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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

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

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 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 Great Britain

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	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	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) Very important	672 62%	312 59%	352 65%	192 55%	261 68%	219 62%	388 63%	284 61%	434 60%	238 65%	148 58%	181 63%	155 62%	98 63%	32 62%	58 62%	225 59%	448 63%	128 64%	171 63%	171 63%	135 53%	579 62%	81 61%	103 64%	199 60%	63 63%	76 67%	57 63%	256 62%	211 64%		
(3) Somewhat important	334 31%	172 32%	156 29%	108 31%	99 26%	127 36%	188 30%	146 31%	222 31%	112 30%	82 32%	90 31%	81 33%	40 26%	18 35%	23 25%	130 34%	204 29%	56 28%	84 31%	88 33%	92 36%	291 31%	42 31%	50 31%	111 34%	34 34%	31 28%	23 26%	131 32%	101 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 1%	* *	- -	5 1%	1 *	5 1%	- -	1 *	1 *	2 1%	- -	- -	2 3%	4 1%	2 *	2 1%	1 *	1 *	- -	2 *	2 1%	- -	1 *	- -	- -	3 3%	1 *	- -		
NET: Important	1007 93%	483 91%	507 94%	300 86%	361 94%	346 98%	576 93%	431 92%	656 91%	350 95%	230 90%	271 95%	237 95%	138 89%	50 97%	80 87%	355 94%	652 92%	183 93%	255 94%	260 96%	227 88%	870 93%	123 92%	154 94%	310 94%	97 97%	107 95%	80 89%	387 94%	312 95%		
NET: Not important	54 5%	36 7%	19 3%	38 11%	12 3%	4 1%	30 5%	24 5%	43 6%	11 3%	16 6%	8 3%	8 3%	13 8%	1 1%	8 9%	17 5%	37 5%	13 7%	8 3%	10 4%	18 7%	43 3%	9 7%	6 4%	14 4%	3 2%	2 2%	10 11%	22 5%	6 2%		
Mean	3.58	3.52	3.63	3.44	3.67	3.61	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	3.6	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%	25 3%	2 1%	3 2%	6 2%	- -	4 4%	- -	1 *	11 3%		

Proportions/Mean: 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 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 Great Britain

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£50000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	891	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	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) 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%	98 63%	32 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%	104 36%	93 37%	40 26%	18 34%	27 30%	122 32%	259 37%	85 43%	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%	16 3%	30 9%	14 4%	5 2%	28 5%	21 5%	40 6%	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%	4 4%	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%	1 *	7 1%	-	2 1%	* *	6 2%	7 1%	1 1%	2 1%	* *	-	-	4 4%	4 1%	3 1%		
NET: Important	1001 92%	479 90%	509 94%	300 86%	358 93%	344 97%	570 92%	432 92%	652 91%	349 95%	236 93%	263 92%	233 94%	138 89%	50 97%	82 88%	353 93%	649 91%	185 93%	253 94%	255 94%	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%	17 3%	34 10%	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%	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	3.45	3.53	3.59	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%	12 3%	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 1%	1 1%	2 1%	10 3%		

Proportions/Mean: 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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER UK (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	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	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) Very important	229	113	112	104	78	47	146	83	169	60	44	59	42	55	12	17	108	120	38	36	74	62	184	42	24	83	21	9	25	99	46		
	21%	21%	21%	30%	20%	13%	24%	18%	23%	16%	17%	21%	17%	36%	22%	18%	29%	17%	19%	13%	27%	24%	20%	32%	15%	25%	21%	8%	28%	24%	14%		
	de	de	e	e	e	e	e	i	i	j	k	l	m	n	o	q	q	r	s	s	s	w	w	x	y	z	aa	ab	ac	ad	D		
(3) Somewhat important	490	222	262	148	170	171	272	218	326	164	119	132	122	49	27	41	175	315	90	135	107	117	419	63	65	178	54	40	38	219	124		
	45%	42%	48%	42%	44%	49%	44%	46%	45%	44%	47%	46%	49%	32%	51%	45%	46%	44%	45%	50%	40%	46%	45%	47%	40%	54%	54%	35%	42%	53%	38%		
	de	de	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	
(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%		
	de	de	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	
(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%		
	de	de	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	
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%		
	de	de	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	
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%		
	de	de	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	
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	de	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	
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%		
	de	de	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	

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/AA/B - C/D  
Overlap formulae used. \* small base

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Table 5  
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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£50000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER UK (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1088	520	561	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	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) Very important	195 18%	92 17%	99 18%	86 25%	61 16%	48 14%	127 20%	69 15%	139 19%	57 15%	35 14%	42 15%	34 13%	56 36%	13 25%	15 17%	92 24%	103 15%	38 19%	35 13%	57 21%	54 21%	151 16%	44 33%	23 14%	76 23%	22 22%	13 12%	15 16%	81 20%	50 15%	
(3) Somewhat important	420 39%	194 37%	220 41%	145 41%	154 40%	121 34%	230 37%	190 40%	298 41%	122 33%	106 42%	118 41%	94 38%	49 32%	21 41%	31 33%	160 42%	260 37%	67 34%	104 39%	101 37%	99 38%	359 38%	52 39%	53 33%	143 43%	36 36%	23 20%	36 40%	176 43%	101 31%	
(2) Not that important	298 27%	151 29%	143 26%	74 21%	106 28%	118 33%	174 28%	123 26%	179 25%	119 32%	66 26%	80 28%	81 33%	32 21%	11 21%	27 30%	78 21%	220 31%	56 28%	79 29%	78 29%	71 28%	271 29%	22 17%	55 34%	80 24%	24 24%	43 24%	27 38%	114 30%	100 28%	
(1) Not at all important	137 13%	80 15%	55 10%	28 8%	50 13%	59 17%	72 12%	65 14%	80 11%	57 15%	38 15%	33 12%	33 13%	13 8%	4 9%	15 16%	38 10%	99 14%	31 16%	43 16%	33 12%	20 8%	122 13%	14 10%	26 16%	27 8%	18 18%	27 24%	10 12%	35 8%	64 20%	
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%	76 47%	219 66%	58 58%	36 32%	51 56%	257 63%	151 46%	
NET: Not important	435 40%	231 44%	199 37%	101 29%	156 41%	177 50%	246 40%	189 40%	259 36%	176 48%	104 41%	114 40%	115 46%	45 29%	15 30%	42 46%	116 31%	319 45%	87 44%	122 45%	110 41%	91 36%	384 38%	36 27%	81 49%	107 32%	42 42%	70 62%	38 42%	149 36%	164 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	
Don't know	38 3%	12 2%	24 5%	18 5%	13 3%	7 2%	16 3%	22 5%	23 3%	15 4%	9 3%	12 4%	7 3%	4 3%	2 4%	4 5%	10 3%	28 4%	6 3%	9 3%	3 1%	12 5%	34 4%	2 2%	6 4%	5 2%	1 1%	7 6%	1 1%	5 1%	14 4%	

