

Public First Poll for BRODIE (UK)

Fieldwork: 4th Mar - 12th Mar 2022
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2002

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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53 A t-shirt:How much, on average, would you typically spend on the following:Please give your answers in £ 112

54 A phone:How much, on average, would you typically spend on the following:Please give your answers in £ 114

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73 Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 152

74 Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 154

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77 Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 160

78 Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 162

79 Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 164

80 Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 166

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91 Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 188

92 Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 190

93 Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation? 192

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127	To what extent do you agree or disagree with the following statements:: I don't tend to think that much about the companies I'm buying goods from	260
128	To what extent do you agree or disagree with the following statements:: My actions when buying products have no real effect on what a company does	262
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140 How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero 286

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148 Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can pay their staff more 302

149 Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can reduce their impact on the environment . . 304

150 Do you agree or disagree with the following:: Businesses can afford to reduce their impact on the environment without having to raise prices 306

151 Do you agree or disagree with the following:: Businesses can afford to pay their staff more without having to raise prices 308

152 Do you agree or disagree with the following:: At the moment the rich are getting richer at the expense of everyone else 310

153 If you had to choose, would you prefer... 312

154 If you had to choose, would you prefer... 314

155 If you had to choose, would you prefer... 316

156 How well off would you say you feel? 318

157 Which of the following comes closest to your view? 320

158 For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Installing better insulation in a house 322

159 For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Only buying second hand clothes 324

160 For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying a reusable coffee cup for takeaway coffees 326

161 For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying an electric vehicle (EV) 328

162 In your view, are businesses generally paying their frontline and junior staff too much, too little or about the right amount? 330

163 Which of the following comes closest to your view: 332

164 You said that businesses are generally paying their frontline and junior staff too little. In what ways do you think that businesses should increase the amount they pay these staff?Please select any which apply 334

165 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: Businesses which say they are reducing their impact on the environment are just lying to sell more products 336

166 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: It is a good thing that businesses are making commitments to reduce their impact on the environment 338

167 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: I would feel more comfortable buying products from businesses which have made commitments to reduce their impact on the environment 340

168 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: I would feel more comfortable buying products that have an independent environmental certification 342

169 Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:: I have never noticed any businesses making commitments to reduce their impact on the environment 344

170 How likely or unlikely do you think it is that a business which says it has reduced it's impact on the environment has actually done so? 346

(1.A) Which of the following do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Region												Social Grade			
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Number of people on welfare	8%	8%	7%	9%	13%	4%	6%	10%	9%	8%	6%	16%	7%	8%	7%	10%	8%
State of the Armed Forces	6%	6%	6%	7%	6%	5%	7%	7%	5%	6%	7%	5%	0%	7%	6%	6%	4%
Quality / cost of public transport	6%	11%	4%	8%	5%	11%	8%	5%	4%	5%	1%	7%	0%	6%	6%	5%	7%
Access to good pensions	6%	9%	5%	6%	6%	5%	7%	6%	6%	5%	6%	7%	7%	6%	5%	7%	8%
The rise of China	6%	6%	5%	8%	7%	5%	11%	5%	7%	5%	8%	3%	4%	7%	6%	7%	6%
Quality of and access to schools / universities	5%	7%	4%	5%	4%	4%	5%	5%	2%	6%	3%	6%	7%	7%	5%	5%	2%
State of the economy	46%	37%	53%	34%	41%	42%	44%	48%	62%	45%	54%	50%	50%	49%	48%	40%	43%
Threat of climate change	31%	28%	30%	34%	39%	34%	33%	31%	29%	30%	32%	24%	30%	34%	33%	30%	28%
Impact of new technology on society	3%	5%	3%	1%	3%	2%	2%	3%	3%	2%	2%	2%	6%	3%	3%	3%	2%
Cost or availability of childcare	3%	5%	3%	0%	1%	3%	6%	1%	2%	3%	1%	2%	0%	2%	2%	4%	3%
Quality of healthcare	29%	25%	27%	32%	28%	27%	25%	29%	37%	28%	33%	30%	38%	27%	30%	28%	30%
The Coronavirus Pandemic	28%	24%	23%	29%	26%	36%	24%	25%	20%	25%	37%	33%	54%	28%	29%	27%	27%
Brexit	19%	21%	14%	17%	14%	17%	17%	16%	13%	19%	32%	21%	33%	24%	22%	15%	14%
Levels of immigration	18%	16%	19%	19%	22%	20%	20%	23%	15%	14%	14%	18%	7%	15%	14%	22%	22%
Level of taxation	17%	17%	19%	22%	21%	21%	13%	13%	18%	16%	13%	11%	9%	19%	19%	15%	13%
Availability of housing	16%	17%	20%	19%	15%	13%	13%	11%	17%	15%	14%	20%	14%	14%	16%	15%	19%
Levels of crime	15%	20%	16%	15%	12%	17%	25%	16%	14%	17%	5%	6%	0%	13%	14%	17%	16%
Threat of terrorism	14%	15%	16%	15%	11%	12%	11%	15%	11%	16%	11%	16%	18%	13%	12%	17%	13%
None of the above	1%	0%	1%	0%	2%	0%	1%	2%	0%	2%	1%	3%	3%	1%	2%	1%	1%
Don't know	2%	2%	3%	1%	2%	4%	1%	4%	3%	4%	1%	1%	0%	1%	1%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which of the following do you think are the most important issues facing the country at this time? Please tick up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Number of people on welfare	8%	6%	11%	6%	9%	7%	11%	9%	7%	12%	5%	9%	10%	7%	6%	9%	8%
State of the Armed Forces	6%	8%	5%	4%	6%	4%	5%	9%	8%	9%	6%	2%	10%	4%	6%	0%	2%
Quality / cost of public transport	6%	6%	6%	13%	8%	8%	4%	4%	3%	4%	7%	4%	4%	8%	9%	8%	7%
Access to good pensions	6%	7%	6%	5%	6%	5%	4%	6%	9%	8%	6%	4%	8%	7%	4%	13%	3%
The rise of China	6%	8%	5%	4%	6%	6%	7%	8%	7%	8%	5%	5%	10%	3%	5%	4%	4%
Quality of and access to schools / universities	5%	5%	5%	11%	5%	7%	3%	3%	2%	5%	4%	4%	3%	7%	8%	0%	5%
State of the economy	46%	45%	46%	29%	36%	48%	55%	49%	53%	46%	50%	41%	50%	44%	44%	44%	45%
Threat of climate change	31%	30%	32%	27%	33%	26%	31%	32%	37%	24%	38%	32%	25%	38%	40%	20%	25%
Impact of new technology on society	3%	3%	2%	7%	3%	4%	1%	2%	1%	2%	2%	5%	2%	4%	2%	0%	2%
Cost or availability of childcare	3%	2%	3%	5%	5%	4%	0%	1%	1%	2%	3%	4%	1%	4%	2%	3%	3%
Quality of healthcare	29%	26%	31%	28%	27%	27%	27%	28%	35%	29%	29%	25%	27%	30%	30%	19%	24%
The Coronavirus Pandemic	28%	26%	29%	24%	26%	29%	30%	31%	28%	24%	33%	24%	28%	26%	32%	10%	24%
Brexit	19%	21%	16%	15%	19%	20%	21%	19%	19%	9%	29%	16%	11%	25%	31%	4%	16%
Levels of immigration	18%	19%	17%	12%	6%	15%	22%	24%	26%	32%	8%	13%	28%	8%	8%	60%	17%
Level of taxation	17%	17%	16%	20%	22%	23%	17%	11%	8%	16%	16%	17%	16%	19%	12%	23%	19%
Availability of housing	16%	14%	17%	30%	19%	15%	12%	10%	12%	14%	15%	18%	10%	22%	15%	12%	17%
Levels of crime	15%	16%	15%	17%	13%	17%	13%	17%	15%	19%	12%	15%	18%	13%	14%	35%	13%
Threat of terrorism	14%	13%	15%	12%	14%	13%	11%	18%	16%	18%	11%	13%	19%	9%	11%	13%	14%
None of the above	1%	1%	1%	2%	2%	1%	1%	0%	1%	1%	1%	2%	0%	1%	1%	0%	3%
Don't know	2%	2%	2%	2%	5%	3%	3%	1%	1%	2%	2%	7%	2%	2%	2%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Living standards

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	3%	12%	1%	0%	2%	2%	3%	1%	1%	4%	2%	2%	0%	5%	3%	2%	2%
Will get better	14%	17%	13%	17%	19%	16%	8%	11%	17%	13%	13%	12%	8%	18%	10%	17%	10%
Stay the same	20%	18%	22%	23%	21%	20%	27%	21%	10%	15%	21%	23%	12%	20%	22%	22%	17%
Will get worse	40%	33%	41%	41%	45%	42%	37%	45%	55%	40%	45%	34%	31%	39%	40%	37%	44%
Will get much worse	15%	14%	14%	16%	8%	14%	16%	15%	14%	16%	13%	20%	42%	13%	18%	16%	15%
Don't Know	7%	6%	9%	4%	6%	7%	10%	8%	3%	11%	6%	10%	7%	5%	7%	6%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Living standards

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	3%	5%	1%	9%	3%	7%	1%	0%	0%	2%	5%	2%	3%	4%	6%	0%	1%
Will get better	14%	16%	12%	18%	21%	12%	9%	10%	14%	15%	14%	13%	17%	11%	15%	4%	12%
Stay the same	20%	21%	19%	19%	18%	22%	15%	23%	23%	22%	19%	22%	24%	17%	19%	30%	18%
Will get worse	40%	39%	42%	33%	35%	32%	47%	45%	47%	43%	41%	31%	39%	43%	38%	56%	39%
Will get much worse	15%	14%	16%	13%	13%	18%	20%	15%	12%	13%	17%	16%	11%	20%	15%	7%	17%
Don't Know	7%	5%	9%	7%	9%	10%	8%	7%	4%	5%	6%	16%	5%	5%	6%	3%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Climate change

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	3%	7%	1%	1%	1%	0%	5%	1%	0%	3%	3%	4%	0%	6%	2%	1%	1%
Will get better	11%	14%	8%	13%	8%	14%	9%	9%	12%	8%	14%	10%	10%	14%	10%	12%	7%
Stay the same	21%	23%	22%	24%	21%	18%	20%	18%	29%	19%	18%	24%	7%	19%	17%	28%	20%
Will get worse	38%	27%	38%	41%	47%	42%	37%	41%	40%	41%	41%	31%	34%	39%	41%	35%	37%
Will get much worse	20%	21%	21%	14%	17%	18%	22%	22%	17%	21%	20%	22%	42%	19%	21%	18%	23%
Don't Know	8%	9%	10%	7%	6%	7%	7%	10%	3%	8%	3%	10%	7%	4%	8%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Climate change

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	3%	3%	2%	5%	3%	6%	1%	1%	1%	1%	4%	2%	3%	3%	5%	0%	1%
Will get better	11%	12%	9%	14%	17%	11%	6%	6%	9%	11%	11%	11%	12%	12%	9%	9%	8%
Stay the same	21%	24%	17%	16%	18%	23%	19%	27%	21%	27%	17%	19%	28%	16%	13%	34%	19%
Will get worse	38%	35%	41%	33%	32%	32%	47%	39%	43%	37%	40%	35%	37%	38%	42%	30%	42%
Will get much worse	20%	19%	21%	26%	18%	19%	21%	19%	21%	16%	23%	17%	14%	25%	26%	21%	17%
Don't Know	8%	6%	9%	6%	11%	10%	6%	9%	5%	7%	5%	16%	6%	6%	5%	6%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality around the world

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	3%	7%	1%	1%	2%	2%	2%	1%	0%	3%	4%	3%	0%	4%	2%	2%	2%
Will get better	12%	18%	12%	9%	10%	10%	10%	8%	12%	10%	13%	13%	17%	17%	12%	11%	7%
Stay the same	29%	28%	33%	35%	33%	28%	32%	28%	29%	28%	22%	19%	15%	27%	27%	30%	30%
Will get worse	33%	26%	29%	33%	36%	39%	32%	34%	30%	34%	42%	35%	32%	34%	34%	31%	33%
Will get much worse	14%	13%	13%	14%	9%	12%	13%	18%	18%	12%	13%	17%	28%	13%	15%	15%	12%
Don't Know	10%	8%	11%	7%	10%	9%	12%	10%	11%	14%	6%	13%	9%	5%	9%	11%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality around the world

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	3%	4%	1%	5%	3%	6%	2%	0%	0%	2%	3%	2%	3%	2%	5%	4%	1%
Will get better	12%	13%	11%	21%	20%	11%	7%	9%	6%	11%	13%	12%	12%	11%	13%	6%	13%
Stay the same	29%	29%	28%	28%	23%	28%	30%	34%	30%	35%	25%	29%	37%	25%	22%	33%	26%
Will get worse	33%	35%	32%	25%	28%	27%	35%	33%	45%	31%	37%	29%	31%	36%	37%	43%	32%
Will get much worse	14%	13%	15%	13%	14%	16%	16%	11%	12%	12%	16%	11%	9%	18%	16%	12%	13%
Don't Know	10%	7%	13%	9%	12%	13%	9%	11%	6%	10%	7%	18%	8%	8%	8%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality in my country

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	3%	8%	2%	3%	1%	3%	3%	2%	0%	4%	4%	2%	0%	5%	3%	3%	2%
Will get better	15%	21%	15%	20%	14%	13%	15%	16%	13%	11%	15%	12%	14%	19%	14%	15%	12%
Stay the same	35%	31%	36%	33%	42%	36%	41%	33%	40%	39%	27%	37%	23%	35%	32%	38%	35%
Will get worse	26%	21%	27%	29%	26%	30%	20%	20%	28%	24%	35%	25%	30%	25%	28%	24%	25%
Will get much worse	11%	9%	10%	9%	8%	11%	13%	18%	11%	11%	11%	13%	24%	11%	13%	12%	10%
Don't Know	9%	10%	10%	7%	9%	7%	9%	10%	8%	11%	9%	11%	9%	5%	10%	7%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Inequality in my country

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	3%	5%	2%	6%	6%	6%	2%	1%	0%	2%	5%	3%	3%	4%	5%	0%	3%
Will get better	15%	16%	15%	28%	17%	15%	10%	10%	14%	16%	13%	17%	20%	14%	12%	0%	12%
Stay the same	35%	36%	35%	29%	26%	33%	37%	44%	42%	42%	32%	31%	45%	26%	32%	64%	36%
Will get worse	26%	26%	25%	22%	25%	21%	28%	26%	29%	23%	30%	21%	20%	33%	32%	25%	22%
Will get much worse	11%	11%	12%	9%	12%	14%	13%	11%	8%	9%	13%	11%	6%	17%	11%	4%	12%
Don't Know	9%	7%	11%	6%	14%	11%	10%	8%	6%	7%	7%	17%	6%	6%	8%	7%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	3%	9%	1%	2%	2%	0%	4%	1%	1%	2%	2%	2%	0%	4%	2%	2%	3%
Will get better	8%	14%	10%	6%	4%	12%	7%	3%	12%	7%	6%	6%	9%	11%	7%	9%	6%
Stay the same	35%	31%	39%	36%	47%	35%	40%	35%	24%	32%	28%	35%	33%	39%	33%	35%	33%
Will get worse	31%	25%	31%	32%	28%	27%	30%	35%	43%	29%	40%	23%	21%	27%	34%	30%	32%
Will get much worse	13%	12%	8%	15%	10%	15%	12%	11%	13%	16%	16%	21%	28%	13%	14%	15%	11%
Don't Know	10%	9%	10%	9%	9%	11%	7%	14%	7%	15%	8%	13%	9%	7%	10%	9%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	3%	4%	1%	7%	4%	6%	1%	0%	0%	2%	4%	2%	4%	4%	3%	4%	1%
Will get better	8%	10%	6%	16%	14%	9%	4%	4%	4%	6%	9%	10%	8%	11%	8%	0%	5%
Stay the same	35%	35%	35%	22%	29%	34%	36%	40%	45%	43%	32%	33%	43%	26%	39%	30%	36%
Will get worse	31%	30%	30%	32%	26%	25%	31%	35%	34%	29%	32%	28%	30%	33%	27%	36%	28%
Will get much worse	13%	14%	13%	14%	14%	16%	18%	11%	8%	12%	15%	9%	9%	17%	16%	28%	12%
Don't Know	10%	6%	14%	9%	13%	11%	11%	10%	8%	9%	8%	18%	6%	9%	8%	3%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The behaviour of companies

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	3%	8%	2%	0%	1%	4%	2%	5%	3%	3%	2%	1%	3%	5%	2%	3%	3%
Will get better	15%	20%	14%	16%	9%	11%	14%	14%	24%	12%	21%	13%	13%	20%	12%	14%	14%
Stay the same	40%	35%	44%	49%	54%	41%	42%	38%	33%	34%	34%	38%	40%	42%	39%	41%	40%
Will get worse	23%	20%	18%	20%	23%	25%	22%	22%	26%	30%	21%	28%	22%	20%	25%	25%	20%
Will get much worse	7%	6%	7%	8%	2%	9%	11%	12%	9%	6%	8%	5%	8%	6%	8%	7%	9%
Don't Know	11%	10%	13%	7%	10%	10%	9%	9%	4%	14%	14%	14%	15%	7%	13%	9%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The behaviour of companies

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	3%	5%	2%	9%	6%	4%	1%	1%	0%	2%	4%	3%	3%	4%	3%	9%	3%
Will get better	15%	15%	15%	20%	21%	16%	11%	12%	13%	15%	16%	12%	17%	17%	15%	12%	11%
Stay the same	40%	43%	38%	29%	31%	36%	44%	45%	53%	46%	37%	44%	48%	32%	42%	36%	41%
Will get worse	23%	23%	23%	23%	23%	22%	26%	24%	19%	20%	26%	17%	19%	29%	23%	30%	22%
Will get much worse	7%	7%	8%	11%	5%	10%	7%	7%	5%	6%	7%	8%	4%	10%	9%	4%	7%
Don't Know	11%	7%	15%	8%	14%	12%	12%	12%	9%	11%	9%	17%	9%	9%	7%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	5%	13%	4%	1%	2%	2%	6%	3%	4%	6%	3%	3%	0%	7%	4%	4%	5%
Will get better	18%	20%	21%	17%	19%	20%	17%	21%	18%	17%	16%	11%	12%	21%	17%	19%	15%
Stay the same	30%	28%	28%	33%	37%	27%	35%	23%	31%	26%	37%	29%	24%	33%	30%	28%	28%
Will get worse	28%	23%	30%	31%	26%	31%	25%	27%	36%	30%	29%	35%	30%	25%	29%	32%	28%
Will get much worse	8%	6%	5%	10%	5%	9%	7%	12%	6%	9%	8%	9%	22%	6%	8%	9%	10%
Don't Know	10%	10%	13%	8%	11%	11%	9%	13%	4%	11%	8%	13%	12%	8%	12%	8%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	5%	7%	2%	7%	8%	10%	3%	0%	1%	4%	5%	5%	6%	5%	3%	8%	5%
Will get better	18%	21%	16%	33%	21%	15%	13%	16%	14%	18%	15%	24%	19%	17%	15%	18%	19%
Stay the same	30%	32%	28%	23%	24%	30%	34%	33%	34%	30%	34%	19%	34%	28%	34%	64%	22%
Will get worse	28%	25%	31%	21%	24%	25%	32%	33%	34%	29%	30%	28%	27%	31%	31%	7%	30%
Will get much worse	8%	7%	10%	8%	10%	9%	7%	6%	8%	8%	8%	6%	7%	9%	10%	0%	8%
Don't Know	10%	8%	13%	8%	12%	11%	11%	12%	9%	10%	8%	17%	8%	10%	7%	3%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Will get much better	9%	17%	9%	7%	3%	9%	8%	7%	6%	8%	10%	4%	7%	10%	8%	8%	8%
Will get better	35%	37%	36%	32%	35%	31%	40%	30%	44%	28%	40%	35%	39%	41%	34%	37%	29%
Stay the same	27%	23%	27%	32%	36%	23%	23%	26%	26%	24%	30%	29%	21%	25%	29%	25%	27%
Will get worse	14%	12%	12%	18%	13%	19%	14%	17%	8%	21%	9%	10%	22%	11%	15%	15%	17%
Will get much worse	6%	4%	5%	5%	4%	8%	5%	11%	9%	6%	4%	7%	4%	6%	3%	7%	7%
Don't Know	9%	7%	11%	8%	9%	10%	9%	9%	7%	12%	7%	15%	7%	6%	11%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Will get much better	9%	11%	6%	19%	12%	12%	3%	4%	4%	7%	10%	7%	8%	9%	11%	4%	7%
Will get better	35%	37%	34%	38%	31%	27%	35%	36%	43%	36%	37%	29%	40%	35%	34%	44%	25%
Stay the same	27%	26%	27%	17%	25%	31%	30%	32%	25%	25%	29%	26%	26%	29%	28%	25%	27%
Will get worse	14%	14%	15%	15%	12%	12%	16%	14%	17%	18%	10%	16%	15%	12%	15%	24%	19%
Will get much worse	6%	5%	6%	7%	8%	6%	6%	5%	3%	6%	5%	5%	4%	7%	5%	0%	5%
Don't Know	9%	7%	12%	4%	13%	12%	10%	9%	7%	8%	8%	17%	7%	8%	8%	3%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) To what extent do you agree or disagree with the following statements:: We need more government regulation of business

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	12%	20%	8%	11%	10%	7%	7%	17%	13%	9%	14%	14%	10%	12%	13%	12%	11%
Agree	36%	36%	38%	37%	29%	43%	38%	31%	44%	34%	36%	35%	42%	36%	34%	33%	42%
Neither agree nor disagree	30%	25%	27%	32%	36%	28%	33%	34%	26%	32%	32%	34%	30%	31%	32%	30%	28%
Disagree	9%	9%	13%	9%	13%	8%	7%	8%	9%	10%	9%	5%	6%	11%	9%	11%	7%
Strongly disagree	3%	2%	3%	3%	2%	4%	1%	2%	0%	4%	4%	0%	13%	3%	1%	5%	2%
Don't Know	9%	7%	11%	9%	10%	9%	14%	8%	8%	10%	6%	12%	0%	6%	11%	9%	10%
Total Agree:	48%	56%	46%	48%	39%	51%	45%	49%	57%	44%	49%	49%	52%	48%	47%	45%	52%
Total Disagree:	12%	11%	16%	12%	15%	12%	8%	10%	9%	14%	13%	5%	19%	14%	10%	16%	9%
Net:	36%	45%	30%	36%	25%	39%	37%	39%	48%	30%	36%	44%	33%	34%	36%	29%	44%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) To what extent do you agree or disagree with the following statements:: We need more government regulation of business

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	12%	12%	11%	20%	12%	15%	10%	11%	7%	11%	11%	16%	10%	13%	13%	18%	12%
Agree	36%	36%	36%	39%	39%	34%	38%	33%	35%	33%	40%	30%	36%	42%	34%	37%	31%
Neither agree nor disagree	30%	29%	32%	25%	28%	31%	32%	32%	34%	32%	29%	32%	32%	25%	33%	25%	33%
Disagree	9%	12%	7%	9%	5%	8%	8%	12%	14%	12%	9%	6%	11%	7%	11%	6%	9%
Strongly disagree	3%	4%	2%	1%	4%	3%	3%	3%	3%	4%	2%	3%	4%	2%	4%	4%	3%
Don't Know	9%	6%	12%	7%	12%	10%	10%	10%	6%	9%	8%	12%	7%	10%	6%	9%	11%
Total Agree:	48%	49%	48%	58%	51%	49%	48%	44%	43%	44%	52%	46%	46%	55%	47%	56%	43%
Total Disagree:	12%	16%	9%	10%	9%	11%	11%	15%	17%	16%	10%	10%	15%	9%	14%	10%	13%
Net:	36%	33%	39%	49%	41%	38%	37%	29%	26%	28%	42%	37%	31%	46%	32%	46%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) To what extent do you agree or disagree with the following statements:: Businesses should talk about their ethical values more

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	14%	18%	11%	17%	13%	13%	14%	14%	10%	12%	17%	17%	6%	15%	14%	13%	14%
Agree	40%	38%	45%	36%	34%	47%	37%	38%	43%	44%	35%	40%	58%	42%	41%	37%	40%
Neither agree nor disagree	28%	26%	27%	31%	36%	23%	32%	25%	32%	24%	36%	28%	16%	27%	28%	30%	30%
Disagree	7%	9%	6%	6%	6%	5%	6%	14%	9%	9%	5%	4%	13%	7%	9%	8%	5%
Strongly disagree	3%	4%	4%	4%	5%	3%	3%	3%	2%	2%	3%	3%	2%	4%	3%	4%	2%
Don't Know	7%	5%	8%	5%	5%	9%	9%	6%	5%	9%	5%	8%	5%	5%	6%	8%	9%
Total Agree:	54%	56%	55%	53%	48%	61%	51%	52%	53%	56%	51%	57%	64%	57%	54%	50%	55%
Total Disagree:	11%	12%	9%	10%	11%	8%	9%	17%	11%	11%	8%	7%	15%	11%	12%	13%	6%
Net:	44%	44%	46%	43%	36%	53%	42%	35%	42%	46%	44%	50%	48%	46%	42%	37%	48%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) To what extent do you agree or disagree with the following statements:: Businesses should talk about their ethical values more

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	14%	14%	14%	22%	16%	15%	12%	7%	12%	11%	16%	11%	11%	18%	18%	26%	9%
Agree	40%	38%	43%	44%	42%	36%	39%	40%	41%	36%	44%	40%	38%	47%	40%	20%	42%
Neither agree nor disagree	28%	29%	28%	20%	25%	30%	29%	31%	33%	32%	27%	28%	32%	23%	29%	27%	27%
Disagree	7%	10%	5%	6%	6%	9%	6%	8%	7%	11%	5%	6%	10%	4%	7%	19%	9%
Strongly disagree	3%	5%	2%	2%	3%	1%	6%	6%	2%	5%	2%	5%	5%	1%	2%	0%	4%
Don't Know	7%	5%	9%	5%	8%	8%	7%	8%	4%	6%	6%	10%	5%	6%	4%	9%	9%
Total Agree:	54%	52%	57%	66%	58%	51%	52%	48%	53%	46%	60%	51%	48%	66%	58%	45%	51%
Total Disagree:	11%	15%	6%	8%	9%	11%	12%	14%	10%	16%	7%	11%	15%	5%	9%	19%	13%
Net:	44%	37%	51%	58%	49%	40%	39%	34%	43%	30%	53%	40%	34%	60%	49%	27%	38%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) To what extent do you agree or disagree with the following statements:: Businesses generally try to do the right thing

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	4%	9%	5%	2%	2%	4%	6%	4%	4%	4%	5%	2%	0%	6%	3%	3%	5%
Agree	28%	30%	31%	29%	22%	24%	25%	29%	29%	27%	31%	33%	24%	30%	30%	25%	27%
Neither agree nor disagree	39%	35%	33%	40%	52%	43%	37%	40%	38%	43%	33%	26%	47%	38%	35%	44%	39%
Disagree	17%	16%	18%	16%	16%	16%	19%	13%	21%	18%	16%	21%	18%	16%	18%	16%	17%
Strongly disagree	5%	5%	4%	7%	2%	6%	5%	10%	3%	3%	10%	7%	3%	6%	6%	5%	5%
Don't Know	7%	6%	8%	6%	7%	7%	9%	4%	6%	5%	5%	11%	8%	4%	8%	6%	8%
Total Agree:	32%	38%	36%	32%	23%	28%	30%	33%	33%	31%	35%	35%	24%	36%	33%	28%	31%
Total Disagree:	22%	21%	22%	22%	18%	22%	23%	23%	23%	21%	26%	28%	21%	22%	24%	22%	21%
Net:	10%	17%	14%	9%	6%	6%	7%	10%	10%	10%	9%	7%	3%	14%	9%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) To what extent do you agree or disagree with the following statements:: Businesses generally try to do the right thing

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	4%	6%	2%	10%	7%	7%	2%	0%	1%	2%	6%	3%	4%	6%	5%	0%	3%
Agree	28%	29%	27%	23%	30%	26%	23%	27%	36%	31%	27%	27%	34%	25%	28%	19%	25%
Neither agree nor disagree	39%	38%	39%	32%	32%	34%	44%	44%	46%	41%	37%	41%	41%	36%	38%	46%	42%
Disagree	17%	16%	18%	22%	17%	20%	18%	18%	9%	15%	18%	12%	13%	22%	18%	26%	14%
Strongly disagree	5%	6%	5%	9%	6%	4%	7%	4%	3%	5%	5%	6%	3%	5%	8%	0%	7%
Don't Know	7%	4%	9%	5%	8%	9%	6%	7%	4%	5%	6%	11%	5%	6%	4%	9%	9%
Total Agree:	32%	36%	29%	32%	36%	33%	25%	27%	38%	33%	34%	30%	38%	31%	33%	19%	27%
Total Disagree:	22%	22%	23%	31%	24%	24%	25%	22%	12%	21%	23%	18%	17%	27%	25%	26%	22%
Net:	10%	14%	7%	2%	13%	9%	1%	5%	25%	13%	10%	12%	21%	3%	7%	-7%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) To what extent do you agree or disagree with the following statements:: Businesses will only do good things if it means they will make a profit

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	18%	23%	17%	17%	12%	16%	19%	20%	11%	18%	19%	16%	16%	19%	18%	16%	18%
Agree	45%	44%	43%	49%	46%	45%	41%	47%	51%	45%	44%	45%	41%	48%	45%	45%	41%
Neither agree nor disagree	23%	20%	23%	21%	29%	26%	22%	21%	25%	23%	17%	32%	20%	20%	24%	21%	27%
Disagree	8%	7%	7%	7%	8%	5%	8%	9%	8%	8%	12%	1%	23%	8%	7%	10%	6%
Strongly disagree	1%	2%	2%	1%	0%	1%	3%	0%	0%	0%	2%	0%	0%	1%	1%	2%	1%
Don't Know	6%	4%	8%	6%	4%	6%	8%	3%	5%	6%	6%	6%	0%	4%	5%	7%	7%
Total Agree:	63%	67%	61%	65%	58%	62%	59%	67%	62%	63%	64%	61%	57%	67%	63%	61%	59%
Total Disagree:	9%	9%	9%	7%	8%	7%	11%	9%	8%	8%	13%	1%	23%	10%	8%	12%	7%
Net:	54%	58%	52%	58%	50%	55%	48%	58%	54%	55%	50%	60%	34%	57%	56%	49%	52%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) To what extent do you agree or disagree with the following statements:: Businesses will only do good things if it means they will make a profit

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	18%	19%	16%	19%	19%	22%	16%	16%	15%	17%	17%	17%	16%	17%	20%	39%	19%
Agree	45%	44%	46%	42%	38%	36%	49%	51%	52%	46%	47%	40%	48%	47%	42%	36%	45%
Neither agree nor disagree	23%	24%	22%	22%	25%	23%	21%	23%	24%	22%	22%	23%	23%	22%	22%	8%	21%
Disagree	8%	8%	8%	9%	10%	13%	6%	5%	5%	8%	8%	8%	8%	8%	10%	0%	7%
Strongly disagree	1%	1%	1%	3%	0%	2%	1%	0%	0%	1%	1%	2%	1%	1%	1%	8%	1%
Don't Know	6%	4%	7%	5%	8%	6%	6%	5%	3%	4%	5%	10%	4%	4%	5%	9%	7%
Total Agree:	63%	63%	62%	61%	57%	57%	66%	67%	67%	64%	64%	58%	64%	64%	61%	75%	65%
Total Disagree:	9%	9%	9%	12%	10%	15%	7%	5%	6%	9%	9%	10%	9%	9%	11%	8%	7%
Net:	54%	53%	53%	49%	47%	42%	59%	61%	62%	55%	55%	48%	55%	55%	50%	68%	57%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) To what extent do you agree or disagree with the following statements:: I tend to trust Businesses more than I trust the Government

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	6%	10%	3%	5%	7%	4%	6%	7%	6%	5%	6%	4%	0%	8%	4%	5%	6%
Agree	24%	21%	26%	30%	22%	18%	18%	16%	29%	28%	30%	21%	38%	24%	24%	25%	23%
Neither agree nor disagree	43%	40%	42%	43%	46%	48%	45%	48%	43%	41%	38%	48%	29%	42%	44%	41%	43%
Disagree	16%	17%	17%	13%	16%	19%	16%	19%	15%	14%	15%	13%	25%	17%	17%	16%	15%
Strongly disagree	4%	5%	1%	4%	3%	5%	7%	6%	2%	4%	6%	4%	3%	4%	4%	4%	5%
Don't Know	7%	6%	11%	5%	6%	6%	8%	4%	5%	8%	6%	10%	5%	5%	7%	9%	8%
Total Agree:	30%	32%	29%	34%	29%	22%	24%	23%	35%	33%	36%	24%	38%	32%	28%	30%	29%
Total Disagree:	21%	22%	18%	18%	19%	24%	23%	25%	17%	18%	21%	17%	28%	21%	21%	20%	20%
Net:	9%	9%	11%	16%	10%	-2%	1%	-2%	18%	15%	15%	7%	9%	11%	7%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) To what extent do you agree or disagree with the following statements:: I tend to trust Businesses more than I trust the Government

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	6%	7%	4%	10%	7%	10%	3%	2%	3%	4%	6%	6%	5%	7%	8%	0%	5%
Agree	24%	26%	22%	33%	28%	25%	23%	20%	18%	22%	26%	23%	19%	29%	27%	18%	25%
Neither agree nor disagree	43%	42%	44%	30%	38%	40%	48%	46%	51%	46%	42%	36%	46%	43%	42%	54%	37%
Disagree	16%	17%	16%	17%	12%	13%	16%	21%	19%	17%	16%	16%	21%	11%	17%	16%	16%
Strongly disagree	4%	4%	4%	6%	5%	3%	4%	4%	4%	5%	4%	5%	4%	4%	2%	0%	7%
Don't Know	7%	4%	10%	4%	10%	9%	7%	7%	5%	6%	6%	13%	5%	6%	4%	13%	10%
Total Agree:	30%	33%	26%	43%	35%	35%	26%	22%	21%	26%	32%	29%	23%	36%	34%	18%	31%
Total Disagree:	21%	21%	20%	23%	17%	16%	20%	26%	22%	22%	19%	21%	25%	15%	19%	16%	23%
Net:	9%	12%	6%	20%	17%	18%	6%	-4%	-1%	5%	13%	8%	-2%	21%	15%	2%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) To what extent do you agree or disagree with the following statements:: Businesses would only claim they were ethical if they really were

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	5%	11%	4%	3%	2%	5%	5%	6%	7%	4%	6%	3%	5%	7%	3%	4%	7%
Agree	18%	24%	21%	23%	13%	13%	17%	12%	22%	19%	19%	12%	20%	21%	17%	16%	19%
Neither agree nor disagree	28%	28%	27%	30%	33%	26%	27%	34%	18%	28%	28%	25%	23%	27%	25%	29%	31%
Disagree	28%	23%	24%	26%	34%	35%	29%	28%	31%	27%	27%	39%	30%	26%	33%	30%	25%
Strongly disagree	11%	9%	12%	10%	8%	11%	11%	13%	16%	10%	13%	10%	18%	12%	12%	11%	9%
Don't Know	9%	6%	11%	8%	11%	11%	10%	8%	6%	11%	8%	10%	3%	6%	10%	10%	9%
Total Agree:	24%	35%	25%	26%	15%	18%	22%	18%	29%	23%	25%	15%	25%	28%	20%	21%	26%
Total Disagree:	39%	32%	37%	36%	42%	45%	41%	40%	47%	37%	39%	49%	49%	38%	46%	41%	34%
Net:	-16%	3%	-11%	-10%	-27%	-28%	-19%	-23%	-18%	-15%	-15%	-33%	-24%	-11%	-25%	-20%	-8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) To what extent do you agree or disagree with the following statements:: Businesses would only claim they were ethical if they really were

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	5%	8%	3%	10%	6%	7%	3%	5%	3%	4%	7%	5%	5%	7%	6%	0%	5%
Agree	18%	19%	18%	25%	24%	17%	15%	14%	16%	18%	18%	18%	20%	20%	17%	20%	17%
Neither agree nor disagree	28%	28%	28%	23%	25%	29%	30%	30%	30%	29%	28%	27%	30%	25%	29%	8%	29%
Disagree	28%	27%	29%	27%	25%	26%	28%	31%	32%	27%	30%	27%	27%	30%	29%	22%	30%
Strongly disagree	11%	12%	10%	8%	9%	13%	15%	12%	9%	13%	10%	11%	10%	11%	11%	36%	10%
Don't Know	9%	5%	12%	7%	12%	7%	9%	9%	9%	9%	7%	13%	8%	8%	7%	15%	9%
Total Agree:	24%	27%	21%	35%	29%	24%	17%	19%	20%	22%	25%	22%	25%	27%	24%	20%	22%
Total Disagree:	39%	40%	39%	35%	34%	39%	44%	43%	41%	40%	40%	38%	37%	40%	40%	58%	40%
Net:	-16%	-13%	-18%	0%	-5%	-15%	-26%	-24%	-22%	-18%	-16%	-16%	-12%	-14%	-17%	-38%	-18%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) To what extent do you agree or disagree with the following statements:: Businesses that try to act in a way that is better for the world, tend to make less money

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	7%	16%	6%	6%	2%	4%	5%	6%	4%	6%	7%	4%	13%	9%	5%	9%	6%
Agree	28%	26%	27%	33%	31%	30%	28%	27%	20%	22%	30%	34%	26%	29%	25%	28%	30%
Neither agree nor disagree	34%	31%	33%	36%	45%	37%	34%	33%	36%	35%	31%	30%	37%	32%	35%	33%	38%
Disagree	16%	14%	18%	12%	11%	15%	17%	16%	22%	18%	20%	18%	11%	17%	18%	17%	11%
Strongly disagree	3%	4%	3%	3%	1%	3%	4%	2%	3%	5%	1%	3%	0%	4%	3%	2%	2%
Don't Know	12%	8%	13%	10%	11%	12%	12%	16%	15%	13%	10%	10%	13%	9%	13%	12%	13%
Total Agree:	35%	42%	33%	40%	33%	33%	34%	33%	24%	28%	37%	38%	39%	38%	30%	36%	35%
Total Disagree:	19%	19%	21%	15%	12%	18%	21%	18%	25%	23%	21%	21%	11%	21%	22%	19%	14%
Net:	16%	23%	11%	25%	22%	16%	13%	15%	0%	4%	16%	17%	27%	17%	8%	17%	21%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) To what extent do you agree or disagree with the following statements:: Businesses that try to act in a way that is better for the world, tend to make less money

