

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

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

The document comprises several key parts:

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

Full report

Questionnaire

Data tables, divided into sections:

Section A: Household and respondent characteristics  
Wellbeing and TGI Life Values (for Fusion)

Section B: Travel behaviour

Section C: Energy and water efficiency in the home

Section E: Recycling, composting and reducing waste

Section F: Purchasing

Section G: Awareness and attitudes in relation to the environment/climate change

Section H: Further household and respondent characteristics

Omnibus Survey Questionnaire

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

Anonymised raw data will be placed in the UK Data Archive:

<http://www.data-archive.ac.uk/>

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**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F1 How much involvement do you have in decisions on what groceries your household buys?**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
I make all the decisions (100)	<b>1762</b> 49%	423 25%	1339 70%	230 29%	397 53%	354 56%	383 51%	388 56%	61 15%	69 22%	86 30%	97 26%	109 32%	169 44%	328 76%	268 77%	286 76%	279 80%
I have a fair amount of involvement (66.67)	<b>1115</b> 31%	670 39%	445 23%	271 35%	243 33%	194 31%	221 30%	183 27%	139 35%	143 46%	122 43%	138 37%	126 37%	132 34%	100 23%	72 21%	83 22%	57 16%
I have a bit of involvement (33.33)	<b>469</b> 13%	387 23%	82 4%	161 21%	72 10%	60 9%	99 13%	76 11%	107 27%	67 21%	52 18%	92 25%	68 20%	54 14%	5 1%	8 2%	7 2%	8 2%
I am not involved in decisions (0)	<b>270</b> 7%	235 14%	35 2%	121 15%	34 5%	27 4%	45 6%	43 6%	92 23%	34 11%	26 9%	43 12%	40 12%	29 8%	- -	1 *	2 1%	3 1%
ALL/A FAIR AMOUNT	<b>2877</b> 80%	1093 64%	1784 94%	501 64%	640 86%	548 86%	604 81%	571 83%	200 50%	212 68%	208 73%	235 63%	235 69%	301 78%	428 99%	340 97%	369 98%	336 97%
A BIT/NO INVOLVEMENT	<b>739</b> 20%	622 36%	117 6%	282 36%	106 14%	87 14%	144 19%	119 17%	199 50%	101 32%	78 27%	135 36%	108 31%	83 22%	5 1%	9 3%	9 2%	11 3%
Mean Score	<b>73.61</b>	58.23	87.48	59.30	78.15	79.27	75.31	77.59	47.45	59.64	64.57	59.37	62.88	71.62	91.53	91.31	90.92	92.12
Standard Deviation	<b>31.14</b>	32.61	21.90	34.48	27.75	27.49	30.16	30.10	33.56	30.32	30.64	32.15	32.87	30.97	15.39	16.88	17.25	17.61
Standard Error	<b>0.518</b>	0.787	0.502	1.232	1.016	1.091	1.103	1.146	1.680	1.714	1.812	1.671	1.775	1.580	0.739	0.904	0.887	0.946
Error Variance	<b>0.268</b>	0.620	0.252	1.519	1.033	1.190	1.216	1.313	2.823	2.937	3.284	2.794	3.150	2.497	0.547	0.817	0.787	0.894
Don't Know	<b>2</b> *	1 *	1 *	1 *	-	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	-

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F1 How much involvement do you have in decisions on what groceries your household buys?**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskirts	Town or small city	Country village or countryside
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
I make all the decisions (100)	<b>1762</b> 49%	848 43%	471 57%	443 53%	304 97%	273 96%	22 48%	102 30%	152 30%	393 42%	90 28%	181 80%	68 63%	177 33%	612 48%	802 50%	329 48%
I have a fair amount of involvement (66.67)	<b>1115</b> 31%	669 34%	226 27%	220 26%	5 2%	7 2%	18 39%	142 42%	258 51%	321 34%	114 35%	22 10%	25 23%	203 38%	416 32%	472 29%	213 31%
I have a bit of involvement (33.33)	<b>469</b> 13%	279 14%	82 10%	108 13%	3 1%	3 1%	4 9%	62 19%	68 14%	140 15%	78 24%	11 5%	10 9%	90 17%	160 12%	204 13%	99 14%
I am not involved in decisions (0)	<b>270</b> 7%	156 8%	48 6%	66 8%	2 1%	- -	2 4%	29 9%	24 5%	91 10%	42 13%	13 6%	5 5%	62 12%	94 7%	130 8%	42 6%
ALL/A FAIR AMOUNT	<b>2877</b> 80%	1517 78%	697 84%	663 79%	309 98%	280 99%	40 87%	244 73%	410 82%	714 75%	204 63%	203 89%	93 86%	380 71%	1028 80%	1274 79%	542 79%
A BIT/NO INVOLVEMENT	<b>739</b> 20%	435 22%	130 16%	174 21%	5 2%	3 1%	6 13%	91 27%	92 18%	231 24%	120 37%	24 11%	15 14%	152 29%	254 20%	334 21%	141 21%
Mean Score	<b>73.61</b>	71.06	78.48	74.75	98.20	98.47	76.81	64.88	69.06	69.17	59.26	87.81	81.48	64.35	73.53	73.67	73.79
Standard Deviation	<b>31.14</b>	31.27	29.37	31.90	11.00	8.52	27.10	30.47	26.37	32.40	33.18	27.40	28.22	32.75	30.80	31.72	30.33
Standard Error	<b>0.518</b>	0.708	1.021	1.103	0.621	0.506	3.995	1.665	1.177	1.054	1.843	1.818	2.715	1.420	0.860	0.791	1.161
Error Variance	<b>0.268</b>	0.501	1.043	1.216	0.385	0.256	15.963	2.771	1.385	1.111	3.398	3.306	7.372	2.016	0.740	0.626	1.347
Don't Know	<b>2</b> *	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	1 *	- -

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F1 How much involvement do you have in decisions on what groceries your household buys?

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
I make all the decisions (100)	<b>1762</b> <b>49%</b>	1139 48%	589 54%	34 28%	740 62%	393 43%	151 37%	112 38%	791 48%	292 45%	209 50%	470 53%	492 66%	795 50%	475 37%	343 42%	423 45%	360 46%	636 59%
I have a fair amount of involvement (66.67)	<b>1115</b> <b>31%</b>	753 31%	321 29%	41 33%	290 24%	320 35%	158 39%	112 38%	496 30%	230 36%	123 29%	266 30%	164 22%	504 32%	447 35%	317 38%	319 34%	234 30%	245 23%
I have a bit of involvement (33.33)	<b>469</b> <b>13%</b>	328 14%	110 10%	31 25%	93 8%	122 13%	72 18%	52 18%	226 14%	92 14%	56 13%	95 11%	46 6%	178 11%	245 19%	110 13%	129 14%	122 16%	108 10%
I am not involved in decisions (0)	<b>270</b> <b>7%</b>	175 7%	78 7%	17 14%	66 6%	71 8%	25 6%	21 7%	144 9%	33 5%	29 7%	64 7%	46 6%	98 6%	126 10%	55 7%	63 7%	64 8%	88 8%
ALL/A FAIR AMOUNT	<b>2877</b> <b>80%</b>	1892 79%	910 83%	75 61%	1030 87%	713 79%	309 76%	224 75%	1287 78%	522 81%	332 80%	736 82%	656 88%	1299 82%	922 71%	660 80%	742 79%	594 76%	881 82%
A BIT/NO INVOLVEMENT	<b>739</b> <b>20%</b>	503 21%	188 17%	48 39%	159 13%	193 21%	97 24%	73 25%	370 22%	125 19%	85 20%	159 18%	92 12%	276 18%	371 29%	165 20%	192 21%	186 24%	196 18%
Mean Score	<b>73.61</b>	73.08	76.47	58.27	81.11	71.41	69.05	68.69	72.24	73.57	74.26	75.87	82.44	75.58	66.10	71.64	72.66	71.37	77.56
Standard Deviation	<b>31.14</b>	31.06	30.46	33.77	28.59	30.96	29.67	30.44	32.21	28.98	30.98	30.59	28.72	29.73	32.44	29.71	30.36	32.10	31.83
Standard Error	<b>0.518</b>	0.635	0.919	3.045	0.829	1.029	1.473	1.767	0.791	1.139	1.517	1.022	1.050	0.749	0.902	1.034	0.993	1.149	0.970
Error Variance	<b>0.268</b>	0.403	0.845	9.270	0.687	1.058	2.169	3.121	0.626	1.298	2.302	1.045	1.103	0.561	0.814	1.070	0.987	1.321	0.941
Don't Know	<b>2</b> *	1 *	1 *	- -	1 *	- -	- -	- -	2 *	- -	- -	- -	1 *	- -	1 *	- -	2 *	- -	- -

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F2 At which of these types of shop does your household do grocery shopping at least once a month?**

Base: All respondents

	Sex		Age					Age within Sex										
	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+	
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
A. Out of town supermarket	<b>1270</b> 35%	614 36%	656 34%	243 31%	270 36%	225 35%	291 39%	237 34%	119 30%	111 35%	112 39%	148 40%	123 36%	124 32%	159 37%	113 32%	143 38%	114 33%
B. Supermarket in town/village	<b>2702</b> 75%	1275 74%	1427 75%	595 76%	562 75%	479 75%	544 73%	509 74%	296 74%	246 79%	213 74%	266 72%	250 73%	299 78%	316 73%	266 76%	278 74%	259 75%
C. Via the internet	<b>291</b> 8%	136 8%	155 8%	60 8%	98 13%	72 11%	43 6%	18 3%	35 9%	37 12%	31 11%	23 6%	10 3%	25 6%	61 14%	41 12%	20 5%	8 2%
D. Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)	<b>1117</b> 31%	521 30%	596 31%	195 25%	238 32%	213 34%	261 35%	205 30%	99 25%	90 29%	100 35%	123 33%	106 31%	96 25%	148 34%	113 32%	138 37%	99 29%
E. Farmers market/farm shop	<b>429</b> 12%	183 11%	246 13%	56 7%	74 10%	90 14%	124 17%	84 12%	22 6%	28 9%	38 13%	57 15%	37 11%	34 9%	46 11%	52 15%	67 18%	47 14%
F. Market	<b>551</b> 15%	237 14%	314 17%	111 14%	117 16%	91 14%	132 18%	96 14%	45 11%	45 14%	38 13%	66 18%	41 12%	66 17%	72 17%	53 15%	66 17%	55 16%
G. Convenience store/corner shop	<b>949</b> 26%	454 26%	495 26%	206 26%	235 32%	178 28%	194 26%	131 19%	103 26%	103 33%	84 29%	99 27%	63 18%	103 27%	132 30%	94 27%	95 25%	68 20%
H. Have vegetable box delivered	<b>64</b> 2%	20 1%	44 2%	13 2%	16 2%	18 3%	10 1%	7 1%	3 1%	4 1%	8 3%	4 1%	1 *	10 3%	12 3%	10 3%	6 2%	6 2%
I. Health food shop	<b>234</b> 6%	84 5%	150 8%	36 5%	37 5%	52 8%	68 9%	41 6%	13 3%	12 4%	13 5%	25 7%	21 6%	23 6%	25 6%	39 11%	43 11%	20 6%
Don't Know	<b>5</b> *	4 *	1 *	1 *	-	-	-	4 1%	1 *	-	-	-	3 1%	-	-	-	-	1 *
Refused	<b>1</b> *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-
Other Answers	<b>24</b> 1%	7 *	17 1%	1 *	5 1%	6 1%	3 *	9 1%	-	1 *	5 2%	-	1 *	1 *	4 1%	1 *	3 1%	8 2%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F2 At which of these types of shop does your household do grocery shopping at least once a month?

Base: All respondents

	Working Status			Household type										Area		
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskirts	Town or small city	Country village or countryside
TOTAL	3618 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
A. Out of town supermarket	1270 35%	288 35%	281 34%	91 29%	94 33%	9 20%	139 41%	186 37%	369 39%	116 36%	62 27%	25 23%	179 34%	315 25%	569 35%	364 53%
B. Supermarket in town/village	2702 75%	612 74%	608 73%	234 75%	203 72%	42 91%	240 72%	384 76%	696 74%	241 74%	176 78%	89 82%	397 74%	1009 79%	1216 76%	447 65%
C. Via the internet	291 8%	28 3%	72 9%	6 2%	16 6%	2 4%	11 3%	41 8%	135 14%	25 8%	21 9%	5 5%	29 5%	93 7%	126 8%	65 10%
D. Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)	1117 31%	264 32%	246 29%	92 29%	72 25%	11 24%	108 32%	183 36%	299 32%	109 34%	54 24%	27 25%	162 30%	378 29%	482 30%	242 35%
E. Farmers market/farm shop	429 12%	116 14%	87 10%	32 10%	25 9%	3 7%	46 14%	72 14%	107 11%	53 16%	20 9%	13 12%	58 11%	105 8%	190 12%	122 18%
F. Market	551 15%	113 14%	135 16%	31 10%	37 13%	6 13%	46 14%	95 19%	136 14%	57 18%	35 15%	16 15%	92 17%	202 16%	249 15%	92 13%
G. Convenience store/corner shop	949 26%	157 19%	229 27%	57 18%	64 23%	10 22%	68 20%	148 29%	281 30%	93 29%	66 29%	20 19%	142 27%	341 27%	406 25%	189 28%
H. Have vegetable box delivered	64 2%	7 1%	15 2%	5 2%	2 1%	1 2%	1 *	17 3%	25 3%	2 1%	4 2%	1 1%	6 1%	21 2%	30 2%	12 2%
I. Health food shop	234 6%	61 7%	51 6%	17 5%	17 6%	4 9%	23 7%	44 9%	54 6%	27 8%	17 7%	4 4%	27 5%	89 7%	96 6%	47 7%
Don't Know	5 *	4 *	1 *	4 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	3 *	1 *
Refused	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Other Answers	24 1%	9 *	3 *	7 2%	1 *	1 2%	5 1%	- -	9 1%	- -	1 *	- -	- -	5 *	11 1%	8 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F2 At which of these types of shop does your household do grocery shopping at least once a month?**

Base: All respondents

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	TOTAL	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
A. Out of town supermarket	<b>1270</b> <b>35%</b>	901 38%	333 30%	36 29%	378 32%	363 40%	137 34%	101 34%	580 35%	213 33%	165 40%	312 35%	166 22%	582 37%	522 40%	295 36%	358 38%	288 37%	329 31%
B. Supermarket in town/village	<b>2702</b> <b>75%</b>	1781 74%	825 75%	96 78%	888 75%	677 75%	315 78%	241 81%	1221 74%	523 81%	301 72%	657 73%	584 78%	1160 74%	958 74%	639 77%	689 74%	568 73%	806 75%
C. Via the internet	<b>291</b> <b>8%</b>	216 9%	69 6%	6 5%	56 5%	80 9%	57 14%	58 20%	90 5%	96 15%	28 7%	77 9%	37 5%	108 7%	146 11%	119 14%	79 8%	54 7%	39 4%
D. Small independent shops (Greengrocer/Butcher/ Fishmonger/Bakery)	<b>1117</b> <b>31%</b>	796 33%	280 25%	41 33%	330 28%	295 33%	162 40%	115 39%	465 28%	284 44%	139 33%	229 26%	193 26%	483 31%	441 34%	357 43%	308 33%	199 26%	253 23%
E. Farmers market/farm shop	<b>429</b> <b>12%</b>	347 14%	72 7%	10 8%	109 9%	115 13%	59 15%	55 19%	159 10%	137 21%	46 11%	87 10%	29 4%	201 13%	199 15%	175 21%	104 11%	74 9%	76 7%
F. Market	<b>551</b> <b>15%</b>	356 15%	178 16%	17 14%	175 15%	145 16%	64 16%	45 15%	239 14%	120 19%	78 19%	114 13%	121 16%	236 15%	194 15%	153 19%	132 14%	118 15%	148 14%
G. Convenience store/corner shop	<b>949</b> <b>26%</b>	630 26%	287 26%	32 26%	292 25%	266 29%	136 33%	91 31%	412 25%	220 34%	113 27%	204 23%	187 25%	383 24%	379 29%	271 33%	246 26%	184 24%	248 23%
H. Have vegetable box delivered	<b>64</b> <b>2%</b>	52 2%	10 1%	2 2%	15 1%	16 2%	12 3%	14 5%	13 1%	27 4%	9 2%	15 2%	8 1%	28 2%	28 2%	28 3%	20 2%	8 1%	8 1%
I. Health food shop	<b>234</b> <b>6%</b>	178 7%	48 4%	8 7%	61 5%	57 6%	33 8%	28 9%	84 5%	76 12%	28 7%	46 5%	34 5%	110 7%	90 7%	88 11%	66 7%	34 4%	46 4%
Don't Know	<b>5</b> <b>*</b>	3 *	2 *	-	2 *	1 *	-	-	2 *	-	2 *	1 *	4 1%	-	1 *	1 *	-	1 *	3 *
Refused	<b>1</b> <b>*</b>	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *
Other Answers	<b>24</b> <b>1%</b>	19 1%	4 *	1 1%	8 1%	4 *	1 *	3 1%	11 1%	6 1%	2 *	5 1%	9 1%	4 *	11 1%	5 1%	5 1%	4 1%	10 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F3 Where do you do most of your grocery shopping?**

Base: All respondents who use more than one type of shop for doing grocery shopping at least once a month

	Sex		Age					Age within Sex									
	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	1972 100%	1065 100%	399 100%	442 100%	349 100%	424 100%	351 100%	189 100%	184 100%	152 100%	208 100%	171 100%	210 100%	258 100%	197 100%	216 100%	180 100%
A. Out of town supermarket	572 29%	322 30%	96 24%	120 27%	102 29%	139 33%	113 32%	40 21%	44 24%	46 30%	65 31%	55 32%	56 27%	76 29%	56 28%	74 34%	58 32%
B. Supermarket in town/village	1200 61%	633 59%	257 64%	269 61%	208 60%	252 59%	211 60%	123 65%	118 64%	88 58%	128 62%	109 64%	134 64%	151 59%	120 61%	124 57%	102 57%
C. Via the internet	69 3%	35 3%	17 4%	25 6%	21 6%	5 1%	1 *	11 6%	11 6%	8 5%	3 1%	1 1%	6 3%	14 5%	13 7%	2 1%	-
D. Small independent shops (Greengrocer/Butcher/ Fishmonger/Bakery)	72 4%	44 4%	15 4%	14 3%	10 3%	15 4%	17 5%	6 3%	6 3%	5 3%	5 2%	5 3%	9 4%	8 3%	5 3%	10 5%	12 7%
E. Farmers market/farm shop	5 *	3 *	2 1%	2 *	-	1 *	-	-	1 1%	-	1 *	-	2 1%	1 *	-	-	-
F. Market	15 1%	5 *	5 1%	4 1%	1 *	3 1%	2 1%	5 3%	2 1%	1 1%	2 1%	-	-	2 1%	-	1 *	2 1%
G. Convenience store/corner shop	25 1%	14 1%	5 1%	5 1%	4 1%	6 1%	4 1%	3 2%	1 1%	3 2%	2 1%	1 1%	2 1%	4 2%	1 1%	4 2%	3 2%
H. Have vegetable box delivered	4 *	3 *	-	3 1%	1 *	-	-	-	1 1%	-	-	-	-	2 1%	1 1%	-	-
I. Health food shop	3 *	2 *	2 1%	-	1 *	-	-	1 1%	-	-	-	-	1 *	-	1 1%	-	-
Don't Know	2 *	1 *	-	-	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-	1 1%
Other Answers	5 *	3 *	-	-	1 *	2 *	2 1%	-	-	1 1%	1 *	-	-	-	-	1 *	2 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F3 Where do you do most of your grocery shopping?**

Base: All respondents who use more than one type of shop for doing grocery shopping at least once a month

	Working Status			Household type										Area		
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskirts	Town or small city	Country village or countryside
TOTAL	1972 100%	424 100%	441 100%	140 100%	134 100%	23 100%	185 100%	301 100%	547 100%	194 100%	115 100%	50 100%	283 100%	654 100%	866 100%	425 100%
A. Out of town supermarket	572 29%	135 32%	116 26%	37 26%	39 29%	2 9%	76 41%	92 31%	168 31%	47 24%	25 22%	14 28%	72 25%	111 17%	257 30%	194 46%
B. Supermarket in town/village	1200 61%	253 60%	275 62%	82 59%	78 58%	19 83%	104 56%	178 59%	316 58%	128 66%	76 66%	31 62%	188 66%	464 71%	532 61%	193 45%
C. Via the internet	69 3%	2 *	15 3%	1 1%	1 1%	-	-	12 4%	40 7%	6 3%	5 4%	1 2%	3 1%	28 4%	24 3%	13 3%
D. Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)	72 4%	24 6%	15 3%	13 9%	10 7%	1 4%	3 2%	10 3%	12 2%	7 4%	6 5%	3 6%	7 2%	25 4%	32 4%	14 3%
E. Farmers market/farm shop	5 *	-	3 1%	-	-	-	-	-	3 1%	-	-	-	2 1%	1 *	-	4 1%
F. Market	15 1%	2 *	3 1%	-	-	1 4%	1 1%	2 1%	3 1%	1 1%	2 2%	-	5 2%	11 2%	4 *	-
G. Convenience store/corner shop	25 1%	5 1%	9 2%	4 3%	6 4%	-	1 1%	5 2%	2 *	3 2%	-	1 2%	3 1%	9 1%	14 2%	2 *
H. Have vegetable box delivered	4 *	3 *	1 *	-	-	-	-	1 *	2 *	-	1 1%	-	-	-	2 *	2 *
I. Health food shop	3 *	-	3 1%	-	-	-	-	-	1 *	1 1%	-	-	1 *	3 *	-	-
Don't Know	2 *	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	-	1 *	-	-
Other Answers	5 *	2 *	1 *	2 1%	-	-	-	1 *	-	-	-	-	2 1%	1 *	1 *	3 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F3 Where do you do most of your grocery shopping?**

Base: All respondents who use more than one type of shop for doing grocery shopping at least once a month

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	1972 100%	1368 100%	533 100%	71 100%	602 100%	523 100%	259 100%	203 100%	856 100%	449 100%	239 100%	428 100%	353 100%	845 100%	774 100%	558 100%	530 100%	398 100%	486 100%
A. Out of town supermarket	572 29%	430 31%	130 24%	12 17%	164 27%	174 33%	73 28%	52 26%	242 28%	110 24%	73 31%	147 34%	56 16%	267 32%	249 32%	153 27%	175 33%	118 30%	126 26%
B. Supermarket in town/village	1200 61%	807 59%	341 64%	52 73%	366 61%	313 60%	163 63%	120 59%	539 63%	283 63%	143 60%	235 55%	240 68%	508 60%	452 58%	341 61%	301 57%	240 60%	318 65%
C. Via the internet	69 3%	52 4%	17 3%	-	14 2%	17 3%	10 4%	19 9%	18 2%	25 6%	6 3%	20 5%	10 3%	21 2%	38 5%	25 4%	21 4%	17 4%	6 1%
D. Small independent shops (Greengrocer/Butcher/ Fishmonger/Bakery)	72 4%	46 3%	22 4%	4 6%	32 5%	10 2%	5 2%	7 3%	32 4%	17 4%	10 4%	13 3%	22 6%	28 3%	22 3%	25 4%	16 3%	13 3%	18 4%
E. Farmers market/farm shop	5 *	3 *	2 *	-	1 *	-	1 *	1 *	3 *	-	1 *	1 *	1 *	2 *	2 *	2 *	-	1 *	2 *
F. Market	15 1%	7 1%	7 1%	1 1%	8 1%	3 1%	1 *	1 *	9 1%	-	3 1%	3 1%	7 2%	4 *	4 1%	4 1%	2 *	4 1%	5 1%
G. Convenience store/corner shop	25 1%	11 1%	12 2%	2 3%	14 2%	3 1%	4 2%	1 *	11 1%	7 2%	2 1%	5 1%	13 4%	8 1%	4 1%	4 1%	11 2%	2 1%	8 2%
H. Have vegetable box delivered	4 *	4 *	-	-	1 *	2 *	-	1 *	-	3 1%	-	1 *	-	3 *	1 *	1 *	2 *	1 *	-
I. Health food shop	3 *	3 *	-	-	-	-	-	-	-	3 1%	-	-	2 1%	1 *	-	1 *	2 *	-	-
Don't Know	2 *	2 *	-	-	1 *	-	-	1 *	-	1 *	-	1 *	-	1 *	1 *	1 *	-	1 *	-
Other Answers	5 *	3 *	2 *	-	1 *	1 *	2 1%	-	2 *	-	1 *	2 *	2 1%	2 *	1 *	1 *	-	1 *	3 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**FX SUMMARY OF F2 and F3**

Base: All respondents

	Sex		Age					Age within Sex										
	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+	
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
A. Out of town supermarket	<b>1030</b> 28%	488 28%	542 28%	190 24%	212 28%	180 28%	241 32%	204 30%	94 24%	79 25%	87 30%	121 33%	107 31%	96 25%	133 31%	93 27%	120 32%	97 28%
B. Supermarket in town/village	<b>2318</b> 64%	1107 65%	1211 64%	526 67%	470 63%	406 64%	462 62%	445 64%	264 66%	209 67%	177 62%	232 63%	223 65%	262 68%	261 60%	229 66%	230 61%	222 64%
C. Via the internet	<b>87</b> 2%	38 2%	49 3%	21 3%	30 4%	23 4%	10 1%	3 *	13 3%	11 4%	8 3%	4 1%	2 1%	8 2%	19 4%	15 4%	6 2%	1 *
D. Small independent shops (Greengrocer/Butcher/ Fishmonger/Bakery)	<b>90</b> 2%	34 2%	56 3%	22 3%	17 2%	12 2%	18 2%	20 3%	10 3%	6 2%	5 2%	6 2%	6 2%	12 3%	11 3%	7 2%	12 3%	14 4%
E. Farmers market/farm shop	<b>6</b> *	3 *	3 *	3 *	2 *	- -	1 *	- -	1 *	1 *	- -	1 *	- -	2 1%	1 *	- -	- -	- -
F. Market	<b>26</b> 1%	18 1%	8 *	9 1%	6 1%	5 1%	4 1%	2 *	8 2%	4 1%	4 1%	2 1%	- -	1 *	2 *	1 *	2 1%	2 1%
G. Convenience store/corner shop	<b>38</b> 1%	19 1%	19 1%	9 1%	6 1%	6 1%	10 1%	6 1%	7 2%	2 1%	4 1%	3 1%	2 1%	2 1%	4 1%	2 1%	7 2%	4 1%
H. Have vegetable box delivered	<b>4</b> *	1 *	3 *	- -	3 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	2 *	1 *	- -	- -
I. Health food shop	<b>3</b> *	1 *	2 *	2 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -
Don't Know	<b>1</b> *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
Not Stated	<b>15</b> *	7 *	8 *	1 *	- -	1 *	3 *	10 1%	1 *	- -	1 *	2 1%	3 1%	- -	- -	- -	1 *	7 2%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

FX SUMMARY OF F2 and F3

Base: All respondents

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskirts	Town or small city	Country village or countryside	
TOTAL	3618 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
A. Out of town supermarket	1030 28%	561 29%	241 29%	228 27%	77 25%	81 29%	5 11%	123 37%	149 30%	292 31%	86 27%	50 22%	21 19%	146 27%	247 19%	459 29%	308 45%
B. Supermarket in town/village	2318 64%	1257 64%	533 64%	528 63%	202 64%	178 63%	39 85%	204 61%	317 63%	578 61%	211 65%	155 68%	80 74%	354 66%	924 72%	1048 65%	326 48%
C. Via the internet	87 2%	58 3%	4 *	25 3%	3 1%	1 *	-	1 *	12 2%	47 5%	8 2%	9 4%	1 1%	5 1%	31 2%	33 2%	18 3%
D. Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)	90 2%	38 2%	29 4%	23 3%	16 5%	11 4%	1 2%	4 1%	11 2%	17 2%	8 2%	7 3%	5 5%	10 2%	36 3%	37 2%	16 2%
E. Farmers market/farm shop	6 *	3 *	-	3 *	-	-	-	-	-	3 *	1 *	-	-	2 *	1 *	-	5 1%
F. Market	26 1%	13 1%	2 *	11 1%	-	-	1 2%	1 *	4 1%	4 *	2 1%	5 2%	-	9 2%	20 2%	6 *	-
G. Convenience store/corner shop	38 1%	17 1%	8 1%	13 2%	6 2%	12 4%	-	2 1%	7 1%	2 *	5 2%	-	1 1%	3 1%	17 1%	18 1%	3 *
H. Have vegetable box delivered	4 *	3 *	-	1 *	-	-	-	-	1 *	2 *	-	1 *	-	-	-	2 *	2 *
I. Health food shop	3 *	-	-	3 *	-	-	-	-	-	1 *	1 *	-	-	1 *	3 *	-	-
Don't Know	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-
Not Stated	15 *	3 *	10 1%	2 *	10 3%	-	-	-	1 *	-	2 1%	-	-	2 *	4 *	5 *	5 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**FX SUMMARY OF F2 and F3**

Base: All respondents

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
A. Out of town supermarket	<b>1030</b> <b>28%</b>	726 30%	278 25%	26 21%	313 26%	285 31%	107 26%	75 25%	477 29%	158 24%	132 32%	263 29%	132 18%	485 31%	413 32%	226 27%	286 31%	238 31%	280 26%
B. Supermarket in town/village	<b>2318</b> <b>64%</b>	1502 63%	727 66%	89 72%	773 65%	574 63%	271 67%	189 64%	1078 65%	430 66%	251 60%	559 62%	526 70%	998 63%	794 61%	526 64%	580 62%	492 63%	720 67%
C. Via the internet	<b>87</b> <b>2%</b>	69 3%	18 2%	-	16 1%	21 2%	13 3%	21 7%	23 1%	26 4%	8 2%	30 3%	10 1%	30 2%	47 4%	30 4%	25 3%	20 3%	12 1%
D. Small independent shops (Greengrocer/Butcher/ Fishmonger/Bakery)	<b>90</b> <b>2%</b>	54 2%	32 3%	4 3%	41 3%	13 1%	6 1%	7 2%	40 2%	17 3%	13 3%	20 2%	33 4%	33 2%	24 2%	26 3%	20 2%	16 2%	28 3%
E. Farmers market/farm shop	<b>6</b> <b>*</b>	3 *	2 *	1 1%	1 *	1 *	1 *	1 *	3 *	- -	1 *	2 *	1 *	2 *	3 *	2 *	- -	2 *	2 *
F. Market	<b>26</b> <b>1%</b>	10 *	15 1%	1 1%	15 1%	5 1%	2 *	1 *	16 1%	1 *	6 1%	3 *	15 2%	6 *	5 *	4 *	5 1%	5 1%	12 1%
G. Convenience store/corner shop	<b>38</b> <b>1%</b>	15 1%	21 2%	2 2%	24 2%	3 *	4 1%	1 *	16 1%	8 1%	3 1%	11 1%	21 3%	13 1%	4 *	6 1%	16 2%	3 *	13 1%
H. Have vegetable box delivered	<b>4</b> <b>*</b>	4 *	-	-	1 *	2 *	-	1 *	-	3 *	-	1 *	-	3 *	1 *	1 *	2 *	1 *	-
I. Health food shop	<b>3</b> <b>*</b>	3 *	-	-	-	-	-	-	-	3 *	-	-	2 *	1 *	-	1 *	2 *	-	-
Don't Know	<b>1</b> <b>*</b>	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *
Not Stated	<b>15</b> <b>*</b>	10 *	5 *	-	6 1%	2 *	2 *	1 *	5 *	1 *	3 1%	6 1%	8 1%	4 *	3 *	3 *	-	3 *	9 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F4 Which, if any, of these products have you heard of?**

