

# Qualitative and quantitative research into public engagement with the undersea landscape in England



**Natural England Research Report NERR019**

# **Qualitative and quantitative research into public engagement with the undersea landscape in England**

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**Campaign** Strategy Ltd



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Customer-driven strategies

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# Project details

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In October 2006, Natural England announced that it would be running a Marine Campaign as part of its work on marine conservation and in particular Marine Protected Areas. Campaign Strategy Limited was commissioned to assist in the development of the campaign.

This report provides a summary and analysis of various market research projects into public perceptions of the undersea environment in England undertaken by various bodies, including two pieces of research commissioned by Natural England. The report was written under Natural England contract FST 20-69-019 by Chris Rose, with contributions from Pat Dade of Cultural Dynamics and John Scott of KSBR Brand Futures.

A summary of the findings covered by this report, as well as Natural England's views on this research, can be found within Natural England Research Information Note RIN019 - Qualitative and quantitative research into public engagement with the undersea landscape in England.

This report should be cited as:

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# Summary

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Each of the regional seas around England has its own characteristic topography and living communities of sea plants and animals, just as the land has characteristic landscapes. Campaign Strategy Limited (CSL) was commissioned to work with Natural England to develop a public outreach campaign to increase awareness of these undersea landscapes around England. To inform the campaign, CSL reviewed existing surveys on public attitudes to the marine environment and Natural England commissioned new qualitative and quantitative research on undersea landscapes from Cultural Dynamics Strategy and Marketing (CDSM) and Keen Scott Brand Research (KSBR). This report is a synthesis of the review and the findings of the new work.

Numerous existing surveys show that people in England have a strong affinity for the sea and especially the coast. However none of these studies have investigated attitudes to the undersea landscape, or tested awareness of the undersea landscape and its associated wildlife. The existing polls and studies used by marine conservationists to support proposals for Marine Protected Areas (MPA's) or legislation to set them do not generally relate to 'place' or landscape even though MPA's are place-based measures. Such surveys often show strong concerns about 'marine issues' or the 'marine environment' but in the form of pollution, litter and over-fishing, not the marine landscape. As such they are of limited use in predicting robust support for, or constructing communications about, undersea landscapes and MPA's.

The audiences in both of the Natural England studies were segmented using the CDSM psychographic mapping system which divides the population according to their underlying beliefs and motivations into three Maslowian needs groups (Inner and Outer Directed and Security Driven) and into 12 Values Modes, four in each of the three main needs groups.

The combined findings of the two research projects show:

- Less than 1% (nationally representative survey of 3003 people) of the population can name a topographic or living element of a real undersea landscape. The undersea landscape is not something that people have thought about and there is effectively no awareness of it as a place.
- 44% of the population think the undersea is utterly, generally or mostly barren in 'their' region, only 10% expect it to have a 'rich mix of undersea landscapes including plants, animals and features special to this region' and just a fifth - 22% - think of their seas as containing 'distinctive landscapes' which may be 'unique to our region'.
- The 40% of the population who are psychologically Outer-Directed show the greatest pessimism about the state of the undersea landscape around England and are least likely to believe that there is anything worth protecting on the seabed. The 40% who are Inner Directed show the greatest optimism and belief that there are regionally characteristic landscapes. These are statistically significant differences.
- For the Outer Directed and Security Driven segments in particular (in total 60% of the population), the instinctive top-of-mind response to thinking about the undersea landscape is characterised by a mixture of fear, disgust and shame: fear because it is a dangerous place, disgust because it is thought to be cold, dark and slimy (unlike some foreign seas), and shame because it is thought to have been allowed to get into this state (due to over fishing and pollution). These groups in particular do not want to think about or engage with undersea landscapes. The Inner Directeds are more inclined to find it mysterious and interesting.
- These tendencies create a powerful barrier to communicating about undersea landscapes, and mention of 'issues' such as over-fishing, pollution or the need for MPA's compounds this by invoking a sense of despair or fear of criticism (the word 'environment' for example engendered an expectation that they were going to be told to stop doing something, and 'over

fishing' signals for many that fishermen are about to be criticised, which is something respondents wanted to avoid).

- The only communications route which circumvents this fear-disgust-shame barrier for Outer Directeds is the dramatic topographies of features such as the Lune Deep or the Dogger Bank - the nationally and internationally significant scale and drama of these features, especially if proven visually and experienced kinetically, creates an emotional bypass which enables them to celebrate and engage with features of the undersea landscape. To communicate effectively with this 40% of the population, they need to be provided with ways to experience the undersea landscape. This also works for the other psychological groups.
- The Inner Directeds also relate to a 'beauty-spot' approach, finding particular features (for example kelp forests) intriguing, while they and the Security Driven are also engaged by the idea of undersea communities of plants and animals living together and (particularly the Security Driven), surviving against the odds.
- All the Maslow Groups are less reluctant to engage with the undersea landscape if it involves their children, who they believe have an innate interest in such things and a higher 'disgust threshold'.
- The pronounced and statistically significant differences amongst both Maslow Groups and Values Modes detailed in this report mirror underlying differences in the desire to protect nature, as measured in the CDSM 'Nature Attribute'. Natural England's quantitative poll showed that actual knowledge of the undersea landscape is effectively zero and answers to questions about the marine landscapes are therefore values-driven rather than information or knowledge driven.

These findings strongly suggest that attempts to drive and build broad public support for MPA's or marine conservation using information about 'issues' or MPA's will be ineffective and sometimes counter-productive and that for most people an indirect experiential approach is required. The first step is to raise awareness of the undersea landscape in this way and not to proffer 'solutions' or highlight 'problems'.



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# 1 Introduction

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- 1.1 It is clear that the English public have a strong connection with the seaside, but we suspected that this goodwill towards the sea was largely confined to the coast, the beach, or the promenade and that public engagement with undersea habitats and wildlife in English waters was limited. In order to inform the development of the Natural England Marine Campaign, more knowledge was needed about the relationship between the public and the marine world. Natural England commissioned Keen Scott Brand Research (KSBR) and Cultural Dynamics Strategy and Marketing (CDSM) to undertake some qualitative market research which looked in-depth at how the public perceive the undersea environment through facilitated dialogue, the report - 'KSBR. 2008. Marine Protected Areas: Qualitative values modes research' can be found in full at the Natural England website (URL: [www.naturalengland.org.uk](http://www.naturalengland.org.uk)). Natural England also commissioned some quantitative market research which was conducted in March 2008. Together these two studies, both of which employed values group analysis<sup>1</sup>, represent the largest and most detailed investigation of public perceptions of the undersea environment in England.
- 1.2 This report summarises and discusses the Natural England qualitative research, reports on the quantitative research and provides a review of some of the research conducted by other organisations on public attitudes to the marine environment.
- 1.3 It is hoped that this report may be of use to NGOs and others engaged in building public support for effective protection of marine living resources and environments.

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<sup>1</sup> The values segmentation and dynamic model run by Cultural Dynamics Strategy and Marketing (CDSM). See Using Values Modes at URL: [www.campaignstrategy.org](http://www.campaignstrategy.org) and URL: [www.cultdyn.co.uk](http://www.cultdyn.co.uk)

# 2 Background

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- 2.1 At the inception of planning for the Marine Campaign, CSL ran a series of issue-mapping workshops involving Natural England marine experts and other staff. From these it quickly emerged that the most useful focus for a campaign would be not around the forthcoming Marine Bill (the focus of much NGO and agency activity - see for example Wildlife Link (URL: [www.wcl.org.uk/marine\\_campaign.htm](http://www.wcl.org.uk/marine_campaign.htm))) but some of the underlying issues which had hitherto impeded attempts to bring about effective marine conservation action in English waters<sup>2</sup>.
- 2.2 From research conducted into the efficacy of many other campaigns, CSL started with the hypotheses that:
- Whatever the powers contained in any Marine Act, the practical ability of any government to use these powers will be affected by the degree of support for use of the powers, including the wider public (ie beyond user and interest groups such as professional marine biologists and conservationists, divers, fishers and the aggregate industry - the 'policy community').
  - Unlike terrestrial landscape, environment and conservation issues, public engagement with 'marine conservation' is patently low as very few people have any direct experience of what lies below the surface of the sea, either on a day-to-day basis or at any point in their lives.
  - Whereas engagement with the coastal environment is very high - we took over 20 million trips to the seaside in England in 2007<sup>3</sup> - the main issue in marine conservation concerns what goes on under the sea itself, and in particular the idea of establishing forms of 'Marine Protected Areas' (MPA's).
  - MPA's are, with very few exceptions, intended to be and conceived as place-based mechanisms, however the notion of 'place' hardly exists in relation to the public perception of the sea. For example, visually the sea tends to look amorphous - a changeable but essentially anonymous flat expanse of water, wherever you are, once coastal features are discounted.
  - Unlike the coast, much of the public communication from marine conservation agencies about the seabed is couched in scientific language. The standard classification for example used in UKSeaMap<sup>4</sup> describes underwater landscapes in geomorphological terms (Figure 1 below). These systems are necessary for scientific purposes but communication to the public based on even a simplified version is not engaging. The standard British Geological Survey system<sup>5</sup> identifies types based on the relative proportions of sand, mud and gravel (Figure 2). A simplified version of one of these might be 'mostly muddy gravel' - a term which could also be applied to parts of the Chiltern AONB for example but without any of the appealing qualities. The terrestrial equivalent might be to describe National Parks, AONB's and the countryside in general mainly by reference to soil maps.
  - Therefore a significant deficit to be overcome in developing effective public support for any use of powers to establish MPA's may be expected to be a lack of local, regional or national

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<sup>2</sup> Although it is ecologically an artificial boundary for practical reasons this research was restricted to England. Examples used in the research included places outside the 12nm limit which in government terms of responsibility fall under the remit of the Joint Nature Conservation Committee URL: [www.jncc.gov.uk/](http://www.jncc.gov.uk/)

<sup>3</sup> United Kingdom Tourism Survey 2007 England Results, URL: [www.tourismtrade.org.uk/Images/England%202007\\_tcm12-42274.pdf](http://www.tourismtrade.org.uk/Images/England%202007_tcm12-42274.pdf)

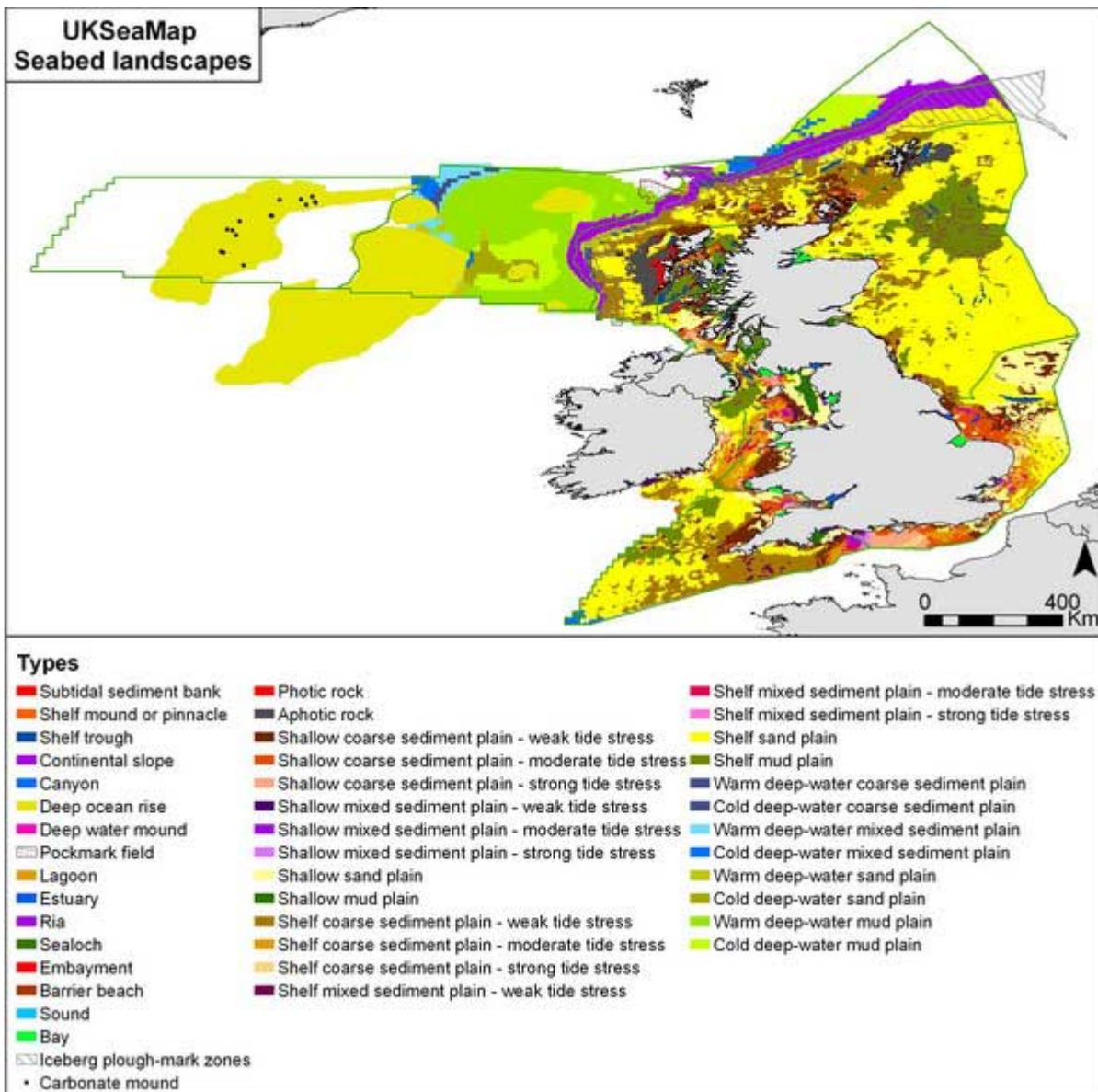
<sup>4</sup> Connor, D.W., Gilliland, P.M., Golding, N., Robinson, P., Todd, D. and Verling, E. 2006. UKSeaMap: the mapping of seabed and water column features of UK Seas. URL: [www.jncc.gov.uk/page-3918#download](http://www.jncc.gov.uk/page-3918#download)

<sup>5</sup> Long, D. 2006. BGS detailed explanation of seabed sediment modified folk classification URL: [www.searchmesh.net/PDF/BGS%20detailed%20explanation%20of%20seabed%20sediment%20modified%20folk%20classification.pdf](http://www.searchmesh.net/PDF/BGS%20detailed%20explanation%20of%20seabed%20sediment%20modified%20folk%20classification.pdf)

notions of 'place' within the sea, and in particular, 'landscape' in the way that the terrestrial UK landscape is well known to be valued for its regional diversity and special character. If there is no way to experience or perceive something then for the great majority of people there is unlikely to be any strong reason to support particular measures to protect it.

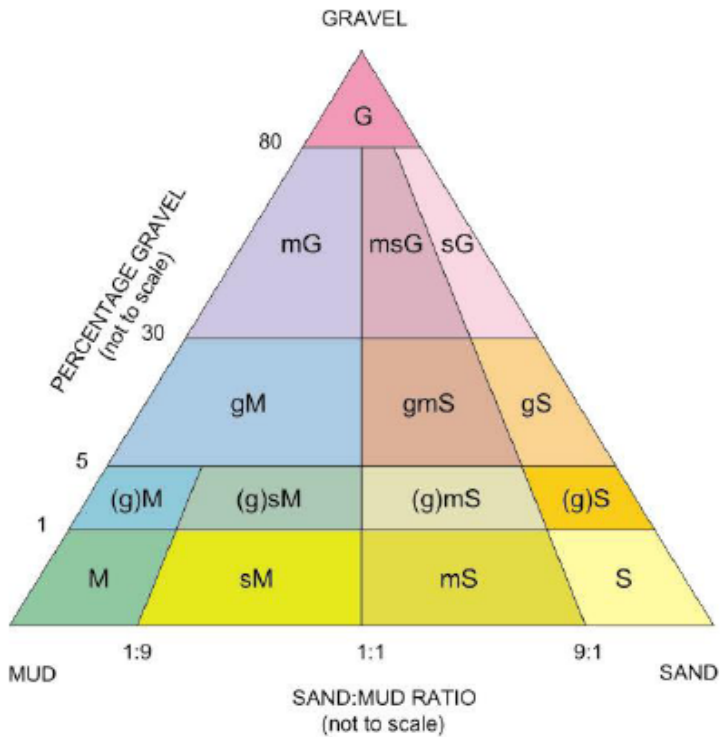
- No NGO or public body has attempted to address this issue in a concerted way: most effort has been expended on promoting the concept of MPA's, their claimed benefits, or on the various threats to the marine environment which it is hoped MPA's would help resolve, or, have sought to promote 'public interest' or 'engagement' in marine conservation programmes through education initiatives centred on marine-life rather than sub-marine landscapes or places.

2.3 The basic rationale of the public outreach strand of the NE Marine Campaign was therefore to investigate this hypothesis and if valid, to try and develop tools to help create interest and a sense of place and identity in relation to undersea landscapes.



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**Figure 1** UKSeaMap seabed 'landscapes'



- M \_\_\_\_\_ Mud
- sM \_\_\_\_\_ Sandy mud
- (g)M \_\_\_\_\_ Slightly gravelly mud
- (g)sM \_\_\_\_\_ Slightly gravelly sandy mud
- gM \_\_\_\_\_ Gravelly mud
- S \_\_\_\_\_ Sand
- mS \_\_\_\_\_ Muddy sand
- (g)S \_\_\_\_\_ Slightly gravelly sand
- (g)mS \_\_\_\_\_ Slightly gravelly muddy sand
- gmS \_\_\_\_\_ Gravelly muddy sand
- gS \_\_\_\_\_ Gravelly sand
- G \_\_\_\_\_ Gravel
- mG \_\_\_\_\_ Muddy gravel
- msG \_\_\_\_\_ Muddy sandy gravel
- sG \_\_\_\_\_ Sandy gravel

The above classification is based on that of R.L.Folk, 1954, J. Geol., 62 pp344-359.

**Figure 2** The 'Folk Triangle'

# 3 Existing studies on public perceptions of the marine environment

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- 3.1 Compared with terrestrial conservation measures, UK (and international) studies of public perception of the marine environment are relatively few, while those concerning the undersea landscape are effectively non-existent. Moreover, much environmental attention to the marine environment, including around MPA's, has been (a) coastal, or (b) concerned with a few specific obvious creatures such as whales, or (c) concerned with pollution, or (d) focused on fishing, none of which are a good proxy for 'places'.
- 3.2 This reflects the nature of the policy community itself. With the exception of divers, there is no equivalent of the 'landscape movement' or indeed of ramblers, birdwatchers or dog walking countryside appreciators, in the undersea environment.
- 3.3 Fishers often have a very strong sense of identity with the sea as place and speak about different 'grounds', which are sometimes shown on charts, and see the seabed via fish-finders. But even fishers do not experience undersea places in the same way as terrestrial landscapes and are not equivalent to farmers or hunters in terms of their perception of the living landscape. The terrestrial equivalent to commercial sea fishing would be farmers operating by remote control, harvesting crops remotely, from unseen fields.
- 3.4 With the exception of wrecks and possibly for divers, there are few underwater features which give a sense of 'destination' in the way that a terrestrial landscape can be mentally navigated by landmarks (John Wyatt pers comm).
- 3.5 A further consequence of the nature of the policy community is that the approaches which advocates bring to public engagement often tend to be versions of the 'learning models' that they themselves have used in their professional or academic sphere. For example, many marine conservation staff employed in NGOs are marine biologists, and significant sums have been invested in work by marine centres which run programmes that are, in essence, biological-educational. The frames<sup>6</sup> that this invokes are often didactic (for example collections of specimens/examples to be learnt) and dislocated from place (for example in the 'zoo' format of most aquaria - an 'alphabet soup' of sea creatures suspended in water). Even if creatures are shown with some habitat references, they are rarely associated with 'place'.
- 3.6 From other studies<sup>7</sup> of communication it can be expected that this will have a particular and limiting effect on the results of those programmes.

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<sup>6</sup> Mental constructs, often triggered visually unconsciously used in determining how we process and understand new information – see [www.frameworksinstitute.org](http://www.frameworksinstitute.org) – similar to what was previously termed “pattern matching” – a process of category-recognition

<sup>7</sup> This is because of the well established finding that information-knowledge does not of itself often lead to action, and learning models of the sort referred to here are essentially attempts to impart information. See for example Anable, J., Lane, B., Kelay, T. 2006. An Evidence Base Review of Public Attitudes to Climate Change and Transport Behaviour, for UK Department of Transport. [www.dft.gov.uk/pgr/sustainable/climatechange/areviewofpublicattitudestocl5730](http://www.dft.gov.uk/pgr/sustainable/climatechange/areviewofpublicattitudestocl5730) and Rose, C. 2005. How to Win Campaigns: 100 steps to success. Earthscan.



3.7 Most existing market research therefore may be described as ‘about marine issues’ or ‘marine conservation’ but the understanding and memories which respondents can use to answer polling or other research questions are largely to do with ‘issues’ that are not about place, even if the research is intended to build or shed light on, for example, support for MPA’s<sup>8</sup>. Nonetheless, it is worth noting what has been found, as existing understanding of and feeling for the coast or sea forms an important foundation for any future work.

3.8 The following section summarises seven reports:

- National Trust Coast Survey.
- The Wildlife Trusts’ marine opinion poll.
- WWF Cymru Valuing Wales’s Seas and Coasts survey.
- York University research on public knowledge and attitudes towards marine conservation in the UK.
- Greenpeace study on public perceptions of the sea and fish.
- Eating and the sound of the sea.
- Cultural Logic: frames used to conceptualise the sea.

## National Trust coast survey

3.9 In 2007 a survey of the UK population commissioned for the National Trust<sup>9</sup> by CDSM/CSL from BRMB found that in the last year:

a) 62% had been on a day trip to the coast or seaside (as against 41% visiting a stately home)

b) 50% had been on holiday to the coast or seaside

c) In terms of the ‘quality of their life’ people said visiting the coast was:

- |                                     |     |
|-------------------------------------|-----|
| • Very important                    | 30% |
| • Fairly important                  | 35% |
| • Neither important nor unimportant | 13% |
| • Not very important                | 14% |
| • Totally unimportant               | 7%  |

d) When asked “People value the coast and seaside for different reasons. Which two of these best describe why being there matters to you?” they responded as follows:

- |  |     |
|--|-----|
| • For peace and freedom                  | 43% |
| • For fresh air and exercise             | 65% |
| • For getting close to nature & wildlife | 24% |
| • For fun and enjoyment                  | 43% |
| • For the seaside culture                | 15% |

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<sup>8</sup> It may be that this is much less the case in countries where the water is generally warmer, clearer and more inviting (such as Australia, the Pacific or New Zealand), and where snorkeling and sports diving is a common experience. Within the UK a partial exception is the South West of England where milder weather, a beach holiday industry and clearer Atlantic water have long contributed to a greater media and public emphasis on ‘marine life’.

<sup>9</sup> Unpublished – this data was also broken down by value mode, political identity, socio-economic group, age, sex and region

e) When asked “Thinking about what you normally do on visits to the seaside or coast in the UK, which of these statements apply to you?” they responded:

- I play on the beach 51%
- I walk along the coast 89%
- I watch or look for wildlife 57%
- I swim, surf, sail or do another sport 37%
- I just look at the sea and relax 93%
- I eat fish and chips 60%
- I stay in the seaside town or resort 56%

f) When asked “Which of these statements apply to you?” the responses were:

- I’ve kept something at home that I found on a beach 59%
- I keep a picture or postcard of a favourite piece of coastline or seaside 39%
- I’d like to have my ashes scattered at sea or on the beach 16%
- My happiest childhood memory is being by the sea 49%
- I proposed on the beach or coastline 7%
- When I’m going about my daily life I often daydream about the sea 34%

3.10 The purpose<sup>10</sup> of these questions was not of course to learn about the undersea landscape but to look for values-differences<sup>11</sup> associated with views or behaviours and find cultural resonances that could be used in communications about the coast. The picture which emerges is of a nation deeply connected to the sea as experienced from or at the coast.

## The Wildlife Trusts marine opinion poll

3.11 In 2007 The Wildlife Trusts commissioned a poll covering similar ground, as part of their campaign to support a Marine Bill (URL:

[www.wildlifetrusts.org/index.php?section=marinebill:opinionpoll](http://www.wildlifetrusts.org/index.php?section=marinebill:opinionpoll)). The Trusts reported:

- Given a choice of six leisure options from a day at the races to a night on the town, the most popular choice, with 34% of the vote, was a day at the seaside.
- 67% of participants had been walking at the coast during the preceding 12 months.
- 78% said that the UK’s seas are important to their personal quality of life.
- 91% said that the sea is important as a source of food; 89% that it is important for recreation; and 94% that it is important as a habitat for fish and other wildlife.
- 94% of people rated the health of the marine environment as important. By health, we explained that we meant the quality of the water, the condition of the natural habitats and the well-being of the wildlife.
- 76% felt that there are fewer fish in the sea than there were 20 years ago.

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<sup>10</sup> Drawn up with the Trust by the author

<sup>11</sup> The survey found some similar values differences to the current survey. The uber-Prospector group ‘Now People’ scored highest on ‘seaside culture’ for example, perhaps because this involves gregarious social activities, and opportunities to ‘win’ or be admired, while Inner Directed Pioneers score highest on ‘day dreams’ about the sea.

- 90% stated that “in circumstances where sea life is threatened by commercial activity such as industrial fishing or dredging, priority should be given to protecting nature, even if this means putting restrictions on where commercial activities can take place”.
- 50% of participants had heard of the idea of Marine Reserves - “areas where all damaging activities are prohibited so that the wildlife can recover and flourish”.
- On average, participants thought that 27% of the UK’s sea area is already protected in Marine Reserves.
- On average, participants felt that 62% of our seas should be protected in Marine Reserves.

### 3.12 The Trusts stated:

‘Our survey shows that the UK public places great value on our seas and believes that they should be properly protected. Overall, people across the UK believed that 27% of our sea area is already safe within Marine Reserves. In reality, the figure is less than 0.001%. We urgently need new laws to protect our seas and marine life’.

3.13 The Wildlife Trust survey is broadly consistent with the National Trust survey for example on walking or visiting the coast and ‘quality of life’, but such surveys are of limited use in assessing how people ‘really’<sup>12</sup> feel about an issue such as setting up a MPA, or how to communicate with them. Answers to questions such as trading off commercial activity against conservation are also very susceptible to wording. For instance, if the activity was specified as fishing, this might well have reduced the willingness to introduce restrictions, and if a previous question had reminded people of the admirable qualities of fishermen, or referred to their ‘livelihoods’, that would also probably have affected the result.

3.14 On a subject such as the planning of marine conservation, which is outside the everyday experience of the great majority of the population, polling respondents have to draw on ignorance and general views transferred from other contexts, tempered in most cases by a desire to be helpful and reasonable. For instance the average guess that 27% of our undersea/sea ‘is protected’ may result from guessing at what sounds a plausible amount, while saying on average that 62% ‘ought to be protected’ may result from saying what sounds reasonable but in both cases respondents are unlikely to have had any basis for forming a view other than media reports, or their feelings about ‘green’ matters or conservation in general. Similarly, a MORI Poll for Natural England about land management in 2006 (unpublished) found that although many people had no idea what ‘good land management’ was, 85% supported giving ‘environmental’ payments to farmers to do it and 56% admitted they had ‘no idea’ if this was justified.

3.15 Decision-makers tend to be familiar with the polling process as polls are often commissioned by agencies or politicians. They will therefore be aware that on such ‘guesswork’ issues, polling results are not very robust. While they can always be used to justify a case, they are not reliable indicators of whether public support for a proposal would be sustained in the face of hard choices, including social controversy.

## WWF Cymru - valuing Wales’ seas and coasts

3.16 In March 2007 WWF Cymru (Wales) commissioned a survey of 952 adults in Wales on ‘Valuing Wales’ Seas and Coasts’. WWF found that:

- ‘Awareness of the damage caused to our seas and coastline through human activity has increased significantly compared to a similar survey conducted by WWF Cymru in 2005.

<sup>12</sup> Really as in the sense that a view would turn out to be robust on further questioning in conversation, when faced with real life choices or under social stress



Almost eight out of ten people in Wales (78 per cent) believe that increasing pressures upon our seas are damaging the marine environment compared with 67 per cent of the population two years ago.

- Three quarters of people questioned believe that over-fishing is threatening the health and stability of our seas, whilst less than a third of respondents (29 per cent) feel that they have sufficient information to be able to make environmentally responsible decisions when purchasing fish and seafood.
- Welsh people perceive the main threats to the health of our seas to be sewage and industrial pollution (80 per cent), oil spills (76 per cent) and litter on beaches and in the sea (72 per cent). These remain the top three threats compared to 2005 but concerns over offshore wind farms have more than halved from two years ago, down from 21 per cent to 10 per cent. Climate change and sea level rise have emerged as new threats, whilst concerns over diminishing fish stocks have remained constant. Other key concerns include flooding and coastal erosion (46 per cent), and loss of marine habitats and species (42 per cent). In fact over three quarters (78 per cent) of respondents agree with WWF that stronger controls are needed to protect habitats and species in our seas.'

- 3.17 The WWF survey was a more in-depth exercise than the Wildlife Trusts poll. On the face of it, a 'high' level of concern and agreement about 'stronger controls' being needed for 'habitats and species' might imply a high level of informed opinion but the results of the Natural England qualitative and quantitative research reported below suggest this is probably not the case. For instance, if we first prompt people with a list of possible damaging activities ('which are you concerned about?') and then ask them if more action is required, they are more likely to say 'yes' if the action sounds as if it ought to be even vaguely useful in remedying problems they had been prompted to think about. This is an inherent limitation of such polling, as opposed to qualitative research which involves forms of conversation and can therefore be more testing.
- 3.18 Nevertheless the WWF Cymru study also shows a high level of public engagement with the sea both in theory, or in the imagination, and through activity (80% had visited the coast for example).

## York University survey on public knowledge and attitudes towards marine conservation in the UK

- 3.19 In 2006, marine biologist Callum Roberts<sup>13</sup>, Julie Hawkins and research student Sarah Rakowski of York University published a report on 'public knowledge and attitudes towards marine conservation' in the UK<sup>14</sup>. This study appears to have inspired some of the above research projects as follow-ups.
- 3.20 Rakowski analysed responses from 498 randomly selected members of the public who were sent a questionnaire about 'the health of the seas'. The questionnaire asked whether the sea was important as a 'source of food', a 'place for recreation', a 'habitat for fish and other wildlife' or 'a place for waste disposal', and posed various questions about Marine Protected Areas. Over 88% of respondents said the seas were 'very important' to them, only 4% thought the seas 'in good health' (84% thought 'fair' or 'poor') and more thought things had got worse rather than better since 1996. Just under half said they had heard of 'Marine Protected Areas'. Only 11% got the correct answer that less than 1% of the UK's Exclusive Economic Zone was 'fully protected'. More than half wanted 21-50% of the sea 'protected'.

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<sup>13</sup> [www.york.ac.uk/depts/eeem/people/roberts/roberts.htm](http://www.york.ac.uk/depts/eeem/people/roberts/roberts.htm)

<sup>14</sup> Roberts, C. M., Hawkins, J. P. and Rakowski, S. 20 June 2006 Public opinion survey of knowledge and attitudes towards marine conservation and management in the United Kingdom. Unpublished

- 3.21 The authors concluded that despite an ‘enormous disparity between perception and reality’ (the mismatch between guessed-at and actual percentages of seabed fully protected), ‘public opinion in the United Kingdom favours greatly strengthening protection for marine wildlife and habitats.’ They added ‘here public opinion is in line with scientific opinion which suggests that 20-40% of the sea should be protected from all fishing to safeguard species and their habitats, promote fisheries productivity and sustainability and ensure the continued provision of ecosystem services.’
- 3.22 While useful in itself, this study, like those which followed it, tells us little about whether the public might engage with actual proposals concerning the protection of specific areas of the sea (as opposed to theoretical percentages). The response that ‘more than half wanted 21-50% of the sea “protected”’ followed the respondents being shown a ‘vignette presenting RCEP (Royal Commission on Environmental Pollution) recommendations that 30% of British waters be designated as marine reserves’. As noted above, faced with an ‘issue’ which is very unfamiliar in its specifics, respondents are highly influenced by the form of the survey including any cues from authoritative sources, such as the Royal Commission on Environmental Pollution (RCEP). While such studies can be used to make a case that there is public support for ‘marine conservation’ they can tell us little or nothing about the form which that might take or how it might be sustained.
- 3.23 It may be noted that the survey didn’t ask about the seabed, wildlife or marine landscapes. The authors noted that ‘While the vast majority of the British public appear to greatly appreciate the sea; our survey also revealed that many people are poorly informed about marine issues’. By this they mainly meant the inability to put an accurate percentage to the areas fully protected or ‘having heard’ of marine reserves. In terms of communications intended to lead to engagement and action, this is jumping too far ahead. The communications issue is more basic: ‘the public’ is not well informed about the sea itself, and specifically the undersea that eventually determines where a Marine Protected Area may or may not be justified. They do not know or identify with it in a place-based way (and this survey did not ask about that) but faced with questions such as percentage of protected areas, respondents end up constructing views based on how well they feel the UK ought to be doing.

