



## ICM Poll for The Guardian

**Fieldwork dates:** 28<sup>th</sup> – 30<sup>th</sup> August 2009

**Interview Method:** Telephone.

**Population effectively sampled:** All adults aged 18+

**Sampling Method:** Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

**Sample size:** 1,011

**Data weighting:** Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

**Questions:** The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 1  
**Q.1 Which of the following do you agree with most?**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
The amount of climate change we have already experienced is a threat to the world	376 37%	170 35%	206 39%	52 43%	73 45%	79 39%	64 37%	55 36%	54 26%	104 40%	119 41%	64 30%	88 36%	114 43%	88 33%	84 34%	55 39%	35 39%
Climate change is not currently a threat but will be for future generations unless something is done soon	487 48%	235 48%	252 48%	51 42%	77 48%	96 48%	87 51%	68 45%	109 52%	123 47%	139 47%	110 52%	116 48%	116 44%	135 51%	123 49%	72 51%	41 46%
Climate change is not a threat	116 11%	63 13%	53 10%	16 13%	8 5%	20 10%	16 10%	21 14%	34 16%	30 11%	27 9%	32 15%	28 12%	30 11%	32 12%	32 13%	11 8%	11 12%
None of these	12 1%	8 2%	4 1%	1 1%	- -	3 2%	2 1%	2 2%	4 2%	4 2%	2 1%	2 1%	4 2%	3 1%	3 1%	3 1%	3 2%	1 1%
Don't know	19 2%	9 2%	10 2%	- -	3 2%	2 1%	1 1%	4 3%	9 4%	1 1%	6 2%	5 2%	7 3%	2 1%	6 2%	8 3%	1 1%	2 2%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 2

**Q.2 Do you think climate change is being caused mainly by man or mainly by other non manmade factors?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
Mainly caused by man	722	331	390	94	120	150	119	104	134	187	216	152	166	196	187	173	101	63
	71%	68%	74%	78%	75%	75%	70%	69%	64%	71%	74%	72%	69%	74%	71%	69%	71%	71%
Mainly caused by other non manmade factors	230	118	112	26	30	43	41	36	55	58	67	47	58	53	62	56	37	21
	23%	24%	21%	22%	19%	22%	24%	24%	26%	22%	23%	22%	24%	20%	23%	23%	26%	24%
Don't know	59	36	23	-	10	7	10	10	21	18	10	13	19	15	16	20	4	4
	6%	7%	4%	-	6%	4%	6%	7%	10%	7%	4%	6%	8%	6%	6%	8%	3%	5%

**Green Survey**  
**CATI Fieldwork : August 28th-30th 2009**

Absolutes/col percents

Table 3

**Q.3 Do you think climate change is something individuals like you can fight by changing your behaviour, or do you think it will happen regardless of what individuals like you decide to do?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
Fight by changing behavior	469 46%	210 43%	259 49%	62 51%	97 61%	105 52%	72 42%	63 42%	70 33%	139 53%	148 50%	82 39%	100 41%	140 53%	112 42%	110 44%	62 43%	45 50%
Will happen regardless of what individuals like you decide to do	527 52%	264 54%	263 50%	58 49%	61 38%	92 46%	96 57%	83 56%	135 64%	120 46%	143 49%	127 60%	137 56%	122 46%	148 56%	134 54%	79 56%	43 49%
Don't know	15 1%	11 2%	4 1%	- -	1 1%	3 2%	2 1%	3 2%	5 2%	4 2%	2 1%	3 2%	6 2%	3 1%	5 2%	5 2%	1 1%	1 1%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 4  
**Q.4 Which of these statements most closely resembles your own view?**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
I think my behaviour is already "green" - by and large I do my bit	323 32%	129 27%	195 37%	23 19%	29 18%	57 28%	57 33%	56 37%	102 48%	69 26%	83 28%	74 35%	98 40%	81 31%	87 33%	71 29%	52 37%	31 35%
I do some "green" things but I know I could do more	613 61%	311 64%	301 57%	80 66%	118 74%	131 66%	108 64%	87 58%	89 42%	180 69%	193 66%	125 59%	114 47%	166 63%	161 61%	155 62%	78 55%	52 59%
I don't do any "green" things	68 7%	42 9%	26 5%	16 14%	9 6%	12 6%	5 3%	6 4%	19 9%	12 5%	16 6%	11 5%	29 12%	17 6%	16 6%	19 8%	11 8%	5 6%
Don't know	7 1%	3 1%	4 1%	1 1%	4 3%	-	-	1 1%	1 *	1 *	1 *	3 1%	3 1%	1 *	1 *	4 2%	1 1%	1 1%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 5

