

Wave 1 March 2020
Wave 2 Sept 2020
Wave 3 March 2021
Wave 4 Jul 2021
Post-COP26 Nov 2021
Wave 5 Jan 2022
Wave 6 Jul 2022
Post-COP27 Nov 2022
Wave 7 Jan 2023
Secondary wave 7 - Feb 2023
Wave 8 July 2023
Secondary wave 8 July 2023



For more info please see appendix

Background

Wave 8 findings: UK Attitudes

57% of people said that environmental issues are important to them (ranking 8 or more out of 10) returning to levels seen in 2022 after a dip in the previous 2 waves (52%). Just 6% of people rank them as of low importance (1-4 out of 10) and this figure has fallen since the previous wave (when it was 10%).

There has also been an increase in those who say they have a 'good' understanding of environmental issues since the last wave (28%).

The proportion of people saying they have a 'good' understanding of what they can do personally to help the environment has steadily increased to 33%. However, half

The percentage of people who say they understand the term net zero 'well' is now at 64% -

0 understood by over a third of the population and understanding is lower for many environmental terms among C2DEs.

Overall, people are most interested in better understanding sustainable living

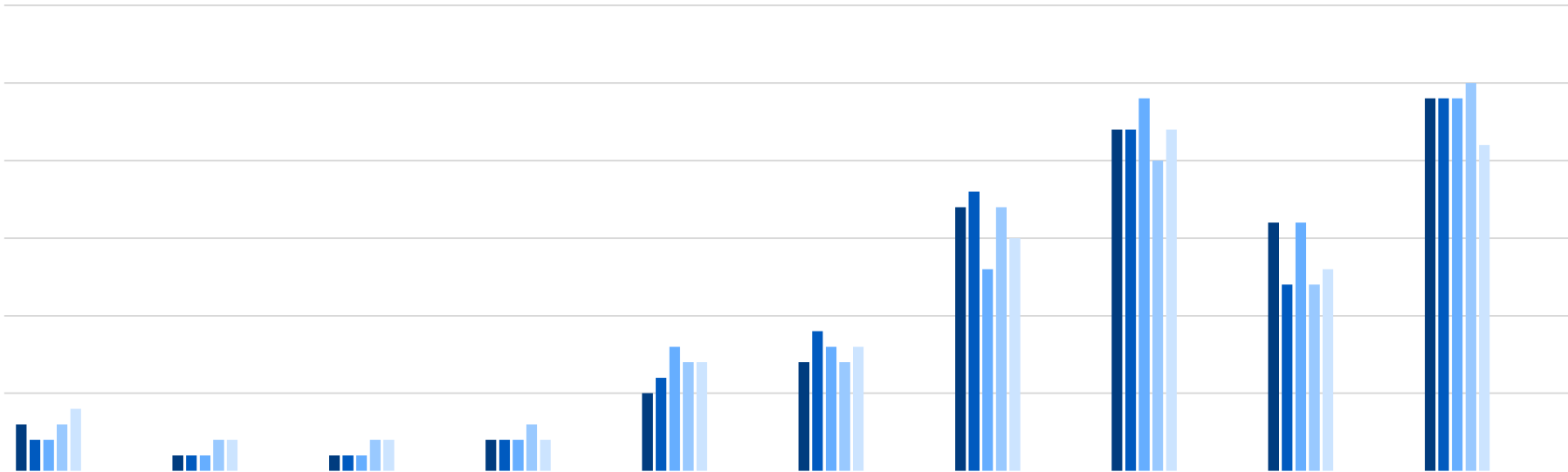
find new ways into a subject that the vast majority of people care about.

Personally relevant stories about how people can make changes themselves, and positive stories about the environment are of highest interest and could provide softer ways 4 a rise in those who want to know more about government responses to limiting climate change.