Base: All respondents

	Sex		Age					Age within Sex										
	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+	
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
A. Fair trade products	<b>2937</b> 81%	1346 78%	1591 84%	592 76%	632 85%	536 84%	627 84%	539 78%	292 73%	262 84%	230 80%	301 81%	258 75%	300 78%	370 85%	306 88%	326 86%	281 81%
B. Fish certified by Marine Stewardship Council/Fish from sustainable sources	<b>751</b> 21%	369 22%	382 20%	117 15%	158 21%	174 27%	180 24%	118 17%	68 17%	73 23%	79 28%	92 25%	56 16%	49 13%	85 20%	95 27%	88 23%	62 18%
C. Timber products certified by Forestry Stewardship Council/Timber from sustainable sources	<b>1237</b> 34%	668 39%	569 30%	164 21%	271 36%	258 41%	316 42%	224 32%	95 24%	141 45%	123 43%	174 47%	134 39%	69 18%	130 30%	135 39%	142 38%	90 26%
D. Red tractor meat	<b>595</b> 16%	314 18%	281 15%	108 14%	118 16%	113 18%	145 19%	110 16%	64 16%	54 17%	53 19%	82 22%	61 18%	44 11%	64 15%	60 17%	63 17%	49 14%
E. Freedom food	<b>528</b> 15%	206 12%	322 17%	90 11%	118 16%	133 21%	122 16%	64 9%	48 12%	38 12%	46 16%	50 13%	24 7%	42 11%	80 18%	87 25%	72 19%	40 12%
F. LEAF Marque food	<b>160</b> 4%	90 5%	70 4%	34 4%	33 4%	36 6%	34 5%	23 3%	25 6%	16 5%	17 6%	20 5%	12 3%	9 2%	17 4%	19 5%	14 4%	11 3%
Don't Know	<b>52</b> 1%	28 2%	24 1%	13 2%	14 2%	9 1%	5 1%	10 1%	9 2%	4 1%	6 2%	3 1%	5 1%	4 1%	10 2%	3 1%	2 1%	5 1%
None of these	<b>535</b> 15%	280 16%	255 13%	145 18%	92 12%	75 12%	98 13%	123 18%	75 19%	44 14%	41 14%	53 14%	67 20%	70 18%	48 11%	34 10%	45 12%	56 16%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F4 Which, if any, of these products have you heard of?**

Base: All respondents

	Working Status			Household type										Area		
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
A. Fair trade products	<b>2937</b> 81%	658 80%	646 77%	242 77%	226 80%	29 63%	273 81%	445 89%	773 82%	276 85%	180 79%	87 81%	406 76%	970 76%	1329 83%	600 88%
B. Fish certified by Marine Stewardship Council/Fish from sustainable sources	<b>751</b> 21%	149 18%	151 18%	52 17%	58 20%	13 28%	62 19%	136 27%	198 21%	76 23%	36 16%	11 10%	109 20%	256 20%	318 20%	170 25%
C. Timber products certified by Forestry Stewardship Council/Timber from sustainable sources	<b>1237</b> 34%	290 35%	207 25%	86 27%	104 37%	16 35%	125 37%	218 43%	324 34%	111 34%	54 24%	29 27%	170 32%	354 28%	569 35%	299 44%
D. Red tractor meat	<b>595</b> 16%	134 16%	118 14%	42 13%	41 14%	6 13%	73 22%	98 20%	153 16%	71 22%	28 12%	12 11%	71 13%	143 11%	283 18%	160 23%
E. Freedom food	<b>528</b> 15%	85 10%	108 13%	29 9%	39 14%	7 15%	37 11%	98 20%	147 16%	58 18%	33 15%	15 14%	65 12%	172 13%	227 14%	120 18%
F. LEAF Marque food	<b>160</b> 4%	25 3%	35 4%	8 3%	17 6%	3 7%	13 4%	27 5%	41 4%	12 4%	4 2%	8 7%	27 5%	44 3%	77 5%	39 6%
Don't Know	<b>52</b> 1%	9 1%	18 2%	5 2%	7 2%	2 4%	4 1%	4 1%	9 1%	5 2%	4 2%	2 2%	10 2%	29 2%	19 1%	4 1%
None of these	<b>535</b> 15%	137 17%	151 18%	59 19%	41 14%	11 24%	49 15%	48 10%	139 15%	34 10%	37 16%	19 18%	98 18%	248 19%	214 13%	68 10%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F4 Which, if any, of these products have you heard of?**

Base: All respondents

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	3618 100%	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
A. Fair trade products	2937 81%	2081 87%	760 69%	96 78%	884 74%	784 87%	362 89%	273 92%	1277 77%	613 95%	326 78%	721 81%	493 66%	1270 81%	1174 91%	773 94%	806 86%	619 79%	739 69%
B. Fish certified by Marine Stewardship Council/Fish from sustainable sources	751 21%	567 24%	165 15%	19 15%	180 15%	203 22%	125 31%	99 33%	263 16%	253 39%	75 18%	160 18%	108 14%	324 21%	319 25%	267 32%	200 21%	134 17%	150 14%
C. Timber products certified by Forestry Stewardship Council/Timber from sustainable sources	1237 34%	969 40%	234 21%	34 28%	325 27%	353 39%	192 47%	142 48%	466 28%	344 53%	137 33%	290 32%	134 18%	550 35%	553 43%	417 51%	351 38%	235 30%	234 22%
D. Red tractor meat	595 16%	452 19%	122 11%	21 17%	162 14%	163 18%	91 22%	57 19%	222 13%	185 29%	58 14%	130 15%	71 9%	278 18%	246 19%	189 23%	170 18%	116 15%	120 11%
E. Freedom food	528 15%	397 17%	114 10%	17 14%	131 11%	128 14%	90 22%	66 22%	197 12%	156 24%	53 13%	122 14%	69 9%	208 13%	251 19%	192 23%	146 16%	92 12%	98 9%
F. LEAF Marque food	160 4%	113 5%	44 4%	3 2%	44 4%	42 5%	29 7%	17 6%	54 3%	57 9%	13 3%	36 4%	27 4%	69 4%	64 5%	59 7%	39 4%	23 3%	39 4%
Don't Know	52 1%	19 1%	30 3%	3 2%	23 2%	11 1%	1 *	1 *	31 2%	3 *	4 1%	14 2%	32 4%	13 1%	7 1%	2 *	13 1%	7 1%	30 3%
None of these	535 15%	252 11%	264 24%	19 15%	242 20%	97 11%	33 8%	18 6%	295 18%	22 3%	72 17%	146 16%	190 25%	255 16%	90 7%	42 5%	92 10%	133 17%	268 25%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F5 And which, if any, of these do you/does your household make a conscious effort to buy?**

Base: All respondents who have heard of ethical products

	Sex		Age					Age within Sex										
	TOTAL	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	3031 100%	1408 100%	1623 100%	626 100%	640 100%	551 100%	646 100%	557 100%	315 100%	265 100%	239 100%	315 100%	271 100%	311 100%	375 100%	312 100%	331 100%	286 100%
A. Fair trade products	1621 53%	672 48%	949 58%	277 44%	335 52%	306 56%	384 59%	314 56%	133 42%	130 49%	111 46%	158 50%	139 51%	144 46%	205 55%	195 63%	226 68%	175 61%
B. Fish certified by Marine Stewardship Council/Fish from sustainable sources	297 10%	131 9%	166 10%	29 5%	59 9%	80 15%	79 12%	49 9%	15 5%	25 9%	31 13%	36 11%	24 9%	14 5%	34 9%	49 16%	43 13%	25 9%
C. Timber products certified by Forestry Stewardship Council/Timber from sustainable sources	301 10%	168 12%	133 8%	22 4%	57 9%	76 14%	101 16%	44 8%	16 5%	36 14%	34 14%	50 16%	32 12%	6 2%	21 6%	42 13%	51 15%	12 4%
D. Red tractor meat	230 8%	110 8%	120 7%	30 5%	43 7%	50 9%	60 9%	46 8%	17 5%	20 8%	19 8%	32 10%	22 8%	13 4%	23 6%	31 10%	28 8%	24 8%
E. Freedom food	127 4%	43 3%	84 5%	12 2%	28 4%	35 6%	39 6%	12 2%	7 2%	8 3%	11 5%	13 4%	4 1%	5 2%	20 5%	24 8%	26 8%	8 3%
F. LEAF Marque food	21 1%	10 1%	11 1%	3 *	3 *	9 2%	4 1%	2 *	3 1%	1 *	3 1%	1 *	2 1%	-	2 1%	6 2%	3 1%	-
Don't Know	72 2%	44 3%	28 2%	28 4%	10 2%	14 3%	7 1%	13 2%	18 6%	6 2%	9 4%	5 2%	6 2%	10 3%	4 1%	5 2%	2 1%	7 2%
None of these	1124 37%	566 40%	558 34%	286 46%	258 40%	182 33%	204 32%	188 34%	140 44%	110 42%	93 39%	119 38%	102 38%	146 47%	148 39%	89 29%	85 26%	86 30%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F5 And which, if any, of these do you/does your household make a conscious effort to buy?**

Base: All respondents who have heard of ethical products

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	<b>3031</b> 100%	1681 100%	681 100%	669 100%	250 100%	235 100%	33 100%	282 100%	450 100%	798 100%	285 100%	186 100%	87 100%	425 100%	1006 100%	1376 100%	611 100%
A. Fair trade products	<b>1621</b> 53%	877 52%	389 57%	355 53%	157 63%	125 53%	18 55%	155 55%	251 56%	399 50%	155 54%	99 53%	48 55%	214 50%	543 54%	704 51%	347 57%
B. Fish certified by Marine Stewardship Council/Fish from sustainable sources	<b>297</b> 10%	180 11%	61 9%	56 8%	23 9%	27 11%	2 6%	23 8%	54 12%	74 9%	35 12%	14 8%	3 3%	42 10%	97 10%	124 9%	74 12%
C. Timber products certified by Forestry Stewardship Council/Timber from sustainable sources	<b>301</b> 10%	182 11%	72 11%	47 7%	16 6%	25 11%	1 3%	33 12%	61 14%	85 11%	29 10%	9 5%	4 5%	38 9%	84 8%	135 10%	76 12%
D. Red tractor meat	<b>230</b> 8%	136 8%	53 8%	41 6%	17 7%	17 7%	1 3%	28 10%	37 8%	60 8%	25 9%	8 4%	5 6%	32 8%	49 5%	106 8%	74 12%
E. Freedom food	<b>127</b> 4%	89 5%	20 3%	18 3%	9 4%	11 5%	- -	6 2%	25 6%	37 5%	12 4%	9 5%	3 3%	15 4%	44 4%	46 3%	33 5%
F. LEAF Marque food	<b>21</b> 1%	13 1%	3 *	5 1%	- -	3 1%	- -	2 1%	7 2%	4 1%	2 1%	- -	- -	3 1%	7 1%	7 1%	7 1%
Don't Know	<b>72</b> 2%	41 2%	12 2%	19 3%	5 2%	5 2%	3 9%	7 2%	7 2%	15 2%	14 5%	4 2%	2 2%	10 2%	33 3%	27 2%	12 2%
None of these	<b>1124</b> 37%	641 38%	223 33%	260 39%	71 28%	88 37%	11 33%	95 34%	160 36%	328 41%	95 33%	75 40%	30 34%	171 40%	366 36%	555 40%	192 31%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F5 And which, if any, of these do you/does your household make a conscious effort to buy?**

Base: All respondents who have heard of ethical products

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	3031 100%	2125 100%	805 100%	101 100%	925 100%	798 100%	372 100%	278 100%	1333 100%	622 100%	341 100%	735 100%	527 100%	1307 100%	1197 100%	781 100%	831 100%	640 100%	779 100%
A. Fair trade products	1621 53%	1160 55%	414 51%	47 47%	473 51%	424 53%	213 57%	158 57%	645 48%	429 69%	156 46%	391 53%	281 53%	722 55%	618 52%	497 64%	440 53%	305 48%	379 49%
B. Fish certified by Marine Stewardship Council/Fish from sustainable sources	297 10%	233 11%	57 7%	7 7%	68 7%	78 10%	53 14%	42 15%	87 7%	117 19%	30 9%	63 9%	46 9%	121 9%	130 11%	123 16%	84 10%	39 6%	51 7%
C. Timber products certified by Forestry Stewardship Council/Timber from sustainable sources	301 10%	257 12%	39 5%	5 5%	65 7%	93 12%	54 15%	41 15%	102 8%	99 16%	31 9%	69 9%	20 4%	137 10%	144 12%	114 15%	92 11%	44 7%	51 7%
D. Red tractor meat	230 8%	175 8%	45 6%	10 10%	61 7%	60 8%	37 10%	21 8%	97 7%	66 11%	21 6%	46 6%	18 3%	120 9%	92 8%	64 8%	70 8%	53 8%	43 6%
E. Freedom food	127 4%	102 5%	23 3%	2 2%	26 3%	32 4%	22 6%	18 6%	40 3%	52 8%	11 3%	24 3%	13 2%	52 4%	62 5%	55 7%	36 4%	17 3%	19 2%
F. LEAF Marque food	21 1%	16 1%	5 1%	-	7 1%	1 *	6 2%	4 1%	7 1%	12 2%	-	2 *	2 *	10 1%	9 1%	11 1%	4 *	2 *	4 1%
Don't Know	72 2%	43 2%	22 3%	7 7%	24 3%	12 2%	5 1%	5 2%	40 3%	10 2%	5 1%	17 2%	14 3%	26 2%	32 3%	20 3%	12 1%	14 2%	26 3%
None of these	1124 37%	766 36%	323 40%	35 35%	364 39%	312 39%	119 32%	95 34%	550 41%	141 23%	152 45%	281 38%	199 38%	479 37%	446 37%	208 27%	313 38%	281 44%	322 41%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 Which, if any, of these do you/does your household buy on a regular basis?**

Base: All respondents

	Sex		Age					Age within Sex										
	TOTAL	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Recycled toilet paper	<b>1162</b> 32%	527 31%	635 33%	201 26%	242 32%	207 33%	267 36%	242 35%	99 25%	96 31%	80 28%	132 36%	119 35%	102 26%	146 34%	127 36%	135 36%	123 35%
Recycled kitchen roll	<b>1127</b> 31%	487 28%	640 34%	168 21%	209 28%	205 32%	271 36%	269 39%	83 21%	84 27%	77 27%	119 32%	123 36%	85 22%	125 29%	128 37%	152 40%	146 42%
Free range eggs	<b>2530</b> 70%	1134 66%	1396 73%	539 69%	511 68%	441 69%	548 73%	482 70%	271 68%	200 64%	184 64%	253 68%	225 66%	268 70%	311 72%	257 74%	295 78%	257 74%
Free range poultry	<b>1130</b> 31%	520 30%	610 32%	218 28%	217 29%	214 34%	272 36%	206 30%	117 29%	97 31%	93 33%	128 35%	85 25%	101 26%	120 28%	121 35%	144 38%	121 35%
Organic food	<b>1185</b> 33%	535 31%	650 34%	272 35%	235 32%	225 35%	234 31%	216 31%	135 34%	100 32%	94 33%	109 29%	97 28%	137 36%	135 31%	131 38%	125 33%	119 34%
Eco-friendly products (SPECIFY ON SUBSEQUENT SCREEN)	<b>503</b> 14%	217 13%	286 15%	83 11%	116 16%	100 16%	134 18%	69 10%	38 10%	42 13%	43 15%	62 17%	32 9%	45 12%	74 17%	57 16%	72 19%	37 11%
Other recycled products (SPECIFY ON SUBSEQUENT SCREEN)	<b>241</b> 7%	95 6%	146 8%	40 5%	66 9%	46 7%	59 8%	30 4%	13 3%	25 8%	19 7%	26 7%	12 3%	27 7%	41 9%	27 8%	33 9%	18 5%
Don't Know	<b>81</b> 2%	65 4%	16 1%	33 4%	10 1%	11 2%	12 2%	14 2%	25 6%	8 3%	8 3%	12 3%	11 3%	8 2%	2 *	3 1%	-	3 1%
None of these	<b>496</b> 14%	262 15%	234 12%	92 12%	119 16%	93 15%	89 12%	101 15%	47 12%	55 18%	47 16%	52 14%	60 17%	45 12%	64 15%	46 13%	37 10%	41 12%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 Which, if any, of these do you/does your household buy on a regular basis?**

Base: All respondents

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Recycled toilet paper	<b>1162</b> 32%	607 31%	281 34%	274 33%	112 36%	78 28%	17 37%	112 33%	159 32%	313 33%	86 27%	85 37%	38 35%	162 30%	426 33%	499 31%	221 32%
Recycled kitchen roll	<b>1127</b> 31%	597 31%	307 37%	223 27%	124 39%	74 26%	12 26%	126 38%	167 33%	279 29%	88 27%	68 30%	40 37%	149 28%	396 31%	483 30%	230 34%
Free range eggs	<b>2530</b> 70%	1395 71%	588 71%	547 65%	216 69%	167 59%	30 65%	239 71%	386 77%	659 70%	255 79%	145 64%	73 68%	360 68%	816 64%	1146 71%	532 78%
Free range poultry	<b>1130</b> 31%	660 34%	256 31%	214 26%	83 26%	82 29%	16 35%	116 35%	198 39%	269 28%	119 37%	53 23%	34 31%	160 30%	359 28%	502 31%	255 37%
Organic food	<b>1185</b> 33%	673 34%	255 31%	257 31%	99 32%	84 30%	22 48%	104 31%	194 39%	306 32%	116 36%	69 30%	35 32%	156 29%	415 32%	500 31%	253 37%
Eco-friendly products (SPECIFY ON SUBSEQUENT SCREEN)	<b>503</b> 14%	292 15%	90 11%	121 14%	32 10%	33 12%	6 13%	39 12%	104 21%	129 14%	42 13%	34 15%	16 15%	68 13%	154 12%	222 14%	120 18%
Other recycled products (SPECIFY ON SUBSEQUENT SCREEN)	<b>241</b> 7%	148 8%	39 5%	54 6%	17 5%	23 8%	3 7%	16 5%	44 9%	65 7%	19 6%	24 11%	4 4%	26 5%	68 5%	115 7%	53 8%
Don't Know	<b>81</b> 2%	44 2%	12 1%	25 3%	8 3%	5 2%	3 7%	3 1%	9 2%	16 2%	9 3%	5 2%	1 1%	22 4%	33 3%	40 2%	7 1%
None of these	<b>496</b> 14%	244 12%	118 14%	134 16%	49 16%	58 20%	4 9%	45 13%	56 11%	133 14%	25 8%	36 16%	22 20%	68 13%	218 17%	204 13%	74 11%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F6 Which, if any, of these do you/does your household buy on a regular basis?

Base: All respondents

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	3618 100%	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Recycled toilet paper	1162 32%	759 32%	369 34%	34 28%	431 36%	283 31%	124 31%	88 30%	505 30%	229 35%	145 35%	283 32%	254 34%	531 34%	377 29%	259 31%	287 31%	246 32%	370 34%
Recycled kitchen roll	1127 31%	787 33%	312 28%	28 23%	394 33%	263 29%	137 34%	107 36%	493 30%	242 37%	119 29%	273 31%	218 29%	504 32%	405 31%	289 35%	289 31%	226 29%	323 30%
Free range eggs	2530 70%	1757 73%	690 63%	83 67%	778 65%	653 72%	311 77%	246 83%	1115 67%	528 82%	275 66%	612 68%	446 60%	1103 70%	981 76%	635 77%	693 74%	526 67%	676 63%
Free range poultry	1130 31%	822 34%	277 25%	31 25%	326 27%	280 31%	151 37%	144 48%	454 27%	309 48%	112 27%	255 28%	166 22%	501 32%	463 36%	358 43%	318 34%	206 26%	248 23%
Organic food	1185 33%	835 35%	303 28%	47 38%	333 28%	284 31%	156 38%	148 50%	457 28%	320 49%	119 29%	289 32%	203 27%	532 34%	450 35%	371 45%	349 37%	206 26%	259 24%
Eco-friendly products (SPECIFY ON SUBSEQUENT SCREEN)	503 14%	377 16%	113 10%	13 11%	137 12%	136 15%	68 17%	65 22%	151 9%	171 26%	59 14%	122 14%	70 9%	242 15%	191 15%	192 23%	122 13%	91 12%	98 9%
Other recycled products (SPECIFY ON SUBSEQUENT SCREEN)	241 7%	168 7%	66 6%	7 6%	75 6%	58 6%	44 11%	25 8%	87 5%	71 11%	30 7%	53 6%	42 6%	113 7%	86 7%	85 10%	60 6%	48 6%	48 4%
Don't Know	81 2%	38 2%	40 4%	3 2%	25 2%	12 1%	4 1%	2 1%	39 2%	8 1%	9 2%	25 3%	29 4%	28 2%	24 2%	11 1%	16 2%	19 2%	35 3%
None of these	496 14%	308 13%	171 16%	17 14%	189 16%	129 14%	44 11%	19 6%	252 15%	49 8%	63 15%	132 15%	139 19%	215 14%	142 11%	78 9%	113 12%	111 14%	194 18%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 "Eco-friendly products" respondent/household buys on a regular basis**

Base: All respondents who buy eco-friendly products

	Sex		Age					Age within Sex										
	TOTAL	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	503 100%	217 100%	286 100%	83 100%	116 100%	100 100%	134 100%	69 100%	38 100%	42 100%	43 100%	62 100%	32 100%	45 100%	74 100%	57 100%	72 100%	37 100%
Washing (up) Liquid	151 30%	63 29%	88 31%	26 31%	36 31%	26 26%	45 34%	18 26%	10 26%	14 33%	11 26%	20 32%	8 25%	16 36%	22 30%	15 26%	25 35%	10 27%
Washing Powder	104 21%	38 18%	66 23%	19 23%	20 17%	20 20%	30 22%	15 22%	5 13%	7 17%	7 16%	12 19%	7 22%	14 31%	13 18%	13 23%	18 25%	8 22%
Cleaning products/materials (no detail)	87 17%	36 17%	51 18%	13 16%	28 24%	15 15%	24 18%	7 10%	4 11%	11 26%	6 14%	11 18%	4 13%	9 20%	17 23%	9 16%	13 18%	3 8%
Household cleaning products(kitchen, bathroom, floor)	38 8%	14 6%	24 8%	4 5%	12 10%	11 11%	10 7%	1 1%	- -	3 7%	3 7%	7 11%	1 3%	4 9%	9 12%	8 14%	3 4%	- -
Detergents	31 6%	17 8%	14 5%	3 4%	3 3%	9 9%	12 9%	4 6%	2 5%	2 5%	4 9%	7 11%	2 6%	1 2%	1 1%	5 9%	5 7%	2 5%
Toiletries (all references)	28 6%	13 6%	15 5%	6 7%	4 3%	6 6%	7 5%	5 7%	5 13%	1 2%	4 9%	2 3%	1 3%	1 2%	3 4%	2 4%	5 7%	4 11%
Toilet cleaner	27 5%	8 4%	19 7%	5 6%	9 8%	4 4%	5 4%	4 6%	1 3%	3 7%	1 2%	- -	3 9%	4 9%	6 8%	3 5%	5 7%	1 3%
Ecover (product not specified)	17 3%	4 2%	13 5%	4 5%	3 3%	7 7%	2 1%	1 1%	2 5%	1 2%	- -	1 2%	- -	2 4%	2 3%	7 12%	1 1%	1 3%
Food products	16 3%	10 5%	6 2%	3 4%	4 3%	3 3%	1 1%	5 7%	2 5%	3 7%	3 7%	- -	2 6%	1 2%	1 1%	- -	1 1%	3 8%
Deodorants	14 3%	8 4%	6 2%	3 4%	5 4%	4 4%	2 1%	- -	2 5%	2 5%	3 7%	1 2%	- -	1 2%	3 4%	1 2%	1 1%	- -
Electrical goods	14 3%	10 5%	4 1%	5 6%	2 2%	3 3%	4 3%	- -	4 11%	- -	3 7%	3 5%	- -	1 2%	2 3%	- -	1 1%	- -
Dishwasher tablets	13 3%	7 3%	6 2%	4 5%	4 3%	- -	- -	5 7%	1 3%	1 2%	- -	- -	5 16%	3 7%	3 4%	- -	- -	- -
Recycled items (all references)	12 2%	8 4%	4 1%	2 2%	2 2%	2 2%	6 4%	- -	1 3%	2 5%	1 2%	4 6%	- -	1 2%	- -	1 2%	2 3%	- -
Paper products	12 2%	6 3%	6 2%	3 4%	3 3%	3 3%	3 2%	- -	1 3%	2 5%	- -	3 5%	- -	2 4%	1 1%	3 5%	- -	- -
Washing products (general)	7 1%	3 1%	4 1%	1 1%	3 3%	1 1%	1 1%	1 1%	- -	2 5%	1 2%	- -	- -	1 2%	1 1%	- -	1 1%	1 3%
Dolphin friendly products	6 1%	2 1%	4 1%	2 2%	2 2%	1 1%	1 1%	- -	- -	2 5%	- -	- -	- -	2 4%	- -	1 2%	1 1%	- -
Dustbin bags	6 1%	4 2%	2 1%	1 1%	2 2%	2 2%	1 1%	- -	- -	1 2%	2 5%	1 2%	- -	1 2%	1 1%	- -	- -	- -

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F6 "Eco-friendly products" respondent/household buys on a regular basis

Base: All respondents who buy eco-friendly products

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	503 100%	292 100%	90 100%	121 100%	32 100%	33 100%	6 100%	39 100%	104 100%	129 100%	42 100%	34 100%	16 100%	68 100%	154 100%	222 100%	120 100%
Washing (up) Liquid	151 30%	93 32%	23 26%	35 29%	9 28%	14 42%	4 67%	12 31%	38 37%	30 23%	8 19%	10 29%	6 38%	20 29%	43 28%	73 33%	33 28%
Washing Powder	104 21%	53 18%	25 28%	26 21%	5 16%	5 15%	3 50%	11 28%	23 22%	20 16%	7 17%	7 21%	6 38%	17 25%	33 21%	46 21%	25 21%
Cleaning products/materials (no detail)	87 17%	51 17%	12 13%	24 20%	4 13%	7 21%	-	3 8%	15 14%	28 22%	8 19%	5 15%	-	17 25%	29 19%	35 16%	23 19%
Household cleaning products(kitchen, bathroom,floor)	38 8%	23 8%	3 3%	12 10%	-	4 12%	-	1 3%	9 9%	12 9%	3 7%	5 15%	1 6%	3 4%	10 6%	16 7%	11 9%
Detergents	31 6%	17 6%	8 9%	6 5%	3 9%	1 3%	-	3 8%	8 8%	6 5%	6 14%	-	1 6%	3 4%	10 6%	16 7%	5 4%
Toiletries (all references)	28 6%	18 6%	6 7%	4 3%	2 6%	2 6%	-	3 8%	7 7%	6 5%	3 7%	-	-	5 7%	10 6%	13 6%	4 3%
Toilet cleaner	27 5%	15 5%	5 6%	7 6%	1 3%	5 15%	-	4 10%	7 7%	4 3%	1 2%	4 12%	-	1 1%	4 3%	12 5%	11 9%
Ecover (product not specified)	17 3%	12 4%	1 1%	4 3%	1 3%	1 3%	-	-	3 3%	8 6%	2 5%	2 6%	-	-	9 6%	5 2%	3 3%
Food products	16 3%	11 4%	2 2%	3 2%	2 6%	-	2 33%	1 3%	2 2%	4 3%	2 5%	-	-	3 4%	6 4%	7 3%	2 2%
Deodorants	14 3%	9 3%	-	5 4%	-	-	-	-	2 2%	4 3%	1 2%	4 12%	3 19%	-	4 3%	6 3%	4 3%
Electrical goods	14 3%	9 3%	1 1%	4 3%	-	2 6%	1 17%	-	1 1%	4 3%	2 5%	2 6%	1 6%	1 1%	8 5%	5 2%	1 1%
Dishwasher tablets	13 3%	3 1%	5 6%	5 4%	1 3%	-	-	4 10%	-	6 5%	-	-	-	2 3%	3 2%	5 2%	5 4%
Recycled items (all references)	12 2%	11 4%	1 1%	-	-	-	-	1 3%	5 5%	1 1%	2 5%	1 3%	-	2 3%	2 1%	4 2%	6 5%
Paper products	12 2%	10 3%	-	2 2%	-	1 3%	-	-	5 5%	2 2%	1 2%	3 9%	-	-	4 3%	5 2%	3 3%
Washing products (general)	7 1%	6 2%	1 1%	-	1 3%	-	-	1 3%	-	3 2%	-	1 3%	-	1 1%	1 1%	3 1%	3 3%
Dolphin friendly products	6 1%	4 1%	-	2 2%	-	-	-	-	2 2%	1 1%	1 2%	-	-	2 3%	-	3 1%	3 3%
Dustbin bags	6 1%	3 1%	-	3 2%	-	-	-	-	1 1%	3 2%	1 2%	-	-	1 1%	2 1%	2 1%	2 2%