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	7%	9%	4%	9%	11%	9%	5%	3%	4%	6%	7%	6%	8%	7%	7%	6%	5%
Agree	28%	29%	27%	40%	28%	25%	24%	25%	26%	25%	29%	28%	27%	29%	35%	16%	23%
Neither agree nor disagree	34%	33%	36%	26%	30%	36%	33%	39%	40%	36%	34%	33%	36%	31%	35%	30%	36%
Disagree	16%	17%	15%	14%	15%	16%	18%	17%	16%	17%	16%	15%	15%	20%	14%	12%	16%
Strongly disagree	3%	4%	2%	4%	4%	3%	3%	2%	2%	3%	3%	3%	3%	3%	1%	18%	3%
Don't Know	12%	8%	16%	6%	12%	10%	17%	13%	11%	13%	10%	15%	11%	11%	7%	19%	16%
Total Agree:	35%	38%	31%	49%	39%	35%	29%	29%	31%	32%	36%	34%	35%	35%	42%	22%	29%
Total Disagree:	19%	21%	17%	19%	20%	19%	21%	19%	18%	19%	19%	18%	18%	23%	15%	29%	19%
Net:	16%	17%	15%	31%	19%	16%	8%	10%	13%	12%	17%	16%	16%	12%	27%	-7%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) To what extent do you agree or disagree with the following statements:: Most businesses that say they're driven by ethics do so to sell more stuff

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	13%	15%	12%	12%	9%	13%	10%	17%	17%	13%	16%	5%	19%	14%	15%	13%	11%
Agree	41%	40%	40%	43%	46%	39%	39%	40%	42%	33%	42%	50%	32%	48%	38%	41%	35%
Neither agree nor disagree	29%	31%	26%	28%	33%	29%	30%	29%	30%	30%	24%	27%	38%	25%	30%	26%	35%
Disagree	7%	6%	7%	9%	4%	5%	10%	4%	5%	10%	7%	7%	12%	6%	6%	10%	6%
Strongly disagree	1%	2%	1%	0%	0%	2%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%
Don't Know	9%	6%	14%	7%	9%	12%	9%	9%	5%	12%	8%	10%	0%	6%	10%	9%	11%
Total Agree:	54%	55%	53%	55%	55%	52%	49%	57%	59%	47%	58%	55%	50%	61%	53%	54%	46%
Total Disagree:	8%	7%	8%	9%	4%	8%	12%	5%	6%	11%	9%	8%	12%	7%	7%	11%	8%
Net:	45%	48%	45%	46%	51%	44%	37%	52%	53%	36%	49%	47%	38%	54%	46%	42%	38%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) To what extent do you agree or disagree with the following statements:: Most businesses that say they're driven by ethics do so to sell more stuff

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	13%	16%	10%	12%	14%	15%	14%	12%	11%	14%	12%	15%	13%	12%	12%	35%	15%
Agree	41%	43%	38%	44%	34%	37%	38%	46%	45%	40%	42%	33%	41%	40%	44%	35%	39%
Neither agree nor disagree	29%	27%	32%	24%	28%	30%	32%	30%	30%	30%	28%	31%	31%	28%	33%	12%	27%
Disagree	7%	7%	7%	11%	10%	8%	6%	4%	4%	7%	7%	6%	6%	10%	6%	6%	8%
Strongly disagree	1%	1%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	2%	0%	0%	0%
Don't Know	9%	5%	13%	7%	13%	9%	9%	9%	8%	8%	8%	14%	8%	9%	5%	13%	11%
Total Agree:	54%	60%	48%	56%	48%	52%	52%	58%	56%	54%	55%	47%	54%	52%	56%	70%	54%
Total Disagree:	8%	9%	8%	14%	11%	9%	7%	4%	6%	8%	9%	7%	7%	11%	6%	6%	8%
Net:	45%	51%	40%	42%	37%	43%	45%	54%	51%	47%	46%	40%	46%	41%	50%	64%	45%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) To what extent do you agree or disagree with the following statements:: Businesses can't have a heart, only the people within them can

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	13%	15%	13%	15%	11%	10%	12%	13%	10%	11%	19%	13%	19%	16%	12%	13%	12%
Agree	39%	35%	45%	37%	37%	42%	39%	40%	42%	37%	45%	35%	35%	40%	41%	38%	39%
Neither agree nor disagree	27%	31%	24%	30%	32%	22%	27%	29%	31%	31%	15%	27%	23%	28%	24%	26%	30%
Disagree	11%	10%	8%	9%	11%	15%	8%	9%	5%	12%	12%	12%	20%	8%	13%	13%	8%
Strongly disagree	2%	3%	1%	3%	2%	2%	3%	2%	6%	1%	3%	1%	0%	3%	2%	4%	2%
Don't Know	7%	5%	10%	6%	6%	8%	11%	5%	7%	8%	6%	12%	3%	5%	8%	6%	10%
Total Agree:	53%	50%	57%	52%	48%	52%	51%	54%	52%	48%	64%	48%	54%	56%	53%	51%	51%
Total Disagree:	13%	14%	9%	13%	13%	17%	11%	11%	11%	13%	15%	13%	20%	11%	15%	17%	10%
Net:	40%	36%	48%	39%	35%	35%	40%	42%	41%	36%	48%	35%	34%	45%	39%	34%	41%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) To what extent do you agree or disagree with the following statements:: Businesses can't have a heart, only the people within them can

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	13%	17%	9%	12%	16%	11%	11%	12%	16%	13%	15%	10%	12%	12%	21%	25%	11%
Agree	39%	41%	38%	39%	29%	32%	39%	46%	49%	42%	39%	35%	42%	39%	39%	41%	36%
Neither agree nor disagree	27%	26%	29%	30%	27%	31%	29%	23%	23%	26%	26%	29%	28%	25%	25%	21%	31%
Disagree	11%	10%	11%	11%	15%	12%	10%	10%	6%	10%	12%	10%	10%	14%	11%	0%	9%
Strongly disagree	2%	2%	3%	3%	3%	4%	2%	2%	1%	2%	2%	3%	3%	3%	0%	4%	3%
Don't Know	7%	5%	10%	5%	10%	9%	9%	7%	5%	6%	7%	13%	6%	7%	4%	9%	9%
Total Agree:	53%	58%	47%	51%	45%	44%	50%	58%	65%	55%	54%	45%	54%	52%	60%	66%	48%
Total Disagree:	13%	12%	14%	14%	18%	16%	12%	12%	7%	12%	14%	13%	12%	17%	11%	4%	12%
Net:	40%	46%	33%	38%	28%	27%	38%	47%	58%	43%	40%	32%	42%	35%	50%	62%	36%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) To what extent do you agree or disagree with the following statements:: Businesses that say they are better for the environment are lying

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly agree	7%	13%	4%	4%	5%	8%	6%	8%	3%	8%	8%	5%	0%	10%	5%	7%	5%
Agree	21%	25%	20%	22%	21%	21%	24%	13%	20%	22%	20%	19%	23%	21%	21%	21%	21%
Neither agree nor disagree	45%	37%	46%	45%	49%	49%	40%	49%	46%	41%	45%	51%	54%	44%	45%	45%	45%
Disagree	15%	14%	17%	20%	14%	7%	16%	16%	20%	14%	17%	13%	19%	15%	16%	13%	15%
Strongly disagree	2%	3%	2%	1%	0%	2%	2%	4%	1%	3%	3%	0%	0%	1%	1%	5%	2%
Don't Know	10%	9%	11%	9%	12%	12%	11%	10%	10%	13%	7%	11%	5%	8%	12%	9%	11%
Total Agree:	28%	38%	25%	26%	26%	29%	31%	22%	24%	30%	28%	24%	23%	31%	26%	28%	26%
Total Disagree:	17%	16%	19%	20%	14%	9%	19%	20%	21%	17%	20%	13%	19%	16%	17%	18%	17%
Net:	11%	22%	6%	6%	12%	20%	12%	2%	3%	13%	8%	10%	4%	15%	8%	10%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) To what extent do you agree or disagree with the following statements:: Businesses that say they are better for the environment are lying

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly agree	7%	10%	4%	7%	9%	10%	5%	6%	5%	6%	8%	9%	6%	7%	9%	13%	8%
Agree	21%	24%	19%	29%	25%	19%	20%	17%	18%	21%	21%	19%	22%	20%	18%	42%	20%
Neither agree nor disagree	45%	44%	45%	36%	35%	42%	47%	51%	54%	48%	44%	40%	47%	44%	46%	28%	41%
Disagree	15%	13%	17%	16%	17%	16%	14%	14%	14%	13%	17%	14%	14%	17%	17%	0%	13%
Strongly disagree	2%	2%	2%	6%	2%	3%	1%	0%	0%	1%	2%	2%	1%	3%	4%	8%	2%
Don't Know	10%	7%	13%	6%	12%	11%	12%	12%	8%	11%	8%	16%	10%	8%	5%	9%	17%
Total Agree:	28%	33%	23%	36%	34%	29%	25%	23%	23%	27%	28%	28%	28%	27%	27%	55%	28%
Total Disagree:	17%	15%	19%	22%	19%	19%	16%	14%	14%	15%	19%	16%	15%	20%	21%	8%	15%
Net:	11%	18%	4%	14%	15%	9%	10%	9%	9%	12%	9%	12%	13%	8%	6%	48%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) Which of the following is closer to your view:: Businesses are solving the biggest challenges facing us | Businesses are causing the biggest challenges facing us

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
2	3%	5%	2%	2%	3%	1%	3%	1%	4%	6%	4%	3%	0%	4%	2%	3%	3%
1	18%	20%	21%	16%	18%	10%	20%	15%	22%	19%	19%	10%	11%	19%	18%	16%	17%
0	42%	32%	46%	47%	47%	43%	39%	48%	42%	42%	43%	50%	37%	44%	43%	42%	42%
-1	29%	31%	25%	30%	26%	37%	32%	27%	26%	24%	28%	25%	49%	27%	30%	31%	28%
-2	8%	12%	6%	5%	7%	9%	7%	10%	7%	9%	7%	12%	4%	7%	7%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) Which of the following is closer to your view:: Businesses are solving the biggest challenges facing us | Businesses are causing the biggest challenges facing us

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
2	3%	4%	2%	3%	4%	6%	1%	1%	2%	2%	4%	2%	3%	3%	5%	11%	2%
1	18%	19%	16%	23%	20%	15%	17%	14%	17%	17%	19%	16%	19%	17%	22%	12%	16%
0	42%	39%	46%	23%	41%	41%	43%	51%	52%	43%	43%	45%	45%	37%	44%	35%	46%
-1	29%	29%	28%	43%	24%	29%	30%	28%	23%	29%	28%	26%	27%	33%	25%	42%	25%
-2	8%	9%	7%	8%	10%	9%	9%	6%	7%	9%	6%	11%	5%	9%	5%	0%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) Which of the following is closer to your view:: Businesses tend to hide what they are doing from the public | Businesses tend to be open with the public about what they are doing

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
2	14%	16%	12%	12%	11%	13%	15%	17%	10%	12%	17%	18%	4%	13%	13%	14%	14%
1	40%	36%	40%	45%	36%	47%	44%	40%	41%	38%	35%	42%	57%	40%	43%	42%	37%
0	28%	23%	32%	27%	40%	22%	24%	26%	31%	32%	26%	24%	26%	29%	27%	25%	30%
-1	15%	19%	14%	13%	13%	15%	15%	14%	18%	13%	20%	13%	13%	16%	15%	16%	15%
-2	3%	6%	1%	3%	0%	3%	3%	3%	0%	4%	2%	3%	0%	2%	2%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) Which of the following is closer to your view:: Businesses tend to hide what they are doing from the public | Businesses tend to be open with the public about what they are doing

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
2	14%	15%	12%	13%	15%	17%	12%	11%	13%	13%	13%	18%	10%	16%	15%	35%	16%
1	40%	39%	42%	39%	33%	36%	46%	47%	41%	41%	41%	31%	41%	41%	35%	38%	39%
0	28%	26%	30%	20%	27%	27%	28%	31%	33%	29%	26%	32%	30%	22%	32%	14%	29%
-1	15%	16%	14%	22%	22%	16%	13%	10%	11%	15%	17%	14%	15%	18%	17%	9%	14%
-2	3%	3%	2%	6%	4%	4%	1%	2%	1%	2%	3%	5%	3%	3%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Which of the following is closer to your view:: Businesses have more influence over our government than they did in the past | Businesses have less influence over our government than they did in the past

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
2	12%	14%	13%	12%	10%	8%	12%	10%	10%	10%	14%	16%	14%	12%	15%	8%	11%
1	35%	38%	35%	36%	35%	39%	35%	29%	33%	34%	45%	30%	19%	38%	37%	33%	32%
0	33%	25%	37%	33%	37%	31%	29%	39%	38%	33%	28%	36%	34%	32%	31%	34%	35%
-1	16%	16%	14%	15%	16%	19%	18%	19%	16%	20%	12%	15%	18%	14%	14%	21%	18%
-2	4%	7%	2%	3%	2%	3%	6%	2%	2%	3%	1%	3%	15%	3%	3%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Which of the following is closer to your view:: Businesses have more influence over our government than they did in the past | Businesses have less influence over our government than they did in the past

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
2	12%	13%	10%	9%	14%	17%	12%	9%	9%	10%	14%	13%	9%	15%	10%	15%	13%
1	35%	37%	34%	37%	34%	28%	37%	40%	37%	34%	38%	31%	35%	35%	39%	57%	34%
0	33%	30%	35%	24%	28%	33%	36%	36%	37%	34%	30%	36%	36%	28%	31%	17%	35%
-1	16%	15%	17%	26%	18%	17%	14%	13%	13%	18%	15%	16%	17%	19%	15%	11%	14%
-2	4%	4%	3%	4%	5%	6%	1%	3%	3%	4%	3%	4%	4%	4%	5%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Which of the following is closer to your view:: Most businesses are taking ethics more seriously | Most businesses are just saying they're taking ethics more seriously

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
2	3%	4%	3%	4%	2%	1%	6%	3%	0%	4%	7%	3%	0%	4%	4%	2%	3%
1	25%	21%	24%	26%	32%	27%	21%	25%	22%	27%	24%	25%	42%	30%	27%	19%	24%
0	30%	26%	32%	30%	33%	26%	31%	37%	35%	27%	30%	27%	20%	26%	27%	30%	37%
-1	32%	35%	36%	35%	26%	38%	28%	25%	34%	31%	32%	30%	35%	30%	33%	38%	28%
-2	9%	14%	6%	5%	7%	8%	14%	11%	9%	11%	7%	16%	4%	11%	9%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Which of the following is closer to your view:: Most businesses are taking ethics more seriously | Most businesses are just saying they're taking ethics more seriously

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
2	3%	4%	3%	3%	2%	6%	3%	3%	3%	4%	5%	1%	5%	3%	0%	3%	2%
1	25%	24%	27%	27%	26%	23%	28%	23%	25%	22%	28%	23%	27%	24%	34%	4%	21%
0	30%	28%	32%	20%	28%	31%	31%	35%	33%	31%	28%	36%	29%	27%	33%	22%	34%
-1	32%	34%	30%	40%	34%	30%	28%	30%	31%	33%	32%	28%	32%	34%	26%	43%	31%
-2	9%	11%	8%	10%	10%	11%	9%	10%	8%	10%	8%	12%	7%	11%	7%	27%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Which of the following is closer to your view:: Businesses can persuade people to behave more ethically | Businesses cannot persuade people to behave more ethically

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
2	7%	10%	10%	6%	4%	3%	2%	6%	4%	7%	12%	8%	3%	8%	8%	6%	5%
1	35%	31%	32%	35%	36%	34%	42%	37%	40%	40%	30%	32%	46%	38%	38%	33%	31%
0	29%	23%	33%	32%	34%	31%	25%	29%	32%	31%	24%	33%	24%	27%	33%	27%	30%
-1	21%	28%	18%	21%	22%	24%	26%	15%	17%	15%	26%	19%	23%	20%	17%	26%	24%
-2	7%	9%	7%	7%	5%	8%	5%	13%	7%	8%	8%	8%	5%	8%	5%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Which of the following is closer to your view:: Businesses can persuade people to behave more ethically | Businesses cannot persuade people to behave more ethically

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
2	7%	7%	7%	7%	11%	10%	6%	4%	4%	5%	8%	6%	6%	6%	8%	19%	6%
1	35%	33%	37%	40%	36%	31%	37%	33%	35%	29%	41%	33%	33%	40%	39%	16%	31%
0	29%	28%	30%	22%	25%	30%	33%	35%	30%	30%	27%	33%	30%	27%	25%	16%	34%
-1	21%	23%	20%	25%	22%	22%	17%	21%	21%	26%	17%	21%	23%	20%	19%	31%	21%
-2	7%	9%	6%	7%	6%	7%	6%	8%	10%	9%	6%	7%	8%	6%	9%	18%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Which of the following do you think are currently most important to a business when it is considering making changes to how it operates? Please select up to three

	Total	Region												Social Grade			
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Whether it will increase the amount of money the business makes	57%	51%	57%	55%	57%	57%	53%	60%	73%	55%	62%	49%	64%	60%	62%	57%	47%
Whether it will increase the business's ability to operate for a long time into the future	48%	42%	46%	49%	47%	44%	52%	52%	57%	48%	51%	42%	62%	52%	50%	51%	39%
Whether it benefits the people who buy products or services from the business	32%	34%	33%	35%	34%	35%	26%	29%	26%	30%	34%	30%	20%	33%	31%	31%	31%
Whether it makes the company appear more politically correct	29%	32%	26%	31%	32%	36%	27%	28%	27%	24%	26%	29%	30%	32%	30%	25%	29%
Whether it will reduce the number of employees the business requires	27%	23%	27%	27%	21%	30%	27%	31%	29%	25%	32%	21%	46%	28%	25%	30%	25%
Whether it will benefit the world generally	24%	28%	22%	28%	22%	26%	24%	19%	17%	26%	18%	27%	20%	23%	22%	23%	27%
Whether it promotes virtues like tolerance and diversity among their staff and customers	20%	20%	19%	20%	20%	17%	16%	22%	10%	20%	19%	29%	24%	19%	21%	17%	21%
None of the above	2%	2%	4%	1%	1%	0%	5%	3%	2%	2%	1%	2%	5%	2%	2%	2%	3%
Don't Know	9%	9%	12%	6%	9%	7%	10%	6%	6%	10%	8%	15%	3%	5%	7%	9%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Which of the following do you think are currently most important to a business when it is considering making changes to how it operates? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Whether it will increase the amount of money the business makes	57%	56%	57%	47%	49%	51%	63%	60%	66%	57%	60%	44%	58%	59%	55%	61%	52%
Whether it will increase the business's ability to operate for a long time into the future	48%	49%	47%	41%	40%	45%	51%	53%	57%	51%	49%	39%	52%	46%	50%	44%	43%
Whether it benefits the people who buy products or services from the business	32%	30%	33%	33%	31%	35%	31%	29%	31%	32%	31%	36%	33%	29%	35%	15%	34%
Whether it makes the company appear more politically correct	29%	31%	27%	35%	28%	29%	28%	30%	26%	28%	30%	25%	27%	32%	31%	31%	27%
Whether it will reduce the number of employees the business requires	27%	29%	25%	29%	32%	23%	23%	27%	28%	27%	28%	22%	26%	33%	25%	40%	20%
Whether it will benefit the world generally	24%	24%	24%	33%	28%	30%	16%	17%	20%	21%	24%	27%	23%	23%	32%	18%	23%
Whether it promotes virtues like tolerance and diversity among their staff and customers	20%	18%	21%	26%	15%	22%	17%	19%	20%	17%	21%	22%	20%	20%	22%	16%	18%
None of the above	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	1%	14%	3%
Don't Know	9%	8%	10%	6%	11%	9%	11%	9%	7%	9%	6%	14%	7%	7%	6%	4%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Which of the following do you think should be most important to a business when it is considering making changes to how it operates? Please select up to three

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Whether it benefits the people who buy products or services from the business	53%	47%	52%	58%	59%	58%	50%	51%	51%	48%	61%	51%	68%	60%	56%	47%	49%
Whether it will benefit the world generally	49%	43%	50%	50%	42%	46%	51%	51%	36%	53%	54%	48%	74%	53%	53%	44%	46%
Whether it will increase the business's ability to operate for a long time into the future	41%	40%	44%	41%	47%	43%	34%	39%	45%	34%	41%	37%	46%	43%	39%	43%	38%
Whether it promotes virtues like tolerance and diversity among their staff and customers	38%	37%	35%	38%	33%	39%	42%	40%	39%	39%	43%	28%	47%	37%	42%	34%	37%
Whether it will increase the amount of money the business makes	26%	26%	25%	25%	31%	27%	28%	23%	34%	26%	24%	22%	23%	28%	21%	31%	25%
Whether it makes the company appear more politically correct	14%	20%	11%	14%	14%	19%	8%	10%	12%	13%	13%	15%	9%	15%	14%	10%	15%
Whether it will reduce the number of employees the business requires	13%	21%	15%	18%	8%	15%	8%	10%	13%	11%	9%	12%	4%	13%	11%	14%	14%
None of the above	2%	2%	2%	2%	1%	0%	4%	5%	0%	4%	0%	1%	0%	1%	3%	2%	2%
Don't Know	9%	7%	11%	6%	9%	8%	11%	9%	9%	8%	10%	17%	3%	5%	7%	11%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Which of the following do you think should be most important to a business when it is considering making changes to how it operates? Please select up to three

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Whether it benefits the people who buy products or services from the business	53%	51%	55%	44%	48%	44%	58%	58%	64%	56%	55%	39%	55%	53%	60%	59%	45%
Whether it will benefit the world generally	49%	47%	51%	46%	49%	50%	52%	46%	49%	44%	55%	43%	46%	56%	53%	46%	48%
Whether it will increase the business's ability to operate for a long time into the future	41%	44%	37%	35%	35%	38%	37%	45%	51%	43%	41%	37%	49%	33%	37%	27%	37%
Whether it promotes virtues like tolerance and diversity among their staff and customers	38%	32%	43%	43%	34%	33%	36%	38%	43%	33%	42%	35%	34%	42%	44%	41%	34%
Whether it will increase the amount of money the business makes	26%	30%	22%	33%	21%	30%	22%	26%	26%	29%	25%	22%	27%	26%	23%	30%	26%
Whether it makes the company appear more politically correct	14%	16%	11%	22%	21%	18%	7%	8%	8%	11%	15%	17%	12%	17%	15%	4%	13%
Whether it will reduce the number of employees the business requires	13%	15%	11%	21%	15%	14%	9%	10%	10%	13%	11%	16%	11%	14%	17%	8%	15%
None of the above	2%	2%	2%	2%	3%	2%	2%	2%	1%	3%	1%	2%	2%	1%	1%	6%	2%
Don't Know	9%	8%	10%	6%	11%	9%	12%	9%	7%	9%	7%	17%	8%	8%	6%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Rank Summary: Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well? (Ordered Left to Right by Rank)

	1. Caring for their employees and other people they rely on	2. Protecting and nurturing the environment	3. Good governance and management
1-Highest Rank	46%	27%	27%
2	39%	31%	30%
3-Lowest Rank	16%	42%	43%
Not Selected	0%	0%	0%
Mean Rank	0.7	1.1	1.2
Standard Deviation	0.5	0.7	0.7

Note:

BASE: All Respondents

(28.A) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Caring for their employees and other people they rely on

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	46%	41%	48%	51%	42%	39%	47%	44%	51%	47%	49%	59%	39%	43%	47%	42%	52%
2	39%	36%	37%	35%	44%	48%	37%	42%	34%	37%	38%	27%	54%	39%	37%	44%	35%
3-Lowest Rank	16%	23%	15%	14%	14%	13%	17%	14%	15%	16%	13%	14%	7%	19%	16%	15%	12%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.7	0.8	0.7	0.6	0.7	0.7	0.7	0.7	0.6	0.7	0.6	0.6	0.7	0.8	0.7	0.7	0.6
Standard Deviation	0.5	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.6	0.5	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Caring for their employees and other people they rely on

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	46%	41%	50%	50%	47%	45%	47%	42%	45%	47%	44%	44%	47%	43%	41%	53%	49%
2	39%	40%	37%	32%	34%	37%	43%	44%	41%	40%	39%	38%	40%	40%	34%	17%	39%
3-Lowest Rank	16%	18%	13%	18%	19%	18%	10%	14%	14%	13%	17%	18%	13%	18%	25%	29%	12%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.7	0.8	0.6	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.6
Standard Deviation	0.5	0.5	0.5	0.6	0.6	0.6	0.4	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.6	0.8	0.5

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Good governance and management

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	27%	31%	25%	23%	29%	26%	27%	26%	27%	31%	25%	22%	36%	30%	26%	29%	25%
2	30%	38%	33%	33%	28%	26%	25%	29%	40%	22%	28%	35%	26%	32%	30%	29%	29%
3-Lowest Rank	43%	31%	42%	44%	42%	48%	49%	45%	34%	47%	47%	44%	38%	39%	44%	42%	46%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1	1.2	1.2	1	1.2	1.2	1.2	1	1.2	1.2	1.2	1	1	1.2	1	1.2
Standard Deviation	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.6	0.8	0.7	0.6	0.7	0.7	0.7	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Good governance and management

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	27%	32%	22%	22%	27%	27%	26%	29%	30%	29%	26%	28%	30%	26%	29%	25%	25%
2	30%	31%	30%	33%	34%	29%	27%	28%	30%	31%	29%	31%	33%	26%	29%	50%	29%
3-Lowest Rank	43%	37%	48%	45%	39%	44%	47%	43%	39%	40%	46%	42%	37%	48%	41%	25%	46%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1	1.3	1.2	1	1.2	1.2	1	1	1	1.2	1	1	1.2	1	1	1.2
Standard Deviation	0.7	0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.5	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Protecting and nurturing the environment

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	27%	28%	28%	26%	29%	35%	27%	30%	22%	22%	26%	20%	25%	28%	28%	30%	23%
2	31%	27%	30%	32%	27%	26%	38%	29%	26%	41%	34%	38%	20%	30%	33%	27%	35%
3-Lowest Rank	42%	46%	43%	42%	44%	39%	35%	40%	51%	37%	40%	42%	55%	43%	40%	43%	42%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1	1.2	1	1.2	1.2	1	1	1	1.3	1	1	1.2	1.3	1	1	1	1.2
Standard Deviation	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.6

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Companies impact the world around them in ways other than their primary business. Which of these are the most important for them to devote time and/or money to doing well?: Protecting and nurturing the environment

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	27%	26%	27%	28%	26%	28%	27%	29%	25%	24%	31%	28%	23%	31%	29%	21%	26%
2	31%	29%	33%	35%	32%	34%	31%	28%	29%	29%	32%	31%	28%	34%	37%	33%	33%
3-Lowest Rank	42%	44%	39%	37%	42%	38%	42%	43%	46%	48%	37%	41%	49%	35%	34%	46%	41%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1	1.2	1	1	1.2	1	1.2	1	1.2	1.2	1	1	1.3	1	1	1.2	1
Standard Deviation	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Below are some issues that have been in the news lately. In your opinion, which of these require the most urgent action by individuals, businesses and/or government? Please select up to five

	Total	Region												Social Grade			
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Ethics and rules for new technology	9%	16%	9%	9%	6%	5%	8%	4%	4%	9%	13%	3%	6%	10%	8%	10%	7%
Making it easy for outsiders to understand how decisions are made inside the company	6%	10%	4%	6%	4%	9%	8%	5%	5%	7%	3%	3%	0%	6%	5%	6%	6%
Responsible marketing	6%	9%	6%	5%	3%	8%	6%	5%	8%	5%	8%	4%	10%	7%	7%	6%	6%
Community relations	5%	10%	3%	4%	5%	3%	4%	5%	7%	4%	4%	7%	10%	7%	4%	4%	6%
Employee health, safety, and wellbeing	33%	30%	29%	33%	38%	34%	28%	28%	32%	38%	30%	37%	52%	33%	33%	31%	33%
Minimum pay standards for employees and workers in supply chain	32%	29%	30%	37%	35%	32%	31%	31%	40%	30%	31%	35%	35%	31%	34%	29%	33%
Contributing to efforts to address climate change	31%	22%	33%	33%	37%	33%	32%	34%	31%	26%	35%	25%	40%	34%	34%	28%	27%
Reducing landfill waste	29%	23%	32%	34%	33%	26%	34%	30%	27%	24%	36%	39%	10%	25%	30%	33%	31%
Product packaging and plastics	27%	21%	28%	27%	31%	30%	28%	29%	26%	31%	32%	20%	15%	27%	26%	32%	25%
Human rights	26%	30%	20%	16%	13%	27%	32%	32%	27%	29%	33%	24%	26%	23%	27%	23%	30%
Ensuring people and businesses pay their taxes	24%	21%	25%	24%	26%	31%	18%	23%	26%	18%	25%	30%	23%	29%	24%	22%	20%
Preventing corruption and bribery	21%	21%	24%	27%	19%	22%	16%	30%	20%	18%	16%	23%	27%	22%	23%	22%	20%
Responsible sourcing of raw materials	21%	19%	24%	20%	21%	17%	22%	22%	14%	18%	22%	21%	41%	25%	20%	21%	17%
Job creation	20%	24%	22%	15%	15%	19%	24%	19%	23%	25%	19%	22%	8%	19%	18%	22%	22%
Enhancing animal Welfare	19%	16%	15%	27%	26%	18%	17%	22%	16%	16%	16%	26%	18%	15%	17%	21%	23%
Responsible water use	18%	17%	16%	23%	22%	19%	18%	15%	14%	17%	21%	13%	10%	16%	19%	17%	18%
Countering extremism and terrorism	16%	14%	18%	13%	19%	15%	13%	18%	17%	18%	13%	9%	15%	13%	13%	20%	17%
Diversity and Inclusion	15%	21%	13%	14%	9%	20%	13%	11%	19%	15%	13%	11%	25%	17%	18%	15%	10%
Use of customer data	15%	16%	15%	12%	15%	17%	15%	15%	10%	14%	9%	14%	35%	16%	14%	13%	15%
Biodiversity/improving nature	14%	11%	15%	12%	15%	15%	19%	10%	8%	13%	18%	12%	12%	15%	14%	13%	13%
Knowing where products come from	12%	14%	11%	11%	9%	15%	15%	12%	12%	10%	12%	14%	17%	13%	11%	15%	10%
Nutritional value of food	11%	15%	9%	11%	7%	12%	10%	10%	12%	13%	11%	11%	21%	13%	10%	9%	14%
None of the above	1%	1%	1%	2%	1%	0%	1%	2%	0%	2%	1%	1%	0%	1%	1%	1%	1%
Don't Know	5%	4%	7%	2%	6%	6%	5%	5%	8%	7%	5%	9%	0%	4%	6%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Below are some issues that have been in the news lately. In your opinion, which of these require the most urgent action by individuals, businesses and/or government? Please select up to five

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Ethics and rules for new technology	9%	9%	8%	11%	12%	8%	5%	7%	8%	7%	9%	6%	8%	11%	10%	0%	4%
Making it easy for outsiders to understand how decisions are made inside the company	6%	7%	4%	13%	7%	7%	4%	2%	3%	4%	7%	4%	5%	8%	9%	0%	4%
Responsible marketing	6%	8%	5%	9%	8%	8%	5%	2%	5%	6%	6%	5%	7%	6%	8%	0%	5%
Community relations	5%	5%	6%	8%	7%	11%	2%	3%	3%	5%	6%	6%	4%	6%	8%	0%	7%
Employee health, safety, and wellbeing	33%	30%	35%	31%	29%	33%	31%	35%	36%	31%	34%	31%	32%	33%	33%	30%	34%
Minimum pay standards for employees and workers in supply chain	32%	29%	35%	35%	28%	35%	32%	34%	30%	31%	33%	31%	31%	37%	29%	36%	29%
Contributing to efforts to address climate change	31%	29%	33%	23%	26%	27%	35%	36%	38%	28%	36%	26%	29%	31%	39%	34%	26%
Reducing landfill waste	29%	25%	33%	27%	19%	26%	35%	35%	34%	32%	26%	30%	30%	27%	25%	35%	29%
Product packaging and plastics	27%	26%	28%	16%	20%	22%	33%	33%	37%	33%	26%	21%	31%	24%	28%	31%	25%
Human rights	26%	26%	26%	43%	32%	27%	18%	20%	20%	16%	31%	27%	18%	34%	29%	0%	27%
Ensuring people and businesses pay their taxes	24%	28%	20%	14%	22%	18%	24%	31%	31%	28%	25%	15%	26%	27%	26%	20%	18%
Preventing corruption and bribery	21%	24%	19%	19%	16%	20%	19%	26%	28%	23%	21%	22%	21%	23%	21%	4%	25%
Responsible sourcing of raw materials	21%	22%	20%	12%	15%	23%	19%	21%	32%	20%	25%	18%	24%	18%	27%	16%	15%
Job creation	20%	23%	18%	27%	24%	20%	18%	18%	17%	22%	20%	16%	22%	22%	16%	37%	18%
Enhancing animal Welfare	19%	14%	23%	15%	17%	18%	25%	19%	18%	19%	19%	19%	18%	19%	18%	25%	22%
Responsible water use	18%	18%	17%	12%	11%	21%	18%	17%	23%	19%	18%	16%	19%	12%	22%	6%	18%
Countering extremism and terrorism	16%	15%	16%	16%	11%	11%	15%	19%	20%	19%	12%	18%	19%	12%	12%	28%	17%
Diversity and Inclusion	15%	14%	15%	23%	18%	15%	15%	13%	8%	11%	17%	14%	13%	18%	13%	4%	16%
Use of customer data	15%	16%	13%	15%	13%	15%	14%	18%	14%	17%	13%	15%	18%	13%	10%	8%	16%
Biodiversity/improving nature	14%	16%	11%	16%	12%	13%	15%	11%	15%	13%	15%	13%	11%	15%	14%	18%	15%
Knowing where products come from	12%	12%	12%	12%	15%	10%	14%	8%	13%	15%	11%	9%	15%	10%	15%	28%	7%
Nutritional value of food	11%	11%	12%	13%	14%	13%	10%	10%	10%	10%	13%	9%	12%	11%	11%	0%	10%
None of the above	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	0%	1%	2%	0%	1%	0%	1%
Don't Know	5%	5%	6%	5%	7%	7%	6%	5%	4%	5%	4%	10%	4%	6%	4%	10%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) For each of the following issues, who do you think should be most responsible for addressing it?: Enhancing animal Welfare

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	22%	23%	24%	18%	16%	24%	21%	20%	33%	16%	20%	31%	22%	22%	21%	25%	19%
Businesses	21%	18%	23%	22%	24%	21%	21%	19%	20%	23%	22%	15%	10%	23%	20%	22%	19%
Government	44%	48%	41%	49%	43%	41%	41%	48%	34%	46%	44%	37%	56%	46%	45%	41%	43%
Don't Know	14%	12%	12%	11%	16%	13%	18%	13%	13%	15%	14%	17%	12%	9%	14%	13%	19%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) For each of the following issues, who do you think should be most responsible for addressing it?: Enhancing animal Welfare

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	22%	22%	21%	23%	17%	22%	20%	20%	26%	22%	22%	19%	25%	18%	24%	10%	24%
Businesses	21%	20%	21%	16%	19%	17%	22%	24%	25%	23%	20%	19%	23%	25%	23%	28%	12%
Government	44%	45%	43%	47%	47%	45%	46%	43%	39%	40%	47%	44%	40%	47%	43%	49%	44%
Don't Know	14%	12%	16%	13%	18%	16%	13%	12%	11%	15%	11%	18%	12%	11%	9%	14%	20%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) For each of the following issues, who do you think should be most responsible for addressing it?: Contributing to efforts to address climate change

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	18%	20%	18%	20%	15%	19%	23%	22%	18%	14%	18%	16%	5%	18%	16%	18%	20%
Businesses	22%	15%	25%	24%	21%	25%	18%	26%	21%	22%	23%	27%	26%	24%	24%	22%	19%
Government	49%	57%	47%	46%	55%	49%	45%	41%	46%	50%	50%	41%	56%	50%	49%	50%	46%
Don't Know	11%	8%	10%	9%	10%	7%	14%	12%	14%	13%	9%	16%	12%	7%	11%	11%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) For each of the following issues, who do you think should be most responsible for addressing it?: Contributing to efforts to address climate change

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	18%	20%	16%	22%	14%	18%	20%	16%	18%	19%	19%	16%	20%	17%	19%	31%	18%
Businesses	22%	20%	24%	21%	16%	23%	20%	26%	26%	25%	21%	22%	26%	21%	25%	26%	21%
Government	49%	50%	48%	48%	55%	44%	48%	50%	49%	44%	52%	47%	44%	54%	48%	33%	47%
Don't Know	11%	10%	12%	9%	14%	15%	12%	9%	7%	12%	8%	16%	10%	9%	8%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) For each of the following issues, who do you think should be most responsible for addressing it?: Biodiversity/improving nature

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	18%	20%	16%	23%	16%	15%	18%	21%	17%	14%	18%	25%	17%	18%	16%	18%	21%
Businesses	22%	18%	25%	22%	24%	30%	26%	20%	18%	24%	22%	16%	21%	25%	22%	20%	23%
Government	45%	50%	46%	43%	43%	45%	37%	44%	46%	45%	50%	44%	43%	48%	47%	46%	39%
Don't Know	14%	12%	12%	11%	18%	10%	19%	15%	18%	17%	11%	16%	20%	9%	15%	16%	18%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) For each of the following issues, who do you think should be most responsible for addressing it?: Biodiversity/improving nature

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	18%	19%	17%	19%	17%	17%	14%	19%	21%	19%	17%	21%	20%	14%	19%	23%	23%
Businesses	22%	21%	24%	17%	17%	23%	25%	26%	27%	24%	23%	20%	26%	20%	30%	33%	17%
Government	45%	49%	41%	55%	47%	41%	46%	43%	42%	41%	49%	41%	40%	52%	45%	39%	44%
Don't Know	14%	11%	18%	10%	19%	19%	15%	12%	10%	16%	11%	18%	14%	14%	6%	6%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) For each of the following issues, who do you think should be most responsible for addressing it?: Nutritional value of food

