

Concern For The State of the UK Environment 2000 - 2010

Chris Rose, May 2010

Introduction

For some years Cultural Dynamics Strategy and Marketing (CDSM) has been asking a number of questions about the 'state of the environment', in nationally representative UK surveys. One question asks respondents to select one from the list options below, that which "comes closest to your own view of the environment". This paper brings together comparable results from 2000, 2008 and 2010, and a differently formatted version of the same question from 2007. The question is:

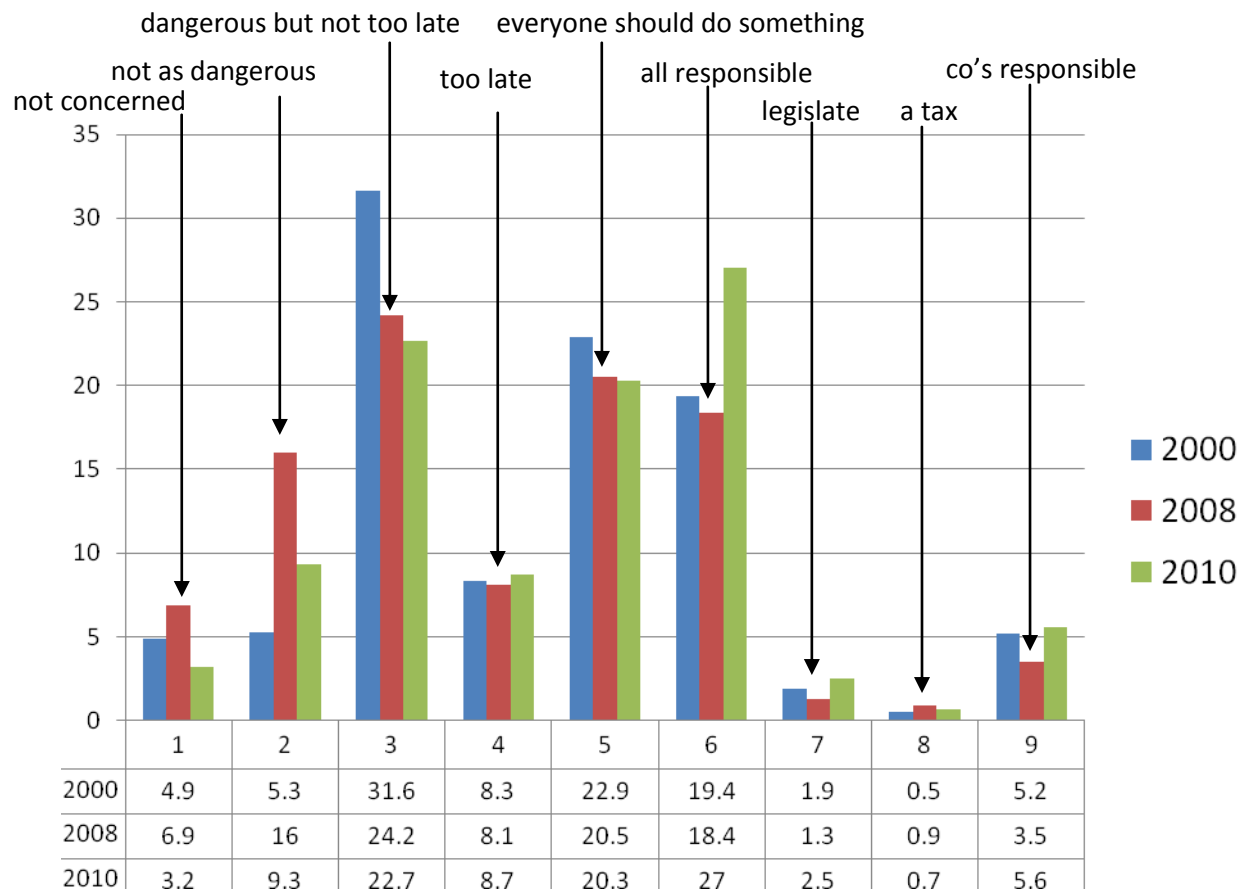
Which ONE of these statements comes closest to your own attitude to the state of the natural environment ?

- 1. I'm not concerned, it doesn't worry me.*
- 2. The situation is not as dangerous as it's made out to be.*
- 3. The situation is dangerous, but it's not too late to restore the environment through action.*
- 4. The balance of nature has been upset for centuries to come. It's too late to prevent serious problems.*
- 5. Everybody should do something.*
- 6. We are all responsible.*
- 7. Government should legislate.*
- 8. They should introduce an environmental tax.*
- 9. Companies should be made directly responsible.*

While none of these specifically mention 'climate' or 'climate change' we know from other surveys and in particular from qualitative work that unless qualified by a specific such as 'local', 'state of the environment' has become more or less synonymous with 'climate'. This series of options also introduces notions such as danger, exaggeration, upsetting a balance, a timescale of centuries and taxes, all of which form part of the dominant discourse about 'climate change', carbon etc..

