**	**Rural**
Strongly agree	8	8	6	9	5	8
Tend to agree	15	19	15	14	10	13
Neither agree nor disagree	13	17	14	11	10	12
Tend to disagree	34	34	38	32	40	35
Strongly disagree	28	20	25	32	35	30
Base: All respondents	*3,618*	*784*	*746*	*2,074*	*825*	*683*

Willingness to sacrifice home comforts

In line with the relatively high proportion of respondents who thought about saving energy at home, more people disagreed than agreed that they '*wouldn't* *sacrifice their home comforts to save energy'*. People in higher social grades (AB) showed more willingness to sacrifice their home comforts.

Table 4.2: Agreement with statement 'I wouldn't sacrifice my home comforts to save energy'

		Social grade	
	Total	**AB**	**DE**
Strongly agree	8	5	11
Tend to agree	18	19	17
Neither agree nor disagree	29	27	30
Tend to disagree	30	36	26
Strongly disagree	12	12	13
Base: All respondents	*3,618*	*825*	*1,077*

Ability to install insulation

As will be shown later in this chapter, most respondents did have at least some insulation in their homes.

Two in ten respondents said the statement '*I'd like to install things like insulation, but I can't afford it, even if it saves money in the long run*' did not apply to them, this may be because they felt their home was already fully insulated, because they were renting the property, or because they could afford to install insulation but would not want to. These people have been excluded from subsequent analysis of this question.

Four in ten respondents said they would like to install insulation, but could not afford to, while just over a third disagreed with this (either because they could afford to install insulation, or because they did not wish to install it).

As would be expected, people with lower household incomes were more likely to find cost a barrier to installing insulation, as were people aged 50 or under, lower social grades (C2, DE), and people who were renting their homes. Also, women were a little more likely than men to agree with this statement (34 per cent compared with 29 per cent).

Table 4.3: Agreement with statement ‘I'd like to install things like insulation, but I can't afford it, even if it saves money in the long run’

		Age		Household income		Social grade
	Total	**16-50**	**51+**	**Less than £40,000**	**£40,000 +**	**C2DE**
Strongly agree	12	13	12	14	7	15
Tend to agree	19	23	15	21	15	22
Neither agree nor disagree	19	22	15	19	18	20
Tend to disagree	14	14	14	12	20	12
Strongly disagree	13	11	17	12	20	11
Base: All respondents	*3,618*	*2,165*	*1,439*	*2,096*	*703*	*1,857*

Feelings toward buying energy efficient appliances

Nearly two thirds of respondents agreed with the statement ‘*If I was buying a kitchen appliance like a freezer or oven, I would only choose one with a high energy efficiency rating, even if it cost more*’ and less than one in five disagreed with this statement. Men were a little more likely than women to say they would spend more on an energy efficient appliance (64 per cent compared with 61 per cent), and older people and those that lived in rural areas were also more likely to agree. Homeowners were much more likely than tenants to think energy efficient appliances were worth spending money on. Also more likely to agree were people with higher social grades (AB).

Table 4.4: Agreement with statement ‘If I was buying a kitchen appliance like a freezer or oven, I would only choose one with a high energy efficiency rating, even if it cost more’

		Age		Social grade	
	Total	**16-29**	**51+**	**AB**	**DE**
Strongly agree	31	21	37	38	25
Tend to agree	32	27	33	36	27
Neither agree nor disagree	17	25	13	13	20
Tend to disagree	12	15	10	9	15
Strongly disagree	6	8	5	3	7

Base: All respondents	*3,618*	*784*	*1,439*	*825*	*1,077*

Paying attention to water usage

Only just over half of respondents disagreed with the statement '*I don't pay much attention to the amount of water I use at home*' showing that saving energy is a concern for more of the population than saving water. People aged 16 to 29 were particularly unlikely to pay attention to the water they use. Water use was more likely to be a matter of concern for people who lived in rural areas, and people with higher social grades (AB).

Table 4.5: Agreement with statement 'I don't pay much attention to the amount of water I use at home'

		Age	Social grade	Area live
	Total	**16-29**	**AB**	**Rural**
Strongly agree	11	15	5	9
Tend to agree	22	29	20	19
Neither agree nor disagree	12	14	11	13
Tend to disagree	30	27	37	32
Strongly disagree	24	14	26	26
Base: All respondents	*3,618*	*784*	*825*	*683*

Wasteful behaviours

Eight habitual behaviours relating to energy and water use were presented to respondents who were asked how often they engaged in these behaviours. Seven of these could be considered wasteful if performed regularly and one wasteful if performed infrequently. Most of the behaviours are closely related to age, with younger people generally being more wasteful.

Leaving television on stand-by overnight

Around two thirds of people never leave their television on stand-by overnight, while nearly one in five admitted to doing this very often or always. Women were a little more likely than men to say they never leave their television on stand-by overnight. Groups that were more likely to do this were younger people, those living in big cities, and those with higher incomes.

Table 4.6: How often respondents leave their television on stand-by overnight

		Age		Household income	
	Total	**16-29**	**65+**	**Less than £20,000**	**£60,000+**
Always/very often	18	21	12	16	25
Quite often	6	8	3	5	9
Sometimes	5	7	3	5	5
Occasionally	6	7	4	5	5
Never	64	56	77	67	55
Base: All respondents	*3,618*	*784*	*690*	*1,190*	*297*

Leaving lights on

Only a minority of respondents said they always or very often left lights on in rooms that were not being used, a quarter of respondents did this only occasionally, and half said they never did this. However, the proportion of people who did this at least sometimes is similar to the proportion who left their television on stand-by overnight at least sometimes. Older people were more likely to say they never left lights on in unused rooms, as were people with lower incomes, lower social grades, and tabloid newspaper readers.

Table 4.7: How often respondents leave lights on in rooms that are not being used

		Age		Household income		Social grade	
	Total	**16-29**	**65+**	**Less than £20,000**	**£60,000+**	**AB**	**DE**
Always/very often	5	7	2	4	5	4	5
Quite often	8	10	4	7	13	8	8
Sometimes	14	17	9	11	14	15	11
Occasionally	23	24	17	18	30	32	18
Never	50	41	67	60	37	41	58
Base: All respondents	*3,618*	*784*	*690*	*1,190*	*297*	*825*	*1,077*

Leaving a mobile phone charger switched on

Seven per cent of respondents said this question did not apply to them (presumably they did not have a mobile phone) and these people have been excluded from the analysis of this question.

Around two thirds of people said they never left their mobile phone charger switched on at the socket when not in use, while one in five did this at least quite often.

People aged under 30 were much more likely to leave their charger switched on, as were people who lived in big cities, and those with high household incomes.

Table 4.8: How often respondents leave a mobile phone charger switched on at the socket when not in use

		Age		House-hold income	Area live in		
	Total	**16-29**	**51+**	**£60,000+**	**Big city**	**Town/ small city**	**Rural**
Always/very often	11	21	5	13	15	10	8
Quite often	9	14	4	13	10	8	7
Sometimes	8	12	5	11	8	9	6
Occasionally	9	11	6	12	10	7	8
Never	63	43	80	51	57	65	71
Base: All for whom question was applicable	*3,369*	*782*	*1,223*	*291*	*1,178*	*1,511*	*641*

Leaving the heating on while out

Most people do leave their heating on when they go out for a few hours at least occasionally, although only around one in ten do this very often. People with higher social grades tended to leave their heating on while out a little more often.

Table 4.9: How often respondents leave their heating on when going out for a few hours

	Total	Social grade AB
Always/very often	11	15
Quite often	12	13
Sometimes	17	18
Occasionally	18	24
Never	41	28
Base: All respondents	*3,618*	*825*

Over-filling the kettle

Most people fill the kettle with more water than they are intending to use at least occasionally, but less than two in five said they never do this. Twelve per cent of respondents admitted to always or very often over-filling their kettle, and a further 16 per cent admitted they did this ‘quite often’. There was a strong relationship with age, over-filling being most common amongst 16 – 29s and least common amongst those aged 65 or more. Women were slightly more likely than men to say they never over-filled the kettle, and those with lower incomes and lower social grades also over-filled their kettle with lower frequency.

Table 4.10: How often respondents fill their kettle with more water than they are going to use

		Age			Household income	Social grade
	Total	**16-40**	**41-64**	**65+**	**Less than £20,000**	**DE**
Always/very often	12	14	12	6	11	13
Quite often	16	19	16	10	12	14
Sometimes	16	18	15	14	15	13
Occasionally	18	19	18	15	15	14
Never	37	28	39	54	46	44
Base: All respondents	*3,618*	*1,530*	*1,384*	*690*	*1,190*	*1,077*

Leaving the tap running while brushing teeth

Answers to this question were fairly polar: nearly half of respondents said they never kept the tap running while they brushed their teeth, and around a quarter said they always or very often did so. Younger people were more likely to keep the tap running and particularly young women: 48 per cent of 16 to 29 year old women keep the tap running at least quite often. Broadsheet newspaper readers were more likely than other groups to say they never kept the tap running while brushing their teeth.

Table 4.11: How often respondents keep the tap running while brushing their teeth

		Age		Age and gender	Newspaper reads
	Total	**16-29**	**65+**	**Women 16-29**	**Broad-sheet**
Always/very often	23	30	16	34	14
Quite often	11	14	9	14	11
Sometimes	9	10	8	9	10
Occasionally	10	9	8	7	13
Never	46	38	56	36	53
Base: All respondents	*3,618*	*784*	*690*	*385*	*647*

Choosing to have a bath rather than a shower

Ten per cent of respondents said this question did not apply to them (presumably because they do not have both a bath and a shower so cannot choose); these people have been excluded from the analysis of this question.

Over a third of respondents said they never chose to have a bath, one in five people did so occasionally, and a further one in five always or very often chose to have a bath rather than a shower. Women chose to have a bath more frequently than men, and older people did so more frequently than younger people. Choosing to have a bath was also more common amongst people with lower incomes and lower social grades.

Table 4.12: How often respondents have a bath rather than a shower when there is a choice

		Gender		Age		Household income	Social grade
	Total	**Men**	**Women**	**16-40**	**65+**	**Less than £20,000**	**DE**
Always/very often	21	18	23	18	26	26	27
Quite often	11	9	12	12	8	10	12
Sometimes	11	11	12	13	11	12	12
Occasionally	20	20	20	22	11	18	16
Never	37	42	33	35	44	34	34
Base: All for whom question was applicable	*3,263*	*1,559*	*1,704*	*1,389*	*599*	*1,008*	*918*

All wasteful behaviours

As a summary measure, energy wasting behaviours and water wasting behaviours were combined. For energy the measures were leaving a television on standby overnight; leaving the lights on in rooms that are not in use; leaving a mobile phone charger switched on at the socket when not in use; leaving the heating on when going out for a few hours; and overfilling a kettle. For water the measures were leaving the tap running while brushing teeth and choosing to have a bath rather than a shower.

People who said they occasionally or never undertake any of the energy wasting behaviours[7] are defined as 'energy savers' and people who said they always, very often or quite often undertake all of the energy wasting behaviours are defined as 'energy wasters'. 'Water savers' and 'water wasters' are similarly defined.

As shown in table 4.13, very few people (one per cent) were wasteful on all energy measures, while a notable proportion (19 per cent) avoided wasting

[7] Respondents who said a behaviour was not applicable to them were not excluded from either the 'savers' or 'wasters' measures.

energy on all measures. Also, while a few respondents were wasteful on all water measures, a third avoided wasting water.

Table 4.13: Summary measures of behaviours that waste energy and water

	Total
Energy savers	19
Energy wasters	1
Water savers	36
Water wasters	15
Base: All respondents	*3,618*

Putting on more clothes rather than turning the heating on

Respondents were asked whether they '*put on more clothes when you feel cold rather than putting the heating on or turning it up*'. A quarter of respondents said they always or very often did this and a further third said they did it quite often. Only 15 per cent of people said they never chose to put on more clothes rather than turning the heating on.

Women were more likely than men to say they put on more clothes, and older people were a little more likely than younger people to do this.

Other groups that were more likely to put on more clothes rather than putting the heating on were: pensioners who lived alone, people who lived in rural areas, and broadsheet newspaper readers. People with lower social grades were less likely to put on more clothes rather than turning the heating on. Also, tenants were less likely than homeowners to do this.

Table 4.14: How often respondents put on more clothes when feeling cold rather than putting the heating on or turning it up

		Gender		Age	
	Total	**Men**	**Women**	**16-29**	**51+**
Always/very often	23	21	26	20	26
Quite often	32	30	34	32	31
Sometimes	19	20	19	22	18
Occasionally	11	12	10	11	10
Never	15	17	12	14	15
Base: All respondents	*3,618*	*1,716*	*1,902*	*784*	*1,439*

		Tenure	Social grade	Newspaper reads	Area lives
	Total	**Renting**	**DE**	**Broadsheet**	**Rural**
Always/very often	23	21	24	27	28
Quite often	32	28	26	35	35
Sometimes	19	19	19	20	17
Occasionally	11	10	10	9	9
Never	15	20	21	9	11
Base: All respondents	*3,618*	*1,099*	*1,077*	*647*	*683*

Recent improvements to energy efficiency

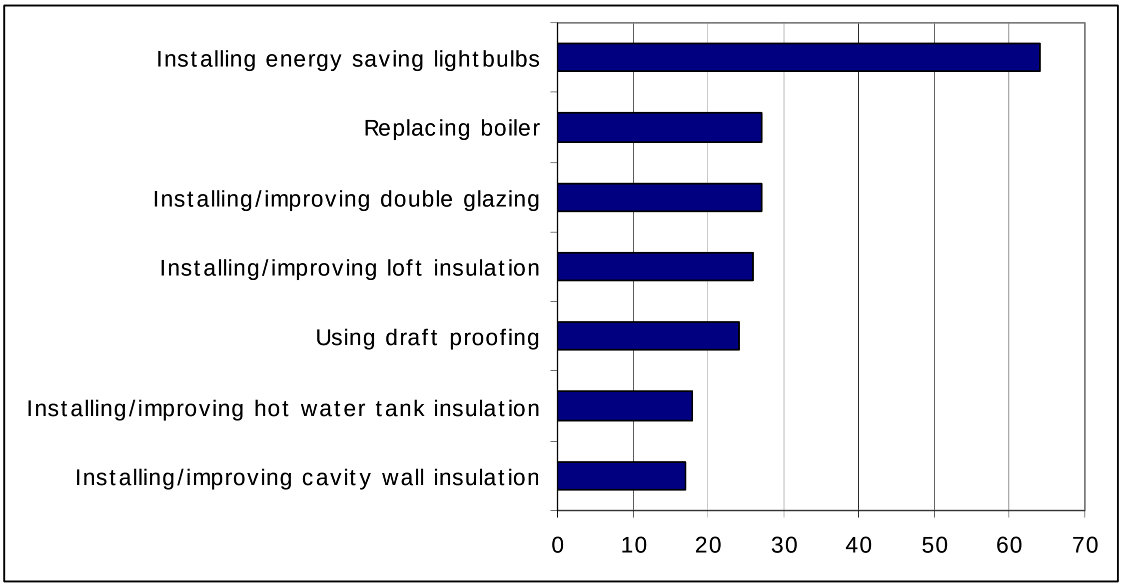
Seven areas in which people could have improved the energy efficiency of their home were examined in the survey:

- Improving or installing cavity wall insulation (details in section 4.5.2)
- Improving or installing loft insulation (details in section 4.5.4)
- Improving or installing double glazing (details in section 4.5.6)
- Using draft proofing (details in section 4.5.7)
- Replacing normal lightbulbs with energy saving lightbulbs (details in section 4.6.1)
- Replacing a boiler (details in section 4.4.3)
- Improving or installing hot water tank insulation (details in section 4.4.8)

Respondents who had lived in their home for more than five years were asked whether they had made these improvements in the last five years, and respondents who had lived in their home for five years or less were asked if they had made the improvements since they had lived in their current home. People who had only lived in their home for one or two years were consistently less likely to have made any improvements.

