

# 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 and Behaviour in relation to the Environment 2007

## Final questionnaire

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This research was a quantitative survey of adults (aged 16 or over) in England examining their attitudes and behaviour in relation to the environment. The aims of the survey were to:

- establish current public attitudes, knowledge and behaviour in relation to the environment;
- compare current attitudes, knowledge and behaviour with those arising from previous surveys; and
- establish a foundation for future time series
- 

The survey was conducted using face to face interviews in respondents' homes.

The questionnaire was designed in consultation by BMRB and DEFRA. It included demographic questions, more general attitudinal questions, and attitudinal and behavioural questions on specific topic areas: travel and transport, energy and water efficiency, recycling and waste reduction, and purchasing behaviours. Green spaces, animal welfare, biodiversity and life satisfaction/wellbeing were covered by a separate questionnaire in an Omnibus survey.

The Questionnaire is divided into the Sections below:

<b>Section A:</b>	Household and respondent characteristics Wellbeing TGI Life Values (for Fusion)
<b>Section B:</b>	Travel behaviour
<b>Section C:</b>	Energy and water efficiency in the home
<b>Section D:</b>	Merged into Section C
<b>Section E:</b>	Recycling, composting and reducing waste
<b>Section F:</b>	Purchasing
<b>Section G:</b>	Awareness and attitudes in relation to the environment/climate change
<b>Section H:</b>	Further household and respondent characteristics

## **A HOUSEHOLD AND RESPONDENT CHARACTERISTICS, WELLBEING**

### **Household and respondent characteristics**

First of all, I'd just like to ask some questions about you and your household.

**ASK ALL**

**SHOW CARD A1**

**A1** Which of the statements on this card applies to you?

- Working full time
- Working part time
- On a local or government training scheme (GTS)
- On an Apprenticeship
- Registered unemployed/signing on for jobseekers allowance
- Not registered unemployed but seeking work
- At home/not seeking work
- Long-term sick or disabled
- Retired
- In full-time education
- Other (specify)
- Don't know
- Refused

**A2** Including yourself, how many people usually live here? Please include all adults and children.

ENTER NUMBER

**IF 2+ PEOPLE in household (INCLUDING RESPONDENT), ASK FOR EACH OTHER HOUSEHOLD MEMBER. IF RESPONDENT ONLY, GO TO A7**

**A3** IF 3+ PEOPLE IN HOUSEHOLD INCLUDING RESPONDENT, QUESTION TEXT TO READ: "Please could you tell me about the other people in the household, starting with the oldest.

What relationship is this person to you? So they are your...

IF 2 PEOPLE IN HOUSEHOLD INCLUDING RESPONDENT QUESTION TEXT TO READ:

What relationship is the other person to you? So they are your...

1. Husband/Wife
2. Partner
3. Son/daughter (incl. adopted, foster, step)
4. Son/daughter (in law)
5. Mother/father (incl. adopted, foster, step)
6. Mother/father (in law)
7. Brother/Sister (including step, foster and adopted)
8. Grandparent
9. Grandchild
10. Other relative
11. Other non relative
- Don't know
- Refused

**A4** ASK OR CODE IF OBVIOUS: And are they male or female?

- Male
- Female
- Refused

**A5** And how old is he/she?

ENTER AGE IN YEARS TO THE CLOSEST YEAR. IF LESS THAN 6 MONTHS OLD, ENTER 0.

- NUMERIC RANGE 0...99
- Don't know
- Refused

**IF MARRIED/LIVING WITH PARTNER. OTHERS GO TO A7  
SHOW CARD A1 AGAIN**

**A6** Which of the statements on this card applies to your [spouse/partner]

- Working full time
- Working part time
- On a local or government training scheme (GTS)
- On an Apprenticeship
- Registered unemployed/signing on for jobseekers allowance
- Not registered unemployed but seeking work
- At home/not seeking work
- Long-term sick or disabled
- Retired
- In full-time education
- Other (specify)
- Don't know
- Refused

**ASK ALL**

Next a few questions about your home and the area you live in

**SHOW CARD A2**

**A7** First of all, which of these best describes your home?

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

**SHOW CARD A3**

**A8** In which of these ways do you occupy this accommodation?

- Own it outright
- Buying it with the help of a mortgage or loan
- Pay part rent and part mortgage (shared ownership)
- Rent it
- Live here rent free (inc. rent free in relative/friend's property, excluding squatting)
- Squatting
- Don't know

**IF CODES 3-5 AT A8**

**A9** Does the accommodation go with the job of anyone in the household?

Yes  
No  
Don't know

**IF CODES 3-5 AT A8**

**A10** Who is your landlord?

PROMPT TO PRECODES

Local authority/council/new town development  
A housing association, charitable trust or local housing company  
Employer (organisation) of a household member  
Another organisation  
Relative/friend (before you lived here) of a household member  
Employer (individual) of a household member  
Another individual private landlord  
Not applicable – living rent-free with parents  
Other (Specify)  
Don't know

