UK Data Archive Study Number 6366 - Survey of Public Attitudes and Behaviours toward the Environment, 2009

Public attitudes and behaviours towards the environment - tracker survey

A research report completed for the Department for Environment, Food and Rural Affairs by TNS.

September 2009

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Contents

1. Introduction

This research was commissioned by The Department for Environment, Food and Rural Affairs (Defra), together with the Energy Saving Trust. The purpose of the research was to monitor and measure attitudes and behaviours towards the environment in England. The research comprised a face-to-face quantitative survey of adults aged 16 and over.

In 2007, Defra published a report entitled ‘Survey of Public Attitudes and Behaviour Towards the Environment’. This provided a comprehensive baseline of pro-environmental attitudes and behaviour. In addition, the Energy Saving Trust had undertaken tracking research between 2006 and 2008. The current research was designed for both Defra and the Energy Saving Trust to monitor changes in core attitudes and behaviours from their baselines and to explore new issues where a need for evidence had been identified.

1.1 Aims and objectives

The aim of the survey was to monitor core elements of Defra’s ‘Survey of Public Attitudes and Behaviour Towards the Environment’ and similar surveys undertaken by the Energy Saving Trust between 2006 and 2008 as well as assessing new areas. More specifically the objectives were:

- to identify changes in people's beliefs, attitudes, and values in relation to the environment, climate change and pro-environmental behaviour
- to monitor individuals’ reported motivations and barriers
- to monitor self reported behaviours across a range of behavioural areas and the ways in which these may have changed since the undertaking of other recent surveys
- to enable Defra and the Energy Saving Trust to assess and baseline attitudes and behaviours in new areas

1.2 Methodology

The survey was conducted using face to face interviews in respondents’ homes. Further details of the sampling approach are provided in the Technical Appendix at the end of this report. In total 2,009 adults aged 16 and over were interviewed in England during February and March 2009. All respondents were given a £5 high street voucher as a thank you for completing the interview.

Interviews were carried out using CAPI (Computer Assisted Personal Interviewing) and all interviewers were issued with full written instructions before working on the survey.

1.3 The questionnaire

The questionnaire was developed jointly by TNS, Defra and the Energy Saving Trust. Much of the questionnaire was informed by the 2007 Defra survey and tracker surveys carried out by the Energy Saving Trust between 2006 and 2008. This was to ensure comparability on key measures. New questions were added to make sure the survey comprehensively covered further issues that had been identified as key for Defra and the Energy Saving Trust. The initial draft questionnaire was designed by a steering group consisting of senior researchers, statisticians and behavioural change specialists (from Defra, the Energy Saving Trust and TNS).

Cognitive testing was used to pilot the final questionnaire, to ensure that new questions were correctly interpreted and that the interview flowed properly. Twenty interviews were carried out among a cross section of respondents, with each interview lasting around 30-40 minutes. Cognitive interviewing is a form of in-depth interviewing which pays explicit attention to the mental processes respondents use to answer survey questions. After the cognitive interviewing, further revisions were made to the questionnaire. The final questionnaires for both the main quantitative and omnibus surveys are available as separate documents. Interviews lasted an average of 45 minutes.

1.4 Omnibus survey

In addition to the main survey, around 70 questions were placed on the face to face TNS omnibus survey in March 2009. These questions were included in this separate survey due to time constraints on the length of the main survey and this enabled a number of further policy areas to be explored. The main topics the omnibus survey focused on were:

- Carbon offsetting
- Seasonal food
- Low impact diets
- Biodiversity

The omnibus survey used the same methodology and comprised a sample of 1,772 adults aged 16 and over in England. Survey data were weighted to the same specification as the main survey to ensure comparability. Where omnibus data appears alongside main survey data the different sample sizes are highlighted.

1.5 Social desirability bias

The questionnaire and survey processes were designed to promote truthful responses and to minimize social desirability bias. However, some measures of respondents' attitudes towards the environment may be subject to a degree of social desirability bias (that is people may provide a response which they think is socially desirable rather a response that in truth reflects their attitude or behaviour).

1.6 Analysis and weighting

The data from the survey were weighted to national population statistics taken from Census data and the British Audience Research Board (BARB) Establishment Survey[1] to correct for any differences in non-response. All survey findings in this report relate to England only. The report focuses on the top-line findings from the research and does not provide sub-group analysis by socio-economic or demographic factors.

Tables and charts are used throughout the report - these always display weighted percentages unless otherwise stated. In some instances the percentages do not sum exactly to 100%. This is usually because multiple responses are possible, although in some instances columns may sum to 99% or 101% - this is due to the rounding of individual percentages to the nearest whole number. Also, in some places percentages quoted in the report text do not match exactly with those presented in the tables and figures. These apparent differences are caused by rounding when percentages have been added together. For example, if 5% of respondents strongly agree with a statement (rounded down from 5.4%) and 6% agree (rounded down from 6.3%) it might look in a table as if 11% agree in total, whereas the report text will correctly report the net figure as 12%. Where less than 1% of respondents answered in a particular way this is denoted by '*' and where a particular answer or category is not applicable this is denoted by '-'.

[1] The BARB Establishment Survey is a continuous survey involving 52,500 interviews per year. Households are selected using a random probability technique and the survey is conducted by Ipsos MORI.

1.7 Comparisons with findings from other surveys

Where it is possible, findings are compared with the results from previous research carried out by Defra (2007) and the Energy Saving Trust (over a series of tracker surveys between 2006 and 2008).

1.8 Statistical significance

Where results from the current survey are compared with previous research these have been tested for statistical significance. The overall sample of 2,009 provides robust, reliable findings for England overall. This section summarises the confidence intervals (or tolerances) which are associated with the survey results. As with all survey results, the size of the confidence intervals and therefore the robustness of the findings are determined by the size of the sample and the percentage figure for any given result. Smaller sample sizes result in greater uncertainty in estimates of the relevant population proportions. This uncertainty is reflected by wider confidence intervals around results. Confidence intervals are widest for percentage figures of around 50%.

The confidence intervals for the total England sample; for the Defra 2007 Survey and for each of the Energy Saving Trust's tracker surveys are summarised in Table A. Confidence intervals are provided for results of 50%, 30%/70% and 10%/90%. All the confidence intervals quoted are based on a 95% confidence level.

Table A. Confidence intervals associated with current and previous surveys

Comparisons between 2009 and previous surveys	**N**	**50%**	**30% / 70%**	**10% / 90%**
1) All respondents - 2009 survey	2,009	2.2	2.0	1.3
2) 2007 Defra Survey	3,618	1.6	1.5	1.0
3) Energy Saving Trust tracker (Wave 8 – February 2008)	892	3.3	3.0	2.0
4) Energy Saving Trust tracker (Wave 7 – November 2007)	868	3.3	3.0	2.0
5) Energy Saving Trust tracker (Wave 6 – August 2007)	853	3.4	3.1	2.0
6) Energy Saving Trust tracker (Wave 5 – June 2007)	849	3.4	3.1	2.0
7) Energy Saving Trust tracker (Wave 4 – June 2007)	792	3.5	3.2	2.1
8) Energy Saving Trust tracker (Wave 3 – December 2006)	786	3.5	3.2	2.1
9) Energy Saving Trust tracker (Wave 2 – October 2006)	897	3.3	3.0	2.0
10) Energy Saving Trust tracker (Wave 1 – July 2006)	855	3.4	3.1	2.0

Unless otherwise stated all the findings are statistically significant at the 95% confidence level. Table B provides an overview of the comparisons between the current (2009) survey and previous research; providing estimates for the minimum differences required to indicate a statistically significant result. For example, if 12% of respondents in the 2007 Defra survey had bought a fridge freezer in last 12 months, the proportion who had bought one in 2009 would need to have increased or decreased by just over 1.8% to indicate a significant difference. The 2009 survey indicated that 9% of respondents had bought a fridge freezer showing that the proportion had decreased significantly between the two survey periods.

Table B. Minimum differences required to indicate statistical significance

Comparisons between 2009 and previous surveys	**N[1]**	**N[2]**	**50%**	**30% / 70%**	**10% / 90%**
1) All respondents - 2009 survey vs. 2007 Defra Survey	2,009	3,618	2.8	2.6	1.8
2) All respondents - 2009 survey vs. Energy Saving Trust tracker (Wave 8 – February 2008)	2,009	892	4.0	3.7	2.5
3) All respondents - 2009 survey vs. Energy Saving Trust tracker (Wave 7 – November 2007)	2,009	868	4.0	3.7	2.5
4) All respondents - 2009 survey vs. Energy Saving Trust tracker (Wave 6 – August 2007)	2,009	853	4.1	3.7	2.5
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9) All respondents - 2009 survey vs. Energy Saving Trust tracker (Wave 1 – July 2006)	2,009	855	4.1	3.7	2.5

1.9 Stages of change response scale

Throughout the survey, many environmental behaviours have been measured using a ‘stages of change’ response scale. This scale has been informed by staged models of change which describe change as a process, broken down into a series of stages through which individuals progress. The best known example is Prochaska and DiClemente’s trans-theoretical ‘stages of change’ model. Defra uses this ‘stages of change’ model on the basis of its conceptual lessons only and does not use it to inform the development of practical interventions. In surveys, using it to inform a response scale has been beneficial in helping to understand where the opportunities are for different behaviours. For the purposes of this report, the different response options within the scale (between 6 and 8 and described later in this section) have been grouped into five stages outlined below[2]:

[2] Full responses for all response options to these questions are available in a separate set of tables

1. **Pre-contemplation –** characterised by not being aware of the behaviour or lack of consideration
2. **Rejection** – aware of the behaviour and after consideration have decided not to change behaviour
3. **Contemplation –** when the subject is aware of the behaviour and is considering it but has done nothing about this
4. **Maintenance** – characterised by continued commitment to sustaining the behaviour
5. **Relapse –** resumption of the old behaviour

Staged models of change tend to assume that people move through all of the phases, which may not be the case. The intention of using such a response scale is to understand where people assess their current behaviours and their willingness to act, and help identify where the potential for different interventions may be.

Grouping the full set of responses into 5 'stages'

The way that the individual responses are allocated to the five groups for this report (pre-contemplation, rejection, contemplation, maintenance and relapse) is detailed below.

For behaviours which could be repeated (e.g. which could involve regular purchasing of a particular product or a repeated behaviour like turning off appliances) these were measured using the scale below (or a variation of this):

a. I haven't heard of this
b. I haven't really thought about doing this
c. I've thought about doing this, but probably won't do it
d. I don't really want to do this
e. I'm thinking about doing this
f. I'm already doing this and intend to keep it up
g. I'm already doing this, but I probably won't manage to keep it up
h. I've tried doing this, but I've given up

One-off purchases (including replacing a boiler or installing insulation) have been measured using an abridged version of the scale reflecting the fact that it is not often possible to repeat a one-off purchase or relapse back to the previous state:

a. I haven’t heard of this
b. I haven't really thought about doing this
c. I've thought about doing this, but probably won't do it
d. I don't really want to do this
e. I'm thinking about doing this
f. I've already done this

Based on these scales respondents can be grouped into five of the ‘stages of change’ and these five are those proposed by Prochaska and DiClemente:

Stage	**Answer codes assigned to the stage**
Pre-contemplation	a) I haven’t heard of this b) I haven't really thought about doing this
Rejection	c) I've thought about doing this, but probably won't do it d) I don't really want to do this
Contemplation	e) I'm thinking about doing this
Maintenance	f) I'm already doing this and intend to keep it up / I’ve already done this
Relapse	g) I'm already doing this, but I probably won't manage to keep it up h) I've tried doing this, but I've given up

This approach is used throughout the report for all analysis involving the stages of change response scale.

1.10 Research context

It should be noted that the survey was carried out during a recession in the UK economy and a period of rising unemployment and falling house prices. It is not possible to conclude the effect this may have had on environmental behaviours and attitudes (if any). Also, the survey was carried out during a particularly cold period (February and March 2009) which saw heavy snow across parts of England and very low temperatures.

1.11 Structure of the report

The report is divided into 11 chapters (2 -12), following the Introduction:

2. Beliefs and attitudes towards the environment and knowledge of environmental terms
3. Saving energy in the home
4. Energy efficient appliances and light bulbs
5. Using less water
6. Purchasing behaviours
7. Recycling, composting and reusing
8. Food and food waste
9. Travel behaviours and attitudes
10. Carbon offsetting
11. Biodiversity and use of green spaces
12. Volunteering behaviours

A Technical Appendix is included at the end of the report providing details of the survey methodology and approach to weighting and analysis.

2. Beliefs and attitudes towards the environment and knowledge of environmental terms

This chapter looks at respondents' beliefs and attitudes towards the environment and knowledge of environmental terms. All attitudinal measures reported here were included in the main survey[3]. Where possible, findings are compared with those from previous research carried out by Defra (2007) and the Energy Saving Trust (over a series of tracker surveys between 2006 and 2008).

2.1 Perceptions of own lifestyle

Respondents were asked two questions to establish how much they felt they were doing that was environmentally-friendly and how happy they were with the amount they were doing to help the environment. The results from these two questions are presented in Table 1 compared with the equivalent results from the 2007 Defra survey.

Table 1. Attitude towards own lifestyle and the environment

	2009 %	2007 %
Which of these best describes how you feel about your current lifestyle and the environment?		
I'm happy with what I do at the moment	45	47
I'd like to do a bit more to help the environment	47	43
I'd like to do a lot more to help the environment	8	9
Don't know	*	1
Which of these would you say best describes your current lifestyle?		
I don't really do anything that is environmentally-friendly	2	6
I do one or two things that are environmentally-friendly	22	33
I do quite a few things that are environmentally-friendly	47	41
I'm environmentally-friendly in most things I do	25	17
I'm environmentally-friendly in everything I do	2	2
Don't know	1	1

Base: All respondents (2,009 / 3,618)

There was a small increase in people's willingness to do more to help the environment. Around half (45%) of all respondents said they were happy with their current lifestyle which is consistent with 47% as reported in 2007. A similar proportion (47%) said they would like to do a bit more to help the environment representing a small increase from 43% in 2007. Just 8% said they would like to do a lot more to help the environment (no change from 9% in 2007).

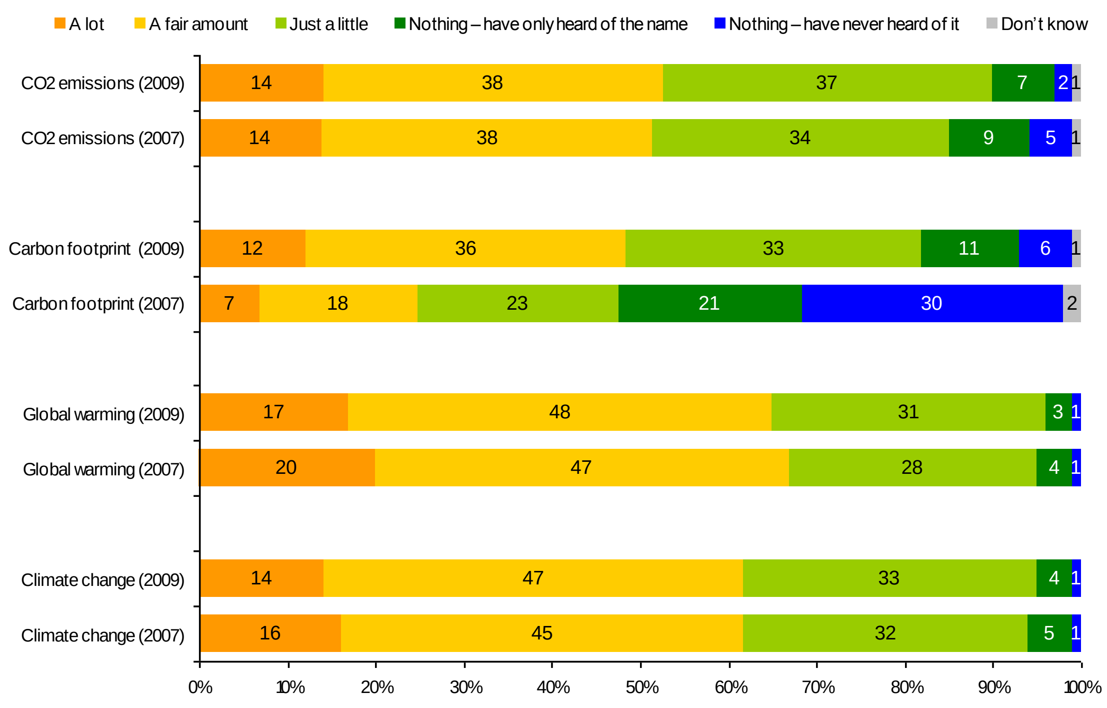
[3] Some attitudinal measures were also included on the omnibus survey in order to allocate to the segmentation developed by Defra in 2008. The results for these duplicate questions from the omnibus survey are not reported in their own right.

When describing how environmentally friendly their lifestyle was, there were significant changes with more people reporting that they did a number of environmentally-friendly things than reported by the 2007 Defra survey. A quarter (27%) of all respondents said they were environmentally-friendly in most or everything they did compared with 19% in 2007. Similarly, around half (47%) said they did quite a few things that are environmentally-friendly, compared with 41% in 2007. There was a smaller proportion reporting that they did just one or two things that are environmentally-friendly (22% in comparison with 33% in 2007) and just 2% reported that they did not really do anything (in comparison with 6% in 2007).

2.2 Knowledge of environmental terms

As in 2007, respondents were asked to indicate how much they knew, if anything about a range of environmental terms and concepts. Knowledge of other, more specific terms (including biodiversity and carbon offsetting) is dealt with later in the relevant chapters.

Figure 1. How much respondents know about environmental terms - summary



Base: All respondents (2009 – 2,009 / 2007 - 3,618)

There had been no real change in perceived levels of knowledge between 2007 and 2009 except for the term 'carbon footprint'. Reported knowledge of this had increased substantially since 2007 – 48% of respondents said they knew at least a fair amount about this in 2009 compared with 25% in 2007. While in 2007, 30% of respondents claimed to have 'never heard of it', in 2009 this had fallen to just 6%. Levels of knowledge about climate change, global warming and CO_2 emissions were very similar to those reported in 2007. The majority of respondents said they knew either 'a lot' or 'a fair amount' about these. Very few people claimed to know nothing about these terms.

2.3 Beliefs and attitudes towards the environment

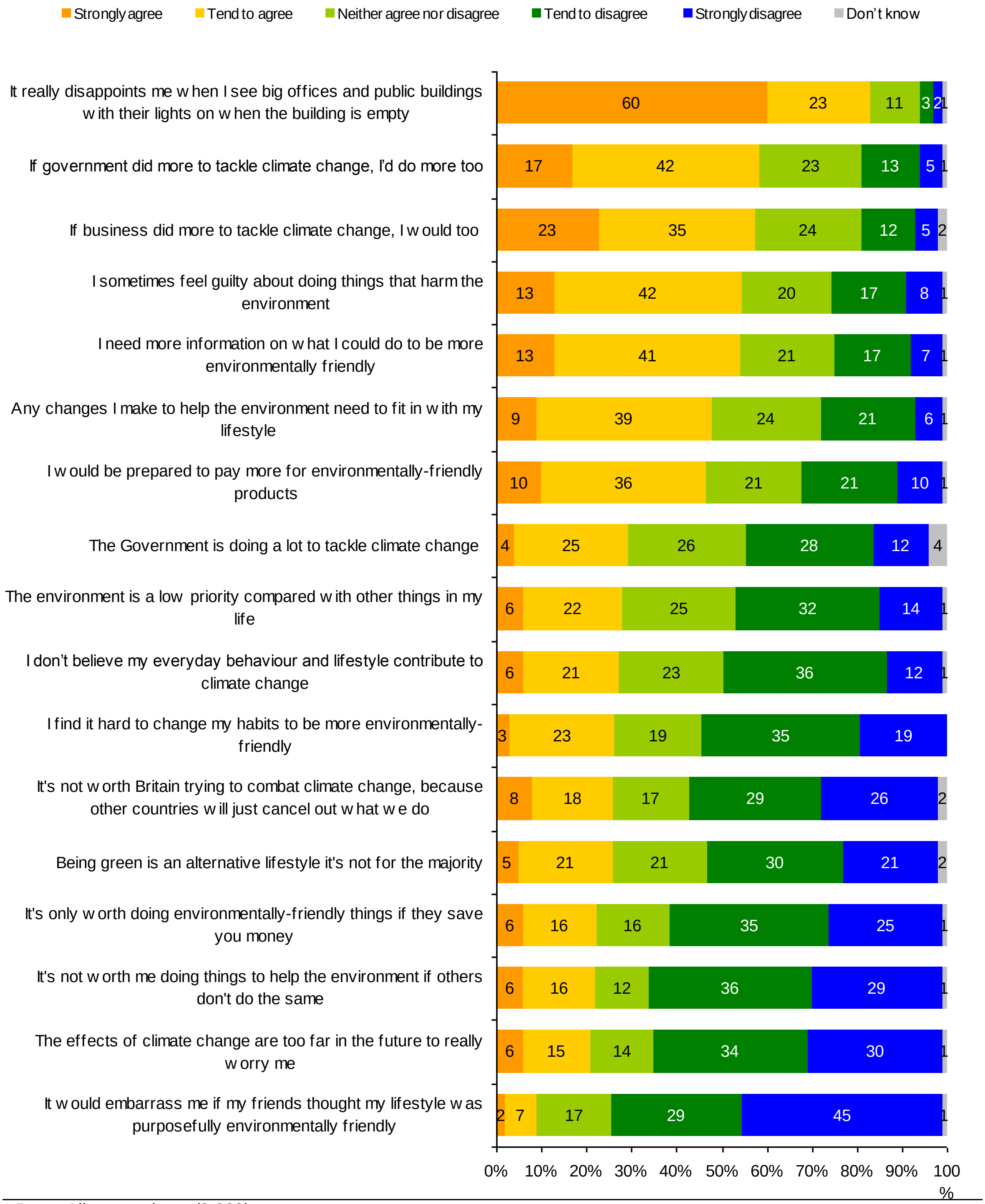
Respondents were presented with a large number of belief and attitude statements and asked to indicate how strongly they agreed or disagreed with each of these (on a five-point scale ranging from strongly agree to strongly disagree). This section presents findings from responses to these statements, covering a range of beliefs about environmental issues as well as some motivations and barriers to further environmental behaviour, grouped together under three broad themes:

- **Reported barriers and motivations** – what motivates people to be environmentally-friendly and what are the barriers preventing people from being environmentally-friendly?
- **Ecological world-view** – what are people's views on the environment at a global level / on the way we use the Earth's resources?
- **Persuading others –** to what extent do people discuss environmental issues and try to persuade others to be environmentally-friendly?

2.3.1 Reported barriers and motivations

The survey included 17 statements related to what motivates people to be environmentally-friendly and what barriers prevent people from being environmentally-friendly. Table 2 provides a comparison of the proportion of respondents who agreed and disagreed with each statement between 2007 and 2009. Comparisons are available for all but two of the statements which were new in the 2009 survey.

Figure 2. Responses to statements in 2009



Base: All respondents (2,009)

Agreement was highest for the following statements (which were expressed in a broadly positive way towards the environment) – more than half of all respondents agreed with each of these:

- It really disappoints me when I see big offices and public buildings with their lights on when the building is empty (83% agreed, with 60% agreeing strongly)
- If government did more to tackle climate change, I'd do more too (58% agreed, with 17% agreeing strongly)
- If business did more to tackle climate change, I would too (58% agreed, with 23% agreeing strongly)
- I sometimes feel guilty about doing things that harm the environment (55% agreed, with 13% agreeing strongly)
- I need more information on what I could do to be more environmentally friendly (55% agreed, with 13% agreeing strongly)

In contrast more than half of all respondents disagreed with each of the following statements (which were expressed in a broadly negative way towards the environment):

- It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly (74% disagreed, with 45% strongly disagreeing)
- It's not worth me doing things to help the environment if others don't do the same (65% disagreed, with 29% strongly disagreeing)
- The effects of climate change are too far in the future to really worry me (64% disagreed, with 30% strongly disagreeing)
- It's only worth doing environmentally-friendly things if they save you money (61% disagreed, with 25% strongly disagreeing)
- It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do (55% disagreed, with 26% strongly disagreeing)
- I find it hard to change my habits to be more environmentally-friendly (54% disagreed, with 19% strongly disagreeing)
- Being green is an alternative lifestyle it's not for the majority (51% disagreed, with 21% strongly disagreeing)

Table 2 presents comparisons between the 2007 and 2009 surveys.

