

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 1

Q.1 Which of the following words or phrases, if any, do you think best describe the rivers, lakes, ponds and streams found in England?

Base: All respondents

	Gender		Age					Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
<u>Beautiful</u>																	
Yes	879 87%	425 86%	454 88%	73 66%	157 82%	168 88%	168 93%	117 89%	195 97%	219 90%	249 88%	178 84%	232 85%	269 86%	265 88%	250 85%	95 94%
No	130 13%	69 14%	61 12%	38 34%	35 18%	23 12%	13 7%	14 11%	7 3%	23 10%	33 12%	34 16%	40 15%	44 14%	38 12%	42 15%	6 6%
<u>At risk</u>																	
Yes	756 75%	368 74%	388 75%	88 80%	133 69%	154 81%	134 74%	93 71%	153 76%	185 76%	212 75%	148 70%	211 77%	233 74%	225 74%	221 76%	76 76%
No	253 25%	126 26%	127 25%	23 20%	59 31%	37 19%	48 26%	38 29%	49 24%	57 24%	71 25%	64 30%	62 23%	80 26%	77 26%	71 24%	25 24%
<u>Important</u>																	
Yes	951 94%	466 94%	484 94%	100 90%	177 92%	183 96%	172 95%	124 95%	194 96%	226 93%	267 95%	202 95%	255 94%	298 95%	286 95%	266 91%	100 100%
No	58 6%	28 6%	30 6%	11 10%	14 8%	9 4%	10 5%	7 5%	7 4%	16 7%	16 5%	10 5%	17 6%	15 5%	16 5%	27 9%	* *
<u>Polluted</u>																	
Yes	630 62%	278 56%	352 68%	89 80%	129 67%	123 64%	104 57%	68 52%	117 58%	128 53%	181 64%	132 62%	189 69%	199 64%	178 59%	195 67%	58 57%
No	379 38%	216 44%	162 32%	22 20%	63 33%	68 36%	77 43%	63 48%	84 42%	114 47%	101 36%	80 38%	83 31%	114 36%	124 41%	98 33%	43 43%

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Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
<u>Under valued</u>																	
Yes	832	400	432	83	173	163	154	100	160	209	218	182	223	248	248	253	83
	82%	81%	84%	75%	90%	85%	85%	76%	79%	87%	77%	86%	82%	79%	82%	87%	83%
No	177	94	82	28	18	29	28	31	42	33	64	30	50	65	55	39	18
	18%	19%	16%	25%	10%	15%	15%	24%	21%	13%	23%	14%	18%	21%	18%	13%	17%
<u>Full of wildlife</u>																	
Yes	755	378	377	69	144	134	145	103	161	188	212	156	199	233	226	211	86
	75%	76%	73%	62%	75%	70%	80%	78%	80%	78%	75%	74%	73%	74%	75%	72%	85%
No	254	116	137	42	48	57	37	28	41	54	70	56	73	80	77	81	15
	25%	24%	27%	38%	25%	30%	20%	22%	20%	22%	25%	26%	27%	26%	25%	28%	15%

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Table 2

Q.2 Still thinking about English rivers, lakes and other waterways, how strongly would you agree or disagree with each of the following statements?

People often visit a stream, river or lake to relax or for leisure

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	948 94%	465 94%	483 94%	96 86%	185 97%	177 92%	172 94%	123 94%	195 97%	226 93%	265 94%	198 93%	259 95%	294 94%	279 92%	281 96%	94 94%
Agree strongly	(4) 49%	234 47%	257 50%	50 45%	73 38%	90 47%	98 54%	73 56%	107 53%	108 45%	153 54%	101 48%	129 47%	151 48%	143 47%	144 49%	52 52%
Agree	(3) 45%	231 47%	227 44%	46 41%	112 59%	87 46%	74 41%	50 38%	89 44%	118 49%	113 40%	97 46%	130 48%	143 46%	135 45%	137 47%	42 42%
Disagree	(2) 4%	23 5%	21 4%	13 12%	2 1%	11 6%	7 4%	7 5%	4 2%	12 5%	10 4%	9 4%	13 5%	11 3%	20 7%	7 2%	6 6%
Disagree strongly	(1) 1%	7 1%	7 1%	2 2%	5 3%	2 1%	3 2%	1 1%	- -	4 1%	7 3%	3 1%	- -	5 2%	3 1%	5 2%	- -
NET: Disagree	57 6%	29 6%	28 5%	15 14%	7 3%	13 7%	10 6%	8 6%	4 2%	15 6%	17 6%	12 6%	13 5%	16 5%	23 8%	11 4%	6 6%
Don't know	4 *	* *	4 1%	- -	- -	2 1%	- -	- -	2 1%	1 *	- -	2 1%	1 *	3 1%	1 *	1 *	- -
Mean	3.42	3.40	3.44	3.30	3.32	3.39	3.47	3.49	3.51	3.37	3.45	3.41	3.43	3.42	3.39	3.44	3.45
Standard deviation	0.64	0.64	0.64	0.75	0.63	0.65	0.66	0.64	0.54	0.65	0.69	0.64	0.58	0.65	0.66	0.62	0.62
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.04	0.04	0.03	0.05	0.05	0.04	0.04	0.04	0.04	0.06

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Table 3

Q.2 Still thinking about English rivers, lakes and other waterways, how strongly would you agree or disagree with each of the following statements?

English rivers and streams are too polluted to eat the fish caught in them

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	404 40%	180 36%	225 44%	62 56%	79 41%	90 47%	57 31%	49 38%	66 33%	70 29%	112 40%	96 45%	127 46%	128 41%	116 38%	123 42%	37 37%
Agree strongly	(4) 17%	87 18%	87 17%	37 34%	32 16%	36 19%	23 13%	20 16%	26 13%	24 10%	55 20%	37 17%	58 21%	49 16%	47 16%	63 22%	15 15%
Agree	(3) 23%	93 19%	138 27%	25 22%	48 25%	54 28%	34 19%	29 22%	40 20%	46 19%	57 20%	59 28%	68 25%	79 25%	69 23%	60 20%	22 22%
Disagree	(2) 43%	215 43%	215 42%	36 33%	83 43%	71 37%	94 51%	61 46%	85 42%	125 51%	118 42%	86 41%	102 37%	137 44%	130 43%	118 40%	45 44%
Disagree strongly	(1) 12%	76 15%	43 8%	10 9%	19 10%	20 11%	23 13%	14 11%	31 16%	36 15%	36 13%	22 10%	25 9%	31 10%	41 14%	36 12%	10 10%
NET: Disagree	549 54%	290 59%	258 50%	47 42%	102 53%	92 48%	116 64%	75 57%	116 58%	160 66%	153 54%	108 51%	127 47%	167 53%	172 57%	155 53%	55 55%
Don't know	56 6%	24 5%	32 6%	2 2%	10 5%	10 5%	8 4%	6 5%	19 10%	12 5%	17 6%	8 4%	19 7%	17 5%	15 5%	15 5%	9 9%
Mean	2.48	2.41	2.56	2.82	2.51	2.58	2.33	2.44	2.33	2.25	2.50	2.54	2.63	2.50	2.42	2.54	2.45
Standard deviation	0.93	0.97	0.89	1.02	0.90	0.93	0.87	0.90	0.92	0.84	0.97	0.91	0.95	0.89	0.93	0.98	0.89
Standard error	0.03	0.05	0.04	0.12	0.09	0.07	0.06	0.06	0.07	0.05	0.07	0.07	0.06	0.05	0.05	0.06	0.09

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Table 4

Q.2 Still thinking about English rivers, lakes and other waterways, how strongly would you agree or disagree with each of the following statements?

