

YouGov / Wildlife and Countryside Link Survey Results

Sample Size: 2136 adults in GB
Fieldwork: 29th - 30th June 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2136	698	517	182	753	795	1034	1102	224	882	528	502	1218	918	1843	107	186	515	355	258	716	
Unweighted Sample	2136	738	503	216	895	836	959	1177	124	780	537	695	1272	864	1805	128	203	503	358	223	721	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well or badly do you think the current UK Government is delivering on each of the following issues?

Supporting farmers to improve the environment on their land

Very well	2	2	2	0	1	2	2	1	4	1	2	1	1	2	2	0	1	1	1	6	1
Fairly well	9	14	3	8	6	11	9	8	6	7	8	12	9	8	9	9	6	8	9	9	10
TOTAL WELL	11	16	5	8	7	13	11	9	10	8	10	13	10	10	11	9	7	9	10	15	11
Neither well nor badly	18	23	14	11	15	21	19	18	22	16	17	23	16	21	18	23	20	18	20	17	18
Fairly badly	25	23	27	32	27	24	24	25	25	22	24	28	26	23	24	26	25	23	28	22	25
Very badly	22	13	33	26	29	19	26	18	21	23	26	18	23	22	22	16	27	27	18	21	21
TOTAL BADLY	47	36	60	58	56	43	50	43	46	45	50	46	49	45	46	42	52	50	46	43	46
Don't know	25	26	21	23	22	24	19	30	21	30	23	19	25	24	25	27	22	23	25	26	26

Restoring wildlife populations

Very well	1	2	0	0	1	2	1	1	1	1	2	0	1	1	1	0	3	1	0	1	1
Fairly well	10	16	5	6	6	14	9	11	9	8	7	15	9	11	11	5	6	8	11	10	12
TOTAL WELL	11	18	5	6	7	16	10	12	10	9	9	15	10	12	12	5	9	9	11	11	13
Neither well nor badly	24	33	16	15	18	29	28	20	23	20	23	31	21	27	24	26	20	21	26	22	25
Fairly badly	20	16	22	26	24	17	18	21	27	19	18	21	22	18	19	22	23	20	23	17	18
Very badly	24	12	39	31	32	18	27	21	23	25	30	16	24	24	24	22	23	30	18	24	23
TOTAL BADLY	44	28	61	57	56	35	45	42	50	44	48	37	46	42	43	44	46	50	41	41	41
Don't know	22	22	18	21	19	20	17	26	17	27	20	16	23	20	21	24	24	19	21	26	22

Encouraging greater environmental action from big businesses

Very well	1	2	1	0	1	1	1	1	0	2	2	1	1	1	1	0	1	1	1	2	1
Fairly well	10	18	4	3	8	14	10	10	7	8	12	14	10	10	10	10	8	9	13	10	10
TOTAL WELL	11	20	5	3	9	15	11	11	7	10	14	15	11	11	11	10	9	10	14	12	11
Neither well nor badly	21	29	11	15	12	27	23	18	24	17	18	28	18	24	20	24	23	19	20	20	21
Fairly badly	21	17	22	28	25	18	22	21	17	22	21	21	24	18	21	25	26	21	20	23	20
Very badly	28	11	49	39	39	18	30	26	34	30	30	18	30	25	28	26	27	32	24	25	28
TOTAL BADLY	49	28	71	67	64	36	52	47	51	52	51	39	54	43	49	51	53	53	44	48	48
Don't know	19	24	14	15	15	21	14	24	18	21	18	18	16	23	20	15	16	18	22	21	19

