



# Background

- ‡ BBC Audiences has commissioned regular research of attitudes and knowledge around environmental topics, using nationally representative samples of UK adults, since March 2020. This latest, ninth wave was conducted in January 2024.
- ‡ The data in this report was gathered for BBC Audiences by GfK. As such, it should be used in accordance with the usual [Editorial Guidelines](#) around the reporting of surveys and polling by third parties.
- ‡ Its use is intended purely to inform content development, rather than inclusion of the findings in editorial.
- ‡ In the event of any reporting of the information it contains in BBC Content, this would be subject to the usual [Editorial Guidelines](#) around the reporting of surveys and polling by third parties.
- ‡ For full details of all the surveys, with dates and sample sizes please see the Appendix.



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1. Audiences generally recognise the importance of nature with most claiming to feel at least some connection to it and 85% claiming they value nature and the natural world.

‡ Audiences also acknowledge the impact that nature has on a range of things with more than 8 in 10 agreeing that nature is important

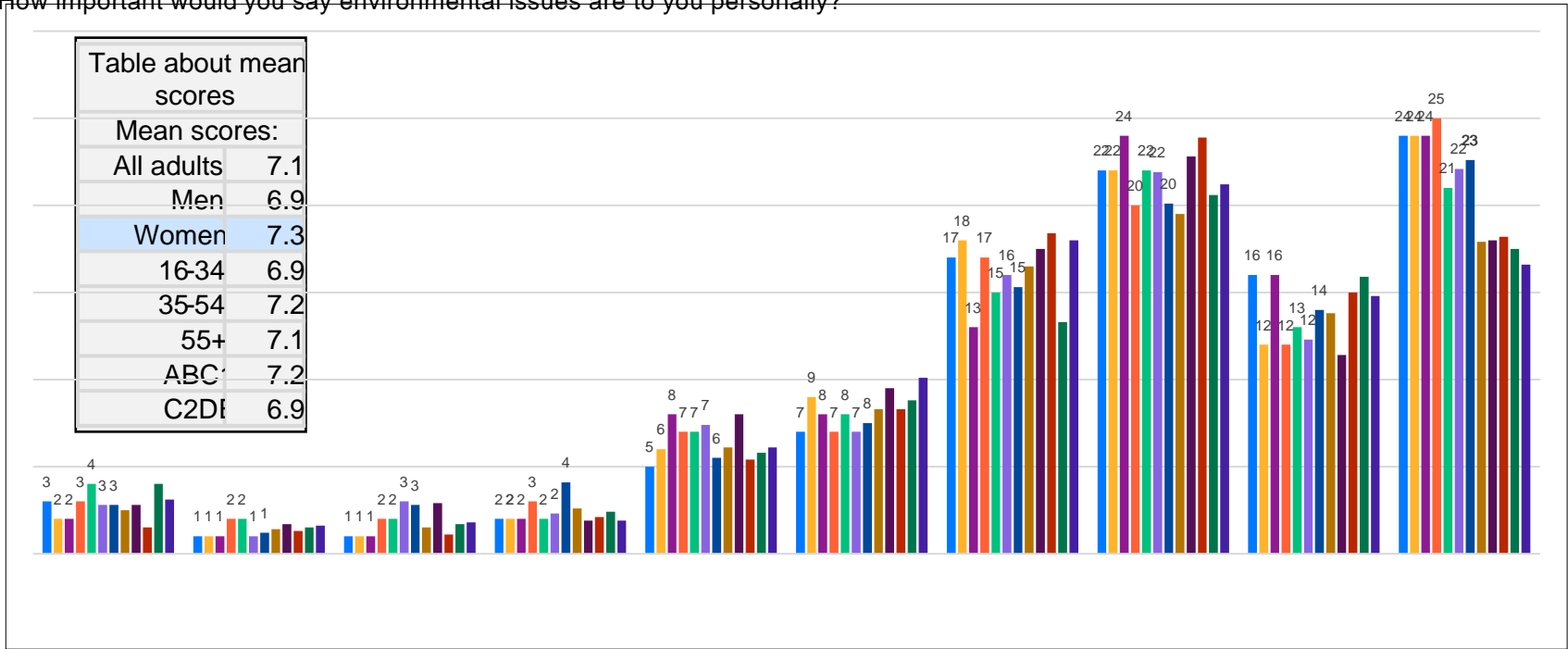
2.





