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24-089497-09 - HARMFUL CHEMICALS
28TH FEBRUARY - 3RD MARCH 2025
IPSOS

20 Jun 2025

Table 1

Q1. Before completing this survey today, to what extent were you personally worried or not about the potential impact of harmful synthetic chemicals in products you use on each of the following? - SUMMARY TABLE

Base: All adults aged 16-75 in the UK

	Your personal health	The environment
UNWEIGHTED BASE	2186	2186
WEIGHTED BASE	2186	2186
Very worried	342 16%	540 25%
Fairly worried	794 36%	951 43%
Not very worried	782 36%	490 22%
Not at all worried	214 10%	160 7%
Don't know	55 3%	45 2%
NET: Very/ fairly worried	1136 52%	1491 68%
NET: Not very/ not at all worried	995 46%	650 30%

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. Before completing this survey today, to what extent were you personally worried or not about the potential impact of harmful synthetic chemicals in products you use on each of the following? - Your personal health
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS				REGION													
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	
UNWEIGHTED BASE	2186	1112	1074	290	408	574	418	689	797	604	518	507	980	518	103	561	765	87	246	180	191	518	301	171	298	368	104	184	66	
WEIGHTED BASE	2186	1071	1097	305	398	580	389	713	608	527	471	480	983	587	103*	543	714	87*	233	179	191	519	308	181	300	368	103*	181	62*	
	100%	49%	50%	14%	18%	27%	18%	33%	28%	24%	22%	22%	45%	27%	10%	25%	33%	4%	11%	8%	9%	7%	10%	8%	14%	14%	15%	9%	3%	
Very worried	342	164	178	53	81	73	62	74	113	73	80	75	185	46	15	246	95	15	36	31	29	22	34	30	43	59	16	23	5	
	16%	15%	16%	17%	20%	19%	16%	10%	19%	12%	17%	16%	19%	13%	15%	17%	13%	17%	16%	17%	15%	14%	16%	17%	14%	19%	16%	13%	7%	
Fairly worried	794	353	434	122	128	136	145	262	197	245	177	174	316	155	39	510	284	32	80	50	74	57	83	73	116	106	34	58	30	
	36%	23%	40%	40%	32%	30%	37%	27%	32%	39%	36%	36%	32%	42%	35%	35%	36%	37%	34%	28%	38%	36%	40%	41%	39%	25%	23%	32%	40%	
Not very worried	782	410	363	100	100	137	136	130	279	220	220	166	175	367	124	33	524	258	24	79	72	69	61	65	61	111	103	37	75	25
	36%	38%	33%	33%	34%	36%	33%	39%	36%	35%	35%	36%	37%	34%	32%	36%	35%	28%	34%	40%	36%	38%	31%	34%	37%	34%	36%	34%	42%	40%
Not at all worried	214	124	90	27	43	28	37	79	67	73	31	43	93	33	15	142	72	9	29	18	14	14	24	12	25	29	14	22	2	
	10%	12%	8%	9%	11%	7%	9%	11%	11%	12%	6%	9%	10%	9%	13%	10%	10%	11%	12%	10%	7%	9%	12%	7%	8%	10%	14%	12%	4%	
Don't know	55	20	35	3	9	9	15	20	11	15	16	13	21	8	1	30	25	6	9	8	6	5	1	4	5	6	1	2	-	
	3%	2%	3%	1%	2%	2%	4%	3%	2%	2%	3%	3%	2%	2%	1%	2%	3%	7%	4%	5%	3%	3%	1%	2%	2%	2%	1%	1%	-	
NET: Very/ fairly worried	1136	517	609	175	209	208	297	336	311	318	258	249	501	202	54	757	379	47	116	81	102	79	118	103	159	165	50	81	35	
	52%	48%	56%	57%	53%	55%	53%	47%	51%	51%	55%	52%	51%	55%	53%	52%	52%	54%	50%	49%	53%	50%	57%	57%	53%	54%	49%	40%	56%	
NET: Not very/ not at all worried	995	534	463	127	180	164	167	358	287	293	197	218	460	157	48	666	330	34	108	90	83	75	89	73	136	132	51	98	27	
	46%	50%	41%	42%	45%	43%	43%	50%	47%	47%	42%	45%	47%	43%	47%	46%	45%	39%	46%	50%	43%	47%	43%	41%	45%	44%	50%	54%	44%	

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



Table 3
Q1. Before completing this survey today, to what extent were you personally worried or not about the potential impact of harmful synthetic chemicals in products you use on each of the following? - Your personal health
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				PREFER NOT TO ANSWER	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+		AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
UNWEIGHTED BASE	2186	470	459	1136	121	388	514	544	626	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	26%	26%	33%	7%	18%	25%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	18%	12%	36*	11**	93%	7%
Very worried	342	92	78	149	23	65	78	78	105	14	205	102	35	59	91	77	114	160	181	83	55	18	4	222	20
	16%	15%	12%	20%	14%	16%	14%	14%	19%	11%	16%	14%	16%	14%	12%	17%	20%	22%	13%	21%	22%	26%	23%	16%	13%
Fairly worried	794	235	238	265	55	151	219	204	167	52	486	259	89	136	296	168	194	273	521	155	88	23	7	735	59
	36%	37%	37%	35%	35%	36%	39%	37%	31%	40%	36%	37%	39%	32%	40%	36%	34%	37%	36%	39%	35%	34%	35%	36%	38%
Not very worried	782	213	247	263	59	140	188	211	201	42	460	245	77	161	263	164	194	235	547	129	79	22	5	724	57
	36%	34%	39%	35%	37%	35%	34%	38%	37%	32%	37%	35%	34%	38%	36%	35%	34%	32%	38%	32%	31%	31%	24%	36%	37%
Not at all worried	214	71	59	64	19	35	55	50	59	15	110	83	20	48	63	47	55	61	153	30	23	4	3	196	17
	10%	11%	9%	9%	12%	9%	10%	9%	11%	12%	9%	12%	9%	11%	9%	10%	10%	8%	11%	8%	9%	5%	15%	10%	11%
Don't know	55	22	17	14	2	10	18	12	7	7	31	18	6	15	19	7	14	15	40	3	8	2	1	53	2
	3%	3%	3%	2%	1%	3%	3%	2%	1%	5%	2%	3%	3%	3%	3%	1%	3%	2%	3%	1%	3%	3%	4%	3%	1%
NET: Very/ fairly worried	1136	328	316	414	78	217	297	283	273	66	651	361	124	195	388	245	308	483	702	237	144	41	11	1057	78
	52%	52%	49%	55%	49%	54%	53%	51%	50%	51%	52%	51%	55%	47%	53%	53%	54%	58%	49%	59%	56%	60%	57%	52%	51%
NET: Not very/ not at all worried	995	283	306	327	79	175	243	260	260	58	570	328	97	210	325	211	249	296	700	160	103	25	8	921	75
	44%	45%	48%	43%	49%	42%	43%	47%	48%	44%	46%	46%	43%	50%	44%	46%	44%	40%	49%	40%	40%	37%	39%	45%	48%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/x - y/z/n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 4
Q1. Before completing this survey today, to what extent were you personally worried or not about the potential impact of harmful synthetic chemicals in products you use on each of the following? - The environment
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION												
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE		FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND		SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	606	574	419	688	797	604	318	507		980	518	103	5401	765	87	246	180	191	518	205	171	298	368	104	188	60	
WEIGHTED BASE	2186	1071	1097	305	598	580	389	713	608	527	271	480		983	587	103*	5452	714	87*	233	179	191	519	308	181	300	368	103*	181	62*	
100%	49%	50%	48%	18%	31%	28%	13%	33%	28%	20%	22%	22%		45%	27%	10%	24%	34%	4%	11%	8%	9%	7%	10%	8%	14%	14%	5%	8%	3%*	
Very worried	540	257	278	82	111	112	88	147	159	139	125	117		263	80	16	360	180	22	63	39	47	39	53	52	61	88	30	34	12	
	25%	24%	25%	27%	28%	27%	23%	21%	26%	22%	27%	24%		27%	22%	15%	25%	23%	26%	27%	22%	24%	24%	26%	29%	20%	29%	29%	19%	20%	
Fairly worried	951	449	495	136	284	249	174	309	262	224	209	205		412	176	48	636	315	38	88	69	96	65	88	70	145	121	42	91	36	
	43%	42%	45%	44%	46%	39%	42%	43%	43%	44%	44%	43%		42%	48%	47%	44%	43%	44%	38%	39%	50%	41%	42%	39%	48%	40%	41%	51%	58%	
Not very worried	490	251	235	62	79	76	95	177	132	156	95	107		224	72	25	321	169	17	60	52	34	35	51	46	65	63	22	33	11	
	23%	23%	21%	20%	20%	20%	24%	25%	22%	29%	20%	22%		23%	20%	25%	22%	23%	20%	26%	29%	18%	22%	24%	25%	22%	21%	22%	18%	17%	
Not at all worried	100	97	61	22	19	33	24	63	42	44	35	39		64	30	13	107	54	9	17	16	14	12	8	22	25	6	21	3		
	7%	9%	6%	7%	5%	9%	6%	9%	7%	7%	7%	8%		7%	8%	13%	7%	7%	10%	7%	9%	4%	8%	6%	5%	7%	8%	6%	12%	5%	
Don't know	45	18	27	4	5	9	8	18	13	14	7	12		19	8	1	28	17	-	5	3	7	7	4	5	6	5	2	2	-	
	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%	1%	3%		2%	2%	1%	2%	2%	-	2%	1%	4%	5%	2%	3%	2%	2%	2%	1%	-	
NET: Very/ fairly worried	1491	706	773	218	295	261	262	455	422	413	334	322		675	257	64	996	495	61	151	108	143	104	141	122	207	210	71	125	48	
	68%	66%	70%	71%	74%	69%	67%	64%	69%	66%	71%	67%		69%	70%	62%	69%	67%	70%	65%	60%	74%	63%	68%	68%	69%	69%	70%	69%	78%	
								d																							
NET: Not very/ not at all worried	650	348	297	84	98	109	119	240	174	200	130	146		288	102	38	428	222	26	77	69	41	48	63	54	87	89	28	54	14	
	30%	32%	27%	27%	25%	29%	31%	34%	29%	32%	28%	30%		29%	28%	37%	29%	30%	30%	33%	38%	22%	30%	30%	30%	29%	29%	29%	28%	30%	22%
								d																							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/r/z - h/v/j/k - l/m/h/s/p - q/r/h/u/v/w/h/h/h/h/h/h/h/h
Overlap formulae used. * small base

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Table 5
Q1. Before completing this survey today, to what extent were you personally worried or not about the potential impact of harmful synthetic chemicals in products you use on each of the following? - The environment
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	26%	26%	33%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	18%	12%	3%	1%***	93%	7%
Very worried	540	144	141	228	27	96	138	122	150	33	304	179	57	107	161	105	167	218	321	110	84	19	5	510	30
	25%	23%	22%	30%	17%	24%	25%	22%	28%	26%	24%	25%	25%	25%	22%	23%	29%	29%	22%	28%	33%	28%	25%	25%	19%
Fairly worried	951	252	284	333	72	177	245	241	237	52	538	306	87	165	320	220	240	322	629	185	98	32	7	877	74
	43%	40%	46%	44%	45%	44%	44%	44%	44%	39%	45%	43%	38%	39%	44%	47%	42%	43%	44%	46%	38%	47%	37%	43%	48%
Not very worried	490	163	139	145	43	93	126	131	116	24	279	144	67	97	173	98	122	151	339	80	52	15	4	456	34
	22%	26%	22%	19%	27%	23%	23%	24%	21%	19%	22%	20%	29%	23%	24%	21%	21%	20%	24%	20%	20%	22%	21%	22%	22%
	160	57	48	40	15	29	42	45	28	16	85	63	12	38	54	36	32	40	120	20	17	1	3	144	16
Not at all worried	7%	9%	8%	5%	10%	7%	8%	8%	5%	12%	7%	9%	5%	9%	7%	8%	6%	5%	8%	5%	7%	1%	13%	7%	10%
Don't know	45	18	15	11	2	7	7	16	10	6	26	15	4	12	19	5	10	13	33	6	5	1	1	44	1
	2%	3%	2%	1%	1%	2%	1%	3%	2%	4%	2%	2%	2%	3%	3%	1%	2%	2%	2%	1%	2%	2%	4%	2%	1%
NET: Very/ fairly worried	1491	396	436	560	99	272	383	363	387	85	861	485	144	272	486	325	407	541	950	295	182	51	12	1386	104
	68%	63%	68%	74%	62%	68%	69%	65%	72%	65%	69%	69%	64%	65%	66%	70%	71%	73%	66%	74%	71%	75%	62%	68%	67%
NET: Not very/ not at all worried	650	220	187	185	58	123	168	176	143	40	364	207	79	135	227	133	154	191	459	100	69	16	7	600	50
	30%	35%	29%	24%	37%	31%	30%	32%	27%	31%	29%	29%	35%	32%	31%	29%	27%	26%	32%	25%	27%	23%	34%	30%	32%

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

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.



24-089497-09 - HARMFUL CHEMICALS

28TH FEBRUARY - 3RD MARCH 2025

IPSOS

20 Jun 2025

Table 6

Q2a. Thinking about products you use in your daily life, to what extent do you agree or disagree with each of the following statements? - SUMMARY TABLE

Base: All adults aged 16-75 in the UK

	I believe some chemicals play an essential role in improving how products work	For some products, I believe the benefits of them containing specific chemicals outweigh the risks to human health	UK government regulations play an important role in protecting people like myself from harmful chemicals in products
UNWEIGHTED BASE	2186	2186	2186
WEIGHTED BASE	2186	2186	2186
Strongly agree	324 15%	194 9%	618 28%
Tend to agree	1032 47%	625 29%	880 40%
Neither agree nor disagree	526 24%	686 31%	383 18%
Tend to disagree	132 6%	376 17%	146 7%
Strongly disagree	52 2%	143 7%	61 3%
Don't know	120 6%	162 7%	98 4%
NET: Agree	1356 62%	819 37%	1498 69%
NET: Disagree	184 8%	519 24%	207 9%

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
Q2a. Thinking about products you use in your daily life, to what extent do you agree or disagree with each of the following statements? - I believe some chemicals play an essential role in improving how products work
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
UNWEIGHTED BASE	2186	1056	1112	290	406	374	418	683	797	604	316	507	986	318	103	561	765	87	246	180	191	518	301	171	298	368	104	184	66	
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	471	880	367	103*	543	742	74	87*	233	179	191	519	298	181	300	304	102*	181	62*
100%	49%	50%	50%	16%	18%	17%	18%	33%	28%	29%	22%	22%	45%	17%	19%	34%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	14%	19%	36%	
Strongly agree	324	187	134	52	76	57	53	85	114	76	73	62	180	48	12	240	84	12	39	28	27	20	32	50	62	7	19	8		
15%	15%	17%	12%	17%	19%	15%	14%	12%	16%	12%	16%	13%	18%	13%	12%	17%	12%	14%	17%	16%	14%	13%	10%	18%	17%	20%	7%	10%	13%	
	b	b	b	c	c	c	c	d	d	d	d	d	mop	p	p	p	p	z	z	z	z	z	z	z	z	z	z	z	z	
Tend to agree	1032	530	493	153	190	190	160	339	290	319	220	202	459	167	50	676	356	41	117	94	79	76	102	100	137	130	44	85	27	
47%	47%	50%	45%	50%	48%	50%	42%	47%	48%	51%	47%	42%	47%	42%	49%	47%	48%	48%	50%	52%	42%	48%	49%	52%	46%	43%	42%	47%	44%	
	b	b	b	c	c	c	c	d	d	d	d	d	k	k	k	k	k	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	
Neither agree nor disagree	526	256	291	65	81	82	111	187	127	150	112	137	215	97	24	335	191	25	49	30	37	46	58	31	68	69	32	40	21	
24%	24%	21%	27%	21%	20%	22%	29%	26%	21%	24%	24%	29%	22%	20%	26%	23%	26%	28%	21%	17%	30%	29%	28%	17%	23%	23%	32%	22%	33%	
	b	b	b	c	c	c	d	d	e	e	e	e	h	h	h	h	h	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	
Tend to disagree	112	67	65	22	21	18	28	42	34	36	30	32	56	28	7	91	41	4	13	12	11	6	15	7	23	14	9	14	4	
6%	6%	6%	7%	5%	5%	5%	7%	6%	6%	6%	6%	7%	6%	8%	7%	6%	6%	5%	5%	7%	6%	4%	7%	4%	8%	5%	9%	7%	6%	
Strongly disagree	52	27	25	7	11	9	13	11	15	10	14	13	27	9	3	39	12	1	7	4	3	2	4	1	9	5	7	-	-	
2%	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%	3%	3%	2%	1%	3%	2%	2%	1%	2%	1%	3%	3%	3%	5%	4%	
	b	b	b	c	c	c	c	d	e	e	e	e	h	h	h	h	h	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	
Don't know	120	30	90	6	19	24	23	50	29	36	22	34	45	18	6	70	51	3	9	10	14	9	8	11	13	20	5	17	2	
6%	6%	3%	8%	2%	5%	6%	6%	7%	5%	6%	5%	7%	5%	3%	3%	7%	7%	3%	4%	6%	7%	3%	4%	6%	4%	7%	3%	9%	4%	
	b	b	b	c	c	c	c	d	e	e	e	e	h	h	h	h	h	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	
NET: Agree	1356	718	626	205	266	248	213	424	404	395	293	264	639	215	62	916	440	53	156	122	106	96	123	111	187	191	50	104	35	
62%	62%	67%	57%	67%	67%	67%	65%	59%	68%	63%	62%	55%	65%	59%	61%	63%	60%	61%	67%	68%	56%	61%	59%	73%	62%	63%	50%	57%	57%	
	b	b	b	c	c	c	d	d	e	e	e	e	h	h	h	h	h	z	z	z	z	z	z	z	z	z	z	z	z	
NET: Disagree	184	94	89	29	32	27	42	53	49	46	44	45	83	37	10	131	53	5	20	16	14	8	18	7	32	23	14	21	4	
8%	8%	9%	8%	10%	8%	7%	11%	7%	8%	7%	9%	9%	8%	10%	10%	9%	7%	6%	8%	9%	7%	5%	9%	4%	11%	8%	14%	12%	6%	
	b	b	b	c	c	c	d	d	e	e	e	e	h	h	h	h	h	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	sw	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/r/k - n/i/j/l - l/m/h/o/p - q/r/t/u/v/w/n/h/j/l/n
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 8
Q2a. Thinking about products you use in your daily life, to what extent do you agree or disagree with each of the following statements? - I believe some chemicals play an essential role in improving how products work
Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION					INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)		UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111		388	514	544	625	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159		402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	29%	26%	33%	7%		18%	26%	25%	25%	6%	57%	31%	10%	19%	33%	21%	26%	34%	25%	19%	12%	35%	1%**	93%	7%
Strongly agree	324	94	90	141	19		46	69	80	119	11	186	114	24	47	96	72	109	122	191	57	61	9	6	204	20
15%	15%	13%	13%	19%	12%		11%	12%	14%	22%	9%	15%	16%	11%	11%	13%	16%	19%	18%	13%	14%	24%	14%	31%	15%	13%
Tend to agree	1022	281	333	384	54		189	273	252	256	39	586	352	94	152	357	211	272	345	687	181	123	32	8	944	88
47%	47%	44%	52%	48%	34%		47%	49%	46%	47%	3%	47%	50%	41%	46%	49%	46%	48%	46%	48%	45%	48%	47%	42%	46%	57%
Neither agree nor disagree	526	175	139	154	57		108	137	146	100	35	315	143	68	106	175	119	126	181	345	119	43	17	2	493	33
24%	24%	28%	22%	20%	36%		27%	24%	26%	19%	27%	25%	20%	30%	25%	24%	26%	22%	24%	24%	30%	17%	15%	12%	24%	21%
Tend to disagree	132	41	36	43	13		24	35	30	32	11	72	42	17	28	41	31	32	38	94	21	12	3	2	124	8
6%	6%	6%	6%	6%	8%		6%	6%	5%	6%	8%	6%	6%	7%	7%	6%	7%	6%	5%	7%	5%	5%	4%	12%	6%	5%
Strongly disagree	52	13	13	21	5		11	12	13	15	1	32	13	8	12	19	10	11	19	33	11	7	1	-	50	2
2%	2%	2%	2%	3%	3%		3%	2%	2%	3%	1%	3%	2%	3%	3%	3%	2%	2%	2%	2%	3%	3%	1%	-	2%	1%
Don't know	120	38	38	33	11		24	34	30	19	14	61	44	16	36	43	19	22	29	92	12	10	6	1	116	5
6%	6%	6%	6%	4%	7%		6%	6%	5%	3%	11%	5%	6%	7%	9%	6%	4%	4%	4%	6%	3%	4%	9%	4%	6%	3%
NET: Agree	1356	366	412	505	73		235	341	335	375	70	772	466	118	238	453	284	381	478	878	238	184	42	14	1248	108
62%	62%	58%	65%	67%	46%		59%	61%	60%	69%	54%	62%	66%	52%	57%	62%	61%	67%	64%	61%	59%	72%	60%	73%	61%	70%
NET: Disagree	184	54	49	64	17		35	47	43	46	12	104	55	25	40	60	41	43	56	127	32	19	4	2	174	10
8%	8%	9%	8%	8%	11%		9%	8%	8%	9%	9%	8%	8%	11%	9%	8%	9%	7%	8%	9%	8%	7%	5%	12%	9%	6%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 9
Q2a. Thinking about products you use in your daily life, to what extent do you agree or disagree with each of the following statements? - For some products, I believe the benefits of them containing specific chemicals outweigh the risks to human health
Base: All adults aged 16-75 in the UK

	GENDER		AGE						SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNWEIGHTED BASE	2186	1056	1132	290	406	374	418	669	797	604	318	507	980	518	103	1601	765	87	246	180	191	518	301	171	298	368	104	184	60
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	983	587	103*	1612	714	87*	233	179	191	519	308	181	300	368	103*	181	62*
	100%	49%	50%	14%	18%	17%	18%	33%	32%	24%	12%	22%	45%	27%	10%	74%	33%	4%	11%	8%	9%	7%	10%	8%	14%	14%	14%	8%	3%
Strongly agree	194	119	75	51	54	37	24	29	69	31	52	43	109	31	10	150	44	5	31	15	18	14	15	8	29	36	6	15	3
	9%	11%	7%	17%	13%	10%	6%	4%	11%	5%	11%	9%	11%	8%	10%	10%	6%	6%	13%	8%	9%	9%	7%	10%	12%	12%	6%	8%	5%
Tend to agree	625	337	277	108	129	123	90	176	204	169	150	102	322	82	28	432	193	28	65	39	61	36	45	62	93	109	24	38	24
	29%	31%	25%	35%	32%	33%	23%	25%	34%	27%	32%	21%	33%	22%	27%	30%	26%	32%	28%	22%	32%	32%	22%	35%	21%	26%	24%	31%	28%
		b		fe	fe	fe			ik	k	k		mod			m			w		sva	sva	sva	w	sva	sva	sva		
Neither agree nor disagree	686	294	389	83	108	103	142	249	152	223	131	181	266	141	29	435	250	31	73	62	63	56	66	45	104	82	33	55	16
	31%	27%	35%	27%	27%	27%	37%	35%	25%	36%	28%	38%	27%	39%	28%	30%	34%	36%	31%	35%	33%	35%	32%	25%	35%	27%	32%	31%	26%
Tend to disagree	376	196	178	36	68	66	75	130	105	110	80	81	165	62	18	246	130	10	36	29	29	33	48	33	44	41	24	35	14
	17%	18%	16%	12%	17%	17%	19%	18%	17%	18%	17%	17%	17%	17%	17%	17%	18%	12%	15%	16%	15%	21%	23%	18%	15%	13%	24%	19%	23%
Strongly disagree	143	72	70	13	17	22	29	62	47	42	22	32	58	17	13	88	55	4	15	11	12	5	19	12	16	16	10	20	4
	7%	7%	6%	4%	4%	6%	7%	9%	8%	7%	5%	7%	6%	5%	12%	6%	8%	4%	6%	6%	6%	3%	9%	6%	5%	5%	10%	11%	6%
Don't know	162	54	107	14	23	29	29	68	31	52	37	42	62	33	5	101	62	9	14	24	8	14	14	21	14	19	4	18	2
	7%	5%	10%	a	a			c	h	h	h	h	6%	9%	5%	7%	8%	10%	6%	14%	14%	9%	7%	14	12%	6%	4%	10%	3%
NET: Agree	819	456	362	159	182	160	114	205	274	200	202	144	411	113	38	582	237	33	96	54	79	51	61	71	122	145	30	53	17
	37%	43%	32%	52%	46%	42%	29%	29%	45%	32%	43%	30%	44%	31%	37%	40%	32%	38%	41%	30%	41%	32%	29%	39%	41%	48%	30%	53%	27%
		b		fe	fe	fe			ik	ik	ik		mop		mp				sva		sva		sva	sva	sva	sva	sva		
NET: Disagree	519	268	248	49	86	88	104	192	152	152	101	113	223	79	31	333	185	14	50	39	41	38	67	44	61	57	34	55	18
	24%	25%	23%	16%	21%	23%	27%	27%	25%	24%	22%	24%	23%	22%	30%	23%	25%	16%	22%	22%	21%	24%	32%	24%	20%	19%	34%	30%	29%
				c	c	c	c	c														sva	sva	sva	sva	sva	sva	sva	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/r/z - n/v/j/a - i/m/h/o/p - q/i/h/u/v/w/n/h/h/a/b
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 10

