

**Teneo Blue Rubicon/YouGov Survey Results**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Thinking about when you are at work/ studying and want to take a break...

Which ONE, if any, of the following are you MOST likely to do?

	Unweighted base	1244	576	668	171	271	282	244	276
<b>Base: All UK workers/ students</b>		1265	636	628	188	269	287	242	277
Check my social media (e.g. Instagram, Facebook etc.)		24%	23%	26%	41%	35%	24%	17%	9%
Watch something (e.g. videos, films or TV programmes) on any device (e.g. phone, TV, laptop etc.)		7%	9%	6%	21%	6%	8%	2%	3%
Go for a walk outside		12%	12%	12%	9%	10%	11%	17%	12%
Call my friend/ family member		3%	2%	4%	3%	3%	3%	4%	2%
Listen to music		4%	6%	2%	2%	5%	3%	5%	3%
Get a hot drink (e.g. tea, coffee etc.)		42%	39%	45%	19%	31%	40%	47%	64%
None of these		6%	6%	5%	3%	6%	6%	6%	6%
Don't know		2%	3%	2%	3%	2%	4%	2%	1%

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Social Grade		Region								
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

Thinking about when you are at work/ studying and want to take a break...

Which ONE, if any, of the following are you MOST likely to do?

	Unweighted base	810	434	270	192	110	195	280	1047	54	111	32
<b>Base: All UK workers/ students</b>	1265	773	492	271	199	113	198	287	1068	56	111	31
Check my social media (e.g. Instagram, Facebook etc.)	24%	25%	23%	26%	22%	23%	24%	22%	23%	22%	30%	44%
Watch something (e.g. videos, films or TV programmes) or any device (e.g. phone, TV, laptop etc.)	7%	7%	7%	8%	8%	3%	10%	6%	7%	7%	7%	3%
Go for a walk outside	12%	13%	11%	13%	8%	5%	14%	15%	12%	14%	10%	14%
Call my friend/ family member	3%	3%	3%	4%	3%	2%	3%	2%	3%	5%	2%	5%
Listen to music	4%	3%	5%	3%	5%	4%	6%	3%	4%	3%	3%	3%
Get a hot drink (e.g. tea, coffee etc.)	42%	42%	41%	40%	43%	54%	35%	44%	42%	44%	38%	25%
None of these	6%	5%	7%	4%	6%	7%	6%	6%	6%	2%	7%	3%
Don't know	2%	2%	3%	1%	4%	3%	3%	2%	2%	4%	2%	3%

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Government Region												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland

Thinking about when you are at work/ studying and want to take a break...

Which ONE, if any, of the following are you MOST likely to do?

	Unweighted base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland
	1244	44	118	108	105	87	110	195	156	124	1047	54	111	32
<b>Base: All UK workers/ students</b>	1265	44	119	107	112	87	113	198	160	127	1068	56	111	31
Check my social media (e.g. Instagram, Facebook etc.)	24%	29%	27%	23%	15%	31%	23%	24%	23%	21%	23%	22%	30%	44%
Watch something (e.g. videos, films or TV programmes) or any device (e.g. phone, TV, laptop etc.)	7%	7%	10%	7%	9%	6%	3%	10%	6%	7%	7%	7%	7%	3%
Go for a walk outside	12%	11%	14%	13%	9%	7%	5%	14%	17%	12%	12%	14%	10%	14%
Call my friend/ family member	3%	3%	4%	4%	2%	4%	2%	3%	1%	3%	3%	5%	2%	5%
Listen to music	4%	2%	4%	4%	8%	1%	4%	6%	3%	3%	4%	3%	3%	3%
Get a hot drink (e.g. tea, coffee etc.)	42%	47%	38%	41%	41%	46%	54%	35%	43%	45%	42%	44%	38%	25%
None of these	6%	2%	3%	7%	9%	3%	7%	6%	5%	7%	6%	2%	7%	3%
Don't know	2%	-	-	2%	6%	2%	3%	3%	2%	2%	2%	4%	2%	3%

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Thinking about when you are at work/ studying and want to take a break...

Which ONE, if any, of the following are you MOST likely to do?

Unweighted base	1244	853	300	1153	91	-	-	-	463	221	98	20	442
<b>Base: All UK workers/ students</b>	<b>1265</b>	<b>859</b>	<b>296</b>	<b>1155</b>	<b>110</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>465</b>	<b>217</b>	<b>98</b>	<b>21</b>	<b>463</b>
Check my social media (e.g. Instagram, Facebook etc.)	24%	25%	18%	23%	42%	-	-	-	19%	31%	12%	11%	30%
Watch something (e.g. videos, films or TV programmes) or any device (e.g. phone, TV, laptop etc.)	7%	6%	4%	5%	29%	-	-	-	4%	8%	4%	-	11%
Go for a walk outside	12%	12%	12%	12%	9%	-	-	-	14%	13%	16%	5%	9%
Call my friend/ family member	3%	3%	3%	3%	3%	-	-	-	2%	6%	2%	-	3%
Listen to music	4%	4%	4%	4%	4%	-	-	-	3%	2%	4%	5%	6%
Get a hot drink (e.g. tea, coffee etc.)	42%	43%	50%	45%	8%	-	-	-	48%	35%	57%	79%	32%
None of these	6%	6%	7%	6%	2%	-	-	-	6%	3%	5%	-	6%
Don't know	2%	2%	2%	2%	3%	-	-	-	3%	2%	-	-	3%

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Children in Household						Parent/ Guardian							
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

Thinking about when you are at work/ studying and want to take a break...

Which ONE, if any, of the following are you MOST likely to do?

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
	1244	851	141	118	39	298	95	573	678	123	142	112	49	318	302
<b>Base: All UK workers/ students</b>	1265	854	145	123	42	310	101	582	691	128	156	117	49	328	304
Check my social media (e.g. Instagram, Facebook etc.)	24%	25%	21%	22%	13%	21%	29%	16%	31%	28%	21%	13%	9%	20%	12%
Watch something (e.g. videos, films or TV programmes) or any device (e.g. phone, TV, laptop etc.)	7%	5%	9%	10%	28%	12%	9%	6%	8%	13%	13%	13%	-	9%	4%
Go for a walk outside	12%	12%	10%	9%	19%	11%	15%	12%	12%	8%	11%	14%	13%	12%	13%
Call my friend/ family member	3%	3%	7%	1%	2%	4%	2%	4%	2%	6%	4%	3%	9%	6%	1%
Listen to music	4%	3%	5%	4%	-	4%	9%	4%	4%	6%	5%	2%	4%	5%	4%
Get a hot drink (e.g. tea, coffee etc.)	42%	44%	37%	45%	33%	40%	29%	50%	34%	32%	35%	45%	47%	40%	60%
None of these	6%	6%	6%	5%	5%	6%	1%	5%	6%	4%	7%	7%	13%	6%	4%
Don't know	2%	2%	4%	3%	-	3%	6%	2%	2%	4%	3%	3%	4%	3%	2%

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Social Media/ Messaging service (within the last month)									
	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Thinking about when you are at work/ studying and want to take a break...

Which ONE, if any, of the following are you MOST likely to do?

