

Public First Poll for BRODIE UK

Fieldwork: 24th Mar - 30th Mar 2023
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2017

Methodology:

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

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

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181 In general, would you say businesses have a positive or negative impact on the following?: How clean the air is 546

182 In general, would you say businesses have a positive or negative impact on the following?: The world’s forests 549

183 In your view, which of the following are the most important things in nature to protect?Select up to three of the following 552

184 Which of the following industries do you think have the greatest NEGATIVE impact on nature and the natural world, if any?Select up to three of the following 555

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Quality / cost of public transport	8%	8%	7%	13%	7%	7%	6%	5%	7%	7%	8%	7%	7%	10%	4%
State of the economy	65%	65%	66%	60%	63%	65%	68%	60%	65%	64%	71%	64%	77%	60%	81%
The Coronavirus Pandemic	5%	5%	4%	5%	4%	2%	7%	3%	4%	7%	5%	3%	7%	5%	4%
Access to good pensions	5%	4%	5%	4%	4%	3%	5%	4%	5%	5%	4%	7%	6%	4%	2%
Threat of terrorism	5%	4%	5%	2%	7%	6%	2%	5%	3%	8%	11%	2%	4%	6%	9%
The rise of China	5%	5%	4%	3%	5%	6%	6%	8%	9%	3%	4%	3%	4%	4%	0%
Cost or availability of childcare	5%	4%	6%	7%	6%	4%	5%	6%	5%	5%	2%	5%	7%	7%	4%
Quality of healthcare	45%	39%	50%	38%	47%	44%	50%	46%	39%	48%	39%	45%	45%	56%	59%
State of the Armed Forces	4%	6%	3%	4%	6%	6%	6%	3%	3%	3%	6%	4%	1%	2%	4%
Quality of and access to schools / universities	4%	3%	4%	5%	4%	3%	2%	1%	1%	4%	1%	2%	11%	3%	2%
Levels of immigration	28%	31%	26%	19%	30%	28%	38%	44%	27%	30%	32%	30%	22%	23%	21%
Threat of climate change	27%	28%	27%	26%	28%	36%	26%	26%	27%	33%	20%	25%	23%	34%	19%
Impact of new technology on society	2%	3%	2%	4%	2%	2%	3%	2%	3%	1%	0%	2%	1%	1%	4%
Availability of housing	17%	15%	18%	24%	18%	18%	11%	13%	14%	16%	10%	19%	16%	17%	7%
Level of taxation	17%	18%	16%	21%	16%	12%	14%	18%	18%	17%	17%	20%	17%	15%	20%
Levels of crime	16%	17%	15%	22%	15%	16%	15%	16%	12%	15%	25%	17%	7%	14%	15%
Brexit	16%	18%	13%	21%	14%	17%	11%	14%	16%	13%	14%	13%	22%	13%	19%
Number of people on welfare	10%	9%	12%	7%	10%	10%	11%	13%	11%	9%	14%	9%	11%	12%	7%
None of the above	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	3%	0%	0%	0%
Don't know	1%	1%	1%	1%	0%	1%	1%	0%	4%	1%	0%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Quality / cost of public transport	8%	17%	11%	7%	6%	5%	3%	3%	9%	11%	4%	10%	7%	4%	10%
State of the economy	65%	54%	60%	70%	71%	64%	70%	63%	71%	59%	66%	67%	70%	32%	63%
The Coronavirus Pandemic	5%	5%	5%	5%	6%	4%	4%	4%	5%	5%	4%	5%	4%	0%	5%
Access to good pensions	5%	4%	4%	3%	3%	9%	5%	5%	4%	8%	4%	4%	5%	10%	7%
Threat of terrorism	5%	6%	3%	3%	6%	7%	4%	6%	4%	4%	6%	3%	3%	8%	4%
The rise of China	5%	3%	4%	3%	4%	8%	7%	8%	3%	3%	8%	3%	5%	0%	2%
Cost or availability of childcare	5%	9%	11%	8%	2%	2%	1%	3%	6%	9%	4%	8%	2%	4%	6%
Quality of healthcare	45%	33%	38%	42%	51%	48%	55%	44%	50%	34%	45%	51%	49%	36%	35%
State of the Armed Forces	4%	5%	3%	4%	3%	4%	6%	5%	3%	4%	7%	2%	4%	11%	3%
Quality of and access to schools / universities	4%	6%	5%	4%	3%	2%	2%	2%	4%	3%	2%	4%	3%	0%	3%
Levels of immigration	28%	11%	19%	21%	34%	44%	39%	49%	16%	20%	48%	12%	16%	78%	22%
Threat of climate change	27%	29%	27%	27%	22%	27%	31%	22%	33%	23%	23%	30%	37%	15%	25%
Impact of new technology on society	2%	4%	3%	3%	2%	1%	2%	2%	3%	2%	2%	3%	3%	0%	3%
Availability of housing	17%	26%	22%	16%	15%	14%	9%	13%	15%	22%	10%	22%	16%	10%	21%
Level of taxation	17%	24%	26%	22%	13%	12%	8%	17%	16%	20%	15%	18%	12%	17%	22%
Levels of crime	16%	18%	13%	14%	20%	18%	14%	20%	13%	14%	19%	15%	15%	28%	13%
Brexit	16%	14%	19%	20%	15%	11%	16%	9%	23%	15%	8%	21%	29%	10%	15%
Number of people on welfare	10%	7%	11%	8%	10%	11%	12%	14%	9%	7%	13%	8%	8%	19%	7%
None of the above	1%	1%	1%	1%	1%	0%	0%	0%	1%	2%	0%	1%	0%	0%	2%
Don't know	1%	1%	2%	1%	1%	0%	0%	0%	0%	4%	0%	0%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/High Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Quality / cost of public transport	8%	9%	9%	7%	6%	7%	11%	6%	5%	6%	6%	9%	14%	11%
State of the economy	65%	68%	64%	67%	62%	64%	69%	69%	65%	65%	66%	68%	62%	74%
The Coronavirus Pandemic	5%	5%	4%	5%	6%	7%	5%	5%	5%	4%	5%	3%	7%	4%
Access to good pensions	5%	2%	5%	6%	6%	4%	5%	6%	6%	3%	5%	5%	4%	5%
Threat of terrorism	5%	4%	4%	5%	6%	6%	3%	3%	5%	6%	7%	3%	3%	8%
The rise of China	5%	6%	5%	4%	4%	9%	3%	5%	5%	5%	5%	5%	3%	5%
Cost or availability of childcare	5%	6%	4%	6%	5%	4%	7%	3%	5%	5%	3%	7%	6%	4%
Quality of healthcare	45%	50%	44%	42%	45%	42%	50%	46%	43%	41%	50%	47%	49%	39%
State of the Armed Forces	4%	5%	3%	4%	5%	7%	2%	4%	4%	5%	7%	3%	3%	4%
Quality of and access to schools / universities	4%	6%	3%	3%	2%	3%	4%	6%	2%	2%	4%	5%	7%	4%
Levels of immigration	28%	22%	23%	36%	34%	45%	16%	14%	39%	30%	32%	19%	16%	38%
Threat of climate change	27%	28%	32%	21%	27%	23%	29%	38%	27%	27%	23%	31%	29%	15%
Impact of new technology on society	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	4%	8%
Availability of housing	17%	14%	15%	18%	20%	12%	23%	16%	14%	21%	15%	16%	20%	4%
Level of taxation	17%	17%	22%	17%	12%	17%	18%	14%	15%	17%	15%	21%	16%	30%
Levels of crime	16%	13%	16%	18%	16%	17%	15%	12%	18%	18%	15%	13%	14%	13%
Brexit	16%	22%	17%	12%	11%	8%	20%	25%	9%	15%	16%	21%	20%	27%
Number of people on welfare	10%	7%	10%	11%	12%	13%	7%	9%	9%	12%	14%	8%	8%	4%
None of the above	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%
Don't know	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	2%	3%	1%	7%	2%	1%	2%	1%	2%	0%	1%	2%	2%	4%	0%
Will get better	18%	19%	17%	19%	15%	20%	19%	19%	17%	23%	25%	13%	16%	14%	19%
Stay the same	22%	23%	20%	21%	23%	27%	24%	19%	22%	20%	19%	20%	21%	20%	20%
Will get worse	39%	38%	41%	34%	40%	38%	39%	45%	39%	38%	38%	43%	40%	38%	42%
Will get much worse	14%	12%	16%	13%	15%	8%	11%	12%	15%	13%	12%	19%	17%	21%	13%
Don't Know	4%	4%	5%	5%	4%	6%	5%	4%	5%	6%	5%	3%	3%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	2%	7%	4%	3%	1%	0%	2%	1%	3%	4%	3%	2%	2%	4%	0%
Will get better	18%	23%	20%	17%	13%	15%	19%	20%	16%	16%	23%	17%	16%	6%	16%
Stay the same	22%	16%	21%	22%	18%	25%	27%	24%	22%	20%	29%	17%	23%	7%	17%
Will get worse	39%	32%	35%	37%	45%	41%	44%	38%	42%	33%	35%	44%	43%	58%	37%
Will get much worse	14%	18%	15%	18%	18%	16%	5%	13%	13%	19%	8%	16%	12%	21%	21%
Don't Know	4%	5%	6%	4%	5%	3%	3%	3%	4%	8%	3%	4%	4%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	2%	4%	2%	2%	2%	4%	2%	2%	2%	1%	2%	3%	5%	4%
Will get better	18%	21%	18%	17%	15%	26%	16%	19%	18%	16%	18%	17%	24%	14%
Stay the same	22%	24%	22%	21%	19%	29%	17%	27%	19%	24%	22%	24%	16%	20%
Will get worse	39%	39%	39%	42%	37%	30%	43%	36%	40%	37%	40%	39%	40%	59%
Will get much worse	14%	8%	14%	15%	21%	7%	17%	13%	14%	15%	17%	13%	11%	4%
Don't Know	4%	3%	5%	4%	6%	3%	4%	2%	6%	6%	2%	3%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	2%	3%	1%	5%	2%	1%	2%	3%	0%	2%	1%	2%	1%	4%	2%
Will get better	12%	12%	11%	11%	11%	11%	11%	11%	15%	18%	20%	9%	9%	9%	2%
Stay the same	20%	21%	18%	19%	18%	22%	24%	22%	22%	17%	18%	18%	20%	11%	31%
Will get worse	42%	40%	44%	36%	42%	42%	47%	41%	43%	41%	42%	43%	49%	40%	46%
Will get much worse	19%	18%	20%	22%	24%	20%	14%	20%	16%	15%	13%	22%	14%	31%	14%
Don't Know	5%	4%	5%	6%	3%	3%	2%	3%	4%	8%	6%	6%	7%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	2%	6%	3%	2%	2%	1%	0%	2%	2%	3%	3%	2%	3%	3%	0%
Will get better	12%	12%	14%	9%	9%	11%	14%	14%	10%	13%	16%	10%	7%	4%	11%
Stay the same	20%	16%	19%	21%	19%	25%	19%	26%	14%	21%	23%	16%	14%	32%	21%
Will get worse	42%	36%	36%	47%	44%	38%	48%	40%	46%	37%	41%	43%	53%	32%	39%
Will get much worse	19%	26%	22%	15%	21%	19%	15%	14%	23%	17%	13%	24%	21%	25%	19%
Don't Know	5%	4%	6%	5%	5%	6%	4%	4%	4%	9%	4%	4%	2%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	2%	3%	1%	2%	2%	3%	2%	3%	2%	1%	3%	3%	4%	4%
Will get better	12%	12%	11%	14%	9%	19%	10%	9%	14%	12%	10%	10%	13%	4%
Stay the same	20%	20%	17%	22%	19%	23%	15%	23%	20%	19%	22%	17%	19%	35%
Will get worse	42%	44%	43%	39%	43%	40%	45%	45%	41%	41%	43%	46%	40%	46%
Will get much worse	19%	17%	23%	18%	19%	11%	24%	19%	17%	22%	18%	20%	20%	11%
Don't Know	5%	3%	4%	5%	7%	4%	4%	1%	6%	5%	4%	4%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	2%	3%	2%	6%	2%	1%	3%	1%	1%	2%	1%	2%	1%	4%	2%
Will get better	13%	13%	13%	15%	12%	10%	15%	16%	12%	14%	12%	11%	13%	13%	13%
Stay the same	31%	31%	31%	28%	28%	36%	37%	34%	33%	35%	42%	29%	28%	24%	28%
Will get worse	34%	34%	33%	30%	33%	34%	28%	33%	35%	32%	29%	36%	37%	46%	39%
Will get much worse	13%	14%	13%	15%	18%	12%	12%	12%	11%	8%	10%	12%	16%	10%	15%
Don't Know	6%	4%	8%	6%	7%	7%	5%	4%	8%	9%	6%	9%	5%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	2%	6%	5%	2%	1%	1%	1%	2%	2%	3%	2%	4%	1%	0%	1%
Will get better	13%	26%	20%	11%	9%	9%	6%	11%	12%	17%	13%	13%	15%	4%	13%
Stay the same	31%	26%	26%	32%	31%	35%	37%	37%	29%	30%	40%	24%	23%	42%	32%
Will get worse	34%	25%	30%	34%	36%	33%	41%	32%	37%	30%	30%	40%	37%	22%	31%
Will get much worse	13%	12%	11%	15%	16%	15%	10%	11%	15%	12%	8%	15%	19%	18%	15%
Don't Know	6%	5%	8%	6%	7%	8%	5%	7%	5%	9%	7%	4%	5%	14%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	2%	3%	2%	3%	2%	3%	3%	2%	1%	2%	3%	4%	4%	0%
Will get better	13%	14%	14%	16%	9%	16%	13%	13%	13%	13%	11%	13%	17%	20%
Stay the same	31%	34%	28%	33%	31%	39%	26%	27%	34%	34%	30%	31%	25%	36%
Will get worse	34%	34%	37%	29%	34%	30%	36%	41%	32%	30%	37%	33%	40%	32%
Will get much worse	13%	11%	13%	14%	15%	6%	16%	15%	11%	13%	16%	15%	11%	5%
Don't Know	6%	5%	6%	6%	9%	6%	6%	3%	9%	8%	3%	5%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	2%	3%	2%	6%	2%	2%	2%	5%	1%	3%	0%	2%	1%	2%	0%
Will get better	15%	17%	13%	17%	16%	14%	17%	13%	16%	15%	14%	13%	13%	13%	12%
Stay the same	36%	36%	36%	28%	34%	38%	41%	38%	41%	40%	41%	35%	32%	32%	45%
Will get worse	29%	28%	29%	29%	29%	31%	27%	29%	25%	24%	29%	28%	37%	34%	19%
Will get much worse	12%	12%	11%	15%	13%	9%	7%	10%	9%	10%	11%	15%	13%	15%	9%
Don't Know	7%	5%	8%	6%	7%	6%	6%	5%	8%	8%	5%	7%	4%	5%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	2%	8%	3%	2%	1%	2%	1%	1%	3%	4%	3%	3%	3%	0%	0%
Will get better	15%	24%	21%	9%	10%	13%	13%	15%	14%	15%	19%	13%	11%	0%	13%
Stay the same	36%	27%	30%	34%	37%	42%	44%	43%	33%	32%	44%	27%	33%	60%	32%
Will get worse	29%	24%	28%	32%	32%	26%	29%	24%	33%	28%	21%	37%	38%	19%	28%
Will get much worse	12%	11%	11%	14%	15%	12%	7%	11%	13%	11%	8%	14%	9%	10%	13%
Don't Know	7%	7%	8%	8%	4%	6%	6%	5%	6%	9%	4%	5%	5%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	2%	2%	2%	2%	3%	3%	3%	3%	2%	3%	2%	2%	3%	0%
Will get better	15%	16%	14%	16%	13%	24%	13%	12%	16%	14%	15%	15%	12%	12%
Stay the same	36%	38%	33%	40%	33%	45%	29%	35%	38%	37%	39%	34%	30%	50%
Will get worse	29%	30%	33%	25%	27%	17%	35%	38%	25%	28%	27%	30%	39%	31%
Will get much worse	12%	7%	11%	11%	17%	6%	14%	11%	11%	11%	13%	13%	8%	5%
Don't Know	7%	6%	6%	5%	8%	5%	6%	1%	8%	7%	3%	6%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	2%	3%	1%	4%	1%	0%	2%	3%	1%	2%	4%	1%	1%	2%	0%
Will get better	9%	10%	8%	12%	8%	6%	10%	11%	8%	10%	9%	10%	4%	5%	7%
Stay the same	33%	34%	32%	35%	34%	36%	37%	36%	35%	33%	30%	31%	27%	25%	44%
Will get worse	35%	33%	37%	32%	36%	42%	31%	30%	29%	36%	40%	34%	44%	44%	31%
Will get much worse	14%	15%	13%	12%	16%	9%	11%	14%	17%	11%	9%	19%	18%	19%	13%
Don't Know	7%	5%	9%	5%	5%	8%	8%	7%	10%	8%	7%	5%	7%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	2%	5%	2%	2%	1%	1%	0%	2%	2%	4%	2%	2%	0%	3%	1%
Will get better	9%	13%	16%	8%	2%	5%	7%	8%	9%	10%	10%	9%	7%	0%	7%
Stay the same	33%	24%	25%	30%	36%	36%	44%	39%	30%	32%	41%	25%	32%	14%	32%
Will get worse	35%	32%	34%	36%	38%	35%	36%	34%	40%	27%	32%	41%	45%	54%	28%
Will get much worse	14%	17%	15%	16%	16%	15%	9%	13%	14%	16%	10%	17%	12%	28%	17%
Don't Know	7%	7%	8%	8%	6%	8%	3%	5%	6%	11%	4%	5%	5%	0%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	2%	2%	2%	2%	1%	4%	1%	1%	1%	2%	2%	2%	4%	4%
Will get better	9%	10%	10%	7%	7%	13%	10%	10%	8%	10%	5%	8%	14%	11%
Stay the same	33%	37%	30%	36%	31%	46%	27%	30%	34%	32%	35%	35%	28%	29%
Will get worse	35%	33%	39%	34%	35%	29%	40%	39%	34%	36%	36%	34%	37%	41%
Will get much worse	14%	12%	14%	14%	18%	5%	17%	19%	12%	14%	19%	15%	11%	15%
Don't Know	7%	6%	5%	7%	8%	4%	6%	2%	9%	6%	3%	6%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	2%	2%	2%	6%	2%	0%	1%	1%	1%	1%	3%	1%	0%	4%	0%
Will get better	14%	15%	13%	18%	16%	11%	11%	12%	16%	17%	10%	13%	13%	11%	17%
Stay the same	42%	44%	41%	39%	43%	44%	49%	45%	45%	40%	41%	44%	36%	36%	48%
Will get worse	24%	24%	24%	20%	23%	25%	23%	24%	18%	23%	34%	25%	36%	26%	20%
Will get much worse	9%	10%	8%	11%	10%	8%	8%	7%	9%	6%	4%	9%	9%	14%	11%
Don't Know	8%	5%	12%	5%	6%	12%	7%	12%	11%	13%	9%	8%	6%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	2%	4%	4%	2%	1%	1%	0%	2%	2%	3%	2%	2%	2%	0%	0%
Will get better	14%	22%	21%	10%	10%	12%	11%	13%	13%	19%	17%	14%	15%	4%	11%
Stay the same	42%	30%	33%	40%	44%	47%	56%	47%	43%	35%	50%	37%	46%	41%	38%
Will get worse	24%	26%	26%	27%	25%	21%	21%	22%	26%	22%	20%	28%	21%	36%	26%
Will get much worse	9%	13%	9%	11%	11%	9%	3%	9%	8%	8%	5%	12%	10%	15%	10%
Don't Know	8%	5%	7%	10%	9%	10%	8%	8%	7%	13%	7%	8%	7%	4%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	2%	3%	2%	1%	1%	4%	1%	2%	1%	2%	1%	3%	2%	0%
Will get better	14%	16%	14%	15%	11%	21%	13%	18%	15%	13%	12%	16%	18%	12%
Stay the same	42%	47%	41%	42%	40%	48%	39%	44%	46%	41%	39%	40%	45%	53%
Will get worse	24%	22%	26%	23%	26%	18%	27%	22%	22%	25%	28%	23%	25%	26%
Will get much worse	9%	5%	9%	10%	11%	3%	11%	9%	6%	9%	13%	11%	6%	5%
Don't Know	8%	7%	8%	8%	10%	6%	8%	5%	11%	10%	6%	7%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	3%	4%	2%	7%	3%	2%	2%	3%	3%	1%	0%	1%	3%	4%	0%
Will get better	16%	18%	14%	18%	16%	14%	18%	13%	17%	20%	18%	13%	16%	11%	18%
Stay the same	35%	38%	33%	29%	35%	39%	39%	39%	39%	32%	35%	39%	34%	32%	32%
Will get worse	27%	23%	31%	25%	27%	27%	23%	30%	23%	30%	32%	27%	30%	29%	36%
Will get much worse	9%	8%	10%	12%	10%	6%	8%	7%	6%	6%	5%	10%	8%	16%	4%
Don't Know	10%	9%	11%	10%	9%	12%	10%	9%	11%	12%	10%	10%	9%	8%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	3%	7%	5%	3%	2%	1%	1%	2%	3%	3%	4%	3%	3%	3%	2%
Will get better	16%	25%	19%	18%	12%	14%	10%	14%	14%	21%	17%	15%	15%	3%	18%
Stay the same	35%	29%	30%	31%	38%	38%	43%	39%	35%	29%	40%	32%	36%	39%	29%
Will get worse	27%	21%	26%	29%	28%	27%	31%	26%	30%	25%	23%	29%	29%	33%	30%
Will get much worse	9%	11%	11%	9%	9%	9%	4%	8%	9%	10%	6%	11%	9%	11%	9%
Don't Know	10%	7%	9%	10%	12%	11%	11%	11%	9%	11%	9%	10%	8%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	3%	5%	2%	3%	2%	4%	3%	3%	2%	3%	1%	3%	7%	8%
Will get better	16%	18%	17%	16%	13%	20%	16%	17%	15%	15%	16%	18%	20%	6%
Stay the same	35%	35%	37%	38%	32%	38%	33%	39%	33%	36%	41%	36%	30%	42%
Will get worse	27%	27%	25%	25%	31%	25%	28%	25%	29%	27%	25%	27%	28%	27%
Will get much worse	9%	6%	10%	9%	10%	6%	10%	9%	11%	9%	7%	8%	7%	11%
Don't Know	10%	9%	9%	9%	12%	6%	10%	8%	10%	10%	10%	10%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	9%	11%	7%	17%	7%	6%	5%	12%	7%	8%	8%	7%	11%	10%	7%
Will get better	37%	38%	35%	37%	40%	37%	37%	35%	37%	42%	29%	32%	35%	33%	44%
Stay the same	25%	25%	25%	19%	23%	26%	29%	26%	30%	21%	32%	26%	27%	29%	22%
Will get worse	15%	14%	17%	13%	15%	17%	17%	15%	12%	16%	15%	13%	17%	16%	24%
Will get much worse	7%	7%	7%	8%	11%	8%	4%	4%	5%	5%	7%	10%	4%	7%	4%
Don't Know	7%	5%	8%	6%	4%	5%	8%	7%	8%	8%	10%	11%	6%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	9%	18%	15%	7%	6%	7%	4%	7%	9%	14%	7%	11%	11%	7%	9%
Will get better	37%	34%	37%	35%	34%	33%	44%	35%	38%	36%	40%	34%	36%	17%	37%
Stay the same	25%	20%	20%	25%	29%	30%	27%	27%	27%	20%	26%	26%	28%	29%	22%
Will get worse	15%	13%	15%	18%	15%	16%	14%	17%	14%	15%	15%	16%	17%	19%	13%
Will get much worse	7%	10%	7%	7%	8%	7%	4%	9%	5%	7%	6%	7%	3%	11%	9%
Don't Know	7%	4%	7%	7%	8%	7%	7%	6%	7%	8%	6%	6%	6%	17%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	9%	10%	9%	11%	8%	10%	11%	11%	8%	8%	10%	9%	16%	13%
Will get better	37%	40%	39%	37%	30%	44%	37%	33%	36%	32%	40%	41%	37%	33%
Stay the same	25%	26%	25%	24%	26%	25%	24%	29%	25%	26%	24%	25%	25%	19%
Will get worse	15%	13%	15%	13%	18%	13%	15%	17%	14%	18%	12%	15%	15%	14%
Will get much worse	7%	5%	6%	8%	9%	4%	6%	6%	8%	8%	8%	5%	3%	14%
Don't Know	7%	6%	5%	8%	9%	4%	7%	3%	9%	7%	5%	5%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	3%	4%	2%	6%	2%	1%	3%	4%	2%	3%	3%	2%	1%	2%	0%
Will get better	20%	21%	19%	21%	22%	25%	25%	19%	19%	19%	28%	13%	20%	9%	20%
Stay the same	12%	14%	10%	12%	15%	15%	11%	7%	18%	12%	9%	11%	11%	12%	7%
Will get worse	40%	40%	40%	32%	36%	41%	43%	47%	38%	42%	36%	42%	44%	43%	46%
Will get much worse	21%	17%	25%	25%	22%	13%	15%	19%	16%	19%	21%	28%	21%	31%	24%
Don't Know	4%	3%	5%	4%	3%	5%	3%	3%	6%	6%	4%	4%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	3%	7%	5%	2%	1%	1%	1%	1%	4%	4%	3%	3%	1%	0%	2%
Will get better	20%	20%	19%	15%	20%	23%	22%	22%	18%	19%	26%	17%	18%	10%	17%
Stay the same	12%	9%	13%	17%	12%	10%	12%	14%	11%	14%	15%	11%	15%	4%	11%
Will get worse	40%	34%	32%	39%	41%	42%	49%	40%	42%	35%	40%	42%	45%	43%	34%
Will get much worse	21%	27%	25%	22%	22%	22%	13%	19%	21%	23%	13%	24%	17%	39%	30%
Don't Know	4%	3%	6%	5%	3%	3%	3%	3%	4%	6%	3%	4%	3%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(10.C) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The cost of living

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	3%	3%	3%	2%	2%	4%	2%	1%	2%	2%	1%	4%	5%	0%
Will get better	20%	24%	19%	21%	16%	30%	17%	20%	20%	21%	17%	21%	19%	21%
Stay the same	12%	14%	13%	12%	11%	16%	11%	15%	13%	12%	13%	12%	14%	20%
Will get worse	40%	43%	41%	38%	37%	37%	42%	39%	40%	39%	44%	40%	39%	47%
Will get much worse	21%	14%	20%	23%	29%	11%	24%	22%	21%	21%	23%	20%	19%	12%
Don't Know	4%	3%	4%	3%	5%	2%	4%	2%	4%	5%	2%	4%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Will get much better	2%	3%	1%	5%	1%	1%	2%	1%	0%	1%	3%	3%	0%	4%	2%
Will get better	11%	13%	9%	17%	12%	10%	11%	10%	10%	14%	10%	7%	10%	3%	5%
Stay the same	17%	17%	18%	14%	16%	16%	20%	14%	18%	21%	29%	17%	18%	18%	22%
Will get worse	46%	45%	47%	38%	46%	52%	49%	50%	48%	41%	36%	47%	51%	47%	55%
Will get much worse	18%	17%	19%	21%	22%	17%	15%	20%	16%	16%	18%	20%	16%	26%	7%
Don't Know	5%	5%	6%	5%	4%	5%	4%	4%	8%	8%	4%	6%	5%	3%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Will get much better	2%	5%	3%	2%	1%	0%	0%	1%	2%	2%	3%	2%	1%	3%	0%
Will get better	11%	13%	16%	10%	5%	11%	10%	13%	9%	10%	15%	9%	8%	4%	9%
Stay the same	17%	15%	16%	20%	19%	18%	16%	22%	13%	19%	20%	16%	13%	14%	17%
Will get worse	46%	40%	39%	43%	49%	47%	56%	44%	50%	42%	44%	46%	58%	51%	48%
Will get much worse	18%	22%	19%	18%	19%	18%	16%	15%	21%	16%	14%	22%	15%	28%	15%
Don't Know	5%	5%	8%	6%	6%	5%	3%	5%	4%	10%	4%	5%	5%	0%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(11.C) Over the next 10 years, which things on this list do you expect to get better, and which will get worse? : The state of the natural world

