

Natural England Commissioned Report NECR055

Monitor of Engagement with the Natural Environment (MENE)

Attitudes towards the natural environment: Findings of
additional survey analysis

First published 26 May 2011

www.naturalengland.org.uk



Foreword

Natural England commission a range of reports from external contractors to provide evidence and advice to assist us in delivering our duties. The views in this report are those of the authors and do not necessarily represent those of Natural England.

Background

Natural England, Defra and the Forestry Commission commissioned TNS Research International to undertake the Monitor of Engagement with the Natural Environment (MENE) survey. The first year's fieldwork began in February 2009, with the results published on Natural England's website in September 2010.

The survey was commissioned in order to improve upon the limited evidence base about the benefits that people derive from contact with the natural environment. Specifically there was a lack of information about how and why people currently engage with the natural environment.

The results from MENE have provided us with volumetric trend data for the first time in twenty years. This is a major step-change forward from numerous preceding, non-comparable surveys. This volumetric trend data allows us to:

- Understand how people use, enjoy and are motivated to protect the natural environment.
- Provide data that monitors changes in use and enjoyment of the natural environment over time at a range of different spatial scales and for key groups within the population.

To supplement MENE, additional attitudinal questions were asked on six separate survey waves in 2009/10. The results collected via this additional analysis are presented in this report. The report documents our initial exploration of the relationship between behaviours (in terms of engagement with the natural environment) and attitudes. By commissioning this report, our intent is to stimulate interest amongst the research community to explore this data further.

Defra will soon publish the Understanding What People Want From the Natural Environment Using Customer Segmentation Report. The findings of this report, together with the segmentation work, further our understanding of people's attitudes towards the natural environment.

How will Natural England use the findings?

In relation to its remit for promoting public understanding, conservation and enjoyment of the natural environment, Natural England will use the findings to inform its own work and that of other interested parties to link it more closely to need.

Other relevant reports

Available from:

www.naturalengland.org.uk/ourwork/enjoying/research/monitor

- The annual report (NECR049), summarises the first year responses to the survey.
- Summary data tables (as an annex to the annual report) provide cross tabulations of all survey questions against standard socio-economic variables.
- A technical report (NECR050) provides full details of the survey methodology including approaches to sampling, grossing and weighting, and estimates of confidence intervals.
- The ELVS Comparator report compares the findings from MENE with the English Leisure Visits Survey (ELVS) undertaken in 2005.
- On-line data viewer www.naturalengland.org.uk/mene.

Further reports are planned from the 2009-10 survey and will be available from the Natural England website.

Official Statistics

The results from the MENE survey are categorised as 'Official Statistics' and have been produced and published according to guidance approved by the UK Statistics Authority. A document detailing Natural England's compliance with the Code of Practice for Official Statistics is available separately on the Natural England website.

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Keywords - visits, engagement, natural environment, participation, motivations, barriers

Further information

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1 Introduction

Background

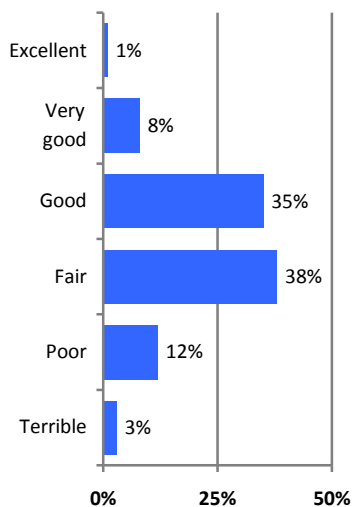
- 1.1 Natural England is Government's adviser on the Natural Environment. Our purpose is defined in legislation to ensure that the natural environment is conserved, enhanced and managed for the benefit of present and future generations, thereby contributing to sustainable development.
- 1.2 People are a fundamental element of the natural environment. It is therefore important that we understand people's attitudes towards the natural environment, specifically whether there is a link between pro-environmental lifestyle choices and engagement with the natural environment. To this end, we need to determine how people behave within the natural environment – how they use it, why they use it, what they enjoy about it, and the barriers they encounter to using it more.
- 1.3 The Monitor of Engagement with the Natural Environment survey (MENE) was commissioned by Natural England, Defra and the Forestry Commission to support our work in this area, and generates the most comprehensive dataset yet available on people's use and enjoyment of the natural environment. Although the main focus of the survey is on visits to the natural environment, MENE also seeks to capture other information, including people's attitudes towards the natural environment. During the first survey year, between March 2009 and February 2010, additional questions were periodically included, covering topics such as people's perceptions of the state of the natural environment, their expectations for the future and their pro-environmental behaviours.
- 1.4 These additional questions were asked on six separate survey waves and asked of the same respondents as the MENE questions (see Appendix 1). Using MENE not only afforded us the benefit of a robust survey methodology, but also allowed for the attitudinal results to be cross-referenced with those for engagement with the natural environment. The results collected via this additional analysis are presented in this report. For results of the attitudinal questions included in the main MENE survey, see the annual report¹.
- 1.5 Although the additional questions were commissioned to support specific pieces of work, the results have also enabled us to explore the broad relationship between behaviour, attitudes and actions. Emphasis has been placed on analysing the results of these additional questions against the questions from the main MENE survey that examine the frequency of visits to the natural environment. Despite the additional attitudinal data not being collected on every survey wave, the report is still able to illustrate some relationships between attitudes to the natural environment and visits taken.
- 1.6 This report, we believe, represents a step forward in the development of an understanding of the relationship between the English adult population's opinions and attitudes towards the natural environment and their behaviour (in terms of visits to the natural environment).
- 1.7 The complexity of this area is well recognised, and this is further supported by these findings. Particularly complex is the relationship between engaging with the natural environment through activities such as recreation, and pro-environmental behaviours. As such, one of the key conclusions provided in Section 7 is the need to improve understanding of these subjects by undertaking further research. We believe that the growing MENE database is a valuable resource for such research.

¹ Monitor of Engagement with the Natural Environment: Annual report 2009/10 -

- 1.8 This report is structured under the following headings:
- Section 1: Introduction (above)
 - Section 2: The state of the natural environment.
 - Section 3: Environmental issues and concerns.
 - Section 4: Reasons for protecting the environment.
 - Section 5: Taking action to protect the environment.
 - Section 6: Engaging with the natural environment.
 - Section 7: Summary of conclusions.
- 1.9 The results included in the charts and tables are representative of the adult population in England. Base sizes and fieldwork periods are provided in the chart and table headings.
- 1.10 The differences highlighted in this report are shown because they are statistically significant i.e. it has been determined that they are unlikely to have occurred by chance or sampling error.
- 1.11 The report contains a certain amount of speculation. Where speculation has been included it has been clearly marked using italicised text.

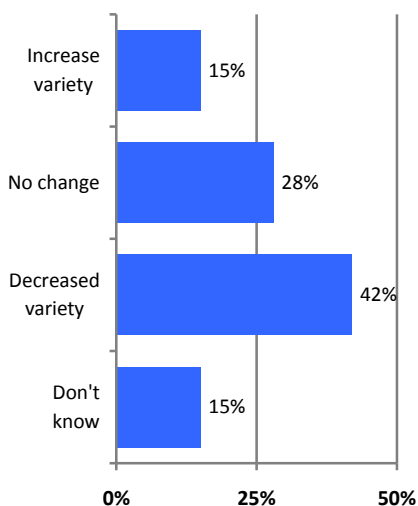
2 The state of the natural environment

2.1 In general, the opinions of survey respondents regarding the state of the environment today and expectations for the future were mixed. In general, people were positive about the state of the natural environment in England today with only 15 percent of people rating it as either 'poor' or 'terrible' (Figure 2-1). This positivity does not extend to future years, as two thirds of the population (64 per cent) expect the natural environment in England to be in worse condition 50 years from now (Figure 2-3). It is also interesting to note that when asked about the issue of biodiversity, 42 per cent of people feel it has declined over the last ten years (Figure 2-2).



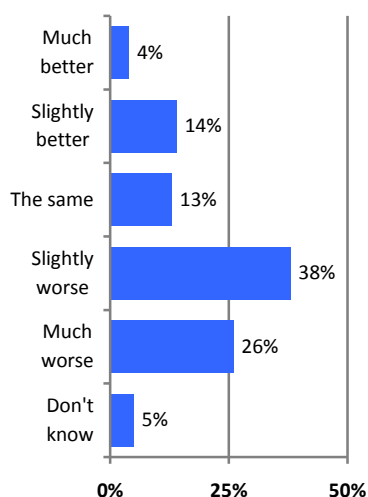
Base:1,775 (Fieldwork: 21st August to 1st September 2009)

Figure 2-1 State of the natural environment in England today



Base:860 (Fieldwork: 27th November to 1st December 2009)

Figure 2-2 Perceived changes in biodiversity in England in last 10 years



Base: 1,775 (Fieldwork: 21st August to 1st September 2009)

Figure 2-3 State of the natural environment in England 50 years from now

- 2.2 How people rate the state of the natural environment today varies with a number of demographic characteristics including sex, age and socio-economic status. Most notably, members of the AB socio-economic groups (managerial and professional occupations) were the most positive with over half (53 per cent) providing a rating of 'good', 'very good' or 'excellent' compared to just 40 per cent of those classified as DEs (unskilled manual and unemployed). Men were also slightly more positive than women (47 per cent and 41 per cent respectively) while people aged 45 to 64 were more positive than those aged 16 to 24 (47 per cent and 35 per cent respectively).
- 2.3 The most positive ratings (provided by members of the higher socio-economic groups and the 45 to 64 age groups) may be influenced by the greater levels of exposure to higher quality natural environment by these groups. The ratings may also be influenced by a better quality of environment in their area of residence or because these groups enjoy a higher frequency of visits to places with a high quality environment (for example the coast and countryside).
- 2.4 There may also be a relationship between how people rate the state of the natural environment and their educational status. While educational status is not recorded in MENE, other data show a correlation between socio-economic status and educational qualifications. For instance, those in the AB groups are more likely than those in other groups to have a degree qualification, while DEs are more likely than others to have no educational qualifications. It may be the case that those with higher educational qualifications have a better understanding and awareness of the state of the natural environment in England today. This may have an impact upon how they answer these questions.
- 2.5 In general, people who perceived the state of the environment as poor today also had more negative expectations for the future. Correspondingly, 23 per cent of ABs expected the environment to be in a 'much worse' state in 50 years from now with members of this group more likely to anticipate the situation to be 'slightly worse' (40 per cent).
- 2.6 Also, members of the Black and Minority Ethnic (BME) population were generally more positive – 40 per cent expected the environment to be in the same state or better in 50 years from now, compared to 29 per cent for people of white ethnicity.
- 2.7 Table 2-1 (overleaf) illustrates the relationship between frequency of visit to the natural environment and perceptions. The statistically significant variations are highlighted. These