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Unweighted base	1244	904	417	259	88	193	429	228	741	762	132
<b>Base: All UK workers/ students</b>	<b>1265</b>	<b>906</b>	<b>417</b>	<b>248</b>	<b>94</b>	<b>188</b>	<b>426</b>	<b>231</b>	<b>745</b>	<b>754</b>	<b>134</b>
Check my social media (e.g. Instagram, Facebook etc.)	24%	29%	37%	29%	19%	31%	38%	46%	31%	29%	24%
Watch something (e.g. videos, films or TV programmes) or any device (e.g. phone, TV, laptop etc.)	7%	7%	8%	7%	13%	8%	6%	10%	6%	7%	8%
Go for a walk outside	12%	11%	11%	14%	9%	9%	10%	9%	11%	10%	17%
Call my friend/ family member	3%	3%	2%	1%	7%	4%	3%	4%	3%	3%	2%
Listen to music	4%	3%	2%	3%	6%	2%	3%	3%	3%	3%	2%
Get a hot drink (e.g. tea, coffee etc.)	42%	41%	36%	41%	38%	43%	35%	25%	41%	42%	44%
None of these	6%	4%	3%	2%	3%	3%	2%	1%	4%	5%	2%
Don't know	2%	2%	1%	4%	5%	0%	1%	2%	1%	2%	1%

## Teneo Blue Rubicon/YouGov Survey Results

### RSPB

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Generally, which ONE, if any, of the following sounds would you most like to wake up to?

	Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855	
Birds singing	54%	50%	57%	35%	41%	43%	56%	68%	
The radio	12%	14%	11%	9%	13%	11%	14%	13%	
City noises (e.g. traffic, people talking etc.)	3%	3%	3%	8%	4%	3%	1%	2%	
A kettle boiling	3%	3%	3%	7%	4%	4%	3%	1%	
Rain on a window	13%	12%	13%	24%	20%	16%	10%	6%	
None of these	12%	12%	11%	12%	13%	15%	14%	9%	
Don't know	4%	5%	2%	5%	6%	7%	3%	2%	

Thinking about when you hear birdsong...

In general, which, if any, of the following describes how this make you feel? (Please select all that apply. If it doesn't make you feel anything in particular, please select the "Not applicable" option)

	Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855	
Happy	51%	45%	57%	30%	40%	41%	54%	63%	
Relaxed	50%	49%	52%	39%	48%	45%	51%	56%	
Peaceful	55%	53%	58%	49%	53%	50%	56%	60%	
Sad	1%	1%	0%	4%	0%	-	1%	0%	
Stressed	1%	1%	1%	2%	2%	1%	2%	0%	
Sleepy	2%	2%	2%	2%	2%	3%	2%	2%	
Irritated	5%	4%	6%	10%	8%	8%	5%	2%	
Other	2%	2%	1%	1%	2%	3%	1%	1%	
Don't know	2%	3%	2%	5%	4%	4%	3%	1%	
Not applicable - birdsong does not make me feel anything in particular	9%	11%	7%	13%	11%	12%	8%	5%	
<b>Net: Positive</b>	<b>82%</b>	<b>79%</b>	<b>84%</b>	<b>67%</b>	<b>74%</b>	<b>73%</b>	<b>83%</b>	<b>92%</b>	
<b>Net: Negative</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>14%</b>	<b>10%</b>	<b>9%</b>	<b>6%</b>	<b>2%</b>	

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Social Grade		Region									
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	

Generally, which ONE, if any, of the following sounds would you most like to wake up to?

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	<b>2083</b>	<b>1187</b>	<b>896</b>	<b>485</b>	<b>335</b>	<b>183</b>	<b>273</b>	<b>476</b>	<b>1752</b>	<b>100</b>	<b>175</b>	<b>56</b>
Birds singing	54%	56%	50%	51%	53%	56%	53%	57%	54%	74%	44%	46%
The radio	12%	13%	12%	11%	15%	14%	10%	13%	13%	7%	13%	9%
City noises (e.g. traffic, people talking etc.)	3%	3%	3%	3%	1%	2%	5%	3%	3%	3%	3%	3%
A kettle boiling	3%	2%	4%	4%	3%	4%	2%	2%	3%	2%	3%	3%
Rain on a window	13%	12%	14%	16%	12%	11%	11%	10%	12%	6%	18%	14%
None of these	12%	11%	12%	11%	10%	11%	14%	12%	11%	6%	15%	17%
Don't know	4%	3%	5%	3%	5%	2%	5%	3%	4%	2%	4%	8%

Thinking about when you hear birdsong...

In general, which, if any, of the following describes how this make you feel? (Please select all that apply. If it doesn't make you feel anything in particular, please select the "Not applicable" option)

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	<b>2083</b>	<b>1187</b>	<b>896</b>	<b>485</b>	<b>335</b>	<b>183</b>	<b>273</b>	<b>476</b>	<b>1752</b>	<b>100</b>	<b>175</b>	<b>56</b>
Happy	51%	52%	49%	51%	49%	55%	46%	55%	51%	61%	41%	45%
Relaxed	50%	52%	48%	52%	41%	55%	48%	53%	50%	70%	47%	55%
Peaceful	55%	58%	52%	52%	48%	60%	55%	59%	54%	70%	57%	52%
Sad	1%	1%	1%	0%	1%	-	1%	1%	1%	-	2%	-
Stressed	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	2%	1%
Sleepy	2%	1%	3%	3%	2%	2%	4%	0%	2%	2%	2%	2%
Irritated	5%	4%	6%	6%	8%	2%	5%	4%	5%	2%	5%	1%
Other	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	3%	-
Don't know	2%	3%	2%	2%	3%	3%	4%	3%	3%	1%	1%	-
Not applicable - birdsong does not make me feel anything in particular	9%	7%	10%	8%	13%	6%	9%	6%	8%	2%	16%	13%
<b>Net: Positive</b>	<b>82%</b>	<b>84%</b>	<b>79%</b>	<b>81%</b>	<b>75%</b>	<b>88%</b>	<b>80%</b>	<b>86%</b>	<b>82%</b>	<b>94%</b>	<b>72%</b>	<b>82%</b>
<b>Net: Negative</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>9%</b>	<b>2%</b>	<b>7%</b>	<b>5%</b>	<b>6%</b>	<b>3%</b>	<b>8%</b>	<b>3%</b>



**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Government Region												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland

Generally, which ONE, if any, of the following sounds would you most like to wake up to?

Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	<b>2083</b>	<b>81</b>	<b>229</b>	<b>176</b>	<b>173</b>	<b>162</b>	<b>183</b>	<b>273</b>	<b>260</b>	<b>215</b>	<b>1752</b>	<b>100</b>	<b>175</b>	<b>56</b>
Birds singing	54%	57%	50%	51%	52%	54%	56%	53%	57%	57%	54%	74%	44%	46%
The radio	12%	9%	11%	13%	16%	14%	14%	10%	14%	12%	13%	7%	13%	9%
City noises (e.g. traffic, people talking etc.)	3%	3%	2%	6%	1%	2%	2%	5%	3%	2%	3%	3%	3%	3%
A kettle boiling	3%	8%	3%	5%	3%	3%	4%	2%	3%	1%	3%	2%	3%	3%
Rain on a window	13%	12%	20%	13%	15%	9%	11%	11%	10%	11%	12%	6%	18%	14%
None of these	12%	8%	13%	10%	8%	12%	11%	14%	11%	12%	11%	6%	15%	17%
Don't know	4%	3%	2%	3%	5%	5%	2%	5%	2%	4%	4%	2%	4%	8%

Thinking about when you hear birdsong...

