

YouGov / Royal Society Survey Results

Sample Size: 2312 UK Adults
Fieldwork: 27th - 28th February 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Age (2)		Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-49	50+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2312	738	541	194	812	858	1121	1191	243	955	573	541	1198	1114	1318	994	1942	113	197	60	543	372	273	754
Unweighted Sample	2312	731	552	197	952	817	1053	1259	189	1031	564	528	1220	1092	1418	894	1959	114	185	54	519	385	297	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think are the most important issues facing the UK today? Please choose up to three.

Cost of living/the economy	69	60	76	66	72	63	66	72	77	78	65	55	78	60	70	68	68	75	70	79	68	68	70	68
Health/the NHS	65	61	76	70	75	61	56	73	57	63	66	71	62	68	67	63	65	61	68	69	65	63	58	68
Immigration and Asylum	35	60	18	17	17	60	37	33	16	25	41	55	23	48	29	43	37	28	27	15	40	41	30	35
Housing	20	11	28	20	21	13	21	20	32	26	15	11	27	13	22	19	19	21	31	22	15	16	34	18
The environment	19	11	23	33	27	10	20	18	30	20	16	15	22	15	22	15	19	17	18	28	15	19	19	21
Crime	18	25	13	10	11	26	20	16	10	18	20	20	16	20	17	19	19	14	13	8	19	21	26	16
Defence and security	15	26	9	21	12	23	18	12	2	9	20	24	8	22	14	16	15	22	7	5	14	15	12	18
Education	12	7	15	16	17	7	9	14	13	14	11	7	14	9	14	9	11	10	11	23	12	13	9	11
Britain leaving the EU	12	5	13	28	21	5	13	11	12	9	17	12	10	14	13	11	12	8	17	17	12	11	14	11
Welfare benefits	6	5	9	3	5	7	7	6	7	8	7	3	8	5	5	8	7	5	6	4	8	6	5	7
Pensions	5	8	3	1	4	8	5	6	2	3	7	10	2	8	5	6	5	8	2	5	6	5	3	6
Transport	4	3	4	4	2	3	5	2	9	3	2	3	5	2	5	2	4	4	3	2	3	3	6	3
Coronavirus (COVID-19)/pandemics	1	1	1	0	1	1	1	1	2	1	1	1	1	1	1	2	1	2	0	0	1	1	1	1
None of these	0	1	0	0	0	0	1	0	0	1	0	0	1	0	1	0	0	0	1	0	0	0	0	0
Don't know	1	0	0	1	1	1	2	1	3	2	1	0	2	1	1	2	1	4	2	5	2	1	0	1

Thinking about the environment specifically in the UK, which of the following, if any, do you think are the most important issues right now? Please tick up to three.

