



# WHAT ACTIONS FOR NATURE DO PEOPLE TAKE IN THE UK AND WHAT NEW ACTIONS WOULD THEY START?

## A UK NATIONALLY REPRESENTATIVE SAMPLE 2025

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Image credit: Guy Shorrock



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## Summary

Understanding what nature-friendly actions people are already doing, and what actions they might be willing to do, can help eNGOs to identify which behaviours might have high uptake if they were promoted. This report provides information on the proportion of people in the UK who have taken 66 nature-friendly actions in the past year, and estimates of how many people are willing to start new nature-friendly actions. The analysis is based on a nationally representative sample of 2488 individuals who were asked about 66 actions in March 2025.

This report identifies 13 nature friendly actions which have higher than average ecological impact, and which more than 27% of the UK population may be willing to adopt as a 'new' behaviour:

- Choosing biodiversity friendly investments
- Creating animal homes
- Creating a pond
- Donating money to conservation
- Engaging with decision makers
- Organising others to take action
- Preventing invasive species spread
- Reducing fossil fuel use
- Supporting nature friendly policies
- Taking action for nature at work or school
- Volunteering for nature
- Voting for nature
- Working in conservation

Perceptions of barriers to adoption for 12 of these 13 actions are reported, identifying potential issues to address in behaviour change programmes focusing on these actions. This report recommends:

- The use of the figures and statistics in this report to compare actions which align with eNGO specific aims and areas of expertise, to support prioritisation of time and resources.
- Using the information from this report about how many people in the UK are already doing the actions (or are willing to) may help frame some actions as 'social norms', as the most common barrier for most actions was the perception that others were not doing it.
- Providing clear information about the cost of actions in a behaviour change campaign, as a lack of money was a common barrier across all actions.
- Focusing on how to do the action rather than the benefits of the action for nature. Most agreed that the actions would benefit nature, so communications about how an action supports nature is unlikely to persuade potential adopters to change their behaviour.

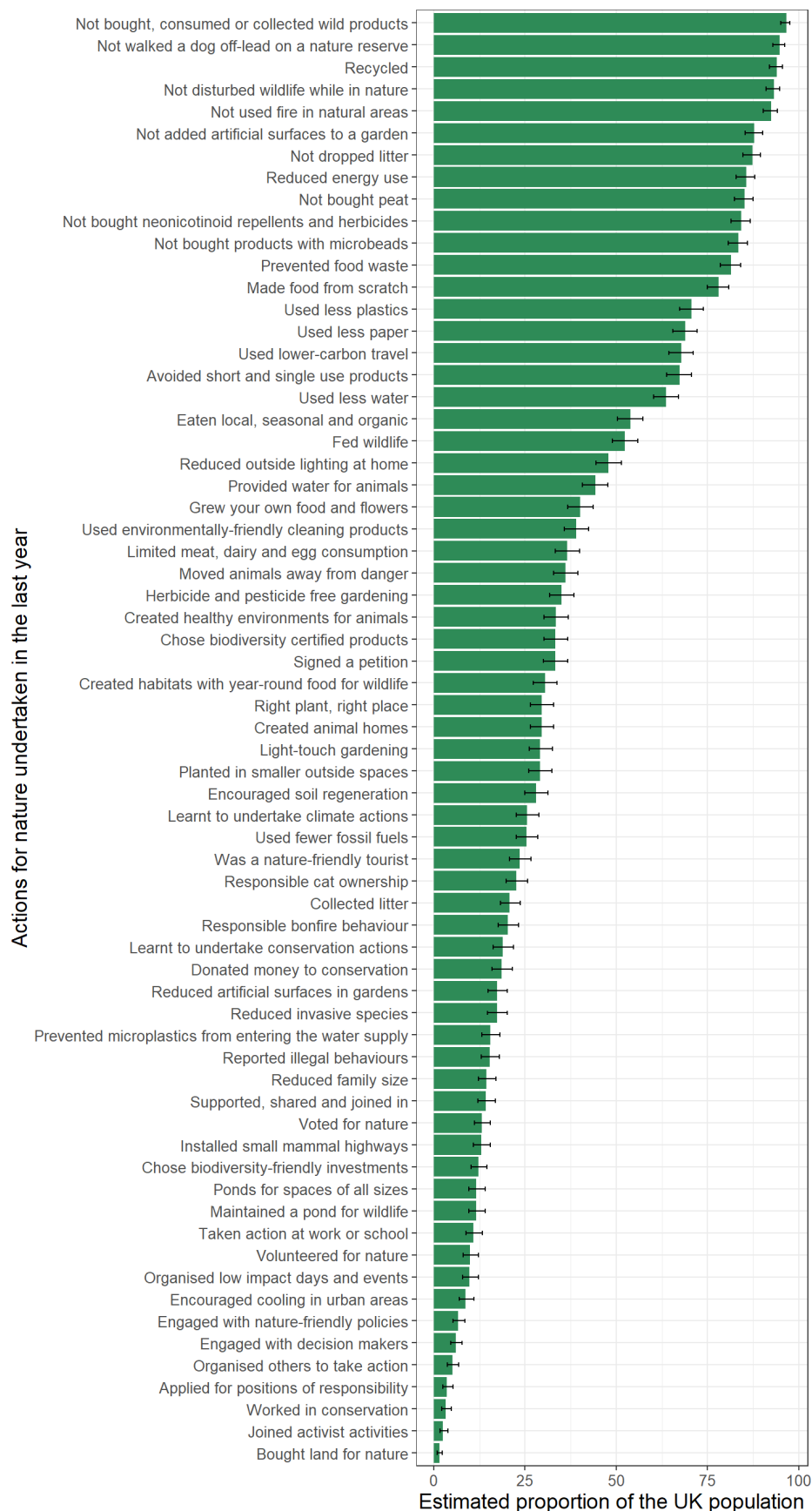
## Introduction

Rapid behaviour change is required to support nature recovery, allowing the UK to meet its citizen's needs, its national targets, and international commitments. Environmental NGOs (eNGOs) like The Wildlife Trusts play a key role in encouraging nature-friendly actions, which in turn have significant impacts on the natural environment. Understanding what people are already doing, and what actions they might be willing to do, can help eNGOs to identify which actions might have high uptake if they were promoted. Very few people may be doing some actions, suggesting there is high potential for growth, but if these actions are unattractive to individuals, any marketing campaign is unlikely to have an impact. One example from Australia is the control of invasive wild dogs by using spring-loaded ejectors to dose them with cyanide<sup>1</sup>. This action was not used by landowners and rated as highly effective by experts, suggesting potential high impact. However, community members reported a very low likelihood of adoption, suggesting this action is not an 'easy-win' for conservation<sup>2</sup>.

In March 2025, a nationally representative sample of 2488 individuals were surveyed using the Prolific platform. This report focuses on the pro-nature behaviours reported by survey respondents. The survey asked individuals whether or not they had engaged in 66 actions for nature in the last year, and whether they would be willing to do the 66 actions in the future. To calculate the likely proportion of the UK population that have undertaken each action, responses were weighted by the intersection of age and sex, region, ethnicity and voting behaviour in the 2024 general election. Full details of weighting are provided in [Appendix 1](#), and participant demographics are reported in [Appendix 2](#).

## What pro-nature actions do people do?

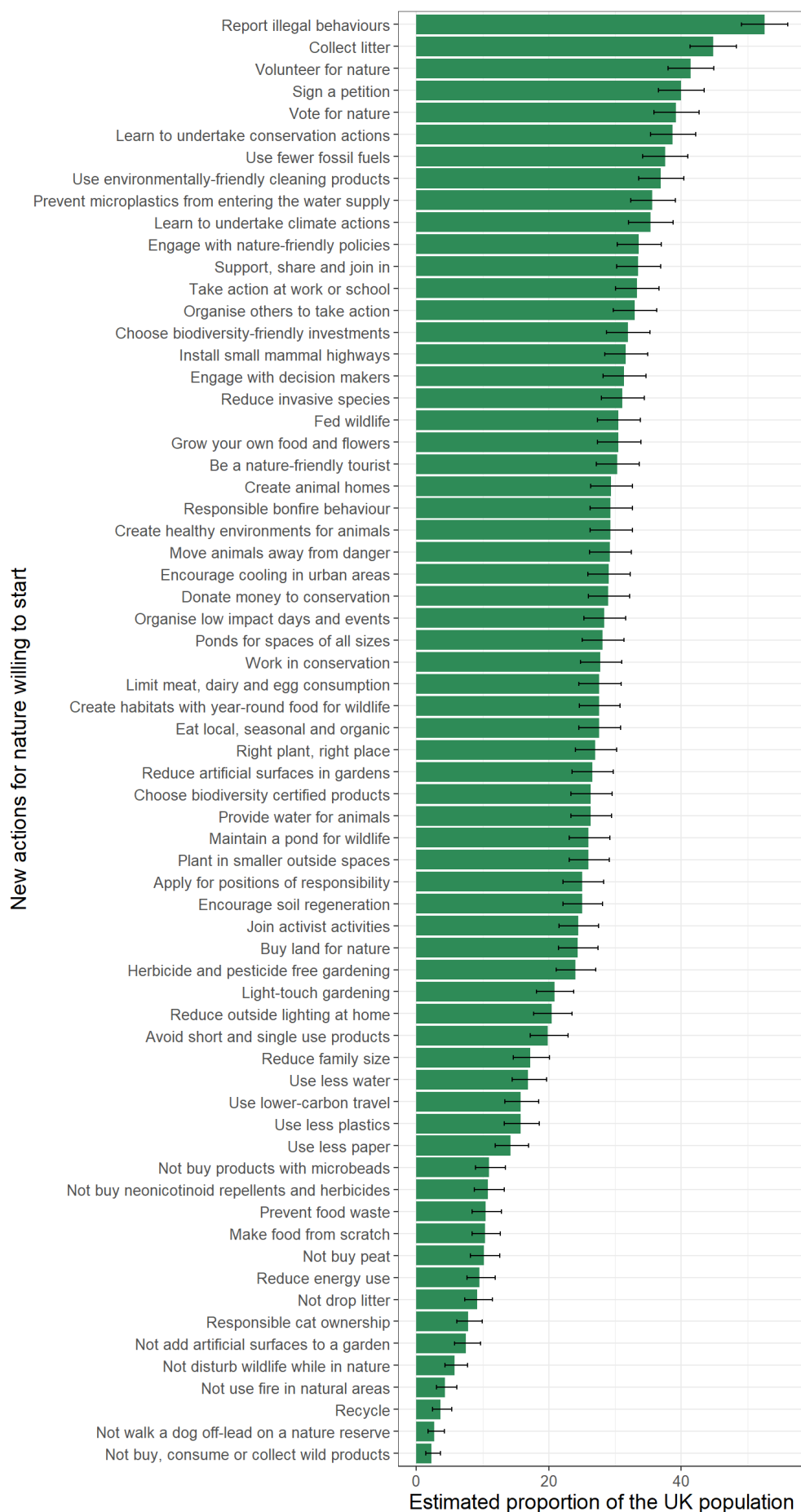
The most reported actions were 'avoidance' actions (i.e. not buying, consuming or collecting wild products) though recycling and making food from scratch were reported by more than 75% of people (Figure 1, [Appendix 1](#)). Overall, there were 20 actions which more than 50% of people reported doing in the last year. Note however, that people only need to have done these actions once in the last year to answered positively, so estimated prevalence rates may be lower at shorter time scales (e.g. within a week or month) for repeatable actions such as recycling.



*Figure 1: People were asked which actions they had taken for nature in the last year. Estimates are weighted to represent the UK population, so the error bar shows the likely range which includes the true value.*

## What pro-nature actions are people willing to start?

The action with the highest number of potential new adopters – ‘warm leads’ – was reporting illegal behaviours (Figure 2), though the estimated number of potential adopters was over 40% for 3 other actions (collecting litter, volunteering for nature and signing a petition).



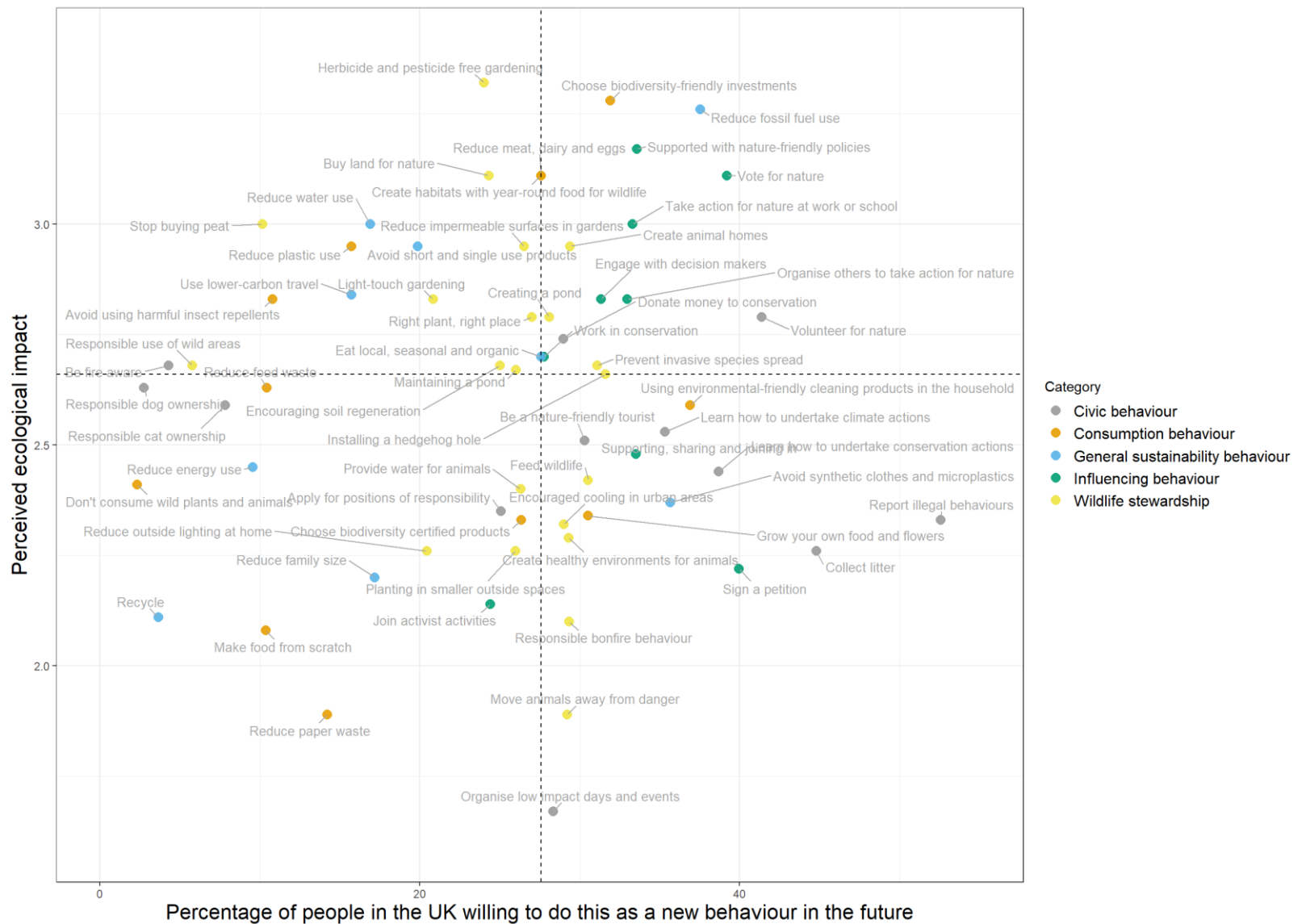
**Figure 2:** People were asked which actions they were willing to do in the future. This graph shows which actions people are willing to start which they don't currently do. Estimates are weighted to represent the UK population, so the error bar shows the likely range which includes the true value.



