

# **BRODIE/Public First Sustainability Sentiment Tracker - UK**

**Fieldwork:** 12th Mar - 17th Mar 2021  
**Interview method:** Online Survey  
**Population represented:** UK Adults  
**Sample size:** 2011

## **Methodology:**

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

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Availability of housing	14%	9%	14%	15%	15%	17%	16%	16%	11%	15%	11%	14%	15%	5%	14%	5%	5%
The Coronavirus Pandemic	64%	70%	63%	61%	66%	65%	63%	64%	69%	62%	68%	60%	67%	74%	78%	63%	51%
Level of taxation	8%	9%	6%	9%	6%	6%	8%	9%	8%	8%	7%	9%	2%	13%	5%	13%	13%
Levels of crime	16%	16%	20%	16%	16%	16%	17%	17%	16%	18%	17%	19%	14%	15%	15%	15%	11%
State of the Armed Forces	2%	3%	4%	2%	0%	3%	1%	2%	3%	4%	0%	3%	2%	0%	3%	9%	3%
Quality / cost of public transport	3%	12%	6%	5%	4%	3%	2%	1%	3%	3%	6%	3%	5%	3%	3%	5%	2%
State of the economy	47%	36%	36%	40%	44%	45%	48%	50%	48%	47%	51%	47%	56%	53%	60%	44%	60%
Levels of immigration	15%	9%	15%	18%	16%	19%	19%	14%	15%	13%	11%	10%	11%	13%	10%	15%	7%
Quality of healthcare	25%	15%	20%	29%	28%	26%	26%	30%	27%	20%	27%	25%	22%	17%	37%	13%	15%
Access to good pensions	4%	3%	3%	5%	5%	3%	2%	4%	6%	5%	5%	2%	5%	5%	0%	8%	3%
Threat of terrorism	8%	6%	5%	6%	8%	10%	8%	12%	9%	8%	4%	8%	4%	10%	3%	9%	10%
Threat of climate change	23%	16%	23%	22%	21%	21%	22%	20%	30%	24%	26%	28%	27%	28%	14%	22%	19%
Brexit	26%	15%	20%	21%	23%	27%	26%	26%	26%	30%	24%	32%	35%	45%	23%	25%	23%
Number of people on welfare	9%	5%	8%	15%	12%	11%	9%	9%	7%	9%	7%	7%	8%	5%	3%	10%	5%
Quality of and access to schools / universities	6%	14%	5%	5%	4%	5%	6%	6%	5%	7%	9%	8%	9%	2%	9%	10%	9%
Impact of new technology on society	2%	0%	3%	3%	4%	2%	1%	2%	1%	2%	1%	3%	0%	0%	3%	5%	14%
The rise of China	6%	4%	5%	8%	4%	8%	5%	5%	6%	5%	7%	4%	6%	3%	3%	12%	4%
Cost or availability of childcare	3%	3%	3%	2%	3%	1%	4%	2%	2%	6%	2%	3%	4%	2%	3%	3%	4%
None of the above	1%	3%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	8%
Don't know	2%	9%	10%	2%	2%	0%	1%	2%	0%	1%	2%	1%	0%	0%	4%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Availability of housing	14%	12%	12%	15%	17%	20%	16%	14%	14%	12%	12%	10%	12%	12%	14%	7%	8%
The Coronavirus Pandemic	64%	66%	65%	63%	63%	55%	66%	59%	65%	66%	66%	65%	77%	63%	64%	72%	72%
Level of taxation	8%	6%	12%	8%	6%	8%	7%	11%	6%	10%	8%	9%	3%	7%	10%	6%	4%
Levels of crime	16%	17%	13%	19%	18%	20%	17%	16%	16%	15%	22%	13%	18%	18%	13%	14%	4%
State of the Armed Forces	2%	2%	2%	3%	2%	3%	2%	2%	2%	1%	0%	3%	1%	3%	2%	2%	1%
Quality / cost of public transport	3%	3%	1%	3%	6%	5%	3%	3%	1%	5%	3%	5%	7%	3%	1%	3%	0%
State of the economy	47%	51%	51%	44%	40%	43%	49%	43%	52%	46%	41%	42%	55%	52%	48%	50%	38%
Levels of immigration	15%	11%	11%	20%	18%	12%	15%	16%	14%	14%	23%	20%	15%	12%	9%	19%	10%
Quality of healthcare	25%	25%	24%	25%	26%	21%	19%	26%	26%	31%	25%	20%	23%	29%	30%	26%	38%
Access to good pensions	4%	2%	5%	3%	4%	4%	1%	4%	3%	2%	4%	5%	3%	5%	5%	4%	5%
Threat of terrorism	8%	7%	9%	8%	8%	9%	6%	11%	10%	8%	6%	10%	13%	7%	5%	9%	6%
Threat of climate change	23%	26%	24%	23%	19%	22%	23%	26%	27%	26%	22%	25%	17%	25%	19%	22%	15%
Brexit	26%	29%	27%	28%	21%	28%	27%	29%	25%	22%	20%	25%	22%	21%	32%	23%	48%
Number of people on welfare	9%	7%	10%	9%	9%	4%	9%	9%	7%	11%	9%	12%	10%	12%	9%	13%	6%
Quality of and access to schools / universities	6%	6%	7%	6%	5%	5%	7%	6%	5%	6%	5%	7%	5%	4%	13%	3%	4%
Impact of new technology on society	2%	4%	1%	3%	2%	4%	3%	5%	3%	2%	3%	0%	1%	1%	2%	1%	2%
The rise of China	6%	6%	5%	6%	5%	6%	5%	6%	5%	5%	4%	6%	6%	3%	5%	4%	19%
Cost or availability of childcare	3%	3%	2%	3%	2%	4%	2%	3%	2%	4%	2%	3%	3%	4%	2%	0%	0%
None of the above	1%	1%	1%	0%	1%	3%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%
Don't know	2%	0%	1%	2%	5%	2%	2%	1%	2%	1%	3%	3%	1%	3%	2%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Availability of housing	14%	13%	14%	20%	16%	15%	13%	11%	9%	13%	14%	21%	13%	15%	9%	8%	14%
The Coronavirus Pandemic	64%	60%	69%	48%	58%	64%	70%	73%	68%	67%	61%	57%	67%	60%	68%	69%	63%
Level of taxation	8%	9%	7%	12%	12%	10%	6%	6%	3%	7%	8%	10%	7%	12%	8%	3%	4%
Levels of crime	16%	17%	16%	19%	14%	19%	14%	17%	15%	15%	18%	15%	19%	20%	16%	11%	14%
State of the Armed Forces	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Quality / cost of public transport	3%	4%	3%	8%	3%	3%	3%	2%	2%	3%	4%	6%	3%	3%	4%	1%	1%
State of the economy	47%	47%	47%	28%	41%	43%	50%	54%	59%	50%	43%	42%	45%	46%	49%	56%	48%
Levels of immigration	15%	16%	14%	10%	8%	13%	18%	17%	22%	17%	12%	11%	14%	13%	18%	20%	16%
Quality of healthcare	25%	20%	30%	19%	27%	26%	22%	26%	28%	26%	24%	20%	28%	25%	28%	22%	26%
Access to good pensions	4%	4%	4%	4%	5%	1%	4%	6%	3%	4%	3%	4%	4%	2%	3%	5%	5%
Threat of terrorism	8%	9%	7%	12%	7%	4%	8%	9%	9%	9%	7%	5%	9%	6%	7%	12%	12%
Threat of climate change	23%	23%	23%	26%	23%	24%	22%	23%	22%	21%	25%	23%	24%	22%	24%	22%	25%
Brexit	26%	31%	22%	20%	32%	26%	29%	25%	23%	25%	27%	28%	29%	27%	23%	21%	22%
Number of people on welfare	9%	7%	10%	7%	8%	8%	11%	10%	10%	9%	9%	6%	8%	9%	10%	12%	11%
Quality of and access to schools / universities	6%	4%	8%	11%	7%	9%	5%	2%	3%	7%	5%	8%	5%	4%	5%	9%	6%
Impact of new technology on society	2%	4%	1%	4%	2%	1%	3%	2%	3%	2%	3%	5%	2%	2%	2%	1%	0%
The rise of China	6%	8%	3%	7%	3%	5%	4%	6%	8%	6%	6%	5%	5%	5%	5%	8%	10%
Cost or availability of childcare	3%	2%	3%	8%	4%	3%	1%	0%	0%	3%	2%	4%	2%	5%	1%	0%	2%
None of the above	1%	1%	1%	3%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	2%
Don't know	2%	2%	2%	4%	4%	3%	0%	1%	1%	1%	3%	3%	2%	2%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Availability of housing	14%	14%	13%	13%	17%	15%	13%	17%	13%	13%	17%	10%	18%	11%	10%	18%	11%
The Coronavirus Pandemic	64%	69%	64%	60%	59%	63%	66%	47%	66%	65%	65%	69%	59%	68%	61%	62%	63%
Level of taxation	8%	8%	7%	9%	9%	6%	7%	15%	6%	9%	11%	7%	10%	3%	2%	9%	5%
Levels of crime	16%	18%	18%	13%	14%	3%	17%	16%	20%	12%	17%	18%	17%	10%	20%	17%	10%
State of the Armed Forces	2%	2%	2%	2%	3%	6%	2%	2%	3%	2%	0%	2%	2%	1%	5%	1%	0%
Quality / cost of public transport	3%	2%	4%	3%	5%	9%	3%	5%	3%	3%	1%	2%	5%	1%	4%	2%	2%
State of the economy	47%	44%	43%	51%	42%	33%	48%	32%	51%	46%	44%	55%	42%	54%	33%	43%	37%
Levels of immigration	15%	21%	13%	10%	10%	8%	16%	7%	28%	5%	11%	25%	6%	4%	43%	12%	5%
Quality of healthcare	25%	25%	25%	28%	25%	10%	25%	25%	24%	27%	25%	22%	29%	24%	12%	25%	18%
Access to good pensions	4%	4%	5%	3%	2%	14%	4%	5%	4%	4%	1%	4%	5%	1%	5%	2%	2%
Threat of terrorism	8%	9%	9%	9%	8%	0%	8%	6%	10%	7%	6%	11%	6%	3%	17%	6%	4%
Threat of climate change	23%	20%	23%	27%	26%	14%	24%	19%	18%	29%	18%	17%	27%	33%	15%	22%	100%
Brexit	26%	20%	27%	32%	27%	27%	26%	25%	17%	36%	25%	18%	33%	48%	22%	22%	23%
Number of people on welfare	9%	11%	8%	6%	10%	16%	9%	8%	11%	7%	9%	11%	8%	3%	16%	10%	4%
Quality of and access to schools / universities	6%	5%	8%	6%	7%	8%	6%	9%	5%	7%	5%	4%	8%	10%	6%	5%	4%
Impact of new technology on society	2%	2%	2%	3%	4%	9%	2%	3%	2%	3%	1%	3%	2%	3%	2%	1%	2%
The rise of China	6%	7%	5%	5%	5%	9%	6%	5%	8%	4%	4%	9%	3%	3%	18%	3%	3%
Cost or availability of childcare	3%	3%	3%	2%	4%	6%	2%	7%	2%	3%	3%	3%	3%	2%	3%	2%	1%
None of the above	1%	0%	1%	0%	1%	6%	1%	2%	0%	1%	2%	0%	0%	1%	0%	2%	0%
Don't know	2%	2%	3%	1%	2%	3%	2%	5%	1%	1%	4%	0%	2%	3%	0%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Availability of housing	14%	14%	14%	17%	11%	12%	14%	12%	15%	15%	12%	14%	12%	14%	14%	16%
The Coronavirus Pandemic	64%	63%	65%	64%	65%	63%	66%	64%	60%	65%	62%	61%	66%	67%	64%	57%
Level of taxation	8%	9%	7%	8%	6%	10%	8%	8%	8%	8%	8%	8%	7%	10%	8%	8%
Levels of crime	16%	15%	17%	17%	17%	15%	17%	18%	13%	17%	16%	18%	18%	17%	15%	16%
State of the Armed Forces	2%	2%	2%	2%	1%	4%	2%	3%	2%	2%	2%	5%	1%	2%	2%	3%
Quality / cost of public transport	3%	4%	3%	3%	4%	2%	3%	4%	4%	3%	4%	2%	5%	3%	2%	3%
State of the economy	47%	47%	47%	45%	44%	59%	48%	51%	41%	50%	41%	44%	43%	47%	48%	48%
Levels of immigration	15%	14%	16%	14%	16%	17%	14%	18%	13%	16%	15%	9%	19%	15%	15%	10%
Quality of healthcare	25%	26%	24%	27%	24%	20%	29%	21%	22%	25%	23%	32%	25%	30%	23%	22%
Access to good pensions	4%	4%	3%	5%	3%	3%	4%	3%	4%	3%	4%	4%	4%	6%	2%	4%
Threat of terrorism	8%	10%	7%	8%	8%	9%	8%	9%	7%	8%	8%	6%	8%	8%	10%	6%
Threat of climate change	23%	24%	23%	28%	20%	16%	17%	16%	41%	21%	23%	37%	12%	22%	28%	32%
Brexit	26%	24%	27%	26%	25%	28%	25%	27%	26%	27%	25%	27%	21%	22%	30%	31%
Number of people on welfare	9%	9%	9%	9%	9%	9%	9%	10%	8%	10%	7%	10%	11%	9%	8%	8%
Quality of and access to schools / universities	6%	7%	5%	7%	5%	6%	6%	5%	6%	6%	6%	4%	6%	6%	7%	5%
Impact of new technology on society	2%	4%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	1%	3%	3%	3%
The rise of China	6%	6%	5%	4%	6%	10%	6%	7%	4%	6%	5%	4%	4%	7%	5%	8%
Cost or availability of childcare	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%	3%	3%	1%	2%	3%	4%
None of the above	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	2%	2%	3%	0%	0%	0%
Don't know	2%	0%	2%	0%	5%	1%	2%	2%	2%	1%	5%	1%	5%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(2.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Will get much better	3%	4%	3%	2%	2%	5%	1%	2%	1%	6%	5%	4%	3%	3%	8%	2%	6%
Will get better	16%	9%	6%	12%	15%	17%	16%	21%	15%	25%	13%	21%	21%	15%	22%	24%	14%
Will stay the same	20%	13%	18%	22%	18%	22%	23%	22%	21%	18%	20%	16%	20%	16%	22%	27%	20%
Will get worse	35%	20%	37%	39%	37%	35%	31%	31%	40%	36%	35%	34%	37%	44%	26%	26%	34%
Will get much worse	18%	36%	20%	15%	16%	16%	20%	18%	17%	10%	21%	22%	15%	16%	12%	13%	19%
Don't Know	8%	18%	17%	9%	11%	5%	8%	7%	5%	5%	7%	3%	5%	6%	10%	8%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(2.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Will get much better	3%	5%	2%	3%	2%	3%	1%	4%	5%	5%	2%	1%	6%	4%	4%	3%	1%
Will get better	16%	17%	20%	17%	12%	19%	12%	10%	21%	16%	19%	17%	18%	16%	18%	15%	13%
Will stay the same	20%	18%	20%	19%	22%	18%	23%	18%	23%	22%	20%	18%	22%	17%	19%	15%	25%
Will get worse	35%	38%	32%	36%	33%	34%	39%	37%	30%	35%	32%	30%	34%	38%	33%	42%	30%
Will get much worse	18%	18%	19%	17%	16%	16%	16%	23%	14%	13%	18%	24%	13%	19%	17%	17%	24%
Don't Know	8%	4%	8%	8%	14%	10%	9%	8%	6%	10%	8%	10%	7%	6%	10%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(2.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Will get much better	3%	4%	3%	8%	6%	2%	1%	1%	2%	3%	3%	6%	2%	3%	3%	2%	3%
Will get better	16%	18%	15%	19%	18%	18%	16%	13%	15%	19%	14%	17%	15%	15%	17%	19%	15%
Will stay the same	20%	22%	18%	13%	16%	23%	22%	21%	21%	22%	18%	17%	20%	21%	20%	22%	19%
Will get worse	35%	32%	37%	28%	32%	31%	34%	40%	41%	35%	34%	33%	35%	34%	36%	36%	33%
Will get much worse	18%	18%	17%	22%	18%	15%	17%	18%	16%	16%	20%	17%	22%	17%	14%	14%	21%
Don't Know	8%	7%	10%	9%	10%	10%	9%	6%	6%	6%	12%	9%	6%	9%	10%	7%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(2.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Will get much better	3%	2%	3%	3%	5%	18%	3%	7%	3%	4%	2%	3%	4%	2%	3%	1%	2%
Will get better	16%	15%	15%	16%	18%	24%	16%	18%	18%	15%	15%	20%	16%	8%	4%	15%	19%
Will stay the same	20%	23%	21%	19%	16%	12%	20%	14%	24%	17%	19%	26%	13%	18%	34%	18%	7%
Will get worse	35%	35%	35%	35%	33%	32%	35%	29%	33%	36%	37%	34%	34%	43%	38%	34%	36%
Will get much worse	18%	14%	18%	20%	22%	12%	18%	18%	14%	21%	11%	11%	25%	22%	10%	13%	33%
Don't Know	8%	10%	8%	7%	6%	3%	8%	14%	8%	6%	15%	5%	7%	7%	10%	19%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(2.E) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Climate change

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Will get much better	3%	4%	3%	4%	2%	4%	3%	3%	3%	3%	3%	5%	1%	3%	3%	6%
Will get better	16%	21%	14%	21%	12%	13%	17%	14%	19%	17%	15%	18%	11%	17%	18%	20%
Will stay the same	20%	18%	21%	17%	21%	26%	21%	26%	11%	20%	21%	15%	21%	20%	20%	18%
Will get worse	35%	37%	34%	34%	35%	35%	35%	34%	35%	37%	31%	34%	36%	36%	35%	32%
Will get much worse	18%	15%	19%	21%	14%	16%	15%	14%	26%	19%	14%	25%	11%	19%	20%	21%
Don't Know	8%	5%	9%	3%	16%	6%	9%	9%	6%	4%	17%	3%	19%	6%	5%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(3.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Will get much better	3%	0%	0%	3%	1%	6%	1%	4%	1%	8%	1%	3%	1%	3%	5%	5%	17%
Will get better	16%	17%	11%	16%	14%	19%	10%	16%	21%	14%	15%	20%	18%	22%	18%	26%	17%
Will stay the same	33%	24%	26%	36%	36%	34%	37%	36%	30%	32%	33%	31%	36%	23%	43%	39%	17%
Will get worse	27%	23%	31%	29%	25%	23%	32%	24%	30%	34%	24%	28%	25%	29%	9%	16%	26%
Will get much worse	11%	6%	11%	7%	12%	11%	10%	12%	9%	6%	17%	13%	13%	12%	13%	8%	17%
Don't Know	10%	31%	21%	8%	12%	8%	9%	9%	9%	6%	10%	4%	7%	10%	13%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(3.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Will get much better	3%	5%	3%	4%	1%	6%	2%	3%	2%	3%	4%	2%	5%	4%	2%	2%	3%
Will get better	16%	18%	16%	14%	16%	14%	14%	19%	20%	19%	19%	16%	12%	15%	16%	18%	8%
Will stay the same	33%	28%	36%	35%	32%	31%	38%	30%	30%	31%	39%	30%	45%	30%	30%	29%	35%
Will get worse	27%	33%	24%	25%	25%	26%	29%	33%	27%	28%	19%	25%	22%	28%	28%	32%	31%
Will get much worse	11%	10%	11%	13%	10%	13%	7%	7%	11%	10%	11%	13%	8%	13%	11%	10%	17%
Don't Know	10%	6%	9%	10%	16%	10%	10%	9%	10%	9%	9%	13%	8%	11%	13%	9%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(3.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Will get much better	3%	4%	3%	9%	6%	3%	1%	1%	1%	4%	3%	9%	2%	3%	2%	1%	2%
Will get better	16%	16%	16%	30%	21%	17%	11%	12%	8%	16%	16%	19%	14%	18%	15%	14%	16%
Will stay the same	33%	31%	34%	25%	27%	29%	38%	36%	39%	34%	31%	27%	37%	32%	34%	32%	28%
Will get worse	27%	29%	26%	17%	25%	26%	25%	31%	36%	26%	29%	23%	27%	27%	28%	32%	31%
Will get much worse	11%	12%	9%	8%	11%	13%	13%	12%	8%	11%	10%	13%	12%	8%	9%	8%	14%
Don't Know	10%	8%	12%	11%	10%	12%	11%	8%	9%	9%	12%	10%	8%	12%	13%	11%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(3.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Will get much better	3%	1%	3%	3%	6%	30%	2%	10%	2%	4%	4%	3%	4%	1%	5%	2%	1%
Will get better	16%	16%	20%	13%	20%	8%	15%	21%	16%	15%	13%	18%	15%	9%	5%	16%	17%
Will stay the same	33%	41%	34%	31%	20%	15%	34%	20%	41%	27%	31%	44%	27%	26%	44%	25%	29%
Will get worse	27%	23%	22%	32%	32%	27%	27%	26%	24%	32%	22%	22%	30%	42%	28%	24%	34%
Will get much worse	11%	7%	9%	14%	15%	14%	11%	11%	9%	14%	9%	6%	18%	9%	7%	11%	13%
Don't Know	10%	12%	10%	6%	7%	5%	10%	12%	9%	8%	21%	7%	7%	13%	12%	22%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(3.E) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality around the world

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Will get much better	3%	5%	2%	5%	2%	4%	3%	3%	4%	3%	4%	3%	1%	3%	4%	6%
Will get better	16%	21%	14%	20%	12%	15%	18%	13%	15%	17%	13%	19%	11%	17%	18%	17%
Will stay the same	33%	32%	34%	29%	35%	36%	34%	34%	30%	34%	31%	32%	35%	36%	30%	29%
Will get worse	27%	25%	28%	28%	26%	28%	24%	29%	31%	28%	24%	32%	24%	24%	31%	29%
Will get much worse	11%	10%	11%	13%	7%	12%	12%	9%	10%	12%	9%	10%	8%	10%	11%	14%
Don't Know	10%	6%	11%	5%	18%	6%	10%	11%	9%	7%	18%	4%	20%	9%	6%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(4.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Will get much better	4%	0%	1%	3%	2%	6%	3%	5%	2%	6%	2%	5%	1%	3%	9%	5%	12%
Will get better	20%	16%	15%	18%	17%	19%	12%	21%	25%	30%	25%	23%	26%	22%	15%	30%	27%
Will stay the same	36%	28%	23%	42%	44%	37%	45%	38%	31%	34%	26%	35%	34%	31%	45%	39%	22%
Will get worse	22%	22%	30%	21%	18%	20%	25%	18%	28%	16%	26%	24%	24%	25%	11%	16%	22%
Will get much worse	9%	9%	11%	7%	10%	10%	7%	10%	6%	8%	13%	11%	9%	10%	10%	3%	15%
Don't Know	9%	24%	19%	9%	9%	7%	7%	9%	8%	6%	8%	2%	6%	10%	10%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(4.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Will get much better	4%	6%	4%	3%	2%	7%	3%	3%	3%	5%	3%	1%	6%	5%	3%	4%	1%
Will get better	20%	22%	20%	20%	17%	20%	20%	25%	20%	21%	22%	19%	21%	21%	18%	15%	12%
Will stay the same	36%	33%	36%	37%	39%	31%	37%	34%	40%	38%	40%	33%	45%	33%	31%	41%	44%
Will get worse	22%	25%	20%	23%	19%	23%	22%	22%	21%	20%	19%	24%	19%	22%	27%	26%	17%
Will get much worse	9%	10%	10%	9%	8%	9%	8%	8%	8%	8%	8%	9%	3%	13%	10%	7%	19%
Don't Know	9%	4%	9%	8%	15%	11%	10%	7%	9%	8%	9%	13%	6%	6%	10%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(4.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Will get much better	4%	5%	3%	8%	7%	4%	2%	2%	1%	4%	3%	10%	2%	4%	2%	2%	3%
Will get better	20%	20%	20%	33%	22%	20%	17%	16%	15%	21%	19%	22%	20%	22%	18%	16%	24%
Will stay the same	36%	34%	38%	24%	29%	33%	41%	38%	47%	37%	34%	28%	37%	36%	38%	45%	34%
Will get worse	22%	23%	21%	15%	22%	24%	21%	25%	24%	22%	22%	21%	23%	19%	23%	24%	23%
Will get much worse	9%	11%	8%	9%	11%	9%	11%	11%	5%	8%	10%	11%	11%	9%	8%	5%	11%
Don't Know	9%	7%	11%	11%	9%	10%	9%	8%	7%	8%	10%	8%	8%	11%	12%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(4.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Will get much better	4%	2%	4%	4%	8%	26%	3%	9%	4%	4%	2%	5%	5%	1%	5%	1%	1%
Will get better	20%	19%	24%	18%	24%	18%	20%	20%	20%	18%	18%	23%	18%	15%	9%	15%	23%
Will stay the same	36%	42%	37%	34%	22%	25%	37%	27%	44%	32%	34%	45%	28%	36%	51%	35%	33%
Will get worse	22%	20%	20%	27%	27%	16%	22%	24%	18%	27%	19%	17%	27%	28%	19%	20%	25%
Will get much worse	9%	6%	7%	12%	13%	12%	9%	8%	6%	12%	7%	4%	16%	11%	7%	8%	12%
Don't Know	9%	11%	9%	6%	6%	3%	9%	12%	8%	6%	19%	6%	7%	9%	10%	20%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(4.E) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Inequality in my country

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Will get much better	4%	6%	3%	5%	2%	5%	4%	4%	4%	4%	3%	6%	2%	2%	4%	8%
Will get better	20%	27%	18%	24%	16%	20%	20%	18%	22%	22%	16%	24%	13%	24%	22%	21%
Will stay the same	36%	34%	37%	32%	40%	37%	36%	39%	34%	36%	37%	29%	38%	38%	36%	31%
Will get worse	22%	21%	23%	23%	21%	23%	21%	24%	22%	24%	18%	26%	19%	21%	25%	23%
Will get much worse	9%	7%	10%	12%	5%	11%	10%	7%	11%	9%	8%	12%	7%	8%	10%	13%
Don't Know	9%	5%	10%	4%	16%	4%	10%	9%	8%	5%	17%	3%	20%	7%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(5.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Will get much better	3%	0%	5%	2%	2%	4%	3%	3%	1%	3%	3%	4%	1%	3%	3%	7%	8%
Will get better	9%	7%	7%	7%	9%	12%	7%	13%	10%	10%	7%	8%	13%	12%	3%	17%	11%
Will stay the same	38%	30%	20%	40%	44%	38%	43%	37%	45%	44%	41%	42%	29%	33%	38%	40%	28%
Will get worse	29%	21%	33%	32%	24%	28%	31%	24%	35%	24%	29%	31%	36%	35%	30%	14%	32%
Will get much worse	11%	15%	17%	9%	10%	11%	9%	14%	4%	11%	11%	11%	15%	11%	14%	14%	13%
Don't Know	10%	27%	18%	10%	12%	6%	7%	9%	5%	9%	10%	4%	6%	6%	13%	8%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(5.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Will get much better	3%	5%	2%	3%	1%	5%	1%	2%	3%	3%	2%	2%	5%	5%	2%	1%	1%
Will get better	9%	8%	11%	10%	8%	9%	10%	7%	9%	4%	14%	13%	10%	6%	8%	11%	10%
Will stay the same	38%	37%	38%	40%	39%	35%	47%	37%	49%	40%	37%	36%	47%	38%	27%	37%	25%
Will get worse	29%	31%	30%	28%	26%	30%	22%	35%	22%	32%	23%	31%	25%	28%	36%	36%	33%
Will get much worse	11%	13%	10%	9%	12%	9%	10%	8%	10%	10%	11%	8%	7%	15%	18%	8%	24%
Don't Know	10%	6%	9%	10%	14%	13%	10%	10%	7%	10%	12%	10%	7%	8%	9%	8%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(5.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Will get much better	3%	4%	2%	6%	7%	2%	1%	2%	0%	3%	2%	7%	2%	3%	1%	1%	2%
Will get better	9%	11%	8%	16%	11%	11%	9%	7%	5%	9%	9%	14%	7%	13%	7%	6%	9%
Will stay the same	38%	37%	40%	32%	33%	35%	39%	45%	45%	42%	35%	32%	38%	40%	43%	44%	35%
Will get worse	29%	29%	28%	26%	24%	30%	28%	30%	34%	27%	31%	25%	33%	24%	28%	28%	34%
Will get much worse	11%	13%	9%	8%	13%	13%	13%	10%	9%	10%	12%	12%	12%	10%	11%	9%	10%
Don't Know	10%	7%	12%	13%	12%	10%	10%	6%	7%	9%	11%	11%	7%	10%	10%	12%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(5.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Will get much better	3%	2%	2%	3%	6%	23%	2%	7%	3%	3%	1%	3%	4%	1%	0%	2%	2%
Will get better	9%	7%	13%	8%	13%	10%	9%	14%	10%	9%	7%	11%	10%	2%	13%	10%	7%
Will stay the same	38%	46%	37%	35%	27%	25%	40%	28%	45%	35%	34%	50%	32%	33%	35%	30%	38%
Will get worse	29%	24%	27%	34%	33%	25%	29%	24%	27%	31%	28%	26%	29%	40%	34%	26%	34%
Will get much worse	11%	10%	8%	13%	16%	5%	11%	11%	8%	14%	8%	6%	16%	16%	14%	10%	11%
Don't Know	10%	10%	11%	8%	6%	12%	9%	16%	7%	7%	22%	5%	8%	7%	4%	22%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(5.E) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Political divisions in my country

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Will get much better	3%	5%	2%	4%	2%	2%	3%	2%	3%	3%	3%	4%	2%	2%	3%	5%
Will get better	9%	11%	8%	13%	6%	7%	8%	10%	11%	10%	7%	11%	5%	9%	10%	13%
Will stay the same	38%	40%	39%	36%	41%	39%	39%	39%	37%	39%	39%	36%	41%	41%	38%	32%
Will get worse	29%	29%	29%	31%	25%	32%	27%	31%	29%	31%	25%	32%	24%	30%	30%	33%
Will get much worse	11%	9%	12%	12%	8%	15%	12%	10%	10%	12%	9%	15%	9%	9%	13%	13%
Don't Know	10%	7%	10%	4%	19%	3%	10%	8%	11%	6%	18%	2%	18%	9%	6%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(6.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behaviour of companies

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Will get much better	3%	3%	3%	4%	1%	4%	2%	2%	2%	4%	2%	4%	3%	8%	6%	7%	7%
Will get better	19%	12%	12%	18%	17%	19%	17%	27%	19%	22%	26%	21%	28%	13%	12%	16%	29%
Will stay the same	41%	34%	36%	42%	44%	44%	44%	34%	45%	41%	36%	45%	41%	43%	52%	50%	26%
Will get worse	19%	14%	21%	20%	18%	19%	20%	17%	19%	20%	19%	17%	18%	22%	12%	18%	24%
Will get much worse	7%	10%	10%	5%	8%	6%	7%	7%	5%	6%	10%	9%	5%	5%	4%	3%	8%
Don't Know	11%	27%	17%	11%	12%	8%	9%	12%	11%	7%	7%	4%	5%	9%	14%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(6.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behaviour of companies

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Will get much better	3%	6%	3%	3%	2%	4%	2%	3%	5%	4%	2%	2%	5%	6%	2%	2%	0%
Will get better	19%	21%	21%	19%	15%	18%	19%	16%	24%	22%	23%	16%	20%	21%	18%	14%	11%
Will stay the same	41%	43%	41%	40%	42%	38%	46%	42%	40%	35%	40%	45%	45%	39%	37%	47%	50%
Will get worse	19%	19%	19%	19%	18%	19%	16%	23%	14%	16%	19%	20%	22%	16%	25%	21%	17%
Will get much worse	7%	6%	6%	9%	7%	10%	5%	5%	8%	10%	5%	4%	1%	8%	8%	5%	14%
Don't Know	11%	6%	10%	10%	17%	11%	11%	10%	9%	13%	12%	13%	8%	10%	11%	10%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(6.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behaviour of companies

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Will get much better	3%	4%	3%	8%	8%	2%	2%	2%	0%	4%	3%	7%	2%	4%	2%	2%	2%
Will get better	19%	19%	19%	22%	22%	22%	20%	15%	15%	20%	19%	21%	18%	21%	21%	13%	21%
Will stay the same	41%	41%	41%	34%	33%	35%	42%	48%	52%	43%	39%	33%	43%	38%	44%	46%	44%
Will get worse	19%	19%	18%	16%	19%	22%	18%	19%	18%	19%	19%	20%	22%	15%	15%	21%	18%
Will get much worse	7%	9%	5%	7%	8%	9%	8%	7%	4%	6%	8%	8%	7%	9%	5%	6%	7%
Don't Know	11%	8%	13%	13%	11%	11%	10%	10%	10%	9%	13%	10%	9%	12%	13%	12%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(6.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behaviour of companies

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Will get much better	3%	2%	4%	3%	6%	26%	3%	8%	3%	4%	2%	3%	4%	1%	3%	1%	2%
Will get better	19%	19%	21%	19%	21%	6%	19%	20%	20%	19%	17%	24%	17%	12%	7%	16%	22%
Will stay the same	41%	41%	43%	39%	37%	43%	43%	29%	47%	39%	38%	48%	33%	49%	46%	41%	41%
Will get worse	19%	18%	18%	23%	20%	19%	18%	21%	16%	22%	17%	14%	24%	21%	23%	15%	21%
Will get much worse	7%	5%	6%	9%	10%	0%	7%	9%	6%	8%	6%	4%	11%	6%	9%	5%	9%
Don't Know	11%	15%	9%	8%	7%	5%	10%	13%	8%	9%	20%	7%	10%	11%	12%	21%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(6.E) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : The behaviour of companies

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Will get much better	3%	5%	2%	4%	2%	4%	3%	4%	3%	3%	3%	4%	2%	2%	3%	6%
Will get better	19%	24%	17%	23%	14%	21%	21%	15%	20%	19%	18%	20%	13%	20%	21%	22%
Will stay the same	41%	39%	43%	36%	47%	43%	38%	48%	40%	43%	38%	40%	42%	44%	40%	39%
Will get worse	19%	18%	19%	21%	15%	20%	19%	19%	19%	20%	17%	19%	15%	19%	22%	19%
Will get much worse	7%	7%	7%	10%	3%	6%	7%	6%	8%	7%	5%	13%	7%	4%	8%	9%
Don't Know	11%	7%	11%	5%	19%	7%	11%	9%	11%	7%	18%	4%	20%	11%	5%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(7.A) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Will get much better	5%	0%	2%	5%	5%	9%	4%	4%	4%	7%	1%	7%	4%	6%	8%	9%	10%
Will get better	22%	16%	17%	18%	18%	22%	19%	25%	25%	28%	26%	22%	27%	27%	26%	30%	28%
Will stay the same	24%	16%	20%	28%	22%	21%	28%	23%	23%	26%	27%	32%	29%	15%	29%	27%	17%
Will get worse	29%	29%	28%	30%	35%	28%	31%	30%	31%	26%	24%	29%	29%	33%	20%	22%	27%
Will get much worse	8%	10%	11%	8%	6%	11%	8%	6%	6%	7%	9%	8%	5%	8%	7%	6%	7%
Don't Know	12%	30%	22%	10%	14%	8%	10%	11%	10%	7%	13%	3%	6%	11%	10%	6%	12%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(7.B) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Will get much better	5%	7%	5%	6%	4%	10%	5%	5%	5%	5%	4%	5%	5%	4%	6%	3%	4%
Will get better	22%	24%	22%	21%	20%	20%	22%	19%	24%	24%	29%	21%	21%	18%	20%	22%	21%
Will stay the same	24%	23%	27%	24%	21%	22%	28%	20%	26%	19%	25%	23%	32%	25%	28%	18%	17%
Will get worse	29%	30%	29%	30%	28%	24%	28%	35%	29%	32%	24%	32%	31%	32%	23%	39%	34%
Will get much worse	8%	8%	5%	8%	11%	8%	7%	10%	5%	4%	8%	8%	4%	9%	10%	8%	16%
Don't Know	12%	7%	12%	10%	16%	16%	10%	10%	10%	14%	10%	12%	7%	12%	13%	10%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(7.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Will get much better	5%	7%	4%	13%	8%	6%	4%	2%	2%	5%	6%	12%	3%	5%	4%	4%	5%
Will get better	22%	25%	19%	28%	25%	25%	21%	17%	16%	22%	21%	24%	20%	26%	20%	22%	17%
Will stay the same	24%	24%	24%	21%	25%	22%	23%	26%	27%	24%	24%	22%	29%	21%	24%	20%	24%
Will get worse	29%	26%	32%	15%	22%	28%	29%	37%	40%	33%	25%	24%	31%	25%	32%	33%	33%
Will get much worse	8%	8%	8%	9%	8%	8%	10%	6%	7%	7%	9%	8%	8%	9%	7%	8%	9%
Don't Know	12%	10%	13%	14%	12%	12%	13%	12%	8%	9%	15%	11%	8%	14%	14%	14%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(7.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Will get much better	5%	2%	6%	5%	9%	27%	5%	12%	5%	6%	2%	5%	7%	4%	3%	3%	3%
Will get better	22%	21%	24%	21%	21%	25%	21%	27%	23%	20%	23%	26%	19%	16%	17%	22%	22%
Will stay the same	24%	24%	29%	24%	22%	14%	25%	16%	24%	26%	22%	27%	22%	26%	24%	18%	21%
Will get worse	29%	29%	23%	31%	32%	22%	30%	20%	32%	29%	25%	29%	32%	32%	33%	27%	35%
Will get much worse	8%	10%	6%	8%	8%	6%	8%	7%	7%	9%	8%	5%	10%	10%	8%	8%	9%
Don't Know	12%	14%	12%	10%	7%	6%	11%	17%	9%	10%	20%	7%	11%	12%	16%	22%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(7.E) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of global pandemics

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Will get much better	5%	8%	5%	7%	3%	7%	6%	5%	5%	6%	4%	5%	3%	6%	6%	7%
Will get better	22%	27%	20%	25%	17%	23%	21%	23%	22%	23%	20%	22%	15%	25%	22%	26%
Will stay the same	24%	24%	25%	22%	26%	25%	24%	25%	23%	24%	24%	26%	24%	23%	25%	24%
Will get worse	29%	27%	31%	31%	28%	29%	29%	30%	29%	31%	24%	34%	31%	29%	31%	25%
Will get much worse	8%	8%	8%	9%	6%	8%	8%	6%	9%	8%	8%	7%	7%	8%	8%	10%
Don't Know	12%	7%	12%	6%	20%	7%	12%	11%	12%	8%	20%	5%	21%	10%	7%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Will get much better	12%	12%	14%	10%	10%	12%	9%	11%	14%	12%	9%	12%	10%	10%	14%	24%	21%
Will get better	41%	30%	28%	38%	41%	41%	39%	44%	36%	41%	43%	53%	46%	49%	42%	35%	39%
Will stay the same	22%	28%	20%	27%	23%	20%	27%	18%	29%	23%	23%	17%	25%	24%	24%	27%	10%
Will get worse	11%	3%	11%	10%	10%	12%	12%	13%	11%	15%	11%	12%	12%	8%	6%	8%	17%
Will get much worse	5%	6%	7%	5%	4%	8%	5%	5%	5%	3%	6%	4%	1%	3%	4%	3%	6%
Don't Know	9%	21%	20%	9%	12%	7%	8%	10%	5%	6%	9%	3%	6%	5%	10%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Will get much better	12%	14%	10%	12%	10%	18%	11%	12%	8%	11%	14%	9%	15%	12%	10%	5%	6%
Will get better	41%	43%	42%	39%	38%	40%	40%	40%	42%	35%	42%	38%	40%	42%	43%	42%	46%
Will stay the same	22%	21%	23%	24%	21%	18%	23%	23%	25%	25%	21%	23%	27%	20%	21%	25%	24%
Will get worse	11%	12%	10%	13%	10%	9%	14%	12%	12%	10%	10%	10%	10%	14%	12%	13%	7%
Will get much worse	5%	4%	4%	5%	6%	7%	4%	6%	3%	4%	5%	7%	1%	4%	6%	4%	9%
Don't Know	9%	5%	10%	8%	14%	9%	8%	7%	10%	14%	9%	12%	8%	7%	8%	11%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(8.C) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Will get much better	12%	14%	9%	26%	17%	8%	9%	7%	6%	11%	12%	22%	9%	12%	6%	8%	13%
Will get better	41%	41%	41%	33%	36%	44%	39%	40%	48%	44%	36%	35%	41%	40%	43%	44%	43%
Will stay the same	22%	22%	22%	16%	19%	23%	28%	26%	21%	22%	22%	18%	25%	22%	24%	21%	20%
Will get worse	11%	10%	12%	10%	13%	10%	11%	14%	10%	11%	12%	10%	12%	12%	11%	12%	10%
Will get much worse	5%	5%	5%	7%	6%	5%	3%	5%	4%	4%	6%	7%	4%	5%	4%	5%	6%
Don't Know	9%	7%	11%	8%	8%	11%	10%	8%	9%	8%	11%	8%	7%	9%	13%	10%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(8.D) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Will get much better	12%	9%	14%	10%	16%	27%	10%	22%	10%	12%	11%	11%	14%	7%	14%	9%	11%
Will get better	41%	42%	37%	42%	40%	34%	41%	38%	43%	41%	34%	46%	38%	41%	39%	36%	43%
Will stay the same	22%	23%	24%	22%	20%	25%	23%	14%	22%	24%	21%	23%	22%	30%	20%	20%	22%
Will get worse	11%	10%	11%	12%	13%	9%	12%	9%	12%	10%	15%	10%	11%	12%	15%	12%	14%
Will get much worse	5%	3%	5%	7%	5%	0%	5%	5%	5%	4%	5%	4%	6%	2%	9%	5%	4%
Don't Know	9%	12%	9%	7%	7%	5%	9%	12%	8%	8%	15%	6%	9%	7%	2%	18%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(8.E) Over the next 10 years, which of the following do you expect to get better, and which will get worse? : Impact of technology on the world

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Will get much better	12%	14%	11%	15%	8%	11%	11%	12%	12%	13%	9%	15%	7%	12%	13%	14%
Will get better	41%	47%	39%	45%	35%	41%	43%	38%	39%	44%	34%	42%	35%	42%	45%	40%
Will stay the same	22%	16%	25%	19%	27%	19%	21%	25%	22%	21%	25%	21%	25%	21%	21%	22%
Will get worse	11%	12%	11%	11%	10%	15%	11%	10%	13%	12%	10%	10%	9%	15%	10%	12%
Will get much worse	5%	6%	4%	6%	3%	7%	5%	5%	4%	5%	4%	7%	6%	3%	5%	6%
Don't Know	9%	6%	10%	4%	17%	6%	9%	10%	9%	5%	17%	5%	18%	7%	6%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	10%	7%	12%	7%	7%	8%	10%	11%	12%	14%	10%	14%	12%	11%	9%	13%	17%
Agree	36%	19%	40%	33%	34%	41%	36%	36%	39%	39%	43%	38%	38%	38%	41%	34%	28%
Neither Agree nor Disagree	31%	39%	24%	32%	39%	27%	31%	30%	33%	25%	27%	29%	30%	35%	34%	26%	22%
Disagree	11%	5%	5%	16%	7%	15%	12%	13%	8%	15%	11%	15%	10%	8%	6%	10%	16%
Strongly Disagree	3%	6%	1%	2%	2%	4%	3%	3%	4%	3%	3%	1%	5%	0%	0%	11%	9%
Don't Know	8%	24%	18%	10%	11%	6%	8%	7%	5%	4%	6%	3%	6%	8%	10%	5%	8%
Total Agree:	47%	25%	52%	40%	41%	49%	47%	47%	51%	53%	53%	53%	49%	49%	49%	47%	46%
Total Disagree:	14%	11%	6%	18%	9%	19%	15%	16%	12%	18%	15%	15%	15%	8%	6%	22%	24%
Net:	32%	14%	45%	22%	32%	30%	32%	31%	39%	35%	38%	38%	34%	42%	43%	25%	21%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	10%	13%	9%	13%	7%	16%	6%	7%	12%	11%	6%	13%	8%	15%	10%	7%	5%
Agree	36%	35%	37%	38%	36%	40%	33%	33%	37%	38%	39%	35%	40%	34%	36%	36%	39%
Neither Agree nor Disagree	31%	28%	32%	31%	32%	29%	34%	30%	30%	31%	25%	29%	32%	31%	33%	34%	32%
Disagree	11%	16%	10%	9%	10%	6%	14%	16%	10%	14%	15%	8%	12%	12%	11%	12%	10%
Strongly Disagree	3%	4%	4%	2%	2%	1%	4%	5%	3%	2%	5%	3%	2%	3%	3%	2%	6%
Don't Know	8%	5%	7%	7%	14%	9%	8%	9%	8%	5%	10%	12%	6%	5%	8%	10%	8%
Total Agree:	47%	48%	46%	51%	43%	56%	40%	40%	49%	48%	45%	49%	48%	49%	46%	43%	44%
Total Disagree:	14%	20%	14%	11%	12%	7%	18%	21%	13%	16%	20%	11%	14%	14%	14%	14%	16%
Net:	32%	28%	32%	40%	31%	49%	22%	19%	36%	33%	26%	37%	34%	35%	32%	29%	28%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	10%	13%	8%	16%	15%	14%	7%	7%	6%	10%	11%	15%	11%	12%	5%	9%	7%
Agree	36%	35%	38%	34%	37%	39%	39%	35%	34%	39%	34%	41%	38%	34%	33%	32%	35%
Neither Agree nor Disagree	31%	31%	31%	28%	28%	26%	32%	32%	37%	31%	31%	26%	31%	30%	33%	34%	35%
Disagree	11%	12%	11%	8%	9%	11%	12%	14%	14%	12%	11%	9%	10%	10%	17%	12%	10%
Strongly Disagree	3%	3%	3%	3%	2%	2%	2%	5%	3%	3%	3%	1%	3%	6%	2%	5%	4%
Don't Know	8%	6%	10%	11%	10%	9%	7%	7%	6%	6%	11%	8%	7%	8%	10%	9%	9%
Total Agree:	47%	48%	46%	50%	52%	52%	47%	41%	40%	48%	45%	56%	50%	45%	38%	41%	42%
Total Disagree:	14%	16%	13%	11%	11%	13%	15%	20%	17%	15%	14%	10%	13%	16%	20%	17%	14%
Net:	32%	32%	33%	39%	41%	39%	32%	22%	23%	33%	31%	46%	37%	29%	19%	24%	28%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	10%	8%	8%	12%	14%	29%	10%	16%	8%	13%	5%	7%	18%	5%	7%	5%	12%
Agree	36%	36%	36%	38%	41%	22%	37%	34%	36%	39%	36%	35%	40%	36%	27%	37%	45%
Neither Agree nor Disagree	31%	34%	32%	27%	28%	23%	31%	30%	33%	27%	38%	31%	23%	39%	31%	37%	28%
Disagree	11%	10%	10%	12%	12%	11%	12%	5%	13%	12%	7%	17%	8%	13%	16%	4%	8%
Strongly Disagree	3%	3%	4%	4%	1%	3%	3%	4%	4%	2%	2%	4%	2%	1%	7%	2%	2%
Don't Know	8%	9%	8%	6%	5%	12%	8%	11%	7%	7%	12%	5%	8%	6%	12%	14%	6%
Total Agree:	47%	44%	45%	51%	54%	52%	46%	50%	44%	52%	42%	42%	59%	41%	34%	43%	57%
Total Disagree:	14%	13%	14%	17%	13%	14%	15%	9%	17%	14%	9%	21%	10%	14%	23%	6%	10%
Net:	32%	32%	30%	34%	41%	38%	31%	41%	27%	38%	33%	21%	49%	26%	11%	36%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	10%	11%	10%	22%	0%	0%	10%	10%	12%	11%	7%	20%	8%	9%	11%	16%
Agree	36%	38%	35%	78%	0%	0%	37%	32%	39%	39%	31%	37%	28%	37%	39%	42%
Neither Agree nor Disagree	31%	33%	30%	0%	79%	0%	31%	31%	30%	29%	35%	24%	37%	32%	28%	24%
Disagree	11%	10%	13%	0%	0%	79%	11%	15%	9%	13%	7%	14%	9%	11%	14%	12%
Strongly Disagree	3%	3%	3%	0%	0%	21%	3%	4%	2%	3%	4%	1%	2%	3%	4%	3%
Don't Know	8%	5%	9%	0%	21%	0%	9%	7%	8%	5%	15%	4%	17%	8%	5%	2%
Total Agree:	47%	50%	45%	100%	0%	0%	47%	42%	51%	50%	38%	57%	36%	46%	50%	58%
Total Disagree:	14%	13%	16%	0%	0%	100%	14%	20%	11%	16%	11%	15%	11%	14%	17%	16%
Net:	32%	37%	30%	100%	0%	-100%	33%	22%	41%	34%	27%	42%	25%	32%	33%	42%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	4%	3%	1%	2%	4%	5%	3%	3%	4%	4%	2%	5%	5%	5%	5%	9%	8%
Agree	33%	36%	20%	35%	35%	42%	31%	41%	26%	33%	29%	37%	27%	31%	36%	37%	35%
Neither Agree nor Disagree	38%	24%	42%	40%	39%	33%	39%	33%	49%	40%	38%	29%	43%	32%	43%	34%	28%
Disagree	16%	10%	19%	15%	12%	13%	16%	14%	15%	15%	19%	25%	18%	25%	11%	17%	20%
Strongly Disagree	4%	0%	7%	3%	5%	4%	5%	3%	4%	5%	6%	4%	6%	6%	0%	3%	4%
Don't Know	5%	27%	11%	5%	5%	3%	5%	6%	2%	4%	6%	1%	1%	2%	4%	0%	4%
Total Agree:	37%	39%	21%	37%	39%	47%	35%	44%	30%	37%	31%	42%	32%	35%	42%	45%	44%
Total Disagree:	20%	10%	26%	18%	18%	17%	21%	17%	19%	19%	25%	28%	24%	31%	11%	20%	24%
Net:	16%	29%	-5%	19%	21%	31%	13%	27%	11%	18%	6%	13%	8%	4%	30%	25%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	4%	5%	3%	4%	3%	7%	3%	4%	6%	6%	2%	4%	4%	2%	1%	3%	3%
Agree	33%	33%	32%	35%	33%	26%	34%	34%	39%	32%	40%	33%	32%	35%	34%	28%	23%
Neither Agree nor Disagree	38%	38%	37%	38%	38%	37%	41%	36%	34%	36%	40%	36%	43%	36%	36%	43%	39%
Disagree	16%	18%	19%	15%	12%	17%	16%	17%	15%	18%	10%	14%	15%	19%	17%	15%	21%
Strongly Disagree	4%	4%	4%	4%	5%	6%	3%	5%	3%	4%	3%	4%	6%	4%	7%	4%	7%
Don't Know	5%	2%	4%	5%	9%	6%	3%	4%	3%	5%	5%	9%	1%	4%	6%	7%	7%
Total Agree:	37%	38%	35%	39%	36%	34%	37%	38%	45%	38%	42%	37%	36%	37%	34%	31%	26%
Total Disagree:	20%	22%	23%	19%	17%	23%	19%	22%	18%	21%	13%	18%	20%	23%	24%	19%	28%
Net:	16%	16%	12%	20%	19%	11%	18%	16%	27%	16%	29%	19%	15%	14%	10%	12%	-2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	4%	4%	3%	6%	7%	4%	2%	2%	2%	4%	3%	7%	3%	5%	2%	3%	2%
Agree	33%	33%	33%	32%	33%	31%	33%	32%	36%	36%	30%	32%	28%	34%	39%	35%	34%
Neither Agree nor Disagree	38%	36%	39%	31%	33%	36%	42%	38%	44%	37%	38%	33%	42%	37%	35%	39%	39%
Disagree	16%	17%	15%	15%	17%	18%	16%	20%	13%	16%	17%	15%	17%	14%	17%	18%	14%
Strongly Disagree	4%	6%	3%	6%	6%	5%	3%	5%	2%	3%	5%	7%	5%	5%	1%	2%	3%
Don't Know	5%	3%	6%	9%	4%	7%	5%	3%	3%	4%	7%	6%	4%	5%	6%	3%	7%
Total Agree:	37%	37%	37%	39%	40%	34%	35%	34%	38%	40%	33%	39%	31%	39%	41%	38%	36%
Total Disagree:	20%	23%	18%	21%	23%	23%	18%	25%	15%	19%	22%	22%	23%	19%	18%	20%	18%
Net:	16%	14%	19%	18%	18%	11%	17%	9%	23%	21%	11%	17%	9%	20%	23%	18%	19%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	4%	3%	3%	3%	8%	10%	3%	8%	4%	4%	4%	4%	5%	1%	0%	3%	2%
Agree	33%	34%	31%	31%	36%	33%	33%	34%	36%	32%	28%	41%	29%	36%	45%	27%	30%
Neither Agree nor Disagree	38%	42%	38%	36%	31%	46%	38%	33%	40%	38%	37%	38%	35%	42%	37%	38%	39%
Disagree	16%	12%	19%	20%	17%	5%	17%	12%	13%	18%	17%	12%	19%	16%	15%	17%	20%
Strongly Disagree	4%	3%	4%	6%	5%	0%	4%	4%	3%	6%	4%	2%	8%	2%	0%	4%	7%
Don't Know	5%	6%	5%	3%	3%	6%	4%	9%	4%	3%	9%	3%	4%	3%	2%	10%	2%
Total Agree:	37%	37%	34%	34%	44%	43%	36%	42%	40%	35%	33%	45%	34%	37%	45%	31%	32%
Total Disagree:	20%	15%	23%	26%	22%	5%	21%	16%	16%	24%	21%	14%	27%	18%	15%	22%	27%
Net:	16%	22%	11%	8%	22%	38%	15%	26%	23%	12%	12%	31%	7%	19%	30%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	4%	5%	4%	6%	1%	4%	3%	4%	4%	5%	2%	4%	3%	2%	3%	8%
Agree	33%	39%	31%	32%	30%	43%	32%	35%	33%	36%	27%	33%	28%	36%	34%	35%
Neither Agree nor Disagree	38%	36%	39%	35%	42%	33%	38%	39%	36%	37%	42%	28%	38%	42%	37%	34%
Disagree	16%	15%	17%	19%	13%	17%	17%	15%	16%	17%	13%	24%	15%	14%	19%	16%
Strongly Disagree	4%	2%	5%	7%	2%	3%	5%	2%	6%	4%	5%	9%	4%	3%	5%	5%
Don't Know	5%	3%	5%	1%	11%	0%	5%	5%	5%	3%	10%	1%	12%	3%	3%	2%
Total Agree:	37%	44%	35%	38%	32%	47%	36%	39%	37%	41%	30%	37%	31%	38%	37%	43%
Total Disagree:	20%	17%	22%	25%	15%	20%	22%	17%	21%	20%	18%	34%	20%	17%	24%	21%
Net:	16%	27%	13%	13%	17%	27%	14%	22%	16%	20%	12%	3%	11%	21%	14%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	17%	13%	25%	17%	17%	18%	17%	19%	17%	11%	20%	19%	22%	14%	16%	15%	17%
Agree	48%	42%	47%	47%	48%	41%	50%	46%	49%	54%	58%	49%	54%	43%	48%	53%	48%
Neither Agree nor Disagree	21%	24%	12%	25%	21%	26%	21%	18%	24%	21%	11%	22%	12%	28%	26%	18%	22%
Disagree	7%	0%	5%	4%	8%	10%	6%	9%	7%	8%	8%	8%	10%	13%	5%	14%	5%
Strongly Disagree	1%	0%	1%	2%	2%	2%	1%	2%	1%	2%	0%	1%	0%	2%	0%	0%	4%
Don't Know	5%	21%	11%	6%	5%	4%	5%	6%	2%	4%	3%	1%	3%	1%	4%	0%	4%
Total Agree:	65%	54%	71%	63%	65%	59%	67%	65%	66%	65%	78%	68%	76%	57%	64%	68%	65%
Total Disagree:	9%	0%	6%	6%	10%	12%	7%	11%	8%	10%	8%	9%	10%	14%	5%	14%	9%
Net:	56%	54%	65%	57%	54%	47%	60%	54%	58%	54%	70%	59%	66%	42%	59%	55%	56%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	17%	17%	18%	17%	17%	21%	15%	18%	20%	14%	16%	19%	14%	14%	22%	13%	12%
Agree	48%	50%	47%	49%	45%	45%	50%	49%	45%	48%	45%	49%	50%	50%	46%	48%	52%
Neither Agree nor Disagree	21%	20%	21%	21%	22%	19%	24%	22%	24%	21%	27%	13%	20%	23%	17%	21%	20%
Disagree	7%	9%	8%	8%	5%	7%	7%	5%	5%	13%	7%	8%	10%	7%	8%	9%	5%
Strongly Disagree	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%	1%	2%	2%	0%	3%
Don't Know	5%	2%	5%	4%	10%	6%	3%	5%	6%	2%	4%	9%	4%	4%	5%	8%	8%
Total Agree:	65%	67%	66%	66%	61%	66%	65%	67%	65%	62%	61%	68%	64%	65%	68%	61%	64%
Total Disagree:	9%	11%	9%	9%	7%	9%	8%	7%	5%	14%	8%	9%	11%	8%	10%	9%	8%
Net:	56%	56%	57%	57%	55%	57%	57%	60%	59%	48%	53%	59%	53%	56%	58%	52%	56%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	17%	20%	14%	22%	20%	18%	15%	17%	13%	17%	18%	24%	18%	16%	12%	14%	13%
Agree	48%	49%	47%	41%	46%	46%	52%	49%	51%	48%	47%	41%	51%	50%	49%	45%	55%
Neither Agree nor Disagree	21%	19%	24%	18%	21%	22%	21%	22%	24%	23%	19%	18%	20%	18%	26%	28%	18%
Disagree	7%	7%	8%	9%	8%	8%	6%	6%	8%	7%	8%	8%	7%	10%	7%	8%	5%
Strongly Disagree	1%	1%	1%	3%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	0%	3%
Don't Know	5%	4%	6%	7%	5%	6%	5%	4%	3%	4%	7%	7%	3%	5%	5%	6%	7%
Total Agree:	65%	69%	61%	63%	66%	63%	67%	67%	64%	65%	65%	65%	69%	66%	61%	59%	68%
Total Disagree:	9%	8%	9%	12%	8%	9%	7%	8%	10%	9%	9%	10%	8%	11%	8%	8%	7%
Net:	56%	61%	52%	51%	58%	54%	61%	59%	54%	56%	56%	54%	61%	55%	53%	52%	61%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	17%	18%	16%	20%	18%	17%	16%	26%	17%	18%	13%	14%	23%	19%	19%	13%	18%
Agree	48%	46%	46%	49%	52%	51%	49%	40%	49%	49%	46%	50%	45%	52%	45%	46%	51%
Neither Agree nor Disagree	21%	23%	23%	18%	18%	11%	21%	20%	23%	20%	22%	25%	19%	21%	17%	20%	21%
Disagree	7%	5%	10%	8%	7%	11%	8%	5%	7%	8%	9%	8%	7%	5%	12%	8%	8%
Strongly Disagree	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%	2%	1%	0%	1%	1%
Don't Know	5%	7%	3%	3%	4%	6%	5%	6%	3%	4%	10%	3%	4%	3%	6%	12%	2%
Total Agree:	65%	64%	63%	69%	71%	69%	65%	66%	66%	67%	59%	64%	68%	71%	64%	59%	68%
Total Disagree:	9%	6%	11%	10%	8%	14%	9%	7%	8%	9%	10%	9%	9%	6%	12%	9%	9%
Net:	56%	57%	52%	59%	63%	54%	56%	59%	58%	57%	49%	55%	59%	65%	52%	50%	59%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	17%	17%	17%	26%	9%	11%	18%	15%	17%	19%	13%	22%	13%	16%	19%	21%
Agree	48%	45%	49%	49%	46%	49%	47%	47%	49%	51%	41%	46%	43%	53%	49%	47%
Neither Agree nor Disagree	21%	22%	21%	17%	26%	22%	21%	24%	19%	18%	27%	18%	26%	19%	19%	19%
Disagree	7%	11%	6%	7%	6%	13%	7%	8%	8%	8%	6%	10%	4%	7%	9%	10%
Strongly Disagree	1%	2%	1%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Don't Know	5%	3%	5%	1%	12%	1%	5%	6%	5%	2%	12%	2%	12%	3%	3%	2%
Total Agree:	65%	62%	67%	74%	56%	60%	66%	62%	67%	70%	54%	68%	57%	69%	67%	68%
Total Disagree:	9%	13%	8%	8%	7%	16%	9%	9%	9%	9%	7%	12%	6%	8%	10%	11%
Net:	56%	50%	59%	66%	49%	43%	57%	53%	57%	61%	47%	56%	51%	61%	57%	56%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	5%	13%	2%	6%	8%	8%	4%	5%	3%	5%	4%	6%	1%	0%	10%	5%	8%
Agree	23%	23%	25%	23%	21%	25%	23%	27%	16%	28%	15%	31%	19%	22%	22%	37%	27%
Neither Agree nor Disagree	42%	36%	42%	44%	43%	38%	46%	40%	47%	38%	53%	35%	49%	48%	32%	24%	35%
Disagree	19%	7%	15%	19%	19%	22%	19%	16%	25%	20%	17%	24%	23%	15%	27%	31%	20%
Strongly Disagree	4%	3%	3%	3%	4%	3%	4%	7%	6%	4%	6%	2%	5%	8%	3%	0%	5%
Don't Know	6%	18%	13%	6%	6%	4%	5%	6%	4%	5%	5%	2%	3%	8%	8%	3%	4%
Total Agree:	28%	36%	27%	30%	28%	33%	26%	32%	19%	33%	19%	37%	21%	22%	31%	42%	36%
Total Disagree:	24%	10%	18%	21%	22%	25%	23%	22%	31%	24%	23%	26%	28%	22%	29%	31%	25%
Net:	5%	26%	10%	8%	6%	8%	3%	10%	-12%	9%	-3%	11%	-7%	0%	2%	12%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	5%	6%	4%	6%	5%	7%	4%	7%	5%	2%	6%	6%	6%	5%	4%	4%	2%
Agree	23%	23%	21%	26%	24%	23%	22%	20%	22%	25%	26%	24%	19%	25%	26%	26%	15%
Neither Agree nor Disagree	42%	43%	43%	40%	41%	40%	46%	43%	46%	39%	47%	29%	52%	40%	41%	30%	60%
Disagree	19%	21%	21%	19%	16%	18%	19%	21%	21%	20%	12%	25%	15%	19%	19%	26%	18%
Strongly Disagree	4%	3%	5%	4%	4%	4%	4%	4%	1%	6%	5%	6%	4%	5%	4%	6%	1%
Don't Know	6%	3%	7%	5%	10%	8%	6%	4%	6%	7%	5%	10%	4%	5%	6%	8%	4%
Total Agree:	28%	29%	24%	32%	29%	30%	26%	28%	26%	27%	32%	30%	25%	30%	30%	30%	16%
Total Disagree:	24%	24%	26%	23%	20%	22%	23%	25%	22%	26%	16%	31%	19%	25%	23%	33%	20%
Net:	5%	5%	-2%	8%	9%	8%	3%	3%	4%	1%	15%	0%	5%	6%	7%	-3%	-3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	5%	5%	5%	11%	8%	5%	4%	2%	2%	4%	6%	9%	4%	5%	3%	4%	7%
Agree	23%	25%	22%	29%	30%	26%	20%	20%	16%	24%	23%	26%	23%	21%	26%	20%	20%
Neither Agree nor Disagree	42%	40%	44%	31%	37%	42%	46%	45%	48%	43%	40%	37%	42%	46%	43%	42%	44%
Disagree	19%	20%	19%	11%	15%	18%	21%	24%	25%	20%	18%	17%	22%	17%	17%	24%	18%
Strongly Disagree	4%	5%	4%	6%	4%	3%	3%	4%	6%	4%	4%	3%	5%	3%	3%	5%	6%
Don't Know	6%	5%	7%	12%	6%	7%	6%	5%	4%	4%	9%	8%	6%	7%	7%	5%	5%
Total Agree:	28%	30%	27%	40%	38%	31%	24%	22%	18%	28%	29%	35%	26%	27%	29%	24%	27%
Total Disagree:	24%	25%	22%	17%	19%	21%	24%	28%	30%	24%	22%	20%	27%	20%	21%	29%	24%
Net:	5%	5%	4%	23%	19%	10%	0%	-6%	-12%	3%	7%	15%	-1%	6%	8%	-5%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	5%	5%	6%	4%	5%	11%	4%	13%	4%	5%	5%	4%	7%	5%	5%	4%	3%
Agree	23%	26%	21%	24%	26%	29%	23%	26%	20%	27%	24%	19%	30%	28%	14%	22%	23%
Neither Agree nor Disagree	42%	40%	41%	43%	41%	42%	43%	36%	45%	41%	43%	43%	38%	44%	50%	45%	44%
Disagree	19%	19%	22%	20%	19%	6%	20%	11%	23%	19%	12%	27%	13%	17%	23%	13%	22%
Strongly Disagree	4%	3%	4%	5%	4%	3%	4%	4%	5%	3%	5%	5%	6%	2%	4%	3%	5%
Don't Know	6%	7%	7%	4%	4%	9%	6%	9%	3%	5%	12%	3%	6%	5%	4%	13%	3%
Total Agree:	28%	31%	27%	28%	31%	40%	27%	39%	24%	31%	28%	22%	37%	33%	19%	27%	26%
Total Disagree:	24%	22%	26%	25%	23%	9%	24%	16%	28%	22%	17%	31%	19%	19%	27%	16%	27%
Net:	5%	9%	1%	4%	8%	32%	2%	24%	-4%	9%	11%	-9%	18%	14%	-8%	11%	-1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	5%	7%	4%	6%	3%	7%	5%	5%	6%	6%	3%	8%	3%	5%	5%	8%
Agree	23%	24%	24%	26%	18%	28%	25%	21%	22%	25%	20%	24%	20%	24%	24%	26%
Neither Agree nor Disagree	42%	43%	41%	39%	46%	40%	41%	44%	41%	40%	46%	36%	45%	42%	40%	40%
Disagree	19%	19%	19%	21%	17%	19%	18%	22%	18%	22%	14%	22%	14%	21%	22%	20%
Strongly Disagree	4%	3%	4%	5%	3%	3%	5%	2%	5%	4%	3%	8%	3%	3%	5%	5%
Don't Know	6%	4%	6%	2%	12%	2%	6%	7%	7%	3%	14%	2%	14%	5%	3%	2%
Total Agree:	28%	30%	28%	32%	21%	35%	30%	25%	29%	30%	23%	33%	23%	29%	29%	34%
Total Disagree:	24%	23%	24%	27%	20%	22%	23%	24%	23%	26%	17%	29%	17%	24%	28%	25%
Net:	5%	7%	5%	6%	1%	13%	7%	1%	6%	4%	6%	3%	6%	4%	1%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	7%	10%	6%	7%	7%	7%	6%	9%	4%	7%	10%	12%	3%	4%	6%	13%	14%
Agree	30%	15%	27%	31%	30%	33%	30%	31%	29%	31%	26%	34%	39%	25%	25%	30%	27%
Neither Agree nor Disagree	33%	27%	30%	29%	37%	34%	33%	32%	36%	37%	37%	33%	26%	33%	38%	21%	28%
Disagree	16%	21%	12%	15%	11%	16%	19%	14%	17%	17%	17%	12%	28%	21%	24%	22%	15%
Strongly Disagree	3%	0%	2%	6%	4%	2%	3%	3%	5%	1%	1%	4%	0%	9%	0%	6%	4%
Don't Know	11%	28%	23%	13%	12%	9%	8%	11%	9%	8%	10%	4%	4%	9%	7%	7%	12%
Total Agree:	37%	24%	33%	37%	37%	40%	37%	40%	34%	38%	36%	46%	42%	29%	31%	43%	41%
Total Disagree:	19%	21%	14%	21%	15%	17%	22%	17%	22%	17%	18%	16%	28%	30%	24%	28%	19%
Net:	18%	4%	19%	17%	22%	23%	15%	24%	12%	21%	18%	30%	14%	-1%	6%	15%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	7%	8%	8%	9%	4%	11%	8%	7%	9%	6%	8%	7%	4%	5%	5%	2%	8%
Agree	30%	29%	29%	29%	31%	29%	28%	34%	26%	33%	36%	29%	29%	30%	28%	23%	30%
Neither Agree nor Disagree	33%	34%	33%	32%	33%	32%	36%	31%	35%	32%	30%	31%	36%	34%	31%	36%	29%
Disagree	16%	18%	16%	16%	13%	13%	15%	12%	18%	17%	13%	16%	16%	17%	20%	20%	20%
Strongly Disagree	3%	3%	3%	3%	4%	5%	3%	4%	2%	3%	2%	2%	3%	5%	5%	3%	7%
Don't Know	11%	7%	11%	10%	15%	10%	10%	11%	10%	9%	10%	15%	12%	9%	12%	16%	7%
Total Agree:	37%	37%	37%	39%	35%	41%	36%	41%	35%	39%	44%	36%	33%	35%	33%	25%	38%
Total Disagree:	19%	22%	19%	19%	17%	17%	18%	16%	20%	20%	15%	17%	19%	22%	25%	24%	27%
Net:	18%	16%	18%	20%	18%	23%	18%	25%	15%	18%	30%	19%	14%	13%	8%	1%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	7%	9%	5%	13%	12%	9%	2%	5%	3%	7%	8%	14%	6%	6%	4%	6%	7%
Agree	30%	30%	29%	33%	32%	30%	25%	24%	33%	31%	28%	33%	31%	28%	29%	27%	23%
Neither Agree nor Disagree	33%	31%	35%	24%	28%	31%	41%	35%	37%	34%	31%	25%	36%	33%	35%	33%	41%
Disagree	16%	16%	16%	14%	14%	16%	17%	18%	15%	15%	16%	13%	16%	17%	17%	18%	15%
Strongly Disagree	3%	4%	3%	6%	2%	4%	3%	5%	2%	3%	4%	3%	4%	3%	4%	4%	5%
Don't Know	11%	10%	12%	10%	12%	10%	11%	13%	9%	9%	13%	12%	9%	13%	12%	11%	10%
Total Agree:	37%	39%	35%	46%	44%	39%	28%	29%	37%	38%	36%	47%	37%	34%	33%	34%	30%
Total Disagree:	19%	20%	18%	20%	16%	20%	20%	23%	18%	19%	20%	16%	19%	20%	20%	22%	19%
Net:	18%	19%	16%	26%	27%	19%	8%	6%	19%	19%	16%	31%	18%	14%	13%	11%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	7%	6%	5%	8%	11%	15%	6%	15%	6%	8%	6%	5%	11%	4%	0%	5%	6%
Agree	30%	32%	30%	31%	33%	25%	29%	32%	33%	29%	24%	33%	30%	24%	25%	24%	33%
Neither Agree nor Disagree	33%	36%	34%	30%	30%	19%	34%	22%	35%	31%	38%	35%	27%	40%	46%	37%	30%
Disagree	16%	13%	18%	19%	13%	20%	16%	12%	14%	19%	12%	15%	18%	22%	13%	14%	19%
Strongly Disagree	3%	3%	3%	4%	5%	0%	3%	5%	3%	4%	3%	3%	4%	2%	2%	3%	4%
Don't Know	11%	12%	10%	9%	8%	20%	10%	14%	9%	10%	17%	9%	10%	7%	13%	18%	8%
Total Agree:	37%	37%	36%	39%	44%	41%	36%	47%	39%	37%	29%	38%	41%	29%	25%	29%	39%
Total Disagree:	19%	16%	21%	23%	18%	20%	20%	17%	17%	22%	15%	18%	22%	24%	15%	16%	23%
Net:	18%	22%	15%	16%	27%	21%	16%	30%	22%	14%	14%	20%	20%	5%	10%	13%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	7%	10%	6%	12%	3%	5%	7%	7%	7%	9%	5%	5%	3%	7%	7%	12%
Agree	30%	31%	29%	35%	25%	27%	29%	28%	32%	35%	22%	21%	23%	31%	32%	34%
Neither Agree nor Disagree	33%	32%	34%	28%	39%	31%	33%	35%	31%	32%	37%	28%	38%	33%	32%	28%
Disagree	16%	15%	16%	16%	13%	24%	15%	17%	16%	15%	14%	32%	12%	15%	18%	19%
Strongly Disagree	3%	4%	3%	4%	2%	6%	5%	2%	2%	2%	4%	10%	3%	3%	4%	4%
Don't Know	11%	8%	11%	6%	18%	7%	11%	10%	12%	8%	19%	4%	21%	12%	6%	4%
Total Agree:	37%	41%	35%	46%	28%	32%	36%	35%	40%	44%	27%	26%	26%	38%	40%	46%
Total Disagree:	19%	19%	20%	20%	14%	30%	20%	19%	18%	17%	18%	41%	15%	17%	22%	23%
Net:	18%	22%	16%	26%	13%	2%	16%	16%	21%	26%	9%	-15%	11%	21%	18%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(14.A) To what extent do you agree or disagree with the following statements:: If I had the opportunity, I would want to start my own business

