

Fieldwork: 11th - 12th September 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP		Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1819	X	X	X	X	550	442	387	882	937	216	460	622	520	1037	782	233	591	389	447	158	
Unweighted Sample	1819	434	534	96	218	539	442	412	904	915	156	384	691	588	1199	620	243	613	342	454	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 = Not at all optimistic and 10 = Very optimistic, how optimistic, if at all, are you about the economy recovering?

0 - Not at all optimistic	5	0	9	3	7	1	10	5	5	5	1	5	7	4	5	5	5	3	7	4	11
1	2	0	4	1	3	0	4	3	3	2	3	1	2	3	2	2	0	3	2	2	5
2	6	2	9	8	5	3	8	7	5	6	4	3	7	7	5	6	6	5	6	6	4
3	10	3	18	4	10	6	15	10	10	9	8	12	10	8	9	11	9	7	6	15	16
4	9	5	10	10	5	7	8	11	8	9	4	11	9	9	10	8	9	9	8	9	10
5	15	9	14	12	19	11	16	15	14	15	16	16	11	18	13	16	15	15	13	16	11
6	16	18	15	21	18	18	14	18	13	18	14	15	17	16	16	15	19	18	16	13	11
7	15	26	9	21	11	21	10	18	17	13	12	18	16	12	18	12	13	17	15	15	10
8	10	20	5	14	9	19	4	8	12	8	7	8	10	13	11	9	6	11	12	9	8
9	3	7	2	1	1	6	3	1	4	2	5	2	3	2	3	2	4	2	3	2	5
10 - Very optimistic	3	7	1	0	2	5	3	0	5	1	8	4	1	3	3	3	9	2	1	3	3
MEAN	7	8	6	7	7	8	6	6	7	7	8	7	6	7	7	7	7	7	7	7	6
MEDIAN	7	8	5	7	7	8	6	6	7	7	8	7	7	7	7	7	7	7	7	6	6
Not applicable - I don't think the economy will recover	2	1	2	2	6	1	2	2	2	3	2	1	2	4	2	4	3	2	3	3	0
Don't know	4	2	2	2	3	2	3	3	2	6	16	4	3	1	3	6	2	5	6	3	4

On a scale of 0 to 10, where 0 = Not at all optimistic and 10 = Very optimistic, how optimistic, if at all, are you about the environment recovering (i.e. so that the natural resources we use are in balance with the natural resources available)?

0 - Not at all optimistic	6	2	8	12	6	2	8	8	7	5	5	7	8	4	7	6	7	5	7	6	9
1	4	3	5	4	2	3	5	4	3	4	3	4	4	4	4	3	3	5	2	4	4
2	6	4	7	8	7	3	7	8	6	6	6	7	7	4	6	6	7	7	6	6	4
3	11	9	16	8	12	9	13	13	12	10	17	13	9	10	12	11	11	13	6	14	11
4	13	11	14	13	9	11	12	16	12	14	9	16	14	11	14	11	12	13	14	11	15
5	20	21	19	11	18	24	20	17	18	22	16	16	18	28	17	24	18	19	19	24	19
6	15	21	11	27	14	20	11	16	17	13	9	16	16	16	16	14	17	16	18	12	10
7	8	9	9	9	9	11	9	7	8	8	9	5	9	9	8	8	10	6	8	9	8
8	5	8	5	4	5	6	6	4	5	4	0	6	5	5	6	4	4	5	6	4	6
9	1	2	0	1	0	1	0	1	2	0	1	1	1	1	1	0	1	1	1	0	3
10 - Very optimistic	2	3	1	0	2	2	3	0	3	1	6	2	1	1	2	2	4	1	0	3	3
MEAN	6	7	6	6	7	7	6	6	6	6	7	6	6	6	6	6	6	6	7	6	6
MEDIAN	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Not applicable - I don't think the environment will recover	4	4	3	0	8	3	4	2	2	5	3	3	3	6	3	5	4	4	4	4	4
Don't know	6	4	3	2	8	5	4	3	4	7	16	6	4	2	4	7	3	6	8	4	4

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

On a scale of 0 to 10, where 0 = Not at all confident and 10 = Very confident, how confident, if at all, are you that the problems of the economy can be fixed?