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	21%	25%	21%	17%	18%	19%	19%	27%	24%	20%	21%	19%	8%	21%	16%	24%	22%
Businesses	38%	30%	39%	40%	40%	44%	37%	36%	44%	40%	33%	35%	53%	40%	37%	38%	36%
Government	31%	37%	31%	34%	30%	27%	31%	26%	27%	24%	35%	29%	34%	32%	35%	31%	24%
Don't Know	11%	8%	9%	9%	12%	10%	14%	11%	6%	15%	12%	18%	4%	7%	12%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) For each of the following issues, who do you think should be most responsible for addressing it?: Nutritional value of food

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	21%	21%	20%	21%	19%	24%	20%	19%	21%	21%	20%	22%	23%	18%	20%	25%	24%
Businesses	38%	38%	38%	33%	30%	29%	41%	43%	48%	43%	36%	35%	42%	35%	39%	50%	33%
Government	31%	33%	28%	36%	35%	35%	28%	28%	23%	26%	35%	29%	26%	37%	30%	15%	28%
Don't Know	11%	8%	14%	9%	15%	12%	11%	9%	8%	11%	9%	15%	9%	11%	11%	10%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) For each of the following issues, who do you think should be most responsible for addressing it?: Diversity and Inclusion

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	17%	19%	19%	17%	13%	19%	19%	20%	28%	9%	18%	14%	14%	16%	17%	22%	14%
Businesses	40%	29%	44%	42%	43%	44%	41%	41%	37%	47%	38%	34%	29%	41%	41%	38%	38%
Government	30%	43%	26%	29%	26%	28%	24%	22%	22%	31%	34%	37%	39%	33%	30%	29%	28%
Don't Know	13%	9%	11%	12%	18%	9%	15%	18%	13%	13%	10%	15%	17%	9%	12%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) For each of the following issues, who do you think should be most responsible for addressing it?: Diversity and Inclusion

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	17%	21%	13%	24%	18%	19%	15%	14%	14%	18%	15%	21%	18%	17%	15%	15%	22%
Businesses	40%	35%	44%	31%	35%	30%	45%	49%	46%	42%	40%	35%	44%	38%	46%	56%	32%
Government	30%	32%	28%	35%	32%	34%	25%	28%	28%	24%	35%	28%	25%	35%	30%	12%	30%
Don't Know	13%	12%	14%	10%	15%	16%	14%	9%	13%	15%	10%	17%	13%	10%	9%	17%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) For each of the following issues, who do you think should be most responsible for addressing it?: Minimum pay standards for employees and workers in supply chain

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	6%	13%	5%	7%	3%	6%	8%	3%	2%	4%	3%	2%	0%	7%	4%	6%	6%
Businesses	36%	32%	37%	38%	31%	39%	37%	36%	46%	37%	32%	38%	26%	34%	35%	36%	37%
Government	51%	48%	51%	49%	59%	47%	44%	50%	48%	49%	56%	48%	70%	54%	53%	52%	44%
Don't Know	8%	6%	6%	6%	7%	8%	11%	11%	3%	10%	10%	12%	4%	5%	8%	6%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) For each of the following issues, who do you think should be most responsible for addressing it?: Minimum pay standards for employees and workers in supply chain

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	6%	8%	3%	12%	9%	10%	2%	2%	0%	5%	6%	6%	5%	8%	10%	13%	4%
Businesses	36%	34%	37%	31%	25%	30%	37%	44%	45%	40%	35%	30%	42%	31%	38%	42%	31%
Government	51%	51%	50%	47%	54%	49%	54%	50%	50%	48%	53%	52%	48%	53%	45%	39%	56%
Don't Know	8%	6%	9%	10%	12%	11%	7%	5%	4%	7%	6%	13%	5%	8%	7%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) For each of the following issues, who do you think should be most responsible for addressing it?: Use of customer data

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	10%	16%	8%	13%	7%	11%	8%	8%	11%	7%	8%	11%	8%	9%	7%	12%	11%
Businesses	53%	41%	57%	51%	53%	53%	54%	55%	63%	62%	50%	54%	50%	55%	55%	54%	48%
Government	27%	35%	26%	30%	28%	26%	24%	26%	22%	21%	28%	22%	39%	28%	28%	26%	27%
Don't Know	10%	7%	10%	6%	13%	9%	13%	11%	3%	10%	13%	14%	2%	7%	10%	8%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) For each of the following issues, who do you think should be most responsible for addressing it?: Use of customer data

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	10%	12%	8%	16%	15%	10%	7%	7%	6%	9%	11%	11%	9%	10%	13%	30%	11%
Businesses	53%	51%	55%	48%	46%	49%	55%	60%	59%	57%	52%	48%	56%	52%	54%	40%	53%
Government	27%	29%	25%	25%	26%	29%	29%	25%	29%	24%	29%	27%	26%	28%	25%	24%	25%
Don't Know	10%	8%	12%	12%	13%	12%	9%	8%	6%	9%	8%	14%	8%	9%	7%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) For each of the following issues, who do you think should be most responsible for addressing it?: Job creation

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	5%	11%	4%	9%	4%	3%	7%	6%	7%	2%	4%	2%	0%	5%	5%	7%	5%
Businesses	53%	48%	58%	57%	60%	55%	51%	47%	53%	53%	50%	48%	42%	55%	50%	54%	50%
Government	34%	36%	31%	28%	28%	35%	30%	35%	34%	36%	38%	39%	54%	35%	37%	32%	32%
Don't Know	8%	5%	7%	6%	9%	7%	11%	12%	5%	9%	8%	11%	4%	5%	8%	6%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) For each of the following issues, who do you think should be most responsible for addressing it?: Job creation

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	5%	7%	4%	10%	8%	6%	5%	3%	2%	5%	5%	6%	6%	5%	8%	11%	5%
Businesses	53%	53%	52%	39%	43%	48%	54%	61%	67%	58%	52%	48%	62%	47%	52%	43%	50%
Government	34%	35%	33%	44%	37%	34%	33%	31%	27%	29%	36%	33%	27%	40%	33%	40%	36%
Don't Know	8%	5%	11%	8%	11%	12%	8%	5%	4%	8%	6%	13%	6%	7%	7%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) For each of the following issues, who do you think should be most responsible for addressing it?: Responsible sourcing of raw materials

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	6%	9%	5%	4%	4%	9%	9%	6%	7%	3%	6%	8%	5%	6%	5%	8%	7%
Businesses	64%	54%	69%	69%	65%	62%	61%	67%	59%	65%	72%	64%	67%	70%	65%	65%	57%
Government	19%	27%	17%	19%	19%	20%	16%	15%	22%	20%	11%	18%	26%	18%	19%	20%	19%
Don't Know	10%	9%	9%	8%	12%	9%	14%	12%	12%	12%	10%	10%	2%	6%	11%	8%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) For each of the following issues, who do you think should be most responsible for addressing it?: Responsible sourcing of raw materials

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	6%	8%	5%	15%	10%	7%	5%	3%	2%	5%	7%	9%	6%	8%	9%	11%	7%
Businesses	64%	66%	62%	44%	46%	57%	71%	78%	84%	69%	68%	49%	71%	61%	72%	69%	55%
Government	19%	18%	20%	31%	29%	22%	13%	12%	10%	16%	18%	25%	16%	22%	14%	14%	22%
Don't Know	10%	8%	13%	10%	15%	15%	11%	7%	5%	10%	8%	17%	8%	9%	6%	6%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) For each of the following issues, who do you think should be most responsible for addressing it?: Employee health, safety, and wellbeing

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Individuals	6%	13%	4%	6%	2%	6%	9%	5%	5%	5%	7%	4%	8%	8%	4%	9%	5%
Businesses	66%	53%	73%	71%	74%	67%	66%	67%	74%	65%	60%	63%	56%	64%	66%	66%	66%
Government	21%	29%	17%	18%	16%	18%	18%	20%	18%	21%	25%	21%	33%	24%	22%	20%	18%
Don't Know	7%	5%	6%	4%	8%	8%	7%	8%	3%	9%	8%	11%	2%	5%	7%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) For each of the following issues, who do you think should be most responsible for addressing it?: Employee health, safety, and wellbeing

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Individuals	6%	8%	5%	8%	11%	9%	6%	4%	2%	6%	8%	4%	6%	8%	10%	5%	7%
Businesses	66%	63%	69%	61%	53%	54%	68%	77%	79%	71%	62%	62%	72%	62%	61%	71%	63%
Government	21%	24%	18%	25%	25%	26%	20%	15%	17%	17%	24%	22%	18%	24%	24%	17%	21%
Don't Know	7%	6%	8%	6%	11%	11%	7%	4%	2%	6%	6%	12%	4%	6%	5%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) Which, if any, of the following issues do you think of as “sustainability issues”? Please select all that apply

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Community relations	9%	15%	5%	8%	5%	14%	7%	7%	13%	11%	11%	6%	10%	11%	7%	9%	9%
Countering extremism and terrorism	9%	9%	9%	8%	7%	7%	10%	12%	6%	11%	10%	7%	2%	8%	8%	9%	11%
Making it easy for outsiders to understand how decisions are made inside the company	8%	10%	3%	9%	5%	10%	13%	14%	6%	8%	4%	7%	8%	8%	7%	6%	11%
Reducing landfill waste	57%	42%	60%	60%	63%	59%	59%	63%	53%	50%	67%	60%	67%	62%	63%	53%	50%
Responsible water use	55%	41%	60%	62%	60%	55%	53%	58%	53%	50%	64%	54%	68%	63%	65%	45%	47%
Responsible sourcing of raw materials	53%	40%	57%	56%	60%	57%	56%	57%	49%	49%	61%	51%	53%	58%	58%	49%	47%
Product packaging and plastics	52%	40%	55%	53%	61%	58%	52%	53%	50%	53%	58%	47%	54%	55%	59%	52%	44%
Biodiversity/improving nature	48%	42%	46%	53%	48%	47%	46%	50%	56%	44%	54%	46%	55%	55%	53%	42%	40%
Contributing to efforts to address climate change	44%	33%	46%	46%	40%	47%	43%	47%	42%	48%	51%	39%	59%	50%	48%	40%	37%
Knowing where products come from	36%	26%	36%	39%	42%	40%	30%	38%	45%	31%	39%	36%	43%	40%	38%	32%	32%
Enhancing animal Welfare	36%	30%	33%	42%	46%	42%	32%	34%	38%	31%	43%	40%	40%	40%	41%	30%	33%
Nutritional value of food	24%	22%	23%	23%	26%	17%	23%	22%	21%	25%	31%	27%	34%	29%	23%	21%	23%
Employee health, safety, and wellbeing	19%	18%	16%	19%	14%	20%	21%	15%	22%	22%	27%	18%	16%	18%	20%	16%	21%
Human rights	17%	19%	17%	16%	14%	15%	17%	20%	19%	19%	21%	15%	14%	17%	16%	18%	18%
Minimum pay standards for employees and workers in supply chain	17%	19%	16%	19%	12%	11%	18%	17%	18%	18%	23%	14%	25%	18%	16%	17%	18%
Ethics and rules for new technology	15%	16%	14%	18%	12%	12%	17%	17%	9%	15%	15%	13%	24%	18%	13%	13%	15%
Preventing corruption and bribery	13%	12%	14%	12%	10%	9%	12%	13%	10%	15%	16%	11%	16%	14%	11%	11%	13%
Job creation	13%	19%	11%	10%	10%	10%	16%	8%	8%	13%	14%	7%	21%	12%	10%	14%	14%
Ensuring people and businesses pay their taxes	12%	13%	12%	13%	8%	11%	13%	12%	8%	17%	15%	6%	10%	12%	12%	13%	12%
Responsible marketing	12%	14%	9%	13%	7%	12%	10%	15%	11%	19%	10%	15%	15%	14%	12%	11%	12%
Diversity and Inclusion	12%	14%	11%	12%	8%	14%	12%	15%	11%	14%	9%	10%	21%	13%	14%	11%	12%
Use of customer data	10%	9%	9%	8%	8%	8%	15%	13%	8%	13%	10%	6%	10%	10%	8%	12%	10%
None of the above	2%	1%	3%	0%	2%	0%	2%	2%	1%	4%	0%	6%	3%	2%	2%	3%	2%
Don't Know	8%	5%	10%	5%	6%	8%	10%	8%	12%	9%	5%	9%	5%	6%	6%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Which, if any, of the following issues do you think of as “sustainability issues”? Please select all that apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Community relations	9%	11%	8%	9%	15%	8%	9%	7%	7%	8%	10%	9%	9%	12%	13%	4%	7%
Countering extremism and terrorism	9%	8%	9%	11%	8%	10%	7%	8%	10%	10%	8%	9%	9%	7%	8%	12%	10%
Making it easy for outsiders to understand how decisions are made inside the company	8%	8%	8%	14%	8%	9%	5%	7%	6%	7%	9%	7%	7%	8%	13%	10%	7%
Reducing landfill waste	57%	53%	61%	37%	44%	53%	65%	68%	72%	60%	60%	46%	60%	54%	59%	66%	54%
Responsible water use	55%	52%	58%	31%	44%	49%	63%	64%	73%	56%	61%	45%	59%	54%	60%	53%	47%
Responsible sourcing of raw materials	53%	50%	56%	33%	40%	46%	61%	64%	71%	57%	56%	41%	57%	53%	56%	62%	46%
Product packaging and plastics	52%	49%	56%	35%	40%	43%	63%	63%	66%	54%	56%	46%	55%	50%	57%	65%	50%
Biodiversity/improving nature	48%	46%	50%	34%	45%	40%	54%	55%	55%	46%	54%	37%	47%	50%	58%	41%	41%
Contributing to efforts to address climate change	44%	41%	47%	28%	34%	39%	47%	54%	58%	41%	51%	36%	44%	45%	53%	40%	43%
Knowing where products come from	36%	32%	39%	24%	21%	33%	40%	40%	50%	37%	37%	28%	38%	32%	38%	37%	32%
Enhancing animal Welfare	36%	33%	40%	24%	34%	32%	39%	43%	43%	38%	38%	30%	34%	39%	37%	34%	33%
Nutritional value of food	24%	24%	25%	19%	22%	21%	23%	25%	32%	23%	26%	20%	23%	23%	29%	21%	21%
Employee health, safety, and wellbeing	19%	19%	19%	17%	16%	21%	17%	17%	25%	19%	19%	18%	17%	17%	24%	24%	19%
Human rights	17%	18%	17%	22%	14%	20%	16%	15%	17%	16%	19%	16%	16%	18%	20%	16%	14%
Minimum pay standards for employees and workers in supply chain	17%	17%	18%	16%	16%	20%	17%	15%	19%	16%	19%	17%	16%	17%	23%	10%	17%
Ethics and rules for new technology	15%	15%	15%	15%	15%	15%	15%	14%	15%	14%	17%	12%	14%	16%	21%	8%	12%
Preventing corruption and bribery	13%	13%	12%	9%	7%	12%	12%	13%	20%	14%	13%	8%	12%	11%	19%	13%	11%
Job creation	13%	14%	11%	15%	15%	16%	8%	10%	11%	12%	12%	11%	12%	11%	14%	13%	13%
Ensuring people and businesses pay their taxes	12%	12%	12%	9%	10%	12%	12%	14%	16%	12%	14%	9%	11%	12%	18%	10%	10%
Responsible marketing	12%	11%	13%	14%	9%	14%	10%	11%	15%	13%	12%	9%	12%	12%	16%	14%	9%
Diversity and Inclusion	12%	12%	13%	13%	10%	15%	11%	10%	15%	11%	14%	10%	10%	14%	20%	12%	9%
Use of customer data	10%	11%	10%	12%	13%	11%	6%	9%	10%	11%	11%	7%	11%	8%	14%	6%	9%
None of the above	2%	3%	2%	2%	3%	1%	3%	2%	2%	2%	1%	4%	3%	1%	0%	0%	3%
Don't Know	8%	7%	8%	7%	8%	9%	8%	9%	6%	8%	6%	11%	7%	7%	4%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) Thinking generally, when you buy new products, which of the following do you tend to consider about the products, if any? Please select all which apply

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
How much the product costs	70%	62%	73%	74%	74%	63%	66%	72%	74%	67%	70%	77%	75%	72%	71%	70%	65%
Whether the product is of a high quality	60%	58%	65%	54%	58%	69%	58%	64%	64%	54%	60%	56%	65%	66%	60%	61%	53%
Don't Know	5%	4%	6%	3%	6%	5%	7%	4%	3%	4%	6%	6%	3%	2%	5%	5%	7%
The reputation of the brand	43%	44%	45%	36%	43%	48%	43%	45%	47%	41%	40%	43%	51%	46%	42%	44%	40%
What country the product has been made in	36%	39%	33%	40%	38%	42%	29%	36%	32%	34%	42%	30%	25%	43%	31%	34%	35%
Whether the product has been made in an environmentally friendly way	34%	35%	35%	35%	35%	35%	36%	23%	29%	32%	39%	38%	30%	38%	32%	33%	32%
Whether those who were involved in making the product have been paid well	23%	30%	18%	22%	15%	20%	23%	22%	20%	27%	28%	20%	15%	23%	20%	24%	23%
Whether the product has been recommended to me by other people	22%	27%	20%	23%	22%	25%	23%	17%	19%	22%	25%	14%	23%	25%	20%	21%	23%
None of the above	3%	2%	2%	3%	4%	2%	3%	2%	5%	6%	2%	3%	3%	2%	5%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) Thinking generally, when you buy new products, which of the following do you tend to consider about the products, if any? Please select all which apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
How much the product costs	70%	68%	71%	56%	61%	65%	78%	76%	78%	74%	70%	64%	74%	69%	68%	70%	69%
Whether the product is of a high quality	60%	59%	61%	54%	46%	57%	64%	61%	74%	61%	62%	54%	63%	60%	64%	72%	55%
Don't Know	5%	5%	5%	6%	7%	6%	4%	5%	2%	4%	4%	8%	4%	4%	1%	0%	6%
The reputation of the brand	43%	43%	43%	45%	44%	44%	40%	41%	45%	42%	45%	41%	43%	49%	46%	27%	38%
What country the product has been made in	36%	34%	37%	22%	25%	33%	37%	38%	53%	40%	39%	20%	40%	35%	45%	57%	22%
Whether the product has been made in an environmentally friendly way	34%	30%	37%	36%	31%	29%	37%	34%	36%	29%	39%	28%	29%	38%	43%	19%	25%
Whether those who were involved in making the product have been paid well	23%	22%	23%	28%	27%	24%	18%	17%	22%	19%	27%	19%	17%	31%	32%	21%	14%
Whether the product has been recommended to me by other people	22%	22%	22%	33%	28%	25%	24%	14%	13%	18%	25%	23%	19%	27%	22%	14%	20%
None of the above	3%	3%	3%	2%	3%	3%	3%	4%	4%	3%	2%	4%	3%	2%	2%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for BRODIE (UK)

Rank Summary: Of these, what is most important to you. Please rank up to three of the following (Ordered Left to Right by Rank)

	1. How much the product costs	2. Whether the product is of a high quality	3. Whether the product has been made in an environmentally friendly way	4. What country the product has been made in	5. The reputation of the brand	6. Whether those who were involved in making the product have been paid well	7. Whether the product has been recommended to me by other people
1-Highest Rank	34%	25%	11%	7%	6%	5%	4%
2	19%	22%	9%	8%	10%	7%	4%
3-Lowest Rank	10%	8%	9%	10%	15%	4%	6%
Not Selected	37%	44%	71%	76%	69%	83%	86%
Mean Rank	1.5	1.7	2.4	2.5	2.5	2.7	2.7
Standard Deviation	1.7	1.6	1.1	0.8	0.8	0.7	0.5

Note:

(45.A) Of these, what is most important to you. Please rank up to three of the following: How much the product costs

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	34%	26%	37%	36%	39%	28%	34%	37%	41%	31%	36%	40%	45%	29%	37%	33%	39%
2	19%	16%	19%	22%	18%	19%	20%	18%	18%	20%	17%	20%	18%	21%	18%	19%	16%
3-Lowest Rank	10%	12%	9%	8%	9%	11%	9%	11%	8%	8%	9%	9%	8%	12%	9%	11%	5%
Not Selected	37%	47%	35%	33%	33%	41%	37%	34%	33%	41%	38%	31%	29%	37%	36%	36%	40%
Mean Rank	1.5	1.8	1.4	1.4	1.4	1.7	1.5	1.4	1.3	1.6	1.5	1.3	1.2	1.6	1.4	1.5	1.5
Standard Deviation	1.7	1.6	1.7	1.6	1.7	1.6	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.6	1.7	1.6	1.8

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Of these, what is most important to you. Please rank up to three of the following: How much the product costs

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	34%	34%	34%	26%	33%	33%	41%	43%	31%	37%	32%	39%	37%	33%	26%	21%	44%
2	19%	18%	20%	19%	14%	18%	19%	18%	23%	19%	19%	15%	20%	18%	19%	28%	16%
3-Lowest Rank	10%	10%	9%	8%	7%	9%	10%	10%	12%	10%	10%	7%	9%	9%	12%	13%	6%
Not Selected	37%	38%	37%	47%	46%	40%	29%	29%	34%	33%	38%	39%	34%	39%	42%	38%	35%
Mean Rank	1.5	1.5	1.5	1.8	1.7	1.6	1.3	1.3	1.5	1.4	1.5	1.5	1.4	1.5	1.7	1.7	1.3
Standard Deviation	1.7	1.7	1.7	1.7	1.8	1.7	1.6	1.6	1.5	1.7	1.7	1.8	1.7	1.7	1.6	1.5	1.8

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been made in an environmentally friendly way

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	11%	11%	12%	14%	9%	9%	10%	9%	7%	12%	10%	14%	6%	13%	9%	10%	11%
2	9%	8%	9%	7%	11%	11%	13%	5%	14%	10%	9%	10%	9%	9%	11%	10%	8%
3-Lowest Rank	9%	10%	9%	8%	10%	8%	6%	6%	5%	6%	14%	12%	8%	9%	7%	9%	9%
Not Selected	71%	71%	70%	71%	70%	72%	71%	80%	74%	72%	67%	64%	76%	69%	73%	72%	72%
Mean Rank	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.6	2.5	2.4	2.4	2.3	2.5	2.3	2.4	2.4	2.4
Standard Deviation	1	1	1	1.2	1	1	1	0.9	1	1.2	1	1.3	0.8	1.2	1	1	1

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been made in an environmentally friendly way

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	11%	10%	12%	12%	10%	8%	13%	9%	12%	9%	12%	10%	8%	13%	13%	12%	9%
2	9%	8%	11%	10%	8%	9%	9%	11%	10%	9%	10%	8%	8%	10%	15%	0%	6%
3-Lowest Rank	9%	8%	10%	9%	9%	9%	9%	8%	8%	7%	10%	7%	8%	9%	9%	5%	6%
Not Selected	71%	75%	68%	69%	74%	74%	68%	72%	70%	75%	68%	75%	76%	68%	63%	83%	79%
Mean Rank	2.4	2.5	2.3	2.4	2.5	2.5	2.3	2.4	2.4	2.5	2.3	2.5	2.5	2.3	2.2	2.6	2.5
Standard Deviation	1	1	1.2	1	1	0.9	1.2	1	1.2	1	1	1	0.9	1.2	1.3	1	0.9

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) Of these, what is most important to you. Please rank up to three of the following: Whether the product is of a high quality

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	25%	26%	26%	23%	24%	29%	21%	28%	24%	26%	25%	26%	29%	31%	25%	27%	19%
2	22%	23%	26%	20%	20%	24%	21%	24%	27%	17%	23%	18%	24%	23%	24%	23%	19%
3-Lowest Rank	8%	6%	8%	8%	9%	9%	8%	8%	10%	8%	7%	7%	7%	7%	7%	6%	11%
Not Selected	44%	45%	40%	48%	47%	38%	50%	40%	39%	49%	45%	49%	40%	40%	43%	43%	52%
Mean Rank	1.7	1.7	1.6	1.8	1.8	1.6	1.9	1.6	1.6	1.8	1.7	1.8	1.6	1.6	1.7	1.7	2
Standard Deviation	1.6	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.5	1.7	1.6	1.7	1.7	1.7	1.6	1.6	1.5

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Of these, what is most important to you. Please rank up to three of the following: Whether the product is of a high quality

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	25%	26%	25%	22%	19%	25%	28%	27%	31%	27%	26%	19%	27%	24%	31%	50%	21%
2	22%	23%	21%	19%	20%	23%	22%	22%	26%	22%	22%	25%	24%	22%	20%	14%	26%
3-Lowest Rank	8%	8%	8%	10%	6%	6%	8%	5%	11%	7%	8%	7%	6%	10%	9%	4%	7%
Not Selected	44%	43%	46%	49%	55%	46%	42%	45%	33%	43%	44%	49%	42%	45%	40%	32%	47%
Mean Rank	1.7	1.7	1.7	1.9	2	1.7	1.6	1.7	1.5	1.7	1.7	1.9	1.6	1.8	1.6	1.2	1.8
Standard Deviation	1.6	1.6	1.6	1.5	1.5	1.6	1.6	1.7	1.5	1.6	1.6	1.5	1.6	1.6	1.7	1.9	1.5

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Of these, what is most important to you. Please rank up to three of the following: What country the product has been made in

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	7%	10%	5%	8%	6%	8%	6%	6%	4%	5%	7%	4%	4%	8%	5%	7%	6%
2	8%	7%	9%	13%	10%	9%	5%	10%	2%	8%	8%	6%	7%	9%	5%	9%	9%
3-Lowest Rank	10%	11%	9%	10%	9%	9%	7%	10%	13%	10%	10%	7%	9%	11%	9%	10%	9%
Not Selected	76%	71%	77%	68%	75%	73%	82%	74%	80%	78%	75%	82%	80%	72%	80%	74%	76%
Mean Rank	2.5	2.4	2.6	2.4	2.5	2.5	2.6	2.5	2.7	2.6	2.5	2.7	2.7	2.5	2.6	2.5	2.5
Standard Deviation	0.8	1	0.7	1	0.8	0.9	0.7	0.8	0.5	0.7	0.8	0.6	0.6	0.9	0.7	0.9	0.8

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Of these, what is most important to you. Please rank up to three of the following: What country the product has been made in

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	7%	6%	7%	5%	7%	6%	4%	6%	10%	8%	6%	4%	9%	4%	10%	13%	5%
2	8%	8%	9%	5%	3%	7%	10%	11%	12%	10%	8%	5%	8%	9%	10%	19%	6%
3-Lowest Rank	10%	8%	11%	6%	7%	7%	12%	10%	14%	10%	11%	7%	11%	10%	11%	12%	6%
Not Selected	76%	78%	73%	84%	83%	80%	75%	73%	64%	72%	75%	84%	72%	78%	70%	57%	84%
Mean Rank	2.5	2.6	2.5	2.7	2.7	2.6	2.6	2.5	2.3	2.5	2.5	2.7	2.5	2.6	2.4	2	2.7
Standard Deviation	0.8	0.8	0.9	0.6	0.7	0.8	0.7	0.9	1	0.9	0.8	0.5	1	0.6	1	1.3	0.6

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Of these, what is most important to you. Please rank up to three of the following: Whether those who were involved in making the product have been paid well

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	5%	8%	4%	4%	3%	10%	5%	4%	0%	8%	6%	2%	10%	5%	6%	6%	5%
2	7%	9%	3%	8%	3%	3%	9%	9%	11%	8%	11%	7%	2%	6%	6%	7%	10%
3-Lowest Rank	4%	5%	5%	3%	5%	2%	6%	4%	4%	6%	4%	2%	2%	6%	3%	5%	4%
Not Selected	83%	78%	89%	85%	89%	85%	80%	83%	85%	78%	79%	89%	85%	83%	85%	82%	82%
Mean Rank	2.7	2.5	2.8	2.7	2.8	2.6	2.6	2.7	2.7	2.6	2.6	2.8	2.6	2.7	2.7	2.6	2.6
Standard Deviation	0.7	0.9	0.4	0.6	0.4	0.9	0.7	0.7	0.4	0.9	0.8	0.4	0.9	0.6	0.7	0.8	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Of these, what is most important to you. Please rank up to three of the following: Whether those who were involved in making the product have been paid well

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	5%	6%	5%	9%	10%	7%	2%	3%	3%	4%	7%	6%	3%	9%	7%	0%	3%
2	7%	6%	7%	9%	10%	5%	6%	4%	8%	6%	8%	6%	6%	8%	8%	12%	6%
3-Lowest Rank	4%	5%	4%	4%	3%	5%	3%	4%	7%	5%	5%	2%	5%	6%	7%	5%	2%
Not Selected	83%	83%	83%	78%	76%	84%	89%	89%	83%	86%	80%	86%	87%	76%	78%	83%	89%
Mean Rank	2.7	2.7	2.7	2.5	2.5	2.6	2.8	2.8	2.7	2.7	2.6	2.7	2.8	2.5	2.6	2.7	2.8
Standard Deviation	0.7	0.7	0.7	0.9	1	0.8	0.4	0.4	0.5	0.5	0.8	0.7	0.5	1	0.8	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been recommended to me by other people

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	4%	7%	3%	3%	4%	2%	4%	2%	4%	3%	3%	1%	0%	4%	3%	5%	4%
2	4%	5%	2%	4%	4%	5%	6%	3%	2%	6%	4%	4%	10%	5%	3%	5%	4%
3-Lowest Rank	6%	8%	6%	11%	5%	6%	6%	5%	3%	4%	7%	6%	6%	8%	6%	4%	6%
Not Selected	86%	80%	89%	82%	87%	87%	84%	90%	91%	87%	87%	90%	84%	84%	88%	86%	86%
Mean Rank	2.7	2.6	2.8	2.7	2.7	2.8	2.7	2.8	2.8	2.7	2.8	2.9	2.7	2.7	2.8	2.7	2.8
Standard Deviation	0.5	0.8	0.4	0.5	0.5	0.4	0.6	0.3	0.4	0.5	0.4	0.2	0.4	0.5	0.4	0.6	0.5

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Of these, what is most important to you. Please rank up to three of the following: Whether the product has been recommended to me by other people

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	4%	4%	3%	9%	5%	5%	2%	1%	1%	2%	4%	7%	3%	5%	3%	4%	3%
2	4%	5%	4%	7%	6%	4%	6%	3%	2%	3%	4%	5%	4%	5%	6%	0%	4%
3-Lowest Rank	6%	6%	6%	8%	10%	8%	4%	4%	4%	6%	7%	5%	5%	8%	6%	6%	6%
Not Selected	86%	85%	87%	75%	79%	84%	88%	93%	94%	89%	85%	83%	88%	82%	85%	90%	87%
Mean Rank	2.7	2.7	2.8	2.5	2.6	2.7	2.8	2.9	2.9	2.8	2.7	2.6	2.8	2.7	2.7	2.8	2.8
Standard Deviation	0.5	0.5	0.4	0.9	0.7	0.5	0.4	0.2	0.2	0.3	0.5	0.7	0.4	0.6	0.5	0.4	0.5

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) Of these, what is most important to you. Please rank up to three of the following: The reputation of the brand

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1-Highest Rank	6%	6%	5%	6%	4%	6%	10%	7%	12%	5%	6%	4%	0%	6%	6%	6%	6%
2	10%	11%	10%	8%	11%	12%	7%	12%	8%	10%	7%	11%	12%	11%	9%	8%	11%
3-Lowest Rank	15%	12%	16%	11%	16%	21%	15%	14%	13%	17%	13%	14%	24%	15%	15%	17%	13%
Not Selected	69%	71%	70%	75%	69%	61%	67%	67%	67%	68%	74%	70%	64%	68%	70%	69%	70%
Mean Rank	2.5	2.5	2.5	2.5	2.5	2.4	2.4	2.4	2.4	2.5	2.6	2.5	2.5	2.5	2.5	2.5	2.5
Standard Deviation	0.8	0.8	0.7	0.8	0.7	0.8	1	0.9	1	0.7	0.7	0.7	0.5	0.8	0.8	0.8	0.8

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Of these, what is most important to you. Please rank up to three of the following: The reputation of the brand

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1-Highest Rank	6%	6%	5%	9%	8%	7%	3%	3%	6%	5%	7%	4%	6%	7%	6%	0%	4%
2	10%	11%	9%	11%	14%	11%	7%	10%	8%	9%	10%	15%	9%	11%	9%	11%	11%
3-Lowest Rank	15%	14%	16%	12%	13%	16%	17%	15%	15%	16%	15%	14%	18%	15%	14%	4%	14%
Not Selected	69%	68%	70%	68%	65%	67%	72%	71%	71%	70%	68%	68%	67%	67%	70%	85%	71%
Mean Rank	2.5	2.4	2.5	2.4	2.4	2.4	2.6	2.6	2.5	2.5	2.5	2.5	2.5	2.4	2.5	2.7	2.5
Standard Deviation	0.8	0.8	0.8	1	1	0.9	0.6	0.6	0.8	0.7	0.8	0.8	0.8	0.9	0.8	0.4	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) A soft drink:How much, on average, would you typically spend on the following:Please give your answers in £

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) A soft drink:How much, on average, would you typically spend on the following:Please give your answers in £

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) A t-shirt:How much, on average, would you typically spend on the following:Please give your answers in £

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) A t-shirt:How much, on average, would you typically spend on the following:Please give your answers in £

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) A phone:How much, on average, would you typically spend on the following:Please give your answers in £

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) A phone:How much, on average, would you typically spend on the following:Please give your answers in £

