

# Public First Poll for Google Sustainability

**Fieldwork:** 18th Aug - 23rd Aug 2021  
**Interview method:** Online Survey  
**Population represented:** UK Adults  
**Sample size:** 1006

## 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) Prior to these changes caused by Coronavirus, which of the following best described your working status?

	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	187	51	42	46	48	37	18	17	11	10	19	18	6	22	13	11	5
Weighted	185	50	42	45	48	36	22	17	10	10	20	17	6	20	12	11	5
Working full time - working 30 hours per week or more	60%	68%	69%	61%	44%	66%	68%	40%	83%	50%	67%	73%	36%	52%	46%	70%	38%
Working part time - working between 8 and 29 hours per week	31%	27%	18%	37%	42%	22%	28%	55%	17%	41%	33%	16%	47%	32%	54%	20%	40%
Not working/temporarily unemployed/sick but seeking work	3%	3%	4%	0%	6%	5%	0%	0%	0%	0%	0%	5%	0%	12%	0%	0%	22%
Not working and not seeking work	1%	0%	0%	0%	4%	0%	4%	0%	0%	0%	0%	0%	17%	0%	0%	0%	0%
Student	2%	2%	5%	0%	2%	8%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Retired on a state pension only	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Retired with a private pension	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Homemaker/Househusband/Housewife etc.	0%	0%	2%	2%	2%	0%	0%	0%	0%	9%	0%	5%	0%	4%	0%	0%	0%
Prefer not to say	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%

*Note:*

BASE: Those who have been made redundant, furloughed or had their hours reduced in the last month as a result of Covid-19 in the UK.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(1.B) Prior to these changes caused by Coronavirus, which of the following best described your working status?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	187	37	53	28	31	32	6	88	98	62	101	18	64	70	15	5	14
Weighted	185	40	45	31	32	31	6	91	94	62	98	18	64	69	15	5	13
Working full time - working 30 hours per week or more	60%	44%	72%	71%	86%	37%	17%	68%	53%	64%	64%	46%	62%	60%	74%	44%	64%
Working part time - working between 8 and 29 hours per week	31%	41%	17%	23%	10%	61%	83%	25%	38%	34%	27%	25%	35%	27%	20%	56%	24%
Not working/temporarily unemployed/sick but seeking work	3%	6%	4%	3%	0%	3%	0%	5%	2%	0%	3%	19%	0%	3%	0%	0%	13%
Not working and not seeking work	1%	0%	2%	3%	0%	0%	0%	0%	2%	0%	2%	0%	0%	1%	6%	0%	0%
Student	2%	7%	2%	0%	0%	0%	0%	1%	3%	0%	3%	5%	0%	5%	0%	0%	0%
Retired on a state pension only	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Retired with a private pension	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Homemaker/Househusband/Housewife etc.	2%	2%	4%	0%	0%	0%	0%	1%	2%	0%	2%	5%	1%	3%	0%	0%	0%
Prefer not to say	1%	0%	0%	0%	3%	0%	0%	0%	1%	2%	0%	0%	2%	0%	0%	0%	0%

Note:

BASE: Those who have been made redundant, furloughed or had their hours reduced in the last month as a result of Covid-19 in the UK.

Fieldwork: 18th Aug - 23rd Aug 2021

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



(2.A) Which of the following best describes your current working status?

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Working full time - working 30 hours per week or more	44%	54%	53%	43%	23%	50%	51%	39%	36%	45%	51%	40%	56%	30%	40%	34%	57%
Working part time	14%	9%	14%	16%	17%	18%	17%	22%	8%	10%	14%	10%	6%	15%	15%	8%	9%
Furloughed from full time employment	1%	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Furloughed from part time employment	1%	0%	0%	0%	2%	1%	1%	3%	0%	0%	1%	0%	0%	0%	0%	0%	3%
Not working/temporarily unemployed/sick but seeking work	6%	3%	3%	3%	13%	6%	6%	2%	9%	5%	6%	3%	2%	7%	3%	8%	12%
Not working and not seeking work	4%	1%	2%	3%	11%	2%	3%	5%	1%	7%	1%	3%	2%	7%	8%	7%	0%
Student	4%	4%	3%	5%	3%	6%	3%	1%	7%	4%	4%	2%	6%	4%	1%	0%	3%
Retired on a state pension only	5%	1%	2%	5%	12%	1%	1%	5%	8%	4%	7%	7%	2%	6%	7%	12%	0%
Retired with a private pension	16%	23%	16%	18%	6%	11%	10%	15%	22%	20%	12%	28%	12%	18%	14%	22%	13%
Homemaker/Househusband/Housewife etc.	6%	2%	5%	7%	12%	2%	7%	6%	9%	5%	4%	5%	12%	8%	12%	8%	3%
Prefer not to say	1%	1%	1%	0%	1%	1%	2%	1%	0%	0%	0%	1%	0%	2%	0%	2%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(2.B) Which of the following best describes your current working status?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Working full time - working 30 hours per week or more	44%	36%	66%	69%	60%	30%	5%	53%	35%	44%	48%	40%	43%	48%	40%	29%	40%
Working part time	14%	19%	15%	11%	16%	20%	7%	9%	19%	12%	13%	18%	13%	13%	15%	18%	19%
Furloughed from full time employment	1%	3%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%
Furloughed from part time employment	1%	1%	1%	0%	0%	2%	0%	0%	1%	0%	1%	2%	0%	1%	1%	0%	0%
Not working/temporarily unemployed/sick but seeking work	6%	11%	6%	5%	7%	6%	0%	6%	5%	3%	6%	10%	3%	6%	8%	0%	12%
Not working and not seeking work	4%	3%	2%	1%	6%	10%	1%	3%	5%	4%	3%	4%	3%	4%	5%	8%	4%
Student	4%	23%	2%	1%	0%	0%	0%	3%	4%	1%	2%	4%	1%	6%	1%	0%	3%
Retired on a state pension only	5%	0%	0%	0%	0%	1%	23%	4%	6%	8%	4%	3%	8%	2%	4%	13%	4%
Retired with a private pension	16%	0%	0%	0%	1%	19%	63%	19%	13%	21%	16%	7%	24%	10%	18%	19%	8%
Homemaker/Housewife etc.	6%	3%	6%	10%	10%	11%	0%	1%	11%	6%	6%	11%	5%	8%	8%	14%	9%
Prefer not to say	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(3.A) What is the annual income of your household before tax?

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
£0 - £9,999	7%	1%	3%	5%	22%	5%	4%	3%	12%	7%	8%	9%	4%	7%	13%	13%	9%
£10,000 - £19,999	16%	7%	11%	12%	33%	14%	11%	16%	19%	19%	18%	18%	9%	23%	15%	10%	13%
£20,000 - £29,999	20%	8%	25%	26%	20%	14%	18%	25%	19%	27%	23%	23%	14%	19%	19%	19%	16%
£30,000 - £39,999	19%	17%	22%	29%	12%	16%	22%	23%	21%	12%	14%	19%	32%	18%	23%	23%	17%
£40,000 - £49,999	10%	15%	12%	8%	3%	11%	9%	10%	10%	10%	11%	17%	11%	9%	7%	5%	6%
£50,000 - £59,999	6%	11%	9%	4%	1%	7%	13%	4%	3%	7%	5%	0%	13%	4%	4%	4%	24%
£60,000 - £69,999	4%	9%	3%	3%	0%	8%	4%	0%	3%	3%	5%	2%	4%	5%	2%	4%	3%
£70,000 - £79,999	3%	9%	3%	1%	0%	5%	5%	1%	1%	4%	2%	3%	2%	4%	5%	0%	3%
£80,000 - £89,999	2%	4%	2%	0%	0%	3%	3%	1%	0%	4%	1%	2%	2%	1%	2%	0%	3%
£90,000 - £99,999	2%	5%	1%	2%	0%	4%	1%	1%	0%	1%	3%	1%	0%	2%	5%	3%	0%
£100,000 or more	3%	9%	1%	1%	0%	7%	4%	1%	3%	1%	1%	1%	4%	1%	2%	4%	6%
Prefer not to say	7%	5%	7%	9%	8%	6%	6%	14%	9%	4%	8%	7%	5%	8%	3%	13%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

## (3.B) What is the annual income of your household before tax?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
£0 - £9,999	7%	9%	5%	6%	7%	15%	4%	7%	8%	7%	7%	10%	4%	9%	6%	11%	10%
£10,000 - £19,999	16%	15%	14%	11%	14%	21%	19%	14%	18%	16%	14%	25%	12%	18%	21%	30%	26%
£20,000 - £29,999	20%	19%	22%	13%	21%	15%	26%	21%	18%	22%	18%	21%	23%	17%	22%	4%	18%
£30,000 - £39,999	19%	18%	18%	19%	21%	17%	22%	18%	21%	22%	20%	14%	22%	19%	12%	25%	16%
£40,000 - £49,999	10%	14%	11%	9%	11%	7%	8%	11%	9%	11%	10%	6%	12%	10%	11%	14%	5%
£50,000 - £59,999	6%	6%	6%	11%	7%	5%	4%	7%	6%	5%	7%	9%	6%	8%	4%	4%	8%
£60,000 - £69,999	4%	3%	6%	5%	4%	3%	2%	4%	4%	3%	5%	4%	5%	5%	5%	0%	3%
£70,000 - £79,999	3%	2%	5%	7%	2%	1%	3%	4%	3%	2%	6%	1%	4%	4%	4%	0%	0%
£80,000 - £89,999	2%	1%	3%	3%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	5%	0%	3%
£90,000 - £99,999	2%	1%	4%	3%	2%	1%	1%	2%	2%	2%	3%	0%	2%	2%	2%	0%	1%
£100,000 or more	3%	2%	2%	7%	5%	1%	1%	5%	2%	2%	4%	2%	4%	1%	4%	5%	2%
Prefer not to say	7%	9%	4%	6%	5%	11%	9%	4%	9%	6%	5%	7%	5%	7%	3%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(4.A) And which of the following best describes your current job?

	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	583	174	171	133	105	104	73	50	40	38	58	41	29	57	50	22	21
Weighted	591	176	176	133	107	102	91	51	40	39	60	40	25	52	50	21	21
Permanent contract / employee	84%	85%	88%	79%	80%	79%	87%	82%	81%	79%	83%	81%	88%	86%	86%	90%	95%
Temporary contract	4%	4%	3%	6%	7%	5%	3%	4%	4%	0%	7%	6%	12%	5%	6%	0%	0%
Freelancer	2%	3%	2%	1%	3%	3%	2%	2%	0%	0%	2%	0%	0%	7%	2%	5%	0%
Self-employed	8%	6%	6%	10%	11%	12%	4%	13%	10%	18%	9%	9%	0%	0%	4%	5%	5%
Small business owner	1%	3%	1%	2%	0%	0%	3%	0%	2%	3%	0%	4%	0%	2%	2%	0%	0%
Other - please specify	0%	0%	0%	1%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: Those who are working or on furlough

Fieldwork: 18th Aug - 23rd Aug 2021

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

(4.B) And which of the following best describes your current job?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	583	69	162	120	129	77	26	305	276	229	265	66	220	178	37	11	61
Weighted	591	82	140	139	131	74	26	312	277	229	268	69	226	176	39	11	62
Permanent contract / employee	84%	79%	85%	88%	87%	76%	76%	85%	82%	85%	83%	83%	85%	82%	75%	100%	82%
Temporary contract	4%	10%	4%	5%	2%	1%	4%	3%	6%	3%	5%	4%	3%	8%	7%	0%	2%
Freelancer	2%	4%	3%	1%	2%	3%	0%	1%	3%	1%	3%	1%	2%	2%	5%	0%	6%
Self-employed	8%	7%	5%	5%	8%	14%	20%	8%	7%	8%	7%	11%	8%	8%	11%	0%	9%
Small business owner	1%	0%	2%	0%	1%	6%	0%	1%	2%	2%	1%	1%	2%	2%	0%	0%	2%
Other - please specify	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%

Note:

BASE: Those who are working or on furlough

Fieldwork: 18th Aug - 23rd Aug 2021

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

(5.A) Which of the following best describes your working patterns?

	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	583	174	171	133	105	104	73	50	40	38	58	41	29	57	50	22	21
Weighted	591	176	176	133	107	102	91	51	40	39	60	40	25	52	50	21	21
Working primarily from an office, shop, warehouse or other physical location	57%	56%	48%	64%	64%	51%	48%	57%	49%	77%	64%	51%	71%	58%	60%	54%	66%
Working out and about / travelling to my customers	11%	6%	5%	21%	17%	12%	7%	16%	16%	12%	13%	12%	7%	9%	9%	19%	0%
Working primarily from home and/or remote working	24%	28%	41%	9%	10%	22%	40%	20%	28%	8%	17%	19%	21%	29%	25%	22%	29%
Working both from home and another location	5%	9%	5%	4%	0%	11%	6%	2%	5%	3%	3%	11%	0%	1%	4%	5%	0%
None of the above	3%	2%	1%	2%	9%	4%	0%	6%	2%	0%	3%	7%	0%	2%	2%	0%	5%

*Note:*

BASE: Those who are working or on furlough

Fieldwork: 18th Aug - 23rd Aug 2021

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

(5.B) Which of the following best describes your working patterns?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	583	69	162	120	129	77	26	305	276	229	265	66	220	178	37	11	61
Weighted	591	82	140	139	131	74	26	312	277	229	268	69	226	176	39	11	62
Working primarily from an office, shop, warehouse or other physical location	57%	60%	55%	58%	57%	57%	45%	53%	60%	60%	55%	46%	56%	60%	50%	57%	55%
Working out and about / travelling to my customers	11%	15%	8%	5%	12%	21%	15%	15%	7%	16%	7%	10%	11%	10%	7%	35%	10%
Working primarily from home and/or remote working	24%	20%	26%	33%	21%	16%	28%	23%	26%	18%	28%	38%	25%	22%	38%	7%	27%
Working both from home and another location	5%	3%	8%	4%	6%	4%	4%	7%	3%	3%	8%	1%	6%	6%	3%	0%	1%
None of the above	3%	2%	3%	1%	4%	3%	8%	2%	3%	3%	2%	5%	2%	2%	2%	0%	6%

Note:

BASE: Those who are working or on furlough

Fieldwork: 18th Aug - 23rd Aug 2021

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



(6.A) You said that you are now working at least part of the time from home. To what extent has this been affected by Covid-19?

	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	169	62	78	18	11	35	33	10	13	4	12	12	6	18	14	6	6
Weighted	175	65	82	18	11	34	41	11	13	4	12	12	5	16	14	6	6
Working significantly more from home because of Covid-19 and/or lockdowns	72%	75%	78%	63%	27%	54%	86%	60%	70%	45%	72%	71%	65%	73%	86%	83%	80%
Working significantly less at home because of Covid-19 and/or lockdowns	5%	2%	1%	11%	47%	3%	3%	12%	8%	0%	0%	7%	19%	6%	7%	17%	0%
Covid-19 and/or lockdowns have not really affected the amount I work from home	21%	22%	19%	26%	26%	35%	11%	28%	22%	55%	28%	22%	16%	21%	7%	0%	20%
N/A I did not work before Covid-19	1%	0%	2%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	2%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: Those who are working at least part of the time from home.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(6.B) You said that you are now working at least part of the time from home. To what extent has this been affected by Covid-19?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	169	16	53	42	35	15	8	90	79	48	93	25	66	51	14	1	17
Weighted	175	19	46	50	36	14	8	93	82	49	96	27	71	49	16	1	18
Working significantly more from home because of Covid-19 and/or lockdowns	72%	42%	68%	89%	78%	59%	60%	74%	70%	74%	74%	65%	79%	62%	67%	100%	63%
Working significantly less at home because of Covid-19 and/or lockdowns	5%	15%	4%	5%	0%	14%	0%	3%	7%	11%	4%	0%	4%	10%	6%	0%	0%
Covid-19 and/or lockdowns have not really affected the amount I work from home	21%	35%	28%	4%	22%	27%	40%	21%	21%	15%	21%	30%	15%	28%	27%	0%	30%
N/A I did not work before Covid-19	1%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	5%	0%	0%	0%	0%	7%
Don't know	1%	8%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%	2%	0%	0%	0%	0%

Note:

BASE: Those who are working at least part of the time from home.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(7.A) Which, if any, type of smartphone do you use as your primary mobile phone?

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Android (Google Pixel, Samsung Galaxy etc)	50%	44%	50%	50%	56%	45%	53%	47%	54%	58%	44%	57%	36%	47%	55%	58%	45%
Apple iPhone	39%	50%	40%	41%	27%	46%	43%	38%	35%	36%	42%	32%	50%	40%	33%	31%	49%
Other smartphone	3%	1%	4%	3%	5%	4%	3%	4%	4%	0%	9%	5%	4%	2%	1%	0%	0%
Don't use a smartphone	7%	4%	5%	6%	12%	5%	1%	11%	6%	6%	6%	7%	10%	10%	10%	8%	6%
Don't know	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	2%	1%	4%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(7.B) Which, if any, type of smartphone do you use as your primary mobile phone?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Android (Google Pixel, Samsung Galaxy etc)	50%	33%	57%	48%	52%	58%	51%	54%	46%	57%	45%	48%	51%	48%	47%	31%	56%
Apple iPhone	39%	65%	40%	49%	39%	26%	24%	34%	44%	30%	46%	42%	37%	45%	41%	44%	34%
Other smartphone	3%	2%	0%	1%	5%	2%	7%	4%	2%	5%	3%	0%	4%	3%	3%	4%	1%
Don't use a smartphone	7%	0%	2%	2%	5%	13%	17%	7%	7%	8%	6%	10%	8%	4%	9%	16%	9%
Don't know	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	4%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(8.A) Which 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Availability of housing	14%	12%	16%	14%	16%	25%	12%	28%	9%	10%	10%	14%	12%	10%	12%	16%	6%
The Coronavirus Pandemic	53%	57%	53%	51%	49%	43%	55%	52%	51%	56%	46%	50%	55%	60%	63%	49%	53%
Level of taxation	6%	7%	5%	7%	5%	10%	8%	4%	2%	3%	8%	7%	0%	5%	5%	6%	3%
Levels of crime	17%	14%	15%	20%	19%	23%	14%	9%	18%	13%	22%	21%	17%	18%	13%	14%	10%
State of the Armed Forces	2%	3%	2%	2%	2%	5%	2%	1%	1%	1%	0%	1%	4%	5%	2%	0%	0%
Quality / cost of public transport	4%	4%	3%	6%	3%	6%	3%	6%	3%	4%	4%	5%	8%	2%	6%	0%	0%
State of the economy	35%	37%	39%	35%	30%	33%	37%	40%	30%	33%	37%	39%	36%	31%	46%	33%	23%
Levels of immigration	23%	14%	20%	27%	30%	14%	27%	21%	21%	28%	22%	23%	13%	36%	16%	26%	13%
Quality of healthcare	26%	28%	27%	27%	22%	30%	24%	26%	27%	23%	24%	23%	20%	28%	18%	26%	58%
Access to good pensions	4%	5%	3%	5%	4%	3%	3%	4%	4%	2%	4%	5%	5%	6%	5%	6%	6%
Threat of terrorism	13%	10%	14%	14%	15%	13%	11%	16%	15%	13%	10%	11%	22%	17%	10%	18%	9%
Threat of climate change	39%	42%	41%	33%	38%	26%	45%	34%	50%	43%	40%	42%	38%	31%	41%	40%	49%
Brexit	21%	25%	22%	21%	15%	20%	20%	12%	19%	20%	17%	23%	28%	19%	33%	18%	35%
Number of people on welfare	9%	9%	8%	8%	9%	7%	10%	7%	7%	10%	9%	12%	13%	5%	10%	5%	10%
Quality of and access to schools / universities	3%	4%	3%	4%	3%	5%	3%	1%	3%	0%	6%	1%	5%	1%	4%	6%	6%
Impact of new technology on society	2%	2%	2%	1%	1%	0%	2%	5%	0%	3%	3%	3%	0%	0%	1%	2%	0%
The rise of China	6%	5%	8%	6%	5%	4%	2%	8%	10%	3%	8%	5%	7%	8%	5%	8%	6%
None of the above	1%	1%	1%	0%	2%	1%	2%	2%	1%	1%	0%	0%	0%	1%	1%	2%	0%
Don't know	2%	1%	1%	2%	5%	2%	2%	2%	4%	4%	5%	1%	2%	1%	1%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Availability of housing	14%	21%	16%	10%	19%	12%	10%	13%	15%	14%	12%	20%	11%	21%	7%	7%	17%
The Coronavirus Pandemic	53%	38%	41%	59%	59%	57%	59%	48%	57%	50%	58%	49%	51%	51%	65%	47%	50%
Level of taxation	6%	10%	9%	4%	6%	5%	2%	7%	5%	6%	4%	11%	6%	5%	1%	8%	10%
Levels of crime	17%	28%	13%	15%	12%	18%	17%	19%	15%	21%	11%	15%	20%	17%	7%	19%	12%
State of the Armed Forces	2%	3%	5%	1%	1%	3%	1%	3%	2%	2%	3%	0%	2%	3%	1%	4%	0%
Quality / cost of public transport	4%	8%	9%	3%	2%	3%	0%	5%	3%	3%	5%	4%	3%	4%	2%	0%	4%
State of the economy	35%	27%	25%	38%	39%	41%	40%	36%	35%	37%	35%	32%	41%	28%	37%	34%	34%
Levels of immigration	23%	10%	13%	14%	28%	33%	34%	24%	21%	39%	11%	14%	37%	8%	8%	46%	17%
Quality of healthcare	26%	25%	23%	27%	26%	28%	25%	25%	27%	26%	28%	15%	24%	30%	24%	16%	28%
Access to good pensions	4%	3%	5%	4%	6%	3%	4%	5%	4%	5%	4%	3%	5%	5%	1%	4%	3%
Threat of terrorism	13%	13%	12%	14%	9%	18%	14%	12%	15%	19%	10%	10%	18%	12%	7%	34%	6%
Threat of climate change	39%	37%	38%	39%	35%	38%	44%	36%	41%	28%	48%	42%	32%	42%	58%	19%	37%
Brexit	21%	15%	24%	29%	18%	16%	22%	22%	20%	12%	32%	17%	14%	24%	37%	19%	17%
Number of people on welfare	9%	9%	6%	11%	10%	6%	10%	6%	11%	10%	6%	12%	11%	8%	4%	0%	9%
Quality of and access to schools / universities	3%	6%	4%	4%	4%	1%	1%	3%	4%	1%	4%	6%	2%	5%	5%	0%	6%
Impact of new technology on society	2%	1%	1%	4%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	0%	1%
The rise of China	6%	6%	7%	2%	7%	6%	7%	9%	3%	9%	4%	2%	7%	4%	4%	22%	2%
None of the above	1%	0%	2%	1%	2%	0%	0%	1%	1%	1%	2%	2%	1%	1%	1%	0%	3%
Don't know	2%	5%	6%	2%	1%	1%	1%	2%	3%	1%	1%	8%	0%	2%	1%	0%	9%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(9.A) And which of the same list of issues do you think is most likely to directly affect you and your family? Please tick up to three

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Availability of housing	10%	9%	11%	10%	11%	18%	10%	22%	4%	8%	7%	8%	11%	7%	8%	6%	9%
The Coronavirus Pandemic	36%	44%	37%	32%	32%	36%	34%	34%	35%	40%	35%	30%	42%	36%	45%	42%	32%
Level of taxation	15%	19%	15%	14%	12%	15%	17%	11%	14%	13%	18%	14%	19%	15%	15%	15%	17%
Levels of crime	14%	11%	11%	21%	16%	17%	6%	14%	12%	14%	24%	16%	17%	21%	6%	15%	10%
State of the Armed Forces	2%	1%	2%	3%	1%	3%	2%	0%	3%	3%	0%	1%	2%	0%	2%	0%	3%
Quality / cost of public transport	8%	8%	8%	7%	8%	10%	7%	14%	11%	3%	6%	4%	11%	10%	3%	4%	10%
State of the economy	36%	42%	41%	31%	27%	31%	44%	34%	34%	37%	28%	43%	23%	36%	36%	39%	38%
Levels of immigration	11%	6%	9%	13%	15%	11%	9%	10%	10%	11%	12%	11%	15%	14%	6%	9%	9%
Quality of healthcare	30%	28%	32%	33%	29%	21%	32%	33%	35%	37%	30%	27%	30%	32%	27%	33%	38%
Access to good pensions	9%	8%	8%	12%	9%	9%	11%	9%	9%	10%	6%	7%	10%	13%	8%	11%	3%
Threat of terrorism	6%	7%	7%	3%	7%	6%	3%	4%	5%	8%	8%	7%	14%	6%	2%	9%	9%
Threat of climate change	27%	33%	23%	27%	24%	18%	27%	23%	32%	27%	33%	32%	24%	25%	34%	22%	27%
Brexit	18%	23%	17%	18%	16%	11%	16%	11%	23%	14%	16%	19%	20%	20%	32%	25%	26%
Number of people on welfare	5%	4%	7%	6%	4%	3%	5%	4%	6%	1%	9%	6%	6%	4%	5%	5%	13%
Quality of and access to schools / universities	4%	6%	4%	3%	2%	5%	6%	1%	6%	3%	4%	2%	4%	3%	4%	3%	9%
Impact of new technology on society	3%	3%	3%	3%	3%	1%	2%	8%	2%	6%	4%	6%	2%	0%	3%	2%	0%
The rise of China	3%	3%	3%	4%	2%	3%	2%	0%	2%	3%	0%	5%	0%	4%	5%	2%	3%
None of the above	4%	2%	5%	4%	6%	6%	4%	4%	1%	3%	2%	5%	2%	4%	8%	8%	3%
Don't know	6%	3%	5%	5%	10%	9%	7%	5%	4%	5%	5%	3%	2%	4%	5%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(9.B) And which of the same list of issues do you think is most likely to directly affect you and your family? Please tick up to three

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Availability of housing	10%	15%	18%	9%	10%	6%	6%	10%	11%	10%	9%	12%	9%	15%	2%	0%	13%
The Coronavirus Pandemic	36%	31%	36%	45%	36%	34%	35%	37%	36%	34%	42%	29%	36%	39%	41%	36%	31%
Level of taxation	15%	13%	14%	18%	20%	17%	11%	17%	13%	17%	14%	12%	19%	11%	13%	3%	13%
Levels of crime	14%	17%	13%	11%	14%	16%	16%	18%	11%	21%	11%	5%	20%	14%	1%	25%	7%
State of the Armed Forces	2%	4%	3%	1%	0%	1%	0%	2%	1%	2%	2%	1%	2%	2%	0%	4%	0%
Quality / cost of public transport	8%	14%	10%	8%	7%	5%	4%	9%	7%	7%	9%	8%	6%	9%	5%	13%	7%
State of the economy	36%	23%	29%	39%	41%	41%	39%	36%	36%	38%	38%	27%	39%	32%	47%	33%	28%
Levels of immigration	11%	7%	6%	12%	12%	13%	12%	13%	9%	19%	6%	5%	15%	7%	3%	40%	6%
Quality of healthcare	30%	19%	19%	33%	32%	38%	39%	27%	34%	34%	29%	28%	33%	30%	29%	28%	28%
Access to good pensions	9%	10%	6%	4%	10%	13%	13%	7%	11%	12%	8%	5%	8%	12%	7%	12%	6%
Threat of terrorism	6%	6%	9%	3%	4%	7%	7%	5%	7%	7%	6%	4%	7%	6%	5%	21%	2%
Threat of climate change	27%	26%	28%	29%	22%	26%	30%	24%	29%	20%	34%	22%	22%	28%	44%	12%	26%
Brexit	18%	8%	24%	22%	17%	16%	20%	19%	18%	11%	28%	14%	12%	21%	30%	11%	16%
Number of people on welfare	5%	5%	8%	7%	2%	5%	4%	7%	4%	6%	5%	4%	6%	6%	3%	4%	1%
Quality of and access to schools / universities	4%	6%	2%	8%	6%	2%	2%	3%	5%	4%	5%	3%	3%	3%	4%	9%	2%
Impact of new technology on society	3%	4%	1%	3%	2%	1%	5%	2%	3%	4%	2%	4%	4%	2%	2%	0%	3%
The rise of China	3%	7%	4%	2%	2%	1%	1%	3%	2%	3%	2%	3%	2%	4%	2%	4%	1%
None of the above	4%	4%	3%	3%	6%	6%	3%	4%	4%	4%	2%	11%	4%	2%	1%	0%	9%
Don't know	6%	10%	10%	2%	7%	3%	3%	5%	7%	3%	4%	15%	3%	5%	3%	6%	17%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(10.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 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Contributing to efforts to address climate change	43%	46%	46%	42%	39%	27%	50%	41%	51%	50%	41%	38%	46%	41%	52%	49%	48%
Human rights	20%	23%	18%	20%	20%	22%	16%	23%	21%	12%	15%	13%	35%	23%	26%	16%	43%
Diversity and Inclusion	16%	19%	20%	14%	11%	23%	19%	12%	14%	13%	13%	12%	7%	13%	21%	17%	22%
Minimum pay standards for employees and workers in supply chain	33%	32%	34%	33%	35%	30%	30%	38%	35%	29%	31%	36%	24%	38%	38%	31%	40%
Job creation	29%	29%	25%	31%	30%	31%	23%	15%	30%	27%	42%	32%	34%	24%	33%	23%	35%
Employee health, safety, and wellbeing	29%	31%	29%	31%	27%	31%	29%	29%	28%	35%	25%	32%	37%	30%	25%	25%	27%
Community relations	7%	7%	6%	8%	7%	10%	5%	9%	2%	7%	8%	3%	10%	10%	4%	6%	3%
Countering extremism and terrorism	29%	28%	31%	32%	24%	23%	30%	34%	35%	26%	32%	33%	24%	34%	20%	25%	20%
Ethics and rules for new technology	7%	7%	8%	6%	8%	6%	6%	11%	6%	7%	6%	11%	7%	4%	9%	9%	6%
None of the above	5%	5%	4%	5%	6%	6%	7%	5%	4%	10%	5%	1%	9%	3%	2%	6%	3%
Don't know	6%	4%	6%	7%	9%	9%	4%	6%	7%	7%	6%	5%	6%	7%	6%	10%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(10.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 three