## Greenpeace study on public perceptions of the sea and fish

- 3.24 Greenpeace International commissioned a relatively small UK qualitative study by Frank Research in 2002, focused on perceptions of the sea and fish<sup>15</sup>. Frank recruited people into two groups determined by their understanding of environmental issues and their shopping behaviour: the ‘educated’ more discerning fish consumers (social group B); and ‘mass market’ consumers (social group C).
- 3.25 Unlike the quantitative polls, this study sheds some light on the perceptual context around ‘marine’ or ‘the seas’, which is explored at greater detail in the KSBR study for Natural England reported below. The Frank study found that respondents had little empathy with fish - ‘disgusting, slimy especially with their heads on’, ‘not furry’ - unlike whales and dolphins which were ‘more of a furry animal’. Key associations with fish were either as food or tropical fish.
- 3.26 The ‘mass market’ group were buying mostly supermarket fish, mainly from aisles rather than fish counters, and mainly bought processed and packaged products from a few species. The ‘educated’ group purchased a much wider range of fish and used fishmongers as well as supermarkets.

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<sup>15</sup> The intention being to explore how to get consumers to question the provenance of fish, not to boycott. Unpublished

- 3.27 Frank found 'all respondents had contradictory perceptions of the sea'. On one side was the ideal of the sea - blue, clear waters in the Mediterranean and also the noise and exhilaration of the waves' (see also below on food). On the other hand 'as a contrast there was the concern with the dirty, polluted waters that were unsafe to swim in; "I'd never swim in the sea in the UK, it's very dirty, you can see the sewage pipes going into it" - Mass Market Woman'. In this study the 'educated' also mentioned sea lice from fish farms, oil spills, and hormones in the sea.
- 3.28 The report noted that the 'mass market' 'tended to focus on the impact of sea pollution on their own enjoyment of the sea'.
- 3.29 From such findings it might be imagined that a perception of the sea as polluted and inhabited by 'slimy' creatures would be seen as an emotional barrier to engaging people in proposals to conserve areas of the sea, and this is indeed one aspect of the findings from the KSBR study reported later. However many of the strategies currently pursued by NGOs and others in attempting to build support for undersea conservation are highly rationalistic (for example repeating statistics about the small areas set aside as marine reserves) and seem to have paid limited attention to this emotional barrier as a communications issue.
- 3.30 Despite all eating fish, the report found that 'none of the respondents had given a great deal of consideration to the sea as a source of the fish they ate. On probing they believed that the fish they ate was probably caught by a traditional small fishing trawler manned by weather-beaten fishermen in so'westers! However, on further reflection some of the "educated" group were able to imagine that fish caught for a large supermarket would need to be caught in large volumes by large ships with huge nets'.
- 3.31 NGOs and public bodies have often run public communications programmes about the marine environment which are detailed and fine-tuned and also involve calls to action. The fact that very few members of the public have thought about the undersea environment at all means this is questionable. In other words the initial task is to make the undersea landscape familiar and place-able.

## Eating and the sound of the sea

- 3.32 A BBC food website carries a report<sup>16</sup> about perceptual research into the enjoyment of food. Charles Spence describes how the 'sounds of the sea' (in this case literally transmitted to diners through headphones by restaurateur Heston Blumenthal) improves the perceived taste of fish/ seafood dishes.
- 3.33 'Heston has recently incorporated this insight into his menu at his restaurant in his "sounds of the sea" seafood dish: diners are given a personal stereo playing the sounds of waves crashing on the beach to listen to while they are eating the seafood dish. Our research has shown that getting those environmental cues right, like recapturing the sound and smell of the sea, can help to make the dish more enjoyable.'
- 3.34 A large body of other research shows that if something is communicated through multiple senses, even if these are invoked as imaginings in a story or by seeing others sensing something, this increases the impact of communication<sup>17</sup>. One of the insights generated by the KSBR research for Natural England reported below is the use of movement (real or imagined) to bypass negative perceptions about the undersea. Communication which is primarily confined to providing information not only fails to utilise the perceptual and emotional potential of other cues, but is vulnerable to barriers and disincentives that are emotional.

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<sup>16</sup> [www.bbc.co.uk/food/tv\\_and\\_radio/perfection/experimental\\_kitchen\\_sensory.shtml](http://www.bbc.co.uk/food/tv_and_radio/perfection/experimental_kitchen_sensory.shtml)

<sup>17</sup> See for example Gardner's Multiple Intelligences [www.infed.org/thinkers/gardner.htm](http://www.infed.org/thinkers/gardner.htm)

# Cultural Logic: frames used to conceptualise the sea

- 3.35 Framing work<sup>18</sup> (qualitative investigation of how we think) on perceptions of the sea conducted by the group Cultural Logic (URL: [www.culturallogic.com](http://www.culturallogic.com)) illustrates the potential for unconscious filters and mental 'boxes' to influence the outcomes of communication, largely irrespective of the 'information' presented by a would-be communicator. Although it is a US study it is worth noting as similar processes, though not necessarily the same frames, will apply anywhere.
- 3.36 The Cultural Logic study found that people 'toggle' between 'an understanding of oceans as water' as opposed to 'oceans as life'. When focused on water, said the researchers, they tend to think of litter and pollution 'as the sole problem and not to consider over fishing and habitat degradation'. Cultural Logic suggested 'putting more life in the "oceans" frame by talking about marine systems, marine environments, marine life and health' and amending the words 'ocean' and 'water' to bring in creatures and habitats.
- 3.37 The study also found people switched between 'naïve' and 'systems' perspectives. In naïve mode, 'they focus on clearly defined and familiar objects - to the exclusion of the systems and conditions that affect these objects.' They note that 'this kind of thinking is reinforced by media frames that focus in tightly on individual cases, episodes and personalities. The result is strongly held views to protect certain species, but little concern for the systems necessary to sustain them'.
- 3.38 Systems thinking, on the other hand 'sees the big picture, connects causes and consequences, and understands the relationships between humans and non-human nature'.
- 3.39 People in the study were also found to 'toggle' between 'Utilitarian' and 'For Its Own Sake' views of oceans. In the 'utilitarian' mode, 'humans are front and central and the consequences of any given policy result from their effect on humans and their economy.' In the other mode, people 'also believe that oceans have a right to exist, and that humans have a responsibility to safeguard that existence.' The researchers found that 'the most productive stance towards the oceans actually combine these views.'
- 3.40 Such studies are extremely useful in developing 'narratives' but framing is less useful in planning practical communications if it simply treats 'people' as all the same, just selecting different 'frames' to use in thinking or conversations. The most powerful approach is to combine language-thinking-based 'framing' type research with motivational-driver research. The KSBR study reported below segmented its audiences by Maslowian Group, that is by underlying psychological drivers. Broadly speaking the utilitarian mode described above would be more typically used by the Outer Directed (Prospector), whereas the 'for its own sake' idea would be more comfortable for Security Driven (Settler) and Inner Directed (Pioneer) audiences. The 'systems' view is typically Inner Directed (Pioneer), though Security Driven Settlers with a close personal association to the sea would also be expected to have an appreciation of causal connections.

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<sup>18</sup> unpublished

# 4 Qualitative research for Natural England

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- 4.1 From November 2007 to January 2008, the research company KSBR, in collaboration with CDSM, conducted a qualitative study involving 18 two-hour focus groups each comprising eight adults. These groups were recruited according to their needs-based values. This enabled Natural England to look separately at the perceptions of Inner Directed 'Pioneers', Outer Directed 'Prospectors' and Security-Driven 'Settlers', related to the undersea landscape. As noted above, this research was not concerned with 'marine issues' or 'protected areas' but with the land under the sea. It is complemented by a baseline quantitative study segmented by values, also reported below. All the respondents of the qualitative work were parents<sup>19</sup> with school age children because Natural England anticipated communicating about undersea landscapes with families, and to adults via children.

## Values groups

- 4.2 Values Modes is a psychographic mapping system which looks at the values that underlie behaviour. Behaviour is generally a strong determinant of opinion because it is psychologically uncomfortable to espouse opinions that are inconsistent with behaviour<sup>20</sup>. Therefore the driver is values > behaviour > opinion. This is why one cannot drive behaviour with information based on surveying opinion.
- 4.3 The 'values' in this case are not political or religious values or overt opinions that we are aware of, but deeper beliefs in the form of 'truths' about how the world works, what 'makes sense' - social values that shape our lives as motivating beliefs. Accumulating answers to thousands of cross-indexed questions, researchers Cultural Dynamics (CDSM) have found that the best explanation of how these values distribute at a broad population-wide level and in the lives of individuals, is Maslow's Hierarchy of Needs.
- 4.4 Thus the top line is a three level segmentation into Settlers (Security Driven in Maslowian terms, SD, now ca 20% of UK national population), Prospectors (Outer Directed, OD or esteem driven, ca 40%) and Pioneers (Inner Directed, ID, ca 40%). Over recent decades, the number of Settlers in the population has progressively diminished, with major implications for how society functions.
- 4.5 For detailed marketing and communications or campaign strategy purposes, it is more useful to use the detailed 12-level 'Value Modes', of which there are four in each Maslowian Segment (see self-test for your Mode at (URL: [www.cultdyn.co.uk](http://www.cultdyn.co.uk)) and for more information read Using Values Modes at (URL: [www.campaignstrategy.org](http://www.campaignstrategy.org))).
- 4.6 Values Modes in one form or another have been mapped in over 20 countries and the database is now cross correlated with values such as care for nature, mapped across over a hundred countries.
- 4.7 Values Modes have been used by a wide variety of clients ranging from Bedfordshire Police (regarding fear of crime) to Haagen Dazs, Greenpeace, the RSPB (supporters), Arsenal Football

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<sup>19</sup> The practical difficulties of recruiting and engaging children into groups effectively ruled out directly speaking to children in this research but in any event, the decision to make a visit largely involves the parents

<sup>20</sup> See for example Cialdini, R. 1998. Influence: The Psychology of Persuasion. Collins Revised edition

Club (team building), Unilever (brand strategy), Environment Agency, BMW, all three main political parties and a variety of pub chains amongst many others.

- 4.8 The present VM system run by CDSM, draws on a database of responses to over 1,000 questions from some tens of thousands of people. These are asked in a number of different forms and cycles to eliminate, so far as possible, cognitive effects generated by the process of asking. From these, some 418 questions are used to create the (UK) Values Modes map, a statistical representation in map form on which three main 'Maslowian segments' are identified. Within each of these, four Values Modes or sub groups are identified, making a total of 12, as follows:
- Sustenance Driven (Settler):
    - 1) Roots
    - 2) Smooth Sailing
    - 3) Brave New World
    - 4) Certainty First
  
  - Outer Directed (Prospector):
    - 1) Golden Dreamers
    - 2) Happy Followers
    - 3) Now People
    - 4) Tomorrow People
  
  - Inner Directed (Pioneer):
    - 1) Transitionals
    - 2) Concerned Ethical
    - 3) Flexible Individualist
    - 4) Transcender
- 4.9 Each 'dot' on the map represents a cluster of 4-5 statistically linked questions, forming a total of 94 'Attributes'.
- 4.10 In effect the Values Modes database is like a nationally representative database of hundreds of cross-indexed focus groups. The origins of the clusters used in the map go back to Social Value Groups (1970s). CDSM has developed the system to identify how people may move, as their life progresses, across the map. Also, as social change occurs, the Attributes or 'dots' on the map move over time. For example, since the 1970s, 'ozone friendly', which represents concern for 'environment', has been observed to shift from being strongly over-associated with the IDs, to almost the centre where it is a 'norm', something shared as a value by all groups but no longer controversial or particularly remarkable because it is so widely accepted. Thus the social picture depicted on the 'map' is itself dynamic over time.
- 4.11 VM's are predictive, for example change is always initiated by Pioneers, and if Prospectors pick it up they do so for reasons of gaining esteem (self or of others), and Settlers are invariably change-resistant and only adopt new behaviours once they are 'normal', ie very widely adopted.
- 4.12 In this study the segmentation is only at the Maslowian Group (MG) levels of Settlers, Prospectors and Pioneers. Below are some of the principal differences between these groups. These are strong tendencies, not completely exclusive attributes.



## **Settlers**

- 4.13 Settlers are traditional and conservative, family and local oriented, more rational than emotional. Discipline oriented and averse to change, conscious of threats and risks, dislike the unknown and complexity, tend to prefer others to take a lead. Seeking safety, security, belonging, identity. Tend to believe the past was better and do not welcome problems without straightforward 'factual' solutions. Have a group-morality in which authority is right. Favour familiar shops and brands. Like to communicate with and through people and organisations they know.

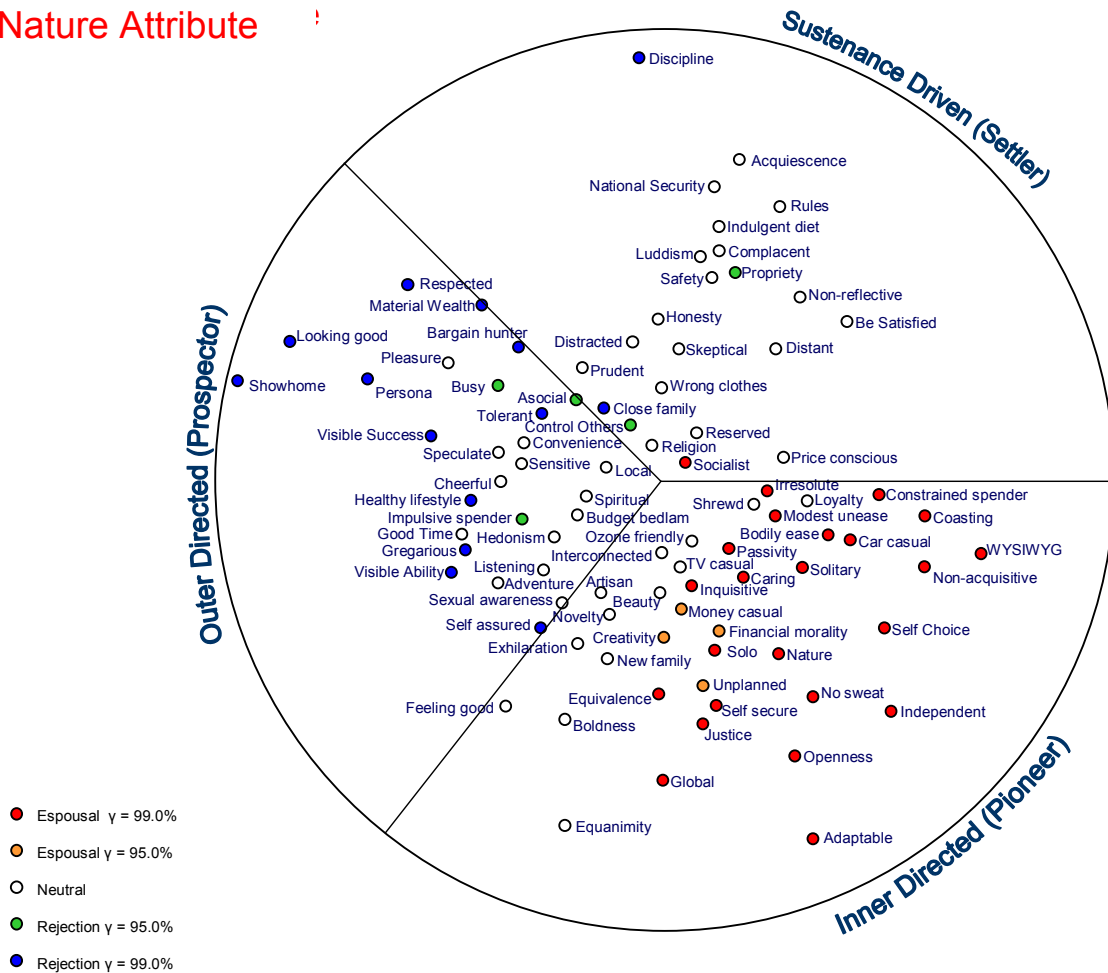
## **Prospectors**

- 4.14 Prospectors are independent, seeking the esteem of others and then self-esteem. Looking to acquire and display the symbols of success. Conscious of what others are thinking and doing, and want to be seen to do the 'right thing' (including the fashionable thing). Seek the 'right' stuff and experiences. Sociable, tend to expect the future will be better and want life to be fun with immediate rewards. Dislike being told not to do things, and tend to avoid open-ended questions and to believe that the 'winner' is right. Their activities tend to define something as 'mainstream' for the media. Prospector-led families tend to find separate activities for each member to undertake. Seek to make things best or better. Generally fond of shopping. Attracted to communications channels involving celebrities or big brands.

## **Pioneers**

- 4.15 Pioneers believe in inter-dependence and have a global outlook, welcoming change as an opportunity. Interested in ideas and aware of personal ethics and justice. Less interested in material belongings or esteemed experiences and more likely to experiment, innovate and take social risks. Spend a lot of time taking an interest in new ideas (rather than stuff) and to have considered an 'issue' before it becomes 'mainstream'. Tend to negotiate activities as a family and the parents and grandparents frequently seek activities to do with the children. Generally not fond of shopping but favour small independent and interesting shops and products. Tend to create their own networks for communication and have a wide circle of friends and contacts.
- 4.16 The CDSM model uses over 90 main 'attributes' to describe values sets. This means that knowing how any one person scores on a few attributes tells you with a high degree of certainty what other motivating beliefs they are likely to hold. Here are some examples.
- 4.17 The attribute map in Figure 3 below shows those who score highly on the question 'I believe that we should care for nature and that it's important to look after the environment'. The red dots show those warmest to the idea (hot buttons), the blue dots show those coldest to it and the green and white indicate those cool or neutral to it.

## Nature Attribute



**Figure 3** Values Modes 'Nature' attribute map

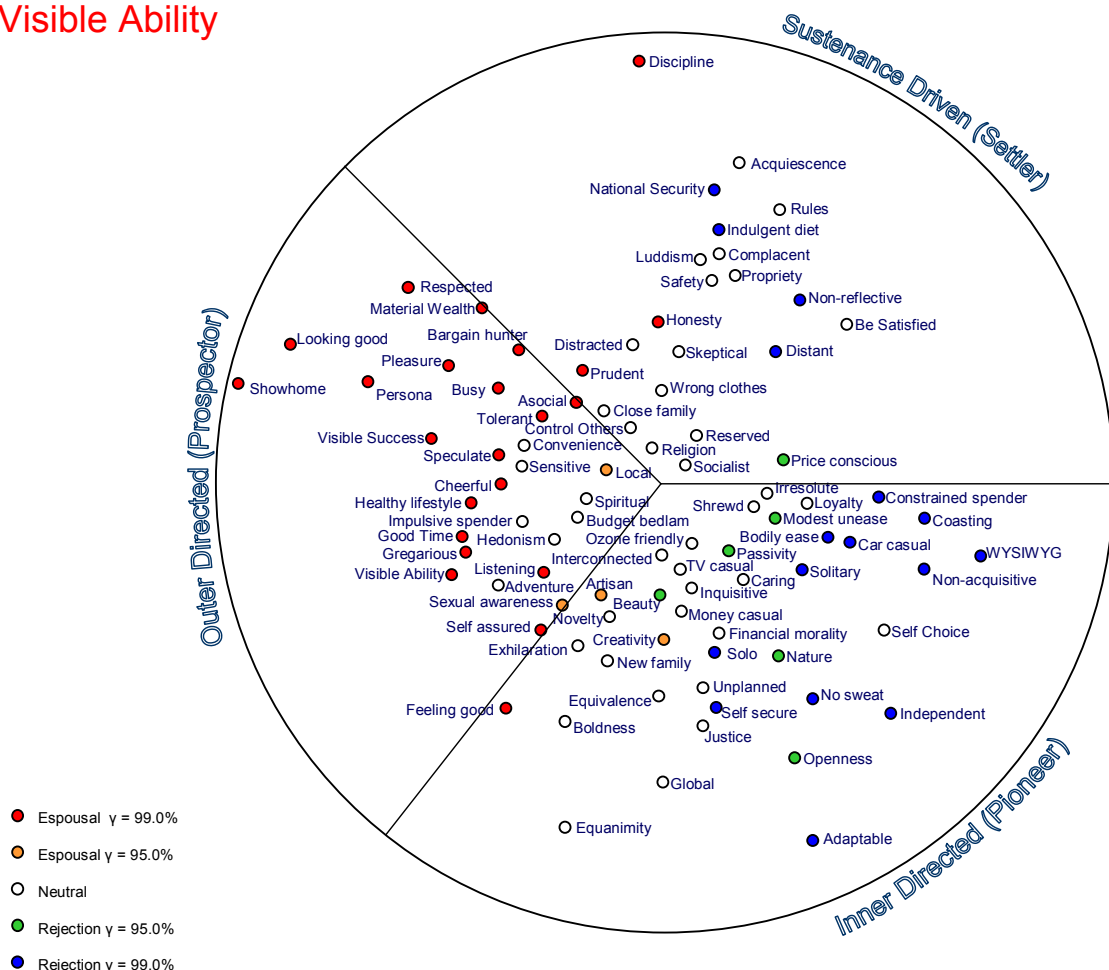
- 4.18 This attribute is strongly correlated with the Inner Directed/Pioneer values set. This means that any offer or ask which starts with, is led by, requires or is echoed by the thought that 'we should care for nature and that it's important to look after the environment' will appeal most to the Inner Directeds (Pioneers). Note that the proposition 'I believe that we should care for nature and that it's important to look after the environment' is not just affinity to or interest in nature but 'caring for it' and 'looking after it' - these are actions so it is an active proposition. This drives it further towards the Pioneer and away from the more passive 'Settlers'. If we looked at a different values set, say for 'wildlife watching' we would find a lot more Settlers 'ticking the box' because it is less active.
- 4.19 When we think about the propositions usually used by NGO and other communicators on 'marine issues' - action is generally implied or called-for in their statements. They tend to combine 'nature' with 'action', for example by talking about MPA's in which there is an implicit problem to be solved and a solution. This is an issue-construction, and issues tend to appeal much more strongly to Pioneers than the other main Maslowian Groups (Prospectors or Settlers). Therefore any proposition with this sort of construction immediately begins to 'talk to' only the Pioneers (40% of the population).
- 4.20 Within that 40%, this sort of idea appeals most strongly to just one Value Mode - the Concerned Ethicals (9% of the population). This is a trap that campaigning can fall into if it is naively constructed without the use of motivational audience research: it resonates but only with people very like those who sent the 'message'. It need hardly be said that while this may be good for building a campaign of a small number of activists, it is ineffective for building wider public





4.24 Lastly consider a different attribute or values set, one that is strongly indicative of the other Maslowian Group, the esteem and success seeking Prospectors. This is 'Visible Ability' (Figure 5).

## Visible Ability



**Figure 5** Values Mode 'Visible Ability' attribute map

4.25 You can see from the map that visible ability - being seen to be good at things - is important to people to the left side of the map, which is broadly the emotional side (the right being more rational). These are people who lean strongly towards gregariousness, like social settings for their activities, and tend to prefer activity and fun over quiet reflection. In the National Trust survey reported above, the OD Prospectors scored more highly than others on 'seaside culture' as a reason to visit the coast - as it presents opportunities to mix and have fun in a human social setting.

4.26 To render 'nature' content appealing for them we would therefore need to make it fun, in their terms. This cannot be achieved by **saying** it is fun - it has to be **experienced** as fun, and, as this attribute suggests, if it's something you can do and be good at, that will greatly help. An information-led proposition is not likely to appeal to these people, who are looking for success more than they are looking for interesting ideas or 'facts'.

4.27 The 'undersea landscape' itself does not appear in this model. We cannot therefore simply get the 'right answer' for engaging people with this idea, or unpack and make sense of it in their terms, by simply looking into the model, although it is very rich and can yield far more insights than the three discussed above. To do that we need to speak with people directly, on the exact topic and that is what was done in the KSBK research groups, which were recruited to reflect the three major Maslowian Groups: Pioneers (ID), Prospectors (OD) and Settlers (SD).

# Summary of the KSB R qualitative research findings<sup>21</sup>: values, families and the sea

## Extract from the report's management summary

- 4.28 “Unsurprisingly, given Great Britain’s island status, the English are interested in and patriotic (up to a point) about their coastline. This manifests itself in different ways for the various Needs Groups the project worked with.”
- 4.29 “For more Inner Directed people, the sea is a source of intrigue and fascination, both romantic and technical or scientific. They see it as one of the world’s fascinating mysteries, they talk about the unknown and unknowable aspect of the sea, the scale and the majesty. The shoreline to them is a fascinating place to explore or to reflect and this is apparent in the way they use the sea with their families. Days out at the sea are likely to include exploration, beachcombing, rock pooling and paddling or swimming. The sense from parents (our sample) is that days at the sea are valued for the educational, bonding and entertainment opportunities they offer.”
- 4.30 “For the Outer Directed, the sea is more a place for entertainment. They are interested in the distractions on offer and they enjoy the classic seaside attractions - piers, fish and chips and so on as well as the chance to go on the sea in boats. Outer-Directeds are quick to offer unfavourable comparisons between the sea in England with the sea elsewhere: ‘our’ sea is cold and dirty, ‘our’ coastal town’s run-down. They are less likely than other groups to want to go into the sea other than in boats and are often anxious about it in terms of safety and hygiene.”
- 4.31 “For the third Group, the Sustenance-Driven, the sea is a source of great nostalgia for childhood and of national pride. They talk of England’s seafaring tradition in military and adventuring terms and they fondly remember from their own childhoods times when the sea was a magical place and a treat for everyone. This sense of fun extends to their modern life as parents and they talk about days at the sea with their own children in terms that are innocently and genuinely positive.”
- 4.32 “Regardless of Maslow Group, parents describe their children - and especially at primary school age or younger - as being fascinated by the sea - both the shoreline and the undersea. This is due, they suppose, to children’s interest in the unusual and the unknown but also due to what are described as lower disgust thresholds! For all Groups, there is a strong inclination to involve children in anything to do with the sea or the coast whether for reasons of education, health, or just fun.”
- 4.33 “For all Groups, aquaria are an attractive day-out option in general, though they are rated in terms of how spectacular (big or colourful or menacing) the species on display are felt to be. People rarely recount examples of having learned very much about their local undersea from aquaria.”

## The English undersea environment - Disgust, shame and guilt

- 4.34 “When we ask people to focus specifically on the English Undersea Environment<sup>22</sup>, reactions are negative, in some cases extremely so. Respondents were asked to respond at first entirely unprompted to the subject and then were asked to describe their sensory reactions in terms of sights, sounds and so on.”

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<sup>21</sup> This is a slightly edited version of the Management Summary from KSB R’s full report: Marine Protected Areas: qualitative Values Modes research - available on the Natural England website (URL: [www.naturalengland.org.uk](http://www.naturalengland.org.uk))

<sup>22</sup> As discussed later this effect is compounded by use of the word ‘environment’ which is one reason why the Campaign uses ‘landscape’

4.35 “Their views can be summarised as:

- **Disgust:** a strong sense of fear and of distaste: fear is based in morbidity, the sense that the undersea is profoundly inhospitable to humans and distaste to a physical repugnance: the undersea feels, smells and looks unattractive. Underpinning these powerful emotions is an overriding view that the English undersea is dirty and in very poor condition.
- **Shame and guilt:** this ‘dirty’ view of the undersea is attributed primarily to pollution (the fault of industry, society) and to a lesser extent to litter (the fault of individuals). It is fortified by the visual evidence of murkiness for all but those living in the South West. Murk is thought by everyone to represent dirt - the suggestion that it could be due to sand or tidal movements is listened to and understood but is not enough to overturn a strong physical reaction to the ‘evidence’ of people’s eyes.
- **Sadness and regret:** people feel somewhat ashamed that the English undersea should have got into what they see as such a poor condition. They compare it to what they think of as much cleaner and more attractive under seas in other (generally warmer) countries and what they imagine it was like in the past.”

4.36 “Although the different Maslow Groups manage these feelings in different ways and with greater or lesser degrees of success, all share an overall reluctance to engage more than necessary with the idea of the undersea. This is very visible in their reluctance to talk about the subject at all: until we directly prompt the undersea, discussion about ‘the sea’ always centres on the shoreline or, to a much lesser extent, on the surface of the sea: English people quite simply avoid thinking about the native undersea - for them it is practically ‘not there’ and the immediate assumption is that the undersea is as uniform and uninteresting as the surface, but less ‘clean’.”

4.37 “People are quick to assume some responsibility themselves for what they see as a very poor state of affairs. They are also quick to blame industry and the Government or other authorities. They are much more reluctant though to blame fishermen in any way. British fishermen especially are thought of as heroic and as victims rather than perpetrators of any damage to the undersea world. Foreign fishermen are less free from assumptions and blame but are still assumed to be less guilty than industry or other sources of pollution.”

### **Marine Protected Areas**

4.38 “The idea of MPA’s was introduced to respondents fairly early on in the sessions and was met with a very subdued reaction: people assume that if there are areas worth protecting, then this is probably already being done. These areas, they feel, will be either shoreline (bird nesting areas for example) or in some cases far out to sea in international waters where endangered ‘hero’ species such as whales live. The idea that more areas will be protected can make some people rally to the defence of fishermen who they suspect will suffer from ‘interference’.”

### **Implications for campaigning**

4.39 “Because of these immediate reactions, attempts to interest people in the English undersea or to gain their sympathy face a difficult task - it’s much easier for people simply to pretend that the undersea doesn’t exist (and in large measure they assume that in fact it doesn’t, being something of a wasteland).”

4.40 “As long as the undersea environment is as back-of-mind as this any appeal to people’s sympathies to ‘help’ or ‘protect’ it will encounter a fairly brick wall reaction. The prior challenge is to find ways of forcing people to realise that the undersea does exist, is worth protecting and can be enhanced to our and its benefit. To do this the dual problems of fear and distaste need to be acknowledged.”

4.41 Note that the above summary makes it clear that many assumptions embedded in some existing communications about the sea, about marine conservation and support for measures such as MPA’s, are wrong. They face considerable hurdles that need to be dealt with before information-giving, even in the form of pictures or live creatures in aquaria, can lead to actual support for

conservation. There are many ways that people can avoid reaching a point of engagement or action. For example they can avoid the communication in the first place by not entering an exhibition, walking past a display, not joining an activity or not switching on a television or radio programme or skipping over an article. Even if they are in the presence of communications attempts, they may select only the bits that 'work' for them, and even if they get something rewarding from it (for example a wow factor at an aquarium), this may not lead them to conclude anything about the interest or value of the undersea.

- 4.42 The next stages of this research were designed to identify possible routes forward. First a note on regional differences. [Extract from report's Management Summary continues below]

### **Regional variations**

- 4.43 "There are some clear differences in views of the sea in the various parts of the country covered by the project. In the North, there is a sense that the local sea is a 'second best' compared to the South and, especially, the South West. [See also Appendix 2 for the full tables from the quantitative poll]."
- 4.44 "Northerners describe 'their' sea as dirtier and colder than the rest of the country and cite industrial pollution as a big factor in this. People living in the South and South East of the country tend to think of 'their' sea as being fairly busy in terms of commercial shipping but with local-secret beauty spots and some good news stories in terms of the environment."
- 4.45 "Those in the South West are aware that they are considered lucky by people from the rest of the country to have sea which is in their view warmer, richer in wildlife and cleaner. People who don't live near the sea generally still have a coastal area that they think of as theirs, and their views of it will be similar to those of people who live much closer to the coast."

### **Securing some positive interest - Topography**

- 4.46 "Respondents were shown concepts (generated at the first, pre-research, stage of the project and reproduced in the full report<sup>23</sup>) presenting aspects of the undersea in ways which were hoped to create positive interest."
- 4.47 "The most successful of these were those which presented the undersea landscape in terms of scale and grandeur. Three specific examples were of interest - the North East Highway, the Dogger Bank and the Lune Deep Gorge. All conjured a physical reaction in people - because they were big and presented in dramatic ways they succeeded in bypassing many of the distaste reactions and awed people. These concepts had much the same effect regardless of Values Group but of all the materials tested they were the only examples which succeeded in making the Outer Directed interested in the subject."
- 4.48 "This has a lot to do with the competitive voice in which the ideas were framed - English undersea features are described in superlative terms and the reaction asked for is a physical / kinetic one: people imagine themselves swooping and 'flying' around the features portrayed, the whole experience is one of excitement and acts as a perfect foil to the equally physical 'disgust' reactions described above."
- 4.49 "Unlike most of the other concepts shown these 'topography' ideas felt as though they were national-scale reasons to be proud of the English undersea - the sense was that you wouldn't need to live near one in order to be interested in it."