Table 2. Comparisons between 2007 & 2009

	Agree (2009)	Agree (2007)	Dis-agree (2009)	Dis-agree (2007)	* Change in balance of opinion ('-' indicates an increase in disagreement)
	%	%	%	%	%
Being green is an alternative lifestyle it's not for the majority	26	30	51	30	-25
I find it hard to change my habits to be more environmentally-friendly	26	33	54	42	-19
It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do	26	36	55	46	-19
It's not worth me doing things to help the environment if others don't do the same	22	28	65	56	-15
I need more information on what I could do to be more environmentally friendly	55	63	24	18	-14
The Government is doing a lot to tackle climate change	29	24	40	47	12
I sometimes feel guilty about doing things that harm the environment	55	59	24	16	-12
It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly	8	10	74	71	-5
If government did more to tackle climate change, I'd do more too	58	60	17	14	-5
The effects of climate change are too far in the future to really worry me	21	21	64	61	-3
Any changes I make to help the environment need to fit in with my lifestyle	48	46	27	28	3
It's only worth doing environmentally-friendly things if they save you money	22	20	61	61	2
I don't believe my everyday behaviour and lifestyle contribute to climate change	28	28	48	46	-2
The environment is a low priority compared with other things in my life	28	27	47	47	1
I would be prepared to pay more for environmentally-friendly products	46	44	31	29	0
If business did more to tackle climate change, I would too	58	-	17	-	N/A
It really disappoints me when I see big offices and public buildings with their lights on when the building is empty	83	-	5	-	N/A

Base: All respondents (2,009 – 2009 / 3,618 – 2007)

* Change in balance of opinion has been calculated for each statement by looking at both the change in the level of agreement and the change in the level of disagreement, then adding these together for each statement. This has been used to rank responses as it provides an indication of overall change in opinion. While the change in the level of agreement could have been used to rank responses this would not have revealed where the largest overall changes in opinion had occurred.

The biggest change between the 2007 and 2009 surveys can be seen in the response to 'being green is an alternative lifestyle it's not for the majority'. In 2007

30% of respondents disagreed with this. The percentage of respondents who disagreed had risen to 51% in 2009. There were also large increases in the proportion who disagreed with following statements:

- 54% disagreed with ‘I find it hard to change my habits to be more environmentally-friendly’ – up from 42% in 2007
- 55% disagreed with ‘it's not worth Britain trying to combat climate change, because other countries will just cancel out what we do’ – up from 46% in 2007
- 65% disagreed with ‘it's not worth me doing things to help the environment if others don't do the same’ – up from 56% in 2007
- 24% disagreed with ‘I need more information on what I could do to be more environmentally friendly’ - up from 18% in 2007

While changes since 2007 suggest people are citing fewer barriers to environmental action, beliefs that can be a barrier to behaving in an environmentally-friendly way persist. For example, the proportion of respondents who agreed that ‘the effects of climate change are too far in the future to really worry me’ remained unchanged between the two surveys (21% in both 2007 and 2009). Respondents were also as likely to cite the need for changes to fit in with their lifestyle or the low priority they gave the environment compared with other things in their life:

- 48% agreed that ‘any changes I make to help the environment need to fit in with my lifestyle’ (comparable with 2007 when 46% agreed with this statement)
- 28% agreed that ‘the environment is a low priority compared with other things in my life’ (comparable with 2007 when 27% agreed with this statement)
- 28% agreed that ‘I don’t believe my everyday behaviour and lifestyle contribute to climate change’ (unchanged from 2007)

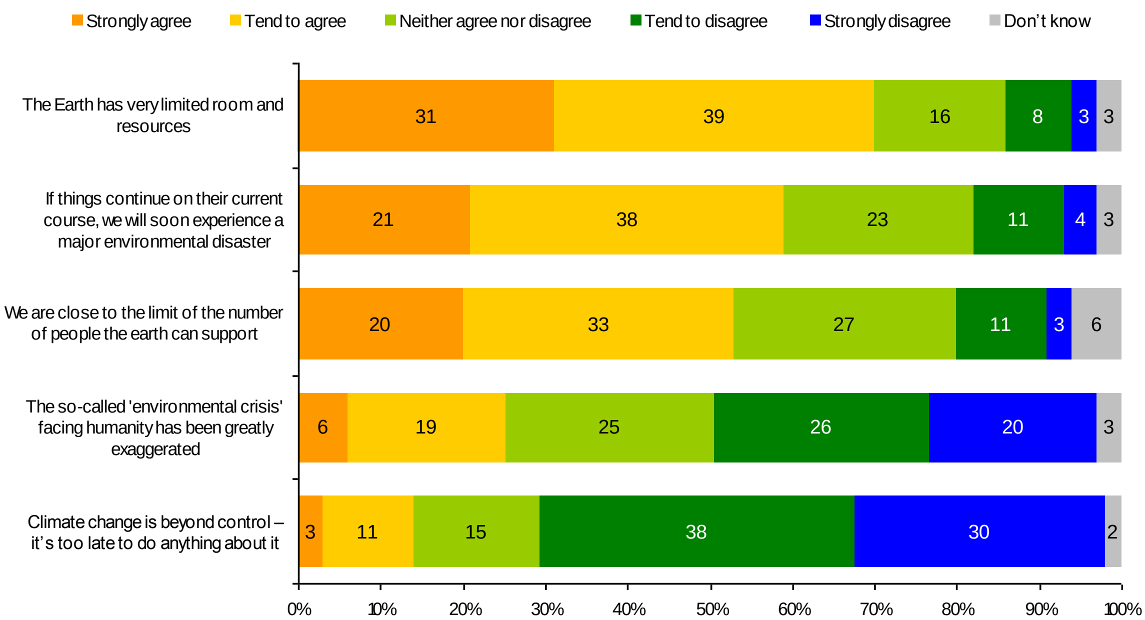
There had been a slight decrease in the proportion of respondents who agreed with the statement ‘I sometimes feel guilty about doing things that harm the environment’ from 59% in 2007 to 55% in 2009. There was no significant change in the proportion of respondents who agreed ‘I would be prepared to pay more for environmentally friendly products’ - 44% in 2007 and 46% in 2009.

Five attitude statements used in the survey related to respondents' ecological world-view and their perspective on the environment at a more global level. The first four of these statements are drawn from the New Ecological Paradigm set of statements[4]. Figure 3 summarises responses to these in the 2009 survey. Table 3 provides a comparison of the proportion of respondents who agreed and disagreed with each statement between 2007 and 2009.

2.3.2 Ecological worldview

As in the 2007 survey, the majority of respondents agreed that 'the Earth has very limited room and resources' (70% agreed), that 'if things continue on their current course, we will soon experience a major environmental disaster' (59% agreed) and that 'we are close to the limit of the number of people the earth can support' (52% agreed). While this was the case, 68% of respondents disagreed that 'climate change is beyond control – it's too late to do anything about it'.

Figure 3. Agreement with ecological worldview statements



Base: All respondents (2,009)

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 was not affected. *New Trends in Measuring Environmental Attitudes: Measuring Endorsement of the New Ecological Paradigm: A Revised NEP Scale - Dunlap, Van Liere, Mertig and Jones (2000)*

Opinion was more divided on whether 'the so-called 'environmental crisis' facing humanity had been greatly exaggerated' – whilst a quarter (25%) agreed, a similar proportion neither agreed nor disagreed and 47% disagreed with this statement.

Table 3. Ecological worldview statements – comparisons between 2007 & 2009

	Agree (2009) %	Agree (2007) %	Dis-agree (2009) %	Dis-agree (2007) %	* Change in balance of opinion('-' indicates shift towards disagreement) %
Climate change is beyond control – it's too late to do anything about it	14	17	68	62	-9
If things continue on their current course, we will soon experience a major environmental disaster	59	63	15	13	-6
We are close to the limit of the number of people the earth can support	52	50	14	17	5
The so-called 'environmental crisis' facing humanity has been greatly exaggerated	25	28	47	47	-3
The Earth has very limited room and resources	70	68	11	12	3

Base: All respondents (2,009 – 2009 / 3,618 – 2007)

* Change in balance of opinion has been calculated for each statement by adding the change in the level of agreement with the change in the level of disagreement.

Changes in attitudes towards global environmental issues between 2009 and 2007 were relatively small:

- The proportion who disagreed that 'climate change is beyond control – it's too late to do anything about it' had increased from 62% to 68%
- The proportion who agreed that 'if things continue on their current course, we will soon experience a major environmental disaster' had decreased slightly from 63% to 59%
- The proportion who disagreed that 'we are close to the limit of the number of people the earth can support' had decreased slightly from 17% to 14%, and
- The proportion who agreed that 'the so-called 'environmental crisis' facing humanity has been greatly exaggerated' had decreased slightly from 28% to 25%

There had been no significant change in agreement with 'the Earth has very limited room and resources' between 2007 and 2009.

2.3.3 Perceptions of energy usage and climate change

Respondents were asked to indicate which one of six statements best reflected their feelings with regard to energy use and climate change. Responses to the question are shown in Table 4 compared with findings from tracker surveys carried out by the Energy Saving Trust in 2007 and 2008.

Table 4. Perceptions of energy usage and climate change

	2009 %	**Energy Saving Trust Wave 8 (Feb' 2008) %**	**Energy Saving Trust Wave 4 (Feb' 2007) %**
And thinking now about your overall attitudes ***towards energy usage and climate change****, which of these statements best reflects how you currently feel?*			
I don't believe there are climate change problems caused by energy use and I'm not willing or able to change my behaviour with regards to energy use	4	4	4
Whether there are climate change issues or not, I am not willing or able to change my behaviour with regards to energy use	6	6	6
Climate change is caused by energy use and I'm beginning to think that I should do something	17	27	29
Climate change is caused by energy use and I'm doing a few small things to help reduce my energy use and emissions	32	41	41
Climate change is caused by energy use and I'm doing quite a number of things to help reduce my energy use and emissions	27	16	16
Climate change is caused by energy use and I'm doing lots of things to help reduce my energy use and emissions	9	4	4
Don't know	5	3	1
Base: All respondents (2009 – 2,009 / 2008 – 892 / 2007 – 792)			

In total 85% of all respondents indicated that they thought climate change was caused by energy use (this is largely consistent with findings from the Energy Saving Trust Tracker surveys in 2008 and 2007). Just 4% specifically said they did not believe that there are climate change problems caused by energy use with 5% indicating they 'didn't know'.

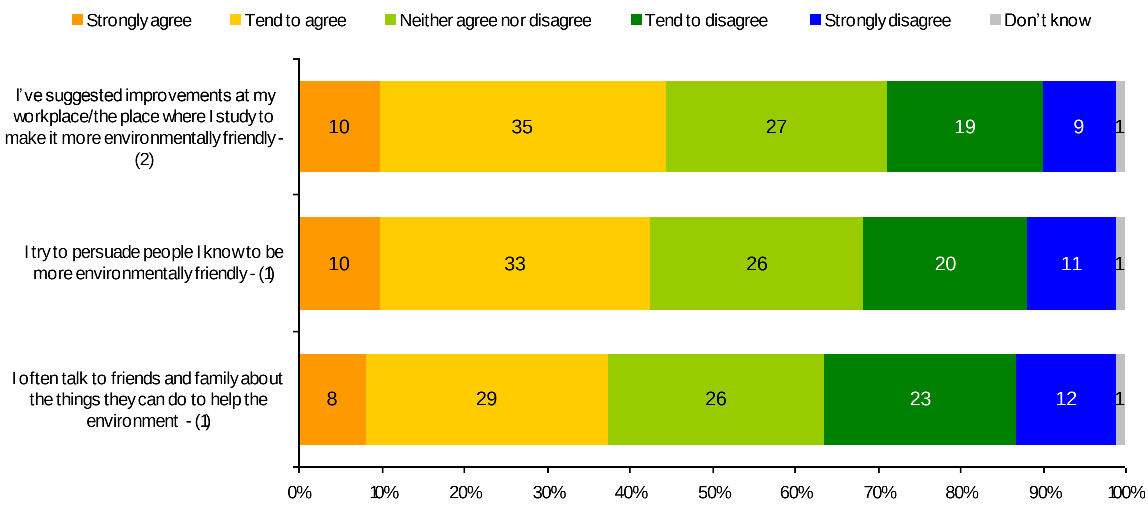
Around one in ten respondents (9%) indicated that they were not willing or able to change their behaviour with regard to energy use. In this respect the findings from the current survey are very similar to those from the Energy Saving Trust Tracker surveys in 2008 and 2007 (10% expressed this same opinion both in 2008 and 2007).

A little more than a third (36%) of respondents said they thought that climate change was caused by energy use and they were doing either 'quite a number of things' (27%) or 'a lot of things' (9%) to reduce their energy use and emissions. This represents a significant increase since 2008 and 2007 (when respectively 19% and 20% said they were doing quite a number or a lot of things). There has also been a decrease in the proportion who said they were 'beginning to think that I should do something' (17% in 2009 compared with 27% in 2008 and 29% in 2007).

2.3.4 Persuading others

The survey also included three statements to measure the extent to which respondents discussed environmental issues with people they knew, and encouraged other people to be environmentally-friendly (see Figure 4). For the first statement ('I've suggested improvements at my workplace/the place where I study to make it more environmentally friendly'), analysis is limited to respondents who were working or studying at the time of the survey.

Figure 4. Agreement with statements about discussing environmental issues



Base: All respondents (2,009)[1] All who were working or studying (1,161)[2]

Nearly half (45%) of respondents who were working or studying agreed that 'I've suggested improvements at my workplace/the place where I study to make it more environmentally friendly'. A similar proportion (43%) of all respondents agreed that 'I try to persuade people I know to be more environmentally friendly'. More than one third (37%) agreed with the statement 'I often talk to friends and family about the things they can do to help the environment', although for this statement a similar proportion (36%) disagreed. For each of the three statements around a quarter of respondents said they neither agreed nor disagreed.

In the 2007 Defra survey respondents were asked to indicate which, if any, of these three statements applied to them. In essence this is similar to expressing (any) level of agreement with the statements as presented in Figure 4[5]. There has been an increase in the proportion of respondents who agreed with 'I often talk to friends and family about the things they can do to help the environment' from 31% in 2007 to 37% in 2009.

The results suggest a significant increase in those claiming that they try to persuade other people to be more environmentally friendly. In 2007 20% of respondents selected the statement 'I try to persuade people I know to be more environmentally friendly' whereas in the current survey, 43% of respondents agreed with this. Similarly, in 2007 15% selected the statement 'I've suggested improvements at my workplace/the place where I study to make it more environmentally friendly', while 29% of all respondents in the current survey agreed with this (the equivalent of 45% of those who were working or studying).

2.4 Issues the Government should be dealing with

To conclude this chapter we look at the priority people feel the Government should place on the environment compared with other issues. All respondents were asked to say what they thought were the most important issues the Government should be dealing with. This question was asked unprompted – respondents' spontaneous answers were coded to a list of options which were not seen by the respondent. Respondents were able to give as many answers as they liked. Table 5 below summarises responses to the question compared with responses from the 2007 Defra survey.

[5] As the format of these questions was qualitatively different in 2007 and 2009 the comparisons between the two surveys are indicative only

Table 5. Perceptions of important issues for the Government

	2009 %	2007 %
Issues related to environment		
Environment / pollution	35	20
Public transport[1]	10	9
Global warming / climate change	2	1
Energy use / fuel efficiency / alternative fuels	1	-
Recycling	1	*
Litter	*	*
At least one environmental issue	**41**[2]	**26**[2]
Other issues		
Economy in general	57	8
Unemployment	37	9
Crime	32	49
Health / Social Services	26	46
Education	24	35
Pensions and benefits	17	16
Housing (including costs)	15	12
Taxes	13	10
Immigration	9	16
European Union	5	3

Base: All respondents (2009 - 2,009 / 2007 omnibus – 1,661)

[1] Public transport has been included presentationally with issues related to the environment, as it was in 2007, given its strong link to environmental impacts. Respondents will not necessarily have considered the environment when they selected public transport as an important issue.

[2] Figures do not match sum total of mentions as respondents were able to give more than one response

The economy was the most frequently mentioned issue for this question with more than half (57%) of all respondents selecting this as an important issue for the Government. The proportion of respondents mentioning this as an important issue had increased very considerably from 8% in 2007. This was followed by unemployment, mentioned by 37% of respondents (up from 9% in 2007) and then the ‘Environment / Pollution’, mentioned by 35% of all respondents (up from 20% in 2007).

Overall this makes the ‘Environment / Pollution’ the third most frequently cited response to the question (it was the fourth in 2007), with more respondents mentioning this as an important issue for the Government than crime. It is also worth noting that the proportion of people who mentioned at least one issue related to the environment (including public transport) as being important had increased from 26% in 2007 to 41% in 2009.

It should be noted that while relatively few respondents mentioned global warming / climate change, or energy use / fuel efficiency / alternative fuels, it is probable that many respondents were thinking about these issues when they said the environment / pollution. As this question was unprompted, it is not possible to say what specific aspect of the environment respondents were thinking about.

None of the three responses given most frequently in 2007 were in the top three responses in 2009 – in 2007 they were crime (mentioned by 49% of respondents and now down to 32% in 2009), health / social services (46% down to 26% in 2009), and education (35% down to 24% in 2009).

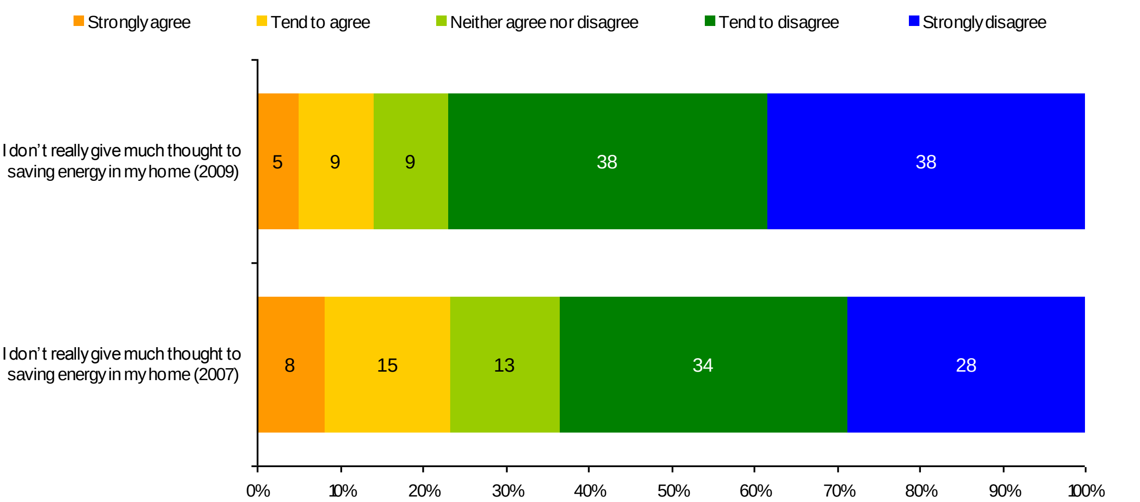
3. Saving energy in the home

This chapter looks at the actions that people reported taking to use less energy (primarily gas and electricity) in their homes and the extent to which saving energy in the home was seen as a priority. Many of the questions covered in the chapter used the previously described stages of change response scale[6] to assess willingness to adopt or adapt a behaviour.

3.1 Attitudes to saving energy in the home

All respondents were asked how much they agreed or disagreed with the statement 'I don't really give much thought to saving energy in my home'. As shown in Figure 5, a large majority (77%) of respondents disagreed with this statement. Around one in seven (14%) respondents agreed with the statement. This represents a significant shift in response since 2007, when 62% disagreed with this statement and just under a quarter (23%) agreed.

Figure 5. Extent of thought about saving energy in the home



Base: All respondents (2009 - 2,009 / 2007 – 3,618)

The rest of this chapter looks at specific behaviours that people have taken that use less energy in the home.

[6] A full explanation of the stages of change response scale is provided in Section 1.8 of the Introduction

3.2 Energy saving behaviours – cutting down on energy use

The survey looked at the types of actions that respondents said they were doing that directly reduce the amount of energy they were using in the home – for example, turning the heating down or boiling the kettle with a limited amount of water. Table 6 summarises the extent to which people had thought about, or tried each of these behaviours (using the stages of change response scale).

Table 6. Cutting down on energy use – stages of change response scale

	Stage					
	Pre-contemplation %	Rejection %	Contemplation %	Maintenance %	Relapse %	Unclassified* %
Only boiling the kettle with as much water as you need	6	4	2	84	2	1
Washing clothes at 40 degrees or less	6	3	4	77	3	8
Cutting down on the use of gas and electricity at home	6	4	7	76	5	1
Turning down thermostats (by 1 degree or more)	10	8	8	66	-	8
Cutting down on the use of hot water at home	16	9	6	64	4	1

Base: All respondents (2,009)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

The results show that most people said they were doing each of the five energy saving behaviours and intended to keep these up – few had tried the behaviours and later relapsed. Respondents were most likely to be doing and intending to keep doing the following behaviours:

- only boiling the kettle with as much water as you need (84% said they had done this and intended to keep it up
- washing clothes at 40 degrees or less (77%), and;
- cutting down on the use of gas and electricity at home (76%)

There had been a significant increase in those respondents who reported cutting down on the use of gas and electricity at home from 58% in the 2007 Defra survey to 76% in 2009. Fewer respondents reported turning down thermostats or cutting down on the use of hot water, though it was still a majority of respondents at 66% and 64% respectively.

For all five of the behaviours shown in Table 6, relatively small numbers of respondents reported relapsing (having tried the behaviour but stopped doing it) – 5% or less of respondents for each behaviour. Similarly, a relatively small proportion of respondents had rejected each behaviour before ever trying (between 3% and 9% of all respondents had rejected each of the five behaviours).

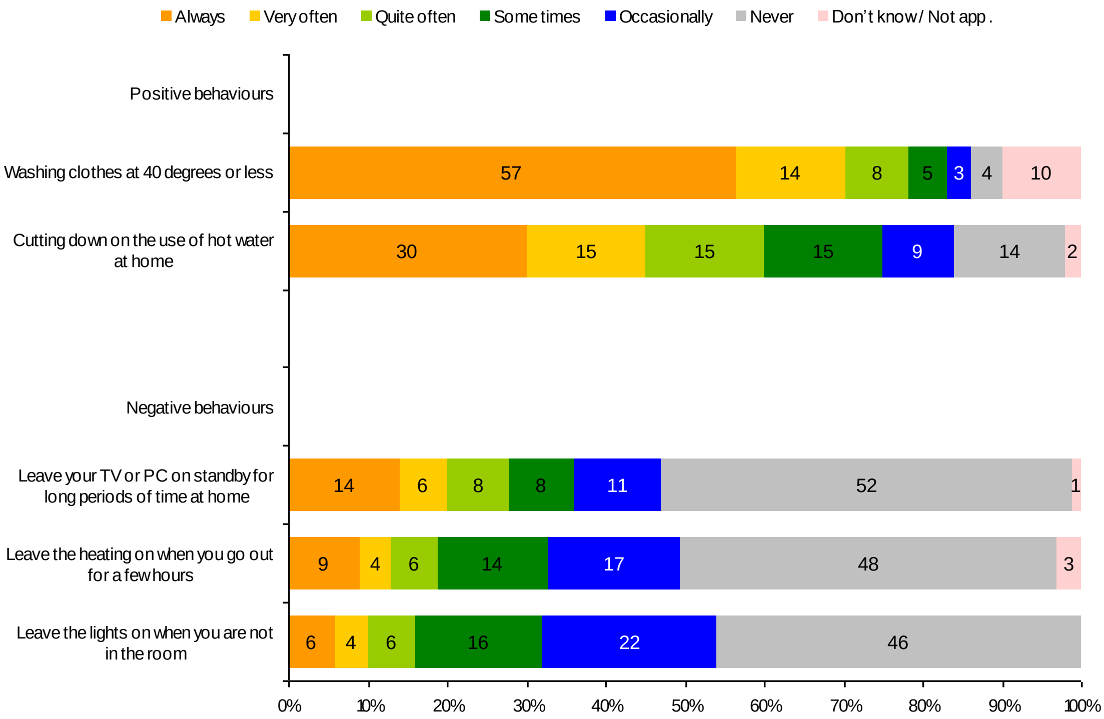
The majority of respondents had at least thought about adopting each of the five behaviours with only a small proportion being classified at the pre-contemplation stage (where they had either not heard of the behaviour or not thought about it). Just 6% of respondents were at the pre-contemplation stage for the first three behaviours shown (boiling the kettle with only as much water as you need, washing clothes at 40 degrees or less, and cutting down on the use of gas and electricity at home).

A larger proportion of respondents were either at the pre-contemplation stage (i.e. had either never heard of it or had not thought about doing it) or rejection stage (i.e. had thought about doing it but had dismissed the idea) for cutting down on the use of hot water at home (25% in total for both stages) and turning down thermostats (19% in total for both stages).

Frequency of behaviours

Respondents were also asked to indicate how frequently they personally behaved in certain ways which used less energy in the home. Frequency of behaviour was captured using a six-point scale ranging from ‘always’ to ‘never’. The list of behaviours contained some of those discussed in the previous section as well as new behaviours. The results are shown in Figure 6. A mixture of positive and negative behaviours, in terms of their energy use and environmental impact, was used to minimise set patterns of responding.