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	12%	18%	11%	14%	11%	14%	8%	13%	9%	18%	14%	11%	17%	12%	20%	11%	20%
Agree	24%	22%	17%	25%	15%	23%	28%	23%	24%	22%	31%	27%	22%	39%	13%	41%	28%
Neither Agree nor Disagree	18%	19%	18%	12%	18%	16%	16%	19%	22%	27%	18%	20%	19%	9%	22%	23%	18%
Disagree	18%	12%	12%	15%	20%	22%	23%	18%	14%	12%	15%	22%	23%	21%	20%	8%	18%
Strongly Disagree	23%	15%	31%	30%	32%	22%	21%	24%	29%	18%	18%	18%	16%	17%	21%	15%	12%
Don't Know	4%	15%	11%	3%	3%	3%	4%	4%	2%	4%	4%	2%	4%	1%	4%	3%	4%
Total Agree:	36%	39%	29%	39%	26%	37%	36%	35%	33%	40%	45%	39%	39%	51%	33%	52%	48%
Total Disagree:	41%	27%	43%	46%	53%	44%	44%	42%	43%	30%	33%	40%	38%	38%	41%	23%	30%
Net:	-5%	12%	-14%	-7%	-26%	-7%	-8%	-7%	-10%	10%	12%	-1%	0%	13%	-8%	28%	18%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(14.B) To what extent do you agree or disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	12%	14%	11%	16%	9%	17%	9%	18%	9%	13%	12%	11%	9%	16%	12%	6%	4%
Agree	24%	28%	24%	25%	20%	32%	21%	20%	23%	30%	32%	18%	15%	23%	25%	13%	25%
Neither Agree nor Disagree	18%	17%	20%	18%	18%	19%	20%	14%	24%	17%	11%	15%	33%	17%	20%	21%	13%
Disagree	18%	18%	20%	16%	19%	15%	20%	18%	18%	16%	17%	20%	22%	17%	19%	27%	21%
Strongly Disagree	23%	21%	22%	21%	29%	12%	26%	27%	22%	24%	23%	29%	20%	25%	20%	27%	30%
Don't Know	4%	3%	3%	4%	6%	6%	3%	4%	3%	2%	5%	7%	1%	2%	4%	7%	8%
Total Agree:	36%	41%	35%	41%	29%	49%	31%	37%	32%	43%	44%	29%	24%	39%	37%	19%	28%
Total Disagree:	41%	39%	42%	37%	47%	27%	47%	45%	40%	39%	40%	49%	42%	42%	38%	53%	51%
Net:	-5%	2%	-7%	5%	-19%	23%	-16%	-8%	-8%	4%	4%	-20%	-19%	-2%	-1%	-34%	-23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(14.C) To what extent do you agree or disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	12%	13%	12%	25%	20%	13%	11%	6%	3%	10%	15%	19%	12%	12%	9%	8%	11%
Agree	24%	25%	23%	34%	32%	35%	23%	15%	9%	22%	27%	32%	21%	23%	21%	21%	26%
Neither Agree nor Disagree	18%	20%	17%	17%	20%	21%	23%	17%	13%	19%	18%	19%	20%	16%	18%	18%	19%
Disagree	18%	18%	19%	12%	13%	13%	20%	21%	28%	20%	16%	14%	19%	19%	20%	21%	16%
Strongly Disagree	23%	20%	25%	5%	11%	13%	19%	37%	45%	27%	18%	10%	25%	25%	27%	30%	22%
Don't Know	4%	4%	4%	7%	4%	5%	4%	3%	2%	3%	6%	5%	3%	5%	4%	2%	6%
Total Agree:	36%	38%	35%	59%	51%	48%	34%	21%	12%	32%	42%	52%	33%	35%	31%	29%	37%
Total Disagree:	41%	38%	44%	17%	25%	26%	39%	58%	73%	47%	34%	25%	44%	43%	47%	52%	38%
Net:	-5%	0%	-9%	42%	26%	21%	-4%	-37%	-61%	-15%	8%	27%	-11%	-8%	-17%	-23%	-1%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(14.D) To what extent do you agree or disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	12%	9%	14%	13%	15%	14%	11%	26%	10%	12%	16%	10%	16%	10%	7%	12%	13%
Agree	24%	20%	24%	27%	31%	36%	23%	36%	23%	25%	24%	22%	27%	19%	26%	27%	25%
Neither Agree nor Disagree	18%	16%	21%	20%	18%	14%	19%	16%	17%	18%	21%	19%	18%	18%	16%	19%	22%
Disagree	18%	21%	19%	16%	19%	9%	19%	10%	21%	17%	16%	23%	16%	14%	13%	15%	15%
Strongly Disagree	23%	28%	18%	22%	14%	22%	25%	6%	26%	24%	18%	24%	20%	34%	35%	20%	24%
Don't Know	4%	6%	4%	3%	2%	6%	4%	6%	3%	4%	6%	2%	4%	5%	2%	7%	2%
Total Agree:	36%	29%	38%	40%	46%	50%	33%	62%	33%	37%	39%	32%	42%	30%	34%	39%	38%
Total Disagree:	41%	50%	37%	37%	33%	30%	44%	16%	47%	41%	34%	47%	36%	48%	48%	35%	39%
Net:	-5%	-21%	1%	3%	13%	19%	-11%	46%	-14%	-4%	6%	-15%	6%	-19%	-14%	4%	-2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(14.E) To what extent do you agree or disagree with the following statements:: If I had the opportunity, I would want to start my own business

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	12%	14%	12%	15%	9%	13%	11%	15%	12%	14%	9%	14%	7%	14%	13%	17%
Agree	24%	28%	22%	29%	19%	21%	24%	21%	26%	26%	20%	25%	16%	23%	26%	33%
Neither Agree nor Disagree	18%	20%	18%	18%	21%	14%	19%	17%	19%	15%	24%	18%	17%	17%	20%	19%
Disagree	18%	16%	19%	16%	18%	25%	18%	21%	15%	19%	17%	20%	21%	19%	18%	15%
Strongly Disagree	23%	21%	24%	21%	25%	25%	24%	22%	22%	24%	20%	22%	29%	25%	22%	14%
Don't Know	4%	2%	5%	1%	8%	2%	3%	4%	5%	2%	9%	1%	9%	3%	2%	2%
Total Agree:	36%	42%	34%	44%	28%	34%	35%	36%	38%	40%	29%	39%	23%	37%	39%	50%
Total Disagree:	41%	37%	43%	37%	43%	49%	42%	43%	38%	43%	38%	42%	50%	43%	40%	28%
Net:	-5%	5%	-9%	7%	-15%	-15%	-7%	-7%	1%	-3%	-9%	-3%	-27%	-7%	-1%	22%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
Total		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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
2	5%	2%	3%	7%	4%	4%	2%	7%	4%	6%	0%	9%	5%	5%	12%	8%	6%
1	22%	22%	18%	21%	19%	23%	23%	26%	16%	27%	25%	24%	23%	14%	21%	29%	27%
0	44%	45%	39%	42%	43%	45%	45%	37%	53%	37%	43%	39%	41%	50%	39%	44%	40%
-1	24%	25%	26%	25%	27%	22%	26%	23%	22%	27%	21%	20%	27%	26%	28%	14%	17%
-2	6%	7%	13%	5%	7%	5%	4%	7%	5%	3%	11%	8%	4%	5%	0%	6%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
2	5%	5%	5%	4%	5%	5%	4%	7%	6%	5%	3%	5%	6%	5%	2%	3%	5%
1	22%	23%	24%	21%	19%	19%	23%	17%	18%	26%	27%	19%	25%	29%	21%	15%	23%
0	44%	45%	43%	41%	45%	42%	46%	42%	47%	40%	46%	42%	46%	40%	42%	52%	37%
-1	24%	21%	23%	27%	24%	25%	22%	29%	22%	24%	18%	28%	18%	19%	28%	28%	25%
-2	6%	5%	6%	7%	7%	8%	5%	6%	7%	5%	6%	5%	4%	7%	8%	2%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(15.C) Which of the following is closer to your view:: Businesses are solving the biggest challenges facing us — Businesses are causing the biggest challenges facing us

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
2	5%	6%	4%	5%	5%	4%	4%	5%	5%	5%	4%	7%	4%	4%	3%	5%	4%
1	22%	21%	23%	22%	25%	23%	19%	20%	22%	22%	21%	23%	20%	23%	24%	18%	26%
0	44%	43%	44%	33%	36%	40%	49%	45%	53%	45%	42%	36%	44%	42%	49%	54%	34%
-1	24%	23%	24%	31%	28%	25%	22%	23%	17%	21%	27%	27%	25%	25%	19%	18%	28%
-2	6%	7%	5%	9%	6%	7%	6%	7%	4%	6%	6%	7%	8%	5%	5%	4%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(15.D) Which of the following is closer to your view:: Businesses are solving the biggest challenges facing us — Businesses are causing the biggest challenges facing us

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
2	5%	4%	3%	5%	8%	6%	4%	8%	5%	5%	2%	6%	5%	2%	0%	3%	3%
1	22%	19%	21%	23%	26%	26%	22%	21%	22%	22%	19%	24%	20%	29%	22%	15%	21%
0	44%	46%	43%	44%	33%	37%	44%	40%	46%	41%	46%	47%	39%	40%	39%	50%	39%
-1	24%	24%	25%	22%	28%	21%	24%	25%	21%	25%	26%	19%	27%	23%	32%	28%	27%
-2	6%	6%	7%	7%	6%	10%	6%	6%	6%	6%	6%	4%	9%	7%	7%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(15.E) Which of the following is closer to your view:: Businesses are solving the biggest challenges facing us — Businesses are causing the biggest challenges facing us

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
2	5%	6%	4%	5%	4%	4%	5%	5%	4%	5%	4%	4%	4%	3%	4%	7%
1	22%	26%	21%	21%	19%	33%	22%	26%	18%	23%	18%	25%	18%	24%	22%	25%
0	44%	39%	45%	36%	54%	40%	45%	44%	40%	40%	51%	36%	52%	39%	43%	38%
-1	24%	24%	24%	29%	20%	19%	22%	21%	30%	25%	21%	23%	20%	28%	25%	21%
-2	6%	6%	6%	9%	3%	4%	7%	4%	8%	6%	5%	12%	6%	5%	6%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
2	14%	12%	23%	13%	13%	10%	13%	13%	19%	9%	16%	18%	21%	11%	8%	8%	17%
1	37%	22%	38%	36%	43%	34%	41%	39%	36%	37%	42%	29%	29%	30%	42%	43%	36%
0	31%	51%	27%	33%	26%	32%	31%	29%	30%	37%	28%	27%	26%	34%	47%	31%	29%
-1	16%	12%	10%	16%	14%	19%	14%	14%	14%	15%	14%	22%	23%	22%	3%	16%	15%
-2	3%	3%	2%	2%	4%	5%	2%	5%	1%	3%	0%	4%	1%	3%	0%	2%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
2	14%	14%	13%	17%	13%	14%	15%	16%	12%	11%	10%	19%	9%	15%	16%	8%	26%
1	37%	34%	40%	37%	35%	35%	34%	36%	36%	40%	37%	36%	41%	37%	39%	40%	30%
0	31%	35%	29%	25%	34%	30%	34%	30%	32%	25%	31%	30%	30%	32%	33%	35%	28%
-1	16%	15%	15%	17%	15%	17%	15%	15%	17%	21%	19%	12%	14%	15%	11%	16%	15%
-2	3%	3%	2%	4%	3%	4%	2%	4%	3%	3%	3%	4%	6%	2%	1%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
2	14%	16%	12%	15%	13%	12%	15%	16%	13%	13%	15%	17%	15%	15%	10%	15%	6%
1	37%	35%	38%	29%	35%	36%	38%	40%	40%	38%	35%	35%	40%	34%	35%	36%	39%
0	31%	31%	31%	26%	28%	33%	34%	31%	33%	30%	32%	28%	30%	28%	36%	33%	35%
-1	16%	16%	15%	22%	19%	18%	12%	12%	12%	16%	15%	16%	14%	20%	16%	13%	16%
-2	3%	2%	4%	8%	4%	2%	1%	1%	2%	3%	2%	4%	2%	3%	4%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
2	14%	14%	15%	14%	13%	8%	14%	15%	13%	16%	11%	10%	19%	13%	14%	14%	18%
1	37%	37%	35%	36%	33%	29%	38%	28%	37%	37%	37%	37%	36%	39%	44%	33%	38%
0	31%	32%	27%	32%	31%	48%	31%	31%	33%	30%	31%	34%	27%	31%	22%	33%	29%
-1	16%	14%	19%	16%	20%	6%	15%	21%	15%	15%	19%	17%	14%	15%	18%	18%	13%
-2	3%	2%	4%	2%	3%	9%	3%	5%	3%	3%	2%	2%	4%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
2	14%	12%	15%	17%	12%	9%	15%	11%	15%	14%	13%	19%	13%	12%	13%	20%
1	37%	35%	37%	39%	34%	34%	36%	35%	38%	39%	30%	39%	32%	42%	42%	28%
0	31%	28%	32%	25%	38%	33%	30%	35%	30%	26%	42%	24%	39%	29%	25%	32%
-1	16%	21%	13%	15%	14%	22%	16%	15%	14%	17%	13%	15%	12%	15%	18%	18%
-2	3%	4%	3%	4%	2%	2%	3%	3%	3%	3%	2%	2%	4%	3%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(17.A) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
2	10%	10%	10%	7%	12%	11%	10%	6%	11%	13%	9%	13%	16%	6%	14%	7%	10%
1	32%	36%	33%	33%	29%	31%	32%	36%	28%	36%	40%	34%	29%	30%	44%	35%	32%
0	42%	41%	45%	43%	44%	42%	43%	41%	50%	42%	35%	39%	43%	40%	35%	47%	38%
-1	11%	10%	5%	15%	13%	13%	12%	11%	9%	8%	13%	8%	9%	21%	7%	5%	15%
-2	4%	3%	8%	3%	2%	4%	3%	6%	2%	1%	2%	6%	3%	3%	0%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(17.B) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
2	10%	10%	12%	10%	9%	11%	11%	11%	7%	10%	9%	10%	11%	13%	6%	8%	11%
1	32%	34%	38%	29%	29%	29%	30%	29%	33%	38%	40%	32%	31%	35%	30%	31%	36%
0	42%	42%	37%	46%	45%	44%	45%	43%	46%	38%	35%	45%	39%	42%	47%	44%	33%
-1	11%	10%	12%	11%	13%	12%	11%	13%	10%	11%	11%	11%	15%	7%	14%	15%	12%
-2	4%	4%	2%	4%	4%	5%	2%	4%	4%	4%	5%	3%	4%	3%	3%	2%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(17.C) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Gender		Age					Children		Area							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
2	10%	12%	9%	15%	12%	10%	9%	8%	8%	9%	11%	12%	10%	10%	9%	10%	6%
1	32%	33%	31%	41%	30%	32%	29%	29%	33%	33%	32%	32%	33%	34%	32%	31%	34%
0	42%	42%	44%	24%	36%	46%	51%	49%	46%	43%	42%	38%	42%	42%	46%	45%	45%
-1	11%	10%	13%	14%	17%	8%	8%	11%	11%	12%	11%	13%	12%	10%	11%	11%	9%
-2	4%	3%	4%	6%	4%	3%	3%	3%	3%	3%	4%	5%	3%	3%	3%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(17.D) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
2	10%	8%	11%	10%	15%	8%	10%	10%	9%	11%	10%	9%	12%	6%	2%	11%	11%
1	32%	33%	30%	36%	34%	38%	33%	31%	30%	35%	29%	30%	37%	37%	26%	27%	38%
0	42%	44%	45%	40%	35%	37%	44%	34%	45%	40%	49%	47%	33%	47%	48%	49%	39%
-1	11%	12%	11%	10%	15%	9%	11%	18%	12%	11%	9%	11%	14%	8%	20%	9%	9%
-2	4%	3%	3%	4%	2%	8%	3%	6%	4%	3%	3%	3%	4%	2%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(17.E) Which of the following is closer to your view:: Businesses that are more digital are better for the planet — Businesses that are less digital are better for the planet

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
2	10%	10%	11%	12%	7%	10%	11%	7%	11%	11%	8%	9%	6%	11%	10%	16%
1	32%	33%	32%	36%	28%	34%	32%	32%	33%	35%	27%	34%	23%	39%	35%	34%
0	42%	38%	45%	36%	51%	41%	42%	46%	41%	40%	49%	34%	56%	35%	41%	36%
-1	11%	14%	10%	11%	12%	11%	12%	10%	12%	11%	12%	15%	10%	13%	12%	11%
-2	4%	5%	3%	4%	3%	5%	4%	4%	3%	3%	4%	8%	5%	2%	3%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
2	14%	4%	21%	13%	13%	11%	11%	15%	16%	16%	20%	19%	8%	6%	19%	19%	17%
1	36%	33%	29%	29%	38%	35%	40%	34%	36%	40%	39%	38%	36%	46%	49%	42%	40%
0	32%	37%	30%	39%	35%	33%	31%	28%	34%	23%	29%	28%	34%	29%	29%	18%	22%
-1	15%	18%	15%	14%	13%	18%	14%	19%	13%	19%	12%	13%	14%	17%	0%	22%	16%
-2	3%	8%	5%	5%	2%	3%	3%	4%	1%	1%	1%	3%	7%	3%	3%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
2	14%	16%	14%	16%	12%	16%	12%	13%	15%	16%	10%	15%	11%	16%	20%	9%	18%
1	36%	40%	38%	35%	31%	35%	40%	34%	31%	34%	36%	40%	32%	36%	36%	42%	39%
0	32%	28%	30%	32%	37%	29%	33%	33%	39%	33%	31%	26%	34%	30%	30%	38%	25%
-1	15%	13%	15%	13%	17%	14%	13%	17%	13%	13%	20%	18%	20%	15%	13%	7%	15%
-2	3%	3%	3%	4%	3%	6%	2%	3%	2%	4%	3%	1%	3%	3%	1%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(18.C) Which of the following is closer to your view:: Businesses have more influence over our government than they did in the past — Businesses have less influence over our government than they did in the pas

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
2	14%	16%	13%	12%	15%	18%	14%	13%	13%	13%	16%	17%	15%	15%	12%	12%	13%
1	36%	40%	33%	35%	30%	38%	38%	39%	37%	36%	37%	33%	37%	39%	33%	40%	41%
0	32%	27%	37%	24%	32%	29%	34%	34%	36%	33%	31%	29%	31%	32%	36%	32%	31%
-1	15%	15%	15%	21%	21%	13%	11%	12%	13%	16%	14%	17%	15%	12%	16%	14%	10%
-2	3%	3%	3%	9%	2%	2%	2%	2%	2%	3%	3%	4%	2%	3%	2%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(18.D) Which of the following is closer to your view:: Businesses have more influence over our government than they did in the past — Businesses have less influence over our government than they did in the pas

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
2	14%	11%	14%	18%	15%	16%	14%	13%	13%	17%	10%	8%	20%	15%	19%	14%	20%
1	36%	34%	36%	36%	42%	22%	37%	31%	37%	36%	35%	38%	33%	45%	42%	31%	36%
0	32%	34%	31%	31%	26%	23%	32%	33%	32%	29%	41%	34%	27%	26%	34%	40%	29%
-1	15%	18%	17%	13%	14%	24%	15%	17%	15%	15%	12%	17%	16%	12%	5%	12%	14%
-2	3%	3%	3%	2%	2%	14%	3%	6%	3%	3%	3%	3%	4%	2%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(18.E) Which of the following is closer to your view:: Businesses have more influence over our government than they did in the past — Businesses have less influence over our government than they did in the pas

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
2	14%	14%	15%	19%	10%	11%	14%	13%	17%	15%	11%	23%	8%	13%	17%	20%
1	36%	35%	37%	40%	33%	31%	36%	35%	37%	40%	30%	34%	28%	39%	41%	36%
0	32%	31%	31%	23%	42%	32%	31%	32%	32%	27%	43%	22%	44%	31%	25%	27%
-1	15%	17%	14%	14%	13%	22%	16%	16%	12%	16%	13%	16%	16%	15%	14%	13%
-2	3%	4%	3%	4%	2%	3%	3%	4%	3%	2%	3%	5%	4%	2%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(19.A) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
2	22%	23%	24%	21%	25%	21%	20%	24%	23%	18%	22%	21%	32%	24%	20%	17%	16%
1	43%	52%	35%	44%	48%	36%	47%	46%	47%	45%	40%	44%	40%	37%	52%	50%	45%
0	21%	12%	22%	23%	18%	24%	21%	15%	19%	17%	26%	16%	18%	29%	16%	19%	20%
-1	11%	7%	14%	10%	7%	16%	10%	13%	6%	17%	12%	16%	8%	6%	3%	8%	17%
-2	3%	7%	5%	1%	2%	3%	3%	2%	5%	4%	0%	4%	2%	3%	8%	6%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(19.B) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
2	22%	20%	23%	21%	22%	19%	23%	22%	21%	23%	22%	24%	23%	20%	22%	20%	29%
1	43%	45%	42%	43%	43%	36%	46%	42%	50%	44%	45%	43%	48%	44%	42%	44%	34%
0	21%	20%	20%	22%	20%	28%	20%	20%	20%	16%	16%	16%	17%	22%	23%	26%	14%
-1	11%	11%	10%	13%	11%	14%	8%	13%	5%	16%	15%	15%	10%	9%	9%	7%	17%
-2	3%	3%	4%	2%	3%	3%	3%	3%	4%	1%	2%	3%	2%	5%	4%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(19.C) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
2	22%	23%	20%	21%	18%	16%	21%	27%	27%	22%	21%	18%	21%	26%	19%	28%	24%
1	43%	40%	47%	37%	39%	44%	48%	45%	46%	45%	42%	36%	46%	39%	49%	47%	42%
0	21%	21%	20%	19%	25%	25%	21%	16%	17%	19%	22%	26%	20%	18%	20%	17%	20%
-1	11%	12%	11%	16%	15%	11%	9%	11%	8%	11%	12%	16%	10%	13%	9%	6%	11%
-2	3%	4%	2%	8%	4%	3%	2%	2%	1%	3%	4%	4%	3%	4%	3%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(19.D) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
2	22%	23%	21%	23%	16%	16%	22%	21%	23%	22%	16%	23%	23%	20%	18%	21%	18%
1	43%	44%	44%	41%	41%	33%	45%	33%	46%	43%	43%	49%	39%	48%	47%	37%	47%
0	21%	20%	19%	21%	24%	24%	20%	24%	19%	21%	25%	16%	21%	19%	12%	27%	19%
-1	11%	10%	12%	11%	14%	21%	11%	16%	10%	12%	12%	10%	14%	9%	11%	9%	13%
-2	3%	2%	4%	4%	5%	5%	3%	5%	2%	3%	4%	1%	3%	4%	12%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(19.E) Which of the following is closer to your view:: Businesses only succeed if they offer what customers want to pay for — Businesses can succeed even if they fail to offer what customers want to pay for

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
2	22%	20%	23%	21%	19%	31%	22%	23%	20%	26%	15%	20%	16%	22%	25%	23%
1	43%	43%	44%	44%	42%	44%	44%	43%	43%	47%	38%	35%	39%	48%	46%	38%
0	21%	19%	20%	18%	27%	11%	20%	22%	20%	14%	33%	26%	32%	17%	13%	21%
-1	11%	15%	10%	13%	9%	11%	10%	10%	15%	11%	12%	14%	9%	11%	11%	14%
-2	3%	3%	3%	4%	2%	3%	4%	3%	3%	3%	3%	6%	4%	2%	3%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Whether it will increase the amount of money the business makes	54%	42%	49%	52%	47%	56%	59%	54%	60%	60%	58%	56%	58%	64%	45%	52%	48%
Whether it will increase the business's ability to operate for a long time into the future	49%	45%	46%	46%	48%	50%	44%	51%	57%	48%	46%	50%	61%	51%	45%	48%	46%
Whether it will reduce the number of employees the business requires	25%	17%	28%	25%	24%	22%	23%	33%	24%	25%	27%	28%	37%	26%	16%	15%	20%
Whether it will benefit the world generally	25%	18%	23%	26%	28%	23%	23%	26%	22%	34%	28%	26%	16%	21%	15%	26%	20%
Whether it benefits the people who buy products or services from the business	34%	22%	24%	33%	38%	39%	32%	34%	45%	38%	29%	33%	27%	45%	34%	33%	44%
Whether it makes the company appear more politically correct	21%	18%	21%	19%	19%	23%	22%	22%	19%	18%	26%	29%	21%	11%	19%	28%	32%
Whether it promotes virtues like tolerance and diversity among their staff and customers	22%	24%	20%	21%	19%	22%	23%	22%	22%	24%	27%	18%	20%	24%	26%	27%	24%
None of the above	3%	10%	4%	5%	4%	2%	2%	3%	1%	3%	3%	3%	4%	1%	0%	0%	2%
Don't know	10%	18%	19%	10%	11%	12%	10%	8%	6%	4%	7%	3%	4%	7%	17%	10%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Whether it will increase the amount of money the business makes	54%	59%	58%	52%	45%	48%	56%	64%	51%	62%	51%	54%	56%	51%	52%	53%	62%
Whether it will increase the business's ability to operate for a long time into the future	49%	55%	53%	48%	40%	42%	51%	49%	54%	49%	52%	42%	56%	51%	49%	53%	43%
Whether it will reduce the number of employees the business requires	25%	26%	26%	23%	25%	25%	24%	28%	31%	26%	22%	22%	30%	24%	24%	16%	31%
Whether it will benefit the world generally	25%	24%	24%	26%	25%	27%	22%	20%	29%	24%	25%	24%	28%	26%	25%	24%	16%
Whether it benefits the people who buy products or services from the business	34%	37%	34%	33%	33%	29%	38%	39%	30%	34%	35%	32%	32%	42%	31%	37%	28%
Whether it makes the company appear more politically correct	21%	23%	22%	20%	20%	25%	25%	22%	17%	22%	19%	24%	19%	18%	17%	22%	25%
Whether it promotes virtues like tolerance and diversity among their staff and customers	22%	23%	19%	25%	22%	24%	21%	19%	20%	22%	31%	20%	24%	22%	23%	19%	18%
None of the above	3%	2%	2%	3%	4%	2%	2%	3%	1%	4%	1%	4%	3%	2%	4%	5%	11%
Don't know	10%	5%	8%	10%	17%	14%	8%	6%	12%	8%	9%	14%	5%	9%	11%	13%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Whether it will increase the amount of money the business makes	54%	54%	54%	44%	51%	51%	54%	60%	61%	55%	53%	48%	56%	57%	54%	59%	46%
Whether it will increase the business's ability to operate for a long time into the future	49%	48%	50%	43%	45%	42%	48%	54%	60%	52%	46%	41%	48%	48%	53%	59%	48%
Whether it will reduce the number of employees the business requires	25%	26%	24%	22%	22%	20%	27%	26%	31%	26%	24%	25%	24%	26%	26%	28%	24%
Whether it will benefit the world generally	25%	25%	25%	32%	32%	26%	20%	21%	19%	24%	25%	29%	24%	20%	23%	22%	29%
Whether it benefits the people who buy products or services from the business	34%	33%	36%	37%	35%	31%	36%	32%	35%	37%	32%	34%	35%	31%	36%	36%	32%
Whether it makes the company appear more politically correct	21%	24%	19%	21%	22%	21%	23%	21%	20%	21%	22%	21%	22%	19%	19%	21%	31%
Whether it promotes virtues like tolerance and diversity among their staff and customers	22%	21%	23%	25%	25%	21%	20%	21%	21%	24%	20%	23%	22%	21%	20%	26%	22%
None of the above	3%	3%	2%	4%	1%	5%	2%	3%	3%	2%	4%	3%	3%	2%	2%	2%	5%
Don't know	10%	8%	11%	12%	10%	11%	12%	7%	7%	8%	13%	12%	8%	13%	13%	4%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Whether it will increase the amount of money the business makes	54%	49%	56%	53%	59%	52%	56%	39%	56%	56%	44%	59%	53%	56%	46%	43%	55%
Whether it will increase the business's ability to operate for a long time into the future	49%	49%	48%	50%	49%	46%	50%	40%	51%	50%	40%	57%	44%	49%	59%	40%	53%
Whether it will reduce the number of employees the business requires	25%	23%	26%	26%	24%	20%	26%	20%	27%	26%	20%	26%	26%	24%	33%	19%	23%
Whether it will benefit the world generally	25%	27%	23%	25%	25%	31%	24%	31%	24%	25%	24%	22%	30%	22%	23%	21%	34%
Whether it benefits the people who buy products or services from the business	34%	34%	32%	36%	39%	25%	35%	33%	36%	34%	33%	39%	33%	33%	34%	32%	34%
Whether it makes the company appear more politically correct	21%	20%	18%	23%	27%	11%	22%	20%	22%	22%	19%	21%	23%	26%	16%	17%	22%
Whether it promotes virtues like tolerance and diversity among their staff and customers	22%	22%	22%	23%	22%	25%	22%	25%	21%	24%	22%	20%	26%	26%	19%	19%	27%
None of the above	3%	2%	3%	2%	1%	12%	3%	3%	2%	3%	5%	2%	2%	1%	0%	8%	1%
Don't know	10%	12%	11%	8%	6%	9%	9%	18%	9%	7%	18%	7%	8%	8%	12%	19%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Whether it will increase the amount of money the business makes	54%	53%	55%	55%	49%	63%	57%	56%	48%	59%	43%	57%	44%	59%	60%	52%
Whether it will increase the business's ability to operate for a long time into the future	49%	51%	49%	48%	46%	58%	49%	55%	44%	53%	40%	52%	42%	52%	55%	47%
Whether it will reduce the number of employees the business requires	25%	23%	26%	27%	22%	26%	26%	27%	22%	27%	21%	26%	22%	26%	27%	24%
Whether it will benefit the world generally	25%	28%	23%	30%	19%	21%	23%	19%	33%	25%	22%	31%	17%	25%	26%	31%
Whether it benefits the people who buy products or services from the business	34%	36%	34%	36%	30%	42%	35%	36%	31%	38%	29%	33%	31%	36%	36%	36%
Whether it makes the company appear more politically correct	21%	23%	21%	24%	18%	21%	21%	23%	21%	23%	17%	29%	15%	23%	25%	23%
Whether it promotes virtues like tolerance and diversity among their staff and customers	22%	29%	19%	25%	18%	23%	22%	19%	26%	23%	20%	23%	17%	22%	21%	30%
None of the above	3%	3%	3%	2%	4%	1%	3%	3%	2%	2%	5%	2%	7%	2%	1%	2%
Don't know	10%	7%	10%	5%	17%	5%	9%	9%	12%	5%	20%	3%	21%	7%	6%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Whether it will increase the amount of money the business makes	26%	31%	18%	23%	20%	33%	24%	23%	29%	26%	34%	28%	23%	23%	24%	37%	37%
Whether it will increase the business's ability to operate for a long time into the future	40%	30%	31%	44%	43%	43%	35%	43%	43%	40%	43%	41%	46%	44%	42%	52%	41%
Whether it will reduce the number of employees the business requires	12%	9%	12%	11%	10%	13%	14%	14%	9%	15%	9%	10%	13%	12%	3%	18%	15%
Whether it will benefit the world generally	48%	29%	46%	45%	51%	40%	46%	46%	59%	53%	48%	53%	51%	55%	48%	37%	44%
Whether it benefits the people who buy products or services from the business	56%	38%	47%	57%	58%	59%	55%	54%	66%	54%	51%	55%	63%	63%	55%	53%	57%
Whether it makes the company appear more politically correct	10%	10%	12%	8%	8%	10%	11%	13%	10%	10%	15%	11%	8%	9%	5%	9%	8%
Whether it promotes virtues like tolerance and diversity among their staff and customers	39%	36%	38%	37%	42%	35%	40%	41%	35%	35%	36%	47%	48%	38%	43%	32%	36%
None of the above	2%	10%	6%	5%	4%	1%	3%	2%	1%	3%	1%	1%	1%	1%	0%	2%	2%
Don't know	9%	19%	18%	10%	8%	10%	8%	10%	5%	6%	9%	4%	4%	7%	16%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Whether it will increase the amount of money the business makes	26%	28%	23%	29%	23%	26%	28%	29%	24%	23%	30%	24%	27%	23%	23%	26%	23%
Whether it will increase the business's ability to operate for a long time into the future	40%	46%	39%	40%	36%	36%	42%	44%	43%	41%	37%	36%	52%	44%	35%	40%	43%
Whether it will reduce the number of employees the business requires	12%	11%	12%	12%	11%	14%	11%	11%	12%	11%	13%	7%	14%	12%	13%	9%	6%
Whether it will benefit the world generally	48%	53%	49%	46%	43%	49%	52%	47%	48%	45%	42%	50%	48%	45%	48%	50%	53%
Whether it benefits the people who buy products or services from the business	56%	60%	60%	51%	52%	47%	61%	62%	57%	61%	54%	55%	48%	59%	55%	54%	54%
Whether it makes the company appear more politically correct	10%	9%	12%	11%	9%	11%	10%	6%	11%	7%	7%	15%	13%	10%	13%	10%	6%
Whether it promotes virtues like tolerance and diversity among their staff and customers	39%	42%	42%	39%	33%	42%	37%	44%	38%	43%	39%	33%	37%	41%	35%	33%	41%
None of the above	2%	2%	2%	2%	4%	1%	2%	2%	2%	4%	2%	4%	1%	2%	2%	4%	6%
Don't know	9%	5%	7%	10%	15%	11%	7%	6%	9%	8%	12%	12%	9%	7%	12%	11%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Whether it will increase the amount of money the business makes	26%	30%	22%	26%	25%	25%	26%	28%	25%	26%	25%	26%	24%	28%	26%	25%	28%
Whether it will increase the business's ability to operate for a long time into the future	40%	41%	40%	34%	37%	31%	41%	45%	52%	43%	37%	35%	39%	38%	46%	47%	38%
Whether it will reduce the number of employees the business requires	12%	13%	10%	15%	16%	10%	10%	9%	10%	12%	11%	16%	12%	10%	8%	12%	11%
Whether it will benefit the world generally	48%	46%	50%	49%	52%	48%	48%	48%	43%	47%	49%	45%	51%	48%	45%	47%	58%
Whether it benefits the people who buy products or services from the business	56%	53%	59%	47%	50%	52%	56%	61%	66%	59%	52%	48%	57%	54%	59%	62%	56%
Whether it makes the company appear more politically correct	10%	12%	8%	14%	14%	12%	10%	7%	5%	11%	9%	15%	7%	11%	9%	10%	11%
Whether it promotes virtues like tolerance and diversity among their staff and customers	39%	35%	43%	39%	40%	37%	35%	37%	44%	41%	37%	37%	42%	39%	34%	42%	36%
None of the above	2%	3%	2%	4%	1%	4%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%
Don't know	9%	8%	11%	10%	10%	9%	11%	7%	8%	8%	11%	10%	9%	11%	11%	6%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Whether it will increase the amount of money the business makes	26%	24%	25%	26%	28%	26%	25%	30%	26%	25%	29%	31%	20%	27%	38%	26%	21%
Whether it will increase the business's ability to operate for a long time into the future	40%	41%	40%	40%	39%	29%	42%	31%	47%	39%	31%	49%	36%	38%	41%	33%	40%
Whether it will reduce the number of employees the business requires	12%	14%	12%	10%	13%	17%	11%	14%	10%	12%	14%	12%	12%	5%	9%	13%	10%
Whether it will benefit the world generally	48%	45%	46%	53%	52%	46%	48%	47%	44%	52%	44%	43%	54%	52%	44%	45%	64%
Whether it benefits the people who buy products or services from the business	56%	52%	57%	58%	53%	43%	58%	41%	59%	56%	50%	60%	53%	61%	59%	49%	60%
Whether it makes the company appear more politically correct	10%	10%	11%	10%	13%	9%	9%	16%	10%	11%	7%	11%	12%	6%	12%	6%	10%
Whether it promotes virtues like tolerance and diversity among their staff and customers	39%	36%	39%	42%	42%	30%	39%	38%	36%	43%	34%	34%	45%	48%	32%	32%	46%
None of the above	2%	2%	2%	2%	1%	12%	2%	3%	2%	2%	3%	2%	2%	1%	0%	7%	1%
Don't know	9%	12%	10%	7%	5%	6%	9%	13%	9%	7%	17%	8%	8%	6%	9%	14%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Whether it will increase the amount of money the business makes	26%	25%	27%	23%	25%	38%	24%	34%	20%	29%	21%	21%	21%	27%	26%	29%
Whether it will increase the business's ability to operate for a long time into the future	40%	41%	40%	40%	35%	56%	40%	50%	31%	44%	33%	41%	33%	41%	44%	44%
Whether it will reduce the number of employees the business requires	12%	12%	12%	14%	9%	11%	12%	11%	10%	12%	11%	12%	11%	12%	12%	11%
Whether it will benefit the world generally	48%	50%	48%	55%	43%	39%	48%	36%	59%	51%	40%	59%	35%	52%	53%	53%
Whether it benefits the people who buy products or services from the business	56%	59%	55%	56%	53%	62%	58%	55%	52%	61%	45%	58%	47%	57%	64%	53%
Whether it makes the company appear more politically correct	10%	10%	10%	14%	6%	9%	10%	10%	11%	10%	8%	15%	7%	12%	10%	12%
Whether it promotes virtues like tolerance and diversity among their staff and customers	39%	45%	36%	45%	33%	36%	40%	35%	42%	41%	32%	51%	30%	40%	43%	43%
None of the above	2%	2%	3%	2%	4%	1%	3%	3%	1%	1%	5%	3%	5%	1%	1%	2%
Don't know	9%	7%	10%	5%	16%	5%	8%	9%	11%	5%	20%	1%	22%	7%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

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	1. Caring for their employees and other people they rely on	2. Good governance and management	3. Protecting and nurturing the environment
1-Highest Rank	47%	26%	27%
2	41%	29%	29%
3-Lowest Rank	12%	44%	44%
Not Selected	0%	0%	0%
Mean Rank	0.6	1.2	1.2
Standard Deviation	0.5	0.7	0.7

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*Note:*

BASE: All Respondents

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	47%	34%	47%	50%	46%	46%	51%	50%	52%	44%	42%	46%	54%	45%	42%	34%	44%
2	41%	52%	39%	41%	46%	38%	34%	41%	37%	47%	45%	44%	40%	42%	52%	45%	39%
3-Lowest Rank	12%	14%	13%	9%	9%	15%	15%	9%	10%	8%	13%	10%	6%	12%	6%	21%	17%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.8	0.7	0.6	0.6	0.7	0.6	0.6	0.6	0.6	0.7	0.6	0.5	0.7	0.6	0.9	0.7
Standard Deviation	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.4	0.5	0.4	0.5	0.4	0.4	0.5	0.4	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	47%	41%	48%	48%	51%	39%	44%	39%	48%	48%	52%	49%	50%	53%	54%	45%	49%
2	41%	47%	41%	39%	37%	46%	43%	52%	38%	40%	38%	40%	41%	35%	38%	42%	41%
3-Lowest Rank	12%	12%	10%	12%	12%	16%	13%	9%	14%	11%	10%	12%	8%	12%	8%	13%	10%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.7	0.6	0.6	0.6	0.8	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.5	0.7	0.6
Standard Deviation	0.5	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.4	0.5	0.4	0.5	0.4	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	47%	44%	50%	44%	52%	49%	47%	45%	44%	48%	46%	46%	50%	42%	50%	48%	38%
2	41%	43%	40%	43%	36%	38%	42%	43%	46%	41%	42%	39%	40%	43%	39%	44%	50%
3-Lowest Rank	12%	14%	10%	13%	12%	13%	12%	12%	10%	11%	12%	15%	10%	15%	11%	8%	12%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.7	0.6	0.7	0.6	0.6	0.6	0.7	0.7	0.6	0.7	0.7	0.6	0.7	0.6	0.6	0.7
Standard Deviation	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.4	0.5	0.5	0.4	0.4

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	47%	53%	46%	44%	40%	32%	48%	39%	45%	47%	57%	45%	50%	39%	44%	57%	35%
2	41%	39%	42%	43%	43%	57%	41%	46%	43%	41%	34%	44%	36%	50%	40%	34%	48%
3-Lowest Rank	12%	8%	12%	13%	17%	12%	11%	15%	12%	12%	9%	11%	14%	11%	16%	9%	18%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.5	0.7	0.7	0.8	0.8	0.6	0.8	0.7	0.6	0.5	0.7	0.6	0.7	0.7	0.5	0.8
Standard Deviation	0.5	0.4	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.4	0.5	0.4	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	47%	45%	48%	47%	48%	45%	100%	0%	0%	47%	47%	44%	55%	51%	44%	36%
2	41%	43%	41%	39%	43%	44%	0%	79%	77%	42%	40%	44%	34%	38%	45%	50%
3-Lowest Rank	12%	13%	11%	14%	9%	12%	0%	21%	23%	11%	13%	12%	11%	11%	12%	14%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.6	0.7	0.6	0.7	0.6	0.7	0	1.2	1.2	0.6	0.7	0.7	0.6	0.6	0.7	0.8
Standard Deviation	0.5	0.5	0.5	0.5	0.4	0.5	0	0.2	0.2	0.5	0.5	0.5	0.5	0.5	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	26%	33%	24%	27%	27%	25%	26%	26%	23%	30%	30%	27%	21%	30%	24%	43%	28%
2	29%	23%	36%	27%	26%	35%	30%	30%	32%	22%	28%	23%	29%	32%	23%	42%	36%
3-Lowest Rank	44%	44%	40%	47%	47%	39%	44%	45%	44%	48%	41%	49%	50%	37%	53%	15%	36%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.1	1.2	1.2	1.2	1.1	1.2	1.2	1.2	1.2	1.1	1.2	1.3	1.1	1.3	0.7	1.1
Standard Deviation	0.7	0.8	0.6	0.7	0.7	0.6	0.7	0.7	0.6	0.8	0.7	0.7	0.6	0.7	0.7	0.5	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	26%	33%	27%	24%	21%	34%	26%	29%	25%	25%	18%	24%	28%	28%	23%	28%	27%
2	29%	27%	31%	29%	32%	27%	28%	27%	27%	32%	35%	32%	26%	33%	31%	25%	28%
3-Lowest Rank	44%	41%	43%	47%	47%	40%	46%	44%	48%	44%	47%	44%	46%	39%	46%	47%	45%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.1	1.2	1.2	1.3	1.1	1.2	1.2	1.2	1.2	1.3	1.2	1.2	1.1	1.2	1.2	1.2
Standard Deviation	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.7	0.7	0.6	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	26%	31%	22%	24%	20%	25%	28%	30%	30%	26%	27%	27%	24%	27%	29%	25%	31%
2	29%	30%	29%	23%	32%	34%	29%	28%	31%	30%	29%	29%	30%	33%	30%	27%	25%
3-Lowest Rank	44%	39%	49%	53%	48%	41%	44%	42%	40%	44%	45%	44%	47%	41%	41%	48%	44%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.1	1.3	1.3	1.3	1.2	1.2	1.1	1.1	1.2	1.2	1.2	1.2	1.1	1.1	1.2	1.1
Standard Deviation	0.7	0.7	0.6	0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	26%	21%	26%	28%	29%	34%	26%	31%	30%	24%	25%	32%	20%	28%	33%	25%	18%
2	29%	28%	29%	29%	30%	23%	30%	28%	32%	28%	30%	32%	29%	29%	30%	29%	20%
3-Lowest Rank	44%	51%	45%	43%	41%	43%	45%	41%	38%	48%	46%	36%	51%	43%	38%	46%	62%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.3	1.2	1.1	1.1	1.1	1.2	1.1	1.1	1.2	1.2	1	1.3	1.1	1	1.2	1.4
Standard Deviation	0.7	0.6	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	26%	28%	25%	24%	26%	36%	0%	100%	0%	27%	25%	25%	26%	21%	29%	30%
2	29%	28%	31%	29%	30%	29%	49%	0%	23%	29%	30%	27%	36%	32%	26%	24%
3-Lowest Rank	44%	44%	44%	47%	44%	35%	51%	0%	77%	44%	45%	47%	38%	48%	46%	46%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.2	1.2	1.2	1	1.5	0	1.8	1.2	1.2	1.2	1.1	1.3	1.2	1.2
Standard Deviation	0.7	0.7	0.7	0.7	0.7	0.7	0.3	0	0.2	0.7	0.7	0.7	0.6	0.6	0.7	0.7

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	27%	33%	29%	23%	27%	28%	23%	25%	24%	26%	28%	26%	24%	24%	34%	23%	28%
2	29%	25%	24%	33%	28%	26%	35%	29%	30%	31%	26%	33%	31%	26%	25%	13%	25%
3-Lowest Rank	44%	42%	47%	44%	45%	45%	42%	46%	45%	44%	46%	41%	44%	50%	41%	64%	47%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.1	1.2	1.3	1.1	1.4	1.2
Standard Deviation	0.7	0.8	0.7	0.6	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	27%	26%	25%	28%	28%	28%	29%	32%	27%	27%	30%	28%	22%	19%	23%	28%	24%
2	29%	26%	28%	32%	31%	28%	30%	21%	35%	28%	27%	28%	32%	32%	31%	33%	31%
3-Lowest Rank	44%	47%	47%	40%	41%	45%	41%	47%	38%	45%	43%	44%	46%	49%	46%	40%	45%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.2	1.1	1.1	1.2	1.1	1.1	1.1	1.2	1.1	1.2	1.2	1.3	1.2	1.1	1.2
Standard Deviation	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.6	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	27%	26%	28%	32%	27%	25%	26%	25%	26%	26%	28%	27%	27%	31%	21%	27%	32%
2	29%	27%	31%	34%	33%	29%	30%	29%	24%	30%	29%	32%	30%	24%	31%	28%	25%
3-Lowest Rank	44%	47%	41%	34%	40%	46%	45%	46%	50%	45%	43%	41%	43%	45%	48%	45%	44%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.1	1	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.1	1.2	1.1	1.3	1.2	1.1
Standard Deviation	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	27%	26%	28%	28%	31%	34%	26%	30%	25%	29%	19%	23%	31%	32%	23%	18%	47%
2	29%	33%	29%	27%	27%	21%	30%	26%	26%	31%	36%	25%	34%	21%	31%	37%	32%
3-Lowest Rank	44%	41%	42%	44%	42%	45%	44%	44%	49%	40%	45%	53%	35%	46%	46%	45%	21%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.1	1.1	1.2	1.1	1.1	1.2	1.1	1.2	1.1	1.3	1.3	1	1.1	1.2	1.3	0.7
Standard Deviation	0.7	0.6	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.8	0.7	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	27%	27%	27%	29%	26%	20%	0%	0%	100%	26%	28%	31%	19%	28%	28%	33%
2	29%	29%	28%	32%	27%	27%	51%	21%	0%	29%	30%	28%	30%	31%	29%	26%
3-Lowest Rank	44%	43%	45%	39%	47%	53%	49%	79%	0%	45%	43%	41%	51%	41%	43%	40%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.2	1.1	1.2	1.3	1.5	1.8	0	1.2	1.1	1.1	1.3	1.1	1.1	1.1
Standard Deviation	0.7	0.7	0.7	0.7	0.7	0.6	0.3	0.2	0	0.7	0.7	0.7	0.6	0.7	0.7	0.7

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Knowing where products come from	12%	15%	9%	15%	9%	12%	13%	15%	12%	10%	21%	7%	4%	10%	5%	13%	12%
Making it easy for outsiders to understand how decisions are made inside the company	4%	7%	3%	3%	4%	7%	3%	4%	7%	4%	2%	3%	7%	5%	0%	2%	10%
Ensuring people and businesses pay their taxes	24%	12%	22%	24%	29%	20%	19%	21%	30%	27%	22%	25%	38%	30%	29%	23%	22%
Preventing corruption and bribery	19%	21%	23%	17%	24%	17%	18%	16%	19%	18%	20%	19%	19%	19%	14%	12%	28%
Enhancing animal Welfare	17%	12%	19%	19%	18%	17%	22%	17%	16%	12%	23%	15%	16%	12%	21%	12%	2%
Responsible marketing	6%	0%	8%	4%	4%	8%	6%	6%	4%	7%	10%	8%	8%	5%	7%	8%	4%
Contributing to efforts to address climate change	28%	18%	21%	28%	26%	31%	26%	31%	31%	31%	32%	30%	29%	35%	35%	12%	27%
Responsible water use	14%	18%	9%	14%	14%	16%	14%	14%	13%	17%	17%	14%	11%	7%	23%	15%	19%
Product packaging and plastics	26%	19%	29%	33%	29%	23%	28%	27%	22%	27%	28%	25%	24%	24%	30%	26%	16%
Reducing landfill waste	28%	25%	26%	28%	29%	25%	31%	26%	35%	26%	32%	27%	31%	19%	23%	35%	19%
Biodiversity/improving nature	13%	15%	16%	12%	14%	15%	11%	12%	14%	10%	13%	17%	12%	15%	13%	2%	18%
Nutritional value of food	11%	12%	7%	13%	10%	12%	13%	15%	11%	13%	7%	10%	11%	8%	14%	10%	11%
Human rights	27%	45%	36%	22%	24%	29%	25%	31%	25%	32%	33%	22%	25%	31%	23%	16%	21%
Diversity and Inclusion	18%	16%	13%	16%	15%	17%	18%	17%	19%	22%	18%	21%	15%	26%	15%	18%	14%
Minimum pay standards for employees and workers in supply chain	29%	21%	32%	27%	28%	25%	35%	30%	29%	35%	25%	31%	39%	30%	30%	34%	25%
Use of customer data	17%	12%	18%	17%	18%	15%	17%	14%	20%	14%	25%	18%	23%	15%	11%	21%	23%
Job creation	29%	29%	26%	25%	27%	35%	27%	31%	33%	29%	25%	35%	29%	28%	25%	25%	25%
Responsible sourcing of raw materials	18%	9%	18%	20%	19%	19%	22%	14%	22%	15%	12%	17%	19%	22%	22%	20%	20%
Employee health, safety, and wellbeing	38%	27%	42%	37%	41%	39%	38%	37%	38%	43%	29%	40%	40%	41%	40%	27%	24%
Community relations	6%	9%	11%	5%	6%	6%	6%	7%	4%	6%	6%	6%	3%	8%	0%	11%	5%
Countering extremism and terrorism	15%	17%	15%	12%	15%	13%	13%	18%	18%	16%	16%	18%	12%	12%	10%	16%	11%
Ethics and rules for new technology	10%	10%	3%	7%	11%	9%	11%	10%	14%	12%	10%	13%	17%	10%	9%	8%	19%
None of the above	1%	3%	2%	2%	4%	0%	1%	0%	1%	2%	0%	1%	0%	2%	0%	0%	2%
Don't Know	5%	18%	10%	7%	4%	7%	4%	4%	3%	3%	6%	1%	1%	5%	7%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade					Region										
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	150	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Knowing where products come from	12%	10%	11%	13%	13%	10%	9%	13%	15%	10%	13%	13%	15%	9%	13%	15%	12%
Making it easy for outsiders to understand how decisions are made inside the company	4%	4%	4%	5%	4%	9%	3%	4%	2%	3%	6%	4%	1%	4%	3%	1%	5%
Ensuring people and businesses pay their taxes	24%	27%	23%	25%	20%	19%	24%	23%	26%	26%	27%	28%	22%	24%	24%	20%	20%
Preventing corruption and bribery	19%	20%	16%	23%	18%	19%	21%	16%	16%	23%	18%	20%	22%	18%	21%	20%	18%
Enhancing animal Welfare	17%	16%	18%	18%	15%	13%	17%	19%	16%	16%	25%	15%	18%	19%	10%	15%	16%
Responsible marketing	6%	6%	7%	7%	5%	7%	5%	7%	4%	10%	5%	6%	4%	6%	6%	7%	7%
Contributing to efforts to address climate change	28%	33%	30%	27%	24%	21%	31%	31%	34%	28%	25%	28%	29%	33%	29%	24%	31%
Responsible water use	14%	15%	15%	14%	12%	17%	17%	15%	16%	15%	14%	15%	12%	8%	12%	14%	4%
Product packaging and plastics	26%	27%	23%	27%	28%	22%	27%	26%	28%	28%	28%	24%	37%	28%	26%	20%	23%
Reducing landfill waste	28%	26%	28%	30%	29%	22%	30%	28%	31%	30%	28%	24%	35%	33%	24%	35%	25%
Biodiversity/improving nature	13%	16%	14%	11%	10%	13%	15%	18%	14%	10%	11%	12%	8%	13%	12%	14%	11%
Nutritional value of food	11%	11%	11%	11%	13%	10%	12%	11%	10%	11%	13%	8%	9%	11%	13%	15%	10%
Human rights	27%	26%	28%	27%	27%	27%	29%	28%	27%	25%	27%	25%	20%	25%	30%	24%	34%
Diversity and Inclusion	18%	19%	21%	16%	16%	26%	16%	18%	14%	15%	17%	15%	14%	18%	17%	16%	22%
Minimum pay standards for employees and workers in supply chain	29%	33%	26%	27%	29%	26%	30%	30%	33%	26%	27%	24%	33%	29%	37%	26%	26%
Use of customer data	17%	18%	17%	17%	17%	16%	17%	19%	19%	21%	15%	16%	20%	16%	19%	12%	25%
Job creation	29%	28%	30%	30%	27%	24%	26%	23%	32%	31%	28%	33%	34%	34%	28%	26%	31%
Responsible sourcing of raw materials	18%	22%	20%	16%	15%	17%	19%	23%	18%	20%	15%	20%	10%	23%	16%	17%	19%
Employee health, safety, and wellbeing	38%	37%	39%	38%	39%	37%	34%	37%	45%	47%	33%	33%	39%	39%	39%	39%	37%
Community relations	6%	5%	7%	6%	6%	7%	5%	7%	6%	5%	6%	8%	9%	7%	4%	2%	6%
Countering extremism and terrorism	15%	15%	15%	13%	15%	17%	16%	16%	12%	15%	20%	16%	14%	12%	9%	9%	17%
Ethics and rules for new technology	10%	13%	12%	9%	6%	14%	14%	12%	8%	6%	8%	12%	7%	7%	11%	6%	7%
None of the above	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%
Don't Know	5%	3%	3%	6%	10%	7%	4%	4%	4%	4%	6%	9%	2%	4%	5%	12%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Knowing where products come from	12%	10%	13%	14%	10%	11%	13%	10%	13%	13%	10%	12%	11%	11%	11%	13%	15%
Making it easy for outsiders to understand how decisions are made inside the company	4%	5%	3%	11%	7%	5%	2%	1%	1%	4%	5%	9%	4%	1%	3%	1%	7%
Ensuring people and businesses pay their taxes	24%	26%	21%	10%	20%	18%	26%	34%	32%	26%	21%	15%	23%	21%	31%	31%	26%
Preventing corruption and bribery	19%	21%	17%	16%	18%	13%	17%	24%	25%	20%	18%	21%	18%	16%	21%	19%	21%
Enhancing animal Welfare	17%	14%	19%	17%	15%	15%	21%	20%	12%	14%	19%	14%	17%	16%	16%	20%	19%
Responsible marketing	6%	7%	6%	6%	10%	9%	3%	4%	6%	6%	7%	7%	6%	7%	4%	7%	8%
Contributing to efforts to address climate change	28%	27%	30%	21%	23%	26%	29%	32%	38%	29%	27%	21%	31%	26%	30%	34%	31%
Responsible water use	14%	13%	16%	12%	15%	15%	9%	17%	16%	15%	13%	16%	13%	15%	12%	16%	13%
Product packaging and plastics	26%	22%	30%	18%	19%	21%	29%	30%	36%	28%	24%	22%	26%	26%	29%	32%	25%
Reducing landfill waste	28%	26%	30%	20%	28%	29%	27%	33%	31%	29%	27%	22%	30%	28%	30%	31%	27%
Biodiversity/improving nature	13%	15%	12%	15%	14%	11%	13%	13%	13%	12%	15%	11%	16%	14%	11%	11%	14%
Nutritional value of food	11%	10%	12%	12%	13%	14%	9%	11%	9%	12%	10%	12%	11%	11%	10%	13%	12%
Human rights	27%	24%	29%	39%	39%	28%	19%	21%	19%	26%	29%	32%	27%	29%	23%	24%	25%
Diversity and Inclusion	18%	17%	19%	28%	22%	16%	17%	15%	11%	16%	20%	22%	18%	19%	14%	11%	19%
Minimum pay standards for employees and workers in supply chain	29%	27%	31%	21%	26%	29%	33%	28%	35%	31%	27%	24%	30%	27%	34%	31%	27%
Use of customer data	17%	18%	17%	19%	15%	15%	19%	19%	18%	17%	18%	15%	16%	16%	21%	18%	23%
Job creation	29%	32%	26%	30%	28%	29%	31%	28%	27%	30%	28%	29%	28%	32%	30%	29%	23%
Responsible sourcing of raw materials	18%	19%	18%	12%	13%	14%	18%	23%	28%	20%	16%	13%	20%	17%	19%	23%	19%
Employee health, safety, and wellbeing	38%	36%	40%	36%	37%	35%	40%	38%	41%	40%	36%	38%	37%	31%	41%	46%	34%
Community relations	6%	7%	5%	9%	7%	8%	4%	4%	5%	6%	6%	7%	7%	5%	6%	2%	10%
Countering extremism and terrorism	15%	17%	12%	10%	12%	14%	13%	19%	19%	16%	13%	14%	14%	13%	16%	16%	15%
Ethics and rules for new technology	10%	12%	8%	11%	15%	9%	6%	12%	9%	9%	11%	14%	11%	10%	7%	6%	10%
None of the above	1%	1%	1%	2%	1%	2%	1%	0%	1%	1%	2%	1%	1%	2%	1%	0%	3%
Don't Know	5%	5%	6%	7%	5%	7%	8%	4%	2%	4%	7%	8%	4%	7%	5%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Knowing where products come from	12%	14%	13%	10%	11%	8%	11%	15%	13%	10%	14%	12%	11%	10%	22%	10%	11%
Making it easy for outsiders to understand how decisions are made inside the company	4%	3%	5%	5%	4%	6%	4%	8%	3%	4%	5%	4%	6%	3%	0%	5%	4%
Ensuring people and businesses pay their taxes	24%	24%	23%	24%	19%	13%	25%	12%	29%	24%	10%	28%	22%	22%	38%	16%	23%
Preventing corruption and bribery	19%	15%	20%	20%	17%	9%	19%	21%	22%	18%	12%	20%	19%	14%	38%	15%	15%
Enhancing animal Welfare	17%	21%	17%	15%	12%	18%	17%	13%	18%	14%	20%	17%	13%	16%	24%	21%	25%
Responsible marketing	6%	7%	6%	5%	8%	5%	6%	8%	6%	7%	5%	5%	8%	4%	6%	7%	4%
Contributing to efforts to address climate change	28%	25%	27%	30%	32%	26%	30%	18%	27%	33%	19%	28%	29%	31%	25%	22%	51%
Responsible water use	14%	14%	14%	14%	19%	2%	14%	16%	14%	15%	12%	14%	16%	15%	14%	12%	19%
Product packaging and plastics	26%	33%	22%	23%	23%	27%	27%	22%	30%	24%	26%	30%	23%	29%	31%	20%	31%
Reducing landfill waste	28%	32%	27%	27%	27%	15%	29%	22%	29%	29%	25%	30%	26%	31%	32%	24%	36%
Biodiversity/improving nature	13%	9%	13%	16%	17%	9%	13%	10%	11%	15%	11%	10%	13%	24%	22%	10%	25%
Nutritional value of food	11%	15%	12%	11%	10%	12%	11%	14%	11%	10%	17%	10%	11%	11%	12%	16%	10%
Human rights	27%	26%	34%	26%	30%	26%	26%	35%	19%	30%	37%	17%	36%	30%	13%	34%	33%
Diversity and Inclusion	18%	14%	20%	22%	18%	19%	17%	23%	13%	20%	21%	13%	24%	23%	10%	16%	21%
Minimum pay standards for employees and workers in supply chain	29%	29%	32%	29%	25%	17%	30%	19%	31%	28%	28%	31%	29%	30%	16%	27%	26%
Use of customer data	17%	17%	17%	19%	15%	14%	17%	20%	18%	15%	19%	19%	17%	15%	19%	17%	12%
Job creation	29%	29%	30%	29%	26%	19%	29%	24%	29%	28%	30%	34%	28%	24%	32%	27%	21%
Responsible sourcing of raw materials	18%	15%	18%	21%	22%	20%	19%	13%	20%	21%	9%	21%	16%	29%	23%	10%	25%
Employee health, safety, and wellbeing	38%	42%	36%	38%	36%	28%	39%	31%	39%	37%	40%	38%	39%	36%	36%	40%	33%
Community relations	6%	5%	7%	7%	7%	5%	6%	11%	5%	7%	8%	6%	8%	4%	0%	7%	5%
Countering extremism and terrorism	15%	15%	12%	15%	15%	8%	15%	13%	20%	11%	12%	19%	10%	13%	21%	14%	9%
Ethics and rules for new technology	10%	5%	11%	13%	14%	3%	10%	12%	9%	12%	5%	11%	10%	11%	7%	9%	12%
None of the above	1%	1%	1%	1%	1%	9%	1%	1%	1%	1%	2%	1%	1%	0%	0%	4%	0%
Don't Know	5%	6%	6%	3%	4%	8%	5%	9%	4%	5%	9%	4%	5%	4%	0%	9%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Knowing where products come from	12%	12%	12%	13%	9%	16%	12%	11%	12%	12%	11%	12%	11%	13%	12%	12%
Making it easy for outsiders to understand how decisions are made inside the company	4%	6%	3%	5%	3%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	6%
Ensuring people and businesses pay their taxes	24%	20%	25%	24%	22%	28%	26%	25%	19%	27%	19%	22%	20%	23%	28%	22%
Preventing corruption and bribery	19%	22%	18%	19%	18%	22%	20%	23%	14%	20%	16%	22%	19%	18%	21%	19%
Enhancing animal Welfare	17%	17%	17%	17%	18%	13%	16%	12%	23%	17%	15%	20%	12%	19%	18%	18%
Responsible marketing	6%	8%	5%	7%	5%	6%	5%	8%	6%	6%	5%	8%	6%	7%	6%	5%
Contributing to efforts to address climate change	28%	24%	31%	32%	23%	29%	24%	24%	41%	30%	24%	34%	20%	28%	34%	31%
Responsible water use	14%	17%	12%	16%	12%	13%	12%	13%	18%	14%	13%	17%	12%	14%	14%	16%
Product packaging and plastics	26%	27%	26%	25%	29%	22%	24%	26%	30%	29%	22%	22%	25%	29%	26%	25%
Reducing landfill waste	28%	30%	28%	30%	24%	32%	25%	26%	36%	30%	24%	28%	26%	32%	28%	27%
Biodiversity/improving nature	13%	12%	14%	14%	11%	14%	10%	11%	21%	14%	11%	17%	6%	12%	17%	18%
Nutritional value of food	11%	12%	10%	11%	11%	11%	11%	11%	11%	11%	10%	15%	8%	14%	11%	12%
Human rights	27%	31%	25%	30%	25%	24%	30%	21%	27%	28%	24%	30%	22%	32%	27%	28%
Diversity and Inclusion	18%	18%	18%	21%	15%	13%	20%	15%	17%	18%	16%	22%	12%	21%	19%	18%
Minimum pay standards for employees and workers in supply chain	29%	29%	30%	30%	28%	30%	35%	28%	20%	31%	25%	32%	29%	29%	31%	27%
Use of customer data	17%	18%	17%	17%	17%	19%	19%	19%	12%	19%	16%	14%	17%	17%	18%	17%
Job creation	29%	28%	30%	29%	25%	38%	31%	34%	21%	31%	24%	33%	27%	31%	29%	28%
Responsible sourcing of raw materials	18%	17%	19%	19%	16%	22%	14%	21%	23%	19%	16%	25%	13%	17%	22%	23%
Employee health, safety, and wellbeing	38%	40%	38%	38%	39%	37%	43%	36%	30%	41%	32%	36%	36%	40%	40%	35%
Community relations	6%	7%	6%	7%	5%	5%	6%	6%	7%	5%	8%	5%	4%	5%	8%	7%
Countering extremism and terrorism	15%	16%	14%	13%	15%	20%	16%	15%	13%	17%	11%	8%	13%	16%	15%	15%
Ethics and rules for new technology	10%	11%	10%	11%	9%	10%	9%	13%	9%	10%	10%	11%	7%	7%	13%	13%
None of the above	1%	1%	1%	1%	2%	1%	1%	2%	0%	1%	2%	1%	3%	1%	1%	0%
Don't Know	5%	3%	6%	2%	11%	2%	5%	6%	7%	2%	13%	1%	14%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(27.A) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	5%	0%	1%	9%	3%	5%	7%	6%	4%	6%	1%	4%	6%	4%	12%	16%	12%
Businesses	9%	5%	3%	12%	7%	9%	9%	10%	7%	12%	15%	15%	6%	0%	10%	8%	6%
Government	79%	73%	80%	72%	84%	79%	79%	79%	87%	77%	78%	77%	84%	91%	71%	68%	80%
Don't know	7%	21%	16%	7%	6%	7%	6%	4%	3%	5%	6%	3%	4%	5%	7%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(27.B) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	5%	7%	6%	6%	3%	10%	2%	5%	6%	6%	5%	3%	3%	5%	7%	6%	8%
Businesses	9%	9%	8%	11%	7%	12%	7%	7%	9%	10%	8%	7%	13%	9%	6%	7%	8%
Government	79%	81%	80%	78%	78%	71%	85%	84%	74%	79%	81%	80%	79%	80%	81%	79%	79%
Don't know	7%	3%	6%	6%	12%	7%	6%	3%	12%	6%	6%	9%	5%	5%	6%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(27.C) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	5%	6%	5%	11%	8%	6%	3%	3%	3%	5%	6%	9%	6%	4%	3%	3%	5%
Businesses	9%	9%	8%	11%	11%	10%	6%	7%	6%	8%	9%	9%	10%	5%	7%	13%	9%
Government	79%	79%	80%	67%	73%	74%	85%	87%	88%	82%	77%	73%	79%	83%	84%	82%	78%
Don't know	7%	5%	8%	11%	8%	10%	5%	2%	3%	5%	8%	10%	6%	7%	6%	2%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(27.D) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	5%	3%	7%	5%	9%	16%	4%	14%	4%	7%	3%	5%	6%	5%	3%	4%	6%
Businesses	9%	8%	10%	8%	12%	8%	9%	8%	9%	9%	5%	10%	10%	7%	2%	5%	7%
Government	79%	82%	77%	83%	73%	73%	81%	66%	83%	79%	79%	81%	76%	87%	90%	76%	84%
Don't know	7%	7%	7%	4%	6%	3%	6%	12%	5%	5%	14%	3%	7%	2%	5%	15%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(27.E) For each of the following issues, who do you think should be most responsible for addressing it?: Ensuring people and businesses pay their taxes