More details can be found in the relevant sections of this chapter, but chart 4.1 shows the proportions who had made each improvement.

Chart 4.1: Improvements made to household energy efficiency in the last five years



Base: All who could make the improvement (variable)

Subgroup patterns

Some consistent patterns have emerged for subgroups when looking at these energy efficiency improvements:

- Homeowners were consistently more likely than tenants to have made energy efficiency improvements to their home. This is to be expected, partly because people who rent their homes tend to live in them for shorter periods. Also, some of these improvements are costly, and while homeowners would benefit from an increase in the value of their home if they installed double glazing, tenants would not.

- Younger people were less likely to have made energy efficiency improvements. This can be explained by the fact that young people are less likely than older people to be homeowners: 42 per cent of 16-29 year olds, 60 per cent of 30-40 year olds, 72 per cent of 41-50 year olds and 80 per cent of people aged 51 or over either owned their home outright, or were buying it with the help of a mortgage.

- People who lived in homes built in 1995 or later were less likely to have made energy efficiency improvements to their homes. These modern homes are more likely to have been built to include sufficient insulation and double glazing, so would be less likely to need improvements.

Heating and hot water

Main type of heating

The vast majority of respondents had a central heating boiler, and the remainder mostly had electric storage heaters, or gas fires or room heaters powered by mains gas. Storage heaters and gas fires were more common amongst people aged 65+, people who lived alone (particularly pensioners who lived alone), and people in lower social grades (DE). Storage heaters also had a higher prevalence amongst people who were renting their homes. Other types of heating such as range cookers (Agas) and open fires were more widely used in households in rural areas.

As might be expected, the age of the home was closely linked with the type of heating system: very modern homes (built in 1995 or later) were more likely to have a central heating boiler, whilst older homes (pre 1930) had higher than average instances of gas fires, Agas and open fires.

Table 4.15: Main type of heating

	Age	Social grade	House-hold	Area	Year home built

	Total	65+	DE	Live alone	Rural	1929 or earlier	1995 or later
A central heating boiler	88	82	84	78	83	85	92
Electric storage heaters	4	7	6	8	5	4	5
Range cooker (e.g. Aga)	1	1	1	1	4	2	*
Warm air system	1	1	*	1	*	0	0
Communal heating system	*	*	*	1	0	0	0
Gas fires/room heaters (mains gas)	4	6	6	7	3	6	1
Bottled gas heaters	*	*	*	*	*	0	*
Electric fires/ radiators/fan heaters	1	1	1	2	1	1	1
Open fires/solid fuel stoves	1	1	1	2	4	2	*
Paraffin or oil heaters	*	*	*	0	*	*	0
Base: All respondents	*3,618*	*690*	*1,077*	*597*	*683*	*685*	*266*

Condensing boilers

Condensing boilers are modern super-efficient boilers (either A or B energy-rated) where almost all the heat in the flue gases is absorbed by a larger heat exchanger (or by a secondary heat exchanger). The flue gases are therefore cooler and condense, either in the boiler or as a visible exhaust plume. Because they extract more heat from their fuel (gas or oil) condensing boilers are cheaper to run than older non-condensing boilers, and now have to be fitted (under the latest Building Regulations) when homes are renovated or new homes built. Condensing boilers are typically 90 per cent efficient, whereas older boilers (say 10 to 20 years old) are rarely more than 70 per cent efficient.

Of respondents with a boiler, 13 per cent did not know whether they had a condensing boiler or not. Unsurprisingly, tenants and young people living at home were less likely to know what type of boiler they had. People who answered ‘don’t know’ at this question have been excluded from the rest of the analysis.

Three in ten people had a condensing boiler and seven in ten did not. Condensing boilers were more common in very modern homes, and amongst people with high household incomes. People in big cities were a little more likely than those who lived in towns or rural areas to have a condensing boiler.

Whether respondents had a condensing boiler was understandably highly correlated with the age of their boiler, people with newer boilers being much more likely to have a condensing one. However, there appears to be a level of confusion about condensing boilers: Part L1 of the Building Regulations says that gas-fired boilers installed after 1st April 2005, and oil-fired boilers installed after 1st April 2007, must be condensing boilers, whether they are replacements or new installations, yet 96 respondents with a gas boiler that was less than a year old (in Spring 2007) said they did not have a condensing boiler.

Table 4.16: Whether have a condensing boiler

		Household income	Area live in			Year home built
	Total	**£60,000 +**	**Big city**	**Town/ small city**	**Rural**	**1995 or later**
Yes	29	35	32	28	28	35
No	71	65	68	72	72	65
Base: All with a boiler (excluding 'don't know')	*2,759*	*252*	*979*	*1,236*	*511*	*200*

		Age of boiler			
	Total	**Up to 1 year old**	**More than 1 year, up to 5 years old**	**More than 5 years, up to 10 years old**	**More than 10 years old**
Yes	29	69	45	20	8
No	71	31	55	80	92
Base: All with a boiler (excluding 'don't know')	*2,759*	329	807	554	819

Replacing a boiler

Just over a quarter of respondents with a boiler had replaced it in the last five years. People aged 41 or over were more likely than those aged 16 to 40 to have replaced their boilers (31 per cent compared with 22 per cent), and homeowners were, unsurprisingly, more likely than tenants to have done so (31 per cent compared with 20 per cent). Replacing a boiler was a little more common amongst those with household incomes of £60,000 or more (32 per cent) compared with people on household incomes of less than £20,000 (27 per cent). People living in very modern homes were unlikely to have replaced their boiler, while those living in homes built between 1930 and 1965 were more likely.

Table 4.17: Whether replaced boiler in the last 5 years

	Year home built

	Total	1929 or earlier	1930-1965	1966-1994	1995 or later
Yes	27	28	32	29	5
No	73	72	68	71	95
Base: All with a boiler	*3,181*	*582*	*1,109*	*952*	*246*

Age of heating system

Respondents with boilers, range cookers and warm air systems were asked how old their heating system was. Again, there were a notable proportion of 'don't know' answers (12 per cent), and this was higher amongst young people, tenants, and people who had lived in their home for two years or less. These people have been excluded from the rest of the analysis of this question.

A third of respondents had a heating system that was more than ten years old, just under a quarter had a five to ten year old heating system, and the remainder (just under half) had a newer heating system. Thirteen per cent of respondents had a heating system that was no more than a year old. Heating systems that were over ten years old were more common amongst people aged over 50 and people who lived in rural areas.

Table 4.18: Age of boiler/heating system

		Age	Area live
	Total	**51+**	**Rural**
Up to 1 year old	13	11	11
More than 1 year up to 5 years old	33	29	28
More than 5 years up to 10 years old	22	22	24
More than 10 years old	33	37	37
Base: All with a boiler, range cooker or warm air system (excluding 'don't know')	*2,837*	*1,186*	*554*

Fuel heating system uses

By far the most common type of fuel used was mains gas (94 per cent), and a small proportion used oil or electricity. Other fuels (for example bottled gas and coal) were used by less than one per cent of people.

This question was asked of respondents with boilers, range cookers and warm air systems, and while the results are dominated by people with boilers (98 per cent of the question base), the results for range cookers and warm air systems can be examined separately. Range cookers mostly used oil (68 per cent), but some used solid fuel such as coal (18 per cent) and a minority used mains gas (11 per cent). Warm air systems mostly used mains gas (91 per cent), the remainder used electricity.

When looking at condensing boilers, an even higher proportion (96 per cent) used mains gas, and only one per cent used oil. A minority of respondents (two per cent) said their condensing boiler ran on electricity – this is not possible and suggests that these respondents are mistaken about having a condensing boiler.

Fuels were more varied in rural areas where only 80 per cent of heating systems used mains gas. This higher variation in rural areas is still apparent when the analysis is restricted to boilers only. Older homes (built pre 1930) were also less likely to have mains gas heating and more likely to use oil.

Table 4.19: Fuel used by heating system

		Heating system type			Boiler type	Year home built	Area live
	Total	**Boiler**	**Range cooker**	**Warm air system**	**Conden-sing**	**1929 or earlier**	**Rural**
Mains gas	94	94	11	91	96	91	80
Bottle gas/LPG	*	*	0	0	*	1	2
Oil	3	3	68	0	1	6	16
Solid fuel (e.g. coal)	*	*	18	0	0	1	1
Electricity	2	2	0	10	2	2	1
	3,225	*3,176*	*28*	*21*	*808*	*595*	*594*

Base: All with a boiler, range cooker or warm air system

Room thermostats

Around two thirds (68 per cent) of people had a room thermostat, and they were more common in newer homes: 88 per cent of respondents living in homes built in 1995 or later and 78 per cent of respondents living in homes built between 1966 and 1994 had a thermostat.

Of respondents who had a thermostat, 15 per cent did not know what temperature it was usually set at, and a further five per cent said the temperature varied too much for them to say. Ten respondents gave very unrealistic answers (over 35^{o}C) and have been excluded from the analysis. The rest of the numeric answers are shown in table 4.20.

Two-thirds of respondents set their thermostat between 18^{o}C and 22^{o}C, and the average temperature was 19.6^{o}C. The average temperature varied very little across subgroups, the variation was highest between social grades with higher social grades (AB, C1) having their thermostat 1^{o}C lower than lower social grades (DE) on average.

Table 4.20: Temperature room thermostat usually set to

		Social grade			
	Total	**AB**	**C1**	**C2**	**DE**
10 – 14°C	4	2	4	3	5
15 – 17°C	17	18	17	17	18
18°C	15	20	16	14	9
19°C	6	6	9	5	3
20°C	30	30	31	29	31
21°C	9	10	7	9	10
22°C	7	6	8	7	6
23 – 25°C	9	6	7	11	12
26 – 30°C	4	1	2	5	8
Over 30°C	*	0	0	0	1
Average temperature (°C)	19.6	19.2	19.2	19.8	20.2
Base: All respondents with a room thermostat who gave a valid numeric answer	*1736*	*453*	*480*	*346*	*457*

Hot water tanks

Two thirds of people had a hot water tank. This proportion increased amongst people living in rural areas and people who lived in more modern homes (built in 1966 or later) and older respondents.

Table 4.21: Whether have a hot water tank

		Age	Area live	Year home built	
	Total	**65+**	**Rural**	**1966 - 1994**	**1995 or later**
Yes	65	72	77	74	76
No	33	27	22	25	22
Base: All respondents	*3,618*	*690*	*683*	*1,081*	*266*

Respondents who had a hot water tank were asked whether they had any insulation on it. Five per cent of respondents did not know whether their hot water tank was insulated, and this was higher amongst young people, tenants and people who had lived in their homes for a year or less. People who answered ‘don’t know’ have been excluded from the rest of the analysis.

The vast majority of people with a hot water tank did have it insulated, although there were some groups who were a little less likely to say they had hot water tank insulation: people aged 16-29, people who lived in big cities, tenants, people who had lived in their homes for 2 years or less, and those in lower social grades (DE).

Table 4.22: Whether have insulation on hot water tank

		Age	Social grade	Area live	Tenure	Lived in home
	Total	**16-29**	**DE**	**Big city**	**Renting**	**Up to 2 years**
Yes	94	90	91	91	89	88
No	6	10	9	9	11	12
Base: All with a hot water tank (excluding ‘don’t know’)	*2,222*	*425*	*648*	*688*	*643*	*381*

Those with insulation were asked to say whether they had hard foam insulation, or soft jacket insulation on their hot water tank. New hot water tanks tend to come already covered in hard insulation foam, but for hot water tanks that are not pre-covered, soft insulating jackets can be bought for around £10 to £20, and they cut out 75 per cent of heat loss.

Five per cent of respondents did not know what type of insulation they had on their hot water tank and this was higher amongst young people and people who had lived in their homes for two years or less. Once these respondents are excluded, three in five respondents had hard foam insulation, and two in five had a soft insulation jacket on their hot water tank. People who lived in very modern homes tended to have hard foam insulation. Soft jacket insulation was more common in big cities.

Table 4.23: Type of insulation on hot water tank

	Year home built	Area

	Total	1929 or earlier	1930-1965	1966-1994	1995 or later	live Big city
Hard foam	58	55	53	61	81	50
Soft jacket	42	45	47	39	19	50
Base: All with hot water tank insulation (excluding 'don't know')	*1,975*	*317*	*664*	*713*	*176*	*575*

Whether improved hot water tank insulation in the last five years

Around one in five people with a hot water tank had improved the insulation on it in the last five years. People aged 41 or over were more likely than those aged 16 to 40 to have done this (21 per cent compared with 13 per cent), and respondents with higher incomes were also a little more likely to have improved the insulation on their hot water tank. People who were renting their homes were much less likely than homeowners to have done this, and respondents living in very modern homes were least likely to have improved their hot water tank insulation (as it was probably already of sufficient quality).

Table 4.24: Whether fitted or improved hot water tank insulation in the last 5 years

		Household income	Tenure		Year home built
	Total	**£60,000 +**	**Home owner**	**Renting**	**1995 or later**
Yes	18	23	22	11	5
No	81	76	77	88	95
Base: All with a hot water tank	*2,345*	*191*	*1,542*	*711*	*203*

Household insulation

In a typical home, around half of heat loss is through the walls and the loft[8], so insulating these can have a major effect on the energy efficiency of homes. Windows are also a major source of heat loss and double glazing can reduce this. This section examines the prevalence of wall and loft insulation, and of double glazing amongst people in England.

Walls

Firstly, the survey established what kind of outside walls respondents had in their home. Eight per cent of respondents did not know, and this was higher amongst young people, women, tenants, and people who had lived in their home for two years or less. People who answered 'don't know' have been excluded from the rest of the analysis of this question.

Brick cavity walls were most common: 64 per cent said all their walls were brick cavity walls and a further seven per cent had some brick cavity walls. Around a quarter of respondents had solid brick or concrete walls, and other materials were less common.

The materials used to build respondents' homes were strongly associated with the type and age of them: more modern homes were much more likely to have cavity walls, whilst homes built in 1929 or earlier were most likely to have solid walls. Stone was also more common in older homes. Detached houses and bungalows were most likely to have cavity walls whilst many flats and maisonettes had solid brick or concrete walls.

Table 4.25: Type of outside walls of home

		Year home built			
	Total	**1929 or earlier**	**1930-1965**	**1966-1994**	**1995 or later**

[8] From the energy saving trust's website: www.energysavingtrust.org.uk/home_improvements/home_insulation_glazing

Brick cavity walls	64	35	69	77	83
Brick or concrete solid walls	23	44	21	14	7
Brick – some solid and some cavity	7	9	7	5	3
Concrete cladding	1	1	2	1	1
Timber frame	1	1	*	2	3
Stone	2	9	1	0	0
Base: All respondents (excluding 'don't know')	*3,322*	*634*	*1,177*	*1,008*	*240*

		Type of home				
	Total	**Detached house**	**Semi detached house**	**Terraced house**	**Bungalow**	**Flat/ maison-ette**
Brick cavity walls	64	78	66	55	81	41
Brick or concrete solid walls	23	11	22	30	10	46
Brick – some solid and some cavity	7	6	7	7	7	10
Concrete cladding	1	*	2	1	*	3
Timber frame	1	2	1	1	1	*
Stone	2	2	1	4	1	0
Base: All respondents (excluding 'don't know')	*3,322*	*626*	*1,307*	*892*	*172*	*301*

Of those that had cavity walls, 14 per cent did not know whether they had cavity wall insulation, and this was higher amongst young people, tenants, and people who had lived in their homes for five years or less. These people have been excluded from the rest of the analysis of this question.

Most respondents (62 per cent) had insulation in all their cavity walls, and a further eight per cent had it in some walls. However, nearly a third of respondents had no cavity wall insulation. Perhaps unsurprisingly, the more recently someone's home was built, the more likely they were to have cavity wall insulation.