Figure 6. Cutting down on energy use – frequency of behaviour



Base: All respondents (2,009)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

Most respondents indicated that they frequently washed their clothes at 40 degrees or less – with 70% saying that they always or very often did this. Just 4% of all respondents said that they never washed their clothes at this temperature. Cutting down on the use of hot water at home tended to be a less frequent behaviour. Less than half (45%) of respondents said they always or very often did this while one in seven (14%) indicated that they never did this.

Looking at those behaviours that were expressed as 'negative' behaviours in terms of their environmental impact, as shown in Figure 6, around half of all respondents claimed never to leave the heating on when they were out, never to leave their TV or PC on standby for long periods of time and never to leave the lights on when they were not in the room. One in ten reported always or very often leaving the heating on when they went out (13%) and leaving lights on when they were not in the room (11%). One in five (20%) reported always or very often leaving their TV or PC on standby for long periods of time.

Compared with 2007, respondents in 2009 were more likely to say they never left the heating on when they went out for a few hours (48% never did this compared with

41% in 2007). Conversely, compared with 2007, people were slightly less likely to say they never left lights on when they were not in a room (46% compared with 50%) and were more likely to say they always or very often left lights on (10% compared with 5%).

3.3 Energy saving behaviours – insulating the home

The survey also looked at home insulation. Again responses can be classified using the stages of change response scale described in section 1.8 of the Introduction. It should be noted that some respondents will have installed insulation or double glazing themselves but in many cases others will have moved into a property that already had insulation or double glazing. The group classified as 'maintenance' in Table 7 includes both types of case.

Table 7. Insulating the home – stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Unclass-ified* %	*Base*
Installing double glazing	2	3	5	89	1	*(1,335)*
Installing loft insulation or top-up loft insulation	4	2	10	82	2	*(1,152)*
Installing cavity wall insulation	9	10	11	57	13	*(1,058)*
Installing draught exclusion	19	8	9	46	18	*(2,009)*
Installing solid wall insulation	31	21	5	12	31	*(401)*

Bases: Vary by behaviour – all respondents who were not renting their home and had responsibility for the upkeep of their home (and for who the insulation is actually possible) – excluding draught exclusion (all respondents)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

It was most common for respondents (for whom it was practicable or relevant) to have already installed double glazing (89%) or loft insulation / top-up loft insulation (82%). Very few people were at the pre-contemplation stage (i.e. had either not heard of it or had not thought about doing this) or the rejection stage (i.e. had thought about it doing but had dismissed the idea). One in ten (10%) indicated that they were contemplating installing loft insulation or top-up loft insulation and 5% indicated that they were contemplating installing double glazing.

In the 2007 Defra survey a slightly higher proportion (94%) of respondents with lofts indicated that they had loft insulation. Similarly in tracker research carried out by the

Energy Saving Trust in August 2007, 94% of respondents indicated that they had at least some double-glazing, which is slightly higher than the 2009 survey. However, the question wording on these previous surveys was slightly different which may explain the apparent change – it seems improbable that the prevalence of loft insulation or double-glazing would have decreased over this period. In previous surveys respondents were asked simply whether they had any loft insulation in their home whereas in the current survey respondents were asked to respond using the stages of change scale described in this report.

Slightly more than half (57%) of those whose homes were constructed with cavity walls, had cavity wall insulation and around half of all respondents had draught exclusion for doors and or windows installed (46%). These levels are consistent with findings from previous research. The 2007 Defra survey showed that 59% of people in England who lived in homes with cavity walls had at least some cavity wall insulation. Research carried out by the Energy Saving Trust showed that 46% of people in England had draught exclusion in their homes. A relatively high proportion (19%) of respondents were at the pre-contemplation stage of installing draught exclusion suggesting that for many this was not something that they had considered.

Slightly more than one in ten (12%) of those whose homes were constructed with solid walls had solid wall insulation. Respondents were much more likely to be at the pre-contemplation stage for this behaviour – 31% were at this stage, indicating that a high proportion of those whose homes were constructed with solid walls ‘hadn’t really considered’ this type of insulation. A relatively high proportion (21%) of respondents had rejected solid wall insulation as an option. There was also a high proportion of unclassified respondents due to people saying that this question was ‘not applicable’ to them or because they did not know (31% of whose homes were constructed with solid walls).

3.3.1 Reasons for not insulating the home

All respondents who had not installed cavity wall insulation, solid wall insulation or loft insulation (but were able to do so) were asked to say what the main reasons were for not doing so. Those who said they had not heard of that type of insulation and those who said it was not applicable to them were excluded from these questions.

Around 300 respondents (30% of those whose homes were constructed with cavity walls) had not installed cavity wall insulation. Respondents were most likely to say that they had not installed this form of insulation as they could not afford it (27%). Other key reasons provided included never having thought about it (14%), not knowing whether they had it already (11%), because they were waiting until they needed to do other major renovations (9%) and because it would take too long to get costs back through lower energy bills (7%).

Similar reasons were provided by the small proportion (16%) of respondents who had a loft but said they had not installed loft insulation or top-up loft insulation. Cost was the most frequently cited reason - a quarter (23%) said they could not afford to do this, 17% said they were waiting until they needed to do other major renovations, 15% had never thought about it, and 10% said that it required too much effort.

In contrast, respondents whose homes were constructed with solid walls were most likely to say that they had not installed solid wall insulation as they had never thought about it (27%). That said, cost was also a significant factor with one fifth saying that they could not afford to install this form of insulation (20%). Around one in ten indicated that they did not know if they already had it or not (11%) or that they did not know how to go about it or who to ask (8%).

3.3.2 Loft insulation

Those who indicated that they had loft insulation were asked how thick their insulation was. Those who did not know the thickness of their loft insulation are classified as unknown in Table 8.

Table 8. Thickness of loft insulation

Thickness…	**2009 %**	**Feb' 2008 (Energy Saving Trust) %**
270mm (11'')	10	12
250mm (10'')	11	6
200mm (8'')	14	9
150mm (6'')	20	11
100mm (4'')	19	12
50mm (2'')	4	3
Unknown	**22**	**47**

Base: All with loft insulation (2009 – 952 / 2008 -691)

As shown above, one in ten (10%) of those who had loft insulation said they had 270mm (the current minimum recommended thickness). A quarter (25%) said they had between 200 and 250mm, while 43% said they had less then 200mm. These results are broadly similar to those from the Energy Saving Trust tracker survey (February 2008).

3.3.3 Double glazing

All respondents were asked what proportion of the windows in their home were double-glazed. Around three-quarters (76%) of all respondents said that all of the windows in their home were double-glazed, with 7% saying most, 3% saying about half and 3% saying some were double-glazed. Around one in ten respondents (9%) said that none of the windows in their home were double-glazed.

In 2007, 73% of respondents indicated that all of their outside windows and doors were double or secondary glazed, while 10% indicated that none of them were double or secondary glazed. This apparent difference between the current and 2007 surveys may be related to a difference in the question wording[7].

Those who said that half or less of the windows were double glazed were asked what types of windows they would be interested in getting or replacing. Respondents were asked to select responses from an answer list – people who lived in rented accommodation and those who had no responsibility for the upkeep of their home were excluded from this question. Of those who were asked, around half (45%) said they were interested in replacing single glazing with double glazing, 6% said they were interested in replacing old double-glazing with new improved double-glazing, and 3% said they were interested in getting new double-glazing for a new extension or renovation. Around four in ten (42%) said they were not interested in getting or replacing any of these types of glazing.

3.3.4 Draught-proofing

All respondents who had at least some single-glazed windows and doors in their home were asked what proportion of these windows and doors were draught proofed. Of the 24% of respondents who did have some single-glazing, 19% said that all of their single glazed opening windows and doors were draught-proofed, with a third (35%) saying that most, about half or some were draught-proofed. Four in ten (40%) said that none of their windows and doors were draught-proofed.

The proportion of respondents with single glazed windows who had draught proofing on all of these windows had increased to 19% in 2009 from 10% in December 2006 (as measured by the Energy Saving Trust's tracker survey). However, the proportion

[7] In 2009 the question was asked as follows: 'What proportion of the windows in your home are double-glazed?' In 2007 the equivalent wording was: 'What proportion of your outside windows and doors have double or secondary glazing?'.

who had none of their single-glazed windows draught-proofed had remained relatively unchanged (37% in 2006 and 40% in the current survey).

3.4 Heating systems and temperature regulation

3.4.1 Type of heating

The vast majority (93%) of respondents lived in homes with central heating systems, with just a small proportion saying they had electric storage heating (4%) or warm air heating (1%). The remaining respondents either had no heating (2%) or said that they did not know what type of heating they had (less than 1%). This is broadly consistent with the 2007 Defra survey which estimated 89% of respondents as having some form of central heating and the same proportions as having electric storage heating or warm air heating (4% and 1% respectively).

The survey asked whether people had installed or were considering installing a condensing boiler, which provides an energy efficient and environmentally-friendly way of heating a home. This question was asked using the stages of change response scale (the analysis in Table 9 excludes those without central heating).

Table 9. Installing a condensing boiler

	Stage				
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Unclass-ified* %
Installing a condensing boiler	29	17	14	31	9

Base: All respondents excluding renters, those not responsible for upkeep of home, and those without central heating (1,254)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

Around a third (31%) of respondents with central heating said they had installed a condensing boiler (the maintenance stage) while 14% said they were contemplating installing one but had not done so yet. A similar proportion (17%) had thought about installing a condensing boiler but had rejected the idea, while 29% were at the pre-contemplation stage (having never heard of this type of boiler or having never thought about installing one).

The proportion of people with condensing boilers has remained unchanged since the 2007 Defra survey. In 2007 29% of respondents who had a central heating boiler indicated that they had installed a condensing boiler (this difference is not statistically significant).

3.4.2 Regulating the temperature in the home

All respondents were asked how they set the temperature on their heating system *during the winter.* They were asked to select which out of six statements best described how they set the temperature and also the current temperature setting on their thermostat (in degrees centigrade). Respondents who were unsure of the current setting were asked to check their thermostat or heating controls. The answers to both questions are provided in Table 10 (thermostat temperature was provided to the nearest degree but is presented here in bands of five degrees). Those with no central heating are excluded from the analysis.

Table 10. Regulating the temperature in the home

	2009 %
Thinking about your heating system at home, which of these best describes how you set the temperature during the winter? [1]	
I change it whenever it gets too hot or too cold, I don't like to wear a lot of layers indoors	21
I change it whenever it gets too hot or too cold, I'll often wear a jumper indoors	41
I don't change the setting often, but it can be too warm	5
I don't change the setting often, but it can be too cold	9
I don't change the setting often, it's a comfortable temperature	24
I don't tend to use the central heating	2
Don't know	2
Temperature the thermostat or heating control was set to at time of interview [1]	
14^oC or less	8
15^oC – 19^oC	29
20^oC – 24^oC	28
25^oC - 29^oC	4
30^oC or more	2
Have no way of controlling temperature / control has no temperature scale / not applicable	10
Don't know	20
Mean temperature setting (based on those where it is known) [2]	*18.3^oC*

Bases: [1]All respondents with central heating(1,860) / [2]All respondents with central heating excluding don't know responses, those who had no way of controlling the temperature and unrealistic responses (1,318)

The majority of respondents who had central heating reported that they changed the temperature setting whenever it got too hot or too cold, with 41% saying that while they did this, they often wore a jumper indoors. Around one in five (21%) said they often changed the temperature setting when it got too hot or cold and they did not like to wear a lot of layers. Around a third (37%) said that they did not change the setting often. Just 2% of respondents indicated that they did not tend to use the central heating. Detailed responses are provided above.

The mean temperature setting in respondents' homes was 18.3 degrees centigrade. This calculation is based on those who had central heating, were able to control the temperature in their home and who knew what temperature the heating was set to. As in the 2007 Defra survey respondents who gave unrealistic answers (over 35 degrees centigrade) were also excluded from the analysis. In the 2007 Defra survey, the mean temperature was measured at 19.6 degrees suggesting that people were setting their heating at a slightly lower temperature in 2009. However, in 2007, respondents were not asked to check the temperature setting when responding so there was a higher level of estimation than in 2009.

More than a quarter (29%) of respondents with central heating had the temperature in their home set between 15 and 19 degrees and a similar proportion (28%) had it set between 20 and 24 degrees. It was uncommon for respondents to have the temperature either below 15 degrees (8%) or above 29 degrees (2%). Despite being asked to check the temperature setting if they were unsure, 20% of respondents said they didn't know what setting their heating was set to. In addition, 10% indicated that they either had no way of controlling the temperature or that the heating controls did not have a temperature scale.

3.5 Energy saving behaviours – generating your own energy

The survey asked respondents if they had or had considered installing various energy-generating items in their homes. The four items covered are shown in Table 11 with a summary of responses to these questions.

Table 11. Generating your own energy – stages of change response scale

	Stage				
	Pre-contemplation %	Rejection %	Contemplation %	Maintenance %	Unclassified* %
Installing solar panels for electricity at home	29	55	12	*	4
Installing solar water heating at home	35	50	10	1	4
Installing a wind turbine to generate electricity at home	32	58	5	*	6
Installing a ground source heat pump	58	31	3	1	7
Installing biomass heating	65	23	1	*	11

Bases: All respondents who were not renting their home and had responsibility for the upkeep of their home (1,335)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

As shown in the table above, very few people have installed any of the five items (1% or less in each case). This is consistent with the 2007 Defra survey - which found less than 1% of those surveyed had installed solar panels, solar water heating or a wind turbine, and with The Energy Saving Trust's tracker survey in February 2008 – which found less than 1% had biomass heating.

Furthermore, the proportion who said they were contemplating installing each of the items was low. Around one in ten (12%) claimed to be contemplating installing solar panels, with a similar proportion (10%) claiming to be contemplating installing solar water heating. Smaller numbers said they were contemplating installing either a wind turbine (5%) or a ground source heat pump (3%).

For all five of the items the majority of respondents were either at the pre-contemplation stage (having never heard of the item or having not given it any consideration) or having rejected it as an option. Respondents were least likely to have contemplated installing biomass heating or a ground source heat pump – 65% and 58% of respondents respectively fell into the pre-contemplation category for these behaviours (with a high proportion stating that they had not heard of either of these). At least half of respondents had rejected the idea of installing solar panels (55%), solar water heating (50%) or a wind turbine (58%).

All respondents who had installed at least one of these items at their homes were asked what were the main reasons they had done this, though as so few people had installed the items the base sizes were too small to support any analysis.

4 Energy efficient appliances and light bulbs

This section of the report looks at respondents' purchases of appliances and whether being 'Energy Saving Recommended' had been a factor in purchases. The survey covered purchase and use of household appliances and energy efficient light bulbs.

4.1 Purchasing energy efficient appliances

Respondents were presented with a list of seven household appliances and asked which, if any, they had bought in the last twelve months. As shown in Table 12, a third (32%) of respondents had bought at least one of these appliances, with the most common purchases being a washing machine (15%), fridge-freezer (9%) or a dishwasher (8%). It was less common for respondents to have purchased a tumble dryer (6%), fridge (5%), freezer (3%) or washer-dryer (2%).

Table 12. Appliances purchased in the last 12 months

	2009 %	Aug' 2007 (Energy Saving Trust) %
Any item	**32**	**-**
Washing machine	15	15
Fridge-freezer	9	12
Dishwasher	8	6
Tumble dryer	6	6
Fridge	5	3
Freezer	3	4
Washer-dryer	2	2

Base: All respondents who were not renting their home and had responsibility for the upkeep of their home – (2009 - 1,335 / 2007– 853)

A similar question was asked on the Energy Saving Trust tracker survey in August 2007. Where comparisons are possible the proportion who had bought each appliance in the last twelve months was fairly consistent (see Table 12), although there had been a small, but statistically significant decrease in the proportion of respondents who had bought a fridge-freezer.

4.2 Use of the Energy Saving Recommended logo

All respondents who had bought an appliance in the last twelve months were asked if they had looked for the Energy Saving Recommended logo on it. This logo was developed by the Energy Saving Trust to help consumers identify the most energy efficient products available. Respondents who had bought more than one appliance in the last twelve months were asked this question in relation to one of these which was selected randomly. In the 420 purchases covered by the survey, the purchaser claimed to have looked for the logo in 71% of these, while in 24% the purchaser had not. In the remaining 5% of purchases the respondent did not know whether they had looked for the logo. A tracker survey carried out by the Energy Saving Trust in August 2007 showed that the logo had been looked for in 60% of purchases, showing an increase in the proportion of purchasers reporting that they are looking for the logo.

Respondents who had bought an appliance in the last twelve months were also asked whether the appliance they bought had the Energy Saving Recommended logo on it. In the 420 purchases covered by the survey, 72% of appliances were claimed to carry the logo (1% higher than the 71% of purchasers who had looked for the logo). The results suggest that most purchasers who reported that they had looked for the logo thought that it was on the appliance they bought. The tracker survey in August 2007 showed that the logo was said to be present on 62% of appliances purchased. It is possible that there is some confusion between the EU (A-G) label[8], which was not asked about, and the Energy Saving Recommended label, which only covers the most energy efficient products.

4.3 Energy saving light bulbs

The survey also asked respondents to indicate how many light bulbs, including energy saving light bulbs, they had in their home. The mean average for the total number of light bulbs per home was estimated to be 20 per home which is consistent with research carried out by the Energy Saving Trust in February 2008 (which indicated a mean number of 19 light bulbs per home).

[8] Light bulbs, cars and most electrical appliances (e.g. refrigerators, stoves, washing machines) carry the EU Energy Label. The energy efficiency of the product is rated in energy levels ranging from A to G on the outside label. 'A' stands for the most energy efficient and 'G' for the least energy efficient.

The mean number of energy saving light bulbs per home was just over half this number (12) indicating that in an average home around 60% of the light bulbs were energy saving light bulbs[9]. Comparisons with research carried out by the Energy Saving Trust in February 2008 and the 2007 Defra survey data indicate that the average proportion of energy saving light bulbs in people's homes is increasing. In 2007 the equivalent figure was reported as 4 energy saving light bulbs per home, increasing to a reported 7 per home in February 2008 (and 39% of all bulbs). This is shown in Table 13. The 2007 question only asked for an estimate of the number of energy saving light bulbs in the home.

Table 13. Energy saving light bulbs in the home – trend series

	2009 %	**Feb' 2008 (Energy Saving Trust)** %	**2007 (Defra)** %
Mean number of energy saving light bulbs in the home	12	7	4
Proportion of light bulbs in the home which are energy saving	60%	39%	*

Base: All respondents – (2009 - 2,009 / 2008 – 892 / 2007 - 3,618)

* Data is unavailable for 2007 as respondents were not asked for the total number of bulbs in their home

[9] These figures are an average across all respondents' homes and there will be many homes with a lower proportion, as well as many with a higher proportion

5 Using less water

This chapter focuses on people's behaviours which reduce water use. The questionnaire included a range of measures to evaluate how much people were doing to use less water in their everyday lives.

5.1 Presence of water meters

At the time of the survey a third (33%) of respondents said they lived in homes with water meters, 63% lived in homes without a meter and 4% indicated that they did not know if there was a water meter in their home. To ensure an accurate response, respondents were given a description of what a water meter was if they were unsure. Compared with the 2007 Defra survey, the proportion of people living in homes with water meters appears to have increased slightly (from 29% in 2007).

5.2 Behaviours which use less water

The survey used the stages of change response scale to assess the types of things that people were doing to use less water. In total, the survey covered seven behaviours which would use less water. Responses to these questions are summarised in Table 14.

Table 14. Cutting down on water use – stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Relapse %	Unclas sified* %
Repeated behaviours						
Only washing a full load of laundry[2]	5	4	2	74	7	8
Making an effort to cut down on water usage at home[1]	12	6	8	69	4	1
Taking a shower instead of a bath[2]	5	10	3	68	6	7
Turning the tap off whilst brushing your teeth[2]	12	9	3	66	7	3
One-off installations						
Installing a water butt to collect rainwater[1]	26	19	13	32	-	10
Using a water displacement device (e.g. hippo) in toilet[2]	55	18	7	13	-	8
Having an aerated shower[2]	65	17	6	3	-	9

Base: [1]All respondents (2,009) / [2]All omnibus respondents (1,772)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

The majority of respondents were already doing each of the ‘repeated’ behaviours shown in Table 14. Three-quarters (74%) said they already only washed full loads of laundry, and around two-thirds said they already made an effort to cut down on water usage at home (69%), took showers instead of a baths (68%) and turned the tap off whilst brushing their teeth (66%). Only a small proportion had adopted any of the behaviours only to relapse (between 4% and 7% across the four behaviours covered). Similarly small proportions of respondents said they were contemplating these behaviours but were yet to do them. Those at the pre-contemplation stage and those who had already rejected these behaviours were in the minority.

The proportion of people who reported making an effort to cut down on water usage at home has increased from about half (52%), as reported in the 2007 Defra survey, to 69% in the 2009 survey.

Respondents were less likely to have adopted any of the one-off measures to use less water in their home. While a third (32%) had installed a water butt, a relatively small proportion (13%) were using a water displacement device, and almost no one (3%) had an aerated shower. While a small proportion of respondents were contemplating installing each of these items – 13% were thinking about installing a water butt, 7% a water displacement device and 6% an aerated shower - overall people were much more likely to have rejected the idea of installing these items (around one in five for each item). In the case of water displacement devices and aerated showers the largest group of respondents were at the pre-contemplation stage – i.e. they ‘hadn’t really thought about doing this’ or ‘hadn’t heard’ of the item – 55% for water displacement devices and 65% for aerated showers.

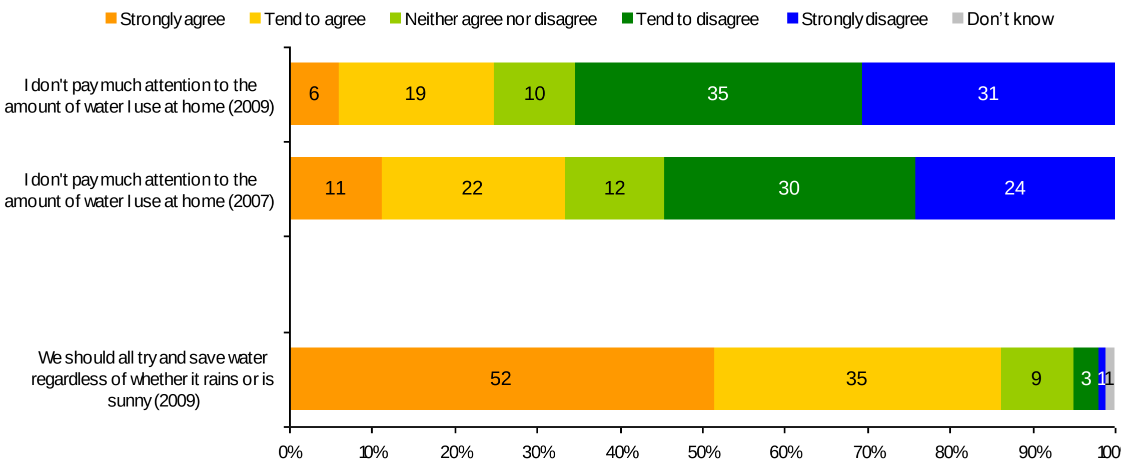
Frequency of using less water

Respondents were also asked how frequently they made an effort to cut down on water usage at home - selecting a response from a six point scale ranging from always to never. Around a third (35%) of respondents said they always cut down on water usage, with the same proportion (31%) indicating that they did this either very often (15%) or quite often (16%). A fifth (21%) said they cut down on water usage sometimes (12%) or occasionally (9%), while 11% indicated that this was something they never did.

5.3 Attitudes towards saving water

The survey also measured respondents' attitudes towards using water. All respondents were presented with two statements and asked to indicate how much they agreed or disagreed with each, using a five-point scale ranging from strongly agree to strongly disagree. Responses are summarised in Figure 7.

Figure 7. Responses to statements related to using water



Base: All respondents (2009 - 2,009 / 2007 – 3,618)

The majority (87%) of respondents agreed (either strongly agreed or tended to agree) that we should all try and save water. Only a small minority 3% disagreed with this viewpoint. Around one quarter (24%) of respondents agreed that they did not 'pay much attention to the amount of water I use at home' in comparison to a third (33%) of respondents who agreed with this statement in the 2007 Defra survey. Two-thirds (66%) disagreed with this statement in 2009 in comparison to half (53%) who disagreed in 2007. Opinion therefore had changed substantially since the time of the 2007 survey.

Attitudes towards saving water were linked to presence of a water meter in the home. Respondents who had a water meter in their home were less likely to agree that 'I don't pay much attention to the amount of water I use at home' than those who did not have a meter (17% compared with 28%), and were more likely to agree that 'we should all try and save water regardless of whether it rains or is sunny' (91% compared with 86%).

6 Purchasing behaviours

This chapter looks at a range of purchasing behaviours – including purchasing from sustainable sources and the effect that the amount of packaging has on purchasing.

6.1 Purchasing behaviours

A number of purchasing behaviours were assessed using the stages of change response scale employed throughout this survey. The results from these questions are presented in Table 15.

