

**WWF (Reputation)
UK's Carbon Emissions**

BUSINESS Sample: 7th - 14th December 2015

Total	Work industry multiple shortlist														
	Manu- facturing	Cons- truction	Retail	Financial services	Hospitality and leisure	Account- ancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting

WWF1. Using the scale below, where 1 means 'doing too little' and 5 means 'doing too much', do you think the government is doing too much or too little to reduce the UK's carbon emissions?

	Base	265	37	20	24	33	14	9	14	40	16	20	8	18	5	41	42
1 - Too little [1]	20%	24%	10%	21%	27%	14%	-	29%	23%	13%	25%	25%	11%	40%	20%	21%	
2 [2]	23%	32%	30%	17%	24%	21%	-	21%	18%	31%	25%	-	17%	40%	32%	19%	
3 - About right [3]	36%	27%	40%	46%	36%	43%	44%	21%	28%	44%	35%	63%	50%	20%	32%	38%	
4 [4]	7%	8%	5%	8%	3%	14%	-	7%	15%	-	5%	-	11%	-	5%	2%	
5 - Too much [5]	7%	5%	10%	4%	9%	-	11%	7%	8%	6%	5%	13%	11%	-	5%	10%	
Not applicable - the government does not need to do anything to reduce emissions	3%	3%	-	-	-	-	22%	7%	8%	-	-	-	-	-	5%	5%	
Don't know	3%	-	5%	4%	-	7%	22%	7%	3%	6%	5%	-	-	-	2%	5%	
Mean	2.54	2.36	2.74	2.57	2.42	2.62	3.40	2.33	2.64	2.53	2.37	2.75	2.94	1.80	2.39	2.55	

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What was the turnover of your company in the last financial year? Please give your best estimate if you are unsure.					
First year of trading	Less than GBP 1 million (NET)	GBP 1 million - GBP 9.9 million (NET)	GBP 10 million or more	Don't know	Prefer not to answer

WWF1. Using the scale below, where 1 means 'doing too little' and 5 means 'doing too much', do you think the government is doing too much or too little to reduce the UK's carbon emissions?

	3	15	24	197	21	5
Base						
1 - Too little [1]	-	20%	25%	18%	38%	-
2 [2]	67%	20%	21%	24%	19%	-
3 - About right [3]	-	27%	33%	39%	19%	40%
4 [4]	-	20%	13%	6%	-	20%
5 - Too much [5]	-	13%	-	7%	5%	20%
Not applicable - the government does not need to do anything to reduce emissions	33%	-	8%	3%	-	-
Don't know	-	-	-	2%	19%	20%
Mean	2.00	2.87	2.36	2.57	1.94	3.75

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Omnibus Decision Maker									
Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment etc.)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply

WWF1. Using the scale below, where 1 means 'doing too little' and 5 means 'doing too much', do you think the government is doing too much or too little to reduce the UK's carbon emissions?

	Base	121	167	71	111	84	70	165	116	129	63
1 - Too little [1]	22%	22%	22%	14%	7%	19%	10%	19%	19%	19%	16%
2 [2]	18%	18%	20%	23%	25%	19%	20%	21%	20%	21%	21%
3 - About right [3]	35%	35%	35%	38%	42%	32%	43%	36%	35%	36%	38%
4 [4]	8%	8%	9%	13%	9%	12%	14%	7%	9%	9%	14%
5 - Too much [5]	6%	6%	8%	7%	9%	8%	6%	7%	9%	9%	5%
Not applicable - the government does not need to do anything to reduce emissions	5%	5%	5%	3%	4%	6%	4%	4%	4%	3%	3%
Don't know	6%	6%	2%	3%	4%	4%	3%	4%	3%	3%	3%
Mean	2.52	2.52	2.59	2.75	2.86	2.68	2.85	2.58	2.66	2.66	2.69

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Company age					
Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

WWF1. Using the scale below, where 1 means 'doing too little' and 5 means 'doing too much', do you think the government is doing too much or too little to reduce the UK's carbon emissions?

	Base	16	18	35	35	150	11
1 - Too little [1]	19%	22%	14%	17%	21%	36%	
2 [2]	31%	22%	23%	14%	26%	9%	
3 - About right [3]	31%	50%	43%	51%	31%	18%	
4 [4]	13%	-	11%	6%	7%	9%	
5 - Too much [5]	-	-	9%	6%	9%	-	
Not applicable - the government does not need to do anything to reduce emissions	6%	6%	-	-	5%	-	
Don't know	-	-	-	6%	3%	27%	
Mean	2.40	2.29	2.77	2.67	2.53	2.00	

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Work status Omni											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

WWF1. Using the scale below, where 1 means 'doing too little' and 5 means 'doing too much', do you think the government is doing too much or too little to reduce the UK's carbon emissions?

	10	28	13	18	17	13	86	41	12	4	20	3
Base												
1 - Too little [1]	40%	18%	23%	28%	18%	23%	17%	22%	17%	-	15%	33%
2 [2]	10%	25%	31%	6%	18%	8%	28%	17%	33%	50%	35%	33%
3 - About right [3]	40%	39%	38%	39%	29%	38%	36%	34%	42%	25%	35%	-
4 [4]	10%	7%	8%	6%	12%	8%	5%	17%	-	-	-	-
5 - Too much [5]	-	7%	-	11%	6%	8%	6%	7%	8%	-	15%	-
Not applicable - the government does not need to do anything to reduce emissions	-	4%	-	-	18%	15%	2%	-	-	25%	-	-
Don't know	-	-	-	11%	-	-	6%	2%	-	-	-	33%
Mean	2.20	2.59	2.31	2.63	2.64	2.64	2.49	2.70	2.50	2.33	2.65	1.50

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Region mainly work								Gender		Age			
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	Male	Female	Under 35	35-44	45-54	55+

WWF1. Using the scale below, where 1 means 'doing too little' and 5 means 'doing too much', do you think the government is doing too much or too little to reduce the UK's carbon emissions?

	Base	51	35	13	86	53	4	20	3	212	53	27	77	100	61
1 - Too little [1]	24%	24%	23%	23%	17%	21%	-	15%	33%	20%	19%	11%	18%	19%	28%
2 [2]	24%	24%	11%	8%	28%	21%	50%	35%	33%	22%	28%	37%	26%	22%	16%
3 - About right [3]	39%	39%	34%	38%	36%	36%	25%	35%	-	35%	40%	37%	39%	38%	28%
4 [4]	8%	8%	9%	8%	5%	13%	-	-	-	8%	4%	7%	6%	8%	7%
5 - Too much [5]	4%	4%	9%	8%	6%	8%	-	15%	-	8%	2%	7%	4%	7%	10%
Not applicable - the government does not need to do anything to reduce emissions	2%	2%	9%	15%	2%	-	25%	-	-	4%	2%	-	3%	3%	7%
Don't know	-	-	6%	-	6%	2%	-	-	33%	3%	6%	-	4%	3%	5%
Mean	2.44	2.44	2.63	2.64	2.49	2.65	2.33	2.65	1.50	2.59	2.37	2.63	2.49	2.60	2.48