**Q.5 Which of the following do you think people like you should be prepared to consider to limit climate change?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
Buy smaller more fuel efficient cars	844 83%	396 82%	448 85%	102 85%	128 80%	166 83%	147 87%	134 89%	167 79%	225 86%	239 82%	183 86%	197 81%	231 87%	211 80%	205 82%	115 81%	81 92%
Buy less food grown outside Europe that has been transported by air	761 75%	338 70%	423 80%	74 61%	123 77%	171 85%	133 78%	120 80%	141 67%	199 76%	218 74%	172 81%	172 71%	185 70%	206 78%	186 74%	107 75%	77 87%
Drive less	760 75%	351 72%	409 78%	87 72%	123 77%	160 80%	129 76%	112 75%	149 71%	196 75%	235 80%	148 70%	181 75%	216 81%	188 71%	187 75%	99 69%	72 80%
Fly less	700 69%	324 67%	376 72%	75 62%	112 70%	153 76%	119 70%	102 68%	140 67%	177 67%	209 71%	142 67%	172 71%	191 72%	173 65%	172 69%	101 71%	63 71%
Travel more by public transport	692 68%	307 63%	385 73%	85 71%	107 67%	138 69%	112 66%	103 69%	148 70%	183 70%	209 71%	120 56%	181 75%	202 76%	178 67%	154 62%	91 64%	68 76%
Fit solar panels to your house to generate energy	654 65%	301 62%	352 67%	83 69%	113 71%	135 67%	114 67%	95 63%	114 54%	164 62%	188 64%	143 68%	158 65%	173 65%	167 63%	162 65%	90 63%	61 68%
Pay a charge per mile to drive	335 33%	153 32%	181 34%	48 40%	47 30%	68 34%	56 33%	53 35%	63 30%	66 25%	96 33%	86 40%	87 36%	90 34%	92 35%	71 29%	53 37%	28 31%
None of these	29 3%	17 4%	12 2%	5 5%	4 3%	4 2%	2 1%	4 3%	9 4%	6 2%	10 3%	7 3%	7 3%	6 2%	10 4%	7 3%	6 4%	1 1%
Don't know	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-

Prepared on behalf of The Guardian by ICM Research

**Green Survey**  
**CATI Fieldwork : August 28th-30th 2009**

Absolutes/col percents

Table 6

**Q.6 Which of the following do you think people like you should be prepared to consider to limit climate change?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
Turn down the temperature of heating in house	867 86%	395 81%	471 90%	102 85%	140 87%	173 86%	146 86%	129 86%	177 84%	231 88%	247 84%	182 86%	208 86%	229 86%	221 84%	219 88%	122 85%	75 85%
Change all lights in house to low energy bulbs	858 85%	394 81%	464 88%	103 86%	147 92%	173 86%	145 85%	123 82%	166 79%	224 85%	251 86%	174 82%	209 86%	224 84%	221 84%	215 86%	125 87%	74 83%
Pay more for electricity and gas bills to stop people wasting energy	293 29%	154 32%	139 26%	49 41%	35 22%	60 30%	36 21%	42 28%	71 34%	60 23%	78 27%	66 31%	89 37%	77 29%	78 29%	73 29%	34 24%	32 36%
None of these	61 6%	41 9%	20 4%	9 8%	7 4%	11 6%	10 6%	8 6%	16 7%	12 5%	22 8%	15 7%	12 5%	16 6%	19 7%	17 7%	6 4%	3 4%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 7