Table 4.26: Whether have cavity wall insulation

	Total	Year home built 1929 or earlier	1930-1965	1966-1994	1995 or later
Yes – all walls	62	39	60	66	80
Yes – some walls	8	16	8	5	5
No - none	31	45	32	28	15
Base: All with cavity walls (excluding 'don't know')	*2,022*	*239*	*811*	*709*	*168*

Whether improved cavity wall insulation in last five years

Of respondents with cavity walls, 17 per cent had fitted or improved cavity wall insulation in the last five years. Pensioner couples (25 per cent) and lone parents (27 per cent) were more likely to have improved or installed insulation, as were people in lower social grades (C2, DE - 20 per cent). People aged under 30 were less likely to have installed or improved their insulation in the last five years: ten per cent of this age group had done so. People's likelihood to have installed or improved cavity wall insulation was strongly associated with the age of their homes - people living in very modern homes were least likely to have done so (as their insulation is likely already of sufficient quality), while those living in homes built between 1930 and 1965 were more likely.

Table 4.27: Whether fitted or improved cavity wall insulation in the last 5 years

	Total	Year home built 1929 or earlier	1930-1965	1966-1994	1995 or later
Yes	17	14	25	15	3
No	82	87	75	84	96
Base: All who have cavity walls	*2,361*	*281*	*898*	*829*	*207*

Loft

Eighty-three percent of people had a loft. Where people had a loft, five per cent did not know whether it was insulated or not. This was more common amongst young people, women, tenants, and people who had lived in their home for a year or less. These people have been excluded from the analysis of this question.

Nearly all of those with a loft had it insulated, and loft insulation was almost universal in detached houses and bungalows (97 per cent). People living in newer homes were more likely than those in older ones to have loft insulation. People aged under 30 and those who had lived in their homes for two years or less were a little less likely to have loft insulation.

Table 4.28: Whether have loft insulation

		Age	Lived in home	Year home built	
	Total	**16-29**	**Up to 2 years**	**1965 or earlier**	**1966 or later**
Yes	94	88	88	92	97
No	7	12	12	8	4
Base: All with a loft (excluding 'don't know')	*2,866*	*536*	*466*	*1,555*	*1,147*

Whether improved loft insulation in the last five years

A quarter of people with a loft had improved or installed their loft insulation in the last five years. People aged 41 or over and homeowners were more likely to have done so, while those living in very modern homes (built in 1995 or later) were least likely to have improved or installed loft insulation. These very modern homes would be unlikely to need their loft insulation improving as sufficient insulation should have been installed when they were built.

Table 4.29: Whether fitted or improved loft insulation in the last 5 years

		Age	Tenure	Year home built
	Total	**41+**	**Home-**	**1995 or later**

			owner	
Yes	26	29	28	8
No	73	70	71	91
Base: All who have a loft	*3,005*	*1,780*	*2,134*	*237*

Double glazing

All respondents were asked what proportion of their outside windows and doors had double glazing. Three quarters of people had double glazing on all their doors and windows and a further one in ten had it on most. One in ten respondents had no double glazing. The prevalence of double glazing increases slightly with age (69 per cent of 16 to 29 year olds had double glazing on all windows, increasing to 76 per cent amongst those aged 65 or more), and double glazing was more common in rural areas (77 per cent). Homeowners were more likely than tenants to have double glazing on all their windows and doors (77 per cent compared with 67 per cent).

Nine in ten respondents living in homes built in 1995 or later had double glazing on all their windows and doors, whilst respondents living in homes built in 1929 or earlier were much less likely to have double glazing. Type of property was also associated with likelihood of having double glazing: respondents living in flats within houses and in maisonettes were less likely to have double glazing, whilst those living in bungalows and detached houses were most likely to have it.

Table 4.30: Proportion of outside windows and doors that have double glazing

		Type of home			Year home built	
	Total	**Detached house**	**Bung - alow**	**Flat in house/ maison-ette**	**1929 or earlier**	**1995 or later**
All	73	79	89	50	49	90
Most	10	11	5	8	16	4
About half	3	2	1	5	8	1
Less than half	3	3	1	1	6	*
None	10	4	3	33	20	5

Base: All respondents	*3,618*	*654*	*178*	*142*	*685*	*266*

Whether installed or improved double glazing in the last five years

Just over a quarter of people had installed or improved double glazing in the last five years. This proportion was higher amongst people living in rural areas (30 per cent), homeowners (32 per cent), people with household incomes of £40,000 or more (30 per cent), and people living in detached or semi-detached houses (31 per cent and 30 per cent respectively). People aged under 30 were less likely to have installed or improved double glazing recently (19 per cent). There were also differences by age of home: those living in very modern homes were least likely to have installed or improved double glazing, while those in homes built between 1930 and 1965 were most likely.

Table 4.31: Whether fitted or improved secondary or double glazing in the last 5 years

	Total	Year home built 1929 or earlier	1930-1965	1966-1994	1995 or later
Yes	27	25	31	29	13
No	73	75	68	71	87
Base: All respondents	*3,618*	*685*	*1,251*	*1,081*	*266*

Draft proofing

Respondents who did not have double glazing were asked if they had used draft proofing in the last five years: 24 per cent had done so, and 73 per cent had not. The use of draft proofing was more common amongst homeowners and higher social grades (AB). People aged under 30 were less likely to have used draft proofing.

Table 4.32: Whether have used draft-proofing on windows or doors in the last 5 years

		Age	Tenure	Social grade
	Total	**16-29**	**Homeowner**	**AB**
Yes	24	11	34	35
No	73	85	65	64
Base: All who do not have double glazing	*369*	*97*	*157*	*91*

Energy saving lightbulbs

Energy saving light bulbs use a fifth to a quarter of the electricity of ordinary bulbs to generate the same amount of light.

Replacing normal lightbulbs with energy saving lightbulbs

Nearly two thirds of respondents had replaced normal lightbulbs with energy saving lightbulbs in the last five years. This proportion increased amongst those aged 65 or over (72 per cent), people who lived in rural areas (69 per cent), higher social grades (AB - 70 per cent), and people who lived in detached houses (70 per cent) or bungalows (78 per cent). People aged under 30, tenants, and people who lived in flats were less likely to have replaced normal lightbulbs with energy saving ones.

Almost all (97 per cent) of those who had replaced normal lightbulbs with energy saving lightbulbs in the last five years still had at least one energy saving lightbulb in their home.

Table 4.33: Whether respondents have replaced normal lightbulbs with energy saving lightbulbs in the past 5 years

		Age		Tenure	Type of home		
	Total	**16-29**	**65+**	**Renting**	**Detached house**	**Bungalow**	**Flat**
Yes	64	56	72	57	70	78	52
No	36	43	28	42	30	23	48
Base: All respondents	*3,618*	*784*	*690*	*1,099*	*654*	*178*	*302*

Current number of energy saving lightbulbs

A minority of respondents (three per cent) did not know how many energy saving lightbulbs they had and so have been excluded from the analysis of this question.

Around three quarters of people had at least one energy saving lightbulb (up to a maximum of 66 lightbulbs), and 56 per cent of respondents had three or more. The average number of energy saving lightbulbs was 4.2 per respondent. There were many subgroup differences, with the following groups all having more energy saving lightbulbs than average:

- People aged 51 or over – 4.8 per respondent (particularly men aged 65 or more – 5.6 per respondent)
- People who lived in rural areas – 5.0 per respondent
- Homeowners – 4.6 per respondent
- Higher social grades (AB) – 5.2 per respondent

- People who had lived in their homes for ten years or more – 4.7 per respondent

Respondents who said they had replaced normal lightbulbs with energy saving lightbulbs in the last five years also had more energy saving bulbs – 5.7 per respondent on average.

People with household incomes of £20,000 per year or less tended to have fewer energy saving lightbulbs (3.8 on average), but were no more or less likely than average to have none. This suggests that their lower average could be due to having fewer light fittings in which to install bulbs than respondents with higher incomes.

Use of energy saving lightbulbs in the past

Respondents who did not have any energy saving lightbulbs at the time of their interview were asked if they had used them in the past. Four per cent did not know and so have been excluded from the analysis of this question.

Four in ten non-users had used energy saving lightbulbs in the past, and this figure increased amongst men, people aged 40 or under, higher social grades (AB) and tenants.

Table 4.34: Whether respondents have used energy saving lightbulbs in the past

		Gender		Age		Tenure	Social grade
	Total	**Men**	**Women**	**16-29**	**30-40**	**Renting**	**AB**
Yes	41	44	38	47	44	45	48
No	59	56	62	54	56	55	53
Base: All who do not currently have any (excluding 'don't know')	*993*	*463*	*530*	*245*	*222*	*334*	*183*

Barriers to having more energy saving lightbulbs

All respondents were asked (as an open ended question) why they did not have more (or any) energy saving lightbulbs. It is helpful to look at responses to this question separated by whether the respondent currently had any energy saving lightbulbs. The responses have been split in this way in table 4.35.

Amongst people who currently had no energy saving lightbulbs, answers such as '*not thought about it*' and '*not got round to it*' were most common, but this group were also more likely to cite objections to energy saving lightbulbs such as not being sufficiently bright, costing too much, and not looking good.

Energy saving lightbulbs not fitting their light fittings was the most frequent reason given for not having more by people who already had at least one bulb. This group were also quite likely to say they were installing energy saving lightbulbs as old bulbs needed replacing.

People who did not have any energy saving lightbulbs at the time of the survey but had used them in the past were most likely to say they did not have any now because they are not as bright as ordinary bulbs (23 per cent).

Eleven per cent of respondents said that all their light fittings already had energy saving lightbulbs. This did not vary much across subgroups, but was a little more likely amongst older people, those with lower incomes, and lower social grades.

Table 4.35: Reasons why respondents don't have any/more energy saving lightbulbs

		Whether have any energy saving lightbulbs	
	Total	**Yes**	**No**
All light fittings have energy efficient lightbulbs	11	16	0
Don't fit the light fitting	27	31	18
Not got round to it	14	12	19
Replacing old bulbs as I need to	14	17	7
Not as bright as ordinary bulbs	11	9	16
Not thought about it	9	5	20
Cost too much	9	7	14
Don't like the way they look	6	4	10
Can't use them with dimmer switches	4	4	3
Base: All respondents	*3,618*	*2,587*	*925*

Renewable energy sources (solar and wind)

All respondents were asked whether they had installed, or were seriously considering installing, solar panels or wind turbines for electricity, or solar water heating. As might be expected, only a tiny minority had already installed these things, but higher proportions claimed to be seriously considering them.

Only 12 out of 3,618 respondents (less than 0.5 per cent) had already fitted **solar panels for electricity** at their home, but nine per cent said they were seriously considering doing so. However, nine in ten people were not considering installing solar panels.

Just 14 out of 3,618 respondents already had **solar water heating** at home, but eight per cent were seriously considering it. Again, nine in ten people were not considering installing solar water heating.

Even fewer respondents had a **wind turbine to generate electricity** at home: just four out of 3,618. There were also fewer people seriously considering this measure: five per cent were considering having a wind turbine installed, 94 per cent were not.

Differences across subgroups were the same for all three measures:

- People aged between 30 and 64 were more likely to be considering installing these renewable energy sources than those aged 16 to 29 and those aged 65 or more.

- People who lived in rural areas, and people in detached houses were more likely to be considering these renewable energy sources

- People with household incomes of £40,000 or more and higher social grades (AB) were more likely to be considering these renewable energy sources. These groups are related as higher social grades tend to have higher incomes.

- Unsurprisingly, people who were renting their homes were less likely to be considering these renewable energy measures.

Table 4.36: Proportions of respondents seriously considering installing renewable energy sources

	Solar panels for electricity	**Solar water heating**	**Wind turbine for electricity**	*(Base: all respondents)*
Total	9	8	5	*3,618*
16-29	5	4	3	*784*
30-64	11	10	6	*2,130*
65+	7	5	2	*690*
Less than £40,000	8	6	4	*2,096*
£40,000 +	14	12	7	*703*
Social grade AB	13	12	7	*825*
Rural	14	13	8	*683*
Renting	3	2	1	*1,099*
Detached house	16	15	8	*654*

Green electricity tariffs

Many energy companies offer green electricity tariffs. When a customer signs up to a green tariff, their energy supplier is obliged to source for them an amount equal to the energy they consume from existing renewable energy sources.[9]

One in five respondents did not know whether they were buying their electricity on a green tariff; this suggests they were probably not on a green tariff, as customers have to choose to be on a green tariff. Just under three quarters of respondents knew they did not have a green tariff, and a further six per cent did not currently use a green tariff but were seriously considering switching to one. Only three per cent of respondents were buying their electricity on a green tariff.

People aged 30 to 64 were more likely to be using a green tariff than younger or older age groups, and people in rural areas were more likely than those in urban areas to be using one.

Homeowners were more likely than tenants to be buying or seriously considering buying their electricity on a green tariff. Those with higher social grades (AB) were also more likely to be buying or seriously considering buying their electricity on a green tariff.

Table 4.37: Whether buying or considering buying electricity on a green tariff

			Age		Social grade
	Total	**16-29**	**30-64**	**65+**	**AB**
Yes – already buy	3	2	3	3	5
Yes – seriously considering	6	4	7	4	9
No – neither	72	64	73	76	66
Don’t know	20	30	17	17	20
Base: All respondents	*3,618*	*784*	*2,130*	*690*	*825*

[9] Source: Energy Saving Trust Green Electricity Tariffs Factsheet 2 (2003) www.saveenergy.org/pdf/Green%20electricity%20BC.pdf

	Total	Area live		Tenure	
		Rural	Town/ city	Home owner	Renting
Yes – already buy	3	4	2	3	2
Yes – seriously considering	6	6	6	6	4
No – neither	72	71	72	72	74
Don't know	20	19	20	19	20
Base: All respondents	*3,618*	*683*	*2,892*	*2,396*	*1,099*

Water meters

Proportion with water meters

A small proportion of respondents (three per cent) did not know whether they had a water meter or not. This proportion increased amongst young people, people who lived in blocks of flats and people who had lived in their home for one year or less. These people have been excluded from the rest of the analysis of this question.

Three in ten respondents had a water meter. The figures were higher amongst people aged 65 or more (42 per cent), people who lived in rural areas (36 per cent) and higher social grades (AB - 37 per cent). Homeowners were a bit more likely than tenants to have a water meter (32 per cent compared with 26 per cent). Also, whether respondents had a water meter was closely associated with type and age of home: water meters were more common amongst respondents with detached houses and bungalows, and 81 per cent of respondents living in homes built in 1995 or later had a water meter.

Table 4.38: Whether have a water meter

	Total	Type of home		Year home built			
		Detached house	Bungalow	1929 or earlier	1930-1965	1966-1994	1995 or later
Yes	30	52	51	17	20	40	81
No	70	48	49	83	80	60	19

Base: All respondents (excluding 'don't know')	*3,522*	*643*	*174*	*670*	*1,236*	*1,061*	*258*

Proportion who have requested a water meter

Respondents with a water meter were asked whether they requested that the water meter be fitted. Three per cent of respondents did not know, and they have been excluded from the analysis of this question.

Just over a third of those with a water meter had asked for it. Older people were more likely to have asked for a water meter (47 per cent of 51 to 64 year olds and 66 per cent of those aged 65 or over); this fits with the finding in section 4.1 that older people were more likely to pay attention to the amount of water they used at home. Other groups that were more likely than average to have requested their water meter were: those living in rural areas (46 per cent), homeowners (44 per cent), and those on household incomes of less than £20,000 per year (41 per cent). Also, people who had lived in their homes for ten years or more were much more likely to have asked for their water meter to be fitted.

There were also significant differences when looking at the number of people in the household with those in smaller households far more likely to have requested a water meter (as shown in table 4.39).

Only three per cent of people living in very modern homes (built in 1995 or later) had asked for their water meter, suggesting that these homes had been built to include water meters.

