

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

Changing the subject...To what extent do you agree or disagree with the following statement? (Please select the option that best applies)"I would like to be more connected with nature"

Unweighted base	2159	1052	1107	230	314	395	363	857	1264	895
Base: All UK Adults	2159	1047	1112	240	321	397	377	824	1231	928
Strongly agree	26%	24%	28%	31%	31%	31%	27%	19%	26%	26%
			A	G	G	G	G			
Tend to agree	42%	41%	43%	47%	46%	42%	39%	39%	45%	37%
				G					I	
Neither agree nor disagree	26%	28%	24%	14%	16%	21%	27%	35%	23%	29%
							C.D.E	C.D.E.F		H
Tend to disagree	4%	5%	4%	5%	5%	4%	4%	4%	4%	5%
Strongly disagree	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%
Don't know	1%	1%	0%	1%	2%	1%	1%	0%	0%	1%
		B			G					H
Net: Agree	67%	64%	70%	78%	76%	73%	66%	59%	71%	63%
			A	F.G	F.G	F.G	G		I	
Net: Disagree	6%	7%	5%	7%	6%	6%	6%	6%	5%	7%

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UK18 Sample: 30th - 31st January 2024

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

Thinking about your day-to-day relationship with nature...  
Would you say you feel connected to nature? (Please select the option that best applies)

Unweighted base	2159	1052	1107	230	314	395	363	857	1264	895
Base: All UK Adults	2159	1047	1112	240	321	397	377	824	1231	928
Yes, I feel connected to nature	52%	51%	53%	43%	44%	45%	52%	61%	53%	50%
No, I don't feel connected to nature	33%	34%	32%	44%	43%	42%	33%	22%	34%	33%
Don't know/ not sure	15%	15%	15%	13%	13%	13%	15%	17%	13%	17%
				F.G	F.G	F.G	G	C.D.E	C.D.E.F	H

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G, H/I, J/K/L/M/N/O/P/Q/R,

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UK18 Sample: 30th - 31st January 2024

Total	Government Region (1/2)							
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East
	S	T	U	V	W	X	Y	Z

Changing the subject...To what extent do you agree or disagree with the following statement? (Please select the option that best applies)"I would like to be more connected with nature"

Unweighted base	2159	82	252	169	157	182	200	284	296
Base: All UK Adults	2159	82	252	169	161	186	197	283	288
Strongly agree	26%	24% *	26%	25%	21%	25%	24%	31% V.AC	27%
Tend to agree	42%	45% *	41%	47%	44%	41%	44%	42%	38%
Neither agree nor disagree	26%	26% *	28% Y	21%	26%	29% Y	26%	20%	28% Y
Tend to disagree	4%	2% *	2%	3%	6% T	4%	5%	4%	4%
Strongly disagree	2%	1% *	2%	2%	1%	1%	1%	1%	2%
Don't know	1%	1% *	2%	-	1%	-	1%	1%	1%
Net: Agree	67%	69% *	66%	73%	66%	66%	68%	73% AD	66%
Net: Disagree	6%	4% *	4%	6%	8%	6%	6%	6%	6%

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Government Region (1/2)							
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East
	S	T	U	V	W	X	Y	Z

Thinking about your day-to-day relationship with nature...  
Would you say you feel connected to nature? (Please select the option that best applies)

Unweighted base	2159	82	252	169	157	182	200	284	296
Base: All UK Adults	2159	82	252	169	161	186	197	283	288
Yes, I feel connected to nature	52%	54% *	54%	50%	49%	46%	51%	53%	49%
No, I don't feel connected to nature	33%	26% *	33% AA	37% AA	33%	39% S.AA.AD	38% AA	33% AA	35% AA
Don't know/ not sure	15%	20% *	13%	13%	19% X	15%	11%	15%	17%

Cell Contents (C/S/T/U/V/W/X/Y/Z/AA/AB/AC/AD/AE, AF/AG/AH/AI/AJ/AK/AL, AM/AN/AO/AP/AQ, AR/AS/AT/AU/AV/AW, AX/AY/AZ/BA/BB/BC/BD/BE, B

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Government Region (2/2)				
	South West	England (NET)	Wales	Scotland	Northern Ireland
	AA	AB	AC	AD	AE

Changing the subject...To what extent do you agree or disagree with the following statement? (Please select the option that best applies)"I would like to be more connected with nature"

Unweighted base	2159	199	1821	100	179	59
Base: All UK Adults	2159	198	1816	104	181	58
Strongly agree	26%	28%	26%	20% *	24%	24% *
Tend to agree	42%	39%	42%	43% *	40%	38% *
Neither agree nor disagree	26%	27%	26% Y	32% Y*	28%	23% *
Tend to disagree	4%	5%	4%	3% *	6% T	7% *
Strongly disagree	2%	1%	1%	3% *	2%	7% T.V.W.X.Y.Z.AA.AB.
Don't know	1%	1%	1%	- *	1%	2% *
Net: Agree	67%	67%	68%	63% *	64%	61% *
Net: Disagree	6%	6%	6%	6% *	8%	14% S.T.U.W.X.Y.Z.AA./

