

# YouGov Survey Results

Sample Size: 1680 GB Adults  
Fieldwork: 10th - 11th October 2017

	Vote in 2017			EU ref Vote		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1680</b>	<b>576</b>	<b>551</b>	<b>102</b>	<b>637</b>	<b>690</b>	<b>816</b>	<b>864</b>	<b>190</b>	<b>707</b>	<b>398</b>	<b>385</b>	<b>958</b>	<b>722</b>	<b>225</b>	<b>544</b>	<b>360</b>	<b>405</b>	<b>146</b>
<b>Unweighted Sample</b>	<b>1680</b>	<b>563</b>	<b>577</b>	<b>115</b>	<b>743</b>	<b>699</b>	<b>743</b>	<b>937</b>	<b>194</b>	<b>685</b>	<b>422</b>	<b>379</b>	<b>1051</b>	<b>629</b>	<b>169</b>	<b>571</b>	<b>365</b>	<b>415</b>	<b>160</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you tend to do each of the following?

**Recycle your household rubbish**

Always	<b>69</b>	75	70	68	71	74	65	73	47	62	77	85	69	70	66	74	74	65	56
Often	<b>18</b>	16	20	21	19	15	19	17	29	21	13	11	19	16	19	17	14	19	25
Sometimes	<b>5</b>	4	5	5	5	4	7	4	7	8	4	1	6	5	4	4	5	8	6
Rarely	<b>3</b>	2	2	3	2	2	3	2	4	3	2	1	3	2	3	2	2	2	6
Never	<b>3</b>	3	2	1	1	3	5	2	6	3	3	1	3	3	5	1	3	4	3
Don't know	<b>2</b>	1	1	2	1	2	2	2	7	2	1	1	1	3	4	2	2	1	4

**Choose energy-efficient appliances when you replace old ones**

Always	<b>30</b>	34	29	36	32	34	29	32	13	27	37	39	30	31	21	35	32	30	25
Often	<b>29</b>	30	31	31	31	29	28	29	22	28	33	29	30	27	34	27	27	31	28
Sometimes	<b>23</b>	24	23	21	22	22	23	23	23	26	20	21	23	23	25	22	23	21	30
Rarely	<b>7</b>	6	7	6	6	7	7	7	14	7	4	7	7	7	8	7	7	8	5
Never	<b>4</b>	3	3	2	1	4	5	2	8	4	4	1	3	4	4	3	4	4	3
Don't know	<b>7</b>	3	8	5	7	4	7	7	20	7	3	3	6	7	7	6	8	6	9

**Use your own carrier bags when shopping**

Always	<b>62</b>	71	61	68	61	71	57	67	36	49	75	86	61	64	65	64	61	64	49
Often	<b>24</b>	20	26	22	26	19	26	23	37	31	19	12	28	20	18	24	24	25	34
Sometimes	<b>7</b>	5	8	4	7	5	8	6	13	10	4	2	6	8	9	5	8	7	8
Rarely	<b>3</b>	2	3	1	3	2	4	2	4	5	1	0	3	3	4	3	3	2	3
Never	<b>2</b>	1	1	1	1	1	3	0	2	3	1	0	1	2	0	1	3	1	1
Don't know	<b>2</b>	1	1	3	1	2	2	2	7	2	1	0	2	3	3	2	2	1	5

**Switch off electrical appliances such as televisions and computers instead of leaving them on standby**

Always	<b>30</b>	31	29	29	30	31	30	31	26	28	35	31	29	32	35	30	30	29	29
Often	<b>24</b>	25	24	27	26	22	24	23	24	25	22	24	25	22	22	26	21	23	29
Sometimes	<b>20</b>	19	22	27	21	21	21	19	19	20	21	20	20	20	19	19	21	22	18
Rarely	<b>16</b>	16	16	12	15	15	14	17	15	16	13	17	16	15	13	16	17	16	13
Never	<b>8</b>	8	9	3	7	9	8	8	10	8	8	7	8	8	7	7	10	9	6
Don't know	<b>2</b>	1	1	2	1	2	2	2	7	2	1	0	1	3	3	2	2	2	4