English rivers and streams are too polluted to swim in

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	528 52%	226 46%	302 59%	74 67%	108 56%	101 52%	86 47%	61 47%	98 49%	110 45%	156 55%	101 47%	161 59%	160 51%	163 54%	157 54%	48 48%
Agree strongly	(4) 22%	90 18%	137 27%	40 36%	38 20%	40 21%	38 21%	28 21%	43 21%	38 16%	70 25%	44 21%	74 27%	65 21%	81 27%	65 22%	16 16%
Agree	(3) 30%	136 27%	165 32%	33 30%	70 37%	61 32%	48 26%	34 26%	55 27%	72 30%	87 31%	56 27%	87 32%	95 30%	82 27%	92 31%	32 32%
Disagree	(2) 37%	203 41%	167 32%	32 29%	64 33%	74 39%	75 41%	53 40%	72 36%	99 41%	93 33%	85 40%	92 34%	118 38%	104 34%	105 36%	42 42%
Disagree strongly	(1) 9%	57 12%	29 6%	5 4%	17 9%	10 5%	19 10%	13 10%	22 11%	27 11%	26 9%	24 11%	10 4%	27 8%	26 9%	25 9%	9 9%
NET: Disagree	456 45%	260 53%	196 38%	37 33%	81 42%	85 44%	94 52%	66 50%	94 46%	126 52%	119 42%	109 51%	102 37%	145 46%	130 43%	130 45%	51 51%
Don't know	25 2%	9 2%	16 3%	- -	3 2%	6 3%	2 1%	4 3%	10 5%	6 2%	7 2%	2 1%	10 4%	8 3%	10 3%	6 2%	1 1%
Mean	2.68	2.53	2.82	2.99	2.68	2.70	2.58	2.60	2.62	2.51	2.73	2.58	2.86	2.65	2.74	2.68	2.56
Standard deviation	0.92	0.93	0.90	0.92	0.90	0.87	0.94	0.95	0.96	0.90	0.95	0.95	0.88	0.91	0.96	0.92	0.87
Standard error	0.03	0.04	0.04	0.10	0.09	0.06	0.07	0.07	0.07	0.05	0.06	0.07	0.06	0.05	0.06	0.05	0.09

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Table 5

Q.2 Still thinking about English rivers, lakes and other waterways, how strongly would you agree or disagree with each of the following statements?

Rivers, ponds, streams and lakes are a vital part of the English countryside

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	982 97%	484 98%	498 97%	103 93%	188 98%	188 98%	180 99%	127 97%	196 97%	239 98%	276 98%	209 99%	259 95%	304 97%	296 98%	282 96%	100 99%
Agree strongly	(4) 72%	351 71%	374 73%	63 56%	134 70%	141 74%	146 80%	91 69%	149 74%	182 75%	219 77%	144 68%	179 66%	218 70%	218 72%	213 73%	75 75%
Agree	(3) 26%	133 27%	125 24%	41 37%	54 28%	46 24%	34 18%	36 28%	47 23%	56 23%	57 20%	64 30%	80 29%	86 28%	78 26%	69 23%	25 25%
Disagree	(2) 2%	8 2%	14 3%	8 7%	2 1%	3 2%	2 1%	3 2%	4 2%	4 2%	4 2%	1 1%	13 5%	7 2%	7 2%	9 3%	1 1%
Disagree strongly	(1) *	- -	2 *	- -	- -	- -	- -	1 1%	1 1%	- -	2 1%	- -	- -	- -	- -	2 1%	- -
NET: Disagree	25 2%	8 2%	16 3%	8 7%	2 1%	3 2%	2 1%	4 3%	5 3%	4 2%	6 2%	1 1%	13 5%	7 2%	7 2%	11 4%	1 1%
Don't know	2 *	2 *	- -	- -	2 1%	1 *	- -	- -	- -	- -	- -	2 1%	1 *	2 1%	1 *	- -	- -
Mean	3.69	3.70	3.69	3.50	3.69	3.72	3.79	3.66	3.71	3.74	3.74	3.68	3.61	3.68	3.70	3.68	3.74
Standard deviation	0.52	0.50	0.54	0.63	0.49	0.49	0.43	0.56	0.54	0.47	0.52	0.48	0.58	0.51	0.51	0.57	0.46
Standard error	0.02	0.02	0.02	0.07	0.05	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.04

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Table 6

Q.2 Still thinking about English rivers, lakes and other waterways, how strongly would you agree or disagree with each of the following statements?

Government should do more to protect English lakes, streams, rivers and ponds

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	903 89%	445 90%	458 89%	96 86%	167 87%	176 92%	163 89%	118 90%	184 91%	213 88%	247 87%	193 91%	249 91%	284 91%	268 89%	258 88%	93 92%
Agree strongly	(4) 54%	271 55%	277 54%	53 48%	95 49%	105 55%	101 55%	73 55%	122 60%	115 48%	163 58%	115 54%	155 57%	170 54%	165 55%	163 56%	50 49%
Agree	(3) 35%	174 35%	181 35%	42 38%	72 38%	71 37%	62 34%	45 34%	63 31%	98 41%	85 30%	79 37%	94 34%	114 37%	103 34%	95 33%	43 42%
Disagree	(2) 7%	36 7%	38 7%	12 11%	19 10%	9 5%	14 8%	9 6%	11 6%	23 10%	26 9%	10 5%	14 5%	21 7%	28 9%	18 6%	7 7%
Disagree strongly	(1) 2%	9 2%	8 2%	3 3%	4 2%	2 1%	2 1%	4 3%	3 2%	3 1%	6 2%	3 1%	6 2%	3 1%	3 1%	11 4%	2 2%
NET: Disagree	91 9%	45 9%	46 9%	15 14%	23 12%	11 6%	16 9%	12 9%	14 7%	26 11%	32 11%	13 6%	20 7%	24 8%	31 10%	28 10%	8 8%
Don't know	15 1%	4 1%	10 2%	- -	2 1%	5 3%	3 2%	1 1%	3 1%	2 1%	3 1%	5 3%	4 1%	5 2%	4 1%	7 2%	- -
Mean	3.44	3.44	3.44	3.31	3.36	3.50	3.46	3.44	3.52	3.36	3.45	3.48	3.48	3.47	3.44	3.43	3.39
Standard deviation	0.71	0.71	0.70	0.78	0.74	0.63	0.68	0.74	0.68	0.71	0.75	0.66	0.70	0.66	0.70	0.77	0.69
Standard error	0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.05	0.05	0.04	0.05	0.05	0.04	0.04	0.04	0.05	0.07

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Table 7

Q.3 How great a threat do you think each of the following is to the water environment in your local area?