The 2000 survey was conducted in February this year, after the widely reported furore over 'climategate' and the debacle at Copenhagen, both of which were taken by many commentators to have 'decreased concern' and 'increased scepticism' amongst 'the public'. These results, which are also broken down across values groups, may therefore be compared with those discussions.

In their simplest form the results are shown as percentages in the diagram below.



It may be noted that:

- The “unconcerned” are a small minority, which has changed little (option 1)
- The “sceptical” thinking it’s exaggerated (option 2) rose to 16% in 2008 but declined to less than 10% in 2010
- Those (option 3) sensing danger but thinking restorative action is not too late (optimists ?) are a larger group but one which has dropped 32% to 24% to 23%
- The number selecting option 4 (pessimists ? - dangerous but too late) are a much smaller group which has remained around 8%
- Those who opt for everyone should do something (the action advocates ?) are another large group at consistently just over 20%
- The third high scoring option is ‘we are all responsible’ - which has increased to over 27%

- Those opting for legislation, or holding companies responsible or a tax being introduced are all small groups at well under 10%

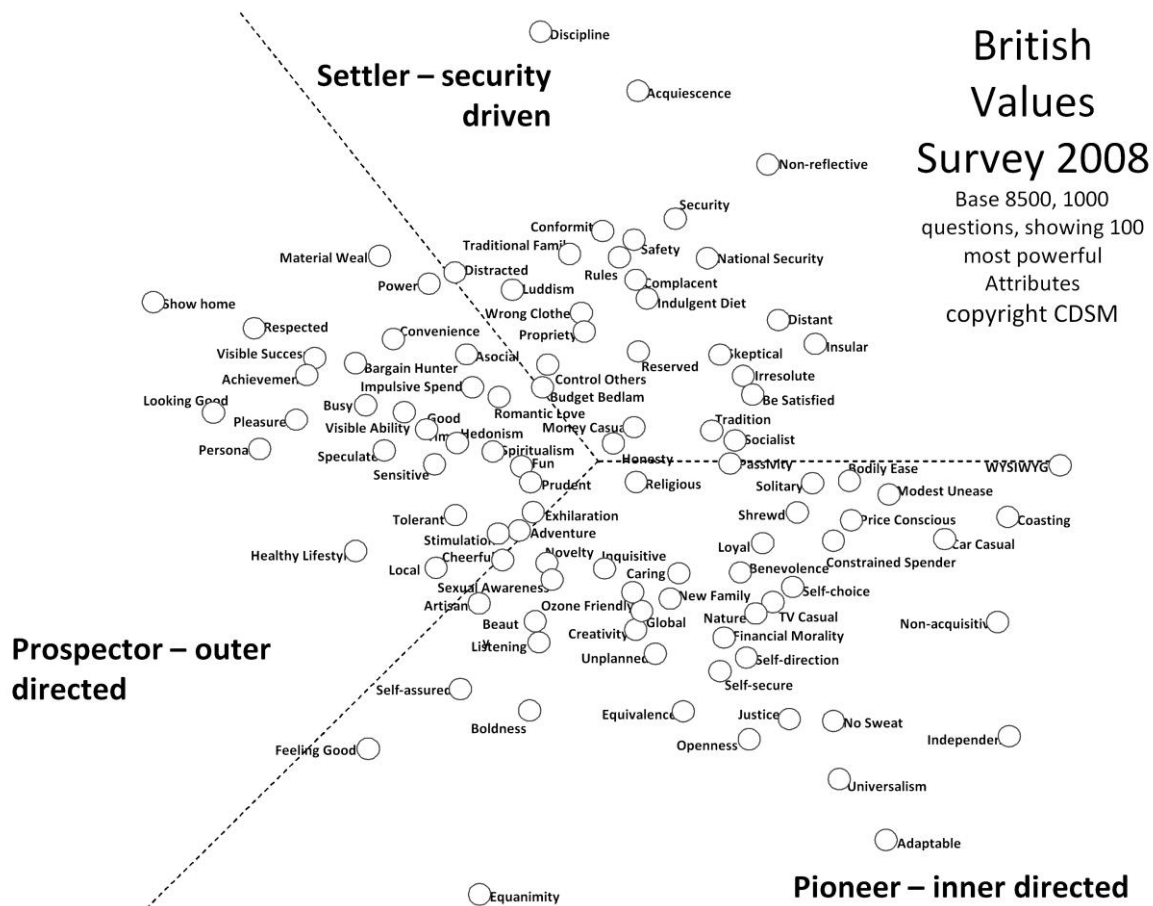
Of course many things can be said about the design of such a survey question but what it clearly does not do is support the popular media assumption that 'people' do 'not believe' there is a problem, or that they are simply 'unwilling' to accept responsibility and share in taking action. Rather the reverse. Not does it suggest any cataclysmic 'collapse' in the will to act after Copenhagen.

Equally, it is very dangerous to read much into responses to polling questions in terms of *why* people are making the choices they do but in this case as we also know the values distribution of the results (see below), and because we have a lot of other data, qualitative and quantitative about the responses to identical and very similar issues across values groups, we do not have to resort to guesswork to have a reasonable idea of 'what is really going on'.