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<b>Weighted Sample</b>	<b>1680</b>	576	551	102	637	690	816	864	190	707	398	385	958	722	225	544	360	405	146
<b>Unweighted Sample</b>	<b>1680</b>	563	577	115	743	699	743	937	194	685	422	379	1051	629	169	571	365	415	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Make a packed lunch to save money**

Always	<b>27</b>	26	29	31	31	26	25	30	22	32	34	15	28	26	26	26	32	26	27
Often	<b>23</b>	24	25	18	24	24	20	25	20	27	20	18	25	19	19	23	23	23	24
Sometimes	<b>20</b>	22	18	17	20	19	20	20	26	19	18	22	18	23	21	19	21	21	19
Rarely	<b>10</b>	10	12	11	11	10	12	9	14	8	10	13	11	9	13	10	7	10	15
Never	<b>15</b>	15	13	21	11	18	18	12	9	10	16	26	13	17	18	16	12	16	12
Don't know	<b>4</b>	3	3	2	3	4	4	4	9	3	2	6	4	5	3	5	4	4	4

**Compare prices online before buying something in-store**

Always	<b>26</b>	26	27	19	26	27	24	27	24	29	22	24	27	24	30	28	27	22	20
Often	<b>32</b>	29	35	38	35	28	31	33	35	33	34	25	34	30	28	34	30	32	36
Sometimes	<b>24</b>	24	24	25	25	24	25	22	16	23	25	27	23	25	28	20	24	26	23
Rarely	<b>10</b>	12	8	11	8	11	10	10	13	7	9	13	10	10	9	10	10	10	9
Never	<b>6</b>	7	4	5	5	7	7	5	5	4	8	10	5	7	3	6	7	7	8
Don't know	<b>3</b>	2	2	2	2	2	3	3	6	3	2	1	2	4	3	3	3	2	3

**Write a shopping list before you buy groceries**

Always	<b>35</b>	42	36	29	34	40	30	41	26	31	33	50	35	36	39	39	35	34	22
Often	<b>24</b>	22	27	29	28	22	24	25	27	25	26	19	26	22	23	23	24	26	27
Sometimes	<b>19</b>	18	18	17	18	19	20	18	20	21	18	16	19	19	16	19	23	17	22
Rarely	<b>10</b>	9	10	14	11	8	11	9	12	12	10	5	11	9	8	10	9	11	17
Never	<b>9</b>	7	7	9	7	9	12	5	8	8	10	9	7	12	10	8	7	11	9
Don't know	<b>3</b>	1	2	3	2	2	3	2	7	3	2	0	2	3	4	3	3	2	3

**How important or unimportant do you think each of following is to protecting the environment?**

**Awareness campaigns by environmental organisations**

Very important	<b>33</b>	30	42	36	41	29	28	38	25	30	42	35	34	32	29	36	34	33	33
Fairly important	<b>40</b>	44	40	44	42	41	40	41	41	41	40	40	42	38	47	39	38	40	42
<b>TOTAL IMPORTANT</b>	<b>73</b>	<b>74</b>	<b>82</b>	<b>80</b>	<b>83</b>	<b>70</b>	<b>68</b>	<b>79</b>	<b>66</b>	<b>71</b>	<b>82</b>	<b>75</b>	<b>76</b>	<b>70</b>	<b>76</b>	<b>75</b>	<b>72</b>	<b>73</b>	<b>75</b>
Not very important	<b>13</b>	15	11	14	10	15	17	8	16	13	11	12	13	12	12	12	13	12	14
Not at all important	<b>3</b>	7	1	0	1	6	5	2	3	3	3	5	3	4	3	4	4	3	2
<b>TOTAL NOT IMPORTANT</b>	<b>16</b>	<b>22</b>	<b>12</b>	<b>14</b>	<b>11</b>	<b>21</b>	<b>22</b>	<b>10</b>	<b>19</b>	<b>16</b>	<b>14</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>15</b>	<b>16</b>
Don't know	<b>10</b>	4	7	7	6	9	10	11	15	14	5	8	8	14	9	9	11	13	10