Water quality in rivers and lakes	42	46	51	49	49	46	44	39	19	37	50	51	33	50	43	40	42	54	33	36	41	40	41	44
Plastic waste	41	45	40	45	42	42	40	42	38	40	40	46	39	43	40	42	41	34	41	46	42	40	36	43
Burning fossil fuels	26	17	36	39	37	15	29	23	36	31	21	18	32	20	31	20	25	18	34	37	22	24	31	26
Building on green spaces	25	35	18	24	19	35	23	27	23	20	27	34	21	30	25	26	27	23	15	11	29	27	17	28
Air pollution	22	17	26	25	25	16	21	23	30	26	18	17	27	17	23	21	22	24	23	16	19	18	34	22
Nature loss	19	20	19	25	20	20	18	19	15	18	23	17	18	20	19	19	18	29	19	10	17	19	16	20
Food waste	17	16	16	12	16	16	15	20	21	16	18	17	17	17	17	17	17	10	19	31	16	19	19	16
Overconsumption	14	11	17	17	19	9	13	16	21	16	13	10	17	11	17	11	14	13	19	20	14	12	12	15
Deforestation	13	15	11	11	12	13	12	13	16	12	10	15	13	12	11	14	13	10	14	6	15	15	7	12
Use of pesticides or herbicides	11	13	10	13	11	13	9	7	6	15	17	7	7	16	10	13	12	11	8	4	10	14	13	11
Noise pollution	4	3	3	5	3	5	5	3	7	3	4	4	4	4	4	4	4	5	3	2	4	3	8	3
High meat diets	4	2	5	6	6	2	4	4	4	5	4	2	5	3	4	3	4	3	5	3	3	4	4	4
Overfishing	4	4	2	4	3	4	4	3	3	4	4	3	3	4	3	4	4	4	4	3	4	2	5	3
Light pollution	2	3	2	1	1	2	2	2	5	2	1	2	3	2	2	2	3	0	2	0	3	1	5	2
Use of fertiliser	2	2	1	4	3	2	3	2	2	2	2	3	2	2	2	2	2	0	3	4	2	3	3	2
Other	1	2	1	1	1	1	1	1	1	2	1	1	2	1	1	1	1	3	1	1	1	1	2	1
Don't know	7	4	6	3	5	5	5	8	7	8	7	4	8	5	6	7	6	8	8	6	6	9	6	5
Not applicable – there are no important issues with regards to the environment in the UK right now	5	4	5	0	2	7	6	3	3	6	3	5	5	4	3	7	5	5	3	12	7	3	5	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your local area, do you think the following environmental issues have got better or worse in the past 5 years, or have they stayed the same?

Protection from extreme weather

Much better	1	1	0	0	1	0	1	0	2	1	1	0	1	0	1	1	1	1	2	0	1	1	1	0
Slightly better	4	5	3	3	5	3	5	4	11	5	3	2	6	3	5	4	4	7	6	10	3	4	5	4
TOTAL BETTER	5	6	3	3	6	3	6	4	13	6	4	2	7	3	6	5	5	8	8	10	4	5	6	4
About the same	39	48	33	32	35	46	43	35	33	35	42	44	35	43	36	41	38	37	42	37	42	38	38	36
Slightly worse	25	23	29	32	27	23	23	27	29	26	23	25	27	24	27	23	25	28	27	25	20	22	26	30
Much worse	16	14	19	20	21	15	16	17	10	15	19	18	14	18	17	14	17	16	12	14	17	19	14	16
TOTAL WORSE	41	37	48	52	48	38	39	44	39	41	42	43	41	42	44	37	42	44	39	39	37	41	40	46
Don't know	15	10	15	13	12	12	13	16	15	18	12	12	18	12	14	17	16	11	10	14	18	16	15	14

Noise Pollution

Much better	1	1	1	0	1	0	2	0	2	1	0	0	1	0	1	1	1	2	2	0	1	0	3	0
Slightly better	4	3	5	3	4	3	4	4	9	4	3	2	5	3	4	4	3	8	5	9	3	3	5	4
TOTAL BETTER	5	4	6	3	5	3	6	4	11	5	3	2	6	3	5	5	4	10	7	9	4	3	8	4
About the same	42	49	40	45	45	45	43	41	30	39	44	49	38	46	42	41	39	56	55	48	44	38	36	38
Slightly worse	27	28	29	30	28	27	27	26	30	27	26	26	28	26	28	25	28	18	19	23	26	28	26	31
Much worse	15	14	16	13	15	16	16	15	16	14	17	16	14	16	15	16	17	7	9	13	15	18	23	15
TOTAL WORSE	42	42	45	43	43	43	41	46	41	43	42	42	42	42	43	41	45	25	28	36	41	46	49	46
Don't know	11	6	9	9	8	8	9	13	13	14	9	8	14	8	10	13	11	9	10	7	12	12	8	12