Table 4.39: Whether requested to have a water meter fitted

		Lived in home	Number of people in household (including respondent)			
	Total	**10 years or more**	**1**	**2**	**3 or 4**	**5 or more**

Yes	36	63	64	41	17	6
No	64	37	36	59	83	94
Base: All with a water meter (excluding 'don't know')	*1,033*	*399*	*225*	*398*	*330*	*80*

Proportion considering asking for a water meter

Respondents who did not have a water meter were asked whether they were seriously considering asking for one to be installed. A fairly small proportion (six per cent) said they did not know, and have been excluded from the analysis of this question.

Only a fairly small proportion (13 per cent) were considering asking for a water meter, although this proportion increased slightly amongst those aged 51 or more and those who lived in rural areas. People in one or two person households were more likely than those in larger households to be considering asking for a water meter.

Table 4.40: Whether seriously considering asking for a water meter to be fitted

		Age	Area live	Number of people in household (including respondent)			
	Total	**51+**	**Rural**	**1**	**2**	**3 or 4**	**5 or more**
Yes	13	18	16	22	17	10	5
No	87	82	84	78	83	90	95
Base: All who do not have a water meter (excluding 'don't know')	*2,317*	*902*	*405*	*337*	*785*	*912*	*281*

Feelings whether water meters increase bills

Those without a water meter were asked to say whether they thought their water bills would increase, decrease, or stay the same if they were to have a water meter installed. A notable proportion of respondents (16 per cent) did not know and so have been excluded from the analysis of this question.

Four in ten people thought their water bills would increase with a water meter and three in ten thought their bills would decrease. Older people were more likely to think their bills would decrease with a water meter. People with high household incomes (£60,000 or more) tended to think their water bills would increase if they had a water meter installed.

Respondents who lived alone were more likely to think their bills would decrease (55 per cent), while those in larger households tended to think their bills would increase if they were to get a water meter: 46 per cent in households of three or four people, and 62 per cent in households of five people or more.

Table 4.41: Whether respondents think water bills would increase or decrease if they had a water meter

		Age					Household income
	Total	**16-29**	**30-40**	**41-50**	**51-64**	**65+**	**£60,000 +**
Increase a lot	21	20	24	27	19	12	22
Increase a bit	19	21	21	23	13	14	25
Stay about the same	30	34	31	27	28	32	34
Decrease a bit	22	20	17	18	29	28	14
Decrease a lot	8	4	7	6	10	14	6
Base: All who do not have a water meter (excluding ‘don’t know’)	*2,053*	*402*	*470*	*396*	*456*	*321*	*155*

Reducing waste, reusing and recycling

This chapter focuses on people's attitudes and behaviours in relation to reducing waste, reusing and recycling.

Attitudes to reducing waste and recycling

Three attitudinal statements related to this topic were presented to respondents, who were asked to indicate how strongly they agreed or disagreed with each one, using a five point scale.

The 'Waste not want not' approach to life

More than six in ten people agreed with the premise that *'"waste not want not" sums up my general approach to life'*, with just under half of these agreeing strongly. Only 13 per cent disagreed, with the remainder being undecided. People aged over 50, especially those aged 65+, were much more likely than those in younger age groups to subscribe to the 'waste not want not' philosophy. There was little difference by social grade, but slightly stronger levels of agreement were found among people living in rural areas, readers of broadsheet newspapers and those with annual household incomes below £20,000.

Table 5.1: Agreement with statement '"Waste not want not" sums up my general approach to life'

		Age		Area	News-paper reads	Household income			
	Total	**50 +**	**65 +**	**Rural**	**Broad-sheet**	**Less than £5,000**	**£5,000 - £9,999**	**£10,000 - £14,999**	**Less than £20,000**
Strongly agree	27	42	49	32	27	24	37	35	32
Tend to agree	35	36	33	35	40	38	33	33	35
Neither agree nor disagree	23	12	9	19	22	17	17	18	18
Tend to disagree	8	6	5	9	6	7	9	7	8

Strongly disagree	4	3	3	4	3	9	3	5	5
Base: All respondents	*3,618*	*1,439*	*690*	*683*	*647*	*166*	*350*	*377*	*1,190*

Thoughts about people's duty to recycle

Eight out of ten agreed that '*people have a duty to recycle'* with over half of these expressing strong agreement. Only a small minority (seven per cent) disagreed. As with the previous statement, it was the older generation, and those living in rural areas who were most likely to endorse this viewpoint. However, the relationship with household income was in the opposite direction, with those on annual household incomes of £40,000 or more being more likely to think that people had a duty to recycle. In line with this, people from higher social grades (AB) also expressed stronger levels of agreement than others.

Table 5.2: Agreement with statement 'People have a duty to recycle'

		Age	Area	Social grade	Household income
	Total	**65 +**	**Rural**	**AB**	**£40,000 +**
Strongly Agree	44	57	50	44	47
Tend to Agree	35	31	34	35	36
Neither Agree or Disagree	12	6	10	12	9
Tend to Disagree	4	4	2	4	4
Strongly Disagree	3	2	3	3	2
Base: All respondents	*3,618*	*690*	*683*	*825*	*703*

Feelings toward rewards for recycling

Levels of agreement with a second statement about recycling - '*I would favour a system that rewarded me if I recycled everything I could, and penalised me if I didn't'* – were lower, with just over half in agreement and 23 per cent who disagreed. Interestingly, in this case, people aged 65+ were *less* likely to be in favour of such a system than those in other age groups, as were those in lower social grades (DE), or with annual household incomes below £20,000, or with no access to a car.

Table 5.3: Agreement with statement 'I would favour a system that rewarded me if I recycled everything I could, and penalised me if I didn't'

	Total	Age 65 +	Social Grade DE	Household income £40,000 +	Car ownership No car
Strongly agree	20	18	20	22	20
Tend to agree	31	25	26	37	27
Neither agree or Disagree	23	23	25	21	25
Tend to disagree	14	18	16	11	14
Strongly disagree	9	12	10	8	9
Not applicable	2	5	3	1	5
Base: All respondents	*3,618*	*690*	*1,077*	*703*	*749*

Waste-reduction behaviours

Two different aspects of dealing with waste in everyday life were presented to respondents, who were asked how often they personally: *'throw away food because it has gone off'*, and *'decide not to buy something because you feel it has too much packaging'*.

Not throwing away food

Most people admitted that they did throw away food because it had gone off, with only 15 per cent saying they 'never' did this, and 31 per cent saying it happened 'always/very often' or 'quite often'. Just over half said that they threw food away 'sometimes' or 'occasionally'. There was a strong relationship with age, the frequency of wastage being highest among those aged 16-29 and lowest among those aged 65+. Consistent with their claimed 'waste not want not' approach to life, broadsheet readers and people living in rural areas were also less likely to say they threw food away on a regular basis.

Table 5.4: Frequency with which respondents throw away food because it has gone off

		Age					News-paper reads	Area
	Total	**16-29**	**30-40**	**41-50**	**51-64**	**65+**	**Broad-sheet**	**Rural**
Always/Very often/ quite often	31	43	37	34	22	18	22	26
Sometimes/ Occasionally	53	46	53	50	59	53	60	53
Never	15	10	9	14	18	24	17	20
Base: All respondents	*3,618*	*784*	*746*	*635*	*749*	*690*	*647*	*683*

Deciding not to buy goods with too much packaging

Most people (57 per cent) said they 'never' avoided buying goods they felt had too much packaging. Young men aged 16-29 were the most likely to say they 'never' did this (68 per cent) while women over 50, and higher social grades (AB) were the least likely.

Table 5.5: Frequency with which respondents decide not to buy something because it has too much packaging

		Age within Sex		Social grade
	Total	**Men 16-29**	**Women 50+**	**AB**
Always/Very often/ quite often	12	8	18	16
Sometimes/ Occasionally	27	20	28	35
Never	57	68	48	46
Don't know	1	1	2	1
Not applicable	3	3	5	2
Base: All respondents	*3,618*	*399*	*725*	*825*

In the 2001 survey 12 per cent of respondents said they regularly decided not to buy a product because it seemed to have too much packaging, so this proportion remains unchanged. However, in the 2001 survey only 17 per cent said they had decided not to buy over-packaged goods on a few occasions while 68 per cent had not done so at all in the last year, so the proportion of people who reject over-packaged goods at least occasionally has increased since 2001.

Reusage behaviours

Another way of reducing waste is by ensuring that things are reused rather than being thrown away. Respondents were asked about their own behaviour in relation to four different ways of reusing waste.

Reusing things like empty bottles, tubs, jars, envelopes or paper

A very high proportion of people – nearly eight in ten - said they did from time to time reuse things like empty bottles, tubs or jars, envelopes or paper. People with higher incomes and in higher social grades (AB) were more likely to do so, as were people living in rural areas.

Table 5.6: Frequency with which respondents reuse things such as empty bottles, tubs, jars, envelopes or paper

		Household income			Social grade	Area
	Total	**Les than £20,000**	**£20,000 - £39,999**	**£40,000+**	**AB**	**Rural**
Always/Very often/ quite often	44	42	44	48	54	52
Sometimes/ Occasionally	33	32	35	35	30	29
Never	22	25	20	17	14	18
Base: All respondents	*3,618*	*1,190*	*960*	*703*	*825*	*683*

Taking your own shopping bag when shopping

Reducing the unnecessary and wasteful consumption of throw-away plastic bags has become much more high profile in recent times, with many supermarkets offering alternatives.

Over six in ten people said they did sometimes take their own shopping bag when they went shopping, although only a quarter ‘always’ or ‘very often’ did so. Women were slightly more likely than men to claim they did this (66 per cent compared with 55 per cent), but the strongest differences by far were by age – among those aged 65+, 59 per cent always or often took their own shopping bag, and only 20 per cent never did so, while for 16-29 year olds, these figures were nearly reversed. People in rural areas and those in higher social grades (AB), were also somewhat more likely to say they used their own shopping bag.

Table 5.7: Frequency with which respondents take their own shopping bag when shopping

		Age				
	Total	**16-29**	**30-40**	**41-50**	**51-64**	**65+**
Always/ Very often/ quite often	39	21	30	38	49	59
Sometimes/ Occasionally	22	20	25	22	23	18
Never	38	52	43	37	26	20
Don’t know	*	*	*	*	0	*
Not applicable	3	6	2	2	2	3
Base: All respondents	*3,618*	*784*	*746*	*635*	*749*	*690*

Giving away things no longer wanted

Almost everyone (87 per cent) agreed with the statement *‘I give most things I no longer want to charity, or to friends and family’* and only six per cent disagreed. Levels of agreement were high in all demographic groups, but particularly so among women (92 per cent), and those aged 65+ (90 per cent).

Buying second hand goods

There were much lower levels of agreement with the statement *‘I often buy second hand goods’* – in fact a lower proportion agreed than disagreed (38 per cent and 40 per cent respectively). Women, people with lower incomes, and those in lower social grades (DE) were slightly more likely than others to say they often bought things second hand.

Table 5.8: Agreement with statement ‘I often buy second hand goods’

		Sex	Household income	Social Grade
	Total	**Women**	**£20,000 +**	**DE**
Strongly Agree	15	18	13	20
Tend to Agree	23	24	23	23
Neither Agree nor Disagree	17	16	13	17
Tend to Disagree	23	22	28	17

Strongly Disagree	17	16	18	16
Don't know	*	*	*	*
Not applicable	5	*3*	2	6
Base: All respondents	*3,618*	*1,902*	*1,609*	*1,077*

Recycling behaviours

A number of questions were included in the survey about recycling behaviour, including knowledge and use of council kerbside collections. Responses to these questions have, where possible, been compared with DEFRA statistics on local authority recycling services data.

Awareness and use of council kerbside collections

Respondents were shown a list of nine items and asked*: 'As far as you know, which of these can you put outside for a council recycling or composting collection?'* Their aggregated responses are compared (in Table 5.9 below) with the actual availability of this type of collection in the area, according to the DEFRA statistics[10]. (DEFRA recycling statistics for Local Authorities were matched onto the survey dataset using postcodes.)

Table 5.9: Items respondents think they can put out for council recycling or composting collection

	Survey answers	**DEFRA stats[1]**
Paper/newspaper/magazines	94	95
Glass bottles/jars/glass	68	66
Tins/cans/foil	73	87
Cardboard	61	66
Clothes	24	32
Shoes	17	32

[10] The categories in the DEFRA recycling statistics do not always exactly match the categories in the survey. In the DEFRA statistics, clothes and shoes are a combined category 'textiles and footwear', garden waste is 'green waste only' and food waste is 'other compostable waste'.

Plastic bottles/plastic packaging	57	62
Food waste	27	18
Garden waste	52	77
No answer	3	-
Don't know	1	-
Other answers	1	-
Base: All respondents	*3,618*	*3,618*

[1]Many Local Authorities collect co-mingled waste for recycling. Where an authority is logged as collecting co-mingled waste, estimates of which of the individual materials are included have been made.

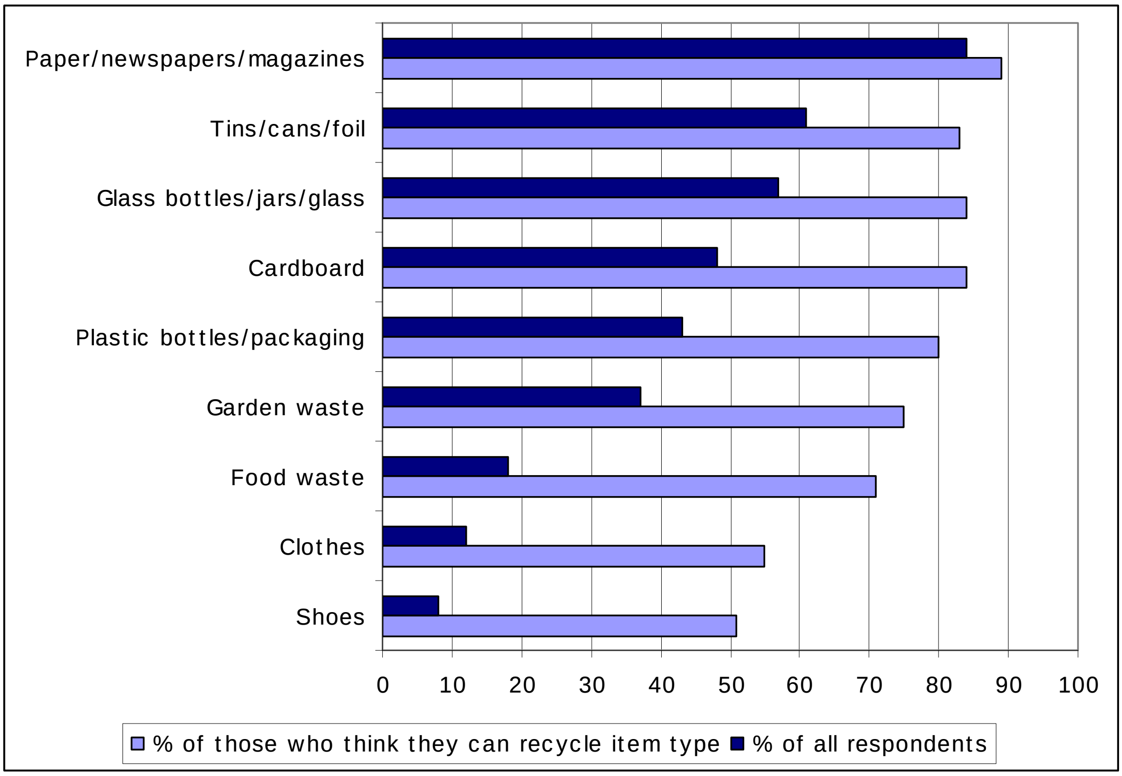
Perceptions of council recycling collections compared with actual collections

For most items, a similar number of people thought their council provided a relevant recycling collection compared with services actually available. There were some differences with the proportions from the survey generally being slightly lower. There are probably various reasons for any discrepancies, including the confusion of kerbside recycling collections with recycling banks, doorstep collections by charities, and normal council collections of mixed household waste, as well as guesswork and people's tendency to overclaim their own recycling behaviour. Of greater interest to the study perhaps is the proportion of respondents who said they made use of recycling collections.

