YouGov / Woodland Trust Survey Results

Sample Size: 2050 UK Adults

Fieldwork: 21st - 24th June 2013

	Total	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Which ONE, if any, of the following types of tree do you think this leaf comes from?										
[Respondents shown an image of an Oak Tree leaf]										
Unweighted Base	2050	992	1058	201	288	362	480	719	1191	859
All UK Adults	2050	986	1064	246	346	333	395	730	1128	922
Beech tree	3%	2%	3%	5%	5%	4%	1%	1%	2%	3%
Oak tree	57%	54%	61%	39%	45%	58%	59%	68%	61%	53%
Willow tree	0%	0%	1%	2%	1%	0%	0%	-	0%	1%
Maple tree	3%	2%	4%	5%	4%	4%	3%	2%	3%	4%
Ash tree	3%	4%	2%	4%	6%	2%	4%	1%	3%	4%
Birch tree	2%	2%	2%	6%	3%	2%	0%	1%	2%	2%
Linden tree	1%	1%	0%	-	2%	0%	-	1%	1%	1%
London Plane tree	0%	0%	0%	-	0%	-	-	0%	0%	0%
Sycamore tree	11%	9%	12%	13%	15%	10%	13%	7%	11%	11%
Leylandii tree	0%	1%	0%	0%	1%	1%	-	0%	0%	1%
None of these	0%	1%	0%	0%	1%	-	0%	0%	0%	0%
Don't know	19%	24%	15%	25%	18%	19%	20%	18%	17%	23%
Which ONE, if any, of the following types of tree do you think this leaf comes from?										
[Respondents shown an image of an Ash Tree leaf]										
Unweighted Base	2050	992	1058	201	288	362	480	719	1191	859
All UK Adults	2050	986	1064	246	346	333	395	730	1128	922
Beech tree	5%	5%	6%	6%	8%	4%	6%	4%	4%	6%
Oak tree	1%	0%	1%	1%	1%	1%	0%	-	0%	1%
Willow tree	7%	7%	6%	8%	6%	6%	6%	7%	6%	7%
Maple tree	2%	2%	2%	5%	3%	2%	0%	2%	1%	3%
Ash tree	17%	17%	17%	10%	15%	15%	14%	23%	22%	12%
Birch tree	7%	6%	8%	4%	10%	11%	7%	4%	6%	8%
Linden tree	5%	5%	4%	5%	5%	4%	5%	5%	5%	4%
London Plane tree	2%	2%	3%	0%	2%	2%	2%	3%	3%	2%
Sycamore tree	9%	7%	10%	10%	12%	7%	10%	8%	8%	10%
Leylandii tree	2%	2%	3%	4%	4%	5%	1%	1%	2%	3%
None of these	2%	2%	2%	2%	0%	2%	3%	2%	2%	1%
Don't know	42%	45%	39%	45%	35%	41%	46%	42%	40%	44%