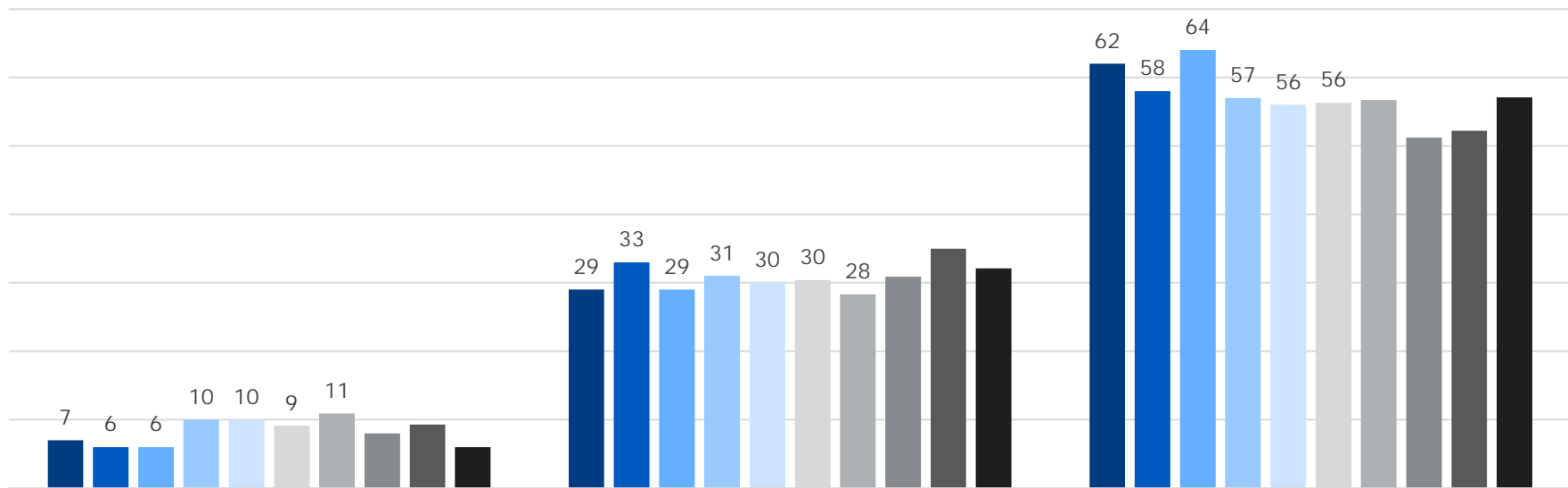
While 80% of people think Global corporations and governments should do more to protect the environment, two thirds still think that the UK media should also do more.

Although this is stable over time the proportion of people saying they have seen sustainability content from at least one of the UK broadcasters has increased to 55% - above the levels seen post COP27 (52%).

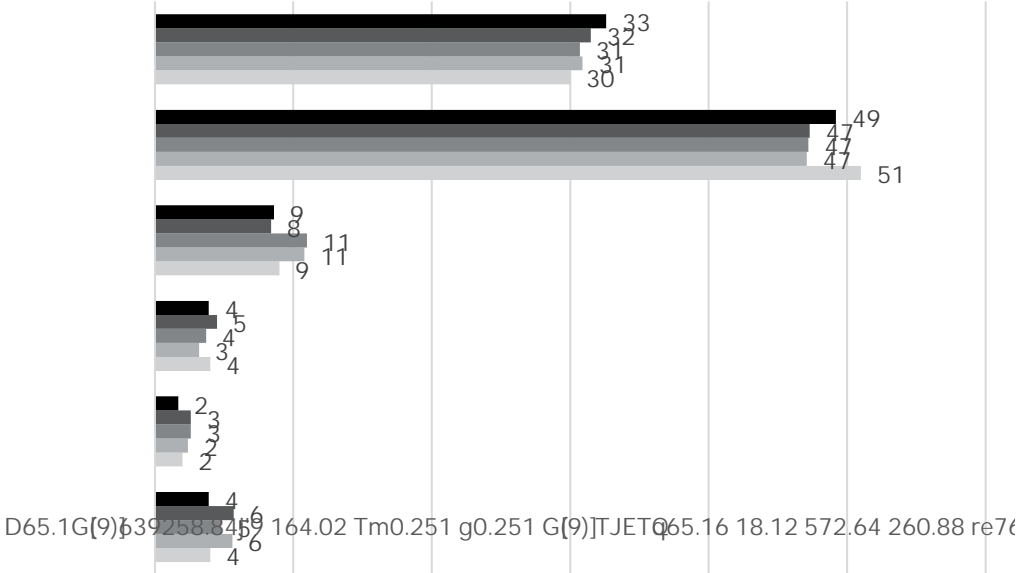
Most people claim to feel connected to nature in some way, believing it is something we are a part of or should protect. There is a gap between public opinion and recent findings from UK conservation organisations though. Contrary to recent research suggesting UK nature is experiencing serious and significant losses ([State of nature 2023](#))



