

# Public First Poll for Coadec (Consumers)

**Fieldwork:** 4th Mar - 10th Mar 2022  
**Interview method:** Online Survey  
**Population represented:** UK Adults  
**Sample size:** 1002

## 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 the Public First Polling Team ([polling@publicfirst.co.uk](mailto:polling@publicfirst.co.uk))

**List of Tables**

1	When was the last time, if at all, that you bought something online? . . . . .	6
2	Which, if any, of the following types of goods have you ever bought online?Please select all that apply. . . . .	9
3	And from the below, in general are you more likely to buy that type of good online or in person?: Food and groceries . . . . .	12
4	And from the below, in general are you more likely to buy that type of good online or in person?: Books . . . . .	15
5	And from the below, in general are you more likely to buy that type of good online or in person?: Clothes . . . . .	18
6	And from the below, in general are you more likely to buy that type of good online or in person?: Jewellery . . . . .	21
7	And from the below, in general are you more likely to buy that type of good online or in person?: Flowers . . . . .	24
8	And from the below, in general are you more likely to buy that type of good online or in person?: Computer game . . . . .	27
9	And from the below, in general are you more likely to buy that type of good online or in person?: Takeaway food . . . . .	30
10	And from the below, in general are you more likely to buy that type of good online or in person?: Holiday . . . . .	33
11	And from the below, in general are you more likely to buy that type of good online or in person?: Movies or TV shows . . . . .	36
12	And from the below, in general are you more likely to buy that type of good online or in person?: Music . . . . .	39
13	And from the below, in general are you more likely to buy that type of good online or in person?: Toys . . . . .	42
14	And from the below, in general are you more likely to buy that type of good online or in person?: Electronics or gadgets . . . . .	45
15	And from the below, in general are you more likely to buy that type of good online or in person?: Home appliance . . . . .	48
16	And from the below, in general are you more likely to buy that type of good online or in person?: DIY tools . . . . .	51
17	And where would you tend to look first to buy the following products?: A pair of trainers . . . . .	54
18	And where would you tend to look first to buy the following products?: A pint of milk . . . . .	57
19	And where would you tend to look first to buy the following products?: A takeaway curry . . . . .	60
20	And where would you tend to look first to buy the following products?: A holiday . . . . .	63
21	And where would you tend to look first to buy the following products?: A mobile phone . . . . .	66
22	And where would you tend to look first to buy the following products?: A new car . . . . .	69
23	And where would you tend to look first to buy the following products?: A light bulb . . . . .	72
24	And where would you tend to look first to buy the following products?: New headphones . . . . .	75
25	And where would you tend to look first to buy the following products?: A book . . . . .	78
26	And where would you tend to look first to buy the following products?: Toothpaste . . . . .	81
27	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater choice . . . . .	84
28	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Lower prices . . . . .	87
29	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: More convenient . . . . .	90
30	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Easier to compare different options . . . . .	93
31	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Availability of stock . . . . .	96
32	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Don't have to leave home . . . . .	99
33	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater security . . . . .	102
34	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can get goods delivered to you . . . . .	105
35	How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can buy goods you can't find in a shop . . . . .	108

36 How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Choice of payment options 111

37 Which of the following payment methods have you used to buy things online in the last twelve months?Please select all that apply. . . . . 114

38 In the last year which, if any, of the following types of business have you bought from?Please select all that apply. . . . . 117

39 How often, if at all, do you visit your local high street? . . . . . 120

40 In an average month, how much do you spend online? . . . . . 123

41 In the next five years, how do you expect the proportion of your monthly expenditure that you spend online to change? . . . . . 126

42 To what extent do you agree or disagree with the following statements?: I would find it hard to buy the products I need without online shopping. . . . . 129

43 To what extent do you agree or disagree with the following statements?: I would not be able to find the products I want without online shopping. . . . . 132

44 To what extent do you agree or disagree with the following statements?: Online shopping gives me much more choice . . . . . 135

45 To what extent do you agree or disagree with the following statements?: I am more likely to shop with retailers that have an online shopping option compared to retailers that only have a physical store. . . . . 138

46 To what extent do you agree or disagree with the following statements?: I would like to be able to support my neighbourhood shops by buying from them online. . . . . 141

47 To what extent do you agree or disagree with the following statements?: I shop more online after the pandemic. . . . . 144

48 To what extent do you agree or disagree with the following statements?: I like to have a choice of payment options when I shop online. . . . . 147

49 To what extent do you agree or disagree with the following statements?: It seems reasonable that a shop would charge more online rather than in person. 150

50 To what extent do you agree or disagree with the following statements?: I have bought products from small businesses that I discovered online. . . . . 153

51 To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from small and micro businesses than I used to. . . . . 156

52 To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from businesses based in the UK than I used to. . . . . 159

53 To what extent do you agree or disagree with the following statements?: I choose to shop online even if it tends to be a bit more expensive. . . . . 162

54 To what extent do you agree or disagree with the following statements?: I choose to shop in stores even if it tends to be a bit more expensive. . . . . 165

55 To what extent do you agree or disagree with the following statements?: I like the option of viewing something in store, but then purchasing it online. . . 168

56 To what extent do you agree or disagree with the following statements?: Online shopping has made it easier for me to support small businesses during the pandemic. . . . . 171

57 To what extent do you agree or disagree with the following statements?: Online shopping was a lifeline for me during the pandemic. . . . . 174

58 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £5. Which do you think you would be mostly likely to do? . . . . . 177

59 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £8. Which do you think you would be mostly likely to do? . . . . . 180

60 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9. Which do you think you would be mostly likely to do? . . . . . 183

61 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.50. Which do you think you would be mostly likely to do? . . . . . 186

62 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.80. Which do you think you would be mostly likely to do? . . . . . 189

63 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10. Which do you think you would be mostly likely to do? . . . . . 192

64 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.20. Which do you think you would be mostly likely to do? . . . . . 195

65 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.50. Which do you think you would be mostly likely to do? . . . . . 198

66 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £11. Which do you think you would be mostly likely to do? . . . . . 201

67 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £12. Which do you think you would be mostly likely to do? . . . . . 204

68 Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £15. Which do you think you would be mostly likely to do? . . . . . 207

69 The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea? . . . . . 210

70 If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to?Please select all that apply. . . . . 213

71 If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses? . . . . . 216

72 If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store? . . . 219

73 If the Government introduced a new tax on things bought online, would you do more of your shopping in person on the high street? . . . . . 222

74 If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online? . . . . . 225

75 If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store? . . . . . 228

76 The Government has said that they could use the money raised through a tax on things sold online to improve your local high street. This could lead to an increase in the cost of the things you buy online. In your view, what would make this additional cost to things online worthwhile? . . . . . 231

77 Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. This means that when you spend money with them, a percentage of the money you pay will go to a payment system, and not the retailer. Before taking this survey, were you aware that businesses had to pay a transaction fee for every purchase? . . . . . 234

78 If you had to guess, around what level of transaction fee do you expect that businesses pay on average? . . . . . 237

79 In which situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee, if ever?Please select all that apply. . 240

80 Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)? . . . . . 243

81 An acquirer fee paid to the payment processor (eg the card terminal provider) A card scheme fee paid to the owner of the card scheme (eg Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair? . . . . . 246

82 Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term. . . . . 249

83 In the last twelve months, have you used a form of credit product to purchase a good or service?By a credit product, we mean either purchasing a good but with payment coming later, or obtaining a loan to be paid back later. . . . . 252

84 Which credit products have you used in the last twelve months?Please select all that apply. . . . . 255

85 Do you pay off your credit card bill in full each month? . . . . . 258

86 Do you know the interest rate of your credit card? . . . . . 261

87 Please estimate in total the amount you have paid in interest fees to your credit card provider in the last twelve months. . . . . 264

88 How often do you use Buy Now, Pay Later? . . . . . 267

89 Please estimate the total amount you have paid using BNPL in the last twelve months. . . . . 270

90 Please estimate the average amount you have paid per transaction using BNPL in the last twelve months. . . . . 273

91 Have you ever been unable to pay back the money you owed to a BNPL provider? . . . . . 276

92 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pair of trainers . . . . . 279

93 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pint of milk . . . . . 281

94 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A takeaway curry . . . . . 283

95 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A holiday . . . . . 285

96 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A mobile phone . . . . . 287

97 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A new car . . . . . 289

98 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A light bulb . . . . . 291

99 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: New headphones . . . . . 293

100 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A book . . . . . 295

101 If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: Toothpaste . . . . . 297

102 Imagine two credit products. One (Credit Product A) charges you zero interest and requires you to pay back the full cost of the transaction in six, equal amounts over six months. If you miss a payment, you are charged a fixed fee of £5. The other (Credit Product B) charges you 20% APR, but there is no set time limit or amount to pay monthly. For example, if you wanted to buy a product for £100, Credit Product A would cost you £16.66 a month for six months, but you must pay back on time to avoid a late fee. Buying a product with Credit Product B would cost you £17.57 a month for six months, meaning the total cost would be £105.43, but you could choose to spread the cost for longer than six months, with the cost increasing proportionately. Paying back in 12 months would cost £99 per month, meaning the total cost would be £110.23. Which type of credit product would you prefer to use? . . . 299

103 Credit Product A is the way that Buy Now Pay Later (BNPL) services work, i.e., Klarna, Laybuy and Clearpay. Did you know that Buy Now, Pay Later is currently not regulated? . . . . . 302

104 Rank Summary: Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom. (Ordered Left to Right by Rank) . . . . . 305

105 Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Visa . . . . . 306

106 Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Klarna . . . . . 309

107 Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Wonga . . . . . 312

108 Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: American Express . . . . . 315

109 Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Barclays . . . . . 318

110 Credit Reference Agencies (CRAs) are regulated entities that generate scores of the “affordability” of consumers, based on data they receive from multiple sources. This is known as a credit score. They provide these scores to providers of credit to support their decisions. When was the last time you checked your credit score, if ever? . . . . . 321

111 How frequently do you check your credit score? . . . . . 324

112 Who do you think owns your credit score? . . . . . 327

113 Do you agree or disagree with the following statements?: I expect my credit score to be up to date with my current financial situation. . . . . 330

114 Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to correct it for free. . . . 333

115 Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to update it within 24 hours. 336

116 Do you agree or disagree with the following statements?: The address on my driving licence should impact my credit score. . . . . 339

117 Do you agree or disagree with the following statements?: If I pay with Buy Now, Pay Later, this should show on my credit score. . . . . 342

118 Do you agree or disagree with the following statements?: If I pay back my debt on time, my credit score should improve. . . . . 345

119 Do you agree or disagree with the following statements?: If I do not pay back my debt on time, my credit score should get worse. . . . . 348

120 Do you agree or disagree with the following statements?: Someone who has previously been approved for a credit card should have a better credit score than someone who has never applied for a credit card but has more money in their savings account. . . . . 351

121 Do you agree or disagree with the following statements?: If I fail to pay back £10 to a BNPL provider it should negatively impact my credit score. . . . . 354

122 Do you agree or disagree with the following statements?: My credit score should belong to me. . . . . 357

123 Do you agree or disagree with the following statements?: If I fail to pay back a BNPL provider it should negatively impact my credit score. . . . . 360

124 Do you agree or disagree with the following statements?: If I use BNPL this should be visible on my credit file for other lenders to see. . . . . 363

125 Imagine you want to apply for a new credit card. Before they lend to you, they will need to assess your affordability. They have two different methods of achieving this. Method A involves the credit card provider checking your credit score with a Credit Reference Agency. This check will go down on your credit file and reflects your financial situation from three weeks ago. Method B involves the credit card provider asking you to connect your bank account data. This check will not go down on your credit file and reflects your financial situation as it is today. Which of these methods would you prefer that the credit card provider use? . . . . . 366

(1.A) When was the last time, if at all, that you bought something online?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
In the last day	17%	17%	16%	22%	17%	11%	16%	9%	13%	18%	13%	18%	20%	19%	21%
In the last week	54%	52%	57%	52%	55%	54%	60%	68%	63%	48%	52%	46%	53%	56%	37%
In the last month	22%	24%	21%	16%	24%	32%	16%	20%	14%	27%	29%	32%	15%	22%	34%
In the last year	5%	6%	4%	10%	3%	2%	6%	3%	6%	4%	0%	4%	9%	2%	0%
Over a year ago	1%	1%	1%	1%	0%	0%	0%	0%	1%	2%	5%	0%	1%	0%	8%
Have never bought anything online	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	2%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%	1%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(1.B) When was the last time, if at all, that you bought something online?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
In the last day	17%	21%	25%	16%	15%	13%	12%	16%	14%	16%	21%
In the last week	54%	47%	58%	63%	58%	55%	45%	60%	56%	52%	49%
In the last month	22%	25%	13%	17%	22%	23%	33%	20%	23%	21%	24%
In the last year	5%	5%	3%	3%	3%	9%	8%	4%	4%	10%	3%
Over a year ago	1%	1%	0%	1%	2%	0%	0%	0%	1%	1%	1%
Have never bought anything online	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
Don't know	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(1.C) When was the last time, if at all, that you bought something online?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
In the last day	17%	8%	22%	21%	14%	16%	15%	18%	17%	14%	15%	17%	24%	9%	26%	14%	24%	12%
In the last week	54%	50%	41%	48%	54%	57%	55%	52%	54%	58%	61%	63%	48%	56%	66%	73%	64%	46%
In the last month	22%	32%	26%	25%	24%	19%	27%	25%	24%	24%	24%	16%	18%	28%	9%	10%	12%	26%
In the last year	5%	0%	2%	6%	7%	8%	3%	5%	5%	4%	0%	5%	10%	7%	0%	4%	0%	8%
Over a year ago	1%	5%	5%	0%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%
Have never bought anything online	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Don't know	0%	5%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(2.A) Which, if any, of the following types of goods have you ever bought online? Please select all that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Clothes	76%	74%	79%	75%	79%	79%	75%	71%	74%	80%	74%	72%	78%	89%	73%
Food and groceries	60%	56%	64%	57%	67%	57%	58%	64%	60%	58%	57%	57%	60%	68%	47%
Books	59%	56%	62%	56%	65%	59%	52%	56%	59%	55%	56%	56%	68%	71%	55%
Electronics or gadgets	59%	64%	53%	58%	64%	57%	59%	52%	57%	58%	58%	57%	59%	64%	62%
Home appliance	54%	54%	55%	52%	61%	53%	61%	62%	45%	52%	45%	50%	65%	49%	41%
Holiday	53%	51%	55%	53%	56%	43%	51%	54%	54%	53%	51%	54%	60%	49%	47%
Takeaway food	51%	50%	50%	53%	61%	37%	47%	58%	57%	52%	37%	53%	43%	48%	35%
Toys	42%	39%	45%	38%	42%	34%	49%	48%	46%	31%	40%	42%	51%	44%	34%
Music	41%	45%	37%	39%	45%	41%	39%	47%	48%	35%	36%	31%	39%	57%	46%
Movies or TV shows	39%	41%	38%	44%	42%	38%	36%	34%	44%	35%	26%	35%	43%	50%	36%
Jewellery	34%	27%	40%	35%	29%	30%	35%	25%	43%	36%	31%	31%	34%	45%	35%
Flowers	34%	32%	35%	34%	35%	37%	40%	37%	35%	25%	27%	27%	35%	40%	25%
Computer game	34%	41%	27%	38%	34%	26%	39%	41%	40%	32%	23%	30%	31%	40%	24%
DIY tools	32%	38%	27%	29%	37%	26%	37%	33%	35%	41%	23%	29%	36%	29%	19%
None of the above	2%	1%	2%	0%	3%	3%	2%	1%	4%	1%	2%	0%	1%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(2.B) Which, if any, of the following types of goods have you ever bought online? Please select all that apply.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Clothes	76%	74%	82%	73%	82%	76%	72%	79%	79%	74%	72%
Food and groceries	60%	54%	72%	65%	62%	48%	54%	66%	58%	57%	57%
Books	59%	34%	61%	63%	67%	59%	64%	72%	62%	53%	48%
Electronics or gadgets	59%	51%	71%	56%	64%	56%	55%	68%	57%	56%	52%
Home appliance	54%	32%	55%	51%	62%	63%	59%	66%	56%	47%	46%
Holiday	53%	33%	52%	60%	59%	55%	55%	66%	59%	47%	38%
Takeaway food	51%	69%	74%	63%	52%	32%	20%	52%	49%	50%	50%
Toys	42%	28%	56%	57%	42%	35%	33%	47%	37%	48%	37%
Music	41%	37%	49%	52%	47%	31%	31%	50%	43%	33%	38%
Movies or TV shows	39%	49%	57%	51%	44%	27%	14%	43%	38%	36%	40%
Jewellery	34%	37%	50%	35%	32%	32%	19%	33%	34%	35%	33%
Flowers	34%	17%	32%	37%	39%	37%	36%	43%	33%	34%	24%
Computer game	34%	50%	55%	40%	37%	20%	9%	35%	29%	33%	39%
DIY tools	32%	19%	37%	29%	36%	38%	33%	41%	30%	37%	22%
None of the above	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	4%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(2.C) Which, if any, of the following types of goods have you ever bought online? Please select all that apply.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Clothes	76%	90%	64%	72%	78%	70%	78%	78%	76%	88%	83%	79%	73%	74%	93%	75%	80%	72%
Food and groceries	60%	42%	44%	51%	65%	55%	66%	63%	57%	68%	61%	70%	56%	40%	85%	70%	71%	50%
Books	59%	31%	41%	51%	59%	58%	56%	55%	61%	73%	83%	64%	57%	62%	94%	80%	67%	45%
Electronics or gadgets	59%	64%	50%	50%	57%	60%	62%	64%	56%	70%	65%	55%	62%	54%	76%	65%	62%	48%
Home appliance	54%	21%	34%	39%	52%	59%	65%	58%	53%	55%	63%	59%	64%	57%	83%	77%	58%	41%
Holiday	53%	18%	22%	24%	38%	54%	64%	57%	56%	74%	66%	67%	62%	53%	85%	75%	61%	46%
Takeaway food	51%	66%	48%	40%	55%	40%	57%	52%	45%	65%	46%	56%	51%	49%	59%	74%	47%	39%
Toys	42%	12%	29%	32%	45%	44%	38%	42%	33%	50%	51%	58%	42%	51%	58%	76%	44%	28%
Music	41%	21%	35%	37%	38%	43%	37%	41%	43%	47%	44%	40%	47%	43%	58%	62%	52%	29%
Movies or TV shows	39%	35%	41%	35%	37%	40%	42%	44%	38%	44%	40%	37%	50%	24%	54%	50%	43%	24%
Jewellery	34%	34%	28%	25%	34%	32%	39%	36%	35%	34%	27%	40%	35%	35%	56%	41%	32%	24%
Flowers	34%	12%	12%	18%	33%	27%	38%	42%	36%	43%	31%	34%	43%	34%	63%	70%	39%	27%
Computer game	34%	29%	29%	23%	40%	36%	48%	33%	33%	37%	45%	33%	25%	50%	35%	35%	37%	15%
DIY tools	32%	12%	13%	25%	28%	28%	38%	31%	30%	28%	56%	42%	39%	45%	49%	46%	51%	26%
None of the above	2%	5%	4%	2%	1%	1%	1%	1%	0%	0%	0%	2%	5%	0%	0%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(3.A) And from the below, in general are you more likely to buy that type of good online or in person?: Food and groceries

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	5%	6%	5%	8%	2%	2%	4%	9%	6%	7%	12%	7%	2%	0%	12%
Mostly buy online	14%	14%	14%	20%	14%	13%	10%	19%	11%	6%	15%	12%	14%	22%	5%
Equally likely to buy online or in person	25%	22%	28%	25%	26%	27%	32%	27%	22%	23%	31%	19%	24%	31%	15%
Mostly buy in person	25%	25%	25%	24%	28%	26%	24%	20%	29%	30%	28%	28%	19%	26%	11%
Always buy in person	29%	31%	26%	22%	28%	30%	30%	23%	30%	32%	14%	32%	39%	18%	49%
I never buy this	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	0%	2%	1%	3%	8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(3.B) And from the below, in general are you more likely to buy that type of good online or in person?: Food and groceries

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	5%	14%	8%	3%	2%	3%	4%	5%	5%	7%	5%
Mostly buy online	14%	15%	12%	15%	14%	12%	14%	19%	14%	9%	10%
Equally likely to buy online or in person	25%	29%	37%	29%	25%	19%	13%	23%	19%	27%	32%
Mostly buy in person	25%	21%	30%	26%	27%	23%	24%	23%	28%	24%	25%
Always buy in person	29%	20%	12%	24%	29%	42%	41%	29%	33%	30%	24%
I never buy this	2%	1%	1%	3%	2%	0%	3%	1%	1%	2%	4%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(3.C) And from the below, in general are you more likely to buy that type of good online or in person?: Food and groceries

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	5%	0%	7%	3%	7%	5%	7%	9%	3%	1%	4%	4%	4%	5%	17%	5%	8%	6%
Mostly buy online	14%	0%	5%	16%	5%	15%	22%	7%	12%	23%	11%	13%	23%	14%	19%	18%	31%	7%
Equally likely to buy online or in person	25%	45%	30%	20%	38%	19%	23%	26%	19%	21%	24%	26%	24%	24%	17%	25%	36%	25%
Mostly buy in person	25%	21%	23%	28%	25%	27%	25%	28%	30%	24%	23%	35%	16%	19%	28%	39%	5%	18%
Always buy in person	29%	29%	24%	30%	24%	34%	23%	27%	32%	28%	39%	23%	34%	38%	19%	11%	19%	43%
I never buy this	2%	5%	9%	3%	1%	1%	0%	3%	4%	2%	0%	0%	0%	0%	0%	2%	0%	2%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(4.A) And from the below, in general are you more likely to buy that type of good online or in person?: Books

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	13%	12%	13%	14%	10%	7%	17%	14%	12%	14%	13%	13%	6%	15%	29%
Mostly buy online	27%	27%	28%	29%	31%	26%	25%	22%	30%	22%	25%	29%	32%	28%	8%
Equally likely to buy online or in person	32%	30%	34%	24%	35%	36%	31%	37%	34%	26%	38%	30%	36%	34%	34%
Mostly buy in person	9%	8%	10%	12%	10%	10%	6%	7%	6%	11%	7%	9%	13%	9%	4%
Always buy in person	6%	6%	5%	6%	2%	7%	11%	4%	7%	5%	11%	5%	4%	5%	9%
I never buy this	13%	16%	10%	14%	13%	14%	10%	16%	12%	21%	7%	14%	9%	9%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(4.B) And from the below, in general are you more likely to buy that type of good online or in person?: Books

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	13%	7%	12%	18%	13%	14%	12%	14%	11%	12%	13%
Mostly buy online	27%	19%	27%	31%	25%	32%	28%	32%	28%	23%	25%
Equally likely to buy online or in person	32%	31%	39%	34%	31%	26%	31%	34%	31%	33%	31%
Mostly buy in person	9%	10%	9%	6%	10%	8%	13%	10%	11%	10%	6%
Always buy in person	6%	8%	3%	2%	6%	7%	9%	4%	4%	8%	7%
I never buy this	13%	25%	11%	9%	16%	13%	8%	6%	14%	14%	19%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(4.C) And from the below, in general are you more likely to buy that type of good online or in person?: Books

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	13%	13%	6%	14%	17%	12%	12%	15%	15%	17%	13%	5%	11%	20%	21%	10%	17%	8%
Mostly buy online	27%	18%	18%	32%	25%	23%	29%	19%	29%	23%	32%	40%	33%	20%	37%	42%	35%	19%
Equally likely to buy online or in person	32%	24%	38%	23%	35%	36%	35%	34%	24%	33%	33%	36%	24%	29%	36%	18%	37%	35%
Mostly buy in person	9%	0%	6%	9%	5%	10%	6%	10%	12%	9%	14%	11%	12%	11%	4%	22%	3%	16%
Always buy in person	6%	0%	10%	4%	8%	8%	4%	4%	6%	2%	6%	1%	9%	21%	2%	0%	7%	6%
I never buy this	13%	45%	22%	19%	10%	12%	15%	19%	13%	16%	2%	8%	11%	0%	0%	8%	0%	16%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(5.A) And from the below, in general are you more likely to buy that type of good online or in person?: Clothes

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	8%	8%	8%	10%	3%	6%	5%	11%	11%	12%	10%	8%	4%	9%	5%
Mostly buy online	24%	24%	25%	26%	24%	28%	23%	20%	26%	27%	32%	25%	17%	34%	11%
Equally likely to buy online or in person	40%	37%	43%	32%	49%	44%	45%	44%	30%	38%	32%	38%	46%	40%	51%
Mostly buy in person	19%	22%	16%	25%	19%	16%	19%	15%	20%	15%	19%	15%	24%	9%	20%
Always buy in person	8%	8%	7%	7%	4%	6%	7%	9%	10%	8%	5%	11%	7%	7%	14%
I never buy this	1%	2%	1%	0%	1%	1%	1%	2%	4%	0%	2%	3%	1%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(5.B) And from the below, in general are you more likely to buy that type of good online or in person?: Clothes

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	8%	14%	9%	11%	6%	4%	4%	8%	7%	7%	9%
Mostly buy online	24%	27%	29%	31%	24%	21%	17%	27%	24%	24%	22%
Equally likely to buy online or in person	40%	39%	46%	42%	42%	37%	36%	38%	38%	40%	44%
Mostly buy in person	19%	15%	13%	11%	20%	24%	26%	19%	22%	17%	16%
Always buy in person	8%	3%	1%	5%	7%	14%	15%	7%	8%	9%	7%
I never buy this	1%	2%	1%	1%	2%	1%	2%	0%	1%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(5.C) And from the below, in general are you more likely to buy that type of good online or in person?: Clothes

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	8%	18%	7%	10%	9%	9%	8%	5%	2%	7%	12%	9%	2%	5%	13%	10%	14%	5%
Mostly buy online	24%	6%	16%	23%	33%	23%	27%	27%	27%	21%	19%	28%	29%	28%	40%	19%	19%	16%
Equally likely to buy online or in person	40%	44%	42%	42%	38%	32%	37%	39%	40%	52%	43%	40%	45%	39%	36%	38%	41%	46%
Mostly buy in person	19%	27%	21%	10%	15%	27%	22%	18%	21%	16%	17%	19%	9%	23%	10%	24%	19%	19%
Always buy in person	8%	0%	11%	13%	5%	7%	7%	10%	8%	0%	8%	4%	14%	5%	0%	9%	7%	11%
I never buy this	1%	5%	3%	2%	1%	2%	0%	2%	1%	4%	0%	0%	2%	0%	0%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(6.A) And from the below, in general are you more likely to buy that type of good online or in person?: Jewellery

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	5%	6%	4%	7%	2%	0%	4%	2%	9%	5%	3%	8%	5%	10%	5%
Mostly buy online	13%	13%	13%	15%	13%	9%	13%	15%	15%	16%	9%	10%	8%	19%	12%
Equally likely to buy online or in person	28%	22%	33%	25%	27%	23%	35%	28%	30%	20%	39%	26%	33%	31%	16%
Mostly buy in person	17%	17%	18%	16%	21%	19%	18%	12%	15%	19%	21%	16%	22%	14%	16%
Always buy in person	13%	11%	14%	12%	14%	16%	10%	18%	14%	12%	13%	15%	5%	5%	24%
I never buy this	24%	32%	17%	27%	23%	33%	21%	24%	18%	27%	15%	25%	26%	21%	28%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(6.B) And from the below, in general are you more likely to buy that type of good online or in person?: Jewellery

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	5%	8%	5%	9%	5%	2%	1%	5%	7%	4%	3%
Mostly buy online	13%	21%	17%	14%	14%	7%	6%	14%	11%	14%	12%
Equally likely to buy online or in person	28%	26%	40%	34%	23%	28%	17%	26%	28%	26%	31%
Mostly buy in person	17%	15%	18%	18%	19%	19%	16%	19%	17%	18%	16%
Always buy in person	13%	11%	5%	11%	12%	17%	19%	12%	12%	16%	12%
I never buy this	24%	19%	14%	13%	28%	27%	40%	24%	25%	21%	26%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(6.C) And from the below, in general are you more likely to buy that type of good online or in person?: Jewellery

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	5%	13%	3%	1%	5%	6%	6%	5%	3%	6%	7%	6%	2%	10%	7%	0%	16%	1%
Mostly buy online	13%	6%	18%	19%	12%	10%	10%	9%	10%	11%	11%	12%	20%	5%	21%	17%	18%	12%
Equally likely to buy online or in person	28%	37%	22%	28%	32%	25%	25%	36%	22%	31%	21%	32%	29%	25%	20%	27%	11%	34%
Mostly buy in person	17%	0%	14%	14%	13%	16%	21%	16%	20%	20%	22%	14%	24%	24%	28%	25%	15%	18%
Always buy in person	13%	5%	15%	7%	12%	15%	11%	15%	21%	10%	14%	10%	7%	9%	7%	19%	27%	14%
I never buy this	24%	40%	28%	31%	26%	27%	26%	19%	24%	22%	25%	26%	18%	28%	17%	12%	12%	20%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(7.A) And from the below, in general are you more likely to buy that type of good online or in person?: Flowers

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	7%	7%	7%	4%	6%	10%	10%	6%	7%	6%	16%	8%	4%	8%	9%
Mostly buy online	12%	14%	11%	21%	15%	9%	16%	19%	9%	10%	14%	7%	4%	10%	5%
Equally likely to buy online or in person	22%	19%	25%	27%	18%	21%	19%	21%	27%	17%	20%	21%	27%	26%	9%
Mostly buy in person	17%	16%	19%	10%	16%	18%	19%	16%	22%	22%	25%	15%	24%	11%	22%
Always buy in person	20%	20%	20%	15%	24%	23%	17%	14%	14%	24%	17%	25%	19%	29%	25%
I never buy this	21%	25%	18%	24%	22%	20%	19%	24%	21%	20%	8%	24%	22%	16%	29%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(7.B) And from the below, in general are you more likely to buy that type of good online or in person?: Flowers

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	7%	7%	7%	8%	8%	4%	7%	7%	9%	5%	6%
Mostly buy online	12%	10%	8%	20%	12%	12%	11%	17%	11%	15%	6%
Equally likely to buy online or in person	22%	20%	27%	19%	23%	23%	19%	26%	22%	17%	22%
Mostly buy in person	17%	14%	17%	21%	18%	18%	16%	14%	16%	22%	18%
Always buy in person	20%	22%	18%	16%	19%	23%	23%	18%	19%	24%	20%
I never buy this	21%	27%	22%	16%	19%	21%	23%	19%	22%	17%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(7.C) And from the below, in general are you more likely to buy that type of good online or in person?: Flowers

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	7%	5%	6%	1%	9%	7%	10%	10%	8%	2%	10%	3%	4%	5%	14%	12%	7%	9%
Mostly buy online	12%	6%	6%	9%	13%	16%	11%	12%	8%	11%	3%	15%	22%	0%	28%	16%	39%	7%
Equally likely to buy online or in person	22%	33%	19%	25%	16%	16%	24%	18%	16%	33%	22%	26%	30%	26%	17%	27%	26%	21%
Mostly buy in person	17%	0%	18%	19%	16%	13%	22%	13%	22%	15%	23%	18%	14%	25%	24%	22%	8%	18%
Always buy in person	20%	5%	17%	17%	24%	26%	18%	28%	25%	22%	20%	14%	16%	9%	11%	18%	14%	21%
I never buy this	21%	51%	33%	29%	24%	22%	15%	17%	21%	16%	23%	24%	13%	35%	7%	5%	7%	24%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(8.A) And from the below, in general are you more likely to buy that type of good online or in person?: Computer game

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	13%	16%	10%	17%	13%	11%	9%	13%	14%	19%	11%	12%	8%	6%	27%
Mostly buy online	20%	20%	20%	19%	22%	19%	22%	10%	26%	16%	27%	24%	19%	28%	0%
Equally likely to buy online or in person	19%	18%	20%	20%	15%	18%	29%	25%	15%	18%	17%	15%	26%	17%	5%
Mostly buy in person	5%	5%	5%	8%	7%	5%	1%	6%	3%	1%	2%	4%	10%	3%	13%
Always buy in person	2%	2%	2%	2%	0%	3%	0%	1%	2%	1%	6%	1%	0%	2%	7%
I never buy this	41%	38%	44%	33%	43%	45%	38%	45%	39%	44%	37%	45%	37%	44%	49%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(8.B) And from the below, in general are you more likely to buy that type of good online or in person?: Computer game

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	13%	28%	18%	15%	9%	7%	3%	15%	13%	10%	13%
Mostly buy online	20%	24%	30%	25%	23%	14%	9%	22%	20%	17%	22%
Equally likely to buy online or in person	19%	28%	28%	28%	16%	14%	4%	15%	19%	19%	23%
Mostly buy in person	5%	6%	8%	7%	5%	1%	4%	1%	5%	12%	3%
Always buy in person	2%	3%	3%	1%	2%	0%	1%	1%	1%	2%	3%
I never buy this	41%	11%	14%	24%	45%	63%	78%	46%	42%	41%	36%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(8.C) And from the below, in general are you more likely to buy that type of good online or in person?: Computer game

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	13%	13%	14%	10%	13%	12%	18%	10%	12%	11%	11%	17%	7%	30%	11%	17%	21%	5%
Mostly buy online	20%	27%	12%	15%	22%	17%	25%	19%	20%	30%	19%	23%	24%	21%	15%	15%	21%	17%
Equally likely to buy online or in person	19%	22%	19%	15%	26%	20%	18%	18%	19%	16%	26%	14%	20%	4%	22%	23%	21%	20%
Mostly buy in person	5%	7%	6%	8%	5%	6%	10%	6%	0%	2%	6%	7%	6%	0%	0%	16%	2%	1%
Always buy in person	2%	0%	8%	0%	3%	4%	0%	3%	0%	0%	0%	2%	1%	0%	0%	0%	0%	1%
I never buy this	41%	30%	40%	52%	31%	42%	29%	45%	49%	41%	38%	36%	42%	45%	51%	29%	35%	56%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(9.A) And from the below, in general are you more likely to buy that type of good online or in person?: Takeaway food

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	15%	14%	16%	22%	15%	8%	6%	26%	17%	18%	12%	18%	10%	11%	9%
Mostly buy online	19%	19%	20%	23%	21%	16%	24%	21%	18%	14%	25%	19%	10%	23%	21%
Equally likely to buy online or in person	23%	22%	23%	25%	21%	22%	26%	18%	29%	23%	16%	18%	29%	23%	6%
Mostly buy in person	14%	15%	12%	12%	18%	10%	16%	7%	9%	14%	13%	15%	17%	11%	18%
Always buy in person	14%	15%	13%	6%	10%	22%	15%	12%	12%	12%	12%	17%	18%	19%	29%
I never buy this	15%	14%	17%	11%	15%	22%	13%	16%	15%	18%	23%	13%	17%	13%	18%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(9.B) And from the below, in general are you more likely to buy that type of good online or in person?: Takeaway food

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	15%	28%	29%	18%	11%	5%	3%	13%	16%	12%	19%
Mostly buy online	19%	29%	29%	31%	14%	13%	5%	19%	20%	18%	20%
Equally likely to buy online or in person	23%	27%	28%	29%	25%	16%	12%	21%	24%	24%	22%
Mostly buy in person	14%	5%	7%	7%	21%	24%	17%	16%	10%	16%	11%
Always buy in person	14%	7%	5%	9%	15%	21%	24%	13%	14%	17%	12%
I never buy this	15%	4%	2%	5%	14%	23%	39%	17%	16%	14%	15%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(9.C) And from the below, in general are you more likely to buy that type of good online or in person?: Takeaway food

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	15%	16%	24%	14%	17%	17%	13%	15%	11%	13%	14%	19%	8%	9%	18%	12%	18%	17%
Mostly buy online	19%	13%	17%	15%	20%	11%	25%	14%	21%	25%	12%	25%	28%	18%	31%	29%	21%	16%
Equally likely to buy online or in person	23%	45%	22%	24%	27%	15%	23%	21%	15%	28%	29%	22%	28%	22%	8%	15%	33%	26%
Mostly buy in person	14%	10%	9%	9%	10%	21%	8%	14%	15%	9%	23%	15%	13%	25%	16%	32%	12%	12%
Always buy in person	14%	11%	8%	13%	11%	19%	12%	18%	19%	13%	7%	12%	14%	23%	8%	12%	9%	16%
I never buy this	15%	5%	20%	26%	15%	17%	19%	19%	18%	11%	16%	8%	8%	3%	19%	0%	7%	14%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(10.A) And from the below, in general are you more likely to buy that type of good online or in person?: Holiday

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	26%	28%	24%	31%	26%	24%	28%	21%	22%	30%	24%	24%	21%	31%	33%
Mostly buy online	30%	30%	31%	24%	33%	25%	29%	42%	43%	28%	25%	31%	31%	22%	20%
Equally likely to buy online or in person	20%	19%	20%	22%	18%	26%	22%	20%	15%	14%	27%	22%	20%	21%	0%
Mostly buy in person	7%	6%	9%	8%	8%	3%	8%	0%	6%	11%	7%	3%	12%	12%	17%
Always buy in person	5%	6%	5%	4%	5%	9%	4%	6%	4%	4%	3%	7%	7%	4%	11%
I never buy this	11%	12%	10%	11%	10%	13%	9%	11%	10%	14%	13%	13%	9%	10%	19%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(10.B) And from the below, in general are you more likely to buy that type of good online or in person?: Holiday

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	26%	25%	33%	32%	27%	23%	17%	30%	30%	25%	19%
Mostly buy online	30%	30%	30%	29%	32%	30%	31%	36%	30%	26%	29%
Equally likely to buy online or in person	20%	15%	22%	21%	17%	22%	21%	17%	21%	19%	21%
Mostly buy in person	7%	6%	5%	5%	7%	9%	11%	8%	6%	11%	5%
Always buy in person	5%	8%	2%	3%	6%	6%	8%	3%	5%	7%	7%
I never buy this	11%	17%	9%	10%	11%	10%	12%	7%	7%	11%	20%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(10.C) And from the below, in general are you more likely to buy that type of good online or in person?: Holiday

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	26%	11%	18%	16%	26%	23%	33%	27%	25%	30%	15%	29%	32%	40%	48%	40%	31%	16%
Mostly buy online	30%	7%	14%	26%	29%	33%	29%	39%	28%	36%	49%	38%	32%	18%	36%	32%	40%	21%
Equally likely to buy online or in person	20%	27%	13%	20%	22%	24%	19%	18%	13%	21%	17%	19%	19%	14%	14%	12%	26%	30%
Mostly buy in person	7%	5%	7%	5%	4%	7%	10%	5%	17%	3%	6%	7%	13%	11%	2%	11%	3%	8%
Always buy in person	5%	15%	14%	8%	5%	5%	1%	6%	6%	2%	0%	2%	5%	14%	0%	4%	0%	10%
I never buy this	11%	34%	34%	26%	13%	8%	9%	5%	11%	7%	13%	6%	0%	4%	0%	0%	0%	15%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(11.A) And from the below, in general are you more likely to buy that type of good online or in person?: Movies or TV shows

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	16%	17%	15%	18%	18%	17%	13%	10%	15%	23%	15%	16%	15%	17%	19%
Mostly buy online	24%	24%	24%	26%	28%	21%	21%	27%	33%	23%	25%	24%	15%	26%	12%
Equally likely to buy online or in person	21%	21%	22%	19%	19%	22%	31%	27%	21%	16%	19%	16%	31%	18%	11%
Mostly buy in person	5%	5%	5%	5%	5%	2%	2%	3%	3%	4%	13%	6%	3%	12%	22%
Always buy in person	3%	4%	3%	5%	3%	6%	2%	3%	4%	2%	2%	5%	3%	3%	0%
I never buy this	29%	28%	31%	27%	27%	31%	31%	30%	24%	31%	27%	35%	33%	23%	36%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(11.B) And from the below, in general are you more likely to buy that type of good online or in person?: Movies or TV shows

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	16%	23%	22%	21%	18%	11%	7%	21%	14%	16%	15%
Mostly buy online	24%	24%	31%	32%	22%	21%	16%	29%	25%	20%	22%
Equally likely to buy online or in person	21%	27%	31%	25%	23%	14%	10%	15%	22%	25%	25%
Mostly buy in person	5%	11%	4%	5%	3%	4%	5%	3%	5%	6%	7%
Always buy in person	3%	2%	2%	3%	5%	3%	5%	2%	4%	3%	4%
I never buy this	29%	13%	10%	14%	30%	47%	57%	31%	30%	30%	26%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(11.C) And from the below, in general are you more likely to buy that type of good online or in person?: Movies or TV shows

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	16%	24%	16%	15%	18%	14%	17%	10%	16%	20%	10%	16%	20%	22%	26%	20%	27%	15%
Mostly buy online	24%	7%	18%	25%	23%	25%	22%	24%	26%	27%	19%	27%	31%	37%	49%	22%	31%	12%
Equally likely to buy online or in person	21%	39%	27%	16%	22%	20%	20%	17%	19%	24%	38%	20%	19%	17%	4%	20%	19%	29%
Mostly buy in person	5%	0%	12%	7%	8%	1%	8%	5%	1%	1%	5%	1%	9%	0%	0%	11%	5%	6%
Always buy in person	3%	0%	5%	2%	4%	5%	5%	6%	3%	0%	3%	2%	2%	7%	2%	5%	4%	1%
I never buy this	29%	30%	21%	36%	26%	34%	27%	38%	36%	28%	25%	34%	19%	17%	19%	22%	14%	37%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(12.A) And from the below, in general are you more likely to buy that type of good online or in person?: Music

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	18%	20%	15%	18%	19%	25%	11%	21%	22%	19%	11%	18%	10%	18%	32%
Mostly buy online	24%	25%	24%	26%	31%	19%	26%	22%	24%	20%	30%	23%	24%	25%	12%
Equally likely to buy online or in person	22%	21%	22%	15%	21%	17%	36%	25%	19%	23%	18%	19%	21%	26%	27%
Mostly buy in person	5%	4%	7%	7%	5%	8%	3%	3%	6%	2%	7%	4%	11%	5%	0%
Always buy in person	4%	4%	3%	1%	2%	6%	4%	6%	4%	1%	9%	7%	2%	0%	0%
I never buy this	27%	25%	29%	32%	22%	24%	20%	24%	25%	35%	24%	28%	32%	27%	29%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(12.B) And from the below, in general are you more likely to buy that type of good online or in person?: Music