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Contributing to efforts to address climate change	43%	29%	32%	46%	40%	49%	58%	40%	47%	39%	51%	37%	42%	42%	51%	18%	41%
Human rights	20%	27%	31%	20%	19%	15%	13%	18%	22%	15%	25%	21%	11%	30%	25%	9%	15%
Diversity and Inclusion	16%	25%	21%	17%	13%	13%	11%	16%	16%	10%	21%	15%	12%	20%	18%	9%	12%
Minimum pay standards for employees and workers in supply chain	33%	34%	28%	31%	37%	40%	32%	34%	33%	33%	35%	32%	28%	39%	34%	44%	34%
Job creation	29%	33%	28%	32%	29%	26%	25%	30%	27%	31%	26%	31%	31%	27%	33%	40%	26%
Employee health, safety, and wellbeing	29%	31%	29%	34%	29%	30%	23%	29%	30%	28%	31%	31%	28%	32%	34%	33%	31%
Community relations	7%	14%	10%	5%	4%	5%	4%	8%	6%	7%	6%	9%	6%	7%	6%	4%	9%
Countering extremism and terrorism	29%	23%	20%	27%	25%	35%	40%	28%	29%	41%	22%	19%	41%	20%	23%	53%	16%
Ethics and rules for new technology	7%	4%	6%	7%	9%	7%	9%	8%	7%	8%	7%	5%	7%	7%	8%	3%	8%
None of the above	5%	1%	5%	7%	8%	3%	5%	5%	5%	6%	3%	6%	7%	3%	3%	4%	9%
Don't know	6%	8%	12%	3%	6%	7%	3%	5%	8%	4%	6%	10%	4%	6%	5%	4%	12%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(11.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

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	21%	24%	18%	22%	21%	17%	21%	31%	14%	27%	30%	25%	24%	15%	24%	17%	16%
Businesses	15%	16%	16%	17%	13%	16%	17%	20%	16%	21%	9%	19%	13%	16%	11%	14%	7%
Government	52%	53%	55%	53%	48%	49%	55%	42%	58%	42%	50%	50%	52%	61%	54%	52%	64%
Don't know	11%	7%	11%	7%	18%	18%	8%	7%	12%	10%	12%	6%	12%	8%	12%	17%	13%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(11.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	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	21%	23%	18%	21%	20%	23%	24%	18%	25%	25%	20%	19%	25%	17%	18%	29%	23%
Businesses	15%	15%	14%	12%	12%	22%	17%	16%	15%	18%	14%	13%	20%	12%	17%	16%	13%
Government	52%	50%	53%	58%	55%	46%	51%	55%	50%	46%	58%	49%	46%	60%	55%	34%	48%
Don't know	11%	12%	15%	9%	13%	9%	8%	11%	11%	11%	7%	19%	9%	10%	10%	21%	16%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	13%	14%	12%	14%	11%	17%	9%	4%	8%	19%	13%	11%	19%	12%	18%	13%	10%
Businesses	5%	5%	7%	3%	4%	6%	6%	5%	2%	7%	4%	4%	6%	5%	3%	5%	3%
Government	71%	73%	71%	75%	66%	63%	77%	80%	73%	60%	70%	77%	64%	74%	72%	66%	73%
Don't know	11%	8%	11%	8%	19%	14%	9%	11%	17%	13%	12%	8%	11%	9%	7%	15%	13%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	13%	21%	15%	11%	12%	13%	7%	14%	12%	12%	14%	10%	13%	13%	8%	9%	12%
Businesses	5%	7%	8%	5%	5%	3%	2%	5%	5%	4%	6%	4%	5%	7%	3%	7%	2%
Government	71%	60%	61%	76%	73%	72%	81%	72%	70%	72%	72%	66%	71%	70%	79%	67%	66%
Don't know	11%	12%	17%	9%	11%	11%	9%	10%	13%	11%	9%	20%	11%	10%	10%	16%	20%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(13.A) 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	25%	27%	25%	29%	18%	23%	24%	19%	20%	23%	30%	26%	40%	25%	28%	24%	15%
Businesses	23%	26%	24%	23%	20%	22%	28%	24%	27%	23%	24%	24%	20%	22%	21%	24%	9%
Government	36%	36%	36%	37%	34%	34%	37%	39%	33%	41%	33%	35%	16%	40%	36%	30%	59%
Don't know	16%	11%	15%	11%	28%	20%	12%	18%	20%	13%	14%	15%	24%	13%	15%	21%	17%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	25%	28%	24%	23%	27%	20%	24%	24%	25%	27%	23%	19%	27%	22%	25%	34%	20%
Businesses	23%	28%	23%	24%	18%	24%	23%	23%	23%	23%	25%	22%	24%	24%	19%	19%	19%
Government	36%	31%	33%	43%	36%	36%	35%	38%	34%	32%	42%	31%	33%	40%	42%	15%	34%
Don't know	16%	13%	19%	10%	18%	19%	17%	15%	17%	18%	10%	29%	15%	14%	14%	32%	27%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(14.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

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	5%	6%	4%	5%	3%	11%	2%	4%	5%	3%	8%	4%	5%	2%	3%	2%	6%
Businesses	35%	36%	38%	34%	32%	29%	33%	31%	28%	49%	37%	41%	35%	36%	42%	42%	20%
Government	52%	54%	50%	55%	51%	48%	58%	61%	59%	42%	47%	48%	53%	61%	49%	41%	64%
Don't know	8%	4%	7%	5%	14%	13%	8%	5%	9%	6%	8%	7%	7%	2%	6%	15%	10%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	5%	9%	10%	5%	1%	2%	1%	5%	4%	6%	5%	1%	5%	6%	1%	5%	3%
Businesses	35%	27%	31%	30%	30%	42%	47%	33%	38%	40%	36%	23%	44%	29%	32%	54%	24%
Government	52%	53%	44%	59%	61%	52%	48%	55%	50%	50%	53%	59%	48%	55%	55%	37%	58%
Don't know	8%	11%	15%	6%	8%	4%	4%	7%	9%	5%	6%	17%	4%	9%	11%	4%	16%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(15.A) 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	5%	6%	4%	7%	5%	11%	3%	5%	3%	6%	6%	4%	10%	3%	6%	2%	0%
Businesses	43%	46%	40%	48%	37%	36%	44%	47%	46%	50%	44%	42%	38%	45%	42%	38%	33%
Government	43%	42%	48%	38%	42%	40%	44%	39%	38%	35%	40%	50%	41%	47%	47%	47%	57%
Don't know	9%	6%	8%	7%	16%	13%	10%	8%	12%	8%	9%	4%	11%	5%	5%	13%	10%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	5%	13%	8%	7%	1%	3%	1%	6%	5%	4%	7%	3%	6%	7%	3%	5%	3%
Businesses	43%	34%	30%	45%	45%	40%	57%	46%	39%	49%	38%	39%	50%	33%	41%	73%	37%
Government	43%	38%	46%	42%	45%	52%	37%	40%	46%	41%	46%	40%	39%	50%	46%	22%	43%
Don't know	9%	14%	16%	7%	10%	5%	4%	8%	10%	5%	8%	19%	6%	10%	10%	0%	17%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	6%	6%	7%	5%	6%	11%	2%	1%	6%	8%	6%	6%	10%	4%	8%	8%	3%
Businesses	57%	56%	56%	64%	54%	46%	62%	62%	62%	58%	58%	66%	49%	61%	54%	51%	51%
Government	28%	33%	29%	26%	25%	30%	28%	27%	22%	25%	26%	25%	31%	30%	36%	30%	39%
Don't know	8%	5%	9%	5%	14%	13%	9%	10%	9%	8%	9%	3%	11%	5%	3%	12%	7%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	6%	10%	9%	8%	5%	3%	3%	7%	5%	6%	7%	4%	5%	9%	1%	5%	9%
Businesses	57%	42%	49%	51%	58%	63%	74%	55%	60%	65%	51%	53%	66%	44%	59%	75%	53%
Government	28%	33%	26%	34%	28%	31%	21%	31%	26%	24%	34%	26%	24%	37%	28%	20%	22%
Don't know	8%	15%	16%	7%	8%	3%	2%	8%	9%	5%	8%	16%	5%	10%	11%	0%	16%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	42%	43%	41%	47%	37%	34%	39%	46%	41%	42%	43%	50%	51%	40%	47%	39%	34%
Businesses	9%	10%	8%	10%	6%	13%	8%	9%	7%	11%	7%	7%	10%	8%	8%	5%	6%
Government	36%	38%	38%	33%	33%	37%	41%	32%	33%	31%	38%	30%	26%	44%	33%	32%	47%
Don't know	14%	9%	13%	9%	24%	16%	13%	13%	20%	16%	12%	13%	12%	8%	12%	23%	13%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	42%	34%	32%	38%	42%	44%	56%	43%	41%	48%	39%	33%	47%	35%	45%	59%	35%
Businesses	9%	12%	12%	10%	8%	7%	5%	7%	10%	9%	9%	7%	10%	11%	0%	4%	2%
Government	36%	40%	37%	41%	35%	34%	29%	39%	33%	31%	41%	37%	32%	40%	41%	29%	39%
Don't know	14%	15%	19%	10%	16%	15%	10%	11%	16%	12%	12%	24%	11%	14%	13%	8%	24%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(18.A) For each of the following issues, who do you think should be most responsible for addressing it?: Countering extremism and terrorism

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	5%	7%	5%	4%	6%	9%	3%	3%	4%	9%	5%	6%	10%	4%	7%	0%	3%
Businesses	3%	3%	3%	3%	1%	4%	2%	3%	1%	3%	4%	3%	6%	2%	1%	5%	0%
Government	84%	85%	86%	87%	81%	73%	87%	88%	86%	82%	84%	88%	71%	92%	88%	84%	90%
Don't know	8%	5%	6%	7%	12%	14%	8%	7%	8%	6%	7%	3%	13%	2%	4%	11%	7%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(18.B) For each of the following issues, who do you think should be most responsible for addressing it?: Countering extremism and terrorism

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	5%	11%	11%	7%	4%	1%	1%	5%	6%	3%	8%	4%	5%	8%	3%	5%	3%
Businesses	3%	8%	7%	2%	0%	0%	0%	4%	2%	3%	3%	1%	2%	5%	1%	0%	3%
Government	84%	71%	67%	85%	89%	95%	97%	84%	85%	90%	82%	80%	90%	78%	84%	95%	81%
Don't know	8%	10%	16%	6%	8%	4%	2%	7%	8%	4%	7%	15%	4%	9%	11%	0%	12%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(19.A) For each of the following issues, who do you think should be most responsible for addressing it?: Ethics and rules for new technology

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Individuals	5%	6%	5%	6%	5%	7%	3%	5%	7%	5%	3%	4%	13%	3%	8%	10%	0%
Businesses	24%	24%	25%	25%	24%	28%	25%	26%	17%	22%	29%	24%	24%	29%	22%	19%	20%
Government	56%	60%	57%	56%	50%	49%	60%	57%	53%	59%	53%	62%	52%	57%	58%	52%	67%
Don't know	14%	10%	13%	13%	21%	16%	13%	12%	22%	14%	15%	10%	10%	11%	12%	19%	13%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(19.B) For each of the following issues, who do you think should be most responsible for addressing it?: Ethics and rules for new technology

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Individuals	5%	8%	8%	8%	5%	5%	1%	6%	5%	6%	5%	4%	6%	4%	3%	5%	8%
Businesses	24%	26%	25%	25%	24%	21%	25%	22%	27%	27%	23%	21%	26%	25%	18%	31%	20%
Government	56%	48%	48%	56%	59%	61%	62%	60%	53%	57%	59%	50%	59%	56%	64%	51%	45%
Don't know	14%	19%	19%	11%	12%	13%	11%	12%	16%	10%	13%	25%	9%	16%	15%	13%	27%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(20.A) How confident would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very confident	6%	9%	5%	5%	5%	14%	2%	5%	3%	4%	7%	7%	5%	4%	7%	7%	0%
Somewhat confident	18%	22%	19%	15%	15%	19%	15%	16%	18%	15%	26%	12%	18%	23%	16%	8%	27%
Not very confident	28%	32%	25%	31%	26%	28%	36%	26%	21%	35%	26%	28%	20%	28%	34%	17%	29%
Not confident at all	20%	16%	23%	20%	21%	14%	21%	16%	21%	18%	19%	19%	23%	21%	24%	26%	26%
Have never heard this phrase before	28%	21%	29%	30%	33%	26%	25%	36%	37%	27%	22%	34%	34%	24%	19%	42%	18%
Total Confident:	24%	31%	24%	19%	20%	32%	18%	21%	21%	19%	33%	19%	23%	27%	23%	15%	27%
Net:	4%	-10%	5%	11%	14%	-6%	7%	15%	15%	8%	-11%	16%	12%	-3%	-4%	27%	-9%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(20.B) How confident would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very confident	6%	15%	11%	5%	4%	1%	1%	7%	5%	5%	8%	4%	5%	10%	3%	15%	3%
Somewhat confident	18%	24%	29%	26%	13%	9%	6%	21%	14%	15%	23%	14%	19%	19%	23%	5%	12%
Not very confident	28%	26%	27%	30%	30%	28%	28%	28%	28%	24%	31%	31%	27%	27%	28%	7%	30%
Not confident at all	20%	12%	15%	20%	22%	26%	23%	17%	23%	21%	18%	23%	19%	21%	15%	25%	22%
Have never heard this phrase before	28%	24%	17%	18%	30%	36%	41%	27%	29%	35%	20%	29%	31%	23%	31%	48%	32%
Total Confident:	24%	39%	41%	31%	17%	10%	8%	28%	19%	19%	30%	18%	24%	29%	27%	20%	16%
Net:	4%	-15%	-24%	-13%	13%	26%	34%	-1%	10%	16%	-10%	11%	7%	-5%	4%	29%	17%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(21.A) How confident would you feel explaining the meaning of the following terms to a stranger?: 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very confident	23%	30%	25%	20%	16%	25%	26%	25%	26%	22%	17%	22%	31%	23%	21%	15%	12%
Somewhat confident	49%	52%	49%	50%	45%	49%	53%	46%	45%	43%	56%	44%	52%	52%	53%	40%	57%
Not very confident	19%	14%	17%	19%	25%	16%	12%	14%	21%	30%	21%	22%	11%	20%	14%	30%	23%
Not confident at all	7%	3%	7%	8%	12%	6%	8%	12%	7%	3%	5%	10%	6%	5%	11%	7%	7%
Have never heard this phrase before	2%	1%	2%	2%	3%	4%	2%	2%	1%	1%	2%	1%	0%	1%	1%	7%	0%
Total Confident:	72%	83%	74%	70%	61%	74%	79%	71%	71%	66%	72%	67%	83%	74%	75%	55%	69%
Net:	-70%	-82%	-72%	-68%	-58%	-70%	-77%	-69%	-70%	-64%	-70%	-65%	-83%	-74%	-73%	-48%	-69%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(21.B) How confident would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very confident	23%	26%	21%	27%	23%	23%	18%	28%	18%	19%	28%	15%	23%	23%	24%	27%	17%
Somewhat confident	49%	53%	50%	48%	44%	44%	54%	49%	50%	51%	50%	44%	52%	50%	55%	44%	38%
Not very confident	19%	10%	20%	16%	22%	23%	19%	14%	23%	20%	16%	29%	19%	16%	20%	4%	29%
Not confident at all	7%	7%	5%	7%	10%	7%	8%	8%	7%	10%	5%	8%	6%	9%	0%	21%	10%
Have never heard this phrase before	2%	4%	3%	2%	1%	1%	0%	2%	2%	1%	1%	4%	0%	2%	0%	4%	6%
Total Confident:	72%	79%	71%	75%	67%	68%	73%	77%	68%	70%	78%	59%	75%	73%	80%	71%	55%
Net:	-70%	-75%	-68%	-73%	-66%	-66%	-72%	-75%	-66%	-69%	-77%	-55%	-74%	-71%	-80%	-67%	-50%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(22.A) How confident would you feel explaining the meaning of the following terms to a stranger?: Carbon footprint

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very confident	16%	25%	16%	14%	8%	21%	16%	13%	16%	16%	16%	14%	24%	16%	16%	7%	11%
Somewhat confident	44%	48%	45%	42%	39%	40%	55%	50%	40%	37%	38%	44%	51%	45%	42%	38%	45%
Not very confident	25%	21%	25%	28%	27%	22%	19%	20%	27%	35%	36%	27%	17%	25%	24%	30%	20%
Not confident at all	12%	4%	10%	13%	21%	10%	8%	15%	14%	10%	7%	15%	8%	11%	16%	18%	21%
Have never heard this phrase before	3%	2%	3%	3%	4%	7%	3%	2%	3%	1%	3%	0%	0%	2%	1%	7%	3%
Total Confident:	60%	73%	61%	57%	47%	61%	71%	62%	56%	54%	54%	57%	75%	61%	58%	45%	56%
Net:	-57%	-71%	-58%	-54%	-43%	-54%	-68%	-60%	-53%	-52%	-51%	-57%	-75%	-58%	-57%	-38%	-54%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(22.B) How confident would you feel explaining the meaning of the following terms to a stranger?: Carbon footprint

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very confident	16%	22%	16%	20%	18%	14%	9%	21%	12%	14%	19%	9%	17%	16%	17%	23%	7%
Somewhat confident	44%	33%	47%	48%	40%	44%	48%	44%	43%	47%	45%	38%	46%	45%	47%	44%	34%
Not very confident	25%	29%	24%	17%	23%	27%	32%	22%	29%	25%	25%	28%	25%	25%	30%	12%	27%
Not confident at all	12%	10%	9%	12%	17%	14%	11%	11%	13%	12%	9%	20%	11%	10%	5%	21%	26%
Have never heard this phrase before	3%	6%	4%	3%	2%	1%	1%	2%	3%	2%	2%	6%	1%	4%	0%	0%	7%
Total Confident:	60%	55%	63%	68%	58%	58%	56%	65%	55%	61%	64%	46%	63%	61%	65%	67%	41%
Net:	-57%	-49%	-59%	-65%	-56%	-57%	-55%	-63%	-51%	-59%	-63%	-40%	-62%	-57%	-65%	-67%	-34%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(23.A) How confident would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very confident	12%	15%	12%	10%	8%	13%	8%	15%	10%	9%	15%	16%	20%	9%	11%	7%	9%
Somewhat confident	32%	40%	34%	30%	24%	34%	38%	22%	30%	29%	30%	31%	25%	36%	43%	20%	35%
Not very confident	28%	27%	30%	27%	28%	27%	30%	31%	29%	32%	33%	26%	28%	26%	22%	32%	19%
Not confident at all	17%	10%	14%	20%	26%	17%	17%	16%	19%	17%	12%	17%	15%	19%	16%	27%	24%
Have never heard this phrase before	11%	7%	10%	13%	14%	9%	7%	17%	12%	14%	9%	10%	12%	10%	8%	15%	13%
Total Confident:	44%	55%	46%	40%	32%	46%	46%	37%	40%	38%	46%	47%	45%	45%	54%	27%	44%
Net:	-33%	-48%	-36%	-27%	-18%	-37%	-39%	-20%	-28%	-23%	-37%	-37%	-34%	-35%	-45%	-12%	-31%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(23.B) How confident would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very confident	12%	16%	12%	16%	10%	10%	7%	17%	6%	12%	14%	4%	13%	11%	13%	22%	4%
Somewhat confident	32%	28%	42%	37%	32%	23%	29%	36%	28%	32%	36%	24%	36%	33%	26%	21%	21%
Not very confident	28%	27%	28%	22%	30%	29%	32%	25%	31%	25%	29%	33%	27%	29%	32%	23%	32%
Not confident at all	17%	13%	11%	18%	19%	24%	19%	14%	21%	20%	14%	19%	15%	18%	20%	21%	20%
Have never heard this phrase before	11%	15%	7%	8%	8%	13%	14%	8%	14%	11%	6%	19%	9%	9%	10%	12%	23%
Total Confident:	44%	45%	55%	52%	42%	33%	36%	53%	35%	44%	50%	28%	49%	44%	39%	43%	25%
Net:	-33%	-30%	-48%	-44%	-34%	-20%	-22%	-45%	-21%	-33%	-44%	-9%	-40%	-35%	-29%	-31%	-2%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(24.A) How confident would you feel explaining the meaning of the following terms to a stranger?: Zero sum climate

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very confident	6%	9%	7%	4%	4%	10%	3%	3%	8%	4%	9%	6%	8%	4%	7%	5%	10%
Somewhat confident	20%	25%	17%	19%	17%	23%	20%	14%	17%	19%	24%	17%	14%	22%	17%	14%	31%
Not very confident	28%	27%	30%	31%	25%	27%	29%	36%	28%	34%	26%	22%	35%	27%	30%	21%	19%
Not confident at all	18%	16%	19%	17%	19%	11%	23%	14%	18%	20%	17%	27%	10%	16%	22%	17%	25%
Have never heard this phrase before	28%	23%	26%	28%	35%	29%	26%	33%	30%	22%	24%	27%	32%	30%	25%	42%	16%
Total Confident:	26%	33%	25%	23%	21%	34%	22%	17%	25%	23%	33%	23%	22%	27%	24%	19%	41%
Net:	2%	-10%	2%	5%	13%	-5%	4%	16%	6%	-1%	-10%	4%	10%	4%	0%	23%	-25%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(24.B) How confident would you feel explaining the meaning of the following terms to a stranger?: Zero sum climate

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very confident	6%	12%	10%	9%	3%	3%	1%	7%	5%	5%	9%	1%	5%	9%	6%	20%	1%
Somewhat confident	20%	23%	36%	27%	14%	11%	9%	23%	16%	19%	23%	14%	23%	23%	14%	7%	11%
Not very confident	28%	23%	25%	26%	33%	30%	30%	27%	29%	25%	31%	30%	27%	28%	35%	4%	31%
Not confident at all	18%	14%	11%	19%	22%	20%	20%	14%	21%	19%	16%	19%	19%	15%	17%	21%	20%
Have never heard this phrase before	28%	28%	18%	19%	28%	36%	39%	28%	28%	31%	21%	35%	26%	24%	27%	48%	38%
Total Confident:	26%	35%	46%	36%	17%	14%	11%	31%	21%	24%	32%	15%	28%	32%	20%	27%	11%
Net:	2%	-7%	-28%	-17%	12%	22%	28%	-2%	7%	7%	-10%	20%	-1%	-8%	7%	21%	27%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(25.A) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	7%	8%	6%	8%	5%	15%	5%	5%	7%	5%	5%	7%	4%	10%	2%	6%	3%
Stayed around the same	23%	22%	22%	24%	24%	21%	19%	23%	21%	29%	30%	21%	31%	27%	21%	21%	16%
Worse	61%	62%	65%	60%	58%	52%	68%	64%	68%	58%	55%	66%	58%	54%	69%	55%	82%
Don't know	9%	8%	7%	8%	12%	12%	8%	8%	5%	8%	10%	5%	7%	9%	9%	19%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(25.B) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Climate change

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	7%	10%	16%	8%	5%	3%	1%	9%	5%	7%	8%	4%	8%	9%	7%	5%	2%
Stayed around the same	23%	31%	30%	25%	21%	18%	16%	27%	19%	29%	19%	24%	28%	21%	7%	32%	26%
Worse	61%	47%	41%	63%	65%	70%	77%	56%	66%	56%	67%	62%	58%	59%	78%	41%	62%
Don't know	9%	12%	13%	4%	9%	9%	6%	7%	10%	9%	6%	11%	6%	11%	8%	21%	11%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(26.A) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Global poverty

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	11%	15%	11%	10%	7%	19%	7%	7%	9%	11%	12%	18%	14%	8%	9%	8%	0%
Stayed around the same	35%	39%	32%	36%	33%	35%	42%	28%	31%	49%	31%	28%	44%	40%	33%	25%	29%
Worse	43%	39%	46%	44%	44%	31%	38%	52%	49%	30%	49%	44%	35%	45%	50%	44%	71%
Don't know	11%	8%	11%	10%	17%	15%	13%	12%	12%	10%	9%	10%	8%	7%	8%	23%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(26.B) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Global poverty

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	11%	16%	16%	12%	8%	8%	5%	14%	7%	10%	13%	9%	13%	12%	11%	18%	8%
Stayed around the same	35%	39%	42%	36%	33%	29%	31%	39%	32%	38%	35%	31%	44%	29%	25%	34%	26%
Worse	43%	29%	28%	45%	48%	51%	53%	38%	47%	42%	44%	43%	35%	48%	50%	35%	47%
Don't know	11%	16%	14%	7%	11%	11%	10%	9%	14%	10%	9%	17%	8%	11%	14%	13%	20%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(27.A) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Economic growth and living standards 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	24%	27%	24%	23%	20%	25%	19%	16%	24%	27%	20%	34%	19%	28%	22%	21%	30%
Stayed around the same	37%	38%	39%	37%	33%	42%	48%	34%	32%	46%	37%	25%	46%	29%	39%	21%	33%
Worse	30%	30%	28%	31%	32%	21%	25%	39%	37%	19%	33%	32%	25%	34%	31%	37%	37%
Don't know	9%	5%	8%	9%	15%	11%	8%	11%	7%	8%	10%	8%	9%	9%	8%	21%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(27.B) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Economic growth and living standards in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	24%	26%	22%	18%	21%	23%	30%	29%	19%	29%	20%	20%	34%	14%	19%	28%	21%
Stayed around the same	37%	39%	41%	40%	36%	29%	36%	37%	37%	36%	41%	33%	38%	38%	33%	24%	32%
Worse	30%	20%	23%	36%	33%	38%	29%	27%	33%	28%	32%	30%	23%	37%	39%	40%	30%
Don't know	9%	15%	14%	6%	9%	10%	5%	7%	11%	7%	7%	18%	5%	11%	10%	8%	18%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(28.A) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	20%	24%	20%	18%	15%	24%	18%	21%	16%	22%	16%	25%	24%	22%	15%	12%	23%
Stayed around the same	40%	38%	40%	47%	35%	37%	37%	34%	42%	50%	49%	39%	50%	41%	37%	32%	35%
Worse	32%	33%	33%	27%	34%	25%	38%	37%	30%	20%	27%	30%	19%	31%	44%	41%	42%
Don't know	9%	5%	6%	8%	16%	14%	7%	9%	13%	8%	8%	7%	7%	7%	4%	16%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(28.B) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Inequality in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	20%	25%	19%	22%	14%	22%	17%	22%	17%	18%	22%	16%	25%	16%	19%	26%	12%
Stayed around the same	40%	40%	46%	33%	42%	32%	44%	41%	38%	45%	36%	35%	48%	34%	29%	37%	35%
Worse	32%	23%	21%	41%	35%	35%	33%	29%	34%	30%	35%	32%	22%	41%	40%	29%	36%
Don't know	9%	12%	14%	4%	9%	11%	5%	7%	10%	7%	7%	17%	5%	9%	12%	8%	17%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(29.A) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	8%	10%	7%	8%	8%	15%	6%	5%	7%	7%	5%	10%	9%	8%	6%	12%	13%
Stayed around the same	38%	37%	39%	40%	37%	40%	42%	34%	34%	48%	42%	35%	46%	39%	30%	27%	39%
Worse	44%	48%	45%	42%	40%	32%	41%	51%	48%	36%	43%	46%	37%	45%	60%	46%	47%
Don't know	10%	5%	9%	10%	15%	13%	10%	10%	11%	10%	10%	10%	8%	8%	4%	16%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(29.B) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Political divisions in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	8%	12%	12%	10%	6%	5%	6%	10%	7%	10%	7%	6%	10%	9%	8%	19%	6%
Stayed around the same	38%	42%	41%	38%	33%	27%	45%	41%	36%	41%	37%	39%	49%	33%	22%	24%	35%
Worse	44%	30%	33%	45%	50%	56%	47%	41%	47%	43%	49%	36%	37%	49%	64%	52%	39%
Don't know	10%	16%	14%	7%	10%	11%	2%	8%	11%	6%	7%	19%	5%	10%	7%	4%	20%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(30.A) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Impact of new technology

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	43%	48%	44%	42%	36%	43%	43%	41%	44%	50%	42%	34%	32%	42%	47%	42%	61%
Stayed around the same	32%	29%	29%	35%	33%	30%	31%	27%	26%	30%	40%	37%	42%	32%	32%	24%	26%
Worse	16%	16%	18%	15%	14%	14%	16%	23%	18%	15%	10%	18%	15%	17%	13%	17%	13%
Don't know	10%	7%	9%	8%	17%	14%	10%	10%	12%	5%	9%	10%	11%	10%	8%	17%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(30.B) Over the last twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Impact of new technology