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<sup>23</sup> These were research concepts not concepts intended as the basis of public communications. Their purpose was to test and tease out components of perception, and for that reason such concepts are usually simplified and exaggerated versions of a reality, to improve the discriminating capacity of the research. The value of the research however flows not from respondents "choosing" a concept (in this case they did not see them all anyway) but in a trained moderator analysing how they 'consumed', talked about and dealt with the concepts.



- 4.50 “To bring these ideas to life we might utilise concepts such as simulator ‘flythrough’ experiences and ways to connect where you are on the surface (in a ferry or boat trip) with the undersea (via 3D animated maps), and the idea of 3D maps at coastal places of interest - ‘the undersea in front of you’.”

### **Securing some sympathy - Individuals and communities**

- 4.51 “Two of our concepts referred to individual species and to the relationships between them. These had a strong resonance for Sustenance Driven respondents who identified powerfully with the ‘struggle - survival - little guy’ theme contained within them, the idea that these stories were ‘true’ and especially that they were ‘local’ was very powerful.”
- 4.52 “Too often, these people feel, they are offered disaster stories with regard to the environment and this represented something of a success story. For Inner-Directed respondents too there is something very fortifying and fascinating about survival and symbiosis stories.”
- 4.53 “These ideas are more cosy and more intimate, they work best at a more local level - examples in the concept materials were of the Thames Herring and South Coast Reef Communities.”
- 4.54 “Bringing these ideas to life include, aquaria with commentary and demonstrations (i.e. activities the visitor can witness and understand), beachcombing activities, ‘safe’ snorkel tours and, once a local feature has been established as of interest, harbour days and other local connections.”

### **Beauty spots - A way to intrigue the inner directed**

- 4.55 “Finally, the project explored concepts relating to specific areas of natural beauty and complexity, an example being kelp meadows of the South West. This concept was intriguing to everyone but not always in a wholly positive way. For Sustenance Driven and Outer Directed people there was a degree of fear associated with the idea: seaweed that could ‘pull you under’ and that might have strange creatures lurking within!”
- 4.56 “For some Outer-directed there was also a problem related to the fact that these areas were more likely to be in somewhere like Cornwall than where you might live - a degree of envy was apparent. For many of the Inner-Directed though the idea had real charm and was genuinely uplifting - a beautiful magical undersea environment in English waters.”
- 4.57 “Bringing these ideas to life include, once again snorkel tours (but only for the adventurous!), for the Inner Directed, talks at schools or seaside events and, once the idea of a local and important ‘undersea beauty spot’ is established, there is scope for town twinning type ideas i.e. ways to celebrate locally important undersea features.”
- 4.58 “As well as an awareness problem (people do not think about it), the undersea around England presents a visual problem leading to fear. KSBR write: this ‘fear is based on morbidity: humans cannot survive under the sea, it is compounded by the “unknowable” nature of the bottom of the sea: everything is vague, dark, hidden’.”
- 4.59 “This is coupled with the distaste issue: ‘based on projected or remembered physical sensation’. A solution to this is to introduce the distracting awe inspired by topography in an exciting way, giving us an opportunity to embed ‘learning’ in the process. From this idea, Campaign Strategy has been developing an undersea landscape ‘experience’ - the Undersea Landscape Explorer - based on a motion simulator for Natural England’s campaign, together with ideas that utilise the interest in individuals and communities<sup>24</sup>.”

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<sup>24</sup> In the first instance the priority audiences are SD Settler and ID Pioneer families but the topographic execution should also ‘work’ for Prospectors (ODs)

- 4.60 One important factor that relates directly to the sort of language and the constructions that most 'marine issue' and 'marine conservation' communications employ, concerns the word "environment". Although the Natural England outreach work is now planned to use the term 'undersea landscape', the KSBR research employed the term 'English Undersea Environment' to introduce the subject. This helped trigger the (unhelpful) shame factor. KSBR report<sup>25</sup> states:
- 4.61 "Three factors underpin the 'shame' reaction to the subject:
- a) Our use of the word 'environment' in the introduction ('English Undersea Environment')
- The word 'environment' today connects in people's minds directly with 'environmental problem' and not with 'environment(s)' in terms of areas, locales, habitats etc.
- b) References to the idea of 'Marine Protected Areas':
- Again, the very idea of protection tends to trigger thoughts of environmental threat or, in this case, of threat from fishing. The latter is again problematic: British people are broadly very pro-fishing.
- c) An over-riding sense that most news today about the Natural World is 'probably bad': This can conjure a dejected reaction (more SD) a pensive reaction (more ID) and even a slightly defiant reaction (some OD - 'don't start blaming me again!')
- 4.62 This is an example of framing (the process investigated by Cultural Logic - see above). The use of the word 'environment' or 'environmental' triggers the 'issue' frame, as does MPA or 'reserve' etc. This is why a literal approach is ineffective for many (if not in this case, all) groups of people. The underlying or programmatic purpose may be to build support for say, MPA's but making that part of the proposition - the thing people are offered or asked to engage with first - has a chilling, negative effect.
- 4.63 The systematic way to avoid such a problem, having informed a strategy by research, is to break down the communication into stages. An established sequence<sup>26</sup> is:
- Awareness > alignment > engagement > action
- 4.64 The current Natural England outreach campaign on marine undersea landscapes is purely confined to the awareness stage. Problems and solutions belong at the alignment stage. The point is that if they are introduced at the awareness stage the audience is not ready and will not go on to engage. This means that time must be permitted for the awareness stage to 'work' and no attempt must be made to jump straight to the desired final action.
- 4.65 There will need to be 'actions' at the alignment stage but they must stay within its meaning. For example, if it is awareness of the regionally distinctive undersea landscape off Lancashire, then the associated action could be about celebrating, recognizing or somehow identifying with that landscape. Examples might be a town re-naming a street after a feature, or a pub changing its name, or a child taking home a window decal s/he had made in a workshop, or even wearing a t-shirt emblazoned with 'I've been to the Lune Deep', or a way to 'adopt' a sea creature and its home. What they should not be (until the awareness is established) is about the problems (environmental pressures) or solutions (for example MPA's) that the authors of the 'messages' are concerned with. As this research shows, and as the previous research projects noted earlier also show, current public awareness of the features and existence of the undersea landscape

<sup>25</sup> Page 36 of KSBR Report Marine Protected Areas: qualitative Values Modes research - available on the Natural England website (URL: [www.naturalengland.org.uk](http://www.naturalengland.org.uk))

<sup>26</sup> See for example Rose, C. 2005. How To Win Campaigns. Earthscan and (URL: [www.campaignstrategy.org](http://www.campaignstrategy.org))

around England is extremely low. Surveys showing a high affinity for the sea, or the coast, are about a completely different subject.

4.66 The actionable outcomes of the KSBR research in relation to the different Maslowian Needs Groups are summarised in the Table 1 below.

**Table 1** Actionable outcomes of the KSBR qualitative market research into public perceptions of the undersea environment

<b>Concept</b>	<b>Sustenance</b>	<b>Outer</b>	<b>Inner</b>
<b>Topography</b>	Exciting idea	Exciting idea	Exciting idea
<b>Individuals and communities</b>	Compelling idea	Neutral idea	Interesting idea
<b>Beauty Spots</b>	Worrying idea	Worrying idea	Fascinating idea



# 5 Quantitative research for Natural England

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- 5.1 By now the reader will be aware of the many pitfalls that face quantitative polling research. The below must therefore be read with those in mind. Its main purpose for Natural England is to provide a baseline to changing public awareness of undersea landscapes.
- 5.2 Appendix 2 contains tables showing the results of a number of questions put to a representative sample (3,003) of people in England in a values-segmented survey about the undersea landscape in March 2008. An internet survey<sup>27</sup> using weighting and against quotas was employed by GMI for CDSM and CSL. This survey is segmented to the 12 Values Mode level as well as the broader three Maslow Group level and also shows standard demographics, regional differences and socio economics.
- 5.3 Before considering a few of the notable features of this survey, here are a few results of a question not coded and therefore not included in the tables. The question was open-ended: ‘can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?’
- 5.4 These responses are shown in Appendix 1 in the original verbatims received from the interview notes. Of some 4,000<sup>28</sup> responses, less than 0.5% could name an actual undersea topographic, landscape or location-specific habitat feature.
- 5.5 A handful - again less than 0.5% could name a particular species making up a real undersea habitat, for example kelp in kelp forests, or fan corals.
- 5.6 Around half guessed at a generic like “crabs”, “fish” or “seaweed” while about the same number simply admitted to not being able to think of anything. About 1% named terrestrial or coastal species or features, including Hunstanton which is a town and Southend Victoria which is a railway station, and terrestrial plants such as ‘moss’.
- 5.7 Overall:
- Less than 1% of the public can name a topographic or living element of a real undersea landscape.
  - Around half of all people can’t think of any feature or creature from the undersea.
  - Most of the (presumed) guesses are crabs, seaweed or fish.
  - Many fewer think about seabed itself for example sand or gravel.
  - A small minority name corals or other more ‘surprising’ or ‘interesting’ life for example seahorses.
  - From 4,000 responses, a handful named particular species for example *Tellina fabula* (a sort of clam).
  - A very few are probably divers or have seen conservation information and name things like pink sea fan coral.

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<sup>27</sup> Questions concerning the survey process and values data should be addressed to Les Higgins of CDSM at [les.higgins@cultdyn.co.uk](mailto:les.higgins@cultdyn.co.uk)

<sup>28</sup> In some cases more than one response was recorded from each of the 3003 respondents in the survey

- Even fewer can name topographic features for example the (real) deep hole off Littlehampton (most features were archaeological or geological references extended from the shore, for example 'Jurassic Coast' or ancient remains in flooded settlements at Dunwich or off Yorkshire).
- Responses like 'plates' and 'galleons' probably come from seeing television coverage for example of the crockery from the Titanic, or Pirates of the Caribbean.

#### 5.8 What's the significance of this?

- Awareness of underwater topography around the UK and living landscapes associated with it is more or less absent.
- There is a similar almost total lack of awareness of habitats or communities connected to place (around 0.01%) and of specific habitats, landscapes or communities disconnected from place (around 0.5%).

5.9 Awareness is much lower than could be expected if we had asked a similar question about terrestrial landscapes, for example: 'can you name any specific features of the landscape or creatures or plants likely to be found in the countryside in our region?'

5.10 Awareness is low in relation the number of television programmes that have dealt with the 'undersea' at least in part for example Coast (BBC - 4.2 million viewers). Natural History programmes are the BBC's most popular strand, taking audiences of up to 6-8 million. David Attenborough's 'Blue Planet' peaked at 8.9 million viewers (there are 49m people in England, 80% over 15 (39m), meaning 1 in 4 could have viewed Blue Planet) although much of the marine wildlife featured in BBC programmes is from abroad rather than English waters.

5.11 Awareness is also low in relation to the membership of NGOs which have millions of supporters who receive targeted information about 'marine issues'. For example, the Wildlife Trusts have 760,000 members, RSPB over 1 million, WWF 330,000 and National Trust 3.5 million. All these organisations have undertaken communications work on the Marine Bill.

5.12 Overall we can safely say that there is effectively no 'public awareness' of undersea landscapes and their associated life around the coast of England. Existing communications programmes and campaigns appear not to have had much impact<sup>29</sup>.

## Poll results for specific option questions

5.13 As well as the open question above, respondents were asked a number of choice-selection questions to determine values, lifestyle, socio economics, occupation etc (see Appendix 1) and a number about undersea landscapes and conservation, for example.

### Q1 **Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely:**

- Utterly featureless and barren.
- Mostly barren with a few places where sea-life, such as plants and creatures, survive.
- Generally barren but with quite a few places where creatures and plants survive.
- Quite well covered in undersea landscapes with living creatures and plants.
- A variety of distinctive landscapes, some of which are unique to our region.

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<sup>29</sup> It should be noted that despite a lot of effort by a small number of people, these campaigns have been tiny compared with the effort put into communicating about the terrestrial environment over decades – perhaps 100 or 1000 times less

**Q2 Which best characterises the undersea landscape in the seas in this region?**






- Dark, polluted and probably damaged beyond repair by industry and over-fishing.
- Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities.
- Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants.
- Generally a landscape of living creatures and plants with damage confined to some heavily used places.
- A rich mix of undersea landscapes including plants, animals and features special to this region.

**Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?**

- Not at all sure; there’s probably nothing special.
- Fairly unsure; I doubt there’s anything special.
- Neither sure nor unsure.
- Fairly certain that there’s something worth saving.
- Very certain; I’m sure we have something that is regionally distinctive.

5.14 The responses to these questions are shown in the Tables 2-9 below. Note that the shading of the table cells shows where there is no significant difference from what would be expected if responses were random, for example in the first example below, col ID option 1 = 56 much less than expected, a negative correlation (didn’t select), and for example Col 1 OD option 1 = 146, more than expected by chance, a positive correlation (did select). No shading = not significantly positive or negative. See the key to table shading below:

**Table Format:**

	= positive deviation significant at 97.5% confidence level
	= positive deviation significant at 95% confidence level
	= deviation not statistically significant at 95% confidence level (or above)
	= negative deviation significant at 95% confidence level
	= negative deviation significant at 97.5% confidence level

Number	= respondent count (weighted)
Row percentage	= percentage of (column) within (row)
Population index (as above)	= ratio of frequency in (row) to frequency in population

**Table 2** Question 1 results - Maslow Group

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Maslow Group			Grand Total
	ID	OD	SD	
Utterly featureless and barren	37	72	44	154
	24.4%	47.1%	28.5%	
Mostly barren with a few places where sea-life, such as plants and creatures, survive	56	146	117	402
	36.9%	35.4%	27.6%	
Generally barren but with quite a few places where creatures and plants survive	85	110	113	775
	37.6%	36.8%	25.6%	
Quite well covered in undersea landscapes with living creatures and plants	87	114	105	1015
	47.5%	28.5%	23.9%	
A variety of distinctive landscapes, some of which are unique to our region	110	89	98	657
	52.3%	27.0%	20.7%	
<b>Grand Total</b>	120	84	85	3003
	43.4%	32.2%	24.4%	

**Table 3** Question 1 totals as rounded percentages

**Q1 Thinking of the seabed and landscape beneath the sea in your region or off the coast where you visit the seaside, do you think it is most likely (to be):**

Utterly featureless and barren	5%
Mostly barren with a few places where sea-life, such as plants and creatures, survive	13%
Generally barren but with quite a few places where creatures and plants survive	26%
Quite well covered in undersea landscapes, with living creatures and plants	34%
A variety of distinctive landscapes, some of which are unique to our region	22%

- 5.15 This question assesses how 'rich' people think the undersea landscape may be in their region/ where they visit the seaside. Only a fifth - 22% - think of their seas as containing 'distinctive landscapes' which may be 'unique to our region'. In fact all the regions covered do have distinctive undersea landscapes. Whilst 44% of the population think the undersea is 'utterly, generally or mostly barren' in their region.
- 5.16 These figures disguise some strong values-driven distinctions. The responses show that the Inner Directeds are more optimistic, and the Outer Directed Prospectors are significantly more pessimistic (the same was found in the qualitative results from KSBR - Prospectors for example tended to think of the sea as suitable only for swimming in, if it was bright blue and clear, preferably abroad).
- 5.17 Security-Driven Settlers are also least likely to currently choose 'a variety of distinctive landscapes, some of which are unique to our region'. This suggests where targeting of effective communications could ultimately make the biggest difference (amongst the SD and OD), and where best to start building engagement networks for increasing awareness (amongst the ID). However as the qualitative KSBR study shows; the execution for reaching OD's in particular needs to be around experiences and enjoyment not 'information'.
- 5.18 In more detail (see Appendix 2 for full results data with values modes breakdown) the quantitative work shows that 'utterly featureless' is an option disproportionately favoured by the entry-state Prospectors, the Golden Dreamers, while CE (Concerned Ethical) and TX (Transcenders) are choosing 'A rich mix of undersea landscapes including plants, animals and features special to this region' more than other Values Modes.
- 5.19 As has been noted above, the actual knowledge of the undersea landscape is more or less non-existent (at under 0.5%) so the choices made in responding to this question are more values based than knowledge based. They reflect a general attitude to nature and the state of the environment (and life in general) far more than they reflect knowledge. See Schwarz Values Question on 'Nature' below. The question may appear to be about knowledge and information but the answers are about values.

**Table 4** Question 2 results - Maslow Group

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Maslow Group			Grand Total
	ID	OD	SD	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	55	69	49	173
	31.8%	40.0%	28.2%	
	73	124	116	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	166	218	151	535
	31.0%	40.8%	28.2%	
	71	127	115	
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	302	243	163	708
	42.7%	34.3%	23.0%	
	98	107	94	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	642	340	304	1286
	49.9%	26.5%	23.6%	
	115	82	97	
A rich mix of undersea landscapes including plants, animals and features special to this region	139	96	66	301
	46.1%	31.9%	22.0%	
	106	99	90	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table 5** Question 2 totals as rounded percentages

Q2 Which best characterises the undersea landscape in this region?	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	6%
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	18%
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	24%
Generally a landscape of living creatures and plants with damage confined to some heavily used places	43%
A rich mix of undersea landscapes including plants, animals and features special to this region	10%

5.20 This question (Q2) introduces the notion of damage through pollution and over-fishing, leading to the 'shame' factor uncovered in the qualitative work. At the Maslow Group level this is a view (damaged) mainly held by Settlers and Prospectors, while IDs (Pioneers) are more optimistic,

over-scoring on 'Generally a landscape of living creatures and plants with damage confined to some heavily used places'.

- 5.21 At the individual Values Mode level (see Appendix 2), the OD GD's and SD BNW's (Brave New World's) are significantly biased towards believing the seas are 'Dark, polluted and probably damaged beyond repair by industry and over-fishing'. Note that this is consistent with the acquiescence/ be satisfied attributes - ie it's messed up but we can't do anything about it. These two groups, adjacent on the Values map, are also those who strongly reject 'care for nature' (rejecting it more strongly than just not saying yes to it).
- 5.22 In contrast the TX and CE and FI (Flexible Individualist) Pioneers all score positively on 'Generally a landscape of living creatures and plants with damage confined to some heavily used places'.
- 5.23 Overall 48%, especially Prospectors and Settlers, believe the undersea landscape is dark, polluted and probably damaged beyond repair, or generally damaged and barren, or damaged and empty over quite wide areas, while only 10% expect it to have a 'rich mix of undersea landscapes including plants, animals and features special to this region'.
- 5.24 Question 3 of the poll turns to whether it is 'worth' saving what is in the sea (Table 6). This compounds ideas about what might be there with any views about whether it is worth saving for any reason if it is there, and whether any effort might work.
- 5.25 The clear bias in the data shows ID conviction that it there are things worth saving and OD scepticism and uncertainty, with the Settler SD's not diverging from 'the average' to a significant extent. One of the issues which emerges from the full report of the KSBR work is the OD Prospector's demand for 'proof': 'show it to me'. Prospectors in particular want to be shown visual proof that there is important or interesting stuff in the sea if they are to be convinced. Pioneers are more likely to imagine it or have already searched out information about it, and to make connections from elsewhere and then form deductions.

**Table 6** Question 3 results - Maslow Group

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Maslow Group			Grand Total
	ID	OD	SD	
	27	67	32	126
Not at all sure; there's probably nothing special	21.2%	53.0%	25.8%	
	49	165	106	
	74	103	71	247
Fairly unsure; I doubt there's anything special	29.8%	41.7%	28.6%	
	69	129	117	
	241	262	182	685
Neither sure nor unsure	35.1%	38.3%	26.6%	
	81	119	109	
	581	349	285	1216
Fairly sure there's something worth saving	47.8%	28.7%	23.4%	
	110	89	96	
	381	185	162	729
Very certain; I'm sure we have something that is regionally distinctive	52.3%	25.5%	22.3%	
	120	79	91	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table 7** Question 3 totals as rounded percentages

**Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?**

Not at all sure; there's probably nothing special	4%
Fairly unsure; I doubt there's anything special	8%
Neither sure nor unsure	23%
Fairly certain that there's something worth saving	40%
Very certain; I'm sure we have something that is regionally distinctive	24%



## Detailed values distribution

**Table 8** Question 2 values modes distribution

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Values Mode												Grand Total
	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	19	9	11	16	15	11	9	34	13	12	9	14	173
	10.8%	5.4%	6.2%	9.3%	8.5%	6.6%	5.2%	19.7%	7.6%	7.2%	5.4%	8.0%	
	96	44	64	92	125	100	63	187	149	189	79	93	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	55	45	32	33	43	35	55	85	33	30	36	51	535
	10.3%	8.5%	6.0%	6.3%	8.0%	6.6%	10.4%	15.9%	6.2%	5.6%	6.8%	9.6%	
	91	69	62	62	118	100	125	150	122	147	99	111	
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	82	78	76	67	59	60	69	55	33	25	42	62	708
	11.5%	10.9%	10.8%	9.4%	8.3%	8.5%	9.7%	7.8%	4.7%	3.5%	6.0%	8.8%	
	102	88	111	94	122	129	118	74	92	92	87	102	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	146	194	144	158	60	72	97	111	57	33	102	112	1286
	11.3%	15.1%	11.2%	12.3%	4.7%	5.6%	7.6%	8.6%	4.5%	2.6%	7.9%	8.7%	
	101	122	116	122	68	86	91	82	88	67	115	101	
A rich mix of undersea landscapes including plants, animals and features special to this region	37	45	28	28	28	18	18	32	16	14	16	19	301
	12.4%	15.1%	9.3%	9.3%	9.4%	6.0%	6.0%	10.5%	5.4%	4.8%	5.4%	6.4%	
	110	122	96	93	138	92	72	100	106	125	79	75	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

- 5.26 For Q2 about what characterises the regional undersea landscape, at the Values Modes (12 group) level (Table 8), pessimism is significantly higher amongst the Values Modes Brave New World (Settler, SD) and the Outer Directed (Prospector) Golden Dreamers, while optimism is greatest among the Pioneer groups CE, TX and FI (Concerned Ethical, Transcender and Flexible Individualist).
- 5.27 A similar picture emerges at the Values Modes level if you ask whether there is anything 'worth protecting' (Table 9). For example, the Prospector Modes Golden Dreamer and Certainty First over-index on 'there's probably nothing special' while the Concerned Ethicals and Transcenders over-index on thinking 'I'm sure we have something that's regionally distinctive'.

**Table 9** Question 3 values modes distribution

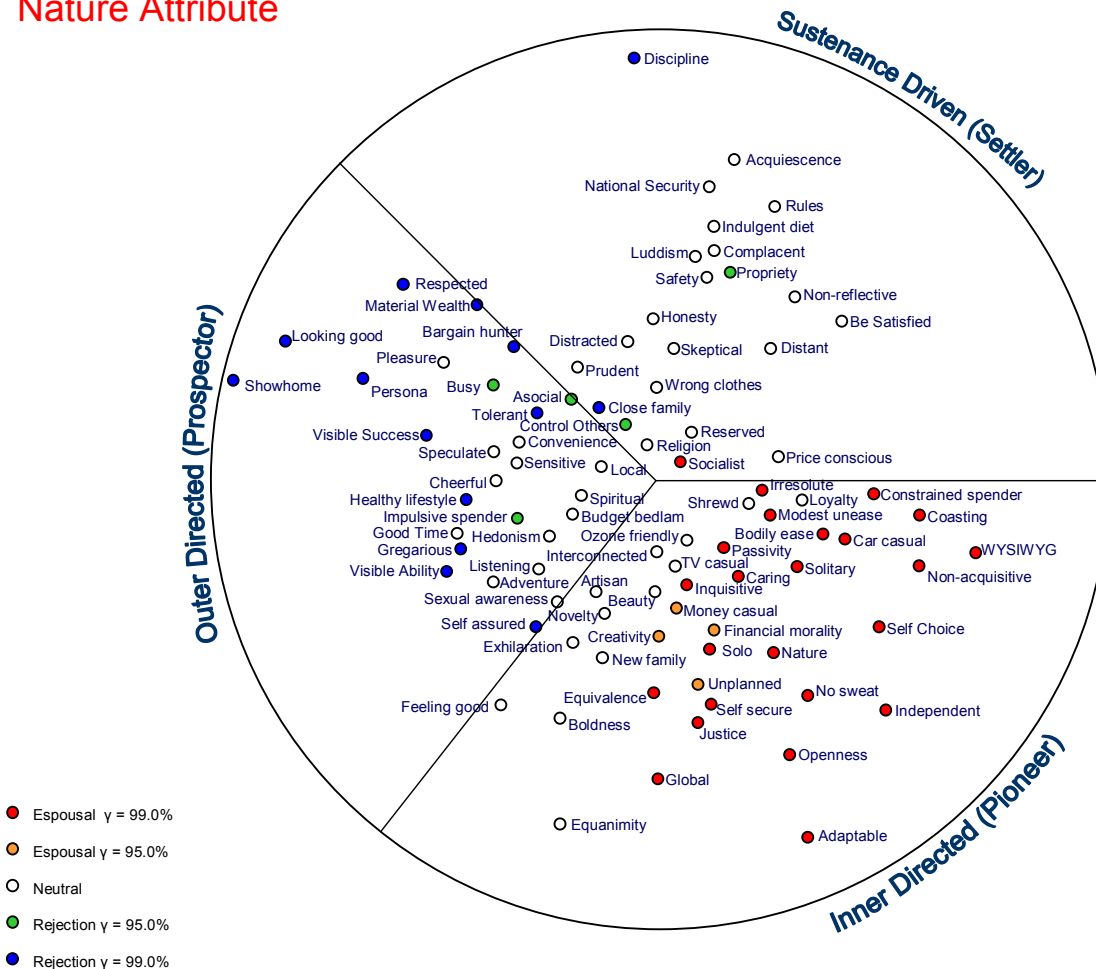
Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Values Mode													Grand Total
	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT		
Not at all sure; there's probably nothing special	13	4	3	7	14	7	18	28	4	9	7	13	126	
	10.6%	3.2%	2.1%	5.3%	10.8%	5.4%	14.4%	22.5%	3.0%	6.9%	5.5%	10.4%		
	94	26	22	53	158	82	173	213	58	181	79	121		
Fairly unsure; I doubt there's anything special	20	27	16	11	11	25	26	41	17	15	14	24	247	
	8.1%	10.8%	6.5%	4.3%	4.6%	10.1%	10.5%	16.5%	7.1%	6.1%	5.8%	9.6%		
	72	87	67	43	67	154	127	156	139	159	85	112		
Neither sure nor unsure	72	60	63	45	53	45	75	89	45	27	39	72	685	
	10.5%	8.8%	9.2%	6.6%	7.8%	6.6%	10.9%	13.0%	6.6%	3.9%	5.6%	10.5%		
	94	71	94	66	114	101	131	124	129	102	82	122		
Fairly sure there's something worth saving	151	155	142	134	81	75	87	106	56	39	95	96	1216	
	12.4%	12.8%	11.7%	11.0%	6.7%	6.1%	7.2%	8.7%	4.6%	3.2%	7.8%	7.9%		
	110	103	120	109	98	94	86	83	90	83	114	91		
Very certain; I'm sure we have something that is regionally distinctive	82	126	68	106	45	45	43	52	31	26	51	54	729	
	11.2%	17.2%	9.4%	14.5%	6.2%	6.2%	5.9%	7.1%	4.3%	3.5%	7.0%	7.5%		
	99	139	96	144	91	95	71	68	84	92	102	87		
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003	
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%		

# 6 The nature values-driver

- 6.1 The responses discussed above are clearly driven by values - in other words although this is not the only factor, the values of respondents are exerting a very large influence on whether they tend to believe there is a rich or barren landscape, or if it is worth saving or not. Although apparently about 'facts', because all respondents have so little knowledge, it is their outlook on life in general and nature in particular which is driving their evaluation of 'marine landscape conservation'.
- 6.2 Here again is the Nature Attribute Values Map (the core *Nature* statement is: 'I believe that we should care for nature and that it's important to look after the environment.')

## Nature Attribute

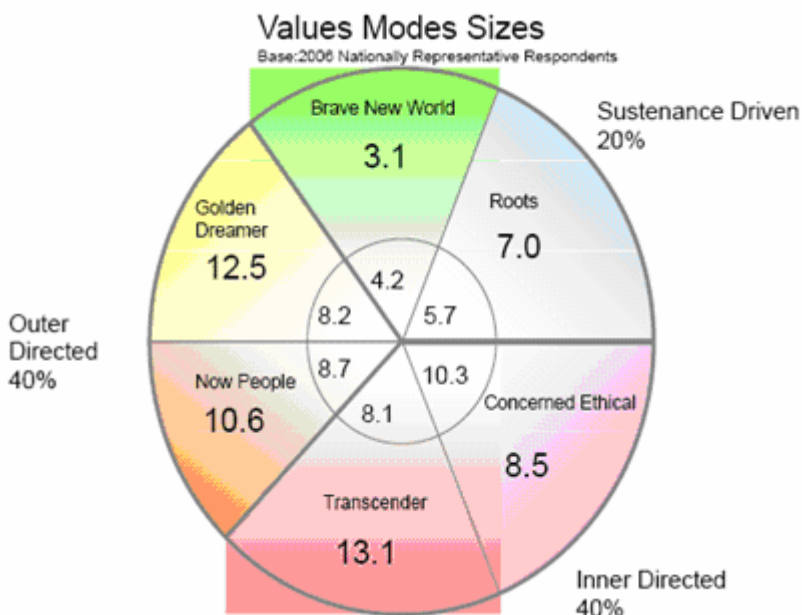


Red = positive association, orange weaker positive, white neutral and blue strongly negative, green weaker negative.

**Figure 6** Nature attribute values map

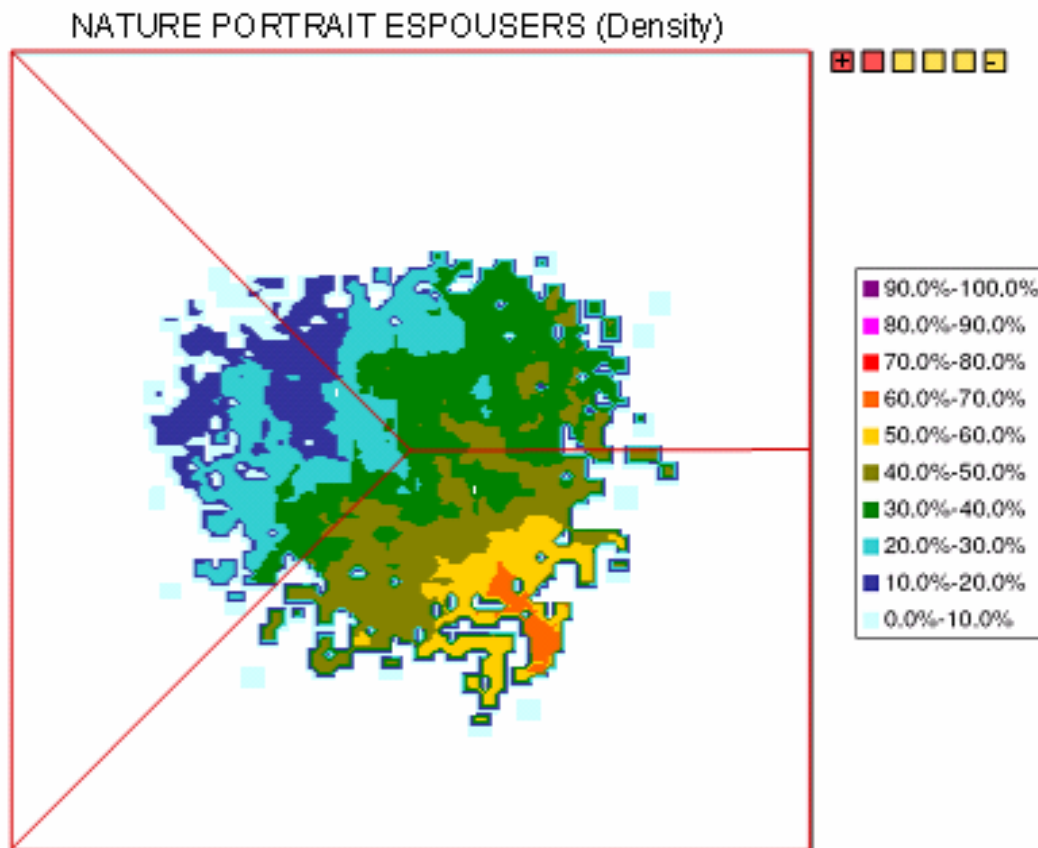
- 6.3 The Map shows that *Nature* and the other Attributes also espoused by the people who agree strongly with *Nature*, are tightly clustered. They fall almost entirely in one portion of the map - The Pioneer (Inner Directed) part.