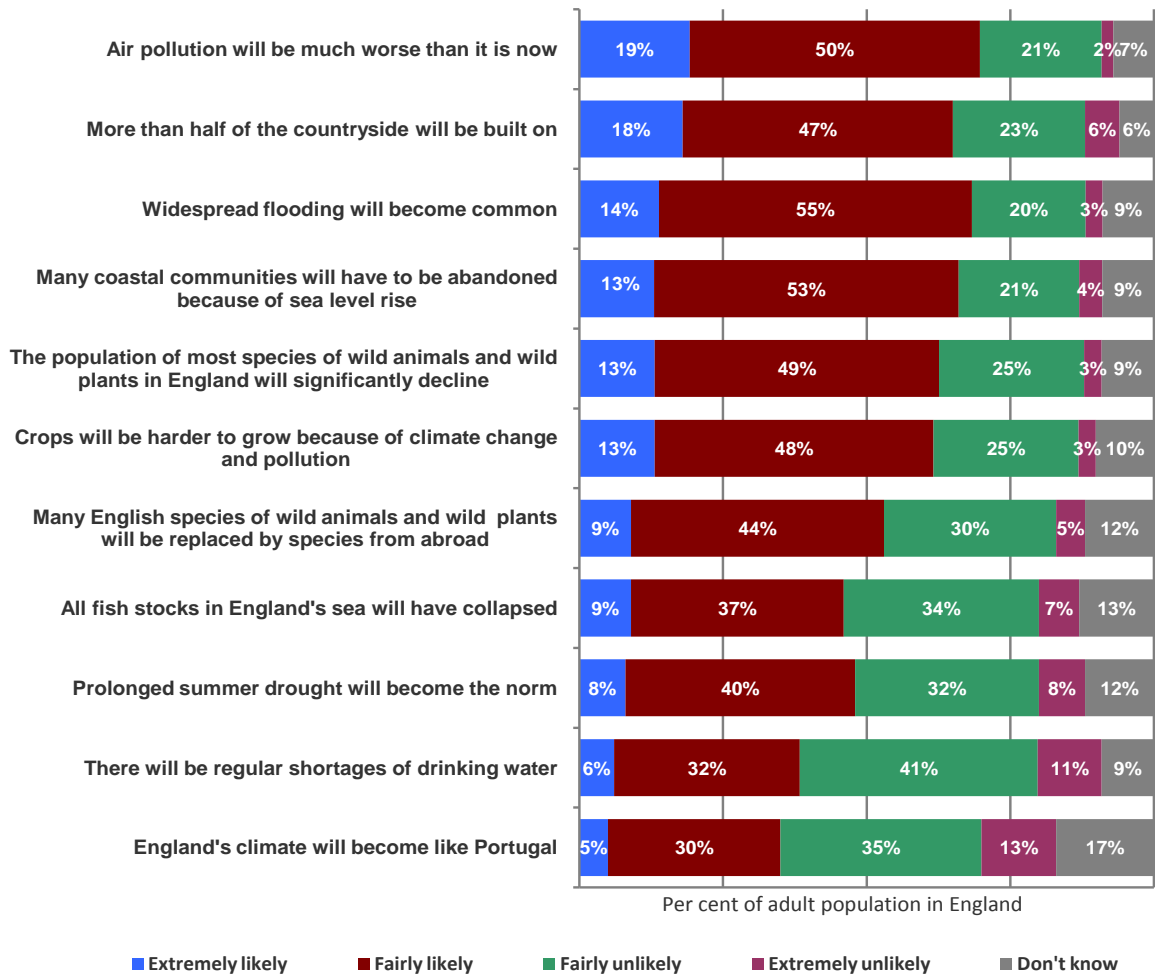
results suggest that those people who visit the natural environment (i.e. either on a frequent or infrequent basis), are more likely than those who never visit to rate the state of the natural environment today as excellent, very good or good.

- 2.8 However, people who visit the natural environment were also more likely than those who never visit to perceive a decrease in biodiversity in the last 10 years and to expect the state of the environment in England to be worse in 50 years from now. By comparison, people who never visit were more likely to believe that the state of the natural environment will not change in future and that levels of biodiversity in England have not changed over the last 10 years. They were also more likely to provide a response of 'don't know' to these questions.

Table 2-1 Perceptions about the state of the natural environment by frequency of visit

	Frequency of visits to the natural environment		
	At least once a week %	Less than once a week %	Never %
State of the natural environment today			
Excellent, very good or good	46	43	38
Fair	41	38	34
Poor or terrible	9	15	24
Perceived changes in biodiversity in England in last 10 years			
Increased variety	16	13	14
No change	27	27	33
Decreased variety	45	45	32
Don't know	12	15	20
State of the natural environment in England 50 years from now			
Much or slightly better	18	18	18
The same	8	15	19
Much or slightly worse	68	61	52
Don't know	6	6	11

2.9 The survey revealed differences in people's expectations about the natural environment over the next fifty years (Figure 2-4). Two-thirds or more of the population stated that worsening air pollution, over half of the countryside being built on, widespread flooding becoming more common and many coastal communities being abandoned due to a rise in sea level were either 'extremely' or 'fairly' likely. The majority of the population also thought that regular shortages of drinking water were 'fairly' or 'extremely' unlikely.



Base:1,775 (Fieldwork: 21st August to 1st September 2009)

Figure 2-4 Expectations for the natural environment during the next 50 years

- 2.10 In general, women were more likely than men to expect the scenarios set out in Figure 2-4 to be 'extremely likely'. Most notably, women were almost twice as likely as men to state that half of the countryside being built on by 2060 was an 'extremely likely' scenario (23 per cent and 12 per cent respectively). In addition, they were almost twice as likely to expect prolonged summer droughts to become the norm (ten per cent of women stated this was 'extremely likely' compared to six per cent of men).
- 2.11 It is also notable that members of the C2DE socio-economic groups were generally more likely than ABC1s to expect the scenarios to be 'extremely likely'. For example, 20 per cent of C2DEs stated that half of the countryside being built on was 'extremely likely', compared to 13 per cent of ABC1s; and 22 per cent of C2DEs felt it was 'extremely likely' that air pollution would become much worse, compared to 15 per cent of ABC1s.
- 2.12 Responses to the statements also varied by ethnicity, with members of the BME population generally less inclined to state that the scenarios were likely. However this was not the case for the statements regarding prolonged summer drought becoming the norm. 59 per cent of the BME population rated this as 'extremely' or 'fairly likely', compared to 47 per cent with white ethnicity. The BME population was also more inclined to believe that England's climate will become more like Portugal's (42 per cent of BME population compared to 35 per cent with white ethnicity) and that there will be regular shortages of drinking water (49 per cent of BME population compared to 37 per cent with white ethnicity).

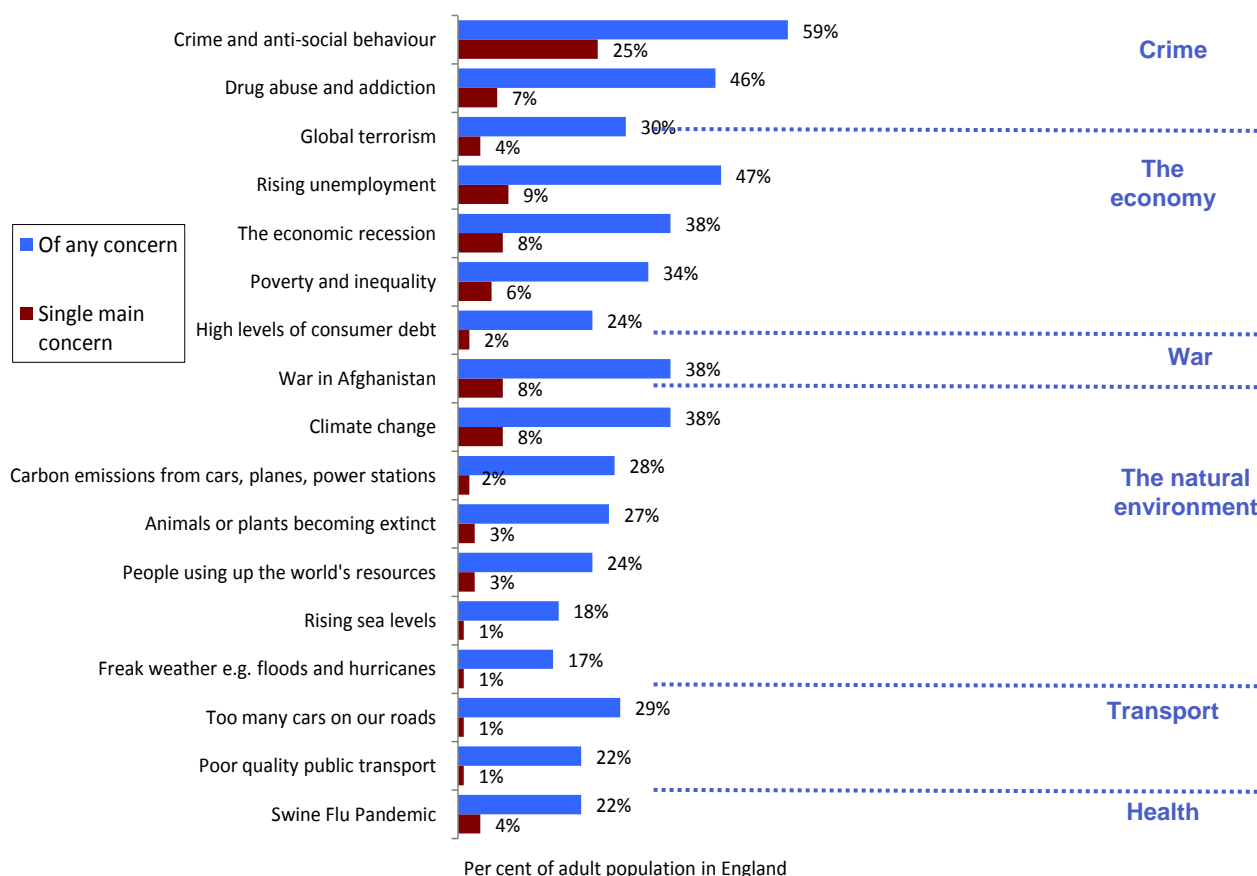
- 2.13 In terms of frequency of visits to the natural environment, those people who had not visited the natural environment were slightly more likely than those who had visited to expect the following:
- It is 'extremely likely' that crops will be harder to grow because of climate change and pollution (15% and 12% respectively).
 - It is 'extremely likely' that England's climate will become more like Portugal (6% and 3% respectively).
- 2.14 However, there was little or no variation in the responses provided to the other statements.