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 6  
Q1 On balance, how important or not 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER UK (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	166	150	349	104	103	101	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) Very important	249 23%	130 25%	116 21%	109 31%	74 19%	65 18%	154 25%	95 20%	179 25%	70 19%	51 20%	70 25%	45 18%	52 33%	14 27%	17 18%	101 27%	148 21%	52 26%	53 20%	72 26%	56 22%	196 21%	42 32%	38 23%	81 25%	25 24%	22 19%	16 18%	91 22%	59 18%		
(3) Somewhat important	549 50%	266 50%	276 51%	150 43%	209 54%	190 54%	304 49%	244 52%	378 53%	170 46%	135 53%	136 48%	135 54%	71 46%	24 46%	49 53%	185 49%	363 51%	92 46%	131 48%	143 53%	134 52%	474 51%	72 53%	84 52%	175 53%	47 50%	57 50%	42 47%	213 52%	172 52%		
(2) Not that important	213 20%	89 17%	117 22%	57 16%	72 19%	84 24%	118 19%	95 20%	111 16%	102 28%	47 18%	60 21%	57 23%	22 14%	10 19%	18 19%	72 19%	142 20%	43 21%	70 26%	43 16%	40 16%	198 21%	14 10%	35 21%	62 19%	17 17%	21 18%	22 25%	83 20%	74 22%		
(1) Not at all important	44 4%	30 6%	13 2%	16 4%	18 5%	11 3%	26 4%	18 4%	28 4%	16 4%	14 6%	9 3%	6 3%	5 4%	3 6%	6 6%	12 3%	32 4%	8 4%	8 3%	9 3%	13 5%	40 4%	3 2%	4 2%	8 8%	8 9%	10 9%	8 9%	18 4%	14 4%		
NET: Important	797 73%	397 75%	393 72%	260 74%	283 73%	255 72%	458 74%	339 72%	557 78%	240 65%	185 73%	207 72%	180 72%	122 79%	38 72%	66 71%	286 76%	511 72%	144 73%	184 68%	215 79%	189 74%	670 71%	114 85%	121 75%	256 77%	72 72%	79 70%	58 65%	304 74%	231 70%		
NET: Not important	257 24%	119 23%	130 24%	72 21%	90 23%	95 27%	144 23%	113 24%	139 19%	118 32%	61 24%	68 24%	63 25%	27 18%	13 26%	23 25%	84 22%	173 24%	50 25%	79 29%	53 19%	53 21%	238 25%	17 12%	39 24%	70 21%	25 25%	31 27%	30 34%	102 25%	88 27%		
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		
Don't know	33 3%	13 3%	19 4%	17 5%	12 3%	4 1%	16 3%	17 4%	22 3%	11 3%	7 3%	11 4%	6 2%	5 3%	1 2%	4 4%	9 2%	25 3%	4 2%	8 3%	4 1%	14 5%	29 3%	3 3%	3 2%	4 1%	3 3%	3 3%	1 1%	4 1%	10 3%		

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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)			
UNWEIGHTED BASE	1088	520	561	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	385	353	619	469	719	369	254	286	249	154	52*	92*	379	709	158	271	271	256	937	134	163	331	100*	113*	90*	410	329			
(4) Very important	386 35%	186 35%	197 36%	123 35%	133 35%	130 37%	249 40%	137 29%	262 36%	124 34%	94 37%	94 33%	90 36%	14 44%	14 27%	27 29%	153 40%	233 33%	62 31%	93 34%	109 40%	89 35%	330 35%	51 38%	59 36%	129 39%	41 41%	38 33%	20 22%	145 35%	121 37%			
(3) Somewhat important	570 52%	280 53%	280 52%	170 49%	205 53%	195 55%	300 49%	270 58%	354 49%	216 59%	132 52%	147 51%	136 54%	70 45%	35 66%	52 56%	184 48%	387 55%	114 58%	141 52%	137 50%	130 51%	493 53%	70 52%	89 55%	164 50%	45 45%	65 58%	58 64%	230 56%	169 51%			
(2) Not that important	92 8%	45 9%	44 8%	36 10%	34 9%	22 6%	52 8%	40 9%	74 10%	18 5%	19 7%	31 11%	15 6%	14 9%	2 4%	11 11%	33 9%	59 8%	18 9%	25 9%	20 7%	23 9%	78 8%	11 8%	12 7%	28 8%	12 12%	3 2%	11 13%	11 8%	22 7%			
(1) Not at all important	8 1%	4 1%	3 1%	5 1%	1 1%	2 1%	3 1%	5 1%	6 1%	2 1%	2 1%	3 1%	2 1%	- 1%	- 1%	- 1%	2 1%	6 1%	2 1%	3 1%	1 1%	1 1%	6 1%	2 2%	1 1%	3 1%	2 2%	- 1%	- 1%	1 1%	1 1%			
NET: Important	956 88%	467 88%	476 88%	293 84%	338 88%	325 92%	549 89%	407 87%	616 86%	340 92%	226 89%	240 84%	225 91%	137 89%	49 94%	78 85%	336 89%	620 87%	176 89%	234 87%	246 91%	219 85%	823 88%	121 90%	148 91%	293 89%	86 85%	102 91%	78 87%	375 91%	290 88%			
NET: Not important	100 9%	50 9%	47 9%	41 12%	35 9%	23 7%	55 9%	45 10%	80 11%	20 5%	21 8%	35 12%	18 7%	14 9%	2 4%	11 11%	35 9%	65 9%	20 10%	29 11%	22 8%	24 9%	84 9%	13 10%	12 7%	30 9%	15 15%	3 2%	11 13%	33 8%	23 7%			
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			
Don't know	32 3%	13 2%	18 3%	15 4%	12 3%	4 1%	15 2%	17 4%	23 3%	9 3%	7 3%	11 4%	6 2%	3 2%	1 2%	4 4%	8 2%	24 3%	3 1%	8 3%	4 1%	14 5%	31 3%	- -	3 2%	7 2%	- -	8 7%	* -	2 1%	17 5%			

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/aa/bb - C/D  
Overlap formulae used. \* small base



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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

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

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 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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (b)	REMAIN (c)	LEAVE (d)		
UNWEIGHTED BASE	1088	520	561	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	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	395 36%	174 33%	212 39%	135 39%	148 38%	112 32%	216 35%	179 38%	270 38%	125 34%	76 30%	107 38%	82 33%	64 42%	21 39%	45 49%	124 33%	270 38%	95 48%	99 36%	81 30%	78 31%	331 35%	62 46%	63 39%	121 37%	30 30%	52 46%	28 31%	152 37%	121 37%		
(1) A bit more important	313 29%	166 31%	143 26%	102 29%	97 25%	114 32%	175 28%	137 29%	200 28%	113 31%	72 28%	88 31%	78 31%	43 28%	16 31%	15 17%	112 30%	200 28%	44 22%	82 30%	96 35%	76 29%	269 29%	40 30%	51 31%	105 32%	31 31%	30 26%	22 24%	120 29%	88 27%		
(0) There has been no change	319 29%	159 30%	157 29%	79 23%	120 31%	119 34%	190 31%	129 27%	200 28%	118 32%	94 37%	76 27%	77 31%	37 24%	12 24%	22 24%	111 29%	207 29%	51 26%	77 28%	84 31%	76 30%	287 31%	27 20%	42 26%	93 28%	38 38%	29 25%	30 34%	121 30%	105 32%		
(-1) A bit less important	25 2%	18 3%	7 1%	14 4%	8 2%	2 1%	16 3%	8 2%	23 3%	2 *	4 2%	5 2%	5 2%	5 3%	2 3%	5 5%	14 4%	11 2%	2 1%	6 2%	5 2%	12 5%	21 2%	4 3%	2 1%	5 1%	-	1 1%	7 7%	10 2%	7 2%		
(-2) Much less important	6 1%	3 1%	3 *	3 1%	2 1%	1 *	4 1%	1 *	4 1%	2 1%	1 *	2 1%	1 *	-	-	2 3%	4 1%	1 *	2 1%	-	1 *	2 1%	3 *	1 *	-	1 *	1 *	-	2 3%	1 *	3 1%		
NET: More important	707 65%	340 64%	354 65%	237 68%	245 63%	225 64%	391 63%	316 67%	470 65%	238 64%	148 58%	196 68%	159 64%	107 69%	37 71%	60 65%	237 63%	470 66%	139 70%	181 67%	177 65%	154 60%	600 64%	101 75%	114 70%	226 68%	61 61%	82 72%	50 55%	273 66%	208 63%		
NET: Less important	30 3%	21 4%	10 2%	17 5%	10 3%	3 1%	21 3%	10 2%	27 4%	4 1%	5 2%	7 2%	5 3%	2 3%	7 7%	7 7%	18 5%	12 2%	4 2%	6 2%	7 2%	14 5%	23 2%	5 3%	2 1%	6 2%	1 1%	1 1%	9 10%	10 3%	10 3%		
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		
Don't know	32 3%	10 2%	21 4%	16 5%	10 3%	5 2%	17 3%	14 3%	22 3%	9 3%	7 3%	7 2%	7 3%	6 4%	1 2%	4 4%	12 3%	20 3%	4 2%	7 3%	3 1%	13 5%	27 3%	2 1%	5 3%	5 2%	-	2 2%	* 1%	6 1%	6 2%		