0 - Not at all confident	4	1	6	3	8	1	8	4	4	4	1	3	5	6	4	4	3	3	5	4	9
1	2	1	2	0	2	2	2	1	1	2	1	1	3	1	1	3	2	2	0	3	1
2	4	2	5	6	3	1	4	4	3	5	2	4	4	4	4	4	3	4	3	3	6
3	7	1	10	11	14	3	11	9	6	9	5	9	8	6	7	8	11	5	6	8	11
4	6	3	7	3	8	3	8	7	7	6	2	5	8	7	6	7	4	7	7	4	10
5	15	11	17	10	9	11	19	15	14	15	15	17	11	17	14	15	12	16	12	17	14
6	16	18	19	12	6	16	13	18	17	16	9	20	18	14	16	16	16	16	17	16	16
7	20	26	17	29	22	25	15	23	19	20	22	18	20	19	21	18	21	21	22	19	9
8	11	19	8	12	10	18	8	9	12	9	9	12	10	11	13	8	10	10	13	10	11
9	4	8	2	5	2	7	2	3	5	3	6	1	4	6	4	4	8	3	3	4	3
10 - Very confident	3	6	2	2	5	5	4	1	5	1	7	4	2	3	3	3	2	4	1	5	3
MEAN	7	8	7	7	7	8	6	7	7	7	9	7	7	7	7	7	7	7	7	7	6
MEDIAN	7	8	7	8	7	8	6	7	7	7	8	7	7	7	7	7	7	7	7	7	6
Not applicable - I don't think the problems of the economy can be fixed	3	2	3	1	7	2	3	2	2	3	6	2	1	4	2	3	3	3	2	3	1
Don't know	6	3	2	5	3	4	3	4	3	7	15	6	5	2	4	8	4	5	8	5	5

On a scale of 0 to 10, where 0 = Not at all confident and 10 = Very confident, how confident, if at all, are you that the problems of the environment can be fixed (i.e. so that the natural resources we use are in balance with the natural resources available)?

0 - Not at all confident	5	4	6	5	7	3	8	5	6	5	2	5	7	5	6	4	4	4	6	6	8
1	2	1	3	2	1	1	3	1	2	3	2	3	2	2	1	4	4	3	1	1	3
2	6	4	7	8	5	4	6	8	5	7	7	5	8	5	6	6	9	6	5	7	3
3	10	9	10	12	12	8	11	12	10	10	7	9	9	13	10	10	10	10	9	8	16
4	12	12	13	12	8	11	12	15	11	13	10	14	12	11	12	12	10	12	12	13	12
5	19	17	19	16	15	19	17	19	19	18	18	18	19	19	19	17	15	21	16	20	18
6	14	15	14	11	16	15	14	12	16	12	13	15	11	17	13	15	21	12	14	13	13
7	12	16	10	17	12	18	10	12	11	12	7	10	14	13	10	14	10	13	13	12	6
8	5	8	7	4	2	7	6	5	6	5	6	5	6	5	7	3	3	4	8	5	8
9	2	2	3	10	2	1	3	4	4	1	2	3	3	1	3	1	4	2	2	3	2
10 - Very confident	2	4	1	1	3	3	3	1	3	1	3	3	2	1	3	1	2	2	1	4	1
MEAN	7	7	6	6	7	7	6	6	7	7	8	7	6	6	7	7	6	7	7	7	6
MEDIAN	6	7	6	6	7	7	6	6	6	6	7	6	6	6	6	6	6	6	7	6	6
Not applicable - I don't think the problems of the environment can be fixed	5	5	4	1	10	5	4	3	3	6	6	4	3	6	4	5	4	6	3	4	7
Don't know	6	4	3	2	7	6	5	3	5	8	16	6	6	3	4	9	4	7	11	4	4

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

Which ONE of the following are you most likely to trust when it comes to dealing with issues on the economy?

Bank of England	22	28	22	27	21	27	25	20	26	18	15	18	23	27	22	21	19	25	23	22	13
Academics	12	9	17	13	8	7	13	17	13	12	23	17	11	5	15	9	16	10	13	13	12
Businesses	10	17	6	13	19	17	9	9	13	8	6	7	10	17	12	9	10	12	14	5	10
Close friends and family	10	6	12	5	10	7	9	10	9	11	12	13	9	8	8	13	9	9	7	12	18
Government	7	14	5	10	3	13	4	6	8	6	5	6	9	6	9	5	5	6	9	9	5
Media	2	1	3	1	3	2	2	2	2	2	3	2	1	3	2	2	3	2	2	1	6
Other / High street banks	1	1	0	2	3	1	2	2	1	1	0	2	0	2	2	1	2	2	0	1	1
Other	4	1	5	6	3	2	5	5	4	3	5	4	4	3	4	3	7	3	4	3	4
Don't know	31	23	30	23	31	25	32	29	23	38	30	31	33	29	26	37	29	32	28	33	32

Which ONE of the following are you most likely to trust when it comes to dealing with issues on environmental sustainability?