## Defra survey of attitudes, knowledge and behaviour in relation to the environment

Table 208

Page 471

## F6 "Eco-friendly products" respondent/household buys on a regular basis

Base: All respondents who buy eco-friendly products

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	503 100%	377 100%	113 100%	13 100%	137 100%	136 100%	68 100%	65 100%	151 100%	171 100%	59 100%	122 100%	70 100%	242 100%	191 100%	192 100%	122 100%	91 100%	98 100%
Washing (up) Liquid	151 30%	114 30%	34 30%	3 23%	44 32%	43 32%	19 28%	14 22%	36 24%	58 34%	15 25%	42 34%	23 33%	70 29%	58 30%	66 34%	33 27%	25 27%	27 28%
Washing Powder	104 21%	78 21%	21 19%	5 38%	32 23%	29 21%	14 21%	10 15%	31 21%	39 23%	6 10%	28 23%	12 17%	54 22%	38 20%	45 23%	23 19%	15 16%	21 21%
Cleaning products/materials (no detail)	87 17%	71 19%	15 13%	1 8%	23 17%	19 14%	15 22%	17 26%	26 17%	35 20%	14 24%	12 10%	12 17%	44 18%	31 16%	47 24%	17 14%	12 13%	11 11%
Household cleaning products(kitchen, bathroom,floor)	38 8%	29 8%	9 8%	- -	13 9%	13 10%	6 9%	3 5%	13 9%	11 6%	5 8%	9 7%	6 9%	20 8%	12 6%	15 8%	8 7%	7 8%	8 8%
Detergents	31 6%	29 8%	2 2%	- -	5 4%	8 6%	3 4%	7 11%	5 3%	16 9%	2 3%	8 7%	- -	15 6%	16 8%	16 8%	10 8%	1 1%	4 4%
Toiletries (all references)	28 6%	21 6%	6 5%	1 8%	5 4%	7 5%	2 3%	5 8%	11 7%	4 2%	2 3%	11 9%	7 10%	12 5%	9 5%	8 4%	7 6%	6 7%	7 7%
Toilet cleaner	27 5%	22 6%	5 4%	- -	10 7%	6 4%	1 1%	4 6%	7 5%	11 6%	1 2%	8 7%	5 7%	15 6%	7 4%	11 6%	5 4%	6 7%	5 5%
Ecover (product not specified)	17 3%	12 3%	5 4%	- -	3 2%	4 3%	3 4%	5 8%	3 2%	7 4%	4 7%	3 2%	4 6%	7 3%	6 3%	9 5%	4 3%	2 2%	2 2%
Food products	16 3%	9 2%	5 4%	2 15%	2 1%	2 1%	2 3%	4 6%	2 1%	8 5%	1 2%	5 4%	2 3%	9 4%	5 3%	7 4%	4 3%	4 4%	1 1%
Deodorants	14 3%	8 2%	6 5%	- -	7 5%	5 4%	2 3%	- -	3 2%	1 1%	4 7%	6 5%	4 6%	5 2%	5 3%	- -	4 3%	4 4%	6 6%
Electrical goods	14 3%	8 2%	5 4%	1 8%	3 2%	6 4%	1 1%	2 3%	6 4%	4 2%	1 2%	3 2%	1 1%	5 2%	8 4%	4 2%	4 3%	4 4%	2 2%
Dishwasher tablets	13 3%	12 3%	1 1%	- -	4 3%	4 3%	2 3%	2 3%	2 1%	6 4%	1 2%	4 3%	1 1%	7 3%	5 3%	7 4%	5 4%	1 1%	- -
Recycled items (all references)	12 2%	10 3%	2 2%	- -	4 3%	1 1%	3 4%	3 5%	2 1%	3 2%	1 2%	6 5%	3 4%	1 *	8 4%	6 3%	1 1%	2 2%	3 3%
Paper products	12 2%	8 2%	4 4%	- -	2 1%	2 1%	4 6%	3 5%	2 1%	6 4%	1 2%	3 2%	3 4%	4 2%	5 3%	5 3%	2 2%	3 3%	2 2%
Washing products (general)	7 1%	6 2%	1 1%	- -	4 3%	- -	1 1%	2 3%	1 1%	2 1%	1 2%	3 2%	- -	4 2%	3 2%	3 2%	1 1%	2 2%	1 1%
Dolphin friendly products	6 1%	4 1%	2 2%	- -	3 2%	1 1%	1 1%	1 2%	4 3%	2 1%	- -	- -	1 1%	3 1%	2 1%	2 1%	1 1%	2 2%	1 1%
Dustbin bags	6 1%	3 1%	3 3%	- -	2 1%	1 1%	1 1%	- -	2 1%	1 1%	2 3%	1 1%	1 1%	1 *	4 2%	3 2%	1 1%	- -	2 2%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 "Eco-friendly products" respondent/household buys on a regular basis**

Base: All respondents who buy eco-friendly products

	Sex		Age					Age within Sex										
	TOTAL	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	503 100%	217 100%	286 100%	83 100%	116 100%	100 100%	134 100%	69 100%	38 100%	42 100%	43 100%	62 100%	32 100%	45 100%	74 100%	57 100%	72 100%	37 100%
Local produce (general)	6 1%	4 2%	2 1%	-	1 1%	3 3%	1 1%	1 1%	-	1 2%	2 5%	1 2%	-	-	-	1 2%	-	1 3%
Nappies	5 1%	1 *	4 1%	-	5 4%	-	-	-	-	1 2%	-	-	-	-	4 5%	-	-	-
Recycled toilet paper	4 1%	2 1%	2 1%	-	-	1 1%	2 1%	1 1%	-	-	-	1 2%	1 3%	-	-	1 2%	1 1%	-
CFC free products	4 1%	2 1%	2 1%	3 4%	-	1 1%	-	-	1 3%	-	1 2%	-	-	2 4%	-	-	-	-
Recycled Kitchen roll	3 1%	2 1%	1 *	-	-	-	2 1%	1 1%	-	-	-	1 2%	1 3%	-	-	-	1 1%	-
Free range poultry	2 *	1 *	1 *	-	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-
Organic food	2 *	1 *	1 *	-	-	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-
Free range eggs	2 *	-	2 1%	1 1%	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	1 1%	-
Clothes	2 *	-	2 1%	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 3%
No Answer	23 5%	5 2%	18 6%	4 5%	6 5%	4 4%	3 2%	5 7%	1 3%	2 5%	2 5%	-	-	3 7%	4 5%	2 4%	3 4%	5 14%
Don't Know	25 5%	15 7%	10 3%	3 4%	4 3%	4 4%	4 3%	10 14%	3 8%	1 2%	2 5%	1 2%	8 25%	-	3 4%	2 4%	3 4%	2 5%
Other Answers	58 12%	25 12%	33 12%	12 14%	12 10%	10 10%	17 13%	7 10%	8 21%	2 5%	6 14%	5 8%	4 13%	4 9%	10 14%	4 7%	12 17%	3 8%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 "Eco-friendly products" respondent/household buys on a regular basis**

Base: All respondents who buy eco-friendly products

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	503 100%	292 100%	90 100%	121 100%	32 100%	33 100%	6 100%	39 100%	104 100%	129 100%	42 100%	34 100%	16 100%	68 100%	154 100%	222 100%	120 100%
Local produce (general)	6 1%	3 1%	2 2%	1 1%	1 3%	1 3%	-	-	-	2 2%	-	-	-	2 3%	1 1%	3 1%	2 2%
Nappies	5 1%	1 *	-	4 3%	-	-	-	-	-	5 4%	-	-	-	-	1 1%	2 1%	2 2%
Recycled toilet paper	4 1%	2 1%	1 1%	1 1%	-	1 3%	-	1 3%	1 1%	1 1%	-	-	-	-	1 1%	2 1%	1 1%
CFC free products	4 1%	1 *	-	3 2%	-	-	-	-	-	2 2%	1 2%	-	-	1 1%	1 1%	3 1%	-
Recycled Kitchen roll	3 1%	1 *	1 1%	1 1%	-	1 3%	-	1 3%	1 1%	-	-	-	-	-	1 1%	-	2 2%
Free range poultry	2 *	2 1%	-	-	-	1 3%	-	-	-	1 1%	-	-	-	-	2 1%	-	-
Organic food	2 *	2 1%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	2 1%	-
Free range eggs	2 *	1 *	-	1 1%	-	1 3%	-	-	-	-	-	-	-	1 1%	1 1%	-	1 1%
Clothes	2 *	-	2 2%	-	1 3%	-	-	-	-	-	-	-	-	1 1%	-	1 *	1 1%
No Answer	23 5%	9 3%	7 8%	7 6%	5 16%	-	-	1 3%	5 5%	7 5%	-	2 6%	1 6%	2 3%	10 6%	7 3%	6 5%
Don't Know	25 5%	15 5%	8 9%	2 2%	2 6%	2 6%	1 17%	4 10%	3 3%	6 5%	3 7%	-	-	4 6%	8 5%	13 6%	3 3%
Other Answers	58 12%	39 13%	10 11%	9 7%	4 13%	5 15%	-	7 18%	11 11%	14 11%	6 14%	5 15%	1 6%	5 7%	19 12%	21 9%	16 13%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 "Eco-friendly products" respondent/household buys on a regular basis**

Base: All respondents who buy eco-friendly products

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	503 100%	377 100%	113 100%	13 100%	137 100%	136 100%	68 100%	65 100%	151 100%	171 100%	59 100%	122 100%	70 100%	242 100%	191 100%	192 100%	122 100%	91 100%	98 100%
Local produce (general)	6 1%	6 2%	- -	- -	2 1%	3 2%	1 1%	- -	2 1%	3 2%	- -	1 1%	- -	3 1%	3 2%	3 2%	2 2%	1 1%	- -
Nappies	5 1%	4 1%	1 1%	- -	2 1%	- -	1 1%	2 3%	1 1%	3 2%	- -	1 1%	- -	3 1%	2 1%	4 2%	1 1%	- -	- -
Recycled toilet paper	4 1%	4 1%	- -	- -	1 1%	2 1%	- -	- -	2 1%	1 1%	- -	1 1%	- -	1 *	3 2%	1 1%	- -	1 1%	2 2%
CFC free products	4 1%	2 1%	2 2%	- -	- -	1 1%	1 1%	- -	1 1%	2 1%	- -	1 1%	- -	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%
Recycled Kitchen roll	3 1%	3 1%	- -	- -	1 1%	- -	- -	- -	2 1%	- -	- -	1 1%	- -	2 1%	1 1%	- -	- -	1 1%	2 2%
Free range poultry	2 *	1 *	1 1%	- -	1 1%	- -	- -	- -	1 1%	1 2%	- -	- -	- -	2 1%	- -	- -	- -	2 2%	- -
Organic food	2 *	2 1%	- -	- -	- -	1 1%	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	2 1%	2 1%	- -	- -	- -
Free range eggs	2 *	1 *	1 1%	- -	1 1%	- -	- -	- -	2 1%	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	2 2%
Clothes	2 *	2 1%	- -	- -	1 1%	- -	- -	- -	1 1%	1 2%	- -	- -	- -	1 *	1 1%	- -	1 1%	- -	1 1%
No Answer	23 5%	16 4%	6 5%	1 8%	7 5%	6 4%	3 4%	2 3%	7 5%	8 5%	1 2%	7 6%	3 4%	16 7%	4 2%	7 4%	5 4%	6 7%	5 5%
Don't Know	25 5%	15 4%	9 8%	1 8%	8 6%	4 3%	3 4%	5 8%	12 8%	6 4%	4 7%	3 2%	7 10%	11 5%	7 4%	4 2%	12 10%	3 3%	6 6%
Other Answers	58 12%	42 11%	15 13%	1 8%	13 9%	23 17%	5 7%	5 8%	16 11%	19 11%	6 10%	17 14%	10 14%	29 12%	19 10%	18 9%	20 16%	8 9%	12 12%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F6 "Other recycled products" respondent/household buys on a regular basis

Base: All respondents who buy "other recycled products"

	Sex		Age					Age within Sex										
	TOTAL	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	241 100%	95 100%	146 100%	40 100%	66 100%	46 100%	59 100%	30 100%	13 100%	25 100%	19 100%	26 100%	12 100%	27 100%	41 100%	27 100%	33 100%	18 100%
(writing) paper	56 23%	26 27%	30 21%	9 23%	24 36%	8 17%	11 19%	4 13%	3 23%	14 56%	4 21%	3 12%	2 17%	6 22%	10 24%	4 15%	8 24%	2 11%
Binbags/Rubbish bags	26 11%	9 9%	17 12%	6 15%	7 11%	7 15%	4 7%	2 7%	2 15%	3 12%	3 16%	1 4%	- -	4 15%	4 10%	4 15%	3 9%	2 11%
Stationery	17 7%	6 6%	11 8%	2 5%	5 8%	4 9%	4 7%	2 7%	- -	1 4%	1 5%	3 12%	1 8%	2 7%	4 10%	3 11%	1 3%	1 6%
Greeting Cards	17 7%	4 4%	13 9%	4 10%	2 3%	1 2%	6 10%	4 13%	2 15%	- -	- -	1 4%	1 8%	2 7%	2 5%	1 4%	5 15%	3 17%
Envelopes	16 7%	6 6%	10 7%	3 8%	1 2%	1 2%	8 14%	3 10%	1 8%	- -	- -	4 15%	1 8%	2 7%	1 2%	1 4%	4 12%	2 11%
Carrier bags	8 3%	1 1%	7 5%	1 3%	2 3%	3 7%	2 3%	- -	- -	- -	1 5%	- -	- -	1 4%	2 5%	2 7%	2 6%	- -
Recycled kitchen paper	8 3%	4 4%	4 3%	- -	- -	4 9%	1 2%	3 10%	- -	- -	1 5%	- -	3 25%	- -	- -	3 11%	1 3%	- -
Bottles/glass	8 3%	2 2%	6 4%	1 3%	3 5%	1 2%	2 3%	1 3%	- -	1 4%	- -	1 4%	- -	1 4%	2 5%	1 4%	1 3%	1 6%
Clothes	6 2%	1 1%	5 3%	1 3%	- -	2 4%	2 3%	1 3%	- -	- -	- -	1 4%	- -	1 4%	- -	2 7%	1 3%	1 6%
Recycled toilet paper	6 2%	4 4%	2 1%	- -	1 2%	3 7%	1 2%	1 3%	- -	- -	2 11%	1 4%	1 8%	- -	1 2%	1 4%	- -	- -
Packaging	5 2%	2 2%	3 2%	1 3%	2 3%	1 2%	1 2%	- -	- -	1 4%	- -	1 4%	- -	1 4%	2 2%	1 4%	- -	- -
Cleaning/washing products	5 2%	3 3%	2 1%	1 3%	- -	1 2%	3 5%	- -	1 8%	- -	1 5%	1 4%	- -	- -	- -	- -	2 6%	- -
None/Nothing	4 2%	2 2%	2 1%	- -	2 3%	- -	2 3%	- -	- -	1 4%	- -	1 4%	- -	- -	1 2%	- -	1 3%	- -
Gardening products	3 1%	2 2%	1 1%	- -	- -	- -	3 5%	- -	- -	- -	- -	2 8%	- -	- -	- -	- -	1 3%	- -
Printer cartridges	2 1%	2 2%	- -	1 3%	1 2%	- -	- -	- -	1 8%	1 4%	- -	- -	- -	- -	- -	- -	- -	- -
No Answer	29 12%	11 12%	18 12%	5 13%	10 15%	5 11%	5 8%	4 13%	1 8%	2 8%	3 16%	3 12%	2 17%	4 15%	8 20%	2 7%	2 6%	2 11%
Don't Know	21 9%	11 12%	10 7%	4 10%	3 5%	4 9%	6 10%	4 13%	1 8%	- -	4 21%	3 12%	3 25%	3 11%	3 7%	- -	3 9%	1 6%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F6 "Other recycled products" respondent/household buys on a regular basis

Base: All respondents who buy "other recycled products"

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	241 100%	148 100%	39 100%	54 100%	17 100%	23 100%	3 100%	16 100%	44 100%	65 100%	19 100%	24 100%	4 100%	26 100%	68 100%	115 100%	53 100%
(writing) paper	56 23%	42 28%	6 15%	8 15%	2 12%	8 35%	2 67%	3 19%	9 20%	16 25%	4 21%	6 25%	-	6 23%	16 24%	26 23%	12 23%
Binbags/Rubbish bags	26 11%	14 9%	3 8%	9 17%	2 12%	3 13%	-	-	5 11%	9 14%	1 5%	2 8%	-	4 15%	10 15%	13 11%	3 6%
Stationery	17 7%	11 7%	3 8%	3 6%	2 12%	1 4%	1 33%	-	3 7%	5 8%	3 16%	2 8%	-	-	2 3%	10 9%	5 9%
Greeting Cards	17 7%	7 5%	5 13%	5 9%	2 12%	3 13%	-	3 19%	2 5%	2 3%	-	2 8%	1 25%	2 8%	5 7%	9 8%	3 6%
Envelopes	16 7%	8 5%	7 18%	1 2%	3 18%	1 4%	-	1 6%	5 11%	2 3%	1 5%	1 4%	-	2 8%	3 4%	8 7%	5 9%
Carrier bags	8 3%	4 3%	-	4 7%	-	2 9%	-	-	2 5%	1 2%	1 5%	2 8%	-	-	2 3%	4 3%	2 4%
Recycled kitchen paper	8 3%	5 3%	2 5%	1 2%	1 6%	1 4%	-	2 13%	1 2%	2 3%	-	-	-	1 4%	1 1%	4 3%	2 4%
Bottles/glass	8 3%	4 3%	3 8%	1 2%	-	2 9%	-	1 6%	3 7%	2 3%	-	-	-	-	4 6%	2 2%	2 4%
Clothes	6 2%	4 3%	2 5%	-	1 6%	1 4%	-	1 6%	1 2%	1 2%	1 5%	-	-	-	4 6%	1 1%	1 2%
Recycled toilet paper	6 2%	5 3%	1 3%	-	-	-	-	1 6%	1 2%	3 5%	-	-	-	1 4%	2 3%	3 3%	1 2%
Packaging	5 2%	3 2%	1 3%	1 2%	-	-	-	-	-	4 6%	-	1 4%	-	-	2 3%	1 1%	1 2%
Cleaning/washing products	5 2%	3 2%	-	2 4%	-	-	-	-	2 5%	2 3%	-	-	-	1 4%	2 3%	2 2%	1 2%
None/Nothing	4 2%	2 1%	-	2 4%	-	-	-	-	4 9%	-	-	-	-	-	3 4%	1 1%	-
Gardening products	3 1%	2 1%	1 3%	-	-	-	-	-	1 2%	1 2%	-	-	-	1 4%	2 3%	-	1 2%
Printer cartridges	2 1%	1 1%	-	1 2%	-	-	-	-	-	-	1 5%	-	-	1 4%	1 1%	1 1%	-
No Answer	29 12%	19 13%	4 10%	6 11%	2 12%	3 13%	-	3 19%	5 11%	8 12%	2 11%	3 13%	1 25%	2 8%	5 7%	18 16%	5 9%
Don't Know	21 9%	10 7%	4 10%	7 13%	1 6%	-	1 33%	3 19%	2 5%	4 6%	4 21%	4 17%	-	2 8%	6 9%	9 8%	6 11%

## Defra survey of attitudes, knowledge and behaviour in relation to the environment

Table 209

Page 477

## F6 "Other recycled products" respondent/household buys on a regular basis

Base: All respondents who buy "other recycled products"

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	241 100%	168 100%	66 100%	7 100%	75 100%	58 100%	44 100%	25 100%	87 100%	71 100%	30 100%	53 100%	42 100%	113 100%	86 100%	85 100%	60 100%	48 100%	48 100%
(writing) paper	56 23%	41 24%	14 21%	1 14%	17 23%	16 28%	10 23%	6 24%	25 29%	14 20%	8 27%	9 17%	10 24%	23 20%	23 27%	25 29%	15 25%	7 15%	9 19%
Binbags/Rubbish bags	26 11%	17 10%	9 14%	-	3 4%	7 12%	7 16%	5 20%	8 9%	8 11%	4 13%	6 11%	7 17%	11 10%	8 9%	14 16%	3 5%	7 15%	2 4%
Stationery	17 7%	12 7%	5 8%	-	7 9%	4 7%	3 7%	1 4%	4 5%	8 11%	2 7%	3 6%	1 2%	9 8%	7 8%	7 8%	5 8%	3 6%	2 4%
Greeting Cards	17 7%	15 9%	1 2%	1 14%	8 11%	3 5%	3 7%	-	6 7%	4 6%	4 13%	3 6%	-	15 13%	2 2%	4 5%	4 7%	5 10%	4 8%
Envelopes	16 7%	14 8%	1 2%	1 14%	9 12%	1 2%	3 7%	3 12%	4 5%	9 13%	1 3%	2 4%	1 2%	8 7%	7 8%	7 8%	2 3%	3 6%	4 8%
Carrier bags	8 3%	2 1%	6 9%	-	7 9%	1 2%	-	-	3 3%	3 4%	-	2 4%	4 10%	2 2%	2 2%	1 1%	3 5%	-	4 8%
Recycled kitchen paper	8 3%	7 4%	-	1 14%	3 4%	1 2%	2 5%	1 4%	4 5%	3 4%	-	1 2%	-	6 5%	2 2%	3 4%	1 2%	2 4%	2 4%
Bottles/glass	8 3%	6 4%	2 3%	-	1 1%	2 3%	3 7%	-	3 3%	2 3%	1 3%	2 4%	1 2%	5 4%	2 2%	5 6%	2 3%	1 2%	-
Clothes	6 2%	6 4%	-	-	2 3%	1 2%	1 2%	1 4%	-	3 4%	2 7%	1 2%	1 2%	2 2%	3 3%	3 4%	1 2%	1 2%	1 2%
Recycled toilet paper	6 2%	6 4%	-	-	1 1%	4 7%	1 2%	-	3 3%	2 3%	1 3%	-	-	3 3%	3 3%	3 4%	-	3 6%	-
Packaging	5 2%	3 2%	2 3%	-	-	2 3%	1 2%	-	4 5%	-	-	1 2%	1 2%	2 2%	2 2%	1 1%	1 2%	2 4%	1 2%
Cleaning/washing products	5 2%	4 2%	1 2%	-	3 4%	1 2%	-	1 4%	2 2%	1 1%	1 3%	1 2%	1 2%	2 2%	2 2%	3 4%	1 2%	-	1 2%
None/Nothing	4 2%	4 2%	-	-	-	-	4 9%	-	-	3 4%	-	1 2%	1 2%	1 1%	2 2%	1 1%	1 2%	2 4%	-
Gardening products	3 1%	3 2%	-	-	-	2 3%	1 2%	-	1 1%	2 3%	-	-	-	1 1%	2 2%	3 4%	-	-	-
Printer cartridges	2 1%	-	1 2%	1 14%	-	1 2%	1 2%	-	1 1%	-	-	1 2%	-	1 1%	1 1%	-	-	2 4%	-
No Answer	29 12%	19 11%	10 15%	-	9 12%	5 9%	2 5%	4 16%	10 11%	7 10%	1 3%	11 21%	6 14%	15 13%	8 9%	5 6%	9 15%	8 17%	7 15%
Don't Know	21 9%	12 7%	8 12%	1 14%	6 8%	3 5%	4 9%	1 4%	7 8%	4 6%	2 7%	8 15%	6 14%	7 6%	8 9%	5 6%	7 12%	3 6%	6 13%

*Defra survey of attitudes, knowledge and behaviour in relation to the environment*

**F6 "Other recycled products" respondent/household buys on a regular basis**

Base: All respondents who buy "other recycled products"

	Sex		Age					Age within Sex									
	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	241 100%	146 100%	40 100%	66 100%	46 100%	59 100%	30 100%	13 100%	25 100%	19 100%	26 100%	12 100%	27 100%	41 100%	27 100%	33 100%	18 100%
Other Answers	33 14%	21 14%	6 15%	10 15%	4 9%	9 15%	4 13%	2 15%	5 20%	-	4 15%	1 8%	4 15%	5 12%	4 15%	5 15%	3 17%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 "Other recycled products" respondent/household buys on a regular basis**

Base: All respondents who buy "other recycled products"

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	<b>241</b> <b>100%</b>	148 100%	39 100%	54 100%	17 100%	23 100%	3 100%	16 100%	44 100%	65 100%	19 100%	24 100%	4 100%	26 100%	68 100%	115 100%	53 100%
Other Answers	<b>33</b> <b>14%</b>	21 14%	6 15%	6 11%	2 12%	2 9%	- -	1 6%	7 16%	11 17%	1 5%	1 4%	2 50%	6 23%	4 6%	17 15%	11 21%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F6 "Other recycled products" respondent/household buys on a regular basis**

Base: All respondents who buy "other recycled products"

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	241 100%	168 100%	66 100%	7 100%	75 100%	58 100%	44 100%	25 100%	87 100%	71 100%	30 100%	53 100%	42 100%	113 100%	86 100%	85 100%	60 100%	48 100%	48 100%
Other Answers	33 14%	21 13%	11 17%	1 14%	10 13%	11 19%	4 9%	4 16%	13 15%	8 11%	3 10%	9 17%	5 12%	16 14%	12 14%	11 13%	8 13%	7 15%	7 15%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F7 Would you describe yourself as a vegetarian or a vegan?**

Base: All respondents

	Sex		Age					Age within Sex										
	TOTAL	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Yes - vegetarian	<b>99</b> 3%	41 2%	58 3%	27 3%	23 3%	17 3%	20 3%	11 2%	12 3%	10 3%	6 2%	9 2%	3 1%	15 4%	13 3%	11 3%	11 3%	8 2%
Yes - vegetarian who eats fish	<b>50</b> 1%	11 1%	39 2%	6 1%	12 2%	9 1%	18 2%	5 1%	1 *	3 1%	1 *	6 2%	- -	5 1%	9 2%	8 2%	12 3%	5 1%
Yes - vegetarian who eats chicken	<b>22</b> 1%	6 *	16 1%	6 1%	7 1%	5 1%	2 *	2 *	2 1%	3 1%	- -	1 *	- -	4 1%	4 1%	5 1%	1 *	2 1%
Yes - vegetarian who eats both fish and chicken	<b>104</b> 3%	39 2%	65 3%	22 3%	17 2%	22 3%	28 4%	13 2%	15 4%	4 1%	9 3%	7 2%	3 1%	7 2%	13 3%	13 4%	21 6%	10 3%
Yes - vegan	<b>81</b> 2%	45 3%	36 2%	24 3%	14 2%	9 1%	20 3%	13 2%	11 3%	8 3%	5 2%	12 3%	8 2%	13 3%	6 1%	4 1%	8 2%	5 1%
No	<b>3261</b> 90%	1574 92%	1687 89%	699 89%	673 90%	572 90%	661 88%	646 94%	358 90%	285 91%	265 93%	336 91%	329 96%	341 89%	388 90%	307 88%	325 86%	317 91%
Don't Know	<b>1</b> *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F7 Would you describe yourself as a vegetarian or a vegan?