© 2013 YouGov plc. All Rights Reserved

YouGov / Woodland Trust Survey Results

Sample Size: 2050 UK Adults

Fieldwork: 21st - 24th June 2013

	Total	Region								Working Status						
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
Which ONE, if any, of the following types of tree do you think this leaf comes from?																
[Respondents shown an image of an Oak Tree leaf]																
Unweighted Base	2050	456	276	211	296	489	109	163	50	1054	191	1245	114	473	87	131
All UK Adults	2050	490	328	191	254	455	100	174	57	1030	197	1227	120	465	94	143
Beech tree	3%	2%	4%	1%	4%	1%	2%	3%	6%	3%	4%	3%	6%	1%	-	2%
Oak tree	57%	51%	60%	68%	49%	67%	65%	48%	40%	56%	61%	56%	44%	68%	53%	47%
Willow tree	0%	1%	0%	1%	0%	1%	-	-	-	0%	2%	1%	1%	-	1%	0%
Maple tree	3%	5%	3%	3%	3%	2%	3%	4%	1%	3%	3%	3%	3%	2%	7%	5%
Ash tree	3%	2%	5%	1%	5%	2%	0%	4%	7%	3%	2%	3%	9%	1%	2%	5%
Birch tree	2%	1%	1%	5%	1%	1%	-	4%	7%	2%	0%	2%	4%	1%	1%	2%
Linden tree	1%	1%	0%	-	1%	-	-	1%	-	1%	2%	1%	-	0%	-	-
London Plane tree	0%	-	0%	-	-	0%	1%	1%	-	0%	0%	0%	-	0%	-	-
Sycamore tree	11%	13%	12%	10%	9%	8%	9%	9%	23%	11%	10%	11%	14%	9%	6%	12%
Leylandii tree	0%	1%	0%	-	0%	0%	-	-	-	0%	-	0%	1%	-	2%	-
None of these	0%	0%	0%	-	1%	0%	-	-	-	0%	-	0%	1%	0%	-	2%
Don't know	19%	22%	14%	11%	27%	17%	21%	27%	17%	20%	17%	19%	18%	17%	28%	25%
Which ONE, if any, of the following types of tree do you think this leaf comes from?																
[Respondents shown an image of an Ash Tree leaf]																
Unweighted Base	2050	456	276	211	296	489	109	163	50	1054	191	1245	114	473	87	131
All UK Adults	2050	490	328	191	254	455	100	174	57	1030	197	1227	120	465	94	143
Beech tree	5%	5%	4%	4%	7%	6%	2%	3%	18%	5%	5%	5%	6%	4%	5%	8%
Oak tree	1%	1%	1%	1%	1%	0%	-	0%	-	0%	-	0%	4%	-	1%	-
Willow tree	7%	5%	8%	8%	5%	8%	6%	6%	8%	6%	8%	7%	6%	6%	8%	7%
Maple tree	2%	2%	1%	2%	4%	2%	3%	-	-	2%	5%	2%	2%	2%	2%	1%
Ash tree	17%	17%	12%	22%	13%	19%	20%	24%	13%	15%	21%	16%	12%	22%	17%	13%
Birch tree	7%	8%	7%	6%	7%	5%	6%	7%	18%	8%	7%	8%	7%	5%	2%	10%
Linden tree	5%	4%	6%	5%	3%	5%	5%	5%	1%	5%	3%	5%	7%	5%	5%	0%
London Plane tree	2%	2%	2%	2%	2%	2%	2%	3%	-	3%	2%	3%	0%	2%	2%	1%
Sycamore tree	9%	9%	14%	7%	7%	8%	6%	8%	12%	8%	10%	8%	15%	9%	7%	13%
Leylandii tree	2%	2%	2%	3%	4%	3%	-	1%	1%	3%	1%	3%	4%	1%	3%	2%
None of these	2%	2%	2%	1%	2%	1%	1%	3%	6%	2%	3%	2%	-	2%	2%	4%
Don't know	42%	43%	42%	38%	47%	41%	48%	40%	23%	43%	36%	42%	36%	43%	47%	41%