Section summary – key results and implications

- 2.15 In general, the English adult population regard the state of the natural environment as being in a fair condition or better, but some believe that it has degraded over the last ten years and most expect it to deteriorate over the next 50 years. However, most people expect changes over this period to be 'slight' and most expect the environmental scenarios to be 'fairly' rather than 'extremely' likely to occur. Further analysis of how important environmental concerns are to the population is provided in the next section.
- 2.16 It is notable that people classified in the AB and C1 socio-economic groups (professional, managerial and non-manual occupations) are generally more positive about the current state of the environment in England and its prospects for the future. Variations in opinions regarding the state of the environment today may relate to the quality of the environment in which individuals spend most of their time (e.g. where they live and work and the places they visit). Variations in levels of concern for the future may also be related to educational status and awareness of environmental issues.
- 2.17 There are some interesting variations by ethnicity. While members of the BME population are, in most cases, less concerned about the state of the environment today and its future prospects, they are more likely than people with white ethnicity to expect a hotter climate, drought and water shortages in England during the next 50 years.
- 2.18 Analysis of opinions amongst people who visit the outdoors at different frequencies highlighted some interesting variations. Some of these differences in opinion may suggest a link between how often people visit the natural environment and how they feel about its condition. For example, it is notable that a large proportion of those who never visit the outdoors believe that the state of the natural environment in England has not changed over the last 10 years and will not change in the next 50 years. Members of this group are also slightly more likely than those who have taken visits more often to expect climate change to make it increasingly difficult to grow crops and for England's climate to become more like Portugal's.
- 2.19 The reasons for these variations are not clear, it may be that an individual's understanding of the state of the natural environment and how it may change in future is influenced by how often they visit the outdoors for recreation. These differences in understanding may also be a reflection of the different demographic profile of those who do and those who do not visit the natural environment. In general, people who do not take visits to the natural environment are more likely to be older and in the lower socio-economic groups.

3 Environmental issues and concerns

- 3.1 Respondents were presented with a list of issues related to living in England today and then asked to identify their 'single main concern', along with any other issues of concern.
- 3.2 Crime and anti-social behaviour, rising unemployment, and drug abuse and addiction were the issues of greatest concern to the population (Figure 3-1). In terms of issues related to the natural environment, climate change was selected by 38 per cent of respondents as one of the issues that concerned them. It is notable that this was a significantly higher percentage than obtained for any of the other issues relating to the natural environment. This was similar to the proportion of the population that selected the war in Afghanistan or the economic recession. Eight per cent selected climate change as the single issue of most concern to them.



Base: 1,775 (Fieldwork: 21st August to 1st September 2009)
Figure 3-1 Living in England in 2009 – issues of concern²

- 3.3 Multivariate analysis³ was undertaken to identify the demographic variables most closely related to a variety of issues. This technique involved a number of descriptive variables (e.g. age, gender, socio-economic group, frequency of visits to the natural environment, etc.) being analysed against the issues of concern listed in Figure 3-1 (see further results in Appendix 2). The outputs of this analysis include the identification of the descriptive

² The 'single main concern' figures exclude 'don't know' and 'none' responses (3 per cent and 6 per cent respectively) and therefore, do not equal 100 per cent

³ The multivariate analysis used was CHAID (Chi-squared Automatic Interaction Detection). This method chooses the predictor variable(s) with the strongest relationship with the variable being predicted
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variables most closely related to the question of interest. It also identifies whether population groups are significantly more or significantly less likely to hold a particular opinion or undertake a particular activity, etc. The multivariate analysis found that an individual's socio-economic group was more closely related to concerns regarding the environment than other demographic factors such as their age and gender (see Appendix 2) . People classified as ABC1s were generally more likely than C2DEs to select each of the environment related issues as areas that concerned them (Table 3-1).

Table 3-1 Multivariate analysis of issues of concern - by socio-economic group

	ABC1s Concerned %	C2DEs Concerned %	ABC1/ C2DE Ratio
Climate change	43	31	1.4
Carbon emissions	32	22	1.5
Animals or plants becoming extinct	29	23	1.3
People using up the world's resources	28	19	1.5
Rising sea levels	19	16	1.2
Freak weather	18	15	1.3

- 3.4 Carbon emissions, people using up the world's resources and climate change were more likely to concern ABC1s (around 1.4 to 1.5 times more likely to be mentioned). This analysis shows that some environmental concerns (freak weather, animals and plants becoming extinct and rising sea levels) have a broad-based profile. In contrast climate change, carbon emissions and people using up the world's resources tend to be more of a focus for the higher socio economic groups.
- 3.5 The multivariate analysis also found a relationship between gender and levels of concern, with women more likely than men to be concerned about all of the issues, including those relating to the environment.
- 3.6 Analysis of responses to this question also identified variations in levels of concern for a number of the issues shown in Figure 3-1 between those who had taken and those who had not taken visits to the natural environment in the last 7 days. Most notably, those who had taken visits in the last 7 days were more likely to express concern for the following issues relating to the natural environment:
- Climate change (41% of visitors compared to 34% of those who had not taken any visits).
 - Carbon emissions from cars, planes, power stations (31% compared to 24%).
 - Animals or plants becoming extinct (30% compared to 23%).
 - People using up the world's resources (28% compared to 20%).
- 3.7 The multivariate analysis further illustrated the relationship between levels of concern regarding climate change and carbon emissions and frequency of visits to the outdoors. Most notably, while 43% of all ABC1s indicated that they were concerned about climate change, this proportion increased to 47% amongst those ABC1s who had taken visits to the

natural environment in the last 7 days. Only 39% of ABC1s who had taken no visits in this period were concerned about climate change.

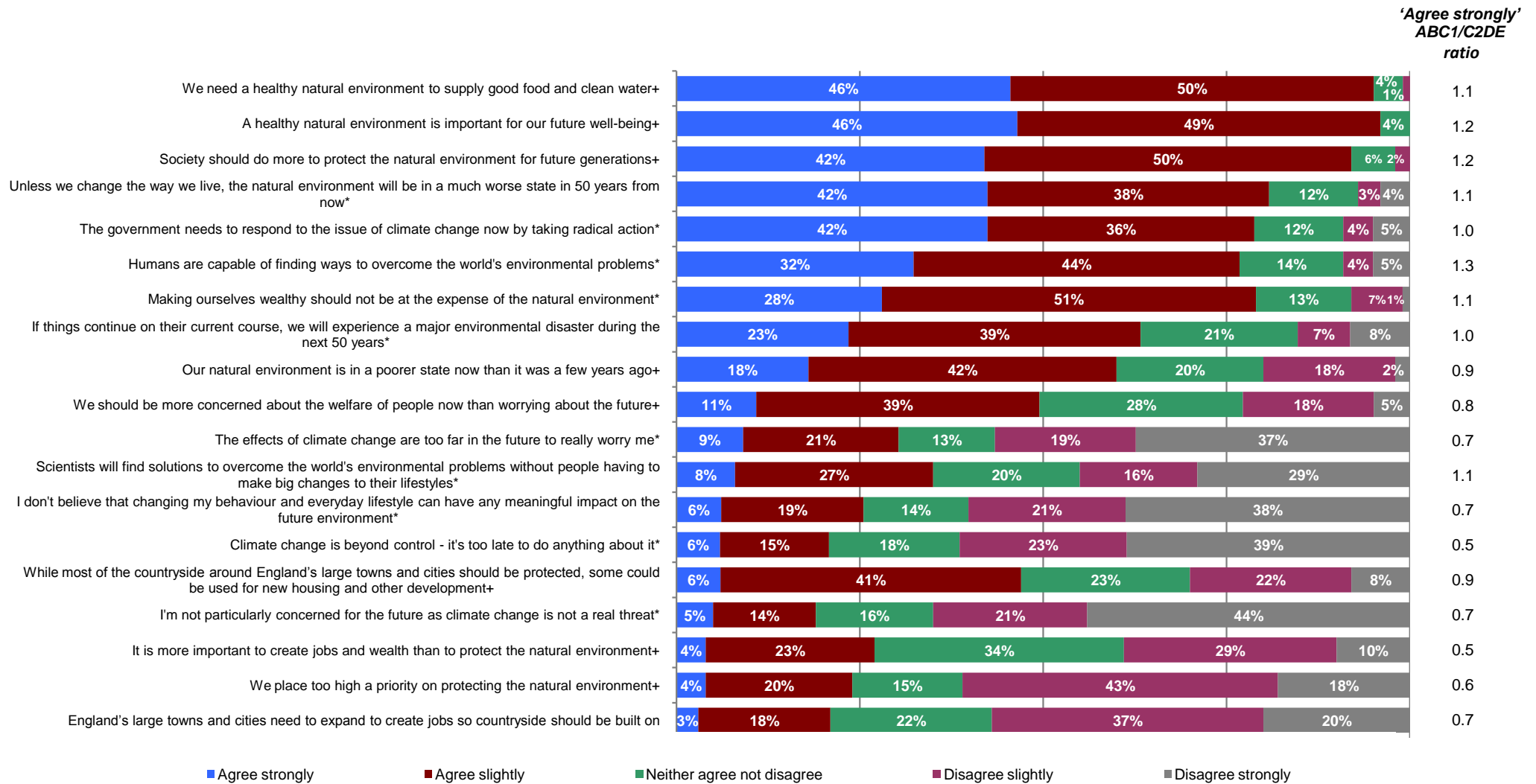
3.8 Other results which illustrated the varying levels of importance given to the environment and concerns about related issues included:

- 16 per cent of the English adult population were 'extremely concerned' at a loss in biodiversity in England. However, levels of concern were higher amongst women (18 per cent compared to 14 per cent amongst men) and people with white ethnicity (17 per cent compared to seven per cent of the BME population). Concern regarding this issue varied less by socio-economic status than for most other environmental issues.
- 42 per cent of the English adult population stated that a healthy marine environment is 'extremely important' to them, with those most likely to state this being:
 - aged 45 and over (56 per cent);
 - members of the AB socio-economic group (47 per cent); or
 - people of white ethnicity (43 per cent).

3.9 Figure 3.2 illustrates the responses to a series of attitudinal statements. The statements with the greatest levels of agreement included 'we need a healthy natural environment to supply food and water', 'a healthy natural environment is important for our future well-being', and 'there is a need for society, the population, and the government to do more to protect the environment'. As might be expected, there was far less agreement with the anti-environmental statements 'we place too high a priority on protecting the natural environment', 'it is more important to create jobs and wealth than to protect the natural environment' and 'England's large towns and cities need to expand to create jobs so countryside should be built on.'