Base: All respondents

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	3618 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Yes - vegetarian	99 3%	64 3%	14 2%	21 3%	4 1%	8 3%	-	5 1%	21 4%	25 3%	13 4%	3 1%	4 4%	16 3%	45 4%	42 3%	12 2%
Yes - vegetarian who eats fish	50 1%	27 1%	11 1%	12 1%	6 2%	6 2%	2 4%	3 1%	10 2%	7 1%	3 1%	4 2%	1 1%	8 2%	16 1%	28 2%	5 1%
Yes - vegetarian who eats chicken	22 1%	13 1%	2 *	7 1%	1 *	2 1%	-	1 *	4 1%	8 1%	2 1%	1 *	2 2%	1 *	12 1%	9 1%	-
Yes - vegetarian who eats both fish and chicken	104 3%	54 3%	19 2%	31 4%	5 2%	15 5%	1 2%	6 2%	13 3%	19 2%	15 5%	11 5%	6 6%	13 2%	55 4%	36 2%	10 1%
Yes - vegan	81 2%	43 2%	17 2%	21 3%	6 2%	7 2%	1 2%	6 2%	12 2%	16 2%	9 3%	5 2%	-	19 4%	35 3%	38 2%	8 1%
No	3261 90%	1752 90%	764 92%	745 89%	292 93%	245 87%	42 91%	314 94%	442 88%	870 92%	282 87%	203 89%	95 88%	476 89%	1119 87%	1456 90%	648 95%
Don't Know	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F7 Would you describe yourself as a vegetarian or a vegan?**

Base: All respondents

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	<b>3618</b> 100%	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Yes - vegetarian	<b>99</b> 3%	66 3%	28 3%	5 4%	25 2%	31 3%	7 2%	9 3%	37 2%	20 3%	5 1%	37 4%	21 3%	41 3%	37 3%	28 3%	24 3%	31 4%	16 1%
Yes - vegetarian who eats fish	<b>50</b> 1%	35 1%	14 1%	1 1%	16 1%	15 2%	7 2%	5 2%	18 1%	17 3%	5 1%	10 1%	13 2%	24 2%	13 1%	21 3%	10 1%	3 *	16 1%
Yes - vegetarian who eats chicken	<b>22</b> 1%	10 *	11 1%	1 1%	9 1%	7 1%	1 *	2 1%	9 1%	2 *	3 1%	8 1%	6 1%	8 1%	8 1%	1 *	7 1%	9 1%	5 *
Yes - vegetarian who eats both fish and chicken	<b>104</b> 3%	54 2%	45 4%	5 4%	46 4%	21 2%	8 2%	4 1%	40 2%	23 4%	12 3%	29 3%	32 4%	54 3%	18 1%	12 1%	35 4%	22 3%	35 3%
Yes - vegan	<b>81</b> 2%	52 2%	28 3%	1 1%	28 2%	20 2%	10 2%	6 2%	46 3%	5 1%	7 2%	23 3%	16 2%	44 3%	21 2%	13 2%	19 2%	19 2%	30 3%
No	<b>3261</b> 90%	2179 91%	972 88%	110 89%	1065 89%	812 90%	373 92%	271 91%	1508 91%	580 90%	385 92%	788 88%	661 88%	1403 89%	1197 93%	750 91%	841 90%	696 89%	974 90%
Don't Know	<b>1</b> *	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**A. I often buy second hand goods**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>555</b> 15%	209 12%	346 18%	94 12%	109 15%	103 16%	136 18%	110 16%	37 9%	38 12%	42 15%	53 14%	38 11%	57 15%	71 16%	61 17%	83 22%	72 21%
Tend to Agree (75)	<b>831</b> 23%	373 22%	458 24%	212 27%	198 27%	143 23%	170 23%	107 16%	110 28%	79 25%	60 21%	73 20%	50 15%	102 26%	119 27%	83 24%	97 26%	57 16%
Neither Agree nor Disagree (50)	<b>621</b> 17%	313 18%	308 16%	156 20%	123 16%	135 21%	107 14%	95 14%	95 24%	56 18%	61 21%	54 15%	47 14%	61 16%	67 15%	74 21%	53 14%	48 14%
Tend to Disagree (25)	<b>832</b> 23%	416 24%	416 22%	192 24%	183 25%	142 22%	166 22%	146 21%	92 23%	83 27%	68 24%	94 25%	78 23%	100 26%	100 23%	74 21%	72 19%	68 20%
Strongly Disagree (0)	<b>611</b> 17%	302 18%	309 16%	107 14%	116 16%	92 14%	130 17%	165 24%	51 13%	47 15%	44 15%	67 18%	92 27%	56 15%	69 16%	48 14%	63 17%	73 21%
AGREE	<b>1386</b> 38%	582 34%	804 42%	306 39%	307 41%	246 39%	306 41%	217 31%	147 37%	117 37%	102 36%	126 34%	88 26%	159 41%	190 44%	144 41%	180 48%	129 37%
DISAGREE	<b>1443</b> 40%	718 42%	725 38%	299 38%	299 40%	234 37%	296 40%	311 45%	143 36%	130 42%	112 39%	161 43%	170 50%	156 41%	169 39%	122 35%	135 36%	141 41%
Mean Score	<b>49.18</b>	46.45	51.58	49.80	50.03	50.93	50.56	44.02	49.35	48.18	48.91	46.41	38.85	50.27	51.35	52.57	54.42	48.98
Standard Deviation	<b>33.85</b>	32.95	34.45	31.52	33.16	32.91	35.15	36.38	30.02	32.18	32.79	34.30	34.75	33.01	33.82	32.96	35.54	37.27
Standard Error	<b>0.576</b>	0.820	0.804	1.143	1.228	1.327	1.320	1.458	1.530	1.849	1.978	1.857	1.990	1.703	1.639	1.788	1.852	2.090
Error Variance	<b>0.332</b>	0.673	0.646	1.305	1.509	1.761	1.743	2.125	2.341	3.418	3.911	3.450	3.959	2.899	2.685	3.196	3.432	4.368
Don't Know	<b>5</b> *	2 *	3 *	-	-	2 *	2 *	1 *	-	-	1 *	-	1 *	-	-	1 *	2 1%	-
Not Applicable	<b>163</b> 5%	101 6%	62 3%	23 3%	17 2%	18 3%	38 5%	66 10%	14 4%	10 3%	10 3%	30 8%	37 11%	9 2%	7 2%	8 2%	8 2%	29 8%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F8 Agreement with statements to do with energy, recycling and food purchasing  
 A. I often buy second hand goods

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskirts	Town or small city	Country village or countryside
TOTAL	3618 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree (100)	555 15%	278 14%	137 17%	140 17%	61 19%	43 15%	4 9%	40 12%	76 15%	136 14%	40 12%	45 20%	24 22%	86 16%	194 15%	249 15%	103 15%
Tend to Agree (75)	831 23%	477 24%	137 17%	217 26%	48 15%	60 21%	13 28%	60 18%	116 23%	254 27%	82 25%	66 29%	28 26%	104 20%	272 21%	391 24%	157 23%
Neither Agree nor Disagree (50)	621 17%	348 18%	114 14%	159 19%	42 13%	56 20%	9 20%	49 15%	85 17%	175 18%	50 15%	37 16%	19 18%	99 19%	225 18%	263 16%	126 18%
Tend to Disagree (25)	832 23%	495 25%	164 20%	173 21%	56 18%	69 24%	9 20%	81 24%	135 27%	223 24%	85 26%	45 20%	18 17%	111 21%	289 23%	383 24%	151 22%
Strongly Disagree (0)	611 17%	299 15%	197 24%	115 14%	74 24%	40 14%	7 15%	77 23%	73 15%	132 14%	59 18%	31 14%	12 11%	106 20%	232 18%	258 16%	114 17%
AGREE	1386 38%	755 39%	274 33%	357 43%	109 35%	103 36%	17 37%	100 30%	192 38%	390 41%	122 38%	111 49%	52 48%	190 36%	466 36%	640 40%	260 38%
DISAGREE	1443 40%	794 41%	361 44%	288 34%	130 41%	109 39%	16 35%	158 47%	208 41%	355 38%	144 44%	76 33%	30 28%	217 41%	521 41%	641 40%	265 39%
Mean Score	49.18	49.21	45.09	52.92	46.98	49.72	48.81	42.26	49.33	51.06	46.76	55.47	58.42	47.68	48.08	49.84	49.39
Standard Deviation	33.85	32.87	36.66	33.00	37.79	32.85	31.70	34.41	33.07	32.44	33.26	33.66	33.41	34.80	34.14	33.69	33.62
Standard Error	0.576	0.755	1.339	1.164	2.255	2.007	4.891	1.964	1.501	1.070	1.871	2.249	3.324	1.547	0.981	0.857	1.318
Error Variance	0.332	0.570	1.794	1.354	5.083	4.026	23.920	3.856	2.254	1.144	3.502	5.058	11.049	2.394	0.961	0.735	1.736
Don't Know	5 *	3 *	1 *	1 *	- -	- -	- -	1 *	2 *	- -	1 *	- -	- -	1 *	3 *	1 *	1 *
Not Applicable	163 5%	53 3%	77 9%	33 4%	33 11%	15 5%	4 9%	27 8%	15 3%	26 3%	7 2%	3 1%	7 6%	26 5%	68 5%	64 4%	31 5%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**A. I often buy second hand goods**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>555</b> <b>15%</b>	330 14%	211 19%	14 11%	235 20%	122 13%	45 11%	35 12%	240 14%	93 14%	78 19%	144 16%	154 21%	238 15%	163 13%	91 11%	137 15%	113 14%	214 20%
Tend to Agree	(75) <b>831</b> <b>23%</b>	533 22%	276 25%	22 18%	292 25%	244 27%	71 17%	49 16%	381 23%	133 21%	99 24%	218 24%	166 22%	360 23%	305 24%	170 21%	207 22%	206 26%	248 23%
Neither Agree nor Disagree	(50) <b>621</b> <b>17%</b>	416 17%	180 16%	25 20%	190 16%	146 16%	86 21%	41 14%	301 18%	111 17%	52 12%	157 18%	113 15%	272 17%	236 18%	148 18%	157 17%	130 17%	186 17%
Tend to Disagree	(25) <b>832</b> <b>23%</b>	580 24%	214 19%	38 31%	193 16%	225 25%	129 32%	100 34%	363 22%	184 28%	98 24%	187 21%	129 17%	367 23%	336 26%	235 28%	233 25%	181 23%	183 17%
Strongly Disagree	(0) <b>611</b> <b>17%</b>	431 18%	164 15%	16 13%	190 16%	145 16%	68 17%	70 24%	281 17%	109 17%	74 18%	147 16%	133 18%	252 16%	226 17%	156 19%	166 18%	114 15%	175 16%
AGREE	<b>1386</b> <b>38%</b>	863 36%	487 44%	36 29%	527 44%	366 40%	116 29%	84 28%	621 37%	226 35%	177 42%	362 40%	320 43%	598 38%	468 36%	261 32%	344 37%	319 41%	462 43%
DISAGREE	<b>1443</b> <b>40%</b>	1011 42%	378 34%	54 44%	383 32%	370 41%	197 49%	170 57%	644 39%	293 45%	172 41%	334 37%	262 35%	619 39%	562 43%	391 47%	399 43%	295 38%	358 33%
Mean Score	<b>49.18</b>	47.28	53.73	45.65	54.30	49.23	43.48	39.75	48.98	46.71	50.56	50.73	52.84	49.41	46.90	43.91	47.67	50.77	53.55
Standard Deviation	<b>33.85</b>	33.58	34.31	31.11	34.99	33.01	31.33	33.23	33.59	33.27	35.46	33.92	35.94	33.59	32.80	32.44	33.81	33.00	34.97
Standard Error	<b>0.576</b>	0.702	1.061	2.901	1.055	1.112	1.568	1.935	0.849	1.326	1.771	1.161	1.363	0.870	0.922	1.147	1.127	1.210	1.103
Error Variance	<b>0.332</b>	0.492	1.127	8.415	1.113	1.236	2.459	3.743	0.721	1.757	3.136	1.349	1.858	0.758	0.850	1.316	1.270	1.463	1.216
Don't Know	<b>5</b> *	4 *	1 *	- -	1 *	2 *	1 *	- -	- -	3 *	- -	2 *	1 *	3 *	1 *	2 *	1 *	- -	2 *
Not Applicable	<b>163</b> <b>5%</b>	102 4%	53 5%	8 7%	89 7%	22 2%	6 1%	2 1%	93 6%	14 2%	16 4%	40 4%	53 7%	83 5%	27 2%	23 3%	35 4%	36 5%	69 6%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
B. I give most things I no longer want to charity or to friends and family**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> <b>100%</b>	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree	(100) <b>1888</b> <b>52%</b>	714 42%	1174 62%	362 46%	390 52%	326 51%	394 53%	410 59%	148 37%	117 37%	117 41%	150 40%	181 53%	214 56%	273 63%	209 60%	244 65%	229 66%
Tend to Agree	(75) <b>1276</b> <b>35%</b>	700 41%	576 30%	298 38%	253 34%	239 38%	265 35%	214 31%	169 42%	131 42%	123 43%	155 42%	120 35%	129 34%	122 28%	116 33%	110 29%	94 27%
Neither Agree nor Disagree	(50) <b>204</b> <b>6%</b>	131 8%	73 4%	57 7%	47 6%	35 6%	38 5%	26 4%	38 10%	29 9%	19 7%	26 7%	18 5%	19 5%	18 4%	16 5%	12 3%	8 2%
Tend to Disagree	(25) <b>142</b> <b>4%</b>	99 6%	43 2%	37 5%	36 5%	22 3%	29 4%	18 3%	23 6%	23 7%	19 7%	24 6%	10 3%	14 4%	13 3%	3 1%	5 1%	8 2%
Strongly Disagree	(0) <b>58</b> <b>2%</b>	43 3%	15 1%	20 3%	12 2%	4 1%	16 2%	6 1%	15 4%	9 3%	3 1%	11 3%	5 1%	5 1%	3 1%	1 *	5 1%	1 *
AGREE	<b>3164</b> <b>87%</b>	1414 82%	1750 92%	660 84%	643 86%	565 89%	659 88%	624 90%	317 79%	248 79%	240 84%	305 82%	301 88%	343 89%	395 91%	325 93%	354 94%	323 93%
DISAGREE	<b>200</b> <b>6%</b>	142 8%	58 3%	57 7%	48 6%	26 4%	45 6%	24 3%	38 10%	32 10%	22 8%	35 9%	15 4%	19 5%	16 4%	4 1%	10 3%	9 3%
Mean Score	<b>83.59</b>	78.79	87.89	80.52	82.96	84.38	83.42	87.24	76.21	76.21	79.54	77.94	84.58	84.97	87.82	88.33	88.76	89.85
Standard Deviation	<b>21.99</b>	24.27	18.72	23.95	22.82	19.92	22.64	19.28	25.63	25.41	22.65	25.03	21.00	21.20	19.38	16.39	18.58	17.07
Standard Error	<b>0.368</b>	0.591	0.432	0.861	0.840	0.796	0.831	0.743	1.293	1.446	1.351	1.308	1.149	1.086	0.936	0.882	0.958	0.926
Error Variance	<b>0.136</b>	0.349	0.186	0.741	0.706	0.634	0.691	0.552	1.672	2.090	1.825	1.712	1.320	1.180	0.875	0.779	0.918	0.857
Don't Know	<b>5</b> <b>*</b>	1 *	4 *	1 *	1 *	1 *	- -	2 *	- -	- -	- -	- -	1 *	1 *	1 *	1 *	- -	1 *
Not Applicable	<b>45</b> <b>1%</b>	28 2%	17 1%	9 1%	7 1%	8 1%	7 1%	14 2%	6 2%	4 1%	5 2%	5 1%	8 2%	3 1%	3 1%	3 1%	2 1%	6 2%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**B. I give most things I no longer want to charity or to friends and family**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree (100)	<b>1888</b> 52%	940 48%	494 60%	454 54%	202 64%	134 47%	18 39%	187 56%	220 44%	498 53%	152 47%	152 67%	58 54%	267 50%	676 53%	831 52%	354 52%
Tend to Agree (75)	<b>1276</b> 35%	737 38%	255 31%	284 34%	80 25%	90 32%	16 35%	120 36%	212 42%	345 36%	134 41%	52 23%	40 37%	187 35%	429 33%	586 36%	248 36%
Neither Agree nor Disagree (50)	<b>204</b> 6%	128 7%	32 4%	44 5%	10 3%	22 8%	6 13%	14 4%	39 8%	46 5%	19 6%	7 3%	6 6%	35 7%	81 6%	90 6%	32 5%
Tend to Disagree (25)	<b>142</b> 4%	86 4%	23 3%	33 4%	9 3%	24 8%	5 11%	7 2%	19 4%	35 4%	11 3%	11 5%	4 4%	17 3%	54 4%	57 4%	29 4%
Strongly Disagree (0)	<b>58</b> 2%	37 2%	8 1%	13 2%	5 2%	8 3%	-	1 *	4 1%	13 1%	6 2%	2 1%	-	19 4%	17 1%	31 2%	10 1%
AGREE	<b>3164</b> 87%	1677 86%	749 91%	738 88%	282 90%	224 79%	34 74%	307 92%	432 86%	843 89%	286 88%	204 90%	98 91%	454 85%	1105 86%	1417 88%	602 88%
DISAGREE	<b>200</b> 6%	123 6%	31 4%	46 5%	14 4%	32 11%	5 11%	8 2%	23 5%	48 5%	17 5%	13 6%	4 4%	36 7%	71 6%	88 5%	39 6%
Mean Score	<b>83.59</b>	81.86	87.07	84.21	87.99	78.60	76.11	86.85	81.63	84.15	82.22	88.06	85.19	81.71	83.67	83.37	83.69
Standard Deviation	<b>21.99</b>	22.78	19.64	21.90	20.76	26.80	24.97	17.68	20.65	21.24	21.71	21.17	19.04	24.50	22.02	22.13	21.79
Standard Error	<b>0.368</b>	0.519	0.689	0.761	1.187	1.607	3.723	0.975	0.929	0.694	1.210	1.414	1.832	1.069	0.621	0.554	0.840
Error Variance	<b>0.136</b>	0.269	0.475	0.579	1.409	2.583	13.861	0.950	0.863	0.481	1.464	2.001	3.357	1.143	0.386	0.307	0.706
Don't Know	<b>5</b> *	1 *	2 *	2 *	1 *	-	-	1 *	2 *	-	-	1 *	-	-	2 *	2 *	1 *
Not Applicable	<b>45</b> 1%	24 1%	13 2%	8 1%	7 2%	5 2%	1 2%	5 1%	6 1%	9 1%	2 1%	2 1%	-	8 2%	24 2%	12 1%	9 1%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**B. I give most things I no longer want to charity or to friends and family**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>1888</b> <b>52%</b>	1256 52%	585 53%	47 38%	650 55%	463 51%	186 46%	146 49%	854 51%	334 52%	221 53%	479 54%	401 54%	854 54%	633 49%	419 51%	488 52%	400 51%	581 54%
Tend to Agree	(75) <b>1276</b> <b>35%</b>	881 37%	341 31%	54 44%	390 33%	333 37%	169 42%	118 40%	582 35%	238 37%	151 36%	305 34%	228 30%	537 34%	511 39%	318 39%	341 36%	281 36%	336 31%
Neither Agree nor Disagree	(50) <b>204</b> <b>6%</b>	118 5%	75 7%	11 9%	64 5%	53 6%	28 7%	13 4%	101 6%	34 5%	17 4%	52 6%	43 6%	88 6%	73 6%	42 5%	52 6%	43 6%	67 6%
Tend to Disagree	(25) <b>142</b> <b>4%</b>	86 4%	49 4%	7 6%	41 3%	37 4%	14 3%	16 5%	67 4%	27 4%	16 4%	32 4%	38 5%	53 3%	51 4%	31 4%	33 4%	27 3%	51 5%
Strongly Disagree	(0) <b>58</b> <b>2%</b>	33 1%	25 2%	-	22 2%	14 2%	8 2%	3 1%	29 2%	10 2%	6 1%	13 1%	14 2%	26 2%	18 1%	9 1%	15 2%	17 2%	17 2%
AGREE	<b>3164</b> <b>87%</b>	2137 89%	926 84%	101 82%	1040 87%	796 88%	355 87%	264 89%	1436 87%	572 88%	372 89%	784 88%	629 84%	1391 88%	1144 88%	737 89%	829 89%	681 87%	917 85%
DISAGREE	<b>200</b> <b>6%</b>	119 5%	74 7%	7 6%	63 5%	51 6%	22 5%	19 6%	96 6%	37 6%	22 5%	45 5%	52 7%	79 5%	69 5%	40 5%	48 5%	44 6%	68 6%
Mean Score	<b>83.59</b>	84.13	82.84	79.62	84.38	83.17	81.54	82.77	83.14	83.40	84.37	84.19	83.29	84.34	82.85	83.79	83.75	83.20	83.58
Standard Deviation	<b>21.99</b>	21.15	23.82	20.83	22.11	21.96	22.05	21.66	22.40	21.92	21.32	21.60	23.57	21.68	21.44	20.77	21.61	22.50	22.89
Standard Error	<b>0.368</b>	0.434	0.727	1.910	0.647	0.732	1.096	1.259	0.554	0.864	1.052	0.728	0.876	0.549	0.598	0.726	0.709	0.812	0.706
Error Variance	<b>0.136</b>	0.188	0.528	3.647	0.419	0.536	1.200	1.585	0.307	0.747	1.106	0.530	0.767	0.302	0.357	0.527	0.503	0.659	0.498
Don't Know	<b>5</b> *	<b>2</b> *	<b>3</b> *	-	<b>3</b> *	<b>1</b> *	-	-	-	<b>2</b> *	-	<b>3</b> *	<b>2</b> *	<b>3</b> *	-	-	<b>1</b> *	-	<b>4</b> *
Not Applicable	<b>45</b> <b>1%</b>	20 1%	21 2%	4 3%	20 2%	5 1%	1 *	1 *	26 2%	2 *	6 1%	11 1%	23 3%	14 1%	8 1%	6 1%	6 1%	12 2%	21 2%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
C. I make a point of checking where fruit and vegetables are grown before I buy them**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> <b>100%</b>	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>522</b> <b>14%</b>	232 14%	290 15%	57 7%	79 11%	116 18%	127 17%	142 21%	30 8%	26 8%	56 20%	57 15%	63 18%	27 7%	53 12%	60 17%	70 19%	79 23%
Tend to Agree (75)	<b>792</b> <b>22%</b>	352 21%	440 23%	114 15%	145 19%	146 23%	206 28%	180 26%	58 15%	57 18%	56 20%	93 25%	88 26%	56 15%	88 20%	90 26%	113 30%	92 27%
Neither Agree nor Disagree (50)	<b>869</b> <b>24%</b>	422 25%	447 24%	218 28%	182 24%	146 23%	171 23%	147 21%	110 28%	85 27%	62 22%	86 23%	77 22%	108 28%	97 22%	84 24%	85 22%	70 20%
Tend to Disagree (25)	<b>929</b> <b>26%</b>	440 26%	489 26%	254 32%	232 31%	154 24%	160 21%	126 18%	114 29%	97 31%	74 26%	85 23%	69 20%	140 36%	135 31%	80 23%	75 20%	57 16%
Strongly Disagree (0)	<b>386</b> <b>11%</b>	202 12%	184 10%	112 14%	90 12%	53 8%	64 9%	63 9%	68 17%	38 12%	28 10%	36 10%	31 9%	44 11%	52 12%	25 7%	28 7%	32 9%
AGREE	<b>1314</b> <b>36%</b>	584 34%	730 38%	171 22%	224 30%	262 41%	333 44%	322 47%	88 22%	83 27%	112 39%	150 40%	151 44%	83 22%	141 33%	150 43%	183 48%	171 49%
DISAGREE	<b>1315</b> <b>36%</b>	642 37%	673 35%	366 47%	322 43%	207 33%	224 30%	189 27%	182 46%	135 43%	102 36%	121 33%	100 29%	184 48%	187 43%	105 30%	103 27%	89 26%
Mean Score	<b>50.96</b>	49.58	52.20	41.72	46.26	54.80	55.91	58.05	41.32	44.72	53.44	53.50	56.33	42.13	47.35	55.90	58.22	59.77
Standard Deviation	<b>30.92</b>	30.97	30.82	28.23	29.85	31.15	30.60	31.72	29.23	28.64	32.36	30.88	31.28	27.20	30.67	30.14	30.20	32.10
Standard Error	<b>0.523</b>	0.763	0.717	1.027	1.106	1.256	1.134	1.237	1.500	1.646	1.948	1.634	1.727	1.405	1.488	1.637	1.568	1.767
Error Variance	<b>0.273</b>	0.582	0.514	1.055	1.224	1.578	1.286	1.529	2.249	2.708	3.794	2.670	2.983	1.974	2.214	2.679	2.458	3.123
Don't Know	<b>8</b> *	3 *	5 *	2 *	1 *	2 *	2 *	1 *	1 *	- *	1 *	- *	1 *	1 *	1 *	1 *	2 1%	- *
Not Applicable	<b>112</b> <b>3%</b>	65 4%	47 2%	27 3%	17 2%	18 3%	19 3%	31 4%	18 5%	10 3%	9 3%	14 4%	14 4%	9 2%	7 2%	9 3%	5 1%	17 5%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**C. I make a point of checking where fruit and vegetables are grown before I buy them**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskirts	Town or small city	Country village or countryside
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree	(100) <b>522</b> 14%	269 14%	162 20%	91 11%	63 20%	42 15%	6 13%	66 20%	78 16%	108 11%	37 11%	23 10%	18 17%	81 15%	183 14%	203 13%	126 18%
Tend to Agree	(75) <b>792</b> 22%	415 21%	224 27%	153 18%	80 25%	55 19%	10 22%	99 30%	124 25%	196 21%	65 20%	39 17%	20 19%	104 20%	270 21%	340 21%	172 25%
Neither Agree nor Disagree	(50) <b>869</b> 24%	483 25%	172 21%	214 26%	63 20%	58 20%	5 11%	78 23%	110 22%	246 26%	82 25%	62 27%	29 27%	136 26%	319 25%	392 24%	147 22%
Tend to Disagree	(25) <b>929</b> 26%	532 27%	153 19%	244 29%	59 19%	85 30%	18 39%	57 17%	136 27%	265 28%	90 28%	70 31%	23 21%	126 24%	321 25%	444 28%	153 22%
Strongly Disagree	(0) <b>386</b> 11%	206 11%	79 10%	101 12%	30 10%	32 11%	5 11%	24 7%	44 9%	105 11%	39 12%	27 12%	13 12%	67 13%	136 11%	179 11%	70 10%
AGREE	<b>1314</b> 36%	684 35%	386 47%	244 29%	143 46%	97 34%	16 35%	165 49%	202 40%	304 32%	102 31%	62 27%	38 35%	185 35%	453 35%	543 34%	298 44%
DISAGREE	<b>1315</b> 36%	738 38%	232 28%	345 41%	89 28%	117 41%	23 50%	81 24%	180 36%	370 39%	129 40%	97 43%	36 33%	193 36%	457 36%	623 39%	223 33%
Mean Score	<b>50.96</b>	50.12	57.50	46.54	57.37	49.08	46.59	59.72	52.85	48.29	47.68	45.59	51.70	50.29	50.87	49.10	54.90
Standard Deviation	<b>30.92</b>	30.57	31.72	29.93	32.12	31.70	32.17	30.06	30.72	29.83	30.23	29.30	31.94	31.64	30.81	30.45	31.86
Standard Error	<b>0.523</b>	0.700	1.128	1.056	1.870	1.922	4.849	1.670	1.385	0.984	1.709	1.971	3.147	1.396	0.879	0.771	1.233
Error Variance	<b>0.273</b>	0.491	1.273	1.116	3.498	3.694	23.514	2.789	1.919	0.967	2.920	3.884	9.906	1.948	0.773	0.595	1.520
Don't Know	<b>8</b> *	4 *	1 *	3 *	- -	- -	- -	1 *	2 *	3 *	2 1%	- -	- -	- -	3 *	4 *	1 *
Not Applicable	<b>112</b> 3%	44 2%	36 4%	32 4%	19 6%	11 4%	2 4%	10 3%	8 2%	23 2%	9 3%	6 3%	5 5%	19 4%	51 4%	47 3%	14 2%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**C. I make a point of checking where fruit and vegetables are grown before I buy them**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>522</b> <b>14%</b>	375 16%	137 12%	10 8%	166 14%	118 13%	61 15%	48 16%	213 13%	141 22%	60 14%	108 12%	102 14%	262 17%	158 12%	145 18%	137 15%	98 13%	142 13%
Tend to Agree	(75) <b>792</b> <b>22%</b>	575 24%	197 18%	20 16%	268 23%	201 22%	86 21%	82 28%	323 19%	203 31%	80 19%	186 21%	134 18%	358 23%	300 23%	249 30%	200 21%	149 19%	194 18%
Neither Agree nor Disagree	(50) <b>869</b> <b>24%</b>	542 23%	295 27%	32 26%	299 25%	206 23%	99 24%	57 19%	443 27%	107 17%	106 25%	213 24%	188 25%	372 24%	309 24%	165 20%	207 22%	217 28%	280 26%
Tend to Disagree	(25) <b>929</b> <b>26%</b>	604 25%	291 26%	34 28%	281 24%	273 30%	110 27%	65 22%	431 26%	133 21%	109 26%	256 29%	187 25%	384 24%	358 28%	179 22%	254 27%	219 28%	277 26%
Strongly Disagree	(0) <b>386</b> <b>11%</b>	233 10%	133 12%	20 16%	126 11%	87 10%	45 11%	41 14%	186 11%	51 8%	50 12%	99 11%	88 12%	157 10%	141 11%	76 9%	106 11%	76 10%	128 12%
AGREE	<b>1314</b> <b>36%</b>	950 40%	334 30%	30 24%	434 36%	319 35%	147 36%	130 44%	536 32%	344 53%	140 34%	294 33%	236 32%	620 39%	458 35%	394 48%	337 36%	247 32%	336 31%
DISAGREE	<b>1315</b> <b>36%</b>	837 35%	424 39%	54 44%	407 34%	360 40%	155 38%	106 36%	617 37%	184 28%	159 38%	355 40%	275 37%	541 34%	499 39%	255 31%	360 38%	295 38%	405 38%
Mean Score	<b>50.96</b>	52.74	47.96	42.67	51.47	49.72	50.50	52.65	49.15	59.84	49.44	48.49	49.11	53.00	49.53	56.39	50.22	49.14	48.65
Standard Deviation	<b>30.92</b>	31.02	30.45	29.86	30.66	30.25	31.12	32.70	30.33	31.48	31.19	30.33	31.10	31.26	30.26	31.11	31.42	29.61	30.80
Standard Error	<b>0.523</b>	0.643	0.938	2.772	0.908	1.017	1.554	1.911	0.759	1.249	1.550	1.033	1.176	0.799	0.851	1.090	1.045	1.075	0.964
Error Variance	<b>0.273</b>	0.413	0.881	7.685	0.825	1.034	2.415	3.651	0.577	1.561	2.402	1.067	1.384	0.638	0.723	1.189	1.092	1.155	0.929
Don't Know	<b>8</b> *	6 *	2 *	- -	1 *	3 *	- -	- -	- -	4 1%	- -	4 *	2 *	4 *	2 *	1 *	5 1%	- -	2 *
Not Applicable	<b>112</b> <b>3%</b>	61 3%	44 4%	7 6%	49 4%	18 2%	5 1%	4 1%	63 4%	8 1%	12 3%	29 3%	48 6%	38 2%	26 2%	10 1%	27 3%	21 3%	54 5%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
D. I try not to buy products from a company whose ethics I disagree with**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> <b>100%</b>	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>756</b> <b>21%</b>	349 20%	407 21%	116 15%	125 17%	173 27%	183 24%	156 23%	55 14%	57 18%	80 28%	83 22%	74 22%	61 16%	68 16%	93 27%	100 26%	82 24%
Tend to Agree (75)	<b>1057</b> <b>29%</b>	489 28%	568 30%	208 27%	226 30%	181 29%	240 32%	201 29%	113 28%	97 31%	71 25%	112 30%	96 28%	95 25%	129 30%	110 32%	128 34%	105 30%
Neither Agree nor Disagree (50)	<b>983</b> <b>27%</b>	461 27%	522 27%	250 32%	239 32%	170 27%	171 23%	146 21%	121 30%	94 30%	76 27%	84 23%	84 24%	129 34%	145 33%	94 27%	87 23%	62 18%
Tend to Disagree (25)	<b>418</b> <b>12%</b>	210 12%	208 11%	117 15%	79 11%	61 10%	83 11%	77 11%	55 14%	33 11%	28 10%	51 14%	42 12%	62 16%	46 11%	33 9%	32 8%	35 10%
Strongly Disagree (0)	<b>251</b> <b>7%</b>	128 7%	123 6%	65 8%	49 7%	38 6%	45 6%	54 8%	39 10%	16 5%	23 8%	28 8%	22 6%	26 7%	33 8%	15 4%	17 4%	32 9%
AGREE	<b>1813</b> <b>50%</b>	838 49%	975 51%	324 41%	351 47%	354 56%	423 56%	357 52%	168 42%	154 49%	151 53%	195 53%	170 50%	156 41%	197 45%	203 58%	228 60%	187 54%
DISAGREE	<b>669</b> <b>18%</b>	338 20%	331 17%	182 23%	128 17%	99 16%	128 17%	131 19%	94 24%	49 16%	51 18%	79 21%	64 19%	88 23%	79 18%	48 14%	49 13%	67 19%
Mean Score	<b>61.90</b>	61.01	62.69	56.38	60.41	65.65	64.99	62.93	55.87	62.29	64.12	61.94	62.42	56.90	59.09	66.88	67.99	63.45
Standard Deviation	<b>29.18</b>	29.57	28.80	28.77	27.64	29.08	29.08	30.60	29.25	27.19	30.87	30.33	29.57	28.30	27.91	27.55	27.51	31.64
Standard Error	<b>0.496</b>	0.731	0.674	1.046	1.032	1.165	1.082	1.215	1.495	1.578	1.851	1.603	1.658	1.465	1.360	1.483	1.442	1.780
Error Variance	<b>0.246</b>	0.534	0.454	1.095	1.064	1.358	1.171	1.477	2.234	2.490	3.428	2.569	2.750	2.147	1.850	2.199	2.078	3.168
Don't Know	<b>5</b> <b>*</b>	2 *	3 *	-	1 *	-	1 *	3 *	-	-	-	1 *	1 *	-	1 *	-	-	2 1%
Not Applicable	<b>148</b> <b>4%</b>	77 4%	71 4%	28 4%	27 4%	12 2%	26 3%	53 8%	16 4%	16 5%	8 3%	12 3%	24 7%	12 3%	11 3%	4 1%	14 4%	29 8%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
D. I try not to buy products from a company whose ethics I disagree with**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree (100)	<b>756</b> 21%	395 20%	193 23%	168 20%	78 25%	64 23%	9 20%	71 21%	115 23%	169 18%	66 20%	47 21%	31 29%	106 20%	275 21%	318 20%	151 22%
Tend to Agree (75)	<b>1057</b> 29%	600 31%	239 29%	218 26%	92 29%	94 33%	15 33%	102 30%	158 31%	258 27%	100 31%	54 24%	29 27%	155 29%	380 30%	441 27%	223 33%
Neither Agree nor Disagree (50)	<b>983</b> 27%	568 29%	177 21%	238 28%	65 21%	62 22%	11 24%	72 21%	141 28%	299 32%	94 29%	77 34%	23 21%	139 26%	309 24%	486 30%	181 27%
Tend to Disagree (25)	<b>418</b> 12%	211 11%	91 11%	116 14%	25 8%	28 10%	4 9%	42 13%	52 10%	129 14%	33 10%	25 11%	10 9%	70 13%	157 12%	191 12%	66 10%
Strongly Disagree (0)	<b>251</b> 7%	117 6%	66 8%	68 8%	26 8%	23 8%	3 7%	28 8%	26 5%	62 7%	22 7%	18 8%	8 7%	35 7%	95 7%	107 7%	43 6%
AGREE	<b>1813</b> 50%	995 51%	432 52%	386 46%	170 54%	158 56%	24 52%	173 52%	273 54%	427 45%	166 51%	101 44%	60 56%	261 49%	655 51%	759 47%	374 55%
DISAGREE	<b>669</b> 18%	328 17%	157 19%	184 22%	51 16%	51 18%	7 15%	70 21%	78 16%	191 20%	55 17%	43 19%	18 17%	105 20%	252 20%	298 19%	109 16%
Mean Score	<b>61.90</b>	62.49	63.12	59.34	64.95	63.65	63.69	61.59	64.43	59.35	62.30	59.84	66.09	61.24	61.99	60.89	64.04
Standard Deviation	<b>29.18</b>	28.09	30.72	30.04	30.74	30.01	28.80	30.66	27.87	28.41	28.52	29.42	30.94	29.19	29.90	28.75	28.40
Standard Error	<b>0.496</b>	0.646	1.110	1.057	1.817	1.823	4.444	1.728	1.256	0.938	1.607	1.979	3.079	1.299	0.857	0.732	1.102
Error Variance	<b>0.246</b>	0.417	1.232	1.117	3.303	3.324	19.746	2.985	1.578	0.880	2.583	3.918	9.478	1.687	0.735	0.536	1.215
Don't Know	<b>5</b> *	-	4 *	1 *	2 1%	-	-	1 *	-	1 *	-	-	-	1 *	2 *	3 *	-
Not Applicable	<b>148</b> 4%	62 3%	57 7%	29 3%	26 8%	12 4%	4 9%	19 6%	10 2%	28 3%	9 3%	6 3%	7 6%	27 5%	65 5%	63 4%	19 3%

