



## Almost half the population feel they have a

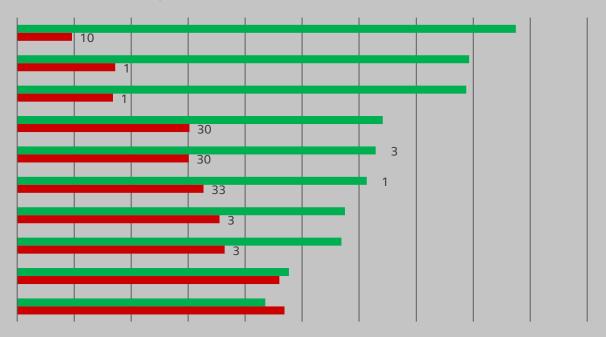
Q: Which statement best describes your current understanding of **what you can do personally to create change and live more sustainably?** 





## Large minorities still do not feel they understand key terms like 'net zero' and 'green jobs' well

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





More can be done to make sustainability accessible for all, as C2DE audiences are consistently less likely to say they understand environmental terms 'well'

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



While 'habitat' and 'species extinction' are well understood, 'nature based solutions' and 'nature positive' are also not understood by large swathes of the population.

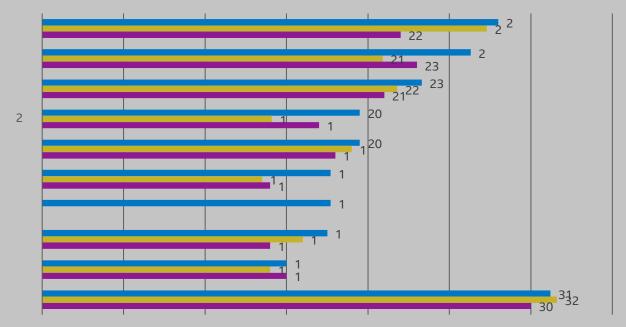
Q: How well would you say you understand what the following words or phrases mean?





Overall, people are most interested in increasing their understanding of sustainable living, but almost a third of people aren't interested in understanding any of these areas better, suggesting we need to find other ways to engage people with these topics.

Q: And which of [these areas], if any, would you like to understand better? (asked to all respondents)

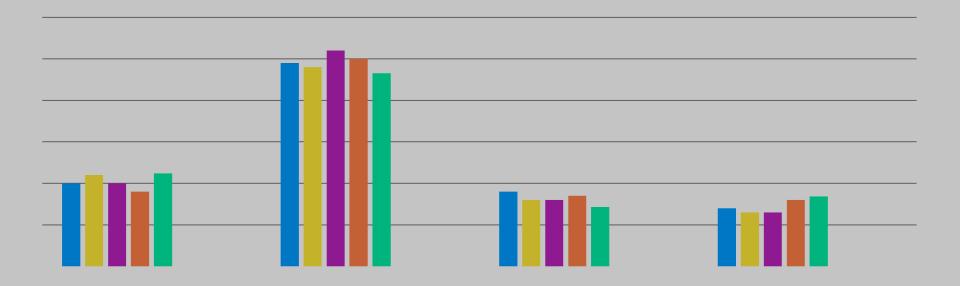




Base: All respondents

Most people are still interested in both the UK and global perspective, but we still see slightly higher interest in the UK than in early waves.

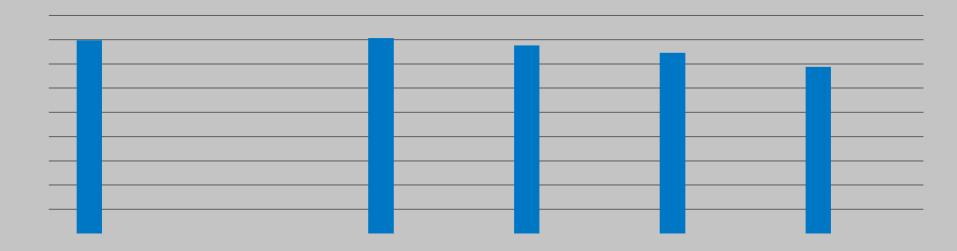
Q: Thinking about any of the issues you chose in the previous question, which of these are you most interested in?





## These levels have stayed relatively consistent, although we've slight increases in the most recent wave

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







While we have seen an increase in those who feel nature in the UK is in decline in the last six months, there has been a fall in those who believe it is currently in