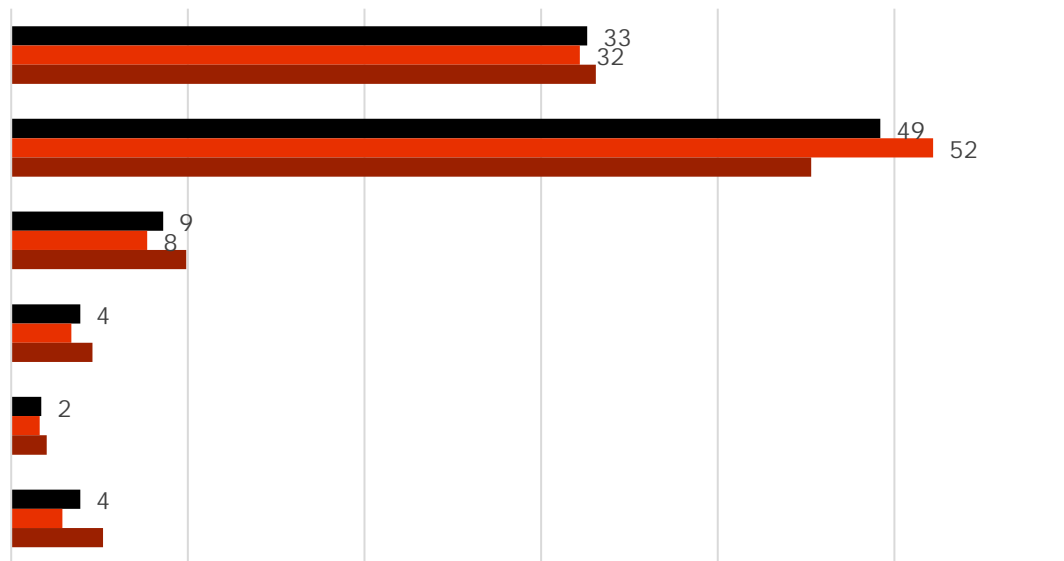
Overall, the majority of people say the environment is important to them personally - with 57% ranking it 8 or more in terms of importance, this wave up from 52% in January 2023.



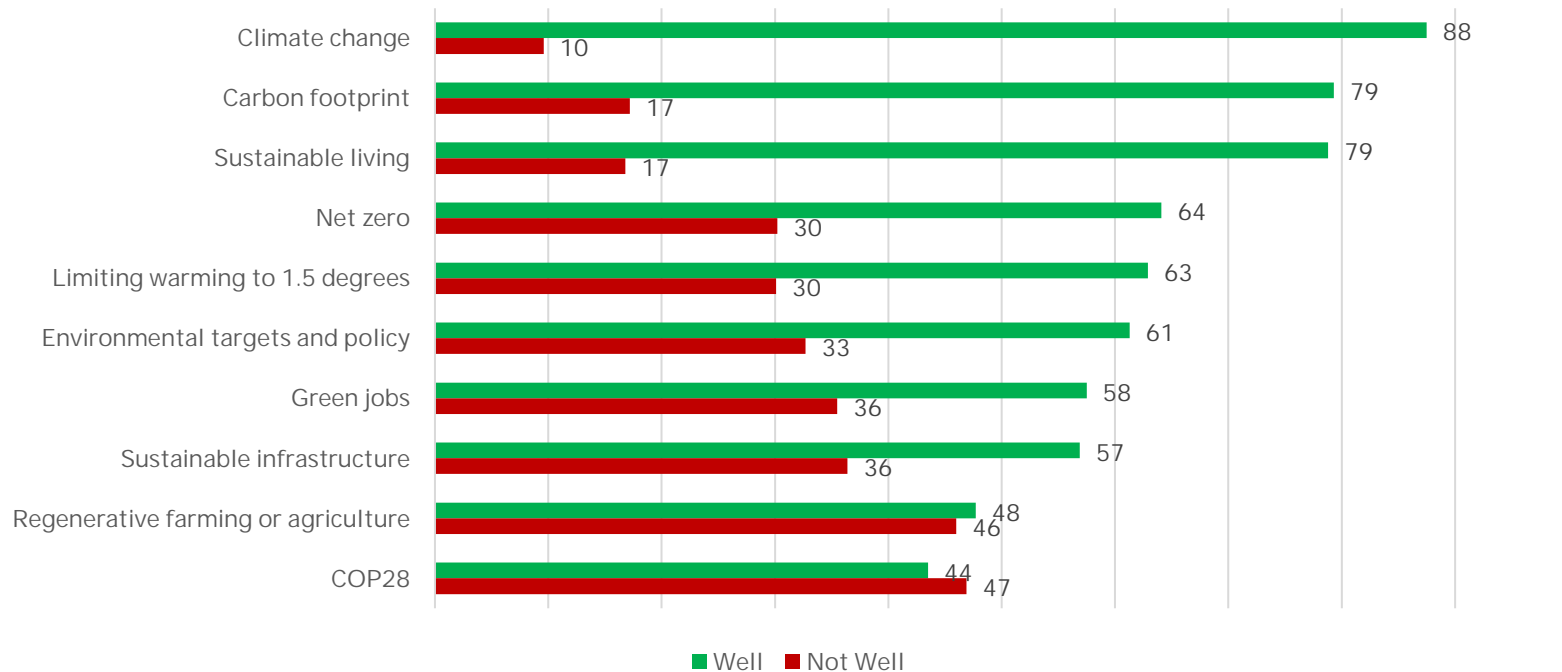
Almost half the population feel they have a understanding of what they can do personally to create change and live more sustainably while another third of people feel they have a understanding.