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	18%	27%	24%	21%	17%	13%	9%	23%	18%	14%	17%
Mostly buy online	24%	21%	28%	29%	22%	22%	24%	32%	24%	19%	21%
Equally likely to buy online or in person	22%	16%	25%	33%	24%	20%	13%	16%	22%	25%	25%
Mostly buy in person	5%	4%	7%	4%	3%	6%	8%	5%	5%	7%	5%
Always buy in person	4%	3%	2%	1%	3%	4%	7%	2%	4%	4%	5%
I never buy this	27%	29%	14%	12%	30%	35%	39%	23%	28%	30%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(12.C) And from the below, in general are you more likely to buy that type of good online or in person?: Music

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	18%	13%	13%	15%	18%	19%	19%	15%	13%	21%	14%	22%	24%	34%	20%	32%	21%	16%
Mostly buy online	24%	19%	18%	24%	23%	17%	25%	24%	25%	29%	23%	30%	28%	42%	41%	31%	35%	12%
Equally likely to buy online or in person	22%	32%	33%	28%	21%	24%	13%	17%	20%	29%	16%	22%	16%	10%	16%	10%	35%	22%
Mostly buy in person	5%	0%	6%	5%	6%	5%	12%	3%	6%	2%	6%	3%	4%	0%	0%	16%	4%	6%
Always buy in person	4%	0%	5%	1%	3%	5%	3%	7%	2%	2%	9%	2%	1%	9%	0%	7%	0%	4%
I never buy this	27%	36%	24%	27%	30%	29%	27%	34%	34%	18%	32%	21%	27%	5%	22%	4%	5%	40%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(13.A) And from the below, in general are you more likely to buy that type of good online or in person?: Toys

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	5%	6%	4%	7%	6%	3%	3%	7%	5%	6%	7%	5%	1%	3%	10%
Mostly buy online	18%	18%	19%	17%	22%	15%	15%	17%	17%	17%	17%	17%	21%	28%	17%
Equally likely to buy online or in person	35%	30%	39%	38%	30%	30%	41%	38%	50%	30%	30%	26%	40%	30%	29%
Mostly buy in person	8%	7%	8%	7%	9%	8%	5%	4%	6%	6%	11%	9%	15%	2%	5%
Always buy in person	4%	5%	4%	5%	5%	2%	5%	8%	1%	5%	9%	7%	1%	6%	0%
I never buy this	30%	33%	26%	27%	28%	43%	30%	26%	22%	35%	25%	35%	22%	30%	39%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(13.B) And from the below, in general are you more likely to buy that type of good online or in person?: Toys

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	5%	9%	6%	7%	3%	4%	2%	7%	4%	5%	4%
Mostly buy online	18%	13%	22%	27%	17%	15%	15%	22%	19%	18%	13%
Equally likely to buy online or in person	35%	29%	48%	42%	35%	30%	25%	32%	30%	36%	41%
Mostly buy in person	8%	13%	9%	6%	5%	5%	8%	7%	9%	10%	5%
Always buy in person	4%	4%	4%	4%	6%	6%	4%	3%	5%	5%	6%
I never buy this	30%	32%	11%	14%	34%	41%	45%	29%	33%	26%	30%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(13.C) And from the below, in general are you more likely to buy that type of good online or in person?: Toys

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	5%	5%	4%	1%	9%	4%	6%	2%	3%	5%	10%	7%	0%	13%	7%	4%	11%	5%
Mostly buy online	18%	0%	14%	15%	11%	21%	21%	12%	19%	18%	20%	25%	19%	27%	32%	34%	21%	15%
Equally likely to buy online or in person	35%	28%	34%	31%	40%	34%	28%	45%	32%	37%	31%	47%	40%	23%	27%	24%	30%	32%
Mostly buy in person	8%	9%	7%	4%	11%	9%	7%	8%	3%	9%	14%	5%	14%	4%	2%	16%	7%	7%
Always buy in person	4%	0%	9%	4%	3%	2%	7%	4%	5%	5%	3%	4%	8%	0%	0%	4%	3%	6%
I never buy this	30%	58%	32%	44%	27%	30%	31%	30%	38%	26%	23%	12%	18%	34%	33%	18%	28%	34%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(14.A) And from the below, in general are you more likely to buy that type of good online or in person?: Electronics or gadgets

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	11%	13%	9%	15%	9%	7%	9%	8%	13%	15%	15%	11%	6%	13%	22%
Mostly buy online	29%	34%	25%	32%	35%	28%	32%	27%	31%	25%	23%	29%	21%	45%	10%
Equally likely to buy online or in person	36%	33%	39%	34%	36%	34%	43%	38%	33%	37%	41%	38%	43%	20%	28%
Mostly buy in person	12%	10%	14%	8%	12%	13%	10%	10%	14%	12%	8%	11%	21%	10%	14%
Always buy in person	7%	7%	6%	5%	6%	13%	3%	11%	4%	5%	5%	7%	7%	5%	15%
I never buy this	5%	4%	6%	6%	3%	5%	2%	6%	5%	6%	8%	4%	3%	7%	11%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(14.B) And from the below, in general are you more likely to buy that type of good online or in person?: Electronics or gadgets

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	11%	20%	14%	13%	9%	6%	8%	16%	11%	7%	10%
Mostly buy online	29%	27%	34%	27%	34%	30%	24%	32%	30%	26%	30%
Equally likely to buy online or in person	36%	37%	36%	42%	36%	34%	33%	35%	39%	33%	38%
Mostly buy in person	12%	9%	11%	7%	10%	14%	18%	9%	12%	18%	10%
Always buy in person	7%	4%	4%	4%	6%	10%	11%	6%	5%	9%	7%
I never buy this	5%	3%	2%	6%	6%	6%	6%	3%	4%	7%	6%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(14.C) And from the below, in general are you more likely to buy that type of good online or in person?: Electronics or gadgets

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	11%	19%	14%	9%	15%	7%	16%	9%	14%	11%	17%	8%	9%	23%	8%	4%	14%	8%
Mostly buy online	29%	22%	21%	33%	33%	34%	31%	23%	30%	34%	20%	29%	32%	13%	41%	38%	32%	23%
Equally likely to buy online or in person	36%	33%	40%	34%	33%	28%	40%	45%	29%	38%	41%	39%	38%	35%	38%	31%	38%	35%
Mostly buy in person	12%	11%	11%	11%	8%	16%	8%	14%	12%	10%	19%	17%	10%	12%	5%	19%	10%	11%
Always buy in person	7%	10%	8%	5%	10%	9%	4%	4%	10%	2%	0%	5%	4%	7%	0%	8%	2%	14%
I never buy this	5%	5%	6%	7%	2%	6%	2%	5%	4%	5%	3%	2%	7%	10%	7%	0%	4%	10%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(15.A) And from the below, in general are you more likely to buy that type of good online or in person?: Home appliance

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	10%	12%	8%	10%	13%	9%	9%	8%	8%	12%	7%	13%	3%	8%	19%
Mostly buy online	25%	25%	24%	26%	26%	25%	26%	24%	24%	26%	21%	26%	21%	34%	0%
Equally likely to buy online or in person	37%	35%	38%	36%	28%	34%	45%	45%	39%	35%	27%	33%	53%	31%	21%
Mostly buy in person	15%	14%	16%	12%	20%	21%	12%	11%	15%	10%	36%	13%	15%	12%	13%
Always buy in person	9%	9%	9%	9%	8%	9%	7%	10%	6%	11%	5%	11%	7%	7%	38%
I never buy this	5%	5%	4%	7%	5%	1%	2%	2%	8%	5%	4%	3%	1%	8%	8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(15.B) And from the below, in general are you more likely to buy that type of good online or in person?: Home appliance

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	10%	9%	12%	12%	12%	8%	5%	13%	9%	10%	6%
Mostly buy online	25%	22%	24%	24%	30%	26%	23%	28%	27%	21%	21%
Equally likely to buy online or in person	37%	30%	46%	41%	31%	35%	36%	34%	37%	36%	40%
Mostly buy in person	15%	19%	11%	9%	14%	19%	19%	15%	14%	18%	14%
Always buy in person	9%	7%	5%	7%	9%	12%	14%	8%	9%	9%	11%
I never buy this	5%	13%	3%	6%	3%	1%	2%	2%	4%	6%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(15.C) And from the below, in general are you more likely to buy that type of good online or in person?: Home appliance

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	10%	13%	3%	10%	15%	10%	14%	14%	8%	8%	7%	5%	7%	20%	6%	3%	21%	5%
Mostly buy online	25%	0%	18%	27%	24%	24%	21%	17%	27%	20%	22%	36%	32%	28%	57%	36%	23%	20%
Equally likely to buy online or in person	37%	29%	34%	33%	40%	32%	40%	45%	32%	43%	42%	35%	40%	37%	32%	30%	35%	32%
Mostly buy in person	15%	16%	12%	18%	10%	19%	18%	8%	15%	24%	23%	16%	11%	11%	5%	12%	18%	14%
Always buy in person	9%	10%	14%	7%	10%	12%	6%	9%	13%	0%	3%	7%	8%	4%	0%	18%	3%	21%
I never buy this	5%	32%	19%	5%	2%	3%	1%	6%	5%	5%	3%	1%	2%	0%	0%	0%	0%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(16.A) And from the below, in general are you more likely to buy that type of good online or in person?: DIY tools

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always buy online	6%	6%	5%	6%	2%	4%	4%	5%	5%	10%	9%	6%	3%	8%	26%
Mostly buy online	15%	16%	14%	16%	13%	13%	19%	13%	16%	19%	16%	12%	14%	15%	12%
Equally likely to buy online or in person	33%	34%	33%	31%	36%	29%	35%	31%	35%	28%	36%	29%	39%	51%	16%
Mostly buy in person	16%	17%	16%	18%	20%	20%	15%	18%	10%	18%	9%	15%	19%	13%	11%
Always buy in person	11%	12%	10%	8%	11%	13%	8%	12%	15%	10%	8%	15%	11%	2%	15%
I never buy this	19%	14%	23%	20%	18%	22%	18%	21%	19%	16%	21%	22%	14%	11%	19%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(16.B) And from the below, in general are you more likely to buy that type of good online or in person?: DIY tools

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always buy online	6%	11%	8%	7%	4%	2%	4%	5%	7%	6%	5%
Mostly buy online	15%	15%	19%	14%	16%	17%	11%	18%	13%	13%	15%
Equally likely to buy online or in person	33%	28%	39%	36%	33%	35%	28%	37%	36%	33%	27%
Mostly buy in person	16%	14%	17%	16%	16%	15%	19%	17%	17%	13%	19%
Always buy in person	11%	6%	8%	11%	13%	14%	12%	10%	8%	16%	12%
I never buy this	19%	24%	9%	16%	19%	17%	26%	14%	19%	19%	23%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(16.C) And from the below, in general are you more likely to buy that type of good online or in person?: DIY tools

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always buy online	6%	5%	9%	2%	10%	3%	10%	8%	3%	2%	15%	3%	2%	0%	11%	5%	13%	3%
Mostly buy online	15%	8%	13%	15%	11%	15%	20%	10%	18%	15%	7%	15%	14%	21%	19%	27%	23%	12%
Equally likely to buy online or in person	33%	35%	26%	37%	32%	24%	27%	39%	32%	39%	35%	46%	47%	22%	36%	25%	34%	31%
Mostly buy in person	16%	16%	14%	8%	20%	16%	21%	19%	8%	28%	17%	17%	7%	32%	13%	19%	22%	11%
Always buy in person	11%	10%	11%	12%	9%	18%	11%	12%	7%	5%	12%	7%	14%	5%	4%	5%	8%	17%
I never buy this	19%	25%	27%	26%	18%	23%	10%	12%	33%	12%	14%	12%	15%	21%	17%	19%	0%	26%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(17.A) And where would you tend to look first to buy the following products?: A pair of trainers

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	19%	19%	19%	16%	23%	13%	17%	26%	18%	26%	16%	18%	12%	17%	26%
Mostly look online first	22%	22%	22%	26%	21%	22%	22%	12%	24%	20%	23%	26%	23%	20%	8%
Equally likely to look online or in person first	22%	22%	23%	28%	21%	9%	27%	29%	24%	17%	29%	15%	28%	20%	21%
Mostly look in person first	12%	13%	11%	9%	16%	18%	12%	9%	12%	13%	8%	11%	13%	17%	0%
Always look in person first	15%	15%	16%	11%	16%	22%	18%	14%	14%	13%	18%	18%	11%	10%	24%
I never look for this	10%	10%	9%	9%	4%	16%	5%	11%	7%	9%	6%	12%	13%	15%	20%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(17.B) And where would you tend to look first to buy the following products?: A pair of trainers

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	19%	27%	22%	22%	23%	14%	8%	20%	18%	18%	18%
Mostly look online first	22%	19%	30%	32%	21%	18%	12%	22%	27%	20%	19%
Equally likely to look online or in person first	22%	30%	26%	23%	24%	21%	14%	23%	20%	21%	26%
Mostly look in person first	12%	10%	10%	6%	14%	17%	15%	12%	11%	10%	15%
Always look in person first	15%	8%	9%	12%	11%	14%	31%	13%	17%	19%	12%
I never look for this	10%	5%	3%	5%	7%	16%	20%	10%	7%	12%	10%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(17.C) And where would you tend to look first to buy the following products?: A pair of trainers

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	19%	13%	21%	15%	16%	18%	19%	24%	18%	29%	16%	14%	19%	23%	18%	26%	13%	17%
Mostly look online first	22%	7%	15%	20%	24%	23%	18%	18%	30%	23%	17%	36%	26%	11%	39%	20%	20%	12%
Equally likely to look online or in person first	22%	56%	23%	25%	26%	13%	23%	18%	24%	24%	29%	19%	25%	23%	14%	23%	22%	23%
Mostly look in person first	12%	4%	9%	11%	10%	12%	21%	11%	9%	11%	12%	10%	16%	22%	6%	8%	21%	10%
Always look in person first	15%	10%	13%	18%	15%	25%	14%	17%	12%	14%	16%	13%	10%	8%	15%	14%	14%	15%
I never look for this	10%	11%	18%	11%	10%	9%	6%	11%	8%	0%	10%	9%	4%	13%	8%	8%	9%	23%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(18.A) And where would you tend to look first to buy the following products?: A pint of milk

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	4%	3%	5%	7%	5%	2%	1%	6%	2%	5%	5%	3%	3%	6%	5%
Mostly look online first	6%	6%	5%	13%	7%	3%	2%	5%	5%	1%	12%	4%	1%	8%	3%
Equally likely to look online or in person first	12%	12%	11%	12%	13%	16%	11%	21%	8%	8%	14%	6%	12%	18%	6%
Mostly look in person first	14%	12%	17%	14%	12%	16%	13%	10%	20%	13%	23%	16%	10%	12%	14%
Always look in person first	56%	58%	54%	43%	53%	55%	69%	50%	56%	65%	42%	65%	65%	48%	55%
I never look for this	8%	9%	8%	10%	10%	8%	3%	8%	8%	9%	4%	6%	9%	9%	17%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(18.B) And where would you tend to look first to buy the following products?: A pint of milk

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	4%	4%	2%	4%	4%	3%	8%	7%	4%	3%	3%
Mostly look online first	6%	7%	10%	7%	4%	3%	2%	6%	7%	6%	2%
Equally likely to look online or in person first	12%	14%	19%	12%	10%	8%	8%	15%	9%	13%	10%
Mostly look in person first	14%	17%	15%	14%	19%	9%	11%	13%	14%	13%	17%
Always look in person first	56%	47%	45%	57%	55%	67%	62%	53%	59%	56%	57%
I never look for this	8%	11%	9%	5%	9%	9%	9%	7%	7%	9%	11%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(18.C) And where would you tend to look first to buy the following products?: A pint of milk

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	4%	0%	0%	2%	5%	3%	5%	5%	5%	7%	2%	1%	4%	5%	17%	0%	10%	6%
Mostly look online first	6%	4%	5%	5%	3%	3%	4%	4%	7%	4%	2%	9%	10%	8%	9%	14%	17%	3%
Equally likely to look online or in person first	12%	16%	10%	14%	12%	8%	14%	12%	2%	17%	13%	10%	14%	0%	19%	25%	14%	12%
Mostly look in person first	14%	13%	10%	14%	12%	18%	16%	13%	17%	12%	16%	13%	11%	12%	9%	12%	9%	21%
Always look in person first	56%	47%	60%	58%	56%	63%	55%	52%	62%	58%	54%	54%	59%	66%	43%	45%	51%	45%
I never look for this	8%	21%	16%	6%	11%	5%	6%	13%	8%	3%	13%	12%	2%	9%	4%	4%	0%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(19.A) And where would you tend to look first to buy the following products?: A takeaway curry

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	16%	15%	17%	18%	20%	14%	13%	30%	14%	16%	5%	18%	8%	17%	5%
Mostly look online first	20%	19%	21%	29%	20%	14%	25%	13%	24%	16%	19%	15%	18%	13%	26%
Equally likely to look online or in person first	18%	18%	18%	18%	16%	13%	18%	14%	22%	13%	31%	19%	22%	20%	15%
Mostly look in person first	9%	10%	7%	6%	10%	9%	8%	11%	5%	11%	11%	8%	12%	11%	6%
Always look in person first	14%	16%	13%	11%	9%	19%	19%	12%	12%	10%	9%	17%	15%	26%	19%
I never look for this	23%	22%	24%	18%	25%	31%	17%	19%	23%	35%	25%	23%	25%	12%	29%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(19.B) And where would you tend to look first to buy the following products?: A takeaway curry

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	16%	24%	24%	25%	13%	9%	3%	17%	15%	14%	18%
Mostly look online first	20%	21%	32%	26%	17%	19%	6%	20%	20%	22%	16%
Equally likely to look online or in person first	18%	21%	25%	23%	19%	9%	12%	16%	18%	17%	21%
Mostly look in person first	9%	13%	5%	5%	9%	12%	10%	12%	5%	10%	9%
Always look in person first	14%	8%	7%	10%	17%	20%	22%	13%	16%	15%	13%
I never look for this	23%	12%	8%	11%	26%	31%	46%	23%	25%	22%	23%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(19.C) And where would you tend to look first to buy the following products?: A takeaway curry

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	16%	5%	19%	18%	13%	13%	17%	20%	11%	17%	10%	20%	20%	15%	19%	23%	8%	17%
Mostly look online first	20%	13%	25%	12%	19%	15%	22%	8%	21%	26%	18%	21%	24%	19%	41%	42%	32%	12%
Equally likely to look online or in person first	18%	45%	16%	17%	25%	8%	19%	21%	15%	24%	25%	16%	17%	14%	5%	10%	22%	22%
Mostly look in person first	9%	11%	5%	14%	6%	10%	4%	16%	13%	4%	7%	9%	5%	22%	12%	8%	10%	6%
Always look in person first	14%	10%	9%	10%	10%	23%	12%	13%	16%	16%	16%	17%	19%	21%	8%	9%	20%	11%
I never look for this	23%	16%	28%	29%	27%	32%	27%	22%	25%	12%	23%	16%	15%	10%	15%	8%	9%	32%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(20.A) And where would you tend to look first to buy the following products?: A holiday

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	37%	37%	38%	36%	47%	24%	30%	39%	40%	46%	25%	40%	24%	46%	48%
Mostly look online first	28%	29%	28%	30%	23%	35%	38%	30%	26%	20%	21%	26%	42%	17%	23%
Equally likely to look online or in person first	16%	16%	17%	16%	16%	13%	18%	15%	21%	14%	31%	15%	12%	19%	15%
Mostly look in person first	4%	3%	4%	3%	3%	6%	4%	0%	3%	2%	8%	4%	6%	4%	6%
Always look in person first	5%	6%	5%	4%	4%	9%	3%	5%	4%	4%	5%	6%	8%	6%	8%
I never look for this	9%	10%	8%	11%	7%	13%	7%	11%	5%	14%	10%	10%	9%	8%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(20.B) And where would you tend to look first to buy the following products?: A holiday

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	37%	40%	34%	42%	41%	37%	31%	45%	42%	31%	30%
Mostly look online first	28%	17%	31%	31%	29%	25%	33%	30%	31%	27%	24%
Equally likely to look online or in person first	16%	20%	22%	13%	10%	19%	16%	14%	14%	17%	20%
Mostly look in person first	4%	5%	3%	2%	4%	3%	6%	3%	3%	5%	4%
Always look in person first	5%	5%	3%	8%	6%	4%	5%	2%	4%	11%	4%
I never look for this	9%	14%	8%	5%	10%	12%	9%	5%	6%	9%	18%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(20.C) And where would you tend to look first to buy the following products?: A holiday

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	37%	11%	27%	21%	33%	34%	45%	44%	40%	47%	29%	48%	42%	36%	66%	46%	39%	25%
Mostly look online first	28%	13%	11%	25%	29%	33%	28%	33%	25%	30%	44%	27%	29%	22%	24%	40%	48%	24%
Equally likely to look online or in person first	16%	28%	16%	23%	18%	20%	13%	8%	16%	17%	14%	14%	19%	24%	4%	5%	7%	26%
Mostly look in person first	4%	5%	4%	3%	2%	4%	2%	4%	4%	5%	2%	3%	7%	11%	2%	5%	3%	3%
Always look in person first	5%	5%	12%	7%	7%	3%	4%	3%	8%	1%	3%	4%	3%	7%	4%	0%	4%	7%
I never look for this	9%	38%	30%	21%	11%	5%	7%	7%	7%	0%	7%	4%	0%	0%	0%	4%	0%	15%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(21.A) And where would you tend to look first to buy the following products?: A mobile phone

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	32%	33%	29%	28%	39%	25%	25%	42%	31%	32%	20%	34%	23%	39%	53%
Mostly look online first	28%	29%	27%	33%	18%	31%	25%	22%	32%	30%	45%	28%	28%	23%	20%
Equally likely to look online or in person first	20%	18%	22%	21%	17%	18%	27%	16%	23%	17%	21%	18%	24%	18%	23%
Mostly look in person first	6%	6%	6%	6%	8%	7%	7%	1%	5%	4%	5%	4%	9%	6%	0%
Always look in person first	10%	10%	11%	7%	13%	12%	10%	14%	5%	13%	5%	13%	10%	12%	4%
I never look for this	5%	4%	5%	4%	5%	7%	5%	5%	4%	4%	5%	4%	5%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(21.B) And where would you tend to look first to buy the following products?: A mobile phone

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	32%	38%	30%	35%	38%	33%	20%	35%	35%	27%	28%
Mostly look online first	28%	19%	32%	32%	30%	24%	26%	29%	31%	26%	23%
Equally likely to look online or in person first	20%	26%	23%	22%	16%	20%	17%	17%	18%	20%	28%
Mostly look in person first	6%	7%	3%	4%	6%	5%	8%	8%	4%	6%	5%
Always look in person first	10%	8%	7%	6%	7%	13%	19%	6%	11%	16%	10%
I never look for this	5%	3%	4%	1%	3%	5%	10%	5%	2%	5%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(21.C) And where would you tend to look first to buy the following products?: A mobile phone

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	32%	24%	30%	31%	25%	30%	33%	36%	35%	35%	23%	39%	25%	34%	39%	32%	31%	30%
Mostly look online first	28%	0%	18%	30%	23%	31%	25%	29%	33%	30%	24%	30%	35%	32%	44%	28%	27%	22%
Equally likely to look online or in person first	20%	53%	22%	26%	30%	15%	20%	13%	12%	14%	36%	13%	19%	22%	0%	23%	24%	25%
Mostly look in person first	6%	7%	7%	3%	7%	2%	6%	9%	8%	7%	7%	3%	7%	6%	6%	5%	10%	3%
Always look in person first	10%	11%	13%	7%	11%	16%	12%	9%	11%	10%	10%	11%	5%	7%	6%	0%	4%	14%
I never look for this	5%	5%	11%	3%	3%	5%	4%	4%	2%	3%	0%	4%	10%	0%	4%	12%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(22.A) And where would you tend to look first to buy the following products?: A new car

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	15%	18%	13%	18%	22%	9%	10%	9%	22%	18%	9%	15%	11%	14%	24%
Mostly look online first	16%	18%	13%	15%	14%	13%	21%	20%	16%	15%	23%	19%	11%	19%	5%
Equally likely to look online or in person first	18%	19%	18%	20%	21%	16%	24%	13%	22%	16%	15%	9%	15%	19%	44%
Mostly look in person first	11%	10%	12%	10%	9%	11%	13%	15%	11%	6%	9%	12%	16%	11%	6%
Always look in person first	20%	18%	21%	16%	19%	23%	19%	20%	14%	16%	19%	23%	28%	23%	11%
I never look for this	20%	16%	23%	21%	15%	29%	13%	23%	16%	28%	24%	22%	19%	15%	10%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(22.B) And where would you tend to look first to buy the following products?: A new car

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	15%	21%	16%	20%	17%	13%	7%	23%	14%	17%	7%
Mostly look online first	16%	17%	19%	18%	16%	16%	11%	17%	19%	17%	11%
Equally likely to look online or in person first	18%	27%	22%	18%	16%	16%	13%	18%	18%	20%	18%
Mostly look in person first	11%	9%	11%	11%	6%	10%	17%	10%	11%	9%	14%
Always look in person first	20%	6%	10%	16%	24%	22%	34%	23%	17%	23%	16%
I never look for this	20%	19%	21%	16%	21%	22%	18%	8%	22%	15%	34%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(22.C) And where would you tend to look first to buy the following products?: A new car

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	15%	0%	8%	9%	12%	10%	14%	18%	16%	20%	13%	21%	22%	31%	24%	23%	34%	13%
Mostly look online first	16%	0%	6%	14%	12%	15%	18%	23%	14%	24%	16%	25%	15%	19%	17%	21%	17%	6%
Equally likely to look online or in person first	18%	46%	14%	19%	24%	15%	16%	10%	16%	28%	21%	15%	31%	18%	18%	24%	12%	15%
Mostly look in person first	11%	15%	8%	7%	13%	10%	14%	13%	9%	8%	8%	6%	9%	20%	17%	16%	12%	17%
Always look in person first	20%	0%	18%	25%	9%	25%	24%	19%	29%	13%	34%	22%	17%	7%	17%	6%	24%	16%
I never look for this	20%	39%	46%	27%	29%	25%	14%	17%	16%	6%	8%	11%	7%	6%	8%	11%	2%	33%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(23.A) And where would you tend to look first to buy the following products?: A light bulb

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	9%	12%	7%	10%	10%	8%	5%	15%	11%	6%	9%	13%	5%	10%	17%
Mostly look online first	12%	13%	11%	20%	14%	9%	13%	7%	16%	9%	19%	7%	9%	9%	0%
Equally likely to look online or in person first	17%	17%	16%	24%	17%	8%	22%	16%	19%	11%	20%	13%	22%	7%	9%
Mostly look in person first	19%	16%	22%	15%	22%	32%	21%	12%	19%	23%	16%	17%	19%	22%	14%
Always look in person first	36%	34%	38%	24%	34%	38%	35%	40%	24%	43%	26%	42%	41%	46%	53%
I never look for this	7%	8%	6%	7%	5%	6%	4%	10%	12%	7%	10%	8%	5%	5%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(23.B) And where would you tend to look first to buy the following products?: A light bulb

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	9%	11%	9%	9%	10%	8%	10%	14%	9%	8%	6%
Mostly look online first	12%	9%	11%	15%	14%	11%	11%	13%	15%	12%	8%
Equally likely to look online or in person first	17%	22%	22%	17%	14%	15%	13%	15%	19%	18%	15%
Mostly look in person first	19%	21%	28%	17%	19%	17%	15%	19%	14%	19%	26%
Always look in person first	36%	23%	25%	35%	37%	44%	46%	34%	39%	33%	36%
I never look for this	7%	14%	5%	7%	7%	5%	5%	5%	5%	9%	10%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(23.C) And where would you tend to look first to buy the following products?: A light bulb

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	9%	5%	5%	8%	12%	4%	10%	14%	8%	14%	3%	10%	4%	13%	24%	5%	22%	8%
Mostly look online first	12%	0%	4%	10%	7%	9%	17%	11%	11%	18%	5%	13%	29%	8%	6%	20%	33%	7%
Equally likely to look online or in person first	17%	15%	17%	14%	20%	12%	17%	21%	17%	13%	23%	11%	14%	17%	17%	20%	9%	26%
Mostly look in person first	19%	14%	25%	24%	23%	22%	16%	14%	18%	19%	27%	19%	13%	19%	29%	14%	13%	13%
Always look in person first	36%	23%	32%	38%	31%	45%	40%	32%	36%	34%	39%	41%	33%	39%	23%	37%	22%	33%
I never look for this	7%	42%	17%	5%	7%	8%	0%	7%	10%	1%	4%	6%	7%	4%	0%	4%	0%	12%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(24.A) And where would you tend to look first to buy the following products?: New headphones

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	23%	27%	20%	23%	30%	16%	26%	20%	20%	29%	11%	25%	19%	29%	22%
Mostly look online first	25%	25%	25%	25%	25%	24%	21%	30%	25%	27%	29%	24%	27%	29%	20%
Equally likely to look online or in person first	19%	18%	20%	23%	21%	17%	21%	20%	18%	12%	25%	18%	18%	11%	20%
Mostly look in person first	5%	5%	5%	6%	4%	6%	2%	5%	5%	4%	5%	4%	7%	1%	6%
Always look in person first	7%	7%	6%	9%	4%	8%	7%	8%	7%	5%	6%	6%	7%	7%	0%
I never look for this	21%	18%	24%	13%	17%	29%	22%	17%	24%	23%	25%	24%	23%	22%	33%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(24.B) And where would you tend to look first to buy the following products?: New headphones

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	23%	33%	25%	26%	26%	19%	13%	24%	26%	24%	19%
Mostly look online first	25%	22%	32%	26%	26%	23%	22%	30%	26%	19%	26%
Equally likely to look online or in person first	19%	25%	26%	20%	19%	17%	9%	15%	17%	22%	22%
Mostly look in person first	5%	10%	6%	3%	3%	4%	3%	4%	2%	7%	5%
Always look in person first	7%	7%	5%	8%	6%	5%	8%	5%	6%	11%	5%
I never look for this	21%	3%	5%	16%	19%	32%	45%	22%	22%	18%	22%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(24.C) And where would you tend to look first to buy the following products?: New headphones

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	23%	20%	17%	20%	23%	22%	25%	25%	22%	27%	19%	25%	22%	37%	38%	27%	28%	18%
Mostly look online first	25%	17%	19%	24%	23%	26%	24%	22%	22%	29%	36%	29%	24%	36%	39%	27%	36%	18%
Equally likely to look online or in person first	19%	40%	29%	17%	24%	14%	19%	16%	16%	21%	21%	14%	13%	14%	12%	23%	22%	22%
Mostly look in person first	5%	5%	2%	6%	4%	3%	6%	5%	6%	5%	5%	2%	8%	7%	0%	5%	2%	7%
Always look in person first	7%	5%	8%	3%	8%	9%	8%	7%	4%	3%	3%	12%	4%	5%	4%	10%	4%	8%
I never look for this	21%	14%	24%	30%	19%	26%	18%	24%	30%	15%	16%	18%	29%	2%	7%	8%	9%	28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(25.A) And where would you tend to look first to buy the following products?: A book

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	20%	20%	20%	22%	25%	19%	15%	21%	20%	17%	14%	22%	16%	25%	28%
Mostly look online first	23%	24%	23%	25%	23%	18%	28%	15%	27%	20%	27%	22%	28%	27%	20%
Equally likely to look online or in person first	27%	24%	29%	24%	34%	24%	28%	33%	26%	24%	35%	16%	31%	25%	19%
Mostly look in person first	8%	8%	9%	9%	3%	14%	3%	1%	9%	8%	10%	14%	11%	6%	19%
Always look in person first	8%	7%	9%	6%	5%	11%	9%	9%	4%	10%	9%	11%	7%	9%	9%
I never look for this	13%	17%	10%	14%	10%	14%	17%	20%	13%	21%	5%	16%	8%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(25.B) And where would you tend to look first to buy the following products?: A book

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	20%	12%	18%	23%	26%	21%	20%	24%	21%	18%	17%
Mostly look online first	23%	16%	25%	29%	22%	22%	24%	29%	27%	17%	19%
Equally likely to look online or in person first	27%	28%	32%	29%	24%	25%	22%	26%	23%	32%	28%
Mostly look in person first	8%	10%	6%	8%	7%	8%	11%	9%	6%	11%	7%
Always look in person first	8%	6%	8%	3%	7%	12%	11%	5%	9%	10%	8%
I never look for this	13%	27%	11%	8%	14%	12%	11%	7%	13%	12%	21%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(25.C) And where would you tend to look first to buy the following products?: A book

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	20%	5%	12%	24%	21%	21%	20%	20%	25%	25%	18%	14%	24%	21%	39%	18%	16%	18%
Mostly look online first	23%	0%	19%	19%	24%	24%	27%	24%	21%	26%	19%	29%	23%	29%	26%	43%	35%	12%
Equally likely to look online or in person first	27%	27%	31%	28%	24%	23%	23%	26%	26%	27%	37%	28%	27%	7%	21%	17%	33%	36%
Mostly look in person first	8%	7%	7%	6%	12%	7%	7%	5%	9%	7%	15%	11%	8%	20%	8%	7%	5%	7%
Always look in person first	8%	10%	9%	7%	6%	10%	7%	5%	11%	3%	8%	9%	7%	19%	6%	3%	11%	10%
I never look for this	13%	50%	21%	16%	13%	15%	16%	20%	9%	11%	3%	10%	10%	4%	0%	12%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(26.A) And where would you tend to look first to buy the following products?: Toothpaste

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Always look online first	6%	7%	5%	10%	9%	4%	4%	7%	4%	3%	5%	7%	1%	10%	5%
Mostly look online first	9%	9%	8%	17%	8%	7%	9%	7%	9%	8%	19%	3%	8%	6%	3%
Equally likely to look online or in person first	14%	11%	16%	12%	15%	9%	14%	19%	19%	12%	17%	8%	14%	18%	18%
Mostly look in person first	18%	17%	19%	18%	22%	16%	20%	18%	21%	16%	21%	23%	12%	16%	6%
Always look in person first	48%	49%	46%	39%	40%	57%	50%	46%	41%	57%	35%	54%	59%	42%	56%
I never look for this	5%	6%	4%	5%	6%	7%	3%	4%	6%	4%	3%	5%	5%	7%	12%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(26.B) And where would you tend to look first to buy the following products?: Toothpaste

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Always look online first	6%	3%	8%	6%	6%	5%	8%	12%	5%	6%	1%
Mostly look online first	9%	8%	14%	11%	4%	8%	7%	10%	9%	11%	6%
Equally likely to look online or in person first	14%	22%	18%	17%	11%	11%	8%	12%	14%	11%	18%
Mostly look in person first	18%	22%	23%	20%	20%	13%	14%	18%	16%	18%	21%
Always look in person first	48%	38%	34%	44%	51%	56%	60%	44%	52%	48%	47%
I never look for this	5%	8%	4%	3%	8%	7%	3%	4%	4%	5%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(26.C) And where would you tend to look first to buy the following products?: Toothpaste

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Always look online first	6%	0%	1%	3%	5%	5%	4%	8%	3%	12%	1%	6%	10%	14%	23%	5%	12%	8%
Mostly look online first	9%	0%	5%	9%	5%	5%	9%	7%	13%	12%	19%	5%	15%	4%	5%	21%	16%	9%
Equally likely to look online or in person first	14%	32%	19%	15%	18%	8%	15%	12%	1%	15%	13%	19%	16%	5%	21%	11%	11%	15%
Mostly look in person first	18%	13%	20%	18%	19%	19%	20%	20%	22%	23%	16%	15%	16%	29%	15%	14%	5%	16%
Always look in person first	48%	40%	42%	50%	45%	57%	49%	45%	59%	36%	47%	50%	41%	44%	35%	45%	49%	48%
I never look for this	5%	16%	13%	5%	8%	6%	3%	8%	2%	1%	4%	5%	3%	4%	0%	4%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(27.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater choice

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	41%	39%	43%	37%	47%	48%	40%	38%	42%	35%	30%	42%	36%	59%	38%
Somewhat important	39%	39%	38%	38%	36%	36%	41%	41%	41%	41%	42%	42%	40%	30%	30%
Neither important or unimportant	17%	17%	16%	18%	17%	14%	16%	20%	15%	18%	24%	14%	19%	9%	24%
Somewhat unimportant	2%	3%	1%	6%	0%	2%	1%	1%	1%	5%	4%	0%	2%	0%	0%
Very unimportant	1%	1%	2%	1%	0%	0%	3%	1%	1%	1%	0%	2%	3%	1%	8%
Total Important:	80%	79%	81%	75%	83%	84%	80%	78%	83%	76%	72%	84%	76%	89%	68%
Total Unimportant:	3%	4%	3%	7%	0%	2%	4%	2%	2%	6%	4%	2%	5%	1%	8%
Net:	76%	74%	78%	67%	83%	82%	76%	77%	81%	70%	67%	83%	71%	88%	60%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(27.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater choice

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	41%	40%	45%	39%	46%	44%	35%	43%	40%	37%	44%
Somewhat important	39%	35%	40%	43%	37%	35%	40%	41%	39%	39%	36%
Neither important or unimportant	17%	17%	13%	15%	16%	16%	23%	14%	19%	17%	17%
Somewhat unimportant	2%	4%	1%	2%	1%	3%	2%	1%	2%	4%	2%
Very unimportant	1%	4%	0%	2%	1%	1%	0%	2%	0%	3%	1%
Total Important:	80%	75%	85%	82%	83%	80%	75%	83%	79%	77%	80%
Total Unimportant:	3%	9%	2%	4%	1%	5%	2%	3%	2%	7%	3%
Net:	76%	66%	84%	78%	81%	75%	73%	80%	76%	70%	77%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(27.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater choice

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	41%	23%	41%	38%	44%	50%	42%	36%	39%	44%	26%	38%	43%	52%	60%	33%	39%	40%
Somewhat important	39%	47%	28%	43%	38%	39%	36%	44%	37%	45%	51%	43%	30%	34%	36%	50%	40%	27%
Neither important or unimportant	17%	20%	22%	13%	14%	9%	19%	16%	20%	9%	21%	16%	26%	14%	4%	14%	21%	30%
Somewhat unimportant	2%	6%	2%	6%	3%	2%	1%	3%	2%	0%	2%	1%	2%	0%	0%	0%	0%	2%
Very unimportant	1%	4%	7%	0%	1%	0%	1%	2%	2%	2%	0%	2%	0%	0%	0%	4%	0%	1%
Total Important:	80%	70%	68%	81%	83%	89%	79%	80%	76%	89%	77%	81%	72%	86%	96%	83%	79%	67%
Total Unimportant:	3%	9%	9%	6%	4%	2%	2%	4%	4%	2%	2%	3%	2%	0%	0%	4%	0%	3%
Net:	76%	61%	59%	75%	79%	87%	76%	76%	71%	87%	75%	78%	70%	86%	96%	79%	79%	64%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(28.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Lower prices

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	44%	41%	46%	44%	44%	41%	37%	51%	44%	44%	35%	42%	50%	53%	46%
Somewhat important	36%	36%	36%	35%	34%	40%	38%	27%	41%	36%	40%	44%	32%	24%	32%
Neither important or unimportant	17%	18%	16%	15%	19%	15%	22%	18%	14%	18%	21%	13%	16%	18%	10%
Somewhat unimportant	3%	4%	1%	5%	3%	3%	0%	4%	1%	2%	4%	0%	2%	3%	11%
Very unimportant	1%	1%	1%	2%	0%	0%	3%	0%	1%	0%	0%	1%	0%	1%	0%
Total Important:	80%	78%	82%	78%	79%	82%	75%	78%	84%	81%	75%	86%	82%	77%	78%
Total Unimportant:	3%	5%	2%	6%	3%	3%	3%	4%	2%	2%	4%	1%	2%	5%	11%
Net:	77%	73%	81%	72%	76%	78%	72%	75%	82%	79%	71%	85%	81%	72%	67%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(28.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Lower prices

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	44%	44%	48%	48%	46%	53%	30%	40%	43%	44%	50%
Somewhat important	36%	32%	33%	38%	35%	34%	42%	36%	39%	39%	31%
Neither important or unimportant	17%	13%	18%	12%	17%	11%	26%	21%	16%	13%	15%
Somewhat unimportant	3%	9%	1%	2%	1%	2%	2%	2%	2%	3%	3%
Very unimportant	1%	3%	0%	0%	1%	1%	0%	1%	1%	1%	1%
Total Important:	80%	76%	81%	86%	82%	86%	72%	76%	82%	83%	81%
Total Unimportant:	3%	12%	1%	2%	1%	3%	3%	3%	2%	4%	4%
Net:	77%	64%	80%	84%	81%	84%	69%	73%	80%	79%	76%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(28.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Lower prices

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	44%	47%	51%	48%	51%	44%	48%	51%	33%	37%	36%	40%	38%	38%	66%	39%	35%	41%
Somewhat important	36%	39%	19%	37%	33%	42%	36%	33%	45%	45%	35%	39%	41%	44%	24%	24%	38%	29%
Neither important or unimportant	17%	11%	21%	14%	12%	12%	14%	13%	21%	14%	29%	18%	19%	11%	6%	29%	22%	25%
Somewhat unimportant	3%	4%	6%	2%	2%	1%	2%	0%	1%	4%	0%	3%	2%	7%	4%	5%	5%	4%
Very unimportant	1%	0%	3%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	4%	0%	1%
Total Important:	80%	86%	69%	85%	84%	86%	84%	84%	78%	82%	71%	79%	80%	82%	90%	63%	73%	70%
Total Unimportant:	3%	4%	10%	2%	3%	1%	2%	3%	1%	4%	0%	3%	2%	7%	4%	9%	5%	5%
Net:	77%	82%	59%	83%	81%	85%	82%	81%	77%	78%	71%	76%	78%	75%	86%	54%	67%	64%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(29.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: More convenient

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	42%	38%	46%	41%	45%	44%	46%	39%	37%	37%	44%	43%	42%	55%	32%
Somewhat important	36%	38%	35%	31%	35%	44%	34%	36%	43%	39%	32%	43%	34%	31%	28%
Neither important or unimportant	17%	19%	15%	20%	17%	12%	16%	18%	15%	22%	20%	11%	19%	13%	32%
Somewhat unimportant	3%	4%	2%	5%	3%	0%	1%	5%	4%	1%	4%	1%	4%	0%	8%
Very unimportant	2%	1%	2%	3%	1%	0%	3%	2%	2%	2%	0%	2%	1%	1%	0%
Total Important:	79%	76%	81%	72%	80%	88%	81%	75%	80%	75%	76%	86%	76%	85%	60%
Total Unimportant:	4%	5%	4%	8%	4%	0%	4%	7%	6%	3%	4%	3%	6%	1%	8%
Net:	74%	71%	77%	64%	76%	88%	77%	68%	74%	72%	71%	84%	70%	84%	52%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(29.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: More convenient