**ASK ALL**

**A11** Do you know roughly when your home was built?

PROMPT IF NECESSARY

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

**ASK ALL**

**A12** And how long have you lived in your current home?

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

**A13** Do you have a garden?

PROMPT IF NECESSARY

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

**SHOW CARD A4**

**A14** Which phrase on this card best describes the area where you live?

A big city  
The suburbs or outskirts of a big city  
A town or a small city  
A country village  
A farm or home in the countryside  
Other (specify)  
Don't know

**Wellbeing**

**ASK ALL**

**SHOW CARD A5**

**A15** The next few questions ask about some different aspects of your life.

First, all things considered, how satisfied are you with your life as a whole nowadays? Please answer using this card, where 0 means extremely dissatisfied and 10 means extremely satisfied.

0 (Extremely dissatisfied) - 10 (Extremely satisfied)  
Don't know  
Refused

## TGI Life Values

### A16 SHUFFLE PACK A

#### SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD A

Next, please could you look at these cards and place them on this board to show how much you agree or disagree with the statements on the cards.

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'DEFINITELY AGREE'

1. It's important my family thinks I'm doing well
2. I don't want responsibility, I'd rather be told what to do
3. I want to get to the very top in my career
4. I like taking risks
5. How I spend my time is more important than the money I make
6. I prefer to work as part of a team than work alone
7. I consider myself to be a spiritual person
8. I consider myself to be a creative person
9. I would be willing to volunteer my time for a good cause
10. I think it's important to have a lasting relationship with one partner
11. I have a keen sense of adventure
12. I like to keep up with the latest fashion
13. I never seem to have enough time to get things done
14. People come to me for advice before buying new things
15. In general I feel very positive about myself
16. I spend a lot of time worrying about things

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Not applicable

(NOT ON SORTING BOARD) Don't know

## B TRAVEL BEHAVIOUR

### Car use

Now some questions about your use of transport

- B1** **ASK ALL**  
How many cars or vans are available in your household for you to use either as a driver or a passenger?

NUMBER OF CARS OR VANS  
Don't know

- B2** **IF 1+ CARS/VANS**  
**SHOW CARD B1**  
[IF 1: Which of these describes the engine size of this car/van? IF 2+: Thinking of the (first/second etc.) car/van, which of these describes its engine size?]

Small engine – up to 1,400cc  
Medium engine – 1,401 – 2,000cc  
Large engine – 2,001+ cc  
Don't know

- B3** **ASK FOR EACH CAR/VAN**  
And does it have a petrol engine, a diesel engine or something else?

Petrol  
Diesel  
Electric  
Hybrid  
Other (specify)  
Don't know

**ASK ALL**  
**SHOW CARD B2**

**B4** How often do you personally use the following to travel? READ OUT ...

1. A car or van as a driver
2. A car or van as a passenger
3. A motorbike, moped or scooter
4. A bicycle
5. A bus
6. The underground, metro, tram or light railway
7. Overland trains

6-7 days a week  
3-5 days a week  
1-2 days a week  
Once a fortnight  
Once a month  
Several times a year  
Once a year  
Less often  
Never  
Don't know

**B5** About how far, in miles, do you live from ...

PROMPT IF NECESSARY: Please give your best estimate.

INTERVIEWER: RECORD JOURNEYS OF HALF A MILE OR LESS AS 'Half a mile or less'

IF RESPONDENT DOES NOT TRAVEL TO WORK/STUDY/DO SHOPPING (E.G. WORKS/STUDIES AT HOME, DOES ALL SHOPPING ON INTERNET) THEN CODE AS "Not applicable"

1. (IF WORK) your usual place of work?
2. (IF IN FULL TIME EDUCATION) the place where you study?
3. the place where you do your main food and grocery shopping?

Numeric (miles)  
Half a mile or less  
Not applicable  
Don't know  
Refused

**ASK WHERE B5 DOES NOT = NOT APPLICABLE**

**B6** And how do you usually get to...?

1. (IF TRAVEL TO WORK) your usual place of work?
2. (IF TRAVEL TO PLACE OF STUDY) the place where you study?
3. the place where you do your main food and grocery shopping?