Proportions/Mean: 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)			
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	166	159	349	104	103	101	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			
(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		de					i				j	i	j	q			z	s		s	w		z									
(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					i							q			z	s		s	w		z									
(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	140	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%			
		d		c	cd				h							m			u	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%	2%	1%	1%	4%	5%	2%	2%	*		
		d		d					m										4	2	5	4	2	2										
(-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%			
		b		de					i							ll				4	1	5	w											
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	130			
	45%	46%	44%	56%	45%	34%	45%	45%	50%	35%	43%	41%	42%	53%	58%	48%	49%	43%	42%	40%	46%	51%	43%	31%	48%	64%	36%	42%	34%	46%	42%			
		de		de	e				i					k	k				s	s		s	w			z	z	z	z	z	z			
NET: Less important	33	22	11	24	3	6	15	18	24	10	8	15	5	1	1	4	7	26	8	9	5	10	27	6	1	5	6	5	6	11	4			
	3%	4%	2%	7%	1%	2%	2%	4%	3%	3%	3%	5%	2%	*	2%	4%	2%	4%	4%	3%	2%	4%	3%	5%	1%	1%	6%	5%	7%	3%	1%			
		de		de					i					ll	ll				q	s		s	w			z	z	z	z	z	z	z		
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					kl	kl				t	t		t			z	z	z	z	z	z	z	z		
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%	4%	4%	3%	-	1%	1%	2%	3%			

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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)			
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	560	519	200	257	258	284	925	146	150	349	104	103	101	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			
(2) Much more important	146 13%	68 13%	73 14%	76 22%	43 11%	27 8%	88 14%	58 12%	108 15%	37 10%	21 8%	34 12%	29 11%	10 23%	18 19%	18 19%	69 18%	77 11%	27 14%	29 11%	45 17%	34 13%	110 12%	33 25%	15 9%	55 16%	10 10%	8 7%	13 14%	63 15%	23 7%			
(1) A bit more important	297 27%	154 29%	141 26%	120 34%	99 26%	79 22%	169 27%	128 27%	228 32%	69 19%	83 33%	66 23%	63 25%	41 27%	17 32%	27 29%	117 31%	181 25%	49 25%	67 25%	82 30%	75 29%	253 27%	42 31%	37 22%	105 32%	34 34%	22 19%	26 28%	122 30%	81 25%			
(0) There has been no change	501 46%	232 44%	260 48%	104 30%	204 53%	192 54%	282 46%	218 47%	302 42%	199 54%	116 46%	145 51%	129 52%	62 40%	16 31%	32 35%	149 39%	352 50%	91 46%	134 50%	123 45%	105 41%	449 48%	43 32%	81 50%	145 44%	52 52%	62 55%	40 44%	189 46%	170 52%			
(-1) A bit less important	65 6%	44 8%	22 4%	26 7%	16 4%	23 7%	38 6%	27 6%	44 6%	22 6%	11 4%	15 5%	18 7%	10 6%	6 12%	6 7%	23 6%	42 6%	11 6%	16 6%	10 4%	25 10%	57 6%	8 6%	10 6%	11 3%	4 4%	13 11%	9 11%	19 5%	21 6%			
(-2) Much less important	42 4%	20 4%	21 4%	7 2%	13 3%	22 6%	20 3%	22 5%	17 2%	25 7%	18 7%	10 4%	4 2%	2 1%	2 4%	6 7%	10 3%	32 5%	12 6%	16 6%	8 3%	3 1%	37 4%	5 3%	14 9%	9 3%	* *	8 7%	2 2%	10 2%	24 7%			
NET: More important	443 41%	222 42%	214 39%	196 56%	142 37%	106 30%	257 42%	186 40%	336 47%	107 29%	103 41%	100 35%	92 37%	76 49%	26 51%	45 48%	185 49%	258 36%	77 39%	96 36%	128 47%	110 43%	363 39%	74 56%	51 32%	160 48%	44 44%	30 26%	38 43%	184 45%	104 32%			
NET: Less important	107 10%	64 12%	43 8%	32 9%	30 8%	45 13%	58 9%	49 11%	61 8%	47 11%	28 11%	25 9%	22 9%	11 7%	8 16%	13 14%	33 9%	74 10%	23 12%	32 12%	18 7%	28 11%	95 10%	12 9%	24 15%	19 6%	4 4%	20 18%	11 12%	29 7%	45 14%			
Mean	0.42 de	0.24 b	0.43 a	0.7 de	0.38 e	0.19 d	0.45 f	0.38 g	0.52 i	0.21 h	0.31 j	0.37 k	0.39 l	0.65 m	0.5 n	0.48 o	0.58 p	0.33 q	0.36 r	0.29 s	0.55 t	0.47 u	0.38 v	0.7 w	0.18 x	0.58 y	0.49 z	0.09 aa	0.43 ab	0.52 ac	0.18 ad			
Don't know	37 3%	11 2%	25 5%	17 5%	10 3%	10 3%	21 3%	16 3%	21 3%	17 4%	6 2%	16 5%	7 3%	4 3%	1 2%	3 3%	11 3%	26 4%	7 3%	8 3%	3 1%	14 5%	31 3%	4 3%	6 4%	6 2%	- .	1 1%	1 1%	8 2%	10 3%			

