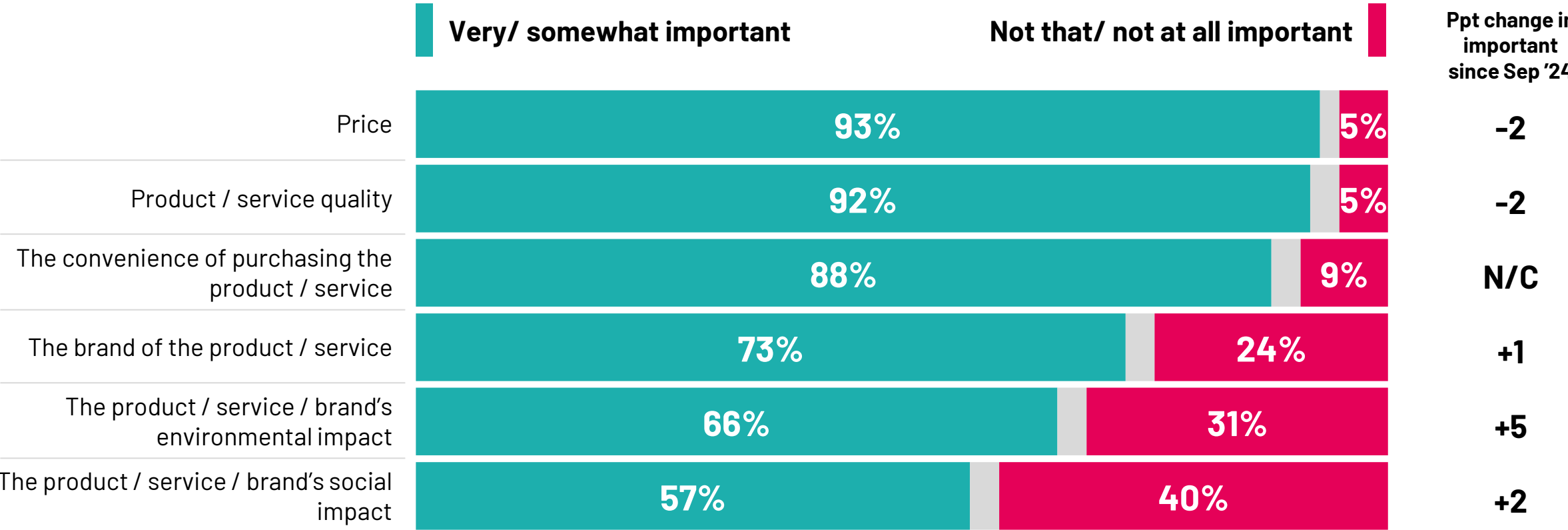


Ipsos ESG polling

April 2025

There has been little change since September in terms of what is important for Britons when making purchasing decisions. The environmental impact of a product/ service/ brand is slightly more important compared to September 2024