IF MORE THAN ONE MODE OF TRANSPORT, PROMPT FOR MODE USED FOR THE PART OF JOURNEY THAT IS FURTHEST IN DISTANCE

IF CANNOT SPECIFY ONE MODE ONLY, RECORD AS 'OTHER' AND RECORD MODES

Drive  
Get a lift with someone from household  
Get a lift with someone outside household  
Motorcycle/moped/scooter  
Taxi/minicab  
Bus  
Train  
Underground/Metro/Tram/Light railway  
Cycle  
Walk  
Other (specify)  
Don't know

**ASK FOR WORK OR STUDY ONLY AND ONLY WHERE JOURNEY WAS MADE BY CAR, TAXI OR MOTORBIKE**

**B7** Have you ever made this journey by another method?

Yes  
No  
Don't know

**IF YES AT B7**

**B8** The last time you made this journey by another method, how did you get there?

Drove  
Got a lift with someone from household  
Got a lift with someone outside household  
Motorcycle/moped/scooter  
Taxi/minicab  
Bus  
Train  
Underground/Metro/Tram/Light railway  
Cycled  
Walked  
Other (specify)  
Don't know

**IF HAVE CHILDREN 5-16**

**B9** Does your child/do any of your children usually go to school or college in a car?

- Yes
- No
- Children do not go to school
- Don't know

**ASK IF YES AT B9**

**SHOW CARD B3**

**B10** What are the main reasons your children are usually driven to school or college?

PROBE: Any others?

CODE ALL THAT APPLY.

- It is combined with another journey
- There are no practical alternatives
- Lift share with friends/neighbours
- It is the quickest way
- It is the most convenient way
- I don't feel it's safe for them to go on their own
- Another reason (Please specify)
- None of these
- Don't know

## Air travel

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

### ASK ALL

**B11** Did you take any flights in 2006 for leisure, holidays or visiting friends or family?

Yes  
No  
Don't know

### IF YES

**B12** How many (FLIGHT TYPE) did you take in 2006? Please count the outward and return flight and any transfers as one flight.

1. flights within the UK
2. flights to other European countries
3. –Flights to countries outside Europe

Numeric range (0 to 99)  
Don't know

### IF ANY FLIGHTS WITHIN UK

**B13** Thinking of the flight(s) you took within the UK, why did you decide to fly rather than use another form of transport?

DO NOT PROMPT, BUT PROBE FULLY: What other reasons did you have for flying? Any others?

Quicker  
Cheaper  
Easiest/most convenient  
Like flying  
No alternative  
Alternatives are poor services/unreliable  
No specific reason – didn't consider alternatives  
Other (specify)  
Don't know

**ASK ALL  
SHUFFLE PACK B  
SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD  
B**

**B14** On these cards are some things people have told us earlier in our research project. Please place the cards on this board to show how much you agree or disagree with each statement.

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'STRONGLY AGREE'

1. I find travelling by car can be stressful sometimes
2. I would like to reduce my car use but there are no practical alternatives
3. When I am getting ready to go out, I usually don't think about how I am going to travel, I just get in the car
4. It would be easy for me to reduce my car use
5. I like travelling in a car as a driver or passenger
6. It is important to build more roads to reduce congestion
7. People should be allowed to use their cars as much as they like, even if it causes damage to the environment
8. I would only travel by bus if I had no other choice
9. For the sake of the environment, car users should pay higher taxes
10. Driving my car is too convenient to give up for the sake of the environment
11. Travelling by bus is mainly for people who can't afford any better
12. People who fly should bear the cost of the environmental damage that air travel causes
13. These days I feel guilty taking short haul flights

Strongly agree  
Tend to agree  
Neither agree nor disagree  
Tend to disagree  
Strongly disagree  
Not applicable  
(NOT ON SORTING BOARD) Don't know

## **C ENERGY AND WATER EFFICIENCY IN THE HOME**

### **Energy efficiency**

#### **ASK ALL**

Next some questions about your home

#### **SHOW CARD C1**

**C1** Firstly, which of these best describes the outside walls to your home?

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

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

#### **IF CODES 1 OR 3 AT C1**

**C2** Do you have any cavity wall insulation?

- Yes, whole house/all cavity walls
- Yes, some walls
- No, none
- Don't know

#### **ASK ALL**

**C3** Do you have a loft - I mean one that is not inhabited?

- Yes
- No
- Don't know

#### **IF YES AT C3**

**C4** Do you have any loft insulation?

- Yes
- No
- Don't know

**ASK ALL  
SHOW CARD C2**

**C5** What proportion of your outside windows and doors have double or secondary glazing?

- All
- Most
- About half
- Less than half
- None
- Don't know

**C6** How many energy saving light bulbs do you have fitted in your home?

IF NOT SURE OF EXACT NUMBER: A rough estimate is ok

- Numeric (Include 0)
- Don't know

**IF NO ENERGY-SAVING LIGHT BULBS AT C6**

**C7** Have you used energy saving light bulbs in the past?

- Yes
- No
- Don't know

**ASK ALL**

**C8** Why don't you have [any/more] energy-saving light bulbs at the moment?

DO NOT PROMPT. CODE ALL THAT APPLY.  
PROBE FOR SPECIFIC REASONS (e.g. REASONS FOR NOT LIKING THEM,  
RATHER THAN JUST 'I DON'T LIKE THEM')