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	5%	7%	5%	6%	5%	5%	5%	4%	7%	5%	5%	7%	3%	6%	7%	6%
Businesses	9%	10%	8%	10%	7%	8%	8%	9%	8%	9%	8%	9%	7%	7%	9%	11%
Government	79%	78%	80%	81%	76%	83%	81%	79%	77%	83%	72%	84%	74%	84%	81%	78%
Don't know	7%	6%	7%	3%	12%	3%	5%	8%	8%	3%	15%	1%	16%	3%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	24%	17%	20%	33%	24%	28%	24%	21%	25%	29%	17%	23%	18%	21%	22%	29%	25%
Businesses	19%	8%	13%	19%	21%	20%	20%	14%	19%	16%	28%	16%	23%	18%	19%	25%	27%
Government	45%	47%	43%	35%	41%	44%	46%	52%	44%	48%	42%	52%	53%	51%	52%	36%	37%
Don't know	12%	27%	24%	13%	14%	8%	11%	12%	12%	7%	13%	9%	6%	10%	7%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	24%	25%	23%	26%	23%	27%	27%	25%	20%	25%	21%	22%	22%	25%	26%	26%	20%
Businesses	19%	20%	20%	17%	18%	17%	19%	15%	19%	21%	16%	22%	20%	23%	16%	17%	20%
Government	45%	47%	47%	45%	40%	44%	44%	51%	46%	44%	46%	43%	46%	41%	47%	41%	45%
Don't know	12%	8%	11%	12%	19%	13%	11%	8%	14%	9%	17%	13%	12%	12%	11%	16%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	24%	25%	24%	28%	19%	19%	20%	29%	30%	25%	24%	25%	22%	22%	28%	26%	19%
Businesses	19%	17%	20%	14%	19%	21%	22%	18%	17%	20%	17%	16%	22%	17%	17%	20%	17%
Government	45%	47%	43%	45%	50%	44%	47%	43%	39%	44%	45%	47%	45%	48%	38%	42%	54%
Don't know	12%	11%	14%	13%	12%	15%	11%	10%	13%	11%	14%	12%	11%	13%	16%	12%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	24%	23%	24%	21%	24%	31%	24%	30%	27%	23%	22%	29%	23%	17%	24%	22%	20%
Businesses	19%	17%	17%	20%	23%	29%	19%	16%	19%	20%	17%	22%	17%	19%	24%	13%	21%
Government	45%	46%	45%	48%	45%	37%	45%	40%	43%	48%	41%	38%	48%	57%	40%	43%	55%
Don't know	12%	14%	14%	11%	9%	3%	12%	14%	12%	10%	21%	11%	11%	7%	11%	22%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	24%	27%	24%	22%	25%	29%	25%	25%	22%	25%	22%	23%	24%	28%	24%	20%
Businesses	19%	21%	18%	20%	16%	20%	19%	16%	21%	19%	17%	21%	17%	16%	20%	22%
Government	45%	43%	45%	50%	39%	42%	43%	45%	47%	47%	39%	50%	33%	47%	49%	51%
Don't know	12%	10%	13%	8%	20%	10%	13%	14%	11%	9%	21%	6%	26%	9%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	19%	16%	13%	27%	18%	19%	17%	20%	14%	19%	15%	19%	21%	18%	9%	24%	22%
Businesses	21%	10%	19%	18%	22%	20%	23%	23%	25%	23%	22%	24%	22%	26%	24%	12%	19%
Government	50%	57%	46%	42%	49%	53%	52%	51%	50%	50%	57%	51%	48%	51%	60%	48%	53%
Don't know	10%	18%	22%	13%	11%	8%	9%	7%	11%	8%	7%	6%	8%	5%	7%	16%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	19%	20%	19%	19%	15%	19%	19%	22%	16%	18%	18%	18%	16%	21%	19%	16%	16%
Businesses	21%	24%	21%	21%	18%	19%	20%	20%	22%	19%	18%	29%	22%	24%	20%	27%	18%
Government	50%	50%	51%	51%	50%	50%	54%	51%	51%	53%	54%	44%	51%	47%	49%	45%	58%
Don't know	10%	6%	8%	9%	17%	13%	7%	7%	12%	9%	10%	8%	12%	8%	12%	12%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	19%	18%	19%	24%	19%	15%	18%	18%	19%	17%	20%	20%	16%	17%	19%	21%	19%
Businesses	21%	22%	20%	17%	18%	25%	21%	23%	23%	23%	19%	19%	23%	16%	21%	27%	22%
Government	50%	50%	51%	45%	52%	47%	52%	53%	53%	52%	49%	49%	52%	57%	48%	44%	49%
Don't know	10%	10%	10%	13%	12%	13%	10%	6%	6%	8%	12%	12%	8%	9%	12%	7%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	19%	16%	20%	15%	27%	29%	18%	25%	19%	18%	19%	21%	16%	16%	16%	20%	17%
Businesses	21%	20%	20%	24%	22%	9%	21%	22%	23%	22%	16%	24%	21%	23%	25%	13%	20%
Government	50%	52%	49%	53%	44%	59%	52%	41%	49%	53%	46%	47%	54%	57%	46%	48%	59%
Don't know	10%	12%	11%	7%	7%	3%	10%	12%	9%	7%	19%	8%	9%	4%	13%	19%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	19%	22%	17%	18%	17%	25%	19%	16%	19%	21%	15%	17%	15%	23%	19%	18%
Businesses	21%	22%	21%	23%	21%	18%	22%	21%	21%	23%	18%	22%	18%	22%	23%	22%
Government	50%	48%	51%	55%	45%	49%	49%	51%	52%	51%	48%	55%	45%	50%	54%	54%
Don't know	10%	7%	10%	4%	17%	9%	10%	12%	8%	6%	19%	6%	22%	5%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	19%	19%	11%	25%	18%	18%	17%	25%	19%	22%	15%	19%	23%	11%	15%	14%	26%
Businesses	20%	22%	18%	16%	18%	20%	23%	19%	21%	21%	29%	22%	27%	17%	31%	27%	20%
Government	46%	33%	45%	42%	42%	50%	46%	45%	47%	49%	45%	52%	43%	60%	43%	43%	49%
Don't know	14%	27%	27%	17%	22%	12%	14%	11%	14%	8%	11%	6%	7%	12%	10%	16%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	19%	19%	18%	20%	19%	18%	19%	24%	18%	16%	17%	17%	20%	21%	20%	20%	17%
Businesses	20%	21%	19%	25%	17%	18%	24%	19%	17%	23%	18%	25%	21%	22%	20%	17%	14%
Government	46%	52%	50%	42%	40%	49%	47%	46%	48%	45%	51%	40%	41%	45%	46%	44%	58%
Don't know	14%	8%	12%	13%	24%	15%	11%	11%	17%	16%	14%	18%	18%	12%	14%	19%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	19%	18%	20%	24%	17%	16%	16%	21%	20%	20%	18%	19%	18%	18%	18%	22%	25%
Businesses	20%	20%	21%	18%	19%	17%	20%	25%	22%	22%	18%	19%	22%	12%	20%	27%	21%
Government	46%	50%	43%	42%	50%	49%	49%	44%	44%	45%	48%	48%	48%	55%	42%	41%	41%
Don't know	14%	13%	16%	16%	14%	18%	15%	11%	13%	13%	16%	14%	13%	14%	19%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	19%	19%	18%	17%	23%	17%	18%	26%	21%	18%	18%	22%	18%	10%	8%	20%	16%
Businesses	20%	20%	19%	21%	18%	18%	21%	17%	23%	21%	10%	25%	18%	22%	25%	9%	19%
Government	46%	42%	47%	52%	52%	56%	47%	41%	43%	51%	47%	40%	51%	61%	43%	45%	59%
Don't know	14%	20%	15%	10%	7%	8%	14%	16%	14%	11%	25%	12%	13%	6%	24%	26%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	19%	24%	17%	19%	18%	21%	21%	18%	16%	21%	16%	16%	15%	21%	22%	17%
Businesses	20%	23%	19%	22%	18%	21%	19%	22%	21%	22%	17%	21%	17%	22%	21%	22%
Government	46%	43%	48%	51%	40%	49%	44%	46%	52%	48%	42%	56%	37%	45%	50%	55%
Don't know	14%	10%	16%	8%	24%	9%	16%	14%	11%	10%	25%	7%	31%	12%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(31.A) For each of the following issues, who do you think should be most responsible for addressing it?: Nutritional value of 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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	20%	24%	11%	23%	15%	21%	23%	22%	19%	17%	14%	21%	22%	23%	24%	27%	21%
Businesses	38%	36%	29%	42%	41%	38%	40%	37%	38%	39%	35%	41%	36%	36%	33%	28%	32%
Government	31%	19%	38%	22%	31%	29%	27%	33%	27%	37%	39%	34%	37%	34%	33%	34%	39%
Don't know	12%	21%	22%	14%	14%	12%	10%	9%	15%	7%	12%	4%	5%	7%	10%	11%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	20%	19%	20%	21%	19%	20%	24%	17%	18%	14%	17%	24%	29%	20%	17%	24%	16%
Businesses	38%	39%	36%	39%	37%	36%	35%	44%	35%	38%	43%	34%	27%	37%	42%	38%	40%
Government	31%	33%	33%	30%	27%	31%	30%	29%	32%	36%	29%	28%	34%	34%	30%	21%	34%
Don't know	12%	9%	10%	10%	18%	12%	11%	11%	15%	13%	11%	14%	11%	9%	10%	17%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	20%	20%	20%	19%	22%	18%	18%	21%	21%	19%	21%	20%	19%	17%	20%	24%	23%
Businesses	38%	36%	39%	31%	30%	39%	39%	42%	42%	40%	35%	31%	40%	34%	40%	45%	34%
Government	31%	32%	29%	35%	36%	29%	32%	27%	25%	30%	32%	37%	31%	34%	26%	22%	33%
Don't know	12%	11%	12%	15%	12%	13%	10%	10%	11%	11%	13%	12%	10%	15%	14%	9%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	20%	19%	22%	17%	22%	34%	19%	26%	22%	19%	18%	22%	19%	15%	29%	17%	19%
Businesses	38%	39%	38%	39%	35%	29%	38%	33%	39%	38%	34%	42%	33%	39%	39%	36%	37%
Government	31%	28%	30%	36%	33%	32%	31%	31%	28%	33%	27%	27%	37%	37%	14%	25%	37%
Don't know	12%	14%	10%	9%	10%	5%	12%	10%	11%	9%	22%	10%	11%	9%	17%	22%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	20%	22%	19%	21%	18%	24%	20%	21%	19%	21%	16%	27%	16%	21%	22%	21%
Businesses	38%	39%	37%	37%	37%	41%	38%	37%	38%	40%	33%	40%	33%	41%	39%	37%
Government	31%	30%	31%	36%	25%	28%	30%	30%	32%	32%	29%	30%	26%	29%	32%	37%
Don't know	12%	9%	12%	6%	21%	7%	11%	13%	12%	8%	22%	3%	25%	8%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	18%	16%	11%	23%	15%	21%	15%	17%	19%	20%	16%	18%	21%	16%	8%	18%	24%
Businesses	36%	33%	34%	33%	37%	32%	34%	36%	43%	40%	39%	44%	46%	28%	50%	38%	33%
Government	33%	24%	27%	31%	31%	37%	39%	36%	25%	35%	34%	33%	29%	45%	31%	26%	35%
Don't know	13%	27%	28%	13%	17%	9%	12%	11%	13%	5%	11%	5%	4%	12%	10%	18%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	18%	18%	19%	21%	15%	21%	20%	18%	13%	15%	15%	16%	18%	20%	19%	19%	16%
Businesses	36%	39%	39%	32%	35%	32%	42%	41%	38%	43%	29%	37%	36%	35%	33%	36%	34%
Government	33%	35%	34%	33%	30%	35%	28%	32%	31%	30%	39%	32%	32%	33%	36%	30%	42%
Don't know	13%	9%	8%	14%	21%	11%	10%	9%	18%	13%	17%	15%	14%	12%	12%	16%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age					Children		Area						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	18%	18%	18%	22%	21%	17%	14%	20%	15%	16%	20%	21%	17%	17%	17%	18%	17%
Businesses	36%	35%	38%	28%	36%	37%	39%	38%	39%	37%	36%	30%	40%	35%	36%	42%	35%
Government	33%	35%	31%	36%	31%	34%	34%	31%	31%	35%	30%	37%	32%	35%	31%	28%	34%
Don't know	13%	12%	13%	14%	12%	12%	13%	11%	15%	12%	14%	13%	11%	13%	15%	12%	14%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	18%	17%	21%	16%	20%	20%	18%	21%	19%	17%	16%	19%	16%	11%	15%	20%	19%
Businesses	36%	34%	34%	41%	36%	31%	37%	31%	37%	38%	31%	39%	35%	48%	40%	29%	36%
Government	33%	34%	30%	36%	36%	44%	33%	33%	31%	35%	32%	30%	39%	37%	22%	29%	38%
Don't know	13%	16%	14%	7%	8%	6%	12%	16%	13%	9%	21%	13%	10%	4%	22%	22%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	18%	20%	18%	18%	17%	22%	19%	17%	18%	18%	18%	18%	14%	21%	18%	19%
Businesses	36%	35%	37%	39%	33%	38%	36%	38%	36%	40%	29%	35%	31%	38%	40%	36%
Government	33%	35%	32%	37%	30%	29%	33%	30%	35%	33%	32%	37%	29%	30%	35%	38%
Don't know	13%	10%	13%	7%	21%	11%	12%	15%	11%	9%	21%	10%	26%	11%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	5%	0%	2%	7%	4%	6%	3%	5%	3%	4%	3%	4%	8%	7%	3%	5%	10%
Businesses	33%	27%	27%	34%	36%	35%	25%	33%	37%	41%	40%	31%	26%	28%	35%	30%	38%
Government	56%	48%	55%	53%	56%	54%	64%	56%	58%	52%	53%	60%	62%	62%	55%	54%	50%
Don't know	6%	24%	15%	7%	4%	5%	7%	5%	3%	4%	4%	4%	4%	3%	7%	10%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	5%	5%	4%	5%	5%	8%	3%	3%	3%	5%	5%	2%	8%	4%	4%	7%	7%
Businesses	33%	38%	31%	32%	30%	32%	32%	33%	32%	29%	35%	40%	25%	32%	36%	31%	32%
Government	56%	53%	60%	58%	54%	53%	60%	60%	54%	62%	53%	50%	65%	60%	53%	54%	56%
Don't know	6%	3%	5%	6%	11%	7%	5%	5%	11%	4%	6%	8%	2%	5%	6%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age					Children		Area							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	5%	6%	4%	9%	8%	5%	4%	2%	2%	4%	5%	7%	4%	4%	4%	3%	5%
Businesses	33%	31%	34%	28%	28%	32%	29%	39%	39%	34%	31%	29%	34%	29%	36%	34%	30%
Government	56%	57%	56%	53%	56%	53%	63%	57%	56%	57%	56%	55%	56%	60%	55%	59%	57%
Don't know	6%	6%	7%	10%	8%	9%	4%	2%	4%	5%	8%	9%	5%	7%	5%	4%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	5%	4%	5%	5%	6%	9%	4%	10%	4%	5%	4%	5%	5%	1%	5%	6%	4%
Businesses	33%	32%	31%	34%	33%	38%	34%	25%	35%	33%	26%	38%	27%	36%	37%	28%	31%
Government	56%	58%	56%	57%	56%	47%	57%	55%	56%	57%	57%	52%	62%	60%	57%	54%	63%
Don't know	6%	6%	7%	4%	5%	5%	6%	10%	4%	5%	13%	5%	5%	3%	0%	13%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	5%	7%	4%	5%	4%	5%	5%	4%	5%	5%	5%	4%	4%	5%	4%	6%
Businesses	33%	32%	33%	31%	31%	42%	32%	34%	32%	34%	28%	37%	28%	35%	35%	32%
Government	56%	56%	57%	61%	54%	50%	57%	56%	56%	59%	52%	59%	52%	57%	59%	58%
Don't know	6%	5%	7%	3%	11%	3%	6%	7%	6%	2%	15%	1%	16%	4%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	9%	8%	8%	14%	6%	10%	10%	8%	4%	10%	5%	7%	15%	11%	5%	5%	10%
Businesses	50%	30%	45%	48%	54%	45%	47%	52%	58%	43%	65%	53%	47%	48%	58%	49%	47%
Government	32%	38%	29%	25%	28%	36%	34%	33%	32%	40%	24%	37%	33%	36%	30%	35%	41%
Don't know	10%	23%	19%	12%	12%	9%	9%	8%	7%	6%	6%	3%	5%	5%	7%	11%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	9%	7%	7%	11%	9%	13%	7%	7%	8%	7%	6%	7%	13%	7%	9%	15%	6%
Businesses	50%	53%	51%	47%	47%	40%	57%	54%	45%	50%	45%	53%	56%	54%	49%	51%	40%
Government	32%	35%	33%	33%	28%	36%	30%	31%	30%	34%	37%	29%	27%	32%	34%	23%	43%
Don't know	10%	6%	8%	9%	16%	10%	6%	8%	17%	9%	12%	11%	4%	7%	8%	10%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age					Children		Area						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	9%	9%	8%	11%	10%	7%	8%	8%	8%	10%	7%	12%	8%	8%	8%	7%	8%
Businesses	50%	46%	53%	42%	49%	53%	48%	52%	52%	50%	49%	41%	49%	50%	54%	56%	49%
Government	32%	38%	27%	33%	30%	28%	36%	35%	32%	32%	32%	35%	34%	32%	29%	30%	30%
Don't know	10%	7%	12%	14%	11%	12%	8%	6%	8%	8%	11%	12%	8%	10%	10%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	9%	8%	7%	8%	10%	16%	8%	17%	9%	9%	7%	9%	10%	4%	12%	10%	9%
Businesses	50%	51%	51%	52%	46%	48%	51%	37%	51%	50%	44%	53%	47%	59%	53%	44%	51%
Government	32%	30%	33%	33%	37%	33%	32%	34%	33%	34%	29%	32%	35%	32%	24%	25%	36%
Don't know	10%	12%	8%	7%	7%	3%	9%	12%	7%	7%	20%	6%	8%	5%	11%	21%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	9%	13%	7%	10%	7%	9%	9%	7%	9%	7%	11%	11%	8%	9%	8%	10%
Businesses	50%	47%	51%	47%	50%	56%	52%	49%	45%	54%	40%	53%	46%	53%	53%	45%
Government	32%	33%	33%	38%	27%	29%	30%	33%	36%	33%	30%	36%	25%	32%	34%	39%
Don't know	10%	8%	9%	5%	16%	6%	8%	10%	11%	5%	20%	1%	20%	6%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	4%	6%	1%	3%	4%	6%	5%	7%	1%	3%	2%	3%	11%	6%	0%	8%	14%
Businesses	53%	47%	50%	56%	54%	53%	50%	53%	64%	48%	59%	54%	45%	38%	57%	47%	56%
Government	35%	29%	32%	32%	34%	37%	37%	35%	29%	42%	32%	41%	39%	51%	33%	37%	29%
Don't know	8%	18%	18%	9%	9%	5%	8%	5%	6%	7%	7%	3%	5%	5%	10%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	4%	5%	4%	5%	4%	9%	2%	1%	4%	4%	6%	4%	3%	5%	5%	4%	2%
Businesses	53%	54%	50%	56%	50%	44%	59%	59%	53%	50%	52%	56%	52%	49%	52%	50%	55%
Government	35%	36%	39%	33%	33%	37%	33%	33%	35%	37%	35%	29%	39%	39%	35%	38%	35%
Don't know	8%	4%	7%	6%	13%	10%	6%	7%	8%	8%	7%	10%	6%	7%	8%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	4%	5%	4%	10%	6%	4%	4%	2%	2%	4%	5%	9%	3%	5%	2%	2%	4%
Businesses	53%	51%	54%	38%	47%	46%	51%	65%	65%	54%	50%	38%	56%	48%	58%	65%	54%
Government	35%	38%	33%	38%	38%	40%	39%	29%	28%	36%	35%	42%	34%	40%	32%	29%	32%
Don't know	8%	6%	9%	14%	9%	10%	6%	3%	5%	6%	10%	11%	6%	8%	8%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	4%	3%	4%	4%	7%	30%	3%	13%	3%	6%	2%	5%	6%	1%	3%	2%	2%
Businesses	53%	57%	47%	49%	52%	35%	54%	39%	60%	48%	50%	60%	42%	61%	58%	51%	55%
Government	35%	32%	40%	41%	33%	32%	35%	37%	32%	40%	32%	31%	43%	36%	39%	31%	39%
Don't know	8%	8%	9%	5%	7%	3%	7%	11%	4%	6%	17%	4%	8%	3%	0%	17%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	4%	7%	3%	5%	3%	4%	4%	4%	5%	5%	4%	5%	3%	3%	5%	7%
Businesses	53%	52%	53%	51%	52%	58%	53%	53%	51%	56%	45%	58%	49%	57%	55%	47%
Government	35%	36%	35%	40%	31%	34%	36%	33%	36%	36%	34%	34%	29%	35%	37%	42%
Don't know	8%	5%	8%	4%	14%	3%	6%	9%	8%	3%	17%	3%	18%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	6%	10%	6%	7%	4%	10%	5%	7%	5%	5%	1%	5%	8%	4%	0%	16%	6%
Businesses	62%	50%	50%	63%	71%	60%	62%	57%	71%	64%	71%	60%	59%	64%	74%	55%	59%
Government	21%	13%	24%	18%	16%	19%	20%	29%	15%	26%	18%	27%	27%	26%	19%	19%	32%
Don't know	11%	27%	20%	12%	10%	11%	12%	7%	9%	5%	10%	8%	6%	6%	7%	11%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	6%	7%	6%	6%	5%	7%	6%	6%	6%	5%	7%	5%	4%	6%	6%	6%	6%
Businesses	62%	67%	61%	64%	56%	51%	66%	69%	60%	64%	56%	68%	65%	61%	63%	64%	65%
Government	21%	21%	23%	19%	21%	28%	21%	18%	21%	19%	25%	16%	20%	25%	19%	14%	18%
Don't know	11%	5%	10%	12%	18%	13%	7%	8%	13%	12%	12%	11%	10%	8%	12%	17%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	6%	7%	5%	13%	8%	5%	4%	3%	4%	6%	6%	9%	5%	6%	6%	3%	6%
Businesses	62%	61%	63%	42%	46%	56%	68%	77%	78%	65%	58%	48%	66%	57%	67%	76%	57%
Government	21%	23%	20%	29%	33%	24%	19%	14%	11%	20%	23%	29%	20%	25%	16%	12%	26%
Don't know	11%	10%	12%	17%	13%	14%	9%	6%	7%	9%	13%	14%	9%	12%	11%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	6%	4%	9%	4%	9%	18%	5%	15%	5%	6%	4%	5%	7%	2%	8%	5%	6%
Businesses	62%	61%	59%	64%	57%	51%	64%	42%	70%	61%	50%	71%	52%	76%	65%	50%	62%
Government	21%	21%	20%	25%	27%	29%	20%	30%	17%	25%	22%	15%	31%	18%	21%	21%	27%
Don't know	11%	14%	12%	7%	7%	3%	11%	13%	9%	8%	23%	8%	10%	4%	7%	24%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	6%	9%	5%	6%	6%	6%	6%	5%	7%	6%	7%	6%	4%	6%	7%	8%
Businesses	62%	61%	63%	61%	60%	70%	62%	63%	59%	69%	48%	66%	53%	65%	68%	60%
Government	21%	23%	21%	26%	17%	18%	20%	21%	24%	20%	23%	23%	17%	21%	21%	27%
Don't know	11%	7%	12%	6%	18%	7%	12%	11%	9%	6%	22%	5%	25%	8%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Individuals	6%	10%	2%	8%	5%	8%	7%	7%	2%	4%	2%	5%	10%	14%	14%	11%	10%
Businesses	64%	58%	59%	68%	63%	64%	63%	67%	77%	61%	72%	61%	54%	59%	53%	48%	64%
Government	24%	15%	25%	19%	26%	22%	25%	22%	19%	30%	22%	32%	33%	24%	26%	31%	24%
Don't know	6%	18%	14%	4%	5%	6%	5%	4%	2%	5%	4%	3%	4%	3%	7%	11%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Individuals	6%	7%	6%	8%	5%	11%	5%	4%	4%	5%	6%	4%	13%	6%	5%	8%	8%
Businesses	64%	66%	62%	64%	62%	56%	67%	66%	60%	65%	64%	68%	63%	63%	69%	66%	57%
Government	24%	24%	28%	23%	22%	25%	24%	27%	27%	25%	25%	20%	20%	27%	21%	18%	30%
Don't know	6%	3%	4%	5%	11%	8%	4%	4%	9%	5%	5%	9%	4%	4%	5%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Individuals	6%	8%	5%	14%	7%	8%	5%	4%	3%	6%	7%	11%	6%	6%	4%	3%	6%
Businesses	64%	59%	68%	56%	52%	58%	63%	74%	76%	66%	61%	49%	67%	60%	69%	79%	57%
Government	24%	28%	20%	19%	34%	25%	27%	20%	19%	24%	25%	31%	22%	28%	22%	14%	30%
Don't know	6%	5%	6%	11%	7%	9%	5%	2%	3%	4%	7%	9%	4%	7%	5%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Individuals	6%	5%	6%	6%	10%	25%	5%	14%	5%	8%	6%	6%	8%	6%	5%	5%	5%
Businesses	64%	68%	64%	61%	55%	37%	66%	47%	70%	60%	61%	71%	53%	71%	72%	61%	66%
Government	24%	21%	24%	29%	30%	35%	24%	29%	21%	28%	21%	20%	33%	21%	21%	21%	27%
Don't know	6%	6%	6%	4%	5%	3%	5%	10%	4%	4%	13%	3%	7%	2%	2%	13%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Individuals	6%	11%	5%	8%	5%	5%	6%	7%	6%	6%	7%	5%	5%	5%	8%	7%
Businesses	64%	61%	65%	60%	65%	72%	67%	60%	62%	67%	57%	65%	61%	71%	65%	56%
Government	24%	24%	24%	29%	19%	20%	22%	27%	25%	25%	21%	29%	20%	21%	25%	34%
Don't know	6%	4%	6%	3%	11%	3%	5%	7%	7%	2%	14%	1%	14%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(38.A) Which, if any, of the following issues do you think of as “sustainability issues”? 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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Knowing where products come from	38%	26%	34%	42%	37%	32%	39%	35%	39%	46%	40%	45%	34%	47%	35%	31%	38%
Making it easy for outsiders to understand how decisions are made inside the company	6%	6%	8%	4%	6%	8%	5%	12%	9%	3%	8%	3%	4%	3%	9%	7%	6%
Preventing corruption and bribery	12%	5%	17%	11%	15%	15%	8%	11%	12%	9%	17%	12%	14%	11%	16%	16%	11%
Enhancing animal Welfare	39%	22%	36%	39%	37%	38%	38%	40%	44%	45%	57%	42%	30%	44%	47%	31%	35%
Responsible marketing	13%	12%	9%	11%	16%	14%	14%	12%	12%	15%	13%	11%	5%	16%	12%	8%	11%
Contributing to efforts to address climate change	47%	30%	40%	46%	48%	44%	43%	43%	56%	55%	51%	52%	43%	52%	67%	44%	51%
Responsible water use	56%	41%	48%	59%	60%	57%	53%	55%	60%	64%	56%	60%	54%	62%	66%	52%	54%
Product packaging and plastics	55%	42%	53%	58%	57%	51%	49%	51%	63%	54%	63%	58%	61%	56%	54%	49%	55%
Reducing landfill waste	58%	36%	54%	60%	60%	56%	58%	58%	68%	58%	66%	61%	56%	59%	66%	51%	57%
Biodiversity/improving nature	48%	25%	48%	41%	47%	45%	45%	44%	55%	56%	52%	52%	54%	55%	60%	46%	52%
Nutritional value of food	24%	15%	19%	23%	29%	24%	21%	27%	28%	30%	29%	19%	18%	29%	15%	22%	21%
Human rights	17%	25%	21%	20%	21%	15%	16%	17%	14%	21%	16%	15%	17%	19%	6%	12%	13%
Diversity and Inclusion	12%	6%	13%	10%	13%	13%	10%	11%	12%	8%	17%	16%	13%	13%	13%	12%	14%
Minimum pay standards for employees and workers in supply chain	16%	3%	20%	10%	19%	15%	16%	16%	17%	16%	26%	18%	16%	13%	11%	20%	13%
Use of customer data	9%	3%	8%	9%	8%	9%	8%	7%	9%	12%	9%	10%	10%	11%	0%	10%	9%
Job creation	13%	10%	8%	14%	14%	16%	18%	12%	11%	15%	8%	8%	15%	17%	12%	11%	15%
Responsible sourcing of raw materials	55%	29%	53%	55%	62%	51%	49%	49%	64%	61%	56%	55%	59%	60%	61%	53%	52%
Employee health, safety, and wellbeing	18%	15%	19%	20%	21%	15%	17%	19%	22%	18%	12%	19%	15%	14%	20%	17%	22%
Community relations	8%	9%	5%	6%	10%	8%	8%	7%	7%	9%	4%	7%	8%	10%	9%	17%	7%
Countering extremism and terrorism	8%	2%	12%	7%	10%	9%	7%	11%	7%	5%	6%	8%	9%	3%	3%	2%	10%
Ethics and rules for new technology	15%	13%	14%	12%	17%	18%	16%	18%	13%	16%	14%	18%	12%	13%	6%	20%	26%
None of the above	2%	3%	1%	1%	4%	2%	2%	1%	3%	5%	1%	2%	3%	0%	9%	0%	0%
Don't Know	10%	22%	19%	10%	12%	10%	13%	8%	7%	2%	10%	4%	8%	6%	4%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Knowing where products come from	38%	44%	37%	39%	34%	35%	39%	42%	34%	40%	35%	37%	36%	42%	41%	41%	31%
Making it easy for outsiders to understand how decisions are made inside the company	6%	7%	6%	7%	5%	8%	6%	7%	2%	6%	8%	4%	7%	10%	8%	5%	5%
Preventing corruption and bribery	12%	13%	10%	14%	12%	11%	9%	13%	10%	12%	16%	10%	10%	15%	16%	13%	16%
Enhancing animal Welfare	39%	43%	41%	41%	31%	37%	39%	36%	35%	39%	41%	36%	40%	43%	44%	41%	41%
Responsible marketing	13%	11%	10%	18%	11%	11%	11%	15%	16%	12%	15%	10%	15%	12%	16%	9%	9%
Contributing to efforts to address climate change	47%	53%	49%	47%	38%	41%	49%	47%	46%	48%	47%	41%	43%	50%	54%	48%	52%
Responsible water use	56%	64%	55%	55%	50%	53%	60%	59%	57%	58%	58%	52%	62%	59%	53%	48%	55%
Product packaging and plastics	55%	59%	54%	55%	49%	50%	58%	55%	57%	58%	54%	52%	55%	58%	51%	49%	55%
Reducing landfill waste	58%	65%	59%	58%	52%	52%	62%	57%	63%	60%	56%	56%	66%	60%	59%	51%	66%
Biodiversity/improving nature	48%	57%	50%	45%	39%	43%	53%	50%	49%	46%	49%	44%	44%	48%	53%	44%	48%
Nutritional value of food	24%	25%	23%	23%	23%	21%	25%	19%	24%	30%	23%	20%	27%	23%	27%	24%	29%
Human rights	17%	15%	15%	21%	19%	16%	16%	18%	14%	20%	21%	14%	20%	20%	16%	21%	14%
Diversity and Inclusion	12%	14%	12%	14%	10%	13%	8%	12%	16%	12%	14%	9%	14%	15%	8%	14%	10%
Minimum pay standards for employees and workers in supply chain	16%	14%	15%	20%	16%	17%	13%	15%	19%	15%	15%	13%	17%	20%	16%	19%	16%
Use of customer data	9%	6%	9%	11%	9%	8%	10%	6%	9%	11%	9%	6%	12%	8%	9%	11%	6%
Job creation	13%	12%	11%	16%	14%	13%	13%	9%	16%	13%	11%	10%	19%	16%	13%	15%	11%
Responsible sourcing of raw materials	55%	62%	56%	50%	48%	45%	56%	58%	60%	60%	53%	50%	52%	60%	58%	44%	58%
Employee health, safety, and wellbeing	18%	19%	15%	21%	18%	17%	14%	18%	22%	20%	20%	17%	22%	20%	17%	21%	14%
Community relations	8%	8%	8%	7%	8%	9%	6%	7%	7%	6%	8%	7%	9%	11%	6%	9%	7%
Countering extremism and terrorism	8%	7%	8%	8%	8%	10%	4%	4%	7%	7%	7%	8%	14%	10%	8%	11%	3%
Ethics and rules for new technology	15%	17%	15%	14%	15%	19%	11%	19%	14%	11%	13%	18%	17%	14%	16%	16%	23%
None of the above	2%	1%	2%	2%	4%	2%	3%	1%	2%	3%	2%	2%	1%	2%	2%	3%	2%
Don't Know	10%	6%	9%	11%	17%	12%	9%	10%	9%	9%	10%	16%	8%	9%	9%	19%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Knowing where products come from	38%	34%	42%	31%	30%	34%	42%	44%	46%	39%	38%	31%	41%	34%	44%	42%	36%
Making it easy for outsiders to understand how decisions are made inside the company	6%	7%	6%	11%	8%	6%	4%	5%	5%	7%	6%	8%	7%	6%	7%	3%	6%
Preventing corruption and bribery	12%	14%	10%	14%	12%	8%	9%	16%	15%	13%	12%	13%	13%	10%	12%	14%	11%
Enhancing animal Welfare	39%	36%	42%	34%	34%	34%	46%	47%	40%	39%	40%	34%	42%	36%	41%	44%	33%
Responsible marketing	13%	12%	13%	15%	15%	6%	9%	16%	16%	13%	11%	14%	13%	11%	12%	10%	13%
Contributing to efforts to address climate change	47%	44%	49%	34%	41%	41%	52%	55%	55%	48%	46%	41%	50%	45%	45%	55%	48%
Responsible water use	56%	52%	60%	40%	48%	53%	62%	64%	66%	57%	56%	47%	59%	59%	56%	63%	52%
Product packaging and plastics	55%	51%	58%	39%	47%	46%	61%	63%	67%	56%	53%	44%	59%	52%	55%	62%	54%
Reducing landfill waste	58%	54%	62%	44%	50%	51%	63%	66%	71%	59%	58%	49%	62%	61%	58%	66%	51%
Biodiversity/improving nature	48%	45%	50%	38%	39%	43%	52%	56%	57%	49%	47%	43%	52%	48%	48%	50%	44%
Nutritional value of food	24%	23%	25%	20%	16%	17%	28%	28%	31%	26%	21%	22%	23%	23%	27%	26%	18%
Human rights	17%	18%	17%	25%	20%	16%	14%	13%	16%	18%	17%	21%	18%	13%	15%	21%	14%
Diversity and Inclusion	12%	12%	12%	15%	12%	12%	10%	9%	13%	13%	11%	13%	13%	9%	13%	12%	10%
Minimum pay standards for employees and workers in supply chain	16%	17%	15%	16%	16%	13%	17%	18%	18%	17%	15%	16%	17%	14%	15%	16%	18%
Use of customer data	9%	9%	9%	12%	11%	5%	7%	8%	9%	9%	9%	9%	7%	8%	8%	11%	10%
Job creation	13%	16%	11%	20%	15%	11%	9%	11%	13%	13%	13%	15%	11%	14%	13%	13%	13%
Responsible sourcing of raw materials	55%	51%	58%	33%	46%	47%	57%	67%	72%	57%	51%	46%	57%	53%	59%	58%	53%
Employee health, safety, and wellbeing	18%	20%	16%	19%	15%	17%	16%	16%	23%	20%	16%	19%	18%	14%	17%	23%	18%
Community relations	8%	9%	6%	12%	14%	7%	5%	4%	5%	8%	8%	10%	7%	7%	9%	6%	6%
Countering extremism and terrorism	8%	8%	7%	9%	8%	4%	6%	7%	10%	8%	7%	7%	9%	8%	5%	8%	10%
Ethics and rules for new technology	15%	17%	14%	15%	17%	13%	16%	16%	16%	16%	15%	16%	17%	11%	14%	16%	20%
None of the above	2%	2%	2%	2%	1%	3%	3%	2%	1%	2%	2%	1%	2%	2%	3%	4%	3%
Don't Know	10%	10%	11%	12%	11%	12%	11%	10%	8%	9%	13%	11%	8%	12%	14%	8%	12%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCSE/Higher/Advanced Higher)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Knowing where products come from	38%	36%	35%	41%	45%	31%	40%	26%	39%	41%	32%	38%	38%	52%	40%	32%	50%
Making it easy for outsiders to understand how decisions are made inside the company	6%	6%	6%	9%	7%	3%	6%	7%	6%	8%	4%	5%	8%	9%	4%	4%	9%
Preventing corruption and bribery	12%	12%	13%	12%	16%	8%	13%	10%	12%	13%	9%	11%	13%	11%	15%	10%	15%
Enhancing animal Welfare	39%	37%	39%	42%	43%	33%	41%	22%	40%	42%	32%	39%	39%	47%	61%	31%	53%
Responsible marketing	13%	13%	11%	12%	15%	14%	13%	12%	13%	14%	7%	12%	14%	11%	19%	10%	15%
Contributing to efforts to address climate change	47%	43%	43%	54%	51%	39%	49%	32%	47%	51%	40%	46%	46%	63%	41%	40%	64%
Responsible water use	56%	53%	55%	61%	57%	56%	58%	39%	57%	60%	49%	58%	55%	68%	54%	50%	69%
Product packaging and plastics	55%	51%	52%	59%	55%	44%	57%	36%	57%	58%	46%	58%	54%	66%	50%	44%	68%
Reducing landfill waste	58%	56%	57%	64%	56%	57%	61%	40%	60%	60%	51%	60%	57%	70%	72%	51%	73%
Biodiversity/improving nature	48%	43%	45%	53%	54%	53%	50%	33%	49%	52%	35%	50%	44%	65%	47%	36%	64%
Nutritional value of food	24%	23%	24%	24%	27%	17%	24%	18%	25%	25%	21%	24%	22%	29%	31%	23%	31%
Human rights	17%	19%	19%	15%	21%	26%	17%	19%	15%	19%	15%	14%	21%	15%	17%	15%	20%
Diversity and Inclusion	12%	10%	11%	13%	15%	24%	12%	15%	11%	14%	9%	10%	17%	11%	14%	9%	16%
Minimum pay standards for employees and workers in supply chain	16%	16%	15%	16%	13%	20%	16%	14%	17%	17%	14%	15%	20%	9%	18%	11%	18%
Use of customer data	9%	11%	10%	8%	6%	8%	9%	9%	9%	8%	8%	8%	10%	7%	9%	8%	9%
Job creation	13%	13%	12%	14%	12%	12%	13%	17%	13%	14%	11%	12%	16%	12%	12%	13%	13%
Responsible sourcing of raw materials	55%	49%	50%	62%	57%	45%	57%	35%	57%	59%	41%	59%	51%	72%	52%	42%	69%
Employee health, safety, and wellbeing	18%	19%	17%	18%	17%	18%	19%	14%	19%	19%	12%	18%	18%	19%	21%	16%	22%
Community relations	8%	6%	6%	8%	14%	8%	7%	15%	6%	9%	8%	5%	13%	6%	2%	5%	8%
Countering extremism and terrorism	8%	8%	7%	8%	7%	9%	8%	7%	8%	8%	4%	8%	8%	3%	21%	5%	9%
Ethics and rules for new technology	15%	15%	15%	16%	19%	30%	16%	13%	16%	17%	11%	15%	19%	14%	17%	9%	20%
None of the above	2%	1%	2%	2%	1%	6%	2%	3%	2%	2%	4%	2%	2%	0%	2%	5%	1%
Don't Know	10%	15%	12%	5%	5%	12%	10%	14%	11%	7%	18%	9%	8%	6%	13%	19%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Knowing where products come from	38%	36%	39%	41%	33%	42%	36%	37%	42%	43%	27%	45%	25%	38%	44%	47%
Making it easy for outsiders to understand how decisions are made inside the company	6%	8%	6%	8%	4%	6%	7%	5%	7%	7%	4%	10%	3%	7%	7%	9%
Preventing corruption and bribery	12%	14%	11%	14%	10%	12%	14%	11%	11%	13%	10%	17%	9%	13%	13%	14%
Enhancing animal Welfare	39%	39%	40%	44%	34%	38%	39%	34%	45%	42%	31%	49%	27%	39%	46%	44%
Responsible marketing	13%	16%	11%	15%	10%	12%	14%	10%	12%	13%	12%	16%	10%	11%	13%	17%
Contributing to efforts to address climate change	47%	43%	49%	50%	43%	47%	44%	45%	54%	52%	35%	58%	32%	45%	56%	55%
Responsible water use	56%	55%	57%	58%	51%	64%	54%	57%	59%	60%	47%	64%	44%	55%	65%	60%
Product packaging and plastics	55%	51%	56%	56%	51%	60%	55%	50%	59%	60%	42%	60%	41%	57%	64%	56%
Reducing landfill waste	58%	57%	60%	62%	53%	62%	57%	57%	61%	63%	48%	69%	45%	64%	63%	62%
Biodiversity/improving nature	48%	46%	49%	52%	42%	51%	46%	44%	55%	51%	37%	62%	31%	50%	55%	57%
Nutritional value of food	24%	24%	23%	27%	20%	22%	23%	20%	28%	25%	19%	33%	16%	23%	26%	31%
Human rights	17%	18%	17%	22%	14%	13%	17%	14%	21%	17%	17%	19%	13%	19%	17%	21%
Diversity and Inclusion	12%	15%	11%	16%	9%	9%	13%	10%	13%	12%	11%	14%	8%	12%	13%	17%
Minimum pay standards for employees and workers in supply chain	16%	18%	15%	19%	13%	15%	17%	14%	17%	17%	13%	21%	12%	17%	18%	18%
Use of customer data	9%	9%	8%	10%	7%	10%	9%	7%	9%	8%	9%	9%	7%	10%	8%	10%
Job creation	13%	17%	12%	16%	10%	14%	14%	12%	13%	14%	13%	11%	11%	14%	13%	15%
Responsible sourcing of raw materials	55%	53%	56%	56%	50%	62%	52%	52%	60%	60%	43%	59%	39%	56%	64%	58%
Employee health, safety, and wellbeing	18%	20%	17%	21%	16%	16%	20%	15%	18%	18%	16%	22%	16%	19%	20%	17%
Community relations	8%	9%	7%	10%	6%	6%	8%	6%	9%	8%	7%	12%	6%	8%	7%	11%
Countering extremism and terrorism	8%	10%	7%	9%	6%	7%	9%	7%	6%	8%	7%	6%	6%	8%	8%	8%
Ethics and rules for new technology	15%	18%	15%	19%	12%	15%	14%	13%	20%	16%	14%	20%	10%	14%	18%	20%
None of the above	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	3%	1%	4%	2%	1%	2%
Don't Know	10%	7%	11%	5%	18%	6%	12%	11%	8%	6%	21%	2%	26%	6%	4%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
How much the product costs	72%	56%	77%	78%	80%	75%	69%	70%	74%	73%	69%	67%	85%	71%	67%	58%	56%
Whether the product has been made in an environmentally friendly way	33%	28%	31%	26%	35%	26%	29%	41%	35%	35%	39%	34%	38%	31%	39%	32%	29%
Whether the product is of a high quality	68%	48%	68%	65%	64%	70%	63%	66%	81%	66%	72%	69%	73%	68%	80%	66%	64%
What country the product has been made in	33%	12%	29%	39%	32%	35%	34%	33%	35%	40%	39%	32%	34%	25%	34%	32%	29%
Whether those who were involved in making the product have been paid well	20%	13%	22%	18%	18%	19%	20%	24%	18%	21%	28%	20%	10%	19%	19%	24%	28%
Whether the product has been recommended to me by other people	23%	21%	26%	20%	21%	25%	26%	24%	19%	23%	25%	20%	21%	23%	31%	17%	22%
The reputation of the brand	43%	28%	41%	40%	37%	44%	42%	46%	52%	47%	52%	42%	45%	40%	46%	38%	37%
None of the above	3%	6%	6%	2%	4%	1%	2%	1%	1%	5%	1%	1%	1%	5%	6%	2%	2%
Don't Know	5%	25%	5%	5%	3%	3%	4%	4%	2%	3%	8%	3%	0%	3%	4%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
How much the product costs	72%	71%	72%	71%	74%	64%	77%	78%	76%	74%	69%	66%	71%	77%	72%	77%	70%
Whether the product has been made in an environmentally friendly way	33%	39%	35%	31%	26%	37%	35%	32%	32%	37%	31%	26%	27%	35%	31%	33%	24%
Whether the product is of a high quality	68%	74%	66%	70%	61%	64%	70%	70%	66%	68%	71%	63%	70%	67%	71%	62%	76%
What country the product has been made in	33%	40%	30%	34%	29%	30%	29%	35%	33%	35%	34%	32%	35%	36%	36%	36%	40%
Whether those who were involved in making the product have been paid well	20%	23%	18%	23%	17%	24%	18%	18%	20%	17%	19%	17%	23%	22%	23%	15%	19%
Whether the product has been recommended to me by other people	23%	21%	26%	26%	19%	30%	25%	21%	22%	24%	27%	18%	28%	21%	19%	16%	8%
The reputation of the brand	43%	45%	41%	45%	42%	42%	48%	42%	46%	50%	35%	34%	50%	45%	43%	39%	49%
None of the above	3%	2%	4%	1%	3%	2%	3%	1%	3%	4%	3%	4%	1%	2%	4%	0%	0%
Don't Know	5%	3%	3%	5%	7%	9%	2%	4%	3%	3%	6%	5%	4%	3%	3%	7%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
How much the product costs	72%	69%	75%	61%	65%	68%	74%	84%	80%	73%	71%	61%	77%	71%	75%	80%	68%
Whether the product has been made in an environmentally friendly way	33%	31%	35%	33%	37%	35%	29%	29%	33%	31%	35%	34%	34%	32%	32%	29%	36%
Whether the product is of a high quality	68%	69%	67%	58%	61%	63%	71%	75%	75%	67%	68%	59%	70%	65%	69%	77%	64%
What country the product has been made in	33%	31%	35%	19%	24%	29%	33%	41%	49%	37%	29%	27%	31%	34%	37%	41%	37%
Whether those who were involved in making the product have been paid well	20%	19%	21%	20%	24%	17%	20%	19%	20%	22%	17%	24%	19%	19%	19%	19%	20%
Whether the product has been recommended to me by other people	23%	24%	22%	33%	32%	21%	20%	18%	16%	22%	24%	29%	22%	23%	22%	16%	20%
The reputation of the brand	43%	43%	43%	43%	44%	40%	39%	46%	45%	43%	44%	41%	44%	45%	39%	46%	47%
None of the above	3%	3%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%
Don't Know	5%	4%	5%	9%	6%	6%	4%	2%	2%	4%	6%	8%	2%	6%	5%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
How much the product costs	72%	73%	75%	73%	66%	52%	74%	58%	74%	70%	75%	75%	67%	78%	77%	75%	79%
Whether the product has been made in an environmentally friendly way	33%	25%	30%	39%	43%	34%	33%	35%	27%	40%	27%	26%	42%	47%	25%	24%	55%
Whether the product is of a high quality	68%	64%	69%	71%	68%	63%	69%	56%	69%	69%	63%	71%	62%	79%	73%	67%	73%
What country the product has been made in	33%	31%	30%	35%	33%	40%	34%	26%	39%	34%	20%	39%	28%	39%	48%	23%	41%
Whether those who were involved in making the product have been paid well	20%	16%	19%	23%	24%	29%	20%	18%	17%	24%	13%	18%	25%	21%	14%	11%	27%
Whether the product has been recommended to me by other people	23%	20%	24%	27%	25%	18%	22%	28%	22%	23%	22%	21%	27%	19%	21%	25%	25%
The reputation of the brand	43%	41%	48%	44%	37%	35%	44%	39%	42%	46%	38%	44%	46%	51%	40%	35%	45%
None of the above	3%	2%	2%	2%	1%	3%	3%	2%	3%	2%	5%	2%	2%	0%	4%	5%	1%
Don't Know	5%	5%	5%	3%	4%	12%	4%	10%	3%	4%	7%	2%	4%	2%	0%	8%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
How much the product costs	72%	69%	75%	73%	69%	80%	75%	72%	69%	78%	62%	75%	68%	77%	76%	68%
Whether the product has been made in an environmentally friendly way	33%	38%	31%	41%	27%	22%	28%	28%	46%	31%	31%	52%	14%	34%	37%	50%
Whether the product is of a high quality	68%	68%	68%	69%	64%	73%	67%	71%	66%	73%	57%	73%	56%	71%	72%	72%
What country the product has been made in	33%	38%	32%	37%	26%	40%	31%	34%	37%	36%	28%	38%	21%	35%	35%	45%
Whether those who were involved in making the product have been paid well	20%	27%	17%	25%	16%	15%	21%	15%	22%	19%	17%	36%	10%	21%	21%	31%
Whether the product has been recommended to me by other people	23%	24%	22%	26%	20%	21%	25%	21%	20%	25%	18%	23%	19%	24%	25%	24%
The reputation of the brand	43%	47%	41%	48%	40%	37%	44%	43%	43%	45%	38%	49%	33%	46%	47%	48%
None of the above	3%	1%	3%	2%	3%	3%	3%	4%	1%	2%	4%	3%	5%	2%	1%	2%
Don't Know	5%	3%	5%	1%	9%	2%	4%	4%	6%	1%	12%	0%	11%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	1. How much the product costs	2. Whether the product is of a high quality	3. Whether the product has been made in an environmentally friendly way	4. The reputation of the brand	5. What country the product has been made in	6. Whether those who were involved in making the product have been paid well	7. Whether the product has been recommended to me by other people
1-Highest Rank	34%	29%	10%	6%	5%	6%	3%
2	20%	25%	9%	9%	8%	5%	5%
3-Lowest Rank	11%	8%	7%	14%	10%	4%	6%
Not Selected	35%	38%	73%	71%	78%	85%	86%
Mean Rank	1.5	1.6	2.4	2.5	2.6	2.7	2.7
Standard Deviation	1.6	1.6	1	0.8	0.7	0.7	0.5

*Note:*

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	34%	32%	49%	41%	40%	38%	35%	29%	32%	32%	26%	31%	30%	22%	10%	22%	23%
2	20%	8%	15%	18%	21%	22%	16%	23%	26%	21%	17%	20%	29%	29%	25%	28%	21%
3-Lowest Rank	11%	6%	7%	14%	12%	9%	13%	6%	9%	13%	15%	10%	14%	11%	18%	2%	6%
Not Selected	35%	54%	29%	27%	28%	31%	36%	41%	33%	33%	42%	40%	26%	38%	47%	47%	50%
Mean Rank	1.5	1.8	1.1	1.3	1.3	1.3	1.5	1.6	1.4	1.5	1.7	1.6	1.4	1.6	2	1.7	1.8
Standard Deviation	1.6	1.9	1.7	1.6	1.6	1.6	1.7	1.7	1.6	1.6	1.6	1.7	1.4	1.5	1.2	1.6	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	34%	26%	36%	35%	39%	27%	38%	32%	41%	27%	34%	28%	36%	39%	31%	39%	29%
2	20%	23%	18%	20%	20%	15%	24%	25%	17%	30%	18%	24%	21%	18%	18%	17%	27%
3-Lowest Rank	11%	12%	10%	11%	10%	11%	9%	13%	9%	11%	10%	7%	7%	14%	12%	14%	11%
Not Selected	35%	39%	35%	35%	31%	47%	28%	29%	32%	32%	38%	40%	36%	29%	38%	31%	34%
Mean Rank	1.5	1.6	1.4	1.5	1.3	1.8	1.3	1.4	1.3	1.5	1.5	1.6	1.4	1.3	1.6	1.4	1.5
Standard Deviation	1.6	1.5	1.7	1.6	1.6	1.7	1.5	1.5	1.7	1.4	1.7	1.6	1.7	1.6	1.7	1.6	1.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	34%	32%	35%	30%	34%	36%	37%	33%	33%	32%	36%	27%	37%	38%	32%	38%	31%
2	20%	21%	20%	18%	17%	17%	19%	27%	24%	22%	19%	18%	20%	19%	25%	23%	16%
3-Lowest Rank	11%	9%	12%	9%	8%	10%	9%	14%	14%	11%	10%	8%	12%	6%	12%	13%	14%
Not Selected	35%	37%	33%	43%	41%	38%	34%	26%	29%	35%	35%	47%	30%	37%	31%	26%	39%
Mean Rank	1.5	1.5	1.4	1.7	1.6	1.5	1.4	1.3	1.4	1.5	1.4	1.8	1.4	1.4	1.4	1.3	1.6
Standard Deviation	1.6	1.6	1.6	1.7	1.7	1.7	1.7	1.4	1.5	1.6	1.7	1.7	1.6	1.7	1.5	1.5	1.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	34%	38%	37%	32%	25%	22%	35%	27%	34%	31%	43%	32%	33%	33%	40%	45%	33%
2	20%	18%	22%	23%	22%	16%	21%	18%	21%	21%	19%	22%	19%	28%	10%	18%	20%
3-Lowest Rank	11%	11%	10%	9%	11%	5%	11%	8%	12%	11%	9%	13%	10%	7%	20%	7%	13%
Not Selected	35%	33%	31%	36%	43%	57%	34%	47%	33%	38%	30%	33%	39%	32%	30%	30%	34%
Mean Rank	1.5	1.4	1.3	1.5	1.7	2	1.4	1.8	1.4	1.6	1.3	1.5	1.5	1.4	1.4	1.2	1.5
Standard Deviation	1.6	1.7	1.6	1.6	1.6	1.6	1.6	1.7	1.6	1.6	1.6	1.6	1.7	1.6	1.7	1.7	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	34%	27%	37%	31%	36%	38%	37%	33%	29%	36%	30%	30%	40%	35%	34%	24%
2	20%	20%	21%	20%	19%	25%	21%	21%	19%	23%	16%	18%	18%	22%	22%	19%
3-Lowest Rank	11%	11%	11%	13%	8%	11%	11%	11%	11%	11%	10%	13%	7%	13%	12%	12%
Not Selected	35%	42%	32%	37%	37%	25%	32%	35%	41%	30%	44%	40%	35%	30%	32%	45%
Mean Rank	1.5	1.7	1.4	1.6	1.5	1.2	1.4	1.5	1.6	1.3	1.7	1.6	1.4	1.4	1.4	1.8
Standard Deviation	1.6	1.6	1.6	1.6	1.7	1.5	1.6	1.6	1.6	1.5	1.7	1.6	1.7	1.5	1.6	1.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
Total		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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	10%	10%	5%	7%	10%	9%	11%	14%	9%	8%	12%	12%	16%	15%	12%	21%	6%
2	9%	16%	8%	11%	11%	7%	6%	10%	9%	11%	13%	7%	15%	7%	12%	5%	10%
3-Lowest Rank	7%	3%	7%	4%	8%	5%	8%	10%	9%	8%	6%	10%	1%	8%	6%	2%	10%
Not Selected	73%	72%	80%	79%	71%	79%	75%	66%	73%	73%	69%	71%	68%	70%	70%	72%	75%
Mean Rank	2.4	2.4	2.6	2.5	2.4	2.6	2.5	2.3	2.5	2.5	2.3	2.4	2.2	2.3	2.3	2.3	2.5
Standard Deviation	1	1.2	0.7	0.9	1.1	0.9	1	1.2	1	1	1.2	1.1	1.4	1.3	1.2	1.6	0.8

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	10%	14%	12%	9%	6%	12%	10%	7%	10%	13%	9%	9%	7%	10%	8%	17%	9%
2	9%	11%	8%	9%	9%	13%	10%	9%	8%	8%	11%	8%	7%	10%	9%	4%	3%
3-Lowest Rank	7%	8%	8%	8%	5%	6%	10%	7%	6%	9%	7%	6%	5%	9%	6%	7%	6%
Not Selected	73%	67%	71%	74%	80%	69%	69%	77%	76%	70%	73%	77%	81%	71%	77%	72%	81%
Mean Rank	2.4	2.3	2.4	2.5	2.6	2.3	2.4	2.5	2.5	2.3	2.4	2.5	2.6	2.4	2.5	2.3	2.6
Standard Deviation	1	1.3	1.1	1	0.8	1.2	1.1	0.9	1	1.2	1	1	0.8	1	0.9	1.4	0.9

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	10%	9%	12%	10%	10%	11%	10%	10%	11%	10%	10%	10%	11%	8%	9%	10%	15%
2	9%	8%	10%	10%	11%	10%	8%	8%	9%	8%	10%	11%	11%	9%	7%	5%	11%
3-Lowest Rank	7%	8%	7%	8%	8%	8%	7%	7%	6%	7%	8%	7%	7%	8%	8%	8%	7%
Not Selected	73%	75%	71%	72%	70%	71%	76%	76%	74%	75%	72%	72%	72%	74%	75%	77%	67%
Mean Rank	2.4	2.5	2.4	2.4	2.4	2.4	2.5	2.5	2.4	2.5	2.4	2.4	2.4	2.5	2.5	2.5	2.3
Standard Deviation	1	0.9	1.1	1.1	1.1	1.1	1	1	1.1	1	1.1	1.1	1.1	0.9	0.9	0.9	1.3