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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)			
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	560	519	200	257	258	284	925	146	150	349	104	103	101	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			
(2) Much more important	123 11%	61 11%	59 11%	67 de	37 19%	18 5%	85 14%	38 8%	92 13%	31 8%	22 9%	29 10%	20 8%	33 21%	6 12%	13 14%	59 16%	64 9%	20 10%	21 8%	40 15%	37 14%	97 10%	26 20%	11 7%	47 14%	9 9%	12 11%	9 11%	48 12%	25 8%			
(1) A bit more important	257 24%	133 25%	120 22%	99 de	94 e	64 18%	143 23%	114 24%	197 27%	60 16%	61 24%	67 23%	48 19%	42 28%	16 30%	22 24%	105 28%	152 21%	50 25%	60 22%	58 21%	64 25%	213 23%	40 30%	33 20%	94 28%	21 21%	15 13%	20 22%	111 27%	65 20%			
(0) There has been no change	559 51%	259 49%	291 54%	123 35%	208 54%	228 cd	317 51%	242 52%	335 47%	225 61%	136 54%	147 51%	146 59%	67 43%	20 39%	43 46%	168 44%	391 55%	99 50%	146 54%	140 52%	122 48%	505 54%	44 33%	95 58%	153 46%	59 59%	58 52%	54 60%	218 53%	189 57%			
(-1) A bit less important	66 6%	43 8%	22 4%	34 de	16 4%	16 4%	33 5%	33 7%	47 7%	19 5%	16 6%	18 6%	20 8%	2 2%	5 9%	6 6%	22 6%	44 6%	11 5%	17 6%	21 8%	15 6%	49 5%	17 13%	9 5%	19 6%	5 5%	14 13%	4 4%	15 4%	16 5%			
(-2) Much less important	43 4%	22 4%	20 4%	8 2%	16 4%	19 5%	24 4%	19 4%	23 3%	20 5%	11 4%	13 4%	7 3%	3 2%	4 8%	5 6%	13 3%	31 4%	11 5%	18 7%	9 3%	4 2%	40 4%	3 2%	9 6%	11 3%	5 5%	11 10%	3 4%	13 3%	24 7%			
NET: More important	380 35%	194 37%	180 33%	166 de	131 e	82 23%	227 37%	152 32%	288 40%	91 25%	83 33%	96 34%	67 27%	76 49%	22 42%	35 38%	163 43%	216 30%	70 35%	82 30%	98 36%	101 39%	310 33%	66 49%	44 27%	141 43%	30 30%	27 24%	29 32%	159 39%	90 27%			
NET: Less important	109 10%	65 12%	43 8%	42 de	32 e	35 10%	57 9%	52 11%	70 10%	38 10%	27 10%	30 11%	27 11%	6 17%	9 12%	11 12%	35 9%	74 10%	21 11%	35 13%	30 11%	20 8%	88 9%	20 15%	18 11%	30 9%	9 9%	25 22%	7 8%	27 7%	40 12%			
Mean	0.33	0.32	0.34	0.56 de	0.32 e	0.13	0.38	0.27	0.41 i	0.18	0.27	0.3	0.22	0.67 jl	0.31	0.36	0.48 q	0.26	0.3	0.19	0.37	0.47 s	0.31	0.53 w	0.18	0.46 xA	0.25	0.03	0.31	0.41 D	0.16			
Don't know	40 4%	11 2%	28 5%	18 5%	14 4%	8 2%	17 3%	23 5%	26 4%	15 4%	8 3%	13 4%	9 3%	6 4%	1 2%	3 3%	13 3%	28 4%	7 4%	8 3%	3 1%	13 5%	34 4%	4 3%	6 4%	7 2%	2 2%	2 2%	-	7 2%	10 3%			

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



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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£50000 (t)	£50000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	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	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	132 12%	76 14%	53 10%	68 19%	36 9%	28 8%	82 13%	50 11%	98 14%	33 9%	20 8%	32 11%	25 10%	39 26%	5 10%	10 11%	62 16%	70 10%	29 15%	23 9%	32 12%	42 16%	89 10%	41 30%	25 16%	47 14%	14 14%	8 7%	9 10%	54 13%	31 10%		
(1) A bit more important	259 24%	148 28%	110 20%	106 30%	93 24%	60 17%	144 23%	115 24%	196 27%	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%	14 14%	33 29%	20 22%	89 22%	79 24%		
(0) There has been no change	570 52%	257 49%	304 56%	125 36%	217 56%	238 64%	330 53%	240 51%	350 49%	220 60%	138 54%	150 52%	146 59%	61 40%	21 41%	53 57%	183 48%	387 55%	100 51%	152 56%	141 52%	127 50%	524 56%	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%	7 8%	25 7%	51 7%	12 6%	32 12%	20 7%	30 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%	4 2%	- 3%	1 2%	6 1%	11 2%	6 3%	5 2%	2 1%	1 1%	13 1%	3 2%	- 1%	3 1%	1 1%	4 3%	1 1%	3 1%	6 2%		
NET: More important	391 36%	224 42%	163 30%	174 50%	130 34%	87 25%	226 37%	165 35%	295 41%	96 26%	82 32%	101 35%	78 32%	81 52%	20 39%	28 30%	156 41%	235 33%	74 37%	76 28%	106 39%	105 41%	308 33%	77 57%	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%	23 8%	18 7%	6 4%	9 18%	8 9%	31 8%	62 9%	18 9%	37 13%	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	0.3	0.6	0.34	0.24	0.41	0.36	0.48	0.22	0.29	0.38	0.33	0.77	0.29	0.31	0.49	0.34	0.41	0.22	0.43	0.55	0.34	0.73	0.43	0.46	0.28	0.32	0.34	0.41	0.33		
Don't know	34 3%	9 2%	24 4%	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%	31 3%	2 1%	4 3%	7 2%	- -	1 1%	1 1%	6 2%	9 3%		

Proportions/Mean: 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/AA/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 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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	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	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	163 15%	76 14%	83 15%	72 21%	56 15%	35 10%	99 16%	64 14%	126 18%	37 10%	29 11%	39 14%	37 15%	35 22%	8 15%	16 17%	76 20%	87 12%	37 19%	30 11%	39 14%	47 18%	133 14%	30 22%	32 20%	57 17%	15 15%	12 11%	6 7%	73 18%	45 14%		
(1) A bit more important	302 28%	160 30%	139 26%	122 35%	99 26%	81 23%	172 28%	130 28%	218 30%	83 23%	74 29%	86 30%	57 23%	44 23%	14 27%	26 28%	104 27%	198 28%	44 22%	75 28%	84 31%	77 30%	249 27%	50 37%	46 28%	103 31%	26 26%	41 36%	24 26%	106 26%	94 29%		
(0) There has been no change	545 50%	265 50%	271 50%	118 34%	205 53%	222 63%	298 48%	247 53%	326 45%	219 59%	136 53%	141 50%	135 54%	63 41%	26 50%	43 47%	173 46%	372 52%	98 50%	150 55%	137 51%	113 44%	493 53%	42 31%	75 46%	153 46%	58 57%	55 48%	54 60%	212 52%	173 53%		
(-1) A bit less important	39 4%	14 3%	24 4%	19 5%	14 4%	6 2%	28 4%	11 2%	24 3%	15 4%	10 4%	6 2%	9 4%	7 4%	3 5%	4 4%	16 4%	23 3%	13 7%	9 3%	9 3%	6 2%	30 3%	7 5%	6 3%	10 3%	2 2%	4 4%	6 6%	11 3%	9 3%		
(-2) Much less important	10 1%	7 1%	4 1%	5 1%	4 1%	2 1%	8 1%	3 1%	6 1%	5 1%	- -	5 2%	5 2%	1 *	- -	- -	1 *	9 1%	- -	3 1%	1 *	3 1%	7 1%	4 3%	- -	3 1%	- -	- -	- -	2 *	3 1%		
NET: More important	465 43%	236 45%	222 41%	194 55%	155 40%	116 33%	271 44%	194 41%	345 48%	120 33%	102 40%	125 44%	95 38%	78 51%	22 42%	42 45%	179 47%	285 40%	81 41%	105 39%	122 45%	134 48%	382 41%	80 59%	78 48%	160 48%	41 41%	53 47%	29 33%	180 44%	140 42%		
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 4%	18 5%	32 4%	13 7%	11 4%	10 4%	9 4%	37 4%	10 8%	6 3%	13 4%	2 4%	4 6%	6 6%	13 3%	11 3%		
Mean	0.54	0.54	0.53	0.71	0.5	0.41	0.54	0.53	0.62	0.37	0.49	0.53	0.46	0.71	0.54	0.6	0.64	0.48	0.55	0.45	0.56	0.65	0.52	0.72	0.66	0.62	0.54	0.55	0.33	0.59	0.53		
Don't know	29 3%	7 1%	21 4%	14 4%	8 2%	7 2%	15 2%	14 3%	18 3%	11 3%	6 2%	7 3%	5 2%	6 4%	1 2%	4 4%	9 2%	20 3%	6 3%	5 2%	2 1%	11 4%	25 3%	2 2%	4 3%	5 1%	- -	1 1%	* 1%	6 2%	5 2%		

