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Table 1
Q1 On balance, how important or not important are each of the following when making purchasing decisions? SUMMARY TABLE

Base: All Adults aged 16-75 in Great Britain

			The product/			
			service / brand's	The product/		The convenience
		Product/service	environmental	service / brand's	The brand of the	of purchasing the
	Price	quality	impact	social impact	product/ service	product/ service
UNWEIGHTED BASE	1088	1088	1088	1088	1088	1088
WEIGHTED BASE	1088	1088	1088	1088	1088	1088
(4) Very important	672	620	229	195	249	386
	62%	57%	21%	18%	23%	35%
(3) Somewhat important	334	381	490	420	549	570
	31%	35%	45%	39%	50%	52%
(2) Not that important	49	49	236	298	213	92
	4%	5%	22%	27%	20%	8%
(1) Not at all important	5	8	97	137	44	8
	1%	1%	9%	13%	4%	1%
NET: Important	1007	1001	719	615	797	956
	93%	92%	66%	57%	73%	88%
NET: Not important	54	57	333	435	257	100
	5%	5%	31%	40%	24%	9%
Mean	3.58	3.52	2.81	2.64	2.95	3.26
Don't know	27	30	37	38	33	32
	3%	3%	3%	3%	3%	3%



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Table 2
Q1 On balance, how important or not important are each of the following when making purchasing decisions? Price

Base: All Adults aged 16-75 in Gre	eat Britain																														
		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	NG STATUS			RE	GION			EDU	ATION		INC	COME		ETHN	IICITY		GENER	RAL ELECTION 2	024 VOTE		REFERENDUM	M 2016 VOTE
			FEMALE		35-54	55-75				NOT	NORTH	MIDLANDS	SOUTH	GREATER	WALES	SCOTLAND	GRADUATES	NON	UP TO	£20000-	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI		LIBERAL	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	MALE	PEMALE (h)	16-34	35-54 (d)	55-75 (e)	ABC1	C2DE	WORKING (b)	WORKING	NORTH (i)	MIDLANDS	SOUTH	LONDON (m)	WALES (n)	(o)	GRADUATES (n)	GRADUATES (a)	£19999	£34999	154999	£55000+	GROUP	GROUP	VE (w)	LABOUR	DEMOCRATS (*)	REFORM UK	(R)	(C)	(D)
LINWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	(q) 510	200	7.57	258	284	925	146	150	3/10	104	103	101	447	315
WEIGHTED BASE	1088						619		719			286					379						937		163				90*	410	329
(4) Very important	672	312	352	192	261	219	388	284	434	238	148	181	155	98	32	58	225	448	128	171	171	135	579	81	103	199	63	76	57	256	211
	62%	59%	65%	55%	68%	62%	63%	61%	60%	65%	58%	63%	62%	63%	62%	62%	59%	63%	64%	63%	63%	53%	62%	61%	64%	60%	63%	67%	63%	62%	64%
(3) Somewhat important	334	172	156	108	99	127	188	146	222	112	82	90	81	40	18	23	130	204	56	84	88	92	291	42	50	111	34	31	23	131	101
	31%	32%	29%	31%	26%	36% d	30%	31%	31%	30%	32%	31%	33%	26%	35%	25%	34%	29%	28%	31%	33%	36%	31%	31%	31%	34%	34%	28%	26%	32%	31%
(2) Not that important	49 4%	31 6%	18 3%	33 9%	12 3%	4 1%	26 4%	23 5%	38 5%	11 3%	15 6%	8 3%	6 3%	13 8%	1 1%	6 6%	13 3%	35 5%	11 5%	7 3%	9 3%	18 7%	41 4%	8 6%	6 4%	13 4%	3 3%	2 2%	7 8%	21 5%	6 2%
(1) Not at all important	5 1%	5 1%	:	5	:	-	5 1%	1 *	5 1%	-	1 *	1 *	2 1%	-	-	2 3%	4 1%	2	2 1%	1 *	1	-	2 *	2 1%	-	1	-	-	3 3% xy	1 *	-
NET: Important	1007 93%	483 91%	507 94%	300 86%	361 94% c	346 98% cd	576 93%	431 92%	656 91%	350 95%	230 90%	271 95% o	237 95% o	138 89%	50 97%	80 87%	355 94%	652 92%	183 93%	255 94% u	260 96% u	227 88%	870 93%	123 92%	154 94%	310 94%	97 97% B	107 95%	80 89%	387 94%	312 95%
NET: Not important	54	36	19	38	12	4	30	24	43	11	16	8	8	13	1	8	17	37	13	8	10	18	43	9	6	14	3	2	10	22	6
	5%	7% b	3%	11% de	3%	1%	5%	5%	6% i	3%	6%	3%	3%	8% ki	1%	9%	5%	5%	7%	3%	4%	7%	5%	7%	4%	4%	3%	2%	11% xyzA	5% D	2%
Mean	3.58	3.52	3.63 a	3.44	3.67 C	3.61 c	3.58	3.57	3.55	3.63	3.53	3.62	3.6	3.56	3.62	3.53	3.55	3.59	3.57	3.62 u	3.6 u	3.48	3.59	3.53	3.61	3.57	3.6	3.68	3.49	3.57	3.64
Don't know	27 3%	11 2%	16 3%	12 3%	12 3%	3 1%	13 2%	15 3%	19 3%	8 2%	8 3%	6 2%	4 2%	3 2%	1 2%	4 4%	7 2%	20 3%	2 1%	7 3%	2 1%	11 4% rt	25 3%	2 1%	3 2%	6 2%	÷ •	4 4%	÷	1 .	11 3% C

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - i/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D \ Overlap \ formulae \ used. * small \ base$



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Table 3
Q1 On balance, how important or not important are each of the following when making purchasing decisions? Product/service quality

Base: All Adults aged 16-75 in Gre	eat Britain																														
		GEI	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			RE	GION			EDUC	ATION		INC	OME		ETHI	IICITY		GENER	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(y)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE WEIGHTED BASE	1088 1088	520 529	551 542	339 350	403 385	346 353	653 619	435 469	691 719	397 369	260 254	285 286	240 249	155 154	53 52*	95 92*	569 379	519 709	200 198	257 271	258 271	284 256	925 937	146 134	159 163	349 331	104 100*	103 113*	101 90*	447 410	315 329
(4) Very important	620 57%	283 53%	328 61%	189 54%	214 56%	217 62%	370 60%	250 53%	401 56%	219 59%	137 54%	158 55%	140 56%	63%	62%	54 58%	231 61%	389 55%	100 51%	158 58%	161 59%	146 57%	526 56%	87 65%	98 60%	196 59%	58 58%	66 58%	52 57%	256 62%	184 56%
(3) Somewhat important	381 35%	196 37%	180 33%	111 32%	144 37%	127 36%	200 32%	181 39%	251 35%	131 35%	98 39% m	104 36%	93 37% m	40 26%	18 34%	27 30%	122 32%	259 37%	85 43% u	96 35%	94 35%	76 30%	337 36%	39 29%	56 34%	117 35%	39 39%	37 33%	29 33%	132 32%	127 39%
(2) Not that important	49 5%	33 6% b	16 3%	30 9% de	14 4%	5 2%	28 5%	21 5%	40 6% i	9 2%	11 4%	15 5%	8 3%	11 7%	1 1%	3 3%	16 4%	33 5%	10 5%	9 3%	10 4%	17 7%	41 4%	6 4%	4 2%	14 4%	4 4%	5 4%	4 5%	16 4%	6 2%
(1) Not at all important	8 1%	6 1%	1	5 1%	1	2 1%	6 1%	2	5 1%	3 1%	2 1%	1	1	-	-	4 5% jklm	1 .	7 1%	-	2 1%	:	6 2% t	7 1%	1 1%	2 1%	:	-	-	4 4% V	4 1%	3 1%
NET: Important	1001 92%	479 90%	509 94%	300 86%	358 93% c	344 97% cd	570 92%	432 92%	652 91%	349 95% h	236 93%	263 92%	233 94%	138 89%	50 97%	82 88%	353 93%	649 91%	185 93% u	253 94% u	255 94% u	222 87%	862 92%	126 94%	154 94%	313 95%	97 96%	103 91%	81 90%	388 95%	311 94%
NET: Not important	57 5%	39 7% b	17 3%	34 10% de	15 4%	7 2%	34 5%	23 5%	45 6%	12 3%	13 5%	16 6%	9 4%	11 7%	1 1%	7 8%	17 5%	40 6%	10 5%	11 4%	11 4%	23 9% st	48 5%	7 5%	5 3%	14 4%	4 4%	5 4%	8 9%	20 5%	8 3%
Mean	3.52	3.46	3.59 a	3.45	3.53	3.59 c	3.55	3.5	3.5	3.56	3.5	3.51	3.54	3.58	3.63	3.48	3.57	3.5	3.46	3.55	3.56	3.48	3.52	3.6	3.57	3.56	3.54	3.56	3.45	3.57	3.54
Don't know	30 3%	12 2%	16 3%	16 5% e	12 3% e	2 1%	15 2%	14 3%	22 3%	7 2%	6 2%	7 2%	7 3%	5 3%	1 2%	4 4%	8 2%	21 3%	3 2%	7 2%	5 2%	11 4%	27 3%	1 1%	4 2%	4 1%	-	5 4%	1 1%	2 1%	10 3% C

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - i/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D \ Overlap \ formulae \ used. * small \ base$



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Table 4
Q1 On balance, how important or not important are each of the following when making purchasing decisions? The product/service / brand's environmental impact

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			REG	SION			EDUC	ATION		INC	OME		ETHN	ICITY		GENERA	AL ELECTION 20	24 VOTE		REFERENDU	JM 2016 VOTE
																								MINORITY							
					l					NOT	NORTH		SOUTH	GREATER		l		NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL	REFORM LIK	OTHER		
	TOTAL	MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON (m)	WALES	SCOTLAND	GRADUATES (n)	GRADUATES	£19999	£34999	£54999	£55000+	GROUP (w)	GROUP	VE	LABOUR	DEMOCRATS (*)	REFORM UK	OTHER	REMAIN (C)	LEAVE
		(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(1)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(S)	(t)	(u)	(w)	(v)	(x)	(y)	(2)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE WEIGHTED BASE	1088 1088	520	551	339	403	346	653	435	691	397	250	285	240			95	379	519	200	25/	258 271	284	925	146	159	349	104	103	101	44/	315
		529	542	350	385	353	619	469	/19	369	254	286	249	154	52*	92*		/09	198	2/1	2/1	256	937	134	163	331	100*	113*	90*	410	329
(4) Very important	229 21%	113 21%	112	104	/8	47 13%	146	83	169	60 16%	44	59	42	55 36%	12 22%	17 18%	108	120 17%	38	13%	27%	62 24%	184 20%	42 32%	24	83 25%	21 21%	9	25 28%	99	46
	21%	21%	21%	30%	20%	13%	24%	18%	23%	16%	17%	21%	17%		22%	18%	29%	1/%	19%	13%	27%	24%	20%		15%	25%	21%	8%		24%	14%
(3) Somewhat important	490	222	262	de	e	474	272	240	225	454	119	422	422	iklo	27	41	q 175	315	90	435	107	117	419	63	65	XA	A	40	xA 38	219	124
(3) Somewhat Important		222	262	148	170	171		218	326	164		132	122	49	2/					135						178	54	40			
	45%	42%	48%	42%	44%	49%	44%	46%	45%	44%	47% m	46% m	49% m	32%	51% m	45%	46%	44%	45%	50% t	40%	46%	45%	47%	40%	54% xA	54% A	35%	42%	53% D	38%
(2) Not that important	236	123	108	66	89	80	135	101	148	88	51	66	57	33	11	18	62	174	39	67	57	54	214	18	45	47	20	39	18	65	94
	22%	23%	20%	19%	23%	23%	22%	21%	21%	24%	20%	23%	23%	21%	21%	20%	16%	25%	20%	25%	21%	21%	23%	13%	28%	14%	20%	35%	21%	16%	29%
																		р					v		l v			y2			C
(1) Not at all important	97	59	37	17	35	46	48	49	54	43	33	19	21	9	2	12	23	74	24	27	29	9	88	8	21	16	5	21	8	21	53
	9%	11%	7%	5%	9%	13%	8%	11%	8%	12%	13%	7%	8%	6%	3%	13%	6%	10%	12%	10%	11%	3%	9%	6%	13%	5%	5%	18%	8%	5%	16%
		b			c	c					km							р	u	u	u				У			y2			C
NET: Important	719	335	374	252	249	218	418	301	495	224	163	191	164	104	38	58	283	436	128	171	182	178	603	105	89	262	75	49	63	318	170
	66%	63%	69%	72%	65%	62%	68%	64%	69%	61%	64%	67%	66%	68%	73%	63%	75%	61%	64%	63%	67%	70%	64%	78%	55%	79%	75%	43%	70%	77%	51%
				e					i								q							w		xA	xA		xA	D	
NET: Not important	333	182	146	83	124	126	183	150	202	131	84	85	78	42	13	31	84	248	64	94	87	62	302	26	66	63	24	60	26	86	147
	31%	34%	27%	24%	32%	36%	30%	32%	28%	35%	33%	30%	31%	27%	24%	33%	22%	35%	32%	35%	32%	24%	32%	19%	40%	19%	24%	53%	29%	21%	45%
		b			c	c				h								р		u			v		y2			yzB			C
Mean	2.81	2.75	2.86	3.01	2.78	2.64	2.86	2.74	2.87	2.68	2.7	2.84	2.76	3.03	2.95	2.71	3	2.7	2.74	2.68	2.84	2.96	2.77	3.06	2.6	3.01	2.92	2.35	2.9	2.98	2.51
				de	e				i					jlo			q					rs		w		xA	xA		хA	D	
Don't know	37	12	22	15	12	9	18	18	22	14	7	10	6	8	1	4	11	25	6	6	3	16	32	3	8	6	1	4	1	6	12
	3%	2%	4%	4%	3%	3%	3%	4%	3%	4%	3%	3%	3%	5%	2%	4%	3%	4%	3%	2%	1%	6%	3%	2%	5%	2%	1%	4%	1%	1%	4%

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - i/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D \ Overlap \ formulae \ used. * small \ base$



Table S

Q1 On balance, how important or not important are each of the following when making purchasing decisions? The product/service / brand's social impact

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	AL GRADE	WORKIN	IG STATUS			RE	SION			EDUC	ATION		IN	OME		ETHN	VICITY		GENERA	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE
					1			T		NOT				GREATER				NON	UP TO	£20000-	£35000-		WHITE	MINORITY	CONSERVATI		LIBERAL				
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999	£34999	£54999	£55000+	GROUP	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(v)	(2)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
WEIGHTED BASE	1088	529					619		719																					410	
(4) Very important	195	92	99	86	61	48	127	69	139	57	35	42	34	56	13	15	92	103	38	35	57	54	151	44	23	76	22	13	15	81	50
	18%	17%	18%	25%	16%	14%	20%	15%	19%	15%	14%	15%	13%	36%	25%	17%	24%	15%	19%	13%	21%	21%	16%	33%	14%	23%	22%	12%	16%	20%	15%
				de			g							jklo			q				s	s		w		xA					
(3) Somewhat important	420	194	220	145	154	121	230	190	298	122	106	118	94	49	21	31	160	260	67	104	101	99	359	52	53	143	36	23	36	176	101
	39%	37%	41%	41%	40%	34%	37%	40%	41%	33%	42%	41%	38%	32%	41%	33%	42%	37%	34%	39%	37%	38%	38%	39%	33%	43%	36%	20%	40%	43%	31%
									i																	xΑ	A		A	D	
(2) Not that important	298	151	143	74	106	118	174	123	179	119	66	80	81	32	11	27	78	220	56	79	78	71	271	22	55	80	24	43	27	114	100
	27%	29%	26%	21%	28%	33%	28%	26%	25%	32%	26%	28%	33%	21%	21%	30%	21%	31%	28%	29%	29%	28%	29%	17%	34%	24%	24%	38%	30%	28%	30%
						c				h			m					р					v					٧			
(1) Not at all important	137	80	55	28	50	59	72	65	80	57	38	33	33	13	4	15	38	99	31	43	33	20	122	14	26	27	18	27	10	35	64
	13%	15%	10%	8%	13%	17%	12%	14%	11%	15%	15%	12%	13%	8%	9%	16%	10%	14%	16%	16%	12%	8%	13%	10%	16%	8%	18%	24%	12%	8%	20%
		Ь			c	c													u	u					У		У	AR		1	C
NET: Important	615 57%	286 54%	319 59%	231 66%	216 56%	169 48%	357 58%	259 55%	437 61%	178 48%	141 56%	160 56%	128 51%	105 68%	35 66%	46 50%	252 67%	363 51%	105 53%	139 51%	158 58%	153 59%	510 54%	96 72%	47%	219 66%	58 58%	36 32%	51 56%	257 63%	151 46%
	5/76	34%	39%	00%	30%	48%	3876	33%	01%	48%	30%	30%	5176	iklo	D076	50%	0/%	51%	3376	51%	38%	39%	54%	72%	4/76	00%	3876	3276	30%	0376	40%
NET: Not important	435	231	199	101	156	177	246	189	259	176	104	114	115	45	15	42	116	319	07	122	110	91	394	36	81	107	42	70	38	149	164
NET. NOT IMPORTANT	40%	44%	37%	29%	41%	50%	40%	40%	36%	48%	41%	40%	46%	29%	30%	46%	31%	45%	44%	45%	41%	36%	42%	27%	49%	32%	42%	62%	42%	36%	50%
	40%	h	3,70	25/0		cd	40,0	40%	30%	h	m	40%	m	25/4	30%	m	31/4	7570	4470	45,0	7270	30%	42,0	2,,,,	V 45/0	32.0	4270	vzB	42.70	30%	50%
Mean	2.64	2.58	2.7	2.87	2.61	2.46	2.68	2.59	2.71	2.5	2.57	2.61	2.53	2.99	2.87	2.53	2.83	2.54	2.58	2.5	2.68	2.76	2.6	2.96	2.47	2.82	2.63	2.2	2.62	2.75	2.43
ivicuit	2.04	2.50	2	de	2.02	2.40	2.00	2.33	1.71	2	2.37	2.02	2.33	ikl	1.07	2.33	2.03	2.54	2.30	2.5	2.00	5	2.0	w	2.47	×A.	Δ.03	2.2	Α	D D	2.45
				"										,			,													-	
Don't know	38	12	24	18	13	7	16	22	23	15	9	12	7	4	2	4	10	28	6	9	3	12	34	2	6	5	1	7	1	5	14
	3%	2%	5%	5%	3%	2%	3%	5%	3%	4%	3%	4%	3%	3%	4%	5%	3%	4%	3%	3%	1%	5%	4%	2%	4%	2%	1%	6%	1%	1%	4%
																						t						٧			C