### Which actions have the biggest impact and largest new audience?

When combined with the potential ecological impact estimated by Wildlife Trust employees<sup>3</sup>, 13 actions had higher than average ecological impact and numbers of potential new adopters (Figure 3). Perceived barriers to adopting 12 of these 13 behaviours are reported in the next section. These actions may be productive avenues for future behaviour change campaigns, as they have higher ecological impact and higher numbers of potential adopters.

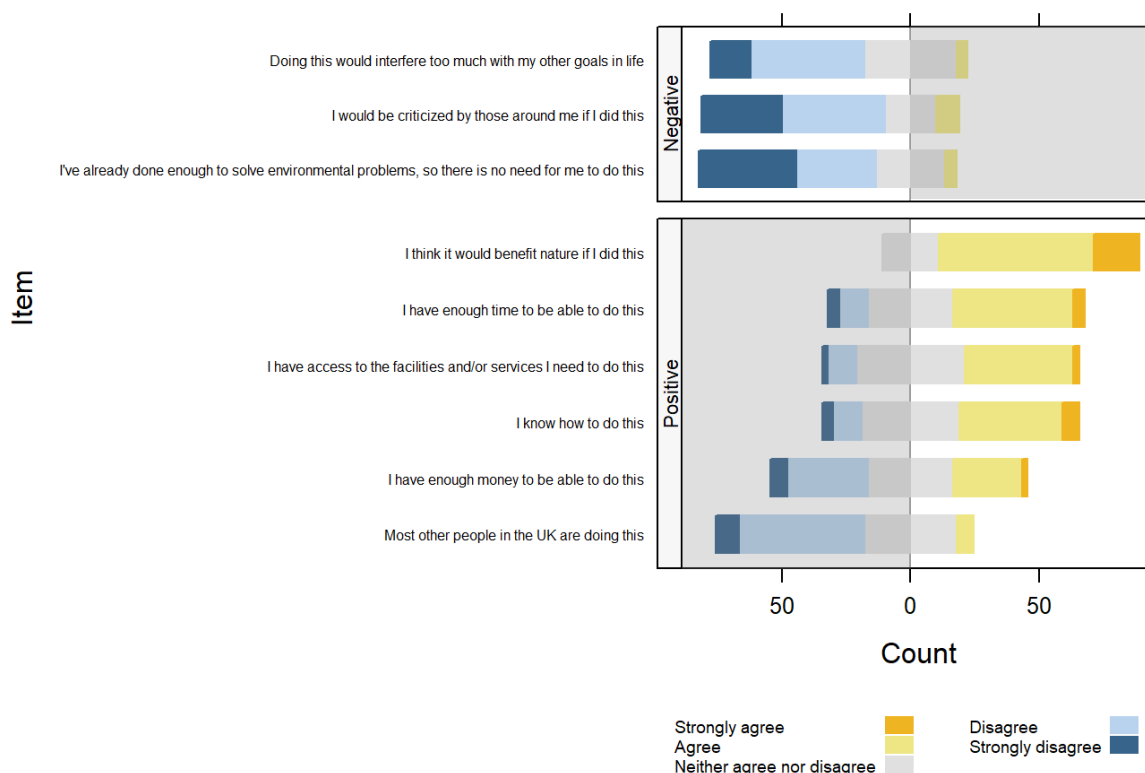
*Figure 3: The combination of perceived ecological impact and potential audience size for 63 actions.*



## What are the barriers to action?

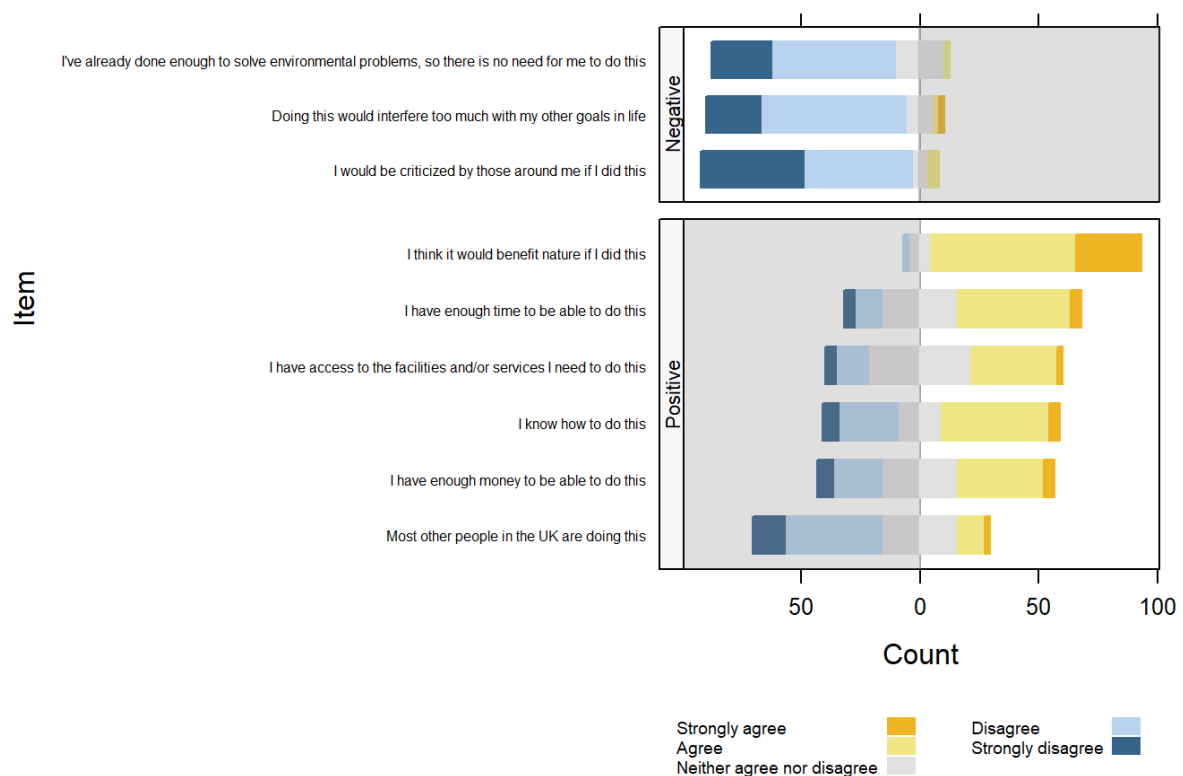
This section presents perceived barriers to action for 12 of the 13 actions with the highest potential for impact due to their higher potential ecological impact and higher numbers of potential new adopters. Data was not available for 'working in conservation' as insufficient participants answered questions about barriers to adopting this behaviour. Below are the ratings given for nine statements which represent potential barriers to behaviour change. More people perceive a barrier to be present when it is rated 'agree' or 'strongly agree' for negatively phrased statements, and when it is rated 'disagree' or 'strongly disagree' for positively framed statements (shown as greyed out boxes in the graphs below). Participants were asked about a maximum of three actions they were not already doing, but were willing to start, leading to the variable sample sizes shown below. Across all 13 actions, positively phrased barriers were more significant than negatively phrased barriers. Most perceived the actions to be beneficial to nature, suggesting that providing further information on how these actions benefit nature will not move these potential actors to start the behaviour. Very few people thought most others in the UK were doing the actions, and another common barrier was lack of money. Below, notable differences from these overall trends are shown for each action.

**Choosing biodiversity-friendly investments.** The most frequently identified barriers for this action were having enough money to be able to do it, and the belief that most other people in the UK are not doing this (n=45). However, 32% of people were willing to start, so tips for identifying biodiversity-friendly investments may be effective prompts for behaviour change with those who have the money to invest.

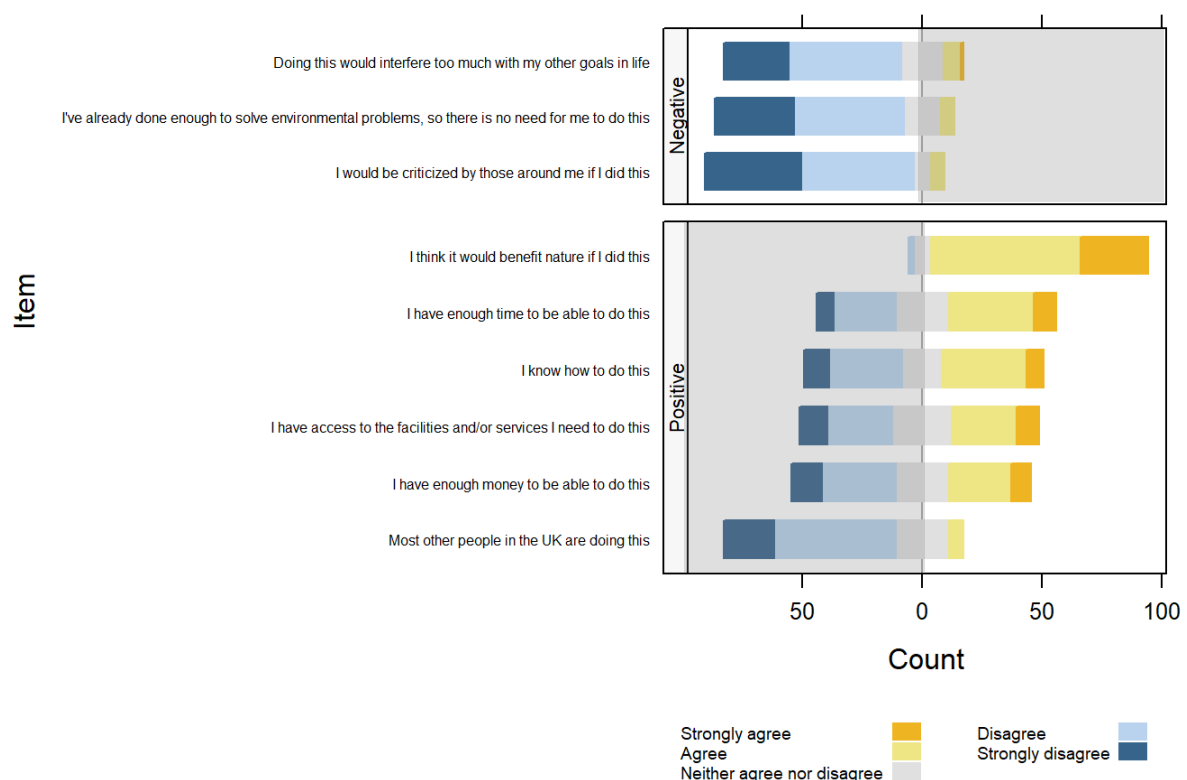




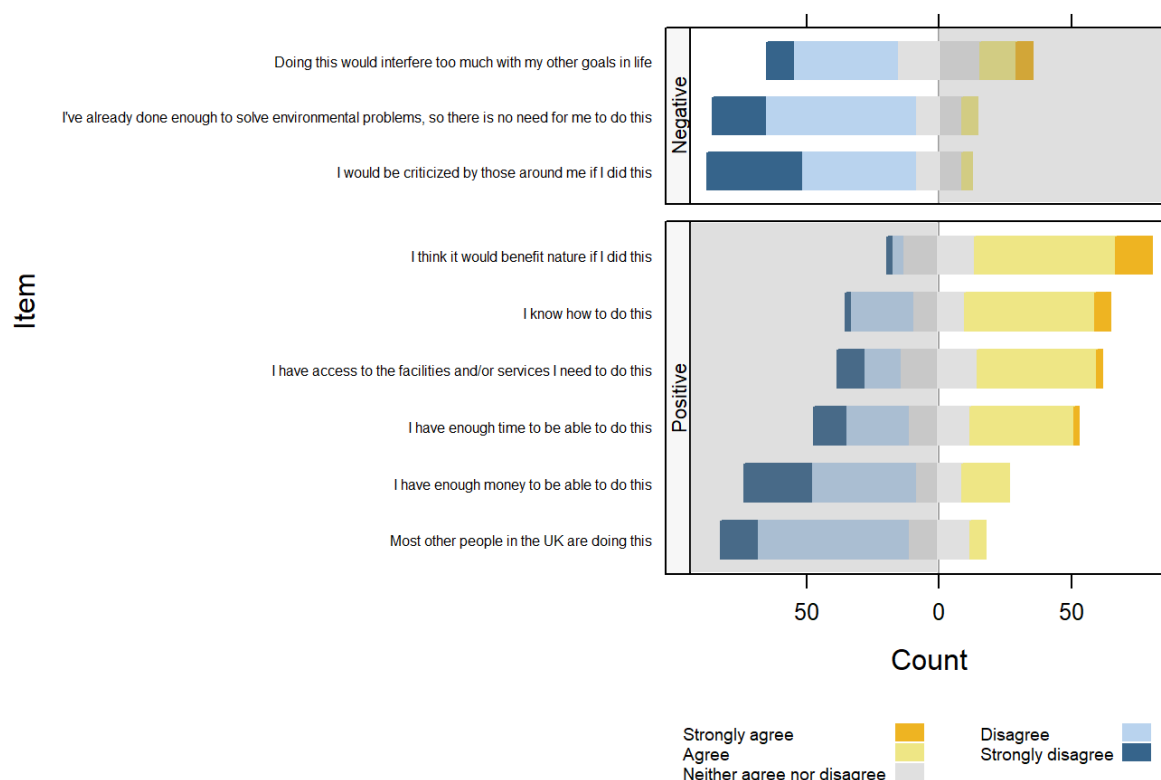
**Creating animal homes.** A similar pattern was seen for this action, though some people did not know how to create animal homes (n=44). A communications campaign which provides clear instructions on how to create low cost / free animal homes, and highlights that 30% of people in the UK already report creating wildlife homes (and another 30% are willing to do so) may be effective at addressing the top three barriers for this action.