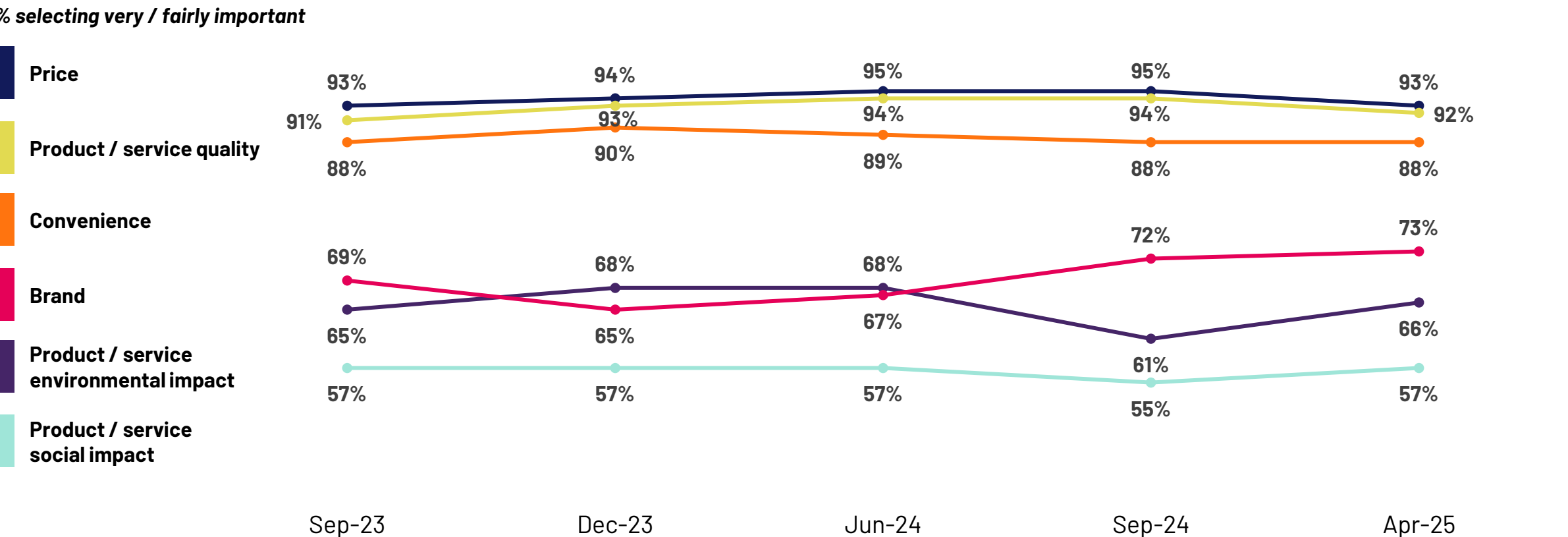
On balance, how important or not important are each of the following when making purchasing decisions?



Base: 1088 Online British adults aged 16-75, 4-7 April 2025

Importance of various factors on purchasing decisions over time

On balance, how important or not important are each of the following when making purchasing decisions?

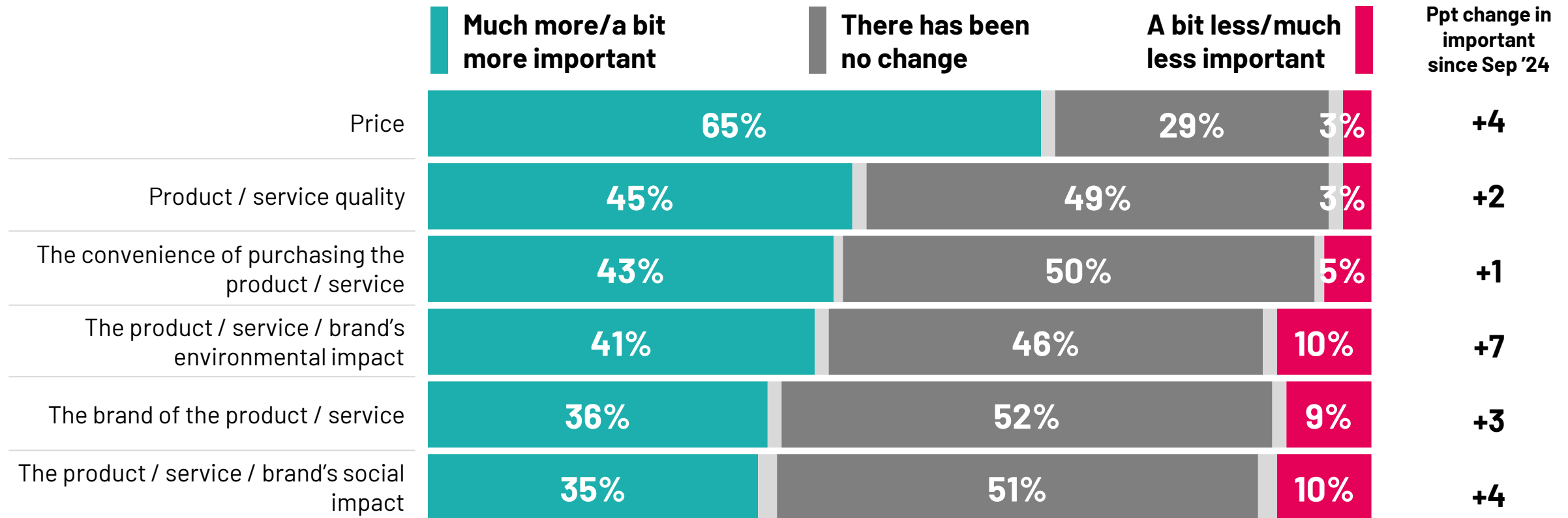


Base: 1088 Online British adults aged 16-75, 4-7 April 2025



Two thirds of Britons say that compared to a year ago, the price of an item has become more important when making purchasing decisions