The numbers of those ranking environmental issues at 10 out of 10 for importance has remained lower than previous years at 17%, but only 8% rank them of low importance (1 -4 out of 10).

Q: How important would you say environmental issues are to you personally?





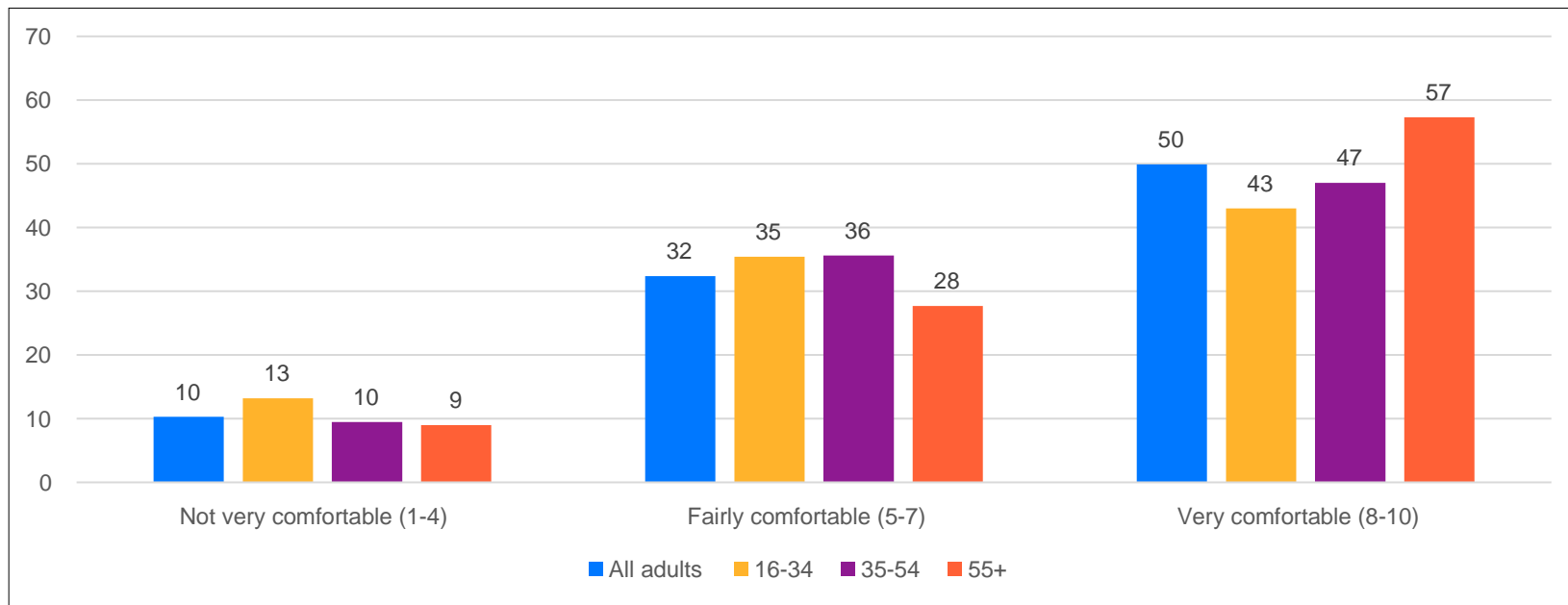


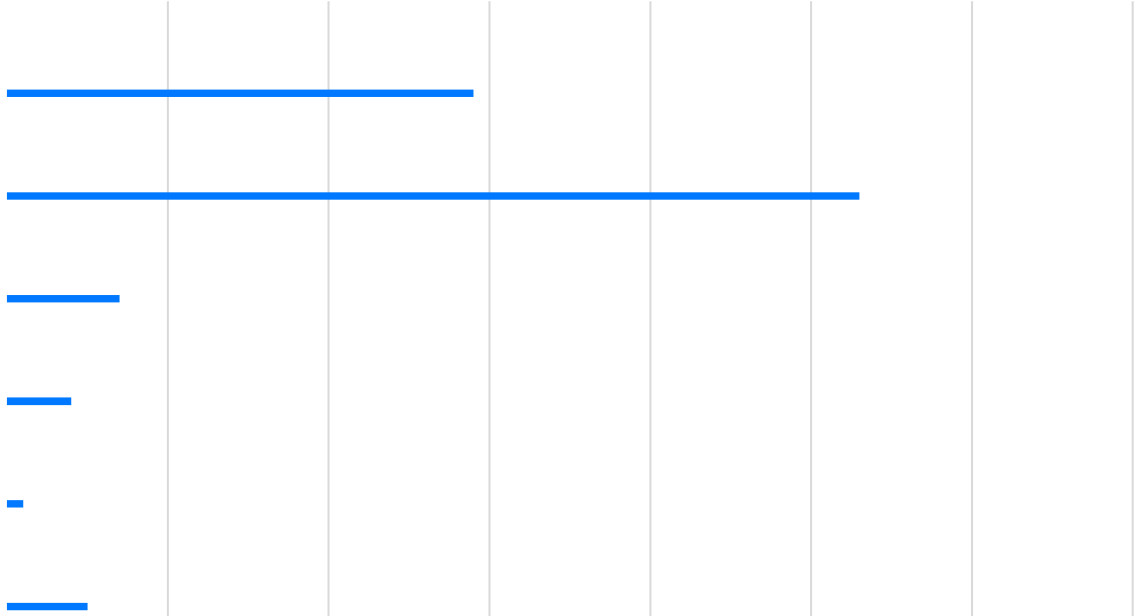
While the majority say the environment is of high importance to them