3.10 Multivariate analysis identified how an individual's socio-economic status is a more significant predictor of how they will respond to the statements than any other demographic variable. To explore these variations further, an index is included in Figure 3-2 overleaf. This index is calculated by dividing the percentage of ABC1s agreeing strongly with each statement by the percentage of C2DEs agreeing strongly. When the index is 1, levels of agreement are similar amongst ABC1s and C2DEs. However, when the index is greater than 1, ABC1s are more likely to agree. In instances where the index is less than 1, C2DEs are more likely to agree. This comparison illustrates the following variations:

- ABC1s were more likely than C2DEs to feel that a healthy natural environment is important to our future well-being and that society should do more to protect the natural environment for future generations. However, they were also more likely than C2DEs to believe that humans have the capability to overcome the world's environmental problems.
- C2DEs were less likely than ABC1s to see environmental concerns as an immediate priority with larger proportions agreeing that too much priority is placed on protecting the environment and that creating jobs and wealth are more important. For example, members of this group were more likely to support development on Green Belt land if it could help to create jobs. C2DEs were also more likely to feel that they could not do anything that would have a meaningful impact on the reduction of climate change and that it was too late to do anything about it anyway.



Certain questions offered a don't know response option. These responses were dropped from subsequent analysis due to low frequency of response

*Base:1,775 (Fieldwork: 21st August to 1st September 2009)

+Base:1,754 (Fieldwork: 24th July to 11th August 2009)

Figure 3-2 Responses to attitude statements

3.11 The multivariate analysis (see Table 3-2) also identified groups in the population particularly likely and particularly unlikely to agree with some of the key statements (see Appendix Two for further details). Please note that for some of the results the analysis is based on just those who strongly agree with a statement while for others both those who strongly agree and those who slightly agree are included⁴. This analysis reinforces the relevance of a person's socio-economic group and ethnicity to their attitudes regarding the natural environment.

Table 3-2 Multivariate analysis levels of agreement with key statements – variations by population group

Result	Population group most likely to agree	Population group least likely to agree
<i>"A healthy natural environment is important for our future well being"</i> – 46% overall <u>agree strongly</u>	ABC1C2 socio-economic groups, residents of London/ North West /North East /South East /East Midlands, Aged 25+ – 55%	DE socio-economic groups, not the Chief Income Earner, no children in home – 22%
<i>"Making ourselves more wealthy should not be at the expense of the natural environment"</i> – 28% overall <u>agree strongly</u>	ABC1C2 socio economic groups, residents of North East /North West /South East /East Midlands – 37%	DE socio economic groups – 24%
<i>"Our natural environment is in a poorer state now than it was a few years ago"</i> – 61% overall <u>agree strongly or slightly</u>	North West /North East /West Midlands /East of England /South East, BME population – 72%	North West /North East/West Midland/East of England/South East, White ethnicity, AB socio-economic group – 44%
<i>"Society should do more to protect the natural environment for future generations"</i> – 42% overall <u>agree strongly</u>	ABC1C2 socio-economic groups – 44%	DE socio-economic groups – 37%
<i>"We need a healthy natural environment to supply good food and clean water"</i> – 46% overall <u>agree strongly</u>	ABC2 socio-economic groups, no children in household, live in rural area – 61%	DE socio-economic groups – 42%
<i>"We place too high a priority on protecting the natural environment"</i> - 25% overall <u>agree strongly or slightly</u>	DE socio-economic groups, BME population – 58%	AB socio-economic groups, rural areas – 3%

⁴ The sample sizes for 'strongly agree' alone were too small to make an effective comparison for certain statements. As such the response categories were combined in certain cases
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- 3.12 Further analysis identified a number of variations in responses to the statements included in Figure 3-2 between those people who had taken a visit to the natural environment in the previous 7 days and those had not.
- 3.13 Those who had taken visits in the previous 7 days were more likely than those who had not to agree with the following statements:
- *'Unless we change the way we live, the natural environment will be in a much worse state in 50 years from now'* – there was agreement from 81% of people who had visited in the previous 7 days compared to 74% of those who had not visited.
 - *'Making ourselves wealthy should not be at the expense of the natural environment'* – 82% of visitors compared to 76% of those who had not visited.
 - *'The government needs to respond to the issue of climate change now by taking radical action'* – 79% of visitors compared to 73 % of those who had not visited.
- 3.14 Conversely those who had not taken visits in the previous 7 days were more likely than those who had done to agree with the following statements:
- *'We should be more concerned about the welfare of people now than worrying about the future'* – agreement amongst 55% of those not taking visits in the last 7 days compared to 44% of those who had taken visits.
 - *'Scientists will find solutions to overcome the world's environmental problems without people having to make big changes to their lifestyles'* – 39% of non-visitors compared to 30% of visitors.
 - *'It is more important to create jobs and wealth than to protect the natural environment'* – 31% of non visitors compared to 22% of visitors.

Section summary – key results and implications

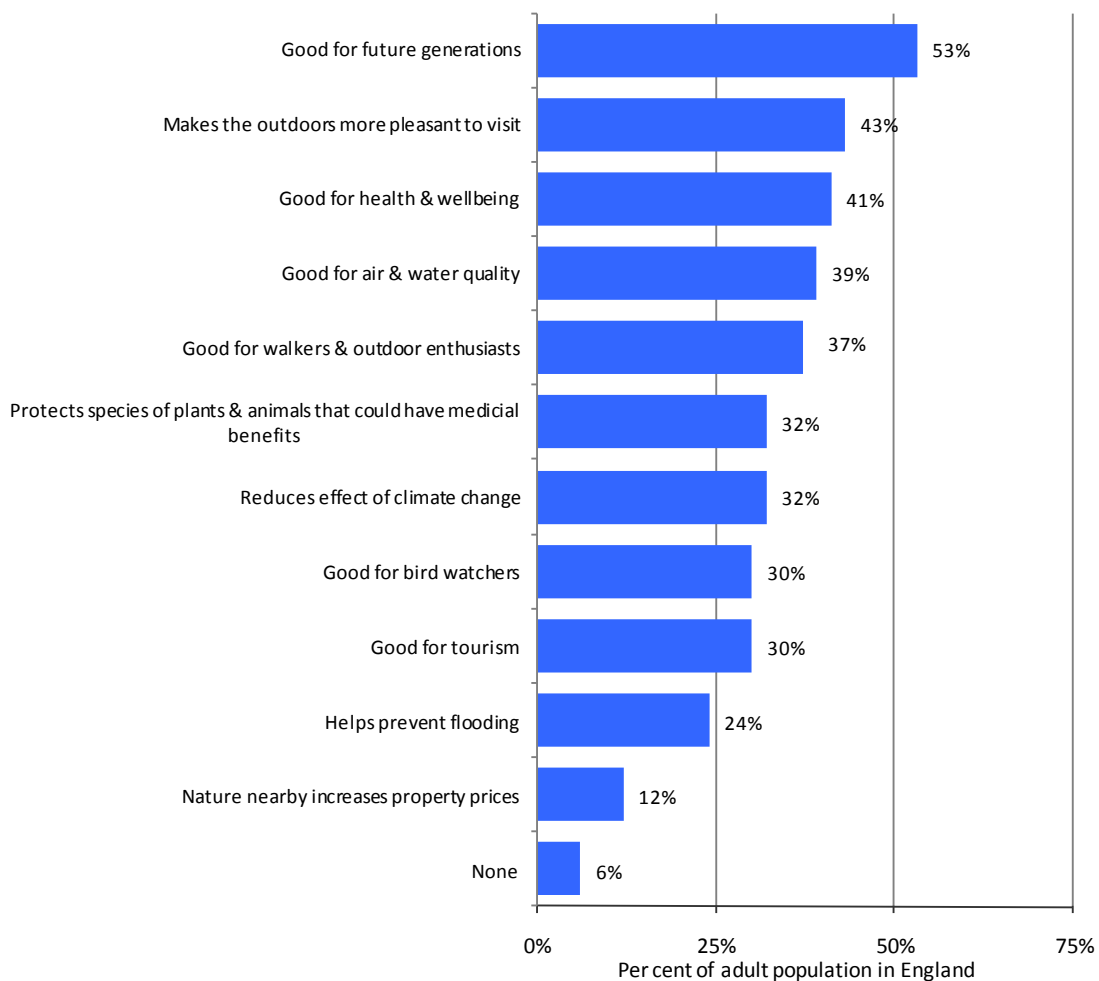
- 3.15 This section examines additional data collected during the periods 24 July to 11 August 2009 and 21 August to 01 September 2009.
- 3.16 In relative terms, the environment is not a major concern for many adults living in England with concerns regarding crime and the economy being more important to many. This is supported by some of the key findings in section 2. While concern over many issues increases with age and other issues have more of a regional focus, concern about the natural environment is most closely related to a person's socio-economic status.
- 3.17 People in the professional, managerial and non manual socio-economic groups (ABC1) were more likely to have concerns about carbon emissions and exhausting the world's resources than people in other socio-economic groups. They were also more likely to believe in the importance of a healthy natural environment for future generations. Their responses also suggested greater optimism that environmental problems would be overcome by human initiatives.
- 3.18 Further comparisons with the main MENE survey also show that those who had taken visits in the previous seven days were more likely to believe that making ourselves wealthy should not be at the expense of the natural environment. This is in contrast to those who did not visit the natural environment at all - they are more likely to believe that it is more important to create jobs and wealth than to protect the natural environment.
- 3.19 Similarly, those who had taken visits in the previous seven days were more likely to believe that unless we change the way we live, the natural environment will be in a much worse state in fifty years from now. This is in contrast to those who did not visit natural

environment at all who are more likely to believe that scientists will find solutions to overcome the world's environmental problems without people having to make big changes to their lifestyles.

- 3.20 The results also show that levels of concern for a number of environmental issues such as climate change, carbon emissions and extinction of animals and plants was higher amongst those people who had visited the natural environment in the previous seven days.
- 3.21 The variations highlighted by the further comparisons with the main MENE survey reflect the variations in attitudes amongst members of different socio-economic groups, the greater proportion of ABC1 taking visits to the natural environment and the predominance of C2DEs amongst non-visitors. It may also be that a higher frequency of visits to the natural environment evokes the greater levels of concern for its protection found amongst visitors.
- 3.22 The finding that women show greater concerns for the environment than men is also notable but it should be borne in mind that women are generally more concerned than men about each of the issues asked about.
- 3.23 The results in this section also reinforce those in section 2, suggesting a relationship between the frequency of taking visits to the natural environment and levels of concern with environmental issues. However the multivariate analysis outputs indicate that there may be a more complex relationship between visit taking and levels of concern. For example, it is notable that amongst the AB socio-economic group, people who have taken visits within the last 7 days are more likely to have concerns about the natural environment than those who did not take visits.
- 3.24 The next two chapters explore people's motivations for taking action to protect the environment. The actions which individuals are willing to take are also examined.