© 2013 YouGov plc. All Rights Reserved

YouGov / Woodland Trust Survey Results

Sample Size: 2050 UK Adults

Fieldwork: 21st - 24th June 2013

	Total	Marital Status					Children in Household					
	Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Which ONE, if any, of the following types of tree do you think this leaf comes from?												
[Respondents shown an image of an Oak Tree leaf]												
Unweighted Base	2050	1019	239	173	61	459	1415	288	189	92	569	66
All UK Adults	2050	986	238	176	62	484	1404	302	181	101	584	62
Beech tree	3%	2%	5%	4%	5%	2%	2%	3%	4%	5%	4%	2%
Oak tree	57%	63%	51%	60%	72%	47%	60%	57%	53%	48%	54%	34%
Willow tree	0%	0%	-	1%	-	1%	0%	1%	-	-	1%	1%
Maple tree	3%	3%	3%	2%	3%	4%	3%	6%	1%	5%	4%	5%
Ash tree	3%	3%	7%	2%	-	3%	3%	4%	2%	7%	4%	7%
Birch tree	2%	2%	2%	1%	-	2%	2%	1%	5%	2%	2%	1%
Linden tree	1%	0%	2%	1%	-	1%	0%	1%	2%	-	1%	-
London Plane tree	0%	0%	-	-	-	-	0%	-	-	-	-	1%
Sycamore tree	11%	9%	12%	10%	3%	14%	10%	13%	13%	12%	13%	12%
Leylandii tree	0%	1%	-	-	-	0%	-	0%	3%	2%	1%	-
None of these	0%	0%	-	-	-	1%	0%	-	-	-	-	2%
Don't know	19%	17%	18%	19%	17%	26%	20%	14%	18%	19%	16%	35%
Which ONE, if any, of the following types of tree do you think this leaf comes from?												
[Respondents shown an image of an Ash Tree leaf]												
Unweighted Base	2050	1019	239	173	61	459	1415	288	189	92	569	66
All UK Adults	2050	986	238	176	62	484	1404	302	181	101	584	62
Beech tree	5%	5%	6%	6%	2%	6%	5%	4%	8%	8%	6%	2%
Oak tree	1%	0%	-	-	-	1%	0%	1%	1%	2%	1%	-
Willow tree	7%	6%	7%	8%	12%	7%	7%	7%	8%	4%	7%	-
Maple tree	2%	2%	3%	0%	5%	2%	2%	5%	1%	-	3%	3%
Ash tree	17%	21%	12%	10%	21%	15%	19%	15%	14%	12%	14%	10%
Birch tree	7%	7%	9%	9%	-	7%	6%	9%	9%	12%	9%	7%
Linden tree	5%	4%	4%	5%	6%	6%	5%	5%	4%	5%	5%	9%
London Plane tree	2%	2%	5%	1%	1%	1%	2%	2%	0%	5%	2%	2%
Sycamore tree	9%	9%	12%	8%	3%	9%	9%	11%	7%	6%	9%	5%
Leylandii tree	2%	1%	5%	2%	5%	3%	2%	2%	4%	5%	3%	3%
None of these	2%	2%	2%	1%	6%	2%	2%	2%	1%	2%	2%	3%
Don't know	42%	41%	37%	49%	38%	44%	42%	39%	42%	38%	40%	57%

© 2013 YouGov plc. All Rights Reserved

YouGov / Woodland Trust Survey Results

Sample Size: 2050 UK Adults

Fieldwork: 21st - 24th June 2013

Which ONE, if any, of the following types of tree do you think this leaf comes from?

[Respondents shown an image of an Oak Tree leaf]

	Total	Government Region												Social Media (monthly or more)			
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter
Unweighted Base	2050	85	213	158	145	131	211	296	305	184	109	163	50	1293	262	109	466
All UK Adults	2050	99	224	167	166	162	191	254	294	161	100	174	57	1307	226	109	457
Beech tree	3%	1%	1%	3%	3%	5%	1%	4%	1%	1%	2%	3%	6%	3%	2%	2%	4%
Oak tree	57%	40%	51%	58%	60%	60%	68%	49%	68%	66%	65%	48%	40%	57%	62%	60%	58%
Willow tree	0%	1%	1%	0%	1%	-	1%	0%	1%	-	-	-	-	1%	-	-	1%
Maple tree	3%	5%	5%	6%	3%	2%	3%	3%	2%	2%	3%	4%	1%	4%	3%	2%	3%
Ash tree	3%	3%	2%	3%	7%	3%	1%	5%	2%	3%	0%	4%	7%	3%	4%	8%	4%
Birch tree	2%	-	1%	2%	1%	1%	5%	1%	0%	2%	-	4%	7%	2%	1%	4%	1%
Linden tree	1%	1%	2%	1%	-	1%	-	1%	-	-	-	1%	-	1%	2%	2%	0%
London Plane tree	0%	-	-	-	-	0%	-	-	0%	-	1%	1%	-	0%	0%	1%	0%
Sycamore tree	11%	23%	13%	8%	13%	11%	10%	9%	7%	9%	9%	9%	23%	12%	8%	8%	11%
Leylandii tree	0%	-	1%	2%	-	1%	-	0%	0%	-	-	-	-	0%	1%	-	1%
None of these	0%	-	0%	-	-	1%	-	1%	1%	-	-	-	-	0%	0%	1%	-
Don't know	19%	27%	23%	18%	13%	15%	11%	27%	17%	17%	21%	27%	17%	18%	17%	13%	17%

Which ONE, if any, of the following types of tree do you think this leaf comes from?