Pollution

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103	
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101	
NET: A threat	469	217	252	60	93	93	82	52	90	96	125	95	153	154	140	133	43	
	47%	44%	49%	54%	49%	48%	45%	39%	45%	39%	44%	45%	56%	49%	46%	45%	43%	
A great threat	(5)	227	99	129	24	37	53	36	27	50	40	60	41	86	65	62	74	27
	23%	20%	25%	21%	19%	28%	20%	20%	25%	17%	21%	19%	32%	21%	20%	25%	27%	
	(4)	242	119	124	36	56	39	46	25	40	55	65	54	67	89	78	59	17
	24%	24%	24%	32%	29%	21%	25%	19%	20%	23%	23%	26%	25%	28%	26%	20%	17%	
	(3)	274	123	151	24	52	53	55	41	49	78	85	48	63	75	91	84	25
	27%	25%	29%	22%	27%	28%	30%	31%	24%	32%	30%	23%	23%	24%	30%	29%	25%	
	(2)	165	101	64	13	33	29	33	25	31	49	48	37	30	45	53	48	18
	16%	20%	12%	12%	17%	15%	18%	19%	16%	20%	17%	18%	11%	14%	18%	16%	18%	
Not a threat at all	(1)	94	53	41	14	14	12	11	13	30	18	23	30	23	36	18	28	12
	9%	11%	8%	12%	7%	6%	6%	10%	15%	8%	8%	14%	8%	11%	6%	10%	12%	
NET: Not a threat	258	154	104	27	46	41	44	38	61	68	71	67	53	81	71	76	30	
	26%	31%	20%	25%	24%	21%	24%	29%	30%	28%	25%	32%	19%	26%	23%	26%	30%	
Don't know	7	*	7	-	-	5	-	*	2	1	1	1	4	3	1	-	3	
	1%	*	1%	-	-	3%	-	*	1%	*	*	1%	1%	1%	*	-	3%	
Mean	3.34	3.22	3.46	3.38	3.37	3.50	3.35	3.20	3.25	3.21	3.32	3.19	3.61	3.33	3.37	3.35	3.29	
Standard deviation	1.25	1.28	1.22	1.29	1.18	1.23	1.17	1.26	1.38	1.17	1.22	1.32	1.27	1.28	1.16	1.28	1.37	
Standard error	0.04	0.06	0.05	0.15	0.11	0.09	0.08	0.09	0.09	0.06	0.08	0.10	0.08	0.07	0.07	0.07	0.14	

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Table 8

Q.3 How great a threat do you think each of the following is to the water environment in your local area?

Development in areas of natural water features (rivers, streams or lakes)

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: A threat	398 39%	203 41%	195 38%	39 35%	82 43%	76 39%	66 36%	48 37%	88 44%	95 39%	108 38%	84 40%	111 41%	120 38%	130 43%	112 38%	36 36%
A great threat	(5) 19%	90 18%	98 19%	20 18%	20 11%	39 21%	33 18%	25 19%	50 25%	41 17%	47 17%	37 17%	63 23%	62 20%	56 19%	47 16%	22 22%
	(4) 21%	114 23%	97 19%	19 17%	61 32%	36 19%	33 18%	23 18%	38 19%	54 22%	60 21%	48 23%	49 18%	58 19%	74 24%	65 22%	14 14%
	(3) 32%	147 30%	180 35%	35 31%	64 33%	71 37%	58 32%	49 37%	51 25%	76 31%	99 35%	69 33%	83 30%	105 34%	97 32%	87 30%	37 37%
	(2) 15%	77 16%	72 14%	17 16%	22 11%	29 15%	39 21%	20 15%	23 11%	41 17%	42 15%	31 14%	36 13%	39 13%	50 17%	44 15%	16 16%
Not a threat at all	(1) 12%	65 13%	52 10%	20 18%	21 11%	13 7%	19 11%	13 10%	30 15%	28 12%	32 11%	26 12%	31 11%	42 13%	20 6%	46 16%	9 9%
NET: Not a threat	266 26%	142 29%	125 24%	38 34%	43 22%	42 22%	58 32%	33 26%	53 26%	69 29%	74 26%	56 27%	67 25%	81 26%	70 23%	91 31%	25 24%
Don't know	18 2%	2 1%	15 3%	- -	3 2%	4 2%	- -	* *	11 5%	2 1%	2 1%	2 1%	11 4%	7 2%	5 2%	3 1%	3 3%
Mean	3.20	3.18	3.23	3.00	3.20	3.32	3.12	3.20	3.29	3.16	3.18	3.18	3.29	3.19	3.33	3.08	3.26
Standard deviation	1.25	1.27	1.22	1.33	1.14	1.17	1.24	1.21	1.38	1.24	1.21	1.24	1.30	1.28	1.16	1.29	1.23
Standard error	0.04	0.06	0.05	0.15	0.11	0.09	0.09	0.08	0.10	0.07	0.08	0.10	0.08	0.08	0.07	0.08	0.12

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 9

Q.3 How great a threat do you think each of the following is to the water environment in your local area?