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	42%	40%	46%	48%	45%	41%	34%	43%	43%	36%	47%
Somewhat important	36%	33%	36%	33%	37%	37%	40%	39%	37%	36%	33%
Neither important or unimportant	17%	17%	14%	16%	15%	19%	21%	14%	18%	20%	17%
Somewhat unimportant	3%	5%	2%	3%	2%	1%	3%	3%	2%	5%	1%
Very unimportant	2%	4%	2%	0%	1%	1%	1%	1%	1%	3%	2%
Total Important:	79%	73%	82%	81%	82%	79%	74%	82%	80%	72%	79%
Total Unimportant:	4%	10%	4%	3%	3%	2%	5%	4%	2%	8%	3%
Net:	74%	63%	78%	78%	79%	77%	70%	78%	78%	64%	76%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(29.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: More convenient

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	42%	25%	39%	43%	45%	50%	42%	39%	36%	41%	32%	41%	40%	43%	70%	43%	46%	40%
Somewhat important	36%	22%	30%	29%	40%	34%	36%	39%	45%	42%	48%	45%	27%	33%	24%	49%	37%	25%
Neither important or unimportant	17%	39%	21%	23%	14%	14%	17%	18%	14%	9%	16%	12%	24%	23%	4%	4%	12%	31%
Somewhat unimportant	3%	15%	6%	2%	1%	0%	3%	2%	5%	4%	5%	1%	5%	0%	2%	0%	5%	2%
Very unimportant	2%	0%	3%	2%	0%	2%	2%	2%	0%	4%	0%	0%	4%	0%	0%	4%	0%	1%
Total Important:	79%	47%	69%	73%	85%	84%	77%	78%	82%	83%	79%	86%	67%	77%	94%	93%	83%	66%
Total Unimportant:	4%	15%	9%	4%	1%	2%	6%	4%	5%	8%	5%	1%	9%	0%	2%	4%	5%	3%
Net:	74%	32%	60%	69%	84%	82%	71%	74%	77%	75%	75%	85%	58%	77%	92%	89%	77%	62%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(30.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Easier to compare different options

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	41%	39%	43%	37%	54%	44%	31%	46%	40%	37%	36%	43%	42%	40%	38%
Somewhat important	38%	37%	40%	37%	31%	33%	47%	36%	40%	36%	42%	43%	41%	41%	32%
Neither important or unimportant	18%	21%	15%	21%	14%	21%	19%	16%	18%	25%	20%	12%	13%	17%	16%
Somewhat unimportant	2%	3%	1%	3%	1%	1%	2%	3%	1%	1%	2%	1%	4%	0%	0%
Very unimportant	1%	1%	1%	1%	1%	0%	2%	0%	0%	1%	0%	1%	0%	1%	14%
Total Important:	80%	76%	83%	74%	85%	77%	77%	81%	81%	73%	78%	86%	83%	81%	69%
Total Unimportant:	3%	4%	2%	5%	1%	1%	3%	3%	1%	2%	2%	2%	4%	1%	14%
Net:	77%	72%	81%	70%	84%	76%	74%	79%	79%	71%	76%	84%	78%	80%	55%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(30.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Easier to compare different options

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	41%	37%	50%	42%	45%	40%	34%	41%	43%	35%	45%
Somewhat important	38%	37%	35%	36%	34%	38%	47%	40%	40%	41%	33%
Neither important or unimportant	18%	21%	13%	19%	19%	19%	16%	16%	15%	20%	20%
Somewhat unimportant	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	1%
Very unimportant	1%	2%	0%	1%	0%	1%	1%	1%	0%	3%	1%
Total Important:	80%	74%	85%	78%	80%	78%	81%	81%	83%	76%	78%
Total Unimportant:	3%	6%	2%	3%	2%	3%	3%	3%	2%	5%	2%
Net:	77%	68%	83%	76%	78%	75%	78%	78%	81%	71%	76%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(30.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Easier to compare different options

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	41%	18%	39%	33%	50%	45%	40%	51%	36%	38%	31%	46%	39%	47%	45%	41%	36%	40%
Somewhat important	38%	50%	28%	43%	36%	35%	37%	33%	44%	52%	54%	36%	33%	31%	44%	48%	38%	30%
Neither important or unimportant	18%	21%	22%	19%	14%	19%	20%	13%	15%	10%	15%	15%	23%	22%	11%	7%	20%	29%
Somewhat unimportant	2%	11%	4%	3%	0%	1%	2%	1%	2%	0%	0%	2%	4%	0%	0%	0%	7%	1%
Very unimportant	1%	0%	7%	1%	0%	0%	1%	2%	2%	0%	0%	1%	0%	0%	0%	4%	0%	0%
Total Important:	80%	68%	68%	77%	86%	80%	77%	84%	80%	90%	85%	82%	72%	78%	89%	90%	74%	70%
Total Unimportant:	3%	11%	11%	4%	0%	1%	3%	3%	5%	0%	0%	3%	4%	0%	0%	4%	7%	1%
Net:	77%	57%	57%	72%	86%	79%	74%	81%	75%	90%	85%	80%	68%	78%	89%	86%	67%	69%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(31.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Availability of stock

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	44%	41%	46%	37%	54%	46%	44%	43%	38%	39%	32%	44%	49%	56%	44%
Somewhat important	38%	36%	39%	42%	33%	42%	41%	33%	44%	37%	46%	42%	29%	25%	32%
Neither important or unimportant	14%	18%	11%	16%	12%	10%	11%	20%	15%	17%	15%	12%	17%	16%	15%
Somewhat unimportant	2%	3%	2%	4%	1%	2%	1%	1%	3%	5%	7%	1%	0%	0%	8%
Very unimportant	1%	1%	2%	1%	0%	0%	3%	2%	0%	1%	0%	2%	5%	3%	0%
Total Important:	82%	78%	86%	79%	87%	88%	85%	76%	82%	76%	78%	85%	78%	81%	77%
Total Unimportant:	4%	4%	4%	6%	1%	2%	4%	4%	3%	7%	7%	3%	5%	3%	8%
Net:	78%	74%	82%	73%	86%	87%	81%	72%	79%	70%	71%	82%	74%	78%	69%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(31.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Availability of stock

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	44%	37%	48%	47%	44%	50%	39%	47%	41%	39%	48%
Somewhat important	38%	38%	35%	40%	36%	34%	41%	35%	42%	44%	33%
Neither important or unimportant	14%	16%	13%	8%	19%	12%	17%	16%	14%	12%	15%
Somewhat unimportant	2%	4%	3%	4%	1%	1%	2%	1%	3%	4%	2%
Very unimportant	1%	4%	0%	1%	1%	2%	1%	2%	0%	2%	1%
Total Important:	82%	76%	84%	87%	80%	84%	80%	81%	83%	82%	81%
Total Unimportant:	4%	8%	4%	5%	2%	3%	3%	3%	3%	6%	4%
Net:	78%	68%	80%	82%	78%	81%	77%	79%	79%	76%	77%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(31.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Availability of stock

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	44%	21%	42%	35%	46%	45%	42%	49%	43%	48%	44%	37%	43%	57%	66%	54%	43%	42%
Somewhat important	38%	47%	24%	51%	40%	39%	35%	41%	41%	38%	34%	43%	34%	18%	32%	34%	37%	34%
Neither important or unimportant	14%	21%	23%	9%	12%	13%	19%	6%	14%	10%	17%	15%	20%	21%	2%	9%	20%	19%
Somewhat unimportant	2%	0%	7%	4%	1%	2%	3%	2%	1%	0%	5%	4%	0%	5%	0%	0%	0%	3%
Very unimportant	1%	10%	3%	1%	0%	0%	1%	2%	2%	4%	0%	1%	3%	0%	0%	4%	0%	1%
Total Important:	82%	69%	67%	86%	86%	85%	76%	91%	83%	87%	78%	80%	77%	75%	98%	88%	80%	76%
Total Unimportant:	4%	10%	10%	5%	1%	2%	5%	3%	3%	4%	5%	5%	3%	5%	0%	4%	0%	4%
Net:	78%	58%	56%	81%	85%	82%	72%	87%	80%	83%	74%	75%	73%	70%	98%	84%	80%	72%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(32.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Don't have to leave home

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	32%	27%	35%	32%	31%	29%	34%	33%	29%	29%	30%	31%	31%	37%	34%
Somewhat important	34%	34%	33%	31%	31%	37%	38%	25%	34%	34%	44%	43%	29%	23%	34%
Neither important or unimportant	25%	27%	22%	25%	29%	25%	20%	30%	26%	26%	17%	16%	25%	32%	21%
Somewhat unimportant	6%	7%	6%	7%	6%	5%	3%	9%	5%	6%	8%	7%	10%	7%	0%
Very unimportant	4%	5%	3%	5%	3%	4%	5%	3%	5%	4%	2%	3%	5%	1%	11%
Total Important:	65%	61%	69%	63%	62%	66%	72%	58%	64%	64%	73%	74%	61%	60%	68%
Total Unimportant:	10%	12%	9%	12%	9%	9%	8%	13%	10%	10%	10%	10%	15%	9%	11%
Net:	55%	49%	60%	52%	54%	57%	64%	45%	54%	54%	64%	64%	46%	51%	58%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(32.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Don't have to leave home

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	32%	31%	40%	30%	34%	32%	24%	31%	32%	26%	36%
Somewhat important	34%	29%	36%	43%	35%	22%	34%	39%	35%	32%	28%
Neither important or unimportant	25%	28%	15%	24%	24%	30%	27%	21%	23%	27%	28%
Somewhat unimportant	6%	7%	6%	2%	3%	10%	9%	6%	7%	10%	4%
Very unimportant	4%	5%	3%	2%	4%	6%	5%	3%	4%	5%	4%
Total Important:	65%	60%	76%	73%	69%	54%	58%	70%	67%	58%	64%
Total Unimportant:	10%	12%	9%	4%	7%	15%	15%	9%	10%	15%	8%
Net:	55%	48%	67%	69%	62%	39%	44%	60%	57%	44%	56%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(32.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Don't have to leave home

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	32%	31%	33%	33%	37%	34%	35%	26%	38%	24%	23%	25%	24%	46%	46%	35%	24%	26%
Somewhat important	34%	34%	38%	33%	36%	28%	33%	35%	33%	45%	28%	38%	34%	31%	24%	38%	36%	25%
Neither important or unimportant	25%	31%	20%	22%	22%	28%	21%	28%	24%	21%	32%	23%	24%	17%	22%	15%	23%	39%
Somewhat unimportant	6%	0%	2%	7%	4%	9%	6%	8%	4%	5%	13%	6%	10%	5%	8%	9%	12%	3%
Very unimportant	4%	4%	7%	4%	1%	1%	5%	3%	1%	4%	4%	8%	9%	2%	0%	4%	5%	6%
Total Important:	65%	65%	71%	66%	73%	62%	68%	62%	71%	69%	52%	63%	57%	77%	70%	72%	60%	52%
Total Unimportant:	10%	4%	10%	12%	5%	10%	11%	11%	5%	10%	17%	14%	19%	7%	8%	12%	17%	9%
Net:	55%	62%	61%	55%	68%	52%	58%	51%	66%	60%	35%	49%	38%	70%	61%	60%	43%	42%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(33.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater security

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	28%	23%	33%	31%	25%	36%	19%	28%	27%	26%	31%	32%	29%	27%	35%
Somewhat important	30%	30%	31%	28%	27%	27%	37%	31%	38%	27%	27%	29%	26%	43%	31%
Neither important or unimportant	33%	36%	29%	32%	39%	31%	37%	33%	25%	45%	29%	31%	33%	24%	21%
Somewhat unimportant	6%	7%	5%	7%	6%	6%	3%	9%	8%	2%	11%	6%	9%	2%	4%
Very unimportant	2%	3%	2%	3%	4%	0%	3%	0%	2%	0%	2%	2%	3%	4%	8%
Total Important:	59%	53%	64%	59%	51%	63%	57%	58%	65%	53%	59%	61%	55%	70%	67%
Total Unimportant:	8%	10%	7%	9%	10%	6%	7%	9%	10%	2%	13%	8%	12%	6%	12%
Net:	50%	43%	57%	50%	42%	57%	50%	50%	55%	51%	46%	53%	43%	64%	55%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(33.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater security

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	28%	30%	36%	27%	27%	32%	21%	27%	25%	28%	34%
Somewhat important	30%	27%	35%	35%	29%	27%	28%	30%	31%	32%	28%
Neither important or unimportant	33%	31%	19%	32%	37%	32%	43%	34%	36%	29%	31%
Somewhat unimportant	6%	8%	7%	5%	6%	6%	5%	7%	5%	8%	4%
Very unimportant	2%	3%	2%	1%	2%	3%	3%	2%	2%	4%	2%
Total Important:	59%	58%	72%	62%	55%	59%	49%	56%	56%	59%	63%
Total Unimportant:	8%	11%	9%	7%	7%	10%	8%	9%	7%	12%	6%
Net:	50%	46%	63%	55%	48%	49%	42%	47%	49%	47%	57%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(33.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Greater security

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	28%	5%	34%	31%	28%	33%	30%	28%	33%	23%	20%	28%	25%	27%	20%	30%	19%	30%
Somewhat important	30%	36%	20%	32%	36%	30%	30%	29%	27%	37%	34%	23%	31%	14%	52%	38%	37%	27%
Neither important or unimportant	33%	50%	36%	30%	27%	32%	28%	38%	28%	34%	39%	33%	38%	38%	20%	24%	36%	39%
Somewhat unimportant	6%	4%	3%	5%	6%	4%	9%	3%	11%	5%	7%	13%	2%	17%	4%	4%	9%	2%
Very unimportant	2%	5%	7%	2%	2%	1%	3%	2%	0%	2%	0%	2%	4%	4%	4%	4%	0%	3%
Total Important:	59%	41%	54%	63%	65%	63%	60%	57%	61%	59%	54%	52%	55%	41%	72%	69%	55%	57%
Total Unimportant:	8%	8%	10%	7%	9%	5%	12%	5%	11%	6%	7%	15%	6%	21%	8%	7%	9%	4%
Net:	50%	33%	43%	56%	56%	58%	48%	52%	50%	53%	47%	37%	49%	20%	64%	61%	46%	53%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(34.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can get goods delivered to you

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	43%	39%	47%	42%	46%	46%	41%	43%	38%	43%	42%	47%	44%	48%	32%
Somewhat important	35%	38%	33%	32%	34%	35%	37%	36%	36%	32%	32%	36%	36%	39%	46%
Neither important or unimportant	16%	16%	16%	17%	16%	13%	15%	17%	19%	21%	15%	13%	17%	12%	22%
Somewhat unimportant	3%	4%	2%	5%	3%	6%	1%	3%	4%	1%	9%	2%	2%	0%	0%
Very unimportant	2%	3%	1%	4%	0%	0%	7%	1%	3%	2%	2%	1%	1%	1%	0%
Total Important:	78%	77%	80%	74%	80%	81%	77%	79%	74%	75%	74%	84%	80%	87%	78%
Total Unimportant:	5%	7%	4%	9%	4%	6%	8%	4%	7%	4%	11%	3%	3%	1%	0%
Net:	73%	70%	77%	65%	76%	75%	70%	75%	67%	72%	63%	81%	76%	85%	78%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(34.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can get goods delivered to you

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	43%	42%	48%	45%	44%	42%	39%	45%	42%	38%	48%
Somewhat important	35%	30%	34%	38%	34%	39%	36%	36%	35%	38%	31%
Neither important or unimportant	16%	18%	14%	14%	20%	13%	18%	13%	19%	16%	17%
Somewhat unimportant	3%	7%	3%	2%	2%	3%	3%	3%	2%	6%	2%
Very unimportant	2%	3%	2%	1%	1%	3%	3%	2%	2%	2%	2%
Total Important:	78%	72%	82%	83%	77%	81%	75%	82%	77%	76%	79%
Total Unimportant:	5%	10%	4%	3%	3%	6%	7%	5%	5%	9%	3%
Net:	73%	63%	78%	80%	75%	75%	69%	77%	72%	67%	76%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(34.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can get goods delivered to you

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	43%	42%	42%	35%	49%	44%	48%	46%	40%	46%	35%	41%	45%	44%	52%	36%	42%	41%
Somewhat important	35%	33%	26%	41%	35%	34%	30%	35%	43%	35%	42%	39%	28%	27%	43%	45%	37%	30%
Neither important or unimportant	16%	25%	25%	20%	11%	15%	15%	13%	11%	14%	18%	13%	19%	15%	6%	15%	18%	28%
Somewhat unimportant	3%	0%	2%	2%	3%	6%	4%	1%	6%	2%	5%	5%	4%	7%	0%	0%	0%	0%
Very unimportant	2%	0%	5%	1%	2%	1%	3%	4%	0%	2%	0%	2%	4%	7%	0%	4%	3%	1%
Total Important:	78%	75%	67%	77%	84%	78%	78%	82%	83%	82%	77%	80%	73%	72%	94%	81%	79%	71%
Total Unimportant:	5%	0%	8%	3%	5%	7%	7%	5%	6%	4%	5%	7%	8%	13%	0%	4%	3%	1%
Net:	73%	75%	59%	73%	80%	71%	72%	76%	77%	78%	73%	73%	65%	58%	94%	77%	76%	70%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(35.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can buy goods you can't find in a shop

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	40%	36%	44%	31%	45%	44%	39%	33%	35%	42%	43%	42%	43%	53%	35%
Somewhat important	38%	40%	35%	41%	33%	37%	40%	45%	48%	34%	37%	40%	33%	29%	23%
Neither important or unimportant	19%	20%	19%	23%	21%	15%	16%	22%	15%	18%	16%	17%	22%	17%	35%
Somewhat unimportant	2%	3%	1%	4%	1%	4%	2%	0%	2%	5%	2%	0%	2%	0%	7%
Very unimportant	1%	1%	1%	2%	0%	0%	3%	0%	0%	1%	2%	1%	1%	1%	0%
Total Important:	78%	76%	79%	72%	78%	82%	79%	78%	83%	76%	80%	82%	76%	82%	58%
Total Unimportant:	3%	4%	2%	6%	1%	4%	5%	0%	2%	6%	3%	1%	2%	1%	7%
Net:	75%	72%	77%	66%	77%	78%	74%	78%	80%	69%	77%	81%	74%	80%	50%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(35.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can buy goods you can't find in a shop

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	40%	36%	47%	44%	36%	46%	33%	40%	39%	35%	44%
Somewhat important	38%	34%	36%	37%	41%	34%	42%	41%	36%	39%	35%
Neither important or unimportant	19%	22%	14%	17%	22%	17%	23%	15%	23%	21%	19%
Somewhat unimportant	2%	6%	3%	2%	1%	2%	1%	2%	2%	4%	1%
Very unimportant	1%	2%	0%	0%	0%	1%	1%	1%	1%	1%	1%
Total Important:	78%	70%	83%	81%	77%	80%	75%	81%	75%	75%	79%
Total Unimportant:	3%	8%	3%	2%	1%	4%	2%	4%	2%	5%	2%
Net:	75%	62%	80%	79%	76%	76%	73%	78%	73%	70%	77%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(35.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Can buy goods you can't find in a shop

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	40%	28%	37%	38%	43%	44%	41%	44%	39%	37%	41%	37%	36%	52%	38%	38%	34%	38%
Somewhat important	38%	47%	26%	41%	34%	41%	34%	41%	45%	48%	39%	41%	33%	13%	44%	41%	42%	27%
Neither important or unimportant	19%	25%	29%	18%	21%	14%	20%	12%	15%	11%	20%	19%	28%	19%	18%	12%	24%	32%
Somewhat unimportant	2%	0%	5%	3%	0%	1%	4%	1%	1%	4%	0%	3%	0%	16%	0%	5%	0%	2%
Very unimportant	1%	0%	3%	0%	1%	0%	1%	2%	0%	0%	0%	1%	2%	0%	0%	4%	0%	1%
Total Important:	78%	75%	63%	79%	78%	85%	76%	86%	84%	85%	80%	77%	70%	65%	82%	80%	76%	65%
Total Unimportant:	3%	0%	8%	3%	1%	1%	5%	3%	1%	4%	0%	4%	2%	16%	0%	9%	0%	3%
Net:	75%	75%	55%	76%	77%	84%	71%	83%	83%	81%	80%	74%	67%	49%	82%	71%	76%	62%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(36.A) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Choice of payment options

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Very important	28%	27%	30%	36%	23%	22%	29%	26%	34%	28%	33%	32%	25%	26%	21%
Somewhat important	28%	26%	31%	25%	21%	39%	33%	25%	34%	25%	19%	34%	28%	31%	21%
Neither important or unimportant	26%	29%	23%	23%	36%	24%	22%	33%	17%	28%	27%	19%	25%	33%	41%
Somewhat unimportant	8%	9%	7%	6%	11%	5%	5%	9%	4%	12%	16%	7%	12%	4%	0%
Very unimportant	9%	9%	10%	10%	9%	10%	12%	7%	10%	6%	5%	9%	10%	6%	17%
Total Important:	57%	53%	61%	60%	44%	61%	61%	51%	68%	54%	52%	65%	53%	57%	42%
Total Unimportant:	17%	18%	16%	17%	20%	15%	17%	16%	14%	18%	21%	16%	22%	9%	17%
Net:	40%	34%	44%	44%	24%	46%	44%	35%	54%	35%	31%	49%	30%	48%	26%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(36.B) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Choice of payment options

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Very important	28%	37%	35%	38%	27%	26%	11%	29%	23%	26%	35%
Somewhat important	28%	29%	44%	35%	30%	17%	16%	23%	32%	31%	28%
Neither important or unimportant	26%	23%	15%	18%	28%	34%	37%	26%	27%	25%	25%
Somewhat unimportant	8%	6%	3%	6%	9%	10%	13%	10%	10%	8%	4%
Very unimportant	9%	6%	3%	3%	5%	13%	22%	12%	8%	11%	7%
Total Important:	57%	66%	79%	73%	57%	43%	28%	52%	55%	57%	63%
Total Unimportant:	17%	11%	6%	9%	15%	23%	35%	22%	18%	18%	11%
Net:	40%	55%	73%	65%	42%	21%	-7%	30%	38%	38%	52%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(36.C) How important or unimportant are the following reasons in deciding whether to buy something online rather than in person?: Choice of payment options

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Very important	28%	34%	27%	27%	29%	33%	28%	34%	19%	18%	23%	25%	27%	37%	39%	32%	30%	33%
Somewhat important	28%	31%	25%	34%	28%	36%	25%	27%	32%	40%	29%	31%	17%	28%	20%	18%	25%	17%
Neither important or unimportant	26%	31%	29%	21%	30%	20%	28%	28%	24%	25%	20%	22%	28%	25%	21%	27%	39%	32%
Somewhat unimportant	8%	4%	7%	11%	5%	4%	7%	6%	11%	5%	15%	12%	11%	4%	15%	14%	5%	5%
Very unimportant	9%	0%	12%	6%	8%	6%	11%	6%	14%	12%	13%	10%	17%	5%	4%	8%	2%	12%
Total Important:	57%	65%	53%	62%	57%	70%	53%	61%	51%	57%	53%	57%	44%	65%	59%	50%	54%	51%
Total Unimportant:	17%	4%	19%	17%	13%	11%	19%	12%	25%	17%	28%	21%	27%	9%	20%	22%	6%	17%
Net:	40%	62%	34%	45%	44%	59%	34%	49%	26%	40%	25%	35%	17%	56%	40%	28%	48%	34%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(37.A) Which of the following payment methods have you used to buy things online in the last twelve months? Please select all that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Debit Card	64%	63%	65%	57%	66%	66%	66%	55%	66%	72%	50%	69%	63%	69%	59%
Credit Card	54%	56%	52%	64%	66%	52%	51%	51%	38%	48%	58%	42%	62%	51%	61%
Other wallet (e.g. Paypal)	39%	40%	38%	30%	46%	41%	43%	42%	41%	33%	32%	40%	45%	36%	38%
Cryptocurrency (eg bitcoin)	3%	5%	1%	10%	3%	0%	1%	1%	1%	2%	4%	3%	1%	4%	0%
Other Finance Option	3%	3%	3%	5%	3%	3%	1%	2%	2%	5%	9%	3%	1%	1%	0%
Debit Card through online wallet, e.g., Apple Pay or Google Wallet	24%	23%	23%	26%	26%	22%	21%	27%	24%	22%	20%	25%	17%	28%	21%
I have not bought anything online in the last 12 months	2%	1%	2%	3%	0%	2%	3%	3%	2%	2%	3%	0%	2%	0%	0%
Buy Now, Pay Later (e.g Klarna)	18%	17%	19%	18%	13%	13%	10%	22%	22%	25%	20%	25%	16%	20%	22%
Bank transfer (also known as pay by bank or bank to bank)	16%	17%	15%	16%	19%	14%	16%	12%	22%	12%	19%	20%	13%	12%	6%
Credit Card through online wallet, e.g., Apple Pay or Google Wallet	15%	16%	14%	19%	18%	15%	14%	12%	14%	11%	22%	9%	15%	19%	13%
Other (Please specify)	2%	1%	2%	3%	2%	0%	0%	0%	6%	1%	0%	3%	1%	0%	3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

## Public First Poll for Coadec (Consumers)

(37.B) Which of the following payment methods have you used to buy things online in the last twelve months? Please select all that apply.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Debit Card	64%	59%	80%	72%	65%	58%	52%	58%	67%	62%	68%
Credit Card	54%	34%	44%	50%	59%	59%	72%	73%	55%	48%	36%
Other wallet (e.g. Paypal)	39%	42%	44%	37%	42%	43%	30%	38%	37%	45%	38%
Cryptocurrency (eg bitcoin)	3%	7%	9%	4%	0%	0%	0%	4%	3%	3%	2%
Other Finance Option	3%	5%	4%	5%	2%	3%	0%	3%	2%	4%	3%
Debit Card through online wallet, e.g., Apple Pay or Google Wallet	24%	45%	40%	26%	18%	12%	6%	19%	23%	28%	24%
I have not bought anything online in the last 12 months	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	4%
Buy Now, Pay Later (e.g Klarna)	18%	23%	39%	22%	18%	8%	3%	16%	18%	15%	23%
Bank transfer (also known as pay by bank or bank to bank)	16%	33%	21%	13%	14%	6%	11%	15%	16%	19%	14%
Credit Card through online wallet, e.g., Apple Pay or Google Wallet	15%	26%	23%	21%	10%	7%	4%	19%	12%	15%	13%

(37.C) Which of the following payment methods have you used to buy things online in the last twelve months? Please select all that apply.

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Debit Card	64%	67%	68%	65%	68%	65%	66%	66%	66%	66%	59%	73%	61%	54%	58%	57%	49%	51%
Credit Card	54%	24%	22%	40%	48%	51%	52%	63%	59%	59%	53%	62%	63%	67%	85%	79%	71%	56%
Other wallet (e.g. Paypal)	39%	25%	34%	44%	33%	40%	44%	44%	48%	49%	41%	36%	34%	34%	29%	38%	26%	35%
Cryptocurrency (eg bitcoin)	3%	0%	2%	2%	0%	6%	2%	1%	4%	4%	5%	6%	2%	0%	5%	12%	5%	2%
Other Finance Option	3%	0%	3%	1%	0%	5%	3%	4%	2%	4%	0%	2%	8%	0%	5%	20%	3%	0%
Debit Card through online wallet, e.g., Apple Pay or Google Wallet	24%	37%	27%	15%	25%	26%	22%	21%	17%	22%	25%	28%	24%	32%	14%	39%	29%	23%
I have not bought anything online in the last 12 months	2%	16%	3%	1%	5%	2%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	4%
Buy Now, Pay Later (e.g Klarna)	18%	24%	19%	19%	17%	19%	23%	21%	20%	14%	18%	19%	13%	21%	24%	19%	20%	7%
Bank transfer (also known as pay by bank or bank to bank)	16%	31%	16%	19%	14%	11%	20%	14%	10%	20%	10%	15%	12%	30%	10%	12%	41%	15%
Credit Card through online wallet, e.g., Apple Pay or Google Wallet	15%	0%	18%	14%	11%	16%	10%	6%	14%	10%	14%	25%	11%	23%	11%	48%	31%	15%
Other (Please specify)	2%	5%	1%	0%	1%	4%	4%	1%	6%	0%	0%	2%	0%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(38.A) In the last year which, if any, of the following types of business have you bought from? Please select all that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Global shopping website (eg Amazon)	80%	80%	80%	76%	87%	72%	83%	80%	76%	73%	78%	84%	87%	84%	75%
Supermarket	76%	75%	78%	74%	81%	71%	85%	78%	71%	74%	67%	79%	75%	85%	65%
A brand which all has high street shops	59%	56%	62%	54%	67%	70%	60%	63%	56%	56%	53%	56%	58%	56%	46%
A brand which only sells online	51%	49%	52%	47%	53%	50%	50%	47%	49%	58%	49%	49%	48%	64%	42%
None of the above	1%	1%	1%	1%	0%	1%	0%	0%	2%	4%	4%	1%	1%	2%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(38.B) In the last year which, if any, of the following types of business have you bought from? Please select all that apply.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Global shopping website (eg Amazon)	80%	75%	83%	76%	79%	80%	84%	84%	79%	79%	77%
Supermarket	76%	68%	80%	78%	82%	74%	75%	79%	77%	75%	73%
A brand which all has high street shops	59%	52%	59%	65%	59%	51%	63%	70%	59%	52%	54%
A brand which only sells online	51%	52%	58%	50%	52%	52%	41%	55%	51%	50%	45%
None of the above	1%	3%	1%	0%	3%	0%	0%	0%	2%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(38.C) In the last year which, if any, of the following types of business have you bought from? Please select all that apply.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Global shopping website (eg Amazon)	80%	70%	63%	82%	72%	80%	88%	87%	90%	84%	86%	82%	73%	74%	81%	72%	78%	78%
Supermarket	76%	62%	62%	73%	76%	76%	83%	84%	78%	85%	64%	80%	75%	76%	74%	91%	71%	71%
A brand which all has high street shops	59%	49%	48%	46%	54%	58%	56%	57%	69%	66%	52%	65%	51%	63%	84%	76%	72%	61%
A brand which only sells online	51%	43%	44%	39%	56%	48%	52%	49%	45%	60%	50%	51%	55%	67%	72%	67%	49%	42%
None of the above	1%	11%	2%	1%	2%	0%	0%	2%	0%	1%	0%	0%	2%	0%	0%	0%	0%	4%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(39.A) How often, if at all, do you visit your local high street?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Most days	8%	11%	5%	16%	8%	11%	4%	3%	4%	5%	8%	7%	4%	11%	7%
A couple of times a week	19%	20%	18%	24%	16%	12%	12%	16%	26%	21%	29%	19%	14%	14%	23%
Around once a week	24%	25%	22%	25%	28%	28%	26%	24%	23%	23%	14%	19%	25%	21%	17%
A couple of times a month	19%	19%	19%	15%	23%	20%	22%	22%	17%	17%	14%	22%	18%	24%	9%
Around once a month	12%	9%	14%	7%	10%	14%	15%	8%	8%	14%	14%	17%	12%	10%	18%
Less often	16%	14%	18%	9%	13%	14%	20%	20%	19%	15%	11%	14%	26%	12%	26%
Never	2%	2%	2%	2%	1%	1%	2%	3%	1%	5%	11%	2%	1%	4%	0%
Don't Know	1%	1%	1%	2%	0%	1%	0%	4%	2%	1%	0%	0%	0%	2%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(39.B) How often, if at all, do you visit your local high street?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Most days	8%	15%	10%	6%	4%	6%	7%	7%	6%	9%	8%
A couple of times a week	19%	29%	20%	19%	9%	18%	19%	23%	16%	16%	19%
Around once a week	24%	19%	24%	23%	24%	22%	29%	22%	31%	24%	19%
A couple of times a month	19%	17%	22%	22%	19%	20%	16%	19%	17%	17%	24%
Around once a month	12%	4%	12%	13%	13%	14%	13%	13%	12%	13%	10%
Less often	16%	11%	10%	14%	26%	19%	15%	15%	14%	20%	15%
Never	2%	2%	2%	1%	4%	2%	2%	2%	2%	1%	4%
Don't Know	1%	2%	0%	1%	2%	0%	0%	0%	1%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(39.C) How often, if at all, do you visit your local high street?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Most days	8%	19%	14%	5%	7%	8%	8%	2%	5%	3%	3%	7%	11%	4%	9%	16%	27%	7%
A couple of times a week	19%	16%	28%	13%	22%	17%	17%	16%	23%	17%	28%	11%	17%	35%	4%	22%	35%	12%
Around once a week	24%	36%	21%	17%	31%	25%	28%	26%	24%	19%	23%	27%	17%	37%	19%	19%	8%	21%
A couple of times a month	19%	9%	12%	22%	17%	22%	20%	16%	18%	24%	10%	29%	26%	10%	22%	20%	3%	20%
Around once a month	12%	4%	5%	18%	8%	13%	14%	13%	8%	15%	5%	17%	8%	6%	24%	11%	19%	7%
Less often	16%	11%	11%	20%	12%	14%	10%	22%	18%	19%	24%	8%	20%	3%	22%	10%	7%	28%
Never	2%	0%	4%	5%	2%	1%	4%	3%	4%	2%	6%	0%	0%	5%	0%	0%	0%	0%
Don't Know	1%	5%	4%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(40.A) In an average month, how much do you spend online?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Under £10	7%	5%	9%	10%	6%	3%	9%	5%	8%	11%	2%	7%	9%	4%	0%
£10 to £20	12%	10%	13%	6%	12%	9%	13%	9%	20%	14%	14%	10%	7%	19%	13%
£20 to £50	27%	29%	25%	30%	28%	29%	35%	26%	23%	27%	19%	29%	22%	21%	33%
£50 to £100	22%	22%	22%	18%	17%	24%	18%	26%	28%	22%	23%	24%	25%	18%	21%
Over £100	22%	23%	21%	27%	26%	22%	20%	19%	16%	19%	29%	20%	25%	24%	13%
Don't Know	10%	11%	10%	9%	11%	13%	5%	14%	7%	7%	12%	10%	13%	14%	19%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(40.B) In an average month, how much do you spend online?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Under £10	7%	7%	3%	3%	8%	8%	12%	4%	9%	6%	9%
£10 to £20	12%	12%	16%	11%	8%	9%	12%	8%	15%	11%	12%
£20 to £50	27%	37%	32%	29%	20%	28%	21%	20%	25%	35%	31%
£50 to £100	22%	22%	30%	26%	20%	24%	12%	23%	22%	22%	20%
Over £100	22%	13%	16%	26%	34%	19%	23%	34%	19%	19%	15%
Don't Know	10%	9%	3%	5%	10%	12%	20%	11%	10%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(40.C) In an average month, how much do you spend online?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Under £10	7%	15%	18%	13%	4%	10%	5%	1%	7%	1%	7%	5%	8%	2%	0%	0%	2%	12%
£10 to £20	12%	14%	18%	17%	15%	15%	9%	12%	13%	8%	13%	4%	6%	0%	13%	0%	4%	14%
£20 to £50	27%	7%	33%	29%	35%	29%	33%	38%	23%	32%	11%	26%	16%	25%	5%	12%	36%	18%
£50 to £100	22%	21%	10%	17%	23%	21%	17%	24%	21%	28%	36%	38%	20%	13%	16%	53%	13%	11%
Over £100	22%	10%	8%	17%	14%	20%	24%	15%	26%	23%	18%	20%	45%	54%	53%	32%	46%	12%
Don't Know	10%	32%	14%	7%	9%	5%	10%	9%	9%	7%	16%	7%	5%	5%	13%	4%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(41.A) In the next five years, how do you expect the proportion of your monthly expenditure that you spend online to change?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Significantly increase	6%	8%	4%	10%	5%	5%	4%	3%	8%	7%	7%	9%	2%	9%	0%
Somewhat increase	24%	28%	20%	25%	34%	18%	25%	22%	24%	24%	28%	24%	18%	13%	23%
Stay around the same	55%	54%	55%	47%	51%	51%	57%	67%	54%	57%	59%	52%	59%	61%	60%
Somewhat decrease	6%	4%	7%	8%	5%	13%	4%	2%	5%	2%	0%	9%	3%	5%	8%
Significantly decrease	3%	1%	5%	2%	1%	1%	2%	0%	1%	6%	2%	2%	9%	3%	10%
Don't Know	7%	5%	8%	7%	5%	12%	8%	6%	8%	4%	5%	5%	7%	9%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(41.B) In the next five years, how do you expect the proportion of your monthly expenditure that you spend online to change?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Significantly increase	6%	14%	7%	8%	2%	5%	2%	9%	5%	4%	5%
Somewhat increase	24%	30%	32%	25%	22%	19%	17%	22%	25%	27%	23%
Stay around the same	55%	46%	43%	55%	60%	55%	66%	58%	58%	52%	51%
Somewhat decrease	6%	4%	9%	4%	7%	7%	4%	3%	4%	8%	8%
Significantly decrease	3%	2%	3%	5%	1%	3%	3%	3%	2%	2%	4%
Don't Know	7%	4%	6%	3%	8%	12%	8%	6%	6%	7%	9%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(41.C) In the next five years, how do you expect the proportion of your monthly expenditure that you spend online to change?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Significantly increase	6%	8%	11%	2%	4%	3%	8%	7%	2%	4%	5%	10%	9%	5%	7%	19%	25%	0%
Somewhat increase	24%	19%	17%	16%	34%	24%	20%	27%	31%	29%	13%	24%	31%	23%	34%	29%	14%	16%
Stay around the same	55%	43%	53%	64%	48%	53%	60%	54%	52%	58%	71%	55%	42%	72%	44%	48%	53%	59%
Somewhat decrease	6%	0%	11%	10%	10%	10%	5%	5%	3%	4%	0%	2%	5%	0%	0%	0%	8%	3%
Significantly decrease	3%	16%	3%	1%	0%	4%	1%	2%	6%	0%	7%	4%	5%	0%	5%	0%	0%	0%
Don't Know	7%	14%	5%	7%	4%	7%	5%	4%	7%	5%	5%	4%	8%	0%	9%	4%	0%	23%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(42.A) To what extent do you agree or disagree with the following statements?: I would find it hard to buy the products I need without online shopping.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	20%	19%	22%	22%	21%	16%	19%	20%	20%	18%	21%	25%	16%	24%	28%
Somewhat agree	38%	39%	36%	39%	40%	36%	45%	36%	36%	37%	42%	33%	42%	24%	26%
Neither agree or disagree	22%	22%	22%	18%	26%	21%	17%	24%	21%	21%	28%	21%	22%	25%	31%
Somewhat disagree	11%	10%	12%	10%	9%	22%	7%	12%	11%	20%	7%	11%	9%	7%	6%
Strongly disagree	7%	9%	6%	10%	4%	4%	9%	7%	11%	3%	2%	7%	9%	10%	9%
Don't Know	2%	1%	2%	1%	1%	1%	3%	0%	1%	1%	0%	2%	3%	9%	0%
Total Agree:	58%	58%	58%	61%	61%	52%	64%	57%	56%	55%	63%	59%	58%	48%	54%
Total Disagree:	19%	19%	18%	20%	13%	26%	16%	19%	22%	23%	9%	19%	18%	17%	15%
Net:	39%	39%	40%	40%	48%	25%	48%	37%	34%	32%	54%	40%	40%	31%	39%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(42.B) To what extent do you agree or disagree with the following statements?: I would find it hard to buy the products I need without online shopping.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	20%	19%	28%	28%	18%	16%	14%	26%	17%	17%	21%
Somewhat agree	38%	37%	36%	40%	37%	40%	36%	39%	43%	34%	34%
Neither agree or disagree	22%	28%	24%	23%	22%	16%	18%	16%	23%	23%	27%
Somewhat disagree	11%	9%	7%	3%	12%	18%	18%	10%	11%	15%	10%
Strongly disagree	7%	5%	4%	5%	8%	8%	13%	8%	5%	10%	6%
Don't Know	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%
Total Agree:	58%	56%	64%	68%	56%	56%	49%	65%	59%	51%	55%
Total Disagree:	19%	14%	11%	8%	20%	26%	31%	18%	16%	25%	16%
Net:	39%	42%	53%	60%	36%	30%	19%	47%	43%	26%	39%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(42.C) To what extent do you agree or disagree with the following statements?: I would find it hard to buy the products I need without online shopping.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	20%	26%	18%	21%	19%	18%	17%	23%	19%	22%	28%	19%	20%	23%	17%	27%	38%	14%
Somewhat agree	38%	24%	36%	29%	43%	41%	44%	38%	39%	38%	34%	39%	38%	35%	53%	42%	22%	26%
Neither agree or disagree	22%	18%	31%	23%	23%	22%	20%	24%	17%	23%	20%	16%	20%	14%	24%	21%	21%	27%
Somewhat disagree	11%	16%	10%	21%	9%	13%	6%	6%	14%	11%	13%	11%	6%	17%	6%	5%	11%	15%
Strongly disagree	7%	5%	3%	5%	4%	4%	10%	7%	10%	6%	5%	12%	12%	11%	0%	5%	7%	14%
Don't Know	2%	11%	2%	1%	1%	2%	2%	2%	0%	0%	0%	3%	3%	0%	0%	0%	0%	4%
Total Agree:	58%	50%	54%	50%	63%	59%	61%	62%	59%	60%	63%	58%	58%	57%	70%	69%	60%	40%
Total Disagree:	19%	22%	13%	26%	13%	18%	16%	13%	24%	17%	17%	23%	18%	28%	6%	10%	18%	29%
Net:	39%	29%	41%	24%	50%	42%	45%	49%	34%	43%	45%	35%	40%	29%	64%	59%	42%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(43.A) To what extent do you agree or disagree with the following statements?: I would not be able to find the products I want without online shopping.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	19%	17%	21%	21%	21%	18%	15%	18%	21%	18%	27%	14%	20%	19%	19%
Somewhat agree	38%	37%	38%	36%	36%	39%	40%	31%	40%	41%	24%	41%	39%	39%	40%
Neither agree or disagree	23%	24%	23%	21%	23%	20%	28%	28%	21%	18%	32%	27%	22%	24%	13%
Somewhat disagree	12%	12%	12%	10%	17%	14%	8%	14%	8%	14%	15%	12%	12%	7%	7%
Strongly disagree	7%	8%	6%	9%	4%	7%	8%	6%	7%	7%	2%	6%	6%	4%	21%
Don't Know	2%	2%	1%	3%	0%	1%	1%	2%	3%	1%	0%	0%	1%	6%	0%
Total Agree:	57%	54%	59%	57%	57%	57%	55%	49%	61%	59%	52%	55%	59%	59%	59%
Total Disagree:	19%	21%	17%	19%	20%	22%	16%	21%	15%	22%	17%	18%	18%	11%	28%
Net:	38%	34%	42%	38%	36%	36%	39%	28%	47%	38%	35%	37%	41%	47%	31%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(43.B) To what extent do you agree or disagree with the following statements?: I would not be able to find the products I want without online shopping.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	19%	19%	25%	24%	21%	16%	11%	22%	17%	16%	21%
Somewhat agree	38%	40%	34%	40%	34%	43%	37%	39%	40%	35%	35%
Neither agree or disagree	23%	23%	28%	27%	20%	14%	25%	21%	21%	25%	27%
Somewhat disagree	12%	11%	9%	7%	13%	18%	14%	10%	16%	12%	9%
Strongly disagree	7%	4%	3%	2%	8%	9%	14%	7%	5%	9%	6%
Don't Know	2%	3%	2%	0%	4%	1%	0%	1%	2%	2%	1%
Total Agree:	57%	59%	58%	64%	55%	59%	48%	61%	56%	52%	56%
Total Disagree:	19%	16%	12%	9%	21%	26%	27%	18%	21%	21%	15%
Net:	38%	43%	47%	55%	34%	32%	21%	43%	35%	31%	42%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(43.C) To what extent do you agree or disagree with the following statements?: I would not be able to find the products I want without online shopping.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	19%	20%	17%	16%	20%	17%	18%	22%	12%	21%	33%	18%	15%	26%	19%	19%	33%	18%
Somewhat agree	38%	23%	40%	30%	43%	42%	35%	34%	50%	42%	30%	40%	37%	27%	54%	45%	25%	24%
Neither agree or disagree	23%	21%	28%	33%	22%	22%	23%	23%	16%	22%	23%	18%	30%	18%	17%	16%	21%	28%
Somewhat disagree	12%	9%	7%	17%	10%	13%	12%	11%	12%	14%	12%	13%	8%	20%	5%	5%	9%	15%
Strongly disagree	7%	11%	7%	4%	4%	5%	10%	7%	9%	1%	1%	10%	10%	9%	4%	10%	12%	8%
Don't Know	2%	16%	1%	0%	1%	1%	1%	3%	0%	0%	0%	1%	0%	0%	0%	5%	0%	7%
Total Agree:	57%	43%	57%	46%	63%	59%	53%	56%	62%	63%	63%	58%	52%	53%	73%	64%	58%	42%
Total Disagree:	19%	20%	14%	21%	14%	18%	22%	18%	21%	15%	14%	22%	18%	29%	10%	15%	20%	23%
Net:	38%	23%	43%	25%	50%	40%	31%	38%	41%	48%	50%	36%	34%	24%	64%	49%	38%	18%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(44.A) To what extent do you agree or disagree with the following statements?: Online shopping gives me much more choice

