

YouGov / Fauna & Flora Survey Results

Sample Size: 2099 Adults in GB
Fieldwork: 23rd - 24th 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 parent
Weighted Sample	2099	378	539	193	227	737	749	1016	1083	220	867	518	493	1196	903	1816	101	183	497	344	254	720	1151	948	
	Unweighted Sample	2099	347	585	225	239	852	781	910	1189	129	772	565	633	1287	812	1803	116	180	489	358	183	773	1263	836
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think are the most important reasons to protect our natural environment? Please select up to three.

Plants and animals have the right to be protected	59	56	57	60	69	56	64	54	64	56	59	63	58	57	63	60	56	57	62	66	57	56	59	59
For future generations to also enjoy it	56	60	54	58	56	56	61	57	54	52	51	59	61	57	54	56	57	50	54	58	55	57	61	50
Its conservation is essential for the prevention of climate change	55	49	66	72	29	65	43	51	59	69	51	53	58	59	50	55	54	55	54	49	57	58	54	57
Our personal health relies on it	47	48	53	40	47	49	43	45	50	52	47	46	48	48	46	47	48	48	45	47	50	47	46	49
I like to spend time within it	24	25	19	23	33	24	26	25	22	19	24	25	23	23	24	24	23	21	22	25	20	26	24	23
Our economy and businesses rely on it	12	16	12	10	12	12	12	13	12	16	11	11	14	13	10	12	13	12	13	12	9	13	12	12
It plays an essential part of many cultures	7	6	7	11	5	6	6	8	5	11	7	5	7	7	6	6	6	12	6	5	8	6	6	8
Something else [See Tab 1]	2	2	0	1	2	1	2	2	1	0	2	1	2	1	2	1	3	1	1	1	1	2	1	2
Not applicable – I don't think it's important to protect our natural environment	2	2	1	1	2	2	2	2	1	0	2	2	1	1	2	2	1	3	3	1	1	1	2	1
Don't know	4	3	3	0	3	2	3	4	3	4	5	3	2	2	5	3	2	6	3	3	5	3	3	4

*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.