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Will get much better	2%	2%	2%	2%	2%	4%	1%	3%	1%	2%	2%	2%	4%	0%
Will get better	11%	13%	11%	9%	10%	18%	9%	10%	12%	8%	9%	9%	19%	10%
Stay the same	17%	16%	17%	20%	17%	21%	15%	13%	17%	20%	22%	16%	14%	18%
Will get worse	46%	50%	45%	45%	45%	41%	50%	52%	46%	44%	46%	49%	44%	65%
Will get much worse	18%	15%	22%	17%	20%	12%	20%	19%	18%	20%	19%	19%	15%	4%
Don't Know	5%	4%	4%	7%	6%	3%	4%	2%	6%	6%	3%	5%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	11%	12%	10%	14%	8%	7%	11%	10%	9%	10%	11%	16%	9%	20%	9%
Agree	35%	32%	37%	36%	36%	34%	30%	34%	35%	34%	35%	35%	38%	35%	35%
Neither agree nor disagree	32%	31%	33%	30%	33%	36%	33%	30%	34%	29%	29%	29%	35%	34%	26%
Disagree	12%	16%	9%	9%	13%	12%	17%	15%	11%	14%	15%	13%	11%	6%	15%
Strongly disagree	3%	4%	2%	3%	2%	4%	2%	2%	2%	3%	4%	2%	2%	0%	7%
Don't Know	7%	6%	8%	6%	7%	8%	7%	9%	8%	10%	6%	6%	6%	6%	9%
Total Agree:	46%	44%	48%	51%	44%	41%	41%	44%	45%	45%	46%	51%	47%	54%	44%
Total Disagree:	15%	19%	11%	13%	15%	16%	19%	17%	13%	16%	19%	15%	13%	6%	21%
Net:	31%	25%	37%	38%	29%	26%	22%	26%	32%	28%	27%	36%	33%	48%	23%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	11%	15%	16%	10%	11%	11%	6%	10%	13%	9%	8%	15%	11%	11%	9%
Agree	35%	39%	41%	39%	33%	31%	28%	31%	39%	34%	33%	43%	34%	23%	32%
Neither agree nor disagree	32%	29%	25%	32%	33%	34%	36%	33%	29%	36%	33%	27%	30%	31%	35%
Disagree	12%	11%	10%	9%	11%	12%	20%	14%	13%	9%	17%	8%	19%	7%	10%
Strongly disagree	3%	2%	1%	3%	2%	4%	4%	3%	1%	3%	4%	1%	1%	14%	2%
Don't Know	7%	4%	6%	8%	11%	8%	6%	9%	6%	8%	5%	6%	5%	14%	12%
Total Agree:	46%	54%	58%	49%	44%	42%	34%	41%	51%	43%	41%	58%	45%	34%	41%
Total Disagree:	15%	13%	11%	11%	13%	16%	23%	17%	14%	12%	20%	9%	20%	21%	12%
Net:	31%	40%	46%	38%	31%	26%	11%	24%	37%	31%	21%	50%	25%	13%	29%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	11%	10%	11%	10%	13%	8%	14%	11%	10%	11%	7%	12%	16%	12%
Agree	35%	35%	36%	40%	31%	34%	41%	33%	32%	36%	38%	33%	44%	24%
Neither agree nor disagree	32%	29%	33%	31%	35%	32%	28%	37%	35%	30%	33%	31%	25%	47%
Disagree	12%	16%	11%	12%	10%	18%	9%	14%	11%	14%	15%	14%	7%	7%
Strongly disagree	3%	4%	2%	3%	1%	3%	1%	3%	2%	2%	3%	3%	4%	10%
Don't Know	7%	6%	8%	5%	10%	4%	7%	3%	10%	8%	4%	7%	4%	0%
Total Agree:	46%	45%	47%	50%	44%	42%	55%	43%	43%	47%	45%	45%	60%	36%
Total Disagree:	15%	20%	13%	15%	11%	21%	10%	17%	12%	16%	18%	17%	11%	17%
Net:	31%	25%	34%	35%	33%	21%	45%	26%	30%	31%	27%	28%	49%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	12%	12%	12%	18%	10%	11%	9%	9%	12%	9%	17%	11%	11%	16%	14%
Agree	45%	42%	48%	47%	44%	47%	44%	48%	49%	47%	44%	43%	39%	46%	33%
Neither agree nor disagree	28%	29%	27%	23%	31%	27%	28%	27%	24%	26%	19%	34%	35%	24%	36%
Disagree	8%	9%	7%	7%	7%	7%	13%	6%	9%	11%	9%	4%	9%	9%	6%
Strongly disagree	4%	6%	1%	3%	4%	4%	5%	4%	1%	2%	6%	6%	1%	3%	9%
Don't Know	4%	3%	5%	2%	4%	4%	2%	5%	6%	4%	5%	2%	5%	2%	2%
Total Agree:	57%	53%	60%	65%	54%	58%	53%	57%	61%	56%	62%	54%	50%	63%	47%
Total Disagree:	12%	15%	8%	10%	12%	11%	17%	10%	10%	13%	15%	10%	9%	12%	15%
Net:	45%	38%	52%	55%	42%	47%	35%	47%	51%	43%	46%	44%	41%	51%	32%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	12%	16%	18%	14%	9%	10%	6%	8%	15%	11%	7%	17%	15%	17%	10%
Agree	45%	49%	50%	41%	42%	45%	43%	40%	49%	41%	42%	53%	46%	14%	41%
Neither agree nor disagree	28%	23%	20%	30%	31%	28%	33%	33%	24%	32%	32%	21%	30%	40%	32%
Disagree	8%	7%	5%	7%	9%	8%	11%	10%	8%	7%	11%	6%	7%	11%	7%
Strongly disagree	4%	2%	3%	5%	4%	6%	2%	5%	2%	5%	5%	1%	0%	18%	4%
Don't Know	4%	2%	4%	3%	4%	3%	4%	4%	3%	5%	4%	2%	3%	0%	6%
Total Agree:	57%	66%	67%	55%	51%	54%	50%	48%	64%	52%	49%	70%	61%	32%	51%
Total Disagree:	12%	9%	8%	12%	13%	14%	13%	15%	10%	12%	16%	7%	7%	29%	11%
Net:	45%	56%	59%	43%	38%	41%	37%	33%	55%	40%	33%	63%	55%	3%	40%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	12%	10%	14%	12%	12%	7%	14%	14%	9%	11%	10%	13%	19%	4%
Agree	45%	48%	44%	44%	43%	44%	53%	47%	41%	48%	40%	47%	46%	49%
Neither agree nor disagree	28%	28%	27%	26%	30%	31%	23%	25%	32%	24%	36%	27%	22%	25%
Disagree	8%	9%	7%	10%	7%	11%	6%	8%	10%	8%	7%	7%	6%	9%
Strongly disagree	4%	3%	4%	5%	3%	3%	2%	3%	3%	4%	5%	2%	5%	14%
Don't Know	4%	3%	4%	3%	4%	4%	2%	2%	5%	4%	2%	3%	1%	0%
Total Agree:	57%	58%	58%	56%	56%	51%	67%	62%	50%	60%	50%	61%	66%	53%
Total Disagree:	12%	11%	11%	15%	9%	14%	8%	11%	13%	12%	12%	9%	11%	22%
Net:	45%	46%	47%	42%	46%	38%	59%	51%	37%	48%	38%	51%	55%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	3%	4%	2%	5%	4%	2%	3%	3%	2%	3%	6%	1%	2%	1%	0%
Agree	29%	29%	29%	32%	28%	27%	26%	26%	32%	36%	30%	31%	27%	21%	15%
Neither agree nor disagree	39%	38%	40%	33%	44%	42%	40%	39%	41%	31%	45%	37%	36%	45%	51%
Disagree	20%	19%	20%	20%	15%	19%	19%	19%	18%	18%	11%	22%	28%	25%	21%
Strongly disagree	6%	7%	5%	7%	6%	6%	7%	5%	5%	8%	4%	6%	4%	6%	11%
Don't Know	3%	3%	4%	2%	3%	3%	5%	8%	3%	3%	2%	4%	3%	2%	2%
Total Agree:	32%	34%	30%	37%	32%	30%	29%	29%	34%	39%	37%	32%	29%	21%	15%
Total Disagree:	26%	26%	25%	27%	21%	26%	25%	24%	22%	26%	16%	27%	32%	31%	32%
Net:	6%	7%	5%	11%	11%	4%	4%	6%	11%	13%	21%	5%	-2%	-10%	-17%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	3%	5%	6%	3%	1%	2%	2%	2%	4%	3%	2%	4%	2%	7%	2%
Agree	29%	29%	30%	26%	24%	30%	33%	31%	28%	29%	37%	27%	29%	21%	22%
Neither agree nor disagree	39%	30%	28%	40%	46%	45%	44%	43%	36%	41%	41%	36%	36%	43%	42%
Disagree	20%	26%	25%	19%	19%	13%	16%	14%	24%	17%	12%	25%	24%	11%	20%
Strongly disagree	6%	7%	7%	8%	5%	7%	3%	7%	5%	4%	4%	6%	8%	11%	8%
Don't Know	3%	3%	4%	3%	4%	2%	3%	4%	2%	6%	3%	2%	1%	7%	6%
Total Agree:	32%	34%	35%	29%	25%	32%	35%	32%	33%	32%	39%	31%	31%	28%	25%
Total Disagree:	26%	33%	32%	27%	25%	20%	18%	21%	30%	21%	16%	31%	32%	22%	28%
Net:	6%	1%	3%	2%	0%	12%	16%	12%	3%	11%	23%	0%	-2%	6%	-3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	3%	3%	2%	4%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%
Agree	29%	30%	27%	33%	26%	41%	28%	28%	29%	28%	31%	30%	28%	26%
Neither agree nor disagree	39%	38%	38%	37%	44%	39%	37%	37%	44%	39%	36%	37%	37%	32%
Disagree	20%	21%	22%	19%	16%	12%	23%	24%	15%	21%	18%	21%	25%	35%
Strongly disagree	6%	5%	6%	5%	8%	3%	7%	7%	4%	6%	9%	8%	6%	0%
Don't Know	3%	3%	4%	3%	4%	3%	2%	1%	5%	4%	3%	3%	1%	3%
Total Agree:	32%	33%	29%	37%	29%	44%	31%	31%	32%	31%	34%	32%	31%	29%
Total Disagree:	26%	26%	28%	24%	24%	15%	30%	31%	18%	26%	27%	28%	31%	35%
Net:	6%	7%	1%	13%	5%	29%	1%	0%	14%	5%	7%	4%	0%	-6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	20%	23%	17%	23%	20%	13%	16%	18%	18%	17%	16%	24%	17%	25%	32%
Agree	49%	45%	52%	46%	47%	49%	56%	55%	46%	46%	54%	44%	53%	48%	41%
Neither agree nor disagree	22%	23%	21%	19%	22%	30%	20%	19%	22%	23%	18%	24%	21%	22%	21%
Disagree	6%	6%	7%	8%	8%	5%	7%	5%	7%	10%	6%	4%	4%	3%	6%
Strongly disagree	1%	1%	1%	2%	1%	1%	0%	1%	2%	2%	1%	1%	0%	1%	0%
Don't Know	2%	2%	3%	1%	2%	2%	1%	2%	5%	2%	5%	3%	5%	1%	0%
Total Agree:	68%	68%	68%	70%	67%	62%	72%	73%	64%	63%	70%	68%	71%	73%	72%
Total Disagree:	7%	7%	8%	10%	9%	6%	7%	5%	9%	12%	7%	5%	4%	4%	6%
Net:	61%	61%	61%	59%	58%	57%	64%	68%	56%	51%	63%	63%	66%	69%	66%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	20%	22%	22%	20%	22%	17%	16%	20%	20%	19%	18%	20%	18%	34%	20%
Agree	49%	44%	47%	49%	48%	50%	52%	49%	50%	47%	50%	50%	48%	45%	46%
Neither agree nor disagree	22%	22%	20%	20%	22%	24%	22%	22%	20%	26%	22%	18%	28%	18%	25%
Disagree	6%	6%	6%	8%	5%	7%	7%	5%	8%	5%	7%	8%	5%	0%	5%
Strongly disagree	1%	2%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	3%	1%
Don't Know	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	0%	3%
Total Agree:	68%	67%	69%	68%	70%	66%	69%	69%	70%	66%	68%	71%	66%	79%	65%
Total Disagree:	7%	8%	8%	9%	6%	7%	7%	7%	8%	6%	8%	9%	5%	3%	6%
Net:	61%	59%	61%	59%	65%	59%	62%	62%	61%	59%	60%	62%	61%	76%	59%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	20%	18%	22%	19%	20%	15%	21%	18%	17%	19%	20%	22%	21%	22%
Agree	49%	50%	47%	48%	49%	52%	50%	44%	48%	46%	54%	48%	53%	38%
Neither agree nor disagree	22%	22%	21%	24%	21%	23%	18%	30%	26%	26%	17%	19%	18%	22%
Disagree	6%	7%	6%	7%	6%	8%	8%	4%	5%	7%	8%	7%	5%	15%
Strongly disagree	1%	1%	1%	1%	1%	0%	1%	3%	1%	1%	0%	1%	1%	3%
Don't Know	2%	1%	3%	2%	3%	2%	2%	1%	4%	2%	1%	3%	1%	0%
Total Agree:	68%	68%	69%	66%	69%	67%	71%	62%	64%	65%	74%	70%	74%	60%
Total Disagree:	7%	8%	7%	8%	7%	9%	9%	7%	7%	7%	8%	8%	6%	18%
Net:	61%	60%	62%	59%	62%	58%	62%	55%	58%	58%	66%	62%	68%	43%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	6%	7%	5%	12%	6%	4%	1%	8%	3%	5%	12%	8%	3%	5%	7%
Agree	27%	27%	28%	25%	23%	30%	28%	28%	29%	30%	24%	28%	30%	29%	25%
Neither agree nor disagree	43%	42%	44%	38%	49%	46%	46%	45%	38%	42%	39%	41%	45%	41%	34%
Disagree	16%	16%	16%	17%	14%	14%	19%	15%	21%	16%	15%	15%	14%	16%	16%
Strongly disagree	4%	4%	3%	5%	2%	4%	2%	1%	3%	3%	2%	5%	5%	3%	9%
Don't Know	4%	3%	5%	4%	6%	3%	3%	2%	6%	4%	7%	3%	3%	6%	9%
Total Agree:	33%	34%	33%	36%	29%	34%	30%	37%	32%	35%	37%	36%	33%	34%	32%
Total Disagree:	20%	21%	18%	22%	16%	17%	21%	16%	24%	19%	18%	20%	19%	19%	25%
Net:	14%	14%	14%	15%	13%	17%	8%	20%	8%	16%	19%	16%	14%	15%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	6%	9%	11%	5%	6%	4%	3%	6%	6%	6%	5%	7%	6%	13%	4%
Agree	27%	32%	34%	32%	26%	24%	19%	24%	31%	26%	24%	34%	28%	14%	26%
Neither agree nor disagree	43%	35%	30%	41%	47%	48%	52%	46%	39%	48%	45%	37%	41%	54%	45%
Disagree	16%	16%	16%	13%	13%	17%	20%	16%	18%	13%	19%	15%	21%	8%	14%
Strongly disagree	4%	5%	2%	6%	3%	3%	3%	5%	3%	2%	3%	4%	2%	0%	3%
Don't Know	4%	3%	6%	3%	6%	4%	3%	4%	4%	6%	4%	3%	2%	10%	8%
Total Agree:	33%	41%	45%	37%	31%	28%	22%	29%	37%	31%	30%	41%	35%	28%	30%
Total Disagree:	20%	21%	19%	18%	16%	20%	23%	21%	20%	15%	22%	19%	22%	8%	17%
Net:	14%	20%	27%	18%	15%	7%	-1%	9%	17%	16%	8%	21%	12%	20%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	6%	6%	5%	6%	7%	5%	7%	8%	5%	6%	4%	7%	7%	10%
Agree	27%	26%	28%	31%	25%	22%	33%	29%	26%	30%	27%	25%	31%	27%
Neither agree nor disagree	43%	46%	38%	43%	44%	44%	37%	45%	44%	45%	43%	40%	39%	44%
Disagree	16%	16%	19%	14%	15%	22%	15%	14%	16%	12%	18%	19%	17%	14%
Strongly disagree	4%	3%	4%	3%	4%	3%	4%	2%	3%	3%	4%	4%	4%	4%
Don't Know	4%	3%	5%	3%	6%	4%	3%	2%	6%	3%	3%	5%	2%	0%
Total Agree:	33%	32%	34%	37%	32%	27%	40%	37%	31%	36%	32%	32%	38%	38%
Total Disagree:	20%	18%	23%	17%	19%	25%	19%	16%	19%	16%	22%	23%	21%	18%
Net:	14%	14%	11%	19%	12%	2%	21%	21%	12%	20%	10%	9%	17%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	5%	7%	4%	8%	3%	3%	6%	8%	4%	9%	5%	5%	4%	5%	2%
Agree	19%	19%	19%	26%	18%	15%	12%	20%	18%	20%	29%	17%	19%	17%	16%
Neither agree nor disagree	29%	29%	30%	26%	32%	34%	32%	30%	31%	29%	22%	28%	28%	28%	35%
Disagree	29%	29%	30%	24%	31%	32%	29%	28%	33%	28%	22%	30%	32%	35%	25%
Strongly disagree	11%	13%	10%	11%	13%	10%	14%	7%	8%	9%	14%	14%	11%	11%	16%
Don't Know	6%	4%	7%	5%	4%	5%	8%	7%	6%	5%	8%	6%	6%	4%	6%
Total Agree:	24%	25%	23%	34%	21%	18%	18%	28%	22%	29%	34%	22%	23%	22%	18%
Total Disagree:	41%	42%	40%	35%	43%	42%	43%	35%	41%	37%	35%	44%	43%	46%	41%
Net:	-16%	-17%	-16%	-2%	-23%	-23%	-25%	-8%	-19%	-7%	-2%	-23%	-20%	-24%	-22%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	5%	8%	7%	7%	4%	2%	4%	5%	5%	5%	5%	8%	2%	6%	3%
Agree	19%	23%	25%	20%	17%	17%	14%	17%	20%	23%	20%	22%	18%	14%	16%
Neither agree nor disagree	29%	27%	25%	31%	32%	32%	30%	31%	26%	37%	30%	25%	32%	26%	34%
Disagree	29%	28%	25%	27%	28%	28%	37%	30%	32%	22%	28%	30%	35%	24%	28%
Strongly disagree	11%	12%	12%	11%	13%	14%	9%	12%	11%	6%	10%	12%	10%	22%	10%
Don't Know	6%	3%	6%	4%	7%	7%	7%	6%	5%	7%	7%	4%	3%	7%	8%
Total Agree:	24%	31%	32%	27%	21%	20%	18%	22%	26%	28%	25%	29%	20%	21%	19%
Total Disagree:	41%	39%	37%	38%	41%	42%	45%	42%	43%	29%	38%	42%	45%	46%	39%
Net:	-16%	-9%	-5%	-12%	-20%	-22%	-28%	-20%	-17%	-1%	-12%	-13%	-25%	-25%	-19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	5%	6%	6%	5%	4%	6%	6%	3%	4%	4%	4%	7%	6%	10%
Agree	19%	17%	18%	23%	18%	23%	19%	25%	16%	17%	23%	20%	24%	18%
Neither agree nor disagree	29%	27%	29%	29%	32%	30%	26%	33%	36%	30%	27%	26%	22%	34%
Disagree	29%	33%	29%	27%	28%	29%	30%	28%	28%	31%	32%	29%	29%	25%
Strongly disagree	11%	10%	13%	12%	11%	7%	13%	8%	8%	12%	12%	13%	14%	13%
Don't Know	6%	7%	6%	4%	7%	6%	5%	3%	7%	7%	2%	6%	5%	0%
Total Agree:	24%	23%	23%	28%	23%	29%	25%	28%	20%	21%	27%	27%	31%	28%
Total Disagree:	41%	43%	42%	39%	38%	35%	43%	36%	36%	42%	44%	42%	43%	38%
Net:	-16%	-20%	-19%	-10%	-16%	-7%	-18%	-8%	-16%	-21%	-17%	-15%	-12%	-10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	5%	7%	4%	9%	5%	5%	3%	4%	6%	7%	5%	2%	3%	9%	9%
Agree	30%	28%	31%	34%	27%	32%	26%	28%	32%	32%	21%	35%	30%	23%	19%
Neither agree nor disagree	36%	35%	37%	32%	40%	33%	36%	41%	33%	36%	46%	32%	41%	29%	35%
Disagree	17%	18%	15%	16%	16%	14%	21%	16%	18%	10%	14%	18%	20%	25%	16%
Strongly disagree	4%	4%	3%	5%	3%	2%	4%	2%	3%	3%	3%	4%	2%	3%	13%
Don't Know	9%	8%	10%	5%	9%	15%	9%	9%	9%	13%	12%	8%	4%	11%	9%
Total Agree:	35%	35%	35%	43%	32%	36%	29%	32%	38%	38%	26%	38%	33%	31%	28%
Total Disagree:	20%	23%	18%	21%	19%	16%	25%	18%	20%	13%	17%	22%	22%	29%	28%
Net:	15%	12%	17%	22%	14%	20%	4%	14%	18%	25%	9%	16%	11%	2%	-1%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	5%	9%	8%	6%	4%	4%	3%	4%	6%	6%	5%	4%	6%	3%	5%
Agree	30%	39%	35%	29%	25%	25%	25%	29%	29%	26%	27%	35%	34%	29%	24%
Neither agree nor disagree	36%	30%	28%	36%	38%	38%	42%	38%	34%	39%	39%	33%	38%	25%	36%
Disagree	17%	14%	16%	18%	16%	17%	18%	14%	21%	16%	18%	17%	16%	11%	16%
Strongly disagree	4%	3%	4%	4%	3%	5%	2%	3%	4%	4%	2%	4%	2%	4%	4%
Don't Know	9%	4%	8%	6%	13%	12%	9%	11%	7%	10%	8%	7%	5%	29%	15%
Total Agree:	35%	49%	43%	35%	29%	28%	28%	33%	35%	31%	33%	39%	40%	32%	29%
Total Disagree:	20%	18%	21%	23%	19%	21%	20%	18%	25%	20%	20%	21%	17%	15%	20%
Net:	15%	31%	23%	12%	10%	7%	8%	16%	10%	11%	13%	18%	23%	17%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	5%	5%	5%	6%	5%	6%	5%	5%	5%	4%	4%	6%	8%	3%
Agree	30%	29%	32%	29%	28%	28%	35%	33%	26%	32%	30%	29%	37%	31%
Neither agree nor disagree	36%	34%	34%	38%	37%	39%	33%	38%	37%	36%	39%	35%	30%	21%
Disagree	17%	21%	15%	17%	15%	19%	17%	15%	16%	15%	19%	19%	14%	34%
Strongly disagree	4%	3%	4%	3%	4%	2%	4%	4%	3%	4%	2%	4%	4%	8%
Don't Know	9%	8%	9%	8%	11%	6%	7%	6%	12%	9%	7%	6%	7%	3%
Total Agree:	35%	35%	38%	34%	33%	34%	40%	38%	31%	36%	34%	36%	44%	34%
Total Disagree:	20%	24%	19%	19%	19%	20%	20%	19%	19%	19%	21%	23%	19%	42%
Net:	15%	11%	19%	15%	14%	14%	20%	19%	12%	17%	13%	13%	26%	-8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	14%	18%	11%	19%	13%	13%	15%	10%	11%	13%	15%	16%	12%	20%	16%
Agree	43%	42%	43%	45%	48%	43%	42%	38%	41%	40%	38%	39%	46%	49%	29%
Neither agree nor disagree	29%	28%	31%	21%	29%	31%	28%	35%	31%	33%	27%	30%	33%	23%	40%
Disagree	7%	7%	6%	8%	5%	7%	9%	6%	8%	7%	11%	4%	5%	2%	6%
Strongly disagree	1%	2%	1%	2%	1%	1%	1%	3%	2%	2%	0%	3%	0%	2%	2%
Don't Know	6%	3%	8%	4%	4%	5%	6%	8%	6%	5%	10%	8%	5%	4%	7%
Total Agree:	57%	60%	54%	64%	61%	56%	56%	48%	53%	53%	53%	55%	58%	69%	45%
Total Disagree:	8%	9%	7%	10%	6%	8%	10%	9%	10%	8%	11%	7%	5%	4%	9%
Net:	49%	50%	47%	54%	55%	48%	47%	39%	42%	45%	42%	48%	52%	65%	36%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	14%	18%	15%	15%	17%	14%	9%	14%	14%	12%	13%	16%	12%	33%	12%
Agree	43%	42%	45%	40%	38%	39%	49%	42%	43%	41%	44%	43%	48%	42%	41%
Neither agree nor disagree	29%	25%	28%	31%	32%	32%	28%	30%	29%	31%	30%	28%	27%	15%	30%
Disagree	7%	9%	6%	7%	5%	7%	6%	6%	8%	5%	6%	7%	10%	3%	5%
Strongly disagree	1%	2%	1%	3%	1%	2%	0%	2%	1%	2%	1%	2%	0%	3%	1%
Don't Know	6%	3%	4%	5%	7%	8%	7%	6%	5%	9%	5%	4%	3%	4%	10%
Total Agree:	57%	61%	60%	55%	55%	52%	58%	56%	58%	53%	57%	59%	60%	75%	54%
Total Disagree:	8%	11%	8%	9%	6%	9%	7%	8%	9%	8%	8%	9%	10%	6%	7%
Net:	49%	49%	52%	46%	49%	44%	52%	48%	49%	46%	49%	50%	50%	69%	47%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	14%	15%	14%	17%	13%	11%	15%	12%	10%	13%	17%	16%	19%	25%
Agree	43%	46%	42%	43%	40%	46%	44%	47%	41%	41%	41%	43%	51%	45%
Neither agree nor disagree	29%	25%	30%	29%	33%	30%	28%	27%	31%	31%	27%	30%	23%	14%
Disagree	7%	9%	7%	6%	5%	8%	7%	8%	7%	8%	8%	6%	3%	12%
Strongly disagree	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	0%	3%
Don't Know	6%	5%	6%	4%	8%	4%	5%	3%	9%	5%	5%	4%	4%	0%
Total Agree:	57%	61%	56%	59%	52%	57%	59%	59%	51%	54%	58%	58%	70%	71%
Total Disagree:	8%	9%	9%	7%	7%	8%	9%	11%	9%	10%	9%	8%	3%	15%
Net:	49%	51%	47%	52%	46%	49%	50%	48%	43%	45%	49%	51%	67%	56%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	13%	16%	10%	18%	13%	14%	12%	13%	13%	11%	12%	10%	11%	13%	19%
Agree	43%	42%	44%	38%	51%	41%	37%	49%	42%	46%	49%	39%	46%	42%	39%
Neither agree nor disagree	26%	25%	27%	22%	26%	27%	30%	17%	28%	25%	24%	33%	25%	25%	24%
Disagree	11%	10%	11%	13%	7%	11%	11%	14%	9%	11%	7%	10%	12%	11%	13%
Strongly disagree	2%	2%	2%	4%	1%	1%	2%	3%	4%	2%	1%	2%	1%	1%	2%
Don't Know	5%	4%	6%	5%	3%	7%	7%	4%	4%	6%	6%	5%	5%	7%	2%
Total Agree:	57%	59%	54%	57%	63%	54%	50%	63%	55%	57%	62%	50%	57%	56%	58%
Total Disagree:	13%	12%	13%	16%	8%	12%	14%	17%	13%	13%	9%	12%	13%	12%	15%
Net:	44%	46%	41%	40%	55%	43%	36%	46%	43%	44%	53%	38%	44%	44%	43%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	13%	18%	16%	9%	11%	14%	13%	13%	14%	11%	13%	13%	13%	21%	11%
Agree	43%	41%	36%	40%	42%	42%	55%	44%	44%	38%	45%	44%	51%	47%	39%
Neither agree nor disagree	26%	19%	23%	31%	30%	32%	20%	27%	25%	30%	27%	26%	21%	11%	29%
Disagree	11%	13%	15%	12%	9%	7%	8%	10%	11%	11%	10%	12%	11%	4%	12%
Strongly disagree	2%	3%	3%	2%	1%	2%	1%	1%	2%	3%	1%	2%	3%	7%	2%
Don't Know	5%	5%	6%	5%	7%	3%	3%	5%	4%	7%	5%	3%	3%	11%	7%
Total Agree:	57%	59%	52%	49%	53%	56%	68%	57%	58%	49%	58%	56%	63%	67%	50%
Total Disagree:	13%	17%	19%	14%	10%	9%	9%	11%	14%	13%	11%	14%	14%	10%	14%
Net:	44%	42%	33%	35%	43%	47%	59%	46%	44%	36%	47%	42%	50%	57%	36%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	13%	14%	13%	12%	14%	12%	13%	15%	11%	13%	15%	13%	14%	23%
Agree	43%	43%	44%	42%	43%	47%	43%	45%	46%	42%	41%	42%	45%	27%
Neither agree nor disagree	26%	23%	24%	27%	30%	24%	27%	23%	27%	25%	27%	25%	26%	32%
Disagree	11%	12%	10%	12%	8%	12%	10%	11%	10%	12%	12%	11%	10%	7%
Strongly disagree	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	3%	3%
Don't Know	5%	5%	6%	5%	4%	4%	4%	3%	5%	6%	3%	5%	2%	8%
Total Agree:	57%	57%	57%	54%	56%	59%	56%	61%	57%	55%	56%	56%	59%	49%
Total Disagree:	13%	15%	12%	14%	9%	13%	13%	13%	11%	13%	14%	14%	13%	10%
Net:	44%	43%	45%	40%	47%	46%	43%	48%	45%	42%	42%	42%	46%	39%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly agree	7%	9%	4%	9%	5%	4%	5%	7%	4%	8%	9%	11%	2%	7%	6%
Agree	25%	28%	22%	29%	29%	20%	22%	24%	25%	18%	21%	22%	32%	33%	32%
Neither agree nor disagree	47%	45%	49%	43%	50%	55%	46%	50%	48%	52%	46%	47%	45%	34%	48%
Disagree	13%	11%	15%	11%	10%	15%	17%	9%	15%	13%	12%	15%	13%	11%	9%
Strongly disagree	2%	2%	1%	3%	1%	2%	1%	1%	2%	3%	3%	0%	0%	2%	2%
Don't Know	6%	5%	8%	5%	5%	5%	8%	9%	6%	5%	9%	5%	7%	13%	2%
Total Agree:	32%	37%	27%	38%	34%	23%	27%	31%	29%	26%	30%	32%	34%	40%	38%
Total Disagree:	14%	13%	16%	14%	11%	17%	19%	11%	17%	16%	15%	15%	13%	13%	11%
Net:	17%	24%	11%	24%	23%	6%	9%	20%	12%	10%	15%	17%	20%	27%	27%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly agree	7%	11%	8%	7%	5%	8%	3%	7%	6%	6%	6%	7%	5%	15%	7%
Agree	25%	31%	30%	25%	27%	18%	22%	23%	29%	21%	24%	28%	28%	27%	21%
Neither agree nor disagree	47%	42%	41%	48%	46%	54%	52%	49%	45%	50%	50%	44%	47%	38%	49%
Disagree	13%	11%	14%	11%	15%	13%	13%	12%	14%	12%	13%	15%	16%	7%	11%
Strongly disagree	2%	2%	3%	2%	0%	1%	1%	1%	2%	2%	1%	2%	1%	3%	1%
Don't Know	6%	4%	5%	7%	8%	5%	8%	7%	5%	9%	6%	4%	3%	11%	11%
Total Agree:	32%	41%	37%	32%	31%	26%	26%	30%	35%	27%	29%	35%	33%	41%	28%
Total Disagree:	14%	13%	17%	13%	15%	15%	14%	14%	16%	14%	15%	16%	17%	10%	12%
Net:	17%	28%	20%	19%	16%	11%	12%	17%	19%	13%	15%	19%	16%	31%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly agree	7%	6%	5%	8%	7%	5%	6%	10%	4%	5%	9%	8%	8%	8%
Agree	25%	26%	29%	24%	22%	25%	27%	29%	23%	24%	20%	25%	39%	45%
Neither agree nor disagree	47%	45%	43%	48%	53%	47%	46%	44%	51%	48%	48%	48%	37%	30%
Disagree	13%	15%	13%	13%	10%	15%	13%	13%	12%	15%	15%	12%	9%	12%
Strongly disagree	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	3%
Don't Know	6%	6%	8%	4%	7%	6%	5%	3%	8%	6%	5%	5%	5%	3%
Total Agree:	32%	32%	34%	33%	29%	30%	34%	39%	28%	29%	30%	33%	46%	52%
Total Disagree:	14%	17%	15%	15%	11%	17%	15%	15%	14%	16%	17%	14%	12%	15%
Net:	17%	15%	19%	18%	18%	14%	19%	24%	14%	13%	12%	19%	35%	37%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
2	3%	3%	3%	5%	2%	2%	1%	7%	2%	3%	3%	4%	2%	3%	2%
1	19%	20%	18%	20%	19%	20%	16%	14%	19%	19%	20%	21%	17%	17%	23%
0	38%	38%	39%	31%	39%	43%	41%	41%	43%	38%	37%	38%	39%	24%	45%
-1	31%	29%	32%	31%	31%	25%	34%	32%	29%	33%	32%	25%	32%	44%	19%
-2	9%	10%	8%	12%	9%	10%	8%	6%	7%	6%	9%	11%	9%	12%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
2	3%	4%	4%	2%	2%	3%	2%	3%	3%	2%	4%	3%	2%	7%	3%
1	19%	20%	20%	22%	16%	19%	16%	19%	20%	18%	22%	19%	16%	14%	13%
0	38%	25%	35%	40%	38%	40%	48%	40%	36%	45%	39%	30%	45%	40%	46%
-1	31%	39%	32%	25%	35%	28%	27%	30%	32%	27%	29%	36%	28%	24%	28%
-2	9%	12%	9%	11%	9%	10%	6%	9%	9%	7%	6%	12%	9%	15%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
2	3%	3%	2%	4%	3%	5%	2%	2%	4%	2%	3%	3%	5%	7%
1	19%	20%	19%	19%	17%	24%	19%	17%	17%	20%	20%	18%	23%	25%
0	38%	38%	39%	35%	40%	36%	33%	44%	41%	38%	35%	38%	35%	37%
-1	31%	31%	31%	31%	30%	30%	36%	29%	28%	33%	32%	32%	27%	31%
-2	9%	8%	8%	11%	9%	6%	10%	9%	10%	8%	10%	8%	10%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
2	16%	18%	14%	16%	17%	10%	14%	15%	13%	18%	13%	15%	22%	26%	21%
1	44%	44%	43%	42%	42%	42%	48%	47%	42%	42%	43%	45%	47%	43%	44%
0	23%	21%	25%	21%	25%	29%	22%	23%	28%	23%	20%	22%	23%	14%	18%
-1	14%	15%	14%	16%	16%	18%	14%	13%	16%	14%	21%	12%	6%	16%	15%
-2	3%	3%	3%	5%	1%	1%	2%	2%	2%	3%	3%	5%	3%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
2	16%	23%	17%	13%	16%	17%	13%	17%	15%	14%	13%	17%	16%	33%	18%
1	44%	41%	42%	47%	44%	39%	48%	43%	46%	39%	44%	47%	42%	43%	39%
0	23%	13%	18%	25%	27%	26%	27%	24%	21%	29%	24%	17%	23%	14%	31%
-1	14%	20%	19%	11%	13%	15%	11%	14%	15%	15%	17%	16%	15%	10%	9%
-2	3%	3%	5%	3%	1%	3%	2%	2%	3%	2%	3%	3%	3%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
2	16%	13%	15%	19%	18%	12%	17%	16%	16%	16%	21%	14%	15%	24%
1	44%	44%	46%	43%	42%	43%	47%	37%	41%	46%	42%	44%	45%	32%
0	23%	27%	24%	17%	22%	22%	18%	27%	27%	22%	21%	23%	23%	3%
-1	14%	14%	13%	16%	15%	20%	15%	16%	13%	14%	15%	17%	13%	29%
-2	3%	3%	2%	4%	3%	4%	2%	4%	4%	2%	1%	2%	4%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
2	14%	17%	10%	14%	12%	14%	10%	14%	11%	12%	11%	17%	15%	18%	17%
1	41%	40%	41%	42%	39%	34%	47%	41%	33%	41%	46%	40%	43%	43%	43%
0	27%	23%	30%	22%	28%	29%	27%	26%	35%	24%	30%	28%	26%	18%	26%
-1	16%	16%	16%	17%	17%	18%	15%	16%	19%	18%	14%	11%	12%	16%	13%
-2	3%	4%	3%	5%	3%	6%	1%	3%	2%	4%	0%	4%	4%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
2	14%	15%	15%	14%	13%	16%	9%	12%	15%	12%	9%	18%	11%	29%	10%
1	41%	44%	41%	36%	40%	36%	46%	40%	42%	34%	41%	42%	49%	35%	37%
0	27%	18%	23%	29%	28%	30%	31%	28%	24%	33%	28%	21%	24%	23%	36%
-1	16%	18%	16%	20%	15%	13%	13%	16%	15%	17%	19%	15%	14%	10%	13%
-2	3%	5%	5%	2%	4%	5%	2%	4%	3%	4%	4%	3%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
2	14%	13%	14%	14%	13%	8%	17%	10%	11%	10%	16%	14%	19%	20%
1	41%	43%	42%	38%	39%	40%	43%	45%	40%	42%	41%	41%	42%	33%
0	27%	25%	29%	25%	28%	30%	20%	25%	30%	27%	27%	26%	21%	21%
-1	16%	16%	13%	18%	16%	18%	17%	15%	16%	17%	14%	15%	16%	23%
-2	3%	4%	2%	5%	3%	4%	3%	6%	3%	4%	2%	4%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
2	3%	3%	3%	4%	4%	4%	2%	3%	1%	2%	4%	4%	3%	1%	0%
1	23%	23%	24%	26%	21%	29%	17%	24%	27%	27%	28%	22%	17%	20%	29%
0	24%	22%	26%	20%	27%	27%	25%	24%	27%	22%	30%	23%	25%	16%	16%
-1	38%	39%	37%	38%	38%	33%	46%	39%	37%	38%	23%	35%	41%	45%	38%
-2	12%	13%	11%	12%	10%	7%	11%	11%	8%	11%	14%	15%	15%	18%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
2	3%	3%	4%	3%	2%	4%	1%	3%	3%	3%	3%	4%	1%	8%	3%
1	23%	24%	26%	21%	24%	23%	22%	23%	25%	22%	26%	23%	27%	11%	19%
0	24%	15%	17%	25%	26%	28%	29%	25%	23%	26%	26%	19%	21%	32%	25%
-1	38%	42%	40%	42%	33%	30%	40%	37%	38%	39%	36%	41%	38%	31%	40%
-2	12%	15%	13%	9%	15%	14%	8%	13%	10%	11%	9%	14%	12%	19%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
2	3%	2%	2%	4%	3%	3%	3%	2%	3%	3%	2%	2%	5%	4%
1	23%	25%	23%	27%	20%	28%	23%	25%	27%	22%	23%	25%	21%	19%
0	24%	27%	23%	19%	26%	25%	21%	23%	25%	22%	25%	24%	23%	6%
-1	38%	35%	41%	37%	39%	36%	40%	39%	37%	42%	33%	38%	35%	59%
-2	12%	11%	11%	14%	12%	9%	13%	10%	9%	11%	17%	11%	16%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
2	7%	8%	6%	12%	5%	6%	8%	9%	5%	6%	4%	9%	5%	7%	7%
1	35%	32%	38%	40%	33%	42%	32%	30%	32%	39%	28%	34%	36%	33%	32%
0	26%	26%	27%	20%	29%	26%	28%	24%	31%	24%	28%	28%	29%	30%	20%
-1	24%	26%	23%	20%	26%	20%	28%	31%	26%	23%	32%	21%	23%	22%	30%
-2	7%	9%	6%	8%	7%	6%	5%	6%	7%	9%	8%	8%	6%	8%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
2	7%	11%	12%	5%	7%	5%	3%	6%	8%	7%	6%	8%	5%	4%	8%
1	35%	36%	36%	41%	34%	36%	29%	30%	41%	33%	32%	39%	45%	17%	33%
0	26%	18%	22%	27%	30%	26%	32%	29%	23%	29%	28%	23%	23%	29%	28%
-1	24%	28%	25%	21%	22%	22%	27%	26%	22%	24%	25%	24%	22%	25%	24%
-2	7%	6%	5%	6%	6%	10%	8%	9%	6%	6%	8%	6%	5%	25%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
2	7%	6%	7%	10%	6%	9%	7%	5%	6%	7%	2%	8%	13%	4%
1	35%	37%	35%	36%	32%	32%	39%	39%	33%	38%	37%	36%	34%	26%
0	26%	27%	26%	22%	30%	28%	24%	25%	29%	26%	25%	26%	24%	20%
-1	24%	24%	25%	24%	24%	24%	24%	23%	25%	23%	29%	24%	21%	37%
-2	7%	5%	7%	8%	9%	7%	6%	9%	7%	7%	8%	6%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Whether it will increase the amount of money the business makes	57%	58%	56%	50%	57%	61%	54%	57%	54%	65%	61%	60%	63%	52%	54%
Whether it will increase the business's ability to operate for a long time into the future	48%	49%	47%	43%	50%	51%	48%	51%	48%	49%	52%	49%	47%	43%	51%
Whether it benefits the people who buy products or services from the business	28%	28%	27%	31%	34%	28%	25%	29%	24%	29%	26%	23%	21%	28%	36%
Whether it makes the company appear more politically correct	26%	25%	26%	24%	25%	30%	29%	20%	20%	22%	31%	29%	28%	25%	27%
Whether it will reduce the number of employees the business requires	25%	26%	24%	24%	28%	18%	22%	22%	22%	31%	24%	27%	32%	27%	9%
Whether it will make it easier to recruit and retain staff	23%	23%	23%	26%	17%	25%	22%	25%	29%	22%	23%	20%	25%	26%	16%
Whether it will benefit the world generally	22%	22%	21%	29%	24%	21%	20%	20%	20%	14%	25%	18%	18%	25%	22%
Whether it promotes virtues like tolerance and diversity among their staff and customers	17%	16%	19%	22%	18%	16%	16%	16%	20%	17%	15%	15%	11%	26%	14%
None of the above	2%	2%	2%	2%	1%	2%	4%	3%	2%	2%	1%	2%	3%	2%	4%
Don't Know	7%	6%	9%	6%	6%	6%	9%	7%	12%	6%	7%	9%	8%	5%	4%