- 6.4 This is an area familiar to all environmental advocates and campaigners as these are their usual targets<sup>30</sup>: the people who have shown most propensity to change behaviour in the past so populate databases and models of ‘successful campaigns’. The Pioneers are most ‘warm’ to Nature but the key to reaching the Prospectors, who are coolest to Nature, is activity and other attributes of experience, such as sensation, excitement and visible success or enjoyment of their children.
- 6.5 The real problem for wide-reaching or long-term environmental efforts is now to engage the rest of the population - the 60% who are Settlers and Prospectors. These people are not nearly so convinced by the present programmes, policies, communications and campaigns. These two Maslow Groups will have their behaviour changed to more appropriate and sustainable environmental activities by an *indirect rather than direct appeal* - an appeal that is rooted deeply in their very different values systems.
- 6.6 This cannot be achieved simply by projecting existing ‘products’, even less ‘messages’ at new audiences. New offers and mechanisms are required - such as the children’s workshops to create things to ‘take away’ and the submersible motion ride - the Undersea Landscape Explorer - planned for marine outreach by Natural England. This needs a conscious deliberate design process because producing ‘Pioneer-only’ product is built into most environmental organisations due to their Pioneer dominated culture.
- 6.7 In other words, they may help protect nature but not by selling them ‘protection of nature’, marine or otherwise.
- 6.8 Figure 7 shows the Values Modes distributed around the map with their proportion in the UK population. (The central Modes are, anti-clockwise from Smooth Sailing at 5.7%, Certainty First, Happy Follower, Tomorrow Person, Flexible Individual and Transitional).



**Figure 7** Proportion of UK population in each values mode

<sup>30</sup> By this we mean de facto targets, those who hear, see and respond to ‘messages’, not those who NGOs or public bodies may say they are targeting. However this difference is less significant than it may sound because regrettably few communication efforts are actually even delivered to, let alone ostensibly intended for, non-Pioneer segments



NATURE - They strongly believe that people should care for nature.  
Looking after the environment is important to them.

**Figure 8** Nature attribute plotted as a gradient

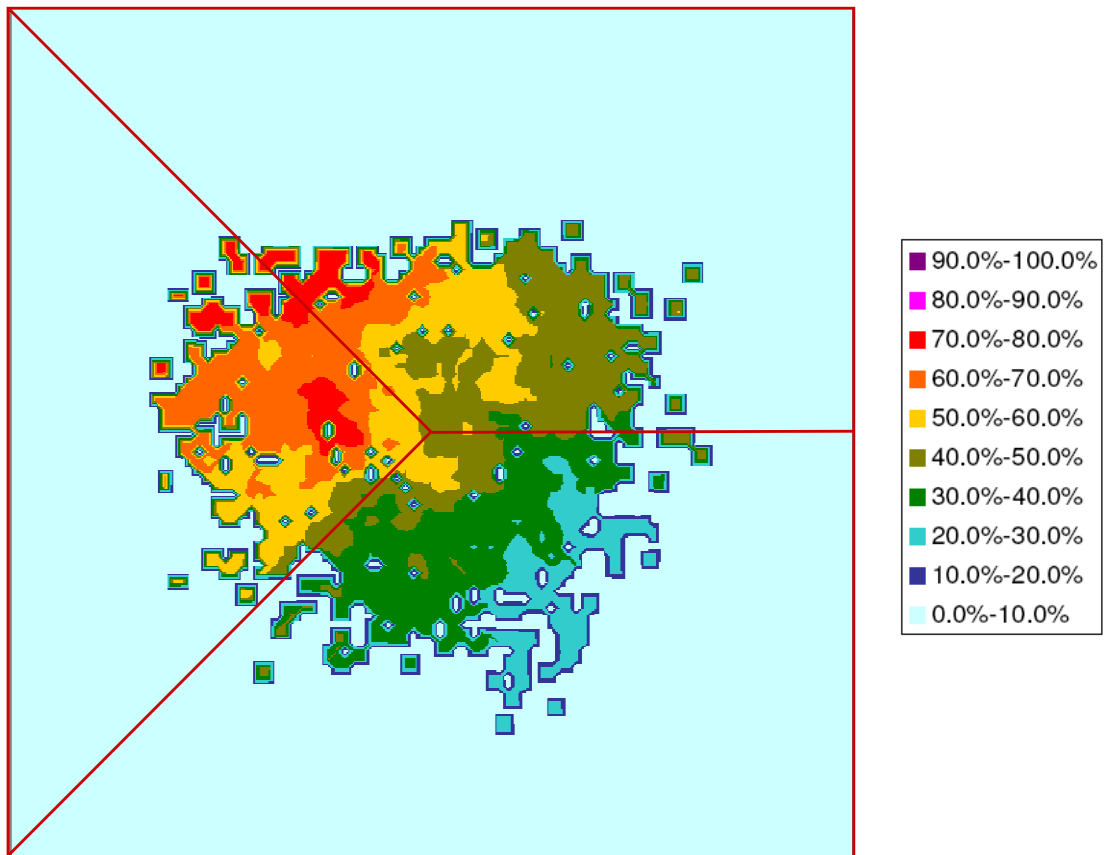
6.9 Nature espousers have:

- Almost total support by Pioneer;
  - having a core in CE (60%-70%)
    - the CE core is skewed to the outside
  - supported by most CE at 50-60%
  - supported by most TX at 40%-50%
- 'Patchy' in support by Settlers;
  - some support by Roots at 40%-50%
  - most support is by Roots at 30-40%
  - BNW has much lower support - mostly between 10%-30%, and
- No significant support in Prospectors at all.

6.10 These results closely mirror those of the marine questions in the tables above - the Values Modes most optimistic about there being diverse or worthwhile landscapes to protect are also those who feel in general that nature should be protected.

6.11 Figure 9 shows the rejection of Nature. In other words these people are not simply disinterested but actively reject the idea. It is notable that this is a more pronounced divider than the previous espousal test. (As in all these studies the espousal or rejection are tendencies - it does not mean that everyone in these areas says yes or no, simply that there is a bias - and the biases shown here are statistically significant).

### NATURE REJECTERS (Density)



**Figure 9** Rejection of nature plotted as a gradient

6.12 This independent survey of values shows that the scepticism and pessimism about marine landscapes revealed in the Natural England study reflects the underlying rejection of Nature (the red-orange-yellow areas) by some Prospectors and Settlers. This is at its most pronounced in the Golden Dreamer (OD), Brave New World (SD) and Happy Follower Modes (OD).

# 7 Other factors

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- 7.1 The full tables of the quantitative work (see Appendix 2) also give a detailed insight into the regional breakdown and the relationship between socio economics, age and values, and other insights. They show greater optimism in the South West for example.
- 7.2 Overall the quantitative work bears out the findings of the KSBR work, and confirms it as a template for developing communications. It should be noted that the qualitative work is more useful in this respect than the quantitative polling.



# Appendix 1 Responses to open ended question in Seascape Survey

**Table A** Verbatim results to uncoded question as collected by Global Market Insite

Q_Q5_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?					
No	Jellyfish	Crabs	Fish	No	Plankton
No	Not sure	Fish	No	Cod	Seaweed
No	Seaweed	Fish	No idea	Samphire	Crabs
Corals	Seaweed	No	Crabs	Generally less fish particularly cod	No
Crabs	None	Crabs	No	I do not possess enough knowledge to pass educated comment	Cod
Various 'plants'	Rocks	Fish	Sea weed	Estuarial mudflats	No specialist fauna
N/A	Reefs	Fish	N/A	No	No
Coral	Crabs	No	Coral	Fish	Crabs
Robin hood bay - lots of fossils!	None	Lobster	Lobsters	Cornish Sole	Seaweed
?	Sea urchins	Cockle beds	Scallops	Chalk	Plankton
Hunstanton	No	Cockles	Coral	Elvers	Fish
North sea fish	Bullheads	Crabs	Seaweed	No	Seaweed
Coral?	Seaweed	Seaweed	Shellfish	No	Crabs
Mud flats	No	Various fish and crustaceans	Don't know	Lobster	No
?	Southend victoria	Cuttlefish	No	Rubbish	No
Boots	N/A	Fan corals	Octopus	Fish	Crabs
Seaweed	Cod	No	Mud flats	Brown shrimp	None known
Kelp	Fish	Coral	Fish	No	Molluscs
None	~?	Reefs	No	No	Cockles
Fish	Fish	No	None	Cockles	Don't know

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

A new species previously undiscovered but bred around the coasts of England	No	Flat rocky areas	Crabs	Mussels	N/A
No	No	Mussel beds	No	Cod	N/A
Cod	Weed	White fish	Don't know	Kelp	No
Jelly fish	Fish	No	Sunken boats with marine life	Crabs	Fish
Seaweed	Kelp	Kelp	Crab	No	Not sure
Oysters	Seaweeds	Seaweed	Cod	No	Dolphins
No	None that come to mind	Seaweed	Conger eel	Crabs	Fish
No	None	Jelly fish	Cod	Don't know	No
Barnacles	Fish	Mainly mud	Fish	Don't know	None
N/A	Marine Life	Lost city of Dunwich	Fish	N/A	No
No	Fish	Fish.depleted	Crabs	Seaweed	Fish
Coral	Lobsters	No	Fish	No	No
No	Seals	Coral	No	Dolphins	Seaweed
Shell fish	Fish	Lots of species of fish	Deep fissures	-	Crabs
Seaweed	No	Cod	Crabs	Seaweed	Small fish
Star fish	None	Kelp	Crabs	No	No
No	All of it	None	No	No	Crabs
No	Not around London no	Jellyfish	Seaweed	Moss	Crabs
No	Reefs	Crabs	Fan coral	Pebbles	No
Corals	Jellyfish	Fish	Seaweed	Sea urchins	No
Crabs	Not sure	Fish	Lobster	Crabs	No
Various 'plants'	Seaweed	No	Fish	Seals	Crabs
Crabs	None	Not off hand	Don't know	No	No
Crabs	None	No	Eels	No	No
Seaweed	Mussels	Don't know	No	No	No
Seaweed	Starfish	Muscles	No	Nope	Crab
None	None	No	Some sand	No	Seaweed
No	Cockles	Cod	Kelp seaweed	Seaweed	Cod

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	Fish	No	Seaweed	No	N/A
Crabs	Not sure	Seaweed	Seahorses	Seaweeds, Kelp, & Laverbread	Cold coral reef
Fish	Reefs from sunken ships	No	Can't remember	Crustaceans	Seaweed
Crabs	Sea anemones.	Crabs	Wreck diving	Don't know	No
Sunken vessels	Nothing specific	Crustaceans	Fish	N/A	No
Seaweed	Dolphins	Fish	Seals	Shipwrecks	Starfish several different types
No	Fishes	Seaweed	Jelly fish	Kelp fields	Seaweed
Crabs	Cockles	Crabs	Seaweed	Cockles	Excellent feeding grounds for a variety of birds when at low tide
No	Fish	Seaweed	Deep water fish	Plankton	Water vole
Kelp	Not sure	Null	Sorry no	Cod	Mussels & prawns
Oxygen giving plant life	Spotted dogfish	Prawns	Sea anemones	Fish	Sea lions
No	Coral	No	Fish	Starfish	No
Cockles	No	Shellfish	Lobsters and crabs	No	No
Seaweed	Seaweed	No	Seaweed	Seaweed	Fish
Don't know	None	Coral	Crabs	Rock pools	Reefs
Whales	Shellfish	Sea horses	Not sure	Seaweed	No
Dolphins	Seaweed	No	Seaweed	No	N/A
Seaweed	Fish	Can't think	Pollution	None	Coral
Eroded seabeds	None at the moment	Oysters	Crabs	No	Seaweeds
No	Coral	Seals	Star fish	Fish	No
No	No	Estuary creatures	Seaweed	None water too dirty	No
Sealife	Jurassic coastline would continue under the sea	Coral	Crabs	Shellfish	Crustaceans
N/A	Rich with crabs	Seals	Fish	Wrecks	Octopus
General plantlife	Shell fish	No!	Cockles	Kelp	Various crustaceans and molluscs
N/A	Many shipwrecks	No	None	None	No

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	No	No	No	Coral	Crabs
Urchins	Seaweed	Star fish	Fish	Lobster	Wrecked ships
None	Seals	Crabs	No	No	No
Seaweed	Cockles	No	Crabs	Seaweed	Seahorses
Porpoise	No	Fish	Sea shells	No	Plankton
None off hand	Crustaceans	Crabs	Wading birds	No	Mussels
No	N/A	No	No	Shellfish	Trout
No	Seaweed	Fish	No	Sea food	Cockles
No	No	Shipwrecks	No	No	No
Fish	None	Crabs, prawns, & oysters	Don't know	No	Seals
No	Mussels	Jelly fish	Don't know	Krill	Shipwrecks
No	N/A	Plankton	N/A	No	Cod
Crab	No	Sea anemone	Crabs	N/A	Various sea weeds
No	Rubbish	Seaweed	Shark	Not really	Fish
Fish	Shells	N/A	Sea bass	Cockles	None
Corals	N/A	Don't know	Sea weed	No	Cod
No	No	Bladder wrack	No	Coral	Coral
No	No	Molluscs	No	No	Crabs
Seaweed	No	No	Plankton	No only Seaweed	No
Do not know	No	No	Sea weed	Fish	No
No	None	None	Sea urchins	No	No
Coral	No	Fish	?	None	Fish
Bass	Coral reefs	Basking sharks	Sea weed	No	Crabs
Seaweed	None	Sorry I don't know	No	Seals	Sea weeds
Lobsters	Seaweed	Don't know	None	Crabs	Seaweed
Wrecks	Newts	Jelly fish	Sea anemones	No	Don't know
No	No	Seaweed	Seaweed	No	Sea horse
None	No	Crabs	Don't know	Crabs	Flat fish
Edible fish	Seaweed	No	N/A	No	No
Seahorse	Crabs	Don't know	Nudibranch	Don't know	Seaweed

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

Cod	Jellyfish	None	Don't know	No but the region is well known for being an area of natural outstanding beauty	Crustaceans
Crabs	No	None	No	Hills	Fish
N/A	No	No	No sorry	Don't know	Jelly fish
None	Plants	Don't know	Starfish	Jellyfish	Flat fish
Cod fish	Crabs	Corals	Small basking sharks	Sea urchins	No
None	No	No	No	Don't know	Not sure
No	No	Crabs	N/A	Coral	Marine life scientific interest.
Sea weed	Not sure	No	Shipwrecks	Seaweed	Crabs
Sharks	Jelly fish	Sea weed	None	Crabs	No
Starfish	No	Mostly stones with some sand	Anemones	None	Seals
Fish	Not really	No	No	None	Sandbanks
No	No	Oysters	Mostly sand but with rocky bits. Mostly seaweed	Sand banks	No
Crabs	No	Crabs	Jellyfish	Galleons	No
No	.....	No	N/A	Seaweed	Small sea creatures
No	Fish	None	Starfish	N/A	No i cannot
Jelly fish	Various shark species	Plankton	Barnacles	Cockles	None
Rocks	Seals	Only the usual habitat	No	Dolphins	Varieties of fish
Fish	No	No	Sea urchins	Out from the Chilterns and being exposed off the Norfolk coast with lots of sea animals living in. Leatherback turtles	Seahorses
Seaweed	N/A	Don't know	Sea weed	Crustaceans & coral	Different kinds of seaweed
No	No	Seaweed	Dolphins	Mackerel & crustaceans	Sea weed

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

Crabs	Fish	None	None	Various seafoods	Mussels
Plenty of seaweed	None	No	No	No	Seaweed
Don't know	Not familiar	Something must be worth saving	Dolphins	Cod	No
Crustaceans	Seals	Crabs	Sea weed	Crabs	Not sure
Don't know	No	None	Star fish	Nope	N/A
No	Seaweed	Crabs	Sharks	Oysters	Sea life
No	Coral	Starfish	Seaweed	No	None
No	No	Shipwrecks	Tectonic plates	Don't know	No
None	Sea weed	Coral	Crabs	No; I live inland!	No idea
Plenty of molluscs/crustaceans	Fish	Crabs	Do not know	None	No
Seal colony	Seaweed	Seaweed	Algae	Fish	Shellfish
N/A	Seals	No	Fish	No	Oil cans
No	Don't know	No	No	N/A	Not sure
All seaweeds	Don't know	Sea horses	Sand banks	Seaweed	Cockles
Crabs	Seaweed	No	No	Salmon	Salmon
No	N/A	No	No	Coral reefs	No
Seaweed	Sea anemones	Soft corals	Crabs	None	Seahorses
Flat fish	Don't know	No	Crabs	Mor	N/A
No	Saf	Crabs	None	Seaweed	No
Anemones	Asdasdasdsad	No	Roman fort	No	No
No	There's a coral reef off the coast of Swanage in Dorset	Sea weed	Shell fish in general	Seals	Shells
Marine life	Sea weed	Fish	Seaweed	Seals	Different types of fish
Fish	Cockles	Sand banks	No	Fish	N/A
No	Jellyfish	Mussels and clams	Whales	Basking sharks!	I have no idea
No	Kelp	Don't know	Shrimp beds	Mussels	No
Crabs	No	Don't know	No idea	Cod	No
No	Seaweed	Err	Fish	No	None
Seals	Stickleback	Large sandbeds	Reefs	Seals	Seaweed

Table continued...

Q_Q5_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?					
No	Fish	kjhgf	No	Moss	Wrecks
Sea Plants	None	Amphipods	No sea	No	Sea weed
Seaweed	A	Various crustaceans	No	Crabs	Don't know
Shoals containing various creatures and plants	Anemones	Chalk reefs at Flamborough support seaweeds & invertebrates	The wash	Not sure	No
Rocks	Old ship wrecks	Crabs	Bronze age villages	b	Starfish
Shrimps	No	No	Wrecks	Starfish	None
Oysters	Basking shark	Crabs	Many types of seaweed	None	N/A
Crabs	Plankton	Kelp	Mud	Sand	Lobster
No	Seaweed	Lots of rock formations	Reefs	Crabs	No
Crabs	Seahorses	Nothing in particular/don't really know what you're getting at.	Crabs	Coral	Eels
Fish	Jellyfish	Starfish	Seaweed	Sea weed	Crabs
Not sure	Can't think of any	Fish	A large variety of fish	Fish	Corals
None	Kelp	Crabs	Coral	Crabs	Fish
None	No	Algae	Seaweeds & lichens	No	Fossils
Fish	No	Crustaceans	Seaweed	None	None
Crabs	Coral	Seaweed	Urchins	Fish	Crabs
Not sure	Kelp	Don't know	nk	Oysters	No
Crabs	No	Coral	Plankton	No	Crabs
Fish	Crabs	Seaweed	Chalk honey combs running	None	Fish
No	No	No	No	Fish	Coral
Unsure	Corals	Mussels	No	N/A	Reef plants
None	No	Corals	Fish	Crabs	Fossils
Seaweeds	No	Seaweed	Nope	None	Crabs
Devonshire cup coral	Star fish	Barriers	None	No	N/A

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	I don't really know anything about the seabed	No	Fish stock	Crab	No
Seals	Rocks	Coral	Fish	Crabs	Shellfish
Coral	Crabs	N/A	Coral reef	Don't know	No
Plants	Not sure	Algae	Star fish	Crabs	Mud flats
Plastic bags	No	Unknown sorry	Seahenge	Starfish	Sponges
Coral	No	Fish	Seaweed	Urchins	Eroded coastline
No	Ship wrecks	Cod	Mussels	Cod	None
No	Not sure	No	Don't know	Cockles	Sea fish
General marine life	Basking shark	It's all been killed	Sea horses	Sea urchins	No
Don't know	No sorry	Nope	Crabs	N/A	No
Seaweed	More exotic fish due to warmer waters	Starfish	No	Seaweed	Don't really know
Crabs	Not sure	No idea	Kelp	Crabs	Crabs
Scallops	h	N	Fish stocks	Crabs	No
N/A	Crabs	Seaweed	No	None	No
Wrecks off our coast	Seabed	No	Coral reef	Crabs	No
.	No	N/A	No	Lichen	None
Seaweed	None	No	Ship Wrecks populated by undersea creatures	Don't know	Not as variegated as ought to be given the centuries of man-made pollution for which we are all industry in particular responsible
Crabs	Fish	No	Silt flats of the wash	Don't know	Coral
No	None	Reef	Ormers	N/A	Naze area remains
Cockles	Star fish	Don't know	Crustaceans	N/A	Coral
Jellyfish	No	No	Crab	Samphire	No
Shrimps	Sea shells	None	None	Don't know	No
Sea anemones	Coral	Sand flats	Seaweed	No	No
Don't know	Not sure	No	No	No	No

Table continued...



Q_Q5_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?					
Sea kale	N/A	Seaweed	Crabs	Sea plants	No
Maplin sands	No	No	Crabs	Not sure what this question is asking	Sandbanks
Don't know	Crabs	No	None	Starfish	No
Shellfish	Foliage	Seaweed	Nurse shark	No	Kelp beds
Sea anemones	N/A	Crabs	None	No	No
Seals	Wrecks such as the Scilla used to encourage the creatures and plants	Sand	No	No	Salmon
Oysters	Mussels	No	Fish	Seaweed	Don't know
N/A	Sea anemone	Crabs	Sea lion	Moss	Crabs
Crustaceans	No	None	Crabs	No	Crabs
No	No	Sand banks	Hills	Don't know	Not sure
Crabs	Seaweed	No	Mussel beds	Fish	Sandbanks
No	Don't know	No	Cockles	Limpets	Many types of fish
Not sure	Starfish	Starfish	Local fish	Starfish	Not sure
Crabs	No	No	No	Seaweed	No
Mussels	None	No	Crabs	Seaweed	Crabs
Plantain	No	Fish	Old warships	Seashells	Whales
No	Crabs	Crustaceans	Sand sharks	No	Crabs
Seaweed	Sea pinks	Seals	Winkles	Crabs	Not sure
Jelly fish	Rays	None I live in the Midlands nowhere near the sea	No	Marine life	Cuttlefish
No! sorry	No	Crab	No	Dog fish	Crabs
Cockle beds	Unsure	Seaweed	No	Crabs	No
No	No	N/A	Cockles	No	Crabs
Cod	Mussels	Lugworms	Seaweed	Crabs	Seaweed
/	Fish	Seals & other sea mammals	Don't know	None	Sea horses
Rocks	No idea	Coal	Cold water corals (Scotland)	No	Seaweed
Crabs	Fish of some sort	Crabs	Starfish	Seaweed	Seaweed
No	No	No	Don't know	No	Crabs

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

Crabs	Fish	None	No	Urchin	None
Gravel	Crabs	Newts	No	Herring	No
Not sure	No	Crabs	Seaweed	Clams	Seaweed
No	No	Seaweed	Dont know	Seaweed!	Pearls
Crabs	Cockles	No	No	Star fish	No
Cockle beds	No	Jelly fish	Dont know	Don't know	Sea cucumber
Seaweed	Fish	Seaweed	Haven't a clue	Don't know	Sea urchins
None	N/A	Plates	Dolphins	Brighton	No
Oysters	Starfish	Crabs	Razorfish	Jurassic coast in Dorset	Mussels
Don't know	None	Seaweed	N/A	Don't know	Seaweed
No	No	Not sure	Don't know	N/A	No
Cockles	None	Sea weed	Don't know	No	Caves
Various seaweeds	n	None	Unsure	Seaweed	No
Dolphins	o	?	No	Whelks	Lobsters
Seaweed	None spring to mind	No	Dolphins	Not sure	Don't know
Crabs	None	Coral	No	No	Deep channels
No	N/A	No	Crabs	No	No
Dolphins	Seaweed	Coral	None	No	Dolphins
None	None	None	No	None	No
No	Seaweed	?	Jelly fish	Crabs	No
Not sure	Seals	No idea	Seaweed	N/A	Rocky
Crabs	Seaweed	None	Crabs	No	Unsure
?	None	Not sure	No	Red chalk	Crabs
Oysters	No	Anemones	No	Coral	Crabs
No	Seals	No	Sea weed	Seals	None
Coral	I wish I could	No	No	Seaweed	No
Don't know	Unfortunately no i cannot	Seaweed	Crabs	Seaweed	None
Coral	Coral	Sea urchins	Fish	No	Seaweed
Some sort of small fish	?	The shingles	Nope	Dover sole	No
Seaweed	Crabs	Rock formations	Star fish	Crabs	No

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	N/A	Cod	Don't know	No	Shellfish
Crabs	Rock pinnacles & kelp beds	None	No	No	No
Wrecks	Don't know	No idea	Star fish	No	Seaweed
No	Samphire	Crabs	No	Seaweed	Crabs
None	Don't know	None	Limpets	None	No
No	Don't know any!	Sandbanks	Crabs	Crabs	Crabs
Seaweed	None	Coral	Dogfish	No	Jellyfish
Sea urchins	Crabs	Corals	Fish	Crabs	Seaweed
No	No	N/A	Corals	Rocks	Crabs
No	Whelks	Squid	Crabs	Crabs	Seaweed
Cold water reefs	Seaweed	No	Jellyfish	Crabs	No
Crabs	Shrimps	No	No	Crabs	Sea horses
Fish	Not sure	None	No	Rubbish	Seaweed
Not sure	Unsure	Shellfish	No	Fish	None
Crabs	Kelp	None	Starfish	None	Afraid not
Not a clue	No	Don't know	No	Sea horses	Sandy areas
None	No	N/A	No	None	No
No	Crabs	Fish	Oysters	No	No
No	Sandbanks	Fish	None	None	No
Seaweed	No	Jellyfish	No	Can't think of any	None
No	Sand eels	No idea!	Seaweed	0	No
Crabs	None	Cod	Don't know	Coral	Mostly slit and a few fish
Fish	Seaweed	Fish	Don't know	No	No
Seaweed	Wrecks	No	Whelks	Seaweed	No
Lobsters	Crabs	Not sure	Samphire	Sole	Mussels
Crabs	No	No	Seaweed	Eels	N/A
Oil	Seaweed	Seaweed	Urchins	Seals	Fish
Winkles	Filey Brig	Lichen	None	No	Fish
Crabs	Cod	Fish	No	Shellfish	None
No	Sea Urchins	Don't know	No	Don't know	No
Anemones	None	Dolphins	N/A	Don't know	Flat fish
Seaweed	No	Muscles	Shellfish	No	Scallops

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	None	No	No	Mussels	No
Shell fish	Fish	None	Sand	No	Sea weed
N/A	Seaweed	Crab	No	Crabs, winkles	Fish
Starfish	None	Marine invertebrates	N/A	No	Plymouth
Starfish	Crabs	?	None	Seaweed	Don't know
No	Seaweed	Seaweed	Crabs	N/A	N/A
No	Sandbanks	Not sure	Seahorses	Crabs	Ormers
Crabs	No	Crabs	No	Shipwrecks	Crustaceans
Seaweed	Sardines	Crabs	Rocks	Bottom well stocked with marine plants and life	Salmon
I don't know	Crabs	Seals	Not Sure	No	Seaweed
Bladderwort	Various fish	Sea horses	Crabs	No	No
No	Very few	Crabs	Crabs	Sandbanks	No
No	Seaweed	No	Shrimps	Fish	Crab
Crabs	Crabs	No	Fish	Crabs	Otters
No	Seals	Seaweed	Fish	No	Wrecks
None	Lug worms	No	Fossils	No	Plaice
Shipwrecks	Grey seals	Crabs	Starfish	Seaweed	Crabs
No	Fish	Coral	Seaweed	Kelp	Variety of fish
None	Sorry no	No	No	Sand/rocks/fault lines	Seaweed
Kelp	Seaweed	Lobster	No - I can't	None	Seaweed
No	No	Seals	No	Crabs	Crabs
No	Fish stocks	No	Sea weed	Seaweed	No
Cockles	No	Seahorses	No	No I live in the midlands which has no sea near it	Seaweeds, for example kelp
Widespread off-shore dredging for gravel	Fish	Crabs	No	No	Sea anemones

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

Unsure of names of specific seabed based landscape or plants but a wealth of shellfish and eels inhabit the seas in our region	Fish only	I am not a diver but I imagine	Not really	Fish	Anemones
Spurn point	Fish	No	Fish	No	Cod/Pollock
No	Rocks	Tidal mud flats	Mussels	Puffins	Cod
Seaweed	Shellfish	Sandbanks	None	Probably lots of sea weed	Gorgonia (Local coral)
Lots of fish	Jurassic coast underwater features	Seaweed	No	Shrimps	There is no sea anywhere near the region
Varieties of fish	No	No	No	Abundance of living creatures	Intertidal zone with diverse fauna
Cockles and other shellfish	Kelp	None	Kelp forests	Lobster	Sea urchins
Crab	Cod	Fish	Unknown	Anemones	No
No	No	No I cannot	Crabs	Anemones	Seahorse
Wrecks	Cockles and mussels	No	No	No	Crabs
Kelp	None	Fish	Cuttlefish	Crab	Cockle beds
None	None	No	Shellfish	Nothing special that I know of.	None
Crabs	Fish	Fish	No	Fish	N/A
Coral	Jelly fish	Seaweed	Wrecks & Ruins	Prehistoric remains	Oyster and mussel beds
Crabs	Not special	Various types of seaweed	Algae	Corals	No
Cod	No	Samphire	Remains of ancient habitations!	Shrimps	No
Kelp	Saline lagoons	Crabs & other crustacean	No	Do not know specific plants and fish names	Starfish
Fish	Crabs	Don't know	No	Plankton	No
No	Oysters	Bladder wrack	Plaice	Cromer crabs	Seaweed
None	A	Seaweeds	Fish	Hurd deep	Rocks

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

Nothing I can think of	Seaweed	Fish	No idea	Lobsters, crabs, razor fish, clams & lugworms	Unsure
Algae	None	Crabs	Mullet	No	Various types of seaweeds
Plant life	Starfish	Fish	Jellyfish	Seaweed	No
Oysters	Fossils	Seaweed	None	No	No
No	Shipwrecks	No	Cockles	Seaweed	Rocks
Seaweed	Wrecks off Devon/Cornwall	None	Coral	All of our species and plants need to be saved regardless of how unique they are	No
Seaweed	Cod	Fish	Seaweed	No	None
Oysters	No	?	Sea anemones	Not sure	None
Crabs	Shell fish	Anemones	Mussel beds, oysters & many varieties of fish	?	Kelp
The cliffs need protecting	Coal residue	None	Nothing	Crabs	Cod
Sea weed various types	Seaweed	Seaweed	None	Not really qualified to say	Seaweed/plants
Seaweed	Coral reefs	Molluscs	Ships	No	Samphire beds
None	Cod	We are not near any undersea	None	White sands	Thames estuary
Wide variety of life probably some ruins of flooded villages	Seaweeds	Not sure	Rocks	No	Anemones
Raw sewage	Sea anemone	Samphire	Nothing	Shell	Goodwin sands spawning grounds
No	No	Crabs	Sea horses	No	Don't know
Sea urchins	Small plants	Don't know about these	Varieties of seaweed	No	Crabs
No	Fish	No	Corals	Seaweed	None
No	Kelp	Fish	No	No	Seaweed
Crabs	Dolphins	Not off the top of my head	Shipwrecks etc	N/A	Rock pools
None	Seaweed	None	Oysters	No	Crabs
Seaweed	Octopus	Shellfish	Crabs	Crabs	Sea anemone

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	No	No	Crabs	Seaweed	No
Scallops	Algae	Do not know	Not a lot	Rock	Plants
None	Fish	Crabs	Beds of seaweed	Types of seaweed	Crabs
Oyster beds	No	Seaweed	Don't know	Soft coral	Fish
No	No	No	Jurassic coast	Fossils	Coral
Crabs	Seaweed	Coral	Wrecks colonised by	Crabs	No
Reasonable supplies of fish	No	Rocks oil gas sand	Crustaceans	Crab	Seals
No	Seaweed	Seaweed - bladderwort	Don't know	Ships	No
Variety	Not really	Shrimps	No	None	Crabs
None	Herrings	Crabs	Can't think	Eels	N/A
Flounders	Basking shark	Whelks	Do not know	Fish	Undersea plant life
Rock formation	Seaweed - bladderwort	Sea anemones	Crabs	No	No
Cockles, mussel, & Crabs any many	Fish of all kinds	Seaweed	Shellfish	No	No
Seaweed, sea urchins & sand	Seaweed	No	None	Seahorse	Kelp
Kelp	Anemones	No	Fish	Rocks	Don't know
Rock outcrops	No	Kelp	Seaweed	Seahorse	No
Lobster	None	Seaweed and sea plants	No	Jellyfish	No
Plankton	No	Coral	Fossils	No	Prawns
Evidence of early human and animal activity	Submerged village	Seals	Dolphins	Algae	No
Coral	Mussels	No	Jelly fish	N/A	Kelp
Jellyfish	N/A	Fish	Fish	No	Jelly fish
Starfish	Shell fish	Lost landmarks	Seaweed	Don't know	None
Sorry no	Don't Know	N/A	Fish	Don't know	Crabs
Crabs	Coral	Dolphins	Fish	Molluscs	Fish
Sea life	Fish	Seahorses	Seaweed	Seaweed	Seaweed
No	Dolphins	No	No	No	Crabs

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	Cod	Crabs	No	No	Seaweed
No	No	Rocks	Deep caverns	Starfish	No
Fish	None	Sunken villages producing rocks	Seals	No	Crayfish
None	Sand bars	Seaweed	Seaweed	No	Limpets
Crabs	No	Urchin	Fish	Crabs	No
Different varieties fish	Seaweed	Seaweed	Seaweed	Starfish	No
Crabs	Seahorses	Seaweed	Turtle	None	Fungi
Anemones	Wrecks	None	Crab	No	N/A
Crabs	Otters	Fish	None	Es	Very rocky area
Scallops	Cockles	Don't know	Seaweed	Crabs	No
Fish	Crabs	Habitat from when we where joined to the rest of Europe	Fish	Kelp and seaweed fields	No
Crab	Coral reef	Crustacean	Seaweed	Flat fish	No
Cod	None	Fossilised forest	Coral	Crabs	Seaweed
Starfish	None	Crustaceans	Crabs	Seaweed	No
No	Jellyfish	Dolphins	No	No	Starfish
No	Not sure	Small creatures	Fish	No	Rocks
Do not know	No	Do not know	No	Living corals	Crabs
Don't know	No	Lobsters, crabs etc.	Not sure	Crabs	I can't remember
Certain corals & seaweed	No	Nothing	Seaweed	N/A	N/A
Seaweed	Fish	I don't know of anything specific to this region	Crabs	Crabs	Don't know
Fish	Cod	None	Flatfish	Shrimps	Cray fish
Crabs	Shellfish	Don't know	Carp	No	Don't know
Shellfish	Marine life	Crabs	Basking shark	Uneven	Not sure
Seaweed	Seaweed	Variety of cold water fish	No	No	No
No	Rocky ledges for sea life to live	Cod	Reefs	Mussels	Seaweed

Table continued...



