



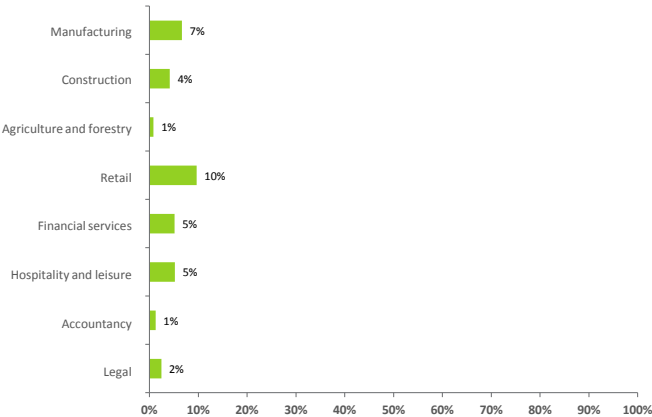
Ash Tree Disease

Conducted by YouGov on behalf of University of Oxford
14th - 15th April 2016



Ash Tree Disease

AW_workindustry. Which ONE of the following industry sectors does your business mainly operate in?

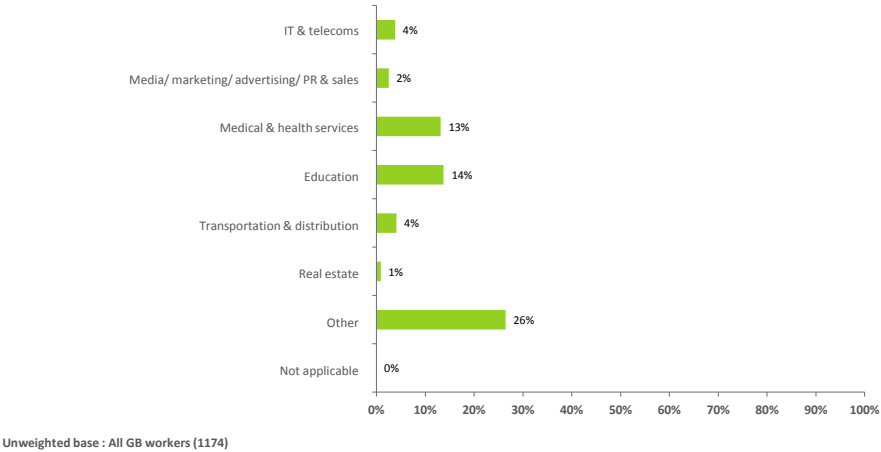


Unweighted base : All GB workers (1174)



Ash Tree Disease

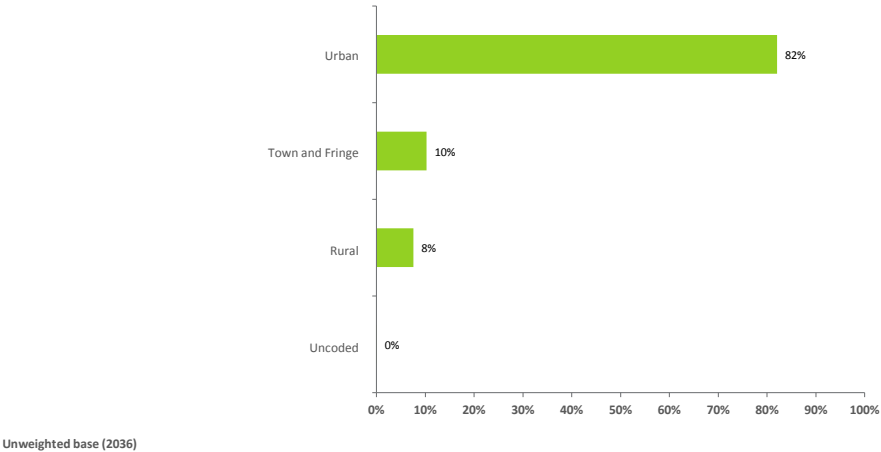
AW_workindustry. Which ONE of the following industry sectors does your business mainly operate in? (continued 2)



3

Ash Tree Disease

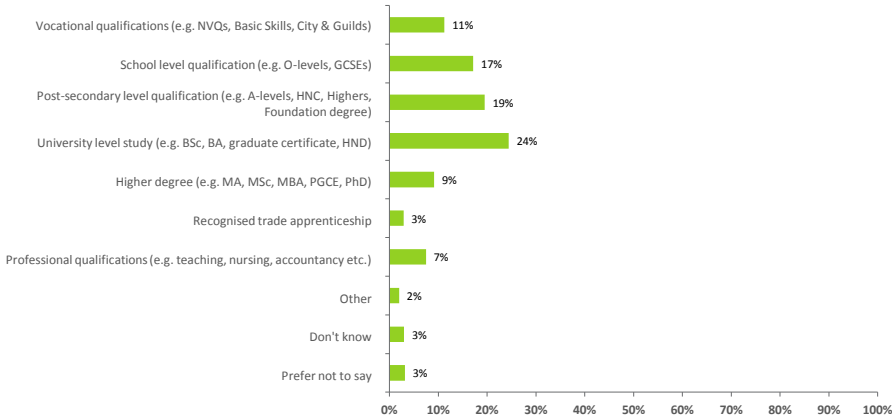
ONS_urban. Living in Urban / Rural / Town and Fringe



4

Ash Tree Disease

AW_educationlevel. What is the highest educational or work-related qualification you have?



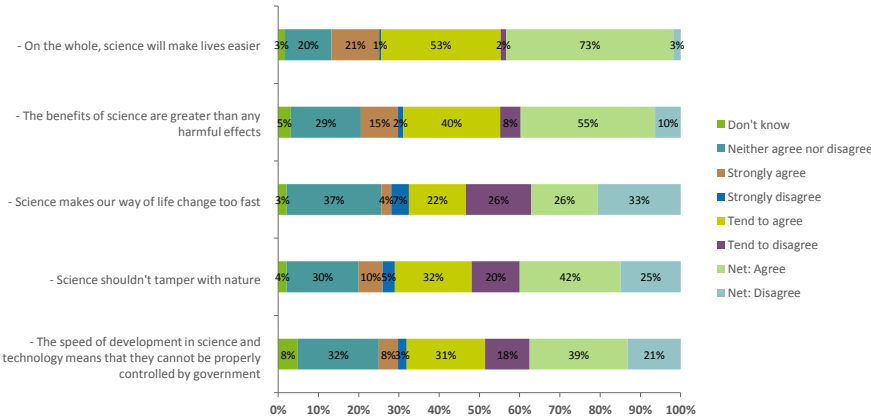
Unweighted base (2036)



5

Ash Tree Disease

WUT_q1. To what extent do you agree or disagree with the following statement?



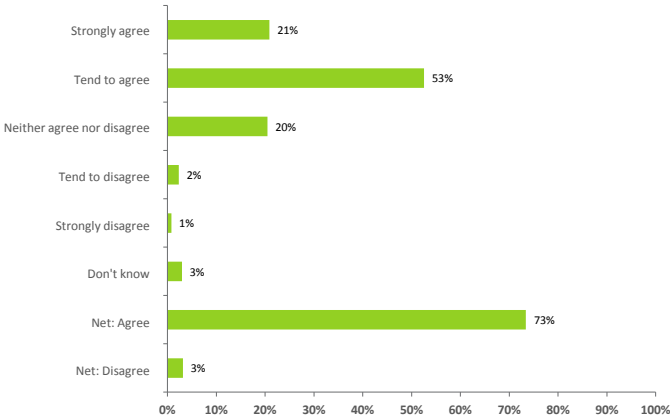
Unweighted base: All GB adults (2036)



6

Ash Tree Disease

WUT_q1. To what extent do you agree or disagree with the following statement?
- On the whole, science will make lives easier



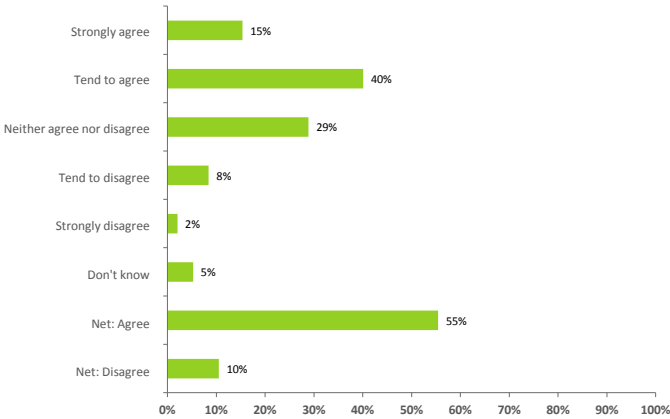
Unweighted base: All GB adults (2036)