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	657	102	102	61	60	53	50	60	18	75	42	26	8	214	191	111	137
Weighted	651	102	86	55	64	51	56	54	17	80	42	29	15	169	164	149	164
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £0.50 more	70%	72%	62%	77%	72%	58%	60%	77%	92%	74%	75%	67%	65%	71%	73%	67%	69%
I would choose the t-shirt which costs what I would normally spend	22%	24%	30%	19%	20%	38%	32%	19%	4%	10%	16%	18%	21%	22%	22%	23%	22%
Don't Know	8%	4%	9%	4%	8%	4%	8%	3%	4%	16%	9%	15%	14%	7%	5%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender			Age						EU 2016 Vote			2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	316	340	99	73	89	111	119	166	267	271	70	253	150	70	6	84
Weighted	651	324	325	109	94	118	107	88	134	253	268	75	231	162	61	5	85
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £0.50 more	70%	66%	74%	77%	73%	69%	68%	52%	76%	64%	74%	63%	68%	74%	76%	85%	61%
I would choose the t-shirt which costs what I would normally spend	22%	27%	17%	19%	16%	23%	25%	34%	19%	27%	20%	23%	24%	19%	19%	15%	28%
Don't Know	8%	7%	9%	4%	11%	8%	7%	14%	6%	9%	6%	14%	8%	7%	5%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	661	79	104	65	47	48	50	67	36	68	58	27	12	209	203	101	144
Weighted	658	84	92	58	45	44	53	61	37	73	63	27	20	172	180	138	164
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £1 more	61%	63%	55%	62%	56%	71%	60%	67%	67%	51%	72%	62%	39%	63%	62%	55%	63%
I would choose the t-shirt which costs what I would normally spend	28%	28%	30%	23%	26%	27%	27%	25%	27%	38%	23%	26%	42%	30%	25%	33%	25%
Don't Know	11%	9%	15%	15%	19%	2%	13%	8%	7%	11%	4%	12%	19%	7%	13%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender			Age						EU 2016 Vote			2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	661	307	351	82	72	88	136	126	157	261	267	79	258	151	62	7	92
Weighted	658	318	337	82	103	114	135	100	125	244	266	96	233	157	57	8	105
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £1 more	61%	56%	65%	80%	60%	53%	66%	54%	58%	54%	70%	49%	55%	70%	74%	42%	48%
I would choose the t-shirt which costs what I would normally spend	28%	33%	24%	16%	29%	34%	22%	37%	29%	34%	20%	40%	33%	20%	16%	48%	41%
Don't Know	11%	11%	11%	4%	11%	13%	12%	9%	13%	12%	11%	11%	12%	9%	9%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	671	91	102	55	72	48	45	54	30	78	52	37	7	211	209	114	136
Weighted	665	87	90	49	67	48	52	49	35	82	54	39	14	173	185	150	156
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £2.50 more	51%	55%	45%	42%	53%	69%	54%	63%	51%	53%	48%	37%	0%	59%	45%	49%	50%
I would choose the t-shirt which costs what I would normally spend	37%	39%	39%	43%	36%	20%	36%	27%	44%	26%	40%	51%	78%	33%	41%	41%	33%
Don't Know	12%	6%	16%	16%	11%	10%	9%	10%	4%	22%	12%	12%	22%	8%	14%	10%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	671	311	359	84	84	102	107	108	186	260	292	69	268	165	63	8	77
Weighted	665	312	352	83	108	133	100	84	158	249	290	79	252	169	56	8	83
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £2.50 more	51%	49%	52%	63%	56%	57%	46%	36%	46%	43%	56%	51%	46%	56%	64%	73%	47%
I would choose the t-shirt which costs what I would normally spend	37%	40%	34%	29%	31%	35%	41%	43%	41%	44%	33%	33%	42%	30%	23%	10%	45%
Don't Know	12%	11%	13%	8%	13%	8%	13%	21%	13%	13%	11%	16%	12%	14%	13%	17%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	663	93	110	53	59	38	64	52	27	69	60	30	8	233	170	106	150
Weighted	665	92	95	44	57	39	73	46	27	71	69	34	16	192	152	143	174
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £5 more	42%	58%	37%	44%	36%	42%	44%	44%	18%	40%	43%	43%	21%	46%	39%	40%	41%
I would choose the t-shirt which costs what I would normally spend	43%	35%	42%	43%	37%	50%	44%	34%	61%	45%	43%	47%	79%	44%	43%	46%	40%
Don't Know	15%	7%	21%	13%	28%	7%	12%	22%	22%	15%	14%	10%	0%	10%	17%	14%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	663	322	341	86	82	89	117	116	173	237	315	70	268	163	68	5	77
Weighted	665	331	334	91	112	118	108	92	143	234	310	80	249	169	65	5	85
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £5 more	42%	39%	45%	64%	46%	47%	30%	36%	34%	33%	48%	33%	39%	51%	45%	0%	32%
I would choose the t-shirt which costs what I would normally spend	43%	48%	38%	25%	38%	40%	54%	44%	52%	51%	40%	47%	48%	35%	40%	86%	53%
Don't Know	15%	13%	17%	11%	16%	13%	15%	21%	14%	17%	12%	20%	13%	13%	15%	14%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	689	97	84	69	64	52	52	58	27	65	64	44	13	224	198	115	149
Weighted	708	103	73	63	67	51	61	51	24	67	73	45	29	185	181	160	180
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £10 more	28%	37%	20%	16%	29%	29%	26%	31%	15%	26%	32%	31%	30%	28%	27%	27%	29%
I would choose the t-shirt which costs what I would normally spend	57%	53%	55%	65%	62%	65%	60%	59%	60%	51%	55%	52%	48%	54%	57%	59%	58%
Don't Know	15%	10%	25%	19%	9%	6%	14%	10%	25%	22%	13%	16%	22%	18%	15%	14%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender			Age						EU 2016 Vote			2019				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	689	329	358	89	105	80	123	122	170	247	321	71	253	184	63	9	75
Weighted	708	360	346	101	148	102	120	99	139	243	321	88	245	187	52	7	88
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £10 more	28%	25%	32%	44%	38%	25%	21%	22%	18%	20%	31%	26%	20%	31%	33%	0%	18%
I would choose the t-shirt which costs what I would normally spend	57%	59%	55%	43%	50%	54%	64%	62%	68%	67%	54%	55%	66%	54%	53%	89%	61%
Don't Know	15%	17%	13%	13%	13%	22%	15%	16%	13%	13%	14%	19%	14%	15%	14%	11%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	663	92	102	61	56	49	59	67	20	65	58	22	12	229	195	103	132
Weighted	658	93	86	52	59	47	64	59	19	68	59	26	26	184	175	136	159
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £25 more	21%	33%	15%	18%	16%	19%	19%	20%	30%	36%	12%	6%	6%	20%	15%	24%	24%
I would choose the t-shirt which costs what I would normally spend	63%	55%	70%	74%	59%	61%	66%	60%	58%	51%	67%	64%	89%	66%	66%	63%	58%
Don't Know	16%	12%	15%	7%	24%	19%	15%	19%	12%	13%	21%	30%	5%	14%	19%	13%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	663	323	339	84	80	82	118	131	168	242	300	79	254	167	62	7	83
Weighted	658	330	327	90	116	100	113	100	138	238	281	95	242	161	52	6	90
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £25 more	21%	24%	17%	44%	36%	28%	11%	6%	6%	13%	24%	26%	15%	28%	27%	0%	25%
I would choose the t-shirt which costs what I would normally spend	63%	63%	64%	53%	46%	56%	76%	74%	71%	71%	60%	59%	70%	56%	54%	91%	65%
Don't Know	16%	13%	19%	3%	18%	16%	13%	19%	22%	16%	17%	15%	15%	16%	18%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	707	83	102	69	63	52	56	76	30	80	65	22	9	218	222	118	146
Weighted	702	83	89	63	60	49	63	67	30	86	69	23	21	171	199	159	171
I would choose the t-shirt from the company which has half the emissions, and spend £0.50 more	70%	66%	63%	76%	70%	75%	72%	76%	65%	68%	77%	69%	54%	73%	74%	66%	65%
I would choose the t-shirt which costs what I would normally spend	23%	31%	24%	16%	21%	20%	25%	17%	35%	20%	16%	27%	40%	22%	19%	25%	26%
Don't Know	7%	3%	13%	8%	8%	5%	3%	7%	0%	12%	7%	3%	6%	5%	6%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	707	307	400	87	90	97	138	144	151	270	305	85	268	191	65	10	87
Weighted	702	310	393	90	122	125	129	113	124	265	292	98	259	187	56	9	95
I would choose the t-shirt from the company which has half the emissions, and spend £0.50 more	70%	65%	74%	70%	68%	69%	73%	75%	65%	67%	74%	64%	65%	79%	71%	58%	67%
I would choose the t-shirt which costs what I would normally spend	23%	29%	18%	24%	25%	28%	18%	13%	30%	26%	20%	27%	27%	16%	17%	36%	24%
Don't Know	7%	7%	8%	6%	7%	3%	9%	12%	5%	8%	6%	10%	8%	4%	11%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	652	96	103	65	58	49	47	45	30	70	52	29	8	211	196	116	126
Weighted	635	93	91	56	57	44	52	43	29	71	55	28	16	171	170	154	137
I would choose the t-shirt from the company which has half the emissions, and spend £1 more	61%	56%	44%	64%	73%	69%	61%	64%	54%	69%	70%	60%	63%	62%	66%	58%	58%
I would choose the t-shirt which costs what I would normally spend	30%	36%	41%	29%	22%	26%	28%	30%	33%	24%	22%	29%	29%	31%	26%	28%	34%
Don't Know	9%	9%	15%	7%	5%	5%	11%	7%	14%	8%	8%	11%	8%	7%	8%	13%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	652	314	336	87	72	87	120	116	170	256	291	62	245	164	69	7	79
Weighted	635	314	319	93	93	106	112	95	138	238	280	73	220	163	63	6	86
I would choose the t-shirt from the company which has half the emissions, and spend £1 more	61%	57%	65%	61%	62%	59%	65%	54%	64%	53%	71%	43%	61%	66%	60%	34%	44%
I would choose the t-shirt which costs what I would normally spend	30%	34%	26%	34%	28%	33%	24%	33%	27%	40%	22%	34%	32%	27%	31%	66%	40%
Don't Know	9%	9%	9%	5%	9%	8%	10%	14%	8%	8%	7%	23%	7%	7%	8%	0%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	703	98	110	55	63	49	55	73	24	70	58	38	10	240	193	107	158
Weighted	709	104	92	49	62	54	60	63	27	80	60	42	18	194	170	144	195
I would choose the t-shirt from the company which has half the emissions, and spend £2.50 more	50%	54%	48%	46%	55%	57%	50%	51%	43%	41%	58%	41%	43%	54%	55%	35%	51%
I would choose the t-shirt which costs what I would normally spend	37%	39%	39%	38%	24%	39%	35%	41%	37%	39%	26%	41%	43%	35%	31%	52%	32%
Don't Know	14%	7%	14%	16%	20%	4%	16%	8%	20%	19%	15%	18%	14%	11%	14%	13%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	703	339	362	93	88	95	122	114	191	266	303	81	279	173	74	7	82
Weighted	709	355	352	102	123	126	117	86	156	253	301	98	255	185	64	7	97
I would choose the t-shirt from the company which has half the emissions, and spend £2.50 more	50%	45%	55%	63%	60%	47%	38%	42%	49%	42%	52%	51%	46%	51%	58%	46%	49%
I would choose the t-shirt which costs what I would normally spend	37%	42%	32%	28%	25%	39%	47%	45%	36%	45%	33%	33%	44%	33%	31%	45%	34%
Don't Know	14%	13%	14%	9%	15%	14%	15%	13%	15%	12%	14%	16%	11%	16%	11%	10%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	642	92	99	55	57	45	53	51	26	62	58	31	13	202	201	101	134
Weighted	643	92	84	48	56	49	63	43	24	60	62	34	27	170	182	135	153
I would choose the t-shirt from the company which has half the emissions, and spend £5 more	35%	47%	33%	31%	28%	39%	35%	34%	20%	42%	38%	25%	20%	39%	31%	35%	35%
I would choose the t-shirt which costs what I would normally spend	49%	40%	48%	55%	56%	52%	35%	47%	68%	40%	49%	54%	74%	46%	51%	49%	48%
Don't Know	16%	13%	19%	14%	17%	8%	30%	19%	12%	18%	12%	21%	6%	15%	18%	15%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	642	319	322	80	79	86	110	118	169	246	280	69	243	145	66	8	79
Weighted	643	336	305	82	106	113	113	90	139	236	284	77	230	149	58	6	82
I would choose the t-shirt from the company which has half the emissions, and spend £5 more	35%	35%	35%	47%	37%	44%	35%	19%	30%	29%	41%	33%	32%	37%	37%	42%	26%
I would choose the t-shirt which costs what I would normally spend	49%	51%	46%	44%	49%	34%	50%	61%	54%	57%	41%	53%	54%	43%	46%	49%	64%
Don't Know	16%	14%	19%	10%	14%	21%	15%	21%	17%	14%	18%	14%	14%	19%	17%	9%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	662	95	97	69	58	46	55	54	27	66	53	29	13	239	175	105	140
Weighted	669	95	85	60	61	41	61	50	30	68	60	32	25	196	158	143	169
I would choose the t-shirt from the company which has half the emissions, and spend £10 more	21%	46%	17%	16%	9%	30%	18%	8%	14%	33%	12%	13%	14%	26%	19%	20%	18%
I would choose the t-shirt which costs what I would normally spend	64%	44%	63%	74%	79%	59%	72%	74%	76%	54%	65%	60%	70%	60%	63%	63%	71%
Don't Know	15%	10%	20%	10%	12%	11%	10%	17%	10%	13%	23%	28%	16%	13%	18%	17%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	662	322	339	89	87	82	111	125	168	234	307	74	269	157	49	6	83
Weighted	669	339	329	100	119	103	109	96	142	228	302	88	251	163	44	6	90
I would choose the t-shirt from the company which has half the emissions, and spend £10 more	21%	23%	19%	44%	31%	20%	9%	14%	12%	12%	28%	13%	17%	30%	27%	0%	4%
I would choose the t-shirt which costs what I would normally spend	64%	65%	63%	45%	56%	63%	76%	67%	74%	76%	57%	69%	69%	57%	62%	87%	77%
Don't Know	15%	12%	17%	11%	13%	17%	15%	19%	14%	12%	15%	18%	14%	13%	11%	13%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	638	90	93	51	59	47	54	59	21	72	48	37	7	210	179	103	144
Weighted	645	95	81	44	63	43	61	54	21	75	55	42	12	174	158	141	170
I would choose the t-shirt from the company which has half the emissions, and spend £25 more	14%	34%	14%	21%	5%	6%	6%	11%	12%	16%	15%	2%	0%	19%	13%	12%	12%
I would choose the t-shirt which costs what I would normally spend	72%	59%	70%	63%	77%	79%	75%	71%	82%	67%	73%	93%	80%	70%	67%	74%	76%
Don't Know	14%	7%	16%	16%	18%	15%	19%	18%	6%	17%	12%	4%	20%	12%	20%	13%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	638	307	329	88	80	83	111	105	171	242	280	67	250	150	65	4	78
Weighted	645	319	324	90	120	113	102	81	139	242	277	79	238	158	58	4	86
I would choose the t-shirt from the company which has half the emissions, and spend £25 more	14%	20%	8%	20%	27%	25%	6%	3%	3%	12%	18%	8%	14%	17%	25%	0%	3%
I would choose the t-shirt which costs what I would normally spend	72%	68%	75%	73%	59%	60%	83%	77%	81%	75%	67%	79%	74%	68%	63%	100%	83%
Don't Know	14%	11%	17%	7%	14%	15%	11%	20%	16%	13%	15%	13%	12%	15%	13%	0%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	678	91	118	63	50	54	57	49	28	71	64	25	8	225	208	101	140
Weighted	655	83	105	54	48	57	66	40	26	70	65	24	15	182	176	134	158
I would choose the t-shirt from the company which pays more tax in the UK, and spend £0.50 more	60%	65%	56%	64%	64%	54%	55%	73%	63%	60%	59%	57%	52%	63%	67%	56%	52%
I would choose the t-shirt which costs what I would normally spend	31%	28%	32%	28%	36%	43%	33%	18%	33%	30%	23%	32%	48%	29%	22%	37%	38%
Don't Know	9%	7%	12%	8%	0%	3%	12%	9%	3%	10%	18%	11%	0%	8%	10%	7%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	678	316	360	94	84	75	125	114	186	258	298	69	265	169	68	4	76
Weighted	655	311	341	99	103	92	121	90	149	242	288	74	240	169	58	3	77
I would choose the t-shirt from the company which pays more tax in the UK, and spend £0.50 more	60%	56%	64%	57%	59%	62%	57%	63%	63%	63%	61%	41%	64%	65%	62%	100%	45%
I would choose the t-shirt which costs what I would normally spend	31%	36%	26%	36%	26%	26%	40%	27%	29%	32%	29%	42%	32%	26%	29%	0%	42%
Don't Know	9%	8%	10%	7%	15%	12%	3%	10%	8%	5%	10%	17%	4%	9%	9%	0%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	676	84	89	60	76	61	53	65	27	78	47	28	8	235	175	119	142
Weighted	677	83	78	53	77	60	58	57	30	84	50	33	15	191	151	160	169
I would choose the t-shirt from the company which pays more tax in the UK, and spend £1 more	56%	62%	54%	48%	55%	63%	57%	53%	47%	56%	48%	69%	59%	62%	54%	56%	51%
I would choose the t-shirt which costs what I would normally spend	33%	33%	35%	36%	29%	33%	38%	38%	40%	28%	34%	14%	41%	26%	35%	34%	36%
Don't Know	11%	5%	11%	16%	16%	4%	6%	9%	13%	16%	18%	16%	0%	12%	11%	9%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	676	322	354	106	87	86	130	111	156	263	285	72	267	168	68	4	76
Weighted	677	335	342	110	115	112	125	89	125	261	276	84	251	167	61	4	88
I would choose the t-shirt from the company which pays more tax in the UK, and spend £1 more	56%	55%	56%	54%	52%	62%	55%	48%	62%	55%	61%	40%	55%	64%	58%	61%	32%
I would choose the t-shirt which costs what I would normally spend	33%	36%	30%	37%	29%	28%	34%	40%	31%	34%	29%	42%	36%	25%	29%	39%	50%
Don't Know	11%	9%	13%	9%	18%	11%	11%	12%	8%	10%	10%	19%	9%	11%	14%	0%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	640	95	91	59	58	39	50	59	25	77	46	31	10	199	207	114	117
Weighted	637	94	77	54	56	37	54	56	24	81	50	34	21	166	185	153	130
I would choose the t-shirt from the company which pays more tax in the UK, and spend £2.50 more	47%	50%	43%	42%	42%	41%	53%	37%	46%	55%	59%	41%	40%	50%	42%	47%	50%
I would choose the t-shirt which costs what I would normally spend	42%	38%	43%	45%	42%	42%	42%	57%	34%	36%	30%	51%	60%	36%	46%	46%	39%
Don't Know	11%	12%	15%	13%	16%	17%	5%	6%	20%	10%	11%	8%	0%	14%	12%	7%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £2.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	640	314	325	72	78	96	110	124	160	235	285	74	266	145	51	7	79
Weighted	637	330	307	72	113	119	107	91	137	227	279	84	254	147	43	6	86
I would choose the t-shirt from the company which pays more tax in the UK, and spend £2.50 more	47%	43%	51%	61%	51%	46%	43%	36%	47%	44%	50%	35%	43%	56%	47%	30%	37%
I would choose the t-shirt which costs what I would normally spend	42%	46%	38%	35%	35%	46%	43%	51%	41%	45%	40%	52%	47%	33%	42%	60%	54%
Don't Know	11%	11%	11%	4%	14%	8%	14%	14%	13%	10%	11%	13%	9%	11%	11%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	654	92	99	65	58	50	43	66	30	54	62	25	10	227	188	100	138
Weighted	643	97	81	58	58	44	49	57	27	57	69	26	20	182	165	129	165
I would choose the t-shirt from the company which pays more tax in the UK, and spend £5 more	31%	44%	28%	29%	38%	27%	17%	17%	26%	30%	33%	45%	25%	35%	30%	31%	26%
I would choose the t-shirt which costs what I would normally spend	53%	47%	55%	54%	50%	66%	60%	60%	60%	45%	50%	46%	49%	53%	50%	58%	53%
Don't Know	16%	9%	18%	17%	12%	7%	23%	23%	14%	25%	17%	9%	26%	12%	21%	11%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	654	300	353	91	77	91	110	127	158	253	290	66	247	170	70	10	75
Weighted	643	299	344	97	105	114	104	100	124	229	282	83	217	172	61	9	83
I would choose the t-shirt from the company which pays more tax in the UK, and spend £5 more	31%	33%	29%	44%	27%	35%	22%	28%	29%	24%	33%	30%	24%	33%	40%	51%	23%
I would choose the t-shirt which costs what I would normally spend	53%	55%	52%	47%	51%	48%	62%	54%	56%	61%	51%	47%	64%	49%	45%	43%	54%
Don't Know	16%	13%	19%	9%	22%	16%	16%	18%	15%	14%	16%	23%	12%	18%	15%	6%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	681	94	106	56	54	37	61	65	29	69	61	36	13	231	191	104	153
Weighted	698	97	95	49	57	33	73	57	30	73	67	39	28	192	177	147	180
I would choose the t-shirt from the company which pays more tax in the UK, and spend £10 more	20%	30%	16%	23%	18%	18%	18%	18%	19%	23%	13%	17%	14%	24%	20%	15%	18%
I would choose the t-shirt which costs what I would normally spend	64%	58%	63%	73%	67%	76%	64%	66%	66%	52%	67%	57%	71%	61%	62%	66%	66%
Don't Know	17%	12%	20%	4%	15%	6%	18%	16%	15%	25%	20%	27%	15%	15%	18%	19%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	681	330	348	81	81	97	114	120	188	255	299	77	250	170	65	7	95
Weighted	698	351	343	90	119	128	106	94	160	258	290	97	243	174	57	8	111
I would choose the t-shirt from the company which pays more tax in the UK, and spend £10 more	20%	22%	18%	30%	27%	29%	13%	10%	10%	19%	22%	10%	20%	19%	24%	0%	12%
I would choose the t-shirt which costs what I would normally spend	64%	61%	66%	63%	58%	54%	66%	69%	72%	69%	57%	71%	63%	59%	63%	100%	73%
Don't Know	17%	17%	16%	7%	15%	17%	21%	21%	18%	12%	21%	18%	17%	21%	13%	0%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	675	98	101	61	62	47	56	54	19	71	54	41	11	203	197	112	158
Weighted	694	108	86	53	64	49	60	54	23	75	58	44	21	163	181	152	194
I would choose the t-shirt from the company which pays more tax in the UK, and spend £25 more	14%	36%	11%	14%	2%	28%	13%	7%	3%	6%	9%	11%	0%	16%	10%	10%	19%
I would choose the t-shirt which costs what I would normally spend	74%	59%	72%	73%	83%	69%	72%	81%	87%	85%	82%	70%	82%	72%	79%	77%	70%
Don't Know	12%	5%	18%	13%	15%	3%	15%	12%	10%	9%	9%	18%	18%	12%	11%	13%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Imagine you were buying a t-shirt. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	675	326	348	80	89	85	123	126	172	250	309	80	259	158	66	10	87
Weighted	694	348	345	88	126	119	119	99	143	243	321	91	249	176	63	8	91
I would choose the t-shirt from the company which pays more tax in the UK, and spend £25 more	14%	16%	12%	22%	16%	27%	8%	5%	8%	11%	18%	6%	17%	14%	19%	0%	2%
I would choose the t-shirt which costs what I would normally spend	74%	74%	74%	68%	73%	65%	79%	81%	80%	80%	70%	80%	74%	75%	70%	100%	85%
Don't Know	12%	10%	13%	10%	11%	8%	14%	14%	12%	9%	12%	13%	9%	12%	11%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	674	93	109	59	52	44	53	62	24	79	60	26	13	225	195	103	147
Weighted	673	94	94	49	57	48	57	56	22	86	59	27	24	181	175	136	177
I would choose the phone from the company which pays a fair wage, and spend £5 more	52%	52%	44%	41%	39%	54%	63%	59%	55%	64%	47%	59%	54%	56%	55%	51%	47%
I would choose the phone which costs what I would normally spend	37%	35%	40%	44%	48%	39%	34%	29%	38%	28%	41%	35%	39%	33%	35%	41%	39%
Don't Know	11%	14%	16%	15%	13%	7%	3%	11%	7%	8%	12%	7%	7%	11%	11%	8%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	674	311	361	90	92	87	117	121	167	253	311	67	254	171	75	7	76
Weighted	673	315	356	95	120	113	114	95	135	242	307	80	237	178	65	6	85
I would choose the phone from the company which pays a fair wage, and spend £5 more	52%	51%	53%	59%	60%	53%	45%	52%	46%	43%	61%	49%	48%	64%	62%	56%	39%
I would choose the phone which costs what I would normally spend	37%	36%	38%	31%	28%	36%	48%	36%	42%	48%	30%	32%	43%	26%	30%	44%	45%
Don't Know	11%	13%	9%	10%	12%	11%	7%	12%	13%	10%	9%	19%	9%	10%	7%	0%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	655	106	87	67	60	51	46	54	24	63	50	38	9	213	198	101	139
Weighted	646	105	76	55	60	53	55	45	22	60	54	45	16	174	179	139	151
I would choose the phone from the company which pays a fair wage, and spend £10 more	41%	47%	41%	48%	36%	33%	54%	37%	43%	46%	32%	27%	25%	48%	44%	37%	31%
I would choose the phone which costs what I would normally spend	48%	42%	52%	39%	56%	60%	35%	48%	51%	49%	53%	56%	43%	42%	43%	54%	56%
Don't Know	11%	10%	7%	13%	8%	7%	12%	14%	6%	5%	15%	17%	32%	10%	12%	8%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	655	316	339	72	71	103	114	122	173	229	301	81	249	162	61	5	91
Weighted	646	320	326	79	95	135	107	91	140	223	287	90	230	165	53	4	98
I would choose the phone from the company which pays a fair wage, and spend £10 more	41%	39%	43%	42%	43%	48%	36%	36%	39%	27%	51%	38%	36%	52%	54%	41%	27%
I would choose the phone which costs what I would normally spend	48%	50%	47%	52%	50%	43%	50%	44%	52%	62%	38%	51%	52%	42%	33%	59%	60%
Don't Know	11%	11%	10%	6%	7%	10%	13%	20%	9%	11%	11%	11%	13%	6%	13%	0%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	700	86	99	59	63	64	64	67	21	69	67	31	10	225	209	112	152
Weighted	703	86	87	55	58	57	71	60	25	75	77	31	22	184	190	154	173
I would choose the phone from the company which pays a fair wage, and spend £25 more	29%	44%	30%	41%	24%	30%	23%	31%	31%	28%	21%	23%	15%	32%	32%	27%	26%
I would choose the phone which costs what I would normally spend	55%	50%	53%	45%	53%	61%	66%	47%	51%	52%	66%	59%	68%	55%	54%	59%	53%
Don't Know	15%	6%	18%	14%	24%	9%	11%	22%	18%	20%	13%	18%	17%	13%	14%	13%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	700	351	346	98	96	76	130	115	185	285	309	51	286	182	59	6	77
Weighted	703	378	322	101	133	100	124	92	153	278	315	55	275	186	50	6	81
I would choose the phone from the company which pays a fair wage, and spend £25 more	29%	31%	27%	46%	39%	26%	22%	21%	24%	22%	32%	27%	27%	29%	35%	39%	29%
I would choose the phone which costs what I would normally spend	55%	54%	57%	44%	49%	58%	58%	63%	60%	65%	49%	59%	60%	55%	46%	61%	55%
Don't Know	15%	15%	16%	10%	13%	15%	20%	16%	16%	13%	18%	14%	12%	16%	19%	0%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	649	85	101	54	59	46	55	54	34	64	47	42	8	218	178	111	140
Weighted	659	96	85	48	60	44	60	49	40	65	49	46	17	186	153	154	165
I would choose the phone from the company which pays a fair wage, and spend £50 more	23%	40%	15%	16%	22%	28%	19%	31%	20%	14%	30%	18%	0%	27%	25%	15%	23%
I would choose the phone which costs what I would normally spend	60%	50%	67%	62%	62%	61%	57%	53%	64%	55%	55%	71%	85%	55%	56%	66%	64%
Don't Know	17%	10%	18%	22%	16%	12%	24%	16%	15%	31%	16%	11%	15%	18%	20%	19%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	649	304	343	86	82	92	108	116	165	254	269	79	254	153	55	5	81
Weighted	659	314	343	93	117	120	101	91	138	247	262	100	244	154	49	5	92
I would choose the phone from the company which pays a fair wage, and spend £50 more	23%	26%	20%	35%	35%	25%	15%	11%	17%	15%	29%	14%	19%	28%	28%	30%	11%
I would choose the phone which costs what I would normally spend	60%	59%	60%	56%	48%	60%	63%	66%	66%	70%	53%	65%	64%	56%	55%	60%	72%
Don't Know	17%	15%	20%	9%	17%	15%	22%	23%	17%	16%	18%	21%	16%	16%	17%	10%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	671	93	104	55	66	47	56	65	26	74	58	18	9	228	183	118	138
Weighted	666	92	89	48	63	49	67	60	22	77	64	19	15	181	164	152	164
I would choose the phone from the company which pays a fair wage, and spend £100 more	17%	33%	17%	18%	8%	16%	13%	15%	7%	12%	18%	13%	0%	20%	15%	13%	18%
I would choose the phone which costs what I would normally spend	71%	62%	64%	73%	80%	66%	76%	69%	64%	76%	76%	54%	90%	69%	73%	74%	67%
Don't Know	13%	5%	19%	9%	12%	18%	11%	16%	30%	11%	6%	33%	10%	11%	12%	13%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	671	322	349	88	74	91	123	134	161	246	303	78	270	154	72	8	83
Weighted	666	330	336	95	101	113	125	104	129	240	289	92	252	156	65	7	92
I would choose the phone from the company which pays a fair wage, and spend £100 more	17%	17%	16%	42%	19%	17%	11%	8%	7%	11%	20%	12%	12%	26%	23%	0%	11%
I would choose the phone which costs what I would normally spend	71%	70%	71%	56%	64%	67%	72%	76%	83%	75%	67%	73%	73%	59%	62%	100%	80%
Don't Know	13%	13%	13%	2%	16%	16%	16%	16%	10%	14%	13%	15%	15%	15%	15%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	655	91	104	70	58	36	46	56	29	71	52	31	11	211	203	105	132
Weighted	657	89	91	65	63	29	50	50	29	77	56	32	26	170	175	141	166
I would choose the phone from the company which pays a fair wage, and spend £250 more	11%	30%	5%	10%	8%	0%	2%	12%	6%	9%	17%	15%	6%	15%	10%	9%	9%
I would choose the phone which costs what I would normally spend	76%	60%	83%	74%	74%	87%	83%	74%	91%	74%	75%	83%	79%	75%	76%	77%	77%
Don't Know	13%	10%	13%	16%	18%	13%	15%	14%	3%	16%	8%	2%	15%	10%	14%	13%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	655	304	350	90	81	81	120	114	169	247	273	82	241	158	66	11	80
Weighted	657	318	338	94	116	104	112	89	142	231	274	96	216	165	61	10	88
I would choose the phone from the company which pays a fair wage, and spend £250 more	11%	14%	9%	27%	9%	18%	9%	4%	3%	8%	14%	6%	9%	13%	19%	0%	5%
I would choose the phone which costs what I would normally spend	76%	77%	75%	63%	78%	66%	81%	85%	82%	81%	75%	76%	83%	74%	62%	94%	87%
Don't Know	13%	9%	16%	9%	13%	16%	10%	12%	15%	12%	10%	18%	8%	12%	19%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	667	96	103	64	59	45	60	62	20	71	53	30	4	230	192	106	136
Weighted	667	97	90	58	60	48	66	61	19	75	55	32	7	189	171	137	167
I would choose the phone from the company which has half the carbon emissions, and spend £5 more	53%	56%	59%	58%	52%	52%	47%	42%	56%	63%	51%	54%	0%	58%	56%	55%	44%
I would choose the phone which costs what I would normally spend	37%	41%	30%	32%	29%	37%	44%	43%	44%	32%	39%	41%	100%	36%	37%	31%	44%
Don't Know	9%	3%	11%	10%	18%	11%	9%	15%	0%	5%	10%	5%	0%	5%	8%	13%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	667	319	346	98	83	95	106	126	159	257	291	70	250	169	71	7	79
Weighted	667	329	335	105	115	119	101	96	132	244	293	81	227	182	63	6	85
I would choose the phone from the company which has half the carbon emissions, and spend £5 more	53%	48%	58%	58%	54%	55%	52%	51%	51%	51%	56%	36%	53%	58%	62%	36%	39%
I would choose the phone which costs what I would normally spend	37%	41%	35%	35%	38%	36%	35%	41%	40%	39%	36%	51%	39%	32%	34%	40%	56%
Don't Know	9%	11%	7%	7%	9%	9%	12%	8%	10%	10%	8%	13%	8%	10%	4%	23%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	657	89	114	60	45	58	40	64	21	67	58	32	9	217	180	112	143
Weighted	657	89	101	54	42	59	48	59	22	69	61	35	18	179	159	146	169
I would choose the phone from the company which has half the carbon emissions, and spend £10 more	47%	51%	41%	54%	53%	40%	44%	45%	54%	49%	50%	48%	38%	56%	47%	42%	42%
I would choose the phone which costs what I would normally spend	42%	45%	47%	34%	33%	53%	42%	45%	37%	40%	35%	37%	45%	37%	40%	45%	47%
Don't Know	11%	5%	12%	12%	14%	7%	14%	10%	9%	11%	15%	14%	17%	7%	13%	14%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	310	346	87	80	88	112	119	171	246	285	79	263	147	67	9	79
Weighted	657	318	338	94	108	115	107	96	137	229	283	97	247	145	61	10	90
I would choose the phone from the company which has half the carbon emissions, and spend £10 more	47%	48%	46%	54%	53%	47%	48%	36%	45%	40%	53%	45%	43%	57%	66%	47%	33%
I would choose the phone which costs what I would normally spend	42%	43%	41%	38%	35%	46%	42%	47%	43%	50%	37%	41%	48%	32%	30%	44%	50%
Don't Know	11%	9%	13%	8%	12%	7%	10%	17%	12%	10%	10%	15%	9%	11%	4%	8%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	660	100	104	56	69	34	49	60	25	65	52	32	14	235	204	94	123
Weighted	653	98	87	47	68	35	54	51	24	66	60	34	28	189	180	132	147
I would choose the phone from the company which has half the carbon emissions, and spend £25 more	29%	40%	27%	28%	14%	46%	40%	23%	20%	21%	25%	37%	30%	34%	32%	23%	25%
I would choose the phone which costs what I would normally spend	58%	48%	55%	61%	69%	48%	54%	58%	57%	64%	61%	60%	60%	57%	53%	62%	59%
Don't Know	13%	12%	18%	11%	17%	6%	6%	19%	23%	15%	15%	3%	9%	10%	14%	15%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	660	309	351	84	81	89	110	122	174	226	318	66	260	167	70	5	76
Weighted	653	317	336	85	114	114	103	94	143	214	310	77	241	169	59	4	87
I would choose the phone from the company which has half the carbon emissions, and spend £25 more	29%	28%	30%	41%	27%	30%	28%	21%	28%	19%	35%	21%	25%	33%	46%	20%	15%
I would choose the phone which costs what I would normally spend	58%	61%	54%	49%	58%	59%	61%	57%	60%	68%	53%	57%	63%	53%	48%	62%	65%
Don't Know	13%	11%	16%	9%	15%	11%	11%	22%	12%	14%	11%	22%	12%	14%	6%	19%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	672	97	90	64	62	54	53	57	30	73	56	28	8	220	198	111	141
Weighted	656	96	74	56	60	51	60	51	32	75	58	29	15	178	173	148	156
I would choose the phone from the company which has half the carbon emissions, and spend £50 more	21%	35%	16%	17%	8%	12%	22%	31%	21%	16%	25%	15%	26%	26%	20%	20%	16%
I would choose the phone which costs what I would normally spend	63%	53%	70%	69%	70%	75%	52%	56%	68%	62%	61%	65%	63%	63%	64%	65%	58%
Don't Know	16%	12%	15%	14%	22%	13%	27%	13%	11%	21%	15%	20%	11%	10%	16%	15%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	672	340	329	76	88	78	134	121	175	260	300	70	262	151	67	12	87
Weighted	656	343	311	80	115	96	129	94	142	250	288	72	245	150	59	10	87
I would choose the phone from the company which has half the carbon emissions, and spend £50 more	21%	23%	17%	28%	34%	23%	19%	13%	11%	17%	24%	21%	17%	23%	26%	16%	18%
I would choose the phone which costs what I would normally spend	63%	63%	63%	59%	48%	59%	62%	70%	74%	69%	61%	52%	68%	64%	48%	71%	65%
Don't Know	16%	13%	19%	12%	18%	18%	19%	16%	15%	14%	15%	27%	15%	13%	27%	13%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	627	80	88	56	55	41	54	49	28	72	59	32	13	202	166	109	149
Weighted	639	85	80	48	56	39	60	44	30	78	63	33	24	166	152	144	176
I would choose the phone from the company which has half the carbon emissions, and spend £100 more	12%	23%	8%	16%	5%	8%	10%	18%	15%	14%	12%	9%	0%	16%	13%	11%	10%
I would choose the phone which costs what I would normally spend	73%	72%	72%	67%	76%	66%	78%	67%	72%	75%	71%	79%	90%	71%	69%	70%	81%
Don't Know	14%	5%	21%	17%	19%	26%	12%	14%	13%	11%	16%	12%	10%	13%	19%	19%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	627	286	339	94	84	78	111	102	158	233	267	72	229	164	58	2	84
Weighted	639	298	339	101	110	105	107	86	131	229	261	89	215	168	52	3	95
I would choose the phone from the company which has half the carbon emissions, and spend £100 more	12%	13%	12%	30%	19%	15%	5%	4%	3%	6%	15%	9%	10%	14%	17%	0%	9%
I would choose the phone which costs what I would normally spend	73%	73%	73%	60%	68%	70%	82%	82%	78%	79%	69%	81%	76%	68%	68%	100%	80%
Don't Know	14%	14%	15%	11%	12%	15%	14%	14%	19%	15%	16%	10%	14%	18%	15%	0%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	721	92	105	64	68	56	64	66	34	72	56	32	12	216	226	118	156
Weighted	732	98	90	57	74	49	71	54	34	77	63	37	28	175	201	170	181
I would choose the phone from the company which has half the carbon emissions, and spend £250 more	11%	32%	1%	10%	8%	12%	10%	5%	2%	13%	10%	18%	0%	13%	11%	9%	11%
I would choose the phone which costs what I would normally spend	76%	59%	81%	79%	78%	82%	80%	83%	77%	67%	84%	70%	85%	74%	76%	78%	76%
Don't Know	13%	9%	19%	11%	14%	7%	10%	12%	21%	20%	6%	11%	15%	13%	13%	12%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which has half the carbon emissions of the other company, but is £250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	721	344	377	85	80	102	139	132	183	292	305	81	290	182	55	7	83
Weighted	732	369	363	92	120	136	135	96	152	293	301	97	276	190	49	7	91
I would choose the phone from the company which has half the carbon emissions, and spend £250 more	11%	16%	6%	25%	21%	14%	5%	4%	3%	8%	15%	11%	11%	15%	22%	0%	4%
I would choose the phone which costs what I would normally spend	76%	72%	80%	65%	64%	71%	83%	83%	85%	80%	73%	73%	81%	71%	58%	90%	83%
Don't Know	13%	12%	14%	10%	14%	15%	12%	13%	12%	11%	13%	17%	8%	13%	20%	10%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	661	88	96	58	60	39	57	61	28	65	58	42	9	211	200	115	131
Weighted	658	96	86	48	53	38	60	57	27	67	61	47	17	180	178	146	151
I would choose the phone from the company which pays more tax in the UK, and spend £5 more	52%	52%	54%	56%	49%	63%	44%	54%	56%	52%	53%	42%	51%	56%	55%	49%	46%
I would choose the phone which costs what I would normally spend	37%	37%	37%	38%	35%	24%	47%	30%	34%	38%	39%	47%	41%	35%	34%	39%	43%
Don't Know	11%	11%	9%	7%	16%	13%	9%	16%	10%	10%	9%	11%	8%	9%	11%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £5 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	661	316	342	92	76	101	111	118	163	246	291	71	263	147	58	7	85
Weighted	658	331	324	98	101	131	99	95	134	228	289	83	245	150	56	7	88
I would choose the phone from the company which pays more tax in the UK, and spend £5 more	52%	50%	54%	56%	59%	53%	42%	48%	53%	48%	58%	39%	50%	61%	61%	16%	32%
I would choose the phone which costs what I would normally spend	37%	41%	34%	39%	34%	35%	44%	40%	35%	40%	34%	48%	42%	30%	23%	76%	55%
Don't Know	11%	9%	13%	4%	7%	13%	15%	12%	12%	13%	9%	13%	8%	9%	16%	8%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	656	85	98	61	58	49	69	52	27	70	51	25	11	234	181	101	137
Weighted	654	84	83	52	60	46	82	44	29	74	53	24	22	193	160	139	159
I would choose the phone from the company which pays more tax in the UK, and spend £10 more	45%	52%	47%	47%	41%	46%	52%	40%	47%	37%	42%	32%	38%	52%	43%	40%	41%
I would choose the phone which costs what I would normally spend	45%	46%	41%	47%	49%	48%	37%	39%	42%	48%	38%	68%	56%	43%	42%	48%	46%
Don't Know	11%	3%	13%	7%	11%	6%	11%	21%	11%	14%	20%	0%	6%	4%	14%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £10 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	656	316	340	74	80	89	109	124	180	248	308	55	259	166	70	9	78
Weighted	654	323	331	82	112	113	103	95	149	248	296	67	244	172	63	10	83
I would choose the phone from the company which pays more tax in the UK, and spend £10 more	45%	44%	46%	53%	51%	35%	45%	40%	45%	39%	50%	42%	44%	46%	50%	48%	31%
I would choose the phone which costs what I would normally spend	45%	48%	41%	37%	40%	52%	46%	46%	46%	53%	38%	44%	49%	42%	37%	52%	57%
Don't Know	11%	8%	13%	11%	9%	13%	9%	14%	9%	7%	12%	14%	7%	13%	12%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	675	99	98	58	53	46	55	66	30	74	56	29	11	239	193	99	140
Weighted	673	92	82	52	58	44	64	59	28	77	63	31	23	192	179	133	165
I would choose the phone from the company which pays more tax in the UK, and spend £25 more	30%	45%	22%	31%	18%	31%	35%	27%	33%	27%	35%	31%	19%	33%	35%	19%	31%
I would choose the phone which costs what I would normally spend	54%	45%	58%	46%	61%	57%	46%	61%	47%	53%	57%	60%	70%	53%	48%	64%	53%
Don't Know	16%	10%	20%	23%	22%	12%	19%	12%	19%	20%	7%	8%	11%	14%	17%	17%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £25 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	675	325	349	93	87	88	122	118	167	239	295	91	247	162	74	7	87
Weighted	673	342	331	99	115	116	121	88	134	230	292	100	228	162	65	5	95
I would choose the phone from the company which pays more tax in the UK, and spend £25 more	30%	31%	30%	39%	39%	30%	23%	25%	26%	23%	39%	21%	30%	35%	42%	0%	15%
I would choose the phone which costs what I would normally spend	54%	54%	54%	47%	44%	53%	60%	61%	59%	60%	50%	56%	55%	52%	45%	72%	60%
Don't Know	16%	15%	16%	14%	17%	17%	17%	13%	15%	17%	11%	24%	15%	13%	13%	28%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	660	92	103	60	63	56	41	65	21	67	53	28	11	216	194	103	145
Weighted	659	100	89	49	61	53	41	61	20	70	55	34	26	172	170	148	166
I would choose the phone from the company which pays more tax in the UK, and spend £50 more	19%	33%	16%	23%	14%	6%	18%	22%	27%	17%	21%	12%	9%	23%	20%	15%	18%
I would choose the phone which costs what I would normally spend	67%	59%	70%	64%	65%	85%	63%	59%	53%	68%	70%	64%	85%	60%	66%	71%	69%
Don't Know	14%	8%	14%	13%	21%	8%	19%	19%	20%	15%	9%	25%	6%	16%	13%	14%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	660	316	342	86	75	86	125	115	173	263	288	59	270	159	59	9	78
Weighted	659	324	332	92	111	104	125	87	140	254	279	69	255	162	51	7	86
I would choose the phone from the company which pays more tax in the UK, and spend £50 more	19%	22%	16%	30%	27%	29%	13%	8%	12%	13%	26%	9%	17%	24%	30%	13%	9%
I would choose the phone which costs what I would normally spend	67%	65%	69%	61%	64%	61%	69%	71%	71%	73%	60%	77%	68%	61%	56%	67%	82%
Don't Know	14%	13%	15%	9%	9%	11%	18%	21%	17%	15%	14%	14%	14%	15%	15%	21%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	678	105	104	76	56	44	51	56	29	69	51	29	8	210	201	120	144
Weighted	675	105	95	69	55	43	55	48	32	73	54	30	15	174	180	157	161
I would choose the phone from the company which pays more tax in the UK, and spend £100 more	13%	29%	6%	9%	8%	12%	9%	6%	13%	14%	10%	14%	11%	18%	14%	13%	5%
I would choose the phone which costs what I would normally spend	73%	62%	81%	72%	83%	74%	72%	76%	84%	73%	71%	60%	89%	66%	75%	74%	79%
Don't Know	14%	10%	14%	19%	9%	14%	19%	18%	3%	13%	19%	26%	0%	16%	12%	13%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £100 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	678	300	376	90	98	87	118	119	166	254	299	80	252	182	67	4	89
Weighted	675	310	363	91	126	111	114	95	139	245	294	95	241	180	56	4	104
I would choose the phone from the company which pays more tax in the UK, and spend £100 more	13%	17%	9%	29%	17%	13%	7%	8%	5%	7%	16%	8%	7%	16%	27%	0%	10%
I would choose the phone which costs what I would normally spend	73%	71%	76%	59%	63%	73%	83%	79%	81%	77%	71%	79%	79%	67%	61%	100%	82%
Don't Know	14%	12%	16%	13%	19%	14%	10%	13%	14%	15%	13%	13%	14%	17%	12%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.A) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	674	85	105	51	68	54	47	58	23	75	65	33	10	210	197	112	151
Weighted	685	86	87	49	72	55	57	51	22	79	73	35	17	165	170	153	194
I would choose the phone from the company which pays more tax in the UK, and spend £250 more	9%	14%	7%	10%	2%	12%	7%	5%	11%	14%	7%	9%	0%	9%	7%	10%	9%
I would choose the phone which costs what I would normally spend	80%	80%	78%	83%	86%	76%	85%	84%	86%	70%	81%	77%	86%	82%	81%	78%	79%
Don't Know	11%	6%	15%	6%	12%	12%	9%	11%	3%	17%	12%	14%	14%	9%	12%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.B) Imagine you were buying a phone. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £250 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	674	335	339	89	80	79	127	128	171	264	285	82	263	164	60	6	71
Weighted	685	344	341	96	117	109	120	101	141	255	286	99	241	178	52	5	81
I would choose the phone from the company which pays more tax in the UK, and spend £250 more	9%	11%	6%	16%	8%	14%	8%	4%	4%	6%	12%	6%	6%	14%	9%	0%	7%
I would choose the phone which costs what I would normally spend	80%	80%	80%	76%	82%	66%	83%	84%	87%	84%	77%	80%	84%	76%	78%	100%	84%
Don't Know	11%	9%	13%	8%	10%	19%	9%	12%	10%	10%	11%	14%	10%	9%	13%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	689	85	102	57	66	45	64	67	25	71	71	24	12	228	203	100	156
Weighted	687	83	90	48	68	49	69	63	22	75	72	26	23	186	181	132	186
I would choose the soft drink from the company which pays a fair wage, and spend £00 more	65%	65%	66%	61%	69%	77%	62%	55%	75%	63%	69%	67%	55%	75%	69%	61%	55%
I would choose the soft drink which costs what I would normally spend	24%	25%	25%	28%	17%	17%	25%	28%	25%	29%	23%	20%	32%	16%	23%	31%	30%
Don't Know	10%	10%	10%	11%	14%	5%	13%	16%	0%	9%	8%	13%	13%	9%	8%	8%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	689	319	368	92	76	93	121	119	188	267	308	68	275	144	75	8	76
Weighted	687	325	360	96	104	122	115	94	157	258	301	83	262	145	67	9	81
I would choose the soft drink from the company which pays a fair wage, and spend £00 more	65%	58%	71%	64%	71%	65%	60%	58%	70%	60%	69%	62%	63%	68%	67%	75%	62%
I would choose the soft drink which costs what I would normally spend	24%	30%	19%	30%	16%	22%	29%	32%	20%	27%	23%	24%	27%	23%	20%	25%	29%
Don't Know	10%	11%	9%	6%	13%	13%	11%	10%	9%	13%	8%	15%	9%	9%	13%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	673	97	115	56	53	50	49	58	30	71	56	29	9	240	180	122	128
Weighted	677	102	100	49	56	48	54	50	32	77	58	34	17	190	164	166	155
I would choose the soft drink from the company which pays a fair wage, and spend £0.20 more	64%	64%	55%	59%	71%	68%	62%	72%	59%	63%	68%	78%	46%	67%	62%	62%	65%
I would choose the soft drink which costs what I would normally spend	28%	27%	34%	29%	24%	27%	30%	19%	39%	25%	25%	18%	47%	25%	29%	30%	27%
Don't Know	8%	9%	11%	12%	4%	5%	8%	9%	3%	11%	7%	4%	8%	8%	9%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	673	323	349	84	86	92	114	128	169	251	300	77	273	169	53	4	87
Weighted	677	334	342	91	116	120	114	101	135	245	288	94	257	170	45	4	99
I would choose the soft drink from the company which pays a fair wage, and spend £0.20 more	64%	61%	67%	71%	66%	60%	75%	50%	62%	62%	68%	49%	59%	72%	77%	100%	54%
I would choose the soft drink which costs what I would normally spend	28%	31%	25%	23%	24%	30%	20%	36%	32%	32%	23%	40%	35%	20%	15%	0%	34%
Don't Know	8%	8%	8%	6%	10%	9%	5%	14%	6%	7%	9%	10%	6%	8%	8%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	636	88	88	53	66	52	46	49	31	73	41	38	11	208	190	97	138
Weighted	638	91	72	48	62	50	49	42	31	80	49	41	24	175	168	133	159
I would choose the soft drink from the company which pays a fair wage, and spend £0.50 more	54%	64%	50%	49%	52%	53%	58%	60%	52%	49%	63%	48%	46%	59%	54%	52%	52%
I would choose the soft drink which costs what I would normally spend	35%	29%	40%	39%	35%	39%	29%	37%	38%	33%	30%	39%	54%	33%	37%	36%	36%
Don't Know	10%	6%	10%	12%	13%	9%	13%	3%	10%	18%	8%	12%	0%	9%	9%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	636	299	336	78	92	80	119	108	159	226	288	69	231	170	62	9	81
Weighted	638	311	327	79	128	106	114	84	127	219	285	80	220	167	54	8	92
I would choose the soft drink from the company which pays a fair wage, and spend £0.50 more	54%	48%	60%	65%	57%	68%	43%	38%	55%	45%	61%	38%	48%	61%	59%	44%	40%
I would choose the soft drink which costs what I would normally spend	35%	40%	32%	27%	35%	24%	44%	49%	34%	46%	31%	40%	43%	29%	31%	49%	46%
Don't Know	10%	12%	9%	8%	8%	8%	13%	13%	12%	9%	8%	22%	9%	10%	10%	7%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	674	110	101	69	59	48	52	67	21	67	50	23	7	222	182	127	139
Weighted	666	105	86	64	60	48	67	62	23	64	54	22	11	174	154	168	166
I would choose the soft drink from the company which pays a fair wage, and spend £1 more	40%	49%	35%	45%	47%	34%	44%	43%	33%	33%	30%	36%	16%	40%	41%	39%	40%
I would choose the soft drink which costs what I would normally spend	48%	42%	54%	38%	45%	59%	40%	49%	53%	50%	58%	36%	84%	52%	44%	48%	47%
Don't Know	12%	9%	12%	17%	9%	7%	16%	8%	14%	17%	12%	28%	0%	8%	15%	13%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	674	338	336	96	65	88	131	127	167	248	299	78	246	162	81	6	83
Weighted	666	343	324	103	87	114	125	99	138	239	293	84	230	174	69	5	85
I would choose the soft drink from the company which pays a fair wage, and spend £1 more	40%	38%	42%	50%	51%	50%	33%	25%	34%	31%	48%	35%	34%	49%	55%	20%	30%
I would choose the soft drink which costs what I would normally spend	48%	53%	42%	43%	32%	38%	55%	58%	56%	57%	42%	46%	57%	38%	36%	80%	54%
Don't Know	12%	9%	16%	7%	17%	12%	12%	17%	10%	12%	10%	19%	9%	14%	9%	0%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	679	92	100	68	48	44	56	62	23	75	61	38	12	214	213	106	142
Weighted	691	95	87	63	48	41	61	56	26	80	67	42	25	177	193	146	171
I would choose the soft drink from the company which pays a fair wage, and spend £1.50 more	32%	42%	18%	26%	25%	25%	29%	28%	37%	42%	34%	42%	41%	35%	33%	31%	28%
I would choose the soft drink which costs what I would normally spend	54%	48%	62%	58%	58%	54%	63%	54%	45%	49%	54%	49%	43%	54%	47%	57%	58%
Don't Know	14%	10%	21%	15%	17%	21%	8%	18%	18%	9%	12%	9%	15%	11%	20%	12%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	679	325	352	81	95	95	121	114	173	267	286	78	269	158	69	7	87
Weighted	691	346	343	82	140	121	112	90	145	260	290	93	247	168	66	7	100
I would choose the soft drink from the company which pays a fair wage, and spend £1.50 more	32%	30%	35%	46%	40%	36%	26%	19%	25%	31%	32%	26%	20%	29%	35%	27%	31%
I would choose the soft drink which costs what I would normally spend	54%	58%	50%	47%	49%	44%	54%	69%	62%	54%	54%	63%	59%	53%	42%	73%	57%
Don't Know	14%	12%	16%	7%	11%	20%	20%	12%	12%	15%	14%	11%	12%	17%	23%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	653	82	98	61	66	49	53	55	28	63	55	34	9	208	198	98	145
Weighted	643	86	87	48	65	44	60	47	27	64	59	35	20	173	177	132	158
I would choose the soft drink from the company which pays a fair wage, and spend £2 more	29%	36%	33%	25%	28%	21%	37%	20%	32%	41%	22%	20%	12%	29%	31%	21%	33%
I would choose the soft drink which costs what I would normally spend	59%	49%	59%	67%	63%	64%	53%	64%	52%	50%	63%	64%	80%	56%	58%	70%	55%
Don't Know	12%	15%	9%	8%	8%	15%	10%	16%	17%	9%	14%	17%	8%	16%	10%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which ensures its workers across its supply chain are paid a fair wage, but is £2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	653	304	347	93	82	82	106	126	164	255	285	68	260	177	48	8	74
Weighted	643	316	325	104	107	102	100	95	134	239	279	79	237	181	41	7	78
I would choose the soft drink from the company which pays a fair wage, and spend £2 more	29%	27%	31%	48%	30%	33%	25%	22%	19%	22%	33%	33%	25%	36%	30%	38%	19%
I would choose the soft drink which costs what I would normally spend	59%	62%	56%	47%	57%	56%	65%	65%	63%	67%	55%	54%	66%	50%	54%	43%	69%
Don't Know	12%	11%	13%	5%	12%	10%	10%	13%	18%	11%	12%	13%	9%	13%	16%	19%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	694	84	97	61	65	49	67	59	25	78	62	33	14	236	209	99	149
Weighted	707	86	81	51	63	52	75	54	28	85	65	36	31	196	185	137	188
I would choose the soft drink from the company which has half the emissions, and spend £00 more	65%	64%	65%	75%	70%	58%	72%	58%	64%	67%	57%	67%	55%	65%	73%	67%	54%
I would choose the soft drink which costs what I would normally spend	27%	35%	27%	16%	19%	28%	25%	35%	29%	19%	31%	24%	45%	28%	21%	24%	34%
Don't Know	8%	2%	9%	9%	11%	13%	3%	7%	7%	14%	12%	10%	0%	6%	6%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	694	352	341	94	84	85	116	136	179	256	319	75	266	186	65	4	82
Weighted	707	379	327	102	126	109	113	105	153	254	316	90	250	185	62	5	94
I would choose the soft drink from the company which has half the emissions, and spend £00 more	65%	59%	71%	74%	63%	61%	64%	59%	67%	60%	67%	61%	60%	70%	71%	100%	57%
I would choose the soft drink which costs what I would normally spend	27%	32%	21%	20%	31%	30%	26%	31%	24%	31%	26%	27%	32%	22%	25%	0%	31%
Don't Know	8%	9%	8%	7%	6%	9%	9%	10%	9%	9%	7%	12%	8%	8%	4%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	636	98	90	58	62	48	47	61	23	66	49	23	11	216	182	113	122
Weighted	644	98	81	50	68	47	54	52	25	70	54	24	21	176	166	156	143
I would choose the soft drink from the company which has half the emissions, and spend £0.20 more	62%	65%	56%	63%	61%	69%	62%	64%	66%	65%	54%	48%	72%	68%	58%	60%	61%
I would choose the soft drink which costs what I would normally spend	29%	27%	35%	32%	23%	28%	33%	23%	31%	22%	35%	38%	16%	25%	34%	28%	27%
Don't Know	9%	8%	9%	5%	16%	3%	5%	13%	3%	13%	11%	14%	12%	7%	8%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	636	311	325	87	91	82	120	96	160	243	277	63	223	167	61	7	76
Weighted	644	328	316	89	124	110	115	71	136	232	282	75	214	173	54	6	80
I would choose the soft drink from the company which has half the emissions, and spend £0.20 more	62%	54%	70%	66%	62%	61%	65%	57%	60%	59%	64%	56%	57%	66%	61%	67%	64%
I would choose the soft drink which costs what I would normally spend	29%	34%	23%	27%	24%	31%	27%	31%	32%	31%	28%	31%	32%	28%	23%	33%	33%
Don't Know	9%	12%	7%	7%	14%	7%	9%	12%	8%	10%	8%	13%	11%	6%	16%	0%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	670	99	109	57	54	45	47	54	30	86	51	26	12	208	192	109	157
Weighted	670	100	94	52	55	39	54	50	27	93	56	28	24	172	168	150	177
I would choose the soft drink from the company which has half the emissions, and spend £0.50 more	49%	51%	48%	48%	48%	42%	50%	55%	42%	52%	42%	50%	54%	52%	54%	38%	50%
I would choose the soft drink which costs what I would normally spend	41%	40%	39%	47%	41%	52%	36%	37%	50%	32%	46%	45%	41%	40%	32%	54%	39%
Don't Know	10%	9%	13%	6%	11%	7%	13%	9%	8%	16%	12%	5%	6%	8%	14%	8%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	670	300	370	78	94	93	110	125	170	257	290	77	270	158	68	6	83
Weighted	670	311	359	87	123	119	103	97	140	246	286	91	243	175	62	6	89
I would choose the soft drink from the company which has half the emissions, and spend £0.50 more	49%	42%	55%	63%	54%	52%	43%	38%	44%	46%	51%	43%	44%	52%	55%	27%	43%
I would choose the soft drink which costs what I would normally spend	41%	47%	35%	33%	32%	39%	46%	50%	44%	45%	37%	46%	47%	33%	34%	63%	48%
Don't Know	10%	11%	10%	4%	14%	9%	10%	12%	11%	9%	12%	11%	9%	15%	10%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	712	102	114	65	61	47	61	59	24	67	65	37	10	217	217	118	155
Weighted	708	100	101	59	63	44	66	52	22	68	71	40	22	171	193	163	176
I would choose the soft drink from the company which has half the emissions, and spend £1 more	37%	42%	39%	34%	32%	36%	47%	31%	24%	37%	28%	50%	29%	34%	43%	36%	35%
I would choose the soft drink which costs what I would normally spend	53%	52%	46%	51%	61%	56%	39%	60%	60%	54%	65%	29%	71%	55%	46%	53%	56%
Don't Know	11%	7%	14%	15%	7%	8%	14%	8%	17%	9%	7%	21%	0%	10%	11%	11%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	712	349	360	96	83	89	125	130	189	263	307	94	273	167	73	13	96
Weighted	708	357	348	102	118	116	123	99	152	253	293	116	255	167	59	10	114
I would choose the soft drink from the company which has half the emissions, and spend £1 more	37%	32%	42%	60%	38%	45%	30%	26%	27%	30%	40%	35%	34%	43%	37%	21%	34%
I would choose the soft drink which costs what I would normally spend	53%	57%	48%	40%	48%	47%	58%	60%	60%	61%	48%	49%	57%	47%	48%	74%	53%
Don't Know	11%	10%	11%	1%	14%	8%	11%	14%	13%	8%	11%	16%	10%	10%	15%	5%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	640	86	99	59	57	44	45	57	29	67	60	31	6	219	184	110	124
Weighted	637	89	84	54	56	45	51	53	30	68	63	34	11	175	166	143	150
I would choose the soft drink from the company which has half the emissions, and spend £1.50 more	28%	37%	26%	27%	21%	34%	29%	21%	19%	33%	22%	23%	44%	28%	27%	26%	29%
I would choose the soft drink which costs what I would normally spend	58%	49%	62%	57%	67%	40%	55%	68%	74%	50%	67%	59%	44%	59%	60%	58%	55%
Don't Know	14%	14%	12%	17%	12%	25%	15%	11%	7%	17%	11%	18%	12%	13%	13%	16%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	640	302	337	79	80	88	120	120	153	230	295	72	262	143	55	6	74
Weighted	637	309	327	84	111	108	118	99	117	224	288	78	251	147	49	6	74
I would choose the soft drink from the company which has half the emissions, and spend £1.50 more	28%	29%	27%	54%	30%	33%	25%	16%	15%	20%	33%	20%	24%	33%	39%	0%	17%
I would choose the soft drink which costs what I would normally spend	58%	58%	58%	42%	58%	49%	58%	68%	69%	63%	56%	64%	63%	55%	42%	100%	68%
Don't Know	14%	13%	16%	4%	12%	18%	17%	17%	17%	18%	11%	16%	13%	12%	19%	0%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	652	85	95	64	59	55	53	68	27	56	47	36	7	224	182	101	141
Weighted	638	90	81	55	56	53	60	59	29	56	50	37	12	186	158	127	162
I would choose the soft drink from the company which has half the emissions, and spend £2 more	24%	32%	27%	21%	15%	22%	24%	25%	16%	19%	30%	17%	21%	20%	23%	26%	25%
I would choose the soft drink which costs what I would normally spend	62%	58%	55%	62%	68%	63%	60%	58%	63%	67%	58%	73%	79%	66%	60%	60%	60%
Don't Know	15%	10%	18%	16%	18%	16%	16%	17%	21%	14%	11%	10%	0%	14%	17%	14%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which has half the emissions of the other company, but is £2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	652	294	355	90	64	93	121	115	169	265	278	57	260	159	66	6	77
Weighted	638	290	344	93	81	123	110	92	139	251	270	64	240	158	56	6	85
I would choose the soft drink from the company which has half the emissions, and spend £2 more	24%	26%	22%	46%	21%	30%	17%	14%	15%	17%	29%	20%	17%	27%	34%	47%	15%
I would choose the soft drink which costs what I would normally spend	62%	60%	64%	43%	65%	51%	71%	72%	68%	69%	57%	58%	74%	50%	46%	53%	69%
Don't Know	15%	15%	14%	10%	14%	18%	12%	14%	17%	14%	14%	22%	9%	22%	20%	0%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	658	90	105	56	53	53	60	43	23	71	61	33	10	233	180	105	139
Weighted	660	89	92	49	53	53	71	38	21	72	66	35	21	191	162	137	169
I would choose the soft drink from the company which pays more tax in the UK, and spend £00 more	61%	63%	55%	61%	66%	67%	59%	58%	77%	69%	56%	61%	32%	61%	66%	60%	56%
I would choose the soft drink which costs what I would normally spend	29%	31%	35%	23%	27%	17%	35%	34%	15%	19%	34%	30%	62%	31%	26%	27%	32%
Don't Know	10%	6%	10%	16%	8%	16%	6%	7%	8%	13%	11%	9%	6%	8%	8%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £00 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	658	324	334	77	87	74	127	134	159	257	290	73	263	158	52	11	80
Weighted	660	338	321	83	122	99	118	107	131	239	296	86	242	169	46	10	88
I would choose the soft drink from the company which pays more tax in the UK, and spend £00 more	61%	62%	60%	64%	57%	62%	67%	53%	62%	59%	66%	46%	60%	65%	75%	62%	50%
I would choose the soft drink which costs what I would normally spend	29%	31%	28%	27%	29%	27%	24%	37%	31%	30%	27%	38%	31%	23%	21%	30%	36%
Don't Know	10%	7%	12%	8%	14%	11%	8%	10%	7%	11%	7%	16%	9%	12%	5%	8%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	679	97	115	73	55	38	57	70	22	68	49	27	8	205	199	119	149
Weighted	697	108	104	67	56	40	64	65	22	69	52	28	21	165	176	166	182
I would choose the soft drink from the company which pays more tax in the UK, and spend £0.20 more	58%	63%	61%	59%	50%	58%	67%	55%	46%	49%	64%	56%	43%	63%	60%	53%	56%
I would choose the soft drink which costs what I would normally spend	34%	32%	32%	37%	29%	35%	26%	36%	22%	45%	33%	24%	57%	26%	35%	41%	32%
Don't Know	8%	4%	8%	4%	21%	7%	7%	9%	32%	6%	3%	20%	0%	11%	5%	6%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £0.20 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	679	334	345	85	85	99	131	121	158	246	300	91	270	153	70	3	97
Weighted	697	364	333	93	122	125	129	96	132	244	300	110	261	165	63	3	106
I would choose the soft drink from the company which pays more tax in the UK, and spend £0.20 more	58%	56%	60%	58%	61%	64%	55%	49%	59%	52%	63%	51%	56%	69%	60%	45%	51%
I would choose the soft drink which costs what I would normally spend	34%	36%	31%	36%	33%	30%	31%	41%	34%	36%	30%	42%	36%	22%	27%	55%	42%
Don't Know	8%	8%	9%	6%	6%	6%	14%	10%	7%	11%	7%	7%	8%	8%	13%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	695	97	97	48	72	59	52	60	32	79	50	36	13	249	197	105	141
Weighted	691	96	78	41	72	51	57	56	34	90	53	38	24	206	180	137	165
I would choose the soft drink from the company which pays more tax in the UK, and spend £0.50 more	46%	45%	44%	51%	41%	50%	45%	57%	55%	47%	31%	48%	52%	50%	42%	48%	45%
I would choose the soft drink which costs what I would normally spend	43%	48%	45%	35%	45%	38%	42%	33%	37%	42%	50%	44%	48%	40%	45%	43%	43%
Don't Know	11%	6%	11%	14%	14%	12%	13%	10%	8%	12%	19%	8%	0%	10%	13%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £0.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	695	342	349	94	77	99	119	123	183	267	307	70	275	170	80	5	74
Weighted	691	342	345	102	103	126	117	95	147	253	300	81	259	169	65	4	84
I would choose the soft drink from the company which pays more tax in the UK, and spend £0.50 more	46%	42%	50%	58%	63%	48%	38%	39%	38%	46%	47%	31%	42%	49%	52%	75%	39%
I would choose the soft drink which costs what I would normally spend	43%	49%	37%	38%	26%	43%	48%	51%	47%	44%	43%	48%	47%	42%	37%	25%	49%
Don't Know	11%	9%	12%	4%	12%	9%	14%	10%	15%	10%	11%	20%	10%	10%	11%	0%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	673	92	91	71	55	50	53	67	35	63	53	34	9	213	196	105	155
Weighted	667	95	83	61	55	47	59	59	33	63	58	39	16	174	175	142	172
I would choose the soft drink from the company which pays more tax in the UK, and spend £1 more	31%	40%	33%	28%	31%	28%	34%	35%	23%	35%	21%	15%	15%	32%	27%	32%	30%
I would choose the soft drink which costs what I would normally spend	56%	46%	50%	63%	59%	67%	50%	57%	53%	53%	59%	65%	76%	57%	55%	56%	56%
Don't Know	14%	15%	17%	9%	10%	5%	16%	8%	24%	12%	20%	20%	8%	10%	17%	13%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £1 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	673	311	360	99	90	89	110	110	175	258	292	72	255	166	62	13	79
Weighted	667	316	349	103	119	113	104	85	143	249	286	79	241	163	55	12	86
I would choose the soft drink from the company which pays more tax in the UK, and spend £1 more	31%	31%	31%	50%	39%	46%	15%	21%	15%	24%	32%	33%	24%	35%	32%	34%	26%
I would choose the soft drink which costs what I would normally spend	56%	55%	56%	40%	44%	43%	73%	65%	69%	64%	53%	52%	66%	48%	48%	56%	66%
Don't Know	14%	14%	13%	9%	18%	11%	12%	13%	16%	11%	15%	15%	10%	17%	20%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	627	87	99	58	57	42	46	52	22	71	58	25	10	202	189	103	130
Weighted	623	84	84	53	55	45	51	43	24	75	63	26	21	163	161	142	154
I would choose the soft drink from the company which pays more tax in the UK, and spend £1.50 more	24%	32%	21%	18%	24%	12%	28%	22%	12%	31%	27%	37%	0%	24%	20%	26%	27%
I would choose the soft drink which costs what I would normally spend	64%	59%	63%	65%	70%	84%	55%	62%	69%	54%	68%	35%	100%	69%	64%	59%	61%
Don't Know	12%	9%	16%	17%	6%	4%	16%	16%	19%	15%	5%	28%	0%	7%	16%	15%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £1.50 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	627	280	347	93	72	79	102	114	167	232	276	64	233	152	60	6	79
Weighted	623	289	334	95	100	105	97	86	140	231	267	72	219	156	58	5	80
I would choose the soft drink from the company which pays more tax in the UK, and spend £1.50 more	24%	21%	27%	43%	28%	21%	21%	17%	16%	18%	27%	25%	20%	24%	40%	23%	22%
I would choose the soft drink which costs what I would normally spend	64%	69%	59%	48%	58%	63%	63%	73%	73%	67%	64%	59%	70%	58%	55%	66%	65%
Don't Know	12%	10%	14%	9%	14%	15%	16%	10%	10%	15%	9%	16%	10%	18%	5%	11%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.A) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	672	91	97	58	66	46	52	66	24	68	63	31	10	218	205	113	134
Weighted	667	90	82	50	68	44	58	60	26	70	68	33	18	177	182	152	154
I would choose the soft drink from the company which pays more tax in the UK, and spend £2 more	21%	35%	19%	17%	15%	17%	20%	15%	14%	33%	13%	14%	24%	19%	24%	19%	22%
I would choose the soft drink which costs what I would normally spend	66%	58%	63%	71%	66%	69%	68%	68%	78%	58%	73%	79%	67%	71%	62%	70%	63%
Don't Know	13%	7%	18%	11%	20%	14%	12%	17%	7%	9%	14%	7%	9%	10%	14%	11%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.B) Imagine you were buying a soft drink. You were choosing between two options. One of the options is made by a company which pays significantly more tax in the UK, but is £2 more expensive than the other, which costs the same amount that you normally pay. Which do you think you would be most likely to choose in this situation?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	672	317	353	76	85	90	123	120	178	254	301	68	258	181	64	4	79
Weighted	667	324	340	81	117	117	117	92	143	244	285	84	231	183	55	4	92
I would choose the soft drink from the company which pays more tax in the UK, and spend £2 more	21%	23%	19%	42%	30%	27%	13%	12%	9%	16%	25%	14%	17%	25%	27%	36%	15%
I would choose the soft drink which costs what I would normally spend	66%	67%	66%	50%	63%	59%	74%	72%	75%	69%	66%	64%	72%	63%	63%	64%	65%
Don't Know	13%	11%	14%	8%	8%	14%	13%	17%	15%	15%	9%	22%	10%	12%	10%	0%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.A) Thinking of the company or brand you just mentioned, in which of these three ways do you think they are leading the way?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Protecting and nurturing the environment	39%	46%	37%	46%	29%	42%	39%	38%	45%	37%	41%	33%	33%	45%	38%	37%	37%
Good governance and management	33%	47%	30%	30%	33%	34%	33%	27%	31%	34%	29%	24%	30%	41%	28%	31%	31%
Promoting virtues like tolerance and diversity among their staff and customers	28%	37%	25%	29%	22%	31%	26%	22%	29%	32%	28%	27%	20%	31%	27%	29%	25%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	28%	18%	28%	26%	35%	27%	28%	34%	31%	25%	32%	42%	33%	25%	32%	26%	31%
Protecting and nurturing the people they are in contact with	25%	36%	25%	30%	25%	24%	18%	21%	21%	26%	22%	20%	25%	31%	23%	27%	21%
Other (Please specify)	3%	2%	3%	2%	2%	2%	4%	3%	2%	1%	2%	2%	9%	2%	3%	3%	2%
Don't Know	12%	5%	15%	12%	14%	9%	14%	13%	12%	16%	11%	12%	7%	9%	11%	12%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.B) Thinking of the company or brand you just mentioned, in which of these three ways do you think they are leading the way?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Protecting and nurturing the environment	39%	39%	40%	45%	43%	38%	37%	36%	37%	34%	44%	32%	36%	47%	44%	33%	34%
Good governance and management	33%	39%	27%	39%	35%	31%	31%	28%	33%	30%	37%	26%	35%	36%	40%	38%	25%
Promoting virtues like tolerance and diversity among their staff and customers	28%	30%	27%	38%	28%	25%	27%	23%	28%	24%	32%	23%	27%	33%	32%	17%	22%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	28%	26%	31%	14%	20%	31%	33%	35%	35%	32%	26%	31%	29%	22%	22%	42%	37%
Protecting and nurturing the people they are in contact with	25%	26%	24%	31%	27%	30%	22%	23%	21%	24%	27%	20%	24%	29%	34%	20%	20%
Other (Please specify)	3%	2%	3%	2%	2%	2%	4%	2%	3%	3%	2%	3%	3%	2%	0%	6%	3%
Don't Know	12%	10%	14%	10%	13%	10%	11%	14%	13%	13%	9%	17%	12%	10%	12%	7%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.A) Thinking again about the brand that you named, over the past year, how has your spending on this brand changed?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Increased	18%	29%	17%	15%	9%	20%	20%	19%	22%	21%	12%	11%	6%	22%	16%	16%	17%
Stayed the same	37%	38%	36%	41%	36%	37%	40%	29%	31%	34%	48%	33%	35%	41%	35%	37%	34%
Decreased	3%	5%	3%	5%	1%	4%	2%	6%	5%	2%	2%	2%	8%	2%	2%	5%	5%
N/A - I do not spend on this brand	7%	6%	6%	7%	10%	6%	6%	7%	9%	6%	4%	6%	12%	5%	8%	8%	6%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	26%	17%	28%	24%	30%	26%	23%	30%	28%	24%	25%	34%	30%	23%	30%	24%	25%
Don't Know	9%	5%	10%	9%	13%	8%	10%	9%	5%	13%	9%	13%	9%	8%	9%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.B) Thinking again about the brand that you named, over the past year, how has your spending on this brand changed?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Increased	18%	21%	16%	29%	20%	20%	13%	13%	15%	16%	21%	10%	17%	22%	25%	26%	12%
Stayed the same	37%	38%	36%	37%	38%	38%	37%	35%	37%	35%	39%	38%	39%	38%	39%	28%	34%
Decreased	3%	3%	4%	7%	4%	4%	3%	2%	2%	4%	3%	3%	2%	4%	4%	5%	4%
N/A - I do not spend on this brand	7%	8%	5%	10%	9%	5%	6%	6%	5%	7%	6%	8%	7%	7%	4%	4%	8%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	26%	22%	29%	12%	17%	26%	31%	34%	32%	29%	24%	26%	26%	21%	21%	34%	33%
Don't Know	9%	8%	11%	7%	12%	8%	10%	11%	9%	9%	8%	14%	9%	8%	8%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Mainstream media