**Q.7 Would you support or oppose the building of the following within 20 miles of your own home?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b><u>Wind farm</u></b>																		
Support	794	369	426	96	140	157	142	112	149	204	233	170	187	203	201	201	115	75
	79%	76%	81%	80%	87%	78%	83%	75%	71%	78%	80%	80%	77%	77%	76%	80%	80%	85%
Oppose	193	104	89	25	19	38	26	34	52	54	52	41	47	57	57	45	21	13
	19%	22%	17%	20%	12%	19%	15%	22%	25%	20%	18%	19%	19%	21%	21%	18%	15%	14%
Don't know	24	12	11	-	1	6	2	5	10	5	8	2	9	5	7	4	6	1
	2%	3%	2%	-	1%	3%	1%	3%	5%	2%	3%	1%	4%	2%	3%	2%	5%	1%
<b><u>Nuclear power station</u></b>																		
Support	328	213	115	26	51	53	51	50	97	103	90	56	79	77	90	76	55	30
	32%	44%	22%	21%	32%	26%	30%	33%	46%	39%	31%	26%	33%	29%	34%	30%	38%	34%
Oppose	658	266	392	93	108	143	116	95	103	155	197	149	157	180	168	169	84	58
	65%	55%	75%	78%	67%	71%	68%	63%	49%	59%	67%	70%	65%	68%	63%	68%	59%	65%
Don't know	25	7	18	1	1	5	3	5	11	6	6	7	6	8	7	5	4	1
	3%	1%	4%	1%	1%	2%	2%	3%	5%	2%	2%	3%	3%	3%	3%	2%	3%	1%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 8

**Q.8 Would you support or oppose the building of the following within sight of your own home?**

**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b><u>Wind farm</u></b>																		
Support	672	319	354	89	117	139	113	92	121	166	199	146	161	176	173	161	93	68
	67%	66%	67%	74%	73%	69%	67%	62%	58%	63%	68%	69%	66%	67%	65%	65%	65%	77%
Oppose	320	157	163	31	39	58	52	56	84	93	88	66	73	81	89	83	46	20
	32%	32%	31%	26%	25%	29%	31%	37%	40%	35%	30%	31%	30%	31%	34%	33%	32%	22%
Don't know	19	10	9	-	3	3	5	2	6	4	6	-	8	7	3	5	3	1
	2%	2%	2%	-	2%	2%	3%	1%	3%	2%	2%	-	3%	3%	1%	2%	2%	1%
<b><u>Nuclear power station</u></b>																		
Support	204	132	72	14	33	29	32	30	65	57	53	41	52	49	44	49	38	25
	20%	27%	14%	12%	21%	15%	19%	20%	31%	22%	18%	19%	21%	18%	16%	19%	26%	28%
Oppose	795	349	446	106	127	168	136	117	142	202	237	170	186	213	218	198	103	63
	79%	72%	85%	88%	79%	84%	80%	78%	67%	77%	81%	80%	77%	81%	82%	79%	72%	71%
Don't know	12	4	8	-	-	3	1	3	4	3	2	1	5	3	3	3	2	1
	1%	1%	1%	-	-	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%

**Green Survey**  
**CATI Fieldwork : August 28th-30th 2009**

Absolutes/col percents

Table 8

**Q.8 Would you support or oppose the building of the following within sight of your own home?****Base: All respondents**