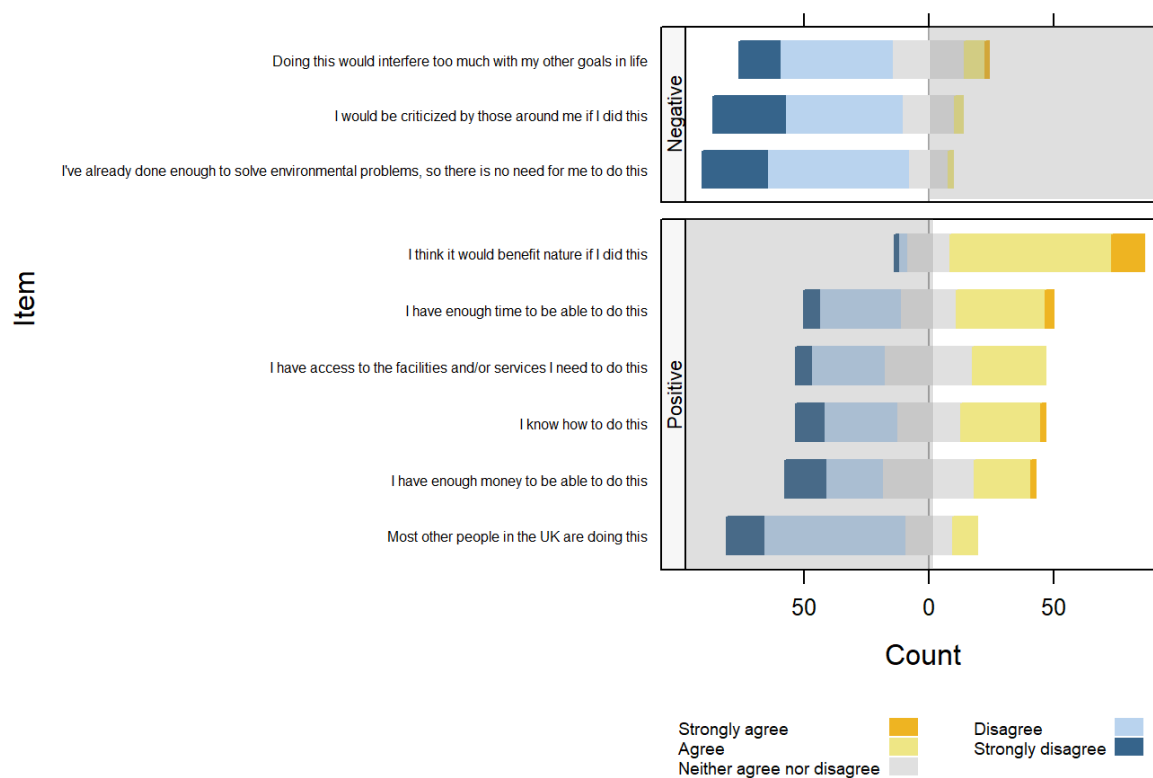
**Creating a pond.** The most common barrier was the perception that others were not doing this (n=85), which is supported by the survey (12% of people report creating a pond). 28% of people are willing to do this, though common barriers are lack of money, facilities and knowledge about how to do it. Practical demonstrations of low cost ponds may encourage people to create ponds.



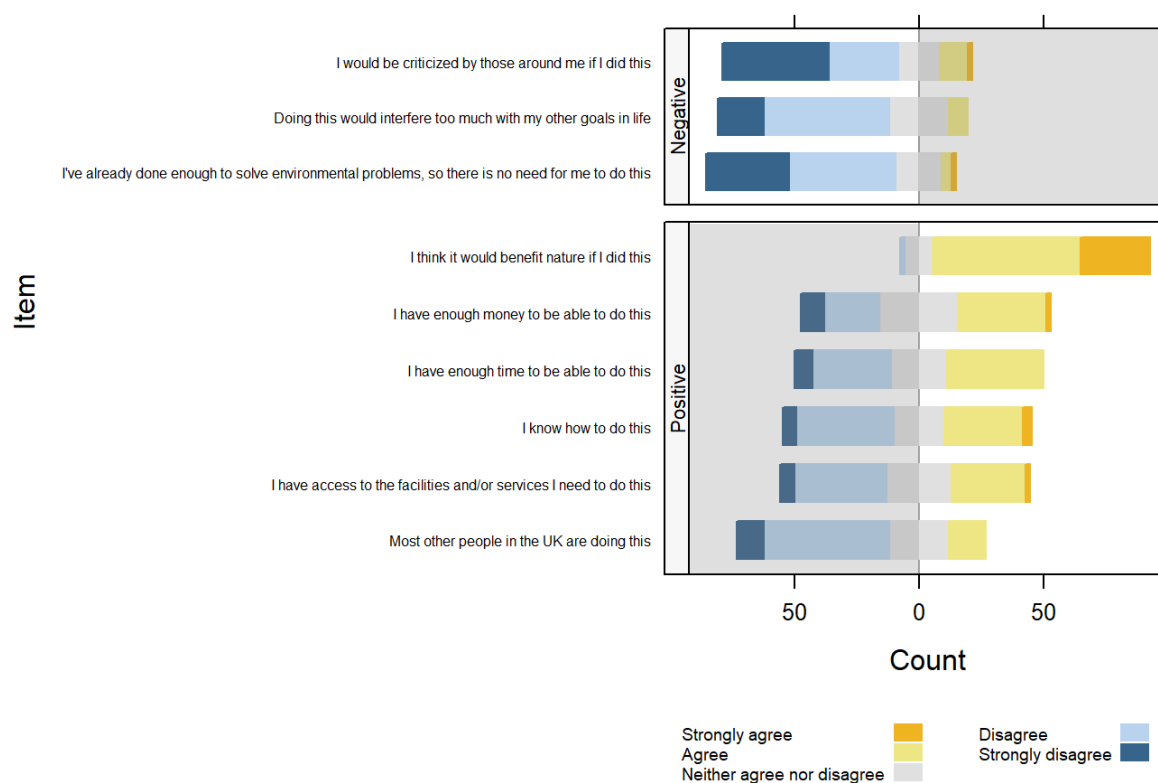
**Donate money to conservation.** Some people felt this would interfere with their other goals in life, and insufficient time was also seen as a barrier (n=51). Highlighting how quickly / easily a donation can be made, and perhaps price comparison (e.g. ‘for the price of a cup of coffee, we can...’) might encourage donating.



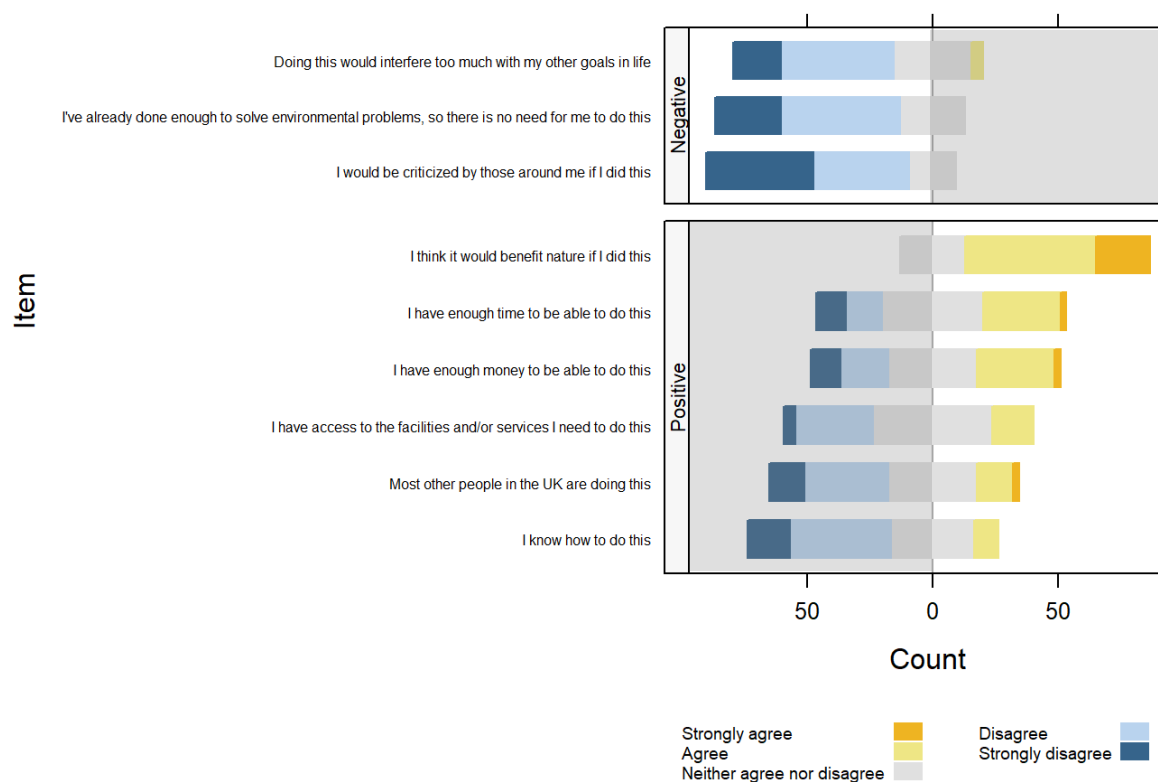
**Engage with decision makers.** The most commonly identified barrier was the perception that others were not doing this (n=62), which is supported by the survey in this report (currently 6%). Focusing on quick, low cost and easy ways of engaging with decision makers may encourage the 31% of people who said they would be willing to do this.



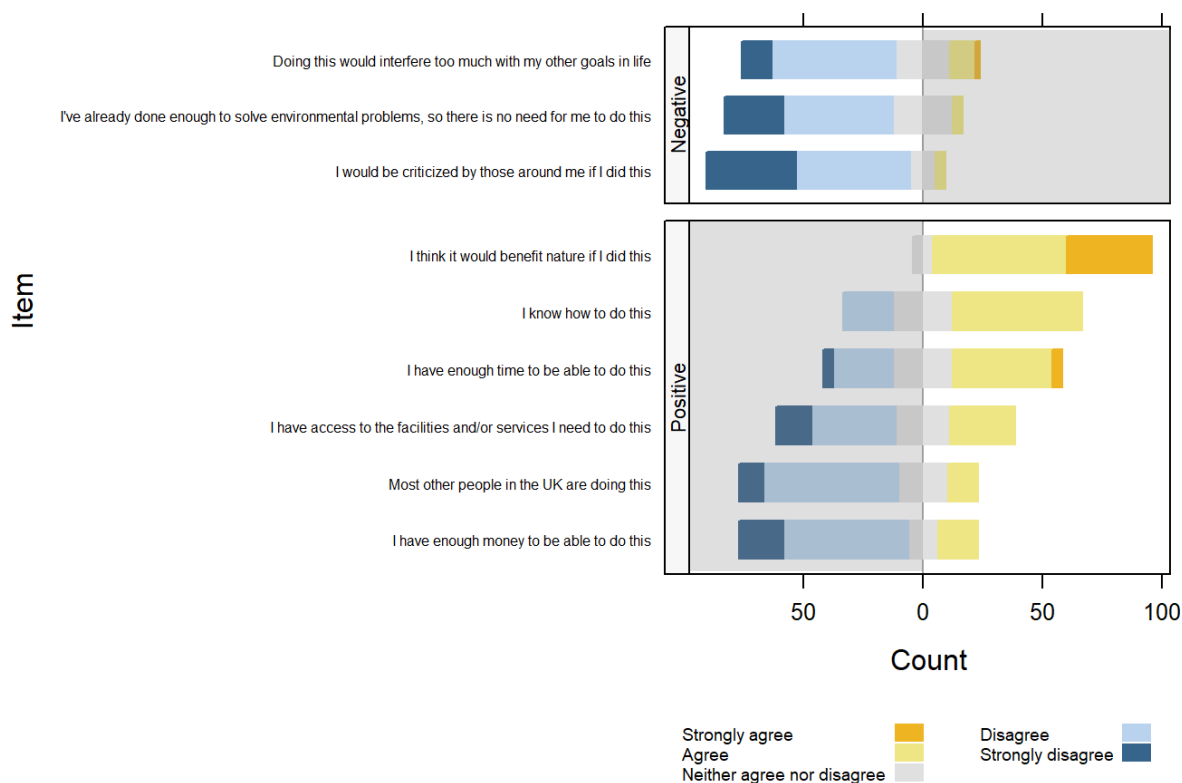
**Organise others to take action.** Money was seen as less of a barrier for this action, and instead people did not feel they had access to suitable facilities or services, and / or lacked the time and information to know how to do this (n=54). Shadowing, training and peer-to-peer sharing may support others to adopt this behaviour by learning the practicalities behind this action.