Over use of water and drought

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103	
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101	
NET: A threat	377	170	207	27	65	74	77	50	84	86	102	66	123	118	118	104	37	
	37%	34%	40%	24%	34%	38%	42%	38%	41%	36%	36%	31%	45%	38%	39%	35%	37%	
A great threat	(5)	191	95	96	14	24	31	36	27	58	40	42	34	74	60	58	52	21
		19%	19%	19%	13%	13%	16%	20%	21%	29%	17%	15%	16%	27%	19%	19%	18%	21%
	(4)	186	75	111	13	41	43	41	23	26	46	59	32	49	58	60	52	16
		18%	15%	22%	12%	21%	22%	23%	18%	13%	19%	21%	15%	18%	19%	20%	18%	16%
	(3)	340	165	175	40	79	62	53	43	63	81	97	79	84	100	109	92	40
		34%	33%	34%	36%	41%	32%	29%	33%	31%	33%	34%	37%	31%	32%	36%	31%	39%
	(2)	168	97	71	22	29	39	30	24	25	49	48	39	32	61	49	46	12
		17%	20%	14%	19%	15%	20%	17%	18%	12%	20%	17%	18%	12%	20%	16%	16%	11%
Not a threat at all	(1)	107	56	50	22	17	13	19	13	22	24	33	23	26	28	21	47	10
		11%	11%	10%	20%	9%	7%	11%	10%	11%	10%	12%	11%	10%	9%	7%	16%	10%
NET: Not a threat		275	153	121	44	46	52	50	37	46	74	80	62	58	90	70	93	21
		27%	31%	24%	39%	24%	27%	27%	28%	23%	30%	28%	29%	21%	29%	23%	32%	21%
Don't know		17	6	11	-	1	4	1	1	8	1	4	5	7	5	5	4	3
		2%	1%	2%	-	1%	2%	1%	1%	4%	*	1%	2%	3%	2%	2%	1%	3%
Mean		3.19	3.11	3.26	2.78	3.14	3.21	3.24	3.22	3.38	3.12	3.11	3.07	3.42	3.20	3.28	3.05	3.27
Standard deviation		1.23	1.26	1.21	1.26	1.11	1.16	1.25	1.25	1.33	1.21	1.21	1.21	1.28	1.23	1.16	1.31	1.21
Standard error		0.04	0.06	0.05	0.14	0.11	0.09	0.09	0.09	0.09	0.07	0.08	0.09	0.08	0.07	0.07	0.08	0.12

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 10

Q.3 How great a threat do you think each of the following is to the water environment in your local area?

Flooding

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103	
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101	
NET: A threat	425	199	226	31	77	76	88	62	92	106	107	99	113	112	135	134	44	
	42%	40%	44%	28%	40%	39%	49%	47%	46%	44%	38%	47%	42%	36%	45%	46%	44%	
A great threat	(5)	239	113	125	16	43	32	45	33	70	47	65	51	75	60	77	79	23
		24%	23%	24%	15%	22%	16%	25%	25%	35%	19%	23%	24%	28%	19%	25%	27%	23%
	(4)	187	86	101	15	34	44	43	29	22	59	41	48	38	53	58	55	21
		19%	17%	20%	14%	18%	23%	24%	22%	11%	24%	15%	23%	14%	17%	19%	19%	21%
	(3)	244	132	112	32	51	49	38	31	43	57	71	51	65	86	77	55	26
		24%	27%	22%	28%	27%	25%	21%	24%	21%	24%	25%	24%	24%	28%	25%	19%	26%
	(2)	130	61	70	19	30	26	23	15	17	37	43	24	26	48	44	28	10
		13%	12%	14%	17%	15%	14%	13%	11%	9%	15%	15%	11%	9%	15%	15%	10%	10%
Not a threat at all	(1)	203	102	101	29	34	39	31	23	46	41	61	37	64	64	46	75	18
		20%	21%	20%	26%	18%	21%	17%	18%	23%	17%	22%	17%	24%	21%	15%	26%	18%
NET: Not a threat		333	162	171	48	64	66	54	38	63	78	104	61	90	113	90	103	28
		33%	33%	33%	43%	33%	34%	30%	29%	31%	32%	37%	29%	33%	36%	30%	35%	28%
Don't know		7	*	6	-	-	2	1	*	3	1	1	1	4	2	1	1	3
		1%	*	1%	-	-	1%	*	*	2%	*	*	*	1%	*	*	*	3%
Mean		3.13	3.10	3.16	2.74	3.11	3.01	3.27	3.25	3.26	3.14	3.02	3.25	3.13	2.98	3.25	3.12	3.22
Standard deviation		1.44	1.43	1.45	1.37	1.39	1.37	1.41	1.41	1.57	1.36	1.45	1.40	1.52	1.39	1.38	1.55	1.40
Standard error		0.05	0.07	0.06	0.16	0.13	0.10	0.10	0.10	0.11	0.07	0.10	0.11	0.09	0.08	0.08	0.09	0.14

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 11

Q.3 How great a threat do you think each of the following is to the water environment in your local area?

Erosion of coastlines and river banks

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103	
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101	
NET: A threat	462	224	237	35	79	78	94	66	110	98	124	100	139	136	149	123	53	
	46%	45%	46%	31%	41%	41%	52%	50%	54%	40%	44%	47%	51%	44%	49%	42%	53%	
A great threat	(5)	246	122	124	17	40	34	45	35	74	52	62	49	83	66	78	71	31
		24%	25%	24%	15%	21%	18%	25%	27%	37%	21%	22%	23%	30%	21%	26%	24%	30%
	(4)	216	102	114	17	39	43	49	31	36	46	62	51	57	70	70	52	23
		21%	21%	22%	16%	20%	23%	27%	23%	18%	19%	22%	24%	21%	23%	23%	18%	23%
	(3)	244	125	118	30	57	43	32	33	48	57	61	56	69	69	67	80	27
		24%	25%	23%	27%	30%	23%	18%	25%	24%	23%	22%	27%	25%	22%	22%	27%	27%
	(2)	118	57	61	13	25	33	18	13	17	34	39	25	20	39	34	37	8
		12%	12%	12%	12%	13%	17%	10%	10%	8%	14%	14%	12%	7%	13%	11%	13%	8%
Not a threat at all	(1)	166	83	83	32	28	32	36	18	19	50	50	28	38	61	49	48	8
		16%	17%	16%	29%	14%	17%	20%	14%	10%	21%	18%	13%	14%	20%	16%	16%	8%
NET: Not a threat		285	140	144	45	53	65	54	32	36	84	89	53	58	100	83	85	16
		28%	28%	28%	41%	27%	34%	30%	24%	18%	35%	32%	25%	21%	32%	27%	29%	16%
Don't know		19	4	15	1	3	6	1	*	8	4	8	2	6	7	4	4	4
		2%	1%	3%	1%	2%	3%	1%	*	4%	2%	3%	1%	2%	2%	1%	1%	4%
Mean		3.26	3.25	3.27	2.76	3.21	3.08	3.27	3.39	3.66	3.06	3.17	3.33	3.47	3.13	3.32	3.21	3.62
Standard deviation		1.39	1.39	1.39	1.43	1.32	1.36	1.45	1.36	1.33	1.43	1.41	1.32	1.37	1.42	1.40	1.39	1.25
Standard error		0.04	0.07	0.06	0.16	0.13	0.10	0.10	0.09	0.09	0.08	0.09	0.10	0.09	0.08	0.08	0.08	0.12

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 12

Q.3 How great a threat do you think each of the following is to the water environment in your local area?

