

Diffusion PR
Web addresses/ Water pollution
UK Sample : 2nd - 3rd June 2014

| Total | Gender | | Age | | | | | Social Grade | | Region | | | | | | |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | North | Midlands | East | London | South | Wales | Scotland |

Thinking about when you have spent time at a beach or the sea/ ocean...
Which, if any, of the following statements apply to you?
(Please tick all that apply)

| | Unweighted base | 2463 | 1175 | 1288 | 260 | 334 | 453 | 526 | 890 | 1372 | 1091 | 581 | 317 | 227 | 301 | 554 | 131 | 295 | 57 |
|--|-----------------|------|------|------|-----|-----|-----|-----|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: All UK adults | 2463 | 1185 | 1278 | 296 | 393 | 452 | 446 | 877 | 1355 | 1108 | 589 | 394 | 229 | 229 | 305 | 547 | 121 | 209 | 69 |
| I have dropped litter on a beach | 3% | 4% | 1% | 4% | 5% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 1% |
| I have seen other people drop litter on a beach | 54% | 52% | 55% | 50% | 47% | 47% | 54% | 61% | 53% | 54% | 52% | 50% | 59% | 54% | 53% | 64% | 54% | 63% | 63% |
| I have dropped litter in a sea/ ocean | 2% | 3% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 2% | 1% | 3% | 3% | 1% |
| I have seen other people drop litter in a sea/ ocean | 19% | 22% | 16% | 16% | 17% | 15% | 18% | 23% | 20% | 18% | 18% | 18% | 19% | 24% | 17% | 22% | 22% | 17% | 17% |
| I have defecated in a sea/ ocean | 3% | 5% | 1% | 6% | 4% | 4% | 2% | 2% | 3% | 4% | 3% | 4% | 4% | 4% | 3% | 1% | 3% | 2% | 2% |
| I have seen other people defecate in a sea/ ocean | 3% | 3% | 3% | 6% | 2% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 4% | 4% | 2% | 5% | 3% | 3% |
| I know somebody who has defecated in a sea/ ocean | 6% | 7% | 5% | 17% | 9% | 4% | 5% | 2% | 5% | 7% | 5% | 5% | 4% | 7% | 6% | 8% | 9% | 5% | 5% |
| I would never defecate in a sea/ ocean | 60% | 54% | 65% | 49% | 49% | 57% | 63% | 67% | 63% | 56% | 60% | 59% | 59% | 53% | 62% | 66% | 60% | 57% | 57% |
| None of these | 14% | 14% | 13% | 11% | 14% | 17% | 15% | 12% | 14% | 13% | 15% | 14% | 12% | 14% | 13% | 6% | 13% | 20% | 20% |
| Don't know/ can't recall | 6% | 7% | 4% | 6% | 7% | 6% | 5% | 5% | 5% | 7% | 6% | 6% | 5% | 6% | 4% | 3% | 8% | 2% | 2% |
| Prefer not to say | 2% | 2% | 1% | 3% | 5% | 1% | 1% | 0% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 3% | - | - | - |
| Net: I have seen/ know someone who has defecated in the sea/ocean | 7% | 8% | 7% | 18% | 10% | 5% | 6% | 4% | 6% | 9% | 6% | 7% | 5% | 9% | 7% | 10% | 12% | 8% | 8% |

In general, how concerned, if at all, would you say you are about water pollution levels when you swim in the sea/ ocean?

| | Unweighted base | 2463 | 1175 | 1288 | 260 | 334 | 453 | 526 | 890 | 1372 | 1091 | 581 | 317 | 227 | 301 | 554 | 131 | 295 | 57 |
|---|-----------------|------|------|------|-----|-----|-----|-----|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: All UK adults | 2463 | 1185 | 1278 | 296 | 393 | 452 | 446 | 877 | 1355 | 1108 | 589 | 394 | 229 | 229 | 305 | 547 | 121 | 209 | 69 |
| Very concerned | 21% | 17% | 24% | 9% | 11% | 19% | 22% | 29% | 20% | 22% | 23% | 17% | 25% | 22% | 19% | 27% | 15% | 21% | 21% |
| Fairly concerned | 40% | 40% | 40% | 43% | 44% | 40% | 41% | 37% | 41% | 38% | 39% | 37% | 39% | 40% | 43% | 39% | 38% | 51% | 51% |
| Not very concerned | 18% | 21% | 14% | 22% | 25% | 23% | 17% | 11% | 19% | 17% | 16% | 19% | 13% | 21% | 18% | 16% | 23% | 11% | 11% |
| Not at all concerned | 3% | 4% | 2% | 8% | 3% | 2% | 3% | 1% | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 3% | 6% | 6% |
| Don't know | 2% | 3% | 2% | 6% | 3% | 3% | 1% | 1% | 2% | 3% | 2% | 4% | 4% | 3% | 2% | 1% | 2% | - | - |
| Not applicable - I never swim in the sea/ ocean | 17% | 16% | 17% | 12% | 13% | 14% | 16% | 22% | 15% | 18% | 17% | 20% | 18% | 11% | 16% | 16% | 19% | 11% | 11% |

In general, do you think more could be done "online" to raise awareness about how oceans, seas, lakes and rivers can be better protected against water pollution, or do you think enough is already being done?

| | Unweighted base | 2463 | 1175 | 1288 | 260 | 334 | 453 | 526 | 890 | 1372 | 1091 | 581 | 317 | 227 | 301 | 554 | 131 | 295 | 57 |
|------------------------------|-----------------|------|------|------|-----|-----|-----|-----|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: All UK adults | 2463 | 1185 | 1278 | 296 | 393 | 452 | 446 | 877 | 1355 | 1108 | 589 | 394 | 229 | 229 | 305 | 547 | 121 | 209 | 69 |
| Yes, much more could be done | 24% | 23% | 26% | 21% | 21% | 22% | 26% | 27% | 24% | 25% | 24% | 25% | 25% | 23% | 24% | 20% | 25% | 31% | 31% |
| Yes, more could be done | 49% | 48% | 50% | 53% | 51% | 46% | 45% | 50% | 50% | 48% | 47% | 47% | 48% | 50% | 49% | 55% | 50% | 54% | 54% |
| Enough is already being done | 9% | 11% | 6% | 6% | 8% | 10% | 8% | 8% | 9% | 8% | 7% | 9% | 10% | 11% | 8% | 9% | 8% | 6% | 6% |
| Don't know | 18% | 19% | 18% | 21% | 20% | 22% | 18% | 15% | 17% | 19% | 22% | 18% | 17% | 16% | 19% | 16% | 17% | 9% | 9% |