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/DOverlap formulae used. * small base



Table 6
Q1 On balance, how important are each of the following when making purchasing decisions? The brand of the product/service

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			REG	SION			EDUC	TION		INC	OME		ETHN			GENERA	L ELECTION 20	24 VOTE		REFERENDUN	M 2016 VOTE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM LIK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(4)	(e)	/f)	(a)	(h)	(i)	(i)	(k)	//\ //\	(m)	(n)	(0)	(n)	(a)	(1)	(s)	(#)	(u)	(w)	(v)	(v)	(v)	(a)	(A)	(R)	(C)	(D)
LINWEIGHTED BASE	1088	(a)	551	330	403	346	653	435	691	307	260	285	2/10	155	(11)	95	(P) 569	510	200	257	259	784	975	146	150	3//9	104	103	101	447	315
WEIGHTED BASE	1088	529	542	350	385	353	619	469	719	369	254	286	249	154			379	709	198		271	256	937	134	163	331	100*	113*	90*	410	329
(4) Very important	249	130	116	109	74	65	154	95	179	70	51	70	45	52	14	17	101	148	52	53	72	56	196	42	38	81	25	22	16	91	59
.,,,	23%	25%	21%	31%	19%	18%	25%	20%	25%	19%	20%	25%	18%	33%	27%	18%	27%	21%	26%	20%	26%	22%	21%	32%	23%	25%	24%	19%	18%	22%	18%
				de					1					ilo			a							w						i i	1
(3) Somewhat important	549	266	276	150	209	190	304	244	378	170	135	136	135	71	24	49	185	363	92	131	143	134	474	72	84	175	47	57	42	213	172
	50%	50%	51%	43%	54%	54%	49%	52%	53%	46%	53%	48%	54%	46%	46%	53%	49%	51%	46%	48%	53%	52%	51%	53%	52%	53%	47%	50%	47%	52%	52%
					c	c																									
(2) Not that important	213	89	117	57	72	84	118	95	111	102	47	60	57	22	10	18	72	142	43	70	43	40	198	14	35	62	17	21	22	83	74
	20%	17%	22%	16%	19%	24%	19%	20%	16%	28%	18%	21%	23%	14%	19%	19%	19%	20%	21%	26%	16%	16%	21%	10%	21%	19%	17%	18%	25%	20%	22%
						c				h										tu			v								
(1) Not at all important	44	30	13	16	18	11	26	18	28	16	14	9	6	5	3	6	12	32	8	8	9	13	40	3	4	8	8	10	8	18	14
	4%	6%	2%	4%	5%	3%	4%	4%	4%	4%	6%	3%	3%	4%	6%	6%	3%	4%	4%	3%	3%	5%	4%	2%	2%	2%	8%	9%	9%	4%	4%
		b																									У	xy	xy		
NET: Important	797	397	393	260	283	255	458	339	557	240	185	207	180	122	38	66	286	511	144	184	215	189	670	114	121	256	72	79	58	304	231
	73%	75%	72%	74%	73%	72%	74%	72%	78%	65%	73%	72%	72%	79%	72%	71%	76%	72%	73%	68%	79%	74%	71%	85%	75%	77%	72%	70%	65%	74%	70%
NET: Not important	257	440	420	73	00	0.5	144	443	420	440	61	68	63	27	43	22	84	473	50	79	53		220	17	20	70	25	31	30	103	88
NET: NOT Important	24%	119 23%	130 24%	72 21%	90 23%	95 27%	23%	113 24%	139 19%	118 32%	24%	24%	25%	18%	13 26%	23 25%	22%	173 24%	25%	29%	19%	53 21%	238 25%	12%	39 24%	21%	25%	27%	34%	102 25%	27%
	24/0	25/0	2470	21/0	23/0	21/6	23/0	24/0	15/0	5270 h	24/6	24/6	23/0	10/0	20%	23/0	22.6	24/0	23/6	25/0	15/0	21/0	23/4	1270	24/0	21/6	23/0	2770	34/0	25/0	2770
Mean	2,95	2.96	2.95	3.06	2.91	2.88	2.97	2.92	3.02	2.82	2.9	2.98	2.9	3.12	2.95	2.87	3.01	2.92	2.97	2.87	3.04	2.96	2.91	3.17	2.97	3.01	2.91	2.83	2.75	2.93	2.86
Wedit	2.55	2.50	2.93	de de	2.91	2.00	2.57	2.92	3.02 i	2.02	2.5	2.50	2.5	ilo	2.53	2.67	3.01	2.92	2.37	2.07	3.04	2.50	2.91	3.17 W	2.57	3.01 R	2.51	2.03	2.73	2.93	2.80
Don't know	33	13	19	17	12	4	16	17	22	11	7	11	6	5	1	4	q	25	4	8	4	14	29	3	3	4	3	3	1	4	10
	3%	3%	4%	5%	3%	1%	3%	4%	3%	3%	3%	4%	2%	3%	2%	4%	2%	3%	2%	3%	1%	5%	3%	3%	2%	1%	3%	3%	1%	1%	3%
							1				,,,,,											1				-					

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - i/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D \ Overlap \ formulae \ used. * small \ base$

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 7

Q1 On balance, how important or not important are each of the following when making purchasing decisions? The convenience of purchasing the product/service

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			REG	SION			EDUC	ATION		INC	OME		ETHN	ICITY		GENERA	AL ELECTION 20	24 VOTE		REFERENDU	JM 2016 VOTE
						1		T .															WHITE	MINORITY							T
										NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL				
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	GROUP	GROUP	VF	LABOUR	DEMOCRATS	REFORM LIK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(4)	(e)	(0)	(a)	(h)	(i)	(0)	(k)	m	(m)	(n)	(0)	(n)	(a)	(1)	(e)	(*)	(11)	(w)	(v)	(v)	(14)	(2)	(A)	(B)	(0)	(D)
LINWEIGHTED BASE	1088	520	554	220	402	246	652	467	601	207	260	205	240	155	50	05	550	510	200	257	250	294	0.25	146	150	240	104	102	101	(47)	2515
WEIGHTED BASE	1088	529	531	350	305	353	619	455	710	357	254	203	240	154			379	700	100		271	204	027	124	163	221	100*	113*	00*	410	379
(4) Very important	386	186	197	123	133	130	249	137	262	124	94	94	90	67	14	27	153	233	63	93	109	89	330	51	59	129	41	38	20	145	121
(4) Very important	35%	35%	36%	35%	35%	37%	40%	29%	36%	34%	37%	33%	36%	44%	27%	29%	40%	33%	31%	34%	40%	35%	35%	38%	36%	39%	41%	33%	22%	35%	37%
	3370	33.0	30%	3370	3370	3770	40%	25/0	30%	34/0	37.00	3370	30%	4470	2170	25/0	40/6	33/0	31/0	34/0	40%	3370	33/4	30/0	30/0	35/4	41/0	33/0	2270	33/0	3770
(3) Somewhat important	570	280	280	170	205	195	300	270	354	216	132	147	136	K 70	25	52	184	387	114	141	137	130	493	70	89	164	45	65	58	230	169
(3) Somewhat Important														70	35																
	52%	53%	52%	49%	53%	55%	49%	58%	49%	59%	52%	51%	54%	45%	66%	56%	48%	55%	58%	52%	50%	51%	53%	52%	55%	50%	45%	58%	64%	56%	51%
								,		n					m													_	yż		
(2) Not that important	92	45	44	36	34	22	52	40	/4	18	19	31	15	14	2	11	33	59	18	25	20	23	78	11	12	28	12	3	11	32	22
	8%	9%	8%	10%	9%	6%	8%	9%	10%	5%	7%	11%	6%	9%	4%	11%	9%	8%	9%	9%	7%	9%	8%	8%	7%	8%	12%	2%	13%	8%	7%
									i .																		Α		A	-	
(1) Not at all important	8	4	3	5	1	2	3	5	6	2	2	3	2	-	-	-	2	6	2	3	1	1	6	2	1	3	2	-		1	1
	1%	1%	•	1%	•	1%		1%	1%	•	1%	1%	1%	-	-	-		1%	1%	1%	•	•	1%	2%		1%	2%	-	-	_	_
NET: Important	956	467	476	293	338	326	549	407	616	340	226	240	225	137	49	78	336	620	176	234	246	219	823	121	148	293	86	102	78	375	290
	88%	88%	88%	84%	88%	92%	89%	87%	86%	92%	89%	84%	91%	89%	94%	85%	89%	87%	89%	87%	91%	85%	88%	90%	91%	89%	85%	91%	87%	91%	88%
						c				h																				\perp	
NET: Not important	100	50	47	41	35	23	55	45	80	20	21	35	18	14	2	11	35	65	20	29	22	24	84	13	12	30	15	3	11	33	23
	9%	9%	9%	12%	9%	7%	9%	10%	11%	5%	8%	12%	7%	9%	4%	11%	9%	9%	10%	11%	8%	9%	9%	10%	7%	9%	15%	2%	13%	8%	7%
				e					i																	A	A		A		
Mean	3.26	3.26	3.28	3.23	3.26	3.3	3.32	3.19	3.25	3.28	3.29	3.2	3.29	3.35	3.24	3.18	3.31	3.24	3.21	3.23	3.32	3.27	3.27	3.26	3.29	3.3	3.23	3.33	3.1	3.27	3.31
							g							k											В	В		В			
Don't know	32	13	18	15	12	4	15	17	23	9	7	11	6	3	1	4	8	24	3	8	4	14	31	-	3	7	-	8		2	17
	3%	2%	3%	4%	3%	1%	2%	4%	3%	3%	3%	4%	2%	2%	2%	4%	2%	3%	1%	3%	1%	5%	3%	-	2%	2%	-	7%		1%	5%
				e																		rt	v					y2B		4	C

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/8 - C/D \ Overlap \ formulae \ used. * small \ base$



16 Apr 2025

Table 8
Q2 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? SUMMARY TABLE

Base: All Adults aged 16-75 in Great Britain

			The product/			
			service / brand's	The product/		The convenience
		Product/service	environmental	service / brand's	The brand of the	of purchasing the
	Price	quality	impact	social impact	product/ service	product/ service
UNWEIGHTED BASE	1088	1088	1088	1088	1088	1088
WEIGHTED BASE	1088	1088	1088	1088	1088	1088
(2) Much more important	395	218	146	123	132	163
	36%	20%	13%	11%	12%	15%
(1) A bit more important	313	270	297	257	259	302
	29%	25%	27%	24%	24%	28%
(0) There has been no change	319	528	501	559	570	545
	29%	49%	46%	51%	52%	50%
(-1) A bit less important	25	23	65	66	76	39
	2%	2%	6%	6%	7%	4%
(-2) Much less important	6	10	42	43	17	10
	1%	1%	4%	4%	2%	1%
NET: More important	707	489	443	380	391	465
	65%	45%	41%	35%	36%	43%
NET: Less important	30	33	107	109	93	49
	3%	3%	10%	10%	9%	5%
Mean	1.01	0.63	0.42	0.33	0.39	0.54
Don't know	32	38	37	40	34	29
	3%	3%	3%	4%	3%	3%



Table 9

Q2 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? Price

Base: All Adults aged 16-75 in Great Britain

		GEN	NDER		AGE		SOCIAL	GRADE	WORKIN	G STATUS			REC	ION			EDUC	ATION		INC	OME		ETHN			GENER/	AL ELECTION 20	24 VOTE		REFERENDUN	√ 2016 VOTE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(y)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
WEIGHTED BASE	1088						619		719									709							163						
(2) Much more important	395	174	212	135	148	112	216	179	270	125	76	107	82	64	21	45	124	270	95	99	81	78	331	62	63	121	30	52	28	152	121
	36%	33%	39%	39%	38%	32%	35%	38%	38%	34%	30%	38%	33%	42%	39%	49%	33%	38%	48%	36%	30%	31%	35%	46%	39%	37%	30%	46%	31%	37%	37%
														i		jl			stu					w				2			ļ
(1) A bit more important	313	166	143	102	97	114	175	137	200	113	72	88	78	43	16	15	112	200	44	82	96	76	269	40	51	105	31	30	22	120	88
	29%	31%	26%	29%	25%	32%	28%	29%	28%	31%	28%	31%	31%	28%	31%	17%	30%	28%	22%	30%	35%	29%	29%	30%	31%	32%	31%	26%	24%	29%	27%
												0	0								r										
(0) There has been no change	319	159	157	79	120	119	190	129	200	118	94	76	77	37	12	22	111	207	51	77	84	76	287	27	42	93	38	29	30	121	105
	29%	30%	29%	23%	31%	34%	31%	27%	28%	32%	37%	27%	31%	24%	24%	24%	29%	29%	26%	28%	31%	30%	31%	20%	26%	28%	38%	25%	34%	30%	32%
					c	c					km												v								ļ
(-1) A bit less important	25	18	7	14	8	2	16	8	23	2	4	5	5	5	2	5	14	11	2	6	5	12	21	4	2	5	-	1	7	10	7
	2%	3%	1%	4%	2%	1%	3%	2%	3%	•	2%	2%	2%	3%	3%	5%	4%	2%	1%	2%	2%	5%	2%	3%	1%	1%	-	1%	7%	2%	2%
				e					1								q					r							xyzA		
(-2) Much less important	6	3	3	3	2	1	4	1	4	2	1	2	1	-	-	2	4	1	2	-	1	2	3	1	-	1	1	-	2	1	3
	1%	1%		1%	1%		1%		1%	1%		1%		-	-	3%	1%		1%	-		1%			-		1%	-	3%		1%
																	q												v		,
NET: More important	707	340	354	237	245	225	391	316	470	238	148	196	159	107	37	60	237	470	139	181	177	154	600	101	114	226	61	82	50	273	208
	65%	64%	65%	68%	63%	64%	63%	67%	65%	64%	58%	68%	64%	69%	71%	65%	63%	66%	70%	67%	65%	60%	64%	75%	70%	68%	61%	72%	55%	66%	63%
												j		j					u					w	В	В		В			
NET: Less important	30	21	10	17	10	3	21	10	27	4	5	7	5	5	2	7	18	12	4	6	7	14	23	5	2	6	1	1	9	10	10
	3%	4%	2%	5%	3%	1%	3%	2%	4%	1%	2%	2%	2%	3%	3%	7%	5%	2%	2%	2%	2%	5%	2%	3%	1%	2%	1%	1%	10%	3%	3%
				e					i							i	q												xyzA		,
Mean	1.01	0.94	1.06	1.06	1.01	0.96	0.97	1.07	1.02	0.99	0.89	1.05	0.97	1.12	1.1	1.08	0.92	1.05	1.17	1.04	0.94	0.89	0.99	1.19	1.11	1.05	0.9	1.2	0.74	1.02	0.98
														i				р	tu					w	В	В		zB			
Don't know	32	10	21	16	10	5	17	14	22	9	7	7	7	6	1	4	12	20	4	7	3	13	27	2	5	5	-	2		6	6
	3%	2%	4%	5%	3%	2%	3%	3%	3%	3%	3%	2%	3%	4%	2%	4%	3%	3%	2%	3%	1%	5%	3%	1%	3%	2%	-	2%	1%	1%	2%
				e					1													t			1				- 1		,

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base



Table 10
Q2 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? Product/service quality