In general, which, if any, of the following describes how this make you feel? (Please select all that apply. If it doesn't make you feel anything in particular, please select the "Not applicable" option)

Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	<b>2083</b>	<b>81</b>	<b>229</b>	<b>176</b>	<b>173</b>	<b>162</b>	<b>183</b>	<b>273</b>	<b>260</b>	<b>215</b>	<b>1752</b>	<b>100</b>	<b>175</b>	<b>56</b>
Happy	51%	53%	52%	48%	46%	52%	55%	46%	52%	60%	51%	61%	41%	45%
Relaxed	50%	50%	54%	50%	38%	45%	55%	48%	52%	53%	50%	70%	47%	55%
Peaceful	55%	52%	50%	55%	47%	49%	60%	55%	59%	58%	54%	70%	57%	52%
Sad	1%	1%	0%	-	1%	-	-	1%	1%	1%	1%	-	2%	-
Stressed	1%	-	1%	1%	2%	1%	-	1%	2%	1%	1%	1%	2%	1%
Sleepy	2%	1%	3%	5%	2%	2%	2%	4%	-	1%	2%	2%	2%	2%
Irritated	5%	8%	7%	5%	8%	8%	2%	5%	3%	5%	5%	2%	5%	1%
Other	2%	-	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	-
Don't know	2%	6%	2%	1%	3%	2%	3%	4%	2%	3%	3%	1%	1%	-
Not applicable - birdsong does not make me feel anything in particular	9%	6%	6%	11%	16%	10%	6%	9%	5%	6%	8%	2%	16%	13%
<b>Net: Positive</b>	<b>82%</b>	<b>81%</b>	<b>83%</b>	<b>80%</b>	<b>70%</b>	<b>80%</b>	<b>88%</b>	<b>80%</b>	<b>87%</b>	<b>85%</b>	<b>82%</b>	<b>94%</b>	<b>72%</b>	<b>82%</b>
<b>Net: Negative</b>	<b>6%</b>	<b>9%</b>	<b>8%</b>	<b>6%</b>	<b>9%</b>	<b>8%</b>	<b>2%</b>	<b>7%</b>	<b>5%</b>	<b>6%</b>	<b>6%</b>	<b>3%</b>	<b>8%</b>	<b>3%</b>

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Generally, which ONE, if any, of the following sounds would you most like to wake up to?

Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	<b>2083</b>	<b>859</b>	<b>296</b>	<b>1155</b>	<b>110</b>	<b>519</b>	<b>73</b>	<b>227</b>	<b>915</b>	<b>306</b>	<b>185</b>	<b>62</b>	<b>615</b>
Birds singing	54%	48%	53%	49%	43%	69%	48%	48%	60%	53%	66%	58%	41%
The radio	12%	14%	14%	14%	7%	11%	6%	10%	13%	11%	8%	11%	13%
City noises (e.g. traffic, people talking etc.)	3%	3%	4%	3%	7%	2%	2%	4%	2%	4%	2%	2%	4%
A kettle boiling	3%	3%	3%	3%	3%	2%	9%	4%	3%	3%	0%	4%	4%
Rain on a window	13%	15%	12%	14%	19%	5%	18%	16%	8%	14%	9%	12%	21%
None of these	12%	13%	11%	12%	14%	9%	16%	12%	11%	11%	13%	9%	13%
Don't know	4%	4%	3%	4%	7%	1%	1%	7%	3%	4%	1%	3%	5%

Thinking about when you hear birdsong...

In general, which, if any, of the following describes how this make you feel? (Please select all that apply. If it doesn't make you feel anything in particular, please select the "Not applicable" option)

Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	<b>2083</b>	<b>859</b>	<b>296</b>	<b>1155</b>	<b>110</b>	<b>519</b>	<b>73</b>	<b>227</b>	<b>915</b>	<b>306</b>	<b>185</b>	<b>62</b>	<b>615</b>
Happy	51%	46%	54%	48%	26%	62%	41%	55%	57%	52%	60%	60%	37%
Relaxed	50%	47%	50%	48%	45%	59%	48%	49%	55%	52%	52%	57%	42%
Peaceful	55%	54%	55%	54%	54%	61%	51%	50%	57%	58%	60%	48%	50%
Sad	1%	1%	1%	1%	2%	0%	3%	1%	0%	0%	0%	-	1%
Stressed	1%	2%	-	1%	4%	0%	1%	2%	1%	1%	2%	-	2%
Sleepy	2%	2%	3%	2%	-	1%	7%	3%	1%	3%	3%	2%	2%
Irritated	5%	7%	5%	6%	9%	1%	7%	5%	3%	5%	4%	3%	9%
Other	2%	2%	2%	2%	0%	1%	1%	2%	1%	2%	2%	-	3%
Don't know	2%	3%	3%	3%	3%	1%	3%	3%	2%	2%	-	2%	4%
Not applicable - birdsong does not make me feel anything in particular	9%	10%	7%	9%	16%	6%	12%	10%	7%	7%	7%	5%	12%
<b>Net: Positive</b>	<b>82%</b>	<b>77%</b>	<b>84%</b>	<b>79%</b>	<b>71%</b>	<b>92%</b>	<b>74%</b>	<b>80%</b>	<b>87%</b>	<b>83%</b>	<b>87%</b>	<b>89%</b>	<b>71%</b>
<b>Net: Negative</b>	<b>6%</b>	<b>8%</b>	<b>5%</b>	<b>7%</b>	<b>10%</b>	<b>2%</b>	<b>11%</b>	<b>7%</b>	<b>4%</b>	<b>6%</b>	<b>6%</b>	<b>3%</b>	<b>11%</b>

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Children in Household						Parent/ Guardian								
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

Generally, which ONE, if any, of the following sounds would you most like to wake up to?

Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	<b>2083</b>	<b>1517</b>	<b>200</b>	<b>165</b>	<b>55</b>	<b>419</b>	<b>146</b>	<b>1136</b>	<b>960</b>	<b>169</b>	<b>198</b>	<b>152</b>	<b>65</b>	<b>431</b>	<b>774</b>
Birds singing	54%	57%	48%	51%	35%	47%	38%	60%	47%	45%	48%	48%	58%	48%	65%
The radio	12%	13%	6%	14%	15%	11%	12%	11%	14%	10%	14%	12%	7%	11%	11%
City noises (e.g. traffic, people talking etc.)	3%	2%	1%	2%	12%	3%	8%	2%	3%	3%	4%	2%	3%	3%	2%
A kettle boiling	3%	2%	7%	3%	2%	4%	7%	3%	3%	6%	4%	3%	3%	5%	2%
Rain on a window	13%	12%	18%	9%	15%	14%	17%	9%	17%	16%	13%	11%	4%	13%	7%
None of these	12%	11%	15%	14%	21%	15%	12%	12%	12%	15%	15%	19%	22%	14%	11%
Don't know	4%	3%	5%	7%	-	5%	6%	3%	4%	6%	5%	6%	3%	5%	2%

Thinking about when you hear birdsong...