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	10%	7%	9%	11%	16%	23%	10%	12%	10%	12%	6%	10%	13%	10%	10%	4%	22%
2	9%	10%	8%	9%	13%	3%	9%	9%	7%	11%	9%	7%	11%	15%	9%	9%	16%
3-Lowest Rank	7%	3%	7%	10%	9%	3%	7%	10%	6%	8%	6%	5%	9%	12%	2%	7%	11%
Not Selected	73%	80%	75%	70%	62%	71%	74%	69%	78%	68%	78%	78%	67%	63%	78%	80%	52%
Mean Rank	2.4	2.6	2.5	2.4	2.2	2.2	2.4	2.3	2.5	2.3	2.6	2.5	2.3	2.3	2.5	2.6	1.9
Standard Deviation	1	0.9	1	1.1	1.4	1.7	1	1.2	1	1.2	0.8	1	1.2	1.1	1.1	0.7	1.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	10%	14%	9%	15%	7%	5%	6%	6%	21%	10%	9%	18%	4%	10%	12%	16%
2	9%	11%	8%	11%	8%	7%	8%	9%	11%	8%	10%	15%	4%	10%	10%	14%
3-Lowest Rank	7%	7%	7%	9%	6%	7%	7%	6%	9%	7%	6%	12%	3%	7%	10%	11%
Not Selected	73%	69%	75%	66%	79%	82%	78%	79%	59%	75%	74%	55%	89%	73%	68%	59%
Mean Rank	2.4	2.3	2.5	2.3	2.6	2.7	2.6	2.6	2	2.5	2.5	2	2.8	2.4	2.3	2.1
Standard Deviation	1	1.3	1	1.3	0.8	0.7	0.8	0.8	1.5	1	1	1.4	0.5	1	1.2	1.4

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	29%	11%	19%	25%	26%	27%	25%	27%	38%	30%	33%	33%	40%	36%	56%	25%	44%
2	25%	21%	28%	29%	26%	28%	25%	22%	29%	23%	26%	23%	19%	17%	21%	31%	10%
3-Lowest Rank	8%	9%	12%	6%	6%	9%	8%	11%	7%	7%	8%	8%	13%	13%	0%	8%	3%
Not Selected	38%	58%	42%	40%	42%	35%	41%	40%	25%	40%	33%	35%	28%	35%	23%	36%	43%
Mean Rank	1.6	2.1	1.8	1.6	1.6	1.5	1.7	1.6	1.2	1.6	1.4	1.5	1.3	1.5	0.9	1.5	1.5
Standard Deviation	1.6	1.3	1.4	1.6	1.6	1.5	1.6	1.6	1.4	1.7	1.6	1.6	1.6	1.7	1.5	1.5	2

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	29%	35%	27%	28%	25%	25%	30%	36%	19%	32%	30%	32%	32%	27%	36%	19%	36%
2	25%	22%	28%	26%	23%	25%	23%	20%	35%	22%	22%	22%	26%	28%	23%	26%	27%
3-Lowest Rank	8%	11%	7%	9%	7%	8%	9%	7%	8%	9%	14%	7%	10%	6%	7%	13%	3%
Not Selected	38%	32%	38%	36%	45%	42%	39%	37%	38%	37%	33%	40%	33%	38%	33%	41%	34%
Mean Rank	1.6	1.4	1.6	1.5	1.7	1.7	1.6	1.5	1.6	1.5	1.5	1.5	1.4	1.6	1.4	1.8	1.3
Standard Deviation	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.7	1.4	1.6	1.5	1.7	1.6	1.6	1.6	1.4	1.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	29%	31%	28%	21%	27%	26%	31%	36%	32%	31%	27%	27%	28%	30%	31%	33%	25%
2	25%	25%	24%	22%	21%	26%	28%	25%	27%	24%	26%	19%	28%	25%	24%	28%	24%
3-Lowest Rank	8%	8%	8%	10%	9%	8%	6%	8%	9%	8%	9%	7%	9%	6%	8%	10%	11%
Not Selected	38%	36%	40%	47%	43%	40%	35%	32%	32%	38%	37%	46%	35%	40%	38%	29%	40%
Mean Rank	1.6	1.5	1.6	1.8	1.7	1.6	1.4	1.4	1.4	1.5	1.6	1.7	1.5	1.6	1.5	1.3	1.7
Standard Deviation	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.5	1.6	1.5	1.7	1.5	1.6	1.6	1.5	1.5

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	29%	26%	30%	32%	30%	25%	30%	24%	30%	31%	24%	33%	25%	37%	24%	24%	26%
2	25%	26%	24%	26%	20%	20%	25%	22%	26%	23%	26%	25%	23%	28%	31%	29%	26%
3-Lowest Rank	8%	5%	9%	8%	11%	3%	8%	7%	8%	8%	9%	7%	9%	11%	7%	9%	12%
Not Selected	38%	42%	37%	33%	38%	52%	37%	47%	36%	37%	40%	35%	43%	25%	37%	37%	37%
Mean Rank	1.6	1.6	1.5	1.4	1.6	1.8	1.5	1.8	1.5	1.5	1.6	1.4	1.7	1.2	1.6	1.6	1.6
Standard Deviation	1.6	1.6	1.6	1.6	1.6	1.7	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.4	1.5	1.5	1.5

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	29%	28%	29%	29%	28%	33%	29%	33%	24%	33%	23%	25%	25%	29%	29%	34%
2	25%	23%	26%	24%	24%	28%	24%	27%	24%	26%	22%	28%	23%	28%	26%	22%
3-Lowest Rank	8%	9%	8%	9%	8%	7%	8%	7%	11%	9%	7%	9%	6%	8%	10%	9%
Not Selected	38%	40%	37%	38%	39%	32%	39%	34%	40%	32%	49%	38%	46%	35%	35%	34%
Mean Rank	1.6	1.6	1.5	1.6	1.6	1.4	1.6	1.4	1.7	1.4	1.8	1.6	1.7	1.5	1.5	1.4
Standard Deviation	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.5	1.5	1.6	1.5	1.6	1.5	1.5	1.6

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	5%	4%	2%	4%	6%	3%	6%	5%	6%	6%	1%	6%	4%	3%	3%	6%	3%
2	8%	6%	5%	10%	8%	9%	9%	7%	7%	12%	4%	6%	8%	3%	6%	7%	7%
3-Lowest Rank	10%	0%	7%	15%	10%	10%	9%	10%	10%	8%	18%	10%	8%	6%	8%	13%	8%
Not Selected	78%	90%	86%	71%	76%	78%	76%	78%	77%	74%	77%	78%	80%	88%	83%	73%	82%
Mean Rank	2.6	2.8	2.8	2.5	2.6	2.6	2.5	2.6	2.6	2.5	2.7	2.6	2.6	2.8	2.7	2.5	2.7
Standard Deviation	0.7	0.5	0.4	0.7	0.8	0.6	0.8	0.7	0.7	0.8	0.4	0.7	0.7	0.4	0.5	0.8	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	5%	5%	3%	6%	5%	5%	3%	3%	6%	5%	5%	5%	4%	4%	7%	6%	3%
2	8%	10%	7%	7%	6%	6%	8%	12%	8%	8%	7%	6%	6%	7%	7%	10%	8%
3-Lowest Rank	10%	11%	10%	9%	8%	11%	9%	10%	8%	10%	9%	11%	11%	12%	8%	9%	13%
Not Selected	78%	74%	80%	78%	80%	79%	80%	76%	79%	78%	79%	77%	78%	77%	78%	74%	76%
Mean Rank	2.6	2.5	2.7	2.6	2.6	2.6	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.5	2.6
Standard Deviation	0.7	0.7	0.5	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.8	0.8	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age					Children		Area						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	5%	4%	5%	3%	4%	3%	4%	6%	7%	6%	3%	5%	4%	2%	5%	5%	7%
2	8%	6%	9%	4%	6%	5%	7%	10%	12%	9%	6%	6%	6%	8%	9%	10%	8%
3-Lowest Rank	10%	10%	10%	5%	5%	11%	11%	11%	14%	11%	8%	9%	10%	11%	10%	10%	9%
Not Selected	78%	80%	76%	87%	84%	82%	78%	73%	67%	75%	82%	80%	79%	79%	75%	75%	76%
Mean Rank	2.6	2.7	2.6	2.8	2.7	2.7	2.6	2.5	2.4	2.5	2.7	2.6	2.6	2.7	2.6	2.6	2.5
Standard Deviation	0.7	0.6	0.7	0.5	0.6	0.5	0.6	0.8	0.9	0.8	0.5	0.6	0.6	0.5	0.8	0.8	0.8

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	5%	6%	3%	5%	3%	7%	5%	4%	6%	5%	2%	7%	4%	3%	7%	3%	5%
2	8%	7%	8%	7%	6%	8%	8%	6%	9%	7%	5%	9%	5%	9%	17%	5%	11%
3-Lowest Rank	10%	9%	8%	12%	12%	11%	10%	9%	12%	11%	3%	11%	8%	17%	14%	4%	10%
Not Selected	78%	79%	80%	77%	80%	74%	78%	81%	73%	78%	90%	73%	83%	72%	62%	89%	75%
Mean Rank	2.6	2.6	2.7	2.6	2.7	2.5	2.6	2.7	2.5	2.6	2.8	2.5	2.7	2.6	2.3	2.8	2.5
Standard Deviation	0.7	0.7	0.6	0.7	0.5	0.8	0.7	0.6	0.8	0.7	0.4	0.8	0.5	0.6	1	0.4	0.8

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	5%	7%	3%	5%	3%	7%	5%	5%	4%	5%	4%	6%	3%	6%	5%	4%
2	8%	9%	7%	9%	6%	9%	7%	7%	9%	8%	7%	8%	6%	7%	8%	9%
3-Lowest Rank	10%	11%	10%	10%	8%	15%	9%	12%	10%	12%	7%	10%	6%	10%	9%	17%
Not Selected	78%	73%	80%	76%	83%	69%	80%	77%	76%	76%	82%	76%	85%	77%	77%	70%
Mean Rank	2.6	2.5	2.7	2.6	2.7	2.5	2.6	2.6	2.6	2.6	2.7	2.6	2.7	2.6	2.6	2.5
Standard Deviation	0.7	0.9	0.6	0.7	0.5	0.8	0.7	0.7	0.7	0.7	0.6	0.7	0.5	0.8	0.7	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	6%	7%	8%	8%	6%	6%	5%	8%	4%	6%	11%	5%	0%	11%	3%	8%	6%
2	5%	0%	3%	4%	4%	2%	6%	6%	5%	5%	4%	8%	8%	3%	3%	10%	2%
3-Lowest Rank	4%	4%	8%	3%	5%	5%	5%	3%	4%	4%	3%	4%	0%	4%	11%	6%	13%
Not Selected	85%	90%	82%	85%	86%	87%	84%	83%	87%	84%	83%	83%	92%	81%	83%	76%	79%
Mean Rank	2.7	2.8	2.6	2.7	2.7	2.7	2.7	2.6	2.7	2.7	2.6	2.7	2.8	2.5	2.8	2.5	2.7
Standard Deviation	0.7	0.6	0.8	0.8	0.6	0.6	0.6	0.9	0.5	0.7	1	0.7	0.3	1	0.4	0.9	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	6%	6%	6%	8%	5%	6%	6%	5%	7%	7%	6%	8%	7%	6%	4%	2%	9%
2	5%	7%	4%	5%	3%	6%	5%	3%	3%	1%	6%	2%	3%	8%	6%	9%	5%
3-Lowest Rank	4%	6%	3%	5%	4%	5%	3%	8%	6%	5%	4%	2%	5%	3%	6%	1%	5%
Not Selected	85%	82%	87%	82%	88%	84%	86%	83%	84%	88%	85%	87%	84%	83%	83%	88%	81%
Mean Rank	2.7	2.6	2.7	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.6	2.7	2.8	2.6
Standard Deviation	0.7	0.7	0.6	0.8	0.6	0.7	0.7	0.6	0.7	0.6	0.7	0.8	0.7	0.8	0.6	0.5	0.9

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	6%	6%	6%	7%	6%	7%	5%	6%	5%	7%	5%	7%	6%	5%	7%	4%	7%
2	5%	4%	5%	6%	6%	3%	7%	5%	4%	5%	4%	5%	5%	4%	4%	5%	5%
3-Lowest Rank	4%	4%	5%	4%	6%	2%	5%	4%	5%	5%	3%	6%	4%	5%	4%	4%	4%
Not Selected	85%	85%	84%	83%	82%	88%	84%	85%	86%	83%	87%	82%	86%	86%	85%	86%	85%
Mean Rank	2.7	2.7	2.7	2.6	2.6	2.7	2.7	2.7	2.7	2.6	2.7	2.6	2.7	2.7	2.7	2.7	2.7
Standard Deviation	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.6	0.7	0.6	0.8	0.6	0.6	0.8	0.5	0.7

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	6%	5%	6%	6%	7%	3%	6%	5%	6%	7%	5%	5%	8%	7%	4%	4%	6%
2	5%	4%	5%	6%	6%	9%	5%	5%	4%	7%	2%	3%	7%	3%	5%	2%	8%
3-Lowest Rank	4%	5%	4%	4%	7%	17%	4%	4%	4%	6%	2%	5%	5%	7%	0%	3%	6%
Not Selected	85%	87%	85%	84%	80%	71%	84%	86%	87%	81%	91%	87%	80%	84%	90%	92%	80%
Mean Rank	2.7	2.7	2.7	2.7	2.6	2.6	2.7	2.7	2.7	2.6	2.8	2.7	2.6	2.7	2.8	2.8	2.6
Standard Deviation	0.7	0.6	0.7	0.7	0.8	0.6	0.7	0.6	0.6	0.8	0.5	0.5	0.9	0.7	0.6	0.4	0.7

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	6%	8%	6%	7%	5%	5%	7%	5%	5%	4%	8%	10%	4%	7%	7%	7%
2	5%	7%	4%	6%	3%	4%	5%	3%	6%	6%	2%	9%	2%	4%	5%	9%
3-Lowest Rank	4%	7%	4%	5%	4%	3%	5%	2%	6%	5%	3%	6%	2%	4%	5%	7%
Not Selected	85%	79%	87%	81%	88%	88%	83%	90%	83%	85%	86%	75%	92%	84%	83%	77%
Mean Rank	2.7	2.6	2.7	2.6	2.8	2.7	2.6	2.8	2.7	2.7	2.7	2.5	2.8	2.7	2.6	2.5
Standard Deviation	0.7	0.8	0.6	0.8	0.5	0.6	0.8	0.5	0.7	0.6	0.8	1	0.4	0.7	0.7	0.9

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	3%	3%	4%	2%	2%	4%	6%	2%	4%	3%	2%	3%	5%	0%	0%	5%	4%
2	5%	3%	5%	1%	3%	8%	7%	6%	2%	5%	5%	3%	3%	8%	9%	0%	5%
3-Lowest Rank	6%	9%	4%	9%	5%	6%	7%	7%	6%	7%	4%	5%	6%	5%	6%	0%	5%
Not Selected	86%	85%	86%	88%	90%	81%	80%	85%	87%	85%	88%	89%	86%	88%	86%	95%	86%
Mean Rank	2.7	2.8	2.7	2.8	2.8	2.6	2.6	2.8	2.8	2.7	2.8	2.8	2.7	2.8	2.8	2.8	2.7
Standard Deviation	0.5	0.4	0.6	0.3	0.3	0.7	0.8	0.4	0.5	0.5	0.4	0.4	0.6	0.3	0.4	0.4	0.6

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	3%	3%	4%	3%	4%	5%	2%	4%	4%	4%	3%	3%	5%	3%	2%	3%	2%
2	5%	4%	6%	5%	3%	6%	5%	5%	2%	5%	9%	4%	6%	3%	4%	3%	0%
3-Lowest Rank	6%	5%	6%	7%	5%	6%	7%	7%	5%	1%	7%	7%	8%	6%	3%	6%	7%
Not Selected	86%	88%	84%	85%	88%	83%	87%	84%	88%	90%	81%	85%	81%	88%	91%	89%	92%
Mean Rank	2.7	2.8	2.7	2.7	2.8	2.7	2.8	2.7	2.8	2.8	2.7	2.7	2.7	2.8	2.8	2.8	2.9
Standard Deviation	0.5	0.5	0.6	0.5	0.5	0.7	0.4	0.5	0.5	0.5	0.6	0.5	0.6	0.4	0.4	0.4	0.2

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	3%	4%	3%	7%	5%	3%	2%	2%	2%	4%	3%	6%	3%	3%	3%	1%	1%
2	5%	5%	5%	5%	8%	6%	4%	3%	2%	5%	5%	7%	3%	4%	5%	3%	7%
3-Lowest Rank	6%	6%	6%	8%	8%	4%	6%	5%	4%	6%	6%	6%	6%	8%	6%	4%	6%
Not Selected	86%	86%	87%	80%	79%	86%	88%	90%	92%	86%	87%	82%	88%	85%	86%	92%	87%
Mean Rank	2.7	2.7	2.8	2.6	2.6	2.7	2.8	2.8	2.9	2.7	2.8	2.6	2.8	2.7	2.8	2.9	2.8
Standard Deviation	0.5	0.5	0.4	0.7	0.7	0.5	0.3	0.3	0.3	0.5	0.4	0.7	0.4	0.5	0.5	0.3	0.4

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	3%	3%	3%	3%	6%	3%	3%	6%	3%	4%	3%	3%	4%	1%	3%	3%	2%
2	5%	3%	5%	7%	5%	3%	4%	7%	5%	4%	6%	5%	5%	5%	5%	5%	5%
3-Lowest Rank	6%	7%	7%	5%	4%	0%	5%	8%	6%	5%	6%	4%	8%	4%	2%	8%	6%
Not Selected	86%	87%	84%	86%	85%	94%	87%	79%	86%	87%	85%	88%	82%	90%	90%	84%	88%
Mean Rank	2.7	2.8	2.7	2.7	2.7	2.9	2.8	2.6	2.8	2.8	2.7	2.8	2.7	2.8	2.8	2.7	2.8
Standard Deviation	0.5	0.4	0.5	0.5	0.7	0.3	0.4	0.7	0.5	0.5	0.5	0.4	0.6	0.3	0.4	0.5	0.4

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	3%	4%	3%	3%	3%	3%	3%	4%	4%	4%	3%	3%	3%	3%	4%	4%
2	5%	6%	4%	5%	3%	5%	6%	3%	4%	6%	3%	3%	3%	3%	7%	5%
3-Lowest Rank	6%	6%	6%	7%	5%	6%	7%	6%	3%	6%	6%	5%	7%	8%	5%	2%
Not Selected	86%	85%	87%	84%	88%	86%	84%	86%	90%	85%	89%	89%	87%	86%	84%	89%
Mean Rank	2.7	2.7	2.8	2.7	2.8	2.7	2.7	2.7	2.8	2.7	2.8	2.8	2.8	2.8	2.7	2.8
Standard Deviation	0.5	0.6	0.4	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.6	0.5

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
1-Highest Rank	6%	3%	3%	5%	4%	8%	6%	9%	4%	6%	7%	7%	3%	5%	5%	2%	4%
2	9%	7%	13%	9%	7%	8%	11%	9%	7%	9%	12%	14%	7%	9%	10%	2%	15%
3-Lowest Rank	14%	15%	13%	12%	11%	16%	12%	14%	23%	18%	17%	8%	23%	8%	20%	24%	9%
Not Selected	71%	75%	71%	74%	77%	69%	71%	68%	66%	66%	65%	71%	67%	78%	65%	72%	72%
Mean Rank	2.5	2.6	2.5	2.5	2.6	2.5	2.5	2.4	2.5	2.4	2.4	2.4	2.5	2.6	2.4	2.6	2.5
Standard Deviation	0.8	0.6	0.7	0.7	0.6	0.9	0.8	1	0.7	0.8	0.9	0.9	0.6	0.7	0.8	0.4	0.8

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
1-Highest Rank	6%	7%	5%	5%	6%	9%	5%	7%	7%	5%	3%	4%	3%	7%	5%	7%	5%
2	9%	8%	10%	10%	10%	8%	9%	7%	9%	11%	6%	11%	13%	12%	11%	8%	9%
3-Lowest Rank	14%	14%	13%	15%	14%	15%	15%	14%	20%	18%	10%	10%	18%	15%	12%	9%	14%
Not Selected	71%	71%	72%	70%	69%	69%	70%	72%	65%	66%	80%	75%	65%	66%	72%	76%	72%
Mean Rank	2.5	2.5	2.5	2.5	2.5	2.4	2.5	2.5	2.4	2.4	2.7	2.6	2.5	2.4	2.5	2.6	2.5
Standard Deviation	0.8	0.8	0.7	0.8	0.8	0.9	0.7	0.8	0.8	0.8	0.6	0.7	0.7	0.9	0.8	0.8	0.8

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
1-Highest Rank	6%	6%	5%	9%	7%	5%	4%	4%	5%	5%	6%	8%	5%	5%	4%	4%	8%
2	9%	10%	9%	8%	12%	10%	8%	9%	9%	9%	9%	9%	10%	9%	8%	11%	11%
3-Lowest Rank	14%	14%	15%	14%	15%	14%	14%	16%	14%	14%	15%	14%	14%	16%	14%	14%	14%
Not Selected	71%	70%	71%	69%	66%	70%	74%	71%	72%	72%	69%	69%	71%	71%	74%	71%	67%
Mean Rank	2.5	2.5	2.5	2.4	2.4	2.5	2.6	2.5	2.5	2.5	2.5	2.4	2.5	2.5	2.6	2.5	2.4
Standard Deviation	0.8	0.8	0.8	1	0.9	0.8	0.6	0.7	0.8	0.8	0.8	0.9	0.8	0.7	0.7	0.7	0.9

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
1-Highest Rank	6%	8%	4%	5%	7%	3%	5%	10%	6%	6%	5%	6%	7%	8%	7%	4%	5%
2	9%	9%	12%	7%	9%	8%	10%	8%	9%	10%	12%	11%	10%	6%	5%	9%	5%
3-Lowest Rank	14%	15%	15%	17%	10%	9%	15%	10%	13%	15%	14%	16%	14%	15%	12%	11%	16%
Not Selected	71%	68%	69%	70%	74%	80%	70%	72%	72%	70%	70%	67%	69%	71%	76%	76%	74%
Mean Rank	2.5	2.4	2.5	2.5	2.5	2.7	2.5	2.4	2.5	2.5	2.5	2.4	2.4	2.5	2.6	2.6	2.6
Standard Deviation	0.8	0.9	0.8	0.7	0.9	0.6	0.8	1	0.8	0.8	0.8	0.8	0.9	0.8	0.8	0.6	0.6

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
1-Highest Rank	6%	8%	5%	7%	5%	4%	6%	6%	6%	6%	6%	5%	5%	5%	6%	6%
2	9%	8%	10%	11%	8%	7%	10%	10%	8%	10%	9%	5%	9%	11%	8%	9%
3-Lowest Rank	14%	15%	14%	14%	14%	15%	15%	15%	13%	15%	12%	15%	11%	17%	16%	14%
Not Selected	71%	69%	72%	68%	73%	74%	70%	69%	74%	69%	73%	74%	75%	68%	70%	70%
Mean Rank	2.5	2.4	2.5	2.4	2.5	2.6	2.5	2.5	2.5	2.5	2.5	2.6	2.5	2.5	2.5	2.5
Standard Deviation	0.8	0.9	0.7	0.9	0.7	0.6	0.8	0.8	0.7	0.8	0.8	0.7	0.8	0.8	0.8	0.8

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(48.A) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Amazon	7%	6%	8%	8%	5%	9%	7%	6%	6%	5%	12%	7%	5%	5%	4%	5%	6%
Apple	4%	7%	4%	1%	5%	5%	2%	3%	3%	4%	3%	3%	4%	7%	3%	3%	12%
Tesco	3%	0%	1%	2%	4%	3%	5%	6%	4%	5%	3%	4%	0%	3%	0%	2%	0%
M&S	2%	0%	2%	2%	3%	0%	0%	2%	2%	4%	3%	4%	4%	3%	0%	0%	2%
Coca cola	2%	0%	3%	1%	1%	1%	1%	3%	2%	1%	4%	2%	3%	0%	3%	3%	0%
Lush	2%	3%	0%	2%	2%	2%	3%	2%	2%	2%	2%	1%	4%	0%	3%	0%	0%
Body Shop	2%	0%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	3%	3%	0%
Co op	2%	0%	2%	2%	2%	1%	2%	1%	3%	0%	0%	2%	2%	0%	0%	0%	2%
John Lewis	1%	0%	0%	0%	1%	0%	2%	3%	2%	0%	3%	2%	3%	3%	0%	2%	0%
H&M	1%	3%	1%	2%	0%	1%	0%	1%	1%	2%	1%	3%	0%	3%	6%	6%	0%
DK	25%	31%	35%	26%	36%	24%	26%	23%	23%	22%	22%	23%	24%	17%	25%	16%	12%
None	15%	6%	19%	17%	18%	14%	13%	14%	15%	14%	16%	12%	15%	18%	18%	22%	25%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(48.B) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Amazon	7%	7%	5%	8%	7%	6%	7%	5%	8%	5%	9%	9%	10%	5%	6%	5%	5%
Apple	4%	5%	4%	3%	4%	6%	3%	2%	3%	1%	7%	4%	3%	4%	4%	3%	5%
Tesco	3%	2%	4%	5%	3%	4%	3%	3%	3%	3%	5%	2%	3%	4%	2%	7%	3%
M&S	2%	3%	2%	1%	2%	0%	3%	3%	0%	3%	3%	2%	4%	3%	2%	0%	2%
Coca cola	2%	1%	2%	2%	1%	2%	0%	2%	2%	3%	1%	1%	1%	3%	3%	0%	3%
Lush	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	4%	1%	0%	3%	1%	0%
Body Shop	2%	2%	3%	1%	1%	0%	1%	3%	2%	1%	1%	1%	1%	3%	4%	1%	0%
Co op	2%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	2%	2%	4%	0%
John Lewis	1%	2%	1%	1%	1%	1%	1%	2%	2%	3%	0%	1%	2%	1%	1%	2%	0%
H&M	1%	2%	2%	1%	1%	2%	3%	1%	2%	2%	1%	0%	0%	1%	0%	1%	0%
DK	25%	22%	24%	25%	30%	16%	26%	22%	31%	23%	31%	29%	27%	25%	24%	31%	31%
None	15%	13%	15%	15%	18%	22%	13%	15%	14%	13%	12%	16%	12%	12%	20%	9%	26%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(48.C) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Amazon	7%	7%	6%	7%	7%	8%	9%	4%	5%	7%	6%	7%	5%	7%	7%	6%	12%
Apple	4%	4%	3%	8%	5%	4%	2%	4%	1%	3%	5%	6%	4%	3%	3%	2%	4%
Tesco	3%	4%	3%	2%	3%	4%	4%	4%	4%	4%	3%	3%	3%	3%	5%	4%	2%
M&S	2%	2%	2%	0%	0%	1%	2%	5%	4%	2%	2%	1%	2%	1%	2%	4%	3%
Coca cola	2%	2%	1%	3%	2%	0%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%
Lush	2%	1%	3%	4%	3%	1%	2%	0%	0%	1%	3%	2%	2%	0%	2%	2%	1%
Body Shop	2%	1%	3%	2%	2%	1%	2%	1%	0%	1%	2%	2%	1%	2%	2%	0%	2%
Co op	2%	1%	2%	0%	0%	1%	1%	2%	3%	2%	1%	0%	2%	1%	2%	3%	1%
John Lewis	1%	1%	2%	0%	1%	0%	1%	1%	4%	2%	1%	1%	2%	1%	1%	2%	2%
H&M	1%	0%	2%	3%	2%	2%	2%	0%	0%	2%	1%	0%	2%	2%	1%	1%	1%
DK	25%	19%	32%	14%	22%	27%	28%	27%	32%	27%	23%	21%	25%	27%	30%	25%	24%
None	15%	19%	12%	10%	14%	15%	16%	19%	17%	14%	17%	15%	17%	11%	15%	18%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(48.D) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Amazon	7%	8%	6%	6%	6%	0%	7%	6%	8%	5%	7%	7%	6%	5%	6%	8%	6%
Apple	4%	4%	2%	4%	6%	8%	4%	7%	3%	4%	5%	4%	4%	3%	0%	3%	3%
Tesco	3%	3%	3%	3%	1%	0%	4%	2%	3%	4%	3%	4%	3%	4%	0%	2%	4%
M&S	2%	2%	2%	2%	1%	0%	2%	0%	3%	2%	1%	3%	2%	3%	4%	0%	3%
Coca cola	2%	3%	2%	1%	2%	0%	2%	3%	2%	2%	2%	2%	2%	2%	0%	1%	2%
Lush	2%	1%	3%	2%	3%	0%	2%	2%	1%	2%	1%	0%	3%	1%	2%	2%	3%
Body Shop	2%	1%	2%	3%	0%	0%	2%	1%	2%	1%	2%	1%	2%	3%	5%	1%	3%
Co op	2%	3%	0%	2%	0%	10%	2%	1%	1%	2%	2%	2%	2%	1%	3%	1%	2%
John Lewis	1%	1%	1%	1%	3%	0%	1%	0%	2%	1%	1%	2%	1%	2%	0%	0%	2%
H&M	1%	1%	3%	1%	0%	0%	1%	3%	1%	1%	3%	2%	1%	1%	0%	2%	1%
DK	25%	32%	23%	23%	19%	22%	26%	21%	28%	22%	32%	26%	22%	21%	22%	34%	20%
None	15%	14%	16%	16%	15%	14%	15%	16%	16%	15%	17%	15%	12%	16%	26%	17%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(48.E) Which ONE company/brand do you think is leading the way on sustainability and being a responsible business? (Open response question)

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Amazon	7%	6%	7%	8%	6%	4%	7%	5%	8%	7%	7%	4%	7%	6%	6%	7%
Apple	4%	5%	4%	5%	3%	3%	4%	3%	4%	4%	4%	4%	2%	5%	4%	6%
Tesco	3%	5%	3%	3%	3%	4%	4%	4%	2%	3%	3%	3%	3%	3%	4%	3%
M&S	2%	3%	2%	2%	2%	3%	1%	3%	2%	2%	2%	4%	2%	1%	2%	4%
Coca cola	2%	1%	2%	2%	2%	1%	1%	2%	3%	2%	2%	2%	2%	2%	1%	2%
Lush	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	1%	3%	0%	2%	2%	3%
Body Shop	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	0%	2%	2%	2%
Co op	2%	1%	1%	2%	1%	1%	1%	2%	3%	2%	1%	1%	2%	1%	1%	2%
John Lewis	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%	2%
H&M	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	0%	2%	2%	1%
DK	25%	23%	26%	18%	34%	27%	28%	25%	23%	24%	31%	16%	38%	27%	20%	16%
None	15%	11%	17%	13%	18%	14%	16%	16%	14%	15%	16%	15%	21%	14%	14%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Protecting and nurturing the people they are in contact with	22%	24%	18%	20%	17%	23%	24%	25%	17%	27%	29%	22%	22%	20%	30%	25%	27%
Good governance and management	25%	24%	18%	19%	18%	30%	22%	31%	26%	39%	29%	26%	32%	19%	28%	24%	38%
Protecting and nurturing the environment	35%	36%	26%	31%	27%	38%	36%	37%	35%	44%	39%	39%	37%	44%	35%	42%	34%
Promoting virtues like tolerance and diversity among their staff and customers	23%	31%	20%	16%	18%	23%	21%	27%	25%	22%	24%	25%	24%	26%	35%	26%	31%
Other (Please Specify)	4%	0%	4%	3%	3%	4%	4%	4%	3%	3%	2%	6%	3%	7%	6%	5%	3%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	19%	38%	29%	40%	25%	26%	22%	30%	18%	24%	24%	26%	21%	23%	21%	22%
Don't Know	16%	24%	16%	18%	18%	15%	14%	15%	13%	16%	18%	11%	16%	14%	14%	13%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Protecting and nurturing the people they are in contact with	22%	21%	23%	25%	18%	24%	21%	20%	26%	26%	21%	16%	24%	21%	21%	22%	16%
Good governance and management	25%	28%	25%	27%	21%	25%	22%	23%	26%	25%	27%	24%	36%	28%	24%	28%	20%
Protecting and nurturing the environment	35%	43%	34%	35%	28%	38%	37%	41%	33%	41%	35%	29%	28%	35%	34%	31%	27%
Promoting virtues like tolerance and diversity among their staff and customers	23%	26%	23%	26%	18%	27%	22%	20%	19%	28%	23%	27%	21%	20%	26%	16%	21%
Other (Please Specify)	4%	4%	4%	3%	3%	4%	6%	3%	3%	3%	3%	2%	4%	3%	2%	5%	2%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	22%	28%	25%	33%	25%	29%	25%	26%	21%	27%	31%	28%	27%	33%	25%	31%
Don't Know	16%	13%	14%	15%	20%	14%	14%	11%	18%	17%	17%	16%	19%	16%	12%	21%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(49.C) Thinking of the company or brand you just mentioned, in which ways do you think they are leading the way?

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Protecting and nurturing the people they are in contact with	22%	23%	21%	29%	25%	19%	19%	22%	19%	21%	23%	23%	22%	22%	19%	22%	29%
Good governance and management	25%	31%	20%	29%	27%	26%	23%	26%	23%	26%	25%	31%	26%	22%	23%	21%	28%
Protecting and nurturing the environment	35%	36%	34%	41%	40%	36%	33%	35%	27%	35%	35%	39%	34%	36%	33%	31%	38%
Promoting virtues like tolerance and diversity among their staff and customers	23%	25%	20%	34%	23%	23%	23%	20%	17%	22%	24%	28%	22%	20%	20%	23%	25%
Other (Please Specify)	4%	3%	4%	3%	2%	2%	4%	6%	5%	3%	4%	4%	2%	5%	5%	3%	2%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	25%	30%	15%	22%	28%	31%	30%	34%	27%	28%	23%	28%	28%	32%	28%	21%
Don't Know	16%	14%	17%	11%	13%	17%	15%	17%	19%	17%	14%	12%	16%	14%	18%	19%	17%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(49.D) Thinking of the company or brand you just mentioned, in which ways do you think they are leading the way?

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Protecting and nurturing the people they are in contact with	22%	20%	21%	21%	30%	24%	22%	20%	19%	24%	20%	20%	26%	24%	17%	18%	29%
Good governance and management	25%	21%	28%	27%	29%	28%	25%	24%	26%	27%	19%	27%	25%	29%	32%	20%	27%
Protecting and nurturing the environment	35%	29%	33%	39%	41%	46%	35%	37%	32%	39%	31%	33%	37%	46%	29%	30%	47%
Promoting virtues like tolerance and diversity among their staff and customers	23%	19%	25%	24%	28%	19%	22%	32%	19%	26%	18%	22%	27%	26%	14%	13%	27%
Other (Please Specify)	4%	3%	4%	5%	3%	3%	4%	2%	3%	4%	3%	4%	4%	7%	2%	1%	5%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	29%	26%	26%	21%	30%	27%	26%	30%	24%	36%	26%	24%	24%	39%	36%	21%
Don't Know	16%	21%	16%	14%	9%	6%	16%	14%	17%	14%	16%	17%	11%	13%	12%	19%	13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(49.E) Thinking of the company or brand you just mentioned, in which ways do you think they are leading the way?