	Q.7 Would you support or oppose the building of the following within 20 miles of your own home?						
	Total	Wind farm			Nuclear power station		
		Support	Oppose	Don't know	Support	Oppose	Don't know
Unweighted base	1011	785	199	27	342	640	29
Weighted base	1011	794	193	24	328	658	25
<b><u>Wind farm</u></b>							
Support	672 67%	642 81%	29 15%	2 8%	239 73%	423 64%	11 42%
Oppose	320 32%	148 19%	160 83%	12 51%	82 25%	228 35%	10 39%
Don't know	19 2%	5 1%	4 2%	10 41%	6 2%	7 1%	5 20%
<b><u>Nuclear power station</u></b>							
Support	204 20%	167 21%	34 18%	3 13%	182 55%	21 3%	1 4%
Oppose	795 79%	620 78%	157 81%	18 75%	142 43%	635 96%	18 73%
Don't know	12 1%	7 1%	2 1%	3 12%	4 1%	2 *	6 23%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1011	469	542	74	109	178	199	206	245	308	254	162	287	257	273	254	140	87	
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89	
<b>Gender</b>																			
Male	485	485	-	64	75	96	80	67	102	144	138	98	105	138	125	117	66	40	
	48%	100%	-	54%	47%	48%	47%	45%	48%	55%	47%	46%	43%	52%	47%	47%	46%	44%	
Female	526	-	526	56	85	104	90	83	108	118	155	114	138	127	140	132	77	49	
	52%	-	100%	46%	53%	52%	53%	55%	52%	45%	53%	54%	57%	48%	53%	53%	54%	56%	
<b>Age</b>																			
18-24	(21)	120	64	56	120	-	-	-	-	31	34	38	17	45	33	14	17	12	
		12%	13%	11%	100%	-	-	-	-	12%	12%	18%	7%	17%	12%	5%	12%	13%	
25-34	(29.5)	160	75	85	-	160	-	-	-	48	66	30	16	44	41	44	23	8	
		16%	15%	16%	-	100%	-	-	-	18%	23%	14%	6%	16%	15%	18%	16%	9%	
35-44	(39.5)	200	96	104	-	-	200	-	-	60	67	39	35	47	56	52	25	20	
		20%	20%	20%	-	-	100%	-	-	23%	23%	18%	14%	18%	21%	21%	18%	22%	
45-54	(49.5)	170	80	90	-	-	-	170	-	45	50	40	35	44	47	40	25	14	
		17%	17%	17%	-	-	-	100%	-	17%	17%	19%	15%	17%	18%	16%	18%	16%	
55-64	(59.5)	150	67	83	-	-	-	-	150	38	41	31	41	31	35	48	18	18	
		15%	14%	16%	-	-	-	-	100%	14%	14%	15%	17%	12%	13%	19%	13%	20%	
65+	(70)	210	102	108	-	-	-	-	-	210	41	35	35	100	54	52	53	17	
		21%	21%	21%	-	-	-	-	-	100%	16%	12%	17%	41%	20%	20%	21%	19%	
Average age		46.72	46.33	47.08	21.00	29.50	39.50	49.50	59.50	70.00	44.79	43.20	44.57	54.93	44.90	46.11	48.57	47.38	47.69

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b><u>Social Grade</u></b>																		
AB	263	144	118	31	48	60	45	38	41	263	-	-	-	79	68	58	39	18
	26%	30%	23%	26%	30%	30%	26%	25%	19%	100%	-	-	-	30%	26%	23%	28%	21%
C1	293	138	155	34	66	67	50	41	35	-	293	-	-	97	58	78	32	29
	29%	28%	30%	28%	42%	33%	30%	27%	17%	-	100%	-	-	37%	22%	31%	22%	33%
C2	212	98	114	38	30	39	40	31	35	-	-	212	-	42	75	40	29	26
	21%	20%	22%	32%	19%	19%	23%	21%	17%	-	-	100%	-	16%	28%	16%	21%	29%
DE	243	105	138	17	16	35	35	41	100	-	-	-	243	47	64	74	42	16
	24%	22%	26%	14%	10%	17%	21%	27%	47%	-	-	-	100%	18%	24%	30%	30%	18%
<b><u>Region</u></b>																		
South East	265	138	127	45	44	47	44	31	54	79	97	42	47	265	-	-	-	-
	26%	28%	24%	38%	27%	24%	26%	21%	26%	30%	33%	20%	19%	100%	-	-	-	-
Midlands	265	125	140	33	41	56	47	35	52	68	58	75	64	-	265	-	-	-
	26%	26%	27%	27%	26%	28%	28%	24%	25%	26%	20%	36%	26%	-	100%	-	-	-
North England	250	117	132	14	44	52	40	48	53	58	78	40	74	-	-	250	-	-
	25%	24%	25%	11%	28%	26%	23%	32%	25%	22%	27%	19%	30%	-	-	100%	-	-
Wales & South West	143	66	77	17	23	25	25	18	34	39	32	29	42	-	-	-	143	-
	14%	14%	15%	14%	15%	13%	15%	12%	16%	15%	11%	14%	17%	-	-	-	100%	-
Scotland	89	40	49	12	8	20	14	18	17	18	29	26	16	-	-	-	-	89
	9%	8%	9%	10%	5%	10%	8%	12%	8%	7%	10%	12%	7%	-	-	-	-	100%