Q2a. Thinking about products you use in your daily life, to what extent do you agree or disagree with each of the following statements? - For some products, I believe the benefits of them containing specific chemicals outweigh the risks to human health

Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				PREFER NOT TO ANSWER	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+		AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	26%	26%	33%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	19%	12%	35%	1%**	91%	7%
Strongly agree	194	47	49	86	13	31	48	51	58	7	105	82	7	24	45	53	72	102	93	48	39	10	4	185	10
	9%	7%	8%	11%	8%	8%	9%	9%	11%	5%	8%	12%	3%	6%	6%	12%	13%	14%	6%	12%	15%	15%	20%	9%	6%
Tend to agree	625	162	192	234	38	108	152	158	181	26	370	202	52	103	193	137	192	236	389	115	92	20	8	586	38
	29%	26%	30%	31%	24%	27%	27%	28%	23%	20%	30%	29%	23%	24%	26%	30%	34%	32%	27%	22%	36%	29%	43%	29%	25%
Neither agree nor disagree	686	231	210	195	49	147	178	174	138	49	386	209	90	150	242	145	149	207	479	121	66	15	5	627	59
	31%	37%	33%	26%	31%	37%	32%	31%	25%	38%	31%	30%	40%	36%	33%	31%	26%	28%	33%	30%	26%	21%	24%	31%	38%
		c				h	h	h	h	h			ii	o	o			p							
Tend to disagree	376	109	97	138	32	62	95	94	101	24	212	119	45	78	132	79	87	117	259	73	31	13	-	345	31
	17%	17%	15%	18%	20%	15%	17%	17%	19%	18%	17%	17%	20%	19%	18%	17%	15%	16%	18%	18%	12%	18%	-	17%	20%
Strongly disagree	143	29	32	66	16	23	34	37	39	9	94	33	16	24	58	26	35	46	97	26	15	3	2	135	8
	7%	5%	5%	9%	10%	6%	6%	7%	7%	7%	8%	5%	7%	6%	8%	6%	6%	6%	7%	6%	6%	5%	10%	7%	5%
Don't know	162	55	58	38	11	31	52	41	25	15	84	62	16	41	62	22	36	37	125	18	11	8	1	152	10
	7%	9%	9%	5%	7%	8%	9%	7%	5%	11%	7%	9%	7%	10%	9%	5%	6%	5%	9%	4%	4%	12%	4%	8%	6%
		c				h	h		h					n	n			p		rs					
NET: Agree	819	209	240	319	51	139	200	208	239	33	475	284	60	126	238	191	264	338	482	164	132	30	12	771	48
	37%	33%	38%	42%	32%	35%	36%	38%	44%	25%	38%	40%	26%	30%	32%	41%	46%	45%	33%	41%	52%	44%	62%	38%	31%
				ad		x	x	efex			k	k				lm	lm	q		r					
NET: Disagree	519	138	129	204	48	85	129	132	139	33	306	152	61	102	190	105	122	162	356	98	46	16	2	480	38
	24%	22%	20%	27%	30%	21%	23%	24%	26%	26%	24%	21%	27%	24%	26%	23%	21%	22%	25%	25%	18%	23%	10%	24%	25%
				ah	h																				

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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
Q2a. Thinking about products you use in your daily life, to what extent do you agree or disagree with each of the following statements? - UK government regulations play an important role in protecting people like myself from harmful chemicals in products
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION										
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1071	1112	290	608	874	418	689	797	604	318	507	986	318	103	1601	785	87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	598	880	389	713	698	527	271	480	993	387	103*	1612	714	87*	233	179	191	519	308	181	300	368	103*	181	62*
100%	49%	49%	50%	14%	18%	17%	18%	33%	20%	22%	22%	22%	45%	17%	19%	66%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	15%	19%	8%
Strongly agree	618	315	298	76	139	111	120	173	192	186	111	129	292	93	31	416	203	20	73	63	65	41	57	50	83	82	30	41	12
	28%	29%	27%	25%	35%	29%	31%	24%	31%	30%	24%	27%	30%	25%	30%	29%	28%	23%	31%	30%	34%	26%	27%	28%	28%	27%	30%	23%	20%
									1											A8	A								
Tend to agree	880	444	428	105	136	154	157	329	245	245	203	186	391	148	35	574	306	42	88	73	72	67	85	77	116	118	36	72	34
	40%	41%	39%	34%	34%	41%	40%	46%	40%	39%	43%	39%	40%	40%	34%	40%	42%	46%	38%	41%	38%	42%	41%	43%	39%	39%	35%	40%	rsnw2
Neither agree nor disagree	383	170	210	79	67	58	64	116	100	106	56	81	175	63	16	254	120	16	46	23	28	22	37	26	58	58	22	37	10
	18%	16%	19%	28%	17%	15%	17%	26%	18%	17%	20%	17%	18%	17%	16%	18%	18%	15%	20%	13%	13%	15%	14%	18%	14%	19%	19%	21%	16%
				cd																									
Tend to disagree	146	77	67	20	26	25	22	44	33	41	31	41	60	32	12	103	42	5	11	6	15	13	16	11	22	19	6	17	3
	7%	7%	6%	6%	7%	7%	6%	6%	5%	7%	7%	8%	6%	9%	12%	7%	6%	6%	5%	3%	8%	8%	8%	6%	7%	6%	6%	9%	5%
Strongly disagree	61	27	33	4	15	15	12	15	16	20	9	16	25	15	4	44	17	-	10	2	2	5	7	1	11	11	4	8	1
	3%	3%	3%	1%	4%	4%	3%	2%	3%	3%	2%	3%	3%	4%	4%	3%	2%	-	4%	1%	1%	3%	3%	*	4%	4%	4%	4%	1%
Don't know	98	38	60	13	17	18	13	37	23	28	20	27	40	15	5	61	37	3	4	12	9	11	6	15	10	13	4	5	2
	4%	4%	6%	4%	4%	5%	3%	5%	4%	5%	4%	6%	4%	4%	5%	4%	5%	4%	2%	7%	5%	7%	3%	9%	3%	5%	3%	3%	4%
NET: Agree	1498	758	726	181	274	265	277	501	437	432	314	315	682	241	66	989	509	62	161	136	137	108	142	128	198	201	66	114	46
	69%	71%	66%	59%	69%	70%	71%	70%	72%	69%	67%	66%	69%	66%	64%	68%	69%	72%	69%	70%	72%	68%	68%	71%	66%	66%	65%	63%	74%
				c	c	c	c	c	b																				
NET: Disagree	207	105	101	33	41	40	34	59	48	61	41	57	84	47	16	147	59	5	22	8	17	18	23	12	33	30	10	25	4
	9%	10%	9%	11%	10%	10%	9%	8%	8%	10%	9%	12%	9%	13%	15%	10%	8%	6%	9%	5%	9%	11%	11%	6%	11%	10%	10%	14%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/r/k - n/i/j/l - j/m/h/o/p - q/r/t/u/v/w/x/y/z/j/a/b
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
Q2a. Thinking about products you use in your daily life, to what extent do you agree or disagree with each of the following statements? - UK government regulations play an important role in protecting people like myself from harmful chemicals in products
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER			
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO	
UNWEIGHTED BASE	TOTAL	2186	479	459	1136	388	514	544	626	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148	
WEIGHTED BASE	TOTAL	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
Strongly agree	618	142	167	273	37	94	145	160	183	38	355	210	53	115	395	121	188	232	385	109	94	25	5	576	42	
	28%	22%	26%	36%	23%	23%	26%	29%	33%	29%	28%	30%	23%	27%	27%	26%	33%	31%	27%	27%	37%	36%	27%	28%	27%	
Tend to agree	880	260	267	292	61	161	241	234	197	46	513	263	104	181	314	187	198	272	608	147	91	28	6	819	61	
	40%	41%	42%	39%	38%	40%	43%	42%	37%	36%	41%	37%	46%	43%	43%	40%	35%	37%	42%	37%	36%	40%	31%	40%	39%	
Neither agree nor disagree	383	129	113	108	32	75	108	85	86	30	224	120	39	73	116	81	113	132	251	76	39	9	7	359	24	
	18%	20%	18%	14%	20%	19%	19%	15%	16%	23%	18%	17%	17%	17%	16%	18%	20%	18%	17%	19%	15%	14%	37%	18%	15%	
Tend to disagree	146	46	48	38	13	33	28	40	38	7	79	53	14	20	49	38	39	59	87	41	15	3	-	129	17	
	7%	7%	8%	5%	8%	8%	5%	7%	7%	5%	6%	7%	6%	5%	7%	8%	7%	8%	6%	10%	6%	5%	-	6%	11%	
Strongly disagree	61	16	18	20	7	12	9	17	22	2	35	16	10	9	26	14	12	22	39	13	9	-	-	57	3	
	3%	3%	3%	3%	4%	3%	2%	3%	4%	1%	3%	2%	4%	2%	4%	3%	2%	3%	3%	3%	4%	-	-	3%	2%	
Don't know	98	39	26	24	10	27	27	20	17	8	46	45	7	21	33	21	23	27	72	15	7	4	1	89	9	
	4%	6%	4%	3%	6%	7%	5%	4%	3%	6%	4%	6%	3%	5%	5%	5%	4%	4%	5%	4%	3%	6%	4%	4%	6%	
NET: Agree	1498	402	433	565	97	255	386	394	378	85	868	474	157	296	508	308	386	505	993	256	185	52	12	1396	103	
	69%	64%	68%	75%	61%	64%	69%	71%	70%	65%	69%	67%	69%	71%	69%	67%	67%	68%	69%	64%	72%	76%	58%	69%	66%	
NET: Disagree	207	63	66	58	20	45	37	56	59	8	114	68	24	30	74	52	50	81	126	53	24	3	-	187	20	
	9%	10%	10%	8%	13%	11%	7%	10%	11%	6%	9%	10%	11%	7%	10%	11%	9%	11%	9%	13%	9%	5%	-	9%	13%	

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.



24-089497-09 - HARMFUL CHEMICALS

28TH FEBRUARY - 3RD MARCH 2025

IPSOS

20 Jun 2025

Table 13

Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - SUMMARY TABLE

Base: All adults aged 16-75 in the UK

	The chemical contents of products I buy before making a purchase	The potential long-term health impacts of chemicals in products that I use	The potential long-term health impacts of chemicals in products that those in my family use	The environmental impact of chemicals in the products in our household	The chemical ingredients on the label of the products I buy
UNWEIGHTED BASE	2186	2186	2186	2186	2186
WEIGHTED BASE	2186	2186	2186	2186	2186
Always	319 15%	376 17%	406 19%	360 16%	366 17%
Sometimes	883 40%	882 40%	888 41%	915 42%	881 40%
Hardly ever	608 28%	603 28%	558 26%	577 26%	596 27%
Never	298 14%	239 11%	251 11%	258 12%	273 12%
Don't know	77 4%	86 4%	82 4%	76 3%	70 3%
NET: Always/ sometimes	1202 55%	1258 58%	1295 59%	1276 58%	1247 57%
NET: Hardly ever/ never	907 41%	842 39%	809 37%	835 38%	869 40%

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
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The chemical contents of products I buy before making a purchase
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	606	874	418	668	797	604	318	507	980	518	103	561	765	87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	598	880	389	713	608	527	471	480	983	587	103*	542	714	87*	233	179	191	519	308	181	300	358	103*	181	62*
100%	49%	49%	50%	14%	18%	17%	18%	33%	20%	20%	22%	22%	45%	17%	19%	16%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	15%	8%	36%
Always	319	156	162	46	75	73	41	85	120	70	75	54	161	38	18	217	103	18	29	21	24	24	35	30	39	53	16	26	5
	15%	15%	15%	15%	13%	10%	10%	12%	20%	11%	16%	11%	16%	10%	17%	15%	14%	20%	12%	12%	13%	15%	17%	13%	17%	13%	16%	14%	8%
Sometimes	883	429	446	119	178	151	161	274	259	267	176	181	410	161	44	615	268	25	87	64	82	61	81	81	124	129	32	74	34
	40%	40%	41%	39%	45%	40%	41%	38%	43%	43%	37%	38%	42%	44%	43%	42%	37%	25%	37%	30%	42%	38%	44%	45%	41%	43%	32%	41%	54%
Hardly ever	608	305	300	88	76	110	123	212	148	188	128	145	253	112	25	391	218	28	68	54	56	48	58	37	92	76	29	48	15
	28%	28%	27%	29%	28%	25%	32%	30%	24%	30%	27%	30%	26%	31%	25%	27%	30%	32%	29%	30%	29%	30%	28%	21%	31%	25%	28%	24%	24%
Never	208	158	129	33	55	38	51	122	66	82	78	72	128	46	14	188	111	12	39	33	26	18	16	27	38	33	18	29	9
	14%	15%	13%	11%	14%	10%	13%	17%	11%	13%	17%	15%	13%	13%	13%	13%	15%	14%	17%	18%	14%	11%	7%	15%	13%	11%	18%	16%	14%
Don't know	77	24	51	20	14	9	13	21	15	19	15	29	31	9	2	42	35	5	10	7	9	8	6	7	12	6	5	-	-
	4%	2%	5%	6%	4%	2%	3%	3%	2%	3%	3%	6%	3%	2%	2%	3%	5%	5%	4%	4%	2%	6%	4%	3%	2%	4%	6%	2%	-
NET: Always/sometimes	1202	585	608	164	253	224	202	359	379	338	251	235	571	199	62	832	371	43	115	85	106	84	126	111	163	182	48	100	39
	55%	55%	55%	54%	64%	59%	52%	50%	62%	54%	53%	49%	58%	54%	60%	57%	51%	49%	49%	48%	55%	53%	61%	54%	60%	47%	55%	55%	63%
NET: Hardly ever / never	907	462	438	121	131	147	173	334	214	270	206	217	381	158	39	578	328	40	108	87	82	66	73	64	130	110	47	77	23
	41%	43%	40%	40%	33%	39%	43%	47%	35%	43%	44%	45%	39%	43%	38%	40%	45%	46%	46%	48%	43%	41%	35%	36%	44%	36%	47%	42%	37%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/f/g - h/i/j/k - l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/n/n/n/n/n
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
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The chemical contents of products I buy before making a purchase
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
UNWEIGHTED BASE	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
	2186	470	459	1136	111	388	514	544	605	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	29%	29%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	19%	12%	35**	1%**	93%	7%
Always	319	94	84	145	13	48	81	73	104	14	200	91	28	45	99	68	106	152	158	72	62	10	7	200	19
	15%	13%	12%	19%	8%	12%	14%	13%	19%	10%	16%	13%	12%	11%	14%	15%	19%	20%	12%	18%	24%	15%	38%	15%	13%
Sometimes	883	225	273	328	57	164	214	215	238	52	512	281	90	162	289	188	244	314	589	164	109	35	6	829	55
	40%	36%	43%	43%	36%	41%	38%	39%	44%	39%	41%	40%	40%	39%	39%	41%	43%	42%	39%	41%	43%	50%	30%	41%	35%
Hardly ever	608	192	173	188	55	116	154	180	118	40	351	194	63	117	222	133	137	182	427	104	62	13	3	559	50
	28%	30%	27%	25%	35%	29%	28%	32%	22%	31%	28%	28%	28%	28%	30%	29%	24%	24%	30%	36%	24%	19%	15%	28%	32%
Never	298	103	100	77	19	53	93	66	65	21	152	110	36	82	96	58	62	68	230	45	15	7	2	276	22
	14%	16%	16%	10%	12%	13%	17%	12%	12%	16%	12%	16%	16%	20%	13%	13%	11%	9%	16%	11%	6%	10%	9%	14%	14%
Don't know	77	29	14	19	15	20	17	20	15	5	37	30	10	13	26	16	22	28	49	16	7	4	2	67	10
	4%	5%	2%	3%	9%	5%	3%	4%	3%	4%	3%	4%	4%	3%	4%	3%	4%	4%	3%	4%	3%	6%	8%	3%	6%
NET: Always/ sometimes	1202	309	351	472	70	212	295	289	342	65	711	373	118	208	388	256	350	466	736	236	171	45	13	1128	74
	55%	49%	55%	62%	44%	53%	53%	52%	63%	50%	57%	53%	52%	50%	53%	55%	61%	63%	51%	59%	67%	65%	68%	56%	48%
NET: Hardly ever/ never	907	295	273	265	74	169	247	246	184	61	503	305	99	199	318	191	199	250	657	148	77	20	5	835	71
	41%	47%	43%	35%	47%	42%	44%	44%	34%	46%	40%	43%	44%	47%	43%	41%	35%	34%	46%	37%	30%	29%	24%	41%	46%
		c	c		c	h	h	h		h				o	o			p							

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 16
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The potential long-term health impacts of chemicals in products that I use
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	408	374	418	689	797	604	318	507	980	518	103	1601	765	87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	608	527	271	480	993	587	103*	1612	714	87*	233	179	191	519	308	181	300	368	103*	181	62*
100%	49%	50%	48%	16%	18%	17%	18%	33%	23%	22%	22%	22%	45%	17%	15*	46%	34%	45*	11%	8%	9%	7%	10%	8%	14%	14%	15*	8%	36*
Always	37%	18%	18%	63	87	80	44	103	133	99	75	70	190	99	16	265	111	21	38	30	33	31	41	31	40	55	16	32	10
	17%	17%	17%	21%	22%	21%	11%	14%	22%	16%	16%	14%	19%	16%	15%	18%	15%	24%	16%	17%	17%	19%	20%	17%	13%	18%	15%	18%	15%
Sometimes	40%	42%	40%	16	26	26	170	269	267	254	184	177	414	151	45	610	271	23	91	63	85	68	89	73	123	134	34	71	28
	40%	40%	42%	44%	40%	39%	44%	28%	44%	41%	39%	37%	42%	41%	44%	42%	37%	26%	39%	33%	40%	43%	41%	41%	44%	34%	39%	45%	45%
Hardly ever	60%	30%	29%	65	94	109	113	223	145	183	141	135	245	110	24	380	224	31	63	51	53	39	53	48	96	75	28	46	20
	28%	29%	27%	21%	24%	29%	29%	31%	24%	29%	30%	28%	25%	30%	24%	30%	30%	35%	27%	29%	28%	24%	25%	27%	32%	25%	28%	23%	32%
Never	23%	11%	12%	25	42	32	47	92	51	66	53	69	94	31	15	140	99	9	28	30	15	13	18	20	33	25	17	26	4
	11%	10%	12%	8%	10%	8%	12%	13%	8%	11%	11%	14%	10%	8%	14%	10%	13%	11%	12%	17%	8%	8%	9%	11%	11%	8%	17%	14%	7%
Don't know	8%	4%	4%	18	17	9	15	27	13	25	19	30	39	16	3	57	29	3	13	5	5	9	8	8	8	13	7	7	-
	4%	4%	4%	6%	4%	2%	4%	4%	2%	4%	4%	6%	4%	4%	3%	4%	4%	4%	6%	3%	3%	5%	4%	4%	3%	4%	7%	4%	-
NET: Always/sometimes	121%	61%	63%	197	246	230	214	372	400	353	258	247	605	210	60	875	382	44	129	93	118	98	130	104	163	189	50	103	38
	58%	57%	58%	65%	62%	60%	55%	52%	66%	56%	55%	51%	62%	57%	59%	60%	52%	50%	55%	52%	62%	62%	62%	58%	54%	62%	49%	57%	61%
NET: Hardly ever / never	84%	41%	42%	90	136	141	160	315	196	249	194	204	319	141	39	519	323	40	91	81	68	52	71	69	129	101	45	72	24
	39%	39%	38%	29%	34%	37%	41%	44%	32%	40%	41%	42%	35%	38%	38%	36%	44%	40%	39%	45%	35%	33%	34%	38%	43%	33%	44%	40%	39%

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



Table 17
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The potential long-term health impacts of chemicals in products that I use

Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION					INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)		UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	470	459	1136	121		388	514	544	625	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159		402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	26%	26%	33%	7%		18%	26%	25%	25%	6%	57%	31%	10%	19%	33%	21%	26%	34%	60%	19%	12%	31%	11**	93%	7%
Always	376	95	99	164	19		59	92	83	121	20	221	116	40	55	108	89	124	178	158	89	70	13	6	344	32
	17%	15%	15%	22%	12%		15%	17%	15%	22%	15%	18%	16%	18%	13%	15%	19%	22%	24%	14%	22%	27%	18%	32%	17%	20%
				abd						efg							i	lm	q							
Sometimes	862	239	268	322	53		163	219	214	236	49	519	281	63	152	292	192	245	316	566	172	103	32	8	820	61
	40%	28%	42%	43%	34%		41%	39%	39%	44%	37%	41%	40%	36%	36%	40%	42%	43%	42%	38%	43%	40%	47%	44%	40%	40%
Hardly ever	603	178	183	191	52		115	146	184	120	37	361	177	65	124	231	116	133	163	440	90	57	13	3	567	36
	28%	28%	29%	25%	33%		29%	26%	33%	22%	28%	29%	25%	28%	29%	32%	25%	23%	22%	31%	22%	23%	19%	16%	28%	23%
							h			fh					o	no			p							
Never	239	85	73	61	20		42	78	54	47	17	111	93	35	73	72	47	47	53	185	32	13	7	1	223	15
	11%	13%	12%	8%	12%		11%	14%	10%	9%	13%	9%	13%	15%	17%	10%	10%	8%	7%	13%	8%	5%	11%	3%	11%	10%
		c						h					i		mmn				p							
Don't know	86	37	16	19	15		21	22	18	16	8	40	40	6	15	29	19	23	34	52	17	12	4	1	76	10
	4%	6%	2%	2%	9%		5%	4%	3%	3%	6%	3%	6%	3%	4%	4%	4%	4%	5%	4%	4%	5%	6%	5%	4%	7%
		bc			bc								i													
NET: Always/ sometimes	1258	333	366	486	72		222	312	298	357	69	739	396	122	208	400	281	369	489	764	261	173	45	15	1165	93
	58%	53%	57%	64%	45%		55%	56%	54%	66%	52%	59%	56%	54%	50%	55%	61%	65%	66%	53%	65%	68%	65%	76%	57%	60%
		d		abd						efgx							i	lm	q							
NET: Hardly ever/ never	842	263	256	251	72		158	224	239	167	54	472	270	99	197	303	163	179	217	625	122	70	20	4	790	52
	39%	41%	40%	33%	45%		39%	40%	43%	31%	41%	38%	38%	44%	47%	41%	35%	31%	29%	43%	31%	28%	30%	19%	38%	33%
		c	c		c		h	h	h		h				no	o			p							