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<b>Weighted Sample</b>	<b>1680</b>	<b>576</b>	<b>551</b>	<b>102</b>	<b>637</b>	<b>690</b>	<b>816</b>	<b>864</b>	<b>190</b>	<b>707</b>	<b>398</b>	<b>385</b>	<b>958</b>	<b>722</b>	<b>225</b>	<b>544</b>	<b>360</b>	<b>405</b>	<b>146</b>
<b>Unweighted Sample</b>	<b>1680</b>	<b>563</b>	<b>577</b>	<b>115</b>	<b>743</b>	<b>699</b>	<b>743</b>	<b>937</b>	<b>194</b>	<b>685</b>	<b>422</b>	<b>379</b>	<b>1051</b>	<b>629</b>	<b>169</b>	<b>571</b>	<b>365</b>	<b>415</b>	<b>160</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Individuals changing how they live**

Very important	<b>48</b>	47	53	57	57	43	45	50	41	44	55	49	51	43	48	51	46	44	44
Fairly important	<b>35</b>	39	36	32	33	38	35	34	32	37	34	33	34	35	34	34	35	34	36
<b>TOTAL IMPORTANT</b>	<b>83</b>	<b>86</b>	<b>89</b>	<b>89</b>	<b>90</b>	<b>81</b>	<b>80</b>	<b>84</b>	<b>73</b>	<b>81</b>	<b>89</b>	<b>82</b>	<b>85</b>	<b>78</b>	<b>82</b>	<b>85</b>	<b>81</b>	<b>78</b>	<b>80</b>
Not very important	<b>7</b>	8	5	3	4	9	10	5	13	7	6	7	7	7	7	6	8	7	11
Not at all important	<b>1</b>	3	0	0	1	2	2	1	1	1	1	3	2	1	2	1	1	2	1
<b>TOTAL NOT IMPORTANT</b>	<b>8</b>	<b>11</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>11</b>	<b>12</b>	<b>6</b>	<b>14</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>12</b>
Don't know	<b>9</b>	3	6	8	5	8	8	10	13	11	4	8	6	13	8	8	9	12	7

**Businesses changing how they operate**

Very important	<b>51</b>	50	61	64	64	46	50	53	47	50	58	51	56	45	53	54	51	46	51
Fairly important	<b>32</b>	38	30	21	28	38	34	31	29	32	31	36	31	33	31	31	34	33	34
<b>TOTAL IMPORTANT</b>	<b>83</b>	<b>88</b>	<b>91</b>	<b>85</b>	<b>92</b>	<b>84</b>	<b>84</b>	<b>84</b>	<b>76</b>	<b>82</b>	<b>89</b>	<b>87</b>	<b>87</b>	<b>78</b>	<b>84</b>	<b>85</b>	<b>85</b>	<b>79</b>	<b>85</b>
Not very important	<b>5</b>	5	3	6	2	6	6	4	8	5	5	4	5	6	6	4	6	6	5
Not at all important	<b>1</b>	2	0	1	0	2	2	0	1	1	1	2	1	1	3	1	1	1	1
<b>TOTAL NOT IMPORTANT</b>	<b>6</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>6</b>
Don't know	<b>10</b>	4	7	7	6	8	9	11	16	12	6	8	7	14	8	10	8	13	9