# Purpose Disruptors

## Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Government Region (2/2)				
	South West	England (NET)	Wales	Scotland	Northern Ireland
	AA	AB	AC	AD	AE

Thinking about your day-to-day relationship with nature...  
 Would you say you feel connected to nature? (Please select the option that best applies)

	Unweighted base	South West	England (NET)	Wales	Scotland	Northern Ireland
	2159	199	1821	100	179	59
	<b>Base: All UK Adults</b>	<b>198</b>	<b>1816</b>	<b>104</b>	<b>181</b>	<b>58</b>
Yes, I feel connected to nature	52%	63%	52%	50%	55%	45%
		W.X.Y.Z.AB.AC.AE		*		*
No, I don't feel connected to nature	33%	24%	33%	36%	29%	38%
			AA	AA*		AA*
Don't know/ not sure	15%	13%	15%	14%	16%	17%
				*		*

Cell Contents (CF/BG/BH/BI/BJ/BK/BL/BM/BN/BO, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	AF	AG	AH	AI	AJ	AK	AL

Changing the subject...To what extent do you agree or disagree with the following statement? (Please select the option that best applies)"I would like to be more connected with nature"

Unweighted base	2159	959	294	1253	88	540	78	200
Base: All UK Adults	2159	976	301	1277	91	499	83	208
Strongly agree	26%	27%	30%	28%	29%	18%	26%	28%
		AJ	AJ	AJ	AJ*		*	AJ
Tend to agree	42%	44%	42%	43%	51%	37%	43%	37%
		AJ		AJ	AJ.AL*		*	
Neither agree nor disagree	26%	22%	23%	22%	13%	39%	27%	25%
					*	AF.AG.AH.AI.AL	AI*	AI
Tend to disagree	4%	5%	3%	4%	5%	5%	1%	6%
					*		*	
Strongly disagree	2%	2%	2%	2%	1%	1%	3%	1%
		AD*			*		*	
Don't know	1%	1%	1%	1%	-	1%	-	3%
					*		*	AF.AH.AJ
Net: Agree	67%	71%	72%	71%	81%	55%	69%	65%
		AJ	AJ	AJ	AJ.AL*		AJ*	AJ
Net: Disagree	6%	7%	5%	6%	6%	6%	4%	7%
		AB*			*		*	

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	AF	AG	AH	AI	AJ	AK	AL

Thinking about your day-to-day relationship with nature...  
Would you say you feel connected to nature? (Please select the option that best applies)

Unweighted base	2159	959	294	1253	88	540	78	200
Base: All UK Adults	2159	976	301	1277	91	499	83	208
Yes, I feel connected to nature	52%	48%	55%	50%	39%	62%	44%	47%
			AF.AH.AI	AF.AI	*	AF.AH.AI.AK.AL	*	
No, I don't feel connected to nature	33%	39%	31%	37%	49%	20%	37%	33%
		AG.AH.AJ	AJ	AG.AJ	AG.AH.AJ.AL*		AJ*	AJ
Don't know/ not sure	15%	13%	14%	13%	12%	17%	19%	21%
					*	AF.AH	*	AF.AG.AH

Cell Contents (C)



# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Marital Status				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
	AM	AN	AO	AP	AQ

Changing the subject...To what extent do you agree or disagree with the following statement? (Please select the option that best applies)"I would like to be more connected with nature"

Unweighted base	2159	981	269	178	74	630
Base: All UK Adults	2159	966	272	176	69	647
Strongly agree	26%	23%	25%	26%	23%	30%
					*	AM
Tend to agree	42%	41%	49%	36%	37%	41%
			AM.AO.AQ		*	
Neither agree nor disagree	26%	30%	19%	32%	38%	21%
		AN.AQ		AN.AQ	AN.AQ*	
Tend to disagree	4%	4%	5%	3%	-	5%
			AP		*	AP
Strongly disagree	2%	2%	0%	2%	2%	2%
					*	
Don't know	1%	0%	1%	1%	-	2%
					*	AM
Net: Agree	67%	64%	74%	62%	61%	70%
			AM.AO.AP		*	AM.AO
Net: Disagree	6%	6%	6%	5%	2%	7%
					*	

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Marital Status				
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
	AM	AN	AO	AP	AQ

Thinking about your day-to-day relationship with nature...  
Would you say you feel connected to nature? (Please select the option that best applies)