Materials normally put outside for recycling collection

Respondents who said they were aware of their council offering any recycling or composting service were then asked to say, with regard to the same nine items, *'Which of these do you normally put outside for recycling or composting collection?'*. Responses to this question are shown in chart 5.1. The percentages in dark blue are based on all respondents – to provide an overall figure for those claiming to use recycling collections for that material – and in light blue just on those who said their local council provided a collection for that material, to show take-up of the services thought to be available.

Chart 5.1: Items respondents usually put out for council recycling or composting collection



Base: All respondents (3,618), all who think they can recycle item type (variable)

Over eight out of ten people said they put out paper/newspapers/magazines for a recycling collection, and this represents nearly nine in ten of those who said their council provided a collection for these materials. Around six in ten said they used such collections to recycle glass, and a similar proportion said they did so for tins/cans/foil. Just over half said they recycled cardboard and just under half said they recycled plastic bottles and packaging in this way. For all these materials, these figures represent 80 per cent or more of those who thought their council offered a relevant recycling collection. However, as noted above, in some cases where individuals said collections were available for these materials this could not have been the case, and some respondents may therefore be referring to their use of recycling methods other than council kerbside collections.

Fewer people claimed to use a recycling collection for other materials, the proportions ranging from around four in ten for garden waste (representing three-quarters of those who believed a garden waste collection service to be available) to around one in ten for shoes (half of those who thought such a collection was available). Again, there is some discrepancy between the proportion of people claiming to use a recycling collection service and the proportion to whom it was actually offered, according to the DEFRA statistics.

Claimed use of recycling collections for most materials increases with age and with social grade, with older people and those higher up the social scale more likely to say they had used them.

The proportion of all respondents recycling paper, glass, cans and plastic had increased since 2001, as shown in table 5.10.

Table 5.10: Materials regularly recycled in 2001 and 2007

	2007	**2001**
Paper	84	52
Glass	57	42
Cans	61	29
Plastic	43	22
Base: All respondents	*3,618*	*3,700*

Use of recycling banks

Three questions were asked in the survey about recycling banks:

'Is there a bottle bank or recycling bank in your area where you can take things like bottles, cans or paper to recycle?' and, of those who replied in the affirmative,

'Do you or your household ever use these facilities?'

And, if so:

'What things do you take to recycle?'

In response to the first question, 84 per cent replied that a recycling bank was available in their area, compared with 12 per cent who thought this was not the case. Only four per cent said they didn't know. Awareness of the existence of a local recycling bank was slightly lower among lower social grades (DE) and the 16-29 age group (both 76 per cent), people living in rented accommodation (74 per cent) and those with no access to a car (70 per cent).

Around two-thirds of people who were aware of a recycling bank said they or their household used the facility. People in the same sub-groups as above – that is, those aged 16-29, living in rented accommodation, from lower social grades (DE) or without access to a car - were less likely to do so than others.

Table 5.11: Awareness and use of local recycling banks

	Total	Social Grade DE	Age 16-29	Tenure Rented	Car ownership No Car
Aware and use	54	41	49	41	36
Aware but don't use	29	35	30	33	34
Not aware	12	18	12	19	22
Don't know	4	6	8	7	8
Base: All respondents	*3,618*	*1,077*	*784*	*1,099*	*749*

The materials most commonly said to be taken to recycling banks were glass bottles and jars (72 per cent of those using recycling banks), followed by clothes (44 per cent), shoes (35 per cent), plastic bottles/packaging (35 per cent), paper (32 per cent), cardboard (29 per cent) and tins/cans (26 per cent).

Composting

Respondents with a garden were asked: *'Do you have a compost bin or heap that you use to compost garden or kitchen waste?'*.

Just over a third (36 per cent) said they did this, rising to 48 per cent among those living in rural areas. The propensity to compost also increased with age and social grade (Table 5.12).

Table 5.12: Whether has a compost heap or compost bin for composting kitchen or garden waste

	Yes	**No**	***Base***
Total	36	64	*3325*
Area: Rural	48	52	*672*
Age: 16-29	24	75	*701*
Age: 30-40	26	74	*678*
Age: 41-50	37	63	*584*
Age: 51-64	48	52	*697*
Age: 65+	44	56	*653*
Social grade: AB	49	51	*791*
Social grade: C1	36	63	*864*

Social grade: C2	32	68	*716*
Social grade: DE	27	73	*954*

NOTE- Base: All respondents who have a garden

Barriers to recycling

Finally, all respondents were asked:

'What, if anything, stops you recycling more than you do at the moment?'

The largest group (42 per cent) responded that nothing stopped them – they were already recycling everything they could. This rose to 46 per cent among higher social grades (AB), and to 53 per cent among the over 50s.

The main reasons given for not recycling more were the lack of doorstep collections (19 per cent), lack of recycling facilities locally (13 per cent) and lack of space to store recyclables (eight per cent). The time or effort required to recycle, inability to get to local recycling facilities, or ignorance about what could or could not be recycled were each given as a reason for not recycling more by between five per cent and seven per cent of people. Only one per cent said they were not interested in recycling more. People aged 16-29 were more likely than average to say that recycling took too much time or effort, that they did not have enough storage space or that they were not interested.

Purchasing behaviours

In this chapter we explore people's general attitudes to environmentally friendly and ethical purchasing and their awareness of certified/assured and sustainable product ranges, before examining behavioural indicators such as where they shop for food, and their purchasing of such products.

Attitudes to purchasing behaviours

Respondents were invited to say how much they agreed with each of four statements about purchasing, two of a general nature:

'I try not to buy products from a company whose ethics I disagree with'

'I would be prepared to pay more for environmentally friendly products'

and two more specific to food purchasing:

'I make a point of checking where fruit and vegetables are grown before I buy them'

'I make an effort to buy things from local producers'.

Table 6.1 shows the overall responses for each statement.

Table 6.1: Agreement with purchasing attitude statements

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
I try not to buy products from a company whose ethics I disagree with	21	29	27	12	7
I would be prepared to pay more for environmentally friendly products	12	33	24	20	9
I make a point of checking where fruits and vegetables	14	22	24	26	11

are grown before I buy them					
I make an effort to buy things from local producers	19	31	24	17	5

Base: All respondents (3,618)

Levels of agreement and disagreement were similar for not buying from companies whose ethics you disagreed with, and for making an effort to buy from local producers, with half agreeing, around one in five disagreeing and a quarter being undecided in each case. Fewer people (44 per cent) agreed that they would be prepared to pay more for environmentally friendly products, with nearly one in three disagreeing. And as many people (36 per cent) disagreed as agreed that they made a point of checking where fruit and vegetables were grown before buying them.

In all cases, there were above average levels of agreement with the statements from those in higher social grades (AB). Some of these views – in particular, being willing to pay more for environmentally friendly products were associated with high income.

Those living in rural areas and those aged over 50 were also more likely to be concerned about the origin of fruit and vegetables, and about supporting local producers.

Table 6.2: Proportions of respondents who agree with purchasing attitude statements

		Social grade				Area lives
	Total	**AB**	**C1**	**C2**	**DE**	**Rural**
I try not to buy products from a company whose ethics I disagree with	50	60	53	44	44	55
I would be prepared to pay more for environmentally friendly products	44	58	46	38	37	47
I make a point of checking where fruits and	36	48	36	32	31	44

vegetables are grown before I buy them						
I make an effort to buy things from local producers	50	54	49	49	49	61
Base: All respondents	*3,618*	*825*	*936*	*780*	*1,077*	*683*

Awareness and purchasing of selected certified/assured products

Respondents were presented with a list of six certified/assured products[11] and asked which, if any, they had heard of. The products were:

Fair Trade products: The Fair Trade Mark is an independent consumer label which appears on products as an independent guarantee that disadvantaged producers in the developing world are getting a better deal.

Timber products certified by the Forestry Stewardship Council: FSC is an international not-for-profit membership-based organisation that brings people together to find solutions to the problems created by bad forestry practices and to reward good forest management.

Fish certified by the Marine Stewardship Council: The MSC is an independent non-profit organisation that promotes responsible fishing practices.

Red Tractor meat: The Red Tractor scheme covers chicken, pork, lamb, beef, fruit, vegetables, salad, flour, sugar and dairy. The scheme is managed by a not-for-profit organisation and inspects production not only at the farm level but all the way through until it is packed. This ensures that food safety and hygiene

[11] The card with the names of the product types that was shown to respondents did not include any logos, colour schemes or fonts associated with the product type. Only the names of the product types (as used in this report) were printed on the card.

standards are maintained as well as standards for animal welfare and the environment.

Freedom Food: Freedom Food is the RSPCA's farm assurance and food labelling scheme dedicated to improving welfare standards for the one billion farm animals reared for food each year in the UK.

LEAF Marque products: The LEAF Marque is about Linking Environment And Farming. It gives you the choice to buy affordable food produced by farmers who are committed to improving the environment for the benefit of wildlife and the countryside.

The most familiar was ‘Fair Trade’ products, with eight in ten people being aware of this range. Other types of product were much less well-known:

- 34 per cent had heard of timber products certified by the Forestry Stewardship Council or timber from sustainable sources;
- 21 per cent had heard of fish certified by the Marine Stewardship Council or fish from sustainable sources;
- 16 per cent had heard of Red Tractor meat[12];
- 15 per cent had heard of Freedom food;
- Four per cent had heard of LEAF Marque Food.

In all cases the respondent was prompted by the name of the product and not shown logos or branding. One in six people said they had not heard of any of these product ranges.

Above average levels of awareness were consistently shown by people in the higher social grades (and correspondingly, those with higher incomes and broadsheet newspaper readers).

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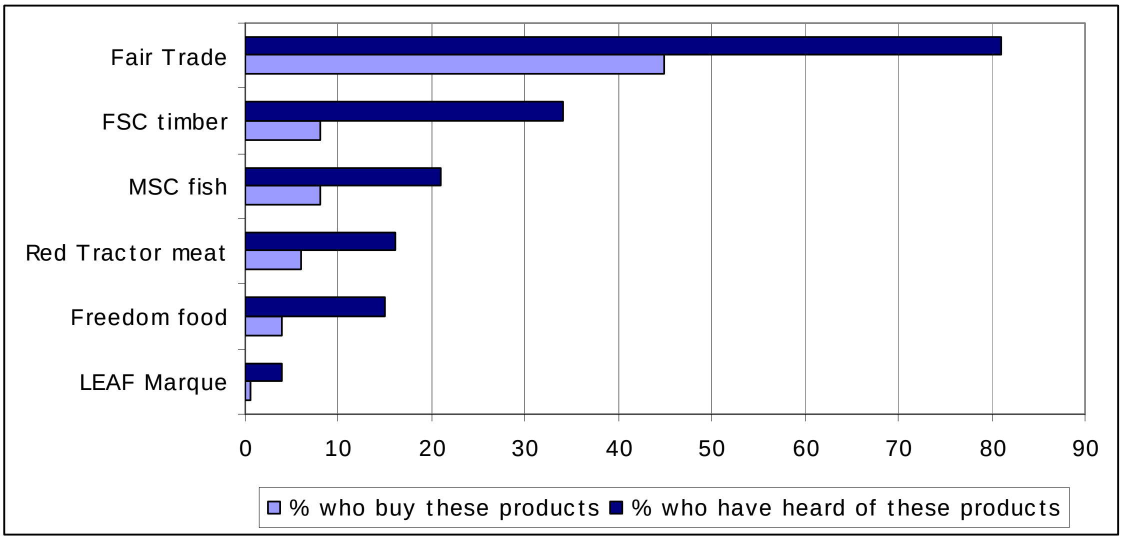
[12] The red tractor scheme is run by Assured Food Standards and includes products other than meat. However, meat was used to add context as it is the most commonly mentioned type of product in association with the scheme.

Those who had heard of a specific product range were asked if they or someone in their household made a conscious effort to buy that product. Only Fair Trade products attracted a high proportion of purchasers – half of those who had heard of them said they made a conscious effort to buy them, equating to 45 per cent of those interviewed. The other product types were less commonly purchased:

- 24 per cent of those who had heard of timber products certified by the Forestry Stewardship Council or timber from sustainable sources made a conscious effort to buy it (eight per cent of the total survey base);
- 40 per cent of those who had heard of fish certified by the Marine Stewardship Council or fish from sustainable sources made a conscious effort to buy it (eight per cent of the total survey base);
- 39 per cent of those who had heard of Red Tractor meat made a conscious effort to buy it (six per cent of the total survey base);
- 24 per cent of those who had heard of Freedom food made a conscious effort to buy it (four per cent of the total survey base);
- 13 per cent of those who had heard of LEAF Marque Food made a conscious effort to buy it (less than one per cent of the total survey base).

As well as being more likely to be aware of these products, those in higher social grades were also more likely to say they made an effort to purchase them.

Chart 6.1: Awareness and purchasing of certified/assured products



Base: All respondents (3,618)

All respondents were also asked whether they or their household regularly bought recycled toilet paper or kitchen roll, free range eggs or poultry, organic food, or other eco-friendly or recycled products.

Of the five specific items presented, the most frequently purchased was ‘free range eggs’, regularly bought by 70 per cent of all respondents. Less than one in three bought any of the other items. One in seven said they bought other eco-friendly products and only one in fourteen said they bought other recycled products (Table 6.3).

Table 6.3: Products respondents buy on a regular basis

		Age	Area	Social Grade
	Total	**65+**	**Rural**	**AB**
Recycled toilet paper	32	35	32	31
Recycled kitchen roll	31	39	34	35
Free range eggs	70	70	78	77
Free range poultry	31	30	37	43
Organic food	33	31	37	45
Eco-friendly products	14	10	18	23
Other recycled products	7	4	18	10
None of these	14	15	11	9
Don’t know	2	2	1	1
Base: All respondents	*3,618*	*690*	*683*	*825*

There was a slight tendency for older people to buy recycled paper products, and for those living in rural areas to buy free range eggs and poultry. People in higher social grades (AB) were also much more likely to be regular purchasers of (usually more expensive) free range and organic foods.

Those in higher social grades (AB) were more likely than average to say they bought other “eco-friendly” and recycled products. The “eco-friendly” products most commonly bought were washing up liquid, washing powder, cleaning products and toiletries, whilst ‘other recycled’ products included paper products such as writing paper, envelopes and cards, plastic products such as rubbish and carrier bags, and glass products.

In the 2001 survey, 35 per cent of respondents said they regularly bought recycled toilet paper or kitchen roll, this has increased a little to 42 per cent of respondents in the 2007 survey. The proportion of people regularly buying organic food has also increased from 18 per cent in 2001 to 33 per cent in 2007.

Shopping behaviour

Eight out of ten people – 94 per cent of women and 64 per cent of men - said they either made all the decisions on what groceries were bought by their household, or had a fair amount of involvement. Only seven per cent said they were not involved at all. Those aged 16-29 tended to have less involvement in these decisions (64 per cent had at least a fair amount, and 15 per cent had none).

Regardless of their involvement, everyone was then asked to indicate (from a list presented) the types of shop where their household did their grocery shopping at least once a month and then – if more than one type was mentioned – where they did most of their grocery shopping.

The type of shop most commonly used for grocery shopping was a supermarket, either in a town or village or out of town (75 per cent and 35 per cent respectively used one at least once a month). Nearly all respondents (97 per cent) used a supermarket at least once a month, and 93 per cent used one to do most of their grocery shopping. Very small numbers of people used any other type of shop to do most of their shopping (around two per cent bought ‘via the Internet’ – although this may have been from a supermarket - and a similar number said they used ‘small independent shops’), but other outlets were used on at least a monthly basis to supplement the main grocery shop (Table 6.4).