- All light fittings have energy efficient lightbulbs
- Not thought about it
- Not got round to it
- Don't fit light fittings
- Cost too much
- Don't believe they save you money
- Not as bright as ordinary bulbs
- Don't like the way they look
- Can't use them with dimmer switches
- Replacing old bulbs as I need to
- Don't know where to buy them
- Other reason (specify)
- Don't know

**ASK ALL  
SHOW CARD C3**

**C9** What is your main type of heating?

IF NECESSARY, PROBE FOR ONE USED MOST OFTEN

CODE ONE ONLY

1. A central heating boiler
2. Electric storage heaters
3. Aga/Rayburn/range cooker providing central heating
4. Warm air system
5. Communal heating system provided by council/housing association/landlord
6. Gas fires/room heaters (mains gas)
7. Bottled gas heaters
8. Electric fires/electric radiators/fan heaters
9. Open fires/coal/wood/solid fuel stoves
10. Paraffin or oil heaters
11. Other (Please specify)
12. None
13. Don't know

**IF CODE 1 AT C9**

**C10** Do you have a condensing boiler?

IF NECESSARY, READ OUT FOLLOWING DEFINITION:

Condensing boilers are modern super-efficient boilers. If you have one you are most likely to have a small white plastic pipe (like a WC overflow pipe) which should run to a nearby outside drain.

Yes  
No  
Don't know

**IF CODES 1, 3 OR 4 AT C9**

**C11** How old is your [if 1: boiler/IF 3 OR 4: heating system]?

Up to 1 year old  
More than 1 year, up to 5 years old  
More than 5, up to 10 years old  
More than 10 years old  
Don't know

**IF CODES 1 OR 3 OR 4 AT C9  
SHOW CARD C4**

**C12** And what fuel does it run on?

Mains gas  
Bottle gas/LGP (Calor etc)  
Oil  
Solid fuel eg coal  
Electricity  
Other (Please specify)  
Don't know

**IF CODES 1, 3, 4 OR 5 AT C9**

**C13** Do you have a room thermostat?

Yes  
No  
Don't know

**IF YES AT C13**

**C14** Do you know what temperature your thermostat is set at most of the time?  
IF YES: What temperature is it set at?

Temperature in degrees C/F  
Varies too much to say  
Don't know

**ASK ALL**

**C15** Do you have a hot water tank?

Yes  
No  
Don't know

**IF YES AT C15**

**C16** Do you have any insulation on your hot water tank?

Yes  
No  
Don't know

**IF YES AT C16**

**C17** Is it a hard foam or a soft jacket?

Hard foam  
Soft jacket  
Don't know

**ASK ALL**

**C18** Have you installed or are you seriously considering any of the following ...  
READ OUT ...

1. solar panels for electricity?
2. solar water heating?
3. a wind turbine to generate electricity?

Yes – fitted  
Yes – seriously considering fitting  
No  
Don't know

**FILTER FROM RELEVANT QUESTIONS FOR EACH ACTION**

**C19** Which of these have you done or had done for you [IF LIVED IN PROPERTY MORE THAN 5/10 YEARS: in the last 5 years/IF LIVED IN PROPERTY 5 YEARS OR LESS: since you lived here?]

**(IF CODES 1 OR 2 AT C2)** Fitted or improved cavity wall insulation (excluding walls forming part of a new extension)

**(IF YES AT C4)** Fitted or improved loft insulation

**(IF CODES 1, 2, 3 OR 4 AT C5)** Fitted or improved secondary or double glazing (excluding new windows installed in a new extension).

**(IF NOT CODES 1, 2, 3 OR 4 AT C5)** Used draught-proofing on windows or doors.

**(IF 1 OR MORE AT C6 OR YES AT C7)** Replaced normal light bulbs with energy saving light bulbs

**(IF CODE 1 AT C9 AND CODES 1 OR 2 AT C11)** Replaced your boiler

**(IF YES AT C16)** Fitted or improved insulation on your hot water tank

Yes  
No  
Don't know

**ASK ALL**

**C20** Does your household buy, or is your household seriously considering buying its electricity on a Green Tariff?

Yes – already buy  
Yes – seriously considering  
No - neither  
Don't know

## Water efficiency

### ASK ALL

Next some questions about your (household's) water usage.

- C21** Firstly, do you have a water meter, so that you are billed based on how much water you use?

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

Yes  
No  
Don't know

### IF HAVE WATER METER

- C22** Did you request to have a water meter fitted?

Yes  
No  
Don't know

### IF DON'T HAVE WATER METER AT C21

- C23** Are you seriously considering asking for one to be installed?

Yes  
No  
Don't know

- C24** If you had a water meter installed, do you think your water bills would increase, decrease or stay about the same?

IF INCREASE/DECREASE: Increase/Decrease a lot or a bit?