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 15  
Q3A You mentioned that considering the sustainable impact of an environmental impact 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 is important when making purchasing decisions

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO E19999 (r)	E20000-E34999 (s)	E35000-E49999 (t)	E50000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	810	370	428	289	290	231	499	311	941	269	193	210	172	125	43	67	453	357	137	185	197	227	689	130	100	299	92	53	78	370	191		
WEIGHTED BASE	789	368	409	286	269	234	453	336	548	241	186	206	179	117	41*	61*	305	484	136	187	200	197	662	115	100*	282	78*	54*	66*	337	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%	56%	50%	51%	58%	54%	43%	53%	60%	60%	68%	58%	50%	43%	59%	48%	58%	54%	50%	55%	50%	67%	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%	43%	40%	53%	50%	38%	43%	48%	45%	42%	39%	48%	49%	61%	54%	39%	36%	46%	42%	50%	46%	42%	48%	43%	52%	40%	61%	52%	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%	46%	33%	35%	53%	43%	39%	35%	43%	53%	45%	45%	38%	38%	47%	41%	34%	40%	43%	50%	42%	37%	28%	49%	47%	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%	23%	38%	35%	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%	29%	19%	27%	24%	26%	26%	26%	24%	25%	30%	27%	25%	30%	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%	17%	20%	21%	20%	20%	23%	19%	21%	21%	23%	30%	14%	23%	20%	18%	23%	19%	24%	19%	30%	22%	24%	20%	16%	25%	25%	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%	15%	24%	19%	14%	23%	14%	20%	18%	16%	18%	18%	32%	8%	21%	23%	17%	13%	16%	21%	25%	17%	34%	21%	24%	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%	10%	15%	17%	5%	14%	12%	14%	11%	15%	10%	11%	14%	10%	20%	14%	12%	14%	9%	18%	12%	11%	18%	10%	16%	12%	8%	13%	12%	12%		
Other (specify)	6	4	2	2	2	2	5	2	2	4	1	3	1	-	-	2	5	1	1	2	1	2	6	-	1	1	-	2	2	3	2		
	1%	1%	1%	1%	1%	1%	1%	*	*	2%	*	1%	1%	-	-	3%	2%	*	1%	1%	*	1%	1%	-	1%	*	-	3%	3%	1%	1%		
NET: Environmental	549	245	297	201	175	174	330	219	381	168	130	130	122	88	30	49	236	314	77	138	136	153	460	83	72	192	65	44	52	251	130		
	70%	66%	73%	70%	65%	74%	73%	65%	70%	70%	70%	63%	68%	76%	75%	80%	77%	65%	57%	74%	68%	78%	70%	72%	72%	68%	84%	81%	78%	75%	68%		
NET: Social	465	218	239	177	151	138	291	174	311	154	122	109	99	74	27	34	201	265	73	116	122	116	383	78	61	178	42	33	39	211	99		
	59%	59%	58%	62%	56%	59%	64%	52%	57%	64%	66%	53%	55%	64%	66%	56%	66%	55%	54%	62%	61%	59%	58%	68%	61%	63%	53%	61%	59%	63%	52%		
NET: Governance	365	198	163	147	115	103	233	132	265	101	89	83	82	68	14	30	164	201	57	78	100	104	288	73	43	152	36	27	33	164	85		
	46%	54%	40%	52%	43%	44%	51%	39%	48%	42%	48%	40%	46%	58%	36%	48%	54%	42%	42%	42%	50%	53%	43%	63%	43%	54%	54%	46%	49%	49%	45%		
Don't know	91	35	54	24	24	32	42	49	52	39	17	41	18	5	6	5	23	68	26	22	17	33	82	7	10	29	4	4	5	28	26		
	12%	9%	13%	9%	13%	14%	9%	15%	10%	16%	9%	20%	10%	5%	14%	7%	8%	14%	19%	12%	9%	6%	12%	6%	10%	10%	6%	7%	8%	8%	14%		

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/AA - 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (b)	REMAIN (c)	LEAVE (d)		
UNWEIGHTED BASE	989	267	315	224	195	170	395	194	407	162	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-free or fully recyclable)	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		
The brand's labour practices (e.g., ensuring employees receive a fair wage and work in good conditions)	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		
Where the product materials are sourced from (e.g., using organic or recycled materials)	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		
Statements/commitments the brand makes about human rights (e.g., Modern Slavery Statement, Diversity & Inclusion commitments)	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		
The brand's financial integrity (e.g., paying their fair share of taxes, providing transparency in publications such as gender pay gap reporting)	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	7	4	2	20	16		
The extent to which the brand/product is innovative	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		
The role the brand plays in their community (e.g., charitable giving or partnerships with local schools)	20	10	9	9	8	3	12	8	15	4	5	6	6	2	-	1	13	7	4	4	2	8	14	5	5	5	3	1	2	8	3		
The brand's distribution practices (e.g., using all-electric delivery vans, etc.)	14	10	4	5	5	4	2	12	12	1	6	2	4	2	-	-	3	11	1	6	4	2	11	3	4	7	2	-	-	4	3		
The diversity of the brand's leadership team	13	10	3	5	8	-	7	6	13	-	7	*	1	4	-	1	6	7	1	3	6	3	9	4	2	7	3	-	-	9	2		
Other (specify)	2	2	-	1	-	1	1	1	1	1	-	-	-	-	-	2	2	-	-	-	-	2	2	-	-	-	-	1	1	1	1		
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	-		

Proportions/Mean: 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; \*\* very small base (under 30) ineligible for sig testing





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

Base: All Adults aged 16-75 in Great Britain

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

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 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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£50000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	166	150	349	104	103	101	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	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%	23%	26%	15%	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	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%	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	d	
(2) Not that much	343	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%	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	d	
(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%	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	d	
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	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	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%	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	d	
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	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	d	
Not applicable / I don't make purchases in this category	24	17	7	14	8	2	17	7	15	9	5	7	3	5	-	4	5	19	3	5	5	7	20	5	2	7	2	-	4	10	7	
	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%	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	d	
Don't know	86	22	33	21	19	16	31	25	37	19	12	15	19	6	1	4	15	42	5	15	11	15	49	5	8	12	9	2	1	12	15	
	9%	4%	6%	6%	5%	5%	9%	5%	5%	5%	5%	5%	8%	4%	2%	4%	4%	6%	3%	6%	4%	6%	5%	4%	5%	4%	9%	2%	1%	3%	5%	
		e	e	e	e	e	e	e	i	j	k	l	m	n	o	q	q	s	s	t	t	u	v	w	x	y	z	aa	ab	ac	d	