*Defra survey of attitudes, knowledge and behaviour in relation to the environment*

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**D. I try not to buy products from a company whose ethics I disagree with**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>756</b> <b>21%</b>	513 21%	216 20%	27 22%	253 21%	185 20%	73 18%	69 23%	314 19%	182 28%	79 19%	181 20%	173 23%	330 21%	253 20%	198 24%	212 23%	139 18%	207 19%
Tend to Agree	(75) <b>1057</b> <b>29%</b>	744 31%	275 25%	38 31%	329 28%	275 30%	140 34%	105 35%	462 28%	245 38%	115 28%	235 26%	182 24%	469 30%	406 31%	301 36%	283 30%	207 27%	266 25%
Neither Agree nor Disagree	(50) <b>983</b> <b>27%</b>	629 26%	318 29%	36 29%	318 27%	271 30%	111 27%	63 21%	471 28%	122 19%	115 28%	275 31%	190 25%	420 27%	373 29%	191 23%	240 26%	255 33%	297 28%
Tend to Disagree	(25) <b>418</b> <b>12%</b>	269 11%	139 13%	10 8%	141 12%	88 10%	50 12%	32 11%	212 13%	44 7%	65 16%	97 11%	82 11%	186 12%	150 12%	72 9%	102 11%	100 13%	144 13%
Strongly Disagree	(0) <b>251</b> <b>7%</b>	155 6%	88 8%	8 7%	81 7%	62 7%	26 6%	18 6%	120 7%	35 5%	30 7%	66 7%	67 9%	105 7%	79 6%	40 5%	67 7%	48 6%	96 9%
AGREE	<b>1813</b> <b>50%</b>	1257 52%	491 45%	65 53%	582 49%	460 51%	213 52%	174 59%	776 47%	427 66%	194 47%	416 46%	355 47%	799 51%	659 51%	499 60%	495 53%	346 44%	473 44%
DISAGREE	<b>669</b> <b>18%</b>	424 18%	227 21%	18 15%	222 19%	150 17%	76 19%	50 17%	332 20%	79 12%	95 23%	163 18%	149 20%	291 18%	229 18%	112 14%	169 18%	148 19%	240 22%
Mean Score	<b>61.90</b>	62.89	59.46	63.87	61.85	62.29	61.50	65.24	60.10	69.71	59.16	60.77	61.24	62.14	61.97	66.99	63.03	59.65	58.51
Standard Deviation	<b>29.18</b>	28.83	29.91	28.32	29.43	28.43	28.02	28.75	29.20	27.65	29.52	29.17	31.26	29.06	28.13	27.29	29.48	28.08	30.53
Standard Error	<b>0.496</b>	0.600	0.929	2.596	0.879	0.958	1.401	1.697	0.735	1.103	1.469	0.998	1.187	0.748	0.792	0.964	0.980	1.026	0.961
Error Variance	<b>0.246</b>	0.360	0.864	6.738	0.772	0.918	1.963	2.880	0.540	1.217	2.157	0.996	1.408	0.559	0.627	0.929	0.961	1.053	0.923
Don't Know	<b>5</b> *	4 *	1 *	- -	2 *	2 *	- -	- -	1 *	3 *	- -	1 *	2 *	3 *	- -	- -	2 *	- -	3 *
Not Applicable	<b>148</b> <b>4%</b>	82 3%	62 6%	4 3%	66 6%	23 3%	6 1%	10 3%	79 5%	16 2%	13 3%	40 4%	53 7%	62 4%	33 3%	23 3%	30 3%	31 4%	64 6%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**E. I would favour a system that rewarded me if I recycled everything I could, and penalised me if I didn't**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> <b>100%</b>	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>723</b> <b>20%</b>	355 21%	368 19%	143 18%	149 20%	146 23%	161 21%	121 18%	73 18%	55 18%	71 25%	81 22%	73 21%	70 18%	94 22%	75 21%	80 21%	48 14%
Tend to Agree (75)	<b>1121</b> <b>31%</b>	547 32%	574 30%	254 32%	264 35%	205 32%	226 30%	170 25%	133 33%	122 39%	90 31%	116 31%	85 25%	121 31%	142 33%	115 33%	110 29%	85 24%
Neither Agree nor Disagree (50)	<b>836</b> <b>23%</b>	382 22%	454 24%	212 27%	177 24%	140 22%	140 19%	162 23%	101 25%	64 20%	60 21%	74 20%	82 24%	111 29%	113 26%	80 23%	66 17%	80 23%
Tend to Disagree (25)	<b>518</b> <b>14%</b>	230 13%	288 15%	108 14%	100 13%	76 12%	110 15%	122 18%	52 13%	35 11%	35 12%	51 14%	57 17%	56 15%	65 15%	41 12%	59 16%	65 19%
Strongly Disagree (0)	<b>329</b> <b>9%</b>	156 9%	173 9%	47 6%	45 6%	57 9%	96 13%	82 12%	29 7%	31 10%	27 9%	39 11%	30 9%	18 5%	14 3%	30 9%	57 15%	52 15%
AGREE	<b>1844</b> <b>51%</b>	902 53%	942 50%	397 51%	413 55%	351 55%	387 52%	291 42%	206 52%	177 57%	161 56%	197 53%	158 46%	191 50%	236 55%	190 54%	190 50%	133 38%
DISAGREE	<b>847</b> <b>23%</b>	386 22%	461 24%	155 20%	145 19%	133 21%	206 28%	204 30%	81 20%	66 21%	62 22%	90 24%	87 25%	74 19%	79 18%	71 20%	116 31%	117 34%
Mean Score	<b>59.86</b>	60.70	59.10	61.06	62.65	62.30	58.39	54.79	60.89	60.99	62.63	60.32	58.72	61.24	63.84	62.02	56.52	50.91
Standard Deviation	<b>30.65</b>	30.69	30.60	28.22	28.47	30.74	33.08	32.08	28.96	30.03	31.40	31.88	31.40	27.48	27.26	30.23	34.14	32.31
Standard Error	<b>0.516</b>	0.751	0.710	1.021	1.050	1.231	1.222	1.251	1.470	1.714	1.866	1.678	1.736	1.417	1.318	1.637	1.770	1.779
Error Variance	<b>0.266</b>	0.564	0.504	1.043	1.103	1.514	1.493	1.566	2.162	2.938	3.483	2.816	3.015	2.008	1.736	2.680	3.132	3.164
Don't Know	<b>4</b> <b>*</b>	1 *	3 *	-	2 *	2 *	-	-	-	-	1 *	-	-	-	2 *	1 *	-	-
Not Applicable	<b>87</b> <b>2%</b>	45 3%	42 2%	20 3%	9 1%	9 1%	16 2%	33 5%	11 3%	6 2%	2 1%	10 3%	16 5%	9 2%	3 1%	7 2%	6 2%	17 5%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
E. I would favour a system that rewarded me if I recycled everything I could, and penalised me if I didn't**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree (100)	<b>723</b> 20%	390 20%	156 19%	177 21%	57 18%	62 22%	11 24%	60 18%	95 19%	198 21%	68 21%	40 18%	21 19%	111 21%	283 22%	304 19%	130 19%
Tend to Agree (75)	<b>1121</b> 31%	664 34%	208 25%	249 30%	74 24%	96 34%	12 26%	86 26%	177 35%	304 32%	108 33%	84 37%	32 30%	148 28%	387 30%	493 31%	227 33%
Neither Agree nor Disagree (50)	<b>836</b> 23%	433 22%	185 22%	218 26%	63 20%	55 19%	8 17%	81 24%	114 23%	236 25%	71 22%	52 23%	25 23%	131 25%	285 22%	393 24%	146 21%
Tend to Disagree (25)	<b>518</b> 14%	259 13%	142 17%	117 14%	55 18%	37 13%	5 11%	60 18%	69 14%	116 12%	49 15%	32 14%	16 15%	79 15%	171 13%	241 15%	101 15%
Strongly Disagree (0)	<b>329</b> 9%	171 9%	103 12%	55 7%	43 14%	27 10%	5 11%	39 12%	37 7%	74 8%	25 8%	14 6%	12 11%	53 10%	112 9%	145 9%	66 10%
AGREE	<b>1844</b> 51%	1054 54%	364 44%	426 51%	131 42%	158 56%	23 50%	146 44%	272 54%	502 53%	176 54%	124 55%	53 49%	259 49%	670 52%	797 50%	357 52%
DISAGREE	<b>847</b> 23%	430 22%	245 30%	172 21%	98 31%	64 23%	10 22%	99 30%	106 21%	190 20%	74 23%	46 20%	28 26%	132 25%	283 22%	386 24%	167 24%
Mean Score	<b>59.86</b>	60.99	55.42	61.52	54.02	61.64	61.59	55.21	61.38	61.75	61.29	61.71	58.02	58.86	61.27	59.04	59.48
Standard Deviation	<b>30.65</b>	30.20	32.60	29.32	33.47	31.17	33.59	31.86	29.25	29.64	30.09	28.30	31.73	31.31	30.87	30.37	30.80
Standard Error	<b>0.516</b>	0.690	1.157	1.026	1.958	1.873	5.245	1.765	1.319	0.973	1.679	1.900	3.081	1.371	0.877	0.765	1.190
Error Variance	<b>0.266</b>	0.476	1.339	1.053	3.835	3.506	27.513	3.114	1.739	0.947	2.820	3.609	9.495	1.879	0.770	0.585	1.416
Don't Know	<b>4</b> *	2 *	- -	2 *	- -	1 *	- -	- -	- -	2 *	- -	1 *	- -	- -	3 *	- -	1 *
Not Applicable	<b>87</b> 2%	34 2%	33 4%	20 2%	22 7%	5 2%	5 11%	9 3%	10 2%	16 2%	3 1%	4 2%	2 2%	11 2%	42 3%	33 2%	12 2%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**E. I would favour a system that rewarded me if I recycled everything I could, and penalised me if I didn't**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>723</b> <b>20%</b>	476 20%	227 21%	20 16%	219 18%	186 21%	75 18%	79 27%	325 20%	136 21%	79 19%	183 20%	151 20%	330 21%	242 19%	158 19%	184 20%	169 22%	212 20%
Tend to Agree	(75) <b>1121</b> <b>31%</b>	765 32%	314 29%	42 34%	321 27%	294 32%	155 38%	106 36%	499 30%	216 33%	114 27%	292 33%	200 27%	470 30%	451 35%	303 37%	303 32%	235 30%	280 26%
Neither Agree nor Disagree	(50) <b>836</b> <b>23%</b>	534 22%	274 25%	28 23%	319 27%	205 23%	95 23%	51 17%	393 24%	141 22%	110 26%	192 21%	185 25%	364 23%	287 22%	169 20%	210 22%	185 24%	272 25%
Tend to Disagree	(25) <b>518</b> <b>14%</b>	342 14%	160 15%	16 13%	180 15%	129 14%	44 11%	31 10%	235 14%	87 13%	70 17%	126 14%	106 14%	233 15%	179 14%	108 13%	135 14%	106 14%	169 16%
Strongly Disagree	(0) <b>329</b> <b>9%</b>	228 10%	88 8%	13 11%	112 9%	80 9%	34 8%	23 8%	152 9%	56 9%	36 9%	85 9%	69 9%	147 9%	113 9%	72 9%	85 9%	67 9%	105 10%
AGREE	<b>1844</b> <b>51%</b>	1241 52%	541 49%	62 50%	540 45%	480 53%	230 57%	185 62%	824 50%	352 54%	193 46%	475 53%	351 47%	800 51%	693 54%	461 56%	487 52%	404 52%	492 46%
DISAGREE	<b>847</b> <b>23%</b>	570 24%	248 23%	29 24%	292 25%	209 23%	78 19%	54 18%	387 23%	143 22%	106 25%	211 24%	175 23%	380 24%	292 23%	180 22%	220 24%	173 22%	274 25%
Mean Score	<b>59.86</b>	59.80	60.16	58.40	57.71	60.54	61.97	66.12	59.51	61.36	57.95	60.31	59.07	59.76	60.42	61.33	59.98	60.93	57.83
Standard Deviation	<b>30.65</b>	30.82	30.28	30.58	30.53	30.49	29.04	30.30	30.65	30.41	30.38	30.91	31.01	31.02	29.99	30.00	30.55	30.59	31.20
Standard Error	<b>0.516</b>	0.636	0.929	2.803	0.900	1.020	1.447	1.779	0.765	1.206	1.502	1.043	1.163	0.789	0.841	1.054	1.009	1.108	0.968
Error Variance	<b>0.266</b>	0.405	0.863	7.858	0.810	1.040	2.093	3.165	0.586	1.454	2.257	1.088	1.352	0.623	0.707	1.111	1.018	1.228	0.938
Don't Know	<b>4</b> <b>*</b>	<b>1</b> <b>*</b>	<b>2</b> <b>*</b>	<b>1</b> <b>1%</b>	<b>2</b> <b>*</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>2</b> <b>1%</b>	<b>1</b> <b>*</b>	<b>1</b> <b>*</b>	<b>-</b> <b>-</b>	<b>2</b> <b>*</b>	<b>2</b> <b>*</b>	<b>1</b> <b>*</b>	<b>1</b> <b>*</b>	<b>2</b> <b>*</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>2</b> <b>*</b>
Not Applicable	<b>87</b> <b>2%</b>	50 2%	34 3%	3 2%	37 3%	12 1%	3 1%	5 2%	54 3%	10 2%	8 2%	15 2%	36 5%	30 2%	21 2%	13 2%	19 2%	18 2%	37 3%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
F. I make an effort to buy things from local producers**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>692</b> 19%	313 18%	379 20%	97 12%	112 15%	121 19%	172 23%	186 27%	45 11%	48 15%	59 21%	71 19%	89 26%	52 14%	64 15%	62 18%	101 27%	97 28%
Tend to Agree (75)	<b>1124</b> 31%	536 31%	588 31%	207 26%	215 29%	208 33%	271 36%	219 32%	107 27%	84 27%	96 34%	143 39%	105 31%	100 26%	131 30%	112 32%	128 34%	114 33%
Neither Agree nor Disagree (50)	<b>880</b> 24%	438 26%	442 23%	236 30%	214 29%	154 24%	147 20%	126 18%	131 33%	91 29%	64 22%	79 21%	73 21%	105 27%	123 28%	90 26%	68 18%	53 15%
Tend to Disagree (25)	<b>619</b> 17%	277 16%	342 18%	163 21%	151 20%	106 17%	108 14%	89 13%	72 18%	60 19%	42 15%	50 13%	52 15%	91 24%	91 21%	64 18%	58 15%	37 11%
Strongly Disagree (0)	<b>193</b> 5%	100 6%	93 5%	53 7%	38 5%	31 5%	35 5%	35 5%	29 7%	21 7%	17 6%	19 5%	13 4%	24 6%	17 4%	14 4%	16 4%	22 6%
AGREE	<b>1816</b> 50%	849 49%	967 51%	304 39%	327 44%	329 52%	443 59%	405 59%	152 38%	132 42%	155 54%	214 58%	194 57%	152 39%	195 45%	174 50%	229 61%	211 61%
DISAGREE	<b>812</b> 22%	377 22%	435 23%	216 28%	189 25%	137 22%	143 19%	124 18%	101 25%	81 26%	59 21%	69 19%	65 19%	115 30%	108 25%	78 22%	74 20%	59 17%
Mean Score	<b>60.71</b>	60.29	61.09	54.37	57.26	61.37	64.90	66.49	54.36	56.41	62.41	63.60	65.44	54.37	57.86	60.53	66.17	67.57
Standard Deviation	<b>28.75</b>	28.64	28.85	28.00	27.85	28.31	28.43	29.44	27.50	28.72	29.03	27.78	28.77	28.54	27.22	27.72	29.03	30.12
Standard Error	<b>0.485</b>	0.702	0.672	1.018	1.031	1.137	1.050	1.150	1.403	1.647	1.741	1.460	1.579	1.480	1.319	1.499	1.507	1.676
Error Variance	<b>0.236</b>	0.493	0.452	1.037	1.062	1.293	1.102	1.323	1.969	2.714	3.031	2.132	2.493	2.190	1.739	2.247	2.271	2.809
Don't Know	<b>5</b> *	1 *	4 *	2 *	1 *	-	1 *	1 *	-	-	-	-	1 *	2 1%	1 *	-	1 *	-
Not Applicable	<b>105</b> 3%	51 3%	54 3%	26 3%	15 2%	15 2%	15 2%	34 5%	15 4%	9 3%	8 3%	9 2%	10 3%	11 3%	6 1%	7 2%	6 2%	24 7%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
F. I make an effort to buy things from local producers**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree (100)	<b>692</b> 19%	339 17%	216 26%	137 16%	101 32%	49 17%	9 20%	82 24%	97 19%	141 15%	60 19%	29 13%	24 22%	100 19%	217 17%	299 19%	167 24%
Tend to Agree (75)	<b>1124</b> 31%	603 31%	273 33%	248 30%	81 26%	79 28%	10 22%	121 36%	176 35%	297 31%	108 33%	56 25%	31 29%	165 31%	360 28%	497 31%	250 37%
Neither Agree nor Disagree (50)	<b>880</b> 24%	515 26%	146 18%	219 26%	58 18%	69 24%	12 26%	59 18%	118 24%	266 28%	75 23%	65 29%	28 26%	130 24%	335 26%	402 25%	132 19%
Tend to Disagree (25)	<b>619</b> 17%	366 19%	109 13%	144 17%	33 11%	58 20%	11 24%	52 16%	81 16%	172 18%	61 19%	55 24%	13 12%	83 16%	235 18%	272 17%	106 16%
Strongly Disagree (0)	<b>193</b> 5%	94 5%	41 5%	58 7%	20 6%	17 6%	3 7%	10 3%	24 5%	45 5%	15 5%	15 7%	8 7%	36 7%	74 6%	96 6%	23 3%
AGREE	<b>1816</b> 50%	942 48%	489 59%	385 46%	182 58%	128 45%	19 41%	203 61%	273 54%	438 46%	168 52%	85 37%	55 51%	265 50%	577 45%	796 49%	417 61%
DISAGREE	<b>812</b> 22%	460 24%	150 18%	202 24%	53 17%	75 27%	14 30%	62 19%	105 21%	217 23%	76 23%	70 31%	21 19%	119 22%	309 24%	368 23%	129 19%
Mean Score	<b>60.71</b>	59.48	66.37	58.13	67.92	57.81	56.11	66.44	62.15	58.60	60.74	53.30	62.02	60.21	58.42	60.07	65.93
Standard Deviation	<b>28.75</b>	28.13	29.25	29.05	30.95	29.39	30.69	27.85	28.07	27.38	28.39	28.43	29.96	29.33	28.81	28.92	27.86
Standard Error	<b>0.485</b>	0.642	1.044	1.023	1.808	1.782	4.575	1.547	1.260	0.902	1.590	1.917	2.938	1.294	0.825	0.731	1.070
Error Variance	<b>0.236</b>	0.413	1.090	1.047	3.269	3.175	20.932	2.395	1.588	0.814	2.527	3.673	8.633	1.674	0.680	0.534	1.145
Don't Know	<b>5</b> *	-	2 *	3 *	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *	3 *	1 *	1 *
Not Applicable	<b>105</b> 3%	36 2%	40 5%	29 3%	21 7%	11 4%	1 2%	10 3%	6 1%	24 3%	4 1%	6 3%	4 4%	18 3%	59 5%	42 3%	4 1%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**F. I make an effort to buy things from local producers**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>692</b> <b>19%</b>	461 19%	212 19%	19 15%	246 21%	144 16%	53 13%	58 20%	317 19%	143 22%	83 20%	149 17%	169 23%	304 19%	219 17%	154 19%	167 18%	152 19%	219 20%
Tend to Agree	(75) <b>1124</b> <b>31%</b>	784 33%	305 28%	35 28%	363 31%	283 31%	155 38%	97 33%	510 31%	241 37%	133 32%	240 27%	179 24%	520 33%	425 33%	294 36%	292 31%	230 29%	308 29%
Neither Agree nor Disagree	(50) <b>880</b> <b>24%</b>	557 23%	287 26%	36 29%	291 24%	235 26%	100 25%	66 22%	430 26%	115 18%	104 25%	231 26%	190 25%	365 23%	325 25%	188 23%	220 24%	219 28%	253 23%
Tend to Disagree	(25) <b>619</b> <b>17%</b>	419 17%	179 16%	21 17%	175 15%	181 20%	78 19%	56 19%	271 16%	108 17%	62 15%	178 20%	114 15%	264 17%	241 19%	140 17%	176 19%	130 17%	173 16%
Strongly Disagree	(0) <b>193</b> <b>5%</b>	115 5%	71 6%	7 6%	71 6%	45 5%	12 3%	16 5%	75 5%	26 4%	24 6%	68 8%	49 7%	86 5%	58 4%	30 4%	49 5%	33 4%	81 8%
AGREE	<b>1816</b> <b>50%</b>	1245 52%	517 47%	54 44%	609 51%	427 47%	208 51%	155 52%	827 50%	384 59%	216 52%	389 43%	348 46%	824 52%	644 50%	448 54%	459 49%	382 49%	527 49%
DISAGREE	<b>812</b> <b>22%</b>	534 22%	250 23%	28 23%	246 21%	226 25%	90 22%	72 24%	346 21%	134 21%	86 21%	246 27%	163 22%	350 22%	299 23%	170 21%	225 24%	163 21%	254 24%
Mean Score	<b>60.71</b>	61.31	59.68	58.05	61.74	58.45	59.99	60.67	61.28	64.49	61.64	56.47	60.88	61.24	59.98	62.47	59.73	61.06	59.94
Standard Deviation	<b>28.75</b>	28.47	29.42	28.10	29.12	28.08	26.00	29.10	28.09	28.34	28.73	29.79	30.36	28.74	27.85	27.44	28.76	27.90	30.30
Standard Error	<b>0.485</b>	0.589	0.906	2.586	0.860	0.942	1.303	1.700	0.702	1.126	1.426	1.012	1.147	0.733	0.782	0.966	0.956	1.009	0.942
Error Variance	<b>0.236</b>	0.347	0.821	6.689	0.740	0.888	1.699	2.890	0.492	1.269	2.034	1.025	1.315	0.537	0.612	0.934	0.915	1.019	0.888
Don't Know	<b>5</b> *	<b>2</b> *	<b>3</b> *	<b>-</b> -	<b>1</b> *	<b>2</b> *	<b>1</b> *	<b>-</b> -	<b>1</b> *	<b>1</b> *	<b>1</b> *	<b>2</b> *	<b>3</b> *	<b>1</b> *	<b>1</b> *	<b>-</b> -	<b>2</b> *	<b>-</b> -	<b>3</b> *
Not Applicable	<b>105</b> <b>3%</b>	58 2%	42 4%	5 4%	43 4%	16 2%	7 2%	4 1%	55 3%	13 2%	10 2%	27 3%	45 6%	35 2%	25 2%	19 2%	30 3%	16 2%	40 4%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**G. I wouldn't sacrifice my home comforts to save energy**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> <b>100%</b>	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Disagree (100)	<b>429</b> <b>12%</b>	198 12%	231 12%	76 10%	74 10%	77 12%	104 14%	96 14%	36 9%	23 7%	39 14%	52 14%	47 14%	40 10%	51 12%	38 11%	52 14%	49 14%
Tend to Disagree (75)	<b>1099</b> <b>30%</b>	503 29%	596 31%	249 32%	251 34%	189 30%	214 29%	193 28%	127 32%	108 35%	74 26%	102 27%	92 27%	122 32%	143 33%	115 33%	112 30%	101 29%
Neither Agree nor Disagree (50)	<b>1058</b> <b>29%</b>	476 28%	582 31%	247 32%	238 32%	186 29%	207 28%	172 25%	114 29%	98 31%	79 28%	94 25%	88 26%	133 35%	140 32%	107 31%	113 30%	84 24%
Tend to Agree (25)	<b>660</b> <b>18%</b>	344 20%	316 17%	140 18%	126 17%	127 20%	144 19%	123 18%	79 20%	56 18%	66 23%	80 22%	63 18%	61 16%	70 16%	61 17%	64 17%	60 17%
Strongly Agree (0)	<b>284</b> <b>8%</b>	151 9%	133 7%	56 7%	44 6%	42 7%	62 8%	79 11%	32 8%	22 7%	25 9%	34 9%	38 11%	24 6%	22 5%	17 5%	28 7%	41 12%
AGREE	<b>944</b> <b>26%</b>	495 29%	449 24%	196 25%	170 23%	169 27%	206 28%	202 29%	111 28%	78 25%	91 32%	114 31%	101 29%	85 22%	92 21%	78 22%	92 24%	101 29%
DISAGREE	<b>1528</b> <b>42%</b>	701 41%	827 43%	325 41%	325 44%	266 42%	318 42%	289 42%	163 41%	131 42%	113 40%	154 42%	139 41%	162 42%	194 45%	153 44%	164 43%	150 43%
Mean Score	<b>55.16</b>	53.78	56.40	54.85	56.31	55.31	55.27	53.92	53.61	54.40	53.18	54.01	53.58	56.12	57.69	57.10	56.50	54.25
Standard Deviation	<b>28.11</b>	28.72	27.49	26.90	26.17	27.75	29.11	30.72	27.55	26.14	29.45	29.91	30.55	26.20	26.14	26.15	28.28	30.93
Standard Error	<b>0.473</b>	0.702	0.638	0.971	0.967	1.114	1.077	1.193	1.399	1.492	1.751	1.572	1.687	1.344	1.267	1.422	1.472	1.690
Error Variance	<b>0.224</b>	0.493	0.407	0.942	0.935	1.240	1.159	1.424	1.956	2.225	3.065	2.471	2.845	1.806	1.604	2.023	2.168	2.856
Not Applicable	<b>84</b> <b>2%</b>	43 3%	41 2%	15 2%	12 2%	13 2%	18 2%	26 4%	10 3%	6 2%	3 1%	9 2%	15 4%	5 1%	6 1%	10 3%	9 2%	11 3%
Don't Know	<b>4</b> <b>*</b>	1 *	3 *	1 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	1 *