4 Reasons for protecting the environment

- 4.1 This section examines the population's perceptions of the potential benefits of preventing a loss of plant and animal life in England. Respondents selected answers from the list of options shown in Figure 4-1 with no limit on the number of answers that could be selected.
- 4.2 The options most frequently selected related to the benefits for future generations (53 per cent), making the outdoors a more pleasant place to visit (43 per cent), health and wellbeing (41 per cent), air and water quality (39 per cent), and benefits for walkers and outdoor enthusiasts (37 per cent).



Base: 860 (Fieldwork: 27th November to 1st December 2009)

Figure 4-1 Benefits of preventing a loss of plant and animal species in England⁵

⁵ Respondents could select as many of the options listed in Figure 4-1 above and as they chose to

- 4.3 In general, women were more likely than men to select a wider range of the potential benefits and were more likely to select the benefits relating to health and wellbeing (45 per cent of women selected compared to 36 per cent of men), plants and animals providing medical benefits in the future (37 per cent and 27 per cent) and reducing the effects of climate change (36 per cent and 28 per cent). The only benefit selected by a larger proportion of men than women related to the potential positive impacts of nature on property prices (15 per cent of men selected this benefit compared to 10 per cent of women).
- 4.4 Younger people were less sure of the potential benefits of preventing a loss of plant and animal species and consequently selected fewer of the options. Conversely, older people tended to select more options, and were more likely to link prevention with benefits for future generations, being good for walkers and outdoor enthusiasts, and being good for bird watchers.
- 4.5 In terms of socio-economic groups, members of the AB groups were around twice as likely as DEs to select options that related to the future medical benefits, reduced effects of climate change, and flood prevention that could be obtained from protecting plant and animal species. DEs generally recognised fewer of the potential benefits.
- 4.6 Similarly, members of BME communities were less likely to select as many benefits as people in white ethnic groups. Indeed 10 per cent of BMEs stated that they could see protecting biodiversity as offering no benefits and 15 per cent stated that they did not know what the benefits could be (compared to five per cent and 12 per cent respectively amongst those with white ethnicity).
- 4.7 Further analysis revealed that those people who had not taken any visits in the 7 days prior to interview were around twice as likely as those who had taken visits to believe that preventing a loss of plant and animal species had no benefits (10% and 5% respectively). It is also notable that those who had not taken any visits were twice as likely as those had taken visits to state that they did not know what the benefits would be (22% and 11% respectively).

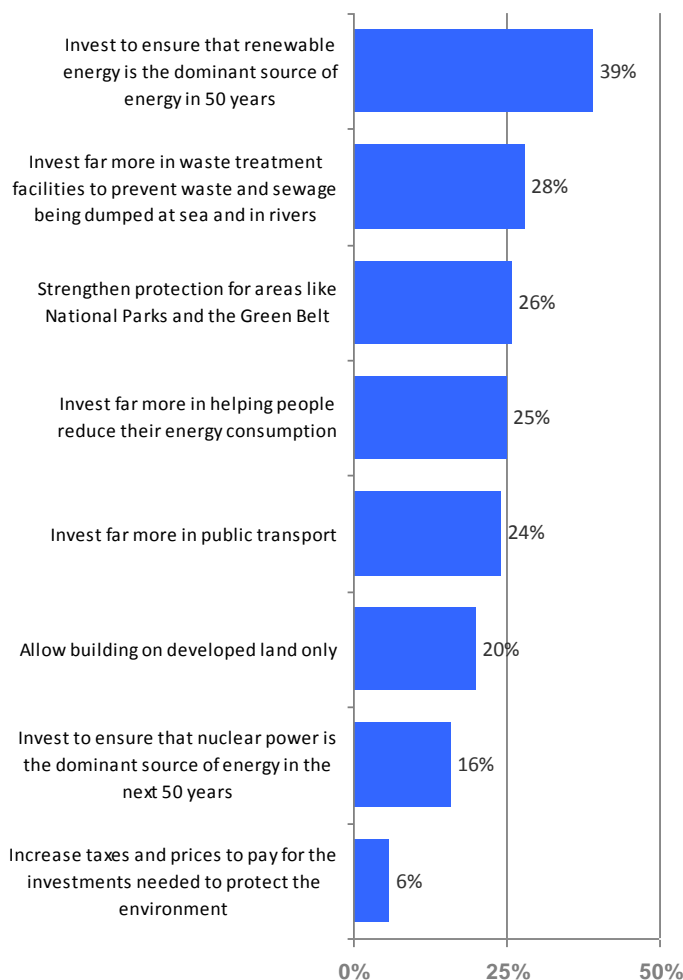
Section summary – key results and implications

- 4.8 The results in this section reinforce those described in the previous sections. Those groups that express the greatest concern for the environment (women, ABC1 socio-economic groups and members of white ethnic groups) also perceive the widest range of potential benefits from protecting the plant and animal species in England.
- 4.9 Correspondingly, those people who take regular visits to the natural environment are more likely than those who visit less often or never to perceive a wider range of potential benefits from protecting plant and animal species.
- 4.10 These demographic variations may relate to a lack of awareness amongst the other groups of the full range of benefits and/or a lack of ‘belief’ in the benefits of environmental protection that are currently being communicated.

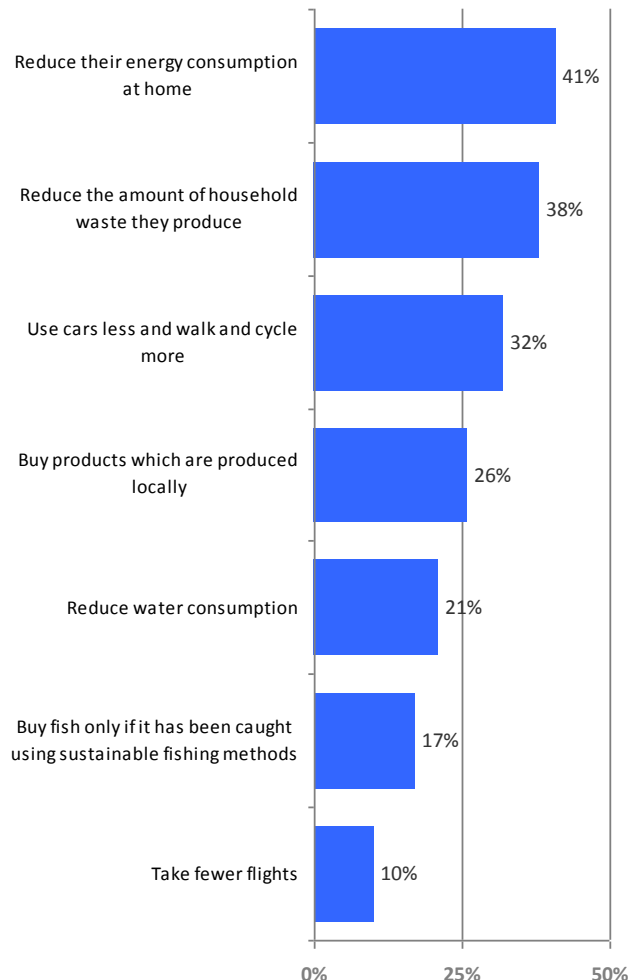
5 Taking action to protect the environment

- 5.1 Survey respondents were shown a list of options and asked to select those which they thought should be the top priorities for either the UK Government, or the population in general ('people actions'). Up to five answers could be selected (see Figure 5-1).
- 5.2 Overall, 79 per cent of respondents selected one or more of the 'Government actions' while the same proportion selected one or more of the 'people actions' (79 per cent). The most frequently selected actions for Government related to investment in renewable energy. The most frequently selected people actions related to reducing energy consumption and household waste. Notably, no single action (by Government or people) was selected by the majority of respondents. This finding suggests that while people think that both Government and people have a role to play in protecting the environment, there is no firm agreement on what actions must be taken.
- 5.3 Opinions on the priorities for protecting the environment and who should be responsible varied by demographics and frequency of visits to the natural environment as follows:
- *Gender* – men were generally more likely than women to select actions for Government – most notably they were more likely to support the use of nuclear power. Conversely, a larger proportion of women selected actions for people to take.
 - *Age* – people in the 16 to 24 and 65 and over age groups appeared to be less clear about the priorities and responsibilities with more of these age groups stating that they did not know.
 - *Socio-economic group* – members of the DE socio-economic group were more likely than members of the other groups to provide a 'don't know' response (14 per cent). ABs were more likely than others to select a number of the options, particularly those related to Government investment in renewable energy (45 per cent), Government investment to help people to reduce energy consumption (28 per cent) and Government to allow building only on developed land (21 per cent). However, it is notable that members of the AB group were no more likely than others to select the options relating to taxes being increased or people taking fewer flights.
 - *Visits to the natural environment* – those people who never visit the natural environment were twice as likely as those who do to provide a 'don't know' response when asked who should be responsible for protecting the natural environment (18% compared to 9%).

Government should...



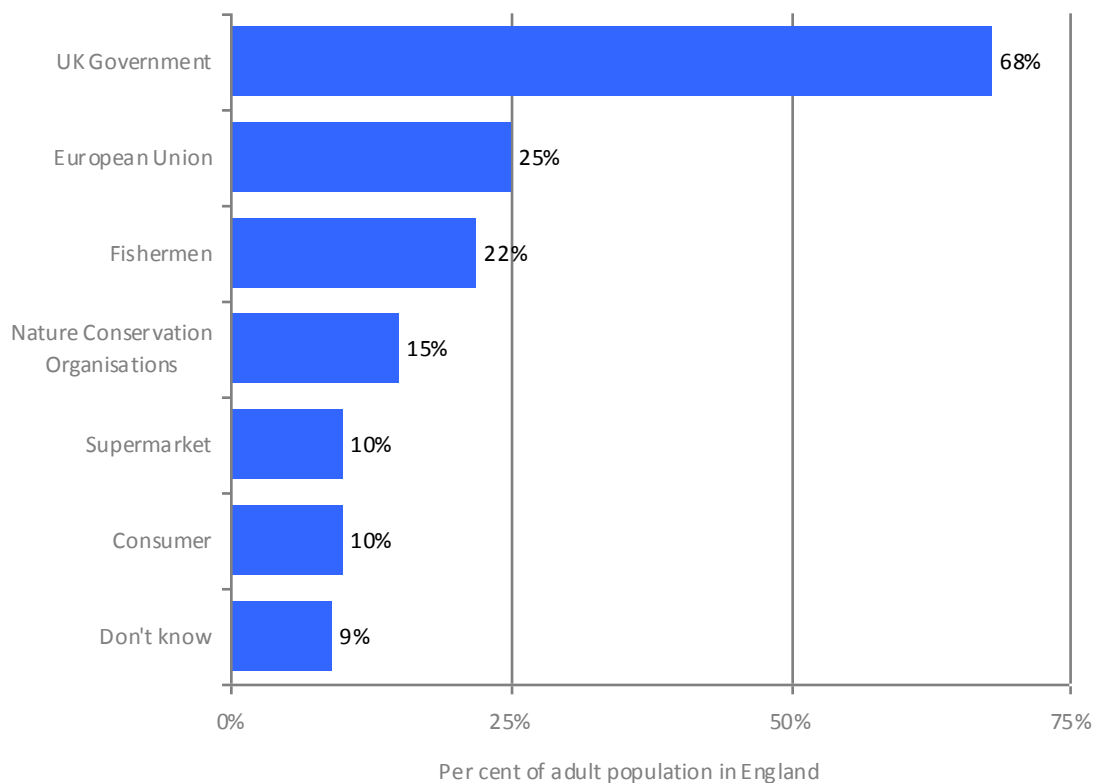
People should...