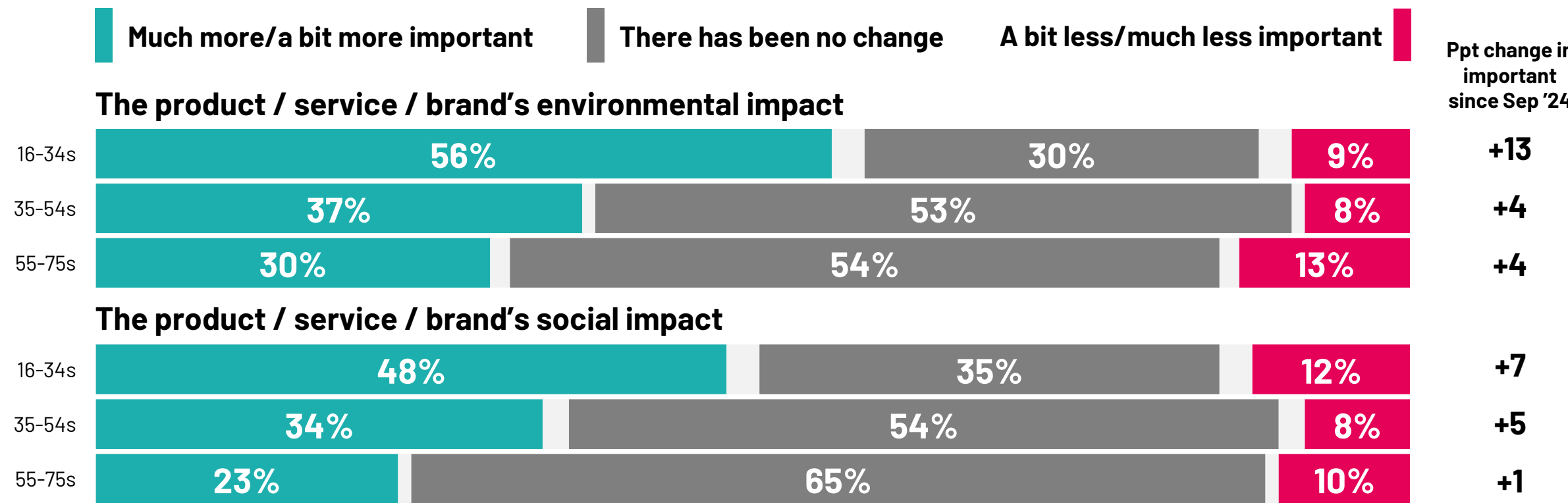
Thinking about now, as compared to a year ago, would you say each of the following have become more or less important when making purchase decisions in general, or has there been no change?



Base: 1088 Online British adults aged 16-75, 4-7 April 2025

16-34-year-olds are more likely to say a product / service / brand’s environmental impact is important to them now compared to September 2024

Thinking about now, as compared to a year ago, would you say each of the following have become more or less important when making purchase decisions in general, or has there been no change?