Environmental organisations (e.g. charities, pressure groups)	34	31	42	38	28	30	42	42	33	36	24	30	39	37	38	30	37	34	31	38	31
Academics	17	17	18	31	12	14	14	25	17	17	28	25	14	8	21	12	21	15	20	15	13
Government	7	11	8	7	4	11	7	5	9	5	8	4	8	8	6	8	7	6	9	7	4
Close friends and family	4	2	3	2	8	3	4	3	4	4	2	3	5	4	3	5	2	4	4	2	10
Businesses	3	4	1	0	3	3	3	0	4	2	2	5	2	2	2	4	1	2	3	2	7
Media	3	4	2	4	4	5	1	1	4	2	8	2	2	3	3	4	8	2	4	1	6
Other	4	3	3	3	9	3	3	3	5	3	2	4	4	4	3	5	1	4	5	3	5
Don't know	29	28	23	15	31	31	26	20	25	32	27	26	27	34	25	34	22	33	24	32	25

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Unweighted Sample	1819	434	534	96	218	539	442	412	904	915	156	384	691	588	1199	620	243	613	342	454	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following do you think will be most effective in helping the economy to recover?

Businesses	22	35	15	14	30	34	13	21	26	19	13	14	28	27	27	16	20	24	27	17	23
Consumers	18	16	25	20	22	19	21	20	21	17	14	16	18	23	18	19	16	21	17	16	23
Governments	17	21	22	26	11	16	21	18	17	17	18	25	15	13	17	18	18	14	17	22	14
Banks	5	5	5	9	1	4	3	6	5	4	9	6	5	2	3	6	9	3	3	6	4
Other countries around the world	5	8	5	5	3	6	7	4	7	4	5	6	5	6	6	4	4	5	4	7	6
International organisations	3	3	4	5	2	2	3	3	3	3	5	2	3	3	4	3	2	4	2	2	5
Other	2	1	1	1	1	1	3	1	2	2	1	3	1	1	2	2	2	1	2	1	2
Not applicable - I don't think the economy will recover	7	1	8	9	16	2	11	7	7	7	5	5	7	9	6	7	6	6	6	9	8
Don't know	20	11	16	10	14	14	18	18	13	27	32	23	18	17	17	25	21	22	20	20	16

Which ONE of the following do you think will be most effective in helping the environment to recover (i.e. so that the natural resources we use are in balance with the natural resources available)?

Environment organisations (e.g. charities, pressure groups)	22	17	26	27	21	18	27	24	19	25	12	17	22	30	23	21	21	21	23	23	20
Governments	14	19	15	22	6	16	13	15	17	11	17	17	13	10	16	10	15	14	13	14	9
Consumers	11	13	10	17	17	13	11	11	10	12	12	9	13	11	11	12	11	12	11	10	11
International organisations	10	10	11	14	6	9	9	13	13	8	13	10	10	9	11	10	15	10	10	8	11
Other countries around the world	6	7	6	3	12	9	6	5	6	7	5	5	6	9	5	8	6	6	9	5	8
Businesses	5	8	4	4	5	7	2	8	7	3	5	9	4	3	7	3	5	6	4	5	4
Other	3	2	3	3	3	2	3	3	3	2	3	4	3	1	3	3	2	1	3	3	6
Not applicable - I don't think the environment will recover	9	8	8	4	14	8	10	5	8	9	4	8	9	10	8	9	9	7	6	9	17
Don't know	20	16	17	6	16	19	18	16	17	24	28	22	19	17	17	25	16	22	20	22	14

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

Do you think businesses are taking environmental sustainability issues more or less seriously than five years ago, or has there been no change?