Table 15. Purchasing behaviours – stages of change response scale

	Stage					
	Pre-contemplation %	Rejection %	Contemplation %	Maintenance %	Relapse %	Unclassified*
Deciding not to buy something because it has too much packaging[1]	42	16	7	30	2	2
Buying wood and wood products from certified sustainable sources (such as the Forest Stewardship Council)[1]	41	10	5	21	1	22
Buying peat free compost[2]	30	13	3	19	3	31

Base: [1]All respondents (2,009) / [2]All omnibus respondents (1,772)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

For each of the three behaviours covered, respondents were most likely to be at the pre-contemplation stage (between 30% and 42% of respondents) where they had either not heard of them or thought about them. In addition, for each of these behaviours at least one in ten respondents said they had rejected the behaviour. That said, there were still significant proportions who had adopted these behaviours: around a third (30%) said they were not buying things because they had too much packaging and intended to keep this up, and one in five respondents said they were buying wood and wood products from certified sustainable sources and buying peat free compost and intended to keep this up (21% and 19% respectively).

6.1.1 Not buying because of too much packaging

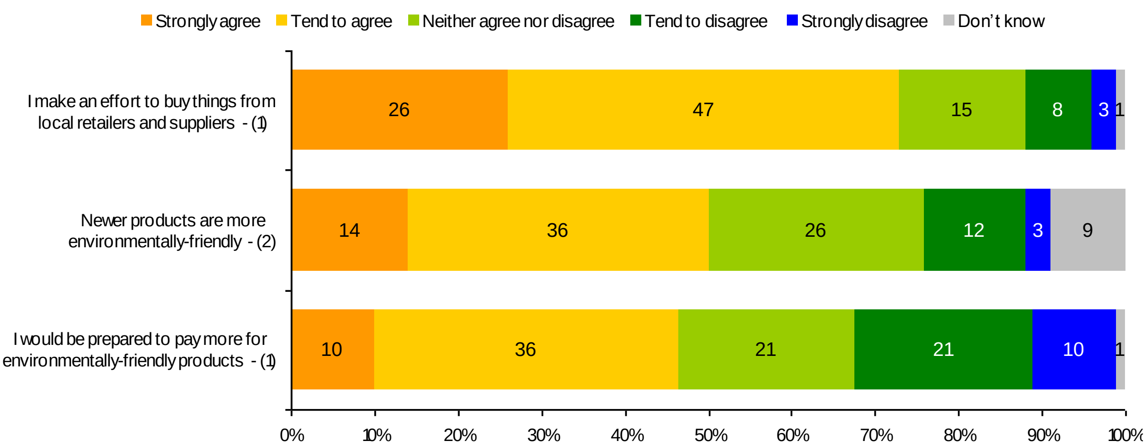
All respondents were asked how frequently they decided not to buy something because it has too much packaging (using a six-point scale ranging from always to never). Just 6% of respondents said they always decided not to buy for this reason, while 8% said they did this very often, 7% quite often, 14% sometimes and 14% occasionally.

The largest group of respondents (46%) said they never decided not to buy something because it had too much packaging. It should be noted that this is less than the proportion of respondents who were at the pre-contemplation or rejection stage for this behaviour (58% of all respondents said they hadn't really thought about the behaviour or had rejected it - as shown in Table 15). This implies that some people who said they had rejected or had not really given any thought to not buying things because they had too much packaging were actually (at least occasionally) avoiding products because they had too much packaging.

6.2 Attitudes towards purchasing

Across the main and omnibus surveys three statements about purchasing were presented to all respondents. They were asked to say how strongly they agreed or disagreed with each using a five-point scale (ranging from strongly agree to strongly disagree). The findings are presented in Figure 8.

Figure 8. Agreement with statements about environmental purchasing



Base: [1]All respondents (2,009) / [2]All omnibus respondents (1,772)

Around three-quarters (73%) of respondents agreed that they made an effort to buy things from local retailers and suppliers, while just 11% of respondents disagreed.

Half (50%) agreed that newer products are more environmentally-friendly compared with 15% who disagreed. Opinion was more divided when looking at whether respondents would be prepared to pay more for environmentally-friendly products. Just under half (46%) agreed that they would be prepared to pay more for environmentally-friendly products, while just under a third (31%) disagreed with this. There is no statistically significant difference between the 2007 and 2009 results – in 2007, 44% agreed with the statement while 29% disagreed with it.

7 Recycling, composting and reusing

This chapter focuses on recycling, composting and reusing items both at home and through the use of facilities in the community.

7.1 Doorstep recycling and composting collections

Respondents were asked what items were collected for recycling or composting from outside their homes by the council. Table 16 shows that respondents were most likely to report that paper, tins and cans, and glass bottles and jars were part of their council's collection. Around three quarters of respondents mentioned cardboard and plastics. There was an increase in the proportion of respondents saying that they could recycle these items outside their homes since 2007, with the exception of paper items which was consistently listed by 94% respondents in 2007 and 2009. For some items including tins, glass objects and garden waste this increase was by more than 10 percentage points, whilst for food waste, clothes and shoes the increase was slightly less (by six to eight percentage points).

Table 16. Council doorstep recycling and composting collections

	2009 %	2007 %
Which of these can you put outside for council recycling or composting collection?		
Paper, newspapers, magazines	94	94
Tins, cans, foil	85	73
Glass bottles, jars, glass	82	68
Cardboard	77	61
Plastic bottles, plastic packaging	73	57
Garden waste	62	52
Food waste	34	27
Clothes	30	24
Shoes	25	17
Base: All respondents – (2009 - 2,009 / 2007 - 3,618)[1]		

Levels of use of doorstep recycling facilities tended to reflect reported provision of these facilities (see Table 17). Use of recycling and composting door-step collection facilities had increased for nearly all types of waste since 2007 but most notably for plastic items (increased by 19 percentage points), cardboard (up by 18 percentage points) and tins/cans and glass items (which have increased by 17 percentage points). The only small decrease between 2007 and 2009 was for garden waste. In 2007, 55% of those with a garden said they normally put out garden waste for council collection. This had dropped to 51% in 2009.

Table 17. Use of doorstep recycling and composting collections

	2009 %	2007 %
Which of these do you normally put outside for council recycling or composting collection?		
Paper, newspapers, magazines [1]	90	87
Tins, cans, foil [1]	80	63
Glass bottles, jars, glass [1]	76	59
Cardboard [1]	71	53
Plastic bottles, plastic packaging [1]	66	47
Garden waste [2]	51	55
Food waste [1]	25	20
Clothes [1]	22	13
Shoes [1]	17	9

[1] Base: All whose council collects items – (2009 - 1,972 / 2007 - 3,492)
[2]Base: All whose council collects items excluding those with no garden – (2009 - 1,781 / 2007 – 3,325)[1]

7.2 Community recycling and composting

Consistent with 2007, 83% of respondents said there was a bottle or recycling bank in their area. However, reported usage of these facilities had increased slightly compared with 2007 (see Table 18). Around three-quarters (71%) of respondents said they made use of recycling banks, an increase of six percentage points since 2007.

Table 18. Access to bottle or recycling banks

	2009 %	2007 %
Is there a bottle bank or recycling bank in your area?		
Yes	83	84
No	11	12
Don't know	6	4
Base: All respondents (2009 - 2,009 / 2007 - 3,618)		
Do you or your household ever use these facilities?		
Yes	71	65
No	29	35
Don't know	-	*
Base: All who have a bottle bank or recycling bank in their area (2009 - 1,674 / 2007 - 3,023)		

Respondents who said that they used their local recycling facilities were then asked what type of items they took there (see Table 19 for a full breakdown). People were most likely to take glass items to bottle banks or recycling centres – with nearly three quarters (70%) of respondents reporting taking these to be recycled. This is slightly less than the 76% who reported that they used their doorstep recycling collection for glass. Just under half (47%) took clothes to be recycled. Around a third of respondents reported that they took paper items, cardboard, shoes or tins and cans to their local recycling banks. It is likely that this is influenced by levels of doorstep collection for certain items, for example door-step collections for glass and clothes recycling are less widespread than paper.

In 2007, similar proportions of respondents were taking each of these items to recycling facilities. Where there had been changes in recycling, the largest increases were for tins, cans and foil, and paper items where the proportion of respondents who said they took these to be recycled had increased by eight percentage points.

Table 19. Using bottle or recycling banks

	2009 %	2007 %
What things do you take to recycle? (all mentions 2% or over in 2009)		
Glass bottles, jars, glass	70	72
Clothes	47	44
Plastic bottles, plastic packaging	41	35
Paper, newspapers, magazines	40	32
Cardboard	36	29
Shoes	35	35
Tins, cans, foil	34	26
Food waste	15	-
Appliances, electrical	4	1
Garden waste	4	4
Wood, timber, tree cuttings	3	-
Household furniture, furniture, carpet	2	1
Batteries	2	-

Base: All who use their local bottle bank or recycling bank – (2009 - 1,200 / 2007 - 1,954)

7.3 Recycling, composting and reusing behaviours

Respondents were asked to consider their current behaviour and willingness to act in relation to five recycling, composting and reusing behaviours (using the stages of change response scale). A breakdown of responses from the 2009 survey is provided in Table 20, dividing respondents into the five summary groups associated with the stages of change scale.

Table 20. Recycling, composting and reusing–stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Relapse %	Unclas sified* %
Recycling items rather than throwing them away	2	2	2	91	2	1
Taking your own shopping bag when shopping	6	4	3	84	1	2
Reusing items like empty bottles, tubs, jars, envelopes or paper	11	8	3	76	2	*
Composting your household's food and/or garden waste	20	20	6	43	3	8
Checking whether an item can be recycled before you buy it	49	14	4	29	1	3

Base: All respondents (2,009)

When asked whether they 'recycle more items rather than throwing them away', a large majority (91%) of respondents fell into the maintenance category (including all those currently acting and those who may not be doing it as much or as often as they would like). This represents a significant increase in this behaviour since the 2007 Defra survey, in which 70% of respondents reported that they were already recycling more items than throwing them away. Table 21 summarises these results.

Table 21. Recycling – stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Relapse %	Unclas sified* %
Recycling items rather than throwing them away (2009)	2	2	2	91	2	1
Recycling items rather than throwing them away (2007)	4	6	12	70	7	1

Base: All respondents (2009 - 2,009 / 2007 - 3,618)

Respondents were asked about taking their own shopping bags when they went shopping and also about the frequency of doing this (covered later in this chapter). The majority (84%) of respondents reported that they were already taking their own shopping bags and intending to continue (the maintenance stage), with only small numbers of respondents at each of the other stages. It is relevant to note that there has been a reduction in the availability of single use carrier bags over the last two years, informed by voluntary agreements between the Government and leading retailers[10].

Most respondents were also reusing items like plastic bottles and glass jars, with three quarters of respondents reporting they were maintaining this behaviour. One in ten (11%), however, were still at the pre-contemplation stage and had not considered doing this before, and a similar proportion (8%) had rejected the behaviour.

Slightly fewer than half (43%) of respondents said they were already composting household food or garden waste and intended to keep this up (the maintenance stage) while a fifth were at the pre-contemplation stage. A further fifth had thought about composting household food or garden waste but had rejected the idea. Those who were already composting household food and garden waste included people who had a compost heap or composter at home as well as those who were using composting collections provided by their council.

Of the five items covered, respondents were least likely to be checking whether an item could be recycled before purchasing. For this behaviour, nearly half (49%) of respondents fell into the pre-contemplation stage – having never thought about doing this or never heard of this. Nearly a third (29%) of respondents said they were already doing this (the maintenance stage), while 14% had rejected the idea.

7.4 Frequency of recycling and reusing behaviours

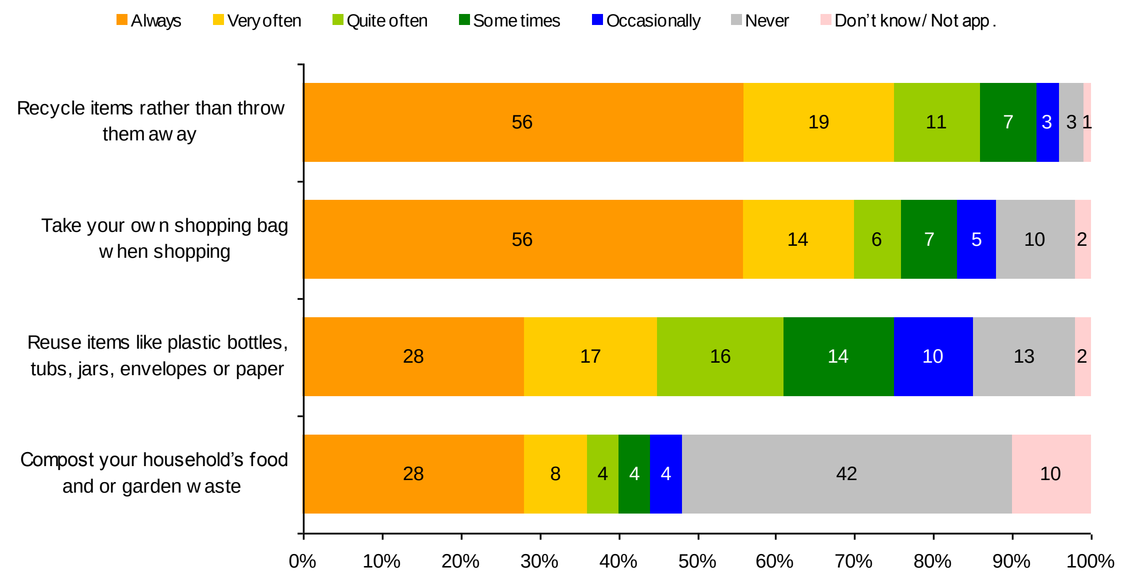
As well as asking about people's current behaviours and their willingness to act, the survey also covered how often people undertook these behaviours (ranging between always and never) as shown in Figure 9.

As discussed in the previous section, the vast majority (91%) of respondents said

[10] In the UK, there have been two voluntary carrier bag objectives: (i) WRAP introduced a target to reduce the environmental impact of carrier bags by 25% by the end of 2008, based on a 2006 baseline. (ii) In December 2008, the Government and leading supermarkets agreed to a 50% reduction in the number of carrier bags being given out to customers by May 2009.

they were recycling items rather than throwing them away. Just over half (56%) of all respondents said they 'always' did this, 30% said they did this 'very' or 'quite often', and 7% said they only did this sometimes.

Figure 9. Frequency of personal recycling behaviours



Base: All respondents (2,009)

Most respondents (84%) reported that they were already taking their own shopping bags. When respondents were asked how often they took their own shopping bags when shopping, over half of respondents said they always did this (56%), while a further 20% said they did this very or quite often.

Three quarters (76%) of respondents said they reused items like plastic bottles, tubs, jars, envelopes or paper, although the frequency of reuse varied considerably. Just over a quarter (28%) of respondents said they always reused these items, around a third (33%) said they reused them very or quite often but a quarter (24%) said they only did this sometimes or occasionally.

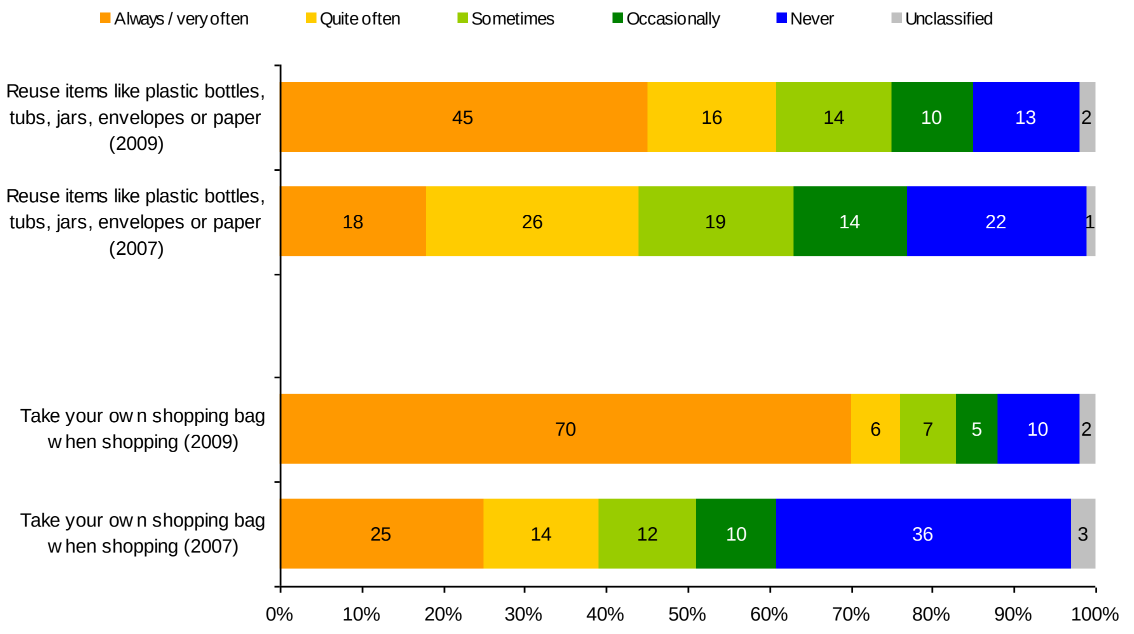
Similar proportions of respondents reported that they never took their own shopping bag when shopping (10%) and never reused items like plastic bottles, tubs, jars, envelopes or paper (13%).

7.4.1 Comparisons with the 2007 Defra survey

Reuse of items and use of own bags when shopping were also measured in the 2007 survey. There have been distinct increases in the numbers reporting that they were doing these behaviours (Figure 10). Since 2007, the proportion of respondents saying that they always or very often reused items has more than doubled, from 18% to 45%. Those saying that they never reused items had decreased by nine percentage points to 13%.

Figure 10 shows that those who always or very often take their own bags when they shop had nearly trebled since 2007 from 25% to 70%. In 2007 there was a larger proportion of respondents who would sometimes or occasionally take their own bags (22%), but the survey findings suggest that this has become more frequent for the majority of shoppers. In 2007, a third of respondents said they never took their own bags - this has now reduced to just 10% of respondents.

Figure 10. Frequency of personal reusing behaviours

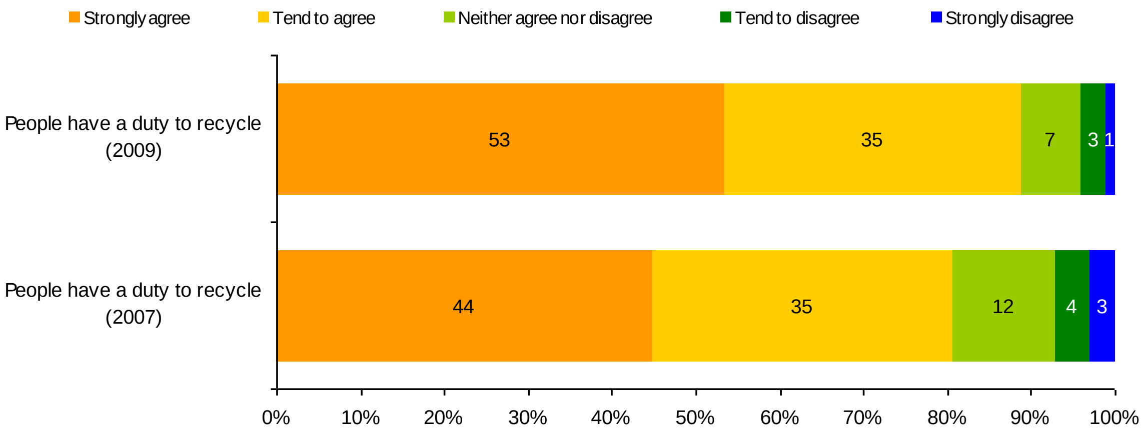


Base: All respondents (2009 - 2,009 / 2007 - 3,618)

7.5 People having a duty to recycle

Finally in this chapter, respondents were asked whether they agreed with the statement 'people have a duty to recycle'. The vast majority (88%) agreed representing an increase of ten percentage points since 2007 (see Figure 11). The level of disagreement with this statement was very low - just 5% of respondents disagreed in 2009, representing a small decrease from 7% in the 2007 Defra survey.

Figure 11. Agreement that people have a duty to recycle



Base: All respondents (2009 - 2,009 / 2007 - 3,618)

8 Food and food waste

8.1 Food purchasing, consumption, growing & composting

The survey covered a number of behaviours relating to food purchasing and consumption at home as well as growing your own fruit and vegetables and composting in the garden.

Table 22 presents the findings for four food-related behaviours using the stages of change response scale employed throughout this report.

Table 22. Food and food waste – stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Relapse %	Unclas sified* %
Wasting less food[1]	4	2	3	88	1	2
Buying fresh food that has been grown when it is in season in the country where is was produced[1]	21	6	5	60	3	5
Composting your household's food and/ or garden waste[2]	20	20	6	46	4	4
Growing your own fruit and vegetables[2]	17	29	10	33	7	4
Buying fish from sustainable sources (such as the Marine Stewardship Council) [1]	43	10	3	26	1	17

Base: [1]All respondents (2,009) / [2]All respondents with a garden (1,808)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

In total almost nine out of ten (88%) respondents reported that they were already wasting less food, with three-quarters (75%) saying they were 'already doing this and intend to keep it up' and 13% 'already doing this though I'd like to do it more'. This shows an increase since 2007, when less than two-thirds (63%) reported they were 'already doing this and intend to keep it up'.

Nearly half (46%) of respondents with a garden reported that they were already composting household or garden waste (the equivalent of 43% of all respondents), with one fifth (20%) having rejected this behaviour and a further one fifth (20%) having either not heard of this or not thought about it. Those who were already composting household food and garden waste included people who had a compost heap or composter at home as well as those who were using composting collections provided by their council. The majority (62%) of respondents indicated that their council provided a collection for garden waste and a third (34%) for food waste. One half (51%) of all respondents who had a garden said they normally used a council collection for garden waste (a slight decrease from 55% in 2007), and one quarter (25%) of all respondents said they normally used a council collection for food waste (an increase from 20% in 2007).

One third (33%) of respondents with gardens reported that they were already growing their own fruit and vegetables (the equivalent of 30% of all respondents), with a slightly lower proportion (29%) reporting that they had rejected this behaviour. One in ten (10%) were contemplating it whilst nearly one fifth (17%) had either not heard of this or not thought about it.

Of the five measures covered in Table 22 respondents were least likely to be already buying fish from sustainable sources and intending to keep this up (only 26% were at the maintenance stage). A large group of respondents (43%) were classified at the pre-contemplation stage – indicating that they had either never heard about this or that they had not really given it any thought. A relatively high proportion (17%) of respondents were left unclassified on this measure, which included just over one in ten (12%) answering not applicable (implying that not all consumers buy fish).

8.1.1 Seasonal fresh food

Respondents were quite likely to already be buying fresh food that had been grown when it is in season in the country where it was produced – 60% had done this and were maintaining the behaviour while a further 3% had tried this but had relapsed. Very few respondents (6%) had rejected the idea of buying locally in season produce but one in five (21%) were at the pre-contemplation stage indicating that they 'hadn't thought about doing this' or 'hadn't heard' about it.

The omnibus survey included some additional questions about seasonal food. Firstly, omnibus respondents were presented with a fuller definition of what seasonal food was before being asked whether they ever purchased it:

'Seasonal food is defined as food that is grown outdoors or produced during the natural growing / production period for the country or region where it is produced. It need not necessarily be consumed locally. As a result less energy is likely to have

been used in its production'

Providing this fuller definition led to responses that were broadly similar to the response already presented in Table 22. Just over half (55%) said they were already buying seasonal food and maintaining this as a behaviour, 9% said they were contemplating it, 6% had thought about it but had rejected the idea, and 19% were at the pre-contemplation stage (having either never thought about it or having never heard of it). A comparison of responses to these two questions is provided in Table 23.

Table 23. Food and food waste – stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Relapse %	Unclassified* %
Buying fresh food that has been grown when it is in season in the country where is was produced[1]	21	6	5	60	3	5
Having seen this definition which of these best describes how you currently feel about purchasing seasonal food?[2]	19	6	9	55	2	9

Base: [1]All respondents (2,009) / [2]All omnibus respondents (1,772)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

All respondents in the omnibus survey were also asked what factors might encourage them to buy more seasonal produce. More than one third (37%) of respondents said that they would buy more 'if the price was similar to the food they usually bought / if it was cheaper'. A smaller proportion (14%) said that they would if shops made it clearer which food was seasonal, 9% if packaging on food told them it was seasonal and 6% if shops only sold seasonal produce. Just over one in ten (11%) said that nothing would make them buy more seasonal food because they wanted to buy the food they desired whenever they wanted.

8.1.2 Throwing food away

All respondents were asked how much uneaten food they generally ended up throwing away, how much it bothered them, and how much effort they put into avoiding food waste. The questions used for the survey were taken from research carried out by WRAP (the Waste and Reduction Action Programme) to identify those who are committed to avoiding food waste. Respondents were shown a list of the different types of food that could be wasted (such as food left on a plate and fruit, vegetables or salad) to encourage people to think about this issue. The results from these questions are summarised in Table 24.