Increase a lot  
Increase a bit  
Stay about the same  
Decrease a bit  
Decrease a lot  
Don't know  
Not applicable/Can't fit water meter

**SHOW CARD C5**

**C25** Please could you tell me how often you **personally** do each of the following

1. Leave your TV on standby overnight
2. Leave the lights on in rooms that aren't being used
3. Leave a mobile phone charger switched on at the socket when not in use
4. Fill the kettle with more water than you are going to use
5. Keep the tap running while you brush your teeth
6. Leave the heating on when you go out for a few hours
7. When there is a choice, have a bath rather than a shower
8. Put more clothes on when you feel cold, rather than putting the heating on or turning it up
9. Throw away food because it has gone off
10. Decide not to buy something because you feel it has too much packaging
11. Take your own shopping bag when shopping
12. Re-use things like empty bottles, tubs or jars, envelopes or paper

Always/Very often  
Quite often  
Sometimes  
Occasionally  
Never  
Not applicable/cannot do this  
Don't know

## **E. REDUCE, REUSE AND RECYCLE**

Now some questions about recycling.

### **ASK ALL**

#### **SHOW CARD E1**

**E1** As far as you know, which of these can you put outside for a council recycling or composting collection? Please just read out the numbers.

1. Paper/Newspapers/magazines
2. Glass bottles/jars/glass
3. Tins/Cans/Foil
4. Cardboard
5. Clothes
6. Shoes
7. Plastic bottles/plastic packaging
8. Food waste
9. Garden waste
10. Other items (Specify)
11. None of these
12. Don't know

#### **IF 1-10 AT E1**

**E2** Which of these do you normally put outside for recycling or composting collection?

1. Paper/Newspapers/magazines
2. Glass bottles/jars/glass
3. Tins/Cans/Foil
4. Cardboard
5. Clothes
6. Shoes
7. Plastic bottles/plastic packaging
8. Food waste
9. Garden waste
10. Other items (Specify)
11. None of these
12. Don't know

#### **ASK ALL WITH A GARDEN**

**E3** Do you have a compost bin or heap that you use to compost garden or kitchen waste?

Yes  
No  
Don't know

**ASK ALL**

**E4** Is there a bottle bank or recycling bank in your area where you can take things like bottles, cans or paper to recycle?

Yes  
No  
Don't know

**IF YES AT E4**

**E5** Do you [or your household] ever use these facilities?

Yes  
No  
Don't know

**IF YES AT E5**

**E6** What things do you take to recycle?

DO NOT PROMPT. CODE ALL THAT APPLY.

PROBE FULLY: What else? Anything else?

1. Paper/Newspapers/magazines
2. Glass bottles/jars/glass
3. Tins/Cans/Foil
4. Cardboard
5. Clothes
6. Shoes
7. Plastic bottles/plastic packaging
8. Other items (Specify)
9. None of these
10. Don't know

**ASK ALL**

**E7** What, if anything, stops you recycling more than you do at the moment?

PROBE FULLY: What else? Anything else?

DO NOT PROMPT. CODE ALL THAT APPLY.

- Lack of doorstep collection
- Lack of recycling facilities locally
- Cannot get to local recycling facilities/recycling centre
- Lack of space to store recyclables
- Do not know what I can/cannot recycle/unclear labelling
- Not enough time
- Too much effort
- Recycling is unhygienic
- Not interested
- No-one else around here recycles
- No point in doing it
- Nothing – already recycle everything I can
- Other (specify)
- Don't know

## **F PURCHASING**

### **ASK ALL**

Next some questions about shopping.

### **ASK ALL**

#### **SHOW CARD F1**

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

I make all the decisions  
I have a fair amount of involvement  
I have a bit of involvement  
I am not involved in decisions  
Don't know

#### **SHOW CARD F2**

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

CODE ALL THAT APPLY

Out of town supermarket  
Supermarket in town/village  
Via the internet  
Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)  
Farmers market/Farm shop  
Market  
Convenience store/corner shop  
Have vegetable box delivered  
Health food shop  
Other type of shop (please specify)  
Don't know  
Refused

#### **IF MORE THAN ONE TYPE AT F2. SHOW SCREEN (SHOPS USED AT F2). OTHERS GO TO F4**

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

CODE ONE ONLY

Out of town supermarket  
Supermarket in town/village  
Via the internet  
Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)  
Farmers market/Farm shop  
Market  
Convenience store/corner shop  
Have vegetable box delivered  
Health food shop  
Other type of shop (please specify)  
Don't know

**SHOW CARD F3**

**F4** Which, if any, of these products have you heard of? Please just read out the numbers.

1. Fair trade products
  2. Fish certified by Marine Stewardship Council/Fish from sustainable sources
  3. Timber products certified by Forestry Stewardship Council/ Timber from sustainable sources
  4. Red tractor meat
  5. Freedom food
  6. LEAF marque food
- None of these  
Don't know

