



The Guide to...the Environment (August 2009)

- 24% of people in Northern Ireland think there's too much concern with the environment - up from 19% two years ago.
- 23% think it's not worth trying to help the environment unless others do the same. They are more likely to be men and 30% more likely to be aged 15-24.
- 26% say they are prepared to pay more for eco-friendly products, down from 36% two years ago.
- 35% are worried about pollution and congestion caused by cars, down from 40% last year - the third consecutive year-on-year fall.
- 68% think people have a duty to recycle - 83% of ABs but only 60% of DEs.
- 45% take positive steps to reduce the energy they use. They are most likely to live in Greater Belfast.
- Women are more likely to take their own bag when shopping - 30% usually do so compared to 22% of men - but they are also more likely to leave the tap running when they brush their teeth.
- 42% of adults say they know a lot or a fair amount about climate change. The most well-informed age group is 25-34 and the least well-informed is 65+.
- 28% of adults leave the TV or PC on standby quite often or very often. 15-24s are most likely to do so.
- 300,000 people (22%) say they sometimes decide not to buy a product because it has too much packaging. 100,000 do so on a regular basis.
- 30% of adults say they know a lot or a fair amount about their carbon footprint. However, 20% say they've never heard of it or have only heard the name.

Source: Northern Ireland TGI 2009. Base: Adults aged 15+.