

YouGov / Fauna and Flora Survey Results

Sample Size: 2193 Adults in GB
Fieldwork: 20th - 21st March 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Parent Status	
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	Parent	Not a parent
Weighted Sample	2193	395	564	202	237	770	783	1061	1132	230	906	542	515	1250	943	1897	105	191	520	360	265	752	1134	1059
Unweighted Sample	2193	369	635	223	268	969	819	984	1209	97	827	569	700	1346	847	1873	121	199	529	337	218	789	1245	948
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think we are currently doing enough or should we be doing more to prevent animals and plants becoming extinct?

We are currently doing enough	18	27	11	10	28	12	22	23	14	20	15	17	23	19	17	18	16	17	16	17	28	18	20	16
We should be doing more	70	61	79	81	60	77	65	66	74	72	72	71	65	70	70	70	67	70	72	69	64	72	68	72
Don't know	12	12	10	8	12	10	13	12	12	8	13	11	12	10	14	11	17	13	13	14	8	11	12	12

How interested, if at all, would you be in learning how you personally could do more to protect nature?

Very interested	21	17	21	24	17	20	20	18	24	29	21	19	18	21	21	21	18	22	18	22	20	22	19	22
Fairly interested	49	48	55	55	43	54	43	48	50	53	49	51	45	52	46	49	52	45	53	48	49	48	49	50
TOTAL INTERESTED	70	65	76	79	60	74	63	66	74	82	70	70	63	73	67	70	70	67	71	70	69	70	68	72
Not very interested	16	20	15	12	26	14	21	20	13	11	15	16	22	16	17	16	18	20	16	16	20	15	18	15
Not at all interested	7	8	4	4	6	5	8	9	4	4	8	5	8	7	7	7	3	8	6	7	6	7	8	6
TOTAL NOT INTERESTED	23	28	19	16	32	19	29	29	17	15	23	21	30	23	24	23	21	28	22	23	26	22	26	21
Don't know	7	7	4	5	8	6	8	5	8	2	7	8	6	5	9	7	9	4	6	7	5	8	6	7

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Do you think each of the following should generally be doing more or less to help protect the natural environment, or are they doing enough?

Myself

Should be doing more	47	39	56	52	32	53	38	43	50	53	53	44	35	50	43	47	43	42	51	45	50	46	43	51
Doing enough	43	54	36	40	56	38	51	46	40	42	35	45	55	41	46	43	40	51	40	45	39	45	48	38
Should be doing less	1	1	0	1	4	0	2	2	1	1	1	2	1	1	2	1	4	0	1	3	1	1	1	1
Don't know	9	7	8	7	7	8	9	9	8	5	10	9	8	8	9	9	14	6	8	7	10	9	7	10

My family and friends

Should be doing more	43	36	47	47	27	49	35	40	45	48	47	43	32	46	39	43	38	43	46	41	45	41	40	45
Doing enough	41	48	39	38	56	37	47	44	38	40	36	40	50	40	42	41	40	43	38	42	40	42	44	37
Should be doing less	1	1	1	0	2	0	2	2	1	4	1	1	1	0	2	1	2	1	2	1	1	1	1	1
Don't know	15	14	13	15	15	13	16	15	16	8	16	16	16	14	17	15	20	14	14	17	13	16	15	16

My local community

Should be doing more	53	50	56	57	47	58	51	52	55	57	55	54	49	55	52	54	53	50	58	52	54	52	51	56
Doing enough	33	37	31	33	39	31	35	34	32	29	31	33	38	33	33	32	30	41	30	29	33	34	36	30
Should be doing less	1	1	0	0	3	0	1	2	1	3	1	1	2	1	1	1	1	0	1	2	1	1	1	1
Don't know	13	11	13	11	12	11	13	12	13	11	14	13	12	12	14	13	17	9	10	18	13	13	12	13

Local businesses

Should be doing more	55	50	58	59	46	60	54	53	56	45	57	58	52	55	54	55	49	49	57	58	56	53	54	55
Doing enough	29	33	28	25	33	25	28	33	25	46	26	25	30	28	29	28	27	34	28	25	29	29	28	29
Should be doing less	1	1	0	0	3	0	2	2	1	1	1	2	2	2	1	1	3	1	1	2	1	1	1	2
Don't know	15	16	13	16	18	15	16	13	18	8	16	16	16	15	16	15	21	15	14	15	14	16	16	14

UK businesses

Should be doing more	72	62	81	83	56	79	66	70	74	82	74	71	66	73	71	72	70	75	72	74	70	72	69	75
Doing enough	14	21	8	8	26	10	16	17	11	14	12	14	16	14	13	14	12	13	13	13	17	13	15	12
Should be doing less	2	2	2	0	3	0	3	3	1	0	2	2	2	2	2	2	1	0	3	1	0	2	2	1
Don't know	13	15	9	9	15	11	16	10	15	5	13	13	16	12	14	12	18	12	12	12	12	13	14	11

Global businesses

Should be doing more	81	76	88	91	70	86	77	81	82	90	82	82	76	83	78	81	80	84	80	82	83	80	79	84
Doing enough	7	11	5	4	10	6	9	10	5	7	7	6	9	7	7	8	4	6	9	6	7	8	9	6
Should be doing less	2	1	1	0	6	1	2	2	1	0	1	3	2	1	2	2	1	2	3	2	1	1	2	1
Don't know	10	12	7	6	14	7	13	7	12	3	10	9	13	8	12	10	15	8	9	9	9	11	10	9