Base: 1,775 (Fieldwork: 21st August to 1st September 2009). 9% of respondents provided a response of 'Don't know'
Figure 5-1 Priorities for protecting the environment (%)⁶

5.4 During an additional piece of survey fieldwork focused on the marine environment (24-28 July 2009), respondents were asked who should be responsible for protecting the seas around England from over-fishing. The answers were based on the options shown below in Figure 5-2, with no limit on the number of options that could be selected. Over two thirds of the population answered that the UK Government should be responsible (68%), while around a quarter also answered that the European Union and fishermen were responsible (25% and 22% respectively).

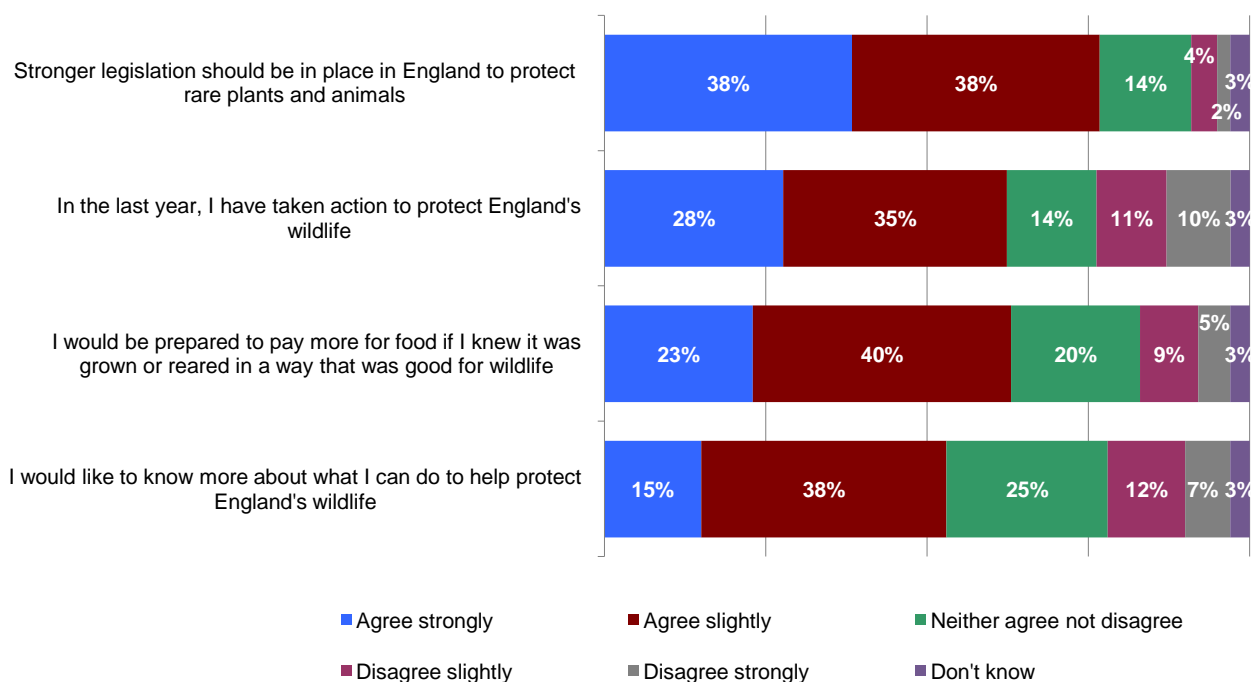
⁶ Respondents were shown a list of responses from which they could chose up to five priorities for the Government and/or people living in England (including themselves).
Monitor of Engagement with the Natural Environment (MENE): Attitudes towards the natural environment - Findings of additional survey analysis



Base: 898 (Fieldwork: 24th July 2009 to 28th July 2009)

Figure 5-2 Responsibility for ensuring seas around England are not over-fished

- 5.5 Reflecting the results discussed in paragraph 5.3, men were more likely than women to suggest that the UK Government should take responsibility for protecting England's waters from overfishing (73 per cent and 63 per cent respectively). They were also more likely to suggest that the European Union should be responsible (32 per cent of men, 18 per cent of women).
- 5.6 Comparing responses by socio-economic status showed that ABC1s were more likely than C2DEs to select a range of the answer options, while C2DEs were more likely to state that they did not know who should be responsible.
- 5.7 Respondents were asked to indicate the extent to which they agreed or disagreed with a series of attitudinal statements relating to taking action to protect the environment (Figure 5-3).
- 5.8 It is notable that around 1 in 5 people (19%) did not want to learn more about what they could do to help to protect England's wildlife. While some of these respondents may have answered in this way because they believe that they already know a lot, others are likely to have given this response because of a lack of interest.



Base: 860 (Fieldwork: 27th November to 1st December 2009)

Figure 5-3 Taking action to protect the environment – attitudinal statements

- 5.9 Analysis of variations to the responses to these statements amongst different population groups reinforces the previous results described in this section, with people in the 16 to 24 age group and people in the BME group less likely than other groups to agree strongly with the statements.
- 5.10 There was little variation in responses provided by men and women in relation to the need for stronger legislation to protect the environment and finding out more about protecting the environment. However, women were slightly more likely than men to agree that they had personally taken action to protect England's wildlife (30 per cent and 26 per cent respectively) and were more likely to agree that they would pay more for food produced in a way that is good for wildlife (26 per cent and 20 per cent respectively).
- 5.11 In general, there was little variation by socio-economic group in terms of responses to the statements regarding the need for stronger legislation and finding out more. However, ABs were significantly more likely than members of the other groups to state that they had taken action to protect the environment in the last year (38 per cent compared to 21 per cent of DEs). They were also more likely to state that they would be willing to pay more for food produced in a way that is good for wildlife (38 per cent compared to 17 per cent of DEs).
- 5.12 Table 5-1 compares responses to each of the statements amongst those who visit the natural environment at least weekly, those who visit less often and those who never visit (the proportions agreeing strongly with each statement are shown). This analysis suggests that levels of agreement with a number of the statements increases with frequency of visits to the natural environment. Most notably, people who normally take visits at least once a week were significantly more likely than those who never visit to strongly agree with the statements regarding personally taking action to protect England's wildlife. They were also prepared to spend more for food to protect England's wildlife.

Table 5-1 Taking action to protect the natural environment – attitudinal statements by frequency of visits to the natural environment (% that agree strongly)

	Frequency of visits to the natural environment		
	At least once a week %	Less than once a week %	Never %
Stronger legislation should be in place in England to protect rare plants and animals	40	37	37
In the last year, I have taken action to protect England's wildlife	33	23	21
I would be prepared to pay more for food if I knew it was grown or reared in a way that was good for wildlife	26	23	17
I would like to know more about what I can do to help protect England's wildlife	16	15	14

5.13 A series of other questions explored people's attitudes towards buying food. This analysis found that members of the more affluent socio-economic groups were more likely to state that they would purchase products produced in a sustainable manner:

- 80 per cent of the English adult population would prefer to buy food grown or produced on Green Belt land close to where they live. This proportion was slightly higher amongst women (82 per cent) and ABC1s (85 per cent) but lower amongst people aged 16 to 24 (65 per cent), C2DEs (76 per cent) and members of black and minority ethnic groups (66 per cent).
- When asked if they would be willing to pay more for fish caught in a sustainable way, 26 per cent of the English adult population stated that they 'definitely' would, while 46 per cent 'probably' would. The proportion 'definitely' willing to pay more was much higher amongst ABs than other socio-economic groups (43 per cent compared to 24 per cent of C1s, 20 per cent of C2s and 19 per cent of DEs).

Section summary – key results and implications

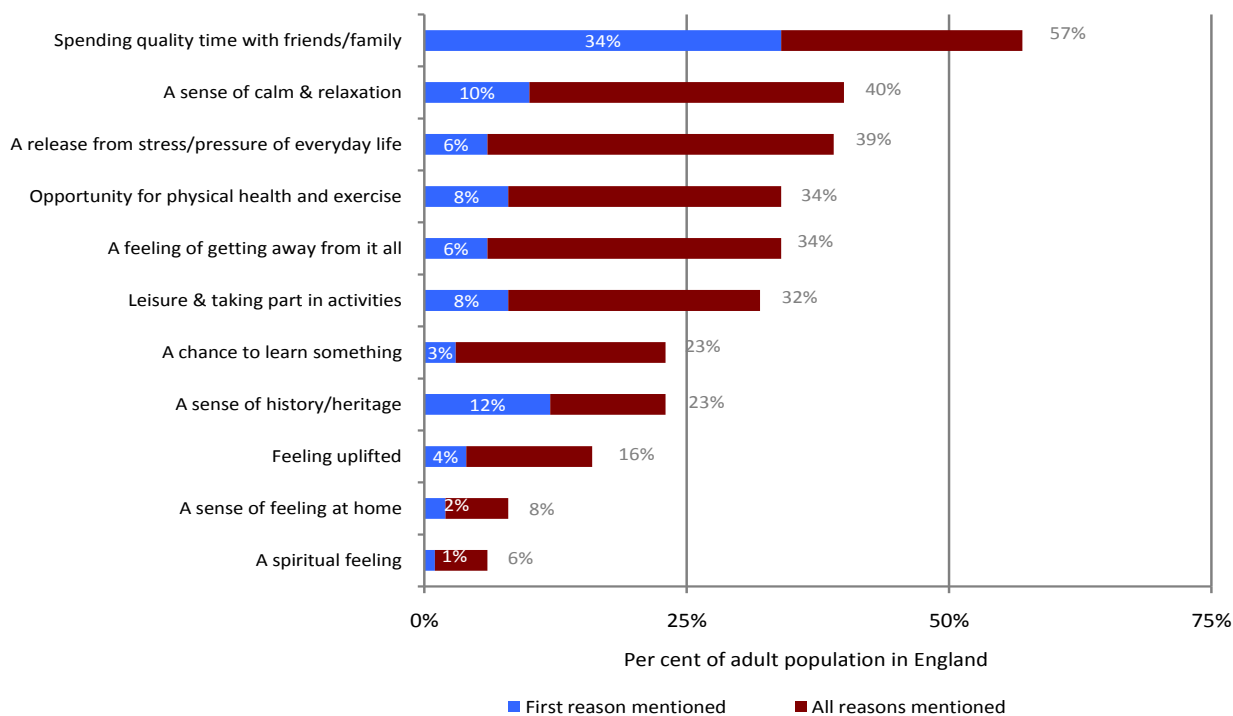
5.14 Most people believe that action from both the UK Government and from individuals is necessary in order to protect the environment. However men are more likely than women to see a greater role for Government, whereas women are more likely to believe that they have a personal responsibility, are more likely to have taken action to protect wildlife, and would prefer to buy food produced in a sustainable way.