In general, which, if any, of the following describes how this make you feel? (Please select all that apply. If it doesn't make you feel anything in particular, please select the "Not applicable" option)

Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	<b>2083</b>	<b>1517</b>	<b>200</b>	<b>165</b>	<b>55</b>	<b>419</b>	<b>146</b>	<b>1136</b>	<b>960</b>	<b>169</b>	<b>198</b>	<b>152</b>	<b>65</b>	<b>431</b>	<b>774</b>
Happy	51%	53%	54%	42%	38%	47%	42%	57%	43%	42%	44%	47%	60%	48%	62%
Relaxed	50%	52%	49%	47%	55%	49%	37%	54%	46%	55%	54%	49%	51%	50%	56%
Peaceful	55%	57%	56%	47%	60%	53%	48%	58%	52%	53%	55%	54%	57%	55%	59%
Sad	1%	0%	1%	1%	-	1%	5%	0%	1%	-	1%	1%	1%	1%	0%
Stressed	1%	1%	0%	1%	2%	1%	3%	1%	2%	0%	2%	1%	-	1%	1%
Sleepy	2%	2%	3%	2%	3%	3%	4%	2%	2%	2%	2%	3%	5%	2%	2%
Irritated	5%	5%	4%	5%	6%	5%	7%	3%	8%	4%	5%	6%	3%	4%	2%
Other	2%	2%	1%	2%	-	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
Don't know	2%	2%	3%	4%	2%	3%	8%	2%	4%	4%	2%	4%	3%	4%	1%
Not applicable - birdsong does not make me feel anything in particular	9%	8%	11%	12%	7%	11%	10%	7%	10%	10%	10%	8%	11%	10%	6%
<b>Net: Positive</b>	<b>82%</b>	<b>83%</b>	<b>81%</b>	<b>78%</b>	<b>80%</b>	<b>80%</b>	<b>68%</b>	<b>87%</b>	<b>75%</b>	<b>79%</b>	<b>80%</b>	<b>80%</b>	<b>87%</b>	<b>80%</b>	<b>90%</b>
<b>Net: Negative</b>	<b>6%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>8%</b>	<b>5%</b>	<b>11%</b>	<b>4%</b>	<b>9%</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>5%</b>	<b>3%</b>

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Social Media/ Messaging service (within the last month)									
	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Generally, which ONE, if any, of the following sounds would you most like to wake up to?

	2083	1420	592	319	168	290	545	271	1154	1082	200
Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	<b>2083</b>	<b>1406</b>	<b>589</b>	<b>304</b>	<b>172</b>	<b>282</b>	<b>545</b>	<b>277</b>	<b>1149</b>	<b>1063</b>	<b>199</b>
Birds singing	54%	54%	51%	56%	50%	55%	48%	41%	54%	52%	53%
The radio	12%	12%	13%	10%	12%	14%	11%	11%	12%	12%	14%
City noises (e.g. traffic, people talking etc.)	3%	3%	4%	6%	4%	3%	5%	6%	3%	3%	4%
A kettle boiling	3%	3%	2%	2%	5%	2%	3%	4%	3%	3%	3%
Rain on a window	13%	13%	13%	11%	14%	16%	18%	21%	13%	14%	13%
None of these	12%	11%	14%	10%	11%	9%	13%	13%	11%	13%	13%
Don't know	4%	4%	3%	4%	5%	1%	3%	4%	3%	3%	1%

Thinking about when you hear birdsong...

In general, which, if any, of the following describes how this make you feel? (Please select all that apply. If it doesn't make you feel anything in particular, please select the "Not applicable" option)

	2083	1420	592	319	168	290	545	271	1154	1082	200
Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	<b>2083</b>	<b>1406</b>	<b>589</b>	<b>304</b>	<b>172</b>	<b>282</b>	<b>545</b>	<b>277</b>	<b>1149</b>	<b>1063</b>	<b>199</b>
Happy	51%	50%	47%	50%	48%	53%	46%	34%	49%	50%	52%
Relaxed	50%	53%	50%	55%	55%	56%	49%	44%	53%	51%	56%
Peaceful	55%	58%	57%	61%	52%	57%	59%	55%	57%	57%	56%
Sad	1%	1%	1%	0%	-	1%	1%	1%	1%	1%	1%
Stressed	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
Sleepy	2%	2%	2%	2%	2%	1%	1%	3%	3%	2%	1%
Irritated	5%	5%	6%	4%	4%	6%	6%	8%	5%	6%	4%
Other	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%
Don't know	2%	2%	2%	4%	5%	2%	2%	3%	2%	2%	2%
Not applicable - birdsong does not make me feel anything in particular	9%	8%	10%	6%	8%	7%	9%	11%	8%	7%	7%
<b>Net: Positive</b>	<b>82%</b>	<b>83%</b>	<b>80%</b>	<b>85%</b>	<b>82%</b>	<b>84%</b>	<b>81%</b>	<b>74%</b>	<b>83%</b>	<b>83%</b>	<b>87%</b>
<b>Net: Negative</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>7%</b>	<b>8%</b>	<b>10%</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>

**Teneo Blue Rubicon/YouGov Survey Results**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which ONE of the following statements do you think BEST describes nature in the UK?

Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855
Nature in the UK is thriving	2%	3%	2%	1%	1%	3%	2%	3%
Nature in the UK is doing well	27%	26%	27%	20%	24%	24%	30%	30%
Nature in the UK is not doing well	43%	44%	43%	45%	41%	41%	40%	46%
Nature in the UK is in crisis	15%	15%	15%	17%	18%	14%	13%	14%
Don't know	12%	12%	13%	18%	17%	18%	14%	7%
<b>Net: Doing well/ thriving</b>	<b>29%</b>	<b>29%</b>	<b>30%</b>	<b>20%</b>	<b>25%</b>	<b>27%</b>	<b>32%</b>	<b>33%</b>
<b>Net: Not doing well/ in crisis</b>	<b>58%</b>	<b>59%</b>	<b>58%</b>	<b>62%</b>	<b>58%</b>	<b>55%</b>	<b>53%</b>	<b>61%</b>

Thinking about the last 50 years (i.e. since 1969)...

Overall, do you think the bird population in the UK has increased, decreased or stayed about the same? (Please select the option that best applies)

Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855
Increased a lot	2%	3%	1%	3%	1%	3%	2%	2%
Increased a little	4%	4%	4%	5%	5%	4%	5%	2%
Stayed about the same	11%	11%	12%	14%	10%	14%	13%	9%
Decreased a little	33%	32%	35%	36%	38%	30%	31%	33%
Decreased a lot	35%	38%	33%	20%	25%	30%	33%	46%
Don't know	14%	12%	16%	22%	20%	18%	15%	7%
<b>Net: Increase</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>	<b>9%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>4%</b>
<b>Net: Decreased</b>	<b>69%</b>	<b>70%</b>	<b>67%</b>	<b>56%</b>	<b>63%</b>	<b>60%</b>	<b>64%</b>	<b>79%</b>

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Social Grade		Region									
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	

Which ONE of the following statements do you think BEST describes nature in the UK?

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	2083	1187	896	485	335	183	273	476	1752	100	175	56
Nature in the UK is thriving	2%	2%	3%	3%	3%	3%	1%	3%	3%	2%	-	5%
Nature in the UK is doing well	27%	27%	26%	30%	23%	24%	23%	28%	26%	36%	23%	31%
Nature in the UK is not doing well	43%	46%	40%	41%	43%	44%	43%	44%	43%	42%	51%	35%
Nature in the UK is in crisis	15%	14%	16%	13%	17%	18%	16%	15%	15%	14%	13%	14%
Don't know	12%	11%	15%	13%	13%	11%	17%	11%	13%	6%	13%	15%
<b>Net: Doing well/ thriving</b>	<b>29%</b>	<b>29%</b>	<b>29%</b>	<b>33%</b>	<b>27%</b>	<b>27%</b>	<b>24%</b>	<b>30%</b>	<b>29%</b>	<b>38%</b>	<b>23%</b>	<b>36%</b>
<b>Net: Not doing well/ in crisis</b>	<b>58%</b>	<b>60%</b>	<b>56%</b>	<b>54%</b>	<b>60%</b>	<b>62%</b>	<b>59%</b>	<b>59%</b>	<b>58%</b>	<b>56%</b>	<b>64%</b>	<b>49%</b>

Thinking about the last 50 years (i.e. since 1969)...