Note:

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Whether it will increase the amount of money the business makes	57%	54%	49%	56%	58%	57%	66%	59%	60%	43%	61%	53%	67%	61%	50%
Whether it will increase the business's ability to operate for a long time into the future	48%	41%	46%	43%	48%	47%	60%	50%	51%	37%	53%	45%	49%	39%	47%
Whether it benefits the people who buy products or services from the business	28%	28%	31%	28%	29%	28%	24%	25%	31%	29%	27%	29%	37%	14%	29%
Whether it makes the company appear more politically correct	26%	29%	28%	26%	22%	25%	25%	28%	25%	23%	27%	27%	23%	29%	23%
Whether it will reduce the number of employees the business requires	25%	27%	23%	21%	26%	28%	26%	24%	26%	24%	26%	27%	27%	30%	22%
Whether it will make it easier to recruit and retain staff	23%	21%	25%	22%	21%	24%	25%	25%	23%	19%	26%	22%	20%	26%	21%
Whether it will benefit the world generally	22%	28%	27%	25%	19%	19%	14%	18%	23%	24%	16%	28%	18%	7%	24%
Whether it promotes virtues like tolerance and diversity among their staff and customers	17%	21%	21%	20%	13%	16%	14%	17%	17%	18%	17%	21%	16%	4%	14%
None of the above	2%	1%	2%	2%	2%	3%	3%	2%	1%	6%	2%	1%	0%	6%	5%
Don't Know	7%	6%	5%	7%	10%	10%	6%	8%	5%	11%	6%	6%	5%	10%	10%

Note:

BASE: All Respondents

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Whether it will increase the amount of money the business makes	57%	61%	55%	56%	55%	58%	57%	58%	58%	58%	59%	57%	56%	57%
Whether it will increase the business's ability to operate for a long time into the future	48%	54%	51%	42%	44%	52%	47%	44%	45%	49%	49%	50%	53%	45%
Whether it benefits the people who buy products or services from the business	28%	30%	28%	26%	27%	28%	28%	31%	24%	26%	27%	31%	32%	37%
Whether it makes the company appear more politically correct	26%	23%	24%	28%	28%	25%	26%	32%	27%	27%	26%	22%	28%	17%
Whether it will reduce the number of employees the business requires	25%	23%	26%	26%	25%	26%	27%	30%	22%	26%	27%	25%	27%	22%
Whether it will make it easier to recruit and retain staff	23%	24%	21%	27%	21%	26%	22%	28%	23%	23%	23%	23%	26%	29%
Whether it will benefit the world generally	22%	21%	22%	20%	23%	18%	25%	17%	21%	18%	23%	21%	29%	22%
Whether it promotes virtues like tolerance and diversity among their staff and customers	17%	20%	19%	17%	14%	20%	18%	19%	14%	15%	22%	20%	20%	19%
None of the above	2%	2%	2%	2%	2%	1%	90 1%	1%	2%	2%	1%	2%	1%	7%

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Whether it benefits the people who buy products or services from the business	50%	48%	52%	48%	51%	50%	54%	51%	43%	46%	51%	52%	55%	51%	49%
Whether it will benefit the world generally	46%	46%	46%	45%	46%	45%	47%	43%	39%	49%	47%	48%	51%	47%	43%
Whether it will increase the business's ability to operate for a long time into the future	39%	41%	37%	38%	43%	39%	36%	36%	39%	39%	41%	41%	39%	36%	34%
Whether it promotes virtues like tolerance and diversity among their staff and customers	32%	30%	35%	36%	34%	34%	32%	29%	28%	31%	29%	28%	33%	34%	44%
Whether it will make it easier to recruit and retain staff	28%	27%	29%	25%	28%	30%	30%	31%	30%	26%	37%	27%	24%	29%	18%
Whether it will increase the amount of money the business makes	25%	28%	22%	27%	23%	24%	25%	21%	24%	25%	28%	25%	27%	25%	22%
Whether it will reduce the number of employees the business requires	12%	13%	11%	14%	13%	10%	11%	9%	13%	16%	11%	11%	8%	18%	7%
Whether it makes the company appear more politically correct	12%	12%	12%	13%	16%	10%	7%	12%	13%	17%	12%	9%	10%	17%	4%
None of the above	2%	3%	2%	3%	2%	2%	1%	2%	4%	1%	3%	1%	2%	2%	8%
Don't Know	8%	7%	8%	6%	6%	8%	8%	10%	12%	6%	5%	9%	9%	4%	7%

Note:

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Whether it benefits the people who buy products or services from the business	50%	46%	50%	48%	48%	51%	55%	52%	51%	42%	52%	47%	56%	53%	45%
Whether it will benefit the world generally	46%	53%	48%	51%	48%	41%	37%	41%	50%	43%	39%	54%	54%	44%	41%
Whether it will increase the business's ability to operate for a long time into the future	39%	26%	39%	37%	41%	38%	48%	44%	38%	33%	45%	35%	43%	21%	36%
Whether it promotes virtues like tolerance and diversity among their staff and customers	32%	39%	29%	31%	32%	32%	32%	28%	36%	28%	26%	40%	41%	21%	28%
Whether it will make it easier to recruit and retain staff	28%	29%	29%	23%	23%	29%	34%	30%	27%	25%	33%	27%	29%	25%	23%
Whether it will increase the amount of money the business makes	25%	24%	25%	25%	22%	25%	29%	27%	24%	22%	31%	20%	23%	24%	23%
Whether it will reduce the number of employees the business requires	12%	20%	15%	13%	9%	12%	7%	12%	11%	17%	11%	14%	6%	10%	14%
Whether it makes the company appear more politically correct	12%	18%	17%	14%	7%	12%	7%	12%	11%	14%	12%	15%	9%	11%	13%
None of the above	2%	2%	1%	2%	2%	3%	3%	2%	2%	4%	2%	1%	0%	7%	4%
Don't Know	8%	4%	7%	6%	12%	10%	6%	7%	7%	10%	7%	6%	5%	8%	12%

Note:

BASE: All Respondents

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Whether it benefits the people who buy products or services from the business	50%	55%	51%	48%	45%	51%	49%	51%	47%	51%	52%	51%	52%	36%
Whether it will benefit the world generally	46%	46%	47%	51%	40%	40%	51%	43%	41%	48%	42%	51%	48%	47%
Whether it will increase the business's ability to operate for a long time into the future	39%	43%	37%	36%	38%	45%	35%	42%	38%	36%	38%	42%	45%	46%
Whether it promotes virtues like tolerance and diversity among their staff and customers	32%	32%	34%	32%	31%	28%	38%	35%	32%	30%	32%	33%	36%	27%
Whether it will make it easier to recruit and retain staff	28%	27%	26%	29%	29%	30%	28%	33%	30%	26%	29%	26%	29%	29%
Whether it will increase the amount of money the business makes	25%	29%	23%	23%	25%	32%	22%	31%	22%	25%	25%	26%	30%	36%
Whether it will reduce the number of employees the business requires	12%	11%	12%	13%	12%	13%	12%	16%	13%	13%	12%	10%	13%	14%
Whether it makes the company appear more politically correct	12%	11%	12%	13%	12%	14%	13%	16%	11%	11%	18%	11%	12%	20%
None of the above	2%	2%	2%	2%	3%	2%	93%	2%	1%	2%	2%	2%	2%	4%

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

	1. Caring for their employees and other people they rely on	2. Good governance and management	3. Protecting and nurturing the environment
1-Highest Rank	48%	27%	25%
2	38%	31%	30%
3-Lowest Rank	14%	42%	45%
Not Selected	0%	0%	0%
Mean Rank	0.7	1.2	1.2
Standard Deviation	0.5	0.7	0.7

Note:

BASE: All Respondents

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	48%	44%	51%	44%	44%	47%	44%	53%	46%	47%	55%	49%	55%	49%	59%
2	38%	41%	36%	35%	43%	42%	43%	33%	41%	42%	32%	39%	31%	35%	35%
3-Lowest Rank	14%	15%	12%	21%	13%	11%	12%	14%	12%	11%	12%	13%	14%	16%	7%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.7	0.7	0.6	0.8	0.7	0.6	0.7	0.6	0.7	0.6	0.6	0.6	0.6	0.7	0.5
Standard Deviation	0.5	0.5	0.5	0.6	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	48%	49%	53%	46%	53%	45%	44%	50%	44%	51%	46%	47%	45%	58%	53%
2	38%	32%	33%	40%	33%	45%	46%	39%	40%	36%	41%	37%	41%	32%	33%
3-Lowest Rank	14%	20%	15%	14%	14%	10%	11%	11%	16%	13%	12%	16%	15%	11%	13%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.7	0.7	0.6	0.7	0.6	0.7	0.7	0.6	0.7	0.6	0.7	0.7	0.7	0.5	0.6
Standard Deviation	0.5	0.6	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	48%	43%	48%	51%	51%	46%	48%	47%	54%	49%	48%	45%	42%	54%
2	38%	42%	38%	36%	38%	39%	37%	32%	36%	38%	40%	40%	39%	28%
3-Lowest Rank	14%	15%	14%	14%	12%	14%	14%	21%	10%	12%	11%	16%	20%	18%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	0.7	0.7	0.7	0.6	0.6	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.8	0.6
Standard Deviation	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.4	0.5	0.5	0.5	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	27%	29%	25%	26%	28%	31%	28%	25%	27%	25%	22%	25%	30%	24%	29%
2	31%	32%	31%	34%	29%	23%	31%	34%	25%	33%	41%	29%	36%	35%	35%
3-Lowest Rank	42%	39%	44%	40%	43%	46%	41%	41%	48%	42%	37%	46%	35%	40%	36%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1	1.2	1	1	1	1	1.2	1.2	1.2	1.2	1.2	1	1.2	1
Standard Deviation	0.7	0.7	0.7	0.6	0.7	0.8	0.7	0.6	0.7	0.6	0.6	0.7	0.6	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	27%	24%	22%	26%	24%	25%	37%	27%	29%	22%	32%	23%	28%	20%	23%
2	31%	35%	33%	30%	33%	29%	29%	34%	28%	35%	31%	32%	32%	41%	34%
3-Lowest Rank	42%	41%	45%	44%	43%	46%	34%	38%	43%	43%	37%	45%	39%	39%	43%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.2	1.2	1.2	1.2	1	1	1	1.2	1	1.2	1	1.2	1.2
Standard Deviation	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.7	0.6	0.7	0.6	0.7	0.6	0.6

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	27%	30%	28%	25%	24%	33%	23%	24%	24%	25%	29%	29%	30%	29%
2	31%	33%	28%	31%	32%	30%	31%	40%	31%	31%	30%	31%	32%	51%
3-Lowest Rank	42%	37%	44%	43%	44%	36%	45%	36%	45%	44%	41%	40%	38%	20%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1	1.2	1.2	1.2	1	1.2	1	1.2	1.2	1	1	1	0.9
Standard Deviation	0.7	0.7	0.7	0.7	0.6	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	25%	27%	23%	30%	28%	22%	28%	21%	27%	28%	23%	27%	15%	27%	12%
2	30%	27%	33%	31%	27%	35%	25%	33%	33%	25%	26%	32%	33%	29%	30%
3-Lowest Rank	45%	46%	44%	39%	45%	43%	47%	46%	40%	47%	50%	41%	52%	44%	58%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.2	1	1.2	1.2	1.2	1.3	1	1.2	1.3	1	1.4	1.2	1.5
Standard Deviation	0.7	0.7	0.6	0.7	0.7	0.6	0.7	0.6	0.7	0.7	0.7	0.7	0.5	0.7	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	25%	28%	25%	28%	23%	30%	19%	22%	27%	26%	22%	30%	27%	22%	23%
2	30%	33%	35%	30%	34%	26%	25%	27%	32%	29%	28%	31%	27%	28%	33%
3-Lowest Rank	45%	40%	40%	42%	43%	44%	55%	51%	41%	45%	51%	39%	46%	50%	44%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1	1	1	1.2	1	1.4	1.3	1	1.2	1.3	1	1.2	1.3	1.2
Standard Deviation	0.7	0.7	0.6	0.7	0.6	0.7	0.6	0.6	0.7	0.7	0.6	0.7	0.7	0.7	0.6

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	25%	27%	24%	24%	25%	20%	28%	29%	22%	26%	22%	26%	29%	17%
2	30%	25%	34%	33%	30%	30%	31%	27%	33%	31%	30%	29%	29%	20%
3-Lowest Rank	45%	48%	42%	43%	45%	50%	40%	44%	45%	43%	48%	44%	42%	63%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.2	1.2	1.2	1.2	1.2	1.3	1	1.2	1.2	1.2	1.3	1.2	1	1.5
Standard Deviation	0.7	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.7	0.6	0.7	0.7	0.6

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Responsible marketing	6%	7%	5%	9%	6%	4%	4%	4%	4%	5%	13%	5%	4%	7%	4%
Community relations	6%	7%	5%	9%	7%	3%	4%	5%	7%	6%	10%	6%	3%	8%	4%
Making it easy for outsiders to understand how decisions are made inside the company	4%	5%	3%	6%	5%	3%	4%	3%	5%	3%	3%	4%	6%	5%	4%
Employee health, safety, and wellbeing	37%	32%	41%	33%	39%	32%	35%	39%	36%	44%	41%	37%	39%	29%	40%
Minimum pay standards for employees and workers in supply chain	34%	33%	35%	28%	31%	43%	37%	32%	28%	35%	30%	37%	42%	25%	47%
Contributing to efforts to address climate change	31%	31%	31%	29%	30%	39%	31%	23%	38%	26%	31%	32%	30%	30%	27%
Reducing landfill waste	29%	27%	31%	23%	30%	31%	38%	33%	33%	24%	30%	27%	30%	20%	25%
Ensuring people and businesses pay their taxes	26%	28%	23%	22%	31%	26%	28%	20%	24%	25%	26%	26%	29%	26%	21%
Human rights	24%	23%	26%	26%	24%	28%	20%	20%	24%	24%	18%	29%	26%	20%	25%
Product packaging and plastics	23%	23%	23%	15%	26%	29%	24%	19%	25%	27%	21%	25%	21%	25%	18%
Preventing corruption and bribery	22%	25%	19%	20%	22%	21%	27%	18%	19%	19%	24%	23%	25%	18%	26%
Job creation	22%	24%	21%	25%	20%	15%	21%	23%	19%	25%	24%	20%	28%	25%	21%
Responsible water use	19%	19%	19%	22%	20%	21%	24%	18%	18%	17%	21%	16%	11%	31%	12%
Responsible sourcing of raw materials	19%	18%	20%	16%	18%	23%	20%	24%	21%	20%	18%	17%	18%	22%	15%
Enhancing animal welfare	17%	13%	20%	13%	16%	18%	17%	20%	17%	23%	19%	16%	20%	16%	9%
Diversity and Inclusion	17%	15%	18%	22%	15%	14%	12%	12%	20%	18%	12%	14%	14%	26%	20%
Use of customer data	17%	17%	17%	18%	17%	16%	21%	18%	14%	18%	15%	16%	17%	13%	16%
Biodiversity/improving nature	15%	17%	13%	16%	15%	17%	14%	16%	19%	11%	6%	16%	17%	16%	9%
Nutritional value of food	12%	11%	13%	19%	10%	14%	9%	16%	12%	10%	11%	11%	9%	16%	9%
Countering extremism and terrorism	12%	14%	11%	11%	13%	11%	14%	16%	11%	16%	17%	15%	8%	8%	7%
Knowing where products come from	11%	9%	12%	12%	10%	11%	13%	15%	10%	10%	11%	9%	10%	12%	5%
Ethics and rules for new technology	10%	12%	8%	16%	8%	8%	9%	9%	11%	10%	5%	5%	7%	15%	19%
None of the above	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	3%	1%	0%	1%	4%
Don't Know	4%	4%	3%	4%	3%	3%	2%	6%	5%	2%	2%	5%	5%	3%	4%

Note:

BASE: All Respondents

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Responsible marketing	6%	10%	7%	4%	3%	5%	5%	5%	6%	4%	5%	6%	7%	3%	6%
Community relations	6%	11%	10%	6%	5%	4%	2%	6%	6%	5%	6%	8%	4%	4%	6%
Making it easy for outsiders to understand how decisions are made inside the company	4%	7%	7%	5%	4%	3%	1%	4%	4%	5%	3%	6%	2%	7%	4%
Employee health, safety, and wellbeing	37%	30%	37%	43%	33%	38%	38%	37%	37%	38%	36%	38%	31%	35%	39%
Minimum pay standards for employees and workers in supply chain	34%	33%	31%	30%	35%	41%	34%	34%	35%	33%	31%	37%	29%	38%	35%
Contributing to efforts to address climate change	31%	27%	25%	29%	28%	33%	40%	29%	37%	22%	31%	35%	34%	23%	21%
Reducing landfill waste	29%	19%	24%	26%	32%	32%	36%	34%	27%	24%	32%	25%	31%	29%	28%
Ensuring people and businesses pay their taxes	26%	20%	20%	23%	25%	28%	35%	28%	28%	17%	29%	24%	29%	28%	19%
Human rights	24%	39%	31%	27%	19%	19%	15%	16%	27%	29%	15%	34%	28%	4%	25%
Product packaging and plastics	23%	16%	15%	20%	27%	27%	31%	27%	23%	16%	28%	18%	30%	18%	21%
Preventing corruption and bribery	22%	19%	21%	18%	19%	25%	27%	23%	22%	16%	21%	22%	27%	29%	14%
Job creation	22%	25%	31%	21%	22%	20%	16%	25%	19%	22%	24%	23%	18%	21%	21%
Responsible water use	19%	12%	19%	18%	18%	22%	25%	19%	21%	21%	21%	18%	21%	14%	19%
Responsible sourcing of raw materials	19%	14%	15%	16%	19%	20%	29%	21%	21%	14%	21%	19%	19%	26%	15%
Enhancing animal welfare	17%	14%	14%	19%	22%	20%	14%	19%	16%	15%	19%	14%	17%	14%	16%
Diversity and Inclusion	17%	24%	19%	22%	18%	10%	9%	11%	19%	21%	13%	21%	18%	3%	18%
Use of customer data	17%	19%	17%	16%	15%	17%	17%	17%	16%	18%	19%	14%	18%	21%	17%
Biodiversity/improving nature	15%	15%	15%	21%	14%	13%	13%	14%	18%	13%	14%	17%	20%	21%	12%
Nutritional value of food	12%	13%	14%	16%	11%	11%	10%	12%	13%	14%	11%	14%	13%	14%	15%
Countering extremism and terrorism	12%	14%	13%	8%	11%	13%	14%	15%	10%	11%	15%	10%	10%	22%	12%
Knowing where products come from	11%	12%	11%	10%	12%	11%	11%	12%	11%	9%	14%	10%	11%	10%	10%
Ethics and rules for new technology	10%	14%	11%	11%	8%	7%	8%	9%	10%	10%	10%	9%	10%	10%	11%
None of the above	1%	1%	1%	1%	1%	2%	1%	2%	0%	4%	1%	1%	0%	7%	3%
Don't Know	4%	3%	4%	3%	7%	3%	3%	4%	3%	4%	4%	2%	4%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/High Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Responsible marketing	6%	8%	5%	5%	4%	6%	6%	8%	5%	5%	4%	6%	10%	3%
Community relations	6%	7%	6%	7%	5%	6%	8%	8%	6%	7%	5%	6%	8%	11%
Making it easy for outsiders to understand how decisions are made inside the company	4%	5%	4%	5%	4%	4%	6%	2%	4%	5%	2%	5%	6%	0%
Employee health, safety, and wellbeing	37%	33%	37%	37%	40%	39%	36%	23%	36%	39%	43%	32%	39%	42%
Minimum pay standards for employees and workers in supply chain	34%	33%	34%	34%	35%	31%	39%	24%	37%	33%	41%	33%	26%	39%
Contributing to efforts to address climate change	31%	37%	36%	25%	24%	31%	34%	31%	29%	31%	28%	34%	33%	26%
Reducing landfill waste	29%	29%	25%	31%	31%	34%	25%	27%	33%	30%	27%	27%	25%	10%
Ensuring people and businesses pay their taxes	26%	30%	22%	26%	24%	27%	25%	35%	27%	24%	25%	26%	25%	27%
Human rights	24%	22%	26%	24%	25%	15%	32%	24%	22%	27%	20%	26%	29%	7%
Product packaging and plastics	23%	25%	21%	24%	24%	27%	18%	24%	28%	21%	24%	21%	21%	15%
Preventing corruption and bribery	22%	24%	22%	19%	22%	21%	21%	27%	19%	21%	27%	22%	24%	21%
Job creation	22%	19%	22%	22%	25%	22%	23%	19%	21%	21%	23%	23%	22%	36%
Responsible water use	19%	21%	19%	19%	17%	21%	18%	19%	19%	19%	19%	18%	23%	26%
Responsible sourcing of raw materials	19%	21%	19%	17%	19%	22%	17%	23%	18%	18%	18%	21%	19%	18%
Enhancing animal welfare	17%	12%	19%	20%	18%	18%	15%	15%	19%	20%	16%	16%	9%	7%
Diversity and Inclusion	17%	18%	18%	16%	13%	13%	22%	20%	12%	18%	18%	19%	19%	24%
Use of customer data	17%	17%	21%	15%	14%	19%	15%	17%	17%	17%	15%	19%	13%	28%
Biodiversity/improving nature	15%	16%	15%	16%	14%	14%	15%	20%	8%	17%	14%	17%	20%	21%
Nutritional value of food	12%	13%	10%	13%	14%	12%	13%	11%	14%	10%	9%	13%	15%	11%
Countering extremism and terrorism	12%	12%	12%	13%	12%	17%	9%	13%	13%	14%	12%	12%	10%	7%
Knowing where products come from	11%	8%	10%	13%	12%	14%	10%	10%	12%	10%	9%	10%	12%	8%
Ethics and rules for new technology	10%	11%	10%	9%	9%	10%	9%	13%	9%	9%	8%	10%	15%	16%
None of the above	1%	1%	1%	1%	1%	1%	10%	1%	1%	1%	2%	1%	1%	7%