7

Ash Tree Disease

WUT_q1. To what extent do you agree or disagree with the following statement?
- The benefits of science are greater than any harmful effects



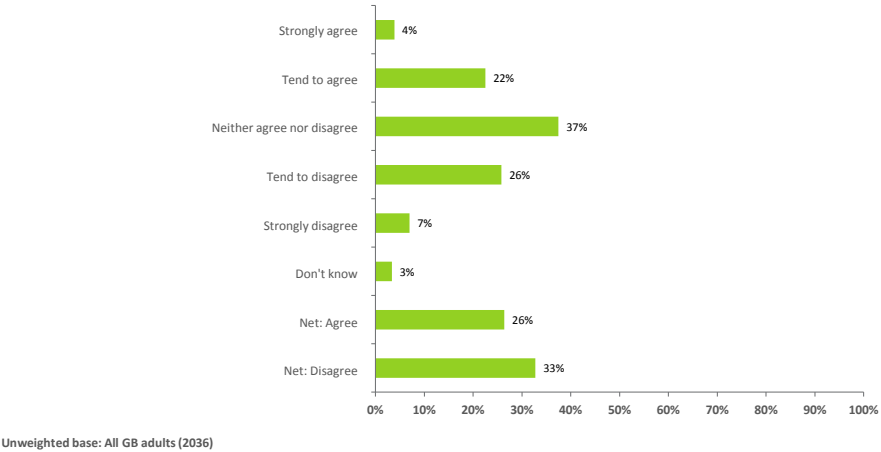
Unweighted base: All GB adults (2036)



8

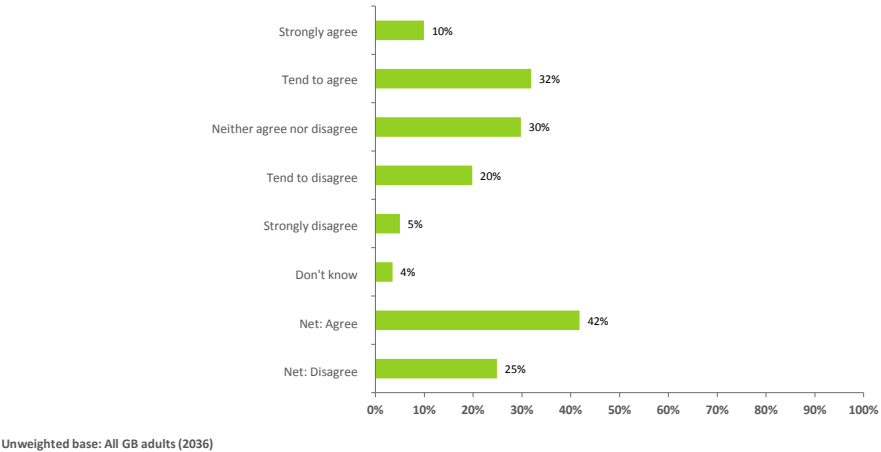
Ash Tree Disease

WUT_q1. To what extent do you agree or disagree with the following statement?
- Science makes our way of life change too fast



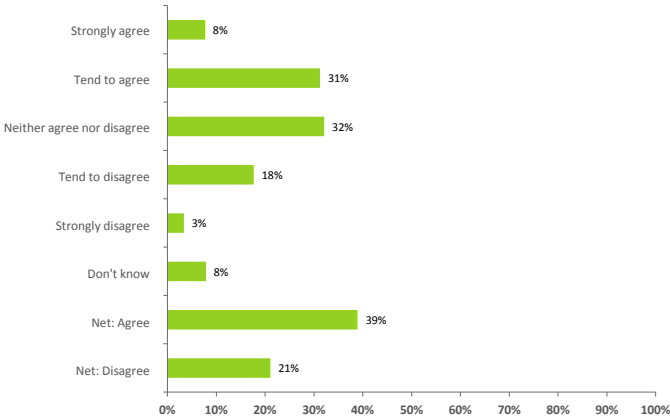
Ash Tree Disease

WUT_q1. To what extent do you agree or disagree with the following statement?
- Science shouldn't tamper with nature



Ash Tree Disease

WUT_q1. To what extent do you agree or disagree with the following statement?
- The speed of development in science and technology means that they cannot be properly controlled by government



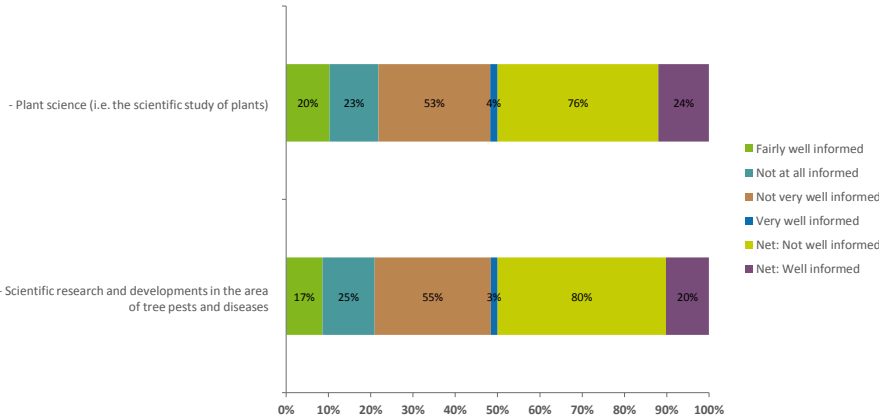
Unweighted base: All GB adults (2036)



11

Ash Tree Disease

WUT_q2a. In general, how well informed, if at all, do you feel about each of the following? (Please select the option that BEST applies on each row)



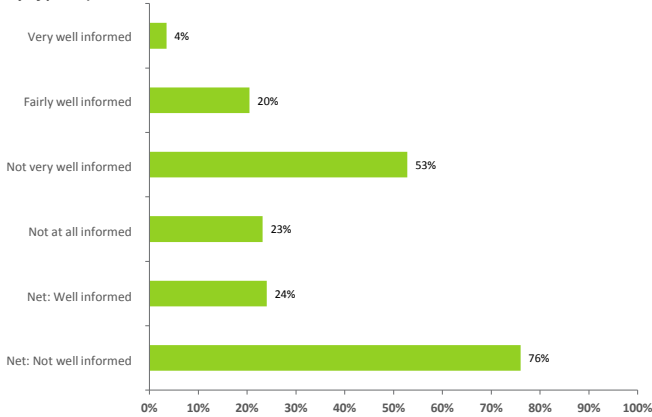
Unweighted base: All GB adults (2036)



12

Ash Tree Disease

WUT_q2a. In general, how well informed, if at all, do you feel about each of the following? (Please select the option that BEST applies on each row)
- Plant science (i.e. the scientific study of plants)



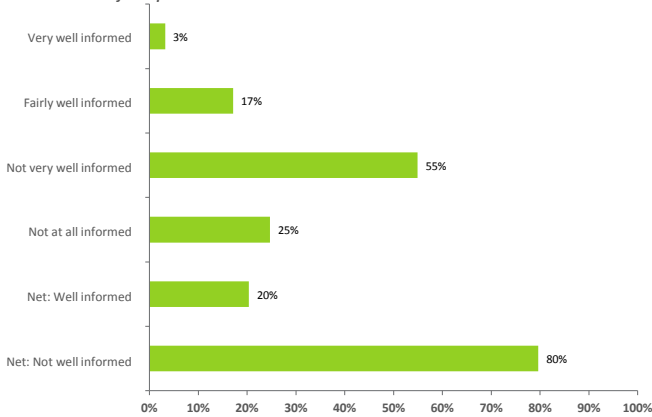
Unweighted base: All GB adults (2036)



13

Ash Tree Disease

WUT_q2a. In general, how well informed, if at all, do you feel about each of the following? (Please select the option that BEST applies on each row)
- Scientific research and developments in the area of tree pests and diseases



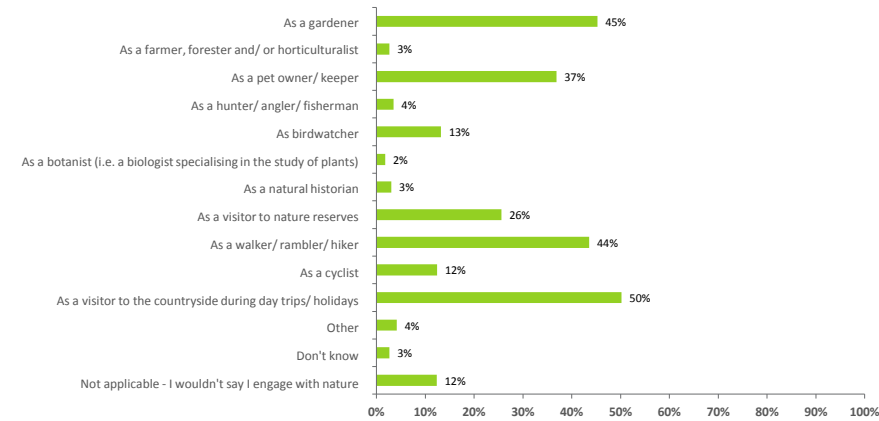
Unweighted base: All GB adults (2036)