Table 6.4: Types of shop used at least once a month, and where respondents do most of their grocery shopping

	Shops used at least once a month	**Where does most of grocery shopping**
Out of town supermarket	35	28
Supermarket in town/village	74	64
Via the internet	8	2
Small independent shops (Greengrocer/ Butcher/Fishmonger/Bakery)	31	2
Farmers market/farm shop	12	*
Market	15	1
Convenience store/corner shop	26	1
Have vegetable box delivered	2	*
Health food shop	6	*
Other answers	1	-
Base: All respondents	*3,618*	*3,618*

After supermarkets, small independent shops and convenience stores were the most commonly used types of outlet. Markets, including farmers markets or farm shops, also attracted a significant level of custom. A small minority of people said they regularly bought from health food shops or had a vegetable box delivered.

In total, 43 per cent of respondents used at least one of the outlets other than supermarkets (independent shops, farm shops, markets, health food shops, and vegetable box delivery) at least once a month. This proportion increased amongst people in higher social grades (AB - 57 per cent). Lower social grades (DE - 34 per cent) and people aged 16-29 (37 per cent) were less likely to use these kinds of shops.

Green spaces

As part of an omnibus survey, 1,661 adults (aged 16 or more) in England were asked questions about green space, animal welfare and biodiversity. This chapter examines their responses to questions about green spaces.

Gardens

Nine in ten respondents had their own garden and a further two per cent had a shared garden, the remaining nine per cent did not have access to a garden at home. People aged 35 or over were more likely than younger people to have a garden, and gardens were more common amongst those in higher social grades.

Only seven in ten respondents who lived in London had their own garden, and gardens were slightly less common than average in the North West.

Table 7.1: Whether have a garden

		Age		Social grade		Region	
	Total	**16-34**	**35+**	**AB**	**DE**	**London**	**North West**
Yes – own garden	90	83	93	94	84	69	83
Yes – garden shared with others	2	3	1	1	3	5	2
No	9	14	6	5	13	26	15
Base: All respondents	*1,661*	*506*	*1,155*	*326*	*477*	*348*	*190*

Those with a garden were asked to what extent having a garden contributed to their quality of life. Half said it contributed ‘a lot’, and a further three in ten said it contributed ‘a fair amount’. Only five per cent of respondents did not think having a garden contributed to their quality of life at all.

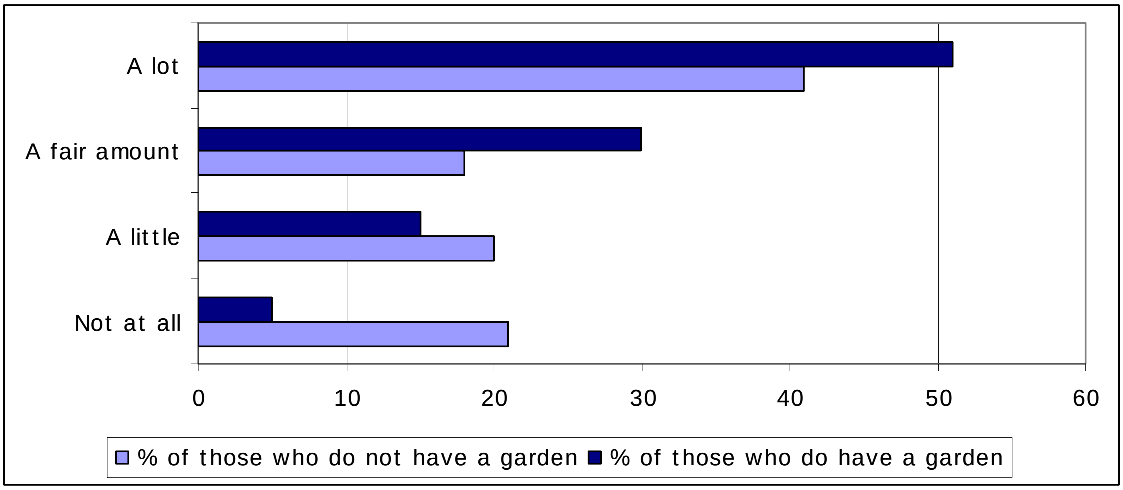
Women were more likely than men to say their garden contributed a lot to their quality of life, and the proportion saying it contributed a lot also increased with age. Those in the lowest social grade (E) and people who live in the North were less likely to think having a garden contributed a lot to their quality of life.

Table 7.2: To what extent having a garden contributes to quality of life

		Gender		Age			Social grade	Region
	Total	**Men**	**Women**	**16-24**	**25-54**	**55+**	**E**	**North**
A lot	51	42	59	25	52	61	42	37
A fair amount	30	33	27	37	28	29	33	33
A little	15	19	10	27	15	8	17	22
Not at all	5	6	4	11	37	2	9	8
Base: All who have a garden	*1,498*	*637*	*861*	*181*	*786*	*531*	*218*	*96*

Those without a garden were asked how much they thought having a garden would contribute to their quality of life. Two in ten thought having a garden would not contribute at all, while six out of ten thought it would contribute at least a fair amount.

Chart 7.1: To what extent respondents think having a garden does/would contribute to their quality of life



Base: those with a garden (1,498), those without a garden (163)

Public gardens, parks, commons and other green spaces

All respondents were asked how important it was to them to have public gardens, parks, commons or other green spaces nearby. Two thirds of respondents said it was very important, and a further quarter said it was fairly important. People aged between 25 and 44 were more likely to say it was important to have green spaces nearby.

Table 7.3: How important it is to have green spaces nearby

		Age					
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**
Very important	65	56	69	69	65	69	62
Fairly important	26	32	26	26	25	19	26
Not very important	7	9	3	4	10	9	8
Not at all important	2	2	1	*	1	4	4
Base: All respondents	*1,661*	*212*	*294*	*323*	*264*	*218*	*350*

When asked how often they visit such green spaces, 54 per cent of respondents said they did so at least once a week, 22 per cent did so once or twice a month, 19 per cent visited green spaces less than once a month, and five per cent never visited them.

People aged 16 to 44 were more likely to visit green spaces at least once a week (61 per cent) as were people who lived in London (63 per cent). Those aged 65 or over were less likely to do so (42 per cent), as were those in the lowest social grade (E - 48 per cent).

Table 7.4: How often respondents visit public gardens, parks, commons or other green spaces

			Age		Social grade	Region
	Total	**16-44**	**45-64**	**65+**	**E**	**London**
6-7 days a week	12	12	16	7	9	9
3-5 days a week	14	20	9	9	14	18
1-2 days a week	28	29	26	26	26	36
Once a fortnight	12	13	11	9	8	10
Once a month	11	10	12	11	8	7
Several times a year	12	10	14	17	16	8
Once a year	2	1	3	4	3	2
Less often	4	3	3	6	8	5
Never	5	3	5	11	8	4
Base: All respondents	*1,661*	*829*	*482*	*350*	*252*	*348*

If respondents said it was important to have green spaces nearby, but visited them less than once a month, they were asked why they did not visit green spaces more often. Many (43 per cent) cited a lack of time, 12 per cent said the green spaces were too far away, 12 per cent also said they had difficulties with mobility, and 13 per cent said they did not wish to or were not interested in visiting the green spaces.

Table 7.5: Reasons why respondents do not visit public green spaces more often

	Total
Lack of time / too busy	43
Don't want to / Not interested	13
Too far away	12
Difficulties with mobility	12
Lack of transport to take me there	6
Feel it is unsafe	6
Have my own garden	3
Health problems	2
Depends on the weather	2
Cost/money	1
Vandalised/neglected	1
Go elsewhere	1
Live in a nice area	1
Have no-one to go with	1
My age	1
Don't know	3
Base: All who think having green spaces nearby is important, but visit them less than once a month	*244*

Open countryside

All respondents were asked how often they visited the open countryside for leisure: three in ten did so at least once a week, a further three in ten did so once or twice a month, and just over three in ten visited the countryside less often. The remaining nine per cent said they never visited the countryside.

People aged 45 to 64 were the most likely age group to visit the countryside at least once a week (36 per cent), and higher social grades (AB) were more likely than lower social grades (DE) to visit the countryside this regularly (37 per cent compared with 22 per cent). People who lived in London were much less likely to visit the countryside regularly: only six per cent did so at least once a week, and 32 per cent did so once or twice a month. 14 per cent of Londoners never visited the countryside.

Table 7.6: How often respondents visit the open countryside for leisure

		Gender		Age			Social grade	
	Total	**Men**	**Women**	**16-44**	**45-64**	**65+**	**AB**	**DE**
6-7 days a week	7	7	8	5	11	8	9	4
3-5 days a week	5	6	5	6	6	5	8	4
1-2 days a week	17	18	15	16	19	15	20	13
Once a fortnight	14	15	13	15	13	12	17	11
Once a month	16	16	16	18	14	13	18	14
Several times a year	21	20	22	20	21	22	18	19
Once a year	5	4	6	5	5	6	4	8
Less often	5	5	6	5	5	7	2	9
Never	9	9	9	9	6	12	4	17
Base: All respondents	*1,661*	*722*	*939*	*829*	*482*	*350*	*326*	*477*

Those who visited the countryside at least once a year for leisure were asked what they had visited when they last visited the countryside. The most common answers were forests or woodland, rivers, canals or lakes, open coastal areas and small country towns or villages.

Visiting historic sites or stately homes, or historic gardens was more common amongst those aged 45 or over. Londoners were most likely to have visited a small country town or village.

Table 7.7: Kinds of places respondents visited when they last visited the open countryside

		Age		Region
	Total	**16-44**	**45+**	**London**

Forest or woodland	30	31	29	26
River, canal or lake	28	27	29	28
An open coastal area	28	27	29	25
Small country town or village	27	27	28	38
Open farmland	23	23	24	16
National park	18	18	18	17
Historic site/stately home	13	9	18	15
Historic garden	9	6	13	12
Base: All who visit the countryside for leisure at least once a year	*1,378*	*690*	*688*	*234*

Those who had visited national parks, forests or woodland, rivers, canals or lakes, open farmland, or open coastal areas were asked what activities they had undertaken when they last visited these types of green spaces. Walking was by far the most common activity undertaken, and picnicking was also a popular countryside activity. Sports, bird watching and nature study were also reasonably common activities for people who visited the countryside.

Respondents' ages were linked with the kind of activities they undertook: sporting activities were more common amongst younger respondents, whilst bird watching and nature study were more popular amongst older respondents.

Table 7.8: Activities respondents undertook when they last visited the countryside

		Age					
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**
Walking	82	76	82	84	86	85	80
Picnicking	30	24	38	39	28	22	24
Sport (ball games, kite flying, etc)	16	32	20	20	9	6	7
Birdwatching	13	5	9	10	14	22	18
Cycling	11	14	13	15	11	5	4
Nature study	9	4	8	8	8	12	13
Running	5	12	7	7	3	*	1
Horseriding	2	5	3	2	1	1	0
Fishing	2	1	1	1	4	2	2
Base: All who visited open areas when they last went to the	*1,113*	*121*	*193*	*251*	*182*	*160*	*206*

countryside

Respondents who visited the countryside at least once a year for leisure were asked what they thought the three most important aspects of the open countryside were. Six in ten respondents said fresh air, and scenery was cited by almost as many. Tranquillity, open space and plants and wildlife were also important aspects to a sizable proportion of respondents.

Women were a little more likely than men to think open space and plants and wildlife were important aspects of the countryside, while men were a slightly more likely to cite way of life. Age was a factor: respondents aged under 35 were more likely to think fresh air was important, but tranquillity was less often mentioned by this age group. Tranquillity was more important to higher social grades (ABC1 - 49 per cent).

Table 7.9: The three most important aspects of the open countryside

		Gender		Age	
	Total	**Men**	**Women**	**16-34**	**35+**
Fresh air	61	61	62	70	57
Scenery	56	56	56	54	57
Tranquillity	45	44	46	36	49
Open space	39	37	41	42	38
Plants and wildlife	38	35	40	35	39
Way of life	15	16	13	13	15
Villages/historic buildings	12	13	11	11	12
Leisure opportunities	11	12	10	15	9
Base: All who visit the countryside for leisure at least once a year	*1,378*	*600*	*778*	*404*	*974*

Animal welfare

Also on the omnibus survey were questions about both farm animal welfare and pet welfare. The results from these questions are presented in this chapter.

Farm animal welfare

Before any questions on this topic were asked, respondents were read the following text:

First, I'd like you to think about the welfare of FARM ANIMALS in this country. By this I mean things like the following:

- How farmers look after and breed animals
- How farm animals are transported
- Conditions at markets and livestock sales
- Exports of live farm animals
- Conditions at slaughterhouses and abattoirs

Consideration of farm animal welfare

Most people had not given the issue of farm animal welfare in England much thought, but 16 per cent said this issue was something they had thought about a great deal, and a further 24 per cent had thought about it ‘a fair amount’. Women thought about farm animal welfare more than men: 44 per cent of women thought about this issue at least a fair amount compared with 37 per cent of men. Age was also a factor: 53 per cent of those aged 55 or more thought about farm animal welfare at least a fair amount compared with 37 per cent of 25 to 54 year olds and 26 per cent of those aged 16 to 24.

Respondents in higher social grades had thought about farm animal welfare more than those with lower social grades: 23 per cent of higher social grades (AB) had thought a great deal about farm animal welfare compared with 16 per cent or less in all other social grades.

Table 8.1: How much thought respondents had given to the issue of farm animal welfare

		Gender		Age		
	Total	**Men**	**Women**	**16-24**	**25-54**	**55+**
A great deal	16	14	19	11	15	22
A fair amount	24	23	25	15	22	31
A little	37	39	35	39	41	30
Have not really given this issue any thought	22	24	21	35	22	17
Base: All respondents	*1,661*	*722*	*939*	*212*	*881*	*568*

Satisfaction with standards of farm animal welfare

Over a quarter (28 per cent) of respondents did not know whether they were happy with the standards of farm animal welfare in this country or not, these were mostly people who had not thought about farm animal welfare in the past. Most other respondents were happy with some or most aspects of farm animal welfare – few respondents were happy with all aspects. A minority (11 per cent) of respondents were unhappy with all or most aspects of farm animal welfare in this country.

Women tended to be less happy with standards of farm animal welfare than men: 20 per cent of women were happy with all or most aspects compared with 34 per cent of men.

Table 8.2: Satisfaction with standards or farm animal welfare in this country

		Gender	
	Total	**Men**	**Women**
Happy with all aspects of farm animal welfare	4	5	3
Happy with most aspects of farm animal welfare	23	29	18
Happy with some aspects of farm animal welfare, unhappy with others	34	29	39
Unhappy with most aspects of farm animal welfare	9	8	10
Unhappy with all aspects of farm animal welfare	2	1	4
Don’t know	28	29	28
Base: All respondents	*1,661*	*722*	*939*

Issues of concern

Respondents who said they were happy with less than all aspects of farm animal welfare were asked which aspects of farm animal welfare they were particularly concerned about. Half of these respondents were concerned about how animals are transported, and reasonably high proportions were also concerned with the exports of live farmed animals, how animals are kept on farms, and the conditions at slaughterhouses and abattoirs. Fewer respondents (15 per cent) were concerned about when animals are sold at livestock sales.

A higher proportion of women than men said they were concerned about each of the aspects mentioned, and higher social grades (AB) showed more concern than other groups.