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	34%	32%	36%	30%	32%	37%	37%	32%	39%	35%	25%	37%	28%	47%	27%
Somewhat agree	38%	38%	38%	41%	39%	40%	44%	40%	34%	33%	40%	34%	42%	32%	26%
Neither agree or disagree	20%	22%	18%	18%	23%	18%	13%	23%	21%	22%	24%	20%	24%	12%	17%
Somewhat disagree	4%	5%	3%	8%	2%	0%	3%	4%	2%	6%	7%	5%	3%	2%	11%
Strongly disagree	2%	3%	2%	1%	2%	2%	3%	1%	2%	1%	4%	3%	1%	4%	12%
Don't Know	2%	1%	2%	2%	2%	2%	1%	0%	2%	2%	0%	0%	2%	2%	6%
Total Agree:	72%	70%	74%	71%	71%	78%	81%	72%	73%	69%	66%	71%	70%	79%	53%
Total Disagree:	6%	7%	6%	9%	4%	2%	6%	5%	4%	7%	10%	8%	3%	6%	23%
Net:	66%	63%	68%	62%	67%	75%	75%	67%	69%	62%	55%	63%	67%	73%	30%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(44.B) To what extent do you agree or disagree with the following statements?: Online shopping gives me much more choice

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	34%	31%	41%	40%	35%	33%	25%	37%	32%	33%	33%
Somewhat agree	38%	35%	33%	36%	41%	41%	41%	42%	40%	34%	36%
Neither agree or disagree	20%	22%	18%	17%	20%	17%	24%	16%	21%	22%	22%
Somewhat disagree	4%	5%	4%	5%	2%	2%	6%	3%	5%	5%	3%
Strongly disagree	2%	2%	3%	2%	0%	4%	3%	2%	1%	3%	3%
Don't Know	2%	5%	1%	0%	1%	3%	1%	1%	1%	2%	2%
Total Agree:	72%	66%	74%	76%	77%	75%	66%	78%	72%	67%	70%
Total Disagree:	6%	7%	7%	7%	2%	6%	9%	5%	6%	8%	6%
Net:	66%	59%	67%	69%	74%	69%	57%	73%	65%	59%	64%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(44.C) To what extent do you agree or disagree with the following statements?: Online shopping gives me much more choice

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	34%	19%	35%	32%	41%	33%	36%	36%	37%	32%	24%	32%	31%	46%	38%	40%	44%	21%
Somewhat agree	38%	30%	23%	37%	36%	39%	36%	32%	40%	56%	50%	42%	38%	44%	40%	22%	37%	42%
Neither agree or disagree	20%	24%	29%	24%	17%	21%	19%	21%	11%	8%	15%	21%	23%	11%	22%	27%	19%	26%
Somewhat disagree	4%	13%	4%	3%	2%	4%	2%	7%	9%	2%	10%	3%	5%	0%	0%	7%	0%	3%
Strongly disagree	2%	4%	9%	4%	1%	1%	2%	0%	3%	2%	1%	2%	2%	0%	0%	4%	0%	3%
Don't Know	2%	11%	0%	1%	3%	1%	4%	4%	0%	0%	0%	0%	2%	0%	0%	0%	0%	5%
Total Agree:	72%	49%	58%	69%	77%	73%	72%	68%	77%	88%	74%	74%	68%	89%	78%	62%	81%	63%
Total Disagree:	6%	16%	13%	6%	3%	6%	4%	7%	12%	4%	11%	5%	7%	0%	0%	11%	0%	6%
Net:	66%	33%	45%	62%	74%	67%	68%	62%	65%	84%	63%	69%	62%	89%	78%	51%	81%	57%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(45.A) To what extent do you agree or disagree with the following statements?: I am more likely to shop with retailers that have an online shopping option compared to retailers that only have a physical store.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	17%	15%	18%	21%	16%	10%	18%	16%	22%	14%	15%	20%	11%	11%	20%
Somewhat agree	31%	31%	30%	32%	25%	38%	31%	28%	30%	33%	31%	32%	27%	34%	26%
Neither agree or disagree	32%	36%	29%	29%	39%	29%	30%	32%	22%	31%	41%	31%	39%	41%	28%
Somewhat disagree	11%	9%	12%	8%	9%	16%	10%	17%	14%	13%	12%	9%	11%	6%	5%
Strongly disagree	8%	8%	7%	6%	11%	5%	10%	4%	11%	5%	2%	7%	8%	6%	21%
Don't Know	2%	2%	3%	4%	1%	2%	1%	3%	1%	3%	0%	1%	4%	2%	0%
Total Agree:	47%	45%	49%	53%	41%	48%	49%	44%	52%	47%	46%	51%	38%	46%	46%
Total Disagree:	18%	17%	20%	14%	20%	21%	20%	21%	24%	18%	13%	16%	19%	12%	26%
Net:	29%	28%	29%	39%	21%	26%	29%	24%	27%	29%	33%	36%	19%	34%	20%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(45.B) To what extent do you agree or disagree with the following statements?: I am more likely to shop with retailers that have an online shopping option compared to retailers that only have a physical store.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	17%	21%	22%	20%	15%	13%	11%	20%	14%	15%	18%
Somewhat agree	31%	42%	34%	35%	26%	27%	22%	30%	26%	34%	32%
Neither agree or disagree	32%	26%	31%	30%	37%	34%	36%	35%	40%	27%	27%
Somewhat disagree	11%	4%	6%	11%	8%	18%	17%	7%	11%	12%	13%
Strongly disagree	8%	5%	3%	3%	12%	8%	13%	6%	8%	9%	7%
Don't Know	2%	2%	4%	1%	3%	1%	2%	2%	2%	2%	3%
Total Agree:	47%	63%	56%	55%	40%	40%	32%	50%	39%	49%	50%
Total Disagree:	18%	9%	9%	14%	19%	26%	30%	13%	19%	21%	20%
Net:	29%	55%	47%	41%	21%	14%	2%	37%	20%	28%	30%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(45.C) To what extent do you agree or disagree with the following statements?: I am more likely to shop with retailers that have an online shopping option compared to retailers that only have a physical store.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	17%	21%	18%	14%	14%	13%	15%	19%	17%	16%	22%	13%	16%	26%	21%	22%	40%	9%
Somewhat agree	31%	33%	37%	26%	39%	32%	30%	28%	28%	33%	21%	38%	20%	36%	33%	43%	19%	20%
Neither agree or disagree	32%	19%	31%	35%	30%	28%	33%	30%	30%	41%	29%	33%	43%	27%	43%	24%	29%	38%
Somewhat disagree	11%	10%	3%	19%	11%	17%	9%	14%	14%	5%	14%	11%	6%	9%	0%	0%	5%	12%
Strongly disagree	8%	0%	10%	4%	6%	8%	11%	6%	8%	4%	13%	6%	10%	2%	4%	5%	7%	15%
Don't Know	2%	16%	2%	2%	0%	2%	2%	3%	3%	0%	0%	0%	5%	0%	0%	5%	0%	6%
Total Agree:	47%	54%	55%	40%	54%	46%	46%	47%	45%	49%	44%	50%	36%	63%	53%	65%	59%	29%
Total Disagree:	18%	10%	13%	23%	17%	24%	19%	20%	22%	10%	27%	17%	16%	11%	4%	5%	12%	27%
Net:	29%	44%	42%	17%	37%	22%	26%	27%	23%	39%	16%	33%	20%	52%	50%	60%	46%	3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(46.A) To what extent do you agree or disagree with the following statements?: I would like to be able to support my neighbourhood shops by buying from them online.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	15%	14%	16%	18%	13%	22%	19%	10%	15%	16%	12%	13%	9%	11%	19%
Somewhat agree	34%	32%	36%	35%	32%	32%	35%	42%	32%	26%	38%	36%	31%	46%	28%
Neither agree or disagree	35%	35%	34%	26%	35%	32%	34%	37%	32%	44%	41%	35%	43%	30%	34%
Somewhat disagree	9%	10%	7%	8%	16%	7%	8%	6%	12%	7%	2%	10%	4%	4%	8%
Strongly disagree	5%	7%	3%	9%	2%	4%	4%	2%	5%	5%	4%	5%	4%	6%	5%
Don't Know	3%	2%	4%	4%	2%	2%	1%	3%	3%	2%	4%	1%	8%	2%	6%
Total Agree:	49%	46%	52%	53%	45%	54%	54%	52%	48%	42%	49%	49%	40%	58%	47%
Total Disagree:	13%	16%	10%	18%	18%	11%	11%	8%	17%	13%	6%	15%	8%	10%	13%
Net:	36%	30%	41%	35%	28%	43%	42%	44%	30%	29%	43%	34%	32%	48%	34%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(46.B) To what extent do you agree or disagree with the following statements?: I would like to be able to support my neighbourhood shops by buying from them online.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	15%	16%	24%	18%	12%	13%	8%	15%	15%	13%	16%
Somewhat agree	34%	43%	31%	37%	33%	32%	30%	35%	30%	36%	35%
Neither agree or disagree	35%	22%	32%	33%	40%	39%	38%	37%	38%	33%	31%
Somewhat disagree	9%	11%	6%	6%	7%	7%	13%	6%	10%	8%	10%
Strongly disagree	5%	3%	5%	4%	4%	5%	7%	5%	4%	8%	3%
Don't Know	3%	4%	1%	2%	4%	3%	4%	3%	3%	3%	4%
Total Agree:	49%	59%	55%	55%	46%	45%	37%	50%	46%	49%	52%
Total Disagree:	13%	15%	11%	10%	11%	12%	20%	10%	14%	15%	14%
Net:	36%	44%	44%	45%	35%	33%	18%	39%	32%	33%	38%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(46.C) To what extent do you agree or disagree with the following statements?: I would like to be able to support my neighbourhood shops by buying from them online.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	15%	0%	20%	10%	12%	18%	13%	18%	19%	7%	9%	16%	13%	13%	23%	30%	35%	9%
Somewhat agree	34%	56%	32%	35%	35%	27%	32%	37%	42%	49%	33%	34%	29%	45%	28%	39%	29%	20%
Neither agree or disagree	35%	9%	34%	38%	35%	38%	35%	29%	33%	26%	39%	31%	45%	32%	45%	28%	34%	39%
Somewhat disagree	9%	14%	5%	9%	14%	9%	8%	9%	3%	15%	10%	12%	4%	5%	4%	0%	0%	9%
Strongly disagree	5%	5%	7%	7%	2%	6%	6%	4%	3%	2%	1%	4%	7%	5%	0%	4%	2%	8%
Don't Know	3%	16%	1%	1%	2%	1%	5%	4%	0%	0%	7%	3%	2%	0%	0%	0%	0%	14%
Total Agree:	49%	56%	52%	45%	47%	45%	45%	54%	61%	56%	42%	50%	42%	58%	51%	68%	64%	29%
Total Disagree:	13%	19%	12%	16%	17%	16%	15%	13%	6%	18%	12%	16%	11%	10%	4%	4%	2%	18%
Net:	36%	37%	40%	29%	30%	29%	30%	41%	56%	39%	30%	34%	31%	48%	47%	65%	62%	11%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(47.A) To what extent do you agree or disagree with the following statements?: I shop more online after the pandemic.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	18%	15%	19%	21%	22%	14%	15%	20%	22%	14%	15%	18%	10%	19%	9%
Somewhat agree	29%	29%	30%	34%	29%	35%	27%	21%	27%	24%	48%	33%	28%	29%	14%
Neither agree or disagree	30%	32%	28%	21%	34%	27%	36%	39%	23%	33%	19%	24%	34%	37%	47%
Somewhat disagree	12%	12%	12%	10%	8%	13%	10%	16%	12%	16%	14%	14%	17%	6%	6%
Strongly disagree	10%	11%	8%	12%	6%	9%	11%	4%	15%	11%	4%	10%	9%	5%	16%
Don't Know	1%	1%	2%	2%	1%	1%	0%	0%	2%	1%	0%	1%	2%	4%	8%
Total Agree:	47%	45%	49%	55%	51%	49%	43%	41%	48%	38%	64%	51%	38%	48%	23%
Total Disagree:	22%	23%	20%	22%	14%	22%	21%	20%	27%	27%	18%	24%	26%	11%	22%
Net:	25%	21%	29%	33%	37%	27%	22%	21%	21%	11%	46%	26%	12%	36%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(47.B) To what extent do you agree or disagree with the following statements?: I shop more online after the pandemic.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	18%	29%	20%	19%	18%	11%	11%	19%	17%	17%	17%
Somewhat agree	29%	32%	36%	33%	22%	29%	25%	32%	26%	31%	28%
Neither agree or disagree	30%	24%	29%	33%	37%	22%	32%	29%	37%	21%	32%
Somewhat disagree	12%	7%	9%	9%	10%	21%	16%	12%	10%	16%	11%
Strongly disagree	10%	5%	5%	4%	11%	16%	15%	8%	8%	13%	10%
Don't Know	1%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%
Total Agree:	47%	61%	56%	52%	40%	40%	36%	50%	44%	48%	45%
Total Disagree:	22%	11%	14%	13%	21%	38%	31%	20%	18%	29%	21%
Net:	25%	50%	43%	39%	19%	2%	5%	31%	26%	19%	24%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(47.C) To what extent do you agree or disagree with the following statements?: I shop more online after the pandemic.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	18%	30%	22%	17%	18%	17%	15%	17%	17%	25%	16%	12%	17%	23%	10%	34%	28%	8%
Somewhat agree	29%	13%	21%	25%	38%	27%	27%	31%	19%	31%	28%	45%	28%	53%	34%	46%	26%	21%
Neither agree or disagree	30%	37%	30%	28%	25%	32%	37%	29%	30%	29%	39%	22%	30%	14%	35%	15%	30%	39%
Somewhat disagree	12%	0%	10%	21%	10%	11%	6%	14%	20%	10%	10%	18%	13%	2%	10%	2%	5%	16%
Strongly disagree	10%	9%	12%	8%	8%	12%	13%	6%	15%	6%	7%	2%	10%	9%	10%	4%	10%	14%
Don't Know	1%	11%	4%	1%	1%	1%	2%	3%	0%	0%	0%	1%	2%	0%	0%	0%	0%	2%
Total Agree:	47%	44%	44%	42%	56%	44%	42%	48%	36%	55%	43%	57%	45%	76%	45%	79%	54%	29%
Total Disagree:	22%	9%	22%	29%	17%	23%	19%	21%	34%	15%	17%	20%	22%	11%	20%	5%	15%	30%
Net:	25%	35%	21%	13%	39%	21%	23%	27%	2%	40%	26%	36%	23%	65%	24%	74%	39%	-1%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(48.A) To what extent do you agree or disagree with the following statements?: I like to have a choice of payment options when I shop online.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	20%	19%	21%	22%	19%	24%	17%	19%	20%	23%	22%	25%	13%	15%	24%
Somewhat agree	34%	32%	36%	39%	33%	23%	38%	31%	35%	29%	36%	33%	35%	39%	25%
Neither agree or disagree	30%	33%	27%	25%	33%	35%	30%	27%	30%	31%	26%	27%	37%	28%	26%
Somewhat disagree	8%	7%	9%	5%	7%	9%	5%	11%	7%	10%	10%	8%	10%	9%	20%
Strongly disagree	7%	8%	5%	7%	6%	7%	8%	10%	7%	5%	6%	8%	3%	6%	5%
Don't Know	2%	1%	2%	1%	1%	2%	2%	3%	1%	2%	0%	0%	2%	2%	0%
Total Agree:	54%	51%	57%	62%	53%	47%	55%	50%	55%	52%	58%	58%	48%	54%	49%
Total Disagree:	15%	15%	15%	12%	13%	15%	13%	20%	13%	15%	16%	15%	13%	15%	25%
Net:	40%	37%	42%	50%	40%	32%	42%	30%	42%	37%	41%	43%	35%	39%	24%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(48.B) To what extent do you agree or disagree with the following statements?: I like to have a choice of payment options when I shop online.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	20%	26%	29%	23%	20%	19%	9%	17%	18%	21%	25%
Somewhat agree	34%	40%	35%	42%	34%	27%	27%	35%	35%	36%	30%
Neither agree or disagree	30%	22%	28%	28%	32%	32%	35%	30%	32%	24%	33%
Somewhat disagree	8%	6%	6%	5%	6%	12%	14%	9%	7%	11%	5%
Strongly disagree	7%	2%	2%	2%	6%	10%	15%	8%	6%	7%	5%
Don't Know	2%	5%	1%	0%	2%	1%	1%	1%	1%	1%	3%
Total Agree:	54%	65%	64%	65%	54%	46%	36%	52%	53%	57%	55%
Total Disagree:	15%	8%	7%	7%	12%	22%	28%	17%	13%	18%	10%
Net:	40%	57%	57%	57%	42%	24%	8%	35%	40%	39%	45%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(48.C) To what extent do you agree or disagree with the following statements?: I like to have a choice of payment options when I shop online.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	20%	16%	23%	30%	17%	24%	26%	20%	17%	15%	20%	19%	16%	22%	12%	21%	24%	11%
Somewhat agree	34%	33%	28%	34%	36%	36%	27%	30%	33%	51%	32%	27%	38%	27%	39%	53%	35%	29%
Neither agree or disagree	30%	40%	34%	24%	32%	29%	31%	27%	26%	16%	30%	34%	35%	33%	33%	18%	29%	41%
Somewhat disagree	8%	0%	8%	8%	6%	3%	7%	17%	14%	7%	15%	13%	0%	13%	8%	4%	7%	4%
Strongly disagree	7%	0%	4%	4%	7%	7%	7%	4%	8%	10%	4%	6%	11%	6%	4%	4%	5%	8%
Don't Know	2%	11%	2%	0%	2%	1%	2%	2%	1%	1%	0%	0%	0%	0%	4%	0%	0%	6%
Total Agree:	54%	49%	51%	64%	53%	60%	53%	51%	50%	66%	52%	46%	54%	48%	51%	74%	59%	40%
Total Disagree:	15%	0%	13%	12%	13%	10%	14%	21%	22%	16%	19%	19%	11%	19%	12%	8%	12%	13%
Net:	40%	49%	38%	52%	40%	50%	39%	30%	29%	49%	33%	27%	43%	29%	39%	66%	48%	28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(49.A) To what extent do you agree or disagree with the following statements?: It seems reasonable that a shop would charge more online rather than in person.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	8%	9%	6%	13%	4%	6%	8%	12%	7%	8%	7%	8%	5%	9%	5%
Somewhat agree	20%	20%	21%	21%	16%	13%	19%	24%	20%	24%	20%	20%	21%	26%	30%
Neither agree or disagree	26%	26%	26%	26%	27%	38%	23%	29%	29%	19%	22%	26%	21%	28%	17%
Somewhat disagree	22%	21%	23%	15%	25%	21%	23%	16%	24%	25%	29%	28%	24%	11%	22%
Strongly disagree	21%	22%	21%	21%	26%	21%	22%	17%	20%	23%	21%	15%	25%	20%	26%
Don't Know	2%	1%	3%	4%	1%	2%	4%	3%	0%	1%	0%	3%	4%	5%	0%
Total Agree:	28%	29%	27%	34%	20%	19%	28%	36%	27%	32%	28%	28%	26%	35%	35%
Total Disagree:	43%	43%	43%	36%	52%	41%	45%	32%	44%	47%	50%	43%	49%	32%	48%
Net:	-15%	-14%	-17%	-2%	-32%	-22%	-18%	3%	-17%	-15%	-22%	-15%	-23%	4%	-13%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(49.B) To what extent do you agree or disagree with the following statements?: It seems reasonable that a shop would charge more online rather than in person.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	8%	15%	16%	9%	5%	4%	2%	10%	5%	10%	6%
Somewhat agree	20%	30%	24%	27%	18%	12%	13%	21%	20%	16%	24%
Neither agree or disagree	26%	29%	27%	29%	29%	24%	20%	22%	28%	26%	29%
Somewhat disagree	22%	12%	12%	20%	22%	28%	34%	22%	25%	25%	16%
Strongly disagree	21%	12%	19%	13%	23%	31%	28%	21%	20%	22%	22%
Don't Know	2%	2%	1%	3%	4%	1%	2%	3%	2%	1%	3%
Total Agree:	28%	45%	40%	35%	22%	16%	15%	31%	25%	26%	31%
Total Disagree:	43%	24%	32%	33%	45%	59%	62%	44%	45%	48%	38%
Net:	-15%	21%	9%	2%	-23%	-43%	-48%	-13%	-20%	-22%	-8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(49.C) To what extent do you agree or disagree with the following statements?: It seems reasonable that a shop would charge more online rather than in person.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	8%	0%	9%	6%	8%	2%	4%	10%	7%	7%	15%	11%	3%	20%	7%	14%	22%	10%
Somewhat agree	20%	23%	29%	16%	25%	22%	16%	22%	19%	22%	15%	25%	15%	7%	9%	37%	32%	10%
Neither agree or disagree	26%	32%	30%	27%	33%	23%	28%	23%	22%	30%	23%	26%	28%	19%	31%	15%	16%	26%
Somewhat disagree	22%	24%	11%	26%	15%	24%	24%	19%	33%	21%	27%	19%	24%	20%	31%	19%	6%	26%
Strongly disagree	21%	11%	18%	24%	18%	24%	26%	19%	20%	18%	20%	19%	26%	33%	21%	15%	20%	23%
Don't Know	2%	10%	3%	1%	1%	4%	2%	6%	0%	2%	0%	0%	3%	0%	0%	0%	4%	5%
Total Agree:	28%	23%	38%	22%	32%	25%	20%	32%	25%	29%	30%	36%	19%	28%	16%	52%	54%	20%
Total Disagree:	43%	35%	29%	50%	33%	48%	50%	39%	53%	40%	47%	38%	50%	53%	53%	34%	26%	49%
Net:	-15%	-12%	9%	-28%	-1%	-24%	-30%	-6%	-28%	-11%	-17%	-2%	-31%	-25%	-36%	18%	28%	-30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(50.A) To what extent do you agree or disagree with the following statements?: I have bought products from small businesses that I discovered online.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	17%	15%	18%	19%	14%	24%	17%	13%	19%	16%	11%	13%	12%	24%	31%
Somewhat agree	36%	34%	38%	30%	37%	28%	40%	39%	36%	34%	42%	45%	34%	40%	22%
Neither agree or disagree	24%	27%	20%	23%	29%	22%	20%	28%	21%	27%	29%	17%	28%	19%	26%
Somewhat disagree	11%	11%	11%	10%	11%	12%	11%	5%	8%	16%	14%	16%	11%	4%	18%
Strongly disagree	8%	8%	7%	12%	5%	7%	8%	9%	9%	4%	2%	8%	9%	8%	3%
Don't Know	5%	4%	5%	6%	3%	6%	5%	6%	7%	3%	2%	2%	7%	4%	0%
Total Agree:	53%	49%	56%	49%	52%	53%	56%	52%	55%	50%	53%	57%	45%	64%	53%
Total Disagree:	19%	20%	18%	22%	16%	19%	19%	15%	17%	21%	16%	24%	20%	13%	21%
Net:	34%	30%	38%	27%	36%	34%	37%	38%	38%	29%	37%	33%	25%	51%	32%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(50.B) To what extent do you agree or disagree with the following statements?: I have bought products from small businesses that I discovered online.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	17%	24%	21%	24%	14%	8%	12%	16%	17%	18%	16%
Somewhat agree	36%	38%	37%	43%	35%	38%	28%	38%	31%	35%	39%
Neither agree or disagree	24%	20%	30%	20%	30%	21%	22%	22%	28%	21%	24%
Somewhat disagree	11%	12%	6%	7%	11%	17%	16%	10%	12%	14%	9%
Strongly disagree	8%	2%	5%	5%	6%	9%	16%	10%	7%	8%	6%
Don't Know	5%	4%	2%	1%	5%	7%	8%	4%	5%	4%	5%
Total Agree:	53%	62%	57%	67%	48%	46%	39%	53%	49%	53%	55%
Total Disagree:	19%	14%	11%	12%	17%	26%	31%	20%	19%	22%	16%
Net:	34%	48%	46%	55%	32%	20%	8%	33%	30%	32%	39%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(50.C) To what extent do you agree or disagree with the following statements?: I have bought products from small businesses that I discovered online.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	17%	23%	21%	16%	11%	20%	19%	12%	16%	16%	23%	14%	19%	21%	22%	14%	31%	10%
Somewhat agree	36%	28%	31%	27%	45%	35%	34%	39%	31%	46%	28%	49%	23%	37%	40%	45%	41%	27%
Neither agree or disagree	24%	24%	26%	35%	24%	21%	24%	27%	26%	21%	24%	20%	33%	15%	24%	18%	14%	18%
Somewhat disagree	11%	5%	10%	16%	15%	10%	11%	8%	15%	10%	10%	12%	8%	14%	8%	10%	5%	12%
Strongly disagree	8%	4%	8%	4%	3%	12%	7%	7%	5%	7%	6%	4%	12%	9%	5%	9%	9%	19%
Don't Know	5%	16%	4%	2%	2%	3%	5%	8%	7%	0%	9%	2%	4%	4%	2%	4%	0%	13%
Total Agree:	53%	51%	52%	43%	56%	55%	53%	51%	47%	62%	51%	62%	42%	58%	62%	60%	73%	37%
Total Disagree:	19%	9%	18%	20%	19%	22%	18%	15%	20%	17%	16%	16%	20%	23%	12%	19%	14%	32%
Net:	34%	42%	35%	23%	38%	33%	35%	36%	27%	44%	35%	47%	22%	34%	50%	41%	59%	5%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(51.A) To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from small and micro businesses than I used to.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	12%	10%	14%	16%	13%	13%	10%	10%	14%	11%	10%	13%	9%	8%	9%
Somewhat agree	30%	28%	32%	30%	26%	24%	33%	34%	28%	33%	37%	34%	25%	40%	27%
Neither agree or disagree	36%	38%	34%	29%	44%	33%	35%	35%	36%	37%	37%	29%	46%	31%	36%
Somewhat disagree	11%	12%	11%	9%	11%	17%	14%	10%	8%	14%	13%	14%	9%	10%	5%
Strongly disagree	7%	8%	6%	9%	4%	5%	6%	6%	10%	3%	2%	6%	6%	10%	23%
Don't Know	4%	4%	3%	7%	1%	7%	3%	5%	4%	2%	2%	4%	5%	0%	0%
Total Agree:	42%	38%	46%	46%	39%	37%	43%	44%	42%	44%	47%	47%	34%	49%	36%
Total Disagree:	18%	20%	17%	19%	16%	22%	19%	16%	18%	17%	15%	20%	15%	20%	28%
Net:	24%	18%	29%	27%	23%	15%	23%	28%	24%	27%	32%	27%	19%	29%	8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(51.B) To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from small and micro businesses than I used to.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	12%	16%	20%	14%	11%	7%	6%	12%	11%	11%	13%
Somewhat agree	30%	32%	34%	38%	30%	26%	23%	34%	26%	30%	32%
Neither agree or disagree	36%	33%	30%	33%	42%	41%	36%	33%	39%	38%	33%
Somewhat disagree	11%	11%	10%	8%	9%	12%	18%	12%	11%	9%	14%
Strongly disagree	7%	3%	3%	5%	5%	10%	14%	6%	8%	10%	4%
Don't Know	4%	6%	4%	1%	4%	4%	4%	3%	5%	3%	4%
Total Agree:	42%	48%	53%	53%	40%	33%	29%	46%	37%	41%	44%
Total Disagree:	18%	14%	13%	13%	13%	22%	31%	18%	19%	19%	18%
Net:	24%	34%	40%	40%	27%	11%	-2%	29%	18%	22%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(51.C) To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from small and micro businesses than I used to.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	12%	18%	17%	5%	11%	7%	17%	13%	7%	13%	17%	9%	13%	18%	8%	22%	29%	11%
Somewhat agree	30%	31%	21%	28%	36%	32%	24%	33%	29%	33%	31%	35%	30%	39%	35%	44%	30%	19%
Neither agree or disagree	36%	19%	37%	41%	34%	36%	34%	37%	42%	39%	36%	30%	38%	17%	40%	18%	25%	42%
Somewhat disagree	11%	5%	12%	18%	12%	10%	11%	12%	12%	9%	5%	15%	7%	25%	8%	9%	13%	7%
Strongly disagree	7%	16%	9%	5%	6%	9%	9%	1%	6%	4%	9%	7%	10%	0%	4%	4%	4%	13%
Don't Know	4%	11%	5%	2%	2%	6%	5%	4%	4%	1%	3%	4%	2%	0%	4%	4%	0%	8%
Total Agree:	42%	48%	38%	34%	46%	39%	41%	46%	36%	46%	47%	44%	43%	57%	44%	65%	59%	30%
Total Disagree:	18%	22%	21%	23%	17%	19%	20%	13%	18%	13%	14%	22%	16%	25%	12%	13%	16%	20%
Net:	24%	27%	17%	11%	29%	19%	21%	33%	19%	33%	34%	23%	26%	32%	32%	53%	43%	9%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(52.A) To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from businesses based in the UK than I used to.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	15%	12%	17%	18%	14%	16%	14%	20%	13%	15%	21%	14%	10%	6%	9%
Somewhat agree	30%	28%	33%	28%	27%	29%	28%	24%	31%	30%	34%	44%	25%	43%	8%
Neither agree or disagree	36%	39%	34%	32%	41%	41%	43%	35%	36%	35%	22%	24%	46%	34%	51%
Somewhat disagree	9%	10%	8%	3%	11%	6%	7%	12%	8%	11%	18%	13%	6%	11%	5%
Strongly disagree	5%	7%	3%	9%	2%	3%	6%	2%	10%	3%	2%	3%	6%	4%	9%
Don't Know	5%	5%	6%	10%	5%	6%	1%	6%	2%	6%	4%	2%	7%	2%	19%
Total Agree:	45%	40%	50%	47%	42%	45%	43%	44%	44%	45%	55%	57%	35%	49%	17%
Total Disagree:	14%	17%	10%	11%	13%	9%	13%	14%	18%	14%	19%	16%	12%	15%	14%
Net:	31%	23%	39%	35%	28%	36%	30%	30%	26%	31%	36%	41%	23%	34%	3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(52.B) To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from businesses based in the UK than I used to.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	15%	19%	22%	12%	12%	14%	9%	13%	11%	20%	15%
Somewhat agree	30%	36%	31%	35%	30%	22%	27%	33%	28%	26%	31%
Neither agree or disagree	36%	31%	30%	37%	43%	38%	38%	38%	41%	31%	35%
Somewhat disagree	9%	5%	7%	9%	6%	13%	12%	7%	8%	10%	9%
Strongly disagree	5%	4%	7%	3%	2%	6%	8%	5%	5%	6%	4%
Don't Know	5%	6%	4%	3%	7%	7%	6%	4%	7%	6%	5%
Total Agree:	45%	55%	53%	47%	43%	36%	36%	46%	39%	46%	47%
Total Disagree:	14%	8%	13%	12%	8%	19%	20%	12%	13%	17%	13%
Net:	31%	47%	39%	36%	35%	17%	16%	34%	26%	30%	34%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(52.C) To what extent do you agree or disagree with the following statements?: Access to online stores means I buy more from businesses based in the UK than I used to.