**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

Kelp	The North Sea covers an untouched prehistoric landscape as well as drowned villages and towns near the coast	Crayfish	Coral reef	Shrimp	Crab
Flat fish	No	Crabs	Sea bass	Coral	No
Seals	Cockles	More crabs	Tidal mudflats	Seaweed	Mussels
Sea weeds	Fish	Sorry no	Sea life	Oyster beds	Don't know any
No	Kelp	Caves	Anemones	Not a scientist	Crabs
Various types of fish and vegetation	No	Fish	No	Seals	Shipwrecks
Crabs	Bubble seaweed	Crabs	N/A	Weed	Crabs
Not sure	Seaweed	Various sea weeds	Tropical fish and sea fish	Corals	Not sure
Don't know	Fish		No	Mussel beds	Coral
No	No	Coral	No	?	No idea
Seaweed	Not sure	Crabs	None	Sewage	No
No	Seals	Caves	No	No	Starfish
Shell fish, lobster, crabs & shrimps	Coral	Don't know	Not sure	Eels	Fish
Fish	No	None	Not sure	Seaweed	
Jellyfish	Crabs	No	Deep trench 13m off Littlehampton	Crabs	No
Seaweed	No	Crabs	No	Crabs	None
No	Rock sea lavender	No	Crustaceans	Salmon	Rubbish
Carp	Fish	Seals	No	None	Sand
No	Seaweed	Crabs	Flora	No	Eels, octopus & ray
Seaweed	Seaweed	Crabs	Don't know	No	Historic ships
Not sure	Crabs	No	Crabs	Kelp	Various seaweeds
Nothing	No	The Crown Estate	No	Fish	Kelp
Seaweed	Mackerel	No	Fish	Shipwrecks	No
Corals	Crabs	No	No	Shrimps	Kelp

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	Star fish	Unsure	No	No	Seaweed
Seaweed	Fish	No	No	Rejuvenate sea life in all aspects	Starfish
Jellyfish	Plankton	Clam	Fish	Don't remember	B
Seaweed	Crabs	No	Crabs	Don't know	Crabs
Crabs	No	Coral	No	Algae	Fish
None	Crabs	No	Seaweed	Ree	Nope
Crabs	Clams	Seaweed	Stones	N/A	Crabs
No	Kelp	N/A	Shellfish	No	I am not sure
Sea anemones	No	Fish big fat fish	Small reefs	Urchins	Cuttlefish
No	Shellfish	No	No	Sans	Jelly fish
No	No	Not really	No	Fish	Unsure
Cockles	No	Fish	None	Coral	Coral reef (west coast)
Seaweed	None	Cockle beds	Crabs	No	Crab
Crabs	Seaweed	Fish	Plaice	Seahorses	Octopi
No idea	Crabs	No	Shell	Crabs	Octopus
Shellfish	Marine life	Good	No	Nothing springs to mind	Don't know
N/A	Don't know	None	None	Underwater plants	Thames
N/A	None	No	Not sure	Rock pools	Algae
N/A	Not sure	Seals	Unsure	Sole	Seaweed
Shells	Not sure	No	Nothing I can think of	Sea slater	No
Kelp	Seaweed	Corals	Fish	No	Crabs
Star fish	Dolphins	Eels	Wrecks	Shellfish	None
Octopus	No	None	None	No	Oyster catchers
Jellyfish	Not really	No	No	No	Ecosystem
No	None	None	No	Various seaweed	Reef
Coral	No	No	Crab	N/A	Fish
Crabs	No	Dolphin	Starfish	No	Seaweed
Fish	Not sure	No	Crabs	Crabs	Seaweed
Not really!	Don't know	Starfish	Seals	No	None
Can't think of any	Bottle nosed dolphins	None	No	None	No

Table continued...

Q_Q5_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?					
No	N/A	Crabs	No	Jelly fish	None
Crabs	Various species of shellfish	Fish	No	None	Sea urchins
Wrecks	Don't know	Seaweed	Unsure	Jellyfish	Don't know
None	None	Seaweed	None	Coral	Tellina fibula
Kelp	None	Don't know	Seaweed	Seaweed	No
Crabs/lobsters	Nematodes	Don't know	No	Crab	Weeds
Crabs	Coral	Seahorses	No idea	Seaweed	No
Sunken ships	No	Sea life	No	Do not know	Crabs
Cockles	No	Don't know	Plants	Crabs	Seaweed
Winkles	Shrimp/prawns	Muscles	No	Star fish	Swordfish
No	Crabs	No	Crabs	Numerous plant species	Fish
Fish	No	Seaweed	None	No	None
Rocks	No	Plenty of ship wrecks	Seaweed	Seals	No
Seaweed	Sharks	Wrecks	No	No	No
Continental shelf, biodiversity	No	Peat beds	Don't know	No	Cod
Cockles	Muscles	Crabs	Don't know	Crabs	Starfish
Seaweed	No	No	Jellyfish	No	No
Fish	Coral	Crabs	Increasing number of non-native warmth-loving species; for example, lionfish	No	No
Jellyfish	No	Crabs	Morecombe bay	To the south, the Wash is a special area of interest	Cod
Seaweed	Muscles	None	Homarus gammarus	Seaweed	N/A
No	Seaweed	Seaweed	N/A	Seaweed	N/A
No	No	No	Don't know	Starfish	No
Crabs	Coral bed (in danger!)	Crabs	No	Fish	Crabs
None	No	No	?Jellyfish	No	Nothing specific
Sea spiders	No	Unsure	Plant life	Dolphins	No
Wrecks	No	None	Sea otters	Fungi	No

Table continued...

**Q\_Q5\_T1 can you name any specific features of the undersea landscape or creatures or plants likely to be found on the seabed in the seas in our region?**

No	Kelp	Crabs	No	Kelp	Fish
None	Red sandstone	Crabs	Unsure	Normal fish	Sunken ships
No	Fish	Seaweed	Coral	Starfish	Dogfish
No	Sea lions	Seaweed	Cockles	Cars	General marine animals
N/A	Tuna	Sand	No	Don't know	No Derby is about as landlocked as you get in the UK
No	No	No	Not sure	Dfhdfg	No
Coral	Crabs	No	None	No	No
Pollution	Crabs	0	N/A	N/A	No
No	No	Not sure	Star fish	Mussels	No
Nothing	Crabs	Shells	Corals	Mammals like seals dolphins	Cod
Don't know	Seaweed	Coral	Crabs	Don't know	Crabs
Don't know	Seaweed	None	No	Petrified forest	Samphire
Don't know	Crab	Jelly fish	No	Starfish	Seaweed
Don't know	Don't know	Crabs	No idea	No	Starfish

Seaweed






# Appendix 2 Seascape Survey coded data results tables

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Seascape Survey, March 2008, from Cultural Dynamics Strategy & Marketing Limited.

A survey of 3003 British adults, aged 15+, resident in England. Internet data collection conducted by Global Market Insite, Inc.

## Table Format:

	= positive deviation significant at 97.5% confidence level
	= positive deviation significant at 95% confidence level
	= deviation not statistically significant at 95% confidence level (or above)
	= negative deviation significant at 95% confidence level
	= negative deviation significant at 97.5% confidence level

Number	= respondent count (weighted)
Row percentage	= percentage of (column) within (row)
Population index (as above)	= ratio of frequency in (row) to frequency in population

# Maslow Group (MG) - Survey results

**Table B1** Question 1 results - Maslow Group

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Maslow Group			Grand Total
	ID	OD	SD	
	37	72	44	154
Utterly featureless and barren	24.4%	47.1%	28.5%	
	56	146	117	
	148	143	111	402
Mostly barren with a few places where sea-life, such as plants and creatures, survive	36.9%	35.4%	27.6%	
	85	110	113	
	291	285	199	775
Generally barren but with quite a few places where creatures and plants survive	37.6%	36.8%	25.6%	
	87	114	105	
	483	290	243	1015
Quite well covered in undersea landscapes with living creatures and plants	47.5%	28.5%	23.9%	
	110	89	98	
	344	178	136	657
A variety of distinctive landscapes, some of which are unique to our region	52.3%	27.0%	20.7%	
	120	84	85	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B2** Question 2 results - Maslow Group

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Maslow Group			Grand Total
	ID	OD	SD	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	55	69	49	173
	31.8%	40.0%	28.2%	
	73	124	116	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	166	218	151	535
	31.0%	40.8%	28.2%	
	71	127	115	
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	302	243	163	708
	42.7%	34.3%	23.0%	
	98	107	94	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	642	340	304	1286
	49.9%	26.5%	23.6%	
	115	82	97	
A rich mix of undersea landscapes including plants, animals and features special to this region	139	96	66	301
	46.1%	31.9%	22.0%	
	106	99	90	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B3** Question 3 results - Maslow Group

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Maslow Group			Grand Total
	ID	OD	SD	
	27	67	32	126
Not at all sure; there's probably nothing special	21.2%	53.0%	25.8%	
	49	165	106	
	74	103	71	247
Fairly unsure; I doubt there's anything special	29.8%	41.7%	28.6%	
	69	129	117	
	241	262	182	685
Neither sure nor unsure	35.1%	38.3%	26.6%	
	81	119	109	
	581	349	285	1216
Fairly sure there's something worth saving	47.8%	28.7%	23.4%	
	110	89	96	
	381	185	162	729
Very certain; I'm sure we have something that is regionally distinctive	52.3%	25.5%	22.3%	
	120	79	91	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	



**Table B4** Question 4 results - Maslow Group

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Maslow Group			Grand Total
	ID	OD	SD	
	21	29	19	70
I'm not concerned, it doesn't worry me	30.8%	42.3%	26.9%	
	71	131	110	
	63	59	61	183
The situation is not as dangerous as it's made out to be	34.4%	32.2%	33.5%	
	79	100	137	
	269	174	169	611
The situation is dangerous, but it's not too late to restore the environment through action	43.9%	28.5%	27.6%	
	101	88	113	
	82	50	59	190
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	42.9%	26.2%	30.9%	
	99	81	127	
	262	234	141	637
Everybody should do something	41.1%	36.7%	22.1%	
	95	114	91	
	448	320	203	971
We are all responsible	46.1%	33.0%	20.9%	
	106	102	86	
	48	27	21	96
Government should legislate	49.9%	28.1%	22.0%	
	115	87	90	
	5	15	6	26
They should introduce an environment tax	20.8%	57.3%	21.9%	
	48	178	90	
	106	59	54	219
Companies should be made directly responsible	48.3%	26.9%	24.8%	
	111	83	102	
	1303	967	733	3003
<b>Grand Total</b>	43.4%	32.2%	24.4%	

**Table B5** D2 results - Maslow Group

D2 Are you male or female?

Sum of Weight Q_D2	Maslow Group			Grand Total
	ID	OD	SD	
	612	418	383	1413
Male	43.3%	29.6%	27.1%	
	100	92	111	
	691	549	350	1589
Female	43.5%	34.5%	22.0%	
	100	107	90	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B6** D3 results - Maslow Group

D3 What age are you?

Sum of Weight Q_D3	Maslow Group			Grand Total
	ID	OD	SD	
	43	26	6	75
15 - 17	57.0%	34.7%	8.3%	
	131	108	34	
	65	68	12	145
18 - 21	45.1%	46.7%	8.2%	
	104	145	33	
	45	80	16	142
22 - 24	32.0%	56.6%	11.4%	
	74	176	47	
	179	223	77	479
25 - 34	37.4%	46.5%	16.2%	
	86	144	66	
	262	218	144	625
35 - 44	42.0%	35.0%	23.1%	
	97	109	95	
	214	132	151	497
45 - 54	43.1%	26.6%	30.3%	
	99	83	124	
	205	118	147	469
55 - 64	43.6%	25.1%	31.3%	
	100	78	128	
	290	102	179	571
65+	50.8%	17.8%	31.4%	
	117	55	129	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B7** D4 results - Maslow Group

D4 What region do you live in?

Sum of Weight Q_D4	Maslow Group			Grand Total
	ID	OD	SD	
North	71	54	42	167
	42.4%	32.5%	25.1%	
Yorkshire & Humberside	98	101	103	323
	123	114	86	
	38.0%	35.3%	26.6%	
North West	88	110	109	347
	142	124	81	
	40.8%	35.8%	23.4%	
East Midlands	94	111	96	262
	112	70	80	
	42.8%	26.7%	30.5%	
West Midlands	99	83	125	253
	118	77	59	
	46.4%	30.4%	23.2%	
East Anglia	107	94	95	294
	142	76	77	
	48.1%	25.7%	26.1%	
South East	111	80	107	600
	249	206	146	
	41.4%	34.3%	24.3%	
South West	95	107	99	359
	176	102	81	
	49.1%	28.3%	22.6%	
London	113	88	93	396
	171	144	81	
	43.2%	36.3%	20.5%	
<b>Grand Total</b>	100	113	84	3003
	1303	967	733	
	43.4%	32.2%	24.4%	

**Table B8** SEG (Socio-economic group) results - Maslow Group

SEG (Socio-economic group)

Sum of Weight SEG	Maslow Group			Grand Total
	ID	OD	SD	
AB	418	326	135	879
	47.6%	37.1%	15.3%	
	110	115	63	
C1	348	280	168	796
	43.7%	35.2%	21.1%	
	101	109	87	
C2	115	136	97	348
	33.0%	39.0%	28.0%	
	76	121	115	
D	64	55	58	178
	36.1%	31.2%	32.7%	
	83	97	134	
E	358	170	274	802
	44.7%	21.2%	34.2%	
	103	66	140	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B9** D5 results - Maslow Group

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Maslow Group			Grand Total
	ID	OD	SD	
Senior Management or professional	127	114	32	273
	46.5%	41.8%	11.7%	
	107	130	48	
Intermediate managerial, administrative or professional	291	211	103	606
	48.1%	34.9%	17.0%	
	111	108	70	
Supervisor; clerical; junior managerial, administrative or professional	317	252	159	728
	43.5%	34.6%	21.9%	
	100	108	90	
Manual worker (with industry qualifications)	115	136	97	348
	33.0%	39.0%	28.0%	
	76	121	115	
Manual worker (with no qualifications)	64	55	58	178
	36.1%	31.2%	32.7%	
	83	97	134	
Unemployed	57	44	53	155
	37.2%	28.5%	34.3%	
	86	89	141	
Retired	301	126	221	647
	46.5%	19.4%	34.1%	
	107	60	140	
Student	31	28	9	68
	45.4%	41.7%	12.9%	
	105	130	53	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B10** D6 results - Maslow Group

D6 What is your marital status?

Sum of Weight	Maslow Group			
Q_D6	ID	OD	SD	Grand Total
	336	252	115	703
Single	47.8%	35.9%	16.4%	
	110	111	67	
	782	625	480	1888
Married/Living together	41.4%	33.1%	25.4%	
	95	103	104	
	130	74	100	303
Divorced/Separated	42.8%	24.3%	33.0%	
	99	75	135	
	56	16	37	109
Widowed	51.3%	14.5%	34.2%	
	118	45	140	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B11** D7 results - Maslow Group

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight	Maslow Group			
Q_D7	ID	OD	SD	Grand Total
	322	355	184	862
Yes	37.4%	41.2%	21.4%	
	86	128	88	
	981	612	548	2141
No	45.8%	28.6%	25.6%	
	106	89	105	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	

**Table B12** D8 results - Maslow Group

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	Maslow Group			Grand Total
	ID	OD	SD	
	24	20	2	46
Afro/Afro-Caribbean	52.0%	44.0%	4.0%	
	120	137	17	
	24	52	6	82
Asian (not Chinese)	29.4%	63.7%	6.9%	
	68	198	28	
	1212	848	716	2777
White (British or other)	43.7%	30.5%	25.8%	
	101	95	106	
	16	20	5	41
Mixed race	38.8%	49.2%	12.1%	
	89	153	49	
	5	7	1	13
Chinese	40.0%	50.7%	9.3%	
	92	157	38	
	21	19	2	43
Prefer not to answer/other	49.6%	44.6%	5.8%	
	114	138	24	
<b>Grand Total</b>	1303	967	733	3003
	43.4%	32.2%	24.4%	



# Values Mode (VM) - Survey results

**Table C1** Question 1 results - Values Mode

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Values Mode												Grand Total
	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	
Utterly featureless and barren	11	4	8	15	15	11	16	31	10	7	11	16	154
	7.0%	2.6%	5.2%	9.6%	9.6%	7.4%	10.3%	19.9%	6.5%	4.5%	7.3%	10.2%	
	62	21	54	95	140	112	124	189	128	117	107	118	
Mostly barren with a few places where sea-life, such as plants and creatures, survive	41	40	36	31	20	31	41	51	24	22	26	39	402
	10.3%	10.0%	9.0%	7.6%	5.1%	7.6%	10.1%	12.7%	6.1%	5.4%	6.4%	9.8%	
	92	81	93	76	74	116	122	120	119	142	93	114	
Generally barren but with quite a few places where creatures and plants survive	98	74	67	53	63	54	76	92	47	36	51	65	775
	12.6%	9.5%	8.6%	6.9%	8.2%	7.0%	9.8%	11.8%	6.0%	4.6%	6.6%	8.4%	
	112	77	89	69	120	107	118	112	119	120	96	97	
Quite well covered in undersea landscapes with living creatures and plants	122	138	112	111	58	60	74	98	41	32	77	92	1015
	12.0%	13.6%	11.1%	10.9%	5.7%	5.9%	7.2%	9.7%	4.1%	3.2%	7.6%	9.0%	
	106	110	114	109	83	90	87	92	80	84	111	105	
A variety of distinctive landscapes, some of which are unique to our region	67	116	68	92	49	41	43	45	31	18	41	47	657
	10.2%	17.7%	10.4%	14.0%	7.4%	6.2%	6.5%	6.9%	4.7%	2.8%	6.2%	7.1%	
	90	143	107	139	109	95	79	65	91	72	90	83	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C2** Question 2 results - Values Mode

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Values Mode												Grand Total
	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	19	9	11	16	15	11	9	34	13	12	9	14	173
	10.8%	5.4%	6.2%	9.3%	8.5%	6.6%	5.2%	19.7%	7.6%	7.2%	5.4%	8.0%	
	96	44	64	92	125	100	63	187	149	189	79	93	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	55	45	32	33	43	35	55	85	33	30	36	51	535
	10.3%	8.5%	6.0%	6.3%	8.0%	6.6%	10.4%	15.9%	6.2%	5.6%	6.8%	9.6%	
	91	69	62	62	118	100	125	150	122	147	99	111	
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	82	78	76	67	59	60	69	55	33	25	42	62	708
	11.5%	10.9%	10.8%	9.4%	8.3%	8.5%	9.7%	7.8%	4.7%	3.5%	6.0%	8.8%	
	102	88	111	94	122	129	118	74	92	92	87	102	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	146	194	144	158	60	72	97	111	57	33	102	112	1286
	11.3%	15.1%	11.2%	12.3%	4.7%	5.6%	7.6%	8.6%	4.5%	2.6%	7.9%	8.7%	
	101	122	116	122	68	86	91	82	88	67	115	101	
A rich mix of undersea landscapes including plants, animals and features special to this region	37	45	28	28	28	18	18	32	16	14	16	19	301
	12.4%	15.1%	9.3%	9.3%	9.4%	6.0%	6.0%	10.5%	5.4%	4.8%	5.4%	6.4%	
	110	122	96	93	138	92	72	100	106	125	79	75	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C3** Question 3 results - Values Mode

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Values Mode												Grand Total
	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	
	13	4	3	7	14	7	18	28	4	9	7	13	126
Not at all sure; there's probably nothing special	10.6%	3.2%	2.1%	5.3%	10.8%	5.4%	14.4%	22.5%	3.0%	6.9%	5.5%	10.4%	
	94	26	22	53	158	82	173	213	58	181	79	121	
	20	27	16	11	11	25	26	41	17	15	14	24	247
Fairly unsure; I doubt there's anything special	8.1%	10.8%	6.5%	4.3%	4.6%	10.1%	10.5%	16.5%	7.1%	6.1%	5.8%	9.6%	
	72	87	67	43	67	154	127	156	139	159	85	112	
	72	60	63	45	53	45	75	89	45	27	39	72	685
Neither sure nor unsure	10.5%	8.8%	9.2%	6.6%	7.8%	6.6%	10.9%	13.0%	6.6%	3.9%	5.6%	10.5%	
	94	71	94	66	114	101	131	124	129	102	82	122	
	151	155	142	134	81	75	87	106	56	39	95	96	1216
Fairly sure there's something worth saving	12.4%	12.8%	11.7%	11.0%	6.7%	6.1%	7.2%	8.7%	4.6%	3.2%	7.8%	7.9%	
	110	103	120	109	98	94	86	83	90	83	114	91	
	82	126	68	106	45	45	43	52	31	26	51	54	729
Very certain; I'm sure we have something that is regionally distinctive	11.2%	17.2%	9.4%	14.5%	6.2%	6.2%	5.9%	7.1%	4.3%	3.5%	7.0%	7.5%	
	99	139	96	144	91	95	71	68	84	92	102	87	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C4** Question 4 results - Values Mode

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight	Values Mode												
Q_Q4	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
I'm not concerned, it doesn't worry me	9	5	3	4	3	3	7	16	4	4	2	9	70
	13.5%	7.7%	3.8%	5.8%	4.9%	4.9%	9.8%	22.8%	5.4%	6.3%	2.7%	12.6%	
	119	62	40	57	72	74	118	216	106	164	39	146	
The situation is not as dangerous as it's made out to be	23	21	11	8	10	8	17	24	12	6	12	32	183
	12.4%	11.7%	5.8%	4.4%	5.6%	4.3%	9.3%	13.0%	6.5%	3.1%	6.5%	17.4%	
	110	95	60	44	82	66	112	123	127	80	95	202	
The situation is dangerous, but it's not too late to restore the environment through action	56	82	64	67	35	42	45	52	39	24	49	56	611
	9.2%	13.3%	10.5%	10.9%	5.7%	6.8%	7.4%	8.5%	6.4%	4.0%	8.1%	9.1%	
	82	108	108	109	84	104	89	81	126	104	118	106	
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	19	31	13	19	5	7	14	25	16	11	11	21	190
	9.8%	16.2%	7.0%	9.8%	2.4%	3.6%	7.1%	13.1%	8.5%	5.6%	5.6%	11.2%	
	87	131	72	98	35	54	86	124	168	146	81	130	
Everybody should do something	82	63	68	49	48	45	76	66	26	26	53	37	637
	12.8%	9.9%	10.7%	7.8%	7.5%	7.1%	11.9%	10.3%	4.0%	4.0%	8.3%	5.8%	
	114	80	110	77	109	108	144	98	79	105	121	67	

Table continued...

Sum of Weight Q_Q4	Values Mode												Grand Total
	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	
We are all responsible	120	116	94	118	86	64	69	101	44	32	57	70	971
	12.4%	12.0%	9.6%	12.1%	8.9%	6.6%	7.1%	10.4%	4.6%	3.3%	5.9%	7.2%	
Government should legislate	110	97	99	120	130	101	86	98	90	86	85	84	96
	3	16	13	16	2	6	8	11	4	6	3	8	
	2.8%	16.6%	13.9%	16.6%	2.3%	5.9%	8.2%	11.7%	4.5%	5.8%	3.2%	8.4%	
	25	134	143	165	34	89	99	111	89	152	47	98	
		4	1		2	7	1	5	1		3	1	26
They should introduce an environment tax	0	126	54	0	129	403	53	167	95	0	177	57	
	27	33	24	21	14	15	12	18	6	7	16	25	219
Companies should be made directly responsible	109	123	113	97	91	103	69	78	56	82	108	133	
	12.2%	15.3%	11.0%	9.8%	6.2%	6.7%	5.7%	8.3%	2.9%	3.1%	7.4%	11.4%	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C5** D2 results - Values Mode

D2 Are you male or female?

Sum of Weight	Values Mode												
Q_D2	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
Male	159	178	143	132	79	87	128	124	76	58	104	145	1413
	11.3%	12.6%	10.1%	9.4%	5.6%	6.2%	9.0%	8.8%	5.3%	4.1%	7.4%	10.3%	
Female	100	102	104	93	82	94	109	83	105	107	108	119	
	179	194	148	170	126	110	121	192	77	57	102	114	1589
	11.3%	12.2%	9.3%	10.7%	7.9%	6.9%	7.6%	12.1%	4.9%	3.6%	6.4%	7.2%	
<b>Grand Total</b>	100	99	96	106	116	105	92	115	96	93	93	83	
	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C6** D3 results - Values Mode

D3 What age are you?

Sum of Weight	Values Mode												
Q_D3	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
15 - 17	9	13	11	9	9	10	1	6	2	1	1	2	75
	12.5%	17.8%	14.3%	12.5%	12.1%	13.6%	1.5%	7.5%	2.5%	0.8%	1.7%	3.3%	
18 - 21	111	144	147	124	177	207	18	71	49	22	24	39	
	12.9%	8.3%	13.8%	10.1%	10.9%	12.5%	10.9%	12.5%	3.0%	1.3%	2.6%	1.3%	
22 - 24	19	12	20	15	16	18	16	18	4	2	4	2	145
	8.5%	5.6%	7.5%	10.4%	12.7%	10.4%	13.5%	19.9%	4.0%	1.8%	2.2%	3.5%	
25 - 34	114	67	142	101	160	190	132	118	59	34	38	15	
	9.5%	6.4%	12.5%	8.9%	8.0%	8.7%	12.3%	17.5%	4.0%	3.1%	4.0%	5.0%	
35 - 44	12	8	11	15	18	15	19	28	6	2	3	5	142
	12.2%	10.1%	10.1%	9.6%	7.6%	6.7%	7.8%	12.9%	4.6%	4.3%	6.0%	8.2%	
	75	46	78	103	187	158	163	189	78	46	32	41	
	45	31	60	43	38	42	59	84	19	15	19	24	479
	84	52	129	89	118	133	148	166	79	82	59	57	
	76	63	63	60	48	42	49	80	29	27	37	51	625
	108	81	104	96	112	102	94	122	90	112	87	95	

Table continued...

Sum of Weight	Values Mode												
Q_D3	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
	48	71	40	55	23	33	44	33	34	26	45	45	497
45 - 54	9.7%	14.3%	8.1%	11.0%	4.6%	6.6%	8.9%	6.6%	6.9%	5.3%	9.1%	9.1%	
	86	115	83	110	67	101	107	63	136	138	132	105	
	53	71	32	48	29	21	26	41	27	16	48	56	96
55 - 64	11.4%	15.1%	6.8%	10.3%	6.3%	4.6%	5.5%	8.7%	5.7%	3.3%	10.3%	12.0%	
	101	122	71	102	92	70	67	82	112	87	149	139	
	75	103	55	57	24	16	35	27	32	26	48	73	26
65+	13.1%	18.0%	9.6%	10.1%	4.2%	2.8%	6.1%	4.8%	5.6%	4.6%	8.4%	12.8%	
	116	146	99	100	61	42	74	45	109	120	123	149	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	



**Table C7** D4 results - Values Mode

D4 What region do you live in?

Sum of Weight	Values Mode												
Q_D4	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
North	11	20	20	20	11	5	17	21	13	5	11	13	167
	6.4%	12.0%	12.0%	12.0%	6.8%	2.7%	10.2%	12.9%	7.9%	3.0%	6.4%	7.9%	
	57	97	124	119	99	41	123	122	154	78	93	91	
Yorkshire & Humberside	33	27	27	36	26	19	28	41	18	13	26	29	323
	10.3%	8.3%	8.3%	11.2%	8.0%	5.9%	8.7%	12.6%	5.6%	4.1%	7.9%	9.1%	
	92	67	85	111	118	91	106	119	110	106	115	105	
North West	44	35	39	24	26	26	36	36	18	13	21	29	347
	12.7%	10.0%	11.2%	6.9%	7.5%	7.5%	10.4%	10.4%	5.2%	3.8%	6.1%	8.3%	
	113	81	115	69	110	114	126	99	102	99	89	96	
East Midlands	39	33	19	21	15	10	15	31	15	17	21	27	262
	14.8%	12.7%	7.1%	8.2%	5.6%	3.9%	5.6%	11.6%	5.7%	6.4%	8.1%	10.2%	
	131	103	74	81	82	59	68	110	112	168	118	119	
West Midlands	33	37	23	24	15	15	19	28	14	9	14	22	253
	13.2%	14.8%	9.0%	9.5%	5.8%	5.8%	7.6%	11.2%	5.4%	3.5%	5.4%	8.9%	
	117	119	92	94	85	89	92	106	106	90	79	103	

Table continued...

Sum of Weight	Values Mode												
Q_D4	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
	35	41	32	33	21	9	26	19	14	11	24	27	294
East Anglia	11.8%	14.1%	10.9%	11.4%	7.3%	3.1%	8.8%	6.5%	4.7%	3.8%	8.3%	9.3%	
	105	114	112	113	107	47	107	62	92	100	121	108	
	57	75	59	57	43	44	48	71	29	22	36	58	600
South East	9.6%	12.5%	9.8%	9.6%	7.2%	7.4%	7.9%	11.9%	4.9%	3.6%	6.0%	9.7%	
	85	101	101	95	105	112	96	113	96	95	88	112	
	49	64	32	31	24	19	35	24	12	11	31	26	359
South West	13.8%	17.9%	8.9%	8.6%	6.6%	5.3%	9.8%	6.6%	3.5%	3.1%	8.7%	7.3%	
	122	144	92	85	97	82	118	63	68	82	127	85	
	36	39	41	55	24	50	25	45	19	14	22	26	396
London	9.1%	9.8%	10.5%	13.8%	6.0%	12.6%	6.3%	11.4%	4.9%	3.5%	5.5%	6.6%	
	81	79	108	138	88	192	76	108	96	91	80	77	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C8** SEG (Socio-economic group) results - Values Mode

SEG (Socio-economic group)

Sum of Weight	Values Mode												
SEG	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
AB	83	107	86	143	66	87	75	98	32	14	44	46	879
	9.4%	12.2%	9.7%	16.3%	7.5%	9.9%	8.5%	11.2%	3.6%	1.6%	5.0%	5.2%	
C1	84	98	100	162	109	151	102	106	71	41	72	60	
	95	76	102	75	64	67	59	90	37	25	54	51	796
C2	11.9%	9.6%	12.8%	9.4%	8.1%	8.4%	7.4%	11.4%	4.7%	3.1%	6.8%	6.4%	
	106	77	132	93	119	128	89	108	92	82	99	75	
D	44	25	29	16	29	10	52	44	27	21	22	27	348
	12.7%	7.3%	8.4%	4.6%	8.4%	2.9%	14.9%	12.7%	7.7%	5.9%	6.5%	7.9%	
E	113	59	87	46	124	45	180	120	151	155	94	92	
	27	20	12	5	7	9	15	25	13	11	17	17	178
Grand Total	15.0%	11.3%	6.8%	3.0%	3.8%	5.1%	8.3%	14.0%	7.4%	6.0%	9.5%	9.8%	
	134	91	70	30	56	78	100	133	145	156	138	114	
Grand Total	90	143	63	63	38	24	49	59	44	45	69	117	802
	11.2%	17.8%	7.8%	7.8%	4.8%	3.0%	6.1%	7.3%	5.5%	5.6%	8.6%	14.6%	
Grand Total	99	144	81	78	70	45	73	70	107	147	125	169	
	338	372	291	302	205	197	249	317	153	115	206	259	3003
Grand Total	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C9** D5 results - Values Mode

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Values Mode												Grand Total
	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	
Senior Management or professional	25	29	27	45	24	36	24	31	6	4	11	11	273
	9.3%	10.8%	9.8%	16.6%	8.7%	13.3%	8.7%	11.2%	2.3%	1.4%	3.9%	4.1%	
	83	87	101	165	128	202	105	106	45	36	57	48	
Intermediate managerial, administrative or professional	57	78	59	98	42	51	51	68	26	10	33	34	606
	9.5%	12.8%	9.7%	16.1%	6.9%	8.4%	8.4%	11.2%	4.2%	1.6%	5.5%	5.7%	
	84	103	100	160	101	128	101	106	83	43	80	66	
Supervisor; clerical; junior managerial, administrative or professional	86	72	91	68	59	53	58	83	34	25	51	49	728
	11.7%	9.9%	12.5%	9.4%	8.1%	7.3%	7.9%	11.3%	4.7%	3.4%	7.0%	6.7%	
	104	80	129	93	118	111	96	108	93	90	102	78	
Manual worker (with industry qualifications)	44	25	29	16	29	10	52	44	27	21	22	27	348
	12.7%	7.3%	8.4%	4.6%	8.4%	2.9%	14.9%	12.7%	7.7%	5.9%	6.5%	7.9%	
	113	59	87	46	124	45	180	120	151	155	94	92	
Manual worker (with no qualifications)	27	20	12	5	7	9	15	25	13	11	17	17	178
	15.0%	11.3%	6.8%	3.0%	3.8%	5.1%	8.3%	14.0%	7.4%	6.0%	9.5%	9.8%	
	134	91	70	30	56	78	100	133	145	156	138	114	

Table continued...