Overall, do you think the bird population in the UK has increased, decreased or stayed about the same? (Please select the option that best applies)

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	2083	1187	896	485	335	183	273	476	1752	100	175	56
Increased a lot	2%	1%	3%	3%	2%	1%	4%	1%	2%	2%	1%	4%
Increased a little	4%	3%	5%	5%	5%	3%	5%	3%	4%	2%	2%	1%
Stayed about the same	11%	12%	11%	12%	11%	10%	11%	11%	11%	17%	10%	15%
Decreased a little	33%	35%	31%	34%	29%	36%	34%	34%	33%	43%	30%	31%
Decreased a lot	35%	37%	34%	31%	38%	38%	34%	40%	36%	29%	35%	22%
Don't know	14%	12%	17%	14%	15%	13%	12%	11%	13%	7%	23%	26%
<b>Net: Increase</b>	<b>6%</b>	<b>5%</b>	<b>8%</b>	<b>8%</b>	<b>7%</b>	<b>4%</b>	<b>8%</b>	<b>4%</b>	<b>6%</b>	<b>4%</b>	<b>2%</b>	<b>6%</b>
<b>Net: Decreased</b>	<b>69%</b>	<b>72%</b>	<b>65%</b>	<b>65%</b>	<b>67%</b>	<b>74%</b>	<b>68%</b>	<b>74%</b>	<b>69%</b>	<b>72%</b>	<b>65%</b>	<b>52%</b>

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Government Region												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland

Which ONE of the following statements do you think BEST describes nature in the UK?

Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	2083	81	229	176	173	162	183	273	260	215	1752	100	175	56
Nature in the UK is thriving	2%	4%	3%	2%	4%	3%	3%	1%	4%	1%	3%	2%	-	5%
Nature in the UK is doing well	27%	25%	31%	32%	23%	23%	24%	23%	29%	26%	26%	36%	23%	31%
Nature in the UK is not doing well	43%	48%	39%	41%	46%	40%	44%	43%	42%	47%	43%	42%	51%	35%
Nature in the UK is in crisis	15%	10%	16%	10%	14%	20%	18%	16%	13%	17%	15%	14%	13%	14%
Don't know	12%	14%	11%	14%	12%	14%	11%	17%	12%	9%	13%	6%	13%	15%
<b>Net: Doing well/ thriving</b>	<b>29%</b>	<b>28%</b>	<b>34%</b>	<b>35%</b>	<b>27%</b>	<b>26%</b>	<b>27%</b>	<b>24%</b>	<b>33%</b>	<b>27%</b>	<b>29%</b>	<b>38%</b>	<b>23%</b>	<b>36%</b>
<b>Net: Not doing well/ in crisis</b>	<b>58%</b>	<b>58%</b>	<b>55%</b>	<b>52%</b>	<b>60%</b>	<b>60%</b>	<b>62%</b>	<b>59%</b>	<b>55%</b>	<b>65%</b>	<b>58%</b>	<b>56%</b>	<b>64%</b>	<b>49%</b>

Thinking about the last 50 years (i.e. since 1969)...

Overall, do you think the bird population in the UK has increased, decreased or stayed about the same? (Please select the option that best applies)

Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	2083	81	229	176	173	162	183	273	260	215	1752	100	175	56
Increased a lot	2%	6%	2%	3%	1%	3%	1%	4%	0%	2%	2%	2%	1%	4%
Increased a little	4%	1%	7%	5%	5%	5%	3%	5%	2%	5%	4%	2%	2%	1%
Stayed about the same	11%	18%	10%	12%	10%	12%	10%	11%	14%	8%	11%	17%	10%	15%
Decreased a little	33%	32%	36%	33%	32%	26%	36%	34%	35%	33%	33%	43%	30%	31%
Decreased a lot	35%	35%	31%	30%	39%	37%	38%	34%	39%	42%	36%	29%	35%	22%
Don't know	14%	8%	13%	18%	14%	17%	13%	12%	11%	11%	13%	7%	23%	26%
<b>Net: Increase</b>	<b>6%</b>	<b>7%</b>	<b>10%</b>	<b>7%</b>	<b>5%</b>	<b>8%</b>	<b>4%</b>	<b>8%</b>	<b>2%</b>	<b>7%</b>	<b>6%</b>	<b>4%</b>	<b>2%</b>	<b>6%</b>
<b>Net: Decreased</b>	<b>69%</b>	<b>67%</b>	<b>67%</b>	<b>62%</b>	<b>71%</b>	<b>62%</b>	<b>74%</b>	<b>68%</b>	<b>74%</b>	<b>74%</b>	<b>69%</b>	<b>72%</b>	<b>65%</b>	<b>52%</b>

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which ONE of the following statements do you think BEST describes nature in the UK?

Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	2083	859	296	1155	110	519	73	227	915	306	185	62	615
Nature in the UK is thriving	2%	2%	2%	2%	3%	3%	1%	2%	4%	2%	2%	-	1%
Nature in the UK is doing well	27%	27%	29%	27%	19%	27%	33%	24%	32%	26%	27%	27%	20%
Nature in the UK is not doing well	43%	42%	44%	43%	51%	49%	29%	34%	44%	44%	40%	54%	43%
Nature in the UK is in crisis	15%	14%	12%	13%	12%	15%	25%	21%	12%	16%	17%	13%	19%
Don't know	12%	15%	12%	14%	15%	5%	11%	18%	9%	12%	14%	6%	17%
<b>Net: Doing well/ thriving</b>	<b>29%</b>	<b>29%</b>	<b>31%</b>	<b>29%</b>	<b>22%</b>	<b>31%</b>	<b>35%</b>	<b>26%</b>	<b>35%</b>	<b>28%</b>	<b>28%</b>	<b>27%</b>	<b>21%</b>
<b>Net: Not doing well/ in crisis</b>	<b>58%</b>	<b>56%</b>	<b>57%</b>	<b>56%</b>	<b>63%</b>	<b>64%</b>	<b>54%</b>	<b>55%</b>	<b>55%</b>	<b>60%</b>	<b>57%</b>	<b>67%</b>	<b>62%</b>

Thinking about the last 50 years (i.e. since 1969)...