**FOR EACH PRODUCT HEARD OF AT F4 SHOW SCREEN. IF NONE HEARD OF, GO TO F6**

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

1. Fair trade products
  2. Fish certified by Marine Stewardship Council/Fish from sustainable sources
  3. Timber products certified by Forestry Stewardship Council/ Timber from sustainable sources
  4. Red tractor meat
  5. Freedom food
  6. LEAF marque food
- None of these  
Don't know

**ASK ALL  
SHOW CARD F4**

**F6** Which, if any, of these do you (does your household) buy on a regular basis?  
CODE ALL THAT APPLY.

- Recycled toilet paper
- Recycled kitchen roll
- Free range eggs
- Free range poultry
- Organic food
- Eco-friendly products (specify)
- Other recycled products (specify)
- None of these
- Don't know

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

DO NOT PROMPT. CODE ACCORDING TO ANSWER RESPONDENT VOLUNTEERS

Yes – Vegetarian  
Yes – vegetarian who eats fish  
Yes – vegetarian who eats chicken  
Yes – vegetarian who eats both fish and chicken  
Yes - Vegan  
No  
Don't know

**SHUFFLE PACK F**

**SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD F**

**F8** On these cards are some things people have told us earlier in our research project. Please place the cards on this board to show how much you agree or disagree with each statement

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'STRONGLY AGREE'

1. I often buy second hand goods
2. I give most things I no longer want to charity or to friends and family
3. I make a point of checking where fruit and vegetables were grown before I buy them
4. I try not to buy products from a company whose ethics I disagree with
5. I would favour a system that rewarded me if I recycled everything I could and penalised me if I didn't
6. I make an effort to buy things from local producers
7. I wouldn't sacrifice my home comforts to save energy
8. I'd like to install things like insulation but I can't afford it, even if it saves money in the long run
9. I don't really give much thought to saving energy in my home
10. I don't pay much attention to the amount of water I use at home
11. 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
12. People have a duty to recycle
13. "Waste not want not" sums up my general approach to life
14. I would be prepared to pay more for environmentally friendly products

Strongly agree  
Tend to agree  
Neither agree nor disagree  
Tend to disagree  
Strongly disagree  
Not applicable

(NOT ON SORTING BOARD) Don't Know

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

DO NOT PROMPT. PROBE FULLY: What else? Anything else?

CODE ALL THAT APPLY

- Nothing – I already buy all that I can
- Too expensive
- Not such good quality
- Not available where I shop
- Not enough labelling/information
- Too much effort
- Not enough time
- Does not help the environment
- Don't see the point/not interested
- More important things to think about
- Just don't think about it/No particular reason
- Other (specify)
- Don't know

## **G ATTITUDES AND KNOWLEDGE IN RELATION TO THE ENVIRONMENT/CLIMATE CHANGE**

Next some more general questions to do with the environment

**ASK ALL**

**SHOW CARD G1**

**G1** How much, if anything, would you say you know about the following terms?

READ OUT ... (RANDOMISE ORDER OF STATEMENTS)

1. Climate Change (TO ALWAYS APPEAR FIRST IN LIST)
2. Global Warming
3. Carbon footprint
4. CO<sub>2</sub> or Carbon dioxide emissions
5. Carbon offsetting

A lot

A fair amount

Just a little

Nothing – have only heard of the name

Nothing – have never heard of it

Don't know

**ASK ALL**

**SHOW CARD G2**

**G2** I am going to read out some changes that people might make to their lifestyles. For each one, please tell me which answer on the card applies to you personally at the moment. There are no right or wrong answers – we're just interested in what you do at the moment, **not** what you think you should or shouldn't be doing.

1. Use a car less
2. Take fewer flights
3. Cut down on the use of gas and electricity at home
4. Cut down on water usage at home
5. Recycle more rather than throwing things away
6. Waste less food
7. Buy food produced locally rather than food produced abroad

I don't really want to do this

I haven't really thought about doing this

I've thought about doing this, but probably won't do it

I'm thinking about doing this

I'm already doing this, but I probably won't manage to keep it up

I'm already doing this and intend to keep it up

I've tried doing this, but I've given up

Don't know

Not applicable

**SHOW CARD G3**

**G3** For the next change I'm going to read out, please use Card G3

Use a more fuel-efficient car

I don't really want to do this  
I haven't really thought about doing this  
I've thought about doing this, but probably won't do it  
I'm thinking about doing this  
I've already done this  
Don't know  
Not applicable

**SHUFFLE PACK G1**

**SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD**

**G1**

**G4** Next could you please sort these cards onto this board to show how much impact you think these changes would have in reducing the UK's contribution to climate change if most people in the UK were prepared to make them

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY,  
STARTING WITH 'A MAJOR IMPACT'

1. Using a car less
2. Using a more fuel-efficient car
3. Taking fewer flights
4. Cutting down on the use of gas and electricity at home
5. Cutting down on water usage at home
6. Recycling more rather than throwing things away
7. Wasting less food
8. Buying food produced locally rather than food produced abroad
9. Improving or installing insulation at home