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Protecting and nurturing the people they are in contact with	22%	23%	22%	26%	17%	22%	21%	23%	23%	23%	17%	37%	12%	21%	25%	32%
Good governance and management	25%	29%	24%	30%	18%	29%	24%	27%	26%	27%	20%	33%	10%	27%	31%	35%
Protecting and nurturing the environment	35%	41%	33%	42%	27%	34%	32%	33%	42%	37%	30%	39%	17%	37%	41%	47%
Promoting virtues like tolerance and diversity among their staff and customers	23%	26%	22%	27%	19%	22%	23%	22%	24%	25%	17%	29%	10%	23%	26%	35%
Other (Please Specify)	4%	3%	4%	4%	3%	6%	4%	4%	3%	4%	2%	6%	3%	3%	5%	3%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	21%	29%	20%	35%	28%	29%	29%	23%	26%	30%	23%	42%	27%	22%	17%
Don't Know	16%	15%	16%	13%	20%	13%	17%	15%	15%	13%	23%	10%	25%	16%	12%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Increased	20%	21%	15%	17%	12%	18%	18%	18%	19%	25%	30%	23%	25%	25%	31%	33%	25%
Stayed the same	33%	27%	25%	28%	28%	39%	36%	41%	35%	36%	32%	34%	33%	31%	19%	35%	28%
Decreased	4%	11%	6%	8%	4%	3%	6%	3%	2%	4%	4%	7%	1%	5%	3%	0%	4%
N/A - I do not spend on this brand	7%	9%	6%	11%	7%	9%	8%	6%	7%	4%	2%	9%	4%	7%	6%	9%	14%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	10%	36%	24%	40%	25%	27%	21%	30%	22%	26%	22%	27%	28%	27%	16%	24%
Don't Know	9%	22%	12%	12%	10%	5%	5%	11%	6%	9%	4%	6%	9%	4%	14%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Increased	20%	25%	18%	21%	14%	21%	21%	22%	17%	23%	22%	15%	24%	16%	18%	20%	16%
Stayed the same	33%	33%	36%	35%	29%	32%	34%	32%	35%	28%	34%	34%	31%	39%	31%	28%	29%
Decreased	4%	4%	4%	4%	5%	6%	5%	4%	4%	6%	3%	4%	5%	4%	3%	5%	1%
N/A - I do not spend on this brand	7%	7%	7%	7%	8%	9%	8%	9%	8%	9%	5%	5%	7%	6%	7%	7%	9%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	22%	28%	26%	30%	25%	27%	26%	27%	24%	27%	30%	26%	24%	29%	27%	34%
Don't Know	9%	8%	7%	7%	13%	7%	5%	7%	9%	9%	9%	12%	7%	11%	12%	14%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Increased	20%	20%	20%	30%	23%	19%	20%	14%	13%	20%	20%	26%	16%	18%	20%	16%	24%
Stayed the same	33%	34%	32%	36%	37%	35%	30%	33%	28%	34%	32%	33%	37%	37%	27%	28%	34%
Decreased	4%	4%	4%	3%	5%	3%	4%	5%	6%	5%	4%	4%	4%	4%	3%	8%	6%
N/A - I do not spend on this brand	7%	9%	6%	11%	6%	8%	6%	7%	8%	6%	9%	6%	6%	7%	8%	11%	5%
N/A – I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	24%	29%	12%	21%	26%	33%	30%	35%	27%	26%	23%	28%	27%	31%	27%	21%
Don't Know	9%	9%	9%	8%	8%	9%	8%	10%	10%	9%	9%	8%	8%	7%	11%	10%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Increased	20%	18%	18%	18%	27%	33%	19%	24%	18%	21%	16%	18%	21%	18%	12%	17%	26%
Stayed the same	33%	29%	38%	38%	32%	19%	33%	32%	32%	35%	31%	35%	38%	33%	35%	25%	35%
Decreased	4%	2%	5%	3%	5%	3%	4%	5%	4%	5%	3%	5%	4%	6%	2%	4%	4%
N/A - I do not spend on this brand	7%	9%	6%	6%	9%	9%	7%	9%	7%	7%	8%	8%	6%	9%	4%	9%	8%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	27%	25%	27%	22%	34%	27%	24%	31%	24%	30%	27%	24%	24%	41%	33%	21%
Don't Know	9%	14%	8%	7%	4%	3%	9%	7%	8%	8%	11%	7%	6%	10%	5%	12%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Increased	20%	23%	18%	25%	13%	20%	19%	17%	22%	20%	17%	24%	8%	20%	24%	27%
Stayed the same	33%	37%	31%	37%	29%	31%	32%	34%	33%	34%	29%	38%	26%	34%	36%	37%
Decreased	4%	4%	4%	5%	4%	5%	4%	5%	3%	4%	5%	5%	4%	4%	5%	4%
N/A - I do not spend on this brand	7%	6%	8%	7%	7%	9%	7%	8%	7%	8%	7%	4%	7%	8%	6%	9%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	21%	29%	21%	34%	28%	27%	28%	24%	27%	28%	21%	39%	26%	22%	17%
Don't Know	9%	8%	9%	6%	13%	7%	10%	7%	9%	6%	14%	8%	16%	8%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	17%	20%	23%	20%	18%	18%	17%	14%	20%	16%	15%	13%	12%	11%	6%	16%	21%
Do not really trust	30%	25%	29%	29%	31%	30%	32%	31%	30%	33%	29%	31%	38%	33%	31%	19%	16%
Trust a little	38%	30%	30%	36%	36%	36%	38%	40%	38%	35%	43%	44%	39%	39%	47%	46%	42%
Trust a lot	8%	0%	5%	9%	5%	8%	7%	8%	7%	12%	10%	8%	6%	9%	12%	16%	16%
Don't know	8%	25%	13%	6%	10%	9%	6%	7%	6%	3%	3%	4%	4%	8%	4%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	17%	19%	12%	20%	17%	15%	20%	18%	14%	16%	15%	22%	15%	14%	23%	8%	21%
Do not really trust	30%	28%	30%	28%	33%	24%	30%	35%	32%	33%	30%	23%	25%	31%	27%	44%	27%
Trust a little	38%	38%	44%	38%	32%	39%	38%	34%	37%	39%	38%	42%	42%	37%	35%	35%	39%
Trust a lot	8%	10%	8%	7%	6%	12%	7%	6%	9%	5%	10%	4%	6%	9%	5%	6%	8%
Don't know	8%	5%	6%	7%	13%	9%	5%	6%	8%	7%	7%	8%	12%	9%	9%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	17%	19%	15%	17%	12%	14%	17%	24%	18%	18%	16%	15%	15%	19%	19%	19%	14%
Do not really trust	30%	27%	32%	27%	31%	27%	33%	29%	31%	31%	28%	29%	31%	25%	29%	34%	33%
Trust a little	38%	39%	37%	31%	39%	40%	39%	38%	39%	36%	40%	36%	41%	40%	34%	36%	39%
Trust a lot	8%	10%	5%	15%	9%	9%	6%	4%	4%	8%	7%	12%	7%	9%	6%	6%	3%
Don't know	8%	5%	10%	11%	9%	10%	5%	5%	7%	6%	10%	8%	5%	6%	13%	6%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	17%	17%	18%	17%	9%	17%	17%	13%	20%	15%	15%	18%	15%	13%	37%	17%	15%
Do not really trust	30%	32%	31%	27%	31%	16%	31%	21%	33%	28%	27%	31%	28%	29%	39%	29%	31%
Trust a little	38%	36%	38%	41%	40%	34%	38%	36%	35%	42%	38%	37%	40%	49%	17%	35%	41%
Trust a lot	8%	4%	7%	10%	13%	24%	6%	17%	7%	9%	4%	8%	10%	5%	5%	3%	9%
Don't know	8%	10%	6%	5%	7%	9%	7%	13%	5%	6%	17%	5%	7%	4%	2%	15%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	17%	15%	18%	17%	15%	22%	17%	19%	14%	18%	14%	23%	19%	18%	16%	14%
Do not really trust	30%	27%	31%	29%	29%	32%	32%	28%	28%	30%	29%	28%	30%	32%	31%	25%
Trust a little	38%	42%	37%	41%	35%	34%	37%	39%	39%	40%	34%	40%	29%	37%	42%	44%
Trust a lot	8%	11%	6%	9%	5%	9%	6%	7%	11%	9%	6%	6%	3%	7%	8%	14%
Don't know	8%	6%	8%	3%	15%	3%	9%	6%	8%	4%	17%	3%	18%	6%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	12%	9%	16%	11%	10%	10%	15%	10%	14%	8%	15%	9%	13%	4%	8%	5%	13%
Do not really trust	24%	23%	22%	24%	25%	28%	26%	28%	25%	26%	17%	21%	25%	32%	12%	22%	17%
Trust a little	41%	36%	29%	41%	43%	39%	41%	43%	39%	46%	41%	49%	43%	43%	48%	42%	45%
Trust a lot	10%	7%	10%	8%	6%	10%	8%	9%	11%	12%	18%	14%	13%	11%	25%	25%	14%
Don't know	12%	25%	23%	15%	15%	13%	10%	9%	12%	8%	8%	7%	6%	11%	7%	5%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	12%	13%	11%	14%	11%	12%	14%	15%	8%	13%	9%	13%	16%	10%	12%	9%	17%
Do not really trust	24%	22%	24%	27%	24%	16%	24%	30%	27%	26%	26%	22%	31%	28%	22%	28%	20%
Trust a little	41%	44%	42%	38%	39%	45%	39%	38%	41%	41%	43%	43%	33%	41%	41%	38%	43%
Trust a lot	10%	13%	11%	11%	7%	14%	11%	7%	12%	10%	12%	8%	8%	10%	10%	8%	8%
Don't know	12%	8%	11%	11%	19%	13%	12%	10%	12%	10%	10%	14%	13%	11%	15%	17%	13%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	12%	13%	11%	10%	5%	11%	11%	17%	18%	14%	10%	11%	11%	11%	12%	17%	13%
Do not really trust	24%	24%	24%	25%	19%	23%	23%	28%	27%	25%	23%	24%	23%	26%	25%	26%	19%
Trust a little	41%	42%	40%	38%	48%	40%	44%	36%	40%	40%	42%	42%	47%	36%	36%	37%	43%
Trust a lot	10%	12%	9%	14%	16%	11%	10%	9%	5%	10%	11%	13%	9%	14%	9%	7%	9%
Don't know	12%	9%	15%	14%	12%	14%	13%	10%	11%	10%	15%	11%	9%	13%	18%	12%	15%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	12%	12%	13%	12%	4%	3%	12%	12%	16%	9%	10%	15%	9%	10%	28%	11%	8%
Do not really trust	24%	29%	26%	19%	18%	10%	25%	15%	28%	22%	19%	25%	22%	23%	37%	23%	27%
Trust a little	41%	36%	37%	47%	52%	53%	42%	37%	36%	47%	38%	42%	45%	47%	29%	37%	45%
Trust a lot	10%	7%	9%	13%	17%	25%	9%	20%	9%	12%	9%	10%	13%	12%	2%	8%	12%
Don't know	12%	15%	15%	9%	10%	9%	12%	17%	10%	10%	23%	9%	12%	8%	4%	21%	8%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	12%	13%	12%	12%	11%	17%	12%	13%	11%	12%	11%	13%	16%	13%	11%	8%
Do not really trust	24%	22%	25%	24%	25%	23%	25%	25%	22%	25%	24%	19%	26%	27%	25%	19%
Trust a little	41%	42%	41%	45%	35%	43%	41%	40%	42%	43%	36%	48%	30%	39%	46%	50%
Trust a lot	10%	14%	9%	13%	9%	8%	9%	12%	11%	11%	8%	14%	5%	10%	12%	16%
Don't know	12%	9%	13%	6%	21%	9%	12%	11%	13%	8%	21%	7%	23%	12%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	35%	28%	38%	40%	35%	31%	40%	36%	39%	36%	30%	34%	39%	40%	25%	38%	25%
Do not really trust	32%	26%	24%	29%	28%	34%	30%	34%	34%	35%	39%	36%	35%	26%	34%	22%	39%
Trust a little	21%	19%	23%	23%	24%	25%	21%	20%	17%	17%	24%	20%	7%	25%	26%	24%	12%
Trust a lot	5%	3%	4%	3%	5%	2%	3%	5%	3%	8%	3%	6%	13%	0%	10%	12%	16%
Don't know	7%	24%	10%	5%	8%	7%	5%	5%	7%	3%	3%	4%	6%	10%	4%	3%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	35%	41%	35%	34%	31%	29%	38%	43%	34%	36%	26%	39%	38%	35%	35%	35%	57%
Do not really trust	32%	30%	33%	32%	33%	32%	36%	28%	31%	30%	35%	30%	30%	33%	33%	39%	18%
Trust a little	21%	17%	22%	23%	22%	23%	17%	19%	22%	24%	28%	20%	19%	20%	21%	16%	12%
Trust a lot	5%	7%	4%	4%	4%	8%	6%	4%	6%	4%	4%	3%	3%	5%	3%	3%	5%
Don't know	7%	5%	6%	6%	10%	8%	4%	6%	7%	5%	7%	7%	9%	7%	8%	8%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	35%	40%	31%	13%	18%	26%	41%	51%	57%	37%	34%	27%	38%	36%	37%	42%	37%
Do not really trust	32%	31%	33%	31%	37%	36%	31%	31%	26%	33%	31%	28%	33%	30%	35%	37%	25%
Trust a little	21%	18%	24%	33%	30%	21%	20%	12%	11%	20%	21%	27%	22%	22%	15%	14%	24%
Trust a lot	5%	6%	4%	12%	8%	6%	3%	3%	0%	5%	5%	10%	3%	5%	4%	3%	4%
Don't know	7%	5%	8%	11%	7%	10%	4%	4%	5%	6%	8%	8%	5%	7%	9%	5%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	35%	36%	33%	37%	27%	41%	38%	13%	42%	35%	26%	44%	26%	43%	54%	28%	36%
Do not really trust	32%	30%	34%	31%	36%	17%	32%	29%	34%	32%	31%	31%	35%	34%	29%	30%	36%
Trust a little	21%	22%	22%	21%	21%	15%	19%	32%	17%	21%	26%	17%	26%	14%	10%	27%	21%
Trust a lot	5%	4%	4%	6%	11%	21%	4%	14%	3%	6%	3%	4%	8%	4%	4%	2%	4%
Don't know	7%	9%	8%	5%	5%	6%	6%	12%	4%	6%	14%	4%	5%	5%	2%	13%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	35%	31%	38%	32%	35%	47%	33%	42%	33%	40%	28%	33%	35%	34%	37%	35%
Do not really trust	32%	31%	33%	33%	30%	32%	34%	30%	31%	32%	33%	28%	29%	36%	33%	29%
Trust a little	21%	26%	19%	26%	17%	14%	21%	18%	23%	19%	20%	32%	17%	22%	23%	21%
Trust a lot	5%	7%	4%	6%	5%	4%	4%	3%	7%	6%	4%	5%	2%	2%	5%	11%
Don't know	7%	5%	7%	3%	13%	3%	7%	7%	6%	3%	15%	2%	16%	5%	2%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	1%	0%	2%	0%	1%	1%	1%	1%	3%	3%	1%	1%	1%	0%	0%	2%	3%
Do not really trust	5%	6%	6%	7%	4%	5%	4%	5%	7%	4%	5%	8%	6%	6%	5%	0%	14%
Trust a little	36%	23%	29%	37%	36%	40%	37%	37%	30%	40%	44%	38%	30%	41%	44%	41%	30%
Trust a lot	50%	56%	51%	51%	50%	48%	50%	52%	54%	48%	45%	50%	60%	48%	51%	54%	44%
Don't know	7%	15%	12%	5%	9%	6%	8%	5%	6%	5%	4%	3%	3%	5%	0%	3%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	1%	2%	1%	2%	1%	0%	2%	2%	1%	2%	2%	2%	0%	1%	3%	0%	0%
Do not really trust	5%	7%	5%	4%	6%	8%	6%	5%	3%	5%	3%	3%	0%	3%	9%	8%	8%
Trust a little	36%	38%	44%	34%	29%	33%	35%	40%	33%	39%	40%	39%	35%	42%	32%	38%	33%
Trust a lot	50%	48%	45%	55%	54%	50%	53%	50%	55%	48%	49%	48%	58%	48%	49%	43%	54%
Don't know	7%	5%	6%	5%	11%	8%	5%	4%	8%	7%	5%	8%	7%	6%	8%	11%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	1%	1%	1%	2%	1%	0%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%
Do not really trust	5%	8%	3%	8%	6%	4%	5%	6%	4%	4%	7%	9%	5%	3%	5%	3%	7%
Trust a little	36%	37%	35%	27%	38%	41%	39%	38%	35%	36%	37%	32%	38%	39%	36%	36%	39%
Trust a lot	50%	48%	53%	53%	49%	46%	48%	49%	54%	53%	47%	51%	50%	49%	49%	55%	46%
Don't know	7%	6%	7%	10%	6%	8%	7%	5%	5%	5%	9%	6%	6%	7%	9%	4%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	1%	0%	1%	2%	2%	6%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
Do not really trust	5%	4%	6%	5%	12%	6%	5%	10%	4%	7%	4%	4%	7%	4%	7%	4%	5%
Trust a little	36%	30%	36%	41%	40%	44%	37%	32%	35%	39%	35%	37%	34%	42%	34%	35%	37%
Trust a lot	50%	59%	49%	48%	43%	35%	51%	46%	53%	48%	48%	52%	52%	51%	52%	48%	53%
Don't know	7%	7%	7%	4%	4%	9%	6%	11%	6%	5%	12%	6%	5%	3%	4%	13%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Do not really trust	5%	5%	6%	5%	5%	7%	5%	7%	4%	5%	5%	11%	5%	5%	4%	7%
Trust a little	36%	34%	38%	36%	36%	39%	32%	41%	40%	39%	32%	36%	29%	35%	42%	40%
Trust a lot	50%	56%	48%	55%	45%	47%	55%	44%	48%	51%	48%	51%	49%	54%	49%	48%
Don't know	7%	4%	7%	3%	12%	5%	7%	7%	6%	4%	14%	2%	16%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	3%	3%	8%	3%	4%	4%	4%	2%	6%	3%	4%	1%	3%	0%	0%	5%	5%
Do not really trust	10%	6%	12%	11%	7%	10%	11%	8%	11%	13%	11%	17%	3%	9%	3%	3%	5%
Trust a little	51%	54%	29%	50%	45%	50%	50%	54%	54%	59%	59%	51%	56%	61%	62%	69%	51%
Trust a lot	17%	13%	13%	14%	17%	16%	14%	20%	14%	18%	18%	20%	29%	18%	19%	15%	26%
Don't know	19%	24%	39%	23%	27%	20%	21%	16%	15%	7%	8%	11%	10%	11%	16%	8%	12%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	3%	3%	2%	4%	5%	3%	3%	6%	2%	6%	5%	2%	1%	1%	5%	3%	7%
Do not really trust	10%	8%	12%	9%	11%	10%	13%	13%	6%	11%	9%	4%	9%	11%	7%	8%	14%
Trust a little	51%	53%	55%	54%	43%	53%	44%	49%	56%	48%	57%	57%	50%	47%	55%	48%	52%
Trust a lot	17%	21%	16%	17%	13%	19%	21%	16%	14%	17%	16%	17%	19%	17%	15%	13%	10%
Don't know	19%	15%	15%	16%	28%	15%	18%	16%	23%	19%	14%	20%	21%	24%	18%	27%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	6%	3%	3%	3%	2%	3%
Do not really trust	10%	11%	9%	13%	11%	7%	9%	9%	9%	9%	11%	10%	10%	8%	9%	13%	7%
Trust a little	51%	52%	50%	49%	49%	59%	56%	52%	44%	52%	50%	51%	53%	53%	46%	54%	47%
Trust a lot	17%	17%	16%	21%	23%	16%	17%	15%	10%	16%	18%	22%	15%	20%	12%	15%	21%
Don't know	19%	16%	22%	13%	14%	14%	14%	21%	33%	19%	19%	11%	19%	17%	29%	16%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	3%	3%	2%	4%	3%	9%	3%	3%	4%	3%	3%	2%	4%	4%	6%	5%	3%
Do not really trust	10%	8%	12%	8%	12%	3%	10%	9%	10%	9%	11%	10%	8%	4%	10%	12%	11%
Trust a little	51%	51%	51%	56%	55%	53%	52%	46%	51%	53%	47%	52%	53%	55%	40%	50%	52%
Trust a lot	17%	15%	16%	17%	21%	24%	16%	22%	17%	18%	14%	18%	19%	19%	14%	10%	17%
Don't know	19%	23%	18%	15%	9%	11%	19%	19%	19%	17%	24%	19%	15%	19%	30%	23%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	3%	3%	3%	3%	3%	5%	3%	3%	4%	4%	3%	3%	4%	3%	3%	4%
Do not really trust	10%	8%	11%	10%	9%	10%	9%	12%	9%	10%	10%	9%	10%	9%	11%	7%
Trust a little	51%	54%	50%	56%	45%	52%	52%	51%	51%	53%	45%	61%	44%	52%	55%	54%
Trust a lot	17%	19%	16%	19%	15%	17%	19%	13%	17%	17%	15%	18%	11%	20%	16%	21%
Don't know	19%	15%	19%	12%	28%	16%	17%	21%	20%	16%	27%	10%	31%	16%	14%	13%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	5%	9%	10%	6%	5%	3%	8%	5%	6%	3%	7%	3%	6%	2%	0%	8%	3%
Do not really trust	12%	6%	6%	13%	6%	14%	14%	13%	10%	16%	21%	15%	12%	13%	12%	11%	14%
Trust a little	38%	28%	25%	31%	34%	38%	37%	38%	41%	41%	40%	45%	41%	52%	62%	51%	43%
Trust a lot	17%	10%	13%	9%	14%	18%	15%	20%	18%	21%	18%	19%	26%	20%	14%	22%	29%
Don't know	27%	47%	46%	41%	41%	28%	26%	23%	25%	19%	14%	17%	14%	14%	13%	9%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	5%	4%	5%	7%	6%	6%	5%	6%	1%	6%	5%	3%	4%	5%	9%	4%	18%
Do not really trust	12%	14%	13%	13%	9%	13%	11%	16%	10%	11%	12%	11%	11%	12%	15%	14%	12%
Trust a little	38%	40%	42%	41%	30%	46%	35%	31%	37%	41%	43%	41%	42%	37%	31%	35%	33%
Trust a lot	17%	19%	18%	15%	16%	16%	22%	14%	17%	19%	15%	19%	16%	17%	17%	15%	8%
Don't know	27%	24%	22%	24%	38%	20%	27%	33%	34%	22%	25%	27%	28%	29%	28%	32%	30%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	5%	7%	4%	5%	4%	6%	4%	7%	5%	5%	6%	8%	6%	3%	4%	5%	3%
Do not really trust	12%	14%	11%	12%	17%	12%	14%	10%	10%	13%	12%	13%	12%	11%	14%	10%	12%
Trust a little	38%	38%	38%	42%	42%	50%	44%	34%	21%	36%	41%	38%	41%	41%	35%	35%	35%
Trust a lot	17%	18%	16%	23%	23%	16%	17%	16%	8%	17%	16%	24%	14%	19%	13%	15%	15%
Don't know	27%	22%	32%	17%	14%	16%	21%	33%	55%	29%	25%	17%	27%	25%	34%	34%	35%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	5%	6%	5%	7%	3%	3%	5%	5%	5%	5%	7%	4%	5%	4%	9%	8%	5%
Do not really trust	12%	9%	13%	12%	19%	5%	12%	13%	12%	13%	12%	10%	15%	15%	8%	14%	14%
Trust a little	38%	35%	38%	41%	43%	51%	38%	41%	36%	41%	38%	38%	40%	38%	30%	37%	39%
Trust a lot	17%	13%	18%	18%	21%	24%	16%	23%	17%	17%	14%	18%	18%	15%	17%	11%	16%
Don't know	27%	36%	25%	22%	15%	17%	28%	19%	30%	24%	30%	29%	22%	27%	37%	30%	27%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	5%	5%	6%	6%	5%	6%	5%	6%	5%	6%	5%	6%	7%	4%	5%	6%
Do not really trust	12%	10%	13%	13%	10%	15%	12%	14%	12%	13%	12%	13%	11%	11%	14%	12%
Trust a little	38%	39%	38%	42%	33%	37%	41%	35%	36%	40%	35%	35%	31%	44%	41%	37%
Trust a lot	17%	22%	15%	18%	15%	17%	16%	16%	18%	17%	15%	23%	12%	15%	17%	25%
Don't know	27%	24%	28%	20%	37%	25%	26%	29%	28%	25%	33%	23%	40%	25%	23%	20%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	19%	18%	27%	24%	22%	19%	18%	19%	18%	18%	16%	19%	21%	18%	12%	11%	14%
Do not really trust	26%	42%	23%	22%	22%	24%	29%	28%	25%	23%	38%	26%	26%	26%	38%	15%	31%
Trust a little	36%	18%	32%	38%	36%	35%	36%	37%	40%	44%	29%	43%	35%	37%	42%	39%	31%
Trust a lot	12%	7%	8%	11%	12%	16%	12%	10%	12%	12%	10%	9%	15%	15%	3%	30%	17%
Don't know	7%	15%	10%	6%	8%	6%	6%	6%	5%	3%	8%	3%	3%	3%	4%	5%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	19%	19%	16%	21%	21%	17%	18%	18%	19%	17%	16%	26%	18%	17%	25%	19%	30%
Do not really trust	26%	27%	26%	26%	27%	31%	31%	25%	20%	31%	21%	19%	26%	27%	27%	23%	31%
Trust a little	36%	36%	41%	34%	33%	31%	37%	41%	43%	34%	48%	34%	29%	36%	31%	39%	21%
Trust a lot	12%	13%	10%	14%	9%	13%	9%	10%	10%	11%	12%	15%	17%	14%	9%	12%	9%
Don't know	7%	5%	6%	6%	10%	9%	5%	6%	9%	7%	4%	7%	9%	5%	8%	6%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	19%	21%	17%	18%	19%	20%	19%	23%	16%	19%	19%	18%	19%	21%	21%	17%	14%
Do not really trust	26%	26%	27%	28%	26%	27%	28%	24%	25%	26%	27%	24%	27%	27%	24%	28%	33%
Trust a little	36%	34%	38%	31%	34%	35%	35%	38%	43%	37%	35%	34%	39%	33%	37%	37%	34%
Trust a lot	12%	13%	10%	14%	13%	10%	12%	12%	11%	13%	10%	15%	10%	12%	8%	13%	13%
Don't know	7%	5%	8%	9%	7%	8%	6%	4%	5%	5%	9%	9%	4%	7%	10%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	19%	18%	19%	21%	18%	18%	20%	15%	15%	23%	17%	8%	30%	22%	28%	19%	21%
Do not really trust	26%	28%	27%	28%	24%	14%	26%	26%	25%	29%	26%	21%	27%	37%	35%	29%	28%
Trust a little	36%	37%	36%	34%	32%	48%	36%	34%	42%	32%	35%	49%	27%	28%	29%	30%	35%
Trust a lot	12%	10%	12%	12%	19%	11%	11%	14%	13%	11%	9%	18%	9%	10%	5%	8%	13%
Don't know	7%	7%	5%	5%	7%	9%	6%	12%	4%	6%	13%	5%	6%	3%	2%	15%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	19%	15%	21%	20%	17%	22%	21%	17%	18%	19%	18%	29%	20%	18%	18%	21%
Do not really trust	26%	22%	28%	26%	26%	29%	26%	26%	28%	27%	26%	27%	24%	31%	25%	27%
Trust a little	36%	40%	35%	38%	35%	33%	36%	38%	35%	40%	31%	32%	33%	36%	41%	34%
Trust a lot	12%	17%	9%	14%	9%	12%	10%	12%	13%	12%	11%	10%	7%	11%	13%	16%
Don't know	7%	5%	6%	2%	14%	3%	7%	7%	6%	3%	15%	2%	16%	4%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	6%	6%	8%	6%	10%	7%	8%	6%	7%	6%	5%	1%	5%	0%	0%	8%	7%
Do not really trust	16%	15%	17%	18%	16%	15%	15%	14%	16%	14%	17%	19%	14%	19%	6%	21%	18%
Trust a little	47%	42%	36%	45%	48%	50%	45%	43%	50%	58%	49%	51%	55%	50%	54%	40%	44%
Trust a lot	21%	15%	22%	21%	13%	20%	22%	26%	20%	18%	20%	27%	23%	26%	36%	25%	23%
Don't know	10%	22%	17%	11%	14%	8%	10%	11%	7%	5%	9%	2%	3%	5%	4%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	6%	5%	7%	7%	6%	7%	7%	6%	3%	8%	6%	6%	7%	5%	7%	4%	9%
Do not really trust	16%	15%	15%	16%	17%	18%	17%	15%	18%	8%	16%	18%	8%	16%	14%	16%	18%
Trust a little	47%	50%	49%	49%	42%	42%	47%	53%	41%	53%	48%	47%	53%	50%	49%	51%	41%
Trust a lot	21%	24%	22%	19%	18%	23%	23%	17%	25%	23%	21%	16%	18%	21%	20%	19%	25%
Don't know	10%	6%	7%	9%	16%	11%	6%	10%	11%	7%	10%	13%	14%	9%	9%	10%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	6%	8%	4%	5%	4%	6%	7%	10%	5%	6%	6%	5%	6%	7%	6%	8%	3%
Do not really trust	16%	18%	14%	17%	14%	12%	15%	17%	19%	17%	15%	15%	15%	16%	18%	13%	16%
Trust a little	47%	46%	49%	41%	43%	51%	51%	48%	49%	48%	47%	46%	51%	44%	44%	50%	50%
Trust a lot	21%	22%	20%	25%	29%	20%	20%	18%	16%	20%	22%	24%	20%	26%	18%	19%	21%
Don't know	10%	7%	13%	11%	10%	11%	8%	7%	10%	9%	10%	10%	8%	8%	13%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	6%	7%	5%	7%	3%	5%	6%	5%	9%	4%	7%	7%	4%	3%	25%	8%	3%
Do not really trust	16%	15%	20%	16%	10%	17%	16%	15%	19%	14%	13%	19%	14%	12%	22%	15%	13%
Trust a little	47%	48%	46%	47%	53%	30%	48%	43%	47%	49%	45%	50%	45%	51%	42%	42%	48%
Trust a lot	21%	18%	20%	23%	29%	39%	21%	25%	16%	26%	19%	17%	28%	29%	2%	18%	30%
Don't know	10%	12%	9%	7%	5%	9%	9%	12%	9%	7%	17%	7%	9%	5%	9%	18%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	6%	5%	7%	5%	5%	13%	7%	8%	4%	7%	5%	6%	8%	6%	5%	6%
Do not really trust	16%	14%	17%	14%	15%	23%	15%	20%	12%	15%	16%	17%	16%	17%	17%	12%
Trust a little	47%	48%	47%	50%	47%	42%	48%	45%	48%	51%	43%	42%	43%	52%	48%	48%
Trust a lot	21%	25%	20%	27%	16%	15%	20%	18%	27%	22%	16%	30%	10%	20%	26%	30%
Don't know	10%	8%	10%	4%	17%	6%	10%	9%	10%	5%	19%	5%	23%	5%	5%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	24%	15%	34%	27%	29%	23%	26%	23%	29%	24%	13%	20%	22%	20%	18%	10%	23%
Do not really trust	26%	25%	24%	25%	24%	24%	26%	25%	24%	26%	34%	33%	24%	30%	26%	25%	28%
Trust a little	27%	26%	14%	24%	23%	30%	29%	28%	25%	31%	34%	27%	35%	24%	36%	31%	25%
Trust a lot	9%	7%	8%	8%	6%	10%	8%	12%	8%	9%	11%	10%	7%	7%	12%	24%	13%
Don't know	14%	27%	20%	16%	18%	12%	11%	13%	14%	9%	8%	10%	12%	19%	7%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	24%	21%	26%	26%	23%	19%	26%	30%	24%	20%	19%	29%	19%	21%	34%	17%	28%
Do not really trust	26%	27%	25%	23%	27%	26%	28%	27%	26%	23%	34%	24%	24%	22%	17%	32%	21%
Trust a little	27%	31%	28%	26%	24%	28%	22%	26%	26%	29%	31%	22%	33%	33%	28%	23%	27%
Trust a lot	9%	10%	9%	10%	7%	13%	7%	8%	9%	9%	8%	7%	6%	11%	8%	8%	17%
Don't know	14%	12%	12%	15%	19%	14%	17%	9%	16%	18%	8%	18%	19%	13%	13%	20%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	24%	27%	21%	22%	23%	22%	27%	28%	22%	23%	26%	22%	25%	24%	24%	25%	18%
Do not really trust	26%	26%	25%	27%	25%	26%	29%	23%	23%	25%	26%	24%	26%	25%	24%	30%	28%
Trust a little	27%	26%	29%	23%	24%	29%	26%	29%	31%	30%	23%	28%	27%	30%	26%	24%	27%
Trust a lot	9%	11%	8%	12%	13%	8%	7%	6%	10%	10%	8%	13%	10%	7%	7%	7%	7%
Don't know	14%	11%	18%	16%	15%	15%	12%	13%	14%	12%	17%	13%	12%	14%	18%	14%	20%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	24%	24%	25%	25%	21%	18%	25%	14%	26%	23%	23%	24%	22%	22%	27%	28%	25%
Do not really trust	26%	25%	26%	26%	24%	13%	26%	19%	28%	23%	26%	26%	23%	23%	45%	28%	27%
Trust a little	27%	29%	25%	27%	31%	33%	26%	33%	26%	29%	23%	28%	30%	33%	13%	16%	27%
Trust a lot	9%	6%	10%	10%	11%	24%	8%	18%	8%	11%	6%	10%	10%	11%	8%	5%	9%
Don't know	14%	16%	15%	12%	12%	12%	14%	16%	11%	14%	22%	11%	14%	11%	7%	22%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	24%	8%	32%	23%	22%	33%	24%	25%	22%	24%	21%	33%	23%	25%	25%	23%
Do not really trust	26%	14%	31%	27%	22%	30%	26%	26%	24%	28%	22%	23%	23%	27%	27%	24%
Trust a little	27%	46%	19%	30%	25%	22%	27%	27%	28%	27%	26%	28%	25%	28%	28%	28%
Trust a lot	9%	21%	4%	12%	7%	6%	8%	9%	11%	10%	7%	9%	5%	8%	9%	15%
Don't know	14%	11%	15%	8%	24%	9%	15%	12%	15%	10%	24%	7%	24%	13%	10%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	27%	29%	31%	28%	30%	26%	28%	28%	29%	24%	28%	25%	37%	16%	20%	16%	25%
Do not really trust	33%	40%	34%	31%	29%	37%	32%	32%	33%	40%	35%	38%	21%	35%	48%	22%	32%
Trust a little	27%	12%	17%	30%	29%	25%	29%	29%	28%	28%	23%	26%	30%	36%	20%	40%	31%
Trust a lot	5%	4%	5%	5%	4%	6%	4%	5%	4%	5%	4%	7%	8%	3%	8%	14%	8%
Don't know	8%	15%	12%	7%	9%	6%	7%	5%	6%	3%	9%	4%	4%	10%	4%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	27%	27%	27%	28%	28%	25%	28%	27%	20%	27%	25%	31%	27%	25%	34%	23%	43%
Do not really trust	33%	33%	35%	33%	32%	34%	38%	40%	32%	36%	35%	27%	31%	30%	31%	31%	29%
Trust a little	27%	29%	28%	27%	24%	25%	26%	21%	31%	26%	27%	28%	27%	32%	24%	33%	20%
Trust a lot	5%	6%	4%	6%	4%	7%	4%	6%	5%	4%	6%	5%	6%	6%	3%	3%	1%
Don't know	8%	5%	7%	7%	12%	9%	4%	6%	11%	6%	7%	8%	9%	7%	8%	9%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	27%	29%	25%	28%	25%	29%	26%	30%	25%	27%	28%	27%	28%	28%	30%	23%	20%
Do not really trust	33%	34%	33%	33%	33%	32%	37%	33%	34%	33%	33%	31%	34%	36%	30%	39%	35%
Trust a little	27%	26%	28%	22%	25%	24%	28%	28%	33%	28%	25%	25%	28%	23%	27%	28%	29%
Trust a lot	5%	6%	4%	7%	9%	5%	3%	5%	3%	6%	4%	8%	5%	5%	2%	3%	6%
Don't know	8%	5%	10%	11%	9%	11%	6%	4%	5%	5%	10%	8%	5%	8%	11%	6%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	27%	24%	28%	30%	27%	24%	28%	22%	24%	30%	25%	15%	36%	37%	39%	28%	29%
Do not really trust	33%	34%	36%	33%	30%	31%	34%	31%	34%	33%	35%	34%	30%	39%	34%	35%	33%
Trust a little	27%	27%	25%	27%	25%	27%	27%	26%	31%	26%	23%	38%	22%	18%	25%	19%	29%
Trust a lot	5%	5%	4%	5%	11%	12%	4%	9%	6%	5%	4%	7%	6%	3%	2%	2%	5%
Don't know	8%	10%	7%	5%	7%	6%	7%	12%	5%	6%	13%	5%	6%	3%	0%	16%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	27%	22%	30%	28%	23%	34%	30%	24%	26%	26%	26%	40%	28%	27%	24%	30%
Do not really trust	33%	33%	34%	32%	35%	34%	32%	33%	36%	36%	29%	29%	30%	38%	37%	28%
Trust a little	27%	32%	25%	30%	25%	23%	26%	31%	24%	29%	24%	24%	22%	26%	31%	28%
Trust a lot	5%	8%	4%	7%	3%	5%	5%	4%	6%	5%	4%	4%	3%	4%	5%	10%
Don't know	8%	6%	7%	3%	14%	4%	7%	8%	8%	4%	16%	4%	17%	5%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Do not trust at all	7%	5%	12%	6%	5%	6%	8%	8%	11%	6%	5%	3%	8%	4%	0%	12%	9%
Do not really trust	21%	11%	17%	27%	19%	21%	19%	18%	21%	20%	25%	30%	23%	24%	22%	14%	14%
Trust a little	49%	47%	49%	42%	56%	51%	50%	50%	48%	50%	47%	47%	56%	61%	58%	39%	50%
Trust a lot	13%	15%	5%	17%	10%	13%	11%	16%	13%	19%	16%	13%	10%	4%	12%	29%	21%
Don't know	10%	22%	17%	8%	10%	9%	12%	8%	8%	5%	7%	6%	3%	7%	7%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Do not trust at all	7%	9%	5%	8%	6%	6%	8%	10%	6%	5%	6%	5%	11%	6%	8%	6%	12%
Do not really trust	21%	22%	23%	17%	21%	21%	20%	21%	18%	26%	21%	21%	14%	22%	23%	23%	17%
Trust a little	49%	49%	51%	54%	43%	49%	50%	46%	49%	44%	53%	54%	51%	51%	49%	46%	42%
Trust a lot	13%	13%	13%	14%	13%	15%	14%	12%	17%	16%	11%	10%	16%	12%	8%	11%	20%
Don't know	10%	6%	8%	8%	17%	10%	8%	10%	11%	9%	9%	10%	8%	8%	11%	14%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Do not trust at all	7%	9%	5%	4%	3%	5%	6%	10%	12%	7%	7%	6%	7%	4%	8%	10%	8%
Do not really trust	21%	24%	18%	13%	17%	20%	20%	24%	28%	21%	21%	20%	20%	19%	23%	25%	19%
Trust a little	49%	46%	52%	44%	50%	54%	52%	51%	45%	50%	49%	48%	52%	52%	46%	46%	51%
Trust a lot	13%	12%	14%	25%	20%	10%	13%	8%	5%	13%	13%	18%	11%	15%	12%	11%	12%
Don't know	10%	9%	10%	13%	9%	11%	8%	7%	9%	8%	11%	9%	9%	10%	12%	8%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Do not trust at all	7%	7%	6%	8%	4%	12%	7%	3%	9%	6%	4%	8%	5%	8%	17%	5%	5%
Do not really trust	21%	20%	20%	22%	25%	24%	22%	14%	24%	21%	19%	24%	16%	24%	26%	20%	23%
Trust a little	49%	48%	51%	48%	52%	43%	49%	50%	48%	53%	47%	50%	53%	54%	48%	43%	55%
Trust a lot	13%	14%	14%	14%	15%	12%	12%	19%	11%	13%	12%	10%	17%	9%	5%	14%	11%
Don't know	10%	11%	9%	8%	4%	9%	9%	13%	8%	7%	17%	8%	9%	5%	4%	17%	5%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Do not trust at all	7%	6%	7%	6%	6%	13%	7%	9%	5%	8%	5%	8%	9%	5%	7%	7%
Do not really trust	21%	18%	22%	21%	21%	22%	20%	24%	21%	21%	20%	23%	20%	22%	22%	18%
Trust a little	49%	52%	49%	53%	47%	43%	50%	48%	49%	51%	46%	50%	41%	51%	53%	53%
Trust a lot	13%	16%	12%	16%	10%	13%	13%	10%	16%	14%	11%	17%	10%	13%	14%	17%
Don't know	10%	7%	10%	4%	16%	8%	9%	9%	10%	6%	18%	1%	21%	8%	4%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(62.A) Thinking about businesses in the public eye, whose political or social actions you have disagreed with, what have you done, if anything, to protest against their behaviour? 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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Left a negative review online	13%	19%	12%	12%	9%	14%	11%	11%	12%	21%	16%	17%	23%	20%	16%	15%	8%
Joined a social media page or campaign hostile to them	4%	12%	3%	4%	4%	5%	6%	5%	2%	7%	2%	4%	4%	9%	0%	8%	2%
Made negative comments to them on social media	7%	3%	9%	6%	7%	5%	6%	8%	7%	13%	11%	9%	6%	8%	8%	7%	13%
Written to them or contacted them directly	9%	18%	6%	8%	7%	6%	9%	7%	9%	10%	10%	10%	4%	13%	16%	7%	12%
Signed a petition against them	18%	24%	15%	15%	21%	20%	20%	22%	12%	19%	16%	20%	21%	24%	11%	12%	10%
Attended a rally against their behaviour	3%	3%	1%	2%	0%	5%	1%	5%	2%	5%	9%	5%	6%	3%	9%	2%	6%
Actively used a different business instead when possible	20%	12%	18%	21%	18%	20%	18%	21%	24%	29%	21%	18%	27%	17%	20%	30%	12%
Encouraged others to use the services of other businesses instead	14%	16%	13%	11%	12%	13%	11%	16%	13%	24%	11%	11%	13%	14%	23%	21%	17%
Lodged a complaint with an ombudsman or regulator about the company	6%	3%	5%	1%	6%	6%	6%	9%	4%	7%	8%	5%	4%	5%	13%	7%	7%
Other (Please Specify)	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	0%	0%	0%	0%
I haven't done anything to protest against their behaviour	52%	46%	54%	54%	59%	59%	54%	47%	51%	41%	44%	55%	51%	44%	50%	49%	45%
Don't Know	6%	15%	11%	7%	4%	3%	5%	4%	8%	4%	8%	4%	1%	4%	3%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Left a negative review online	13%	16%	13%	14%	10%	18%	11%	14%	12%	7%	18%	15%	9%	12%	15%	16%	5%
Joined a social media page or campaign hostile to them	4%	5%	4%	6%	3%	10%	3%	6%	2%	4%	7%	3%	4%	3%	3%	2%	1%
Made negative comments to them on social media	7%	7%	8%	8%	7%	11%	5%	11%	8%	6%	6%	8%	7%	6%	8%	5%	6%
Written to them or contacted them directly	9%	11%	7%	8%	7%	14%	9%	12%	7%	4%	7%	6%	5%	11%	7%	8%	2%
Signed a petition against them	18%	21%	18%	18%	14%	24%	21%	20%	13%	17%	18%	17%	10%	20%	16%	16%	12%
Attended a rally against their behaviour	3%	4%	4%	3%	2%	4%	3%	4%	2%	6%	3%	3%	2%	3%	5%	2%	3%
Actively used a different business instead when possible	20%	27%	19%	21%	14%	21%	19%	20%	20%	25%	18%	20%	18%	21%	23%	18%	20%
Encouraged others to use the services of other businesses instead	14%	18%	13%	14%	9%	16%	10%	19%	12%	20%	11%	15%	12%	12%	15%	11%	6%
Lodged a complaint with an ombudsman or regulator about the company	6%	6%	6%	7%	3%	11%	3%	5%	7%	8%	6%	2%	0%	6%	7%	5%	1%
Other (Please Specify)	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	2%
I haven't done anything to protest against their behaviour	52%	47%	51%	52%	59%	42%	52%	50%	60%	48%	53%	51%	63%	52%	53%	55%	69%
Don't Know	6%	3%	6%	4%	10%	6%	5%	4%	4%	8%	5%	8%	6%	7%	6%	8%	1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Left a negative review online	13%	16%	11%	21%	19%	15%	12%	7%	8%	14%	13%	17%	15%	11%	12%	10%	11%
Joined a social media page or campaign hostile to them	4%	5%	3%	11%	7%	4%	1%	4%	1%	3%	6%	9%	3%	2%	3%	3%	7%
Made negative comments to them on social media	7%	8%	6%	13%	11%	9%	5%	6%	3%	7%	8%	10%	8%	6%	6%	5%	8%
Written to them or contacted them directly	9%	9%	8%	16%	8%	10%	9%	6%	5%	8%	10%	12%	8%	9%	7%	5%	11%
Signed a petition against them	18%	18%	18%	29%	21%	16%	16%	15%	14%	16%	21%	22%	16%	16%	17%	19%	23%
Attended a rally against their behaviour	3%	4%	3%	6%	6%	5%	2%	1%	1%	3%	3%	7%	2%	4%	2%	0%	4%
Actively used a different business instead when possible	20%	21%	19%	24%	22%	18%	21%	20%	18%	19%	22%	23%	20%	16%	19%	23%	20%
Encouraged others to use the services of other businesses instead	14%	15%	12%	24%	15%	13%	12%	10%	9%	13%	15%	18%	13%	13%	11%	14%	13%
Lodged a complaint with an ombudsman or regulator about the company	6%	8%	4%	8%	10%	9%	4%	2%	2%	5%	7%	12%	4%	5%	3%	3%	7%
Other (Please Specify)	1%	1%	1%	0%	0%	0%	0%	2%	2%	1%	1%	0%	1%	0%	1%	1%	1%
I haven't done anything to protest against their behaviour	52%	48%	57%	28%	42%	53%	56%	60%	66%	56%	47%	39%	53%	58%	57%	56%	51%
Don't Know	6%	6%	6%	9%	8%	6%	6%	5%	3%	4%	8%	8%	5%	5%	5%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Left a negative review online	13%	12%	14%	14%	18%	8%	13%	14%	10%	16%	9%	12%	16%	15%	7%	10%	16%
Joined a social media page or campaign hostile to them	4%	4%	6%	5%	6%	6%	4%	8%	3%	5%	2%	3%	7%	3%	2%	3%	3%
Made negative comments to them on social media	7%	6%	8%	7%	14%	3%	7%	10%	5%	9%	7%	6%	10%	8%	3%	7%	10%
Written to them or contacted them directly	9%	6%	8%	10%	12%	11%	8%	13%	6%	11%	7%	6%	11%	10%	9%	7%	10%
Signed a petition against them	18%	13%	18%	21%	22%	22%	17%	28%	13%	21%	15%	11%	26%	27%	14%	12%	27%
Attended a rally against their behaviour	3%	2%	3%	4%	7%	0%	3%	6%	2%	4%	1%	3%	4%	3%	2%	1%	4%
Actively used a different business instead when possible	20%	13%	21%	22%	28%	31%	20%	20%	17%	25%	11%	17%	25%	22%	35%	11%	29%
Encouraged others to use the services of other businesses instead	14%	9%	15%	16%	23%	19%	13%	18%	10%	17%	10%	10%	18%	12%	11%	11%	19%
Lodged a complaint with an ombudsman or regulator about the company	6%	3%	5%	7%	11%	6%	5%	13%	4%	8%	4%	4%	10%	4%	7%	3%	4%
Other (Please Specify)	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%
I haven't done anything to protest against their behaviour	52%	63%	50%	49%	37%	43%	54%	35%	60%	46%	61%	61%	42%	45%	51%	61%	45%
Don't Know	6%	8%	6%	4%	6%	6%	5%	12%	5%	5%	7%	4%	5%	5%	3%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Left a negative review online	13%	16%	12%	17%	8%	15%	14%	11%	13%	13%	13%	20%	5%	14%	14%	22%
Joined a social media page or campaign hostile to them	4%	6%	4%	6%	2%	6%	4%	5%	5%	5%	4%	6%	1%	4%	6%	7%
Made negative comments to them on social media	7%	9%	7%	10%	5%	7%	8%	6%	9%	7%	8%	14%	3%	7%	10%	10%
Written to them or contacted them directly	9%	11%	7%	11%	5%	10%	8%	8%	11%	9%	8%	12%	4%	6%	12%	13%
Signed a petition against them	18%	24%	16%	20%	16%	19%	19%	14%	21%	17%	16%	31%	10%	18%	22%	23%
Attended a rally against their behaviour	3%	6%	2%	4%	2%	4%	3%	3%	4%	3%	4%	7%	1%	3%	5%	6%
Actively used a different business instead when possible	20%	22%	20%	24%	16%	20%	21%	17%	22%	20%	14%	43%	7%	18%	26%	33%
Encouraged others to use the services of other businesses instead	14%	18%	12%	18%	9%	13%	13%	12%	16%	14%	10%	27%	3%	12%	19%	23%
Lodged a complaint with an ombudsman or regulator about the company	6%	8%	5%	7%	4%	5%	5%	6%	6%	6%	4%	9%	1%	4%	8%	10%
Other (Please Specify)	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%
I haven't done anything to protest against their behaviour	52%	44%	56%	47%	57%	53%	52%	56%	48%	55%	53%	28%	67%	56%	44%	39%
Don't Know	6%	4%	6%	4%	10%	2%	6%	5%	6%	3%	12%	3%	11%	5%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	8%	20%	10%	6%	7%	9%	6%	12%	6%	7%	14%	8%	8%	7%	8%	9%	12%
Agree	28%	17%	16%	22%	22%	26%	27%	30%	30%	34%	35%	32%	39%	26%	35%	20%	33%
Neither Agree nor Disagree	37%	39%	39%	43%	40%	40%	35%	34%	39%	34%	29%	36%	32%	41%	31%	44%	28%
Disagree	15%	6%	15%	18%	19%	13%	18%	13%	17%	15%	12%	15%	10%	15%	19%	16%	17%
Strongly Disagree	6%	0%	8%	6%	9%	6%	9%	6%	5%	4%	4%	4%	8%	5%	4%	8%	5%
Don't Know	6%	18%	13%	4%	3%	6%	5%	5%	3%	5%	5%	4%	3%	7%	3%	3%	4%
Total Agree:	36%	36%	25%	28%	29%	35%	33%	42%	36%	42%	49%	41%	47%	33%	44%	29%	45%
Total Disagree:	21%	6%	22%	24%	28%	19%	27%	19%	22%	19%	16%	19%	18%	19%	23%	24%	23%
Net:	15%	30%	3%	5%	1%	16%	6%	23%	14%	22%	33%	21%	29%	13%	21%	5%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	8%	11%	9%	9%	5%	15%	8%	8%	5%	8%	10%	8%	3%	6%	8%	8%	5%
Agree	28%	34%	27%	30%	19%	29%	26%	29%	29%	28%	29%	22%	27%	29%	25%	26%	31%
Neither Agree nor Disagree	37%	34%	34%	38%	42%	29%	37%	34%	41%	40%	34%	35%	47%	42%	38%	39%	36%
Disagree	15%	14%	17%	13%	17%	15%	16%	20%	14%	15%	18%	15%	13%	14%	14%	13%	15%
Strongly Disagree	6%	5%	7%	6%	8%	5%	8%	5%	6%	5%	5%	8%	4%	3%	10%	4%	7%
Don't Know	6%	3%	5%	5%	9%	6%	4%	3%	5%	4%	4%	11%	6%	5%	5%	10%	6%
Total Agree:	36%	44%	36%	38%	24%	44%	34%	38%	35%	36%	39%	31%	30%	35%	32%	34%	36%
Total Disagree:	21%	19%	24%	19%	24%	20%	24%	26%	20%	20%	23%	23%	17%	17%	24%	17%	22%
Net:	15%	26%	12%	20%	0%	24%	11%	12%	14%	16%	16%	7%	13%	18%	8%	17%	13%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	8%	9%	8%	15%	13%	10%	5%	5%	4%	7%	11%	13%	7%	7%	6%	6%	15%
Agree	28%	26%	29%	31%	29%	31%	27%	26%	23%	28%	27%	32%	27%	29%	23%	27%	31%
Neither Agree nor Disagree	37%	36%	38%	31%	33%	33%	37%	38%	47%	40%	33%	30%	40%	33%	42%	39%	38%
Disagree	15%	16%	15%	11%	14%	14%	17%	18%	16%	15%	15%	14%	15%	19%	16%	18%	7%
Strongly Disagree	6%	8%	5%	3%	5%	7%	8%	8%	5%	7%	6%	4%	7%	5%	8%	6%	6%
Don't Know	6%	6%	6%	8%	6%	5%	6%	4%	5%	4%	8%	7%	5%	7%	6%	5%	3%
Total Agree:	36%	35%	36%	46%	42%	41%	32%	32%	27%	34%	38%	45%	33%	36%	29%	33%	46%
Total Disagree:	21%	23%	20%	15%	19%	21%	25%	27%	21%	22%	21%	18%	22%	24%	23%	24%	13%
Net:	15%	12%	17%	31%	23%	19%	7%	5%	6%	12%	17%	28%	11%	12%	5%	8%	33%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	8%	5%	8%	10%	13%	21%	8%	14%	6%	11%	5%	6%	13%	10%	8%	4%	13%
Agree	28%	22%	26%	33%	38%	24%	28%	28%	23%	33%	21%	23%	34%	36%	15%	23%	40%
Neither Agree nor Disagree	37%	40%	36%	33%	26%	35%	38%	32%	41%	33%	41%	42%	30%	33%	46%	39%	31%
Disagree	15%	18%	17%	15%	12%	6%	16%	10%	17%	14%	18%	18%	13%	14%	15%	17%	11%
Strongly Disagree	6%	9%	6%	5%	4%	9%	6%	7%	8%	4%	7%	7%	5%	4%	12%	9%	2%
Don't Know	6%	6%	6%	4%	7%	6%	5%	9%	4%	5%	8%	4%	6%	2%	4%	8%	2%
Total Agree:	36%	28%	34%	43%	52%	45%	35%	42%	29%	44%	26%	29%	47%	46%	23%	27%	53%
Total Disagree:	21%	27%	23%	20%	16%	14%	22%	17%	25%	18%	25%	26%	17%	18%	27%	26%	14%
Net:	15%	1%	11%	22%	36%	31%	13%	26%	4%	26%	1%	3%	30%	29%	-5%	0%	39%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	8%	12%	7%	11%	6%	5%	6%	5%	16%	9%	5%	18%	2%	6%	8%	20%
Agree	28%	34%	25%	36%	19%	22%	27%	24%	33%	30%	22%	30%	11%	27%	34%	41%
Neither Agree nor Disagree	37%	35%	37%	34%	41%	36%	40%	38%	32%	33%	47%	31%	46%	41%	35%	25%
Disagree	15%	12%	17%	12%	18%	21%	17%	18%	10%	17%	11%	16%	19%	17%	15%	8%
Strongly Disagree	6%	4%	7%	5%	6%	11%	7%	9%	2%	8%	3%	3%	10%	5%	5%	4%
Don't Know	6%	4%	6%	3%	9%	5%	5%	6%	7%	3%	12%	2%	12%	5%	2%	2%
Total Agree:	36%	45%	32%	47%	25%	27%	32%	30%	49%	39%	27%	48%	13%	33%	42%	61%
Total Disagree:	21%	16%	25%	16%	24%	32%	23%	27%	13%	25%	14%	19%	29%	21%	21%	12%
Net:	15%	29%	8%	31%	2%	-4%	9%	3%	36%	14%	13%	29%	-17%	12%	22%	49%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	7%	9%	6%	3%	5%	8%	4%	11%	7%	9%	8%	7%	9%	7%	10%	14%	15%
Agree	26%	23%	15%	21%	20%	24%	31%	27%	23%	29%	37%	31%	32%	27%	24%	28%	29%
Neither Agree nor Disagree	41%	38%	47%	48%	46%	41%	37%	38%	43%	43%	39%	39%	39%	43%	45%	43%	29%
Disagree	15%	9%	11%	17%	17%	15%	16%	16%	17%	12%	10%	15%	9%	10%	15%	8%	19%
Strongly Disagree	5%	6%	9%	4%	7%	5%	6%	4%	6%	2%	1%	3%	8%	6%	4%	5%	4%
Don't Know	6%	15%	11%	7%	5%	8%	5%	5%	5%	4%	4%	5%	3%	6%	3%	3%	4%
Total Agree:	33%	32%	21%	24%	25%	31%	35%	37%	30%	38%	45%	38%	40%	34%	34%	42%	44%
Total Disagree:	20%	15%	20%	22%	24%	20%	22%	20%	23%	14%	11%	18%	17%	16%	19%	13%	23%
Net:	13%	16%	0%	2%	1%	11%	13%	17%	7%	24%	34%	19%	23%	18%	15%	29%	21%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	7%	9%	5%	8%	5%	10%	7%	7%	6%	6%	6%	8%	5%	6%	7%	6%	5%
Agree	26%	30%	28%	27%	18%	31%	22%	27%	23%	31%	27%	19%	19%	28%	25%	27%	30%
Neither Agree nor Disagree	41%	39%	40%	43%	45%	32%	41%	38%	47%	42%	43%	41%	49%	48%	41%	41%	43%
Disagree	15%	14%	17%	12%	15%	13%	19%	19%	16%	13%	15%	14%	16%	10%	12%	13%	17%
Strongly Disagree	5%	4%	5%	4%	7%	5%	6%	6%	3%	4%	5%	7%	3%	3%	8%	4%	1%
Don't Know	6%	4%	5%	5%	10%	8%	4%	3%	5%	5%	4%	10%	7%	6%	7%	10%	4%
Total Agree:	33%	39%	33%	36%	24%	41%	29%	34%	29%	37%	33%	27%	24%	34%	32%	33%	34%
Total Disagree:	20%	18%	22%	15%	22%	18%	25%	25%	19%	16%	20%	22%	19%	13%	20%	17%	19%
Net:	13%	21%	11%	20%	2%	23%	4%	9%	10%	21%	13%	6%	5%	22%	12%	16%	16%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	7%	8%	6%	13%	11%	11%	3%	4%	2%	6%	8%	13%	7%	3%	4%	5%	10%
Agree	26%	25%	27%	34%	30%	29%	26%	23%	17%	26%	26%	33%	25%	26%	20%	23%	30%
Neither Agree nor Disagree	41%	40%	43%	34%	38%	37%	43%	43%	51%	44%	38%	32%	42%	45%	47%	44%	41%
Disagree	15%	15%	14%	9%	11%	14%	16%	17%	19%	14%	15%	11%	16%	15%	17%	16%	8%
Strongly Disagree	5%	6%	4%	3%	3%	5%	6%	8%	5%	6%	4%	3%	5%	4%	5%	7%	5%
Don't Know	6%	5%	7%	7%	7%	5%	5%	5%	6%	5%	8%	7%	5%	7%	7%	4%	6%
Total Agree:	33%	33%	33%	47%	41%	39%	30%	27%	19%	32%	34%	46%	32%	29%	24%	28%	41%
Total Disagree:	20%	21%	18%	12%	15%	19%	22%	25%	23%	20%	20%	15%	21%	19%	22%	24%	13%
Net:	13%	12%	15%	34%	26%	20%	8%	1%	-4%	12%	15%	31%	11%	10%	2%	4%	28%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	7%	4%	5%	10%	10%	25%	6%	13%	5%	9%	5%	5%	12%	5%	3%	6%	9%
Agree	26%	18%	29%	30%	38%	16%	25%	30%	22%	31%	20%	23%	30%	34%	8%	22%	35%
Neither Agree nor Disagree	41%	45%	40%	38%	33%	34%	42%	34%	43%	39%	45%	43%	39%	41%	50%	43%	38%
Disagree	15%	17%	16%	14%	10%	6%	15%	8%	17%	12%	16%	18%	10%	14%	25%	16%	13%
Strongly Disagree	5%	8%	5%	3%	2%	14%	5%	5%	7%	3%	7%	6%	4%	2%	10%	6%	2%
Don't Know	6%	8%	6%	5%	7%	6%	6%	10%	5%	5%	7%	5%	6%	5%	4%	8%	3%
Total Agree:	33%	22%	34%	40%	48%	41%	32%	43%	27%	40%	25%	28%	42%	38%	11%	28%	44%
Total Disagree:	20%	25%	21%	17%	12%	20%	20%	13%	25%	15%	22%	24%	14%	16%	35%	22%	15%
Net:	13%	-3%	13%	23%	36%	21%	11%	31%	2%	25%	2%	4%	28%	22%	-24%	6%	29%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	7%	10%	6%	10%	4%	6%	6%	6%	11%	9%	3%	12%	1%	5%	7%	18%
Agree	26%	34%	22%	34%	18%	21%	26%	21%	31%	27%	22%	32%	11%	27%	29%	39%
Neither Agree nor Disagree	41%	39%	42%	38%	47%	37%	43%	43%	37%	38%	50%	34%	47%	43%	42%	32%
Disagree	15%	9%	18%	11%	15%	23%	15%	18%	11%	17%	9%	18%	18%	17%	14%	8%
Strongly Disagree	5%	3%	6%	3%	6%	9%	6%	6%	3%	6%	3%	3%	9%	4%	5%	1%
Don't Know	6%	5%	6%	3%	10%	4%	5%	6%	7%	3%	13%	1%	15%	4%	3%	2%
Total Agree:	33%	44%	28%	44%	22%	27%	31%	27%	42%	36%	25%	44%	12%	32%	36%	57%
Total Disagree:	20%	12%	23%	15%	21%	32%	21%	24%	14%	23%	12%	21%	27%	21%	19%	9%
Net:	13%	32%	5%	29%	1%	-5%	11%	3%	28%	12%	13%	23%	-15%	12%	17%	48%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	8%	12%	4%	5%	5%	10%	4%	14%	8%	7%	15%	6%	3%	10%	11%	13%	13%
Agree	34%	37%	24%	28%	27%	34%	33%	36%	31%	43%	39%	43%	44%	27%	25%	34%	33%
Neither Agree nor Disagree	37%	18%	41%	41%	42%	38%	38%	34%	38%	36%	32%	35%	38%	45%	49%	35%	30%
Disagree	11%	15%	10%	14%	13%	10%	16%	8%	15%	9%	9%	11%	7%	7%	3%	16%	11%
Strongly Disagree	4%	0%	7%	5%	8%	4%	4%	3%	5%	1%	2%	3%	7%	5%	4%	0%	4%
Don't Know	6%	18%	13%	6%	5%	5%	4%	5%	3%	5%	3%	3%	1%	6%	7%	2%	10%
Total Agree:	41%	49%	29%	33%	32%	43%	38%	50%	39%	50%	54%	49%	47%	37%	37%	47%	46%
Total Disagree:	16%	15%	17%	20%	20%	14%	20%	11%	20%	9%	11%	14%	14%	12%	7%	16%	15%
Net:	26%	34%	12%	14%	12%	29%	17%	39%	19%	40%	42%	36%	33%	25%	30%	31%	31%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	8%	9%	8%	9%	5%	13%	8%	9%	6%	7%	8%	10%	4%	5%	6%	4%	5%
Agree	34%	38%	35%	34%	29%	34%	35%	28%	36%	38%	35%	29%	32%	38%	28%	37%	30%
Neither Agree nor Disagree	37%	36%	36%	40%	37%	32%	37%	40%	40%	35%	35%	32%	42%	44%	42%	36%	35%
Disagree	11%	10%	13%	10%	13%	11%	9%	15%	10%	14%	13%	15%	14%	6%	11%	12%	19%
Strongly Disagree	4%	3%	4%	3%	7%	4%	6%	6%	3%	2%	4%	5%	2%	3%	7%	5%	1%
Don't Know	6%	4%	4%	5%	9%	6%	6%	3%	6%	5%	5%	10%	6%	4%	6%	7%	9%
Total Agree:	41%	46%	43%	43%	34%	48%	43%	37%	42%	44%	43%	39%	36%	42%	34%	41%	36%
Total Disagree:	16%	13%	17%	13%	20%	15%	14%	20%	13%	16%	17%	20%	16%	9%	18%	17%	20%
Net:	26%	34%	26%	30%	14%	33%	29%	17%	29%	28%	26%	19%	20%	33%	16%	24%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	8%	9%	7%	12%	12%	9%	5%	4%	4%	7%	9%	12%	8%	6%	3%	6%	14%
Agree	34%	32%	36%	40%	37%	33%	36%	32%	27%	34%	34%	38%	32%	35%	32%	31%	33%
Neither Agree nor Disagree	37%	37%	38%	24%	32%	37%	39%	43%	46%	40%	34%	28%	40%	39%	43%	37%	38%
Disagree	11%	12%	10%	12%	10%	11%	11%	10%	13%	10%	13%	12%	11%	11%	12%	14%	7%
Strongly Disagree	4%	5%	3%	3%	3%	5%	5%	6%	4%	5%	4%	3%	5%	3%	4%	5%	3%
Don't Know	6%	5%	6%	8%	5%	6%	4%	5%	6%	4%	7%	6%	5%	5%	6%	7%	5%
Total Agree:	41%	40%	42%	53%	49%	42%	41%	36%	31%	40%	43%	51%	40%	41%	36%	37%	47%
Total Disagree:	16%	17%	14%	15%	13%	16%	16%	17%	17%	15%	16%	15%	16%	14%	16%	19%	10%
Net:	26%	23%	28%	38%	36%	27%	25%	19%	14%	25%	27%	35%	24%	27%	20%	18%	37%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	8%	6%	6%	8%	12%	15%	7%	14%	6%	9%	5%	6%	12%	8%	2%	5%	11%
Agree	34%	25%	36%	40%	41%	31%	33%	38%	28%	40%	29%	30%	40%	41%	28%	26%	43%
Neither Agree nor Disagree	37%	42%	38%	34%	31%	22%	39%	27%	44%	32%	40%	43%	30%	35%	42%	44%	32%
Disagree	11%	14%	11%	10%	9%	20%	12%	10%	12%	10%	14%	12%	10%	9%	14%	11%	10%
Strongly Disagree	4%	7%	3%	4%	3%	3%	4%	4%	6%	3%	4%	5%	4%	2%	9%	5%	1%
Don't Know	6%	7%	5%	4%	5%	9%	6%	7%	5%	5%	7%	4%	5%	4%	4%	8%	3%
Total Agree:	41%	30%	43%	48%	53%	46%	40%	52%	34%	49%	34%	36%	52%	49%	30%	31%	55%
Total Disagree:	16%	21%	15%	13%	11%	23%	16%	14%	18%	13%	19%	17%	14%	12%	24%	17%	11%
Net:	26%	9%	28%	35%	42%	22%	24%	38%	17%	36%	15%	19%	38%	37%	7%	14%	44%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	8%	11%	7%	11%	4%	6%	7%	6%	12%	9%	4%	16%	1%	6%	9%	16%
Agree	34%	41%	31%	40%	27%	32%	32%	32%	38%	37%	27%	39%	18%	35%	39%	46%
Neither Agree nor Disagree	37%	33%	39%	34%	42%	37%	40%	40%	31%	34%	46%	31%	47%	35%	35%	30%
Disagree	11%	9%	13%	9%	13%	15%	12%	13%	9%	13%	9%	14%	13%	16%	11%	5%
Strongly Disagree	4%	3%	5%	3%	5%	7%	5%	4%	2%	6%	3%	0%	8%	4%	4%	1%
Don't Know	6%	3%	6%	3%	10%	4%	5%	6%	7%	3%	13%	1%	12%	5%	3%	2%
Total Agree:	41%	52%	37%	51%	31%	38%	39%	37%	50%	46%	30%	55%	20%	41%	48%	62%
Total Disagree:	16%	12%	18%	12%	17%	22%	17%	17%	12%	18%	11%	14%	21%	19%	14%	7%
Net:	26%	39%	20%	38%	14%	17%	22%	20%	38%	27%	19%	41%	-1%	21%	34%	55%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	14%	9%	18%	12%	18%	16%	11%	18%	22%	10%	10%	12%	20%	6%	11%	12%	16%
Agree	46%	34%	36%	45%	43%	48%	48%	48%	47%	55%	52%	53%	43%	35%	56%	53%	52%
Neither Agree nor Disagree	26%	28%	27%	28%	29%	21%	28%	18%	21%	26%	24%	23%	30%	46%	10%	35%	25%
Disagree	7%	6%	4%	9%	4%	8%	6%	9%	7%	4%	7%	7%	6%	4%	18%	0%	3%
Strongly Disagree	1%	4%	3%	0%	1%	2%	0%	2%	1%	1%	2%	1%	0%	1%	0%	0%	0%
Don't Know	6%	19%	12%	7%	5%	5%	7%	5%	2%	4%	4%	3%	1%	8%	4%	0%	4%
Total Agree:	61%	44%	55%	57%	61%	64%	58%	66%	69%	65%	62%	65%	63%	41%	67%	65%	68%
Total Disagree:	8%	10%	7%	9%	5%	9%	6%	11%	8%	5%	9%	9%	6%	6%	18%	0%	3%
Net:	53%	34%	48%	48%	56%	54%	52%	55%	61%	60%	53%	56%	57%	36%	49%	65%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	14%	13%	16%	14%	14%	14%	16%	16%	12%	11%	16%	19%	10%	13%	14%	11%	15%
Agree	46%	51%	46%	48%	40%	46%	49%	45%	44%	48%	51%	42%	51%	47%	45%	42%	47%
Neither Agree nor Disagree	26%	26%	24%	24%	29%	27%	23%	26%	26%	26%	23%	20%	29%	32%	24%	28%	24%
Disagree	7%	6%	7%	7%	6%	4%	8%	7%	10%	6%	4%	4%	8%	5%	10%	8%	5%
Strongly Disagree	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	0%	1%	1%	1%	2%
Don't Know	6%	3%	5%	6%	10%	7%	3%	4%	6%	6%	5%	14%	3%	3%	6%	11%	7%
Total Agree:	61%	65%	62%	62%	54%	60%	64%	61%	57%	59%	67%	61%	60%	59%	59%	53%	63%
Total Disagree:	8%	6%	9%	9%	7%	6%	9%	9%	11%	9%	5%	6%	8%	5%	11%	9%	7%
Net:	53%	58%	53%	53%	47%	54%	56%	53%	45%	51%	62%	55%	53%	54%	48%	44%	56%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	14%	15%	13%	19%	15%	12%	14%	13%	13%	14%	15%	16%	14%	13%	13%	14%	16%
Agree	46%	45%	48%	38%	46%	47%	47%	50%	50%	48%	44%	44%	47%	47%	46%	50%	44%
Neither Agree nor Disagree	26%	27%	25%	27%	25%	28%	23%	27%	26%	27%	24%	26%	28%	24%	26%	21%	28%
Disagree	7%	7%	6%	6%	7%	6%	8%	4%	7%	6%	7%	6%	6%	7%	7%	9%	7%
Strongly Disagree	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
Don't Know	6%	5%	7%	7%	7%	7%	7%	5%	4%	4%	8%	7%	5%	7%	7%	5%	5%
Total Agree:	61%	60%	61%	57%	61%	58%	60%	63%	63%	62%	59%	59%	61%	60%	59%	64%	60%
Total Disagree:	8%	8%	7%	9%	8%	7%	10%	5%	8%	7%	9%	8%	6%	9%	8%	10%	7%
Net:	53%	52%	54%	48%	53%	52%	51%	58%	55%	55%	50%	52%	55%	51%	51%	54%	53%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	14%	15%	15%	14%	11%	22%	14%	17%	16%	13%	14%	15%	15%	10%	11%	16%	9%
Agree	46%	44%	46%	50%	50%	46%	47%	39%	48%	47%	46%	52%	44%	54%	39%	40%	47%
Neither Agree nor Disagree	26%	27%	23%	24%	24%	21%	25%	30%	26%	26%	25%	25%	24%	22%	33%	28%	27%
Disagree	7%	5%	8%	7%	7%	3%	7%	4%	5%	8%	5%	5%	8%	10%	11%	3%	10%
Strongly Disagree	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	2%	0%	2%	0%	2%	2%	2%
Don't Know	6%	7%	6%	3%	7%	9%	5%	9%	4%	6%	8%	3%	7%	4%	5%	10%	4%
Total Agree:	61%	59%	61%	64%	61%	68%	61%	57%	64%	60%	60%	67%	59%	64%	49%	57%	56%
Total Disagree:	8%	6%	10%	9%	9%	3%	8%	5%	6%	9%	7%	6%	10%	10%	13%	5%	12%
Net:	53%	53%	51%	55%	52%	65%	53%	52%	58%	50%	53%	61%	49%	54%	36%	52%	44%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	14%	15%	14%	16%	11%	18%	14%	16%	13%	24%	0%	0%	10%	14%	17%	16%
Agree	46%	44%	47%	49%	42%	50%	47%	47%	45%	76%	0%	0%	37%	51%	49%	50%
Neither Agree nor Disagree	26%	29%	24%	23%	31%	22%	26%	25%	26%	0%	81%	0%	32%	25%	25%	20%
Disagree	7%	7%	7%	8%	5%	7%	6%	7%	7%	0%	0%	84%	5%	6%	7%	9%
Strongly Disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	16%	1%	1%	2%	2%
Don't Know	6%	4%	6%	3%	11%	2%	6%	5%	7%	0%	19%	0%	15%	3%	2%	3%
Total Agree:	61%	59%	62%	65%	53%	68%	61%	63%	58%	100%	0%	0%	47%	65%	65%	66%
Total Disagree:	8%	8%	8%	9%	6%	8%	7%	7%	9%	0%	0%	100%	6%	7%	8%	10%
Net:	53%	52%	54%	55%	47%	60%	54%	55%	49%	100%	0%	-100%	41%	58%	57%	56%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	11%	5%	15%	11%	16%	13%	9%	9%	9%	15%	8%	6%	7%	6%	13%	20%	11%
Agree	29%	34%	31%	31%	29%	27%	35%	27%	36%	29%	21%	29%	31%	27%	24%	30%	33%
Neither Agree nor Disagree	31%	30%	26%	31%	29%	32%	29%	32%	32%	25%	39%	36%	26%	37%	20%	28%	22%
Disagree	20%	10%	18%	18%	17%	17%	18%	24%	18%	24%	25%	21%	32%	18%	33%	17%	26%
Strongly Disagree	5%	9%	4%	7%	5%	5%	6%	4%	4%	4%	5%	5%	4%	8%	5%	5%	4%
Don't Know	4%	12%	6%	2%	3%	5%	3%	4%	1%	2%	2%	3%	1%	5%	4%	0%	4%
Total Agree:	40%	39%	46%	42%	45%	41%	44%	36%	45%	45%	29%	35%	37%	33%	37%	50%	44%
Total Disagree:	25%	19%	22%	25%	22%	22%	24%	28%	22%	28%	30%	26%	36%	26%	38%	22%	30%
Net:	15%	20%	24%	17%	23%	18%	20%	7%	23%	16%	-1%	9%	2%	7%	-2%	28%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	11%	9%	11%	11%	13%	8%	12%	14%	6%	9%	10%	17%	10%	10%	10%	9%	12%
Agree	29%	29%	27%	30%	32%	25%	30%	30%	30%	25%	36%	29%	35%	30%	31%	28%	22%
Neither Agree nor Disagree	31%	31%	32%	33%	29%	33%	29%	25%	37%	37%	28%	29%	28%	34%	32%	28%	23%
Disagree	20%	24%	22%	18%	16%	23%	20%	24%	21%	20%	18%	13%	19%	20%	18%	19%	29%
Strongly Disagree	5%	6%	6%	5%	3%	6%	6%	5%	2%	7%	4%	4%	6%	4%	6%	9%	7%
Don't Know	4%	2%	2%	4%	7%	5%	2%	2%	4%	1%	3%	7%	2%	2%	3%	7%	7%
Total Agree:	40%	38%	37%	41%	45%	33%	43%	44%	36%	34%	46%	46%	46%	39%	41%	37%	33%
Total Disagree:	25%	30%	28%	23%	19%	28%	26%	29%	24%	28%	22%	18%	24%	24%	24%	28%	36%
Net:	15%	7%	9%	17%	26%	5%	17%	15%	12%	7%	24%	28%	21%	15%	18%	10%	-3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	11%	12%	9%	11%	12%	10%	10%	12%	9%	11%	10%	11%	11%	11%	10%	11%	7%
Agree	29%	30%	29%	29%	26%	30%	27%	27%	35%	30%	28%	26%	30%	30%	32%	27%	31%
Neither Agree nor Disagree	31%	30%	33%	30%	32%	33%	31%	33%	29%	32%	30%	30%	32%	37%	29%	33%	25%
Disagree	20%	20%	20%	19%	20%	18%	22%	20%	21%	19%	21%	21%	20%	15%	22%	21%	24%
Strongly Disagree	5%	5%	5%	5%	6%	5%	5%	7%	4%	5%	6%	7%	5%	4%	3%	6%	8%
Don't Know	4%	3%	4%	6%	4%	4%	5%	2%	1%	2%	5%	5%	2%	4%	4%	3%	4%
Total Agree:	40%	42%	38%	39%	38%	40%	37%	39%	44%	42%	38%	37%	41%	40%	43%	38%	38%
Total Disagree:	25%	25%	25%	25%	27%	22%	27%	27%	25%	24%	27%	28%	25%	19%	25%	26%	32%
Net:	15%	17%	13%	15%	11%	18%	11%	12%	19%	18%	11%	10%	16%	21%	18%	12%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	11%	12%	12%	8%	9%	8%	10%	13%	14%	8%	12%	12%	11%	4%	9%	13%	6%
Agree	29%	35%	29%	27%	25%	27%	30%	26%	30%	29%	29%	33%	28%	26%	36%	26%	27%
Neither Agree nor Disagree	31%	32%	29%	30%	32%	28%	31%	32%	31%	30%	37%	32%	27%	37%	27%	36%	30%
Disagree	20%	14%	20%	26%	22%	29%	20%	19%	17%	24%	16%	18%	22%	27%	18%	17%	27%
Strongly Disagree	5%	3%	5%	7%	8%	5%	5%	5%	5%	6%	2%	4%	8%	4%	10%	2%	8%
Don't Know	4%	4%	4%	2%	3%	3%	3%	6%	2%	4%	4%	2%	4%	2%	0%	5%	2%
Total Agree:	40%	48%	41%	35%	35%	35%	40%	39%	44%	36%	41%	45%	39%	30%	45%	40%	32%
Total Disagree:	25%	16%	25%	33%	30%	34%	26%	23%	22%	30%	18%	22%	30%	31%	28%	19%	36%
Net:	15%	32%	16%	1%	5%	1%	14%	15%	22%	7%	23%	24%	9%	0%	17%	20%	-3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	11%	9%	12%	10%	9%	16%	11%	12%	9%	14%	5%	5%	13%	12%	10%	7%
Agree	29%	27%	31%	28%	29%	35%	30%	31%	26%	34%	22%	20%	30%	31%	30%	26%
Neither Agree nor Disagree	31%	33%	30%	30%	36%	23%	31%	32%	30%	27%	41%	24%	37%	31%	29%	26%
Disagree	20%	24%	19%	24%	16%	19%	20%	18%	23%	19%	18%	37%	8%	21%	24%	28%
Strongly Disagree	5%	5%	5%	7%	3%	7%	4%	5%	8%	5%	4%	14%	2%	3%	6%	11%
Don't Know	4%	2%	4%	2%	7%	1%	3%	3%	5%	1%	10%	1%	10%	1%	1%	2%
Total Agree:	40%	36%	42%	38%	38%	51%	41%	43%	34%	49%	27%	25%	43%	43%	40%	33%
Total Disagree:	25%	29%	24%	31%	19%	26%	24%	22%	30%	24%	22%	51%	10%	25%	30%	39%
Net:	15%	8%	18%	7%	19%	25%	17%	21%	4%	25%	5%	-26%	33%	18%	9%	-6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	9%	6%	15%	7%	10%	8%	9%	9%	10%	7%	9%	9%	8%	0%	9%	5%	16%
Agree	29%	25%	21%	31%	32%	32%	26%	32%	29%	37%	31%	30%	25%	28%	32%	41%	27%
Neither Agree nor Disagree	32%	30%	28%	33%	29%	32%	38%	25%	32%	28%	31%	33%	26%	40%	30%	35%	30%
Disagree	20%	16%	20%	21%	20%	17%	22%	22%	20%	21%	17%	20%	28%	18%	26%	13%	14%
Strongly Disagree	5%	6%	4%	4%	3%	5%	2%	6%	3%	3%	5%	5%	6%	11%	3%	5%	10%
Don't Know	6%	18%	11%	3%	6%	6%	4%	7%	5%	5%	7%	3%	6%	3%	0%	0%	4%
Total Agree:	38%	31%	37%	39%	42%	40%	34%	40%	39%	44%	40%	39%	33%	28%	41%	46%	43%
Total Disagree:	24%	21%	24%	25%	23%	23%	23%	28%	24%	24%	22%	25%	35%	30%	29%	18%	23%
Net:	14%	10%	12%	14%	19%	17%	11%	12%	16%	20%	18%	14%	-1%	-2%	13%	28%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	9%	8%	10%	8%	9%	9%	10%	10%	7%	7%	5%	10%	10%	9%	11%	11%	7%
Agree	29%	32%	27%	30%	27%	26%	25%	33%	28%	27%	34%	30%	32%	32%	31%	27%	25%
Neither Agree nor Disagree	32%	30%	31%	35%	32%	34%	36%	34%	37%	33%	33%	26%	32%	31%	26%	23%	27%
Disagree	20%	22%	21%	17%	19%	21%	18%	16%	17%	22%	18%	19%	18%	21%	20%	25%	28%
Strongly Disagree	5%	6%	5%	5%	3%	5%	4%	3%	6%	6%	5%	4%	4%	2%	6%	7%	6%
Don't Know	6%	3%	6%	5%	10%	4%	6%	3%	5%	6%	6%	10%	3%	5%	6%	7%	8%
Total Agree:	38%	40%	37%	38%	36%	35%	35%	44%	35%	34%	39%	40%	43%	41%	42%	38%	31%
Total Disagree:	24%	27%	26%	22%	22%	26%	22%	19%	23%	27%	23%	23%	22%	23%	26%	32%	34%
Net:	14%	12%	11%	16%	14%	8%	13%	25%	12%	7%	16%	17%	20%	18%	16%	5%	-3%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	9%	12%	6%	12%	11%	7%	6%	10%	8%	8%	9%	10%	8%	8%	9%	8%	12%
Agree	29%	30%	28%	28%	28%	29%	27%	25%	34%	31%	27%	26%	30%	30%	30%	30%	29%
Neither Agree nor Disagree	32%	30%	34%	33%	35%	34%	29%	31%	31%	33%	30%	33%	32%	33%	31%	30%	30%
Disagree	20%	18%	21%	15%	17%	20%	25%	22%	19%	19%	21%	20%	20%	18%	19%	22%	19%
Strongly Disagree	5%	5%	5%	5%	4%	4%	5%	7%	3%	4%	5%	5%	6%	3%	4%	4%	6%
Don't Know	6%	5%	7%	8%	5%	6%	8%	4%	4%	4%	7%	6%	4%	7%	7%	6%	4%
Total Agree:	38%	43%	33%	40%	39%	36%	33%	36%	43%	39%	36%	36%	38%	38%	39%	38%	41%
Total Disagree:	24%	22%	26%	20%	21%	24%	30%	29%	22%	23%	26%	25%	26%	22%	23%	26%	24%
Net:	14%	20%	7%	20%	17%	12%	3%	6%	21%	16%	11%	11%	12%	17%	16%	12%	17%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	9%	8%	8%	10%	6%	17%	8%	13%	11%	7%	9%	10%	10%	2%	14%	8%	4%
Agree	29%	31%	30%	27%	30%	21%	30%	21%	30%	29%	27%	34%	26%	33%	19%	27%	25%
Neither Agree nor Disagree	32%	36%	31%	32%	32%	29%	31%	37%	35%	29%	34%	33%	29%	35%	39%	33%	29%
Disagree	20%	16%	21%	21%	21%	19%	20%	17%	15%	25%	20%	17%	23%	21%	15%	19%	30%
Strongly Disagree	5%	2%	5%	5%	6%	12%	4%	6%	4%	6%	2%	3%	6%	5%	7%	3%	9%
Don't Know	6%	6%	6%	4%	5%	3%	6%	7%	5%	5%	8%	3%	6%	4%	7%	9%	4%
Total Agree:	38%	39%	38%	38%	36%	38%	38%	34%	42%	36%	36%	44%	36%	35%	32%	35%	29%
Total Disagree:	24%	18%	26%	27%	27%	31%	25%	23%	19%	30%	22%	20%	29%	26%	21%	23%	38%
Net:	14%	21%	12%	11%	9%	7%	14%	11%	23%	5%	14%	23%	7%	9%	11%	13%	-9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	9%	8%	9%	10%	7%	10%	9%	11%	7%	12%	4%	4%	9%	9%	8%	9%
Agree	29%	28%	30%	29%	28%	33%	29%	31%	27%	34%	21%	27%	27%	33%	29%	27%
Neither Agree nor Disagree	32%	32%	31%	30%	36%	27%	32%	33%	31%	26%	45%	22%	40%	31%	28%	28%
Disagree	20%	22%	19%	22%	17%	20%	21%	17%	21%	21%	15%	31%	9%	20%	27%	23%
Strongly Disagree	5%	7%	4%	6%	2%	5%	4%	5%	6%	4%	4%	13%	2%	3%	5%	10%
Don't Know	6%	3%	6%	3%	10%	4%	6%	3%	8%	3%	11%	3%	13%	5%	2%	2%
Total Agree:	38%	36%	39%	39%	34%	43%	37%	43%	34%	46%	25%	31%	37%	41%	37%	37%
Total Disagree:	24%	28%	23%	28%	19%	26%	25%	21%	27%	25%	19%	44%	11%	23%	32%	33%
Net:	14%	7%	16%	11%	15%	17%	12%	22%	7%	21%	6%	-13%	26%	19%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	20%	24%	20%	17%	19%	18%	15%	25%	24%	21%	23%	17%	18%	21%	24%	19%	15%
Agree	40%	36%	40%	37%	37%	39%	42%	43%	41%	36%	37%	50%	48%	42%	23%	30%	36%
Neither Agree nor Disagree	28%	21%	27%	31%	36%	30%	30%	20%	25%	27%	32%	22%	26%	30%	43%	38%	32%
Disagree	5%	7%	2%	8%	3%	5%	5%	6%	4%	8%	4%	4%	6%	1%	3%	3%	7%
Strongly Disagree	2%	0%	0%	1%	2%	3%	2%	1%	4%	3%	1%	3%	1%	0%	7%	8%	5%
Don't Know	5%	12%	12%	5%	3%	4%	5%	5%	2%	5%	2%	3%	1%	6%	0%	2%	4%
Total Agree:	60%	61%	59%	54%	56%	58%	57%	68%	65%	57%	61%	67%	66%	62%	47%	49%	52%
Total Disagree:	7%	7%	2%	10%	5%	8%	7%	6%	8%	11%	6%	7%	7%	1%	10%	11%	13%
Net:	52%	54%	58%	44%	51%	49%	50%	62%	57%	46%	55%	60%	58%	61%	38%	39%	39%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	20%	20%	21%	22%	16%	26%	18%	21%	20%	21%	14%	15%	17%	22%	20%	20%	25%
Agree	40%	45%	41%	38%	34%	36%	43%	38%	38%	43%	43%	41%	32%	41%	40%	37%	36%
Neither Agree nor Disagree	28%	25%	27%	28%	34%	27%	28%	29%	29%	24%	31%	24%	39%	30%	28%	29%	22%
Disagree	5%	4%	4%	6%	5%	5%	4%	7%	4%	5%	5%	6%	4%	3%	3%	6%	10%
Strongly Disagree	2%	3%	2%	2%	2%	2%	4%	2%	2%	3%	3%	3%	2%	1%	4%	0%	0%
Don't Know	5%	3%	4%	4%	9%	5%	4%	2%	6%	3%	4%	11%	6%	2%	5%	9%	6%
Total Agree:	60%	65%	63%	60%	50%	61%	61%	60%	59%	65%	56%	56%	49%	63%	60%	57%	61%
Total Disagree:	7%	7%	6%	8%	8%	6%	7%	9%	6%	8%	8%	9%	6%	5%	7%	6%	10%
Net:	52%	59%	57%	52%	42%	55%	53%	51%	52%	57%	49%	47%	43%	58%	53%	51%	51%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	20%	21%	19%	22%	19%	18%	19%	23%	19%	20%	20%	19%	21%	19%	19%	21%	21%
Agree	40%	39%	41%	38%	37%	37%	40%	37%	45%	41%	38%	41%	39%	38%	41%	38%	44%
Neither Agree nor Disagree	28%	28%	29%	26%	31%	31%	28%	29%	26%	29%	28%	27%	29%	30%	29%	31%	22%
Disagree	5%	5%	5%	5%	5%	6%	4%	4%	4%	4%	5%	3%	5%	6%	5%	4%	6%
Strongly Disagree	2%	4%	1%	2%	1%	2%	4%	3%	2%	2%	2%	3%	2%	2%	3%	3%	3%
Don't Know	5%	4%	6%	6%	6%	5%	6%	3%	4%	4%	6%	7%	4%	6%	5%	3%	4%
Total Agree:	60%	59%	60%	61%	57%	56%	59%	61%	64%	61%	58%	60%	60%	56%	59%	59%	65%
Total Disagree:	7%	8%	6%	7%	6%	9%	8%	7%	6%	7%	8%	6%	7%	7%	7%	7%	9%
Net:	52%	51%	54%	54%	50%	47%	51%	53%	58%	54%	51%	54%	53%	49%	52%	52%	56%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	20%	16%	20%	23%	23%	26%	19%	26%	18%	23%	12%	16%	25%	26%	21%	12%	33%
Agree	40%	38%	36%	43%	46%	39%	40%	34%	39%	42%	38%	40%	42%	41%	33%	39%	42%
Neither Agree nor Disagree	28%	33%	30%	24%	21%	20%	29%	27%	30%	25%	37%	32%	23%	28%	33%	34%	21%
Disagree	5%	5%	6%	4%	4%	3%	5%	3%	6%	4%	4%	7%	3%	2%	3%	5%	2%
Strongly Disagree	2%	3%	2%	2%	2%	5%	2%	2%	3%	1%	3%	3%	2%	0%	6%	2%	0%
Don't Know	5%	5%	5%	4%	4%	6%	5%	7%	4%	5%	5%	3%	5%	3%	4%	8%	2%
Total Agree:	60%	54%	57%	66%	69%	65%	59%	61%	57%	66%	50%	56%	67%	67%	54%	51%	75%
Total Disagree:	7%	8%	8%	6%	6%	9%	7%	6%	10%	5%	7%	10%	5%	2%	9%	7%	2%
Net:	52%	46%	49%	60%	62%	56%	52%	55%	48%	61%	43%	46%	62%	65%	45%	45%	73%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

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

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	20%	25%	18%	26%	16%	13%	14%	16%	35%	21%	14%	37%	7%	18%	24%	34%
Agree	40%	39%	40%	43%	34%	43%	42%	38%	37%	45%	30%	37%	30%	45%	45%	38%
Neither Agree nor Disagree	28%	28%	28%	22%	36%	28%	31%	33%	19%	24%	39%	18%	41%	27%	23%	22%
Disagree	5%	5%	5%	5%	4%	7%	5%	6%	3%	5%	4%	5%	6%	6%	4%	3%
Strongly Disagree	2%	1%	3%	2%	1%	6%	2%	4%	1%	3%	0%	2%	3%	1%	3%	2%
Don't Know	5%	3%	6%	2%	9%	2%	5%	4%	6%	1%	13%	0%	14%	3%	1%	1%
Total Agree:	60%	64%	58%	69%	50%	56%	56%	53%	71%	66%	44%	74%	36%	63%	69%	72%
Total Disagree:	7%	6%	8%	7%	5%	13%	8%	10%	3%	8%	5%	8%	9%	7%	7%	5%
Net:	52%	58%	50%	62%	45%	43%	48%	44%	68%	58%	39%	67%	27%	56%	62%	67%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(70.A) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	26%	30%	24%	21%	27%	28%	24%	30%	29%	22%	21%	24%	27%	20%	28%	22%	23%
Agree	40%	24%	40%	39%	37%	40%	43%	39%	41%	44%	50%	41%	40%	45%	45%	38%	40%
Neither Agree nor Disagree	24%	24%	22%	25%	26%	22%	25%	23%	20%	24%	22%	23%	28%	21%	23%	30%	22%
Disagree	4%	3%	3%	7%	4%	4%	4%	2%	2%	5%	4%	5%	3%	6%	0%	10%	5%
Strongly Disagree	2%	0%	0%	2%	1%	2%	1%	1%	3%	1%	1%	4%	2%	0%	4%	0%	3%
Don't Know	5%	19%	11%	6%	5%	5%	3%	6%	4%	4%	2%	4%	1%	7%	0%	0%	6%
Total Agree:	66%	54%	64%	60%	64%	68%	67%	69%	70%	66%	71%	64%	66%	66%	73%	60%	63%
Total Disagree:	6%	3%	3%	9%	5%	5%	5%	2%	6%	6%	5%	9%	4%	6%	4%	10%	9%
Net:	60%	51%	61%	51%	59%	63%	62%	66%	65%	60%	66%	55%	62%	59%	69%	50%	54%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(70.B) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which depend upon exploitation of people overseas