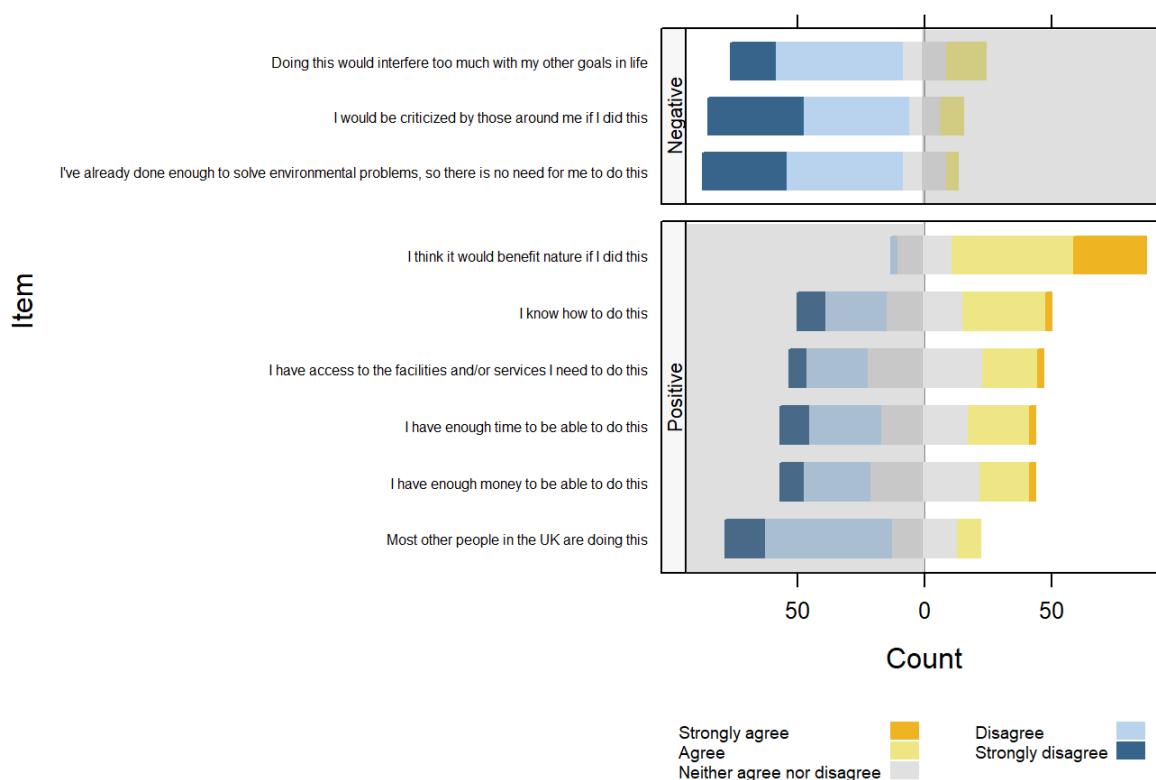
**Prevent invasive species spread.** Not knowing how to do this was the biggest barrier (n=42). Practical guides, demonstrations and training may be effective to address this barrier.



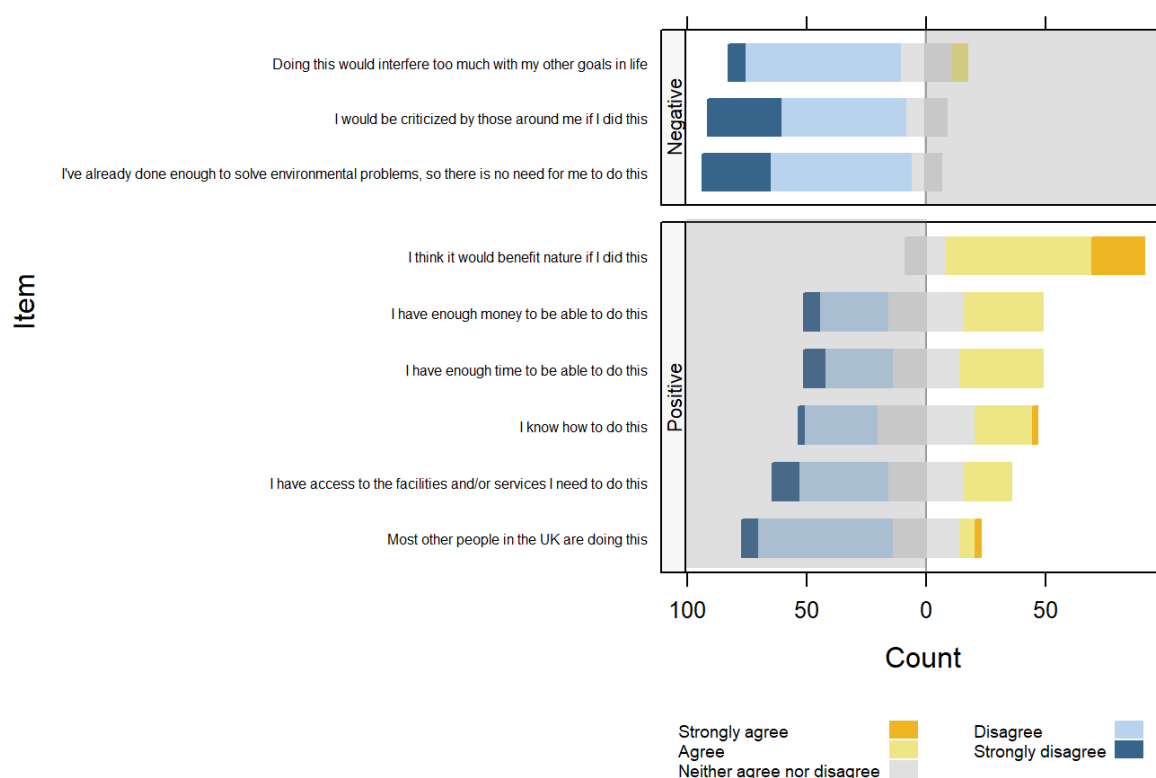
**Reduce fossil fuel use.** The most common barrier was lack of money (n=48) so behaviour change campaigns could focus on low-cost actions or those with a financial benefit. Many also felt others were not doing this, though the survey suggests that 25% of people already are, and 38% are willing to start.



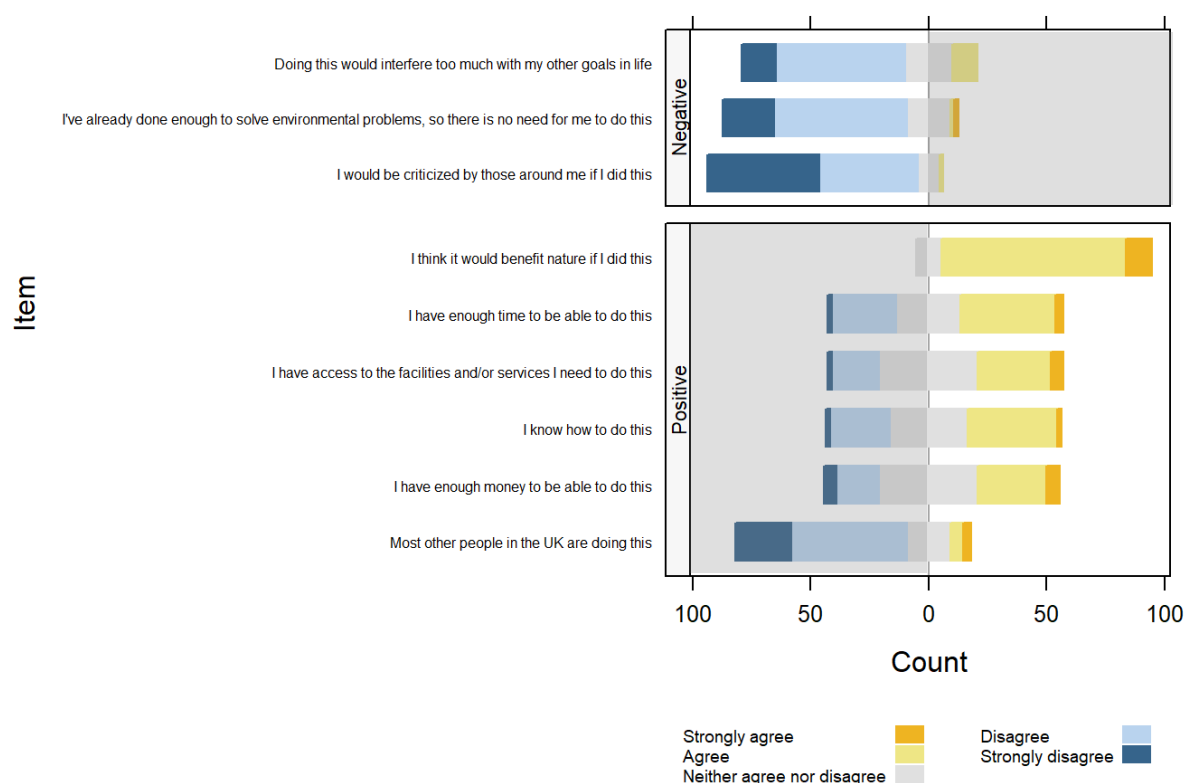
**Support nature-friendly policies.** The most common barrier was that others were not doing this already (n=46), which is supported by this survey (currently 7%). Lack of time, facilities, money and knowledge about how to do this were also commonly mentioned barriers.



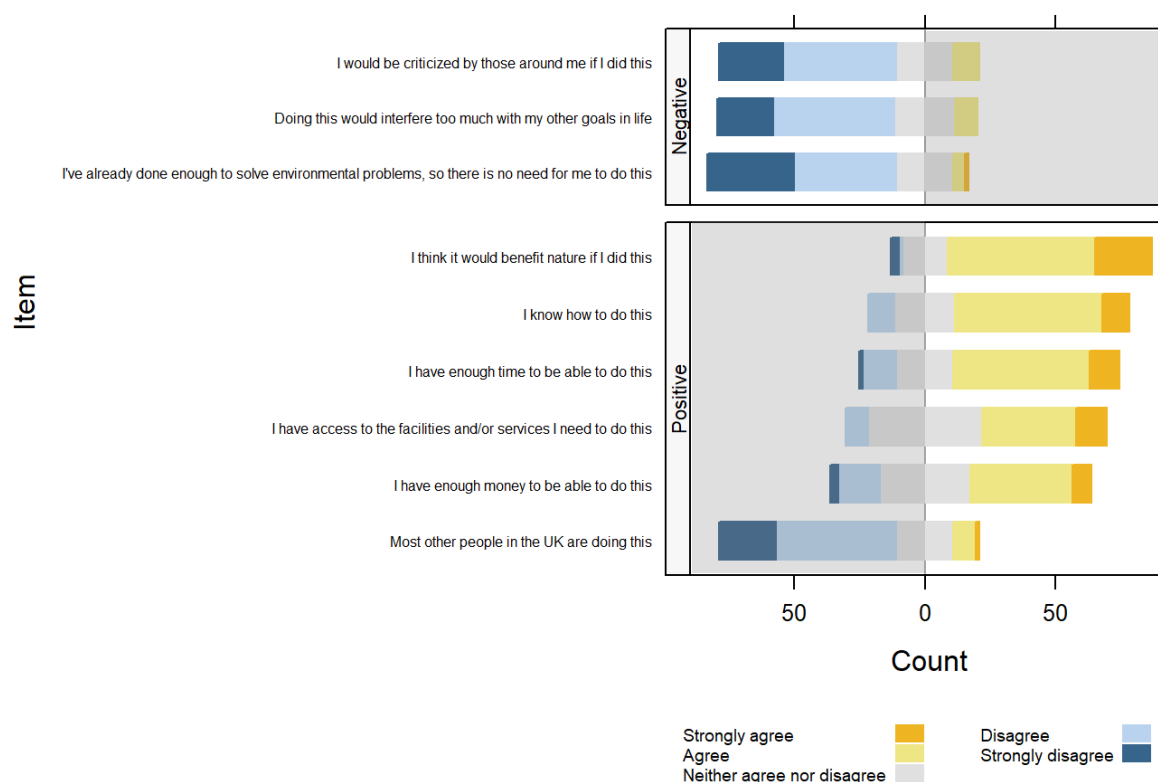
**Take action for nature at work or school.** The most common barrier was that others were not doing this already (n=46), which is supported by the survey data in this report (currently 11%). Lack of time, facilities, money and knowledge about how to do this were also common barriers.



**Volunteer for nature.** The single most common barrier by far was the perception that others in the UK were not doing this (n=55). However, this survey indicated that around 10% of people already do this, and 41% are willing to start.



**Vote for nature.** The single most common barrier by far was the perception that others in the UK were not doing this (n=69). However, this survey indicated that around 13% of people already do this, and 40% are willing to start.



## Recommendations

This report identifies 13 nature friendly actions which have higher than average ecological impact, and which more than 27% of the UK population may be willing to adopt as a 'new' behaviour. These 13 actions include a number of options which are traditionally linked to core activities for The Wildlife Trusts, such as volunteering, donating and working in conservation. This study also identified a number of actions which The Wildlife Trusts could explore as future areas for potential growth, such as biodiversity-friendly investments. This study provides a broad overview of perceived barriers for those willing to start these as new behaviours.