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	15%	17%	21%	10%	19%	10%	20%	20%	10%	3%	20%	19%	6%	18%	16%	12%	20%	11%
Somewhat agree	30%	17%	19%	27%	33%	27%	27%	33%	41%	42%	26%	25%	35%	33%	16%	53%	29%	23%
Neither agree or disagree	36%	37%	30%	44%	31%	48%	30%	33%	32%	37%	39%	41%	34%	39%	43%	16%	36%	36%
Somewhat disagree	9%	5%	14%	8%	9%	6%	8%	7%	7%	6%	12%	11%	10%	6%	13%	4%	7%	10%
Strongly disagree	5%	13%	7%	6%	7%	4%	7%	3%	5%	6%	0%	2%	12%	5%	0%	0%	4%	4%
Don't Know	5%	11%	9%	4%	1%	4%	7%	5%	4%	5%	3%	2%	2%	0%	12%	14%	3%	16%
Total Agree:	45%	34%	39%	38%	52%	38%	47%	53%	52%	46%	46%	44%	41%	51%	32%	65%	50%	34%
Total Disagree:	14%	18%	21%	14%	16%	11%	16%	9%	12%	12%	12%	13%	22%	11%	13%	4%	11%	14%
Net:	31%	16%	18%	23%	36%	27%	31%	44%	40%	34%	34%	32%	19%	40%	18%	61%	39%	20%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(53.A) To what extent do you agree or disagree with the following statements?: I choose to shop online even if it tends to be a bit more expensive.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	8%	9%	6%	12%	5%	11%	4%	8%	7%	7%	12%	7%	5%	9%	14%
Somewhat agree	21%	20%	21%	30%	19%	16%	22%	20%	18%	22%	20%	16%	18%	33%	3%
Neither agree or disagree	32%	32%	32%	22%	32%	40%	33%	34%	35%	30%	23%	36%	35%	24%	38%
Somewhat disagree	24%	22%	27%	14%	28%	20%	25%	24%	21%	25%	34%	30%	27%	23%	37%
Strongly disagree	14%	15%	13%	18%	15%	13%	15%	13%	16%	14%	11%	12%	13%	9%	9%
Don't Know	1%	1%	2%	3%	1%	1%	0%	0%	2%	3%	0%	0%	2%	2%	0%
Total Agree:	28%	29%	27%	42%	24%	26%	27%	28%	25%	29%	31%	23%	23%	42%	16%
Total Disagree:	38%	37%	40%	32%	43%	33%	40%	37%	38%	39%	45%	41%	40%	32%	46%
Net:	-10%	-8%	-13%	10%	-20%	-7%	-14%	-9%	-12%	-10%	-14%	-18%	-17%	10%	-29%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(53.B) To what extent do you agree or disagree with the following statements?: I choose to shop online even if it tends to be a bit more expensive.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	8%	13%	13%	9%	6%	3%	4%	10%	6%	7%	7%
Somewhat agree	21%	38%	27%	23%	18%	11%	11%	19%	17%	20%	27%
Neither agree or disagree	32%	28%	32%	32%	35%	30%	33%	32%	34%	33%	30%
Somewhat disagree	24%	12%	18%	29%	23%	34%	28%	24%	29%	23%	22%
Strongly disagree	14%	6%	8%	7%	16%	20%	24%	15%	11%	16%	13%
Don't Know	1%	4%	1%	0%	2%	2%	0%	0%	2%	2%	1%
Total Agree:	28%	50%	40%	32%	24%	14%	15%	29%	24%	27%	34%
Total Disagree:	38%	18%	27%	36%	40%	54%	52%	39%	41%	39%	35%
Net:	-10%	32%	13%	-4%	-16%	-41%	-37%	-10%	-17%	-12%	-2%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(53.C) To what extent do you agree or disagree with the following statements?: I choose to shop online even if it tends to be a bit more expensive.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	8%	11%	8%	9%	8%	7%	8%	5%	3%	4%	10%	7%	5%	23%	6%	21%	24%	5%
Somewhat agree	21%	37%	26%	20%	26%	15%	18%	23%	27%	28%	25%	14%	21%	12%	15%	28%	24%	7%
Neither agree or disagree	32%	17%	29%	27%	33%	38%	32%	30%	27%	37%	28%	30%	32%	17%	52%	29%	18%	43%
Somewhat disagree	24%	14%	24%	27%	24%	26%	24%	30%	28%	15%	23%	34%	20%	25%	17%	18%	20%	22%
Strongly disagree	14%	5%	14%	14%	9%	14%	16%	9%	14%	17%	14%	16%	22%	24%	10%	4%	14%	19%
Don't Know	1%	16%	0%	4%	0%	1%	2%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%
Total Agree:	28%	48%	34%	28%	35%	22%	26%	29%	29%	32%	35%	21%	26%	34%	21%	49%	47%	12%
Total Disagree:	38%	19%	37%	41%	32%	39%	40%	39%	43%	32%	37%	49%	42%	48%	27%	22%	35%	41%
Net:	-10%	29%	-4%	-13%	2%	-18%	-14%	-11%	-14%	0%	-3%	-28%	-16%	-14%	-5%	27%	13%	-28%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(54.A) To what extent do you agree or disagree with the following statements?: I choose to shop in stores even if it tends to be a bit more expensive.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	8%	8%	7%	12%	4%	5%	7%	3%	12%	9%	9%	6%	7%	6%	20%
Somewhat agree	21%	24%	18%	28%	20%	23%	18%	21%	19%	17%	29%	27%	18%	13%	5%
Neither agree or disagree	34%	35%	32%	30%	30%	27%	38%	31%	35%	42%	38%	34%	37%	36%	27%
Somewhat disagree	25%	23%	26%	19%	35%	30%	24%	30%	20%	15%	11%	26%	26%	28%	30%
Strongly disagree	12%	9%	14%	10%	11%	14%	11%	14%	10%	16%	13%	8%	10%	15%	9%
Don't Know	1%	1%	2%	1%	0%	1%	1%	1%	3%	1%	0%	0%	2%	2%	8%
Total Agree:	29%	32%	25%	39%	23%	28%	25%	24%	31%	26%	37%	33%	24%	19%	26%
Total Disagree:	36%	32%	40%	30%	46%	44%	35%	44%	31%	31%	25%	34%	36%	43%	39%
Net:	-8%	1%	-15%	9%	-22%	-16%	-10%	-21%	0%	-4%	13%	-1%	-12%	-24%	-14%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(54.B) To what extent do you agree or disagree with the following statements?: I choose to shop in stores even if it tends to be a bit more expensive.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	8%	12%	13%	8%	3%	5%	6%	9%	8%	5%	8%
Somewhat agree	21%	25%	21%	23%	21%	16%	19%	22%	19%	19%	23%
Neither agree or disagree	34%	29%	36%	35%	26%	39%	37%	34%	31%	36%	35%
Somewhat disagree	25%	24%	18%	22%	33%	24%	27%	25%	29%	23%	23%
Strongly disagree	12%	8%	11%	10%	16%	14%	11%	10%	12%	14%	11%
Don't Know	1%	3%	2%	1%	1%	2%	0%	1%	1%	3%	1%
Total Agree:	29%	37%	34%	30%	25%	21%	25%	31%	27%	24%	30%
Total Disagree:	36%	32%	28%	33%	48%	38%	38%	34%	41%	37%	33%
Net:	-8%	5%	6%	-2%	-24%	-17%	-13%	-3%	-15%	-12%	-3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(54.C) To what extent do you agree or disagree with the following statements?: I choose to shop in stores even if it tends to be a bit more expensive.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	8%	11%	11%	5%	6%	5%	10%	11%	7%	4%	9%	9%	10%	7%	0%	18%	16%	3%
Somewhat agree	21%	35%	18%	20%	24%	23%	11%	17%	18%	18%	24%	21%	23%	24%	15%	48%	37%	19%
Neither agree or disagree	34%	21%	36%	35%	36%	39%	29%	32%	31%	34%	28%	28%	38%	43%	33%	18%	21%	44%
Somewhat disagree	25%	18%	25%	24%	26%	18%	31%	24%	30%	28%	26%	30%	21%	21%	36%	8%	24%	18%
Strongly disagree	12%	0%	5%	13%	8%	14%	16%	13%	14%	16%	13%	11%	8%	6%	16%	8%	1%	12%
Don't Know	1%	14%	5%	3%	0%	1%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%
Total Agree:	29%	46%	29%	25%	30%	27%	21%	28%	25%	21%	34%	30%	33%	30%	15%	66%	53%	23%
Total Disagree:	36%	18%	30%	37%	34%	33%	47%	37%	44%	44%	39%	41%	29%	27%	52%	16%	26%	30%
Net:	-8%	27%	-1%	-12%	-4%	-5%	-26%	-8%	-20%	-23%	-5%	-11%	4%	3%	-37%	50%	27%	-8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(55.A) To what extent do you agree or disagree with the following statements?: I like the option of viewing something in store, but then purchasing it online.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	12%	11%	12%	14%	15%	9%	12%	8%	19%	11%	10%	10%	3%	15%	14%
Somewhat agree	34%	34%	33%	41%	29%	37%	29%	35%	33%	29%	34%	40%	29%	30%	31%
Neither agree or disagree	34%	35%	33%	28%	35%	36%	38%	40%	36%	29%	37%	25%	47%	33%	19%
Somewhat disagree	13%	11%	15%	11%	13%	12%	13%	13%	5%	24%	17%	14%	14%	10%	8%
Strongly disagree	7%	8%	6%	4%	8%	4%	6%	4%	5%	7%	2%	10%	5%	10%	28%
Don't Know	1%	1%	2%	2%	0%	2%	2%	0%	2%	1%	0%	1%	3%	2%	0%
Total Agree:	45%	46%	45%	55%	44%	46%	41%	43%	53%	40%	44%	50%	31%	45%	45%
Total Disagree:	19%	18%	20%	15%	21%	16%	19%	17%	10%	30%	19%	24%	19%	20%	36%
Net:	26%	27%	25%	40%	23%	30%	23%	26%	43%	9%	26%	26%	12%	25%	9%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(55.B) To what extent do you agree or disagree with the following statements?: I like the option of viewing something in store, but then purchasing it online.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	12%	16%	21%	13%	4%	10%	8%	10%	12%	12%	13%
Somewhat agree	34%	36%	30%	37%	37%	31%	30%	36%	36%	30%	31%
Neither agree or disagree	34%	29%	34%	33%	38%	34%	34%	35%	29%	39%	34%
Somewhat disagree	13%	10%	9%	12%	12%	15%	16%	13%	13%	11%	13%
Strongly disagree	7%	5%	4%	5%	6%	9%	10%	5%	8%	7%	7%
Don't Know	1%	3%	2%	0%	2%	1%	1%	1%	2%	1%	2%
Total Agree:	45%	53%	51%	50%	42%	41%	38%	46%	48%	42%	44%
Total Disagree:	19%	15%	13%	17%	19%	25%	26%	18%	21%	18%	20%
Net:	26%	38%	38%	33%	23%	16%	12%	28%	27%	24%	24%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(55.C) To what extent do you agree or disagree with the following statements?: I like the option of viewing something in store, but then purchasing it online.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	12%	0%	20%	10%	13%	8%	9%	11%	12%	11%	13%	9%	10%	14%	4%	24%	29%	12%
Somewhat agree	34%	54%	24%	23%	31%	41%	30%	42%	33%	43%	26%	36%	26%	43%	43%	34%	33%	31%
Neither agree or disagree	34%	36%	32%	40%	37%	28%	34%	29%	34%	38%	40%	30%	48%	18%	35%	28%	29%	35%
Somewhat disagree	13%	0%	12%	22%	8%	15%	16%	10%	12%	5%	15%	16%	9%	24%	14%	4%	7%	14%
Strongly disagree	7%	0%	9%	5%	10%	6%	11%	6%	8%	4%	6%	8%	4%	0%	4%	6%	2%	6%
Don't Know	1%	11%	3%	0%	1%	1%	1%	3%	2%	0%	0%	0%	2%	0%	0%	4%	0%	2%
Total Agree:	45%	54%	44%	33%	44%	49%	39%	53%	45%	53%	39%	45%	36%	57%	46%	58%	62%	43%
Total Disagree:	19%	0%	20%	27%	18%	22%	26%	16%	19%	9%	21%	25%	13%	24%	18%	10%	9%	20%
Net:	26%	54%	24%	6%	26%	27%	12%	37%	26%	44%	19%	20%	23%	33%	28%	48%	53%	23%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(56.A) To what extent do you agree or disagree with the following statements?: Online shopping has made it easier for me to support small businesses during the pandemic.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	16%	14%	17%	20%	12%	17%	12%	16%	20%	17%	15%	16%	12%	15%	14%
Somewhat agree	31%	27%	35%	27%	32%	28%	34%	29%	28%	30%	26%	41%	31%	29%	41%
Neither agree or disagree	35%	37%	33%	27%	45%	38%	41%	36%	33%	26%	43%	29%	38%	34%	28%
Somewhat disagree	8%	10%	6%	12%	5%	7%	4%	9%	6%	15%	9%	6%	9%	9%	0%
Strongly disagree	6%	7%	5%	8%	3%	6%	7%	8%	7%	9%	3%	3%	3%	8%	9%
Don't Know	4%	5%	4%	5%	3%	4%	2%	1%	6%	2%	4%	6%	7%	4%	8%
Total Agree:	47%	41%	52%	48%	44%	44%	45%	45%	48%	47%	41%	56%	42%	44%	55%
Total Disagree:	14%	18%	10%	20%	8%	13%	11%	17%	13%	25%	12%	9%	13%	17%	9%
Net:	33%	23%	42%	28%	36%	31%	34%	28%	35%	23%	29%	48%	30%	27%	46%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(56.B) To what extent do you agree or disagree with the following statements?: Online shopping has made it easier for me to support small businesses during the pandemic.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	16%	21%	24%	19%	15%	10%	6%	16%	14%	15%	17%
Somewhat agree	31%	42%	34%	38%	30%	25%	21%	31%	29%	31%	33%
Neither agree or disagree	35%	21%	27%	31%	37%	44%	46%	36%	38%	34%	33%
Somewhat disagree	8%	7%	7%	7%	7%	8%	11%	7%	9%	9%	7%
Strongly disagree	6%	3%	5%	2%	5%	10%	10%	7%	5%	6%	6%
Don't Know	4%	6%	3%	3%	5%	3%	6%	3%	5%	6%	3%
Total Agree:	47%	63%	59%	57%	45%	35%	27%	47%	43%	46%	50%
Total Disagree:	14%	10%	12%	9%	12%	18%	21%	14%	14%	15%	14%
Net:	33%	53%	47%	48%	33%	17%	6%	34%	29%	31%	37%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(56.C) To what extent do you agree or disagree with the following statements?: Online shopping has made it easier for me to support small businesses during the pandemic.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	16%	7%	21%	11%	17%	15%	12%	18%	17%	15%	16%	14%	15%	13%	17%	16%	28%	17%
Somewhat agree	31%	31%	28%	28%	40%	28%	31%	27%	30%	40%	40%	33%	25%	34%	34%	45%	41%	16%
Neither agree or disagree	35%	40%	30%	46%	28%	39%	43%	35%	33%	39%	28%	32%	29%	27%	44%	24%	17%	38%
Somewhat disagree	8%	8%	4%	7%	7%	10%	3%	11%	15%	6%	5%	14%	12%	21%	0%	0%	7%	2%
Strongly disagree	6%	0%	12%	7%	4%	5%	6%	5%	2%	0%	4%	4%	16%	5%	0%	5%	7%	14%
Don't Know	4%	14%	5%	1%	5%	4%	6%	5%	3%	0%	7%	3%	2%	0%	4%	9%	0%	13%
Total Agree:	47%	38%	49%	39%	57%	43%	42%	44%	47%	55%	56%	47%	40%	47%	52%	61%	69%	32%
Total Disagree:	14%	8%	17%	15%	10%	15%	9%	16%	17%	6%	9%	18%	29%	26%	0%	5%	14%	16%
Net:	33%	30%	32%	24%	47%	28%	34%	29%	29%	49%	46%	30%	12%	21%	52%	56%	55%	16%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(57.A) To what extent do you agree or disagree with the following statements?: Online shopping was a lifeline for me during the pandemic.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	29%	23%	35%	29%	36%	35%	20%	32%	29%	30%	36%	30%	19%	34%	22%
Somewhat agree	31%	31%	32%	26%	28%	27%	43%	35%	28%	34%	40%	35%	38%	13%	18%
Neither agree or disagree	22%	25%	19%	22%	20%	24%	27%	23%	23%	16%	15%	17%	17%	34%	39%
Somewhat disagree	9%	11%	7%	9%	10%	10%	1%	5%	7%	11%	5%	12%	12%	12%	13%
Strongly disagree	7%	9%	6%	10%	5%	3%	8%	3%	12%	8%	2%	6%	11%	6%	9%
Don't Know	1%	1%	2%	4%	1%	1%	1%	2%	1%	1%	2%	0%	2%	2%	0%
Total Agree:	60%	54%	67%	55%	64%	62%	63%	67%	57%	64%	76%	65%	57%	47%	40%
Total Disagree:	16%	20%	13%	19%	15%	13%	9%	8%	20%	19%	7%	18%	23%	18%	22%
Net:	44%	34%	54%	36%	49%	49%	54%	59%	37%	45%	69%	47%	34%	29%	18%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(57.B) To what extent do you agree or disagree with the following statements?: Online shopping was a lifeline for me during the pandemic.

	Age							Social Grade			
	Total	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	29%	29%	33%	34%	23%	32%	26%	27%	30%	29%	32%
Somewhat agree	31%	34%	35%	33%	33%	23%	29%	32%	32%	28%	31%
Neither agree or disagree	22%	21%	25%	21%	26%	15%	22%	23%	23%	20%	21%
Somewhat disagree	9%	8%	5%	7%	8%	13%	13%	11%	7%	11%	8%
Strongly disagree	7%	5%	2%	3%	9%	15%	10%	5%	6%	11%	7%
Don't Know	1%	3%	0%	1%	2%	2%	1%	1%	2%	1%	2%
Total Agree:	60%	63%	68%	68%	55%	55%	55%	59%	62%	57%	63%
Total Disagree:	16%	13%	7%	11%	17%	28%	22%	17%	13%	22%	14%
Net:	44%	50%	61%	57%	39%	28%	33%	43%	50%	35%	48%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(57.C) To what extent do you agree or disagree with the following statements?: Online shopping was a lifeline for me during the pandemic.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	29%	26%	32%	27%	32%	30%	35%	36%	27%	32%	25%	21%	21%	31%	33%	35%	34%	22%
Somewhat agree	31%	20%	22%	30%	35%	34%	21%	30%	27%	36%	33%	39%	32%	30%	46%	49%	33%	26%
Neither agree or disagree	22%	33%	28%	23%	20%	14%	26%	20%	23%	22%	27%	30%	25%	16%	21%	13%	12%	19%
Somewhat disagree	9%	5%	8%	9%	9%	11%	7%	12%	14%	10%	6%	5%	4%	18%	0%	0%	10%	12%
Strongly disagree	7%	5%	11%	11%	4%	9%	8%	1%	7%	0%	6%	5%	15%	4%	0%	4%	10%	14%
Don't Know	1%	11%	0%	0%	0%	1%	2%	2%	2%	0%	3%	0%	2%	0%	0%	0%	0%	7%
Total Agree:	60%	46%	53%	57%	67%	65%	56%	66%	54%	68%	58%	60%	53%	62%	79%	84%	67%	47%
Total Disagree:	16%	10%	19%	20%	13%	21%	15%	13%	21%	10%	12%	10%	19%	22%	0%	4%	21%	27%
Net:	44%	36%	35%	37%	53%	44%	41%	53%	33%	58%	46%	50%	34%	40%	79%	80%	47%	20%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(58.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £5. Which do you think you would be mostly likely to do?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	274	144	130	38	36	22	30	20	16	30	14	32	16	17	3
Weighted	268	140	128	36	34	22	30	21	17	29	10	29	17	17	5
Buy in person for £10	8%	11%	5%	11%	6%	14%	9%	2%	9%	0%	10%	17%	0%	10%	0%
Buy online for £5	86%	82%	89%	87%	94%	78%	84%	86%	86%	91%	80%	79%	79%	85%	100%
Don't know	6%	7%	6%	2%	0%	9%	6%	12%	5%	9%	9%	5%	21%	6%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(58.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £5. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	274	38	50	40	38	47	61	88	75	47	63
Weighted	268	40	48	47	36	42	54	76	72	57	61
Buy in person for £10	8%	8%	13%	10%	6%	4%	7%	13%	6%	8%	6%
Buy online for £5	86%	86%	76%	84%	84%	95%	89%	87%	87%	85%	82%
Don't know	6%	6%	11%	6%	11%	2%	4%	1%	7%	7%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(58.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £5. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	274	5	17	23	25	30	30	24	14	14	16	18	10	3	6	11	11	17
Weighted	268	5	17	23	25	30	31	24	13	15	15	15	10	2	7	9	8	19
Buy in person for £10	8%	0%	4%	0%	11%	4%	3%	6%	0%	12%	10%	10%	9%	17%	0%	44%	35%	8%
Buy online for £5	86%	86%	91%	94%	84%	90%	88%	90%	100%	88%	87%	90%	91%	83%	80%	56%	65%	62%
Don't know	6%	14%	5%	6%	5%	6%	9%	3%	0%	0%	3%	0%	0%	0%	20%	0%	0%	30%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(59.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £8. Which do you think you would be mostly likely to do?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	267	139	128	42	35	26	20	20	19	23	10	24	26	16	6
Weighted	270	143	127	41	36	25	21	22	19	23	8	21	29	16	8
Buy in person for £10	13%	15%	10%	19%	8%	14%	10%	7%	23%	13%	0%	13%	4%	22%	18%
Buy online for £8	81%	78%	83%	78%	84%	78%	81%	72%	77%	83%	83%	82%	93%	70%	82%
Don't know	7%	7%	6%	3%	8%	9%	9%	21%	0%	4%	17%	5%	3%	8%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(59.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £8. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	267	33	44	42	48	44	56	83	65	46	73
Weighted	270	38	42	50	49	41	50	78	64	57	71
Buy in person for £10	13%	25%	16%	13%	3%	10%	11%	14%	10%	13%	14%
Buy online for £8	81%	72%	82%	82%	88%	83%	75%	78%	79%	81%	84%
Don't know	7%	3%	2%	5%	9%	7%	14%	8%	11%	6%	2%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(59.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £8. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	267	5	18	19	22	33	26	20	14	19	12	24	11	9	5	8	8	14
Weighted	270	4	16	21	22	33	26	21	14	20	12	26	12	9	5	9	6	15
Buy in person for £10	13%	29%	13%	13%	8%	10%	16%	14%	20%	4%	4%	9%	9%	18%	0%	30%	30%	18%
Buy online for £8	81%	71%	82%	85%	88%	78%	80%	70%	80%	96%	87%	85%	91%	82%	81%	47%	70%	67%
Don't know	7%	0%	5%	3%	4%	12%	4%	16%	0%	0%	8%	6%	0%	0%	19%	23%	0%	16%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(60.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9. Which do you think you would be mostly likely to do?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	295	147	147	37	42	18	34	22	25	31	10	28	27	12	9
Weighted	296	150	145	36	41	22	32	23	25	28	8	27	30	12	12
Buy in person for £10	19%	18%	20%	27%	11%	10%	16%	26%	21%	29%	17%	11%	18%	22%	23%
Buy online for £9	72%	73%	69%	67%	87%	70%	69%	70%	77%	65%	65%	76%	71%	48%	69%
Don't know	10%	9%	11%	6%	2%	20%	15%	4%	2%	6%	18%	13%	11%	30%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(60.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	295	45	48	41	52	40	69	92	81	55	66
Weighted	296	47	47	46	52	38	65	84	78	69	63
Buy in person for £10	19%	12%	16%	24%	11%	21%	27%	24%	17%	15%	19%
Buy online for £9	72%	80%	71%	72%	76%	73%	60%	65%	72%	80%	70%
Don't know	10%	8%	13%	3%	12%	5%	13%	11%	11%	5%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(60.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	295	6	23	18	22	25	23	23	27	15	16	22	12	10	7	4	16	26
Weighted	296	5	22	17	24	26	23	25	27	17	15	22	14	10	7	4	13	27
Buy in person for £10	19%	10%	30%	7%	4%	8%	13%	8%	25%	20%	40%	29%	7%	15%	34%	0%	30%	32%
Buy online for £9	72%	76%	67%	74%	86%	76%	87%	87%	69%	74%	53%	62%	74%	75%	66%	100%	66%	45%
Don't know	10%	14%	3%	19%	10%	16%	0%	5%	6%	6%	7%	9%	19%	11%	0%	0%	4%	23%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(61.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.50. Which do you think you would be mostly likely to do?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	267	123	143	36	42	21	24	20	26	15	14	33	17	14	5
Weighted	268	122	145	33	42	23	22	21	26	16	12	33	19	13	8
Buy in person for £10	28%	33%	24%	24%	28%	34%	29%	36%	30%	30%	27%	22%	20%	22%	35%
Buy online for £9.50	61%	53%	68%	63%	66%	40%	58%	54%	67%	63%	54%	63%	70%	71%	45%
Don't know	12%	15%	9%	13%	6%	26%	13%	10%	3%	7%	19%	14%	10%	7%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(61.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.50. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	267	38	47	40	42	42	58	75	71	45	75
Weighted	268	40	46	47	41	39	55	69	68	56	73
Buy in person for £10	28%	15%	19%	19%	31%	39%	41%	24%	22%	29%	36%
Buy online for £9.50	61%	78%	65%	69%	57%	50%	48%	66%	71%	53%	52%
Don't know	12%	8%	16%	11%	12%	11%	11%	10%	7%	18%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(61.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.50. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	267	5	23	24	19	23	23	14	21	19	10	18	17	7	6	4	13	21
Weighted	268	5	21	24	18	25	24	14	23	21	11	18	17	6	5	5	9	21
Buy in person for £10	28%	51%	19%	49%	43%	25%	14%	41%	35%	18%	44%	27%	18%	8%	15%	0%	29%	21%
Buy online for £9.50	61%	49%	71%	31%	28%	64%	74%	50%	61%	71%	56%	73%	76%	77%	85%	76%	71%	56%
Don't know	12%	0%	10%	21%	30%	11%	12%	9%	3%	12%	0%	0%	6%	14%	0%	24%	0%	24%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(62.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.80. Which do you think you would be mostly likely to do?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	265	126	137	28	29	22	23	22	27	30	15	31	20	13	5
Weighted	266	126	138	27	29	23	24	22	28	29	13	31	21	13	7
Buy in person for £10	33%	40%	26%	53%	29%	24%	32%	53%	32%	49%	17%	12%	39%	0%	36%
Buy online for £9.80	56%	51%	61%	32%	62%	67%	55%	31%	62%	44%	78%	67%	48%	100%	64%
Don't know	11%	9%	12%	15%	9%	8%	13%	16%	7%	7%	5%	21%	13%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(62.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.80. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	265	28	49	38	41	40	69	69	76	60	59
Weighted	266	31	46	43	39	37	70	61	74	72	59
Buy in person for £10	33%	24%	34%	27%	23%	46%	38%	27%	36%	38%	27%
Buy online for £9.80	56%	71%	51%	70%	68%	40%	47%	67%	52%	51%	58%
Don't know	11%	5%	15%	3%	9%	14%	15%	6%	11%	11%	15%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(62.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £9.80. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	265	5	22	21	24	26	19	28	18	16	9	24	15	5	7	6	6	14
Weighted	266	4	20	22	25	28	22	28	19	17	9	24	15	4	6	6	4	14
Buy in person for £10	33%	17%	27%	38%	37%	38%	8%	47%	41%	20%	42%	40%	25%	50%	9%	39%	79%	13%
Buy online for £9.80	56%	48%	53%	45%	44%	55%	90%	38%	55%	80%	58%	55%	62%	50%	91%	61%	21%	55%
Don't know	11%	35%	20%	18%	19%	7%	2%	15%	5%	0%	0%	5%	14%	0%	0%	0%	0%	32%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(63.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10. Which do you think you would be mostly likely to do?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	278	136	141	47	40	23	20	23	23	14	7	40	23	14	4
Weighted	285	137	147	51	37	23	20	25	25	13	5	39	26	13	7
Buy in person for £10	35%	41%	31%	43%	31%	29%	36%	47%	41%	36%	28%	29%	34%	38%	0%
Buy online for £10	53%	47%	58%	46%	55%	49%	55%	50%	46%	44%	72%	61%	53%	55%	100%
Don't know	12%	12%	11%	11%	14%	22%	9%	3%	13%	20%	0%	10%	12%	8%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(63.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	278	38	53	40	53	38	56	81	68	50	78
Weighted	285	41	54	50	53	35	52	75	66	65	79
Buy in person for £10	35%	29%	33%	33%	40%	30%	43%	34%	41%	38%	29%
Buy online for £10	53%	65%	49%	64%	48%	56%	41%	54%	46%	55%	58%
Don't know	12%	5%	18%	3%	12%	14%	16%	12%	13%	7%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(63.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	278	3	20	14	31	32	30	18	22	12	12	14	12	5	14	12	12	15
Weighted	285	2	19	15	34	32	30	20	24	13	11	14	13	5	14	12	10	16
Buy in person for £10	35%	70%	38%	13%	30%	35%	31%	36%	49%	25%	43%	34%	41%	44%	26%	61%	60%	19%
Buy online for £10	53%	30%	43%	66%	65%	59%	63%	64%	37%	56%	14%	59%	34%	30%	74%	35%	40%	55%
Don't know	12%	0%	19%	20%	4%	6%	6%	0%	15%	19%	44%	7%	26%	27%	0%	4%	0%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(64.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.20. Which do you think you would be mostly likely to do?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	271	133	135	37	35	20	17	17	23	24	13	36	27	14	8
Weighted	277	130	143	39	35	21	16	18	23	22	11	35	30	16	10
Buy in person for £10	46%	50%	42%	50%	48%	31%	26%	53%	49%	54%	48%	45%	56%	35%	34%
Buy online for £10.20	45%	41%	49%	39%	42%	64%	61%	47%	45%	38%	26%	39%	44%	50%	66%
Don't know	9%	10%	9%	11%	10%	5%	13%	0%	5%	8%	26%	16%	0%	15%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(64.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.20. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	271	30	46	45	47	41	62	83	76	42	69
Weighted	277	33	46	54	46	38	60	80	75	53	68
Buy in person for £10	46%	46%	36%	58%	41%	53%	41%	40%	49%	45%	49%
Buy online for £10.20	45%	47%	54%	37%	51%	40%	44%	46%	42%	53%	43%
Don't know	9%	7%	10%	5%	8%	7%	15%	15%	8%	2%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(64.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.20. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	271	4	18	24	24	26	29	14	28	12	8	23	16	3	4	6	7	25
Weighted	277	4	16	23	24	27	32	16	31	12	8	24	17	3	4	6	6	24
Buy in person for £10	46%	47%	49%	32%	56%	50%	29%	47%	49%	32%	50%	45%	29%	58%	74%	81%	53%	60%
Buy online for £10.20	45%	37%	47%	58%	24%	44%	63%	47%	47%	50%	41%	52%	42%	42%	26%	0%	47%	38%
Don't know	9%	16%	4%	10%	19%	7%	9%	6%	3%	18%	9%	4%	29%	0%	0%	19%	0%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(65.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.50. Which do you think you would be mostly likely to do?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	288	143	144	42	36	17	26	18	26	19	19	36	26	17	6
Weighted	285	141	143	42	34	19	24	19	23	19	16	35	28	17	10
Buy in person for £10	57%	54%	59%	48%	59%	59%	58%	64%	50%	41%	70%	68%	51%	60%	56%
Buy online for £10.50	32%	36%	27%	37%	35%	25%	32%	28%	29%	50%	25%	22%	26%	34%	44%
Don't know	12%	10%	13%	15%	6%	15%	10%	8%	21%	9%	5%	10%	24%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(65.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.50. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	288	41	54	40	51	38	64	83	81	43	78
Weighted	285	43	52	49	50	33	58	77	76	52	76
Buy in person for £10	57%	54%	61%	57%	56%	65%	50%	47%	57%	58%	62%
Buy online for £10.50	32%	35%	28%	36%	29%	31%	32%	45%	32%	27%	23%
Don't know	12%	12%	12%	7%	15%	4%	18%	8%	11%	15%	15%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(65.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £10.50. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	288	2	22	19	32	31	29	20	20	18	7	24	11	7	5	5	9	27
Weighted	285	2	20	17	36	31	28	20	20	20	6	24	12	5	4	6	7	27
Buy in person for £10	57%	60%	70%	68%	62%	66%	45%	67%	61%	51%	58%	53%	36%	72%	73%	0%	22%	53%
Buy online for £10.50	32%	0%	22%	24%	17%	27%	50%	25%	32%	42%	7%	39%	43%	28%	27%	61%	78%	26%
Don't know	12%	40%	8%	8%	21%	7%	5%	8%	7%	6%	35%	8%	20%	0%	0%	39%	0%	21%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(66.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £11. Which do you think you would be mostly likely to do?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	250	121	127	39	31	24	26	13	34	19	9	28	13	12	2
Weighted	250	121	127	41	31	22	24	14	35	17	9	27	15	11	4
Buy in person for £10	60%	63%	57%	70%	70%	55%	56%	36%	62%	37%	68%	54%	90%	37%	61%
Buy online for £11	30%	30%	31%	23%	24%	27%	39%	46%	26%	52%	9%	35%	10%	45%	39%
Don't know	10%	8%	12%	7%	6%	18%	5%	18%	12%	10%	23%	11%	0%	18%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(66.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £11. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	250	34	46	32	47	38	53	70	64	46	67
Weighted	250	36	44	38	49	35	48	66	60	56	66
Buy in person for £10	60%	50%	51%	67%	63%	58%	68%	65%	55%	68%	54%
Buy online for £11	30%	42%	43%	30%	24%	30%	15%	29%	31%	22%	35%
Don't know	10%	8%	6%	3%	13%	12%	17%	6%	13%	10%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(66.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £11. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	250	3	16	20	28	27	27	24	17	21	5	13	9	8	10	4	10	8
Weighted	250	3	16	19	29	27	28	26	17	22	5	13	10	7	9	3	8	8
Buy in person for £10	60%	26%	62%	34%	59%	60%	60%	61%	81%	65%	100%	53%	67%	57%	34%	58%	56%	91%
Buy online for £11	30%	42%	34%	52%	26%	24%	27%	22%	14%	26%	0%	47%	33%	43%	54%	42%	44%	0%
Don't know	10%	31%	4%	13%	16%	15%	13%	16%	5%	9%	0%	0%	0%	0%	12%	0%	0%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(67.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £12. Which do you think you would be mostly likely to do?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	289	150	139	46	46	20	28	15	20	23	15	29	29	11	7
Weighted	287	147	140	43	46	21	27	15	20	22	12	30	32	9	10
Buy in person for £10	68%	70%	66%	66%	73%	72%	69%	55%	67%	69%	66%	64%	71%	51%	82%
Buy online for £12	23%	25%	20%	25%	21%	17%	24%	25%	14%	18%	25%	26%	29%	38%	0%
Don't know	9%	6%	14%	9%	6%	11%	7%	19%	18%	13%	9%	11%	0%	11%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(67.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £12. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	289	37	50	43	49	42	68	89	74	53	71
Weighted	287	44	49	48	46	38	63	76	71	67	72
Buy in person for £10	68%	65%	61%	71%	61%	75%	73%	65%	68%	69%	69%
Buy online for £12	23%	28%	27%	25%	29%	15%	13%	26%	23%	19%	23%
Don't know	9%	6%	12%	4%	10%	9%	14%	9%	9%	12%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(67.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £12. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	289	4	14	26	25	33	23	21	22	19	6	18	16	9	12	8	14	19
Weighted	287	4	12	26	24	36	24	22	24	20	5	17	16	10	11	8	8	18
Buy in person for £10	68%	83%	61%	62%	65%	79%	79%	53%	74%	69%	63%	60%	61%	74%	61%	71%	76%	66%
Buy online for £12	23%	0%	28%	31%	24%	15%	21%	32%	21%	21%	20%	23%	32%	26%	39%	14%	18%	5%
Don't know	9%	17%	11%	7%	11%	6%	0%	15%	5%	10%	17%	17%	7%	0%	0%	15%	6%	29%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(68.A) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £15. Which do you think you would be mostly likely to do?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	262	129	132	37	33	18	31	11	28	24	18	22	22	10	8
Weighted	255	126	128	34	29	20	30	10	30	21	16	23	23	10	9
Buy in person for £10	83%	84%	82%	72%	88%	87%	93%	95%	86%	67%	71%	96%	75%	91%	85%
Buy online for £15	10%	10%	9%	28%	5%	4%	7%	0%	4%	15%	18%	0%	15%	0%	0%
Don't know	7%	6%	9%	0%	7%	10%	0%	5%	11%	18%	11%	4%	10%	9%	15%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(68.B) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £15. Which do you think you would be mostly likely to do?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	262	31	38	34	51	49	59	75	76	44	66
Weighted	255	34	37	37	49	44	54	66	73	53	62
Buy in person for £10	83%	76%	72%	72%	86%	92%	93%	84%	81%	84%	84%
Buy online for £15	10%	14%	19%	25%	2%	4%	2%	12%	8%	14%	4%
Don't know	7%	10%	9%	4%	12%	4%	6%	4%	11%	2%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(68.C) Suppose that you had the choice of buying a good either in person, or online. Buying the good in person would cost £10, while buying it online would cost £15. Which do you think you would be mostly likely to do?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	262	3	14	29	27	26	20	22	16	15	13	21	9	6	5	7	11	18
Weighted	255	3	12	28	26	25	20	23	16	16	13	20	9	6	3	5	8	19
Buy in person for £10	83%	71%	87%	81%	70%	87%	93%	81%	78%	76%	85%	93%	89%	100%	81%	70%	66%	89%
Buy online for £15	10%	0%	13%	13%	3%	0%	7%	9%	17%	15%	15%	7%	0%	0%	19%	20%	34%	11%
Don't know	7%	29%	0%	6%	27%	13%	0%	10%	5%	9%	0%	0%	11%	0%	0%	10%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(69.A) The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly approve	9%	13%	5%	19%	3%	7%	10%	6%	7%	9%	5%	13%	5%	4%	7%
Somewhat approve	20%	23%	17%	21%	21%	12%	17%	25%	25%	19%	26%	16%	19%	23%	5%
Neither approve or disapprove	21%	18%	25%	20%	26%	17%	22%	26%	23%	20%	18%	17%	18%	21%	29%
Somewhat disapprove	17%	15%	18%	6%	21%	21%	20%	11%	12%	16%	28%	27%	13%	19%	16%
Strongly disapprove	29%	29%	29%	30%	26%	32%	24%	26%	31%	30%	20%	26%	40%	23%	43%
Don't know	4%	3%	6%	4%	2%	10%	7%	6%	2%	6%	2%	1%	5%	11%	0%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(69.B) The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly approve	9%	16%	11%	8%	5%	8%	6%	12%	6%	10%	7%
Somewhat approve	20%	29%	19%	21%	16%	13%	20%	22%	19%	22%	16%
Neither approve or disapprove	21%	24%	22%	21%	26%	10%	22%	19%	26%	18%	22%
Somewhat disapprove	17%	12%	16%	15%	19%	23%	18%	15%	20%	18%	15%
Strongly disapprove	29%	18%	28%	32%	29%	39%	29%	28%	27%	29%	34%
Don't know	4%	2%	5%	4%	5%	7%	4%	5%	3%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(69.C) The Government has suggested creating a new tax that consumers would pay on anything bought online, rather than in person. The Government believes that this will help sustain shops that do not sell online. Do you approve or disapprove of this idea?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly approve	9%	11%	7%	6%	7%	9%	9%	10%	5%	3%	3%	5%	12%	23%	9%	35%	29%	5%
Somewhat approve	20%	28%	21%	20%	17%	18%	15%	17%	27%	22%	22%	26%	19%	21%	19%	20%	25%	9%
Neither approve or disapprove	21%	38%	20%	18%	21%	25%	21%	25%	21%	21%	15%	17%	25%	21%	6%	21%	11%	26%
Somewhat disapprove	17%	13%	16%	19%	17%	14%	23%	18%	14%	20%	21%	22%	14%	8%	18%	13%	13%	12%
Strongly disapprove	29%	5%	31%	31%	30%	29%	28%	28%	30%	27%	38%	27%	22%	23%	46%	12%	18%	41%
Don't know	4%	5%	5%	6%	8%	4%	3%	1%	3%	7%	0%	3%	8%	5%	2%	0%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(70.A) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to? Please select all that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
A drink bought in a pub through the pub's app and delivered to my table.	8%	9%	7%	11%	3%	8%	6%	14%	4%	8%	17%	10%	4%	13%	12%
A takeaway curry ordered online but paid for and collected in person.	8%	8%	7%	7%	6%	7%	5%	9%	7%	9%	16%	10%	8%	5%	8%
Home insurance purchased online.	8%	10%	5%	9%	5%	5%	10%	13%	7%	6%	13%	12%	4%	5%	5%
A burger ordered through a QR code in a restaurant.	8%	10%	7%	8%	4%	6%	7%	10%	9%	12%	18%	8%	7%	8%	12%
A new TV bought online and delivered to my door.	20%	25%	15%	22%	22%	17%	21%	21%	17%	18%	21%	23%	19%	23%	10%
Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to my door.	19%	23%	14%	23%	22%	19%	18%	21%	16%	19%	18%	18%	18%	15%	8%
A pair of shoes bought online.	18%	23%	13%	20%	21%	18%	20%	21%	19%	14%	19%	16%	13%	18%	18%
Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel 'locker' at my local train station.	16%	19%	12%	19%	20%	13%	17%	12%	11%	17%	12%	15%	19%	14%	5%
A takeaway curry ordered through an app (e.g. Deliveroo or Justeat) and delivered to my door.	13%	15%	10%	15%	12%	11%	15%	15%	9%	17%	11%	12%	12%	12%	8%
A Netflix Subscription	13%	15%	11%	19%	10%	15%	7%	19%	13%	13%	4%	14%	11%	13%	9%
Groceries ordered online and delivered to my door.	12%	16%	8%	16%	9%	11%	12%	10%	11%	14%	22%	11%	10%	8%	6%
A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to my door.	12%	16%	7%	13%	14%	8%	13%	11%	8%	18%	15%	11%	12%	6%	5%
A new TV bought online but collected through a click & collect service.	11%	15%	8%	9%	13%	8%	19%	16%	9%	10%	10%	10%	13%	4%	8%
A Hotel booked online	11%	13%	10%	8%	12%	10%	10%	15%	12%	12%	20%	16%	11%	2%	10%
Groceries ordered online through a click & collect service.	10%	13%	7%	9%	10%	9%	14%	11%	9%	11%	10%	12%	9%	9%	5%
None of the above	40%	33%	46%	26%	42%	46%	44%	36%	44%	48%	33%	41%	41%	34%	43%
Don't Know	17%	15%	18%	18%	13%	16%	17%	20%	16%	11%	15%	18%	20%	17%	25%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

## Public First Poll for Coadec (Consumers)

(70.B) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to? Please select all that apply.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
A drink bought in a pub through the pub's app and delivered to my table.	8%	14%	8%	4%	7%	9%	8%	7%	8%	10%	8%
A takeaway curry ordered online but paid for and collected in person.	8%	8%	8%	6%	5%	9%	10%	7%	8%	7%	8%
Home insurance purchased online.	8%	11%	11%	9%	5%	5%	7%	8%	9%	9%	5%
A burger ordered through a QR code in a restaurant.	8%	9%	8%	6%	6%	8%	11%	9%	7%	7%	8%
A new TV bought online and delivered to my door.	20%	17%	19%	20%	18%	16%	28%	30%	20%	20%	10%
Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to my door.	19%	18%	16%	13%	17%	20%	28%	27%	17%	20%	11%
A pair of shoes bought online.	18%	19%	19%	14%	18%	15%	24%	23%	19%	19%	12%
Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel 'locker' at my local train station.	16%	13%	12%	16%	14%	14%	22%	21%	15%	18%	9%
A takeaway curry ordered through an app (e.g. Deliveroo or Justeat) and delivered to my door.	13%	15%	14%	5%	12%	13%	16%	15%	12%	12%	10%
A Netflix Subscription	13%	20%	9%	10%	8%	9%	20%	14%	14%	14%	9%
Groceries ordered online and delivered to my door.	12%	19%	13%	12%	10%	11%	9%	16%	12%	9%	9%
A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to my door.	12%	14%	10%	8%	11%	12%	14%	16%	14%	9%	6%
A new TV bought online but collected through a click & collect service.	11%	10%	11%	9%	8%	10%	17%	15%	9%	13%	8%
A Hotel booked online	11%	14%	15%	10%	10%	6%	12%	12%	14%	10%	9%

(70.C) If the Government was to introduce a new tax on things bought online, which of the following do you think the tax should apply to? Please select all that apply.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
A drink bought in a pub through the pub's app and delivered to my table.	8%	0%	6%	6%	7%	10%	4%	9%	7%	7%	7%	3%	10%	32%	9%	25%	10%	10%
A takeaway curry ordered online but paid for and collected in person.	8%	4%	7%	7%	5%	10%	8%	4%	9%	7%	3%	4%	12%	18%	6%	20%	5%	9%
Home insurance purchased online.	8%	5%	6%	7%	2%	11%	6%	10%	7%	14%	8%	5%	2%	11%	6%	31%	8%	7%
A burger ordered through a QR code in a restaurant.	8%	8%	3%	10%	13%	9%	4%	6%	8%	8%	4%	2%	9%	12%	13%	34%	13%	4%
A new TV bought online and delivered to my door.	20%	8%	12%	16%	10%	16%	18%	22%	27%	20%	19%	26%	24%	38%	29%	46%	32%	18%
Headphones ordered through an online marketplace (e.g. Amazon or Ebay) delivered to my door.	19%	8%	11%	18%	12%	14%	12%	24%	27%	23%	18%	15%	24%	25%	29%	46%	36%	15%
A pair of shoes bought online.	18%	8%	15%	13%	15%	20%	10%	20%	24%	23%	12%	23%	16%	29%	22%	43%	26%	14%
Headphones ordered through an online marketplace (e.g. Amazon or Ebay) and picked up from a parcel 'locker' at my local train station.	16%	8%	9%	10%	7%	13%	11%	19%	21%	22%	19%	13%	16%	23%	15%	40%	34%	17%
A takeaway curry ordered through an app (e.g. Deliveroo or Justeat) and delivered to my door.	13%	8%	9%	11%	11%	14%	12%	13%	17%	12%	5%	11%	12%	20%	16%	24%	21%	10%
A Netflix Subscription	13%	8%	12%	14%	13%	11%	8%	16%	16%	16%	11%	6%	15%	2%	14%	27%	27%	12%
Groceries ordered online and delivered to my door.	12%	19%	7%	15%	3%	12%	8%	15%	12%	10%	3%	10%	10%	23%	21%	29%	33%	14%
A handmade greetings card made by an independent retailer sold through an online marketplace (e.g. Ebay or Etsy) and delivered to my door.	12%	8%	7%	9%	10%	11%	9%	12%	14%	11%	3%	11%	16%	20%	15%	43%	18%	9%
A new TV bought online but collected through a click & collect service.	11%	0%	14%	7%	12%	12%	5%	10%	15%	10%	20%	9%	7%	4%	14%	41%	26%	6%
A Hotel booked online	11%	4%	6%	11%	8%	13%	12%	16%	13%	13%	3%	9%	7%	17%	22%	26%	6%	14%
Groceries ordered online through a click & collect service.	10%	0%	3%	11%	9%	14%	12%	10%	5%	12%	10%	5%	14%	12%	8%	31%	13%	10%
None of the above	40%	35%	45%	44%	40%	33%	48%	41%	38%	42%	57%	44%	32%	14%	55%	17%	35%	32%
Don't Know	17%	38%	14%	18%	21%	25%	18%	10%	13%	16%	7%	12%	18%	13%	2%	9%	2%	31%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(71.A) If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes	60%	58%	61%	56%	57%	64%	64%	62%	65%	64%	56%	64%	53%	63%	33%
No	17%	20%	15%	20%	21%	14%	18%	17%	10%	15%	23%	13%	15%	15%	39%
Don't know	23%	22%	24%	24%	22%	22%	18%	21%	25%	20%	21%	23%	31%	22%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(71.B) If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes	60%	64%	58%	62%	57%	60%	57%	61%	56%	61%	60%
No	17%	18%	19%	16%	17%	19%	16%	17%	19%	19%	15%
Don't know	23%	17%	23%	23%	26%	21%	27%	22%	25%	20%	25%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(71.C) If the Government was to introduce a new tax on things bought online, do you think that there should be an exemption for small and medium sized businesses?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes	60%	24%	59%	55%	61%	64%	62%	56%	69%	70%	65%	61%	51%	57%	62%	64%	61%	44%
No	17%	26%	18%	17%	15%	15%	17%	16%	11%	11%	19%	23%	26%	27%	22%	19%	24%	14%
Don't know	23%	50%	22%	27%	23%	21%	21%	28%	20%	19%	16%	16%	23%	17%	16%	17%	15%	43%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(72.A) If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes	53%	53%	53%	50%	57%	58%	47%	50%	49%	53%	62%	60%	51%	47%	47%
No	23%	25%	20%	25%	22%	14%	28%	21%	27%	23%	19%	20%	17%	23%	35%
Don't know	25%	22%	27%	25%	21%	27%	25%	29%	24%	24%	18%	20%	32%	30%	18%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(72.B) If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes	53%	48%	57%	54%	48%	56%	53%	58%	48%	57%	49%
No	23%	29%	20%	21%	24%	20%	22%	22%	25%	19%	22%
Don't know	25%	23%	23%	26%	27%	23%	25%	19%	27%	24%	29%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(72.C) If the Government was to introduce a new tax on things bought online, do you think this should exclude things bought online but collected in store?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes	53%	28%	51%	43%	42%	54%	52%	54%	59%	62%	69%	57%	47%	78%	62%	69%	53%	42%
No	23%	27%	27%	28%	26%	18%	28%	22%	20%	14%	22%	26%	24%	18%	23%	11%	33%	14%
Don't know	25%	44%	22%	30%	31%	28%	20%	24%	21%	24%	9%	17%	29%	4%	14%	20%	14%	44%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(73.A) If the Government introduced a new tax on things bought online, would you do more of your shopping in person on the high street?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes	43%	41%	44%	45%	42%	43%	51%	46%	35%	42%	59%	41%	34%	37%	40%
No	23%	24%	22%	24%	24%	21%	18%	23%	24%	30%	15%	22%	19%	21%	39%
Don't know	35%	35%	34%	31%	34%	36%	31%	32%	40%	28%	26%	37%	47%	42%	21%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(73.B) If the Government introduced a new tax on things bought online, would you do more of your shopping in person on the high street?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes	43%	50%	47%	43%	36%	39%	42%	37%	43%	42%	48%
No	23%	22%	27%	27%	22%	20%	19%	24%	21%	26%	21%
Don't know	35%	28%	26%	31%	42%	41%	39%	38%	37%	32%	32%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(73.C) If the Government introduced a new tax on things bought online, would you do more of your shopping in person on the high street?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes	43%	41%	49%	41%	39%	47%	36%	44%	51%	39%	41%	43%	40%	36%	36%	44%	57%	38%
No	23%	14%	26%	23%	21%	21%	35%	27%	17%	22%	19%	24%	21%	33%	40%	11%	18%	10%
Don't know	35%	45%	25%	35%	39%	32%	29%	29%	32%	39%	40%	33%	39%	31%	24%	45%	25%	53%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(74.A) If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
It should apply to both things bought by individual consumers and businesses	55%	56%	53%	47%	57%	52%	54%	60%	55%	63%	45%	58%	56%	53%	56%
It should only apply to individual consumers	13%	15%	11%	22%	12%	12%	11%	16%	13%	10%	20%	15%	1%	6%	17%
Don't know	32%	29%	36%	31%	32%	36%	36%	23%	31%	27%	36%	27%	43%	41%	28%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(74.B) If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
It should apply to both things bought by individual consumers and businesses	55%	47%	51%	56%	56%	50%	64%	58%	53%	55%	52%
It should only apply to individual consumers	13%	25%	15%	12%	10%	10%	8%	13%	14%	13%	11%
Don't know	32%	28%	33%	32%	34%	40%	27%	29%	32%	32%	36%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(74.C) If the Government introduced a new tax on things bought online, do you think this should apply to things bought by businesses online, or just to things bought by individual consumers online?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
It should apply to both things bought by individual consumers and businesses	55%	29%	55%	57%	54%	58%	55%	43%	62%	52%	67%	54%	61%	67%	73%	48%	64%	37%
It should only apply to individual consumers	13%	9%	14%	8%	15%	9%	14%	24%	11%	12%	13%	16%	10%	16%	2%	31%	18%	6%
Don't know	32%	62%	31%	35%	31%	33%	31%	33%	28%	36%	19%	31%	28%	17%	25%	21%	17%	57%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(75.A) If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes	52%	56%	48%	47%	56%	58%	43%	50%	47%	62%	49%	63%	47%	46%	41%
No	18%	20%	17%	18%	17%	13%	22%	21%	28%	9%	18%	13%	17%	23%	32%
Don't know	30%	24%	35%	35%	27%	29%	35%	29%	25%	29%	33%	24%	35%	31%	27%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(75.B) If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes	52%	48%	43%	51%	49%	57%	61%	55%	51%	51%	49%
No	18%	24%	24%	16%	20%	14%	13%	16%	17%	22%	19%
Don't know	30%	28%	33%	33%	32%	28%	25%	29%	32%	27%	32%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(75.C) If the Government was to introduce a new tax on things bought online, do you think this should be spent on reducing the business rates paid by shops that have a physical store?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes	52%	27%	45%	46%	50%	52%	56%	50%	62%	59%	75%	51%	62%	54%	43%	57%	61%	29%
No	18%	25%	25%	17%	23%	20%	19%	16%	12%	11%	8%	24%	12%	25%	31%	14%	19%	16%
Don't know	30%	48%	30%	37%	26%	28%	26%	34%	26%	30%	16%	25%	26%	21%	26%	30%	20%	54%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(76.A) The Government has said that they could use the money raised through a tax on things sold online to improve your local high street. This could lead to an increase in the cost of the things you buy online. In your view, what would make this additional cost to things online worthwhile?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	286	173	112	56	33	14	26	20	29	25	16	34	18	13	2
Weighted	284	174	109	56	32	16	24	22	29	22	12	32	21	13	4
No improvement in the condition of the high street.	15%	15%	15%	13%	26%	9%	17%	18%	22%	18%	8%	12%	10%	0%	0%
A minor improvement in the condition of the high street, for example in the opening of one or two new shops and a slight increase in footfall.	32%	31%	34%	38%	18%	34%	12%	41%	32%	22%	49%	34%	48%	48%	0%
Some improvement in the condition of the high street, for example in the opening of several new shops and an increase in footfall.	34%	36%	29%	32%	45%	28%	41%	41%	31%	38%	24%	28%	13%	37%	61%
A major improvement in the condition of the high street, for example in the opening of many new shops and a significant increase in footfall.	19%	17%	22%	17%	11%	29%	30%	0%	14%	22%	19%	26%	29%	14%	39%