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	26%	31%	24%	27%	20%	26%	23%	26%	22%	29%	24%	25%	25%	26%	26%	30%	35%
Agree	40%	41%	41%	42%	37%	35%	41%	39%	48%	41%	38%	36%	35%	46%	43%	30%	43%
Neither Agree nor Disagree	24%	21%	25%	20%	28%	25%	27%	26%	20%	24%	24%	22%	32%	21%	17%	29%	12%
Disagree	4%	3%	3%	6%	4%	5%	4%	5%	3%	1%	7%	3%	6%	3%	7%	1%	3%
Strongly Disagree	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	3%	0%	1%	3%	2%	0%
Don't Know	5%	3%	4%	4%	9%	6%	3%	3%	6%	4%	5%	11%	2%	3%	5%	8%	7%
Total Agree:	66%	72%	65%	69%	57%	61%	65%	65%	69%	70%	63%	61%	59%	72%	68%	60%	79%
Total Disagree:	6%	4%	6%	8%	6%	7%	5%	5%	4%	2%	8%	6%	6%	4%	10%	3%	3%
Net:	60%	67%	60%	61%	51%	54%	59%	60%	65%	68%	54%	56%	53%	68%	58%	57%	76%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(70.C) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	26%	25%	26%	27%	25%	22%	25%	26%	29%	26%	25%	26%	26%	22%	25%	26%	32%
Agree	40%	39%	41%	37%	40%	40%	39%	42%	43%	43%	36%	38%	40%	44%	39%	42%	37%
Neither Agree nor Disagree	24%	25%	23%	22%	25%	24%	25%	24%	21%	22%	26%	24%	24%	22%	24%	23%	24%
Disagree	4%	5%	3%	6%	3%	4%	2%	4%	4%	4%	4%	3%	5%	5%	4%	4%	2%
Strongly Disagree	2%	2%	1%	1%	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	1%	1%	3%
Don't Know	5%	5%	6%	6%	5%	8%	6%	3%	3%	3%	7%	7%	4%	7%	6%	3%	3%
Total Agree:	66%	63%	68%	64%	65%	62%	63%	68%	71%	69%	62%	64%	65%	66%	65%	68%	68%
Total Disagree:	6%	7%	4%	8%	5%	6%	5%	6%	5%	6%	6%	5%	7%	6%	5%	5%	5%
Net:	60%	56%	64%	56%	60%	56%	58%	62%	66%	63%	56%	59%	59%	59%	59%	63%	63%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(70.D) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	26%	18%	23%	30%	31%	36%	25%	28%	22%	30%	19%	20%	31%	33%	15%	22%	36%
Agree	40%	41%	41%	42%	38%	32%	41%	31%	41%	42%	36%	43%	40%	40%	50%	34%	41%
Neither Agree nor Disagree	24%	28%	24%	19%	22%	23%	23%	26%	25%	20%	33%	26%	20%	22%	27%	30%	17%
Disagree	4%	4%	6%	3%	3%	3%	4%	4%	4%	3%	5%	5%	4%	1%	0%	4%	3%
Strongly Disagree	2%	3%	1%	2%	1%	3%	2%	3%	3%	1%	0%	3%	1%	1%	8%	1%	1%
Don't Know	5%	6%	5%	4%	5%	3%	5%	8%	4%	4%	7%	4%	5%	4%	0%	10%	3%
Total Agree:	66%	58%	64%	73%	69%	68%	66%	59%	64%	71%	55%	63%	71%	73%	64%	56%	76%
Total Disagree:	6%	8%	7%	5%	4%	6%	6%	6%	7%	4%	5%	8%	5%	2%	8%	5%	4%
Net:	60%	51%	58%	68%	65%	62%	61%	53%	56%	67%	49%	55%	67%	71%	56%	51%	73%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(70.E) To what extent do you agree or disagree with the following statements:: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	26%	28%	25%	32%	19%	21%	24%	20%	34%	29%	17%	38%	13%	24%	32%	35%
Agree	40%	42%	39%	42%	36%	43%	41%	40%	38%	43%	33%	44%	34%	47%	42%	38%
Neither Agree nor Disagree	24%	21%	24%	18%	31%	21%	24%	28%	19%	19%	35%	10%	33%	21%	18%	22%
Disagree	4%	4%	4%	3%	3%	7%	4%	6%	2%	4%	3%	7%	5%	5%	4%	2%
Strongly Disagree	2%	2%	2%	1%	1%	5%	1%	3%	1%	2%	0%	1%	2%	1%	3%	1%
Don't Know	5%	3%	6%	3%	9%	3%	5%	4%	6%	2%	12%	1%	12%	3%	2%	2%
Total Agree:	66%	70%	64%	74%	56%	64%	66%	59%	72%	72%	49%	81%	47%	70%	73%	73%
Total Disagree:	6%	6%	6%	4%	5%	12%	6%	9%	3%	7%	4%	8%	7%	6%	6%	3%
Net:	60%	64%	58%	70%	51%	52%	60%	50%	70%	66%	45%	74%	41%	64%	67%	70%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(71.A) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? 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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Taken your own bags to the supermarket	74%	70%	67%	80%	78%	74%	76%	76%	86%	75%	69%	71%	75%	64%	75%	64%	53%
Turned lights off and used less energy where possible	68%	70%	59%	70%	75%	68%	65%	70%	80%	71%	67%	62%	63%	62%	78%	59%	53%
Recycled more	72%	64%	61%	73%	75%	71%	75%	77%	79%	73%	72%	76%	74%	68%	70%	60%	33%
Avoided buying single-use plastics items	42%	28%	35%	34%	43%	39%	41%	48%	40%	48%	53%	39%	48%	39%	51%	37%	35%
Paid more for products to ensure they are locally sourced	21%	19%	10%	16%	15%	19%	19%	22%	23%	26%	24%	29%	27%	21%	33%	24%	20%
Moved to an electric hob	11%	13%	15%	12%	9%	12%	11%	13%	11%	10%	12%	10%	10%	5%	12%	15%	6%
Moved to an electric heating system for your home	6%	0%	6%	6%	7%	7%	7%	8%	4%	6%	8%	3%	6%	5%	6%	14%	10%
Bought things second-hand more often	27%	28%	26%	32%	33%	25%	28%	31%	32%	27%	35%	28%	13%	17%	20%	25%	12%
Used public transport more often	21%	15%	22%	19%	23%	19%	20%	20%	25%	20%	21%	19%	26%	23%	19%	18%	12%
Avoided taking flights where possible	17%	9%	20%	17%	18%	16%	20%	17%	19%	13%	25%	18%	14%	10%	15%	13%	17%
Bought an electric car / hybrid	4%	4%	2%	5%	3%	4%	3%	4%	3%	7%	6%	5%	6%	4%	9%	9%	9%
Cycled regularly instead of taking short car journeys	13%	9%	12%	13%	11%	12%	12%	13%	13%	23%	20%	15%	10%	15%	15%	18%	8%
Used smart technology solutions to save energy	17%	6%	8%	15%	14%	11%	13%	24%	19%	28%	18%	19%	26%	29%	21%	16%	31%
Joined a campaign or protest in support of the environment	7%	8%	4%	5%	8%	8%	7%	5%	4%	5%	11%	10%	8%	6%	14%	9%	4%
Moved to a green energy tariff with your energy provider	20%	6%	17%	16%	23%	19%	22%	21%	22%	20%	18%	25%	20%	16%	19%	22%	35%
Moved to a vegetarian diet	7%	10%	6%	7%	7%	7%	7%	8%	5%	10%	7%	9%	6%	17%	6%	5%	6%
Moved to a vegan diet	3%	0%	2%	2%	3%	6%	2%	8%	0%	5%	4%	1%	0%	8%	3%	7%	8%
None of the above	8%	15%	18%	7%	10%	7%	7%	5%	3%	7%	9%	6%	5%	8%	7%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(71.B) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Taken your own bags to the supermarket	74%	74%	72%	78%	73%	61%	73%	80%	77%	77%	77%	70%	75%	78%	77%	78%	75%
Turned lights off and used less energy where possible	68%	60%	64%	72%	67%	56%	70%	73%	68%	79%	68%	63%	70%	71%	69%	69%	59%
Recycled more	72%	69%	73%	76%	69%	62%	70%	73%	74%	80%	73%	71%	75%	74%	72%	75%	67%
Avoided buying single-use plastics items	42%	48%	41%	43%	34%	39%	41%	39%	42%	50%	39%	40%	36%	47%	45%	46%	28%
Paid more for products to ensure they are locally sourced	21%	28%	21%	21%	11%	23%	21%	23%	17%	23%	23%	14%	14%	23%	21%	25%	14%
Moved to an electric hob	11%	12%	11%	11%	9%	10%	10%	11%	11%	15%	9%	15%	11%	10%	9%	11%	12%
Moved to an electric heating system for your home	6%	8%	6%	7%	4%	8%	5%	6%	8%	6%	7%	8%	6%	6%	5%	4%	3%
Bought things second-hand more often	27%	27%	24%	34%	26%	21%	32%	24%	31%	32%	29%	24%	23%	28%	31%	26%	16%
Used public transport more often	21%	24%	21%	20%	17%	32%	21%	20%	14%	18%	18%	20%	13%	18%	24%	16%	16%
Avoided taking flights where possible	17%	19%	15%	19%	15%	20%	14%	15%	16%	18%	13%	16%	18%	15%	21%	18%	21%
Bought an electric car / hybrid	4%	5%	5%	5%	2%	6%	5%	3%	3%	5%	3%	4%	4%	6%	7%	1%	1%
Cycled regularly instead of taking short car journeys	13%	17%	12%	15%	10%	14%	12%	11%	12%	15%	17%	7%	12%	15%	15%	17%	8%
Used smart technology solutions to save energy	17%	21%	16%	19%	13%	18%	16%	17%	14%	15%	23%	12%	22%	17%	22%	19%	13%
Joined a campaign or protest in support of the environment	7%	8%	7%	7%	5%	8%	8%	8%	5%	5%	6%	4%	3%	8%	9%	6%	5%
Moved to a green energy tariff with your energy provider	20%	26%	18%	20%	16%	16%	17%	23%	23%	23%	19%	19%	19%	27%	21%	16%	8%
Moved to a vegetarian diet	7%	9%	9%	7%	4%	13%	8%	5%	8%	7%	9%	3%	8%	6%	3%	8%	6%
Moved to a vegan diet	3%	5%	4%	3%	2%	5%	3%	8%	2%	1%	4%	3%	1%	3%	5%	2%	0%
None of the above	8%	6%	7%	6%	13%	9%	9%	3%	8%	5%	8%	12%	8%	5%	8%	8%	15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(71.C) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Taken your own bags to the supermarket	74%	67%	81%	56%	62%	66%	80%	87%	89%	77%	71%	60%	76%	71%	81%	86%	74%
Turned lights off and used less energy where possible	68%	63%	73%	54%	56%	60%	71%	81%	80%	72%	63%	52%	70%	68%	72%	78%	72%
Recycled more	72%	67%	76%	55%	64%	69%	77%	79%	82%	75%	67%	58%	77%	67%	75%	83%	69%
Avoided buying single-use plastics items	42%	35%	48%	38%	36%	38%	46%	40%	49%	43%	40%	35%	45%	39%	42%	44%	46%
Paid more for products to ensure they are locally sourced	21%	19%	22%	23%	20%	19%	20%	24%	20%	21%	20%	21%	19%	20%	18%	24%	29%
Moved to an electric hob	11%	11%	11%	12%	11%	11%	8%	11%	12%	12%	10%	11%	10%	9%	9%	15%	12%
Moved to an electric heating system for your home	6%	6%	6%	11%	8%	7%	4%	4%	4%	6%	6%	10%	5%	5%	5%	4%	9%
Bought things second-hand more often	27%	19%	35%	33%	29%	23%	29%	29%	24%	29%	25%	22%	27%	25%	33%	29%	30%
Used public transport more often	21%	21%	20%	27%	18%	17%	17%	19%	25%	18%	23%	26%	22%	19%	19%	13%	17%
Avoided taking flights where possible	17%	18%	16%	21%	12%	16%	14%	20%	18%	16%	17%	18%	17%	14%	15%	18%	20%
Bought an electric car / hybrid	4%	5%	4%	7%	7%	4%	3%	3%	3%	5%	4%	5%	5%	4%	3%	4%	4%
Cycled regularly instead of taking short car journeys	13%	16%	10%	16%	15%	14%	14%	11%	9%	13%	13%	14%	14%	13%	14%	12%	7%
Used smart technology solutions to save energy	17%	19%	15%	17%	22%	15%	18%	16%	16%	19%	15%	19%	17%	14%	22%	14%	16%
Joined a campaign or protest in support of the environment	7%	7%	7%	10%	10%	8%	5%	4%	6%	6%	7%	9%	6%	6%	5%	7%	11%
Moved to a green energy tariff with your energy provider	20%	21%	19%	8%	19%	18%	22%	23%	27%	22%	17%	16%	21%	20%	22%	23%	18%
Moved to a vegetarian diet	7%	6%	8%	9%	9%	7%	7%	8%	4%	6%	8%	10%	9%	5%	4%	5%	9%
Moved to a vegan diet	3%	3%	4%	7%	5%	5%	2%	2%	1%	2%	5%	5%	3%	4%	3%	3%	4%
None of the above	8%	9%	7%	11%	9%	11%	7%	5%	5%	6%	10%	11%	7%	9%	5%	6%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(71.D) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher/Advanced Higher)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Taken your own bags to the supermarket	74%	79%	74%	70%	68%	52%	77%	52%	79%	72%	69%	78%	70%	80%	77%	69%	85%
Turned lights off and used less energy where possible	68%	69%	68%	67%	56%	46%	70%	48%	73%	65%	65%	72%	63%	75%	74%	64%	79%
Recycled more	72%	76%	70%	72%	62%	46%	74%	56%	76%	71%	66%	74%	69%	76%	75%	68%	84%
Avoided buying single-use plastics items	42%	35%	40%	44%	48%	35%	43%	32%	39%	45%	40%	40%	41%	51%	36%	36%	60%
Paid more for products to ensure they are locally sourced	21%	13%	19%	24%	30%	29%	21%	18%	21%	23%	12%	21%	22%	23%	22%	14%	32%
Moved to an electric hob	11%	8%	11%	10%	14%	8%	11%	10%	11%	10%	9%	10%	12%	10%	11%	10%	12%
Moved to an electric heating system for your home	6%	5%	4%	7%	12%	9%	6%	11%	4%	8%	6%	6%	8%	6%	0%	4%	8%
Bought things second-hand more often	27%	28%	29%	24%	28%	27%	28%	22%	27%	28%	22%	23%	29%	24%	33%	28%	36%
Used public transport more often	21%	16%	21%	22%	22%	14%	20%	23%	19%	21%	22%	18%	21%	24%	16%	22%	28%
Avoided taking flights where possible	17%	16%	17%	20%	19%	19%	17%	13%	15%	19%	16%	13%	18%	22%	19%	15%	28%
Bought an electric car / hybrid	4%	3%	4%	6%	5%	5%	4%	9%	4%	5%	5%	6%	4%	7%	0%	3%	5%
Cycled regularly instead of taking short car journeys	13%	8%	15%	17%	14%	15%	13%	12%	10%	16%	15%	12%	14%	12%	2%	14%	20%
Used smart technology solutions to save energy	17%	12%	17%	19%	22%	27%	18%	16%	17%	20%	13%	18%	22%	15%	11%	11%	20%
Joined a campaign or protest in support of the environment	7%	4%	7%	9%	10%	15%	7%	7%	3%	10%	4%	4%	10%	12%	4%	4%	14%
Moved to a green energy tariff with your energy provider	20%	15%	16%	23%	27%	14%	21%	14%	21%	24%	10%	22%	21%	23%	17%	12%	27%
Moved to a vegetarian diet	7%	6%	8%	9%	11%	11%	7%	10%	5%	9%	8%	5%	8%	7%	0%	7%	12%
Moved to a vegan diet	3%	2%	4%	4%	8%	5%	3%	7%	2%	5%	3%	2%	5%	2%	5%	3%	5%
None of the above	8%	9%	8%	7%	6%	19%	8%	10%	7%	6%	14%	6%	7%	4%	7%	16%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(71.E) In the last five years, have you personally taken any of the following actions in order to improve your own environmental impact? Please select all that apply

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Taken your own bags to the supermarket	74%	70%	76%	75%	72%	79%	75%	71%	75%	78%	65%	78%	67%	81%	79%	68%
Turned lights off and used less energy where possible	68%	67%	68%	68%	66%	71%	70%	64%	68%	72%	58%	72%	62%	73%	70%	66%
Recycled more	72%	73%	72%	73%	69%	72%	72%	66%	76%	75%	66%	73%	63%	79%	74%	71%
Avoided buying single-use plastics items	42%	43%	41%	47%	37%	38%	38%	37%	53%	44%	35%	50%	26%	43%	48%	52%
Paid more for products to ensure they are locally sourced	21%	25%	19%	25%	15%	23%	19%	17%	27%	22%	16%	33%	7%	21%	24%	33%
Moved to an electric hob	11%	12%	11%	13%	9%	8%	10%	10%	13%	11%	9%	13%	8%	10%	12%	13%
Moved to an electric heating system for your home	6%	8%	5%	8%	4%	6%	6%	5%	7%	7%	5%	7%	2%	7%	9%	7%
Bought things second-hand more often	27%	20%	27%	32%	23%	23%	27%	24%	31%	30%	20%	34%	21%	32%	28%	20%
Used public transport more often	21%	25%	18%	24%	18%	17%	19%	19%	24%	20%	18%	31%	13%	22%	22%	27%
Avoided taking flights where possible	17%	20%	15%	20%	15%	14%	15%	15%	22%	18%	14%	21%	11%	14%	19%	25%
Bought an electric car / hybrid	4%	5%	4%	5%	3%	6%	4%	6%	5%	4%	4%	5%	2%	4%	6%	6%
Cycled regularly instead of taking short car journeys	13%	16%	12%	17%	10%	9%	12%	12%	17%	13%	12%	20%	7%	11%	16%	19%
Used smart technology solutions to save energy	17%	20%	17%	20%	13%	19%	19%	14%	18%	19%	14%	21%	9%	15%	23%	24%
Joined a campaign or protest in support of the environment	7%	9%	6%	9%	5%	7%	5%	5%	11%	6%	6%	17%	2%	5%	9%	12%
Moved to a green energy tariff with your energy provider	20%	20%	20%	21%	19%	21%	18%	20%	23%	22%	16%	20%	10%	19%	26%	25%
Moved to a vegetarian diet	7%	8%	7%	9%	5%	5%	6%	6%	11%	7%	6%	15%	4%	6%	8%	11%
Moved to a vegan diet	3%	4%	3%	4%	3%	5%	4%	2%	4%	3%	3%	7%	1%	3%	5%	5%
None of the above	8%	5%	10%	5%	12%	6%	8%	9%	7%	5%	15%	6%	19%	4%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(72.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	11%	12%	11%	9%	8%	6%	7%	11%	12%	10%	21%	13%	20%	6%	15%	12%	23%
Somewhat confident	33%	9%	28%	25%	25%	35%	29%	33%	34%	37%	29%	42%	42%	55%	47%	42%	47%
Not very confident	32%	34%	27%	36%	32%	37%	37%	34%	28%	37%	29%	34%	24%	26%	23%	31%	16%
Not confident at all	17%	22%	19%	24%	21%	16%	20%	16%	19%	11%	18%	8%	13%	11%	15%	13%	3%
Have never heard this phrase before	7%	24%	15%	6%	14%	7%	7%	5%	7%	5%	2%	3%	1%	2%	0%	2%	10%
Total Confident:	44%	21%	39%	34%	33%	41%	36%	45%	46%	47%	51%	55%	62%	61%	62%	54%	70%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(72.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	11%	18%	9%	12%	5%	15%	10%	10%	9%	14%	9%	9%	8%	11%	10%	12%	13%
Somewhat confident	33%	39%	37%	29%	25%	37%	34%	38%	34%	29%	29%	31%	30%	27%	32%	32%	39%
Not very confident	32%	30%	33%	33%	33%	27%	32%	32%	32%	33%	37%	33%	36%	34%	34%	28%	34%
Not confident at all	17%	10%	16%	19%	22%	12%	19%	15%	18%	17%	15%	18%	15%	19%	16%	21%	13%
Have never heard this phrase before	7%	2%	5%	7%	15%	8%	5%	5%	7%	7%	10%	9%	10%	9%	9%	6%	2%
Total Confident:	44%	57%	46%	40%	30%	53%	44%	48%	43%	43%	38%	40%	38%	38%	42%	44%	52%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(72.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	11%	13%	8%	22%	14%	9%	8%	10%	6%	9%	13%	13%	11%	12%	9%	9%	13%
Somewhat confident	33%	37%	29%	32%	37%	35%	36%	29%	28%	31%	35%	38%	32%	29%	32%	30%	38%
Not very confident	32%	30%	35%	27%	31%	31%	34%	32%	37%	33%	31%	30%	36%	29%	31%	37%	30%
Not confident at all	17%	13%	20%	12%	10%	17%	16%	20%	23%	19%	13%	11%	16%	19%	21%	20%	15%
Have never heard this phrase before	7%	7%	8%	7%	9%	8%	6%	9%	6%	7%	7%	9%	6%	10%	8%	5%	4%
Total Confident:	44%	50%	37%	54%	50%	45%	44%	39%	34%	40%	48%	51%	43%	41%	40%	39%	51%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(72.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	11%	5%	10%	14%	19%	39%	10%	19%	8%	13%	7%	8%	15%	13%	13%	6%	15%
Somewhat confident	33%	23%	32%	42%	45%	26%	33%	34%	32%	36%	24%	33%	35%	42%	29%	25%	44%
Not very confident	32%	35%	35%	27%	26%	20%	33%	31%	33%	32%	39%	34%	30%	28%	29%	34%	27%
Not confident at all	17%	26%	19%	13%	5%	2%	18%	9%	22%	13%	15%	19%	14%	13%	24%	19%	10%
Have never heard this phrase before	7%	11%	5%	3%	4%	12%	7%	8%	6%	6%	15%	6%	6%	5%	4%	16%	4%
Total Confident:	44%	28%	42%	57%	65%	65%	43%	52%	40%	50%	32%	41%	50%	55%	42%	32%	60%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(72.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	11%	13%	10%	13%	7%	15%	8%	12%	15%	13%	6%	18%	0%	3%	12%	34%
Somewhat confident	33%	31%	34%	36%	29%	34%	27%	36%	39%	33%	30%	39%	1%	20%	51%	62%
Not very confident	32%	35%	31%	31%	32%	36%	36%	30%	28%	33%	34%	21%	40%	52%	29%	4%
Not confident at all	17%	15%	17%	15%	20%	12%	20%	16%	12%	17%	16%	18%	39%	20%	5%	0%
Have never heard this phrase before	7%	6%	8%	5%	12%	3%	8%	6%	6%	4%	14%	4%	19%	6%	2%	0%
Total Confident:	44%	45%	44%	49%	36%	49%	35%	48%	54%	46%	36%	57%	1%	23%	64%	96%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(73.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	14%	7%	12%	10%	9%	15%	11%	17%	16%	13%	13%	13%	21%	15%	15%	27%	24%
Somewhat confident	39%	24%	24%	36%	38%	36%	37%	34%	38%	48%	39%	56%	46%	48%	59%	39%	47%
Not very confident	31%	24%	37%	36%	32%	31%	33%	32%	24%	30%	33%	25%	20%	33%	23%	18%	23%
Not confident at all	12%	24%	15%	14%	17%	16%	14%	13%	19%	7%	11%	6%	12%	3%	3%	7%	0%
Have never heard this phrase before	4%	21%	12%	5%	5%	3%	4%	4%	3%	3%	5%	0%	1%	1%	0%	8%	6%
Total Confident:	53%	30%	36%	46%	46%	50%	48%	51%	54%	61%	52%	69%	67%	62%	74%	67%	71%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(73.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	14%	19%	13%	14%	8%	15%	13%	12%	13%	16%	13%	14%	13%	14%	14%	13%	16%
Somewhat confident	39%	47%	39%	36%	33%	43%	36%	44%	36%	36%	39%	43%	35%	37%	34%	40%	47%
Not very confident	31%	24%	32%	30%	37%	28%	34%	31%	35%	34%	30%	18%	35%	35%	30%	20%	32%
Not confident at all	12%	9%	12%	14%	15%	10%	14%	11%	12%	9%	12%	15%	13%	11%	18%	21%	3%
Have never heard this phrase before	4%	2%	4%	5%	7%	4%	3%	2%	5%	5%	6%	10%	5%	3%	4%	6%	2%
Total Confident:	53%	66%	52%	51%	41%	58%	49%	56%	49%	52%	52%	57%	48%	51%	48%	53%	63%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(73.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	14%	18%	10%	24%	17%	14%	10%	12%	8%	11%	17%	16%	16%	14%	11%	11%	12%
Somewhat confident	39%	42%	35%	30%	43%	43%	41%	38%	37%	39%	39%	42%	38%	34%	38%	39%	46%
Not very confident	31%	26%	35%	29%	26%	27%	34%	32%	35%	33%	28%	25%	32%	32%	34%	33%	24%
Not confident at all	12%	10%	15%	11%	10%	12%	10%	15%	16%	13%	11%	10%	10%	14%	14%	14%	16%
Have never heard this phrase before	4%	4%	5%	7%	4%	5%	4%	4%	4%	4%	5%	6%	4%	7%	3%	3%	3%
Total Confident:	53%	60%	45%	53%	60%	57%	52%	50%	45%	50%	56%	58%	54%	48%	49%	50%	57%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(73.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	14%	6%	17%	17%	20%	30%	13%	18%	11%	17%	9%	12%	17%	13%	10%	10%	18%
Somewhat confident	39%	31%	35%	45%	51%	35%	39%	38%	40%	43%	27%	43%	38%	45%	39%	26%	47%
Not very confident	31%	36%	31%	26%	21%	21%	31%	31%	30%	29%	37%	29%	30%	33%	27%	38%	25%
Not confident at all	12%	20%	12%	10%	5%	2%	13%	8%	16%	8%	17%	14%	11%	6%	20%	17%	6%
Have never heard this phrase before	4%	6%	4%	2%	3%	12%	4%	5%	3%	4%	9%	4%	3%	4%	4%	9%	3%
Total Confident:	53%	38%	52%	62%	71%	65%	52%	56%	51%	59%	37%	54%	55%	57%	49%	36%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(73.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	14%	14%	14%	16%	9%	18%	12%	14%	17%	16%	8%	21%	0%	3%	17%	40%
Somewhat confident	39%	41%	39%	43%	34%	39%	36%	42%	42%	41%	35%	33%	4%	29%	64%	59%
Not very confident	31%	30%	29%	29%	33%	29%	33%	27%	30%	29%	33%	30%	49%	53%	16%	1%
Not confident at all	12%	10%	13%	9%	16%	11%	16%	12%	8%	12%	14%	12%	34%	12%	2%	0%
Have never heard this phrase before	4%	4%	5%	3%	7%	3%	4%	5%	4%	2%	10%	3%	13%	3%	1%	0%
Total Confident:	53%	55%	53%	59%	44%	57%	47%	56%	58%	57%	43%	55%	5%	32%	81%	99%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(74.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	5%	10%	2%	3%	3%	4%	5%	6%	5%	7%	6%	5%	4%	3%	6%	9%	15%
Somewhat confident	15%	13%	11%	10%	9%	12%	11%	17%	12%	16%	22%	21%	24%	24%	39%	33%	26%
Not very confident	28%	22%	19%	29%	26%	27%	29%	24%	28%	36%	29%	34%	34%	39%	24%	20%	32%
Not confident at all	21%	18%	19%	24%	17%	26%	24%	27%	29%	14%	15%	22%	16%	15%	21%	15%	10%
Have never heard this phrase before	30%	38%	50%	33%	46%	31%	31%	26%	27%	26%	29%	18%	21%	18%	10%	23%	17%
Total Confident:	20%	22%	13%	14%	11%	16%	16%	23%	17%	23%	27%	26%	28%	27%	45%	42%	41%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(74.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	5%	7%	5%	4%	3%	7%	3%	7%	3%	4%	4%	4%	3%	6%	5%	3%	9%
Somewhat confident	15%	22%	14%	14%	9%	21%	14%	12%	14%	15%	13%	13%	13%	14%	18%	12%	13%
Not very confident	28%	29%	30%	30%	26%	27%	31%	31%	29%	30%	27%	27%	28%	27%	25%	26%	40%
Not confident at all	21%	19%	21%	23%	23%	18%	22%	18%	19%	25%	24%	18%	21%	24%	24%	30%	16%
Have never heard this phrase before	30%	24%	30%	30%	39%	27%	31%	32%	35%	26%	32%	38%	36%	30%	28%	29%	23%
Total Confident:	20%	29%	19%	18%	12%	28%	16%	18%	18%	20%	17%	17%	16%	19%	23%	16%	22%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(74.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	5%	7%	3%	10%	9%	5%	2%	4%	1%	4%	6%	7%	5%	4%	3%	4%	6%
Somewhat confident	15%	19%	11%	18%	22%	22%	17%	9%	4%	13%	17%	24%	13%	13%	11%	11%	14%
Not very confident	28%	28%	29%	30%	28%	29%	31%	26%	27%	29%	28%	27%	29%	30%	27%	30%	31%
Not confident at all	21%	20%	22%	20%	17%	21%	21%	25%	24%	23%	19%	17%	21%	23%	25%	20%	24%
Have never heard this phrase before	30%	27%	34%	22%	25%	24%	29%	36%	43%	30%	31%	25%	31%	30%	34%	35%	25%
Total Confident:	20%	26%	14%	28%	31%	27%	19%	13%	5%	17%	22%	31%	18%	17%	14%	15%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(74.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	5%	3%	4%	6%	11%	11%	4%	11%	4%	6%	1%	4%	8%	3%	5%	2%	4%
Somewhat confident	15%	8%	15%	20%	29%	30%	14%	20%	12%	18%	15%	13%	16%	19%	21%	12%	19%
Not very confident	28%	24%	30%	29%	28%	22%	28%	28%	27%	30%	31%	27%	31%	27%	9%	32%	31%
Not confident at all	21%	27%	20%	19%	12%	14%	22%	18%	23%	21%	17%	22%	19%	25%	32%	21%	22%
Have never heard this phrase before	30%	38%	31%	25%	20%	22%	31%	24%	34%	25%	36%	34%	26%	26%	32%	34%	25%
Total Confident:	20%	11%	19%	26%	40%	41%	18%	30%	16%	23%	16%	17%	24%	22%	26%	13%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(74.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	5%	6%	4%	6%	3%	6%	3%	6%	7%	6%	3%	8%	0%	1%	3%	18%
Somewhat confident	15%	17%	14%	18%	11%	14%	13%	16%	17%	16%	13%	15%	1%	5%	14%	47%
Not very confident	28%	30%	27%	29%	28%	26%	28%	29%	28%	27%	31%	32%	26%	32%	33%	21%
Not confident at all	21%	21%	22%	22%	20%	24%	23%	19%	21%	22%	20%	26%	26%	27%	23%	6%
Have never heard this phrase before	30%	25%	33%	24%	38%	31%	33%	30%	27%	30%	34%	19%	47%	34%	27%	8%
Total Confident:	20%	24%	18%	25%	14%	19%	15%	22%	24%	22%	16%	23%	1%	7%	17%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(75.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	23%	28%	20%	25%	20%	21%	20%	25%	25%	21%	27%	20%	29%	29%	18%	35%	32%
Somewhat confident	49%	36%	41%	41%	49%	51%	51%	47%	46%	58%	52%	59%	47%	54%	61%	47%	48%
Not very confident	19%	11%	25%	25%	20%	18%	20%	19%	20%	14%	15%	19%	16%	13%	15%	8%	13%
Not confident at all	7%	17%	10%	6%	8%	9%	8%	7%	8%	6%	4%	2%	7%	3%	5%	5%	2%
Have never heard this phrase before	2%	8%	5%	2%	3%	1%	1%	1%	1%	2%	2%	0%	1%	0%	0%	5%	6%
Total Confident:	73%	64%	60%	67%	69%	72%	71%	72%	71%	79%	79%	79%	75%	84%	80%	82%	80%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(75.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	23%	29%	23%	23%	18%	29%	24%	24%	22%	27%	21%	18%	20%	20%	20%	20%	36%
Somewhat confident	49%	53%	51%	48%	45%	44%	46%	48%	54%	50%	53%	50%	49%	54%	52%	47%	47%
Not very confident	19%	12%	19%	20%	24%	18%	23%	18%	18%	17%	16%	17%	22%	21%	17%	19%	16%
Not confident at all	7%	5%	6%	8%	8%	5%	6%	9%	6%	5%	8%	10%	9%	3%	8%	9%	0%
Have never heard this phrase before	2%	1%	2%	1%	4%	4%	1%	1%	0%	2%	2%	4%	1%	1%	3%	5%	2%
Total Confident:	73%	82%	74%	71%	63%	73%	70%	73%	76%	76%	74%	68%	68%	74%	72%	67%	83%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(75.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	23%	27%	19%	33%	28%	21%	20%	23%	17%	20%	27%	25%	23%	27%	21%	20%	27%
Somewhat confident	49%	47%	51%	43%	44%	52%	56%	47%	53%	51%	47%	48%	52%	42%	50%	50%	53%
Not very confident	19%	17%	20%	15%	19%	17%	20%	19%	22%	20%	17%	17%	19%	20%	21%	20%	12%
Not confident at all	7%	6%	7%	5%	7%	6%	4%	10%	7%	7%	6%	6%	5%	7%	7%	9%	8%
Have never heard this phrase before	2%	2%	2%	4%	3%	3%	1%	1%	1%	1%	3%	4%	1%	4%	2%	1%	0%
Total Confident:	73%	74%	71%	76%	72%	73%	75%	70%	70%	71%	74%	73%	75%	69%	70%	70%	80%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(75.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	23%	15%	24%	27%	32%	42%	23%	28%	21%	26%	19%	18%	29%	27%	21%	19%	35%
Somewhat confident	49%	49%	48%	50%	52%	37%	50%	42%	52%	50%	44%	56%	46%	52%	52%	41%	53%
Not very confident	19%	24%	21%	17%	10%	8%	19%	19%	19%	18%	25%	18%	18%	16%	22%	27%	11%
Not confident at all	7%	10%	6%	5%	4%	3%	6%	7%	8%	4%	10%	7%	5%	4%	4%	9%	1%
Have never heard this phrase before	2%	3%	1%	1%	3%	9%	2%	3%	1%	2%	2%	1%	3%	1%	0%	4%	0%
Total Confident:	73%	63%	72%	77%	83%	79%	73%	70%	72%	76%	63%	74%	74%	79%	74%	60%	88%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(75.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	23%	25%	23%	26%	18%	28%	18%	24%	32%	26%	17%	31%	1%	14%	32%	52%
Somewhat confident	49%	48%	50%	51%	46%	51%	51%	47%	48%	52%	44%	53%	22%	68%	61%	46%
Not very confident	19%	21%	17%	16%	23%	15%	21%	20%	14%	16%	26%	10%	49%	15%	6%	2%
Not confident at all	7%	4%	8%	6%	8%	5%	8%	7%	3%	6%	8%	4%	20%	3%	1%	0%
Have never heard this phrase before	2%	1%	2%	0%	4%	1%	2%	2%	2%	0%	6%	2%	7%	0%	0%	0%
Total Confident:	73%	73%	73%	78%	64%	80%	69%	71%	81%	78%	61%	84%	23%	82%	93%	98%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(76.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	18%	18%	12%	15%	16%	17%	17%	22%	23%	16%	22%	18%	25%	19%	14%	24%	23%
Somewhat confident	52%	41%	46%	52%	49%	53%	51%	46%	48%	64%	54%	59%	52%	57%	69%	46%	60%
Not very confident	21%	17%	27%	22%	23%	24%	24%	26%	21%	14%	18%	18%	16%	21%	18%	15%	9%
Not confident at all	6%	13%	11%	9%	9%	5%	6%	4%	7%	5%	3%	4%	6%	3%	0%	10%	2%
Have never heard this phrase before	2%	11%	4%	1%	3%	1%	2%	2%	0%	2%	2%	0%	1%	0%	0%	5%	6%
Total Confident:	71%	59%	58%	68%	66%	70%	68%	68%	72%	79%	76%	78%	77%	76%	82%	70%	83%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(76.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	18%	21%	19%	21%	12%	16%	20%	19%	15%	27%	18%	12%	15%	21%	19%	15%	22%
Somewhat confident	52%	58%	51%	49%	50%	52%	51%	54%	55%	52%	49%	54%	54%	57%	45%	50%	63%
Not very confident	21%	16%	21%	22%	26%	25%	21%	21%	23%	15%	24%	22%	19%	16%	27%	20%	11%
Not confident at all	6%	4%	7%	6%	9%	6%	7%	5%	5%	5%	7%	9%	10%	5%	6%	11%	3%
Have never heard this phrase before	2%	1%	2%	2%	3%	3%	1%	1%	1%	1%	2%	3%	3%	2%	3%	4%	2%
Total Confident:	71%	79%	69%	71%	62%	67%	71%	73%	71%	79%	67%	66%	69%	78%	64%	65%	84%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(76.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	18%	20%	17%	23%	24%	15%	17%	16%	15%	17%	20%	16%	18%	20%	16%	19%	23%
Somewhat confident	52%	53%	52%	47%	43%	56%	55%	55%	57%	54%	50%	51%	54%	47%	52%	57%	56%
Not very confident	21%	20%	22%	18%	24%	21%	20%	22%	21%	21%	21%	23%	20%	22%	24%	18%	15%
Not confident at all	6%	5%	8%	7%	5%	6%	7%	7%	7%	7%	6%	6%	7%	8%	6%	6%	5%
Have never heard this phrase before	2%	2%	2%	4%	3%	3%	1%	1%	1%	1%	3%	5%	1%	2%	2%	1%	1%
Total Confident:	71%	72%	69%	70%	68%	70%	72%	71%	72%	71%	70%	67%	72%	68%	67%	75%	79%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(76.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	18%	10%	20%	23%	22%	37%	17%	25%	15%	21%	15%	15%	24%	19%	16%	14%	23%
Somewhat confident	52%	54%	53%	52%	52%	34%	54%	41%	54%	55%	38%	57%	50%	57%	55%	41%	59%
Not very confident	21%	25%	20%	20%	21%	15%	21%	24%	22%	19%	33%	20%	18%	21%	22%	31%	15%
Not confident at all	6%	9%	6%	4%	3%	6%	6%	7%	8%	3%	11%	6%	6%	1%	7%	12%	2%
Have never heard this phrase before	2%	2%	2%	1%	3%	9%	2%	3%	1%	2%	3%	1%	2%	2%	0%	3%	0%
Total Confident:	71%	64%	72%	74%	74%	70%	71%	66%	69%	76%	53%	73%	74%	76%	71%	55%	82%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(76.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	18%	22%	17%	20%	14%	22%	17%	17%	21%	21%	11%	26%	1%	9%	24%	44%
Somewhat confident	52%	52%	53%	55%	48%	55%	51%	52%	56%	56%	46%	51%	21%	66%	67%	55%
Not very confident	21%	21%	21%	19%	25%	19%	23%	23%	16%	18%	29%	16%	51%	21%	8%	1%
Not confident at all	6%	4%	7%	6%	9%	3%	7%	7%	4%	6%	8%	6%	20%	3%	1%	0%
Have never heard this phrase before	2%	1%	2%	1%	4%	1%	2%	2%	2%	0%	5%	1%	7%	0%	0%	0%
Total Confident:	71%	74%	69%	75%	62%	77%	68%	69%	77%	76%	58%	77%	22%	75%	91%	99%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(77.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	15%	21%	18%	13%	11%	13%	15%	17%	16%	10%	18%	13%	20%	17%	16%	10%	26%
Somewhat confident	39%	19%	25%	35%	33%	40%	36%	40%	40%	49%	41%	49%	43%	45%	48%	57%	53%
Not very confident	30%	16%	33%	30%	35%	30%	32%	26%	23%	29%	27%	30%	27%	31%	31%	18%	12%
Not confident at all	13%	23%	16%	19%	17%	13%	12%	15%	18%	9%	9%	8%	9%	6%	5%	10%	3%
Have never heard this phrase before	3%	21%	8%	3%	3%	3%	5%	2%	2%	3%	5%	0%	1%	0%	0%	5%	6%
Total Confident:	54%	40%	43%	48%	44%	53%	51%	57%	56%	59%	59%	62%	63%	63%	64%	67%	79%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(77.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	15%	20%	14%	15%	10%	17%	13%	15%	12%	21%	15%	11%	13%	15%	14%	17%	17%
Somewhat confident	39%	48%	40%	37%	32%	43%	41%	40%	42%	41%	41%	37%	39%	36%	32%	33%	50%
Not very confident	30%	24%	30%	31%	34%	26%	32%	29%	32%	26%	30%	28%	30%	33%	32%	21%	27%
Not confident at all	13%	6%	13%	14%	18%	10%	11%	14%	11%	10%	11%	18%	15%	13%	16%	23%	5%
Have never heard this phrase before	3%	1%	3%	4%	6%	4%	3%	2%	2%	3%	3%	5%	2%	3%	6%	5%	2%
Total Confident:	54%	69%	54%	52%	42%	60%	54%	55%	54%	61%	56%	48%	52%	51%	46%	51%	66%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(77.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	15%	20%	10%	26%	17%	16%	12%	12%	11%	13%	17%	16%	16%	17%	13%	11%	16%
Somewhat confident	39%	43%	35%	35%	36%	39%	42%	40%	42%	40%	39%	42%	40%	32%	38%	42%	43%
Not very confident	30%	24%	35%	24%	31%	31%	30%	29%	31%	31%	28%	24%	30%	35%	32%	29%	25%
Not confident at all	13%	9%	16%	11%	11%	10%	14%	17%	14%	14%	12%	11%	12%	11%	15%	15%	13%
Have never heard this phrase before	3%	3%	4%	5%	6%	5%	2%	2%	2%	2%	5%	6%	2%	5%	3%	2%	3%
Total Confident:	54%	63%	45%	61%	53%	54%	54%	52%	53%	53%	56%	58%	55%	49%	51%	53%	59%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(77.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	15%	8%	17%	17%	22%	45%	14%	24%	12%	17%	11%	11%	20%	15%	10%	13%	21%
Somewhat confident	39%	32%	38%	44%	48%	35%	40%	34%	40%	43%	28%	44%	38%	50%	32%	28%	47%
Not very confident	30%	38%	31%	27%	20%	5%	30%	29%	31%	28%	36%	29%	29%	27%	37%	34%	26%
Not confident at all	13%	19%	12%	9%	8%	5%	13%	8%	16%	9%	17%	14%	11%	4%	18%	17%	5%
Have never heard this phrase before	3%	4%	2%	3%	3%	9%	3%	5%	2%	3%	8%	2%	3%	4%	2%	8%	1%
Total Confident:	54%	39%	54%	61%	69%	80%	54%	58%	52%	60%	39%	55%	57%	66%	43%	41%	68%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(77.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	15%	16%	15%	17%	12%	17%	11%	16%	20%	17%	11%	17%	0%	6%	18%	40%
Somewhat confident	39%	39%	40%	42%	35%	43%	36%	44%	41%	42%	33%	45%	5%	37%	61%	56%
Not very confident	30%	30%	29%	29%	31%	28%	33%	24%	28%	28%	34%	24%	49%	43%	18%	3%
Not confident at all	13%	13%	13%	10%	16%	10%	16%	13%	7%	12%	14%	11%	34%	12%	2%	1%
Have never heard this phrase before	3%	2%	4%	2%	6%	2%	4%	3%	3%	1%	8%	3%	11%	1%	0%	0%
Total Confident:	54%	55%	55%	59%	47%	60%	47%	60%	62%	59%	44%	61%	5%	43%	79%	96%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(78.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	23%	25%	20%	25%	19%	19%	23%	24%	24%	22%	24%	22%	33%	24%	24%	39%	30%
Somewhat confident	49%	30%	42%	41%	49%	49%	47%	51%	50%	60%	51%	60%	49%	60%	57%	46%	57%
Not very confident	19%	17%	21%	23%	23%	22%	22%	22%	20%	12%	19%	15%	15%	14%	16%	8%	4%
Not confident at all	5%	13%	12%	9%	6%	8%	6%	2%	6%	3%	3%	2%	1%	2%	0%	5%	2%
Have never heard this phrase before	2%	14%	5%	1%	3%	2%	2%	1%	0%	2%	2%	0%	1%	0%	3%	2%	8%
Total Confident:	73%	55%	62%	66%	68%	69%	70%	75%	74%	82%	75%	83%	82%	84%	82%	85%	87%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(78.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	23%	30%	23%	23%	18%	29%	26%	24%	24%	27%	19%	18%	19%	21%	19%	24%	31%
Somewhat confident	49%	52%	51%	48%	47%	47%	48%	50%	47%	50%	49%	48%	57%	55%	50%	47%	49%
Not very confident	19%	14%	20%	21%	23%	15%	19%	19%	22%	16%	23%	23%	16%	18%	24%	19%	19%
Not confident at all	5%	3%	5%	6%	8%	5%	6%	5%	7%	5%	7%	7%	6%	4%	3%	6%	0%
Have never heard this phrase before	2%	1%	2%	2%	4%	4%	1%	2%	0%	2%	2%	3%	1%	3%	4%	4%	2%
Total Confident:	73%	82%	74%	71%	65%	76%	73%	74%	71%	77%	68%	66%	76%	75%	69%	71%	79%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(78.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	23%	26%	20%	38%	28%	22%	17%	20%	18%	21%	27%	27%	22%	24%	22%	22%	23%
Somewhat confident	49%	49%	50%	40%	47%	53%	56%	49%	49%	51%	47%	49%	51%	46%	50%	47%	57%
Not very confident	19%	17%	21%	13%	17%	17%	22%	22%	24%	20%	19%	16%	20%	21%	19%	25%	13%
Not confident at all	5%	5%	6%	4%	4%	5%	3%	7%	8%	6%	4%	3%	6%	5%	7%	5%	6%
Have never heard this phrase before	2%	3%	2%	5%	3%	3%	1%	1%	1%	2%	3%	5%	1%	4%	2%	1%	1%
Total Confident:	73%	75%	71%	78%	76%	75%	73%	69%	67%	72%	74%	76%	73%	70%	71%	69%	80%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(78.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	23%	15%	26%	27%	33%	35%	22%	32%	19%	26%	22%	18%	30%	25%	10%	22%	30%
Somewhat confident	49%	48%	49%	52%	52%	30%	50%	42%	52%	52%	38%	54%	48%	50%	56%	40%	54%
Not very confident	19%	27%	18%	17%	10%	14%	20%	18%	21%	17%	28%	20%	17%	18%	19%	26%	15%
Not confident at all	5%	7%	5%	3%	2%	8%	6%	3%	8%	3%	7%	7%	2%	5%	15%	8%	2%
Have never heard this phrase before	2%	3%	1%	1%	3%	12%	2%	5%	1%	2%	4%	1%	2%	2%	0%	4%	0%
Total Confident:	73%	63%	75%	78%	84%	65%	73%	74%	71%	78%	61%	72%	78%	75%	67%	62%	83%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(78.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	23%	26%	23%	27%	18%	28%	21%	25%	27%	26%	17%	32%	1%	17%	31%	49%
Somewhat confident	49%	51%	49%	52%	47%	49%	49%	48%	51%	52%	45%	47%	24%	60%	63%	50%
Not very confident	19%	16%	20%	16%	24%	18%	21%	19%	17%	17%	25%	14%	51%	18%	5%	1%
Not confident at all	5%	5%	6%	5%	7%	4%	6%	6%	3%	5%	7%	4%	17%	3%	1%	0%
Have never heard this phrase before	2%	2%	2%	1%	5%	1%	2%	2%	2%	0%	6%	3%	8%	1%	0%	0%
Total Confident:	73%	77%	72%	78%	65%	77%	70%	72%	78%	78%	62%	79%	25%	78%	94%	99%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(79.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	17%	6%	10%	16%	14%	15%	17%	19%	17%	19%	19%	14%	24%	17%	18%	36%	28%
Somewhat confident	44%	34%	37%	39%	42%	46%	41%	46%	37%	55%	43%	57%	51%	45%	49%	34%	51%
Not very confident	25%	24%	29%	27%	28%	25%	28%	26%	34%	16%	28%	25%	14%	29%	23%	20%	13%
Not confident at all	10%	24%	14%	16%	11%	11%	12%	7%	10%	7%	5%	4%	9%	8%	11%	5%	4%
Have never heard this phrase before	4%	11%	11%	2%	4%	3%	3%	2%	3%	3%	5%	1%	3%	0%	0%	5%	4%
Total Confident:	61%	40%	46%	55%	56%	61%	58%	64%	54%	74%	62%	71%	74%	63%	67%	70%	80%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(79.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	17%	22%	15%	19%	12%	18%	16%	16%	15%	23%	13%	13%	17%	19%	17%	16%	30%
Somewhat confident	44%	48%	46%	42%	39%	47%	40%	50%	43%	49%	46%	44%	39%	45%	37%	40%	39%
Not very confident	25%	21%	26%	26%	30%	24%	30%	22%	27%	14%	28%	28%	30%	23%	30%	22%	26%
Not confident at all	10%	7%	10%	10%	14%	7%	12%	9%	12%	10%	10%	11%	12%	10%	10%	15%	0%
Have never heard this phrase before	4%	1%	4%	4%	6%	4%	2%	2%	3%	4%	3%	5%	2%	2%	7%	6%	5%
Total Confident:	61%	71%	61%	61%	51%	65%	56%	67%	58%	72%	59%	57%	56%	64%	54%	57%	69%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(79.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	17%	18%	16%	21%	19%	19%	13%	18%	14%	16%	18%	17%	17%	18%	16%	14%	21%
Somewhat confident	44%	45%	43%	41%	44%	42%	50%	44%	43%	44%	44%	45%	44%	46%	42%	45%	43%
Not very confident	25%	24%	27%	23%	24%	26%	27%	25%	27%	26%	25%	26%	27%	21%	26%	26%	24%
Not confident at all	10%	9%	11%	10%	8%	9%	8%	11%	13%	11%	9%	7%	10%	10%	12%	12%	9%
Have never heard this phrase before	4%	3%	4%	5%	5%	4%	2%	3%	3%	3%	4%	5%	2%	6%	4%	3%	2%
Total Confident:	61%	63%	59%	62%	62%	60%	63%	61%	57%	60%	62%	62%	61%	64%	58%	58%	64%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(79.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	17%	10%	17%	20%	27%	41%	16%	24%	16%	18%	12%	15%	21%	16%	15%	12%	18%
Somewhat confident	44%	42%	45%	45%	46%	31%	45%	38%	45%	47%	37%	47%	47%	49%	45%	34%	51%
Not very confident	25%	28%	25%	25%	17%	8%	25%	26%	26%	23%	34%	26%	19%	23%	25%	35%	24%
Not confident at all	10%	13%	11%	7%	7%	14%	10%	7%	12%	8%	11%	10%	10%	7%	11%	13%	6%
Have never heard this phrase before	4%	7%	2%	3%	3%	6%	3%	5%	2%	4%	6%	2%	3%	4%	4%	7%	1%
Total Confident:	61%	52%	62%	65%	73%	72%	61%	62%	60%	66%	49%	62%	68%	65%	60%	46%	69%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(79.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	17%	19%	17%	19%	13%	21%	15%	20%	18%	20%	10%	21%	2%	9%	19%	43%
Somewhat confident	44%	46%	43%	47%	40%	46%	43%	41%	49%	46%	40%	46%	11%	52%	61%	53%
Not very confident	25%	23%	26%	24%	29%	22%	27%	27%	21%	24%	31%	16%	49%	30%	16%	3%
Not confident at all	10%	9%	10%	8%	13%	8%	12%	9%	9%	9%	10%	15%	26%	8%	3%	1%
Have never heard this phrase before	4%	3%	4%	2%	6%	3%	3%	4%	4%	1%	8%	2%	11%	1%	2%	0%
Total Confident:	61%	65%	60%	66%	52%	67%	58%	60%	67%	66%	50%	67%	14%	61%	80%	96%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(80.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	9%	10%	3%	8%	6%	9%	7%	10%	9%	11%	11%	12%	16%	5%	9%	16%	19%
Somewhat confident	26%	12%	18%	20%	21%	23%	20%	25%	28%	34%	30%	35%	31%	38%	46%	38%	42%
Not very confident	30%	24%	35%	32%	31%	32%	33%	27%	25%	30%	27%	33%	28%	33%	29%	15%	17%
Not confident at all	19%	19%	19%	22%	19%	22%	20%	23%	24%	16%	17%	14%	17%	22%	9%	20%	9%
Have never heard this phrase before	16%	35%	26%	18%	23%	14%	20%	15%	13%	10%	15%	7%	8%	1%	6%	11%	13%
Total Confident:	35%	21%	20%	28%	27%	32%	27%	34%	38%	44%	41%	47%	47%	44%	56%	54%	61%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(80.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	9%	13%	9%	10%	4%	11%	7%	8%	10%	10%	8%	5%	8%	10%	10%	9%	14%
Somewhat confident	26%	34%	26%	22%	20%	31%	24%	27%	22%	20%	27%	29%	21%	26%	23%	25%	32%
Not very confident	30%	27%	29%	30%	33%	24%	30%	30%	35%	35%	30%	29%	30%	30%	30%	28%	30%
Not confident at all	19%	15%	19%	23%	21%	18%	22%	21%	15%	19%	18%	17%	26%	18%	20%	23%	16%
Have never heard this phrase before	16%	11%	17%	15%	21%	16%	17%	14%	18%	16%	16%	21%	16%	16%	17%	16%	8%
Total Confident:	35%	47%	35%	32%	25%	42%	31%	35%	33%	30%	35%	33%	29%	36%	33%	33%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(80.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	9%	13%	5%	13%	11%	11%	6%	9%	4%	8%	10%	11%	10%	10%	7%	6%	7%
Somewhat confident	26%	32%	20%	21%	31%	29%	32%	19%	22%	25%	27%	32%	25%	22%	25%	24%	22%
Not very confident	30%	27%	33%	28%	29%	28%	31%	28%	33%	31%	28%	23%	31%	30%	32%	32%	36%
Not confident at all	19%	15%	24%	24%	13%	19%	17%	23%	21%	20%	18%	16%	19%	23%	21%	18%	18%
Have never heard this phrase before	16%	13%	19%	14%	16%	13%	14%	20%	20%	16%	16%	18%	15%	15%	15%	20%	17%
Total Confident:	35%	45%	25%	34%	42%	40%	38%	29%	26%	32%	37%	43%	35%	33%	32%	30%	29%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(80.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	9%	3%	10%	13%	13%	17%	8%	15%	7%	11%	3%	7%	12%	8%	10%	6%	12%
Somewhat confident	26%	21%	23%	30%	37%	41%	26%	26%	26%	29%	19%	28%	26%	32%	31%	17%	35%
Not very confident	30%	30%	30%	28%	29%	12%	31%	24%	28%	30%	33%	30%	28%	32%	24%	33%	29%
Not confident at all	19%	24%	22%	18%	8%	16%	19%	20%	22%	16%	21%	19%	20%	16%	23%	23%	14%
Have never heard this phrase before	16%	22%	15%	11%	13%	14%	16%	16%	16%	13%	24%	15%	15%	13%	13%	21%	10%
Total Confident:	35%	24%	33%	42%	50%	58%	34%	40%	33%	40%	22%	35%	38%	40%	41%	23%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(80.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	9%	11%	9%	12%	5%	10%	7%	9%	11%	10%	5%	12%	0%	2%	8%	30%
Somewhat confident	26%	26%	26%	28%	21%	29%	23%	27%	29%	28%	21%	28%	1%	14%	36%	58%
Not very confident	30%	31%	29%	29%	31%	28%	31%	29%	28%	28%	34%	28%	34%	40%	33%	7%
Not confident at all	19%	19%	19%	18%	21%	19%	21%	18%	17%	19%	19%	21%	32%	27%	13%	3%
Have never heard this phrase before	16%	13%	17%	13%	21%	14%	17%	16%	14%	14%	21%	11%	32%	18%	10%	2%
Total Confident:	35%	37%	35%	40%	27%	39%	30%	36%	41%	39%	26%	39%	1%	15%	44%	88%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(81.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	24%	22%	18%	23%	21%	23%	22%	25%	23%	30%	29%	25%	32%	17%	32%	27%	36%
Somewhat confident	45%	42%	36%	40%	43%	42%	42%	47%	47%	50%	44%	55%	48%	62%	60%	46%	42%
Not very confident	19%	6%	22%	23%	19%	23%	22%	18%	20%	15%	14%	15%	17%	17%	6%	17%	9%
Not confident at all	9%	18%	15%	14%	11%	9%	10%	6%	7%	2%	9%	5%	1%	3%	3%	3%	9%
Have never heard this phrase before	3%	11%	9%	1%	5%	3%	3%	3%	3%	3%	3%	0%	1%	0%	0%	8%	4%
Total Confident:	70%	65%	54%	63%	64%	66%	65%	72%	70%	80%	73%	80%	81%	79%	92%	73%	79%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(81.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	24%	33%	25%	26%	14%	26%	23%	30%	27%	34%	20%	22%	17%	21%	21%	20%	27%
Somewhat confident	45%	47%	48%	44%	41%	46%	46%	47%	45%	44%	43%	44%	47%	47%	44%	46%	43%
Not very confident	19%	15%	17%	18%	26%	18%	20%	17%	19%	14%	22%	18%	23%	19%	20%	15%	22%
Not confident at all	9%	4%	9%	8%	13%	7%	9%	6%	8%	6%	10%	11%	9%	9%	8%	14%	6%
Have never heard this phrase before	3%	1%	2%	3%	5%	3%	2%	1%	2%	2%	4%	5%	3%	3%	7%	4%	2%
Total Confident:	70%	80%	72%	70%	55%	72%	69%	77%	72%	79%	64%	66%	64%	68%	65%	66%	71%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(81.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	24%	25%	23%	31%	29%	24%	25%	22%	17%	21%	28%	27%	26%	24%	20%	21%	27%
Somewhat confident	45%	43%	47%	40%	41%	52%	45%	45%	47%	48%	42%	41%	45%	46%	45%	50%	50%
Not very confident	19%	19%	19%	17%	17%	14%	20%	19%	24%	20%	17%	20%	18%	19%	21%	19%	13%
Not confident at all	9%	9%	8%	8%	8%	7%	9%	11%	10%	9%	8%	6%	9%	8%	10%	9%	7%
Have never heard this phrase before	3%	4%	2%	5%	5%	3%	1%	3%	2%	3%	4%	6%	2%	3%	3%	1%	2%
Total Confident:	70%	69%	71%	71%	70%	76%	70%	67%	64%	69%	71%	68%	71%	70%	65%	72%	77%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(81.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	24%	15%	27%	28%	33%	43%	24%	27%	22%	27%	21%	20%	30%	24%	24%	23%	34%
Somewhat confident	45%	46%	44%	48%	47%	31%	46%	43%	47%	47%	37%	50%	43%	56%	42%	35%	50%
Not very confident	19%	22%	18%	16%	14%	9%	19%	20%	19%	17%	25%	18%	17%	15%	16%	24%	13%
Not confident at all	9%	13%	8%	5%	3%	8%	9%	6%	10%	6%	12%	9%	7%	2%	11%	13%	2%
Have never heard this phrase before	3%	4%	2%	2%	3%	9%	3%	4%	2%	3%	6%	3%	3%	2%	7%	5%	1%
Total Confident:	70%	61%	71%	77%	80%	74%	69%	71%	69%	74%	58%	70%	74%	80%	66%	58%	84%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(81.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	24%	23%	25%	28%	19%	27%	22%	24%	28%	28%	15%	32%	3%	16%	33%	49%
Somewhat confident	45%	48%	45%	46%	44%	48%	42%	46%	50%	47%	42%	44%	19%	57%	57%	48%
Not very confident	19%	20%	17%	18%	21%	16%	21%	19%	15%	16%	25%	14%	45%	18%	7%	2%
Not confident at all	9%	7%	9%	7%	11%	7%	11%	8%	5%	7%	11%	8%	24%	6%	2%	0%
Have never heard this phrase before	3%	3%	3%	2%	6%	2%	4%	2%	3%	1%	7%	3%	9%	2%	1%	0%
Total Confident:	70%	70%	70%	74%	63%	75%	64%	70%	78%	75%	57%	76%	22%	73%	90%	98%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(82.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	6%	10%	3%	6%	6%	7%	5%	9%	6%	8%	7%	7%	10%	5%	7%	10%	9%
Somewhat confident	24%	10%	16%	18%	21%	24%	22%	20%	22%	25%	25%	38%	39%	33%	29%	23%	33%
Not very confident	37%	28%	32%	37%	35%	39%	36%	38%	39%	41%	38%	30%	27%	34%	51%	36%	37%
Not confident at all	18%	10%	19%	22%	17%	17%	22%	20%	20%	16%	16%	17%	14%	20%	11%	15%	9%
Have never heard this phrase before	15%	43%	29%	17%	21%	13%	15%	14%	14%	10%	14%	8%	11%	8%	3%	16%	11%
Total Confident:	30%	19%	19%	24%	28%	30%	27%	28%	28%	33%	32%	45%	49%	38%	35%	33%	42%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(82.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	6%	9%	7%	8%	3%	7%	7%	5%	7%	7%	8%	4%	3%	7%	5%	6%	8%
Somewhat confident	24%	31%	23%	22%	19%	26%	19%	28%	24%	27%	18%	22%	25%	22%	26%	26%	29%
Not very confident	37%	37%	35%	36%	39%	36%	37%	35%	39%	29%	41%	37%	39%	37%	35%	35%	40%
Not confident at all	18%	14%	20%	17%	20%	18%	21%	15%	15%	22%	17%	16%	20%	17%	20%	18%	14%
Have never heard this phrase before	15%	9%	15%	17%	20%	13%	16%	16%	14%	15%	16%	20%	12%	17%	14%	15%	9%
Total Confident:	30%	39%	30%	30%	21%	33%	26%	33%	31%	34%	26%	26%	29%	29%	31%	32%	37%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(82.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	6%	9%	4%	9%	12%	8%	4%	4%	3%	6%	7%	10%	7%	6%	5%	5%	4%
Somewhat confident	24%	28%	19%	22%	26%	25%	23%	23%	23%	23%	24%	27%	22%	20%	22%	24%	35%
Not very confident	37%	33%	40%	33%	32%	36%	42%	38%	38%	38%	35%	32%	40%	36%	36%	39%	35%
Not confident at all	18%	14%	22%	18%	15%	17%	19%	19%	20%	20%	16%	15%	18%	18%	21%	20%	15%
Have never heard this phrase before	15%	15%	15%	19%	16%	14%	13%	16%	15%	13%	19%	17%	13%	21%	16%	12%	12%
Total Confident:	30%	37%	23%	30%	38%	33%	27%	27%	27%	30%	31%	37%	29%	26%	26%	29%	39%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(82.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	6%	3%	5%	9%	11%	24%	6%	12%	5%	9%	1%	6%	11%	4%	10%	2%	6%
Somewhat confident	24%	19%	23%	29%	36%	24%	24%	20%	24%	26%	18%	25%	24%	29%	25%	17%	29%
Not very confident	37%	35%	37%	35%	31%	16%	37%	32%	37%	36%	38%	37%	35%	34%	32%	40%	39%
Not confident at all	18%	22%	22%	16%	12%	25%	18%	17%	20%	15%	22%	18%	15%	21%	22%	22%	13%
Have never heard this phrase before	15%	21%	13%	11%	10%	12%	15%	18%	14%	13%	21%	14%	14%	11%	11%	18%	12%
Total Confident:	30%	22%	28%	38%	47%	48%	30%	32%	30%	35%	19%	31%	35%	33%	36%	20%	36%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(82.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	6%	8%	6%	9%	3%	7%	5%	8%	8%	7%	4%	11%	0%	2%	4%	24%
Somewhat confident	24%	27%	23%	27%	19%	25%	21%	27%	26%	24%	22%	31%	2%	12%	30%	58%
Not very confident	37%	37%	36%	35%	38%	37%	38%	35%	36%	36%	39%	33%	37%	48%	43%	13%
Not confident at all	18%	17%	18%	16%	20%	18%	20%	17%	16%	19%	17%	13%	32%	22%	13%	2%
Have never heard this phrase before	15%	11%	17%	12%	20%	12%	17%	14%	14%	14%	19%	11%	30%	17%	9%	3%
Total Confident:	30%	35%	29%	36%	22%	32%	26%	34%	34%	31%	26%	42%	2%	14%	34%	82%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(83.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	10%	6%	9%	5%	7%	9%	10%	12%	10%	7%	15%	11%	14%	11%	11%	17%	17%
Somewhat confident	31%	20%	17%	26%	27%	32%	26%	32%	29%	39%	35%	41%	39%	43%	32%	37%	52%
Not very confident	33%	21%	36%	36%	31%	33%	36%	33%	37%	36%	30%	31%	29%	30%	41%	20%	18%
Not confident at all	14%	24%	10%	20%	17%	13%	17%	14%	13%	11%	13%	10%	10%	12%	9%	15%	3%
Have never heard this phrase before	12%	29%	28%	13%	17%	13%	11%	9%	11%	8%	7%	6%	8%	5%	6%	11%	9%
Total Confident:	41%	26%	26%	31%	34%	41%	36%	43%	39%	45%	49%	53%	53%	54%	43%	54%	69%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(83.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	10%	15%	10%	8%	7%	13%	8%	9%	9%	14%	8%	9%	11%	9%	9%	9%	15%
Somewhat confident	31%	38%	32%	30%	23%	37%	33%	28%	27%	34%	26%	32%	26%	34%	24%	27%	34%
Not very confident	33%	31%	33%	34%	35%	27%	33%	33%	36%	33%	40%	31%	34%	33%	34%	30%	35%
Not confident at all	14%	10%	14%	15%	17%	10%	16%	17%	12%	12%	14%	12%	15%	15%	15%	20%	11%
Have never heard this phrase before	12%	7%	12%	14%	18%	13%	9%	12%	16%	8%	13%	17%	14%	9%	17%	14%	5%
Total Confident:	41%	53%	41%	37%	30%	50%	41%	37%	36%	48%	33%	41%	38%	44%	33%	36%	49%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(83.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	10%	11%	9%	12%	11%	10%	7%	12%	9%	9%	11%	11%	10%	10%	10%	8%	6%
Somewhat confident	31%	36%	25%	25%	30%	30%	35%	32%	32%	31%	30%	35%	31%	28%	26%	32%	32%
Not very confident	33%	31%	35%	32%	34%	36%	31%	29%	35%	35%	31%	29%	34%	32%	36%	31%	36%
Not confident at all	14%	11%	16%	16%	13%	9%	14%	15%	16%	15%	13%	12%	13%	15%	16%	14%	15%
Have never heard this phrase before	12%	10%	15%	14%	12%	15%	12%	12%	9%	10%	15%	12%	11%	14%	11%	15%	11%
Total Confident:	41%	48%	34%	37%	41%	40%	42%	44%	40%	40%	41%	47%	41%	39%	36%	40%	38%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(83.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	10%	5%	10%	12%	21%	11%	9%	14%	9%	11%	6%	7%	15%	11%	10%	8%	12%
Somewhat confident	31%	25%	27%	37%	40%	41%	31%	26%	31%	35%	21%	34%	33%	41%	35%	15%	39%
Not very confident	33%	36%	33%	33%	24%	9%	33%	34%	33%	32%	37%	36%	30%	21%	23%	38%	30%
Not confident at all	14%	17%	16%	10%	6%	22%	14%	12%	15%	12%	15%	14%	10%	16%	26%	16%	10%
Have never heard this phrase before	12%	17%	15%	8%	9%	17%	12%	14%	12%	10%	20%	9%	12%	11%	5%	23%	9%
Total Confident:	41%	30%	37%	50%	61%	52%	41%	40%	40%	47%	27%	41%	47%	52%	45%	23%	50%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(83.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	10%	11%	9%	12%	7%	13%	8%	12%	11%	12%	6%	14%	0%	4%	9%	32%
Somewhat confident	31%	33%	31%	34%	25%	36%	29%	34%	32%	31%	28%	41%	3%	22%	43%	61%
Not very confident	33%	34%	32%	33%	34%	32%	34%	31%	33%	33%	35%	28%	42%	46%	33%	6%
Not confident at all	14%	12%	15%	13%	16%	12%	17%	12%	11%	14%	14%	10%	29%	16%	7%	1%
Have never heard this phrase before	12%	9%	13%	10%	18%	7%	13%	11%	13%	10%	18%	7%	25%	14%	7%	1%
Total Confident:	41%	44%	40%	45%	32%	49%	37%	46%	43%	43%	34%	55%	3%	25%	52%	92%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(84.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	15%	9%	9%	16%	11%	15%	13%	14%	20%	13%	15%	15%	21%	23%	17%	28%	29%
Somewhat confident	48%	34%	42%	44%	44%	45%	43%	52%	44%	63%	46%	61%	51%	42%	53%	49%	48%
Not very confident	24%	32%	22%	24%	29%	27%	28%	22%	23%	13%	27%	18%	20%	30%	21%	12%	15%
Not confident at all	9%	13%	16%	11%	10%	8%	10%	8%	11%	8%	7%	6%	6%	4%	6%	6%	0%
Have never heard this phrase before	5%	12%	10%	4%	6%	6%	7%	4%	2%	3%	4%	1%	1%	0%	3%	5%	8%
Total Confident:	63%	43%	51%	60%	55%	60%	56%	66%	63%	76%	62%	76%	73%	66%	70%	77%	78%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(84.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	15%	22%	13%	15%	10%	17%	16%	15%	11%	17%	14%	11%	13%	16%	16%	11%	26%
Somewhat confident	48%	54%	49%	44%	42%	43%	44%	54%	54%	55%	44%	45%	51%	50%	44%	47%	46%
Not very confident	24%	17%	26%	26%	28%	26%	27%	23%	23%	20%	26%	28%	20%	20%	23%	24%	20%
Not confident at all	9%	5%	8%	10%	12%	8%	9%	6%	9%	5%	11%	7%	12%	10%	8%	12%	6%
Have never heard this phrase before	5%	2%	5%	5%	7%	6%	4%	2%	2%	3%	5%	10%	4%	4%	8%	6%	2%
Total Confident:	63%	76%	61%	60%	53%	60%	60%	69%	66%	72%	58%	56%	64%	66%	60%	58%	72%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(84.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	15%	19%	11%	12%	19%	13%	14%	18%	14%	15%	15%	16%	16%	14%	14%	15%	13%
Somewhat confident	48%	51%	44%	40%	42%	51%	52%	47%	51%	47%	48%	44%	47%	45%	51%	51%	53%
Not very confident	24%	20%	28%	30%	24%	22%	22%	23%	25%	24%	24%	23%	25%	25%	23%	24%	22%
Not confident at all	9%	6%	11%	10%	9%	8%	8%	9%	8%	9%	8%	8%	10%	10%	7%	8%	8%
Have never heard this phrase before	5%	4%	5%	8%	6%	6%	4%	3%	2%	5%	5%	8%	3%	6%	5%	2%	4%
Total Confident:	63%	70%	56%	53%	61%	64%	66%	65%	65%	63%	63%	60%	62%	58%	65%	66%	66%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(84.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	15%	8%	13%	19%	23%	30%	15%	15%	14%	18%	9%	14%	17%	18%	13%	10%	16%
Somewhat confident	48%	44%	49%	50%	51%	50%	49%	38%	51%	49%	37%	53%	47%	53%	42%	37%	56%
Not very confident	24%	29%	24%	21%	16%	5%	23%	30%	23%	21%	32%	22%	22%	23%	36%	30%	20%
Not confident at all	9%	12%	10%	6%	5%	3%	9%	9%	9%	7%	11%	7%	8%	3%	6%	13%	5%
Have never heard this phrase before	5%	6%	4%	3%	5%	12%	4%	9%	3%	4%	10%	3%	5%	3%	2%	10%	3%
Total Confident:	63%	52%	62%	69%	74%	80%	64%	52%	65%	67%	46%	68%	65%	71%	55%	47%	71%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(84.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	15%	17%	15%	16%	11%	22%	13%	18%	15%	17%	10%	20%	0%	9%	17%	39%
Somewhat confident	48%	46%	48%	50%	43%	53%	46%	48%	50%	51%	41%	49%	14%	51%	67%	59%
Not very confident	24%	25%	23%	23%	28%	17%	26%	21%	24%	22%	28%	21%	48%	30%	12%	2%
Not confident at all	9%	8%	8%	8%	12%	4%	11%	8%	6%	8%	11%	6%	24%	7%	2%	0%
Have never heard this phrase before	5%	4%	5%	3%	7%	4%	5%	5%	5%	2%	10%	3%	13%	3%	2%	0%
Total Confident:	63%	62%	64%	66%	54%	75%	59%	66%	65%	68%	51%	69%	15%	60%	84%	98%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(85.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	16%	22%	11%	15%	11%	9%	13%	17%	15%	19%	19%	20%	23%	22%	12%	25%	37%
Somewhat confident	48%	28%	44%	42%	44%	53%	45%	44%	48%	57%	41%	58%	50%	52%	62%	46%	50%
Not very confident	25%	23%	23%	29%	27%	25%	32%	30%	29%	19%	25%	18%	17%	20%	23%	13%	7%
Not confident at all	9%	13%	16%	13%	15%	12%	8%	8%	7%	3%	12%	2%	9%	6%	3%	8%	4%
Have never heard this phrase before	2%	14%	6%	2%	3%	1%	2%	1%	1%	2%	3%	1%	3%	0%	0%	8%	2%
Total Confident:	64%	50%	55%	57%	55%	62%	58%	61%	63%	77%	60%	78%	72%	75%	74%	71%	87%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(85.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	16%	23%	16%	14%	11%	24%	16%	18%	13%	22%	13%	11%	13%	12%	13%	18%	22%
Somewhat confident	48%	51%	49%	48%	43%	46%	46%	49%	51%	47%	50%	47%	53%	49%	45%	43%	48%
Not very confident	25%	20%	23%	27%	29%	22%	28%	25%	25%	23%	27%	24%	24%	28%	27%	17%	20%
Not confident at all	9%	5%	9%	9%	13%	6%	8%	7%	12%	7%	8%	14%	7%	8%	11%	16%	6%
Have never heard this phrase before	2%	1%	3%	2%	4%	3%	1%	2%	0%	1%	2%	5%	3%	2%	4%	5%	3%
Total Confident:	64%	74%	65%	62%	54%	69%	62%	67%	63%	69%	63%	58%	66%	62%	58%	61%	71%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(85.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	16%	19%	13%	31%	19%	17%	12%	14%	8%	13%	20%	21%	15%	17%	13%	15%	16%
Somewhat confident	48%	50%	46%	42%	50%	49%	50%	46%	48%	48%	47%	46%	47%	43%	51%	48%	57%
Not very confident	25%	21%	28%	19%	18%	23%	30%	25%	31%	27%	23%	22%	27%	28%	24%	26%	18%
Not confident at all	9%	7%	11%	5%	8%	9%	8%	12%	12%	9%	8%	7%	10%	8%	10%	10%	8%
Have never heard this phrase before	2%	3%	2%	4%	4%	3%	1%	3%	1%	2%	3%	4%	1%	4%	2%	2%	1%
Total Confident:	64%	69%	59%	73%	70%	66%	61%	60%	56%	62%	66%	67%	62%	60%	64%	63%	73%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(85.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	16%	8%	18%	19%	25%	49%	15%	24%	13%	19%	9%	12%	24%	16%	10%	8%	21%
Somewhat confident	48%	45%	43%	52%	53%	26%	48%	44%	48%	49%	48%	51%	44%	51%	53%	47%	57%
Not very confident	25%	31%	27%	23%	16%	8%	25%	24%	25%	24%	30%	26%	23%	24%	21%	27%	19%
Not confident at all	9%	13%	10%	5%	4%	11%	9%	5%	12%	6%	11%	9%	7%	7%	15%	13%	3%
Have never heard this phrase before	2%	3%	2%	2%	2%	6%	2%	3%	2%	2%	3%	1%	3%	2%	0%	3%	0%
Total Confident:	64%	53%	61%	71%	78%	75%	63%	68%	62%	67%	57%	63%	68%	67%	64%	56%	77%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(85.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	16%	18%	16%	20%	11%	19%	13%	16%	21%	19%	11%	20%	1%	7%	19%	43%
Somewhat confident	48%	48%	48%	52%	42%	48%	46%	47%	51%	50%	42%	53%	10%	55%	70%	55%
Not very confident	25%	24%	25%	21%	30%	23%	27%	25%	21%	23%	29%	20%	53%	33%	9%	2%
Not confident at all	9%	9%	9%	6%	13%	7%	11%	9%	5%	8%	12%	6%	28%	5%	1%	0%
Have never heard this phrase before	2%	1%	3%	1%	4%	2%	2%	3%	2%	1%	6%	1%	8%	0%	1%	0%
Total Confident:	64%	65%	64%	72%	53%	68%	59%	63%	72%	68%	53%	74%	11%	62%	89%	98%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(86.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	6%	9%	1%	6%	6%	5%	5%	6%	7%	5%	8%	7%	4%	7%	6%	9%	12%
Somewhat confident	20%	7%	18%	13%	13%	20%	17%	18%	17%	27%	21%	24%	38%	33%	30%	35%	27%
Not very confident	32%	19%	22%	33%	34%	32%	31%	32%	36%	40%	24%	34%	25%	32%	35%	25%	34%
Not confident at all	19%	31%	20%	24%	15%	21%	21%	23%	20%	7%	26%	18%	13%	18%	16%	10%	14%
Have never heard this phrase before	24%	34%	40%	24%	32%	22%	25%	21%	20%	21%	22%	17%	21%	10%	13%	21%	13%
Total Confident:	26%	16%	19%	19%	19%	26%	23%	24%	24%	32%	29%	32%	42%	40%	36%	44%	39%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(86.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	6%	9%	6%	7%	2%	9%	5%	5%	7%	9%	6%	2%	6%	5%	6%	3%	6%
Somewhat confident	20%	27%	18%	18%	15%	24%	18%	20%	19%	19%	18%	25%	11%	20%	15%	20%	29%
Not very confident	32%	30%	33%	33%	32%	28%	32%	33%	27%	36%	33%	29%	44%	28%	38%	36%	32%
Not confident at all	19%	18%	18%	19%	20%	19%	21%	17%	20%	15%	21%	15%	13%	21%	19%	21%	16%
Have never heard this phrase before	24%	16%	25%	23%	31%	20%	24%	24%	26%	22%	23%	30%	27%	26%	21%	19%	17%
Total Confident:	26%	36%	24%	25%	17%	33%	22%	25%	26%	28%	24%	27%	17%	25%	21%	24%	35%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(86.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	6%	8%	4%	13%	9%	7%	2%	4%	2%	5%	8%	9%	6%	6%	3%	4%	9%
Somewhat confident	20%	23%	16%	22%	26%	26%	19%	16%	11%	20%	19%	27%	20%	18%	15%	15%	25%
Not very confident	32%	32%	31%	29%	32%	28%	36%	30%	34%	34%	30%	27%	33%	31%	35%	34%	28%
Not confident at all	19%	15%	23%	18%	13%	19%	17%	23%	23%	20%	18%	18%	18%	20%	21%	16%	20%
Have never heard this phrase before	24%	22%	25%	18%	20%	20%	25%	26%	30%	22%	26%	19%	23%	25%	26%	31%	18%
Total Confident:	26%	31%	20%	35%	35%	33%	22%	21%	13%	25%	27%	36%	25%	24%	18%	19%	33%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(86.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	6%	2%	6%	8%	13%	11%	5%	13%	5%	7%	2%	4%	10%	4%	13%	3%	7%
Somewhat confident	20%	16%	20%	24%	30%	30%	19%	23%	20%	22%	15%	22%	22%	17%	16%	13%	25%
Not very confident	32%	30%	31%	31%	29%	23%	32%	29%	30%	33%	31%	30%	31%	34%	27%	36%	34%
Not confident at all	19%	24%	22%	18%	11%	8%	19%	15%	20%	17%	21%	19%	16%	25%	28%	18%	17%
Have never heard this phrase before	24%	28%	22%	18%	16%	28%	24%	20%	25%	20%	31%	24%	21%	20%	15%	30%	17%
Total Confident:	26%	18%	26%	32%	43%	41%	25%	36%	24%	29%	17%	26%	32%	21%	30%	15%	33%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(86.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	6%	7%	6%	8%	3%	7%	5%	5%	9%	7%	4%	8%	0%	1%	5%	22%
Somewhat confident	20%	23%	19%	25%	14%	20%	16%	22%	24%	21%	17%	23%	1%	6%	24%	55%
Not very confident	32%	34%	31%	32%	32%	31%	33%	33%	30%	30%	35%	35%	30%	38%	39%	17%
Not confident at all	19%	19%	19%	17%	20%	21%	21%	19%	16%	19%	18%	19%	27%	27%	16%	2%
Have never heard this phrase before	24%	18%	25%	18%	31%	22%	26%	21%	22%	23%	26%	16%	41%	29%	16%	4%
Total Confident:	26%	29%	25%	33%	17%	27%	21%	27%	33%	28%	21%	30%	1%	7%	29%	77%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(87.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very confident	5%	0%	3%	3%	3%	5%	3%	6%	5%	4%	5%	4%	11%	7%	12%	12%	14%
Somewhat confident	16%	6%	9%	11%	8%	16%	15%	15%	17%	20%	15%	24%	19%	27%	13%	24%	33%
Not very confident	31%	30%	21%	31%	27%	31%	33%	28%	27%	40%	30%	36%	31%	34%	23%	20%	24%
Not confident at all	19%	28%	19%	20%	21%	18%	22%	23%	21%	13%	21%	17%	16%	14%	33%	13%	12%
Have never heard this phrase before	30%	36%	48%	36%	41%	31%	27%	27%	30%	24%	29%	19%	23%	18%	19%	31%	17%
Total Confident:	20%	6%	12%	14%	11%	21%	18%	21%	22%	23%	20%	29%	30%	34%	26%	36%	47%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(87.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very confident	5%	8%	3%	4%	3%	5%	5%	5%	4%	5%	5%	5%	2%	6%	4%	3%	7%
Somewhat confident	16%	22%	13%	16%	10%	24%	12%	15%	15%	17%	18%	13%	13%	14%	12%	13%	19%
Not very confident	31%	30%	31%	32%	29%	28%	31%	31%	30%	33%	30%	29%	35%	30%	33%	28%	33%
Not confident at all	19%	18%	21%	18%	21%	17%	20%	19%	18%	17%	18%	20%	18%	23%	19%	26%	14%
Have never heard this phrase before	30%	22%	31%	30%	37%	27%	32%	30%	33%	27%	29%	33%	32%	27%	31%	30%	27%
Total Confident:	20%	30%	17%	21%	13%	29%	17%	20%	19%	22%	23%	17%	15%	20%	16%	15%	26%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(87.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very confident	5%	6%	3%	9%	8%	6%	2%	4%	1%	4%	5%	7%	5%	5%	4%	3%	3%
Somewhat confident	16%	20%	11%	19%	22%	20%	17%	10%	8%	15%	16%	25%	14%	14%	10%	12%	16%
Not very confident	31%	31%	31%	29%	31%	30%	31%	30%	32%	31%	31%	27%	32%	29%	32%	34%	33%
Not confident at all	19%	16%	23%	21%	14%	19%	22%	20%	19%	21%	17%	15%	20%	23%	22%	15%	20%
Have never heard this phrase before	30%	27%	32%	21%	25%	25%	28%	36%	40%	29%	31%	26%	29%	28%	32%	36%	28%
Total Confident:	20%	26%	15%	28%	30%	26%	18%	14%	9%	20%	21%	33%	19%	19%	14%	15%	20%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(87.D) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very confident	5%	1%	5%	7%	10%	20%	4%	12%	4%	6%	2%	3%	8%	6%	5%	2%	4%
Somewhat confident	16%	11%	12%	20%	30%	27%	15%	17%	13%	18%	14%	16%	18%	15%	10%	13%	18%
Not very confident	31%	30%	31%	27%	30%	17%	31%	29%	32%	31%	28%	32%	29%	29%	25%	31%	32%
Not confident at all	19%	22%	20%	21%	9%	11%	20%	16%	18%	20%	20%	18%	20%	22%	26%	22%	17%
Have never heard this phrase before	30%	36%	31%	25%	22%	25%	30%	26%	33%	25%	37%	31%	26%	28%	33%	33%	28%
Total Confident:	20%	12%	17%	27%	40%	47%	19%	29%	17%	25%	16%	20%	26%	21%	15%	14%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(87.E) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very confident	5%	6%	4%	6%	3%	5%	4%	5%	6%	5%	4%	6%	0%	0%	2%	21%
Somewhat confident	16%	17%	15%	20%	10%	16%	13%	19%	17%	16%	15%	15%	2%	9%	14%	45%
Not very confident	31%	33%	30%	31%	30%	29%	31%	31%	30%	30%	30%	37%	28%	34%	37%	21%
Not confident at all	19%	21%	18%	18%	20%	21%	22%	18%	16%	20%	18%	21%	27%	24%	19%	3%
Have never heard this phrase before	30%	23%	32%	24%	37%	29%	31%	28%	30%	29%	33%	21%	43%	33%	28%	11%
Total Confident:	20%	23%	19%	27%	12%	21%	17%	23%	23%	21%	19%	21%	2%	9%	16%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(88.A) To what extent do you agree or disagree with each of these statements?: Technology helps individuals be more sustainable