In total around half (49%) of respondents said they threw away no uneaten food (8%) or very minimal amounts of food (41%). One third (33%) said they threw away a 'small amount' with slightly fewer than one fifth reporting they either threw away 'some' (12%) or 'quite a lot' or 'a reasonable amount' (5% combined).

Table 24. Throwing away uneaten food and attitudes toward this

	Quite a lot	A reason-able amount	Some	A small amount	Hardly any	None	Don't know
	%	%	%	%	%	%	%
How much uneaten food, overall, would you say you generally end up throwing away?	1	4	12	33	41	8	*
	A great deal	A fair amount	A little	Not very much	Not at all	Don't know	
	%	%	%	%	%	%	
Thinking about when you have to throw uneaten food away, to what extent, if at all, does it bother you?	32	29	17	13	8	1	
	A great deal	A fair amount	A little	Not very much	None at all	Don't know	
	%	%	%	%	%	%	
How much effort do you and your household go to in order to minimise the amount of uneaten food you throw away?	38	39	13	7	2	1*	

Base: All respondents (2,009)

Throwing away uneaten food did bother the majority (61%) of respondents either 'a fair amount' (29%) or 'a great deal' (32%). A fifth (20%) reported that they were either bothered by it 'not very much' (13%) or 'not at all' (8%). The amount respondents said they were bothered by throwing away uneaten food was linked to the amount they generally ended up throwing away (this link is summarised in Table 25). Specifically, respondents who said this bothered them a 'great deal' or a 'fair amount' were more likely to throw away either 'hardly any' or no uneaten food (53%) than those who said they were bothered only 'a little', 'not very much' or 'not at all' (41%).

More than three quarters (77%) of respondents claimed that they and their household went to ‘a great deal’ (38%) or ‘a fair amount’ (39%) of effort to minimise the amount of uneaten food that was disposed of, with just 2% saying that they made no effort at all. As expected, the amount of effort the respondent and their household went to was linked to the amount of uneaten food the respondent ended up throwing away (again this link is summarised in Table 25). Respondents who reported that they and their household went to a ‘great deal’ or ‘a fair amount’ of effort were more likely to throw away either ‘hardly any’ or no uneaten food (54%) than those who reported that they and their household made only ‘a little’ effort, ‘not very much’ or ‘none at all’ (32%).

Table 25. Throwing away uneaten food – factors which affect the amount thrown away

	Thinking about when you have to throw uneaten food away, to what extent, if at all, does it bother you?	
	A great deal / a fair amount	A little / not very much / not at all
How much uneaten food, overall, would you say you generally end up throwing away?	%	%
Quite a lot / a reasonable amount / some	17	20
A small amount	29	39
Hardly any / none	53	41
	How much effort do you and your household go to in order to minimise the amount of uneaten food you throw away?	
	A great deal / a fair amount	A little / not very much / not at all
How much uneaten food, overall, would you say you generally end up throwing away?	%	%
Quite a lot / a reasonable amount / some	14	32
A small amount	32	36
Hardly any / none	54	32

Base: All respondents (2,009)

8.2 Food production and climate change

More than half (57%) agreed with the statement that ‘food production contributes to climate change’, while 12% disagreed with this. However about one third either did not know (10%) or said they neither agreed nor disagreed with the statement (22%). Unlike the measures in the previous section, agreement with this statement was not linked to the amount of uneaten food the respondent generally ended up throwing away. Those who agreed that food production contributes to climate change were no more likely to throw away uneaten food than those who disagreed with this statement.

Table 26. Extent of agreement with statement about food and climate change

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
How much do you agree or disagree that…'Food production contributes to climate change'	20	36	22	8	3	10

Base: All respondents (2,009)

Respondents were also asked what they would do if they had a better understanding of the environmental impacts of how food is produced. Half (50%) said that they would be willing to make changes to the food they buy to reduce the impact on the environment. Slightly fewer than one quarter (23%) of respondents said they would still buy the food they usually buy, even if they were better informed. One quarter (24%) said they had already made changes to the food that they buy to reduce their impact on the environment, with nearly one in ten (9%) saying they were keen to do more.

Table 27. Extent of agreement with statement about food and climate change

	I would still buy the food I usually buy %	I would be willing to make changes to the food I buy to reduce my impact on the environment %	I already make changes to the food I buy to reduce my impact on the environment %	I already make changes to the food I buy to reduce my impact on the environment and I'd like to do more %	Don't know %
If I had a better understanding of the environmental impacts of how food is produced….	23	50	15	9	3

Base: All respondents (2,009)

8.3 Low impact diets

The final section of this chapter presents findings from the omnibus survey related to 'low impact diets' – where people choose to change their diet and/or eat less of certain foods to reduce the environmental impact of their diet. Table 28 summarises the findings from three questions related to low impact diets.

Table 28. Knowledge of and attitudes towards low impact diets

	A lot %	A fair amount %	Just a little %	Nothing – have only heard of the name %	Nothing – have never heard of it %	Don't know %
How much would you say you know about adopting a low impact diet?[1]	5	8	20	10	53	4
	Yes %	**No** %	**Don't know** %	-	-	-
Are you aware of how you can adopt a low impact diet?[2]	55	42	3			
	Very willing %	**Quite willing** %	**Not very willing** %	**Not at all willing** %	**Don't know** %	-
How willing would you be to change your diet to make it more low impact?[1]	9	50	20	13	9	

Base: All omnibus respondents (1,772)[1] / All who knew a least a little about how to adopt a low impact diet (557) [2]

Respondents were asked to assess how much they knew about low impact diets, based on their own understanding of the term. Less than half (43%) of respondents said they had at least heard of the term 'low impact diet' although respondents generally reported low levels of knowledge about such a diet. Just 5% of respondents said they knew a lot about low impact diets, 8% said they knew a fair amount and one in five (20%) said they knew just a little about low impact diets.

Respondents who claimed to know at least a little about low impact diets were asked more specifically if they knew how they could adopt this type of diet. Just over half (55%) of those asked said that they did, with the rest saying either they did not (42%) or that they did not know / were unsure (3%).

At this point, all respondents were presented with a description of low impact diets and asked how willing they were to change their diet to make it more low impact: 'Some food products have a higher impact on the environment than others. One way to adopt a low impact diet would be to change or eat less of certain foods'. When prompted in this way, more than half (59%) of respondents said they would be either quite (50%) or very (9%) willing to change their diet in this way. One third (33%) of respondents said they would not be willing to change their diet to make it more low impact, with the remainder saying they didn't know how willing they would be.

Willingness to change diet to make it more low impact was linked to prior knowledge about how to adopt a low impact diet – respondents who said they knew how to adopt a lot impact diet were a lot more likely to be willing to change their diet (82%) than those who did not know or had not heard of low impact diets prior to the survey (50%).

9 Travel behaviours and attitudes

The main survey included a range of questions related to travel and transport, including use of cars, public transport and air travel. This chapter covers current transport choices and travelling habits.

9.1 Travelling by car

The majority of respondents (79%) lived in a household with a car, with 43% having one car, 28% two cars, and 8% three or more cars. These findings are consistent with previous research carried out by the Energy Saving Trust in February 2008 (tracker survey) and by the Defra survey in 2007. Of those who lived in a household with a car, 83% said they were a driver.

Drivers were asked a series of follow-up questions about how much they drove personally and the type of car they normally used. Responses to these questions are summarised in Table 29 compared with the equivalent findings from the 2008 Energy Saving Trust tracker survey.

Table 29. Details of car used and miles driven per year

	2009 %	**Feb' 2008 (Energy Saving Trust) %**
Miles driven per year		
Less than 5,000 miles	37	25
5,000 – 7,999 miles	22	22
8,000 – 10,999 miles	18	28
11,000 – 15,999 miles	10	15
16,000 – 20,000 miles	5	5
More than 20,000 miles	6	4
Don't know	1	2
Size of engine of car used majority of the time		
Less than 1.5 litres	37	35
1.5 – 2.0 litres	50	53
More than 2.0 litres	11	10
Don't know	2	1
Type of fuel used in car used majority of the time		
Petrol	70	71
Diesel	29	28
LPG / hybrid / electric / other	1	1

Base: All drivers (2009 – 1,332 / 2008 – 594)

A little more than a third (37%) of drivers drove less than 5,000 miles per year, while slightly fewer than one quarter (22%) said they drove 5,000 – 7,999 miles. Around one in five (18%) said they drove 8,000 – 10,999 miles per year with a similar proportion (21%) saying they drove 11,000 miles or more. There have been changes in the distances people report driving per year – with an increase in those driving less than 5,000 miles from 25% in February 2008 to 37% in 2009 and a decrease in those driving between 11,000 and 15,999 miles per year, from 15% in 2009 to 10% in 2009.

Respondents who drove were asked what size engine the car they drove the majority of the time had. One half (50%) normally drove a car with a 1.5 - 2.0 litre engine. Just over one third (37%) of drivers normally drove a car with an engine of less than 1.5 litres and a smaller proportion (11%) said they normally drove a car with an engine of more than 2.0 litres. These data are broadly consistent with figures from 2008.

The majority (70%) of drivers drove a car with a petrol engine the majority of the time, with just over a quarter (29%) driving a car with a diesel engine. A very small proportion of drivers (1%) said they normally drove a car with a LPG, hybrid, electric or other type of engine. These data are consistent with figures from 2008.

9.1.1 Changing the way people drive

The questionnaire included a number of questions which used the stages of change response scale[11] to assess how willing people were to alter the way they used their cars (including cutting down on the amount they drove). The results from these questions are shown in Table 30.

Table 30. Changing driving behaviours – stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Relapse %	Unclassified* %
Driving in a fuel efficient way	6	4	6	78	4	1
Switching to walking or cycling instead of driving for short, regular journeys	6	18	7	62	5	3
Switching to public transport instead of driving for regular journeys	10	47	6	26	5	6
Switching to an electric / hybrid / LPG car	26	53	16	1	1	3

Base: All drivers (1,332)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

[11] An explanation of the stages of change behaviour scale is provided in the Introduction in section 1.8.

Of the five behaviours shown in Table 30, the majority of drivers reported they were already driving in a fuel efficient way and intended to keep this up (78% of all drivers were classified at the maintenance stage). Of the remaining respondents these were split between those unaware of driving in a fuel efficient way (6%); those who had rejected doing this (4%); those thinking about it (6%); and those who had tried it but relapsed (4%).

Nearly two-thirds (62%) of all drivers said they had switched to walking or cycling instead of driving for short, regular journeys and intended to keep this up (the maintenance stage), although nearly one in five (18%) had rejected the idea of switching to walking or cycling (the second largest group for this behaviour). It should be noted that those who said they had already switched mode of transport need not have switched all of their short regular journeys. For example, a respondent who had switched to walking to instead of driving to work might still be making short regular trips by car for other purposes such as shopping.

In comparison, about a quarter (26%) of drivers said they had switched to public transport instead of driving for regular journeys (the maintenance stage), although nearly half (47%) had rejected this behaviour. One in ten (10%) drivers were at the pre-contemplation stage indicating that they ‘hadn’t really given the idea any thought’ with a similar number either contemplating this switch (6%) or having made the switch only to relapse into using their car again (5%).

Just 1% of drivers had switched to and maintained use of an electric / hybrid / LPG car with the same proportion having switched at some point in the past and relapsed. Just over half (53%) said they had rejected the idea of switching and a quarter (26%) were at the pre-contemplation stage, having never really thought about doing this. However, 16% of drivers claimed to be contemplating making this switch.

9.2 Air travel

Slightly fewer than half of respondents (41%) had taken a flight in the twelve months prior to the survey (between March 2008 and February 2009) for leisure, holidays or for visiting friends or family. This represents a small decrease over the last two to three years - 45% of respondents in the 2007 Defra survey said they had flown during the year 2006.

Those who had flown in the last 12 months were asked how many flights they had taken within the UK, to other European countries and to countries outside of Europe. The results from these questions are presented in Table 31 compared with results from the 2007 Defra survey.

Table 31. Details of flights taken in the last 12 months

	2009	**2007**
Number of flights within UK		
0	76	81
1	13	10
2	4	5
3 or more	6	3
Mean	**0.8**	**0.4**
Number of flights within Europe		
0	25	24
1	42	40
2	17	21
3 or more	16	15
Mean	**1.6**	**1.5**
Number of flights outside Europe		
0	59	60
1	26	*28*
2	10	8
3 or more	5	4
Mean	**0.8**	**0.6**

Base: All respondents who took flights (2009 – 825 / 2007 – 1,612)

Respondents who had flown in the last year were most likely to have flown to other countries within Europe (75%), followed by flights to countries outside Europe (41%). About one quarter who had flown in the last year said they had taken a flight within the UK (24%). For each of these destination categories, it was most likely that respondents had flown once within the 12 month period.

Around half (55%) of those who had taken a flight within the UK had done so once. Similarly, around half (56%) who had taken a flight to another country within Europe had done this once, while nearly two-thirds (63%) who had taken a flight outside of Europe had done this once.

The mean number of flights taken within the UK had increased from 0.4 to 0.8 between 2007 and 2009. However, this appears to have been driven partly by a small proportion of respondents (less than 1%) who had taken a very large number of flights within the UK (20 or more in the last 12 months). Also the proportion of respondents who had flown within the last year and had taken at least one flight within the UK had increased to just less than one quarter (from 18% in 2007 to 24% in 2009).

The mean number of flights taken to other countries within Europe and to countries outside Europe had not changed since the 2007 Defra survey.

All respondents including those who had not flown in the last twelve months were asked the extent to which they had considered taking fewer flights. The question was asked using the stages of change response scale and the results are presented in Table 32 (including as a percentage of all respondents and of all respondents who had flown in the last 12 months).

Table 32. Taking fewer flights – stages of change response scale

	Stage					
	Pre-contemplation	Rejection	Contemplation	Maintenance	Relapse	Unclassified*
	%	%	%	%	%	
Taking fewer flights [1]	16	21	4	23	2	33
Taking fewer flights [2]	22	36	6	25	3	8

Base: [1]All respondents (2,009) / [2]All respondents who had flown in the last twelve months (825)

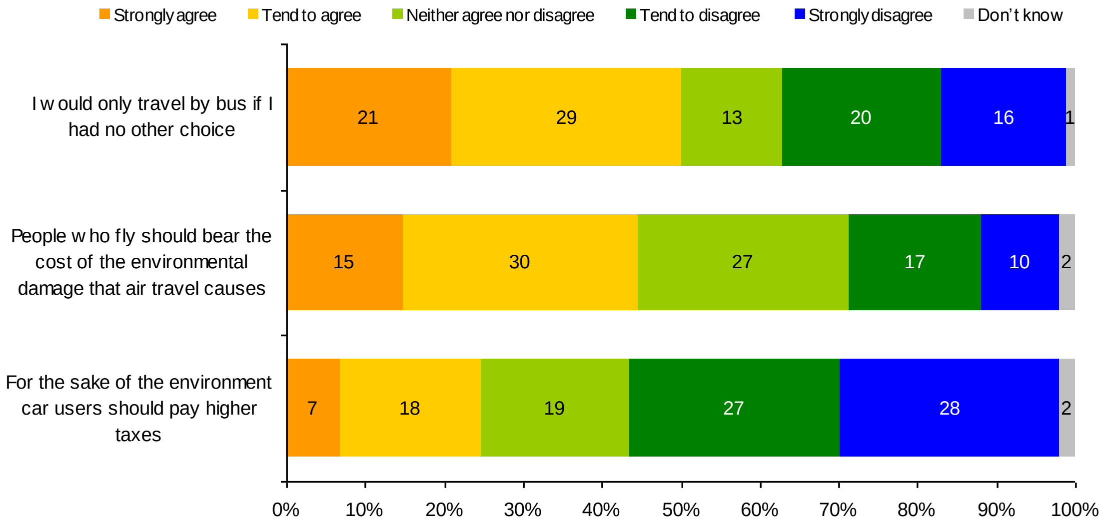
* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

About one quarter of respondents said they were already taking fewer flights and maintaining this as a behaviour. The proportion of respondents who reported that they were taking fewer flights was similar regardless of whether it was expressed as a proportion of all respondents or of those who had flown in the previous 12 months. Of those who had flown in the last 12 months, nearly one quarter (22%) were at the pre-contemplative stage of reducing the number of flights they took and more than one third (36%) said they had considered taking fewer flights but had rejected the idea – the latter compared with 21% of all respondents reporting this. A small proportion, of those respondents who had flown in the last 12 months, were contemplating the behaviour (6%) or had relapsed after trying to take fewer flights (3%).

9.3 Attitudes towards travel and transport

As part of the survey, respondents were presented with three statements about travel and transport. Respondents were asked how strongly they agreed or disagreed with each of these. The findings are summarised in Figure 12 and Table 33.

Figure 12. Agreement with statements related to travel and transport



Base: All respondents (2,009)

About half (49%) agreed that they would only travel on a bus if they had no choice with 21% strongly agreeing with this. Just over one third (37%) disagreed with the statement.

Nearly half (44%) of respondents agreed that 'people who fly should bear the cost of the environmental damage that air travel causes', with less than one third (27%) disagreeing with this.

In contrast, over half (55%) of respondents disagreed with the statement 'for the sake of the environment car users should pay higher taxes' (including just over one quarter, 28%, who strongly disagreed).

Table 33. Attitudes to travel and transport – comparisons between 2007 & 2009

	Agree (2009) %	Agree (2007) %	Disagree (2009) %	Disagree (2007) %
For the sake of the environment car users should pay higher taxes	24	25	55	54
People who fly should bear the cost of the environmental damage that air travel causes	44	42	27	30
I would only travel by bus if I had no other choice	49	46	37	36

Base: 2009 - All respondents (2,009) / 2007 - All respondents 3,618

The results from the current survey are broadly consistent with those from the 2007 Defra survey, with a small increase in the proportion of respondents who agreed that 'I would only travel by bus if I had no other choice' (up by 3%).

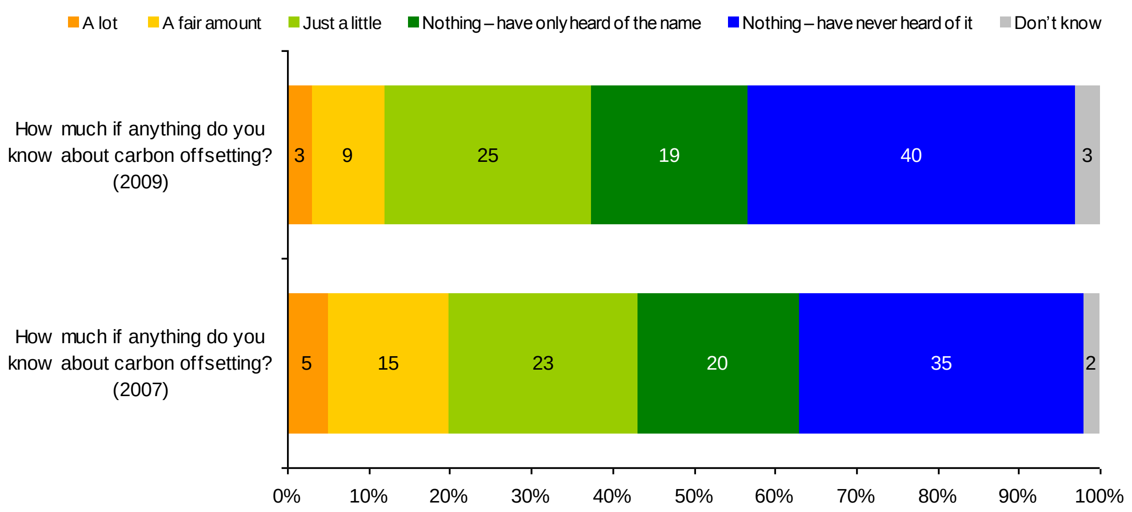
10 Carbon offsetting

The main survey and the omnibus survey included a number of measures to assess people's knowledge of and involvement with carbon offsetting schemes.

10.1 Knowledge of carbon offsetting

All respondents in the omnibus survey were asked how much they knew about carbon offsetting. Figure 13 summarises responses to this question compared with data from the 2007 Defra survey.

Figure 13. Level of knowledge about carbon offsetting



Base: All respondents – omnibus (1,772) / 2007 (3,618)

Respondents' perceptions of how much they knew about carbon offsetting have decreased since 2007. In the current survey a little over a third (37%) of respondents said they knew at least a little about carbon offsetting – down from 43% in 2007. The proportion of people saying they knew nothing and had never heard of the term had increased from 35% in 2007 to 40% in 2009.

Respondents who said they knew at least a little about carbon offsetting were asked whether they had ever paid into a scheme personally. This question was followed up using a stages of change response scale to assess the extent to which respondents had considered paying into such a scheme. The results for both questions are presented in Table 34.

Table 34. Use of carbon offsetting schemes

	2009 %	2007 %
Have you ever paid into a carbon offsetting scheme?[1]		
Yes	6	3
No	94	97
Don't know	*	1
What do you personally think about carbon offsetting – stages of change response scale[2]		
Pre-contemplation	33	-
Rejection	27	-
Contemplation	17	-
Maintenance	14	-
Relapse	2	-
Unclassified	7	-

[1]Base: All who knew at least a little about carbon offsetting (2009 omnibus - 600 / 2007 - 1,546)
[2]Base: All omnibus respondents (1,772)

Of those who knew at least a little about carbon offsetting, 6% said they had paid into a scheme at some point in the past (the equivalent of 2% of all respondents). This represents a statistically significant increase from 3% in 2007.

The second question presented in Table 34 was asked after providing all respondents with a description of what carbon offsetting was, to help assess willingness to act. This suggests a slightly different picture, with 14% of those who knew at least a little about carbon offsetting saying that they were at the maintenance stage of carbon offsetting (having either 'done this before and intending to do it again' or 'done this before though not as much as I'd like'). This may reflect a difference in what is understood by 'paying into' a carbon offsetting scheme rather than 'using' a carbon offsetting scheme. One third of respondents (33%) were at the pre-contemplative stage (having either never heard of it or thought about it), while around one quarter (27%) had thought about it but rejected it and 17% were contemplating it but had not yet used a scheme. Only 2% of respondents who knew at least a little about offsetting had used a scheme previously but stopped.

10.2 Types of carbon offsetting people were willing to use

Carbon offsetting schemes operate in a number of areas, to compensate for travel emissions but also for emissions coming from energy use in the home. Respondents who had ever paid into a scheme or were thinking about paying in were asked what they would be willing to offset (choosing items from a pre-coded list of three options). In total 371 were asked this question. Just over half (51%) of these respondents said they would be willing to offset the electricity and/or gas that they and their household used. This was followed by 29% who said they would be willing to offset the flights they take for holidays and 26% their annual car mileage. A smaller proportion of respondents (14%) said they would not be willing to offset any of these three items while 7% indicated that they did not know. Results from this question are summarised in Table 35.

Table 35. Types of carbon offsetting schemes people are willing to pay into

	2009 %
Items willing to offset	
The electricity and / or gas that you or your household use	51
The flights you take for holidays	29
Your annual car mileage	26
Other	2
None of these	14
Don't know	7
Willingness to pay into domestic and international schemes	
Projects in the UK	46
Projects in other countries, particularly in developing countries	15
I don't mind which	29
Don't know	9

Base: All who had ever paid into or were thinking about paying into an offsetting scheme (371)

This same group of respondents were also asked whether they would be most interested in paying into projects in the UK, projects in other countries (particularly in developing countries), or whether they did not mind which. Just under half (46%) of these respondents expressed a preference for paying into a UK-based project, with 15% expressing a preference for paying into projects in other countries. Slightly fewer than a third (29%) indicated that they did not mind which type of scheme.

10.3 Government approval of carbon offsetting

All respondents were asked if '…knowing that you were buying Government approved offsets would make you more or less likely to offset?'. One quarter (25%) of respondents said they would be more likely to offset if they knew the scheme was Government approved with around one in ten (12%) saying they would be less likely. However, around one half (49%) said that knowing this would make no difference. Table 36 summarises the responses to this question.

Table 36. Use of carbon offsetting schemes and Government approval

	2009 %
Whether Government approval would make it more or less likely to pay into a carbon-offsetting scheme	
A lot more likely	4
A little more likely	21
It would make no difference	49
A little less likely	6
A lot less likely	5
Don’t know	15

Base: All omnibus respondents (1,772)

10.4 Factors affecting propensity to pay into carbon offsetting schemes

The survey also looked at the factors which might prompt people to start or stop paying into carbon offsetting schemes.

Those who had paid into a carbon offsetting scheme (169 respondents in total) were asked to state the main reason for choosing to offset their emissions. Respondents were presented with a list of five options but also given the chance to select an ‘other’ code and provide their own verbatim response. The reason given most frequently for paying into a carbon offsetting scheme was because ‘it helps the environment’ (41%). A smaller number of respondents reported that it was because ‘it is the right thing to do / we have a duty to do it’ (11%) or that ‘it is an easy thing to do’ (11%). Smaller proportions said they had paid in because ‘it makes me feel less guilty about my lifestyle’ (9%) or because ‘it adds little to my travel and/or household bills’ (4%).