- eNGOs can use the figures in this report to compare actions which align with their specific aims and areas of expertise, supporting prioritisation of time and resources. All 63 actions in figure 3 were considered to have a positive ecological impact, but focusing finances and staff effort on actions with greater ecological impact and more potential adopters is likely to be the most effective for achieving rapid large-scale change for UK biodiversity.
- Across all actions, a lack of money and the perception that others were not doing the action were identified as common barriers. Providing clear information about the financial cost of these actions (and perhaps contrasting this with the 'no action' alternative, or with commonly bought non-essentials) may motivate some of these potential actors. Where appropriate, using information from Appendix 2 about how many people in the UK are already doing the actions (or are willing to) may help frame some actions as 'social norms'.
- Most potential adopters agreed that the actions would benefit nature, so communications about how these actions would support nature are unlikely to persuade these individuals to change their behaviour. Instead, providing clear information on how to start these actions,



how to access facilities and / or services, how much they will cost and how much time they take, may move some of these potential actors to start the behaviour.

- For some actions, focusing on how starting the action could align with other goals in their life, and be positively perceived by their peers, may address some negative perceptions about the action.

## References

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6. National Records of Scotland. Flexible Table Builder for Scotland's 2022 Census. <https://www.scotlandscensus.gov.uk/webapi/jsf/dataCatalogueExplorer.xhtml> (2022).
7. NISRA. Ethnic group by broad age bands MS-B26. <https://www.nisra.gov.uk/publications/census-2021-main-statistics-ethnicity-tables> (2021).
8. Cracknell, R. & Baker, C. General Election 2024: Research Briefing. Preprint at (2024).

## Appendix 1: Sample weighting and estimated proportion of people undertaking each action

Samples were weighted using the 'autumn' package in R version 4.3.3<sup>4</sup>. All other analyses in this report were also conducted using the same R version. Information on the intersection of the UK age and sex distribution was taken from the ONS mid 2023 population projections by age and sex<sup>5</sup>. Information on England and Wales ethnicity in England and Wales in 2021 were taken from an ethnicity by age report. region query from Nomis – UK government official census and labour market statistics. Information for ethnicity by age for Scotland was taken from the 2022 Scottish Census using the Flexible Table Builder<sup>6</sup>, and for Northern Ireland from the 2021 Census<sup>7</sup>. Ethnic groups were simplified for consistency, see appendix 2 for the groups used. Information about voting behaviour was taken from the General Election report produced by the House of Commons library<sup>8</sup>. For all statistics, population counts were converted to proportions of the UK population, which are reported in the code below.

```
library(autumn)
```

```
Dataset<-read.csv(file.choose(),header=T,encoding = "UTF-8")
```

```
ns_target<-list(Agesex = c(`F18-24`= 0.05182559,`F25-34`=0.08594353, `F35-44`=0.08684628,`F45-54`=0.07877556,`F55-64`=0.08271277,`F65-74`= 0.06281435,`F75+`=0.06628895,`M18-24`=0.05429219,`M25-34`=0.08352361,`M35-44`=0.08197751,`M45-54`=0.07600097,`M55-64`=0.07922044,`M65-74`=0.05830011, `M75+`=0.05147814), Region = c(`East Midlands`=0.07290131,`East`=0.09463723,`London`=0.13145582,`North East`=0.03954276,`North West`=0.11080575,`Northern Ireland`=0.02843082,`Scotland`=0.08126378,`South East`=0.13860154,`South West`=0.08516790,`Wales`=0.04642170,`West Midlands`= 0.08889615,`Yorkshire and The Humber`=0.08187525), Ethnicity =c(`Asian/Asian British`=0.08685028,`Black/Black British`=0.03749856,`Mixed descent (e.g. White & Asian, White & Black)`= 0.02681458,`Any other ethnic group`=0.0197339,`White (British/Irish/Other)`=0.82910269),GE2024=c("Alliance"=0.0017506728,"Another party"=0.0158041874,"Conservative"=0.1020147728,"DUP - Democratic Unionist Party"=0.0025703105,"I did not vote"= 0.5706281768,"I was too young to vote"=0.0009899231,"Labour"= 0.1450349004,"Liberal Democrat"=0.0525711695,"Plaid Cymru"= 0.0029102091,"Reform UK"=0.0615114456,"Scottish National Party (SNP)"=0.0108268904,"SDLP - Social Democratic and Labour Party"= 0.0012975842,"Sinn Fein"=0.0031504223,"The Green Party"=0.0275234667,"UUP - Ulster Unionist Party"=0.0014158683))
```

```
newdata<-harvest(respondent_data, ns_target,convergence=c(pct=0.0001, absolute=1e-8),max_iterations = 5000)
```

## Appendix 2: Participant demographics, and prevalence and willingness to adopt nature-friendly behaviours.

*Table A1. Demographic variables for the 2488 individuals who participated in the survey*

<b>Region</b>	Greater London	267 (11%)
	East Midlands	201 (8%)
	South East England	379 (15%)
	South West England	249 (10%)
	East of England	158 (6%)
	West Midlands	228 (9%)
	Yorkshire and the Humber	208 (8%)
	North East England	117 (5%)
	North West England	309 (12%)
	Scotland	199 (8%)
	Wales	118 (5%)
	Northern Ireland	55 (2%)
<b>Employment</b>	Working full time - working 30 hours per week or more	1246 (50%)
	Working part time - working less than 30 hours per week	468 (19%)
	Student	97 (4%)
	Retired	397 (16%)
	Other	290 (12%)
<b>What is your ethnicity?</b>	Asian/Asian British	194 (8%)
	Black/Black British	80 (3%)
	White (British/Irish/Other)	2131 (86%)
	Mixed	42 (2%)
	Other	41 (2%)
<b>Gender</b>	Female	1275 (51%)
	Male	1197 (48%)
	Non-binary / third gender	16 (1%)
<b>Age</b>	Mean $\pm$ SD	47 ( $\pm$ 15)
<b>How did you vote in the 2024 general election?</b>	Labour	944 (38%)
	Conservative	367 (15%)
	Reform UK	244 (10%)
	I did not vote	349 (14%)
	Liberal Democrat	248 (10%)
	The Green Party	173 (7%)
	Other	163 (7%)
<b>Which best describes where you live?</b>	Urban /City Centre	439 (18%)
	Large Town	356 (14%)
	Suburbs	624 (25%)
	Small Town	591 (24%)
	Village	371 (15%)
	Rural Area	107 (4%)
<b>Housing tenure</b>	Other	177 (7%)
	Owned outright	823 (33%)
	Owned with a mortgage or loan	760 (31%)
	Privately rented	471 (19%)

	Rented from the housing association	130 (5%)
	Rented from the council	93 (4%)
	Prefer not to say	34 (1%)
<b>Do you have access to a garden?</b>	Yes	2358 (95%)
	No	130 (5%)
<b>Education</b>	A and AS level, or equivalent	390 (16%)
	Apprenticeship	66 (3%)
	Degree-level	983 (40%)
	GCSE or equivalent	354 (14%)
	Masters or equivalent	338 (14%)
	No formal qualifications	28 (1%)
	NVQ or equivalent	247 (10%)
	PhD or equivalent	72 (3%)
	Prefer not to say	10 (0%)
<b>Do you own a dog?</b>	Yes	1341 (54%)
	No	1147 (46%)
<b>Do you own a cat?</b>	Yes	1254 (50%)
	No	1234 (50%)
<b>How financially comfortable are you?</b>	I am very comfortable financially	94 (4%)
	I am relatively comfortable financially	1035 (42%)
	I do not have money for luxuries but can normally comfortably cover the essentials	948 (38%)
	I can only just afford my costs and often struggle to make ends meet	379 (15%)
	I cannot afford my costs and often have to go without essentials like food and heating	32 (1%)

Table A2: Title and description of the actions included in the survey, in alphabetical order by title. The estimated proportion and 95% CI of the UK population which report doing each action, calculated using the weighted sample of 2488 individuals. Actions which are already ‘social norms’ – reportedly done by more than 50% of people in the past year – are highlighted in green. Actions which could become social norms if all the potential adopters started doing the behaviour, are highlighted in yellow.

	Report doing the behaviour in the past year		Have not done the behaviour in the past year but willing to do it in the future		Estimated percentage of combined actors and potential adopters
	Estimated percentage	95% confidence interval	Estimated percentage	95% confidence interval	
<b>Adding a hedgehog hole to fences:</b> Creating gaps that allow small mammals to move between areas without problems	12.9	10.8, 15.4	31.6	28.5, 34.9	44.5
<b>Applying for positions of responsibility on an environmental platform:</b> Applying for trusteeships, local government roles and other positions of responsibility and stating your intentions to support nature-friendly policies	3.6	2.5, 5.3	25.1	22.1, 28.2	28.7
<b>Avoiding short and single use products:</b> Buying fewer, longer lasting toys, clothes and household items or those made with sustainable materials	67.3	63.9, 70.6	19.9	17.2, 22.9	87.2
<b>Being a nature-friendly tourist:</b> Visiting and supporting nature-friendly projects such as rewilding sites, choosing activities with lower impacts on nature, e.g. canoes rather than jet-skis	23.6	20.8, 26.7	30.3	27.2, 33.6	53.9
<b>Buying land for nature:</b> Purchasing and managing land for nature	1.5	0.9, 2.3	24.3	21.4, 27.5	25.8
<b>Choosing biodiversity certified products:</b> Choosing FSC certified paper and sustainably sourced wood, MSC certified seafood, buying Rainforest Alliance certified tea, coffee and chocolate	33.3	30.1, 36.7	26.3	23.4, 29.6	59.6
<b>Choosing nature-friendly investments:</b> Investing in nature-friendly companies and products, divesting from companies and products which are harmful to nature	12.2	10.2, 14.5	31.9	28.7, 35.3	44.1
<b>Choosing products with less plastic, avoiding plastic products:</b> Reducing packaging, using sustainable or reusable packaging materials, mending or upcycling clothing, furniture and electronics, reusing or recycling tins, jars, plastic bottles, buying second hand gifts, donating to and buying from charity shops	70.7	67.3, 73.8	15.7	13.3, 18.6	86.4



<b>Collecting litter:</b> Taking a rubbish bag when walking and collecting litter, cleaning up a beach	20.8	18.2, 23.7	44.8	41.3, 48.3	65.6
<b>Creating a pond:</b> A bucket or container pond, a garden pond or larger wetland	11.7	9.6, 14.1	28.1	25.1, 31.3	39.8
<b>Creating animal homes:</b> Adding bat and bird boxes, insect and bee hotels, leaving log or leaf piles for animals, adding hibernating spaces for hedgehogs, amphibians or reptiles	29.6	26.5, 32.9	29.4	26.3, 32.7	59.0
<b>Creating habitats with food for wildlife throughout the year:</b> Planting plants with different flowering or fruiting seasons	30.4	27.3, 33.8	27.6	24.6, 30.8	58.0
<b>Creating healthy environments for animals:</b> Cleaning bird boxes and feeders, changing water for birds daily	33.5	30.2, 36.9	29.3	26.2, 32.6	62.8
<b>Donating money to conservation:</b> Donating or becoming a member of nature conservation organisations, making a legacy donation in your will, donating to specific nature conservation projects	18.5	15.9, 21.5	29.0	25.9, 32.2	47.5
<b>Eating local, seasonal and organic:</b> Choosing organic food, local and seasonal produce	53.8	50.3, 57.3	27.6	24.5, 30.9	81.4
<b>Encouraging cooling in urban areas:</b> Growing plants up building walls to cool them, planting shading trees and shrubs	8.7	7.0, 10.9	29.0	25.9, 32.3	37.7
<b>Encouraging soil regeneration:</b> Creating a compost heap or pile in your garden, adding compost to soil, rotating annual plants and crops in the vegetable patch	28.0	25.0, 31.3	25.0	22.1, 28.1	53
<b>Engaging with and advocating for nature-friendly policies:</b> Contributing to government consultations, advocating for 'biodiversity-friendly' certification, engaging with the planning system to support nature	6.7	5.2, 8.5	33.6	30.4, 37.0	40.3
<b>Engaging with decision makers to encourage them to take action for nature:</b> Engaging directly with local /national government, political parties, trade unions, employers, companies	6.0	4.6, 7.7	31.3	28.2, 34.7	37.3
<b>Feeding wildlife:</b> Putting up a bird feeder or butterfly feeding table, feeding badgers or hedgehogs, creating spaces for pollinators with flowering plants	52.4	48.9, 55.9	30.5	27.4, 33.9	82.9
<b>Growing your own food and flowers:</b> Growing flowers, fruit and vegetables instead of buying	40.1	36.7, 43.6	30.5	27.4, 33.9	70.6
<b>Herbicide and pesticide free gardening:</b> Avoiding using pesticides, herbicides and synthetic fertilizer, using companion planting for pest control	35.0	31.7, 38.4	24.0	21.1, 27.1	59

