

YouGov Survey Results

Sample Size: 1978
Fieldwork: 13th - 16th June 2008

	Gender		Age					Government Office of the Region											
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	North East	North West	Yorkshire + The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
All GB Adults	1978	949	1029	218	358	354	347	702	91	230	168	147	133	191	250	280	194	126	168
Unweighted Sample	1978	940	1038	206	361	363	353	695	86	224	161	143	124	204	216	321	214	113	172
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you live in...?

England	85	84	86	86	88	86	82	85	100	100	100	100	100	100	100	100	100	0	0
Scotland	9	10	7	9	9	9	12	6	0	0	0	0	0	0	0	0	0	0	100
Wales	6	6	7	6	3	6	6	9	0	0	0	0	0	0	0	0	0	100	0

All England Adults	1684	795	889	186	315	303	283	597	91	230	168	147	133	191	250	280	194	0	0
Unweighted Sample	1693	789	904	177	316	312	291	597	86	224	161	143	124	204	216	321	214	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which if any of the following terms/ expressions have you seen or heard of? [Please tick all that apply]

Act on CO2	53	59	47	61	52	55	55	48	55	49	57	67	54	56	50	49	45	0	0
Affordable housing	92	94	90	83	89	92	93	96	87	90	94	95	93	95	89	92	92	0	0
Biodegradable	93	93	92	91	91	96	94	92	90	93	97	93	94	92	87	96	94	0	0
Carbon footprint	97	97	97	96	96	98	98	96	97	96	98	96	99	97	93	98	98	0	0
Eco-towns	69	76	63	66	62	69	70	72	64	60	73	84	80	66	59	72	68	0	0
Sustainable development	71	78	64	72	67	73	69	71	62	64	67	78	70	72	75	71	74	0	0
Zero-carbon	65	76	55	57	58	66	69	69	55	58	66	70	63	66	69	66	67	0	0
None of these	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Don't know	1	1	1	2	1	0	1	1	1	1	0	0	0	0	3	1	0	0	0

How much do you know about Eco-towns? (Please tick the statement which BEST applies to you)

I am knowledgeable about Eco-towns	2	3	1	4	3	2	1	1	0	0	1	4	1	0	4	2	2	0	0
I know a fair amount about Eco-towns	7	11	4	12	11	7	3	7	7	5	10	13	8	7	5	6	8	0	0
I know a little about Eco-towns	39	44	34	33	30	36	44	45	39	35	45	42	44	36	34	44	38	0	0
I have heard the term 'Eco-towns', but I do not really know what this means	30	25	35	28	30	32	28	31	33	32	26	26	30	36	29	29	29	0	0
I have never seen or heard the term 'Eco-towns' before	18	14	22	20	22	21	20	14	18	23	15	12	14	18	25	15	20	0	0
Don't know	3	3	4	4	4	3	3	2	2	4	3	2	3	4	3	3	3	0	0

YouGov Survey Results

Sample Size: 1978
Fieldwork: 13th - 16th June 2008

	Social Grade		How much do you know about Eco-towns? (Please tick the statement which BEST applies to you)						
	Total	ABC1	C2DE	I am knowledgeable about Eco-towns	I know a fair amount about Eco-towns	I know a little about Eco-towns	I have heard the term 'Eco-towns' but I do not really know	I have never seen or heard the term 'Eco-towns' before	Don't know
All GB Adults	1978	1068	910	30	123	660	508	310	53
Unweighted Sample	1978	948	1030	37	132	670	502	297	55
	%	%	%	%	%	%	%	%	%

Do you live in...?