Air pollution

Much better	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	4	0	0	2	1	1
Slightly better	7	7	7	10	8	6	8	6	11	6	7	7	7	7	7	7	6	9	11	10	5	6	12	5
TOTAL BETTER	8	8	7	11	9	7	9	7	12	7	8	8	8	8	8	8	7	10	15	10	5	8	13	6
About the same	37	47	31	27	34	44	40	34	22	35	40	43	32	42	36	37	35	47	42	46	40	34	29	35
Slightly worse	27	26	31	30	32	25	28	27	33	28	25	26	29	26	29	26	28	29	24	24	30	28	23	28
Much worse	15	11	19	18	14	14	13	18	22	15	16	13	16	15	15	16	17	6	8	14	12	17	23	17
TOTAL WORSE	42	37	50	48	46	39	41	45	55	43	41	39	45	41	44	42	45	35	32	38	42	45	46	45
Don't know	13	8	12	13	11	10	10	15	12	16	10	10	15	10	12	13	13	8	11	6	13	14	11	14

Light pollution

Much better	1	1	0	3	1	1	1	1	1	2	1	1	1	1	1	2	1	3	2	0	1	1	2	1
Slightly better	6	8	4	7	6	6	7	5	7	6	5	6	6	6	6	5	5	13	6	8	4	5	5	7
TOTAL BETTER	7	9	4	10	7	7	8	6	8	8	6	7	7	7	7	7	6	16	8	8	5	6	7	8
About the same	42	49	38	46	43	46	45	40	34	39	42	51	38	46	41	44	41	50	50	43	42	36	41	42
Slightly worse	23	20	28	20	24	23	24	22	28	24	25	18	25	21	24	23	24	13	20	19	24	25	25	24
Much worse	12	12	12	14	12	11	12	11	12	10	14	11	11	13	12	11	13	4	6	9	12	16	14	11
TOTAL WORSE	35	32	40	34	36	34	36	33	40	34	39	29	36	34	36	34	37	17	26	28	36	41	39	35
Don't know	16	10	18	10	14	13	11	21	17	19	14	13	18	13	16	16	16	17	16	20	16	18	13	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Road traffic																								
Much better	1	1	0	0	0	0	1	1	1	1	0	0	1	0	1	0	1	1	2	0	0	1	2	0
Slightly better	3	2	4	2	4	2	4	3	7	5	2	1	5	2	4	2	3	3	7	7	3	1	5	3
TOTAL BETTER	4	3	4	2	4	2	5	4	8	6	2	1	6	2	5	2	4	4	9	7	3	2	7	3
About the same	19	19	19	20	20	17	19	19	21	21	18	16	21	17	19	19	17	25	33	20	20	16	27	13
Slightly worse	32	32	33	38	34	31	34	31	31	31	34	33	31	33	33	31	33	35	26	37	33	33	26	34
Much worse	39	45	38	36	36	48	37	41	33	34	42	46	34	44	38	40	41	35	26	32	36	44	36	44
TOTAL WORSE	71	77	71	74	70	79	71	72	64	65	76	79	65	77	71	71	74	70	52	69	69	77	62	78
Don't know	6	2	7	5	5	3	5	6	8	8	4	3	8	4	5	7	6	2	7	4	7	5	5	6
Loss of natural habitats																								
Much better	1	1	0	0	0	0	1	1	3	1	0	0	1	0	1	0	0	1	0	7	0	0	2	0
Slightly better	4	3	6	5	6	2	5	3	10	5	3	2	6	3	5	3	4	11	5	2	3	3	7	4
TOTAL BETTER	5	4	6	5	6	2	6	4	13	6	3	2	7	3	6	3	4	12	5	9	3	3	9	4
About the same	25	29	23	22	27	25	28	23	21	26	26	27	25	26	24	28	23	40	40	25	28	19	27	21