**Local government policy**

Very important	<b>44</b>	41	53	50	54	39	40	48	33	41	48	50	44	43	46	46	42	40	47
Fairly important	<b>37</b>	42	35	37	36	40	41	33	39	39	37	32	39	33	36	37	39	35	39
<b>TOTAL IMPORTANT</b>	<b>81</b>	<b>83</b>	<b>88</b>	<b>87</b>	<b>90</b>	<b>79</b>	<b>81</b>	<b>81</b>	<b>72</b>	<b>80</b>	<b>85</b>	<b>82</b>	<b>83</b>	<b>76</b>	<b>82</b>	<b>83</b>	<b>81</b>	<b>75</b>	<b>86</b>
Not very important	<b>6</b>	7	5	4	4	6	6	6	7	5	6	6	6	6	3	7	5	8	4
Not at all important	<b>3</b>	4	0	2	1	3	4	1	5	2	2	3	3	3	5	2	3	2	3
<b>TOTAL NOT IMPORTANT</b>	<b>9</b>	<b>11</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>7</b>	<b>12</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>7</b>
Don't know	<b>11</b>	5	8	7	5	11	9	13	16	14	6	9	8	15	10	9	12	14	7

**National government policy**

Very important	<b>51</b>	47	62	64	66	44	50	53	47	48	57	54	56	45	56	54	49	46	57
Fairly important	<b>30</b>	37	26	25	24	35	32	27	28	31	31	26	29	31	26	29	31	32	27
<b>TOTAL IMPORTANT</b>	<b>81</b>	<b>84</b>	<b>88</b>	<b>89</b>	<b>90</b>	<b>79</b>	<b>82</b>	<b>80</b>	<b>75</b>	<b>79</b>	<b>88</b>	<b>80</b>	<b>85</b>	<b>76</b>	<b>82</b>	<b>83</b>	<b>80</b>	<b>78</b>	<b>84</b>
Not very important	<b>6</b>	7	3	4	2	8	6	5	6	5	5	8	5	7	6	5	5	6	5
Not at all important	<b>2</b>	3	0	0	1	3	2	1	3	1	1	2	2	2	2	2	2	1	2
<b>TOTAL NOT IMPORTANT</b>	<b>8</b>	<b>10</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>11</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>
Don't know	<b>12</b>	6	9	8	7	11	9	14	17	14	7	10	8	16	10	10	12	15	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Agreements by the international community**

Very important	46	41	57	67	61	38	45	46	39	45	52	45	50	41	44	48	45	44	47
Fairly important	30	36	29	20	26	34	31	30	33	30	28	31	31	29	35	28	29	30	34
<b>TOTAL IMPORTANT</b>	<b>76</b>	<b>77</b>	<b>86</b>	<b>87</b>	<b>87</b>	<b>72</b>	<b>76</b>	<b>76</b>	<b>72</b>	<b>75</b>	<b>80</b>	<b>76</b>	<b>81</b>	<b>70</b>	<b>79</b>	<b>76</b>	<b>74</b>	<b>74</b>	<b>81</b>
Not very important	8	12	4	6	4	12	10	6	8	7	10	9	8	8	6	9	9	9	6
Not at all important	2	4	1	0	1	4	3	2	4	2	2	4	2	3	5	2	3	1	2
<b>TOTAL NOT IMPORTANT</b>	<b>10</b>	<b>16</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>16</b>	<b>13</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>8</b>
Don't know	13	7	9	7	8	12	10	16	16	16	8	11	9	18	10	13	13	15	12

**In 2015, many countries including the UK signed up to the Paris Climate Change Agreement to reduce greenhouse gas emissions and limit global warming. In your opinion, should the United Kingdom remain part of the agreement?**

Yes, the United Kingdom should remain part of the Paris Agreement on climate change	76	72	87	91	90	66	74	78	76	76	79	72	81	70	81	77	74	72	81
No, the United Kingdom should not remain part of the Paris Agreement on climate change	11	17	6	1	3	19	14	7	7	8	11	16	9	12	8	10	15	11	7
Don't know	13	11	8	7	7	14	12	15	18	15	10	11	10	18	11	13	12	17	12