The government

Should be doing more	79	74	81	88	70	84	74	75	82	79	80	78	76	80	77	79	80	78	77	81	77	79	77	80
Doing enough	12	17	12	7	10	10	14	15	8	15	10	11	13	11	12	12	6	11	13	8	15	12	12	11
Should be doing less	3	2	0	0	9	1	4	4	1	3	2	3	3	2	3	3	0	3	4	4	0	2	3	2
Don't know	7	7	6	5	11	6	9	5	9	3	8	7	7	7	8	7	13	8	5	7	8	7	8	7

Charities

Should be doing more	36	33	37	39	33	38	36	34	37	29	37	37	35	35	37	35	39	38	38	35	32	34	35	36
Doing enough	44	44	45	47	40	46	40	45	43	59	43	40	42	47	40	44	35	46	43	44	47	44	43	45
Should be doing less	2	2	1	1	6	2	3	4	1	1	2	4	3	2	3	2	2	3	4	2	3	2	3	2
Don't know	18	21	16	13	22	15	21	17	19	11	18	19	20	16	20	18	24	13	15	19	18	20	19	17

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

Which of the following, if any, do you think are your biggest barriers to taking action to protect nature? Please tick all that apply

I don't feel like I have much influence in my local area or community	40	35	44	40	32	42	35	41	39	45	40	38	39	41	38	40	31	37	41	40	45	39	38	41
I don't know where to start or what to do	35	31	43	37	25	37	30	31	38	43	42	31	22	35	34	34	36	40	38	33	36	31	31	38
It takes time	27	26	32	34	19	29	21	26	29	37	31	24	19	29	25	27	32	28	27	25	32	26	23	31
It is generally more expensive to do so	26	24	32	27	25	26	22	26	27	37	28	26	19	26	26	27	24	22	29	27	31	23	25	28
Other things are more important to me	14	16	12	12	14	13	15	16	11	6	15	12	15	16	11	13	14	14	13	11	18	13	16	11
I don't have any outside space	10	6	11	6	7	10	7	11	9	13	13	6	7	9	10	10	10	10	10	6	18	8	6	13
Lack of transport	8	6	9	11	2	8	6	6	9	12	7	7	7	7	8	8	6	7	9	8	10	6	6	10
I think enough is already being done for nature	5	8	3	4	9	4	7	7	3	4	4	5	7	5	5	5	2	4	5	3	5	7	6	4
I would like to, but my family members / friends don't agree	2	1	1	0	3	1	1	2	2	4	2	1	1	2	1	2	3	1	2	2	3	1	1	2
Other [See Tab 1]	6	5	5	8	5	7	6	5	6	6	4	5	8	5	6	6	1	8	4	9	3	6	6	5
None – there are no barriers to me taking action	11	15	8	11	15	11	16	12	11	6	6	15	19	11	13	11	19	11	10	11	8	13	14	8
Don't know	6	7	5	2	6	6	7	6	6	4	7	6	6	5	8	6	9	7	5	7	5	6	5	7

How important, if at all, do you think it is that children and young people are taught how they can help to protect nature in schools and by their parents?

In school																								
Very important	70	68	77	78	57	77	65	66	75	77	66	72	73	70	71	70	73	72	70	67	75	70	69	72
Somewhat important	23	27	20	21	32	20	28	25	22	18	26	22	22	24	23	24	21	20	24	24	20	25	25	21
TOTAL IMPORTANT	93	95	97	99	89	97	93	91	97	95	92	94	95	94	94	94	94	92	94	91	95	95	94	93
Not very important	3	3	1	1	7	2	4	5	2	4	3	3	3	3	3	3	0	2	3	5	4	3	3	3
Not important at all	1	0	0	0	3	0	1	1	0	0	1	1	1	1	1	1	2	2	1	1	0	1	0	1
TOTAL NOT IMPORTANT	4	3	1	1	10	2	5	6	2	4	4	4	4	4	4	4	2	4	4	6	4	4	3	4
Don't know	2	2	2	0	2	2	2	3	2	1	4	1	1	2	3	2	3	3	3	3	1	2	2	3
By their parents																								
Very important	66	66	68	78	58	72	64	61	72	63	62	68	74	67	66	67	60	68	65	64	63	70	68	65
Somewhat important	27	28	27	18	34	24	29	30	24	27	30	26	23	27	27	27	28	25	27	27	32	25	27	26
TOTAL IMPORTANT	93	94	95	96	92	96	93	91	96	90	92	94	97	94	93	94	88	93	92	91	95	95	95	91
Not very important	3	2	1	2	5	2	4	4	2	6	4	3	1	4	3	3	5	3	3	3	4	3	3	4
Not important at all	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	1	1	1	0	0	0	0
TOTAL NOT IMPORTANT	3	2	1	2	5	2	4	5	2	6	4	4	2	4	3	3	5	4	4	4	4	3	3	4
Don't know	3	3	3	1	2	2	2	4	2	3	4	3	2	2	4	3	7	3	4	5	1	2	2	5

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

What, if any, is your favourite wild animal?

[See Tab 2]

What is the MAIN reason that this is your favourite animal?

[Asked only to those who said they have a favourite wild animal; n=1451]

[See Tab 3]

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.