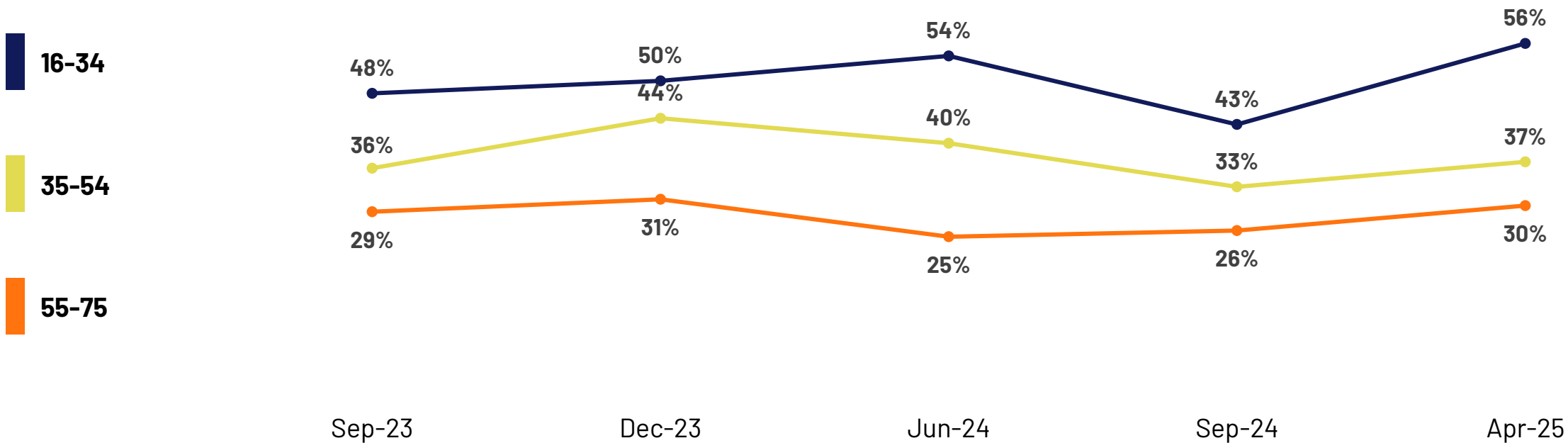
Base: 1088 Online British adults aged 16-75, 4-7 April 2025, including (339) 16-34-year-olds, (403) 35-54-year-olds, and (346) 55-75-year-olds



Importance of a product / brand / service’s environmental impact on purchasing decisions over time

Thinking about now, as compared to a year ago, would you say each of the following have become more or less important when making purchase decisions in general, or has there been no change? – **Environmental impact**

% selecting much / a bit more important



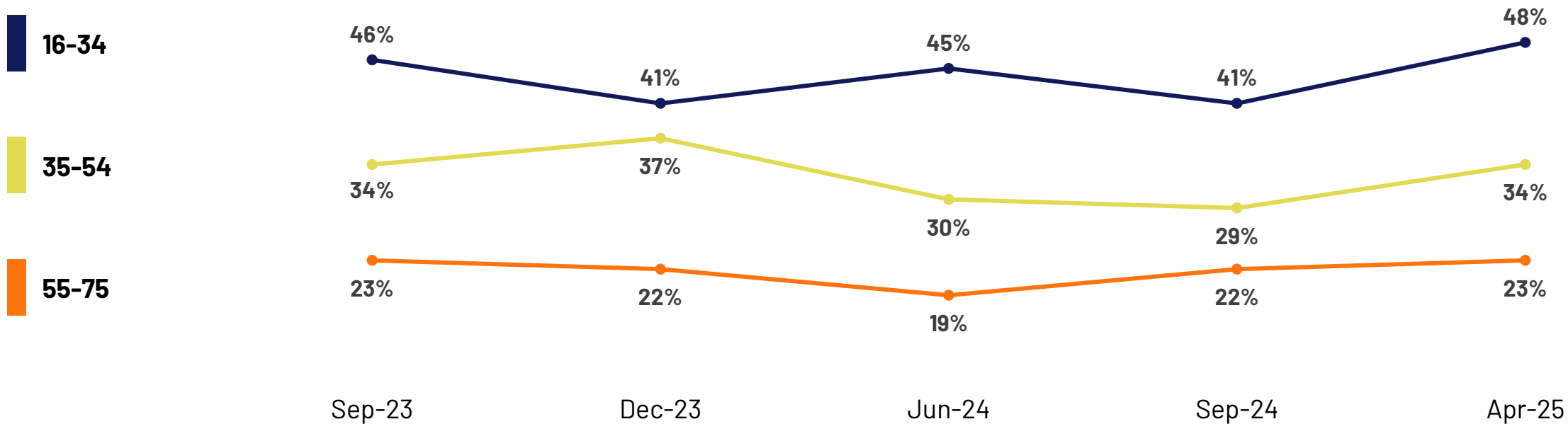
Base: 1088 Online British adults aged 16-75, 4-7 April 2025, including (339) 16-34-year-olds, (403) 35-54-year-olds, and (346) 55-75-year-olds



Importance of a product / brand / service’s social impact on purchasing decisions over time

Thinking about now, as compared to a year ago, would you say each of the following have become more or less important when making purchase decisions in general, or has there been no change? – **Social impact**