Audiences are most likely to feel very comfortable talking to other people about the environment though this is driven by 55+. Empowering young people to talk about climate change could help to boost conversation on the topic.

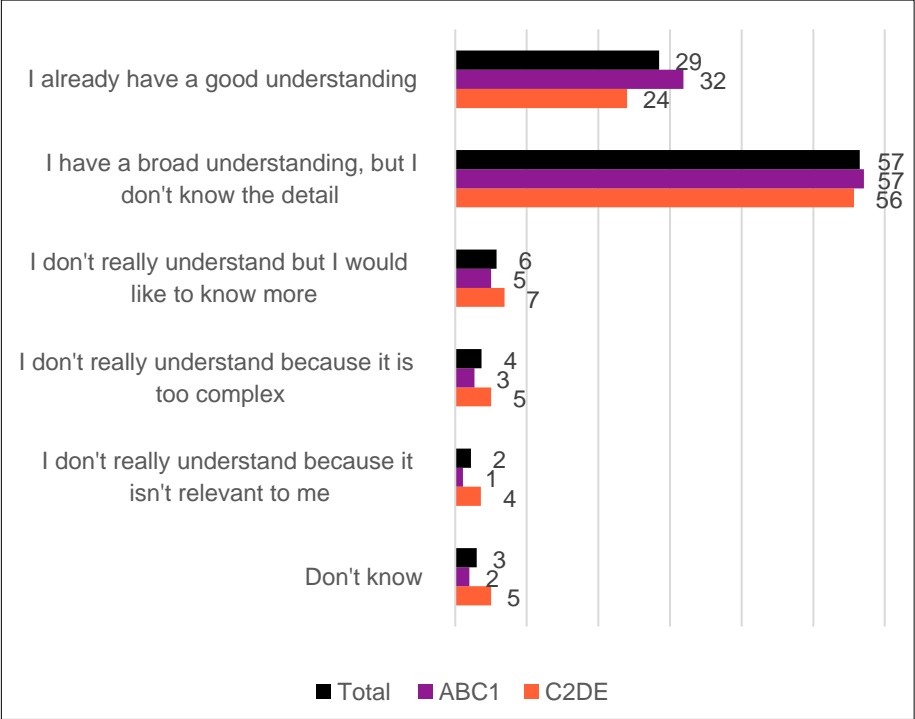
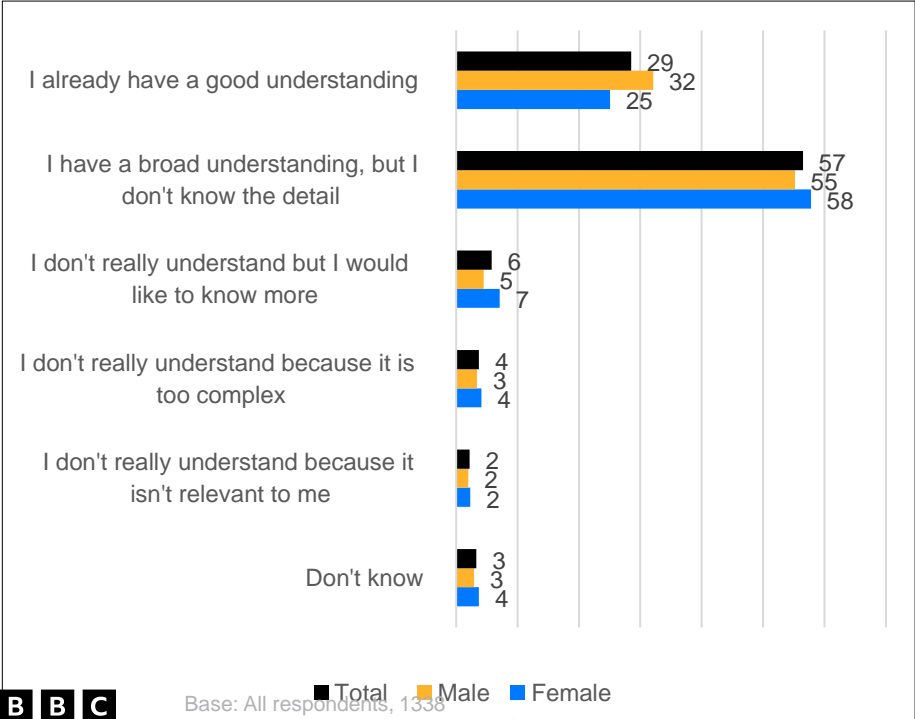
Q: How comfortable are you talking to other people about climate change or other environmental issues? Score 110