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
G. I wouldn't sacrifice my home comforts to save energy**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Disagree (100)	<b>429</b> 12%	205 10%	115 14%	109 13%	38 12%	36 13%	4 9%	46 14%	50 10%	99 10%	39 12%	29 13%	14 13%	74 14%	167 13%	179 11%	77 11%
Tend to Disagree (75)	<b>1099</b> 30%	626 32%	230 28%	243 29%	84 27%	74 26%	20 43%	98 29%	176 35%	299 32%	90 28%	74 33%	33 31%	151 28%	373 29%	514 32%	202 30%
Neither Agree nor Disagree (50)	<b>1058</b> 29%	595 30%	209 25%	254 30%	78 25%	80 28%	7 15%	85 25%	161 32%	289 31%	105 32%	67 30%	34 31%	152 29%	339 26%	491 31%	212 31%
Tend to Agree (25)	<b>660</b> 18%	373 19%	148 18%	139 17%	56 18%	54 19%	6 13%	66 20%	78 16%	181 19%	68 21%	36 16%	14 13%	101 19%	231 18%	284 18%	138 20%
Strongly Agree (0)	<b>284</b> 8%	120 6%	94 11%	70 8%	46 15%	33 12%	5 11%	28 8%	26 5%	61 6%	20 6%	15 7%	8 7%	42 8%	126 10%	116 7%	40 6%
AGREE	<b>944</b> 26%	493 25%	242 29%	209 25%	102 32%	87 31%	11 24%	94 28%	104 21%	242 26%	88 27%	51 22%	22 20%	143 27%	357 28%	400 25%	178 26%
DISAGREE	<b>1528</b> 42%	831 43%	345 42%	352 42%	122 39%	110 39%	24 52%	144 43%	226 45%	398 42%	129 40%	103 45%	47 44%	225 42%	540 42%	693 43%	279 41%
Mean Score	<b>55.16</b>	55.51	53.89	55.58	50.99	52.35	57.14	55.26	57.43	55.22	54.66	57.47	57.52	55.48	54.53	55.62	55.16
Standard Deviation	<b>28.11</b>	26.81	30.65	28.49	31.42	30.16	29.88	29.41	25.62	26.96	27.30	27.50	27.75	28.85	29.64	27.37	27.01
Standard Error	<b>0.473</b>	0.612	1.086	0.998	1.808	1.812	4.611	1.637	1.156	0.885	1.521	1.850	2.734	1.265	0.843	0.688	1.044
Error Variance	<b>0.224</b>	0.375	1.180	0.996	3.269	3.283	21.259	2.678	1.337	0.783	2.315	3.423	7.476	1.600	0.711	0.473	1.090
Not Applicable	<b>84</b> 2%	32 2%	30 4%	22 3%	11 4%	6 2%	4 9%	12 4%	11 2%	16 2%	2 1%	5 2%	5 5%	12 2%	45 4%	23 1%	14 2%
Don't Know	<b>4</b> *	2 *	1 *	1 *	1 *	-	-	-	-	1 *	-	1 *	-	1 *	2 *	2 *	-

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**G. I wouldn't sacrifice my home comforts to save energy**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Disagree	(100) <b>429</b> <b>12%</b>	270 11%	141 13%	18 15%	149 13%	106 12%	38 9%	37 12%	179 11%	98 15%	54 13%	98 11%	114 15%	183 12%	132 10%	100 12%	93 10%	99 13%	137 13%
Tend to Disagree	(75) <b>1099</b> <b>30%</b>	733 31%	327 30%	39 32%	340 29%	264 29%	164 40%	101 34%	467 28%	225 35%	124 30%	283 32%	191 26%	488 31%	420 32%	299 36%	299 32%	225 29%	276 26%
Neither Agree nor Disagree	(50) <b>1058</b> <b>29%</b>	701 29%	322 29%	35 28%	329 28%	285 31%	106 26%	82 28%	487 29%	167 26%	129 31%	275 31%	186 25%	466 30%	406 31%	221 27%	281 30%	233 30%	323 30%
Tend to Agree	(25) <b>660</b> <b>18%</b>	487 20%	153 14%	20 16%	203 17%	184 20%	72 18%	62 21%	315 19%	119 18%	67 16%	159 18%	123 16%	279 18%	258 20%	155 19%	175 19%	146 19%	184 17%
Strongly Agree	(0) <b>284</b> <b>8%</b>	163 7%	116 11%	5 4%	127 11%	58 6%	21 5%	13 4%	162 10%	30 5%	31 7%	61 7%	101 13%	124 8%	59 5%	38 5%	66 7%	62 8%	118 11%
AGREE	<b>944</b> <b>26%</b>	650 27%	269 24%	25 20%	330 28%	242 27%	93 23%	75 25%	477 29%	149 23%	98 24%	220 25%	224 30%	403 26%	317 24%	193 23%	241 26%	208 27%	302 28%
DISAGREE	<b>1528</b> <b>42%</b>	1003 42%	468 43%	57 46%	489 41%	370 41%	202 50%	138 46%	646 39%	323 50%	178 43%	381 43%	305 41%	671 43%	552 43%	399 48%	392 42%	324 42%	413 38%
Mean Score	<b>55.16</b>	54.89	55.29	59.62	53.94	54.91	57.86	57.37	52.89	59.47	56.36	55.65	53.29	55.31	56.04	58.24	54.87	55.00	53.13
Standard Deviation	<b>28.11</b>	27.57	29.37	26.84	29.70	27.31	25.99	26.78	28.73	27.36	27.95	27.17	31.89	27.96	25.90	26.58	27.13	28.38	29.70
Standard Error	<b>0.473</b>	0.568	0.903	2.481	0.876	0.912	1.298	1.559	0.716	1.082	1.389	0.918	1.193	0.713	0.725	0.932	0.897	1.026	0.922
Error Variance	<b>0.224</b>	0.323	0.815	6.157	0.768	0.832	1.685	2.431	0.513	1.172	1.928	0.843	1.422	0.508	0.526	0.869	0.805	1.053	0.850
Not Applicable	<b>84</b> <b>2%</b>	42 2%	37 3%	5 4%	40 3%	9 1%	5 1%	1 *	49 3%	7 1%	12 3%	16 2%	32 4%	34 2%	18 1%	11 1%	22 2%	15 2%	36 3%
Don't Know	<b>4</b> <b>*</b>	-	3 *	1 1%	2 *	-	-	1 *	-	1 *	-	3 *	2 *	1 *	1 *	1 *	-	-	3 *

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**H. I'd like to install things like insulation, but I can't afford it, even if it saves money in the long run**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>441</b> 12%	194 11%	247 13%	93 12%	101 14%	76 12%	78 10%	90 13%	48 12%	36 12%	33 12%	31 8%	45 13%	45 12%	65 15%	43 12%	47 12%	45 13%
Tend to Agree (75)	<b>705</b> 19%	300 17%	405 21%	174 22%	165 22%	148 23%	125 17%	91 13%	74 19%	55 18%	61 21%	64 17%	45 13%	100 26%	110 25%	87 25%	61 16%	46 13%
Neither Agree nor Disagree (50)	<b>691</b> 19%	319 19%	372 20%	186 24%	166 22%	118 19%	136 18%	82 12%	85 21%	75 24%	53 19%	62 17%	42 12%	101 26%	91 21%	65 19%	74 20%	40 12%
Tend to Disagree (25)	<b>504</b> 14%	258 15%	246 13%	95 12%	120 16%	92 14%	107 14%	87 13%	49 12%	53 17%	52 18%	59 16%	45 13%	46 12%	67 15%	40 11%	48 13%	42 12%
Strongly Disagree (0)	<b>488</b> 13%	269 16%	219 12%	77 10%	72 10%	95 15%	126 17%	116 17%	46 12%	44 14%	42 15%	70 19%	67 20%	31 8%	28 6%	53 15%	56 15%	49 14%
AGREE	<b>1146</b> 32%	494 29%	652 34%	267 34%	266 36%	224 35%	203 27%	181 26%	122 31%	91 29%	94 33%	95 26%	90 26%	145 38%	175 40%	130 37%	108 29%	91 26%
DISAGREE	<b>992</b> 27%	527 31%	465 24%	172 22%	192 26%	187 29%	233 31%	203 29%	95 24%	97 31%	94 33%	129 35%	112 33%	77 20%	95 22%	93 27%	104 28%	91 26%
Mean Score	<b>50.95</b>	47.99	53.61	54.44	54.13	50.85	46.59	47.42	52.40	48.67	49.07	43.62	45.49	56.35	58.10	52.34	49.56	49.55
Standard Deviation	<b>32.98</b>	33.48	32.30	30.51	31.03	33.06	33.70	36.61	32.10	31.93	32.78	33.39	36.92	28.86	29.79	33.28	33.80	36.22
Standard Error	<b>0.620</b>	0.915	0.837	1.220	1.242	1.437	1.409	1.696	1.847	1.969	2.112	1.974	2.364	1.606	1.568	1.961	1.999	2.431
Error Variance	<b>0.384</b>	0.836	0.701	1.489	1.543	2.066	1.985	2.876	3.412	3.875	4.459	3.898	5.587	2.579	2.458	3.845	3.994	5.910
Don't Know	<b>14</b> *	8 *	6 *	2 *	3 *	1 *	4 1%	4 1%	1 *	- *	1 *	2 1%	4 1%	1 *	3 1%	- *	2 1%	- *
Not Applicable	<b>775</b> 21%	368 21%	407 21%	157 20%	119 16%	105 17%	173 23%	220 32%	96 24%	50 16%	44 15%	83 22%	95 28%	61 16%	69 16%	61 17%	90 24%	125 36%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
H. I'd like to install things like insulation, but I can't afford it, even if it saves money in the long run**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree	(100) <b>441</b> 12%	227 12%	102 12%	112 13%	42 13%	41 14%	7 15%	42 13%	52 10%	107 11%	30 9%	36 16%	24 22%	60 11%	176 14%	182 11%	78 11%
Tend to Agree	(75) <b>705</b> 19%	404 21%	110 13%	191 23%	36 11%	57 20%	9 20%	46 14%	92 18%	223 24%	60 19%	58 26%	24 22%	100 19%	270 21%	305 19%	124 18%
Neither Agree nor Disagree	(50) <b>691</b> 19%	411 21%	109 13%	171 20%	49 16%	51 18%	7 15%	31 9%	112 22%	194 21%	77 24%	51 22%	11 10%	108 20%	245 19%	316 20%	121 18%
Tend to Disagree	(25) <b>504</b> 14%	309 16%	97 12%	98 12%	36 11%	34 12%	7 15%	42 13%	87 17%	155 16%	45 14%	20 9%	13 12%	65 12%	158 12%	231 14%	107 16%
Strongly Disagree	(0) <b>488</b> 13%	253 13%	143 17%	92 11%	47 15%	41 14%	2 4%	61 18%	71 14%	111 12%	49 15%	19 8%	10 9%	77 14%	182 14%	206 13%	93 14%
AGREE	<b>1146</b> 32%	631 32%	212 26%	303 36%	78 25%	98 35%	16 35%	88 26%	144 29%	330 35%	90 28%	94 41%	48 44%	160 30%	446 35%	487 30%	202 30%
DISAGREE	<b>992</b> 27%	562 29%	240 29%	190 23%	83 26%	75 27%	9 20%	103 31%	158 31%	266 28%	94 29%	39 17%	23 21%	142 27%	340 27%	437 27%	200 29%
Mean Score	<b>50.95</b>	50.67	46.93	55.01	48.81	52.57	59.38	46.17	48.01	51.90	47.80	59.78	61.89	50.06	52.42	50.52	49.38
Standard Deviation	<b>32.98</b>	32.03	36.27	31.88	35.76	34.17	30.95	37.41	31.80	31.41	31.74	30.36	34.52	33.01	33.51	32.45	33.09
Standard Error	<b>0.620</b>	0.800	1.531	1.237	2.467	2.283	5.471	2.511	1.563	1.118	1.964	2.238	3.812	1.630	1.044	0.922	1.447
Error Variance	<b>0.384</b>	0.640	2.345	1.531	6.088	5.213	29.927	6.303	2.443	1.249	3.859	5.008	14.534	2.657	1.089	0.849	2.094
Don't Know	<b>14</b> *	3 *	6 1%	5 1%	1 *	- -	1 2%	3 1%	1 *	3 *	- -	1 *	- -	4 1%	8 1%	4 *	2 *
Not Applicable	<b>775</b> 21%	346 18%	260 31%	169 20%	103 33%	59 21%	13 28%	110 33%	87 17%	153 16%	63 19%	42 19%	26 24%	119 22%	244 19%	365 23%	158 23%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**H. I'd like to install things like insulation, but I can't afford it, even if it saves money in the long run**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>441</b> <b>12%</b>	253 11%	167 15%	21 17%	174 15%	108 12%	35 9%	17 6%	217 13%	47 7%	50 12%	127 14%	134 18%	198 13%	109 8%	61 7%	105 11%	98 13%	177 16%
Tend to Agree	(75) <b>705</b> <b>19%</b>	447 19%	238 22%	20 16%	243 20%	198 22%	64 16%	43 14%	343 21%	99 15%	92 22%	171 19%	140 19%	331 21%	234 18%	119 14%	182 19%	189 24%	215 20%
Neither Agree nor Disagree	(50) <b>691</b> <b>19%</b>	442 18%	219 20%	30 24%	216 18%	182 20%	79 19%	48 16%	322 19%	111 17%	79 19%	179 20%	119 16%	309 20%	263 20%	133 16%	190 20%	162 21%	206 19%
Tend to Disagree	(25) <b>504</b> <b>14%</b>	385 16%	103 9%	16 13%	126 11%	125 14%	78 19%	63 21%	202 12%	116 18%	68 16%	118 13%	84 11%	208 13%	212 16%	154 19%	134 14%	96 12%	120 11%
Strongly Disagree	(0) <b>488</b> <b>13%</b>	368 15%	107 10%	13 11%	140 12%	110 12%	74 18%	69 23%	207 12%	129 20%	48 12%	104 12%	85 11%	205 13%	198 15%	163 20%	119 13%	90 12%	116 11%
AGREE	<b>1146</b> <b>32%</b>	700 29%	405 37%	41 33%	417 35%	306 34%	99 24%	60 20%	560 34%	146 23%	142 34%	298 33%	274 37%	529 34%	343 27%	180 22%	287 31%	287 37%	392 36%
DISAGREE	<b>992</b> <b>27%</b>	753 31%	210 19%	29 24%	266 22%	235 26%	152 37%	132 44%	409 25%	245 38%	116 28%	222 25%	169 23%	413 26%	410 32%	317 38%	253 27%	186 24%	236 22%
Mean Score	<b>50.95</b>	47.78	57.64	55.00	55.14	52.39	43.03	37.08	53.12	40.99	52.08	53.54	56.85	52.18	46.16	40.52	50.68	54.29	56.50
Standard Deviation	<b>32.98</b>	33.01	31.93	32.57	33.23	32.07	32.39	31.77	32.80	32.64	31.98	32.77	34.33	32.72	31.88	32.73	32.23	31.68	32.99
Standard Error	<b>0.620</b>	0.758	1.106	3.257	1.108	1.193	1.783	2.051	0.913	1.457	1.742	1.239	1.448	0.925	1.000	1.304	1.193	1.257	1.142
Error Variance	<b>0.384</b>	0.575	1.223	10.606	1.229	1.423	3.180	4.205	0.833	2.122	3.034	1.536	2.097	0.856	1.000	1.701	1.423	1.581	1.305
Don't Know	<b>14</b> *	9 *	5 *	- -	4 *	5 1%	2 *	1 *	4 *	5 1%	1 *	4 *	3 *	9 1%	2 *	2 *	4 *	2 *	6 1%
Not Applicable	<b>775</b> <b>21%</b>	492 21%	260 24%	23 19%	287 24%	178 20%	74 18%	56 19%	364 22%	140 22%	79 19%	192 21%	184 25%	315 20%	276 21%	193 23%	202 22%	143 18%	237 22%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
I. I don't really give much thought to saving energy in my home**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Disagree (100)	<b>1000</b> 28%	498 29%	502 26%	155 20%	188 25%	195 31%	242 32%	217 31%	82 21%	82 26%	96 34%	123 33%	114 33%	73 19%	106 24%	99 28%	119 31%	103 30%
Tend to Disagree (75)	<b>1224</b> 34%	566 33%	658 35%	265 34%	282 38%	227 36%	242 32%	204 30%	125 31%	121 39%	100 35%	126 34%	93 27%	140 36%	161 37%	127 36%	116 31%	111 32%
Neither Agree nor Disagree (50)	<b>474</b> 13%	219 13%	255 13%	137 17%	108 14%	81 13%	84 11%	62 9%	69 17%	38 12%	38 13%	44 12%	29 8%	68 18%	70 16%	43 12%	40 11%	33 10%
Tend to Agree (25)	<b>560</b> 15%	263 15%	297 16%	151 19%	112 15%	88 14%	99 13%	107 16%	82 21%	44 14%	33 12%	41 11%	63 18%	69 18%	68 16%	55 16%	58 15%	44 13%
Strongly Agree (0)	<b>300</b> 8%	142 8%	158 8%	64 8%	47 6%	40 6%	69 9%	79 11%	37 9%	26 8%	17 6%	30 8%	32 9%	27 7%	21 5%	23 7%	39 10%	47 14%
AGREE	<b>860</b> 24%	405 24%	455 24%	215 27%	159 21%	128 20%	168 22%	186 27%	119 30%	70 22%	50 17%	71 19%	95 28%	96 25%	89 21%	78 22%	97 26%	91 26%
DISAGREE	<b>2224</b> 61%	1064 62%	1160 61%	420 54%	470 63%	422 66%	484 65%	421 61%	207 52%	203 65%	196 69%	249 67%	207 60%	213 55%	267 62%	226 65%	235 62%	214 62%
Mean Score	<b>64.50</b>	65.03	64.02	59.59	65.33	67.79	66.61	63.94	58.42	65.19	69.81	68.61	64.65	60.81	65.43	66.14	64.65	63.24
Standard Deviation	<b>31.89</b>	32.08	31.71	30.91	29.96	30.46	32.73	34.70	31.82	31.18	29.97	31.53	34.44	29.92	29.07	30.81	33.80	34.99
Standard Error	<b>0.535</b>	0.781	0.733	1.112	1.103	1.213	1.207	1.342	1.601	1.768	1.778	1.652	1.893	1.541	1.408	1.654	1.753	1.903
Error Variance	<b>0.286</b>	0.610	0.538	1.237	1.218	1.471	1.456	1.800	2.563	3.126	3.163	2.730	3.584	2.374	1.984	2.735	3.072	3.623
Don't Know	<b>5</b> *	1 *	4 *	2 *	3 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	3 1%	- -	- -	- -
Not Applicable	<b>55</b> 2%	27 2%	28 1%	10 1%	6 1%	4 1%	13 2%	21 3%	3 1%	2 1%	2 1%	7 2%	12 3%	7 2%	4 1%	2 1%	6 2%	9 3%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
I. I don't really give much thought to saving energy in my home**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Disagree	(100) <b>1000</b> 28%	529 27%	267 32%	204 24%	86 27%	86 30%	14 30%	116 35%	147 29%	240 25%	71 22%	62 27%	28 26%	150 28%	344 27%	435 27%	208 30%
Tend to Disagree	(75) <b>1224</b> 34%	717 37%	241 29%	266 32%	90 29%	93 33%	17 37%	96 29%	195 39%	359 38%	115 35%	69 30%	36 33%	154 29%	412 32%	558 35%	237 35%
Neither Agree nor Disagree	(50) <b>474</b> 13%	276 14%	76 9%	122 15%	34 11%	32 11%	4 9%	31 9%	58 12%	142 15%	46 14%	37 16%	12 11%	78 15%	162 13%	220 14%	83 12%
Tend to Agree	(25) <b>560</b> 15%	273 14%	126 15%	161 19%	49 16%	38 13%	8 17%	50 15%	57 11%	148 16%	63 19%	39 17%	18 17%	90 17%	218 17%	249 15%	90 13%
Strongly Agree	(0) <b>300</b> 8%	138 7%	93 11%	69 8%	47 15%	25 9%	2 4%	29 9%	38 8%	49 5%	27 8%	17 7%	13 12%	53 10%	120 9%	122 8%	57 8%
AGREE	<b>860</b> 24%	411 21%	219 26%	230 27%	96 31%	63 22%	10 22%	79 24%	95 19%	197 21%	90 28%	56 25%	31 29%	143 27%	338 26%	371 23%	147 22%
DISAGREE	<b>2224</b> 61%	1246 64%	508 61%	470 56%	176 56%	179 63%	31 67%	212 63%	342 68%	599 63%	186 57%	131 58%	64 59%	304 57%	756 59%	993 62%	445 65%
Mean Score	<b>64.50</b>	65.86	64.41	61.41	59.72	66.15	68.33	67.08	67.98	65.80	60.87	63.39	61.21	62.29	62.78	64.76	66.63
Standard Deviation	<b>31.89</b>	30.53	34.64	32.03	35.78	32.48	30.34	33.48	30.51	29.31	31.48	31.75	34.04	33.29	32.78	31.31	31.77
Standard Error	<b>0.535</b>	0.694	1.223	1.117	2.045	1.962	4.523	1.866	1.372	0.957	1.755	2.121	3.290	1.453	0.925	0.787	1.223
Error Variance	<b>0.286</b>	0.482	1.495	1.248	4.184	3.849	20.455	3.481	1.881	0.916	3.079	4.501	10.826	2.111	0.856	0.619	1.495
Don't Know	<b>5</b> *	3 *	- -	2 *	- -	- -	- -	- -	1 *	3 *	- -	1 *	- -	- -	1 *	2 *	2 *
Not Applicable	<b>55</b> 2%	17 1%	24 3%	14 2%	8 3%	9 3%	1 2%	13 4%	6 1%	5 1%	2 1%	2 1%	1 1%	8 2%	26 2%	23 1%	6 1%

*Defra survey of attitudes, knowledge and behaviour in relation to the environment*

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**I. I don't really give much thought to saving energy in my home**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Disagree	(100) <b>1000</b> <b>28%</b>	713 30%	261 24%	26 21%	338 28%	251 28%	130 32%	84 28%	376 23%	253 39%	116 28%	255 28%	196 26%	450 29%	354 27%	286 35%	262 28%	192 25%	260 24%
Tend to Disagree	(75) <b>1224</b> <b>34%</b>	867 36%	317 29%	40 33%	371 31%	333 37%	146 36%	114 38%	552 33%	231 36%	143 34%	298 33%	208 28%	510 32%	506 39%	328 40%	348 37%	228 29%	320 30%
Neither Agree nor Disagree	(50) <b>474</b> <b>13%</b>	271 11%	179 16%	24 20%	151 13%	118 13%	38 9%	42 14%	243 15%	48 7%	49 12%	134 15%	98 13%	209 13%	167 13%	79 10%	115 12%	123 16%	157 15%
Tend to Agree	(25) <b>560</b> <b>15%</b>	336 14%	202 18%	22 18%	182 15%	140 15%	65 16%	40 13%	296 18%	74 11%	65 16%	125 14%	129 17%	244 15%	187 14%	85 10%	138 15%	154 20%	183 17%
Strongly Agree	(0) <b>300</b> <b>8%</b>	176 7%	116 11%	8 7%	118 10%	57 6%	21 5%	16 5%	159 10%	30 5%	39 9%	72 8%	93 12%	139 9%	68 5%	38 5%	58 6%	73 9%	131 12%
AGREE	<b>860</b> <b>24%</b>	512 21%	318 29%	30 24%	300 25%	197 22%	86 21%	56 19%	455 27%	104 16%	104 25%	197 22%	222 30%	383 24%	255 20%	123 15%	196 21%	227 29%	314 29%
DISAGREE	<b>2224</b> <b>61%</b>	1580 66%	578 53%	66 54%	709 60%	584 64%	276 68%	198 67%	928 56%	484 75%	259 62%	553 62%	404 54%	960 61%	860 66%	614 74%	610 65%	420 54%	580 54%
Mean Score	<b>64.50</b>	66.98	59.42	61.25	63.56	66.16	68.69	67.74	60.61	73.70	64.08	65.24	59.84	64.30	67.38	72.64	66.78	60.13	59.40
Standard Deviation	<b>31.89</b>	31.16	33.03	30.20	33.13	30.42	30.44	29.29	32.20	29.18	32.56	31.51	34.55	32.38	29.32	28.24	30.30	32.70	33.79
Standard Error	<b>0.535</b>	0.641	1.007	2.757	0.973	1.015	1.522	1.703	0.798	1.157	1.604	1.060	1.284	0.822	0.819	0.989	0.998	1.178	1.042
Error Variance	<b>0.286</b>	0.411	1.015	7.602	0.946	1.029	2.316	2.899	0.638	1.339	2.574	1.123	1.649	0.676	0.670	0.977	0.997	1.389	1.087
Don't Know	<b>5</b> *	<b>2</b> *	<b>3</b> *	<b>-</b> -	<b>1</b> *	<b>2</b> *	<b>1</b> *	<b>1</b> *	<b>2</b> *	<b>2</b> *	<b>-</b> -	<b>1</b> *	<b>1</b> *	<b>2</b> *	<b>2</b> *	<b>1</b> *	<b>1</b> *	<b>1</b> *	<b>2</b> *
Not Applicable	<b>55</b> <b>2%</b>	31 1%	21 2%	3 2%	29 2%	5 1%	5 1%	- -	31 2%	9 1%	5 1%	10 1%	24 3%	21 1%	10 1%	8 1%	14 1%	9 1%	24 2%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
J. I don't pay much attention to the amount of water I use at home**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> <b>100%</b>	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Disagree (100)	<b>852</b> <b>24%</b>	390 23%	462 24%	110 14%	152 20%	160 25%	214 29%	211 31%	54 14%	63 20%	73 26%	103 28%	96 28%	56 15%	89 21%	87 25%	111 29%	115 33%
Tend to Disagree (75)	<b>1083</b> <b>30%</b>	504 29%	579 30%	209 27%	255 34%	199 31%	227 30%	192 28%	107 27%	108 35%	86 30%	105 28%	98 29%	102 26%	147 34%	113 32%	122 32%	94 27%
Neither Agree nor Disagree (50)	<b>452</b> <b>12%</b>	235 14%	217 11%	112 14%	107 14%	91 14%	75 10%	64 9%	53 13%	53 17%	48 17%	42 11%	38 11%	59 15%	54 12%	43 12%	33 9%	26 7%
Tend to Agree (25)	<b>793</b> <b>22%</b>	398 23%	395 21%	229 29%	166 22%	128 20%	142 19%	124 18%	124 31%	61 19%	57 20%	86 23%	68 20%	105 27%	105 24%	71 20%	56 15%	56 16%
Strongly Agree (0)	<b>391</b> <b>11%</b>	165 10%	226 12%	115 15%	59 8%	50 8%	80 11%	86 12%	56 14%	25 8%	18 6%	29 8%	37 11%	59 15%	34 8%	32 9%	51 13%	49 14%
AGREE	<b>1184</b> <b>33%</b>	563 33%	621 33%	344 44%	225 30%	178 28%	222 30%	210 30%	180 45%	86 27%	75 26%	115 31%	105 31%	164 43%	139 32%	103 30%	107 28%	105 30%
DISAGREE	<b>1935</b> <b>53%</b>	894 52%	1041 55%	319 41%	407 55%	359 57%	441 59%	403 58%	161 40%	171 55%	159 56%	208 56%	194 57%	158 41%	236 55%	200 57%	233 62%	209 60%
Mean Score	<b>58.49</b>	58.22	58.73	49.03	59.30	61.58	61.96	61.74	48.67	59.92	62.32	61.44	60.98	49.41	58.86	60.98	62.47	62.50
Standard Deviation	<b>33.57</b>	32.96	34.11	32.86	31.38	32.08	34.16	35.39	32.64	30.90	31.23	33.22	34.31	33.12	31.75	32.78	35.10	36.46
Standard Error	<b>0.562</b>	0.801	0.787	1.180	1.154	1.280	1.258	1.360	1.644	1.755	1.860	1.739	1.869	1.697	1.533	1.762	1.817	1.977
Error Variance	<b>0.316</b>	0.642	0.619	1.393	1.332	1.638	1.581	1.850	2.704	3.081	3.458	3.023	3.494	2.878	2.349	3.106	3.303	3.910
Don't Know	<b>2</b> <b>*</b>	-	<b>2</b> <b>*</b>	<b>1</b> <b>*</b>	<b>1</b> <b>*</b>	-	-	-	-	-	-	-	-	<b>1</b> <b>*</b>	<b>1</b> <b>*</b>	-	-	-
Not Applicable	<b>45</b> <b>1%</b>	24 1%	21 1%	8 1%	6 1%	7 1%	11 1%	13 2%	5 1%	3 1%	4 1%	6 2%	6 2%	3 1%	3 1%	3 1%	5 1%	7 2%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**J. I don't pay much attention to the amount of water I use at home**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	3618 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Disagree (100)	852 24%	420 22%	265 32%	167 20%	101 32%	79 28%	13 28%	106 32%	133 26%	165 17%	64 20%	45 20%	24 22%	122 23%	284 22%	378 23%	177 26%
Tend to Disagree (75)	1083 30%	628 32%	226 27%	229 27%	82 26%	85 30%	14 30%	97 29%	178 35%	301 32%	93 29%	59 26%	35 32%	139 26%	360 28%	492 31%	218 32%
Neither Agree nor Disagree (50)	452 12%	273 14%	72 9%	107 13%	28 9%	33 12%	3 7%	34 10%	63 13%	136 14%	46 14%	36 16%	13 12%	60 11%	166 13%	191 12%	88 13%
Tend to Agree (25)	793 22%	435 22%	145 18%	213 25%	55 18%	58 20%	10 22%	62 19%	89 18%	239 25%	82 25%	50 22%	20 19%	128 24%	293 23%	364 23%	128 19%
Strongly Agree (0)	391 11%	176 9%	105 13%	110 13%	40 13%	23 8%	3 7%	31 9%	34 7%	96 10%	36 11%	36 16%	14 13%	78 15%	156 12%	169 11%	64 9%
AGREE	1184 33%	611 31%	250 30%	323 39%	95 30%	81 29%	13 28%	93 28%	123 25%	335 35%	118 36%	86 38%	34 31%	206 39%	449 35%	533 33%	192 28%
DISAGREE	1935 53%	1048 54%	491 59%	396 47%	183 58%	164 58%	27 59%	203 61%	311 62%	466 49%	157 48%	104 46%	59 55%	261 49%	644 50%	870 54%	395 58%
Mean Score	58.49	58.81	62.33	53.93	62.17	62.50	63.95	64.02	64.44	55.34	55.22	52.99	58.25	54.70	56.41	58.56	61.70
Standard Deviation	33.57	32.22	35.67	34.04	35.89	32.96	33.32	33.85	31.13	32.08	33.10	34.55	34.11	35.29	34.02	33.48	32.83
Standard Error	0.562	0.733	1.251	1.184	2.051	1.977	5.081	1.864	1.397	1.048	1.848	2.298	3.313	1.537	0.959	0.839	1.263
Error Variance	0.316	0.537	1.565	1.403	4.209	3.908	25.818	3.473	1.950	1.098	3.414	5.282	10.975	2.364	0.920	0.703	1.596
Don't Know	2 *	1 *	- -	1 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -
Not Applicable	45 1%	20 1%	14 2%	11 1%	8 3%	5 2%	3 7%	5 1%	5 1%	7 1%	3 1%	1 *	2 2%	6 1%	22 2%	15 1%	8 1%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**J. I don't pay much attention to the amount of water I use at home**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Disagree	(100) <b>852</b> <b>24%</b>	589 25%	245 22%	18 15%	302 25%	210 23%	98 24%	59 20%	350 21%	199 31%	87 21%	216 24%	177 24%	391 25%	284 22%	216 26%	236 25%	166 21%	234 22%
Tend to Disagree	(75) <b>1083</b> <b>30%</b>	781 33%	273 25%	29 24%	325 27%	282 31%	142 35%	107 36%	468 28%	236 36%	119 29%	260 29%	190 25%	459 29%	434 34%	306 37%	294 31%	217 28%	266 25%
Neither Agree nor Disagree	(50) <b>452</b> <b>12%</b>	269 11%	163 15%	20 16%	141 12%	123 14%	48 12%	41 14%	232 14%	65 10%	47 11%	108 12%	89 12%	199 13%	164 13%	90 11%	118 13%	104 13%	140 13%
Tend to Agree	(25) <b>793</b> <b>22%</b>	514 21%	244 22%	35 28%	254 21%	208 23%	91 22%	63 21%	391 24%	107 17%	105 25%	190 21%	164 22%	334 21%	295 23%	163 20%	198 21%	181 23%	251 23%
Strongly Agree	(0) <b>391</b> <b>11%</b>	219 9%	152 14%	20 16%	143 12%	79 9%	25 6%	25 8%	193 12%	35 5%	53 13%	110 12%	108 14%	174 11%	109 8%	44 5%	81 9%	104 13%	162 15%
AGREE	<b>1184</b> <b>33%</b>	733 31%	396 36%	55 45%	397 33%	287 32%	116 29%	88 30%	584 35%	142 22%	158 38%	300 34%	272 36%	508 32%	404 31%	207 25%	279 30%	285 37%	413 38%
DISAGREE	<b>1935</b> <b>53%</b>	1370 57%	518 47%	47 38%	627 53%	492 54%	240 59%	166 56%	818 49%	435 67%	206 49%	476 53%	367 49%	850 54%	718 55%	522 63%	530 57%	383 49%	500 46%
Mean Score	<b>58.49</b>	60.61	54.99	47.95	58.35	59.31	62.19	59.49	55.98	67.80	54.99	57.98	55.63	58.98	59.51	64.87	60.95	55.18	53.77
Standard Deviation	<b>33.57</b>	32.87	34.61	33.34	34.60	32.48	31.23	31.39	33.53	30.49	34.21	34.32	35.39	33.85	32.07	30.52	32.68	34.22	35.13
Standard Error	<b>0.562</b>	0.675	1.055	3.018	1.014	1.081	1.554	1.828	0.829	1.204	1.687	1.154	1.312	0.858	0.894	1.067	1.073	1.232	1.083
Error Variance	<b>0.316</b>	0.456	1.112	9.110	1.027	1.170	2.414	3.340	0.688	1.448	2.847	1.332	1.721	0.736	0.800	1.138	1.152	1.517	1.172
Don't Know	<b>2</b> *	-	2 *	-	-	-	-	1 *	-	1 *	-	1 *	1 *	1 *	-	1 *	1 *	-	-
Not Applicable	<b>45</b> <b>1%</b>	24 1%	20 2%	1 1%	25 2%	4 *	2 *	1 *	25 2%	4 1%	6 1%	10 1%	20 3%	17 1%	8 1%	5 1%	8 1%	8 1%	24 2%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**