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	18%	14%	18%	16%	20%	16%	20%	20%	13%	18%	16%	27%	14%	15%	18%	22%	16%
Do not really trust	26%	23%	27%	29%	26%	29%	24%	33%	21%	24%	25%	24%	22%	26%	25%	28%	24%
Trust a little	41%	40%	40%	44%	41%	37%	42%	32%	56%	40%	45%	38%	45%	41%	42%	36%	43%
Trust a lot	10%	19%	9%	7%	5%	12%	7%	9%	6%	8%	10%	5%	17%	14%	10%	8%	6%
Not relevant to me	6%	5%	7%	4%	8%	6%	7%	7%	4%	11%	4%	7%	2%	4%	5%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Mainstream media

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	18%	18%	17%	16%	17%	18%	16%	19%	20%	21%	15%	18%	19%	15%	15%	43%	18%
Do not really trust	26%	24%	27%	31%	23%	22%	29%	25%	26%	26%	24%	24%	27%	25%	21%	15%	26%
Trust a little	41%	40%	42%	33%	40%	41%	44%	44%	42%	40%	44%	39%	40%	43%	46%	33%	38%
Trust a lot	10%	13%	7%	12%	12%	14%	8%	8%	5%	7%	13%	8%	9%	11%	16%	10%	7%
Not relevant to me	6%	5%	7%	8%	8%	5%	4%	5%	8%	5%	4%	12%	6%	6%	2%	0%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Specialist media

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	13%	12%	13%	13%	14%	14%	16%	9%	9%	12%	13%	16%	16%	12%	13%	14%	14%
Do not really trust	24%	21%	25%	29%	23%	22%	16%	31%	31%	22%	25%	28%	14%	21%	23%	23%	28%
Trust a little	42%	43%	39%	38%	37%	46%	48%	41%	40%	43%	41%	39%	48%	43%	45%	45%	34%
Trust a lot	10%	16%	11%	10%	6%	8%	9%	6%	10%	9%	11%	8%	10%	16%	8%	7%	7%
Not relevant to me	12%	8%	13%	11%	19%	10%	11%	12%	10%	13%	10%	8%	12%	8%	11%	11%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Specialist media

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	13%	13%	13%	9%	10%	13%	11%	16%	18%	17%	10%	14%	15%	7%	13%	33%	16%
Do not really trust	24%	23%	25%	24%	22%	24%	24%	23%	25%	28%	20%	23%	26%	21%	20%	25%	23%
Trust a little	42%	43%	40%	44%	46%	39%	45%	41%	38%	37%	47%	38%	40%	49%	45%	25%	35%
Trust a lot	10%	12%	8%	14%	11%	13%	9%	8%	6%	6%	14%	8%	8%	13%	16%	4%	8%
Not relevant to me	12%	9%	14%	9%	11%	11%	11%	13%	14%	11%	9%	17%	11%	10%	6%	13%	19%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Social media

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	30%	21%	32%	30%	30%	32%	31%	35%	29%	26%	32%	41%	47%	33%	29%	29%	30%
Do not really trust	30%	30%	28%	33%	32%	36%	24%	29%	33%	32%	29%	30%	13%	29%	33%	29%	27%
Trust a little	26%	30%	25%	26%	19%	24%	30%	24%	33%	29%	25%	16%	33%	23%	24%	30%	27%
Trust a lot	6%	14%	4%	3%	6%	3%	7%	3%	0%	4%	7%	3%	0%	7%	5%	5%	4%
Not relevant to me	8%	6%	10%	8%	14%	4%	8%	9%	5%	8%	6%	10%	6%	7%	8%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Social media

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	30%	35%	25%	12%	21%	24%	32%	44%	45%	35%	29%	29%	33%	22%	29%	41%	34%
Do not really trust	30%	28%	32%	29%	26%	30%	36%	31%	28%	31%	31%	24%	32%	33%	30%	34%	23%
Trust a little	26%	23%	29%	43%	37%	29%	23%	16%	13%	22%	28%	29%	22%	32%	25%	16%	27%
Trust a lot	6%	7%	4%	11%	10%	10%	2%	1%	1%	5%	6%	5%	4%	7%	9%	0%	5%
Not relevant to me	8%	7%	9%	4%	7%	7%	6%	9%	13%	8%	7%	12%	9%	6%	8%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Friends and family