More seriously	30	40	28	37	26	36	27	30	29	32	35	31	30	28	34	25	34	31	30	28	31
Less seriously	12	9	14	16	9	9	12	16	13	11	11	12	11	11	11	12	13	9	12	13	11
No change - businesses are taking it just as seriously	18	25	15	18	20	24	16	16	21	15	12	17	17	23	17	20	20	18	17	18	19
No change - businesses are still not taking it seriously	26	17	33	27	34	19	30	30	26	26	15	23	31	27	25	27	19	28	24	28	27
Don't know	14	10	10	3	12	11	15	8	11	16	26	16	10	11	12	16	13	14	17	13	11

Can you name one company that you think is taking environmental sustainability seriously in their daily business operations?

[Those who could name a company n=586; those who said 'Don't know' n=1233]

Would you say you lead a more or less environmentally sustainable life than five years ago, or has there been no change?

More environmentally sustainable	43	48	45	52	34	43	43	53	43	43	33	45	45	43	45	39	39	39	46	47	44
Less environmentally sustainable	5	4	7	3	4	3	9	3	5	4	7	8	3	2	4	5	4	3	5	7	4
No change - I am just as environmentally sustainable as before	36	35	34	39	42	40	32	35	35	37	30	30	37	43	34	38	34	42	32	32	37
No change - I am still not environmentally sustainable	8	6	8	4	13	6	8	4	10	5	12	8	6	7	8	7	13	7	4	7	9
Don't know	9	7	6	2	8	8	9	5	7	11	18	10	9	5	8	11	10	9	12	7	6

Would you say you are more or less likely to buy an environmentally sustainable product and/or service (e.g. organic foods, car sharing) compared to 5 years ago, or has there been no change?

More likely	27	28	32	30	17	24	28	34	26	29	30	29	27	26	31	22	33	26	27	26	28
Less likely	6	5	6	13	6	4	9	6	7	4	11	8	5	1	6	5	8	3	5	8	6
No change - I am just as likely as before to buy an environmentally sustainable product and/or service	43	43	44	46	40	44	42	46	43	43	31	40	43	51	44	42	36	44	46	42	43
No change - I am still not likely to buy a environmentally sustainable product and/or service	13	16	9	7	23	19	8	7	15	10	10	8	15	16	11	15	13	15	9	12	17
Don't know	11	9	9	3	14	9	13	7	9	14	18	15	10	7	8	16	11	11	13	12	6

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

Which ONE of the following best reflects your reasons for this?*

[Asked to all those who said they are MORE likely to buy an environmentally product and/or service n=537]

I am more concerned about the personal impact of what I buy now on the environment than I was 5 years ago	45	43	42	48	61	42	46	42	42	48	46	34	44	57	43	50	48	41	49	47	39
I am more informed about sustainable products	25	27	23	29	7	28	20	23	24	25	18	30	25	22	26	22	15	28	21	29	29
Sustainable products are more available	19	17	22	9	20	18	24	19	18	19	16	19	24	13	19	17	25	19	20	12	20
Sustainable products provide more advantages than standard products	6	8	6	8	8	7	4	5	9	4	12	9	2	6	6	6	6	3	7	8	7
Sustainable products are cheaper	4	2	6	3	4	3	5	6	4	3	5	6	3	1	3	4	6	4	2	2	6
Other	2	3	2	3	0	2	0	5	3	1	4	3	2	0	2	2	0	5	1	1	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Which ONE of the following best reflects your reasons for this?*

[Asked to all those who said they are MORE likely to buy an environmentally product and/or service n=70]

Sustainable products are too expensive	40	46	30	37	52	65	25	54	33	49	26	31	53	72	48	28	43	62	54	20	36
I don't think sustainable products are more advantageous than standard products	23	3	35	57	11	12	29	39	19	29	26	40	5	11	26	20	8	4	42	39	0
I am not concerned about the personal impact of what I buy on the environment	14	3	7	0	13	10	8	0	23	0	42	2	6	9	8	23	45	16	0	6	0
I don't know enough about sustainable products	12	31	11	0	24	10	24	0	15	9	6	16	15	0	15	9	5	0	0	28	17
Sustainable products are not easily available	9	17	15	0	0	3	11	3	8	10	0	10	15	8	1	21	0	19	4	2	47
Other	1	0	0	6	0	0	1	4	1	2	0	0	4	0	2	0	0	0	0	4	0
Don't know	1	0	2	0	0	0	1	0	1	0	0	0	2	0	1	0	0	0	0	2	0

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.