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	43%	32%	35%	45%	44%	41%	54%	44%	42%	46%	42%	42%	51%	34%	38%	44%	39%
Stayed around the same	32%	38%	40%	27%	31%	29%	25%	33%	30%	31%	33%	29%	28%	35%	37%	29%	29%
Worse	16%	18%	11%	19%	17%	17%	13%	15%	16%	16%	16%	14%	16%	17%	14%	23%	14%
Don't know	10%	12%	14%	8%	8%	13%	8%	8%	13%	8%	9%	15%	5%	14%	12%	4%	18%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(31.A) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	19%	23%	21%	20%	13%	22%	25%	20%	16%	16%	11%	25%	25%	20%	12%	17%	18%
Stay around the same	37%	36%	35%	42%	37%	35%	34%	33%	35%	46%	44%	42%	37%	35%	37%	27%	54%
Worse	29%	30%	32%	28%	28%	26%	29%	32%	34%	18%	30%	24%	30%	32%	40%	29%	23%
Don't know	14%	12%	12%	10%	21%	17%	12%	15%	15%	20%	14%	9%	9%	13%	10%	27%	4%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(31.B) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Inequality in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	19%	29%	17%	22%	13%	18%	18%	20%	18%	18%	19%	20%	25%	15%	19%	12%	13%
Stay around the same	37%	36%	45%	29%	39%	32%	40%	42%	33%	39%	38%	33%	42%	35%	32%	39%	34%
Worse	29%	21%	24%	37%	32%	36%	27%	27%	32%	29%	33%	25%	22%	37%	29%	37%	30%
Don't know	14%	14%	14%	12%	16%	14%	15%	11%	17%	14%	10%	23%	11%	13%	20%	12%	23%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(32.A) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Economic growth and living standards 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	25%	26%	28%	23%	22%	29%	24%	23%	20%	25%	19%	36%	16%	28%	22%	22%	24%
Stay around the same	33%	39%	30%	35%	29%	31%	39%	25%	31%	43%	36%	34%	43%	26%	36%	23%	41%
Worse	27%	23%	27%	29%	31%	21%	26%	39%	36%	15%	30%	23%	25%	29%	31%	31%	23%
Don't know	15%	12%	15%	13%	19%	19%	11%	13%	13%	17%	14%	7%	15%	18%	11%	25%	12%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(32.B) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Economic growth and living standards in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	25%	26%	24%	25%	19%	19%	33%	28%	21%	31%	20%	18%	37%	15%	14%	30%	15%
Stay around the same	33%	34%	42%	31%	30%	31%	32%	35%	32%	31%	37%	34%	35%	33%	32%	29%	32%
Worse	27%	20%	20%	33%	36%	35%	22%	24%	30%	25%	32%	25%	19%	36%	33%	28%	29%
Don't know	15%	19%	14%	11%	16%	15%	13%	12%	17%	13%	11%	23%	9%	16%	21%	12%	24%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(33.A) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Global poverty

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	14%	15%	16%	11%	13%	24%	7%	16%	10%	16%	14%	7%	17%	12%	15%	15%	12%
Stay around the same	33%	40%	31%	34%	28%	25%	43%	15%	35%	42%	28%	46%	39%	34%	31%	29%	35%
Worse	38%	33%	38%	42%	40%	30%	37%	56%	41%	23%	44%	36%	36%	39%	44%	29%	46%
Don't know	15%	12%	15%	13%	19%	21%	13%	14%	14%	18%	14%	11%	8%	16%	10%	27%	8%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(33.B) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Global poverty

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	14%	18%	21%	16%	10%	9%	9%	16%	12%	12%	16%	14%	16%	14%	11%	12%	13%
Stay around the same	33%	31%	37%	33%	33%	32%	33%	35%	32%	38%	33%	28%	43%	27%	24%	33%	29%
Worse	38%	31%	27%	40%	40%	47%	42%	36%	39%	37%	40%	35%	30%	45%	42%	42%	33%
Don't know	15%	19%	15%	11%	16%	12%	17%	13%	17%	13%	12%	22%	11%	14%	23%	13%	26%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(34.A) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	15%	17%	15%	15%	11%	18%	17%	17%	14%	14%	10%	18%	7%	13%	16%	10%	10%
Stay around the same	25%	25%	23%	27%	24%	25%	23%	21%	26%	24%	30%	22%	43%	26%	23%	16%	22%
Worse	47%	46%	47%	47%	50%	40%	50%	49%	50%	42%	49%	55%	42%	43%	50%	50%	61%
Don't know	13%	12%	15%	11%	15%	17%	10%	12%	10%	20%	11%	6%	8%	18%	11%	25%	7%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(34.B) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Climate change

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	15%	21%	18%	15%	10%	11%	14%	17%	12%	16%	14%	14%	20%	11%	10%	13%	14%
Stay around the same	25%	29%	35%	25%	24%	19%	18%	28%	21%	28%	24%	20%	29%	25%	11%	33%	21%
Worse	47%	34%	33%	50%	51%	60%	54%	43%	52%	44%	52%	47%	42%	51%	57%	45%	42%
Don't know	13%	16%	14%	9%	15%	11%	15%	12%	14%	12%	10%	20%	9%	13%	22%	9%	23%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(35.A) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	11%	14%	11%	14%	7%	15%	10%	10%	5%	12%	8%	21%	20%	10%	9%	9%	12%
Stay around the same	38%	38%	38%	38%	36%	34%	46%	37%	33%	44%	43%	34%	38%	35%	35%	27%	51%
Worse	36%	36%	37%	35%	36%	30%	30%	38%	44%	26%	35%	31%	32%	42%	48%	39%	33%
Don't know	15%	13%	14%	13%	20%	21%	13%	15%	17%	18%	14%	15%	10%	14%	8%	25%	4%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(35.B) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Political divisions in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	11%	16%	17%	16%	7%	7%	6%	13%	10%	10%	12%	14%	14%	11%	11%	13%	9%
Stay around the same	38%	35%	37%	35%	37%	36%	45%	41%	35%	44%	35%	35%	48%	30%	24%	28%	35%
Worse	36%	31%	30%	39%	40%	42%	34%	34%	37%	33%	41%	27%	27%	44%	42%	46%	29%
Don't know	15%	18%	16%	11%	16%	16%	14%	12%	18%	13%	12%	24%	11%	15%	23%	12%	27%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(36.A) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Impact of new technology

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Better	39%	42%	39%	39%	34%	41%	41%	36%	39%	40%	34%	39%	30%	33%	41%	41%	50%
Stay around the same	31%	34%	31%	32%	28%	25%	34%	31%	34%	30%	41%	29%	38%	34%	31%	19%	30%
Worse	17%	14%	17%	18%	17%	16%	15%	24%	15%	11%	13%	23%	18%	19%	14%	15%	12%
Don't know	13%	11%	13%	11%	20%	18%	10%	9%	12%	19%	13%	9%	13%	14%	14%	24%	8%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(36.B) And over the next twenty years, which of the things on the following list would you say have gotten better, and which have grown worse?: Impact of new technology

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Better	39%	29%	33%	42%	37%	36%	50%	42%	36%	41%	37%	37%	48%	30%	37%	35%	31%
Stay around the same	31%	35%	37%	30%	30%	32%	26%	34%	30%	31%	36%	27%	29%	35%	35%	33%	30%
Worse	17%	21%	15%	17%	16%	20%	12%	15%	18%	16%	16%	16%	14%	18%	9%	23%	16%
Don't know	13%	15%	15%	11%	17%	12%	12%	10%	17%	12%	11%	19%	8%	16%	19%	8%	22%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(37.A) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Grown more concerned	34%	38%	35%	30%	31%	33%	29%	34%	35%	29%	35%	36%	26%	28%	43%	46%	38%
Stayed around the same	51%	52%	50%	56%	45%	51%	58%	47%	49%	53%	52%	53%	59%	56%	43%	32%	39%
Grown less concerned	7%	5%	7%	7%	9%	6%	6%	7%	8%	7%	4%	5%	7%	11%	7%	7%	19%
Don't know	9%	5%	8%	7%	15%	11%	7%	11%	9%	11%	8%	6%	9%	6%	6%	15%	4%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(37.B) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Political divisions in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Grown more concerned	34%	33%	29%	37%	34%	35%	34%	33%	35%	29%	41%	25%	26%	42%	38%	52%	24%
Stayed around the same	51%	48%	52%	45%	53%	47%	56%	53%	48%	57%	47%	49%	61%	41%	45%	32%	52%
Grown less concerned	7%	6%	8%	10%	5%	8%	6%	8%	6%	8%	6%	7%	8%	7%	7%	13%	5%
Don't know	9%	13%	12%	8%	7%	10%	4%	6%	11%	6%	6%	19%	4%	10%	10%	4%	19%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(38.A) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Impact of new technology

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Grown more concerned	24%	27%	23%	28%	19%	28%	28%	28%	24%	16%	29%	21%	14%	27%	19%	21%	15%
Stayed around the same	57%	54%	59%	55%	58%	50%	57%	58%	57%	55%	48%	60%	69%	57%	65%	52%	61%
Grown less concerned	11%	12%	11%	10%	10%	10%	8%	8%	10%	19%	15%	10%	8%	10%	7%	14%	20%
Don't know	8%	6%	7%	7%	13%	11%	8%	6%	8%	9%	8%	8%	9%	6%	9%	13%	4%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(38.B) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Impact of new technology

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Grown more concerned	24%	28%	20%	28%	19%	24%	26%	22%	27%	26%	24%	15%	27%	21%	27%	35%	12%
Stayed around the same	57%	50%	58%	53%	63%	60%	56%	59%	54%	55%	59%	60%	58%	55%	56%	46%	62%
Grown less concerned	11%	10%	11%	12%	9%	9%	14%	13%	9%	12%	10%	11%	11%	14%	7%	11%	8%
Don't know	8%	12%	11%	8%	10%	7%	4%	6%	10%	7%	7%	14%	4%	10%	10%	8%	18%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(39.A) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Global poverty

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Grown more concerned	30%	29%	31%	34%	26%	31%	24%	34%	30%	20%	35%	25%	25%	28%	33%	37%	47%
Stayed around the same	54%	59%	52%	52%	51%	52%	61%	52%	57%	58%	47%	68%	58%	56%	48%	36%	32%
Grown less concerned	8%	6%	10%	6%	11%	6%	9%	6%	6%	11%	8%	1%	10%	9%	12%	10%	13%
Don't know	8%	6%	8%	8%	13%	11%	6%	7%	7%	11%	10%	6%	7%	6%	8%	17%	7%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(39.B) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Global poverty

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Grown more concerned	30%	36%	34%	29%	24%	31%	28%	28%	32%	23%	37%	18%	22%	41%	33%	26%	18%
Stayed around the same	54%	45%	50%	50%	59%	52%	62%	56%	51%	60%	48%	61%	66%	40%	51%	49%	64%
Grown less concerned	8%	5%	6%	13%	8%	9%	7%	9%	7%	9%	9%	5%	9%	10%	5%	17%	2%
Don't know	8%	13%	10%	8%	9%	8%	4%	7%	10%	7%	6%	16%	4%	10%	11%	8%	16%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(40.A) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Economic growth and living standards 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Grown more concerned	36%	45%	38%	33%	28%	36%	33%	35%	39%	27%	44%	30%	39%	38%	39%	39%	31%
Stayed around the same	49%	45%	50%	50%	52%	43%	54%	52%	48%	53%	42%	57%	51%	50%	47%	39%	51%
Grown less concerned	6%	6%	6%	6%	7%	7%	6%	3%	7%	8%	7%	6%	2%	6%	8%	6%	13%
Don't know	9%	5%	6%	10%	13%	13%	6%	10%	6%	12%	7%	7%	8%	6%	6%	16%	4%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(40.B) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Economic growth and living standards in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Grown more concerned	36%	37%	33%	39%	37%	36%	36%	34%	39%	32%	43%	26%	31%	44%	34%	39%	30%
Stayed around the same	49%	38%	51%	46%	50%	51%	54%	53%	45%	55%	45%	53%	58%	39%	51%	41%	50%
Grown less concerned	6%	10%	5%	7%	5%	4%	7%	7%	6%	8%	5%	2%	8%	7%	2%	8%	2%
Don't know	9%	15%	11%	7%	9%	9%	3%	7%	10%	5%	6%	19%	3%	9%	12%	13%	18%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(41.A) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Grown more concerned	54%	59%	58%	51%	46%	50%	60%	52%	60%	46%	53%	56%	48%	49%	55%	54%	67%
Stayed around the same	32%	31%	28%	37%	32%	35%	28%	40%	27%	34%	28%	34%	43%	39%	29%	20%	16%
Grown less concerned	7%	4%	7%	6%	10%	5%	6%	3%	7%	9%	12%	3%	2%	7%	10%	10%	10%
Don't know	8%	6%	7%	6%	11%	11%	6%	5%	5%	11%	8%	7%	7%	5%	6%	15%	7%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(41.B) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Climate change

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Grown more concerned	54%	51%	42%	53%	50%	63%	63%	49%	58%	46%	63%	46%	49%	60%	66%	45%	38%
Stayed around the same	32%	27%	40%	30%	35%	27%	31%	36%	27%	37%	26%	38%	39%	24%	22%	25%	43%
Grown less concerned	7%	8%	8%	9%	7%	6%	4%	9%	5%	12%	4%	1%	8%	7%	3%	21%	3%
Don't know	8%	14%	11%	8%	8%	4%	2%	6%	9%	5%	6%	14%	4%	9%	9%	9%	16%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(42.A) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Grown more concerned	31%	35%	35%	29%	24%	34%	35%	34%	32%	20%	32%	21%	23%	27%	30%	42%	47%
Stayed around the same	51%	50%	50%	53%	51%	48%	49%	46%	51%	58%	50%	64%	57%	57%	55%	31%	36%
Grown less concerned	9%	9%	8%	9%	9%	5%	10%	11%	10%	10%	9%	8%	7%	10%	6%	10%	10%
Don't know	9%	6%	6%	9%	16%	13%	6%	9%	8%	11%	8%	7%	13%	6%	9%	17%	7%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(42.B) Finally, which of the same things would you say that you have personally become more concerned about in recent years?: Inequality in my country

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Grown more concerned	31%	30%	31%	32%	33%	28%	31%	27%	35%	27%	37%	24%	23%	41%	39%	27%	22%
Stayed around the same	51%	42%	53%	50%	51%	52%	57%	55%	47%	56%	50%	49%	61%	41%	49%	54%	51%
Grown less concerned	9%	11%	4%	10%	7%	13%	9%	11%	7%	11%	7%	7%	12%	7%	3%	11%	7%
Don't know	9%	17%	13%	8%	10%	7%	3%	7%	11%	6%	6%	20%	4%	11%	10%	9%	20%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(43.A) If you had to guess, how much would you expect the emissions produced in the UK to have changed in the last thirty years?

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Increased by over 50%	11%	13%	11%	12%	9%	8%	15%	8%	13%	10%	12%	11%	7%	13%	16%	6%	6%
Increased by 25-50%	20%	22%	20%	22%	16%	21%	25%	22%	9%	17%	29%	17%	28%	14%	23%	12%	28%
Increase by 0-25%	23%	27%	22%	24%	19%	21%	27%	26%	30%	22%	23%	25%	20%	20%	15%	21%	22%
Stayed around the same	14%	12%	14%	13%	15%	13%	14%	11%	11%	9%	16%	14%	17%	16%	16%	12%	13%
Decreased by 0-25%	9%	12%	10%	9%	6%	15%	6%	9%	8%	7%	8%	6%	7%	10%	9%	14%	13%
Decreased by 25-50%	5%	4%	5%	4%	6%	1%	2%	7%	7%	11%	0%	12%	6%	4%	7%	0%	0%
Decreased by over 50%	1%	0%	0%	2%	1%	1%	0%	1%	0%	1%	1%	0%	0%	2%	1%	2%	3%
Don't Know	17%	10%	18%	15%	27%	19%	11%	16%	21%	22%	11%	16%	16%	21%	12%	34%	15%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(43.B) If you had to guess, how much would you expect the emissions produced in the UK to have changed in the last thirty years?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Increased by over 50%	11%	8%	9%	16%	10%	12%	11%	9%	13%	7%	14%	14%	10%	12%	12%	13%	10%
Increased by 25-50%	20%	20%	21%	20%	21%	20%	19%	20%	21%	20%	21%	18%	22%	18%	23%	17%	18%
Increase by 0-25%	23%	22%	23%	24%	19%	25%	24%	24%	22%	24%	24%	16%	23%	27%	28%	20%	13%
Stayed around the same	14%	20%	22%	14%	15%	7%	5%	16%	11%	13%	15%	17%	13%	16%	4%	8%	17%
Decreased by 0-25%	9%	8%	6%	5%	11%	9%	16%	11%	8%	12%	9%	4%	11%	9%	14%	0%	5%
Decreased by 25-50%	5%	4%	4%	4%	5%	4%	6%	6%	3%	5%	4%	4%	7%	3%	3%	10%	4%
Decreased by over 50%	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	2%
Don't Know	17%	17%	14%	16%	17%	21%	18%	13%	22%	19%	12%	26%	15%	15%	16%	30%	32%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(44.A) How important or unimportant a priority, if at all, is reducing your personal carbon emissions / carbon footprint for your household?

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very important	32%	37%	34%	30%	28%	33%	30%	25%	39%	35%	32%	30%	32%	29%	36%	36%	33%
Somewhat important	33%	35%	35%	33%	29%	37%	40%	38%	35%	22%	26%	32%	35%	30%	30%	30%	34%
Neither important nor unimportant	14%	11%	14%	14%	15%	10%	12%	14%	13%	15%	15%	16%	11%	17%	16%	8%	17%
Somewhat unimportant	7%	8%	5%	8%	9%	5%	9%	9%	3%	10%	10%	9%	12%	8%	6%	5%	3%
Very unimportant	5%	4%	5%	5%	7%	2%	4%	6%	2%	7%	9%	5%	4%	7%	7%	7%	7%
I don't know what that means	2%	1%	1%	2%	3%	3%	0%	2%	3%	4%	1%	1%	3%	1%	1%	4%	0%
Not sure	7%	5%	6%	8%	9%	10%	5%	6%	5%	7%	7%	6%	4%	8%	4%	11%	7%
Total Important:	65%	72%	69%	63%	57%	70%	70%	63%	74%	58%	58%	62%	66%	59%	66%	65%	66%
Total Unimportant:	13%	12%	10%	13%	16%	7%	13%	15%	5%	16%	19%	14%	17%	15%	13%	12%	10%
Net:	53%	60%	59%	50%	41%	64%	57%	47%	69%	41%	39%	49%	50%	43%	54%	53%	57%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(44.B) How important or unimportant a priority, if at all, is reducing your personal carbon emissions / carbon footprint for your household?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very important	32%	21%	29%	39%	28%	39%	36%	32%	33%	28%	38%	30%	32%	35%	39%	26%	22%
Somewhat important	33%	34%	37%	31%	33%	29%	34%	31%	35%	32%	36%	28%	31%	35%	37%	29%	27%
Neither important nor unimportant	14%	16%	13%	12%	15%	15%	12%	16%	11%	15%	13%	13%	15%	10%	13%	8%	17%
Somewhat unimportant	7%	11%	9%	5%	9%	5%	6%	7%	8%	9%	5%	7%	9%	10%	3%	4%	6%
Very unimportant	5%	4%	3%	6%	8%	5%	6%	8%	3%	8%	2%	5%	7%	2%	2%	25%	7%
I don't know what that means	2%	6%	1%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	0%	0%	6%
Not sure	7%	8%	8%	7%	7%	7%	5%	5%	9%	6%	5%	13%	4%	6%	7%	8%	16%
Total Important:	65%	55%	66%	70%	61%	68%	70%	62%	68%	60%	74%	58%	64%	70%	76%	55%	49%
Total Unimportant:	13%	15%	12%	11%	17%	10%	12%	15%	11%	17%	7%	13%	16%	12%	4%	29%	12%
Net:	53%	40%	54%	59%	44%	58%	58%	48%	57%	43%	67%	46%	48%	59%	72%	26%	37%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(45.A) You said that reducing your personal carbon emissions is not an important priority. Which, if any, of the following are significant reasons for that? 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	127	31	26	28	42	9	13	12	5	12	17	12	8	18	12	6	3	
Weighted	127	33	26	28	40	9	17	12	5	11	17	11	7	17	12	6	3	
I don't believe that climate change will be that damaging	28%	30%	19%	17%	39%	20%	15%	26%	62%	56%	23%	16%	28%	31%	18%	22%	64%	
It is not a priority for me	41%	49%	51%	35%	32%	26%	45%	50%	81%	41%	23%	60%	10%	31%	68%	39%	36%	
I don't think my actions have an impact on climate change	44%	40%	59%	54%	31%	20%	33%	41%	79%	42%	50%	52%	43%	48%	69%	16%	28%	
It sounds complicated	12%	6%	12%	14%	17%	15%	16%	0%	0%	9%	16%	7%	0%	21%	16%	29%	0%	
It sounds expensive	25%	24%	30%	20%	27%	19%	30%	42%	21%	18%	23%	17%	26%	28%	18%	29%	36%	
I don't know how	12%	7%	4%	11%	21%	28%	0%	8%	0%	0%	12%	20%	0%	11%	14%	45%	28%	
I take other steps to minimise my environmental impact	17%	15%	18%	26%	12%	23%	7%	17%	0%	7%	28%	16%	25%	11%	26%	38%	0%	
Other, please specify	8%	16%	7%	3%	4%	11%	20%	8%	19%	9%	0%	8%	0%	0%	17%	0%	0%	
Don't Know	2%	0%	0%	3%	4%	0%	0%	8%	0%	7%	0%	0%	11%	0%	0%	0%	0%	
I consider myself to be a tiny contributor to carbon emissions and don't see what else I can do to reduce them	1%	4%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
I believe that, realistically, there is only a certain amount that individuals can do. I see no point in completely uphauling my life if large corporations and/or entire governments refuse to do anything at all.	1%	0%	4%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Why should I have a lower quality of life and spend more money when the UK is insignificant in comparison to USA and China	1%	0%	4%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
my impact is nothing compared to big businesses	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	
Too much interfering from government and eco-freaks	1%	3%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	
We are only a small island	1%	0%	0%	0%	2%	0%	0%	0%	19%	0%	0%	0%	0%	0%	0%	0%	0%	
My personal impact is absolutely minimal already.	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	0%	0%	
The earth's climate always has and always will change.	1%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	
climate change is a natural process of the Earth nothing to do with human behaviour!	1%	3%	0%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
UK is responsible for less than 1% of global warming. China is the largest polluter.	1%	4%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Note:

BASE: Respondents for which reducing their personal carbon emissions for their household is unimportant.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(45.B) You said that reducing your personal carbon emissions is not an important priority. Which, if any, of the following are significant reasons for that? Please select all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	127	19	24	16	28	15	25	71	56	71	31	15	62	33	3	7	13
Weighted	127	21	21	19	28	14	25	72	55	70	31	15	63	33	3	7	13
I don't believe that climate change will be that damaging	28%	9%	26%	41%	31%	40%	24%	31%	23%	34%	24%	27%	31%	24%	26%	74%	8%
It is not a priority for me	41%	15%	25%	53%	50%	60%	47%	48%	32%	50%	33%	39%	50%	26%	100%	30%	43%
I don't think my actions have an impact on climate change	44%	35%	35%	42%	39%	54%	63%	57%	28%	50%	34%	44%	58%	32%	35%	44%	32%
It sounds complicated	12%	20%	23%	20%	4%	0%	8%	7%	20%	7%	22%	11%	6%	17%	0%	0%	12%
It sounds expensive	25%	24%	16%	32%	33%	27%	20%	28%	21%	28%	33%	0%	27%	18%	35%	40%	22%
I don't know how	12%	17%	21%	12%	7%	7%	8%	8%	17%	8%	12%	27%	6%	16%	0%	0%	25%
I take other steps to minimise my environmental impact	17%	28%	11%	13%	15%	13%	20%	16%	18%	19%	11%	12%	19%	21%	0%	0%	6%
Other, please specify	8%	4%	9%	0%	0%	14%	21%	7%	9%	13%	0%	0%	13%	3%	0%	0%	0%
Don't Know	2%	3%	9%	0%	0%	0%	0%	1%	3%	1%	3%	5%	0%	3%	0%	0%	13%
I consider myself to be a tiny contributor to carbon emissions and don't see what else I can do to reduce them	1%	0%	0%	0%	0%	0%	5%	0%	2%	2%	0%	0%	2%	0%	0%	0%	0%
I believe that, realistically, there is only a certain amount that individuals can do. I see no point in completely uphauling my life if large corporations and/or entire governments refuse to do anything at all.	1%	0%	5%	0%	0%	0%	0%	0%	2%	1%	0%	0%	2%	0%	0%	0%	0%
Why should I have a lower quality of life and spend more money when the UK is insignificant in comparison to USA and China	1%	0%	5%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	3%	0%	0%	0%
my impact is nothing compared to big businesses	1%	4%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Too much interfering from government and eco-freaks	1%	0%	0%	0%	0%	7%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%
We are only a small island	1%	0%	0%	0%	0%	0%	4%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%
My personal impact is absolutely minimal already.	1%	0%	0%	0%	0%	7%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%
The earth's climate always has and always will change.	1%	0%	0%	0%	0%	0%	4%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%
climate change is a natural process of the Earth nothing to do with human behaviour!	1%	0%	0%	0%	0%	0%	4%	0%	2%	1%	0%	0%	2%	0%	0%	0%	0%
UK is responsible for less than 1% of global warming. China is the largest polluter.	1%	0%	0%	0%	0%	0%	5%	0%	2%	2%	0%	0%	2%	0%	0%	0%	0%

Note:

BASE: Respondents for which reducing their personal carbon emissions for their household is unimportant.

Fieldwork: 18th Aug - 23rd Aug 2021

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



(46.A) You said that reducing your personal carbon emissions is an important priority for you. Are there any remaining actions your household could take that would reduce your carbon emissions / footprint?

	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	657	193	176	143	144	103	76	49	69	40	52	52	30	71	60	34	21
Weighted	656	194	179	140	142	99	92	50	68	40	52	50	27	65	60	33	20
Yes, many actions	26%	32%	26%	25%	19%	37%	23%	24%	28%	22%	25%	28%	30%	11%	22%	38%	38%
Yes, one or two actions	49%	52%	49%	50%	45%	39%	56%	44%	44%	64%	49%	44%	56%	63%	53%	41%	33%
No, nothing I can think of	17%	12%	18%	15%	25%	17%	17%	20%	21%	12%	19%	18%	3%	15%	21%	15%	15%
Don't Know	7%	4%	6%	10%	11%	7%	5%	12%	6%	3%	7%	11%	11%	11%	4%	6%	14%

*Note:*

BASE: Respondents for which reducing their personal carbon emissions for their household is important.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(46.B) You said that reducing your personal carbon emissions is an important priority for you. Are there any remaining actions your household could take that would reduce your carbon emissions / footprint?