**Green Survey**  
**CATI Fieldwork : August 28th-30th 2009**

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b><u>Working status</u></b>																		
Full-time	455 45%	273 56%	181 35%	49 41%	115 72%	126 63%	108 63%	53 35%	4 2%	157 60%	165 56%	95 45%	37 15%	131 49%	124 47%	105 42%	59 41%	37 41%
Part-time	121 12%	20 4%	101 19%	25 21%	16 10%	30 15%	25 15%	21 14%	4 2%	25 9%	42 14%	37 17%	18 7%	39 15%	29 11%	23 9%	14 9%	17 19%
Not working but seeking work or temporarily unemployed/sick	59 6%	27 6%	31 6%	12 10%	17 10%	11 5%	15 9%	4 2%	1 *	8 3%	15 5%	14 7%	22 9%	15 6%	17 6%	12 5%	9 7%	5 5%
Not working/not seeking work	63 6%	15 3%	48 9%	6 5%	9 6%	23 12%	17 10%	7 5%	1 *	8 3%	12 4%	17 8%	26 11%	7 3%	18 7%	20 8%	11 8%	6 7%
Retired	263 26%	118 24%	145 28%	- -	- -	4 2%	3 2%	63 42%	193 92%	51 20%	46 16%	43 20%	123 51%	58 22%	65 24%	75 30%	42 29%	23 26%
Student	26 3%	22 4%	5 1%	23 19%	1 1%	2 1%	- -	- -	- -	9 3%	9 3%	5 3%	3 1%	8 3%	4 1%	9 4%	6 4%	- -
Refused	24 2%	10 2%	14 3%	6 5%	1 1%	4 2%	3 2%	3 2%	7 3%	6 2%	3 1%	1 1%	13 6%	7 2%	9 3%	4 2%	2 2%	1 1%

## Green Survey

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Absolutes/col percents

Table 9  
**Classification**  
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	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b>Tenure</b>																		
Own outright	330 33%	157 32%	173 33%	11 9%	17 11%	30 15%	41 24%	88 58%	145 69%	95 36%	83 28%	63 29%	90 37%	67 25%	96 36%	85 34%	54 38%	29 33%
Own with a mortgage	390 39%	198 41%	192 37%	54 45%	73 46%	121 61%	92 54%	33 22%	16 8%	125 48%	142 48%	76 36%	47 19%	114 43%	87 33%	112 45%	47 33%	30 34%
Council	130 13%	56 12%	74 14%	23 19%	32 20%	20 10%	17 10%	13 9%	25 12%	9 3%	24 8%	38 18%	59 24%	27 10%	34 13%	31 12%	23 16%	14 16%
Housing Assoc.	37 4%	12 2%	25 5%	3 2%	1 1%	11 5%	4 3%	5 4%	12 6%	4 1%	6 2%	10 5%	18 7%	12 5%	12 4%	9 4%	4 3%	1 1%
Rented from someone else	105 10%	50 10%	55 10%	25 21%	34 22%	15 8%	13 8%	9 6%	8 4%	25 10%	33 11%	23 11%	23 9%	39 15%	34 13%	11 4%	12 8%	10 11%
Rent free	6 1%	3 1%	3 1%	1 1%	- -	1 1%	2 1%	* *	2 1%	2 1%	2 1%	- -	2 1%	2 1%	- -	1 *	2 1%	2 2%
Refused	12 1%	9 2%	3 1%	4 3%	2 1%	1 1%	2 1%	1 1%	2 1%	2 1%	3 1%	2 1%	4 2%	5 2%	2 1%	1 1%	1 *	3 3%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b>Foreign Holiday in last 3 years</b>																		
Yes	607	297	310	77	110	131	109	92	89	206	203	112	85	177	149	153	71	57
	60%	61%	59%	64%	68%	65%	64%	61%	42%	79%	69%	53%	35%	67%	56%	61%	50%	64%
No	404	188	216	43	51	70	61	58	121	56	90	100	158	88	116	97	71	32
	40%	39%	41%	36%	32%	35%	36%	39%	58%	21%	31%	47%	65%	33%	44%	39%	50%	36%
<b>Number of cars</b>																		
None	210	93	117	30	36	25	23	24	71	31	52	37	91	62	58	53	23	15
	21%	19%	22%	25%	23%	13%	14%	16%	34%	12%	18%	17%	37%	23%	22%	21%	16%	16%
1	420	196	224	36	64	87	61	62	110	92	121	92	116	109	98	101	68	43
	42%	40%	43%	30%	40%	44%	36%	41%	52%	35%	41%	43%	48%	41%	37%	41%	48%	49%
2	290	145	145	30	54	72	63	49	22	106	94	64	26	72	78	75	45	21
	29%	30%	28%	25%	34%	36%	37%	33%	11%	41%	32%	30%	11%	27%	29%	30%	32%	23%
3+	90	50	40	24	6	15	23	15	7	34	26	20	10	22	31	20	7	10
	9%	10%	8%	20%	4%	8%	14%	10%	3%	13%	9%	9%	4%	8%	12%	8%	5%	12%