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			DEC	ION			EDITIO	ATION		INC	OME		ETHN	NICITY		GENER	AL ELECTION 20	24 VOTE		DEEEDENDIII	M 2016 VOTE
		- GE	NDER		AGE	1	3004	LGKADE	WORKIN	I STATUS			REC	ION			EDUC	ATION		IIVC	OWIE		WHITE	MINORITY		GENERA	AL ELECTION 20	24 VOIE		KEFEKENDO	T ZOIG VOIE
										NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL				
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999	£34999	£54999	£55000+	GROUP	GROUP	VE	LABOUR		REFORM UK	OTHER	REMAIN	LEAVE
		IVIALE	PENIALE	10-34	35-54	55-75 (e)	ABCI	CZDE		WURKING	NORTH	MIDDANDS	SOUTH	(m)	WALES			GRADUATES	£19999	£34999	154999			GROUP	VE.	DABOUR	DEMOCRATS (2)				
	TOTAL	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(1)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(S)	(t)	(u)	(w)	(v)	(x)	(y)	(Z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088								691																						
WEIGHTED BASE	1088	529	542	350	385	353	619	469	719	369	254	286	249	154	52*	92*	379	709	198	271	271	256	937	134	163	331	100*	113*	90*	410	329
(2) Much more important	218	115	100	95	70	54	128	91	168	50	35	53	50	40	17	24	97	121	36	46	56	65	175	42	35	72	10	21	14	79	71
	20%	22%	19%	27%	18%	15%	21%	19%	23%	14%	14%	19%	20%	26%	32%	26%	26%	17%	18%	17%	21%	25%	19%	31%	21%	22%	10%	19%	16%	19%	22%
				de					i					i	i	i	q					s		w	2	2					
(1) A bit more important	270	130	137	100	103	67	148	122	192	79	74	65	56	42	14	20	88	182	47	62	70	66	226	44	42	96	26	26	16	112	68
	25%	25%	25%	29%	27%	19%	24%	26%	27%	21%	29%	23%	23%	27%	26%	21%	23%	26%	24%	23%	26%	26%	24%	33%	26%	29%	26%	23%	18%	27%	21%
				e	e																			w							
(0) There has been no change	528	250	269	115	196	217	309	218	310	218	129	140	132	65	20	41	173	355	99	148	136	101	477	40	78	149	58	60	52	200	177
	49%	47%	50%	33%	51%	62%	50%	47%	43%	59%	51%	49%	53%	42%	38%	44%	46%	50%	50%	55%	50%	39%	51%	30%	48%	45%	57%	53%	58%	49%	54%
					c	cd				h									u	u	u		v						v		
(-1) A bit less important	23	13	11	15	2	6	9	14	14	10	8	10	4	-	1	-	5	18	8	5	5	4	20	2	1	4	4	5	2	7	1
	2%	2%	2%	4%	1%	2%	2%	3%	2%	3%	3%	4%	2%	-	2%		1%	3%	4%	2%	2%	2%	2%	2%	1%	1%	4%	5%	2%	2%	
				d							m	m																			
(-2) Much less important	10	9	- 1	9	1		6	4	10			5	1	- 1	-	4	2	8		4	1	5	6	4		- 1	2		4	4	3
,	1%	2%		3%			1%	1%	1%	-		2%			_	4%	1%	1%		2%		2%	1%	3%			2%		4%	1%	1%
		h		de												a								w			W		XV		
NET: More important	489	245	237	195	173	120	276	213	360	129	109	118	106	82	30	44	186	303	83	108	126	131	401	85	77	168	37	47	31	191	139
iter. Wore important	45%	46%	44%	56%	45%	34%	45%	45%	50%	35%	43%	41%	42%	53%	58%	48%	49%	43%	42%	40%	46%	51%	43%	64%	48%	51%	36%	42%	34%	46%	42%
	1 45/2	40%	4472	do	43,0	3470	45/0	4574	30%	3370	45,0	42/2	42/0	b	J 0/2	40/0	4570	43/4	42,0	40,0	40%	5270	45,0	0472	40%	3270	30%	4270	3470	40%	4270
NET: Less important		22		de 34	e	-	45	18	24	10		15		, K			-	36			-	10	27			28	-		-		
NET: Less Important	33 3%		11	7%	3 1%	5 2%	15 2%	18 4%	24	10 3%	3%	15 5%	5 2%		1 2%	4%	, ,	26 4%	8 4%	3%	2%	10 4%	3%	5%	1 1%	1%	6%	5 5%	5 7%	11	4 1%
	3%	4%	2%	/%	1%	2%	2%	4%	3%	3%	5%	5%	2%		2%	4%	2%	4%	4%	3%	2%	4%	3%	5%	1%	1%		5%	7%	3%	1%
				de								m															xy		xy		
Mean	0.63	0.64	0.63	0.77	0.64	0.49	0.64	0.63	0.71	0.47	0.55	0.55	0.62	0.82	0.9	0.68	0.75	0.57	0.59	0.53	0.66	0.75	0.6	0.89	0.71	0.73	0.38	0.56	0.4	0.63	0.63
				e	e				i i					jkl	jk		q					Š		w	2B	zB					
Don't know	38	12	24	16	14	9	18	20	26	12	8	12	6	7	1	4	13	25	8	6	4	14	33	2	6	9	-	1	1	9	9
	3%	2%	4%	4%	4%	3%	3%	4%	4%	3%	3%	4%	2%	4%	2%	4%	3%	4%	4%	2%	2%	6%	4%	2%	4%	3%	-	1%	1%	2%	3%
1	1						1		1		1						1					t	1		1						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base

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Table 11
Q2 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? The product/service / brand's environmental impact

Base: All Adults aged 16-75 in Great Britain

			NDER	1	AGE		SOCIAL	CDADE	I WORKIN	G STATUS			D.C.	SION			- FRUIT	ATION		1916	OME		ETHN	ICITY	1	CENTE	AL ELECTION 202	A MOTE		REFERENDUI	
		GE	NDEK		AGE	1	SUCIAL	GRADE	WORKIN	GSIAIUS		1	KE	JIUN			EDUC	ATION		INC	DIME		WHITE	MINORITY		GENERA	AL ELECTION 202	4 VOIE		KEFEKENDUI	N ZUIS VOIE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON	UP TO £19999	£20000-	£35000- £54999	£55000+	ETHNIC GROUP		CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(a)	(a)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(v)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
WEIGHTED BASE	1088	529		350					719		254														163						
(2) Much more important	146	68	73	76	43	27	88	58	108	37	21	34	29	35	10	18	69	77	27	29	45	34	110	33	15	55	10	8	13	63	23
	13%	13%	14%	22%	11%	8%	14%	12%	15%	10%	8%	12%	11%	23%	19%	19%	18%	11%	14%	11%	17%	13%	12%	25%	9%	16%	10%	7%	14%	15%	7%
				de					i					jkl	i	i	q							w		xA				D	
(1) A bit more important	297	154	141	120	99	79	169	128	228	69	83	66	63	41	17	27	117	181	49	67	82	75	253	42	37	105	34	22	26	122	81
	27%	29%	26%	34%	26%	22%	27%	27%	32%	19%	33%	23%	25%	27%	32%	29%	31%	25%	25%	25%	30%	29%	27%	31%	22%	32%	34%	19%	28%	30%	25%
				de					1		k															A	A				
(0) There has been no change	501 46%	232	260	104 30%	204 53%	192 54%	282	218	302	199 54%	116 46%	145	129	62	16 31%	32 35%	149 39%	352 50%	91	134 50%	123 45%	105 41%	449	43 32%	81	145 44%	52 52%	62 55%	40 44%	189	170 52%
	46%	44%	48%	30%	53%	54%	46%	47%	42%	54%	46%	51%	52%	40%	31%	35%	39%	50%	46%	50%	45%	41%	48%	32%	50%	44%	52%	55%	44%	46%	52%
(-1) A bit less important	65	44	22	26	16	23	38	27		n 22	11	no 15	mno 18	40	-	-	23	р 42		16	10	25	V 57	•	40	11	4	13	^	19	21
(-1) A bit less important	6%	8%	4%	7%	4%	23 7%	6%	6%	6%	6%	4%	5%	18 7%	6%	12%	7%	6%	42 6%	6%	6%	4%	10%	6%	6%	6%	3%	4%	11%	11%	5%	6%
	0,0	h	7/2	1.~	470	,,,	0.2	0,0	0,0	0,2	4,0	3,4		0,0	1		0,0	0,2	0,0	0,0		10,0	0,0	0,0	0,0	3,4	7.2	V	v	3,2	0,0
(-2) Much less important	42	20	21	7	13	22	20	22	17	25	18	10	4	2	,	6	10	32	12	16		3	37	5	14			8	2	10	24
,	4%	4%	4%	2%	3%	6%	3%	5%	2%	7%	7%	4%	2%	1%	4%	7%	3%	5%	6%	6%	3%	1%	4%	3%	9%	3%		7%	2%	2%	7%
						c				h	lm					1			u	u					V2			z			c
NET: More important	443	222	214	196	142	106	257	186	336	107	103	100	92	76	26	45	185	258	77	96	128	110	363	74	51	160	44	30	38	184	104
	41%	42%	39%	56%	37%	30%	42%	40%	47%	29%	41%	35%	37%	49%	51%	48%	49%	36%	39%	36%	47%	43%	39%	56%	32%	48%	44%	26%	43%	45%	32%
				de					1					kl			q				s			w		xA	A		Α	D	
NET: Less important	107	64	43	32	30	45	58	49	61	47	28	25	22	11	8	13	33	74	23	32	18	28	95	12	24	19	4	20	11	29	45
	10%	12%	8%	9%	8%	13%	9%	11%	8%	13%	11%	9%	9%	7%	16%	14%	9%	10%	12%	12%	7%	11%	10%	9%	15%	6%	4%	18%	12%	7%	14%
		b				d				h															γz			γz			C
Mean	0.42	0.4	0.43	0.7	0.38	0.19	0.45	0.38	0.52	0.21	0.31	0.37	0.39	0.65	0.5	0.48	0.58	0.33	0.36	0.29	0.55	0.47	0.38	0.7	0.18	0.58	0.49	0.09	0.43	0.52	0.18
				de	e				1					jkl			q				s			w		xA	xA		A	D	
Don't know	37	11	25	17	10	10	21	16	21	17	6	16	7	4	1	3	11	26	7	8	3	14	31	4	6	6	-	1	1	8	10
	3%	2%	5%	5%	3%	3%	3%	3%	3%	4%	2%	5%	3%	3%	2%	3%	3%	4%	3%	3%	1%	5%	3%	3%	4%	2%	-	1%	1%	2%	3%
		1	a	1					1		1											t			I .						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base

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Table 12

Q2 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? The product/service / brand's social impact

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			REG	GION			EDUCA	ATION		INC	OME		ETHN	IICITY		GENERA	L ELECTION 20	24 VOTE		REFERENDUN	M 2016 VOTE
								T						T									WHITE	MINORITY						1	
								1		NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL				
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999	£34999	£54999	£55000+	GROUP	GROUP	VE	LABOUR		REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(-)	PEIVIALE	10-34	33-34	33-73	ABCI	(202	WORKING	WORKING	mokin	(IA)	300111	LONDON	(-)	3COTDAND	GRADUATES (-)	(-)	(1)	£34333	134999	(-)	GROOF	GROOF	4.4	DABOUR	(-)	(A)	(D)	(C)	I (D)
		(a)	(D)	(C)	(a)	(e)	(1)	(g)	(n)	(1)	())	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(2)	(t)	(u)	(W)	(V)	(x)	(V)	(Z)	(A)	(B)	(C)	(0)
UNWEIGHTED BASE	1088						653		691		260																			447	
WEIGHTED BASE	1088	529	542	350	385	353	619	469	719	369	254	286	249	154	52*	92*	379	709	198	271	271	256	937	134	163	331	100*	113*	90*	410	329
(2) Much more important	123	61	59	67	37	18	85	38	92	31	22	29	20	33	6	13	59	64	20	21	40	37	97	26	11	47	9	12	9	48	25
	11%	11%	11%	19%	10%	5%	14%	8%	13%	8%	9%	10%	8%	21%	12%	14%	16%	9%	10%	8%	15%	14%	10%	20%	7%	14%	9%	11%	11%	12%	8%
				de	e		g							jkl			q				s	s		w		×					,
(1) A bit more important	257	133	120	99	94	64	143	114	197	60	61	67	48	42	16	22	105	152	50	60	58	64	213	40	33	94	21	15	20	111	65
**	24%	25%	22%	28%	24%	18%	23%	24%	27%	16%	24%	23%	19%	28%	30%	24%	28%	21%	25%	22%	21%	25%	23%	30%	20%	28%	21%	13%	22%	27%	20%
				e					i								a									A				D	
(0) There has been no change	559	259	291	123	208	228	317	242	335	225	136	147	146	67	20	43	168	391	99	146	140	122	505	44	95	153	59	58	54	218	189
(b) There has been no change	51%	49%	54%	35%	54%	65%	51%	52%	47%	61%	54%	51%	59%	43%	39%	46%	44%	55%	50%	54%	52%	48%	54%	33%	58%	46%	59%	52%	60%	53%	57%
	3270	4574	3470	3370	3470	cd	3270	32.74	47.74	b.	34%	3270	mn	43/4	3370	40,0	44/4	3370	30%	3474	3270	40,0	V	3374	30,0	40,0	3370	3270	0074	3370	3770
(-1) A bit less important	66	43	22	24	16	16	33	33	47	19	16	18	20	2	e e	-	22	44	11	17	21	15	49	17	, v	19	E	14	4	15	16
(-1) A bit less important	6%	8%	4%	10%	4%	4%	5%	7%	7%	5%	6%	6%	8%	200	3	6%	6%	6%	5%	6%	8%	6%	5%	13%	5%	6%	5%	13%	4%	4%	5%
	0.00	0.70	470	10%	470	4,0	3/0	770	7,70	3/0		0.0	0/0	270	370	070	070	070	370	0.00	0.70	076	376	1370	3/0	0./0	370	13/0	4,/0	4/2	3/0
		ь		de							m	m	m		m									w				У			
(-2) Much less important	43	22	20	8	16	19	24	19	23	20	11	13	7	3	4	5	13	31	11	18	9	4	40	3	9	11	5	11	3	13	24
	4%	4%	4%	2%	4%	5%	4%	4%	3%	5%	4%	4%	3%	2%	8%	6%	3%	4%	5%	7%	3%	2%	4%	2%	6%	3%	5%	10%	4%	3%	7%
																				u								V			C
NET: More important	380	194	180	166	131	82	227	152	288	91	83	96	67	76	22	35	163	216	70	82	98	101	310	66	44	141	30	27	29	159	90
	35%	37%	33%	48%	34%	23%	37%	32%	40%	25%	33%	34%	27%	49%	42%	38%	43%	30%	35%	30%	36%	39%	33%	49%	27%	43%	30%	24%	32%	39%	27%
				de	e				1					jkl			q					s		w		xzA				D	
NET: Less important	109	65	43	42	32	35	57	52	70	38	27	30	27	6	9	11	35	74	21	35	30	20	88	20	18	30	9	25	7	27	40
	10%	12%	8%	12%	8%	10%	9%	11%	10%	10%	10%	11%	11%	4%	17%	12%	9%	10%	11%	13%	11%	8%	9%	15%	11%	9%	9%	22%	8%	7%	12%
		ь									m m	m	m		m	m												xvzB			c
Mean	0.33	0.32	0.34	0.56	0.32	0.13	0.38	0.27	0.41	0.18	0.27	0.3	0.22	0.67	0.31	0.36	0.48	0.26	0.3	0.19	0.37	0.47	0.31	0.53	0.18	0.46	0.25	0.03	0.31	0.41	0.16
				de										iN										w		vA.				l n	
				1										no			1														
Don't know	40	11	28	18	14	8	17	23	26	15		13		- 6	- 1	3	13	28	7	8	2	13	34	4	6	7	2	2		7	10
DOIL KHOW	4%	2%	5%	5%	4%	2%	3%	5%	4%	4%	3%	4%	3%	4%	2%	3%	3%	4%	4%	3%	19/	5%	4%	3%	4%	2%	79/	2%	-	2%	3%
	1 4/2	1 2/0	a	1 3/2	→ /0	2,4	1 3/2	370	470	+/0	3.00	+/0	3/0	→/0	270	3/0	1 2/0	-70	1 +/0	370	1/0	370	-70	370	1 7/8	2.70	-/0	2.70	-	1 .//	370
1	1	1		1																											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - t/s/t/u - v/w - x/v/z/A/B - C/D Overlap formulae used. * small base

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Table 13
Q2 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? The brand of the product/service