A Brief Explanation of Values Analysis

Here are the 100 most differentiating attributes of the 1000 variables measured in the CDSM Values Survey. In other words rather than separating people along one axis or two, this map represents a 1000 x 1000 grid displayed as a circular map, with each 'person' at one point in this statistical space and described by their overall relation to the 100 'Attributes' shown. Each attribute combines responses to a number of similar questions about attitudes and beliefs.

/more



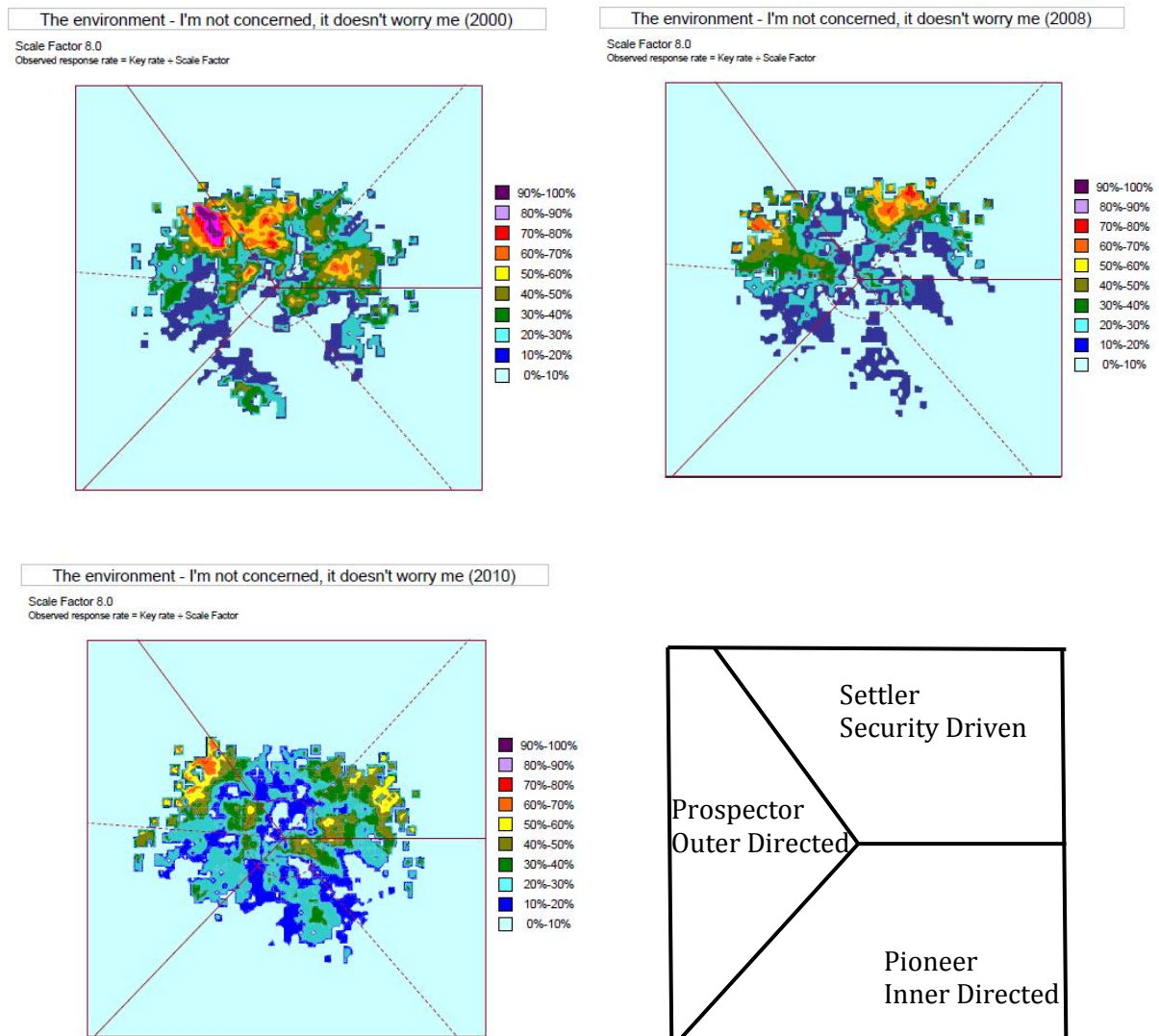
Those not familiar with this system might look at 'Using Values Modes' at www.campaignstrategy.org, and visit CDSM's website www.cultdyn.co.uk. The best fit of the spread of this data is explained by Maslow's hierarchy of needs, meaning that the top right segment is 'Security Driven' and people here have unmet needs that include safety, security, identity and belonging. So long as they remain unsatisfied, although they can feel and recognize other needs, these needs remain dominant and unconsciously shape the behaviours, attitudes, beliefs and thus ways of making sense of the world for people in this area, or 'Maslow Group'. If those needs are met they develop the need for esteem of others and if that is satisfied, self-esteem (ie they move across the 'map'). These esteem seeking needs are driving the Attributes found on the left side of the map and people here are called 'Outer Directed' as their actions, attitudes, beliefs and so on are very much shaped by what others might think of them. They are now more success and status oriented than when they were security-driven.