5.15 It is also notable that members of the AB socio-economic groups are more likely than members of other socio-economic groups to expect action to be taken to protect the environment. However they put a particular emphasis on actions which can be taken by Government rather than personal actions, such as paying more tax or reducing air travel. As discussed in previous sections, members of this group are generally more optimistic about the future of the environment and the ability of humans to solve problems such as global warming. *The results from this section add to these findings, and suggest that this optimism may equate to an underlying expectation that governments will find solutions.*

- 5.16 Also ABs and C1s (who represent about half of the population) are more likely than others to show an interest in purchasing food which is produced in a sustainable manner. However, the findings suggest that only those in the more affluent AB groups (less than a quarter of the population) would be willing to pay more for these products.
- 5.17 Finally, the results in this section further illustrate the relationship between attitudes toward the environment and its protection and the frequency of visits to the outdoors. In general, those people who do not visit the natural environment, are less likely to know or have an opinion on what actions should be taken to protect the environment. In contrast, those who visit frequently have stronger views and are more likely to take positive action.

6 Engaging with the natural environment

- 6.1 Respondents were asked to provide details of how they engage with the natural environment through visits to the outdoors. While much greater detail on visits to the natural environment is collected through the main MENE survey⁷, the following results provide further insight on relationships between pro-environmental concerns and engagement with the natural environment.
- 6.2 Respondents were shown a list of factors that may influence a decision about where to take a visit to the natural environment. With the list in mind, respondents were asked to indicate which were important to them⁸. Most people indicated that spending time with family or friends was important to them (57 per cent) while calm and relaxation, escaping the pressures of everyday life, physical health and exercise and getting away from it all were also important to a third or more of the population.



Base: 1,754 (Fieldwork: 24th July 2009 to 11th August 2009)

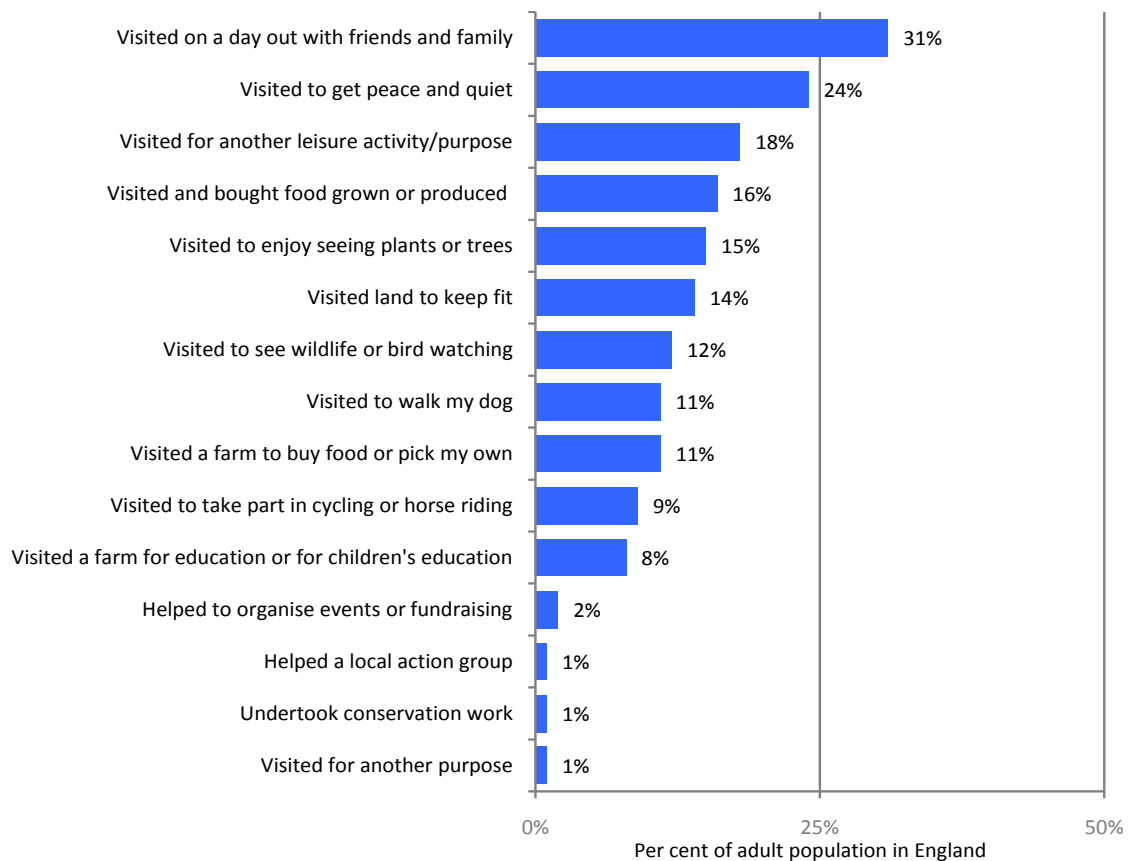
Figure 6-1 Factors important when choosing where to take an outdoors visit⁹

⁷ www.naturalengland.org.uk/ourwork/enjoying/research/monitor/default.aspx

⁸ Answer options were randomised and it is recognised that respondents often select the answer of most importance to them first

⁹ Respondents could choose up to 5 factors that were important when choosing where to take an outdoors visit from the list of responses shown in Figure 6-1. The reason mentioned first was noted

- 6.3 Factors people considered to be important when taking an outdoor visit varied between demographic groups. Women and people aged 35 to 44 were more likely to state that friends and family are important. Members of the AB socio-economic groups were more likely to cite the importance of history and heritage. People aged 16 to 24 were more likely to be motivated by calm and relaxation and people aged 65 and over were more likely to mention health and exercise.
- 6.4 Responses also varied by frequency of visits to the natural environment. Most notably, those people who had taken visits in the previous 7 days were more likely than those who had not taken visits to select as being important factors 'spending time with family' or 'obtaining physical health and exercise'. They also typically selected a wider range of factors important to them when choosing where to take an outdoors visit. Conversely, those who had not taken visits tended to select fewer of the potential options or did not know how to respond.
- 6.5 A separate series of questions investigated levels of use of Green Belt land amongst the English adult population. 58 per cent of the English adult population had visited Green Belt land during the previous 12 months. Figure 6-2 illustrates the types of visits taken.



Base: 1,754 (Fieldwork: 24th July 2009 to 11th August 2009)

Figure 6-2 Visits to Green Belt land in last 12 months¹⁰

¹⁰ 'Respondents were shown a map of England showing designated Green Belt areas and this was described as 'countryside around many of England's large towns and cities'

- 6.6 The proportions visiting Green Belt land for any of the above purposes were highest amongst those aged 35 to 44 (80 per cent) and 45 to 54 (70 per cent) and amongst members of the ABC1 social classes (75 per cent compared to 64 per cent of C2s and 56 per cent of DEs). These variations reflect general outdoor recreation trends (as recorded by MENE and other surveys).
- 6.7 Other questions found that 12% of the adult population claimed to have visited Open Access land in the previous 12 months. Higher proportions of people aged 45 to 54 (15 per cent) and 55 to 64 (17 per cent), ABC1s (15 per cent compared to 11 per cent of C2s and eight per cent of DEs) and people with a white ethnicity (13 per cent compared to six per cent of BMEs) had visited Open Access land¹¹.

Section summary – key results and implications

- 6.8 The profile of people who take part in visits to the natural environment, including visiting Green Belt and Open Access land, is similar to the profile of people who regard protecting the environment as a priority (they are more likely to be in more affluent socio-economic groups; be women; or be in the 35 to 54 age groups). The results also indicate that those people who visit most often typically considered a wider range of factors when choosing a destination. This could suggest that they are the most open to the many potential benefits of engaging with the natural environment.

¹¹ Respondents were read a definition of Open Access land and shown maps

7 Summary of conclusions

- 7.1 The MENE annual report demonstrates a positive association between the frequency of visits a person takes to the natural environment and their likelihood to undertake pro-environmental behaviours. This is further supported by elements of this report, although it does demonstrate the complexities of the relationship, and flags some interesting findings including:
- People who visit the natural environment at least once a week are more likely than those who never visit to have a positive opinion of the state of the environment in England today but are also more likely to believe that this has deteriorated over the last 10 years and are more pessimistic about the outlook for the future.
 - People who visit the natural environment at least once a week are more likely than those who visit less often or never to be concerned about climate change, carbon emissions, animals or plants becoming extinct or people using up the world's resources. These variations exist across the socio-economic spectrum.
 - People who visit the natural environment at least once a week are more likely to see its protection as the issue which must be the top priority for people and government. Conversely, those who visit less often are likely to perceive more immediate issues such as job creation as being more important than the natural environment.
 - People who take visits to the natural environment are more likely than those who do not, to have an opinion on who should be responsible for protecting the natural environment and to have personally taken positive action. Conversely people who never take visits are less likely to know what the priorities should be and who should be responsible for protecting the environment.
- 7.2 However, while larger proportions of the population would like to learn more about what they can do to protect the environment, a significant minority have less concern and do not want to find out more.
- 7.3 Some of the correlations mentioned above may exist due to the similar demographic profile of those who visit the natural environment and those who see its protection as a priority, rather than necessarily due to a strong cause and effect relationship between visiting the natural environment and increased concern for its protection. However, to some extent it may be that a higher frequency of visits to the natural environment engenders the greater levels of concern for its protection that are illustrated by these results.
- 7.4 The analysis of these correlations is restricted by limitations in the amount of data currently available both in terms of numbers of interviews and the coverage of questions. Moving forward, understanding of this area could be increased by further developing MENE and/or conducting other follow up research.
- 7.5 In 2010, recognising that people's wellbeing is influenced by the decisions of policy makers, Government decided to begin measuring national wellbeing. New evidence in this area will enable policy makers to improve those decisions. The MENE data is available for other researchers to use to explore whether there is a link between visits to the natural environment and people's happiness and wellbeing.
- 7.6 Other possible approaches to increase understanding include the following:
- Including further additional questions regarding attitudes to the environment and pro-environmental behaviours in MENE on a more regular basis. Doing so would add to the data available on this subject, which in turn would facilitate more in-depth, robust analyses of the relationships between engagement, attitudes and behaviour.