14

Ash Tree Disease

WUT_q3. In which, if any, of the following ways would you say you engage with nature (e.g. animals and plants)? (Please select all that apply)



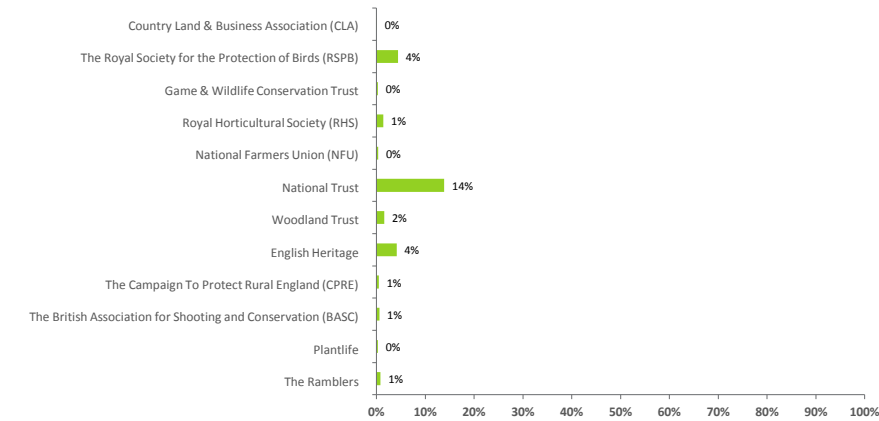
Unweighted base: All GB adults (2036)



15

Ash Tree Disease

WUT_q4. Which, if any, of the following organisations are you currently a member/ have been a member of in the past 5 years (i.e. since April 2011)? (Please select all that apply)



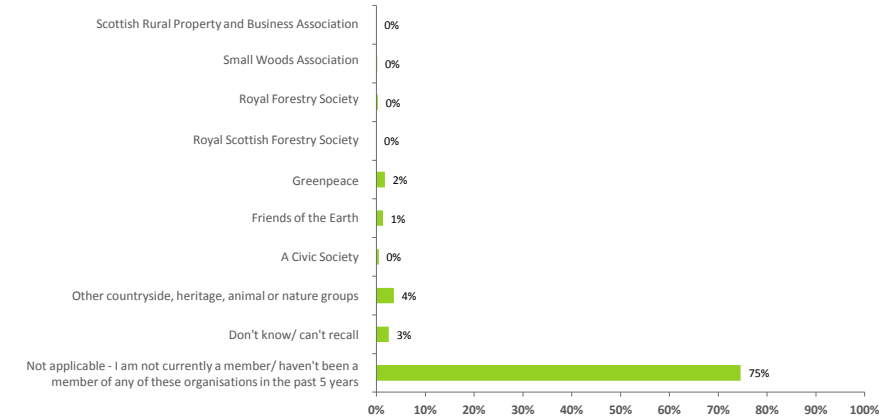
Unweighted base: All GB adults (2036)



16

Ash Tree Disease

WUT_q4. Which, if any, of the following organisations are you currently a member/ have been a member of in the past 5 years (i.e. since April 2011)? (Please select all that apply) (continued 2)



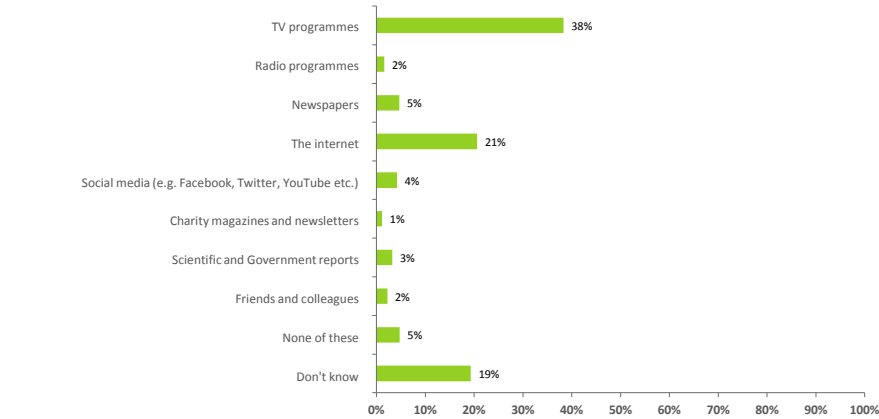
Unweighted base: All GB adults (2036)



17

Ash Tree Disease

WUT_q5. Which ONE, if any, of the following would you say is the MOST influential source of information for people on issues relating to trees and the countryside?



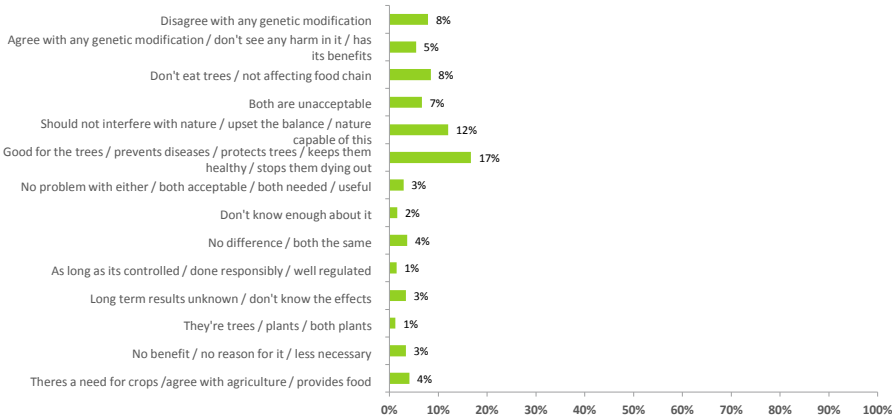
Unweighted base: All GB adults (2036)



18

Ash Tree Disease

WUT_q10__coded. You said you would find genetically modifying UK native trees more/ less acceptable than/ as acceptable as genetically modifying agricultural crops... Why do you say this?

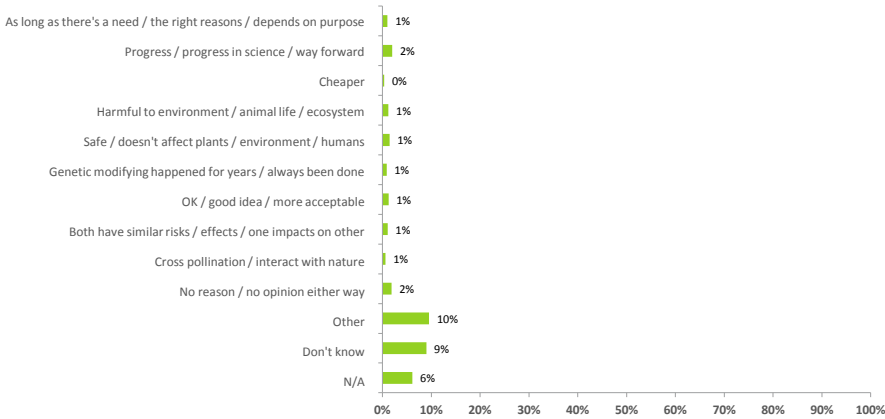


Unweighted base: All GB adults that said they would find genetically modifying UK native trees more/less acceptable than/ as acceptable as genetically modifying agricultural crops (1551)



Ash Tree Disease

WUT_q10__coded. You said you would find genetically modifying UK native trees more/ less acceptable than/ as acceptable as genetically modifying agricultural crops... Why do you say this? (continued 2)

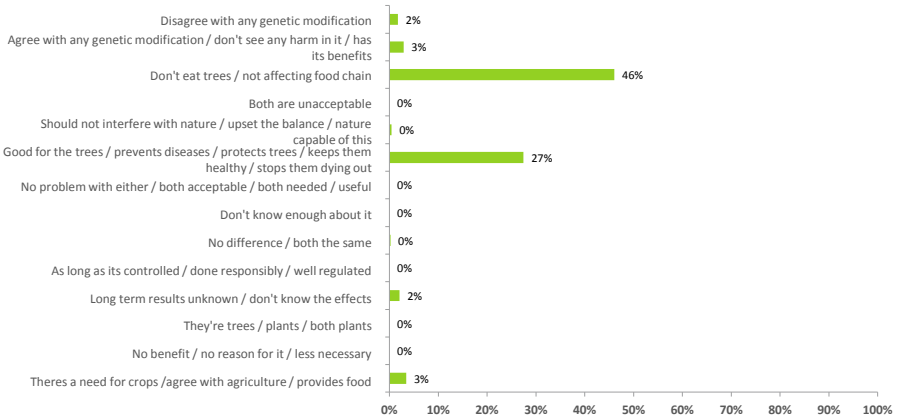


Unweighted base: All GB adults that said they would find genetically modifying UK native trees more/less acceptable than/ as acceptable as genetically modifying agricultural crops (1551)