**Thinking about the environment: which, if any, of the following statements best describes your view?**

The planet is warming and human activity is mainly responsible	38	25	50	56	53	26	37	39	52	43	38	22	42	33	37	40	33	39	42
The planet is warming and human activity is partly responsible, together with other factors	45	57	41	40	39	53	45	46	34	40	47	59	46	45	48	45	53	40	43
The planet is warming but human activity is not responsible at all	4	7	1	0	1	6	4	3	3	1	4	8	2	6	2	3	4	5	3
The planet is not warming	3	4	1	0	1	5	4	2	2	3	3	3	3	3	4	3	4	3	1
Don't know/none of these	10	8	7	4	6	10	10	9	9	12	7	8	7	13	9	10	6	13	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about your eating habits, would you describe yourself as...**

Pescatarian (eat fish but do not eat meat or poultry)	<b>3</b>	3	4	4	4	3	2	4	3	3	4	3	3	4	5	5	3	2	2
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)	<b>5</b>	4	8	5	7	4	4	6	6	7	4	3	6	4	9	5	6	4	3
Vegan (do not eat dairy products, eggs, or any other animal product)	<b>1</b>	0	1	3	2	1	1	1	2	2	1	1	2	1	2	1	2	1	3
None of these	<b>87</b>	92	86	86	85	90	88	85	82	84	90	92	86	88	80	87	86	91	88
Don't know	<b>3</b>	2	2	2	3	2	3	3	7	4	1	1	3	4	4	3	3	2	4

**How often, if at all, do you eat meat?**

[Only asked to those who said "none of these" or "Don't know"; n=1498]

More than once a day	<b>10</b>	11	9	9	10	10	13	8	20	14	7	4	11	9	9	12	9	9	16
Once a day	<b>25</b>	25	24	24	26	24	27	22	23	29	26	17	25	24	22	24	27	26	20
Several times a week	<b>51</b>	51	53	58	50	53	49	52	42	44	54	63	52	49	48	52	51	50	49
Once a week	<b>7</b>	7	7	4	7	6	4	10	6	6	7	9	6	9	9	5	7	8	9
Several times a month	<b>4</b>	3	3	3	4	3	3	4	4	3	4	5	3	4	6	4	2	5	3
Once a month	<b>1</b>	1	1	0	1	1	0	1	1	0	1	1	0	1	1	1	1	0	1
Less often	<b>0</b>	1	1	0	1	1	0	0	0	1	0	1	0	1	0	0	0	1	0
Never	<b>1</b>	1	0	0	0	1	1	0	1	1	1	1	0	2	0	1	2	0	0
Don't know	<b>2</b>	1	2	2	2	1	2	2	5	2	1	1	1	2	4	1	2	1	2

**Which, if any, of the following labels or descriptions do you tend to include in your food shopping? (Please select all that apply)**

Free range or cage free	<b>46</b>	47	49	47	51	45	37	54	42	41	53	49	49	41	45	49	46	42	43
Low fat	<b>37</b>	41	35	46	39	40	30	44	23	31	43	51	37	37	35	38	38	36	38
Low sugar	<b>36</b>	40	36	41	36	41	30	42	22	29	40	51	35	38	41	39	33	33	35
Fairtrade	<b>30</b>	31	32	39	36	27	27	33	28	25	33	36	35	24	31	33	32	24	30
Low salt	<b>28</b>	34	24	43	29	32	25	30	11	20	33	43	27	28	23	31	33	21	28
Low calorie	<b>23</b>	24	22	29	24	24	16	30	18	19	25	31	23	24	23	22	25	24	22
Organic	<b>17</b>	13	19	23	22	12	16	18	19	17	17	16	20	12	25	16	17	12	17
Low cholesterol	<b>14</b>	17	12	19	15	17	15	14	7	8	18	27	14	15	19	16	13	12	14
Rainforest Alliance	<b>8</b>	7	10	11	11	7	7	9	12	8	7	8	9	7	10	10	8	6	8
Carbon Trust carbon footprint	<b>3</b>	2	5	4	5	3	3	4	2	4	4	3	4	3	6	4	4	2	1
None of these/not applicable	<b>20</b>	19	19	18	17	21	28	12	20	24	16	15	18	21	16	19	22	22	16
Don't know	<b>7</b>	4	7	7	5	5	7	6	16	9	4	2	6	8	7	6	5	7	14