Slightly worse	33	36	35	36	33	34	35	32	34	33	32	35	34	33	36	30	34	26	26	35	30	38	29	38
Much worse	24	25	23	26	22	29	20	27	17	19	29	28	19	29	22	25	25	15	15	19	24	28	21	26
TOTAL WORSE	57	61	58	62	55	63	55	59	51	52	61	63	53	62	58	55	59	41	41	54	54	66	50	64
Don't know	13	8	13	10	12	9	12	14	15	17	9	9	16	9	12	13	13	7	14	12	15	12	14	12
Pesticide/fertiliser usage																								
Much better	0	1	0	0	1	0	1	0	1	1	0	0	1	0	0	1	0	1	0	0	0	0	1	1
Slightly better	5	8	4	7	6	6	5	6	6	4	6	6	5	6	5	6	5	8	5	1	4	5	6	6
TOTAL BETTER	5	9	4	7	7	6	6	6	7	5	6	6	6	6	5	7	5	9	5	1	4	5	7	7
About the same	31	38	28	29	28	36	34	28	29	29	33	33	29	33	31	31	30	41	36	31	33	26	32	28
Slightly worse	13	11	12	20	14	11	15	11	13	11	14	13	12	13	13	12	13	12	8	18	10	12	13	15
Much worse	8	6	9	6	9	8	9	7	7	8	9	8	8	9	7	9	8	6	4	12	8	9	8	8
TOTAL WORSE	21	17	21	26	23	19	24	18	20	19	23	21	20	22	20	21	21	18	12	30	18	21	21	23
Don't know	43	36	47	39	43	39	36	49	45	47	37	40	46	38	44	41	43	32	46	37	44	48	40	41
Invasive species																								
Much better	1	1	0	0	1	0	1	0	1	1	0	0	1	0	1	0	1	0	0	0	1	0	2	0
Slightly better	3	2	3	3	3	1	3	2	9	2	3	1	4	2	3	2	2	5	6	0	1	2	3	3
TOTAL BETTER	4	3	3	3	4	1	4	2	10	3	3	1	5	2	4	2	3	5	6	0	2	2	5	3
About the same	34	35	33	32	32	36	38	30	31	33	36	34	33	35	33	35	32	45	41	50	35	33	33	29
Slightly worse	16	20	14	18	15	18	17	15	18	12	18	19	13	19	16	17	17	17	12	10	14	17	17	18
Much worse	7	8	7	9	7	8	8	6	3	6	8	9	5	9	7	7	7	4	6	7	6	9	8	7
TOTAL WORSE	23	28	21	27	22	26	25	21	21	18	26	28	18	28	23	24	24	21	18	17	20	26	25	25
Don't know	40	35	44	38	42	36	32	47	37	46	35	36	44	35	41	38	41	29	34	33	43	39	37	42
Pathogens (organisms that cause disease)																								
Much better	1	1	0	0	1	0	1	1	2	1	0	0	1	0	1	1	1	2	1	0	1	1	1	1
Slightly better	3	2	3	3	3	2	4	3	9	4	1	2	5	1	4	2	3	3	3	7	4	2	6	3
TOTAL BETTER	4	3	3	3	4	2	5	4	11	5	1	2	6	1	5	3	4	5	4	7	5	3	7	4
About the same	29	35	26	29	29	32	33	25	22	28	32	30	27	31	29	29	28	41	32	25	31	28	28	26
Slightly worse	18	18	19	25	19	19	20	17	23	16	21	18	17	19	17	20	19	16	12	25	16	17	21	21
Much worse	12	9	14	12	14	10	14	13	12	11	12	12	12	12	12	11	12	7	13	13	11	14	14	11
TOTAL WORSE	30	27	33	37	33	29	30	31	36	28	32	30	29	31	29	31	31	23	25	38	27	31	35	32
Don't know	37	35	38	32	35	37	32	41	30	39	35	38	37	36	37	36	37	31	39	29	37	40	30	38