*Note:*

BASE: Respondents who support an Online Sales Tax

Fieldwork: 4th Mar - 10th Mar 2022

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

(76.B) The Government has said that they could use the money raised through a tax on things sold online to improve your local high street. This could lead to an increase in the cost of the things you buy online. In your view, what would make this additional cost to things online worthwhile?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	286	56	52	45	36	32	65	111	67	54	51
Weighted	284	64	51	48	37	29	56	91	64	69	57
No improvement in the condition of the high street.	15%	29%	19%	11%	11%	10%	3%	8%	16%	21%	16%
A minor improvement in the condition of the high street, for example in the opening of one or two new shops and a slight increase in footfall.	32%	36%	44%	33%	30%	16%	27%	26%	42%	39%	24%
Some improvement in the condition of the high street, for example in the opening of several new shops and an increase in footfall.	34%	28%	29%	32%	33%	46%	39%	44%	26%	26%	36%
A major improvement in the condition of the high street, for example in the opening of many new shops and a significant increase in footfall.	19%	7%	8%	24%	26%	28%	31%	22%	16%	15%	23%

*Note:*

BASE: Respondents who support an Online Sales Tax

Fieldwork: 4th Mar - 10th Mar 2022

(76.C) The Government has said that they could use the money raised through a tax on things sold online to improve your local high street. This could lead to an increase in the cost of the things you buy online. In your view, what would make this additional cost to things online worthwhile?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	286	5	18	18	22	26	23	21	25	14	12	27	14	10	8	14	20	9
Weighted	284	6	18	21	23	29	24	22	24	16	10	23	15	10	7	13	16	9
No improvement in the condition of the high street.	15%	26%	23%	19%	21%	15%	20%	9%	10%	22%	11%	13%	7%	0%	14%	0%	19%	22%
A minor improvement in the condition of the high street, for example in the opening of one or two new shops and a slight increase in footfall.	32%	29%	20%	21%	41%	40%	41%	31%	31%	29%	23%	35%	53%	21%	44%	43%	8%	24%
Some improvement in the condition of the high street, for example in the opening of several new shops and an increase in footfall.	34%	28%	46%	40%	24%	27%	20%	30%	41%	18%	59%	36%	26%	64%	20%	32%	47%	32%
A major improvement in the condition of the high street, for example in the opening of many new shops and a significant increase in footfall.	19%	17%	11%	20%	14%	18%	19%	30%	18%	31%	8%	16%	14%	14%	22%	25%	26%	22%

Note:

BASE: Respondents who support an Online Sales Tax

Fieldwork: 4th Mar - 10th Mar 2022

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

(77.A) Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. This means that when you spend money with them, a percentage of the money you pay will go to a payment system, and not the retailer. Before taking this survey, were you aware that businesses had to pay a transaction fee for every purchase?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes, I was aware of this	62%	68%	57%	61%	67%	55%	68%	65%	65%	59%	56%	68%	64%	56%	37%
No, I was not aware of this	30%	26%	35%	29%	29%	39%	27%	28%	30%	34%	27%	29%	27%	29%	52%
Don't know	7%	6%	8%	10%	5%	6%	5%	7%	5%	7%	17%	3%	9%	15%	12%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(77.B) Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. This means that when you spend money with them, a percentage of the money you pay will go to a payment system, and not the retailer. Before taking this survey, were you aware that businesses had to pay a transaction fee for every purchase?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes, I was aware of this	62%	47%	51%	61%	62%	63%	83%	79%	63%	57%	48%
No, I was not aware of this	30%	40%	41%	29%	31%	31%	16%	16%	28%	36%	44%
Don't know	7%	13%	8%	10%	7%	6%	1%	5%	9%	7%	8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(77.C) Payment systems, such as Visa and Mastercard, charge business and retailers a percentage of each transaction they process. This means that when you spend money with them, a percentage of the money you pay will go to a payment system, and not the retailer. Before taking this survey, were you aware that businesses had to pay a transaction fee for every purchase?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes, I was aware of this	62%	29%	45%	52%	56%	63%	67%	58%	58%	67%	80%	69%	75%	75%	94%	71%	86%	50%
No, I was not aware of this	30%	48%	49%	36%	38%	32%	29%	35%	35%	30%	20%	25%	16%	20%	6%	29%	12%	23%
Don't know	7%	23%	6%	12%	6%	6%	4%	7%	6%	3%	0%	6%	9%	5%	0%	0%	2%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(78.A) If you had to guess, around what level of transaction fee do you expect that businesses pay on average?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
0.001% or less	7%	5%	8%	6%	3%	8%	10%	3%	11%	6%	2%	4%	7%	20%	0%
0.01%	13%	12%	15%	12%	12%	12%	16%	22%	16%	11%	8%	10%	9%	15%	35%
0%	25%	25%	24%	25%	26%	25%	21%	26%	26%	30%	31%	19%	23%	13%	42%
1%	48%	50%	45%	51%	54%	48%	50%	36%	39%	46%	47%	54%	55%	45%	23%
10%	5%	5%	5%	2%	4%	8%	2%	10%	5%	4%	8%	10%	4%	3%	0%
Over 10%	2%	3%	2%	4%	2%	0%	2%	3%	3%	2%	3%	2%	1%	3%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(78.B) If you had to guess, around what level of transaction fee do you expect that businesses pay on average?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
0.001% or less	7%	7%	8%	8%	11%	6%	1%	4%	7%	8%	8%
0.01%	13%	21%	14%	16%	13%	8%	9%	8%	13%	20%	14%
0%	25%	27%	32%	31%	21%	16%	21%	28%	29%	19%	23%
1%	48%	32%	39%	37%	50%	62%	64%	54%	47%	46%	44%
10%	5%	8%	6%	4%	4%	6%	4%	4%	2%	6%	8%
Over 10%	2%	5%	1%	4%	1%	2%	1%	2%	2%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(78.C) If you had to guess, around what level of transaction fee do you expect that businesses pay on average?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
0.001% or less	7%	35%	8%	6%	6%	8%	9%	7%	1%	4%	3%	6%	8%	5%	6%	5%	5%	7%
0.01%	13%	16%	18%	11%	22%	15%	14%	11%	17%	12%	9%	10%	10%	0%	5%	9%	5%	16%
0%	25%	29%	28%	25%	21%	20%	23%	27%	18%	33%	25%	30%	18%	26%	36%	36%	29%	22%
1%	48%	20%	37%	49%	42%	52%	46%	51%	57%	47%	60%	49%	60%	47%	46%	46%	49%	39%
10%	5%	0%	5%	7%	6%	5%	4%	1%	6%	4%	4%	4%	2%	23%	8%	0%	2%	11%
Over 10%	2%	0%	4%	2%	2%	1%	4%	3%	0%	0%	0%	1%	2%	0%	0%	4%	10%	4%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(79.A) In which situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee, if ever? Please select all that apply.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
It is never reasonable	43%	43%	45%	39%	41%	49%	51%	42%	40%	45%	45%	42%	54%	44%	19%
When processing transactions of international customers	25%	24%	26%	23%	28%	30%	17%	22%	25%	27%	26%	29%	24%	24%	20%
When processing the transactions of a larger business	22%	22%	21%	24%	19%	15%	20%	20%	20%	22%	21%	27%	23%	30%	19%
When processing transactions that are very large	21%	23%	19%	22%	18%	9%	19%	25%	29%	21%	26%	25%	16%	22%	35%
When processing transactions that are very small	16%	17%	14%	17%	22%	15%	17%	15%	13%	15%	9%	13%	12%	12%	36%
When processing the transactions of a smaller business	10%	11%	9%	16%	10%	5%	10%	14%	8%	9%	10%	9%	8%	1%	12%
Other (Please specify)	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(79.B) In which situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee, if ever? Please select all that apply.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
It is never reasonable	43%	19%	34%	43%	52%	55%	54%	42%	42%	43%	47%
When processing transactions of international customers	25%	29%	25%	19%	20%	24%	31%	30%	23%	25%	21%
When processing the transactions of a larger business	22%	25%	33%	21%	20%	15%	17%	20%	22%	21%	23%
When processing transactions that are very large	21%	38%	30%	26%	17%	13%	9%	20%	20%	25%	22%
When processing transactions that are very small	16%	19%	17%	17%	13%	19%	12%	17%	17%	17%	13%
When processing the transactions of a smaller business	10%	14%	19%	8%	7%	6%	6%	12%	8%	10%	9%
Other (Please specify)	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(79.C) In which situations do you think it is reasonable for payment systems to charge a higher percentage transaction fee, if ever? Please select all that apply.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
It is never reasonable	43%	45%	36%	41%	54%	47%	47%	45%	46%	45%	38%	26%	47%	23%	43%	28%	32%	57%
When processing transactions of international customers	25%	10%	23%	24%	15%	22%	27%	30%	32%	34%	17%	22%	28%	43%	44%	20%	19%	22%
When processing the transactions of a larger business	22%	16%	21%	28%	18%	26%	19%	19%	17%	23%	18%	28%	30%	14%	18%	28%	32%	14%
When processing transactions that are very large	21%	23%	16%	30%	20%	24%	19%	19%	15%	18%	27%	32%	20%	8%	17%	28%	37%	15%
When processing transactions that are very small	16%	5%	17%	14%	12%	11%	16%	13%	18%	18%	17%	23%	11%	29%	17%	35%	25%	11%
When processing the transactions of a smaller business	10%	15%	17%	7%	7%	6%	9%	9%	7%	7%	13%	9%	20%	15%	9%	29%	18%	3%
Other (Please specify)	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(80.A) Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes	12%	15%	8%	19%	6%	12%	11%	15%	14%	8%	15%	11%	7%	10%	11%
No	68%	66%	70%	62%	79%	72%	63%	65%	70%	70%	58%	66%	71%	69%	62%
Don't know	20%	19%	22%	20%	15%	15%	27%	20%	16%	22%	27%	23%	21%	21%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(80.B) Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes	12%	23%	19%	17%	4%	4%	4%	12%	11%	13%	9%
No	68%	54%	59%	64%	72%	80%	77%	71%	70%	67%	64%
Don't know	20%	23%	22%	19%	23%	16%	19%	16%	19%	19%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(80.C) Do you think merchants should have to pay a higher processing fee when the card holder is not present (i.e. online or over the phone)?

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes	12%	7%	10%	8%	12%	10%	13%	14%	9%	6%	9%	11%	12%	31%	17%	17%	36%	5%
No	68%	65%	61%	69%	66%	71%	72%	64%	70%	78%	81%	79%	67%	62%	77%	59%	44%	57%
Don't know	20%	28%	29%	23%	22%	19%	15%	22%	22%	17%	10%	10%	21%	6%	6%	24%	21%	38%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(81.A) An acquirer fee paid to the payment processor (eg the card terminal provider) A card scheme fee paid to the owner of the card scheme (eg Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
The card scheme fee	31%	34%	28%	38%	36%	29%	32%	28%	35%	30%	25%	27%	30%	20%	22%
The acquirer fee	24%	29%	20%	28%	25%	24%	25%	30%	17%	22%	27%	26%	20%	25%	16%
The interchange fee	21%	27%	15%	26%	18%	15%	18%	13%	20%	18%	15%	27%	24%	20%	25%
None of the above	49%	42%	55%	38%	46%	50%	55%	51%	48%	52%	54%	47%	54%	53%	49%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(81.B) An acquirer fee paid to the payment processor (eg the card terminal provider) A card scheme fee paid to the owner of the card scheme (eg Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
The card scheme fee	31%	31%	22%	31%	33%	35%	33%	39%	32%	29%	23%
The acquirer fee	24%	24%	25%	21%	28%	22%	25%	33%	26%	19%	17%
The interchange fee	21%	22%	24%	18%	21%	18%	21%	27%	21%	16%	17%
None of the above	49%	42%	50%	49%	49%	53%	48%	39%	47%	51%	59%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(81.C) An acquirer fee paid to the payment processor (eg the card terminal provider) A card scheme fee paid to the owner of the card scheme (eg Visa, Mastercard) An interchange fee paid to the bank of the customer Which, if any, of these fees do you think are fair?

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
The card scheme fee	31%	30%	29%	27%	27%	30%	38%	22%	30%	32%	41%	34%	22%	35%	61%	57%	53%	12%
The acquirer fee	24%	16%	25%	18%	21%	22%	28%	25%	14%	30%	27%	26%	35%	33%	32%	41%	32%	14%
The interchange fee	21%	12%	15%	18%	18%	19%	27%	18%	21%	11%	32%	17%	31%	39%	37%	26%	30%	12%
None of the above	49%	66%	49%	59%	51%	49%	46%	50%	47%	44%	34%	52%	49%	26%	29%	22%	28%	72%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(82.A) Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Sort code	80%	78%	82%	68%	83%	85%	81%	83%	81%	83%	78%	85%	81%	70%	84%
Open banking	40%	45%	34%	41%	36%	40%	34%	40%	47%	43%	33%	41%	41%	39%	33%
Interchange fee	15%	19%	11%	21%	19%	7%	11%	11%	12%	16%	13%	16%	13%	9%	21%
None of the above	10%	10%	11%	13%	10%	5%	12%	11%	8%	9%	9%	6%	11%	22%	8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(82.B) Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Sort code	80%	60%	67%	76%	87%	88%	96%	85%	78%	77%	79%
Open banking	40%	43%	44%	38%	41%	35%	38%	46%	39%	40%	33%
Interchange fee	15%	17%	18%	20%	13%	7%	12%	24%	11%	12%	10%
None of the above	10%	20%	14%	10%	8%	9%	3%	4%	12%	11%	15%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(82.C) Which of the following terms have you heard of before? Please select all that apply. If you are unsure, please do not select the term.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Sort code	80%	47%	72%	81%	79%	85%	81%	79%	86%	85%	91%	82%	81%	54%	89%	68%	63%	83%
Open banking	40%	20%	43%	36%	38%	32%	39%	44%	35%	43%	43%	40%	40%	57%	40%	60%	67%	30%
Interchange fee	15%	7%	9%	13%	9%	9%	12%	11%	14%	26%	14%	15%	19%	38%	20%	27%	40%	8%
None of the above	10%	53%	15%	13%	9%	5%	13%	14%	7%	8%	0%	7%	13%	8%	6%	0%	6%	14%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(83.A) In the last twelve months, have you used a form of credit product to purchase a good or service? By a credit product, we mean either purchasing a good but with payment coming later, or obtaining a loan to be paid back later.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes	36%	37%	36%	43%	39%	43%	29%	28%	39%	35%	32%	38%	30%	39%	31%
No	57%	57%	57%	49%	56%	51%	65%	66%	54%	59%	57%	58%	60%	56%	69%
Don't know	6%	6%	7%	9%	5%	5%	5%	6%	7%	6%	10%	3%	10%	6%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(83.B) In the last twelve months, have you used a form of credit product to purchase a good or service? By a credit product, we mean either purchasing a good but with payment coming later, or obtaining a loan to be paid back later.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes	36%	37%	52%	42%	37%	31%	23%	36%	36%	37%	36%
No	57%	51%	40%	51%	59%	65%	75%	60%	55%	58%	56%
Don't know	6%	12%	9%	7%	4%	5%	2%	4%	9%	4%	8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(83.C) In the last twelve months, have you used a form of credit product to purchase a good or service? By a credit product, we mean either purchasing a good but with payment coming later, or obtaining a loan to be paid back later.

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes	36%	24%	28%	37%	35%	36%	36%	42%	36%	35%	37%	43%	35%	56%	48%	73%	40%	15%
No	57%	62%	66%	56%	55%	58%	59%	53%	59%	65%	63%	55%	55%	42%	46%	27%	58%	67%
Don't know	6%	15%	7%	7%	10%	6%	4%	5%	5%	0%	0%	2%	11%	2%	6%	0%	2%	18%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(84.A) Which credit products have you used in the last twelve months? Please select all that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	364	181	182	61	51	33	27	19	34	30	16	43	24	19	7
Weighted	365	183	181	60	51	35	27	20	35	28	13	42	27	19	9
Credit Card	65%	67%	64%	62%	86%	68%	43%	57%	58%	47%	70%	63%	74%	78%	87%
Student loan (including undergraduate and postgraduate)	5%	6%	4%	5%	0%	0%	0%	19%	10%	8%	3%	6%	4%	10%	0%
Non-car product financing	5%	5%	5%	14%	5%	4%	0%	3%	6%	3%	6%	2%	6%	0%	0%
Buy Now, Pay Later (BNPL)	42%	38%	45%	31%	31%	31%	60%	44%	47%	58%	56%	51%	45%	31%	29%
Mortgage	20%	20%	20%	25%	23%	20%	13%	39%	21%	15%	9%	18%	11%	22%	0%
Car finance	15%	19%	10%	17%	5%	15%	16%	29%	13%	17%	6%	18%	0%	20%	46%
Overdraft	15%	12%	19%	17%	12%	9%	14%	13%	16%	23%	3%	24%	5%	24%	15%
Personal loan	12%	17%	8%	17%	7%	14%	9%	27%	13%	4%	8%	17%	6%	16%	0%
Other (Please specify)	2%	3%	1%	2%	4%	0%	8%	0%	2%	0%	0%	0%	0%	5%	0%

Note:

BASE: Respondents who have used a credit product within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(84.B) Which credit products have you used in the last twelve months? Please select all that apply.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	364	49	90	63	64	46	52	109	96	67	88
Weighted	365	53	88	71	62	43	48	96	93	82	90
Credit Card	65%	54%	49%	63%	76%	84%	84%	81%	71%	52%	56%
Student loan (including undergraduate and postgraduate)	5%	20%	6%	3%	0%	0%	0%	2%	8%	5%	3%
Non-car product financing	5%	6%	9%	4%	1%	6%	4%	6%	1%	13%	3%
Buy Now, Pay Later (BNPL)	42%	39%	53%	56%	41%	30%	14%	38%	42%	38%	48%
Mortgage	20%	13%	27%	32%	20%	10%	6%	32%	22%	14%	12%
Car finance	15%	10%	16%	25%	11%	11%	12%	23%	19%	10%	6%
Overdraft	15%	10%	17%	26%	21%	6%	5%	19%	19%	9%	13%
Personal loan	12%	18%	19%	13%	6%	8%	4%	14%	9%	17%	8%
Other (Please specify)	2%	0%	1%	1%	3%	2%	6%	0%	4%	1%	3%

*Note:*

BASE: Respondents who have used a credit product within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(84.C) Which credit products have you used in the last twelve months? Please select all that apply.

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	364	3	20	30	30	37	32	31	27	19	14	32	15	13	14	18	17	12
Weighted	365	3	18	29	33	38	35	33	28	22	14	31	17	13	12	18	11	11
Credit Card	65%	47%	52%	52%	64%	75%	53%	60%	67%	68%	77%	82%	53%	71%	83%	77%	61%	65%
Student loan (including undergraduate and postgraduate)	5%	31%	19%	8%	5%	0%	1%	0%	9%	12%	0%	1%	6%	6%	0%	7%	0%	7%
Non-car product financing	5%	0%	0%	0%	7%	4%	7%	3%	4%	5%	13%	0%	15%	7%	11%	14%	8%	0%
Buy Now, Pay Later (BNPL)	42%	31%	67%	39%	32%	41%	57%	54%	51%	35%	21%	38%	20%	37%	39%	27%	54%	33%
Mortgage	20%	0%	6%	12%	11%	17%	7%	22%	23%	39%	13%	31%	6%	33%	56%	34%	30%	11%
Car finance	15%	0%	6%	8%	10%	9%	12%	19%	10%	29%	11%	22%	7%	17%	15%	19%	55%	10%
Overdraft	15%	31%	17%	13%	11%	21%	14%	14%	16%	5%	0%	30%	13%	16%	33%	14%	12%	0%
Personal loan	12%	0%	12%	6%	4%	5%	7%	17%	11%	17%	19%	17%	7%	21%	23%	26%	31%	0%
Other (Please specify)	2%	22%	0%	10%	0%	0%	2%	6%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: Respondents who have used a credit product within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(85.A) Do you pay off your credit card bill in full each month?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	245	129	115	41	43	23	12	12	21	15	11	28	18	15	6
Weighted	239	122	116	37	44	23	11	11	20	13	9	27	20	15	8
Yes	69%	71%	67%	73%	70%	58%	100%	88%	65%	61%	83%	72%	58%	58%	62%
No	29%	26%	33%	22%	30%	42%	0%	12%	35%	39%	17%	28%	42%	42%	17%
Not sure	1%	3%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	21%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(85.B) Do you pay off your credit card bill in full each month?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	245	26	47	42	48	39	43	89	68	35	50
Weighted	239	28	43	44	47	36	41	77	66	42	51
Yes	69%	71%	67%	59%	68%	72%	81%	78%	65%	75%	56%
No	29%	23%	33%	37%	32%	28%	19%	19%	35%	25%	41%
Not sure	1%	5%	0%	4%	0%	0%	0%	2%	0%	0%	3%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(85.C) Do you pay off your credit card bill in full each month?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	245	1	11	16	19	27	18	19	19	13	11	27	8	10	12	14	12	8
Weighted	239	2	9	15	21	28	19	20	18	15	11	25	9	9	10	14	7	7
Yes	69%	0%	70%	68%	71%	64%	67%	66%	71%	78%	70%	62%	100%	90%	54%	79%	70%	60%
No	29%	0%	30%	32%	29%	36%	33%	34%	29%	11%	30%	38%	0%	10%	46%	21%	30%	40%
Not sure	1%	100%	0%	0%	0%	0%	0%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(86.A) Do you know the interest rate of your credit card?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	245	129	115	41	43	23	12	12	21	15	11	28	18	15	6
Weighted	239	122	116	37	44	23	11	11	20	13	9	27	20	15	8
Yes	41%	48%	35%	33%	34%	36%	41%	51%	38%	27%	39%	58%	55%	46%	65%
No	44%	41%	47%	47%	44%	53%	53%	34%	41%	69%	40%	35%	39%	40%	35%
Not sure	14%	11%	18%	20%	22%	11%	6%	15%	21%	5%	21%	7%	6%	14%	0%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(86.B) Do you know the interest rate of your credit card?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	245	26	47	42	48	39	43	89	68	35	50
Weighted	239	28	43	44	47	36	41	77	66	42	51
Yes	41%	53%	50%	51%	47%	24%	24%	40%	40%	32%	52%
No	44%	26%	39%	40%	40%	62%	56%	48%	47%	48%	32%
Not sure	14%	22%	11%	9%	12%	14%	20%	12%	13%	20%	16%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(86.C) Do you know the interest rate of your credit card?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	245	1	11	16	19	27	18	19	19	13	11	27	8	10	12	14	12	8
Weighted	239	2	9	15	21	28	19	20	18	15	11	25	9	9	10	14	7	7
Yes	41%	0%	52%	28%	61%	37%	51%	50%	25%	33%	21%	39%	10%	47%	47%	48%	79%	53%
No	44%	100%	41%	55%	19%	47%	41%	31%	51%	48%	59%	46%	90%	53%	49%	52%	13%	14%
Not sure	14%	0%	7%	17%	21%	16%	9%	19%	24%	19%	20%	15%	0%	0%	4%	0%	8%	33%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(87.A) Please estimate in total the amount you have paid in interest fees to your credit card provider in the last twelve months.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	245	129	115	41	43	23	12	12	21	15	11	28	18	15	6
Weighted	239	122	116	37	44	23	11	11	20	13	9	27	20	15	8
£0	49%	45%	52%	38%	62%	47%	59%	58%	22%	57%	38%	49%	46%	46%	73%
£1-£50	8%	7%	10%	9%	2%	9%	12%	14%	0%	14%	4%	14%	22%	0%	0%
£51-£100	10%	12%	8%	8%	11%	3%	0%	11%	38%	0%	11%	7%	6%	8%	10%
£101-£250	11%	12%	11%	14%	11%	0%	0%	12%	14%	0%	19%	10%	17%	24%	17%
£251-£500	8%	9%	8%	17%	11%	0%	12%	4%	8%	6%	19%	6%	2%	4%	0%
£501-£1,000	4%	2%	5%	4%	0%	15%	10%	0%	0%	0%	9%	0%	7%	3%	0%
£1,001-£2,500	2%	3%	1%	0%	0%	8%	0%	0%	0%	0%	0%	3%	0%	15%	0%
More than £2,500	1%	2%	0%	4%	0%	0%	8%	0%	2%	3%	0%	0%	0%	0%	0%
Don't know	7%	7%	6%	5%	2%	18%	0%	0%	15%	19%	0%	11%	0%	0%	0%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(87.B) Please estimate in total the amount you have paid in interest fees to your credit card provider in the last twelve months.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	245	26	47	42	48	39	43	89	68	35	50
Weighted	239	28	43	44	47	36	41	77	66	42	51
£0	49%	21%	37%	24%	63%	64%	76%	51%	47%	45%	51%
£1-£50	8%	11%	9%	4%	8%	13%	5%	7%	13%	5%	8%
£51-£100	10%	20%	10%	17%	2%	7%	6%	9%	8%	12%	11%
£101-£250	11%	33%	7%	15%	12%	4%	3%	6%	19%	13%	9%
£251-£500	8%	11%	20%	15%	2%	1%	0%	12%	7%	6%	7%
£501-£1,000	4%	0%	6%	12%	0%	0%	1%	5%	3%	0%	7%
£1,001-£2500	2%	0%	4%	0%	5%	0%	3%	4%	1%	0%	1%
More than £2,500	1%	2%	3%	2%	1%	0%	0%	3%	0%	0%	0%
Don't know	7%	2%	3%	10%	7%	11%	6%	3%	3%	20%	6%

*Note:*

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(87.C) Please estimate in total the amount you have paid in interest fees to your credit card provider in the last twelve months.

	Total	Income																Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more		
Unweighted	245	1	11	16	19	27	18	19	19	13	11	27	8	10	12	14	12	8	
Weighted	239	2	9	15	21	28	19	20	18	15	11	25	9	9	10	14	7	7	
£0	49%	100%	27%	49%	37%	57%	56%	51%	49%	50%	39%	45%	90%	48%	54%	39%	6%	60%	
£1-£50	8%	0%	35%	10%	10%	7%	6%	5%	21%	0%	0%	9%	0%	0%	0%	18%	8%	0%	
£51-£100	10%	0%	9%	15%	23%	3%	5%	16%	0%	16%	9%	17%	0%	19%	0%	0%	0%	19%	
£101-£250	11%	0%	14%	7%	7%	8%	12%	28%	17%	17%	7%	16%	0%	0%	16%	3%	7%	0%	
£251-£500	8%	0%	9%	8%	7%	9%	6%	0%	0%	8%	17%	5%	0%	33%	5%	31%	8%	0%	
£501-£1,000	4%	0%	0%	0%	0%	4%	0%	0%	2%	0%	17%	3%	10%	0%	15%	8%	0%	14%	
£1,001-£2,500	2%	0%	0%	0%	3%	4%	0%	0%	5%	0%	0%	0%	0%	0%	10%	0%	16%	0%	
More than £2,500	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	48%	0%
Don't know	7%	0%	7%	12%	12%	8%	14%	0%	6%	10%	10%	4%	0%	0%	0%	0%	7%	7%	

Note:

BASE: Respondents who have used a credit card within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(88.A) How often do you use Buy Now, Pay Later?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	152	71	81	21	16	10	15	8	16	16	9	22	12	5	2
Weighted	152	70	82	18	16	11	16	9	16	16	7	22	12	6	3
Daily	3%	5%	2%	15%	3%	0%	6%	0%	0%	6%	0%	0%	0%	0%	0%
A few times a week	6%	8%	4%	18%	0%	0%	7%	26%	3%	0%	12%	4%	0%	0%	0%
Weekly	4%	6%	2%	7%	0%	0%	0%	0%	7%	0%	12%	4%	0%	22%	0%
A few times a month	13%	10%	14%	3%	7%	23%	9%	15%	28%	9%	14%	15%	15%	0%	0%
Monthly	19%	17%	21%	12%	14%	41%	7%	27%	9%	32%	26%	4%	30%	42%	50%
A few times a year	34%	35%	34%	16%	49%	29%	45%	9%	30%	47%	16%	49%	19%	36%	50%
Rarely	18%	17%	18%	28%	27%	6%	13%	23%	22%	7%	20%	18%	20%	0%	0%
I've only used it once	3%	1%	4%	0%	0%	0%	6%	0%	0%	0%	0%	5%	16%	0%	0%
Don't know	1%	2%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(88.B) How often do you use Buy Now, Pay Later?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	152	21	49	34	25	15	8	42	38	26	44
Weighted	152	21	46	40	26	13	7	36	39	31	43
Daily	3%	9%	5%	3%	0%	0%	0%	6%	2%	4%	0%
A few times a week	6%	11%	3%	13%	0%	0%	0%	14%	10%	0%	0%
Weekly	4%	0%	7%	6%	0%	0%	0%	6%	6%	4%	0%
A few times a month	13%	14%	14%	13%	16%	0%	0%	7%	10%	20%	15%
Monthly	19%	30%	24%	16%	11%	23%	0%	28%	17%	12%	20%
A few times a year	34%	25%	23%	39%	49%	52%	18%	26%	29%	37%	42%
Rarely	18%	10%	21%	9%	24%	17%	39%	11%	22%	18%	19%
I've only used it once	3%	0%	0%	0%	0%	8%	43%	3%	3%	3%	2%
Don't know	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%	3%

*Note:*

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(88.C) How often do you use Buy Now, Pay Later?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	152	1	14	12	10	16	16	16	13	7	3	13	3	5	5	5	9	4
Weighted	152	1	12	11	10	16	20	18	14	8	3	12	3	5	5	5	6	3
Daily	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	26%	22%	26%
A few times a week	6%	0%	8%	0%	0%	0%	0%	12%	6%	0%	0%	0%	0%	0%	0%	23%	62%	0%
Weekly	4%	0%	0%	0%	0%	0%	0%	13%	15%	15%	0%	0%	0%	0%	0%	0%	0%	0%
A few times a month	13%	0%	12%	14%	20%	22%	17%	13%	0%	0%	0%	8%	68%	0%	0%	0%	9%	32%
Monthly	19%	0%	6%	13%	11%	15%	20%	19%	33%	29%	100%	18%	0%	19%	74%	0%	0%	0%
A few times a year	34%	100%	28%	54%	46%	51%	38%	18%	23%	46%	0%	53%	0%	17%	26%	51%	8%	0%
Rarely	18%	0%	38%	8%	24%	12%	26%	12%	16%	10%	0%	7%	32%	63%	0%	0%	0%	42%
I've only used it once	3%	0%	7%	0%	0%	0%	0%	12%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(89.A) Please estimate the total amount you have paid using BNPL in the last twelve months.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	152	71	81	21	16	10	15	8	16	16	9	22	12	5	2
Weighted	152	70	82	18	16	11	16	9	16	16	7	22	12	6	3
£0	2%	0%	4%	0%	7%	0%	0%	0%	0%	0%	0%	11%	0%	0%	0%
£1-£50	10%	5%	15%	0%	16%	0%	7%	11%	12%	10%	14%	9%	17%	40%	0%
£51-£100	10%	11%	9%	6%	6%	35%	16%	11%	5%	0%	25%	8%	0%	22%	0%
£101-£250	18%	25%	13%	28%	12%	9%	28%	0%	6%	13%	19%	27%	30%	22%	0%
£251-£500	22%	20%	25%	24%	30%	9%	23%	32%	17%	50%	19%	17%	7%	15%	0%
£501-£1,000	23%	21%	24%	24%	30%	15%	13%	15%	36%	27%	11%	13%	30%	0%	100%
£1,001-£2,500	6%	9%	4%	8%	0%	14%	7%	15%	9%	0%	0%	7%	7%	0%	0%
More than £2,500	5%	6%	4%	3%	0%	11%	6%	15%	8%	0%	0%	9%	0%	0%	0%
Don't know	3%	3%	3%	7%	0%	6%	0%	0%	7%	0%	12%	0%	9%	0%	0%

*Note:*

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(89.B) Please estimate the total amount you have paid using BNPL in the last twelve months.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	152	21	49	34	25	15	8	42	38	26	44
Weighted	152	21	46	40	26	13	7	36	39	31	43
£0	2%	0%	2%	3%	0%	8%	0%	0%	3%	7%	0%
£1-£50	10%	26%	11%	3%	8%	0%	28%	8%	10%	11%	10%
£51-£100	10%	19%	5%	9%	11%	16%	0%	5%	16%	11%	8%
£101-£250	18%	17%	18%	22%	19%	12%	14%	19%	16%	19%	20%
£251-£500	22%	16%	18%	28%	22%	32%	24%	22%	18%	22%	28%
£501-£1,000	23%	4%	20%	26%	35%	31%	9%	37%	20%	23%	14%
£1,001-£2500	6%	7%	9%	5%	0%	0%	26%	6%	5%	0%	13%
More than £2,500	5%	0%	9%	4%	5%	0%	0%	3%	7%	4%	3%
Don't know	3%	9%	7%	0%	0%	0%	0%	0%	5%	4%	5%

*Note:*

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(89.C) Please estimate the total amount you have paid using BNPL in the last twelve months.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	152	1	14	12	10	16	16	16	13	7	3	13	3	5	5	5	9	4
Weighted	152	1	12	11	10	16	20	18	14	8	3	12	3	5	5	5	6	3
£0	2%	0%	0%	0%	0%	0%	6%	12%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£1-£50	10%	0%	24%	17%	0%	14%	8%	6%	26%	15%	35%	0%	0%	0%	0%	0%	7%	0%
£51-£100	10%	0%	18%	0%	24%	15%	7%	5%	14%	0%	0%	16%	0%	39%	0%	0%	0%	0%
£101-£250	18%	0%	6%	17%	32%	30%	19%	24%	7%	14%	0%	12%	32%	0%	10%	26%	46%	0%
£251-£500	22%	0%	28%	37%	32%	27%	20%	12%	15%	27%	48%	35%	0%	37%	0%	18%	8%	0%
£501-£1,000	23%	0%	17%	4%	12%	5%	26%	28%	33%	28%	17%	37%	0%	25%	58%	56%	0%	43%
£1,001-£2500	6%	0%	7%	11%	0%	4%	8%	5%	0%	17%	0%	0%	0%	0%	32%	0%	9%	25%
More than £2,500	5%	100%	0%	0%	0%	5%	0%	7%	6%	0%	0%	0%	36%	0%	0%	0%	30%	0%
Don't know	3%	0%	0%	14%	0%	0%	6%	0%	0%	0%	0%	0%	32%	0%	0%	0%	0%	32%

Note:

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(90.A) Please estimate the average amount you have paid per transaction using BNPL in the last twelve months.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	152	71	81	21	16	10	15	8	16	16	9	22	12	5	2
Weighted	152	70	82	18	16	11	16	9	16	16	7	22	12	6	3
£0	8%	7%	8%	6%	12%	0%	9%	15%	9%	0%	7%	13%	9%	0%	0%
£1-£10	5%	4%	7%	12%	7%	12%	7%	11%	0%	0%	0%	7%	0%	0%	0%
£11-£25	9%	6%	13%	0%	21%	21%	4%	11%	0%	7%	14%	9%	23%	0%	0%
£26-£50	19%	19%	19%	17%	7%	20%	12%	0%	15%	39%	25%	11%	31%	42%	50%
£51-£75	10%	15%	7%	10%	0%	9%	5%	15%	0%	12%	31%	24%	4%	22%	0%
£76-£100	13%	12%	14%	13%	23%	0%	10%	15%	39%	0%	0%	18%	6%	0%	0%
£101-£150	6%	7%	5%	9%	6%	11%	7%	0%	13%	0%	0%	4%	0%	0%	50%
£150-£300	7%	10%	5%	3%	10%	0%	28%	32%	0%	6%	0%	0%	0%	15%	0%
More than £300	9%	7%	11%	11%	8%	14%	11%	0%	10%	19%	0%	3%	11%	0%	0%
Don't know	13%	14%	11%	19%	4%	13%	7%	0%	15%	17%	23%	11%	16%	20%	0%

Note:

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(90.B) Please estimate the average amount you have paid per transaction using BNPL in the last twelve months.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	152	21	49	34	25	15	8	42	38	26	44
Weighted	152	21	46	40	26	13	7	36	39	31	43
£0	8%	7%	9%	7%	8%	0%	16%	8%	8%	3%	10%
£1-£10	5%	13%	7%	3%	0%	0%	11%	6%	2%	8%	6%
£11-£25	9%	7%	14%	8%	12%	0%	0%	4%	14%	7%	12%
£26-£50	19%	23%	19%	18%	21%	22%	0%	14%	27%	31%	9%
£51-£75	10%	18%	10%	11%	7%	11%	0%	14%	19%	4%	5%
£76-£100	13%	17%	7%	19%	15%	14%	0%	15%	5%	14%	18%
£101-£150	6%	0%	5%	7%	10%	8%	7%	9%	10%	7%	0%
£150-£300	7%	0%	13%	4%	7%	18%	0%	1%	2%	10%	15%
More than £300	9%	0%	6%	17%	9%	8%	14%	22%	2%	4%	5%
Don't know	13%	15%	9%	7%	11%	19%	52%	6%	10%	11%	19%