Ash Tree Disease

WUT_q10_1. Why do you say this? - "More acceptable"



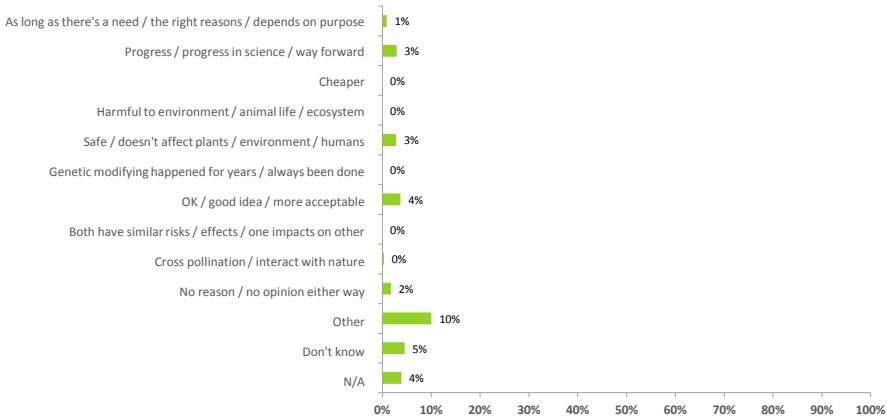
Unweighted base: All GB adults that said they would find genetically modifying UK native trees more acceptable than genetically modifying agricultural crops (220)



21

Ash Tree Disease

WUT_q10_1. Why do you say this? - "More acceptable" (continued 2)



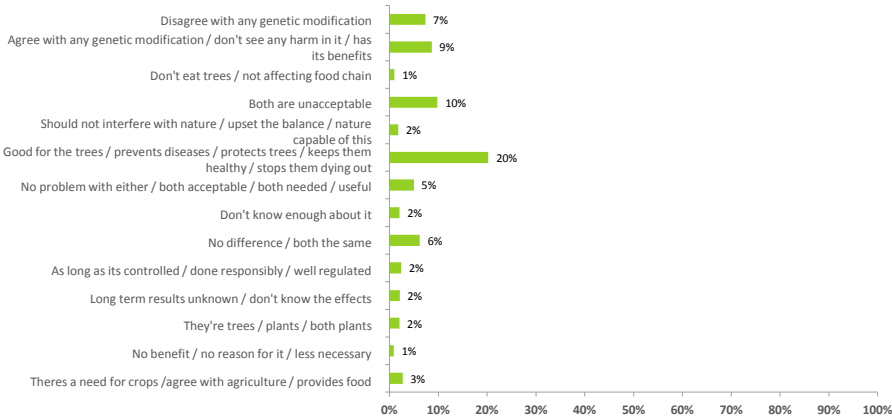
Unweighted base: All GB adults that said they would find genetically modifying UK native trees more acceptable than genetically modifying agricultural crops (220)



22

Ash Tree Disease

WUT_q10_2. Why do you say this? - "About the same"



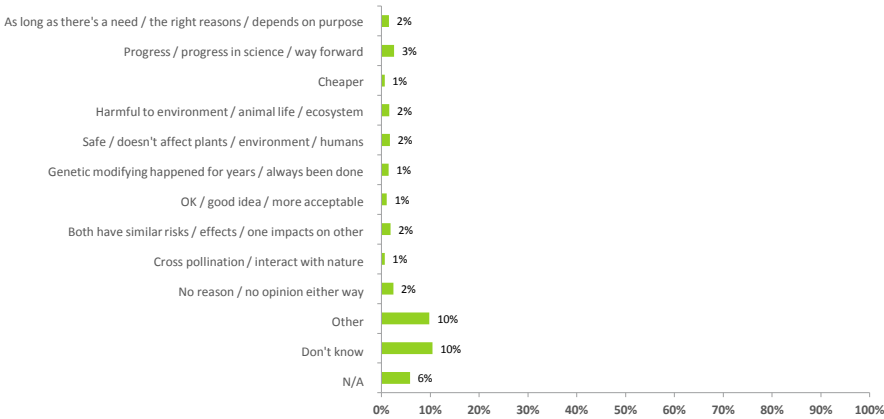
Unweighted base: All GB adults that said they would find genetically modifying UK native trees as acceptable as genetically modifying agricultural crops (917)



23

Ash Tree Disease

WUT_q10_2. Why do you say this? - "About the same" (continued 2)



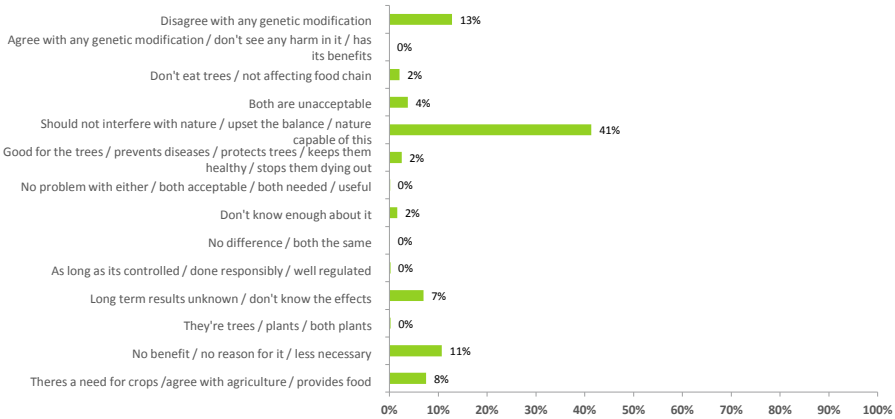
Unweighted base: All GB adults that said they would find genetically modifying UK native trees as acceptable as genetically modifying agricultural crops (917)



24

Ash Tree Disease

WUT_q10_3. Why do you say this? - "Less acceptable"



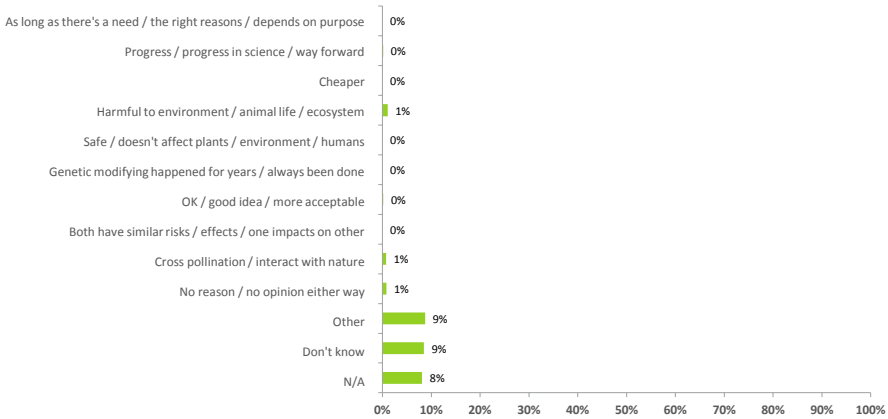
Unweighted base: All GB adults that said they would find genetically modifying UK native trees less acceptable than genetically modifying agricultural crops (414)



25

Ash Tree Disease

WUT_q10_3. Why do you say this? "Less acceptable" (continued 2)



Unweighted base: All GB adults that said they would find genetically modifying UK native trees less acceptable than genetically modifying agricultural crops (414)

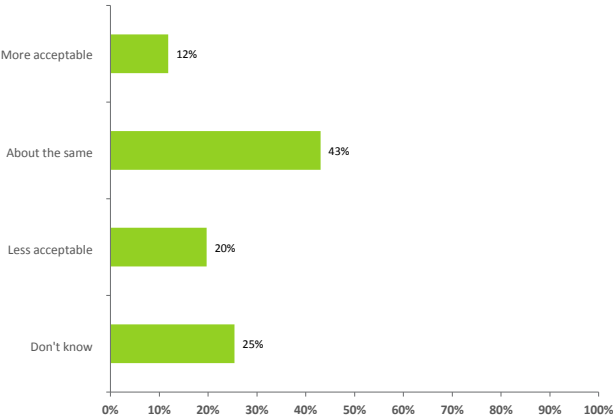


26

Ash Tree Disease

WUT_q9. For the following questions, by 'genetic modification', we mean inserting foreign genes (i.e. genes from other plants or animals, either from the same species or different species) into the genetic codes of plants, animals, bacteria and other microorganisms.