Proportions/Mean: 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 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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1088	520	561	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	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	213	101	107	106	77	30	128	85	157	56	45	54	40	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%	18%	15%	23%	24%	17%	37%	16%	24%	13%	15%	25%	24%	14%		
				de	e				i							q			s	s		w										
(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%	35%	32%	39%	32%	30%	34%	31%	39%	35%	29%	29%	40%	46%	23%	37%	41%	29%	
			a													r										xA	xA			D		
(2) Not that much	278	150	122	73	97	108	148	130	187	91	71	77	68	31	8	24	76	201	49	76	76	60	243	29	49	73	21	30	20	96	82	
	26%	28%	23%	21%	25%	30%	24%	28%	26%	25%	28%	27%	27%	20%	16%	26%	20%	28%	25%	28%	28%	23%	26%	21%	30%	22%	21%	26%	22%	23%	25%	
					c											p																
(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%	
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													rs				xA	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																					y	xA	B		xA	D	
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				i													rs				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	7	4	4	4	6	8	
	3%	4%	2%	5%	3%	1%	3%	2%	3%	3%	2%	1%	4%	6%	2%	3%	2%	3%	5%	4%	2%	1%	3%	2%	3%	2%	4%	3%	5%	1%	2%	
			b	e																												
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%	5%	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

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 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, cleaning products)

Base: All Adults aged 16-75 in Great Britain

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	150	349	104	103	101	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	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%		
(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%		
(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%		
(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%		
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%		
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%		
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		
Not applicable / I don't make purchases in this category	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		
	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%		
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%		

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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)			
UNWEIGHTED BASE	1088	520	561	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	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 14%	91 17%	59 11%	75 22%	55 14%	23 6%	95 15%	59 12%	123 17%	31 8%	31 12%	34 12%	39 16%	34 22%	5 10%	9 10%	73 19%	80 17%	25 13%	24 9%	46 17%	51 20%	111 12%	42 31%	23 14%	62 19%	11 11%	12 11%	9 10%	75 18%	34 10%			
(3) A fair amount	223 20%	110 21%	110 20%	77 22%	78 20%	68 19%	128 21%	95 20%	153 21%	70 19%	52 20%	59 21%	45 18%	34 22%	7 13%	27 29%	104 27%	119 17%	42 21%	50 18%	57 21%	58 22%	187 20%	33 25%	31 19%	79 24%	26 26%	12 11%	22 24%	94 23%	60 18%			
(2) Not that much	358 33%	168 32%	183 34%	109 31%	117 30%	132 37%	199 32%	159 34%	226 31%	133 36%	82 32%	100 35%	80 32%	41 27%	22 43%	33 35%	106 28%	252 36%	74 37%	94 35%	86 32%	72 28%	325 35%	26 19%	53 33%	101 31%	33 33%	31 27%	39 43%	140 34%	97 29%			
(1) Not at all	237 22%	118 22%	116 22%	44 13%	97 25%	96 27%	129 21%	107 23%	149 21%	88 24%	69 27%	54 19%	51 21%	32 21%	13 24%	18 20%	62 16%	175 25%	44 22%	69 26%	60 22%	50 19%	215 23%	19 14%	44 27%	59 18%	18 18%	49 44%	16 17%	76 18%	107 33%			
NET: A great deal/ fair amount	376 35%	201 38%	170 31%	153 44%	133 35%	91 26%	222 36%	154 33%	275 38%	101 27%	83 33%	93 33%	84 34%	68 44%	12 23%	36 39%	177 47%	199 28%	67 34%	74 27%	103 38%	109 42%	298 32%	75 56%	54 33%	141 43%	37 37%	24 22%	31 35%	169 41%	94 29%			
NET: Not that much/ Not at all	595 55%	286 54%	300 55%	153 44%	213 55%	228 65%	328 53%	267 57%	374 52%	221 60%	151 59%	154 54%	131 53%	73 47%	35 67%	51 55%	168 44%	427 60%	119 60%	163 60%	145 54%	122 47%	540 58%	44 33%	97 60%	160 48%	51 51%	80 71%	54 60%	216 53%	204 62%			
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			
Not applicable / I don't make purchases in this category	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			
Don't know	86 8%	27 5%	58 11%	28 8%	32 8%	26 7%	50 8%	36 8%	50 7%	37 10%	15 6%	30 11%	25 10%	7 5%	4 7%	4 5%	25 7%	31 9%	10 5%	25 9%	18 7%	19 7%	75 8%	9 7%	10 6%	25 8%	8 8%	8 7%	3 4%	20 5%	26 8%			

Proportions/Mean: 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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	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	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 11%	75 14%	43 8%	54 15%	41 11%	26 7%	72 12%	48 10%	96 13%	24 7%	27 10%	25 9%	31 12%	25 16%	6 12%	7 7%	54 14%	67 9%	19 10%	23 8%	37 14%	36 14%	94 10%	26 20%	10 6%	49 15%	11 11%	11 10%	11 12%	11 12%	56 14%	28 8%	
(3) A fair amount	236 22%	122 23%	111 21%	100 29%	75 20%	60 17%	137 22%	99 21%	173 24%	63 17%	58 23%	54 19%	50 20%	42 27%	9 18%	23 25%	103 27%	132 19%	41 21%	50 18%	53 19%	76 30%	192 21%	42 31%	39 24%	86 26%	22 22%	14 12%	21 23%	104 25%	61 18%		
(2) Not that much	329 30%	154 29%	169 31%	87 25%	113 29%	129 37%	188 30%	142 30%	210 29%	120 32%	83 33%	93 33%	74 30%	32 21%	19 36%	29 31%	99 26%	230 32%	55 28%	96 35%	84 31%	67 26%	306 33%	19 14%	48 29%	102 31%	29 29%	31 28%	32 36%	134 33%	92 28%		
(1) Not at all	257 24%	126 24%	129 24%	54 15%	101 26%	103 29%	146 24%	111 24%	160 22%	98 27%	66 26%	60 21%	55 22%	40 26%	13 25%	24 26%	76 20%	182 26%	54 27%	64 24%	70 26%	51 20%	227 24%	27 20%	51 31%	57 17%	24 24%	45 40%	16 18%	81 20%	109 33%		
NET: A great deal/ fair amount	356 33%	197 37%	154 28%	154 44%	116 30%	86 24%	209 34%	147 31%	269 37%	87 24%	84 33%	79 28%	81 32%	67 43%	16 30%	29 32%	157 41%	199 28%	61 31%	73 27%	90 33%	111 43%	286 31%	68 51%	49 30%	135 41%	33 33%	25 22%	32 35%	160 39%	89 27%		
NET: Not that much/ Not at all	587 54%	280 53%	298 55%	141 40%	214 56%	232 66%	334 54%	253 54%	369 51%	217 59%	148 58%	153 53%	128 51%	73 47%	32 61%	53 57%	174 46%	412 58%	110 55%	160 59%	154 57%	117 46%	533 57%	47 35%	99 61%	159 48%	54 53%	77 68%	48 54%	215 52%	201 61%		
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		
Not applicable / I don't make purchases in this category	53 5%	22 4%	30 5%	29 8%	21 5%	3 1%	26 4%	28 6%	29 4%	24 7%	6 2%	22 8%	12 5%	6 4%	1 3%	6 6%	20 5%	33 5%	14 7%	9 3%	8 3%	10 4%	39 4%	9 7%	4 2%	12 4%	6 6%	3 3%	5 6%	15 4%	11 3%		
Don't know	92 8%	30 6%	60 11%	26 7%	35 9%	31 9%	51 8%	41 9%	52 7%	40 11%	15 6%	32 11%	28 11%	8 5%	3 6%	4 5%	27 7%	65 9%	14 7%	30 11%	19 7%	17 7%	78 8%	10 8%	11 7%	24 7%	7 7%	8 7%	4 5%	20 5%	28 9%		