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b>Internet Access</b>																		
At all	807 80%	402 83%	405 77%	110 91%	159 99%	184 92%	153 90%	113 75%	90 43%	240 91%	271 92%	168 79%	129 53%	220 83%	212 80%	196 78%	111 78%	67 75%
At home (net)	763 75%	378 78%	385 73%	102 85%	151 94%	174 87%	148 87%	104 70%	85 40%	229 87%	257 88%	164 77%	113 47%	208 79%	201 76%	186 74%	105 73%	63 71%
At work (net)	394 39%	189 39%	205 39%	35 30%	106 66%	116 58%	89 52%	42 28%	5 3%	160 61%	157 53%	55 26%	23 9%	124 47%	106 40%	83 33%	47 33%	35 39%
At home	397 39%	204 42%	193 37%	71 59%	51 32%	66 33%	62 37%	66 44%	80 38%	79 30%	111 38%	111 52%	95 39%	91 34%	103 39%	108 43%	62 43%	33 37%
At work	28 3%	14 3%	14 3%	5 4%	6 4%	9 4%	4 2%	3 2%	1 *	10 4%	11 4%	2 1%	5 2%	7 3%	8 3%	5 2%	4 3%	4 4%
Both at home and at work	366 36%	175 36%	191 36%	31 25%	100 62%	107 53%	85 50%	38 26%	4 2%	149 57%	146 50%	53 25%	18 7%	117 44%	98 37%	78 31%	43 30%	31 35%
Somewhere else	16 2%	9 2%	7 1%	3 2%	2 1%	1 1%	1 1%	5 3%	4 2%	1 *	3 1%	1 1%	11 4%	5 2%	4 1%	4 2%	3 2%	- -
Not at all	203 20%	84 17%	120 23%	10 9%	1 1%	17 8%	17 10%	37 25%	120 57%	22 9%	23 8%	44 21%	114 47%	44 17%	52 20%	54 22%	30 21%	22 25%
Refused	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -

## Green Survey

### CATI Fieldwork : August 28th-30th 2009

Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b>What is the highest educational level that you have achieved to date?</b>																		
Secondary/ high school/ NVQ 1-3	463 46%	217 45%	246 47%	55 46%	53 33%	102 51%	83 49%	70 46%	101 48%	69 26%	131 45%	121 57%	142 59%	104 39%	124 47%	122 49%	69 49%	44 49%
University degree or equivalent professional qualification/ NVQ4	330 33%	168 35%	161 31%	51 43%	73 45%	66 33%	55 32%	42 28%	43 20%	134 51%	121 41%	43 20%	32 13%	102 38%	77 29%	81 32%	41 29%	29 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	86 9%	41 8%	45 9%	7 6%	20 12%	25 13%	18 10%	9 6%	7 3%	49 19%	25 8%	10 5%	3 1%	29 11%	25 9%	17 7%	8 6%	7 7%
No formal education	102 10%	44 9%	58 11%	1 1%	13 8%	3 2%	12 7%	25 16%	47 22%	7 2%	15 5%	32 15%	49 20%	22 8%	28 11%	25 10%	21 14%	6 7%
None of these	4 *	2 *	1 *	- -	- -	- -	- -	2 1%	2 1%	1 *	- -	1 *	2 1%	2 1%	1 *	- -	- -	1 1%
Refused	27 3%	13 3%	14 3%	5 4%	1 1%	4 2%	3 2%	3 2%	10 5%	4 2%	2 1%	6 3%	15 6%	6 2%	10 4%	4 2%	3 2%	2 3%