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

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
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The potential long-term health impacts of chemicals in products that those in my family use
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1132	290	408	374	418	688	797	604	318	507	980	318	103	561	765	87	246	180	191	518	301	171	298	368	104	184	60
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	993	387	103*	543	714	87*	233	179	191	519	308	181	300	304	103*	181	62*
100%	49%	49%	50%	14%	18%	17%	18%	33%	29%	22%	22%	22%	45%	17%	19%	34%	34%	4%	11%	8%	9%	7%	10%	8%	14%	14%	14%	8%	3%
Always	406	206	198	67	100	79	52	107	137	105	90	74	202	60	16	278	128	23	48	32	30	28	43	32	46	64	19	29	13
19%	19%	19%	18%	22%	25%	21%	13%	15%	23%	17%	19%	16%	21%	16%	15%	19%	17%	26%	21%	18%	16%	17%	21%	18%	15%	21%	19%	16%	21%
Sometimes	888	431	451	132	158	162	169	267	255	258	196	180	414	159	47	620	269	27	75	63	92	66	85	73	133	132	35	75	22
41%	40%	42%	42%	42%	40%	42%	42%	37%	42%	41%	42%	37%	42%	43%	40%	47%	37%	32%	32%	33%	40%	42%	40%	41%	44%	42%	35%	41%	35%
Hardly ever	558	278	276	66	88	92	103	210	143	164	121	131	234	100	27	360	198	24	64	43	45	42	43	50	84	68	31	42	21
26%	26%	25%	22%	22%	24%	26%	26%	29%	24%	26%	22%	27%	24%	27%	26%	25%	27%	28%	27%	24%	24%	28%	21%	28%	28%	23%	30%	23%	34%
Never	251	115	133	27	36	35	49	104	59	74	50	67	97	35	9	142	109	11	35	32	21	16	18	17	30	25	14	26	5
11%	11%	12%	9%	9%	9%	13%	13%	15%	10%	12%	11%	14%	10%	10%	9%	10%	15%	13%	15%	18%	11%	10%	9%	10%	8%	14%	13%	13%	9%
Don't know	82	41	39	14	15	12	16	25	14	26	14	28	36	12	4	52	30	1	12	9	3	8	9	7	7	15	3	8	-
4%	4%	4%	4%	4%	4%	3%	4%	4%	2%	4%	3%	6%	4%	3%	3%	4%	4%	1%	5%	5%	1%	5%	4%	4%	2%	5%	3%	4%	-
NET: Always/sometimes	1295	637	649	198	259	242	221	375	392	362	286	254	616	219	63	898	397	50	123	95	122	94	138	106	179	195	54	104	35
59%	59%	59%	60%	65%	64%	64%	57%	53%	64%	58%	61%	53%	63%	60%	61%	62%	54%	58%	53%	53%	64%	59%	66%	59%	60%	64%	53%	58%	56%
NET: Hardly ever / never	809	393	409	86	93	124	152	314	202	238	171	198	311	135	36	502	307	35	99	75	66	57	61	68	114	93	45	69	27
37%	37%	37%	31%	31%	33%	33%	39%	44%	33%	38%	36%	41%	34%	37%	35%	35%	42%	41%	42%	42%	35%	36%	29%	37%	38%	31%	44%	38%	44%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/f/g - h/i/j/k - l/m/n/o/p - q/r/s/t/u/v/w/x/y/z/n/a/b
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
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The potential long-term health impacts of chemicals in products that those in my family use
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS				NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD				NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER			
		GCSE/ OLEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO				
UNWEIGHTED BASE	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)					
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)					
WEIGHTED BASE	2186	470	459	1136	111	388	514	544	626	136	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148				
	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155				
	100%	26%	26%	33%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	62%	18%	12%	3%	1%	91%	7%				
Always	406	108	108	169	22	63	114	92	118	20	244	123	39	54	122	96	133	185	221	90	71	17	8	276	30				
	19%	17%	17%	22%	14%	16%	20%	17%	22%	15%	19%	17%	17%	13%	17%	21%	23%	25%	15%	22%	28%	24%	41%	19%	19%				
Sometimes	888	245	265	316	63	172	205	222	235	54	530	276	82	159	284	197	249	330	558	177	114	34	6	829	60				
	41%	29%	42%	42%	39%	43%	37%	40%	43%	42%	42%	39%	36%	38%	39%	43%	44%	44%	39%	44%	45%	49%	28%	41%	39%				
Hardly ever	558	167	172	181	38	102	138	172	115	31	321	173	64	120	212	110	117	152	406	86	53	10	3	517	41				
	26%	26%	27%	24%	24%	25%	25%	31%	21%	24%	26%	24%	28%	28%	29%	24%	21%	20%	28%	22%	21%	14%	17%	25%	26%				
Never	251	87	75	69	20	45	79	49	57	19	120	97	34	73	83	42	52	54	197	33	14	6	1	236	14				
	11%	14%	12%	9%	12%	11%	14%	9%	11%	15%	10%	14%	15%	17%	11%	9%	9%	7%	14%	8%	5%	9%	6%	12%	9%				
Don't know	82	26	18	21	17	20	22	20	15	6	37	38	7	14	31	18	20	22	60	15	3	2	2	72	10				
	4%	4%	3%	3%	11%	5%	4%	4%	3%	4%	3%	5%	3%	3%	4%	4%	3%	3%	4%	4%	1%	3%	8%	4%	6%				
NET: Always/ sometimes	1295	353	373	485	84	234	319	314	353	74	774	399	122	213	407	293	382	515	779	266	185	51	14	1205	90				
	59%	56%	58%	64%	53%	58%	57%	57%	65%	57%	62%	56%	54%	51%	56%	63%	67%	69%	54%	66%	72%	74%	69%	59%	58%				
NET: Hardly ever/ never	809	254	247	250	58	148	218	221	172	51	441	270	99	193	295	152	170	206	603	119	67	16	5	754	55				
	37%	40%	39%	33%	37%	37%	39%	40%	32%	39%	35%	38%	43%	46%	40%	33%	30%	28%	42%	30%	26%	23%	23%	37%	36%				
		c	c				h	h					i	no		no		p											

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The environmental impact of chemicals in the products in our household
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	408	374	418	688	797	604	318	507	986	518	103	1601	765	87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	983	587	103*	1612	714	87*	233	179	191	519	298	181	300	368	103*	181	62*
100%	49%	49%	50%	16%	18%	17%	18%	33%	23%	22%	22%	45%	45%	17%	19%	46%	36%	45*	11%	8%	9%	7%	10%	8%	14%	14%	15%	19%	36*
Always	360	179	180	68	81	62	41	107	122	112	67	60	183	99	20	262	99	16	35	20	32	33	36	31	40	66	15	29	7
56%	17%	16%	16%	22%	20%	16%	11%	15%	20%	18%	14%	12%	19%	16%	19%	18%	13%	19%	15%	11%	17%	21%	17%	13%	22%	15%	16%	12%	12%
Sometimes	915	435	471	118	176	172	184	265	274	257	196	187	423	165	38	627	288	30	95	67	81	63	100	79	133	130	37	72	29
42%	21%	21%	23%	39%	44%	40%	47%	37%	42%	41%	42%	39%	43%	42%	37%	43%	39%	34%	41%	37%	42%	39%	48%	43%	44%	43%	36%	40%	47%
Hardly ever	577	287	288	69	87	95	103	223	132	170	138	136	240	93	28	361	216	27	63	52	50	41	53	45	90	64	26	49	16
26%	27%	26%	26%	23%	22%	23%	27%	31%	22%	27%	29%	28%	24%	25%	27%	25%	29%	31%	27%	29%	30%	26%	26%	25%	30%	21%	26%	27%	26%
Never	258	139	116	33	40	39	49	97	62	69	55	72	102	38	13	153	105	11	30	36	21	14	10	22	29	30	20	27	8
12%	13%	11%	11%	11%	10%	10%	12%	14%	10%	11%	12%	15%	10%	10%	13%	11%	14%	12%	13%	20%	11%	9%	5%	12%	10%	10%	20%	15%	12%
Don't know	76	32	41	17	14	12	12	21	18	18	15	25	34	11	4	49	27	3	10	4	7	8	9	4	8	13	3	3	2
3%	3%	4%	5%	4%	4%	3%	3%	3%	3%	3%	3%	5%	3%	3%	4%	3%	4%	4%	4%	2%	4%	5%	4%	2%	3%	4%	3%	2%	4%
NET: Always/sometimes	127%	61%	65%	18%	25%	21%	22%	37%	39%	36%	26%	27%	60%	24%	18	688	387	46	130	87	113	96	135	109	173	196	52	101	36
58%	57%	59%	61%	60%	62%	58%	52%	65%	65%	59%	56%	51%	62%	61%	56%	61%	53%	53%	56%	49%	59%	60%	65%	60%	58%	65%	51%	56%	58%
NET: Hardly ever / never	83%	42%	40%	102	127	134	152	320	194	239	193	208	342	131	41	514	330	38	93	88	72	55	64	8	119	94	46	76	24
38%	40%	37%	34%	32%	35%	39%	45%	45%	32%	38%	41%	43%	35%	36%	40%	35%	44%	43%	40%	49%	37%	35%	31%	37%	40%	31%	46%	42%	38%
				d		d				h	h	h	lno					v	v	v				v		vv	vv		

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

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



Table 21

Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The environmental impact of chemicals in the products in our household

Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		TOTAL CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	626	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	29%	26%	33%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	66%	18%	12%	3%	1%	91%	7%
Always	360	80	107	152	21	53	87	83	119	17	215	112	33	50	119	78	114	155	206	81	59	13	3	237	23
	16%	13%	17%	20%	13%	13%	16%	15%	22%	13%	17%	16%	15%	12%	16%	17%	20%	21%	14%	20%	23%	19%	15%	17%	15%
Sometimes	913	222	284	344	55	170	222	246	224	53	546	281	89	165	285	214	252	341	574	180	119	32	10	848	68
	42%	37%	44%	45%	35%	42%	40%	44%	42%	40%	44%	40%	39%	39%	39%	46%	44%	46%	40%	45%	47%	46%	52%	42%	44%
Hardly ever	577	191	160	175	50	107	156	156	121	37	330	187	60	119	220	110	128	157	420	85	53	14	5	540	37
	26%	30%	25%	23%	31%	27%	28%	28%	22%	28%	26%	26%	27%	28%	30%	24%	22%	21%	29%	21%	21%	20%	23%	27%	24%
Never	258	97	77	62	21	49	73	55	62	18	125	96	37	70	83	45	60	67	191	39	19	7	2	234	24
	12%	15%	12%	8%	13%	12%	13%	10%	11%	14%	10%	14%	16%	17%	11%	10%	10%	9%	13%	10%	7%	10%	9%	11%	16%
Don't know	76	32	9	22	12	22	19	15	13	5	36	32	8	16	26	16	18	25	50	15	7	4	-	73	3
	3%	5%	1%	3%	8%	6%	3%	3%	2%	4%	3%	4%	3%	4%	3%	3%	3%	3%	4%	4%	3%	5%	-	4%	2%
NET: Always/ sometimes	1276	312	391	496	76	223	310	328	344	70	761	393	122	215	403	292	366	496	780	261	177	45	13	1184	91
	58%	49%	61%	66%	48%	56%	55%	59%	64%	54%	61%	56%	54%	51%	55%	63%	64%	67%	54%	65%	69%	65%	67%	58%	59%
NET: Hardly ever/ never	835	289	238	238	70	156	230	211	183	55	455	282	97	189	303	155	188	223	612	124	72	21	7	774	61
	38%	46%	37%	31%	44%	39%	41%	38%	34%	42%	36%	40%	43%	45%	41%	34%	33%	30%	42%	31%	28%	30%	33%	38%	39%
		bc	c		c		h							no	no			p							

 Proportions/Means: Columns Tested (5% risk level) - a/h/z/d - e/f/g/h/s - i/j/k - l/m/n/o - p/q - r/s/t/u - v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Table 22
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The chemical ingredients on the label of the products I buy
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	408	374	418	689	797	604	318	507	980	318	103	561	765	87	246	180	191	318	301	171	298	368	104	184	60
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	608	527	271	480	983	387	103*	542	714	87*	233	179	191	319	308	181	300	304	103*	181	62*
100%	100%	49%	50%	14%	18%	17%	18%	33%	20%	22%	22%	22%	45%	17%	19%	34%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	15%	8%	36*
Always	366	180	186	51	87	77	47	104	127	87	74	77	176	53	19	247	119	16	39	21	28	29	38	24	45	67	17	31	9
17%	17%	17%	17%	17%	22%	20%	12%	15%	21%	14%	16%	16%	18%	14%	18%	17%	16%	18%	17%	12%	15%	19%	18%	14%	15%	22%	17%	17%	14%
Sometimes	881	416	454	137	152	145	179	268	264	261	183	174	404	157	42	603	278	31	87	70	84	64	83	84	124	117	34	76	17
40%	40%	39%	41%	40%	38%	36%	40%	38%	42%	42%	39%	36%	41%	43%	42%	42%	38%	36%	37%	39%	40%	40%	40%	41%	41%	38%	34%	42%	28%
Hardly ever	596	300	293	14	102	104	110	215	141	176	144	136	251	111	29	391	205	25	71	52	57	42	48	45	83	75	26	45	28
27%	27%	28%	27%	21%	26%	27%	28%	30%	23%	28%	30%	28%	36%	30%	28%	27%	28%	28%	30%	29%	30%	28%	28%	23%	28%	25%	26%	45%	45%
Never	273	143	127	39	38	44	44	107	60	80	60	73	117	38	10	165	107	12	28	32	16	17	21	25	42	28	20	26	6
12%	12%	13%	12%	13%	10%	12%	11%	15%	10%	13%	13%	15%	12%	10%	10%	11%	15%	14%	12%	18%	9%	11%	10%	14%	9%	20%	14%	10%	10%
Don't know	70	32	36	14	19	10	9	18	17	23	10	20	35	9	2	46	24	3	8	3	6	7	8	3	6	17	4	4	2
3%	3%	3%	3%	5%	5%	3%	2%	3%	3%	4%	2%	4%	4%	2%	2%	3%	3%	4%	3%	2%	3%	4%	4%	1%	2%	6%	4%	2%	3%
NET: Always/sometimes	1247	595	641	188	239	222	226	373	391	348	257	251	579	209	61	810	397	47	126	91	112	93	131	108	169	184	51	107	26
57%	57%	56%	58%	62%	60%	58%	58%	52%	64%	56%	55%	52%	59%	57%	60%	59%	54%	54%	54%	51%	58%	59%	63%	60%	56%	61%	51%	59%	42%
NET: Hardly ever / never	869	443	420	103	140	149	154	322	201	255	203	209	368	149	39	556	313	37	99	84	73	8	48	8	99	68	70	47	34
40%	40%	41%	38%	34%	35%	39%	40%	45%	33%	41%	43%	44%	37%	41%	38%	38%	43%	42%	43%	47%	38%	37%	33%	39%	42%	34%	46%	39%	55%
				cf						h	h	h			l				yt							yt		hnmwvca	hnmwvca

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



Table 23
Q2b. Thinking about products you buy for use in your daily life, to what extent do you personally pay attention to each of the following? - The chemical ingredients on the label of the products I buy
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£49999	£50000+ (a)	PREFER NOT TO ANSWER (b)	AS (c)	SINGLE (d)	WID/ DIV/ SEP (e)	1 (f)	2 (g)	3 (h)	4+ (i)	YES (j)	NO (k)	1 (l)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)
UNWEIGHTED BASE	TOTAL	2186	470	459	1136	388	514	544	625	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
Always	100%	29%	26%	33%	7%	18%	25%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	26%	18%	12%	3%	1%**	91%	7%
	366	88	91	167	19	66	88	84	112	16	237	98	31	57	105	95	109	167	159	82	64	14	6	238	28
	17%	14%	14%	22%	12%	16%	16%	15%	21%	12%	19%	14%	13%	14%	14%	20%	19%	22%	14%	20%	25%	20%	32%	17%	18%
Sometimes	881	239	265	321	56	152	225	221	233	30	514	280	87	158	286	182	255	306	575	162	107	32	5	825	56
	40%	38%	42%	42%	35%	38%	40%	40%	43%	39%	41%	40%	38%	38%	39%	39%	43%	41%	40%	40%	42%	47%	26%	41%	36%
Hardly ever	596	185	172	187	52	115	153	172	120	36	338	189	68	112	224	123	137	192	404	108	68	13	4	556	40
	27%	29%	27%	25%	33%	29%	27%	31%	22%	27%	27%	27%	30%	27%	31%	27%	24%	26%	28%	27%	27%	19%	19%	27%	26%
Never	273	96	94	63	20	52	77	56	62	26	131	107	35	77	92	47	57	54	219	34	9	7	3	248	25
	12%	15%	15%	8%	13%	13%	14%	10%	11%	20%	10%	15%	15%	18%	13%	10%	10%	7%	15%	9%	4%	11%	15%	12%	16%
Don't know																									
	70	26	16	18	11	17	15	22	13	4	32	32	7	14	25	16	15	25	45	14	7	2	2	64	6
	3%	4%	2%	2%	7%	4%	3%	4%	2%	3%	3%	5%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	8%	3%	4%
NET: Always/ sometimes	1247	326	357	488	75	218	313	304	346	66	750	379	118	215	391	277	363	473	774	244	171	46	11	1163	84
	57%	52%	56%	65%	47%	54%	56%	55%	64%	51%	60%	54%	52%	51%	53%	60%	64%	64%	54%	61%	67%	67%	58%	57%	54%
NET: Hardly ever/ never	869	281	266	250	73	167	230	229	182	61	470	296	103	190	316	170	193	246	622	142	77	20	7	804	64
	40%	44%	42%	33%	46%	42%	41%	41%	34%	47%	38%	42%	45%	45%	43%	37%	34%	33%	43%	35%	30%	30%	34%	40%	42%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.



24-089497-09 - HARMFUL CHEMICALS
28TH FEBRUARY - 3RD MARCH 2025
IPSOS

20 Jun 2025

Table 24

Q2c. To what extent are you likely or unlikely to do each of the following? - SUMMARY TABLE

Base: All adults aged 16-75 in the UK

	Stop buying a product I regularly use if I learnt that it contains chemicals potentially harmful to my health	Stop buying a product I regularly use if I learnt it contains chemicals that have a negative impact on wildlife	Pay more for products that are manufactured using chemicals that are safer for people's health	Pay more for products that are manufactured using chemicals that are safer for wildlife
UNWEIGHTED BASE	2186	2186	2186	2186
WEIGHTED BASE	2186	2186	2186	2186
Very likely	1019 47%	672 31%	580 27%	472 22%
Fairly likely	754 35%	862 39%	931 43%	935 43%
Not very likely	232 11%	369 17%	356 16%	427 20%
Not at all likely	79 4%	122 6%	176 8%	199 9%
Don't know	102 5%	161 7%	142 6%	153 7%
NET: Very/ fairly likely	1774 81%	1534 70%	1512 69%	1407 64%
NET: Not very/ not at all likely	311 14%	491 22%	533 24%	626 29%

Table 25
Q2c: To what extent are you likely or unlikely to do each of the following? - Stop buying a product regularly use if learnt that it contains chemicals potentially harmful to my health
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	
		(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)	(ab)	
UNWEIGHTED BASE	2186	1112	1074	290	408	374	418	683	797	604	318	507	986	318	103	1601	785	87	246	180	191	518	301	171	298	368	104	184	66	
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	608	627	471	480	983	367	103*	1612	714	87*	233	179	191	519	298	181	300	364	102*	181	62*	
	100%	49%	50%	14%	18%	17%	17%	33%	28%	26%	22%	22%	43%	17%	19%	36%	34%	45*	11%	8%	9%	7%	10%	8%	14%	14%	14%	8%	36*	
Very likely	1019	463	548	93	175	168	199	385	528	434	285	295	619	178	48	662	45	357	109	90	97	70	108	79	119	133	47	96	25	
	47%	43%	50%	30%	44%	44%	51%	54%	12%	47%	43%	42%	44%	49%	46%	46%	49%	52%	47%	50%	51%	44%	52%	44%	40%	44%	46%	53%	40%	
					c	c	c	c	de																					
Fairly likely	754	368	379	145	145	136	117	212	196	215	178	165	343	119	36	499	255	22	82	53	61	58	66	65	121	113	33	55	24	
	35%	34%	35%	47%	36%	36%	30%	30%	32%	34%	38%	34%	35%	23%	35%	34%	35%	26%	35%	29%	32%	36%	36%	32%	36%	40%	37%	23%	50%	39%
				defe																				defe						
Not very likely	232	138	93	47	43	48	38	56	61	70	41	59	125	44	8	177	55	8	19	20	21	20	19	23	29	35	13	14	10	
	11%	13%	8%	15%	11%	13%	10%	8%	10%	11%	9%	12%	13%	15%	8%	12%	8%	10%	8%	11%	11%	13%	9%	13%	10%	12%	13%	8%	16%	
		b	b	f	f	f								p	p															
Not at all likely	79	52	27	15	11	14	14	25	16	22	22	19	38	5	7	50	29	2	9	7	4	5	6	8	15	11	3	8	2	
	4%	5%	2%	5%	3%	4%	4%	4%	3%	4%	5%	4%	4%	1%	7%	3%	4%	3%	4%	4%	2%	3%	4%	5%	4%	4%	3%	5%	3%	
		b												m		m														
Don't know	102	51	50	6	24	15	21	36	16	27	25	34	40	21	4	64	38	8	14	9	8	7	8	6	16	11	5	8	2	
	5%	5%	5%	2%	6%	4%	5%	5%	3%	4%	5%	7%	4%	6%	4%	4%	5%	10%	6%	5%	4%	4%	4%	3%	5%	4%	5%	4%	2%	
								c				b						y												
NET: Very/ fairly likely	1774	831	927	237	320	304	316	596	515	507	383	368	780	297	84	1162	612	102	192	143	158	128	174	144	240	246	80	151	49	
	81%	78%	85%	78%	80%	80%	81%	84%	85%	81%	81%	77%	79%	81%	82%	80%	83%	78%	82%	80%	83%	80%	84%	80%	80%	81%	79%	83%	79%	
		a	a					e	a	a																				
NET: Not very/ not at all likely	311	190	120	62	53	62	52	81	77	93	63	78	162	49	15	226	85	11	28	28	25	25	31	43	46	16	22	11		
	14%	18%	11%	20%	13%	16%	13%	11%	13%	15%	13%	16%	17%	13%	15%	16%	12%	13%	12%	15%	13%	15%	12%	17%	14%	15%	16%	12%	18%	
		b	b	de	e	e							e			e														

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



Table 26
Q2c. To what extent are you likely or unlikely to do each of the following? - Stop buying a product I regularly use if I learnt that it contains chemicals potentially harmful to my health
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				PREFER NOT TO ANSWER	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD				NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+		MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO		
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148		
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155		
	100%	29%	26%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	18%	12%	31%	1%**	91%	9%		
Very likely	1019	279	279	396	77	171	257	247	275	69	634	277	108	177	350	215	277	368	651	193	122	36	7	956	63		
	47%	44%	42%	52%	48%	42%	46%	45%	51%	53%	51%	39%	47%	42%	48%	47%	48%	50%	45%	48%	52%	52%	35%	47%	41%		
Fairly likely	754	204	237	257	56	140	197	190	170	37	409	272	73	144	238	170	202	259	496	140	83	27	9	692	63		
	35%	32%	37%	34%	33%	40%	35%	34%	32%	28%	33%	39%	32%	34%	32%	37%	35%	35%	34%	35%	33%	39%	45%	34%	40%		
Not very likely	232	81	78	61	11	28	56	67	69	11	132	79	21	51	69	55	57	81	151	51	23	4	3	213	19		
	11%	13%	12%	8%	7%	7%	10%	12%	13%	8%	11%	11%	9%	12%	9%	12%	10%	11%	10%	13%	9%	6%	15%	10%	12%		
Not at all likely	79	32	24	16	7	18	18	25	14	4	29	41	9	22	30	9	18	16	63	6	7	2	1	73	6		
	4%	5%	4%	2%	4%	4%	3%	4%	3%	3%	2%	6%	4%	5%	4%	2%	3%	2%	4%	2%	3%	3%	6%	4%	4%		
Don't know	102	36	32	25	8	25	31	25	11	9	48	37	17	25	46	13	17	20	82	10	10	-	-	98	4		
	5%	6%	5%	3%	5%	6%	6%	5%	2%	7%	4%	5%	7%	6%	6%	3%	3%	3%	6%	2%	4%	-	-	5%	3%		
NET: Very/ fairly likely	1774	483	504	653	133	331	454	437	445	107	1043	550	181	321	587	386	479	627	1146	333	215	63	16	1647	126		
	81%	76%	79%	86%	83%	82%	81%	79%	82%	82%	83%	78%	80%	77%	80%	83%	84%	84%	84%	83%	84%	91%	80%	81%	81%		
NET: Not very/ not at all likely	311	113	102	77	18	46	74	92	84	15	161	120	30	74	98	64	75	97	213	57	30	6	4	286	25		
	14%	18%	16%	10%	11%	11%	13%	17%	15%	12%	13%	17%	13%	18%	13%	14%	13%	13%	15%	14%	12%	9%	20%	14%	16%		
		c	c					e				i															