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	2%	3%	3%	2%	2%	4%	0%	2%	0%	3%	2%	3%	0%	2%	3%	2%	2%
Do not really trust	5%	5%	3%	7%	4%	8%	3%	5%	10%	3%	9%	8%	0%	5%	5%	7%	4%
Trust a little	39%	38%	40%	39%	41%	42%	41%	35%	35%	33%	39%	41%	53%	42%	41%	37%	35%
Trust a lot	48%	47%	48%	46%	46%	43%	51%	54%	51%	55%	48%	42%	45%	47%	46%	49%	52%
Not relevant to me	5%	7%	6%	5%	8%	3%	5%	4%	3%	7%	2%	6%	2%	5%	4%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Friends and family

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	2%	3%	1%	2%	4%	3%	2%	2%	1%	2%	1%	5%	2%	2%	2%	3%	1%
Do not really trust	5%	5%	5%	6%	7%	4%	6%	5%	3%	6%	5%	5%	5%	6%	5%	4%	4%
Trust a little	39%	39%	39%	37%	37%	41%	43%	42%	36%	41%	39%	35%	40%	36%	46%	24%	37%
Trust a lot	48%	47%	50%	48%	45%	49%	48%	45%	54%	48%	50%	47%	48%	49%	43%	64%	50%
Not relevant to me	5%	6%	5%	7%	8%	4%	2%	5%	5%	4%	5%	9%	3%	6%	4%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Colleagues or work contacts

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	4%	2%	3%	8%	3%	3%	7%	5%	1%	5%	5%	6%	0%	3%	4%	5%	5%
Do not really trust	10%	11%	12%	12%	9%	16%	7%	7%	11%	8%	10%	12%	10%	10%	10%	13%	9%
Trust a little	48%	50%	51%	47%	42%	49%	47%	46%	54%	46%	45%	38%	60%	49%	51%	48%	43%
Trust a lot	16%	24%	14%	10%	11%	14%	15%	16%	17%	17%	17%	19%	16%	21%	18%	14%	11%
Not relevant to me	22%	14%	20%	23%	35%	18%	23%	26%	17%	24%	22%	26%	13%	18%	17%	21%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Colleagues or work contacts

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	4%	4%	4%	5%	5%	5%	3%	3%	3%	4%	3%	7%	4%	3%	3%	11%	5%
Do not really trust	10%	12%	9%	11%	12%	12%	14%	10%	5%	11%	10%	12%	9%	10%	11%	18%	13%
Trust a little	48%	49%	46%	55%	48%	52%	53%	44%	36%	45%	48%	48%	47%	50%	39%	30%	46%
Trust a lot	16%	16%	16%	19%	21%	20%	14%	17%	9%	13%	19%	14%	14%	19%	22%	17%	15%
Not relevant to me	22%	19%	25%	10%	14%	11%	16%	27%	47%	26%	20%	18%	26%	18%	25%	24%	21%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: My employer

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	6%	6%	5%	10%	3%	8%	5%	6%	10%	6%	7%	3%	4%	5%	6%	6%	8%
Do not really trust	11%	11%	13%	9%	12%	7%	8%	8%	16%	9%	11%	12%	18%	12%	13%	12%	5%
Trust a little	35%	38%	35%	32%	31%	42%	41%	33%	29%	34%	43%	29%	26%	38%	41%	32%	29%
Trust a lot	16%	28%	16%	12%	11%	19%	14%	13%	18%	19%	6%	14%	10%	18%	16%	15%	13%
Not relevant to me	32%	17%	31%	37%	43%	25%	33%	41%	27%	32%	33%	42%	42%	26%	23%	35%	45%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: My employer

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	6%	7%	5%	6%	6%	8%	7%	5%	4%	8%	4%	7%	6%	4%	7%	9%	5%
Do not really trust	11%	12%	9%	17%	12%	11%	11%	10%	5%	8%	12%	11%	7%	13%	10%	26%	13%
Trust a little	35%	35%	36%	40%	40%	41%	42%	32%	20%	31%	37%	39%	34%	36%	28%	27%	39%
Trust a lot	16%	18%	14%	20%	22%	21%	15%	13%	7%	14%	18%	15%	16%	18%	23%	4%	12%
Not relevant to me	32%	29%	35%	17%	19%	19%	24%	40%	64%	39%	29%	28%	36%	29%	31%	34%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Government

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	24%	18%	21%	25%	24%	28%	24%	22%	19%	30%	27%	32%	34%	22%	23%	26%	27%
Do not really trust	28%	24%	31%	28%	28%	29%	28%	33%	41%	25%	27%	30%	14%	26%	32%	29%	26%
Trust a little	34%	35%	37%	36%	35%	31%	37%	33%	30%	30%	35%	27%	38%	36%	36%	32%	32%
Trust a lot	9%	19%	7%	6%	5%	10%	7%	6%	7%	9%	8%	6%	6%	13%	6%	8%	8%
Not relevant to me	5%	3%	4%	6%	8%	2%	4%	5%	2%	6%	2%	5%	7%	3%	4%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Government

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	24%	24%	24%	20%	27%	23%	27%	26%	23%	23%	24%	28%	15%	31%	25%	33%	30%
Do not really trust	28%	27%	30%	35%	26%	29%	29%	26%	26%	28%	29%	24%	26%	29%	30%	42%	29%
Trust a little	34%	33%	35%	26%	30%	34%	35%	37%	41%	38%	34%	31%	44%	25%	34%	21%	28%
Trust a lot	9%	11%	7%	13%	12%	10%	6%	6%	7%	8%	10%	7%	12%	9%	9%	0%	5%
Not relevant to me	5%	5%	4%	6%	6%	4%	4%	5%	3%	4%	3%	10%	3%	5%	3%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Charities and NGOs

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	7%	5%	8%	8%	7%	10%	6%	8%	5%	9%	7%	5%	9%	6%	5%	9%	9%
Do not really trust	15%	14%	13%	20%	11%	17%	12%	16%	22%	16%	15%	17%	6%	13%	15%	20%	13%
Trust a little	47%	45%	50%	48%	55%	44%	53%	49%	39%	44%	44%	50%	46%	49%	53%	45%	42%
Trust a lot	22%	29%	19%	20%	15%	24%	22%	17%	26%	19%	28%	18%	37%	26%	21%	17%	24%
Not relevant to me	8%	7%	10%	5%	11%	5%	7%	9%	9%	13%	6%	10%	2%	6%	6%	9%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Charities and NGOs

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	7%	9%	5%	5%	7%	8%	10%	8%	6%	10%	4%	12%	8%	4%	4%	16%	9%
Do not really trust	15%	16%	13%	12%	13%	15%	13%	18%	18%	21%	12%	13%	20%	10%	15%	29%	15%
Trust a little	47%	46%	49%	46%	47%	45%	49%	46%	51%	46%	51%	44%	49%	49%	47%	29%	44%
Trust a lot	22%	21%	23%	29%	23%	25%	22%	19%	16%	16%	28%	15%	16%	29%	31%	17%	18%
Not relevant to me	8%	7%	9%	8%	10%	8%	7%	8%	9%	8%	5%	16%	7%	8%	3%	9%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Religious leaders

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	21%	18%	22%	25%	20%	27%	17%	17%	16%	18%	25%	29%	23%	19%	19%	24%	22%
Do not really trust	24%	19%	25%	21%	25%	27%	22%	28%	34%	25%	18%	30%	19%	24%	26%	24%	21%
Trust a little	29%	33%	23%	26%	30%	22%	36%	27%	26%	34%	32%	18%	33%	30%	30%	28%	27%
Trust a lot	9%	18%	10%	8%	3%	11%	7%	8%	9%	7%	7%	3%	12%	12%	6%	8%	11%
Not relevant to me	17%	11%	20%	20%	21%	13%	18%	20%	15%	16%	18%	20%	13%	14%	18%	16%	20%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Religious leaders

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	21%	23%	19%	19%	20%	23%	22%	22%	20%	22%	19%	23%	17%	19%	20%	49%	26%
Do not really trust	24%	23%	24%	25%	25%	23%	26%	26%	20%	25%	24%	24%	26%	23%	24%	22%	23%
Trust a little	29%	30%	28%	28%	27%	29%	30%	28%	30%	29%	31%	22%	32%	28%	28%	13%	24%
Trust a lot	9%	10%	8%	17%	12%	10%	4%	5%	8%	7%	11%	8%	8%	11%	19%	9%	5%
Not relevant to me	17%	13%	21%	12%	17%	15%	17%	20%	22%	17%	15%	24%	18%	18%	9%	7%	22%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Politicians

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	33%	25%	28%	33%	32%	35%	32%	34%	28%	38%	40%	40%	33%	29%	32%	38%	33%
Do not really trust	32%	32%	33%	35%	28%	35%	32%	38%	49%	26%	25%	29%	25%	33%	35%	27%	31%
Trust a little	26%	28%	30%	22%	29%	20%	28%	18%	18%	26%	26%	22%	37%	26%	26%	27%	24%
Trust a lot	5%	10%	3%	4%	1%	7%	4%	3%	1%	4%	6%	2%	3%	8%	3%	4%	4%
Not relevant to me	5%	4%	6%	6%	10%	3%	4%	7%	5%	6%	3%	7%	2%	4%	4%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Politicians

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	33%	32%	33%	31%	32%	34%	36%	31%	32%	32%	33%	35%	23%	38%	31%	60%	42%
Do not really trust	32%	33%	30%	34%	30%	31%	30%	34%	32%	32%	32%	29%	33%	32%	30%	28%	28%
Trust a little	26%	24%	27%	22%	22%	23%	29%	28%	29%	28%	26%	21%	35%	19%	28%	4%	19%
Trust a lot	5%	6%	4%	6%	9%	6%	1%	3%	3%	4%	5%	4%	5%	5%	6%	0%	3%
Not relevant to me	5%	5%	6%	7%	7%	6%	5%	3%	4%	5%	4%	10%	5%	6%	4%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.A) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Other customers via reviews

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Do not trust at all	8%	6%	7%	11%	5%	11%	6%	7%	6%	9%	9%	8%	5%	9%	7%	8%	8%
Do not really trust	21%	16%	22%	24%	24%	25%	17%	27%	14%	18%	22%	19%	34%	23%	23%	20%	19%
Trust a little	50%	52%	51%	48%	51%	48%	56%	41%	57%	50%	50%	49%	51%	49%	52%	52%	49%
Trust a lot	13%	21%	11%	12%	7%	10%	12%	16%	8%	14%	13%	12%	5%	14%	12%	13%	13%
Not relevant to me	8%	6%	8%	6%	12%	6%	8%	9%	14%	10%	6%	12%	5%	6%	6%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.B) Which of the following would you trust or not trust to inform your views on which brands are leading the way on sustainability and being a responsibility?: Other customers via reviews

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Do not trust at all	8%	10%	5%	4%	7%	6%	8%	9%	11%	9%	7%	7%	9%	4%	9%	8%	7%
Do not really trust	21%	25%	17%	17%	18%	16%	24%	23%	28%	23%	21%	19%	23%	20%	21%	32%	20%
Trust a little	50%	45%	56%	51%	49%	57%	51%	54%	43%	47%	53%	49%	47%	55%	50%	34%	49%
Trust a lot	13%	13%	13%	22%	19%	15%	10%	6%	8%	12%	13%	13%	12%	14%	15%	13%	13%
Not relevant to me	8%	8%	8%	7%	7%	7%	8%	8%	11%	8%	7%	12%	8%	7%	6%	13%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.A) Thinking about businesses in the public eye, whose political or social actions you have disagreed with, what have you done, if anything, to protest against their behaviour? Select all that apply

	Total	Region												Social Grade			
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Made negative comments to them on social media	9%	13%	7%	11%	3%	13%	7%	11%	5%	12%	5%	15%	0%	11%	8%	9%	8%
Lodged a complaint with an ombudsman or regulator about the company	7%	16%	5%	8%	4%	8%	9%	3%	7%	8%	3%	5%	5%	9%	7%	7%	6%
Joined a social media page or campaign hostile to them	6%	14%	4%	6%	4%	5%	5%	6%	5%	4%	7%	3%	9%	10%	5%	6%	4%
Don't Know	6%	5%	7%	5%	9%	4%	7%	5%	6%	8%	5%	6%	10%	4%	4%	6%	11%
Attended a rally against their behaviour	5%	11%	3%	2%	3%	3%	6%	2%	3%	5%	4%	6%	2%	6%	4%	6%	2%
I haven't done anything to protest against their behaviour	48%	34%	54%	46%	54%	42%	46%	55%	54%	51%	52%	44%	39%	43%	54%	45%	49%
Actively used a different business instead when possible	22%	29%	20%	20%	20%	28%	23%	17%	22%	18%	24%	22%	28%	30%	19%	21%	18%
Signed a petition against them	19%	26%	18%	18%	12%	18%	14%	23%	19%	17%	19%	25%	36%	18%	21%	21%	19%
Left a negative review online	14%	17%	16%	19%	9%	15%	13%	13%	16%	11%	10%	20%	0%	14%	13%	17%	12%
Encouraged others to use the services of other businesses instead	14%	18%	14%	13%	10%	18%	10%	11%	12%	12%	17%	18%	14%	18%	13%	13%	12%
Written to them or contacted them directly	10%	14%	7%	12%	8%	11%	10%	7%	8%	9%	10%	11%	9%	14%	8%	10%	8%
Other (Please Specify)	1%	0%	1%	1%	0%	2%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.B) Thinking about businesses in the public eye, whose political or social actions you have disagreed with, what have you done, if anything, to protest against their behaviour? Select all that apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Made negative comments to them on social media	9%	11%	7%	16%	14%	12%	7%	4%	3%	6%	11%	9%	5%	13%	17%	0%	11%
Lodged a complaint with an ombudsman or regulator about the company	7%	10%	5%	15%	14%	9%	2%	3%	2%	5%	8%	8%	6%	8%	10%	6%	7%
Joined a social media page or campaign hostile to them	6%	8%	5%	14%	11%	9%	1%	2%	2%	3%	8%	5%	4%	7%	9%	4%	3%
Don't Know	6%	6%	7%	9%	9%	7%	6%	5%	2%	5%	4%	11%	4%	6%	3%	0%	7%
Attended a rally against their behaviour	5%	6%	3%	11%	8%	7%	1%	1%	1%	4%	6%	2%	3%	7%	8%	5%	2%
I haven't done anything to protest against their behaviour	48%	46%	49%	19%	37%	42%	58%	60%	64%	56%	44%	50%	58%	36%	42%	53%	56%
Actively used a different business instead when possible	22%	21%	23%	29%	22%	27%	21%	18%	19%	19%	27%	15%	17%	28%	28%	25%	16%
Signed a petition against them	19%	18%	21%	32%	21%	23%	10%	15%	18%	15%	22%	17%	13%	28%	22%	10%	16%
Left a negative review online	14%	15%	12%	22%	19%	14%	13%	11%	6%	13%	15%	12%	13%	17%	17%	13%	10%
Encouraged others to use the services of other businesses instead	14%	14%	13%	22%	17%	15%	12%	9%	10%	10%	17%	8%	9%	19%	16%	23%	8%
Written to them or contacted them directly	10%	11%	8%	14%	12%	13%	6%	6%	8%	8%	11%	11%	8%	11%	14%	12%	8%
Other (Please Specify)	1%	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.A) To what extent do you agree or disagree with the following statements:: I spend more money to buy products from companies that protect the environment

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	9%	18%	7%	9%	5%	8%	7%	8%	12%	7%	11%	7%	3%	12%	8%	9%	8%
Agree	28%	28%	31%	26%	27%	32%	31%	27%	29%	26%	26%	28%	15%	31%	25%	31%	24%
Neither agree nor Disagree	36%	27%	33%	40%	45%	40%	36%	40%	34%	37%	38%	33%	44%	36%	38%	31%	40%
Disagree	15%	16%	17%	16%	13%	13%	11%	14%	14%	15%	17%	14%	16%	12%	17%	15%	15%
Strongly Disagree	7%	7%	8%	5%	3%	5%	9%	7%	7%	8%	6%	10%	20%	7%	7%	9%	6%
Don't Know	5%	5%	5%	5%	6%	3%	6%	4%	4%	6%	2%	7%	2%	3%	4%	6%	7%
Total Agree:	37%	46%	38%	35%	32%	40%	38%	35%	41%	34%	38%	35%	18%	42%	33%	40%	32%
Total Disagree:	22%	23%	24%	21%	17%	17%	20%	21%	21%	23%	23%	24%	36%	19%	24%	23%	21%
Net:	15%	23%	13%	14%	15%	23%	18%	14%	20%	11%	15%	11%	-18%	24%	9%	16%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.B) To what extent do you agree or disagree with the following statements:: I spend more money to buy products from companies that protect the environment

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	9%	10%	8%	12%	13%	13%	7%	4%	6%	8%	11%	7%	7%	12%	11%	20%	4%
Agree	28%	26%	30%	36%	30%	28%	25%	27%	24%	24%	31%	28%	26%	30%	31%	8%	23%
Neither agree nor Disagree	36%	36%	37%	31%	31%	35%	39%	34%	44%	38%	35%	34%	37%	37%	37%	32%	33%
Disagree	15%	16%	13%	13%	14%	12%	17%	21%	13%	16%	14%	18%	18%	12%	15%	10%	20%
Strongly Disagree	7%	8%	6%	4%	7%	7%	9%	9%	7%	11%	4%	7%	8%	5%	4%	13%	12%
Don't Know	5%	4%	5%	4%	6%	5%	3%	5%	5%	4%	4%	8%	4%	5%	3%	17%	7%
Total Agree:	37%	36%	38%	47%	43%	41%	32%	31%	30%	31%	42%	35%	33%	42%	42%	28%	27%
Total Disagree:	22%	24%	20%	17%	20%	19%	26%	30%	20%	27%	19%	24%	26%	17%	19%	23%	32%
Net:	15%	12%	18%	31%	22%	22%	6%	1%	10%	4%	23%	10%	7%	25%	23%	5%	-5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.A) To what extent do you agree or disagree with the following statements:: I spend more money to buy products that from companies that emphasise protecting people

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	7%	12%	4%	4%	3%	6%	6%	7%	8%	8%	7%	7%	7%	9%	6%	5%	8%
Agree	26%	28%	28%	23%	26%	27%	21%	22%	25%	28%	29%	24%	13%	28%	24%	27%	23%
Neither agree nor Disagree	41%	33%	38%	46%	48%	47%	44%	45%	43%	38%	42%	42%	33%	40%	41%	42%	42%
Disagree	15%	14%	17%	18%	14%	12%	15%	14%	11%	12%	14%	11%	29%	13%	16%	14%	14%
Strongly Disagree	6%	7%	6%	4%	2%	4%	8%	7%	7%	6%	7%	8%	8%	6%	7%	7%	5%
Don't Know	6%	5%	7%	5%	7%	4%	6%	5%	6%	8%	2%	8%	10%	4%	6%	5%	9%
Total Agree:	32%	41%	32%	27%	29%	33%	27%	29%	33%	36%	36%	31%	20%	37%	30%	32%	30%
Total Disagree:	21%	21%	23%	22%	16%	17%	24%	21%	18%	18%	20%	19%	37%	19%	23%	21%	19%
Net:	12%	20%	9%	5%	13%	16%	4%	8%	15%	17%	15%	13%	-16%	18%	7%	10%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.B) To what extent do you agree or disagree with the following statements:: I spend more money to buy products that from companies that emphasise protecting people

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	7%	8%	5%	12%	8%	10%	4%	3%	4%	4%	9%	6%	6%	7%	9%	13%	3%
Agree	26%	25%	26%	38%	34%	28%	21%	16%	19%	21%	28%	21%	23%	34%	30%	0%	17%
Neither agree nor Disagree	41%	39%	43%	30%	35%	37%	44%	47%	49%	43%	41%	42%	41%	38%	38%	38%	44%
Disagree	15%	15%	14%	11%	11%	15%	18%	20%	13%	17%	13%	16%	19%	11%	12%	19%	20%
Strongly Disagree	6%	7%	5%	4%	4%	5%	8%	9%	7%	9%	4%	7%	7%	4%	5%	18%	9%
Don't Know	6%	5%	7%	5%	7%	5%	5%	5%	8%	5%	5%	9%	4%	5%	5%	12%	7%
Total Agree:	32%	34%	31%	50%	42%	38%	25%	19%	23%	26%	37%	27%	28%	41%	39%	13%	21%
Total Disagree:	21%	22%	20%	15%	16%	19%	26%	29%	20%	26%	17%	23%	26%	15%	17%	37%	28%
Net:	12%	11%	11%	36%	26%	19%	-2%	-10%	3%	-1%	20%	3%	3%	26%	22%	-24%	-8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.A) To what extent do you agree or disagree with the following statements:: I spend more money to buy products from companies that are transparent and trustworthy

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	8%	17%	6%	8%	4%	8%	7%	9%	10%	6%	11%	7%	3%	11%	8%	6%	9%
Agree	31%	32%	34%	30%	29%	34%	29%	28%	28%	33%	32%	31%	23%	36%	29%	30%	30%
Neither agree nor Disagree	37%	33%	36%	39%	43%	44%	36%	40%	34%	34%	35%	43%	38%	34%	37%	41%	37%
Disagree	12%	11%	12%	14%	16%	7%	15%	14%	13%	11%	10%	7%	12%	13%	14%	12%	9%
Strongly Disagree	6%	4%	7%	4%	1%	5%	8%	5%	8%	6%	8%	5%	16%	4%	7%	7%	6%
Don't Know	5%	4%	5%	5%	7%	2%	5%	5%	6%	8%	4%	7%	7%	3%	5%	4%	9%
Total Agree:	40%	49%	40%	38%	33%	42%	36%	37%	38%	40%	43%	37%	26%	46%	37%	36%	39%
Total Disagree:	18%	15%	19%	18%	17%	12%	23%	19%	22%	18%	18%	12%	29%	17%	21%	19%	15%
Net:	22%	34%	21%	20%	16%	30%	13%	18%	17%	22%	25%	25%	-3%	30%	15%	17%	24%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.B) To what extent do you agree or disagree with the following statements:: I spend more money to buy products from companies that are transparent and trustworthy

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	8%	9%	7%	12%	13%	13%	4%	4%	6%	7%	11%	5%	8%	9%	12%	21%	3%
Agree	31%	29%	33%	44%	35%	31%	27%	24%	29%	25%	35%	31%	27%	41%	38%	18%	25%
Neither agree nor Disagree	37%	38%	37%	30%	29%	35%	45%	40%	42%	40%	36%	35%	41%	32%	35%	13%	40%
Disagree	12%	12%	12%	8%	11%	11%	13%	17%	12%	16%	10%	11%	16%	9%	7%	15%	13%
Strongly Disagree	6%	7%	5%	2%	5%	6%	6%	8%	7%	8%	4%	7%	6%	4%	5%	19%	9%
Don't Know	5%	5%	6%	4%	6%	5%	5%	6%	4%	4%	4%	11%	3%	5%	2%	13%	9%
Total Agree:	40%	38%	41%	55%	48%	43%	31%	28%	34%	31%	46%	36%	34%	50%	51%	39%	28%
Total Disagree:	18%	19%	17%	10%	17%	16%	19%	25%	19%	24%	14%	19%	22%	13%	12%	34%	23%
Net:	22%	19%	24%	45%	31%	27%	12%	3%	15%	8%	32%	17%	13%	37%	39%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.A) To what extent do you agree or disagree with the following statements:: Making more sustainable choices will increase the cost of living

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	17%	20%	14%	15%	12%	16%	20%	24%	14%	20%	16%	15%	19%	18%	17%	18%	16%
Agree	46%	44%	49%	46%	49%	48%	41%	46%	48%	37%	49%	45%	55%	49%	48%	42%	43%
Neither agree nor Disagree	24%	26%	21%	29%	25%	26%	24%	16%	20%	28%	25%	23%	14%	23%	23%	24%	24%
Disagree	6%	5%	7%	8%	6%	7%	6%	7%	10%	5%	3%	4%	5%	6%	6%	7%	6%
Strongly Disagree	2%	3%	1%	0%	2%	1%	1%	3%	3%	0%	4%	2%	0%	2%	1%	3%	2%
Don't Know	5%	3%	7%	3%	6%	2%	8%	4%	5%	9%	2%	11%	7%	3%	4%	6%	9%
Total Agree:	63%	64%	64%	61%	62%	63%	61%	70%	62%	57%	66%	60%	74%	67%	65%	60%	60%
Total Disagree:	8%	8%	8%	8%	8%	8%	7%	10%	13%	6%	8%	5%	5%	8%	7%	10%	7%
Net:	55%	55%	55%	53%	54%	55%	54%	60%	49%	51%	58%	55%	68%	59%	59%	50%	52%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.B) To what extent do you agree or disagree with the following statements:: Making more sustainable choices will increase the cost of living

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	17%	16%	18%	13%	16%	21%	21%	17%	15%	20%	16%	16%	19%	15%	15%	35%	17%
Agree	46%	46%	46%	48%	40%	44%	46%	43%	52%	48%	45%	43%	50%	45%	52%	24%	42%
Neither agree nor Disagree	24%	23%	25%	23%	23%	22%	25%	26%	24%	22%	25%	22%	24%	23%	24%	12%	21%
Disagree	6%	7%	5%	8%	12%	6%	3%	4%	4%	4%	8%	6%	4%	10%	3%	4%	7%
Strongly Disagree	2%	2%	1%	5%	2%	1%	1%	2%	0%	2%	1%	3%	1%	2%	3%	13%	2%
Don't Know	5%	5%	5%	4%	7%	6%	4%	7%	4%	5%	4%	11%	3%	5%	3%	12%	11%
Total Agree:	63%	63%	64%	61%	56%	65%	67%	61%	67%	67%	62%	59%	68%	60%	68%	59%	59%
Total Disagree:	8%	9%	6%	12%	14%	7%	4%	6%	4%	6%	9%	9%	5%	12%	6%	17%	9%
Net:	55%	53%	57%	49%	42%	58%	63%	54%	63%	62%	53%	50%	64%	48%	62%	43%	50%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.A) To what extent do you agree or disagree with the following statements:: I don't tend to think that much about the companies I'm buying goods from

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	11%	12%	9%	7%	7%	7%	10%	14%	5%	16%	9%	9%	24%	11%	10%	9%	12%
Agree	31%	28%	30%	36%	40%	31%	29%	29%	31%	26%	33%	31%	25%	30%	31%	30%	31%
Neither agree nor Disagree	30%	34%	30%	30%	28%	37%	29%	33%	34%	26%	25%	25%	24%	29%	29%	31%	30%
Disagree	20%	17%	24%	17%	18%	18%	21%	15%	22%	21%	23%	19%	22%	21%	22%	19%	16%
Strongly Disagree	7%	6%	4%	8%	3%	8%	8%	8%	7%	6%	8%	12%	5%	7%	5%	8%	6%
Don't Know	3%	3%	4%	2%	5%	0%	3%	1%	2%	5%	1%	4%	0%	1%	2%	4%	4%
Total Agree:	41%	40%	39%	42%	47%	37%	39%	43%	36%	42%	43%	40%	49%	41%	41%	39%	43%
Total Disagree:	26%	23%	28%	25%	21%	26%	29%	23%	29%	27%	32%	31%	28%	28%	27%	27%	22%
Net:	15%	17%	12%	17%	26%	11%	10%	20%	7%	15%	11%	9%	21%	13%	14%	12%	21%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.B) To what extent do you agree or disagree with the following statements:: I don't tend to think that much about the companies I'm buying goods from

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	11%	14%	8%	11%	9%	9%	10%	12%	12%	13%	8%	12%	12%	7%	10%	20%	15%
Agree	31%	30%	31%	30%	28%	31%	33%	32%	30%	32%	31%	30%	33%	32%	26%	42%	29%
Neither agree nor Disagree	30%	30%	29%	32%	33%	32%	25%	28%	29%	28%	29%	31%	29%	30%	31%	9%	30%
Disagree	20%	18%	22%	18%	17%	19%	23%	21%	20%	19%	22%	14%	19%	21%	23%	3%	16%
Strongly Disagree	7%	5%	8%	6%	8%	5%	7%	6%	7%	6%	8%	5%	6%	7%	9%	16%	5%
Don't Know	3%	3%	3%	3%	4%	3%	2%	2%	2%	2%	2%	7%	1%	3%	1%	9%	6%
Total Agree:	41%	44%	39%	41%	37%	40%	43%	43%	42%	46%	39%	43%	45%	39%	36%	62%	44%
Total Disagree:	26%	23%	29%	24%	25%	25%	29%	27%	27%	25%	30%	19%	24%	29%	31%	20%	21%
Net:	15%	21%	10%	17%	12%	16%	14%	17%	15%	21%	9%	23%	21%	11%	4%	42%	23%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.A) To what extent do you agree or disagree with the following statements:: My actions when buying products have no real effect on what a company does

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	10%	13%	10%	8%	7%	7%	8%	13%	6%	11%	9%	7%	18%	10%	9%	10%	10%
Agree	30%	31%	30%	32%	33%	34%	25%	34%	33%	28%	33%	22%	29%	30%	32%	31%	29%
Neither agree nor Disagree	28%	29%	30%	27%	29%	34%	28%	26%	25%	29%	24%	32%	25%	29%	28%	25%	31%
Disagree	21%	17%	20%	24%	21%	22%	28%	16%	26%	19%	22%	24%	19%	22%	20%	21%	21%
Strongly Disagree	4%	6%	3%	3%	4%	2%	5%	8%	5%	3%	6%	5%	3%	6%	5%	4%	2%
Don't Know	6%	4%	7%	7%	7%	2%	6%	4%	6%	10%	6%	10%	7%	4%	6%	9%	7%
Total Agree:	40%	44%	40%	40%	39%	40%	33%	47%	39%	39%	42%	29%	47%	39%	41%	41%	39%
Total Disagree:	25%	24%	23%	26%	24%	24%	33%	23%	31%	22%	28%	29%	22%	28%	25%	25%	23%
Net:	15%	20%	17%	14%	15%	17%	0%	23%	9%	17%	14%	0%	25%	12%	16%	16%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.B) To what extent do you agree or disagree with the following statements:: My actions when buying products have no real effect on what a company does

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	10%	13%	7%	9%	11%	9%	9%	9%	10%	11%	8%	11%	11%	6%	8%	38%	13%
Agree	30%	35%	26%	35%	32%	30%	27%	28%	30%	32%	29%	29%	31%	31%	31%	24%	28%
Neither agree nor Disagree	28%	27%	30%	32%	27%	26%	26%	31%	29%	28%	28%	27%	31%	27%	28%	9%	25%
Disagree	21%	18%	24%	16%	16%	23%	26%	21%	21%	19%	23%	19%	19%	24%	26%	11%	21%
Strongly Disagree	4%	3%	6%	4%	5%	4%	6%	4%	4%	4%	5%	4%	4%	5%	4%	9%	2%
Don't Know	6%	5%	7%	4%	9%	8%	6%	6%	5%	5%	6%	10%	4%	7%	3%	9%	11%
Total Agree:	40%	47%	33%	45%	43%	39%	36%	38%	41%	43%	38%	39%	42%	37%	39%	62%	41%
Total Disagree:	25%	21%	30%	20%	22%	28%	32%	25%	25%	24%	28%	23%	23%	29%	30%	20%	23%
Net:	15%	26%	3%	25%	21%	11%	4%	13%	15%	19%	10%	17%	19%	8%	9%	42%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.A) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which damage the environment

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	20%	24%	21%	20%	19%	17%	26%	16%	17%	17%	26%	22%	13%	23%	19%	22%	19%
Agree	40%	35%	39%	39%	42%	49%	37%	38%	31%	43%	37%	43%	51%	41%	43%	37%	38%
Neither agree nor Disagree	27%	29%	27%	29%	25%	30%	24%	32%	34%	28%	26%	18%	14%	26%	27%	26%	29%
Disagree	6%	6%	5%	7%	5%	1%	6%	5%	8%	3%	5%	9%	17%	5%	6%	7%	5%
Strongly Disagree	3%	4%	2%	2%	4%	1%	3%	4%	3%	3%	2%	2%	2%	3%	2%	4%	3%
Don't Know	4%	3%	6%	3%	5%	2%	5%	4%	7%	6%	3%	6%	2%	3%	4%	5%	7%
Total Agree:	60%	58%	59%	59%	61%	66%	62%	55%	48%	59%	64%	65%	64%	64%	61%	58%	57%
Total Disagree:	8%	9%	8%	9%	8%	2%	9%	9%	11%	7%	7%	11%	20%	7%	8%	11%	8%
Net:	52%	49%	52%	50%	53%	64%	54%	45%	38%	52%	57%	54%	45%	56%	54%	47%	48%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.B) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which damage the environment

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	20%	21%	20%	22%	15%	22%	22%	18%	22%	20%	22%	16%	20%	20%	20%	25%	15%
Agree	40%	39%	41%	39%	38%	37%	37%	39%	46%	38%	43%	32%	40%	46%	42%	23%	31%
Neither agree nor Disagree	27%	27%	27%	25%	30%	28%	27%	29%	24%	29%	24%	31%	27%	24%	31%	26%	34%
Disagree	6%	6%	5%	6%	8%	4%	7%	4%	4%	6%	5%	8%	6%	5%	4%	18%	8%
Strongly Disagree	3%	3%	2%	3%	2%	3%	3%	5%	2%	4%	2%	4%	4%	2%	1%	0%	3%
Don't Know	4%	4%	5%	5%	5%	5%	4%	5%	3%	3%	4%	8%	3%	4%	3%	9%	9%
Total Agree:	60%	60%	60%	61%	54%	59%	60%	57%	67%	59%	65%	48%	61%	65%	61%	47%	46%
Total Disagree:	8%	9%	7%	9%	11%	7%	10%	9%	6%	9%	7%	12%	10%	7%	5%	18%	11%
Net:	52%	50%	53%	52%	43%	52%	50%	48%	62%	49%	58%	36%	51%	59%	56%	30%	35%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(130.A) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	25%	26%	21%	24%	18%	24%	26%	22%	28%	24%	29%	31%	32%	28%	24%	22%	24%
Agree	38%	34%	45%	40%	38%	45%	37%	37%	38%	36%	37%	35%	40%	42%	40%	39%	32%
Neither agree nor Disagree	26%	28%	22%	29%	31%	26%	24%	29%	22%	26%	26%	16%	20%	21%	24%	26%	31%
Disagree	4%	7%	2%	3%	4%	2%	3%	4%	5%	3%	3%	9%	0%	3%	5%	5%	3%
Strongly Disagree	2%	2%	2%	2%	1%	0%	3%	2%	0%	2%	1%	1%	6%	3%	2%	1%	1%
Don't Know	5%	3%	7%	3%	7%	3%	6%	6%	7%	9%	3%	8%	2%	3%	5%	6%	8%
Total Agree:	63%	59%	66%	63%	56%	69%	64%	59%	66%	60%	66%	66%	73%	70%	64%	61%	56%
Total Disagree:	6%	10%	5%	5%	6%	2%	6%	6%	5%	5%	5%	10%	6%	6%	7%	6%	4%
Net:	57%	50%	62%	59%	50%	66%	57%	54%	62%	55%	61%	56%	67%	64%	57%	55%	52%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(130.B) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which depend upon exploitation of people overseas

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	25%	23%	26%	25%	21%	25%	24%	24%	28%	21%	29%	21%	21%	29%	26%	20%	21%
Agree	38%	37%	40%	37%	35%	38%	38%	40%	42%	39%	39%	32%	43%	38%	43%	17%	33%
Neither agree nor Disagree	26%	28%	23%	26%	30%	26%	27%	25%	21%	27%	24%	29%	26%	25%	24%	33%	27%
Disagree	4%	5%	3%	6%	5%	3%	3%	3%	3%	4%	3%	7%	3%	3%	4%	17%	7%
Strongly Disagree	2%	2%	1%	1%	1%	2%	2%	3%	2%	3%	1%	1%	3%	1%	1%	4%	1%
Don't Know	5%	5%	6%	5%	7%	7%	5%	6%	4%	5%	4%	10%	4%	4%	2%	9%	12%
Total Agree:	63%	60%	66%	62%	56%	63%	62%	64%	70%	60%	68%	53%	64%	67%	69%	37%	53%
Total Disagree:	6%	7%	5%	8%	7%	5%	5%	5%	5%	7%	4%	8%	6%	4%	5%	21%	8%
Net:	57%	53%	61%	54%	49%	58%	57%	59%	64%	53%	64%	45%	58%	63%	64%	16%	45%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(131.A) In the last year, have you personally taken any of the following actions in order to improve your own environmental impact? Select all that apply

