

## Teneo Blue Rubicon/YouGov Survey Results RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Child's Gender		13	14	15	16	17
	Male	Female					

Thinking about when you are revising or studying and want to take a break...

Which ONE of the following are you MOST likely to do?

	Unweighted base	505	172	143	105	93	117	93	97
<b>Base: All UK children aged 13-17</b>		505	152	144	99	97	100	103	106
Check my social media (e.g. Instagram, Facebook etc.)		32%	22%	29%	23%	23%	30%	44%	38%
Watch something (e.g. videos, films or TV programmes) on any device (e.g. phone, TV, laptop etc.)		24%	34%	19%	24%	31%	26%	21%	22%
Go for a walk outside		5%	7%	5%	7%	8%	3%	1%	4%
Call my friend/ family member		4%	5%	7%	7%	4%	6%	4%	1%
Listen to music		19%	18%	25%	27%	15%	21%	18%	13%
Get a hot drink (e.g. tea, coffee etc.)		9%	6%	9%	6%	10%	6%	6%	16%
None of these		4%	6%	2%	3%	3%	5%	3%	3%
Don't know		1%	1%	1%	1%	1%	1%	-	1%
Not applicable - I don't revise or study		3%	2%	3%	2%	5%	1%	3%	2%

## Teneo Blue Rubicon/YouGov Survey Resu RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Social Grade		Region					
	ABC1	C2DE	North/ Scotland	Midlands/ Wales	East	London	South	Northern Ireland

Thinking about when you are revising or studying and want to take a break...

Which ONE of the following are you MOST likely to do?

	Unweighted base	505	208	297	146	99	56	82	111	11
<b>Base: All UK children aged 13-17</b>		505	194	311	156	106	48	70	110	16
Check my social media (e.g. Instagram, Facebook etc.)		32%	23%	37%	36%	30%	32%	37%	27%	14%
Watch something (e.g. videos, films or TV programmes) on any device (e.g. phone, TV, laptop etc.)		24%	28%	22%	18%	28%	35%	20%	30%	17%
Go for a walk outside		5%	7%	3%	7%	2%	4%	4%	3%	8%
Call my friend/ family member		4%	6%	4%	5%	4%	2%	3%	6%	9%
Listen to music		19%	18%	20%	22%	21%	17%	21%	14%	7%
Get a hot drink (e.g. tea, coffee etc.)		9%	7%	10%	7%	5%	7%	11%	11%	37%
None of these		4%	7%	2%	2%	4%	2%	3%	5%	8%
Don't know		1%	2%	0%	-	1%	1%	-	2%	-
Not applicable - I don't revise or study		3%	2%	3%	3%	4%	-	2%	2%	-

**Teneo Blue Rubicon/YouGov Survey Resu  
RSPB**

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Employment Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

Thinking about when you are revising or studying and want to take a break...

Which ONE of the following are you MOST likely to do?

	Unweighted base	505	165	84	28	132	9	15	52	19
<b>Base: All UK children aged 13-17</b>		505	160	79	23	147	10	16	50	19
Check my social media (e.g. Instagram, Facebook etc.)	32%	32%	30%	31%	37%	41%	17%	22%	18%	34%
Watch something (e.g. videos, films or TV programmes) on any device (e.g. phone, TV, laptop etc.)	24%	24%	27%	16%	29%	23%	30%	10%	37%	15%
Go for a walk outside	5%	5%	6%	5%	6%	2%	-	8%	8%	-
Call my friend/ family member	4%	4%	5%	2%	6%	2%	26%	6%	5%	11%
Listen to music	19%	19%	19%	29%	12%	16%	-	29%	17%	23%
Get a hot drink (e.g. tea, coffee etc.)	9%	9%	5%	10%	9%	13%	-	20%	6%	17%
None of these	4%	4%	5%	3%	-	4%	8%	-	2%	-
Don't know	1%	1%	1%	-	-	1%	-	4%	-	-
Not applicable - I don't revise or study	3%	3%	3%	4%	-	-	19%	-	7%	-

**Teneo Blue Rubicon/YouGov Survey Resu  
RSPB**

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Marital Status						
	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Thinking about when you are revising or studying and want to take a break...