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

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
Q2c: To what extent are you likely or unlikely to do each of the following? - Stop buying a product regularly use if I learnt it contains chemicals that have a negative impact on wildlife
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING		NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	406	374	418	689	797	604	318	507	980	318	103	103	5401	765	87	246	180	191	518	301	171	298	368	104	184	60
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	627	471	480	983	367	103*	5452	714	714	87*	233	179	191	519	308	181	300	368	103*	181	62*
	100%	49%	50%	14%	18%	17%	18%	33%	32%	29%	22%	22%	45%	17%	9%	36%	34%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	14%	9%	8%
Very likely	672	281	386	64	112	119	132	245	215	191	126	141	303	110	33	446	227	227	24	70	57	65	60	71	64	72	90	32	52	15
	31%	26%	35%	21%	28%	31%	34%	34%	30%	30%	27%	29%	31%	30%	32%	31%	31%	31%	27%	30%	32%	34%	38%	34%	36%	24%	30%	32%	29%	24%
				a	c	c	c	c	b													a	a	a	a					
Fairly likely	862	412	442	141	163	161	144	252	237	237	205	182	370	157	37	563	298	298	32	100	68	80	51	81	66	138	111	36	74	23
	39%	38%	40%	40%	41%	42%	37%	35%	33%	38%	44%	38%	38%	43%	30%	39%	41%	41%	37%	42%	38%	42%	32%	33%	37%	46%	37%	36%	41%	37%
				fe	e	e													a	a				we						
Not very likely	369	217	151	64	83	60	50	112	105	107	83	75	199	44	20	263	107	107	12	34	29	34	21	28	30	53	59	22	29	18
	17%	20%	14%	21%	21%	16%	13%	16%	17%	17%	18%	16%	20%	17%	12%	19%	13%	13%	14%	14%	16%	18%	13%	13%	16%	18%	20%	22%	16%	20%
				f	fg								mop			mp									we					
Not at all likely	122	79	42	16	33	21	29	45	25	38	31	28	53	15	7	75	46	46	6	11	12	9	7	12	11	18	14	3	17	3
	6%	7%	4%	5%	2%	6%	7%	6%	4%	6%	7%	6%	5%	4%	7%	5%	6%	6%	7%	5%	6%	5%	4%	6%	6%	6%	5%	3%	9%	4%
				g	g	g	g	g																						
Don't know	161	82	76	21	29	19	34	59	27	53	27	54	58	40	6	105	56	56	13	18	13	4	19	15	10	19	29	7	9	3
	7%	8%	7%	7%	5%	5%	9%	8%	4%	9%	6%	11%	6%	11%	6%	7%	8%	8%	15%	8%	8%	2%	12%	7%	5%	6%	9%	7%	5%	5%
										h		h		h		i			twxA	i	i	twxA	twxA	i	i	i	i	i	i	
NET: Very/ fairly likely	1534	693	828	204	276	280	277	497	462	429	331	323	673	264	70	1009	525	525	64%	17%	12%	14%	11%	11%	13%	21%	20%	60	126	38
	70%	65%	75%	67%	69%	74%	71%	70%	74%	68%	70%	67%	69%	73%	68%	70%	72%	72%	64%	17%	12%	14%	11%	11%	13%	21%	20%	60	126	38
		a							h							i														
NET: Not very/ not at all likely	491	296	193	80	93	82	79	158	129	145	114	103	251	60	27	338	153	153	18	45	41	43	28	40	40	71	74	26	46	20
	23%	28%	18%	26%	23%	21%	20%	22%	21%	23%	24%	22%	26%	16%	26%	23%	21%	21%	21%	19%	23%	23%	18%	19%	22%	24%	24%	25%	25%	33%
		b							mop				mop		m	m														twxA

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



Table 28
Q2c. To what extent are you likely or unlikely to do each of the following? - Stop buying a product I regularly use if I learnt it contains chemicals that have a negative impact on wildlife
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ OLEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	626	136	1280	679	227	424	717	447	598	793	1405	402	394	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	29%	26%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	60%	19%	12%	35%	16**	91%	7%
Very likely	672	176	175	264	48	121	156	156	185	45	422	177	72	115	252	127	178	234	429	124	84	21	4	638	25
	31%	29%	27%	35%	30%	33%	28%	28%	34%	34%	34%	25%	32%	27%	34%	28%	31%	31%	30%	31%	33%	30%	22%	31%	22%
Fairly likely	862	258	247	304	53	145	230	235	205	47	486	296	80	153	287	199	223	312	549	172	107	28	6	801	61
	39%	41%	39%	40%	33%	36%	41%	42%	38%	36%	39%	42%	35%	36%	39%	43%	39%	42%	38%	43%	42%	40%	29%	39%	39%
Not very likely	369	95	122	122	31	51	101	98	107	13	214	113	42	72	103	87	107	127	243	66	42	15	4	333	36
	17%	15%	19%	16%	20%	13%	18%	18%	20%	10%	17%	16%	19%	17%	14%	19%	19%	17%	17%	16%	17%	21%	20%	16%	24%
Not at all likely	122	48	37	26	10	26	30	29	24	12	55	52	14	35	39	22	25	29	93	14	10	2	3	111	10
	6%	8%	6%	3%	6%	7%	5%	5%	4%	9%	4%	7%	6%	8%	5%	5%	4%	4%	6%	3%	4%	3%	15%	5%	7%
Don't know	161	47	57	40	17	48	42	37	19	14	73	69	18	45	50	28	38	43	118	25	11	4	3	148	13
	7%	7%	9%	5%	10%	12%	8%	7%	4%	11%	6%	10%	8%	11%	7%	6%	7%	6%	8%	6%	4%	6%	14%	7%	8%
NET: Very/ fairly likely	1514	443	422	568	101	278	385	391	390	92	909	473	152	268	539	326	401	546	988	296	191	48	10	1438	96
	70%	70%	66%	75%	63%	69%	69%	70%	72%	70%	73%	67%	67%	64%	74%	70%	70%	73%	69%	74%	75%	70%	51%	71%	62%
NET: Not very/ not at all likely	491	143	158	148	42	77	131	127	131	25	269	165	57	107	142	109	132	156	335	80	53	17	7	444	47
	22%	23%	25%	20%	26%	19%	23%	23%	24%	19%	22%	23%	25%	26%	19%	24%	23%	21%	23%	20%	21%	14%	35%	22%	30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/x - y/z - i/n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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
Q2c: To what extent are you likely or unlikely to do each of the following? - Pay more for products that are manufactured using chemicals that are safer for people's health
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION												
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE		FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	
UNWEIGHTED BASE	2186	1056	1112	290	608	574	419	665	757	604	518	507		980	518	103	5611	765	87	246	180	191	518	301	171	298	368	104	184	66	
WEIGHTED BASE	2186	1071	1097	305	598	580	389	713	608	527	471	480		993	587	103*	5652	734	87*	233	179	191	508	181	300	304	103*	181	62*	62*	
100%	100%	49%	50%	14%	18%	17%	18%	33%	28%	29%	22%	22%		45%	17%	15%	16%	34%	45*	11%	8%	9%	7%	10%	8%	14%	14%	15%	15%	8%	
Very likely	580	256	319	99	155	101	83	142	207	156	112	105		293	104	21	418	162	23	71	45	59	46	61	44	58	96	24	43	11	
	27%	24%	29%	32%	39%	27%	21%	20%	34%	25%	24%	22%		30%	28%	20%	29%	22%	27%	31%	25%	31%	29%	24%	19%	32%	23%	24%	18%		
		a	f	e	e	f	e		i	k				p	p		p		x	x		x	x		x	x					
Fairly likely	931	444	479	126	153	175	185	292	263	286	211	171		409	163	47	619	312	36	85	67	85	60	91	85	153	125	39	72	34	
	43%	41%	44%	41%	38%	40%	48%	41%	42%	44%	45%	36%		42%	44%	40%	43%	43%	41%	37%	37%	44%	37%	44%	47%	51%	41%	38%	40%	54%	
							de		k	k	k									x	x	x	x	x	x	ab			rsu		
Not very likely	356	201	155	42	51	60	65	138	72	104	83	98		160	46	20	226	130	15	36	32	28	24	25	28	50	46	27	33	10	
	16%	19%	14%	14%	13%	16%	17%	19%	12%	17%	18%	20%		16%	13%	20%	16%	18%	17%	16%	18%	15%	15%	12%	16%	17%	15%	27%	18%	17%	
		b					cd			h	h	h					m											row			
Not at all likely	176	108	68	18	18	24	29	86	39	44	27	66		65	27	8	101	76	5	19	20	10	16	17	14	23	22	4	18	7	
	8%	10%	6%	6%	5%	6%	7%	12%	6%	7%	6%	14%		7%	7%	8%	7%	10%	6%	8%	11%	5%	10%	8%	8%	8%	7%	4%	10%	11%	
		b						cd				hi					hi											row			
Don't know	142	62	75	20	21	20	26	55	27	37	38	40		55	26	7	88	54	8	21	14	9	14	14	10	16	13	7	15	-	
	6%	6%	7%	7%	5%	5%	7%	8%	4%	6%	8%	8%		6%	7%	6%	6%	7%	9%	9%	8%	5%	9%	7%	5%	4%	7%	8%	8%	-	
									h	h	h	h					h		h	yB	h	h	h	h	h	h	h	h	h		
NET: Very/ Fairly likely	1512	700	798	225	308	275	269	434	471	442	324	276		702	267	68	1037	474	59	136	112	144	105	152	129	211	222	63	115	45	
	69%	65%	73%	74%	77%	72%	69%	61%	77%	70%	69%	57%		71%	73%	68%	73%	65%	68%	67%	62%	75%	68%	73%	71%	70%	73%	62%	63%	72%	
					de	de	e	e	ik	k	k			9	9	0						gA	gA	k		gA	row				
NET: Not very/ not at all likely	523	309	214	60	69	85	94	225	111	148	110	164		225	73	28	327	206	20	56	53	39	39	42	42	74	69	31	51	17	
	24%	29%	20%	20%	17%	22%	24%	31%	18%	24%	23%	34%		23%	20%	28%	23%	28%	23%	24%	30%	20%	25%	20%	23%	25%	23%	31%	28%	28%	
		b				d		def		h		hi					im														

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/i/z - h/i/j/A - i/m/h/b/p - a/h/i/u/u/h/w/h/y/h/A/B
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 30
Q2c. To what extent are you likely or unlikely to do each of the following? - Pay more for products that are manufactured using chemicals that are safer for people's health
Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION					INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)		UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111		388	514	544	626	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159		402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	29%	29%	35%	7%		18%	26%	25%	25%	6%	57%	32%	10%	15%	33%	21%	25%	34%	65%	19%	12%	3%	1%***	91%	7%
Very likely	500	115	154	265	42		63	127	143	198	30	350	182	49	91	167	127	196	269	311	136	99	29	5	535	45
	27%	19%	24%	35%	26%		21%	23%	26%	37%	23%	28%	26%	21%	22%	23%	27%	34%	36%	22%	34%	39%	42%	27%	26%	29%
Fairly likely	911	270	282	315	65		163	238	268	209	52	550	283	99	157	324	208	242	326	605	175	110	32	8	875	57
	43%	43%	44%	42%	41%		41%	43%	48%	39%	40%	44%	40%	44%	37%	44%	45%	42%	44%	43%	44%	43%	46%	44%	43%	37%
Not very likely	856	124	106	103	24		68	109	85	73	22	196	119	41	89	119	74	75	83	273	50	25	5	3	330	26
	16%	20%	17%	14%	15%		17%	19%	15%	14%	17%	16%	17%	18%	21%	16%	16%	13%	11%	19%	12%	10%	7%	16%	16%	17%
		c					h								o				p							
Not at all likely	176	64	54	38	20		50	49	27	38	12	87	69	20	46	66	34	30	36	140	19	11	4	3	166	10
	8%	10%	8%	5%	13%		12%	9%	5%	7%	9%	7%	10%	9%	11%	9%	7%	5%	5%	10%	5%	4%	5%	13%	8%	7%
							a								a				b							
Don't know	142	56	42	35	8		38	36	32	21	15	69	54	19	37	56	21	28	30	112	20	10	-	-	125	16
	6%	9%	7%	5%	5%		9%	7%	6%	4%	11%	6%	8%	8%	9%	8%	4%	5%	4%	8%	5%	4%	-	-	6%	11%
		c					h								no	n			p						v	
NET: Very/ fairly likely	1512	388	436	581	107		246	365	411	408	62	900	465	147	248	491	335	439	595	917	311	209	60	14	1410	102
	69%	61%	68%	77%	67%		61%	65%	74%	75%	63%	72%	66%	65%	59%	67%	72%	77%	80%	64%	78%	82%	88%	71%	69%	66%
		a		abd					efx	efx		jk			l			lm	q							w
NET: Not very/ not at all likely	533	188	160	141	44		118	158	112	111	34	283	189	61	135	185	108	105	119	413	69	36	9	6	496	37
	24%	30%	25%	19%	28%		29%	28%	20%	21%	26%	23%	27%	27%	32%	25%	23%	18%	16%	29%	17%	14%	12%	29%	24%	24%
		c	c		c		gh	gh							mnp	o			p							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/x - U/j/k - U/m/n/o - a/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 31
Q2c: To what extent are you likely or unlikely to do each of the following? - Pay more for products that are manufactured using chemicals that are safer for wildlife
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	
UNWEIGHTED BASE	2186	1056	1112	290	406	374	418	683	797	604	318	107	986	318	103	1601	765	87	246	180	191	318	301	171	298	368	104	184	66	
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	993	367	103*	1612	714	87*	233	179	191	308	181	300	304	103*	181	62*	61*	
100%	49%	50%	50%	16%	18%	17%	18%	33%	23%	20%	22%	22%	45%	17%	19%	66%	34%	45*	11%	8%	9%	7%	10%	8%	14%	14%	14%	19%	9%	
Very likely	472	207	261	75	111	93	73	119	170	125	97	80	249	79	19	347	125	17	55	34	36	41	54	49	57	80	22	24	3	
	22%	19%	24%	25%	28%	24%	19%	17%	28%	20%	21%	17%	25%	22%	18%	24%	17%	19%	24%	19%	19%	26%	27%	19%	26%	22%	18%	19%	5%	
Fairly likely	935	437	489	159	174	154	169	279	267	281	208	179	409	175	41	626	309	35	88	72	102	65	85	76	143	116	34	86	33	
	43%	41%	45%	52%	44%	41%	43%	39%	44%	45%	44%	37%	42%	48%	40%	43%	42%	40%	38%	40%	52%	41%	41%	42%	48%	38%	52%	47%	53%	
				defe					k	k											row			row				z	z	
Not very likely	427	232	195	38	72	75	85	157	106	115	94	111	190	60	24	274	153	18	52	32	27	28	36	27	64	65	30	36	13	
	20%	22%	18%	12%	18%	20%	22%	22%	17%	18%	20%	23%	19%	16%	24%	19%	21%	20%	22%	18%	14%	17%	17%	15%	21%	22%	30%	20%	21%	
		b				c		c				h							t				row				w			
Not at all likely	199	125	73	19	18	32	35	96	37	58	39	65	78	26	12	116	83	9	16	24	19	12	21	15	22	24	9	18	12	
	9%	12%	7%	6%	4%	8%	9%	13%	6%	9%	8%	14%	8%	7%	11%	8%	11%	10%	7%	13%	10%	8%	10%	8%	7%	8%	9%	10%	20%	
		b				d		def		h		hi			hno					rk								row	row	
Don't know	153	70	79	14	24	26	25	64	28	48	33	45	57	25	7	89	64	9	22	18	7	13	12	14	14	18	6	17	2	
	7%	7%	7%	3%	6%	7%	7%	9%	3%	8%	7%	9%	6%	7%	7%	6%	9%	10%	10%	10%	4%	8%	6%	5%	6%	6%	6%	10%	2%	
								c		h		lo			l	lo			lx									l		
NET: Very/ Fairly likely	1407	644	751	234	285	247	244	397	437	405	305	259	658	255	60	973	414	52	143	106	139	136	139	125	203	196	56	110	36	
	64%	60%	68%	77%	72%	65%	63%	56%	72%	65%	66%	54%	67%	70%	58%	67%	59%	60%	61%	59%	72%	67%	67%	69%	67%	65%	55%	61%	57%	
		a		efb	fa	a	a		ik	k	k			o	o		o				naA	B		z						
NET: Not very/ not at all likely	626	357	268	57	89	107	120	253	143	173	133	176	267	87	36	390	236	26	68	55	46	40	56	42	85	90	39	53	25	
	29%	33%	24%	19%	22%	28%	31%	35%	24%	28%	28%	37%	27%	24%	35%	27%	32%	30%	29%	31%	24%	25%	27%	23%	28%	29%	39%	30%	40%	
		b				c		cd				hi			m	hno										row		row		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/r/k - n/i/j/A - l/m/h/o/p - q/h/i/z/u/v/w/n/h/j/A/B
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 32
Q2c. To what extent are you likely or unlikely to do each of the following? - Pay more for products that are manufactured using chemicals that are safer for wildlife
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ OLEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
UNWEIGHTED BASE	2186	470	459	1136	121	388	514	544	625	134	1280	679	227	424	717	447	598	793	1405	402	394	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	26%	26%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	18%	12%	31%	1%**	91%	9%
Very likely	472	99	121	211	40	65	112	105	166	24	287	140	44	76	142	92	163	216	256	107	87	18	5	445	27
	22%	16%	19%	28%	25%	16%	20%	19%	31%	18%	23%	20%	20%	18%	19%	20%	28%	29%	18%	27%	34%	27%	23%	22%	17%
Fairly likely	935	267	290	323	55	174	225	268	216	53	536	310	88	165	311	212	247	310	625	162	105	36	8	872	63
	43%	42%	45%	43%	34%	43%	40%	48%	40%	40%	43%	44%	39%	39%	42%	46%	43%	42%	43%	40%	41%	51%	39%	43%	40%
Not very likely	427	136	121	135	35	73	124	112	96	20	248	126	53	93	151	93	90	130	297	85	36	7	3	398	29
	20%	22%	19%	18%	22%	18%	22%	20%	18%	15%	20%	18%	23%	22%	21%	20%	16%	17%	21%	21%	14%	10%	13%	20%	19%
Not at all likely	199	76	57	48	18	52	51	36	41	17	100	73	26	50	68	42	39	52	147	25	18	6	3	182	17
	9%	12%	9%	6%	11%	13%	9%	7%	8%	13%	8%	10%	11%	12%	9%	9%	7%	7%	10%	6%	7%	9%	15%	9%	11%
Don't know	153	54	48	39	12	37	46	33	21	17	79	58	17	35	61	25	33	36	117	22	9	2	2	134	19
	7%	8%	8%	5%	7%	9%	8%	6%	4%	13%	6%	8%	7%	8%	8%	5%	6%	5%	8%	6%	4%	3%	9%	7%	12%
NET: Very/ fairly likely	1407	367	412	534	95	239	337	373	381	77	824	450	132	241	452	303	410	526	881	269	192	54	12	1317	89
	64%	58%	64%	71%	59%	60%	60%	67%	71%	59%	66%	64%	58%	58%	62%	65%	72%	71%	61%	67%	75%	78%	62%	65%	58%
		a	abd			e	ef	efx			k	i	lmn	q						r					
NET: Not very/ not at all likely	626	213	178	182	53	126	176	149	138	38	348	199	78	143	219	135	129	182	444	110	54	13	6	579	47
	29%	34%	28%	24%	33%	31%	31%	27%	25%	29%	28%	28%	34%	34%	30%	29%	23%	24%	31%	27%	21%	19%	29%	29%	30%
		c			c		h							o	o	o		p							

Proportions/Mean: Columns Tested (5% risk level) - a/h/z/d - e/f/g/h/x - i/j/k - l/m/n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 33
Q3. Thinking about synthetic chemicals that are found in some of the products people use, which of the following types of information, if any, would you be interested in learning more about?
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1132	290	408	574	418	683	797	604	518	507	980	518	503	561	785	87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	398	580	389	713	608	527	471	480	983	587	103*	562	714	87*	233	179	191	519	208	181	300	304	103*	181	62*
100%	100%	49%	50%	14%	18%	27%	18%	33%	28%	29%	22%	22%	45%	17%	19%	66%	34%	45*	11%	8%	9%	7%	10%	8%	14%	14%	15%	19%	26%
Long-term health effects of exposure to certain harmful synthetic chemicals	1107	507	591	133	184	200	201	389	318	324	236	230	477	189	44	710	397	48	121	89	99	79	93	97	164	150	44	92	30
	51%	47%	54%	44%	46%	53%	52%	55%	52%	52%	50%	48%	49%	52%	43%	49%	54%	55%	52%	50%	52%	49%	45%	54%	55%	50%	43%	51%	49%
Alternative products to use instead of products that contain potentially harmful synthetic chemicals	1081	496	577	121	192	192	191	386	329	323	223	206	469	189	51	708	372	43	107	89	100	77	100	98	154	147	43	91	33
	49%	46%	53%	40%	48%	50%	49%	54%	54%	52%	47%	43%	48%	51%	49%	49%	51%	49%	46%	50%	52%	48%	48%	54%	51%	48%	42%	50%	52%
Ways to reduce personal exposure to potentially harmful synthetic chemicals	979	449	523	117	196	164	172	331	305	281	201	191	442	156	41	639	341	44	99	79	84	67	90	88	136	138	43	79	31
	45%	42%	48%	38%	49%	43%	44%	46%	50%	45%	43%	40%	45%	43%	39%	44%	40%	51%	43%	44%	44%	42%	43%	49%	45%	46%	42%	44%	49%
How to find reliable information about the safety of certain synthetic chemicals in products	907	437	464	116	149	152	147	344	264	253	195	196	380	160	41	582	325	31	103	79	87	62	72	92	124	118	40	77	24
	42%	41%	42%	38%	37%	40%	38%	48%	43%	40%	41%	41%	39%	44%	40%	40%	44%	36%	44%	44%	46%	39%	35%	51%	41%	39%	39%	43%	39%
Negative effects of different synthetic chemicals on wildlife and nature	853	396	452	108	144	150	153	298	245	268	166	174	367	142	37	546	307	45	89	67	81	58	81	91	120	98	36	64	23
	39%	37%	41%	36%	36%	40%	39%	42%	40%	43%	35%	36%	37%	39%	36%	38%	42%	52% rsuv 2A	38%	37%	42%	36%	39%	51% rsuv vgsA	40%	32%	35%	35%	37%
The role of the UK Government in ensuring the safety of certain synthetic chemicals in products people use	835	414	414	123	160	160	130	261	241	245	174	175	380	141	36	557	278	34	85	60	73	56	73	87	113	135	37	61	22
	38%	39%	38%	40%	40%	42%	34%	37%	40%	39%	37%	37%	39%	38%	35%	38%	38%	39%	37%	34%	38%	35%	35%	48% rsuv kA	38%	45% sA	36%	34%	35%
How to raise my concerns about harmful synthetic chemicals used in products people use, with my MP	415	225	188	81	98	80	71	86	137	105	100	73	244	58	19	321	95	12	46	30	41	29	28	38	64	75	12	29	11
	19%	21%	17%	27%	25%	21%	18%	12%	23%	17%	21%	15%	25%	16%	18%	22%	13%	14%	20%	17%	21%	18%	14%	21%	21%	25%	12%	16%	17%
I would not be interested in learning more about any of these	239	127	111	9	35	41	49	105	56	64	43	76	90	39	18	147	92	9	28	19	18	27	27	19	21	27	10	24	10
	11%	12%	10%	3%	9%	11%	13%	15%	9%	10%	9%	16%	9%	11%	18% lo	10%	12%	10%	12%	11%	10%	17%	13%	11%	7%	9%	10%	13%	16%
Don't know	161	65	93	19	21	22	35	64	34	48	36	42	69	20	6	95	66	6	19	19	12	9	16	13	20	13	8	23	1
	7%	6%	8%	6%	5%	6%	9%	9%	6%	8%	8%	9%	7%	6%	5%	7%	9%	7%	8%	10%	7%	6%	8%	7%	7%	4%	8%	13%	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
Overlap formulae used. * small base



Table 34

Q3. Thinking about synthetic chemicals that are found in some of the products people use, which of the following types of information, if any, would you be interested in learning more about?

Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				PREFER NOT TO ANSWER	MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD					MAIN SHOPPER	
		TOTAL	GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£49999 (g)		£50000+ (h)	MARRIED /LIVING (i)	SINGLE (j)	WID/ DIV/ SEP (k)	1 (l)	2 (m)	3 (n)	4+ (o)	YES (p)	NO (q)	1 (r)	2 (s)	3 (t)	4+ (u)	YES (v)	NO (w)	
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	598	793	1405	402	394	74	21	2038	148		
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155		
100%	100%	29%	29%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	60%	18%	12%	35*	1%***	93%	7%		
Long-term health effects of exposure to certain harmful synthetic chemicals	1107	288	342	412	67	190	274	280	298	66	659	323	116	206	383	243	276	376	732	204	124	36	12	1018	90		
51%	51%	45%	54% ad	54% ad	42%	47%	49%	50%	55% e	50%	53%	47%	51%	49%	52%	52%	48%	51%	51%	51%	49%	52%	62%	50%	58%		
Alternative products to use instead of products that contain potentially harmful synthetic chemicals	1081	279	318	417	66	182	286	262	283	68	637	319	124	209	370	226	276	374	707	197	127	45	6	1006	74		
49%	49%	44%	50%	55% ad	42%	45%	51%	47%	52% e	52%	51%	45%	55% i	50%	51%	49%	48%	50%	49%	49%	50%	65%	29%	50%	48%		
Ways to reduce personal exposure to potentially harmful synthetic chemicals	979	231	290	403	54	158	238	249	278	57	583	293	103	178	324	202	274	338	641	169	125	38	7	913	66		
45%	45%	37%	45% ad	53% abd	34%	39%	43%	45%	51% efg	44%	47%	41%	45%	42%	44%	44%	48%	45%	44%	42%	49%	55%	36%	45%	42%		
How to find reliable information about the safety of certain synthetic chemicals in products	907	242	273	352	42	161	251	222	229	45	540	270	98	178	319	176	234	305	602	163	104	32	6	847	60		
42%	42%	38% d	43%	47% ad	26%	40%	45% a	40%	42%	34%	43%	38%	43%	42%	44%	38%	41%	41%	42%	41%	41%	46%	32%	42%	39%		
Negative effects of different synthetic chemicals on wildlife and nature	853	222	271	314	46	166	223	200	210	54	493	274	86	170	302	160	220	269	584	145	86	30	7	791	62		
39%	39%	35%	43% ad	42% ad	29%	41%	40%	36%	39%	41%	39%	39%	38%	41%	41% n	35%	39%	36%	41%	36%	34%	43%	37%	39%	40%		
The role of the UK Government in ensuring the safety of certain synthetic chemicals in products people use	835	225	226	330	55	149	208	203	225	51	502	253	80	135	262	191	247	315	521	154	119	35	7	778	58		
38%	38%	36%	35%	44% ab	34%	37%	37%	37%	42%	39%	40%	36%	35%	32%	36%	41% i	43% lm	42% q	36%	38%	47%	50%	37%	38%	37%		
How to raise my concerns about harmful synthetic chemicals used in products people use, with my MP	415	106	114	169	26	72	86	106	137	14	251	132	33	59	109	93	154	192	223	90	74	21	7	391	25		
19%	19%	17%	18%	22% ab	16%	18%	15%	19%	25% efg	11%	20%	19%	14%	14%	15%	20%	27% lm	26% s	15%	22%	29%	31%	36%	19%	16%		
I would not be interested in learning more about any of these	239	83	77	57	22	49	60	68	44	18	121	89	29	62	92	43	41	41	198	19	19	3	1	221	18		
11%	11%	13%	12% c	7% c	14% c	12%	11%	12% h	8% h	14% h	10%	13%	13%	15% no	13% o	9% p	7% q	6% r	14%	5%	7%	4%	3%	11%	12%		
Don't know	161	65	39	39	18	39	46	25	32	20	86	48	28	40	59	27	35	40	121	24	13	2	1	147	14		
7%	7%	10%	6%	5%	12%	10%	8%	4%	6%	15%	7%	7%	12% i	10%	8%	6%	6%	5%	8%	6%	5%	3%	4%	7%	9%		

 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i - j/k - l/m/n/o - p/a - r/s/t/u - v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 35
Q4. Which, if any, of the following has the most responsibility for taking action to ensure harmful synthetic chemicals are not present in products used by people like myself?
Base: All adults aged 16-75 in the UK

		GENDER			AGE						SOCIAL GRADE				WORKING STATUS				REGION											
		TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1071	1097	305	398	380	389	713	608	627	471	480	983	367	103*	5452	714	87*	233	179	191	191	199	208	181	300	348	103*	181	62*
	100%	49%	50%	14%	18%	17%	18%	33%	32%	20%	22%	22%	45%	17%	19%	66%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	14%	19%	36%	
	100%	71%	71%	62%	72%	74%	74%	74%	73%	74%	65%	69%	71%	70%	71%	71%	72%	80%	70%	73%	69%	74%	74%	73%	67%	71%	73%	68%	72%	
	100%	71%	71%	62%	72%	74%	74%	74%	73%	74%	65%	69%	71%	70%	71%	71%	72%	80%	70%	73%	69%	74%	74%	73%	67%	71%	73%	68%	72%	
The UK Government	1556	763	777	189	288	280	271	529	411	441	299	310	616	241	65	921	539	63	160	123	127	113	148	131	199	168	66	124	38	
	67%	65%	69%	49%	57%	60%	62%	82%	67%	70%	64%	65%	63%	66%	63%	63%	73%	72%	68%	68%	66%	71%	73%	73%	66%	55%	65%	69%	61%	
	79%	79%	79%	62%	72%	74%	74%	74%	73%	74%	65%	69%	71%	70%	71%	71%	72%	80%	70%	73%	69%	74%	74%	73%	67%	71%	73%	68%	72%	
	79%	79%	79%	62%	72%	74%	74%	74%	73%	74%	65%	69%	71%	70%	71%	71%	72%	80%	70%	73%	69%	74%	74%	73%	67%	71%	73%	68%	72%	
The manufacturers of the product	1460	691	755	148	228	229	273	582	411	441	299	310	616	241	65	921	539	63	160	123	127	113	148	131	199	168	66	124	38	
	67%	65%	69%	49%	57%	60%	62%	82%	67%	70%	64%	65%	63%	66%	63%	63%	73%	72%	68%	68%	66%	71%	73%	73%	66%	55%	65%	69%	61%	
	79%	79%	79%	62%	72%	74%	74%	74%	73%	74%	65%	69%	71%	70%	71%	71%	72%	80%	70%	73%	69%	74%	74%	73%	67%	71%	73%	68%	72%	
	79%	79%	79%	62%	72%	74%	74%	74%	73%	74%	65%	69%	71%	70%	71%	71%	72%	80%	70%	73%	69%	74%	74%	73%	67%	71%	73%	68%	72%	
Scientists	797	388	404	99	124	135	140	300	206	229	182	180	322	137	35	494	303	37	82	62	59	56	85	84	102	108	33	72	18	
	36%	36%	37%	32%	31%	33%	36%	42%	34%	36%	39%	38%	33%	37%	34%	34%	41%	43%	35%	34%	31%	33%	41%	47%	34%	36%	32%	40%	29%	
	36%	36%	37%	32%	31%	33%	36%	42%	34%	36%	39%	38%	33%	37%	34%	34%	41%	43%	35%	34%	31%	33%	41%	47%	34%	36%	32%	40%	29%	
	36%	36%	37%	32%	31%	33%	36%	42%	34%	36%	39%	38%	33%	37%	34%	34%	41%	43%	35%	34%	31%	33%	41%	47%	34%	36%	32%	40%	29%	
Healthcare organisations/healthcare professions	775	364	408	112	167	129	126	240	233	207	174	161	361	125	32	518	257	31	76	70	74	44	71	66	102	115	43	66	18	
	35%	34%	37%	37%	42%	34%	33%	34%	38%	33%	37%	34%	37%	34%	31%	36%	35%	35%	32%	39%	39%	28%	34%	37%	34%	38%	42%	36%	29%	
	35%	34%	37%	37%	42%	34%	33%	34%	38%	33%	37%	34%	37%	34%	31%	36%	35%	35%	32%	39%	39%	28%	34%	37%	34%	38%	42%	36%	29%	
	35%	34%	37%	37%	42%	34%	33%	34%	38%	33%	37%	34%	37%	34%	31%	36%	35%	35%	32%	39%	39%	28%	34%	37%	34%	38%	42%	36%	29%	
Retailers	645	324	319	75	116	146	116	191	182	184	132	147	287	118	26	430	214	35	60	49	62	50	53	55	85	97	35	57	12	
	29%	30%	29%	24%	29%	30%	27%	31%	30%	29%	28%	31%	29%	32%	23%	30%	29%	35%	26%	28%	32%	31%	31%	25%	28%	32%	33%	32%	19%	
	29%	30%	29%	24%	29%	30%	27%	31%	30%	29%	28%	31%	29%	32%	23%	30%	29%	35%	26%	28%	32%	31%	31%	25%	28%	32%	33%	32%	19%	
	29%	30%	29%	24%	29%	30%	27%	31%	30%	29%	28%	31%	29%	32%	23%	30%	29%	35%	26%	28%	32%	31%	31%	25%	28%	32%	33%	32%	19%	
Environmental and health charities	528	224	303	69	109	103	86	161	167	152	96	112	253	90	14	358	170	16	62	40	44	35	51	53	65	85	28	35	14	
	24%	21%	28%	23%	27%	27%	22%	23%	28%	24%	20%	23%	26%	25%	13%	25%	23%	19%	26%	22%	23%	22%	24%	30%	22%	28%	27%	20%	23%	
	24%	21%	28%	23%	27%	27%	22%	23%	28%	24%	20%	23%	26%	25%	13%	25%	23%	19%	26%	22%	23%	22%	24%	30%	22%	28%	27%	20%	23%	
	24%	21%	28%	23%	27%	27%	22%	23%	28%	24%	20%	23%	26%	25%	13%	25%	23%	19%	26%	22%	23%	22%	24%	30%	22%	28%	27%	20%	23%	
Consumers	421	212	208	83	85	79	64	110	12	116	98	80	198	69	24	291	130	13	43	23	42	24	36	33	70	72	18	39	7	
	19%	20%	19%	27%	21%	21%	16%	15%	21%	18%	21%	17%	20%	19%	23%	20%	18%	15%	19%	13%	22%	15%	18%	18%	23%	24%	17%	22%	12%	
	19%	20%	19%	27%	21%	21%	16%	15%	21%	18%	21%	17%	20%	19%	23%	20%	18%	15%	19%	13%	22%	15%	18%	18%	23%	24%	17%	22%	12%	
	19%	20%	19%	27%	21%	21%	16%	15%	21%	18%	21%	17%	20%	19%	23%	20%	18%	15%	19%	13%	22%	15%	18%	18%	23%	24%	17%	22%	12%	
Consumer advocacy groups	354	174	176	54	84	71	55	90	115	95	74	70	177	53	12	242	112	12	41	27	26	29	34	31	38	66	15	25	10	
	16%	16%	16%	18%	21%	19%	14%	13%	19%	15%	16%	15%	18%	14%	12%	17%	15%	14%	18%	15%	13%	18%	16%	17%	13%	22%	15%	14%	16%	
	16%	16%	16%	18%	21%	19%	14%	13%	19%	15%	16%	15%	18%	14%	12%	17%	15%	14%	18%	15%	13%	18%	16%	17%	13%	22%	15%	14%	16%	
	16%	16%	16%	18%	21%	19%	14%	13%	19%	15%	16%	15%	18%	14%	12%	17%	15%	14%	18%	15%	13%	18%	16%	17%	13%	22%	15%	14%	16%	
Other	23	8	12	9	4	4	2	4	10	5	6	2	9	3	4	16	6	2	4	2	1	-	-	1	4	3	-	3	2	
	1%	1%	1%	3%	1%	1%	*	1%	2%	1%	1%	*	1%	1%	4%	1%	1%	2%	2%	1%	*	-	1%	1%	1%	1%	-	2%	3%	
	1%	1%	1%	3%	1%	1%	*	1%	2%	1%	1%	*	1%	1%	4%	1%	1%	2%	2%	1%	*	-	1%	1%	1%	1%	-	2%	3%	
	1%	1%	1%	3%	1%	1%	*	1%	2%	1%	1%	*	1%	1%	4%	1%	1%	2%	2%	1%	*	-	1%	1%	1%	1%	-	2%	3%	
None of these	31	17	15	6	4	6	9	6	8	6	6	11	17	7	-	24	8	2	3	3	3	2	1	1	4	9	-	3	-	
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	-	2%	1%	2%	1%	2%	2%	1%	*	1%	1%	1%	-	3	-	
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	-	2%	1%	2%	1%	2%	2%	1%	*	1%	1%	1%	-	3	-	
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	-	2%	1%	2%	1%	2%	2%	1%	*	1%	1%	1%	-	3	-	
Don't know	94	42	51	9	22	20	22	21	19	20	26	29	40	13	10	62	32	3	8	11	7	4	6	9	17	12	5	12	2	
	4%	4%	5%	3%	6%	5%	6%	3%	3%	3%	5%	6%	4%	4%	9%	4%	4%	3%	3%	6%	4%	2%	3%	5%	6%	4%	5%	7%	3%	
	4%	4%	5%	3%	6%	5%	6%	3%	3%	3%	5%	6%	4%	4%	9%	4%	4%	3%	3%	6%	4%	2%	3%	5%	6%	4%	5%	7%	3%	
	4%	4%	5%	3%	6%	5%	6%	3%	3%	3%	5%	6%	4%	4%	9%	4%	4%	3%	3%	6%	4%	2%	3%	5%	6%	4%	5%	7%	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
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 36

Q4. Which, if any, of the following has the most responsibility for taking action to ensure harmful synthetic chemicals are not present in products used by people like myself?

Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£49999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	470	459	1136	131	388	514	544	626	136	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	29%	29%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	66%	18%	12%	35%	1%**	93%	7%
The UK Government	1556	428	445	587	96	254	381	412	417	93	914	479	163	291	531	235	400	508	1048	258	193	46	12	1447	109
	71%	68%	70%	78%	60%	63%	68%	74%	77%	71%	73%	68%	72%	69%	72%	72%	70%	68%	73%	64%	76%	67%	59%	71%	71%
				abd				ef	ef		i							p		r					
The manufacturers of the product	1460	429	421	517	94	259	364	375	369	92	832	447	181	302	533	281	345	432	1029	240	135	47	10	1359	101
	67%	68%	66%	68%	59%	64%	65%	68%	68%	71%	66%	63%	80%	72%	73%	61%	60%	58%	71%	60%	53%	69%	51%	67%	65%
				d							j			no						s					
Scientists	797	241	219	280	58	163	191	194	197	53	451	247	99	157	277	156	207	251	547	140	82	22	6	730	67
	36%	38%	34%	37%	37%	41%	34%	35%	37%	40%	36%	35%	44%	37%	38%	34%	36%	34%	38%	35%	32%	32%	32%	36%	43%
											ii														
Healthcare organisations/healthcare professions	775	226	219	284	46	142	185	195	212	41	446	245	84	158	219	166	232	296	479	143	110	34	10	716	59
	35%	36%	34%	38%	29%	35%	33%	35%	39%	31%	36%	35%	37%	38%	30%	36%	41%	40%	33%	36%	43%	49%	48%	35%	38%
									f		m			m		m	m	q				r			
Retailers	645	171	201	233	39	121	164	161	163	36	371	204	69	126	194	140	184	233	411	107	97	24	5	604	41
	29%	27%	32%	31%	25%	30%	29%	29%	30%	28%	30%	29%	31%	30%	27%	30%	32%	31%	29%	27%	38%	35%	27%	30%	26%
											n						m			r					
Environmental and health charities	528	150	151	192	35	102	118	126	152	29	323	147	58	99	157	102	170	210	318	96	84	23	6	497	31
	24%	24%	24%	25%	22%	26%	21%	23%	28%	22%	26%	21%	25%	24%	21%	22%	30%	28%	22%	24%	33%	33%	31%	24%	20%
									f		i						lmn	q							
Consumers	421	111	131	152	27	74	103	98	121	34	248	139	34	74	136	88	124	155	265	70	60	20	5	390	31
	19%	18%	20%	20%	17%	18%	18%	18%	22%	19%	20%	20%	15%	18%	19%	19%	22%	21%	18%	18%	23%	29%	27%	19%	20%
Consumer advocacy groups	364	74	112	147	20	61	75	91	108	18	219	106	29	54	109	72	120	140	214	59	63	15	3	331	23
	16%	12%	18%	19%	13%	15%	13%	16%	20%	14%	17%	15%	13%	13%	15%	15%	21%	19%	15%	15%	25%	22%	16%	16%	15%
			a	a				f	f								lmn	q		r					
Other	23	6	4	12	1	8	1	5	6	3	11	10	2	3	7	3	10	8	14	6	1	1	1	20	3
	1%	1%	1%	2%	1%	2%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	*	1%	5%	1%	2%
						f																			
None of these	31	12	9	6	4	7	10	6	6	3	17	10	4	8	8	6	9	11	20	4	5	2	-	29	3
	1%	2%	1%	1%	3%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	3%	-	1%	2%
Don't know	94	28	35	20	11	27	31	14	13	9	50	34	11	17	35	18	25	24	70	15	8	2	-	85	9
	4%	4%	6%	3%	7%	7%	6%	2%	2%	7%	4%	5%	5%	4%	5%	4%	4%	3%	5%	4%	3%	3%	-	4%	6%
			c		c	gh	gh			gh															

 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/x - j/k - l/m/n/o - p/q - r/s/t/u - v/w
 Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing

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.



24-089497-09 - HARMFUL CHEMICALS
28TH FEBRUARY - 3RD MARCH 2025
IPSOS

20 Jun 2025

Table 37

Q5. To what extent do you support or oppose the UK government doing each of the following? - SUMMARY TABLE

Base: All adults aged 16-75 in the UK

	Ban the use of endocrine- disrupting chemicals in all children's toys	Ban the use of endocrine- disrupting chemicals in toys for children under 3 years of age	Conduct research on the effects of endocrine- disrupting chemicals in children's toys before deciding upon the appropriate government regulation	Educate the public about the potential health risks of endocrine- disrupting chemicals in children's toys	Take no action on the use of endocrine- disrupting chemicals in children's toys
UNWEIGHTED BASE	2186	2186	2186	2186	2186
WEIGHTED BASE	2186	2186	2186	2186	2186
Strongly support	1065 49%	1174 54%	899 41%	1076 49%	134 6%
Tend to support	590 27%	538 25%	729 33%	687 31%	189 9%
No feelings either way	311 14%	265 12%	312 14%	267 12%	352 16%
Tend to oppose	54 2%	62 3%	103 5%	59 3%	421 19%
Strongly oppose	39 2%	30 1%	45 2%	19 1%	950 43%
Don't know	127 6%	117 5%	97 4%	77 4%	139 6%
NET: Support	1655 76%	1711 78%	1629 75%	1763 81%	324 15%
NET: Oppose	93 4%	92 4%	148 7%	78 4%	1371 63%

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.

Base: All adults aged 16-75 in the UK

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/E
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 39

Q5. To what extent do you support or oppose the UK government doing each of the following? - Ban the use of endocrine-disrupting chemicals in all children's toys

Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION				INCOME				PREFER NOT TO ANSWER			MARRIED /LIVING			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)			AS (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	626	134			1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131			1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	29%	22%	33%	7%	18%	26%	25%	25%	6%			57%	32%	10%	19%	33%	21%	26%	34%	55%	18%	12%	35%	11%**	93%	7%
Strongly support	1065	297	310	375	89	193	275	284	248	65			655	275	134	213	391	201	260	341	724	176	116	40	9	1005	58
49%	49%	47%	49%	50%	52%	48%	49%	51%	46%	50%			52%	39%	59%	51%	53%	43%	45%	46%	50%	44%	45%	58%	45%	50%	38%
													i		i	n	no									w	
Tend to support	580	154	166	222	38	92	165	144	157	32			342	195	53	100	189	146	155	213	378	119	74	15	5	553	37
27%	27%	24%	26%	31%	24%	23%	30%	26%	29%	25%			27%	28%	23%	24%	26%	21%	27%	29%	26%	30%	29%	21%	25%	27%	24%
				a		e		e										i									
No feelings either way	311	99	103	86	23	70	57	81	82	21			167	125	19	57	91	64	99	115	196	66	37	9	3	274	36
14%	14%	16%	16%	11%	14%	17%	10%	15%	15%	16%			13%	18%	8%	14%	12%	14%	17%	15%	14%	17%	14%	12%	16%	14%	23%
				c		f		f					k						m							v	
Tend to oppose	54	21	9	17	7	18	9	14	10	2			19	34	2	10	10	13	20	27	27	10	10	5	2	49	5
2%	2%	3%	1%	2%	4%	5%	2%	3%	2%	1%			1%	5%	1%	2%	1%	3%	4%	4%	2%	3%	4%	7%	11%	2%	3%
						h																					
Strongly oppose	39	14	13	11	2	8	8	7	11	5			14	21	4	13	11	4	11	14	25	10	3	1	-	38	2
2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	3%			1%	3%	2%	3%	2%	1%	2%	2%	2%	3%	1%	1%	-	2%	1%
																n											
Don't know	127	49	37	35	6	20	43	25	32	6			55	57	15	26	41	35	26	35	92	18	16	-	1	111	16
6%	6%	8%	6%	5%	4%	5%	8%	5%	6%	5%			4%	8%	6%	6%	6%	8%	5%	5%	6%	5%	6%	-	3%	5%	10%
NET: Support	1655	451	476	606	122	285	440	427	405	97			997	470	188	314	580	346	415	554	1101	296	150	54	14	1559	96
76%	76%	71%	75%	80%	77%	71%	79%	77%	75%	75%			80%	67%	83%	75%	79%	75%	73%	74%	76%	74%	74%	79%	70%	77%	62%
				ab		e																					
NET: Oppose	93	35	22	28	9	26	18	22	21	6			32	55	6	23	21	18	31	41	52	20	13	6	2	86	7
4%	4%	5%	3%	4%	6%	6%	3%	4%	4%	5%			3%	8%	3%	6%	3%	4%	5%	6%	5%	5%	5%	9%	11%	4%	4%
						f										m			m								

 Proportions/Mean: Columns Tested (5% risk level) - a/h/c/d - e/f/g/h/s - i/j/k - l/m/n/o - p/q - r/s/t/u - v/w
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 60
Q5. To what extent do you support or oppose the UK government doing each of the following? - Ban the use of endocrine-disrupting chemicals in toys for children under 3 years of age
Base: All adults aged 16-75 in the UK