Table 8.3: Aspects of farm animal welfare that respondents are particularly concerned about

		Gender		Social grade
	Total	**Men**	**Women**	**AB**
How animals are transported	51	48	54	60
Exports of live farmed animals	41	38	44	50
How animals are kept on farms	39	33	44	44
Conditions at slaughterhouses and abattoirs	33	30	37	36
When animals are sold at markets/livestock sales	15	11	20	18
Other answers	3	3	3	4
None of these	6	8	5	5
Base: All who were not happy with all aspects of farm animal welfare	*1,112*	*475*	*637*	*231*

When asked what aspect of farm animal welfare they were *most* concerned about, three in ten (29 per cent) respondents said how animals are kept on farms, and the same proportion said how animals are transported. Exports of live farmed animals was the biggest concern for 20 per cent of people, while 15 per cent were most concerned about conditions at slaughterhouses and abattoirs. Older respondents showed more concern about transport issues, while for younger people the biggest concerns were the conditions of animals both on farms and in slaughterhouses.

Table 8.4: Aspects of farm animal welfare that respondents are most concerned about

		Age			
	Total	**16-24**	**25-34**	**35-54**	**55+**
How animals are transported	29	14	23	34	32
Exports of live farmed animals	20	14	11	16	30
How animals are kept on farms	29	33	39	30	23
Conditions at slaughterhouses and abattoirs	15	29	18	15	8

When animals are sold at markets/livestock sales	3	10	6	2	2
Other answers	2	1	2	2	4
Base: All who were concerned about aspects of farm animal welfare	*1,045*	*123*	*165*	*366*	*391*

Pet welfare

Before questions on this topic, pet welfare was defined for respondents as follows:

Next, I'd like you to think about the welfare of PETS in this country. By this I mean things like the following:

- How people treat their pets
- How well people understand how to look after their pets
- Conditions in pet shops
- The types of animals that are sold as pets
- Monitoring and prosecution of cruelty

Consideration of pet welfare

More people had given thought to pet welfare than to farm animal welfare: 55 per cent of respondents had thought at least ‘a fair amount’ about pet welfare compared with 40 per cent about farm animal welfare. Still, 16 per cent of respondents said they had not really given any thought to pet welfare. Women were more likely than men to have given ‘a great deal’ of thought to pet welfare.

Table 8.5: How much thought respondents had given the issue of pet welfare

		Gender	
	Total	**Men**	**Women**
A great deal	22	18	27
A fair amount	33	33	33
A little	28	29	27
Have not really given this issue any thought	16	20	13
Base: All respondents	*1,661*	*722*	*939*

Satisfaction with standards of pet welfare

Some respondents (17 per cent) could not say whether they were satisfied with the standards of pet welfare in this country, these were mostly people who had not given pet welfare much thought. Few respondents were happy with all aspects of pet welfare, but most were happy with some or most aspects. Men were more likely than women to be happy with all or most aspects of pet welfare (39 per cent compared with 27 per cent).

Table 8.6: Satisfaction with standards or pet welfare in this country

		Gender	
	Total	**Men**	**Women**
Happy with all aspects of pet welfare	5	6	4
Happy with most aspects of pet welfare	28	33	24
Happy with some aspects of pet welfare, unhappy with others	41	36	46
Unhappy with most aspects of pet welfare	7	5	8
Unhappy with all aspects of pet welfare	3	3	3
Don't know	17	18	16
Base: All respondents	*1,661*	*722*	*939*

Issues of concern

Respondents who were not happy with all aspects of pet welfare were asked which aspects they were particularly concerned about. How people treat their pets was a concern for over half of respondents, and fairly high proportions were concerned about monitoring and prosecution of cruelty (42 per cent), and people's understanding of how to look after their pets (40 per cent). The types of animals that are sold as pets were a concern for 28 per cent of respondents, and 16 per cent were concerned about conditions in pet shops. A higher proportion of women than men were concerned about all of the aspects of pet welfare mentioned.

Table 8.7: Aspects of pet welfare that respondents are particularly concerned about

		Gender	
	Total	**Men**	**Women**
How people treat their pets	56	52	59
Monitoring and prosecution of cruelty	42	40	45
How well people understand how to look after their pets	40	39	41
The types of animals that are sold as pets	28	26	30
Conditions in pet shops	16	13	19
Other answers	1	1	1
None of these	3	4	2

Base: All who were not happy with all aspects of pet welfare	*1,286*	*549*	*737*

When asked which aspect of pet welfare *most* concerned them, the most common answer given by respondents was 'how people treat their pets' (39 per cent). A quarter (26 per cent) of respondents were most concerned about monitoring and prosecution of cruelty, and for 20 per cent of respondents the biggest concern was people's understanding of how to look after their pets.

Younger people were more likely than older people to be most concerned about how people treat their pets, while older people were more likely than younger people to be most concerned about the types of animals sold as pets.

Table 8.8: Aspects of pet welfare that respondents are most concerned about

		Age		
	Total	**16-34**	**35-54**	**55+**
How people treat their pets	39	49	34	34
Monitoring and prosecution of cruelty	26	27	29	22
How well people understand how to look after their pets	20	17	22	20
The types of animals that are sold as pets	10	4	10	16
Conditions in pet shops	3	3	2	4
Other answers	1	0	1	3
Base: All who were concerned about aspects of pet welfare	*1,251*	*367*	*447*	*437*

Government involvement in animal welfare

Over half of respondents thought the Government should be doing more about animal welfare (both farm animal and pet welfare), while a third thought the Government was doing enough. A minority of respondents thought the Government was giving too much attention to the issue of animal welfare. Women were more likely than men to think the Government should be doing more in this area, and younger people were more likely than older people to hold this opinion.

Table 8.9: Whether respondents think the Government should be doing more about animal welfare

		Gender		Age		
	Total	**Men**	**Women**	**16-24**	**25-64**	**65+**
Should do more than it does at the moment about animal welfare	57	51	62	66	56	49
Does enough as it is about animal welfare	33	38	28	27	32	38
Already gives too much attention to animal welfare	4	6	3	2	5	3
Don't know	7	6	8	4	7	10
Base: All respondents	*1,661*	*722*	*939*	*212*	*1,099*	*350*

Biodiversity

Also as part of the omnibus survey, respondents were asked about biodiversity. Their responses are reported in this chapter.

Knowledge of biodiversity

A little under half (44 per cent) of people had never heard of the term biodiversity, and a further 21 per cent had heard the name, but did not know what it was. Only a small minority (two per cent) said they knew a lot about biodiversity, ten per cent knew ‘a fair amount’ and 22 per cent knew ‘just a little’. Men were more likely than women to say they knew at least a little about biodiversity (42 per cent compared with 28 per cent). Age was a factor: those aged under 25 or aged 65 or more were least likely to know anything about biodiversity, and people aged 45 to 64 were more likely to know at least a little. People with higher social grades were also more knowledgeable about biodiversity.

Table 9.1: How much respondents know about biodiversity

		Gender		Age				Social grade	
	Total	**Men**	**Women**	**16-24**	**25-44**	**45-64**	**65+**	**AB**	**DE**
A lot	2	3	2	2	2	3	1	4	1
A fair amount	10	11	9	6	11	13	6	19	3
Just a little	22	27	18	21	20	25	22	32	13
Nothing – have only heard of the name	21	20	22	16	22	21	24	20	20
Nothing – have never heard of it	44	38	49	54	44	37	46	24	63
Base: All respondents	*1,661*	*722*	*939*	*212*	*617*	*482*	*350*	*326*	*477*

Loss of biodiversity

Consideration of loss of biodiversity in the UK

The term “Loss of biodiversity” was explained as “loss of species or living things through development, pollution, climate change or other factors”, a necessity given the results of the previous question, before anymore questions on biodiversity were asked. A third of respondents had not really given any thought to loss of biodiversity in the UK, the rest had all given it at least a little thought but only six per cent had thought a great deal about loss of the UK’s biodiversity. Older respondents were more likely to have given this matter thought: 39 per cent of those aged 55 or over had thought at least ‘a fair amount’ about loss of biodiversity in the UK compared with 30 per cent of 35 to 54 year olds and 23 per cent of 16 to 34 year olds. People with higher social grades were also more likely to have given this matter more thought.

Table 9.2: How much thought respondents had given to loss of biodiversity in the UK

		Age			Social grade	
	Total	**16-34**	**35-54**	**55+**	**AB**	**DE**
A great deal	6	5	6	8	8	5
A fair amount	25	18	24	31	31	19
A little	36	38	40	31	40	30
Have not really given this issue any thought before now	32	38	29	29	21	46
Base: All respondents	*1,661*	*506*	*587*	*568*	*326*	*477*

Consideration of loss of biodiversity elsewhere in the world

Similar proportions of people had thought about loss of biodiversity elsewhere in the world as had thought about loss of biodiversity in the UK. There was less of a difference by age, but higher social grades (AB) were still more likely than lower social grades (DE) to have thought about loss of world biodiversity.

Table 9.3: How much thought respondents had given to loss of biodiversity elsewhere in the world

		Age			Social grade	
	Total	**16-34**	**35-54**	**55+**	**AB**	**DE**
A great deal	9	8	8	12	13	6
A fair amount	26	21	28	30	33	18
A little	34	35	37	30	35	31
Have not really given this issue any thought before now	30	35	26	29	19	45
Base: All respondents	*1,661*	*506*	*587*	*568*	*326*	*477*

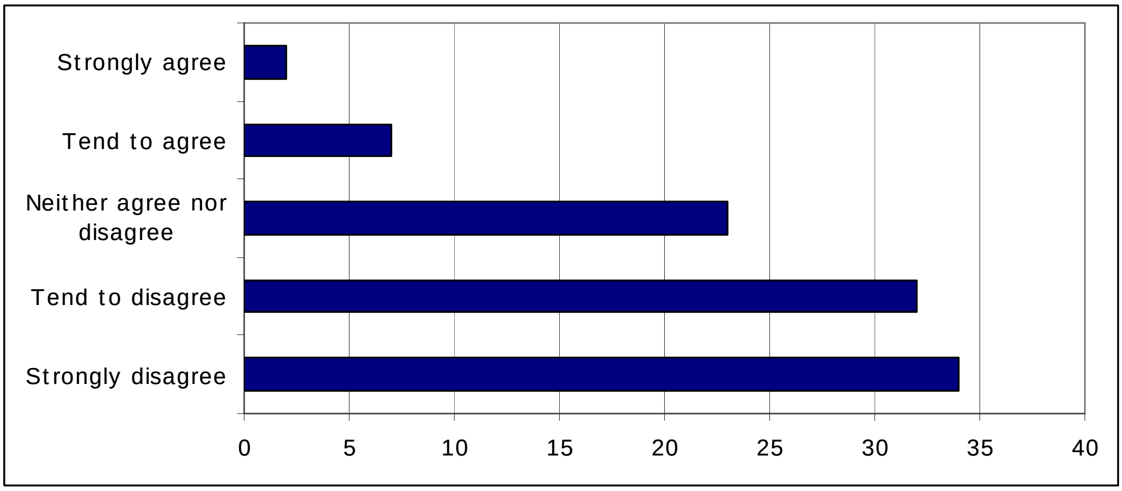
Attitudes to biodiversity

Respondents were presented with eight statements relating to biodiversity and asked how much they agreed or disagreed with each.

Importance of stopping biodiversity loss in the UK

Nine per cent of respondents agreed with the statement '*We can afford to lose some of the UK's biodiversity*' but two thirds (66 per cent) disagreed. There were no real differences by subgroups.

Chart 9.1: Agreement with statement 'We can afford to lose some of the UK's biodiversity'



Base: All respondents (1,661)

Importance of stopping biodiversity loss in the world

Levels of agreement were very similar for the statement '*We can afford to lose some of the world's biodiversity*' with nine per cent agreeing and 67 per cent disagreeing., People aged 65 or over, lower social grades (DE) and people who lived in London were all a little more likely to agree with this statement.

Table 9.4: Agreement with statement 'We can afford to lose some of the world's biodiversity'

		Age	Social Grade	Region
	Total	**65+**	**DE**	**London**
Strongly agree	2	1	2	5
Tend to agree	7	12	10	10
Neither agree nor disagree	22	23	31	22
Tend to disagree	33	34	29	25
Strongly disagree	34	26	25	36

Don’t know	2	4	3	3
Base: All respondents	*1,661*	*350*	*477*	*348*

Protecting biodiversity in the UK

Half of respondents (51 per cent) disagreed that '*There is nothing I can do personally to help protect the UK's biodiversity*' but 22 per cent agreed. People aged 65 or over, and those in lower social grades were more likely to agree with this statement, while those aged 35 to 54 and higher social grades were more likely to disagree.

Table 9.5: Agreement with statement 'There is nothing I can do personally to help protect the UK's biodiversity'

		Age		Social grade	
	Total	**35-54**	**65+**	**ABC1**	**C2DE**
Strongly agree	6	4	13	4	8
Tend to agree	16	13	31	13	19
Neither agree nor disagree	26	23	22	21	31
Tend to disagree	36	42	24	41	30
Strongly disagree	15	17	8	20	8
Don't know	1	1	2	1	2
Base: All respondents	*1,661*	*587*	*350*	*783*	*878*

Protecting the world's biodiversity

Slightly more people agreed with the statement '*There is nothing I can do personally to help stop the loss of the world's biodiversity*' (27 per cent agreed and 46 per cent disagreed). It is perhaps to be expected that the average person living in England would feel more able to affect the UK's biodiversity than the world's biodiversity. People aged 65 or over, and those in lower social grades were more likely to agree with this statement, while those aged 16 to 25 and higher social grades were more likely to disagree.

Table 9.6: Agreement with statement 'There is nothing I can do personally to help stop the loss of the world's biodiversity'

		Age		Social grade	
	Total	**16-24**	**65+**	**ABC1**	**C2DE**
Strongly agree	8	4	16	7	9
Tend to agree	20	13	32	19	21

Neither agree nor disagree	26	28	20	21	32
Tend to disagree	34	40	22	38	28
Strongly disagree	12	13	9	15	8
Don't know	1	2	1	1	1
Base: All respondents	*1,661*	*212*	*350*	*783*	*878*

Feelings about whether the UK should aid developing countries

Two thirds (66 per cent) of respondents thought '*The UK should aid and support developing countries to protect their biodiversity*' while 12 per cent of respondents disagreed with this statement. People aged over 65 again showed a less positive attitude towards biodiversity by being less likely to agree with this statement. Those in the lowest social grade (E) were also less likely to agree while higher social grades (AB) were more likely to do so.

Table 9.7: Agreement with statement 'The UK should aid and support developing countries to protect their biodiversity'

		Age	Social grade	
	Total	**65+**	**AB**	**E**
Strongly agree	26	24	31	22
Tend to agree	40	35	45	30
Neither agree nor disagree	20	19	14	28
Tend to disagree	9	13	8	9
Strongly disagree	3	6	2	7
Don't know	1	2	*	4
Base: All respondents	*1,661*	*350*	*326*	*252*

Feelings about whether farmers should be paid to protect the environment

Just over half (55 per cent) of respondents agreed '*We should pay farmers to protect our natural environment*', a quarter (24 per cent) neither agreed nor disagreed and 19 per cent disagreed. Agreement was higher amongst people aged 55 to 64 (64 per cent agreed), and was higher amongst higher social grades (AB) than lower social grades (DE).

In the 2001 survey, 69 per cent of respondents said they would strongly or slightly support a policy to pay farmers to protect and regenerate threatened landscapes and habitats. This is not directly comparable with the 2007 survey question, but the 2007 results show a continued support for paying farmers to protect the environment.

Table 9.8: Agreement with statement 'We should pay farmers to protect our natural environment'

		Age	Social grade	
	Total	**55-64**	**AB**	**DE**
Strongly agree	19	20	22	18
Tend to agree	35	45	39	30
Neither agree nor disagree	24	17	18	29
Tend to disagree	12	8	12	14
Strongly disagree	7	9	8	6
Don't know	2	1	*	2
Base: All respondents	*1,661*	*218*	*326*	*477*

Proportion who claim to encourage wildlife

One way an individual can help protect biodiversity in the UK is by encouraging wildlife in their garden, for example, through feeding areas or planting. Of those with a garden, most people (74 per cent) agreed '*I actively encourage wildlife in my garden*', and only 12 per cent disagreed. Women were more likely than men to encourage wildlife, and older people were more likely than younger people to do so.