Which ONE of the following are you MOST likely to do?

	Unweighted base	2	30	36	212	202	12	2
<b>Base: All UK children aged 13-17</b>	505	2	29	36	198	218	11	2
Check my social media (e.g. Instagram, Facebook etc.)	32%	-	28%	30%	23%	41%	23%	-
Watch something (e.g. videos, films or TV programmes) on any device (e.g. phone, TV, laptop etc.)	24%	-	24%	31%	26%	23%	33%	-
Go for a walk outside	5%	-	3%	-	9%	2%	-	-
Call my friend/ family member	4%	-	11%	11%	4%	3%	12%	-
Listen to music	19%	66%	14%	17%	21%	16%	26%	100%
Get a hot drink (e.g. tea, coffee etc.)	9%	-	7%	8%	8%	12%	-	-
None of these	4%	-	9%	-	4%	2%	7%	-
Don't know	1%	-	4%	-	1%	0%	-	-
Not applicable - I don't revise or study	3%	34%	-	4%	4%	1%	-	-

## Teneo Blue Rubicon/YouGov Survey Results RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Child's Gender						
	Male	Female	13	14	15	16	17

Thinking about when you are an adult...

How important, if at all, do you think protecting nature will be to you (e.g. ensuring woodland/ beaches/ seas are free of plastic, protecting endangered species, protecting wildlife habitats etc.)?

Unweighted base	505	172	143	105	93	117	93	97
<b>Base: All GB children aged 13-17</b>	<b>505</b>	<b>152</b>	<b>144</b>	<b>99</b>	<b>97</b>	<b>100</b>	<b>103</b>	<b>106</b>
Very important	56%	51%	54%	54%	50%	54%	54%	66%
Fairly important	35%	38%	35%	34%	36%	40%	41%	23%
Not very important	5%	5%	5%	7%	5%	4%	1%	9%
Not at all important	1%	-	1%	1%	1%	-	2%	-
Don't know	4%	6%	4%	5%	8%	2%	1%	3%
<b>Net: important</b>	<b>90%</b>	<b>89%</b>	<b>90%</b>	<b>87%</b>	<b>86%</b>	<b>94%</b>	<b>96%</b>	<b>89%</b>
<b>Net: Not important</b>	<b>6%</b>	<b>5%</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>4%</b>	<b>4%</b>	<b>9%</b>

## Teneo Blue Rubicon/YouGov Survey Resu RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Social Grade		Region					
	ABC1	C2DE	North/ Scotland	Midlands/ Wales	East	London	South	Northern Ireland

Thinking about when you are an adult...

How important, if at all, do you think protecting nature will be to you (e.g. ensuring woodland/ beaches/ seas are free of plastic, protecting endangered species, protecting wildlife habitats etc.)?

Unweighted base	505	208	297	146	99	56	82	111	11
<b>Base: All GB children aged 13-17</b>	<b>505</b>	<b>194</b>	<b>311</b>	<b>156</b>	<b>106</b>	<b>48</b>	<b>70</b>	<b>110</b>	<b>16</b>
Very important	56%	56%	56%	55%	54%	46%	67%	54%	68%
Fairly important	35%	34%	35%	32%	39%	38%	26%	39%	32%
Not very important	5%	7%	4%	7%	1%	11%	6%	4%	-
Not at all important	1%	-	1%	0%	3%	-	-	-	-
Don't know	4%	3%	4%	5%	3%	5%	1%	3%	-
<b>Net: important</b>	<b>90%</b>	<b>90%</b>	<b>91%</b>	<b>87%</b>	<b>92%</b>	<b>84%</b>	<b>93%</b>	<b>93%</b>	<b>100%</b>
<b>Net: Not important</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>	<b>4%</b>	<b>11%</b>	<b>6%</b>	<b>4%</b>	<b>-</b>

## Teneo Blue Rubicon/YouGov Survey Resu RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Employment Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

Thinking about when you are an adult...

How important, if at all, do you think protecting nature will be to you (e.g. ensuring woodland/ beaches/ seas are free of plastic, protecting endangered species, protecting wildlife habitats etc.)?