**K. If I was buying a kitchen appliance like a freezer or oven, I would only choose one with a high energy efficiency rating, even if it cost more**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex										
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+	
TOTAL	<b>3618</b> <b>100%</b>	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%	
Strongly Agree	(100) <b>1104</b> <b>31%</b>	531 31%	573 30%	162 21%	192 26%	211 33%	280 37%	255 37%	79 20%	91 29%	89 31%	145 39%	126 37%	83 22%	101 23%	122 35%	135 36%	129 37%	
Tend to Agree	(75) <b>1149</b> <b>32%</b>	565 33%	584 31%	209 27%	260 35%	202 32%	256 34%	218 32%	119 30%	112 36%	88 31%	123 33%	121 35%	90 23%	148 34%	114 33%	133 35%	97 28%	
Neither Agree nor Disagree	(50) <b>621</b> <b>17%</b>	267 16%	354 19%	197 25%	137 18%	94 15%	89 12%	101 15%	96 24%	48 15%	46 16%	38 10%	39 11%	101 26%	89 21%	48 14%	51 13%	62 18%	
Tend to Disagree	(25) <b>433</b> <b>12%</b>	196 11%	237 12%	114 15%	96 13%	79 12%	80 11%	62 9%	45 11%	37 12%	42 15%	41 11%	31 9%	69 18%	59 14%	37 11%	39 10%	31 9%	
Strongly Disagree	(0) <b>201</b> <b>6%</b>	106 6%	95 5%	59 8%	44 6%	31 5%	34 5%	33 5%	35 9%	17 5%	17 6%	19 5%	18 5%	24 6%	27 6%	14 4%	15 4%	15 4%	
AGREE	<b>2253</b> <b>62%</b>	1096 64%	1157 61%	371 47%	452 61%	413 65%	536 72%	473 69%	198 50%	203 65%	177 62%	268 72%	247 72%	173 45%	249 58%	236 68%	268 71%	226 65%	
DISAGREE	<b>634</b> <b>18%</b>	302 18%	332 17%	173 22%	140 19%	110 17%	114 15%	95 14%	80 20%	54 17%	59 21%	60 16%	49 14%	93 24%	86 20%	51 15%	54 14%	46 13%	
Mean Score	<b>67.97</b>	68.30	67.67	60.16	65.78	69.57	72.60	72.42	60.83	68.28	66.84	72.81	72.84	59.47	63.97	71.87	72.39	72.01	
Standard Deviation	<b>29.82</b>	30.13	29.54	30.27	29.44	29.73	28.93	28.92	30.35	29.31	30.78	29.70	28.97	30.21	29.44	28.65	28.19	28.91	
Standard Error	<b>0.503</b>	0.738	0.688	1.112	1.090	1.197	1.064	1.118	1.570	1.678	1.833	1.553	1.583	1.577	1.430	1.565	1.460	1.582	
Error Variance	<b>0.253</b>	0.545	0.473	1.236	1.189	1.432	1.132	1.250	2.463	2.817	3.360	2.410	2.505	2.486	2.044	2.451	2.130	2.502	
Don't Know	<b>5</b> *	1 *	4 *	- -	1 *	- -	1 *	3 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	2 1%
Not Applicable	<b>105</b> <b>3%</b>	50 3%	55 3%	43 5%	16 2%	18 3%	9 1%	18 3%	25 6%	8 3%	4 1%	5 1%	7 2%	18 5%	8 2%	14 4%	4 1%	11 3%	

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**

**K. If I was buying a kitchen appliance like a freezer or oven, I would only choose one with a high energy efficiency rating, even if it cost more**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree	(100) <b>1104</b> 31%	583 30%	319 39%	202 24%	108 34%	78 28%	9 20%	132 39%	177 35%	265 28%	97 30%	56 25%	33 31%	149 28%	371 29%	475 30%	243 36%
Tend to Agree	(75) <b>1149</b> 32%	657 34%	254 31%	238 28%	97 31%	88 31%	14 30%	110 33%	165 33%	318 34%	114 35%	58 26%	29 27%	156 29%	362 28%	534 33%	240 35%
Neither Agree nor Disagree	(50) <b>621</b> 17%	320 16%	117 14%	184 22%	53 17%	38 13%	6 13%	44 13%	73 15%	178 19%	57 18%	48 21%	19 18%	105 20%	237 18%	273 17%	102 15%
Tend to Disagree	(25) <b>433</b> 12%	234 12%	77 9%	122 15%	28 9%	45 16%	6 13%	30 9%	65 13%	117 12%	33 10%	31 14%	11 10%	67 13%	171 13%	198 12%	61 9%
Strongly Disagree	(0) <b>201</b> 6%	104 5%	38 5%	59 7%	17 5%	24 8%	3 7%	11 3%	16 3%	48 5%	14 4%	22 10%	8 7%	38 7%	88 7%	81 5%	29 4%
AGREE	<b>2253</b> 62%	1240 63%	573 69%	440 53%	205 65%	166 59%	23 50%	242 72%	342 68%	583 62%	211 65%	114 50%	62 57%	305 57%	733 57%	1009 63%	483 71%
DISAGREE	<b>634</b> 18%	338 17%	115 14%	181 22%	45 14%	69 24%	9 20%	41 12%	81 16%	165 17%	47 15%	53 23%	19 18%	105 20%	259 20%	279 17%	90 13%
Mean Score	<b>67.97</b>	68.19	72.95	62.48	70.71	63.83	63.16	74.62	71.27	67.14	69.60	61.05	67.00	65.10	65.40	68.00	72.48
Standard Deviation	<b>29.82</b>	29.46	28.98	30.58	29.38	32.42	31.16	27.52	28.49	29.08	28.12	32.38	31.56	30.86	31.12	29.33	27.96
Standard Error	<b>0.503</b>	0.676	1.022	1.078	1.688	1.962	5.055	1.522	1.279	0.956	1.584	2.208	3.156	1.360	0.888	0.742	1.076
Error Variance	<b>0.253</b>	0.457	1.043	1.162	2.849	3.851	25.548	2.315	1.637	0.913	2.511	4.877	9.960	1.849	0.788	0.551	1.158
Don't Know	<b>5</b> *	-	4 *	1 *	2 1%	-	-	1 *	-	-	-	1 *	-	1 *	3 *	1 *	1 *
Not Applicable	<b>105</b> 3%	55 3%	18 2%	32 4%	9 3%	10 4%	8 17%	7 2%	6 1%	20 2%	9 3%	11 5%	8 7%	17 3%	51 4%	47 3%	7 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**

**K. If I was buying a kitchen appliance like a freezer or oven, I would only choose one with a high energy efficiency rating, even if it cost more**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>1104</b> <b>31%</b>	832 35%	250 23%	22 18%	339 28%	296 33%	141 35%	109 37%	476 29%	230 36%	117 28%	281 31%	189 25%	488 31%	427 33%	310 38%	302 32%	218 28%	274 25%
Tend to Agree	(75) <b>1149</b> <b>32%</b>	812 34%	289 26%	48 39%	355 30%	288 32%	145 36%	104 35%	477 29%	251 39%	136 33%	285 32%	199 27%	490 31%	460 36%	297 36%	306 33%	255 33%	291 27%
Neither Agree nor Disagree	(50) <b>621</b> <b>17%</b>	349 15%	241 22%	31 25%	222 19%	149 16%	57 14%	45 15%	324 20%	71 11%	68 16%	158 18%	152 20%	282 18%	187 14%	108 13%	151 16%	145 19%	217 20%
Tend to Disagree	(25) <b>433</b> <b>12%</b>	262 11%	161 15%	10 8%	146 12%	117 13%	46 11%	28 9%	217 13%	59 9%	58 14%	99 11%	95 13%	197 13%	141 11%	73 9%	104 11%	90 12%	166 15%
Strongly Disagree	(0) <b>201</b> <b>6%</b>	99 4%	94 9%	8 7%	87 7%	43 5%	11 3%	6 2%	107 6%	25 4%	25 6%	44 5%	66 9%	87 6%	48 4%	25 3%	46 5%	51 7%	79 7%
AGREE	<b>2253</b> <b>62%</b>	1644 69%	539 49%	70 57%	694 58%	584 64%	286 70%	213 72%	953 57%	481 74%	253 61%	566 63%	388 52%	978 62%	887 69%	607 74%	608 65%	473 61%	565 52%
DISAGREE	<b>634</b> <b>18%</b>	361 15%	255 23%	18 15%	233 20%	160 18%	57 14%	34 11%	324 20%	84 13%	83 20%	143 16%	161 21%	284 18%	189 15%	98 12%	150 16%	141 18%	245 23%
Mean Score	<b>67.97</b>	71.41	60.63	63.87	65.51	68.95	72.44	74.14	65.58	73.66	66.21	69.03	62.48	67.73	71.32	74.42	69.64	66.44	62.54
Standard Deviation	<b>29.82</b>	28.56	31.47	27.37	30.98	29.57	27.33	26.20	30.64	27.35	30.30	29.20	31.89	29.92	28.00	26.82	29.23	30.02	31.32
Standard Error	<b>0.503</b>	0.589	0.978	2.509	0.914	0.989	1.366	1.533	0.766	1.085	1.508	0.992	1.205	0.762	0.788	0.941	0.969	1.090	0.977
Error Variance	<b>0.253</b>	0.347	0.957	6.293	0.835	0.979	1.867	2.351	0.587	1.176	2.273	0.984	1.451	0.580	0.621	0.885	0.940	1.187	0.955
Don't Know	<b>5</b> *	2 *	3 *	- -	2 *	1 *	1 *	- -	1 *	2 *	- -	2 *	3 *	2 *	- -	- -	1 *	- -	4 *
Not Applicable	<b>105</b> <b>3%</b>	40 2%	61 6%	4 3%	39 3%	12 1%	5 1%	5 2%	57 3%	9 1%	13 3%	26 3%	45 6%	29 2%	31 2%	12 1%	26 3%	21 3%	46 4%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
L. People have a duty to recycle**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree	(100) <b>1606</b> 44%	725 42%	881 46%	259 33%	309 41%	285 45%	355 47%	394 57%	132 33%	126 40%	114 40%	163 44%	189 55%	127 33%	183 42%	171 49%	192 51%	205 59%
Tend to Agree	(75) <b>1284</b> 35%	624 36%	660 35%	311 40%	277 37%	225 35%	254 34%	211 31%	162 41%	116 37%	106 37%	126 34%	113 33%	149 39%	161 37%	119 34%	128 34%	98 28%
Neither Agree nor Disagree	(50) <b>436</b> 12%	208 12%	228 12%	140 18%	100 13%	72 11%	78 10%	43 6%	63 16%	42 13%	36 13%	44 12%	22 6%	77 20%	58 13%	36 10%	34 9%	21 6%
Tend to Disagree	(25) <b>161</b> 4%	84 5%	77 4%	47 6%	34 5%	25 4%	30 4%	25 4%	27 7%	20 6%	13 5%	14 4%	10 3%	20 5%	14 3%	12 3%	16 4%	15 4%
Strongly Disagree	(0) <b>96</b> 3%	54 3%	42 2%	19 2%	18 2%	23 4%	23 3%	13 2%	11 3%	6 2%	14 5%	17 5%	6 2%	8 2%	12 3%	9 3%	6 2%	7 2%
AGREE	<b>2890</b> 80%	1349 79%	1541 81%	570 73%	586 79%	510 80%	609 81%	605 88%	294 74%	242 77%	220 77%	289 78%	302 88%	276 72%	344 79%	290 83%	320 85%	303 87%
DISAGREE	<b>257</b> 7%	138 8%	119 6%	66 8%	52 7%	48 8%	53 7%	38 6%	38 10%	26 8%	27 9%	31 8%	16 5%	28 7%	26 6%	21 6%	22 6%	22 6%
Mean Score	<b>78.91</b>	77.76	79.94	73.97	77.95	78.73	80.00	84.55	73.86	77.10	75.88	77.75	84.49	74.08	78.56	81.05	82.18	84.61
Standard Deviation	<b>24.58</b>	25.30	23.88	24.70	24.31	25.41	24.85	22.48	25.23	24.63	26.95	26.62	21.73	24.18	24.08	23.88	22.84	23.23
Standard Error	<b>0.411</b>	0.614	0.550	0.887	0.895	1.012	0.914	0.858	1.269	1.399	1.602	1.395	1.178	1.239	1.164	1.282	1.178	1.249
Error Variance	<b>0.169</b>	0.378	0.302	0.786	0.801	1.025	0.835	0.737	1.611	1.956	2.566	1.947	1.388	1.535	1.355	1.643	1.387	1.560
Don't Know	<b>1</b> *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-
Not Applicable	<b>34</b> 1%	21 1%	13 1%	7 1%	8 1%	5 1%	9 1%	4 1%	4 1%	3 1%	3 1%	7 2%	3 1%	3 1%	5 1%	2 1%	2 1%	1 *

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**L. People have a duty to recycle**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree	(100) <b>1606</b> 44%	826 42%	453 55%	327 39%	178 57%	118 42%	21 46%	174 52%	226 45%	387 41%	133 41%	81 36%	51 47%	237 44%	540 42%	706 44%	339 50%
Tend to Agree	(75) <b>1284</b> 35%	718 37%	267 32%	299 36%	90 29%	97 34%	12 26%	125 37%	186 37%	365 39%	118 36%	89 39%	33 31%	169 32%	460 36%	573 36%	234 34%
Neither Agree nor Disagree	(50) <b>436</b> 12%	240 12%	59 7%	137 16%	29 9%	35 12%	7 15%	15 4%	52 10%	113 12%	52 16%	43 19%	12 11%	78 15%	160 12%	202 13%	70 10%
Tend to Disagree	(25) <b>161</b> 4%	90 5%	28 3%	43 5%	9 3%	18 6%	2 4%	14 4%	20 4%	42 4%	10 3%	10 4%	7 6%	29 5%	67 5%	77 5%	17 2%
Strongly Disagree	(0) <b>96</b> 3%	57 3%	17 2%	22 3%	6 2%	9 3%	1 2%	5 1%	12 2%	30 3%	10 3%	4 2%	4 4%	15 3%	39 3%	37 2%	19 3%
AGREE	<b>2890</b> 80%	1544 79%	720 87%	626 75%	268 85%	215 76%	33 72%	299 89%	412 82%	752 79%	251 77%	170 75%	84 78%	406 76%	1000 78%	1279 79%	573 84%
DISAGREE	<b>257</b> 7%	147 8%	45 5%	65 8%	15 5%	27 10%	3 7%	19 6%	32 6%	72 8%	20 6%	14 6%	11 10%	44 8%	106 8%	114 7%	36 5%
Mean Score	<b>78.91</b>	78.04	83.71	76.15	84.05	76.81	79.07	83.71	79.94	77.67	77.40	75.66	78.04	77.65	77.55	78.75	81.55
Standard Deviation	<b>24.58</b>	24.87	22.67	25.08	22.69	26.26	25.55	21.68	23.75	24.88	24.61	23.51	27.19	25.77	25.40	24.36	23.54
Standard Error	<b>0.411</b>	0.566	0.790	0.872	1.284	1.578	3.896	1.188	1.066	0.813	1.369	1.560	2.629	1.122	0.714	0.610	0.904
Error Variance	<b>0.169</b>	0.320	0.624	0.760	1.649	2.490	15.179	1.411	1.137	0.661	1.875	2.435	6.911	1.258	0.510	0.372	0.816
Don't Know	<b>1</b> *	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-
Not Applicable	<b>34</b> 1%	22 1%	3 *	9 1%	2 1%	6 2%	3 7%	2 1%	6 1%	9 1%	1 *	-	1 1%	4 1%	17 1%	13 1%	4 1%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F8 Agreement with statements to do with energy, recycling and food purchasing  
L. People have a duty to recycle

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>1606</b> <b>44%</b>	1115 47%	439 40%	52 42%	524 44%	377 42%	187 46%	146 49%	708 43%	325 50%	190 46%	383 43%	336 45%	712 45%	558 43%	400 48%	395 42%	352 45%	459 43%
Tend to Agree	(75) <b>1284</b> <b>35%</b>	860 36%	376 34%	48 39%	410 34%	351 39%	158 39%	98 33%	579 35%	233 36%	149 36%	323 36%	232 31%	554 35%	498 38%	312 38%	344 37%	282 36%	346 32%
Neither Agree nor Disagree	(50) <b>436</b> <b>12%</b>	259 11%	158 14%	19 15%	151 13%	112 12%	37 9%	27 9%	233 14%	54 8%	43 10%	106 12%	92 12%	201 13%	143 11%	73 9%	123 13%	93 12%	147 14%
Tend to Disagree	(25) <b>161</b> <b>4%</b>	85 4%	73 7%	3 2%	59 5%	36 4%	15 4%	15 5%	78 5%	21 3%	19 5%	43 5%	45 6%	66 4%	50 4%	19 2%	40 4%	30 4%	72 7%
Strongly Disagree	(0) <b>96</b> <b>3%</b>	63 3%	32 3%	1 1%	34 3%	27 3%	6 1%	9 3%	42 3%	11 2%	13 3%	30 3%	25 3%	38 2%	33 3%	20 2%	26 3%	16 2%	34 3%
AGREE	<b>2890</b> <b>80%</b>	1975 82%	815 74%	100 81%	934 78%	728 80%	345 85%	244 82%	1287 78%	558 86%	339 81%	706 79%	568 76%	1266 80%	1056 82%	712 86%	739 79%	634 81%	805 75%
DISAGREE	<b>257</b> <b>7%</b>	148 6%	105 10%	4 3%	93 8%	63 7%	21 5%	24 8%	120 7%	32 5%	32 8%	73 8%	70 9%	104 7%	83 6%	39 5%	66 7%	46 6%	106 10%
Mean Score	<b>78.91</b>	80.22	75.90	79.88	78.25	78.10	81.33	80.25	77.94	82.61	79.23	77.85	77.71	79.22	79.21	81.95	78.07	79.88	76.56
Standard Deviation	<b>24.58</b>	23.91	26.12	21.15	25.21	24.44	22.03	25.29	24.76	22.10	25.04	25.50	26.59	24.23	23.81	22.48	24.61	23.45	26.59
Standard Error	<b>0.411</b>	0.490	0.796	1.907	0.735	0.813	1.097	1.473	0.612	0.871	1.230	0.857	0.984	0.611	0.665	0.783	0.808	0.844	0.818
Error Variance	<b>0.169</b>	0.240	0.633	3.637	0.540	0.662	1.204	2.169	0.374	0.758	1.514	0.735	0.968	0.374	0.442	0.613	0.652	0.712	0.668
Don't Know	<b>1</b> <b>*</b>	-	<b>1</b> <b>*</b>	-	-	-	-	-	<b>1</b> <b>*</b>	-	-	-	<b>1</b> <b>*</b>	-	-	-	-	-	<b>1</b> <b>*</b>
Not Applicable	<b>34</b> <b>1%</b>	14 1%	20 2%	-	12 1%	3 *	3 1%	2 1%	18 1%	3 *	3 1%	10 1%	18 2%	4 *	12 1%	1 *	8 1%	7 1%	18 2%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**M. "Waste not want not" sums up my general approach to life**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>975</b> 27%	426 25%	549 29%	93 12%	125 17%	153 24%	260 35%	338 49%	43 11%	47 15%	66 23%	112 30%	157 46%	50 13%	78 18%	87 25%	148 39%	181 52%
Tend to Agree (75)	<b>1280</b> 35%	622 36%	658 35%	254 32%	266 36%	242 38%	288 38%	225 33%	137 34%	111 35%	110 38%	146 39%	116 34%	117 30%	155 36%	132 38%	142 38%	109 31%
Neither Agree nor Disagree (50)	<b>815</b> 23%	392 23%	423 22%	284 36%	226 30%	134 21%	110 15%	59 9%	139 35%	100 32%	62 22%	59 16%	31 9%	145 38%	126 29%	72 21%	51 13%	28 8%
Tend to Disagree (25)	<b>305</b> 8%	148 9%	157 8%	88 11%	77 10%	58 9%	48 6%	33 5%	41 10%	35 11%	26 9%	25 7%	21 6%	47 12%	42 10%	32 9%	23 6%	12 3%
Strongly Disagree (0)	<b>149</b> 4%	68 4%	81 4%	34 4%	35 5%	31 5%	30 4%	19 3%	18 5%	13 4%	13 5%	18 5%	6 2%	16 4%	22 5%	18 5%	12 3%	13 4%
AGREE	<b>2255</b> 62%	1048 61%	1207 63%	347 44%	391 52%	395 62%	548 73%	563 82%	180 45%	158 50%	176 62%	258 70%	273 80%	167 43%	233 54%	219 63%	290 77%	290 84%
DISAGREE	<b>454</b> 13%	216 13%	238 13%	122 16%	112 15%	89 14%	78 10%	52 8%	59 15%	48 15%	39 14%	43 12%	27 8%	63 16%	64 15%	50 14%	35 9%	25 7%
Mean Score	<b>68.64</b>	67.96	69.23	59.43	62.65	67.31	73.78	80.79	59.66	61.76	67.15	71.46	79.98	59.20	63.30	67.45	76.00	81.56
Standard Deviation	<b>27.04</b>	26.72	27.32	24.85	26.15	27.37	26.57	24.83	24.62	25.54	26.99	27.23	24.34	25.11	26.59	27.72	25.77	25.30
Standard Error	<b>0.456</b>	0.657	0.632	0.906	0.968	1.101	0.979	0.956	1.266	1.460	1.622	1.435	1.338	1.297	1.293	1.501	1.329	1.366
Error Variance	<b>0.208</b>	0.431	0.400	0.820	0.938	1.212	0.959	0.915	1.603	2.131	2.630	2.059	1.790	1.681	1.671	2.253	1.766	1.867
Don't Know	<b>7</b> *	2 *	5 *	3 *	2 *	1 *	-	1 *	-	-	1 *	-	1 *	3 1%	2 *	-	-	-
Not Applicable	<b>87</b> 2%	58 3%	29 2%	28 4%	15 2%	16 3%	13 2%	15 2%	21 5%	7 2%	8 3%	11 3%	11 3%	7 2%	8 2%	8 2%	2 1%	4 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
M. "Waste not want not" sums up my general approach to life**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree	(100) <b>975</b> 27%	385 20%	402 49%	188 22%	156 50%	78 28%	2 4%	161 48%	103 21%	167 18%	70 22%	45 20%	38 35%	155 29%	309 24%	434 27%	218 32%
Tend to Agree	(75) <b>1280</b> 35%	743 38%	266 32%	271 32%	104 33%	99 35%	21 46%	112 33%	194 39%	344 36%	119 37%	80 35%	36 33%	171 32%	453 35%	574 36%	239 35%
Neither Agree nor Disagree	(50) <b>815</b> 23%	510 26%	74 9%	231 28%	26 8%	61 22%	15 33%	32 10%	130 26%	274 29%	82 25%	61 27%	19 18%	115 22%	273 21%	403 25%	129 19%
Tend to Disagree	(25) <b>305</b> 8%	182 9%	48 6%	75 9%	15 5%	26 9%	3 7%	17 5%	39 8%	100 11%	32 10%	22 10%	9 8%	42 8%	124 10%	120 7%	60 9%
Strongly Disagree	(0) <b>149</b> 4%	85 4%	19 2%	45 5%	6 2%	13 5%	2 4%	6 2%	24 5%	37 4%	11 3%	14 6%	4 4%	32 6%	68 5%	53 3%	24 4%
AGREE	<b>2255</b> 62%	1128 58%	668 81%	459 55%	260 83%	177 63%	23 50%	273 81%	297 59%	511 54%	189 58%	125 55%	74 69%	326 61%	762 59%	1008 63%	457 67%
DISAGREE	<b>454</b> 13%	267 14%	67 8%	120 14%	21 7%	39 14%	5 11%	23 7%	63 13%	137 14%	43 13%	36 16%	13 12%	74 14%	192 15%	173 11%	84 12%
Mean Score	<b>68.64</b>	65.24	80.41	64.88	81.68	68.32	60.47	80.87	65.97	63.67	66.32	63.51	72.41	68.20	66.52	69.19	71.16
Standard Deviation	<b>27.04</b>	26.24	24.89	27.67	23.66	27.76	21.98	23.82	26.30	25.85	26.10	27.79	27.59	28.92	28.10	25.97	27.12
Standard Error	<b>0.456</b>	0.601	0.875	0.972	1.350	1.668	3.352	1.315	1.188	0.851	1.473	1.865	2.680	1.274	0.802	0.653	1.048
Error Variance	<b>0.208</b>	0.361	0.766	0.945	1.824	2.781	11.235	1.730	1.411	0.725	2.170	3.479	7.180	1.624	0.644	0.426	1.098
Don't Know	<b>7</b> *	-	1 *	6 1%	-	1 *	-	1 *	-	2 *	1 *	1 *	-	1 *	3 *	3 *	1 *
Not Applicable	<b>87</b> 2%	48 2%	17 2%	22 3%	7 2%	5 2%	3 7%	6 2%	12 2%	22 2%	9 3%	4 2%	2 2%	17 3%	53 4%	22 1%	12 2%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**M. "Waste not want not" sums up my general approach to life**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> <b>100%</b>	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>975</b> <b>27%</b>	674 28%	267 24%	34 28%	379 32%	216 24%	82 20%	49 16%	464 28%	176 27%	119 29%	216 24%	232 31%	471 30%	272 21%	193 23%	232 25%	206 26%	344 32%
Tend to Agree	(75) <b>1280</b> <b>35%</b>	895 37%	355 32%	30 24%	413 35%	344 38%	163 40%	110 37%	536 32%	258 40%	147 35%	339 38%	224 30%	558 35%	498 38%	339 41%	341 36%	268 34%	332 31%
Neither Agree nor Disagree	(50) <b>815</b> <b>23%</b>	509 21%	267 24%	39 32%	216 18%	221 24%	104 26%	92 31%	382 23%	142 22%	88 21%	203 23%	149 20%	327 21%	339 26%	194 24%	232 25%	174 22%	215 20%
Tend to Disagree	(25) <b>305</b> <b>8%</b>	188 8%	107 10%	10 8%	95 8%	84 9%	31 8%	28 9%	149 9%	39 6%	33 8%	84 9%	68 9%	124 8%	113 9%	72 9%	72 8%	75 10%	86 8%
Strongly Disagree	(0) <b>149</b> <b>4%</b>	81 3%	64 6%	4 3%	56 5%	27 3%	16 4%	12 4%	74 4%	20 3%	19 5%	36 4%	45 6%	64 4%	40 3%	16 2%	34 4%	34 4%	65 6%
AGREE	<b>2255</b> <b>62%</b>	1569 65%	622 57%	64 52%	792 67%	560 62%	245 60%	159 54%	1000 60%	434 67%	266 64%	555 62%	456 61%	1029 65%	770 60%	532 64%	573 61%	474 61%	676 63%
DISAGREE	<b>454</b> <b>13%</b>	269 11%	171 16%	14 11%	151 13%	111 12%	47 12%	40 13%	223 13%	59 9%	52 12%	120 13%	113 15%	188 12%	153 12%	88 11%	106 11%	109 14%	151 14%
Mean Score	<b>68.64</b>	70.16	65.42	67.09	70.79	67.88	66.67	63.40	68.18	70.91	69.33	67.51	68.45	70.21	66.82	69.07	68.25	67.73	69.29
Standard Deviation	<b>27.04</b>	26.20	28.56	27.20	27.94	25.73	25.47	25.36	27.84	25.06	27.47	26.70	29.65	27.10	25.26	24.38	26.10	27.61	29.34
Standard Error	<b>0.456</b>	0.541	0.877	2.515	0.821	0.861	1.280	1.487	0.695	0.994	1.364	0.901	1.107	0.690	0.711	0.855	0.865	1.003	0.909
Error Variance	<b>0.208</b>	0.292	0.770	6.323	0.673	0.742	1.638	2.210	0.483	0.989	1.859	0.812	1.225	0.476	0.506	0.730	0.748	1.007	0.826
Don't Know	<b>7</b> <b>*</b>	<b>3</b> <b>*</b>	<b>3</b> <b>*</b>	<b>1</b> <b>1%</b>	<b>2</b> <b>*</b>	<b>3</b> <b>*</b>	<b>-</b> <b>-</b>	<b>-</b> <b>-</b>	<b>1</b> <b>*</b>	<b>2</b> <b>*</b>	<b>1</b> <b>*</b>	<b>3</b> <b>*</b>	<b>5</b> <b>1%</b>	<b>1</b> <b>*</b>	<b>1</b> <b>*</b>	<b>-</b> <b>-</b>	<b>2</b> <b>*</b>	<b>-</b> <b>-</b>	<b>5</b> <b>*</b>
Not Applicable	<b>87</b> <b>2%</b>	46 2%	36 3%	5 4%	29 2%	11 1%	10 2%	6 2%	53 3%	10 2%	10 2%	14 2%	26 3%	30 2%	31 2%	11 1%	23 2%	23 3%	30 3%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing  
N. I would be prepared to pay more for environmentally-friendly products**