[Respondents shown an image of an Ash Tree leaf]

	Total	Government Region												Social Media (monthly or more)			
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter
Unweighted Base	2050	85	213	158	145	131	211	296	305	184	109	163	50	1293	262	109	466
All UK Adults	2050	99	224	167	166	162	191	254	294	161	100	174	57	1307	226	109	457
Beech tree	5%	7%	4%	4%	3%	6%	4%	7%	7%	4%	2%	3%	18%	5%	6%	10%	7%
Oak tree	1%	-	-	2%	-	2%	1%	1%	0%	-	-	0%	-	1%	1%	2%	1%
Willow tree	7%	7%	5%	4%	9%	7%	8%	5%	7%	10%	6%	6%	8%	7%	7%	11%	8%
Maple tree	2%	1%	3%	1%	2%	1%	2%	4%	3%	1%	3%	-	-	3%	1%	4%	2%
Ash tree	17%	9%	19%	19%	13%	11%	22%	13%	15%	26%	20%	24%	13%	16%	21%	12%	17%
Birch tree	7%	9%	8%	5%	5%	8%	6%	7%	6%	5%	6%	7%	18%	8%	6%	3%	8%
Linden tree	5%	8%	4%	3%	8%	5%	5%	3%	7%	2%	5%	5%	1%	4%	6%	5%	5%
London Plane tree	2%	3%	1%	4%	1%	3%	2%	2%	3%	1%	2%	3%	-	2%	3%	2%	2%
Sycamore tree	9%	14%	5%	12%	17%	10%	7%	7%	9%	7%	6%	8%	12%	8%	7%	12%	9%
Leylandii tree	2%	3%	3%	2%	3%	1%	3%	4%	2%	3%	-	1%	1%	3%	2%	2%	1%
None of these	2%	2%	2%	3%	2%	1%	1%	2%	2%	-	1%	3%	6%	2%	2%	2%	1%
Don't know	42%	39%	46%	41%	38%	45%	38%	47%	40%	41%	48%	40%	23%	40%	38%	35%	39%