Sum of Weight	Values Mode												
Q_D5	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
Unemployed	12	25	12	8	9	6	14	16	6	15	8	24	155
	7.8%	16.4%	7.8%	5.2%	5.8%	3.7%	8.8%	10.2%	4.0%	9.7%	5.2%	15.3%	
	69	133	80	52	86	56	106	97	79	253	76	178	
Retired	78	118	51	55	29	18	35	43	37	30	61	93	647
	12.0%	18.2%	7.8%	8.5%	4.5%	2.8%	5.4%	6.6%	5.8%	4.6%	9.4%	14.4%	
	106	147	81	84	67	43	65	63	114	121	136	167	
Student	9	4	11	7	6	14	1	8	3		3	2	68
	13.8%	5.9%	15.8%	9.9%	8.3%	20.0%	1.7%	11.7%	4.6%	0.0%	4.6%	3.7%	
	123	48	163	98	122	306	20	111	90	0	67	43	
<b>Grand Total</b>	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C10** D6 results - Values Mode

D6 What is your marital status?

Sum of Weight	Values Mode												
Q_D6	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
Single	90	98	78	71	64	57	58	74	31	18	28	37	703
	12.7%	13.9%	11.0%	10.1%	9.2%	8.0%	8.2%	10.5%	4.4%	2.6%	4.0%	5.3%	
Married/Living together	113	112	114	100	135	123	99	99	87	67	58	62	
	209	215	179	179	119	116	174	216	102	74	136	168	1888
	11.0%	11.4%	9.5%	9.5%	6.3%	6.2%	9.2%	11.4%	5.4%	3.9%	7.2%	8.9%	
Divorced/Separated	98	92	98	94	92	94	111	109	106	103	105	103	
	29	40	21	39	17	21	15	20	14	15	32	38	303
	9.7%	13.2%	7.1%	12.8%	5.6%	7.1%	4.9%	6.7%	4.7%	4.9%	10.7%	12.6%	
Widowed	86	107	73	127	82	108	59	64	93	129	156	146	
	11	19	13	13	5	2	2	7	5	7	10	15	109
	9.8%	17.1%	12.2%	12.2%	4.1%	2.1%	2.1%	6.2%	4.6%	6.8%	9.1%	13.7%	
<b>Grand Total</b>	87	138	126	121	61	32	25	59	90	179	133	159	
	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C11** D7 results - Values Mode

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight	Values Mode												
Q_D7	TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
Yes	82	71	95	75	50	68	100	138	43	36	49	57	862
	9.5%	8.2%	11.0%	8.7%	5.8%	7.9%	11.6%	16.0%	5.0%	4.1%	5.7%	6.6%	
No	84	66	114	86	85	120	139	152	98	108	82	77	
	257	301	196	227	155	129	149	179	110	79	157	202	2141
Grand Total	12.0%	14.0%	9.2%	10.6%	7.2%	6.0%	7.0%	8.3%	5.1%	3.7%	7.3%	9.4%	
	106	113	95	105	106	92	84	79	101	97	107	109	
	338	372	291	302	205	197	249	317	153	115	206	259	3003
	11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	

**Table C12** D8 results - Values Mode

D8 Which best describes your ancestry or racial heritage?

Sum of Weight		Values Mode												
Q_D8		TS	CE	FI	TX	TP	NP	HF	GD	CF	BNW	SS	RT	Grand Total
		1	4	5	13	1	12	2	5	1			1	46
Afro/Afro-Caribbean		2.9%	8.7%	11.6%	28.9%	2.4%	26.9%	4.9%	9.8%	1.3%	0.0%	0.0%	2.7%	
		26	70	119	287	36	410	59	93	26	0	0	31	
		4	3	11	7	1	10	16	25	1	1	2	1	82
Asian (not Chinese)		4.9%	3.3%	13.1%	8.2%	1.4%	12.5%	19.4%	30.5%	1.5%	1.5%	2.3%	1.5%	
		44	26	135	81	20	190	234	289	30	40	33	18	
		322	357	265	269	191	162	219	276	149	112	203	253	2777
White (British or other)		11.6%	12.9%	9.5%	9.7%	6.9%	5.8%	7.9%	9.9%	5.4%	4.0%	7.3%	9.1%	
		103	104	98	96	101	89	95	94	105	105	106	106	
		3	1	5	7	2	8	3	7	1	1	1	2	41
Mixed race		6.5%	3.2%	12.9%	16.1%	5.5%	19.1%	8.2%	16.4%	3.0%	1.5%	3.0%	4.5%	
		57	26	133	160	80	292	99	155	59	39	44	53	
		3		3		1	1	3	1		1		1	13
Chinese		20.0%	0.0%	20.0%	0.0%	8.5%	8.5%	25.4%	8.5%	0.0%	4.7%	0.0%	4.7%	
		177	0	206	0	124	129	306	80	0	122	0	54	
		5	7	3	7	8	3	5	3	1	1		1	43
Prefer not to answer/other		12.4%	15.5%	6.2%	15.5%	18.4%	7.9%	10.5%	7.9%	2.9%	1.4%	0.0%	1.4%	
		110	125	64	154	269	120	127	75	57	38	0	17	
<b>Grand Total</b>		338	372	291	302	205	197	249	317	153	115	206	259	3003
		11.3%	12.4%	9.7%	10.1%	6.8%	6.6%	8.3%	10.5%	5.1%	3.8%	6.9%	8.6%	



## Sex - Survey results

**Table D1** Question 1 results - Sex

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Sex		Grand Total
	Male	Female	
	59	95	154
Utterly featureless and barren	38.4%	61.6%	
	82	116	
	176	226	402
Mostly barren with a few places where sea-life, such as plants and creatures, survive	43.7%	56.3%	
	93	106	
	336	439	775
Generally barren but with quite a few places where creatures and plants survive	43.3%	56.7%	
	92	107	
	536	479	1015
Quite well covered in undersea landscapes with living creatures and plants	52.8%	47.2%	
	112	89	
	308	349	657
A variety of distinctive landscapes, some of which are unique to our region	46.8%	53.2%	
	100	100	
<b>Grand Total</b>	1413	1589	3003
	47.1%	52.9%	

**Table D2** Question 2 results - Sex

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Sex		Grand Total
	Male	Female	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	72 42.0%	100 58.0%	173
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	89 202 37.8%	110 332 62.2%	535
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	80 322 45.4%	117 386 54.6%	708
Generally a landscape of living creatures and plants with damage confined to some heavily used places	97 654 50.9%	103 632 49.1%	1286
A rich mix of undersea landscapes including plants, animals and features special to this region	108 163 54.0%	93 139 46.0%	301
<b>Grand Total</b>	115 1413 47.1%	87 1589 52.9%	3003

**Table D3** Question 3 results - Sex

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Sex		Grand Total
	Male	Female	
	64	62	126
Not at all sure; there's probably nothing special	50.8%	49.2%	
	108	93	
	121	126	247
Fairly unsure; I doubt there's anything special	48.9%	51.1%	
	104	97	
	292	394	685
Neither sure nor unsure	42.5%	57.5%	
	90	109	
	573	643	1216
Fairly sure there's something worth saving	47.1%	52.9%	
	100	100	
	364	365	729
Very certain; I'm sure we have something that is regionally distinctive	50.0%	50.0%	
	106	95	
<b>Grand Total</b>	1413	1589	3003
	47.1%	52.9%	

**Table D4** Question 4 results - Sex

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Sex		Grand Total
	Male	Female	
I'm not concerned, it doesn't worry me	34 49.6%	35 50.4%	70
The situation is not as dangerous as it's made out to be	105 67.4%	95 32.6%	183
The situation is dangerous, but it's not too late to restore the environment through action	123 44.1%	62 55.9%	183
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	143 45.0%	62 55.0%	205
Everybody should do something	270 42.2%	342 57.8%	612
We are all responsible	94 44.8%	106 55.2%	200
Government should legislate	86 63.3%	104 36.7%	190
They should introduce an environment tax	96 55.9%	104 44.1%	200
Companies should be made directly responsible	269 55.6%	368 44.4%	637
<b>Grand Total</b>	<b>1413</b> 47.1%	<b>1589</b> 52.9%	<b>3003</b>

**Table D5** D3 results - Sex

D3 What age are you?

Sum of Weight Q_D3	Sex		Grand Total
	Male	Female	
15 - 17	46 60.8%	29 39.2%	75
	129	74	
18 - 21	60 41.4%	85 58.6%	145
	88	111	
22 - 24	51 35.8%	91 64.2%	142
	76	121	
25 - 34	254 53.1%	225 46.9%	479
	113	89	
35 - 44	270 43.2%	355 56.8%	625
	92	107	
45 - 54	220 44.4%	276 55.6%	497
	94	105	
55 - 64	207 44.2%	262 55.8%	469
	94	105	
65+	305 53.4%	266 46.6%	571
	113	88	
<b>Grand Total</b>	1413 47.1%	1589 52.9%	3003

**Table D6** D4 results - Sex

D4 What region do you live in?

Sum of Weight Q_D4	Sex		Grand Total
	Male	Female	
	81	86	167
North	48.4%	51.6%	
	103	98	
	145	179	323
Yorkshire & Humberside	44.8%	55.2%	
	95	104	
	154	193	347
North West	44.3%	55.7%	
	94	105	
	120	143	262
East Midlands	45.6%	54.4%	
	97	103	
	132	121	253
West Midlands	52.3%	47.7%	
	111	90	
	156	138	294
East Anglia	53.1%	46.9%	
	113	89	
	288	312	600
South East	47.9%	52.1%	
	102	98	
	165	195	359
South West	45.8%	54.2%	
	97	102	
	174	222	396
London	43.8%	56.2%	
	93	106	
<b>Grand Total</b>	1413	1589	3003
	47.1%	52.9%	

**Table D7** SEG (Socio-economic group) results - Sex  
 SEG (Socio-economic group)

Sum of Weight SEG	Sex		Grand Total
	Male	Female	
AB	433	446	879
	49.3%	50.7%	
C1	105	96	796
	372	424	
C2	46.8%	53.2%	348
	99	101	
D	155	194	178
	44.4%	55.6%	
E	94	105	802
	76	101	
Grand Total	43.0%	57.0%	3003
	91	108	
	377	425	
	47.0%	53.0%	
	100	100	
	1413	1589	
	47.1%	52.9%	

**Table D8** D5 results - Sex

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Sex		
	Male	Female	Grand Total
	143	131	273
Senior Management or professional	52.2%	47.8%	
	111	90	
	291	315	606
Intermediate managerial, administrative or professional	48.0%	52.0%	
	102	98	
	337	391	728
Supervisor; clerical; junior managerial, administrative or professional	46.3%	53.7%	
	98	101	
	155	194	348
Manual worker (with industry qualifications)	44.4%	55.6%	
	94	105	
	76	101	178
Manual worker (with no qualifications)	43.0%	57.0%	
	91	108	
	48	106	155
Unemployed	31.2%	68.8%	
	66	130	
	329	319	647
Retired	50.8%	49.2%	
	108	93	
	35	33	68
Student	51.7%	48.3%	
	110	91	
<b>Grand Total</b>	1413	1589	3003
	47.1%	52.9%	



**Table D9** D6 results - Sex

D6 What is your marital status?

Sum of Weight Q_D6	Sex		Grand Total
	Male	Female	
Single	391	311	703
	55.7%	44.3%	
Married/Living together	118	84	188
	894	994	1888
Divorced/Separated	47.4%	52.6%	
	101	99	303
Widowed	101	202	303
	33.3%	66.7%	
Grand Total	71	126	197
	28	82	109
Grand Total	25.3%	74.7%	
	54	141	195
Grand Total	1413	1589	3003
	47.1%	52.9%	

**Table D10** D7 results - Sex

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight Q_D7	Sex		Grand Total
	Male	Female	
Yes	340	521	862
	39.5%	60.5%	
No	84	114	198
	1073	1068	2141
Grand Total	50.1%	49.9%	
	106	94	200
Grand Total	1413	1589	3003
	47.1%	52.9%	

**Table D11** D8 results - Sex

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	Sex		Grand Total
	Male	Female	
	18	28	46
Afro/Afro-Caribbean	39.6%	60.4%	
	84	114	
	45	37	82
Asian (not Chinese)	55.3%	44.7%	
	117	84	
	1296	1481	2777
White (British or other)	46.7%	53.3%	
	99	101	
	23	18	41
Mixed race	55.7%	44.3%	
	118	84	
	8	6	13
Chinese	56.2%	43.8%	
	119	83	
	24	19	43
Prefer not to answer/other	55.4%	44.6%	
	118	84	
<b>Grand Total</b>	1413	1589	3003
	47.1%	52.9%	

# Age - Survey results

**Table E1** Question 1 results - Age

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Utterly featureless and barren	9	20	16	27	39	21	7	14	154
	6.0%	13.3%	10.3%	17.9%	25.1%	13.7%	4.6%	9.2%	
	239	274	218	112	121	83	29	48	
Mostly barren with a few places where sea-life, such as plants and creatures, survive	13	34	24	99	89	55	45	43	402
	3.1%	8.5%	6.1%	24.6%	22.0%	13.7%	11.3%	10.8%	
	125	176	128	154	106	83	72	57	
Generally barren but with quite a few places where creatures and plants survive	27	47	56	153	172	115	105	99	775
	3.5%	6.1%	7.2%	19.8%	22.2%	14.9%	13.6%	12.8%	
	139	127	151	124	107	90	87	67	
Quite well covered in undersea landscapes with living creatures and plants	17	26	31	144	202	172	183	239	1015
	1.7%	2.6%	3.0%	14.2%	19.9%	17.0%	18.0%	23.6%	
	69	53	64	89	96	103	115	124	
A variety of distinctive landscapes, some of which are unique to our region	9	17	16	56	124	133	128	175	657
	1.3%	2.6%	2.4%	8.5%	18.8%	20.2%	19.5%	26.6%	
	54	53	50	53	91	122	125	140	
<b>Grand Total</b>	75	145	142	479	625	497	469	571	3003
	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E2** Question 2 results - Age

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	10 6.0%	18 10.2%	11 6.6%	37 21.4%	40 23.1%	20 11.5%	19 11.0%	18 10.2%	173
	241	211	139	134	111	70	70	54	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	12 2.2%	50 9.4%	42 7.9%	119 22.3%	117 21.9%	82 15.4%	63 11.7%	50 9.3%	535
	87	193	168	139	105	93	75	49	
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	21 3.0%	42 5.9%	48 6.7%	133 18.8%	161 22.7%	107 15.2%	91 12.8%	105 14.9%	708
	119	123	142	118	109	92	82	78	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	28 2.2%	30 2.4%	35 2.7%	166 12.9%	243 18.9%	244 19.0%	226 17.5%	315 24.5%	1286
	87	49	57	81	91	115	112	129	
A rich mix of undersea landscapes including plants, animals and features special to this region	4 1.3%	5 1.8%	6 1.9%	25 8.2%	64 21.1%	44 14.5%	71 23.4%	84 27.8%	301
	53	37	41	51	101	88	150	146	
<b>Grand Total</b>	75 2.5%	145 4.8%	142 4.7%	479 16.0%	625 20.8%	497 16.5%	469 15.6%	571 19.0%	3003

**Table E3** Question 3 results - Age

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Not at all sure; there's probably nothing special	7	18	11	22	17	18	12	21	126
	5.7%	14.5%	8.3%	17.1%	13.8%	14.4%	9.8%	16.3%	
	229	301	176	107	66	87	63	86	
Fairly unsure; I doubt there's anything special	10	16	15	58	48	39	19	42	247
	4.2%	6.4%	5.9%	23.4%	19.5%	15.8%	7.8%	16.9%	
	170	132	124	147	94	96	50	89	
Neither sure nor unsure	17	54	43	140	166	82	84	99	685
	2.4%	7.9%	6.3%	20.4%	24.2%	12.0%	12.3%	14.5%	
	97	164	134	128	116	73	79	76	
Fairly sure there's something worth saving	23	41	50	180	262	218	191	250	1216
	1.9%	3.4%	4.1%	14.8%	21.6%	17.9%	15.7%	20.6%	
	75	70	87	93	104	108	101	108	
Very certain; I'm sure we have something that is regionally distinctive	18	16	24	80	131	139	162	160	729
	2.5%	2.1%	3.3%	11.0%	18.0%	19.1%	22.2%	21.9%	
	99	44	69	69	86	116	142	115	
<b>Grand Total</b>	75	145	142	479	625	497	469	571	3003
	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E4** Question 4 results - Age

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
		10	5	11	19	14	5	5	70
I'm not concerned, it doesn't worry me	0.0%	14.2%	7.6%	16.5%	27.7%	19.6%	7.4%	7.0%	
	0	294	160	103	133	118	48	37	
	6	11	8	18	34	25	33	48	183
The situation is not as dangerous as it's made out to be	3.5%	5.9%	4.3%	9.9%	18.9%	13.7%	17.9%	26.0%	
	140	122	90	62	91	83	115	137	
	16	19	24	88	98	106	105	156	611
The situation is dangerous, but it's not too late to restore the environment through action	2.6%	3.1%	3.9%	14.4%	16.1%	17.3%	17.2%	25.5%	
	103	64	83	90	77	104	110	134	
	8	13	12	29	37	23	22	46	190
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	4.3%	6.8%	6.6%	15.1%	19.4%	12.2%	11.7%	24.0%	
	172	141	139	94	93	74	75	126	
	15	34	29	143	148	93	87	88	637
Everybody should do something	2.4%	5.3%	4.6%	22.4%	23.3%	14.6%	13.6%	13.8%	
	94	111	97	141	112	88	87	73	

Table continued...

Sum of Weight Q_Q4	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
	20	33	45	141	209	174	169	180	971
We are all responsible	2.1%	3.4%	4.6%	14.6%	21.5%	17.9%	17.4%	18.5%	
	82	70	98	91	103	108	112	97	
	1	7	7	17	14	13	17	19	96
Government should legislate	1.4%	7.7%	7.7%	17.5%	14.8%	13.5%	17.6%	19.9%	
	55	159	162	110	71	81	113	105	
	2	3	4	8	3	1	2	2	26
They should introduce an environment tax	6.8%	13.2%	13.7%	32.4%	12.5%	4.9%	9.6%	6.8%	
	274	273	289	203	60	29	62	36	
	7	15	8	24	61	48	28	29	219
Companies should be made directly responsible	3.1%	6.8%	3.4%	10.8%	28.0%	22.0%	12.8%	13.1%	
	122	140	73	68	135	133	82	69	
	75	145	142	479	625	497	469	571	3003
<b>Grand Total</b>	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E5** D2 results - Age  
D2 Are you male or female?

Sum of Weight Q_D2	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Male	46 3.2%	60 4.3%	51 3.6%	254 18.0%	270 19.1%	220 15.6%	207 14.7%	305 21.6%	1413
	129	88	76	113	92	94	94	113	
Female	29 1.9%	85 5.4%	91 5.7%	225 14.2%	355 22.3%	276 17.4%	262 16.5%	266 16.8%	1589
	74	111	121	89	107	105	105	88	
<b>Grand Total</b>	75 2.5%	145 4.8%	142 4.7%	479 16.0%	625 20.8%	497 16.5%	469 15.6%	571 19.0%	3003



**Table E6** D4 results - Age

D4 What region do you live in?

Sum of Weight Q_D4	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
North	5 2.8%	7 4.3%	9 5.3%	24 14.4%	42 24.9%	21 12.8%	28 16.6%	32 18.9%	167
Yorkshire & Humberside	7 2.2%	25 7.8%	14 4.3%	61 18.7%	63 19.5%	59 18.4%	47 14.6%	47 14.4%	323
North West	3 1.0%	11 3.2%	11 3.2%	60 17.3%	86 24.7%	62 18.0%	60 17.2%	53 15.4%	347
East Midlands	11 4.4%	8 3.1%	14 5.4%	38 14.5%	42 16.2%	47 17.9%	47 17.8%	55 20.9%	262
West Midlands	6 2.4%	19 7.4%	14 5.5%	43 17.1%	50 19.7%	39 15.5%	43 16.9%	39 15.5%	253

Table continued...

Sum of Weight Q_D4	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
East Anglia	10	8	10	40	70	42	36	79	294
	3.5%	2.6%	3.5%	13.5%	23.8%	14.3%	12.2%	26.7%	
	139	53	74	84	114	86	78	140	
South East	10	26	29	83	115	112	101	124	600
	1.7%	4.3%	4.9%	13.8%	19.2%	18.7%	16.8%	20.6%	
	68	88	104	86	92	113	108	108	
South West	13	18	14	47	67	54	65	83	359
	3.5%	5.0%	3.8%	13.0%	18.6%	14.9%	18.0%	23.2%	
	141	102	81	81	89	90	115	122	
London	9	24	26	84	90	60	43	60	396
	2.3%	6.0%	6.6%	21.3%	22.7%	15.1%	10.9%	15.1%	
	93	125	140	133	109	91	70	79	
<b>Grand Total</b>	75	145	142	479	625	497	469	571	3003
	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E7** SEG (Socio-economic group) results - Age

SEG (Socio-economic group)

Sum of Weight SEG	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
AB	32	53	41	155	226	172	130	70	879
	3.6%	6.1%	4.6%	17.7%	25.7%	19.6%	14.7%	8.0%	
C1	146	126	98	111	124	119	94	42	796
	26	60	64	200	194	132	96	23	
C2	3.3%	7.5%	8.1%	25.2%	24.4%	16.5%	12.1%	2.9%	348
	132	156	171	158	117	100	77	15	
D	10	15	11	75	94	82	50	11	178
	2.9%	4.3%	3.2%	21.5%	26.9%	23.6%	14.5%	3.1%	
E	115	89	68	135	129	143	93	16	802
	2	10	14	27	56	38	19	11	
Grand Total	1.1%	5.7%	8.1%	15.3%	31.3%	21.5%	10.5%	6.4%	3003
	44	119	172	96	151	130	67	34	
Grand Total	5	7	12	22	55	72	174	456	3003
	0.6%	0.8%	1.5%	2.7%	6.9%	9.0%	21.7%	56.8%	
Grand Total	24	17	31	17	33	55	139	299	3003
	75	145	142	479	625	497	469	571	
Grand Total	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E8** D5 results - Age

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Senior Management or professional	10	20	12	36	62	51	49	33	273
	3.6%	7.5%	4.3%	13.0%	22.7%	18.7%	17.8%	12.3%	
	145	154	92	82	109	113	114	64	
Intermediate managerial, administrative or professional	22	33	29	120	164	121	81	37	606
	3.6%	5.5%	4.7%	19.7%	27.0%	20.0%	13.3%	6.0%	
	146	113	100	124	130	121	85	32	
Supervisor; clerical; junior managerial, administrative or professional	14	27	57	193	188	132	96	23	728
	1.9%	3.7%	7.8%	26.5%	25.8%	18.1%	13.2%	3.2%	
	75	77	164	166	124	109	84	17	
Manual worker (with industry qualifications)	10	15	11	75	94	82	50	11	348
	2.9%	4.3%	3.2%	21.5%	26.9%	23.6%	14.5%	3.1%	
	115	89	68	135	129	143	93	16	
Manual worker (with no qualifications)	2	10	14	27	56	38	19	11	178
	1.1%	5.7%	8.1%	15.3%	31.3%	21.5%	10.5%	6.4%	
	44	119	172	96	151	130	67	34	

Table continued...

Sum of Weight Q_D5	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Unemployed	4	5	8	17	50	48	23		155
	2.4%	3.1%	4.9%	11.1%	32.5%	31.1%	14.9%	0.0%	
	96	63	105	70	156	188	95	0	
Retired	1	2	4	4	5	24	151	456	647
	0.2%	0.3%	0.6%	0.7%	0.7%	3.7%	23.4%	70.4%	
	7	6	13	4	4	23	150	370	
Student	13	33	8	8	7				68
	18.7%	48.8%	11.3%	11.1%	10.2%	0.0%	0.0%	0.0%	
	748	1008	238	70	49	0	0	0	
<b>Grand Total</b>	75	145	142	479	625	497	469	571	3003
	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E9** D6 results - Age

D6 What is your marital status?

Sum of Weight Q_D6	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Single	69	127	97	156	133	63	31	27	703
	9.8%	18.1%	13.8%	22.1%	18.9%	9.0%	4.4%	3.9%	
Married/Living together	393	374	293	139	91	55	28	20	
	5	18	44	309	442	340	331	398	1888
Divorced/Separated	0.3%	1.0%	2.3%	16.4%	23.4%	18.0%	17.6%	21.1%	
	10	20	49	103	112	109	112	111	
Widowed			1	15	46	87	81	73	303
	0.0%	0.0%	0.2%	4.9%	15.3%	28.8%	26.6%	24.2%	
Grand Total	0	0	4	31	74	174	170	127	
	1				4	6	26	72	109
Grand Total	1.2%	0.0%	0.0%	0.0%	3.4%	5.3%	24.1%	66.0%	
	49	0	0	0	16	32	154	347	
Grand Total	75	145	142	479	625	497	469	571	3003
	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E10** D7 results - Age

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight Q_D7	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Yes	21	33	25	216	378	150	26	12	862
	2.5%	3.8%	2.9%	25.1%	43.9%	17.4%	3.1%	1.4%	
No	99	78	62	157	211	105	20	7	2141
	54	113	117	263	246	347	442	559	
Grand Total	2.5%	5.3%	5.4%	12.3%	11.5%	16.2%	20.7%	26.1%	3003
	75	145	142	479	625	497	469	571	
	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	

**Table E11** D8 results - Age

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	Age								Grand Total
	15 - 17	18 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
	6	5	5	10	16	2	1	1	46
Afro/Afro-Caribbean	13.5%	10.2%	10.5%	20.9%	33.8%	5.3%	2.9%	2.9%	
	542	211	221	131	162	32	18	15	
	2	4	6	40	19	6	4		82
Asian (not Chinese)	3.0%	4.4%	7.7%	49.4%	22.7%	7.9%	4.9%	0.0%	
	121	91	163	309	109	48	31	0	
	54	117	123	404	574	480	458	564	2777
White (British or other)	2.0%	4.2%	4.4%	14.6%	20.7%	17.3%	16.5%	20.3%	
	78	87	94	91	99	105	106	107	
	5	9	4	9	9	3	1	1	41
Mixed race	12.4%	22.6%	9.2%	22.6%	20.7%	6.5%	2.7%	3.2%	
	497	468	194	142	99	39	17	17	
	1	4	1	6	2				13
Chinese	4.7%	26.9%	8.5%	41.5%	18.4%	0.0%	0.0%	0.0%	
	187	556	179	260	89	0	0	0	
	6	7	3	10	5	5	4	4	43
Prefer not to answer/other	14.1%	15.5%	6.2%	23.4%	11.4%	10.8%	9.3%	9.3%	
	563	321	131	147	55	65	60	49	
<b>Grand Total</b>	75	145	142	479	625	497	469	571	3003
	2.5%	4.8%	4.7%	16.0%	20.8%	16.5%	15.6%	19.0%	



# Region - Survey results

**Table F1** Question 1 results - Region

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
	6	20	25	20	9	12	26	8	28	154
Utterly featureless and barren	4.0%	12.8%	16.1%	12.8%	5.9%	7.7%	16.7%	5.4%	18.5%	
	72	119	140	147	70	78	84	45	140	
	14	45	55	43	30	27	90	31	69	402
Mostly barren with a few places where sea-life, such as plants and creatures, survive	3.4%	11.1%	13.6%	10.7%	7.4%	6.6%	22.3%	7.7%	17.2%	
	62	103	118	123	87	67	112	64	130	
	40	83	113	62	66	84	141	74	112	775
Generally barren but with quite a few places where creatures and plants survive	5.1%	10.7%	14.6%	8.0%	8.5%	10.8%	18.2%	9.6%	14.4%	
	92	99	126	92	101	111	91	80	109	
	67	102	94	83	103	102	222	130	113	1015
Quite well covered in undersea landscapes with living creatures and plants	6.6%	10.0%	9.2%	8.1%	10.2%	10.0%	21.9%	12.8%	11.1%	
	119	93	80	93	121	102	109	107	84	
	40	74	61	55	45	70	121	116	74	657
A variety of distinctive landscapes, some of which are unique to our region	6.1%	11.3%	9.3%	8.3%	6.9%	10.7%	18.5%	17.6%	11.2%	
	111	105	80	96	82	109	92	147	85	
<b>Grand Total</b>	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F2** Question 2 results - Region

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
Dark, polluted and probably damaged beyond repair by industry and over-fishing	5	23	32	24	9	13	24	9	33	173
	2.8%	13.6%	18.5%	13.9%	5.5%	7.5%	13.6%	5.5%	19.0%	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	51	126	160	159	65	77	68	46	144	
	25	67	79	55	43	32	97	47	91	535
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	4.6%	12.5%	14.8%	10.2%	8.0%	6.0%	18.1%	8.7%	17.0%	
	83	116	128	117	95	61	91	73	129	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	36	77	99	62	61	64	144	68	97	708
	5.1%	10.8%	14.0%	8.8%	8.6%	9.0%	20.3%	9.7%	13.8%	
A rich mix of undersea landscapes including plants, animals and features special to this region	92	101	121	101	101	92	102	81	104	
	83	129	108	102	123	156	285	152	149	1286
Grand Total	6.4%	10.0%	8.4%	8.0%	9.6%	12.1%	22.1%	11.8%	11.6%	
	115	93	72	91	113	123	111	99	88	
Grand Total	19	27	29	19	17	30	51	82	26	301
	6.3%	9.0%	9.7%	6.2%	5.8%	9.9%	17.0%	27.4%	8.6%	
Grand Total	113	84	84	71	69	101	85	229	65	
	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F3** Question 3 results - Region

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
	6	15	16	18	7	6	24	8	25	126
Not at all sure; there's probably nothing special	5.1%	12.3%	12.8%	14.1%	5.7%	4.8%	19.4%	6.3%	19.5%	
	91	114	110	161	68	49	97	53	148	
	13	31	36	30	12	23	47	15	41	247
Fairly unsure; I doubt there's anything special	5.2%	12.4%	14.5%	12.0%	5.0%	9.2%	18.9%	6.2%	16.7%	
	93	115	125	137	59	94	95	52	127	
	39	77	93	58	58	74	134	58	92	685
Neither sure nor unsure	5.7%	11.3%	13.6%	8.5%	8.5%	10.8%	19.6%	8.5%	13.4%	
	102	105	118	97	101	110	98	71	102	
	65	122	136	103	120	123	251	143	153	1216
Fairly sure there's something worth saving	5.3%	10.0%	11.2%	8.5%	9.9%	10.1%	20.6%	11.8%	12.6%	
	96	93	97	97	117	103	103	98	96	
	44	78	66	54	55	69	144	135	85	729
Very certain; I'm sure we have something that is regionally distinctive	6.0%	10.7%	9.1%	7.4%	7.6%	9.4%	19.7%	18.5%	11.6%	
	108	99	79	85	90	96	99	154	88	
<b>Grand Total</b>	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F4** Question 4 results - Region

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
I'm not concerned, it doesn't worry me	5	13	8	3	4	3	16	8	10	70
	6.5%	18.1%	12.1%	4.2%	5.5%	4.7%	22.7%	11.3%	14.8%	
	118	168	105	48	65	48	114	94	112	
The situation is not as dangerous as it's made out to be	6	19	24	19	14	15	42	26	16	183
	3.3%	10.6%	13.3%	10.6%	7.8%	8.3%	22.8%	14.2%	9.0%	
	60	98	115	122	93	84	114	118	68	
The situation is dangerous, but it's not too late to restore the environment through action	41	63	80	48	53	62	116	64	85	611
	6.7%	10.3%	13.1%	7.8%	8.7%	10.1%	19.0%	10.5%	13.8%	
	120	96	113	89	104	103	95	88	105	
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	8	20	13	23	19	24	36	16	31	190
	4.3%	10.6%	6.8%	12.1%	9.8%	12.5%	18.8%	8.4%	16.6%	
	77	98	59	139	117	128	94	70	126	
	43	62	72	55	61	56	119	82	87	637
Everybody should do something	6.7%	9.7%	11.3%	8.6%	9.6%	8.8%	18.7%	12.8%	13.7%	
	121	90	98	98	114	90	93	107	104	

Table continued...