- Updating some of the areas covered in this report by including the most useful question areas in one or more waves of the survey. In particular, questions regarding the issues which concern people most, covering both environmental issues and other issues such as the economy and job security, would be valuable. In several places in this report we have speculated that the level of education has an effect on people's attitudes to the environment. Data collected in this regard could prove or disprove this speculation. It would also be interesting to further examine what actions people think should be priorities for individuals, communities and Government, as well as what people believe to be the benefits of protecting the environment.
- In any additional surveying such as the above it would be beneficial to include a greater range of profiling questions which could be used in the analysis of findings. For example, it would be particularly useful to record a respondent's highest educational qualification and to include some measures of current levels of awareness and understanding of environmental issues. Inclusion of these variables would allow for a better understanding of the factors that 'drive' levels of concern for the environment and its protection. These variables could also be used as a control in further analyses which examine the relationship between visiting the natural environment and caring for its protection.
- Understanding could also be developed through a programme of qualitative research using methods such as focus group discussions or individual in-depth interviews. These discussions could investigate how individuals engage with the natural environment through activities such as outdoor recreation, their motivations, the value they place on the natural environment and how willing they are to take action to protect it. In recruiting respondents to participate in these discussions variables such as frequency of participation in outdoor recreation, educational status and awareness of environmental issues could be taken into account. This would allow for a better understanding of how attitudes vary amongst different population groups.

Appendix 1 Details of survey waves

Table A Details of survey waves

Topic	Fieldwork dates	Sample size	Areas covered
State of the Green Belt	24 th July 2009 to 11 th August 2009	1,754	<ul style="list-style-type: none"> - Awareness of Green Belt land - Associations with Green Belt land - Attitudes to use of Green Belt land and countryside in general - Visits/use of Green Belt land - Opinions on potential future uses of Green Belt land - Interest in buying food grown or produced in local Green Belt
Marine Environment	24 th July 2009 to 28 th July 2009	898	<ul style="list-style-type: none"> - Importance of a healthy marine environment - Opinions on impacts of commercial fishing - Levels of concern regarding over-fishing - Opinions regarding potential policies to protect marine wildlife - Willingness to pay more for fish caught in more environmentally friendly ways - Opinions on who is responsible for preventing over-fishing
No charge?	24 th July 2009 to 11 th August 2009	1,754	<ul style="list-style-type: none"> - Attitudes towards the natural environment and its protection - Factors important when choosing where to take an outdoors visit
Visions 2060	21 st August to 1 st September 2009	1,775	<ul style="list-style-type: none"> - Life in England today and the future – issues of concern, including level of concern with environmental issues - Perceptions of the state of the natural environment in England today - Perceptions of the state of the natural environment in England in 50 years from now - Expectations of environmental changes occurring during next 50 years - Expectations of wildlife that may no longer exist in England in 50 years' time - Opinions on priorities for government and people to protect the environment - Attitudes towards climate change and potential future impacts/scenarios
International Year of Biodiversity (IYOB)	27 th November to 1 st December 2009	860	<ul style="list-style-type: none"> - Perception of changes in levels of biodiversity in England over last 10 years - Concerns over any potential loss of biodiversity in England - Opinions on the benefits of preventing loss of biodiversity - Attitudes and behaviours relating to wildlife and its protection - Levels of concern for UK and International endangered species
Open Access	15 th January to 26 th January 2010	1,805	<ul style="list-style-type: none"> - Recognition of Open Access logo - Awareness of Right to Roam and Open Access terms - Understanding of Open Access - Visits to Open Access land - Influence of Open Access legislation on behaviour and expectations for wider impacts of legislation

Appendix 2 Further outputs of multivariate analysis

Table B “No Charge?” – analysis of Question 1 attitude statements

Result	Key predictor	Other relevant predictors	Top population groups (i.e. more likely to provide response in result column)	Bottom population groups (i.e. less likely to provide response in result column)
<u>Strongly agree</u> with “A healthy natural environment is important for our future well being” – 46% overall	SEG ABC1C2 – 49% DE – 39%	Region Age Rural/urban area Children in household Whether CIE	ABC1C2, London/NW/NE/SE/EM, Aged 25+ - 55% ABC1C2, YH/WM/SW/EE, Rural area - 53%	DE, not the Chief Income Earner, <i>no children in home</i> – 22% (with kids=46%) C2, YH/WM/SW/EE, Urban area - 22%
<u>Strongly agree</u> with “It is more important to create jobs and wealth than to protect the natural environment” – 4% overall	SEG ABC1 – 3% C2DE – 6%	Region Ethnicity Working Status Sex Visits in last 7 days Disability	C2DE, London/WM/EM, Male, no visits in last 7 days – 15% (visited=7%) C2DE, YH/NE/SE, Retired/Student/Part Time working/not seeking work, have a disability – 12%	ABC1, White ethnicity – 3% (BME=5%) C2DE, YH/NE/SE, Retired/Student/Part Time working/not seeking work, no disability – 2%
<u>Strongly agree</u> with “Making ourselves more wealthy should not be at the expense of the natural environment” – 28% overall	SEG ABC1C2 – 30% DE – 24%	Region Visits in last 7 days	ABC1C2, NE/NW/SE/EM – 37% ABC1C2, London, visited in last 7 days – 32% (not visited = 19%)	DE – 24% ABC1C2, YH/WM/SW/EE – 25%
<u>Agree</u> with “Our natural environment is in a poorer state now than it was a few years ago” – 61% overall	Region London/SW/EM – 68% NW/NE/YE/WM/EE/SE – 52%	SEG Ethnicity Whether CIE	NW/NE/YE/WM/EE/SE, BME population – 72% London/SW/EM – 68%	NW/NE/YE/WM/EE/S E, White, AB – 44%
<u>Strongly agree</u> with “Society should do more to protect the natural environment for future generations” – 42% overall	SEG ABC1C2 – 44% DE – 37%	-	ABC1C2 – 44%	DE – 37%
<u>Strongly agree</u> with “We need a healthy natural environment to supply good food and clean water” – 46%	SEG ABC2 – 49% C1 – 47% DE – 42%	Children in household Rural/urban area Visits in last 7 days	ABC2, no children in household, live in rural area – 61% (urban=46%)	DE – 42%
<u>Agree</u> with “We place to high a priority on protecting the natural environment” - 25% overall	SEG AB – 14% C1C2 – 23% DE – 33%	Ethnicity Children in household Rural/urban area Marital status	DE, BME population – 58% (White = 29%) C2C1, BME population – 43% (White=21%)	AB, rural area – 3% AB, urban areas - 16% C1C2, white, children in household – 17%
<u>Agree</u> with “We should be more concerned with the welfare of people now rather than worrying about the future.” – 51% overall	SEG ABC1 - 44% C2DE – 57%	Marital status Age Visits in last 7 days	DE, Married/Separated/Widowed – 61%	ABC1, visits in last 7 days – 39% (not visited=50%)

Table C “Visions 2060” – analysis of question 1 priorities, question 3 state of environment today and question 4 expectations for environment in 2060

Result	Key predictor	Other relevant predictors	Top population groups (i.e. more likely to provide response in result column)	Bottom population groups (i.e. less likely to provide response in result column)
<i>‘Crime and antisocial behaviour’</i> is an issue of concern – 59% overall	Region EE/YH/SE – 68% WM/EM – 59% Lon/NE/NE/SW – 52%	Sex	EE/YH/SE, Women – 65%	Lon/NE/NE/SW, Men – 47%
<i>‘Rising unemployment’</i> is an issue of concern – 47% overall	Age 16-34 – 39% 35+ - 49%	Sex Visits in last 7 days	35+, Women, visits in last 7 days – 56% (no visits=48%)	16-34, no visits in last 7 days – 33% (no visits=44%)
<i>‘Drug abuse and addiction’</i> is an issue of concern – 46% overall	Age 16-34 – 31% 35-44 – 46% 45+ - 57%	SEG Sex	35-44, C2 – 64% 45+ - 57%	35-44, ABC1 & DE, Male – 31% (Female=46%) 16-34 – 31%
<i>‘War in Afghanistan’</i> is an issue of concern – 38% overall	Age 16-34 – 24% 35-54 – 36% 55+ - 50%	SEG	55+, ABC1C2 – 55%	16-34 – 24%
<i>‘Climate change’</i> is an issue of concern – 38% overall	SEG ABC1 – 43% C2DE – 32%	Visits in last 7 days Gender	ABC1, Visits in last 7 days – 47% (No visits=39%)	C2DE, Male – 26% (Female=36%)
<i>‘Carbon emissions from cars, planes, power stations’</i> is an issue of concern – 28% overall	SEG AB – 39% C1 – 29% C2DE – 22%	Visits in last 7 days Disability/illness Sex	C1, long standing illness or disability – 45% AB – 39%	C2DE, no visits in last 7 days – 18% (Any visits=27%)
<i>‘Animals or plants becoming extinct’</i> is an issue of concern – 27% overall	Region London/NW – 16% NE/WM/EM – 24% EE/YH/SE/SW – 34%	Sex Age Disability/illness Visits in last 7 days	EE/YH/SE/SW, Female – 39% (Male=28%) NE/WM/EM, 45+ - 34% (Under 45=13%)	NE/WM/EM, Under 45, no visits in last 7 days - 8%
<i>‘People using up the world’s resources’</i> is an issue of concern – 24% overall	Age 16-44 – 18% 45+ - 28%	SEG Visits in last 7 days Ethnicity Sex	45+, ABC1, Female – 41% (Male= 28%)	16-44, no visits in last 7 days – 14% (Any visits=22%) 16-44, visits in last 7 days, BME – 10% (White=24%)
Rate the state of the natural environment in England today as poor or terrible – 15% overall	Visits in last 7 days Any visits – 14% No visits – 17%	SEG Region Age	No visits in last 7 days, West Midlands – 22%	Visits in last 7 days, AB – 10%
Expect the state of the natural environment in 50 years to be worse than now – 62% overall	Age Under 65 – 65% 65+ - 56%	Ethnicity Region Sex Visits in last 7 days	Under 65, White, London/WM/SE - 70%	65+, no visits in last 7 days - 52% (Any visits=62%)