© 2013 YouGov plc. All Rights Reserved

YouGov / Woodland Trust Survey Results

Sample Size: 2050 UK Adults

Fieldwork: 21st - 24th June 2013

	Total	ITV Region														
	Base	ITV London	ITV Central	ITV Anglia (East Anglia)	ITV Wales / West	ITV West Country (South West)	ITV Meridian (South)	ITV Granada (Lancashire)	ITV Tyne Tees (North East)	ITV Yorkshire	STV Central (Central Scotland)	STV North (North Scotland)	ITV Border	ITV Ulster	None	Don't know
Which ONE, if any, of the following types of tree do you think this leaf comes from?																
[Respondents shown an image of an Oak Tree leaf]																
Unweighted Base	2050	389	222	165	137	114	212	198	86	179	110	*31*	*21*	50	*41*	68
All UK Adults	2050	344	252	155	125	105	211	210	101	202	118	*33*	*19*	57	*35*	59
Beech tree	3%	2%	4%	0%	1%	-	3%	3%	2%	3%	3%	*6%*	-	6%	*3%*	2%
Oak tree	57%	55%	62%	72%	62%	69%	66%	53%	39%	59%	50%	*38%*	*59%*	40%	*46%*	48%
Willow tree	0%	0%	1%	-	-	-	-	1%	1%	-	-	-	-	-	*1%*	3%
Maple tree	3%	4%	3%	2%	3%	3%	1%	6%	5%	5%	4%	-	-	1%	-	3%
Ash tree	3%	3%	4%	2%	5%	2%	2%	2%	2%	4%	3%	*5%*	*4%*	7%	*3%*	-
Birch tree	2%	2%	0%	5%	-	3%	0%	1%	-	2%	3%	*13%*	-	7%	-	-
Linden tree	1%	1%	1%	-	-	-	-	1%	1%	0%	-	*5%*	-	-	*2%*	-
London Plane tree	0%	0%	0%	-	1%	-	-	-	1%	-	-	-	-	-	-	-
Sycamore tree	11%	10%	14%	9%	9%	8%	6%	12%	23%	8%	12%	*3%*	-	23%	-	14%
Leylandii tree	0%	0%	1%	-	-	-	0%	1%	-	2%	-	-	-	-	-	-
None of these	0%	1%	1%	-	-	-	0%	-	-	-	-	-	*4%*	-	*4%*	-
Don't know	19%	22%	11%	11%	20%	15%	20%	21%	27%	16%	24%	*29%*	*33%*	17%	*39%*	31%
Which ONE, if any, of the following types of tree do you think this leaf comes from?																
[Respondents shown an image of an Ash Tree leaf]																
Unweighted Base	2050	389	222	165	137	114	212	198	86	179	110	*31*	*21*	50	*41*	68
All UK Adults	2050	344	252	155	125	105	211	210	101	202	118	*33*	*19*	57	*35*	59
Beech tree	5%	6%	4%	4%	1%	7%	7%	3%	7%	5%	3%	*2%*	*15%*	18%	*1%*	3%
Oak tree	1%	0%	1%	-	-	-	1%	-	1%	1%	0%	-	-	-	-	-
Willow tree	7%	5%	9%	12%	10%	8%	5%	6%	7%	5%	5%	*12%*	*2%*	8%	-	2%
Maple tree	2%	3%	3%	1%	2%	1%	2%	5%	1%	0%	-	-	-	-	*8%*	-
Ash tree	17%	13%	12%	22%	20%	27%	17%	20%	9%	19%	21%	*28%*	*22%*	13%	*15%*	18%
Birch tree	7%	6%	7%	8%	8%	2%	5%	8%	9%	6%	8%	*6%*	*4%*	18%	*4%*	6%
Linden tree	5%	4%	6%	8%	3%	3%	5%	2%	9%	2%	5%	*4%*	*13%*	1%	*3%*	10%
London Plane tree	2%	3%	3%	1%	2%	1%	2%	1%	2%	3%	3%	*2%*	-	-	-	-
Sycamore tree	9%	8%	10%	8%	6%	6%	8%	5%	13%	13%	11%	*5%*	*5%*	12%	*19%*	10%
Leylandii tree	2%	4%	1%	4%	0%	4%	3%	3%	3%	1%	1%	-	-	1%	*2%*	4%
None of these	2%	2%	2%	0%	1%	-	2%	2%	2%	2%	2%	-	*7%*	6%	*4%*	3%
Don't know	42%	46%	42%	32%	45%	41%	42%	46%	38%	43%	39%	*41%*	*32%*	23%	*45%*	44%

© 2013 YouGov plc. All Rights Reserved

Fieldwork: 21st - 24th June 2013

	Total	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

For the following question, by 'native', we mean originating, growing, or produced in a certain place or region.

Which, if any, of the following types of tree do you think are native to Britain? (Please tick all that apply)

Unweighted Base	2050	992	1058	201	288	362	480	719	1191	859
All UK Adults	2050	986	1064	246	346	333	395	730	1128	922
Oak	82%	81%	83%	67%	71%	78%	85%	93%	85%	79%
Ash	60%	61%	59%	47%	50%	47%	65%	73%	62%	58%
Beech	58%	58%	58%	42%	44%	47%	63%	73%	63%	53%
London Plane	27%	28%	27%	37%	22%	21%	26%	30%	28%	27%
Sycamore	48%	46%	49%	32%	37%	40%	51%	60%	50%	45%
Leylandii	6%	5%	7%	6%	6%	5%	7%	5%	5%	7%
1 correct	18%	18%	18%	19%	23%	28%	16%	12%	19%	17%
2 correct	19%	35%	40%	41%	43%	48%	32%	32%	37%	37%
3 correct	48%	84%	86%	71%	77%	82%	87%	94%	88%	82%
None of these	1%	1%	0%	2%	0%	0%	1%	0%	1%	1%
Don't know	11%	12%	11%	20%	16%	15%	10%	5%	9%	15%

All figures, unless otherwise stated, are from YouGov Plc.