Sum of Weight Q_Q4	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
	42	111	110	88	73	100	206	125	115	971
We are all responsible	4.4%	11.4%	11.3%	9.1%	7.5%	10.3%	21.2%	12.9%	11.9%	
	79	106	98	104	89	106	106	108	90	
	6	5	13	9	10	9	20	9	15	96
Government should legislate	5.8%	5.7%	13.3%	9.5%	9.9%	9.6%	21.0%	9.8%	15.5%	
	104	53	115	109	117	98	105	82	117	
	1	6	4	1	1	1	5	4	4	26
They should introduce an environment tax	4.4%	22.8%	14.5%	2.4%	2.4%	2.4%	18.4%	16.9%	15.7%	
	79	212	125	28	29	25	92	141	119	
	15	24	22	17	19	24	41	25	31	219
Companies should be made directly responsible	6.9%	11.1%	10.2%	7.6%	8.5%	10.9%	18.8%	11.5%	14.4%	
	125	103	88	87	101	112	94	96	109	
<b>Grand Total</b>	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F5** D2 results - Region

D2 Are you male or female?

Sum of Weight Q_D2	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
Male	81	145	154	120	132	156	288	165	174	1413
	5.7%	10.2%	10.9%	8.5%	9.4%	11.0%	20.3%	11.7%	12.3%	
Female	103	95	94	97	111	113	102	97	93	
	86	179	193	143	121	138	312	195	222	1589
	5.4%	11.2%	12.2%	9.0%	7.6%	8.7%	19.7%	12.2%	14.0%	
<b>Grand Total</b>	98	104	105	103	90	89	98	102	106	
	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F6** D3 results - Region

D3 What age are you?

Sum of Weight Q_D3	Region									Grand Total
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	
	5	7	3	11	6	10	10	13	9	75
15 - 17	6.3%	9.6%	4.5%	15.3%	8.1%	13.6%	13.6%	16.9%	12.2%	
	113	89	39	175	96	139	68	141	93	
	7	25	11	8	19	8	26	18	24	145
18 - 21	5.0%	17.4%	7.7%	5.5%	12.9%	5.2%	17.6%	12.3%	16.4%	
	89	162	67	63	153	53	88	102	125	
	9	14	11	14	14	10	29	14	26	142
22 - 24	6.2%	9.9%	7.8%	10.0%	9.9%	7.2%	20.7%	9.7%	18.5%	
	112	92	68	115	117	74	104	81	140	
	24	61	60	38	43	40	83	47	84	479
25 - 34	5.0%	12.6%	12.6%	7.9%	9.0%	8.3%	17.3%	9.7%	17.6%	
	90	117	109	91	107	84	86	81	133	
	42	63	86	42	50	70	115	67	90	625
35 - 44	6.7%	10.1%	13.7%	6.8%	8.0%	11.2%	18.5%	10.7%	14.4%	
	120	94	119	78	95	114	92	89	109	

Table continued...

Sum of Weight Q_D3	Region									Grand Total
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	
	21	59	62	47	39	42	112	54	60	497
45 - 54	4.3%	11.9%	12.6%	9.4%	7.9%	8.5%	22.5%	10.8%	12.0%	
	77	111	109	108	94	86	113	90	91	
	28	47	60	47	43	36	101	65	43	469
55 - 64	5.9%	10.1%	12.8%	9.9%	9.1%	7.7%	21.5%	13.8%	9.2%	
	106	93	110	114	108	78	108	115	70	
	32	47	53	55	39	79	124	83	60	571
65+	5.5%	8.2%	9.3%	9.6%	6.9%	13.7%	21.7%	14.6%	10.5%	
	99	76	81	110	82	140	108	122	79	
<b>Grand Total</b>	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	



**Table F7** SEG (Socio-economic group) results - Region

SEG (Socio-economic group)

Sum of Weight SEG	Region									Grand Total
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	
AB	33	88	90	62	69	94	198	85	160	879
	3.8%	10.0%	10.3%	7.0%	7.9%	10.7%	22.5%	9.6%	18.2%	
C1	68	93	89	80	93	109	113	80	138	
	47	88	102	72	71	63	155	98	100	796
C2	5.9%	11.1%	12.9%	9.0%	8.9%	8.0%	19.5%	12.3%	12.6%	
	105	103	111	103	106	81	98	102	96	
D	24	46	46	25	31	31	58	43	43	348
	6.9%	13.2%	13.3%	7.1%	8.9%	8.9%	16.8%	12.4%	12.5%	
E	125	122	115	81	106	91	84	104	95	
	13	17	19	21	18	19	39	20	11	178
Grand Total	7.5%	9.7%	10.8%	11.7%	9.9%	10.7%	22.1%	11.4%	6.1%	
	136	90	94	134	118	109	111	96	46	
Grand Total	50	85	89	84	64	87	149	114	81	802
	6.2%	10.5%	11.1%	10.4%	8.0%	10.8%	18.6%	14.2%	10.1%	
Grand Total	111	98	96	119	95	110	93	118	77	
	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F8** D5 results - Region

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
	9	32	21	11	18	22	76	28	57	273
Senior Management or professional	3.3%	11.7%	7.8%	4.0%	6.6%	7.9%	27.7%	10.1%	20.8%	
	60	109	67	46	78	80	139	84	158	
	24	56	69	51	51	73	122	57	103	606
Intermediate managerial, administrative or professional	4.0%	9.2%	11.4%	8.4%	8.4%	12.0%	20.1%	9.4%	17.0%	
	72	86	98	96	100	122	101	79	129	
	39	78	97	67	62	61	145	87	92	728
Supervisor; clerical; junior managerial, administrative or professional	5.4%	10.7%	13.3%	9.2%	8.5%	8.4%	20.0%	11.9%	12.7%	
	97	100	115	105	101	85	100	100	96	
	24	46	46	25	31	31	58	43	43	348
Manual worker (with industry qualifications)	6.9%	13.2%	13.3%	7.1%	8.9%	8.9%	16.8%	12.4%	12.5%	
	125	122	115	81	106	91	84	104	95	
	13	17	19	21	18	19	39	20	11	178
Manual worker (with no qualifications)	7.5%	9.7%	10.8%	11.7%	9.9%	10.7%	22.1%	11.4%	6.1%	
	136	90	94	134	118	109	111	96	46	

Table continued...

Sum of Weight Q_D5	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
Unemployed	10	16	21	15	16	13	23	18	24	155
	6.3%	10.1%	13.5%	9.8%	10.5%	8.1%	15.0%	11.4%	15.3%	
Retired	113	94	117	112	124	83	75	95	116	
	40	69	68	68	48	74	126	96	58	647
Student	6.2%	10.7%	10.5%	10.6%	7.5%	11.4%	19.5%	14.8%	8.9%	
	111	99	91	121	88	117	97	124	67	
Grand Total	7	10	6	5	9	2	10	11	8	68
	10.6%	14.6%	8.5%	7.2%	13.1%	3.6%	14.6%	15.8%	12.0%	
Grand Total	191	136	74	82	155	37	73	132	91	
	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F9** D6 results - Region  
D6 What is your marital status?

Sum of Weight Q_D6	Region									Grand Total
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	
Single	38	86	74	55	69	67	105	81	127	703
	5.4%	12.3%	10.6%	7.9%	9.8%	9.6%	15.0%	11.5%	18.1%	
	97	114	91	90	116	97	75	96	137	
Married/Living together	104	202	241	170	148	178	404	226	216	1888
	5.5%	10.7%	12.7%	9.0%	7.8%	9.4%	21.4%	11.9%	11.4%	
	99	99	110	103	93	96	107	100	87	
Divorced/Separated	16	25	23	24	31	38	64	40	42	303
	5.4%	8.2%	7.5%	8.0%	10.1%	12.7%	21.1%	13.3%	13.7%	
	97	76	65	92	120	129	105	111	104	
Widowed	8	11	10	13	7	11	27	13	11	109
	7.7%	9.6%	8.9%	11.8%	5.9%	9.9%	24.3%	11.5%	10.4%	
	139	89	77	135	71	101	121	96	79	
<b>Grand Total</b>	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F10** D7 results - Region

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight Q_D7	Region									
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	Grand Total
Yes	58	93	103	68	66	76	162	107	128	862
	6.7%	10.8%	11.9%	7.9%	7.7%	8.8%	18.8%	12.4%	14.9%	
No	121	101	103	91	91	90	94	104	113	
	109	230	245	194	187	218	438	253	268	2141
Grand Total	5.1%	10.7%	11.4%	9.1%	8.7%	10.2%	20.5%	11.8%	12.5%	
	92	100	99	104	104	104	102	99	95	
Grand Total	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table F11** D8 results - Region

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	Region									Grand Total
	North	Yk & Hm	NW	E Mid	W Mid	E Ang	SE	SW	London	
		1	3	2	5	1	5	1	28	46
Afro/Afro-Caribbean	0.0%	2.4%	5.8%	5.3%	11.1%	2.9%	9.8%	1.3%	61.3%	
	0	23	50	61	132	29	49	11	465	
		9	9	3	6	1	11	4	40	82
Asian (not Chinese)	0.0%	10.7%	11.0%	3.8%	7.9%	0.8%	13.0%	4.4%	48.5%	
	0	99	95	43	94	8	65	37	368	
	161	303	325	248	228	286	572	346	307	2777
White (British or other)	5.8%	10.9%	11.7%	8.9%	8.2%	10.3%	20.6%	12.5%	11.1%	
	105	101	101	102	97	105	103	104	84	
	1	7	5	5	4	3	3	5	8	41
Mixed race	2.7%	16.7%	11.7%	11.9%	10.7%	7.5%	8.2%	11.9%	18.7%	
	49	155	101	136	127	76	41	100	142	
	1		2	1	3	1	1		4	13
Chinese	10.0%	0.0%	16.9%	8.5%	20.0%	9.3%	8.5%	0.0%	26.9%	
	180	0	146	97	237	95	42	0	204	
	3	4	4	2	6	2	9	4	9	43
Prefer not to answer/other	7.2%	9.3%	8.8%	5.7%	14.5%	4.5%	19.8%	8.8%	21.2%	
	129	87	76	66	173	46	99	74	161	
<b>Grand Total</b>	167	323	347	262	253	294	600	359	396	3003
	5.6%	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

# SEG (Socio-economic group) - Survey results

**Table G1** Question 1 results - SEG

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	SEG					Grand Total
	AB	C1	C2	D	E	
Utterly featureless and barren	40	40	28	17	29	154
	25.8%	26.0%	18.1%	11.1%	19.0%	
	88	98	156	188	71	
Mostly barren with a few places where sea-life, such as plants and creatures, survive	121	121	52	29	79	402
	30.0%	30.1%	13.0%	7.3%	19.6%	
	103	114	112	123	74	
Generally barren but with quite a few places where creatures and plants survive	232	229	102	48	164	775
	29.9%	29.6%	13.1%	6.2%	21.2%	
	102	112	113	104	79	
Quite well covered in undersea landscapes with living creatures and plants	295	262	99	49	310	1015
	29.1%	25.8%	9.7%	4.9%	30.6%	
	99	97	84	82	114	
A variety of distinctive landscapes, some of which are unique to our region	192	144	68	34	219	657
	29.3%	21.8%	10.3%	5.2%	33.4%	
	100	82	89	88	125	
<b>Grand Total</b>	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G2** Question 2 results - SEG

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	SEG					Grand Total
	AB	C1	C2	D	E	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	40	47	24	22	39	173
	23.3%	27.3%	14.0%	12.9%	22.5%	
	80	103	121	218	84	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	144	168	77	48	97	535
	26.9%	31.5%	14.4%	9.1%	18.2%	
	92	119	124	153	68	
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	217	221	78	30	162	708
	30.7%	31.2%	11.0%	4.2%	22.9%	
	105	118	95	70	86	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	400	299	139	58	389	1286
	31.1%	23.3%	10.8%	4.5%	30.3%	
	106	88	93	77	113	
A rich mix of undersea landscapes including plants, animals and features special to this region	78	61	30	19	114	301
	25.7%	20.1%	10.0%	6.3%	37.8%	
	88	76	86	107	142	
<b>Grand Total</b>	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	



**Table G3** Question 3 results - SEG

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	SEG					Grand Total
	AB	C1	C2	D	E	
	25	33	19	17	31	126
Not at all sure; there's probably nothing special	20.0%	26.4%	15.0%	13.7%	24.9%	
	68	100	129	231	93	
	82	68	26	15	56	247
Fairly unsure; I doubt there's anything special	33.1%	27.5%	10.7%	6.0%	22.7%	
	113	104	92	101	85	
	185	201	90	48	161	685
Neither sure nor unsure	27.0%	29.3%	13.2%	7.1%	23.5%	
	92	111	114	119	88	
	378	328	134	59	317	1216
Fairly sure there's something worth saving	31.1%	27.0%	11.0%	4.9%	26.1%	
	106	102	95	82	98	
	209	166	79	38	236	729
Very certain; I'm sure we have something that is regionally distinctive	28.7%	22.8%	10.8%	5.2%	32.4%	
	98	86	93	89	121	
<b>Grand Total</b>	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G4** Question 4 results - SEG

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	SEG					Grand Total
	AB	C1	C2	D	E	
I'm not concerned, it doesn't worry me	18	27	6	7	11	70
	26.5%	38.6%	8.5%	10.2%	16.2%	
	91	145	73	173	61	
	62	42	13	6	59	183
The situation is not as dangerous as it's made out to be	34.1%	23.1%	7.2%	3.2%	32.4%	
	116	87	62	54	121	
	162	150	80	31	188	611
The situation is dangerous, but it's not too late to restore the environment through action	26.6%	24.5%	13.1%	5.1%	30.8%	
	91	93	113	85	115	
	55	51	25	7	52	190
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	29.1%	26.8%	13.3%	3.7%	27.2%	
	99	101	115	63	102	
	186	182	88	44	138	637
Everybody should do something	29.2%	28.5%	13.8%	6.9%	21.6%	
	100	108	119	116	81	
	298	245	94	67	267	971
We are all responsible	30.7%	25.2%	9.7%	6.9%	27.5%	
	105	95	84	116	103	
	32	25	8	2	29	96
Government should legislate	33.5%	25.8%	8.3%	2.5%	29.9%	
	114	97	71	42	112	
	7	10	1	3	5	26
They should introduce an environment tax	27.7%	37.3%	4.9%	11.2%	18.9%	
	95	141	42	190	71	
	57	65	32	11	53	219
Companies should be made directly responsible	26.3%	29.8%	14.8%	4.9%	24.3%	
	90	112	127	83	91	
	879	796	348	178	802	3003
<b>Grand Total</b>	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G5** D2 results - SEG

D2 Are you male or female?

Sum of Weight Q_D2	SEG					Grand Total
	AB	C1	C2	D	E	
	433	372	155	76	377	1413
Male	30.7%	26.3%	10.9%	5.4%	26.7%	
	105	99	94	91	100	
	446	424	194	101	425	1589
Female	28.0%	26.7%	12.2%	6.4%	26.7%	
	96	101	105	108	100	
<b>Grand Total</b>	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G6** D3 results - SEG

D3 What age are you?

Sum of Weight Q_D3	SEG					Grand Total
	AB	C1	C2	D	E	
15 - 17	32 42.6%	26 35.0%	10 13.3%	2 2.6%	5 6.5%	75
	146	132	115	44	24	
18 - 21	53 36.8%	60 41.3%	15 10.3%	10 7.0%	7 4.6%	145
	126	156	89	119	17	
22 - 24	41 28.5%	64 45.2%	11 7.8%	14 10.2%	12 8.2%	142
	98	171	68	172	31	
25 - 34	155 32.4%	200 41.8%	75 15.6%	27 5.7%	22 4.5%	479
	111	158	135	96	17	
35 - 44	226 36.2%	194 31.1%	94 15.0%	56 8.9%	55 8.8%	625
	124	117	129	151	33	
45 - 54	172 34.7%	132 26.5%	82 16.6%	38 7.7%	72 14.6%	497
	119	100	143	130	55	
55 - 64	130 27.6%	96 20.5%	50 10.8%	19 4.0%	174 37.2%	469
	94	77	93	67	139	
65+	70 12.3%	23 4.1%	11 1.9%	11 2.0%	456 79.8%	571
	42	15	16	34	299	
<b>Grand Total</b>	879 29.3%	796 26.5%	348 11.6%	178 5.9%	802 26.7%	3003

**Table G7** D4 results - SEG

D4 What region do you live in?

Sum of Weight Q_D4	SEG					Grand Total
	AB	C1	C2	D	E	
	33	47	24	13	50	167
North	19.9%	27.9%	14.4%	8.0%	29.7%	
	68	105	125	136	111	
	88	88	46	17	85	323
Yorkshire & Humberside	27.2%	27.2%	14.2%	5.3%	26.1%	
	93	103	122	90	98	
	90	102	46	19	89	347
North West	26.0%	29.5%	13.4%	5.5%	25.6%	
	89	111	115	94	96	
	62	72	25	21	84	262
East Midlands	23.5%	27.3%	9.4%	7.9%	31.9%	
	80	103	81	134	119	
	69	71	31	18	64	253
West Midlands	27.3%	28.0%	12.3%	7.0%	25.5%	
	93	106	106	118	95	
	94	63	31	19	87	294
East Anglia	32.0%	21.5%	10.5%	6.5%	29.5%	
	109	81	91	109	110	
	198	155	58	39	149	600
South East	33.0%	25.9%	9.7%	6.5%	24.9%	
	113	98	84	111	93	
	85	98	43	20	114	359
South West	23.6%	27.2%	12.0%	5.7%	31.6%	
	80	102	104	96	118	
	160	100	43	11	81	396
London	40.4%	25.3%	11.0%	2.7%	20.5%	
	138	96	95	46	77	
	879	796	348	178	802	3003
<b>Grand Total</b>	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G8** D5 results - SEG

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	SEG					Grand Total
	AB	C1	C2	D	E	
	273					273
Senior Management or professional	100.0%	0.0%	0.0%	0.0%	0.0%	
	342	0	0	0	0	
	606					606
Intermediate managerial, administrative or professional	100.0%	0.0%	0.0%	0.0%	0.0%	
	342	0	0	0	0	
		728				728
Supervisor; clerical; junior managerial, administrative or professional	0.0%	100.0%	0.0%	0.0%	0.0%	
	0	377	0	0	0	
			348			348
Manual worker (with industry qualifications)	0.0%	0.0%	100.0%	0.0%	0.0%	
	0	0	863	0	0	
				178		178
Manual worker (with no qualifications)	0.0%	0.0%	0.0%	100.0%	0.0%	
	0	0	0	1690	0	
					155	155
Unemployed	0.0%	0.0%	0.0%	0.0%	100.0%	
	0	0	0	0	374	
					647	647
Retired	0.0%	0.0%	0.0%	0.0%	100.0%	
	0	0	0	0	374	
		68				68
Student	0.0%	100.0%	0.0%	0.0%	0.0%	
	0	377	0	0	0	
<b>Grand Total</b>	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G9** D6 results - SEG

D6 What is your marital status?

Sum of Weight Q_D6	SEG					Grand Total
	AB	C1	C2	D	E	
Single	194	290	71	45	103	703
	27.5%	41.2%	10.1%	6.4%	14.7%	
Married/Living together	94	156	87	109	55	1888
	624	413	252	113	486	1888
Divorced/Separated	33.1%	21.9%	13.3%	6.0%	25.7%	
	113	82	115	101	96	303
Widowed	51	84	20	19	129	303
	16.7%	27.6%	6.6%	6.4%	42.7%	
Grand Total	57	104	57	109	160	109
	9.6%	9.2%	4.6%	0.0%	76.5%	
Grand Total	11	10	5		84	109
	33	35	40	0	287	3003
Grand Total	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G10** D7 results - SEG

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight Q_D7	SEG					Grand Total
	AB	C1	C2	D	E	
Yes	327	243	141	70	81	862
	37.9%	28.2%	16.3%	8.1%	9.5%	
No	130	106	141	138	35	2141
	552	553	208	107	721	2141
Grand Total	25.8%	25.8%	9.7%	5.0%	33.7%	
	88	97	84	85	126	3003
Grand Total	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	

**Table G11** D8 results - SEG

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	SEG					Grand Total
	AB	C1	C2	D	E	
	20	20	1	1	4	46
Afro/Afro-Caribbean	43.6%	43.3%	2.4%	2.4%	8.2%	
	149	164	21	41	31	
	42	14	13	6	7	82
Asian (not Chinese)	51.6%	16.5%	16.0%	6.8%	9.1%	
	176	62	138	115	34	
	780	724	324	169	779	2777
White (British or other)	28.1%	26.1%	11.7%	6.1%	28.1%	
	96	98	101	103	105	
	17	17	6	1	1	41
Mixed race	41.0%	40.8%	13.4%	1.5%	3.2%	
	140	154	116	25	12	
	5	6	2			13
Chinese	38.4%	43.8%	17.8%	0.0%	0.0%	
	131	165	153	0	0	
	14	15	2	1	10	43
Prefer not to answer/other	32.7%	35.3%	5.2%	3.1%	23.6%	
	112	133	45	52	89	
<b>Grand Total</b>	879	796	348	178	802	3003
	29.3%	26.5%	11.6%	5.9%	26.7%	



# Employment - Survey results

**Table H1** Question 1 results - Employment

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
	14	25	31	28	17	13	16	9	154
Utterly featureless and barren	9.3%	16.4%	20.0%	18.1%	11.1%	8.5%	10.4%	6.0%	
	102	82	82	156	188	166	48	268	
	38	83	111	52	29	20	59	10	402
Mostly barren with a few places where sea-life, such as plants and creatures, survive	9.3%	20.7%	27.6%	13.0%	7.3%	5.0%	14.6%	2.5%	
	103	103	114	112	123	97	68	110	
	54	177	205	102	48	46	119	24	775
Generally barren but with quite a few places where creatures and plants survive	7.0%	22.9%	26.5%	13.1%	6.2%	5.9%	15.3%	3.1%	
	77	113	109	113	104	114	71	138	
	99	196	248	99	49	42	268	14	1015
Quite well covered in undersea landscapes with living creatures and plants	9.7%	19.3%	24.5%	9.7%	4.9%	4.1%	26.4%	1.3%	
	107	96	101	84	82	80	123	60	
	68	124	133	68	34	34	185	11	657
A variety of distinctive landscapes, some of which are unique to our region	10.3%	18.9%	20.2%	10.3%	5.2%	5.2%	28.2%	1.6%	
	114	94	83	89	88	101	131	72	
<b>Grand Total</b>	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H2** Question 2 results - Employment

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	13	27	40	24	22	15	23	7	173
	7.5%	15.8%	23.4%	14.0%	12.9%	9.0%	13.5%	3.9%	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	83	78	96	121	218	174	63	173	
	39	104	152	77	48	27	70	17	535
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	7.3%	19.5%	28.4%	14.4%	9.1%	5.1%	13.1%	3.1%	
	81	97	117	124	153	99	61	138	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	68	149	201	78	30	41	122	20	708
	9.6%	21.1%	28.4%	11.0%	4.2%	5.8%	17.2%	2.8%	
A rich mix of undersea landscapes including plants, animals and features special to this region	106	105	117	95	70	112	80	123	
	124	276	279	139	58	59	330	21	1286
Grand Total	9.7%	21.5%	21.7%	10.8%	4.5%	4.6%	25.7%	1.6%	
	106	106	89	93	77	90	119	71	
Grand Total	29	49	56	30	19	12	102	4	301
	9.6%	16.2%	18.7%	10.0%	6.3%	3.9%	33.9%	1.4%	
Grand Total	105	80	77	86	107	76	157	62	
	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H3** Question 3 results - Employment

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
	11	14	26	19	17	7	24	7	126
Not at all sure; there's probably nothing special	8.8%	11.2%	20.6%	15.0%	13.7%	5.7%	19.3%	5.8%	
	97	55	85	129	231	110	89	257	
	31	51	59	26	15	11	45	8	247
Fairly unsure; I doubt there's anything special	12.5%	20.7%	24.1%	10.7%	6.0%	4.6%	18.1%	3.4%	
	137	102	99	92	101	89	84	152	
	50	135	179	90	48	48	113	22	685
Neither sure nor unsure	7.3%	19.7%	26.1%	13.2%	7.1%	7.0%	16.4%	3.3%	
	80	98	108	114	119	136	76	144	
	114	264	312	134	59	56	261	16	1216
Fairly sure there's something worth saving	9.4%	21.7%	25.7%	11.0%	4.9%	4.6%	21.5%	1.3%	
	103	108	106	95	82	90	100	57	
	67	142	152	79	38	32	204	14	729
Very certain; I'm sure we have something that is regionally distinctive	9.2%	19.5%	20.9%	10.8%	5.2%	4.4%	28.0%	1.9%	
	102	97	86	93	89	85	130	86	
<b>Grand Total</b>	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H4** Question 4 results - Employment

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Employment								
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	Grand Total
I'm not concerned, it doesn't worry me	9	9	24	6	7	6	5	3	70
	12.9%	13.6%	33.8%	8.5%	10.2%	8.9%	7.3%	4.7%	
	142	68	139	73	173	173	34	210	
The situation is not as dangerous as it's made out to be	23	39	35	13	6	1	59	7	183
	12.5%	21.5%	19.4%	7.2%	3.2%	0.3%	32.1%	3.7%	
	138	107	80	62	54	7	149	165	
The situation is dangerous, but it's not too late to restore the environment through action	49	113	142	80	31	27	161	8	611
	8.1%	18.5%	23.2%	13.1%	5.1%	4.4%	26.4%	1.3%	
	89	92	96	113	85	86	122	58	
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	10	46	48	25	7	9	42	3	190
	5.0%	24.0%	25.0%	13.3%	3.7%	5.0%	22.2%	1.7%	
	55	119	103	115	63	96	103	77	
Everybody should do something	56	131	168	88	44	34	104	14	637
	8.7%	20.5%	26.4%	13.8%	6.9%	5.3%	16.3%	2.2%	
	96	102	109	119	116	103	76	96	

Table continued...

Sum of Weight Q_Q4	Employment								
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	Grand Total
	99	199	225	94	67	53	214	19	971
We are all responsible	10.2%	20.5%	23.2%	9.7%	6.9%	5.5%	22.0%	2.0%	
	112	101	96	84	116	107	102	88	
	5	27	24	8	2	6	22	1	96
Government should legislate	5.3%	28.2%	24.4%	8.3%	2.5%	6.6%	23.3%	1.4%	
	59	140	101	71	42	129	108	61	
	2	5	6	1	3		5	3	26
They should introduce an environment tax	8.8%	18.9%	24.1%	4.9%	11.2%	0.0%	18.9%	13.2%	
	97	94	99	42	190	0	88	586	
	20	37	57	32	11	18	35	8	219
Companies should be made directly responsible	9.4%	16.9%	25.9%	14.8%	4.9%	8.2%	16.1%	3.9%	
	103	84	107	127	83	160	75	171	
<b>Grand Total</b>	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H5** D2 results - Employment

D2 Are you male or female?

Sum of Weight Q_D2	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
Male	143	291	337	155	76	48	329	35	1413
	10.1%	20.6%	23.9%	10.9%	5.4%	3.4%	23.3%	2.5%	
Female	111	102	98	94	91	66	108	110	
	131	315	391	194	101	106	319	33	1589
	8.2%	19.8%	24.6%	12.2%	6.4%	6.7%	20.1%	2.1%	
<b>Grand Total</b>	90	98	101	105	108	130	93	91	
	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H6** D3 results - Employment

D3 What age are you?

Sum of Weight Q_D3	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
15 - 17	10	22	14	10	2	4	1	13	75
	13.2%	29.5%	18.1%	13.3%	2.6%	5.0%	1.5%	16.9%	
18 - 21	145	146	75	115	44	96	7	748	
	20	33	27	15	10	5	2	33	145
22 - 24	14.0%	22.7%	18.6%	10.3%	7.0%	3.3%	1.4%	22.7%	
	154	113	77	89	119	63	6	1008	
25 - 34	12	29	57	11	14	8	4	8	142
	8.3%	20.2%	39.9%	7.8%	10.2%	5.4%	2.8%	5.4%	
35 - 44	92	100	164	68	172	105	13	238	
	36	120	193	75	27	17	4	8	479
45 - 54	7.4%	25.0%	40.2%	15.6%	5.7%	3.6%	0.9%	1.6%	
	82	124	166	135	96	70	4	70	
55 - 64	62	164	188	94	56	50	5	7	625
	9.9%	26.2%	30.0%	15.0%	8.9%	8.0%	0.8%	1.1%	
65 - 74	109	130	124	129	151	156	4	49	

Table continued...

Sum of Weight Q_D3	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
45 - 54	51	121	132	82	38	48	24		497
	10.3%	24.4%	26.5%	16.6%	7.7%	9.7%	4.9%	0.0%	
55 - 64	113	121	109	143	130	188	23	0	
	49	81	96	50	19	23	151		469
65+	10.4%	17.3%	20.5%	10.8%	4.0%	4.9%	32.3%	0.0%	
	114	85	84	93	67	95	150	0	
65+	33	37	23	11	11		456		571
	5.9%	6.4%	4.1%	1.9%	2.0%	0.0%	79.8%	0.0%	
<b>Grand Total</b>	64	32	17	16	34	0	370	0	
	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	



**Table H7** D4 results - Employment

D4 What region do you live in?

Sum of Weight	Employment								Grand Total
Q_D4	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	Grand Total
	9	24	39	24	13	10	40	7	167
North	5.4%	14.5%	23.6%	14.4%	8.0%	5.8%	23.9%	4.3%	
	60	72	97	125	136	113	111	191	
	32	56	78	46	17	16	69	10	323
Yorkshire & Humberside	9.9%	17.3%	24.1%	14.2%	5.3%	4.8%	21.3%	3.1%	
	109	86	100	122	90	94	99	136	
	21	69	97	46	19	21	68	6	347
North West	6.1%	19.8%	27.8%	13.4%	5.5%	6.0%	19.6%	1.7%	
	67	98	115	115	94	117	91	74	
	11	51	67	25	21	15	68	5	262
East Midlands	4.2%	19.3%	25.4%	9.4%	7.9%	5.8%	26.1%	1.8%	
	46	96	105	81	134	112	121	82	
	18	51	62	31	18	16	48	9	253
West Midlands	7.1%	20.2%	24.5%	12.3%	7.0%	6.4%	19.1%	3.5%	
	78	100	101	106	118	124	88	155	

Table continued...

Sum of Weight Q_D4	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
	22	73	61	31	19	13	74	2	294
East Anglia	7.3%	24.7%	20.7%	10.5%	6.5%	4.3%	25.2%	0.8%	
	80	122	85	91	109	83	117	37	
	76	122	145	58	39	23	126	10	600
South East	12.6%	20.3%	24.2%	9.7%	6.5%	3.9%	21.0%	1.6%	
	139	101	100	84	111	75	97	73	
	28	57	87	43	20	18	96	11	359
South West	7.7%	15.9%	24.2%	12.0%	5.7%	4.9%	26.7%	3.0%	
	84	79	100	104	96	95	124	132	
	57	103	92	43	11	24	58	8	396
London	14.4%	26.1%	23.3%	11.0%	2.7%	6.0%	14.5%	2.1%	
	158	129	96	95	46	116	67	91	
<b>Grand Total</b>	323	347	262	253	294	600	359	396	3003
	10.8%	11.6%	8.7%	8.4%	9.8%	20.0%	12.0%	13.2%	

**Table H8** SEG (Socio-economic group) results - Employment

SEG (Socio-economic group)

Sum of Weight SEG	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
AB	273	606							879
	31.1%	68.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	342	342	0	0	0	0	0	0	
C1			728					68	796
	0.0%	0.0%	91.5%	0.0%	0.0%	0.0%	0.0%	8.5%	
	0	0	377	0	0	0	0	377	
C2				348					348
	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	
	0	0	0	863	0	0	0	0	
D					178				178
	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	
	0	0	0	0	1690	0	0	0	
E						155	647		802
	0.0%	0.0%	0.0%	0.0%	0.0%	19.3%	80.7%	0.0%	
	0	0	0	0	0	374	374	0	
<b>Grand Total</b>	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H9** D6 results - Employment

D6 What is your marital status?