There are some differences by social demographic though, with C2DE audiences less likely to have a broad understanding on how to live more sustainably. Of both ABC1s and C2DEs, just 2% think the topic isn't relevant to them.

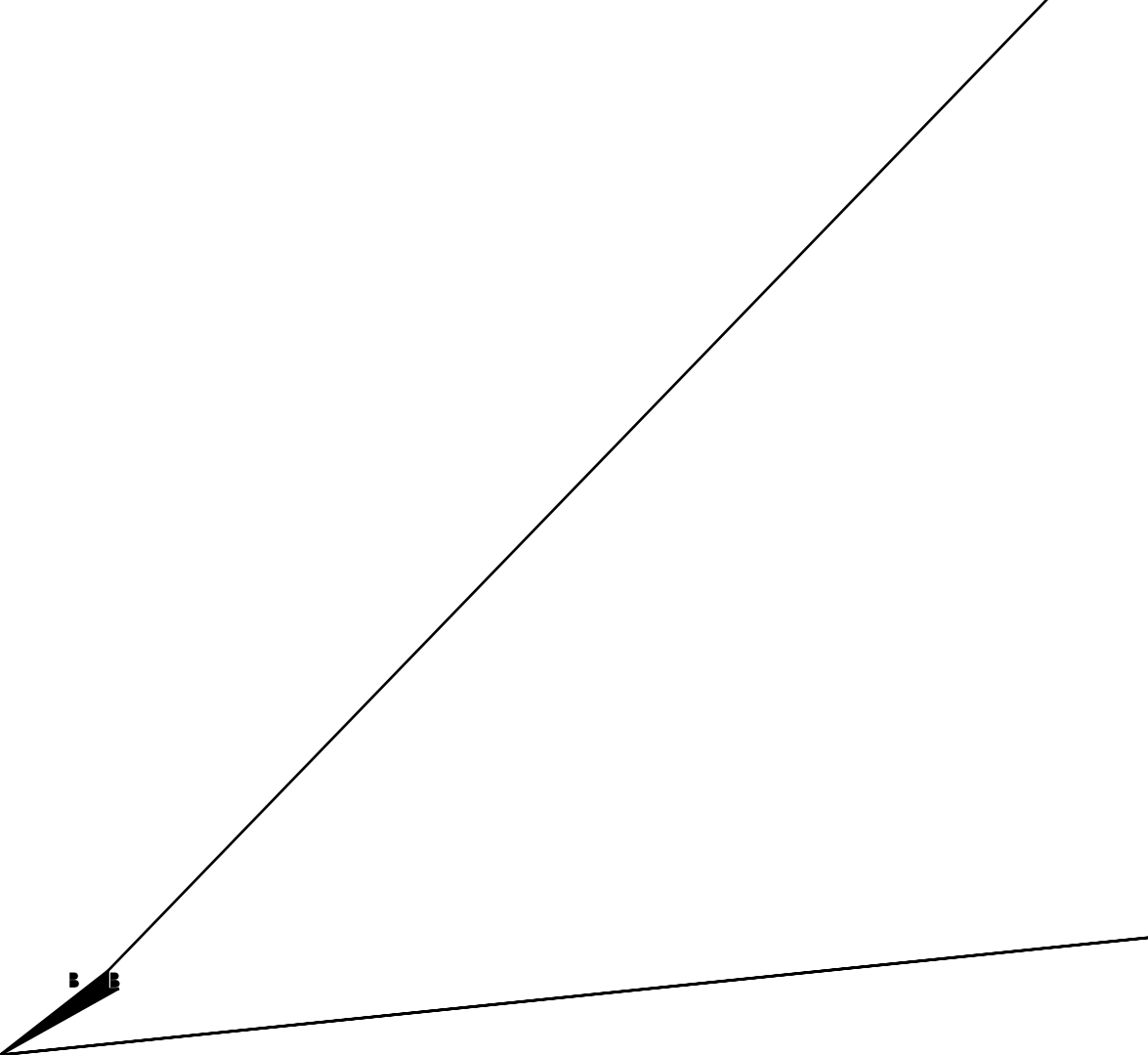


Large minorities still do not feel they understand