In the 2001 survey, 50 per cent of respondents said they regularly did things in the garden to encourage wildlife and a further 14 per cent had done so occasionally. A quarter of respondents had not done anything to encourage wildlife in their garden. The 2007 survey question is not directly comparable, but the data suggests that at least as many people, if not slightly more, are currently doing something to encourage wildlife in their gardens as were doing so in 2001.

Table 9.9: Agreement with statement 'I actively encourage wildlife in my garden'

		Gender			Age	
	Total	**Men**	**Women**	**16-34**	**35-54**	**55+**
Strongly agree	45	41	48	24	46	62
Tend to agree	30	29	30	34	31	24
Neither agree nor disagree	13	15	11	20	12	7
Tend to disagree	9	9	8	16	7	3

Strongly disagree	4	5	3	5	2	4
Don’t know	1	1	*	1	1	*
Base: All who have a garden	*1,498*	*637*	*861*	*427*	*540*	*531*

Importance of school trips to experience nature

Almost all respondents agreed with the statement '*It is important that school children go on field trips to experience nature first hand*' and three quarters strongly agreed. Those in the lowest social grade (E) and people who lived in London were a bit less likely to agree, but were no more likely to disagree (instead higher proportions neither agreed nor disagreed).

Table 9.10: Agreement with statement 'It is important that school children go on field trips to experience nature first hand'

		Social grade	Region
	Total	**E**	**London**
Strongly agree	76	68	73
Tend to agree	19	20	17
Neither agree nor disagree	3	9	6
Tend to disagree	1	1	1
Strongly disagree	*	*	1
Don't know	1	2	2
Base: All respondents	*1,661*	*252*	*348*

Wellbeing

Also on the omnibus survey were several questions about wellbeing, the results of these are presented in this chapter.

Satisfaction with life

Overall satisfaction

On both the omnibus survey and the main survey, respondents were asked to rate how satisfied they were with their life as a whole on a scale of 0 to 10, with 0 being extremely dissatisfied, and 10 being extremely satisfied. Results were similar across both surveys with only a small minority of respondents giving an answer of 3 or less, under a quarter saying between 4 and 6 and three quarters answering 7 or higher. The average answer was 7.3 across all respondents.

Those in higher social grades tended to be more satisfied: 82 per cent in higher social grades (AB) gave an answer of 7 or higher compared with 66 per cent of lower social grades (DE). Table 10.1 shows the distribution of responses across the two surveys combined, analysed by social grade.

Table 10.1: Overall satisfaction with life as a whole (0 to 10 scale)

		Social grade	
	Total	**AB**	**DE**
0 – Extremely dissatisfied	1	*	1
1	1	*	1
2	1	1	1
3	1	1	2
4	3	3	4
5	10	6	14
6	9	7	11
7	22	22	21
8	28	33	24
9	11	15	8
10 – Extremely satisfied	13	12	13
Base: All respondents	*5,279*	*1,151*	*1,554*

Satisfaction with different aspects of life

Respondents to the omnibus survey were also asked to rate their level of satisfaction with different aspects of their life (this time using a five point scale). The aspects in question were:

- Their standard of living
- Their health
- Their day to day activities (including work of study)
- Their ability to influence what happened in their life
- Their personal relationships
- Achieving their goals
- Their house/flat/accommodation
- Feeling part of the community
- The area in which they lived
- Their future financial security
- Leisure activities/hobbies

For nine of the eleven aspects of life at least 70 per cent of respondents were very or fairly satisfied. Satisfaction was particularly high with personal relationships (89 per cent), accommodation (88 per cent) and standard of living (86 per cent). The aspects that people were least likely to be satisfied with were feeling part of the community (60 per cent satisfied) and future financial security (65 per cent).

By using regression analysis, it is possible to see which of these aspects are most strongly associated with overall satisfaction with life. Satisfaction with each of the aspects was correlated with overall satisfaction, but being satisfied with day to day activities, achieving goals, standard of living and personal relationships were most strongly associated with overall satisfaction with life, while accommodation, feeling part of the community and leisure activities contributed least to overall satisfaction.

The factors that correlate most strongly with overall satisfaction are examined in more detail below.

Day to day activities

A quarter of respondents were very satisfied with their day to day activities and just over half very fairly satisfied. Only seven per cent were dissatisfied. There are few subgroup differences, but those in the lowest social grade (E) were less satisfied than others with their day to day activities: 67 per cent of this group were satisfied and 11 per cent were dissatisfied.

Achieving goals

Two in ten respondents were very satisfied with achieving their goals and a further five in ten were fairly satisfied. Again, a low proportion were dissatisfied (nine per cent). Satisfaction was again lower amongst those in the lowest social grade (E): 58 per cent satisfied and 17 per cent dissatisfied; and also a little lower amongst people aged 65 or more (64 per cent satisfied).

Standard of living

A very high proportion of respondents (86 per cent) were satisfied with their standard of living, including a third who were very satisfied, while five per cent were dissatisfied. Satisfaction was higher amongst people aged 65 or more (93 per cent) and there was some variation by social grade: higher social grades (AB) were most likely to be satisfied with their standard of living (92 per cent) and satisfaction was lowest amongst the lowest social grade (E - 72 per cent). Since social grade is closely related to income, people with higher social grades generally have higher incomes and therefore a higher standard of living. It might then be expected that they then are more likely to perceive themselves to have a good standard of living (i.e. be satisfied with it).

Personal relationships

Almost all respondents (89 per cent) were satisfied with their personal relationships including 58 per cent who were very satisfied. Only five per cent were dissatisfied with this aspect of their life. Again, the lowest social grade (E) were less likely than others to be satisfied (78 per cent).

Table 10.2: Satisfaction with different aspects of life

	Day to day activities	Achieving goals	Standard of living	Personal relationships
Very satisfied	25	19	33	58
Fairly satisfied	54	51	54	31
Neither satisfied nor dissatisfied	14	21	8	6
Fairly dissatisfied	5	7	4	3
Very dissatisfied	1	1	1	2
Base: All respondents	*1,661*	*1,661*	*1,661*	*1,661*

Wellbeing attitudes

All respondents were presented with seven statements and asked to say how much they agreed or disagreed with each.

Feeling positive

Eight in ten respondents (79 per cent) agreed with the statement '*In general I feel very positive about myself*' including a third who strongly agreed. Only seven per cent disagreed. People aged 45 to 54 were a little less likely to agree (73 per cent), as were those in the lowest social grade (E – 67 per cent).

Feeling valuable and worthwhile

Agreement levels were similar for the statement '*I generally feel that what I do in life is valuable and worthwhile'* (77 per cent agreed). Those in the lowest social grade (E) were again less likely to agree (70 per cent).

Optimism about their future

Seven in ten respondents (71 per cent) agreed with the statement '*I feel optimistic about my future*' and one in ten disagreed. Optimism about the future was highest amongst younger people (81 per cent amongst those aged under

35), and lowest amongst people aged 65 or more (60 per cent). Those in the lowest social grade (E) were also less likely to be optimistic about the future, 57 per cent of this group agreeing with the statement.

Hopefulness about the future of the world

Respondents were also asked how much they agreed with the statement '*I find it hard to be hopeful about the future of the world*'. A little under half (44 per cent) agreed with this statement and a third disagreed. People aged 65 or more were more likely to agree (60 per cent)

Planning for the future

Two thirds (67 per cent) of respondents agreed with the statement '*I generally plan and prepare for the future*' and 17 per cent disagreed. Agreement was lower amongst those in lower social grades: 59 per cent of Ds and 49 per cent of Es agreed.

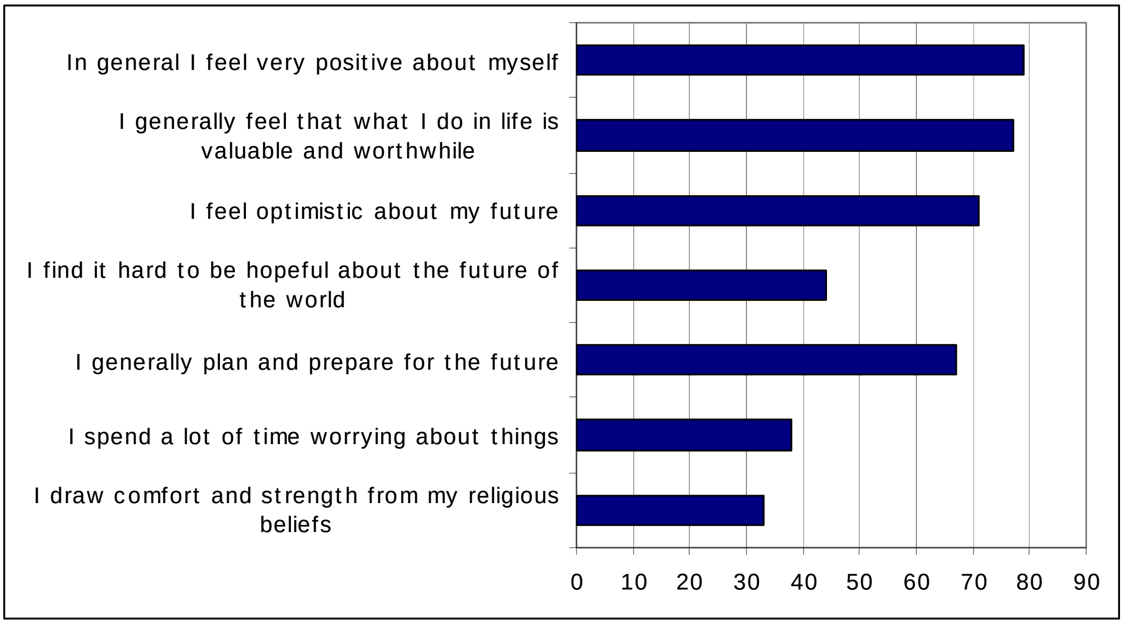
Spending time worrying

A notable proportion of respondents (38 per cent) agreed with the statement '*I spend a lot of time worrying about things*' and 14 per cent agreed strongly. However, more people disagreed with this statement than agreed with it (45 per cent). People aged under 35 were more prone to worry (45 per cent agreed) compared with 28 per cent of those aged 65 or over. Those in lower social grades (DE) were more likely to agree that they worried a lot than those in higher social grades (AB): 45 per cent compared with 30 per cent.

Drawing comfort and strength from religion

Around a quarter (23 per cent) of respondents said that the statement '*I draw comfort and strength from my religious beliefs*' did not apply to them. Of the remainder, more people agreed with this statement than disagreed: 33 per cent and 22 per cent respectively. People aged 55 or over were more likely to agree: 42 per cent of 55 to 64 year olds and 48 per cent of those aged 65 or more.

Chart 10.1: Proportions of respondents who agree with wellbeing statements



Respondents were also asked whether they had someone close to them with whom they could talk about personal things. Almost nine in ten (88 per cent) said that they definitely did, eight per cent answered 'maybe' and only five per cent of respondents said they did not have anyone with whom they could talk about personal things.

Frequency of positive and negative feelings

All respondents were asked how often in the past two weeks they had felt the following ways:

- Happy or contented
- Engaged or focused in what they were doing
- Energised or lively
- Depressed
- Lonely
- Like everything they did was an effort
- Unsafe or threatened
- Or their sleep was restless

The answers they gave to these questions have been converted to number of days per fortnight they felt these ways as follows:

- ‘Never’ – 0 days per fortnight
- ‘At least once’ - 1 day per fortnight
- ‘On a few days’ - 5 days per fortnight
- ‘Most days’ – 10 days per fortnight
- ‘Everyday’ – 14 days per fortnight

Using this conversion, mean scores for the number of days per fortnight that respondents felt each way have been calculated.

Most respondents felt happy most of the time (on average 9.2 days per fortnight), and in general positive feelings were more common than negative feelings. Of the negative feelings, the most common were having restless sleep (4 days per fortnight) and feeling like everything was an effort (3.1 days per fortnight).

Younger people felt energised or lively more often than older people, and those aged 45 to 54 were happy less often than average (8.5 days per fortnight). Otherwise there were no notable differences by age. There were, however, variations by social grade: those in higher social grades (AB) had positive feelings more often, and negative feelings less often than people in the lowest social grade (E).

Table 10.3: Average number of days per fortnight respondents had these positive/negative feelings

		Social grade				
	Total	**AB**	**C1**	**C2**	**D**	**E**
Happy or contented	9.2	9.5	9.2	9.1	9.1	8.3
Engaged or focused	8.4	9.3	8.5	8.0	8.2	6.9
Energised or lively	6.7	7.0	7.1	6.4	6.5	5.9
Depressed	1.4	1.1	1.3	1.3	1.6	2.4
Lonely	1.3	0.9	1.3	1.3	1.2	2.2

Like everything was an effort	3.1	2.6	3.0	3.2	3.3	4.6
Unsafe or threatened	0.6	0.5	0.6	0.5	0.5	1.1
Sleep was restless	4.0	4.0	3.6	3.6	4.6	4.7
Base: All respondents	*1,661*	*326*	*457*	*401*	*225*	*252*

Frequency of social activities

Spending time with family

Over a third (37 per cent) of respondents spent time with members of their family every day, and this was highest amongst people aged 35 to 44 (52 per cent). A further 24 per cent spent time with their families most days, but eight per cent of respondents had not spent time any time with their family in the past two weeks.

Spending time with friends One in ten people (10 per cent) spent time with friends everyday and this was much more common amongst people aged under 25 (33 per cent). Four in ten (41 per cent) had seen friends on at least a few days in the past two weeks and a further 27 per cent had seen friends most days. A small proportion (seven per cent) had not seen friends at all in the past two weeks.

Social activities in local area

Half (50 per cent) of respondents had not been involved in any social activities in their local area in the past two weeks, but a quarter had done so ‘on a few days’. People in lower social grades (DE) were less likely than those in higher social grades (AB) to have done this: 59 per cent had not, compared with 43 per cent of ABs.

Leisure activities or hobbies

The majority (85 per cent) of respondents had been involved in some kind of leisure activity or hobby in the past two weeks, and nine per cent did this everyday. A quarter (24 per cent) were involved in leisure activities or hobbies most days and a further 36 per cent had been on a few days in the past two weeks. People in the lowest social grade (E) were more likely than those in higher social grades (AB) to say they had not been involved with hobbies or leisure activities at all in the past two weeks (27 per cent compared with eight per cent).

Table 10.4: Frequency of social activities in the past two weeks

	Spent time with family	**Spent time with friends**	**Involved in social activities in local area**	**Involved in leisure activities/ hobbies**
Everyday	37	10	2	9
Most days	24	27	9	24
On a few days	22	41	23	36
At least once	9	15	17	16
Never	8	7	50	15
Base: All respondents	*1,661*	*1,661*	*1,661*	*1,661*

Most important things affecting life

Finally, all respondents were asked what they thought were the most important things affecting their lives. This question was entirely open ended, so a wide range of responses were given. The criteria that emerged as particularly important for people were being able to spend time with their friends and family (mentioned by 44 per cent of respondents); their health (31 per cent); their personal relationships (23 per cent); and their future financial security (21 per cent). Other criteria were mentioned by ten per cent of respondents or less. Responses given by five per cent of respondents or more are shown in Table 10.5.

Table 10.5: The most important things affecting respondents' lives

	Total
Being able to spend time with friends and family	44
Their health	31

Their personal relationships	23
Their future financial security	21
Their work/study/day-to-day activities	20
Their standard of living	10
Feeling safe	10
Achieving their goals	9
Leisure time/hobbies	9
Their house/flat/accommodation	6
The area in which they live	5
How they influence their own life	5
Feeling part of the community	5
Their family/children/partner	5
Religious beliefs/spirituality	5
Base: All respondents	*1,661*