Unweighted base	505	165	84	28	132	9	15	52	19
<b>Base: All GB children aged 13-17</b>	<b>505</b>	<b>160</b>	<b>79</b>	<b>23</b>	<b>147</b>	<b>10</b>	<b>16</b>	<b>50</b>	<b>19</b>
Very important	56%	49%	64%	56%	61%	80%	48%	42%	57%
Fairly important	35%	39%	30%	31%	32%	20%	48%	40%	33%
Not very important	5%	7%	1%	10%	4%	-	-	10%	4%
Not at all important	1%	-	1%	-	2%	-	5%	-	-
Don't know	4%	5%	3%	4%	1%	-	-	8%	5%
<b>Net: important</b>	<b>90%</b>	<b>88%</b>	<b>94%</b>	<b>86%</b>	<b>93%</b>	<b>100%</b>	<b>95%</b>	<b>82%</b>	<b>90%</b>
<b>Net: Not important</b>	<b>6%</b>	<b>7%</b>	<b>2%</b>	<b>10%</b>	<b>6%</b>	<b>-</b>	<b>5%</b>	<b>10%</b>	<b>4%</b>

## Teneo Blue Rubicon/YouGov Survey Resu RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Marital Status						
	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Thinking about when you are an adult...

How important, if at all, do you think protecting nature will be to you (e.g. ensuring woodland/ beaches/ seas are free of plastic, protecting endangered species, protecting wildlife habitats etc.)?

Unweighted base	505	2	30	36	212	202	12	2
<b>Base: All GB children aged 13-17</b>	<b>505</b>	<b>2</b>	<b>29</b>	<b>36</b>	<b>198</b>	<b>218</b>	<b>11</b>	<b>2</b>
Very important	56%	34%	30%	52%	56%	57%	83%	43%
Fairly important	35%	66%	60%	35%	35%	33%	17%	57%
Not very important	5%	-	3%	6%	5%	6%	-	-
Not at all important	1%	-	-	-	1%	1%	-	-
Don't know	4%	-	7%	8%	4%	3%	-	-
<b>Net: important</b>	<b>90%</b>	<b>100%</b>	<b>90%</b>	<b>86%</b>	<b>90%</b>	<b>90%</b>	<b>100%</b>	<b>100%</b>
<b>Net: Not important</b>	<b>6%</b>	<b>-</b>	<b>3%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>-</b>	<b>-</b>

## Teneo Blue Rubicon/YouGov Survey Results RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Child's Gender		13	14	15	16	17
	Male	Female					

Please read the following statement carefully, before answering the question that follows.

The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	505	172	143	105	93	117	93	97
<b>Base: All UK children aged 13-17</b>		505	152	144	99	97	100	103	106
It makes me want to do something to save nature		40%	32%	41%	39%	36%	34%	51%	43%
I'm shocked by this		37%	30%	33%	35%	33%	28%	47%	41%
This upsets me		47%	37%	53%	39%	46%	49%	57%	46%
This makes me angry		32%	24%	36%	34%	26%	29%	39%	33%
I don't really care about this		4%	1%	3%	1%	1%	4%	6%	6%
I had no idea that this was happening		33%	40%	29%	34%	39%	31%	33%	29%
None of these		2%	2%	3%	1%	5%	2%	2%	2%
Don't know		2%	2%	3%	4%	2%	3%	-	2%

## Teneo Blue Rubicon/YouGov Survey Resu RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Social Grade		Region					
	ABC1	C2DE	North/ Scotland	Midlands/ Wales	East	London	South	Northern Ireland

Please read the following statement carefully, before answering the question that follows.

The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	505	208	297	146	99	56	82	111	11
<b>Base: All UK children aged 13-17</b>		505	194	311	156	106	48	70	110	16
It makes me want to do something to save nature		40%	35%	44%	43%	38%	38%	36%	43%	45%
I'm shocked by this		37%	30%	41%	38%	42%	40%	32%	31%	44%
This upsets me		47%	46%	48%	48%	42%	56%	51%	44%	60%
This makes me angry		32%	33%	32%	31%	35%	29%	34%	30%	50%
I don't really care about this		4%	2%	5%	2%	6%	3%	5%	4%	-
I had no idea that this was happening		33%	32%	34%	38%	30%	32%	28%	32%	44%
None of these		2%	2%	2%	2%	1%	3%	2%	3%	-
Don't know		2%	2%	2%	2%	3%	-	-	3%	-

## Teneo Blue Rubicon/YouGov Survey Resu RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Employment Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

Please read the following statement carefully, before answering the question that follows.