key terms like 'net zero' and 'green jobs' well

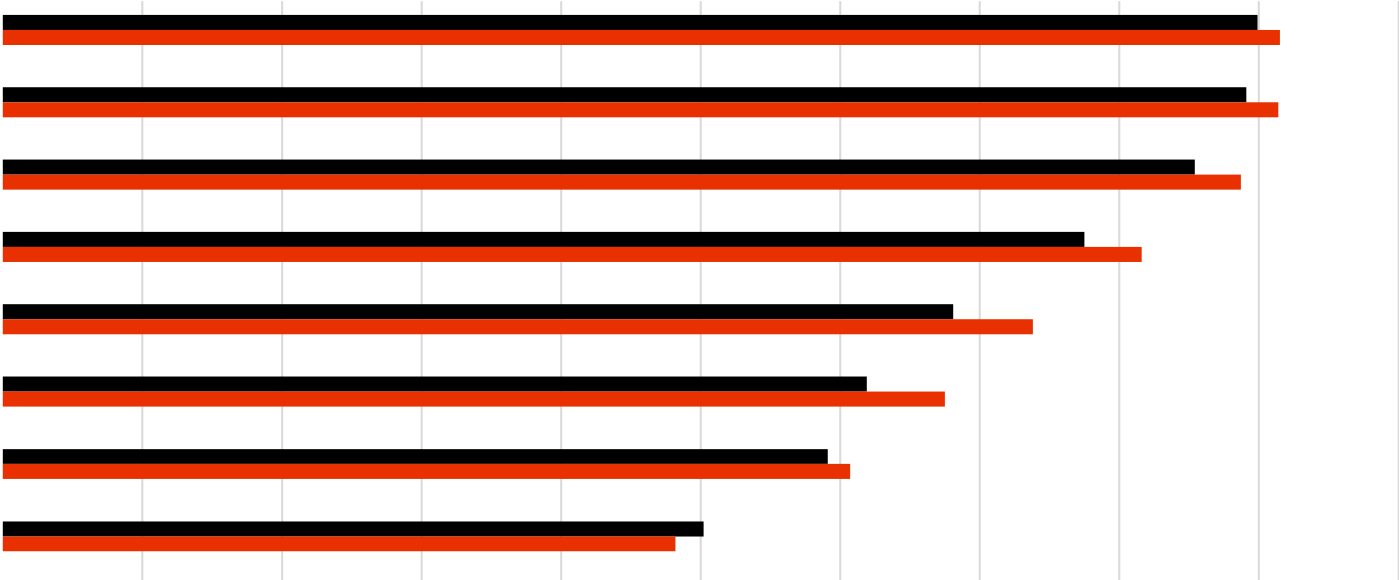


Despite this, there have been marginal increases in understanding of environmental terms over time – with some spikes in the aftermath of COP coverage and the most marked increase overall in understanding of ‘net zero’.