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	657	70	131	103	102	101	150	309	345	246	315	66	250	200	51	13	52
Weighted	656	78	113	119	104	96	147	308	345	243	314	67	252	196	54	13	52
Yes, many actions	26%	36%	35%	35%	19%	23%	14%	29%	24%	24%	27%	30%	23%	30%	14%	48%	32%
Yes, one or two actions	49%	42%	48%	49%	54%	49%	51%	47%	51%	48%	54%	36%	52%	44%	66%	30%	44%
No, nothing I can think of	17%	14%	14%	9%	17%	18%	27%	18%	17%	20%	15%	18%	19%	19%	8%	0%	16%
Don't Know	7%	7%	3%	6%	11%	11%	8%	6%	9%	9%	4%	16%	6%	7%	12%	22%	8%

Note:

BASE: Respondents for which reducing their personal carbon emissions for their household is important.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(47.A) And which if any, of the following are significant reasons why you haven't taken those actions? 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	404	124	110	96	73	68	44	27	44	31	26	30	19	43	40	19	13
Weighted	404	124	112	95	72	66	53	28	42	31	27	29	17	40	40	18	12
I don't believe that climate change will be that damaging	3%	3%	2%	4%	2%	5%	2%	0%	2%	0%	0%	10%	0%	7%	0%	0%	0%
It is not a priority for me	7%	8%	7%	9%	4%	8%	4%	10%	11%	4%	16%	10%	5%	6%	2%	10%	0%
I don't think my actions have an impact on climate change	8%	5%	7%	12%	11%	12%	7%	10%	4%	7%	11%	13%	0%	7%	8%	0%	24%
It sounds complicated	20%	22%	19%	21%	17%	27%	13%	20%	14%	21%	27%	18%	26%	18%	22%	22%	22%
It sounds expensive	37%	34%	35%	41%	37%	31%	31%	41%	57%	40%	41%	20%	41%	40%	37%	33%	31%
I don't know how	15%	13%	13%	19%	14%	17%	12%	17%	9%	19%	17%	17%	20%	19%	10%	5%	16%
I take other steps to minimise my environmental impact	41%	41%	39%	38%	48%	38%	38%	40%	31%	61%	41%	49%	37%	42%	37%	38%	45%
Other, please specify	6%	7%	8%	2%	4%	6%	5%	4%	11%	6%	4%	3%	5%	5%	5%	5%	6%
Don't Know	6%	8%	7%	2%	8%	4%	10%	7%	6%	4%	0%	10%	5%	5%	7%	15%	0%
Cost	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
I do as many of these as I can	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%
This isn't a question one can ans in one simple way, its complicated, but at least I want too make a difference where many of the british public dont care adn are not willing to change any of their life styles	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
have taken actions	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
The things I want to do are expensive and at the moment I cannot afford to do them all	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%
I don't actually do much, I don't drive and try to waste as little as possible	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Key changes are incompatible with the nature of my situation (accommodation, etc)	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
live in council housing	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
I need to use my vehicle, but I have reduced how much I do go out..	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
I AM DOING ALOT MORE THAN SOME	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%
None	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
live in flat so can't change	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NOT SURE HOW EFFECTIVE THEY WILL BE	0%	0%	1%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Takes time to save up for e.g. electric car	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Too expensive to take more steps than those already taken	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
I like meat and will continue to eat it in my usual small way	0%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Taken many, but can do more	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Travel less	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(47.B) And which if any, of the following are significant reasons why you haven't taken those actions? Please select all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	404	51	90	76	57	50	80	198	203	145	204	34	152	118	32	8	36
Weighted	404	58	77	86	58	47	78	199	202	144	201	35	152	116	33	8	36
I don't believe that climate change will be that damaging	3%	7%	3%	4%	0%	0%	0%	3%	2%	0%	5%	0%	3%	6%	0%	0%	0%
It is not a priority for me	7%	21%	9%	4%	3%	2%	4%	10%	5%	6%	9%	8%	8%	11%	3%	0%	3%
I don't think my actions have an impact on climate change	8%	5%	13%	13%	7%	10%	1%	11%	6%	12%	6%	3%	10%	7%	0%	13%	8%
It sounds complicated	20%	29%	25%	29%	12%	10%	12%	27%	14%	22%	18%	19%	21%	24%	22%	0%	17%
It sounds expensive	37%	25%	34%	39%	50%	34%	37%	36%	37%	34%	39%	50%	35%	32%	44%	11%	53%
I don't know how	15%	24%	12%	17%	10%	14%	11%	15%	15%	12%	13%	27%	15%	16%	9%	0%	21%
I take other steps to minimise my environmental impact	41%	40%	29%	43%	41%	49%	46%	39%	42%	44%	41%	30%	44%	36%	52%	75%	24%
Other, please specify	6%	0%	2%	1%	9%	10%	13%	7%	4%	4%	7%	11%	6%	5%	6%	0%	11%
Don't Know	6%	3%	12%	4%	3%	4%	9%	4%	9%	5%	8%	3%	4%	8%	8%	12%	5%
Cost	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
I do as many of these as I can	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
This isn't a question one can ans in one simple way, its complicated, but at least I want too make a difference where many of the british public dont care adn are not willing to change any of their life styles	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
have taken actions	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
The things I want to do are expensive and at the moment I cannot afford to do them all	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
I don't actually do much, I don't drive and try to waste as little as possible	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	3%	0%	0%	0%	0%	3%
Key changes are incompatible with the nature of my situation (accommodation, etc)	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
live in council housing	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
I need to use my vehicle, but I have reduced how much I do go out..	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
I AM DOING ALOT MORE THAN SOME	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
None	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
live in flat so can't change	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
NOT SURE HOW EFFECTIVE THEY WILL BE	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Takes time to save up for e.g. electric car	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Too expensive to take more steps than those already taken	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
I like meat and will continue to eat it in my usual small way	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	3%	0%	0%
Taken many, but can do more	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	3%
Travel less	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Do alot more recycling	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Local council planning rules	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%

(48.A) What actions, if any, do you think are the most significant that a household could take to reduce its own carbon emissions? 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Move to zero carbon energy provider	14%	19%	12%	13%	11%	14%	15%	9%	13%	14%	16%	17%	9%	14%	18%	9%	16%
Install a heat pump	8%	13%	7%	5%	8%	6%	8%	14%	6%	10%	7%	9%	13%	5%	7%	18%	9%
Switched to an electric or hybrid car	16%	26%	12%	14%	10%	11%	21%	15%	21%	15%	14%	14%	18%	12%	23%	11%	6%
Give up flights abroad	15%	18%	17%	13%	13%	14%	15%	21%	17%	21%	10%	14%	17%	13%	12%	19%	21%
Switched completely to a vegetarian diet	6%	7%	6%	6%	4%	6%	10%	1%	4%	3%	6%	6%	2%	7%	4%	10%	9%
Switched completely to a vegan diet	4%	6%	4%	4%	3%	5%	4%	7%	6%	1%	5%	2%	0%	3%	2%	9%	6%
Buy fewer new clothes	12%	12%	12%	16%	10%	11%	16%	14%	15%	18%	18%	7%	15%	8%	10%	5%	12%
Reduce food waste	31%	24%	29%	35%	37%	31%	23%	37%	34%	21%	37%	35%	28%	30%	34%	24%	42%
Switch to LED light bulbs	19%	18%	19%	20%	20%	16%	19%	14%	15%	21%	22%	16%	29%	23%	15%	30%	27%
Unplug electric gadgets when not using them	12%	7%	13%	15%	15%	11%	7%	10%	16%	12%	7%	23%	20%	11%	15%	9%	16%
Bought a carbon offset	3%	4%	1%	3%	3%	5%	1%	0%	3%	5%	3%	4%	3%	2%	2%	2%	0%
Opted for an active form of transport instead of a car/bus/train (e.g walking, cycling, scooter)	12%	14%	13%	10%	9%	11%	12%	15%	11%	14%	8%	16%	6%	9%	14%	13%	8%
Reduced use of single-use plastics	25%	21%	28%	27%	23%	19%	25%	23%	27%	29%	19%	26%	36%	23%	26%	30%	34%
Taken your own bags with you when shopping	19%	12%	18%	22%	23%	18%	13%	21%	16%	22%	24%	15%	9%	21%	21%	24%	20%
Switched to more sustainable products	13%	16%	16%	13%	8%	14%	22%	12%	15%	14%	9%	10%	7%	10%	14%	9%	14%
Improved the energy efficiency of my home [e.g installed insulation, draft proofing]	21%	24%	20%	24%	17%	17%	31%	20%	26%	15%	22%	25%	15%	22%	22%	8%	17%
Installed a smart meter	14%	13%	14%	13%	15%	12%	12%	19%	12%	10%	11%	16%	13%	16%	19%	10%	8%
Reducing the number of emails you send	2%	2%	1%	2%	1%	3%	2%	0%	1%	0%	6%	3%	0%	0%	0%	0%	0%
None of the above	3%	3%	4%	1%	3%	2%	4%	1%	0%	3%	3%	2%	2%	4%	5%	6%	0%
Other, please specify	1%	2%	1%	0%	0%	1%	2%	0%	2%	3%	0%	0%	0%	2%	0%	0%	0%
Don't Know	8%	5%	9%	7%	12%	11%	4%	10%	7%	8%	8%	6%	14%	11%	6%	7%	6%
Solar panels	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
all of these are important and are not exclusive, we should be doing most of them anyway, but all decisions need to be taken with an environmental risk assessment	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
None...when the UK only produces 1% of GH gasses our effect is minimal	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
We have a smart meter which has made no difference	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Have installed solar panels	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Everyone of these is an	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

(48.B) What actions, if any, do you think are the most significant that a household could take to reduce its own carbon emissions? Please select up to three

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Move to zero carbon energy provider	14%	16%	13%	17%	13%	15%	12%	15%	13%	13%	17%	10%	16%	15%	14%	12%	6%
Install a heat pump	8%	3%	9%	6%	8%	8%	15%	9%	8%	9%	11%	4%	9%	8%	15%	8%	4%
Switched to an electric or hybrid car	16%	12%	13%	18%	16%	17%	19%	16%	15%	14%	19%	12%	17%	15%	18%	16%	16%
Give up flights abroad	15%	9%	11%	11%	17%	25%	18%	17%	14%	15%	18%	12%	17%	14%	21%	20%	11%
Switched completely to a vegetarian diet	6%	9%	10%	7%	2%	3%	3%	5%	7%	7%	5%	3%	5%	6%	11%	5%	4%
Switched completely to a vegan diet	4%	2%	9%	6%	2%	5%	1%	3%	5%	3%	6%	3%	2%	6%	2%	5%	3%
Buy fewer new clothes	12%	14%	11%	15%	11%	14%	11%	12%	13%	13%	11%	12%	13%	11%	15%	0%	12%
Reduce food waste	31%	27%	25%	38%	27%	30%	35%	28%	33%	33%	29%	33%	31%	28%	33%	18%	35%
Switch to LED light bulbs	19%	24%	15%	21%	20%	15%	21%	21%	18%	20%	17%	23%	21%	18%	12%	12%	22%
Unplug electric gadgets when not using them	12%	11%	13%	10%	13%	14%	14%	13%	12%	12%	11%	18%	14%	10%	6%	7%	14%
Bought a carbon offset	3%	7%	6%	2%	2%	0%	0%	4%	1%	2%	3%	2%	2%	6%	0%	4%	0%
Opted for an active form of transport instead of a car/bus/train (e.g walking, cycling, scooter)	12%	14%	12%	10%	12%	12%	11%	11%	12%	10%	13%	13%	10%	12%	17%	16%	7%
Reduced use of single-use plastics	25%	15%	23%	23%	24%	27%	34%	23%	26%	24%	27%	23%	26%	23%	23%	28%	27%
Taken your own bags with you when shopping	19%	15%	14%	15%	17%	23%	26%	14%	23%	21%	17%	17%	19%	19%	11%	24%	15%
Switched to more sustainable products	13%	12%	13%	15%	21%	11%	8%	12%	14%	12%	13%	14%	13%	15%	14%	4%	12%
Improved the energy efficiency of my home [e.g installed insulation, draft proofing]	21%	21%	16%	23%	17%	28%	23%	22%	21%	20%	24%	14%	23%	23%	34%	23%	15%
Installed a smart meter	14%	16%	14%	16%	14%	10%	11%	13%	14%	13%	13%	20%	13%	15%	6%	9%	17%
Reducing the number of emails you send	2%	3%	4%	1%	2%	0%	0%	2%	1%	1%	3%	1%	1%	2%	3%	0%	0%
None of the above	3%	1%	3%	3%	5%	2%	3%	3%	3%	5%	3%	0%	5%	2%	3%	0%	1%
Other, please specify	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%
Don't Know	8%	11%	11%	7%	11%	7%	3%	7%	9%	7%	5%	14%	4%	9%	5%	21%	19%
Solar panels	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
all of these are important and are not exclusive, we should be doing most of them anyway, but all desiosn need to be taken with an environmental risk asseessment	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None...when the UK only produces 1% of GH gasses our effect is minimal	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
We have a smart meter which has made no difference	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Have installed solar panels	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Everyone of these is an important step	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
nothing!	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

(49.A) And what actions has your household taken to reduce its carbon emissions, if any? 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Move to zero carbon energy provider	10%	14%	7%	9%	9%	9%	11%	4%	17%	8%	9%	13%	6%	10%	13%	7%	3%
Install a heat pump	3%	3%	4%	1%	3%	3%	3%	1%	3%	4%	5%	1%	0%	2%	3%	7%	6%
Switched to an electric or hybrid car	6%	9%	5%	7%	4%	9%	5%	3%	7%	6%	3%	6%	6%	7%	12%	4%	4%
Give up flights abroad	16%	18%	16%	15%	16%	11%	14%	21%	25%	19%	7%	13%	23%	17%	23%	15%	10%
Switched completely to a vegetarian diet	7%	9%	7%	5%	6%	8%	9%	5%	7%	5%	7%	4%	14%	8%	5%	8%	3%
Switched completely to a vegan diet	3%	1%	2%	4%	3%	3%	3%	5%	5%	0%	1%	2%	0%	4%	2%	4%	0%
Buy fewer new clothes	36%	40%	40%	31%	34%	23%	40%	35%	49%	30%	37%	35%	48%	29%	44%	47%	36%
Reduce food waste	54%	54%	58%	49%	53%	40%	64%	64%	69%	45%	47%	47%	50%	53%	60%	50%	54%
Switch to LED light bulbs	45%	46%	51%	47%	38%	40%	46%	45%	53%	35%	40%	56%	46%	43%	51%	52%	42%
Unplug electric gadgets when not using them	35%	40%	36%	31%	31%	24%	34%	32%	45%	31%	40%	44%	43%	28%	40%	33%	32%
Bought a carbon offset	2%	3%	2%	3%	1%	6%	1%	0%	1%	4%	2%	2%	0%	2%	1%	4%	3%
Opted for an active form of transport instead of a car/bus/train (e.g walking, cycling, scooter)	17%	21%	16%	12%	17%	16%	21%	21%	26%	15%	11%	17%	13%	13%	11%	17%	12%
Reduced use of single-use plastics	43%	48%	45%	43%	36%	38%	47%	40%	53%	50%	32%	45%	38%	40%	47%	44%	48%
Taken your own bags with you when shopping	56%	59%	57%	58%	52%	41%	65%	63%	63%	57%	43%	68%	50%	53%	68%	61%	43%
Switched to more sustainable products	20%	25%	22%	20%	15%	16%	26%	16%	24%	20%	18%	21%	26%	16%	24%	19%	22%
Improved the energy efficiency of my home [e.g installed insulation, draft proofing]	24%	29%	23%	25%	19%	16%	28%	28%	27%	28%	15%	23%	17%	28%	32%	21%	22%
Installed a smart meter	28%	28%	27%	31%	25%	17%	26%	26%	41%	29%	24%	37%	30%	26%	37%	31%	6%
Reducing the number of emails you send	7%	8%	9%	9%	2%	7%	4%	5%	4%	7%	9%	15%	2%	9%	8%	8%	10%
None of the above	2%	2%	2%	3%	3%	3%	1%	1%	3%	3%	3%	1%	3%	3%	2%	4%	3%
Other, please specify	2%	2%	2%	2%	1%	1%	5%	0%	2%	0%	1%	0%	0%	1%	2%	2%	3%
Our household hasn't taken any actions	3%	2%	5%	3%	4%	3%	3%	4%	3%	1%	5%	3%	11%	2%	5%	0%	3%
Don't Know	5%	4%	5%	4%	9%	5%	5%	5%	5%	8%	7%	3%	4%	8%	2%	11%	3%
If China, Russia and the USA made an effort then so might we	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Some of those don't apply or were already being done	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
solar	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
reduce meat and dairy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
re used old items - inc used Skip wood !!!	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Installed solar panels and storage batteries. Installed off grid solar panel and wind	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

(49.B) And what actions has your household taken to reduce its carbon emissions, if any? Please select all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Move to zero carbon energy provider	10%	6%	8%	11%	8%	12%	13%	11%	9%	8%	13%	9%	7%	11%	14%	16%	5%
Install a heat pump	3%	6%	4%	3%	1%	3%	1%	3%	3%	3%	3%	3%	3%	4%	0%	0%	2%
Switched to an electric or hybrid car	6%	8%	5%	8%	3%	8%	6%	6%	6%	5%	9%	6%	7%	7%	5%	13%	2%
Give up flights abroad	16%	8%	7%	14%	19%	23%	24%	16%	16%	17%	18%	14%	17%	16%	19%	39%	10%
Switched completely to a vegetarian diet	7%	14%	9%	7%	4%	6%	3%	4%	9%	3%	10%	4%	5%	11%	9%	4%	1%
Switched completely to a vegan diet	3%	6%	5%	2%	1%	3%	0%	3%	3%	2%	4%	2%	2%	5%	0%	4%	1%
Buy fewer new clothes	36%	22%	26%	40%	40%	46%	43%	30%	43%	34%	43%	32%	35%	37%	50%	33%	32%
Reduce food waste	54%	36%	44%	56%	58%	61%	65%	46%	60%	52%	58%	48%	52%	53%	68%	42%	55%
Switch to LED light bulbs	45%	25%	28%	43%	45%	56%	69%	44%	47%	48%	48%	40%	50%	40%	60%	34%	38%
Unplug electric gadgets when not using them	35%	15%	27%	29%	41%	41%	49%	32%	38%	36%	37%	33%	41%	31%	36%	28%	28%
Bought a carbon offset	2%	5%	5%	3%	1%	1%	0%	4%	1%	2%	2%	2%	2%	2%	0%	4%	1%
Opted for an active form of transport instead of a car/bus/train (e.g walking, cycling, scooter)	17%	11%	16%	18%	15%	18%	20%	16%	17%	15%	18%	24%	14%	19%	15%	21%	19%
Reduced use of single-use plastics	43%	26%	36%	44%	43%	48%	56%	38%	48%	40%	48%	39%	42%	42%	57%	19%	43%
Taken your own bags with you when shopping	56%	28%	36%	59%	56%	70%	81%	50%	62%	59%	59%	49%	60%	51%	71%	40%	53%
Switched to more sustainable products	20%	20%	20%	24%	20%	24%	16%	19%	22%	16%	25%	14%	17%	23%	20%	11%	18%
Improved the energy efficiency of my home [e.g installed insulation, draft proofing]	24%	14%	17%	17%	26%	33%	35%	24%	24%	27%	25%	15%	30%	19%	25%	27%	13%
Installed a smart meter	28%	15%	19%	27%	29%	39%	35%	26%	29%	30%	27%	27%	32%	23%	30%	35%	27%
Reducing the number of emails you send	7%	5%	7%	7%	8%	5%	10%	6%	8%	7%	8%	7%	9%	6%	3%	0%	6%
None of the above	2%	5%	1%	1%	3%	3%	2%	3%	2%	3%	1%	0%	3%	2%	1%	0%	2%
Other, please specify	2%	0%	0%	1%	2%	3%	3%	2%	1%	2%	2%	1%	2%	1%	4%	0%	1%
Our household hasn't taken any actions	3%	1%	5%	4%	6%	3%	2%	4%	2%	4%	2%	6%	3%	2%	0%	20%	9%
Don't Know	5%	10%	10%	3%	5%	3%	2%	4%	6%	3%	4%	12%	3%	6%	5%	0%	12%
If China, Russia and the USA made an effort then so might we	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Some of those don't apply or were already being done	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
solar	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
reduce meat and dairy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
re used old items - inc used Skip wood !!!	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Installed solar panels and storage batteries. Installed off grid solar panel and wind turbine with storage batteries	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Moved to a flexitarian diet	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%



(50.A) If you were trying to find out how to reduce your carbon emissions which, if any, of the following sources of information would you be most likely to turn to? Please tick up to three

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Google Search	51%	53%	51%	53%	47%	45%	61%	58%	44%	50%	46%	53%	54%	51%	50%	43%	59%
YouTube	16%	15%	16%	18%	17%	31%	13%	22%	11%	12%	19%	13%	26%	13%	7%	12%	12%
Official Government advice	39%	46%	41%	38%	31%	30%	43%	41%	37%	41%	37%	49%	41%	38%	41%	35%	50%
Friends and family	18%	17%	18%	19%	17%	26%	19%	10%	24%	15%	24%	9%	19%	16%	13%	16%	6%
Newspapers	16%	18%	18%	18%	9%	15%	17%	13%	23%	16%	21%	13%	21%	13%	11%	13%	10%
Books	8%	9%	8%	8%	8%	12%	4%	9%	5%	4%	13%	7%	14%	5%	13%	5%	13%
Magazines	6%	4%	6%	6%	7%	11%	4%	1%	3%	5%	9%	5%	5%	6%	3%	10%	9%
TV programmes	29%	30%	28%	32%	27%	26%	26%	30%	32%	34%	31%	26%	23%	28%	30%	34%	45%
None of the above	7%	6%	7%	6%	9%	4%	5%	10%	5%	8%	7%	3%	10%	7%	12%	14%	10%
Don't Know	9%	6%	8%	8%	14%	12%	5%	5%	14%	15%	8%	10%	4%	11%	7%	12%	2%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(50.B) If you were trying to find out how to reduce your carbon emissions which, if any, of the following sources of information would you be most likely to turn to? Please tick up to three

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Google Search	51%	46%	53%	54%	56%	50%	46%	48%	54%	45%	55%	57%	51%	55%	52%	40%	47%
YouTube	16%	29%	28%	19%	12%	11%	4%	21%	12%	14%	17%	18%	14%	22%	16%	19%	14%
Official Government advice	39%	25%	24%	42%	41%	38%	60%	38%	41%	42%	42%	34%	45%	32%	47%	36%	30%
Friends and family	18%	26%	20%	29%	16%	7%	9%	17%	18%	14%	19%	20%	15%	21%	21%	19%	15%
Newspapers	16%	14%	16%	14%	13%	15%	21%	17%	14%	16%	18%	10%	20%	16%	13%	5%	8%
Books	8%	15%	13%	6%	6%	7%	5%	9%	7%	7%	9%	5%	5%	13%	5%	6%	6%
Magazines	6%	12%	10%	6%	6%	1%	2%	7%	5%	4%	7%	4%	4%	10%	5%	0%	3%
TV programmes	29%	21%	25%	31%	23%	39%	35%	29%	30%	33%	31%	23%	33%	31%	24%	25%	18%
None of the above	7%	4%	9%	6%	9%	8%	8%	9%	6%	9%	5%	11%	6%	5%	6%	20%	18%
Don't Know	9%	14%	9%	7%	6%	13%	8%	7%	12%	9%	7%	12%	8%	7%	5%	12%	18%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(51.A) You said that you owned a smartphone. Which, if any, of the following types of item would you say that your smartphone has primarily replaced for you? Please select all that 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	928	256	241	209	220	137	105	70	86	66	84	77	41	106	81	46	29
Weighted	932	258	246	207	219	134	129	71	85	66	86	74	36	98	81	44	28
Camera	47%	53%	47%	48%	41%	42%	55%	48%	47%	47%	40%	44%	45%	48%	51%	45%	66%
Music player	27%	33%	26%	28%	21%	33%	28%	29%	21%	21%	31%	26%	31%	26%	27%	22%	34%
Portable video game machine	10%	12%	10%	10%	9%	13%	7%	11%	15%	13%	11%	9%	13%	9%	5%	9%	10%
Compass	14%	18%	12%	14%	13%	17%	15%	15%	10%	14%	14%	12%	7%	20%	11%	18%	9%
Torch	29%	31%	28%	29%	26%	21%	35%	26%	29%	28%	24%	29%	31%	33%	25%	30%	48%
TV	13%	12%	12%	13%	16%	14%	11%	20%	10%	13%	18%	11%	10%	11%	12%	18%	6%
DVD player	7%	8%	7%	8%	6%	7%	4%	12%	10%	8%	8%	6%	8%	9%	1%	7%	15%
Calculator	38%	43%	38%	36%	34%	36%	39%	45%	33%	42%	29%	37%	39%	38%	37%	41%	53%
Physical books	12%	14%	8%	15%	9%	16%	11%	17%	10%	11%	6%	6%	14%	13%	9%	12%	17%
E-reader	8%	13%	6%	5%	8%	11%	7%	13%	6%	6%	7%	4%	10%	11%	11%	4%	7%
Physical maps	37%	43%	38%	35%	30%	32%	37%	44%	32%	44%	31%	32%	35%	37%	39%	42%	54%
Laptop computer	17%	18%	15%	18%	16%	19%	16%	15%	18%	14%	10%	25%	21%	12%	22%	17%	17%
None of the above	25%	19%	27%	22%	30%	20%	22%	26%	36%	18%	20%	30%	18%	26%	28%	29%	21%
Don't Know	5%	3%	3%	4%	10%	7%	2%	4%	6%	6%	9%	5%	7%	4%	1%	2%	0%

*Note:*

BASE: Smartphone owners

Fieldwork: 18th Aug - 23rd Aug 2021

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

(51.B) You said that you owned a smartphone. Which, if any, of the following types of item would you say that your smartphone has primarily replaced for you? Please select all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	928	123	195	145	161	129	175	450	473	374	398	102	360	271	61	19	93
Weighted	932	140	167	168	163	122	172	457	470	371	398	103	364	267	64	18	95
Camera	47%	37%	46%	47%	57%	50%	47%	46%	48%	42%	50%	55%	44%	45%	51%	28%	53%
Music player	27%	32%	39%	35%	31%	15%	12%	29%	26%	23%	28%	32%	22%	34%	23%	20%	27%
Portable video game machine	10%	12%	13%	10%	14%	8%	4%	10%	10%	8%	12%	6%	9%	13%	7%	0%	11%
Compass	14%	23%	13%	14%	15%	13%	9%	17%	12%	12%	17%	10%	13%	20%	13%	14%	7%
Torch	29%	24%	31%	33%	35%	27%	20%	27%	30%	24%	31%	35%	24%	31%	24%	24%	32%
TV	13%	22%	19%	16%	9%	10%	3%	12%	14%	14%	13%	7%	10%	20%	7%	6%	8%
DVD player	7%	8%	11%	11%	3%	8%	3%	9%	6%	7%	8%	6%	7%	9%	7%	20%	6%
Calculator	38%	31%	39%	38%	47%	38%	32%	37%	38%	33%	40%	43%	32%	40%	40%	28%	41%
Physical books	12%	9%	14%	15%	16%	10%	6%	12%	11%	12%	13%	9%	12%	12%	4%	14%	8%
E-reader	8%	14%	11%	11%	4%	8%	3%	8%	8%	7%	10%	7%	7%	10%	10%	9%	8%
Physical maps	37%	32%	40%	37%	47%	34%	30%	38%	35%	31%	39%	41%	33%	38%	35%	33%	35%
Laptop computer	17%	18%	15%	24%	17%	17%	11%	16%	18%	17%	17%	17%	18%	16%	14%	22%	19%
None of the above	25%	10%	16%	23%	24%	29%	42%	25%	24%	33%	20%	20%	31%	17%	23%	43%	26%
Don't Know	5%	13%	5%	5%	3%	4%	1%	4%	6%	2%	4%	10%	3%	6%	8%	0%	9%

*Note:*

BASE: Smartphone owners

Fieldwork: 18th Aug - 23rd Aug 2021

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

(52.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Search

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	61%	65%	66%	55%	58%	55%	70%	64%	58%	58%	63%	61%	67%	56%	65%	55%	74%
In the last week	22%	18%	19%	32%	19%	23%	16%	22%	24%	25%	22%	25%	19%	21%	22%	23%	20%
In the last month	8%	8%	6%	5%	11%	10%	7%	4%	10%	9%	6%	9%	4%	11%	6%	8%	0%
In the last year	2%	2%	2%	3%	2%	3%	2%	4%	0%	3%	1%	1%	2%	1%	2%	4%	6%
More than a year ago	1%	1%	0%	1%	2%	2%	0%	0%	2%	0%	1%	1%	3%	2%	1%	0%	0%
Never	3%	4%	3%	2%	5%	2%	2%	3%	4%	4%	5%	1%	4%	7%	3%	4%	0%
Don't know	3%	3%	3%	2%	3%	5%	4%	5%	2%	1%	2%	1%	2%	3%	1%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(52.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Search

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	61%	60%	66%	70%	65%	56%	51%	61%	61%	59%	62%	62%	59%	60%	56%	68%	69%
In the last week	22%	18%	17%	19%	21%	26%	27%	22%	22%	23%	22%	22%	24%	22%	28%	16%	15%
In the last month	8%	9%	9%	5%	4%	8%	10%	7%	8%	8%	8%	7%	7%	9%	8%	11%	6%
In the last year	2%	4%	2%	1%	1%	1%	2%	2%	2%	3%	2%	1%	2%	2%	1%	0%	3%
More than a year ago	1%	2%	1%	0%	2%	2%	0%	1%	1%	1%	1%	1%	1%	1%	0%	4%	1%
Never	3%	2%	2%	3%	3%	2%	7%	4%	3%	5%	3%	2%	5%	1%	4%	0%	4%
Don't know	3%	5%	3%	1%	3%	4%	2%	3%	3%	2%	3%	6%	2%	5%	3%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(53.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Chrome

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	48%	49%	54%	45%	45%	54%	54%	49%	48%	44%	40%	54%	52%	53%	38%	42%	41%
In the last week	17%	18%	17%	17%	19%	17%	21%	17%	11%	24%	24%	14%	15%	16%	21%	7%	20%
In the last month	8%	10%	8%	7%	8%	9%	7%	4%	9%	10%	8%	8%	13%	8%	7%	17%	4%
In the last year	5%	3%	5%	7%	5%	3%	3%	8%	4%	4%	6%	6%	7%	5%	9%	6%	7%
More than a year ago	3%	2%	2%	5%	5%	3%	4%	5%	4%	3%	1%	5%	2%	1%	4%	7%	3%
Never	12%	13%	7%	14%	13%	6%	6%	16%	20%	10%	15%	11%	12%	11%	17%	10%	22%
Don't know	5%	5%	6%	4%	5%	7%	5%	3%	5%	5%	6%	3%	0%	5%	4%	11%	3%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(53.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Chrome

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	48%	42%	55%	56%	45%	46%	45%	49%	48%	47%	49%	51%	47%	48%	56%	59%	52%
In the last week	17%	26%	17%	17%	20%	14%	13%	21%	14%	18%	18%	13%	17%	19%	15%	13%	14%
In the last month	8%	9%	8%	11%	9%	7%	7%	8%	9%	6%	10%	10%	8%	7%	6%	15%	10%
In the last year	5%	10%	4%	3%	4%	3%	6%	5%	6%	6%	4%	6%	4%	7%	4%	4%	3%
More than a year ago	3%	1%	3%	1%	5%	8%	3%	3%	4%	4%	3%	2%	4%	4%	2%	0%	2%
Never	12%	6%	7%	9%	14%	17%	17%	10%	14%	15%	10%	11%	16%	10%	9%	4%	12%
Don't know	5%	6%	5%	2%	4%	4%	9%	4%	6%	3%	5%	7%	4%	5%	8%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(54.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: YouTube

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	36%	39%	35%	35%	35%	53%	35%	34%	38%	30%	43%	28%	32%	33%	33%	19%	34%
In the last week	27%	26%	30%	29%	24%	18%	32%	33%	24%	26%	17%	40%	26%	18%	33%	38%	44%
In the last month	14%	16%	16%	11%	13%	13%	14%	11%	12%	19%	18%	13%	25%	17%	6%	19%	8%
In the last year	7%	5%	6%	8%	8%	3%	4%	11%	8%	6%	4%	7%	7%	9%	12%	5%	15%
More than a year ago	3%	3%	2%	3%	4%	2%	3%	2%	5%	4%	3%	2%	4%	5%	2%	2%	0%
Never	10%	8%	8%	10%	13%	6%	8%	8%	9%	13%	11%	10%	6%	16%	13%	10%	0%
Don't know	3%	4%	3%	3%	2%	5%	5%	1%	3%	3%	3%	0%	0%	4%	1%	8%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(54.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: YouTube