	Total	Region												Social Grade			
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Bought an electric car / hybrid	7%	9%	9%	8%	2%	13%	6%	5%	9%	5%	4%	2%	6%	10%	7%	5%	5%
Moved to a vegetarian diet	7%	10%	8%	10%	3%	11%	5%	5%	4%	6%	6%	9%	6%	9%	7%	8%	5%
Taken your own bags to the supermarket	68%	54%	71%	71%	72%	73%	62%	71%	81%	65%	69%	72%	81%	71%	70%	67%	64%
Recycled more	63%	49%	64%	68%	63%	70%	65%	66%	63%	60%	66%	64%	80%	64%	65%	63%	60%
Turned lights off and used less energy where possible	62%	44%	64%	67%	69%	72%	63%	68%	61%	63%	63%	67%	64%	63%	64%	64%	60%
Joined a campaign or protest in support of the environment	6%	11%	4%	8%	3%	10%	5%	5%	1%	6%	6%	4%	11%	6%	6%	8%	5%
Avoided buying single-use plastics items	40%	32%	39%	43%	40%	44%	39%	42%	43%	36%	48%	42%	31%	44%	42%	39%	33%
Given up a car e.g. sold a car and not replaced it	4%	7%	4%	7%	2%	3%	5%	2%	2%	2%	4%	3%	0%	3%	5%	4%	3%
Cycling or walking more for shorter journeys	37%	35%	36%	42%	40%	46%	33%	33%	32%	35%	39%	35%	26%	41%	38%	36%	31%
Moved to a vegan diet	3%	7%	3%	3%	2%	3%	3%	3%	7%	3%	3%	2%	0%	4%	2%	5%	3%
Bought things second-hand more often	27%	22%	32%	25%	23%	32%	24%	26%	28%	25%	27%	30%	47%	22%	27%	33%	26%
Used public transport more often	22%	31%	21%	20%	17%	17%	20%	19%	21%	21%	26%	17%	30%	25%	24%	15%	23%
Bought sustainable clothing and fashion	18%	18%	17%	17%	16%	21%	15%	21%	20%	18%	19%	15%	18%	20%	16%	21%	15%
Avoided taking flights where possible	18%	16%	17%	24%	16%	22%	15%	16%	18%	14%	22%	18%	26%	19%	19%	18%	15%
Paid more for products to ensure they are locally sourced	17%	18%	17%	18%	14%	18%	15%	16%	21%	18%	21%	20%	14%	21%	17%	17%	14%
Moved to a green energy tariff with your energy provider	16%	17%	16%	14%	14%	21%	11%	12%	19%	17%	19%	27%	6%	23%	15%	15%	12%
Used smart technology solutions to save energy	14%	19%	15%	16%	10%	17%	13%	9%	16%	13%	16%	12%	5%	19%	12%	16%	10%
None of the above	8%	4%	10%	7%	10%	3%	9%	10%	8%	10%	9%	10%	2%	5%	9%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(131.B) In the last year, have you personally taken any of the following actions in order to improve your own environmental impact? Select all that apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Bought an electric car / hybrid	7%	8%	5%	7%	9%	8%	6%	5%	5%	5%	8%	5%	8%	7%	8%	3%	4%
Moved to a vegetarian diet	7%	5%	9%	11%	8%	9%	8%	4%	3%	7%	8%	5%	6%	9%	5%	0%	5%
Taken your own bags to the supermarket	68%	61%	75%	46%	51%	61%	80%	77%	86%	71%	70%	60%	72%	65%	72%	65%	64%
Recycled more	63%	56%	70%	38%	52%	62%	72%	74%	74%	66%	65%	52%	66%	61%	65%	56%	55%
Turned lights off and used less energy where possible	62%	55%	70%	44%	42%	54%	78%	73%	78%	66%	64%	52%	67%	59%	68%	51%	58%
Joined a campaign or protest in support of the environment	6%	7%	6%	8%	10%	7%	3%	4%	6%	4%	9%	4%	4%	10%	7%	3%	2%
Avoided buying single-use plastics items	40%	36%	43%	29%	28%	39%	45%	45%	48%	40%	43%	32%	40%	40%	43%	36%	32%
Given up a car e.g. sold a car and not replaced it	4%	3%	4%	8%	3%	6%	2%	3%	3%	3%	5%	4%	3%	5%	1%	4%	5%
Cycling or walking more for shorter journeys	37%	36%	37%	39%	27%	39%	41%	33%	40%	32%	41%	34%	32%	40%	38%	29%	35%
Moved to a vegan diet	3%	3%	3%	5%	7%	3%	2%	2%	1%	2%	5%	2%	2%	6%	5%	4%	2%
Bought things second-hand more often	27%	20%	33%	26%	27%	27%	29%	30%	23%	28%	26%	24%	25%	28%	26%	39%	22%
Used public transport more often	22%	23%	21%	29%	21%	24%	14%	16%	27%	18%	25%	20%	18%	24%	27%	16%	20%
Bought sustainable clothing and fashion	18%	12%	23%	22%	22%	19%	16%	15%	15%	16%	18%	17%	15%	20%	20%	22%	13%
Avoided taking flights where possible	18%	17%	18%	12%	13%	16%	17%	21%	26%	17%	20%	12%	16%	18%	22%	24%	14%
Paid more for products to ensure they are locally sourced	17%	16%	19%	15%	15%	18%	15%	19%	22%	17%	21%	11%	15%	21%	26%	22%	11%
Moved to a green energy tariff with your energy provider	16%	17%	16%	9%	19%	14%	17%	14%	21%	17%	19%	10%	16%	16%	25%	11%	11%
Used smart technology solutions to save energy	14%	17%	11%	11%	17%	17%	13%	13%	13%	13%	17%	6%	16%	14%	18%	9%	9%
None of the above	8%	10%	6%	7%	11%	8%	7%	9%	7%	8%	6%	13%	8%	8%	2%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(132.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	12%	20%	10%	6%	8%	14%	15%	10%	12%	11%	16%	15%	5%	19%	9%	12%	8%
Somewhat confident	33%	36%	33%	41%	29%	32%	34%	24%	34%	34%	34%	29%	44%	42%	37%	30%	24%
Not very confident	32%	26%	33%	37%	33%	34%	30%	34%	27%	32%	30%	33%	33%	25%	32%	34%	37%
Not confident at all	16%	13%	19%	13%	23%	14%	11%	22%	17%	14%	17%	13%	12%	10%	17%	16%	20%
Have never heard this phrase before	7%	5%	5%	4%	6%	6%	9%	10%	10%	9%	2%	10%	5%	3%	4%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(132.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	12%	16%	8%	16%	19%	13%	11%	7%	8%	10%	15%	7%	10%	16%	14%	25%	8%
Somewhat confident	33%	38%	29%	37%	33%	33%	35%	29%	32%	29%	38%	26%	33%	35%	46%	25%	25%
Not very confident	32%	28%	35%	27%	23%	30%	35%	40%	36%	37%	29%	30%	35%	30%	27%	18%	30%
Not confident at all	16%	13%	19%	12%	15%	15%	13%	19%	20%	18%	13%	21%	17%	13%	9%	28%	24%
Have never heard this phrase before	7%	4%	9%	7%	9%	9%	6%	5%	4%	6%	5%	16%	6%	5%	4%	4%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(133.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	13%	20%	12%	10%	10%	10%	14%	13%	13%	12%	13%	10%	10%	20%	12%	11%	8%
Somewhat confident	39%	38%	38%	41%	41%	38%	41%	33%	38%	39%	43%	38%	40%	46%	39%	39%	31%
Not very confident	30%	25%	30%	34%	27%	36%	29%	34%	32%	30%	30%	36%	25%	24%	31%	31%	35%
Not confident at all	14%	12%	15%	13%	15%	15%	12%	18%	15%	14%	13%	12%	24%	7%	15%	14%	20%
Have never heard this phrase before	4%	5%	4%	2%	6%	0%	5%	3%	3%	6%	1%	4%	0%	2%	3%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(133.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	13%	18%	8%	19%	17%	14%	11%	9%	9%	11%	15%	7%	13%	14%	17%	21%	8%
Somewhat confident	39%	43%	35%	34%	39%	37%	41%	42%	40%	38%	43%	33%	39%	40%	48%	29%	31%
Not very confident	30%	25%	36%	29%	24%	32%	33%	30%	33%	32%	29%	35%	30%	29%	23%	30%	39%
Not confident at all	14%	11%	18%	13%	13%	14%	13%	17%	16%	17%	11%	15%	15%	14%	9%	21%	17%
Have never heard this phrase before	4%	3%	4%	6%	7%	4%	3%	1%	2%	3%	2%	10%	3%	3%	2%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(134.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	7%	13%	4%	3%	5%	6%	5%	6%	2%	9%	7%	10%	0%	10%	6%	5%	5%
Somewhat confident	17%	24%	12%	17%	10%	19%	16%	12%	23%	16%	19%	13%	24%	21%	17%	17%	12%
Not very confident	29%	24%	36%	35%	27%	24%	32%	25%	19%	29%	35%	29%	29%	31%	29%	30%	27%
Not confident at all	22%	18%	21%	27%	25%	24%	23%	29%	25%	19%	20%	21%	12%	19%	24%	20%	24%
Have never heard this phrase before	25%	20%	27%	18%	32%	27%	25%	28%	31%	27%	19%	27%	35%	19%	24%	28%	32%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(134.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	7%	10%	3%	10%	11%	10%	5%	2%	2%	4%	8%	7%	6%	8%	6%	12%	3%
Somewhat confident	17%	21%	13%	21%	24%	18%	15%	10%	13%	16%	19%	11%	16%	19%	23%	4%	9%
Not very confident	29%	29%	30%	27%	27%	31%	34%	29%	27%	29%	29%	33%	28%	27%	31%	21%	36%
Not confident at all	22%	20%	24%	24%	20%	19%	19%	25%	26%	21%	23%	20%	22%	24%	19%	32%	20%
Have never heard this phrase before	25%	21%	30%	18%	18%	23%	26%	33%	32%	30%	20%	30%	28%	21%	22%	31%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(135.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	24%	29%	25%	19%	16%	25%	18%	24%	34%	26%	21%	27%	31%	28%	23%	26%	18%
Somewhat confident	47%	45%	48%	51%	54%	50%	47%	46%	40%	42%	51%	43%	46%	52%	50%	43%	44%
Not very confident	21%	19%	18%	20%	20%	18%	28%	24%	12%	23%	21%	23%	23%	16%	21%	22%	25%
Not confident at all	6%	5%	7%	8%	7%	7%	3%	6%	13%	7%	7%	6%	0%	3%	5%	7%	10%
Have never heard this phrase before	2%	1%	3%	2%	2%	0%	4%	0%	0%	2%	0%	2%	0%	1%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(135.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	24%	29%	19%	34%	31%	19%	22%	17%	22%	21%	26%	18%	22%	29%	25%	37%	17%
Somewhat confident	47%	46%	48%	40%	39%	45%	53%	53%	51%	47%	49%	44%	50%	46%	49%	25%	47%
Not very confident	21%	19%	23%	17%	22%	24%	18%	22%	21%	23%	18%	25%	21%	19%	22%	13%	24%
Not confident at all	6%	5%	8%	7%	6%	9%	5%	7%	5%	7%	5%	9%	6%	5%	4%	25%	10%
Have never heard this phrase before	2%	1%	2%	2%	2%	3%	2%	1%	1%	1%	1%	3%	2%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(136.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	18%	24%	16%	17%	11%	16%	16%	18%	18%	20%	19%	17%	16%	24%	18%	17%	13%
Somewhat confident	51%	44%	56%	51%	55%	55%	48%	48%	47%	48%	55%	50%	59%	54%	52%	51%	46%
Not very confident	22%	23%	20%	23%	26%	19%	21%	24%	30%	19%	18%	23%	20%	16%	21%	23%	28%
Not confident at all	7%	7%	7%	8%	6%	10%	9%	8%	4%	8%	6%	6%	5%	4%	8%	7%	9%
Have never heard this phrase before	2%	3%	2%	2%	1%	0%	5%	1%	1%	5%	2%	3%	0%	2%	1%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(136.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	18%	20%	15%	25%	21%	17%	18%	13%	15%	16%	20%	10%	17%	22%	22%	25%	10%
Somewhat confident	51%	52%	49%	40%	47%	51%	51%	56%	57%	53%	53%	43%	54%	47%	54%	46%	42%
Not very confident	22%	19%	25%	26%	20%	20%	23%	21%	21%	22%	20%	26%	20%	23%	21%	23%	29%
Not confident at all	7%	6%	8%	6%	6%	10%	6%	9%	6%	8%	5%	12%	7%	5%	3%	6%	15%
Have never heard this phrase before	2%	2%	3%	2%	6%	3%	2%	1%	1%	2%	2%	8%	2%	2%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(137.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	15%	23%	14%	8%	12%	11%	13%	16%	14%	17%	13%	17%	8%	21%	12%	16%	10%
Somewhat confident	40%	42%	38%	46%	41%	49%	43%	34%	35%	35%	37%	36%	60%	49%	40%	38%	34%
Not very confident	27%	19%	29%	26%	24%	27%	28%	29%	31%	30%	35%	31%	20%	18%	31%	29%	31%
Not confident at all	14%	12%	15%	18%	20%	12%	7%	17%	16%	12%	12%	14%	12%	9%	15%	13%	19%
Have never heard this phrase before	4%	3%	4%	2%	2%	1%	9%	3%	5%	7%	3%	2%	0%	2%	2%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(137.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	15%	20%	10%	22%	18%	11%	17%	11%	12%	14%	16%	9%	14%	18%	16%	17%	10%
Somewhat confident	40%	45%	35%	39%	40%	42%	37%	39%	43%	39%	44%	35%	42%	41%	52%	34%	33%
Not very confident	27%	22%	33%	23%	23%	27%	31%	28%	31%	30%	26%	29%	28%	27%	18%	34%	29%
Not confident at all	14%	10%	17%	11%	14%	15%	12%	19%	12%	15%	11%	18%	13%	10%	11%	14%	21%
Have never heard this phrase before	4%	3%	4%	5%	6%	5%	3%	2%	2%	3%	3%	9%	3%	4%	3%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(138.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	22%	27%	21%	13%	16%	20%	20%	25%	28%	26%	19%	25%	21%	27%	22%	21%	17%
Somewhat confident	47%	48%	47%	52%	53%	54%	49%	44%	34%	39%	47%	39%	48%	51%	48%	44%	43%
Not very confident	22%	18%	23%	24%	24%	17%	19%	21%	29%	25%	19%	23%	25%	17%	22%	22%	25%
Not confident at all	8%	4%	8%	8%	7%	8%	7%	10%	8%	6%	14%	10%	2%	3%	7%	10%	11%
Have never heard this phrase before	2%	3%	2%	3%	0%	0%	6%	0%	1%	4%	0%	3%	5%	2%	1%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(138.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	22%	25%	19%	36%	23%	21%	19%	15%	17%	18%	24%	18%	18%	28%	26%	29%	17%
Somewhat confident	47%	47%	47%	40%	45%	45%	48%	52%	50%	46%	50%	43%	50%	46%	50%	42%	43%
Not very confident	22%	19%	24%	16%	19%	23%	23%	22%	25%	26%	19%	22%	23%	19%	18%	23%	27%
Not confident at all	8%	8%	8%	5%	10%	7%	8%	8%	7%	9%	5%	11%	8%	6%	3%	6%	9%
Have never heard this phrase before	2%	2%	3%	2%	4%	3%	2%	2%	1%	1%	2%	5%	2%	2%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(139.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	17%	20%	14%	13%	14%	14%	14%	17%	20%	20%	17%	22%	25%	21%	16%	19%	11%
Somewhat confident	42%	42%	40%	48%	45%	44%	45%	45%	43%	39%	43%	35%	27%	47%	45%	41%	36%
Not very confident	26%	25%	29%	24%	24%	28%	22%	22%	24%	24%	27%	32%	40%	21%	25%	23%	33%
Not confident at all	11%	9%	12%	12%	14%	12%	11%	12%	11%	13%	10%	8%	7%	9%	11%	12%	13%
Have never heard this phrase before	4%	4%	5%	3%	2%	2%	8%	3%	1%	5%	2%	3%	0%	2%	3%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(139.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	17%	20%	14%	24%	20%	14%	18%	10%	15%	16%	18%	12%	16%	20%	19%	25%	13%
Somewhat confident	42%	42%	43%	36%	39%	42%	43%	47%	45%	41%	44%	40%	45%	42%	49%	24%	38%
Not very confident	26%	24%	28%	23%	23%	28%	26%	29%	26%	27%	27%	24%	26%	24%	23%	27%	29%
Not confident at all	11%	11%	12%	13%	12%	12%	9%	11%	12%	12%	9%	13%	10%	11%	7%	19%	14%
Have never heard this phrase before	4%	3%	4%	5%	5%	4%	3%	3%	3%	3%	2%	10%	3%	4%	1%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(140.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	12%	19%	10%	8%	7%	5%	11%	10%	16%	13%	14%	14%	8%	18%	10%	13%	6%
Somewhat confident	31%	32%	30%	32%	34%	32%	34%	28%	30%	27%	35%	19%	39%	40%	32%	27%	23%
Not very confident	33%	28%	33%	38%	36%	41%	28%	33%	23%	31%	37%	38%	23%	27%	32%	34%	39%
Not confident at all	16%	10%	17%	17%	15%	15%	17%	19%	23%	18%	10%	17%	30%	11%	17%	16%	21%
Have never heard this phrase before	9%	10%	10%	6%	9%	8%	10%	11%	8%	11%	4%	11%	0%	4%	9%	11%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(140.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	12%	16%	8%	12%	19%	13%	10%	7%	8%	11%	13%	6%	10%	14%	13%	17%	6%
Somewhat confident	31%	37%	24%	28%	31%	27%	30%	32%	36%	30%	36%	20%	33%	32%	43%	19%	18%
Not very confident	33%	27%	38%	30%	24%	32%	39%	38%	34%	33%	32%	37%	33%	32%	24%	34%	37%
Not confident at all	16%	12%	20%	16%	17%	15%	14%	18%	16%	18%	13%	20%	17%	13%	15%	27%	22%
Have never heard this phrase before	9%	7%	10%	14%	10%	12%	7%	5%	7%	9%	6%	18%	6%	9%	6%	4%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(141.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	26%	28%	25%	25%	19%	28%	21%	27%	34%	28%	25%	32%	39%	32%	26%	28%	19%
Somewhat confident	44%	44%	42%	48%	51%	42%	49%	43%	41%	41%	44%	38%	45%	47%	46%	40%	44%
Not very confident	18%	20%	22%	16%	16%	18%	17%	18%	15%	19%	17%	20%	11%	14%	18%	19%	22%
Not confident at all	8%	5%	7%	8%	10%	11%	9%	9%	7%	8%	11%	6%	4%	5%	8%	10%	10%
Have never heard this phrase before	3%	3%	3%	2%	4%	1%	5%	2%	3%	4%	3%	5%	0%	2%	2%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(141.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	26%	28%	25%	32%	32%	25%	28%	19%	22%	25%	29%	17%	25%	33%	27%	28%	17%
Somewhat confident	44%	43%	46%	38%	37%	44%	48%	51%	47%	44%	45%	46%	44%	42%	50%	46%	48%
Not very confident	18%	18%	19%	19%	19%	20%	15%	18%	18%	19%	17%	23%	19%	17%	16%	15%	23%
Not confident at all	8%	9%	7%	8%	8%	9%	6%	9%	9%	10%	6%	9%	9%	6%	6%	12%	9%
Have never heard this phrase before	3%	3%	3%	3%	5%	2%	3%	2%	3%	2%	2%	6%	3%	2%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(142.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	7%	14%	5%	3%	4%	9%	6%	9%	6%	9%	6%	5%	4%	12%	5%	8%	4%
Somewhat confident	26%	29%	24%	28%	26%	21%	28%	18%	29%	29%	26%	22%	23%	33%	24%	26%	19%
Not very confident	34%	27%	37%	39%	26%	40%	38%	29%	32%	31%	39%	38%	35%	32%	34%	35%	35%
Not confident at all	19%	17%	21%	16%	25%	20%	13%	25%	19%	13%	17%	20%	19%	14%	22%	18%	21%
Have never heard this phrase before	15%	13%	14%	14%	19%	10%	15%	19%	14%	17%	12%	15%	18%	10%	15%	14%	21%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(142.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	7%	10%	4%	11%	10%	9%	7%	3%	5%	6%	9%	3%	8%	9%	9%	3%	3%
Somewhat confident	26%	30%	21%	32%	29%	28%	20%	22%	24%	23%	28%	21%	24%	29%	34%	23%	16%
Not very confident	34%	31%	36%	25%	26%	34%	42%	39%	35%	35%	34%	34%	33%	32%	30%	38%	38%
Not confident at all	19%	16%	22%	18%	16%	17%	17%	23%	21%	18%	18%	23%	20%	17%	14%	18%	23%
Have never heard this phrase before	15%	12%	17%	14%	20%	12%	14%	14%	15%	17%	11%	19%	15%	13%	12%	18%	19%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(143.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	11%	21%	8%	5%	8%	8%	6%	8%	12%	14%	9%	16%	12%	18%	10%	8%	7%
Somewhat confident	31%	34%	35%	32%	30%	35%	31%	35%	29%	28%	30%	24%	18%	41%	29%	33%	22%
Not very confident	30%	26%	27%	36%	32%	28%	37%	26%	33%	25%	39%	26%	27%	25%	31%	29%	34%
Not confident at all	15%	11%	17%	16%	19%	16%	11%	16%	16%	16%	12%	18%	23%	10%	16%	16%	19%
Have never heard this phrase before	13%	8%	13%	11%	11%	13%	14%	15%	11%	17%	10%	17%	20%	6%	13%	15%	18%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(143.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	11%	15%	7%	16%	14%	12%	10%	6%	9%	9%	14%	7%	10%	14%	14%	17%	5%
Somewhat confident	31%	36%	27%	31%	30%	32%	31%	32%	31%	30%	34%	26%	31%	34%	45%	15%	25%
Not very confident	30%	26%	34%	25%	23%	28%	35%	34%	33%	31%	30%	28%	33%	28%	24%	39%	27%
Not confident at all	15%	14%	16%	16%	16%	14%	14%	16%	16%	16%	12%	22%	15%	14%	10%	10%	22%
Have never heard this phrase before	13%	9%	16%	11%	16%	13%	11%	13%	11%	14%	10%	17%	12%	10%	7%	20%	21%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(144.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	16%	21%	14%	10%	10%	16%	16%	17%	18%	19%	14%	17%	18%	23%	16%	17%	8%
Somewhat confident	48%	49%	47%	52%	51%	50%	46%	46%	44%	42%	50%	45%	45%	53%	49%	48%	40%
Not very confident	23%	15%	25%	26%	26%	23%	23%	22%	22%	23%	26%	27%	21%	16%	23%	22%	32%
Not confident at all	9%	10%	9%	8%	10%	9%	6%	9%	14%	10%	6%	6%	15%	6%	9%	8%	12%
Have never heard this phrase before	4%	5%	3%	4%	3%	2%	8%	6%	2%	6%	3%	5%	0%	2%	3%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(144.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	16%	21%	11%	15%	20%	16%	17%	10%	16%	16%	18%	10%	18%	17%	18%	25%	10%
Somewhat confident	48%	48%	48%	38%	42%	49%	50%	50%	54%	49%	51%	37%	50%	49%	53%	43%	38%
Not very confident	23%	20%	26%	27%	24%	22%	22%	24%	20%	24%	21%	30%	21%	22%	20%	20%	32%
Not confident at all	9%	8%	10%	12%	7%	9%	8%	12%	7%	9%	7%	12%	8%	8%	7%	12%	14%
Have never heard this phrase before	4%	3%	5%	7%	8%	4%	3%	3%	2%	3%	3%	12%	4%	4%	2%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(145.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	16%	26%	13%	10%	9%	14%	12%	14%	23%	19%	17%	16%	24%	21%	15%	18%	11%
Somewhat confident	47%	43%	54%	53%	51%	46%	49%	42%	38%	43%	45%	42%	43%	52%	46%	45%	44%
Not very confident	25%	22%	21%	28%	24%	27%	24%	30%	26%	24%	27%	24%	28%	20%	27%	25%	27%
Not confident at all	10%	7%	11%	7%	15%	12%	9%	13%	9%	10%	9%	14%	0%	6%	10%	10%	14%
Have never heard this phrase before	2%	2%	2%	2%	1%	1%	7%	1%	4%	3%	1%	3%	5%	2%	2%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(145.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	16%	20%	12%	22%	25%	17%	14%	10%	10%	14%	18%	12%	15%	17%	20%	16%	13%
Somewhat confident	47%	47%	46%	51%	40%	46%	49%	48%	47%	45%	50%	42%	47%	48%	49%	29%	42%
Not very confident	25%	20%	29%	16%	21%	23%	27%	29%	30%	28%	22%	27%	26%	23%	23%	30%	28%
Not confident at all	10%	9%	11%	8%	11%	12%	8%	11%	11%	11%	8%	13%	9%	10%	4%	25%	12%
Have never heard this phrase before	2%	3%	2%	3%	3%	2%	3%	2%	2%	2%	2%	6%	2%	2%	4%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(146.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	6%	14%	7%	3%	3%	5%	3%	6%	7%	5%	5%	6%	3%	10%	4%	7%	4%
Somewhat confident	19%	24%	16%	19%	13%	21%	24%	13%	15%	19%	19%	14%	22%	24%	21%	16%	13%
Not very confident	35%	26%	39%	34%	35%	32%	37%	33%	43%	37%	38%	42%	27%	36%	33%	37%	34%
Not confident at all	19%	20%	19%	21%	20%	20%	14%	22%	12%	13%	22%	13%	25%	15%	20%	18%	20%
Have never heard this phrase before	22%	16%	19%	23%	29%	22%	22%	25%	23%	26%	16%	25%	22%	15%	22%	23%	28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(146.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	6%	8%	4%	11%	9%	9%	5%	3%	2%	5%	7%	4%	6%	9%	7%	9%	2%
Somewhat confident	19%	22%	15%	24%	24%	19%	16%	16%	14%	15%	22%	18%	17%	21%	26%	15%	12%
Not very confident	35%	35%	35%	34%	28%	37%	35%	36%	39%	37%	35%	32%	36%	35%	34%	29%	36%
Not confident at all	19%	18%	19%	16%	19%	16%	20%	19%	19%	18%	18%	20%	19%	17%	14%	22%	21%
Have never heard this phrase before	22%	17%	27%	15%	20%	20%	23%	26%	25%	25%	18%	27%	22%	18%	19%	26%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(147.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very confident	6%	12%	3%	3%	5%	3%	5%	3%	5%	6%	6%	9%	3%	8%	6%	5%	3%
Somewhat confident	15%	22%	12%	16%	13%	15%	17%	12%	15%	18%	11%	12%	21%	21%	14%	15%	11%
Not very confident	32%	33%	37%	29%	27%	29%	36%	36%	32%	29%	34%	32%	24%	31%	29%	36%	34%
Not confident at all	19%	15%	23%	24%	20%	23%	15%	20%	23%	17%	20%	19%	19%	18%	24%	15%	21%
Have never heard this phrase before	27%	18%	25%	28%	36%	30%	27%	28%	25%	31%	28%	28%	32%	22%	28%	29%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(147.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very confident	6%	8%	3%	12%	7%	9%	3%	1%	2%	3%	7%	5%	5%	7%	6%	7%	3%
Somewhat confident	15%	21%	11%	16%	25%	16%	15%	10%	12%	15%	17%	13%	15%	17%	21%	6%	12%
Not very confident	32%	32%	32%	35%	26%	33%	33%	35%	32%	32%	32%	34%	30%	32%	33%	32%	34%
Not confident at all	19%	18%	21%	20%	18%	18%	21%	22%	19%	18%	20%	20%	20%	20%	18%	16%	18%
Have never heard this phrase before	27%	22%	33%	18%	24%	24%	29%	32%	35%	32%	24%	28%	30%	24%	22%	39%	32%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(148.A) Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can pay their staff more

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	4%	11%	3%	3%	2%	5%	1%	5%	2%	4%	7%	2%	0%	6%	4%	3%	4%
Agree	16%	19%	14%	18%	12%	11%	20%	11%	14%	20%	11%	15%	15%	18%	16%	14%	14%
Neither Agree nor Disagree	35%	29%	36%	33%	48%	43%	38%	39%	29%	31%	34%	26%	26%	34%	35%	37%	35%
Disagree	27%	24%	27%	29%	25%	27%	20%	32%	36%	29%	26%	32%	23%	26%	28%	27%	28%
Strongly Disagree	13%	13%	15%	13%	8%	8%	15%	10%	14%	10%	17%	13%	34%	13%	13%	15%	13%
Don't Know	5%	3%	5%	4%	5%	7%	6%	3%	5%	6%	4%	11%	2%	4%	5%	4%	7%
Total Agree:	20%	30%	17%	21%	13%	16%	21%	16%	16%	24%	19%	17%	15%	24%	19%	17%	18%
Total Disagree:	40%	37%	41%	42%	33%	34%	35%	42%	50%	40%	43%	45%	57%	39%	41%	42%	40%
Net:	-20%	-7%	-24%	-22%	-20%	-18%	-13%	-26%	-33%	-16%	-24%	-28%	-42%	-15%	-21%	-25%	-22%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(148.B) Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can pay their staff more

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	4%	6%	2%	11%	6%	7%	2%	0%	1%	2%	6%	4%	3%	5%	8%	6%	3%
Agree	16%	17%	14%	29%	25%	17%	9%	7%	9%	12%	16%	18%	12%	18%	20%	8%	15%
Neither Agree nor Disagree	35%	34%	36%	32%	30%	30%	35%	44%	40%	35%	37%	32%	37%	35%	38%	23%	27%
Disagree	27%	25%	28%	16%	19%	29%	33%	27%	33%	30%	27%	24%	30%	25%	24%	35%	29%
Strongly Disagree	13%	13%	13%	7%	15%	12%	16%	17%	12%	17%	10%	14%	14%	11%	6%	25%	20%
Don't Know	5%	4%	6%	4%	5%	4%	6%	4%	5%	4%	5%	8%	4%	5%	5%	3%	6%
Total Agree:	20%	23%	17%	40%	31%	24%	11%	7%	10%	14%	22%	21%	16%	23%	28%	14%	18%
Total Disagree:	40%	39%	41%	24%	34%	41%	48%	44%	45%	47%	37%	39%	44%	36%	30%	60%	49%
Net:	-20%	-16%	-25%	17%	-4%	-17%	-38%	-37%	-35%	-33%	-16%	-17%	-28%	-14%	-2%	-46%	-30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(149.A) Do you agree or disagree with the following:: Businesses should make their goods more expensive so they can reduce their impact on the environment

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	5%	11%	4%	4%	2%	3%	3%	5%	1%	5%	4%	5%	3%	7%	4%	3%	4%
Agree	15%	25%	12%	13%	15%	13%	16%	12%	13%	12%	15%	13%	13%	18%	16%	12%	12%
Neither Agree nor Disagree	32%	25%	32%	37%	39%	44%	34%	35%	27%	27%	33%	29%	20%	34%	30%	32%	32%
Disagree	28%	21%	34%	30%	27%	21%	28%	29%	35%	33%	26%	30%	25%	25%	29%	31%	29%
Strongly Disagree	15%	14%	15%	12%	11%	11%	13%	14%	18%	17%	18%	14%	35%	12%	14%	18%	15%
Don't Know	5%	4%	3%	5%	6%	8%	5%	4%	6%	7%	4%	9%	4%	4%	6%	4%	8%
Total Agree:	20%	36%	16%	17%	17%	16%	20%	17%	14%	17%	19%	18%	16%	25%	21%	15%	16%
Total Disagree:	43%	35%	49%	42%	38%	32%	41%	43%	53%	50%	44%	44%	59%	38%	43%	49%	44%
Net:	-23%	1%	-34%	-25%	-21%	-16%	-21%	-27%	-38%	-33%	-25%	-26%	-44%	-12%	-23%	-33%	-28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(149.B) Do you agree or disagree with the following: Businesses should make their goods more expensive so they can reduce their impact on the environment

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	5%	7%	3%	11%	5%	9%	2%	0%	2%	2%	6%	4%	5%	5%	6%	6%	3%
Agree	15%	17%	13%	26%	25%	13%	11%	8%	10%	11%	18%	14%	11%	19%	23%	12%	12%
Neither Agree nor Disagree	32%	30%	35%	30%	27%	29%	36%	33%	37%	31%	33%	31%	33%	30%	38%	19%	26%
Disagree	28%	26%	30%	23%	21%	28%	30%	34%	33%	32%	27%	22%	31%	29%	20%	28%	29%
Strongly Disagree	15%	16%	14%	5%	14%	17%	17%	21%	14%	20%	11%	20%	16%	12%	9%	29%	24%
Don't Know	5%	4%	6%	4%	8%	5%	5%	5%	5%	4%	4%	9%	4%	5%	3%	6%	7%
Total Agree:	20%	24%	15%	37%	30%	22%	13%	8%	11%	13%	24%	18%	16%	24%	29%	18%	14%
Total Disagree:	43%	42%	44%	28%	35%	45%	46%	54%	47%	51%	38%	42%	47%	41%	30%	57%	53%
Net:	-23%	-18%	-28%	9%	-6%	-23%	-33%	-46%	-35%	-38%	-14%	-25%	-31%	-17%	-1%	-39%	-39%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(150.A) Do you agree or disagree with the following:: Businesses can afford to reduce their impact on the environment without having to raise prices

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	19%	24%	17%	21%	12%	17%	16%	26%	9%	16%	24%	22%	22%	19%	19%	18%	20%
Agree	43%	39%	45%	40%	45%	49%	46%	38%	48%	42%	38%	49%	38%	45%	43%	42%	41%
Neither Agree nor Disagree	22%	23%	24%	27%	27%	18%	16%	21%	23%	26%	18%	9%	22%	21%	22%	22%	22%
Disagree	7%	5%	6%	8%	7%	9%	7%	7%	8%	6%	11%	5%	6%	7%	6%	9%	7%
Strongly Disagree	2%	4%	1%	1%	1%	0%	4%	2%	4%	2%	2%	1%	0%	3%	2%	1%	2%
Don't Know	7%	5%	7%	4%	8%	6%	11%	5%	8%	9%	7%	14%	12%	6%	7%	8%	9%
Total Agree:	62%	63%	62%	61%	57%	66%	62%	64%	57%	58%	62%	72%	60%	63%	63%	60%	61%
Total Disagree:	9%	9%	7%	9%	9%	9%	11%	9%	12%	7%	13%	5%	6%	9%	8%	10%	8%
Net:	53%	54%	55%	52%	48%	57%	51%	55%	45%	51%	49%	66%	54%	54%	55%	50%	53%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(150.B) Do you agree or disagree with the following:: Businesses can afford to reduce their impact on the environment without having to raise prices

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	19%	20%	18%	26%	21%	27%	16%	14%	12%	18%	20%	20%	15%	22%	17%	19%	20%
Agree	43%	42%	44%	46%	40%	38%	46%	42%	45%	44%	42%	38%	42%	47%	40%	38%	39%
Neither Agree nor Disagree	22%	24%	20%	16%	23%	21%	19%	23%	26%	21%	23%	20%	25%	17%	27%	32%	19%
Disagree	7%	6%	8%	7%	6%	6%	7%	9%	8%	8%	7%	8%	8%	6%	7%	0%	9%
Strongly Disagree	2%	2%	2%	1%	3%	1%	2%	2%	2%	2%	2%	2%	3%	1%	3%	0%	2%
Don't Know	7%	6%	9%	4%	9%	7%	9%	9%	7%	7%	7%	12%	7%	6%	6%	11%	12%
Total Agree:	62%	62%	62%	72%	60%	65%	63%	56%	57%	62%	61%	58%	57%	69%	57%	58%	58%
Total Disagree:	9%	8%	9%	8%	8%	7%	9%	12%	10%	10%	8%	10%	10%	7%	10%	0%	11%
Net:	53%	53%	52%	64%	52%	58%	54%	45%	47%	52%	53%	48%	47%	62%	46%	58%	48%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(151.A) Do you agree or disagree with the following:: Businesses can afford to pay their staff more without having to raise prices

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	18%	20%	17%	20%	13%	19%	14%	23%	20%	17%	18%	20%	24%	17%	18%	17%	21%
Agree	39%	44%	38%	39%	37%	43%	35%	39%	30%	41%	38%	43%	26%	41%	40%	37%	37%
Neither Agree nor Disagree	24%	21%	28%	25%	33%	24%	24%	19%	33%	25%	17%	19%	28%	25%	23%	25%	25%
Disagree	9%	8%	10%	11%	9%	7%	10%	10%	8%	7%	18%	7%	9%	10%	10%	11%	7%
Strongly Disagree	2%	2%	1%	3%	1%	1%	5%	3%	3%	2%	1%	1%	10%	3%	1%	4%	2%
Don't Know	7%	5%	6%	4%	8%	6%	11%	5%	6%	8%	7%	11%	2%	6%	8%	5%	8%
Total Agree:	57%	64%	55%	58%	49%	62%	49%	62%	50%	58%	57%	63%	50%	58%	58%	54%	58%
Total Disagree:	12%	10%	11%	13%	10%	8%	15%	14%	11%	9%	19%	8%	20%	12%	11%	15%	9%
Net:	45%	54%	44%	45%	40%	54%	35%	48%	39%	49%	38%	55%	30%	45%	48%	39%	49%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(151.B) Do you agree or disagree with the following: Businesses can afford to pay their staff more without having to raise prices

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	18%	19%	17%	25%	22%	22%	17%	15%	11%	17%	17%	21%	12%	24%	13%	24%	24%
Agree	39%	38%	40%	46%	38%	39%	38%	34%	39%	38%	40%	33%	39%	42%	43%	31%	28%
Neither Agree nor Disagree	24%	25%	24%	18%	22%	24%	25%	26%	30%	25%	25%	27%	28%	21%	26%	20%	25%
Disagree	9%	9%	10%	6%	7%	7%	12%	15%	10%	12%	9%	7%	12%	6%	10%	6%	11%
Strongly Disagree	2%	3%	2%	1%	4%	1%	2%	3%	3%	4%	1%	2%	4%	0%	3%	9%	2%
Don't Know	7%	5%	8%	4%	7%	6%	7%	8%	7%	5%	7%	9%	5%	6%	5%	11%	11%
Total Agree:	57%	57%	57%	70%	60%	62%	54%	49%	50%	55%	57%	55%	51%	66%	56%	55%	51%
Total Disagree:	12%	12%	11%	7%	11%	8%	14%	18%	13%	15%	11%	9%	16%	7%	13%	14%	13%
Net:	45%	45%	45%	63%	49%	54%	41%	31%	36%	39%	46%	46%	35%	60%	43%	41%	39%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(152.A) Do you agree or disagree with the following:: At the moment the rich are getting richer at the expense of everyone else

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	39%	41%	32%	37%	31%	35%	38%	46%	43%	41%	45%	45%	50%	37%	40%	40%	39%
Agree	33%	33%	39%	33%	37%	32%	36%	34%	35%	32%	29%	29%	19%	37%	32%	32%	32%
Neither Agree nor Disagree	18%	18%	18%	18%	24%	22%	14%	12%	14%	19%	16%	16%	27%	17%	17%	18%	19%
Disagree	4%	2%	5%	6%	3%	4%	5%	3%	4%	3%	5%	1%	0%	5%	4%	4%	2%
Strongly Disagree	2%	3%	1%	2%	1%	4%	1%	2%	1%	0%	0%	2%	0%	1%	1%	2%	2%
Don't Know	4%	3%	5%	3%	5%	3%	6%	3%	3%	4%	4%	7%	4%	2%	6%	3%	6%
Total Agree:	73%	74%	70%	70%	68%	67%	73%	80%	78%	74%	74%	74%	69%	75%	72%	72%	71%
Total Disagree:	5%	6%	6%	8%	3%	8%	7%	5%	5%	3%	5%	3%	0%	6%	5%	6%	4%
Net:	67%	69%	64%	62%	64%	59%	67%	74%	73%	70%	69%	71%	69%	69%	67%	66%	67%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(152.B) Do you agree or disagree with the following:: At the moment the rich are getting richer at the expense of everyone else

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	39%	38%	39%	37%	40%	43%	40%	38%	36%	36%	42%	33%	29%	51%	40%	57%	36%
Agree	33%	35%	32%	39%	26%	34%	35%	30%	36%	36%	33%	30%	38%	30%	37%	18%	32%
Neither Agree nor Disagree	18%	18%	19%	13%	23%	18%	15%	21%	18%	18%	18%	24%	23%	13%	14%	12%	20%
Disagree	4%	4%	4%	5%	3%	1%	3%	5%	5%	4%	4%	4%	6%	2%	3%	6%	3%
Strongly Disagree	2%	2%	1%	3%	2%	1%	2%	0%	2%	2%	1%	1%	2%	2%	1%	0%	1%
Don't Know	4%	3%	5%	4%	5%	4%	5%	5%	3%	3%	3%	9%	3%	3%	4%	7%	8%
Total Agree:	73%	74%	71%	76%	66%	77%	75%	68%	73%	72%	74%	63%	66%	80%	78%	76%	68%
Total Disagree:	5%	6%	5%	8%	6%	2%	5%	5%	7%	7%	5%	5%	8%	4%	4%	6%	4%
Net:	67%	68%	66%	68%	61%	75%	71%	63%	66%	65%	70%	58%	58%	76%	73%	70%	64%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(153.A) If you had to choose, would you prefer...