<b>Joining activist activities for nature:</b> Demonstrations, sit-ins, walk-outs	2.5	1.7,3.8	24.4	21.5, 27.6	26.9
<b>Learning how to undertake climate actions:</b> Self-directed learning, reading books, watching documentaries, attending courses to understand actions which can lessen / mitigate climate impacts	25.6	22.6, 28.7	35.3	32.0, 38.8	60.9
<b>Learning how to undertake conservation actions:</b> Attending a wildlife gardening course, attending talks, reading books or watching documentaries about nature conservation issues and solutions	18.9	16.2, 21.8	38.7	35.3, 42.2	57.6
<b>Light-touch gardening:</b> Leaving no mow zones and wild patches or reducing mowing frequency, not trimming plants in spring or summer, leaving sunflower hearts, ivy flowers, hollow stems and dandelions in the garden, not removing hedges or trees	29.2	26.1, 32.4	20.8	18.2, 23.7	50.0
<b>Limiting meat, dairy and egg consumption:</b> Reducing beef and lamb consumption, eating less meat, reducing dairy, eating plant-based meals, feeding pets insect or vegetarian foods	36.5	33.2, 39.9	27.6	24.5, 30.9	64.1
<b>Maintaining a pond for wildlife:</b> Adding submerged aquatic plants to a pond, ensuring ponds have a shallow edge for wildlife access	11.6	74.9, 80.9	26.0	23.1, 29.2	37.6
<b>Making food from scratch:</b> Making your own food from scratch to avoid packaging and palm oil	78.0	9.5, 14.1	10.4	8.4, 12.7	88.4
<b>Moving animals away from danger:</b> Helping at frog and toad road crossings, taking injured wild animals to rescue centres, moving insects rather than killing them when finding them at home	36.0	32.7, 39.4	29.2	26.1, 32.5	65.2
<b>Not adding artificial surfaces to a garden:</b> Including paving, driveways and artificial grass	87.9	85.3, 90.1	7.5	5.8,9.7	95.4
<b>Not buying insect repellents or herbicides containing neonicotinoids:</b> Whether for people, pets or pest control	84.3	81.5, 86.7	10.8	8.7, 13.3	95.1
<b>Not buying peat:</b> For garden use, purchasing of plants grown in peat	85.1	82.4, 87.5	10.2	8.1, 12.6	95.3
<b>Not buying products with microbeads:</b> Including synthetic fabrics and personal beauty products	83.4	80.6, 85.9	11.0	8.9, 13.4	94.4
<b>Not buying, consuming or collecting products from wild plants and animals:</b> Including coral, exotic pets, consumption or harvest of wild animals, plants or fungi from unsustainable sources	96.6	95.1, 97.6	2.3	1.5, 3.6	98.9
<b>Not disturbing wildlife while in nature:</b> Moving too close to a wild animal, causing it to flee or take flight	93.2	91.1, 94.8	5.8	4.3, 7.7	99.0
<b>Not dropping litter:</b> Whether accidentally or deliberately	87.3	84.7, 89.5	9.2	7.3, 11.5	96.5

<b>Not using fire in natural areas:</b> Taking a disposable barbecue to a wild area or smoking cigarettes	92.5	90.3, 94.2	4.3	3.0, 6.1	96.8
<b>Not walking a dog off-lead in a nature reserve:</b> Particularly nature reserves with sensitive shorebirds or ground-nesting birds	94.7	92.9, 96.1	2.7	1.7, 4.2	97.4
<b>Organising low impact days and events:</b> Providing vegetarian or vegan food at gatherings of friends and family, organising a plastic-free Halloween party, single-use plastic free days	9.8	7.9, 12.2	28.3	25.3, 31.6	38.1
<b>Organising others to take action for nature:</b> Litter pick, fundraisers for nature NGOs, sponsored walks, beach cleans, corporate volunteer day	5.1	3.8, 6.8	33.0	29.8, 36.3	38.1
<b>Planting in smaller outside spaces:</b> Creating a container garden, planting wildlife-friendly herbs or flowers, planting nighttime flowering plants	29.1	26.1, 32.4	26.0	23.0, 29.2	55.1
<b>Preventing food waste:</b> Using a veg box, planning meals, eating leftovers, using local food waste collection	81.4	78.4, 84.0	10.4	8.4, 12.8	91.8
<b>Preventing invasive species spread:</b> Supporting invasive species removal, avoiding planting non-native and invasive species in gardens and ponds, following instructions in wild areas to avoid the spread of invasive species	17.3	14.8, 20.1	31.1	28.0, 34.4	48.4
<b>Preventing microplastics from entering the water supply:</b> Hand-washing synthetic clothes and using micro-fibre catching laundry bags	15.5	13.2, 18.1	35.7	32.4, 39.1	51.2
<b>Providing water for animals:</b> Creating puddling pools for butterflies, providing water baths and dishes for animals	44.2	40.8, 47.8	26.3	23.3, 29.5	70.5
<b>Recycling:</b> Recycling at home and using council recycling facilities for larger items	94.0	92.0, 95.6	3.6	2.4, 5.4	97.6
<b>Reducing energy use at home:</b> Adding draught-proofing to doors and windows, improving insulation, turning the heating down and appliances off at the mains, washing clothes at 30C, turning off lights overnight and when out of the house	85.6	82.9, 88.0	9.6	7.6, 11.9	95.2
<b>Reducing family size:</b> Having fewer children, planning the size of your family	14.4	12.2, 17.0	17.2	14.6, 20.1	31.6
<b>Reducing impermeable and artificial surfaces in gardens:</b> Using permeable paving, gravel or plants instead of a hard driveway or patio, removing plastic grass, planting hedges instead of using fences	17.3	14.9, 20.1	26.5	23.5, 29.8	43.8
<b>Reducing outside lighting at home:</b> Dimming or reducing nighttime garden lighting, using blackout blinds or curtains	47.9	44.4, 51.4	20.4	17.7, 23.5	68.3

<b>Reporting illegal behaviours:</b> Alerting authorities of anti-nature behaviour e.g. fly tipping, wildfire, pollution, wildlife persecution	15.4	13.1, 18.0	52.6	49.1,56.1	68.0
<b>Responsible bonfire behaviour:</b> Checking bonfires for hedgehogs, building bonfires the day before they are lit, protecting bonfires with chicken wire	20.3	17.6, 23.3	29.3	26.3, 32.6	49.6
<b>Responsible cat ownership:</b> Keeping cats in at night, using bell collars etc. to prevent cat predation, providing indoor places where play behaviour can replace predation, walking cats on leads	22.6	19.8, 25.6	7.8	6.1, 9.9	30.4
<b>Right plant, right place:</b> Planting native trees, spring flowering bulbs, and butterfly host plants, using native wild wildflower seed mixes, adding bushes and shrubs for nesting birds	29.6	26.5, 32.9	27.0	24.0, 30.2	56.6
<b>Signing a petition:</b> Signing petitions which support nature and conservation efforts	33.3	30.1, 36.6	40.0	36.6, 43.4	73.3
<b>Supporting, sharing and joining in:</b> Supporting those making nature-friendly choices, sharing stories about nature, joining in community actions for nature, sharing posts and articles about conservation on social media	14.3	12.1,16.8	33.5	30.3, 36.9	47.8
<b>Taking action for nature at work or school:</b> Creating a wildlife garden, advocating for lower impact foods in the canteen, changing business practices to reduce impact on wildlife	10.8	8.8, 13.2	33.3	30.1, 36.7	44.1
<b>Using environmentally friendly cleaning products in the household:</b> Avoiding bleaches and other environmentally-damaging cleaning products and chemicals	39.0	35.7, 42.5	36.9	33.6, 40.4	75.9
<b>Using fewer fossil fuels:</b> Choosing a greener car, using a renewable energy supplier, using a heat pump instead of a gas boiler, using solar panels	25.4	22.6, 28.4	37.5	34.2, 41.0	62.9
<b>Using less paper:</b> Reducing printing, buying second hand books	68.9	65.5, 72.1	14.2	11.9, 16.9	83.1
<b>Using less water:</b> Increasing water efficiency in the house e.g. adding a cistern displacement device, fixing dripping taps, using eco-settings for washing machine and dishwasher, using a water butt instead of sprinklers in the garden or adding drought resistant plants	63.6	60.2, 67.0	16.9	14.5,19.6	80.5
<b>Using lower-carbon travel:</b> Walking, biking or car sharing, avoiding flights, using public transport, maintaining a car and driving efficiently, attending meetings remotely rather than in person	67.9	64.5, 71.1	15.7	13.3,18.5	83.6
<b>Volunteering for nature:</b> Volunteering for activities which take care of the environment, volunteering for a nature conservation	9.9	8.0, 12.2	41.4	38.0, 44.9	51.3

organisation (including in IT, graphic design, fundraising etc.), participating in clean-up events					
<b>Voting for nature:</b> Voting for parties /candidates with strong pro-nature policies in elections - including local and national politicians, organisation committees and boards. Supporting nature friendly legislation or policies by voting for them when given the opportunity	13.2	11.1, 15.5	39.2	35.8, 42.7	52.4
<b>Working in conservation:</b> Using your skills as an employee of a nature NGO, consultancy or government department, applying for conservation traineeships	3.2	2.2, 4.8	27.8	24.7, 31.0	31

### Appendix 3: Survey used to collect nationally representative sample.

It should take about 20 minutes to complete this survey about your perspectives on nature and the actions people take which could help nature.

If you have any questions relating to this survey, or your data, please contact Dr Sarah Papworth (sarah.papworth@rhul.ac.uk).

I have read and understood the participant information, and wish to take part in this survey.

- ☐ I consent
- ☐ I do not consent
- 

Prolific ID What is your Prolific ID? *Please note this response should autofill with the correct ID.*

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How old are you?

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What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is your ethnic group or background? Choose one option that best describes you.

- ☐ Asian or Asian British — includes Indian, Pakistani, Chinese, or any other Asian background
- ☐ Black, Black British, Caribbean or African — includes Black, Black British, Caribbean, African, or any other Black background
- ☐ White — includes British, Northern Irish, Irish, Gypsy, Irish Traveller, Roma, or any other White background
- ☐ Other ethnic group — includes Arab or any other ethnic group
- ☐ Mixed or multiple ethnic groups — includes White and Black Caribbean, White and Black African
- ☐ Prefer not to say



Which region do you live in?

- ☐ East
- ☐ East Midlands
- ☐ London
- ☐ North East
- ☐ North West
- ☐ Northern Ireland
- ☐ Scotland
- ☐ South East
- ☐ South West
- ☐ Wales
- ☐ West Midlands
- ☐ Yorkshire and The Humber

Which of the following best describes the area where you live?

- ☐ Urban / city centre
- ☐ Suburbs
- ☐ Large town
- ☐ Small town
- ☐ Village
- ☐ Rural Area

Which of the following best describes your living situation/tenure?

- ☐ Own home outright
- ☐ Own home with a mortgage or loan
- ☐ Privately renting
- ☐ Rent from the council
- ☐ Rent from a housing association
- ☐ Other
- ☐ Prefer not to say

Do you have access to any of the following?

- ☐ A private garden where I live
- ☐ A shared garden where I live
- ☐ An allotment
- ☐ A community garden
- ☐ A workplace garden
- ☐ A school garden
- ☐ Another outdoor space where I live where I can keep plants (e.g., a balcony)
- ☐ None of the above

What is the highest level of qualification you have achieved?

- ☐ No formal qualifications
- ☐ GCSE or equivalent
- ☐ A and AS level, or equivalent
- ☐ NVQ or equivalent
- ☐ Apprenticeship
- ☐ Degree-level
- ☐ Masters or equivalent
- ☐ PhD or equivalent
- ☐ Prefer not to say

What is your employment status?

- ☐ Full time employment
  - ☐ Part time employment
  - ☐ Student
  - ☐ Retired
  - ☐ Other
-

How well off would you say you feel?

- ☐ I am very comfortable financially
- ☐ I am relatively comfortable financially
- ☐ I do not have money for luxuries but can normally comfortably cover the essentials
- ☐ I can only just afford my costs and often struggle to make ends meet
- ☐ I cannot afford my costs and often have to go without essentials like food and heating

Do you, or have you ever, owned either of the following pets? Select all which apply.

- ☐ Dog
- ☐ Cat
- ☐ Neither

Do you have any physical or mental health conditions or illnesses that have a substantial or long-term impact (12 months or more) on your ability to carry out day-to-day activities in any of the following areas? Please select all categories which apply.

- ☐ No known physical or mental health condition or illness
- ☐ Dexterity (for example, lifting and carrying objects, using a keyboard)
- ☐ Hearing (for example, deafness or partial hearing)
- ☐ Learning, understanding, or concentration
- ☐ Memory
- ☐ Mental health
- ☐ Mobility (for example, walking short distances or climbing stairs)
- ☐ Social or behavioural (for example associated with neurodivergence, including autism and ADHD)
- ☐ Stamina, breathing, or fatigue
- ☐ Vision (for example, blindness or partial sight)
- ☐ Other
- ☐ Prefer not to say

In your opinion, how important are the following issues for the UK?

	Not at all important	Slightly important	Moderately important	Very important
The loss of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health and the NHS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost of living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immigration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Defense and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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How did you vote in the 2024 general election?

- ☐ I did not vote
  - ☐ I was too young to vote
  - ☐ Alliance
  - ☐ Conservative
  - ☐ DUP - Democratic Unionist Party
  - ☐ Independent candidate
  - ☐ Labour
  - ☐ Liberal Democrat
  - ☐ Plaid Cymru
  - ☐ Reform UK
  - ☐ SNP - Scottish National Party
  - ☐ SDLP - Social Democratic and Labour Party
  - ☐ Sinn Féin
  - ☐ The Green Party
  - ☐ TUV - Traditional Unionist Voice
  - ☐ UUP - Ulster Unionist Party
  - ☐ Another party not listed here
- 

The following pages will ask you about a series of actions which have been suggested to help nature, biodiversity, or the climate. The questions will ask whether you have done the action in the last year. **What should you select if you have done an action in the last year? Select 'I have done this in the last year' - this is an attention check.**

- ☐ I have done this in the last year
- ☐ Yes

**Please select the boxes of any actions listed below which you have done in the last year. Also select the boxes of any action you would do in future.** For each action there is a short description and some examples. Read the text and examples carefully. If you have already done the action and would continue to do it, please tick both boxes. If you haven't done the action in the past year, and wouldn't do it in future, don't tick either box.