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	36%	55%	57%	39%	32%	21%	17%	43%	29%	29%	39%	39%	32%	41%	33%	31%	38%
In the last week	27%	23%	17%	33%	35%	29%	26%	27%	27%	29%	27%	24%	25%	29%	36%	29%	20%
In the last month	14%	8%	13%	19%	12%	18%	16%	11%	18%	14%	14%	20%	16%	12%	16%	16%	17%
In the last year	7%	3%	4%	3%	6%	12%	12%	5%	8%	8%	6%	8%	7%	5%	9%	4%	8%
More than a year ago	3%	1%	4%	1%	3%	3%	6%	3%	3%	4%	3%	0%	4%	2%	0%	7%	3%
Never	10%	3%	2%	4%	9%	16%	21%	7%	12%	14%	8%	6%	14%	7%	1%	12%	8%
Don't know	3%	6%	2%	2%	3%	1%	3%	3%	3%	1%	3%	4%	2%	3%	5%	0%	5%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(55.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Maps

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	18%	21%	19%	15%	15%	21%	12%	17%	22%	10%	31%	15%	16%	17%	15%	18%	20%
In the last week	31%	34%	33%	30%	26%	33%	45%	30%	19%	43%	27%	31%	26%	28%	32%	15%	26%
In the last month	21%	20%	25%	22%	18%	19%	19%	24%	24%	24%	11%	14%	34%	21%	22%	30%	34%
In the last year	11%	9%	9%	14%	13%	8%	9%	9%	14%	8%	10%	14%	12%	14%	14%	15%	7%
More than a year ago	6%	5%	3%	5%	10%	6%	7%	4%	3%	4%	7%	10%	0%	9%	7%	6%	0%
Never	10%	8%	7%	11%	14%	9%	5%	12%	15%	10%	9%	16%	9%	9%	8%	9%	10%
Don't know	3%	3%	3%	3%	4%	4%	3%	5%	3%	0%	5%	1%	2%	3%	2%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(55.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Maps

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	18%	21%	29%	22%	13%	11%	10%	21%	14%	14%	22%	14%	16%	20%	16%	22%	18%
In the last week	31%	41%	29%	40%	33%	22%	23%	33%	29%	28%	34%	26%	31%	30%	40%	20%	28%
In the last month	21%	17%	19%	18%	23%	25%	24%	18%	24%	23%	21%	19%	20%	21%	24%	31%	20%
In the last year	11%	7%	7%	10%	9%	17%	17%	11%	11%	13%	10%	12%	14%	9%	14%	0%	11%
More than a year ago	6%	2%	3%	1%	8%	11%	10%	5%	7%	8%	5%	5%	7%	5%	1%	18%	3%
Never	10%	8%	8%	6%	12%	11%	13%	9%	11%	13%	6%	16%	11%	10%	4%	8%	14%
Don't know	3%	5%	5%	2%	2%	3%	3%	3%	4%	1%	3%	8%	1%	4%	1%	0%	7%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(56.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Gmail

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	42%	47%	44%	39%	38%	49%	44%	52%	42%	37%	44%	49%	32%	30%	46%	25%	37%
In the last week	15%	15%	15%	14%	17%	18%	18%	3%	12%	25%	17%	13%	22%	16%	14%	13%	10%
In the last month	9%	11%	8%	10%	6%	10%	12%	3%	7%	5%	11%	7%	7%	13%	3%	11%	19%
In the last year	6%	5%	7%	7%	5%	3%	4%	6%	6%	8%	8%	3%	8%	5%	7%	10%	9%
More than a year ago	5%	4%	6%	6%	5%	3%	8%	6%	5%	4%	1%	6%	5%	8%	6%	2%	5%
Never	19%	15%	17%	21%	24%	12%	10%	23%	27%	17%	14%	19%	26%	25%	22%	31%	20%
Don't know	4%	3%	4%	3%	4%	5%	3%	8%	2%	4%	4%	2%	0%	3%	2%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(56.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Gmail

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	42%	46%	50%	48%	44%	39%	29%	43%	41%	39%	44%	40%	37%	45%	50%	56%	45%
In the last week	15%	20%	18%	16%	15%	9%	15%	18%	13%	13%	17%	20%	16%	14%	8%	12%	17%
In the last month	9%	9%	9%	10%	5%	10%	10%	8%	10%	9%	9%	7%	8%	9%	13%	0%	8%
In the last year	6%	7%	4%	3%	5%	5%	10%	5%	7%	7%	6%	3%	6%	5%	8%	8%	3%
More than a year ago	5%	3%	5%	8%	4%	6%	4%	5%	6%	5%	5%	8%	6%	3%	5%	8%	5%
Never	19%	7%	9%	14%	24%	28%	30%	18%	20%	24%	16%	17%	23%	18%	15%	16%	18%
Don't know	4%	7%	4%	1%	4%	3%	2%	4%	4%	2%	3%	5%	2%	5%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(57.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Docs / Google Workplace / G Suite

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	8%	8%	11%	5%	7%	17%	10%	5%	10%	5%	8%	7%	2%	7%	4%	3%	3%
In the last week	11%	17%	13%	8%	6%	17%	10%	6%	11%	9%	14%	11%	20%	8%	9%	4%	9%
In the last month	10%	13%	8%	9%	10%	12%	11%	4%	7%	12%	12%	9%	11%	11%	8%	11%	20%
In the last year	9%	9%	10%	10%	6%	6%	13%	8%	4%	8%	14%	6%	16%	9%	10%	4%	15%
More than a year ago	5%	5%	5%	9%	2%	2%	10%	6%	4%	5%	4%	2%	7%	2%	6%	7%	11%
Never	50%	41%	47%	52%	62%	38%	39%	63%	58%	53%	42%	61%	39%	55%	61%	59%	39%
Don't know	6%	6%	5%	6%	7%	8%	6%	7%	6%	7%	7%	3%	7%	8%	2%	11%	3%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(57.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Docs / Google Workplace / G Suite

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	8%	14%	15%	10%	4%	4%	3%	9%	8%	6%	9%	9%	7%	11%	7%	11%	8%
In the last week	11%	15%	17%	18%	11%	3%	3%	13%	9%	9%	14%	8%	12%	13%	10%	5%	5%
In the last month	10%	16%	15%	13%	9%	7%	2%	10%	10%	9%	11%	6%	8%	12%	17%	0%	9%
In the last year	9%	17%	8%	12%	8%	6%	5%	9%	9%	7%	10%	8%	7%	11%	10%	12%	7%
More than a year ago	5%	10%	5%	6%	5%	3%	3%	4%	6%	4%	5%	8%	4%	5%	5%	4%	11%
Never	50%	19%	33%	39%	55%	69%	77%	48%	52%	60%	46%	50%	56%	41%	49%	68%	49%
Don't know	6%	8%	7%	2%	6%	8%	6%	6%	6%	5%	5%	11%	5%	8%	3%	0%	10%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(58.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Meet / Google Hangouts

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	4%	5%	3%	4%	4%	10%	3%	1%	3%	3%	8%	5%	2%	2%	1%	3%	0%
In the last week	7%	8%	10%	7%	5%	13%	6%	7%	4%	5%	9%	8%	9%	7%	4%	4%	10%
In the last month	6%	9%	6%	5%	5%	8%	9%	3%	4%	4%	9%	2%	2%	6%	7%	8%	11%
In the last year	6%	6%	7%	4%	5%	7%	4%	7%	1%	9%	8%	2%	6%	8%	7%	4%	3%
More than a year ago	4%	5%	5%	4%	3%	4%	3%	3%	6%	4%	4%	6%	5%	4%	4%	4%	11%
Never	67%	62%	66%	69%	72%	48%	71%	73%	78%	72%	53%	75%	74%	67%	74%	67%	65%
Don't know	5%	5%	4%	7%	6%	9%	5%	7%	3%	3%	9%	2%	2%	5%	3%	11%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(58.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Meet / Google Hangouts

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	4%	5%	9%	7%	4%	0%	0%	5%	3%	3%	5%	3%	4%	5%	4%	11%	2%
In the last week	7%	14%	12%	11%	6%	3%	0%	10%	5%	6%	10%	5%	8%	9%	7%	0%	3%
In the last month	6%	12%	8%	10%	6%	3%	1%	7%	6%	6%	8%	3%	6%	9%	9%	0%	2%
In the last year	6%	11%	7%	7%	5%	3%	2%	5%	6%	4%	6%	6%	6%	6%	0%	3%	7%
More than a year ago	4%	9%	4%	6%	3%	3%	3%	4%	4%	3%	4%	4%	3%	5%	3%	0%	7%
Never	67%	40%	54%	56%	72%	85%	89%	64%	69%	74%	62%	72%	71%	57%	71%	82%	72%
Don't know	5%	9%	6%	4%	5%	3%	5%	5%	6%	4%	4%	9%	3%	7%	5%	4%	7%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(59.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product: Google Way

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
In the last day	4%	5%	3%	4%	3%	7%	1%	3%	2%	4%	8%	3%	4%	1%	4%	3%	3%
In the last week	4%	6%	3%	5%	3%	8%	4%	1%	3%	4%	4%	7%	7%	6%	1%	4%	3%
In the last month	4%	5%	4%	4%	3%	9%	3%	4%	3%	0%	5%	2%	0%	6%	2%	6%	0%
In the last year	3%	2%	3%	2%	3%	5%	3%	1%	1%	5%	5%	2%	2%	1%	4%	4%	0%
More than a year ago	2%	1%	3%	1%	1%	1%	0%	0%	1%	3%	3%	6%	0%	3%	0%	0%	6%
Never	75%	71%	75%	75%	79%	63%	83%	76%	84%	76%	64%	75%	81%	72%	84%	68%	81%
Don't know	8%	10%	8%	8%	7%	9%	6%	15%	5%	8%	10%	4%	6%	11%	5%	15%	6%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(59.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product: Google Way

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
In the last day	4%	7%	9%	4%	1%	2%	1%	5%	3%	3%	4%	2%	4%	4%	0%	11%	2%
In the last week	4%	10%	8%	7%	2%	1%	0%	5%	4%	4%	6%	3%	4%	8%	3%	0%	0%
In the last month	4%	8%	8%	5%	2%	0%	2%	5%	3%	4%	5%	2%	4%	6%	4%	0%	3%
In the last year	3%	6%	6%	3%	0%	2%	1%	3%	3%	3%	4%	0%	2%	5%	2%	0%	2%
More than a year ago	2%	0%	1%	3%	2%	3%	1%	1%	2%	2%	2%	1%	2%	2%	0%	0%	2%
Never	75%	61%	57%	76%	83%	84%	86%	72%	77%	75%	72%	85%	75%	65%	85%	89%	84%
Don't know	8%	8%	11%	3%	10%	8%	9%	8%	9%	9%	7%	6%	7%	10%	6%	0%	7%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(60.A) And do you own any of the following Google produced products? 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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Android smartphone	38%	32%	40%	37%	45%	32%	43%	34%	41%	49%	34%	44%	32%	34%	42%	38%	45%
Android table	12%	10%	13%	14%	11%	16%	10%	5%	13%	10%	17%	17%	14%	8%	13%	7%	12%
Chromebook	12%	15%	10%	12%	9%	21%	7%	10%	10%	12%	10%	9%	14%	10%	10%	15%	9%
Chromecast	11%	15%	12%	8%	8%	20%	9%	7%	5%	9%	7%	12%	11%	10%	10%	14%	17%
Google Home	14%	18%	17%	11%	10%	21%	14%	10%	5%	13%	19%	13%	21%	12%	15%	17%	7%
Nest thermostat	5%	8%	4%	5%	1%	9%	4%	4%	1%	4%	4%	5%	5%	5%	8%	6%	0%
None of the above	38%	37%	36%	41%	39%	31%	38%	44%	48%	32%	39%	37%	44%	37%	37%	35%	44%
Don't Know	4%	4%	4%	4%	4%	6%	2%	4%	3%	3%	4%	1%	0%	10%	2%	9%	0%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(60.B) And do you own any of the following Google produced products? Please select all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Android smartphone	38%	24%	43%	39%	42%	39%	41%	40%	37%	43%	36%	37%	37%	39%	43%	31%	40%
Android table	12%	13%	18%	13%	9%	10%	9%	13%	11%	12%	13%	8%	10%	15%	11%	16%	11%
Chromebook	12%	16%	15%	15%	9%	11%	6%	13%	11%	12%	11%	11%	13%	13%	15%	19%	7%
Chromecast	11%	12%	18%	15%	8%	7%	7%	13%	9%	10%	13%	10%	9%	14%	15%	12%	7%
Google Home	14%	20%	25%	19%	10%	9%	5%	16%	12%	12%	17%	8%	13%	16%	12%	17%	8%
Nest thermostat	5%	6%	8%	7%	5%	1%	2%	6%	4%	4%	8%	1%	6%	5%	7%	4%	2%
None of the above	38%	38%	27%	35%	40%	44%	45%	35%	41%	38%	37%	44%	40%	34%	38%	32%	44%
Don't Know	4%	6%	4%	2%	5%	5%	4%	5%	3%	4%	3%	5%	4%	4%	0%	0%	6%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(61.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find out more about climate change and/or Net Zero

	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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	17%	20%	18%	16%	12%	23%	17%	11%	16%	12%	22%	15%	11%	19%	17%	10%	9%
In the last year	21%	23%	20%	20%	19%	22%	23%	26%	15%	22%	13%	23%	26%	17%	20%	21%	25%
In the last five years	5%	5%	6%	2%	5%	6%	4%	5%	2%	3%	9%	4%	8%	6%	4%	2%	3%
More than 5 years ago	1%	1%	2%	1%	1%	2%	0%	0%	1%	3%	2%	0%	2%	0%	3%	2%	3%
Never	49%	45%	47%	54%	50%	38%	47%	50%	55%	51%	48%	54%	43%	51%	53%	55%	53%
Don't know	8%	6%	6%	6%	14%	8%	10%	8%	10%	10%	7%	5%	10%	7%	3%	10%	6%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(61.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find out more about climate change and/or Net Zero

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	17%	21%	24%	21%	14%	9%	10%	19%	14%	14%	21%	11%	15%	22%	15%	28%	10%
In the last year	21%	26%	26%	21%	19%	15%	16%	20%	21%	17%	24%	18%	19%	23%	16%	9%	14%
In the last five years	5%	11%	9%	5%	1%	2%	1%	6%	4%	4%	6%	3%	5%	8%	0%	4%	1%
More than 5 years ago	1%	2%	2%	3%	1%	1%	0%	1%	2%	1%	1%	1%	0%	2%	2%	0%	1%
Never	49%	29%	25%	44%	60%	66%	66%	47%	50%	59%	41%	56%	58%	35%	52%	60%	59%
Don't know	8%	10%	14%	5%	6%	6%	6%	7%	9%	6%	7%	11%	3%	10%	15%	0%	15%

Note:

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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



(62.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find a more sustainable product

	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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	17%	19%	20%	17%	13%	20%	26%	15%	14%	16%	12%	17%	18%	14%	14%	26%	10%
In the last year	21%	21%	23%	22%	17%	24%	13%	19%	20%	13%	31%	23%	28%	21%	19%	20%	26%
In the last five years	5%	6%	5%	4%	4%	9%	2%	4%	2%	5%	6%	1%	8%	8%	3%	4%	12%
More than 5 years ago	2%	3%	1%	0%	2%	1%	1%	1%	1%	4%	3%	1%	0%	3%	2%	3%	3%
Never	45%	43%	43%	49%	49%	35%	49%	51%	52%	44%	42%	48%	39%	48%	52%	39%	42%
Don't know	9%	8%	7%	7%	15%	11%	8%	9%	11%	18%	6%	9%	8%	7%	10%	8%	7%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(62.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find a more sustainable product

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	17%	20%	23%	24%	17%	13%	7%	16%	19%	12%	22%	14%	14%	22%	19%	10%	16%
In the last year	21%	30%	26%	21%	22%	13%	15%	22%	20%	21%	22%	21%	21%	24%	9%	26%	16%
In the last five years	5%	13%	7%	3%	2%	5%	3%	7%	3%	5%	6%	2%	4%	8%	4%	4%	2%
More than 5 years ago	2%	3%	3%	2%	1%	2%	0%	1%	3%	2%	3%	0%	2%	4%	0%	0%	0%
Never	45%	23%	25%	45%	53%	60%	61%	46%	46%	54%	39%	49%	55%	33%	50%	55%	49%
Don't know	9%	11%	15%	4%	5%	7%	14%	9%	10%	6%	9%	13%	5%	10%	19%	5%	17%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(63.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find out whether you could recycle an item

	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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	20%	22%	21%	19%	17%	20%	21%	27%	26%	14%	27%	20%	11%	17%	14%	15%	20%
In the last year	25%	30%	29%	23%	19%	25%	29%	22%	18%	24%	24%	25%	39%	23%	20%	38%	33%
In the last five years	7%	7%	9%	7%	6%	6%	7%	5%	8%	6%	8%	5%	14%	10%	7%	4%	9%
More than 5 years ago	2%	0%	1%	3%	2%	3%	0%	2%	0%	4%	1%	2%	2%	0%	3%	2%	0%
Never	38%	35%	34%	41%	44%	37%	35%	37%	40%	44%	37%	42%	26%	41%	47%	33%	32%
Don't know	8%	5%	6%	7%	13%	9%	8%	7%	8%	9%	2%	6%	8%	9%	8%	8%	6%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(63.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find out whether you could recycle an item

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	20%	22%	26%	24%	22%	17%	10%	17%	23%	15%	24%	21%	20%	22%	15%	23%	18%
In the last year	25%	27%	31%	32%	21%	22%	19%	26%	24%	25%	27%	21%	23%	34%	20%	18%	16%
In the last five years	7%	14%	10%	8%	5%	3%	5%	7%	7%	7%	8%	2%	6%	10%	9%	8%	2%
More than 5 years ago	2%	4%	3%	1%	0%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	0%	1%
Never	38%	24%	16%	33%	46%	48%	59%	41%	36%	45%	32%	43%	45%	24%	45%	52%	49%
Don't know	8%	9%	14%	3%	6%	8%	6%	7%	8%	6%	6%	12%	5%	9%	8%	0%	14%

Note:

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(64.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find out if a product was 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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	17%	19%	20%	17%	12%	21%	22%	19%	14%	16%	18%	18%	17%	15%	14%	10%	7%
In the last year	19%	21%	17%	18%	18%	22%	13%	21%	17%	13%	21%	18%	28%	18%	19%	15%	34%
In the last five years	5%	4%	8%	3%	6%	4%	4%	5%	2%	6%	13%	3%	0%	3%	6%	12%	6%
More than 5 years ago	2%	1%	2%	0%	2%	1%	1%	0%	1%	7%	0%	1%	5%	3%	1%	2%	0%
Never	49%	48%	45%	54%	49%	44%	50%	46%	57%	49%	42%	53%	40%	53%	51%	52%	43%
Don't know	8%	6%	7%	7%	13%	7%	10%	9%	8%	10%	6%	7%	11%	8%	9%	10%	10%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(64.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Find out if a product was sustainable

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	17%	23%	26%	22%	17%	10%	5%	17%	17%	12%	21%	16%	15%	22%	15%	21%	15%
In the last year	19%	29%	25%	19%	13%	14%	15%	19%	19%	18%	21%	15%	17%	22%	15%	12%	14%
In the last five years	5%	9%	7%	5%	7%	3%	1%	5%	5%	6%	5%	3%	4%	7%	3%	0%	3%
More than 5 years ago	2%	3%	3%	1%	0%	2%	2%	1%	2%	2%	2%	0%	2%	3%	1%	0%	0%
Never	49%	27%	27%	46%	57%	63%	68%	51%	47%	56%	42%	57%	56%	38%	51%	68%	56%
Don't know	8%	9%	12%	7%	7%	8%	8%	7%	10%	6%	8%	9%	6%	9%	16%	0%	13%

Note:

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(65.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Research a big purchase

	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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	31%	38%	30%	31%	26%	35%	35%	33%	30%	32%	35%	28%	21%	29%	25%	30%	40%
In the last year	38%	38%	42%	40%	34%	32%	44%	29%	39%	41%	33%	46%	50%	37%	44%	36%	28%
In the last five years	11%	10%	12%	12%	10%	15%	5%	19%	10%	11%	6%	10%	16%	13%	4%	13%	7%
More than 5 years ago	3%	3%	3%	1%	5%	1%	3%	5%	1%	3%	6%	4%	2%	5%	1%	2%	6%
Never	11%	8%	9%	13%	15%	11%	6%	7%	16%	9%	17%	10%	4%	11%	17%	8%	17%
Don't know	6%	3%	5%	3%	10%	6%	7%	7%	3%	5%	2%	2%	8%	5%	9%	10%	3%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(65.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Research a big purchase

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	31%	35%	36%	38%	35%	25%	22%	33%	30%	28%	33%	36%	33%	30%	31%	24%	33%
In the last year	38%	35%	36%	35%	36%	39%	47%	37%	40%	42%	37%	36%	40%	35%	51%	54%	34%
In the last five years	11%	9%	10%	9%	12%	11%	12%	12%	9%	10%	13%	5%	11%	12%	3%	4%	13%
More than 5 years ago	3%	4%	4%	3%	2%	4%	2%	2%	4%	3%	4%	3%	2%	5%	4%	0%	2%
Never	11%	9%	5%	12%	11%	16%	12%	11%	10%	13%	9%	11%	12%	10%	5%	17%	11%
Don't know	6%	8%	8%	2%	5%	5%	5%	5%	6%	4%	5%	7%	3%	7%	7%	0%	7%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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



(66.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: To try and save 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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	36%	39%	39%	32%	32%	37%	40%	33%	33%	38%	39%	42%	46%	37%	21%	30%	33%
In the last year	24%	26%	27%	24%	20%	23%	28%	20%	23%	25%	29%	18%	17%	23%	25%	28%	35%
In the last five years	6%	5%	5%	4%	7%	6%	4%	8%	6%	6%	5%	4%	7%	6%	6%	2%	10%
More than 5 years ago	1%	1%	2%	2%	1%	1%	3%	0%	0%	1%	0%	0%	2%	2%	3%	2%	0%
Never	27%	24%	22%	32%	29%	23%	22%	31%	32%	25%	24%	29%	18%	26%	40%	24%	19%
Don't know	7%	4%	6%	7%	10%	11%	4%	8%	6%	6%	4%	7%	10%	7%	5%	14%	3%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(66.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: To try and save money

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	36%	37%	40%	45%	38%	31%	25%	37%	35%	33%	40%	28%	36%	38%	32%	49%	28%
In the last year	24%	25%	28%	28%	19%	22%	22%	24%	24%	23%	26%	23%	25%	24%	29%	9%	20%
In the last five years	6%	9%	8%	6%	4%	4%	3%	5%	6%	6%	6%	3%	5%	10%	1%	0%	1%
More than 5 years ago	1%	0%	2%	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%	1%	2%	0%	0%
Never	27%	20%	12%	19%	31%	32%	43%	26%	26%	32%	20%	33%	28%	19%	23%	38%	36%
Don't know	7%	9%	10%	1%	5%	11%	7%	6%	8%	5%	6%	11%	4%	7%	13%	4%	15%

Note:

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(67.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Get advice on your CV

	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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	9%	9%	8%	12%	8%	15%	10%	7%	6%	3%	15%	10%	8%	8%	6%	4%	6%
In the last year	16%	22%	14%	9%	17%	25%	21%	5%	13%	19%	22%	11%	11%	14%	8%	9%	22%
In the last five years	10%	12%	14%	8%	5%	7%	15%	11%	10%	8%	6%	4%	21%	9%	6%	14%	17%
More than 5 years ago	11%	12%	14%	8%	7%	9%	11%	12%	11%	13%	11%	8%	14%	9%	15%	7%	10%
Never	49%	43%	46%	58%	53%	37%	37%	62%	58%	53%	44%	61%	35%	56%	56%	54%	43%
Don't know	5%	3%	4%	6%	9%	7%	6%	3%	2%	5%	2%	6%	11%	5%	9%	11%	3%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(67.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Get advice on your CV

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	9%	24%	15%	9%	7%	1%	1%	9%	9%	8%	10%	8%	8%	12%	8%	10%	7%
In the last year	16%	28%	27%	22%	13%	7%	2%	17%	15%	12%	19%	15%	17%	15%	17%	0%	16%
In the last five years	10%	14%	14%	17%	10%	6%	0%	9%	10%	8%	11%	10%	8%	15%	7%	4%	8%
More than 5 years ago	11%	4%	10%	14%	13%	14%	8%	9%	12%	9%	12%	15%	9%	14%	14%	14%	5%
Never	49%	21%	25%	34%	53%	69%	86%	51%	48%	59%	44%	47%	56%	37%	46%	56%	56%
Don't know	5%	9%	9%	4%	4%	4%	4%	5%	6%	4%	4%	6%	2%	7%	7%	15%	7%

Note:

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(68.A) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Factcheck something you had heard elsewhere (e.g friend, social media, in the news)

	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	931	250	240	212	227	132	100	73	85	66	81	80	42	107	87	47	31
Weighted	931	250	244	209	225	128	123	74	84	66	83	77	37	98	86	45	30
In the last month	41%	46%	48%	37%	33%	39%	56%	46%	38%	31%	41%	44%	36%	37%	41%	40%	39%
In the last year	20%	21%	21%	20%	19%	24%	13%	19%	16%	21%	21%	20%	33%	23%	23%	14%	25%
In the last five years	6%	6%	6%	6%	5%	9%	4%	5%	4%	12%	4%	5%	4%	4%	4%	7%	3%
More than 5 years ago	1%	2%	0%	1%	1%	2%	0%	1%	1%	1%	0%	1%	2%	1%	1%	0%	3%
Never	25%	20%	19%	32%	30%	22%	20%	21%	34%	28%	32%	23%	16%	27%	24%	28%	20%
Don't know	7%	6%	5%	5%	11%	5%	7%	7%	6%	8%	2%	7%	10%	8%	7%	11%	10%

*Note:*

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(68.B) When was the last time that you used Google Search to do the following? If you have never used Google Search to do this, please select “Never” for that row: Factcheck something you had heard elsewhere (e.g friend, social media, in the news)

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	931	112	190	141	155	139	194	450	476	378	398	104	365	263	63	23	95
Weighted	931	128	162	163	157	131	190	454	472	374	396	105	367	258	66	22	97
In the last month	41%	43%	45%	40%	51%	31%	37%	37%	46%	37%	44%	43%	40%	43%	54%	31%	39%
In the last year	20%	31%	22%	27%	11%	17%	17%	23%	18%	21%	19%	22%	20%	22%	12%	18%	22%
In the last five years	6%	9%	10%	6%	5%	1%	3%	7%	4%	4%	7%	3%	5%	7%	5%	0%	5%
More than 5 years ago	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%
Never	25%	10%	12%	23%	27%	41%	35%	26%	24%	32%	22%	23%	30%	20%	14%	51%	23%
Don't know	7%	7%	9%	3%	6%	9%	7%	6%	7%	5%	7%	9%	4%	7%	14%	0%	10%

Note:

BAsE: Google Search users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(69.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find out more about climate change and/or Net Zero

	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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	12%	12%	12%	13%	9%	18%	6%	4%	12%	7%	13%	15%	16%	13%	14%	12%	6%
In the last year	15%	18%	15%	13%	14%	20%	14%	20%	7%	13%	21%	13%	15%	16%	7%	18%	16%
In the last five years	5%	5%	5%	6%	4%	7%	5%	0%	0%	4%	10%	3%	5%	5%	6%	8%	9%
More than 5 years ago	2%	0%	2%	2%	3%	2%	0%	3%	5%	4%	2%	0%	0%	0%	4%	0%	0%
Never	62%	60%	60%	66%	61%	49%	71%	66%	70%	67%	48%	64%	57%	64%	66%	54%	63%
Don't know	5%	4%	5%	2%	8%	5%	5%	7%	6%	5%	5%	5%	6%	2%	3%	8%	6%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(69.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find out more about climate change and/or Net Zero

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	12%	20%	16%	14%	10%	3%	6%	12%	11%	9%	15%	9%	10%	16%	6%	22%	7%
In the last year	15%	22%	30%	13%	9%	12%	3%	16%	14%	16%	15%	14%	15%	21%	7%	5%	13%
In the last five years	5%	9%	7%	7%	4%	1%	1%	5%	5%	4%	6%	3%	4%	7%	3%	0%	2%
More than 5 years ago	2%	4%	3%	2%	1%	0%	1%	2%	2%	2%	2%	1%	1%	3%	0%	6%	0%
Never	62%	38%	34%	60%	73%	82%	86%	60%	64%	66%	58%	67%	68%	48%	78%	66%	69%
Don't know	5%	7%	9%	3%	4%	3%	3%	5%	5%	4%	4%	7%	2%	5%	6%	0%	9%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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



(70.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find out whether you could recycle an item

	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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	11%	12%	11%	9%	12%	19%	10%	6%	9%	12%	14%	12%	10%	9%	7%	12%	10%
In the last year	14%	13%	15%	13%	16%	15%	8%	13%	9%	14%	23%	17%	17%	16%	11%	12%	19%
In the last five years	4%	4%	5%	4%	2%	5%	2%	1%	3%	2%	6%	0%	0%	5%	6%	10%	3%
More than 5 years ago	2%	2%	2%	1%	4%	3%	2%	0%	3%	3%	3%	1%	3%	1%	3%	0%	3%
Never	64%	66%	63%	70%	59%	51%	75%	72%	75%	68%	50%	62%	65%	65%	70%	59%	64%
Don't know	5%	4%	4%	3%	8%	7%	4%	8%	3%	2%	4%	8%	4%	3%	3%	6%	0%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(70.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find out whether you could recycle an item