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Creating new green jobs																						
Very well	1	2	1	0	1	1	1	1	0	1	2	0	1	1	1	0	1	1	0	0	1	
Fairly well	7	11	4	3	6	8	10	5	7	8	6	8	8	7	7	9	6	6	8	9	7	
TOTAL WELL	8	13	5	3	7	9	11	6	7	9	8	8	9	8	8	9	7	7	8	9	8	
Neither well nor badly	23	33	14	17	15	31	24	22	22	18	22	32	21	25	23	19	24	19	23	19	27	
Fairly badly	22	16	27	28	27	18	23	22	25	23	20	22	25	19	22	24	20	22	24	25	21	
Very badly	22	7	36	31	32	14	26	18	24	23	25	14	22	21	21	20	30	27	16	21	19	
TOTAL BADLY	44	23	63	59	59	32	49	40	49	46	45	36	47	40	43	44	50	49	40	46	40	
Don't know	25	31	18	21	20	29	17	33	21	27	25	25	24	27	26	28	19	24	29	26	25	
Improving air quality																						
Very well	2	2	2	0	1	3	2	1	3	2	2	1	1	2	2	1	2	1	2	4	1	
Fairly well	11	19	4	7	8	14	11	11	9	9	11	15	11	11	11	10	7	12	10	13	11	
TOTAL WELL	13	21	6	7	9	17	13	12	12	11	13	16	12	13	13	11	9	13	12	17	12	
Neither well nor badly	25	35	16	17	19	34	27	24	20	21	28	34	23	29	26	22	22	23	26	25	28	
Fairly badly	23	16	27	31	27	18	22	23	30	23	20	23	25	20	22	20	30	20	26	24	21	
Very badly	24	11	40	30	33	16	26	21	28	25	26	17	25	22	24	27	23	29	17	23	23	
TOTAL BADLY	47	27	67	61	60	34	48	44	58	48	46	40	50	42	46	47	53	49	43	47	44	
Don't know	16	16	11	15	13	15	11	19	11	21	13	11	15	16	15	21	15	14	18	12	16	
Improving water quality																						
Very well	2	1	2	0	1	2	3	1	4	2	1	0	2	2	2	1	1	1	2	7	1	
Fairly well	6	8	3	1	4	7	6	6	8	5	6	6	5	7	5	7	7	5	8	5	5	
TOTAL WELL	8	9	5	1	5	9	9	7	12	7	7	6	7	9	7	8	8	6	10	12	6	
Neither well nor badly	17	24	9	14	10	22	17	17	17	18	15	17	16	19	17	12	17	16	17	16	19	
Fairly badly	22	27	17	19	21	25	20	24	19	18	22	30	23	20	22	27	20	20	23	18	25	
Very badly	39	25	57	52	53	30	45	33	34	36	45	38	41	36	39	36	38	45	33	36	38	
TOTAL BADLY	61	52	74	71	74	55	65	57	53	54	67	68	64	56	61	63	58	65	56	54	63	
Don't know	15	15	12	13	12	13	9	20	17	21	10	8	14	16	15	17	16	12	18	18	13	
Improving local access to nature																						
Very well	2	2	2	0	1	2	2	1	4	2	2	1	1	2	2	0	4	1	1	5	1	
Fairly well	11	15	4	7	8	13	8	13	16	10	9	12	10	12	11	11	7	10	12	9	12	
TOTAL WELL	13	17	6	7	9	15	10	14	20	12	11	13	11	14	13	11	11	11	13	14	13	
Neither well nor badly	28	36	21	31	24	32	31	25	22	25	28	35	26	30	28	26	28	26	30	25	29	
Fairly badly	19	14	20	21	21	16	18	19	23	18	15	20	21	15	18	23	18	19	19	17	18	
Very badly	19	9	31	25	26	14	22	16	20	20	24	12	18	20	19	16	24	24	16	17	17	
TOTAL BADLY	38	23	51	46	47	30	40	35	43	38	39	32	39	35	37	39	42	43	35	34	35	
Don't know	22	24	21	17	20	23	18	26	14	26	22	20	23	22	22	24	20	20	22	27	23	

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

Protecting and sufficiently funding publicly owned and protected nature sites

Very well	1	2	0	0	1	1	1	1	0	1	1	1	1	1	1	1	0	2	0	1	1
Fairly well	9	15	5	5	6	12	9	10	10	9	7	12	9	10	10	8	9	9	9	12	10
TOTAL WELL	10	17	5	5	7	13	10	11	10	10	8	13	10	11	11	9	9	11	9	13	11
Neither well nor badly	23	31	15	19	17	29	25	21	20	21	21	30	21	25	23	20	19	20	28	17	26
Fairly badly	22	17	25	28	24	17	22	22	32	20	21	22	25	18	22	25	21	22	22	22	21
Very badly	21	10	35	28	30	16	24	19	17	21	28	17	21	22	21	22	27	27	16	17	20
TOTAL BADLY	43	27	60	56	54	33	46	41	49	41	49	39	46	40	43	47	48	49	38	39	41
Don't know	24	25	19	20	22	23	19	28	22	28	22	18	23	24	23	24	24	21	25	31	22

Generally speaking, do you think the government is doing and spending too much on environmental issues, not doing or spending enough on environmental issues, or are they getting the balance right?