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	9%	12%	7%	10%	8%	11%	6%	11%	9%	8%	11%	8%	9%	9%	14%	6%	21%
Agree	43%	36%	29%	42%	38%	43%	42%	49%	42%	50%	48%	49%	56%	44%	35%	52%	44%
Neither Agree nor Disagree	32%	31%	36%	31%	34%	30%	35%	27%	35%	35%	30%	35%	23%	34%	40%	34%	15%
Disagree	6%	9%	8%	5%	3%	7%	5%	4%	7%	5%	4%	4%	3%	5%	6%	8%	12%
Strongly Disagree	2%	3%	3%	2%	4%	1%	1%	2%	1%	0%	0%	2%	1%	0%	0%	0%	4%
Don't Know	8%	8%	17%	10%	13%	9%	10%	7%	7%	2%	8%	3%	8%	8%	4%	0%	4%
Total Agree:	52%	48%	36%	52%	45%	53%	49%	59%	50%	58%	59%	57%	65%	54%	49%	58%	65%
Total Disagree:	7%	12%	11%	7%	7%	8%	7%	6%	8%	5%	4%	6%	5%	5%	6%	8%	15%
Net:	45%	36%	25%	45%	38%	45%	42%	54%	42%	53%	54%	51%	60%	49%	43%	50%	50%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(88.B) To what extent do you agree or disagree with each of these statements?: Technology helps individuals be more sustainable

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	9%	10%	7%	12%	8%	13%	8%	10%	8%	5%	10%	12%	8%	8%	7%	11%	4%
Agree	43%	48%	48%	40%	37%	38%	47%	37%	43%	49%	48%	34%	48%	46%	44%	44%	43%
Neither Agree nor Disagree	32%	30%	31%	32%	34%	33%	32%	33%	33%	36%	28%	33%	33%	28%	28%	32%	40%
Disagree	6%	5%	5%	7%	6%	5%	5%	8%	5%	5%	3%	8%	5%	7%	11%	3%	2%
Strongly Disagree	2%	2%	0%	2%	2%	2%	0%	2%	2%	1%	1%	2%	0%	2%	2%	1%	4%
Don't Know	8%	5%	9%	8%	12%	9%	7%	10%	10%	4%	9%	12%	6%	8%	9%	9%	7%
Total Agree:	52%	58%	55%	52%	45%	51%	55%	48%	51%	54%	58%	46%	56%	55%	51%	55%	48%
Total Disagree:	7%	8%	5%	8%	9%	7%	5%	10%	7%	6%	4%	10%	5%	9%	13%	4%	5%
Net:	45%	50%	49%	43%	37%	44%	50%	37%	44%	48%	54%	36%	50%	45%	38%	51%	42%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(88.C) To what extent do you agree or disagree with each of these statements?: Technology helps individuals be more sustainable

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	9%	12%	6%	17%	15%	8%	7%	5%	4%	8%	10%	14%	8%	10%	7%	5%	10%
Agree	43%	45%	42%	43%	45%	47%	44%	38%	42%	44%	43%	43%	44%	45%	43%	41%	44%
Neither Agree nor Disagree	32%	31%	33%	27%	27%	31%	31%	36%	38%	34%	30%	29%	33%	28%	34%	38%	28%
Disagree	6%	6%	6%	4%	6%	5%	7%	7%	6%	6%	6%	5%	8%	6%	3%	6%	7%
Strongly Disagree	2%	2%	1%	1%	1%	2%	2%	3%	1%	2%	1%	1%	1%	2%	2%	3%	1%
Don't Know	8%	5%	12%	8%	7%	7%	10%	11%	9%	7%	10%	8%	6%	11%	11%	7%	11%
Total Agree:	52%	56%	49%	60%	60%	55%	51%	43%	46%	52%	53%	57%	52%	54%	50%	46%	53%
Total Disagree:	7%	8%	7%	5%	6%	6%	8%	10%	7%	8%	7%	6%	9%	8%	5%	9%	8%
Net:	45%	48%	42%	55%	54%	49%	43%	33%	38%	44%	46%	51%	43%	47%	45%	37%	46%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(88.D) To what extent do you agree or disagree with each of these statements?: Technology helps individuals be more sustainable

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	9%	9%	8%	8%	12%	24%	8%	15%	9%	9%	10%	9%	11%	8%	7%	8%	10%
Agree	43%	40%	45%	46%	52%	33%	43%	44%	39%	49%	37%	44%	45%	51%	24%	38%	46%
Neither Agree nor Disagree	32%	32%	31%	33%	27%	26%	33%	26%	33%	31%	33%	31%	31%	28%	40%	34%	33%
Disagree	6%	8%	6%	4%	3%	3%	6%	4%	8%	4%	6%	7%	5%	3%	17%	6%	5%
Strongly Disagree	2%	1%	2%	2%	1%	3%	2%	2%	2%	1%	1%	2%	1%	1%	0%	2%	0%
Don't Know	8%	10%	8%	7%	5%	11%	8%	9%	9%	7%	13%	7%	7%	10%	13%	12%	6%
Total Agree:	52%	49%	53%	53%	64%	57%	52%	59%	48%	57%	46%	53%	57%	58%	31%	46%	55%
Total Disagree:	7%	9%	8%	7%	4%	5%	8%	6%	10%	5%	7%	9%	6%	4%	17%	8%	6%
Net:	45%	40%	46%	47%	59%	52%	44%	53%	38%	53%	39%	44%	51%	55%	14%	38%	50%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(88.E) To what extent do you agree or disagree with each of these statements?: Technology helps individuals be more sustainable

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	9%	12%	8%	11%	6%	10%	8%	10%	10%	11%	6%	11%	4%	7%	9%	18%
Agree	43%	44%	43%	50%	34%	44%	44%	42%	44%	47%	34%	53%	30%	45%	47%	53%
Neither Agree nor Disagree	32%	31%	33%	27%	40%	27%	33%	32%	30%	28%	41%	25%	40%	30%	32%	22%
Disagree	6%	5%	6%	6%	4%	10%	5%	6%	6%	7%	4%	7%	6%	6%	7%	3%
Strongly Disagree	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%
Don't Know	8%	6%	9%	4%	15%	5%	8%	9%	9%	6%	14%	3%	18%	9%	4%	3%
Total Agree:	52%	56%	51%	61%	41%	55%	52%	52%	54%	57%	40%	64%	34%	53%	56%	72%
Total Disagree:	7%	7%	8%	7%	5%	13%	7%	8%	8%	9%	5%	8%	8%	8%	8%	4%
Net:	45%	49%	43%	54%	36%	41%	45%	44%	46%	49%	35%	56%	26%	44%	47%	68%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(89.A) To what extent do you agree or disagree with each of these statements?: Technology helps businesses be more sustainable

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	10%	9%	9%	10%	8%	8%	8%	13%	12%	12%	15%	10%	7%	12%	14%	12%	24%
Agree	44%	40%	34%	49%	40%	48%	46%	48%	37%	52%	50%	47%	49%	40%	51%	44%	38%
Neither Agree nor Disagree	29%	43%	34%	25%	28%	28%	29%	27%	37%	26%	25%	32%	23%	39%	28%	37%	23%
Disagree	5%	0%	5%	4%	4%	5%	8%	4%	5%	2%	3%	5%	12%	3%	3%	3%	5%
Strongly Disagree	1%	3%	1%	1%	4%	1%	1%	2%	2%	0%	0%	2%	0%	0%	0%	3%	2%
Don't Know	9%	5%	17%	11%	16%	10%	8%	8%	7%	7%	6%	4%	9%	6%	4%	2%	8%
Total Agree:	55%	49%	44%	59%	48%	56%	54%	60%	49%	65%	66%	57%	56%	52%	65%	56%	62%
Total Disagree:	6%	3%	6%	5%	8%	6%	9%	6%	7%	2%	3%	7%	12%	3%	3%	5%	7%
Net:	49%	46%	38%	54%	40%	50%	45%	55%	41%	62%	62%	51%	44%	49%	62%	51%	54%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(89.B) To what extent do you agree or disagree with each of these statements?: Technology helps businesses be more sustainable

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	10%	12%	8%	14%	8%	13%	10%	14%	9%	8%	8%	11%	11%	14%	7%	10%	7%
Agree	44%	45%	50%	42%	40%	35%	46%	43%	41%	49%	56%	42%	50%	46%	44%	42%	51%
Neither Agree nor Disagree	29%	31%	26%	29%	32%	35%	32%	27%	35%	32%	25%	26%	26%	21%	31%	31%	23%
Disagree	5%	5%	5%	6%	5%	7%	3%	3%	4%	5%	2%	4%	6%	6%	9%	5%	6%
Strongly Disagree	1%	2%	1%	2%	2%	1%	0%	2%	1%	0%	1%	3%	1%	2%	1%	0%	4%
Don't Know	9%	6%	10%	9%	13%	10%	9%	11%	10%	7%	7%	13%	6%	10%	8%	12%	9%
Total Agree:	55%	57%	59%	55%	48%	48%	56%	56%	50%	57%	64%	53%	61%	60%	52%	51%	59%
Total Disagree:	6%	7%	5%	7%	7%	8%	4%	5%	5%	5%	4%	8%	7%	8%	10%	5%	10%
Net:	49%	51%	53%	48%	42%	40%	53%	51%	44%	52%	60%	45%	54%	52%	42%	46%	49%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(89.C) To what extent do you agree or disagree with each of these statements?: Technology helps businesses be more sustainable

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	10%	13%	8%	21%	16%	7%	8%	8%	6%	10%	11%	15%	10%	9%	8%	8%	13%
Agree	44%	47%	42%	42%	45%	49%	40%	43%	47%	45%	44%	41%	46%	48%	44%	44%	42%
Neither Agree nor Disagree	29%	27%	32%	23%	27%	28%	34%	31%	31%	31%	28%	30%	30%	27%	31%	29%	28%
Disagree	5%	5%	5%	5%	5%	4%	7%	5%	4%	4%	6%	5%	7%	3%	3%	5%	6%
Strongly Disagree	1%	2%	1%	1%	1%	2%	2%	3%	1%	2%	1%	1%	1%	2%	2%	4%	1%
Don't Know	9%	6%	12%	7%	7%	10%	9%	11%	11%	7%	12%	9%	6%	12%	12%	11%	10%
Total Agree:	55%	60%	50%	63%	60%	56%	48%	50%	53%	56%	54%	55%	56%	57%	52%	52%	56%
Total Disagree:	6%	7%	6%	7%	6%	6%	8%	8%	5%	6%	7%	6%	8%	4%	5%	8%	7%
Net:	49%	53%	44%	56%	55%	51%	40%	43%	48%	49%	48%	49%	49%	53%	47%	44%	49%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(89.D) To what extent do you agree or disagree with each of these statements?: Technology helps businesses be more sustainable

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	10%	7%	10%	11%	14%	24%	10%	18%	9%	10%	11%	9%	12%	10%	7%	12%	11%
Agree	44%	46%	43%	43%	50%	28%	45%	37%	44%	48%	40%	47%	47%	45%	33%	37%	48%
Neither Agree nor Disagree	29%	28%	29%	33%	25%	33%	29%	29%	29%	29%	32%	28%	28%	31%	27%	32%	28%
Disagree	5%	6%	5%	4%	5%	4%	5%	2%	6%	4%	4%	4%	4%	5%	20%	4%	6%
Strongly Disagree	1%	1%	2%	2%	1%	0%	1%	1%	2%	1%	1%	2%	1%	0%	0%	2%	0%
Don't Know	9%	12%	10%	7%	5%	11%	9%	13%	9%	8%	12%	8%	8%	9%	13%	13%	7%
Total Agree:	55%	53%	53%	54%	64%	52%	55%	55%	53%	58%	51%	57%	59%	56%	40%	50%	58%
Total Disagree:	6%	7%	7%	6%	6%	4%	7%	3%	8%	5%	5%	7%	5%	5%	20%	6%	6%
Net:	49%	46%	46%	47%	59%	48%	48%	52%	44%	54%	46%	50%	54%	51%	20%	44%	52%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(89.E) To what extent do you agree or disagree with each of these statements?: Technology helps businesses be more sustainable

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	10%	13%	10%	13%	7%	12%	9%	11%	13%	12%	8%	13%	5%	9%	12%	18%
Agree	44%	46%	43%	50%	38%	44%	47%	43%	42%	50%	34%	48%	32%	47%	47%	54%
Neither Agree nor Disagree	29%	27%	31%	25%	35%	28%	29%	30%	28%	24%	40%	24%	37%	28%	29%	21%
Disagree	5%	4%	6%	6%	3%	6%	5%	5%	6%	5%	3%	11%	5%	4%	6%	4%
Strongly Disagree	1%	2%	1%	1%	1%	3%	2%	2%	1%	2%	1%	2%	2%	1%	2%	0%
Don't Know	9%	8%	10%	5%	15%	6%	9%	9%	10%	7%	15%	3%	18%	11%	5%	3%
Total Agree:	55%	59%	53%	62%	45%	57%	56%	55%	54%	61%	42%	60%	37%	56%	59%	72%
Total Disagree:	6%	6%	7%	7%	5%	10%	6%	6%	7%	7%	4%	13%	7%	5%	8%	5%
Net:	49%	54%	45%	56%	41%	47%	49%	49%	47%	54%	38%	47%	30%	50%	52%	67%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(90.A) To what extent do you agree or disagree with each of these statements?: Technology helps Governments be more sustainable

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	7%	6%	7%	7%	3%	6%	7%	10%	6%	9%	8%	8%	8%	9%	12%	15%	14%
Agree	39%	19%	26%	38%	38%	43%	35%	43%	42%	47%	43%	46%	39%	36%	40%	38%	47%
Neither Agree nor Disagree	34%	50%	35%	30%	34%	31%	38%	31%	36%	36%	37%	32%	38%	42%	32%	40%	19%
Disagree	7%	10%	13%	8%	7%	5%	8%	4%	5%	4%	4%	9%	4%	4%	6%	7%	7%
Strongly Disagree	2%	3%	2%	2%	4%	3%	2%	3%	1%	0%	0%	1%	1%	0%	3%	0%	5%
Don't Know	10%	12%	17%	16%	14%	12%	10%	8%	9%	3%	8%	4%	9%	8%	7%	0%	8%
Total Agree:	47%	25%	33%	45%	41%	49%	42%	53%	48%	56%	51%	54%	47%	45%	52%	53%	60%
Total Disagree:	9%	13%	15%	9%	11%	8%	10%	8%	6%	4%	4%	10%	6%	4%	9%	7%	13%
Net:	38%	13%	18%	36%	30%	40%	33%	45%	42%	52%	47%	45%	41%	41%	43%	46%	48%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(90.B) To what extent do you agree or disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	7%	9%	5%	10%	6%	9%	6%	8%	8%	6%	7%	6%	8%	10%	4%	6%	4%
Agree	39%	43%	44%	36%	34%	37%	37%	36%	37%	42%	44%	36%	45%	42%	38%	42%	45%
Neither Agree nor Disagree	34%	34%	32%	35%	36%	34%	39%	36%	33%	34%	33%	32%	32%	32%	38%	32%	30%
Disagree	7%	6%	6%	7%	8%	7%	8%	7%	6%	5%	7%	9%	7%	5%	9%	6%	3%
Strongly Disagree	2%	2%	1%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%	4%
Don't Know	10%	7%	11%	10%	14%	11%	9%	9%	14%	11%	8%	14%	6%	9%	9%	12%	14%
Total Agree:	47%	51%	49%	46%	40%	46%	43%	45%	45%	48%	51%	43%	53%	52%	43%	48%	49%
Total Disagree:	9%	8%	8%	9%	10%	9%	9%	10%	9%	7%	8%	10%	9%	7%	11%	8%	7%
Net:	38%	43%	42%	37%	29%	37%	34%	35%	37%	42%	43%	32%	44%	45%	32%	40%	42%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(90.C) To what extent do you agree or disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	7%	9%	5%	14%	12%	7%	6%	4%	3%	7%	7%	12%	5%	7%	5%	5%	9%
Agree	39%	43%	36%	38%	40%	44%	38%	33%	40%	40%	39%	41%	41%	39%	38%	38%	33%
Neither Agree nor Disagree	34%	31%	37%	28%	32%	30%	34%	41%	39%	36%	32%	29%	38%	36%	35%	31%	37%
Disagree	7%	8%	6%	8%	6%	6%	9%	6%	6%	6%	7%	6%	8%	5%	5%	9%	9%
Strongly Disagree	2%	2%	2%	3%	2%	1%	2%	3%	1%	2%	2%	2%	1%	1%	3%	4%	2%
Don't Know	10%	7%	14%	8%	8%	11%	11%	13%	12%	9%	12%	10%	7%	11%	13%	13%	10%
Total Agree:	47%	52%	41%	52%	52%	52%	44%	37%	43%	47%	46%	53%	46%	46%	44%	44%	42%
Total Disagree:	9%	10%	8%	11%	8%	7%	11%	9%	7%	8%	9%	8%	9%	6%	8%	12%	11%
Net:	38%	43%	33%	41%	45%	44%	33%	28%	36%	39%	37%	46%	37%	39%	35%	31%	31%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(90.D) To what extent do you agree or disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	7%	6%	5%	6%	12%	26%	6%	14%	7%	7%	8%	7%	9%	6%	2%	9%	7%
Agree	39%	36%	39%	41%	44%	35%	40%	35%	36%	45%	31%	40%	44%	43%	31%	32%	43%
Neither Agree nor Disagree	34%	36%	35%	35%	30%	18%	35%	28%	36%	32%	36%	35%	31%	33%	36%	34%	35%
Disagree	7%	7%	8%	7%	6%	0%	7%	7%	8%	6%	6%	7%	6%	7%	16%	7%	6%
Strongly Disagree	2%	1%	2%	3%	2%	4%	2%	3%	2%	2%	2%	2%	2%	1%	0%	3%	1%
Don't Know	10%	14%	11%	8%	6%	17%	10%	13%	10%	9%	16%	9%	9%	10%	15%	16%	8%
Total Agree:	47%	42%	45%	48%	56%	61%	46%	49%	44%	51%	40%	47%	52%	48%	33%	40%	50%
Total Disagree:	9%	8%	10%	9%	8%	4%	9%	9%	10%	7%	8%	9%	8%	8%	16%	10%	7%
Net:	38%	34%	35%	38%	48%	57%	38%	40%	34%	44%	31%	39%	44%	40%	18%	31%	43%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(90.E) To what extent do you agree or disagree with each of these statements?: Technology helps Governments be more sustainable

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	7%	10%	6%	9%	5%	8%	6%	8%	9%	8%	6%	7%	3%	6%	7%	15%
Agree	39%	43%	38%	46%	30%	41%	41%	36%	39%	44%	30%	41%	25%	38%	46%	50%
Neither Agree nor Disagree	34%	30%	36%	29%	41%	32%	35%	36%	30%	30%	43%	30%	43%	36%	31%	25%
Disagree	7%	7%	7%	8%	5%	9%	6%	7%	8%	7%	5%	15%	7%	6%	8%	5%
Strongly Disagree	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Don't Know	10%	8%	11%	6%	17%	6%	10%	10%	12%	8%	16%	6%	19%	12%	6%	3%
Total Agree:	47%	53%	44%	56%	35%	49%	47%	44%	48%	53%	35%	47%	28%	44%	53%	65%
Total Disagree:	9%	8%	9%	9%	7%	12%	8%	9%	10%	9%	6%	17%	9%	9%	10%	7%
Net:	38%	45%	35%	46%	29%	37%	39%	35%	38%	43%	30%	30%	20%	35%	43%	58%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(91.A) To what extent do you agree or disagree with each of these statements?: Technology companies are a force for good in the world

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	8%	6%	10%	6%	6%	6%	5%	9%	6%	11%	10%	10%	3%	11%	3%	14%	18%
Agree	34%	14%	20%	35%	31%	40%	33%	38%	35%	32%	37%	36%	46%	39%	45%	38%	32%
Neither Agree nor Disagree	39%	49%	42%	39%	43%	37%	43%	36%	46%	40%	38%	38%	33%	31%	34%	43%	26%
Disagree	9%	13%	8%	9%	6%	7%	13%	9%	5%	14%	7%	7%	11%	10%	11%	6%	18%
Strongly Disagree	2%	3%	5%	3%	3%	3%	1%	2%	3%	1%	2%	4%	1%	1%	0%	0%	0%
Don't Know	7%	15%	16%	8%	11%	8%	5%	6%	6%	3%	6%	4%	6%	9%	7%	0%	6%
Total Agree:	42%	20%	30%	41%	37%	46%	38%	46%	41%	43%	48%	46%	49%	49%	47%	52%	50%
Total Disagree:	11%	16%	13%	12%	9%	9%	13%	11%	8%	15%	8%	12%	13%	11%	11%	6%	18%
Net:	31%	4%	17%	29%	28%	37%	25%	36%	33%	28%	39%	35%	36%	39%	36%	46%	32%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(91.B) To what extent do you agree or disagree with each of these statements?: Technology companies are a force for good in the world

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	8%	9%	7%	8%	7%	10%	10%	8%	7%	6%	5%	10%	8%	10%	5%	3%	3%
Agree	34%	37%	36%	30%	34%	34%	30%	28%	32%	38%	39%	35%	35%	35%	33%	41%	46%
Neither Agree nor Disagree	39%	37%	39%	43%	39%	33%	41%	44%	42%	41%	43%	37%	43%	38%	39%	39%	32%
Disagree	9%	10%	9%	9%	9%	13%	13%	11%	7%	7%	5%	6%	6%	7%	10%	7%	10%
Strongly Disagree	2%	2%	2%	3%	2%	2%	1%	3%	2%	2%	1%	3%	0%	3%	5%	0%	4%
Don't Know	7%	5%	7%	8%	9%	7%	5%	6%	10%	6%	8%	10%	8%	7%	8%	9%	5%
Total Agree:	42%	46%	43%	38%	41%	43%	40%	36%	39%	45%	43%	45%	43%	45%	38%	44%	49%
Total Disagree:	11%	12%	11%	12%	11%	16%	15%	14%	9%	9%	6%	9%	6%	10%	15%	7%	14%
Net:	31%	34%	32%	26%	29%	28%	25%	22%	30%	36%	37%	36%	36%	35%	23%	36%	35%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(91.C) To what extent do you agree or disagree with each of these statements?: Technology companies are a force for good in the world

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	8%	10%	5%	14%	11%	8%	7%	4%	4%	8%	8%	11%	7%	6%	6%	4%	12%
Agree	34%	37%	32%	36%	37%	36%	30%	32%	34%	36%	33%	36%	36%	34%	33%	31%	35%
Neither Agree nor Disagree	39%	36%	43%	29%	34%	36%	44%	42%	46%	40%	39%	34%	38%	41%	42%	48%	32%
Disagree	9%	9%	9%	12%	10%	9%	8%	10%	8%	8%	10%	9%	11%	9%	8%	8%	8%
Strongly Disagree	2%	3%	1%	2%	2%	2%	2%	4%	2%	3%	2%	2%	2%	3%	2%	2%	2%
Don't Know	7%	4%	10%	7%	6%	9%	8%	7%	6%	6%	8%	7%	5%	7%	9%	7%	10%
Total Agree:	42%	47%	37%	50%	48%	44%	37%	36%	38%	43%	41%	47%	43%	40%	39%	36%	47%
Total Disagree:	11%	12%	10%	14%	12%	11%	10%	14%	10%	11%	12%	12%	13%	12%	10%	10%	10%
Net:	31%	35%	26%	37%	36%	33%	27%	22%	28%	32%	29%	35%	30%	28%	29%	26%	37%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(91.D) To what extent do you agree or disagree with each of these statements?: Technology companies are a force for good in the world

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	8%	7%	6%	5%	14%	25%	7%	10%	7%	9%	8%	8%	11%	6%	2%	6%	7%
Agree	34%	32%	35%	38%	38%	27%	34%	40%	33%	37%	28%	35%	37%	35%	28%	28%	34%
Neither Agree nor Disagree	39%	41%	38%	39%	34%	18%	41%	29%	41%	39%	40%	40%	34%	41%	47%	44%	42%
Disagree	9%	10%	11%	9%	6%	17%	9%	10%	9%	8%	9%	9%	9%	8%	9%	8%	10%
Strongly Disagree	2%	1%	2%	3%	2%	2%	2%	0%	3%	2%	0%	2%	2%	2%	8%	3%	2%
Don't Know	7%	9%	7%	5%	5%	11%	7%	10%	6%	6%	15%	6%	6%	8%	7%	12%	4%
Total Agree:	42%	39%	41%	43%	52%	52%	41%	50%	40%	46%	36%	43%	48%	41%	30%	34%	42%
Total Disagree:	11%	12%	13%	13%	9%	19%	12%	11%	12%	10%	9%	11%	12%	9%	16%	11%	12%
Net:	31%	27%	28%	31%	44%	33%	30%	39%	27%	36%	27%	33%	37%	32%	13%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(91.E) To what extent do you agree or disagree with each of these statements?: Technology companies are a force for good in the world

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	8%	11%	7%	10%	5%	9%	7%	7%	10%	9%	6%	9%	4%	7%	7%	14%
Agree	34%	38%	33%	40%	27%	34%	36%	34%	32%	38%	26%	35%	24%	35%	37%	44%
Neither Agree nor Disagree	39%	33%	41%	33%	47%	38%	40%	40%	37%	36%	45%	37%	46%	38%	40%	30%
Disagree	9%	10%	9%	11%	7%	10%	8%	9%	11%	9%	8%	13%	9%	11%	10%	7%
Strongly Disagree	2%	2%	3%	2%	1%	5%	2%	2%	3%	3%	1%	4%	1%	2%	3%	3%
Don't Know	7%	6%	8%	4%	12%	5%	7%	8%	7%	5%	14%	2%	16%	7%	3%	2%
Total Agree:	42%	49%	40%	50%	33%	43%	43%	40%	42%	47%	32%	44%	28%	42%	44%	58%
Total Disagree:	11%	12%	11%	13%	8%	15%	10%	11%	14%	12%	9%	17%	10%	13%	12%	10%
Net:	31%	37%	28%	37%	24%	28%	33%	29%	28%	35%	23%	27%	18%	28%	32%	48%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(92.A) To what extent do you agree or disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	6%	9%	6%	4%	5%	6%	4%	9%	5%	7%	6%	5%	7%	3%	6%	5%	7%
Agree	18%	9%	13%	16%	15%	21%	22%	23%	11%	17%	14%	20%	20%	16%	9%	19%	33%
Neither Agree nor Disagree	41%	50%	41%	45%	41%	40%	43%	40%	41%	39%	49%	37%	34%	37%	57%	54%	29%
Disagree	20%	8%	17%	17%	19%	20%	19%	16%	24%	28%	17%	29%	26%	29%	15%	17%	14%
Strongly Disagree	4%	3%	3%	4%	1%	1%	3%	2%	9%	4%	5%	5%	7%	4%	3%	3%	4%
Don't Know	12%	21%	20%	14%	17%	12%	10%	10%	11%	6%	9%	5%	6%	11%	10%	2%	12%
Total Agree:	24%	18%	20%	20%	21%	27%	26%	32%	15%	23%	20%	25%	26%	19%	15%	24%	41%
Total Disagree:	24%	11%	20%	21%	21%	21%	22%	18%	33%	32%	22%	34%	33%	33%	17%	20%	18%
Net:	0%	7%	0%	-1%	0%	6%	4%	14%	-18%	-9%	-2%	-9%	-7%	-14%	-2%	3%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(92.B) To what extent do you agree or disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	6%	7%	4%	7%	5%	7%	3%	8%	5%	7%	6%	5%	1%	7%	5%	4%	4%
Agree	18%	18%	20%	18%	16%	20%	18%	16%	20%	17%	21%	16%	18%	15%	19%	20%	12%
Neither Agree nor Disagree	41%	40%	42%	40%	42%	39%	44%	42%	40%	45%	41%	39%	41%	37%	47%	35%	47%
Disagree	20%	23%	20%	18%	20%	18%	21%	21%	16%	20%	19%	21%	23%	26%	17%	22%	22%
Strongly Disagree	4%	4%	3%	4%	3%	3%	4%	3%	3%	3%	2%	4%	4%	5%	1%	6%	6%
Don't Know	12%	8%	11%	13%	14%	11%	10%	9%	16%	8%	12%	15%	12%	10%	13%	14%	9%
Total Agree:	24%	25%	24%	25%	21%	28%	21%	25%	25%	24%	26%	22%	19%	22%	23%	24%	16%
Total Disagree:	24%	27%	23%	22%	23%	22%	25%	24%	19%	24%	20%	25%	27%	30%	17%	27%	29%
Net:	0%	-2%	1%	3%	-2%	6%	-4%	0%	7%	0%	6%	-4%	-9%	-8%	6%	-3%	-13%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(92.C) To what extent do you agree or disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	6%	8%	3%	11%	7%	8%	3%	4%	2%	6%	5%	9%	5%	5%	3%	5%	6%
Agree	18%	18%	18%	27%	25%	19%	15%	13%	12%	17%	19%	24%	17%	18%	16%	14%	16%
Neither Agree nor Disagree	41%	39%	43%	36%	38%	42%	44%	42%	44%	42%	40%	37%	44%	38%	43%	42%	40%
Disagree	20%	23%	18%	15%	18%	18%	21%	24%	25%	20%	20%	18%	20%	23%	21%	20%	18%
Strongly Disagree	4%	4%	3%	3%	3%	4%	3%	4%	3%	4%	3%	2%	3%	4%	4%	5%	6%
Don't Know	12%	8%	15%	8%	8%	10%	15%	14%	14%	11%	12%	11%	10%	12%	13%	13%	14%
Total Agree:	24%	26%	21%	38%	32%	27%	17%	16%	14%	23%	24%	33%	22%	23%	19%	19%	22%
Total Disagree:	24%	27%	20%	18%	21%	22%	24%	28%	28%	24%	24%	20%	24%	27%	25%	25%	24%
Net:	0%	-1%	0%	21%	11%	5%	-7%	-12%	-14%	-1%	0%	13%	-1%	-4%	-6%	-6%	-2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(92.D) To what extent do you agree or disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	6%	4%	6%	5%	11%	21%	4%	14%	6%	6%	4%	5%	8%	3%	10%	6%	3%
Agree	18%	17%	20%	20%	21%	16%	17%	23%	17%	20%	14%	18%	22%	15%	12%	16%	18%
Neither Agree nor Disagree	41%	42%	39%	42%	37%	27%	42%	35%	43%	39%	46%	42%	36%	44%	36%	44%	44%
Disagree	20%	19%	21%	21%	21%	20%	21%	14%	20%	22%	16%	21%	20%	24%	25%	16%	21%
Strongly Disagree	4%	2%	4%	4%	4%	0%	4%	2%	4%	3%	4%	3%	4%	2%	2%	3%	4%
Don't Know	12%	16%	10%	8%	7%	17%	12%	11%	11%	11%	16%	10%	9%	13%	15%	15%	9%
Total Agree:	24%	21%	26%	25%	31%	37%	22%	37%	23%	25%	18%	23%	30%	17%	22%	22%	21%
Total Disagree:	24%	21%	24%	26%	25%	20%	25%	16%	23%	25%	20%	25%	25%	26%	27%	19%	25%
Net:	0%	0%	2%	-1%	7%	17%	-3%	21%	-1%	0%	-2%	-2%	5%	-8%	-5%	3%	-4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(92.E) To what extent do you agree or disagree with each of these statements?: Technology companies are more damaging to the world than non-technology companies

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	6%	9%	4%	8%	2%	5%	5%	6%	7%	6%	3%	7%	2%	3%	6%	12%
Agree	18%	19%	18%	23%	12%	19%	18%	14%	22%	20%	15%	18%	12%	18%	19%	25%
Neither Agree nor Disagree	41%	41%	41%	39%	46%	35%	42%	43%	38%	39%	48%	32%	46%	42%	41%	33%
Disagree	20%	21%	20%	19%	19%	27%	20%	22%	18%	22%	15%	32%	16%	22%	22%	21%
Strongly Disagree	4%	3%	4%	4%	3%	5%	3%	4%	3%	4%	2%	5%	3%	2%	3%	6%
Don't Know	12%	8%	13%	7%	18%	9%	11%	12%	12%	10%	17%	5%	21%	12%	8%	4%
Total Agree:	24%	27%	22%	31%	14%	24%	23%	19%	29%	26%	18%	26%	14%	21%	25%	36%
Total Disagree:	24%	24%	24%	23%	22%	32%	24%	26%	21%	26%	17%	37%	19%	25%	26%	26%
Net:	0%	4%	-2%	8%	-8%	-8%	-1%	-7%	8%	1%	1%	-11%	-5%	-3%	0%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(93.A) To what extent do you agree or disagree with each of these statements?: Technological advances in general have caused more harm than good

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	6%	9%	3%	3%	6%	7%	6%	10%	3%	8%	4%	7%	3%	3%	6%	4%	18%
Agree	22%	12%	23%	22%	15%	20%	25%	27%	22%	23%	18%	25%	20%	18%	15%	31%	29%
Neither Agree nor Disagree	32%	43%	36%	31%	30%	31%	33%	28%	35%	31%	35%	28%	33%	36%	41%	32%	28%
Disagree	26%	15%	17%	25%	28%	30%	24%	26%	27%	30%	30%	30%	35%	28%	28%	29%	10%
Strongly Disagree	6%	9%	6%	7%	7%	4%	4%	3%	8%	5%	9%	6%	4%	8%	5%	5%	7%
Don't Know	8%	12%	16%	13%	14%	8%	7%	7%	5%	4%	5%	3%	4%	8%	4%	0%	8%
Total Agree:	28%	21%	26%	25%	21%	27%	31%	36%	25%	31%	22%	33%	23%	21%	21%	34%	47%
Total Disagree:	32%	24%	23%	31%	35%	34%	28%	29%	35%	35%	39%	36%	39%	36%	33%	34%	17%
Net:	-4%	-3%	3%	-6%	-14%	-7%	3%	8%	-9%	-4%	-17%	-3%	-16%	-15%	-12%	0%	30%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(93.B) To what extent do you agree or disagree with each of these statements?: Technological advances in general have caused more harm than good

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	6%	9%	5%	6%	5%	7%	3%	8%	8%	8%	6%	7%	6%	7%	5%	3%	3%
Agree	22%	21%	21%	25%	21%	26%	19%	22%	21%	17%	25%	19%	19%	24%	25%	21%	11%
Neither Agree nor Disagree	32%	29%	34%	31%	34%	32%	37%	32%	29%	35%	29%	27%	32%	29%	35%	37%	31%
Disagree	26%	30%	27%	24%	23%	21%	29%	27%	29%	28%	25%	27%	32%	25%	22%	27%	34%
Strongly Disagree	6%	6%	5%	6%	6%	6%	6%	4%	4%	5%	5%	8%	5%	5%	5%	4%	11%
Don't Know	8%	5%	8%	9%	11%	8%	7%	6%	9%	7%	9%	11%	6%	9%	8%	9%	9%
Total Agree:	28%	30%	26%	30%	26%	33%	21%	31%	30%	25%	31%	27%	25%	31%	30%	24%	14%
Total Disagree:	32%	36%	32%	30%	29%	27%	35%	32%	33%	33%	30%	35%	37%	30%	27%	30%	46%
Net:	-4%	-7%	-6%	0%	-3%	5%	-14%	-1%	-3%	-8%	1%	-8%	-12%	1%	2%	-7%	-32%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(93.C) To what extent do you agree or disagree with each of these statements?: Technological advances in general have caused more harm than good

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	6%	8%	5%	9%	9%	9%	3%	6%	3%	7%	5%	10%	6%	4%	4%	6%	7%
Agree	22%	23%	21%	33%	26%	24%	20%	15%	15%	21%	22%	27%	23%	21%	17%	20%	18%
Neither Agree nor Disagree	32%	30%	34%	29%	31%	29%	35%	33%	34%	33%	31%	31%	30%	29%	39%	32%	31%
Disagree	26%	27%	26%	17%	21%	26%	26%	30%	35%	27%	26%	19%	29%	30%	26%	28%	27%
Strongly Disagree	6%	8%	3%	6%	5%	5%	5%	7%	6%	6%	6%	5%	6%	6%	6%	6%	8%
Don't Know	8%	5%	11%	6%	8%	8%	11%	9%	7%	7%	10%	9%	6%	10%	9%	8%	9%
Total Agree:	28%	30%	26%	42%	35%	32%	23%	21%	18%	28%	28%	37%	29%	25%	21%	26%	25%
Total Disagree:	32%	35%	29%	23%	26%	31%	32%	37%	41%	32%	32%	23%	35%	36%	32%	34%	35%
Net:	-4%	-5%	-3%	19%	10%	2%	-9%	-16%	-23%	-4%	-4%	14%	-6%	-11%	-11%	-8%	-10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(93.D) To what extent do you agree or disagree with each of these statements?: Technological advances in general have caused more harm than good

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	6%	6%	6%	7%	9%	19%	5%	12%	7%	6%	4%	7%	7%	3%	7%	5%	4%
Agree	22%	18%	27%	21%	23%	27%	22%	23%	21%	23%	17%	22%	27%	16%	23%	16%	22%
Neither Agree nor Disagree	32%	38%	30%	31%	31%	16%	32%	29%	32%	29%	42%	30%	27%	32%	30%	40%	34%
Disagree	26%	24%	24%	29%	26%	21%	27%	22%	27%	29%	20%	29%	26%	36%	26%	20%	29%
Strongly Disagree	6%	3%	7%	7%	5%	3%	6%	5%	5%	6%	5%	6%	6%	5%	2%	6%	7%
Don't Know	8%	11%	7%	5%	6%	14%	8%	9%	7%	7%	13%	7%	7%	8%	12%	13%	4%
Total Agree:	28%	24%	33%	28%	32%	46%	27%	36%	29%	29%	21%	29%	34%	20%	30%	21%	26%
Total Disagree:	32%	27%	30%	36%	31%	24%	33%	26%	32%	35%	25%	35%	32%	41%	28%	26%	36%
Net:	-4%	-3%	2%	-8%	1%	22%	-6%	9%	-4%	-6%	-4%	-6%	2%	-21%	2%	-5%	-10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(93.E) To what extent do you agree or disagree with each of these statements?: Technological advances in general have caused more harm than good

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	6%	8%	6%	8%	3%	7%	6%	4%	9%	8%	4%	5%	3%	4%	7%	11%
Agree	22%	24%	21%	26%	16%	22%	22%	20%	24%	24%	17%	22%	16%	22%	24%	25%
Neither Agree nor Disagree	32%	33%	30%	29%	38%	25%	33%	34%	29%	28%	42%	27%	42%	32%	30%	23%
Disagree	26%	26%	27%	27%	24%	30%	28%	27%	24%	29%	20%	34%	20%	28%	29%	29%
Strongly Disagree	6%	4%	6%	5%	5%	9%	5%	8%	5%	6%	4%	11%	3%	6%	6%	8%
Don't Know	8%	6%	9%	4%	14%	5%	7%	8%	10%	6%	14%	1%	16%	8%	4%	3%
Total Agree:	28%	31%	27%	35%	19%	30%	27%	24%	33%	32%	21%	28%	19%	26%	32%	36%
Total Disagree:	32%	30%	34%	32%	29%	40%	33%	34%	29%	35%	23%	45%	23%	34%	35%	37%
Net:	-4%	1%	-7%	3%	-10%	-10%	-5%	-10%	4%	-3%	-2%	-18%	-4%	-8%	-3%	-1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(94.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	6%	9%	3%	4%	5%	6%	2%	11%	7%	6%	5%	7%	5%	3%	12%	5%	13%
Agree	22%	12%	17%	25%	13%	25%	23%	21%	17%	24%	29%	22%	38%	26%	19%	40%	24%
Neither Agree nor Disagree	33%	37%	34%	26%	32%	31%	33%	27%	40%	30%	38%	32%	29%	36%	38%	43%	25%
Disagree	22%	21%	20%	24%	26%	20%	19%	24%	21%	27%	18%	27%	19%	13%	15%	7%	26%
Strongly Disagree	8%	3%	8%	8%	11%	9%	13%	9%	9%	6%	6%	6%	3%	12%	6%	0%	7%
Don't Know	9%	18%	18%	12%	13%	8%	10%	8%	5%	7%	4%	6%	7%	9%	10%	5%	6%
Total Agree:	28%	21%	20%	29%	18%	31%	25%	31%	24%	30%	34%	29%	42%	29%	32%	45%	37%
Total Disagree:	30%	24%	28%	33%	38%	29%	32%	33%	31%	33%	24%	33%	21%	25%	21%	7%	32%
Net:	-3%	-3%	-8%	-4%	-20%	2%	-6%	-2%	-7%	-3%	10%	-4%	21%	4%	11%	37%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(94.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	6%	7%	5%	6%	4%	8%	3%	9%	5%	7%	4%	6%	3%	7%	6%	3%	4%
Agree	22%	26%	23%	19%	19%	22%	22%	21%	17%	23%	25%	22%	31%	19%	26%	22%	20%
Neither Agree nor Disagree	33%	33%	36%	33%	27%	37%	37%	34%	29%	28%	34%	31%	26%	35%	25%	32%	37%
Disagree	22%	20%	20%	23%	25%	17%	23%	23%	30%	25%	21%	21%	20%	21%	23%	20%	23%
Strongly Disagree	8%	7%	8%	9%	10%	7%	10%	7%	11%	5%	7%	7%	14%	9%	9%	9%	6%
Don't Know	9%	7%	8%	9%	14%	10%	6%	6%	9%	12%	9%	13%	6%	8%	12%	14%	10%
Total Agree:	28%	33%	28%	26%	24%	30%	25%	30%	21%	30%	29%	28%	34%	26%	32%	25%	24%
Total Disagree:	30%	27%	28%	32%	35%	24%	33%	30%	41%	30%	28%	28%	33%	30%	31%	29%	29%
Net:	-3%	6%	0%	-6%	-12%	6%	-8%	-1%	-19%	1%	1%	1%	1%	-4%	0%	-3%	-6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(94.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	6%	8%	3%	13%	8%	7%	4%	2%	2%	5%	6%	9%	6%	4%	4%	3%	7%
Agree	22%	25%	19%	27%	24%	28%	20%	15%	19%	23%	21%	24%	21%	25%	20%	19%	25%
Neither Agree nor Disagree	33%	32%	33%	26%	33%	34%	36%	31%	33%	32%	34%	32%	35%	29%	32%	35%	26%
Disagree	22%	19%	26%	18%	16%	17%	25%	31%	27%	23%	21%	19%	22%	20%	23%	24%	28%
Strongly Disagree	8%	9%	8%	6%	9%	5%	8%	11%	10%	9%	8%	6%	8%	12%	9%	10%	3%
Don't Know	9%	7%	11%	10%	11%	9%	8%	10%	9%	8%	11%	9%	7%	10%	12%	9%	11%
Total Agree:	28%	34%	22%	40%	32%	35%	23%	17%	22%	29%	27%	33%	27%	30%	24%	22%	32%
Total Disagree:	30%	27%	33%	24%	25%	22%	33%	42%	36%	32%	28%	25%	31%	32%	32%	34%	30%
Net:	-3%	6%	-11%	17%	7%	13%	-10%	-25%	-15%	-3%	-2%	8%	-4%	-2%	-8%	-12%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(94.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	6%	3%	6%	5%	13%	7%	5%	13%	5%	7%	3%	5%	9%	4%	5%	5%	4%
Agree	22%	18%	21%	26%	31%	26%	21%	28%	19%	25%	23%	23%	24%	24%	15%	21%	22%
Neither Agree nor Disagree	33%	32%	31%	33%	29%	33%	33%	31%	34%	32%	34%	36%	26%	38%	26%	34%	36%
Disagree	22%	27%	23%	21%	14%	11%	24%	10%	25%	21%	17%	22%	23%	24%	38%	18%	24%
Strongly Disagree	8%	10%	9%	7%	4%	9%	9%	4%	11%	6%	8%	8%	10%	4%	14%	8%	7%
Don't Know	9%	11%	9%	8%	8%	14%	9%	15%	6%	10%	15%	7%	9%	7%	2%	15%	8%
Total Agree:	28%	21%	27%	31%	44%	33%	26%	41%	23%	32%	26%	27%	32%	28%	19%	25%	26%
Total Disagree:	30%	36%	32%	28%	18%	20%	32%	14%	36%	27%	25%	30%	33%	27%	52%	26%	30%
Net:	-3%	-15%	-5%	3%	26%	12%	-6%	27%	-13%	4%	2%	-3%	0%	0%	-33%	0%	-4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(94.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve conditions for workers

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	6%	7%	5%	7%	3%	7%	5%	6%	7%	7%	4%	6%	3%	3%	7%	11%
Agree	22%	26%	21%	27%	15%	22%	21%	23%	24%	23%	18%	30%	13%	20%	27%	28%
Neither Agree nor Disagree	33%	31%	33%	28%	39%	29%	32%	36%	30%	30%	40%	21%	39%	28%	31%	32%
Disagree	22%	20%	23%	23%	20%	25%	26%	18%	20%	25%	15%	24%	21%	28%	22%	17%
Strongly Disagree	8%	8%	9%	9%	6%	10%	10%	6%	8%	8%	7%	14%	9%	9%	8%	7%
Don't Know	9%	7%	10%	5%	15%	7%	7%	10%	12%	6%	16%	5%	15%	11%	6%	4%
Total Agree:	28%	33%	26%	35%	19%	30%	26%	29%	31%	30%	22%	36%	16%	23%	34%	39%
Total Disagree:	30%	29%	31%	32%	27%	35%	35%	25%	27%	34%	22%	38%	30%	37%	29%	25%
Net:	-3%	4%	-6%	3%	-8%	-5%	-10%	4%	3%	-4%	0%	-1%	-14%	-14%	5%	15%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(95.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	5%	9%	2%	5%	3%	7%	4%	6%	3%	6%	5%	6%	2%	3%	6%	11%	13%
Agree	21%	6%	17%	23%	14%	27%	19%	20%	19%	22%	26%	22%	26%	16%	25%	23%	25%
Neither Agree nor Disagree	33%	35%	30%	33%	37%	28%	31%	31%	35%	25%	32%	38%	42%	36%	38%	48%	24%
Disagree	22%	23%	26%	23%	23%	21%	22%	21%	22%	31%	24%	23%	17%	23%	18%	13%	24%
Strongly Disagree	9%	6%	9%	6%	12%	8%	15%	12%	14%	8%	8%	5%	8%	9%	3%	0%	9%
Don't Know	9%	21%	16%	10%	11%	9%	10%	10%	7%	7%	5%	6%	6%	12%	10%	5%	4%
Total Agree:	26%	16%	19%	28%	17%	35%	23%	26%	22%	28%	31%	28%	27%	19%	30%	34%	39%
Total Disagree:	32%	28%	34%	29%	35%	29%	37%	33%	36%	39%	33%	28%	25%	32%	21%	13%	33%
Net:	-6%	-13%	-15%	-1%	-18%	6%	-15%	-7%	-14%	-11%	-2%	0%	3%	-12%	9%	22%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(95.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	5%	6%	5%	5%	4%	6%	4%	5%	2%	7%	4%	6%	5%	8%	6%	5%	4%
Agree	21%	24%	19%	20%	19%	24%	21%	20%	22%	15%	26%	19%	21%	17%	21%	18%	17%
Neither Agree nor Disagree	33%	35%	35%	31%	31%	36%	34%	36%	30%	32%	32%	35%	31%	35%	31%	26%	36%
Disagree	22%	20%	23%	23%	24%	18%	24%	22%	22%	29%	21%	19%	26%	22%	21%	28%	27%
Strongly Disagree	9%	7%	8%	12%	10%	7%	9%	11%	14%	7%	7%	8%	10%	12%	10%	8%	9%
Don't Know	9%	8%	9%	9%	11%	9%	7%	5%	10%	11%	10%	13%	8%	7%	11%	16%	8%
Total Agree:	26%	30%	24%	25%	23%	30%	25%	26%	24%	21%	31%	25%	26%	24%	27%	22%	20%
Total Disagree:	32%	27%	31%	35%	34%	25%	33%	33%	36%	36%	27%	27%	35%	34%	31%	36%	36%
Net:	-6%	3%	-7%	-10%	-11%	5%	-8%	-7%	-12%	-15%	3%	-3%	-9%	-9%	-5%	-14%	-15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(95.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	5%	7%	3%	11%	6%	7%	3%	2%	2%	5%	5%	8%	5%	5%	3%	2%	7%
Agree	21%	24%	17%	30%	26%	24%	15%	13%	16%	20%	21%	26%	18%	20%	19%	20%	24%
Neither Agree nor Disagree	33%	33%	33%	23%	28%	34%	44%	33%	36%	32%	35%	31%	38%	29%	33%	33%	27%
Disagree	22%	19%	26%	19%	19%	20%	20%	30%	26%	24%	21%	20%	23%	23%	22%	25%	27%
Strongly Disagree	9%	10%	9%	8%	10%	6%	10%	12%	11%	10%	9%	8%	8%	11%	10%	12%	4%
Don't Know	9%	6%	12%	9%	11%	9%	8%	10%	9%	8%	10%	7%	7%	11%	12%	9%	11%
Total Agree:	26%	32%	20%	42%	33%	31%	18%	15%	19%	26%	26%	34%	23%	25%	22%	22%	31%
Total Disagree:	32%	28%	35%	27%	29%	26%	30%	42%	37%	34%	29%	28%	32%	34%	32%	37%	31%
Net:	-6%	3%	-15%	15%	4%	5%	-12%	-27%	-18%	-8%	-4%	7%	-9%	-9%	-9%	-15%	0%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(95.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	5%	4%	6%	4%	10%	24%	4%	12%	4%	6%	4%	5%	7%	3%	7%	3%	4%
Agree	21%	15%	21%	23%	32%	8%	20%	28%	17%	22%	23%	20%	23%	23%	13%	22%	22%
Neither Agree nor Disagree	33%	32%	30%	35%	33%	36%	33%	32%	34%	34%	34%	38%	27%	40%	20%	32%	33%
Disagree	22%	26%	26%	22%	12%	6%	24%	12%	26%	21%	17%	21%	25%	20%	45%	21%	25%
Strongly Disagree	9%	12%	9%	9%	5%	12%	10%	4%	11%	8%	9%	9%	10%	6%	13%	8%	8%
Don't Know	9%	11%	9%	8%	8%	14%	9%	11%	7%	9%	13%	7%	9%	8%	3%	14%	9%
Total Agree:	26%	19%	27%	27%	42%	32%	24%	40%	22%	28%	26%	25%	30%	26%	20%	25%	25%
Total Disagree:	32%	38%	34%	31%	17%	18%	34%	16%	37%	29%	26%	31%	35%	26%	58%	30%	33%
Net:	-6%	-19%	-8%	-4%	25%	14%	-10%	24%	-15%	-2%	0%	-6%	-5%	1%	-38%	-5%	-7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(95.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Improve the wellbeing of workers