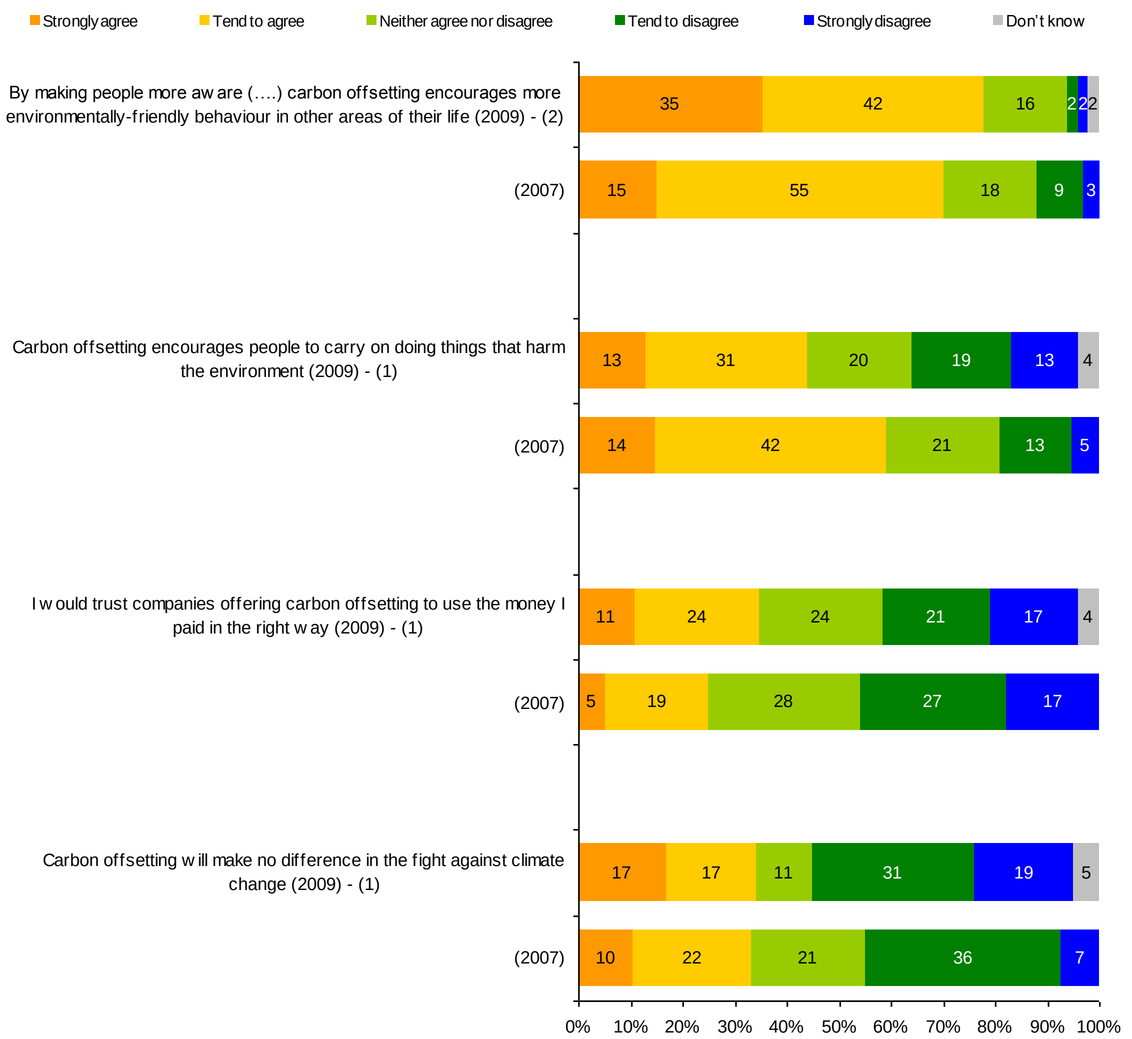
Those who had not yet paid into a carbon offsetting scheme were asked what the main reason was for this. Again, respondents who answered this question were given a list of pre-coded answers to choose from. Responses were more evenly divided between ‘I can’t afford it / it’s too expensive’ (14%), ‘it is not important to me’ (13%), because ‘I don’t think it would make a difference’ (12%), or because ‘I don’t know enough about it / need more information’ (10%). A smaller proportion of respondents reported that they had not paid into a scheme because they ‘don’t trust companies offering carbon offsetting to use the money I paid in the right way’ (4%) or because they had ‘never thought about it’ (4%).

10.5 Attitudes towards carbon offsetting

The final section of this chapter looks at respondents’ attitudes towards carbon offsetting and the types of offsetting scheme that are available. As part of the omnibus survey, the respondents who said they knew a lot or a fair amount about carbon offsetting were presented with three statements about offsetting and asked how strongly they agreed or disagreed with each (on a scale ranging between strongly agree and strongly disagree). Figure 1 summarises responses to these statements and compares these with the findings from the 2007 Defra survey.

Respondents who reported having already used offsetting and who knew a fair amount or a lot about carbon offsetting were presented with one additional statement ('by making people more aware of how their behaviour affects the environment, carbon offsetting encourages more environmentally-friendly behaviour in other areas of their life'). As so few respondents answered this question, the results for this statement are provided for indicative purposes only - the base size is too low to support meaningful interpretation.

Figure 14. Attitudes towards carbon offsetting schemes



[1] Base: All respondents who knew a lot or a fair amount about carbon offsetting (2009 – 189, 2007 - 706)
[2] Base: All who had actually used carbon offsetting (2009 – 48 / 2007 - 33)

Due to the relatively small base sizes for each of the statements, most of the apparent differences shown in Figure 14 are not statistically significant. However, people's attitudes towards carbon offsetting do seem to have become slightly more positive since the 2007 Defra survey. The main significant changes since 2007 are highlighted below.

Compared with 2007, respondents who knew a lot or a fair amount about carbon offsetting, were more likely to agree that 'I would trust companies offering carbon offsetting to use the money I paid in the right way' (35% agreed compared with 24% in 2007) and more likely to disagree that 'carbon offsetting will make no difference to the fight against climate change' (50% compared with 42% in 2007). Respondents were less likely to agree that 'carbon offsetting encourages people to carry on doing things that harm the environment' (44% agreed compared with 57% in 2007). All of these changes indicate that respondents were more positive towards carbon offsetting compared with 2007.

11 Biodiversity and use of green spaces

The survey included a number of questions to gauge respondents' knowledge of, and attitudes and behaviours towards biodiversity. This chapter summarises the findings from these questions alongside findings which relate to respondents' use of green spaces (including gardens, public parks and open spaces).

11.1 Knowledge of the term biodiversity

Respondents were asked to say how much, if anything, they knew about the term biodiversity. The question was asked without providing respondents with a definition of what biodiversity was. Just over one in ten in total knew either a lot about it (3%) or a fair amount about it (8%). Around one fifth (19%) said they knew just a little and 17% said they knew nothing about it but had heard of the name. Half (50%) said that they knew nothing about it and had never heard of 'biodiversity'.

The 2009 figures indicate a lower level of knowledge about biodiversity compared with 2007 (the same question was asked on the 2007 Defra omnibus survey). In 2007 fewer respondents said they had never heard of biodiversity in 2007 (44%) and respondents were more likely to indicate that they knew nothing about biodiversity but had heard the name (21% in 2007 compared with 17% in 2009). However, these changes were small and the proportion who said they knew a lot or a fair amount about biodiversity is comparable between the two surveys.

After responding to this question, all respondents were provided with a definition of biodiversity so everyone was able to answer subsequent questions: 'Biodiversity is the variety of living things and the natural environments that support them'.

Respondents were asked to indicate how much thought they had given prior to the survey to the loss of biodiversity in the UK and elsewhere in the world. The findings from this question are presented in Table 37 compared with the 2007 Defra omnibus survey findings.

Table 37. Level of thought given to biodiversity – 2007 & 2009

	2009 %	2007 %
Thought given to loss of biodiversity in the UK…		
A great deal	7	6
A fair amount	14	25
A little	25	36
Not really given this any thought	49	32
Don't know	6	*
Thought given to loss of biodiversity elsewhere in world…		
A great deal	7	9
A fair amount	14	26
A little	24	34
Not really given this any thought	49	30
Don't know	6	*

Base: All omnibus respondents (2009 - 1,772 / 2007 – 1,661)

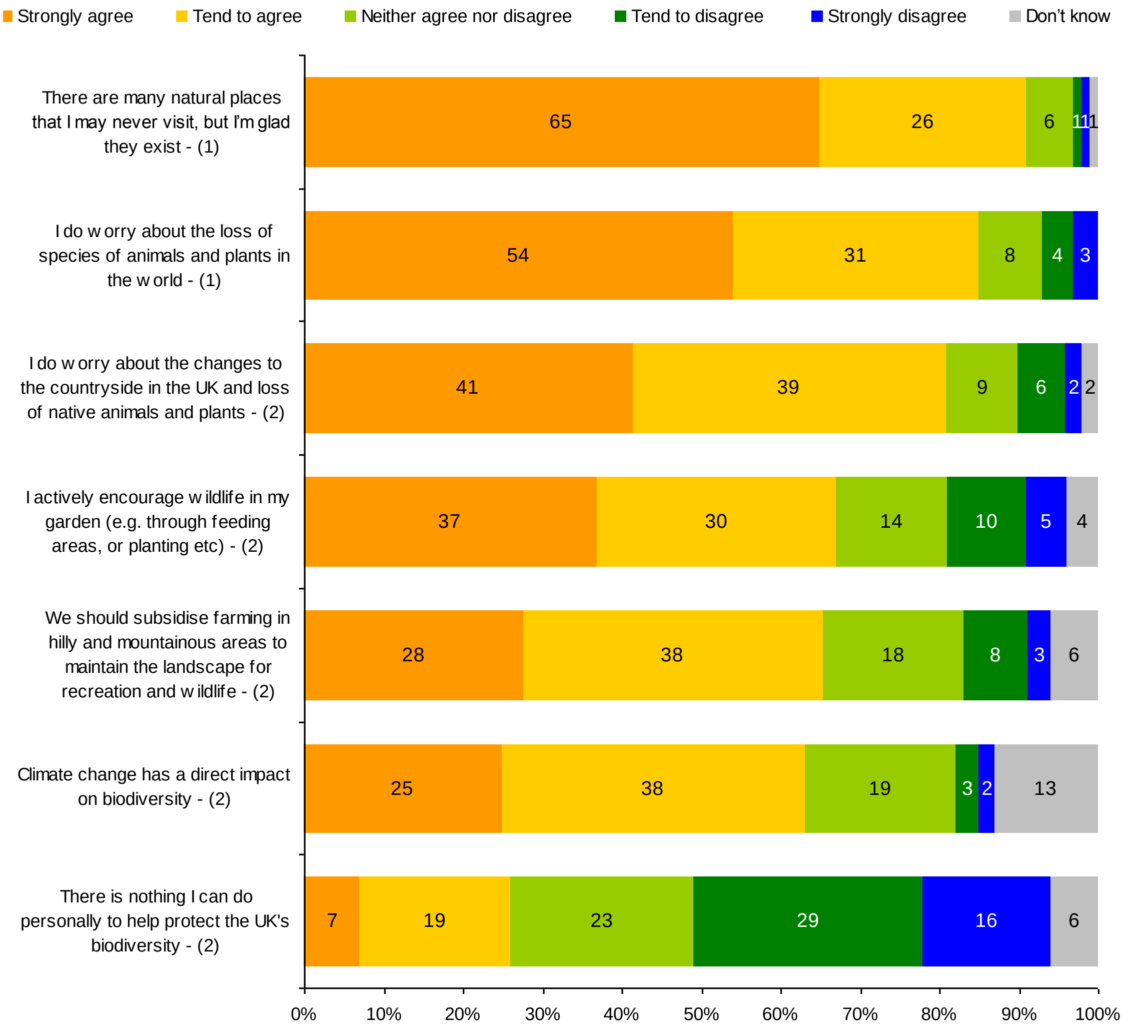
The results in the above table show that the level of thought given to loss of biodiversity in the UK was very similar to that given to loss of biodiversity elsewhere in the world. A small proportion (7%) of respondents said they had given a great deal of thought to biodiversity in the UK or elsewhere, while 14% said they had given a fair amount of thought. It was more likely for respondents to say they had given a little thought to loss of biodiversity in the UK (25%) or elsewhere in the world (24%). However, the largest group of respondents indicated that they had not really given any thought to loss of biodiversity either within the UK (49%) or elsewhere in the world (49%).

A smaller proportion of respondents said they had given some thought to the loss of biodiversity in 2009 compared with 2007. In 2007, slightly more than two thirds of respondents said they had given either a little, a fair amount or a lot of thought to loss of biodiversity in the UK (67%) and elsewhere in the world (70%) compared with less than one half in 2009 (45% on both measures).

11.2 Attitudes towards biodiversity

The research included a number of attitude statements related specifically to biodiversity. Respondents were asked how much they agreed or disagreed with each. Three of the statements were new to the 2009 survey so trend data are only available for some of the measures.

Figure 15. Agreement with statements related to biodiversity



Base: [1]All respondents (2,009) / [2]All omnibus respondents (1,772)

The results show that the vast majority report being concerned about the loss of biodiversity in the world with 85% agreeing that 'I do worry about the loss of species of animals and plants in the world' (54% of these agreeing strongly).The vast majority also agreed that there were many natural places that they may never visit but they were glad they existed (91%, with 65% agreeing strongly).

The majority were also concerned about biodiversity on a domestic level – eight in ten (80%) agreed that they worried about changes to the countryside in the UK and loss of native animals and plants (with 41% agreeing strongly). Two-thirds (66%) agreed that we should subsidise farming in hilly and mountainous areas to maintain the landscape for recreation and wildlife. Two thirds (67%) agreed that they actively encouraged wildlife in their garden although the results indicated that not all of these people equated this with protecting biodiversity per se as a lower percentage (45%)

of all respondents disagreed there was nothing they could do personally to help to protect the UK's biodiversity while 26% agreed with this statement.

The majority (63%) of respondents agreed that climate change did have a direct impact on biodiversity and very few people disagreed with this statement. 13% said they did not know if climate change had a direct impact and nearly one in five said they neither agreed nor disagreed with this statement.

There had been no change in levels of agreement with the statement 'I do worry about the changes to the countryside in the UK and loss of native animals and plants' since the 2007 Defra survey (see Table 38). However, there had been a slight increase in the proportion of respondents agreeing that there is nothing they could do personally to help protect the UK's biodiversity, from 22% in 2007 to 26% in 2009. The proportion who disagreed with this had decreased from 51% to 45%.

The proportion who agreed that they actively encouraged wildlife in their garden appears to have decreased slightly since 2007 (from 74% to 67%). However, in 2007, this question was asked only of those who had a garden, whereas in 2009 this was asked of all respondents.

Table 38. Attitudes towards biodiversity – comparisons between 2007 & 2009

	Agree (2009) %	Agree (2007) %	Disagree (2009) %	Disagree (2007) %
I do worry about the changes to the countryside in the UK and loss of native animals and plants	80	79	9	8
I actively encourage wildlife in my garden (e.g. through feeding areas, or planting etc)	67	74	15	12
There is nothing I can do personally to help protect the UK's biodiversity	26	22	45	51

Base: All omnibus respondents (2009 - 1,772) / All respondents (2007 – 3,618)

11.3 Factors affecting biodiversity in the UK

Those who claimed to have given a least 'a little' thought to biodiversity loss in the UK were asked what they thought might affect it. Rather than asking respondents to come up with their own answers they were presented with a list of twelve options and asked to select the ones which best applied. Respondents were also given the option of selecting an 'other' answer code and providing their answer verbatim.

The most common responses to this question were: climate change or global warming (42% of respondents said this was a factor), air pollution (35%), house building (28%) and water pollution (27%). A summary of the results from this question is provided in Table 39 (showing all responses selected by 5% of more of respondents).

Table 39. Factors which might affect biodiversity in the UK

	%
Climate change / global warming	42
Air pollution	35
House building	28
Water pollution	27
Road building	21
Deforestation	21
Green field industrial development	20
Agriculture / farming	19
Out of town retail development	17
Loss of hedgerows	16
Plants, animals and insects not normally found in the UK	10
Fishing industry	7

Base: All omnibus respondents who had thought at least a little about loss of biodiversity in UK (778)

11.4 Conserving biodiversity

The final question about biodiversity presented respondents with a list of reasons why biodiversity should be conserved and asked them to rank them in order of importance, starting with the most important. The reasons given were:

- It makes green open spaces more pleasant places to visit
- It contributes to the quality of our air and water
- We cannot afford to lose species that might one day provide medical or other benefits we have not yet discovered
- We all have a duty to minimise our impacts on nature and the planet.

For the purposes of the current analysis, these reasons have been ranked according to the proportion of respondents that selected them as either the 1st or 2nd most important reason, followed by the proportion that selected them as either the 3rd or 4th most important reason. Table 40 summarises this analysis for each of the factors.

Table 40. Ranking importance of reasons to conserve biodiversity

	Selected as **1st or 2nd** most important %	Selected as **3rd or 4th** most important %
We all have a duty to minimise our impacts on nature and the planet.	65	35
We cannot afford to lose species that might one day provide medical or other benefits we have not yet discovered	52	48
It contributes to the quality of our air and water	51	49
It makes green open spaces more pleasant places to visit	33	67

Base: All omnibus respondents (1,772)

Respondents reported that the most important reason to conserve biodiversity (of the four) was 'we all have a duty to minimise our impacts on nature and the planet'. 65% selected this as either their first or second most important reason and were least likely to select this as the third or fourth most important (35% selected this).

The second and third options in Table 40 ('we cannot afford to lose species that might one day provide medical or other benefits we have not yet discovered' and 'it contributes to the quality of our air and water') were rated as of similar importance. About half of respondents selected one of these two statements as either their first or second most important reason (52% and 51% respectively). However, a similar proportion selected these statements as their third or fourth most important reasons.

Overall, the least important reason as judged by respondents was 'it makes green open spaces more pleasant places to visit' – one third (33%) of respondents selected this as either the first or second most important reason, while around double this proportion (67%) selected it as either the third or fourth most important reason.

11.5 Use of green spaces

As well as asking respondents about biodiversity the survey also included a number of measures to capture how often people used green spaces and the importance they placed on these in their lives. Around half (48%) of respondents said they used public gardens, parks, commons and other green spaces at least once a week with 10% saying they used these six or seven days a week. A quarter said that they used them either once a fortnight or once a month (26% of all respondents) with the same proportion reporting that they used them less than once a month or never (26%).

A large majority of respondents indicated that having public gardens, parks, commons and other green spaces nearby was important to them. Just 5% of respondents did not think that this was important to them (with the majority of these people saying it was 'not very' rather than 'not at all' important to them). Table 41 shows the results for these questions for both the current and 2007 Defra survey.

Table 41. Use of green spaces and importance placed on these – 2007 & 2009

	2009 %	2007 %
How often use public gardens, parks, commons and other green spaces…		
6-7 days a week	10	12
3-5 days a week	12	14
1-2 days a week	27	28
Once a fortnight	15	12
Once a month	11	11
Several times a year	16	12
Once a year	2	2
Less often	4	4
Never	3	5
Don't know	1	-
Importance of having public gardens, parks, commons and other green spaces nearby…		
Very important	74	65
Fairly important	21	26
Not very important	4	7
Not at all important	1	2
Don't know	*	-

Base: All respondents (2009 - 2,009) / All omnibus respondents (2007 - 1,661)

While the figures appear similar for each response about usage of green spaces, in total the proportion who claimed to use green spaces once a week or more had decreased from 54% in 2007 to 48% in 2009.

Respondents rated the importance of having green spaces nearby very highly and the total proportion rating this as very or fairly important had increased from 91% of respondents in 2007 to 95% in 2009. The biggest difference was in the proportion of respondents who said that having such spaces nearby was very important to them (up from 65% in 2007 to 74% in 2009). There was little variation in response by the type of area the respondent lived in - respondents living in villages were marginally more likely to say that having public gardens, parks, commons and other green spaces was very important to them than those living in cities and towns (80% compared with 75%).

In follow-up to these questions, respondents were asked to pick the three most important reasons for spending time in public gardens, parks, commons and other green spaces (from a list of eight options). As one of these top three reasons, the most frequently cited reason was fresh air (by 57% of respondents). This was followed by open space (44%), plants and wildlife (35%), scenery (30%), tranquillity (26%) and leisure opportunities (26%). There was little variation in response by type of area lived in, although respondents living in villages were more likely to cite plants and wildlife (46%) and scenery (42%) as important reasons for spending time in public gardens, parks and commons than those living in cities and towns (34% and 28% respectively).

An equivalent question was asked on the 2007 Defra omnibus survey to ascertain the most important reasons for respondents visiting open countryside - the top reason given at that time was also fresh air (mentioned by 61% of respondents), followed by scenery (56%), tranquillity (45%), open space (39%), and plants and wildlife (38%) which are the same reasons as those most frequently cited in 2009 though in a different order. Leisure opportunities were cited as a reason for visiting open countryside by around one in ten (11%) respondents.

12 Volunteering behaviours

This final chapter looks at the extent to which respondents were involved in volunteering for environmental and other organisations. The chapter concludes with an analysis of respondents' self-reported life satisfaction.

12.1 Involvement with organisations that are linked to the environment

Respondents were presented with a list of fifteen third sector organisations whose remit had some links to the environment and asked if they were a member of, or made regular donations to any of these.

A third (32%) of all respondents were involved with at least one of these organisations. Respondents were most likely to be involved with Oxfam (12% of all respondents), The National Trust / The National Trust for Scotland (9%), Christian Aid (6%), RSPB (5%) and Wildlife Trusts (5%). A breakdown of responses to this question is provided in Table 42.

Table 42. Membership and regular donation behaviours

	2009 %	2007 %
Are you a member of or do you make regular donations to any of the organisations on this list?		
Yes – to any organisation with link to the environment	**32**	**42**
No	**68**	**58**
Oxfam	12	19
National Trust / National Trust Scotland	9	13
Christian Aid	6	12
RSPB	5	8
Wildlife Trusts	5	6
Another organisation concerned with the environment	5	1
WWF	4	7
The Woodland Trust	2	2
Greenpeace	2	3
Friends of the Earth	2	2
Women's Institute	1	1
Ramblers Association	1	1
Council to Protect Rural England	1	1
British Trust for Conservation Volunteers	*	*
Civic Trust	*	*
Stop Climate Chaos	*	-
Wetlands Trusts	*	-

Base: All respondents – (2009 - 2,009 / 2007 – 3,618)

Involvement with these organisations appears to have decreased since the 2007 Defra Survey from 42% to 32% in 2009. As shown in the above table, reported involvement has decreased for most of the individual organisations listed in the survey, such as Oxfam and The National Trust, though there was an increase in the numbers reporting involvement with unlisted organisations concerned with the environment (from 1% in 2007 to 5% in 2009).

12.2 Current volunteering behaviour

The questionnaire also included a question using the stages of change response scale[12] to assess whether respondents had 'volunteered with a conservation group or other group helping the environment'. Responses to this question are summarised in Table 43.

Table 43. Volunteering – stages of change response scale

	Stage					
	Pre-contemp-lation %	Rejection %	Contem-plation %	Mainten-ance %	Relapse %	Unclas sified* %
Volunteering with a conservation group or other group helping the environment	40	40	8	6	3	5

Base: All respondents (2,009)

* Unclassified includes those who answered 'don't know' or said the behaviour was 'not applicable'

A small proportion (6%) of respondents reported that they were currently volunteering with such a group, while 3% had tried volunteering but had given up or thought that they would give up (relapse). Slightly fewer than one in ten respondents (8%) were thinking about volunteering (contemplation stage). The vast majority of respondents (80%) were equally divided between the pre-contemplation stage and having rejected volunteering - 40% having never heard of this type of volunteering or having never thought about doing it and 40% having rejected the idea of such volunteering. Respondents who were not volunteering with these types of groups were asked why this was. The most common responses given were not having enough time (57%) and not being interested (24%). Other less common responses included not knowing where to find out about what could be done (8%) and preferring to do a different type of volunteering (6%).

12.3 Volunteering and giving time to other groups

Respondents were also asked to say if they had volunteered with or given time to any groups within the last 12 months, including environmental groups, schools, religious or political groups etc. Around one in five respondents (19%) said that they had volunteered with, given time to or taken part in such groups. As observed in relation to organisations which are concerned with the environment, reported

[12] An explanation of the stages of change behaviour scale is provided in the Introduction in section 1.8.

volunteering and giving time were less common in 2009 than in 2007 (when 34% said they volunteered with, gave time to or took part in any group).

Respondents were most likely to be involved with youth and children's activities (outside of school) (21%), schools (20%), local community or neighbourhood groups (18%) and health, disability, counselling and support services (18%). Responses to this question are summarised in Table 44 alongside responses from the 2007 Defra Survey.