The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	505	165	84	28	132	9	15	52	19
<b>Base: All UK children aged 13-17</b>		505	160	79	23	147	10	16	50	19
It makes me want to do something to save nature		40%	33%	37%	50%	47%	35%	38%	41%	61%
I'm shocked by this		37%	31%	31%	31%	44%	45%	48%	47%	25%
This upsets me		47%	49%	38%	38%	56%	9%	34%	51%	43%
This makes me angry		32%	28%	34%	40%	39%	17%	41%	28%	16%
I don't really care about this		4%	4%	1%	6%	5%	-	-	4%	-
I had no idea that this was happening		33%	35%	28%	34%	30%	39%	20%	51%	26%
None of these		2%	2%	7%	-	1%	-	-	1%	-
Don't know		2%	4%	1%	3%	1%	-	-	-	5%

**Teneo Blue Rubicon/YouGov Survey Resu  
RSPB**

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Marital Status						
	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Please read the following statement carefully, before answering the question that follows.

The UK has lost 40 million birds in the past 50 years and species in the UK like the Cuckoo, Nightingale, Puffin and Turtle Dove could soon be extinct/ disappear forever. Nature is in crisis.

Which, if any, of the following apply to you having read this statement? (Please select all that apply)

	Unweighted base	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed
Unweighted base	505	2	30	36	212	202	12	2
<b>Base: All UK children aged 13-17</b>	<b>505</b>	<b>2</b>	<b>29</b>	<b>36</b>	<b>198</b>	<b>218</b>	<b>11</b>	<b>2</b>
It makes me want to do something to save nature	40%	34%	37%	32%	35%	46%	52%	-
I'm shocked by this	37%	66%	9%	28%	34%	43%	46%	100%
This upsets me	47%	34%	34%	45%	44%	52%	61%	57%
This makes me angry	32%	34%	25%	32%	28%	35%	65%	-
I don't really care about this	4%	-	-	6%	2%	5%	-	-
I had no idea that this was happening	33%	-	19%	40%	39%	30%	5%	57%
None of these	2%	-	6%	5%	2%	2%	7%	-
Don't know	2%	-	10%	7%	1%	1%	-	-

## Teneo Blue Rubicon/YouGov Survey Results RSPB

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Child's Gender		13	14	15	16	17
	Male	Female					

Please read the following statement carefully, before answering the question that follows:

It is up to the young people of today to save nature.

Which, if any, of the following describe how you feel about this statement? (Please select all that apply)

	Unweighted base	505	172	143	105	93	117	93	97
<b>Base: All UK children aged 13-17</b>		505	152	144	99	97	100	103	106
I'm angry at previous generations (e.g. my parents or grandparents generation) for letting nature reach crisis point		29%	15%	23%	14%	28%	15%	52%	37%
I want previous generations (e.g. my parents or grandparents generation) to work with my generation to save nature		55%	44%	50%	41%	49%	50%	71%	64%
I want to help save nature		55%	51%	53%	57%	54%	45%	62%	56%
I will fight to ensure nature does not fall into crisis in my lifetime again		26%	14%	23%	21%	19%	16%	42%	33%
I do not feel it is my responsibility to help save nature		10%	9%	9%	8%	10%	9%	14%	7%
I do not feel nature needs saving		2%	1%	3%	1%	6%	-	-	4%
None of these		1%	1%	2%	2%	2%	1%	-	2%
Don't know		5%	9%	5%	8%	5%	10%	1%	4%

Cell Contents (Column Percentages)

**Teneo Blue Rubicon/YouGov Survey Resu  
RSPB**

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Social Grade		Region					
	ABC1	C2DE	North/ Scotland	Midlands/ Wales	East	London	South	Northern Ireland

Please read the following statement carefully, before answering the question that follows:

It is up to the young people of today to save nature.