Climate change

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103	
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101	
NET: A threat	454 45%	192 39%	263 51%	43 38%	91 48%	84 44%	81 45%	63 48%	92 46%	102 42%	113 40%	103 49%	136 50%	129 41%	146 48%	129 44%	51 50%	
A great threat	(5) 24%	239 24%	103 21%	136 26%	15 14%	47 24%	48 25%	45 25%	30 23%	54 27%	55 23%	57 20%	54 25%	74 27%	62 20%	75 25%	79 27%	24 24%
	(4) 21%	215 21%	88 18%	127 25%	28 25%	45 23%	36 19%	36 20%	32 25%	39 19%	47 20%	56 20%	49 23%	62 23%	67 21%	71 23%	51 17%	27 27%
	(3) 28%	280 28%	151 31%	129 25%	38 34%	60 31%	50 26%	46 25%	36 28%	49 24%	69 29%	76 27%	53 25%	82 30%	92 29%	90 30%	74 25%	23 23%
	(2) 13%	136 13%	74 15%	61 12%	18 16%	25 13%	31 16%	24 13%	19 14%	20 10%	43 18%	46 16%	23 11%	24 9%	48 15%	32 11%	39 13%	16 16%
Not a threat at all	(1) 12%	122 12%	73 15%	49 9%	13 11%	16 8%	20 11%	29 16%	13 10%	31 15%	26 11%	42 15%	30 14%	24 9%	35 11%	30 10%	49 17%	8 8%
NET: Not a threat	257 26%	148 30%	110 21%	30 27%	40 21%	51 27%	53 29%	32 24%	50 25%	69 28%	88 31%	53 25%	48 18%	83 27%	62 21%	88 30%	24 24%	
Don't know	17 2%	4 1%	14 3%	- -	- -	6 3%	1 1%	- -	10 5%	2 1%	6 2%	3 1%	7 3%	9 3%	5 2%	1 *	3 3%	
Mean	3.32	3.15	3.48	3.13	3.43	3.33	3.24	3.36	3.34	3.26	3.14	3.36	3.52	3.24	3.43	3.25	3.43	
Standard deviation	1.31	1.32	1.27	1.18	1.22	1.32	1.39	1.26	1.40	1.29	1.33	1.35	1.24	1.27	1.26	1.42	1.24	
Standard error	0.04	0.06	0.05	0.13	0.12	0.10	0.10	0.09	0.10	0.07	0.09	0.10	0.08	0.07	0.07	0.08	0.12	

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 13

Q.4 What measures, if any, have you taken to reduce the amount of water you use?**Base: All respondents**

	Gender		Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
Shower instead of bathing/ installed a shower/ (take less showers)	295 29%	110 22%	185 36%	24 22%	58 30%	60 31%	60 33%	34 26%	58 29%	72 30%	77 27%	66 31%	79 29%	73 23%	108 36%	85 29%	28 28%
Cut back/ don't use as much water	202 20%	95 19%	107 21%	10 9%	32 16%	33 17%	38 21%	28 21%	61 30%	39 16%	57 20%	40 19%	66 24%	58 19%	56 19%	60 21%	28 28%
Don't leave taps running/ make sure all taps are turned off/ fix leaking/ dripping taps	149 15%	43 9%	106 21%	21 19%	33 17%	39 20%	23 13%	13 10%	19 9%	47 19%	43 15%	26 12%	34 12%	50 16%	50 16%	38 13%	12 11%
Don't do as many washes/ use economy wash/ (use washing machine less/ hand wash more)	143 14%	42 9%	101 20%	5 4%	19 10%	24 12%	28 15%	30 23%	38 19%	35 15%	29 10%	21 10%	58 21%	42 13%	49 16%	39 13%	14 13%
On a meter system	121 12%	62 12%	60 12%	2 2%	18 9%	19 10%	14 8%	17 13%	52 26%	34 14%	38 13%	18 8%	32 12%	35 11%	36 12%	32 11%	18 18%
Flush only when necessary/ installed a dual flush system	82 8%	42 9%	40 8%	4 4%	16 8%	14 7%	21 12%	15 11%	12 6%	19 8%	26 9%	13 6%	23 8%	32 10%	24 8%	21 7%	6 6%
Water butts/ extra water butt	81 8%	41 8%	40 8%	2 2%	9 5%	18 9%	17 9%	15 11%	21 10%	17 7%	23 8%	21 10%	19 7%	30 9%	22 7%	14 5%	15 15%
Share baths/ take less baths/ use less water in the bath	69 7%	25 5%	43 8%	6 5%	21 11%	12 6%	9 5%	11 9%	9 4%	19 8%	15 5%	15 7%	21 8%	26 8%	20 7%	17 6%	6 6%
Use less water for washing up/ make less use of dishwasher	68 7%	15 3%	53 10%	5 4%	19 10%	11 6%	7 4%	10 7%	16 8%	15 6%	27 9%	8 4%	18 7%	21 7%	27 9%	17 6%	2 2%
Use of rainwater to water garden/ save rainwater	52 5%	16 3%	36 7%	- -	4 2%	9 5%	15 8%	10 8%	14 7%	19 8%	19 7%	7 4%	6 2%	7 2%	22 7%	15 5%	8 8%

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 13

Q.4 What measures, if any, have you taken to reduce the amount of water you use?**Base: All respondents**

	Gender		Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
Use less water to wash car/ don't wash vehicle as often as before	48 5%	28 6%	20 4%	2 2%	11 6%	6 3%	16 9%	8 6%	5 2%	14 6%	14 5%	15 7%	5 2%	17 5%	21 7%	5 2%	5 5%
Don't overfill the kettle	47 5%	20 4%	27 5%	2 2%	11 6%	11 6%	5 3%	6 5%	12 6%	16 6%	14 5%	4 2%	13 5%	17 5%	10 3%	16 5%	4 4%
Don't use hose/ less use of hosepipe/ use of rain water to water garden	44 4%	19 4%	25 5%	2 1%	12 6%	10 5%	10 6%	7 5%	3 1%	9 4%	9 3%	15 7%	11 4%	9 3%	12 4%	18 6%	5 5%
We recycle water	39 4%	11 2%	28 5%	- -	7 4%	7 4%	6 3%	7 5%	11 6%	12 5%	9 3%	9 4%	9 3%	15 5%	11 4%	9 3%	4 4%
Put a brick in the system/ bag in system	29 3%	15 3%	14 3%	- -	4 2%	7 3%	6 4%	4 3%	7 3%	12 5%	3 1%	6 3%	7 3%	8 3%	12 4%	6 2%	3 3%
Use less water in gardens/ water plants/ gardens less	27 3%	11 2%	16 3%	2 2%	4 2%	3 2%	12 7%	4 3%	2 1%	9 4%	3 1%	10 5%	4 2%	7 2%	10 3%	8 3%	2 2%
Any mentions of using a more energy efficient appliance	17 2%	14 3%	3 1%	1 1%	2 1%	- -	10 5%	1 1%	3 2%	8 3%	5 2%	3 1%	2 1%	4 1%	6 2%	6 2%	1 1%
We drink less water	12 1%	4 1%	9 2%	2 2%	6 3%	1 1%	- -	1 1%	2 1%	- -	4 1%	- -	8 3%	3 1%	7 2%	2 1%	- -
Other	22 2%	11 2%	12 2%	2 2%	3 1%	4 2%	5 3%	4 3%	4 2%	9 4%	1 1%	4 2%	8 3%	5 2%	9 3%	6 2%	2 2%
Nothing	240 24%	146 30%	94 18%	50 45%	50 26%	46 24%	41 23%	23 18%	29 15%	58 24%	75 26%	54 26%	53 19%	82 26%	64 21%	75 26%	18 18%
Don't know	47 5%	24 5%	23 5%	11 10%	9 5%	5 2%	5 3%	7 6%	11 5%	11 4%	11 4%	7 3%	19 7%	26 8%	7 2%	12 4%	2 2%