Table 44. Volunteering and giving time to groups

	2009 %	2007 %
In the last 12 months, have you volunteered with, given time or taken part in any groups?		
Yes	19	34
No	80	65
Don't know	1	*
Base: All respondents – (2009 - 2,009 / 2007 – 3,618)		
Youth / children's activities (outside school)	21	23
Schools	20	31
Local community of neighbourhood groups	18	20
Health, disability, counselling and support services	18	17
Religion	16	23
Hobbies / recreation / arts groups	14	22
Environment / conservation groups	14	9
Sports / exercise – in team, coaching or organising	10	20
Adult education	6	10
Safety / first aid	6	13
Animal protection	4	8
Justice and human rights	4	6
Politics	3	4
Trade union Activity	2	3
Base: All who had volunteered / given time in the last 12 months – (2009 – 384 / 2007 – 1,244)		

Particularly large decreases were associated with schools, hobbies / recreation / arts groups, and sports / exercise. Volunteering and giving time with environment / conservation groups increased from 9% to 14% in 2009, which should be considered alongside the data on decreases in membership and donation behaviours.

12.4 Overall 'life satisfaction'

All respondents were asked to indicate how satisfied they were with their own life ('All things considered, how satisfied are you with your life as a whole nowadays?'). Answers were collected on a scale ranging between zero (meaning extremely dissatisfied) and ten (meaning extremely satisfied). The results from this question are summarised in Table 45 below compared with results from the 2007 Defra survey.

Table 45. Overall satisfaction with life

		2009 %	2007 %
Score	**(0 -10)**		
	0 – extremely dissatisfied	*	1
	1	1	*
	2	1	1
	3	2	2
	4	2	3
	5	11	10
	6	9	9
	7	20	22
	8	25	27
	9	13	11
	10 – extremely satisfied	16	14
Mean average score		**7.4**	**7.3**

Base: All respondents – (2009 – 2,009 / 2007 – 3,618)

A large majority (83%) of all respondents gave a response between six and ten suggesting that they were satisfied overall. The mean average score was 7.4. The results are comparable with the 2007 Defra survey in which 82% gave a response between six and ten and the mean average score was 7.3. Just 6% of respondents gave a response of less than five suggesting that they were dissatisfied overall (comparable with 7% as observed in 2007). However, around twice as many (11%) gave a score of five, suggesting that they were neither satisfied nor dissatisfied overall.

Those who had volunteered or given time to a group in the last 12 months rated their overall satisfaction higher than respondents overall - 89% gave a response of six or higher compared with 84% overall and their mean average score was 7.7 compared with 7.4. Similarly, those who made donations to or were a member of an organisation with a link to the environment rated their overall satisfaction higher than respondents overall - 88% gave a response of six or higher compared with 84% overall and their mean average score was 7.7 compared with 7.4.

Life satisfaction was linked to a much wider range of factors than just volunteering behaviour. This comparison has been chosen as it relates directly to the content of this chapter. Other factors that were linked to life satisfaction included the amount respondents said they were doing that was environmentally-friendly. Those who said they were doing at least quite a few things that were environmentally-friendly tended to report higher levels of life satisfaction than those who were doing just one or two things or less (7.5 compared with 7.0).

The linkages and causality between life satisfaction and other factors are complex and further investigation of these goes beyond the scope of this report.

Technical Appendix

The project comprised two elements:

1) A quantitative survey of 2,009 adults in England
2) An omnibus survey of 1,772 adults in England

This Technical Appendix describes the methods for both elements.

Overview of method

The main survey comprised 2,009 interviews which were conducted face-to-face in respondents' homes across England. The omnibus survey comprised 1,772 interviews, similarly in respondents' homes in England. All interviewing was conducted using Computer Assisted Personal Interviewing (CAPI), to ensure high quality data. Fieldwork for the main survey was carried out between 14 February and 31 March 2009 and fieldwork for the omnibus survey was carried out during one week in March 2009. The results from both surveys were weighted to correct for any non-response bias and the weighted results were then analysed using cross-tabulations.

Incentives

For the main survey, all respondents were given a £5 high street voucher as a thank you for completing the interview. No incentive was given for participation in the omnibus survey.

The sample

In total 2,009 interviews were carried out with respondents using 'Census output areas' as sampling units. Census output areas are relatively small, homogeneous areas, comprising about 125 - 150 households and interviewers had to obtain interviews within these designated sampling units. This approach (known as 'Random Location' sampling) ensures a high quality sample as interviewers are given limited choice about where to conduct their interviews, minimising bias which can be introduced by interviewers personally selecting the areas they work in. Output areas were stratified by socio-economic variables within region, to ensure a representative sample of areas across England.

Interviewers' assignments required five or six interviews per output area. All interviews were with adults aged 16 and over and quotas were applied to all interviewer assignments to control for likelihood of being at home. These quotas were set on sex, working status and presence of children in the household. Using demographic quotas avoids over-representation of those groups who are more likely to be at home when interviewers call, namely: women; older people (especially retired people) and the unemployed. Interviewers worked between 2pm and 8pm on weekdays and at weekends to further minimise the response bias which is introduced by only working during standard working hours.

The same Random Location sampling method was used for the omnibus survey to ensure comparability between the two elements of the research.

Weighting

Rim weighting[13] was applied to correct for minor demographic imbalances within the achieved sample. Data were weighted to population estimates taken from Census data and the British Audience Research Board (BARB) Establishment Survey[14]. Weights were applied for Age, Sex, Government Office Region (GOR), urbanisation, and social grade. The weights applied were small as the profile of the achieved sample was already close to that of the English population.

Analysis

Cross tabulations of survey data are available in separate documents. Further analysis will be undertaken by Defra.

Statistical significance

Where comparisons have been made between findings from the current and previous surveys, these have been tested for statistical significance. Further details are provided in section 1.7 of the Introduction to this report. The overall sample of 2,009 provides robust, reliable findings for England.

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[13] Rim weighting calculates the weighting factors on a number of individual variables and matches it with a known population. For example, rim weights based on age and sex would be derived by iteratively adjusting the weighting factors for each group until the sample distribution for each falls into line with the known population.

[14] The BARB Establishment Survey is a continuous survey involving 52,500 interviews per year. Households are selected using a random probability technique and the survey is conducted by Ipsos MORI.

DEFRA / EST
Attitudes and Behaviour Tracker

Introduction

I am carrying out a survey about people's lifestyles and their attitudes towards topical issues. I work for a company called TNS and we have been commissioned to carry out this research on behalf of the Government. We are offering a £5 voucher as a thank you to anyone who takes part in the research. If you take part, any information you give will be treated in strict confidence. No information that can identify you or your household will be passed to any other organisation.

A. Household and respondent characteristics

QUESTIONS 1-4 ARE ASKED HERE TO ESTABLISH QUOTAS FOR THE SURVEY

ASK ALL
INTERVIEWER ONLY - DO NOT READ OUT
1. CODE RESPONDENT'S GENDER

Male
Female

ASK ALL
2. Please could you tell me your age last birthday?

Numeric range (16 – 99)
Refused

ASK ALL
3. INTERVIEWER CODE WORKING STATUS
SINGLE CODE ONLY

Full-time paid work (30+ hours per week)
Part-time paid work (8-29 hours per week)
Part-time paid work (under 8 hours per week)
Retired
Still at school
In full time higher education
Unemployed (seeking work)
Not in paid employment (not seeking work)
Refused

ASK ALL
4. Do you have any children under 16 in the household?
SINGLE CODE ONLY

Yes
No
Refused

ASK ALL
5. Including yourself, how many people usually live here? Please include all adults (aged 16 and over) and children (aged under 16).

Enter number (range 1-30)

ASK IF 2 OR MORE AT Q5
6. And how many adults aged 16 years and over are there in the household in total including yourself?

Enter number (range 1-30)

FOR EACH ADULT AT Q6
7. And what age are the adults in the household (excluding you)? ENTER AGE LAST BIRTHDAY

INTERVIEWER COLLECT AGE FOR EACH ADULT (IN ANY ORDER)

Enter number (range 16-99)

FOR EACH CHILD (IF Q5 > Q6)
8. And what age are the children in the household? ENTER AGE LAST BIRTHDAY, IF LESS THAN 1 YEAR OLD, ENTER 0.

INTERVIEWER COLLECT AGE FOR EACH CHILD (IN ANY ORDER)

Enter number (range 0-15)

ASK ALL
SHOW SCREEN
9. Can I just check, which of these applies to you at present?
Please choose the first on the list that applies SINGLE CODE ONLY

Married
Living in a civil partnership
Living with a partner
Separated (after being married)
Divorced
Widowed
Single (never married)
Refused

ASK IF MARRIED OR LIVING WITH PARTNER (CODES 1,2 OR 3)
SHOW SCREEN
10. Which of the statements applies to your spouse or partner?
SINGLE CODE ONLY

Full-time paid work (30+ hours per week)
Part-time paid work (8-29 hours per week)
Part-time paid work (under 8 hours per week)
Retired
Still at school
In full time higher education
Unemployed (seeking work)
Not in paid employment (not seeking work)
Refused

ASK ALL
SHOW SCREEN
11. Which of these statements best applies to you?
SINGLE CODE ONLY

Living with husband, wife or partner
Living with friends
Living with parents or other relatives
I am the only adult in the household
Refused

ASK ALL
SHOW SCREEN
12. Which of these best describes your home?
SINGLE CODE ONLY

Detached house
Semi-detached house
Terraced house
Bungalow
Flat (in a block of flats)
Flat (in a house)
Maisonette
Other (specify)
Don't know
Refused

ASK ALL
SHOW SCREEN
13. Which of these best describes how you occupy your accommodation?
SINGLE CODE ONLY

Own it outright
Buying with a mortgage
Pay part rent part mortgage (shared ownership)
Rented
Other
Don't know
Refused

ASK ALL WHO RENT (IF Q13=3 OR 4)
SHOW SCREEN
14. Who is your landlord?
SINGLE CODE ONLY

Local authority/council/new town development
A housing association, charitable trust or local housing company
Private landlord
Not applicable – living rent-free with parents
Other
Don't know
Refused

ASK ALL
SHOW SCREEN
15. Do you have at least some responsibility for the physical upkeep of your home?
SINGLE CODE ONLY

Yes
No

ASK ALL
SHOW SCREEN
16. Do you know roughly when your home was built?
SINGLE CODE ONLY

1929 or earlier
1930-1965
1966-1994
1995 or later
Don't know
Refused

ASK ALL
SHOW SCREEN
17. How long have you lived in your current home?
SINGLE CODE ONLY

Up to 1 year
More than 1 year, up to 2 years
More than 2 years, up to 5 years
More than 5 years, up to 10 years
More than 10 years, up to 20 years
More than 20 years
Don't know
Refused

ASK ALL
18. Do you have a water meter, so that you are billed based on how much water you use?

ADD IF NECESSARY: A water meter is a device, installed by the water company, that records the amount of water being used in your home. It may be installed underground where the mains water supply comes into your property.

Yes
No
Don't know

ASK ALL
SHOW SCREEN
19. Do you have a garden?
SINGLE CODE ONLY

Yes – own garden
Yes – garden shared with others
No
Don’t know

ASK ALL
SHOW SCREEN
20. All things considered, how satisfied are you with your life as a whole nowadays?
Please answer on a scale of 0-10, where 0 means extremely dissatisfied and 10 means extremely satisfied.

0 (Extremely dissatisfied)
1
2
3
4
5
6
7
8
9
10 (Extremely satisfied)
Don’t know
Refused

B. Environmental and energy behaviours

ASK ALL
SHOW SCREEN

21. I am now going to read out some changes that people might make to their lifestyles. For each one tell me what answer on the screen applies to you **personally** at the moment. Remember there are no right or wrong answers – we're just interested in what you **personally** do at the moment, **not** what you think you should or shouldn't be doing.

INTERVIEWER: READ OUT BEHAVIOUR AND PROMPT AS NECESSARY: 'Which of the options on this list best describes what you **personally** think about this'

Answer codes (vary by behaviour):

*Standard (**S**):*
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 do it
I'm thinking about doing this
I'm already doing this, but I probably won't manage to keep it up
I'm already doing this and intend to keep it up
I've tried doing this, but I've given up
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

*Regular Purchasing (**RP**):*
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 do it
I'm thinking about doing this
I've done this, but I probably won't do it again
I've done this and intend to do it again
I've tried doing this, but I've given up
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

*One-Off purchasing (**OO**)*
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 do it
I'm thinking about doing this
I've already done this
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

Statements:
RANDOMISE

1. *Cutting down on the use of gas and electricity at home* ***S***
2. *Buying energy efficient ('A' rated or better) appliances **excluding** energy saving light bulbs* ***RP***
3. *Washing clothes at 40 degrees or less* ***S (QUANT)***
4. *Turning down thermostats (by 1 degree or more)* ***OO***
5. *Making an effort to cut down on water usage at home* ***S (QUANT)***
6. *Cutting down on the use of hot water at home* ***S (QUANT)***

Q22. ASKED FOR ALL – ONLY FOR OPTIONS MARKED 'QUANT' AT Q21
SHOW SCREEN

22. Please tell me how frequently you **personally**…

REPEAT FOR:
RANDOMISE

Wash clothes at 40 degrees or less
Make an effort to cut down on water usage at home
Cut down on the use of hot water at home

PLUS
Leave the heating on when you go out for a few hours ***(QUANT)***
Leave your TV or PC on standby for long periods of time at home ***(QUANT)***
Leave lights on when you are not in the room ***(QUANT)***

ANSWER OPTIONS:
Always
Very often
Quite often
Sometimes
Occasionally
Never
Don't know (SHOULD BE SEEN ON SCREEN)
Not applicable / cannot do this (SHOULD BE SEEN ON SCREEN)

INTRODUCTION TO Q23
SHOW SCREEN
Cavity walls: In most houses and parts of houses built after the 1920s, the external walls are made of two layers with a small air gap or 'cavity' between them. These are known as 'cavity walls'.

ASK ALL
SHOW SCREEN
23. Which of these best describes the outside walls of your home?
CODE ALL THAT APPLY

Brick cavity walls
Brick or concrete solid walls
Brick – some solid and some cavity
Concrete cladding
Timber frame
Other(specify)
Don't know

ASK ALL
READ OUT
24. Do you have a loft – one that is not inhabited - as part of your house?

Yes
No
Don't know

ASK ALL
SHOW SCREEN
25. I am now going to read out some other changes that people might make to their lifestyles. For each one, please tell me which answer on the screen applies to you **personally** at the moment.

INTERVIEWER: READ OUT BEHAVIOUR AND PROMPT AS NECESSARY: 'Which of the options on this list best describes what you **personally** think about this'

Answer codes (vary by behaviour):

*Standard (**S**):*
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 do it
I'm thinking about doing this
I'm already doing this, but I probably won't manage to keep it up
I'm already doing this and intend to keep it up
I've tried doing this, but I've given up
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

*Regular Purchasing (**RP**):*
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 do it
I'm thinking about doing this

I've done this, but I probably won't do it again
I've done this and intend to do it again
I've tried doing this, but I've given up
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)
*One-Off purchasing (**OO**)*
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 do it
I'm thinking about doing this
I've already done this
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

Statements:
RANDOMISE

1. *Installing cavity wall insulation* **(SKIP IF CODES 2,5,7 AT Q23)** [1] ***OO / barriers***
2. *Installing solid wall insulation*[1] ***OO / barriers***
3. *Installing loft insulation or top-up loft insulation* [1] ***OO / barriers*** **(EXCLUDE IF NO LOFT –IF Q24=NO)**
4. *Installing double glazing*[1] ***OO / none***
5. *Installing draught exclusion* ***OO / none***
6. *Installing solar panels for electricity at home*[1] ***OO / levers***
7. *Installing solar water heating at home*[1] ***OO / levers***
8. *Installing a wind turbine to generate electricity at home*[1] ***OO / levers***
9. *Installing a condensing boiler* [1] ***OO / none***
10. *Installing a ground source heat pump* [1]***OO / levers***
11. *Installing biomass heating*[1] ***OO / levers***
12. *Having thermostat controls fitted on individual radiators* [1] ***OO / none***
13. *Volunteering with a conservation group (or other group helping the environment)* ***S / barriers***

NOTE: Levers and barriers – Options above lead into Q26/Q27. Not all options get these. Each statement is marked with ***levers / barriers / both / none***

[1][EXCLUDE [IF RENTING – IF Q13=CODE 4] OR IF NOT RESPONSIBLE FOR PHYSICAL UPKEEP OF HOME IF Q15 = NO]]

Q26 = BARRIERS
Q27 = LEVERS

ASK Q26 FOR STATEMENTS 1,2,3,13 AT Q25 ONLY – IF CODES 1,2,3,4 FOR EACH STATEMENT

INTRODUCTION
I'm now going to ask you the reasons you have **not** done some of the things I just asked you about…

SHOW SCREEN
26. What would you say are the main reasons you have not done this?
CODE ALL THAT APPLY

Never thought about it
Don't know if I have it or not
I cannot afford it
Takes too long to get costs back through lower energy bills
Causes too much disruption
It is too much hassle
Waiting until we do major renovations
Don't know how to go about it – or who to ask
Would not look right
Other reason (please specify)

ANSWER CODES ARE DIFFERENT FOR Q26 FOR STATEMENT 13 ONLY

Not enough time / too busy
Don't know where to find out about what I can do
Not interested
Rather do a different type of volunteering
Tried to volunteer but it was too difficult to sort out
Other (specify)

ASK Q27 FOR THOSE INSTALLED (6,7,8,10,11 AT Q25) ONLY – IF CODE 5 FOR EACH BEHAVIOUR

INTRODUCTION
I'm now going to ask you the reasons you **have** done some of the things I just asked you about…

SHOW SCREEN
27. What would you say are the main reasons you have already done this?
CODE ALL THAT APPLY

It saves money
It is easy to do/install
It helps the environment
It prevents waste
It reduces your carbon dioxide emissions
Doing a refurbishment anyway
Have or can get a grant (loan) for the work
It was a legal requirement

Saw / knew other people had done it
Makes the home a warmer / nicer place to be
Other reason (specify)

Able to sell surplus electricity ***OPTIONS 6 & 8 ONLY***
Able to generate my own heat and/or power ***OPTIONS 6, 7 & 8 ONLY***
It is a reliable energy supply ***OPTIONS 6 & 8 ONLY***

IF ANSWER CODE 5 FOR LOFT INSULATION AT Q25.
SHOW SCREEN
28. B7. How thick is the insulation in your loft?

Don't know thickness	*1*	***GO TO Q29***
50mm (2") thick	*2*	
100mm (4") thick	*3*	
150mm (6") thick	*4*	
200mm (8") thick	*5*	
250mm (10") thick	*6*	
270mm (11") thick or more	*7*	***GO TO Q30***

IF LOFT THICKNESS UNKNOWN OR LESS THAN 270MM (ANSWER CODE 1-6 AT Q28)
SHOW SCREEN
29. When did you install loft insulation or last top up your loft insulation?

1 year ago
2 years ago
3-5 years ago
6-10 years ago
11-15 years ago
16-20 years ago
more than 20 years ago
Don't know

ASK ALL
SHOW SCREEN
30. I am now going to read out some other changes that people might make to their lifestyles. For each one, please tell me which answer on the screen applies to you **personally** at the moment.

INTERVIEWER: READ OUT BEHAVIOUR AND PROMPT AS NECESSARY: 'Which of the options on this list best describes what you **personally** think about this'

Answer codes (vary by behaviour):

*Standard (**S**):*
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 do it
I'm thinking about doing this
I'm already doing this, but I probably won't manage to keep it up
I'm already doing this, though I'd like to do it more
I'm already doing this and intend to keep it up
I've tried doing this, but I've given up
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

*Regular Purchasing (**RP**):*
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 do it
I'm thinking about doing this
I've done this, but I probably won't do it again
I've done this before, though not as much as I'd like
I've done this and intend to do it again
I've tried doing this, but I've given up
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

*One-Off purchasing (**OO**)*
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 do it
I'm thinking about doing this
I've already done this
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

RANDOMISE STATEMENTS

1. *Recycling items rather than throwing them away **S (QUANT)***
2. *Wasting less food **S***
3. *Buying fresh food that has been grown when it is in season in the country where it was produced **S***
4. *Checking whether the packaging of an item can be recycled, before you buy it **RP***
5. *Deciding not to buy something because it has too much packaging **RP (QUANT)***
   'INTERVIEWER: IF ASKED 'This isn't just about buying food but all types of products'
6. *Reusing items like empty bottles, tubs, jars, envelopes or paper **RP (QUANT)***
7. *Taking your own shopping bag when shopping **RP (QUANT)***
8. *Buying plants that especially encourage wildlife in the garden **RP***
9. *Growing your own fruit and vegetables **RP***

10. *Taking fewer flights* ***S***
11. *Installing a water butt to collect rainwater* ***OO***
12. *Buying fish from sustainable sources (such as certified by the Marine Stewardship Council)* ***RP***
13. *Buying wood and wood products from certified sustainable sources (such as certified by the Forest Stewardship Council)* ***RP***
14. *Composting your household's food and/or garden waste* ***S (QUANT)***
15. *Only boiling the kettle with as much water as you need* ***S (QUANT)***

[1][EXCLUDE [IF RENTING – IF Q13=CODE 4] OR IF NOT RESPONSIBLE FOR PHYSICAL UPKEEP OF HOME IF Q15 = NO]]

ASKED FOR ALL – ONLY FOR OPTIONS MARKED 'QUANT' AT Q30
SHOW SCREEN

31. Please tell me how frequently you…

REPEAT FOR:

1. *Recycle items rather than throw them away*
2. *Decide not to buy something because it has too much packaging*
3. *Reuse items like empty bottles, tubs, jars, envelopes or paper*
4. *Take your own shopping bag when shopping*
5. *Compost your household's food and/or garden waste* ***– ONLY FOR THOSE WITH GARDEN (IF YES AT Q19)***
6. *Only boil the kettle with as much water as you need*

ANSWER OPTIONS:

Always
Very often
Quite often
Sometimes
Occasionally
Never
Don't know (SHOULD BE SEEN ON SCREEN)
Not applicable / cannot do this (SHOULD BE SEEN ON SCREEN)

C. Food behaviours

INTRODUCTION
SHOW SCREEN
There are many different types of uneaten food that people throw away. These might include the types of things on this list:

Inedible food waste (e.g. peelings, bones)
Fruit, vegetables or salad
Processed meat & fish (e.g. sandwich meats)
Bread and cakes
Food left on the plate after the meal
Food you cooked or prepared too much of but didn't serve up
Raw or home-cooked meat & fish
Ready meals or convenience foods
Cheese and yoghurt

ASK ALL
SHOW SCREEN
32. How much uneaten food, overall, would you say you generally end up throwing away?
SINGLE CODE ONLY

Quite a lot
A reasonable amount
Some
A small amount
Hardly any
None
Don't know (SPONTANEOUS ONLY)

ASK ALL
SHOW SCREEN
33. Thinking about when you have to throw uneaten food away, to what extent, if at all does it bother you **personally**?
SINGLE CODE ONLY

A great deal
A fair amount
A little
Not very much
Not at all
Don't know (SPONTANEOUS ONLY)

ASK ALL
SHOW SCREEN
34. Thinking about the different types of food waste on the list I just showed you, how much effort do **you and your household** go to in order to minimise the amount of uneaten food you throw away?
SINGLE CODE ONLY

A great deal
A fair amount
A little
Not very much
None at all
Don’t know (SPONTANEOUS ONLY)

ASK ALL
SHOW SCREEN
35. How much do you agree or disagree with the following statement?

STATEMENTS

Food production contributes to climate change

ANSWER CODES
Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't Know

ASK ALL
SHOW SCREEN
36. Please read the statement below and tell me which of the options best applies to you.

If I had a better understanding of the environmental impacts of how food is produced…

I would still buy the food I usually buy
I would be willing to make changes to the food I buy to reduce my impact on the environment
I already make changes to the food I buy to reduce my impact on the environment
I already make changes to the food I buy to reduce my impact on the environment and I’d like to do more
Don't Know

D. Recycling behaviours

ASK ALL
SHOW SCREEN
37. As far as you know, which of these can you put outside for a council recycling or composting collection?
CODE ALL THAT APPLY

Paper/Newspapers/magazines
Glass bottles/jars/glass
Tins/Cans/Foil
Cardboard
Clothes
Shoes
Plastic bottles/plastic packaging
Food waste
Garden waste
Other items (Specify)
None of these
Don't know

IF 1-10 AT Q37 (ONLY PRESENT THOSE OPTIONS SELECTED AT Q37)
SHOW SCREEN
38. Which of these do you normally put outside for recycling or composting collection?
CODE ALL THAT APPLY

Paper/Newspapers/magazines
Glass bottles/jars/glass
Tins/Cans/Foil
Cardboard
Clothes
Shoes
Plastic bottles/plastic packaging
Food waste
Garden waste
Other items (Specify)
None of these
Don't know

ASK ALL
39. Is there a bottle bank or recycling bank in your area where you can take things like bottles, cans or paper to recycle?