A major impact  
A medium impact  
A small impact  
Would make no difference  
(NOT ON SORTING BOARD) Don't know

**SHUFFLE PACK G2**  
**SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD**  
**G2**

**G5** Now please sort these cards onto this board to show how many people in this country you think are willing to do these things

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY,  
STARTING WITH 'A LOT'

1. Use a car less
2. Use a more fuel-efficient car
3. Take fewer flights
4. Cut down on the use of gas and electricity at home
5. Cut down on water usage at home
6. Recycle more rather than throwing things away
7. Waste less food
8. Buy food produced locally rather than food produced abroad
9. Improve or install insulation at home

A lot  
Quite a lot  
Some  
A few  
Hardly any  
(NOT ON SORTING BOARD) Don't know

**CAPI SELF-COMPLETION SECTION**

Introduction/Example of how to complete.

**G6** Which of these best describes how you feel about your current lifestyle and the environment?

I'm happy with what I do at the moment  
I'd like to do a bit more to help the environment  
I'd like to do a lot more to help to environment  
Don't know

**G7** And which of these would you say best describes your current lifestyle?

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

**G8** How much do you agree or disagree with this statement?  
(RANDOMISE ORDER OF STATEMENTS)

1. We are close to the limit of the number of people the earth can support
2. When humans interfere with nature it often produces disastrous consequences
3. Humans are severely abusing the environment
4. The Earth has very limited room and resources
5. if things continue on their current course, we will soon experience a major environmental disaster
6. The so-called 'environmental crisis' facing humanity has been greatly exaggerated
7. Humans are capable of finding ways to overcome the world's environmental problems
8. Scientists will find a solution to global warming without people having to make big changes to their lifestyles
9. Humans were meant to rule over the rest of nature
10. It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly
11. Being green is an alternative lifestyle; it's not for the majority
12. I find it hard to change my habits to be more environmentally-friendly
13. Any changes I make to help the environment need to fit in with my lifestyle
14. I need more information on what I could do to be more environmentally friendly
15. I sometimes feel guilty about doing things that harm the environment
16. The environment is a low priority for me compared with a lot of other things in my life
17. It's only worth doing environmentally-friendly things if they save you money
18. Climate Change is beyond control – it's too late to do anything about it
19. The effects of climate change are too far in the future to really worry me
20. The government is doing a lot to tackle climate change
21. If government did more to tackle climate change, I'd do more too
22. I do worry about the changes to the countryside in the uk and the loss of native animals and plants
23. So many people are environmentally-friendly these days, it does make a difference
24. It's not worth me doing things to help the environment if others don't do the same
25. It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do
26. I don't believe my behaviour and everyday lifestyle contribute to climate change
27. It takes too much effort to do things that are environmentally friendly
28. I'd struggle to find the time to be any more environmentally-friendly than I am now

Strongly agree  
Tend to agree  
Neither agree nor disagree

Tend to disagree  
Strongly disagree  
Don't Know

**END OF SELF-COMPLETION SECTION**

**SHOW CARD G4**

**G9** Which, if any, of these statements would you say applies to you? You can choose as many or as few as you like. Please just read out the numbers.

1. I know a lot about environmental issues, such as climate change
2. I often talk to friends or family about things they can do to help the environment
3. I try to persuade people I know to become more environmentally-friendly
4. I've suggested improvements at my workplace/the place where I study to make it more environmentally-friendly
5. I've told relatives or friends to avoid buying from a particular company because I feel they are damaging the environment
6. Don't know
7. None of these

**IF CODES 1-3 AT G1 (carbon offsetting)**

**G10** You said earlier that you had heard of carbon offsetting.

Have you ever paid into a carbon-offsetting scheme?

Yes  
No  
Don't know

**IF YES AT G10**

**G11** What did you offset?

Flights  
Other (Specify)

**IF CODES 1-3 AT G1 (carbon offsetting)**

**SHOW CARD G5**

**G12** Do you think you will use carbon offsetting in the future?

Definitely will  
Probably will  
May/May not  
Probably won't  
Definitely won't  
Don't know

**SHOWCARD G6**

**IF CODES 1 or 2 AT G1 (carbon offsetting) + ONLY ASK STATEMENT 1  
IF USED OFFSETTING at G10**

**G13** Here are some things other people have said about carbon offsetting. Please tell how much you agree or disagree with them...