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much of an impact, if any, do you think each of the following groups can have on tackling nature loss (i.e. the proportion of plant and animal species that have become extinct)?

UK Government

A great deal	43	30	55	55	51	32	45	42	59	49	43	27	51	35	47	39	43	47	42	42	38	45	50	44
A fair amount	27	32	26	28	29	29	25	29	21	26	27	32	25	30	29	25	27	22	29	31	28	26	24	28
TOTAL A GREAT DEAL / FAIR AMOUNT	70	62	81	83	80	61	70	71	80	75	70	59	76	65	76	64	70	69	71	73	66	71	74	72
Not very much	16	23	11	11	12	22	17	15	11	12	16	25	12	20	14	19	16	19	16	10	16	18	14	16
None at all	5	8	4	3	3	9	6	5	4	4	6	9	4	7	5	7	5	4	6	5	7	5	6	4
TOTAL NOT VERY MUCH / NONE AT ALL	21	31	15	14	15	31	23	20	15	16	22	34	16	27	19	26	21	23	22	15	23	23	20	20
Don't know	8	7	4	2	5	9	6	9	5	9	8	7	8	8	6	11	8	9	6	11	11	6	6	7

Local Government

A great deal	26	21	31	30	32	21	25	27	26	31	27	16	30	22	28	24	26	32	28	23	23	25	31	26
A fair amount	39	34	45	46	42	34	39	39	45	42	35	35	42	35	41	36	39	29	39	44	38	40	38	41
TOTAL A GREAT DEAL / FAIR AMOUNT	65	55	76	76	74	55	64	66	71	73	62	51	72	57	69	60	65	61	67	67	61	65	69	67
Not very much	21	28	17	17	17	25	21	20	19	14	22	31	15	26	20	21	21	18	21	15	22	22	17	21
None at all	6	9	2	3	2	10	7	5	3	4	7	9	3	8	5	7	6	9	6	3	6	6	6	5
TOTAL NOT VERY MUCH / NONE AT ALL	27	37	19	20	19	35	28	25	22	18	29	40	18	34	25	28	27	27	27	18	28	28	23	26
Don't know	9	8	5	3	5	9	8	9	7	9	9	8	9	9	6	12	9	13	6	15	12	8	8	7

Small or medium-sized businesses (fewer than 250 employees)

A great deal	7	5	8	8	9	6	8	6	7	9	6	5	9	6	7	8	7	11	7	14	7	5	9	7
A fair amount	34	29	41	42	40	27	30	37	43	35	34	29	36	31	35	32	34	29	32	35	34	31	36	36
TOTAL A GREAT DEAL / FAIR AMOUNT	41	34	49	50	49	33	38	43	50	44	40	34	45	37	42	40	41	40	39	49	41	36	45	43
Not very much	40	45	39	40	38	43	43	37	38	38	42	44	38	43	42	37	40	39	45	24	37	44	37	42
None at all	7	10	3	6	4	11	8	6	4	6	7	10	6	8	6	8	6	10	9	15	8	6	8	5
TOTAL NOT VERY MUCH / NONE AT ALL	47	55	42	46	42	54	51	43	42	44	49	54	44	51	48	45	46	49	54	39	45	50	45	47
Don't know	12	12	9	5	8	13	10	13	8	12	12	12	11	12	9	15	12	11	7	13	14	14	10	10

Sample Size: 2312 UK Adults
Fieldwork: 27th - 28th February 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Age (2)		Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-49	50+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	2312	738	541	194	812	858	1121	1191	243	955	573	541	1198	1114	1318	994	1942	113	197	60	543	372	273	754	
Unweighted Sample	2312	731	552	197	952	817	1053	1259	189	1031	564	528	1220	1092	1418	894	1959	114	185	54	519	385	297	758	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Large businesses/corporations (more than 250 employees)

A great deal	27	20	36	33	34	20	27	28	36	33	22	20	33	21	30	24	28	25	26	23	27	24	32	29
A fair amount	36	33	38	42	39	33	35	36	38	36	37	33	36	35	37	33	36	40	32	40	35	36	35	36
TOTAL A GREAT DEAL / FAIR AMOUNT	63	53	74	75	73	53	62	64	74	69	59	53	69	56	67	57	64	65	58	63	62	60	67	65
Not very much	20	28	15	17	15	26	22	19	15	16	25	25	16	25	20	21	20	15	30	21	18	21	20	20
None at all	6	8	4	3	3	9	7	5	5	5	5	10	5	8	5	7	6	6	5	6	7	6	6	5
TOTAL NOT VERY MUCH / NONE AT ALL	26	36	19	20	18	35	29	24	20	21	30	35	21	33	25	28	26	21	35	27	25	27	26	25
Don't know	11	11	7	5	8	12	9	12	7	11	11	11	10	11	7	15	11	14	7	11	14	12	8	9