% selecting much / a bit more important



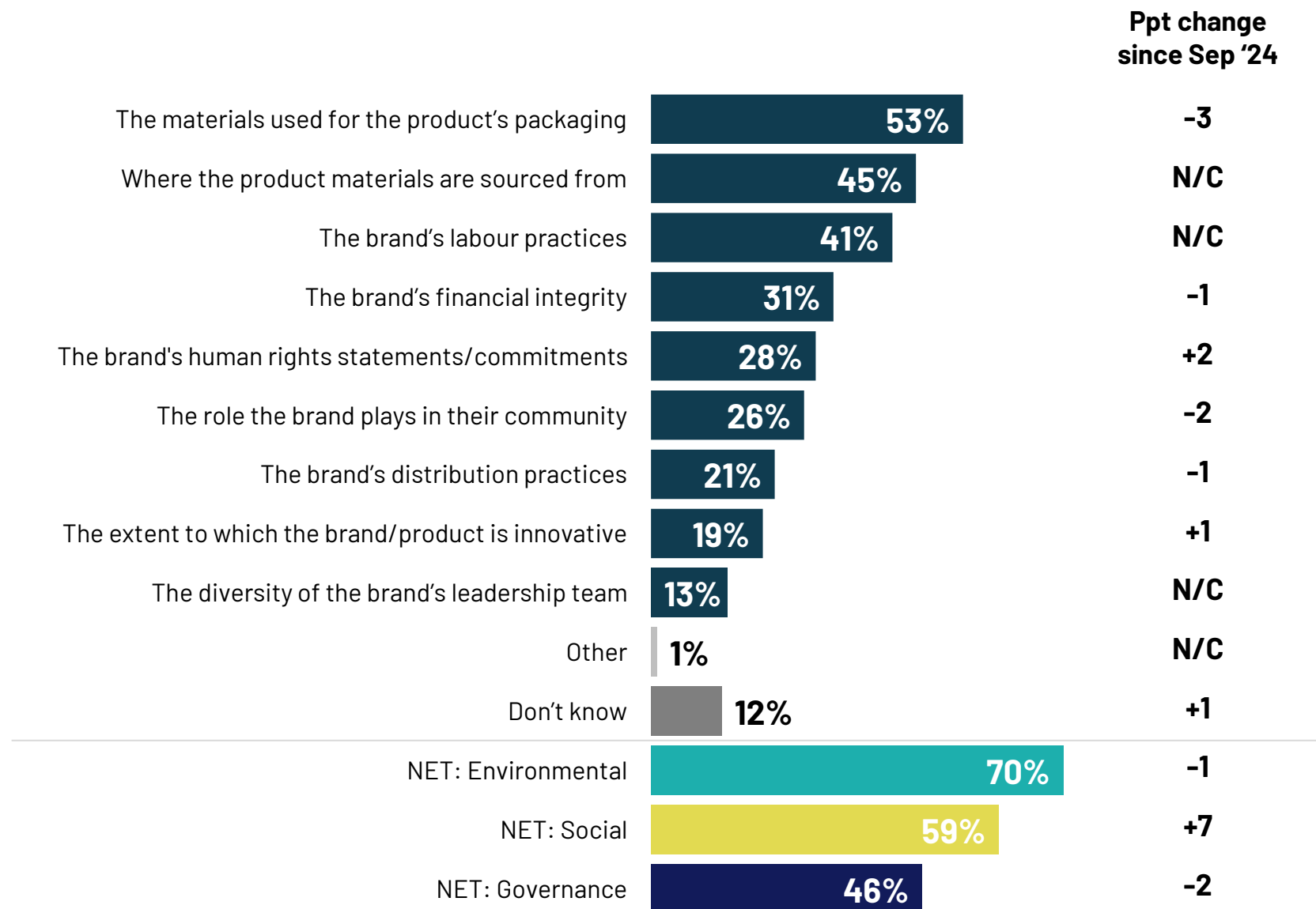
Base: 1088 Online British adults aged 16-75, 4-7 April 2025, including (339) 16-34-year-olds, (403) 35-54-year-olds, and (346) 55-75-year-olds



The materials used for a product's packaging continues to be the most important factor for Britons when making purchasing decisions. The importance of social factors as a whole are up compared to September