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	20%	21%	19%	21%	25%	22%	19%	22%	17%	18%	21%	21%	15%	20%	13%
Businesses	20%	19%	22%	17%	18%	19%	22%	28%	19%	18%	16%	19%	23%	25%	26%
Government	49%	50%	48%	54%	50%	48%	49%	39%	48%	53%	54%	48%	54%	46%	39%
Don't Know	10%	9%	11%	7%	7%	11%	11%	11%	16%	10%	10%	12%	7%	8%	22%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	20%	23%	21%	17%	16%	23%	21%	21%	19%	22%	23%	19%	19%	7%	22%
Businesses	20%	13%	16%	24%	27%	21%	21%	23%	22%	15%	24%	18%	18%	23%	17%
Government	49%	57%	54%	45%	48%	47%	46%	46%	51%	47%	45%	57%	52%	63%	41%
Don't Know	10%	7%	9%	14%	9%	10%	12%	11%	8%	16%	9%	7%	11%	7%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	20%	18%	18%	22%	22%	25%	19%	23%	23%	17%	24%	17%	22%	31%
Businesses	20%	23%	19%	22%	17%	25%	19%	18%	18%	23%	18%	23%	18%	8%
Government	49%	49%	54%	46%	48%	42%	56%	49%	49%	49%	47%	50%	53%	50%
Don't Know	10%	10%	10%	9%	12%	9%	7%	10%	11%	11%	11%	9%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	19%	19%	18%	18%	18%	23%	20%	25%	19%	16%	18%	13%	20%	19%	19%
Businesses	21%	21%	22%	21%	23%	21%	20%	26%	21%	20%	29%	22%	19%	23%	14%
Government	51%	52%	50%	56%	51%	47%	47%	41%	51%	53%	46%	54%	55%	52%	49%
Don't Know	9%	8%	10%	5%	9%	9%	13%	8%	9%	10%	7%	11%	6%	6%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	19%	23%	15%	21%	15%	21%	19%	20%	18%	19%	22%	16%	20%	10%	18%
Businesses	21%	17%	20%	22%	24%	20%	23%	25%	19%	19%	25%	19%	28%	33%	18%
Government	51%	55%	54%	47%	52%	48%	50%	44%	57%	50%	44%	60%	48%	35%	49%
Don't Know	9%	5%	11%	9%	9%	11%	8%	11%	6%	12%	9%	5%	4%	22%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	19%	17%	18%	24%	16%	25%	15%	26%	21%	19%	22%	16%	17%	25%
Businesses	21%	25%	22%	17%	20%	25%	21%	24%	18%	22%	23%	24%	20%	13%
Government	51%	52%	51%	50%	52%	44%	58%	45%	48%	50%	48%	52%	57%	56%
Don't Know	9%	6%	9%	9%	11%	7%	5%	5%	12%	9%	6%	7%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	18%	17%	19%	20%	19%	21%	17%	20%	14%	17%	15%	17%	17%	21%	16%
Businesses	19%	18%	19%	19%	22%	17%	18%	20%	19%	17%	18%	17%	20%	21%	8%
Government	52%	55%	49%	51%	48%	50%	54%	47%	53%	55%	53%	53%	54%	45%	60%
Don't Know	12%	11%	13%	9%	11%	12%	12%	13%	15%	11%	14%	13%	9%	13%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	18%	20%	26%	14%	13%	16%	18%	19%	16%	20%	20%	16%	15%	11%	17%
Businesses	19%	17%	16%	19%	20%	19%	20%	22%	17%	17%	20%	17%	23%	26%	16%
Government	52%	56%	47%	53%	55%	51%	49%	46%	59%	49%	48%	57%	52%	53%	49%
Don't Know	12%	7%	11%	14%	11%	14%	12%	14%	9%	14%	11%	9%	9%	10%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	18%	17%	18%	20%	18%	23%	15%	18%	20%	17%	18%	18%	16%	18%
Businesses	19%	24%	17%	18%	16%	21%	18%	20%	16%	17%	20%	22%	19%	20%
Government	52%	51%	54%	53%	49%	47%	57%	53%	47%	52%	54%	52%	58%	55%
Don't Know	12%	9%	12%	9%	17%	9%	10%	9%	17%	14%	8%	7%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	18%	18%	19%	20%	24%	17%	13%	17%	18%	17%	18%	17%	15%	25%	20%
Businesses	39%	39%	39%	34%	40%	38%	41%	46%	37%	38%	38%	39%	43%	40%	32%
Government	34%	36%	33%	40%	30%	36%	35%	30%	34%	37%	34%	34%	37%	28%	34%
Don't Know	8%	6%	10%	7%	7%	8%	11%	7%	11%	9%	10%	9%	5%	6%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	18%	23%	19%	19%	17%	18%	17%	19%	18%	18%	20%	20%	20%	14%	16%
Businesses	39%	37%	38%	32%	41%	39%	45%	43%	36%	39%	45%	32%	39%	37%	40%
Government	34%	35%	35%	36%	35%	35%	31%	29%	39%	32%	28%	43%	34%	38%	30%
Don't Know	8%	5%	9%	13%	7%	9%	7%	9%	7%	10%	7%	6%	8%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	18%	19%	16%	20%	19%	19%	18%	21%	20%	15%	19%	18%	21%	29%
Businesses	39%	39%	40%	39%	37%	44%	35%	37%	36%	41%	41%	43%	30%	35%
Government	34%	35%	35%	33%	34%	29%	40%	36%	32%	35%	34%	33%	42%	32%
Don't Know	8%	7%	9%	7%	10%	7%	6%	6%	12%	9%	5%	6%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	17%	19%	15%	16%	14%	19%	18%	19%	20%	18%	14%	17%	15%	17%	17%
Businesses	39%	38%	40%	36%	43%	40%	39%	37%	38%	44%	36%	36%	43%	45%	25%
Government	31%	30%	32%	37%	31%	26%	29%	31%	28%	26%	39%	35%	32%	23%	36%
Don't Know	13%	13%	13%	11%	13%	15%	14%	13%	14%	12%	10%	12%	10%	15%	22%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	17%	24%	23%	17%	14%	14%	12%	17%	15%	21%	18%	16%	11%	14%	19%
Businesses	39%	28%	35%	39%	42%	43%	45%	42%	41%	30%	43%	38%	48%	51%	32%
Government	31%	39%	30%	30%	32%	28%	29%	25%	36%	33%	25%	38%	31%	17%	29%
Don't Know	13%	8%	12%	14%	12%	15%	15%	16%	9%	16%	14%	8%	10%	18%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	17%	16%	17%	18%	16%	18%	14%	19%	19%	18%	19%	14%	16%	20%
Businesses	39%	43%	39%	40%	35%	44%	39%	40%	36%	37%	43%	42%	39%	49%
Government	31%	31%	31%	30%	32%	28%	38%	31%	29%	32%	29%	33%	35%	21%
Don't Know	13%	10%	13%	12%	17%	10%	8%	11%	17%	13%	10%	10%	10%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	4%	5%	2%	6%	3%	4%	1%	6%	4%	3%	1%	1%	4%	5%	5%
Businesses	38%	38%	38%	38%	43%	36%	40%	36%	35%	37%	36%	38%	43%	47%	15%
Government	53%	52%	55%	53%	50%	54%	53%	56%	51%	56%	60%	54%	50%	44%	78%
Don't Know	5%	4%	5%	3%	4%	6%	5%	3%	9%	4%	2%	7%	3%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	4%	9%	6%	4%	1%	1%	2%	3%	3%	4%	3%	4%	5%	0%	3%
Businesses	38%	29%	30%	38%	38%	41%	51%	45%	37%	33%	47%	30%	39%	52%	37%
Government	53%	56%	59%	52%	58%	54%	45%	47%	56%	58%	46%	62%	53%	48%	52%
Don't Know	5%	7%	6%	7%	3%	4%	2%	5%	4%	5%	4%	4%	3%	0%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	4%	4%	4%	4%	2%	4%	3%	8%	3%	3%	2%	4%	4%	11%
Businesses	38%	42%	41%	35%	35%	49%	30%	43%	39%	34%	43%	39%	39%	42%
Government	53%	51%	52%	56%	55%	44%	62%	46%	49%	58%	53%	54%	54%	47%
Don't Know	5%	3%	3%	5%	7%	3%	4%	3%	8%	5%	2%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	8%	8%	7%	10%	7%	5%	9%	11%	7%	7%	5%	7%	6%	14%	3%
Businesses	54%	52%	55%	45%	60%	57%	51%	55%	52%	60%	56%	57%	54%	44%	45%
Government	32%	34%	30%	38%	29%	30%	32%	29%	30%	28%	35%	28%	35%	33%	50%
Don't Know	6%	5%	8%	7%	4%	7%	8%	5%	10%	5%	4%	8%	5%	9%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	8%	13%	12%	7%	6%	5%	5%	8%	6%	12%	7%	10%	8%	12%	6%
Businesses	54%	45%	47%	53%	56%	55%	62%	58%	54%	47%	61%	50%	51%	53%	49%
Government	32%	37%	33%	32%	32%	33%	28%	28%	34%	31%	26%	35%	36%	35%	34%
Don't Know	6%	5%	8%	7%	7%	7%	5%	6%	5%	10%	5%	5%	5%	0%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	8%	7%	8%	7%	9%	8%	8%	12%	7%	9%	8%	8%	6%	4%
Businesses	54%	55%	55%	54%	50%	62%	49%	46%	51%	54%	56%	56%	50%	67%
Government	32%	32%	31%	32%	33%	26%	36%	37%	34%	30%	31%	31%	37%	22%
Don't Know	6%	6%	6%	6%	8%	4%	6%	5%	8%	7%	5%	5%	7%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	4%	4%	4%	6%	5%	5%	3%	5%	3%	3%	2%	4%	2%	4%	3%
Businesses	59%	58%	60%	50%	63%	59%	62%	68%	60%	55%	60%	57%	62%	67%	53%
Government	32%	34%	30%	38%	29%	31%	30%	23%	28%	36%	34%	34%	33%	23%	42%
Don't Know	5%	4%	6%	6%	3%	5%	6%	4%	9%	5%	3%	5%	3%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	4%	9%	7%	5%	2%	3%	1%	4%	4%	5%	4%	4%	6%	4%	4%
Businesses	59%	43%	45%	55%	64%	69%	75%	69%	56%	52%	70%	47%	68%	63%	53%
Government	32%	43%	42%	33%	30%	24%	22%	23%	35%	36%	23%	44%	22%	26%	33%
Don't Know	5%	4%	7%	7%	4%	4%	3%	4%	4%	7%	3%	5%	4%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	4%	3%	5%	5%	4%	5%	3%	11%	5%	4%	4%	3%	3%	12%
Businesses	59%	62%	57%	59%	59%	68%	52%	59%	60%	57%	64%	61%	53%	61%
Government	32%	31%	33%	32%	32%	26%	41%	26%	28%	32%	30%	34%	39%	27%
Don't Know	5%	4%	5%	4%	6%	2%	5%	4%	7%	7%	3%	3%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	5%	5%	5%	7%	6%	7%	4%	7%	3%	4%	5%	2%	3%	7%	5%
Businesses	65%	67%	64%	56%	69%	66%	70%	68%	64%	65%	68%	66%	69%	62%	57%
Government	22%	22%	22%	30%	18%	18%	17%	17%	23%	22%	23%	24%	21%	23%	29%
Don't Know	7%	6%	9%	6%	7%	9%	8%	8%	10%	8%	4%	7%	6%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	5%	9%	10%	5%	3%	4%	1%	5%	5%	6%	5%	6%	4%	0%	4%
Businesses	65%	46%	52%	62%	69%	73%	83%	73%	67%	55%	74%	59%	79%	75%	59%
Government	22%	38%	28%	23%	21%	15%	12%	16%	22%	28%	15%	28%	14%	22%	23%
Don't Know	7%	6%	10%	10%	7%	8%	4%	7%	7%	11%	6%	7%	4%	4%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	5%	4%	5%	6%	6%	5%	6%	7%	6%	6%	4%	5%	6%	8%
Businesses	65%	72%	66%	64%	59%	72%	61%	67%	66%	59%	72%	68%	64%	79%
Government	22%	20%	22%	24%	23%	18%	27%	20%	17%	26%	22%	22%	26%	14%
Don't Know	7%	5%	7%	6%	12%	5%	7%	5%	12%	9%	2%	5%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Individuals	6%	7%	5%	9%	6%	5%	5%	8%	6%	5%	6%	5%	3%	6%	5%
Businesses	68%	66%	71%	61%	66%	72%	70%	64%	69%	71%	71%	68%	76%	73%	63%
Government	22%	25%	19%	27%	24%	17%	21%	26%	18%	19%	20%	23%	19%	20%	30%
Don't Know	4%	3%	4%	3%	3%	5%	5%	2%	6%	4%	2%	4%	3%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(43.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						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Individuals	6%	10%	10%	7%	4%	3%	3%	5%	6%	7%	5%	8%	5%	4%	5%
Businesses	68%	58%	57%	66%	71%	77%	78%	74%	66%	64%	75%	64%	70%	82%	67%
Government	22%	29%	28%	21%	22%	18%	17%	18%	25%	24%	17%	27%	23%	15%	20%
Don't Know	4%	3%	5%	6%	4%	3%	2%	3%	3%	6%	3%	2%	3%	0%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Individuals	6%	6%	6%	6%	6%	6%	6%	9%	6%	5%	6%	6%	7%	8%
Businesses	68%	68%	67%	71%	67%	72%	66%	59%	72%	70%	72%	66%	57%	60%
Government	22%	24%	24%	18%	21%	18%	26%	30%	15%	22%	21%	25%	34%	33%
Don't Know	4%	2%	3%	4%	6%	3%	3%	2%	7%	4%	1%	3%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Use of customer data	9%	10%	8%	11%	10%	11%	4%	8%	7%	8%	15%	9%	7%	7%	12%
Making it easy for outsiders to understand how decisions are made inside the company	8%	9%	6%	9%	7%	5%	8%	12%	7%	4%	6%	9%	7%	6%	5%
Community relations	8%	8%	7%	9%	7%	5%	7%	7%	10%	5%	13%	9%	7%	8%	9%
Countering extremism and terrorism	6%	7%	5%	7%	6%	3%	3%	5%	7%	8%	10%	7%	4%	9%	9%
Responsible water use	59%	59%	59%	54%	61%	64%	63%	54%	59%	66%	53%	58%	61%	52%	59%
Reducing landfill waste	59%	58%	61%	51%	61%	62%	69%	59%	58%	67%	56%	57%	66%	52%	51%
Product packaging and plastics	57%	53%	60%	50%	62%	62%	61%	53%	54%	61%	55%	57%	59%	50%	50%
Responsible sourcing of raw materials	57%	53%	61%	48%	62%	64%	61%	54%	58%	59%	49%	54%	62%	56%	54%
Biodiversity/improving nature	50%	48%	51%	47%	54%	59%	51%	49%	53%	51%	42%	45%	52%	48%	34%
Contributing to efforts to address climate change	46%	43%	50%	41%	50%	49%	42%	43%	48%	53%	43%	45%	50%	49%	44%
Enhancing animal welfare	42%	40%	45%	38%	40%	43%	47%	39%	35%	49%	47%	44%	46%	46%	47%
Knowing where products come from	39%	34%	43%	32%	38%	38%	43%	38%	35%	46%	34%	41%	45%	35%	39%
Nutritional value of food	26%	27%	24%	23%	25%	23%	26%	21%	27%	25%	28%	32%	28%	23%	25%
Human rights	19%	20%	19%	23%	18%	17%	14%	12%	19%	19%	19%	25%	23%	24%	18%
Minimum pay standards for employees and workers in supply chain	17%	17%	16%	16%	14%	17%	12%	17%	13%	15%	24%	16%	16%	28%	27%
Employee health, safety, and wellbeing	17%	19%	15%	16%	17%	17%	15%	20%	19%	15%	21%	20%	17%	17%	20%
Ethics and rules for new technology	15%	17%	13%	17%	12%	13%	13%	12%	15%	13%	24%	15%	17%	20%	11%
Responsible marketing	13%	13%	12%	14%	13%	9%	14%	12%	9%	15%	22%	12%	12%	12%	18%
Diversity and Inclusion	13%	13%	12%	15%	13%	10%	10%	9%	18%	10%	10%	12%	12%	15%	14%
Ensuring people and businesses pay their taxes	12%	14%	9%	12%	13%	12%	8%	13%	12%	7%	11%	13%	12%	12%	15%
Preventing corruption and bribery	12%	13%	12%	15%	14%	9%	12%	12%	9%	7%	12%	16%	13%	15%	14%
Job creation	12%	13%	11%	15%	10%	6%	8%	10%	11%	12%	14%	15%	12%	18%	15%
None of the above	2%	2%	1%	0%	1%	1%	1%	3%	1%	2%	1%	3%	2%	1%	6%
Don't Know	7%	6%	7%	4%	5%	8%	8%	9%	10%	6%	12%	8%	7%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Use of customer data	9%	12%	8%	11%	9%	9%	6%	8%	8%	11%	7%	10%	6%	4%	10%
Making it easy for outsiders to understand how decisions are made inside the company	8%	11%	8%	9%	7%	5%	5%	6%	8%	9%	6%	10%	7%	11%	8%
Community relations	8%	9%	9%	9%	9%	5%	6%	6%	9%	9%	7%	9%	6%	7%	6%
Countering extremism and terrorism	6%	8%	5%	6%	7%	5%	6%	7%	6%	5%	7%	5%	5%	11%	7%
Responsible water use	59%	44%	47%	58%	59%	66%	75%	61%	63%	46%	62%	57%	70%	72%	52%
Reducing landfill waste	59%	46%	50%	58%	63%	64%	71%	60%	65%	49%	61%	61%	63%	65%	51%
Product packaging and plastics	57%	42%	45%	55%	63%	60%	70%	58%	61%	46%	61%	55%	56%	57%	52%
Responsible sourcing of raw materials	57%	38%	46%	55%	57%	66%	73%	60%	61%	44%	63%	54%	63%	53%	51%
Biodiversity/improving nature	50%	41%	42%	51%	47%	53%	62%	50%	55%	39%	51%	49%	61%	56%	45%
Contributing to efforts to address climate change	46%	40%	37%	44%	46%	49%	60%	44%	53%	36%	46%	49%	55%	28%	40%
Enhancing animal welfare	42%	32%	35%	42%	45%	52%	47%	42%	47%	34%	41%	42%	51%	43%	40%
Knowing where products come from	39%	25%	30%	40%	42%	42%	48%	41%	41%	26%	41%	38%	37%	43%	34%
Nutritional value of food	26%	22%	22%	26%	26%	27%	29%	25%	29%	19%	26%	26%	29%	32%	21%
Human rights	19%	30%	21%	20%	17%	16%	15%	16%	20%	18%	16%	23%	19%	7%	16%
Minimum pay standards for employees and workers in supply chain	17%	16%	15%	15%	19%	18%	16%	16%	18%	15%	16%	18%	18%	14%	14%
Employee health, safety, and wellbeing	17%	21%	14%	17%	15%	17%	21%	20%	17%	14%	18%	18%	18%	16%	13%
Ethics and rules for new technology	15%	17%	17%	16%	14%	15%	12%	12%	17%	15%	13%	17%	15%	19%	14%
Responsible marketing	13%	15%	10%	16%	13%	12%	12%	12%	15%	10%	12%	16%	8%	19%	11%
Diversity and Inclusion	13%	17%	12%	13%	11%	11%	12%	10%	15%	12%	10%	15%	11%	4%	12%
Ensuring people and businesses pay their taxes	12%	11%	10%	11%	13%	10%	13%	12%	11%	11%	12%	12%	12%	19%	8%
Preventing corruption and bribery	12%	13%	11%	13%	12%	10%	14%	12%	13%	11%	12%	14%	11%	15%	11%
Job creation	12%	17%	16%	14%	9%	9%	9%	11%	12%	13%	11%	13%	10%	11%	11%
None of the above	2%	0%	1%	2%	2%	2%	1%	2%	1%	4%	2%	1%	0%	6%	3%
Don't Know	7%	5%	7%	5%	8%	9%	7%	8%	5%	8%	7%	4%	3%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Use of customer data	9%	7%	10%	10%	8%	8%	8%	11%	10%	8%	7%	8%	9%	8%
Making it easy for outsiders to understand how decisions are made inside the company	8%	7%	9%	6%	7%	6%	9%	5%	7%	7%	8%	6%	10%	12%
Community relations	8%	6%	9%	8%	8%	7%	8%	6%	5%	8%	5%	10%	11%	4%
Countering extremism and terrorism	6%	5%	7%	6%	7%	7%	6%	4%	7%	5%	8%	5%	7%	8%
Responsible water use	59%	64%	61%	58%	52%	61%	58%	60%	55%	56%	60%	63%	66%	45%
Reducing landfill waste	59%	61%	61%	58%	56%	60%	61%	54%	54%	59%	63%	65%	57%	49%
Product packaging and plastics	57%	60%	59%	55%	53%	59%	56%	51%	55%	56%	59%	60%	57%	39%
Responsible sourcing of raw materials	57%	63%	59%	52%	53%	60%	54%	57%	52%	58%	57%	61%	56%	64%
Biodiversity/improving nature	50%	53%	56%	44%	46%	51%	50%	53%	44%	50%	50%	54%	55%	46%
Contributing to efforts to address climate change	46%	51%	49%	42%	43%	46%	49%	43%	41%	46%	45%	52%	49%	46%
Enhancing animal welfare	42%	43%	44%	40%	42%	40%	43%	42%	41%	44%	41%	43%	45%	35%
Knowing where products come from	39%	39%	41%	40%	35%	41%	37%	31%	37%	38%	40%	40%	41%	30%
Nutritional value of food	26%	24%	29%	23%	25%	23%	28%	30%	23%	24%	26%	28%	29%	21%
Human rights	19%	17%	24%	17%	20%	17%	24%	13%	17%	21%	18%	19%	22%	16%
Minimum pay standards for employees and workers in supply chain	17%	16%	18%	16%	17%	14%	17%	15%	17%	15%	16%	16%	19%	15%
Employee health, safety, and wellbeing	17%	16%	19%	18%	17%	19%	17%	16%	19%	17%	17%	14%	20%	22%
Ethics and rules for new technology	15%	15%	17%	15%	13%	13%	16%	15%	11%	13%	14%	17%	22%	15%
Responsible marketing	13%	11%	15%	12%	13%	11%	14%	8%	12%	10%	13%	13%	20%	16%
Diversity and Inclusion	13%	13%	15%	12%	10%	11%	14%	13%	10%	13%	13%	12%	18%	11%
Ensuring people and businesses pay their taxes	12%	11%	14%	10%	12%	13%	13%	11%	13%	11%	11%	11%	12%	15%
Preventing corruption and bribery	12%	12%	14%	12%	13%	11%	14%	11%	12%	10%	17%	12%	16%	4%
Job creation	12%	11%	12%	13%	12%	10%	13%	13%	11%	12%	9%	12%	15%	7%
None of the above	2%	1%	1%	2%	2%	2%	1%	0%	2%	1%	2%	1%	0%	7%
Don't Know	7%	4%	6%	8%	10%	6%	5%	4%	11%	8%	4%	4%	2%	7%

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
How much the product costs	76%	73%	79%	66%	72%	77%	83%	79%	72%	78%	83%	80%	78%	77%	82%
Whether the product is of a high quality	65%	68%	63%	63%	69%	68%	68%	61%	59%	64%	64%	68%	65%	70%	58%
The reputation of the brand	44%	44%	44%	43%	46%	41%	43%	47%	39%	43%	49%	41%	45%	49%	48%
What country the product has been made in	34%	32%	36%	36%	36%	36%	37%	30%	30%	30%	31%	31%	34%	39%	30%
Whether the product has been made in an environmentally friendly way	33%	31%	35%	39%	32%	35%	29%	33%	31%	30%	27%	30%	33%	42%	26%
Don't Know	3%	3%	3%	4%	2%	4%	1%	1%	8%	1%	2%	4%	3%	3%	2%
Whether the product has been recommended to me by other people	23%	23%	23%	28%	23%	18%	20%	21%	21%	23%	18%	27%	21%	23%	29%
Whether those who were involved in making the product have been paid well	20%	20%	20%	26%	18%	22%	20%	11%	15%	21%	16%	18%	21%	31%	22%
None of the above	2%	3%	2%	2%	3%	4%	1%	5%	4%	1%	2%	2%	3%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
How much the product costs	76%	67%	68%	76%	77%	83%	82%	77%	77%	69%	76%	75%	80%	78%	77%
Whether the product is of a high quality	65%	57%	60%	64%	63%	67%	77%	68%	67%	56%	71%	61%	73%	62%	60%
The reputation of the brand	44%	49%	44%	43%	39%	40%	47%	42%	46%	37%	42%	47%	43%	38%	39%
What country the product has been made in	34%	23%	30%	30%	33%	36%	45%	37%	34%	29%	39%	30%	42%	44%	25%
Whether the product has been made in an environmentally friendly way	33%	38%	37%	34%	30%	33%	28%	27%	38%	31%	30%	37%	36%	16%	28%
Don't Know	3%	4%	5%	2%	4%	2%	2%	3%	2%	5%	3%	2%	1%	4%	5%
Whether the product has been recommended to me by other people	23%	34%	33%	29%	16%	20%	11%	18%	26%	23%	18%	28%	22%	21%	24%
Whether those who were involved in making the product have been paid well	20%	26%	21%	23%	16%	18%	19%	15%	25%	18%	14%	28%	17%	8%	16%
None of the above	2%	2%	1%	2%	3%	3%	3%	3%	2%	3%	2%	2%	1%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
How much the product costs	76%	74%	78%	75%	76%	74%	77%	65%	78%	75%	81%	76%	68%	76%
Whether the product is of a high quality	65%	74%	67%	62%	57%	75%	60%	70%	58%	65%	71%	70%	68%	77%
The reputation of the brand	44%	44%	45%	45%	41%	47%	47%	38%	42%	43%	48%	47%	41%	42%
What country the product has been made in	34%	39%	33%	32%	30%	40%	30%	35%	32%	30%	33%	38%	36%	40%
Whether the product has been made in an environmentally friendly way	33%	34%	38%	31%	28%	31%	35%	35%	28%	33%	27%	37%	41%	33%
Don't Know	3%	3%	2%	3%	5%	2%	3%	2%	4%	4%	2%	3%	2%	0%
Whether the product has been recommended to me by other people	23%	24%	26%	21%	21%	20%	27%	21%	19%	24%	20%	27%	26%	14%
Whether those who were involved in making the product have been paid well	20%	20%	22%	19%	20%	13%	27%	20%	19%	20%	13%	21%	27%	29%
None of the above	2%	3%	3%	1%	3%	2%	3%	5%	3%	2%	2%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

	1. How much the product costs	2. Whether the product is of a high quality	3. Whether the product has been made in an environmentally friendly way	4. The reputation of the brand	5. What country the product has been made in	6. Whether those who were involved in making the product have been paid well	7. Whether the product has been recommended to me by other people
1-Highest Rank	43%	24%	9%	5%	6%	5%	3%
2	18%	27%	10%	10%	7%	5%	6%
3-Lowest Rank	10%	10%	8%	15%	10%	5%	6%
Not Selected	30%	40%	72%	70%	78%	85%	85%
Mean Rank	1.3	1.7	2.4	2.5	2.6	2.7	2.7
Standard Deviation	1.7	1.5	1	0.8	0.7	0.6	0.5

Note:

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	43%	40%	45%	34%	43%	43%	47%	46%	42%	48%	43%	43%	41%	42%	57%
2	18%	19%	16%	15%	17%	17%	21%	15%	15%	16%	22%	24%	20%	15%	13%
3-Lowest Rank	10%	9%	11%	11%	7%	10%	9%	11%	8%	8%	12%	8%	12%	14%	7%
Not Selected	30%	32%	28%	40%	33%	30%	22%	28%	35%	28%	24%	25%	26%	30%	23%
Mean Rank	1.3	1.3	1.2	1.6	1.3	1.3	1	1.2	1.4	1.2	1.2	1.2	1.2	1.3	1
Standard Deviation	1.7	1.7	1.6	1.7	1.7	1.7	1.5	1.7	1.8	1.7	1.5	1.5	1.5	1.7	1.6

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	43%	38%	41%	46%	50%	48%	35%	43%	43%	46%	41%	42%	40%	35%	49%
2	18%	13%	16%	17%	16%	19%	23%	20%	18%	12%	20%	16%	23%	24%	14%
3-Lowest Rank	10%	8%	7%	9%	7%	9%	16%	10%	11%	5%	10%	11%	12%	7%	8%
Not Selected	30%	41%	35%	29%	26%	24%	26%	28%	28%	37%	30%	31%	26%	34%	29%
Mean Rank	1.3	1.5	1.4	1.2	1	1	1.3	1.2	1.3	1.3	1.3	1.3	1.2	1.4	1.2
Standard Deviation	1.7	1.8	1.8	1.7	1.6	1.5	1.5	1.6	1.6	1.9	1.6	1.7	1.5	1.7	1.7

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	43%	33%	44%	46%	49%	37%	44%	39%	49%	42%	48%	40%	33%	19%
2	18%	23%	16%	16%	14%	20%	17%	12%	16%	18%	18%	19%	17%	41%
3-Lowest Rank	10%	11%	11%	8%	7%	11%	9%	10%	10%	9%	10%	10%	10%	12%
Not Selected	30%	32%	28%	31%	29%	32%	30%	39%	26%	32%	24%	31%	40%	28%
Mean Rank	1.3	1.4	1.2	1.2	1.2	1.4	1.3	1.5	1	1.3	1	1.3	1.6	1.5
Standard Deviation	1.7	1.6	1.6	1.7	1.7	1.6	1.7	1.8	1.6	1.7	1.5	1.6	1.7	1.2

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	9%	8%	10%	12%	8%	9%	10%	5%	13%	11%	4%	7%	6%	12%	5%
2	10%	10%	11%	12%	8%	11%	10%	15%	8%	10%	14%	9%	11%	11%	9%
3-Lowest Rank	8%	8%	9%	10%	9%	9%	5%	9%	6%	6%	8%	9%	9%	12%	7%
Not Selected	72%	74%	71%	66%	75%	71%	75%	72%	73%	73%	74%	75%	74%	65%	79%
Mean Rank	2.4	2.5	2.4	2.3	2.5	2.4	2.4	2.5	2.4	2.4	2.5	2.5	2.5	2.3	2.6
Standard Deviation	1	0.9	1	1.2	0.9	1	1	0.8	1.2	1	0.8	0.9	0.8	1.2	0.7

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	9%	10%	10%	10%	8%	9%	8%	7%	9%	11%	9%	9%	8%	8%	9%
2	10%	13%	14%	10%	9%	12%	5%	8%	13%	8%	8%	14%	11%	0%	8%
3-Lowest Rank	8%	11%	9%	8%	8%	8%	8%	7%	10%	9%	7%	10%	14%	8%	6%
Not Selected	72%	67%	67%	72%	76%	71%	79%	78%	69%	72%	76%	67%	67%	84%	76%
Mean Rank	2.4	2.3	2.3	2.4	2.5	2.4	2.6	2.5	2.4	2.4	2.5	2.3	2.4	2.7	2.5
Standard Deviation	1	1	1	1	0.9	1	0.8	0.9	1	1	0.9	1	0.9	0.7	1

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	9%	10%	10%	8%	9%	9%	10%	9%	7%	10%	7%	10%	13%	4%
2	10%	10%	12%	12%	8%	10%	12%	10%	10%	9%	10%	10%	13%	11%
3-Lowest Rank	8%	10%	9%	6%	8%	7%	8%	12%	7%	9%	4%	10%	11%	11%
Not Selected	72%	71%	69%	74%	76%	75%	70%	69%	76%	72%	80%	70%	63%	74%
Mean Rank	2.4	2.4	2.4	2.5	2.5	2.5	2.4	2.4	2.5	2.4	2.6	2.4	2.2	2.5
Standard Deviation	1	1	1	1	0.9	1	1	1	0.9	1	0.8	1	1.2	0.7

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	24%	28%	20%	23%	26%	25%	22%	23%	17%	22%	28%	30%	26%	22%	17%
2	27%	27%	27%	27%	29%	28%	29%	26%	24%	27%	21%	26%	26%	27%	29%
3-Lowest Rank	10%	8%	10%	10%	10%	10%	11%	9%	12%	10%	11%	7%	7%	13%	0%
Not Selected	40%	37%	43%	40%	35%	37%	38%	41%	47%	41%	41%	37%	42%	39%	54%
Mean Rank	1.7	1.6	1.8	1.7	1.5	1.6	1.7	1.7	1.9	1.7	1.6	1.5	1.6	1.7	1.9
Standard Deviation	1.5	1.5	1.4	1.5	1.5	1.5	1.4	1.5	1.4	1.5	1.6	1.6	1.6	1.4	1.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	24%	17%	21%	21%	21%	25%	34%	27%	24%	18%	30%	20%	28%	17%	21%
2	27%	23%	26%	29%	30%	24%	27%	29%	26%	23%	28%	23%	27%	21%	27%
3-Lowest Rank	10%	11%	10%	10%	8%	9%	10%	10%	9%	11%	10%	11%	11%	14%	7%
Not Selected	40%	49%	43%	40%	41%	42%	29%	35%	41%	48%	32%	46%	34%	47%	45%
Mean Rank	1.7	1.9	1.7	1.7	1.7	1.7	1.3	1.5	1.7	1.9	1.4	1.8	1.5	1.9	1.8
Standard Deviation	1.5	1.4	1.5	1.4	1.5	1.6	1.5	1.5	1.5	1.4	1.5	1.5	1.5	1.4	1.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	24%	34%	22%	21%	17%	32%	20%	21%	18%	24%	26%	26%	30%	45%
2	27%	26%	29%	28%	25%	28%	25%	30%	25%	28%	33%	28%	25%	14%
3-Lowest Rank	10%	10%	10%	8%	10%	11%	9%	13%	9%	9%	7%	13%	8%	4%
Not Selected	40%	31%	39%	43%	49%	28%	46%	35%	48%	40%	35%	34%	38%	37%
Mean Rank	1.7	1.4	1.7	1.7	1.9	1.4	1.8	1.6	1.9	1.6	1.5	1.5	1.5	1.3
Standard Deviation	1.5	1.5	1.5	1.5	1.4	1.4	1.5	1.4	1.4	1.5	1.5	1.4	1.6	1.9

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	6%	5%	6%	7%	5%	6%	5%	5%	4%	6%	6%	5%	4%	8%	3%
2	7%	6%	7%	7%	9%	8%	7%	6%	5%	8%	6%	4%	8%	5%	9%
3-Lowest Rank	10%	9%	11%	10%	11%	9%	16%	8%	10%	7%	10%	10%	10%	5%	5%
Not Selected	78%	79%	76%	75%	75%	77%	72%	80%	81%	78%	78%	80%	77%	81%	83%
Mean Rank	2.6	2.6	2.6	2.5	2.6	2.6	2.6	2.6	2.7	2.6	2.6	2.7	2.6	2.6	2.7
Standard Deviation	0.7	0.7	0.8	0.8	0.8	0.8	0.7	0.7	0.6	0.8	0.7	0.6	0.7	0.9	0.6

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	6%	4%	7%	5%	4%	4%	9%	8%	4%	5%	7%	6%	7%	19%	3%
2	7%	4%	5%	4%	7%	9%	11%	8%	7%	7%	9%	5%	7%	15%	5%
3-Lowest Rank	10%	8%	8%	9%	12%	10%	12%	11%	9%	8%	12%	8%	13%	0%	8%
Not Selected	78%	83%	80%	83%	77%	77%	69%	73%	79%	80%	72%	81%	74%	67%	84%
Mean Rank	2.6	2.7	2.6	2.7	2.6	2.6	2.4	2.5	2.6	2.6	2.5	2.6	2.5	2	2.7
Standard Deviation	0.7	0.6	0.7	0.6	0.6	0.7	1	0.9	0.6	0.7	0.9	0.7	0.8	1.6	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	6%	7%	5%	5%	6%	8%	4%	10%	6%	5%	5%	5%	6%	14%
2	7%	8%	5%	7%	8%	8%	6%	5%	7%	6%	5%	7%	8%	7%
3-Lowest Rank	10%	11%	11%	11%	7%	12%	10%	9%	9%	10%	11%	10%	11%	15%
Not Selected	78%	74%	79%	77%	80%	72%	81%	77%	77%	79%	80%	78%	74%	64%
Mean Rank	2.6	2.5	2.6	2.6	2.6	2.5	2.7	2.5	2.6	2.6	2.7	2.6	2.5	2.3
Standard Deviation	0.7	0.8	0.6	0.7	0.8	0.9	0.6	0.9	0.8	0.6	0.6	0.7	0.8	1.2

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	5%	5%	5%	7%	5%	3%	4%	4%	2%	5%	5%	3%	7%	8%	7%
2	5%	5%	5%	7%	4%	6%	5%	4%	7%	6%	0%	4%	3%	8%	7%
3-Lowest Rank	5%	5%	5%	7%	5%	6%	5%	1%	3%	6%	4%	6%	6%	6%	2%
Not Selected	85%	85%	85%	79%	85%	86%	87%	91%	88%	83%	91%	87%	85%	78%	83%
Mean Rank	2.7	2.7	2.7	2.6	2.7	2.7	2.7	2.8	2.8	2.7	2.8	2.8	2.7	2.5	2.6
Standard Deviation	0.6	0.6	0.6	0.8	0.6	0.5	0.5	0.5	0.4	0.6	0.4	0.4	0.7	0.9	0.8

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	5%	9%	5%	6%	3%	4%	3%	3%	6%	6%	2%	7%	5%	0%	4%
2	5%	6%	6%	5%	5%	4%	6%	4%	6%	5%	3%	9%	7%	5%	5%
3-Lowest Rank	5%	6%	5%	6%	4%	4%	5%	5%	6%	3%	4%	6%	2%	4%	5%
Not Selected	85%	79%	84%	84%	89%	88%	86%	89%	82%	86%	90%	78%	86%	92%	87%
Mean Rank	2.7	2.5	2.7	2.7	2.8	2.8	2.7	2.8	2.6	2.7	2.8	2.6	2.7	2.9	2.7
Standard Deviation	0.6	0.9	0.6	0.6	0.4	0.5	0.5	0.4	0.7	0.7	0.4	0.8	0.6	0.2	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	5%	3%	5%	6%	5%	3%	7%	7%	4%	6%	3%	5%	5%	11%
2	5%	5%	5%	4%	6%	3%	7%	7%	6%	3%	2%	7%	7%	7%
3-Lowest Rank	5%	6%	4%	5%	6%	4%	7%	3%	6%	5%	5%	4%	8%	7%
Not Selected	85%	86%	86%	85%	83%	90%	79%	83%	85%	85%	91%	85%	80%	75%
Mean Rank	2.7	2.7	2.7	2.7	2.7	2.8	2.6	2.6	2.7	2.7	2.8	2.7	2.6	2.5
Standard Deviation	0.6	0.5	0.6	0.6	0.6	0.4	0.8	0.8	0.6	0.7	0.3	0.6	0.6	1

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	3%	3%	3%	3%	3%	4%	4%	4%	3%	2%	3%	3%	4%	2%	4%
2	6%	6%	7%	9%	6%	2%	4%	9%	7%	5%	5%	8%	6%	7%	2%
3-Lowest Rank	6%	6%	5%	8%	5%	7%	6%	4%	5%	7%	1%	6%	2%	5%	13%
Not Selected	85%	85%	85%	81%	87%	87%	85%	83%	85%	86%	91%	82%	88%	86%	81%
Mean Rank	2.7	2.7	2.7	2.7	2.8	2.8	2.7	2.7	2.7	2.8	2.8	2.7	2.7	2.7	2.7
Standard Deviation	0.5	0.5	0.5	0.6	0.5	0.5	0.6	0.6	0.5	0.4	0.4	0.6	0.5	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	3%	7%	5%	4%	2%	2%	0%	2%	4%	3%	2%	5%	4%	3%	2%
2	6%	11%	9%	7%	5%	3%	3%	4%	7%	9%	5%	8%	5%	11%	7%
3-Lowest Rank	6%	5%	9%	9%	4%	6%	2%	5%	6%	5%	5%	6%	6%	0%	6%
Not Selected	85%	77%	77%	80%	89%	89%	95%	89%	83%	83%	88%	82%	84%	86%	84%
Mean Rank	2.7	2.5	2.6	2.7	2.8	2.8	2.9	2.8	2.7	2.7	2.8	2.6	2.7	2.7	2.7
Standard Deviation	0.5	0.9	0.7	0.6	0.4	0.3	0.2	0.4	0.6	0.6	0.4	0.7	0.6	0.7	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	3%	2%	4%	4%	3%	2%	4%	4%	4%	2%	3%	3%	4%	0%
2	6%	7%	8%	5%	4%	6%	7%	10%	4%	7%	5%	8%	9%	4%
3-Lowest Rank	6%	6%	4%	5%	7%	5%	6%	2%	5%	7%	4%	5%	7%	3%
Not Selected	85%	84%	84%	85%	86%	87%	83%	84%	87%	84%	88%	84%	81%	93%
Mean Rank	2.7	2.7	2.7	2.7	2.8	2.8	2.7	2.7	2.7	2.7	2.8	2.7	2.6	2.9
Standard Deviation	0.5	0.5	0.6	0.5	0.4	0.4	0.6	0.7	0.5	0.5	0.5	0.6	0.6	0.2

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1-Highest Rank	5%	6%	5%	8%	5%	2%	6%	9%	6%	4%	7%	3%	5%	4%	2%
2	10%	10%	11%	10%	12%	10%	8%	10%	10%	12%	14%	7%	10%	15%	7%
3-Lowest Rank	15%	17%	13%	14%	16%	13%	13%	16%	13%	20%	12%	16%	15%	12%	23%
Not Selected	70%	68%	71%	69%	67%	75%	72%	65%	70%	65%	68%	74%	70%	69%	68%
Mean Rank	2.5	2.5	2.5	2.4	2.4	2.6	2.5	2.4	2.5	2.5	2.4	2.6	2.5	2.5	2.6
Standard Deviation	0.8	0.8	0.8	0.9	0.8	0.6	0.8	1	0.8	0.7	0.9	0.6	0.8	0.8	0.5