Are doing and spending too much on environmental issues	13	24	5	5	7	22	16	9	6	8	15	20	13	12	12	15	12	10	13	14	13
Are NOT doing or spending enough on environmental issues	53	32	73	78	71	36	53	52	63	55	53	43	57	47	52	56	54	56	48	54	52
Are getting the balance about right	13	23	4	7	8	19	12	14	10	11	12	19	11	15	14	9	10	12	14	10	16
Don't know	22	21	19	11	14	23	19	25	21	25	20	18	18	26	21	19	25	21	24	22	20

To what extent would you support or oppose the Government introducing each of the following environmental measures?

Doubling the budget for the scheme which pays farmers to protect the environment and produce food more sustainably (the Environmental Land Management scheme)

Strongly support	30	26	39	34	35	27	28	33	37	29	30	29	29	32	31	20	29	34	30	30	30
Tend to support	38	43	32	44	38	41	39	37	33	35	39	45	40	35	38	37	37	35	41	36	40
TOTAL SUPPORT	68	69	71	78	73	68	67	70	70	64	69	74	69	67	69	57	66	69	71	66	70
Tend to oppose	7	9	5	5	6	10	8	6	8	5	8	9	7	7	7	10	9	7	8	5	7
Strongly oppose	3	4	2	2	2	4	4	2	2	3	5	2	3	3	3	4	6	3	2	3	3
TOTAL OPPOSE	10	13	7	7	8	14	12	8	10	8	13	11	10	10	10	14	15	10	10	8	10
Don't know	21	18	22	15	18	18	21	22	20	28	18	14	20	23	21	29	20	21	19	25	21

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

A legal obligation for large businesses to report on their environmental impact and produce plans on helping climate and nature

Strongly support	48	39	63	63	58	40	43	52	52	47	49	45	51	43	48	41	44	51	49	45	47
Tend to support	31	40	22	28	29	38	33	30	23	29	32	39	30	34	31	37	31	30	32	26	33
TOTAL SUPPORT	79	79	85	91	87	78	76	82	75	76	81	84	81	77	79	78	75	81	81	71	80
Tend to oppose	5	8	2	3	2	7	7	4	9	4	5	6	5	6	5	4	5	5	4	9	5
Strongly oppose	3	4	2	1	2	5	4	1	1	2	5	3	3	2	2	4	7	2	3	2	2
TOTAL OPPOSE	8	12	4	4	4	12	11	5	10	6	10	9	8	8	7	8	12	7	7	11	7
Don't know	13	10	11	6	9	11	13	13	14	17	10	7	11	15	13	13	13	11	12	18	13

A legal obligation for large businesses to contribute financially to tackle the pollution they contribute to

Strongly support	57	51	71	67	67	53	54	58	58	52	60	61	60	52	57	57	54	58	59	50	57
Tend to support	26	31	15	22	22	30	27	26	20	28	25	29	26	27	26	23	27	26	26	31	26
TOTAL SUPPORT	83	82	86	89	89	83	81	84	78	80	85	90	86	79	83	80	81	84	85	81	83
Tend to oppose	4	5	2	3	3	4	5	3	6	4	3	3	3	4	4	4	2	4	3	3	4
Strongly oppose	1	3	1	0	1	3	2	1	2	1	2	2	1	1	1	2	4	1	0	2	1
TOTAL OPPOSE	5	8	3	3	4	7	7	4	8	5	5	5	4	5	5	6	6	5	3	5	5
Don't know	12	11	12	8	8	10	11	13	14	16	10	6	9	16	12	13	13	10	12	13	13

Increasing the number of green jobs in the country

Strongly support	34	19	50	45	44	22	33	34	49	37	32	22	36	31	34	36	31	42	30	36	29
Tend to support	39	44	33	45	39	42	39	39	32	36	39	48	39	38	39	36	40	35	41	35	43
TOTAL SUPPORT	73	63	83	90	83	64	72	73	81	73	71	70	75	69	73	72	71	77	71	71	72
Tend to oppose	6	9	3	1	3	9	7	5	7	4	6	7	5	6	6	3	7	5	6	8	6
Strongly oppose	3	5	1	1	2	6	5	2	2	2	4	5	4	3	3	6	4	3	2	4	3
TOTAL OPPOSE	9	14	4	2	5	15	12	7	9	6	10	12	9	9	9	9	11	8	8	12	9
Don't know	18	22	14	8	12	22	17	20	11	21	18	18	16	22	18	19	18	16	22	17	19

A new law creating legally protected rights to clean air, clean water and local access to nature