Those in the final, lowest segment, have met the needs for esteem to the point at which they cease to be dominant, and now develop other needs that are primarily defined internally, hence 'Inner Directed'. Their dominant needs become things like seeking ethical clarity or ethical complexity. They are more oriented to ideas and notions such as benevolence, justice or globalness. CDSM also calls the Security Driven or SDs

‘Pioneers’, the Outer Directeds or ODs ‘Prospectors’, and the Inner Directeds or IDs, ‘Pioneers’.

Question Results by Values

Here are the responses to the ‘I’m not concerned option’ to the question we started with, from 2000, 2008 and 2010, shown as a ‘gradient map’. This shows how strongly or weakly people in different values areas share this idea.



It is notable how similar the pattern of agreement with this idea is from year to year, and agreement is strongly centred in the ‘Security Driven’ or ‘Settler’ area, and in the adjacent ‘Golden Dreamer’ Values Mode.

The reasons for this sort of result and its consequences for communications on many subjects but climate in particular have been discussed many times in *Campaign Strategy Newsletters* and reports.

Security Driven Settlers are 'instinctively' averse to engaging with complexity, open ended or possibly insoluble problems, and anything foreign or unknown, which 'climate change' as an issue has in plenty. In so far as 'environment' here stands for 'climate' this sort of result is to be expected, and the pattern has not changed pre and post Copenhagen or 'climate gate'. (CDSM also has unpublished data showing a very similar result for a direct question about 'belief' in climate change, with disbelief centred in the most Security Driven of all Values Modes, Roots).

The fact that 'climate' propositions have almost always been framed in 'Pioneer' terms about a global issue, care for nature and care for others and giving-things-up, is anathema to many Outer Directed Prospectors, especially the Golden Dreamers who feel they are just getting a 'foot on the ladder' to a potentially golden future, and the environmentalists want snatch success from them. This has been discussed and mapped in more detail in reports at www.campaignstrategy.org such as VBCOP [1] and 'Who Gives A Stuff About Climate Change' [2]

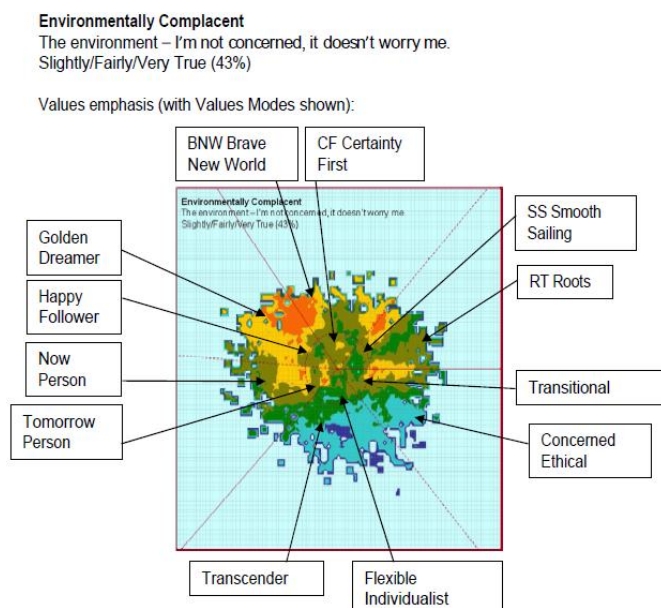
The notable point for campaigners, politicians and decision makers interested in climate is that the outcome of Copenhagen and 'climate gate' have had no effect on the general communications and motivation problem facing those who would like to stimulate public action:

- Attitudes and beliefs remain hugely differentiated by unconscious values and the pattern remains essentially unaltered.
- Support remains highest in the Inner Directed population, and is lowest in the Security Driven part
- Active opposition is most likely from the two Values Modes Brave New World and Golden Dreamer
- The climate communications task remains to find ways to reframe and create asks and offers (see eg VBCOP) which meet the needs of Outer Directed and Security Driven people

If you examine the tables of results for the 2000, 2008 and 2010 surveys (see the Appendix) by Maslow Group (SD, OD, ID) you will see that the differences are often less pronounced than if you look at the Values Mode level. This is partly because on a subject like this, the differences between the outer Values Modes around the outside, are much greater than those at the centre. In communications terms this also means that most of the 'public conversation' engages relatively few people very strongly -

which can be both an advantage and disadvantage. (The fewer significant level results in the 2010 survey as opposed to 2008 may partly reflect the smaller sample size).