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1-Highest Rank	5%	8%	6%	5%	5%	3%	4%	5%	6%	3%	5%	6%	5%	10%	3%
2	10%	11%	11%	12%	8%	9%	11%	10%	10%	12%	11%	11%	11%	0%	12%
3-Lowest Rank	15%	15%	18%	13%	15%	14%	15%	15%	14%	15%	14%	15%	13%	10%	16%
Not Selected	70%	66%	65%	70%	73%	74%	70%	70%	70%	71%	70%	68%	71%	79%	69%
Mean Rank	2.5	2.4	2.4	2.5	2.6	2.6	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.6	2.5
Standard Deviation	0.8	1	0.8	0.8	0.7	0.6	0.7	0.7	0.8	0.7	0.7	0.8	0.8	0.9	0.7

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1-Highest Rank	5%	6%	5%	7%	4%	6%	6%	4%	4%	6%	5%	6%	5%	7%
2	10%	9%	10%	10%	12%	12%	9%	11%	12%	10%	10%	9%	11%	4%
3-Lowest Rank	15%	16%	15%	17%	12%	15%	17%	15%	14%	12%	20%	18%	11%	19%
Not Selected	70%	69%	70%	67%	73%	67%	68%	70%	70%	72%	65%	66%	73%	70%
Mean Rank	2.5	2.5	2.5	2.4	2.5	2.4	2.5	2.5	2.5	2.5	2.5	2.4	2.5	2.5
Standard Deviation	0.8	0.8	0.8	0.9	0.7	0.8	0.8	0.7	0.8	0.8	0.7	0.8	0.8	0.8