*Note:*

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(90.C) Please estimate the average amount you have paid per transaction using BNPL in the last twelve months.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	152	1	14	12	10	16	16	16	13	7	3	13	3	5	5	5	9	4
Weighted	152	1	12	11	10	16	20	18	14	8	3	12	3	5	5	5	6	3
£0	8%	0%	16%	4%	11%	0%	6%	20%	0%	18%	0%	0%	32%	19%	0%	0%	0%	0%
£1-£10	5%	0%	24%	7%	12%	0%	5%	0%	0%	0%	0%	4%	0%	0%	0%	0%	27%	0%
£11-£25	9%	0%	12%	17%	11%	24%	7%	6%	7%	13%	0%	10%	0%	0%	0%	0%	7%	0%
£26-£50	19%	0%	12%	0%	11%	35%	22%	32%	24%	14%	17%	29%	0%	17%	22%	0%	0%	26%
£51-£75	10%	100%	0%	0%	15%	4%	0%	24%	12%	14%	35%	17%	0%	0%	30%	26%	0%	0%
£76-£100	13%	0%	6%	14%	7%	15%	22%	6%	18%	31%	0%	20%	0%	19%	0%	18%	0%	0%
£101-£150	6%	0%	0%	0%	0%	5%	7%	0%	6%	10%	0%	9%	36%	0%	0%	47%	16%	0%
£150-£300	7%	0%	5%	0%	9%	17%	11%	6%	17%	0%	0%	0%	0%	0%	0%	0%	9%	17%
More than £300	9%	0%	0%	23%	6%	0%	0%	0%	16%	0%	48%	11%	0%	25%	32%	0%	41%	0%
Don't know	13%	0%	24%	35%	18%	0%	21%	6%	0%	0%	0%	0%	32%	20%	17%	9%	0%	57%

Note:

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(91.A) Have you ever been unable to pay back the money you owed to a BNPL provider?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	152	71	81	21	16	10	15	8	16	16	9	22	12	5	2
Weighted	152	70	82	18	16	11	16	9	16	16	7	22	12	6	3
Yes	21%	20%	21%	34%	26%	28%	0%	38%	28%	19%	31%	10%	0%	42%	0%
No	78%	78%	78%	66%	74%	72%	91%	62%	72%	81%	69%	90%	91%	58%	100%
Don't know	2%	2%	1%	0%	0%	0%	9%	0%	0%	0%	0%	0%	9%	0%	0%

*Note:*

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(91.B) Have you ever been unable to pay back the money you owed to a BNPL provider?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	152	21	49	34	25	15	8	42	38	26	44
Weighted	152	21	46	40	26	13	7	36	39	31	43
Yes	21%	33%	24%	28%	3%	13%	0%	31%	15%	15%	22%
No	78%	55%	76%	72%	97%	87%	100%	69%	82%	85%	75%
Don't know	2%	12%	0%	0%	0%	0%	0%	0%	3%	0%	3%

*Note:*

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(91.C) Have you ever been unable to pay back the money you owed to a BNPL provider?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	152	1	14	12	10	16	16	16	13	7	3	13	3	5	5	5	9	4
Weighted	152	1	12	11	10	16	20	18	14	8	3	12	3	5	5	5	6	3
Yes	21%	100%	36%	19%	12%	10%	8%	24%	21%	54%	65%	13%	0%	0%	0%	0%	70%	0%
No	78%	0%	52%	81%	88%	90%	92%	76%	79%	46%	35%	87%	68%	100%	100%	100%	30%	100%
Don't know	2%	0%	12%	0%	0%	0%	0%	0%	0%	0%	0%	0%	32%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who have used BNPL within the last year

Fieldwork: 4th Mar - 10th Mar 2022

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

(92.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pair of trainers

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	90%	93%	88%	92%	90%	89%	92%	87%	91%	87%	93%	90%	93%	88%	87%
Pay over time with credit	10%	7%	12%	8%	10%	11%	8%	13%	9%	13%	7%	10%	7%	12%	13%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(92.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pair of trainers

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	90%	83%	81%	90%	91%	96%	99%	92%	91%	88%	90%
Pay over time with credit	10%	17%	19%	10%	9%	4%	1%	8%	9%	12%	10%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(92.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pair of trainers

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	90%	100%	87%	86%	88%	88%	87%	94%	92%	98%	94%	94%	90%	85%	90%	90%	84%	93%
Pay over time with credit	10%	0%	13%	14%	12%	12%	13%	6%	8%	2%	6%	6%	10%	15%	10%	10%	16%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(93.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pint of milk

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	96%	96%	96%	94%	100%	99%	96%	96%	95%	94%	96%	94%	96%	95%	100%
Pay over time with credit	4%	4%	4%	6%	0%	1%	4%	4%	5%	6%	4%	6%	4%	5%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(93.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pint of milk

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	96%	92%	90%	96%	98%	99%	100%	95%	96%	97%	96%
Pay over time with credit	4%	8%	10%	4%	2%	1%	0%	5%	4%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(93.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A pint of milk

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	96%	100%	95%	96%	97%	94%	97%	97%	95%	98%	91%	97%	95%	100%	98%	88%	95%	97%
Pay over time with credit	4%	0%	5%	4%	3%	6%	3%	3%	5%	2%	9%	3%	5%	0%	2%	12%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(94.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A takeaway curry

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	95%	94%	97%	91%	98%	99%	99%	96%	94%	98%	93%	92%	97%	95%	92%
Pay over time with credit	5%	6%	3%	9%	2%	1%	1%	4%	6%	2%	7%	8%	3%	5%	8%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(94.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A takeaway curry

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	95%	95%	90%	91%	99%	97%	100%	94%	96%	96%	97%
Pay over time with credit	5%	5%	10%	9%	1%	3%	0%	6%	4%	4%	3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(94.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A takeaway curry

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	95%	100%	95%	95%	97%	95%	96%	96%	96%	100%	98%	92%	97%	88%	98%	85%	89%	99%
Pay over time with credit	5%	0%	5%	5%	3%	5%	4%	4%	4%	0%	2%	8%	3%	12%	2%	15%	11%	1%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(95.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A holiday

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	68%	70%	65%	70%	65%	74%	71%	69%	67%	60%	57%	68%	72%	73%	58%
Pay over time with credit	32%	30%	35%	30%	35%	26%	29%	31%	33%	40%	43%	32%	28%	27%	42%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(95.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A holiday

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	68%	56%	59%	60%	63%	79%	85%	68%	67%	67%	68%
Pay over time with credit	32%	44%	41%	40%	37%	21%	15%	32%	33%	33%	32%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(95.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A holiday

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	68%	75%	69%	77%	70%	65%	65%	67%	62%	66%	73%	54%	58%	75%	74%	70%	75%	75%
Pay over time with credit	32%	25%	31%	23%	30%	35%	35%	33%	38%	34%	27%	46%	42%	25%	26%	30%	25%	25%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(96.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A mobile phone

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	69%	73%	66%	72%	66%	72%	75%	63%	74%	63%	65%	73%	68%	58%	82%
Pay over time with credit	31%	27%	34%	28%	34%	28%	25%	37%	26%	37%	35%	27%	32%	42%	18%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(96.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A mobile phone

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	69%	52%	60%	68%	68%	78%	85%	75%	65%	71%	67%
Pay over time with credit	31%	48%	40%	32%	32%	22%	15%	25%	35%	29%	33%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(96.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A mobile phone

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	69%	74%	68%	72%	72%	63%	65%	71%	74%	75%	76%	58%	56%	63%	78%	75%	88%	74%
Pay over time with credit	31%	26%	32%	28%	28%	37%	35%	29%	26%	25%	24%	42%	44%	37%	22%	25%	12%	26%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(97.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A new car

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	50%	53%	47%	50%	54%	50%	56%	54%	46%	43%	47%	46%	47%	53%	60%
Pay over time with credit	50%	47%	53%	50%	46%	50%	44%	46%	54%	57%	53%	54%	53%	47%	40%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(97.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A new car

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	50%	47%	48%	46%	44%	57%	57%	55%	46%	52%	46%
Pay over time with credit	50%	53%	52%	54%	56%	43%	43%	45%	54%	48%	54%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(97.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A new car

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	50%	59%	48%	48%	56%	49%	48%	52%	48%	44%	55%	44%	38%	56%	42%	61%	63%	58%
Pay over time with credit	50%	41%	52%	52%	44%	51%	52%	48%	52%	56%	45%	56%	62%	44%	58%	39%	37%	42%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(98.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A light bulb

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	96%	95%	97%	96%	99%	99%	99%	98%	89%	97%	91%	94%	99%	93%	90%
Pay over time with credit	4%	5%	3%	4%	1%	1%	1%	2%	11%	3%	9%	6%	1%	7%	10%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(98.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A light bulb

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	96%	92%	92%	92%	99%	100%	99%	96%	96%	95%	97%
Pay over time with credit	4%	8%	8%	8%	1%	0%	1%	4%	4%	5%	3%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(98.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A light bulb

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	96%	96%	95%	97%	99%	91%	97%	98%	97%	94%	98%	98%	94%	96%	98%	90%	94%	95%
Pay over time with credit	4%	4%	5%	3%	1%	9%	3%	2%	3%	6%	2%	2%	6%	4%	2%	10%	6%	5%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(99.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: New headphones

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	88%	88%	88%	85%	90%	91%	92%	85%	92%	86%	83%	87%	93%	85%	75%
Pay over time with credit	12%	12%	12%	15%	10%	9%	8%	15%	8%	14%	17%	13%	7%	15%	25%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(99.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: New headphones

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	88%	80%	78%	89%	92%	94%	94%	89%	88%	87%	88%
Pay over time with credit	12%	20%	22%	11%	8%	6%	6%	11%	12%	13%	12%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(99.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: New headphones

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	88%	92%	81%	86%	95%	82%	88%	89%	91%	94%	84%	90%	84%	92%	85%	84%	90%	88%
Pay over time with credit	12%	8%	19%	14%	5%	18%	12%	11%	9%	6%	16%	10%	16%	8%	15%	16%	10%	12%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(100.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A book

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	95%	94%	97%	94%	99%	99%	95%	93%	94%	99%	95%	91%	97%	90%	93%
Pay over time with credit	5%	6%	3%	6%	1%	1%	5%	7%	6%	1%	5%	9%	3%	10%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(100.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A book

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	95%	90%	89%	96%	97%	98%	99%	96%	95%	95%	95%
Pay over time with credit	5%	10%	11%	4%	3%	2%	1%	4%	5%	5%	5%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(100.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: A book

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	95%	95%	92%	95%	93%	93%	98%	96%	98%	98%	99%	95%	91%	100%	93%	94%	94%	95%
Pay over time with credit	5%	5%	8%	5%	7%	7%	2%	4%	2%	2%	1%	5%	9%	0%	7%	6%	6%	5%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(101.A) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: Toothpaste

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Pay in full up front	95%	95%	95%	91%	99%	97%	98%	94%	95%	97%	92%	95%	98%	91%	84%
Pay over time with credit	5%	5%	5%	9%	1%	3%	2%	6%	5%	3%	8%	5%	2%	9%	16%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(101.B) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: Toothpaste

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Pay in full up front	95%	89%	88%	95%	98%	100%	100%	94%	96%	96%	95%
Pay over time with credit	5%	11%	12%	5%	2%	0%	0%	6%	4%	4%	5%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(101.C) If you had the choice to pay up front in full or over time with credit for the following items, which would you prefer?: Toothpaste

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Pay in full up front	95%	85%	92%	99%	98%	94%	95%	97%	95%	98%	94%	96%	91%	93%	95%	93%	88%	93%
Pay over time with credit	5%	15%	8%	1%	2%	6%	5%	3%	5%	2%	6%	4%	9%	7%	5%	7%	12%	7%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(102.A) Imagine two credit products. One (Credit Product A) charges you zero interest and requires you to pay back the full cost of the transaction in six, equal amounts over six months. If you miss a payment, you are charged a fixed fee of £5. The other (Credit Product B) charges you 20% APR, but there is no set time limit or amount to pay monthly. For example, if you wanted to buy a product for £100, Credit Product A would cost you £16.66 a month for six months, but you must pay back on time to avoid a late fee. Buying a product with Credit Product B would cost you £17.57 a month for six months, meaning the total cost would be £105.43, but you could choose to spread the cost for longer than six months, with the cost increasing proportionately. Paying back in 12 months would cost £99 per month, meaning the total cost would be £110.23. Which type of credit product would you prefer to use?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
I would prefer Credit Product A	70%	72%	69%	74%	72%	69%	74%	71%	70%	76%	58%	75%	67%	51%	62%
I would prefer Credit Product B	12%	12%	12%	13%	11%	13%	9%	9%	10%	14%	20%	11%	8%	20%	16%
Don't know	18%	16%	20%	13%	17%	18%	17%	20%	20%	10%	23%	14%	26%	28%	22%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(102.B) Imagine two credit products. One (Credit Product A) charges you zero interest and requires you to pay back the full cost of the transaction in six, equal amounts over six months. If you miss a payment, you are charged a fixed fee of £5. The other (Credit Product B) charges you 20% APR, but there is no set time limit or amount to pay monthly. For example, if you wanted to buy a product for £100, Credit Product A would cost you £16.66 a month for six months, but you must pay back on time to avoid a late fee. Buying a product with Credit Product B would cost you £17.57 a month for six months, meaning the total cost would be £105.43, but you could choose to spread the cost for longer than six months, with the cost increasing proportionately. Paying back in 12 months would cost £99 per month, meaning the total cost would be £110.23. Which type of credit product would you prefer to use?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
I would prefer Credit Product A	70%	57%	67%	69%	72%	69%	81%	74%	72%	67%	67%
I would prefer Credit Product B	12%	25%	21%	8%	8%	9%	4%	9%	10%	12%	17%
Don't know	18%	18%	12%	23%	19%	22%	14%	17%	18%	21%	16%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(102.C) Imagine two credit products. One (Credit Product A) charges you zero interest and requires you to pay back the full cost of the transaction in six, equal amounts over six months. If you miss a payment, you are charged a fixed fee of £5. The other (Credit Product B) charges you 20% APR, but there is no set time limit or amount to pay monthly. For example, if you wanted to buy a product for £100, Credit Product A would cost you £16.66 a month for six months, but you must pay back on time to avoid a late fee. Buying a product with Credit Product B would cost you £17.57 a month for six months, meaning the total cost would be £105.43, but you could choose to spread the cost for longer than six months, with the cost increasing proportionately. Paying back in 12 months would cost £99 per month, meaning the total cost would be £110.23. Which type of credit product would you prefer to use?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
I would prefer Credit Product A	70%	47%	63%	71%	74%	68%	67%	66%	77%	75%	80%	76%	72%	71%	87%	68%	84%	53%
I would prefer Credit Product B	12%	22%	15%	12%	9%	14%	16%	15%	12%	9%	9%	10%	6%	20%	4%	17%	5%	11%
Don't know	18%	32%	23%	17%	17%	18%	17%	18%	11%	16%	11%	15%	21%	9%	9%	15%	11%	36%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(103.A) Credit Product A is the way that Buy Now Pay Later (BNPL) services work, i.e., Klarna, Laybuy and Clearpay. Did you know that Buy Now, Pay Later is currently not regulated?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Yes	27%	32%	22%	37%	28%	17%	22%	27%	24%	25%	28%	28%	27%	30%	17%
No	60%	55%	65%	47%	61%	78%	65%	59%	61%	62%	58%	64%	55%	53%	69%
Don't know	13%	13%	13%	16%	10%	4%	13%	14%	15%	13%	13%	8%	18%	17%	14%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(103.B) Credit Product A is the way that Buy Now Pay Later (BNPL) services work, i.e., Klarna, Laybuy and Clearpay. Did you know that Buy Now, Pay Later is currently not regulated?

	Age							Social Grade			
	Total	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Yes	27%	36%	31%	27%	23%	22%	25%	31%	29%	26%	21%
No	60%	48%	61%	56%	64%	67%	63%	57%	57%	60%	68%
Don't know	13%	17%	8%	17%	14%	10%	12%	12%	15%	14%	11%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(103.C) Credit Product A is the way that Buy Now Pay Later (BNPL) services work, i.e., Klarna, Laybuy and Clearpay. Did you know that Buy Now, Pay Later is currently not regulated?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Yes	27%	16%	25%	24%	29%	19%	28%	27%	22%	21%	24%	40%	27%	43%	30%	43%	57%	18%
No	60%	73%	59%	67%	55%	66%	62%	61%	67%	63%	70%	54%	50%	48%	68%	48%	31%	60%
Don't know	13%	11%	16%	9%	16%	15%	10%	12%	11%	16%	6%	6%	23%	9%	2%	9%	12%	22%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

Rank Summary: Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom. (Ordered Left to Right by Rank)

	1. Visa	2. Barclays	3. American Express	4. Klarna	5. Wonga
1-Highest Rank	71%	15%	9%	4%	1%
2	23%	45%	23%	7%	2%
3	5%	29%	48%	13%	5%
4	1%	5%	14%	58%	21%
5-Lowest Rank	1%	6%	5%	17%	72%
Not Selected	0%	0%	0%	0%	0%
Mean Rank	0.4	1.4	1.8	2.8	3.6
Standard Deviation	0.5	1	0.9	0.9	0.5

*Note:*

BASE: All Respondents

(105.A) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Visa

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
1-Highest Rank	71%	70%	72%	60%	68%	80%	66%	69%	72%	70%	78%	72%	79%	73%	82%
2	23%	22%	23%	23%	29%	15%	27%	25%	27%	25%	14%	20%	16%	24%	16%
3	5%	7%	4%	13%	2%	3%	6%	5%	1%	5%	2%	7%	5%	2%	3%
4	1%	1%	1%	2%	1%	2%	1%	0%	0%	0%	4%	1%	0%	0%	0%
5-Lowest Rank	1%	1%	0%	2%	0%	0%	0%	1%	0%	0%	2%	1%	0%	0%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.4	0.4	0.4	0.6	0.4	0.3	0.4	0.4	0.3	0.4	0.4	0.4	0.3	0.3	0.2
Standard Deviation	0.5	0.5	0.4	0.9	0.4	0.4	0.4	0.4	0.2	0.3	0.8	0.5	0.3	0.3	0.2

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(105.B) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Visa

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
1-Highest Rank	71%	70%	72%	67%	72%	67%	74%	63%	79%	69%	71%
2	23%	23%	19%	23%	24%	25%	23%	27%	17%	23%	24%
3	5%	3%	7%	8%	4%	7%	3%	8%	2%	6%	5%
4	1%	2%	1%	1%	0%	1%	0%	1%	1%	1%	1%
5-Lowest Rank	1%	1%	2%	0%	0%	1%	0%	1%	0%	1%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.4	0.4	0.4	0.4	0.3	0.4	0.3	0.5	0.2	0.4	0.4
Standard Deviation	0.5	0.5	0.7	0.5	0.3	0.5	0.3	0.6	0.3	0.5	0.4

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(105.C) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Visa

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
1-Highest Rank	71%	86%	70%	76%	69%	75%	70%	76%	77%	71%	58%	67%	64%	70%	68%	75%	44%	72%
2	23%	10%	24%	22%	23%	19%	24%	19%	22%	19%	28%	27%	27%	12%	22%	20%	38%	26%
3	5%	0%	4%	2%	6%	5%	5%	4%	1%	10%	12%	4%	2%	14%	6%	5%	16%	2%
4	1%	0%	0%	0%	2%	0%	1%	2%	0%	0%	2%	1%	3%	4%	4%	0%	0%	0%
5-Lowest Rank	1%	4%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	4%	0%	0%	0%	2%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.4	0.2	0.4	0.3	0.4	0.3	0.4	0.3	0.2	0.4	0.6	0.4	0.6	0.5	0.4	0.3	0.8	0.3
Standard Deviation	0.5	0.7	0.4	0.2	0.5	0.5	0.4	0.4	0.2	0.4	0.6	0.5	1	0.8	0.6	0.3	0.7	0.3

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(106.A) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Klarna

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
1-Highest Rank	4%	4%	5%	4%	3%	1%	0%	7%	1%	8%	10%	8%	3%	3%	8%
2	7%	7%	7%	12%	4%	3%	8%	4%	9%	6%	12%	8%	6%	7%	6%
3	13%	14%	12%	11%	13%	16%	4%	14%	20%	20%	18%	16%	10%	7%	3%
4	58%	59%	59%	51%	61%	59%	65%	62%	51%	50%	55%	57%	70%	61%	68%
5-Lowest Rank	17%	17%	18%	23%	19%	21%	22%	13%	19%	16%	5%	11%	11%	23%	15%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.8	2.8	2.8	2.8	2.9	2.9	3	2.7	2.8	2.6	2.3	2.6	2.8	2.9	2.8
Standard Deviation	0.9	0.9	0.9	1	0.8	0.6	0.6	1	0.8	1.2	1.2	1	0.7	0.9	1

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(106.B) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Klarna

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
1-Highest Rank	4%	10%	10%	5%	0%	2%	0%	3%	1%	7%	5%
2	7%	12%	15%	5%	8%	1%	2%	3%	5%	9%	12%
3	13%	30%	19%	11%	8%	5%	9%	11%	13%	11%	16%
4	58%	31%	50%	59%	66%	73%	68%	66%	61%	56%	51%
5-Lowest Rank	17%	17%	7%	20%	18%	19%	21%	16%	20%	16%	16%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.8	2.3	2.3	2.8	3	3	3	2.9	2.9	2.6	2.6
Standard Deviation	0.9	1.4	1.2	1	0.6	0.5	0.4	0.7	0.6	1.2	1

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(106.C) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Klarna

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
1-Highest Rank	4%	10%	6%	6%	2%	5%	4%	3%	2%	2%	8%	6%	7%	6%	5%	0%	2%	2%
2	7%	9%	11%	11%	10%	7%	5%	7%	9%	2%	5%	5%	7%	15%	7%	7%	7%	4%
3	13%	20%	15%	16%	16%	11%	14%	11%	11%	12%	5%	12%	14%	12%	4%	15%	18%	15%
4	58%	50%	51%	49%	59%	60%	61%	55%	59%	64%	65%	62%	59%	51%	80%	56%	51%	60%
5-Lowest Rank	17%	11%	17%	18%	13%	18%	16%	24%	20%	20%	16%	16%	13%	17%	4%	22%	22%	19%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.8	2.4	2.6	2.6	2.7	2.8	2.8	2.9	2.9	3	2.8	2.8	2.6	2.6	2.7	2.9	2.9	2.9
Standard Deviation	0.9	1.4	1.2	1.2	0.8	0.9	0.9	0.9	0.8	0.6	1	0.9	1	1.3	0.8	0.7	0.8	0.7

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(107.A) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Wonga

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
1-Highest Rank	1%	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
2	2%	2%	1%	2%	2%	0%	0%	4%	4%	0%	4%	1%	1%	0%	7%
3	5%	6%	3%	10%	5%	2%	3%	7%	5%	4%	3%	4%	1%	7%	0%
4	21%	20%	22%	25%	22%	26%	23%	18%	25%	25%	9%	17%	11%	24%	29%
5-Lowest Rank	72%	71%	74%	61%	70%	73%	74%	72%	65%	71%	84%	79%	87%	68%	64%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.6	3.6	3.7	3.4	3.6	3.7	3.7	3.6	3.5	3.7	3.7	3.7	3.8	3.6	3.5
Standard Deviation	0.5	0.6	0.4	0.8	0.5	0.3	0.3	0.6	0.7	0.3	0.5	0.3	0.2	0.5	0.7

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(107.B) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Wonga

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
1-Highest Rank	1%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%
2	2%	6%	2%	1%	0%	1%	1%	1%	1%	3%	2%
3	5%	12%	5%	2%	2%	3%	4%	3%	4%	6%	5%
4	21%	27%	12%	22%	20%	19%	26%	19%	23%	19%	22%
5-Lowest Rank	72%	54%	80%	73%	77%	77%	69%	75%	71%	71%	71%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.6	3.3	3.7	3.6	3.7	3.7	3.6	3.7	3.6	3.6	3.6
Standard Deviation	0.5	0.8	0.6	0.5	0.3	0.3	0.3	0.5	0.4	0.7	0.5

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(107.C) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: Wonga

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
1-Highest Rank	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	4%	1%
2	2%	0%	9%	0%	3%	1%	3%	0%	0%	0%	0%	1%	4%	5%	4%	0%	3%	0%
3	5%	14%	11%	7%	4%	5%	3%	4%	0%	4%	7%	3%	5%	11%	0%	12%	3%	2%
4	21%	17%	23%	23%	13%	24%	20%	27%	20%	25%	20%	21%	16%	13%	15%	22%	23%	27%
5-Lowest Rank	72%	69%	57%	69%	80%	69%	74%	69%	80%	71%	71%	75%	75%	71%	81%	67%	67%	71%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.6	3.6	3.3	3.6	3.7	3.6	3.7	3.7	3.8	3.7	3.6	3.7	3.6	3.5	3.7	3.5	3.5	3.7
Standard Deviation	0.5	0.6	1	0.6	0.5	0.5	0.4	0.3	0.2	0.3	0.7	0.3	0.6	0.8	0.4	0.5	1	0.3

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(108.A) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.:  
American Express

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
1-Highest Rank	9%	12%	6%	18%	10%	9%	12%	7%	5%	10%	2%	5%	11%	3%	3%
2	23%	26%	21%	29%	15%	27%	20%	18%	22%	20%	24%	26%	29%	26%	32%
3	48%	43%	53%	37%	59%	48%	61%	49%	48%	38%	47%	44%	44%	55%	65%
4	14%	14%	15%	11%	13%	11%	7%	18%	14%	21%	22%	21%	14%	13%	0%
5-Lowest Rank	5%	5%	4%	4%	3%	5%	0%	7%	10%	10%	5%	4%	3%	3%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.8	1.7	1.9	1.5	1.8	1.8	1.6	2	2	2	2	1.9	1.7	1.9	1.6
Standard Deviation	0.9	1	0.8	1	0.8	0.9	0.6	1	1	1.3	0.8	0.8	0.9	0.6	0.3

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(108.B) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: American Express

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
1-Highest Rank	9%	6%	6%	7%	11%	13%	12%	17%	7%	7%	6%
2	23%	15%	19%	32%	22%	20%	30%	30%	27%	18%	17%
3	48%	35%	42%	48%	56%	59%	49%	43%	51%	52%	48%
4	14%	30%	28%	10%	10%	5%	5%	8%	10%	17%	22%
5-Lowest Rank	5%	14%	5%	3%	2%	2%	4%	2%	5%	6%	7%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.8	2.3	2	1.7	1.7	1.6	1.6	1.5	1.8	2	2
Standard Deviation	0.9	1.2	0.9	0.7	0.7	0.7	0.8	0.9	0.8	0.9	0.9

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(108.C) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.: American Express

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
1-Highest Rank	9%	0%	4%	2%	8%	6%	10%	5%	9%	15%	17%	12%	14%	11%	20%	25%	27%	3%
2	23%	21%	16%	21%	26%	23%	29%	24%	19%	21%	35%	22%	17%	27%	21%	32%	24%	25%
3	48%	46%	55%	51%	39%	54%	47%	53%	53%	47%	40%	52%	42%	46%	44%	30%	37%	54%
4	14%	27%	21%	19%	21%	12%	11%	13%	19%	11%	7%	13%	17%	10%	2%	7%	9%	12%
5-Lowest Rank	5%	6%	4%	7%	5%	6%	3%	4%	0%	7%	0%	2%	10%	7%	13%	5%	2%	6%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.8	2.2	2	2	1.9	1.9	1.7	1.9	1.8	1.7	1.4	1.7	1.9	1.8	1.7	1.3	1.3	1.9
Standard Deviation	0.9	0.7	0.7	0.8	1	0.8	0.8	0.7	0.7	1	0.7	0.8	1.3	1	1.5	1.2	1	0.7

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(109.A) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.:  
Barclays

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
1-Highest Rank	15%	13%	17%	15%	18%	10%	22%	16%	21%	12%	10%	15%	7%	20%	7%
2	45%	42%	48%	34%	51%	54%	45%	48%	38%	48%	46%	45%	48%	43%	39%
3	29%	31%	27%	30%	21%	31%	26%	26%	26%	33%	30%	30%	39%	29%	29%
4	5%	7%	4%	11%	2%	3%	4%	2%	10%	4%	10%	4%	5%	3%	3%
5-Lowest Rank	6%	7%	4%	10%	8%	1%	4%	8%	5%	3%	4%	5%	1%	6%	21%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.5	1.3	1.7	1.3	1.3	1.2	1.4	1.4	1.4	1.5	1.4	1.4	1.3	1.9
Standard Deviation	1	1	0.9	1.3	1	0.6	0.9	1	1.2	0.7	0.9	0.9	0.6	1	1.6

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(109.B) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.:  
Barclays

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
1-Highest Rank	15%	14%	11%	18%	18%	18%	13%	15%	13%	15%	18%
2	45%	43%	44%	39%	47%	53%	44%	39%	49%	47%	45%
3	29%	20%	28%	32%	29%	26%	34%	35%	29%	24%	26%
4	5%	10%	9%	7%	4%	2%	1%	6%	5%	6%	5%
5-Lowest Rank	6%	13%	8%	4%	3%	1%	6%	5%	5%	8%	6%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.6	1.6	1.4	1.3	1.2	1.4	1.5	1.4	1.4	1.4
Standard Deviation	1	1.5	1	1	0.8	0.6	0.9	1	0.9	1	1

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(109.C) Please rank these companies in order of who you trust the most. Place the company you trust the most at the top, and the company you trust the least at the bottom.:  
Barclays

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
1-Highest Rank	15%	4%	20%	14%	20%	14%	16%	16%	12%	12%	14%	16%	15%	13%	6%	0%	24%	22%
2	45%	59%	39%	46%	39%	51%	40%	50%	49%	58%	32%	45%	45%	42%	46%	40%	27%	45%
3	29%	20%	16%	24%	35%	25%	30%	29%	35%	28%	36%	29%	34%	18%	46%	38%	25%	27%
4	5%	7%	5%	9%	5%	4%	7%	3%	3%	0%	6%	4%	5%	22%	0%	16%	17%	1%
5-Lowest Rank	6%	10%	20%	7%	1%	7%	7%	3%	2%	2%	13%	6%	1%	5%	2%	6%	7%	4%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.6	1.7	1.5	1.3	1.4	1.5	1.3	1.3	1.2	1.7	1.4	1.3	1.6	1.5	1.9	1.6	1.2
Standard Deviation	1	1	2	1	0.8	1	1	0.8	0.6	0.5	1.4	1	0.7	1.3	0.5	0.8	1.5	0.9

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(110.A) Credit Reference Agencies (CRAs) are regulated entities that generate scores of the “affordability” of consumers, based on data they receive from multiple sources. This is known as a credit score. They provide these scores to providers of credit to support their decisions. When was the last time you checked your credit score, if ever?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
I have never checked my credit score	38%	36%	40%	39%	40%	45%	40%	39%	44%	39%	38%	35%	25%	40%	39%
Over a year ago	19%	17%	21%	18%	16%	18%	19%	12%	25%	17%	25%	16%	26%	30%	12%
Within the last year	9%	9%	9%	11%	8%	10%	6%	11%	8%	10%	8%	7%	12%	3%	18%
Within the last six months	8%	8%	8%	10%	8%	5%	10%	10%	6%	11%	7%	5%	7%	6%	12%
Within the last month	12%	14%	10%	14%	10%	15%	16%	13%	7%	12%	10%	20%	7%	4%	13%
Within the last week	11%	13%	9%	4%	14%	5%	9%	11%	8%	12%	9%	15%	20%	12%	7%
Today	3%	3%	2%	4%	3%	2%	0%	4%	3%	0%	3%	2%	3%	5%	0%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(110.B) Credit Reference Agencies (CRAs) are regulated entities that generate scores of the “affordability” of consumers, based on data they receive from multiple sources. This is known as a credit score. They provide these scores to providers of credit to support their decisions. When was the last time you checked your credit score, if ever?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
I have never checked my credit score	38%	47%	26%	34%	34%	41%	48%	32%	40%	37%	46%
Over a year ago	19%	12%	22%	20%	28%	22%	13%	20%	18%	21%	18%
Within the last year	9%	11%	14%	12%	7%	8%	4%	8%	8%	12%	9%
Within the last six months	8%	5%	12%	11%	6%	7%	7%	10%	7%	9%	7%
Within the last month	12%	8%	14%	10%	11%	12%	16%	17%	13%	9%	9%
Within the last week	11%	12%	9%	11%	12%	8%	11%	12%	11%	9%	10%
Today	3%	6%	3%	3%	2%	2%	0%	1%	4%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(110.C) Credit Reference Agencies (CRAs) are regulated entities that generate scores of the “affordability” of consumers, based on data they receive from multiple sources. This is known as a credit score. They provide these scores to providers of credit to support their decisions. When was the last time you checked your credit score, if ever?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
I have never checked my credit score	38%	59%	54%	41%	32%	45%	41%	39%	42%	27%	35%	32%	35%	20%	11%	23%	45%	49%
Over a year ago	19%	23%	7%	25%	20%	19%	13%	17%	15%	22%	18%	24%	21%	16%	37%	26%	23%	21%
Within the last year	9%	11%	14%	6%	11%	6%	17%	13%	4%	7%	7%	6%	8%	11%	8%	14%	3%	6%
Within the last six months	8%	0%	6%	6%	9%	4%	5%	3%	18%	17%	13%	7%	11%	20%	8%	4%	8%	6%
Within the last month	12%	7%	6%	8%	10%	12%	13%	14%	17%	12%	18%	8%	15%	22%	34%	13%	10%	7%
Within the last week	11%	0%	8%	11%	16%	13%	10%	11%	4%	12%	9%	22%	9%	11%	2%	9%	11%	4%
Today	3%	0%	6%	3%	3%	1%	1%	4%	0%	3%	0%	1%	2%	0%	0%	11%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(111.A) How frequently do you check your credit score?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Less than once a year	38%	38%	38%	36%	39%	42%	38%	30%	46%	40%	37%	36%	38%	40%	27%
Yearly	7%	5%	10%	5%	5%	6%	10%	9%	7%	8%	11%	4%	11%	7%	20%
A few times a year	14%	15%	13%	11%	13%	18%	19%	16%	14%	12%	6%	14%	21%	6%	12%
Monthly	13%	16%	11%	11%	15%	12%	8%	18%	4%	14%	14%	23%	15%	11%	8%
A few times a month	7%	9%	5%	8%	8%	3%	6%	5%	7%	5%	6%	8%	7%	8%	12%
A few times a week	3%	3%	3%	4%	4%	1%	3%	6%	1%	2%	2%	2%	1%	8%	0%
Daily	1%	1%	2%	3%	1%	1%	0%	2%	3%	1%	0%	1%	0%	0%	0%
Don't know	16%	13%	19%	22%	15%	17%	15%	15%	16%	18%	24%	12%	8%	19%	21%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(111.B) How frequently do you check your credit score?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Less than once a year	38%	30%	30%	35%	44%	42%	44%	38%	40%	36%	38%
Yearly	7%	6%	10%	11%	7%	6%	5%	7%	6%	7%	9%
A few times a year	14%	9%	17%	18%	12%	16%	12%	15%	14%	16%	11%
Monthly	13%	13%	15%	9%	14%	10%	17%	16%	14%	12%	10%
A few times a month	7%	10%	11%	8%	4%	5%	4%	7%	6%	7%	6%
A few times a week	3%	5%	5%	6%	1%	1%	0%	3%	2%	4%	3%
Daily	1%	3%	1%	2%	0%	2%	0%	1%	1%	2%	1%
Don't know	16%	23%	11%	11%	17%	17%	19%	11%	16%	16%	22%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(111.C) How frequently do you check your credit score?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Less than once a year	38%	46%	41%	40%	29%	47%	36%	32%	43%	40%	38%	35%	34%	24%	34%	36%	48%	40%
Yearly	7%	9%	11%	3%	8%	7%	6%	8%	8%	8%	0%	12%	8%	8%	6%	11%	7%	8%
A few times a year	14%	5%	9%	9%	24%	9%	12%	17%	17%	19%	20%	8%	17%	29%	24%	17%	5%	5%
Monthly	13%	4%	2%	15%	11%	12%	19%	17%	13%	16%	13%	18%	10%	27%	21%	5%	8%	9%
A few times a month	7%	0%	9%	5%	10%	8%	7%	3%	5%	6%	12%	11%	8%	0%	0%	9%	13%	2%
A few times a week	3%	0%	2%	6%	1%	2%	1%	6%	1%	4%	6%	1%	3%	5%	2%	11%	7%	1%
Daily	1%	0%	3%	1%	0%	0%	1%	2%	0%	2%	0%	3%	0%	0%	5%	0%	0%	4%
Don't know	16%	37%	24%	22%	16%	14%	16%	15%	13%	6%	10%	12%	21%	6%	8%	11%	11%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(112.A) Who do you think owns your credit score?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
I own my credit score	19%	22%	17%	22%	20%	17%	16%	21%	25%	25%	16%	19%	15%	9%	20%
My bank owns my credit score	7%	6%	8%	12%	9%	7%	6%	2%	7%	5%	4%	5%	4%	4%	21%
The financial regulator (FCA) owns my credit score	8%	6%	10%	6%	7%	7%	0%	9%	9%	11%	9%	10%	8%	14%	0%
The credit reference agencies own my credit score	22%	27%	16%	24%	21%	19%	26%	25%	19%	19%	17%	23%	23%	22%	9%
Don't know	44%	39%	50%	36%	42%	49%	52%	43%	40%	40%	53%	43%	50%	52%	49%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(112.B) Who do you think owns your credit score?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
I own my credit score	19%	22%	27%	17%	18%	19%	14%	25%	19%	15%	17%
My bank owns my credit score	7%	21%	11%	6%	3%	2%	2%	4%	5%	13%	8%
The financial regulator (FCA) owns my credit score	8%	6%	14%	13%	7%	3%	3%	6%	8%	9%	8%
The credit reference agencies own my credit score	22%	17%	13%	23%	23%	21%	30%	29%	21%	20%	16%
Don't know	44%	35%	34%	40%	49%	55%	51%	37%	48%	43%	51%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(112.C) Who do you think owns your credit score?