Which, if any, of the following describe how you feel about this statement? (Please select all that apply)

	Unweighted base	505	208	297	146	99	56	82	111	11
<b>Base: All UK children aged 13-17</b>		<b>505</b>	<b>194</b>	<b>311</b>	<b>156</b>	<b>106</b>	<b>48</b>	<b>70</b>	<b>110</b>	<b>16</b>
I'm angry at previous generations (e.g. my parents or grandparents generation) for letting nature reach crisis point		29%	21%	35%	28%	24%	35%	40%	30%	8%
I want previous generations (e.g. my parents or grandparents generation) to work with my generation to save nature		55%	48%	60%	48%	57%	46%	55%	65%	86%
I want to help save nature		55%	55%	55%	59%	61%	52%	58%	42%	53%
I will fight to ensure nature does not fall into crisis in my lifetime again		26%	21%	29%	26%	23%	24%	35%	23%	43%
I do not feel it is my responsibility to help save nature		10%	8%	11%	9%	9%	7%	10%	13%	7%
I do not feel nature needs saving		2%	2%	2%	2%	1%	5%	4%	1%	-
None of these		1%	1%	1%	1%	1%	2%	1%	2%	-
Don't know		5%	3%	7%	6%	6%	6%	2%	7%	-

Cell Contents (C

**Teneo Blue Rubicon/YouGov Survey Resu  
RSPB**

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Employment Status							
	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

Please read the following statement carefully, before answering the question that follows:

It is up to the young people of today to save nature.

Which, if any, of the following describe how you feel about this statement? (Please select all that apply)

	Unweighted base	505	165	84	28	132	9	15	52	19
<b>Base: All UK children aged 13-17</b>		505	160	79	23	147	10	16	50	19
I'm angry at previous generations (e.g. my parents or grandparents generation) for letting nature reach crisis point		29%	19%	23%	17%	48%	19%	43%	24%	31%
I want previous generations (e.g. my parents or grandparents generation) to work with my generation to save nature		55%	48%	44%	60%	71%	48%	54%	55%	52%
I want to help save nature		55%	54%	50%	43%	63%	53%	35%	57%	54%
I will fight to ensure nature does not fall into crisis in my lifetime again		26%	18%	22%	34%	39%	35%	33%	17%	11%
I do not feel it is my responsibility to help save nature		10%	11%	4%	16%	13%	-	11%	7%	5%
I do not feel nature needs saving		2%	4%	2%	-	2%	-	-	-	-
None of these		1%	1%	3%	-	1%	-	-	1%	-
Don't know		5%	7%	4%	6%	2%	-	15%	7%	10%

Cell Contents (C)

**Teneo Blue Rubicon/YouGov Survey Resu  
RSPB**

Fieldwork: 5th - 11th April 2019

Sample Size: 505 UK children aged 13-17

Total	Parent/ Guardian's Marital Status						
	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

Please read the following statement carefully, before answering the question that follows:

It is up to the young people of today to save nature.

Which, if any, of the following describe how you feel about this statement? (Please select all that apply)

	Unweighted base	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed
	505	2	30	36	212	202	12	2
<b>Base: All UK children aged 13-17</b>	<b>505</b>	<b>2</b>	<b>29</b>	<b>36</b>	<b>198</b>	<b>218</b>	<b>11</b>	<b>2</b>
I'm angry at previous generations (e.g. my parents or grandparents generation) for letting nature reach crisis point	29%	66%	20%	14%	18%	43%	34%	-
I want previous generations (e.g. my parents or grandparents generation) to work with my generation to save nature	55%	-	55%	41%	49%	65%	45%	57%
I want to help save nature	55%	34%	52%	57%	51%	58%	67%	57%
I will fight to ensure nature does not fall into crisis in my lifetime again	26%	-	17%	29%	17%	35%	16%	-
I do not feel it is my responsibility to help save nature	10%	-	7%	12%	8%	11%	9%	-
I do not feel nature needs saving	2%	-	6%	-	2%	2%	-	-
None of these	1%	-	3%	2%	2%	1%	-	-
Don't know	5%	-	7%	10%	6%	3%	14%	43%

Cell Contents (C)