Overall, do you think the bird population in the UK has increased, decreased or stayed about the same? (Please select the option that best applies)

Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	2083	859	296	1155	110	519	73	227	915	306	185	62	615
Increased a lot	2%	2%	4%	2%	-	2%	4%	2%	2%	3%	1%	2%	2%
Increased a little	4%	4%	3%	4%	5%	2%	4%	7%	4%	4%	4%	-	4%
Stayed about the same	11%	14%	12%	14%	9%	9%	13%	8%	12%	12%	9%	6%	12%
Decreased a little	33%	33%	33%	33%	40%	33%	28%	32%	35%	33%	31%	35%	31%
Decreased a lot	35%	30%	29%	30%	31%	50%	28%	33%	35%	33%	44%	51%	32%
Don't know	14%	16%	19%	17%	15%	5%	24%	18%	12%	14%	12%	7%	19%
<b>Net: Increase</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>	<b>5%</b>	<b>4%</b>	<b>8%</b>	<b>10%</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>2%</b>	<b>6%</b>
<b>Net: Decreased</b>	<b>69%</b>	<b>64%</b>	<b>63%</b>	<b>64%</b>	<b>71%</b>	<b>83%</b>	<b>56%</b>	<b>64%</b>	<b>71%</b>	<b>66%</b>	<b>75%</b>	<b>86%</b>	<b>63%</b>



**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Children in Household						Parent/ Guardian								
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

Which ONE of the following statements do you think BEST describes nature in the UK?

Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	2083	1517	200	165	55	419	146	1136	960	169	198	152	65	431	774
Nature in the UK is thriving	2%	3%	1%	4%	-	2%	3%	3%	2%	2%	2%	2%	7%	2%	3%
Nature in the UK is doing well	27%	26%	29%	29%	33%	29%	26%	31%	21%	32%	26%	36%	35%	32%	31%
Nature in the UK is not doing well	43%	45%	38%	43%	36%	40%	35%	43%	44%	38%	42%	33%	33%	38%	45%
Nature in the UK is in crisis	15%	15%	13%	9%	16%	12%	21%	11%	19%	8%	9%	11%	14%	9%	12%
Don't know	12%	11%	19%	16%	15%	17%	16%	12%	13%	21%	20%	18%	12%	18%	9%
<b>Net: Doing well/ thriving</b>	<b>29%</b>	<b>29%</b>	<b>30%</b>	<b>32%</b>	<b>33%</b>	<b>31%</b>	<b>29%</b>	<b>34%</b>	<b>23%</b>	<b>33%</b>	<b>28%</b>	<b>39%</b>	<b>41%</b>	<b>34%</b>	<b>34%</b>
<b>Net: Not doing well/ in crisis</b>	<b>58%</b>	<b>61%</b>	<b>51%</b>	<b>52%</b>	<b>52%</b>	<b>51%</b>	<b>55%</b>	<b>54%</b>	<b>63%</b>	<b>46%</b>	<b>51%</b>	<b>44%</b>	<b>47%</b>	<b>47%</b>	<b>57%</b>

Thinking about the last 50 years (i.e. since 1969)...

Overall, do you think the bird population in the UK has increased, decreased or stayed about the same? (Please select the option that best applies)

Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	2083	1517	200	165	55	419	146	1136	960	169	198	152	65	431	774
Increased a lot	2%	2%	1%	3%	8%	2%	5%	2%	2%	3%	4%	3%	1%	2%	2%
Increased a little	4%	3%	7%	6%	8%	7%	4%	4%	4%	3%	6%	6%	7%	6%	3%
Stayed about the same	11%	10%	16%	13%	11%	14%	16%	11%	11%	11%	13%	18%	16%	14%	10%
Decreased a little	33%	33%	38%	36%	41%	37%	29%	34%	32%	39%	35%	34%	33%	34%	33%
Decreased a lot	35%	40%	26%	20%	17%	22%	28%	36%	35%	21%	22%	23%	29%	23%	43%
Don't know	14%	13%	14%	22%	15%	17%	19%	13%	15%	23%	21%	17%	12%	21%	9%
<b>Net: Increase</b>	<b>6%</b>	<b>5%</b>	<b>7%</b>	<b>9%</b>	<b>15%</b>	<b>9%</b>	<b>9%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>9%</b>	<b>9%</b>	<b>9%</b>	<b>8%</b>	<b>5%</b>
<b>Net: Decreased</b>	<b>69%</b>	<b>72%</b>	<b>63%</b>	<b>56%</b>	<b>59%</b>	<b>60%</b>	<b>56%</b>	<b>70%</b>	<b>67%</b>	<b>60%</b>	<b>57%</b>	<b>56%</b>	<b>62%</b>	<b>57%</b>	<b>75%</b>

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Social Media/ Messaging service (within the last month)									
	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Which ONE of the following statements do you think BEST describes nature in the UK?

	2083	1420	592	319	168	290	545	271	1154	1082	200
Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	2083	1406	589	304	172	282	545	277	1149	1063	199
Nature in the UK is thriving	2%	2%	2%	2%	4%	1%	2%	1%	2%	2%	3%
Nature in the UK is doing well	27%	27%	22%	28%	24%	26%	25%	20%	26%	28%	30%
Nature in the UK is not doing well	43%	45%	48%	51%	46%	47%	45%	46%	45%	44%	46%
Nature in the UK is in crisis	15%	14%	15%	12%	15%	17%	15%	13%	14%	13%	13%
Don't know	12%	12%	14%	7%	11%	9%	13%	20%	12%	13%	8%
<b>Net: Doing well/ thriving</b>	<b>29%</b>	<b>29%</b>	<b>24%</b>	<b>30%</b>	<b>28%</b>	<b>27%</b>	<b>26%</b>	<b>21%</b>	<b>29%</b>	<b>30%</b>	<b>33%</b>
<b>Net: Not doing well/ in crisis</b>	<b>58%</b>	<b>59%</b>	<b>62%</b>	<b>63%</b>	<b>61%</b>	<b>64%</b>	<b>60%</b>	<b>59%</b>	<b>59%</b>	<b>57%</b>	<b>59%</b>

Thinking about the last 50 years (i.e. since 1969)...

Overall, do you think the bird population in the UK has increased, decreased or stayed about the same? (Please select the option that best applies)

	2083	1420	592	319	168	290	545	271	1154	1082	200
Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	2083	1406	589	304	172	282	545	277	1149	1063	199
Increased a lot	2%	2%	1%	1%	3%	3%	1%	2%	2%	2%	2%
Increased a little	4%	4%	4%	5%	8%	3%	5%	4%	4%	4%	3%
Stayed about the same	11%	11%	13%	13%	13%	9%	13%	14%	12%	13%	14%
Decreased a little	33%	35%	35%	37%	36%	33%	35%	36%	34%	36%	28%
Decreased a lot	35%	34%	33%	33%	30%	37%	30%	24%	34%	31%	39%
Don't know	14%	14%	14%	12%	11%	14%	16%	21%	14%	14%	14%
<b>Net: Increase</b>	<b>6%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>11%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>5%</b>
<b>Net: Decreased</b>	<b>69%</b>	<b>69%</b>	<b>68%</b>	<b>70%</b>	<b>66%</b>	<b>70%</b>	<b>65%</b>	<b>60%</b>	<b>68%</b>	<b>67%</b>	<b>66%</b>

**Teneo Blue Rubicon/YouGov Survey Results**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Please read the following statement carefully, before answering the question that follows. The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855	
It makes me want to do something to save nature	30%	25%	34%	30%	37%	27%	28%	29%	
I'm shocked by this	37%	32%	42%	36%	38%	35%	40%	37%	
It upsets me	49%	45%	52%	47%	52%	42%	49%	51%	
It makes me angry	31%	31%	32%	32%	31%	29%	33%	32%	
I don't really care about this	2%	3%	1%	4%	3%	2%	3%	1%	
I had no idea that this was happening	27%	25%	28%	36%	30%	32%	25%	21%	
None of these	4%	6%	3%	4%	3%	4%	5%	5%	
Don't know	4%	3%	4%	7%	6%	5%	4%	1%	