	GENDER				AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN		16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112		290	408	374	418	689	797	604	518	507	980	518	103	1601	785	87	246	180	191	518	301	171	298	368	104	184	60
WEIGHTED BASE	2186	1071	1097		305	398	380	389	713	698	527	471	480	993	587	103*	1612	734	87*	233	179	191	519	308	181	300	368	103*	181	62*
	100%	49%	50%		14%	18%	17%	18%	33%	32%	24%	22%	22%	45%	27%	51%	74%	36%	4%	11%	8%	9%	7%	10%	8%	14%	14%	14%	9%	3%
Strongly support	1174	506	660		106	169	202	227	469	331	344	242	256	461	209	59	730	444	50	128	91	99	85	118	110	165	134	59	100	35
	54%	47%	60%		35%	42%	53%	55%	68%	48%	55%	47%	51%	47%	37%	58%	50%	60%	57%	53%	51%	52%	53%	57%	61%	53%	44%	44%	58%	53%
		a	a				cd	cd	cdcd						bd	f			y	y			y	y	y	y		y	y	
Tend to support	538	286	249		88	118	107	82	144	170	144	121	103	273	92	18	382	156	24	54	49	49	40	53	33	75	89	26	34	13
	25%	27%	23%		29%	29%	28%	21%	20%	28%	23%	26%	22%	28%	23%	18%	30%	21%	28%	23%	27%	27%	25%	25%	18%	25%	29%	26%	19%	21%
		b			fe	fe	fe	fe		jk				md		e										wa				
No feelings either way	265	156	106		55	60	45	48	57	63	81	56	64	132	46	19	197	68	8	22	25	16	21	25	26	33	49	8	25	8
	12%	15%	10%		18%	15%	12%	12%	8%	10%	13%	12%	11%	13%	12%	10%	14%	9%	9%	10%	14%	8%	13%	12%	14%	11%	16%	8%	14%	13%
		b			efg	f		f	5	12	13	19	18	42	7	1	50		1	6	4	11	3	5	2	7	11	2	8	2
Tend to oppose	82	46	16		23	15	11	7		26	2%	2%	4%	4%	2%	1%	3%	2%	1%	3%	2%	6%	2%	2%	1%	2%	4%	2%	5%	4%
	3%	4%	1%		8%	4%	3%	2%	1%	2%	2%			9%		d						w								
		b			defg	f	f																							
Strongly oppose	30	15	16		11	9	3	4	4	9	9	4	9	16	5	-	21	9	-	6	-	-	5	2	3	4	5	*	3	-
	1%	1%	1%		4%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	1%	-	2%	-	2%	1%	1%	2%	1%	2%	*	2%	-
Don't know	117	63	49		23	28	13	21	34	22	36	29	30	59	8	5	73	45	5	17	10	12	9	5	7	16	16	5	11	4
	5%	6%	4%		7%	7%	3%	5%	5%	4%	6%	6%	6%	6%	2%	3%	5%	6%	5%	7%	6%	6%	6%	2%	4%	5%	5%	5%	6%	6%
					e	e								gh			h													
NET: Support	1711	792	909		194	287	309	309	613	502	488	363	359	799	301	77	1112	600	74	181	140	148	124	171	143	240	223	86	134	48
	78%	74%	83%		64%	72%	81%	79%	86%	82%	78%	77%	73%	75%	82%	75%	77%	82%	85%	78%	78%	77%	78%	82%	79%	80%	73%	84%	74%	77%
					f	c	cd	cd	cd	h				ij		i			v				v	v	v	v	v	v	v	
NET: Oppose	92	60	32		35	24	14	11	9	21	22	23	27	58	12	1	71	21	1	12	4	15	5	7	5	10	16	2	11	2
	4%	6%	3%		11%	6%	4%	3%	1%	3%	4%	5%	6%	6%	3%	1%	5%	3%	1%	5%	2%	8%	3%	4%	3%	5%	5%	2%	6%	4%
		b			defg	f	f							gh		p						gh								

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/f/g - h/i/j/k - l/m/h/o/p - q/r/h/u/v/w/h/h/h/h/h/h/h/h
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 41
Q5. To what extent do you support or oppose the UK government doing each of the following? - Ban the use of endocrine-disrupting chemicals in toys for children under 3 years of age
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	763	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	29%	29%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	55%	18%	12%	31%	1%**	92%	7%
Strongly support	1174	322	324	438	89	202	252	317	288	74	720	305	148	220	429	226	288	377	797	202	122	45	7	1104	70
54%	54%	51%	51%	58%	56%	50%	52%	57%	53%	57%	57%	43%	65%	55%	59%	49%	50%	51%	55%	51%	48%	65%	38%	54%	45%
Tend to support	558	161	163	184	30	88	154	128	142	36	258	192	48	88	162	133	154	196	342	100	73	17	6	497	41
25%	25%	26%	26%	24%	19%	22%	28%	23%	26%	26%	24%	27%	21%	21%	22%	29%	27%	26%	24%	25%	23%	22%	30%	24%	26%
No feelings either way	265	80	86	76	23	64	49	64	70	18	143	108	14	55	81	58	70	94	171	53	34	3	4	243	22
12%	12%	13%	13%	10%	15%	16%	9%	12%	13%	13%	11%	15%	6%	13%	11%	13%	12%	13%	12%	13%	13%	5%	20%	12%	14%
Tend to oppose	62	19	20	17	6	11	16	19	13	3	32	27	3	12	15	12	22	31	31	18	12	-	2	55	7
3%	3%	3%	3%	2%	4%	3%	3%	3%	2%	3%	3%	4%	1%	3%	2%	3%	4%	4%	2%	4%	5%	-	9%	3%	4%
Strongly oppose	30	7	13	8	2	10	7	6	6	1	15	13	2	8	5	8	9	14	16	7	5	2	-	28	3
1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	3%	-	1%	2%
Don't know	117	44	33	33	8	28	39	21	21	8	44	62	12	25	39	26	28	33	84	21	10	1	1	104	13
5%	5%	7%	5%	4%	5%	7%	7%	4%	4%	6%	4%	9%	5%	6%	5%	6%	5%	4%	6%	5%	4%	1%	3%	5%	8%
NET: Support	1711	483	487	622	119	290	446	445	430	101	1018	497	196	318	592	359	442	572	1139	302	195	62	13	1601	111
78%	78%	76%	76%	82%	75%	72%	80%	80%	80%	77%	81%	70%	86%	76%	81%	78%	77%	77%	79%	75%	76%	91%	67%	79%	71%
NET: Oppose	92	26	33	25	9	20	24	25	19	5	47	40	6	21	20	20	31	45	47	25	17	2	2	83	10
4%	4%	4%	5%	3%	5%	5%	4%	4%	3%	4%	4%	6%	2%	5%	3%	4%	5%	6%	3%	6%	6%	3%	9%	4%	6%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 62
Q5. To what extent do you support or oppose the UK government doing each of the following? - Conduct research on the effects of endocrine-disrupting chemicals in children's toys before deciding upon the appropriate government regulation
Base: All adults aged 16-75 in the UK

		GENDER		AGE					SOCIAL GRADE				WORKING STATUS				REGION													
		TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1071	1112	290	608	874	418	689	797	604	518	507	980	518	103	1601	765	87	246	180	191	518	301	171	298	368	104	184	60	
WEIGHTED BASE	2186	1071	1097	305	598	880	389	713	698	527	471	480	993	387	103*	1612	734	87*	233	179	191	519	308	181	300	304	103*	181	62*	
100%	49%	49%	50%	16%	18%	17%	18%	33%	20%	22%	22%	22%	45%	17%	9%*	66%	34%	45*	11%	8%	9%	7%	10%	8%	14%	14%	9%*	8%	36*	
Strongly support	899	409	484	92	156	150	168	334	260	260	171	208	375	150	40	566	333	40	106	65	78	68	93	81	104	117	42	75	32	
41%	38%	44%	40%	30%	39%	39%	43%	47%	43%	41%	36%	43%	38%	41%	39%	39%	45%	46%	45%	36%	41%	43%	45%	45%	35%	39%	41%	41%	53%	
Tend to support	729	360	363	88	145	133	121	243	219	212	163	135	332	132	31	495	235	31	68	71	63	48	70	55	118	98	31	54	22	
32%	34%	32%	32%	29%	36%	35%	31%	34%	30%	34%	35%	28%	34%	36%	30%	34%	32%	36%	29%	40%	33%	30%	34%	30%	39%	32%	30%	50%	36%	
No feelings either way	312	169	140	64	61	56	59	73	75	84	76	77	155	55	22	231	81	11	31	25	24	23	30	24	37	59	17	26	5	
14%	16%	13%	13%	23%	15%	15%	15%	10%	12%	13%	16%	16%	16%	15%	21%	16%	11%	13%	13%	14%	13%	15%	14%	13%	12%	19%	17%	14%	7%	
Tend to oppose	103	68	35	8	8	8	8	23	23	23	29	28	52	14	3	68	35	3	11	5	10	8	10	7	18	15	4	10	2	
5%	5%	3%	4%	0%	4%	5%	4%	3%	4%	4%	6%	6%	5%	4%	3%	5%	5%	3%	5%	3%	5%	5%	5%	4%	6%	5%	4%	5%	4%	
Strongly oppose	45	27	18	17	5	7	8	7	13	12	10	11	23	4	4	31	13	-	6	1	4	5	1	6	9	6	3	4	-	
2%	2%	2%	2%	6%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	4%	2%	2%	-	2%	1%	2%	3%	1%	4%	3%	2%	2%	2%	-	
Don't know	97	38	57	17	15	14	18	33	18	36	22	22	45	12	3	60	37	2	12	13	12	6	4	8	14	8	5	13	1	
4%	4%	5%	6%	1%	4%	4%	5%	5%	3%	6%	5%	4%	5%	3%	2%	4%	5%	2%	5%	7%	6%	4%	2%	4%	5%	3%	5%	7%	2%	
NET: Support	1629	769	846	180	301	283	288	577	479	472	335	343	708	282	71	1061	568	72	173	136	142	116	163	135	222	215	73	129	54	
75%	72%	77%	77%	59%	76%	74%	74%	81%	79%	75%	71%	71%	72%	77%	69%	73%	77%	82%	74%	76%	74%	74%	73%	78%	75%	74%	71%	72%	71%	87%
NET: Oppose	148	95	53	45	22	27	24	31	36	35	39	39	75	18	7	100	48	3	17	6	14	13	11	14	27	21	6	13	2	
7%	9%	5%	11%	5%	7%	6%	6%	4%	6%	6%	8%	8%	8%	5%	7%	7%	7%	3%	7%	3%	7%	8%	5%	8%	9%	7%	6%	7%	4%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/r/k - n/i/j/l - i/m/h/o/p - q/h/i/u/v/w/n/h/j/l/n
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 43
Q5. To what extent do you support or oppose the UK government doing each of the following? - Conduct research on the effects of endocrine-disrupting chemicals in children's toys before deciding upon the appropriate government regulation
Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER		
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	PREFER NOT TO ANSWER	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	21%	22%	25%	7%	11%	25%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	18%	12%	3%	1%	91%	7%
Strongly support	899	244	249	345	59	155	221	236	229	58	543	253	103	170	321	190	219	301	598	159	105	30	7	838	62
41%	41%	38%	39%	46%	37%	39%	40%	43%	42%	44%	43%	36%	45%	40%	44%	41%	38%	41%	41%	40%	41%	44%	36%	41%	40%
Tend to support	729	218	212	252	47	122	205	172	187	34	410	243	76	147	242	156	184	237	493	128	79	22	7	686	43
33%	33%	34%	33%	33%	29%	33%	37%	31%	35%	26%	33%	34%	33%	35%	33%	34%	32%	32%	34%	32%	31%	32%	35%	34%	28%
No feelings either way	312	95	99	89	29	61	75	86	66	24	170	122	21	61	93	65	93	113	199	58	42	10	2	288	24
14%	14%	15%	16%	12%	18%	15%	13%	16%	12%	18%	14%	17%	9%	15%	13%	14%	16%	15%	14%	15%	17%	15%	12%	14%	16%
Tend to oppose	103	26	35	30	11	25	20	29	24	6	62	35	6	16	29	25	34	47	56	32	12	2	1	95	9
5%	5%	4%	6%	4%	7%	6%	4%	5%	4%	4%	5%	5%	3%	4%	4%	5%	6%	6%	4%	8%	5%	3%	4%	5%	5%
Strongly oppose	45	15	12	13	5	10	5	7	20	3	21	19	5	6	12	8	19	20	24	10	7	1	2	37	7
2%	2%	2%	2%	2%	3%	2%	1%	1%	4%	3%	2%	3%	2%	2%	2%	2%	3%	3%	2%	3%	3%	2%	9%	2%	5%
Don't know	97	34	31	24	8	19	33	25	15	6	46	35	16	19	36	19	23	26	72	13	9	3	1	87	10
4%	4%	5%	5%	3%	5%	5%	6%	4%	3%	4%	4%	5%	7%	5%	5%	4%	4%	3%	5%	3%	3%	4%	3%	4%	7%
NET: Support	1629	462	461	600	106	287	426	408	416	92	953	496	179	317	563	346	403	538	1091	287	185	52	14	1524	105
75%	75%	73%	72%	79%	67%	71%	76%	74%	77%	70%	76%	70%	79%	75%	77%	75%	71%	72%	76%	72%	73%	76%	71%	75%	67%
NET: Oppose	148	41	47	43	16	35	25	36	44	9	83	54	11	23	40	33	52	67	81	42	19	4	3	132	16
7%	7%	7%	7%	6%	10%	9%	4%	6%	8%	7%	7%	8%	5%	5%	5%	7%	9%	9%	6%	10%	8%	5%	13%	7%	10%

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

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 64
Q5. To what extent do you support or oppose the UK government doing each of the following? - Educate the public about the potential health risks of endocrine-disrupting chemicals in children's toys
Base: All adults aged 16-75 in the UK

		GENDER			AGE									SOCIAL GRADE				WORKING STATUS				REGION																																					
		TOTAL	MAN	WOMAN	16-24	(a)	25-34	(b)	35-44	(c)	45-54	(d)	55-75	(e)	A8	C1	C2	DE	(f)	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	(g)	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)																	
UNWEIGHTED BASE	2186	1066	1112	290		408		374		419		665		757		604		318		507		980		318		103		1401		783		87		246		180		191		518		205		171		298		368		104		184		66					
WEIGHTED BASE	2186	1071	1097	305		398		380		389		713		608		527		271		480		993		387		103		1612		734		87		233		179		191		519		308		181		300		368		103		181		62					
Strongly support	100%	49%	50%	14%		17%		18%		13%		20%		29%		22%		22%		45%		17%		9%		66%		34%		45*		11%		8%		7%		10%		8%		14%		14%		9%		8%		36*		30		30		30		30	
	1076	467	602	117		172		171		207		399		315		310		220		232		438		195		48		681		395		45		120		85		98		76		104		93		143		135		54		91		30		30		30	
	49%	44%	55%	38%		43%		48%		53%		36%		52%		49%		47%		48%		45%		53%		47%		54%		47%		52%		52%		48%		51%		48%		50%		51%		48%		45%		53%		51%		49%		49%			
Tend to support	687	349	349	106		131		121		114		216		204		198		142		143		322		124		23		469		219		29		70		53		63		55		70		57		99		95		27		47		21		21			
	31%	23%	30%	35%		32%		32%		29%		20%		34%		32%		30%		30%		32%		24%		22%		32%		30%		33%		30%		30%		33%		34%		34%		32%		33%		31%		26%		27		24%		24%			
No feelings either way	267	152	110	45		56		53		47		65		53		70		77		67		140		33		24		197		70		7		19		29		11		17		25		22		40		50		14		23		10		10		10	
	12%	14%	10%	15%		14%		14%		12%		9%		8%		11%		16%		14%		14%		8%		23%		14%		10%		8%		8%		16%		8%		11%		12%		12%		13%		16%		14%		13%		17%		17%			
Tend to oppose	59	43	17	8		8		8		3		4		18		16		10		15		35		7		46		3		46		3		6		4		7		4		7		9		4		6		1		1		1					
	3%	4%	2%	7%		5%		3%		1%		1%		3%		3%		2%		3%		4%		2%		3%		3%		2%		3%		3%		2%		4%		3%		3%		4%		3%		4%		3%		3%		3%					
Strongly oppose	19	12	7	5		2		3		4		5		4		5		6		4		8		3		-		11		8		-		4		-		3		3		-		-		1		5		*		2		2		-			
	1%	1%	1%	2%		1%		1%		1%		1%		1%		1%		1%		1%		1%		1%		-		1%		-		1%		-		2%		-		2%		-		*		2%		*		1%		-							
Don't know	77	49	28	12		17		10		13		25		15		28		17		18		40		4		5		49		28		3		13		8		8		4		3		7		9		10		3		10		-					
	4%	5%	3%	4%		4%		3%		3%		3%		2%		4%		4%		4%		4%		1%		3%		4%		4%		4%		6%		4%		4%		3%		3%		4%		3%		2%		4%		4%							
NET: Support	1763	816	835	222		303		302		321		615		519		508		362		375		760		319		71		1150		614		74		191		138		162		131		173		150		243		230		81		139		52		52			
	81%	76%	85%	73%		76%		79%		83%		86%		85%		81%		77%		78%		77%		87%		69%		79%		84%		85%		82%		77%		84%		82%		83%		83%		81%		76%		79%		77%		77%		83%			
NET: Oppose	78	54	24	25		22		16		7		9		22		21		16		19		41		11		3		56		22		3		10		4		10		7		7		2		8		14		4		9		-					
	4%	5%	2%	8%		6%		4%		2%		1%		4%		3%		3%		4%		4%		3%		3%		4%		3%		4%		4%		2%		5%		5%		3%		1%		3%		5%		4%		5%							

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/r/z - h/v/j/k - l/m/hu/b/p - q/r/u/v/u/w/h/v/h/j/a/b
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 45
Q5. To what extent do you support or oppose the UK government doing each of the following? - Educate the public about the potential health risks of endocrine-disrupting chemicals in children's toys
Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				PREFER NOT TO ANSWER	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+		MARRIED /LIVING AS	SINGLE	WID/ DV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	626	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	29%	29%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	52%	19%	12%	35%	1%**	95%	7%
Strongly support	1076	280	318	409	70	195	263	272	282	65	640	305	131	225	365	208	279	361	715	178	120	43	9	1005	70
	49%	44%	50%	54%	44%	49%	47%	49%	52%	49%	51%	43%	58%	54%	50%	45%	49%	48%	50%	45%	51%	62%	47%	50%	45%
Tend to support	687	216	193	230	48	126	193	176	160	33	393	229	65	104	253	152	178	224	463	122	74	21	6	638	49
	31%	34%	30%	30%	30%	31%	34%	32%	30%	25%	31%	32%	28%	25%	35%	33%	31%	30%	32%	31%	29%	31%	32%	31%	31%
No feelings either way	267	91	75	78	23	45	63	68	65	26	147	100	20	58	77	64	68	98	169	62	32	3	2	246	20
	12%	14%	12%	10%	14%	11%	11%	12%	12%	20%	12%	14%	9%	14%	11%	14%	12%	13%	12%	15%	12%	4%	9%	12%	13%
Tend to oppose	99	15	24	14	8	16	13	14	16	1	30	28	1	11	11	16	21	31	29	20	8	2	1	55	4
	3%	2%	4%	2%	5%	4%	2%	3%	3%	*	2%	4%	1%	3%	2%	3%	4%	4%	2%	5%	3%	3%	4%	3%	3%
Strongly oppose	19	4	6	9	-	3	2	6	5	3	11	8	-	3	3	6	7	10	9	7	2	-	1	15	4
	1%	1%	1%	1%	-	1%	*	1%	1%	2%	1%	1%	-	1%	*	1%	1%	1%	1%	2%	1%	-	3%	1%	3%
Don't know	77	28	22	16	10	17	25	19	13	4	30	37	11	18	23	19	17	21	57	11	9	-	1	70	7
	4%	4%	4%	2%	7%	4%	4%	3%	2%	3%	2%	5%	5%	4%	3%	4%	3%	3%	4%	3%	3%	-	3%	3%	5%
NET: Support	1763	495	511	639	118	321	455	448	442	97	1034	534	196	329	618	359	457	585	1178	301	204	64	16	1645	119
	81%	78%	80%	85%	74%	80%	82%	81%	82%	74%	83%	76%	86%	79%	84%	78%	80%	79%	82%	75%	80%	93%	80%	81%	76%
NET: Oppose	78	19	30	22	8	19	15	20	21	3	41	37	1	14	14	21	29	40	38	27	10	2	2	70	9
	4%	3%	5%	3%	5%	5%	3%	4%	4%	2%	3%	5%	1%	3%	2%	5%	5%	5%	3%	7%	4%	3%	8%	3%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/s - i/j/k - l/m/n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 66
Q5. To what extent do you support or oppose the UK government doing each of the following? - Take no action on the use of endocrine-disrupting chemicals in children's toys
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS				REGION														
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING		NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND			SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND
UNWEIGHTED BASE	2186	1056	1132	290	408	374	419	665	757	604	318	507	980	518	103	5401	795		87	246	180	191	518	301	171	298	368	104	184	66	
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	983	587	103*	5452	734		87*	233	179	191	519	308	181	300	368	103*	181	62*	
Strongly support	134	66	66	33	34	18	17	13	20%	29%	22%	22%	45%	17%	9%	66%	34%		45*	11%	8%	8%	7%	10%	8%	14%	14%	9%	8%	36*	
	6%	6%	6%	11%	8%	5%	4%	3%	7%	5%	8%	5%	8%	5%	5%	7%	5%		7%	12%	6%	3%	6%	5%	5%	4%	6%	11%	7%	4%	
				fe	fe	fe							p		p					twelvey							de				
Tend to support	189	113	76	50	54	38	20	26	58	49	47	35	109	36	9	153	36		4	18	14	17	19	19	12	28	36	7	13	2	
	9%	11%	7%	17%	14%	10%	5%	4%	10%	8%	10%	7%	11%	10%	9%	11%	5%		5%	8%	8%	9%	12%	9%	7%	9%	12%	7%	7%	4%	
		b		efg	fe	fe							a	a	a																
No feelings either way	352	193	155	52	64	71	66	79	97	94	76	85	183	61	20	264	58		10	33	35	36	18	35	26	47	61	13	22	15	
	16%	18%	14%	17%	21%	19%	17%	11%	16%	15%	16%	18%	19%	17%	19%	18%	12%		12%	14%	20%	19%	11%	17%	15%	16%	20%	13%	12%	25%	
		b		e	e	e	e						p		p					u							ua			ua	
Tend to oppose	421	188	230	61	60	59	78	144	120	123	91	87	182	76	14	273	148		18	36	30	38	37	43	35	63	54	18	37	13	
	19%	18%	21%	20%	20%	15%	20%	20%	20%	20%	19%	18%	19%	21%	14%	19%	20%		21%	15%	17%	20%	23%	21%	19%	21%	18%	18%	20%	21%	
Strongly oppose	950	442	504	80	125	164	183	397	262	288	185	216	367	158	50	375	375		43	101	77	81	64	92	90	137	112	45	82	27	
	43%	41%	46%	26%	31%	43%	47%	56%	43%	46%	39%	45%	37%	43%	40%	40%	40%		50%	43%	43%	42%	40%	44%	50%	46%	37%	44%	45%	43%	
		a			cd	cd	cd	cddef					i	i	i	lmo			y					y	y	y					
Don't know	139	69	66	29	21	17	29	42	28	44	36	31	65	15	5	85	54		5	18	13	14	13	8	8	13	24	7	14	2	
	6%	6%	6%	9%	5%	5%	8%	6%	5%	7%	8%	6%	7%	4%	3%	6%	7%		6%	8%	7%	7%	8%	4%	4%	8%	7%	8%	8%	3%	
		e																													
NET: Support	324	179	142	83	88	69	33	51	102	78	84	60	185	56	14	255	69		11	45	24	23	28	30	21	40	53	18	26	5	
	15%	17%	13%	27%	22%	18%	8%	7%	17%	12%	18%	13%	19%	15%	14%	18%	9%		12%	19%	13%	12%	18%	14%	12%	13%	17%	18%	14%	8%	
		b		efg	fe				i				a						twb												
NET: Oppose	1371	630	734	141	205	223	261	541	382	411	275	303	550	234	64	848	523		61	127	107	119	100	135	125	200	166	63	119	40	
	63%	59%	67%	44%	51%	59%	67%	76%	63%	66%	58%	63%	56%	64%	62%	58%	71%		70%	59%	60%	62%	63%	65%	69%	67%	55%	62%	66%	65%	
		a			e	cdg	cddef			i			de		i	lmo			y				y	fy	y				y		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/r/z - h/v/j/k - l/m/hu/b/p - q/r/u/v/uw/hu/hy/j/h/r
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 47
Q5. To what extent do you support or oppose the UK government doing each of the following? - Take no action on the use of endocrine-disrupting chemicals in children's toys
Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION				INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ OLEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	29%	29%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	18%	12%	35*	1%**	91%	7%
Strongly support	134	32	41	55	7	23	31	34	43	4	77	45	12	23	33	34	45	68	67	33	30	3	2	129	5
6%	6%	5%	6%	7%	4%	6%	6%	6%	8%	3%	6%	7%	5%	5%	4%	7%	8%	9%	5%	8%	12%	4%	9%	6%	3%
Tend to support	189	60	53	72	4	40	48	43	55	4	122	61	7	24	41	53	70	100	89	53	34	9	3	182	7
9%	9%	9%	8%	10%	3%	10%	9%	8%	10%	3%	10%	9%	3%	6%	6%	11%	12%	13%	6%	13%	13%	13%	17%	9%	5%
No feelings either way	352	d	d	d		x	x	x	x		k	k				lm	lm	q							
16%	17%	111	111	99	31	71	77	93	88	23	194	136	21	55	116	78	103	132	220	74	38	15	5	325	27
		17%	17%	13%	20%	18%	14%	17%	16%	18%	10%	19%	9%	13%	16%	17%	18%	18%	15%	18%	15%	22%	25%	16%	17%
Tend to oppose	421	121	122	142	35	67	132	97	103	22	224	145	52	87	133	93	107	129	292	73	43	12	1	385	36
19%	19%	19%	19%	19%	22%	17%	24%	17%	19%	17%	18%	21%	23%	21%	18%	20%	19%	17%	20%	18%	17%	18%	6%	19%	23%
Strongly oppose	950	255	280	350	65	169	224	261	231	66	580	248	123	197	365	176	212	276	675	148	92	28	8	887	63
43%	40%	44%	46%	41%	42%	42%	40%	47%	43%	51%	46%	35%	54%	47%	50%	38%	37%	37%	47%	37%	36%	41%	40%	44%	41%
Don't know	139	55	31	37	16	32	47	28	21	12	55	72	12	no	no	no	no	p							
6%	6%	9%	5%	5%	10%	8%	8%	5%	4%	9%	4%	10%	5%	8%	6%	6%	6%	5%	7%	20	18	2	1	123	16
		bc	a	bc		h	gh		h		i	ik								5%	7%	2%	3%	6%	10%
NET: Support	324	92	94	127	11	62	79	77	98	7	199	107	18	47	74	87	116	168	156	87	64	12	5	311	12
15%	14%	15%	17%	7%	16%	16%	14%	14%	18%	6%	16%	15%	8%	11%	10%	19%	20%	23%	11%	22%	25%	17%	26%	15%	8%
NET: Oppose	1371	d	d	d		x	x	x	x		k	k				lm	lm	q							
63%	59%	402	403	493	101	236	356	357	334	89	803	393	176	285	488	269	320	404	967	220	134	40	9	1272	100
		59%	63%	62%	63%	59%	64%	64%	62%	68%	64%	56%	77%	68%	68%	58%	56%	54%	67%	55%	53%	59%	46%	63%	64%
		a									j		ll	no	no			p							

Proportions/Mean: Columns Tested (5% risk level) - a/h/c/d - e/f/gh/h/s - i/j/k - l/m/n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 68
Q5A: Should the UK Government take action or not take action on the use of endocrine-disrupting chemicals in some children's toys?

Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	406	374	418	689	797	604	316	507	986	518	103	561	765	87	246	180	191	518	301	171	298	368	104	184	60
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	993	387	101*	543	734	87*	233	179	191	519	308	181	300	304	101*	181	62*
	100%	49%	50%	14%	18%	17%	18%	33%	32%	24%	12%	22%	45%	17%	10*	24%	34%	4%	11%	8%	9%	24%	14%	8%	14%	14%	14%	8%	3%*
Definitely should take action	1274	576	690	141	199	214	236	484	372	352	264	286	525	223	57	805	469	53	131	103	121	93	121	104	175	163	67	109	36
	58%	54%	63%	48%	50%	56%	61%	68%	61%	56%	56%	60%	53%	61%	56%	55%	64%	61%	56%	58%	63%	58%	58%	57%	58%	54%	66%	60%	57%
Probably should take action	687	361	319	121	158	127	109	172	196	209	144	138	342	116	38	496	190	24	74	57	47	49	63	61	105	113	27	44	23
	31%	34%	29%	40%	40%	33%	28%	24%	32%	33%	31%	29%	35%	22%	27%	34%	26%	28%	32%	22%	24%	31%	34%	35%	27%	26%	24%	24%	28%
Probably should not take action	64	46	17	27	16	10	6	6	12	17	19	17	35	14	-	49	16	6	4	3	14	3	7	4	1	10	1	10	1
	3%	4%	2%	9%	4%	3%	2%	1%	2%	3%	4%	3%	4%	4%	-	3%	2%	7%	2%	2%	7%	2%	4%	2%	*	3%	1%	1%	1%
Definitely should not take action	17	14	3	5	1	4	2	5	3	6	3	6	11	1	-	12	5	-	5	-	*	2	3	-	1	1	4	1	-
	1%	1%	*	2%	*	1%	*	1%	*	1%	1%	1%	1%	*	-	1%	1%	-	2%	-	*	1%	1%	-	*	*	4%	*	-
Don't know	144	74	67	12	25	26	36	45	26	42	42	34	70	13	7	90	54	4	19	15	9	12	14	12	18	17	4	18	3
	7%	7%	6%	4%	6%	7%	9%	6%	4%	7%	9%	7%	7%	3%	7%	4%	7%	4	8%	9%	5%	8%	7%	6%	6%	4%	4%	10%	4%
NET: Definitely/ probably should	1961	937	1010	262	356	341	345	667	568	561	408	423	867	339	95	1301	660	77	205	160	168	141	184	165	283	276	93	153	59
	90%	87%	92%	86%	89%	90%	89%	92%	93%	90%	87%	88%	88%	92%	93%	90%	90%	89%	88%	90%	88%	89%	88%	91%	93%	91%	92%	84%	95%
NET: Probably/ definitely should not	81	60	20	32	17	13	8	12	15	23	21	22	45	15	-	61	21	6	9	3	14	5	10	4	2	11	4	10	1
	4%	6%	2%	10%	4%	3%	2%	2%	2%	4%	4%	5%	5%	4%	-	4%	3%	7%	4%	2%	8%	3%	5%	2%	1%	4%	4%	6%	1%
		b		cddef								b	d					x	x		bcx	x			x	x	x		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/i/k - n/i/j/l - l/m/h/o/p - q/h/i/u/v/w/n/h/h/l/n/b
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 49
Q5A. Should the UK Government take action or not take action on the use of endocrine-disrupting chemicals in some children's toys?
Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION				INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	29%	26%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	27%	19%	12%	3%	1%**	91%	7%
Definitely should take action	1274	351	361	463	99	222	322	316	330	84	771	349	154	254	441	252	238	428	846	218	151	46	12	1191	83
58%	58%	55%	57%	61%	62%	55%	58%	57%	61%	64%	62%	49%	68%	60%	60%	54%	57%	58%	59%	55%	59%	67%	61%	59%	53%
Probably should take action	687	201	210	232	44	124	173	194	166	30	373	258	56	118	218	161	190	265	438	139	83	20	6	634	53
31%	31%	32%	33%	31%	28%	31%	31%	35%	21%	23%	30%	36%	25%	28%	30%	35%	33%	23%	30%	35%	33%	29%	3%	31%	34%
Probably should not take action	64	24	21	14	4	22	13	18	9	3	33	30	1	10	20	17	17	31	33	23	7	1	1	59	6
3%	3%	4%	3%	2%	3%	5%	2%	3%	2%	2%	3%	4%	*	2%	3%	4%	3%	4%	2%	6%	3%	1%	3%	3%	4%
Definitely should not take action	17	3	7	6	1	4	4	6	1	1	6	10	2	10	3	2	2	4	13	4	*	-	-	17	-
1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	2%	*	1%	*	1%	1%	1%	*	-	-	1%	-
Don't know	144	54	38	41	11	30	46	21	34	13	69	61	14	28	51	31	34	32	112	16	13	1	1	130	14
7%	7%	9%	6%	5%	7%	7%	8%	4%	6%	10%	5%	9%	6%	7%	7%	7%	6%	4%	8%	4%	5%	2%	3%	6%	9%
NET: Definitely/ probably should	1961	551	572	695	143	346	495	510	486	114	1144	607	210	371	659	413	518	677	1284	357	234	66	19	1825	136
90%	90%	87%	90%	92%	90%	86%	89%	92%	87%	87%	91%	86%	93%	89%	90%	89%	91%	91%	89%	89%	92%	90%	94%	90%	87%
NET: Probably/ definitely should not	81	27	28	20	5	26	17	24	10	4	39	39	3	20	22	20	19	36	46	27	7	1	1	76	6
4%	4%	4%	4%	3%	3%	7%	3%	4%	2%	3%	3%	6%	1%	5%	3%	4%	3%	5%	3%	7%	3%	1%	3%	4%	4%
						7%														5					

Proportions/Means: Columns Tested (5% risk level) - a/h/c/d - e/t/g/h/s - i/l/k - l/m/n/o - p/q - r/s/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 50
Q6: Before taking this survey today, how much, if anything, would you say you know about the group of synthetic chemicals called PFAS?
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNWEIGHTED BASE	2186	1071	1097	305	598	880	389	713	608	627	471	480	983	367	103*	542	734	87*	233	179	191	191	108	181	300	304	102*	181	62*
	100%	49%	50%	14%	28%	41%	18%	33%	28%	29%	22%	22%	45%	17%	53*	26%	34%	45*	11%	8%	9%	26%	10%	8%	14%	14%	15*	35*	35*
A great deal	68	41	27	18	22	11	13	4	26	16	19	7	49	6	3	58	30	2	5	5	4	4	5	4	10	19	2	7	2
	3%	4%	2%	6%	4%	2%	3%	1%	4%	3%	4%	1%	5%	2%	3%	4%	1%	2%	2%	3%	2%	2%	2%	3%	6%	7%	2%	4%	4%
				e	e	e	e	+	k	k	k		mop		mp									f					
A fair amount	246	150	94	66	75	55	30	18	94	56	56	40	153	37	12	202	44	5	32	12	20	14	26	18	58	7	11	7	7
	11%	14%	9%	22%	13%	10%	8%	3%	23%	9%	12%	8%	26%	10%	11%	24%	6%	5%	14%	7%	10%	9%	12%	10%	23%	10%	7%	6%	11%
		b		efg	fg	fg	e		ik				mop	o		mp			sa							A	oduw	sa	
Just a little	349	198	147	61	81	77	48	82	114	100	64	71	186	40	20	246	103	10	31	20	38	27	32	28	45	55	19	34	9
	16%	19%	13%	20%	20%	20%	12%	12%	19%	16%	14%	15%	19%	11%	20%	17%	14%	12%	13%	11%	20%	17%	15%	16%	15%	18%	19%	15%	15%
		b		fg	fg	fg			j				mop	m	m							f	f						
Heard of, know nothing about	407	180	223	40	68	65	79	146	115	123	94	74	195	69	21	285	122	20	31	30	34	24	46	40	63	59	18	28	14
	19%	17%	20%	16%	17%	17%	20%	20%	19%	20%	20%	16%	20%	19%	20%	20%	17%	23%	13%	17%	18%	15%	22%	21%	19%	17%	15%	14%	22%
		b		fg	fg	fg			j				mop	m	m							f	f						
Never heard of	1076	476	592	104	141	166	212	453	253	325	227	271	384	210	46	641	435	50	132	106	92	87	96	86	140	105	54	97	30
	49%	44%	54%	34%	35%	44%	55%	64%	42%	52%	48%	57%	39%	57%	43%	44%	59%	58%	57%	59%	48%	50%	46%	48%	47%	35%	53%	54%	48%
		a		cd	cd	cd	ef	gh	h			fg	j	h	i	l	h	g	g	h	h	g	g	g	g	g	g	g	
Don't know	40	26	15	7	11	6	6	10	6	7	12	16	15	4	1	20	20	-	2	6	4	3	3	5	4	8	2	4	1
	2%	2%	1%	2%	3%	2%	1%	1%	1%	1%	3%	3%	2%	1%	1%	1%	3%	-	1%	3%	2%	2%	1%	3%	1%	3%	2%	1%	1%
									h				h			h	h												
NET: At least heard of	1070	569	491	194	246	208	171	250	350	295	232	271	583	153	55	791	279	37	99	67	95	69	109	90	156	191	46	80	32
	49%	53%	45%	64%	62%	55%	44%	35%	57%	47%	49%	40%	59%	42%	54%	54%	38%	42%	42%	37%	50%	43%	52%	50%	63%	45%	80%	44%	51%
		b		efg	fg	fg	k		ik	k	k		mop	p	p	mp					s	s	s	s	rs	qrst	uvwx		
NET: Know at least a little	663	389	268	145	178	143	92	104	235	172	138	118	389	83	34	506	157	17	68	37	61	44	63	50	93	132	28	52	18
	30%	30%	24%	48%	45%	38%	24%	15%	39%	27%	29%	23%	40%	23%	33%	35%	21%	20%	29%	20%	32%	28%	30%	28%	31%	43%	28%	29%	29%
		b		efg	fg	fg	k		ik				mop	mp	mp	mp					s	s	s	s	s	qrst	uvwx		
NET: Know at least a fair amount	314	191	121	85	97	67	44	22	120	72	74	47	202	43	14	260	54	7	36	17	24	18	30	22	48	77	9	18	9
	14%	18%	11%	28%	24%	18%	11%	3%	20%	11%	16%	10%	21%	12%	14%	18%	7%	8%	16%	9%	12%	11%	15%	12%	16%	25%	9%	10%	14%
		b		efg	efg	fg	k		ik		k		mop	p	p	mp									qrstu	vwxyz			

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



Table S1
Q6. Before taking this survey today, how much, if anything, would you say you know about the group of synthetic chemicals called PFAS?

Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION				INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	470	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	26%	26%	33%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	19%	12%	35*	1%**	93%	7%
A great deal	68	15	14	38	1	9	19	13	22	5	38	25	5	5	8	18	36	46	21	21	20	4	2	66	2
3%	3%	2%	2%	5%	1%	2%	3%	2%	4%	4%	3%	3%	2%	1%	1%	4%	6%	6%	1%	5%	8%	5%	10%	3%	1%
A fair amount	340	57	59	113	17	42	51	64	81	8	145	95	7	30	55	59	102	138	108	66	48	17	7	234	12
11%	11%	9%	9%	15%	11%	10%	9%	12%	15%	6%	12%	13%	3%	7%	7%	13%	18%	19%	7%	17%	19%	25%	35%	12%	8%
Just a little	349	79	95	150	25	65	77	84	104	19	206	120	23	63	117	77	92	137	212	76	45	13	3	324	25
16%	16%	13%	15%	20%	16%	16%	14%	15%	19%	14%	10%	17%	10%	15%	16%	17%	16%	18%	15%	19%	18%	19%	15%	16%	16%
Heard of, know nothing about	407	119	119	138	30	48	122	102	107	27	247	107	53	83	125	91	108	143	264	78	53	9	3	381	26
19%	19%	19%	19%	18%	19%	12%	22%	18%	20%	21%	20%	15%	23%	20%	17%	20%	19%	19%	18%	20%	21%	12%	14%	19%	17%
Never heard of	1076	354	334	309	79	226	276	284	219	70	604	340	132	228	418	211	218	271	805	155	85	27	4	992	84
49%	49%	56%	52%	41%	49%	56%	49%	51%	41%	53%	48%	48%	58%	54%	57%	46%	38%	36%	56%	39%	33%	39%	19%	49%	54%
Don't know	40	9	17	8	6	11	13	6	8	2	12	21	7	10	9	6	16	9	31	4	3	-	2	34	7
2%	2%	1%	3%	1%	4%	3%	2%	1%	1%	1%	1%	3%	3%	2%	1%	1%	3%	1%	2%	1%	1%	-	8%	2%	4%
NET: At least heard of	1070	270	287	438	74	164	270	264	313	59	636	346	88	182	305	245	337	464	605	241	167	42	14	1005	64
49%	49%	43%	45%	58%	47%	41%	48%	48%	58%	45%	51%	49%	39%	43%	42%	53%	59%	62%	42%	60%	65%	61%	73%	49%	42%
NET: Know at least a little	663	151	168	300	44	116	147	162	206	32	389	239	35	99	180	155	230	321	342	163	113	33	12	624	38
30%	30%	24%	26%	40%	28%	29%	26%	29%	38%	24%	31%	34%	15%	24%	25%	33%	40%	43%	44%	41%	44%	48%	60%	31%	25%
NET: Know at least a fair amount	314	71	73	151	18	51	70	77	102	13	182	119	12	36	63	77	138	184	129	87	68	20	9	300	14
14%	14%	11%	11%	20%	12%	13%	13%	14%	19%	10%	15%	17%	5%	8%	9%	17%	24%	25%	9%	22%	27%	30%	45%	15%	9%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.



24-089497-09 - HARMFUL CHEMICALS

28TH FEBRUARY - 3RD MARCH 2025

IPSOS

20 Jun 2025

Table 52

Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - SUMMARY TABLE

Base: All adults aged 16-75 in the UK

	Ban the use of PFAS chemicals in products	Conduct research on the effects of PFAS chemicals that are used in some products before deciding upon the appropriate government regulation	Educate the public about the potential health risks of PFAS chemicals that are used in some products	Take no action on PFAS chemicals that are used in some products
UNWEIGHTED BASE	2186	2186	2186	2186
WEIGHTED BASE	2186	2186	2186	2186
Strongly support	743 34%	920 42%	1009 46%	122 6%
Tend to support	707 32%	727 33%	736 34%	229 10%
No feelings either way	436 20%	316 14%	278 13%	374 17%
Tend to oppose	91 4%	77 4%	49 2%	492 22%
Strongly oppose	28 1%	40 2%	18 1%	813 37%
Don't know	181 8%	107 5%	96 4%	156 7%
NET: Support	1450 66%	1646 75%	1745 80%	351 16%
NET: Oppose	119 5%	117 5%	67 3%	1305 60%

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Table 53
Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - Ban the use of PFAS chemicals in products
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	408	574	418	689	797	604	516	507	986	518	103	561	765	87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	398	580	389	713	698	527	471	480	993	587	103*	542	714	87*	233	179	191	519	298	181	300	368	103*	181	62*
100%	49%	49%	50%	14%	18%	17%	18%	33%	23%	20%	22%	22%	45%	17%	9%*	66%	34%	45*	11%	8%	9%	7%	10%	8%	14%	14%	9%*	8%	3%*
Strongly support	743	320	416	76	119	128	146	274	209	190	162	182	301	127	31	458	284	33	82	53	69	56	87	65	92	99	44	61	22
	34%	30%	38%	25%	30%	34%	38%	38%	34%	30%	34%	38%	31%	35%	30%	32%	39%	38%	35%	30%	36%	36%	32%	36%	31%	33%	43%	34%	36%
		a	a		c	c	cd	cd				l				lo													
Tend to support	797	361	341	84	122	135	126	240	207	210	158	132	336	123	36	494	213	27	60	61	59	44	74	64	106	97	30	61	24
	32%	34%	32%	28%	31%	30%	32%	34%	24%	34%	33%	28%	34%	34%	33%	34%	29%	31%	26%	34%	32%	28%	28%	25%	35%	32%	30%	34%	39%
				c					k	k			a			a						r	r	r					
No feelings either way	436	243	191	83	99	75	77	102	114	137	92	94	210	67	23	300	136	16	54	41	40	38	35	31	62	64	12	33	10
	20%	23%	17%	27%	23%	20%	20%	14%	18%	22%	18%	20%	21%	18%	22%	21%	18%	18%	23%	23%	22%	24%	17%	17%	21%	21%	12%	18%	17%
		b		eR	r	r	r											-	z	z	z	z	z	z	z	z	z	z	z
Tend to oppose	91	51	40	31	25	30	9	17	27	28	30	16	45	17	5	67	24	-	4%	+	0%	3%	4%	3%	6%	6%	3%	5%	3%
	4%	5%	4%	10%	6%	3%	2%	2%	4%	4%	4%	3%	5%	5%	5%	5%	3%	-	-	-	-	-	-	-	-	-	-	-	-
				eR																									
Strongly oppose	28	22	6	9	5	4	3	7	11	8	3	7	16	5	1	21	7	-	3	-	1	1	5	3	5	6	3	-	-
	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	-	1%	1%	2%	2%	2%	2%	2%	2%	-
		b																											
Don't know	181	75	103	23	28	29	28	74	41	53	37	49	75	28	8	111	70	11	25	23	12	15	19	12	16	19	12	14	3
	8%	7%	9%	7%	8%	7%	7%	10%	7%	8%	8%	10%	8%	8%	8%	8%	10%	13%	11%	13%	8%	9%	9%	7%	5%	6%	12%	7%	5%
NET: Support	1450	681	756	160	241	263	272	514	416	401	319	314	637	250	66	953	497	60	142	114	127	100	141	129	198	196	74	122	46
	66%	64%	69%	53%	61%	69%	70%	72%	68%	64%	68%	66%	65%	68%	65%	66%	68%	69%	61%	64%	67%	63%	68%	72%	66%	65%	73%	68%	75%
				cd	cd	cd	cd	cd																					
NET: Oppose	119	73	46	40	30	14	12	24	37	36	23	23	61	22	6	88	31	-	13	1	12	6	13	8	24	25	3	12	2
	5%	7%	4%	13%	8%	4%	3%	3%	6%	6%	5%	5%	6%	6%	5%	6%	4%	-	5%	+	6%	4%	6%	5%	8%	8%	3%	7%	3%
		b		eR																									

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/r/k - n/t/l/j/A - l/m/h/b/b - a/h/t/u/v/w/n/h/h/j/A/B
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 S4
Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - Ban the use of PFAS chemicals in products

Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				PREFER NOT TO ANSWER	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ OLEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+		MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	134	1280	679	227	424	717	447	588	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	26%	22%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	65%	19%	12%	31%	11**	91%	9%
Strongly support	743	199	216	269	59	138	196	182	177	49	460	199	84	150	361	148	183	245	497	122	93	22	9	702	40
34%	34%	31%	34%	36%	37%	34%	35%	33%	33%	38%	37%	28%	37%	36%	36%	32%	32%	33%	35%	30%	37%	32%	44%	35%	26%
Tend to support	707	193	199	263	52	119	184	190	181	34	406	218	83	136	239	142	190	239	468	120	86	30	4	664	43
32%	32%	31%	31%	35%	32%	30%	33%	34%	33%	26%	32%	31%	37%	32%	33%	31%	33%	32%	32%	30%	34%	43%	19%	33%	28%
No feelings either way	436	126	144	134	31	83	107	113	107	25	234	175	28	81	134	104	117	155	281	97	47	8	3	396	40
20%	20%	23%	23%	18%	19%	21%	19%	20%	20%	19%	19%	25%	12%	19%	18%	23%	20%	21%	19%	24%	19%	11%	14%	19%	26%
Tend to oppose	91	37	26	25	3	25	20	20	25	2	45	41	4	13	22	31	25	40	51	30	8	1	1	81	10
4%	4%	6%	4%	3%	2%	6%	4%	4%	5%	2%	4%	6%	2%	3%	3%	7%	4%	5%	4%	8%	3%	1%	5%	4%	6%
Strongly oppose	28	4	10	12	3	2	4	10	9	3	12	13	4	6	5	5	12	14	15	7	4	1	1	27	2
1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	7%	1%	1%
Don't know	181	73	43	53	11	34	48	39	42	17	96	61	24	34	70	33	44	51	130	24	17	8	2	162	19
8%	8%	12%	7%	7%	7%	9%	9%	7%	8%	13%	8%	9%	11%	8%	10%	7%	8%	7%	9%	6%	7%	11%	12%	8%	12%
NET: Support	1460	392	415	532	110	257	380	372	357	84	866	417	167	286	501	290	373	485	966	242	179	51	12	1366	84
66%	66%	62%	65%	70%	69%	64%	68%	67%	66%	64%	69%	59%	74%	68%	68%	63%	65%	65%	67%	60%	70%	75%	62%	67%	54%
NET: Oppose	119	41	35	36	7	27	24	30	34	5	57	54	8	19	27	36	37	53	66	38	12	2	2	107	12
5%	5%	7%	6%	5%	4%	7%	4%	5%	6%	4%	5%	8%	4%	5%	4%	8%	6%	7%	9%	5%	5%	2%	12%	5%	8%
												ik				m	m	q		s					