Do you generally find it more or less acceptable to genetically modify UK native trees, compared with genetically modifying agricultural food crops?



Unweighted base: All GB adults (2036)

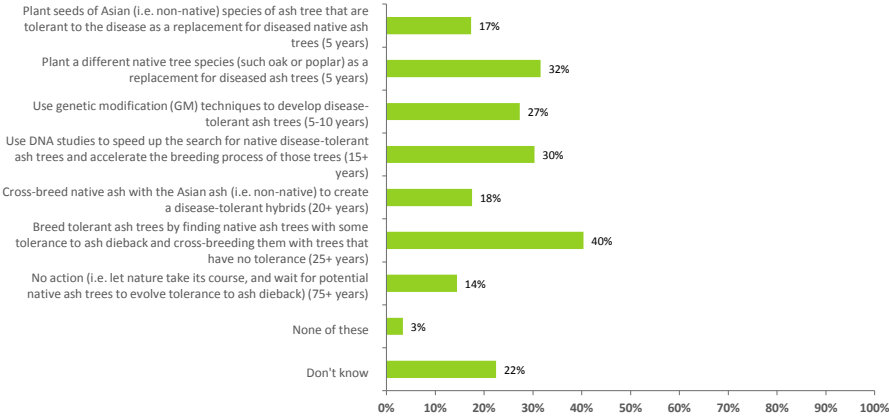


27

Ash Tree Disease

WUT_q6. According to the Forestry Commission, a disease is causing dieback (i.e. where a tree or shrub begins to die from the tip of its leaves or roots backwards) and death of our native ash trees. It is unrealistic to stop trees becoming infected and there is no feasible way to treat them once they have the disease. The disease has severely damaged 9 out of 10 ash trees in Denmark and has the potential to destroy up to 95% of all ash trees in the UK. There are a number of potential ways to try to reduce the long term impact of ash tree dieback. Each option will take a different length of time to make a noticeable difference (in the brackets below).

If you were to choose, which THREE of the following options would you MOST prefer? (Please select up to THREE options)



Unweighted base: All GB adults (2036)

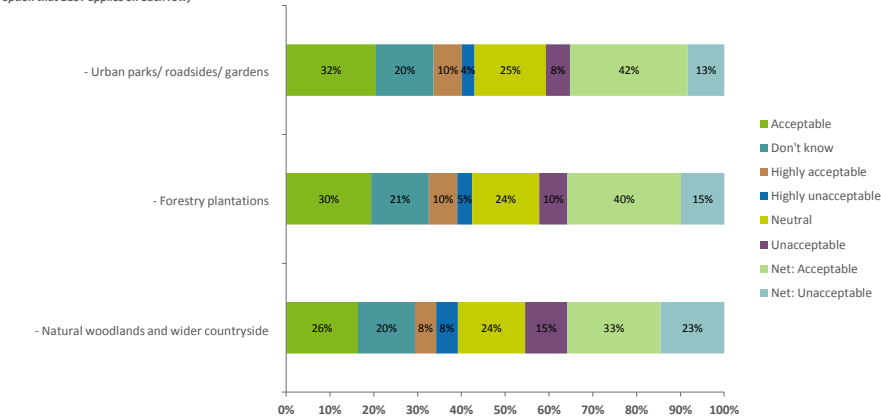


28

Ash Tree Disease

WUT_q7a. For the following question, we would like you to focus on reducing the long term impact of ash tree dieback by planting a disease-tolerant Asian (i.e. non-native) ash tree species...

Generally, how acceptable, if at all, do you think it would be to plant disease-tolerant Asian (i.e. non-native) ash tree species in each of the following places? (Please select the option that BEST applies on each row)



Unweighted base: All GB adults (2036)

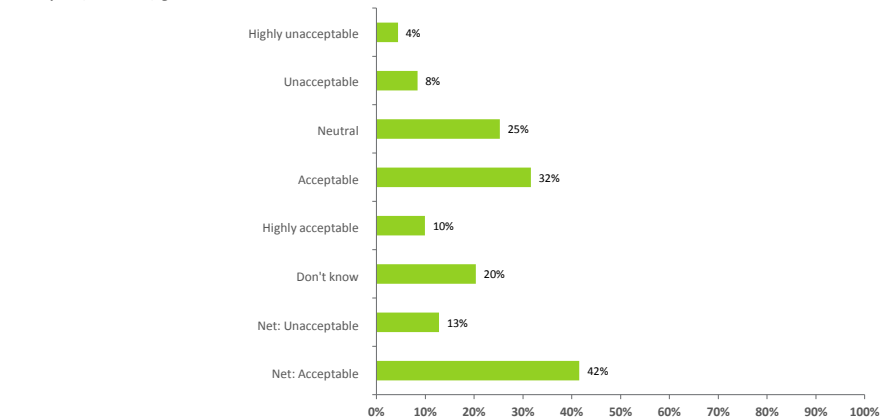
YouGov

29

Ash Tree Disease

WUT_q7a. Generally, how acceptable, if at all, do you think it would be to plant disease-tolerant Asian (i.e. non-native) ash tree species in each of the following places? (Please select the option that BEST applies on each row)

- Urban parks/ roadsides/ gardens



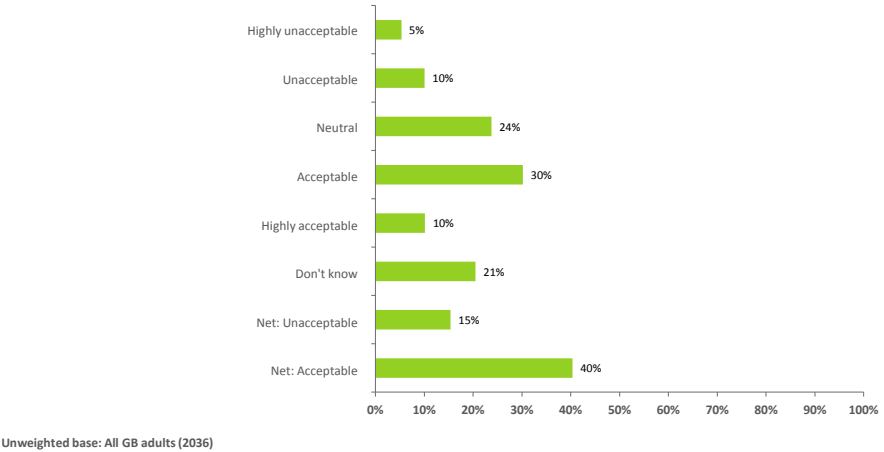
Unweighted base: All GB adults (2036)

YouGov

30

Ash Tree Disease

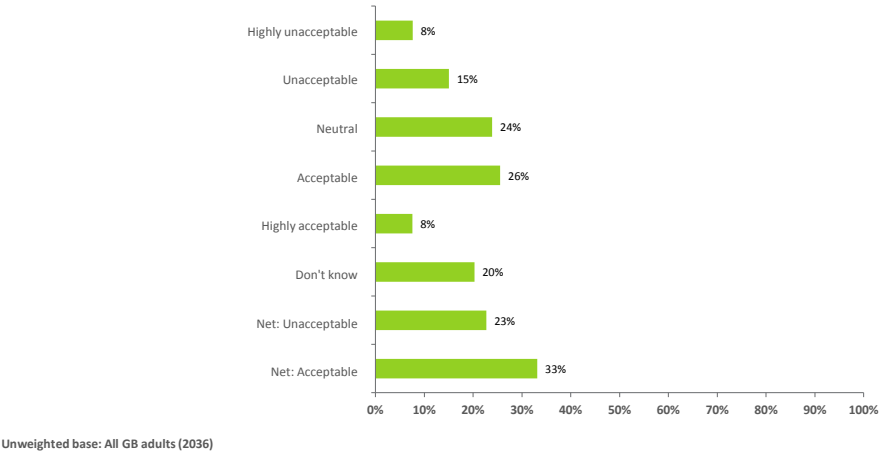
WUT_q7a. Generally, how acceptable, if at all, do you think it would be to plant disease-tolerant Asian (i.e. non-native) ash tree species in each of the following places? (Please select the option that BEST applies on each row)
- Forestry plantations