Base: All respondents

	TOTAL	Sex		Age					Age within Sex									
		Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Strongly Agree (100)	<b>424</b> 12%	196 11%	228 12%	87 11%	68 9%	83 13%	94 13%	91 13%	42 11%	28 9%	38 13%	46 12%	42 12%	45 12%	40 9%	45 13%	48 13%	49 14%
Tend to Agree (75)	<b>1179</b> 33%	559 33%	620 33%	249 32%	226 30%	196 31%	283 38%	221 32%	122 31%	99 32%	86 30%	144 39%	107 31%	127 33%	127 29%	110 32%	139 37%	114 33%
Neither Agree nor Disagree (50)	<b>880</b> 24%	402 23%	478 25%	174 22%	217 29%	152 24%	174 23%	158 23%	90 23%	87 28%	66 23%	78 21%	79 23%	84 22%	130 30%	86 25%	96 25%	79 23%
Tend to Disagree (25)	<b>720</b> 20%	330 19%	390 21%	183 23%	159 21%	129 20%	124 17%	123 18%	87 22%	60 19%	60 21%	57 15%	65 19%	96 25%	99 23%	69 20%	67 18%	58 17%
Strongly Disagree (0)	<b>337</b> 9%	189 11%	148 8%	73 9%	65 9%	65 10%	62 8%	70 10%	46 12%	36 12%	30 10%	38 10%	39 11%	27 7%	29 7%	35 10%	24 6%	31 9%
AGREE	<b>1603</b> 44%	755 44%	848 45%	336 43%	294 39%	279 44%	377 50%	312 45%	164 41%	127 41%	124 43%	190 51%	149 43%	172 45%	167 39%	155 44%	187 49%	163 47%
DISAGREE	<b>1057</b> 29%	519 30%	538 28%	256 33%	224 30%	194 31%	186 25%	193 28%	133 33%	96 31%	90 31%	95 26%	104 30%	123 32%	128 30%	104 30%	91 24%	89 26%
Mean Score	<b>54.47</b>	53.62	55.23	53.07	52.48	54.12	57.56	55.28	51.74	51.85	53.75	57.09	53.61	54.42	52.94	54.42	58.02	56.95
Standard Deviation	<b>29.21</b>	29.89	28.57	29.43	27.83	30.02	28.60	30.08	30.09	28.91	30.37	29.61	30.39	28.73	27.04	29.78	27.63	29.72
Standard Error	<b>0.491</b>	0.730	0.662	1.064	1.027	1.201	1.054	1.168	1.529	1.642	1.815	1.554	1.668	1.476	1.312	1.603	1.429	1.634
Error Variance	<b>0.241</b>	0.533	0.438	1.131	1.054	1.442	1.110	1.365	2.339	2.697	3.294	2.415	2.781	2.178	1.721	2.571	2.041	2.669
Don't Know	<b>4</b> *	1 *	3 *	-	2 *	1 *	-	1 *	-	-	1 *	-	-	-	2 *	-	-	1 *
Not Applicable	<b>74</b> 2%	39 2%	35 2%	18 2%	9 1%	9 1%	12 2%	26 4%	12 3%	3 1%	5 2%	8 2%	11 3%	6 2%	6 1%	4 1%	4 1%	15 4%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**N. I would be prepared to pay more for environmentally-friendly products**

Base: All respondents

	TOTAL	Working Status			Household type										Area		
		Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Strongly Agree	(100) <b>424</b> 12%	213 11%	114 14%	97 12%	47 15%	40 14%	7 15%	37 11%	53 11%	103 11%	37 11%	27 12%	14 13%	59 11%	148 12%	174 11%	98 14%
Tend to Agree	(75) <b>1179</b> 33%	670 34%	264 32%	245 29%	89 28%	91 32%	16 35%	122 36%	184 37%	278 29%	136 42%	57 25%	34 31%	172 32%	410 32%	534 33%	223 33%
Neither Agree nor Disagree	(50) <b>880</b> 24%	459 24%	192 23%	229 27%	75 24%	58 20%	10 22%	84 25%	120 24%	256 27%	67 21%	62 27%	22 20%	126 24%	277 22%	433 27%	159 23%
Tend to Disagree	(25) <b>720</b> 20%	392 20%	151 18%	177 21%	59 19%	61 22%	5 11%	51 15%	99 20%	216 23%	58 18%	51 22%	18 17%	102 19%	271 21%	304 19%	133 19%
Strongly Disagree	(0) <b>337</b> 9%	192 10%	79 10%	66 8%	31 10%	27 10%	5 11%	28 8%	40 8%	77 8%	23 7%	25 11%	18 17%	63 12%	137 11%	138 9%	59 9%
AGREE	<b>1603</b> 44%	883 45%	378 46%	342 41%	136 43%	131 46%	23 50%	159 47%	237 47%	381 40%	173 53%	84 37%	48 44%	231 43%	558 43%	708 44%	321 47%
DISAGREE	<b>1057</b> 29%	584 30%	230 28%	243 29%	90 29%	88 31%	10 22%	79 24%	139 28%	293 31%	81 25%	76 33%	36 33%	165 31%	408 32%	442 27%	192 28%
Mean Score	<b>54.47</b>	54.15	55.72	53.99	55.15	55.05	58.72	56.91	55.59	53.06	58.26	51.13	51.89	52.97	53.24	54.77	56.25
Standard Deviation	<b>29.21</b>	29.22	29.93	28.45	30.52	30.42	30.80	28.20	28.21	28.41	27.92	29.87	32.68	30.09	30.10	28.31	29.62
Standard Error	<b>0.491</b>	0.666	1.058	0.997	1.759	1.828	4.698	1.571	1.267	0.932	1.558	2.005	3.174	1.317	0.854	0.711	1.143
Error Variance	<b>0.241</b>	0.443	1.120	0.995	3.095	3.341	22.068	2.469	1.604	0.868	2.428	4.020	10.074	1.734	0.729	0.506	1.306
Don't Know	<b>4</b> *	1 *	1 *	2 *	1 *	-	-	-	1 *	1 *	-	1 *	-	-	2 *	1 *	1 *
Not Applicable	<b>74</b> 2%	26 1%	26 3%	22 3%	12 4%	6 2%	3 7%	13 4%	5 1%	15 2%	3 1%	4 2%	2 2%	11 2%	38 3%	25 2%	10 1%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**  
**N. I would be prepared to pay more for environmentally-friendly products**

Base: All respondents

	TOTAL	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade			
		Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE
TOTAL	<b>3618</b> 100%	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Strongly Agree	(100) <b>424</b> 12%	265 11%	142 13%	17 14%	146 12%	86 9%	47 12%	41 14%	156 9%	110 17%	45 11%	113 13%	112 15%	180 11%	132 10%	117 14%	116 12%	69 9%	122 11%
Tend to Agree	(75) <b>1179</b> 33%	846 35%	294 27%	39 32%	336 28%	304 34%	164 40%	134 45%	488 29%	286 44%	126 30%	279 31%	194 26%	514 33%	471 36%	359 44%	311 33%	228 29%	281 26%
Neither Agree nor Disagree	(50) <b>880</b> 24%	573 24%	276 25%	31 25%	313 26%	228 25%	88 22%	53 18%	429 26%	122 19%	113 27%	216 24%	176 23%	384 24%	320 25%	172 21%	223 24%	213 27%	272 25%
Tend to Disagree	(25) <b>720</b> 20%	453 19%	241 22%	26 21%	233 20%	203 22%	78 19%	43 14%	361 22%	85 13%	78 19%	196 22%	155 21%	315 20%	250 19%	122 15%	188 20%	186 24%	224 21%
Strongly Disagree	(0) <b>337</b> 9%	222 9%	109 10%	6 5%	131 11%	74 8%	25 6%	22 7%	179 11%	39 6%	47 11%	72 8%	79 11%	154 10%	104 8%	47 6%	82 9%	74 9%	134 12%
AGREE	<b>1603</b> 44%	1111 46%	436 40%	56 46%	482 41%	390 43%	211 52%	175 59%	644 39%	396 61%	171 41%	392 44%	306 41%	694 44%	603 47%	476 58%	427 46%	297 38%	403 37%
DISAGREE	<b>1057</b> 29%	675 28%	350 32%	32 26%	364 31%	277 31%	103 25%	65 22%	540 33%	124 19%	125 30%	268 30%	234 31%	469 30%	354 27%	169 20%	270 29%	260 33%	358 33%
Mean Score	<b>54.47</b>	55.08	52.80	57.35	52.87	53.49	58.08	61.01	51.26	63.36	52.69	54.71	53.67	54.06	55.42	61.54	55.19	51.04	50.80
Standard Deviation	<b>29.21</b>	28.89	29.98	27.88	29.95	28.10	27.58	28.23	29.11	27.64	29.48	29.08	30.97	29.30	28.04	27.16	29.17	28.29	30.42
Standard Error	<b>0.491</b>	0.595	0.920	2.555	0.880	0.939	1.375	1.649	0.725	1.091	1.458	0.983	1.158	0.745	0.785	0.950	0.962	1.019	0.946
Error Variance	<b>0.241</b>	0.354	0.846	6.530	0.774	0.882	1.892	2.719	0.525	1.190	2.125	0.965	1.340	0.555	0.616	0.903	0.925	1.039	0.896
Don't Know	<b>4</b> *	2 *	2 *	-	2 *	2 *	-	-	-	1 *	-	3 *	2 *	2 *	-	1 *	1 *	-	2 *
Not Applicable	<b>74</b> 2%	35 1%	35 3%	4 3%	29 2%	9 1%	4 1%	4 1%	46 3%	4 1%	8 2%	16 2%	31 4%	26 2%	17 1%	7 1%	15 2%	10 1%	42 4%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**

Base: All respondents

	TOTAL	Strongly Agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	AGREE	DISAGREE	Mean Score	Standard Deviation	Standard Error	Error Variance	Not Applicable	Don't Know
A. I often buy second hand goods	3618	555 15%	831 23%	621 17%	832 23%	611 17%	1386 38%	1443 40%	49.18	33.85	0.576	0.332	163 5%	5 *
B. I give most things I no longer want to charity or to friends and family	3618	1888 52%	1276 35%	204 6%	142 4%	58 2%	3164 87%	200 6%	83.59	21.99	0.368	0.136	45 1%	5 *
C. I make a point of checking where fruit and vegetables are grown before I buy them	3618	522 14%	792 22%	869 24%	929 26%	386 11%	1314 36%	1315 36%	50.96	30.92	0.523	0.273	112 3%	8 *
D. I try not to buy products from a company whose ethics I disagree with	3618	756 21%	1057 29%	983 27%	418 12%	251 7%	1813 50%	669 18%	61.90	29.18	0.496	0.246	148 4%	5 *
E. I would favour a system that rewarded me if I recycled everything I could, and penalised me if I didn't	3618	723 20%	1121 31%	836 23%	518 14%	329 9%	1844 51%	847 23%	59.86	30.65	0.516	0.266	87 2%	4 *
F. I make an effort to buy things from local producers	3618	692 19%	1124 31%	880 24%	619 17%	193 5%	1816 50%	812 22%	60.71	28.75	0.485	0.236	105 3%	5 *
H. I'd like to install things like insulation, but I can't afford it, even if it saves money in the long run	3618	441 12%	705 19%	691 19%	504 14%	488 13%	1146 32%	992 27%	50.95	32.98	0.620	0.384	775 21%	14 *
K. If I was buying a kitchen appliance like a freezer or oven, I would only choose one with a high energy efficiency rating, even if it cost more	3618	1104 31%	1149 32%	621 17%	433 12%	201 6%	2253 62%	634 18%	67.97	29.82	0.503	0.253	105 3%	5 *
L. People have a duty to recycle	3618	1606 44%	1284 35%	436 12%	161 4%	96 3%	2890 80%	257 7%	78.91	24.58	0.411	0.169	34 1%	1 *
M. "Waste not want not" sums up my general approach to life	3618	975 27%	1280 35%	815 23%	305 8%	149 4%	2255 62%	454 13%	68.64	27.04	0.456	0.208	87 2%	7 *
N. I would be prepared to pay more for environmentally-friendly products	3618	424 12%	1179 33%	880 24%	720 20%	337 9%	1603 44%	1057 29%	54.47	29.21	0.491	0.241	74 2%	4 *

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F8 Agreement with statements to do with energy, recycling and food purchasing**

Base: All respondents

	TOTAL	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to Agree	Strongly Agree	AGREE	DISAGREE	Mean Score	Standard Deviation	Standard Error	Error Variance	Not Applicable	Don't Know
G. I wouldn't sacrifice my home comforts to save energy	3618	429 12%	1099 30%	1058 29%	660 18%	284 8%	944 26%	1528 42%	55.16	28.11	0.473	0.224	84 2%	4 *
I. I don't really give much thought to saving energy in my home	3618	1000 28%	1224 34%	474 13%	560 15%	300 8%	860 24%	2224 61%	64.50	31.89	0.535	0.286	55 2%	5 *
J. I don't pay much attention to the amount of water I use at home	3618	852 24%	1083 30%	452 12%	793 22%	391 11%	1184 33%	1935 53%	58.49	33.57	0.562	0.316	45 1%	2 *

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F9 What, if anything, stops you from making more environmentally-friendly choices in the food and groceries you buy?**

Base: All respondents

	Sex		Age					Age within Sex										
	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+	
TOTAL	3618 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Nothing - I already buy all that I can	555 15%	263 15%	292 15%	74 9%	93 12%	90 14%	139 19%	156 23%	42 11%	43 14%	38 13%	71 19%	69 20%	32 8%	50 12%	52 15%	68 18%	87 25%
Too expensive	1693 47%	715 42%	978 51%	366 47%	410 55%	338 53%	335 45%	238 34%	152 38%	165 53%	138 48%	143 39%	116 34%	214 56%	245 57%	200 57%	192 51%	122 35%
Not such good quality	163 5%	69 4%	94 5%	29 4%	39 5%	31 5%	41 5%	23 3%	13 3%	14 4%	8 3%	22 6%	12 3%	16 4%	25 6%	23 7%	19 5%	11 3%
Not available where I shop	458 13%	225 13%	233 12%	82 10%	93 12%	80 13%	118 16%	83 12%	44 11%	38 12%	43 15%	59 16%	39 11%	38 10%	55 13%	37 11%	59 16%	44 13%
Not enough labelling/ information	328 9%	175 10%	153 8%	67 9%	65 9%	65 10%	75 10%	54 8%	33 8%	30 10%	39 14%	44 12%	27 8%	34 9%	35 8%	26 7%	31 8%	27 8%
Too much effort	132 4%	56 3%	76 4%	35 4%	17 2%	28 4%	25 3%	27 4%	19 5%	5 2%	13 5%	10 3%	9 3%	16 4%	12 3%	15 4%	15 4%	18 5%
Not enough time	185 5%	86 5%	99 5%	51 7%	37 5%	32 5%	49 7%	13 2%	28 7%	18 6%	13 5%	22 6%	5 1%	23 6%	19 4%	19 5%	27 7%	8 2%
Does not help the environment	52 1%	37 2%	15 1%	3 *	9 1%	7 1%	19 3%	13 2%	1 *	5 2%	6 2%	15 4%	9 3%	2 1%	4 1%	1 *	4 1%	4 1%
Don't see the point/not interested	57 2%	27 2%	30 2%	14 2%	13 2%	7 1%	7 1%	15 2%	8 2%	6 2%	4 1%	5 1%	3 1%	6 2%	7 2%	3 1%	2 1%	12 3%
More important things to think about	68 2%	36 2%	32 2%	12 2%	17 2%	12 2%	12 2%	14 2%	7 2%	6 2%	7 2%	6 2%	9 3%	5 1%	11 3%	5 1%	6 2%	5 1%
Just don't think about it/No particular reason	452 12%	247 14%	205 11%	142 18%	78 10%	54 9%	81 11%	95 14%	74 19%	36 12%	33 12%	51 14%	52 15%	68 18%	42 10%	21 6%	30 8%	43 12%
I only buy what I need/want/ like	37 1%	15 1%	22 1%	7 1%	4 1%	5 1%	9 1%	12 2%	2 1%	-	3 1%	4 1%	6 2%	5 1%	4 1%	2 1%	5 1%	6 2%
I do not do/choose the shopping (myself)	60 2%	46 3%	14 1%	32 4%	5 1%	8 1%	5 1%	10 1%	27 7%	4 1%	7 2%	2 1%	6 2%	5 1%	1 *	1 *	3 1%	4 1%
Convenience	16 *	7 *	9 *	2 *	8 1%	2 *	3 *	1 *	1 *	3 1%	1 *	1 *	1 *	1 *	5 1%	1 *	2 1%	-
(lack of) variety/choice	43 1%	27 2%	16 1%	5 1%	12 2%	12 2%	10 1%	4 1%	1 *	8 3%	9 3%	9 2%	-	4 1%	4 1%	3 1%	1 *	4 1%
No Answer	2 *	1 *	1 *	-	-	-	2 *	-	-	-	-	1 *	-	-	-	-	1 *	-
Don't know	122 3%	62 4%	60 3%	35 4%	25 3%	17 3%	18 2%	27 4%	19 5%	13 4%	6 2%	8 2%	16 5%	16 4%	12 3%	11 3%	10 3%	11 3%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F9 What, if anything, stops you from making more environmentally-friendly choices in the food and groceries you buy?

Base: All respondents

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskirts	Town or small city	Country village or countryside	
TOTAL	3618 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Nothing - I already buy all that I can	555 15%	254 13%	183 22%	118 14%	82 26%	49 17%	8 17%	62 19%	76 15%	106 11%	44 14%	21 9%	18 17%	89 17%	226 18%	199 12%	120 18%
Too expensive	1693 47%	954 49%	312 38%	427 51%	108 34%	123 43%	19 41%	127 38%	238 47%	497 53%	146 45%	141 62%	48 44%	246 46%	591 46%	784 49%	304 45%
Not such good quality	163 5%	99 5%	31 4%	33 4%	10 3%	11 4%	1 2%	12 4%	26 5%	51 5%	13 4%	6 3%	8 7%	25 5%	60 5%	67 4%	31 5%
Not available where I shop	458 13%	258 13%	107 13%	93 11%	41 13%	40 14%	8 17%	47 14%	81 16%	102 11%	44 14%	19 8%	18 17%	58 11%	149 12%	206 13%	98 14%
Not enough labelling/ information	328 9%	201 10%	67 8%	60 7%	17 5%	27 10%	4 9%	34 10%	54 11%	76 8%	40 12%	17 7%	7 6%	52 10%	131 10%	133 8%	62 9%
Too much effort	132 4%	75 4%	28 3%	29 3%	13 4%	12 4%	4 9%	10 3%	19 4%	26 3%	16 5%	6 3%	4 4%	22 4%	61 5%	45 3%	25 4%
Not enough time	185 5%	138 7%	18 2%	29 3%	5 2%	18 6%	4 9%	8 2%	36 7%	54 6%	21 6%	8 4%	1 1%	30 6%	68 5%	79 5%	36 5%
Does not help the environment	52 1%	27 1%	18 2%	7 1%	3 1%	5 2%	1 2%	8 2%	9 2%	10 1%	8 2%	- 1%	1 1%	7 1%	16 1%	22 1%	13 2%
Don't see the point/not interested	57 2%	29 1%	16 2%	12 1%	9 3%	5 2%	- -	4 1%	4 1%	17 2%	7 2%	2 1%	2 2%	7 1%	26 2%	19 1%	12 2%
More important things to think about	68 2%	40 2%	14 2%	14 2%	5 2%	6 2%	- -	6 2%	7 1%	26 3%	3 1%	4 2%	1 1%	10 2%	22 2%	33 2%	13 2%
Just don't think about it/No particular reason	452 12%	240 12%	109 13%	103 12%	45 14%	42 15%	4 9%	45 13%	55 11%	116 12%	36 11%	29 13%	19 18%	61 11%	145 11%	227 14%	76 11%
I only buy what I need/want/ like	37 1%	17 1%	15 2%	5 1%	6 2%	5 2%	- -	6 2%	5 1%	2 *	2 1%	3 1%	2 2%	6 1%	13 1%	19 1%	4 1%
I do not do/choose the shopping (myself)	60 2%	29 1%	10 1%	21 3%	5 2%	1 *	- -	3 1%	4 1%	22 2%	9 3%	2 1%	1 1%	13 2%	15 1%	36 2%	7 1%
Convenience	16 *	12 1%	1 *	3 *	- -	- -	1 2%	- -	1 *	8 1%	2 1%	2 1%	- -	2 *	6 *	8 *	1 *
(lack of) variety/choice	43 1%	34 2%	5 1%	4 *	2 1%	2 1%	- -	1 *	8 2%	15 2%	6 2%	4 2%	1 1%	4 1%	13 1%	17 1%	13 2%
No Answer	2 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *
Don't know	122 3%	59 3%	26 3%	37 4%	8 3%	5 2%	1 2%	14 4%	17 3%	34 4%	15 5%	7 3%	1 1%	20 4%	44 3%	53 3%	24 4%

Defra survey of attitudes, knowledge and behaviour in relation to the environment

F9 What, if anything, stops you from making more environmentally-friendly choices in the food and groceries you buy?

Base: All respondents

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	3618 100%	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Nothing - I already buy all that I can	555 15%	366 15%	178 16%	11 9%	200 17%	109 12%	58 14%	44 15%	246 15%	112 17%	50 12%	147 16%	135 18%	261 17%	159 12%	130 16%	130 14%	117 15%	178 17%
Too expensive	1693 47%	1100 46%	536 49%	57 46%	584 49%	476 53%	193 48%	110 37%	805 49%	262 40%	198 47%	428 48%	339 45%	743 47%	611 47%	337 41%	462 49%	394 51%	500 46%
Not such good quality	163 5%	117 5%	44 4%	2 2%	56 5%	39 4%	24 6%	16 5%	72 4%	38 6%	15 4%	38 4%	30 4%	59 4%	74 6%	50 6%	54 6%	36 5%	23 2%
Not available where I shop	458 13%	325 14%	117 11%	16 13%	139 12%	123 14%	62 15%	42 14%	172 10%	124 19%	44 11%	118 13%	79 11%	202 13%	177 14%	158 19%	139 15%	54 7%	107 10%
Not enough labelling/ information	328 9%	242 10%	74 7%	12 10%	92 8%	87 10%	36 9%	44 15%	148 9%	80 12%	37 9%	63 7%	52 7%	140 9%	136 11%	100 12%	93 10%	66 8%	69 6%
Too much effort	132 4%	95 4%	32 3%	5 4%	45 4%	36 4%	12 3%	12 4%	52 3%	37 6%	15 4%	28 3%	33 4%	54 3%	45 3%	33 4%	34 4%	23 3%	42 4%
Not enough time	185 5%	131 5%	46 4%	8 7%	55 5%	51 6%	22 5%	23 8%	82 5%	43 7%	12 3%	48 5%	27 4%	71 5%	87 7%	58 7%	50 5%	39 5%	38 4%
Does not help the environment	52 1%	44 2%	8 1%	- -	11 1%	13 1%	11 3%	9 3%	15 1%	20 3%	10 2%	7 1%	3 *	23 1%	26 2%	14 2%	17 2%	13 2%	8 1%
Don't see the point/not interested	57 2%	38 2%	17 2%	2 2%	17 1%	13 1%	6 1%	6 2%	29 2%	7 1%	7 2%	14 2%	15 2%	26 2%	16 1%	8 1%	12 1%	10 1%	27 3%
More important things to think about	68 2%	44 2%	22 2%	2 2%	19 2%	13 1%	8 2%	9 3%	40 2%	12 2%	3 1%	13 1%	18 2%	30 2%	20 2%	12 1%	17 2%	17 2%	22 2%
Just don't think about it/No particular reason	452 12%	278 12%	152 14%	22 18%	148 12%	109 12%	43 11%	35 12%	228 14%	52 8%	68 16%	104 12%	108 14%	190 12%	154 12%	80 10%	114 12%	110 14%	148 14%
I only buy what I need/want/ like	37 1%	24 1%	10 1%	3 2%	15 1%	7 1%	7 2%	3 1%	18 1%	11 2%	4 1%	4 *	7 1%	19 1%	11 1%	8 1%	11 1%	8 1%	10 1%
I do not do/choose the shopping (myself)	60 2%	35 1%	21 2%	4 3%	15 1%	11 1%	8 2%	5 2%	28 2%	10 2%	6 1%	16 2%	12 2%	16 1%	32 2%	16 2%	13 1%	13 2%	18 2%
Convenience	16 *	12 1%	4 *	- -	2 *	1 *	5 1%	6 2%	2 *	7 1%	1 *	6 1%	2 *	4 *	10 1%	9 1%	2 *	3 *	2 *
(lack of) variety/choice	43 1%	36 2%	6 1%	1 1%	7 1%	10 1%	9 2%	9 3%	13 1%	11 2%	5 1%	14 2%	4 1%	13 1%	26 2%	17 2%	12 1%	8 1%	6 1%
No Answer	2 *	1 *	1 *	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	1 *	1 *	- -	- -	- -	1 *	1 *
Don't know	122 3%	76 3%	41 4%	5 4%	36 3%	24 3%	7 2%	7 2%	71 4%	8 1%	12 3%	31 3%	33 4%	52 3%	37 3%	21 3%	30 3%	28 4%	43 4%

*Defra survey of attitudes, knowledge and behaviour in relation to the environment*

**F9 What, if anything, stops you from making more environmentally-friendly choices in the food and groceries you buy?**

Base: All respondents

	Sex		Age					Age within Sex										
	Male	Female	16-29	30-40	41-50	51-64	65+	Male 16-29	Male 30-40	Male 41-50	Male 51-64	Male 65+	Female 16-29	Female 30-40	Female 41-50	Female 51-64	Female 65+	
TOTAL	<b>3618</b> 100%	1716 100%	1902 100%	784 100%	746 100%	635 100%	749 100%	690 100%	399 100%	313 100%	286 100%	371 100%	343 100%	385 100%	433 100%	349 100%	378 100%	347 100%
Other Answers	<b>112</b> 3%	56 3%	56 3%	18 2%	18 2%	24 4%	23 3%	29 4%	11 3%	8 3%	10 3%	13 4%	14 4%	7 2%	10 2%	14 4%	10 3%	15 4%

**Defra survey of attitudes, knowledge and behaviour in relation to the environment**

**F9 What, if anything, stops you from making more environmentally-friendly choices in the food and groceries you buy?**

Base: All respondents

	Working Status			Household type										Area			
	Working/ Training	Retired	Other not working	Pensioner living alone	Non pensioner living alone	2+ unrelated adults	Pensioner couple	Couple - no children	Couple - dependent children	Couple - non dependent children	Lone parent - dependent children	Lone parent - non dependent children	Other	Big city or outskir ts	Town or small city	Country village or country side	
TOTAL	<b>3618</b> 100%	1953 100%	827 100%	838 100%	314 100%	283 100%	46 100%	335 100%	502 100%	946 100%	324 100%	227 100%	108 100%	533 100%	1283 100%	1609 100%	683 100%
Other Answers	<b>112</b> 3%	57 3%	36 4%	19 2%	14 4%	5 2%	4 9%	17 5%	12 2%	29 3%	11 3%	5 2%	4 4%	11 2%	29 2%	49 3%	31 5%

*Defra survey of attitudes, knowledge and behaviour in relation to the environment*

**F9 What, if anything, stops you from making more environmentally-friendly choices in the food and groceries you buy?**

Base: All respondents

	Tenure			Annual household income				Type of daily paper read				Car ownership			Social Grade				
	Own/ buying	Rent	Other	Less than £20,000	£20,000 - £39,999	£40,000 - £59,999	£60,000 +	Tabloid	Broad -sheet	Other	None	No Car	1 Car	2 Cars or More	AB	C1	C2	DE	
TOTAL	3618 100%	2396 100%	1099 100%	123 100%	1190 100%	906 100%	406 100%	297 100%	1659 100%	647 100%	417 100%	895 100%	749 100%	1575 100%	1294 100%	825 100%	936 100%	780 100%	1077 100%
Other Answers	112 3%	82 3%	27 2%	3 2%	26 2%	31 3%	16 4%	16 5%	41 2%	30 5%	23 6%	18 2%	19 3%	38 2%	55 4%	40 5%	26 3%	17 2%	29 3%