	I have done this in the last year	I would do this in the future
<b>Eating local, seasonal and organic:</b> Choosing organic food, local and seasonal produce	<input type="checkbox"/>	<input type="checkbox"/>
<b>Limiting meat, dairy and egg consumption:</b> Reducing beef and lamb consumption, eating less meat, reducing dairy, eating plant-based meals, feeding pets insect or vegetarian foods	<input type="checkbox"/>	<input type="checkbox"/>
<b>Preventing food waste:</b> Using a veg box, planning meals, eating leftovers, using local food waste collection	<input type="checkbox"/>	<input type="checkbox"/>
<b>Making food from scratch:</b> Making your own food from scratch to avoid packaging and palm oil	<input type="checkbox"/>	<input type="checkbox"/>
<b>Recycling:</b> Recycling at home and using council recycling facilities for larger items	<input type="checkbox"/>	<input type="checkbox"/>
<b>Avoiding short and single use products:</b> Buying fewer, longer lasting toys, clothes and household items or those made with sustainable materials	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reducing energy use at home:</b> Adding draught-proofing to doors and windows, improving insulation, turning the heating down and appliances off at the mains, washing clothes at 30C, turning off lights overnight and when out of the house	<input type="checkbox"/>	<input type="checkbox"/>
<b>Using lower-carbon travel:</b> Walking, biking or car sharing, avoiding flights, using public transport, maintaining a car and driving efficiently, attending meetings remotely rather than in person	<input type="checkbox"/>	<input type="checkbox"/>
<b>Using environmentally friendly cleaning products in the household:</b> Avoiding bleaches and other environmentally-damaging cleaning products and chemicals	<input type="checkbox"/>	<input type="checkbox"/>
<b>Collecting litter:</b> Taking a rubbish bag when walking and collecting litter, cleaning up a beach	<input type="checkbox"/>	<input type="checkbox"/>
<b>Feeding wildlife:</b> Putting up a bird feeder or butterfly feeding table, feeding badgers or hedgehogs, creating spaces for pollinators with flowering plants	<input type="checkbox"/>	<input type="checkbox"/>



**Please select the boxes of any actions listed below which you have done in the last year. Also select the boxes of any action you would do in future.** For each action there is a short description and some examples. Read the text and examples carefully. If you have already done the action and would continue to do it, please tick both boxes. If you haven't done the action in the past year, and wouldn't do it in future, don't tick either box.

	I have done this in the last year	I would do this in the future
<p><b>Engaging with and advocating for nature-friendly policies:</b> Contributing to government consultations, advocating for 'biodiversity-friendly' certification, engaging with the planning system to support nature</p> <p><b>Learning how to undertake climate actions:</b> Self-directed learning, reading books, watching documentaries, attending courses to understand actions which can lessen/mitigate climate impacts</p> <p><b>Joining activist activities for nature:</b> Demonstrations, sit-ins, walk-outs</p> <p><b>Engaging with decision makers to encourage them to take action for nature:</b> Engaging directly with local / national government, political parties, trade unions, employers, companies</p> <p><b>Signing a petition:</b> Signing petitions which support nature and conservation efforts</p> <p><b>Voting for nature:</b> Voting for parties / candidates with strong pro-nature policies in elections - including local and national politicians, organisation committees and boards. Supporting nature friendly legislation or policies by voting for them when given the opportunity</p> <p><b>Learning how to undertake conservation actions:</b> Attending a wildlife gardening course, attending talks, reading books or watching documentaries about nature conservation issues and solutions</p> <p><b>Volunteering for nature:</b> Volunteering for activities which take care of the environment, volunteering for a nature conservation organisation (including in IT, graphic design, fundraising etc.), participating in clean-up events</p> <p><b>Working in conservation:</b> Using your skills as an employee of a nature NGO, consultancy or government department, applying for conservation traineeships</p> <p><b>Taking action for nature at work or school:</b> Creating a wildlife garden, advocating for lower impact foods in the canteen, changing business practices to reduce impact on wildlife</p> <p><b>Organising others to take action for nature:</b> Litter pick, fundraisers for nature NGOs, sponsored walks, beach cleans, corporate volunteer day</p> <p><b>Supporting, sharing and joining in:</b> Supporting those making nature-friendly choices, sharing stories about nature, joining in community actions for nature, sharing posts and articles about conservation on social media</p> <p><b>Organising low impact days and events:</b> Providing vegetarian or vegan food at gatherings of friends and family, organising a plastic-free Halloween party, single-use plastic free days</p> <p><b>Applying for positions of responsibility on an environmental platform:</b> Applying for trusteeships, local government roles and other positions of responsibility and stating your intentions to support nature-friendly policies</p>		



Please select the boxes of any actions listed below which you have done in the last year. Also select the boxes of any action you would do in future. For each action there is a short description and some examples. Read the text and examples carefully. If you have already done the action and would continue to do it, please tick both boxes. If you haven't done the action in the past year, and wouldn't do it in future, don't tick either box.

	I have done this in the last year	I would do this in the future
<b>Donating money to conservation:</b> Donating or becoming a member of nature conservation organisations, making a legacy donation in your will, donating to specific nature conservation projects		
<b>Buying land for nature:</b> Purchasing and managing land for nature		
<b>Choosing biodiversity certified products:</b> Choosing FSC certified paper and sustainably sourced wood, MSC certified seafood, buying Rainforest Alliance certified tea, coffee and chocolate		
<b>Preventing microplastics from entering the water supply:</b> Hand-washing synthetic clothes and using micro-fibre catching laundry bags		
<b>Choosing products with less plastic, avoiding plastic products:</b> Reducing packaging, using sustainable or reusable packaging materials, mending or upcycling clothing, furniture and electronics, reusing or recycling tins, jars, plastic bottles, buying second hand gifts, donating to and buying from charity shops		
<b>Choosing nature-friendly investments:</b> Investing in nature-friendly companies and products, divesting from companies and products which are harmful to nature		
<b>Reducing outside lighting at home:</b> Dimming or reducing nighttime garden lighting, using blackout blinds or curtains		
<b>Reducing family size:</b> Having fewer children, planning the size of your family		
<b>Reporting illegal behaviours:</b> Alerting authorities of anti-nature behaviour e.g. fly tipping, wildfire, pollution, wildlife persecution		
<b>Using less water:</b> Increasing water efficiency in the house e.g. adding a cistern displacement device, fixing dripping taps, using eco-settings for washing machine and dishwasher, using a water butt instead of sprinklers in the garden or adding drought resistant plants		
<b>Using fewer fossil fuels:</b> Choosing a greener car, using a renewable energy supplier, using a heat pump instead of a gas boiler, using solar panels		
<b>Using less paper:</b> Reducing printing, buying second hand books		

Page Break

Display this question: If [garden] Do you have access to any of the following? != None of the above

Please select the boxes of any actions listed below which you have done in the last year. Also select the boxes of any action you would do in future. For each action there is a short description and some examples. Read the text and examples carefully. If you have already done the action and would continue to do it, please tick both boxes. If you haven't done the action in the past year, and wouldn't do it in future, don't tick either box.

	I have done this in the last year	I would do this in the future
<p><b>Herbicide and pesticide free gardening:</b> Avoiding using pesticides, herbicides and synthetic fertilizer, using companion planting for pest control</p> <p><b>Encouraging soil regeneration:</b> Creating a compost heap or pile in your garden, adding compost to soil, rotating annual plants and crops in the vegetable patch</p> <p><b>Growing your own food and flowers:</b> Growing flowers, fruit and vegetables instead of buying</p> <p><b>Reducing impermeable and artificial surfaces in gardens:</b> Using permeable paving, gravel or plants instead of a hard driveway or patio, removing plastic grass, planting hedges instead of using fences</p> <p><b>Light-touch gardening:</b> Leaving no mow zones and wild patches or reducing mowing frequency, not trimming plants in spring or summer, leaving sunflower hearts, ivy flowers, hollow stems and dandelions in the garden, not removing hedges or trees</p> <p><b>Creating habitats with food for wildlife throughout the year:</b> Planting plants with different flowering or fruiting seasons</p> <p><b>Adding a hedgehog hole to fences:</b> Creating gaps that allow small mammals to move between areas without problems</p> <p><b>Maintaining a pond for wildlife:</b> Adding submerged aquatic plants to a pond, ensuring ponds have a shallow edge for wildlife access</p> <p><b>Planting in smaller outside spaces:</b> Creating a container garden, planting wildlife-friendly herbs or flowers, planting nighttime flowering plants</p> <p><b>Creating a pond:</b> A bucket or container pond, a garden pond or larger wetland</p> <p><b>Right plant, right place:</b> Planting native trees, spring flowering bulbs, and butterfly host plants, using native wild wildflower seed mixes, adding bushes and shrubs for nesting birds</p> <p><b>Preventing invasive species spread:</b> Supporting invasive species removal, avoiding planting non-native and invasive species in gardens and ponds, following instructions in wild areas to avoid the spread of invasive species</p> <p><b>Encouraging cooling in urban areas:</b> Growing plants up building walls to cool them, planting shading trees and shrubs</p>		

Page Break

**Please select the boxes of any actions listed below which you have done in the last year. Also select the boxes of any action you would do in future.** For each action there is a short description and some examples. Read the text and examples carefully. If you have already done the action and would continue to do it, please tick both boxes. If you haven't done the action in the past year, and wouldn't do it in future, don't tick either box.

	I have done this in the last year	I would do this in the future
<p><b>Responsible bonfire behaviour:</b> Checking bonfires for hedgehogs, building bonfires the day before they are lit, protecting bonfires with chicken wire</p>		

**Being a nature-friendly tourist:** Visiting and supporting nature-friendly projects such as rewilding sites, choosing activities with lower impacts on nature, e.g. canoes rather than jet-skis

Display this choice:

If Do you, or have you ever, owned either of the following pets? Select all which apply. = Cat

**Responsible cat ownership:** Keeping cats in at night, using bell collars etc. to prevent cat predation, providing indoor places where play behaviour can replace predation, walking cats on leads

**Moving animals away from danger:** Helping at frog and toad road crossings, taking injured wild animals to rescue centres, moving insects rather than killing them when finding them at home

**Providing water for animals:** Creating puddling pools for butterflies, providing water baths and dishes for animals

**Creating healthy environments for animals:** Cleaning bird boxes and feeders, changing water for birds daily

**Creating animal homes:** Adding bat and bird boxes, insect and bee hotels, leaving log or leaf piles for animals, adding hibernating spaces for hedgehogs, amphibians or reptiles

**Please select the boxes of any actions listed below which you have done in the last year. Also select the boxes of any action you would do in future.** For each action there is a short description and some examples. Read the text and examples carefully. If you have already done the action and would continue to do it, please tick both boxes. If you haven't done the action in the past year, and wouldn't do it in future, don't tick either box.

	I have done this in the last year	I would do this in the future
<p><b>Using fire in natural areas:</b> Taking a disposable barbecue to a wild area or smoking cigarettes</p> <p><b>Dropping litter:</b> Whether accidentally or deliberately</p> <p><b>Disturbing wildlife while in nature:</b> Moving too close to a wild animal, causing it to flee or take flight</p> <p>Display this choice: If Do you, or have you ever, owned either of the following pets? Select all which apply. = Dog</p> <p><b>Walking a dog off-lead in a nature reserve:</b> Particularly nature reserves with sensitive shorebirds or ground-nesting birds</p> <p><b>Adding artificial surfaces to a garden:</b> Including paving, driveways and artificial grass</p> <p><b>Buying insect repellents or herbicides containing neonicotinoids:</b> Whether for people, pets or pest control</p> <p><b>Buying peat:</b> For garden use, purchasing of plants grown in peat</p> <p><b>Buying, consuming or collecting products from wild plants and animals:</b> Including coral, exotic pets, consumption or harvest of wild animals, plants or fungi from unsustainable sources</p> <p><b>Buying products with microbeads:</b> Including synthetic fabrics and personal beauty products</p>		

*[Participants are shown three of the following questions, all have the same answer options.]*

**When thinking specifically about taking action for nature at work or school, how much do you agree or disagree with the following statements?** Taking action for nature at work or school includes creating a wildlife garden, advocating for lower impact foods in the canteen, changing business practices to reduce impact on wildlife. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about supporting, sharing and joining in, how much do you agree or disagree with the following statements?** Sharing, supporting and joining in includes supporting those making nature-friendly choices, sharing stories about nature, joining in community actions for nature, sharing posts and articles about conservation on social media. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about taking collecting litter, how much do you agree or disagree with the following statements?** Collecting litter includes taking a rubbish bag when walking and collecting litter, cleaning up a beach. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about planting in smaller outside spaces, how much do you agree or disagree with the following statements?** Planting in smaller outside spaces includes creating a container garden, planting wildlife-friendly herbs or flowers, planting nighttime flowering plants. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about reporting illegal behaviours, how much do you agree or disagree with the following statements?** Reporting illegal behaviours includes alerting authorities of anti-nature behaviour e.g. fly tipping, wildfire, pollution, wildlife persecution. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about signing a petition which supports nature and conservation efforts, how much do you agree or disagree with the following statements?** Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about choosing biodiversity certified products, how much do you agree or disagree with the following statements?** Choosing biodiversity certified products includes choosing FSC certified paper and sustainably sourced wood, MSC certified seafood, buying Rainforest Alliance certified tea, coffee and chocolate. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about applying for positions of responsibility on an environmental platform, how much do you agree or disagree with the following statements?** Applying for positions of responsibility on an environmental platform includes applying for trusteeships, local government roles and other positions of responsibility and stating your intentions to support nature-friendly policies. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about reducing outside lighting at home, how much do you agree or disagree with the following statements?** Reducing outside lighting at home includes dimming or reducing nighttime garden lighting, using blackout blinds or curtains. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about providing water for animals, how much do you agree or disagree with the following statements?** Providing water for animals includes creating puddling pools for butterflies, providing water baths and dishes for animals. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about creating animal homes, how much do you agree or disagree with the following statements?** Creating animal homes includes adding bat and bird boxes, insect and bee hotels, leaving log or leaf piles