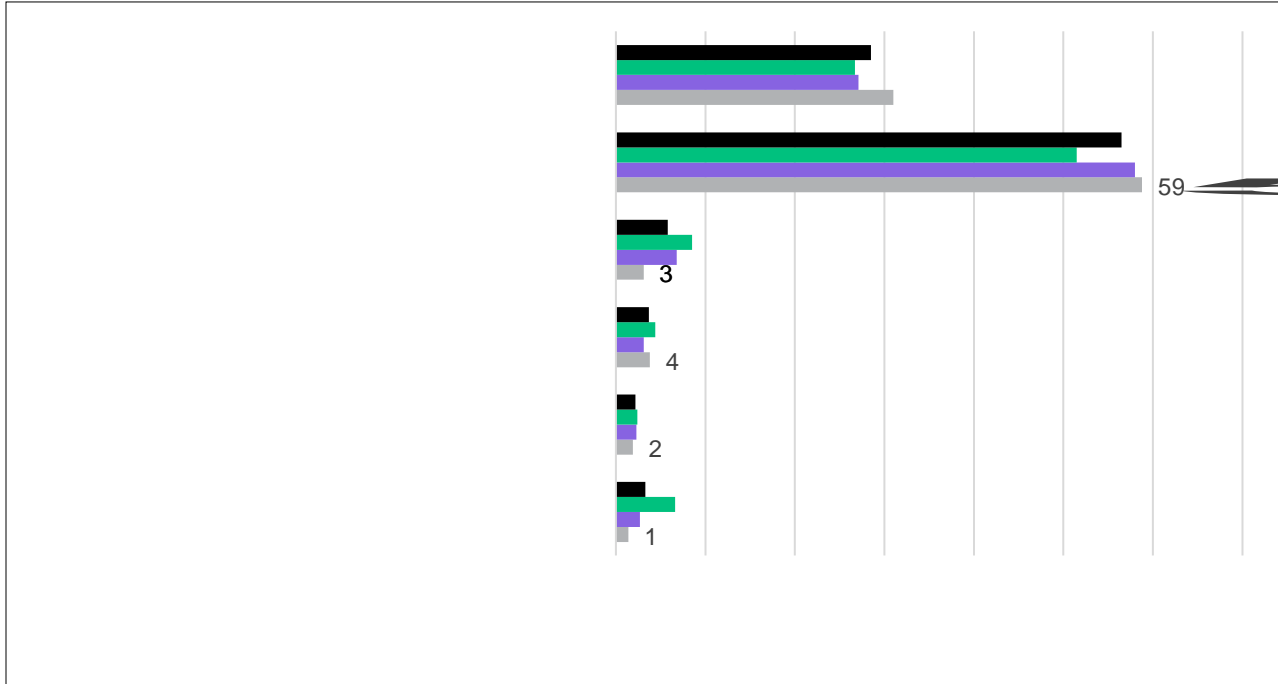
# Females and C2DE audiences are slightly less likely to claim they have a good understanding of environmental issues.