More can be done to make sustainability accessible for all, as C2DE audiences

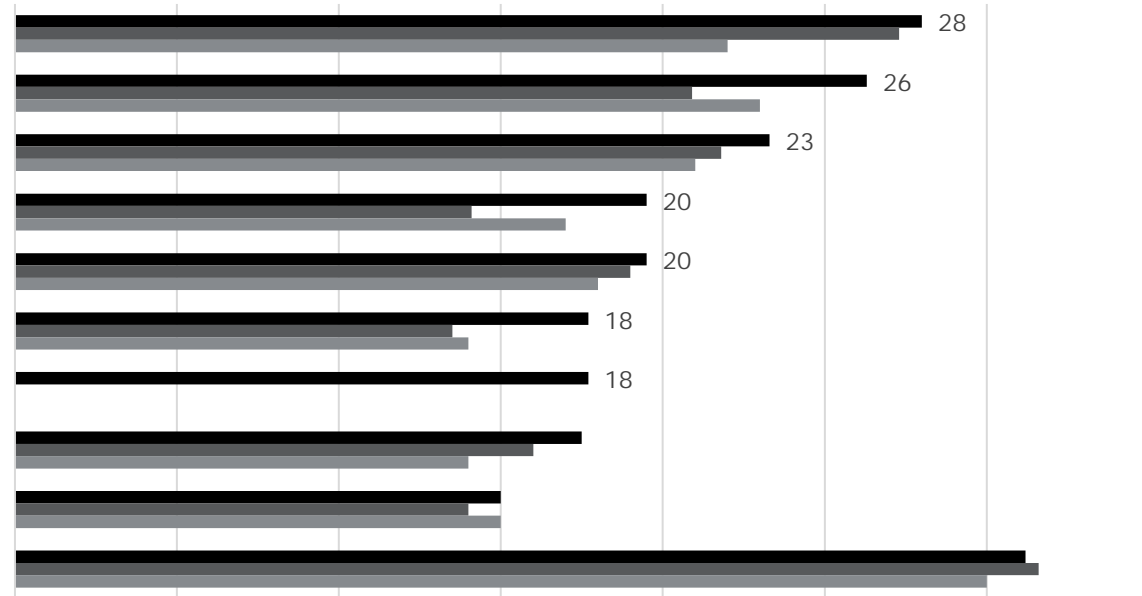


And these terms are similarly less well understood by C2DEs, with the exception of 'nature positive'.



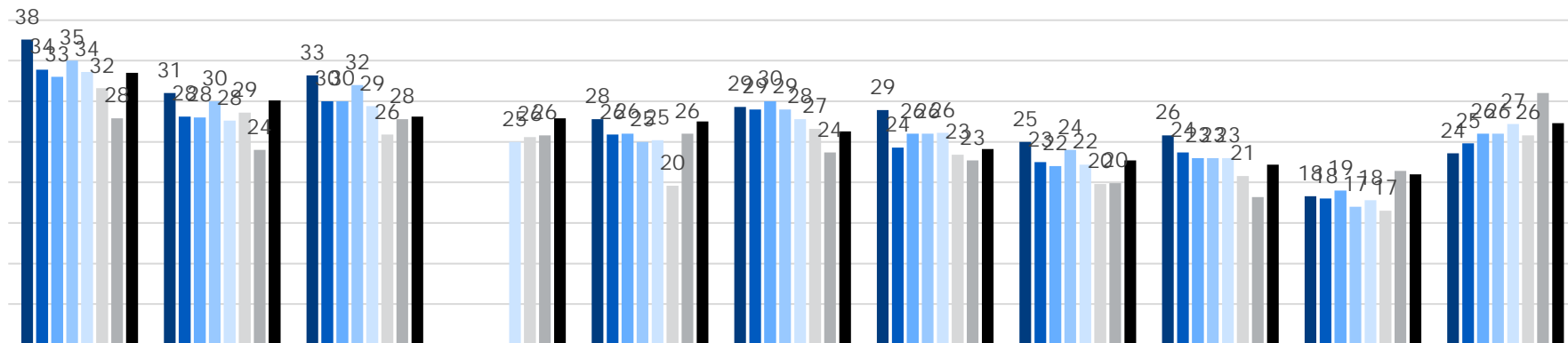
Overall, people are most interested in increasing their understanding of sustainable living, but almost a third of people aren't interested in understanding any of these areas better, suggesting we need to find other ways to engage people with these topics.