31

Ash Tree Disease

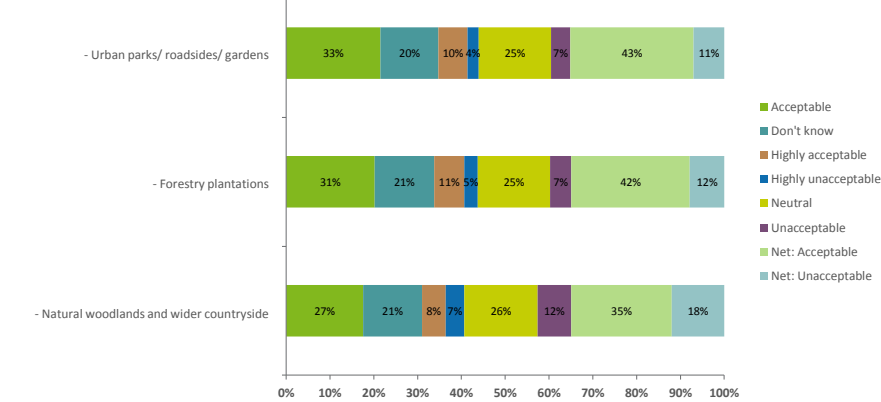
WUT_q7a. Generally, how acceptable, if at all, do you think it would be to plant disease-tolerant Asian (i.e. non-native) ash tree species in each of the following places? (Please select the option that BEST applies on each row)
- Natural woodlands and wider countryside



32

Ash Tree Disease

WUT_q7b. For the following questions, we would like you to focus on reducing the long term impact of ash tree dieback by planting cross-bred native ash with Asian ash (i.e. non-native) to create disease-tolerant hybrids...
Generally, how acceptable, if at all, do you think it would be to plant cross-bred native ash with Asian ash (i.e. non-native) to create disease-tolerant hybrids in the following places?



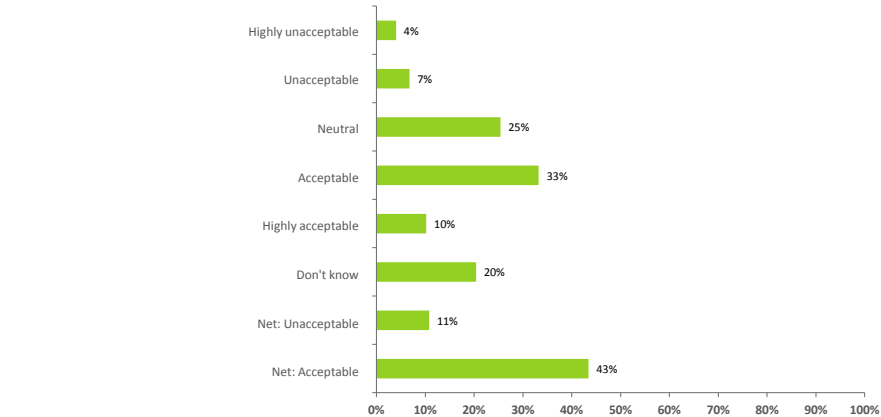
Unweighted base: All GB adults (2036)



33

Ash Tree Disease

WUT_q7b. Generally, how acceptable, if at all, do you think it would be to plant cross-bred native ash with Asian ash (i.e. non-native) to create disease-tolerant hybrids in the following places?
- Urban parks/ roadsides/ gardens



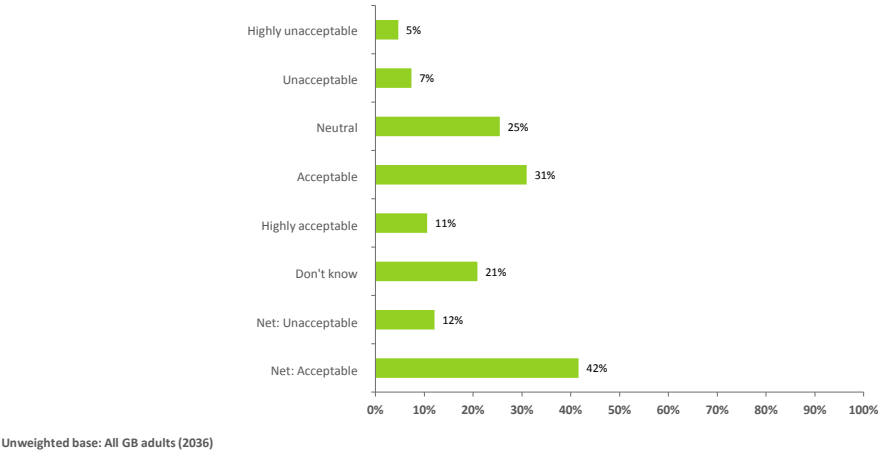
Unweighted base: All GB adults (2036)



34

Ash Tree Disease

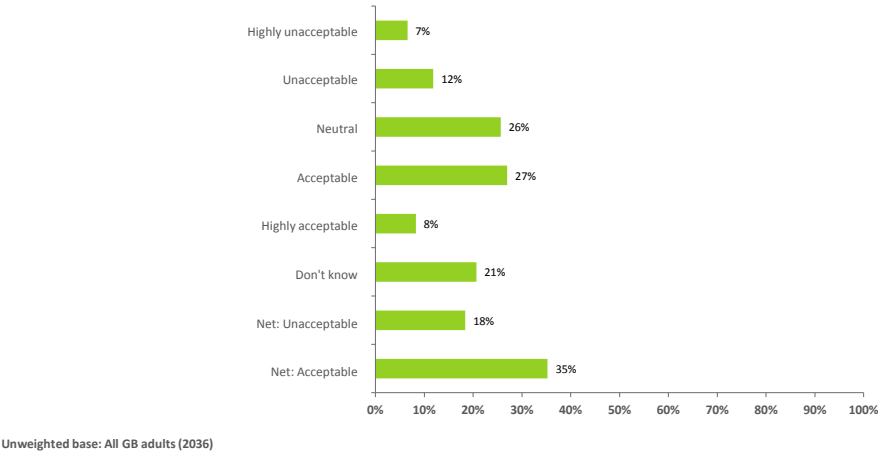
WUT_q7b. Generally, how acceptable, if at all, do you think it would be to plant cross-bred native ash with Asian ash (i.e. non-native) to create disease-tolerant hybrids in the following places?
- Forestry plantations



35

Ash Tree Disease

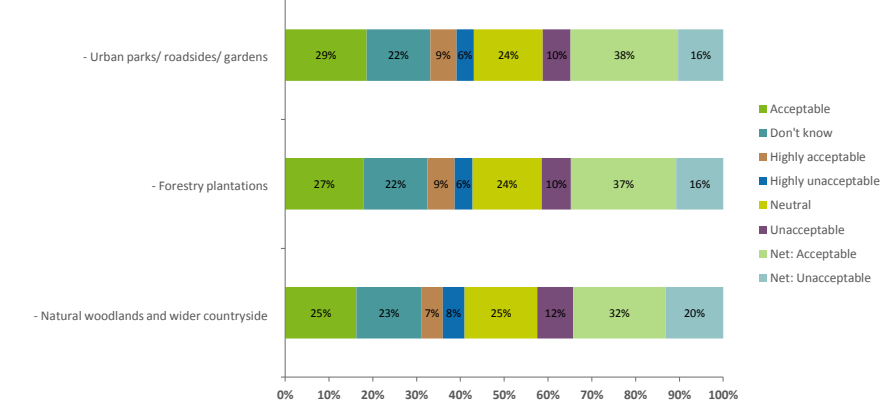
WUT_q7b. Generally, how acceptable, if at all, do you think it would be to plant cross-bred native ash with Asian ash (i.e. non-native) to create disease-tolerant hybrids in the following places?
- Natural woodlands and wider countryside



36

Ash Tree Disease

WUT_q8a. As a reminder, by 'genetic modification', we mean inserting foreign genes (i.e. genes from other plants or animals, either from the same species or from different species) into the genetic codes of plants, animals, bacteria and other microorganisms. One GM (i.e. genetically modified) technique to develop disease tolerance in ash trees is to move genes from Asian ash species into our UK ash species using GM methods to give them tolerance. This is called cis-GM. Generally, how acceptable, if at all, do you think it would be to plant cis-GM ash trees (i.e. trees with genes introduced from other species of ash tree) in the following places? (Please select the option that BEST applies on each row)



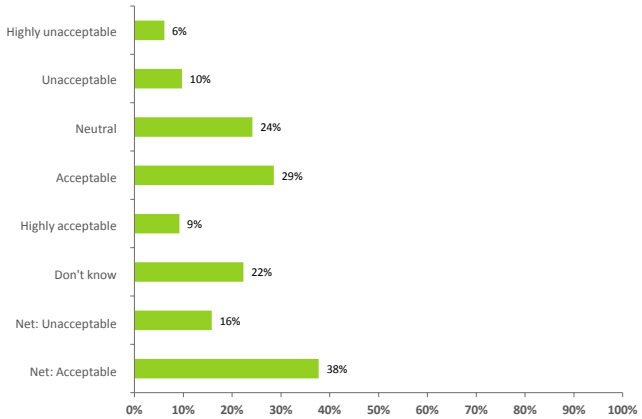
Unweighted base: All GB adults (2036)