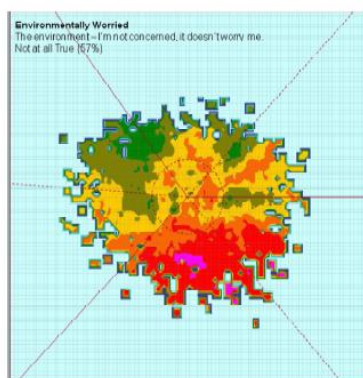
The above maps show the same pattern revealed in a 2007 survey which posed the same question (and was illustrated in 'Who Gives a Stuff' and VBCOP) but this time on a 1-4 likert scale (Not at all/Slightly/Fairly/Very True) rather than in 'chose one option' format. This is shown below, and gives a very similar picture. However because in this format people can think "well I'm a bit like that", it shows that, for example, even amongst the least agreeing Values Mode (Transcender) there is still *some* agreement.



The same is true in reverse. Even amongst the Golden Dreamers for example there are some who reject the idea of not being concerned.

Environmentally Worried
The environment – I'm not concerned, it doesn't worry me.
Not at all True (57%)

The terrain map for this question is showing who *is* worried about the environment.



Overall in 2007 43% agreed to some extent with the “I’m not concerned” statement and 57% disagreed outright. So whereas in the “chase one” 2008 survey only 6.9% selected this option as most true to their own view, when a survey allowed for degrees of truth, 43% chose it to some extent. The pattern however, driven by values, is consistent between both types of survey, and is strongly reflected in responses to the other options (see 2007 survey in *Who Gives A Stuff*) including who is already acting on their concerns.

Comparison with Climate ‘Scepticism’ Polls

As discussed in the February paper ‘Climate Change Campaigns: Keep Calm But Don’t Carry On’ [3] and *Campaign Strategy Newsletter* 57, following the leaked email ‘climategate’ and the failure of the December 2009 Copenhagen climate summit, there was a slew of media comment to the effect that public support for action on climate had significantly reduced.

The media built up expectations of Copenhagen as much as campaigners did. Polls published before the event were reported to emphasise the level of public concern or acceptance of climate change. When Copenhagen ‘failed’, the media created a ‘narrative’ of failure which was made all the more complete and convincing if it had consequences consistent with failure. A comparison of a Populus poll run for *The Times* before Copenhagen with one run for the BBC in February 2010 [4] found an 8% reduction in those believing climate change was taking place, from 83% to 75%, while those saying it was not, rose 10% to 25%.

In a classic example of framing, the well-known application of the dictum first-simply-then-exaggerate, and what Nick Davies has termed ‘churnalism’, findings from this poll were polarised, exaggerated and ramified throughout the media. By coding and recoding from poll to story to headline and then out into the wider media, qualifications and specifics disappear, a percentage of people become “people” and then that is equated with all “people” or “the public”, and so on.

The poll finding was linked to the email climate gate issue, and widely assumed to show cause and effect. *The Guardian* speculated in a story which turned on the BBC poll, that ‘public perception could have been influenced by’ the emails, and the headline announced: “Public loses faith in climate change science after leaked emails scandal”. True the number saying they thought risks had been exaggerated had increased but of those who claimed to have actually heard about the emails issue, more said it had increased their concern over climate change than decreased it.

Similarly, an IPSOS MORI poll released in the same month also found the number believing climate change was ‘definitely’ a reality had dropped 44% to 31% from 2009 to 2010. On the other hand, as the *Daily Mail* noted, another 29 per cent agreed ‘it’s

looking like it could be a reality' and only 6 per cent said climate change was not happening at all [5].

As others have also noted, numerous factors may have combined to push down convictions about climate change being real, or an important here and now issue. Effects such as social proof - lots of people (in the media) are debating 'science' so there must be something to debate - and framing (the talks 'failed' so there must be a reason), as well as contextual evidences (a very cold winter by UK standards) may have all combined to create those swings of about 10-15% but are they significant in terms of what campaigners should do ? I would argue that the values surveys suggest not.

For example, that the 2010 values survey on the environment still shows that the only Values Modes significantly over scoring on 'not concerned' (complacency) and 'it's not as bad as it's made out to be' (scepticism) are the Golden Dreamers, and the two Settler Modes, Roots and Brave New World. These are people who were already very inclined to reject 'climate propositions', and who have lowest self-agency, and so are most influenced by what 'leaders' are doing (eg 'failing').

Overall those opting for "everybody should do something" remains more or less unchanged at 20%, while "we are all responsible" has increased. In terms of readiness to act then, the picture is not significantly altered. Perhaps interestingly, the more optimistic Prospectors, the high consumption Now People, are those who most significantly under-score [index of 44] on "the balance of nature has been upset for centuries to come, "it's too late to prevent serious problems". The Now People, as has been argued in previous newsletters, are a priority target for engagement on this issue, not just in the UK but in countries like India and China where they will make up a huge slice of the younger 'middle class'.

Of course campaigners, politicians and scientists need to adopt a more intelligent approach to communicating 'the science', and issue 57 of this *Newsletter* made some proposals for how to do that but decision-makers and campaigners should not embark on trying to remedy a catastrophic decline in public support for action, which does not exist, or they may yet turn it into one.