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	11%	15%	18%	15%	10%	3%	3%	11%	11%	8%	14%	8%	11%	17%	6%	17%	7%
In the last year	14%	26%	21%	13%	11%	9%	6%	16%	13%	14%	15%	13%	15%	18%	10%	0%	7%
In the last five years	4%	10%	7%	3%	2%	0%	1%	4%	4%	3%	3%	3%	2%	5%	0%	0%	5%
More than 5 years ago	2%	2%	4%	4%	0%	2%	1%	2%	2%	3%	2%	1%	3%	2%	1%	6%	0%
Never	64%	42%	41%	64%	74%	83%	85%	63%	67%	68%	62%	68%	66%	52%	78%	76%	74%
Don't know	5%	6%	10%	1%	3%	3%	5%	5%	4%	4%	4%	7%	4%	5%	4%	0%	7%

Note:

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(71.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find out if a product was 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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	11%	13%	13%	9%	8%	18%	12%	4%	8%	7%	20%	10%	10%	8%	6%	18%	3%
In the last year	12%	11%	12%	15%	11%	14%	7%	13%	10%	12%	17%	13%	15%	12%	10%	5%	16%
In the last five years	5%	6%	5%	5%	5%	9%	2%	0%	1%	7%	5%	1%	12%	5%	9%	10%	10%
More than 5 years ago	1%	1%	0%	1%	2%	3%	0%	0%	5%	0%	1%	0%	0%	0%	2%	0%	0%
Never	67%	67%	65%	68%	68%	51%	75%	75%	75%	73%	55%	71%	59%	71%	72%	62%	67%
Don't know	4%	2%	5%	2%	6%	6%	4%	8%	1%	2%	1%	5%	4%	3%	1%	4%	3%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(71.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find out if a product was sustainable

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	11%	18%	19%	13%	9%	3%	3%	11%	11%	7%	14%	9%	10%	16%	12%	12%	4%
In the last year	12%	18%	21%	12%	8%	8%	4%	13%	11%	12%	12%	11%	12%	15%	4%	6%	9%
In the last five years	5%	12%	9%	5%	3%	2%	0%	6%	4%	5%	6%	1%	4%	10%	1%	0%	4%
More than 5 years ago	1%	1%	2%	3%	0%	0%	1%	1%	1%	2%	0%	2%	1%	1%	0%	6%	1%
Never	67%	49%	42%	65%	77%	86%	88%	65%	69%	71%	63%	73%	70%	55%	78%	76%	77%
Don't know	4%	2%	7%	2%	4%	2%	4%	4%	3%	3%	4%	4%	3%	4%	4%	0%	4%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(72.A) When was the last time that you used YouTube to do the following?If you have never used Youtube to do this, please select “Never” for that row: Watch a product review

	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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	25%	29%	23%	27%	21%	29%	28%	18%	25%	27%	35%	23%	16%	24%	21%	27%	19%
In the last year	22%	22%	19%	24%	24%	28%	23%	21%	19%	24%	18%	24%	28%	17%	21%	19%	21%
In the last five years	7%	9%	8%	6%	6%	9%	8%	3%	8%	5%	9%	4%	11%	7%	7%	9%	13%
More than 5 years ago	2%	1%	1%	4%	2%	1%	0%	1%	2%	3%	6%	0%	2%	1%	5%	2%	0%
Never	40%	35%	45%	38%	41%	29%	37%	48%	46%	37%	31%	44%	38%	47%	44%	38%	47%
Don't know	4%	3%	4%	1%	6%	4%	4%	8%	1%	5%	1%	5%	4%	3%	2%	4%	0%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(72.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Watch a product review

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	25%	32%	34%	23%	27%	17%	17%	27%	23%	24%	25%	20%	27%	28%	22%	22%	13%
In the last year	22%	23%	26%	25%	21%	16%	19%	22%	23%	22%	20%	32%	23%	23%	20%	10%	29%
In the last five years	7%	15%	7%	7%	5%	7%	5%	9%	6%	5%	11%	2%	7%	11%	0%	0%	4%
More than 5 years ago	2%	3%	2%	2%	1%	4%	1%	2%	2%	3%	1%	2%	2%	2%	2%	6%	0%
Never	40%	23%	24%	42%	41%	55%	56%	37%	43%	43%	39%	40%	38%	33%	52%	62%	48%
Don't know	4%	3%	7%	1%	5%	1%	3%	3%	4%	3%	4%	3%	3%	3%	4%	0%	6%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(73.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find commentary on the news or political events

	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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	20%	22%	23%	20%	15%	20%	19%	16%	18%	18%	26%	21%	17%	22%	17%	27%	26%
In the last year	18%	20%	17%	17%	16%	28%	18%	11%	21%	11%	18%	10%	16%	15%	18%	11%	23%
In the last five years	5%	6%	5%	5%	4%	5%	3%	0%	1%	11%	9%	4%	13%	10%	1%	7%	3%
More than 5 years ago	2%	0%	2%	1%	3%	1%	1%	0%	4%	3%	3%	0%	2%	1%	1%	2%	0%
Never	50%	47%	48%	54%	53%	39%	53%	59%	55%	55%	38%	61%	47%	46%	60%	48%	46%
Don't know	5%	4%	6%	3%	8%	6%	6%	14%	1%	2%	7%	5%	4%	5%	2%	4%	3%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(73.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Find commentary on the news or political events

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	20%	25%	26%	19%	22%	14%	14%	24%	17%	20%	21%	15%	22%	24%	14%	18%	14%
In the last year	18%	29%	21%	19%	14%	12%	10%	17%	19%	16%	18%	17%	17%	20%	8%	0%	17%
In the last five years	5%	10%	9%	6%	2%	2%	1%	6%	4%	3%	7%	3%	4%	9%	1%	6%	3%
More than 5 years ago	2%	0%	5%	2%	0%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	6%	0%
Never	50%	31%	30%	49%	57%	68%	70%	47%	54%	55%	48%	56%	52%	38%	63%	70%	60%
Don't know	5%	6%	8%	5%	5%	3%	4%	5%	6%	3%	6%	6%	3%	7%	11%	0%	5%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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



(74.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Look for entertainment

	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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	49%	50%	51%	48%	47%	53%	53%	48%	51%	46%	45%	57%	40%	45%	52%	39%	34%
In the last year	17%	20%	16%	16%	16%	18%	13%	18%	11%	16%	20%	14%	30%	16%	15%	15%	38%
In the last five years	4%	4%	4%	5%	3%	5%	2%	2%	2%	5%	10%	0%	5%	3%	4%	9%	3%
More than 5 years ago	3%	2%	2%	1%	5%	3%	2%	1%	3%	2%	2%	1%	2%	3%	4%	6%	0%
Never	24%	21%	25%	28%	23%	19%	25%	23%	30%	27%	20%	24%	20%	31%	21%	26%	25%
Don't know	3%	3%	2%	3%	6%	1%	4%	8%	3%	4%	3%	4%	2%	2%	4%	4%	0%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(74.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Look for entertainment

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	49%	56%	48%	55%	53%	47%	35%	52%	46%	45%	50%	48%	49%	45%	50%	58%	48%
In the last year	17%	18%	23%	13%	17%	14%	18%	16%	18%	20%	16%	19%	18%	18%	14%	10%	14%
In the last five years	4%	7%	5%	6%	1%	2%	2%	5%	3%	5%	5%	1%	5%	5%	2%	0%	2%
More than 5 years ago	3%	6%	3%	2%	2%	1%	1%	2%	3%	2%	2%	2%	1%	6%	0%	6%	3%
Never	24%	11%	15%	22%	24%	32%	42%	22%	26%	26%	24%	27%	24%	23%	26%	26%	31%
Don't know	3%	2%	6%	2%	3%	4%	2%	3%	4%	3%	4%	4%	2%	3%	8%	0%	3%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(75.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Learn about 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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	13%	16%	13%	12%	10%	21%	12%	7%	16%	5%	17%	15%	14%	10%	11%	8%	9%
In the last year	17%	16%	19%	17%	16%	20%	16%	20%	7%	20%	24%	13%	23%	18%	13%	12%	24%
In the last five years	5%	4%	5%	5%	6%	9%	4%	1%	1%	2%	4%	1%	2%	9%	2%	20%	6%
More than 5 years ago	2%	1%	2%	2%	1%	3%	2%	0%	2%	0%	2%	0%	2%	1%	3%	0%	3%
Never	58%	57%	56%	61%	59%	42%	62%	63%	67%	67%	51%	63%	57%	56%	70%	54%	52%
Don't know	5%	5%	5%	2%	8%	5%	4%	8%	6%	6%	3%	8%	2%	5%	1%	6%	6%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(75.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Learn about climate change

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	13%	14%	23%	19%	11%	3%	5%	14%	12%	11%	16%	9%	14%	15%	12%	22%	7%
In the last year	17%	29%	23%	17%	13%	15%	7%	18%	17%	13%	19%	20%	13%	25%	6%	10%	16%
In the last five years	5%	12%	9%	4%	1%	2%	2%	5%	6%	4%	6%	0%	5%	8%	1%	0%	1%
More than 5 years ago	2%	3%	1%	2%	1%	1%	2%	2%	1%	2%	1%	0%	1%	2%	2%	6%	1%
Never	58%	36%	37%	56%	71%	74%	79%	57%	60%	66%	52%	64%	63%	45%	72%	62%	68%
Don't know	5%	7%	8%	2%	4%	4%	6%	5%	5%	3%	5%	6%	4%	5%	7%	0%	7%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(76.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Watch a video game stream

	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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	19%	22%	19%	15%	17%	28%	19%	14%	23%	9%	23%	20%	21%	17%	13%	14%	9%
In the last year	13%	12%	12%	12%	16%	14%	10%	9%	13%	18%	15%	12%	16%	13%	15%	7%	21%
In the last five years	5%	6%	5%	5%	4%	8%	8%	6%	1%	6%	6%	4%	5%	2%	4%	4%	3%
More than 5 years ago	2%	1%	1%	3%	3%	3%	0%	0%	3%	5%	5%	1%	0%	0%	2%	3%	0%
Never	57%	55%	59%	62%	53%	40%	60%	64%	59%	58%	47%	58%	55%	64%	65%	67%	66%
Don't know	4%	4%	4%	3%	6%	7%	3%	7%	1%	5%	4%	5%	2%	4%	1%	4%	0%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(76.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Watch a video game stream

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	19%	32%	33%	22%	15%	5%	3%	22%	15%	15%	19%	23%	18%	21%	13%	23%	19%
In the last year	13%	23%	20%	12%	8%	7%	7%	13%	13%	12%	14%	13%	11%	17%	9%	4%	7%
In the last five years	5%	13%	8%	6%	2%	2%	1%	6%	5%	4%	7%	2%	5%	8%	1%	0%	4%
More than 5 years ago	2%	4%	2%	3%	0%	2%	0%	2%	1%	3%	1%	1%	1%	3%	0%	6%	2%
Never	57%	24%	31%	53%	71%	82%	84%	53%	62%	64%	56%	56%	61%	48%	71%	67%	62%
Don't know	4%	5%	6%	3%	3%	2%	5%	5%	3%	3%	4%	5%	3%	4%	6%	0%	7%

Note:

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(77.A) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Watch a music video

	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	846	230	223	187	204	126	90	70	76	56	73	73	41	91	77	42	31
Weighted	848	232	227	184	202	123	111	71	75	56	75	70	36	85	77	40	30
In the last month	48%	49%	48%	48%	46%	55%	47%	42%	49%	41%	47%	52%	43%	41%	56%	47%	36%
In the last year	22%	22%	21%	24%	20%	20%	22%	23%	17%	25%	19%	20%	23%	22%	24%	24%	30%
In the last five years	6%	7%	6%	5%	6%	6%	10%	8%	6%	5%	7%	3%	4%	4%	4%	8%	9%
More than 5 years ago	2%	2%	2%	1%	4%	1%	1%	0%	4%	3%	1%	1%	5%	4%	5%	0%	0%
Never	19%	17%	21%	21%	17%	14%	18%	20%	25%	19%	22%	22%	21%	26%	9%	14%	25%
Don't know	3%	2%	3%	1%	8%	4%	2%	7%	0%	6%	3%	2%	4%	3%	2%	7%	0%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(77.B) When was the last time that you used YouTube to do the following? If you have never used Youtube to do this, please select “Never” for that row: Watch a music video

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	846	111	184	138	143	120	150	423	418	329	365	103	315	247	64	19	85
Weighted	848	126	157	159	145	113	147	428	415	326	364	104	317	243	66	18	88
In the last month	48%	54%	50%	53%	48%	46%	35%	50%	45%	47%	45%	52%	49%	47%	40%	49%	49%
In the last year	22%	21%	23%	19%	24%	20%	23%	21%	22%	20%	24%	22%	19%	23%	21%	25%	22%
In the last five years	6%	11%	7%	8%	4%	4%	4%	5%	7%	5%	7%	3%	7%	7%	10%	0%	5%
More than 5 years ago	2%	3%	2%	3%	1%	3%	1%	2%	2%	3%	3%	0%	2%	3%	0%	6%	0%
Never	19%	8%	14%	16%	20%	23%	34%	18%	20%	23%	18%	19%	21%	17%	23%	20%	18%
Don't know	3%	4%	4%	1%	4%	4%	3%	3%	4%	3%	3%	4%	2%	2%	7%	0%	6%

*Note:*

BASE: YouTube Users

Fieldwork: 18th Aug - 23rd Aug 2021

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



(78.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google Maps to find directions

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
In the last month	58%	63%	65%	54%	48%	56%	74%	57%	59%	60%	60%	61%	57%	53%	43%	35%	72%
In the last year	29%	26%	24%	31%	34%	25%	15%	29%	32%	29%	27%	32%	31%	26%	42%	51%	25%
In the last five years	5%	4%	5%	6%	4%	6%	3%	3%	3%	2%	8%	2%	0%	11%	1%	8%	3%
More than 5 years ago	2%	2%	1%	1%	4%	4%	1%	2%	1%	3%	0%	0%	3%	3%	4%	0%	0%
Never	5%	3%	4%	5%	8%	6%	6%	7%	6%	2%	3%	3%	7%	3%	6%	3%	0%
Don't know	2%	2%	2%	3%	3%	2%	1%	3%	0%	5%	1%	1%	2%	3%	4%	5%	0%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(78.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google Maps to find directions

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
In the last month	58%	53%	55%	64%	65%	50%	58%	55%	61%	55%	58%	62%	58%	53%	60%	83%	60%
In the last year	29%	26%	29%	23%	22%	42%	32%	30%	27%	32%	28%	28%	30%	30%	24%	17%	29%
In the last five years	5%	6%	5%	4%	5%	3%	4%	6%	4%	5%	6%	0%	6%	5%	5%	0%	3%
More than 5 years ago	2%	6%	4%	0%	0%	1%	1%	2%	2%	1%	2%	2%	1%	3%	0%	0%	3%
Never	5%	4%	4%	7%	5%	2%	4%	5%	5%	6%	3%	6%	4%	7%	9%	0%	1%
Don't know	2%	4%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	1%	2%	3%	0%	4%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(79.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google Maps to avoid a traffic jam

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
In the last month	25%	34%	30%	16%	15%	26%	38%	23%	29%	23%	30%	16%	24%	21%	19%	13%	8%
In the last year	20%	20%	20%	27%	15%	26%	17%	28%	13%	28%	16%	30%	25%	20%	10%	12%	25%
In the last five years	6%	6%	6%	5%	7%	6%	4%	3%	4%	6%	9%	7%	0%	8%	4%	10%	12%
More than 5 years ago	2%	2%	2%	4%	3%	2%	0%	3%	1%	1%	4%	0%	5%	3%	3%	8%	0%
Never	43%	36%	40%	43%	54%	32%	39%	34%	50%	32%	42%	45%	41%	44%	63%	47%	55%
Don't know	4%	3%	3%	5%	6%	7%	1%	8%	3%	9%	0%	1%	5%	4%	1%	9%	0%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(79.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google Maps to avoid a traffic jam

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
In the last month	25%	29%	30%	37%	28%	10%	12%	24%	26%	21%	25%	30%	28%	26%	18%	13%	17%
In the last year	20%	25%	31%	19%	15%	18%	16%	21%	20%	21%	21%	19%	21%	20%	16%	33%	17%
In the last five years	6%	6%	6%	7%	2%	8%	6%	7%	5%	6%	6%	9%	6%	6%	7%	11%	6%
More than 5 years ago	2%	5%	1%	3%	2%	3%	0%	2%	3%	3%	2%	2%	2%	4%	3%	0%	0%
Never	43%	27%	27%	31%	49%	58%	65%	41%	44%	46%	43%	36%	42%	39%	50%	43%	51%
Don't know	4%	7%	6%	3%	4%	4%	1%	5%	4%	3%	4%	3%	2%	5%	5%	0%	9%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(80.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google Maps to help you switch from driving to using public transport

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
In the last month	18%	23%	18%	20%	10%	30%	14%	18%	22%	18%	23%	18%	13%	17%	10%	9%	8%
In the last year	14%	14%	14%	15%	14%	22%	12%	12%	13%	6%	21%	12%	10%	14%	15%	13%	13%
In the last five years	6%	7%	9%	2%	5%	9%	6%	6%	1%	0%	5%	5%	12%	4%	3%	13%	16%
More than 5 years ago	1%	0%	1%	2%	1%	2%	0%	0%	2%	1%	4%	0%	4%	0%	2%	0%	0%
Never	57%	53%	55%	58%	64%	32%	66%	63%	57%	67%	45%	62%	59%	59%	69%	61%	61%
Don't know	3%	2%	3%	4%	5%	5%	1%	2%	3%	8%	2%	3%	2%	4%	1%	5%	3%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(80.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google Maps to help you switch from driving to using public transport

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
In the last month	18%	26%	26%	23%	16%	11%	7%	20%	16%	16%	20%	18%	18%	25%	12%	19%	13%
In the last year	14%	22%	20%	12%	11%	12%	10%	17%	12%	14%	16%	8%	15%	16%	11%	0%	6%
In the last five years	6%	13%	9%	8%	3%	0%	2%	6%	6%	4%	7%	5%	6%	9%	4%	0%	5%
More than 5 years ago	1%	2%	4%	2%	0%	0%	0%	2%	1%	1%	1%	0%	2%	2%	0%	0%	0%
Never	57%	32%	37%	52%	67%	73%	81%	52%	63%	61%	53%	66%	58%	45%	67%	81%	68%
Don't know	3%	6%	4%	3%	3%	4%	1%	3%	3%	3%	2%	3%	1%	3%	6%	0%	8%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(81.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google to help you switch from driving to walking or cycling

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
In the last month	20%	25%	20%	20%	13%	29%	25%	14%	20%	13%	25%	23%	16%	13%	9%	18%	23%
In the last year	13%	15%	11%	11%	14%	22%	8%	11%	12%	9%	19%	13%	18%	13%	10%	8%	3%
In the last five years	6%	5%	8%	5%	6%	5%	4%	5%	3%	6%	8%	5%	9%	12%	0%	13%	14%
More than 5 years ago	1%	1%	1%	3%	1%	3%	0%	3%	1%	0%	0%	0%	7%	0%	3%	0%	0%
Never	56%	51%	56%	57%	61%	34%	60%	62%	60%	64%	48%	56%	48%	59%	74%	57%	60%
Don't know	4%	3%	4%	5%	6%	7%	2%	6%	5%	8%	0%	3%	2%	4%	4%	5%	0%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(81.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Used Google to help you switch from driving to walking or cycling

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
In the last month	20%	25%	29%	26%	15%	14%	7%	20%	19%	17%	21%	19%	19%	25%	12%	19%	16%
In the last year	13%	24%	21%	11%	9%	9%	3%	14%	11%	9%	15%	12%	12%	17%	10%	5%	8%
In the last five years	6%	11%	11%	7%	4%	3%	1%	7%	6%	7%	6%	4%	6%	9%	1%	5%	5%
More than 5 years ago	1%	1%	3%	3%	0%	0%	1%	2%	1%	1%	2%	2%	1%	2%	2%	5%	0%
Never	56%	33%	32%	47%	66%	71%	87%	53%	59%	63%	52%	60%	61%	43%	68%	67%	63%
Don't know	4%	7%	4%	4%	5%	3%	2%	5%	4%	4%	3%	4%	1%	5%	7%	0%	8%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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



(82.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Find your nearest recycling centre

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
In the last month	13%	15%	13%	11%	10%	16%	13%	7%	12%	5%	22%	17%	12%	12%	8%	12%	10%
In the last year	17%	18%	20%	18%	12%	22%	18%	6%	17%	18%	13%	15%	22%	18%	18%	15%	28%
In the last five years	7%	9%	7%	5%	4%	14%	7%	14%	1%	4%	4%	0%	7%	2%	5%	10%	11%
More than 5 years ago	4%	3%	3%	5%	3%	2%	1%	5%	5%	0%	7%	3%	0%	6%	5%	8%	0%
Never	57%	51%	53%	58%	66%	41%	59%	68%	59%	65%	52%	62%	56%	57%	62%	51%	50%
Don't know	4%	4%	4%	2%	4%	5%	2%	0%	5%	8%	2%	3%	2%	5%	2%	5%	0%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(82.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps to do this, please select “Never” for that row: Find your nearest recycling centre

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
In the last month	13%	15%	23%	14%	9%	6%	6%	12%	13%	11%	14%	12%	12%	15%	12%	13%	7%
In the last year	17%	22%	25%	22%	9%	15%	9%	18%	17%	16%	19%	15%	19%	18%	8%	21%	16%
In the last five years	7%	9%	9%	9%	5%	5%	3%	7%	7%	5%	8%	6%	5%	10%	9%	0%	6%
More than 5 years ago	4%	6%	2%	4%	3%	3%	4%	5%	2%	3%	4%	2%	3%	5%	3%	0%	1%
Never	57%	42%	37%	48%	69%	66%	77%	54%	59%	62%	51%	61%	60%	47%	63%	65%	66%
Don't know	4%	7%	4%	2%	5%	4%	1%	4%	3%	2%	4%	3%	2%	5%	5%	0%	3%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(83.A) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google Maps to find directions

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
Every day	8%	12%	7%	6%	5%	13%	7%	6%	7%	3%	15%	4%	9%	7%	3%	12%	0%
Every week or so	24%	26%	28%	20%	21%	27%	25%	19%	17%	28%	28%	27%	22%	28%	16%	16%	39%
Every month or so	28%	29%	31%	28%	25%	29%	33%	35%	32%	32%	20%	26%	36%	23%	28%	14%	32%
Every few months	19%	18%	17%	21%	22%	13%	18%	16%	19%	24%	18%	18%	13%	21%	29%	30%	21%
Once a year or so	8%	5%	7%	11%	10%	4%	3%	11%	15%	8%	7%	10%	2%	11%	7%	16%	4%
Less often	4%	3%	3%	5%	5%	7%	1%	0%	4%	2%	5%	5%	6%	3%	7%	5%	0%
Never	5%	4%	5%	5%	6%	3%	5%	6%	3%	0%	4%	10%	10%	5%	8%	5%	4%
Don't know	4%	4%	3%	3%	6%	4%	8%	6%	3%	3%	3%	1%	2%	2%	3%	2%	0%

Note:

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(83.B) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google Maps to find directions

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
Every day	8%	10%	15%	8%	8%	4%	1%	9%	6%	6%	9%	6%	7%	9%	8%	11%	5%
Every week or so	24%	41%	24%	30%	21%	16%	13%	25%	23%	20%	25%	25%	21%	30%	16%	23%	22%
Every month or so	28%	18%	32%	26%	29%	29%	34%	31%	26%	27%	30%	31%	29%	25%	30%	50%	32%
Every few months	19%	16%	14%	14%	22%	26%	26%	15%	25%	23%	19%	13%	22%	18%	24%	10%	14%
Once a year or so	8%	2%	4%	6%	7%	15%	14%	9%	7%	10%	6%	8%	9%	7%	8%	0%	9%
Less often	4%	4%	3%	6%	2%	3%	4%	3%	4%	5%	2%	6%	4%	3%	3%	5%	5%
Never	5%	6%	3%	5%	7%	4%	5%	5%	5%	7%	3%	6%	7%	5%	4%	0%	3%
Don't know	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%	4%	6%	2%	2%	7%	0%	9%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(84.A) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google Maps to avoid a traffic jam

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
Every day	6%	9%	6%	7%	3%	8%	5%	2%	7%	5%	14%	6%	5%	8%	4%	4%	0%
Every week or so	15%	19%	19%	10%	9%	25%	19%	16%	11%	11%	20%	15%	10%	8%	9%	7%	12%
Every month or so	14%	13%	15%	17%	13%	14%	14%	15%	17%	29%	12%	15%	15%	11%	8%	10%	11%
Every few months	10%	12%	13%	6%	8%	11%	15%	10%	7%	11%	8%	5%	14%	14%	4%	9%	15%
Once a year or so	5%	5%	4%	7%	3%	2%	3%	10%	3%	5%	5%	3%	5%	8%	3%	13%	7%
Less often	6%	3%	3%	11%	7%	5%	3%	9%	7%	0%	3%	6%	10%	7%	8%	10%	4%
Never	40%	34%	36%	38%	52%	29%	33%	35%	42%	34%	35%	47%	39%	43%	61%	42%	51%
Don't know	4%	4%	4%	5%	5%	6%	7%	3%	6%	5%	3%	3%	2%	2%	4%	4%	0%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(84.B) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google Maps to avoid a traffic jam

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
Every day	6%	11%	10%	8%	3%	4%	1%	6%	6%	4%	8%	4%	5%	9%	8%	7%	3%
Every week or so	15%	23%	20%	21%	13%	5%	5%	16%	14%	12%	15%	20%	17%	18%	3%	0%	12%
Every month or so	14%	13%	20%	18%	13%	11%	10%	16%	12%	17%	12%	17%	17%	13%	10%	33%	11%
Every few months	10%	14%	14%	10%	11%	4%	7%	8%	12%	7%	13%	9%	8%	13%	15%	0%	12%
Once a year or so	5%	2%	4%	5%	3%	10%	6%	5%	5%	8%	3%	2%	6%	6%	2%	11%	1%
Less often	6%	2%	7%	7%	8%	5%	4%	5%	6%	7%	4%	5%	5%	7%	6%	10%	3%
Never	40%	28%	21%	24%	45%	56%	65%	39%	40%	41%	39%	37%	40%	32%	47%	38%	50%
Don't know	4%	6%	4%	6%	4%	5%	1%	4%	5%	3%	4%	5%	2%	3%	9%	0%	8%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(85.A) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google Maps to help you switch from driving to using public transport

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
Every day	4%	5%	4%	3%	4%	7%	3%	0%	7%	2%	5%	5%	0%	3%	5%	7%	0%
Every week or so	12%	19%	11%	9%	7%	28%	8%	6%	7%	10%	15%	12%	20%	8%	6%	4%	4%
Every month or so	11%	8%	13%	14%	10%	16%	9%	21%	9%	9%	18%	6%	7%	10%	6%	2%	4%
Every few months	7%	7%	9%	5%	6%	5%	7%	9%	9%	8%	4%	3%	5%	9%	7%	8%	13%
Once a year or so	2%	3%	3%	0%	1%	2%	1%	2%	1%	2%	3%	2%	0%	4%	0%	0%	11%
Less often	7%	5%	5%	12%	5%	5%	8%	0%	10%	2%	11%	6%	10%	5%	8%	15%	5%
Never	53%	48%	50%	54%	62%	29%	58%	57%	53%	59%	41%	63%	55%	59%	64%	62%	64%
Don't know	4%	5%	4%	4%	5%	8%	7%	5%	3%	8%	3%	3%	2%	2%	3%	2%	0%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(85.B) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google Maps to help you switch from driving to using public transport

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
Every day	4%	5%	8%	7%	2%	2%	0%	4%	5%	4%	5%	1%	3%	7%	6%	7%	0%
Every week or so	12%	25%	20%	14%	6%	5%	2%	13%	10%	10%	14%	12%	13%	14%	6%	0%	8%
Every month or so	11%	18%	14%	13%	7%	10%	4%	14%	7%	10%	12%	9%	9%	15%	11%	18%	7%
Every few months	7%	10%	13%	6%	5%	3%	4%	5%	9%	6%	7%	6%	7%	8%	0%	0%	7%
Once a year or so	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%	2%	2%	2%	3%	0%	0%	1%
Less often	7%	3%	6%	10%	9%	4%	6%	5%	8%	7%	7%	4%	8%	8%	5%	5%	4%
Never	53%	30%	34%	43%	65%	68%	78%	52%	55%	59%	48%	60%	55%	42%	62%	70%	65%
Don't know	4%	7%	3%	5%	4%	5%	4%	4%	5%	3%	5%	6%	2%	3%	11%	0%	8%

*Note:*

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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



(86.A) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google to help you switch from driving to walking or cycling

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
Every day	6%	10%	4%	4%	4%	11%	3%	2%	6%	5%	11%	5%	6%	4%	3%	7%	4%
Every week or so	10%	13%	12%	8%	8%	21%	7%	8%	7%	4%	14%	12%	14%	11%	9%	2%	7%
Every month or so	10%	7%	12%	11%	9%	12%	12%	20%	7%	12%	8%	10%	9%	6%	2%	6%	19%
Every few months	6%	6%	9%	3%	5%	12%	5%	0%	8%	6%	5%	5%	2%	7%	4%	9%	0%
Once a year or so	4%	2%	4%	6%	4%	2%	4%	5%	8%	0%	8%	0%	0%	5%	3%	2%	7%
Less often	6%	7%	3%	8%	6%	5%	8%	1%	6%	5%	11%	3%	16%	5%	6%	5%	0%
Never	53%	49%	54%	55%	57%	30%	52%	62%	53%	62%	40%	61%	50%	59%	69%	65%	64%
Don't know	5%	6%	3%	4%	7%	9%	9%	3%	6%	5%	3%	3%	2%	2%	4%	5%	0%