England	85	85	85	100	100	100	100	100	100
Scotland	9	9	8	0	0	0	0	0	0
Wales	6	6	6	0	0	0	0	0	0

All England Adults	1684	907	777	30	123	660	508	310	53
Unweighted Sample	1693	820	873	37	132	670	502	297	55
	%	%	%	%	%	%	%	%	%

Which if any of the following terms/ expressions have you seen or heard of? [Please tick all that apply]

Act on CO2	53	53	53	75	71	59	52	34	23
Affordable housing	92	92	91	96	96	96	93	85	57
Biodegradable	93	93	92	92	97	94	95	88	75
Carbon footprint	97	97	97	93	97	98	98	96	77
Eco-towns	69	72	65	93	98	91	77	2	20
Sustainable development	71	76	65	89	91	82	68	49	25
Zero-carbon	65	69	60	87	81	77	61	44	32
None of these	0	0	0	0	0	0	0	0	5
Don't know	1	1	1	0	1	0	1	1	14

How much do you know about Eco-towns? (Please tick the statement which BEST applies to you)

I am knowledgeable about Eco-towns	2	2	2	100	0	0	0	0	0
I know a fair amount about Eco-towns	7	9	5	0	100	0	0	0	0
I know a little about Eco-towns	39	43	35	0	0	100	0	0	0
I have heard the term 'Eco-towns', but I do not really know what this means	30	27	33	0	0	0	100	0	0
I have never seen or heard the term 'Eco-towns' before	18	17	21	0	0	0	0	100	0
Don't know	3	2	4	0	0	0	0	0	100

Total	Gender		Age					Government Office of the Region										
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	North East	North West	Yorkshire + The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
1321	662	659	143	233	230	217	499	72	167	137	127	111	150	179	228	149	0	0
1341	669	672	135	240	238	224	504	67	165	133	122	104	163	162	262	163	0	0
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

ALL England Adults who have heard the term 'Eco-towns'

Unweighted Sample

You mentioned you have heard of Eco-towns...
To what extent do you support or oppose each of the following?

'The development of Eco-towns in England'

Strongly support	10	12	8	16	13	13	8	6	13	8	11	10	10	7	12	6	14	0	0
Tend to support	36	34	38	42	35	35	36	35	43	35	35	26	32	31	44	41	33	0	0
Neither support nor oppose	34	35	32	22	30	30	40	37	23	36	35	43	36	39	28	28	34	0	0
Tend to oppose	6	8	5	4	3	7	5	9	9	5	4	6	6	6	3	11	5	0	0
Strongly oppose	3	5	2	1	3	1	2	6	3	3	2	2	5	5	0	5	5	0	0
Don't know	11	6	16	14	15	14	10	7	9	12	12	13	11	12	13	9	8	0	0

'The development of an Eco-town WITHIN 5 miles of my home'

Strongly support	9	11	7	13	13	11	6	6	14	9	8	10	10	6	12	5	11	0	0
Tend to support	25	24	26	33	27	26	26	21	36	26	28	14	26	19	29	25	26	0	0
Neither support nor oppose	39	39	39	28	38	36	45	42	26	40	37	47	35	46	39	38	37	0	0
Tend to oppose	8	9	7	8	4	7	8	10	10	3	7	14	7	5	4	12	10	0	0
Strongly oppose	7	9	4	2	4	5	3	12	4	7	9	4	10	10	0	8	8	0	0
Don't know	12	7	17	17	15	15	11	9	10	15	12	11	13	14	15	11	9	0	0

Total	Social Grade		How much do you know about Eco-towns? (Please tick the statement which BEST applies to you)					
	ABC1	C2DE	I am knowledgeable about Eco-towns	I know a fair amount about Eco-towns	I know a little about Eco-towns	I have heard the term 'Eco-towns' but I do not really know	I have never seen or heard the term 'Eco-towns' before	Don't know
1321	737	585	30	123	660	508	0	0
1341	685	656	37	132	670	502	0	0
%	%	%	%	%	%	%	%	%

ALL England Adults who have heard the term 'Eco-towns'

Unweighted Sample

You mentioned you have heard of Eco-towns...
To what extent do you support or oppose each of the following?