© 2013 YouGov plc. All Rights Reserved

Fieldwork: 21st - 24th June 2013

	Total	Region								Working Status						
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
For the following question, by 'native', we mean originating, growing, or produced in a certain place or region.																
Which, if any, of the following types of tree do you think are native to Britain? (Please tick all that apply)																
Unweighted Base	2050	456	276	211	296	489	109	163	50	1054	191	1245	114	473	87	131
All UK Adults	2050	490	328	191	254	455	100	174	57	1030	197	1227	120	465	94	143
Oak	82%	84%	82%	89%	72%	83%	82%	82%	80%	80%	83%	80%	72%	93%	68%	79%
Ash	60%	56%	62%	67%	55%	63%	62%	60%	62%	57%	60%	58%	55%	74%	46%	48%
Beech	58%	55%	59%	61%	52%	63%	57%	61%	56%	54%	58%	54%	50%	72%	55%	54%
London Plane	27%	21%	29%	34%	36%	30%	25%	20%	18%	24%	29%	25%	43%	34%	21%	19%
Sycamore	48%	52%	53%	50%	38%	45%	54%	41%	46%	45%	47%	45%	38%	62%	35%	40%
Leylandii	6%	6%	8%	6%	4%	5%	2%	6%	3%	5%	6%	5%	6%	7%	6%	2%
1 correct	18%	23%	17%	19%	21%	15%	19%	10%	17%	21%	16%	21%	17%	12%	14%	19%
2 correct	19%	44%	34%	38%	35%	33%	33%	36%	45%	40%	37%	40%	35%	32%	34%	37%
3 correct	48%	87%	85%	91%	78%	86%	84%	83%	87%	84%	85%	84%	77%	95%	72%	79%
None of these	1%	-	0%	-	1%	1%	1%	2%	1%	0%	2%	1%	1%	0%	2%	2%
Don't know	11%	10%	11%	7%	16%	11%	13%	14%	11%	12%	10%	11%	17%	5%	25%	19%

All figures, unless otherwise stated, are from YouGov Plc.

© 2013 YouGov plc. All Rights Reserved

Fieldwork: 21st - 24th June 2013

	Total	Marital Status					Children in Household					
	Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Unweighted Base	2050	1019	239	173	61	459	1415	288	189	92	569	66
All UK Adults	2050	986	238	176	62	484	1404	302	181	101	584	62

For the following question, by 'native', we mean originating, growing, or produced in a certain place or region.

Which, if any, of the following types of tree do you think are native to Britain? (Please tick all that apply)

Oak	82%	85%	78%	84%	88%	76%	86%	78%	79%	61%	75%	59%
Ash	60%	63%	57%	65%	62%	53%	65%	53%	49%	47%	51%	44%
Beech	58%	61%	49%	63%	68%	54%	64%	47%	46%	39%	45%	47%
London Plane	27%	25%	27%	26%	46%	29%	29%	24%	23%	27%	24%	28%
Sycamore	48%	50%	44%	54%	64%	41%	52%	36%	43%	36%	38%	39%
Leylandii	6%	5%	8%	5%	4%	5%	6%	5%	5%	9%	6%	6%
1 correct	18%	19%	23%	12%	22%	15%	15%	21%	33%	29%	26%	13%
2 correct	19%	37%	44%	28%	45%	36%	35%	43%	47%	43%	44%	27%
3 correct	48%	88%	84%	84%	95%	78%	88%	81%	85%	73%	81%	63%
None of these	1%	1%	1%	-	-	1%	1%	1%	-	-	0%	5%
Don't know	11%	9%	12%	11%	4%	18%	9%	15%	11%	16%	14%	32%

All figures, unless otherwise stated, are from YouGov Plc.