Proportions/Mean: 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 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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1088	520	561	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	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	162 15%	86 16%	70 13%	83 24%	50 13%	29 8%	102 16%	61 13%	116 16%	46 13%	36 14%	31 11%	45 18%	33 12%	6 2%	11 4%	82 22%	81 11%	35 18%	26 9%	48 18%	45 18%	125 13%	36 26%	26 16%	60 18%	13 13%	7 6%	9 10%	63 15%	41 12%	
(3) A fair amount	351 32%	176 33%	170 31%	116 33%	127 33%	108 31%	210 34%	141 30%	238 33%	113 31%	80 31%	95 33%	62 25%	58 38%	20 39%	35 38%	145 38%	206 29%	59 30%	89 33%	79 29%	104 40%	301 32%	44 33%	50 31%	125 38%	32 23%	26 23%	43 47%	169 41%	75 23%	
(2) Not that much	295 27%	141 27%	151 28%	80 23%	100 26%	114 32%	157 25%	138 29%	198 27%	97 26%	73 29%	88 31%	70 28%	30 19%	18 35%	16 17%	82 22%	213 30%	49 25%	80 30%	84 31%	58 22%	257 27%	33 25%	48 29%	90 27%	25 25%	32 28%	15 17%	112 27%	93 28%	
(1) Not at all	150 14%	82 15%	68 12%	37 11%	61 16%	52 15%	85 14%	65 14%	97 13%	53 14%	42 17%	28 10%	34 14%	20 13%	4 8%	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 31%	15 15%	37 9%	68 21%	
NET: A great deal/ fair amount	513 47%	263 50%	240 44%	199 57%	177 46%	137 39%	312 50%	201 43%	354 49%	159 43%	116 46%	126 44%	107 43%	91 59%	26 51%	46 50%	227 60%	286 40%	94 47%	115 42%	127 47%	149 58%	425 45%	80 60%	76 46%	185 56%	45 45%	33 29%	51 57%	232 56%	116 35%	
NET: Not that much/ Not at all	445 41%	223 42%	218 40%	117 34%	162 42%	166 47%	242 39%	202 43%	295 41%	150 41%	115 45%	116 41%	104 42%	50 32%	22 43%	37 40%	123 33%	322 45%	83 42%	116 43%	121 44%	89 35%	395 42%	44 33%	71 43%	118 36%	38 38%	63 56%	31 34%	146 36%	161 49%	
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	
Not applicable / I don't make purchases in this category	61 6%	21 4%	39 7%	15 4%	23 6%	24 7%	31 5%	31 7%	31 4%	30 8%	9 4%	26 9%	17 7%	3 2%	4 4%	4 4%	10 3%	51 7%	17 9%	14 5%	9 3%	4 1%	53 6%	7 5%	6 4%	11 3%	7 7%	9 8%	5 5%	13 3%	27 8%	
Don't know	69 6%	23 4%	45 8%	18 5%	24 6%	26 7%	34 5%	35 7%	40 6%	29 8%	13 5%	17 6%	20 8%	11 7%	1 3%	5 6%	18 5%	50 7%	5 2%	26 10%	14 5%	14 6%	64 7%	3 2%	10 6%	16 5%	10 10%	8 7%	3 3%	18 4%	26 8%	

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 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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£50000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	166	150	349	104	103	101	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	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%	
(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%	
(2) Not that much	304	147	153	95	117	91	152	151	204	99	75	92	70	34	17	16	80	223	60	94	74	55	277	24	54	85	28	37	22	110	94	
	28%	28%	28%	27%	30%	26%	25%	32%	28%	27%	29%	32%	28%	22%	32%	18%	21%	31%	31%	35%	27%	21%	30%	18%	33%	26%	28%	32%	24%	27%	29%	
(1) Not at all	132	69	63	24	45	63	74	58	76	56	38	28	28	18	7	13	36	97	27	25	40	31	118	13	25	21	9	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%	
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%	
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%	
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 purchases in this category	32	15	16	18	8	5	16	15	12	19	5	11	7	4	3	1	9	23	10	5	*	8	26	5	4	5	5	1	2	5	10	
	3%	3%	3%	5%	2%	2%	3%	3%	2%	5%	2%	4%	3%	3%	6%	2%	2%	3%	5%	2%	*	3%	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	
	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

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 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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	569	519	200	257	258	284	925	166	150	349	104	103	101	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	234 22%	106 20%	123 23%	104 30%	83 21%	47 13%	145 23%	89 19%	162 23%	72 20%	47 18%	60 21%	48 19%	11 31%	11 22%	21 23%	102 27%	132 19%	55 28%	45 17%	64 24%	58 23%	188 20%	42 32%	24 15%	82 25%	21 15%	17 29%	26 24%	98 24%	47 14%	
(3) A fair amount	369 34%	168 32%	195 36%	122 35%	123 32%	125 35%	209 34%	160 34%	247 34%	123 33%	82 32%	97 34%	87 35%	52 34%	20 39%	31 34%	147 39%	222 31%	57 29%	87 32%	88 32%	105 41%	312 33%	55 41%	52 32%	136 41%	39 39%	20 18%	31 34%	172 42%	93 28%	
(2) Not that much	262 24%	136 26%	123 23%	66 19%	99 26%	96 27%	149 24%	112 24%	169 23%	93 25%	63 25%	82 29%	58 23%	28 18%	10 18%	22 23%	74 19%	188 26%	49 25%	77 28%	67 25%	48 19%	235 25%	21 16%	49 30%	70 21%	19 19%	37 33%	16 18%	87 21%	90 27%	
(1) Not at all	144 13%	85 16%	58 11%	27 8%	53 14%	64 18%	74 12%	70 15%	87 12%	57 16%	45 18%	27 9%	32 13%	19 12%	8 16%	12 13%	32 8%	112 16%	32 16%	35 13%	37 14%	26 10%	131 14%	12 9%	26 16%	25 8%	12 12%	32 29%	9 10%	33 8%	75 23%	
NET: A great deal/ fair amount	604 55%	274 52%	318 59%	226 65%	205 53%	172 49%	354 57%	249 53%	409 57%	195 53%	129 51%	157 55%	134 54%	100 64%	32 60%	52 56%	249 66%	354 50%	111 56%	132 49%	152 56%	163 63%	500 53%	97 72%	76 47%	218 66%	60 60%	37 33%	56 63%	270 66%	140 43%	
NET: Not that much/ Not at all	406 37%	221 42%	181 33%	93 27%	152 40%	160 45%	223 36%	183 39%	256 36%	150 41%	108 43%	108 38%	91 36%	46 30%	18 34%	34 37%	106 28%	300 42%	81 41%	112 41%	104 38%	74 29%	366 39%	32 24%	75 46%	96 29%	31 24%	70 62%	25 28%	120 29%	165 50%	
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	
Not applicable / I don't make purchases in this category	17 2%	12 2%	5 1%	10 3%	6 2%	1 *	8 1%	9 2%	14 2%	3 1%	6 2%	4 1%	3 1%	1 *	1 3%	3 1%	5 1%	12 2%	-	7 3%	4 2%	4 2%	15 2%	1 *	2 1%	2 1%	1 3%	7 8%	6 1%	4 1%		
Don't know	62 6%	23 4%	38 7%	21 6%	21 6%	20 6%	34 6%	28 6%	41 6%	21 6%	12 5%	16 6%	21 8%	8 5%	2 4%	4 4%	19 5%	43 6%	6 3%	20 7%	11 4%	15 6%	56 6%	4 3%	10 6%	15 4%	9 9%	3 3%	1 1%	14 3%	20 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