Unweighted base	2159	981	269	178	74	630
Base: All UK Adults	2159	966	272	176	69	647
Yes, I feel connected to nature	52%	56%	49%	56%	61%	44%
		AN.AQ		AQ	AQ*	
No, I don't feel connected to nature	33%	29%	38%	28%	19%	41%
			AM.AO.AP		*	AM.AO.AP
Don't know/ not sure	15%	15%	13%	16%	21%	14%
					*	

Cell Contents (C)

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	AR	AS	AT	AU	AV	AW

Changing the subject...To what extent do you agree or disagree with the following statement? (Please select the option that best applies)"I would like to be more connected with nature"

Unweighted base	2159	1480	309	218	92	619	60
Base: All UK Adults	2159	1466	317	222	94	633	60
Strongly agree	26%	24%	26%	33%	33%	29%	29%
				AR	AR*	AR.AS	*
Tend to agree	42%	41%	42%	40%	49%	43%	42%
					*		*
Neither agree nor disagree	26%	28%	25%	19%	14%	21%	16%
		AT.AU.AV.AW	AU.AV		*		*
Tend to disagree	4%	4%	5%	3%	2%	4%	6%
					*		*
Strongly disagree	2%	2%	2%	3%	1%	2%	-
					*		*
Don't know	1%	1%	1%	1%	-	1%	7%
					*		AR.AS.AT.AU.AV
Net: Agree	67%	65%	68%	73%	82%	72%	71%
				AR	AR.AS.AV*	AR.AS	*
Net: Disagree	6%	6%	7%	6%	3%	6%	6%
					*		*

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	AR	AS	AT	AU	AV	AW

Thinking about your day-to-day relationship with nature...  
Would you say you feel connected to nature? (Please select the option that best applies)

Unweighted base	2159	1480	309	218	92	619	60
Base: All UK Adults	2159	1466	317	222	94	633	60
Yes, I feel connected to nature	52%	53%	49%	48%	58%	50%	37%
		AW			AW*		*
No, I don't feel connected to nature	33%	31%	37%	40%	36%	38%	38%
			AR	AR	*	AR	*
Don't know/ not sure	15%	16%	14%	13%	6%	12%	25%
		AU	AU		*	AU	AS.AT.AU.AV*

Cell Contents (C)

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Parent/ Guardian							
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
	AX	AY	AZ	BA	BB	BC	BD	BE

Changing the subject...To what extent do you agree or disagree with the following statement? (Please select the option that best applies)"I would like to be more connected with nature"

Unweighted base	2159	1249	910	187	274	222	82	587	731
Base: All UK Adults	2159	1240	919	188	278	226	86	597	715
Strongly agree	26%	25%	27%	31%	32%	30%	19%	29%	22%
		BE	BE	AX.BC.BE	AX.BC.BE	AX.BC.BE	*	AX.BC.BE	
Tend to agree	42%	41%	43%	47%	42%	39%	43%	42%	39%
							*		
Neither agree nor disagree	26%	28%	23%	14%	19%	28%	35%	22%	33%
		AY.AZ.BA.BD	AZ			AZ.BA.BD	AY.AZ.BA.BD*	AZ	AX.AY.AZ.BA.BC
Tend to disagree	4%	4%	5%	3%	4%	2%	2%	3%	4%
							*		
Strongly disagree	2%	2%	1%	3%	3%	1%	-	2%	2%
					AY.BB		*		
Don't know	1%	1%	1%	2%	1%	0%	-	1%	0%
		*		AX.BE			*		
Net: Agree	67%	65%	70%	78%	73%	69%	62%	71%	61%
		BE	AX.BE	AX.BE	AX.BC.BE	BE	*	AX.BC.BE	
Net: Disagree	6%	6%	6%	6%	7%	3%	2%	6%	5%
					BB		*	BB	

# Purpose Disruptors Nature Poll

UK18 Sample: 30th - 31st January 2024

Total	Parent/ Guardian							
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
	AX	AY	AZ	BA	BB	BC	BD	BE

Thinking about your day-to-day relationship with nature...  
Would you say you feel connected to nature? (Please  
select the option that best applies)

Unweighted base	2159	1249	910	187	274	222	82	587	731
Base: All UK Adults	2159	1240	919	188	278	226	86	597	715
Yes, I feel connected to nature	52%	56%	47%	50%	52%	49%	52%	51%	59%
		AY.BB.BD					*		AX.AY.AZ.BA.BB.BE
No, I don't feel connected to nature	33%	29%	38%	41%	34%	37%	36%	36%	24%
		BE	AX.BE	AX.BE	BE	AX.BE	BE*	AX.BE	
Don't know/ not sure	15%	15%	15%	9%	14%	14%	12%	13%	17%
		AZ	AZ				*	AZ	AX.AZ

Cell Contents (C)