Base: All Adults aged 16-75 in Great Britain

		GEI	NDER		AGE		SOCIAL	GRADE	WORKIN	IG STATUS			REG	SION			EDUC	ATION		INC	OME			MINORITY		GENER/	AL ELECTION 20	4 VOTE		REFERENDU	И 2016 VOTE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(v)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE WEIGHTED BASE	1088 1088	520 529	551 542	339 350	403 385	346 353	653 619	435 469	691 719	397 369	260 254	285 286	240 249	155 154	53 52*	95 92*	569 379	519 709	200 198	257 271	258 271	284 256	925 937	146 134	159 163	349 331	104 100*	103 113*	101 90*	447 410	315 329
(2) Much more important	132 12%	76 14% b	53 10%	68 19% de	36 9%	28 8%	82 13%	50 11%	98 14% i	33 9%	20 8%	32 11%	25 10%	39 26% jkln o	5 10%	10 11%	62 16% q	70 10%	29 15%	23 9%	32 12%	42 16% s	89 10%	41 30% w	25 16%	47 14%	14 14%	8 7%	9 10%	54 13%	31 10%
(1) A bit more important	259 24%	148 28% b	110 20%	106 30% e	93 24% e	60 17%	144 23%	115 24%	196 27% i	62 17%	62 24%	68 24%	54 22%	41 27%	15 29%	18 20%	94 25%	165 23%	45 23%	52 19%	73 27%	63 25%	218 23%	36 27%	32 20%	85 26% z	14 14%	33 29% z	20 22%	89 22%	79 24%
(0) There has been no change	570 52%	257 49%	304 56% a	125 36%	217 56% c	228 64% cd	330 53%	240 51%	350 49%	220 60% h	138 54% m	150 52% m	146 59% mn	61 40%	21 41%	53 57% m	183 48%	387 55%	100 51%	152 56%	141 52%	127 50%	524 56% v	39 29%	87 53%	165 50%	60 60%	60 54%	54 60%	233 57%	181 55%
(-1) A bit less important	76 7%	32 6%	43 8%	29 8%	22 6%	25 7%	37 6%	39 8%	45 6%	31 9%	23 9%	17 6%	14 6%	6 4%	8 15% klm	7 8%	25 7%	51 7%	12 6%	32 12% u	20 7%	10 4%	62 7%	14 10%	14 9%	24 7%	11 10%	6 6%	5 6%	25 6%	23 7%
(-2) Much less important	17 2%	7 1%	8 2%	5 2%	7 2%	4 1%	10 2%	7 1%	8 1%	9 3%	4 2%	6 2%	4 2%	-	1 3%	1 2%	6 1%	11 2%	6 3%	5 2%	2 1%	1 1%	13 1%	3 2%	-	3 1%	1 1%	4 3% x	1 1%	3 1%	6 2%
NET: More important	391 36%	224 42% b	163 30%	174 50% de	130 34% e	87 25%	226 37%	165 35%	295 41% i	96 26%	82 32%	101 35%	78 32%	81 52% jklo	20 39%	28 30%	156 41% q	235 33%	74 37%	76 28%	106 39% s	105 41% s	308 33%	77 57% w	58 35%	132 40%	28 28%	41 37%	29 32%	143 35%	110 34%
NET: Less important	93 9%	39 7%	51 9%	35 10%	29 8%	29 8%	48 8%	46 10%	53 7%	41 11%	28 11% m	23 8%	18 7%	6 4%	9 18% klm	8 9%	31 8%	62 9%	18 9%	37 13% u	21 8%	11 4%	75 8%	17 13%	14 9%	27 8%	12 12%	10 9%	6 7%	28 7%	29 9%
Mean	0.39	0.49 b	0.3	0.6 de	0.34	0.24	0.41	0.36	0.48 i	0.22	0.29	0.38	0.33	0.77 jkl no	0.29	0.31	0.49 q	0.34	0.41 s	0.22	0.43 s	0.55 s	0.34	0.73 W	0.43	0.46	0.28	0.32	0.34	0.41	0.33
Don't know	34 3%	9 2%	24 4% a	16 5%	9 2%	9 2%	15 2%	19 4%	22 3%	13 3%	6 2%	12 4%	6 2%	6 4%	1 2%	3 3%	9 2%	25 4%	6 3%	7 3%	3 1%	13 5% t	31 3%	2 1%	4 3%	7 2%	-	1 1%	1 1%	6 2%	9 3%

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D \ Overlap \ formulae \ used. * small \ base$

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Table 14

Q2 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? The convenience of purchasing the product/service

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIAL	GRADE	WORKIN	IG STATUS			REC	SION			EDUC	ATION		INC	OME		ETHN			GENERA	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOTE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(y)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE WEIGHTED BASE	1088 1088	520 529	551 542	339 350	403 385	346 353	653 619	435 469	691 719	397 369	260 254	285 286	240 249				569 379	519 709	200 198			284 256	925 937	146 134	159 163	349 331	104 100*	103 113*	101 90*	447 410	315 329
(2) Much more important	163	76	83	72	56	35	99	64	126	37	29	39	37	35	8	16	76	87	37	30	39	47	133	30	32	57	15	12	6	73	45
	15%	14%	15%	21%	15%	10%	16%	14%	18%	10%	11%	14%	15%	22%	15%	17%	20%	12%	19%	11%	14%	18%	14%	22% w	20%	17%	15%	11%	7%	18%	14%
(1) A bit more important	302	160	139	122	99	81	172	130	218	83	74	86	57	44	14	26	104	198	44	75	84	77	249	50	46	103	26	41	24	106	94
(1) A dictione important	28%	30%	26%	35% de	26%	23%	28%	28%	30% i	23%	29%	30%	23%	28%	27%	28%	27%	28%	22%	28%	31%	30%	27%	37% w	28%	31%	26%	36%	26%	26%	29%
(0) There has been no change	545	265	271	118	205	222	298	247	326	219	136	141	135	63	26	43	173	372	98	150	137	113	493	42	75	153	58	55	54	212	173
	50%	50%	50%	34%	53%	63%	48%	53%	45%	59%	53%	50%	54%	41%	50%	47%	46%	52%	50%	55%	51%	44%	53%	31%	46%	46%	57%	48%	60%	52%	53%
					c	cd				h	m		m					р		u			v						v		
(-1) A bit less important	39	14	24	19	14	6	28	11	24	15	10	6	9	7	3	4	16	23	13	9	9	6	30	7	6	10	2	4	6	11	9
	4%	3%	4%	5% e	4%	2%	4%	2%	3%	4%	4%	2%	4%	4%	5%	4%	4%	3%	7% u	3%	3%	2%	3%	5%	3%	3%	2%	4%	6%	3%	3%
(-2) Much less important	10	7	4	5	4	2	8	3	6	5	-	5	5	1	-	-	1	9	-	3	1	3	7	4	-	3	-	-	-	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	2%	•	-	-		1%	-	1%	•	1%	1%	3% W		1%	-	-	-		1%
NET: More important	465	236	222	194	155	116	271	194	345	120	102	125	95	78	22	42	179	285	81	105	122	124	382	80	78	160	41	53	29	180	140
	43%	45%	41%	55%	40%	33%	44%	41%	48%	33%	40%	44%	38%	51%	42%	45%	47%	40%	41%	39%	45%	48%	41%	59%	48%	48%	41%	47%	33%	44%	42%
				de					i i								q					s		w	В	В					
NET: Less important	49 5%	21 4%	27 5%	24 7%	18 5%	8 2%	35 6%	14 3%	30 4%	19 5%	10 4%	11 4%	14 6%	7 5%	3 5%	4	18 5%	32 4%	13 7%	11 4%	10 4%	9 4%	37 4%	10 8%	6 3%	13 4%	2 2%	4 4%	6 6%	13 3%	11 3%
				e																											
Mean	0.54	0.54	0.53	0.71 de	0.5	0.41	0.54	0.53	0.62 i	0.37	0.49	0.53	0.46	0.71 jl	0.54	0.6	0.64 q	0.48	0.55	0.45	0.56	0.65 s	0.52	0.72 w	0.66 B	0.62 B	0.54	0.55	0.33	0.59	0.53
Don't know	29	7	21	14	8	7	15	14	18	11	6	7	5	6	1	4	9	20	6	5	2	11	25	2	4	5	-	1		6	5
	3%	1%	4%	4%	2%	2%	2%	3%	3%	3%	2%	3%	2%	4%	2%	4%	2%	3%	3%	2%	1%	4%	3%	2%	3%	1%	-	1%	1%	2%	2%
		1	a						1													t			l						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base

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Table 15

QBA 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? Please select all that apply.

Base: All Adults for whom the product/service/brand's environmental impact or social impact is important when making purchasing decisions

		GEI	NDER		AGE		SOCIAL	GRADE	WORKIN	IG STATUS			DE	SION			EDITO	ATION		INC	OME		ETHN	ICITY		GENER	AL ELECTION 20	24 VOTE		DEEEDENDII	JM 2016 VOTE
1		GEI	-ULN		AGE		JOCIAL	SIMPE	WORKIN	SIAIUS			KES				1 2000	AUN		INC	O I I I		WHITE	MINORITY		GENERA	AL LECTION 20	LA VOIE		KEPENENDUF	2310 AO1E
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (i)	MIDLANDS (k)	SOUTH (I)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000- £34999 (s)	£35000- £54999 (t)	£55000+ (u)	ETHNIC GROUP (w)	GROUP (v)	CONSERVATI VE (x)	LABOUR (v)	LIBERAL DEMOCRATS (2)	REFORM UK	OTHER (B)	REMAIN (C)	LEAVE (D)
UNWEIGHTED BASE WEIGHTED BASE	810 789	370 368	428	289	290 269	231 234	499 453	311 336	541 548	269 241	193 186	210	172 179	125 117	43 41*	67 61*	453 305	357 484	137	185 187	197 200	227 197	669 667	130 115	100 100*	299 282	82 78*	53 54*	78 66*	370 337	191 191
The materials used for the product's packaging (e.g., plastic- free or fully recyclable)	421	181	233	147	133	141	252	169	280	141	100	89	96	70	25	42	178	242	59	111	95	115	360	58	55	140	52	35	37	191	102
	53%	49%	57%	51%	49%	60% d	56%	50%	51%	58%	54%	43%	53%	60% k	60%	68% k	58% q	50%	43%	59% rt	48%	58% r	54%	50%	55%	50%	67% V	65%	55%	57%	53%
Where the product materials are sourced from (e.g., using organic or recycled materials)	353	141	207	122	108	123	226	127	238	116	83	86	70	56	20	38	164	189	49	87	85	98	302	48	48	122	40	22	41	176	80
	45%	38%	51% a	43%	40%	53% d	50% g	38%	43%	48%	45%	42%	39%	48%	49%	61% kl	54% q	39%	36%	46%	42%	50% r	46%	42%	48%	43%	52%	40%	61% yA	52% D	42%
The brand's labour practices (e.g., ensuring employees receive a fair wage and work in good conditions)	320	142	173	108	91	120	208	112	192	128	79	79	62	50	22	28	137	183	52	87	82	68	267	49	50	119	29	15	33	160	71
	41%	38%	42%	38%	34%	51% cd	46% g	33%	35%	53% h	43%	39%	35%	43%	53%	45%	45%	38%	38%	47% u	41%	34%	40%	43%	50% A	42%	37%	28%	49% A	47% D	37%
The brand's financial integrity (e.g., paying their fair share of taxes, providing transparency in publications such as gender pay gap reporting)	244	124	117	93	62	89	157	87	167	78	56	61	55	38	13	22	104	140	38	48	66	68	203	40	34	94	29	20	24	107	61
	31%	34%	29%	33% d	23%	38% d	35% g	26%	30%	32%	30%	29%	30%	32%	33%	36%	34%	29%	28%	26%	33%	35%	31%	35%	34%	33%	37%	36%	35%	32%	32%
Statements/commitments the brand makes about human rights (e.g., Modern Slavery Statement, Diversity & Inclusion commitments)	221	92	125	100	69	52	131	90	144	77	60	44	51	33	14	20	96	126	36	53	61	49	179	40	20	86	16	11	23	97	37
	28%	25%	31%	35%	26%	22%	29%	27%	26%	32%	32%	22%	28%	28%	34%	33%	31%	26%	27%	28%	31%	25%	27%	35%	20%	31%	21%	20%	35%	29%	19%
The role the brand plays in their community (e.g., charitable giving or partnerships with local schools)	204	91	109	83	77	44	124	80	140	64	48	50	45	35	11	15	93	111	37	40	52	56	167	36	29	77	19	10	20	90	43
	26%	25%	27%	29% e	29% e	19%	27%	24%	26%	26%	26%	24%	25%	30%	27%	25%	30% q	23%	27%	21%	26%	28%	25%	31%	29%	27%	25%	19%	30%	27%	22%
The brand's distribution practices (e.g., using all-electric delivery vans, etc.)	164	85	76	72	46	46	97	67	109	55	36	43	37	26	12	9	69	94	24	43	37	47	125	35	22	68	16	9	17	85	26
	21%	23%	19%	25% d	17%	20%	21%	20%	20%	23%	19%	21%	21%	23%	30%	14%	23%	20%	18%	23%	19%	24%	19%	30% W	22%	24%	20%	16%	25%	25% D	14%
The extent to which the brand/product is innovative	153	92	61	68	51	34	105	48	109	44	31	37	32	37	3	13	71	82	18	30	43	49	112	39	21	67	9	11	14	70	36
	19%	25% b	15%	24% e	19%	14%	23% g	14%	20%	18%	16%	18%	18%	32% jkln	8%	21%	23% q	17%	13%	16%	21%	25% r	17%	34% w	21%	24% z	12%	20%	21%	21%	19%
The diversity of the brand's leadership team	101	59	41	44	45	12	61	40	75	26	27	20	20	16	4	12	43	57	19	16	36	24	75	21	10	46	9	4	8	42	22
	13%	16% b	10%	15% e	17% e	5%	14%	12%	14%	11%	15%	10%	11%	14%	10%	20%	14%	12%	14%	9%	18% s	12%	11%	18%	10%	16%	12%	8%	13%	12%	12%
Other (specify)	6 1%	4 1%	2 1%	2 1%	2 1%	2 1%	5 1%	2	2	4 2%	1 *	3 1%	1 1%	-	-	2 3%	5 2% q	1	1 1%	2 1%	1	2 1%	6 1%	-	1 1%	1 *	-	2 3%	2 3%	3 1%	2 1%
NET: Environmental	549 70%	245 66%	297 73%	201 70%	175 65%	174 74%	330 73%	219 65%	381 70%	168 70%	130 70%	130 63%	122 68%	88 76% k	30 75%	49 80% k	236 77% q	314 65%	77 57%	138 74% r	136 68%	153 78% r	460 70%	83 72%	72 72%	192 68%	65 84% V	44 81%	52 78%	251 75%	130 68%
NET: Social	465 59%	218 59%	239 58%	177 62%	151 56%	138 59%	291 64% g	174 52%	311 57%	154 64%	122 66% k	109 53%	99 55%	74 64%	27 66%	34 56%	201 66%	265 55%	73 54%	116 62%	122 61%	116 59%	383 58%	78 68%	61 61%	178 63%	42 53%	33 61%	39 59%	211 63% D	99 52%
NET: Governance	365 46%	198 54%	163 40%	147 52%	115 43%	103 44%	233 51%	132 39%	265 48%	101 42%	89 48%	83 40%	82 46%	68 58% kn	14 36%	30 48%	164 54%	201 42%	57 42%	78 42%	100 50%	104 53%	288 43%	73 63% w	43 43%	152 54%	36 46%	27 49%	33 49%	164 49%	85 45%
Don't know	91 12%	35 9%	54 13%	24 9%	34 13%	32 14%	42 9%	49 15% f	52 10%	39 16% h	17 9%	41 20% ilm	18 10%	5	6 14%	5 7%	23 8%	68 14%	26 19%	22 12%	17 9%	13 6%	82 12%	7 6%	10 10%	29 10%	4 6%	4 7%	5 8%	28 8%	26 14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - i/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base



Table 16
Q38 And which of the following, if any, would you say is your main consideration? Please select only one response.

Base: All Adults who take into account more than one factor while deciding what to buy