Q: Which statement best describes your current understanding about environmental issues?



There are also some slight differences by age with 16-34s slightly less likely to say they have a broad or good understanding of environmental issues.

Q: Which statement best describes your current understanding about environmental issues?



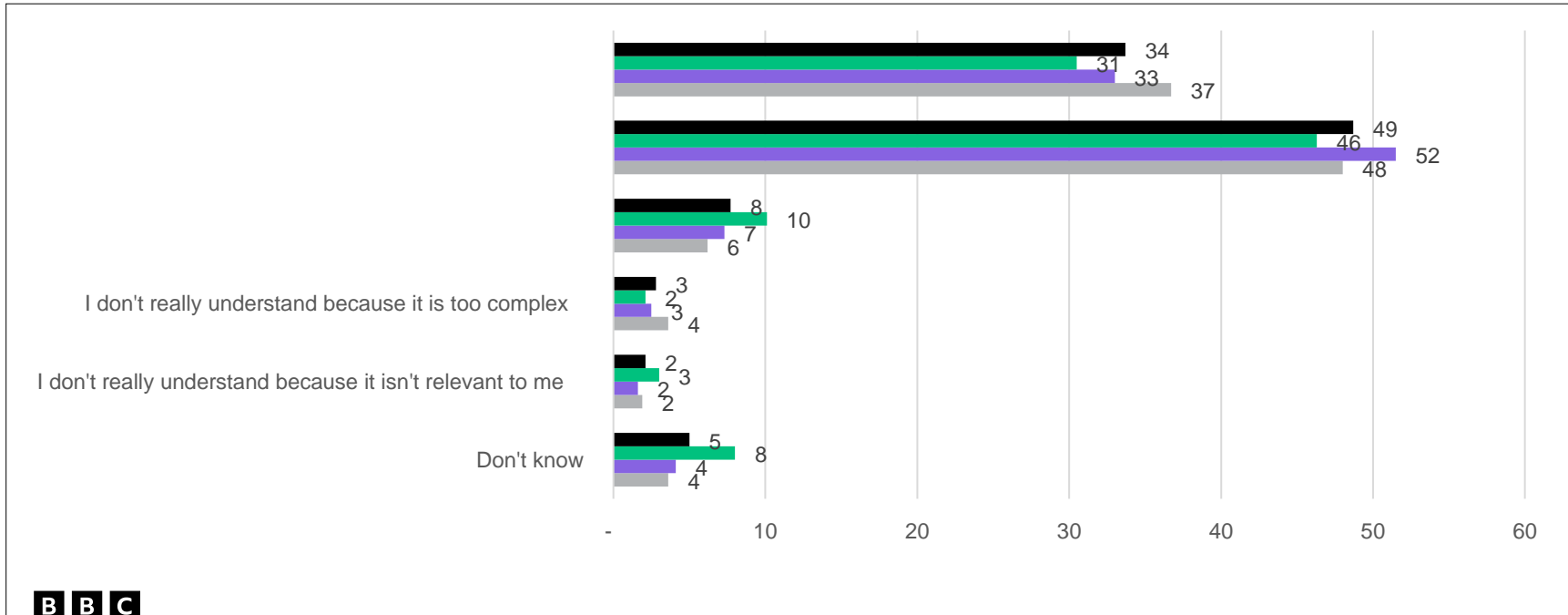




16-34s are also less likely to claim they have a good or broad understanding of what they can do personally to create change and live more sustainably they are slightly more likely to say they would like to know more though.

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Q: Which statement best describes your current understanding of what you can do personally to create change and live more sustainably?