[1] http://www.campaignstrategy.org/articles/VBCOP_unifying_strategy_model.pdf

[2] <http://www.campaignstrategy.org/whogivesastuff.pdf>

[3] http://www.campaignstrategy.org/climate_campaigns_keep_calm.pdf

[4] BBC Populus poll story Climate scepticism 'on the rise', Story news.bbc.co.uk/go/pr/fr/-/1/hi/sci/tech/8500443.stm 2010/02/07 12:02:29 GMT

[5] see <http://www.dailymail.co.uk/news/article-1253326/just-31-British-adults-believe-climate-change-definitely-reality-following-months-public-scepticism.html#ixzz0n4BIQdQ> and survey data at <http://www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oItemId=2552>

Appendix:

Below are the detailed tables for the three surveys 2000, 2008 and 2010 (enlarge them to read results).

2000 (base 3560)

Which one of these statements comes closest to your own attitude to the state of the natural environment?

Sum of CWSASC	MG			Grand Total
TX51	ID	OD	SD	
I'm not concerned, it doesn't worry me	35 20.4% 54	55 31.7% 104	83 47.9% 152	173 4.9%
The situation is not as dangerous as it's made out to be	63 33.8% 89	55 29.5% 97	69 36.7% 116	187 5.3%
The situation is dangerous, but it's not too late to restore the environment through action	461 41.0% 108	327 29.0% 95	337 30.0% 95	1125 31.6%
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	95 32.0% 85	92 31.0% 101	110 37.0% 117	296 8.3%
Everybody should do something	285 35.0% 92	274 33.6% 110	257 31.5% 100	815 22.9%
We are all responsible	312 45.1% 119	205 29.6% 97	175 25.3% 80	692 19.4%
Government should legislate	18 25.8% 68	24 35.9% 118	26 38.2% 121	68 1.9%
They should introduce an environmental tax	11 65.1% 172	4 26.6% 87	1 8.4% 27	17 0.5%
Companies should be made directly responsible	66 35.5% 94	52 28.1% 92	68 36.3% 115	186 5.2%
Grand Total	1346 37.8%	1088 30.6%	1125 31.6%	3560

Which one of these statements comes closest to your own attitude to the state of the natural environment?

Sum of CWSASC	VM															Grand Total
TX51	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT				
I'm not concerned, it doesn't worry me	22 12.7% 137	5 3.0% 37	3 1.5% 16	6 3.2% 28	5 2.6% 42	8 4.8% 63	14 8.1% 96	28 16.2% 195	26 15.2% 179	21 11.9% 222	15 8.7% 86	21 12.2% 159	173 4.9%			
The situation is not as dangerous as it's made out to be	18 9.6% 104	11 5.9% 73	23 12.5% 137	11 5.7% 50	8 4.5% 72	14 7.3% 97	21 11.1% 132	12 6.6% 80	22 11.5% 135	13 7.0% 131	19 10.0% 99	15 8.2% 107	187 5.3%			
The situation is dangerous, but it's not too late to restore the environment through action	97 8.6% 93	95 8.5% 105	118 10.5% 116	151 13.4% 118	73 6.5% 102	92 8.1% 108	81 7.2% 85	82 7.3% 88	92 8.2% 96	51 4.5% 84	117 10.4% 103	77 6.9% 90	1125 31.6%			
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	17 5.6% 60	29 10.0% 123	14 4.8% 53	34 11.6% 102	18 5.9% 94	18 6.1% 81	28 9.4% 111	28 9.6% 116	20 6.8% 80	26 8.8% 164	32 10.7% 106	32 10.8% 140	296 8.3%			
Everybody should do something	81 9.9% 107	52 6.3% 78	63 7.7% 85	90 11.0% 97	59 7.2% 113	70 8.6% 114	68 8.4% 100	77 9.4% 113	76 9.3% 110	41 5.0% 94	87 10.7% 106	52 6.4% 84	815 22.9%			
We are all responsible	71 10.3% 111	66 9.5% 117	78 11.3% 125	97 14.0% 123	46 6.6% 105	49 7.1% 94	63 9.1% 108	47 6.8% 82	50 7.3% 85	25 3.6% 67	57 8.2% 82	43 6.2% 81	692 19.4%			
Government should legislate	9 12.6% 136	2 3.3% 40	3 4.2% 47	4 5.7% 50	5 7.6% 121	6 8.9% 118	9 12.5% 149	5 6.9% 83	2 2.4% 28	2 3.6% 66	11 15.6% 155	11 16.7% 218	68 1.9%			
They should introduce an environmental tax	0 0.0% 0	7 40.9% 505	3 20.2% 222	1 4.0% 35	4 21.7% 343	1 4.9% 65	0 0.0% 0	0 0.0% 0	0 0.0% 0	0 0.0% 0	0 0.0% 0	1 8.4% 110	17 0.5%			
Companies should be made directly responsible	16 8.4% 90	21 11.2% 139	17 9.4% 103	12 6.5% 57	9 4.7% 74	11 5.8% 77	16 8.6% 103	17 9.0% 109	15 8.0% 94	12 6.3% 118	22 11.8% 117	19 10.3% 134	186 5.2%			
Grand Total	330 9.3%	289 8.1%	324 9.1%	405 11.4%	225 6.3%	268 7.5%	299 8.4%	296 8.3%	302 8.5%	191 5.4%	360 10.1%	273 7.7%	3560			