1. By making people more aware of how their behaviour affects the environment, carbon offsetting encourages more environmentally-friendly behaviour in other areas of their life
2. Carbon offsetting encourages people to carry on doing things that harm the environment
3. Carbon offsetting will make no difference in the fight against climate change
4. I would trust companies offering carbon offsetting to use the money I paid in the right way

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

## H HOUSEHOLD AND RESPONDENT CHARACTERISTICS

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

**ASK ALL**

**SHOW CARD I 1**

**H1** Are you a member of, or do you make regular donations to, any of the organisations on this card?

CODE ALL THAT APPLY

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

**SHOW CARD I 2**

**H2** In the last 12 months, have you volunteered with, given time to or taken part in any groups?

Yes  
No  
Don't know  
Refused

**IF H2 = YES**

**CONTINUE SHOWING CARD I2**

**H3** Which of the following types of group have you volunteered with, given time to, or taken part in?

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

**ASK ALL**

**H4** Do you read any daily newspapers at least 3 times a week?

INTERVIEWER: This would include any regional or local daily paper

Yes  
No  
Don't know

**SHOW CARD I3**

**H5** Which one of the following daily newspapers do you read most often?

CODE ONE CHOICE ONLY.

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

**H6** Do you read any Sunday newspapers at least twice a month?

Yes  
No  
Don't know

**SHOW CARD 14**

**H7** And which of these Sunday newspapers do you read most often?  
CODE ONE ONLY.

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

**H8** CODE RESPONDENT'S GENDER

Male  
Female

**H9** Please could you tell me your age last birthday?

Numeric range (16 – 99)  
Don't know  
Refused

**H10** **SHOW CARD 15**

To which of these groups do you consider you belong?

A. White - British  
B. White – Irish  
C. White – other white background  
D. Mixed – White and Black Caribbean  
E. Mixed – White and Black African  
F. Mixed – White and Asian  
G. Mixed – any other Mixed background  
H. Asian or Asian British – Indian  
I. Asian or Asian British – Pakistani  
J. Asian or Asian British – Bangladeshi  
K. Asian or Asian British – other Asian background  
L. Black or Black British – Caribbean  
M. Black or Black British – African  
N. Black or Black British – other Black background  
O. Chinese  
P. Other (specify)  
Don't know  
Refused

**H11** Do you have any long-standing illness, disability or infirmity? By long standing, we mean anything that has troubled you over a period of time, or that is likely to affect you over a period of time?

Yes  
No  
Don't know  
Refused

**IF H11 = YES**

**H12** And does this illness, disability or infirmity limit your activities in any way?

Yes  
No  
Don't know  
Refused

**ASK ALL  
SHOW CARD I 6**

**H13** I am now going to ask you about your household income. I only need to know an approximate amount, to see if this influences people's views and experiences.

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

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

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

**H14 SHOW CARD 17**

Which, if any, of these state benefits are you currently receiving in your own right?

ADD IF NECESSARY: That is where you are the named recipient  
CODE ALL THAT APPLY

- Unemployment related benefits, or National Insurance Credits
  - Income support (not as an unemployed person)
  - Sickness or disability benefits (not including tax credits)
  - State Pension
- Family related benefits (excluding Child Benefit and tax credits)
  - Child benefit
  - Cold weather payment
  - Housing, or Council tax benefits
  - Tax credits
  - Other (specify)
  - None of these
  - Don't know
  - Refused

**H15 Do you have any qualifications...?**  
READ OUT. CODE ALL THAT APPLY

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

**IF CODES 1, 2 OR 3 AT H15**

**H16** What is the highest qualification you have?

DO NOT READ OUT, BUT PROMPT AS NECESSARY. SINGLE CODE. PRIORITY CODE: IF TWO OR MORE QUALIFICATIONS HELD, CODE THE ANSWER WHICH IS HIGHER UP THE LIST.

Degree level qualification including foundation degrees, graduate membership of a professional institute, PGCE or higher  
Diploma in higher education  
HNC/HND  
ONC/OND  
BTEC/BEC/TEC/EdExcel  
Teaching qualifications (excluding PGCE)  
Nursing or other medical qualification not covered above  
Other higher education qualification below degree level  
A-level/vocational A-level or equivalent  
International Baccalaureate  
NVQ/SVQ  
GNVQ/GSVQ  
AS-level/vocational AS-level or equivalent  
Access to HE  
O-level or equivalent  
GCSE/vocational GCSE  
CSE  
RSA/OCR  
City and Guilds  
YT certificate  
Key skills  
Basic skills  
Don't Know  
Any other professional/vocational/foreign/other qualification (SPECIFY)

**H17** Who would you say is the chief income earner in this household?

IF RELATED:

IF TWO EQUAL INCOMES TAKE THE ELDER PERSON

IF LIVING AS MARRIED TREAT AS MARRIED AND THEREFORE RELATED

IF UNRELATED:

TAKE THE RESPONDENT AS CHIEF INCOME EARNER

Respondent  
Someone else

I would now like to ask you about your/their current or most recent job.

STANDARD SOCIAL GRADING QUESTIONS

**H18** INTERVIEWER: CODE RESPONDENT'S SOCIAL GRADE.

A  
B  
C1  
C2  
D  
E