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A soft drink	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A t-shirt	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	656	297	357	96	96	54	60	56	56	49	22	80	45	28	14
Weighted	657	309	346	95	92	51	61	54	56	49	22	79	52	29	18
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £0.50 more	65%	60%	70%	63%	60%	78%	66%	67%	62%	67%	69%	65%	70%	72%	45%
I would choose the t-shirt which costs what I would normally spend	29%	32%	26%	31%	34%	20%	28%	28%	27%	28%	26%	29%	24%	28%	48%
Don't Know	6%	7%	5%	6%	6%	2%	6%	5%	11%	5%	5%	6%	7%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	656	92	111	116	102	95	140	242	259	93	247	172	39	8	100
Weighted	657	101	120	114	104	86	132	236	262	94	240	176	37	7	101
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £0.50 more	65%	72%	69%	61%	65%	56%	68%	61%	71%	57%	62%	74%	67%	65%	55%
I would choose the t-shirt which costs what I would normally spend	29%	22%	25%	33%	29%	37%	28%	32%	26%	37%	32%	22%	33%	35%	37%
Don't Know	6%	6%	5%	6%	6%	8%	5%	7%	3%	7%	6%	4%	0%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	656	180	152	159	162	155	222	42	0	0	76	175	63	9
Weighted	657	179	170	156	149	151	227	41	0	0	74	183	63	9
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £0.50 more	65%	70%	70%	62%	57%	64%	70%	61%	66%	64%	52%	73%	68%	48%
I would choose the t-shirt which costs what I would normally spend	29%	26%	27%	31%	34%	33%	25%	37%	27%	29%	45%	21%	32%	42%
Don't Know	6%	4%	3%	7%	10%	3%	5%	2%	7%	7%	3%	6%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	687	344	341	101	88	67	68	46	64	51	28	70	58	27	19
Weighted	695	361	332	102	83	63	70	45	64	51	28	69	66	29	25
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £1 more	61%	59%	64%	67%	51%	73%	67%	60%	55%	54%	61%	50%	78%	52%	53%
I would choose the t-shirt which costs what I would normally spend	33%	36%	30%	29%	43%	23%	31%	34%	38%	40%	28%	43%	18%	40%	36%
Don't Know	5%	5%	6%	4%	7%	4%	1%	6%	6%	6%	11%	7%	4%	7%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	687	87	126	110	111	103	150	262	273	93	255	193	45	8	93
Weighted	695	96	140	109	114	93	142	254	279	96	248	198	45	8	96
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £1 more	61%	64%	60%	61%	58%	60%	63%	55%	67%	60%	55%	64%	76%	40%	61%
I would choose the t-shirt which costs what I would normally spend	33%	29%	37%	34%	35%	36%	29%	37%	29%	37%	38%	31%	20%	60%	34%
Don't Know	5%	7%	3%	5%	7%	4%	8%	8%	4%	4%	6%	5%	4%	0%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	687	202	153	148	183	164	230	54	0	0	77	187	74	8
Weighted	695	204	174	146	169	161	235	54	0	0	77	197	76	8
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £1 more	61%	64%	68%	57%	54%	58%	65%	66%	62%	57%	56%	68%	58%	76%
I would choose the t-shirt which costs what I would normally spend	33%	33%	26%	37%	38%	37%	31%	31%	33%	33%	42%	27%	41%	24%
Don't Know	5%	3%	6%	5%	8%	5%	4%	4%	5%	9%	3%	5%	1%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	676	325	349	101	90	67	62	46	55	51	25	83	48	29	19
Weighted	678	336	340	99	87	62	65	44	55	51	26	81	53	30	26
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £2.50 more	45%	41%	49%	53%	34%	58%	40%	42%	45%	54%	47%	39%	47%	41%	34%
I would choose the t-shirt which costs what I would normally spend	47%	51%	42%	39%	52%	26%	54%	51%	51%	46%	49%	52%	43%	48%	66%
Don't Know	8%	8%	9%	8%	14%	16%	6%	7%	4%	0%	4%	10%	10%	11%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	676	85	91	130	123	101	146	257	289	82	234	195	56	11	93
Weighted	678	92	100	131	128	92	136	253	292	83	227	199	54	10	93
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £2.50 more	45%	56%	48%	47%	39%	48%	37%	39%	53%	32%	39%	50%	60%	27%	38%
I would choose the t-shirt which costs what I would normally spend	47%	39%	46%	47%	50%	42%	52%	52%	40%	56%	51%	42%	31%	63%	54%
Don't Know	8%	6%	6%	6%	11%	10%	11%	9%	7%	11%	10%	8%	8%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	676	187	185	138	165	164	238	54	0	0	79	163	75	10
Weighted	678	184	205	136	152	161	243	53	0	0	79	169	76	9
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £2.50 more	45%	44%	50%	39%	45%	41%	50%	54%	42%	46%	39%	50%	50%	41%
I would choose the t-shirt which costs what I would normally spend	47%	49%	44%	49%	45%	50%	44%	36%	47%	48%	54%	44%	42%	48%
Don't Know	8%	7%	6%	12%	9%	8%	7%	10%	11%	6%	7%	6%	8%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	680	331	347	104	89	59	49	48	65	58	26	75	59	34	14
Weighted	676	340	334	101	85	54	49	47	65	57	26	72	67	35	19
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £5 more	38%	37%	38%	51%	29%	32%	25%	29%	47%	44%	39%	29%	37%	40%	50%
I would choose the t-shirt which costs what I would normally spend	54%	54%	54%	38%	62%	56%	65%	62%	45%	53%	47%	61%	58%	54%	42%
Don't Know	9%	10%	8%	11%	10%	12%	10%	8%	8%	3%	15%	10%	5%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	680	94	106	117	105	116	142	259	266	104	243	185	50	10	99
Weighted	676	101	116	117	108	103	131	251	267	105	236	184	49	9	100
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £5 more	38%	56%	47%	42%	23%	34%	26%	29%	41%	42%	30%	56%	27%	21%	24%
I would choose the t-shirt which costs what I would normally spend	54%	37%	51%	54%	62%	53%	62%	65%	49%	46%	63%	38%	50%	69%	64%
Don't Know	9%	6%	2%	4%	15%	13%	12%	6%	11%	12%	7%	7%	23%	10%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	680	188	137	161	189	161	237	46	0	0	75	180	71	9
Weighted	676	184	154	158	176	157	240	44	0	0	75	184	71	9
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £5 more	38%	38%	40%	38%	35%	30%	45%	37%	26%	35%	36%	49%	45%	44%
I would choose the t-shirt which costs what I would normally spend	54%	54%	51%	54%	55%	62%	48%	50%	65%	56%	55%	45%	48%	35%
Don't Know	9%	8%	9%	8%	10%	8%	7%	13%	10%	9%	9%	6%	7%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	634	291	342	91	89	53	57	45	62	49	27	74	40	32	15
Weighted	629	297	331	90	83	49	58	42	61	49	28	72	45	33	20
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £10 more	22%	21%	24%	39%	21%	19%	27%	19%	13%	20%	16%	26%	20%	13%	8%
I would choose the t-shirt which costs what I would normally spend	69%	70%	67%	54%	73%	68%	65%	73%	73%	69%	73%	64%	70%	83%	85%
Don't Know	9%	9%	9%	7%	6%	14%	8%	9%	14%	10%	11%	11%	11%	3%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	634	72	95	104	113	104	146	249	254	96	229	172	49	6	90
Weighted	629	77	101	104	117	94	137	242	255	98	222	172	46	5	91
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £10 more	22%	40%	31%	27%	16%	18%	12%	13%	27%	25%	17%	31%	22%	18%	18%
I would choose the t-shirt which costs what I would normally spend	69%	51%	59%	64%	78%	75%	75%	79%	63%	63%	76%	56%	72%	82%	71%
Don't Know	9%	9%	10%	9%	6%	7%	13%	7%	10%	12%	7%	13%	6%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	634	156	150	147	179	150	219	45	0	0	89	142	61	7
Weighted	629	153	165	145	164	145	219	44	0	0	88	148	59	7
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £10 more	22%	27%	21%	22%	20%	18%	27%	23%	14%	25%	21%	19%	47%	44%
I would choose the t-shirt which costs what I would normally spend	69%	65%	68%	70%	71%	75%	62%	70%	79%	66%	73%	68%	44%	40%
Don't Know	9%	7%	12%	7%	10%	7%	10%	7%	7%	10%	6%	12%	9%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	701	338	362	79	100	50	60	53	62	68	32	74	70	44	9
Weighted	699	346	352	79	95	44	61	50	63	66	32	71	80	45	12
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £25 more	11%	11%	12%	21%	12%	14%	4%	10%	7%	7%	3%	12%	6%	20%	36%
I would choose the t-shirt which costs what I would normally spend	79%	80%	78%	69%	80%	75%	88%	83%	89%	75%	85%	76%	85%	71%	53%
Don't Know	10%	9%	10%	10%	8%	11%	8%	8%	5%	18%	13%	11%	9%	9%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	701	86	103	115	114	107	176	281	273	102	262	187	55	13	95
Weighted	699	93	113	114	117	95	167	275	274	103	254	190	54	12	95
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £25 more	11%	23%	21%	10%	6%	4%	7%	8%	12%	12%	9%	18%	12%	0%	7%
I would choose the t-shirt which costs what I would normally spend	79%	68%	70%	80%	80%	85%	87%	85%	76%	80%	84%	72%	68%	100%	84%
Don't Know	10%	9%	9%	10%	13%	12%	7%	7%	12%	8%	7%	10%	20%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Social Grade				Voting Intention			Education						
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	701	183	159	145	210	168	232	49	0	0	84	169	76	11
Weighted	699	180	176	144	195	162	236	49	0	0	82	173	77	10
I would choose the t-shirt from the company which ensures its workers are paid a fair wage, and spend £25 more	11%	10%	12%	14%	10%	12%	14%	18%	6%	12%	14%	14%	15%	0%
I would choose the t-shirt which costs what I would normally spend	79%	81%	80%	76%	78%	82%	75%	76%	84%	79%	79%	75%	77%	100%
Don't Know	10%	9%	8%	11%	12%	7%	11%	6%	10%	9%	7%	11%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	307	346	110	79	48	54	42	67	46	29	90	45	30	15
Weighted	660	321	337	109	75	46	56	41	68	45	29	88	51	32	20
I would choose the t-shirt from the company which has half the emissions, and spend £0.50 more	62%	58%	65%	66%	53%	72%	71%	61%	60%	50%	62%	57%	70%	56%	74%
I would choose the t-shirt which costs what I would normally spend	32%	37%	28%	29%	42%	18%	23%	33%	34%	43%	31%	36%	26%	41%	26%
Don't Know	6%	5%	6%	5%	5%	10%	5%	5%	6%	7%	7%	7%	4%	3%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	655	92	111	125	101	93	133	237	267	98	238	189	41	12	87
Weighted	660	100	122	124	103	85	126	234	272	99	235	194	40	11	88
I would choose the t-shirt from the company which has half the emissions, and spend £0.50 more	62%	66%	64%	65%	62%	54%	59%	60%	66%	53%	61%	69%	62%	17%	51%
I would choose the t-shirt which costs what I would normally spend	32%	27%	33%	28%	33%	41%	34%	35%	30%	42%	34%	26%	31%	83%	42%
Don't Know	6%	7%	3%	6%	5%	6%	7%	5%	5%	5%	6%	5%	7%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	655	172	166	143	172	152	230	47	0	0	67	162	74	8
Weighted	660	173	185	142	158	149	235	48	0	0	67	172	74	8
I would choose the t-shirt from the company which has half the emissions, and spend £0.50 more	62%	66%	64%	58%	59%	60%	72%	57%	59%	66%	54%	63%	67%	62%
I would choose the t-shirt which costs what I would normally spend	32%	28%	31%	35%	36%	34%	25%	34%	35%	28%	43%	30%	28%	27%
Don't Know	6%	6%	5%	7%	5%	6%	3%	8%	6%	6%	3%	6%	6%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	652	329	322	89	95	58	60	54	54	54	25	67	53	30	13
Weighted	648	337	309	88	89	53	61	52	54	52	25	65	60	31	17
I would choose the t-shirt from the company which has half the emissions, and spend £1 more	55%	52%	58%	55%	50%	58%	44%	60%	49%	65%	72%	59%	62%	51%	39%
I would choose the t-shirt which costs what I would normally spend	38%	41%	34%	38%	41%	38%	49%	29%	36%	35%	28%	33%	34%	45%	61%
Don't Know	7%	6%	7%	7%	10%	3%	8%	11%	15%	0%	0%	9%	4%	4%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	652	88	106	104	102	106	146	257	257	84	233	181	55	5	95
Weighted	648	93	115	104	105	95	136	246	260	86	222	183	53	5	95
I would choose the t-shirt from the company which has half the emissions, and spend £1 more	55%	61%	53%	59%	52%	52%	55%	50%	62%	44%	53%	59%	63%	63%	48%
I would choose the t-shirt which costs what I would normally spend	38%	35%	37%	32%	43%	43%	37%	42%	33%	47%	40%	34%	30%	37%	46%
Don't Know	7%	3%	10%	9%	5%	6%	7%	9%	5%	9%	7%	7%	7%	0%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	652	178	138	142	191	151	228	48	0	0	84	168	62	7
Weighted	648	177	153	138	177	145	231	46	0	0	82	172	63	7
I would choose the t-shirt from the company which has half the emissions, and spend £1 more	55%	58%	55%	51%	56%	54%	59%	55%	51%	54%	58%	61%	57%	42%
I would choose the t-shirt which costs what I would normally spend	38%	37%	37%	44%	35%	39%	35%	37%	43%	41%	36%	33%	33%	58%
Don't Know	7%	6%	7%	6%	9%	7%	6%	8%	6%	5%	6%	6%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	621	303	316	93	83	54	52	47	55	55	20	70	48	29	15
Weighted	626	316	308	93	80	50	54	45	55	55	21	68	56	30	20
I would choose the t-shirt from the company which has half the emissions, and spend £2.50 more	45%	46%	44%	50%	38%	46%	44%	53%	43%	48%	36%	40%	51%	42%	42%
I would choose the t-shirt which costs what I would normally spend	44%	44%	45%	41%	48%	43%	48%	41%	46%	43%	60%	43%	41%	42%	51%
Don't Know	11%	10%	11%	9%	14%	11%	7%	6%	11%	9%	4%	17%	8%	17%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	621	85	101	113	103	84	135	237	249	88	217	166	41	7	97
Weighted	626	92	111	114	106	76	127	233	254	89	212	169	40	6	98
I would choose the t-shirt from the company which has half the emissions, and spend £2.50 more	45%	53%	55%	48%	38%	39%	37%	37%	55%	39%	39%	53%	49%	30%	36%
I would choose the t-shirt which costs what I would normally spend	44%	36%	42%	47%	45%	50%	46%	52%	37%	49%	50%	40%	29%	56%	52%
Don't Know	11%	10%	3%	6%	16%	11%	17%	11%	8%	12%	11%	7%	22%	14%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	621	176	147	136	158	140	215	44	0	0	66	164	63	6
Weighted	626	177	164	133	147	137	221	43	0	0	66	171	65	6
I would choose the t-shirt from the company which has half the emissions, and spend £2.50 more	45%	47%	51%	38%	42%	38%	51%	48%	43%	45%	38%	50%	48%	17%
I would choose the t-shirt which costs what I would normally spend	44%	42%	42%	51%	44%	53%	42%	33%	42%	45%	57%	41%	44%	68%
Don't Know	11%	11%	7%	11%	14%	9%	7%	18%	15%	10%	5%	9%	8%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	627	292	333	81	81	53	55	47	56	56	35	74	44	32	13
Weighted	628	303	323	81	78	49	56	45	56	55	35	73	50	33	17
I would choose the t-shirt from the company which has half the emissions, and spend £5 more	31%	28%	33%	43%	27%	47%	32%	23%	35%	39%	22%	27%	21%	21%	15%
I would choose the t-shirt which costs what I would normally spend	60%	63%	58%	52%	66%	40%	54%	68%	59%	58%	70%	60%	67%	73%	85%
Don't Know	9%	9%	9%	5%	7%	13%	15%	9%	7%	4%	8%	13%	12%	7%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	627	90	115	105	100	85	132	250	230	90	217	181	42	11	94
Weighted	628	97	124	104	103	76	124	246	232	90	212	184	41	10	94
I would choose the t-shirt from the company which has half the emissions, and spend £5 more	31%	43%	33%	35%	27%	24%	23%	23%	38%	26%	24%	42%	38%	0%	28%
I would choose the t-shirt which costs what I would normally spend	60%	51%	64%	53%	61%	65%	68%	70%	52%	65%	67%	50%	50%	91%	67%
Don't Know	9%	6%	4%	12%	12%	11%	9%	7%	10%	9%	9%	8%	12%	9%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	627	162	144	158	160	146	224	42	0	0	82	155	66	10
Weighted	628	160	161	156	147	143	226	42	0	0	80	160	67	10
I would choose the t-shirt from the company which has half the emissions, and spend £5 more	31%	33%	35%	25%	30%	26%	39%	32%	25%	28%	26%	39%	41%	32%
I would choose the t-shirt which costs what I would normally spend	60%	58%	54%	67%	62%	65%	53%	64%	63%	66%	62%	54%	54%	47%
Don't Know	9%	9%	11%	8%	8%	10%	7%	4%	12%	6%	12%	8%	5%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	606	272	332	71	78	52	53	49	58	54	24	66	58	32	11
Weighted	606	280	324	70	74	48	54	46	56	54	25	64	65	33	16
I would choose the t-shirt from the company which has half the emissions, and spend £10 more	17%	16%	19%	31%	11%	19%	8%	18%	11%	17%	13%	13%	17%	27%	37%
I would choose the t-shirt which costs what I would normally spend	72%	75%	69%	61%	78%	67%	83%	74%	80%	67%	75%	74%	75%	70%	43%
Don't Know	11%	9%	12%	8%	11%	14%	10%	8%	9%	16%	12%	14%	9%	3%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	606	62	89	103	111	96	145	224	257	90	224	167	41	9	86
Weighted	606	68	97	103	113	86	139	219	257	93	217	168	40	8	89
I would choose the t-shirt from the company which has half the emissions, and spend £10 more	17%	33%	23%	20%	14%	10%	10%	13%	17%	23%	14%	18%	30%	0%	12%
I would choose the t-shirt which costs what I would normally spend	72%	59%	71%	68%	76%	79%	75%	81%	69%	64%	76%	68%	63%	100%	79%
Don't Know	11%	8%	6%	12%	10%	11%	15%	6%	14%	13%	9%	14%	7%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	606	151	149	134	169	147	214	37	0	0	70	152	61	10
Weighted	606	148	166	132	156	145	216	37	0	0	69	160	61	9
I would choose the t-shirt from the company which has half the emissions, and spend £10 more	17%	17%	18%	13%	20%	15%	16%	37%	12%	14%	13%	21%	32%	19%
I would choose the t-shirt which costs what I would normally spend	72%	70%	70%	81%	69%	74%	74%	58%	80%	71%	82%	64%	62%	81%
Don't Know	11%	13%	12%	6%	11%	10%	10%	5%	8%	15%	5%	15%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	667	313	353	90	104	59	66	45	62	45	21	71	58	29	17
Weighted	669	326	342	89	100	53	68	42	64	45	21	69	66	30	22
I would choose the t-shirt from the company which has half the emissions, and spend £25 more	11%	13%	8%	19%	16%	4%	7%	7%	11%	6%	5%	13%	8%	4%	6%
I would choose the t-shirt which costs what I would normally spend	81%	79%	82%	74%	80%	81%	86%	78%	78%	81%	75%	81%	81%	93%	89%
Don't Know	9%	8%	10%	6%	4%	15%	7%	15%	11%	13%	19%	7%	10%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	667	99	102	112	109	100	145	251	266	100	241	178	54	8	87
Weighted	669	109	110	111	114	91	134	244	269	102	235	180	52	8	89
I would choose the t-shirt from the company which has half the emissions, and spend £25 more	11%	26%	12%	13%	3%	7%	4%	8%	10%	14%	10%	11%	13%	0%	7%
I would choose the t-shirt which costs what I would normally spend	81%	71%	79%	79%	92%	81%	81%	83%	81%	78%	82%	81%	73%	100%	80%
Don't Know	9%	4%	9%	8%	5%	12%	14%	9%	9%	8%	8%	8%	14%	0%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	667	165	152	161	188	156	225	50	0	0	87	161	66	11
Weighted	669	163	170	160	175	152	229	50	0	0	86	169	66	10
I would choose the t-shirt from the company which has half the emissions, and spend £25 more	11%	13%	12%	10%	7%	12%	13%	22%	6%	16%	5%	11%	17%	0%
I would choose the t-shirt which costs what I would normally spend	81%	78%	81%	80%	83%	81%	79%	76%	87%	78%	85%	79%	73%	100%
Don't Know	9%	9%	7%	10%	10%	6%	8%	2%	7%	6%	10%	10%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	635	288	345	88	89	52	61	52	61	46	21	68	44	38	15
Weighted	633	297	334	88	85	48	62	50	61	46	21	66	50	39	20
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £0.50 more	58%	55%	61%	57%	47%	65%	61%	64%	52%	69%	54%	51%	73%	57%	60%
I would choose the t-shirt which costs what I would normally spend	36%	40%	33%	40%	45%	28%	36%	30%	41%	29%	41%	39%	18%	43%	34%
Don't Know	6%	5%	6%	2%	8%	7%	3%	6%	7%	2%	4%	10%	9%	0%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	635	93	102	111	97	97	135	244	235	103	233	165	41	5	102
Weighted	633	100	110	110	99	87	127	238	236	105	226	167	40	5	102
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £0.50 more	58%	57%	52%	62%	60%	53%	64%	52%	66%	53%	58%	66%	66%	81%	47%
I would choose the t-shirt which costs what I would normally spend	36%	34%	46%	35%	35%	40%	29%	41%	32%	40%	37%	30%	27%	19%	45%
Don't Know	6%	9%	2%	4%	5%	7%	7%	6%	2%	7%	5%	4%	7%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	635	160	138	155	178	152	212	38	0	0	72	160	52	7
Weighted	633	159	154	153	164	148	215	38	0	0	70	166	52	6
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £0.50 more	58%	66%	54%	59%	55%	58%	64%	50%	57%	53%	59%	65%	57%	53%
I would choose the t-shirt which costs what I would normally spend	36%	28%	43%	36%	37%	38%	32%	46%	37%	41%	38%	29%	43%	32%
Don't Know	6%	6%	3%	5%	8%	4%	3%	5%	5%	6%	2%	6%	0%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	636	299	334	86	74	53	58	41	59	51	25	90	57	32	10
Weighted	640	310	328	86	70	49	59	40	59	50	25	88	66	35	14
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £1 more	53%	52%	53%	50%	60%	58%	55%	59%	55%	44%	68%	46%	58%	50%	31%
I would choose the t-shirt which costs what I would normally spend	39%	39%	40%	42%	36%	35%	38%	37%	43%	43%	28%	41%	32%	40%	69%
Don't Know	8%	9%	7%	8%	5%	7%	7%	5%	2%	13%	4%	13%	10%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	636	78	119	110	103	84	142	235	246	99	216	178	46	12	95
Weighted	640	86	129	109	107	75	135	231	250	100	212	180	44	11	98
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £1 more	53%	50%	60%	52%	49%	48%	56%	53%	58%	47%	53%	60%	62%	34%	38%
I would choose the t-shirt which costs what I would normally spend	39%	38%	36%	44%	40%	41%	37%	41%	34%	43%	41%	31%	31%	57%	51%
Don't Know	8%	13%	4%	4%	10%	11%	7%	7%	8%	10%	7%	9%	7%	8%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	636	163	166	140	166	151	218	47	0	0	69	158	72	11
Weighted	640	162	185	139	153	148	222	46	0	0	69	166	75	11
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £1 more	53%	58%	54%	49%	51%	54%	59%	56%	53%	53%	55%	55%	51%	57%
I would choose the t-shirt which costs what I would normally spend	39%	36%	40%	41%	40%	38%	35%	39%	36%	39%	39%	41%	42%	43%
Don't Know	8%	6%	6%	10%	9%	8%	7%	5%	12%	8%	6%	4%	7%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	618	301	314	83	92	52	58	48	61	51	23	60	51	26	13
Weighted	618	311	304	83	86	47	61	45	62	52	23	57	58	27	17
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £2.50 more	38%	37%	39%	44%	30%	47%	42%	41%	24%	37%	25%	30%	43%	54%	56%
I would choose the t-shirt which costs what I would normally spend	55%	58%	52%	53%	63%	41%	52%	57%	64%	61%	63%	61%	49%	35%	37%
Don't Know	7%	6%	9%	3%	7%	12%	7%	2%	12%	2%	12%	10%	8%	11%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	618	83	109	90	102	99	135	245	249	79	243	155	47	6	85
Weighted	618	90	119	89	105	90	126	240	250	81	238	156	45	5	87
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £2.50 more	38%	41%	41%	51%	31%	31%	33%	32%	46%	25%	33%	47%	45%	0%	29%
I would choose the t-shirt which costs what I would normally spend	55%	50%	54%	42%	62%	59%	58%	63%	47%	62%	63%	44%	52%	100%	56%
Don't Know	7%	8%	5%	7%	7%	9%	8%	5%	7%	13%	4%	9%	4%	0%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	618	164	134	148	170	151	213	40	0	0	80	149	65	5
Weighted	618	162	150	145	160	147	214	40	0	0	77	157	64	5
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £2.50 more	38%	42%	42%	31%	36%	32%	45%	52%	32%	33%	33%	46%	51%	63%
I would choose the t-shirt which costs what I would normally spend	55%	55%	51%	63%	51%	67%	47%	46%	57%	58%	58%	51%	44%	19%
Don't Know	7%	4%	7%	6%	12%	2%	8%	2%	11%	8%	9%	3%	5%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	674	336	336	89	103	61	46	55	54	60	32	76	54	27	17
Weighted	677	351	324	87	100	56	47	53	54	59	32	75	63	27	23
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £5 more	30%	31%	29%	35%	27%	22%	23%	31%	25%	31%	31%	39%	36%	19%	30%
I would choose the t-shirt which costs what I would normally spend	62%	62%	61%	57%	62%	63%	72%	64%	63%	62%	63%	55%	58%	69%	63%
Don't Know	8%	7%	9%	8%	11%	15%	4%	5%	12%	7%	6%	6%	6%	11%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	674	87	103	129	111	101	143	261	273	94	259	187	41	10	88
Weighted	677	94	113	130	114	91	134	254	278	96	253	190	40	9	89
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £5 more	30%	50%	29%	35%	25%	27%	19%	24%	34%	27%	26%	37%	31%	11%	29%
I would choose the t-shirt which costs what I would normally spend	62%	47%	66%	54%	66%	63%	70%	68%	56%	66%	65%	54%	57%	89%	65%
Don't Know	8%	3%	5%	10%	9%	11%	11%	8%	10%	7%	9%	9%	12%	0%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	674	171	166	155	179	166	231	45	0	0	98	162	58	9
Weighted	677	171	186	153	163	163	238	44	0	0	97	172	58	8
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £5 more	30%	30%	33%	25%	31%	32%	31%	40%	23%	29%	28%	36%	43%	34%
I would choose the t-shirt which costs what I would normally spend	62%	64%	58%	67%	58%	62%	59%	53%	72%	61%	66%	53%	49%	66%
Don't Know	8%	6%	9%	7%	11%	6%	9%	7%	6%	10%	6%	11%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	616	288	328	81	82	55	66	42	65	53	27	66	42	26	11
Weighted	614	296	318	81	78	51	68	40	63	51	28	65	47	27	15
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £10 more	17%	19%	15%	34%	9%	14%	18%	10%	6%	16%	19%	16%	17%	21%	12%
I would choose the t-shirt which costs what I would normally spend	73%	75%	72%	63%	78%	65%	71%	78%	86%	74%	73%	75%	74%	72%	70%
Don't Know	10%	6%	14%	3%	13%	20%	11%	12%	8%	9%	7%	9%	10%	7%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	616	78	90	116	105	86	141	253	247	72	219	179	57	7	78
Weighted	614	83	99	116	108	77	132	246	250	72	211	183	55	6	78
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £10 more	17%	29%	29%	20%	11%	10%	5%	12%	20%	14%	11%	28%	16%	15%	10%
I would choose the t-shirt which costs what I would normally spend	73%	65%	63%	65%	81%	79%	83%	79%	69%	75%	80%	62%	70%	71%	82%
Don't Know	10%	6%	8%	15%	7%	11%	11%	8%	12%	11%	10%	11%	14%	14%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	Higher Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	616	170	139	135	170	141	217	54	0	0	62	161	73	7
Weighted	614	167	156	133	156	137	220	54	0	0	62	166	73	7
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £10 more	17%	19%	21%	12%	14%	11%	22%	20%	9%	17%	16%	18%	28%	14%
I would choose the t-shirt which costs what I would normally spend	73%	71%	70%	79%	74%	82%	69%	73%	80%	73%	78%	69%	68%	73%
Don't Know	10%	10%	9%	8%	12%	7%	9%	7%	11%	10%	6%	13%	4%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	649	304	345	107	80	51	51	46	52	49	26	78	58	33	18
Weighted	654	317	336	107	76	48	52	45	53	49	27	76	65	34	23
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £25 more	11%	14%	9%	19%	13%	18%	2%	10%	9%	8%	18%	9%	8%	7%	11%
I would choose the t-shirt which costs what I would normally spend	78%	77%	80%	73%	77%	73%	84%	82%	77%	76%	71%	83%	84%	81%	82%
Don't Know	10%	9%	11%	8%	10%	9%	13%	8%	14%	17%	11%	8%	8%	12%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	649	97	101	106	108	97	140	218	276	103	200	198	42	12	98
Weighted	654	107	110	106	111	88	132	212	280	107	193	202	41	11	99
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £25 more	11%	25%	22%	9%	5%	6%	3%	8%	12%	10%	10%	14%	13%	9%	4%
I would choose the t-shirt which costs what I would normally spend	78%	61%	74%	82%	84%	82%	85%	83%	78%	80%	81%	74%	77%	91%	82%
Don't Know	10%	14%	5%	9%	10%	11%	12%	9%	10%	10%	9%	12%	9%	0%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	649	176	153	141	175	131	245	44	0	0	75	172	72	13
Weighted	654	177	170	139	164	127	249	44	0	0	74	177	73	13
I would choose the t-shirt from the company which pays significantly more tax in the UK, and spend £25 more	11%	13%	12%	13%	7%	9%	12%	17%	6%	10%	13%	13%	21%	15%
I would choose the t-shirt which costs what I would normally spend	78%	76%	79%	75%	84%	84%	76%	77%	81%	80%	79%	78%	71%	63%
Don't Know	10%	11%	10%	12%	9%	7%	12%	6%	13%	10%	9%	9%	8%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	675	329	346	84	98	54	57	50	66	60	29	74	52	38	13
Weighted	672	336	337	83	95	50	58	47	66	59	29	71	58	39	18
I would choose the phone from the company which has half the emissions, and spend £5 more	48%	48%	49%	51%	44%	52%	48%	44%	52%	51%	52%	42%	52%	46%	48%
I would choose the phone which costs what I would normally spend	40%	41%	39%	38%	43%	32%	40%	50%	34%	45%	35%	47%	34%	43%	36%
Don't Know	8%	8%	8%	6%	10%	13%	9%	4%	13%	1%	10%	9%	10%	3%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	675	88	109	119	105	103	151	253	269	95	248	175	57	13	93
Weighted	672	95	119	116	108	93	141	246	270	95	240	178	56	12	93
I would choose the phone from the company which has half the emissions, and spend £5 more	48%	51%	53%	53%	37%	47%	48%	47%	49%	44%	46%	54%	53%	31%	37%
I would choose the phone which costs what I would normally spend	40%	44%	42%	35%	42%	44%	37%	43%	36%	47%	45%	34%	33%	54%	49%
Don't Know	8%	6%	4%	8%	16%	3%	11%	8%	9%	7%	7%	8%	5%	7%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	675	191	134	154	193	166	223	56	0	0	77	164	66	9
Weighted	672	190	150	153	177	161	226	56	0	0	75	171	66	8
I would choose the phone from the company which has half the emissions, and spend £5 more	48%	54%	48%	46%	43%	42%	53%	45%	46%	45%	40%	58%	52%	36%
I would choose the phone which costs what I would normally spend	40%	34%	39%	45%	45%	47%	37%	44%	39%	43%	51%	33%	39%	54%
Don't Know	8%	6%	10%	7%	9%	8%	6%	5%	12%	9%	4%	7%	1%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	701	323	376	92	99	48	77	53	69	58	25	79	47	34	20
Weighted	701	333	366	90	93	44	78	51	69	57	26	78	54	35	27
I would choose the phone from the company which has half the emissions, and spend £10 more	42%	40%	44%	48%	37%	41%	40%	56%	30%	48%	41%	45%	44%	30%	40%
I would choose the phone which costs what I would normally spend	49%	51%	47%	44%	54%	44%	50%	40%	59%	49%	48%	45%	48%	58%	43%
Don't Know	8%	8%	8%	4%	6%	15%	8%	2%	9%	3%	12%	10%	8%	9%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	701	96	107	126	118	107	147	257	293	93	268	175	50	7	101
Weighted	701	104	116	125	122	98	137	251	296	94	260	177	48	6	103
I would choose the phone from the company which has half the emissions, and spend £10 more	42%	54%	49%	38%	35%	34%	42%	35%	47%	31%	34%	50%	49%	29%	34%
I would choose the phone which costs what I would normally spend	49%	42%	44%	52%	57%	55%	44%	55%	45%	57%	55%	43%	36%	71%	57%
Don't Know	8%	5%	7%	7%	8%	7%	11%	7%	6%	11%	8%	6%	14%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	701	206	157	150	185	173	234	52	0	0	77	199	80	10
Weighted	701	203	177	147	172	169	237	51	0	0	75	208	79	9
I would choose the phone from the company which has half the emissions, and spend £10 more	42%	45%	45%	37%	39%	37%	48%	48%	36%	47%	33%	45%	44%	39%
I would choose the phone which costs what I would normally spend	49%	44%	46%	59%	49%	50%	46%	42%	54%	48%	56%	43%	51%	42%
Don't Know	8%	9%	7%	3%	10%	11%	6%	8%	9%	5%	8%	9%	2%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	295	358	98	76	63	59	58	61	47	19	70	65	28	11
Weighted	655	308	345	96	73	57	59	56	61	46	19	69	75	29	15
I would choose the phone from the company which has half the emissions, and spend £25 more	34%	38%	29%	39%	40%	39%	35%	24%	35%	23%	13%	25%	40%	36%	30%
I would choose the phone which costs what I would normally spend	58%	55%	61%	56%	55%	52%	57%	66%	57%	66%	72%	65%	50%	54%	70%
Don't Know	8%	7%	9%	5%	5%	10%	9%	10%	8%	11%	14%	10%	10%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	655	78	99	120	104	100	154	273	237	101	232	186	38	12	98
Weighted	655	86	108	119	107	90	146	266	240	103	224	190	37	11	99
I would choose the phone from the company which has half the emissions, and spend £25 more	34%	52%	36%	34%	25%	28%	30%	25%	44%	30%	28%	39%	49%	17%	22%
I would choose the phone which costs what I would normally spend	58%	39%	62%	59%	63%	67%	57%	67%	48%	61%	65%	51%	43%	83%	69%
Don't Know	8%	9%	2%	7%	12%	5%	13%	8%	8%	9%	8%	10%	8%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	655	171	160	151	171	154	222	43	0	0	84	154	64	11
Weighted	655	171	178	147	158	150	226	43	0	0	85	160	65	11
I would choose the phone from the company which has half the emissions, and spend £25 more	34%	39%	37%	29%	29%	27%	37%	55%	26%	30%	32%	44%	41%	38%
I would choose the phone which costs what I would normally spend	58%	54%	55%	61%	63%	63%	55%	45%	64%	63%	59%	48%	56%	53%
Don't Know	8%	7%	9%	9%	9%	9%	9%	0%	10%	7%	9%	9%	3%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	678	352	325	96	105	66	53	40	54	54	30	78	55	33	14
Weighted	679	363	315	95	99	61	54	40	54	54	30	77	62	35	18
I would choose the phone from the company which has half the emissions, and spend £50 more	20%	20%	19%	37%	17%	13%	14%	23%	27%	21%	21%	16%	5%	22%	7%
I would choose the phone which costs what I would normally spend	68%	69%	68%	50%	66%	76%	79%	69%	66%	62%	73%	69%	86%	63%	78%
Don't Know	12%	11%	13%	13%	17%	12%	7%	8%	7%	15%	3%	15%	9%	15%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	678	83	114	108	110	105	158	258	270	101	251	181	57	10	86
Weighted	679	90	124	111	113	95	147	251	273	103	243	185	56	9	86
I would choose the phone from the company which has half the emissions, and spend £50 more	20%	31%	32%	22%	15%	7%	12%	14%	24%	18%	14%	27%	27%	20%	15%
I would choose the phone which costs what I would normally spend	68%	59%	56%	64%	77%	77%	76%	76%	64%	69%	76%	63%	54%	80%	72%
Don't Know	12%	10%	11%	15%	7%	16%	11%	10%	12%	13%	10%	10%	19%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	678	182	167	154	173	171	234	43	0	0	87	156	72	8
Weighted	679	179	184	153	161	166	239	42	0	0	87	160	72	8
I would choose the phone from the company which has half the emissions, and spend £50 more	20%	21%	23%	17%	17%	14%	26%	40%	13%	19%	10%	25%	30%	39%
I would choose the phone which costs what I would normally spend	68%	66%	65%	71%	71%	77%	62%	56%	77%	65%	82%	66%	56%	50%
Don't Know	12%	12%	12%	11%	12%	8%	11%	5%	10%	16%	7%	9%	14%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	680	317	359	100	85	63	61	52	64	49	30	83	43	33	17
Weighted	677	325	348	98	80	58	63	49	62	48	30	81	48	36	23
I would choose the phone from the company which has half the emissions, and spend £100 more	14%	15%	13%	26%	13%	12%	13%	17%	14%	13%	7%	11%	10%	19%	7%
I would choose the phone which costs what I would normally spend	75%	73%	78%	66%	79%	79%	79%	69%	74%	75%	83%	76%	79%	69%	86%
Don't Know	10%	12%	9%	9%	8%	9%	8%	14%	12%	12%	10%	13%	12%	12%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	680	89	110	107	111	111	152	264	279	89	256	190	50	5	89
Weighted	677	95	120	106	114	99	144	255	282	90	248	190	48	5	90
I would choose the phone from the company which has half the emissions, and spend £100 more	14%	34%	17%	16%	8%	9%	7%	8%	17%	16%	10%	24%	19%	22%	11%
I would choose the phone which costs what I would normally spend	75%	62%	74%	70%	82%	79%	80%	83%	71%	75%	79%	68%	69%	59%	80%
Don't Know	10%	4%	9%	15%	10%	12%	13%	9%	12%	10%	11%	8%	12%	20%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	680	169	160	160	186	152	233	49	0	0	73	180	67	7
Weighted	677	167	179	155	171	148	233	48	0	0	71	186	68	7
I would choose the phone from the company which has half the emissions, and spend £100 more	14%	17%	17%	9%	14%	13%	19%	30%	4%	19%	12%	16%	29%	11%
I would choose the phone which costs what I would normally spend	75%	75%	72%	78%	75%	75%	74%	62%	82%	74%	79%	73%	67%	63%
Don't Know	10%	7%	11%	13%	11%	12%	7%	8%	14%	7%	9%	11%	4%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	310	334	102	89	56	49	41	50	58	27	72	58	28	15
Weighted	649	324	324	102	85	52	52	39	51	58	27	69	66	29	20
I would choose the phone from the company which has half the emissions, and spend £250 more	8%	10%	7%	14%	5%	15%	8%	13%	7%	3%	4%	12%	3%	4%	0%
I would choose the phone which costs what I would normally spend	82%	83%	82%	75%	86%	73%	85%	73%	88%	85%	85%	80%	92%	75%	100%
Don't Know	9%	7%	11%	10%	9%	12%	7%	15%	6%	12%	8%	8%	5%	22%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	645	82	93	112	120	100	138	245	266	91	215	197	42	9	103
Weighted	649	91	102	111	123	90	131	241	268	93	211	199	40	8	104
I would choose the phone from the company which has half the emissions, and spend £250 more	8%	18%	14%	7%	7%	3%	3%	5%	9%	10%	6%	9%	13%	0%	7%
I would choose the phone which costs what I would normally spend	82%	75%	82%	83%	83%	83%	86%	85%	83%	76%	86%	82%	75%	100%	79%
Don't Know	9%	7%	4%	9%	10%	15%	11%	9%	8%	13%	9%	8%	12%	0%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	645	177	158	129	180	146	232	47	0	0	82	163	71	9
Weighted	649	176	177	128	168	143	237	47	0	0	82	170	72	9
I would choose the phone from the company which has half the emissions, and spend £250 more	8%	8%	9%	8%	7%	8%	8%	14%	8%	10%	4%	9%	10%	11%
I would choose the phone which costs what I would normally spend	82%	84%	83%	84%	78%	83%	85%	74%	83%	82%	86%	81%	84%	89%
Don't Know	9%	7%	8%	8%	14%	9%	7%	12%	8%	8%	11%	10%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	664	315	346	85	88	59	63	48	62	54	25	85	48	32	15
Weighted	667	329	335	86	83	56	64	46	63	53	25	82	56	33	20
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £5 more	51%	46%	55%	46%	47%	61%	40%	52%	58%	61%	52%	44%	55%	55%	47%
I would choose the phone which costs what I would normally spend	42%	46%	39%	47%	47%	34%	49%	44%	33%	35%	44%	49%	34%	40%	45%
Don't Know	7%	8%	6%	7%	6%	5%	11%	4%	10%	4%	4%	7%	11%	5%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	664	89	107	119	117	89	143	262	245	110	249	175	50	8	100
Weighted	667	99	115	117	122	80	134	256	247	112	242	177	49	8	100
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £5 more	51%	53%	49%	52%	52%	51%	47%	47%	58%	42%	46%	59%	56%	28%	41%
I would choose the phone which costs what I would normally spend	42%	39%	46%	44%	39%	42%	43%	46%	36%	46%	47%	35%	37%	72%	49%
Don't Know	7%	8%	5%	4%	8%	7%	10%	7%	6%	12%	7%	6%	8%	0%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	664	188	139	159	173	165	216	47	0	0	74	158	63	9
Weighted	667	188	155	158	161	162	219	47	0	0	73	167	63	9
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £5 more	51%	49%	50%	52%	51%	42%	61%	53%	48%	54%	48%	55%	53%	23%
I would choose the phone which costs what I would normally spend	42%	46%	43%	41%	40%	50%	34%	43%	43%	42%	47%	37%	43%	53%
Don't Know	7%	6%	6%	8%	9%	8%	5%	4%	9%	5%	5%	8%	4%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	650	294	354	92	93	57	53	51	66	52	23	73	56	28	6
Weighted	644	301	341	91	87	52	55	49	67	51	23	71	62	29	8
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £10 more	46%	43%	49%	56%	48%	50%	51%	41%	36%	44%	35%	47%	54%	29%	17%
I would choose the phone which costs what I would normally spend	47%	50%	44%	39%	46%	38%	42%	55%	50%	56%	56%	45%	39%	67%	83%
Don't Know	7%	7%	7%	5%	5%	12%	7%	4%	14%	0%	9%	8%	7%	4%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	650	75	110	111	100	108	146	251	276	82	232	180	48	12	96
Weighted	644	79	121	111	101	96	136	241	279	81	225	180	47	11	97
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £10 more	46%	56%	51%	43%	46%	39%	44%	38%	54%	39%	38%	60%	56%	44%	36%
I would choose the phone which costs what I would normally spend	47%	41%	41%	51%	48%	55%	46%	53%	40%	56%	54%	35%	36%	48%	59%
Don't Know	7%	2%	7%	6%	6%	7%	10%	9%	6%	6%	7%	4%	8%	8%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	650	170	158	141	178	150	226	50	0	0	70	164	70	9
Weighted	644	167	175	137	162	145	228	50	0	0	68	169	71	8
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £10 more	46%	52%	45%	43%	44%	44%	54%	44%	40%	43%	42%	56%	53%	31%
I would choose the phone which costs what I would normally spend	47%	41%	50%	50%	47%	50%	42%	48%	52%	48%	53%	39%	41%	69%
Don't Know	7%	7%	5%	6%	9%	6%	4%	8%	8%	9%	5%	5%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	635	301	333	89	90	43	47	39	64	54	32	68	54	36	19
Weighted	644	318	325	89	85	39	49	38	64	54	32	67	63	37	26
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £25 more	32%	31%	33%	42%	29%	34%	20%	31%	37%	32%	19%	26%	35%	48%	12%
I would choose the phone which costs what I would normally spend	58%	58%	58%	49%	62%	56%	70%	64%	53%	61%	66%	57%	52%	44%	78%
Don't Know	11%	11%	10%	10%	9%	9%	10%	5%	11%	8%	15%	17%	13%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	635	88	107	104	104	86	146	253	239	87	234	186	35	7	92
Weighted	644	95	119	104	109	79	138	249	246	89	229	191	35	6	95
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £25 more	32%	44%	35%	30%	26%	26%	29%	24%	38%	29%	26%	40%	40%	0%	25%
I would choose the phone which costs what I would normally spend	58%	50%	62%	53%	59%	63%	59%	63%	52%	63%	60%	53%	54%	100%	65%
Don't Know	11%	6%	3%	16%	15%	11%	13%	13%	10%	8%	14%	7%	6%	0%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	635	171	151	146	162	152	232	41	0	0	75	148	79	5
Weighted	644	173	171	146	149	151	238	41	0	0	77	155	81	4
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £25 more	32%	35%	30%	32%	30%	25%	38%	43%	27%	31%	23%	40%	32%	21%
I would choose the phone which costs what I would normally spend	58%	56%	61%	60%	53%	65%	54%	43%	60%	56%	63%	51%	65%	39%
Don't Know	11%	8%	9%	8%	17%	10%	8%	14%	13%	12%	14%	9%	3%	40%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	633	317	313	99	80	63	58	46	54	46	20	65	55	28	19
Weighted	635	329	303	98	76	57	59	44	53	45	21	64	63	29	25
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £50 more	25%	24%	27%	44%	20%	20%	16%	33%	29%	33%	15%	22%	20%	12%	12%
I would choose the phone which costs what I would normally spend	65%	67%	63%	48%	72%	69%	71%	58%	67%	54%	70%	70%	73%	70%	70%
Don't Know	10%	9%	11%	8%	8%	11%	14%	10%	3%	12%	15%	8%	7%	18%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	633	93	94	112	107	93	134	227	256	94	223	178	53	6	82
Weighted	635	100	102	112	109	84	128	223	256	99	217	181	50	5	84
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £50 more	25%	42%	32%	23%	20%	19%	18%	19%	29%	24%	18%	34%	29%	18%	19%
I would choose the phone which costs what I would normally spend	65%	55%	58%	63%	68%	75%	71%	72%	62%	63%	76%	54%	58%	66%	72%
Don't Know	10%	3%	10%	14%	12%	6%	11%	9%	10%	13%	6%	12%	14%	16%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	633	161	146	146	178	147	221	53	0	0	79	168	61	9
Weighted	635	159	163	144	166	143	224	53	0	0	78	177	61	9
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £50 more	25%	30%	30%	21%	20%	23%	30%	28%	20%	22%	23%	31%	33%	42%
I would choose the phone which costs what I would normally spend	65%	58%	60%	73%	69%	72%	60%	59%	72%	70%	68%	58%	56%	58%
Don't Know	10%	12%	10%	6%	11%	6%	9%	13%	8%	8%	9%	11%	11%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	645	301	343	80	95	52	58	52	67	47	25	76	44	34	15
Weighted	651	313	337	78	93	49	60	50	67	47	26	75	50	37	20
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £100 more	14%	16%	12%	27%	11%	22%	15%	14%	11%	10%	12%	14%	7%	11%	7%
I would choose the phone which costs what I would normally spend	76%	76%	77%	64%	82%	69%	78%	79%	75%	73%	81%	78%	80%	84%	79%
Don't Know	10%	8%	11%	8%	8%	9%	7%	6%	14%	17%	7%	8%	13%	6%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	645	90	118	111	99	93	134	227	279	88	216	180	47	15	87
Weighted	651	100	129	110	103	85	126	223	284	88	213	186	45	14	87
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £100 more	14%	25%	20%	15%	7%	9%	8%	9%	16%	12%	11%	17%	22%	7%	12%
I would choose the phone which costs what I would normally spend	76%	67%	71%	76%	87%	79%	79%	82%	74%	78%	83%	70%	72%	86%	81%
Don't Know	10%	8%	10%	9%	6%	11%	13%	8%	11%	10%	6%	13%	6%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	645	165	162	138	180	140	235	43	0	0	77	167	55	10
Weighted	651	165	183	136	168	138	242	42	0	0	76	175	55	10
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £100 more	14%	17%	16%	11%	11%	13%	18%	26%	10%	14%	14%	13%	19%	62%
I would choose the phone which costs what I would normally spend	76%	72%	73%	83%	79%	78%	72%	72%	80%	78%	78%	74%	71%	38%
Don't Know	10%	11%	11%	6%	10%	9%	10%	2%	10%	8%	8%	13%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	601	288	313	89	74	50	61	48	39	57	29	71	49	24	10
Weighted	596	293	303	88	70	46	62	46	39	56	29	68	54	25	13
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £250 more	11%	12%	10%	24%	6%	0%	7%	9%	13%	8%	18%	7%	12%	20%	9%
I would choose the phone which costs what I would normally spend	76%	76%	77%	67%	83%	78%	79%	84%	72%	81%	71%	81%	72%	63%	91%
Don't Know	12%	13%	12%	9%	11%	22%	14%	8%	16%	11%	10%	12%	16%	16%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	601	81	88	105	99	95	133	236	231	89	216	163	41	4	89
Weighted	596	86	94	105	101	85	125	229	232	91	208	163	39	3	89
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £250 more	11%	26%	21%	9%	6%	4%	4%	6%	14%	13%	6%	19%	5%	0%	6%
I would choose the phone which costs what I would normally spend	76%	69%	68%	76%	83%	79%	82%	82%	73%	73%	84%	66%	79%	100%	79%
Don't Know	12%	5%	10%	15%	12%	17%	15%	12%	13%	13%	9%	15%	15%	0%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	601	149	140	144	167	138	206	34	0	0	81	157	64	10
Weighted	596	146	154	140	154	133	207	32	0	0	79	160	65	10
I would choose the phone from the company which ensures its workers are paid a fair wage, and spend £250 more	11%	17%	10%	7%	10%	8%	18%	6%	6%	11%	4%	16%	23%	10%
I would choose the phone which costs what I would normally spend	76%	71%	74%	79%	82%	83%	69%	80%	87%	76%	80%	71%	69%	60%
Don't Know	12%	13%	16%	14%	8%	9%	12%	14%	7%	13%	15%	13%	8%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	678	310	365	109	85	58	70	52	56	46	28	76	59	22	17
Weighted	678	321	354	107	81	55	71	49	56	45	29	73	67	22	23
I would choose the phone from the company which pays significantly more tax in the UK, and spend £5 more	44%	47%	42%	45%	32%	39%	48%	39%	47%	52%	40%	42%	58%	49%	38%
I would choose the phone which costs what I would normally spend	49%	49%	49%	50%	61%	44%	50%	50%	46%	40%	50%	50%	39%	51%	56%
Don't Know	7%	5%	9%	6%	7%	17%	3%	11%	7%	9%	10%	8%	3%	0%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	678	96	103	123	126	92	138	253	270	103	241	196	45	8	100
Weighted	678	102	112	122	130	84	128	246	275	104	234	199	45	8	100
I would choose the phone from the company which pays significantly more tax in the UK, and spend £5 more	44%	47%	46%	48%	35%	47%	43%	38%	54%	35%	42%	55%	50%	41%	30%
I would choose the phone which costs what I would normally spend	49%	47%	51%	44%	57%	45%	47%	54%	41%	57%	52%	36%	44%	48%	66%
Don't Know	7%	5%	3%	8%	7%	9%	10%	8%	6%	7%	6%	8%	7%	12%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	678	175	154	159	189	151	245	42	0	0	80	168	69	13
Weighted	678	175	172	155	176	148	248	44	0	0	78	176	69	12
I would choose the phone from the company which pays significantly more tax in the UK, and spend £5 more	44%	48%	45%	40%	43%	39%	51%	41%	40%	38%	41%	51%	49%	53%
I would choose the phone which costs what I would normally spend	49%	46%	48%	53%	49%	53%	42%	54%	51%	56%	50%	42%	45%	39%
Don't Know	7%	7%	6%	7%	8%	8%	7%	5%	9%	6%	8%	7%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	636	311	325	86	109	51	48	50	65	42	19	66	51	34	15
Weighted	641	324	317	86	104	48	50	48	65	42	19	64	58	36	20
I would choose the phone from the company which pays significantly more tax in the UK, and spend £10 more	38%	40%	36%	42%	30%	46%	57%	36%	32%	39%	29%	29%	48%	37%	21%
I would choose the phone which costs what I would normally spend	54%	50%	57%	50%	59%	48%	37%	58%	58%	57%	61%	59%	43%	57%	64%
Don't Know	9%	10%	7%	8%	11%	6%	6%	6%	9%	4%	10%	12%	10%	6%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	636	81	112	114	106	78	145	238	251	97	235	169	55	6	88
Weighted	641	90	123	113	110	69	136	236	253	97	231	172	53	5	90
I would choose the phone from the company which pays significantly more tax in the UK, and spend £10 more	38%	45%	37%	36%	35%	28%	42%	32%	45%	30%	32%	44%	54%	53%	30%
I would choose the phone which costs what I would normally spend	54%	50%	53%	56%	57%	54%	51%	57%	48%	61%	60%	47%	39%	47%	63%
Don't Know	9%	5%	10%	7%	8%	18%	7%	11%	7%	9%	8%	10%	7%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	636	171	151	145	168	153	219	51	0	0	76	148	73	8
Weighted	641	172	169	145	154	152	224	49	0	0	75	155	75	8
I would choose the phone from the company which pays significantly more tax in the UK, and spend £10 more	38%	44%	44%	30%	32%	36%	43%	52%	31%	37%	33%	44%	47%	64%
I would choose the phone which costs what I would normally spend	54%	50%	47%	63%	56%	57%	50%	42%	55%	57%	60%	51%	44%	36%
Don't Know	9%	6%	9%	8%	12%	7%	7%	6%	14%	6%	6%	5%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	648	318	328	93	94	51	49	44	58	64	26	75	53	31	10
Weighted	645	326	316	92	88	46	50	42	59	64	26	73	60	32	13
I would choose the phone from the company which pays significantly more tax in the UK, and spend £25 more	27%	29%	26%	35%	27%	23%	13%	27%	18%	31%	19%	33%	31%	31%	29%
I would choose the phone which costs what I would normally spend	63%	61%	64%	58%	59%	64%	77%	65%	72%	59%	78%	57%	58%	56%	61%
Don't Know	10%	10%	10%	7%	14%	13%	10%	8%	10%	10%	4%	10%	11%	13%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	648	86	98	112	89	98	165	247	261	91	239	172	44	12	96
Weighted	645	94	107	111	91	88	154	238	263	91	230	173	43	11	96
I would choose the phone from the company which pays significantly more tax in the UK, and spend £25 more	27%	37%	32%	24%	28%	24%	22%	21%	34%	19%	24%	32%	47%	0%	20%
I would choose the phone which costs what I would normally spend	63%	56%	58%	67%	63%	66%	65%	68%	56%	71%	66%	61%	49%	100%	65%
Don't Know	10%	8%	10%	9%	9%	11%	12%	10%	10%	11%	10%	8%	4%	0%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	648	189	145	136	175	156	223	41	0	0	80	161	67	10
Weighted	645	185	161	135	161	151	226	40	0	0	79	168	67	9
I would choose the phone from the company which pays significantly more tax in the UK, and spend £25 more	27%	29%	31%	23%	25%	27%	31%	37%	22%	24%	25%	34%	27%	49%
I would choose the phone which costs what I would normally spend	63%	61%	61%	64%	64%	65%	60%	59%	67%	64%	65%	55%	65%	41%
Don't Know	10%	10%	8%	12%	11%	8%	9%	4%	10%	11%	9%	10%	7%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	630	309	319	91	77	50	51	52	59	64	31	70	41	32	12
Weighted	634	322	310	90	74	46	54	50	60	64	32	69	46	33	16
I would choose the phone from the company which pays significantly more tax in the UK, and spend £50 more	20%	19%	21%	32%	18%	26%	17%	13%	19%	18%	16%	18%	24%	19%	0%
I would choose the phone which costs what I would normally spend	69%	70%	67%	60%	65%	61%	71%	77%	71%	70%	78%	71%	66%	68%	91%
Don't Know	11%	11%	12%	8%	17%	14%	11%	10%	10%	13%	6%	11%	10%	13%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	630	105	100	99	101	94	131	226	245	95	219	176	38	7	98
Weighted	634	114	107	99	104	86	124	222	247	98	215	179	36	7	100
I would choose the phone from the company which pays significantly more tax in the UK, and spend £50 more	20%	25%	27%	26%	13%	15%	14%	14%	24%	19%	15%	26%	16%	15%	19%
I would choose the phone which costs what I would normally spend	69%	63%	62%	66%	79%	72%	70%	76%	66%	67%	73%	64%	71%	85%	69%
Don't Know	11%	11%	11%	8%	8%	13%	15%	10%	10%	14%	11%	10%	13%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	630	150	150	158	166	135	218	42	0	0	74	163	59	7
Weighted	634	149	167	155	156	133	223	41	0	0	73	169	59	7
I would choose the phone from the company which pays significantly more tax in the UK, and spend £50 more	20%	27%	21%	18%	13%	16%	26%	14%	11%	20%	15%	29%	29%	41%
I would choose the phone which costs what I would normally spend	69%	64%	66%	69%	76%	74%	65%	71%	79%	68%	72%	59%	64%	59%
Don't Know	11%	9%	12%	13%	11%	10%	9%	14%	10%	12%	14%	11%	7%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	611	285	324	75	67	55	67	44	53	47	28	76	54	32	13
Weighted	615	298	314	75	64	50	69	43	52	46	28	75	61	34	18
I would choose the phone from the company which pays significantly more tax in the UK, and spend £100 more	13%	15%	11%	18%	9%	10%	12%	14%	21%	4%	12%	15%	14%	10%	8%
I would choose the phone which costs what I would normally spend	76%	73%	79%	65%	78%	81%	77%	78%	68%	94%	74%	75%	77%	73%	76%
Don't Know	11%	12%	10%	17%	12%	9%	11%	7%	11%	2%	14%	10%	9%	18%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	611	82	107	104	94	104	120	245	232	82	215	168	43	11	86
Weighted	615	90	117	105	97	93	113	240	235	83	210	171	41	10	88
I would choose the phone from the company which pays significantly more tax in the UK, and spend £100 more	13%	30%	17%	7%	13%	7%	5%	6%	17%	18%	8%	21%	17%	10%	6%
I would choose the phone which costs what I would normally spend	76%	56%	72%	82%	79%	79%	85%	85%	72%	70%	83%	66%	71%	90%	86%
Don't Know	11%	14%	10%	10%	7%	15%	10%	8%	11%	12%	8%	13%	12%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	611	163	140	137	167	151	200	41	0	0	72	158	60	10
Weighted	615	164	157	135	155	148	203	40	0	0	72	166	61	9
I would choose the phone from the company which pays significantly more tax in the UK, and spend £100 more	13%	15%	15%	12%	10%	8%	20%	21%	10%	13%	9%	15%	20%	33%
I would choose the phone which costs what I would normally spend	76%	73%	76%	78%	77%	83%	68%	65%	80%	77%	81%	74%	69%	58%
Don't Know	11%	12%	9%	10%	14%	9%	13%	14%	10%	10%	10%	11%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	625	283	341	80	88	59	55	42	61	47	22	75	48	31	17
Weighted	624	291	333	79	83	54	56	40	61	46	22	73	55	33	23
I would choose the phone from the company which pays significantly more tax in the UK, and spend £250 more	9%	11%	6%	21%	8%	10%	2%	7%	5%	4%	0%	8%	8%	10%	8%
I would choose the phone which costs what I would normally spend	81%	78%	84%	68%	83%	74%	91%	81%	85%	85%	82%	87%	90%	70%	81%
Don't Know	10%	10%	10%	11%	9%	15%	7%	11%	10%	11%	18%	5%	2%	20%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	625	66	104	110	110	98	137	247	267	82	221	181	49	8	78
Weighted	624	70	113	110	113	88	130	240	271	85	213	184	48	8	79
I would choose the phone from the company which pays significantly more tax in the UK, and spend £250 more	9%	14%	16%	9%	5%	5%	4%	7%	10%	7%	6%	14%	12%	0%	2%
I would choose the phone which costs what I would normally spend	81%	80%	82%	76%	80%	88%	84%	82%	80%	85%	84%	79%	77%	88%	88%
Don't Know	10%	6%	3%	15%	14%	7%	12%	10%	10%	8%	10%	7%	10%	12%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	625	156	156	139	173	146	231	51	0	0	74	164	64	4
Weighted	624	153	174	136	159	140	234	51	0	0	73	171	64	4
I would choose the phone from the company which pays significantly more tax in the UK, and spend £250 more	9%	10%	7%	7%	9%	8%	12%	19%	6%	8%	3%	11%	18%	0%
I would choose the phone which costs what I would normally spend	81%	76%	84%	84%	82%	82%	82%	75%	85%	83%	87%	78%	73%	77%
Don't Know	10%	14%	9%	9%	8%	10%	6%	6%	9%	9%	11%	11%	9%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	654	335	318	104	89	60	53	42	59	48	38	71	51	29	10
Weighted	653	346	307	103	85	55	55	39	60	48	37	68	59	30	14
I would choose the soft drink from the company which has half the emissions, and spend £00 more	62%	60%	65%	65%	56%	69%	60%	66%	59%	68%	66%	62%	58%	48%	82%
I would choose the soft drink which costs what I would normally spend	32%	34%	29%	28%	38%	24%	31%	30%	30%	27%	32%	33%	38%	45%	18%
Don't Know	6%	6%	6%	7%	6%	7%	9%	4%	11%	5%	3%	5%	4%	7%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	654	87	98	118	97	92	162	254	263	88	235	181	50	12	91
Weighted	653	95	108	118	101	82	150	248	263	89	229	183	48	11	91
I would choose the soft drink from the company which has half the emissions, and spend £00 more	62%	66%	67%	63%	52%	59%	64%	59%	66%	56%	59%	64%	64%	43%	62%
I would choose the soft drink which costs what I would normally spend	32%	28%	30%	31%	37%	38%	28%	35%	28%	39%	34%	32%	25%	48%	31%
Don't Know	6%	6%	2%	6%	11%	3%	8%	6%	6%	5%	7%	5%	11%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	654	188	150	135	180	149	233	45	0	0	86	160	78	8
Weighted	653	186	170	133	164	146	236	44	0	0	86	167	77	7
I would choose the soft drink from the company which has half the emissions, and spend £00 more	62%	63%	65%	60%	61%	57%	67%	60%	62%	59%	58%	67%	68%	63%
I would choose the soft drink which costs what I would normally spend	32%	31%	30%	36%	30%	36%	28%	36%	29%	36%	38%	27%	29%	37%
Don't Know	6%	5%	5%	4%	9%	7%	5%	4%	9%	4%	5%	6%	3%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	630	289	341	98	86	49	59	52	62	48	25	54	57	31	9
Weighted	633	302	331	97	84	45	60	51	62	47	26	53	64	32	12
I would choose the soft drink from the company which has half the emissions, and spend £0.20 more	51%	46%	57%	54%	43%	65%	47%	43%	54%	52%	41%	59%	55%	51%	58%
I would choose the soft drink which costs what I would normally spend	38%	44%	33%	34%	45%	27%	40%	47%	35%	31%	51%	38%	36%	46%	32%
Don't Know	8%	8%	7%	7%	8%	6%	8%	10%	10%	13%	8%	4%	7%	3%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	630	85	92	105	118	100	130	249	252	74	227	175	44	8	81
Weighted	633	94	100	104	122	91	123	243	256	77	219	180	44	7	82
I would choose the soft drink from the company which has half the emissions, and spend £0.20 more	51%	55%	62%	44%	48%	52%	50%	42%	60%	45%	44%	57%	65%	11%	49%
I would choose the soft drink which costs what I would normally spend	38%	38%	33%	40%	43%	40%	35%	45%	33%	42%	44%	34%	23%	89%	42%
Don't Know	8%	7%	6%	11%	6%	4%	12%	9%	4%	14%	9%	6%	7%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	630	167	150	148	164	143	214	50	0	0	79	163	61	13
Weighted	633	167	166	147	152	139	221	50	0	0	78	171	60	13
I would choose the soft drink from the company which has half the emissions, and spend £0.20 more	51%	60%	52%	45%	48%	44%	56%	62%	44%	59%	44%	54%	55%	57%
I would choose the soft drink which costs what I would normally spend	38%	29%	38%	45%	43%	44%	37%	30%	46%	35%	46%	34%	29%	36%
Don't Know	8%	8%	8%	9%	6%	8%	6%	5%	6%	6%	8%	9%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	709	321	386	95	87	66	60	55	70	63	26	86	56	30	15
Weighted	703	330	371	94	81	61	61	52	68	62	26	84	63	31	20
I would choose the soft drink from the company which has half the emissions, and spend £0.50 more	43%	43%	44%	52%	34%	40%	42%	53%	45%	41%	39%	40%	43%	47%	48%
I would choose the soft drink which costs what I would normally spend	46%	48%	44%	41%	53%	44%	47%	34%	45%	45%	50%	54%	45%	40%	52%
Don't Know	8%	7%	10%	5%	11%	13%	9%	11%	8%	10%	7%	6%	11%	4%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	709	85	116	115	118	126	149	279	272	108	249	201	54	10	103
Weighted	703	90	127	113	120	113	140	272	272	108	241	200	52	9	104
I would choose the soft drink from the company which has half the emissions, and spend £0.50 more	43%	63%	49%	46%	36%	33%	40%	36%	48%	46%	36%	55%	49%	29%	40%
I would choose the soft drink which costs what I would normally spend	46%	29%	45%	41%	53%	53%	49%	56%	40%	39%	55%	35%	38%	62%	48%
Don't Know	8%	7%	5%	11%	9%	9%	10%	6%	10%	13%	7%	8%	10%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	709	208	140	154	205	180	238	52	0	0	79	188	73	9
Weighted	703	205	155	151	189	174	236	52	0	0	75	194	75	8
I would choose the soft drink from the company which has half the emissions, and spend £0.50 more	43%	46%	44%	41%	42%	38%	50%	52%	41%	48%	34%	44%	51%	46%
I would choose the soft drink which costs what I would normally spend	46%	42%	45%	50%	48%	54%	39%	41%	51%	43%	55%	43%	38%	44%
Don't Know	8%	8%	11%	8%	8%	6%	8%	5%	6%	8%	9%	11%	6%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	682	322	357	88	90	61	60	48	62	56	26	80	55	36	20
Weighted	685	333	349	85	85	57	61	46	62	56	27	79	63	38	26
I would choose the soft drink from the company which has half the emissions, and spend £1 more	28%	23%	32%	35%	25%	27%	29%	32%	21%	30%	42%	30%	21%	28%	16%
I would choose the soft drink which costs what I would normally spend	61%	67%	56%	55%	67%	60%	55%	57%	65%	60%	58%	58%	70%	58%	84%
Don't Know	9%	8%	10%	8%	7%	11%	13%	9%	13%	9%	0%	13%	7%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	682	85	107	119	123	104	144	255	284	93	255	178	54	8	94
Weighted	685	91	118	119	126	95	137	251	289	94	249	183	52	7	95
I would choose the soft drink from the company which has half the emissions, and spend £1 more	28%	49%	35%	30%	18%	23%	18%	20%	32%	29%	21%	40%	25%	0%	27%
I would choose the soft drink which costs what I would normally spend	61%	46%	61%	55%	69%	62%	71%	70%	57%	62%	69%	48%	61%	100%	65%
Don't Know	9%	6%	4%	12%	9%	11%	10%	9%	8%	9%	9%	10%	9%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	682	181	165	148	186	167	226	47	0	0	92	169	59	8
Weighted	685	179	183	144	176	163	231	45	0	0	93	175	59	8
I would choose the soft drink from the company which has half the emissions, and spend £1 more	28%	28%	31%	23%	29%	24%	40%	30%	22%	27%	25%	35%	36%	34%
I would choose the soft drink which costs what I would normally spend	61%	60%	58%	69%	59%	65%	50%	59%	65%	63%	70%	53%	54%	52%
Don't Know	9%	9%	9%	7%	10%	8%	8%	6%	11%	9%	4%	10%	7%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	701	331	369	89	94	66	67	49	62	60	19	79	58	39	19
Weighted	702	344	357	90	89	60	69	47	62	59	19	76	65	41	26
I would choose the soft drink from the company which has half the emissions, and spend £1.50 more	22%	20%	24%	30%	15%	21%	23%	21%	19%	20%	27%	17%	23%	25%	28%
I would choose the soft drink which costs what I would normally spend	69%	73%	65%	59%	74%	67%	73%	66%	67%	73%	63%	75%	65%	67%	72%
Don't Know	9%	7%	11%	9%	10%	10%	4%	13%	14%	7%	0%	8%	12%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	701	89	111	120	113	113	155	261	280	112	246	193	45	8	115
Weighted	702	98	120	120	117	103	145	253	284	114	239	196	43	7	116
I would choose the soft drink from the company which has half the emissions, and spend £1.50 more	22%	35%	26%	27%	19%	10%	15%	15%	25%	22%	17%	29%	16%	14%	18%
I would choose the soft drink which costs what I would normally spend	69%	57%	66%	63%	70%	79%	76%	78%	64%	66%	76%	59%	73%	86%	73%
Don't Know	9%	8%	8%	9%	9%	11%	7%	7%	9%	11%	7%	10%	11%	0%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	701	180	167	171	179	151	248	44	0	0	82	170	77	6
Weighted	702	178	188	168	165	148	252	44	0	0	80	178	76	6
I would choose the soft drink from the company which has half the emissions, and spend £1.50 more	22%	24%	23%	21%	19%	20%	27%	23%	15%	23%	20%	27%	27%	31%
I would choose the soft drink which costs what I would normally spend	69%	69%	69%	71%	66%	75%	63%	71%	76%	67%	74%	64%	64%	31%
Don't Know	9%	7%	8%	7%	14%	5%	9%	6%	9%	10%	5%	9%	6%	38%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	658	328	327	98	106	48	57	48	49	51	26	86	43	29	17
Weighted	658	334	321	96	100	44	58	46	49	50	27	84	49	31	23
I would choose the soft drink from the company which has half the emissions, and spend £2 more	22%	20%	23%	32%	18%	16%	12%	25%	34%	17%	16%	19%	24%	21%	18%
I would choose the soft drink which costs what I would normally spend	69%	69%	69%	62%	74%	66%	76%	73%	62%	76%	72%	72%	61%	65%	71%
Don't Know	9%	10%	8%	6%	7%	18%	12%	2%	4%	6%	12%	9%	15%	13%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	658	85	108	115	99	91	160	252	263	95	258	176	47	10	86
Weighted	658	93	117	114	102	82	150	244	266	96	250	177	44	9	88
I would choose the soft drink from the company which has half the emissions, and spend £2 more	22%	47%	29%	23%	16%	11%	9%	12%	28%	24%	16%	26%	19%	0%	21%
I would choose the soft drink which costs what I would normally spend	69%	46%	66%	71%	74%	71%	80%	79%	62%	70%	77%	61%	70%	100%	75%
Don't Know	9%	7%	5%	5%	10%	18%	11%	9%	10%	6%	7%	13%	11%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	658	172	164	142	174	172	219	52	0	0	62	166	72	10
Weighted	658	169	182	141	159	167	223	50	0	0	62	170	74	9
I would choose the soft drink from the company which has half the emissions, and spend £2 more	22%	21%	25%	21%	20%	18%	27%	22%	15%	24%	18%	21%	34%	41%
I would choose the soft drink which costs what I would normally spend	69%	68%	68%	69%	71%	75%	62%	69%	79%	67%	66%	67%	60%	59%
Don't Know	9%	11%	7%	10%	9%	8%	10%	10%	6%	8%	16%	12%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	641	309	329	90	84	58	50	50	57	48	27	84	48	25	20
Weighted	643	319	320	91	80	53	51	48	57	48	27	81	55	26	27
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £00 more	67%	64%	69%	71%	57%	69%	67%	68%	63%	68%	67%	63%	65%	64%	91%
I would choose the soft drink which costs what I would normally spend	29%	31%	27%	24%	38%	26%	25%	26%	29%	28%	33%	33%	31%	33%	9%
Don't Know	5%	5%	4%	5%	4%	5%	8%	6%	9%	4%	0%	3%	4%	4%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	641	93	103	123	98	85	139	257	234	101	223	170	58	12	88
Weighted	643	99	112	124	101	77	131	252	239	102	218	173	56	11	88
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £00 more	67%	61%	75%	66%	71%	61%	64%	62%	74%	63%	60%	75%	80%	43%	65%
I would choose the soft drink which costs what I would normally spend	29%	39%	23%	27%	25%	31%	29%	33%	22%	33%	35%	22%	15%	49%	32%
Don't Know	5%	0%	3%	6%	4%	8%	7%	6%	4%	5%	5%	3%	5%	8%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	641	159	146	139	192	147	204	55	0	0	76	159	69	5
Weighted	643	160	163	137	178	143	206	56	0	0	74	169	71	5
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £00 more	67%	67%	72%	61%	66%	59%	71%	77%	65%	64%	60%	72%	75%	60%
I would choose the soft drink which costs what I would normally spend	29%	28%	25%	35%	27%	35%	26%	22%	29%	32%	35%	24%	24%	40%
Don't Know	5%	4%	3%	4%	8%	5%	4%	2%	6%	4%	5%	4%	1%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	620	300	318	84	88	46	61	38	53	49	32	72	53	39	5
Weighted	621	309	309	83	85	43	63	37	53	48	32	70	60	41	6
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £0.20 more	59%	57%	60%	57%	54%	60%	51%	56%	67%	58%	53%	58%	61%	72%	61%
I would choose the soft drink which costs what I would normally spend	36%	37%	34%	39%	40%	38%	43%	33%	29%	34%	43%	34%	31%	25%	21%
Don't Know	6%	6%	6%	4%	6%	2%	6%	11%	4%	8%	3%	8%	8%	3%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	620	85	115	88	100	93	139	225	256	84	216	177	37	8	87
Weighted	621	92	124	87	102	84	131	219	258	85	210	179	37	7	87
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £0.20 more	59%	64%	57%	64%	59%	54%	55%	51%	63%	57%	52%	66%	66%	40%	57%
I would choose the soft drink which costs what I would normally spend	36%	34%	36%	32%	38%	39%	34%	41%	32%	38%	41%	30%	29%	60%	39%
Don't Know	6%	3%	7%	3%	3%	7%	11%	8%	5%	5%	7%	3%	5%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	620	182	134	150	153	145	217	39	0	0	69	154	66	8
Weighted	621	179	149	148	143	141	221	39	0	0	68	158	66	8
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £0.20 more	59%	59%	57%	60%	58%	55%	66%	60%	57%	53%	53%	68%	66%	52%
I would choose the soft drink which costs what I would normally spend	36%	34%	35%	38%	35%	40%	31%	32%	39%	40%	43%	25%	31%	37%
Don't Know	6%	7%	8%	2%	7%	5%	3%	8%	5%	7%	4%	7%	3%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	631	295	335	84	78	55	48	54	62	51	32	74	44	31	18
Weighted	632	306	325	83	75	52	49	51	62	50	33	72	50	33	24
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £0.50 more	45%	40%	51%	55%	30%	49%	44%	45%	43%	57%	57%	37%	37%	52%	50%
I would choose the soft drink which costs what I would normally spend	45%	50%	40%	40%	62%	36%	36%	43%	46%	41%	35%	52%	54%	35%	45%
Don't Know	10%	10%	10%	5%	8%	14%	21%	12%	11%	2%	9%	11%	9%	13%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	631	84	86	124	104	95	138	231	277	81	218	194	47	9	89
Weighted	632	91	94	124	108	87	129	224	280	83	214	195	45	8	91
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £0.50 more	45%	64%	43%	48%	37%	42%	39%	35%	53%	40%	37%	53%	49%	12%	36%
I would choose the soft drink which costs what I would normally spend	45%	31%	48%	45%	51%	47%	46%	55%	37%	53%	52%	37%	38%	77%	56%
Don't Know	10%	5%	8%	7%	12%	11%	14%	10%	11%	7%	11%	9%	13%	11%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	631	171	154	135	166	135	239	50	0	0	71	156	64	12
Weighted	632	170	170	133	154	131	239	49	0	0	70	163	65	12
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £0.50 more	45%	46%	47%	41%	45%	37%	52%	56%	43%	43%	42%	51%	44%	58%
I would choose the soft drink which costs what I would normally spend	45%	44%	43%	48%	46%	52%	40%	36%	50%	45%	49%	39%	47%	31%
Don't Know	10%	10%	9%	12%	9%	10%	8%	8%	7%	11%	9%	11%	10%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	612	286	324	93	96	47	68	42	56	49	20	62	45	23	11
Weighted	610	296	313	92	91	44	70	40	55	49	20	60	51	23	15
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £1 more	34%	30%	38%	43%	27%	51%	30%	30%	39%	36%	49%	26%	26%	39%	21%
I would choose the soft drink which costs what I would normally spend	56%	62%	50%	42%	65%	36%	63%	62%	56%	55%	47%	60%	64%	49%	60%
Don't Know	10%	9%	12%	15%	8%	13%	7%	8%	6%	9%	5%	14%	10%	12%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	612	85	100	101	95	99	132	230	237	88	228	168	39	9	82
Weighted	610	91	109	100	96	89	126	224	238	88	221	170	38	8	83
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £1 more	34%	41%	51%	36%	28%	26%	24%	26%	40%	38%	25%	46%	43%	23%	38%
I would choose the soft drink which costs what I would normally spend	56%	48%	46%	52%	61%	61%	64%	67%	51%	47%	66%	46%	48%	67%	49%
Don't Know	10%	11%	3%	12%	11%	14%	11%	8%	9%	15%	9%	8%	8%	10%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	612	158	144	142	167	148	209	40	0	0	65	154	71	9
Weighted	610	157	160	138	153	145	211	41	0	0	63	162	71	8
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £1 more	34%	36%	34%	34%	33%	22%	42%	45%	27%	38%	39%	34%	41%	33%
I would choose the soft drink which costs what I would normally spend	56%	55%	56%	56%	56%	67%	49%	55%	62%	52%	56%	55%	51%	57%
Don't Know	10%	9%	10%	10%	11%	11%	8%	0%	12%	11%	5%	11%	8%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	677	326	350	98	81	60	65	46	62	52	24	77	59	33	20
Weighted	684	341	342	97	78	55	67	44	62	51	24	76	67	35	27
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £1.50 more	29%	29%	30%	48%	34%	28%	18%	36%	30%	17%	32%	24%	19%	16%	47%
I would choose the soft drink which costs what I would normally spend	61%	61%	60%	49%	61%	67%	66%	55%	57%	68%	52%	64%	66%	72%	49%
Don't Know	10%	10%	11%	4%	5%	5%	16%	8%	13%	15%	17%	12%	15%	12%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	677	90	111	116	119	94	147	262	268	95	240	190	50	7	103
Weighted	684	99	122	115	124	86	138	258	274	97	232	196	48	7	105
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £1.50 more	29%	43%	40%	32%	21%	22%	20%	22%	34%	28%	24%	39%	24%	32%	21%
I would choose the soft drink which costs what I would normally spend	61%	50%	52%	60%	67%	66%	67%	67%	57%	60%	67%	49%	58%	68%	69%
Don't Know	10%	6%	8%	8%	13%	11%	13%	11%	9%	13%	9%	12%	19%	0%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	677	160	166	165	182	151	246	45	0	0	85	171	57	9
Weighted	684	159	188	164	168	147	255	43	0	0	86	176	59	9
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £1.50 more	29%	30%	34%	26%	27%	25%	36%	41%	24%	32%	24%	35%	32%	31%
I would choose the soft drink which costs what I would normally spend	61%	60%	56%	67%	60%	67%	54%	52%	64%	61%	65%	55%	61%	56%
Don't Know	10%	10%	9%	8%	13%	8%	10%	7%	12%	7%	11%	10%	7%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	647	300	346	85	93	58	48	54	62	61	19	69	57	31	10
Weighted	647	311	336	84	87	52	50	51	63	61	20	68	66	32	13
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £2 more	22%	19%	25%	27%	23%	19%	22%	23%	23%	20%	10%	27%	18%	19%	9%
I would choose the soft drink which costs what I would normally spend	68%	71%	65%	61%	65%	67%	68%	70%	65%	77%	74%	65%	75%	61%	80%
Don't Know	10%	10%	11%	13%	12%	14%	10%	7%	12%	3%	16%	8%	7%	20%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	647	79	109	110	110	98	141	251	254	101	245	163	43	7	97
Weighted	647	87	118	110	113	87	132	245	254	103	238	167	41	6	99
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £2 more	22%	40%	23%	23%	17%	12%	19%	13%	26%	24%	16%	32%	11%	16%	19%
I would choose the soft drink which costs what I would normally spend	68%	51%	65%	67%	74%	80%	69%	78%	62%	64%	72%	55%	80%	84%	71%
Don't Know	10%	8%	12%	10%	10%	8%	12%	9%	12%	12%	11%	13%	10%	0%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	647	174	152	143	178	166	221	39	0	0	90	168	65	9
Weighted	647	174	170	140	163	163	226	38	0	0	89	176	65	8
I would choose the soft drink from the company which ensures its workers are paid a fair wage, and spend £2 more	22%	19%	28%	21%	20%	16%	30%	22%	18%	24%	17%	23%	30%	18%
I would choose the soft drink which costs what I would normally spend	68%	70%	63%	69%	69%	72%	59%	68%	71%	68%	76%	61%	65%	70%
Don't Know	10%	11%	10%	10%	11%	12%	11%	10%	11%	7%	7%	16%	5%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	606	289	315	76	83	52	53	46	50	49	21	81	48	28	19
Weighted	604	297	306	74	78	47	54	44	50	48	21	79	55	28	26
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £00 more	60%	60%	59%	57%	52%	62%	51%	58%	63%	55%	51%	69%	59%	75%	78%
I would choose the soft drink which costs what I would normally spend	33%	31%	36%	35%	40%	28%	42%	34%	29%	36%	49%	28%	34%	18%	16%
Don't Know	7%	9%	5%	8%	9%	9%	7%	9%	8%	9%	0%	4%	7%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	606	72	91	110	109	89	135	238	246	76	209	168	43	13	87
Weighted	604	78	98	108	113	81	127	233	248	75	201	170	41	12	88
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £00 more	60%	63%	59%	62%	61%	51%	62%	58%	66%	49%	57%	66%	66%	30%	50%
I would choose the soft drink which costs what I would normally spend	33%	32%	38%	29%	32%	37%	32%	35%	28%	43%	34%	27%	27%	62%	46%
Don't Know	7%	6%	3%	9%	7%	12%	7%	7%	7%	8%	9%	7%	7%	8%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	606	155	123	150	175	139	212	39	0	0	73	127	71	8
Weighted	604	154	140	146	162	134	214	38	0	0	73	132	72	8
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £00 more	60%	61%	62%	56%	59%	59%	64%	67%	57%	62%	55%	67%	53%	75%
I would choose the soft drink which costs what I would normally spend	33%	32%	31%	36%	34%	35%	29%	25%	34%	33%	42%	26%	37%	25%
Don't Know	7%	7%	7%	8%	7%	6%	7%	8%	9%	5%	2%	7%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	644	313	328	92	87	60	62	48	57	58	25	72	47	29	7
Weighted	643	323	317	92	82	55	64	46	57	58	26	70	53	31	9
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £0.20 more	53%	53%	52%	56%	53%	58%	51%	51%	49%	56%	53%	53%	53%	51%	14%
I would choose the soft drink which costs what I would normally spend	40%	40%	40%	39%	40%	34%	41%	38%	44%	42%	43%	39%	36%	42%	56%
Don't Know	7%	7%	8%	5%	7%	8%	8%	11%	7%	2%	5%	8%	11%	8%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	644	101	107	104	104	84	144	213	268	105	221	163	46	10	100
Weighted	643	107	116	104	106	75	135	207	270	106	214	165	44	9	101
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £0.20 more	53%	57%	51%	50%	49%	54%	55%	45%	58%	51%	47%	64%	72%	40%	43%
I would choose the soft drink which costs what I would normally spend	40%	38%	41%	42%	42%	37%	38%	48%	34%	43%	46%	30%	23%	51%	47%
Don't Know	7%	5%	8%	7%	9%	9%	7%	7%	8%	6%	7%	5%	4%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	644	180	141	152	171	148	225	39	0	0	62	161	75	6
Weighted	643	182	155	149	157	144	228	38	0	0	60	166	75	6
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £0.20 more	53%	60%	50%	49%	50%	43%	62%	59%	54%	47%	36%	57%	66%	50%
I would choose the soft drink which costs what I would normally spend	40%	36%	41%	42%	42%	48%	32%	41%	38%	46%	56%	35%	30%	36%
Don't Know	7%	4%	9%	9%	8%	9%	5%	0%	8%	7%	8%	7%	4%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	641	298	343	92	79	62	56	52	58	46	22	72	59	29	14
Weighted	647	313	333	93	76	57	57	52	58	46	22	70	67	31	19
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £0.50 more	41%	39%	43%	56%	34%	34%	48%	40%	42%	41%	27%	34%	40%	33%	46%
I would choose the soft drink which costs what I would normally spend	50%	54%	47%	38%	54%	51%	44%	53%	45%	54%	73%	56%	52%	52%	54%
Don't Know	9%	7%	11%	6%	12%	14%	8%	7%	13%	5%	0%	10%	8%	15%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	641	87	116	100	95	93	150	258	246	96	229	188	42	8	94
Weighted	647	96	127	100	98	83	142	255	249	98	226	190	41	7	94
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £0.50 more	41%	49%	47%	42%	44%	33%	31%	34%	45%	45%	36%	46%	43%	28%	43%
I would choose the soft drink which costs what I would normally spend	50%	43%	47%	45%	50%	54%	60%	57%	47%	46%	55%	44%	43%	72%	51%
Don't Know	9%	8%	6%	13%	6%	13%	9%	9%	8%	10%	9%	10%	14%	0%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	641	166	173	118	183	145	226	56	0	0	79	166	56	6
Weighted	647	165	193	117	170	145	228	58	0	0	77	175	56	5
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £0.50 more	41%	40%	47%	38%	37%	41%	41%	41%	37%	36%	38%	50%	42%	51%
I would choose the soft drink which costs what I would normally spend	50%	49%	48%	51%	53%	51%	49%	54%	53%	54%	57%	42%	49%	49%
Don't Know	9%	11%	5%	11%	10%	8%	10%	5%	10%	10%	4%	8%	9%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	697	324	373	94	96	52	68	56	70	55	21	82	53	35	15
Weighted	698	334	364	94	90	48	70	53	71	53	21	81	60	36	20
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £1 more	30%	29%	31%	38%	20%	34%	37%	22%	31%	31%	23%	29%	26%	26%	34%
I would choose the soft drink which costs what I would normally spend	62%	63%	61%	54%	70%	53%	57%	67%	60%	61%	72%	65%	68%	66%	54%
Don't Know	8%	8%	8%	8%	10%	13%	7%	10%	8%	8%	5%	6%	6%	8%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	697	83	120	121	118	107	148	258	298	94	242	199	54	8	104
Weighted	698	89	132	121	121	97	139	251	302	95	234	203	52	7	106
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £1 more	30%	45%	41%	30%	21%	24%	20%	21%	33%	32%	23%	38%	29%	0%	31%
I would choose the soft drink which costs what I would normally spend	62%	46%	51%	63%	71%	71%	67%	71%	58%	62%	71%	54%	58%	87%	63%
Don't Know	8%	9%	8%	6%	8%	5%	13%	8%	8%	6%	6%	8%	12%	13%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	697	179	168	167	179	158	251	48	0	0	97	177	71	10
Weighted	698	176	188	164	166	152	258	47	0	0	96	183	72	10
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £1 more	30%	33%	30%	26%	30%	23%	34%	36%	25%	30%	17%	35%	44%	43%
I would choose the soft drink which costs what I would normally spend	62%	59%	62%	67%	61%	70%	59%	54%	66%	62%	76%	58%	48%	39%
Don't Know	8%	8%	8%	7%	9%	7%	7%	9%	9%	8%	7%	8%	8%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	608	291	316	88	84	49	48	36	59	56	29	66	50	30	13
Weighted	606	301	304	85	80	44	49	34	59	57	29	64	57	31	17
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £1.50 more	23%	26%	20%	35%	22%	19%	23%	19%	18%	18%	14%	22%	25%	40%	16%
I would choose the soft drink which costs what I would normally spend	66%	65%	67%	52%	67%	71%	65%	70%	73%	69%	76%	72%	61%	50%	77%
Don't Know	11%	9%	13%	13%	11%	10%	12%	11%	10%	13%	10%	6%	14%	10%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	608	79	86	106	97	103	137	236	238	86	221	158	53	10	83
Weighted	606	86	93	106	99	93	129	228	240	88	215	160	51	9	84
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £1.50 more	23%	38%	42%	20%	13%	17%	16%	20%	25%	22%	16%	36%	22%	22%	14%
I would choose the soft drink which costs what I would normally spend	66%	51%	54%	71%	75%	68%	70%	68%	65%	67%	72%	54%	67%	78%	75%
Don't Know	11%	11%	4%	8%	12%	15%	14%	12%	10%	11%	11%	10%	11%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	608	166	136	139	163	146	202	43	0	0	81	162	52	11
Weighted	606	162	152	137	151	141	207	42	0	0	81	169	51	11
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £1.50 more	23%	27%	25%	20%	20%	23%	32%	27%	17%	23%	23%	25%	34%	52%
I would choose the soft drink which costs what I would normally spend	66%	61%	66%	72%	64%	64%	59%	68%	74%	64%	68%	63%	58%	36%
Don't Know	11%	12%	9%	8%	16%	13%	9%	5%	9%	13%	9%	12%	8%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	632	301	327	92	91	49	53	46	58	46	36	65	49	31	16
Weighted	639	314	321	92	88	47	55	43	57	45	37	64	56	33	22
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £2 more	18%	17%	19%	26%	14%	15%	13%	18%	18%	19%	20%	12%	21%	21%	26%
I would choose the soft drink which costs what I would normally spend	73%	77%	69%	63%	75%	77%	80%	78%	70%	70%	74%	76%	72%	73%	74%
Don't Know	9%	7%	11%	11%	11%	8%	7%	4%	12%	11%	6%	12%	8%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	632	94	104	121	103	88	122	253	230	93	248	186	36	3	78
Weighted	639	103	114	121	107	79	114	248	234	96	244	190	35	3	80
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £2 more	18%	29%	25%	21%	8%	15%	10%	13%	22%	23%	13%	27%	10%	33%	13%
I would choose the soft drink which costs what I would normally spend	73%	63%	68%	71%	86%	72%	77%	80%	68%	68%	78%	64%	82%	67%	76%
Don't Know	9%	8%	7%	7%	6%	14%	12%	7%	10%	9%	9%	9%	8%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	632	158	155	148	167	156	220	43	0	0	64	169	67	11
Weighted	639	159	174	148	155	155	223	43	0	0	63	179	69	10
I would choose the soft drink from the company which pays significantly more tax in the UK, and spend £2 more	18%	22%	23%	14%	14%	17%	23%	15%	17%	15%	14%	20%	32%	16%
I would choose the soft drink which costs what I would normally spend	73%	68%	70%	75%	79%	74%	70%	79%	77%	77%	80%	68%	61%	71%
Don't Know	9%	10%	8%	12%	7%	10%	7%	6%	6%	8%	6%	12%	7%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Protecting and nurturing the environment	40%	41%	39%	47%	36%	37%	36%	35%	38%	42%	43%	40%	44%	41%	30%
Promoting virtues like tolerance and diversity among their staff and customers	31%	33%	28%	36%	27%	32%	29%	27%	35%	31%	29%	29%	32%	26%	24%
Good governance and management	30%	35%	26%	28%	27%	31%	31%	30%	34%	31%	28%	34%	33%	25%	26%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	29%	27%	30%	22%	34%	27%	35%	30%	23%	24%	32%	26%	32%	29%	46%
Protecting and nurturing the people they are in contact with	27%	27%	27%	32%	24%	29%	25%	24%	24%	34%	28%	27%	22%	30%	21%
Other (Please specify)	3%	2%	3%	4%	1%	0%	2%	5%	3%	6%	3%	4%	3%	1%	0%
Don't Know	11%	10%	13%	8%	13%	17%	9%	11%	15%	10%	10%	10%	10%	13%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Protecting and nurturing the environment	40%	50%	45%	43%	35%	34%	33%	34%	44%	39%	39%	46%	37%	18%	31%
Promoting virtues like tolerance and diversity among their staff and customers	31%	37%	34%	31%	29%	27%	26%	28%	35%	25%	31%	36%	34%	17%	20%
Good governance and management	30%	35%	33%	26%	27%	27%	34%	29%	34%	27%	34%	30%	34%	18%	23%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	29%	17%	22%	26%	32%	36%	37%	34%	25%	27%	29%	24%	27%	47%	37%
Protecting and nurturing the people they are in contact with	27%	33%	30%	27%	21%	23%	27%	25%	29%	25%	26%	32%	30%	18%	21%
Other (Please specify)	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%	2%	1%	7%	3%
Don't Know	11%	5%	8%	13%	13%	14%	14%	12%	10%	14%	11%	9%	14%	18%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	Higher Education (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Protecting and nurturing the environment	40%	45%	42%	37%	33%	41%	46%	37%	34%	37%	38%	45%	51%	34%
Promoting virtues like tolerance and diversity among their staff and customers	31%	33%	33%	31%	25%	33%	35%	36%	27%	29%	31%	34%	36%	33%
Good governance and management	30%	37%	30%	29%	26%	36%	32%	38%	27%	31%	29%	32%	34%	38%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	29%	25%	27%	29%	34%	27%	25%	22%	32%	28%	32%	27%	20%	26%
Protecting and nurturing the people they are in contact with	27%	32%	29%	24%	23%	29%	32%	27%	24%	24%	27%	31%	35%	26%
Other (Please specify)	3%	4%	4%	1%	2%	3%	3%	0%	1%	4%	2%	3%	5%	7%
Don't Know	11%	11%	9%	12%	14%	10%	8%	13%	14%	11%	13%	9%	9%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Increased	18%	19%	18%	25%	20%	15%	15%	16%	18%	19%	16%	20%	16%	15%	11%
Stayed the same	37%	38%	37%	36%	33%	38%	43%	40%	38%	43%	33%	39%	33%	39%	32%
Decreased	5%	5%	6%	6%	4%	4%	4%	7%	6%	5%	7%	5%	7%	6%	2%
N/A - I do not spend on this brand	7%	8%	5%	7%	7%	7%	3%	4%	8%	9%	7%	7%	8%	5%	4%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	25%	29%	20%	32%	31%	32%	29%	22%	19%	32%	21%	30%	25%	46%
Don't Know	6%	6%	6%	5%	5%	6%	3%	5%	8%	5%	5%	8%	6%	10%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Increased	18%	29%	28%	12%	17%	13%	13%	13%	21%	22%	17%	20%	18%	7%	15%
Stayed the same	37%	37%	36%	44%	38%	37%	33%	39%	37%	35%	41%	38%	38%	33%	31%
Decreased	5%	7%	6%	7%	3%	4%	4%	5%	5%	5%	4%	6%	3%	3%	6%
N/A - I do not spend on this brand	7%	7%	6%	7%	6%	5%	8%	6%	7%	6%	6%	8%	5%	13%	6%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	16%	20%	24%	30%	33%	35%	31%	24%	24%	27%	22%	29%	40%	36%
Don't Know	6%	4%	4%	6%	6%	7%	7%	5%	6%	8%	6%	6%	6%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Increased	18%	21%	19%	18%	15%	20%	22%	16%	17%	19%	16%	18%	26%	15%
Stayed the same	37%	38%	38%	39%	34%	40%	38%	45%	36%	35%	38%	41%	40%	49%
Decreased	5%	4%	6%	4%	6%	6%	5%	6%	5%	7%	4%	4%	5%	0%
N/A - I do not spend on this brand	7%	6%	7%	6%	7%	6%	8%	4%	6%	7%	9%	7%	5%	6%
N/A - I cannot think of a company/brand which is leading the way on sustainability and being a responsible business	27%	25%	27%	24%	30%	24%	22%	23%	29%	27%	29%	25%	20%	26%
Don't Know	6%	5%	3%	7%	7%	5%	5%	6%	7%	6%	5%	5%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(113.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Mainstream media