## Green Survey

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Absolutes/col percents

Table 9  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b><u>Marital Status</u></b>																		
Single	236 23%	140 29%	96 18%	84 70%	50 31%	38 19%	25 15%	24 16%	15 7%	56 21%	77 26%	52 25%	51 21%	77 29%	81 31%	36 14%	24 17%	19 21%
Married/ co-habiting	572 57%	269 55%	304 58%	32 26%	102 64%	137 68%	117 69%	90 60%	94 45%	175 66%	170 58%	130 61%	98 40%	148 56%	126 48%	163 65%	84 59%	52 59%
Widowed/ separated/ divorced	179 18%	65 13%	114 22%	- -	5 3%	23 11%	24 14%	34 22%	93 44%	29 11%	42 14%	28 13%	81 33%	35 13%	48 18%	47 19%	33 23%	17 19%
Refused	24 2%	12 2%	12 2%	5 4%	3 2%	2 1%	3 2%	3 2%	8 4%	3 1%	5 2%	2 1%	13 6%	6 2%	10 4%	4 2%	2 2%	1 1%
<b><u>Children</u></b>																		
None aged 18 or under	682 67%	332 68%	350 67%	94 78%	86 54%	63 31%	96 57%	141 94%	202 96%	171 65%	202 69%	129 61%	181 74%	190 72%	174 66%	163 65%	98 69%	57 64%
NET: Yes	301 30%	139 29%	163 31%	22 18%	72 45%	132 66%	69 41%	6 4%	1 *	86 33%	86 29%	81 38%	49 20%	69 26%	79 30%	81 32%	43 30%	29 33%
NET: Yes any aged 15 or under	265 26%	123 25%	142 27%	22 18%	70 44%	124 62%	46 27%	2 2%	- -	75 29%	76 26%	75 35%	38 16%	60 23%	73 27%	64 26%	42 30%	26 29%
- Aged under 5	122 12%	63 13%	59 11%	20 17%	53 33%	45 22%	4 2%	- -	- -	33 12%	29 10%	44 21%	17 7%	30 11%	32 12%	26 11%	22 15%	11 13%
- Aged 5-10	107 11%	56 11%	52 10%	4 4%	22 14%	61 31%	19 11%	1 *	- -	29 11%	37 12%	26 12%	15 6%	31 12%	26 10%	27 11%	15 11%	8 9%
- Aged 11-15	116 11%	48 10%	67 13%	- -	13 8%	65 32%	36 21%	2 1%	- -	32 12%	32 11%	32 15%	20 8%	20 7%	41 15%	28 11%	18 13%	9 10%
- Aged 16-18	62 6%	24 5%	38 7%	- -	2 1%	25 13%	30 18%	4 3%	1 *	18 7%	19 6%	9 4%	15 6%	13 5%	10 4%	25 10%	8 5%	6 7%
Refused	28 3%	15 3%	13 2%	4 4%	1 1%	6 3%	5 3%	3 2%	8 4%	7 3%	5 2%	3 1%	13 5%	7 2%	12 4%	6 2%	1 1%	3 3%

Prepared on behalf of The Guardian by ICM Research



**Green Survey**  
**CATI Fieldwork : August 28th-30th 2009**

Absolutes/col percents

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**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1011	485	526	120	160	200	170	150	210	263	293	212	243	265	265	250	143	89
<b><u>Grocery shopping status</u></b>																		
Yes - do half or more	762	288	475	58	128	155	132	117	172	180	226	160	196	195	192	195	110	70
	75%	59%	90%	48%	80%	77%	78%	78%	82%	69%	77%	75%	81%	74%	73%	78%	77%	79%
No - do less than half	235	192	43	60	31	43	35	31	35	80	67	51	37	69	67	50	30	19
	23%	40%	8%	50%	19%	21%	20%	21%	17%	30%	23%	24%	15%	26%	25%	20%	21%	21%
Refused	13	5	8	2	1	2	3	2	4	3	-	1	9	1	6	4	2	-
	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	-	1%	4%	*	2%	2%	2%	-