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	5%	7%	4%	7%	3%	5%	4%	6%	6%	6%	5%	3%	3%	3%	5%	11%
Agree	21%	23%	19%	24%	15%	24%	19%	20%	23%	22%	16%	27%	12%	19%	24%	29%
Neither Agree nor Disagree	33%	30%	34%	29%	41%	28%	34%	36%	30%	30%	42%	24%	38%	33%	30%	33%
Disagree	22%	22%	23%	24%	20%	26%	24%	21%	21%	25%	17%	22%	23%	24%	25%	16%
Strongly Disagree	9%	10%	9%	10%	7%	11%	10%	8%	9%	10%	6%	19%	9%	10%	10%	8%
Don't Know	9%	7%	10%	6%	14%	7%	8%	9%	11%	7%	15%	4%	15%	10%	6%	4%
Total Agree:	26%	31%	23%	31%	18%	29%	23%	26%	29%	28%	20%	30%	15%	22%	30%	39%
Total Disagree:	32%	32%	32%	34%	27%	37%	35%	29%	30%	35%	23%	41%	32%	34%	34%	24%
Net:	-6%	-1%	-9%	-3%	-9%	-8%	-11%	-2%	0%	-7%	-2%	-12%	-18%	-12%	-5%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(96.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	6%	6%	3%	4%	4%	8%	5%	8%	5%	2%	4%	5%	3%	8%	8%	8%	14%
Agree	19%	22%	17%	19%	15%	19%	17%	20%	17%	24%	26%	21%	27%	19%	13%	27%	22%
Neither Agree nor Disagree	32%	38%	34%	38%	24%	31%	31%	32%	36%	29%	25%	33%	38%	36%	41%	51%	28%
Disagree	26%	12%	21%	24%	32%	24%	29%	24%	26%	34%	27%	31%	22%	17%	19%	12%	24%
Strongly Disagree	9%	3%	12%	7%	13%	10%	10%	7%	11%	4%	12%	6%	5%	7%	6%	0%	6%
Don't Know	8%	20%	13%	9%	12%	8%	9%	8%	6%	7%	5%	3%	5%	12%	13%	3%	5%
Total Agree:	25%	28%	20%	23%	19%	28%	22%	28%	22%	26%	30%	26%	30%	27%	21%	34%	36%
Total Disagree:	35%	15%	33%	31%	45%	34%	39%	31%	37%	38%	40%	38%	27%	24%	25%	12%	30%
Net:	-10%	13%	-13%	-8%	-26%	-6%	-17%	-3%	-15%	-12%	-10%	-11%	3%	3%	-3%	22%	6%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(96.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	6%	7%	5%	7%	4%	8%	3%	7%	5%	8%	6%	6%	4%	7%	5%	4%	2%
Agree	19%	22%	19%	19%	16%	22%	22%	18%	17%	18%	21%	17%	14%	21%	14%	13%	24%
Neither Agree nor Disagree	32%	33%	35%	27%	34%	33%	32%	35%	32%	23%	35%	31%	32%	34%	35%	32%	27%
Disagree	26%	24%	26%	29%	25%	24%	29%	29%	22%	35%	20%	25%	32%	21%	25%	29%	27%
Strongly Disagree	9%	7%	8%	9%	10%	5%	7%	8%	16%	8%	8%	10%	10%	8%	9%	8%	12%
Don't Know	8%	7%	8%	8%	11%	8%	7%	4%	8%	7%	10%	12%	9%	8%	11%	14%	7%
Total Agree:	25%	29%	23%	26%	20%	30%	25%	25%	22%	26%	27%	23%	18%	28%	19%	17%	26%
Total Disagree:	35%	31%	34%	39%	35%	29%	37%	36%	38%	43%	28%	34%	41%	30%	34%	37%	39%
Net:	-10%	-2%	-11%	-13%	-14%	1%	-12%	-12%	-16%	-16%	-1%	-12%	-24%	-2%	-15%	-20%	-13%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(96.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	6%	8%	4%	13%	10%	8%	3%	1%	2%	6%	5%	11%	6%	5%	3%	1%	5%
Agree	19%	21%	17%	31%	23%	22%	15%	12%	13%	18%	20%	22%	18%	18%	19%	13%	25%
Neither Agree nor Disagree	32%	33%	32%	24%	29%	36%	38%	30%	35%	33%	32%	31%	36%	32%	29%	34%	28%
Disagree	26%	23%	29%	17%	23%	22%	28%	33%	31%	27%	24%	22%	27%	26%	26%	31%	22%
Strongly Disagree	9%	9%	8%	6%	6%	4%	11%	13%	11%	8%	9%	7%	7%	9%	11%	12%	6%
Don't Know	8%	6%	10%	9%	9%	9%	6%	10%	9%	7%	10%	7%	6%	10%	11%	10%	13%
Total Agree:	25%	28%	21%	44%	33%	30%	17%	13%	15%	24%	25%	33%	24%	23%	23%	14%	31%
Total Disagree:	35%	32%	37%	23%	29%	26%	38%	46%	42%	36%	33%	29%	35%	34%	37%	42%	29%
Net:	-10%	-4%	-16%	20%	3%	3%	-21%	-33%	-27%	-11%	-8%	4%	-11%	-11%	-15%	-29%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(96.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	6%	4%	5%	6%	12%	15%	4%	17%	4%	7%	5%	5%	8%	1%	2%	6%	4%
Agree	19%	16%	19%	21%	31%	21%	18%	26%	16%	21%	21%	19%	20%	21%	14%	19%	20%
Neither Agree nor Disagree	32%	32%	30%	33%	30%	35%	33%	27%	34%	31%	35%	36%	27%	38%	18%	33%	34%
Disagree	26%	26%	30%	25%	16%	13%	27%	15%	28%	26%	20%	27%	28%	24%	29%	22%	27%
Strongly Disagree	9%	12%	9%	8%	3%	5%	9%	4%	11%	7%	7%	8%	8%	8%	27%	7%	9%
Don't Know	8%	10%	8%	7%	8%	11%	8%	11%	7%	8%	12%	6%	8%	8%	10%	13%	6%
Total Agree:	25%	19%	24%	27%	43%	36%	22%	43%	20%	27%	26%	24%	29%	22%	15%	25%	25%
Total Disagree:	35%	38%	39%	32%	19%	18%	36%	19%	39%	33%	27%	34%	36%	32%	56%	29%	35%
Net:	-10%	-19%	-15%	-5%	24%	18%	-14%	24%	-19%	-6%	-1%	-10%	-7%	-10%	-41%	-4%	-11%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(96.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more interesting

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	6%	7%	5%	8%	3%	7%	6%	5%	7%	6%	4%	6%	2%	4%	7%	11%
Agree	19%	23%	17%	26%	11%	18%	19%	18%	20%	22%	14%	18%	10%	19%	21%	29%
Neither Agree nor Disagree	32%	31%	34%	27%	40%	29%	31%	34%	32%	27%	43%	28%	38%	32%	29%	31%
Disagree	26%	26%	26%	26%	25%	27%	27%	27%	23%	29%	19%	31%	25%	29%	29%	19%
Strongly Disagree	9%	8%	9%	9%	8%	12%	10%	7%	9%	9%	6%	14%	9%	8%	10%	7%
Don't Know	8%	6%	9%	5%	13%	7%	8%	9%	10%	6%	14%	3%	16%	8%	5%	4%
Total Agree:	25%	30%	22%	33%	14%	25%	24%	23%	27%	28%	18%	24%	11%	23%	28%	40%
Total Disagree:	35%	33%	36%	35%	32%	39%	37%	34%	32%	38%	25%	45%	34%	37%	38%	26%
Net:	-10%	-3%	-14%	-2%	-18%	-14%	-12%	-11%	-5%	-10%	-7%	-20%	-23%	-14%	-11%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(97.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	9%	12%	7%	7%	5%	7%	7%	9%	8%	8%	12%	11%	17%	11%	14%	15%	12%
Agree	34%	21%	21%	32%	34%	33%	35%	36%	30%	40%	35%	38%	24%	31%	38%	48%	46%
Neither Agree nor Disagree	33%	31%	38%	30%	35%	34%	28%	26%	42%	29%	34%	31%	36%	33%	22%	30%	30%
Disagree	14%	17%	14%	17%	11%	16%	14%	16%	12%	16%	12%	12%	12%	11%	16%	2%	7%
Strongly Disagree	3%	0%	3%	4%	5%	4%	6%	4%	3%	2%	1%	3%	1%	5%	3%	0%	0%
Don't Know	8%	18%	17%	10%	10%	6%	10%	8%	5%	6%	5%	6%	9%	10%	7%	5%	6%
Total Agree:	42%	33%	28%	40%	39%	40%	42%	45%	38%	48%	47%	48%	41%	42%	52%	63%	57%
Total Disagree:	17%	17%	17%	21%	16%	20%	20%	20%	15%	17%	13%	15%	14%	15%	19%	2%	7%
Net:	25%	16%	11%	19%	23%	20%	22%	25%	23%	31%	35%	33%	27%	26%	34%	60%	50%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(97.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	9%	11%	9%	6%	8%	11%	8%	11%	7%	11%	4%	10%	5%	10%	7%	8%	8%
Agree	34%	42%	34%	30%	27%	33%	31%	39%	29%	34%	43%	35%	33%	32%	32%	30%	31%
Neither Agree nor Disagree	33%	29%	34%	35%	34%	35%	36%	31%	36%	28%	25%	27%	30%	36%	33%	33%	34%
Disagree	14%	11%	12%	15%	17%	10%	15%	11%	16%	15%	14%	15%	19%	11%	14%	14%	14%
Strongly Disagree	3%	2%	3%	5%	4%	3%	3%	3%	5%	3%	4%	2%	3%	4%	4%	3%	5%
Don't Know	8%	5%	9%	8%	11%	8%	7%	5%	7%	9%	10%	11%	10%	7%	10%	12%	8%
Total Agree:	42%	53%	43%	36%	34%	44%	39%	50%	36%	45%	47%	45%	38%	41%	39%	38%	39%
Total Disagree:	17%	14%	15%	20%	21%	14%	18%	14%	21%	18%	18%	17%	22%	15%	19%	17%	19%
Net:	25%	39%	28%	17%	14%	30%	21%	36%	15%	27%	28%	29%	15%	26%	21%	21%	20%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(97.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	9%	12%	5%	16%	9%	8%	8%	4%	6%	8%	9%	13%	8%	7%	7%	7%	8%
Agree	34%	39%	28%	32%	31%	35%	28%	37%	38%	35%	32%	32%	35%	33%	34%	33%	34%
Neither Agree nor Disagree	33%	30%	35%	24%	32%	31%	39%	33%	35%	32%	33%	31%	34%	35%	31%	32%	32%
Disagree	14%	9%	18%	14%	14%	15%	16%	14%	10%	14%	13%	12%	14%	13%	13%	16%	14%
Strongly Disagree	3%	3%	4%	5%	3%	3%	3%	5%	2%	3%	4%	3%	3%	4%	5%	4%	1%
Don't Know	8%	6%	11%	9%	11%	9%	7%	7%	8%	7%	9%	10%	6%	7%	10%	8%	11%
Total Agree:	42%	51%	33%	48%	40%	43%	36%	41%	44%	43%	40%	44%	43%	40%	41%	40%	42%
Total Disagree:	17%	12%	22%	19%	17%	18%	19%	18%	13%	17%	17%	15%	17%	17%	18%	20%	15%
Net:	25%	39%	11%	29%	23%	25%	17%	23%	32%	26%	23%	29%	26%	23%	22%	20%	27%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(97.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	9%	6%	9%	9%	13%	16%	7%	18%	8%	9%	5%	8%	11%	8%	7%	5%	8%
Agree	34%	30%	31%	34%	46%	34%	34%	30%	32%	37%	30%	38%	30%	43%	30%	27%	36%
Neither Agree nor Disagree	33%	33%	34%	32%	26%	28%	33%	31%	33%	32%	34%	32%	31%	31%	27%	36%	34%
Disagree	14%	17%	16%	14%	7%	8%	14%	8%	16%	12%	12%	13%	15%	9%	24%	15%	13%
Strongly Disagree	3%	4%	3%	4%	0%	2%	4%	3%	5%	2%	4%	3%	4%	2%	8%	3%	2%
Don't Know	8%	9%	8%	7%	8%	11%	8%	11%	6%	8%	14%	5%	8%	7%	5%	15%	6%
Total Agree:	42%	36%	40%	43%	59%	50%	41%	47%	40%	46%	35%	46%	42%	51%	37%	32%	44%
Total Disagree:	17%	21%	19%	18%	8%	11%	18%	11%	20%	14%	16%	16%	19%	11%	32%	18%	15%
Net:	25%	15%	21%	26%	51%	39%	23%	37%	20%	32%	19%	30%	23%	40%	5%	14%	29%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(97.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Make work more safe

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	9%	9%	8%	10%	6%	9%	7%	9%	11%	10%	6%	8%	3%	6%	11%	14%
Agree	34%	36%	33%	39%	25%	39%	31%	36%	35%	36%	27%	37%	21%	32%	40%	43%
Neither Agree nor Disagree	33%	32%	32%	28%	40%	26%	35%	32%	30%	30%	39%	24%	40%	33%	28%	29%
Disagree	14%	13%	14%	15%	12%	15%	16%	11%	12%	14%	11%	22%	15%	17%	13%	9%
Strongly Disagree	3%	4%	4%	4%	3%	4%	4%	3%	3%	4%	2%	7%	4%	4%	3%	2%
Don't Know	8%	6%	9%	4%	14%	7%	8%	9%	9%	6%	14%	2%	17%	7%	5%	3%
Total Agree:	42%	45%	41%	49%	31%	48%	38%	46%	46%	46%	33%	45%	25%	38%	51%	57%
Total Disagree:	17%	17%	17%	18%	15%	19%	20%	14%	15%	18%	13%	29%	19%	21%	16%	11%
Net:	25%	29%	24%	31%	16%	29%	18%	32%	31%	29%	20%	15%	6%	17%	34%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(98.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	16%	21%	26%	17%	16%	13%	17%	15%	19%	16%	14%	15%	8%	12%	12%	18%	19%
Agree	35%	32%	27%	33%	36%	40%	36%	38%	32%	38%	41%	34%	43%	28%	19%	31%	39%
Neither Agree nor Disagree	28%	27%	23%	29%	23%	25%	28%	22%	31%	27%	27%	27%	33%	35%	44%	40%	27%
Disagree	10%	8%	6%	10%	10%	9%	8%	13%	12%	11%	12%	17%	8%	7%	9%	7%	5%
Strongly Disagree	3%	0%	4%	3%	2%	3%	1%	3%	3%	3%	2%	2%	2%	7%	9%	3%	8%
Don't Know	9%	12%	14%	9%	12%	9%	9%	8%	4%	6%	4%	6%	6%	11%	7%	0%	2%
Total Agree:	51%	53%	53%	49%	52%	54%	53%	54%	51%	53%	55%	48%	51%	40%	31%	49%	58%
Total Disagree:	13%	8%	10%	13%	12%	12%	9%	16%	14%	14%	14%	19%	10%	14%	18%	10%	13%
Net:	38%	45%	43%	36%	40%	41%	44%	37%	37%	40%	40%	29%	41%	26%	13%	39%	46%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(98.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	16%	14%	14%	17%	18%	17%	13%	15%	21%	16%	16%	11%	12%	17%	16%	17%	20%
Agree	35%	33%	35%	37%	35%	31%	36%	32%	34%	37%	37%	33%	47%	34%	35%	37%	32%
Neither Agree nor Disagree	28%	31%	30%	27%	23%	31%	30%	29%	27%	22%	19%	32%	20%	28%	32%	29%	28%
Disagree	10%	12%	11%	8%	9%	9%	11%	13%	9%	11%	13%	11%	12%	9%	7%	7%	11%
Strongly Disagree	3%	3%	2%	3%	3%	3%	2%	4%	3%	1%	3%	3%	2%	4%	3%	1%	1%
Don't Know	9%	6%	8%	8%	13%	8%	8%	7%	6%	12%	11%	11%	7%	8%	8%	10%	7%
Total Agree:	51%	48%	49%	54%	52%	48%	50%	47%	55%	54%	53%	44%	59%	51%	51%	53%	52%
Total Disagree:	13%	15%	13%	11%	12%	12%	13%	17%	11%	12%	17%	14%	14%	13%	10%	8%	13%
Net:	38%	33%	36%	43%	41%	36%	36%	30%	44%	42%	36%	30%	45%	38%	41%	45%	40%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(98.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	16%	17%	15%	20%	19%	12%	14%	16%	15%	16%	16%	20%	14%	18%	14%	17%	10%
Agree	35%	33%	37%	38%	34%	32%	37%	32%	36%	36%	34%	35%	38%	33%	32%	36%	33%
Neither Agree nor Disagree	28%	29%	27%	21%	28%	32%	30%	29%	26%	27%	28%	28%	30%	25%	26%	29%	27%
Disagree	10%	12%	9%	7%	8%	12%	9%	12%	12%	11%	9%	9%	9%	13%	12%	9%	11%
Strongly Disagree	3%	4%	2%	4%	2%	4%	2%	3%	2%	3%	3%	2%	2%	4%	3%	3%	4%
Don't Know	9%	6%	11%	10%	9%	9%	8%	8%	8%	7%	10%	7%	7%	8%	12%	8%	14%
Total Agree:	51%	49%	52%	58%	53%	43%	51%	48%	52%	52%	50%	55%	52%	50%	47%	52%	43%
Total Disagree:	13%	16%	10%	12%	10%	16%	11%	15%	15%	14%	12%	11%	11%	17%	15%	11%	15%
Net:	38%	34%	42%	47%	42%	27%	41%	33%	37%	38%	38%	44%	41%	33%	32%	41%	28%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(98.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	16%	16%	16%	14%	13%	27%	16%	14%	19%	14%	13%	15%	19%	8%	31%	14%	11%
Agree	35%	40%	38%	34%	32%	34%	36%	30%	35%	35%	34%	34%	36%	35%	33%	32%	38%
Neither Agree nor Disagree	28%	24%	25%	29%	37%	20%	28%	29%	27%	30%	27%	28%	26%	35%	19%	29%	30%
Disagree	10%	6%	10%	13%	9%	8%	11%	7%	11%	10%	9%	12%	8%	14%	12%	8%	11%
Strongly Disagree	3%	3%	2%	3%	3%	0%	2%	7%	3%	3%	2%	3%	4%	2%	2%	1%	2%
Don't Know	9%	11%	7%	7%	7%	11%	8%	13%	7%	8%	15%	7%	8%	7%	3%	16%	8%
Total Agree:	51%	56%	55%	49%	44%	61%	52%	44%	53%	49%	47%	50%	55%	43%	64%	45%	49%
Total Disagree:	13%	9%	13%	15%	11%	8%	13%	14%	13%	13%	11%	15%	12%	16%	14%	9%	13%
Net:	38%	48%	42%	34%	33%	54%	39%	30%	40%	36%	36%	35%	44%	27%	50%	36%	36%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(98.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Undermine workers rights

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	16%	16%	15%	19%	12%	14%	17%	14%	16%	19%	11%	15%	12%	17%	16%	19%
Agree	35%	38%	34%	40%	29%	33%	35%	34%	36%	40%	26%	32%	30%	37%	36%	37%
Neither Agree nor Disagree	28%	27%	28%	24%	34%	23%	28%	28%	27%	23%	37%	26%	32%	24%	27%	27%
Disagree	10%	10%	10%	10%	7%	21%	10%	12%	9%	11%	8%	15%	8%	10%	12%	11%
Strongly Disagree	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	6%	3%	3%	3%	2%
Don't Know	9%	6%	9%	5%	14%	5%	8%	8%	10%	5%	15%	6%	16%	9%	5%	3%
Total Agree:	51%	54%	50%	59%	41%	48%	52%	48%	52%	58%	37%	47%	42%	55%	52%	56%
Total Disagree:	13%	13%	13%	12%	10%	24%	13%	16%	11%	13%	11%	21%	10%	13%	15%	14%
Net:	38%	41%	37%	47%	31%	23%	39%	32%	41%	45%	26%	26%	31%	42%	37%	42%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(99.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	5%	3%	6%	5%	3%	5%	2%	6%	1%	4%	5%	5%	3%	3%	11%	9%	13%
Agree	18%	9%	14%	16%	13%	22%	18%	14%	17%	21%	25%	21%	21%	18%	23%	29%	19%
Neither Agree nor Disagree	36%	49%	37%	38%	36%	36%	35%	33%	36%	34%	36%	33%	42%	41%	22%	36%	34%
Disagree	22%	15%	14%	19%	23%	19%	23%	26%	24%	25%	20%	28%	22%	18%	32%	22%	19%
Strongly Disagree	6%	0%	6%	5%	8%	4%	8%	8%	10%	4%	7%	4%	4%	6%	0%	0%	10%
Don't Know	14%	24%	23%	17%	17%	14%	15%	12%	12%	12%	6%	9%	8%	13%	13%	5%	5%
Total Agree:	22%	12%	20%	21%	16%	27%	20%	20%	18%	25%	29%	26%	24%	21%	34%	37%	32%
Total Disagree:	28%	15%	20%	24%	31%	23%	30%	35%	34%	29%	28%	31%	27%	24%	32%	22%	30%
Net:	-6%	-3%	0%	-4%	-15%	4%	-10%	-15%	-15%	-4%	2%	-5%	-3%	-3%	2%	16%	2%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(99.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	5%	6%	4%	4%	5%	6%	2%	6%	4%	6%	2%	5%	3%	6%	4%	2%	6%
Agree	18%	22%	17%	18%	13%	21%	16%	18%	13%	19%	22%	15%	21%	18%	16%	20%	9%
Neither Agree nor Disagree	36%	34%	36%	35%	39%	38%	39%	34%	40%	30%	37%	36%	26%	38%	28%	41%	43%
Disagree	22%	25%	23%	23%	18%	17%	24%	25%	20%	27%	17%	22%	30%	19%	30%	18%	21%
Strongly Disagree	6%	5%	6%	6%	6%	4%	7%	6%	6%	5%	6%	4%	7%	7%	6%	5%	11%
Don't Know	14%	9%	14%	13%	19%	13%	13%	10%	16%	13%	16%	17%	12%	12%	15%	14%	10%
Total Agree:	22%	28%	21%	22%	18%	28%	17%	24%	17%	25%	24%	21%	24%	24%	20%	22%	15%
Total Disagree:	28%	30%	29%	29%	24%	21%	31%	31%	27%	32%	22%	26%	37%	26%	37%	24%	31%
Net:	-6%	-2%	-8%	-8%	-6%	6%	-14%	-7%	-9%	-7%	1%	-6%	-13%	-2%	-17%	-2%	-16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(99.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	5%	6%	3%	12%	7%	5%	2%	1%	1%	4%	5%	9%	4%	3%	3%	2%	6%
Agree	18%	21%	14%	23%	25%	22%	12%	13%	12%	17%	19%	21%	17%	22%	16%	11%	22%
Neither Agree nor Disagree	36%	36%	37%	30%	30%	38%	43%	36%	39%	38%	34%	33%	39%	35%	37%	36%	34%
Disagree	22%	21%	23%	15%	19%	19%	26%	25%	28%	23%	22%	20%	24%	20%	20%	29%	20%
Strongly Disagree	6%	6%	5%	4%	5%	3%	7%	9%	7%	6%	6%	5%	4%	8%	7%	8%	1%
Don't Know	14%	9%	17%	16%	14%	13%	9%	16%	14%	12%	15%	12%	12%	12%	16%	15%	17%
Total Agree:	22%	27%	17%	35%	32%	27%	15%	14%	13%	21%	24%	30%	21%	24%	19%	12%	28%
Total Disagree:	28%	28%	29%	19%	24%	22%	33%	34%	34%	29%	27%	25%	28%	28%	28%	37%	22%
Net:	-6%	0%	-12%	16%	8%	6%	-18%	-21%	-21%	-8%	-4%	5%	-7%	-4%	-9%	-25%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(99.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	5%	4%	3%	4%	9%	16%	3%	13%	4%	5%	4%	4%	6%	2%	5%	5%	2%
Agree	18%	14%	18%	22%	25%	16%	18%	17%	15%	21%	16%	18%	20%	22%	17%	14%	21%
Neither Agree nor Disagree	36%	40%	34%	33%	34%	33%	36%	37%	38%	34%	39%	39%	32%	36%	27%	37%	34%
Disagree	22%	17%	25%	24%	18%	13%	23%	14%	24%	23%	17%	22%	22%	28%	27%	20%	24%
Strongly Disagree	6%	7%	6%	7%	3%	9%	6%	3%	7%	5%	7%	6%	6%	3%	15%	5%	5%
Don't Know	14%	18%	14%	10%	10%	14%	13%	16%	12%	12%	17%	11%	14%	10%	9%	19%	13%
Total Agree:	22%	18%	21%	26%	34%	32%	21%	31%	18%	26%	20%	22%	26%	23%	22%	19%	23%
Total Disagree:	28%	24%	31%	31%	21%	22%	30%	16%	31%	28%	24%	28%	28%	31%	42%	25%	30%
Net:	-6%	-6%	-9%	-5%	13%	10%	-8%	14%	-13%	-2%	-4%	-6%	-2%	-7%	-20%	-6%	-7%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(99.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Give workers more autonomy

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	5%	5%	4%	6%	2%	5%	4%	4%	6%	5%	3%	6%	1%	3%	5%	11%
Agree	18%	20%	17%	24%	11%	14%	16%	19%	18%	18%	15%	21%	8%	19%	19%	28%
Neither Agree nor Disagree	36%	36%	36%	33%	40%	34%	36%	36%	36%	34%	43%	26%	44%	32%	36%	31%
Disagree	22%	22%	23%	21%	21%	28%	23%	23%	20%	24%	17%	29%	19%	25%	25%	20%
Strongly Disagree	6%	6%	6%	6%	5%	8%	6%	5%	6%	7%	4%	8%	5%	6%	7%	5%
Don't Know	14%	11%	15%	9%	21%	11%	14%	12%	14%	12%	18%	10%	23%	16%	9%	6%
Total Agree:	22%	25%	21%	30%	14%	19%	20%	24%	24%	23%	19%	27%	9%	21%	23%	39%
Total Disagree:	28%	28%	29%	28%	25%	36%	29%	28%	26%	31%	20%	37%	24%	31%	32%	24%
Net:	-6%	-3%	-8%	2%	-11%	-17%	-9%	-4%	-2%	-8%	-1%	-10%	-15%	-10%	-8%	14%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(100.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	28%	33%	29%	30%	30%	30%	31%	31%	35%	27%	31%	24%	23%	23%	12%	16%	18%
Agree	44%	27%	38%	43%	43%	43%	43%	42%	42%	44%	43%	55%	47%	41%	61%	51%	53%
Neither Agree nor Disagree	15%	19%	15%	17%	13%	16%	14%	16%	11%	15%	15%	14%	17%	22%	17%	27%	16%
Disagree	5%	9%	6%	4%	4%	6%	5%	6%	6%	9%	6%	3%	6%	5%	0%	5%	4%
Strongly Disagree	2%	0%	4%	2%	4%	1%	1%	2%	2%	2%	0%	1%	0%	7%	3%	2%	4%
Don't Know	5%	12%	8%	5%	7%	4%	6%	3%	3%	3%	4%	3%	6%	3%	7%	0%	4%
Total Agree:	72%	60%	67%	72%	73%	73%	74%	72%	77%	72%	75%	79%	70%	64%	73%	67%	72%
Total Disagree:	7%	9%	10%	6%	8%	7%	7%	8%	8%	10%	6%	4%	6%	11%	3%	7%	8%
Net:	65%	51%	57%	67%	65%	66%	67%	64%	69%	61%	68%	76%	64%	53%	70%	60%	63%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(100.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	28%	24%	26%	34%	30%	23%	27%	30%	31%	31%	27%	25%	32%	33%	31%	28%	25%
Agree	44%	50%	48%	38%	39%	40%	51%	45%	44%	48%	46%	45%	42%	39%	44%	41%	42%
Neither Agree nor Disagree	15%	16%	15%	14%	17%	21%	12%	15%	16%	11%	12%	15%	18%	18%	12%	14%	21%
Disagree	5%	6%	5%	6%	4%	9%	4%	4%	3%	5%	6%	5%	1%	3%	8%	7%	3%
Strongly Disagree	2%	2%	2%	2%	3%	1%	2%	3%	2%	1%	3%	2%	2%	4%	1%	2%	2%
Don't Know	5%	3%	4%	6%	7%	6%	4%	3%	4%	4%	6%	7%	4%	3%	5%	9%	7%
Total Agree:	72%	74%	74%	72%	69%	63%	78%	75%	75%	79%	73%	71%	74%	72%	74%	68%	67%
Total Disagree:	7%	7%	7%	8%	7%	11%	6%	7%	5%	6%	9%	7%	3%	7%	9%	9%	6%
Net:	65%	66%	67%	64%	62%	52%	71%	68%	70%	73%	64%	64%	72%	65%	66%	59%	61%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(100.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	28%	29%	28%	29%	29%	25%	25%	34%	28%	30%	26%	26%	26%	31%	31%	32%	26%
Agree	44%	43%	45%	37%	42%	42%	50%	44%	47%	43%	45%	41%	49%	40%	44%	45%	41%
Neither Agree nor Disagree	15%	16%	15%	17%	17%	17%	16%	12%	13%	15%	16%	18%	16%	16%	11%	13%	16%
Disagree	5%	7%	4%	7%	3%	9%	3%	4%	6%	6%	5%	8%	5%	7%	4%	3%	5%
Strongly Disagree	2%	2%	2%	4%	1%	2%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%
Don't Know	5%	4%	6%	6%	6%	5%	4%	4%	4%	4%	5%	5%	3%	4%	7%	4%	8%
Total Agree:	72%	71%	73%	66%	71%	67%	75%	78%	75%	73%	71%	67%	74%	71%	75%	77%	67%
Total Disagree:	7%	9%	6%	10%	5%	11%	4%	6%	8%	8%	7%	10%	6%	10%	6%	5%	8%
Net:	65%	63%	67%	56%	67%	56%	71%	72%	68%	66%	64%	57%	68%	61%	69%	72%	59%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(100.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	28%	30%	29%	26%	25%	16%	28%	29%	32%	25%	29%	28%	33%	23%	41%	25%	25%
Agree	44%	41%	46%	46%	47%	47%	45%	35%	43%	47%	41%	48%	37%	52%	39%	41%	51%
Neither Agree nor Disagree	15%	15%	14%	16%	17%	12%	15%	18%	14%	16%	18%	14%	17%	18%	9%	18%	14%
Disagree	5%	5%	5%	6%	6%	14%	5%	7%	5%	6%	4%	6%	6%	3%	9%	5%	6%
Strongly Disagree	2%	3%	2%	1%	0%	3%	2%	4%	2%	1%	1%	2%	3%	0%	2%	2%	2%
Don't Know	5%	6%	3%	4%	5%	8%	4%	8%	3%	5%	8%	3%	5%	3%	0%	8%	3%
Total Agree:	72%	71%	75%	73%	72%	63%	73%	64%	75%	72%	69%	76%	70%	76%	80%	66%	75%
Total Disagree:	7%	8%	7%	7%	6%	17%	7%	10%	8%	7%	4%	7%	8%	3%	10%	7%	8%
Net:	65%	63%	68%	65%	65%	46%	66%	53%	67%	65%	65%	69%	61%	73%	70%	59%	67%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(100.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Replace workers and eliminate jobs

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	28%	32%	27%	32%	23%	29%	31%	27%	26%	33%	19%	29%	25%	30%	32%	26%
Agree	44%	42%	45%	44%	44%	46%	43%	47%	43%	47%	38%	44%	36%	44%	47%	51%
Neither Agree nor Disagree	15%	15%	16%	14%	17%	13%	15%	15%	17%	10%	25%	15%	19%	16%	12%	14%
Disagree	5%	6%	5%	5%	5%	7%	5%	5%	7%	5%	5%	7%	6%	4%	5%	6%
Strongly Disagree	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	3%	2%	2%	2%
Don't Know	5%	3%	5%	2%	9%	4%	4%	5%	6%	2%	11%	2%	11%	4%	2%	2%
Total Agree:	72%	74%	72%	76%	67%	75%	74%	74%	68%	80%	57%	72%	61%	74%	79%	77%
Total Disagree:	7%	8%	7%	8%	7%	8%	7%	6%	9%	7%	7%	10%	9%	6%	7%	8%
Net:	65%	65%	65%	68%	61%	66%	66%	68%	60%	73%	50%	62%	52%	68%	72%	69%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(101.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	5%	6%	6%	7%	5%	5%	5%	7%	4%	5%	5%	8%	3%	5%	3%	2%	12%
Agree	18%	11%	17%	16%	12%	22%	18%	20%	12%	20%	15%	17%	24%	19%	26%	19%	26%
Neither Agree nor Disagree	37%	43%	38%	40%	33%	34%	40%	33%	42%	35%	43%	31%	34%	36%	30%	48%	32%
Disagree	25%	8%	17%	25%	33%	20%	22%	28%	28%	27%	24%	32%	30%	21%	17%	24%	20%
Strongly Disagree	6%	17%	6%	3%	4%	9%	6%	3%	7%	6%	6%	8%	4%	7%	14%	4%	5%
Don't Know	9%	15%	16%	10%	13%	10%	8%	9%	8%	7%	7%	3%	5%	13%	10%	3%	6%
Total Agree:	23%	17%	23%	22%	17%	27%	24%	28%	15%	25%	20%	25%	27%	23%	29%	22%	38%
Total Disagree:	31%	25%	23%	28%	38%	29%	28%	30%	35%	33%	29%	40%	34%	28%	32%	28%	25%
Net:	-8%	-8%	0%	-6%	-20%	-2%	-4%	-3%	-20%	-8%	-9%	-16%	-7%	-5%	-3%	-6%	12%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(101.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	5%	6%	4%	6%	6%	7%	4%	6%	4%	7%	6%	7%	2%	7%	5%	3%	1%
Agree	18%	18%	18%	19%	16%	20%	17%	16%	19%	19%	22%	15%	20%	12%	16%	18%	22%
Neither Agree nor Disagree	37%	33%	39%	36%	39%	38%	39%	38%	38%	30%	30%	35%	39%	41%	40%	35%	32%
Disagree	25%	30%	25%	23%	21%	22%	28%	28%	22%	30%	23%	25%	20%	23%	27%	24%	32%
Strongly Disagree	6%	7%	5%	7%	4%	5%	5%	6%	7%	5%	8%	5%	8%	10%	2%	6%	5%
Don't Know	9%	7%	8%	10%	13%	9%	7%	7%	11%	9%	10%	13%	11%	7%	11%	14%	8%
Total Agree:	23%	24%	21%	25%	22%	27%	21%	21%	23%	26%	29%	22%	23%	19%	21%	21%	23%
Total Disagree:	31%	37%	31%	30%	25%	27%	33%	33%	29%	35%	31%	30%	28%	33%	29%	30%	36%
Net:	-8%	-13%	-9%	-5%	-3%	0%	-11%	-12%	-6%	-9%	-2%	-8%	-5%	-14%	-8%	-9%	-13%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(101.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	5%	6%	4%	10%	9%	5%	4%	3%	2%	5%	6%	9%	4%	6%	4%	5%	5%
Agree	18%	18%	17%	28%	22%	23%	13%	12%	10%	18%	17%	24%	17%	17%	16%	12%	14%
Neither Agree nor Disagree	37%	34%	40%	28%	35%	36%	43%	41%	38%	37%	37%	37%	39%	30%	32%	42%	42%
Disagree	25%	28%	22%	19%	18%	21%	24%	29%	36%	26%	24%	16%	26%	31%	28%	27%	21%
Strongly Disagree	6%	8%	4%	5%	5%	7%	5%	7%	7%	6%	5%	4%	6%	7%	7%	4%	7%
Don't Know	9%	7%	12%	9%	10%	7%	12%	10%	8%	8%	11%	9%	7%	8%	12%	10%	11%
Total Agree:	23%	24%	22%	39%	32%	28%	17%	14%	12%	23%	23%	33%	21%	23%	21%	17%	19%
Total Disagree:	31%	35%	26%	24%	23%	28%	29%	36%	42%	32%	29%	21%	33%	38%	35%	31%	28%
Net:	-8%	-11%	-5%	15%	9%	0%	-11%	-21%	-31%	-9%	-6%	12%	-12%	-15%	-14%	-13%	-9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(101.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	5%	6%	4%	5%	7%	13%	5%	10%	5%	6%	4%	4%	9%	4%	10%	5%	4%
Agree	18%	17%	21%	18%	20%	34%	17%	22%	16%	19%	18%	17%	21%	16%	18%	17%	17%
Neither Agree nor Disagree	37%	35%	35%	37%	38%	23%	37%	32%	38%	35%	41%	36%	34%	40%	36%	42%	36%
Disagree	25%	25%	24%	29%	22%	16%	26%	17%	26%	27%	17%	30%	22%	29%	29%	17%	30%
Strongly Disagree	6%	4%	6%	6%	6%	0%	6%	7%	6%	6%	5%	7%	5%	6%	5%	4%	6%
Don't Know	9%	12%	10%	5%	7%	14%	9%	13%	8%	8%	15%	7%	9%	5%	2%	16%	8%
Total Agree:	23%	23%	25%	23%	27%	47%	22%	32%	21%	25%	23%	20%	30%	19%	28%	22%	21%
Total Disagree:	31%	29%	30%	34%	28%	16%	32%	23%	33%	33%	21%	37%	27%	35%	34%	21%	36%
Net:	-8%	-6%	-5%	-12%	0%	30%	-10%	9%	-12%	-8%	1%	-16%	3%	-16%	-6%	1%	-15%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(101.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Reduce the quality of the products or services

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	5%	8%	5%	8%	3%	5%	5%	5%	6%	6%	5%	5%	4%	4%	6%	8%
Agree	18%	21%	16%	23%	11%	17%	18%	16%	18%	20%	13%	20%	11%	21%	17%	24%
Neither Agree nor Disagree	37%	37%	37%	35%	42%	29%	40%	35%	33%	33%	46%	25%	44%	33%	37%	31%
Disagree	25%	22%	27%	22%	26%	34%	23%	27%	25%	27%	18%	33%	19%	26%	28%	27%
Strongly Disagree	6%	5%	6%	7%	4%	8%	6%	7%	5%	7%	3%	10%	3%	7%	7%	6%
Don't Know	9%	8%	10%	6%	14%	7%	8%	9%	11%	7%	15%	6%	18%	9%	5%	4%
Total Agree:	23%	29%	21%	31%	14%	22%	23%	21%	25%	26%	17%	25%	15%	25%	23%	32%
Total Disagree:	31%	27%	33%	28%	30%	41%	29%	35%	31%	34%	21%	43%	23%	33%	35%	33%
Net:	-8%	2%	-12%	2%	-16%	-19%	-6%	-13%	-6%	-8%	-4%	-18%	-8%	-8%	-13%	-1%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(102.A) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Strongly Agree	20%	22%	18%	17%	16%	22%	18%	20%	20%	21%	24%	24%	18%	21%	18%	16%	22%
Agree	50%	20%	42%	49%	48%	50%	54%	53%	57%	58%	52%	52%	59%	43%	58%	41%	48%
Neither Agree nor Disagree	18%	22%	20%	20%	19%	16%	16%	14%	17%	16%	17%	15%	13%	20%	17%	36%	18%
Disagree	5%	6%	8%	4%	4%	6%	4%	5%	2%	1%	3%	6%	6%	7%	3%	5%	6%
Strongly Disagree	1%	0%	1%	1%	4%	1%	0%	2%	1%	2%	0%	1%	0%	0%	0%	0%	0%
Don't Know	6%	21%	11%	9%	9%	5%	7%	6%	3%	2%	4%	2%	5%	9%	4%	2%	6%
Total Agree:	70%	52%	60%	66%	64%	72%	73%	73%	77%	80%	76%	76%	77%	64%	76%	57%	70%
Total Disagree:	6%	6%	9%	5%	8%	7%	4%	7%	3%	3%	3%	7%	6%	7%	3%	5%	6%
Net:	64%	46%	51%	61%	56%	65%	68%	66%	75%	77%	72%	69%	71%	57%	72%	52%	65%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(102.B) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Strongly Agree	20%	22%	22%	19%	16%	17%	19%	21%	19%	19%	21%	19%	21%	25%	15%	19%	18%
Agree	50%	53%	51%	48%	48%	50%	52%	52%	52%	51%	53%	50%	45%	45%	52%	47%	49%
Neither Agree nor Disagree	18%	17%	16%	18%	20%	23%	18%	18%	20%	13%	12%	15%	16%	16%	19%	19%	18%
Disagree	5%	4%	5%	7%	4%	3%	6%	4%	4%	4%	3%	5%	10%	6%	6%	6%	2%
Strongly Disagree	1%	1%	1%	1%	2%	0%	0%	1%	0%	1%	3%	2%	0%	2%	1%	1%	4%
Don't Know	6%	4%	5%	7%	11%	6%	4%	4%	5%	11%	9%	8%	8%	6%	6%	8%	9%
Total Agree:	70%	75%	73%	67%	63%	68%	71%	73%	72%	70%	73%	69%	67%	71%	68%	67%	67%
Total Disagree:	6%	5%	6%	9%	6%	3%	6%	5%	4%	6%	7%	7%	10%	8%	7%	7%	6%
Net:	64%	70%	68%	59%	58%	65%	65%	69%	68%	64%	67%	62%	57%	63%	61%	60%	62%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(102.C) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Gender		Age						Children		Area						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Strongly Agree	20%	23%	16%	20%	19%	18%	20%	23%	19%	20%	19%	20%	21%	20%	18%	19%	17%
Agree	50%	51%	50%	41%	50%	49%	50%	56%	54%	53%	47%	44%	53%	52%	51%	54%	50%
Neither Agree nor Disagree	18%	17%	19%	20%	18%	17%	20%	11%	18%	16%	19%	23%	16%	15%	17%	15%	19%
Disagree	5%	4%	6%	9%	4%	8%	4%	4%	3%	5%	5%	6%	5%	6%	3%	5%	5%
Strongly Disagree	1%	1%	2%	2%	2%	2%	1%	0%	0%	1%	2%	1%	1%	1%	3%	0%	0%
Don't Know	6%	5%	8%	8%	8%	7%	5%	6%	5%	5%	8%	6%	4%	6%	9%	6%	10%
Total Agree:	70%	74%	66%	61%	69%	67%	70%	79%	73%	73%	66%	64%	74%	72%	68%	73%	67%
Total Disagree:	6%	4%	7%	11%	5%	9%	5%	4%	3%	5%	7%	7%	5%	7%	6%	6%	5%
Net:	64%	69%	59%	50%	64%	58%	65%	75%	70%	67%	60%	57%	68%	65%	63%	67%	62%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(102.D) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate (BA/BSc)	University Postgraduate (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Strongly Agree	20%	19%	22%	18%	23%	24%	19%	23%	22%	18%	16%	20%	22%	17%	25%	14%	18%
Agree	50%	49%	45%	54%	52%	50%	52%	39%	50%	55%	45%	54%	49%	55%	45%	44%	55%
Neither Agree nor Disagree	18%	18%	21%	17%	15%	8%	17%	20%	18%	16%	22%	17%	16%	20%	19%	22%	16%
Disagree	5%	5%	7%	4%	5%	6%	5%	6%	4%	5%	6%	4%	6%	5%	8%	6%	5%
Strongly Disagree	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	3%	2%	1%
Don't Know	6%	8%	5%	6%	4%	11%	6%	11%	5%	5%	10%	4%	7%	4%	0%	11%	4%
Total Agree:	70%	68%	66%	72%	75%	74%	71%	62%	72%	73%	61%	75%	70%	72%	70%	59%	73%
Total Disagree:	6%	6%	8%	5%	6%	6%	6%	7%	6%	5%	7%	4%	7%	5%	11%	8%	6%
Net:	64%	62%	59%	67%	69%	68%	65%	54%	66%	67%	54%	70%	63%	67%	59%	51%	68%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(102.E) To what extent do you agree or disagree with the following: Greater use of automation/robots in the workplace will...: Save businesses money

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Strongly Agree	20%	20%	20%	23%	14%	23%	18%	22%	19%	24%	12%	17%	12%	17%	25%	25%
Agree	50%	51%	50%	54%	45%	51%	51%	50%	50%	54%	42%	54%	40%	55%	53%	55%
Neither Agree nor Disagree	18%	18%	17%	14%	23%	16%	19%	17%	15%	13%	28%	12%	27%	15%	14%	14%
Disagree	5%	6%	5%	5%	5%	6%	5%	4%	5%	5%	4%	9%	5%	6%	5%	3%
Strongly Disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	0%
Don't Know	6%	5%	7%	3%	12%	4%	5%	6%	9%	3%	13%	4%	14%	6%	3%	3%
Total Agree:	70%	70%	70%	78%	59%	74%	69%	72%	70%	78%	54%	72%	52%	72%	78%	80%
Total Disagree:	6%	7%	6%	6%	6%	7%	7%	5%	6%	6%	5%	12%	8%	7%	5%	3%
Net:	64%	64%	64%	72%	54%	67%	62%	67%	64%	72%	49%	60%	44%	64%	73%	76%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(103.A) Thinking about the future of the UK economy and society and how the country recovers after Covid-19, which of these comes closest to your view?

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Universities will be very important to supporting the UK economy and society to recover after Covid-19	18%	25%	15%	11%	15%	15%	13%	19%	21%	20%	20%	22%	24%	27%	21%	32%	34%
Universities will be quite important to supporting the UK economy and society to recover after Covid-19	34%	30%	28%	31%	30%	38%	38%	37%	30%	44%	32%	40%	37%	32%	39%	34%	29%
Universities will not be very important to supporting the UK economy and society to recover after Covid-19	16%	11%	10%	16%	18%	17%	19%	14%	17%	15%	19%	19%	17%	18%	18%	13%	18%
Universities will not be important at all to supporting the UK economy and society to recover after Covid-19	8%	2%	12%	9%	7%	6%	7%	10%	10%	6%	11%	6%	10%	8%	7%	9%	4%
Don't Know	23%	32%	35%	33%	30%	24%	23%	22%	21%	15%	18%	14%	13%	14%	15%	13%	16%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(103.B) Thinking about the future of the UK economy and society and how the country recovers after Covid-19, which of these comes closest to your view?

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Universities will be very important to supporting the UK economy and society to recover after Covid-19	18%	24%	18%	16%	14%	25%	16%	18%	14%	15%	15%	20%	16%	21%	19%	17%	19%
Universities will be quite important to supporting the UK economy and society to recover after Covid-19	34%	37%	37%	34%	29%	33%	36%	28%	29%	36%	34%	32%	37%	38%	39%	32%	33%
Universities will not be very important to supporting the UK economy and society to recover after Covid-19	16%	17%	17%	18%	14%	13%	18%	23%	19%	17%	16%	15%	20%	13%	14%	14%	16%
Universities will not be important at all to supporting the UK economy and society to recover after Covid-19	8%	6%	5%	10%	11%	6%	9%	11%	10%	11%	7%	10%	4%	6%	5%	4%	15%
Don't Know	23%	16%	23%	23%	32%	23%	21%	19%	27%	22%	27%	24%	23%	22%	24%	32%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(103.C) Thinking about the future of the UK economy and society and how the country recovers after Covid-19, which of these comes closest to your view?

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Universities will be very important to supporting the UK economy and society to recover after Covid-19	18%	21%	15%	23%	22%	20%	15%	16%	15%	19%	18%	25%	20%	15%	13%	14%	19%
Universities will be quite important to supporting the UK economy and society to recover after Covid-19	34%	36%	32%	39%	39%	34%	33%	27%	32%	34%	34%	34%	34%	37%	35%	35%	29%
Universities will not be very important to supporting the UK economy and society to recover after Covid-19	16%	16%	17%	14%	12%	13%	20%	20%	19%	16%	17%	13%	17%	16%	17%	18%	21%
Universities will not be important at all to supporting the UK economy and society to recover after Covid-19	8%	8%	8%	3%	6%	6%	8%	13%	10%	8%	8%	4%	9%	7%	10%	10%	8%
Don't Know	23%	18%	28%	21%	20%	28%	23%	23%	24%	23%	23%	23%	21%	25%	25%	24%	23%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(103.D) Thinking about the future of the UK economy and society and how the country recovers after Covid-19, which of these comes closest to your view?

	Total	Education					Ethnicity		EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue		
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote1	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Universities will be very important to supporting the UK economy and society to recover after Covid-19	18%	17%	15%	20%	29%	40%	18%	22%	14%	24%	10%	17%	25%	22%	5%	13%	23%
Universities will be quite important to supporting the UK economy and society to recover after Covid-19	34%	28%	35%	40%	40%	31%	34%	36%	33%	37%	30%	34%	35%	40%	39%	27%	39%
Universities will not be very important to supporting the UK economy and society to recover after Covid-19	16%	15%	18%	16%	14%	15%	17%	11%	21%	13%	15%	20%	13%	19%	19%	16%	16%
Universities will not be important at all to supporting the UK economy and society to recover after Covid-19	8%	9%	10%	7%	3%	3%	8%	4%	11%	6%	8%	9%	8%	4%	16%	8%	5%
Don't Know	23%	30%	23%	17%	15%	12%	23%	26%	21%	20%	37%	20%	19%	16%	21%	36%	17%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(103.E) Thinking about the future of the UK economy and society and how the country recovers after Covid-19, which of these comes closest to your view?

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Universities will be very important to supporting the UK economy and society to recover after Covid-19	18%	24%	16%	23%	13%	18%	17%	18%	20%	19%	17%	20%	12%	15%	18%	32%
Universities will be quite important to supporting the UK economy and society to recover after Covid-19	34%	34%	34%	38%	29%	36%	33%	34%	37%	38%	27%	36%	22%	39%	39%	38%
Universities will not be very important to supporting the UK economy and society to recover after Covid-19	16%	16%	17%	15%	17%	21%	17%	18%	14%	17%	13%	22%	15%	16%	19%	15%
Universities will not be important at all to supporting the UK economy and society to recover after Covid-19	8%	7%	8%	7%	7%	12%	9%	8%	6%	9%	5%	10%	8%	7%	9%	7%
Don't Know	23%	19%	24%	17%	34%	12%	25%	22%	23%	17%	37%	12%	43%	22%	16%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(104.A) Thinking about growth of small businesses, and improving jobs and productivity - in your local area, or across the country - how important are universities to this?

		Income															
	Total	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	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very important	15%	30%	11%	9%	12%	18%	14%	22%	8%	15%	15%	16%	18%	15%	17%	23%	25%
Quite important	33%	11%	26%	32%	28%	34%	32%	32%	39%	42%	40%	36%	36%	44%	27%	33%	28%
Neither important nor unimportant	22%	44%	17%	27%	23%	21%	24%	21%	27%	21%	15%	21%	17%	24%	32%	24%	16%
Quite unimportant	11%	3%	8%	11%	14%	12%	11%	7%	11%	12%	11%	13%	15%	5%	8%	9%	16%
Very unimportant	6%	0%	14%	6%	7%	3%	5%	7%	8%	2%	6%	5%	7%	4%	0%	3%	7%
Don't Know	13%	12%	24%	16%	16%	12%	14%	12%	7%	8%	13%	9%	7%	8%	15%	10%	8%
Total Important:	48%	41%	37%	41%	40%	52%	47%	54%	47%	57%	55%	53%	54%	59%	44%	55%	53%
Total Unimportant:	16%	3%	22%	17%	20%	15%	16%	13%	19%	13%	16%	17%	22%	9%	8%	11%	23%
Net:	32%	38%	15%	24%	20%	37%	31%	41%	27%	43%	39%	35%	32%	50%	36%	44%	29%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(104.B) Thinking about growth of small businesses, and improving jobs and productivity - in your local area, or across the country - how important are universities to this?

	Total	Social Grade				Region											
		AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very important	15%	18%	16%	14%	11%	19%	11%	19%	12%	14%	13%	18%	20%	18%	14%	8%	13%
Quite important	33%	36%	36%	33%	27%	34%	32%	29%	31%	30%	42%	32%	35%	32%	35%	37%	34%
Neither important nor unimportant	22%	20%	24%	20%	25%	20%	28%	20%	25%	27%	14%	21%	23%	26%	18%	26%	22%
Quite unimportant	11%	12%	9%	11%	11%	11%	12%	12%	12%	11%	9%	11%	11%	8%	10%	6%	11%
Very unimportant	6%	4%	3%	8%	8%	3%	5%	8%	8%	8%	7%	3%	4%	5%	7%	3%	9%
Don't Know	13%	9%	12%	13%	18%	13%	12%	12%	13%	10%	15%	15%	6%	11%	16%	20%	12%
Total Important:	48%	54%	52%	48%	39%	53%	43%	48%	42%	44%	55%	50%	55%	49%	49%	45%	46%
Total Unimportant:	16%	16%	12%	19%	18%	14%	17%	20%	21%	19%	16%	14%	15%	13%	17%	9%	20%
Net:	32%	39%	40%	29%	21%	39%	26%	28%	22%	25%	39%	35%	40%	36%	32%	36%	27%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(104.C) Thinking about growth of small businesses, and improving jobs and productivity - in your local area, or across the country - how important are universities to this?

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very important	15%	17%	13%	21%	19%	17%	15%	11%	9%	16%	14%	24%	13%	15%	10%	12%	18%
Quite important	33%	35%	32%	41%	36%	38%	29%	26%	31%	34%	33%	39%	35%	35%	29%	28%	29%
Neither important nor unimportant	22%	22%	23%	16%	18%	21%	21%	26%	29%	22%	22%	14%	25%	16%	27%	27%	27%
Quite unimportant	11%	11%	10%	7%	9%	10%	11%	15%	12%	12%	9%	7%	10%	14%	13%	11%	9%
Very unimportant	6%	6%	5%	3%	5%	4%	8%	9%	6%	5%	7%	2%	5%	6%	8%	9%	6%
Don't Know	13%	10%	16%	12%	13%	11%	17%	13%	13%	12%	15%	14%	12%	14%	14%	13%	12%
Total Important:	48%	51%	45%	62%	55%	55%	44%	37%	40%	49%	47%	62%	48%	50%	39%	41%	47%
Total Unimportant:	16%	17%	15%	10%	14%	13%	19%	24%	17%	16%	16%	9%	15%	20%	20%	20%	14%
Net:	32%	34%	30%	52%	41%	41%	25%	13%	23%	33%	31%	53%	32%	30%	19%	21%	33%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(104.D) Thinking about growth of small businesses, and improving jobs and productivity - in your local area, or across the country - how important are universities to this?

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change	
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very important	15%	13%	12%	15%	27%	35%	14%	26%	12%	18%	10%	13%	24%	10%	5%	8%	15%
Quite important	33%	31%	32%	39%	37%	20%	34%	31%	30%	37%	31%	34%	35%	39%	27%	31%	38%
Neither important nor unimportant	22%	24%	23%	21%	15%	18%	23%	18%	25%	20%	25%	23%	18%	28%	20%	23%	22%
Quite unimportant	11%	8%	13%	12%	8%	8%	11%	9%	13%	9%	8%	13%	9%	9%	13%	10%	10%
Very unimportant	6%	7%	7%	4%	3%	5%	6%	3%	8%	4%	6%	8%	4%	4%	14%	5%	3%
Don't Know	13%	16%	13%	9%	9%	13%	13%	14%	12%	12%	20%	9%	11%	10%	22%	23%	12%
Total Important:	48%	44%	44%	55%	64%	55%	47%	57%	42%	55%	42%	47%	59%	49%	32%	40%	53%
Total Unimportant:	16%	15%	21%	16%	11%	14%	17%	12%	21%	13%	14%	21%	13%	14%	26%	15%	13%
Net:	32%	29%	23%	39%	53%	41%	31%	45%	21%	42%	28%	26%	46%	35%	6%	25%	40%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(104.E) Thinking about growth of small businesses, and improving jobs and productivity - in your local area, or across the country - how important are universities to this?

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very important	15%	21%	13%	20%	10%	15%	14%	16%	16%	16%	11%	21%	8%	14%	14%	26%
Quite important	33%	37%	32%	38%	26%	38%	33%	32%	35%	36%	30%	31%	25%	36%	35%	38%
Neither important nor unimportant	22%	19%	23%	21%	27%	15%	24%	20%	22%	20%	26%	24%	25%	24%	22%	18%
Quite unimportant	11%	9%	12%	10%	9%	15%	10%	13%	9%	12%	7%	10%	10%	11%	13%	8%
Very unimportant	6%	4%	6%	4%	6%	10%	6%	6%	4%	7%	3%	9%	5%	5%	7%	5%
Don't Know	13%	10%	14%	8%	22%	6%	13%	13%	14%	9%	24%	6%	27%	10%	8%	5%
Total Important:	48%	58%	45%	57%	36%	53%	48%	47%	51%	52%	41%	51%	33%	50%	50%	64%
Total Unimportant:	16%	13%	18%	14%	15%	25%	16%	19%	13%	19%	10%	19%	14%	16%	20%	12%
Net:	32%	45%	26%	43%	20%	28%	31%	28%	38%	33%	31%	32%	19%	34%	30%	52%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(105.A) Thinking about supporting innovation in the economy - inventing new products or services, or applying research to solve new challenges - how important are universities to this?

	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
Unweighted	2011	33	102	175	196	219	221	176	154	118	90	149	69	64	32	38	55
Weighted	2011	32	100	169	190	219	220	176	151	119	93	152	70	66	35	40	59
Very important	25%	39%	17%	17%	23%	24%	19%	24%	29%	31%	28%	32%	33%	45%	33%	27%	28%
Quite important	41%	25%	39%	43%	39%	41%	44%	46%	38%	46%	44%	42%	37%	29%	42%	41%	39%
Neither important nor unimportant	16%	22%	12%	17%	16%	18%	22%	16%	17%	16%	12%	15%	9%	13%	14%	25%	12%
Quite unimportant	4%	3%	4%	5%	4%	4%	3%	4%	5%	2%	2%	5%	4%	2%	6%	0%	7%
Very unimportant	2%	0%	4%	2%	2%	2%	1%	2%	5%	0%	4%	2%	4%	4%	0%	3%	3%
Don't Know	11%	12%	24%	16%	17%	11%	11%	8%	6%	6%	10%	4%	13%	8%	6%	5%	10%
Total Important:	66%	64%	55%	60%	62%	65%	63%	70%	68%	77%	72%	74%	70%	73%	75%	68%	68%
Total Unimportant:	6%	3%	9%	7%	5%	7%	5%	6%	10%	2%	6%	7%	8%	5%	6%	3%	10%
Net:	6%	3%	9%	7%	5%	7%	5%	6%	10%	2%	6%	7%	8%	5%	6%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(105.B) Thinking about supporting innovation in the economy - inventing new products or services, or applying research to solve new challenges - how important are universities to this?

	Social Grade					Region											
	Total	AB	C1	C2	DE	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	2011	539	501	448	516	280	273	174	175	140	174	159	91	220	159	104	62
Weighted	2011	540	521	441	502	280	271	161	180	142	180	161	81	221	170	102	62
Very important	25%	32%	27%	23%	19%	29%	24%	25%	22%	23%	24%	24%	31%	24%	28%	26%	31%
Quite important	41%	45%	41%	39%	38%	38%	43%	40%	39%	43%	45%	43%	41%	45%	35%	37%	34%
Neither important nor unimportant	16%	12%	17%	17%	19%	17%	17%	15%	21%	18%	12%	16%	16%	16%	16%	13%	16%
Quite unimportant	4%	3%	3%	5%	5%	5%	3%	7%	5%	5%	3%	3%	4%	3%	2%	2%	3%
Very unimportant	2%	2%	1%	4%	3%	2%	3%	2%	2%	2%	3%	1%	2%	1%	5%	2%	7%
Don't Know	11%	6%	11%	12%	17%	10%	9%	11%	12%	9%	13%	13%	7%	11%	14%	21%	9%
Total Important:	66%	76%	68%	62%	57%	66%	67%	65%	61%	66%	69%	67%	72%	69%	62%	62%	65%
Total Unimportant:	6%	5%	4%	9%	7%	7%	6%	9%	6%	8%	6%	4%	6%	4%	7%	4%	10%
Net:	6%	5%	4%	9%	7%	7%	6%	9%	6%	8%	6%	4%	6%	4%	7%	4%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(105.C) Thinking about supporting innovation in the economy - inventing new products or services, or applying research to solve new challenges - how important are universities to this?

	Total	Gender		Age						Children		Area					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2011	997	1009	268	345	272	335	314	477	1114	897	398	591	262	389	245	124
Weighted	2011	991	1015	280	342	341	343	283	422	1096	915	410	587	269	379	240	124
Very important	25%	28%	23%	24%	27%	23%	26%	24%	28%	27%	23%	29%	26%	26%	24%	21%	22%
Quite important	41%	40%	41%	41%	39%	44%	38%	42%	41%	42%	39%	42%	40%	39%	37%	42%	50%
Neither important nor unimportant	16%	16%	17%	18%	17%	15%	15%	17%	16%	15%	17%	15%	17%	16%	16%	19%	13%
Quite unimportant	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%	2%	4%	4%	5%	5%	3%
Very unimportant	2%	3%	2%	2%	2%	3%	3%	4%	2%	2%	3%	1%	3%	3%	3%	2%	2%
Don't Know	11%	9%	14%	12%	11%	12%	14%	10%	10%	10%	14%	11%	10%	12%	14%	11%	10%
Total Important:	66%	68%	64%	65%	66%	66%	64%	65%	69%	69%	62%	71%	67%	64%	61%	63%	72%
Total Unimportant:	6%	7%	6%	6%	5%	7%	7%	8%	6%	6%	7%	3%	6%	7%	9%	7%	5%
Net:	6%	7%	6%	6%	5%	7%	7%	8%	6%	6%	7%	3%	6%	7%	9%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(105.D) Thinking about supporting innovation in the economy - inventing new products or services, or applying research to solve new challenges - how important are universities to this?

	Total	Education					Ethnicity			EU 2016 Vote			2019 Vote			Threat Climate Change top 3 issue	
		GCSE or equivalent (Scottish National/O Level)	A Level or equivalent (GCE/Higher)	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	White	BAME	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Threat of climate change
Unweighted	2011	417	376	501	211	35	1796	215	813	853	217	756	522	166	41	233	463
Weighted	2011	412	379	508	221	37	1787	224	790	866	223	740	530	162	40	240	465
Very important	25%	17%	21%	30%	38%	35%	25%	26%	22%	31%	16%	24%	32%	33%	17%	14%	31%
Quite important	41%	41%	40%	44%	43%	36%	41%	40%	41%	43%	35%	43%	42%	41%	45%	34%	45%
Neither important nor unimportant	16%	17%	21%	13%	10%	16%	16%	17%	19%	12%	20%	17%	13%	13%	17%	19%	12%
Quite unimportant	4%	5%	5%	3%	3%	5%	4%	4%	5%	3%	4%	5%	3%	3%	8%	5%	2%
Very unimportant	2%	3%	3%	2%	0%	3%	3%	1%	3%	2%	2%	3%	2%	2%	2%	4%	2%
Don't Know	11%	16%	11%	7%	7%	5%	11%	12%	10%	9%	23%	7%	9%	9%	11%	25%	8%
Total Important:	66%	58%	61%	74%	81%	71%	66%	66%	63%	74%	50%	68%	73%	74%	61%	48%	76%
Total Unimportant:	6%	8%	8%	5%	3%	8%	6%	5%	8%	5%	6%	8%	5%	4%	10%	9%	4%
Net:	6%	8%	8%	5%	3%	8%	6%	5%	8%	5%	6%	8%	5%	4%	10%	9%	4%

Note:

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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

(105.E) Thinking about supporting innovation in the economy - inventing new products or services, or applying research to solve new challenges - how important are universities to this?

	Total	Religious		Support more government regulation of business			Priority for businesses			Sustainable choices increases cost of living			Number of terms confident			
		Yes	No	Agree	Neutral	Disagree	Employees	Governance	Environment	Agree	Neutral	Disagree	4 or less	5 to 8	9 to 12	13+
Unweighted	2011	577	1308	930	787	294	939	534	538	1223	633	155	541	487	591	392
Weighted	2011	574	1310	941	780	291	944	530	537	1218	638	155	535	482	595	399
Very important	25%	29%	24%	30%	19%	29%	23%	26%	29%	29%	17%	32%	14%	23%	29%	38%
Quite important	41%	44%	39%	46%	36%	37%	40%	40%	42%	44%	34%	41%	31%	47%	44%	41%
Neither important nor unimportant	16%	14%	17%	12%	21%	16%	17%	17%	13%	13%	22%	16%	23%	17%	14%	10%
Quite unimportant	4%	4%	4%	3%	3%	9%	4%	5%	2%	4%	3%	4%	4%	3%	5%	3%
Very unimportant	2%	1%	3%	2%	2%	4%	3%	2%	2%	2%	2%	4%	3%	1%	3%	2%
Don't Know	11%	7%	12%	7%	19%	5%	12%	10%	11%	7%	22%	4%	25%	8%	6%	5%
Total Important:	66%	73%	63%	76%	55%	65%	63%	66%	72%	73%	51%	72%	45%	70%	73%	79%
Total Unimportant:	6%	5%	7%	5%	5%	13%	7%	7%	4%	7%	5%	8%	7%	5%	7%	6%
Net:	6%	5%	7%	5%	5%	13%	7%	7%	4%	7%	5%	8%	7%	5%	7%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Mar - 17th Mar 2021

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