

YouGov / Purpose Survey Results

Sample Size: 1612 GB Adults
Fieldwork: 12th - 13th December 2017

	Vote in 2017			EU Ref Vote		Gender		Age				Social Grade		Region					Area type			Parent				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Urban	Town and Fringe	Rural	Child under 18	Child 18+	None	
Weighted Sample	1612	553	529	98	634	688	780	832	181	680	382	369	919	693	216	522	345	388	140	1284	148	180	377	600	686	
Unweighted Sample	1612	547	555	111	719	667	701	911	166	626	403	417	983	629	160	583	350	425	94	1275	149	188	357	646	660	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Compared to the beginning of 2017, would you say you are now more or less aware of air pollution, or is there no difference?

More aware	18	17	23	25	22	16	19	16	18	15	19	22	17	18	24	17	18	15	18	17	15	22	14	20	18
About the same	74	78	74	70	73	76	73	74	67	73	77	75	76	71	66	77	69	76	74	73	75	75	74	76	71
Less aware	2	2	1	0	2	2	2	2	6	3	2	1	3	2	4	2	3	3	1	3	2	0	2	1	3
Don't know	6	3	2	5	3	5	5	7	10	10	3	2	4	9	7	5	10	6	7	7	7	4	11	3	7

And which, if any, of the following factors have contributed to your increased awareness?

(Please tick all that apply)

[Only asked to those who were more aware of air pollution compared to the beginning of 2017; n=302]

Reading/watching the news	75	74	77	91	77	78	77	73	60	73	74	86	79	71	73	72	80	78	75	76	66	76	77	78	73
More information on health implications	30	28	29	44	30	33	30	30	14	28	39	31	28	33	26	34	34	23	31	28	43	36	41	33	26
Information from campaigners	26	24	29	33	25	31	25	27	11	14	41	33	24	28	15	27	32	30	18	25	22	34	19	31	23
Being affected by air pollution	23	21	24	23	24	21	19	27	25	21	26	21	24	21	39	25	17	14	15	25	15	14	15	22	26
Speaking with friends and family	19	14	22	20	21	15	14	25	22	24	19	13	21	17	23	23	16	18	10	22	11	10	21	16	21
Information from government	15	17	15	13	15	14	16	13	17	16	13	13	15	14	11	14	26	7	13	15	11	15	20	13	16
Information from doctors/health professionals	10	12	8	9	12	10	9	10	2	8	13	13	9	10	10	9	12	10	4	9	11	13	8	12	8
Information from local council	8	9	8	4	8	4	6	10	14	7	5	9	9	6	10	9	8	4	7	8	8	6	5	8	9
Other	11	11	9	8	9	9	10	12	28	10	4	10	10	11	4	11	10	15	16	9	17	16	8	10	12
Don't know	0	0	0	3	1	0	0	1	4	0	0	0	1	0	0	1	0	1	0	1	0	0	0	0	1

Who do you think has the most responsibility to clean our air in the UK?

Central government	33	29	40	49	41	30	38	29	33	33	36	30	36	30	39	36	29	30	31	33	31	37	33	33	34
Local government	4	4	5	3	4	4	4	4	2	6	2	3	4	4	7	4	2	4	6	4	2	4	5	3	5
General public and consumers	11	13	9	9	11	13	11	11	8	11	10	15	11	11	6	13	11	10	13	11	10	12	8	13	11
Businesses that contribute to air pollution	37	43	37	31	36	38	35	38	33	31	42	43	36	37	31	34	40	42	32	36	41	40	33	42	34
None of these	3	3	2	0	1	2	3	2	4	3	1	2	2	3	1	1	2	5	3	2	6	1	3	2	3
Don't know	12	8	7	8	8	11	8	17	20	15	9	7	11	15	15	11	15	9	15	13	12	7	18	7	14