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1 - Businesses to pay their staff less and make their products cheaper	6%	11%	7%	5%	3%	5%	8%	4%	6%	7%	2%	4%	15%	7%	7%	7%	5%
2	26%	24%	31%	31%	24%	24%	22%	22%	27%	24%	27%	26%	21%	27%	26%	26%	23%
3	51%	42%	48%	52%	60%	57%	54%	51%	51%	49%	53%	54%	53%	52%	52%	48%	52%
4 - Businesses to pay their staff more and make their products more expensive	17%	23%	14%	12%	13%	15%	16%	23%	17%	19%	18%	15%	11%	15%	15%	19%	19%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(153.B) If you had to choose, would you prefer...

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1 - Businesses to pay their staff less and make their products cheaper	6%	8%	5%	8%	8%	9%	5%	4%	5%	8%	5%	7%	8%	5%	5%	13%	8%
2	26%	26%	25%	17%	28%	23%	30%	27%	26%	29%	25%	25%	29%	23%	24%	37%	27%
3	51%	50%	52%	45%	46%	52%	54%	55%	54%	50%	53%	48%	52%	51%	49%	12%	50%
4 - Businesses to pay their staff more and make their products more expensive	17%	16%	18%	30%	18%	16%	10%	13%	16%	13%	17%	20%	11%	20%	21%	38%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(154.A) If you had to choose, would you prefer...

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1 - Businesses to do less damage to the environment and make their products more expensive	23%	24%	23%	20%	18%	21%	28%	26%	22%	22%	26%	25%	16%	23%	23%	21%	24%
2	51%	44%	56%	57%	58%	57%	48%	47%	53%	51%	49%	52%	53%	54%	55%	46%	50%
3	19%	19%	16%	20%	21%	18%	16%	18%	15%	21%	20%	20%	15%	16%	18%	24%	18%
4 - Businesses to do more damage to the environment and make their products cheaper	7%	12%	5%	3%	3%	5%	7%	10%	10%	5%	5%	3%	15%	6%	4%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(154.B) If you had to choose, would you prefer...

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1 - Businesses to do less damage to the environment and make their products more expensive	23%	22%	24%	27%	26%	24%	18%	22%	22%	18%	26%	25%	18%	26%	31%	27%	21%
2	51%	49%	54%	42%	44%	50%	56%	56%	59%	54%	54%	39%	55%	51%	46%	41%	49%
3	19%	21%	17%	19%	22%	19%	22%	17%	14%	21%	15%	27%	19%	16%	17%	28%	24%
4 - Businesses to do more damage to the environment and make their products cheaper	7%	8%	5%	12%	8%	7%	5%	5%	5%	7%	6%	10%	8%	6%	7%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(155.A) If you had to choose, would you prefer...

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
1 - A cap so that people who run businesses cannot earn more than a certain amount more than their lowest paid worker, to stop the divide between the richest and poorest growing	35%	31%	35%	37%	30%	39%	32%	40%	37%	35%	37%	34%	35%	33%	37%	35%	34%
2	33%	33%	31%	33%	35%	30%	32%	34%	36%	35%	36%	33%	32%	35%	35%	32%	32%
3	21%	22%	21%	25%	25%	23%	21%	17%	21%	18%	15%	20%	17%	21%	22%	20%	21%
4 - No cap so people who run businesses can earn any amount more than their lowest paid worker, to incentivise people to start businesses and create more jobs	11%	14%	13%	5%	9%	8%	15%	10%	6%	12%	12%	13%	15%	12%	7%	14%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(155.B) If you had to choose, would you prefer...

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
1 - A cap so that people who run businesses cannot earn more than a certain amount more than their lowest paid worker, to stop the divide between the richest and poorest growing	35%	33%	36%	40%	29%	36%	35%	34%	35%	31%	37%	32%	25%	42%	35%	42%	36%
2	33%	32%	34%	31%	36%	32%	37%	35%	30%	33%	32%	38%	34%	29%	37%	34%	36%
3	21%	22%	19%	17%	25%	24%	19%	18%	20%	22%	21%	18%	25%	19%	18%	9%	19%
4 - No cap so people who run businesses can earn any amount more than their lowest paid worker, to incentivise people to start businesses and create more jobs	11%	12%	10%	13%	10%	8%	8%	13%	15%	14%	10%	13%	15%	10%	10%	15%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.A) How well off would you say you feel?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
I am very comfortable financially	8%	16%	7%	6%	4%	4%	5%	6%	4%	11%	8%	3%	5%	16%	7%	3%	3%
I am relatively comfortable financially	36%	40%	37%	33%	34%	41%	36%	32%	41%	30%	36%	35%	33%	49%	36%	35%	23%
I do not have money for luxuries but can normally comfortably cover the essentials	39%	29%	41%	40%	44%	36%	43%	43%	34%	43%	42%	37%	28%	27%	42%	41%	47%
I can only just afford my costs and often struggle to make ends meet	15%	13%	13%	17%	15%	16%	14%	15%	15%	12%	11%	17%	32%	7%	13%	17%	23%
I cannot afford my costs and often have to go without essentials like food and heating	3%	1%	3%	4%	2%	3%	1%	5%	6%	4%	2%	8%	2%	1%	3%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.B) How well off would you say you feel?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
I am very comfortable financially	8%	11%	5%	6%	12%	8%	4%	6%	8%	6%	10%	6%	8%	7%	17%	8%	4%
I am relatively comfortable financially	36%	41%	31%	27%	30%	33%	38%	38%	46%	37%	40%	24%	42%	31%	43%	15%	26%
I do not have money for luxuries but can normally comfortably cover the essentials	39%	33%	45%	42%	39%	39%	36%	39%	38%	39%	34%	49%	35%	41%	29%	40%	48%
I can only just afford my costs and often struggle to make ends meet	15%	13%	16%	21%	16%	16%	17%	14%	6%	15%	13%	17%	12%	18%	9%	22%	17%
I cannot afford my costs and often have to go without essentials like food and heating	3%	3%	3%	4%	3%	4%	5%	3%	1%	4%	2%	4%	3%	4%	2%	14%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(157.A) Which of the following comes closest to your view?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Living a more sustainable lifestyle is generally cheaper	9%	12%	5%	13%	8%	7%	8%	10%	4%	7%	13%	8%	8%	9%	8%	9%	9%
Living a more sustainable lifestyle costs about the same	28%	39%	25%	29%	23%	35%	25%	22%	24%	26%	27%	22%	22%	31%	26%	27%	26%
Living a more sustainable lifestyle is generally more expensive	55%	44%	60%	54%	57%	53%	55%	60%	61%	54%	52%	54%	60%	56%	58%	53%	51%
Don't Know	9%	5%	10%	4%	12%	6%	12%	8%	11%	13%	8%	15%	10%	5%	9%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(157.B) Which of the following comes closest to your view?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Living a more sustainable lifestyle is generally cheaper	9%	9%	8%	14%	9%	16%	6%	5%	4%	7%	9%	11%	8%	10%	10%	0%	10%
Living a more sustainable lifestyle costs about the same	28%	32%	23%	34%	37%	25%	20%	23%	28%	26%	30%	24%	26%	33%	33%	23%	19%
Living a more sustainable lifestyle is generally more expensive	55%	51%	58%	43%	46%	52%	64%	61%	58%	57%	54%	51%	58%	49%	55%	77%	55%
Don't Know	9%	8%	11%	9%	8%	7%	9%	11%	10%	9%	7%	14%	8%	9%	2%	0%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(158.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Installing better insulation in a house

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Would typically cost money overall	15%	17%	14%	21%	15%	14%	15%	11%	10%	12%	14%	6%	24%	17%	14%	16%	12%
Would typically break even, saving as much as it costs	25%	29%	21%	25%	21%	29%	29%	27%	21%	25%	19%	25%	25%	26%	26%	24%	22%
Would typically save money overall	50%	45%	53%	44%	51%	46%	45%	54%	63%	48%	59%	49%	45%	51%	49%	50%	50%
Don't Know	11%	9%	13%	9%	12%	10%	11%	7%	6%	16%	8%	20%	6%	6%	11%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(158.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Installing better insulation in a house

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Would typically cost money overall	15%	16%	13%	18%	16%	14%	14%	11%	14%	15%	13%	16%	16%	13%	17%	19%	14%
Would typically break even, saving as much as it costs	25%	27%	23%	35%	26%	25%	23%	22%	20%	25%	25%	24%	24%	25%	23%	32%	25%
Would typically save money overall	50%	48%	52%	35%	44%	50%	52%	57%	59%	50%	54%	41%	51%	51%	53%	40%	46%
Don't Know	11%	9%	13%	13%	14%	12%	10%	10%	7%	10%	9%	18%	9%	11%	7%	8%	15%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(159.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Only buying second hand clothes

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Would typically cost money overall	7%	13%	6%	7%	7%	5%	7%	3%	0%	12%	4%	8%	3%	8%	6%	8%	7%
Would typically break even, saving as much as it costs	17%	28%	15%	23%	16%	17%	13%	15%	8%	14%	14%	17%	6%	20%	15%	17%	15%
Would typically save money overall	61%	49%	67%	54%	63%	65%	63%	67%	70%	57%	65%	54%	80%	59%	63%	63%	61%
Don't Know	15%	11%	13%	16%	15%	12%	17%	15%	21%	17%	16%	22%	10%	13%	16%	12%	18%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(159.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Only buying second hand clothes

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Would typically cost money overall	7%	8%	6%	15%	8%	10%	4%	3%	4%	6%	7%	12%	6%	8%	9%	23%	7%
Would typically break even, saving as much as it costs	17%	19%	14%	22%	24%	19%	13%	12%	13%	16%	17%	19%	17%	17%	18%	21%	19%
Would typically save money overall	61%	57%	65%	52%	52%	52%	69%	70%	70%	64%	63%	50%	63%	61%	62%	50%	56%
Don't Know	15%	15%	14%	11%	16%	19%	14%	15%	14%	14%	13%	20%	14%	14%	10%	7%	18%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(160.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying a reusable coffee cup for takeaway coffees

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Would typically cost money overall	11%	13%	10%	15%	9%	13%	11%	10%	8%	8%	14%	10%	7%	12%	10%	13%	9%
Would typically break even, saving as much as it costs	24%	25%	18%	24%	28%	29%	26%	24%	23%	25%	20%	21%	28%	22%	24%	26%	25%
Would typically save money overall	48%	50%	57%	40%	45%	44%	45%	50%	53%	46%	51%	40%	44%	51%	49%	46%	46%
Don't Know	17%	12%	14%	21%	18%	14%	18%	16%	16%	20%	15%	30%	21%	15%	17%	15%	20%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(160.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying a reusable coffee cup for takeaway coffees

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Would typically cost money overall	11%	14%	9%	16%	11%	15%	9%	8%	9%	11%	10%	13%	12%	9%	11%	23%	14%
Would typically break even, saving as much as it costs	24%	28%	20%	32%	33%	23%	19%	20%	19%	22%	26%	21%	23%	29%	24%	19%	22%
Would typically save money overall	48%	42%	53%	43%	41%	44%	54%	52%	53%	49%	48%	45%	48%	49%	50%	41%	45%
Don't Know	17%	16%	18%	10%	15%	19%	18%	21%	19%	18%	15%	21%	17%	14%	15%	17%	19%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(161.A) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying an electric vehicle (EV)

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Would typically cost money overall	36%	32%	36%	32%	40%	43%	36%	36%	37%	34%	36%	32%	42%	36%	34%	42%	31%
Would typically break even, saving as much as it costs	22%	26%	23%	30%	16%	24%	19%	22%	21%	20%	19%	18%	19%	28%	22%	20%	17%
Would typically save money overall	20%	24%	18%	16%	15%	20%	25%	18%	31%	17%	21%	17%	17%	21%	18%	19%	21%
Don't Know	23%	18%	23%	22%	29%	14%	21%	24%	11%	29%	24%	33%	22%	16%	25%	19%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(161.B) For each of the following, please indicate if you would expect it to save more money than it costs, or cost more money than it saves?: Buying an electric vehicle (EV)

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Would typically cost money overall	36%	39%	32%	26%	28%	31%	39%	44%	44%	43%	31%	32%	43%	28%	34%	63%	34%
Would typically break even, saving as much as it costs	22%	23%	21%	28%	29%	25%	21%	17%	14%	18%	26%	20%	19%	25%	31%	16%	18%
Would typically save money overall	20%	20%	19%	28%	23%	21%	14%	16%	17%	18%	21%	18%	19%	21%	17%	9%	21%
Don't Know	23%	18%	28%	17%	20%	24%	26%	23%	25%	21%	22%	30%	19%	26%	18%	12%	26%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(162.A) In your view, are businesses generally paying their frontline and junior staff too much, too little or about the right amount?

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Businesses are paying their junior and frontline staff much too much	3%	9%	1%	1%	0%	2%	7%	2%	2%	3%	2%	2%	0%	5%	3%	2%	3%
Businesses are paying their junior and frontline staff too much	6%	14%	4%	6%	2%	7%	8%	6%	3%	6%	2%	5%	8%	9%	4%	8%	5%
Businesses are paying their junior and frontline staff about the right amount	19%	22%	18%	26%	16%	16%	18%	17%	16%	16%	20%	18%	21%	23%	17%	23%	12%
Businesses are paying their junior and frontline staff too little	32%	24%	41%	29%	33%	32%	30%	29%	32%	34%	34%	32%	21%	33%	32%	29%	31%
Businesses are paying their junior and frontline staff much too little	13%	11%	14%	15%	12%	14%	7%	16%	12%	14%	16%	17%	10%	11%	15%	13%	14%
Don't Know	27%	19%	23%	22%	37%	28%	30%	30%	36%	28%	26%	26%	40%	20%	29%	24%	35%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(162.B) In your view, are businesses generally paying their frontline and junior staff too much, too little or about the right amount?

	Gender		Age						EU 2016 Vote			2019					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Businesses are paying their junior and frontline staff much too much	3%	4%	2%	10%	2%	6%	1%	1%	1%	2%	4%	3%	3%	4%	5%	0%	1%
Businesses are paying their junior and frontline staff too much	6%	8%	5%	16%	11%	9%	2%	2%	1%	7%	6%	5%	6%	9%	7%	0%	5%
Businesses are paying their junior and frontline staff about the right amount	19%	21%	17%	15%	19%	16%	18%	22%	21%	23%	18%	13%	24%	16%	20%	32%	13%
Businesses are paying their junior and frontline staff too little	32%	31%	32%	25%	29%	27%	34%	34%	38%	32%	34%	23%	32%	33%	32%	36%	27%
Businesses are paying their junior and frontline staff much too little	13%	12%	14%	18%	14%	17%	14%	8%	8%	9%	14%	16%	7%	18%	14%	12%	17%
Don't Know	27%	23%	31%	17%	25%	25%	30%	33%	31%	27%	24%	40%	28%	20%	21%	20%	37%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(163.A) Which of the following comes closest to your view:

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Businesses could afford to pay their junior and frontline staff more, they are just choosing not to	54%	57%	52%	53%	45%	57%	52%	54%	46%	58%	60%	58%	33%	54%	55%	53%	51%
Businesses are already paying their junior and frontline staff as much as they can afford to	17%	22%	19%	19%	14%	13%	18%	15%	22%	12%	17%	16%	28%	22%	14%	20%	14%
Don't Know	29%	21%	29%	27%	41%	30%	30%	31%	32%	30%	23%	25%	40%	23%	31%	27%	35%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(163.B) Which of the following comes closest to your view:

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Businesses could afford to pay their junior and frontline staff more, they are just choosing not to	54%	55%	52%	60%	59%	53%	54%	49%	48%	51%	56%	48%	48%	63%	55%	73%	50%
Businesses are already paying their junior and frontline staff as much as they can afford to	17%	20%	15%	22%	15%	18%	17%	16%	18%	20%	17%	16%	23%	13%	18%	11%	16%
Don't Know	29%	25%	33%	18%	27%	28%	30%	35%	34%	29%	27%	36%	30%	24%	27%	16%	34%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(164.A) You said that businesses are generally paying their frontline and junior staff too little. In what ways do you think that businesses should increase the amount they pay these staff? Please select any which apply

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	897	97	158	76	88	66	61	78	36	100	82	45	10	288	271	140	191
Weighted	894	100	141	70	82	65	66	72	35	106	89	49	19	236	244	185	221
By reducing the amount that their senior staff or board members earn	67%	53%	66%	68%	61%	69%	62%	70%	63%	69%	76%	81%	66%	68%	69%	62%	67%
By generally reducing the amount that goes to their profits	59%	59%	53%	68%	60%	69%	61%	53%	66%	56%	53%	63%	57%	56%	60%	60%	59%
By reducing the amount that they pay to shareholders	54%	52%	53%	55%	58%	56%	67%	50%	40%	52%	59%	64%	20%	59%	52%	52%	55%
By taking on fewer staff	5%	6%	5%	9%	5%	8%	5%	2%	2%	6%	4%	5%	0%	5%	4%	4%	7%
Don't Know	3%	4%	7%	2%	5%	0%	4%	3%	2%	2%	1%	4%	13%	2%	6%	3%	3%
By offering more opportunities for junior and frontline staff to gain shares in the business	28%	38%	27%	13%	23%	41%	21%	33%	37%	21%	38%	14%	9%	32%	26%	27%	26%
By reducing business costs not linked to salaries (e.g. raw materials, rent, etc)	21%	26%	25%	19%	24%	17%	20%	20%	16%	25%	15%	22%	10%	21%	24%	16%	24%
By increasing the amount their products or services cost	10%	5%	13%	16%	10%	6%	12%	10%	10%	10%	13%	4%	0%	8%	13%	8%	11%
Other (Pleaser specify)	1%	2%	2%	0%	0%	1%	1%	0%	0%	2%	0%	2%	0%	2%	1%	1%	1%
None of the above – businesses should not increase the amount they pay junior or frontline staff	1%	2%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	3%	0%
Looking for efficiencies	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
If a business cannot afford to pay ANY of its staff a fair wage it should not be allowed to be a business.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
stop paaying themselve huge pay rises cutting bonuses stop the company cars health and private pension incentives the frontline staff do not get any of this but do all the work on minimum pay	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
by being less greedy	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Increased productivity from investing in staff training	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
better staf retention = less traing cost	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CEO's to not get 11% pay rises and not get a bonus, they do not need a bonus on their level of pay. For lower paid to get more than 2% payrise. The higher paid should have a pay freeze and pay much higher taxes	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
give staff shares in company annually so they feel part of the whole picture	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Increase efficiencies	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Think frontline and junior staff are paid too little

Fieldwork: 4th Mar - 12th Mar 2022

(164.B) You said that businesses are generally paying their frontline and junior staff too little. In what ways do you think that businesses should increase the amount they pay these staff? Please select any which apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	897	422	472	112	105	117	170	159	234	315	429	85	307	256	88	11	105
Weighted	894	429	462	119	147	150	165	119	194	299	423	101	284	257	79	9	117
By reducing the amount that their senior staff or board members earn	67%	64%	69%	46%	65%	61%	74%	70%	76%	71%	67%	60%	68%	64%	66%	84%	67%
By generally reducing the amount that goes to their profits	59%	58%	59%	51%	53%	61%	60%	64%	61%	62%	58%	58%	55%	62%	65%	91%	63%
By reducing the amount that they pay to shareholders	54%	54%	55%	50%	40%	60%	58%	58%	59%	55%	56%	51%	54%	56%	58%	80%	51%
By taking on fewer staff	5%	6%	4%	9%	10%	7%	1%	3%	3%	5%	5%	7%	3%	5%	7%	0%	10%
Don't Know	3%	3%	4%	3%	3%	4%	4%	4%	3%	3%	3%	5%	3%	3%	4%	0%	5%
By offering more opportunities for junior and frontline staff to gain shares in the business	28%	28%	27%	29%	26%	31%	20%	26%	33%	27%	33%	14%	30%	28%	32%	34%	21%
By reducing business costs not linked to salaries (e.g. raw materials, rent, etc)	21%	22%	21%	27%	26%	22%	16%	19%	19%	18%	22%	27%	22%	18%	24%	36%	22%
By increasing the amount their products or services cost	10%	11%	9%	20%	14%	8%	8%	6%	6%	5%	12%	11%	8%	9%	12%	17%	5%
Other (Pleaser specify)	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	2%	1%	2%	1%	0%	0%
None of the above – businesses should not increase the amount they pay junior or frontline staff	1%	1%	0%	0%	0%	3%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
Looking for efficiencies	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
If a business cannot afford to pay ANY of its staff a fair wage it should not be allowed to be a business.	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
stop paaying themself huge pay rises cutting bonuses stop the company cars health and private pension incentives the frontline staff do not get any of this but do all the work on minimum pay	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
by being less greedy	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Increased productivity from investing in staff training	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
better staf retention = less traing cost	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CEO's to not get 11% pay rises and not get a bonus, they do not need a bonus on their level of pay. For lower paid to get more than 2% payrise. The higher paid should have a pay freeze and pay much higher taxes	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
give staff shares in company annually so they feel part of the whole picture	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Increase efficiencies	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: Think frontline and junior staff are paid too little

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(165.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
Businesses which say they are reducing their impact on the environment are just lying to sell more products

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	9%	16%	4%	8%	7%	7%	5%	12%	8%	11%	13%	13%	3%	12%	8%	9%	9%
Agree	26%	25%	28%	33%	17%	29%	28%	22%	29%	29%	23%	27%	16%	29%	27%	25%	21%
Neither Agree nor Disagree	42%	43%	45%	42%	45%	46%	36%	44%	45%	34%	43%	36%	53%	38%	42%	44%	45%
Disagree	11%	7%	8%	11%	13%	7%	14%	10%	14%	12%	14%	10%	11%	11%	11%	11%	10%
Strongly Disagree	2%	2%	2%	1%	2%	2%	4%	0%	1%	0%	2%	0%	2%	3%	2%	1%	0%
Don't Know	10%	8%	13%	6%	15%	9%	13%	11%	3%	13%	5%	14%	15%	7%	10%	9%	15%
Total Agree:	35%	40%	32%	41%	24%	36%	33%	34%	37%	40%	36%	40%	19%	41%	35%	34%	30%
Total Disagree:	12%	9%	10%	12%	15%	9%	18%	11%	15%	12%	16%	10%	13%	13%	13%	12%	10%
Net:	23%	32%	22%	29%	9%	26%	16%	24%	22%	28%	20%	30%	6%	28%	22%	22%	20%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(165.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
Businesses which say they are reducing their impact on the environment are just lying to sell more products

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	9%	11%	8%	13%	10%	11%	8%	9%	7%	10%	8%	9%	9%	8%	9%	27%	7%
Agree	26%	29%	23%	35%	27%	27%	22%	25%	21%	24%	29%	20%	26%	28%	31%	25%	21%
Neither Agree nor Disagree	42%	41%	44%	36%	41%	37%	47%	44%	47%	44%	41%	46%	44%	41%	36%	24%	48%
Disagree	11%	10%	11%	7%	9%	12%	12%	10%	12%	10%	12%	10%	10%	12%	13%	16%	10%
Strongly Disagree	2%	1%	2%	2%	1%	3%	1%	1%	1%	1%	2%	1%	2%	2%	1%	0%	1%
Don't Know	10%	8%	13%	7%	11%	11%	10%	10%	12%	11%	8%	14%	9%	10%	9%	7%	14%
Total Agree:	35%	40%	31%	48%	37%	38%	30%	34%	28%	34%	37%	29%	35%	36%	40%	53%	28%
Total Disagree:	12%	11%	13%	9%	10%	14%	13%	11%	13%	11%	13%	11%	12%	13%	15%	16%	11%
Net:	23%	29%	18%	39%	27%	23%	17%	23%	15%	23%	24%	18%	23%	23%	25%	37%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(166.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
It is a good thing that businesses are making commitments to reduce their impact on the environment

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	26%	32%	22%	23%	21%	29%	26%	27%	25%	23%	30%	27%	28%	28%	25%	25%	25%
Agree	45%	37%	51%	45%	46%	52%	44%	44%	39%	47%	48%	41%	60%	48%	47%	44%	43%
Neither Agree nor Disagree	20%	24%	19%	23%	22%	16%	17%	23%	24%	19%	17%	20%	12%	16%	22%	22%	21%
Disagree	3%	4%	2%	2%	2%	1%	5%	2%	2%	4%	2%	2%	0%	2%	2%	4%	3%
Strongly Disagree	1%	0%	1%	1%	1%	0%	1%	0%	6%	1%	0%	3%	0%	2%	0%	1%	1%
Don't Know	5%	4%	6%	5%	9%	2%	7%	5%	4%	7%	3%	6%	0%	4%	5%	5%	7%
Total Agree:	71%	69%	72%	68%	66%	80%	70%	71%	64%	69%	78%	68%	88%	76%	71%	69%	68%
Total Disagree:	4%	4%	3%	4%	3%	1%	6%	2%	8%	5%	2%	5%	0%	4%	2%	5%	4%
Net:	68%	65%	70%	65%	64%	79%	64%	69%	56%	64%	76%	63%	88%	72%	69%	64%	64%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(166.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
It is a good thing that businesses are making commitments to reduce their impact on the environment

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	26%	24%	28%	24%	27%	28%	26%	23%	26%	23%	30%	17%	24%	28%	26%	36%	19%
Agree	45%	46%	45%	41%	40%	39%	46%	54%	52%	45%	46%	45%	46%	47%	53%	18%	48%
Neither Agree nor Disagree	20%	21%	19%	23%	21%	23%	20%	18%	16%	22%	18%	23%	22%	16%	13%	44%	25%
Disagree	3%	4%	2%	7%	3%	1%	3%	1%	1%	3%	2%	5%	3%	3%	2%	0%	2%
Strongly Disagree	1%	1%	1%	0%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	2%	0%	1%
Don't Know	5%	4%	6%	5%	6%	7%	4%	3%	4%	5%	3%	9%	3%	5%	4%	3%	5%
Total Agree:	71%	70%	73%	65%	67%	67%	72%	77%	78%	69%	76%	63%	70%	75%	79%	54%	67%
Total Disagree:	4%	5%	2%	7%	5%	3%	4%	2%	1%	4%	3%	6%	5%	4%	4%	0%	3%
Net:	68%	65%	70%	57%	62%	64%	68%	75%	77%	64%	74%	57%	66%	71%	74%	54%	64%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(167.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products from businesses which have made commitments to reduce their impact on the environment

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	17%	25%	13%	20%	11%	15%	13%	19%	15%	16%	16%	21%	31%	19%	16%	18%	16%
Agree	43%	39%	47%	41%	47%	51%	45%	41%	43%	43%	45%	34%	36%	47%	47%	39%	39%
Neither Agree nor Disagree	25%	23%	26%	28%	24%	24%	23%	29%	26%	23%	29%	28%	25%	22%	23%	29%	28%
Disagree	5%	4%	5%	4%	7%	6%	7%	3%	7%	8%	3%	5%	3%	5%	6%	6%	4%
Strongly Disagree	3%	2%	2%	2%	3%	0%	3%	1%	5%	3%	3%	7%	2%	3%	2%	3%	3%
Don't Know	6%	6%	7%	5%	8%	4%	8%	6%	4%	8%	4%	5%	2%	4%	7%	5%	9%
Total Agree:	61%	65%	60%	61%	57%	66%	59%	60%	58%	59%	61%	54%	68%	67%	63%	57%	55%
Total Disagree:	8%	6%	7%	6%	10%	6%	10%	4%	12%	11%	6%	12%	5%	8%	7%	9%	8%
Net:	53%	59%	53%	54%	47%	60%	49%	56%	46%	47%	55%	42%	62%	59%	56%	48%	47%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(167.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products from businesses which have made commitments to reduce their impact on the environment

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	17%	15%	19%	26%	22%	18%	13%	13%	14%	14%	21%	12%	14%	21%	19%	32%	10%
Agree	43%	43%	44%	42%	38%	40%	44%	44%	49%	41%	46%	39%	42%	45%	49%	25%	40%
Neither Agree nor Disagree	25%	25%	26%	19%	22%	28%	27%	30%	25%	28%	24%	29%	30%	22%	20%	17%	33%
Disagree	5%	8%	3%	6%	7%	4%	6%	4%	4%	7%	4%	6%	6%	5%	5%	23%	6%
Strongly Disagree	3%	3%	2%	1%	4%	2%	3%	4%	2%	4%	1%	3%	3%	2%	1%	0%	4%
Don't Know	6%	5%	7%	7%	6%	8%	7%	5%	5%	6%	4%	11%	5%	5%	5%	3%	8%
Total Agree:	61%	58%	63%	67%	60%	58%	57%	57%	63%	55%	67%	52%	57%	66%	69%	57%	50%
Total Disagree:	8%	11%	5%	7%	11%	6%	9%	8%	6%	12%	5%	9%	9%	7%	6%	23%	9%
Net:	53%	47%	58%	60%	49%	53%	48%	50%	57%	43%	61%	43%	48%	59%	62%	34%	41%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(168.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products that have an independent environmental certification

	Total	Region											Social Grade				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	17%	27%	16%	18%	7%	17%	9%	18%	18%	13%	21%	15%	15%	20%	15%	13%	18%
Agree	39%	35%	38%	38%	40%	49%	42%	40%	34%	37%	37%	41%	47%	43%	42%	35%	36%
Neither Agree nor Disagree	29%	26%	26%	32%	34%	26%	33%	29%	30%	32%	30%	31%	16%	26%	27%	33%	30%
Disagree	5%	6%	7%	4%	7%	2%	5%	2%	9%	6%	5%	1%	0%	4%	5%	6%	4%
Strongly Disagree	2%	2%	2%	3%	1%	1%	2%	3%	3%	1%	1%	3%	2%	2%	2%	2%	2%
Don't Know	8%	5%	11%	4%	11%	5%	9%	9%	6%	11%	5%	9%	20%	5%	8%	11%	9%
Total Agree:	56%	62%	54%	57%	48%	67%	51%	58%	52%	51%	58%	56%	62%	63%	58%	48%	54%
Total Disagree:	7%	8%	9%	7%	8%	2%	7%	5%	12%	7%	6%	4%	2%	6%	7%	8%	6%
Net:	49%	54%	45%	50%	40%	65%	44%	53%	40%	44%	53%	52%	60%	57%	51%	40%	47%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(168.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I would feel more comfortable buying products that have an independent environmental certification

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	17%	17%	17%	25%	22%	16%	11%	12%	15%	14%	20%	9%	15%	19%	21%	16%	9%
Agree	39%	40%	39%	37%	37%	32%	44%	41%	44%	35%	43%	38%	35%	43%	44%	22%	41%
Neither Agree nor Disagree	29%	30%	28%	25%	23%	35%	30%	32%	29%	32%	26%	34%	35%	25%	24%	40%	30%
Disagree	5%	5%	5%	6%	5%	5%	5%	4%	4%	7%	3%	3%	6%	4%	4%	13%	5%
Strongly Disagree	2%	3%	1%	1%	2%	1%	3%	3%	2%	4%	1%	2%	3%	1%	1%	6%	3%
Don't Know	8%	6%	10%	6%	11%	10%	7%	9%	7%	8%	7%	13%	7%	8%	6%	3%	12%
Total Agree:	56%	56%	55%	62%	59%	48%	55%	52%	59%	50%	63%	47%	50%	62%	65%	38%	50%
Total Disagree:	7%	8%	6%	7%	7%	6%	8%	7%	6%	11%	4%	5%	8%	5%	5%	19%	8%
Net:	49%	49%	49%	56%	52%	42%	47%	45%	53%	39%	59%	42%	41%	57%	60%	19%	42%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(169.A) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I have never noticed any businesses making commitments to reduce their impact on the environment

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Strongly Agree	7%	13%	4%	6%	2%	8%	8%	5%	10%	10%	7%	5%	3%	10%	4%	8%	7%
Agree	22%	21%	21%	22%	22%	29%	20%	23%	21%	17%	19%	22%	37%	21%	20%	22%	23%
Neither Agree nor Disagree	32%	31%	32%	37%	42%	29%	25%	35%	28%	32%	30%	27%	16%	28%	29%	33%	36%
Disagree	25%	20%	30%	25%	20%	24%	28%	24%	27%	22%	27%	26%	28%	29%	28%	23%	18%
Strongly Disagree	7%	7%	6%	6%	4%	6%	8%	5%	7%	8%	10%	12%	6%	6%	10%	7%	5%
Don't Know	8%	8%	8%	5%	10%	5%	10%	7%	6%	11%	7%	8%	10%	6%	8%	7%	11%
Total Agree:	29%	34%	25%	27%	24%	37%	29%	28%	32%	27%	26%	27%	40%	31%	25%	30%	30%
Total Disagree:	32%	28%	35%	31%	24%	30%	36%	30%	34%	30%	37%	38%	34%	36%	38%	30%	23%
Net:	-3%	6%	-10%	-4%	0%	7%	-7%	-1%	-2%	-3%	-11%	-11%	6%	-5%	-14%	0%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(169.B) Some companies have made public commitments to reduce the environmental impacts of their products and business activities. Do you agree or disagree with the following:
I have never noticed any businesses making commitments to reduce their impact on the environment

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Strongly Agree	7%	8%	7%	12%	11%	7%	5%	5%	4%	8%	7%	7%	7%	8%	6%	6%	7%
Agree	22%	23%	20%	28%	24%	18%	17%	21%	22%	24%	21%	18%	24%	20%	28%	43%	19%
Neither Agree nor Disagree	32%	30%	33%	28%	29%	29%	32%	37%	35%	32%	31%	34%	31%	32%	28%	27%	36%
Disagree	25%	26%	24%	20%	21%	26%	29%	23%	27%	24%	27%	22%	25%	27%	25%	12%	23%
Strongly Disagree	7%	6%	8%	6%	9%	11%	8%	6%	4%	5%	9%	7%	7%	8%	8%	9%	6%
Don't Know	8%	7%	9%	6%	6%	10%	9%	8%	8%	8%	6%	12%	6%	5%	6%	3%	10%
Total Agree:	29%	31%	27%	40%	35%	25%	22%	26%	26%	31%	27%	25%	31%	28%	34%	49%	25%
Total Disagree:	32%	32%	31%	25%	30%	36%	37%	29%	31%	29%	36%	29%	32%	35%	33%	21%	29%
Net:	-3%	-1%	-5%	15%	5%	-11%	-14%	-3%	-6%	2%	-8%	-4%	-1%	-7%	1%	28%	-4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(170.A) How likely or unlikely do you think it is that a business which says it has reduced it's impact on the environment has actually done so?

	Region													Social Grade			
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	AB	C1	C2	DE
Unweighted	2002	277	302	182	179	144	160	179	79	210	167	93	30	660	583	325	424
Weighted	2002	281	261	160	180	140	180	160	80	220	180	100	60	538	518	438	498
Very likely that these businesses will actually have reduced their impact on the environment	7%	15%	5%	3%	1%	6%	6%	6%	3%	8%	7%	6%	5%	10%	5%	4%	6%
Likely that these businesses will actually have reduced their impact on the environment	41%	39%	43%	40%	43%	40%	39%	39%	43%	36%	45%	48%	39%	46%	41%	37%	38%
Unlikely that these businesses will actually have reduced their impact on the environment	26%	22%	27%	35%	20%	28%	29%	27%	26%	27%	23%	20%	32%	23%	26%	32%	23%
Very unlikely that these businesses will actually have reduced their impact on the environment	6%	5%	5%	5%	4%	6%	8%	5%	7%	6%	9%	8%	0%	6%	7%	6%	5%
Don't Know	21%	19%	20%	16%	31%	20%	18%	24%	21%	24%	16%	18%	23%	15%	21%	20%	27%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(170.B) How likely or unlikely do you think it is that a business which says it has reduced it's impact on the environment has actually done so?

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2002	954	1044	262	248	265	356	361	510	757	883	219	777	490	194	21	244
Weighted	2002	987	1011	278	341	342	341	281	418	730	868	256	726	502	171	19	268
Very likely that these businesses will actually have reduced their impact on the environment	7%	8%	5%	13%	7%	11%	3%	5%	2%	5%	8%	6%	6%	7%	9%	7%	5%
Likely that these businesses will actually have reduced their impact on the environment	41%	41%	41%	40%	43%	38%	42%	38%	43%	38%	46%	36%	43%	42%	45%	24%	33%
Unlikely that these businesses will actually have reduced their impact on the environment	26%	27%	25%	28%	24%	23%	29%	28%	24%	27%	25%	22%	25%	27%	26%	50%	29%
Very unlikely that these businesses will actually have reduced their impact on the environment	6%	6%	5%	6%	5%	5%	7%	6%	7%	8%	4%	6%	6%	6%	4%	13%	6%
Don't Know	21%	17%	25%	13%	22%	23%	19%	23%	23%	22%	18%	29%	20%	18%	16%	6%	27%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 12th Mar 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions