

Which words best describe the communications from the environmental activism movement? Pick as many as you like.

Total sample size: 2,328

Nationally representative sample size: 1,614

GB Sample Spec	Percentage	Quota	Completes	% Complete	Helpful	Informative	Energising	Condescending	Patronising	Aggressive	Clear	Shaming	Confused	Uplifting	Hopeful	Depressing	None of the above
TOTALS					107 - 6.6%	223 - 13.8%	86 - 5.3%	340 - 21.1%	342 - 21.2%	507 - 31.4%	110 - 6.8%	288 - 17.8%	236 - 14.6%	46 - 2.9%	145 - 9.0%	354 - 21.9%	502 - 31.1%
Gender	Quotas		Raw counts		Results												
Male	48.7%	786	787	100.1%	46 5.8%	110 14.0%	47 6.0%	223 28.3%	220 28.0%	300 38.1%	66 8.4%	153 19.4%	151 19.2%	24 3.0%	75 9.5%	185 23.5%	188 23.9%
Female	50.8%	820	819	99.9%	60 7.3%	111 13.6%	38 4.6%	115 14.0%	121 14.8%	204 24.9%	42 5.1%	133 16.2%	84 10.3%	22 2.7%	70 8.5%	166 20.3%	312 38.1%
Neither	0.5%	8	8	100.0%	1 12.5%	2 25.0%	1 12.5%	2 25.0%	1 12.5%	3 37.5%	2 25.0%	2 25.0%	1 12.5%	0 0%	0 0%	3 37.5%	2 25.0%
AgeRange	Quotas		Raw counts		Results												
18-24	10.6%	171	171	100.0%	9 5.3%	28 16.4%	10 5.8%	27 15.8%	24 14.0%	36 21.1%	18 10.5%	25 14.6%	14 8.2%	7 4.1%	20 11.7%	35 20.5%	60 35.1%
25-34	17.0%	274	273	99.6%	22 8.1%	41 15.0%	20 7.3%	39 14.3%	42 15.4%	68 24.9%	20 7.3%	56 20.5%	29 10.6%	11 4.0%	33 12.1%	51 18.7%	100 36.6%
35-44	16.4%	265	265	100.0%	15 5.7%	36 13.6%	17 6.4%	40 15.1%	38 14.3%	70 26.4%	15 5.7%	46 17.4%	20 7.5%	9 3.4%	18 6.8%	46 17.4%	111 41.9%
45-54	16.9%	273	273	100.0%	22 8.1%	39 14.3%	11 4.0%	56 20.5%	47 17.2%	86 31.5%	17 6.2%	51 18.7%	39 14.3%	6 2.2%	26 9.5%	61 22.3%	90 33.0%
55-64	15.9%	257	257	100.0%	14 5.4%	31 12.1%	9 3.5%	66 25.7%	66 25.7%	88 34.2%	17 6.6%	53 20.6%	51 19.8%	4 1.6%	19 7.4%	63 24.5%	72 28.0%
65+	23.2%	374	375	100.3%	25 6.7%	48 12.8%	19 5.1%	112 29.9%	125 33.3%	159 42.4%	23 6.1%	57 15.2%	83 22.1%	9 2.4%	29 7.7%	98 26.1%	69 18.4%
SocialGrade	Quotas		Raw counts		Results												
AB	22.8%	368	368	100.0%	34 9.2%	59 16.0%	29 7.9%	88 23.9%	82 22.3%	123 33.4%	31 8.4%	77 20.9%	52 14.1%	16 4.3%	48 13.0%	86 23.4%	99 26.9%
C1	30.9%	499	500	100.2%	30 6.0%	82 16.4%	29 5.8%	110 22.0%	110 22.0%	170 34.0%	34 6.8%	93 18.6%	68 13.6%	14 2.8%	46 9.2%	111 22.2%	147 29.4%
C2	21.2%	342	342	100.0%	19 5.6%	42 12.3%	11 3.2%	67 19.6%	71 20.8%	98 28.7%	20 5.8%	53 15.5%	58 17.0%	5 1.5%	26 7.6%	75 21.9%	116 33.9%
DE	25.1%	405	404	99.8%	24 5.9%	40 9.9%	17 4.2%	75 18.6%	79 19.6%	116 28.7%	25 6.2%	65 16.1%	58 14.4%	11 2.7%	25 6.2%	82 20.3%	140 34.7%
Region	Quotas		Raw counts		Results												
North East	4.1%	66	66	100.0%	3 4.5%	9 13.6%	0 0%	15 22.7%	14 21.2%	19 28.8%	3 4.5%	15 22.7%	8 12.1%	1 1.5%	6 9.1%	12 18.2%	23 34.8%
North West	11.4%	184	184	100.0%	14 7.6%	24 13.0%	12 6.5%	35 19.0%	35 19.0%	56 30.4%	14 7.6%	23 12.5%	28 15.2%	5 2.7%	15 8.2%	37 20.1%	59 32.1%
Yorkshire and The Humber	8.4%	136	136	100.0%	9 6.6%	22 16.2%	8 5.9%	26 19.1%	25 18.4%	43 31.6%	10 7.4%	32 23.5%	17 12.5%	4 2.9%	13 9.6%	29 21.3%	42 30.9%
East Midlands	7.5%	121	120	99.2%	4 3.3%	12 10.0%	6 5.0%	25 20.8%	22 18.3%	33 27.5%	4 3.3%	13 10.8%	18 15.0%	2 1.7%	5 4.2%	21 17.5%	50 41.7%
West Midlands	9.1%	147	147	100.0%	5 3.4%	19 12.9%	6 4.1%	38 25.9%	34 23.1%	50 34.0%	9 6.1%	27 18.4%	20 13.6%	3 2.0%	8 5.4%	29 19.7%	44 29.9%
East of England	9.7%	157	157	100.0%	13 8.3%	19 12.1%	8 5.1%	32 20.4%	30 19.1%	52 33.1%	8 5.1%	34 21.7%	29 18.5%	7 4.5%	19 12.1%	41 26.1%	48 30.6%
London	13.5%	218	218	100.0%	19 8.7%	35 16.1%	16 7.3%	39 17.9%	45 20.6%	74 33.9%	22 10.1%	39 17.9%	27 12.4%	8 3.7%	31 14.2%	47 21.6%	54 24.8%
South East	14.3%	231	231	100.0%	16 6.9%	26 11.3%	12 5.2%	49 21.2%	49 21.2%	64 27.7%	11 4.8%	32 13.9%	32 13.9%	7 3.0%	21 9.1%	49 21.2%	85 36.8%
South West	8.8%	142	142	100.0%	10 7.0%	30 21.1%	8 5.6%	35 24.6%	38 26.8%	52 36.8%	8 5.6%	27 19.0%	26 18.3%	3 2.1%	14 9.9%	38 26.8%	32 22.5%
Wales	4.8%	77	77	100.0%	7 9.1%	9 11.7%	1 1.3%	14 18.2%	14 18.2%	16 20.8%	10 13.0%	18 23.4%	13 16.9%	1 1.3%	6 7.8%	24 31.2%	26 33.8%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Helpful	Informative	Energising	Condescending	Patronising	Aggressive	Clear	Shaming	Confused	Uplifting	Hopeful	Depressing	None of the above
Scotland	8.4%	136	136	100.0%	7 5.1%	18 13.2%	9 6.6%	32 23.5%	36 26.5%	48 35.3%	11 8.1%	28 20.6%	18 13.2%	5 3.7%	7 5.1%	27 19.9%	39 28.7%
VoteBrexit	Quotas		Raw counts		Results												
Leave	37.5%	605	605	100.0%	24 4.0%	45 7.4%	18 3.0%	191 31.6%	191 31.6%	256 42.3%	18 3.0%	119 19.7%	138 22.8%	6 1.0%	34 5.6%	152 25.1%	145 24.0%
Remain	34.7%	560	560	100.0%	61 10.9%	129 23.0%	50 8.9%	94 16.8%	99 17.7%	158 28.2%	62 11.1%	102 18.2%	59 10.5%	29 5.2%	70 12.5%	131 23.4%	153 27.3%
None	27.8%	449	449	100.0%	22 4.9%	49 10.9%	18 4.0%	55 12.2%	52 11.6%	93 20.7%	30 6.7%	67 14.9%	39 8.7%	11 2.4%	41 9.1%	71 15.8%	204 45.4%
Vote2019	Quotas		Raw counts		Results												
Conservative-party	29.3%	473	474	100.2%	13 2.7%	36 7.6%	11 2.3%	159 33.5%	170 35.9%	221 46.6%	10 2.1%	93 19.6%	104 21.9%	3 0.6%	26 5.5%	126 26.6%	101 21.3%
Labour-party	21.6%	349	348	99.7%	44 12.6%	97 27.9%	43 12.4%	45 12.9%	49 14.1%	87 25.0%	46 13.2%	64 18.4%	24 6.9%	24 6.9%	56 16.1%	79 22.7%	89 25.6%
Liberal-democrats	7.8%	126	126	100.0%	13 10.3%	24 19.0%	5 4.0%	19 15.1%	17 13.5%	40 31.7%	15 11.9%	17 13.5%	18 14.3%	3 2.4%	18 14.3%	23 18.3%	34 27.0%
Scottish-national-party	2.6%	42	42	100.0%	5 11.9%	8 19.0%	4 9.5%	11 26.2%	12 28.6%	17 40.5%	5 11.9%	12 28.6%	9 21.4%	2 4.8%	4 9.5%	13 31.0%	8 19.0%
Other	5.9%	95	95	100.0%	7 7.4%	16 16.8%	7 7.4%	25 26.3%	18 18.9%	27 28.4%	9 9.5%	14 14.7%	19 20.0%	6 6.3%	7 7.4%	22 23.2%	28 29.5%
No-vote	32.7%	528	529	100.2%	25 4.7%	42 7.9%	16 3.0%	81 15.3%	76 14.4%	115 21.7%	25 4.7%	88 16.6%	62 11.7%	8 1.5%	34 6.4%	91 17.2%	242 45.7%