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 14

Q.5 Do you think each of the following creatures or plants are endangered in England or not?

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
<u>Kingfisher</u>																	
Yes, endangered	666 66%	315 64%	351 68%	73 66%	144 75%	119 62%	129 71%	73 56%	128 63%	156 65%	181 64%	149 70%	180 66%	192 62%	207 68%	203 69%	64 63%
No	248 25%	133 27%	115 22%	30 27%	37 19%	44 23%	38 21%	45 35%	55 27%	54 22%	78 28%	51 24%	65 24%	76 24%	69 23%	73 25%	30 29%
Don't know	95 9%	47 9%	48 9%	8 7%	11 6%	28 15%	15 8%	13 10%	19 10%	32 13%	23 8%	12 6%	27 10%	45 14%	27 9%	16 5%	8 8%
<u>Crayfish</u>																	
Yes, endangered	537 53%	261 53%	275 54%	52 47%	99 51%	105 55%	101 56%	67 51%	113 56%	131 54%	154 55%	104 49%	148 54%	159 51%	159 52%	165 57%	54 53%
No	327 32%	171 35%	156 30%	48 43%	71 37%	64 34%	53 29%	40 31%	51 25%	75 31%	91 32%	80 38%	81 30%	100 32%	108 36%	86 29%	34 33%
Don't know	145 14%	62 13%	83 16%	11 10%	22 11%	23 12%	28 15%	24 18%	38 19%	36 15%	38 13%	29 13%	43 16%	55 17%	36 12%	41 14%	13 13%
<u>Otter</u>																	
Yes, endangered	675 67%	317 64%	358 70%	75 68%	142 74%	142 74%	119 66%	83 63%	114 57%	164 68%	185 65%	155 73%	171 63%	196 63%	210 69%	200 68%	69 68%
No	241 24%	140 28%	101 20%	28 25%	31 16%	34 18%	45 25%	39 30%	64 32%	57 23%	73 26%	43 20%	68 25%	75 24%	70 23%	71 24%	25 25%
Don't know	93 9%	37 8%	56 11%	8 7%	18 10%	16 8%	18 10%	10 7%	23 12%	21 9%	25 9%	14 7%	33 12%	42 13%	23 7%	22 7%	7 7%

Water Survey

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Absolutes/col percents

Table 14

Q.5 Do you think each of the following creatures or plants are endangered in England or not?

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
<u>Water vole</u>																	
Yes, endangered	661	306	355	66	139	121	123	83	128	152	192	139	178	190	202	195	73
	65%	62%	69%	60%	73%	63%	68%	63%	63%	63%	68%	65%	65%	61%	67%	67%	72%
No	232	138	93	35	36	40	40	36	46	57	59	51	64	74	70	70	18
	23%	28%	18%	31%	19%	21%	22%	27%	23%	24%	21%	24%	24%	24%	23%	24%	18%
Don't know	117	50	67	10	17	31	18	13	28	33	32	22	30	49	31	27	10
	12%	10%	13%	9%	9%	16%	10%	10%	14%	14%	11%	10%	11%	16%	10%	9%	10%
<u>Trout</u>																	
Yes, endangered	448	201	247	49	85	87	79	59	89	96	119	101	133	131	127	142	47
	44%	41%	48%	44%	44%	46%	43%	45%	44%	40%	42%	48%	49%	42%	42%	49%	47%
No	467	257	210	51	93	84	84	62	93	124	131	101	111	142	148	131	45
	46%	52%	41%	46%	49%	44%	46%	48%	46%	51%	46%	48%	41%	45%	49%	45%	45%
Don't know	94	37	57	11	14	21	19	10	19	23	33	10	28	39	27	20	8
	9%	7%	11%	10%	7%	11%	11%	8%	10%	9%	12%	5%	10%	13%	9%	7%	8%
<u>Dragonfly</u>																	
Yes, endangered	490	229	261	46	91	105	91	56	101	118	141	103	128	142	148	145	54
	49%	46%	51%	42%	47%	55%	50%	42%	50%	49%	50%	49%	47%	46%	49%	50%	54%
No	413	212	201	55	80	70	69	60	79	90	116	87	119	129	121	120	43
	41%	43%	39%	50%	42%	37%	38%	45%	39%	37%	41%	41%	44%	41%	40%	41%	42%
Don't know	106	54	52	9	21	16	22	16	22	34	25	22	25	41	34	27	4
	11%	11%	10%	8%	11%	8%	12%	12%	11%	14%	9%	10%	9%	13%	11%	9%	4%

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 14

Q.5 Do you think each of the following creatures or plants are endangered in England or not?