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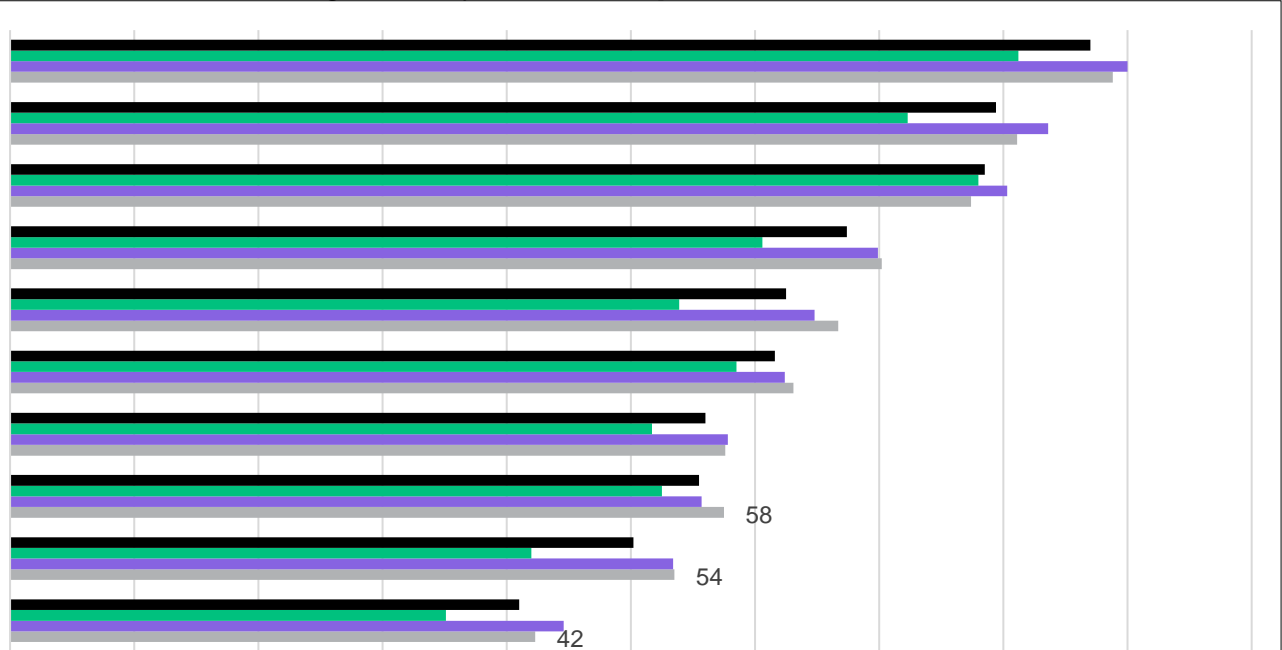
There is some positive momentum with steady and marginal increases in understanding of environmental terms over time and COP.

Q: How well would you say you understand what the following words or phrases mean?



16-34s are also less likely to claim they understand key terminology.

Q: How well would you say you understand what the following words or phrases mean?]

















Across the board females are more interested in learning more, particularly when it comes to what businesses are doing or what they and their community can do to help the environment.