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	18%	18%	17%	17%	19%	17%	16%	16%	13%	17%	21%	18%	18%	21%	22%
Do not really trust	30%	28%	32%	26%	27%	34%	33%	39%	29%	28%	28%	33%	27%	29%	35%
Trust a little	39%	39%	39%	42%	39%	38%	36%	34%	45%	38%	37%	36%	43%	34%	30%
Trust a lot	8%	10%	6%	11%	9%	5%	7%	7%	8%	9%	8%	6%	5%	9%	9%
Not relevant to me	6%	5%	7%	4%	6%	5%	8%	3%	5%	8%	6%	6%	7%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(113.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Mainstream media

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	18%	18%	16%	18%	21%	19%	14%	21%	14%	19%	17%	16%	11%	48%	19%
Do not really trust	30%	26%	27%	35%	30%	30%	32%	31%	31%	27%	31%	32%	28%	30%	27%
Trust a little	39%	41%	43%	36%	37%	36%	38%	34%	42%	38%	38%	41%	42%	11%	37%
Trust a lot	8%	9%	11%	8%	7%	6%	6%	7%	10%	7%	8%	9%	13%	7%	5%
Not relevant to me	6%	5%	3%	3%	5%	9%	9%	7%	4%	9%	6%	2%	5%	3%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(113.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Mainstream media

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	18%	14%	17%	20%	20%	15%	14%	13%	19%	18%	21%	15%	12%	19%
Do not really trust	30%	30%	32%	28%	31%	32%	32%	29%	30%	31%	31%	30%	26%	29%
Trust a little	39%	40%	41%	37%	35%	39%	42%	38%	37%	40%	36%	40%	43%	49%
Trust a lot	8%	10%	7%	9%	6%	9%	9%	12%	6%	6%	6%	10%	14%	0%
Not relevant to me	6%	5%	4%	6%	9%	6%	3%	7%	8%	6%	5%	4%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(114.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Specialist media