Strongly support	39	27	56	48	48	30	38	40	52	37	40	35	40	38	39	30	39	42	37	39	38
Tend to support	36	42	26	34	34	40	35	36	26	38	32	40	36	35	36	43	33	38	37	29	36
TOTAL SUPPORT	75	69	82	82	82	70	73	76	78	75	72	75	76	73	75	73	72	80	74	68	74
Tend to oppose	6	9	3	3	4	8	7	5	9	4	5	8	6	6	6	6	5	4	7	8	6
Strongly oppose	3	5	0	2	1	5	4	2	2	2	4	3	3	2	2	3	6	2	1	4	3
TOTAL OPPOSE	9	14	3	5	5	13	11	7	11	6	9	11	9	8	8	9	11	6	8	12	9
Don't know	17	17	14	13	12	17	16	18	11	19	18	14	15	19	17	18	18	13	18	21	18

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

Stronger protections and increased funding for existing nature sites and publicly owned land (e.g. National Parks and Forestry commission land)

Strongly support	36	26	49	43	45	30	35	38	48	36	36	33	37	35	37	32	29	41	33	42	36
Tend to support	42	51	35	45	40	48	44	41	31	40	45	50	42	43	42	45	46	40	47	36	43
TOTAL SUPPORT	78	77	84	88	85	78	79	79	79	76	81	83	79	78	79	77	75	81	80	78	79
Tend to oppose	5	7	2	2	3	6	6	3	5	4	4	6	5	4	4	7	8	3	5	3	5
Strongly oppose	1	1	1	0	1	2	1	1	2	1	2	1	1	1	1	2	3	2	0	1	1
TOTAL OPPOSE	6	8	3	2	4	8	7	4	7	5	6	7	6	5	5	9	11	5	5	4	6
Don't know	15	14	13	9	11	14	14	17	15	20	12	11	14	17	16	13	14	15	15	18	16

Creation of new publicly owned nature spaces

Strongly support	34	25	49	40	42	27	32	35	39	34	36	29	33	34	34	32	31	41	32	34	30
Tend to support	42	47	36	39	42	46	44	40	40	40	41	48	44	39	42	43	39	37	46	39	45
TOTAL SUPPORT	76	72	85	79	84	73	76	75	79	74	77	77	77	73	76	75	70	78	78	73	75
Tend to oppose	5	8	1	4	3	7	5	4	3	4	4	7	4	5	5	2	4	2	5	8	5
Strongly oppose	2	3	0	1	1	3	3	1	3	1	3	2	2	2	1	5	5	2	1	1	2
TOTAL OPPOSE	7	11	1	5	4	10	8	5	6	5	7	9	6	7	6	7	9	4	6	9	7
Don't know	18	17	14	15	12	17	16	20	15	22	17	14	16	20	18	17	21	17	15	18	19

Granting more places of nature legal protections

Strongly support	36	28	52	43	43	32	35	38	41	35	40	32	37	35	37	34	33	40	37	36	34
Tend to support	41	48	32	43	40	44	42	40	36	40	38	48	42	40	41	41	43	40	39	35	45
TOTAL SUPPORT	77	76	84	86	83	76	77	78	77	75	78	80	79	75	78	75	76	80	76	71	79
Tend to oppose	4	6	2	2	4	5	5	3	8	3	4	4	4	4	4	4	5	2	5	7	4
Strongly oppose	2	2	1	1	1	2	2	1	0	1	3	2	2	2	1	6	5	2	1	1	1
TOTAL OPPOSE	6	8	3	3	5	7	7	4	8	4	7	6	6	6	5	10	10	4	6	8	5
Don't know	17	17	14	12	12	17	15	18	15	20	15	15	15	19	17	14	15	16	18	21	17

Ensuring National Parks and Areas of Outstanding

Natural Beauty have nature recovery as a key goal

Strongly support	41	36	51	49	48	37	40	41	49	40	43	37	41	40	42	31	34	45	40	41	41
Tend to support	41	47	34	38	39	46	42	41	32	39	41	50	42	40	40	48	49	38	45	32	42
TOTAL SUPPORT	82	83	85	87	87	83	82	82	81	79	84	87	83	80	82	79	83	83	85	73	83
Tend to oppose	3	3	1	2	2	3	4	2	6	3	2	3	3	3	3	5	2	3	3	6	2
Strongly oppose	1	1	0	1	1	2	2	0	0	1	1	1	1	1	1	1	3	1	1	2	0
TOTAL OPPOSE	4	4	1	3	3	5	6	2	6	4	3	4	4	4	4	6	5	4	4	8	2
Don't know	14	13	14	10	10	12	13	15	14	17	12	10	13	15	14	15	12	13	11	19	14

*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.