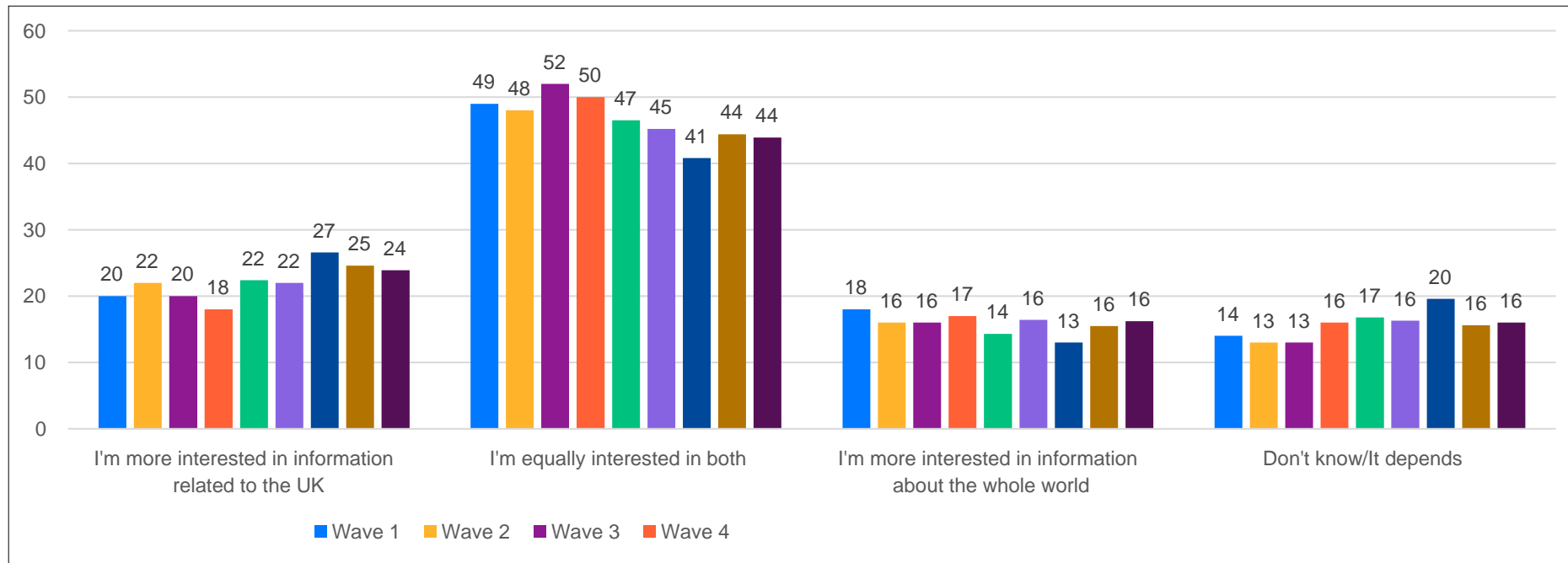
Q. Which of the following, if any, would you like to know more about?  
(asked to all respondents)





The majority still want to see environmental content cover the UK and global perspective, but there has been a slight rise in interest in the UK vs the early waves.

Q: Thinking about climate change and environmental issues, which of the following are you most interested in?





16-34s are more likely than others to say they are most interested in global issues

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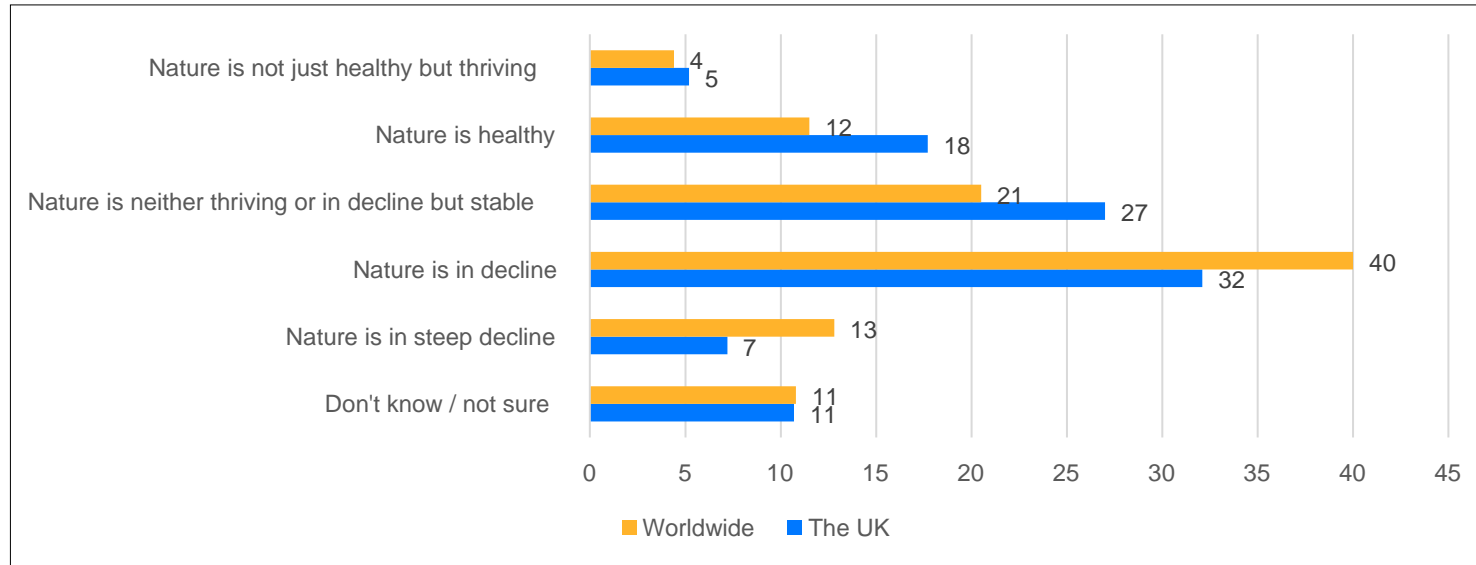