		GF	NDER		AGE		SOCIAL	L GRADE	WORKIN	IG STATUS			RFG	SION			FDU	CATION		INC	OME		ETHN	IICITY	1	GENER	AL ELECTION 20	124 VOTE		REFERENDU	M 2016 VOTE
		1	Ī		1													T		1			WHITE	MINORITY							
		l			l					NOT		l		GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL				· '
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1	C2DE (g)	WORKING (h)	WORKING (i)	NORTH (i)	MIDLANDS (k)	SOUTH	LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	GRADUATES (a)	£19999	£34999	£54999 (t)	£55000+ (u)	GROUP (w)	GROUP (v)	VE (x)	LABOUR (v)	DEMOCRATS (z)	REFORM UK (A)	OTHER (B)	REMAIN (C)	LEAVE (D)
UNWEIGHTED BASE	589	267	315	224	195	170	395	194	407	182	151	134	123	99	32	50	362	227	84	135	145	184	478	107	71	238	62	41	57	286	131
WEIGHTED BASE	554	256	290	211	175	167	350	204	392	162	143	125	123*	90*	29**	43*	242	311	77*	137	147	148	459	91*	68*	217	58*	43**	47*	254	125
The materials used for the product's packaging (e.g., plastic-	145	57	86	48	46	51	89	56	101	44	36	36	33	23	8	8	60	85	19	41	34	43	119	23	21	55	13	18	9	68	36
free or fully recyclable)																															
nee or runy recyclude;	26%	22%	30%	23%	26%	31%	26%	27%	26%	27%	25%	29%	27%	26%	28%	19%	25%	27%	25%	30%	23%	29%	26%	25%	31%	25%	22%	41%	18%	27%	29%
The brand's labour practices (e.g.,	102	37	64	29	31	42	65	37	62	40	28	30	18	12	9	4	42	60	15	37	25	17	94	7	11	49	8	3	8	50	26
ensuring employees receive a fair																															
wage and work in good conditions)																															
	18%	14%	22%	14%	18%	25%	18%	18%	16%	25%	20%	24%	15%	14%	31%	9%	17%	19%	19%	27%	17%	11%	21%	8%	16%	23%	14%	8%	18%	20%	21%
			a			c				h										и			v								
Where the product materials are	100	41	56	44	30	27	66	34	75	25	21	22	22	20	4	11	47	53	14	19	23	31	83	16	10	27	13	10	16	48	16
sourced from (e.g., using organic or recycled materials)																															
recycled materials)	18%	16%	19%	21%	17%	16%	19%	16%	19%	16%	15%	18%	18%	22%	13%	26%	19%	17%	19%	14%	16%	21%	18%	18%	14%	12%	23%	23%	35%	19%	12%
																													xy		
Statements/commitments the	61	31	29	30	20	10	33	29	44	17	13	6	19	11	7	5	21	40	9	13	27	8	46	16	5	22	7	2	7	26	11
brand makes about human rights																															
(e.g., Modern Slavery Statement, Diversity & Inclusion commitments)																															
Diversity a melasion commencines,	1																														
	11%	12%	10%	14%	12%	6%	9%	14%	11%	11%	9%	5%	16%	12%	22%	12%	9%	13%	11%	10%	18%	5%	10%	17%	7%	10%	12%	6%	15%	10%	9%
				e									k								u						7				
The brand's financial integrity (e.g., paying their fair share of taxes,	52	33	20	20	12	20	37	15	37	16	17	16	10	6	1	2	25	27	5	8	12	20	44	8	8	24	,	4	2	20	16
providing transparency in																															
publications such as gender pay																															
gap reporting)	9%	l																	7%												
	976	13% h	7%	10%	7%	12%	11%	8%	9%	10%	12%	13%	8%	7%	2%	5%	10%	9%	/76	6%	8%	14%	10%	9%	12%	11%	12%	9%	5%	8%	13%
The extent to which the	37	25	12	17	11	8	33	4	25	12	9	4	9	9		6	18	19	5	4	13	14	29	8	2	18	1	5	-	15	13
brand/product is innovative																															
	7%	10%	4%	8%	6%	5%	9%	2%	6%	7%	6%	3%	7%	10%	-	13%	7%	6%	6%	3%	9%	9%	6%	9%	4%	8%	1%	12%	-	6%	10%
The role the brand plays in their	20	10	9	9		3	12	8	15	4	5	6	6	2		k 1	13	7	4	4	2	8	14	5	5	5	3	1	2	8	3
community (e.g., charitable giving		1	,	1		,				•	_			-		•	1	,	,	-	-			,	1	-	-	*	-	"	,
or partnerships with local schools)																															
	4%		201	407	401	201	70/	407	407	201	4%	5%	For	20/		407	FW	201	6%	201	401	5%	201	6%	700	201	5%	***	407	201	2%
The brand's distribution practices	14	4% 10	3% 4	4%	4%	2% 4	3% 2	4% 12	4% 12	3%	6	376	5%	2%		1%	5%	2% 11	1	3%	1%	2	3% 11	3	7%	2%	376	1%	4%	3%	3
(e.g., using all-electric delivery		1 .0								•		•		•						Ů							•				
vans, etc.)																															
	2%	4%	1%	3%	3%	2%	1%	6%	3%	1%	4%	2%	3%	2%	-	-	1%	4%	2%	4%	3%	1%	2%	3%	6%	3%	3%	-	-	1%	2%
The diversity of the brand's	13	10	3	5	8		7	f 6	13		7		1	4		1	6	7	1	3	6	3	9	4	2	7	3			9	2
leadership team		"		-																			-		-					-	-
	2%	4%	1%	2%	4%	-	2%	3%	3%	-	5%	•	1%	4%	-	2%	2%	2%	2%	2%	4%	2%	2%	4%	2%	3%	5%	-	-	4%	1%
Osh ('6)		b 2		1	e	1			1		k						2					2	2					1	1	1	1
Other (specify)	2 *	1%		1 1%			1	1		1 1%				-		2 4%	1%					1%	*					1 1%	3%	*	*
		1 2/0		177												i	170											-70	V		
Don't know	9	2	7	2	5	2	6	3	7	2	-	2	1	1	1	4	5	4	3	1	1	2	8	1	1	3	1	-	1	4	-
	2%	1%	3%	1%	3%	1%	2%	2%	2%	1%	-	2%	1%	1%	4%	9% ikl	2%	1%	4%	1%	1%	1%	2%	1%	1%	2%	2%	-	2%	2%	-
	1	1		I			1		1		l .					jkl	1						1		1					1	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - $\tau/s/t/u$ - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Base: All Adults aged 16-75 in Great Britain

24-089497-14 - ESG 4TH - 7TH APRIL 2025 PUBLIC IPSOS

16 Apr 2025

Table 17
Q4 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? SUMMARY TABLE

						Travel/		
			Household			accommodation	Home appliances	Toiletries/ beauty
			products (e.g.,	Banking (e.g.,		(e.g.,	(e.g., washing	products (e.g.,
			kitchen roll,	current account,		transportation,	machine,	shampoo, make-
	Groceries	Clothes	cleaning products)	ISA, credit card)	Broadband tariff	hotels)	dishwasher)	up)
UNWEIGHTED BASE	1088	1088	1088	1088	1088	1088	1088	1088
WEIGHTED BASE	1088	1088	1088	1088	1088	1088	1088	1088
(4) A great deal	236	213	198	153	121	162	190	234
	22%	20%	18%	14%	11%	15%	17%	22%
(3) A fair amount	390	372	398	223	236	351	363	369
	36%	34%	37%	20%	22%	32%	33%	34%
(2) Not that much	243	278	281	358	329	295	304	262
	22%	26%	26%	33%	30%	27%	28%	24%
(1) Not at all	138	131	133	237	257	150	132	144
	13%	12%	12%	22%	24%	14%	12%	13%
NET: A great deal/ fair amount	626	585	597	376	356	513	553	604
	58%	54%	55%	35%	33%	47%	51%	55%
NET: Not that much/ Not at all	381	409	414	595	587	445	436	406
	35%	38%	38%	55%	54%	41%	40%	37%
Mean	2.72	2.67	2.66	2.3	2.23	2.55	2.62	2.69
Not applicable / I don't make	24	31	19	31	53	61	32	17
purchases in this category								
	2%	3%	2%	3%	5%	6%	3%	2%
Don't know	56	63	59	86	92	69	67	62
	5%	6%	5%	8%	8%	6%	6%	6%



Table 18
Q4 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? Groceries

Base: All Adults aged 16-75 in Great Britain

	1		NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			DE	SION			EDUCA	ATION		INC	OME		FTHN	ICITY		CENEDA	AL ELECTION 20	DA MOTE		REFERENDUI	M 2016 VOTE
		GEI	NDER		AGE	T	3004	LGKADE	WORKIN	VG SIAIOS			NE.	I			EDUC	HIION		inc	OWIE		WHITE	MINORITY		GENERA	AL ELECTION 20	E4 VOIE		KEFEKEINDOI	WI ZOTO VOTE
										NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL				
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	GROUP	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(y)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
WEIGHTED BASE	1088		542						719										198						163					410	
(4) A great deal	236	108	122	97	88	51	150	86	172	64	41	58	54	48	12	23	111	125	47	41	61	70	186	46	28	82	18	18	28	106	49
	22%	20%	22%	28%	23%	14%	24%	18%	24%	17%	16%	20%	21%	31%	22%	25%	29%	18%	24%	15%	23%	27%	20%	34%	17%	25%	18%	16%	32%	26%	15%
				e	e		g		i					ik			q		s			s		w					xzA	D	
(3) A fair amount	390	179	205	124	131	135	211	179	250	140	85	107	84	53	23	38	146	245	66	102	92	95	332	53	51	142	40	25	36	175	98
	36%	34%	38%	35%	34%	38%	34%	38%	35%	38%	33%	38%	34%	34%	45%	41%	38%	34%	33%	38%	34%	37%	35%	39%	31%	43%	40%	22%	41%	43%	30%
																										xA	A		A	D	
(2) Not that much	243	127	112	67	83	93	133	110	157	86	70	72	59	21	12	10	68	175	48	70	66	43	223	17	44	65	23	34	11	79	88
	22%	24%	21%	19%	22%	26%	21%	23%	22%	23%	28%	25%	24%	13%	22%	10%	18%	25%	24%	26%	24%	17%	24%	13%	27%	20%	23%	30%	12%	19%	27%
											mo	mo	mo					р		u			v		В			γB			C
(1) Not at all	138	75	63	26	56	57	76	62	88	50	41	27	30	21	5	14	34	104	29	37	35	26	128	9	30	23	9	33	10	28	72
	13%	14%	12%	7%	15%	16%	12%	13%	12%	14%	16%	9%	12%	14%	9%	15%	9%	15%	15%	14%	13%	10%	14%	7%	18%	7%	9%	30%	11%	7%	22%
					c	c					k							р					v		У			yzB			C
NET: A great deal/ fair amount	626	287	327	221	220	186	361	265	422	204	126	165	137	101	35	62	257	370	113	143	154	165	518	98	79	223	58	43	65	281	147
	58%	54%	60%	63%	57%	53%	58%	57%	59%	55%	50%	58%	55%	66%	67%	67%	68%	52%	57%	53%	57%	64%	55%	73%	48%	68%	57%	38%	72%	69%	45%
				e										i	i	i	q					s		w		xA	A		xA	D	
NET: Not that much/ Not at all	381	203	174	93	139	149	209	172	245	136	112	98	90	42	16	23	102	279	77	107	102	70	351	26	74	89	32	68	20	107	160
	35%	38%	32%	27%	36%	42%	34%	37%	34%	37%	44%	34%	36%	27%	31%	25%	27%	39%	39%	40%	37%	27%	37%	19%	45%	27%	32%	60%	23%	26%	49%
					с	c					kmo							р	u	u	u		V		ув			xyzB			C
Mean	2.72	2.65	2.77	2.93	2.7	2.54	2.76	2.66	2.76	2.64	2.53	2.74	2.71	2.9	2.81	2.84	2.93	2.6	2.69	2.59	2.7	2.89	2.66	3.08	2.5	2.9	2.74	2.25	2.98	2.92	2.4
			_	de	e			-			-		-				9				-	s		w		XA	Α		xΑ	D	
Not applicable / I don't make purchases in this category	24	17	,	14	8	2	17	,	15	g	5	,	3	5	-	4	5	19	3	5	5	,	20	5	2	/	2	-	4	10	
purchases in this category	2%	3%	1%	4%	2%	1%	3%	1%	2%	2%	2%	3%	1%	3%		4%	1%	3%	1%	2%	2%	3%	2%	3%	1%	2%	2%		4%	2%	2%
	2./6	370	176	470	276	176	376	176	276	276	276	376	176	376		470	176	376	176	276	276	376	276	376	176	276	276		476	276	276
Don't know	56	22	22	71	10	16	31	25	37	10	17	15	10	6	- 1		15	42	5	15	11	15	40	5	9	12		2	- 1	12	15
Don't know	56 5%	22	33 6%	21 6%	19 5%	16 5%	31 5%	25 5%	37 5%	19 5%	12 5%	15 5%	19 8%	6 4%	1 2%	4 4%	15 4%	42 6%	5 3%	15 6%	11 4%	15 6%	49 5%	5 4%	8 5%	12 4%	9	2 2%	1 1%	12 3%	15 5%

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/8 - C/D \ Overlap \ formulae \ used. * small \ base$

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 19
Q4 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? Clothes

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIAL	GRADE	WORKIN	G STATUS			REG	ION			EDUC	ATION		INC	OME		ETHN	VICITY		GENER/	AL ELECTION 20	24 VOTE		REFERENDU	M 2016 VOT
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(g)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(v)	(z)	(A)	(B)	(C)	(D)
INWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
	1088		542						719								379	709							163						
4) A great deal	213	101	107	106	77	30	128	85	157	56	45	54	40	44	12	17	98	115	35	42	63	62	163	49	26	78	13	16	22	97	47
	20%	19%	20%	30%	20%	9%	21%	18%	22%	15%	18%	19%	16%	29%	24%	19%	26%	16%	18%	15%	23%	24%	17%	37%	16%	24%	13%	15%	25%	24%	14%
				de	e				i					įkl			q				s	s		w		z				D	
3) A fair amount	372	160	207	112	128	132	223	149	249	123	85	103	82	49	21	32	147	226	60	91	84	99	331	39	48	132	46	26	33	170	94
	34%	30%	38%	32%	33%	37%	36%	32%	35%	33%	33%	36%	33%	32%	40%	35%	39%	32%	30%	34%	31%	39%	35%	29%	29%	40%	46%	23%	37%	41%	29%
			a												_		q									XA	xA			ь	
2) Not that much	278 26%	150 28%	122 23%	73 21%	25%	108 30%	148 24%	130 28%	187 26%	91 25%	71 28%	77 27%	68 27%	20%	16%	24 26%	20%	201 28%	49 25%	76 28%	76 28%	60 23%	243 26%	29 21%	30%	73 22%	21 21%	30 26%	20 22%	23%	82 25%
	20%	20/0	2370	21/0	2370	30/6	24/0	20/0	20/6	23/0	20/4	2770	2770	20/4	10/0	20%	20/4	20/0	23/0	20/0	20/0	23/0	20/0	21/0	30%	2270	21/0	20%	22/0	23/0	23/0
1) Not at all	131	73	57	21	51	59	64	67	68	63	38	27	29	15	8	13	33	98	37	33	30	16	118	11	27	23	8	34	9	28	77
,-,	12%	14%	11%	6%	13%	17%	10%	14%	9%	17%	15%	9%	12%	10%	16%	14%	9%	14%	19%	12%	11%	6%	13%	8%	16%	7%	8%	30%	10%	7%	23%
					c	c				h								р	tu	и					l v			xyzB			C
NET: A great deal/ fair amount	585	261	314	218	205	163	351	234	406	180	130	157	122	93	33	50	245	341	95	133	148	161	494	88	74	211	59	43	55	266	140
	54%	49%	58%	62%	53%	46%	57%	50%	56%	49%	51%	55%	49%	61%	64%	54%	65%	48%	48%	49%	54%	63%	53%	66%	45%	64%	59%	38%	62%	65%	43%
			a	de					i					1			q					rs		w		хA	A		xA	D	
NET: Not that much/ Not at all	409	223	179	94	148	167	212	197	255	154	108	104	97	46	17	37	109	299	86	109	106	77	362	40	76	97	29	64	29	124	160
	38%	42%	33%	27%	38%	47%	34%	42%	35%	42%	43%	36%	39%	30%	32%	40%	29%	42%	44%	40%	39%	30%	39%	30%	47%	29%	29%	56%	32%	30%	49%
		b			c	cd		f			m							р	u	u					yzB			yzB			C
Mean	2.67	2.6	2.74	2.97	2.65	2.41	2.74	2.59	2.75	2.52	2.58	2.71	2.6	2.88	2.75	2.62	2.88	2.56	2.51	2.59	2.71	2.87	2.63	2.99	2.49	2.87	2.73	2.24	2.81	2.86	2.37
			a	de	e		8		-		-			<u> </u>			q				-	rs		w		XA	A		xA	D	
Not applicable / I don't make purchases in this category	31	22	9	16	13	2	20	11	19	12	5	4	10	9	1	2	8	23	9	11	5	3	24	3	4	,	4	4	4	ь	8
	3%	4% b	2%	5% e	3% e	1%	3%	2%	3%	3%	2%	1%	4%	6% k	2%	3%	2%	3%	5% u	4%	2%	1%	3%	2%	3%	2%	4%	3%	5%	1%	2%
Don't know	63	23	39	22	19	22	36	27	39	23	11	21	20	6	1	4	16	47	7	17	12	16	58	3	9	17	9	3	1	14	21
	6%	4%	7%	6%	5%	6%	6%	6%	5%	6%	4%	7%	8%	4%	2%	4%	4%	7%	4%	6%	5%	6%	6%	2%	6%	5%	9%	2%	2%	4%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base

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Table 20
Q4 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? Household products (e.g., kitchen roll, deaning products)

