

YouGov / Wildlife and Countryside Link 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			
	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
Weighted Sample	2193	395	564	202	237	770	783	1061	1132	230	906	542	515	1250	943	1897	105	191	520	360	265	752
Unweighted Sample	2193	369	635	223	268	969	819	984	1209	97	827	569	700	1346	847	1873	121	199	529	337	218	789
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Government has announced that it has suspended the Sustainable Farming Incentive (SFI) to new applications. This is a funding scheme which pays farmers to manage their land in a nature friendly way. Details of a new scheme will be announced later in the year. Do you think it was the right or wrong decision for the Government to suspend the Sustainable Farming Incentive?

Right decision	13	14	13	12	13	12	14	16	10	16	12	14	12	15	10	13	13	15	11	16	13	12
Wrong decision	46	54	42	45	57	44	51	47	45	46	39	49	54	44	48	46	42	49	47	47	43	45
Don't know	41	31	45	43	30	44	34	37	46	38	49	37	34	41	42	42	44	36	43	36	44	43

Imagine increased government grants were available to farmers in order to invest in more nature-friendly farming techniques. Do you think this would have a positive or negative impact on each of the following?

Food security

Very positive impact	20	20	16	17	29	15	24	17	23	16	20	18	25	18	22	20	23	15	22	22	20	18
Fairly positive impact	31	24	38	31	25	33	26	30	31	46	28	31	30	31	31	30	25	39	29	32	34	29
TOTAL POSITIVE IMPACT	51	44	54	48	54	48	50	47	54	62	48	49	55	49	53	50	48	54	51	54	54	47
Neither positive nor negative impact	23	24	22	27	20	26	23	27	19	18	22	25	26	24	22	23	29	19	21	19	23	26
Fairly negative impact	6	10	4	8	8	6	8	9	4	7	7	5	6	7	5	6	6	7	8	6	7	5
Very negative impact	3	5	2	2	4	2	4	3	3	2	3	4	3	3	4	3	1	5	2	3	1	4
TOTAL NEGATIVE IMPACT	9	15	6	10	12	8	12	12	7	9	10	9	9	10	9	9	7	12	10	9	8	9
Don't know	17	16	18	15	14	18	16	14	19	11	21	17	11	17	17	17	16	15	18	18	15	17

River pollution

Very positive impact	31	29	31	37	28	31	30	28	33	35	28	31	33	31	30	30	32	34	28	30	36	29
Fairly positive impact	38	36	41	36	34	42	34	39	36	41	37	38	37	39	37	38	40	38	38	38	35	38
TOTAL POSITIVE IMPACT	69	65	72	73	62	73	64	67	69	76	65	69	70	70	67	68	72	72	66	68	71	67
Neither positive nor negative impact	14	18	11	9	17	13	16	15	12	9	12	15	17	13	14	14	11	11	15	13	13	15
Fairly negative impact	3	3	2	4	5	2	3	3	2	4	3	2	2	3	2	3	4	2	3	2	3	2
Very negative impact	2	1	2	2	2	1	2	2	2	3	1	2	3	2	2	2	1	3	1	2	1	2
TOTAL NEGATIVE IMPACT	5	4	4	6	7	3	5	5	4	7	4	4	5	5	4	5	5	5	4	4	4	4
Don't know	14	13	13	11	13	11	16	13	14	7	19	11	9	13	14	14	13	12	14	15	12	14