There is a perception that the decline of nature is worse globally than it is in the UK (for more information on the significant decline of nature both globally and [Editorial Sustainability Topic Guide](#)).

Q: People have different views on the state of the natural world (wildlife and plants) in the UK and across the world. Which of the following is closest to your view?



53% of audiences believe that nature worldwide

This data comes from a secondary survey - please see appendix for details  
Source: Environment strategy 29<sup>th</sup> January 2024  
Base: All respondents 901







# WHAT DO AUDIENCES WANT FROM THE MEDIA?



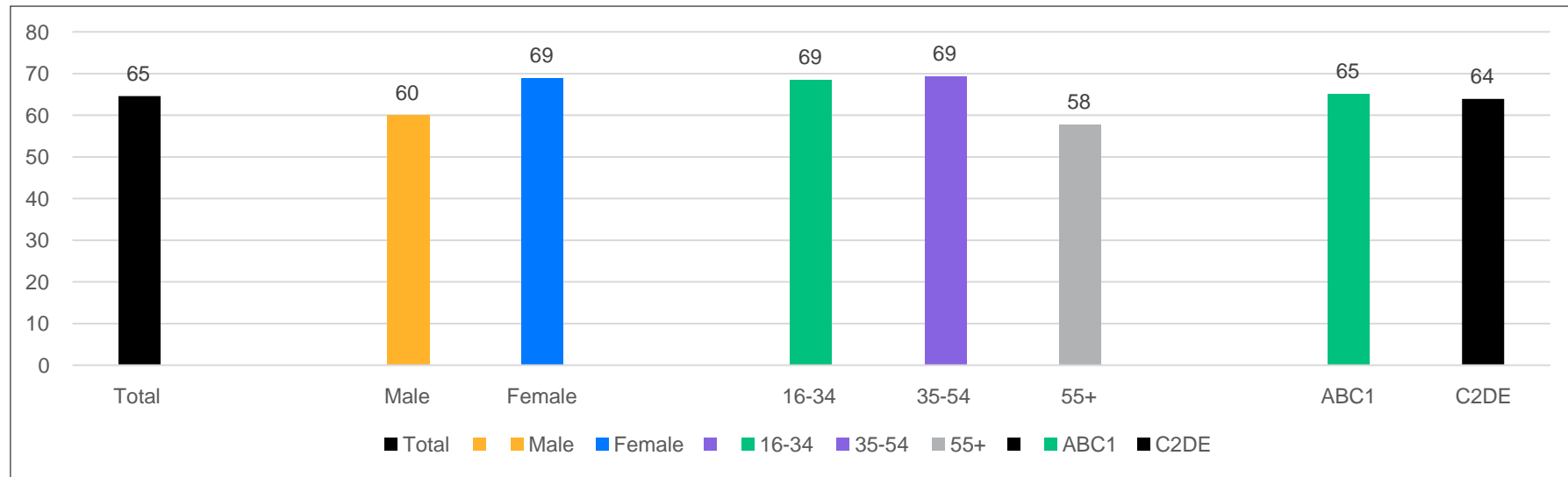




Differences by demographic are minimal but audiences aged under 55 are more likely to want to see more action from the media.

Q: Thinking mainly about how things might change in the UK, do you think any of these groups below should do more, less, the same as they do at the moment around protecting the environment and transitioning to a more sustainable world?

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UK Broadcasters are the prime source of information from the media on environmental issues. 46% of people said they have heard or read something from one or more of the UK broadcasters but this is down vs the previous wave.

Q: Have you seen, heard or read anything about environmental issues from any of the following in the past 12 months?