(asked to all respondents)

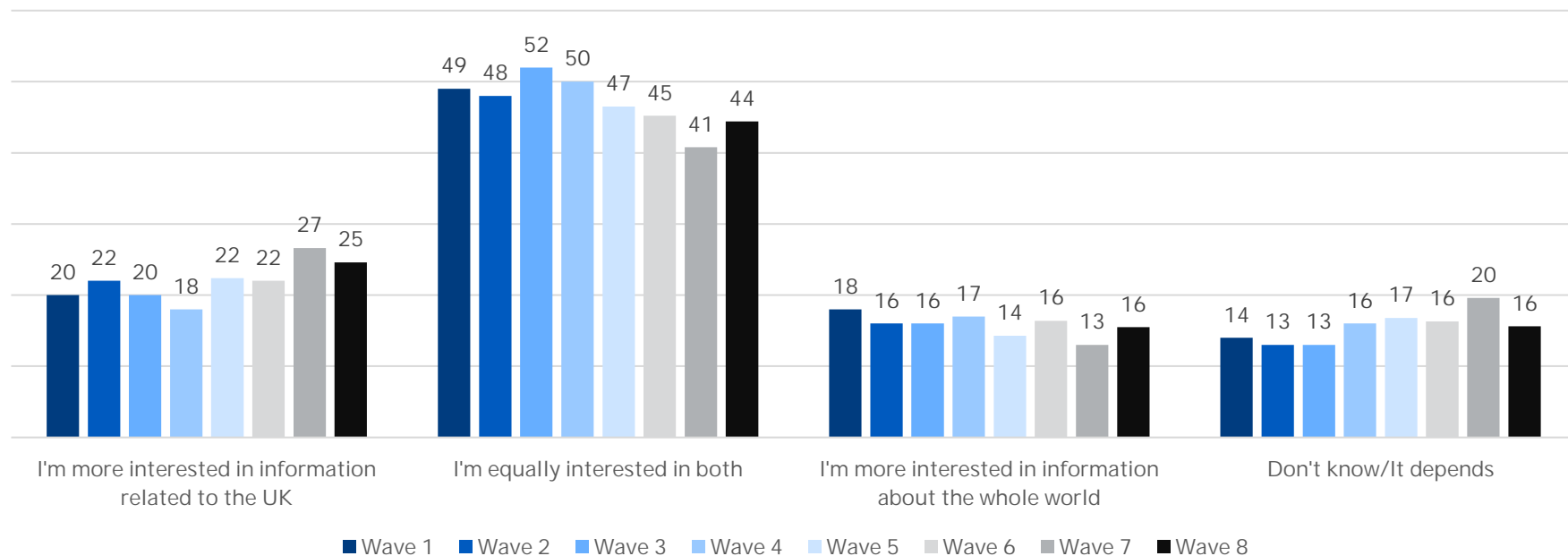


Personally relevant and positive stories are of highest interest. There are increases in interest across almost all areas vs the previous wave, but this is still generally lower compared to the first wave.

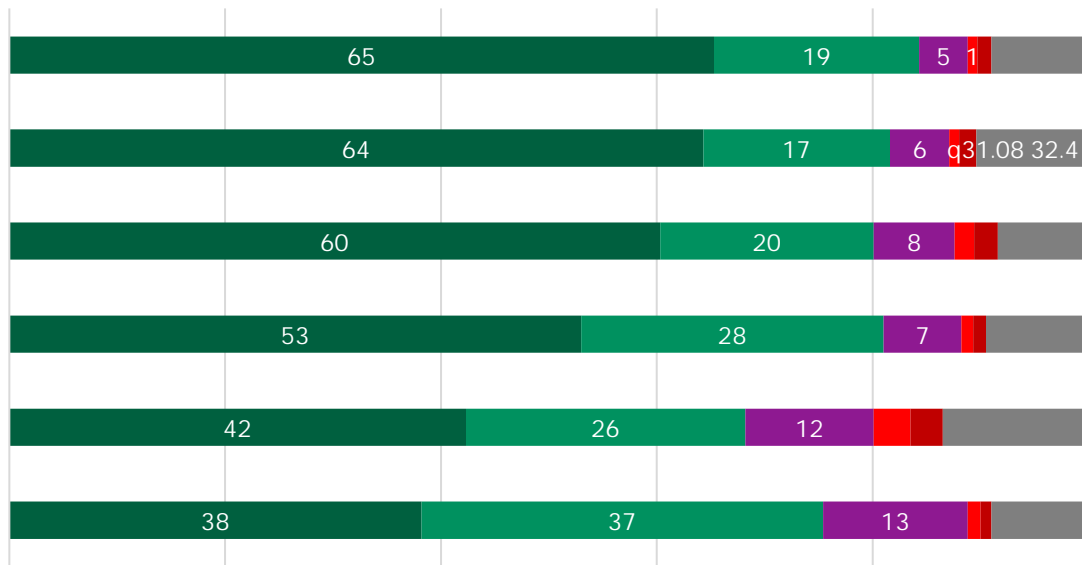
(asked to all respondents)