Note:

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(86.B) And thinking back to the time before Covid-19, how often would you say that you did the following?: Used Google to help you switch from driving to walking or cycling

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
Every day	6%	13%	9%	8%	3%	1%	0%	7%	4%	4%	8%	2%	5%	9%	5%	7%	1%
Every week or so	10%	14%	22%	14%	6%	5%	1%	11%	10%	9%	12%	9%	10%	15%	3%	11%	5%
Every month or so	10%	16%	13%	13%	6%	7%	3%	11%	9%	11%	9%	6%	11%	11%	5%	6%	8%
Every few months	6%	7%	9%	5%	6%	5%	4%	6%	6%	5%	6%	8%	7%	6%	4%	5%	2%
Once a year or so	4%	6%	5%	5%	2%	3%	2%	4%	4%	3%	5%	5%	3%	6%	0%	0%	4%
Less often	6%	4%	4%	7%	9%	6%	5%	5%	7%	6%	6%	8%	6%	5%	3%	11%	12%
Never	53%	33%	33%	41%	64%	67%	83%	50%	56%	59%	49%	55%	55%	43%	66%	60%	59%
Don't know	5%	7%	5%	7%	4%	5%	3%	6%	4%	3%	5%	8%	2%	4%	15%	0%	9%

Note:

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(87.A) And thinking back to the time before Covid-19, how often would you say that you did the following?: Find your nearest recycling centre

	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	812	228	220	182	180	117	90	62	73	60	70	61	41	95	75	41	27
Weighted	814	228	225	180	179	113	111	63	72	60	72	58	36	88	75	39	26
Every day	4%	5%	3%	3%	5%	9%	4%	0%	6%	3%	8%	2%	2%	3%	2%	4%	0%
Every week or so	7%	10%	6%	7%	4%	15%	3%	7%	2%	7%	9%	8%	13%	5%	4%	2%	0%
Every month or so	7%	8%	9%	5%	6%	11%	7%	5%	4%	3%	16%	1%	7%	7%	2%	11%	15%
Every few months	7%	6%	8%	8%	5%	10%	6%	6%	4%	6%	6%	11%	3%	8%	5%	7%	10%
Once a year or so	8%	10%	11%	9%	3%	6%	13%	12%	8%	5%	5%	2%	16%	10%	5%	10%	14%
Less often	10%	10%	10%	13%	7%	9%	10%	8%	15%	9%	8%	6%	10%	11%	11%	14%	11%
Never	52%	47%	48%	49%	64%	34%	49%	58%	56%	56%	45%	68%	47%	53%	66%	49%	50%
Don't know	5%	4%	4%	5%	6%	6%	7%	5%	5%	10%	3%	1%	2%	3%	4%	2%	0%

Note:

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(87.B) And thinking back to the time before Covid-19, how often would you say that you did the following?: Find your nearest recycling centre

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	812	105	169	134	132	113	159	409	398	318	366	80	318	228	63	18	78
Weighted	814	120	144	155	133	106	156	413	396	315	364	82	321	223	66	17	80
Every day	4%	6%	11%	4%	2%	2%	0%	5%	3%	3%	6%	1%	3%	7%	6%	7%	0%
Every week or so	7%	15%	12%	10%	1%	3%	1%	9%	5%	6%	8%	7%	8%	9%	3%	0%	3%
Every month or so	7%	14%	11%	8%	6%	3%	2%	8%	6%	8%	7%	4%	8%	8%	1%	0%	3%
Every few months	7%	8%	8%	9%	4%	7%	6%	6%	8%	5%	9%	5%	8%	9%	5%	0%	6%
Once a year or so	8%	9%	8%	12%	7%	9%	5%	7%	10%	8%	9%	6%	8%	11%	6%	6%	5%
Less often	10%	6%	8%	7%	9%	13%	17%	10%	10%	10%	10%	9%	8%	11%	8%	27%	11%
Never	52%	37%	38%	44%	67%	58%	66%	50%	53%	56%	46%	62%	53%	42%	59%	60%	64%
Don't know	5%	7%	4%	6%	4%	5%	3%	4%	5%	3%	5%	5%	3%	3%	10%	0%	8%

Note:

BASE: Google Maps Users

Fieldwork: 18th Aug - 23rd Aug 2021

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

(88.A) You said that you now work at least part of the time from home. Which, if any, of the following tools have been important to enable you to do that? Tick all that 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	169	62	78	18	11	35	33	10	13	4	12	12	6	18	14	6	6
Weighted	175	65	82	18	11	34	41	11	13	4	12	12	5	16	14	6	6
Google Search	43%	40%	48%	47%	22%	45%	32%	21%	39%	20%	53%	71%	53%	54%	28%	69%	72%
Google Docs / Google Workplace	19%	15%	21%	19%	21%	25%	19%	12%	7%	0%	13%	45%	0%	27%	7%	12%	15%
Google Meet / Google Hangouts	13%	8%	14%	23%	26%	22%	12%	0%	0%	0%	13%	49%	0%	16%	0%	12%	0%
Microsoft Teams	54%	61%	54%	40%	25%	32%	60%	42%	56%	45%	53%	64%	81%	77%	52%	44%	64%
Zoom	43%	43%	45%	49%	16%	59%	39%	37%	46%	0%	45%	65%	46%	26%	26%	30%	48%
Slack	7%	9%	5%	14%	0%	8%	12%	0%	0%	0%	13%	8%	19%	6%	0%	12%	0%
None of the above	10%	8%	7%	23%	27%	13%	3%	18%	15%	25%	15%	8%	0%	6%	20%	17%	0%
Don't Know	3%	5%	2%	5%	0%	3%	5%	0%	0%	30%	0%	7%	0%	0%	7%	0%	0%

*Note:*

BASE: Those who are working at least part of the time from home.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(88.B) You said that you now work at least part of the time from home. Which, if any, of the following tools have been important to enable you to do that? Tick all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	169	16	53	42	35	15	8	90	79	48	93	25	66	51	14	1	17
Weighted	175	19	46	50	36	14	8	93	82	49	96	27	71	49	16	1	18
Google Search	43%	41%	52%	47%	35%	33%	24%	47%	38%	39%	50%	26%	39%	50%	55%	100%	32%
Google Docs / Google Workplace	19%	27%	25%	20%	9%	8%	13%	13%	25%	24%	15%	14%	24%	14%	29%	0%	11%
Google Meet / Google Hangouts	13%	38%	16%	10%	9%	0%	0%	10%	17%	8%	15%	5%	14%	15%	21%	0%	4%
Microsoft Teams	54%	50%	49%	72%	54%	17%	36%	53%	55%	45%	57%	58%	56%	49%	45%	100%	47%
Zoom	43%	27%	52%	39%	40%	40%	63%	43%	42%	32%	52%	28%	37%	59%	44%	100%	34%
Slack	7%	13%	9%	10%	3%	0%	0%	9%	5%	4%	10%	0%	3%	11%	5%	0%	7%
None of the above	10%	13%	8%	2%	13%	34%	13%	12%	8%	16%	6%	18%	16%	4%	0%	0%	21%
Don't Know	3%	7%	4%	0%	3%	15%	0%	4%	3%	4%	3%	5%	1%	3%	13%	0%	0%

Note:

BASE: Those who are working at least part of the time from home.

Fieldwork: 18th Aug - 23rd Aug 2021

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

(89.A) In your opinion, who is most responsible for slowing down or reversing the impacts of climate change? Please select up to two

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
The UN	13%	13%	12%	17%	10%	14%	15%	6%	12%	14%	15%	9%	10%	16%	13%	12%	13%
National Governments	62%	65%	62%	66%	54%	54%	67%	55%	76%	57%	56%	60%	60%	66%	65%	58%	65%
Mayors/Local Councils	7%	7%	9%	7%	7%	13%	5%	5%	4%	5%	10%	7%	7%	5%	7%	16%	13%
Businesses	39%	45%	38%	35%	38%	38%	46%	39%	35%	35%	34%	47%	45%	41%	38%	40%	21%
Individuals and families	32%	34%	33%	32%	29%	30%	31%	47%	39%	30%	29%	38%	30%	28%	30%	14%	40%
None of the above	5%	4%	5%	4%	8%	5%	4%	10%	3%	6%	5%	4%	7%	6%	6%	4%	7%
Don't Know	10%	5%	11%	8%	15%	11%	8%	7%	7%	15%	10%	10%	9%	7%	10%	18%	12%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(89.B) In your opinion, who is most responsible for slowing down or reversing the impacts of climate change? Please select up to two

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
The UN	13%	27%	15%	14%	5%	11%	9%	15%	11%	11%	13%	10%	11%	15%	14%	13%	9%
National Governments	62%	47%	52%	66%	67%	61%	72%	63%	60%	63%	65%	54%	63%	64%	71%	46%	54%
Mayors/Local Councils	7%	19%	11%	6%	5%	2%	4%	9%	6%	7%	8%	10%	6%	10%	6%	4%	5%
Businesses	39%	33%	36%	39%	41%	45%	40%	37%	41%	38%	42%	35%	41%	42%	36%	47%	32%
Individuals and families	32%	23%	30%	36%	34%	33%	36%	29%	36%	35%	32%	35%	38%	27%	33%	36%	32%
None of the above	5%	7%	8%	5%	5%	4%	4%	6%	5%	5%	4%	7%	4%	6%	1%	13%	10%
Don't Know	10%	12%	13%	8%	10%	10%	6%	8%	11%	9%	8%	16%	7%	8%	10%	4%	18%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(90.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: I want to do more to decrease my household's carbon footprint

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	4%	2%	4%	4%	5%	4%	1%	4%	4%	7%	8%	2%	7%	2%	3%	6%	7%
Somewhat disagree	7%	6%	5%	8%	7%	4%	7%	4%	10%	10%	2%	6%	2%	7%	9%	11%	9%
Neither agree or disagree	24%	23%	25%	21%	28%	25%	25%	27%	18%	22%	26%	25%	20%	28%	26%	15%	26%
Somewhat agree	38%	39%	39%	41%	33%	37%	37%	39%	42%	39%	37%	40%	42%	38%	39%	34%	32%
Strongly agree	21%	26%	22%	21%	15%	20%	26%	19%	23%	17%	22%	23%	20%	18%	20%	25%	27%
Don't know	6%	4%	4%	6%	10%	10%	4%	6%	3%	5%	6%	5%	9%	8%	3%	11%	0%
Total Disagree:	10%	8%	10%	12%	13%	8%	8%	8%	15%	17%	10%	8%	8%	9%	12%	16%	16%
Total Agree:	59%	66%	61%	62%	49%	57%	63%	59%	65%	56%	58%	63%	62%	55%	59%	58%	58%
Net:	-49%	-58%	-52%	-50%	-36%	-49%	-55%	-51%	-50%	-39%	-48%	-55%	-53%	-47%	-47%	-42%	-42%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(90.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: I want to do more to decrease my household’s carbon footprint

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	4%	2%	2%	3%	6%	7%	4%	5%	3%	6%	2%	4%	4%	3%	0%	20%	6%
Somewhat disagree	7%	8%	10%	8%	5%	3%	6%	7%	6%	9%	4%	6%	8%	7%	4%	8%	6%
Neither agree or disagree	24%	25%	25%	16%	29%	24%	26%	27%	21%	28%	21%	25%	26%	22%	23%	21%	26%
Somewhat agree	38%	32%	33%	42%	34%	33%	50%	38%	38%	36%	42%	39%	38%	38%	44%	26%	35%
Strongly agree	21%	22%	23%	27%	22%	25%	12%	17%	25%	17%	27%	16%	21%	24%	22%	21%	14%
Don't know	6%	11%	7%	3%	4%	9%	3%	5%	6%	5%	4%	9%	2%	7%	7%	4%	13%
Total Disagree:	10%	10%	11%	11%	11%	9%	10%	12%	9%	15%	6%	10%	12%	10%	4%	28%	12%
Total Agree:	59%	53%	56%	69%	56%	58%	62%	55%	63%	53%	69%	55%	59%	62%	66%	47%	49%
Net:	-49%	-43%	-45%	-58%	-45%	-49%	-52%	-43%	-55%	-38%	-62%	-45%	-47%	-52%	-62%	-18%	-37%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(91.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: I am not sure of what actions would make a significant impact on my household’s carbon footprint

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	5%	6%	4%	5%	5%	7%	3%	6%	10%	3%	2%	7%	0%	7%	4%	4%	5%
Somewhat disagree	20%	25%	25%	18%	13%	20%	23%	18%	19%	23%	22%	16%	26%	19%	23%	15%	17%
Neither agree or disagree	30%	30%	31%	30%	30%	32%	33%	35%	27%	34%	29%	29%	32%	31%	21%	23%	39%
Somewhat agree	28%	28%	29%	30%	27%	26%	29%	27%	23%	23%	31%	31%	21%	29%	36%	33%	32%
Strongly agree	10%	7%	8%	12%	11%	7%	6%	9%	16%	13%	10%	13%	13%	6%	11%	12%	6%
Don't know	6%	3%	4%	5%	13%	8%	7%	4%	6%	5%	5%	4%	9%	8%	5%	13%	0%
Total Disagree:	26%	31%	29%	23%	19%	27%	26%	25%	29%	26%	24%	23%	26%	26%	28%	19%	22%
Total Agree:	38%	35%	37%	42%	39%	33%	35%	36%	38%	36%	41%	44%	34%	35%	47%	45%	39%
Net:	-12%	-4%	-9%	-19%	-20%	-6%	-9%	-12%	-9%	-10%	-17%	-21%	-9%	-9%	-19%	-26%	-16%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(91.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: I am not sure of what actions would make a significant impact on my household’s carbon footprint

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	5%	8%	3%	5%	6%	5%	5%	6%	5%	5%	6%	2%	5%	7%	6%	4%	2%
Somewhat disagree	20%	12%	18%	22%	21%	23%	24%	20%	21%	18%	23%	17%	21%	20%	25%	5%	19%
Neither agree or disagree	30%	27%	39%	26%	29%	30%	31%	31%	30%	31%	30%	33%	29%	30%	35%	40%	32%
Somewhat agree	28%	36%	22%	28%	31%	28%	27%	27%	30%	28%	29%	28%	32%	28%	24%	19%	24%
Strongly agree	10%	8%	11%	13%	9%	8%	8%	11%	8%	13%	8%	10%	11%	9%	3%	29%	10%
Don't know	6%	9%	7%	6%	5%	7%	4%	5%	7%	5%	5%	10%	3%	7%	7%	4%	13%
Total Disagree:	26%	21%	20%	26%	28%	28%	29%	26%	25%	23%	29%	19%	25%	27%	30%	9%	21%
Total Agree:	38%	44%	34%	41%	39%	36%	36%	38%	38%	41%	36%	38%	42%	36%	27%	47%	34%
Net:	-12%	-23%	-13%	-15%	-11%	-8%	-6%	-12%	-13%	-18%	-7%	-19%	-17%	-10%	3%	-39%	-13%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(92.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: It is too expensive to reduce your carbon footprint

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	6%	9%	7%	5%	4%	4%	6%	9%	7%	6%	3%	8%	4%	9%	7%	7%	3%
Somewhat disagree	18%	23%	18%	17%	12%	16%	22%	25%	17%	20%	16%	14%	14%	15%	20%	9%	19%
Neither agree or disagree	30%	26%	29%	33%	32%	27%	29%	25%	27%	30%	36%	31%	39%	34%	22%	33%	40%
Somewhat agree	27%	29%	27%	29%	23%	28%	27%	26%	33%	28%	24%	28%	19%	25%	30%	25%	18%
Strongly agree	12%	10%	12%	10%	15%	15%	10%	10%	12%	10%	14%	9%	12%	10%	15%	8%	13%
Don't know	8%	4%	7%	6%	14%	10%	5%	5%	5%	6%	6%	9%	11%	8%	6%	19%	7%
Total Disagree:	24%	32%	25%	22%	16%	20%	29%	34%	24%	26%	19%	22%	19%	23%	27%	16%	21%
Total Agree:	39%	38%	39%	39%	38%	43%	37%	37%	45%	38%	39%	37%	31%	35%	45%	32%	31%
Net:	-15%	-7%	-14%	-18%	-21%	-23%	-9%	-3%	-21%	-11%	-20%	-15%	-13%	-12%	-18%	-16%	-10%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(92.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: It is too expensive to reduce your carbon footprint

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	6%	5%	5%	7%	6%	7%	7%	6%	6%	5%	9%	6%	5%	8%	9%	12%	4%
Somewhat disagree	18%	19%	12%	20%	14%	16%	22%	16%	19%	14%	21%	15%	20%	16%	19%	12%	9%
Neither agree or disagree	30%	23%	33%	28%	28%	30%	35%	32%	28%	30%	30%	30%	29%	33%	33%	12%	32%
Somewhat agree	27%	33%	28%	24%	31%	25%	21%	26%	28%	29%	26%	25%	29%	26%	22%	21%	24%
Strongly agree	12%	11%	15%	16%	13%	9%	7%	14%	9%	15%	10%	9%	12%	11%	6%	34%	12%
Don't know	8%	9%	6%	5%	7%	12%	8%	5%	10%	8%	4%	15%	5%	7%	11%	8%	19%
Total Disagree:	24%	24%	17%	27%	20%	24%	29%	22%	25%	19%	30%	21%	25%	24%	28%	25%	13%
Total Agree:	39%	44%	43%	40%	45%	35%	28%	40%	37%	43%	36%	34%	42%	36%	29%	55%	36%
Net:	-15%	-20%	-25%	-13%	-25%	-11%	1%	-18%	-12%	-24%	-6%	-13%	-17%	-12%	-1%	-30%	-24%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(93.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: It is too confusing to reduce your carbon footprint

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	10%	11%	12%	7%	10%	11%	8%	15%	17%	10%	9%	12%	4%	9%	10%	5%	2%
Somewhat disagree	25%	30%	27%	20%	21%	23%	32%	28%	20%	16%	21%	20%	21%	26%	31%	28%	31%
Neither agree or disagree	31%	29%	31%	32%	32%	28%	35%	32%	32%	31%	35%	35%	32%	28%	26%	21%	44%
Somewhat agree	20%	17%	19%	27%	19%	17%	16%	15%	20%	29%	21%	18%	30%	28%	18%	24%	13%
Strongly agree	8%	9%	7%	9%	7%	11%	5%	6%	7%	10%	9%	11%	7%	3%	11%	8%	3%
Don't know	6%	5%	5%	5%	10%	9%	6%	4%	5%	5%	6%	3%	7%	5%	4%	15%	7%
Total Disagree:	35%	41%	39%	28%	32%	35%	39%	43%	37%	25%	30%	33%	25%	35%	41%	33%	34%
Total Agree:	28%	26%	25%	35%	26%	29%	21%	21%	26%	39%	30%	28%	37%	32%	29%	31%	16%
Net:	7%	15%	13%	-7%	5%	6%	19%	22%	10%	-13%	0%	4%	-12%	3%	12%	2%	18%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(93.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: It is too confusing to reduce your carbon footprint

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	10%	8%	9%	9%	12%	13%	10%	8%	12%	9%	12%	7%	10%	12%	10%	4%	7%
Somewhat disagree	25%	22%	20%	32%	24%	25%	26%	25%	24%	20%	29%	22%	24%	22%	33%	4%	19%
Neither agree or disagree	31%	20%	32%	27%	34%	31%	38%	32%	31%	34%	28%	35%	31%	30%	33%	19%	38%
Somewhat agree	20%	27%	20%	19%	18%	19%	19%	21%	20%	24%	19%	20%	23%	21%	12%	40%	17%
Strongly agree	8%	11%	13%	8%	7%	5%	4%	9%	6%	8%	9%	4%	8%	9%	4%	29%	4%
Don't know	6%	12%	5%	5%	5%	8%	3%	5%	7%	5%	4%	11%	3%	6%	8%	4%	14%
Total Disagree:	35%	30%	29%	41%	36%	37%	36%	33%	37%	30%	41%	30%	35%	34%	43%	8%	27%
Total Agree:	28%	38%	33%	27%	25%	24%	23%	30%	26%	31%	27%	24%	31%	31%	16%	68%	21%
Net:	7%	-7%	-5%	14%	11%	13%	13%	3%	10%	-2%	14%	6%	4%	3%	27%	-60%	6%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(94.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: It is becoming easier to make sustainable choices

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	2%	2%	2%	2%	3%	0%	2%	0%	1%	1%	5%	1%	2%	2%	3%	4%	13%
Somewhat disagree	6%	6%	6%	8%	6%	8%	1%	5%	11%	7%	8%	4%	9%	9%	6%	7%	3%
Neither agree or disagree	31%	36%	29%	31%	30%	30%	33%	30%	30%	34%	33%	29%	27%	34%	28%	33%	39%
Somewhat agree	40%	40%	40%	43%	37%	42%	45%	45%	40%	34%	31%	41%	40%	34%	46%	32%	38%
Strongly agree	13%	12%	16%	11%	12%	14%	14%	11%	12%	13%	16%	17%	15%	13%	10%	5%	7%
Don't know	7%	4%	7%	6%	13%	6%	5%	9%	6%	11%	6%	9%	7%	7%	8%	19%	0%
Total Disagree:	9%	8%	8%	10%	9%	8%	3%	5%	12%	8%	14%	5%	11%	11%	9%	11%	16%
Total Agree:	52%	52%	56%	53%	48%	56%	59%	56%	52%	47%	47%	58%	55%	48%	56%	37%	45%
Net:	-44%	-45%	-47%	-43%	-40%	-48%	-56%	-51%	-40%	-39%	-34%	-53%	-45%	-36%	-47%	-27%	-28%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(94.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: It is becoming easier to make sustainable choices

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	2%	1%	2%	1%	3%	4%	2%	2%	2%	4%	1%	1%	3%	1%	0%	12%	3%
Somewhat disagree	6%	10%	6%	6%	9%	5%	4%	8%	5%	6%	6%	7%	6%	8%	4%	16%	7%
Neither agree or disagree	31%	29%	32%	22%	30%	32%	41%	33%	30%	34%	31%	29%	34%	31%	31%	24%	32%
Somewhat agree	40%	35%	33%	47%	40%	42%	39%	37%	41%	37%	42%	44%	40%	39%	47%	17%	35%
Strongly agree	13%	14%	21%	17%	10%	10%	7%	12%	13%	12%	15%	8%	13%	13%	13%	19%	10%
Don't know	7%	11%	7%	6%	8%	7%	7%	6%	8%	8%	4%	11%	5%	7%	5%	12%	13%
Total Disagree:	9%	11%	7%	8%	12%	8%	6%	11%	7%	10%	8%	8%	8%	9%	4%	28%	10%
Total Agree:	52%	49%	54%	65%	50%	52%	46%	50%	55%	49%	57%	52%	53%	53%	60%	36%	45%
Net:	-44%	-38%	-47%	-57%	-38%	-44%	-39%	-39%	-48%	-39%	-49%	-43%	-44%	-43%	-56%	-8%	-36%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(95.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Technology has helped me reduce my environmental impact

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	5%	5%	4%	5%	5%	4%	3%	6%	6%	4%	4%	5%	6%	7%	7%	3%	0%
Somewhat disagree	13%	15%	12%	12%	12%	14%	12%	11%	12%	15%	12%	16%	9%	10%	11%	12%	23%
Neither agree or disagree	35%	34%	33%	36%	36%	34%	34%	31%	36%	38%	42%	33%	30%	34%	41%	26%	34%
Somewhat agree	26%	26%	27%	29%	20%	30%	33%	34%	23%	20%	22%	18%	27%	25%	21%	21%	23%
Strongly agree	12%	13%	14%	9%	10%	11%	9%	6%	11%	13%	13%	13%	13%	16%	12%	11%	17%
Don't know	10%	6%	9%	9%	17%	8%	9%	11%	12%	9%	6%	14%	16%	8%	8%	27%	3%
Total Disagree:	17%	20%	16%	16%	16%	17%	15%	18%	18%	19%	17%	21%	15%	17%	17%	16%	23%
Total Agree:	37%	39%	41%	38%	30%	41%	42%	40%	34%	33%	35%	31%	40%	41%	33%	32%	40%
Net:	-20%	-19%	-24%	-22%	-14%	-23%	-27%	-23%	-16%	-14%	-19%	-10%	-26%	-24%	-15%	-16%	-17%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(95.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Technology has helped me reduce my environmental impact

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	5%	1%	4%	2%	5%	7%	9%	4%	5%	7%	3%	5%	8%	2%	3%	20%	3%
Somewhat disagree	13%	13%	11%	13%	11%	16%	12%	13%	13%	14%	14%	10%	13%	11%	14%	15%	11%
Neither agree or disagree	35%	32%	31%	29%	37%	36%	42%	33%	37%	35%	37%	26%	33%	36%	46%	12%	35%
Somewhat agree	26%	32%	27%	33%	24%	18%	21%	28%	23%	22%	26%	31%	27%	27%	19%	21%	25%
Strongly agree	12%	12%	19%	16%	11%	10%	3%	14%	10%	11%	14%	9%	13%	13%	10%	15%	5%
Don't know	10%	10%	8%	7%	12%	13%	12%	8%	13%	11%	6%	19%	7%	10%	8%	16%	21%
Total Disagree:	17%	15%	15%	15%	16%	23%	21%	17%	18%	21%	17%	15%	20%	14%	17%	35%	14%
Total Agree:	37%	44%	46%	49%	35%	28%	24%	42%	33%	32%	40%	40%	39%	41%	29%	36%	30%
Net:	-20%	-29%	-32%	-34%	-19%	-5%	-3%	-25%	-15%	-11%	-24%	-26%	-19%	-27%	-13%	-1%	-15%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(96.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: I own less physical items now because of smartphones and the Internet

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	6%	5%	5%	8%	7%	4%	4%	5%	4%	9%	5%	11%	7%	7%	8%	12%	3%
Somewhat disagree	16%	13%	18%	14%	18%	15%	14%	22%	17%	14%	18%	12%	9%	19%	15%	11%	20%
Neither agree or disagree	30%	28%	28%	32%	32%	32%	24%	27%	33%	36%	29%	32%	29%	35%	31%	24%	21%
Somewhat agree	30%	34%	31%	27%	26%	30%	38%	28%	19%	26%	32%	28%	35%	22%	31%	33%	42%
Strongly agree	13%	15%	14%	14%	9%	13%	13%	13%	19%	8%	12%	12%	10%	15%	13%	5%	14%
Don't know	6%	5%	4%	5%	9%	6%	6%	5%	8%	6%	4%	6%	11%	3%	2%	15%	0%
Total Disagree:	22%	18%	24%	21%	25%	19%	18%	27%	22%	23%	23%	22%	15%	26%	23%	23%	23%
Total Agree:	42%	48%	44%	41%	35%	43%	52%	41%	38%	34%	44%	40%	46%	36%	44%	38%	56%
Net:	-20%	-30%	-21%	-20%	-10%	-23%	-33%	-13%	-16%	-11%	-21%	-18%	-31%	-11%	-21%	-15%	-33%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(96.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: I own less physical items now because of smartphones and the Internet

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	6%	3%	2%	8%	5%	11%	9%	7%	6%	8%	5%	5%	8%	2%	10%	23%	5%
Somewhat disagree	16%	14%	11%	14%	13%	18%	23%	17%	15%	21%	13%	13%	18%	12%	15%	9%	16%
Neither agree or disagree	30%	30%	29%	15%	31%	38%	37%	31%	29%	29%	32%	27%	27%	31%	31%	29%	32%
Somewhat agree	30%	32%	38%	35%	34%	18%	21%	28%	32%	26%	33%	33%	27%	35%	34%	16%	27%
Strongly agree	13%	12%	15%	22%	12%	9%	6%	13%	12%	12%	13%	13%	16%	13%	3%	19%	7%
Don't know	6%	10%	5%	5%	5%	7%	4%	5%	6%	4%	5%	9%	3%	7%	7%	4%	12%
Total Disagree:	22%	16%	13%	23%	18%	28%	32%	23%	21%	29%	18%	18%	27%	15%	25%	32%	21%
Total Agree:	42%	44%	53%	58%	46%	26%	28%	41%	44%	38%	45%	46%	43%	48%	37%	35%	35%
Net:	-20%	-28%	-39%	-35%	-28%	2%	4%	-18%	-23%	-9%	-27%	-28%	-17%	-33%	-12%	-3%	-14%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(97.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: The Internet had made it much easier to work remotely

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Strongly disagree	3%	2%	2%	2%	5%	1%	2%	1%	5%	0%	2%	4%	0%	3%	3%	4%	10%
Somewhat disagree	2%	2%	2%	4%	2%	1%	2%	2%	3%	4%	4%	3%	2%	3%	1%	0%	3%
Neither agree or disagree	16%	16%	15%	17%	18%	20%	11%	15%	10%	20%	28%	10%	16%	22%	14%	18%	8%
Somewhat agree	27%	27%	28%	27%	27%	28%	30%	31%	24%	34%	17%	18%	36%	29%	26%	21%	38%
Strongly agree	43%	48%	49%	42%	31%	40%	47%	44%	49%	30%	41%	52%	39%	35%	49%	38%	40%
Don't know	9%	5%	5%	9%	17%	9%	8%	6%	8%	11%	8%	13%	6%	8%	6%	19%	0%
Total Disagree:	5%	4%	4%	6%	7%	3%	4%	4%	8%	4%	6%	8%	2%	6%	4%	4%	14%
Total Agree:	70%	76%	77%	68%	58%	69%	77%	75%	73%	65%	58%	70%	75%	64%	75%	59%	78%
Net:	-65%	-72%	-73%	-63%	-51%	-66%	-74%	-71%	-65%	-60%	-52%	-62%	-73%	-58%	-71%	-55%	-65%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(97.B) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: The Internet had made it much easier to work remotely