Yes
No
Don't know

IF YES AT Q39

40. Do you [or your household] ever use these facilities?

Yes
No
Don't know

IF YES AT Q40
DO <u>NOT</u> SHOW SCREEN

41. What things do you take to recycle?
DO NOT PROMPT. CODE ALL THAT APPLY.
PROBE FULLY: What else? Anything else?

Paper/Newspapers/magazines
Glass bottles/jars/glass
Tins/Cans/Foil
Cardboard
Clothes
Shoes
Plastic bottles/plastic packaging
Other items (Specify)
None of these
Don't know

E. Energy in the home

ASK ALL
42. Approximately, how many light bulbs do you have in your home?
WRITE IN NUMBER BELOW.

INTERVIEWER - IF NECESSARY: You do not need to count the number of bulbs. Please give your best estimate.

Don't know

ASK ALL
SHOW SCREEN WITH IMAGE OF ENERGY SAVING LIGHT BULB
These are energy saving light bulbs.

43. Approximately, how many of the light bulbs in your house, if any, are energy saving light bulbs?

Don't know

ASK IF ALL BULBS ARE NOT ENERGY SAVING (Q43 IS LESS THAN Q44)
DO <u>NOT</u> SHOW SCREEN
44. .What are the main reasons stopping you fitting/fitting more energy saving light bulbs in your home?

DO NOT PROMPT - CODE ALL THAT APPLY
PROBE FOR SPECIFIC REASONS, e.g. REASONS FOR NOT LIKING THEM RATHER THAN 'I don't like them'.

Don't like the way they look
Do not fit my light fittings
Not as bright as ordinary bulbs/quality of light is poor
Will replace as other bulbs blow
Too expensive
Takes too long to turn on
Can't use with a dimmer switch
Don't believe they save you money
Not thought about it
Other reason (no need to specify)
Don't know

ASK ALL
READ OUT
45. Which of the following types of heating does your home have?
SINGLE CODE.

Central heating
Warm air heating system (heating grates bringing heat from a communal building source)
Electric storage heating
None of these
Don't know

ASK ALL
SHOW SCREEN
46. Thinking about your heating system at home, which of these statements best describes how you set the temperature during the winter?
CODE ALL THAT APPLY

INTERVIEWER: SETTING THE TEMPERATURE CAN INCLUDE SETTING A CENTRAL THERMOSTAT OR THERMOSTATIC CONTROLS ON INDIVIDUAL RADIATORS (IT DEPENDS ON HOW THE RESPONDENT CONTROLS THE TEMPERATURE IN THEIR HOME)

I change it whenever it gets too hot or too cold, I don't like to wear a lot of layers indoors
I change it whenever it gets too hot or too cold, I'll often wear a jumper indoors
I don't change the setting often, but it can be too warm
I don't change the setting often, but it can be too cold
I don't change the setting often, it's a comfortable temperature
I don't tend to use the central heating
Don't know

ASK ALL
DO NOT READ OUT
47. What proportion of the windows in your home are double-glazed?
SINGLE CODE ONLY

None	*1*	***ASK Q48***
Some (25%)	*2*	
About half (50%)	*3*	
Most (75%)	*4*	***GO TO Q49***
All (100%)	*5*	
Don't know ***(DO NOT READ)***	*6*	

ASK ALL EXCLUDING RENTERS [IF Q13=CODE 4] AND THOSE NOT RESPONSIBLE FOR PHYSICAL UPKEEP OF HOME [IF Q15 = NO]
READ OUT
48. Which of the following windows are you interested in getting/replacing?
CODE ALL MENTIONS

Replacing single glazing with double glazing
Getting new double glazing for a new extension/renovation e.g. extension or loft extension
Replacing old double glazing with new improved double glazing
Don't know
None of these

ASK ALL
READ OUT
49. What proportion of your single glazed opening windows and doors are draught-proofed?

None
Some (25%)
About half (50%)
Most (75%)
All (100%)
Don't know

ASK ALL EXCLUDING RENTERS [IF Q13=CODE 4] AND THOSE NOT RESPONSIBLE FOR PHYSICAL UPKEEP OF HOME [IF Q15 = NO]
SHOW SCREEN
50. Have you bought any of the following household appliances in the last year?
CODE ONE FOR EACH OWNED

SHOW SCREEN WITH ENERGY SAVING RECOMMENDED LOGO
ASK FOR ONE APPLIANCE BOUGHT IN LAST 12 MONTHS (SCRIPT TO SELECT ONE AT RANDOM)

51. When you were looking for the (APPLIANCE), did you look for the Energy Saving Recommended logo on it?
SINGLE CODE ONLY

ASK FOR ONE APPLIANCE BOUGHT IN LAST 12 MONTHS (SCRIPT TO SELECT ONE AT RANDOM – SAME AS Q51)

52. And did the (APPLIANCE) you actually bought have the Energy Saving Recommended logo on it?
CODE ONE ONLY

	Within the past year	**Logo**			**Bought**		
		Yes	No	DK	Yes	No	DK
Washing machine	1	1	2	3	1	2	3
Tumble dryer	2	1	2	3	1	2	3
Washer-dryer	3	1	2	3	1	2	3
Dishwasher	4	1	2	3	1	2	3
Fridge-freezer	5	1	2	3	1	2	3
Fridge	6	1	2	3	1	2	3
Freezer	7	1	2	3	1	2	3

G Travel

ASK ALL
READ OUT
53. How many cars or vans are there in your household currently?
SINGLE CODE

1	1	ASK Q54
2	2	
3 or more	3	
None	4	SKIP TO Q59

ASK ALL
READ OUT
54. Do you drive?

Yes	1	ASK Q55
No	2	SKIP TO Q59

ASK ALL WHO DRIVE (IF YES AT Q54)
SHOW SCREEN
55. Approximately how many miles a year do you personally drive? SINGLE CODE

Less than 5000 miles
5000 – 7999 miles
8000 – 10,999 miles
11,000 – 15,999 miles
16,000 – 20,000 miles
More than 20,000 miles
Don't know

ASK ALL WHO DRIVE (IF YES AT Q54)
SHOW SCREEN
56. Thinking of the car you drive the majority of the time, what size engine does it have?

Less than 1 litre
1.0 – 1.4 litres
1.5 – 2.0 litres
2.1 – 3.0 litres
More than 3.0 litres
Don't know

ASK ALL WHO DRIVE (IF YES AT Q54)
SHOW SCREEN
57. And what sort of fuel does it run on?
SINGLE CODE ONLY

Petrol
Diesel
LPG
Hybrid petrol/electric
Electric
Other
Don't know

ASK ALL WHO DRIVE (IF YES AT Q54)
58. I am now going to read out some changes that people might make. For each one, please tell me which answer on the screen applies to you **personally** at the moment.

INTERVIEWER: READ OUT BEHAVIOUR AND PROMPT AS NECESSARY: 'Which of the options on this list best describes what you **personally** think about this'

Answer codes (vary by behaviour):

*Standard (**S**):*
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 do it
I'm thinking about doing this
I'm already doing this, but I probably won't manage to keep it up
I'm already doing this and intend to keep it up
I've tried doing this, but I've given up
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

*One-Off purchasing (**OO**)*
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 do it
I'm thinking about doing this
I've already done this
I haven't heard of this
Don't know (SPONTANEOUS ONLY)
Not applicable (SPONTANEOUS ONLY)

STATEMENTS
RANDOMISE

1. *Switching to public transport instead of driving for regular journeys* ***S***

2. *Switching to walking or cycling instead of driving for **short**, regular journeys* ***S***
3. *Driving in a fuel efficient way* ***S***
4. *Switching to an electric / hybrid / LPG car* ***OO***
5. *Buying or using a more fuel efficient / smaller / diesel car* ***OO***

INTRODUCTION
READ OUT
Next I'd like to ask you about air travel. I'm just interested in air travel for leisure, holidays and visiting friends or family, not air travel for work or business purposes.

ASK ALL
59. Have you taken any flights in the last 12 months for leisure, holidays or visiting friends or family?

Yes
No
Don't know

IF YES AT Q59
60. How many flights within the UK did you take in the last 12 months? Please count the outward and return flight and any transfers as one flight.

Numeric range (0 to 99)
Don't know

IF YES AT Q59
61. How many flights to other European countries did you take in the last 12 months? Please count the outward and return flight and any transfers as one flight.

Numeric range (0 to 99)
Don't know

IF YES AT Q59
62. How many flights to countries outside Europe did you take in the last 12 months? Please count the outward and return flight and any transfers as one flight.

Numeric range (0 to 99)
Don't know

H. Environmental and energy attitudes

QUESTIONS Q63 – Q74 TO BE COMPLETED AS SELF-COMPLETION SECTION IN CAPI

ASK ALL
SHOW SCREEN
63. How much if anything would you say you know about the following terms?
SINGLE CODE ONLY

STATEMENTS
Climate change (to always appear first in the list)
Global warming
Carbon footprint
CO2 (carbon dioxide) emissions
Biodiversity

ANSWER CODES
A lot
A fair amount
Just a little
Nothing – have only heard of the name
Nothing – have never heard of it
Don't know

ASK ALL
SHOW SCREEN
64. Which of these best describes how you feel about your current lifestyle and the environment?

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
Don't know

ASK ALL
SHOW SCREEN
65. And which of these would you say best describes your current lifestyle?
SINGLE CODE ONLY

I don't really do anything that is environmentally-friendly
I do one or two things that are environmentally-friendly
I do quite a few things that are environmentally-friendly
I'm environmentally-friendly in most things I do
I'm environmentally-friendly in everything I do
Don't know

ASK ALL
SHOW SCREEN
66. How much do you agree or disagree with these statements?

RESPONSE CODES
Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't Know

STATEMENTS
RANDOMISE
1. *I don't really give much thought to saving energy in my home*
2. *People have a duty to recycle*
3. *I don't pay much attention to the amount of water I use at home*
4. *The so-called 'environmental crisis' facing humanity has been greatly exaggerated*
5. *I find it hard to change my habits to be more environmentally-friendly*
6. *We are close to the limit of the number of people the earth can support*
7. *It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly*
8. *It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do*
9. *The Earth has very limited room and resources*
10. *The effects of climate change are too far in the future to really worry me*
11. *It's not worth me doing things to help the environment if others don't do the same*
12. *If things continue on their current course, we will soon experience a major environmental disaster*
13. *It's only worth doing environmentally-friendly things if they save you money*
14. *For the sake of the environment, car users should pay higher taxes*
15. *I would only travel by bus if I had no other choice*
16. *People who fly should bear the cost of the environmental damage that air travel causes*
17. *Being green is an alternative lifestyle it's not for the majority*

ASK ALL
SHOW SCREEN
67. And how much do you agree or disagree with these statements:

RESPONSE CODES
Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree

Strongly disagree
Don't Know

<u>STATEMENTS</u>
RANDOMISE

1. *The Government is doing a lot to tackle climate change*
2. *Any changes I make to help the environment need to fit in with my lifestyle*
3. *I need more information on what I could do to be more environmentally friendly*
4. *I sometimes feel guilty about doing things that harm the environment*
5. *I would be prepared to pay more for environmentally-friendly products*
6. *I do worry about the changes to the countryside in the UK and the loss of native animals and plants*
7. *'Waste not want not' sums up my general approach to life*
8. *I often talk to friends and family about the things they can do to help the environment*
9. *I try to persuade people I know to be more environmentally friendly*
10. *I've suggested improvements at my workplace/the place where I study to make it more environmentally friendly*
11. *Climate change is beyond control – it's too late to do anything about it*
12. *The environment is a low priority compared to other things in my life*
13. *If government did more to tackle climate change, I'd do more too*
14. *I don't believe my everyday behaviour and lifestyle contribute to climate change*
15. *I make an effort to buy things from local retailers and suppliers*

ASK ALL
SHOW SCREEN
68. Here are some things other people have said. For each one, please say how much you agree or disagree with the statement:

<u>RESPONSE CODES</u>
Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't Know

<u>STATEMENTS</u>
RANDOMISE

1. *I do worry about the loss of species of animals and plants in the world*
2. *It's important to me that I can be proud of my local environment*
3. *We should all try and save water regardless of whether it rains or is sunny*
4. *There are many natural places that I may never visit, but I'm glad they exist*
5. *If business did more to tackle climate change, I would too*

6. *It really disappoints me when I see big offices and public buildings with their lights on when the building is empty*
7. *It really bothers me when I see people wasting energy or food*

ASK ALL
SHOW SCREEN
69. And thinking now about your overall attitudes towards **energy usage and climate change**, which of these statements best reflects how you currently feel?
SINGLE CODE ONLY

I don't believe there are climate change problems caused by energy use and I'm not willing or able to change my behaviour with regards to energy use	1
Whether there are climate change issues or not, I am not willing or able to change my behaviour with regards to energy use	2
Climate change is caused by energy use and I'm beginning to think that I should do something	3
Climate change is caused by energy use and I'm doing a few small things to help reduce my energy use and emissions	4
Climate change is caused by energy use and I'm doing quite a number of things to help reduce my energy use and emissions	5
Climate change is caused by energy use and I'm doing lots of things to help reduce my energy use and emissions	6
Don't know ***(NOT ON CARD)***	7

ASK ALL
SHOW SCREEN
70. How important is it for you to have public gardens, parks, commons or other green spaces nearby?
SINGLE CODE ONLY

Very important
Fairly important
Not very important
Not important at all
Don't Know

ASK ALL
SHOW SCREEN
71. And how often do you visit public gardens, parks, commons or other green spaces?
SINGLE CODE ONLY

6-7 days a week
3-5 days a week
1-2 days a week

Once a fortnight
Once a month
Several times a year
Once a year
Less often
Never
Don't Know

ASK ALL
SHOW SCREEN
72. What are the **three most important reasons** for you spending time in public gardens, parks, commons or other green spaces?
CODE ALL THAT APPLY – UP TO THREE

Tranquillity
Scenery
Open space
Fresh air
Plants and wildlife
Leisure opportunities
Way of life
Villages / historic buildings
Nothing
Don't Know
Other (specify)

ASK ALL
SHOW SCREEN
73. How would you judge the current situation in each of the following?
SINGLE CODE ONLY

<u>RESPONSE CODES</u>
Very good
Good
Neither good nor bad
Bad
Very Bad
Don't know

<u>STATEMENTS</u>
RANDOMISE

The economic situation in the UK
The economic situation in the World
The financial situation in your household

ASK ALL
SHOW SCREEN
74. And, do you think that the general economic condition of the UK will improve, stay the same, or get worse over the next 12 months?
SINGLE CODE ONLY

Improve
Stay the same
Get worse
Don't know

END OF SELF-COMPLETION SECTION

ASK ALL
<u>DO NOT SHOW SCREEN</u>
75. What do you think are the most important issues the Government should be dealing with?
DO NOT PROMPT. CHOOSE ALL THAT APPLY

Health/Social Services
Education
Crime
Environment/Pollution
Pensions and benefits
Public transport
Unemployment
Economy in general
Housing (including costs)
Taxes
European Union
Don't know
Other (specify)

VISUAL CHECK

ASK ALL
76. Before I ask you the last few questions – I'd like to check one more thing

Could I ask what room temperature your heating is set to now?

[answer in centigrade] [RANGE BETWEEN 0 AND 50]

INTERVIEWER – IF RESPONDENT DOESN'T KNOW PLEASE ASK THEM TO GO AND CHECK.

WRITE IN NUMBER BELOW.

INTERVIEWER: Enter 50 if they cannot answer – i.e. have no way of controlling the temperature in the home / thermostat does not have a temperature scale

Don't know
Refused

I. Household and respondent characteristics

INTRODUCTION
Finally, I'd just like to ask you a few more questions about your circumstances.

ASK ALL
SHOW SCREEN
77. Are you a member of, or do you make regular donations to, any of the organisations on this list?
CODE ALL THAT APPLY

National Trust/The National Trust for Scotland
Royal Society for the Protection of Birds (RSPB)
WI (Women's Institute)
Civic Trust
Wildlife Trusts
WWF
The Woodland Trust
Christian Aid
Stop Climate Chaos
Oxfam
British Trust for Conservation Volunteers (BTCV)
Greenpeace
Ramblers Association
Friends of the Earth
Council to Protect Rural England
None of these
Another organisation concerned with the environment (specify)

ASK ALL
READ OUT
78. In the last 12 months, have you volunteered with, given time to or taken part in any groups?

Yes
No
Don't know
Refused

ASK ALL WHO HAVE VOLUNTEERED (YES AT Q78)
SHOW SCREEN

79. Which of the following types of group have you volunteered with, given time to, or taken part in?
CODE ALL THAT APPLY

Schools
Youth / Children's Activities (outside school)
Environment/Conservation
Adult education
Sports/Exercise – in team, coaching or organising
Religion
Politics
Health, Disability, Counselling and support services, Advice on welfare
Safety / First Aid
Animal protection
Justice and Human Rights
Local Community or Neighbourhood Groups
Hobbies/Recreation/Arts groups
Trade Union Activity
Other

ASK ALL

80. Do you read any daily newspapers at least 3 times a week?
INTERVIEWER: This would include any regional or local daily paper

Yes
No
Don't know

ASK ALL WHO READ DAILY NEWSPAPER (YES AT Q80)
SHOWN SCREEN
81. Which one of the following daily newspapers do you read most often?
SINGLE CODE ONLY

Daily Express
Daily Mail
Daily Mirror
Daily Star
Daily Telegraph
Financial Times
The Guardian
The Independent
The Sun
The Times
Metro
London Lite
The London Paper
Regional/local daily paper
Other daily newspaper
None of these

ASK ALL
82. Do you read any Sunday newspapers at least twice a month?

Yes
No
Don't know

ASK ALL WHO READ SUNDAY NEWSPAPER (YES AT Q82)
SHOWN SCREEN
83. And which of these Sunday newspapers do you read most often?
SINGLE CODE ONLY

News of the World
Mail on Sunday
Sunday Express
Sunday Mirror
Daily Star Sunday
The People
Sunday Times
The Observer
Sunday Telegraph
Independent on Sunday
Regional/local Sunday newspaper
Other Sunday newspaper
None of these

ASK ALL
SHOW SCREEN
84. To which of these groups do you consider you belong?
SINGLE CODE ONLY

- *a. White - British*
- *b. White – Irish*
- *c. White – other white background*
- *d. Mixed – White and Black Caribbean*
- *e. Mixed – White and Black African*
- *f. Mixed – White and Asian*
- *g. Mixed – any other Mixed background*
- *h. Asian or Asian British – Indian*
- *i. Asian or Asian British – Pakistani*
- *j. Asian or Asian British – Bangladeshi*
- *k. Asian or Asian British – other Asian background*
- *l. Black or Black British – Caribbean*
- *m. Black or Black British – African*
- *n. Black or Black British – other Black background*
- *o. Chinese*
- *p. Other (specify)*
- *q. Don't know*
- *r. Refused*

ASK ALL
SHOW SCREEN
85. I am now going to ask you about your household income. I only need to know an approximate amount, to see if this influences people's views and experiences.

Please can you tell me your overall HOUSEHOLD income from all sources in the last year? This includes earnings from employment or self-employment, income from benefits and pensions, and income from other sources such as interest and savings.

Please look at the screen and tell me which option represents your TOTAL HOUSEHOLD INCOME in the last year from all sources BEFORE tax and other deductions.

	Annual	*Weekly*	*Monthly*
1	*Under £2,500*	*Under £50*	*Under £200*
2	*£2,500 - £4,999*	*£50 - £99*	*£200 - £399*
3	*£5,000 - £9,999*	*£100 - £199*	*£400 - £829*
4	*£10,000 - £14,999*	*£200 - £289*	*£830 - £1,249*
5	*£15,000 - £19,999*	*£290 - £389*	*£1,250 - £1,649*
6	*£20,000 - £24,999*	*£390 - £489*	*£1,650 - £2,099*
7	*£25,000 - £29,999*	*£490 - £579*	*£2,100 - £2,499*
8	*£30,000 - £34,999*	*£580 - £679*	*£2,500 - £2,899*
9	*£35,000 - £39,999*	*£680 - £769*	*£2,900 - £3,349*
10	*£40,000 - £44,999*	*£770 - £869*	*£3,350 - £3,749*
11	*£45,000 - £49,999*	*£870 - £969*	*£3,750 - £4,149*
12	*£50,000 -£59,999*	*£970 - £1,149*	*£4,150 - £4,999*
13	*£60,000 - £74,999*	*£1,150 - £1,449*	*£5,000 - £6249*
14	*£75,000 - £99,999*	*£1,450 - £1,919*	*£6,250 - £8,299*
15	*£100,000 or more*	*£1,920 or more*	*£8,300 or more*
16	*Don't know (HIDDEN CODE)*		
17	*Refused (HIDDEN CODE)*		

ASK ALL
SHOW SCREEN
86. Which, if any, of these state benefits are you currently receiving in your own right?
ADD IF NECESSARY: That is where you are the named recipient
CODE ALL THAT APPLY

Unemployment related benefits, or National Insurance Credits
Income support (not as an unemployed person)
Sickness or disability benefits (not including tax credits)
State Pension
Family related benefits (excluding Child Benefit and tax credits)
Child benefit
Cold weather payment

Housing, or Council tax benefits
Tax credits
Other (specify)
None of these
Don't know
Refused

ASK ALL
READ OUT
87. Do you have any qualifications...?
CODE ALL THAT APPLY

From school college or university
Connected with work (e.g. on the job training, apprenticeship)
From Government schemes/programmes
Don't Know
No qualifications

ASK ALL WITH QUALIFICATIONS (Q87=YES)
SHOW SCREEN
88. From this list, please tell me the highest academic qualification that you have obtained?
PROMPT AS NECESSARY.
SINGLE CODE ONLY
PRIORITY CODE: IF TWO OR MORE QUALIFICATIONS HELD, CODE THE ANSWER WHICH IS HIGHER UP THE LIST.

Higher degree, e.g. MSc, MA, MBA, PGCE, PhD
First degree, e.g. BSc, BA, BEd, MA at first degree level
GCE 'A'-level / SCE Higher Grades (A-C)
GCSE grade A-C / GCE 'O'-level passes / CSE grade 1 / SCE O Grades (A-C) / SCE Standard Grades (1-3) / School Certificate / Matriculation
GCSE grade D-G / CSE grade 2-5 / SCE O Grades (D-E) / SCE Standard Grades (4-7) / SCOTVEC National Certificate Modules
Other academic qualifications (PLEASE DESCRIBE)
None of these
Refused

ASK ALL WITH QUALIFICATIONS (Q87=YES)
SHOW SCREEN
89. And please tell me the highest qualification on this list you have obtained?
PROMPT AS NECESSARY.
SINGLE CODE ONLY
PRIORITY CODE: IF TWO OR MORE QUALIFICATIONS HELD, CODE THE ANSWER WHICH IS HIGHER UP THE LIST.

Level 1 NVQ/SVQ / Foundation GNVQ/GSVQ
Level 2 NVQ/SVQ / Intermediate GNVQ/GSVQ
Level 3 NVQ/SVQ / Advanced GNVQ/GSVQ

Level 4 NVQ/SVQ
Level 5 NVQ/SVQ
NVQ/SVQ - not sure what level
BEC (General) / BTEC (General) / City & Guilds Craft or Ordinary level / RSA Diploma
ONC/OND / BEC (Higher) / TEC (Higher) / BTEC (Higher) / RSA Advanced Diploma
Other vocational or pre-vocational qualification (PLEASE DESCRIBE)
No, none of these
Refused

ASK ALL
SOCIAL GRADING QUESTIONS
90. Who would you say is the chief income earner in this household?
IF RELATED: IF TWO EQUAL INCOMES TAKE THE ELDER PERSON
IF LIVING AS MARRIED TREAT AS MARRIED AND THEREFORE RELATED
IF UNRELATED: TAKE THE RESPONDENT AS CHIEF INCOME EARNER

Respondent
Someone else

91. I would now like to ask you about your/their current or most recent job.
STANDARD SOCIAL GRADING QUESTIONS
INTERVIEWER: CODE RESPONDENT'S SOCIAL GRADE.

A
B
C1
C2
D
E

ASK ALL
92. A certain number of interviews on any survey are checked by a supervisor to make sure that people were satisfied with the way the interview was carried out. In case my supervisor needs to contact you it would be helpful if we could have your telephone number.

Record number
Number refused
No phone

ASK ALL
93. It is possible that we may want to contact you again for additional information. Would you be willing to be contacted again?

Yes – willing to be re-contacted
No – not willing to be re-contacted

ASK ALL

94. If additional information was being collected for Defra or the Energy Saving Trust by another research organisation, would you be willing for TNS to pass your name, contact details and information from this survey to another research organisation so they could contact you?

IF NECESSARY: This survey was on behalf of the Department for the Environment Food and Rural Affairs (Defra) and the Energy Saving Trust

Yes – willing for details to be passed on
No – not willing for details to be passed on