Farmers

A great deal	27	25	28	37	33	24	29	26	25	25	30	29	25	29	28	26	27	28	28	31	24	25	33	28
A fair amount	49	53	52	48	50	51	46	51	47	49	50	48	48	49	50	46	49	46	51	42	48	52	44	49
TOTAL A GREAT DEAL / FAIR AMOUNT	76	78	80	85	83	75	75	77	72	74	80	77	73	78	78	72	76	74	79	73	72	77	77	77
Not very much	14	13	11	13	10	14	14	13	18	13	12	14	14	13	14	13	14	13	10	12	15	13	13	14
None at all	2	2	1	0	1	3	2	1	2	2	2	2	2	2	1	3	2	3	4	0	2	1	3	1
TOTAL NOT VERY MUCH / NONE AT ALL	16	15	12	13	11	17	16	14	20	15	14	16	16	15	15	16	16	16	14	12	17	14	16	15
Don't know	9	7	7	1	6	8	8	10	9	11	7	7	11	7	6	13	9	10	7	15	12	8	7	8

Nature charities (e.g. National Trust, RSPB, Wildlife Trust)

A great deal	27	25	29	33	30	25	26	29	36	27	26	26	29	26	29	25	27	30	34	22	25	25	28	28
A fair amount	49	49	53	56	53	48	47	51	44	49	52	47	48	50	51	47	50	43	45	49	49	54	50	48
TOTAL A GREAT DEAL / FAIR AMOUNT	76	74	82	89	83	73	73	80	80	76	78	73	77	76	80	72	77	73	79	71	74	79	78	76
Not very much	13	16	12	8	10	15	15	10	11	11	12	16	11	14	13	13	13	13	11	13	12	11	13	14
None at all	3	3	2	1	1	4	3	2	2	3	3	3	3	3	2	4	2	7	3	4	3	2	2	2
TOTAL NOT VERY MUCH / NONE AT ALL	16	19	14	9	11	19	18	12	13	14	15	19	14	17	15	17	15	20	14	17	15	13	15	16
Don't know	8	7	4	2	5	8	9	8	7	10	7	7	9	7	6	12	8	7	7	12	11	7	7	7

Researchers/Scientists

A great deal	26	22	29	28	29	22	25	26	29	30	23	20	30	21	27	23	25	32	30	28	24	25	27	25
A fair amount	46	44	49	54	50	42	44	48	47	47	47	43	47	45	48	44	47	35	49	38	42	47	51	49
TOTAL A GREAT DEAL / FAIR AMOUNT	72	66	78	82	79	64	69	74	76	77	70	63	77	66	75	67	72	67	79	66	66	72	78	74
Not very much	16	19	15	13	13	19	19	13	13	12	18	21	12	20	16	16	16	15	12	18	17	16	14	16
None at all	3	5	1	1	1	6	5	2	1	2	3	6	2	4	2	4	3	7	3	3	5	2	3	2
TOTAL NOT VERY MUCH / NONE AT ALL	19	24	16	14	14	25	24	15	14	14	21	27	14	24	18	20	19	22	15	21	22	18	17	18
Don't know	9	9	6	3	6	10	8	10	9	9	9	10	9	9	7	13	9	11	6	13	12	10	6	8

Individual members of the public

A great deal	12	11	13	12	11	13	12	11	7	13	9	13	12	11	11	12	11	16	13	9	10	12	14	11
A fair amount	34	34	37	34	38	34	31	36	30	32	37	34	32	36	35	32	33	36	33	34	33	34	31	34
TOTAL A GREAT DEAL / FAIR AMOUNT	46	45	50	46	49	47	43	47	37	45	46	47	44	47	46	44	44	52	46	43	43	46	45	45
Not very much	40	41	38	47	40	37	41	38	49	37	42	38	39	40	42	37	40	32	40	45	36	40	40	42
None at all	6	7	6	4	5	7	9	5	7	7	4	7	7	6	5	8	6	6	9	1	7	5	7	6
TOTAL NOT VERY MUCH / NONE AT ALL	46	48	44	51	45	44	50	43	56	44	46	45	46	46	47	45	46	38	49	46	43	45	47	48
Don't know	9	8	6	2	5	9	8	10	8	10	8	8	10	8	6	12	9	10	4	11	13	9	9	7