Base: All Adults aged 16-75 in Great Britain

		GE	NDER	I	AGE		SOCIA	L GRADE	WORKIN	G STATUS			DEC	ION			EDII	CATION		INC	OME		ETHN	IICITY	1	GENER	AL ELECTION 20	24 VOTE		REFERENDUI	M 2016 VOTE
1		GE.	NDER		AGE	1	3004	LGRADE	WORKIN	G SIAIOS			REC	IION		1	EDU	L		INC	OWIE		WHITE	MINORITY		GENERA	L ELECTION 20.	24 VOIE		KEFEKEIVDOI	A ZOIG VOIE
			FF1411F	45.74	35.54		4004	cane	WORKING	NOT	NORTH	MIDIANIDO	cours	GREATER		SCOTLAND	CDADUATES	NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI	LABOUR	LIBERAL	05500041111	OTHER	05144111	
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOILAND	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	GROUP	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(1)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(S)	(t)	(u)	(w)	(v)	(x)	(y)	(2)	(A)	(B)	(C)	(0)
UNWEIGHTED BASE	1088								691								569								159		104			447	
WEIGHTED BASE	1088	529	542	350	385	353	619	469	719	369	254	286	249	154	52*	92*	379	709	198	271	271	256	937	134	163	331	100*	113*	90*	410	329
(4) A great deal	198	90	102	73	74	52	117	81	141	58	42	49	41	44	10	13	83	115	42	38	51	57	164	34	29	74	13	13	22	89	41
	18%	17%	19%	21%	19%	15%	19%	17%	20%	16%	16%	17%	17%	28%	19%	14%	22%	16%	21%	14%	19%	22%	17%	25%	18%	22%	13%	12%	25%	22%	12%
														jklo			q					s				A			A	D	
(3) A fair amount	398	186	208	140	132	126	242	156	263	135	97	106	88	52	18	38	158	240	65	91	108	97	339	57	48	136	50	26	34	186	102
	37%	35%	38%	40%	34%	36%	39%	33%	37%	37%	38%	37%	35%	34%	35%	41%	42%	34%	33%	34%	40%	38%	36%	42%	29%	41%	49%	23%	38%	45%	31%
																	q									xA	xA		A	D	
(2) Not that much	281	143	135	83	102	96	145	135	185	95	64	79	71	31	13	22	77	204	54	79	67	61	251	26	47	81	15	40	17	91	91
	26%	27%	25%	24%	26%	27%	23%	29%	26%	26%	25%	28%	29%	20%	25%	24%	20%	29%	27%	29%	25%	24%	27%	19%	29%	25%	15%	36%	19%	22%	28%
																		р							2			yzB			
(1) Not at all	133	74	58	26	49	58	70	63	79	54	38	26	27	17	10	15	37	96	31	37	33	22	121	7	26	25	9	29	11	28	69
	12%	14%	11%	7%	13%	16%	11%	13%	11%	15%	15%	9%	11%	11%	18%	16%	10%	14%	16%	14%	12%	9%	13%	6%	16%	8%	9%	26%	13%	7%	21%
					c	c													u				v		У			yzB			C
NET: A great deal/ fair amount	597	276	310	213	206	178	359	237	404	193	139	155	129	96	28	51	242	355	107	129	159	154	502	91	76	211	62	39	56	275	142
	55%	52%	57%	61%	53%	50%	58%	51%	56%	52%	55%	54%	52%	62%	54%	55%	64%	50%	54%	48%	58%	60%	54%	68%	47%	64%	62%	34%	63%	67%	43%
				e			g										q				s	s		w		xA	xA		xA	D	
NET: Not that much/ Not at all	414	217	192	109	151	154	215	198	265	149	102	105	99	49	23	37	114	300	85	116	100	83	372	33	73	106	25	70	29	120	160
	38%	41%	36%	31%	39%	44%	35%	42%	37%	40%	40%	37%	40%	31%	43%	40%	30%	42%	43%	43%	37%	32%	40%	25%	45%	32%	25%	62%	32%	29%	49%
					c	c		f										р	u	u			v		y2			xyzB			C
Mean	2.66	2.59	2.71	2.81	2.65	2.52	2.71	2.59	2.7	2.58	2.59	2.68	2.63	2.85	2.56	2.56	2.81	2.57	2.62	2.53	2.68	2.8	2.62	2.94	2.52	2.82	2.75	2.21	2.79	2.85	2.38
				de										i			q					s		w	A	xA	A		A	D	
Not applicable / I don't make	19	14	3	10	9	-	10	9	13	6	1	10	2	4	2	-	8	11	-	9	2	5	10	7	4	-	5	-	4	3	6
purchases in this category																															
	2%	3%	1%	3%	2%	-	2%	2%	2%	2%		4%	1%	3%	3%	-	2%	1%	-	3%	1%	2%	1%	5%	3%	-	5%	-	4%	1%	2%
		ь		e	e							1								r				w	v		VA		v		
Don't know	59	22	36	18	20	21	34	24	37	21	13	16	20	6		4	15	43	6	18	11	14	53	4	9	14	8	4	1	12	21
	5%	4%	7%	5%	5%	6%	6%	5%	5%	6%	5%	6%	8%	4%	-	5%	4%	6%	3%	7%	4%	6%	6%	3%	6%	4%	8%	4%	1%	3%	6%
		1																							1		B				

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/8 - C/D \ Overlap \ formulae \ used. * small \ base$

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 21
Q4 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? Banking (e.g., current account, ISA, credit card)

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIAL	GRADE	WORKIN	G STATUS			DEC	ION			EDUC	TION		INC	OME		ETHN	IICITY		GENER/	AL ELECTION 202	M VOTE		REFERENDUI	M 2016 VOTE
		- GE	NDER		AGE	1	JOCIAL	GRADE	WORKIN	GSIAIOS			REC	IION		1	1000	CITON		IIVC	I I			MINORITY		GENTERA	AL ELECTION 202	4 VOIE		KEFEKEINDOI	W ZOIG VOIE
										NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL				1
		MALE	FEMALE	46.34	35-54	FF 7F	ABC1	cane	WORKING		NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999			£55000+	GROUP	GROUP		LABOUR		REFORM UK	OTHER	REMAIN	LEAVE
		IVIALE	PEIVIALE	16-34	33-34	55-75	ABCI	C2DE	WURKING	WORKING	NURTH	MIDDANUS	SOUTH		WALES			GRADUATES	£19999	£34999	£54999			GROUP	VE	LABOUR					
	TOTAL	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(1)	(j)	(K)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(S)	(t)	(u)	(w)	(v)	(x)	(y)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520					653		691									519							159				101		
WEIGHTED BASE	1088	529	542	350	385	353	619	469	719	369	254	286	249	154	52*	92*	379	709	198	271	271	256	937	134	163	331	100*	113*	90*	410	329
(4) A great deal	153	91	59	75	55	23	95	59	123	31	31	34	39	34	5	9	73	80	25	24	46	51	111	42	23	62	11	12	9	75	34
	14%	17%	11%	22%	14%	6%	15%	12%	17%	8%	12%	12%	16%	22%	10%	10%	19%	11%	13%	9%	17%	20%	12%	31%	14%	19%	11%	11%	10%	18%	10%
		b		de	e				i					iko			q				s	s		w						D	
(3) A fair amount	223	110	110	77	78	68	128	95	153	70	52	59	45	34	7	27	104	119	42	50	57	58	187	33	31	79	26	12	22	94	60
	20%	21%	20%	22%	20%	19%	21%	20%	21%	19%	20%	21%	18%	22%	13%	29%	27%	17%	21%	18%	21%	22%	20%	25%	19%	24%	26%	11%	24%	23%	18%
																	a									A	A		Α		
(2) Not that much	358	168	183	109	117	132	199	159	226	133	82	100	80	41	22	33	106	252	74	94	86	72	325	26	53	101	33	31	39	140	97
,	33%	32%	34%	31%	30%	37%	32%	34%	31%	36%	32%	35%	32%	27%	43%	35%	28%	36%	37%	35%	32%	28%	35%	19%	33%	31%	33%	27%	43%	34%	29%
				""		****	52.75											0					V						vA.		
(1) Not at all	237	118	116	44	97	96	129	107	149	88	69	54	51	32	13	18	62	175	44	69	60	50	215	19	44	59	18	49	16	76	107
(1) NOC at all	22%	22%	22%	13%	25%	27%	21%	23%	21%	24%	27%	19%	21%	21%	24%	20%	16%	25%	22%	26%	22%	19%	23%	14%	27%	18%	18%	44%	17%	18%	33%
	2270	22.70	2270	15/0	23/0	2170	21/0	23/0	21/0	24/0	27,6	13/0	21/0	21/6	24/0	20%	10/0	23/0	2270	20/6	2270	1970	23/4	14/6	2770	10/0	10/0		1776	10/0	3370
						c					K							р	67				V		y .			xyzB			94
NET: A great deal/ fair amount	376	201	170	153	133	91	222	154	275	101	83	93	84	68	12	36	177	199		74	103	109	298	75	54	141	37	24	31	169	
	35%	38%	31%	44%	35%	26%	36%	33%	38%	27%	33%	33%	34%	44%	23%	39%	47%	28%	34%	27%	38%	42%	32%	56%	33%	43%	37%	22%	35%	41%	29%
		ь		de	e				i					jkn			q				s	s		w		A	Α			D	
NET: Not that much/ Not at all	595	286	300	153	213	228	328	267	374	221	151	154	131	73	35	51	168	427	119	163	145	122	540	44	97	160	51	80	54	216	204
	55%	54%	55%	44%	55%	65%	53%	57%	52%	60%	59%	54%	53%	47%	67%	55%	44%	60%	60%	60%	54%	47%	58%	33%	60%	48%	51%	71%	60%	53%	62%
					c	cd				h	m				m			р	u	u			v		у			y2			C
Mean	2.3	2.36	2.24	2.6	2.26	2.05	2.34	2.25	2.38	2.13	2.2	2.3	2.33	2.5	2.09	2.31	2.55	2.17	2.26	2.12	2.36	2.48	2.23	2.82	2.22	2.48	2.34	1.88	2.29	2.44	2.07
				de	e				i					jn			q				s	rs		w	A	xA	A		A	D	
Not applicable / I don't make	31	14	14	16	7	8	18	13	20	11	5	9	8	6	2	1	7	23	2	9	5	7	25	5	1	5	3	1	1	6	5
purchases in this category																															
	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%	2%	3%	3%	4%	3%	1%	2%	3%	1%	3%	2%	3%	3%	4%	1%	1%	3%	1%	1%	1%	1%
Don't know	86	27	58	28	32	26	50	36	50	37	15	30	25	7	4	4	25	61	10	25	18	19	75	9	10	25	8	8	3	20	26
1	8%	5%	11%	8%	8%	7%	8%	8%	7%	10%	6%	11%	10%	5%	7%	5%	7%	9%	5%	9%	7%	7%	8%	7%	6%	8%	8%	7%	4%	5%	8%
		1		""	-		""	-	.,.																"						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 22
Q4 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? Broadband tariff

Base: All Adults aged 16-75 in Great Britain

			NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			DE	GION			EDUCA	STION	1	INC	OME		ETUA	VICITY	1	CENED	AL ELECTION 20	24 VOTE		REFERENDUN	44 2016 VOTE
		- 0.	T. C.		T AGE	T	Jour	I	· · · · · · · · · · · · · · · · · · ·	JIAIOS			102	T			1,000			1	- I		WHITE	MINORITY		GLITZIO	L CLECTION 20	1		THE EMERGO	12020 1012
										NOT				GREATER				NON	UPTO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL			1 1	1
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999	£34999	£54999	£55000+	GROUP	GROUP	CONSERVATI	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(-)	PEIVIALE	10-34	33-34	33-73	ABCI	(202	WORKING	WORKING	mokin	(IA)	300111	LONDON	(a)	3COTDAND	GRADUATES	GRADUATES	(-)	(-)	134999	(-)	GROOF	GROOF	4.3	DABOUR	(-)	(A)	(D)	(C)	(D)
		(a)	(D)	(C)	(a)	(e)	(1)	(g)	(n)	(1)	())	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(5)	(t)	(u)	(W)	(V)	(x)	(V)	(Z)	(A)	(B)	(C)	(0)
UNWEIGHTED BASE	1088	520				346	653		691								569		200								104			447	315
WEIGHTED BASE	1088	529	542	350	385	353	619	469	719	369	254	286	249	154	52*	92*	379	709	198	271	271	256	937	134	163	331	100*	113*	90*	410	329
(4) A great deal	121	75	43	54	41	26	72	48	96	24	27	25	31	25	6	7	54	67	19	23	37	36	94	26	10	49	11	11	11	56	28
	11%	14%	8%	15%	11%	7%	12%	10%	13%	7%	10%	9%	12%	16%	12%	7%	14%	9%	10%	8%	14%	14%	10%	20%	6%	15%	11%	10%	12%	14%	8%
		b		e					i					k			q							w		×					
(3) A fair amount	236	122	111	100	75	60	137	99	173	63	58	54	50	42	9	23	103	132	41	50	53	76	192	42	39	86	22	14	21	104	61
	22%	23%	21%	29%	20%	17%	22%	21%	24%	17%	23%	19%	20%	27%	18%	25%	27%	19%	21%	18%	19%	30%	21%	31%	24%	26%	22%	12%	23%	25%	18%
				de					i								q					st		w	A	A				D	
(2) Not that much	329	154	169	87	113	129	188	142	210	120	83	93	74	32	19	29	99	230	55	96	84	67	306	19	48	102	29	31	32	134	92
	30%	29%	31%	25%	29%	37%	30%	30%	29%	32%	33%	33%	30%	21%	36%	31%	26%	32%	28%	35%	31%	26%	33%	14%	29%	31%	29%	28%	36%	33%	28%
						c					m m	m						р		u			v								
(1) Not at all	257	126	129	54	101	103	146	111	160	98	66	60	55	40	13	24	76	182	54	64	70	51	227	27	51	57	24	45	16	81	109
• •	24%	24%	24%	15%	26%	29%	24%	24%	22%	27%	26%	21%	22%	26%	25%	26%	20%	26%	27%	24%	26%	20%	24%	20%	31%	17%	24%	40%	18%	20%	33%
					c	c												р							vB			yzB		4	C
NET: A great deal/ fair amount	356	197	154	154	116	86	209	147	269	87	84	79	81	67	16	29	157	199	61	73	90	111	286	68	49	135	33	25	32	160	89
	33%	37%	28%	44%	30%	24%	34%	31%	37%	24%	33%	28%	32%	43%	30%	32%	41%	28%	31%	27%	33%	43%	31%	51%	30%	41%	33%	22%	35%	39%	27%
		h		de										И								rst		w		×Α				D.	
NET: Not that much/ Not at all	587	280	298	141	214	232	334	253	369	217	148	153	128	73	32	53	174	412	110	160	154	117	533	47	99	159	54	77	48	215	201
,,	54%	53%	55%	40%	56%	66%	54%	54%	51%	59%	58%	53%	51%	47%	61%	57%	46%	58%	55%	59%	57%	46%	57%	35%	61%	48%	53%	68%	54%	52%	61%
	34/2	3370	3370	40%	50%	cd	3470	3470	3270	b	m	3370	3270	47,0	0270	3770	40%	50%	33,0	3374	3770	40/0	3770	3370	0270	40,0	3374	0070	3470	32.70	6
Mean	2,23	2.31	2.15	2.52	2.17	2.03	2.25	2.21	2.32	2.05	2.2	2.19	2.27	2.37	2.19	2.15	2.41	2.14	2.15	2.14	2.24	2.42	2.19	2.59	2.05	2.43	2.24	1.91	2.34	2.36	2.03
ivicali	2.23	2.31	2.15	2.52	2.17	2.03	2.25	2.21	2.32	2.05	2.2	2.19	2.21	4.37	2.19	2.15	2.41	2.14	2.15	2.14	2.24	2.42 rs	2.19		2.05	2.43	2.24	1.31	2.34	2.30 D	2.03
Not applicable / I don't make	53	22	20	- de	24	-	25	20	20	24	-	22	43	-		-	70	22					20	w		12	-	2	Α .		
	53	22	30	29	21	3	26	28	29	24	ь	22	12	6	1	ь	20	33	14	9	5	10	39	9	4	12		3	5	15	11
purchases in this category	F0/	407	FO	200	FW	400	407		407	707	201	201	F0/	***	201	501	For	F0/	700	201	201	***	400	70/	200	407	501	20/		400	201
	5%	4%	5%	8%	5%	1%	4%	6%	4%	7%	2%	8%	5%	4%	3%	6%	5%	5%	7%	3%	3%	4%	4%	7%	2%	4%	6%	3%	6%	4%	3%
				e	e										_													_			
Don't know	92	30	60	26	35	31	51	41	52	40	15	32	28	8	3	4	27	65	14	30	19	17	78	10	11	24	7	8	4	20	28
	8%	6%	11%	7%	9%	9%	8%	9%	7%	11%	6%	11%	11%	5%	6%	5%	7%	9%	7%	11%	7%	7%	8%	8%	7%	7%	7%	7%	5%	5%	9%
1	1	1	a	1			1		1		1						1		1				1		1					1	

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/8 - C/D \ Overlap \ formulae \ used. * small \ base$

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 23
Q4 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? Travel/accommodation (e.g., transportation, hotels)