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
<u>Frog</u>																	
Yes, endangered	436 43%	196 40%	239 46%	36 32%	67 35%	92 48%	79 43%	58 44%	104 52%	99 41%	119 42%	90 43%	128 47%	135 43%	123 41%	129 44%	48 48%
No	510 51%	266 54%	244 47%	74 66%	113 59%	87 45%	89 49%	61 47%	86 43%	121 50%	149 53%	107 50%	133 49%	158 50%	156 52%	150 51%	46 46%
Don't know	63 6%	32 6%	32 6%	2 2%	13 7%	12 6%	14 8%	12 9%	11 5%	22 9%	14 5%	15 7%	12 4%	20 6%	23 8%	14 5%	6 6%
<u>Heron</u>																	
Yes, endangered	495 49%	235 47%	261 51%	47 43%	107 56%	103 54%	83 46%	59 45%	96 48%	107 44%	140 49%	111 52%	137 50%	132 42%	165 54%	152 52%	47 47%
No	410 41%	213 43%	197 38%	53 48%	65 34%	69 36%	80 44%	59 45%	83 41%	110 46%	116 41%	79 37%	105 38%	140 45%	105 35%	119 41%	46 46%
Don't know	104 10%	47 10%	56 11%	10 9%	19 10%	20 10%	18 10%	13 10%	22 11%	25 10%	27 9%	22 10%	30 11%	41 13%	33 11%	22 7%	7 7%
<u>Lapwing</u>																	
Yes, endangered	481 48%	233 47%	248 48%	43 39%	85 44%	93 49%	85 47%	64 49%	111 55%	107 44%	137 49%	114 54%	122 45%	147 47%	151 50%	129 44%	54 54%
No	295 29%	148 30%	147 29%	47 42%	51 27%	51 27%	60 33%	46 35%	40 20%	74 31%	82 29%	60 29%	79 29%	77 25%	77 25%	107 37%	34 34%
Don't know	233 23%	113 23%	120 23%	21 19%	56 29%	48 25%	36 20%	21 16%	50 25%	61 25%	63 22%	37 18%	71 26%	89 29%	75 25%	56 19%	12 12%

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 14

Q.5 Do you think each of the following creatures or plants are endangered in England or not?**Base: All respondents**

	Gender		Age					Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
Reeds																	
Yes, endangered	434 43%	198 40%	236 46%	42 38%	71 37%	87 45%	92 51%	57 43%	85 42%	105 43%	128 45%	79 37%	122 45%	128 41%	138 46%	123 42%	44 44%
No	442 44%	230 47%	211 41%	56 50%	90 47%	79 41%	68 37%	61 46%	89 44%	102 42%	117 41%	110 52%	114 42%	134 43%	127 42%	133 45%	47 47%
Don't know	134 13%	66 13%	68 13%	13 12%	31 16%	26 14%	22 12%	14 10%	28 14%	35 15%	38 13%	24 11%	37 13%	51 16%	37 12%	36 12%	9 9%

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 15

Q.6 How strongly do you agree or disagree that the government should aim to achieve each of the following by 2015?

Reduce water use by 20% through more efficient use in homes, buildings and businesses

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	913 90%	431 87%	481 94%	94 84%	185 97%	175 91%	164 90%	121 93%	174 86%	219 91%	259 92%	196 93%	239 88%	286 92%	279 92%	258 88%	89 88%
Agree strongly	(4) 52%	246 50%	278 54%	43 39%	104 54%	95 49%	94 52%	78 59%	109 54%	119 49%	156 55%	107 50%	142 52%	174 56%	155 51%	144 49%	50 50%
Agree	(3) 39%	186 38%	204 40%	50 45%	81 42%	80 42%	70 38%	43 33%	65 32%	100 42%	103 36%	89 42%	97 36%	112 36%	124 41%	114 39%	39 39%
Disagree	(2) 5%	37 8%	17 3%	10 9%	3 2%	8 4%	13 7%	6 5%	14 7%	16 7%	11 4%	9 4%	19 7%	12 4%	15 5%	22 8%	4 4%
Disagree strongly	(1) 3%	22 4%	8 2%	7 6%	4 2%	7 4%	2 1%	4 3%	7 4%	4 2%	11 4%	4 2%	11 4%	11 3%	5 2%	10 3%	4 4%
NET: Disagree	84 8%	59 12%	26 5%	17 15%	7 3%	15 8%	15 8%	10 7%	21 11%	20 8%	22 8%	13 6%	29 11%	23 7%	20 7%	32 11%	9 9%
Don't know	12 1%	4 1%	8 1%	1 1%	- -	2 1%	3 2%	- -	6 3%	3 1%	1 *	3 1%	4 2%	3 1%	3 1%	2 1%	3 3%
Mean	3.41	3.34	3.48	3.18	3.49	3.39	3.43	3.49	3.41	3.39	3.44	3.43	3.38	3.45	3.43	3.35	3.38
Standard deviation	0.73	0.80	0.65	0.83	0.63	0.74	0.68	0.72	0.78	0.69	0.75	0.67	0.78	0.73	0.67	0.77	0.78
Standard error	0.02	0.04	0.03	0.09	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.08

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 16

Q.6 How strongly do you agree or disagree that the government should aim to achieve each of the following by 2015?

Protect landscapes where drinking water comes from

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	978 97%	481 97%	497 97%	109 98%	183 95%	186 97%	178 98%	128 98%	194 96%	236 97%	272 96%	208 98%	262 96%	301 96%	298 99%	281 96%	97 96%
Agree strongly	(4) 67%	331 67%	341 66%	68 61%	116 61%	134 70%	122 67%	92 70%	140 69%	150 62%	201 71%	135 64%	185 68%	210 67%	207 68%	192 65%	63 62%
Agree	(3) 30%	150 30%	156 30%	41 37%	67 35%	52 27%	55 31%	37 28%	55 27%	85 35%	71 25%	73 35%	77 28%	91 29%	92 30%	90 31%	34 34%
Disagree	(2) 2%	7 2%	9 2%	2 2%	5 2%	3 1%	2 1%	1 1%	3 2%	4 2%	5 2%	- -	7 3%	4 1%	4 1%	7 3%	1 1%
Disagree strongly	(1) 1%	4 1%	3 1%	- -	4 2%	- -	2 1%	1 1%	- -	1 *	4 2%	2 1%	- -	3 1%	- -	4 1%	- -
NET: Disagree	24 2%	11 2%	12 2%	2 2%	9 5%	3 1%	4 2%	2 2%	3 2%	5 2%	10 3%	2 1%	7 3%	8 2%	4 1%	11 4%	1 1%
Don't know	8 1%	2 *	6 1%	- -	- -	3 2%	- -	1 *	4 2%	1 1%	1 *	2 1%	3 1%	5 1%	* *	- -	3 3%
Mean	3.64	3.64	3.64	3.59	3.54	3.70	3.64	3.67	3.69	3.60	3.66	3.63	3.66	3.65	3.67	3.60	3.63
Standard deviation	0.55	0.56	0.55	0.54	0.65	0.49	0.56	0.54	0.50	0.55	0.59	0.54	0.53	0.57	0.50	0.61	0.50
Standard error	0.02	0.03	0.02	0.06	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.04	0.05

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 17

Q.6 How strongly do you agree or disagree that the government should aim to achieve each of the following by 2015?