Red = highly significant +ve; orange = significant +ve; blue = highly significant -ve; green = significant -ve. 100 = population average index, below 100 = less than average, above 100 = more than average. MG = Maslow Group, ID = Inner Directed (Pioneer), OD = Outer Directed (Prospector), SD = Security Driven (Settler). Values Modes: TS Transitional, CE Concerned Ethical, FI Flexible Individualist, TX = Transcender [all Pioneers, ID]; TP = Tomorrow Person, NP = Now Person, HF = Happy Follower, GD = Golden dreamer [all Prospectors, OD], and CF = Certainty First, BNW = Brave New World, SS = Smooth Sailing, and RT = Roots [all Settlers, SD].

2008 (base 5479)

Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of CWSASC	MG			
Q64	ID	OD	SD	Grand Total
I'm not concerned, it doesn't worry me.	100 26.3% 73	142 37.5% 127	137 36.3% 105	379 6.9%
The situation is not as dangerous as it's made out to be.	267 30.4% 85	235 26.7% 90	377 42.9% 125	879 16.0%
The situation is dangerous, but it's not too late to restore the environment through action.	519 39.1% 109	382 28.8% 97	427 32.2% 93	1328 24.2%
The balance of the environment has been upset for centuries to come. It's too late to prevent serious problems.	143 32.4% 90	98 22.1% 75	201 45.5% 132	442 8.1%
Everybody should do something	443 39.4% 110	341 30.4% 103	340 30.2% 88	1124 20.5%
We are all responsible	370 36.6% 102	317 31.4% 106	323 32.0% 93	1010 18.4%
Governments should legislate.	24 33.1% 92	32 43.2% 146	17 23.7% 69	74 1.3%
They should introduce an environmental tax.	22 44.5% 124	14 27.8% 94	14 27.6% 80	49 0.9%
Companies should be made directly responsible.	82 42.0% 117	62 31.8% 107	51 26.2% 76	194 3.5%
Grand Total	1969 35.9%	1622 29.6%	1888 34.4%	5479

Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of CWSASC	VM													
Q64	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT		Grand Total
I'm not concerned, it doesn't worry me.	16 4.2% 66	25 6.7% 62	36 9.4% 114	23 6.0% 57	45 12.0% 185	35 9.1% 111	15 3.8% 66	48 12.5% 137	36 9.5% 99	34 9.1% 114	22 5.7% 90	46 12.0% 114		379 6.9%
The situation is not as dangerous as it's made out to be.	58 6.6% 105	79 9.0% 83	63 7.2% 87	66 7.5% 72	42 4.8% 75	55 6.2% 75	56 6.4% 111	81 9.2% 101	97 11.0% 115	73 8.3% 104	71 8.1% 127	136 15.5% 147		879 16.0%
The situation is dangerous, but it's not too late to restore the environment through action.	102 7.7% 121	155 11.7% 107	104 7.9% 96	157 11.9% 113	65 4.9% 76	118 8.9% 108	82 6.1% 106	117 8.8% 97	134 10.1% 105	75 5.7% 71	101 7.6% 119	117 8.8% 83		1328 24.2%
The balance of the environment has been upset for centuries to come. It's too late to prevent serious problems.	23 5.3% 83	43 9.8% 90	30 6.9% 83	46 10.5% 100	19 4.2% 65	26 5.8% 71	23 5.1% 89	31 7.0% 77	44 10.0% 105	50 11.3% 143	21 4.7% 73	86 19.4% 184		442 8.1%
Everybody should do something	69 6.2% 97	153 13.6% 125	100 8.9% 108	121 10.8% 103	69 6.2% 96	108 9.6% 117	59 5.2% 91	104 9.3% 102	95 8.4% 88	89 7.9% 99	68 6.0% 94	89 7.9% 75		1124 20.5%
We are all responsible	58 5.7% 90	98 9.8% 90	86 8.6% 104	127 12.6% 120	83 8.2% 127	86 8.5% 103	64 6.3% 109	85 8.4% 92	95 9.4% 98	88 8.7% 109	56 5.5% 86	84 8.3% 79		1010 18.4%
Governments should legislate.	7 9.2% 145	8 11.5% 106	3 3.4% 41	7 9.0% 86	8 10.5% 162	9 12.1% 146	4 5.1% 87	12 15.6% 171	5 6.5% 68	6 8.5% 107	2 2.7% 42	4 6.1% 58		74 1.3%
They should introduce an environmental tax.	2 4.6% 73	8 16.1% 149	5 10.8% 132	6 13.0% 123	4 8.4% 130	2 4.9% 59	2 3.9% 68	5 10.6% 116	4 7.5% 78	3 6.2% 79	4 7.5% 117	3 6.4% 61		49 0.9%
Companies should be made directly responsible.	12 6.1% 97	25 12.7% 117	23 11.9% 145	22 11.2% 106	18 9.1% 141	13 6.7% 81	14 7.1% 123	17 8.9% 97	16 8.2% 85	17 8.8% 110	6 3.3% 52	12 6.0% 57		194 3.5%
Grand Total	347 6.3%	595 10.9%	451 8.2%	576 10.5%	354 6.5%	451 8.2%	317 5.8%	500 9.1%	525 9.6%	435 7.9%	350 6.4%	576 10.5%		5479