24-089497-14 - ESG  
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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 15%	118 11%	204 19%	92 8%
(1) Tend to agree	384 35%	363 33%	330 30%	184 17%
(0) Neither agree nor disagree	311 29%	361 33%	291 27%	312 29%
(-1) Tend to disagree	141 13%	139 13%	167 15%	262 24%
(-2) Strongly disagree	59 5%	75 7%	62 6%	180 17%
NET: Agree	544 50%	480 44%	534 49%	276 25%
NET: Disagree	200 18%	214 20%	229 21%	442 41%
Mean	0.42	0.29	0.42	-0.25
Don't know	33 3%	33 3%	34 3%	59 5%

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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALLES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£49999 (t)	£50000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	691	397	260	285	240	155	53	95	560	519	200	257	258	284	925	146	150	349	104	103	101	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		
(2) Strongly agree	160 15%	79 15%	78 14%	69 20%	53 14%	38 11%	87 14%	73 16%	110 15%	50 13%	36 14%	42 15%	36 15%	27 17%	9 10%	10	65 17%	95 13%	34 17%	42 16%	39 14%	34 13%	133 14%	24 18%	22 14%	59 18%	17 17%	9 8%	12 13%	70 17%	37 11%		
(1) 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%	39 39%	27 24%	37 41%	151 37%	114 35%		
(0) Neither agree nor disagree	311 29%	158 30%	148 27%	80 23%	111 29%	120 34%	186 30%	125 27%	195 27%	116 31%	64 25%	96 34%	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%	33 33%	37 27%	24 28%	116 28%	96 29%	
(-1) Tend 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 11%	5 16%	15	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%	46 14%		
(-2) Strongly disagree	59 5%	37 7%	22 4%	18 5%	14 4%	27 8%	28 4%	31 7%	41 6%	17 5%	10 4%	14 5%	11 5%	17 11%	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%	2 2%	18 4%	25 4%	8 8%	
NET: Agree	544 50%	252 48%	285 53%	201 58%	197 51%	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 49%	186 56%	56 56%	36 32%	49 54%	221 54%	151 46%		
NET: 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%	50 15%	11 11%	37 33%	16 18%	71 17%	71 22%		
Mean	0.42	0.35	0.49	0.58	0.47	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	0.57	0.62	-0.11	0.49	0.49	0.29		
Don't 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%	10 3%	1 1%	2 2%	1 1%	3 1%	11 3%	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

	GENDER		AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)	
UNWEIGHTED BASE	1088	520	561	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	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 11%	65 12%	52 10%	62 de	38 e	18 5%	71 11%	47 10%	83 12%	35 9%	25 10%	25 9%	25 10%	23 15%	11 21%	9 9%	61 16%	57 8%	32 16%	18 7%	25 9%	38 15%	86 9%	31 23%	14 8%	42 13%	12 12%	7 6%	11 12%	57 14%	20 6%	
(1) Tend to agree	363 33%	167 32%	188 35%	125 36%	129 34%	109 31%	212 34%	150 32%	263 37%	100 27%	74 29%	114 40%	67 27%	58 38%	18 34%	32 35%	144 38%	218 31%	49 25%	89 33%	96 35%	85 33%	316 34%	44 33%	40 24%	141 43%	36 36%	24 21%	33 37%	153 37%	85 26%	
(0) Neither agree nor disagree	361 33%	170 32%	186 34%	95 27%	124 32%	142 40%	203 33%	158 34%	222 31%	139 38%	86 34%	101 35%	96 39%	40 26%	17 32%	22 24%	114 30%	247 35%	71 36%	100 37%	90 33%	74 29%	324 35%	31 23%	68 42%	94 28%	34 33%	45 40%	22 25%	22 31%	126 39%	130 39%
(-1) Tend to disagree	139 13%	77 14%	61 11%	43 12%	51 13%	44 13%	76 12%	63 13%	86 12%	53 14%	41 16%	24 8%	39 16%	15 10%	5 9%	15 17%	30 8%	109 15%	28 14%	36 13%	32 12%	37 14%	119 13%	16 12%	26 16%	32 10%	12 12%	14 13%	13 15%	47 12%	47 14%	
(-2) Strongly disagree	75 7%	42 8%	32 6%	14 4%	28 7%	34 10%	37 6%	38 8%	47 7%	28 8%	23 9%	11 4%	15 6%	15 9%	1 2%	11 12%	23 6%	52 7%	16 8%	16 6%	25 9%	13 5%	63 7%	11 8%	14 9%	13 4%	3 3%	18 16%	7 8%	20 5%	38 12%	
NET: Agree	480 44%	232 44%	240 44%	187 53%	167 43%	126 36%	284 46%	197 42%	346 48%	134 36%	98 39%	139 49%	92 37%	82 53%	29 55%	41 44%	205 54%	275 39%	81 41%	107 39%	120 44%	134 48%	401 43%	75 56%	53 33%	183 55%	48 48%	31 28%	44 49%	210 51%	104 32%	
NET: Disagree	214 20%	118 22%	94 17%	57 16%	79 20%	78 22%	113 18%	100 21%	133 18%	81 22%	63 25%	35 12%	54 22%	30 19%	6 11%	27 29%	53 14%	161 23%	43 22%	51 19%	56 21%	50 19%	182 19%	26 20%	40 25%	45 14%	16 16%	33 29%	21 23%	67 16%	85 26%	
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	*	
Don't know	33 3%	9 2%	23 4%	11 3%	15 4%	7 2%	19 3%	14 3%	19 3%	14 4%	7 3%	11 4%	7 3%	4 2%	1 2%	3 3%	7 2%	26 4%	3 1%	12 4%	5 2%	9 4%	30 3%	2 2%	2 1%	8 2%	3 3%	4 3%	3 3%	8 2%	10 3%	

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 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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER (ab)	REMAIN (ac)	LEAVE (ad)			
UNWEIGHTED BASE	1088	520	561	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	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	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%	24%		
		e	e	e	e		f							hko		p	stu																	
(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%			
				c	e		g												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%	8%	24%	21%	12%	12%	12%	17%	14%	20%	16%	14%	16%	17%	16%	14%	21%	21%	13%			
		b					g																											
(-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%			
NET: Agree	534	256	270	172	204	159	279	254	354	179	116	137	118	82	36	45	166	368	122	137	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							kl			d																	
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			
	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%			
							g							jk			q																	
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							kl		o	p		stu		u							xyz	B		C			
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%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k - l/n/m/n/o - p/q - r/s/t/u - v/w - x/y/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

	GENDER			AGE			SOCIAL GRADE		WORKING STATUS		REGION						EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MALE (a)	FEMALE (b)	16-34 (c)	35-54 (d)	55-75 (e)	ABC1 (f)	C2DE (g)	WORKING (h)	NOT WORKING (i)	NORTH (j)	MIDLANDS (k)	SOUTH (l)	GREATER LONDON (m)	WALES (n)	SCOTLAND (o)	GRADUATES (p)	NON GRADUATES (q)	UP TO £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	WHITE ETHNIC GROUP (v)	MINORITY ETHNIC GROUP (w)	CONSERVATIVE (x)	LABOUR (y)	LIBERAL DEMOCRATS (z)	REFORM UK (aa)	OTHER UK (ab)	REMAIN (ac)	LEAVE (ad)		
UNWEIGHTED BASE	1088	520	561	339	403	346	653	435	891	397	260	285	240	155	53	95	569	519	200	257	258	284	925	146	150	349	104	103	101	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		
(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%		
(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%		
(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%		
(-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%		
(-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%		
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%		
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		
	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%		
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	-0.6	-0.4	-0.16	-0.54		
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%		

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/AB - C/D  
Overlap formulae used. \* - small base