Ash Tree Disease

WUT_q8a. Generally, how acceptable, if at all, do you think it would be to plant cis-GM ash trees (i.e. trees with genes introduced from other species of ash tree) in the following places? (Please select the option that BEST applies on each row)

- Urban parks/ roadsides/ gardens

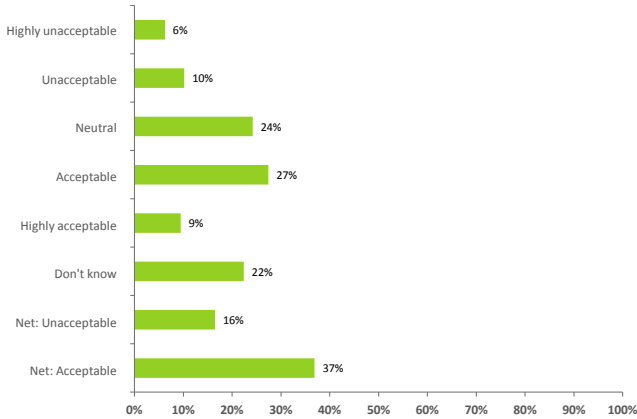


Unweighted base: All GB adults (2036)



Ash Tree Disease

WUT_q8a. Generally, how acceptable, if at all, do you think it would be to plant cis-GM ash trees (i.e. trees with genes introduced from other species of ash tree) in the following places? (Please select the option that BEST applies on each row)
- Forestry plantations



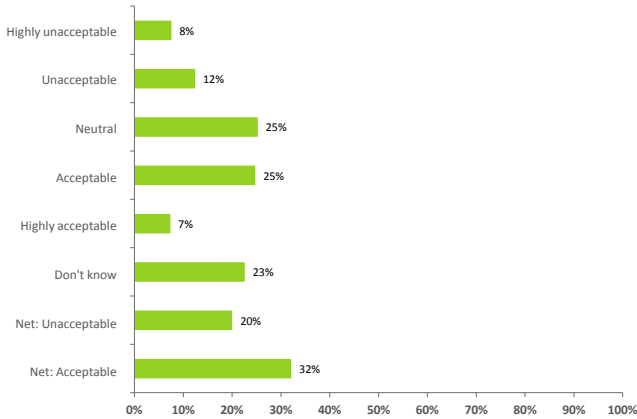
Unweighted base: All GB adults (2036)



39

Ash Tree Disease

WUT_q8a. Generally, how acceptable, if at all, do you think it would be to plant cis-GM ash trees (i.e. trees with genes introduced from other species of ash tree) in the following places? (Please select the option that BEST applies on each row)
- Natural woodlands and wider countryside



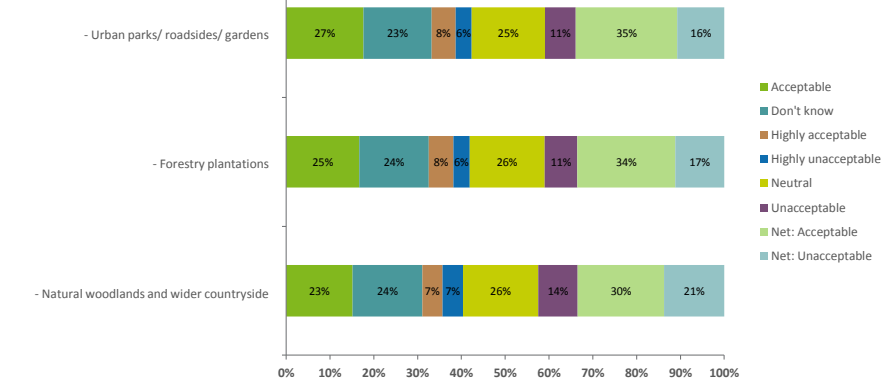
Unweighted base: All GB adults (2036)



40

Ash Tree Disease

WUT_q8b. A second GM (i.e. genetically modified) technique is to move genes from non-ash plant species (e.g. nettle) into UK ash species using GM methods to give them tolerance. This is called trans-GM.
Generally, how acceptable, if at all, do you think it would be to plant trans-GM ash trees (i.e. trees with genes introduced from non-ash plant species) in the following places?
(Please select the option that BEST applies on each row)

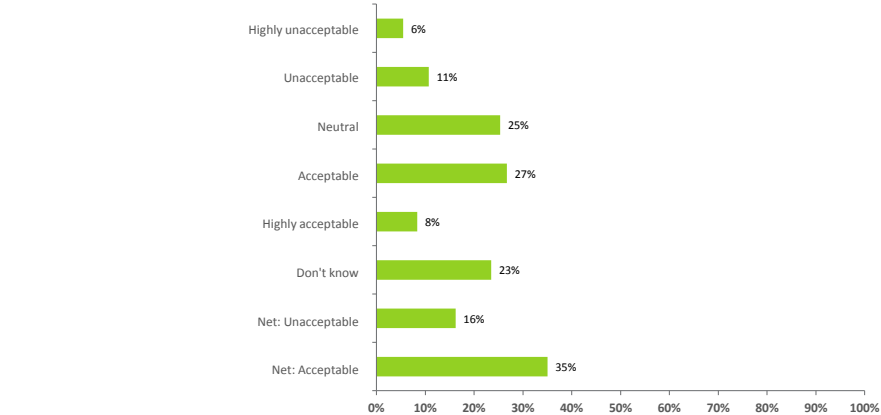


Unweighted base: All GB adults (2036)



Ash Tree Disease

WUT_q8b. Generally, how acceptable, if at all, do you think it would be to plant trans-GM ash trees (i.e. trees with genes introduced from non-ash plant species) in the following places? (Please select the option that BEST applies on each row)
- Urban parks/ roadsides/ gardens

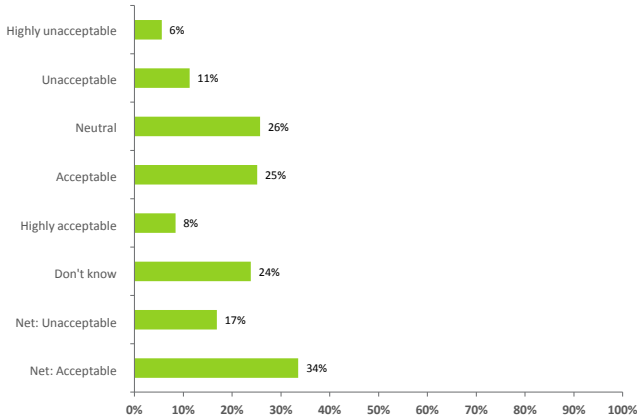


Unweighted base: All GB adults (2036)



Ash Tree Disease

WUT_q8b. Generally, how acceptable, if at all, do you think it would be to plant trans-GM ash trees (i.e trees with genes introduced from non-ash plant species) in the following places? (Please select the option that BEST applies on each row)
- Forestry plantations



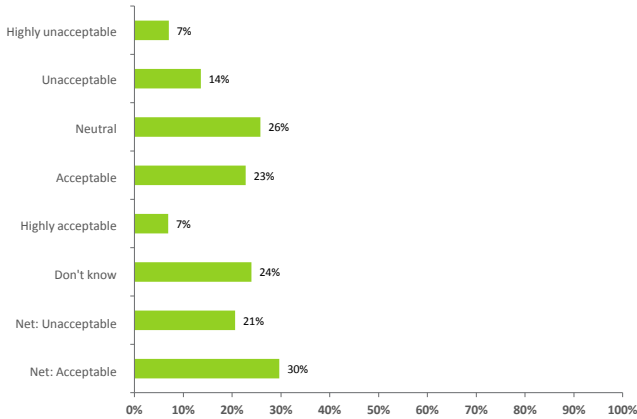
Unweighted base: All GB adults (2036)



43

Ash Tree Disease

WUT_q8b. Generally, how acceptable, if at all, do you think it would be to plant trans-GM ash trees (i.e trees with genes introduced from non-ash plant species) in the following places? (Please select the option that BEST applies on each row)
- Natural woodlands and wider countryside



Unweighted base: All GB adults (2036)



44

Ash Tree Disease

WUT_q11. For the following question, if you weren't aware of or didn't experience any of the following, please select the 'Not applicable' option.
In general, to what extent, if at all, would you say each of the following has influenced your thinking on tree diseases and/ or their possible solutions? (Please select the option that BEST applies on each row)