Make household water bills reflect the amount of water people use

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	857 85%	416 84%	441 86%	100 90%	162 84%	160 83%	146 80%	111 85%	178 88%	212 88%	234 83%	178 84%	233 85%	261 83%	257 85%	250 86%	89 88%
Agree strongly	(4) 48%	224 45%	260 50%	45 41%	90 47%	94 49%	81 44%	64 49%	110 55%	110 45%	154 55%	93 44%	127 47%	139 44%	157 52%	139 47%	50 49%
Agree	(3) 37%	192 39%	181 35%	55 49%	72 38%	66 34%	65 36%	48 36%	67 33%	102 42%	80 28%	85 40%	106 39%	122 39%	100 33%	112 38%	39 39%
Disagree	(2) 8%	41 8%	41 8%	6 6%	16 8%	18 9%	20 11%	11 8%	11 6%	17 7%	21 7%	20 10%	23 9%	29 9%	26 9%	18 6%	8 8%
Disagree strongly	(1) 6%	34 7%	22 4%	4 4%	12 6%	12 6%	12 7%	8 6%	8 4%	11 4%	26 9%	10 5%	9 3%	18 6%	16 5%	21 7%	2 2%
NET: Disagree	138 14%	75 15%	63 12%	11 10%	28 14%	30 16%	32 18%	19 14%	19 9%	28 11%	47 17%	31 14%	33 12%	47 15%	42 14%	39 13%	10 10%
Don't know	14 1%	3 1%	11 2%	- -	2 1%	2 1%	3 2%	1 1%	5 3%	2 1%	1 *	3 2%	7 3%	5 2%	4 1%	3 1%	2 2%
Mean	3.29	3.23	3.35	3.27	3.27	3.27	3.20	3.28	3.43	3.30	3.29	3.25	3.32	3.24	3.33	3.27	3.39
Standard deviation	0.84	0.88	0.81	0.75	0.86	0.88	0.90	0.86	0.77	0.79	0.95	0.83	0.78	0.85	0.85	0.87	0.71
Standard error	0.03	0.04	0.03	0.08	0.08	0.06	0.06	0.06	0.05	0.04	0.06	0.06	0.05	0.05	0.05	0.05	0.07

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 18

Q.6 How strongly do you agree or disagree that the government should aim to achieve each of the following by 2015?

Introduce tougher penalties for those who damage or pollute rivers, lakes, ponds and streams

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	973 96%	475 96%	498 97%	101 91%	185 96%	187 98%	179 98%	124 95%	196 97%	237 98%	270 96%	205 97%	261 96%	300 96%	294 97%	282 96%	97 96%
Agree strongly	(4) 74%	374 76%	375 73%	59 53%	141 73%	150 78%	143 79%	102 78%	154 76%	185 77%	210 74%	163 77%	191 70%	231 74%	228 75%	219 75%	70 70%
Agree	(3) 22%	101 20%	123 24%	43 38%	44 23%	37 19%	35 20%	22 17%	43 21%	52 21%	60 21%	43 20%	69 25%	69 22%	66 22%	63 22%	26 26%
Disagree	(2) 2%	12 2%	7 1%	8 8%	2 1%	1 1%	2 1%	2 2%	4 2%	3 1%	5 2%	3 2%	8 3%	5 2%	7 2%	7 2%	1 1%
Disagree strongly	(1) 1%	6 1%	6 1%	1 1%	5 3%	- -	1 1%	3 2%	1 *	2 1%	8 3%	* *	1 *	6 2%	2 1%	4 1%	- -
NET: Disagree	31 3%	18 4%	13 2%	10 9%	7 4%	1 1%	3 2%	5 4%	4 2%	5 2%	13 4%	4 2%	9 3%	11 3%	9 3%	11 4%	1 1%
Don't know	5 1%	1 *	4 1%	- -	- -	3 2%	- -	1 1%	1 *	- -	- -	3 1%	3 1%	2 1%	- -	- -	3 3%
Mean	3.70	3.71	3.70	3.43	3.67	3.79	3.77	3.72	3.74	3.74	3.67	3.76	3.67	3.69	3.72	3.70	3.71
Standard deviation	0.56	0.57	0.55	0.68	0.64	0.42	0.49	0.62	0.50	0.52	0.65	0.48	0.55	0.59	0.54	0.58	0.47
Standard error	0.02	0.03	0.02	0.08	0.06	0.03	0.03	0.04	0.03	0.03	0.04	0.04	0.03	0.03	0.03	0.03	0.05

Water Survey

CATI Fieldwork : February 6th-8th 2009

Absolutes/col percents

Table 19

Q.6 How strongly do you agree or disagree that the government should aim to achieve each of the following by 2015?

Invest in countryside to protect endangered water and wetland wildlife

Base: All respondents

	Gender			Age						Social Grade				Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West
Unweighted base	1009	460	549	78	109	188	205	211	218	346	229	170	264	296	314	296	103
Weighted base	1009	494	515	111	192	192	182	131	202	242	283	212	272	313	303	293	101
NET: Agree	973 96%	471 95%	503 98%	101 91%	190 99%	189 99%	174 96%	124 95%	195 97%	230 95%	272 96%	210 99%	261 96%	303 97%	290 96%	282 96%	99 98%
Agree strongly	(4) 60%	299 61%	304 59%	45 41%	111 58%	112 58%	112 62%	90 69%	133 66%	128 53%	175 62%	133 63%	168 62%	181 58%	179 59%	186 64%	58 57%
Agree	(3) 37%	171 35%	198 39%	56 50%	78 41%	77 40%	62 34%	34 26%	62 31%	102 42%	97 34%	77 36%	94 34%	122 39%	111 37%	96 33%	41 41%
Disagree	(2) 2%	14 3%	7 1%	5 5%	- -	3 1%	6 3%	4 3%	3 1%	10 4%	4 1%	1 *	6 2%	5 2%	10 3%	3 1%	2 2%
Disagree strongly	(1) 1%	10 2%	3 1%	5 4%	2 1%	- -	1 1%	3 2%	2 1%	2 1%	6 2%	2 1%	3 1%	5 1%	1 *	8 3%	- -
NET: Disagree	34 3%	24 5%	10 2%	10 9%	2 1%	3 1%	7 4%	7 5%	5 2%	12 5%	10 4%	2 1%	9 3%	10 3%	11 4%	11 4%	2 2%
Don't know	2 *	* *	2 *	- -	- -	- -	- -	* *	2 1%	* *	- -	- -	2 1%	- -	2 1%	- -	- -
Mean	3.55	3.54	3.57	3.28	3.56	3.57	3.57	3.61	3.63	3.47	3.56	3.61	3.57	3.53	3.56	3.57	3.56
Standard deviation	0.60	0.65	0.56	0.74	0.56	0.52	0.60	0.66	0.57	0.61	0.64	0.54	0.60	0.61	0.58	0.65	0.53
Standard error	0.02	0.03	0.02	0.08	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.04	0.04	0.04	0.03	0.04	0.05