'The development of Eco-towns in England'

Strongly support	10	9	11	32	25	9	6	0	0
Tend to support	36	36	35	31	39	42	27	0	0
Neither support nor oppose	34	33	35	14	10	34	40	0	0
Tend to oppose	6	8	4	10	13	8	2	0	0
Strongly oppose	3	3	3	13	12	3	1	0	0
Don't know	11	10	12	0	0	3	25	0	0

'The development of an Eco-town WITHIN 5 miles of my home'

Strongly support	9	8	10	27	25	8	5	0	0
Tend to support	25	24	26	36	25	27	21	0	0
Neither support nor oppose	39	39	39	9	19	41	43	0	0
Tend to oppose	8	9	6	16	14	11	2	0	0
Strongly oppose	7	7	6	12	17	7	3	0	0
Don't know	12	12	13	0	0	5	25	0	0

Total	Gender		Age					Government Office of the Region									
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	North East	North West	Yorkshire + The Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

ALL England Adults	1684	795	889	186	315	303	283	597	91	230	168	147	133	191	250	280	194	0	0
Unweighted Sample	1693	789	904	177	316	312	291	597	86	224	161	143	124	204	216	321	214	0	0
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to consider moving home to what extent would the energy efficiency and the environmental impact of properties influence your decision? (Please tick the option which BEST applies to you)

Extremely important – this would have a major influence on my choice of home	7	8	7	6	7	5	7	9	16	5	5	4	11	7	8	7	10	0	0
Important – this would influence my choice of home	33	31	34	29	32	33	34	34	31	37	33	30	38	33	31	28	35	0	0
Not particularly important – it is unlikely to influence my choice of home	46	47	46	48	49	50	44	44	45	45	49	53	39	44	50	51	37	0	0
Very unimportant – it would not influence my choice of home at all	8	10	7	8	7	8	8	9	4	8	5	8	7	12	7	7	13	0	0
Don't know	6	4	7	10	5	4	6	5	5	5	8	5	5	4	4	7	5	0	0

And to what extent do you feel there is affordable housing WITHIN 5 miles of your home (e.g. affordable housing for first-time buyers, families and the retired, including social housing and private housing, etc)?

There is sufficient affordable housing	13	14	12	11	11	11	13	16	14	14	18	19	14	12	8	10	13	0	0
There is a slight shortage of affordable housing	21	19	23	27	17	23	22	20	31	26	24	24	16	23	13	20	21	0	0
There is very little affordable housing	40	42	39	36	38	41	38	43	42	38	37	34	47	42	46	38	38	0	0
There is no affordable housing available	18	17	19	17	25	19	18	15	9	15	16	11	15	18	22	27	18	0	0
Don't know	8	8	7	10	9	7	9	7	3	7	5	12	9	4	11	6	10	0	0

Total	Social Grade		How much do you know about Eco-towns? (Please tick the statement which BEST applies to you)					
	ABC1	C2DE	I am knowledgeable about Eco-towns	I know a fair amount about Eco-towns	I know a little about Eco-towns	I have heard the term 'Eco-towns' but I do not really know	I have never seen or heard the term 'Eco-towns' before	Don't know
1684	907	777	30	123	660	508	310	53
1693	820	873	37	132	670	502	297	55
	%	%	%	%	%	%	%	%

ALL England Adults
Unweighted Sample

If you were to consider moving home to what extent would the energy efficiency and the environmental impact of properties influence your decision? (Please tick the option which BEST applies to you)

Extremely important – this would have a major influence on my choice of home	7	7	8	27	14	8	7	4	4
Important – this would influence my choice of home	33	34	32	32	38	36	31	29	11
Not particularly important – it is unlikely to influence my choice of home	46	48	44	30	42	47	47	48	34
Very unimportant – it would not influence my choice of home at all	8	8	8	8	5	6	10	10	12
Don't know	6	3	8	3	0	3	5	9	39

And to what extent do you feel there is affordable housing WITHIN 5 miles of your home (e.g. affordable housing for first-time buyers, families and the retired, including social housing and private housing, etc)?

There is sufficient affordable housing	13	15	11	9	18	16	11	10	4
There is a slight shortage of affordable housing	21	22	21	23	25	24	20	15	16
There is very little affordable housing	40	41	39	39	36	41	45	36	11
There is no affordable housing available	18	17	20	30	17	15	16	26	25
Don't know	8	6	9	0	4	3	8	13	43