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			DE	GION			EDUC	ATION		INC	OME		ETHA	VICITY	1	GENER	AL ELECTION 20	24 VOTE		REFERENDUN	M 2016 VOTE
		- GE	INDER		AGE	1	3004	LGRADE	WORKIN	I STATUS			, NE	T			2000	HIION		1 140	OWIE		WHITE	MINORITY		GENERA	AL ELECTION 20	24 VOIE		KEFEKENDON	12016 VOIE
										NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL			1 1	1
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999	£34999	£54999	£55000+	GROUP	GROUP	VF	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(e)	(h)	(i)	(i)	(k)	m	(m)	(n)	(0)	(n)	(n)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(v)	(2)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
WEIGHTED BASE	1088	529							719								379								163					410	329
(4) A great deal	162	86	70	83	50	29	102	61	116	46	36	31	45	33	6	11	82	81	35	26	48	45	125	36	26	60	13	7	9	63	41
	15%	16%	13%	24%	13%	8%	16%	13%	16%	13%	14%	11%	18%	21%	12%	12%	22%	11%	18%	9%	18%	18%	13%	26%	16%	18%	13%	6%	10%	15%	12%
				de									k	k			q		s		s	s		w	A	A					
(3) A fair amount	351	176	170	116	127	108	210	141	238	113	80	95	62	58	20	35	145	206	59	89	79	104	301	44	50	125	32	26	43	169	75
	32%	33%	31%	33%	33%	31%	34%	30%	33%	31%	31%	33%	25%	38%	39%	38%	38%	29%	30%	33%	29%	40%	32%	33%	31%	38%	32%	23%	47%	41%	23%
														1			q					rt				A			хA	D	
(2) Not that much	295	141	151	80	100	114	157	138	198	97	73	88	70	30	18	16	82	213	49	80	84	58	257	33	48	90	25	32	15	112	93
	27%	27%	28%	23%	26%	32%	25%	29%	27%	26%	29%	31%	28%	19%	35%	17%	22%	30%	25%	30%	31%	22%	27%	25%	29%	27%	25%	28%	17%	27%	28%
						c						mo			mo			р												-	
(1) Not at all	150 14%	82 15%	68 12%	11%	61 16%	52 15%	85 14%	65 14%	13%	53 14%	42 17%	28 10%	34 14%	20 13%	4	21 23%	41 11%	109 15%	34 17%	36 13%	36 13%	32 12%	138 15%	12 9%	23 14%	28 8%	13 13%	31 28%	15 17%	37 9%	68 21%
	14%	15%	12%	1176	10%	1576	1476	14%	1376	1476	1/76	10%	1476	13%	876	2376	1176	1576	1/76	13%	1376	1276	15%	976	14%	876	1376		1/76	976	21%
NET: A great deal/ fair amount	513	263	240	199	177	137	312	201	354	159	116	126	107	01	26	46	227	286	04	115	127	149	425	80	76	185	45	33	51	232	116
NET. A great dealy fall amount	47%	50%	44%	57%	46%	39%	50%	43%	49%	43%	46%	44%	43%	59%	51%	50%	60%	40%	47%	42%	47%	58%	45%	60%	46%	56%	45%	29%	57%	56%	35%
	4770	30%	44.0	de	4070	3374	30,0	43,0	45%	4370	40%	44/0	4370	iN	3270	30%	00%	40,0	4770	42.0	47.2	rst	45,0	w	Α	Δ.	4374	2370	Δ.	D D	3370
NET: Not that much/ Not at all	445	223	218	117	162	166	242	202	295	150	115	116	104	50	22	37	123	322	83	116	121	89	395	44	71	118	38	63	31	148	161
	41%	42%	40%	34%	42%	47%	39%	43%	41%	41%	45%	41%	42%	32%	43%	40%	33%	45%	42%	43%	44%	35%	42%	33%	43%	36%	38%	56%	34%	36%	49%
					c	c					m							р			u							yzB		4	C
Mean	2.55	2.55	2.53	2.77	2.49	2.38	2.59	2.49	2.58	2.49	2.48	2.53	2.56	2.73	2.58	2.42	2.76	2.42	2.53	2.45	2.56	2.68	2.5	2.83	2.54	2.72	2.55	2.09	2.54	2.68	2.32
				de										j			q					s		w	A	A	A		A	D	
Not applicable / I don't make	61	21	39	15	23	24	31	31	31	30	9	26	17	3	2	4	10	51	17	14	9	4	53	7	6	11	7	9	5	13	27
purchases in this category																															
	6%	4%	7%	4%	6%	7%	5%	7%	4%	8%	4%	9%	7%	2%	4%	4%	3%	7%	9%	5%	3%	1%	6%	5%	4%	3%	7%	8%	5%	3%	8%
			а							h		jm	m					р	tu	u											C
Don't know	69	23	45	18	24	26	34	35	40	29	13	17	20	11	1	5	18	50	5	26	14	14	64	3	10	16	10	8	3	18	26
	6%	4%	8%	5%	6%	7%	5%	7%	6%	8%	5%	6%	8%	7%	3%	6%	5%	7%	2%	10%	5%	6%	7%	2%	6%	5%	10%	7%	3%	4%	8%
	1	1	a	I			I		1		1						1		I	r			1		1					1	

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/8 - C/D \ Overlap \ formulae \ used. * small \ base$

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 24
Q4 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? Home appliances (e.g., washing machine, dishwasher)

Base: All Adults aged 16-75 in Great Britain

		GEI	NDER		AGE		SOCIAL	LGRADE	WORKIN	IG STATUS			REG	SION			EDUC	ATION		INC	OME		ETHN			GENERA	AL ELECTION 20	4 VOTE		REFERENDUN	M 2016 VOTE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000-	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(g)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(v)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
WEIGHTED BASE	1088						619		719		254							709												410	
(4) A great deal	190	102	83	72	72	46	112	78	136	54	38	51	41	37	7	17	87	104	33	42	51	55	148	39	23	68	17	15	13	85	48
	17%	19%	15%	21%	19%	13%	18%	17%	19%	15%	15%	18%	16%	24%	13%	18%	23%	15%	17%	15%	19%	22%	16%	29%	14%	21%	17%	13%	14%	21%	15%
				e										i			q							w						\vdash	
(3) A fair amount	363	173	185	121	119	123	226	136	251	112	84	82	83	56	18	40	150	213	57	84	94	92	307	48	47	134	33	25	40	160	88
	33%	33%	34%	34%	31%	35%	37%	29%	35%	30%	33%	29%	33%	36%	34%	43%	40%	30%	29%	31%	35%	36%	33%	36%	29%	40%	32%	22%	44%	39%	27%
							g									K	q									xA			xA	В	
(2) Not that much	304 28%	147 28%	153 28%	95 27%	117 30%	91 26%	152 25%	151 32%	204 28%	99 27%	75 29%	92 32%	70 28%	34 22%	32%	16 18%	80 21%	223 31%	60 31%	94 35%	74 27%	55 21%	277 30%	24 18%	54 33%	86 26%	28 28%	37 32%	22 24%	110 27%	94 29%
	20/0	20.00	2070	27.70	3076	20%	23/0	52.0	20/0	2770	25/4	mn	20/0	22/4	3270	10/0	21/0	31/0	31/0	33/4	2770	21/0	30/4	10/0	3370	20%	20/0	32/0	2470	1 2//2	25/0
(1) Not at all	132	69	63	74	45	63	74	58	76	56	38	28	28	18	7	13	36	97	27	25	40	31	118	13	25	21	q	30	12	36	68
(-)	12%	13%	12%	7%	12%	18%	12%	12%	11%	15%	15%	10%	11%	11%	14%	14%	9%	14%	14%	9%	15%	12%	13%	10%	15%	6%	9%	27%	14%	9%	21%
					c	cd				h								р							v			xyzB	y		С
NET: A great deal/ fair amount	553	275	268	193	191	169	338	215	387	166	122	134	124	92	24	57	236	316	90	126	145	147	455	87	70	202	50	40	53	245	136
	51%	52%	49%	55%	50%	48%	55%	46%	54%	45%	48%	47%	50%	60%	47%	61%	62%	45%	46%	47%	54%	57%	49%	65%	43%	61%	49%	35%	59%	60%	41%
							g		i					ik			q					rs		w		xA			xA	D	
NET: Not that much/ Not at all	436	215	216	119	162	154	227	210	281	156	113	120	98	52	24	30	116	320	88	120	114	86	395	38	79	108	37	67	34	145	162
	40%	41%	40%	34%	42%	44%	37%	45%	39%	42%	45%	42%	39%	33%	46%	32%	31%	45%	44%	44%	42%	34%	42%	28%	49%	33%	37%	59%	38%	35%	49%
					c	c		f			m							р	u	u			v		У			yzB			С
Mean	2.62	2.63	2.59	2.77	2.62	2.47	2.67	2.55	2.67	2.51	2.52	2.62	2.62	2.78	2.49	2.7	2.82	2.51	2.54	2.58	2.6	2.73	2.57	2.9	2.46	2.8	2.66	2.23	2.61	2.75	2.39
Not applicable / I don't make	32	45	45	e 18		-	16	15	12	19	-	11	-	,			q	23	10	-			26	w		XA.	A		Α .	_ B	10
purchases in this category		15	16		8	5					5		,	4	3	1	9			5		8		5	4	5	5	1	2	5	
	3%	3%	3%	5% de	2%	2%	3%	3%	2%	5% h	2%	4%	3%	3%	6%	2%	2%	3%	5% t	2%	•	3% t	3%	3%	2%	2%	5%	1%	2%	1%	3%
Don't know	67	24	42	19	23	25	38	30	40	28	14	21	21	6	1	4	17	50	10	20	11	15	61	5	10	16	9	5	1	15	22
1	6%	5%	8%	6%	6%	7%	6%	6%	6%	8%	5%	7%	8%	4%	2%	5%	5%	7%	5%	7%	4%	6%	7%	3%	6%	5%	9%	4%	2%	4%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base

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Table 25
Q4 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? Toiletries/beauty products (e.g., shampoo, make-up)

Base: All Adults aged 16-75 in Great Britain

			NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			DE.	GION			EDUCA	STION		INC	OME		ETUA	IICITY		CENED	AL ELECTION 20	24 VOTE		REFERENDUN	44 2016 VOTE
		- GE	NDER		AGE	1	3004	LGRADE	WORKII	I STATUS			, RE	T			EDUC	ATTON		INC	OWIE		WHITE	MINORITY		GENERA	AL ELECTION 20	24 VOIE		KEFEKENDON	1 2010 VOIE
										NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL			1 1	1
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999	£34999	£54999	£55000+	GROUP	GROUP	CONSERVATI	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(-)	PEIVIALE	10-34	33-34	33-73	ABCI	(202	WORKING	WORKING	mokin	(IA)	3001H	LONDON	(-)	3COTDAND	GRADUATES	GRADUATES	(1)	(-)	134333	(-)	GROOF	GROOF	6.0	DABOUR	(-)	(A)	(D)	(C)	I (D)
UNWEIGHTED BASE	101AL	(a)	(b)	(c)	403	(e)	(1)	(g)	(n)	397	0)	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(f)	(5)	(t)	(U) 284	(W)	(V)	(x) 159	(٧)	(Z)	(A)	(B)	447	315
WEIGHTED BASE	1088	520	547	339	403	346 353	653 619	435	719	397	254	285	240			92*	379	519	200	25/	258	284	925	134	159	349	100*	113*	101	410	329
			J-12	350	385	47		469		309	47	280	249	154	52.			709	198	271	271	250	337		103				90.	98	47
(4) A great deal	234	106	123	104	83	13%	145	89	162	72 20%		60	48	4/	11 22%	21 23%	102	132	55	45 17%	24%	58 23%	188	42	24	82	21 21%	17 15%	26		
	22%	20%	23%	30%	21%	13%	23%	19%	23%	20%	18%	21%	19%	31%	22%	2.5%	27%	19%	28%	17%	24%	23%	20%	32%	15%	25%	21%	15%	29%	24%	14%
				de	e									įkl			q		S					w		×			xA	D	
(3) A fair amount	369	168	195	122	123	125	209	160	247	123	82	97	87	52	20	31	147	222	57	87	88	105	312	55	52	136	39	20	31	172	93
	34%	32%	36%	35%	32%	35%	34%	34%	34%	33%	32%	34%	35%	34%	39%	34%	39%	31%	29%	32%	32%	41%	33%	41%	32%	41%	39%	18%	34%	42%	28%
																	q					r			A	А	A		А	D	
(2) Not that much	262	136	123	66	99	96	149	112	169	93	63	82	58	28	10	22	74	188	49	77	67	48	235	21	49	70	19	37	16	87	90
	24%	26%	23%	19%	26%	27%	24%	24%	23%	25%	25%	29%	23%	18%	18%	23%	19%	26%	25%	28%	25%	19%	25%	16%	30%	21%	19%	33%	18%	21%	27%
						c						m						р		u			v					yzB			
(1) Not at all	144	85	58	27	53	64	74	70	87	57	45	27	32	19	8	12	32	112	32	35	37	26	131	12	26	25	12	32	9	33	75
	13%	16%	11%	8%	14%	18%	12%	15%	12%	16%	18%	9%	13%	12%	16%	13%	8%	16%	16%	13%	14%	10%	14%	9%	16%	8%	12%	29%	10%	8%	23%
		b			c	c					k							р							У			xyzB			C
NET: A great deal/ fair amount	604	274	318	226	205	172	354	249	409	195	129	157	134	100	32	52	249	354	111	132	152	163	500	97	76	218	60	37	56	270	140
	55%	52%	59%	65%	53%	49%	57%	53%	57%	53%	51%	55%	54%	64%	60%	56%	66%	50%	56%	49%	56%	63%	53%	72%	47%	66%	60%	33%	63%	66%	43%
			а	de										i			q					s		w		xA	A		xA	D	
NET: Not that much/ Not at all	406	221	181	93	152	160	223	183	256	150	108	108	91	46	18	34	106	300	81	112	104	74	366	32	75	96	31	70	25	120	165
	37%	42%	33%	27%	40%	45%	36%	39%	36%	41%	43%	38%	36%	30%	34%	37%	28%	42%	41%	41%	38%	29%	39%	24%	46%	29%	31%	62%	28%	29%	50%
		b			c	c					m							р	u	u	u		v		yzB			xyzB		_	C
Mean	2.69	2.6	2.77	2.95	2.66	2.47	2.74	2.62	2.73	2.61	2.55	2.72	2.67	2.88	2.7	2.7	2.9	2.57	2.7	2.58	2.7	2.82	2.64	2.99	2.49	2.88	2.75	2.2	2.89	2.86	2.37
			а	de	e									j			q					s		w		xA	A		xA	D	
Not applicable / I don't make	17	12	5	10	6	1	8	9	14	3	6	4	3	1	1	3	5	12	-	7	4	4	15	1	2	2	1	3	7	6	4
purchases in this category																															
	2%	2%	1%	3%	2%	•	1%	2%	2%	1%	2%	1%	1%	•	1%	3%	1%	2%	-	3%	2%	2%	2%	•	1%	•	1%	2%	8%	1%	1%
				e																r									xyz		
Don't know	62	23	38	21	21	20	34	28	41	21	12	16	21	8	2	4	19	43	6	20	11	15	56	4	10	15	9	3	1	14	20
	6%	4%	7%	6%	6%	6%	6%	6%	6%	6%	5%	6%	8%	5%	4%	4%	5%	6%	3%	7%	4%	6%	6%	3%	6%	4%	9%	3%	196	3%	6%
																											В				

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/8 - C/D \ Overlap \ formulae \ used. * small \ base$

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16 Apr 2025

Table 26
Q5 To what extent do you agree or disagree with the following statements about your own experiences: SUMMARY TABLE

Base: All Adults aged 16-75 in Great Britain

	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 the 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
UNWEIGHTED BASE	1088	1088	1088	1088
WEIGHTED BASE	1088	1088	1088	1088
(2) Strongly agree	160	118	204	92
	15%	11%	19%	8%
(1) Tend to agree	384	363	330	184
	35%	33%	30%	17%
(0) Neither agree nor disagree	311	361	291	312
	29%	33%	27%	29%
(-1) Tend to disagree	141	139	167	262
	13%	13%	15%	24%
(-2) Strongly disagree	59	75	62	180
	5%	7%	6%	17%
NET: Agree	544	480	534	276
	50%	44%	49%	25%
NET: Disagree	200	214	229	442
	18%	20%	21%	41%
Mean	0.42	0.29	0.42	-0.25
Don't know	33	33	34	59
	3%	3%	3%	5%



Table 27
Q5 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

Base: All Adults aged 16-75 in Great Britain

		GEN	NDER		AGE		SOCIA	L GRADE	WORKIN	G STATUS			REG	ION			EDUC	ATION		INC	OME			IICITY	I	GENER/	AL ELECTION 202	4 VOTE		REFERENDU	JM 2016 V
	TOTAL	MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON (m)	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN (C)	LEA (E
		(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(1)	(j)	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(S)	(t)	(u)	(w)	(v)	(x)	(y)	(2)	(A)	(B)	1-7	
EIGHTED BASE HTED BASE	1088 1088	520 529	551 542	339 350	403 385	346 353	619	435 469	719	397 369	254 254	285 286	240 249	155 154	53 52*	95 92*	379	709	200 198	257 271	258 271	284 256	925	146 134	159 163	349 331	104 100*	103 113*	101 90*	447 410	
trongly agree	160 15%	79 15%	78 14%	69 20% e	53 14%	38 11%	87 14%	73 16%	110 15%	50 13%	36 14%	42 15%	36 15%	27 18%	9 17%	10 10%	65 17%	95 13%	34 17%	42 16%	39 14%	34 13%	133 14%	24 18%	22 14%	59 18% A	17 17%	9 8%	12 13%	70 17%	
Tend to agree	384 35%	173 33%	206 38%	132 38%	143 37%	109 31%	209 34%	175 37%	260 36%	124 34%	93 37%	94 33%	92 37%	54 35%	23 44%	29 31%	133 35%	252 35%	69 35%	90 33%	106 39%	83 33%	328 35%	54 40%	56 35%	127 38% A	39 39%	27 24%	37 41% A	151 37%	
Neither agree nor disagree	311 29%	158 30%	148 27%	80 23%	111 29%	120 34% c	186 30%	125 27%	195 27%	116 31%	64 25%	96 34% m	73 29%	35 23%	13 25%	30 32%	99 26%	212 30%	62 32%	73 27%	72 26%	75 29%	276 29%	28 21%	42 26%	83 25%	33 32%	37 33%	24 27%	116 28%	
Fend to disagree	141 13%	74 14%	65 12%	38 11%	50 13%	54 15%	89 14%	51 11%	87 12%	54 15%	42 17%	31 11%	29 12%	19 12%	5 11%	15 16%	56 15%	85 12%	20 10%	47 17%	31 11%	33 13%	116 12%	20 15%	29 18%	36 11%	10 10%	18 16%	14 16%	53 13%	
trongly disagree	59 5%	37 7%	22 4%	18 5%	14 4%	27 8% d	28 4%	31 7%	41 6%	17 5%	10 4%	14 5%	11 5%	17 11% ikl	1 2%	6 6%	18 5%	41 6%	10 5%	9 3%	19 7%	18 7%	53 6%	6 4%	12 7%	14 4%	1 1%	20 17% xvzB	2 2%	18 4%	
: Agree	544 50%	252 48%	285 53%	201 58% e	197 51% e	146 41%	297 48%	248 53%	371 52%	174 47%	129 51%	136 48%	128 52%	81 53%	32 61%	39 42%	198 52%	347 49%	103 52%	132 49%	145 53%	118 46%	462 49%	78 59%	78 48% A	186 56% A	56 56% A	36 32%	49 54% A	221 54%	
Disagree	200 18%	110 21%	87 16%	56 16%	63 16%	81 23%	117 19%	83 18%	128 18%	71 19%	52 20%	45 16%	40 16%	36 23%	6 12%	21 23%	74 20%	125 18%	30 15%	56 21%	50 19%	51 20%	169 18%	26 19%	41 25% vz	50 15%	11 11%	37 33% vzB	16 18%	71 17%	
1	0.42	0.35	0.49	0.58 e	0.47 e	0.22	0.4	0.45	0.45	0.37	0.42	0.43	0.47	0.37	0.65	0.24	0.46	0.4	0.5	0.42	0.43	0.34	0.41	0.54	0.3 A	0.57 xA	0.62 xA	-0.11	0.49 A	0.49 D	
know	33 3%	9 2%	22 4%	12 4%	14 4%	6 2%	20 3%	13 3%	25 3%	8 2%	10 4%	9 3%	8 3%	3 2%	1 2%	3 3%	8 2%	25 4%	3 1%	9 3%	5 2%	13 5%	30 3%	2 2%	2 1%	10 3%	1 1%	2 2%	1 1%	3 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 28
Q5 To what extent do you agree or disagree with the following statements about your own experiences: When I'm trying to save money, I try to avoid lifestyle changes that harm the environment