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

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 S5
Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - Conduct research on the effects of PFAS chemicals that are used in some products before deciding upon the appropriate government regulation
Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1112	290	408	374	418	683	797	604	318	507	980	318	103	1601	785	87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	608	527	271	480	983	367	103*	1612	734	87*	233	179	191	519	308	181	300	368	103*	181	62*
100%	49%	49%	50%	14%	18%	17%	18%	33%	23%	20%	22%	22%	45%	17%	19%	46%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	14%	19%	36%
Strongly support	920	429	483	95	161	144	174	345	266	261	188	204	386	147	44	577	342	40	99	70	76	70	98	86	116	121	39	74	31
	42%	40%	44%	31%	41%	38%	40%	48%	44%	42%	40%	42%	39%	40%	43%	40%	47%	46%	43%	39%	40%	44%	47%	47%	39%	40%	39%	41%	50%
Tend to support	727	353	368	86	118	146	128	249	211	225	148	143	329	142	36	506	221	27	73	69	61	49	71	58	119	93	35	54	19
	33%	33%	34%	30%	30%	39%	33%	35%	33%	36%	31%	30%	33%	29%	35%	35%	30%	31%	31%	30%	32%	31%	32%	40%	31%	21%	34%	50%	30%
No feelings either way	316	176	135	62	80	54	62	56	88	85	73	70	164	48	13	225	90	8	34	20	38	20	24	23	35	56	14	31	12
	14%	16%	12%	20%	20%	14%	16%	8%	14%	14%	16%	13%	17%	13%	13%	18%	12%	10%	14%	11%	20%	13%	13%	12%	18%	14%	17%	20%	20%
Tend to oppose	77	46	31	25	27	11	8	16	15	14	24	24	36	13	3	52	24	4	10	4	5	5	5	14	16	4	4	4	-
	4%	4%	3%	8%	4%	3%	2%	2%	2%	2%	5%	5%	4%	4%	3%	4%	3%	4%	4%	2%	3%	5	3%	2%	5%	5%	4%	2%	-
Strongly oppose	40	25	15	10	12	4	5	10	12	9	10	9	22	5	3	30	10	1	6	1	*	3	3	1	6	6	3	8	-
	2%	2%	1%	3%	3%	1%	1%	1%	2%	1%	2%	2%	2%	1%	3%	2%	1%	1%	3%	1%	*	2%	1%	1%	2%	2%	3%	4%	-
Don't know	107	42	64	26	10	21	12	37	17	32	27	31	45	12	4	60	47	7	11	15	11	12	7	7	9	12	6	10	-
	5%	4%	6%	9%	3%	6%	3%	5%	3%	5%	6%	6%	5%	3%	3%	4%	6%	8%	5%	8%	6%	7%	4%	4%	3%	4%	6%	5%	-
NET: Support	1646	782	851	182	279	290	302	594	477	487	336	347	715	289	80	1083	563	67	172	139	137	119	169	143	235	214	74	128	50
	75%	73%	78%	60%	70%	76%	78%	83%	78%	78%	71%	72%	73%	79%	78%	75%	77%	77%	74%	77%	72%	75%	81%	79%	78%	70%	73%	71%	80%
NET: Oppose	117	70	46	35	29	15	12	26	27	23	34	33	58	18	6	83	34	5	16	6	6	8	7	7	20	22	7	12	-
	5%	7%	4%	11%	7%	4%	3%	4%	4%	4%	7%	7%	6%	5%	6%	6%	5%	5%	7%	3%	3%	5%	4%	4%	7%	7%	7%	7%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/r/k - n/i/j/l - l/m/h/o/p - q/r/t/u/v/w/n/h/j/a/b
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 S6
Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - Conduct research on the effects of PFAS chemicals that are used in some products before deciding upon the appropriate government regulation

Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION				INCOME					MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DIV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)
UNWEIGHTED BASE	2186	479	459	1136	111	388	514	544	625	136	1280	679	227	424	717	447	598	783	1405	402	384	74	21	2038	148
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
100%	100%	29%	29%	35%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	25%	19%	12%	31%	1%**	91%	7%
Strongly support	500	233	271	362	55	155	228	244	238	55	537	282	101	189	311	177	242	292	627	140	114	33	6	851	59
42%	42%	36%	43%	48%	35%	39%	41%	44%	44%	42%	43%	40%	44%	45%	42%	38%	42%	39%	43%	35%	45%	48%	28%	42%	38%
Tend to support	727	222	210	239	56	121	210	178	182	37	436	219	84	142	252	148	181	246	483	133	86	16	8	676	50
33%	33%	35%	33%	32%	33%	30%	38%	32%	24%	28%	34%	31%	37%	34%	35%	32%	32%	33%	33%	33%	34%	24%	44%	33%	32%
No feelings either way	316	92	96	97	30	74	63	87	69	22	167	126	22	55	98	79	84	127	189	76	38	11	2	298	18
14%	14%	15%	15%	13%	19%	18%	11%	16%	13%	17%	13%	18%	10%	13%	13%	17%	15%	17%	13%	19%	15%	16%	12%	15%	12%
Tend to oppose	77	34	20	18	5	18	20	16	18	5	46	25	5	13	20	25	19	30	46	24	4	2	-	69	8
4%	4%	5%	3%	2%	3%	4%	4%	3%	3%	4%	4%	4%	2%	3%	3%	5%	3%	4%	6%	6%	2%	4%	-	3%	5%
Strongly oppose	40	5	14	15	6	9	9	8	14	1	23	16	1	5	14	7	13	14	25	9	3	2	1	37	2
2%	2%	1%	2%	2%	4%	2%	2%	1%	3%	*	2%	2%	*	1%	2%	2%	2%	2%	2%	2%	1%	3%	5%	2%	2%
Don't know	107	49	28	24	7	24	30	22	20	11	54	38	15	16	34	27	30	35	72	18	11	4	2	90	17
5%	5%	8%	4%	3%	4%	6%	5%	4%	4%	9%	4%	5%	7%	4%	5%	6%	5%	5%	5%	4%	4%	6%	12%	4%	11%
NET: Support	1646	453	481	601	111	276	437	422	420	92	961	501	184	331	566	325	424	537	1110	273	200	50	14	1537	109
75%	75%	72%	75%	80%	70%	69%	78%	76%	78%	70%	77%	71%	81%	79%	77%	70%	74%	72%	77%	68%	78%	72%	72%	76%	70%
NET: Oppose	117	39	33	33	11	27	29	24	32	6	69	42	6	18	34	32	33	45	72	33	7	4	1	106	11
5%	5%	6%	5%	4%	7%	7%	5%	4%	6%	4%	6%	6%	2%	4%	5%	7%	6%	6%	5%	8%	3%	6%	5%	5%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/h/c/d - e/f/g/h/s - i/j/k - l/m/n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.

Base: All adults aged 16-75 in the UK

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/E
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 58
Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - Educate the public about the potential health risks of PFAS chemicals that are used in some products

Base: All adults aged 16-75 in the UK

		EDUCATION				INCOME				MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER			
		GCSE/ O/LEVEL/ CSE/ NVQ12 (a)	A-LEVEL OR EQUIV. (b)	DEGREE/ MASTERS / PHD (c)	NO FORMAL QUALS. (d)	UP TO £19999 (e)	£20000-£34999 (f)	£35000-£54999 (g)	£55000+ (h)	PREFER NOT TO ANSWER (i)	MARRIED /LIVING AS (j)	SINGLE (k)	WID/ DV/ SEP (l)	1 (m)	2 (n)	3 (o)	4+ (p)	YES (q)	NO (r)	1 (s)	2 (t)	3 (u)	4+ (v)	YES (w)	NO (x)	
UNWEIGHTED BASE	TOTAL	2186	470	1136	111	388	514	544	625	134	1280	679	227	424	717	447	598	793	1405	394	74	21	2038	148		
WEIGHTED BASE	TOTAL	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155
	100%	100%	29%	26%	33%	7%	18%	26%	25%	25%	6%	57%	32%	10%	19%	33%	21%	26%	34%	25%	13%	12%	3%	1%**	91%	7%
Strongly support	1009	247	306	386	71	182	244	272	249	62	598	284	128	200	355	192	263	336	673	171	123	36	7	938	71	
	46%	39%	48%	51%	44%	45%	44%	49%	46%	48%	48%	40%	56%	48%	48%	41%	46%	45%	47%	43%	48%	52%	35%	46%	46%	
		a	a								i		ii		n											
Tend to support	798	235	199	249	53	116	216	172	192	40	420	252	65	134	241	174	188	240	497	127	82	24	6	687	49	
	36%	37%	31%	33%	34%	22%	39%	31%	25%	31%	34%	36%	28%	32%	33%	38%	33%	32%	34%	32%	32%	35%	32%	34%	32%	
						ex			e																	
No feelings either way	278	79	95	83	20	60	61	72	65	19	149	112	17	55	89	55	79	109	169	69	34	3	3	257	20	
	13%	13%	15%	11%	13%	15%	11%	13%	12%	15%	12%	16%	8%	13%	12%	12%	14%	15%	12%	17%	13%	5%	17%	13%	13%	
				c								ik								t						
Tend to oppose	49	18	18	10	3	16	9	14	9	1	28	20	1	12	10	14	14	23	26	16	5	2	-	46	3	
	2%	3%	3%	1%	2%	4%	2%	3%	2%	1%	2%	3%	1%	3%	1%	3%	2%	3%	2%	4%	2%	3%	-	2%	2%	
				fn																						
Strongly oppose	18	3	5	8	2	5	2	5	5	-	8	9	1	4	3	7	4	8	10	6	1	-	1	17	1	
	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%	1%	*	1%	*	1%	1%	1%	1%	2%	*	-	4%	1%	1%	
Don't know	96	50	16	20	10	22	27	19	20	8	48	32	16	15	34	22	25	29	67	11	11	4	2	85	10	
	4%	8%	3%	3%	6%	9%	5%	3%	4%	6%	4%	4%	7%	4%	5%	5%	4%	4%	5%	3%	4%	5%	12%	4%	7%	
		bc		c									i													
NET: Support	1745	482	505	634	124	298	460	444	441	102	1018	535	192	334	595	366	451	576	1170	298	205	60	13	1625	120	
	80%	76%	79%	84%	78%	74%	82%	80%	82%	78%	81%	76%	85%	80%	81%	79%	79%	77%	81%	74%	80%	87%	67%	80%	77%	
				ab		e			e		i		j									r				
NET: Oppose	67	21	23	19	5	21	12	19	14	1	37	29	2	16	14	21	17	31	36	22	6	2	1	63	4	
	3%	3%	4%	2%	3%	5%	2%	3%	3%	1%	3%	4%	1%	4%	2%	4%	3%	4%	3%	6%	2%	3%	4%	3%	3%	
						fn						k				m				s						

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - s/t/g/h/k - v/l/h - v/n/n/s - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 S9
Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - Take no action on PFAS chemicals that are used in some products
Base: All adults aged 16-75 in the UK

		GENDER			AGE					SOCIAL GRADE				WORKING STATUS					REGION										
		TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND
UNWEIGHTED BASE	2186	1051	1135	290	408	374	418	689	797	604	318	507	980	518	103	1601	765	87	246	180	191	518	301	171	298	368	104	184	60
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	983	587	103*	1612	714	87*	233	179	191	519	308	181	300	368	103*	181	62*
100%	100%	99%	100%	16%	18%	17%	18%	33%	28%	29%	22%	22%	45%	17%	19%	66%	34%	45%	11%	8%	9%	7%	10%	8%	14%	14%	14%	19%	16%
Strongly support	122	64	57	26	27	23	17	28	44	22	29	26	61	23	4	88	34	7	12	6	10	13	9	8	14	27	4	7	4
	6%	6%	5%	9%	7%	6%	4%	4%	7%	4%	6%	5%	6%	6%	4%	6%	5%	8%	5%	3%	5%	8%	4%	5%	9%	4%	4%	6%	6%
Tend to support	229	147	79	54	61	57	29	29	86	60	45	38	149	27	12	188	42	3	23	19	15	18	22	18	29	55	11	12	4
	10%	14%	7%	18%	15%	15%	7%	4%	14%	10%	10%	8%	15%	7%	11%	13%	6%	3%	10%	11%	8%	11%	11%	10%	10%	18%	11%	7%	7%
No feelings either way	374	204	169	70	87	56	80	80	89	112	86	87	179	71	17	267	107	17	45	27	38	22	35	22	49	62	13	34	11
	17%	19%	15%	23%	22%	15%	20%	11%	15%	18%	18%	18%	18%	19%	17%	18%	15%	19%	19%	15%	20%	14%	17%	12%	16%	20%	13%	19%	18%
Tend to oppose	492	235	250	61	82	91	81	176	136	139	107	110	216	87	27	330	162	20	50	44	46	33	52	36	82	61	13	35	19
	22%	22%	23%	20%	21%	24%	21%	25%	22%	22%	23%	23%	22%	24%	26%	23%	22%	23%	21%	25%	24%	21%	25%	20%	27%	20%	13%	20%	30%
Strongly oppose	813	356	452	70	117	124	161	341	223	245	166	179	310	144	34	489	324	33	85	60	72	55	78	85	113	85	47	78	22
	37%	33%	41%	23%	29%	33%	41%	48%	37%	39%	35%	37%	32%	39%	33%	34%	44%	38%	37%	34%	38%	34%	37%	47%	38%	28%	40%	43%	36%
Don't know	156	65	89	23	24	28	22	59	31	49	37	39	68	14	9	91	65	7	18	22	10	18	12	12	13	14	13	15	2
	7%	7%	6%	8%	8%	7%	6%	8%	5%	8%	8%	8%	7%	4%	9%	6%	1%	8%	8%	7%	12%	5%	12%	6%	7%	4%	5%	13%	3%
NET: Support	351	211	137	80	88	80	46	57	130	82	75	65	209	50	16	275	76	10	35	25	25	31	32	26	44	82	15	19	8
	16%	20%	12%	10%	12%	11%	12%	8%	11%	13%	16%	13%	21%	14%	16%	19%	10%	11%	15%	14%	13%	15%	15%	15%	15%	27%	15%	11%	13%
NET: Oppose	1305	592	702	132	199	215	242	517	358	384	273	290	526	232	61	819	486	53	135	105	119	88	130	120	195	346	61	113	41
	60%	55%	64%	43%	50%	57%	62%	72%	59%	61%	58%	60%	54%	63%	59%	66%	66%	61%	58%	59%	62%	55%	62%	67%	65%	48%	60%	62%	66%
		a			c	d	e	def		jk			mop	q	r	s	t	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag

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
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.

Q6a. To what extent do you support or oppose the UK government doing each of the following in their approach on the use of PFAS chemicals in some products? - Take no action on PFAS chemicals that are used in some products

		EDUCATION				INCOME				MARRIED/LIVING		MARITAL STATUS		NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER									
	TOTAL	GCSE/ OLEVEL/ CSE/ NVQ12	A-LEVEL/ EQUIV.	DEGREE/ MASTERS/ PHD	NO FORMAL QUAL.	UP TO E19999	E20000-E34999	E35000-E49999	E55000+	PREFER NOT TO ANSWER	AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO		
	(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)	(ab)	(ac)	(ad)	(ae)	(af)	
UNWEIGHTED BASE	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	2184	
WEIGHTED BASE	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	2186	
100%	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	299	
Strongly support	123	28	31	38	9	15	24	35	23	3	56	45	30	23	68	46	30	54	69	27	80	6	117	5	5	27	2	8	6	3	16	6	39
6%	47	6%	6%	6%	6%	4%	6%	6%	6%	3%	5%	6%	5%	6%	4%	6%	6%	7%	5%	7%	2%	4%	6%	6%	7%	2%	4%	6%	6%	6%	6%	3%	
Tend to support	229	57	58	95	19	40	47	58	75	10	129	86	14	35	60	55	40	112	80	45	80	8	222	8	5%	11%	12%	12%	22%	11%	8	5%	
16%	95	9%	13%	12%	12%	10%	8%	10%	14%	7%	10%	12%	6%	8%	8%	12%	16%	118	8%	15%	18%	12%	22%	11%	8	5%	11%	12%	12%	22%	11%	8	
No feelings either way	374	115	120	115	23	86	88	86	87	22	205	145	24	63	121	88	102	127	247	75	35	14	3	339	35	17%	17%	19%	15%	15%	23%	35	17%
17%	18%	19%	15%	15%	21%	17%	15%	16%	17%	16%	21%	15%	11%	15%	17%	19%	18%	17%	17%	14%	20%	15%	23%	17%	17%	19%	15%	15%	23%	35	17%		
Tend to oppose	482	164	137	157	34	78	146	127	118	23	281	159	52	101	169	102	120	163	328	96	51	14	453	39	25%	22%	23%	24%	26%	25%	39	25%	
22%	206	21%	21%	22%	22%	19%	26%	23%	22%	17%	22%	23%	23%	24%	23%	22%	21%	22%	23%	24%	20%	20%	26%	25%	22%	23%	24%	26%	25%	39	25%		
Strongly oppose	813	203	246	302	62	149	189	215	198	67	495	213	106	166	304	154	189	235	428	118	87	26	4	756	57	32%	32%	38%	39%	38%	19%	737	32%
37%	32%	38%	39%	42%	37%	34%	37%	39%	48%	37%	40%	42%	42%	42%	42%	42%	42%	42%	42%	42%	34%	38%	19%	737	57	32%	32%	38%	39%	38%	19%	737	32%
Don't know	156	65	40	40	11	33	49	33	30	11	77	59	21	31	49	38	39	48	108	7%	25	18	3	145	11	10%	7%	7%	4%	12%	7%	7%	
10%	7%	8%	6%	5%	7%	8%	9%	6%	6%	6%	8%	8%	9%	7%	7%	8%	7%	6%	7%	6%	7%	4%	12%	7%	7%	6%	7%	4%	12%	7%	7%		
bc																																	
NET: Support	351	85	96	141	28	56	81	94	107	10	195	132	25	58	90	81	122	171	180	87	65	13	8	339	12	16%	13%	15%	15%	18%	17%	8%	
16%	13%	15%	19%	18%	18%	14%	15%	20%	17%	10%	16%	19%	11%	18%	12%	18%	12%	22%	25%	25%	25%	18%	8	339	12	16%	13%	15%	15%	18%	17%	8%	
a									efx		m					lm																	
NET: Oppose	1305	367	382	459	96	227	336	342	315	85	725	372	158	267	473	257	308	398	907	214	138	40	7	1209	96	43%	43%	43%	58%	35%	60%	62%	
60%	58%	60%	61%	61%	61%	57%	60%	62%	58%	65%	62%	53%	68%	69%	60%	54%	53%	53%	53%	54%	54%	58%	35%	60%	62%	43%	43%	43%	58%	35%	60%	62%	
no																																	

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 61
Q68 - Should the UK Government take action or not take action on the use of PFAS in products?

Base: All adults aged 16-75 in the UK

	GENDER			AGE					SOCIAL GRADE					WORKING STATUS					REGION											
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	A8	C1	C2	DE	FULL TIME	PART TIME	SELF EMPLOYED	ANY WORKING	NOT WORKING		NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI
UNWEIGHTED BASE	2186	1056	1132	290	406	374	418	663	797	604	316	507	986	518	103	1601	765		87	246	180	191	518	301	171	298	368	104	184	66
WEIGHTED BASE	2186	1071	1097	305	398	380	389	713	698	527	271	480	993	387	103*	1612	714		87*	233	179	191	519	308	181	300	304	103*	181	62*
100%	49%	49%	50%	14%	18%	17%	18%	33%	23%	20%	22%	22%	45%	17%	19%	66%	34%		45*	11%	8%	9%	7%	10%	8%	14%	14%	14%	19%	36*
Definitely should take action	1124	509	606	113	181	174	220	437	319	306	243	256	453	209	53	715	409		47	116	86	100	74	98	108	158	156	60	92	29
51%	48%	50%	50%	37%	45%	46%	57%	61%	52%	49%	52%	53%	46%	57%	52%	49%	56%		54%	50%	48%	52%	46%	47%	60%	53%	51%	59%	51%	47%
Probably should take action	771	409	355	138	162	156	116	200	226	229	170	146	390	120	37	547	224		27	88	69	66	60	75	54	109	111	31	54	28
35%	33%	32%	32%	40%	41%	41%	30%	28%	37%	37%	36%	30%	40%	23%	30%	38%	31%		31%	38%	39%	34%	38%	36%	30%	36%	36%	30%	30%	45%
Probably should not take action	84	52	32	24	20	15	10	16	22	25	17	20	50	12	2	64	21		5	8	2	7	6	14	4	7	13	3	11	3
4%	5%	3%	3%	8%	5%	4%	3%	2%	4%	4%	4%	4%	5%	3%	2%	4%	3%		5%	4%	1%	4%	3%	7%	2%	2%	4%	3%	6%	5%
Definitely should not take action	14	10	4	3	2	1	2	6	4	5	1	4	9	1	2	11	3		-	4	-	1	1	2	1	2	1	1	2	-
1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*		-	2%	-	*	1%	1%	*	1%	1%	1%	1%	-
Don't know	192	90	100	27	34	34	41	56	38	62	39	54	81	25	9	115	77		8	16	22	17	18	19	13	24	23	7	22	2
9%	8%	9%	9%	9%	8%	9%	11%	8%	6%	10%	8%	11%	8%	7%	9%	8%	10%		10%	7%	12%	9%	12%	9%	7%	8%	8%	7%	12%	2%
NET: Definitely/ probably should	1895	919	961	251	342	330	336	637	545	535	414	402	843	329	90	1262	633		74	204	155	186	134	173	162	267	267	91	145	58
87%	86%	88%	87%	82%	86%	87%	86%	89%	90%	89%	88%	84%	86%	90%	87%	87%	86%		83%	88%	86%	87%	84%	83%	90%	89%	88%	90%	80%	91%
NET: Probably/ definitely should not	99	63	36	27	22	16	12	21	25	30	18	25	58	13	4	75	24		5	13	2	8	7	16	5	9	14	4	13	3
5%	6%	3%	9%	6%	4%	4%	3%	3%	4%	5%	4%	5%	6%	4%	3%	5%	3%		5%	5%	1%	4%	4%	8%	3%	3%	5%	4%	7%	5%
	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	ab

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/ab
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 62

Q68 - Should the UK Government take action or not take action on the use of PFAS in products?

Base: All adults aged 16-75 in the UK

	TOTAL	EDUCATION				INCOME				MARRIED /LIVING	MARITAL STATUS				NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD				NUMBER OF CHILDREN IN HOUSEHOLD				MAIN SHOPPER	
		GCSE/ O/LEVEL/ CSE/ NVQ12	A-LEVEL OR EQUIV.	DEGREE/ MASTERS / PHD	NO FORMAL QUALIFS.	UP TO £19999	£20000-£34999	£35000-£54999	£55000+		PREFER NOT TO ANSWER	AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	1	2	3	4+	YES	NO	YES	NO
UNWEIGHTED BASE	2186	479	459	1136	121	388	514	544	605	134	1280	679	227	424	717	447	588	793	1405	402	384	74	21	2038	148			
WEIGHTED BASE	2186	633	638	756	159	402	559	555	540	131	1252	707	227	420	732	463	571	744	1442	401	255	69*	20**	2031	155			
Definitely should take action	1124	313	309	409	92	211	279	275	282	76	675	330	138	220	396	218	280	360	764	182	129	41	8	1053	71			
	51%	49%	48%	54%	58%	53%	50%	50%	52%	59%	54%	44%	61%	55%	54%	47%	49%	48%	53%	45%	51%	60%	41%	52%	46%			
Probably should take action	771	214	238	272	47	121	199	220	200	32	435	277	66	126	236	193	216	295	476	166	101	19	9	709	62			
	35%	34%	37%	36%	30%	30%	36%	40%	37%	24%	34%	39%	25%	30%	32%	42%	38%	40%	33%	42%	40%	28%	45%	35%	40%			
Probably should not take action	84	31	31	19	2	25	20	23	14	2	48	32	4	18	23	23	20	33	51	23	7	2	1	82	3			
	4%	5%	5%	3%	1%	6%	4%	4%	3%	2%	4%	5%	2%	4%	3%	5%	4%	4%	4%	6%	3%	3%	3%	4%	2%			
Definitely should not take action	14	2	8	5	-	3	5	3	3	3	7	7	1	6	4	3	2	3	12	3	-	-	-	13	1			
	1%	*	1%	1%	-	-	1%	1%	1%	3%	1%	1%	*	2%	*	1%	*	*	1%	1%	-	-	-	1%	1%			
Don't know	192	72	51	51	17	45	57	32	41	17	93	81	18	39	73	26	54	53	139	28	17	6	2	174	18			
	9%	11%	8%	7%	11%	11%	10%	6%	8%	13%	7%	11%	8%	9%	10%	6%	9%	7%	10%	7%	7%	8%	11%	9%	11%			
NET: Definitely/ probably should	1895	528	547	681	140	332	478	495	482	108	1104	587	204	357	632	411	495	656	1240	348	230	61	17	1762	134			
	87%	83%	86%	90%	88%	83%	86%	89%	89%	83%	88%	83%	90%	85%	86%	89%	87%	88%	86%	87%	90%	88%	85%	87%	86%			
NET: Probably/ definitely should not	99	33	40	24	2	25	23	28	17	5	55	39	4	24	27	25	22	36	63	25	7	2	1	95	4			
	5%	5%	6%	3%	1%	6%	4%	5%	3%	4%	4%	6%	2%	6%	4%	5%	4%	5%	4%	6%	3%	3%	3%	5%	3%			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/s - /i/k - /m/n/o - p/q - r/s/t/u - v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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