for animals, adding hibernating spaces for hedgehogs, amphibians or reptiles. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about choosing products with less plastic and avoiding plastic products, how much do you agree or disagree with the following statements?** Choosing products with less plastic and avoiding plastic products includes reducing packaging, using sustainable or reusable packaging materials, mending or upcycling clothing, furniture and electronics, reusing or recycling tins, jars, plastic bottles, buying second hand gifts, donating to and buying from charity shops. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about avoiding short and single use products, how much do you agree or disagree with the following statements?** Avoiding short and single use products includes buying fewer, longer lasting toys, clothes and household items or those made with sustainable materials. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about organising others to take action for nature, how much do you agree or disagree with the following statements?** Organising others to take action for nature could include organising a litter pick, organising a fundraiser or sponsored activity for a nature NGO, organising a beach clean or corporate volunteer day. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about buying and managing land for nature, how much do you agree or disagree with the following statements?** Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about donating money to conservation, how much do you agree or disagree with the following statements?** Donating money to conservation includes donating or becoming a member of a nature conservation organisation, making a legacy donation in your will, donating to specific nature conservation projects. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about using less water, how much do you agree or disagree with the following statements?** Using less water includes increasing water efficiency in the house e.g. adding a cistern displacement device, fixing dripping taps, using eco-settings for washing machine and dishwasher, using a water butt instead of sprinklers in the garden or adding drought resistant plants. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about using environmentally friendly cleaning products in the household, how much do you agree or disagree with the following statements?** Using environmentally friendly cleaning products includes avoiding bleaches and other environmentally-damaging cleaning products and chemicals. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about using lower-carbon travel, how much do you agree or disagree with the following statements?** Using lower-carbon travel includes walking, biking or car sharing, avoiding flights, using public transport, maintaining a car and driving efficiently, attending meetings remotely rather than in person. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about being a nature-friendly tourist, how much do you agree or disagree with the following statements?** Being a nature-friendly tourist includes visiting and supporting nature-friendly projects such as rewilding sites, choosing activities with lower impacts on nature, e.g. canoes rather than jet-skis. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about preventing food waste, how much do you agree or disagree with the following statements?** Preventing food waste includes using a veg box, planning meals, eating leftovers, using local food waste



collection. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about not buying peat for garden use or purchasing plants grown in peat, how much do you agree or disagree with the following statements?** Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about not buying insect repellents or herbicides containing neonicotinoids, how much do you agree or disagree with the following statements?** Insect repellents for people and pets, and herbicides, can all contain neonicotinoids. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about using fire in natural areas, how much do you agree or disagree with the following statements?** Using fire in natural areas includes taking a disposable barbecue to a wild area or smoking cigarettes. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about not disturbing wildlife while in nature, how much do you agree or disagree with the following statements?** Disturbing animals in nature includes moving too close to a wild animal, causing it to flee or take flight. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about choosing nature-friendly investments, how much do you agree or disagree with the following statements?** Choosing nature-friendly investments includes investing in nature-friendly companies and products, and divesting from companies and products which are harmful to nature. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about limiting meat, dairy and egg consumption, how much do you agree or disagree with the following statements?** Limiting meat, dairy and egg consumption includes reducing beef and lamb consumption, eating less meat, reducing dairy, eating plant-based meals, feeding pets insect or vegetarian foods. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about engaging with and advocating for nature-friendly policies, how much do you agree or disagree with the following statements?** Engaging with and advocating for nature-friendly formal governance structures includes contributing to government consultations, advocating for 'biodiversity-friendly' certification, engaging with the planning system to support nature. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about voting for nature, how much do you agree or disagree with the following statements?** Voting for nature includes voting for parties / candidates with strong pro-nature policies in elections - including local and national politicians, organisation committees and boards. Supporting nature friendly legislation or policies by voting for them when given the opportunity. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about engaging with decision makers to encourage them to take action for nature, how much do you agree or disagree with the following statements?** Engaging with decision makers to encourage them to take action for nature includes engaging directly with local / national government, political parties, trade unions, employers, companies. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about volunteering for nature, how much do you agree or disagree with the following statements?** Volunteering for nature includes volunteering for activities which take care of the environment, volunteering for a nature conservation organisation (including in IT, graphic design, fundraising etc.), participating in

clean-up events. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about working in conservation, how much do you agree or disagree with the following statements?** Working in conservation includes using your skills as an employee of a nature NGO, consultancy or government department, applying for conservation traineeships. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about learning how to undertake climate actions, how much do you agree or disagree with the following statements?** Learning to undertake climate actions includes self-directed learning and attending courses to understand actions which can lessen/mitigate climate impacts. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about eating local, seasonal and organic food, how much do you agree or disagree with the following statements?** Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about preventing invasive species spread, how much do you agree or disagree with the following statements?** Preventing invasive species spread includes supporting invasive species removal, avoiding planting non-native and invasive species in gardens and ponds, following instructions in wild areas to avoid the spread of invasive species. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

**When thinking specifically about using fewer fossil fuels, how much do you agree or disagree with the following statements?** Using fewer fossil fuels includes choosing a greener car, using a renewable energy supplier, using a heat pump instead of a gas boiler, using solar panels. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If Do you, or have you ever, owned either of the following pets? Select all which apply. = Cat*

**When thinking specifically about responsible cat ownership, how much do you agree or disagree with the following statements?** Responsible cat ownership includes keeping cats in at night, using bell collars etc. to prevent cat predation, providing indoor places where play behaviour can replace predation, walking cats on leads. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If Do you, or have you ever, owned either of the following pets? Select all which apply. = Dog*

**When thinking specifically about walking dogs on-lead in nature reserves, how much do you agree or disagree with the following statements?** Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about herbicide and pesticide free gardening, how much do you agree or disagree with the following statements?** Herbicide and pesticide free gardening includes avoiding using pesticides, herbicides and

synthetic fertilizer, using companion planting for pest control. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about adding a hedgehog hole to allow animals to move between gardens, how much do you agree or disagree with the following statements?** Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about creating habitats with food for wildlife throughout the year, how much do you agree or disagree with the following statements?** Creating habitats with food for wildlife throughout the year includes planting plants with different flowering or fruiting seasons. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about reducing impermeable and artificial surfaces in gardens, how much do you agree or disagree with the following statements?** Reducing impermeable and artificial surfaces in gardens includes using permeable paving, gravel or plants instead of a hard driveway or patio, removing plastic grass, planting hedges instead of using fences. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about light-touch gardening, how much do you agree or disagree with the following statements?** Light-touch gardening includes leaving no mow zones and wild patches, reducing mowing frequency, not trimming plants in spring or summer, leaving sunflower hearts, ivy flowers, hollow stems and dandelions in the garden, not removing hedges or trees. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about right plant, right place, how much do you agree or disagree with the following statements?** Right plant, right place includes planting native trees, spring flowering bulbs, and butterfly host plants, using native wild wildflower seed mixes, adding bushes and shrubs for nesting birds. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about creating a pond, how much do you agree or disagree with the following statements?** Creating a pond includes bucket or container ponds, garden ponds or larger wetlands. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither

*Display this question:*

*If [garden] Do you have access to any of the following? != None of the above*

**When thinking specifically about encouraging soil regeneration, how much do you agree or disagree with the following statements?** Encouraging soil regeneration includes creating a compost heap or pile in your garden, adding

compost to soil, rotating annual plants and crops in a vegetable patch. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

Display this question:  
If [garden] Do you have access to any of the following? != None of the above

**When thinking specifically about maintaining a pond for wildlife, how much do you agree or disagree with the following statements?** Maintaining a pond for wildlife includes adding submerged aquatic plants to a pond, ensuring ponds have a shallow edge for wildlife access. Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select "Neither agree nor disagree".

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I think it would benefit nature if I did this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most other people in the UK are doing this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doing this would interfere too much with my other goals in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've already done enough to solve environmental problems, so there is no need for me to do this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be criticized by those around me if I did this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to do this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough money to be able to do this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough time to be able to do this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have access to the facilities and/or services I need to do this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----

This colour test is very simple. When asked for a colour, you must select 'Blue'. This is an attention check. Based on the text above, what colour have you been asked to enter?

- ☐ Green
  - ☐ Blue
  - ☐ Red
  - ☐ White
  - ☐ Yellow
- 

In general, do you feel happy? Please select a number from 1 to 10

- ☐ 1 - Not at all
  - ☐ 2
  - ☐ 3
  - ☐ 4
  - ☐ 5
  - ☐ 6
  - ☐ 7
  - ☐ 8
  - ☐ 9
  - ☐ 10 - Completely
-

Over the past year, do you feel that nature has contributed to your overall happiness? Please select a number from 1 to 10

- ☐ 1 - Nature has had nothing to do with my happiness
  - ☐ 2
  - ☐ 3
  - ☐ 4
  - ☐ 5
  - ☐ 6
  - ☐ 7
  - ☐ 8
  - ☐ 9
  - ☐ 10 - Nature has had everything to do with my happiness
- 

Think of the nearest green space to your home. Green spaces include parks, beaches, publicly accessible nature reserves and publicly accessible farmland. How long, **in minutes**, does it take you to get to there? • Exclude your garden from this question, if you have one • Please estimate the travel time of your most common mode of travel

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Over the past year, how often have you spent time in nature and green spaces?

- ☐ Daily
  - ☐ Several times a week
  - ☐ About once a week
  - ☐ Once or twice a month
  - ☐ Less than once a month
  - ☐ Never
-

Are there any barriers to accessing green spaces where you live? Please select all which apply.

- ☐ Allergies
- ☐ Antisocial behaviour
- ☐ Cost (e.g., parking, entrance, or membership fees)
- ☐ Crime
- ☐ Difficult terrain (e.g. steep or boggy ground)
- ☐ Distance or travel time
- ☐ Fear of dogs
- ☐ Fear of encountering prejudice from other people
- ☐ Fear of injury (not from other people)
- ☐ Fear of wildlife
- ☐ Hours of accessibility (e.g. gated overnight)
- ☐ Lack of suitable green space infrastructure (pathways, bike lanes, etc.)
- ☐ Lack of suitable green space facilities (e.g., toilets, baby changing)
- ☐ Limited parking
- ☐ Limited public transport
- ☐ Nature isn't for people like me
- ☐ Nowhere near me is nice enough to spend my free time in
- ☐ Personal safety / fear of assault
- ☐ Personal time availability (e.g., long work hours, caring responsibilities)
- ☐ Poor mental health or wellbeing
- ☐ Poor physical health or illness
- ☐ Poor weather
- ☐ None of the above
- ☐ Other \_\_\_\_\_

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Over the past year, do you feel the time you spent in nature and green spaces has motivated you to take action for nature? Please select a number from 1 to 10

- ☐ 1 - Time in nature has nothing to do with the actions I've taken
  - ☐ 2
  - ☐ 3
  - ☐ 4
  - ☐ 5
  - ☐ 6
  - ☐ 7
  - ☐ 8
  - ☐ 9
  - ☐ 10 - Time in nature has everything to do with the actions I've taken
- 

Which of the following statements best describes you?

- ☐ I know a lot about nature
  - ☐ I know a moderate amount about nature
  - ☐ I don't know much about nature
- 

Would you describe yourself as having an interest in nature?

- ☐ I have no interest whatsoever
  - ☐ I have a little interest
  - ☐ I have a moderate amount of interest
  - ☐ I have a lot of interest
-



Choose the pair of circles that best describes your relationship to nature, where A represents being completely separate to nature, and G represents being completely part of nature.

☐ A

☐ B

☐ C

☐ D

☐ E

☐ F

☐ G

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Page Break

How much do you agree or disagree with the following statements on valuing nature? Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select “Neither agree nor disagree”.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Putting a price on nature could lead to it being harmed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Putting a monetary value on nature gives conservation greater priority in policy choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Putting a monetary value on nature helps to protect it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Putting a value on nature gives it better protection in political and economic decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is morally wrong to put a price on nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Putting a monetary value on nature would prevent conservation from being overshadowed by other economic priorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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How much do you agree or disagree with the following statements on the wildness of nature? Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select “Neither agree nor disagree”.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Humans should not try to control nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The main role of conservation should be to remove human influences from unhealthy landscapes (e.g., fences, powerlines, dams) and allow nature to take its course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The goal of conservation should be to restore environments to what they would've been before humans modified them and keep them that way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A landscape managed and controlled by people cannot be called 'natural'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attempts to manage nature lead to its degradation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild nature can only be restored by ceasing human interference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservation should aim to convert managed landscapes into wild ones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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How much do you agree or disagree with the following statements on working with business? Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select “Neither agree nor disagree”.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Only by working with businesses will conservation receive enough funding to protect nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservation can only protect nature with the support of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging private investments in nature can help protect it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting nature will be more successful if nature organisations leverage businesses to their advantage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To protect nature, conservation should embrace opportunities to work with businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with corporations is a necessary compromise for the long-term protection of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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How much do you agree or disagree with the following statements on the role of science? Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select “Neither agree nor disagree”.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Local knowledge is more useful than science when looking after nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature can only be protected when decisions are based on science	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decisions about how to care for nature should be based on facts and not opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decisions about how to look after nature should never be based on just science	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science is just a small part of helping us decide how to look after nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People need science to help protect nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree with the following statements on the rights of animals? Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select “Neither agree nor disagree”.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Animals should have rights similar to the rights of people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The things done to protect nature should not cause any animal to suffer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting should not be part of looking after nature because it harms individual animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking care of individual animals is less important than looking after nature as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes it is ok to do things that harm animals to protect the natural world (e.g., killing animals that are damaging woodlands)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree with the following statements on people and nature? Please bear in mind there are no right or wrong answers to any of these statements. If you don't have a clear opinion, select “Neither agree nor disagree”.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Local people should have the greatest say in looking after nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work to look after nature should aim to improve access to nature for all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disadvantaged people should have a say in how nature is looked after	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's ok for people to be inconvenienced in order to conserve nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work to care for nature should have nothing to do with people's wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focus on people's wellbeing can undermine efforts to look after nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Are you a member or supporter of any environmental charities? Select all that apply.

- ☐ British Trust for Ornithology
  - ☐ Butterfly Conservation
  - ☐ Friends of the Earth
  - ☐ Greenpeace
  - ☐ Marine Conservation Society
  - ☐ Surfers Against Sewage
  - ☐ The National Trust
  - ☐ The Rivers Trust
  - ☐ The Royal Society for the Protection of Birds (RSPB)
  - ☐ The Wildlife Trusts
  - ☐ The Woodlands Trust
  - ☐ Wildfowl and Wetlands Trust (WWT)
  - ☐ World Wildlife Fund (WWF)
  - ☐ Other (please specify) \_\_\_\_\_
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Thank you for taking part in this survey. Please click the button below to be redirected back to Prolific and register your submission.