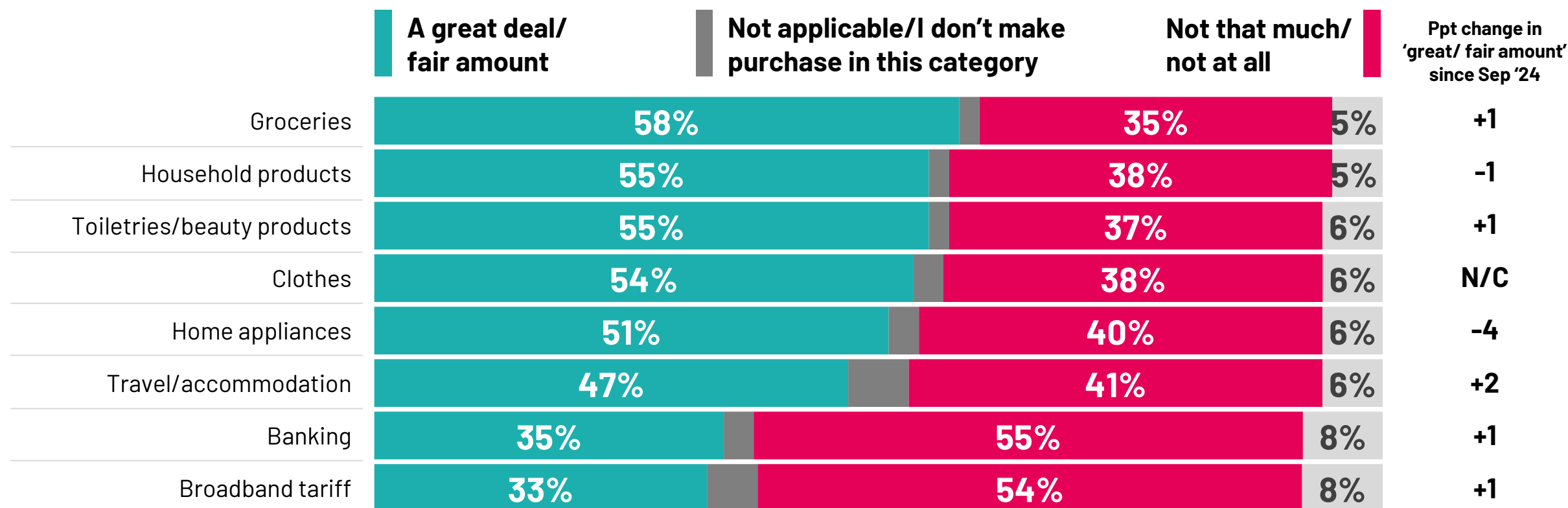
You mentioned that considering the sustainable impact of a purchase is important to you when deciding what to buy. Which of the following, if any, are factors you take into consideration?

Base: 810 Online British adults aged 16-75 who consider sustainable impact important, 4-7 April 2025



Almost three in five Britons say that they would consider the impact on sustainability when purchasing groceries

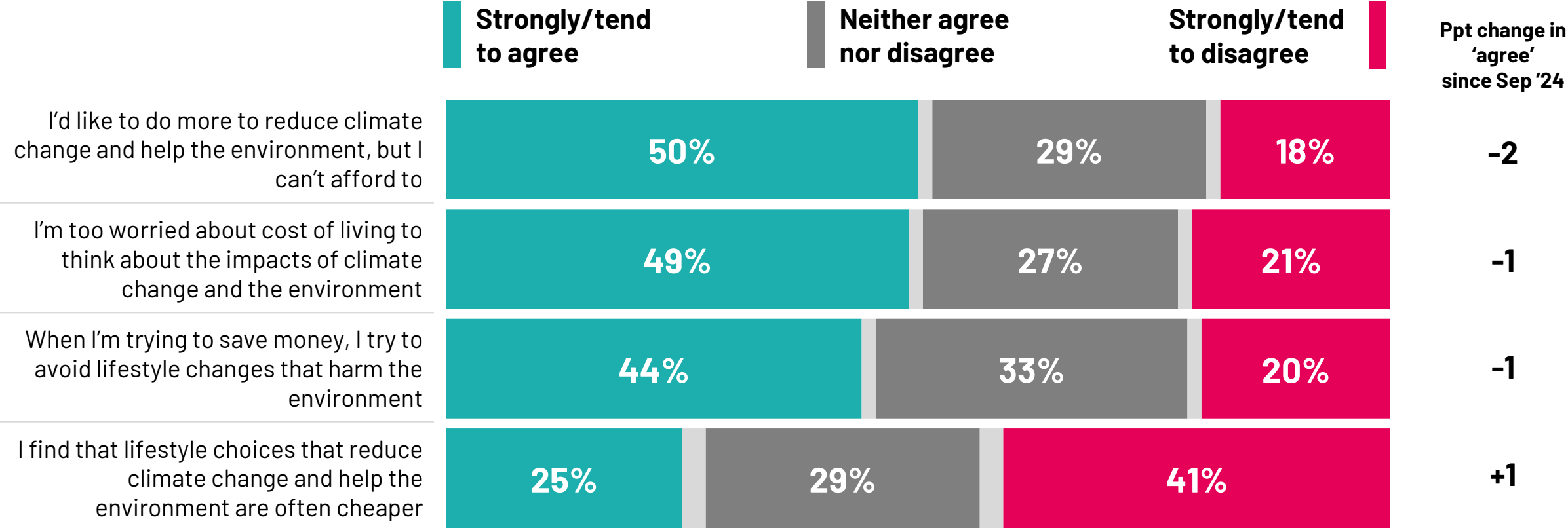
To what extent, if at all, do you consider a product/service's overall impact on sustainability (environmental/social impact) when making purchase decisions in each of the following categories?