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Social Grade		Region								
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

Please read the following statement carefully, before answering the question that follows. The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	<b>2083</b>	<b>1187</b>	<b>896</b>	<b>485</b>	<b>335</b>	<b>183</b>	<b>273</b>	<b>476</b>	<b>1752</b>	<b>100</b>	<b>175</b>	<b>56</b>
It makes me want to do something to save nature	30%	32%	27%	29%	28%	33%	28%	35%	31%	29%	25%	20%
I'm shocked by this	37%	37%	37%	39%	35%	33%	39%	36%	37%	44%	36%	37%
It upsets me	49%	51%	45%	44%	46%	54%	51%	52%	49%	60%	45%	37%
It makes me angry	31%	32%	31%	31%	38%	29%	30%	31%	32%	27%	31%	28%
I don't really care about this	2%	2%	2%	2%	3%	3%	3%	2%	2%	1%	3%	-
I had no idea that this was happening	27%	27%	26%	30%	25%	24%	28%	23%	26%	27%	29%	30%
None of these	4%	4%	5%	5%	3%	4%	6%	4%	4%	2%	7%	1%
Don't know	4%	2%	5%	4%	4%	5%	4%	2%	3%	2%	4%	10%

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Government Region												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland

Please read the following statement carefully, before answering the question that follows. The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	2083	81	229	176	173	162	183	273	260	215	1752	100	175	56	
It makes me want to do something to save nature	30%	35%	32%	23%	25%	31%	33%	28%	34%	37%	31%	29%	25%	20%	
I'm shocked by this	37%	41%	37%	42%	33%	37%	33%	39%	32%	40%	37%	44%	36%	37%	
It upsets me	49%	43%	45%	45%	49%	43%	54%	51%	51%	53%	49%	60%	45%	37%	
It makes me angry	31%	37%	30%	29%	36%	40%	29%	30%	28%	34%	32%	27%	31%	28%	
I don't really care about this	2%	1%	2%	2%	2%	3%	3%	3%	2%	2%	2%	1%	3%	-	
I had no idea that this was happening	27%	34%	29%	31%	23%	26%	24%	28%	26%	19%	26%	27%	29%	30%	
None of these	4%	2%	7%	4%	3%	4%	4%	6%	3%	5%	4%	2%	7%	1%	
Don't know	4%	5%	3%	6%	4%	3%	5%	4%	2%	2%	3%	2%	4%	10%	

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Working status						Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Please read the following statement carefully, before answering the question that follows. The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	2083	859	296	1155	110	519	73	227	915	306	185	62	615	
It makes me want to do something to save nature	30%	29%	30%	30%	34%	31%	28%	28%	30%	36%	23%	32%	28%	
I'm shocked by this	37%	37%	40%	38%	37%	35%	38%	39%	36%	41%	42%	36%	35%	
It upsets me	49%	46%	51%	47%	54%	53%	43%	45%	48%	49%	50%	51%	48%	
It makes me angry	31%	32%	24%	30%	32%	32%	32%	34%	28%	39%	32%	32%	33%	
I don't really care about this	2%	2%	1%	2%	7%	1%	3%	2%	1%	1%	2%	2%	4%	
I had no idea that this was happening	27%	30%	27%	29%	40%	18%	22%	26%	26%	26%	21%	15%	30%	
None of these	4%	5%	4%	5%	3%	4%	6%	4%	5%	3%	3%	-	4%	
Don't know	4%	3%	5%	4%	2%	1%	6%	8%	3%	4%	1%	-	5%	

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Children in Household						Parent/ Guardian							
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

Please read the following statement carefully, before answering the question that follows. The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	2083	1517	200	165	55	419	146	1136	960	169	198	152	65	431	774	
It makes me want to do something to save nature	30%	31%	27%	25%	31%	27%	27%	28%	32%	33%	24%	21%	28%	26%	29%	
I'm shocked by this	37%	37%	40%	41%	28%	39%	34%	38%	35%	40%	40%	30%	36%	39%	38%	
It upsets me	49%	50%	47%	44%	44%	46%	42%	49%	49%	42%	45%	42%	43%	45%	51%	
It makes me angry	31%	34%	30%	21%	25%	26%	24%	27%	36%	24%	23%	20%	22%	23%	30%	
I don't really care about this	2%	2%	2%	2%	-	2%	2%	1%	3%	2%	3%	3%	2%	2%	1%	
I had no idea that this was happening	27%	25%	30%	31%	33%	31%	29%	26%	27%	34%	30%	23%	22%	29%	24%	
None of these	4%	4%	5%	5%	10%	6%	1%	5%	4%	5%	5%	8%	8%	5%	5%	
Don't know	4%	3%	4%	4%	7%	5%	8%	3%	5%	7%	5%	6%	2%	5%	1%	

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Social Media/ Messaging service (within the last month)									
	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Please read the following statement carefully, before answering the question that follows. The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	2083	1406	589	304	172	282	545	277	1149	1063	199	
It makes me want to do something to save nature	30%	31%	29%	35%	25%	36%	32%	30%	31%	31%	32%	
I'm shocked by this	37%	39%	39%	36%	36%	45%	40%	38%	40%	39%	31%	
It upsets me	49%	51%	51%	52%	47%	54%	51%	49%	50%	49%	55%	
It makes me angry	31%	32%	34%	33%	31%	37%	35%	31%	34%	31%	31%	
I don't really care about this	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	
I had no idea that this was happening	27%	28%	29%	29%	25%	28%	31%	35%	29%	30%	24%	
None of these	4%	3%	3%	3%	2%	2%	2%	2%	3%	3%	3%	
Don't know	4%	3%	3%	3%	5%	2%	4%	6%	3%	3%	2%	



**Teneo Blue Rubicon/YouGov Survey Results**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Having read the information in the previous question, do you think each of the following are doing enough to protect nature in the UK, or should they be doing more?

**The government**

Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855
Should be doing more	84%	84%	84%	80%	87%	82%	87%	83%
Doing enough	6%	7%	5%	10%	3%	6%	4%	7%
Don't know	10%	9%	12%	9%	10%	13%	9%	10%

**The UK public**

Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855
Should be doing more	79%	78%	81%	77%	80%	75%	80%	81%
Doing enough	8%	9%	6%	10%	7%	9%	8%	7%
Don't know	13%	13%	13%	13%	14%	16%	12%	12%

**You personally**

Unweighted base	2083	954	1129	207	320	351	321	884
<b>Base: All UK adults</b>	2083	1010	1073	231	326	355	316	855
Should be doing more	60%	57%	63%	65%	67%	60%	60%	57%
Doing enough	24%	25%	22%	21%	16%	20%	21%	29%
Don't know	16%	17%	15%	14%	17%	19%	19%	14%

Cell Contents (Column Percentages)

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Social Grade		Region									
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	

Having read the information in the previous question, do you think each of the following are doing enough to protect nature in the UK, or should they be doing more?