2010 (base 3004)

environment?				
Sum of CWSASC	MG			
V 226	ID	OD	SD	Grand Total
I'm not concerned, it doesn't worry me	26 27.7% 88	34 35.7% 108	35 36.6% 103	96 3.2%
The situation is not as dangerous as it's made out to be	79 28.2% 90	64 22.9% 70	137 48.9% 127	280 9.3%
The situation is dangerous, but it's not too late to restore the environment through action	223 32.6% 104	217 31.8% 97	243 35.5% 100	683 22.7%
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	62 23.9% 75	97 37.0% 112	102 39.1% 110	262 8.7%
Everybody should do something	194 31.9% 102	215 35.3% 107	200 32.8% 92	609 20.3%
We are all responsible	280 34.5% 110	267 33.0% 100	253 32.5% 91	810 27.0%
Government should legislate	22 29.4% 94	28 36.8% 112	25 33.9% 95	75 2.5%
They should introduce an environmental tax	6 29.1% 93	11 52.2% 158	4 18.7% 53	20 0.7%
Companies should be made directly responsible	51 29.9% 95	57 33.5% 102	62 36.5% 102	170 5.6%
Grand Total	943 31.4%	990 32.9%	1071 35.6%	3004

environment?													
Sum of CWSASC	VM												
V 226	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
I'm not concerned, it doesn't worry me	9 9.7% 179	4 4.3% 54	5 5.4% 76	8 8.2% 75	6 5.9% 94	5 5.0% 55	5 5.3% 91	19 19.6% 164	3 3.1% 37	12 12.4% 102	5 5.1% 97	15 16.1% 160	96 3.2%
The situation is not as dangerous as it's made out to be	21 7.3% 135	22 7.9% 99	18 6.5% 92	18 6.5% 55	14 4.9% 78	11 3.9% 44	13 4.7% 81	26 9.4% 79	24 8.5% 101	52 18.6% 154	13 4.5% 85	48 17.3% 175	280 9.3%
The situation is dangerous, but it's not too late to restore the environment through action	36 5.3% 97	56 8.3% 104	49 7.2% 102	81 11.9% 109	35 5.2% 82	54 8.0% 89	46 6.7% 115	82 12.0% 101	64 9.4% 111	79 11.6% 95	38 5.6% 106	62 9.0% 91	683 22.7%
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	8 3.0% 55	24 9.1% 114	16 6.0% 84	15 5.9% 54	24 9.1% 145	20 7.6% 85	16 6.1% 105	37 14.2% 120	26 9.9% 117	33 12.4% 103	12 4.6% 88	32 12.2% 124	262 8.7%
Everybody should do something	27 4.5% 82	49 8.1% 102	40 6.5% 92	78 12.8% 117	35 5.7% 91	71 11.7% 139	32 5.2% 89	78 12.7% 107	56 9.1% 108	68 11.1% 92	34 5.5% 105	43 7.1% 72	609 20.3%
We are all responsible	50 6.2% 114	67 8.3% 104	66 8.1% 115	96 11.9% 109	56 6.9% 110	82 10.1% 113	52 6.4% 110	77 9.6% 35	64 7.9% 94	87 10.7% 88	47 5.8% 110	65 8.0% 82	810 27.0%
Government should legislate	2 2.4% 44	4 5.6% 70	7 9.1% 129	9 12.3% 113	4 4.9% 78	11 14.2% 158	1 1.3% 23	12 16.3% 137	3 3.7% 43	11 14.7% 122	5 6.3% 120	7 9.2% 90	75 2.5%
They should introduce an environmental tax	1 3.4% 63	0 0.0% 0	1 6.2% 88	4 19.4% 178	2 8.6% 137	2 9.4% 105	3 15.3% 263	4 18.9% 159	2 9.1% 108	1 4.4% 36	0 0.0% 0	1 5.3% 53	20 0.7%
Companies should be made directly responsible	10 5.8% 106	12 6.9% 86	11 6.3% 90	19 11.0% 100	14 8.1% 130	14 8.2% 92	7 4.2% 72	22 13.0% 110	12 7.0% 83	22 13.1% 108	5 3.0% 57	23 13.4% 136	170 5.6%
Grand Total	163 5.4%	239 8.0%	213 7.1%	329 10.9%	188 6.3%	270 9.0%	174 5.8%	368 11.9%	253 8.4%	364 12.1%	158 5.3%	296 9.9%	3004