Sum of Weight	Employment								Grand Total
Q_D6	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	Grand Total
Single	59	135	228	71	45	51	52	62	703
	8.4%	19.2%	32.4%	10.1%	6.4%	7.2%	7.5%	8.8%	
Married/Living together	92	95	134	87	109	140	35	392	
	193	431	408	252	113	64	421	4	1888
	10.2%	22.9%	21.6%	13.3%	6.0%	3.4%	22.3%	0.2%	
Divorced/Separated	112	113	89	115	101	66	104	10	
	19	31	82	20	19	36	93	1	303
	6.3%	10.3%	27.2%	6.6%	6.4%	11.9%	30.8%	0.4%	
Widowed	69	51	112	57	109	231	143	18	
	2	9	10	5		4	80		109
	1.8%	7.8%	9.2%	4.6%	0.0%	3.4%	73.1%	0.0%	
<b>Grand Total</b>	20	39	38	40	0	66	339	0	
	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H10** D7 results - Employment

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight Q_D7	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
Yes	100	227	229	141	70	62	20	13	862
	11.6%	26.3%	26.6%	16.3%	8.1%	7.1%	2.3%	1.6%	
No	128	130	110	141	138	139	11	69	
	173	379	499	208	107	93	627	54	2141
	8.1%	17.7%	23.3%	9.7%	5.0%	4.3%	29.3%	2.5%	
	89	88	96	84	85	84	136	113	
<b>Grand Total</b>	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

**Table H11** D8 results - Employment

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	Employment								Grand Total
	Sen Mang	Int Mang	Supervis	Manl (Q)	Manl (UQ)	Unemp	Retired	Student	
	7	13	19	1	1	2	1	1	46
Afro/Afro-Caribbean	14.9%	28.7%	42.0%	2.4%	2.4%	5.3%	2.9%	1.3%	
	164	142	173	21	41	103	13	60	
	18	24	13	13	6	6	1	1	82
Asian (not Chinese)	21.8%	29.8%	15.8%	16.0%	6.8%	7.7%	1.4%	0.8%	
	239	148	65	138	115	149	6	34	
	236	544	672	324	169	141	638	53	2777
White (British or other)	8.5%	19.6%	24.2%	11.7%	6.1%	5.1%	23.0%	1.9%	
	94	97	100	101	103	99	107	84	
	2	15	10	6	1		1	7	41
Mixed race	5.5%	35.6%	23.9%	13.4%	1.5%	0.0%	3.2%	16.9%	
	60	176	99	116	25	0	15	748	
	1	4	5	2				1	13
Chinese	10.0%	28.4%	33.8%	17.8%	0.0%	0.0%	0.0%	10.0%	
	110	141	139	153	0	0	0	443	
	8	6	10	2	1	5	5	5	43
Prefer not to answer/other	19.3%	13.4%	22.9%	5.2%	3.1%	11.2%	12.4%	12.4%	
	212	66	94	45	52	218	58	550	
<b>Grand Total</b>	273	606	728	348	178	155	647	68	3003
	9.1%	20.2%	24.3%	11.6%	5.9%	5.2%	21.6%	2.3%	

# Marital Status - Survey results

**Table I1** Question 1 results - Marital Status

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
Utterly featureless and barren	61	80	12	1	154
	39.6%	51.9%	7.7%	0.8%	
	169	83	76	22	
Mostly barren with a few places where sea-life, such as plants and creatures, survive	126	237	27	12	402
	31.4%	58.9%	6.8%	2.9%	
	134	94	67	79	
Generally barren but with quite a few places where creatures and plants survive	210	466	76	23	775
	27.1%	60.1%	9.8%	3.0%	
	116	96	97	81	
Quite well covered in undersea landscapes with living creatures and plants	188	671	108	47	1015
	18.6%	66.1%	10.6%	4.6%	
	79	105	105	128	
A variety of distinctive landscapes, some of which are unique to our region	117	434	80	27	657
	17.8%	66.0%	12.2%	4.0%	
	76	105	121	111	
<b>Grand Total</b>	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	

**Table I2** Question 2 results - Marital Status

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	50 29.2%	102 58.9%	17 10.0%	3 1.9%	173
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	125 31.9%	94 57.2%	100 8.8%	51 2.1%	535
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	170 29.0%	306 59.9%	47 7.8%	11 3.4%	708
Generally a landscape of living creatures and plants with damage confined to some heavily used places	136 18.1%	91 65.7%	87 11.4%	58 4.8%	1286
A rich mix of undersea landscapes including plants, animals and features special to this region	124 14.4%	95 70.1%	77 12.4%	93 3.1%	301
<b>Grand Total</b>	703 23.4%	1888 62.9%	303 10.1%	109 3.6%	3003



**Table I3** Question 3 results - Marital Status

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
	42	73	9	2	126
Not at all sure; there's probably nothing special	33.3%	57.6%	7.2%	1.9%	
	142	92	72	52	
	78	145	15	9	247
Fairly unsure; I doubt there's anything special	31.4%	58.9%	6.3%	3.5%	
	134	94	62	95	
	202	404	56	23	685
Neither sure nor unsure	29.5%	59.0%	8.1%	3.3%	
	126	94	80	92	
	240	790	138	47	1216
Fairly sure there's something worth saving	19.8%	65.0%	11.3%	3.9%	
	85	103	112	107	
	140	475	85	28	729
Very certain; I'm sure we have something that is regionally distinctive	19.3%	65.2%	11.7%	3.9%	
	82	104	116	106	
<b>Grand Total</b>	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	

**Table I4** Question 4 results - Marital Status

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
I'm not concerned, it doesn't worry me	25 36.5%	32 45.7%	9 13.2%	3 4.6%	70
	156	73	131	127	
The situation is not as dangerous as it's made out to be	48 26.5%	116 63.3%	16 8.5%	3 1.7%	183
	113	101	84	47	
The situation is dangerous, but it's not too late to restore the environment through action	130 21.2%	385 63.0%	57 9.4%	40 6.5%	611
	91	100	93	178	
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	50 26.4%	118 62.0%	16 8.3%	6 3.3%	190
	113	99	82	91	
Everybody should do something	138 21.6%	416 65.3%	65 10.2%	18 2.9%	637
	92	104	101	78	
We are all responsible	204 21.1%	623 64.1%	115 11.8%	29 3.0%	971
	90	102	117	82	
Government should legislate	38 38.9%	53 54.5%	5 5.2%	1 1.3%	96
	166	87	52	36	
They should introduce an environment tax	12 45.0%	13 52.6%	1 2.4%	0 0.0%	26
	192	84	24	0	
Companies should be made directly responsible	58 26.5%	132 60.5%	20 9.0%	9 4.0%	219
	113	96	89	110	
<b>Grand Total</b>	703 23.4%	1888 62.9%	303 10.1%	109 3.6%	3003

**Table I5** D2 results - Marital Status

D2 Are you male or female?

Sum of Weight Q_D2	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
	391	894	101	28	1413
Male	27.7%	63.2%	7.1%	2.0%	
	118	101	71	54	
	311	994	202	82	1589
Female	19.6%	62.5%	12.7%	5.1%	
	84	99	126	141	
<b>Grand Total</b>	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	

**Table I6** D3 results - Marital Status

D3 What age are you?

Sum of Weight Q_D3	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
15 - 17	69	5		1	75
	91.9%	6.3%	0.0%	1.8%	
18 - 21	393	10	0	49	145
	127	18			
22 - 24	87.5%	12.5%	0.0%	0.0%	142
	374	20	0	0	
25 - 34	97	44	1		479
	68.5%	31.1%	0.4%	0.0%	
35 - 44	293	49	4	0	625
	156	309	15		
45 - 54	32.4%	64.5%	3.1%	0.0%	497
	139	103	31	0	
55 - 64	133	442	46	4	469
	21.2%	70.7%	7.4%	0.6%	
65+	91	112	74	16	571
	63	340	87	6	
Grand Total	12.8%	68.5%	17.6%	1.2%	3003
	55	109	174	32	
Grand Total	31	331	81	26	3003
	6.5%	70.7%	17.2%	5.6%	
Grand Total	28	112	170	154	3003
	27	398	73	72	
Grand Total	4.8%	69.8%	12.8%	12.7%	3003
	20	111	127	347	
Grand Total	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	

**Table I7** D4 results - Marital Status

D4 What region do you live in?

Sum of Weight Q_D4	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
	38	104	16	8	167
North	22.7%	62.4%	9.8%	5.1%	
	97	99	97	139	
Yorkshire & Humberside	86	202	25	11	323
	26.7%	62.4%	7.7%	3.3%	
	114	99	76	89	
North West	74	241	23	10	347
	21.4%	69.3%	6.6%	2.8%	
	91	110	65	77	
East Midlands	55	170	24	13	262
	21.1%	64.7%	9.3%	4.9%	
	90	103	92	135	
West Midlands	69	148	31	7	253
	27.1%	58.2%	12.1%	2.6%	
	116	93	120	71	
East Anglia	67	178	38	11	294
	22.8%	60.5%	13.0%	3.7%	
	97	96	129	101	
South East	105	404	64	27	600
	17.5%	67.4%	10.6%	4.4%	
	75	107	105	121	
South West	81	226	40	13	359
	22.6%	62.8%	11.2%	3.5%	
	96	100	111	96	
London	127	216	42	11	396
	32.1%	54.5%	10.5%	2.9%	
	137	87	104	79	
<b>Grand Total</b>	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	

**Table I8** SEG (Socio-economic group) results - Marital Status

SEG (Socio-economic group)

Sum of Weight SEG	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
	194	624	51	11	879
AB	22.0%	71.0%	5.7%	1.2%	
	94	113	57	33	
	290	413	84	10	796
C1	36.4%	51.8%	10.5%	1.3%	
	156	82	104	35	
	71	252	20	5	348
C2	20.4%	72.4%	5.7%	1.5%	
	87	115	57	40	
	45	113	19		178
D	25.5%	63.6%	11.0%	0.0%	
	109	101	109	0	
	103	486	129	84	802
E	12.9%	60.6%	16.1%	10.4%	
	55	96	160	287	
<b>Grand Total</b>	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	

**Table I9** D5 results - Marital Status

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
	59	193	19	2	273
Senior Management or professional	21.6%	70.7%	7.0%	0.7%	
	92	112	69	20	
	135	431	31	9	606
Intermediate managerial, administrative or professional	22.2%	71.2%	5.2%	1.4%	
	95	113	51	39	
	228	408	82	10	728
Supervisor; clerical; junior managerial, administrative or professional	31.3%	56.0%	11.3%	1.4%	
	134	89	112	38	
	71	252	20	5	348
Manual worker (with industry qualifications)	20.4%	72.4%	5.7%	1.5%	
	87	115	57	40	
	45	113	19		178
Manual worker (with no qualifications)	25.5%	63.6%	11.0%	0.0%	
	109	101	109	0	
	51	64	36	4	155
Unemployed	32.8%	41.5%	23.3%	2.4%	
	140	66	231	66	
	52	421	93	80	647
Retired	8.1%	65.1%	14.4%	12.4%	
	35	104	143	339	
	62	4	1		68
Student	91.6%	6.5%	1.8%	0.0%	
	392	10	18	0	
<b>Grand Total</b>	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	

**Table I10** D7 results - Marital Status

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight Q_D7	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
Yes	97	688	68	8	862
	11.3%	79.9%	7.9%	0.9%	
No	48	127	78	25	
	605	1199	235	102	2141
Grand Total	28.3%	56.0%	11.0%	4.8%	
	121	89	109	130	
Grand Total	703	1888	303	109	3003
	23.4%	62.9%	10.1%	3.6%	



**Table I11** D8 results - Marital Status

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	Marital Status				Grand Total
	Sing	Mar/Liv	Div/Sep	Wid	
Afro/Afro-Caribbean	25 53.1%	19 42.0%	2 4.9%	0 0.0%	46
	227	67	48	0	
Asian (not Chinese)	24 29.0%	56 68.3%	2 2.8%	0 0.0%	82
	124	109	27	0	
White (British or other)	606 21.8%	1766 63.6%	297 10.7%	108 3.9%	2777
	93	101	106	107	
Mixed race	22 52.2%	18 44.5%	1 3.2%	0 0.0%	41
	223	71	32	0	
Chinese	7 50.0%	7 50.0%	0 0.0%	0 0.0%	13
	214	80	0	0	
Prefer not to answer/other	20 46.8%	22 50.1%	0 0.0%	1 3.1%	43
	200	80	0	85	
<b>Grand Total</b>	703 23.4%	1888 62.9%	303 10.1%	109 3.6%	3003

# Children under 16 - Survey results

**Table J1** Question 1 results - Children under 16

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Children under 16		
	Yes	No	Grand Total
	60	93	154
Utterly featureless and barren	39.2%	60.8%	
	137	85	
	132	270	402
Mostly barren with a few places where sea-life, such as plants and creatures, survive	32.9%	67.1%	
	115	94	
	247	528	775
Generally barren but with quite a few places where creatures and plants survive	31.9%	68.1%	
	111	95	
	262	753	1015
Quite well covered in undersea landscapes with living creatures and plants	25.8%	74.2%	
	90	104	
	160	497	657
A variety of distinctive landscapes, some of which are unique to our region	24.4%	75.6%	
	85	106	
<b>Grand Total</b>	862	2141	3003
	28.7%	71.3%	

**Table J2** Question 2 results - Children under 16

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Children under 16		
	Yes	No	Grand Total
Dark, polluted and probably damaged beyond repair by industry and over-fishing	60 34.6%	113 65.4%	173
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	121 35.3%	92 64.7%	535
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	200 28.3%	508 71.7%	708
Generally a landscape of living creatures and plants with damage confined to some heavily used places	341 26.5%	945 73.5%	1286
A rich mix of undersea landscapes including plants, animals and features special to this region	72 23.7%	230 76.3%	301
<b>Grand Total</b>	862 28.7%	2141 71.3%	3003

**Table J3** Question 3 results - Children under 16

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Children under 16		
	Yes	No	Grand Total
	40	85	126
Not at all sure; there's probably nothing special	32.1%	67.9%	
	112	95	
	80	167	247
Fairly unsure; I doubt there's anything special	32.5%	67.5%	
	113	95	
	222	464	685
Neither sure nor unsure	32.3%	67.7%	
	113	95	
	341	874	1216
Fairly sure there's something worth saving	28.1%	71.9%	
	98	101	
	178	551	729
Very certain; I'm sure we have something that is regionally distinctive	24.4%	75.6%	
	85	106	
<b>Grand Total</b>	862	2141	3003
	28.7%	71.3%	

**Table J4** Question 4 results - Children under 16

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Children under 16		
	Yes	No	Grand Total
I'm not concerned, it doesn't worry me	25 35.4%	45 64.6%	70
The situation is not as dangerous as it's made out to be	123 21.8%	91 78.2%	183
The situation is dangerous, but it's not too late to restore the environment through action	40 25.4%	143 74.6%	183
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	76 29.0%	110 71.0%	186
Everybody should do something	155 35.3%	456 64.7%	611
We are all responsible	88 29.0%	105 71.0%	193
Government should legislate	55 29.0%	135 71.0%	190
They should introduce an environment tax	101 35.3%	100 64.7%	201
Companies should be made directly responsible	225 32.6%	412 67.4%	637
<b>Grand Total</b>	<b>123</b> 28.7%	<b>91</b> 71.3%	<b>214</b>

**Table J5** D2 results - Children under 16

D2 Are you male or female?

Sum of Weight Q_D2	Children under 16		Grand Total
	Yes	No	
	340	1073	1413
Male	24.1%	75.9%	
	84	106	
	521	1068	1589
Female	32.8%	67.2%	
	114	94	
<b>Grand Total</b>	862	2141	3003
	28.7%	71.3%	

**Table J6** D3 results - Children under 16

D3 What age are you?

Sum of Weight Q_D3	Children under 16		Grand Total
	Yes	No	
	21	54	75
15 - 17	28.5%	71.5%	
	99	100	
18 - 21	33	113	145
	22.5%	77.5%	
	78	109	
22 - 24	25	117	142
	17.9%	82.1%	
	62	115	
25 - 34	216	263	479
	45.0%	55.0%	
	157	77	
35 - 44	378	246	625
	60.6%	39.4%	
	211	55	
45 - 54	150	347	497
	30.2%	69.8%	
	105	98	
55 - 64	26	442	469
	5.6%	94.4%	
	20	132	
65+	12	559	571
	2.0%	98.0%	
	7	137	
<b>Grand Total</b>	862	2141	3003
	28.7%	71.3%	

**Table J7** D4 results - Children under 16

D4 What region do you live in?

Sum of Weight Q_D4	Children under 16		Grand Total
	Yes	No	
	58	109	167
North	34.7%	65.3%	
	121	92	
Yorkshire & Humberside	93	230	323
	28.9%	71.1%	
	101	100	
	103	245	347
North West	29.6%	70.4%	
	103	99	
	68	194	262
East Midlands	26.1%	73.9%	
	91	104	
	66	187	253
West Midlands	26.1%	73.9%	
	91	104	
	76	218	294
East Anglia	25.8%	74.2%	
	90	104	
	162	438	600
South East	27.0%	73.0%	
	94	102	
	107	253	359
South West	29.7%	70.3%	
	104	99	
	128	268	396
London	32.4%	67.6%	
	113	95	
<b>Grand Total</b>	862	2141	3003
	28.7%	71.3%	



**Table J8** SEG (Socio-economic group) results - Children under 16  
 SEG (Socio-economic group)

Sum of Weight SEG	Children under 16		Grand Total
	Yes	No	
AB	327	552	879
	37.2%	62.8%	
	130	88	
C1	243	553	796
	30.5%	69.5%	
	106	97	
C2	141	208	348
	40.4%	59.6%	
	141	84	
D	70	107	178
	39.5%	60.5%	
	138	85	
E	81	721	802
	10.2%	89.8%	
	35	126	
<b>Grand Total</b>	862	2141	3003
	28.7%	71.3%	





**Table J9** D5 results - Children under 16

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Children under 16		
	Yes	No	Grand Total
	100	173	273
Senior Management or professional	36.6%	63.4%	
	128	89	
	227	379	606
Intermediate managerial, administrative or professional	37.4%	62.6%	
	130	88	
	229	499	728
Supervisor; clerical; junior managerial, administrative or professional	31.5%	68.5%	
	110	96	
	141	208	348
Manual worker (with industry qualifications)	40.4%	59.6%	
	141	84	
	70	107	178
Manual worker (with no qualifications)	39.5%	60.5%	
	138	85	
	62	93	155
Unemployed	39.8%	60.2%	
	139	84	
	20	627	647
Retired	3.1%	96.9%	
	11	136	
	13	54	68
Student	19.7%	80.3%	
	69	113	
<b>Grand Total</b>	862	2141	3003
	28.7%	71.3%	

**Table J10** D6 results - Children under 16

D6 What is your marital status?

Sum of Weight Q_D6	Children under 16		Grand Total
	Yes	No	
Single	97 13.8%	605 86.2%	703
			
Married/Living together	688 36.5%	1199 63.5%	1888
			
Divorced/Separated	68 22.5%	235 77.5%	303
			
Widowed	8 7.1%	102 92.9%	109
			
<b>Grand Total</b>	862 28.7%	2141 71.3%	3003

**Table J11** D8 results - Children under 16

D8 Which best describes your ancestry or racial heritage?

Sum of Weight Q_D8	Children under 16		Grand Total
	Yes	No	
Afro/Afro-Caribbean	25 53.8%	21 46.2%	46
	187	65	
Asian (not Chinese)	47 57.7%	35 42.3%	82
	201	59	
White (British or other)	759 27.3%	2018 72.7%	2777
	95	102	
Mixed race	15 36.1%	26 63.9%	41
	126	90	
Chinese	5 40.0%	8 60.0%	13
	139	84	
Prefer not to answer/other	11 24.8%	32 75.2%	43
	87	105	
<b>Grand Total</b>	862 28.7%	2141 71.3%	3003

# Ethnicity - Survey results

**Table K1** Question 1 results - Ethnicity

Q1 Thinking of the seabed and landscape beneath the sea in your region, or off the coast where you visit the seaside, do you think it is most likely (to be):

Sum of Weight Q_Q1	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
Utterly featureless and barren	13	7	118	8	2	5	154
	8.6%	4.5%	77.1%	5.1%	1.6%	3.1%	
	560	165	83	370	361	215	
Mostly barren with a few places where sea-life, such as plants and creatures, survive	8	22	351	5	4	13	402
	2.1%	5.4%	87.2%	1.1%	0.9%	3.2%	
	136	199	94	82	201	225	
Generally barren but with quite a few places where creatures and plants survive	13	26	708	14	4	10	775
	1.6%	3.3%	91.3%	1.9%	0.5%	1.3%	
	107	122	99	135	122	91	
Quite well covered in undersea landscapes with living creatures and plants	4	16	979	7	2	5	1015
	0.4%	1.6%	96.5%	0.7%	0.2%	0.5%	
	28	59	104	53	55	35	
A variety of distinctive landscapes, some of which are unique to our region	7	11	621	7	1	10	657
	1.1%	1.7%	94.5%	1.1%	0.1%	1.6%	
	73	62	102	79	21	108	
<b>Grand Total</b>	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K2** Question 2 results - Ethnicity

Q2 Which best characterises the undersea landscape in the seas in this region?

Sum of Weight Q_Q2	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
Dark, polluted and probably damaged beyond repair by industry and over-fishing	10 5.8%	10 5.8%	143 82.7%	6 3.2%	0 0.0%	4 2.4%	173
	379	213	89	234	0	171	
Generally damaged and barren but with a few creatures and plant-life hanging on in a few localities	12 2.2%	24 4.4%	474 88.6%	12 2.3%	6 1.1%	7 1.3%	535
	141	162	96	169	255	94	
Damaged and empty over quite wide areas but with significant stretches with communities of living creatures and plants	8 1.2%	21 2.9%	649 91.7%	14 2.0%	3 0.4%	12 1.7%	708
	76	108	99	146	98	121	
Generally a landscape of living creatures and plants with damage confined to some heavily used places	9 0.7%	23 1.8%	1230 95.6%	6 0.4%	4 0.3%	14 1.1%	1286
	45	66	103	32	74	77	
A rich mix of undersea landscapes including plants, animals and features special to this region	7 2.4%	4 1.4%	281 93.3%	3 1.1%	0 0.0%	5 1.7%	301
	157	52	101	82	0	119	
<b>Grand Total</b>	46 1.5%	82 2.7%	2777 92.5%	41 1.4%	13 0.4%	43 1.4%	3003

**Table K3** Question 3 results - Ethnicity

Q3 The government plans to set up more marine protected areas in the seas around the coasts of England. Thinking about the seas off the coast in this region, how sure do you feel that there would be undersea landscapes worth protecting here?

Sum of Weight Q_Q3	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
	5	4	106	4		7	126
Not at all sure; there's probably nothing special	3.8%	3.2%	83.9%	3.4%	0.0%	5.8%	
	244	117	91	243	0	405	
	5	16	213	5	5	3	247
Fairly unsure; I doubt there's anything special	2.0%	6.3%	86.3%	1.9%	2.2%	1.4%	
	130	231	93	139	486	96	
	19	28	608	7	4	19	685
Neither sure nor unsure	2.8%	4.1%	88.8%	1.0%	0.5%	2.7%	
	182	152	96	75	118	191	
	15	24	1152	15	4	6	1216
Fairly sure there's something worth saving	1.2%	2.0%	94.8%	1.2%	0.4%	0.5%	
	78	73	102	87	82	33	
	3	10	698	11		8	729
Very certain; I'm sure we have something that is regionally distinctive	0.4%	1.3%	95.8%	1.5%	0.0%	1.1%	
	24	49	104	107	0	75	
<b>Grand Total</b>	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K4** Question 4 results - Ethnicity

Q4 Which ONE of these statements comes closest to your own attitude to the state of the natural environment?

Sum of Weight Q_Q4	Ethnicity						No Ans	Grand Total
	Afro	Asian	White	Mixed	Chinese			
I'm not concerned, it doesn't worry me	6 8.3%	5 7.4%	53 76.6%	1 1.6%	2 3.5%	2 2.5%	70	
The situation is not as dangerous as it's made out to be	538 1.6%	272 3.2%	83 89.8%	118 1.4%	796 0.6%	176 3.4%	183	
The situation is dangerous, but it's not too late to restore the environment through action	3 0.9%	6 2.6%	164 94.1%	3 1.2%	1 0.6%	6 0.6%	611	
The balance of nature has been upset for centuries to come. It's too late to prevent serious problems	57 1.3%	95 2.1%	102 95.1%	90 0.3%	136 0.6%	41 0.6%	190	
Everybody should do something	2 2.0%	4 3.1%	181 89.6%	1 1.9%	1 0.8%	1 2.7%	637	
	84 128	78 115	103 97	24 137	134 174	41 188		

Table continued...



Sum of Weight Q_Q4	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
We are all responsible	16	23	911	11		9	971
	1.6%	2.4%	93.9%	1.2%	0.0%	1.0%	
	106	86	102	85	0	66	
Government should legislate		3	91	2			96
	0.0%	3.5%	93.9%	2.6%	0.0%	0.0%	
	0	129	102	186	0	0	
They should introduce an environment tax		2	22			1	26
	0.0%	8.8%	86.0%	0.0%	0.0%	5.2%	
	0	324	93	0	0	363	
Companies should be made directly responsible	1	2	209	4		3	219
	0.6%	1.1%	95.4%	1.6%	0.0%	1.2%	
	40	41	103	116	0	85	
<b>Grand Total</b>	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K5** D2 results - Ethnicity

D2 Are you male or female?

Sum of Weight Q_D2	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
Male	18 1.3%	45 3.2%	1296 91.7%	23 1.6%	8 0.5%	24 1.7%	1413
Female	84 2.8%	117 3.7%	99 1481	118 18	119 6	118 19	1589
<b>Grand Total</b>	46 1.5%	82 2.7%	2777 92.5%	41 1.4%	13 0.4%	43 1.4%	3003

**Table K6** D3 results - Ethnicity

D3 What age are you?

Sum of Weight Q_D3	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
15 - 17	6	2	54	5	1	6	75
	8.4%	3.3%	72.6%	6.9%	0.8%	8.1%	
18 - 21	542	121	78	497	187	563	145
	5	4	117	9	4	7	
22 - 24	3.3%	2.5%	80.7%	6.5%	2.5%	4.6%	142
	211	91	87	468	556	321	
25 - 34	5	6	123	4	1	3	479
	3.4%	4.4%	86.8%	2.7%	0.8%	1.9%	
35 - 44	221	163	94	194	179	131	625
	10	40	404	9	6	10	
	2.0%	8.4%	84.4%	2.0%	1.2%	2.1%	479
	131	309	91	142	260	147	
	16	19	574	9	2	5	625
	2.5%	3.0%	92.0%	1.4%	0.4%	0.8%	
	162	109	99	99	89	55	

Table continued...

Sum of Weight Q_D3	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
45 - 54	2	6	480	3		5	497
	0.5%	1.3%	96.7%	0.5%	0.0%	0.9%	
55 - 64	32	48	105	39	0	65	469
	1	4	458	1		4	469
65+	0.3%	0.9%	97.8%	0.2%	0.0%	0.9%	
	18	31	106	17	0	60	571
Grand Total	1		564	1		4	571
	0.2%	0.0%	98.8%	0.2%	0.0%	0.7%	
Grand Total	15	0	107	17	0	49	3003
	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K7** D4 results - Ethnicity

D4 What region do you live in?

Sum of Weight Q_D4	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
			161	1	1	3	167
North	0.0%	0.0%	96.7%	0.7%	0.8%	1.9%	
	0	0	105	49	180	129	
	1	9	303	7		4	323
Yorkshire & Humberside	0.3%	2.7%	93.6%	2.1%	0.0%	1.2%	
	23	99	101	155	0	87	
	3	9	325	5	2	4	347
North West	0.8%	2.6%	93.5%	1.4%	0.7%	1.1%	
	50	95	101	101	146	76	
	2	3	248	5	1	2	262
East Midlands	0.9%	1.2%	94.6%	1.9%	0.4%	0.9%	
	61	43	102	136	97	66	
	5	6	228	4	3	6	253
West Midlands	2.0%	2.6%	90.1%	1.7%	1.1%	2.5%	
	132	94	97	127	237	173	

Table continued...

Sum of Weight Q_D4	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
	1	1	286	3	1	2	294
East Anglia	0.5%	0.2%	97.2%	1.1%	0.4%	0.7%	
	29	8	105	76	95	46	
	5	11	572	3	1	9	600
South East	0.8%	1.8%	95.3%	0.6%	0.2%	1.4%	
	49	65	103	41	42	99	
	1	4	346	5		4	359
South West	0.2%	1.0%	96.4%	1.4%	0.0%	1.1%	
	11	37	104	100	0	74	
	28	40	307	8	4	9	396
London	7.2%	10.0%	77.6%	2.0%	0.9%	2.3%	
	465	368	84	142	204	161	
<b>Grand Total</b>	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K8** SEG (Socio-economic group) results - Ethnicity

SEG (Socio-economic group)

Sum of Weight SEG	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
AB	20	42	780	17	5	14	879
	2.3%	4.8%	88.8%	1.9%	0.6%	1.6%	
C1	149	176	96	140	131	112	
	20	14	724	17	6	15	796
C2	2.5%	1.7%	91.0%	2.1%	0.7%	1.9%	
	164	62	98	154	165	133	
D	1	13	324	6	2	2	348
	0.3%	3.8%	93.0%	1.6%	0.7%	0.6%	
E	21	138	101	116	153	45	
	1	6	169	1		1	178
Grand Total	0.6%	3.1%	95.1%	0.4%	0.0%	0.8%	
	41	115	103	25	0	52	
Grand Total	4	7	779	1		10	802
	0.5%	0.9%	97.2%	0.2%	0.0%	1.3%	
Grand Total	31	34	105	12	0	89	
	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K9** D5 results - Ethnicity

D5 What is the employment status of the main income earner in your household?

Sum of Weight Q_D5	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
	7	18	236	2	1	8	273
Senior Management or professional	2.5%	6.5%	86.6%	0.8%	0.5%	3.0%	
	164	239	94	60	110	212	
	13	24	544	15	4	6	606
Intermediate managerial, administrative or professional	2.2%	4.0%	89.8%	2.4%	0.6%	1.0%	
	142	148	97	176	141	66	
	19	13	672	10	5	10	728
Supervisor; clerical; junior managerial, administrative or professional	2.7%	1.8%	92.2%	1.4%	0.6%	1.4%	
	173	65	100	99	139	94	
	1	13	324	6	2	2	348
Manual worker (with industry qualifications)	0.3%	3.8%	93.0%	1.6%	0.7%	0.6%	
	21	138	101	116	153	45	
	1	6	169	1		1	178
Manual worker (with no qualifications)	0.6%	3.1%	95.1%	0.4%	0.0%	0.8%	
	41	115	103	25	0	52	

Table continued...



Sum of Weight Q_D5	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
Unemployed	2	6	141			5	155
	1.6%	4.1%	91.2%	0.0%	0.0%	3.1%	
Retired	103	149	99	0	0	218	
	1	1	638	1		5	647
	0.2%	0.2%	98.6%	0.2%	0.0%	0.8%	
	13	6	107	15	0	58	
Student	1	1	53	7	1	5	68
	0.9%	0.9%	78.0%	10.3%	2.0%	7.9%	
<b>Grand Total</b>	60	34	84	748	443	550	
	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K10** D6 results - Ethnicity

D6 What is your marital status?

Sum of Weight Q_D6	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
Single	25	24	606	22	7	20	703
	3.5%	3.4%	86.2%	3.1%	1.0%	2.9%	
Married/Living together	227	124	93	223	214	200	
	19	56	1766	18	7	22	1888
Divorced/Separated	67	109	101	71	80	80	
	2	2	297	1			303
Widowed	48	27	106	32	0	0	
	0	0	108			1	109
<b>Grand Total</b>	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	

**Table K11** D7 results - Ethnicity

D7 Do you have children under 16 (including stepchildren) living in your household?

Sum of Weight Q_D7	Ethnicity						Grand Total
	Afro	Asian	White	Mixed	Chinese	No Ans	
Yes	25	47	759	15	5	11	862
	2.9%	5.5%	88.0%	1.7%	0.6%	1.2%	
No	187	201	95	126	139	87	2141
	21	35	2018	26	8	32	
	1.0%	1.6%	94.3%	1.2%	0.4%	1.5%	
	65	59	102	90	84	105	
<b>Grand Total</b>	46	82	2777	41	13	43	3003
	1.5%	2.7%	92.5%	1.4%	0.4%	1.4%	





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