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Strongly disagree	3%	2%	3%	4%	2%	3%	2%	3%	2%	4%	2%	4%	3%	2%	0%	4%	6%
Somewhat disagree	2%	3%	3%	4%	3%	1%	1%	3%	2%	3%	3%	2%	1%	4%	5%	8%	1%
Neither agree or disagree	16%	20%	19%	12%	16%	15%	17%	18%	15%	18%	14%	18%	16%	17%	11%	16%	22%
Somewhat agree	27%	29%	24%	29%	22%	26%	31%	24%	30%	27%	26%	27%	28%	27%	32%	19%	16%
Strongly agree	43%	35%	46%	47%	49%	39%	39%	44%	42%	39%	49%	38%	46%	42%	44%	28%	37%
Don't know	9%	10%	5%	4%	8%	16%	10%	8%	9%	9%	6%	11%	6%	7%	8%	24%	18%
Total Disagree:	5%	6%	5%	8%	5%	5%	3%	6%	4%	6%	4%	6%	4%	6%	5%	12%	7%
Total Agree:	70%	64%	70%	76%	71%	64%	70%	68%	71%	66%	76%	65%	74%	69%	76%	48%	53%
Net:	-65%	-59%	-65%	-68%	-66%	-60%	-68%	-62%	-67%	-60%	-72%	-60%	-70%	-63%	-71%	-35%	-46%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(98.A) You said you agreed that “it is becoming easier to make sustainable choices”. What are important reasons you think why that is the case? Please select all that 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	525	142	141	119	122	81	63	44	48	33	42	47	25	57	51	20	14
Weighted	528	142	146	118	122	79	77	45	47	33	43	46	22	53	51	19	13
There are more sustainable product choices now	62%	57%	67%	64%	60%	49%	76%	57%	71%	66%	59%	65%	51%	57%	66%	54%	65%
I feel better informed to make sustainable choices	50%	51%	54%	48%	49%	49%	50%	61%	66%	50%	41%	49%	56%	47%	44%	39%	54%
The internet helps me make more sustainable choices	35%	32%	37%	37%	34%	37%	33%	50%	36%	21%	40%	26%	37%	37%	31%	34%	35%
The price of sustainable products has fallen considerably in the last few years	27%	32%	22%	33%	21%	30%	32%	35%	31%	26%	21%	22%	31%	23%	18%	25%	35%
“Sustainable” is the de facto option in a lot of cases now	27%	25%	30%	28%	24%	30%	26%	26%	30%	23%	17%	28%	20%	33%	30%	25%	20%
Businesses are taking their responsibility to slow or reverse climate change more seriously	34%	40%	40%	31%	23%	31%	39%	34%	34%	45%	49%	26%	30%	30%	27%	24%	29%
Making a sustainable choice is more widely accepted now.	45%	42%	46%	48%	45%	31%	40%	60%	48%	57%	43%	53%	45%	42%	44%	57%	41%
Other, please specify	0%	1%	0%	0%	1%	1%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%
Don't Know	4%	2%	5%	3%	8%	8%	2%	2%	0%	5%	3%	4%	5%	7%	4%	10%	8%
The only fair way to net zero is carbon taxation. Micromanagement by governments is as much rubbish as personal voluntarism	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	1%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who think it is becoming easier to make sustainable choices

(98.B) You said you agreed that “it is becoming easier to make sustainable choices”. What are important reasons you think why that is the case? Please select all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	525	61	109	96	83	78	98	244	277	198	243	57	207	150	40	8	47
Weighted	528	69	93	111	85	74	96	247	277	198	241	59	209	147	42	8	47
There are more sustainable product choices now	62%	51%	49%	57%	72%	75%	70%	58%	65%	59%	66%	60%	60%	61%	71%	35%	59%
I feel better informed to make sustainable choices	50%	32%	54%	46%	54%	56%	58%	52%	49%	49%	54%	47%	52%	48%	62%	24%	50%
The internet helps me make more sustainable choices	35%	42%	33%	43%	35%	39%	19%	37%	33%	33%	35%	40%	34%	35%	36%	35%	40%
The price of sustainable products has fallen considerably in the last few years	27%	27%	28%	31%	28%	20%	27%	32%	23%	25%	30%	16%	24%	29%	24%	23%	30%
“Sustainable” is the de facto option in a lot of cases now	27%	28%	32%	27%	17%	31%	27%	29%	25%	23%	29%	28%	27%	22%	35%	28%	34%
Businesses are taking their responsibility to slow or reverse climate change more seriously	34%	36%	28%	35%	34%	29%	40%	35%	33%	30%	38%	30%	37%	30%	34%	21%	33%
Making a sustainable choice is more widely accepted now.	45%	22%	39%	43%	55%	53%	54%	44%	46%	48%	45%	37%	44%	42%	50%	23%	53%
Other, please specify	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	0%	4%	0%	1%	0%	0%	2%
Don't Know	4%	4%	6%	4%	6%	4%	3%	4%	4%	5%	4%	3%	4%	5%	0%	0%	4%
The only fair way to net zero is carbon taxation. Micromanagement by governments is as much rubbish as personal voluntarism	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%
Other	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%

*Note:*

BASE: Respondents who think it is becoming easier to make sustainable choices

Fieldwork: 18th Aug - 23rd Aug 2021

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

(99.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Google

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	12%	14%	13%	13%	9%	16%	11%	9%	11%	10%	15%	8%	7%	15%	11%	7%	17%
Somewhat good job	23%	21%	24%	26%	22%	24%	26%	23%	27%	21%	19%	23%	25%	21%	20%	22%	26%
Neither good or bad job	22%	21%	20%	22%	23%	22%	19%	27%	16%	25%	26%	16%	25%	29%	24%	17%	12%
Somewhat bad job	4%	3%	3%	5%	3%	5%	4%	3%	4%	5%	5%	3%	5%	2%	1%	2%	3%
Very bad job	3%	2%	2%	3%	3%	1%	1%	4%	4%	3%	4%	2%	0%	3%	1%	2%	9%
Don't Know	37%	38%	38%	31%	40%	32%	39%	34%	38%	36%	31%	47%	39%	29%	43%	51%	33%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(99.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Google

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	12%	16%	18%	21%	9%	5%	5%	14%	10%	11%	13%	9%	14%	13%	12%	16%	7%
Somewhat good job	23%	30%	27%	19%	18%	23%	23%	21%	26%	23%	22%	29%	22%	25%	16%	12%	26%
Neither good or bad job	22%	16%	27%	17%	25%	24%	22%	23%	21%	23%	23%	15%	23%	21%	21%	24%	19%
Somewhat bad job	4%	7%	1%	4%	5%	4%	1%	5%	2%	4%	4%	2%	3%	7%	0%	8%	1%
Very bad job	3%	7%	2%	4%	1%	1%	1%	4%	2%	2%	3%	1%	1%	3%	3%	0%	4%
Don't Know	37%	25%	24%	35%	43%	43%	48%	34%	40%	37%	35%	43%	37%	31%	47%	41%	44%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(100.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Apple

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	10%	13%	9%	10%	7%	14%	8%	9%	8%	11%	13%	6%	11%	7%	10%	7%	7%
Somewhat good job	20%	21%	19%	21%	19%	19%	20%	20%	21%	18%	23%	18%	11%	22%	20%	14%	32%
Neither good or bad job	21%	21%	20%	22%	22%	28%	20%	26%	14%	22%	27%	14%	29%	21%	20%	19%	16%
Somewhat bad job	5%	5%	7%	6%	3%	4%	4%	4%	8%	4%	2%	6%	10%	8%	3%	4%	6%
Very bad job	4%	4%	3%	4%	5%	3%	6%	4%	5%	4%	2%	5%	0%	3%	3%	4%	16%
Don't Know	40%	37%	42%	37%	45%	32%	43%	38%	44%	41%	33%	52%	38%	39%	44%	53%	23%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(100.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Apple

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	10%	11%	14%	17%	9%	4%	3%	10%	9%	8%	11%	10%	10%	11%	7%	10%	6%
Somewhat good job	20%	31%	24%	17%	19%	13%	17%	19%	21%	18%	22%	15%	20%	24%	15%	9%	16%
Neither good or bad job	21%	23%	23%	20%	20%	21%	21%	23%	20%	24%	20%	16%	22%	20%	17%	25%	20%
Somewhat bad job	5%	7%	7%	3%	3%	8%	4%	7%	3%	5%	5%	7%	5%	8%	1%	7%	5%
Very bad job	4%	4%	4%	7%	7%	3%	0%	5%	3%	2%	6%	4%	2%	5%	5%	0%	6%
Don't Know	40%	24%	28%	35%	43%	51%	56%	36%	44%	43%	36%	48%	41%	33%	54%	49%	48%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(101.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Coca Cola

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	7%	8%	7%	8%	7%	11%	7%	7%	5%	9%	10%	5%	12%	3%	10%	2%	9%
Somewhat good job	17%	15%	19%	18%	14%	20%	14%	12%	20%	10%	25%	18%	8%	19%	9%	19%	20%
Neither good or bad job	23%	23%	21%	28%	22%	24%	21%	23%	21%	23%	25%	18%	29%	30%	25%	15%	22%
Somewhat bad job	8%	9%	5%	9%	8%	6%	10%	13%	7%	8%	5%	4%	9%	8%	6%	11%	3%
Very bad job	6%	6%	6%	5%	6%	5%	7%	5%	7%	6%	4%	5%	7%	6%	6%	4%	16%
Don't Know	39%	38%	42%	32%	43%	33%	41%	40%	40%	43%	31%	50%	35%	34%	43%	49%	30%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(101.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Coca Cola

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	7%	12%	10%	15%	6%	2%	1%	8%	7%	7%	8%	6%	7%	8%	11%	16%	4%
Somewhat good job	17%	21%	24%	19%	14%	10%	12%	15%	18%	17%	16%	19%	19%	18%	9%	0%	14%
Neither good or bad job	23%	27%	29%	17%	24%	23%	21%	26%	20%	25%	23%	18%	24%	25%	22%	19%	21%
Somewhat bad job	8%	11%	5%	6%	5%	14%	8%	8%	7%	7%	9%	2%	6%	8%	7%	16%	5%
Very bad job	6%	8%	6%	7%	6%	6%	4%	7%	5%	3%	8%	6%	3%	8%	8%	0%	8%
Don't Know	39%	21%	27%	35%	45%	44%	55%	36%	42%	41%	36%	48%	40%	33%	43%	49%	49%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(102.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Ikea

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	10%	11%	11%	9%	7%	9%	11%	11%	9%	6%	8%	7%	16%	13%	8%	9%	17%
Somewhat good job	23%	25%	24%	23%	20%	25%	23%	26%	20%	22%	24%	25%	23%	22%	24%	16%	27%
Neither good or bad job	22%	20%	20%	26%	24%	27%	21%	21%	23%	27%	28%	12%	24%	21%	21%	23%	6%
Somewhat bad job	6%	6%	4%	6%	6%	5%	4%	9%	7%	8%	5%	6%	7%	7%	2%	2%	12%
Very bad job	2%	1%	1%	3%	2%	1%	1%	1%	2%	0%	2%	2%	0%	2%	2%	0%	13%
Don't Know	37%	36%	40%	34%	40%	33%	40%	31%	39%	38%	33%	47%	30%	35%	43%	51%	26%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(102.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Ikea

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	10%	10%	13%	17%	10%	5%	4%	8%	11%	7%	12%	9%	8%	12%	8%	13%	10%
Somewhat good job	23%	35%	25%	24%	19%	19%	19%	22%	25%	21%	26%	15%	23%	26%	32%	11%	15%
Neither good or bad job	22%	23%	27%	20%	19%	24%	21%	26%	19%	23%	22%	23%	23%	21%	17%	19%	22%
Somewhat bad job	6%	7%	7%	7%	5%	6%	4%	7%	4%	5%	7%	5%	5%	9%	6%	7%	4%
Very bad job	2%	3%	2%	4%	1%	0%	0%	2%	1%	1%	2%	1%	1%	3%	1%	0%	2%
Don't Know	37%	22%	26%	28%	46%	46%	51%	35%	40%	42%	31%	48%	40%	29%	36%	49%	47%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(103.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: MS

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	9%	13%	8%	8%	7%	15%	7%	3%	9%	11%	7%	7%	11%	6%	12%	5%	14%
Somewhat good job	27%	28%	29%	29%	24%	24%	24%	31%	29%	20%	32%	33%	31%	28%	23%	29%	35%
Neither good or bad job	22%	23%	22%	25%	20%	26%	26%	27%	14%	22%	30%	14%	21%	24%	21%	19%	9%
Somewhat bad job	4%	2%	6%	3%	3%	3%	5%	6%	3%	6%	2%	1%	4%	4%	4%	2%	3%
Very bad job	2%	2%	0%	4%	3%	1%	1%	1%	3%	1%	1%	2%	3%	4%	2%	0%	12%
Don't Know	35%	32%	36%	32%	43%	32%	37%	31%	41%	39%	28%	42%	31%	34%	39%	45%	26%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(103.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: MS

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	9%	10%	13%	14%	7%	3%	7%	8%	10%	8%	10%	8%	9%	9%	10%	14%	6%
Somewhat good job	27%	28%	25%	24%	26%	28%	32%	27%	28%	31%	28%	22%	33%	28%	27%	14%	15%
Neither good or bad job	22%	28%	26%	23%	20%	25%	15%	26%	19%	21%	24%	18%	20%	25%	19%	23%	25%
Somewhat bad job	4%	7%	3%	5%	4%	3%	1%	3%	4%	3%	4%	4%	2%	6%	5%	12%	1%
Very bad job	2%	5%	2%	2%	2%	0%	1%	2%	2%	1%	3%	0%	1%	3%	1%	0%	4%
Don't Know	35%	23%	30%	32%	40%	41%	43%	34%	37%	36%	31%	47%	34%	29%	37%	38%	49%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(104.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Sainsburys

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	10%	12%	9%	8%	10%	13%	9%	6%	11%	14%	10%	8%	12%	7%	11%	6%	9%
Somewhat good job	28%	30%	26%	32%	25%	27%	31%	36%	24%	23%	34%	32%	28%	26%	25%	27%	24%
Neither good or bad job	23%	23%	23%	24%	21%	28%	21%	26%	22%	19%	27%	13%	28%	25%	21%	15%	25%
Somewhat bad job	4%	4%	6%	5%	2%	4%	4%	2%	7%	7%	1%	3%	4%	5%	5%	4%	3%
Very bad job	2%	1%	0%	2%	3%	0%	0%	1%	3%	1%	2%	2%	0%	2%	2%	0%	9%
Don't Know	33%	29%	36%	28%	39%	27%	35%	28%	33%	35%	25%	41%	28%	35%	36%	48%	30%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(104.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Sainsburys

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	10%	5%	18%	13%	8%	7%	7%	9%	10%	10%	10%	10%	11%	10%	16%	5%	7%
Somewhat good job	28%	37%	22%	27%	24%	23%	36%	26%	31%	29%	31%	22%	31%	30%	29%	34%	18%
Neither good or bad job	23%	27%	26%	24%	21%	26%	16%	26%	20%	23%	23%	21%	23%	23%	16%	8%	27%
Somewhat bad job	4%	9%	5%	4%	5%	3%	1%	5%	3%	3%	6%	4%	3%	7%	4%	7%	2%
Very bad job	2%	3%	2%	2%	2%	0%	0%	2%	1%	1%	2%	1%	0%	2%	1%	4%	4%
Don't Know	33%	19%	27%	31%	39%	41%	39%	31%	35%	35%	28%	43%	32%	28%	34%	42%	43%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(105.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Barclays

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	9%	11%	7%	8%	8%	12%	7%	4%	9%	10%	13%	7%	9%	5%	9%	11%	7%
Somewhat good job	17%	17%	16%	21%	15%	19%	14%	17%	15%	20%	21%	18%	20%	19%	11%	13%	14%
Neither good or bad job	26%	23%	27%	29%	25%	27%	22%	36%	25%	25%	29%	17%	32%	28%	24%	21%	27%
Somewhat bad job	4%	4%	5%	3%	3%	5%	4%	1%	5%	4%	3%	5%	6%	5%	2%	2%	0%
Very bad job	2%	1%	1%	3%	4%	0%	1%	1%	3%	3%	1%	4%	0%	1%	4%	4%	12%
Don't Know	42%	44%	44%	36%	45%	36%	52%	40%	43%	38%	33%	49%	33%	41%	49%	49%	40%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(105.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Barclays

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	9%	14%	15%	13%	6%	4%	2%	10%	8%	8%	9%	9%	10%	9%	6%	19%	5%
Somewhat good job	17%	23%	22%	18%	15%	13%	13%	16%	18%	17%	17%	18%	18%	21%	17%	9%	14%
Neither good or bad job	26%	25%	27%	23%	25%	29%	26%	29%	23%	27%	26%	22%	28%	25%	22%	16%	26%
Somewhat bad job	4%	4%	4%	6%	4%	4%	2%	5%	3%	4%	5%	1%	3%	5%	7%	12%	0%
Very bad job	2%	4%	2%	3%	2%	1%	1%	2%	2%	2%	3%	1%	0%	3%	3%	0%	4%
Don't Know	42%	30%	30%	37%	48%	49%	56%	38%	46%	42%	40%	49%	42%	36%	45%	45%	52%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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



(106.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Netflix

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	9%	11%	10%	8%	5%	13%	9%	5%	8%	7%	11%	4%	11%	8%	13%	2%	8%
Somewhat good job	17%	16%	17%	22%	16%	23%	16%	17%	16%	9%	22%	20%	13%	18%	13%	14%	22%
Neither good or bad job	24%	25%	24%	23%	24%	23%	26%	29%	18%	30%	28%	20%	31%	25%	18%	24%	27%
Somewhat bad job	4%	6%	3%	6%	3%	2%	3%	8%	4%	6%	5%	6%	7%	7%	4%	2%	0%
Very bad job	2%	1%	1%	2%	4%	1%	0%	2%	4%	3%	0%	3%	0%	3%	2%	2%	10%
Don't Know	43%	41%	44%	40%	48%	40%	46%	39%	50%	46%	35%	47%	38%	38%	50%	56%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(106.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Netflix

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	9%	14%	12%	16%	8%	2%	1%	10%	7%	6%	11%	8%	9%	10%	11%	19%	6%
Somewhat good job	17%	23%	27%	21%	13%	11%	11%	16%	19%	19%	17%	16%	18%	21%	9%	8%	12%
Neither good or bad job	24%	21%	29%	20%	25%	29%	22%	26%	22%	25%	25%	22%	24%	24%	28%	20%	27%
Somewhat bad job	4%	10%	3%	3%	4%	5%	4%	5%	4%	4%	5%	4%	3%	7%	5%	4%	3%
Very bad job	2%	4%	2%	3%	1%	1%	1%	2%	2%	1%	2%	1%	1%	3%	1%	0%	3%
Don't Know	43%	28%	27%	37%	49%	53%	61%	40%	46%	46%	40%	49%	45%	36%	47%	49%	51%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(107.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Starbucks

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	7%	9%	7%	5%	5%	11%	6%	4%	4%	9%	8%	5%	5%	6%	10%	0%	7%
Somewhat good job	19%	19%	17%	23%	17%	23%	17%	19%	24%	14%	18%	17%	22%	16%	17%	18%	26%
Neither good or bad job	21%	22%	19%	23%	20%	22%	16%	22%	10%	24%	31%	20%	25%	28%	18%	19%	21%
Somewhat bad job	9%	8%	13%	8%	6%	6%	13%	13%	12%	8%	4%	9%	13%	8%	9%	5%	3%
Very bad job	5%	4%	4%	6%	7%	3%	6%	6%	7%	3%	4%	3%	4%	4%	5%	4%	16%
Don't Know	39%	38%	41%	34%	45%	33%	43%	38%	43%	42%	35%	45%	30%	39%	41%	54%	27%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(107.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Starbucks

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	7%	10%	9%	14%	6%	1%	1%	6%	7%	5%	7%	6%	8%	6%	3%	10%	4%
Somewhat good job	19%	30%	26%	16%	19%	13%	12%	19%	19%	19%	20%	14%	20%	23%	19%	10%	12%
Neither good or bad job	21%	24%	27%	17%	19%	21%	19%	23%	19%	22%	20%	23%	22%	21%	13%	24%	23%
Somewhat bad job	9%	7%	10%	7%	10%	12%	7%	9%	9%	9%	10%	5%	7%	12%	12%	7%	4%
Very bad job	5%	9%	3%	9%	4%	5%	2%	6%	4%	2%	7%	4%	3%	5%	9%	0%	6%
Don't Know	39%	21%	24%	37%	42%	48%	59%	36%	43%	42%	35%	48%	40%	33%	44%	49%	51%

Note:

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(108.A) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Pret a Manger

	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	1006	269	257	224	254	145	107	79	92	70	89	83	46	120	92	52	31
Weighted	1006	271	261	221	251	141	131	80	91	70	91	80	40	111	91	50	30
Very good job	6%	6%	9%	5%	4%	12%	6%	4%	5%	3%	8%	5%	5%	4%	7%	6%	0%
Somewhat good job	15%	18%	15%	16%	13%	18%	16%	11%	15%	19%	19%	17%	7%	17%	10%	10%	14%
Neither good or bad job	24%	21%	27%	28%	23%	26%	24%	27%	20%	23%	29%	22%	29%	24%	23%	19%	31%
Somewhat bad job	5%	6%	5%	3%	6%	4%	5%	6%	2%	4%	5%	3%	8%	7%	4%	6%	9%
Very bad job	3%	3%	1%	6%	4%	1%	3%	4%	10%	4%	1%	2%	3%	3%	4%	0%	9%
Don't Know	46%	47%	44%	42%	50%	39%	45%	48%	48%	47%	38%	50%	49%	45%	51%	60%	36%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(108.B) In your opinion, what is your impression of how good a job the following companies are doing at increasing their sustainability?: Pret a Manger

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1006	124	200	148	169	150	215	489	512	410	424	114	394	284	68	24	103
Weighted	1006	141	171	171	171	142	210	494	507	405	423	115	396	279	71	23	105
Very good job	6%	12%	10%	10%	4%	1%	1%	6%	6%	4%	7%	9%	6%	8%	5%	5%	3%
Somewhat good job	15%	21%	19%	20%	13%	9%	11%	16%	15%	15%	16%	14%	15%	16%	19%	19%	10%
Neither good or bad job	24%	28%	27%	25%	26%	29%	16%	27%	22%	27%	24%	18%	27%	25%	18%	12%	20%
Somewhat bad job	5%	4%	7%	4%	4%	7%	5%	4%	6%	5%	5%	5%	3%	8%	6%	8%	2%
Very bad job	3%	6%	3%	5%	2%	3%	2%	4%	2%	3%	5%	1%	3%	3%	5%	4%	5%
Don't Know	46%	30%	34%	36%	52%	51%	65%	42%	49%	47%	42%	53%	46%	39%	48%	53%	60%

*Note:*

BASE: All Respondents

Fieldwork: 18th Aug - 23rd Aug 2021

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

(109.A) Thinking of the company or brand you just mentioned, in which of the ways below do you think they are leading the way? Select all that 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	442	137	112	90	102	77	51	36	37	24	40	31	23	49	38	22	14
Weighted	445	139	113	90	102	76	63	36	37	24	41	30	20	45	39	21	14
Good governance and management	30%	34%	30%	33%	24%	29%	30%	31%	31%	40%	27%	27%	36%	37%	24%	36%	19%
Protecting and nurturing the environment	33%	36%	27%	35%	32%	22%	33%	45%	39%	37%	32%	38%	44%	25%	37%	29%	23%
Reducing their carbon footprint	51%	47%	47%	63%	48%	35%	57%	59%	58%	50%	47%	64%	44%	53%	55%	56%	30%
Making it easier for customers to make sustainable choices	44%	38%	48%	47%	45%	32%	51%	51%	42%	51%	49%	54%	45%	46%	41%	42%	29%
Promoting virtues like tolerance and diversity among their staff and customers	25%	23%	28%	26%	23%	19%	31%	31%	28%	28%	15%	24%	22%	26%	22%	32%	28%
Advocating on behalf of the planet	33%	28%	34%	45%	29%	24%	44%	48%	45%	34%	27%	33%	29%	24%	38%	36%	0%
Using renewable energy sources	39%	40%	39%	45%	31%	33%	32%	47%	45%	36%	44%	55%	47%	38%	33%	32%	33%
None of the above	5%	5%	5%	3%	9%	9%	2%	0%	11%	4%	2%	6%	5%	4%	11%	0%	13%
Don't Know	10%	11%	9%	6%	15%	9%	14%	11%	3%	6%	9%	7%	4%	15%	11%	18%	14%

*Note:*

BASE: Respondents who answered with a brand

Fieldwork: 18th Aug - 23rd Aug 2021

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

(109.B) Thinking of the company or brand you just mentioned, in which of the ways below do you think they are leading the way? Select all that apply

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	442	64	108	77	75	57	61	239	202	159	211	49	164	145	33	8	43
Weighted	445	75	93	88	77	54	59	245	199	159	210	50	165	144	35	8	46
Good governance and management	30%	14%	31%	34%	34%	35%	37%	33%	28%	35%	30%	30%	34%	28%	34%	60%	32%
Protecting and nurturing the environment	33%	39%	24%	38%	27%	29%	39%	31%	35%	29%	36%	36%	32%	31%	45%	12%	30%
Reducing their carbon footprint	51%	36%	38%	51%	63%	56%	67%	51%	51%	56%	48%	51%	57%	40%	64%	46%	51%
Making it easier for customers to make sustainable choices	44%	38%	33%	44%	46%	63%	49%	35%	55%	50%	41%	43%	46%	44%	50%	73%	40%
Promoting virtues like tolerance and diversity among their staff and customers	25%	22%	28%	26%	19%	27%	27%	24%	25%	23%	29%	15%	22%	29%	26%	13%	27%
Advocating on behalf of the planet	33%	27%	33%	31%	39%	43%	28%	33%	33%	29%	35%	37%	34%	33%	37%	10%	32%
Using renewable energy sources	39%	40%	35%	35%	40%	45%	41%	42%	35%	40%	41%	29%	43%	35%	39%	35%	30%
None of the above	5%	3%	8%	8%	2%	5%	3%	6%	4%	5%	5%	8%	3%	5%	5%	15%	13%
Don't Know	10%	7%	13%	10%	15%	5%	10%	8%	13%	9%	9%	17%	7%	9%	10%	0%	19%

Note:

BASE: Respondents who answered with a brand

Fieldwork: 18th Aug - 23rd Aug 2021

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



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

	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	442	137	112	90	102	77	51	36	37	24	40	31	23	49	38	22	14
Weighted	445	139	113	90	102	76	63	36	37	24	41	30	20	45	39	21	14
Increased	33%	43%	31%	33%	22%	40%	28%	36%	29%	45%	42%	41%	30%	23%	29%	24%	28%
Decreased	7%	3%	9%	13%	7%	7%	4%	5%	10%	15%	12%	3%	14%	6%	5%	15%	0%
Stayed the same	47%	40%	49%	45%	56%	40%	54%	45%	51%	34%	40%	46%	48%	58%	48%	43%	65%
Don't Know	12%	13%	11%	9%	15%	14%	14%	14%	11%	6%	7%	10%	8%	13%	17%	18%	7%
Total Creased:	41%	47%	40%	46%	29%	47%	32%	41%	39%	60%	54%	44%	44%	29%	35%	38%	28%
Total NA:	59%	53%	60%	54%	71%	53%	68%	59%	61%	40%	46%	56%	56%	71%	65%	62%	72%
Net:	59%	53%	60%	54%	71%	53%	68%	59%	61%	40%	46%	56%	56%	71%	65%	62%	72%

*Note:*

BASE: Respondents who answered with a brand

Fieldwork: 18th Aug - 23rd Aug 2021

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

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

	Total	Age						Gender		EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	442	64	108	77	75	57	61	239	202	159	211	49	164	145	33	8	43
Weighted	445	75	93	88	77	54	59	245	199	159	210	50	165	144	35	8	46
Increased	33%	35%	34%	40%	29%	29%	29%	33%	34%	38%	34%	24%	42%	32%	34%	10%	15%
Decreased	7%	9%	10%	8%	1%	5%	10%	7%	9%	5%	11%	2%	5%	12%	5%	27%	4%
Stayed the same	47%	49%	43%	40%	50%	57%	49%	51%	41%	44%	46%	56%	43%	47%	39%	48%	61%
Don't Know	12%	7%	13%	12%	20%	9%	12%	9%	16%	13%	9%	17%	10%	9%	22%	15%	20%
Total Creased:	41%	43%	45%	48%	30%	35%	39%	39%	43%	43%	45%	26%	47%	43%	39%	37%	19%
Total NA:	59%	57%	55%	52%	70%	65%	61%	61%	57%	57%	55%	74%	53%	57%	61%	63%	81%
Net:	59%	57%	55%	52%	70%	65%	61%	61%	57%	57%	55%	74%	53%	57%	61%	63%	81%

Note:

BASE: Respondents who answered with a brand

Fieldwork: 18th Aug - 23rd Aug 2021

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