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
I own my credit score	19%	19%	23%	5%	17%	18%	17%	19%	23%	20%	18%	21%	23%	51%	21%	35%	36%	9%
My bank owns my credit score	7%	0%	22%	8%	9%	6%	8%	5%	6%	7%	2%	3%	5%	0%	2%	5%	13%	5%
The financial regulator (FCA) owns my credit score	8%	0%	2%	13%	10%	7%	10%	10%	6%	7%	10%	9%	3%	6%	18%	3%	7%	3%
The credit reference agencies own my credit score	22%	8%	6%	19%	20%	24%	20%	17%	32%	26%	29%	28%	23%	18%	38%	26%	28%	11%
Don't know	44%	72%	47%	55%	44%	46%	45%	49%	33%	40%	40%	39%	46%	25%	21%	31%	16%	71%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(113.A) Do you agree or disagree with the following statements?: I expect my credit score to be up to date with my current financial situation.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	40%	40%	40%	38%	35%	51%	38%	34%	26%	52%	29%	45%	50%	46%	35%
Somewhat agree	34%	33%	35%	33%	36%	32%	41%	38%	43%	24%	38%	39%	22%	17%	32%
Neither agree or disagree	15%	17%	14%	18%	18%	10%	10%	17%	21%	9%	13%	10%	19%	22%	18%
Somewhat disagree	2%	2%	2%	5%	2%	0%	0%	2%	0%	6%	4%	1%	1%	6%	0%
Strongly disagree	1%	1%	1%	0%	1%	1%	4%	1%	1%	0%	0%	0%	1%	6%	0%
Don't know	7%	6%	8%	5%	9%	6%	6%	7%	9%	9%	16%	6%	7%	3%	15%
Total Agree:	74%	73%	75%	72%	71%	83%	80%	72%	69%	76%	67%	83%	72%	63%	67%
Total Disagree:	3%	4%	3%	5%	2%	1%	4%	4%	1%	6%	4%	1%	3%	12%	0%
Net:	70%	69%	71%	66%	69%	81%	76%	68%	68%	70%	63%	82%	69%	51%	67%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(113.B) Do you agree or disagree with the following statements?: I expect my credit score to be up to date with my current financial situation.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	40%	29%	30%	31%	43%	45%	58%	49%	40%	34%	36%
Somewhat agree	34%	35%	34%	42%	33%	29%	30%	32%	35%	37%	32%
Neither agree or disagree	15%	21%	22%	19%	16%	12%	5%	14%	13%	16%	19%
Somewhat disagree	2%	5%	4%	3%	1%	1%	0%	2%	3%	3%	2%
Strongly disagree	1%	2%	3%	1%	1%	1%	0%	1%	0%	2%	2%
Don't know	7%	8%	8%	6%	6%	12%	6%	3%	9%	9%	9%
Total Agree:	74%	64%	64%	72%	76%	74%	89%	80%	75%	70%	68%
Total Disagree:	3%	7%	6%	3%	2%	2%	1%	3%	3%	5%	3%
Net:	70%	56%	57%	69%	74%	72%	88%	77%	73%	66%	65%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(113.C) Do you agree or disagree with the following statements?: I expect my credit score to be up to date with my current financial situation.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	40%	17%	26%	37%	35%	43%	42%	35%	41%	50%	55%	36%	53%	43%	52%	40%	55%	36%
Somewhat agree	34%	25%	41%	23%	38%	30%	32%	36%	34%	35%	33%	41%	29%	26%	48%	43%	32%	30%
Neither agree or disagree	15%	36%	24%	21%	15%	15%	17%	16%	12%	7%	6%	18%	14%	26%	0%	17%	7%	14%
Somewhat disagree	2%	10%	1%	4%	4%	4%	0%	0%	2%	4%	2%	2%	0%	5%	0%	0%	3%	2%
Strongly disagree	1%	0%	2%	3%	0%	1%	1%	1%	1%	0%	0%	0%	4%	0%	0%	0%	3%	0%
Don't know	7%	11%	7%	13%	9%	7%	8%	11%	10%	3%	4%	3%	0%	0%	0%	0%	0%	18%
Total Agree:	74%	43%	67%	60%	73%	72%	74%	71%	75%	86%	88%	77%	82%	69%	100%	83%	87%	66%
Total Disagree:	3%	10%	3%	7%	4%	6%	1%	1%	3%	4%	2%	2%	4%	5%	0%	0%	6%	2%
Net:	70%	32%	63%	53%	69%	67%	72%	70%	72%	82%	86%	75%	78%	65%	100%	83%	80%	64%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(114.A) Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to correct it for free.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	46%	46%	45%	45%	41%	46%	53%	40%	43%	47%	32%	47%	56%	45%	39%
Somewhat agree	29%	27%	30%	27%	34%	28%	28%	24%	37%	27%	34%	32%	23%	22%	13%
Neither agree or disagree	14%	16%	12%	13%	16%	11%	10%	20%	9%	11%	17%	12%	16%	17%	19%
Somewhat disagree	3%	2%	4%	3%	2%	1%	1%	8%	1%	4%	3%	3%	0%	10%	8%
Strongly disagree	1%	2%	0%	1%	0%	3%	2%	1%	0%	2%	0%	0%	0%	2%	5%
Don't know	8%	7%	9%	11%	7%	11%	5%	6%	9%	9%	14%	5%	5%	4%	16%
Total Agree:	74%	73%	75%	72%	75%	74%	82%	65%	80%	74%	66%	80%	79%	67%	52%
Total Disagree:	4%	4%	4%	4%	2%	4%	3%	10%	1%	6%	3%	3%	0%	12%	13%
Net:	70%	70%	70%	68%	73%	70%	79%	55%	79%	68%	63%	76%	79%	55%	39%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(114.B) Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to correct it for free.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	46%	34%	38%	40%	47%	54%	57%	53%	48%	38%	42%
Somewhat agree	29%	28%	28%	32%	32%	25%	27%	29%	28%	31%	26%
Neither agree or disagree	14%	20%	20%	15%	12%	9%	7%	11%	12%	15%	18%
Somewhat disagree	3%	7%	5%	3%	1%	2%	1%	2%	2%	4%	4%
Strongly disagree	1%	1%	0%	2%	3%	0%	1%	1%	1%	1%	1%
Don't know	8%	10%	8%	9%	6%	10%	6%	5%	8%	12%	8%
Total Agree:	74%	62%	66%	72%	79%	79%	84%	82%	76%	68%	69%
Total Disagree:	4%	8%	5%	4%	3%	2%	2%	3%	4%	5%	5%
Net:	70%	54%	60%	68%	76%	78%	82%	79%	73%	63%	63%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(114.C) Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to correct it for free.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	46%	25%	40%	39%	49%	47%	44%	37%	45%	52%	60%	40%	42%	45%	61%	42%	69%	49%
Somewhat agree	29%	11%	28%	29%	27%	30%	33%	30%	31%	30%	27%	33%	27%	41%	24%	47%	16%	15%
Neither agree or disagree	14%	40%	17%	16%	13%	11%	11%	14%	9%	10%	7%	20%	25%	15%	6%	6%	8%	16%
Somewhat disagree	3%	7%	8%	4%	4%	3%	3%	4%	4%	0%	2%	6%	2%	0%	0%	0%	4%	0%
Strongly disagree	1%	0%	2%	0%	2%	1%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Don't know	8%	17%	5%	12%	6%	8%	7%	13%	10%	8%	4%	2%	4%	0%	9%	5%	2%	19%
Total Agree:	74%	37%	68%	68%	76%	77%	77%	67%	76%	82%	87%	73%	69%	85%	85%	89%	85%	64%
Total Disagree:	4%	7%	10%	4%	5%	4%	5%	6%	5%	0%	2%	6%	2%	0%	0%	0%	5%	1%
Net:	70%	30%	57%	64%	70%	73%	72%	62%	71%	82%	85%	67%	66%	85%	85%	89%	79%	63%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(115.A) Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to update it within 24 hours.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	34%	36%	33%	37%	33%	43%	32%	27%	29%	39%	22%	41%	42%	25%	19%
Somewhat agree	33%	33%	33%	33%	33%	21%	36%	41%	41%	34%	30%	34%	27%	29%	32%
Neither agree or disagree	17%	17%	18%	13%	18%	21%	20%	17%	16%	13%	23%	12%	18%	28%	34%
Somewhat disagree	3%	3%	4%	6%	4%	1%	2%	1%	3%	4%	7%	5%	2%	2%	0%
Strongly disagree	2%	2%	2%	0%	1%	1%	2%	3%	0%	2%	1%	3%	4%	0%	5%
Don't know	10%	9%	11%	10%	11%	13%	8%	12%	11%	8%	16%	6%	7%	16%	10%
Total Agree:	67%	69%	66%	71%	66%	63%	68%	68%	70%	73%	52%	74%	69%	54%	51%
Total Disagree:	5%	5%	5%	6%	5%	2%	4%	4%	3%	6%	9%	7%	6%	2%	5%
Net:	62%	64%	61%	64%	61%	61%	64%	64%	67%	68%	43%	67%	63%	52%	47%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(115.B) Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to update it within 24 hours.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	34%	26%	28%	29%	35%	41%	45%	39%	34%	30%	34%
Somewhat agree	33%	38%	37%	33%	34%	25%	30%	36%	32%	33%	29%
Neither agree or disagree	17%	19%	20%	20%	17%	18%	12%	14%	18%	19%	20%
Somewhat disagree	3%	4%	4%	5%	3%	3%	2%	3%	5%	6%	1%
Strongly disagree	2%	3%	1%	1%	1%	1%	2%	1%	1%	1%	3%
Don't know	10%	10%	9%	11%	10%	12%	10%	8%	10%	11%	12%
Total Agree:	67%	64%	65%	62%	69%	65%	75%	75%	66%	63%	64%
Total Disagree:	5%	7%	6%	7%	4%	4%	4%	4%	6%	7%	4%
Net:	62%	57%	60%	56%	66%	61%	71%	71%	60%	56%	60%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(115.C) Do you agree or disagree with the following statements?: If there is something wrong with my credit score, I expect to be able to update it within 24 hours.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	34%	32%	27%	27%	28%	41%	39%	35%	33%	36%	47%	29%	32%	34%	46%	35%	46%	34%
Somewhat agree	33%	0%	29%	31%	43%	28%	32%	25%	41%	41%	37%	31%	31%	37%	33%	41%	40%	26%
Neither agree or disagree	17%	34%	28%	18%	10%	19%	14%	23%	10%	16%	3%	27%	28%	19%	6%	16%	11%	17%
Somewhat disagree	3%	12%	0%	4%	4%	3%	5%	4%	4%	2%	0%	6%	2%	9%	0%	3%	2%	3%
Strongly disagree	2%	0%	4%	4%	3%	1%	1%	1%	0%	0%	3%	3%	0%	0%	0%	0%	1%	0%
Don't know	10%	22%	12%	15%	12%	7%	10%	13%	12%	6%	10%	4%	7%	0%	15%	5%	0%	20%
Total Agree:	67%	32%	56%	58%	71%	69%	71%	59%	75%	76%	84%	60%	63%	71%	79%	76%	86%	60%
Total Disagree:	5%	12%	4%	8%	7%	4%	6%	5%	4%	2%	3%	9%	2%	9%	0%	3%	3%	3%
Net:	62%	20%	52%	50%	64%	65%	65%	54%	71%	75%	81%	51%	61%	62%	79%	73%	83%	57%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(116.A) Do you agree or disagree with the following statements?: The address on my driving licence should impact my credit score.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	7%	8%	6%	12%	6%	10%	6%	3%	6%	5%	2%	5%	8%	10%	12%
Somewhat agree	11%	13%	10%	13%	9%	6%	15%	8%	17%	8%	15%	9%	13%	5%	16%
Neither agree or disagree	21%	21%	21%	21%	25%	21%	18%	27%	16%	12%	23%	25%	17%	23%	20%
Somewhat disagree	16%	16%	17%	15%	17%	18%	16%	24%	18%	17%	17%	14%	22%	5%	3%
Strongly disagree	31%	31%	31%	27%	31%	31%	33%	28%	29%	38%	21%	33%	28%	40%	39%
Don't know	14%	11%	17%	12%	13%	15%	12%	10%	14%	20%	23%	13%	11%	17%	10%
Total Agree:	18%	21%	16%	25%	14%	16%	21%	11%	23%	13%	17%	14%	21%	15%	28%
Total Disagree:	47%	47%	47%	42%	48%	48%	49%	52%	47%	55%	38%	48%	50%	45%	42%
Net:	-29%	-27%	-32%	-17%	-34%	-33%	-28%	-41%	-24%	-42%	-21%	-33%	-29%	-30%	-14%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(116.B) Do you agree or disagree with the following statements?: The address on my driving licence should impact my credit score.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	7%	7%	8%	10%	7%	4%	6%	9%	6%	8%	5%
Somewhat agree	11%	15%	15%	15%	11%	6%	5%	11%	15%	12%	6%
Neither agree or disagree	21%	23%	24%	16%	21%	22%	20%	20%	16%	23%	24%
Somewhat disagree	16%	18%	13%	19%	12%	13%	22%	14%	15%	20%	17%
Strongly disagree	31%	25%	26%	29%	37%	37%	32%	36%	34%	25%	29%
Don't know	14%	13%	13%	11%	14%	18%	14%	10%	15%	13%	17%
Total Agree:	18%	22%	24%	25%	17%	10%	11%	20%	20%	20%	12%
Total Disagree:	47%	43%	39%	48%	49%	49%	55%	50%	48%	44%	47%
Net:	-29%	-21%	-15%	-23%	-31%	-39%	-44%	-30%	-28%	-24%	-35%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(116.C) Do you agree or disagree with the following statements?: The address on my driving licence should impact my credit score.

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	7%	0%	9%	2%	7%	2%	6%	6%	5%	7%	7%	10%	8%	16%	23%	16%	20%	5%
Somewhat agree	11%	5%	8%	4%	14%	10%	11%	8%	12%	7%	5%	18%	21%	17%	13%	28%	17%	5%
Neither agree or disagree	21%	34%	28%	27%	25%	13%	16%	17%	22%	17%	19%	20%	25%	24%	14%	20%	16%	26%
Somewhat disagree	16%	12%	16%	20%	14%	22%	19%	16%	15%	23%	20%	13%	11%	18%	12%	0%	10%	14%
Strongly disagree	31%	20%	23%	31%	26%	36%	36%	32%	37%	36%	42%	33%	25%	25%	22%	16%	33%	28%
Don't know	14%	29%	16%	16%	14%	17%	12%	21%	10%	9%	7%	6%	10%	0%	15%	19%	4%	22%
Total Agree:	18%	5%	17%	5%	21%	13%	16%	14%	17%	14%	12%	28%	29%	33%	37%	44%	37%	10%
Total Disagree:	47%	32%	39%	51%	40%	58%	55%	48%	52%	59%	62%	46%	36%	43%	34%	16%	43%	42%
Net:	-29%	-26%	-22%	-46%	-19%	-45%	-39%	-34%	-35%	-45%	-50%	-19%	-8%	-10%	3%	28%	-6%	-32%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(117.A) Do you agree or disagree with the following statements?: If I pay with Buy Now, Pay Later, this should show on my credit score.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	19%	22%	17%	18%	14%	22%	29%	13%	10%	17%	20%	22%	28%	29%	8%
Somewhat agree	31%	28%	34%	36%	29%	34%	23%	24%	45%	31%	27%	30%	29%	22%	29%
Neither agree or disagree	24%	27%	21%	19%	33%	26%	31%	32%	20%	17%	24%	22%	17%	26%	34%
Somewhat disagree	7%	6%	7%	5%	8%	3%	2%	10%	11%	14%	10%	6%	2%	6%	2%
Strongly disagree	6%	4%	7%	5%	5%	5%	6%	7%	4%	5%	4%	4%	7%	9%	13%
Don't know	13%	13%	14%	16%	12%	10%	9%	14%	10%	15%	14%	17%	17%	8%	15%
Total Agree:	50%	50%	51%	54%	43%	56%	52%	36%	55%	48%	47%	52%	57%	51%	36%
Total Disagree:	12%	11%	14%	11%	12%	8%	8%	18%	15%	19%	15%	10%	9%	15%	15%
Net:	38%	39%	37%	43%	31%	47%	44%	19%	40%	29%	33%	42%	48%	37%	21%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(117.B) Do you agree or disagree with the following statements?: If I pay with Buy Now, Pay Later, this should show on my credit score.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	19%	12%	21%	18%	24%	20%	20%	24%	19%	16%	18%
Somewhat agree	31%	27%	33%	34%	29%	29%	31%	30%	35%	32%	28%
Neither agree or disagree	24%	28%	26%	25%	22%	20%	25%	27%	21%	23%	26%
Somewhat disagree	7%	16%	6%	2%	6%	7%	5%	4%	6%	9%	7%
Strongly disagree	6%	7%	7%	6%	5%	5%	4%	6%	6%	4%	6%
Don't know	13%	9%	8%	14%	13%	19%	16%	10%	13%	16%	15%
Total Agree:	50%	40%	53%	53%	53%	49%	50%	54%	53%	48%	45%
Total Disagree:	12%	23%	13%	8%	11%	12%	8%	10%	12%	14%	13%
Net:	38%	17%	40%	44%	42%	37%	42%	44%	41%	34%	32%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(117.C) Do you agree or disagree with the following statements?: If I pay with Buy Now, Pay Later, this should show on my credit score.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	19%	12%	15%	14%	16%	20%	22%	13%	16%	13%	26%	17%	31%	27%	34%	42%	38%	18%
Somewhat agree	31%	28%	22%	24%	37%	33%	32%	26%	31%	32%	33%	36%	32%	29%	38%	30%	30%	25%
Neither agree or disagree	24%	14%	42%	27%	24%	18%	20%	29%	21%	30%	20%	25%	22%	40%	12%	19%	19%	21%
Somewhat disagree	7%	23%	6%	7%	6%	4%	8%	4%	13%	10%	5%	7%	2%	0%	4%	0%	5%	8%
Strongly disagree	6%	0%	4%	10%	2%	11%	6%	7%	4%	5%	3%	7%	6%	4%	2%	9%	2%	3%
Don't know	13%	23%	11%	19%	13%	13%	11%	21%	15%	11%	13%	8%	7%	0%	11%	0%	6%	24%
Total Agree:	50%	39%	37%	37%	54%	53%	54%	39%	47%	44%	59%	53%	63%	56%	71%	72%	68%	43%
Total Disagree:	12%	23%	10%	17%	9%	15%	14%	11%	17%	15%	8%	14%	7%	4%	6%	9%	7%	11%
Net:	38%	16%	27%	21%	45%	38%	40%	28%	31%	29%	51%	39%	56%	52%	66%	63%	62%	32%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(118.A) Do you agree or disagree with the following statements?: If I pay back my debt on time, my credit score should improve.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	48%	48%	47%	47%	50%	47%	51%	48%	39%	52%	41%	50%	56%	44%	36%
Somewhat agree	30%	27%	33%	29%	31%	32%	31%	24%	42%	26%	36%	29%	21%	30%	33%
Neither agree or disagree	12%	15%	10%	14%	11%	11%	12%	19%	9%	11%	12%	11%	15%	15%	3%
Somewhat disagree	2%	2%	2%	3%	2%	1%	1%	2%	2%	3%	0%	2%	0%	3%	13%
Strongly disagree	1%	1%	1%	0%	0%	1%	2%	1%	0%	2%	2%	0%	1%	3%	5%
Don't know	7%	7%	7%	7%	6%	8%	3%	6%	8%	6%	9%	7%	6%	5%	10%
Total Agree:	78%	75%	80%	77%	81%	79%	82%	72%	81%	78%	77%	79%	77%	74%	70%
Total Disagree:	3%	3%	3%	3%	2%	3%	3%	3%	2%	5%	2%	2%	1%	6%	18%
Net:	75%	72%	77%	74%	78%	76%	79%	69%	79%	73%	75%	77%	76%	68%	52%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(118.B) Do you agree or disagree with the following statements?: If I pay back my debt on time, my credit score should improve.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	48%	44%	39%	43%	47%	54%	59%	54%	44%	41%	51%
Somewhat agree	30%	29%	30%	30%	36%	28%	27%	27%	33%	35%	26%
Neither agree or disagree	12%	15%	19%	15%	7%	12%	7%	14%	11%	11%	13%
Somewhat disagree	2%	3%	3%	4%	1%	0%	1%	0%	3%	4%	2%
Strongly disagree	1%	1%	1%	1%	2%	0%	0%	1%	1%	1%	0%
Don't know	7%	8%	7%	6%	8%	6%	5%	3%	8%	8%	8%
Total Agree:	78%	73%	69%	73%	83%	82%	87%	82%	77%	77%	76%
Total Disagree:	3%	4%	5%	5%	3%	0%	2%	1%	4%	5%	3%
Net:	75%	68%	64%	67%	80%	82%	85%	80%	73%	72%	74%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(118.C) Do you agree or disagree with the following statements?: If I pay back my debt on time, my credit score should improve.

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	48%	31%	43%	43%	43%	46%	50%	46%	51%	52%	62%	43%	49%	53%	55%	53%	68%	49%
Somewhat agree	30%	23%	25%	33%	36%	30%	28%	28%	35%	31%	28%	36%	27%	35%	43%	31%	21%	17%
Neither agree or disagree	12%	18%	22%	13%	10%	12%	7%	13%	6%	14%	4%	20%	16%	11%	2%	16%	8%	14%
Somewhat disagree	2%	7%	6%	0%	5%	2%	3%	1%	0%	0%	1%	1%	4%	0%	0%	0%	0%	4%
Strongly disagree	1%	6%	1%	2%	0%	1%	3%	0%	4%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	7%	16%	3%	10%	7%	9%	9%	11%	5%	3%	4%	0%	4%	0%	0%	0%	2%	16%
Total Agree:	78%	53%	68%	76%	79%	76%	78%	74%	85%	83%	91%	78%	76%	89%	98%	84%	89%	66%
Total Disagree:	3%	13%	7%	2%	5%	3%	6%	1%	4%	0%	1%	1%	4%	0%	0%	0%	1%	4%
Net:	75%	40%	61%	74%	74%	72%	72%	73%	81%	83%	90%	77%	72%	89%	98%	84%	88%	62%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(119.A) Do you agree or disagree with the following statements?: If I do not pay back my debt on time, my credit score should get worse.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	28%	31%	26%	32%	27%	29%	26%	25%	23%	32%	23%	37%	29%	24%	17%
Somewhat agree	40%	38%	41%	41%	39%	43%	47%	40%	41%	35%	29%	37%	41%	43%	28%
Neither agree or disagree	16%	16%	15%	14%	18%	13%	14%	15%	18%	13%	26%	10%	18%	20%	21%
Somewhat disagree	5%	5%	6%	3%	4%	0%	5%	11%	5%	11%	4%	8%	2%	4%	16%
Strongly disagree	4%	4%	4%	4%	4%	5%	4%	3%	2%	4%	4%	2%	5%	5%	8%
Don't know	7%	6%	8%	5%	7%	10%	4%	6%	11%	6%	15%	5%	5%	5%	10%
Total Agree:	68%	69%	67%	73%	67%	73%	73%	65%	64%	66%	52%	74%	70%	66%	45%
Total Disagree:	9%	9%	10%	7%	8%	5%	9%	14%	7%	15%	8%	10%	7%	8%	24%
Net:	59%	60%	57%	66%	59%	68%	63%	52%	57%	52%	44%	64%	63%	58%	20%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(119.B) Do you agree or disagree with the following statements?: If I do not pay back my debt on time, my credit score should get worse.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	28%	19%	28%	28%	28%	32%	33%	36%	29%	25%	24%
Somewhat agree	40%	31%	34%	38%	42%	44%	47%	41%	45%	39%	33%
Neither agree or disagree	16%	29%	21%	19%	12%	11%	6%	14%	14%	16%	19%
Somewhat disagree	5%	11%	3%	6%	6%	2%	5%	3%	4%	3%	11%
Strongly disagree	4%	4%	5%	4%	4%	3%	2%	2%	2%	6%	5%
Don't know	7%	5%	8%	5%	8%	8%	7%	4%	6%	11%	8%
Total Agree:	68%	51%	62%	65%	70%	76%	80%	76%	74%	64%	57%
Total Disagree:	9%	15%	9%	10%	9%	5%	7%	6%	7%	10%	15%
Net:	59%	36%	53%	55%	61%	71%	73%	71%	67%	54%	41%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(119.C) Do you agree or disagree with the following statements?: If I do not pay back my debt on time, my credit score should get worse.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	28%	12%	27%	20%	29%	30%	23%	21%	24%	25%	31%	23%	49%	52%	42%	50%	45%	26%
Somewhat agree	40%	19%	24%	45%	43%	33%	41%	50%	57%	46%	42%	41%	30%	28%	53%	38%	39%	24%
Neither agree or disagree	16%	42%	23%	14%	16%	14%	12%	13%	10%	19%	18%	27%	11%	20%	5%	7%	5%	20%
Somewhat disagree	5%	12%	10%	9%	2%	6%	11%	2%	2%	5%	5%	6%	2%	0%	0%	0%	6%	7%
Strongly disagree	4%	0%	6%	4%	4%	5%	5%	5%	3%	1%	0%	4%	4%	0%	0%	0%	2%	7%
Don't know	7%	16%	9%	8%	5%	12%	7%	9%	5%	3%	4%	0%	4%	0%	0%	5%	4%	16%
Total Agree:	68%	30%	51%	65%	72%	63%	64%	71%	81%	71%	73%	63%	79%	80%	95%	88%	84%	50%
Total Disagree:	9%	12%	16%	13%	7%	11%	16%	6%	4%	7%	5%	9%	7%	0%	0%	0%	7%	14%
Net:	59%	18%	35%	52%	66%	52%	49%	65%	77%	64%	68%	54%	72%	80%	95%	88%	76%	35%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(120.A) Do you agree or disagree with the following statements?: Someone who has previously been approved for a credit card should have a better credit score than someone who has never applied for a credit card but has more money in their savings account.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	12%	12%	11%	13%	9%	13%	10%	14%	11%	13%	11%	10%	15%	9%	9%
Somewhat agree	24%	26%	23%	30%	29%	21%	25%	17%	28%	23%	24%	27%	17%	15%	23%
Neither agree or disagree	33%	32%	33%	28%	30%	35%	37%	40%	29%	30%	33%	29%	38%	40%	31%
Somewhat disagree	10%	10%	10%	11%	8%	11%	3%	5%	16%	10%	12%	15%	10%	9%	12%
Strongly disagree	8%	8%	7%	5%	10%	5%	13%	11%	3%	8%	0%	9%	9%	8%	8%
Don't know	14%	11%	16%	14%	15%	15%	12%	13%	13%	15%	20%	10%	12%	18%	18%
Total Agree:	36%	38%	34%	43%	38%	34%	36%	31%	39%	36%	35%	38%	32%	24%	31%
Total Disagree:	18%	18%	17%	16%	18%	16%	15%	17%	19%	18%	12%	23%	19%	17%	20%
Net:	18%	19%	17%	27%	20%	18%	20%	14%	20%	18%	23%	14%	13%	7%	11%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(120.B) Do you agree or disagree with the following statements?: Someone who has previously been approved for a credit card should have a better credit score than someone who has never applied for a credit card but has more money in their savings account.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	12%	19%	13%	12%	9%	8%	10%	12%	13%	11%	11%
Somewhat agree	24%	21%	27%	25%	26%	25%	22%	28%	24%	27%	18%
Neither agree or disagree	33%	28%	31%	33%	32%	34%	35%	34%	30%	30%	37%
Somewhat disagree	10%	13%	8%	10%	9%	10%	10%	7%	15%	8%	10%
Strongly disagree	8%	5%	6%	7%	10%	9%	8%	8%	7%	9%	6%
Don't know	14%	14%	13%	12%	14%	14%	15%	13%	11%	14%	18%
Total Agree:	36%	40%	40%	38%	35%	33%	31%	39%	37%	38%	30%
Total Disagree:	18%	18%	15%	17%	19%	19%	18%	15%	22%	18%	16%
Net:	18%	22%	25%	21%	16%	13%	13%	24%	15%	20%	13%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(120.C) Do you agree or disagree with the following statements?: Someone who has previously been approved for a credit card should have a better credit score than someone who has never applied for a credit card but has more money in their savings account.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	12%	16%	11%	16%	9%	10%	18%	7%	11%	7%	8%	11%	9%	24%	24%	16%	27%	4%
Somewhat agree	24%	16%	20%	13%	28%	22%	17%	31%	28%	32%	27%	25%	24%	41%	25%	44%	22%	17%
Neither agree or disagree	33%	44%	35%	36%	33%	34%	33%	24%	31%	26%	29%	31%	36%	27%	43%	29%	37%	36%
Somewhat disagree	10%	7%	14%	12%	6%	10%	11%	17%	10%	10%	12%	16%	13%	4%	4%	0%	0%	4%
Strongly disagree	8%	0%	3%	8%	5%	9%	8%	10%	7%	13%	13%	7%	5%	4%	0%	0%	10%	10%
Don't know	14%	17%	17%	14%	19%	15%	13%	11%	13%	11%	12%	9%	14%	0%	5%	12%	4%	29%
Total Agree:	36%	33%	31%	29%	37%	32%	35%	38%	39%	39%	35%	36%	33%	65%	48%	60%	49%	21%
Total Disagree:	18%	7%	17%	21%	11%	19%	19%	27%	17%	24%	25%	23%	18%	8%	4%	0%	10%	15%
Net:	18%	26%	15%	8%	25%	13%	17%	11%	21%	15%	10%	13%	15%	57%	44%	60%	38%	6%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(121.A) Do you agree or disagree with the following statements?: If I fail to pay back £10 to a BNPL provider it should negatively impact my credit score.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	15%	18%	12%	23%	12%	16%	19%	5%	8%	14%	9%	16%	19%	17%	14%
Somewhat agree	29%	29%	28%	23%	27%	29%	26%	24%	39%	33%	27%	35%	25%	21%	36%
Neither agree or disagree	26%	26%	26%	22%	28%	30%	30%	34%	23%	23%	30%	18%	23%	35%	23%
Somewhat disagree	10%	10%	9%	12%	10%	2%	8%	16%	9%	8%	12%	14%	4%	17%	9%
Strongly disagree	8%	7%	8%	9%	8%	9%	6%	4%	8%	10%	1%	8%	13%	3%	5%
Don't know	13%	10%	16%	12%	15%	14%	11%	16%	12%	12%	21%	10%	17%	8%	13%
Total Agree:	44%	47%	40%	46%	39%	44%	45%	30%	48%	47%	36%	51%	44%	38%	49%
Total Disagree:	18%	18%	17%	20%	18%	11%	14%	20%	17%	17%	14%	21%	17%	19%	14%
Net:	26%	29%	23%	26%	20%	33%	31%	9%	31%	30%	22%	29%	27%	19%	35%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(121.B) Do you agree or disagree with the following statements?: If I fail to pay back £10 to a BNPL provider it should negatively impact my credit score.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	15%	11%	17%	16%	11%	15%	19%	19%	15%	11%	14%
Somewhat agree	29%	29%	20%	30%	33%	28%	32%	35%	30%	21%	27%
Neither agree or disagree	26%	28%	30%	28%	22%	26%	21%	26%	23%	30%	25%
Somewhat disagree	10%	15%	9%	6%	12%	10%	9%	9%	10%	11%	9%
Strongly disagree	8%	10%	12%	8%	8%	7%	2%	3%	7%	11%	11%
Don't know	13%	9%	13%	13%	13%	13%	17%	8%	16%	16%	14%
Total Agree:	44%	39%	37%	45%	44%	43%	51%	54%	45%	33%	41%
Total Disagree:	18%	25%	21%	14%	21%	17%	11%	12%	17%	22%	20%
Net:	26%	14%	16%	31%	23%	26%	40%	41%	28%	11%	21%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(121.C) Do you agree or disagree with the following statements?: If I fail to pay back £10 to a BNPL provider it should negatively impact my credit score.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	15%	22%	13%	7%	16%	10%	18%	13%	16%	9%	18%	11%	21%	12%	36%	39%	32%	11%
Somewhat agree	29%	7%	21%	27%	33%	30%	26%	22%	32%	35%	40%	33%	31%	32%	28%	25%	37%	19%
Neither agree or disagree	26%	33%	36%	27%	27%	24%	27%	26%	18%	32%	20%	27%	22%	33%	14%	26%	19%	24%
Somewhat disagree	10%	15%	10%	20%	4%	8%	8%	10%	9%	16%	15%	13%	8%	15%	7%	0%	4%	6%
Strongly disagree	8%	0%	7%	8%	8%	8%	11%	14%	11%	2%	0%	9%	2%	4%	4%	5%	3%	10%
Don't know	13%	23%	13%	11%	14%	19%	11%	15%	14%	6%	6%	7%	15%	5%	11%	5%	6%	29%
Total Agree:	44%	29%	34%	34%	48%	41%	43%	35%	48%	44%	59%	44%	52%	43%	64%	64%	69%	31%
Total Disagree:	18%	15%	17%	28%	11%	17%	18%	25%	20%	18%	15%	22%	11%	19%	11%	5%	7%	16%
Net:	26%	14%	17%	6%	37%	24%	25%	11%	28%	26%	44%	22%	42%	25%	53%	59%	62%	14%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(122.A) Do you agree or disagree with the following statements?: My credit score should belong to me.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	39%	37%	42%	34%	40%	40%	45%	36%	37%	47%	28%	39%	41%	44%	45%
Somewhat agree	27%	26%	28%	31%	25%	27%	29%	22%	32%	22%	28%	33%	22%	21%	15%
Neither agree or disagree	20%	23%	17%	21%	22%	21%	17%	27%	14%	14%	29%	20%	18%	16%	21%
Somewhat disagree	3%	4%	2%	3%	3%	0%	4%	4%	6%	4%	3%	1%	0%	10%	0%
Strongly disagree	1%	1%	1%	1%	0%	0%	0%	1%	1%	2%	2%	0%	4%	0%	6%
Don't know	10%	9%	10%	9%	10%	11%	5%	10%	10%	10%	10%	7%	14%	10%	13%
Total Agree:	66%	63%	70%	65%	64%	67%	74%	58%	69%	69%	56%	73%	64%	65%	60%
Total Disagree:	4%	5%	3%	4%	3%	0%	4%	5%	7%	6%	5%	1%	4%	10%	6%
Net:	62%	57%	67%	61%	61%	67%	70%	53%	62%	63%	51%	72%	60%	55%	54%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(122.B) Do you agree or disagree with the following statements?: My credit score should belong to me.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	39%	34%	34%	36%	42%	41%	47%	37%	41%	35%	45%
Somewhat agree	27%	28%	31%	32%	26%	27%	19%	30%	26%	29%	23%
Neither agree or disagree	20%	23%	20%	18%	19%	19%	20%	23%	20%	18%	18%
Somewhat disagree	3%	5%	5%	3%	3%	2%	2%	1%	3%	5%	3%
Strongly disagree	1%	2%	0%	1%	1%	1%	1%	2%	0%	1%	1%
Don't know	10%	8%	9%	11%	9%	11%	11%	8%	9%	13%	10%
Total Agree:	66%	62%	65%	68%	68%	68%	66%	66%	67%	64%	68%
Total Disagree:	4%	7%	5%	4%	4%	3%	3%	3%	4%	6%	4%
Net:	62%	55%	60%	64%	64%	65%	64%	63%	64%	57%	64%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(122.C) Do you agree or disagree with the following statements?: My credit score should belong to me.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	39%	21%	31%	37%	39%	43%	38%	46%	55%	45%	37%	27%	35%	32%	50%	45%	42%	34%
Somewhat agree	27%	33%	24%	27%	29%	25%	25%	24%	23%	18%	35%	37%	29%	41%	22%	27%	31%	27%
Neither agree or disagree	20%	18%	24%	18%	20%	19%	19%	16%	11%	27%	25%	25%	22%	22%	16%	16%	24%	18%
Somewhat disagree	3%	5%	2%	6%	5%	3%	6%	0%	2%	0%	2%	7%	2%	0%	6%	0%	0%	1%
Strongly disagree	1%	5%	1%	2%	0%	0%	2%	0%	2%	0%	0%	2%	0%	5%	0%	0%	3%	1%
Don't know	10%	17%	18%	9%	8%	10%	10%	14%	8%	11%	1%	2%	12%	0%	5%	12%	0%	18%
Total Agree:	66%	55%	55%	64%	67%	69%	63%	69%	77%	63%	71%	64%	64%	73%	72%	73%	73%	61%
Total Disagree:	4%	10%	3%	9%	5%	3%	8%	0%	4%	0%	2%	9%	2%	5%	6%	0%	3%	3%
Net:	62%	45%	51%	55%	63%	66%	55%	69%	73%	63%	69%	56%	62%	68%	66%	73%	70%	58%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(123.A) Do you agree or disagree with the following statements?: If I fail to pay back a BNPL provider it should negatively impact my credit score.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	23%	26%	20%	22%	16%	27%	28%	22%	17%	23%	15%	30%	29%	21%	30%
Somewhat agree	36%	37%	36%	36%	38%	28%	40%	33%	49%	35%	35%	32%	34%	40%	33%
Neither agree or disagree	20%	20%	21%	21%	22%	25%	23%	24%	19%	20%	17%	18%	18%	14%	23%
Somewhat disagree	4%	4%	5%	6%	3%	5%	1%	4%	1%	7%	8%	4%	3%	9%	9%
Strongly disagree	5%	5%	4%	5%	6%	4%	2%	3%	6%	3%	4%	6%	6%	7%	0%
Don't know	11%	9%	14%	10%	14%	12%	7%	14%	9%	13%	22%	10%	11%	9%	5%
Total Agree:	59%	63%	56%	58%	54%	55%	68%	55%	65%	58%	50%	62%	63%	61%	63%
Total Disagree:	9%	9%	9%	10%	9%	9%	3%	7%	7%	10%	12%	10%	9%	16%	9%
Net:	50%	54%	47%	48%	45%	46%	64%	48%	58%	48%	38%	52%	54%	45%	54%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(123.B) Do you agree or disagree with the following statements?: If I fail to pay back a BNPL provider it should negatively impact my credit score.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	23%	16%	22%	21%	19%	25%	33%	28%	25%	19%	20%
Somewhat agree	36%	30%	30%	40%	45%	34%	37%	38%	40%	30%	35%
Neither agree or disagree	20%	21%	26%	22%	17%	20%	17%	22%	18%	23%	20%
Somewhat disagree	4%	12%	7%	3%	3%	4%	0%	2%	4%	9%	4%
Strongly disagree	5%	8%	5%	4%	6%	4%	3%	3%	4%	5%	6%
Don't know	11%	13%	10%	10%	11%	13%	11%	7%	10%	13%	15%
Total Agree:	59%	46%	52%	61%	64%	60%	69%	67%	65%	50%	55%
Total Disagree:	9%	20%	11%	7%	9%	8%	3%	5%	8%	14%	10%
Net:	50%	26%	41%	54%	55%	52%	66%	62%	57%	36%	45%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(123.C) Do you agree or disagree with the following statements?: If I fail to pay back a BNPL provider it should negatively impact my credit score.

	Total	Income																Prefer not to say
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	23%	11%	27%	11%	22%	22%	22%	21%	25%	19%	26%	19%	28%	33%	36%	45%	39%	21%
Somewhat agree	36%	20%	26%	35%	40%	35%	35%	36%	40%	46%	35%	50%	34%	25%	41%	34%	49%	23%
Neither agree or disagree	20%	43%	27%	28%	20%	18%	18%	19%	16%	26%	16%	21%	26%	17%	23%	9%	11%	16%
Somewhat disagree	4%	15%	5%	6%	5%	4%	7%	8%	0%	0%	6%	3%	2%	11%	0%	0%	0%	7%
Strongly disagree	5%	0%	4%	7%	3%	4%	8%	8%	5%	0%	4%	1%	4%	9%	0%	2%	2%	7%
Don't know	11%	11%	11%	14%	9%	18%	10%	7%	14%	9%	12%	7%	6%	5%	0%	9%	0%	25%
Total Agree:	59%	32%	53%	46%	62%	57%	57%	57%	65%	65%	62%	69%	62%	58%	77%	79%	87%	44%
Total Disagree:	9%	15%	10%	13%	8%	8%	15%	17%	5%	0%	9%	4%	6%	20%	0%	2%	2%	14%
Net:	50%	17%	43%	33%	54%	49%	41%	40%	60%	65%	52%	65%	56%	39%	77%	78%	86%	30%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(124.A) Do you agree or disagree with the following statements?: If I use BNPL this should be visible on my credit file for other lenders to see.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Strongly agree	17%	19%	15%	18%	15%	18%	23%	11%	10%	13%	9%	19%	18%	23%	18%
Somewhat agree	29%	27%	31%	27%	25%	29%	31%	28%	35%	26%	23%	34%	26%	27%	41%
Neither agree or disagree	27%	29%	25%	25%	30%	24%	27%	28%	27%	29%	34%	24%	30%	27%	22%
Somewhat disagree	7%	7%	6%	6%	9%	7%	1%	8%	12%	7%	7%	4%	6%	8%	0%
Strongly disagree	6%	6%	6%	8%	5%	7%	3%	7%	5%	6%	1%	7%	6%	5%	9%
Don't know	15%	12%	18%	16%	15%	15%	14%	19%	11%	19%	26%	11%	14%	11%	10%
Total Agree:	46%	46%	45%	45%	41%	47%	54%	39%	45%	39%	32%	53%	44%	51%	59%
Total Disagree:	12%	13%	12%	14%	14%	14%	4%	15%	17%	13%	8%	11%	12%	12%	9%
Net:	33%	33%	34%	32%	27%	33%	50%	24%	29%	26%	24%	42%	32%	38%	50%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(124.B) Do you agree or disagree with the following statements?: If I use BNPL this should be visible on my credit file for other lenders to see.

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Strongly agree	17%	12%	16%	12%	21%	21%	18%	19%	16%	15%	17%
Somewhat agree	29%	22%	30%	38%	30%	20%	30%	34%	33%	24%	24%
Neither agree or disagree	27%	33%	33%	23%	21%	28%	26%	26%	23%	27%	32%
Somewhat disagree	7%	11%	2%	6%	5%	10%	7%	6%	6%	8%	6%
Strongly disagree	6%	6%	9%	7%	6%	5%	2%	5%	6%	6%	7%
Don't know	15%	16%	11%	13%	17%	16%	18%	10%	16%	20%	15%
Total Agree:	46%	34%	46%	51%	51%	41%	48%	53%	49%	39%	40%
Total Disagree:	12%	17%	10%	13%	11%	15%	9%	11%	12%	14%	13%
Net:	33%	16%	36%	38%	40%	26%	39%	42%	37%	25%	27%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

## Public First Poll for Coadec (Consumers)

(124.C) Do you agree or disagree with the following statements?: If I use BNPL this should be visible on my credit file for other lenders to see.

	Total	Income															Prefer not to say	
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999		£100,000 or more
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Strongly agree	17%	5%	24%	6%	16%	17%	21%	11%	11%	9%	27%	11%	22%	27%	38%	23%	37%	14%
Somewhat agree	29%	10%	15%	24%	34%	27%	25%	23%	31%	42%	35%	37%	32%	39%	24%	45%	47%	17%
Neither agree or disagree	27%	31%	35%	39%	30%	24%	23%	21%	27%	28%	20%	36%	29%	15%	22%	14%	10%	29%
Somewhat disagree	7%	7%	7%	12%	2%	7%	8%	12%	10%	4%	8%	8%	0%	11%	4%	0%	0%	3%
Strongly disagree	6%	18%	6%	3%	7%	8%	6%	13%	7%	4%	0%	3%	4%	4%	0%	9%	3%	3%
Don't know	15%	29%	13%	16%	12%	18%	16%	20%	15%	14%	11%	5%	12%	5%	13%	9%	2%	34%
Total Agree:	46%	15%	39%	30%	50%	44%	47%	34%	41%	51%	61%	48%	54%	66%	62%	68%	85%	32%
Total Disagree:	12%	25%	13%	15%	9%	15%	14%	25%	17%	8%	8%	12%	4%	15%	4%	9%	3%	6%
Net:	33%	-10%	26%	15%	41%	29%	33%	9%	24%	43%	53%	36%	50%	50%	58%	59%	81%	26%

Note:

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(125.A) Imagine you want to apply for a new credit card. Before they lend to you, they will need to assess your affordability. They have two different methods of achieving this. Method A involves the credit card provider checking your credit score with a Credit Reference Agency. This check will go down on your credit file and reflects your financial situation from three weeks ago. Method B involves the credit card provider asking you to connect your bank account data. This check will not go down on your credit file and reflects your financial situation as it is today. Which of these methods would you prefer that the credit card provider use?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1002	497	501	143	135	77	93	67	89	84	48	113	82	50	21
Weighted	1002	494	504	141	131	80	90	70	90	80	40	110	90	50	30
Method A	32%	35%	29%	33%	37%	30%	26%	29%	41%	29%	35%	35%	25%	25%	37%
Method B	42%	39%	45%	41%	40%	50%	49%	47%	39%	47%	31%	41%	38%	44%	25%
Don't Know	26%	25%	27%	27%	23%	20%	26%	24%	20%	24%	34%	25%	37%	31%	38%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(125.B) Imagine you want to apply for a new credit card. Before they lend to you, they will need to assess your affordability. They have two different methods of achieving this. Method A involves the credit card provider checking your credit score with a Credit Reference Agency. This check will go down on your credit file and reflects your financial situation from three weeks ago. Method B involves the credit card provider asking you to connect your bank account data. This check will not go down on your credit file and reflects your financial situation as it is today. Which of these methods would you prefer that the credit card provider use?

	Total	Age						Social Grade			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Unweighted	1002	131	175	145	173	153	225	296	269	177	255
Weighted	1002	142	170	170	170	140	210	269	259	219	250
Method A	32%	33%	33%	32%	32%	32%	31%	34%	33%	31%	29%
Method B	42%	47%	50%	41%	40%	39%	36%	40%	40%	45%	43%
Don't Know	26%	20%	17%	27%	28%	29%	33%	26%	27%	24%	28%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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

(125.C) Imagine you want to apply for a new credit card. Before they lend to you, they will need to assess your affordability. They have two different methods of achieving this. Method A involves the credit card provider checking your credit score with a Credit Reference Agency. This check will go down on your credit file and reflects your financial situation from three weeks ago. Method B involves the credit card provider asking you to connect your bank account data. This check will not go down on your credit file and reflects your financial situation as it is today. Which of these methods would you prefer that the credit card provider use?

	Total	Income																
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Prefer not to say
Unweighted	1002	15	69	79	93	104	93	76	73	60	38	73	46	24	27	25	39	68
Weighted	1002	14	64	79	96	107	96	80	76	65	37	72	48	23	25	24	29	69
Method A	32%	20%	31%	26%	29%	32%	25%	28%	37%	45%	37%	35%	29%	58%	39%	31%	44%	24%
Method B	42%	48%	37%	44%	47%	45%	46%	46%	41%	32%	45%	49%	44%	36%	52%	36%	31%	28%
Don't Know	26%	32%	31%	30%	24%	23%	29%	26%	23%	24%	18%	16%	27%	6%	9%	33%	25%	49%

*Note:*

BASE: All Respondents

Fieldwork: 4th Mar - 10th Mar 2022

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