**The government**

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	2083	1187	896	485	335	183	273	476	1752	100	175	56
Should be doing more	84%	85%	82%	81%	86%	80%	83%	85%	83%	88%	84%	82%
Doing enough	6%	6%	6%	7%	5%	9%	5%	5%	6%	7%	6%	5%
Don't know	10%	9%	12%	12%	9%	11%	12%	9%	11%	6%	10%	13%

**The UK public**

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	2083	1187	896	485	335	183	273	476	1752	100	175	56
Should be doing more	79%	81%	77%	79%	79%	78%	77%	81%	79%	86%	76%	77%
Doing enough	8%	7%	8%	7%	8%	9%	8%	7%	8%	7%	7%	9%
Don't know	13%	11%	15%	14%	12%	12%	15%	12%	13%	8%	17%	14%

**You personally**

Unweighted base	2083	1255	828	484	330	181	272	472	1739	102	182	60
<b>Base: All UK adults</b>	2083	1187	896	485	335	183	273	476	1752	100	175	56
Should be doing more	60%	62%	58%	62%	58%	62%	59%	62%	61%	65%	55%	56%
Doing enough	24%	24%	23%	22%	26%	28%	20%	24%	24%	27%	23%	21%
Don't know	16%	15%	18%	16%	17%	10%	21%	14%	16%	8%	22%	24%

Cell Contents (C)

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Government Region												
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland

Having read the information in the previous question, do you think each of the following are doing enough to protect nature in the UK, or should they be doing more?

**The government**

Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	2083	81	229	176	173	162	183	273	260	215	1752	100	175	56
Should be doing more	84%	82%	81%	82%	85%	87%	80%	83%	85%	86%	83%	88%	84%	82%
Doing enough	6%	7%	6%	7%	6%	4%	9%	5%	5%	5%	6%	7%	6%	5%
Don't know	10%	10%	13%	11%	9%	9%	11%	12%	10%	9%	11%	6%	10%	13%

**The UK public**

Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	2083	81	229	176	173	162	183	273	260	215	1752	100	175	56
Should be doing more	79%	77%	80%	79%	78%	81%	78%	77%	82%	80%	79%	86%	76%	77%
Doing enough	8%	11%	6%	7%	8%	9%	9%	8%	6%	9%	8%	7%	7%	9%
Don't know	13%	11%	15%	14%	14%	10%	12%	15%	12%	11%	13%	8%	17%	14%

**You personally**

Unweighted base	2083	81	225	178	168	162	181	272	259	213	1739	102	182	60
<b>Base: All UK adults</b>	2083	81	229	176	173	162	183	273	260	215	1752	100	175	56
Should be doing more	60%	64%	61%	63%	58%	57%	62%	59%	65%	58%	61%	65%	55%	56%
Doing enough	24%	22%	20%	24%	23%	28%	28%	20%	23%	26%	24%	27%	23%	21%
Don't know	16%	13%	19%	13%	19%	15%	10%	21%	12%	16%	16%	8%	22%	24%

Cell Contents (C)

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Having read the information in the previous question, do you think each of the following are doing enough to protect nature in the UK, or should they be doing more?

**The government**

Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	2083	859	296	1155	110	519	73	227	915	306	185	62	615
Should be doing more	84%	85%	83%	85%	85%	82%	82%	83%	82%	89%	86%	89%	82%
Doing enough	6%	5%	7%	6%	8%	6%	4%	6%	7%	4%	4%	4%	6%
Don't know	10%	9%	11%	10%	7%	12%	14%	11%	11%	7%	10%	8%	12%

**The UK public**

Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	2083	859	296	1155	110	519	73	227	915	306	185	62	615
Should be doing more	79%	79%	80%	79%	79%	81%	77%	74%	79%	83%	81%	89%	76%
Doing enough	8%	8%	8%	8%	6%	7%	8%	9%	8%	7%	8%	7%	8%
Don't know	13%	12%	12%	12%	14%	12%	15%	17%	13%	10%	12%	5%	15%

**You personally**

Unweighted base	2083	853	300	1153	91	551	68	220	932	309	191	64	587
<b>Base: All UK adults</b>	2083	859	296	1155	110	519	73	227	915	306	185	62	615
Should be doing more	60%	62%	62%	62%	65%	55%	65%	60%	59%	69%	58%	67%	59%
Doing enough	24%	20%	24%	21%	25%	31%	14%	21%	26%	18%	25%	24%	22%
Don't know	16%	18%	14%	17%	10%	14%	21%	19%	15%	14%	17%	9%	19%

Cell Contents (C)

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019

Sample Size: 2083 UK adults

Total	Children in Household						Parent/ Guardian								
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

Having read the information in the previous question, do you think each of the following are doing enough to protect nature in the UK, or should they be doing more?

**The government**

Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	2083	1517	200	165	55	419	146	1136	960	169	198	152	65	431	774
Should be doing more	84%	84%	85%	83%	80%	83%	82%	83%	85%	83%	86%	80%	88%	83%	83%
Doing enough	6%	6%	6%	7%	4%	6%	8%	6%	6%	6%	5%	6%	8%	5%	7%
Don't know	10%	10%	9%	9%	16%	10%	10%	11%	10%	11%	9%	14%	4%	12%	10%

**The UK public**

Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	2083	1517	200	165	55	419	146	1136	960	169	198	152	65	431	774
Should be doing more	79%	80%	79%	80%	73%	79%	74%	80%	79%	77%	78%	76%	82%	76%	82%
Doing enough	8%	7%	9%	8%	7%	8%	12%	7%	9%	10%	7%	7%	8%	8%	6%
Don't know	13%	13%	13%	12%	19%	13%	14%	13%	13%	13%	15%	17%	11%	15%	12%

**You personally**

Unweighted base	2083	1540	194	160	51	405	138	1152	943	164	185	150	66	423	795
<b>Base: All UK adults</b>	2083	1517	200	165	55	419	146	1136	960	169	198	152	65	431	774
Should be doing more	60%	59%	70%	55%	60%	63%	63%	59%	61%	64%	62%	54%	58%	61%	59%
Doing enough	24%	25%	14%	28%	19%	20%	19%	25%	22%	21%	20%	25%	28%	20%	26%
Don't know	16%	16%	15%	18%	21%	17%	17%	16%	16%	15%	19%	21%	14%	19%	14%

Cell Contents (C)

**Teneo Blue Rubicon/YouGov Survey Result**  
**RSPB**

Fieldwork: 5th - 8th April 2019  
Sample Size: 2083 UK adults

Total	Social Media/ Messaging service (within the last month)									
	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Having read the information in the previous question, do you think each of the following are doing enough to protect nature in the UK, or should they be doing more?

**The government**

Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	2083	1406	589	304	172	282	545	277	1149	1063	199
Should be doing more	84%	85%	86%	86%	86%	87%	86%	84%	86%	86%	86%
Doing enough	6%	6%	5%	8%	5%	4%	6%	5%	6%	5%	8%
Don't know	10%	9%	9%	6%	10%	9%	8%	11%	8%	9%	6%

**The UK public**

Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	2083	1406	589	304	172	282	545	277	1149	1063	199
Should be doing more	79%	80%	78%	79%	80%	86%	79%	77%	80%	81%	80%
Doing enough	8%	7%	9%	8%	6%	5%	8%	8%	8%	7%	9%
Don't know	13%	13%	13%	13%	14%	9%	13%	15%	12%	12%	11%

**You personally**

Unweighted base	2083	1420	592	319	168	290	545	271	1154	1082	200
<b>Base: All UK adults</b>	2083	1406	589	304	172	282	545	277	1149	1063	199
Should be doing more	60%	63%	64%	64%	62%	68%	68%	65%	64%	66%	62%
Doing enough	24%	21%	21%	21%	22%	20%	17%	17%	22%	19%	26%
Don't know	16%	16%	15%	15%	16%	12%	15%	18%	14%	16%	11%

Cell Contents (C)