Most people are still interested in both the UK and global perspective, but we still see slightly higher interest in the UK than in early waves.



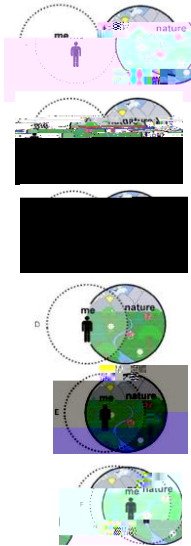
While over 80% say global corporations, UK and international governments need to do more to protect the environment, two thirds think the media should do more



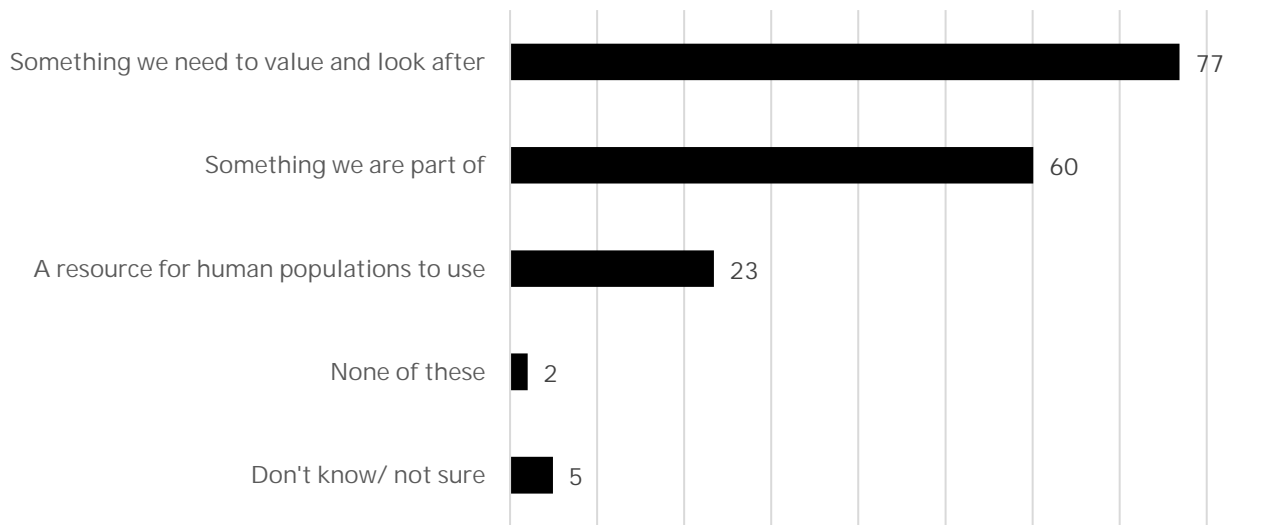


FOUNDATIONAL PERCEPTIONS

Most people feel somewhat connected to nature – between April and July there was an increase in those feeling very connected, perhaps reflecting the transition to summer.



Over three quarters of people feel nature and the natural world is something we need to value and look after.



This data comes from a secondary survey
please see appendix for details

ABC1s are far more likely feel like nature is something we are part of than C2DEs.

While we have seen an increase in those who feel nature in the UK is in decline in the last six months, there has been a fall in those who believe it is currently in steep decline. 40% think UK nature is stable or thriving (up from 38%), contrary to recent reports¹.

¹[State of Nature 2023 Report](#)

This is reflected in the proportion of audiences who think we need to preserve

This is the eighth wave of an ongoing survey to track views on climate change and environmental issues.