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Soil pollution																							
	Very positive impact	31	28	27	37	28	30	29	27	34	38	30	30	30	33	28	31	29	32	28	32	39	30
	Fairly positive impact	39	41	48	37	32	44	37	41	36	41	36	41	40	39	38	39	37	39	40	40	33	39
	TOTAL POSITIVE IMPACT	70	69	75	74	60	74	66	68	70	79	66	71	70	72	66	70	66	71	68	72	72	69
	Neither positive nor negative impact	13	16	10	11	20	11	15	16	11	10	12	14	16	11	16	13	16	13	13	10	13	15
	Fairly negative impact	2	2	1	1	3	1	3	2	2	2	2	3	1	2	2	2	2	2	2	2	3	2
	Very negative impact	1	1	1	1	1	1	1	1	1	0	1	1	2	1	1	1	2	0	1	1	1	1
	TOTAL NEGATIVE IMPACT	3	3	2	2	4	2	4	3	3	2	3	4	3	3	3	3	4	2	3	3	4	3
	Don't know	14	12	13	13	16	12	16	13	15	9	19	11	11	13	15	14	15	14	16	15	12	14
Air pollution																							
	Very positive impact	22	20	18	21	23	19	23	17	26	27	22	20	20	23	21	22	18	22	21	22	30	20
	Fairly positive impact	34	28	45	37	27	38	27	32	35	41	32	36	31	33	34	33	38	36	33	34	34	32
	TOTAL POSITIVE IMPACT	56	48	63	58	50	57	50	49	61	68	54	56	51	56	55	55	56	58	54	56	64	52
	Neither positive nor negative impact	25	33	21	19	29	24	28	31	19	19	21	27	32	25	24	25	22	24	24	24	19	28
	Fairly negative impact	3	2	2	6	3	3	2	3	2	5	3	2	2	3	3	3	6	2	3	1	3	3
	Very negative impact	1	1	1	0	3	1	2	1	1	1	1	2	2	1	1	1	2	1	2	1	1	1
	TOTAL NEGATIVE IMPACT	4	3	3	6	6	4	4	4	3	6	4	4	4	4	4	4	8	3	5	2	4	4
	Don't know	16	16	14	16	15	15	18	15	17	8	22	13	13	15	17	16	13	15	17	17	14	16
Wildlife																							
	Very positive impact	38	35	39	44	35	39	38	32	44	44	36	36	39	39	36	38	43	32	36	43	37	38
	Fairly positive impact	35	38	37	32	35	38	33	37	33	29	33	39	37	35	35	35	31	41	37	32	34	34
	TOTAL POSITIVE IMPACT	73	73	76	76	70	77	71	69	77	73	69	75	76	74	71	73	74	73	73	75	71	72
	Neither positive nor negative impact	12	13	9	8	14	10	12	15	9	14	12	12	12	11	14	12	10	14	10	10	17	13
	Fairly negative impact	3	2	3	7	3	2	2	4	1	8	2	2	1	3	3	3	3	4	3	3	2	2
	Very negative impact	1	2	2	0	2	1	2	1	1	0	1	3	2	2	1	1	1	2	1	2	1	1
	TOTAL NEGATIVE IMPACT	4	4	5	7	5	3	4	5	2	8	3	5	3	5	4	4	4	6	4	5	3	3
	Don't know	11	10	11	9	11	10	13	11	11	6	16	8	8	10	11	11	12	7	12	12	9	11
Rural communities																							
	Very positive impact	22	23	20	19	25	19	25	19	26	24	23	20	23	21	25	23	22	19	22	22	26	22
	Fairly positive impact	35	28	42	44	31	40	29	34	36	47	33	35	33	36	35	36	32	33	34	40	35	35
	TOTAL POSITIVE IMPACT	57	51	62	63	56	59	54	53	62	71	56	55	56	57	60	59	54	52	56	62	61	57
	Neither positive nor negative impact	22	28	19	18	19	22	24	27	17	18	18	25	26	23	20	21	30	25	22	18	20	22
	Fairly negative impact	3	3	1	4	6	3	4	4	3	4	3	3	4	4	3	3	0	5	4	3	3	3
	Very negative impact	2	3	1	1	2	1	2	2	1	0	1	2	2	2	1	1	3	3	1	1	0	2
	TOTAL NEGATIVE IMPACT	5	6	2	5	8	4	6	6	4	4	4	5	6	6	4	4	3	8	5	4	3	5
	Don't know	16	15	15	13	15	15	16	15	17	7	22	14	12	16	16	16	13	15	17	15	16	16

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

Do you think current planning rules in the UK generally go too far or not far enough to protect green and blue spaces (e.g. fields, woodland, community parks, national parks, rivers, lakes and streams) and wildlife, or is the current balance about right?

Current planning rules go too far	12	12	11	9	14	11	14	16	8	8	12	10	15	13	10	11	12	19	11	8	11	12
Current planning rules get the balance about right	26	27	27	28	24	27	22	30	21	33	24	27	25	27	25	26	30	20	25	22	35	26
Current planning rules do not go far enough	42	46	37	43	46	42	46	36	47	44	35	45	47	41	43	42	31	40	42	47	29	44
Don't know	21	15	25	19	16	21	18	17	24	16	29	18	13	20	23	21	27	21	21	22	25	18

To what extent, if at all, would you support or oppose planning rules for new housing and infrastructure projects to include increased protections for green and blue spaces (e.g. fields, woodland, community parks, national parks, rivers, lakes and streams)?

Strongly support	34	34	35	46	34	36	36	32	37	34	32	36	37	35	34	35	25	35	32	38	30	37
Tend to support	37	38	40	34	34	40	34	37	37	36	36	37	40	40	33	37	34	41	36	36	31	39
TOTAL SUPPORT	71	72	75	80	68	76	70	69	74	70	68	73	77	75	67	72	59	76	68	74	61	76
Tend to oppose	10	9	9	9	12	8	10	13	7	16	10	8	9	10	9	10	12	8	10	8	16	8
Strongly oppose	7	10	3	4	10	5	8	7	6	4	6	9	7	6	7	6	10	5	9	7	4	5
TOTAL OPPOSE	17	19	12	13	22	13	18	20	13	20	16	17	16	16	16	16	22	13	19	15	20	13
Don't know	12	8	14	6	10	10	12	12	13	11	17	11	7	9	16	12	19	10	13	11	19	10

*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.