© 2013 YouGov plc. All Rights Reserved

Fieldwork: 21st - 24th June 2013

	Total	Government Region											Social Media (monthly or more)			
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter
For the following question, by 'native', we mean originating, growing, or produced in a certain place or region.																	
Which, if any, of the following types of tree do you think are native to Britain? (Please tick all that apply)																	
Unweighted Base	2050	85	213	158	145	131	211	296	305	184	109	163	50	1293	262	109	466
All UK Adults	2050	99	224	167	166	162	191	254	294	161	100	174	57	1307	226	109	457
Oak	82%	84%	83%	85%	84%	80%	89%	72%	82%	85%	82%	82%	80%	83%	81%	72%	80%
Ash	60%	63%	51%	58%	67%	57%	67%	55%	62%	65%	62%	60%	62%	60%	65%	59%	56%
Beech	58%	54%	52%	58%	61%	57%	61%	52%	60%	68%	57%	61%	56%	58%	65%	57%	57%
London Plane	27%	21%	19%	23%	25%	33%	34%	36%	32%	26%	25%	20%	18%	28%	30%	36%	30%
Sycamore	48%	60%	54%	46%	52%	54%	50%	38%	45%	46%	54%	41%	46%	48%	47%	46%	45%
Leylandii	6%	3%	6%	7%	8%	8%	6%	4%	6%	4%	2%	6%	3%	6%	5%	9%	8%
1 correct	18%	15%	23%	27%	15%	19%	19%	21%	16%	12%	19%	10%	17%	18%	17%	20%	20%
2 correct	19%	37%	47%	46%	34%	35%	38%	35%	34%	32%	33%	36%	45%	38%	32%	33%	40%
3 correct	48%	84%	85%	91%	87%	83%	91%	78%	85%	87%	84%	83%	87%	86%	87%	81%	84%
None of these	1%	-	-	-	-	1%	-	1%	1%	1%	1%	2%	1%	0%	0%	2%	1%
Don't know	11%	13%	12%	7%	12%	10%	7%	16%	11%	10%	13%	14%	11%	11%	8%	9%	11%

All figures, unless otherwise stated, are from YouGov Plc.

© 2013 YouGov plc. All Rights Reserved

Fieldwork: 21st - 24th June 2013

	Total	ITV Region														
	Base	ITV London	ITV Central	ITV Anglia (East Anglia)	ITV Wales / West	ITV West Country (South West)	ITV Meridian (South)	ITV Granada (Lancashire)	ITV Tyne Tees (North East)	ITV Yorkshire	STV Central (Central Scotland)	STV North (North Scotland)	ITV Border	ITV Ulster	None	Don't know
For the following question, by 'native', we mean originating, growing, or produced in a certain place or region.																
Which, if any, of the following types of tree do you think are native to Britain? (Please tick all that apply)																
Unweighted Base	2050	389	222	165	137	114	212	198	86	179	110	*31*	*21*	50	*41*	68
All UK Adults	2050	344	252	155	125	105	211	210	101	202	118	*33*	*19*	57	*35*	59
Oak	82%	77%	84%	92%	80%	86%	83%	83%	83%	82%	83%	*86%*	*96%*	80%	*75%*	55%
Ash	60%	57%	65%	70%	61%	63%	64%	52%	63%	58%	59%	*61%*	*60%*	62%	*50%*	43%
Beech	58%	56%	57%	65%	58%	67%	62%	54%	53%	60%	64%	*62%*	*54%*	56%	*60%*	38%
London Plane	27%	36%	33%	31%	28%	21%	34%	19%	21%	21%	17%	*14%*	*22%*	18%	*36%*	17%
Sycamore	48%	40%	54%	58%	54%	42%	46%	54%	61%	45%	43%	*42%*	*63%*	46%	*33%*	34%
Leylandii	6%	6%	7%	6%	4%	4%	7%	5%	3%	8%	5%	*13%*	-	3%	-	-
1 correct	18%	19%	21%	17%	16%	16%	16%	25%	17%	22%	8%	*11%*	*34%*	17%	*10%*	10%
2 correct	19%	35%	38%	39%	33%	35%	32%	48%	38%	40%	38%	*37%*	*44%*	45%	*29%*	19%
3 correct	48%	82%	88%	94%	82%	89%	86%	87%	85%	87%	84%	*86%*	*96%*	87%	*75%*	55%
None of these	1%	1%	1%	-	2%	2%	-	-	-	-	1%	*2%*	-	1%	*1%*	2%
Don't know	11%	14%	8%	5%	13%	6%	11%	10%	13%	11%	14%	*12%*	*4%*	11%	*12%*	37%

All figures, unless otherwise stated, are from YouGov Plc.

© 2013 YouGov plc. All Rights Reserved