Sample Size: 2312 UK Adults
Fieldwork: 27th - 28th February 2024

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Age (2)		Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-49	50+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2312	738	541	194	812	858	1121	1191	243	955	573	541	1198	1114	1318	994	1942	113	197	60	543	372	273	754
Unweighted Sample	2312	731	552	197	952	817	1053	1259	189	1031	564	528	1220	1092	1418	894	1959	114	185	54	519	385	297	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Public figures/celebrities																								
A great deal	12	11	11	14	14	11	11	14	14	13	13	11	13	12	13	12	12	15	14	17	12	12	13	12
A fair amount	35	30	41	43	41	28	32	37	41	37	34	29	38	31	37	32	35	32	31	33	32	35	33	38
TOTAL A GREAT DEAL / FAIR AMOUNT	47	41	52	57	55	39	43	51	55	50	47	40	51	43	50	44	47	47	45	50	44	47	46	50
Not very much	31	35	33	30	31	33	33	30	28	29	32	35	29	33	32	30	31	31	36	23	27	33	33	32
None at all	12	15	9	8	7	19	15	9	8	10	12	17	10	14	11	14	12	14	14	10	15	11	13	10
TOTAL NOT VERY MUCH / NONE AT ALL	43	50	42	38	38	52	48	39	36	39	44	52	39	47	43	44	43	45	50	33	42	44	46	42
Don't know	10	8	6	4	7	9	9	11	9	11	9	9	10	9	7	13	10	7	5	17	13	10	8	9
Nature itself																								
A great deal	19	19	19	20	19	19	21	17	16	21	18	19	20	18	18	20	18	28	24	20	16	19	21	18
A fair amount	37	42	34	41	36	42	35	39	34	31	40	46	32	43	39	34	37	32	39	34	36	38	36	38
TOTAL A GREAT DEAL / FAIR AMOUNT	56	61	53	61	55	61	56	56	50	52	58	65	52	61	57	54	55	60	63	54	52	57	57	56
Not very much	25	22	29	27	28	21	25	25	29	25	26	22	26	24	27	22	25	25	23	23	27	27	24	24
None at all	5	4	5	4	4	4	6	4	7	6	3	2	6	3	4	5	5	3	4	11	5	3	7	4
TOTAL NOT VERY MUCH / NONE AT ALL	30	26	34	31	32	25	31	29	36	31	29	24	32	27	31	27	30	28	27	34	32	30	31	28
Don't know	14	12	13	7	12	14	12	16	15	17	13	11	16	12	12	18	15	12	9	12	17	13	13	15
Community and volunteer organisations (e.g. local allotments, Friends of Parks Association)																								
A great deal	15	16	14	19	16	16	14	17	14	16	13	19	15	16	16	15	14	23	22	9	14	13	14	16
A fair amount	51	51	54	58	56	50	48	53	52	49	55	49	50	52	52	49	52	44	42	48	49	54	51	54
TOTAL A GREAT DEAL / FAIR AMOUNT	66	67	68	77	72	66	62	70	66	65	68	68	65	68	68	64	66	67	64	57	63	67	65	70
Not very much	22	22	25	19	21	22	27	18	25	22	23	22	22	22	24	21	22	21	26	31	22	22	26	21
None at all	2	2	2	1	1	3	3	2	2	3	2	2	3	2	2	3	2	2	2	8	4	2	1	1
TOTAL NOT VERY MUCH / NONE AT ALL	24	24	27	20	22	25	30	20	27	25	25	24	25	24	26	24	24	23	28	39	26	24	27	22
Don't know	9	9	6	2	6	9	8	10	7	11	8	9	10	8	7	12	9	11	7	4	12	10	8	8

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.