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIAL	GRADE	WORKIN	IG STATUS			REC	ION			EDUC	ATION		INC	OME		ETHN			GENER/	L ELECTION 202	4 VOTE		REFERENDUN	M 2016 VOTE
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	GREATER LONDON	WALES	SCOTLAND	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	WHITE ETHNIC GROUP	MINORITY ETHNIC GROUP	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(w)	(v)	(x)	(y)	(z)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520		339			653		691									519							159				101	447	
WEIGHTED BASE	1088	529	542	350	385	353	619	469	719	369	254	286	249	154	52*	92*	379	709	198	271	271	256	937	134	163	331	100*	113*	90*	410	329
(2) Strongly agree	118	65	52	62	38	18	71	47	83	35	25	25	25	23	11	9	61	57	32	18	25	38	86	31	14	42	12	7	11	57	20
	11%	12%	10%	18%	10%	5%	11%	10%	12%	9%	10%	9%	10%	15%	21%	9%	16%	8%	16%	7%	9%	15%	9%	23%	8%	13%	12%	6%	12%	14%	6%
				de	e										jkl		q		st			s		w						D	
(1) Tend to agree	363	167	188	125	129	109	212	150	263	100	74	114	67	58	18	32	144	218	49	89	96	85	316	44	40	141	36	24	33	153	85
	33%	32%	35%	36%	34%	31%	34%	32%	37%	27%	29%	40%	27%	38%	34%	35%	38%	31%	25%	33%	35%	33%	34%	33%	24%	43%	36%	21%	37%	37%	26%
									i i			jl		1			q				r					xA	A		A	D	
(0) Neither agree nor disagree	361	170	186	95	124	142	203	158	222	139	86	101	96	40	17	22	114	247	71	100	90	74	324	31	68	94	34	45	22	126	130
	33%	32%	34%	27%	32%	40%	33%	34%	31%	38%	34%	35%	39%	26%	32%	24%	30%	35%	36%	37%	33%	29%	35%	23%	42%	28%	33%	40%	25%	31%	39%
						c				h			mo										v		γB			В			C
(-1) Tend to disagree	139	77	61	43	51	44	76	63	86	53	41	24	39	15	5	15	30	109	28	36	32	37	119	16	26	32	12	14	13	47	47
	13%	14%	11%	12%	13%	13%	12%	13%	12%	14%	16%	8%	16%	10%	9%	17%	8%	15%	14%	13%	12%	14%	13%	12%	16%	10%	12%	13%	15%	12%	14%
											k		k					р													
(-2) Strongly disagree	75	42	32	14	28	34	37	38	47	28	23	11	15	15	1	11	23	52	16	16	25	13	63	11	14	13	3	18	7	20	38
	7%	8%	6%	4%	7%	10%	6%	8%	7%	8%	9%	4%	6%	9%	2%	12%	6%	7%	8%	6%	9%	5%	7%	8%	9%	4%	3%	16%	8%	5%	12%
						c					k			k		k									V			y2			C
NET: Agree	480	232	240	187	167	126	284	197	346	134	98	139	92	82	29	41	205	275	81	107	120	124	401	75	53	183	48	31	44	210	104
	44%	44%	44%	53%	43%	36%	46%	42%	48%	36%	39%	49%	37%	53%	55%	44%	54%	39%	41%	39%	44%	48%	43%	56%	33%	55%	48%	28%	49%	51%	32%
				de					i			jl		jl	jl		q							w		xA	xA		xA	D	
NET: Disagree	214	118	94	57	79	78	113	100	133	81	63	35	54	30	6	27	53	161	43	51	56	50	182	26	40	45	16	33	21	67	85
	20%	22%	17%	16%	20%	22%	18%	21%	18%	22%	25%	12%	22%	19%	11%	29%	14%	23%	22%	19%	21%	19%	19%	20%	25%	14%	16%	29%	23%	16%	26%
											kn		k			kn		р							V			γz			C
Mean	0.29	0.26	0.32	0.53	0.27	0.09	0.34	0.23	0.36	0.17	0.15	0.43	0.2	0.4	0.65	0.13	0.51	0.17	0.28	0.22	0.24	0.4	0.27	0.52	0.08	0.52	0.42	-0.12	0.31	0.44	
				de	e				i			ilo			ilo		q							w		xA	xA		A	D	
Don't know	33	9	23	11	15	7	19	14	19	14	7	11	7	4	1	3	7	26	3	12	5	9	30	2	2	8	3	4	3	. 8	10
1	3%	2%	4%	3%	4%	2%	3%	3%	3%	4%	3%	4%	3%	2%	2%	3%	2%	4%	1%	4%	2%	4%	3%	2%	1%	2%	3%	3%	3%	2%	3%
		1	а						1																						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m/n/o - p/q - r/s/t/u - v/w - x/y/z/A/B - C/D Overlap formulae used. * small base



16 Apr 2025

Table 29
Q5 To what extent do you agree or disagree with the following statements about your own experiences: I'm too worried about the cost of living to think about the impacts of climate change and the environment

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			REG	SION			EDUC	ATION		INC	OME		ETHN	IICITY		GENERA	AL ELECTION 20	24 VOTE		REFERENDUI	M 2016 VOTE
						T .																	WHITE	MINORITY							
								1		NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL				1
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	GROUP	GROUP	VF	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(a)	(h)	(i)	(ii)	(k)	m	(m)	(n)	(0)	(n)	(n)	(r)	(s)	(1)	(u)	(w)	(v)	(x)	(v)	(2)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1088	520	551	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	159	349	104	103	101	447	315
WEIGHTED BASE	1088	529	542	350			619	469	719			286						709	198				937				100*		90*	410	
(2) Strongly agree	204	95	104	78	79	47	101	102	137	66	35	50	46	34	19	18	58	146	62	37	48	36	172	30	31	48	16	35	12	56	78
	19%	18%	19%	22%	20%	13%	16%	22%	19%	18%	14%	18%	19%	22%	37%	19%	15%	21%	31%	14%	18%	14%	18%	22%	19%	14%	16%	31%	14%	14%	24%
				l e	e			f							iklo			р	stu									xvzB			c
(1) Tend to agree	330	161	166	94	125	112	178	152	217	113	80	87	72	48	16	27	108	222	60	90	99	57	284	40	47	106	27	36	26	127	111
	30%	30%	31%	27%	32%	32%	29%	32%	30%	31%	32%	30%	29%	31%	31%	29%	29%	31%	30%	33%	36%	22%	30%	30%	29%	32%	27%	32%	29%	31%	34%
																				u	u										
(0) Neither agree nor disagree	291	142	146	105	89	97	164	127	190	101	79	85	63	36	9	20	95	196	42	69	66	81	253	32	46	89	32	20	23	106	71
	27%	27%	27%	30%	23%	28%	27%	27%	26%	27%	31%	30%	25%	23%	17%	22%	25%	28%	21%	26%	24%	32%	27%	24%	28%	27%	32%	17%	26%	26%	22%
																						r					A				
(-1) Tend to disagree	167	93	69	48	56	63	113	54	109	58	39	43	44	15	4	22	79	87	25	47	37	52	145	19	26	56	16	16	18	85	44
	15%	18%	13%	14%	15%	18%	18%	11%	15%	16%	15%	15%	18%	9%	8%	24%	21%	12%	12%	17%	14%	20%	16%	14%	16%	17%	16%	14%	21%	21%	13%
		b					g						m			mn	q					r								D	
(-2) Strongly disagree	62	26	36	12	23	27	39	22	42	20	13	13	15	16	3	2	29	33	7	18	16	17	52	9	9	22	8	3	9	32	14
	6%	5%	7%	4%	6%	8%	6%	5%	6%	5%	5%	5%	6%	11%	5%	3%	8%	5%	4%	7%	6%	7%	6%	7%	6%	7%	8%	3%	10%	8%	4%
						c								k			q														
NET: Agree	534	256	270	172	204	159	279	254	354	179	116	137	118	82	36	45	166	368	122	127	147	93	456	70	78	154	43	71	38	183	189
	49%	48%	50%	49%	53%	45%	45%	54%	49%	49%	45%	48%	47%	53%	68%	48%	44%	52%	62%	47%	54%	36%	49%	52%	48%	47%	43%	63%	43%	45%	57%
								f							jkl			р	Su	u	u							xyzB			C
NET: Disagree	229	119	105	60	79	90	152	76	151	78	51	56	59	31	7	25	109	120	32	64	53	69	198	28	36	78	24	19	27	117	58
1	21%	22%	19%	17%	20%	25%	25%	16%	21%	21%	20%	20%	24%	20%	13%	27%	29%	17%	16%	24%	20%	27%	21%	21%	22%	24%	24%	17%	31%	29%	18%
						c	g										q					r							A	D	
Mean	0.42	0.4	0.45	0.53	0.49	0.26	0.32	0.56	0.43	0.41	0.35	0.43	0.38	0.46	0.89	0.4	0.23	0.53	0.74	0.31	0.47	0.18	0.42	0.48	0.4	0.32	0.27	0.77	0.16	0.22	0.61
				e	e			f							jkl			р	stu		u							xyz			С
															0													В			
Don't know	34	13	21	13	14	7	23	12	23	11	8	7	9	5	1	3	9	26	2	10	5	13	30	3	4	10	2	3	1	4	11
	3%	2%	4%	4%	4%	2%	4%	3%	3%	3%	3%	3%	4%	3%	2%	3%	2%	4%	1%	4%	2%	5%	3%	3%	2%	3%	1%	3%	1%	1%	3%
	1	1		1			1		1		1						1		I			r	1		I					1	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - t/s/t/u - v/w - x/v/z/A/B - C/D Overlap formulae used. * small base



Table 30
Q5 To what extent do you agree or disagree with the following statements about your own experiences: I find that lifestyle choices that reduce climate change and help the environment are often cheaper

Base: All Adults aged 16-75 in Great Britain

		GE	NDER		AGE		SOCIA	L GRADE	WORKIN	IG STATUS			DE	GION			EDUC	ATION		INC	OME		ETHA	VICITY	1	GENER	AL ELECTION 20	24 VOTE		REFERENDUN	M 2016 VOTE
		- 0.	T. C.		T AGE	T	Jour	LGIDADE	- WOMEN	JIAIOS		T	112	I			1000	411014		1	O.V.L		WHITE	MINORITY		- GENERAL	L CLCCIION 20	24 1012		NEI ENEIGO	12010 1012
										NOT				GREATER				NON	UP TO	£20000-	£35000-		ETHNIC	ETHNIC	CONSERVATI		LIBERAL			,	1
		MALE	FEMALE	16-34	35-54	55-75	ABC1	C2DE	WORKING	WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATES		£19999	£34999	£54999	£55000+	GROUP	GROUP	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
	TOTAL	(a)	(b)	(0)	(4)	(0)	10	(a)	(b)	(1)	(3)	(N)	000111	(m)	(n)	(0)	(a)	(a)	(4)	(4)	(*)	(11)	(11)	(4)	140	64	(1)	(A)	(D)	(6)	1 (0)
UNWEIGHTED BASE	1088	(a)	(6)	(0)	403	(e)	653	(8)	(11)	397	250	205	240	(111)	(11)	(0)	(6)	(4)	700	(5)	350	201	(w)	146	(4)	240	(2)	(A)	(8)	447	315
WEIGHTED BASE	1088	520	547	339	403	340 353		435	091	397	254	285	240			95	379	519	200	25/	258	284	925	140	163	349	104	113*	101	410	
		529	J-12	350	383	353	619	469	719	309		280	249	154	52.	92*	3/9	709	198	271	271	250	337	134	103	331	100-	113	90.	-	329
(2) Strongly agree	92	57	34	49	34	9	50	42	73	19	21	22	13	25	10	1	34	58	15	19	27	27	75	17	19	31	6	6	6	38	24
	8%	11%	6%	14%	9%	3%	8%	9%	10%	5%	8%	8%	5%	16%	20%	1%	9%	8%	8%	7%	10%	10%	8%	13%	11%	9%	6%	5%	6%	9%	7%
		ь		de	e				i					jklo	jklo																
(1) Tend to agree	184	99	82	88	65	30	111	73	137	46	51	43	41	31	5	13	88	96	25	36	67	46	141	42	20	76	23	15	12	85	34
	17%	19%	15%	25%	17%	9%	18%	15%	19%	13%	20%	15%	16%	20%	9%	14%	23%	14%	13%	13%	25%	18%	15%	31%	12%	23%	23%	13%	13%	21%	10%
				de	e				1								q				rs			w		x	×			D	
(0) Neither agree nor disagree	312	162	144	99	102	110	167	144	210	102	64	95	83	34	4	31	104	208	57	85	68	77	266	39	38	93	29	28	32	111	87
	29%	31%	27%	28%	27%	31%	27%	31%	29%	28%	25%	33%	33%	22%	8%	33%	27%	29%	29%	32%	25%	30%	28%	29%	23%	28%	29%	25%	35%	27%	26%
											n	mn	mn	n		n															
(-1) Tend to disagree	262	109	151	70	84	108	156	106	153	109	69	66	55	26	20	25	84	178	54	63	59	60	237	19	41	73	28	27	22	105	85
	24%	21%	28%	20%	22%	31%	25%	23%	21%	29%	27%	23%	22%	17%	39%	27%	22%	25%	27%	23%	22%	24%	25%	14%	25%	22%	28%	24%	25%	26%	26%
			а			cd				h	m				klm								v							1	
(-2) Strongly disagree	180	87	89	27	77	76	110	69	109	71	38	40	41	31	9	20	60	120	37	51	45	27	163	15	39	39	14	33	18	60	83
	17%	16%	16%	8%	20%	21%	18%	15%	15%	19%	15%	14%	16%	20%	17%	22%	16%	17%	19%	19%	17%	10%	17%	11%	24%	12%	14%	29%	21%	15%	25%
						c																			v			VZ			c
NET: Agree	276	156	116	137	99	40	162	114	211	65	72	66	54	56	15	14	122	154	40	54	95	73	217	59	38	107	29	21	17	123	57
	25%	29%	21%	39%	26%	11%	26%	24%	29%	18%	28%	23%	21%	36%	29%	15%	32%	22%	20%	20%	35%	28%	23%	44%	24%	32%	29%	19%	19%	30%	17%
		h		de							0			klo			0		20.1		rs.	20.1	20.1	w		AB				D	
NET: Disagree	442	196	240	97	162	183	266	176	262	180	108	106	96	57	29	45	143	298	91	114	105	87	400	34	80	112	41	60	41	165	168
NET. Disagree	41%	37%	44%	28%	42%	52%	43%	37%	36%	49%	42%	37%	39%	37%	56%	49%	38%	42%	46%	42%	39%	34%	43%	25%	49%	34%	41%	53%	45%	40%	51%
	41/0	37.70	4470	2070	42.0		43/0	3770	30/6	45/0	4270	3770	33/0	3770		45/0	30/0	4270	40%	4270	35/0	34/0	43/0	23/0	4970	34/0	41/0	33/0	4370	40%	5170
	-0.25	-0.14	a		-0.29	-0.63				-0.48		-0.21		-0.06	klm -0.27	-0.57		-0.31	u	-0.36	-0.11		-0.31		-0.4	-0.04		-0.6			-0.54
Mean	-0.25	-0.14	-0.36	0.19	-0.29	-0.63	-0.28	-0.21	-0.13	-0.48	-0.22	-0.21	-0.3	-0.06	-0.27	-0.57	-0.13	-0.31	-0.39	-0.36	-0.11	-0.06	-0.31	0.2	-0.4	-0.04	-0.21	-U.b	-0.4	-0.16	-0.54
		b		de	e						0	0		0			q				rs	rs		w		xA	A			D	
																										В					
Don't know	59	16	42	17	22	20	24	35	37	22	10	19	16	7	3	3	9	50	10	17	4	19	55	3	7	18	2	4	-	12	17
	5%	3%	8%	5%	6%	6%	4%	7%	5%	6%	4%	7%	6%	5%	6%	3%	2%	7%	5%	6%	1%	8%	6%	2%	4%	6%	1%	3%	-	3%	5%
	1	1	a	1			1	f	1		1						1	р		t		t	1		1	В				1	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - t/g - h/i - j/k/l/m/n/o - p/q - t/s/t/u - v/w - x/v/z/A/B - C/D Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.