Base: 1088 Online British adults aged 16-75, 4-7 April 2025

Half of Britons say that they would like to do more to reduce climate change and help the environment, but that they can't afford to

To what extent do you agree or disagree with the following statements about your own experiences:



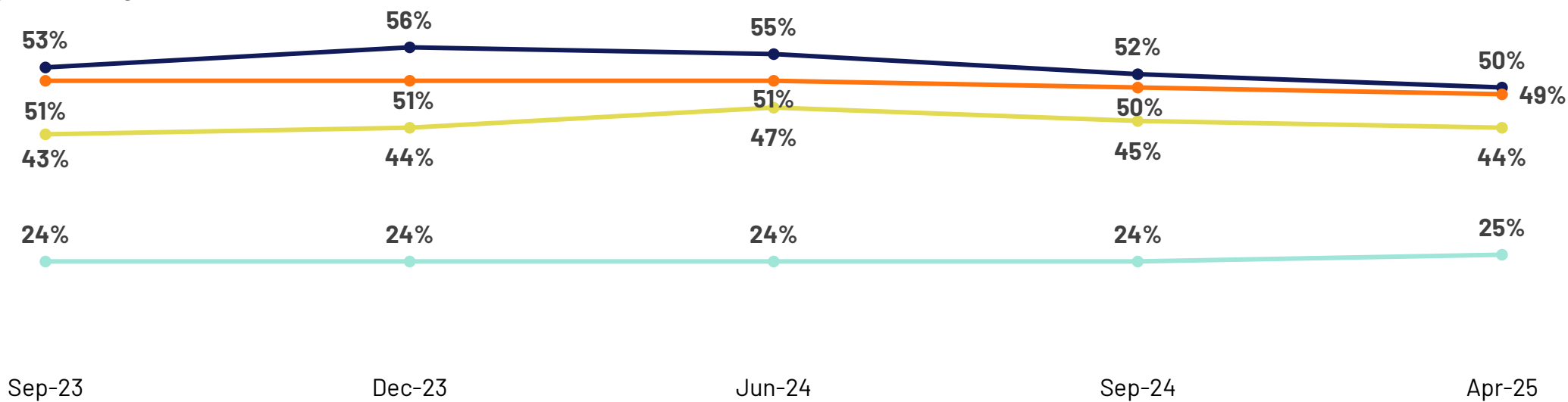
Base: 1088 Online British adults aged 16-75, 4-7 April 2025

Stated relationship between the economy and making sustainable choices over time

To what extent do you agree or disagree with the following statements about your own experiences:

- I'd like to do more to reduce climate change and help the environment, but I can't afford to
- When I'm trying to save money, I try to avoid lifestyle changes that harm the environment
- I'm too worried about cost of living to think about the impacts of climate change and the environment
- I find that lifestyle choices that reduce climate change and help the environment are often cheaper

% strongly / tend to agree



Base: 1088 Online British adults aged 16-75, 4-7 April 2025





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Ipsos – ESG Polling

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