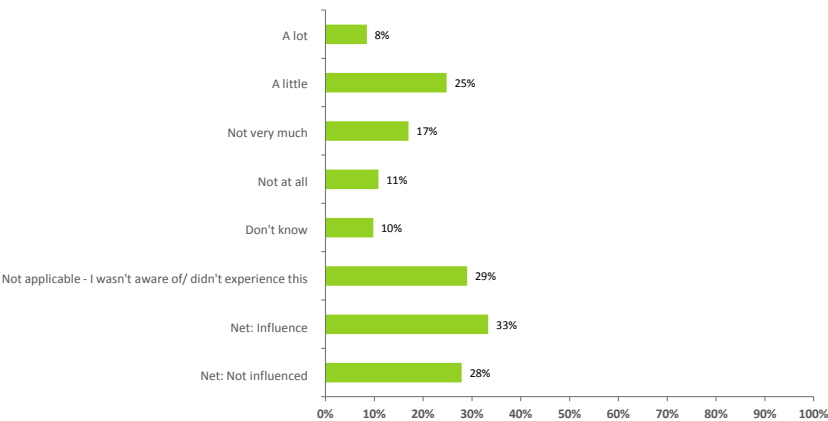
Unweighted base: All GB adults (2036)



45

Ash Tree Disease

WUT_q11. In general, to what extent, if at all, would you say each of the following has influenced your thinking on tree diseases and/ or their possible solutions? (Please select the option that BEST applies on each row)
- The GM-controversy of the 1990s (i.e. when public awareness of genetic modification peaked and a number of public interest groups emerged to focus on the issue)



Unweighted base: All GB adults (2036)

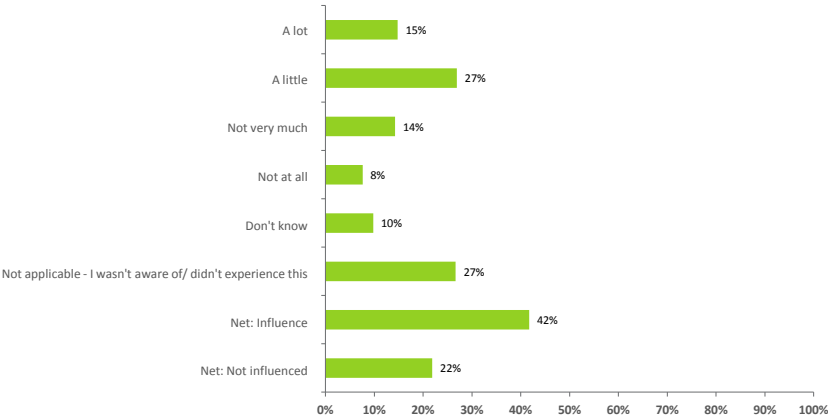


46

Ash Tree Disease

WUT_q11. In general, to what extent, if at all, would you say each of the following has influenced your thinking on tree diseases and/or their possible solutions? (Please select the option that BEST applies on each row)

- Dutch-elm disease in the 1980s (i.e. a tree disease imported on infected elm logs, leading to the death of most mature UK elm trees by the early 1980s)



Unweighted base: All GB adults (2036)

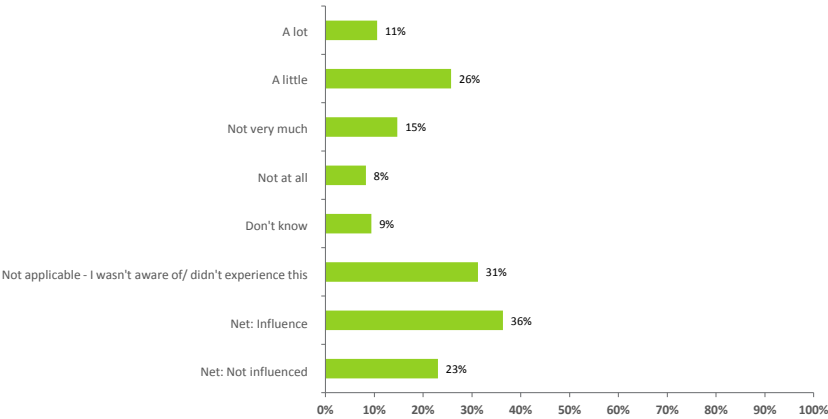


47

Ash Tree Disease

WUT_q11. In general, to what extent, if at all, would you say each of the following has influenced your thinking on tree diseases and/or their possible solutions? (Please select the option that BEST applies on each row)

- Reports of the ash dieback outbreak in 2012



Unweighted base: All GB adults (2036)

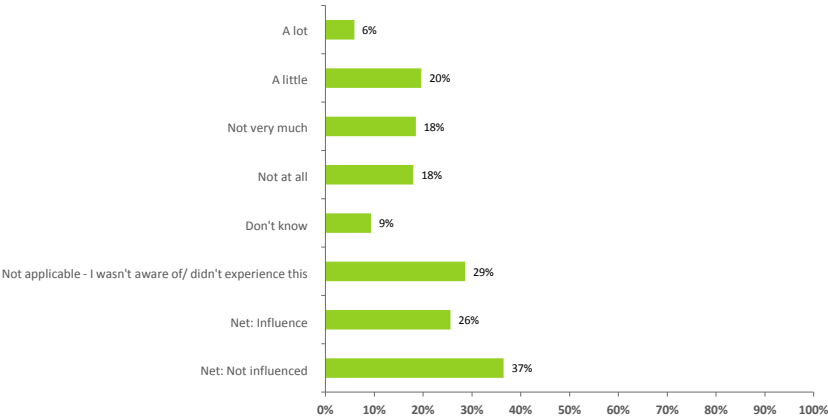


48

Ash Tree Disease

WUT_q11. In general, to what extent, if at all, would you say each of the following has influenced your thinking on tree diseases and/or their possible solutions? (Please select the option that BEST applies on each row)

- Campaigns against genetic modification by groups such as Greenpeace or Friends of the Earth



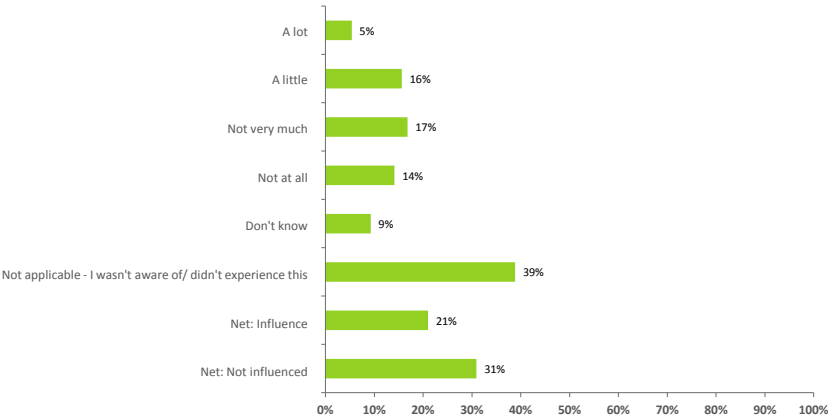
Unweighted base: All GB adults (2036)



Ash Tree Disease

WUT_q11. In general, to what extent, if at all, would you say each of the following has influenced your thinking on tree diseases and/or their possible solutions? (Please select the option that BEST applies on each row)

- Learning about controversial and/ or ethical issues at school/ college or university



Unweighted base: All GB adults (2036)



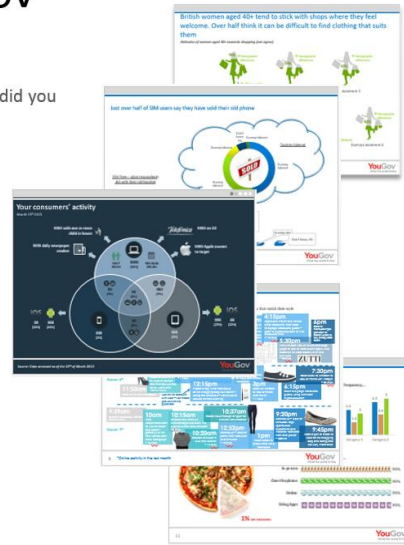
Custom research at YouGov

The charts in this presentation show your "topline" findings but did you know that we are able to do **so much more for you?**

YouGov has **expert specialised research teams** who know **your industry** and **audiences** inside-out.

Our **sector specialists** (Consumer, Digital, Media and Technology, Financial Services, Public Services) combine research expertise with in-depth knowledge to help you identify and analyse your markets, as well as offer **actionable insight** on how to best achieve your business/organisation objectives

For more information, contact the Custom Research team on customresearch@yougov.com or call +44 20 7012 6000



YouGov