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	12%	14%	11%	14%	13%	13%	16%	15%	10%	6%	11%	12%	9%	14%	19%
Do not really trust	24%	22%	26%	16%	20%	22%	27%	32%	21%	25%	28%	25%	29%	28%	29%
Trust a little	42%	42%	41%	47%	42%	48%	38%	34%	45%	45%	42%	42%	37%	31%	31%
Trust a lot	10%	12%	8%	14%	9%	5%	7%	9%	9%	10%	7%	8%	13%	12%	11%
Not relevant to me	13%	11%	15%	9%	16%	11%	13%	10%	16%	14%	12%	12%	12%	14%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(114.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Specialist media

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	12%	11%	10%	13%	14%	16%	12%	15%	10%	15%	12%	12%	9%	37%	13%
Do not really trust	24%	22%	20%	27%	24%	26%	24%	26%	22%	22%	24%	25%	24%	39%	21%
Trust a little	42%	41%	44%	44%	43%	39%	39%	39%	45%	40%	43%	43%	46%	14%	39%
Trust a lot	10%	13%	16%	9%	6%	7%	7%	6%	14%	7%	9%	11%	11%	7%	7%
Not relevant to me	13%	14%	10%	8%	12%	12%	18%	13%	10%	17%	12%	10%	10%	3%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(114.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Specialist media

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	12%	11%	11%	16%	13%	11%	12%	12%	13%	13%	17%	10%	7%	18%
Do not really trust	24%	19%	26%	25%	25%	23%	23%	23%	27%	23%	28%	22%	17%	14%
Trust a little	42%	45%	41%	40%	39%	43%	43%	46%	35%	41%	38%	48%	47%	65%
Trust a lot	10%	14%	8%	10%	6%	11%	12%	10%	7%	9%	7%	12%	19%	0%
Not relevant to me	13%	11%	13%	10%	16%	12%	11%	9%	17%	15%	10%	8%	10%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(115.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Social media

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	27%	32%	22%	23%	30%	30%	33%	22%	25%	25%	24%	23%	25%	29%	41%
Do not really trust	33%	30%	37%	28%	32%	31%	36%	41%	32%	33%	37%	35%	41%	29%	28%
Trust a little	26%	24%	28%	31%	23%	28%	17%	23%	29%	30%	22%	29%	25%	26%	18%
Trust a lot	5%	7%	4%	10%	6%	3%	5%	3%	5%	4%	8%	4%	3%	7%	7%
Not relevant to me	8%	8%	9%	8%	9%	8%	9%	11%	9%	8%	9%	9%	6%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(115.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Social media

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	27%	14%	15%	19%	33%	34%	41%	31%	27%	22%	31%	20%	39%	54%	22%
Do not really trust	33%	31%	29%	38%	37%	35%	31%	33%	34%	32%	34%	33%	33%	14%	33%
Trust a little	26%	40%	41%	32%	21%	16%	11%	22%	26%	33%	20%	34%	18%	21%	29%
Trust a lot	5%	12%	12%	6%	3%	1%	0%	3%	7%	5%	4%	8%	5%	4%	4%
Not relevant to me	8%	3%	4%	5%	7%	13%	17%	11%	7%	8%	10%	6%	5%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(115.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Social media

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	27%	30%	29%	27%	22%	30%	23%	33%	29%	21%	34%	26%	23%	33%
Do not really trust	33%	33%	33%	34%	34%	33%	32%	37%	31%	36%	37%	34%	28%	29%
Trust a little	26%	23%	26%	27%	27%	23%	31%	15%	25%	27%	19%	28%	32%	24%
Trust a lot	5%	6%	5%	7%	5%	4%	8%	9%	4%	5%	3%	6%	12%	8%
Not relevant to me	8%	8%	7%	6%	12%	10%	5%	5%	11%	11%	7%	5%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(116.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Friends and family

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	1%	2%	1%	2%	2%	1%	1%	0%	2%	1%	3%	2%	0%	0%	4%
Do not really trust	5%	6%	5%	7%	6%	4%	6%	7%	6%	3%	8%	2%	5%	10%	0%
Trust a little	38%	37%	39%	38%	36%	40%	38%	36%	40%	45%	28%	34%	43%	35%	47%
Trust a lot	50%	49%	50%	50%	51%	49%	48%	53%	45%	46%	52%	55%	50%	50%	44%
Not relevant to me	6%	5%	6%	3%	7%	7%	7%	5%	6%	5%	10%	7%	3%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(116.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Friends and family

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	0%	4%	2%
Do not really trust	5%	7%	6%	5%	5%	5%	4%	5%	5%	5%	5%	5%	9%	7%	5%
Trust a little	38%	42%	37%	36%	41%	33%	39%	35%	40%	37%	36%	41%	39%	33%	37%
Trust a lot	50%	46%	52%	51%	49%	53%	48%	51%	49%	49%	51%	49%	47%	52%	47%
Not relevant to me	6%	3%	3%	6%	4%	8%	8%	7%	4%	7%	6%	4%	5%	3%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(116.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Friends and family

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	4%
Do not really trust	5%	6%	6%	5%	5%	5%	5%	11%	4%	6%	6%	6%	4%	12%
Trust a little	38%	40%	40%	32%	40%	36%	41%	45%	32%	40%	38%	42%	41%	45%
Trust a lot	50%	49%	46%	56%	49%	51%	50%	39%	56%	45%	50%	49%	48%	36%
Not relevant to me	6%	4%	6%	6%	6%	6%	4%	4%	7%	7%	5%	3%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(117.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Colleagues or work contacts

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	3%	5%	2%	4%	4%	2%	3%	2%	3%	2%	6%	5%	2%	3%	6%
Do not really trust	11%	11%	12%	13%	10%	11%	8%	11%	14%	8%	7%	10%	14%	16%	18%
Trust a little	46%	48%	44%	46%	45%	45%	47%	44%	45%	51%	47%	47%	49%	40%	41%
Trust a lot	19%	20%	17%	25%	18%	18%	15%	19%	15%	16%	26%	21%	19%	23%	7%
Not relevant to me	20%	17%	24%	12%	23%	24%	27%	23%	22%	24%	14%	18%	16%	18%	28%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(117.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Colleagues or work contacts

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	3%	5%	3%	4%	5%	5%	1%	4%	3%	4%	3%	2%	1%	22%	5%
Do not really trust	11%	17%	13%	11%	13%	9%	7%	10%	11%	12%	10%	13%	12%	11%	10%
Trust a little	46%	50%	52%	53%	48%	43%	34%	43%	47%	51%	43%	49%	43%	29%	51%
Trust a lot	19%	20%	25%	20%	18%	17%	14%	18%	20%	17%	19%	22%	19%	7%	14%
Not relevant to me	20%	8%	8%	12%	17%	26%	44%	24%	19%	17%	24%	14%	26%	31%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(117.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Colleagues or work contacts

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	3%	2%	3%	4%	4%	3%	3%	1%	4%	4%	5%	3%	0%	4%
Do not really trust	11%	9%	14%	12%	11%	9%	11%	15%	11%	13%	12%	11%	11%	12%
Trust a little	46%	48%	49%	44%	42%	44%	50%	44%	42%	46%	45%	52%	47%	49%
Trust a lot	19%	21%	17%	23%	15%	21%	21%	14%	18%	18%	19%	19%	24%	11%
Not relevant to me	20%	21%	16%	17%	27%	24%	15%	26%	26%	19%	20%	15%	17%	25%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(118.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
My employer

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	6%	7%	5%	9%	5%	3%	7%	6%	3%	3%	5%	7%	5%	4%	13%
Do not really trust	12%	11%	12%	12%	11%	11%	10%	10%	14%	11%	8%	13%	13%	13%	15%
Trust a little	39%	41%	37%	49%	36%	40%	31%	37%	40%	41%	38%	37%	39%	46%	24%
Trust a lot	13%	14%	13%	15%	14%	12%	12%	13%	14%	14%	23%	14%	11%	10%	5%
Not relevant to me	30%	27%	33%	15%	33%	34%	40%	34%	29%	31%	26%	28%	32%	28%	43%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(118.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
My employer

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	6%	6%	6%	5%	8%	8%	3%	8%	5%	5%	5%	5%	3%	22%	7%
Do not really trust	12%	14%	14%	13%	17%	9%	6%	10%	12%	14%	10%	14%	14%	7%	11%
Trust a little	39%	50%	50%	51%	41%	32%	16%	32%	42%	48%	33%	47%	35%	33%	40%
Trust a lot	13%	16%	18%	16%	12%	16%	7%	13%	16%	11%	14%	14%	14%	0%	14%
Not relevant to me	30%	14%	13%	15%	22%	36%	69%	38%	26%	22%	37%	21%	34%	38%	28%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(118.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
My employer

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	6%	3%	6%	8%	7%	5%	6%	3%	6%	5%	9%	5%	4%	9%
Do not really trust	12%	12%	13%	12%	10%	7%	13%	18%	10%	13%	12%	14%	10%	8%
Trust a little	39%	40%	44%	39%	33%	35%	46%	37%	34%	40%	31%	43%	50%	44%
Trust a lot	13%	15%	11%	17%	12%	16%	13%	14%	13%	13%	13%	15%	15%	14%
Not relevant to me	30%	30%	26%	24%	38%	37%	22%	28%	37%	29%	34%	22%	21%	25%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(119.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Government

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	30%	29%	31%	26%	30%	30%	27%	32%	28%	25%	29%	34%	33%	27%	44%
Do not really trust	27%	26%	28%	25%	29%	30%	28%	21%	23%	31%	27%	25%	32%	27%	23%
Trust a little	32%	32%	33%	33%	32%	31%	35%	36%	37%	35%	34%	29%	26%	32%	24%
Trust a lot	7%	9%	5%	12%	6%	4%	4%	8%	6%	5%	5%	8%	5%	7%	7%
Not relevant to me	4%	4%	4%	4%	3%	6%	6%	3%	6%	4%	5%	4%	4%	7%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(119.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Government

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	30%	31%	27%	30%	38%	32%	22%	30%	30%	28%	20%	37%	29%	50%	30%
Do not really trust	27%	24%	22%	32%	29%	28%	26%	27%	27%	26%	24%	28%	32%	25%	28%
Trust a little	32%	29%	37%	27%	26%	31%	41%	32%	34%	31%	43%	26%	29%	17%	27%
Trust a lot	7%	11%	10%	7%	4%	4%	6%	7%	7%	8%	9%	6%	7%	4%	4%
Not relevant to me	4%	5%	4%	4%	4%	5%	6%	5%	3%	7%	4%	2%	3%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(119.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Government

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	30%	25%	31%	30%	34%	13%	37%	28%	31%	30%	34%	27%	22%	35%
Do not really trust	27%	28%	28%	27%	24%	20%	28%	31%	29%	26%	29%	27%	21%	34%
Trust a little	32%	35%	30%	32%	33%	50%	27%	26%	29%	33%	26%	34%	41%	21%
Trust a lot	7%	9%	8%	6%	4%	13%	6%	10%	5%	4%	7%	9%	11%	8%
Not relevant to me	4%	3%	3%	5%	6%	5%	2%	5%	6%	6%	3%	2%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(120.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Charities and NGOs

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	7%	9%	5%	8%	9%	7%	8%	7%	5%	6%	9%	8%	3%	4%	9%
Do not really trust	16%	16%	16%	12%	15%	17%	14%	24%	16%	16%	18%	17%	16%	16%	18%
Trust a little	47%	44%	51%	45%	49%	48%	53%	43%	40%	50%	52%	45%	48%	50%	53%
Trust a lot	21%	23%	18%	28%	19%	16%	15%	18%	25%	17%	14%	22%	25%	22%	14%
Not relevant to me	9%	8%	10%	7%	8%	12%	9%	7%	13%	10%	7%	7%	8%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(120.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Charities and NGOs

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	7%	7%	6%	6%	8%	11%	6%	11%	3%	8%	8%	3%	5%	35%	9%
Do not really trust	16%	13%	13%	16%	21%	15%	16%	19%	15%	13%	20%	14%	12%	28%	12%
Trust a little	47%	43%	46%	53%	45%	46%	50%	46%	51%	45%	48%	48%	54%	30%	49%
Trust a lot	21%	31%	28%	17%	16%	20%	16%	15%	25%	18%	16%	29%	22%	3%	14%
Not relevant to me	9%	7%	7%	8%	10%	8%	12%	9%	7%	15%	9%	5%	7%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(120.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Charities and NGOs

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	7%	5%	5%	11%	8%	7%	3%	6%	7%	8%	9%	5%	5%	13%
Do not really trust	16%	16%	16%	17%	15%	20%	15%	15%	17%	16%	20%	15%	14%	13%
Trust a little	47%	47%	49%	45%	47%	47%	49%	48%	48%	48%	46%	48%	45%	47%
Trust a lot	21%	25%	21%	19%	17%	17%	27%	24%	16%	18%	18%	26%	27%	23%
Not relevant to me	9%	7%	8%	8%	12%	8%	6%	7%	12%	9%	8%	5%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(121.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Religious leaders

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	24%	25%	24%	25%	25%	23%	28%	25%	19%	21%	27%	21%	24%	31%	29%
Do not really trust	25%	24%	26%	21%	26%	24%	26%	30%	23%	22%	27%	27%	25%	24%	26%
Trust a little	26%	27%	26%	31%	24%	25%	26%	21%	27%	23%	27%	26%	30%	24%	24%
Trust a lot	7%	9%	6%	12%	5%	6%	3%	6%	9%	8%	4%	10%	4%	6%	7%
Not relevant to me	18%	16%	20%	11%	19%	22%	18%	19%	22%	26%	15%	16%	17%	15%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(121.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Religious leaders

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	24%	25%	24%	25%	29%	25%	18%	24%	23%	29%	20%	25%	24%	51%	29%
Do not really trust	25%	26%	23%	29%	27%	24%	22%	27%	25%	19%	27%	24%	24%	20%	24%
Trust a little	26%	25%	27%	27%	21%	25%	29%	25%	28%	28%	26%	28%	28%	18%	20%
Trust a lot	7%	11%	10%	7%	5%	6%	4%	6%	8%	5%	8%	8%	7%	0%	4%
Not relevant to me	18%	13%	15%	13%	18%	20%	26%	17%	17%	19%	19%	14%	17%	11%	24%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(121.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Religious leaders

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	24%	19%	25%	27%	26%	19%	25%	28%	23%	23%	30%	24%	23%	28%
Do not really trust	25%	27%	27%	23%	23%	26%	25%	20%	25%	27%	24%	25%	25%	3%
Trust a little	26%	29%	25%	26%	24%	26%	28%	26%	25%	23%	28%	28%	28%	42%
Trust a lot	7%	9%	6%	7%	7%	9%	8%	8%	5%	7%	5%	9%	10%	15%
Not relevant to me	18%	17%	17%	17%	20%	20%	14%	18%	21%	21%	12%	14%	15%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(122.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Politicians

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	38%	37%	39%	35%	37%	36%	41%	34%	39%	35%	38%	41%	41%	43%	47%
Do not really trust	33%	32%	34%	34%	34%	36%	28%	36%	29%	30%	31%	34%	38%	24%	30%
Trust a little	21%	22%	19%	20%	21%	20%	25%	26%	21%	23%	22%	17%	14%	23%	16%
Trust a lot	3%	4%	3%	6%	3%	3%	2%	1%	5%	4%	0%	4%	3%	3%	2%
Not relevant to me	5%	5%	6%	4%	4%	5%	5%	3%	6%	8%	10%	4%	5%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(122.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Politicians

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	38%	33%	37%	41%	46%	42%	32%	39%	37%	39%	28%	44%	43%	61%	43%
Do not really trust	33%	30%	31%	33%	35%	29%	36%	32%	35%	31%	35%	32%	36%	25%	32%
Trust a little	21%	24%	21%	18%	14%	23%	23%	21%	21%	17%	29%	18%	15%	11%	11%
Trust a lot	3%	6%	6%	3%	1%	1%	2%	3%	4%	3%	4%	4%	4%	0%	2%
Not relevant to me	5%	7%	5%	4%	4%	5%	6%	5%	3%	9%	5%	3%	3%	3%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(122.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?: Politicians

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	38%	40%	39%	36%	38%	18%	46%	39%	37%	37%	43%	37%	38%	42%
Do not really trust	33%	34%	32%	33%	32%	35%	29%	32%	32%	33%	33%	35%	29%	32%
Trust a little	21%	19%	21%	21%	21%	35%	18%	20%	21%	21%	17%	20%	23%	15%
Trust a lot	3%	4%	3%	4%	3%	6%	4%	4%	3%	3%	2%	4%	6%	8%
Not relevant to me	5%	4%	5%	6%	7%	5%	3%	4%	6%	7%	5%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(123.A) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Other customers via reviews

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Do not trust at all	6%	7%	4%	7%	7%	4%	7%	6%	5%	3%	5%	4%	4%	5%	15%
Do not really trust	17%	20%	15%	16%	18%	14%	22%	15%	19%	16%	9%	21%	16%	18%	13%
Trust a little	54%	50%	57%	48%	51%	54%	53%	60%	51%	60%	58%	53%	59%	48%	59%
Trust a lot	16%	15%	16%	21%	15%	19%	12%	15%	14%	15%	17%	16%	14%	17%	6%
Not relevant to me	8%	8%	8%	7%	9%	9%	7%	5%	10%	6%	11%	7%	8%	12%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(123.B) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Other customers via reviews

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Do not trust at all	6%	5%	3%	4%	8%	7%	7%	8%	4%	6%	7%	4%	1%	23%	7%
Do not really trust	17%	13%	13%	17%	17%	19%	22%	19%	19%	12%	20%	17%	17%	31%	10%
Trust a little	54%	50%	52%	55%	57%	55%	51%	52%	57%	49%	52%	57%	62%	35%	50%
Trust a lot	16%	26%	26%	18%	10%	10%	7%	13%	15%	23%	14%	17%	12%	4%	20%
Not relevant to me	8%	6%	5%	5%	7%	9%	12%	9%	6%	10%	7%	6%	7%	7%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(123.C) When deciding which brands are leading the way on sustainability and being a responsible business, which sources do you trust to inform your views on this kind of behaviour?:
Other customers via reviews

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Do not trust at all	6%	5%	6%	7%	5%	6%	4%	4%	5%	5%	8%	6%	5%	4%
Do not really trust	17%	20%	19%	14%	15%	19%	16%	24%	17%	14%	19%	18%	18%	24%
Trust a little	54%	52%	57%	52%	54%	49%	57%	51%	56%	54%	54%	54%	48%	59%
Trust a lot	16%	17%	13%	19%	15%	18%	17%	14%	13%	18%	10%	17%	23%	8%
Not relevant to me	8%	6%	5%	8%	11%	8%	6%	7%	9%	9%	9%	4%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Made negative comments to them on social media	9%	11%	6%	14%	7%	6%	9%	9%	4%	8%	10%	8%	9%	13%	3%
Written to them or contacted them directly	8%	9%	8%	13%	10%	9%	7%	7%	7%	8%	9%	7%	4%	10%	2%
Joined a social media page or campaign hostile to them	7%	8%	6%	13%	7%	3%	6%	6%	3%	4%	8%	7%	4%	10%	5%
Lodged a complaint with an ombudsman or regulator about the company	7%	7%	6%	13%	7%	5%	6%	5%	8%	3%	8%	6%	5%	6%	4%
I haven't done anything to protest against their behaviour	50%	48%	52%	35%	51%	55%	60%	51%	48%	55%	48%	56%	48%	49%	55%
Written to a politician to complain about them	5%	6%	5%	9%	4%	4%	4%	7%	6%	5%	7%	3%	4%	6%	7%
Attended a rally against their behaviour	5%	6%	4%	11%	3%	6%	1%	7%	4%	4%	4%	4%	2%	3%	3%
Don't Know	4%	4%	4%	5%	5%	3%	1%	2%	7%	4%	3%	5%	4%	1%	4%
Actively used a different business instead when possible	22%	22%	22%	27%	20%	19%	22%	17%	22%	19%	27%	20%	28%	22%	19%
Signed a petition against them	17%	17%	18%	20%	17%	17%	15%	17%	17%	16%	23%	16%	20%	17%	15%
Encouraged others to use the services of other businesses instead	16%	16%	15%	20%	15%	13%	14%	10%	12%	14%	23%	11%	17%	23%	20%
Left a negative review online	14%	15%	13%	18%	13%	13%	14%	14%	15%	12%	20%	12%	15%	14%	11%
Other (Please Specify)	1%	1%	0%	0%	2%	2%	1%	1%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Made negative comments to them on social media	9%	17%	11%	10%	7%	5%	4%	7%	9%	9%	7%	12%	8%	18%	7%
Written to them or contacted them directly	8%	15%	11%	6%	4%	6%	8%	7%	8%	9%	7%	10%	11%	14%	6%
Joined a social media page or campaign hostile to them	7%	16%	8%	9%	5%	3%	2%	3%	8%	8%	6%	9%	6%	0%	6%
Lodged a complaint with an ombudsman or regulator about the company	7%	14%	9%	8%	5%	3%	3%	6%	7%	6%	6%	8%	6%	3%	5%
I haven't done anything to protest against their behaviour	50%	24%	40%	45%	59%	66%	62%	57%	47%	51%	59%	41%	46%	58%	57%
Written to a politician to complain about them	5%	12%	6%	6%	3%	3%	4%	3%	7%	3%	5%	6%	6%	3%	2%
Attended a rally against their behaviour	5%	12%	7%	6%	1%	3%	0%	3%	5%	5%	3%	6%	4%	0%	5%
Don't Know	4%	4%	5%	6%	3%	3%	2%	4%	3%	4%	3%	3%	2%	0%	4%
Actively used a different business instead when possible	22%	31%	26%	23%	19%	14%	20%	19%	25%	17%	18%	27%	26%	15%	18%
Signed a petition against them	17%	26%	20%	19%	13%	15%	13%	12%	21%	17%	11%	26%	21%	12%	13%
Encouraged others to use the services of other businesses instead	16%	26%	18%	17%	13%	10%	11%	12%	18%	15%	11%	20%	16%	5%	14%
Left a negative review online	14%	27%	17%	14%	12%	7%	11%	12%	15%	13%	12%	18%	13%	7%	13%
Other (Please Specify)	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Made negative comments to them on social media	9%	10%	9%	9%	7%	8%	10%	9%	7%	9%	8%	10%	12%	4%
Written to them or contacted them directly	8%	9%	9%	9%	6%	8%	9%	11%	5%	8%	10%	8%	12%	18%
Joined a social media page or campaign hostile to them	7%	7%	6%	7%	7%	7%	9%	9%	4%	6%	6%	9%	9%	14%
Lodged a complaint with an ombudsman or regulator about the company	7%	8%	6%	7%	6%	6%	8%	8%	4%	7%	5%	8%	12%	4%
I haven't done anything to protest against their behaviour	50%	47%	45%	53%	56%	58%	43%	42%	62%	52%	49%	44%	32%	35%
Written to a politician to complain about them	5%	6%	6%	5%	4%	6%	6%	7%	3%	4%	7%	7%	8%	8%
Attended a rally against their behaviour	5%	5%	5%	4%	5%	4%	6%	6%	3%	4%	3%	6%	8%	15%
Don't Know	4%	2%	4%	4%	5%	3%	4%	1%	6%	3%	4%	3%	2%	0%
Actively used a different business instead when possible	22%	28%	27%	15%	17%	19%	25%	22%	14%	23%	22%	26%	29%	27%
Signed a petition against them	17%	15%	21%	17%	16%	10%	22%	22%	11%	18%	20%	20%	22%	17%
Encouraged others to use the services of other businesses instead	16%	19%	18%	14%	11%	11%	19%	16%	10%	16%	15%	19%	21%	22%
Left a negative review online	14%	16%	15%	14%	12%	13%	18%	14%	10%	15%	17%	16%	17%	12%
Other (Please Specify)	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	7%	7%	7%	13%	4%	7%	6%	6%	7%	9%	5%	6%	3%	11%	5%
Agree	27%	28%	26%	31%	31%	28%	25%	26%	27%	25%	24%	30%	25%	25%	21%
Neither agree nor Disagree	36%	36%	36%	32%	38%	42%	33%	33%	31%	37%	39%	37%	40%	34%	35%
Disagree	19%	17%	21%	15%	18%	15%	25%	24%	22%	20%	23%	13%	24%	16%	18%
Strongly Disagree	8%	9%	7%	8%	6%	7%	9%	8%	6%	6%	7%	10%	5%	10%	20%
Don't Know	3%	3%	3%	2%	3%	2%	2%	3%	7%	3%	1%	4%	4%	3%	2%
Total Agree:	34%	35%	34%	44%	35%	34%	31%	32%	34%	33%	29%	36%	28%	36%	26%
Total Disagree:	27%	26%	28%	23%	24%	22%	33%	32%	28%	26%	31%	23%	29%	26%	37%
Net:	8%	9%	6%	21%	10%	12%	-2%	0%	7%	7%	-2%	13%	-1%	10%	-12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	7%	13%	10%	8%	4%	4%	4%	6%	7%	6%	6%	8%	12%	8%	5%
Agree	27%	36%	34%	32%	22%	21%	21%	20%	34%	27%	24%	34%	25%	7%	24%
Neither agree nor Disagree	36%	28%	29%	35%	38%	40%	41%	40%	33%	34%	36%	36%	39%	31%	32%
Disagree	19%	15%	18%	13%	22%	22%	23%	22%	18%	15%	22%	16%	18%	33%	19%
Strongly Disagree	8%	3%	6%	10%	10%	11%	7%	11%	4%	12%	10%	4%	4%	20%	13%
Don't Know	3%	4%	2%	3%	3%	2%	4%	1%	3%	6%	2%	2%	2%	0%	7%
Total Agree:	34%	50%	44%	39%	26%	25%	25%	26%	41%	33%	30%	42%	38%	15%	29%
Total Disagree:	27%	18%	24%	22%	32%	33%	30%	33%	22%	27%	32%	20%	21%	54%	32%
Net:	8%	31%	20%	17%	-6%	-8%	-5%	-7%	19%	6%	-2%	21%	16%	-39%	-3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	7%	7%	7%	8%	6%	6%	7%	11%	6%	7%	4%	7%	12%	11%
Agree	27%	31%	29%	25%	23%	25%	32%	33%	19%	24%	23%	37%	36%	37%
Neither agree nor Disagree	36%	35%	36%	33%	38%	38%	35%	30%	40%	36%	38%	32%	34%	20%
Disagree	19%	17%	17%	22%	21%	21%	19%	16%	23%	20%	21%	16%	13%	20%
Strongly Disagree	8%	5%	7%	10%	9%	8%	5%	7%	8%	10%	11%	6%	3%	10%
Don't Know	3%	4%	3%	2%	3%	2%	2%	3%	4%	3%	3%	3%	1%	3%
Total Agree:	34%	39%	36%	33%	29%	32%	39%	45%	25%	32%	26%	44%	48%	48%
Total Disagree:	27%	23%	24%	32%	29%	29%	24%	23%	31%	30%	32%	21%	16%	29%
Net:	8%	16%	12%	1%	0%	3%	15%	22%	-6%	2%	-5%	23%	32%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	5%	6%	5%	12%	5%	2%	4%	6%	4%	5%	4%	5%	2%	9%	2%
Agree	26%	25%	26%	32%	24%	29%	22%	26%	22%	27%	32%	24%	25%	22%	22%
Neither agree nor Disagree	40%	40%	40%	35%	41%	45%	43%	42%	38%	42%	30%	44%	42%	43%	34%
Disagree	17%	17%	17%	14%	19%	11%	18%	16%	20%	15%	21%	17%	22%	15%	20%
Strongly Disagree	7%	8%	6%	6%	7%	7%	7%	6%	5%	7%	10%	7%	4%	8%	20%
Don't Know	4%	4%	5%	2%	4%	6%	6%	4%	11%	5%	4%	3%	4%	3%	2%
Total Agree:	31%	31%	31%	43%	29%	31%	26%	31%	26%	32%	36%	30%	27%	31%	24%
Total Disagree:	24%	25%	23%	20%	27%	17%	25%	22%	25%	22%	30%	24%	26%	23%	39%
Net:	7%	6%	8%	24%	2%	14%	1%	9%	1%	10%	6%	6%	1%	7%	-15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	5%	13%	8%	5%	3%	3%	2%	3%	6%	8%	5%	6%	6%	8%	5%
Agree	26%	36%	34%	32%	20%	18%	17%	19%	32%	24%	22%	35%	25%	0%	19%
Neither agree nor Disagree	40%	31%	34%	38%	44%	45%	48%	44%	39%	39%	42%	38%	44%	39%	40%
Disagree	17%	13%	15%	14%	19%	17%	22%	19%	16%	16%	19%	14%	19%	26%	20%
Strongly Disagree	7%	2%	3%	7%	10%	11%	7%	11%	4%	7%	10%	3%	3%	24%	9%
Don't Know	4%	5%	5%	3%	4%	5%	4%	4%	4%	6%	3%	4%	3%	3%	7%
Total Agree:	31%	49%	42%	38%	23%	21%	19%	23%	37%	32%	27%	41%	31%	8%	24%
Total Disagree:	24%	15%	18%	22%	29%	29%	29%	30%	20%	23%	29%	17%	22%	50%	29%
Net:	7%	34%	24%	16%	-6%	-8%	-10%	-7%	17%	8%	-2%	24%	10%	-42%	-5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	5%	6%	5%	5%	5%	7%	5%	8%	4%	5%	4%	6%	9%	4%
Agree	26%	29%	28%	27%	20%	24%	33%	24%	19%	21%	25%	34%	36%	29%
Neither agree nor Disagree	40%	39%	41%	41%	40%	40%	38%	43%	44%	45%	42%	35%	35%	25%
Disagree	17%	17%	16%	15%	20%	20%	16%	16%	20%	16%	17%	17%	14%	19%
Strongly Disagree	7%	4%	6%	8%	10%	6%	4%	6%	9%	8%	9%	4%	4%	10%
Don't Know	4%	5%	3%	4%	6%	2%	4%	3%	5%	5%	3%	4%	2%	13%
Total Agree:	31%	35%	33%	32%	25%	30%	38%	32%	23%	26%	29%	40%	46%	33%
Total Disagree:	24%	21%	22%	24%	29%	27%	20%	22%	29%	24%	26%	20%	18%	28%
Net:	7%	13%	11%	8%	-4%	4%	19%	10%	-6%	2%	2%	19%	28%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	7%	8%	7%	13%	4%	9%	6%	7%	5%	6%	9%	9%	4%	11%	2%
Agree	30%	30%	31%	35%	35%	28%	25%	31%	30%	36%	31%	27%	26%	31%	18%
Neither agree nor Disagree	39%	38%	39%	33%	39%	39%	39%	39%	39%	38%	33%	43%	42%	38%	49%
Disagree	15%	14%	15%	11%	13%	17%	20%	16%	12%	11%	19%	12%	21%	14%	13%
Strongly Disagree	6%	6%	5%	5%	4%	5%	7%	7%	5%	7%	6%	6%	3%	5%	13%
Don't Know	3%	3%	3%	2%	4%	2%	4%	1%	8%	3%	3%	3%	4%	1%	4%
Total Agree:	38%	38%	37%	48%	40%	36%	31%	38%	35%	41%	40%	36%	31%	42%	21%
Total Disagree:	20%	20%	20%	17%	17%	22%	26%	23%	18%	18%	25%	18%	24%	19%	26%
Net:	18%	18%	17%	32%	22%	14%	4%	15%	18%	24%	15%	18%	7%	23%	-6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	7%	14%	12%	7%	5%	5%	3%	6%	9%	6%	5%	10%	7%	11%	6%
Agree	30%	38%	38%	34%	25%	24%	25%	25%	34%	30%	29%	35%	29%	8%	26%
Neither agree nor Disagree	39%	30%	31%	39%	43%	42%	46%	43%	37%	37%	41%	38%	37%	48%	37%
Disagree	15%	14%	14%	11%	16%	15%	17%	15%	14%	15%	15%	13%	22%	23%	17%
Strongly Disagree	6%	0%	3%	7%	7%	11%	5%	9%	3%	8%	7%	3%	2%	10%	10%
Don't Know	3%	4%	2%	3%	4%	2%	4%	3%	3%	4%	3%	1%	3%	0%	5%
Total Agree:	38%	52%	50%	41%	30%	29%	28%	31%	43%	36%	34%	45%	36%	20%	31%
Total Disagree:	20%	14%	18%	17%	23%	27%	22%	24%	17%	23%	22%	16%	24%	33%	27%
Net:	18%	38%	32%	24%	7%	3%	6%	7%	26%	13%	12%	29%	13%	-13%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	7%	7%	7%	9%	7%	6%	8%	8%	5%	8%	6%	8%	9%	11%
Agree	30%	35%	32%	32%	24%	32%	34%	31%	25%	27%	25%	37%	46%	26%
Neither agree nor Disagree	39%	38%	39%	34%	42%	39%	37%	35%	42%	40%	45%	34%	31%	37%
Disagree	15%	12%	15%	16%	16%	15%	14%	19%	17%	15%	14%	13%	10%	20%
Strongly Disagree	6%	4%	5%	7%	8%	6%	4%	4%	7%	7%	6%	4%	2%	6%
Don't Know	3%	4%	3%	2%	4%	2%	2%	2%	4%	3%	3%	3%	2%	0%
Total Agree:	38%	42%	38%	41%	31%	38%	42%	39%	30%	35%	32%	46%	55%	37%
Total Disagree:	20%	16%	20%	23%	24%	21%	18%	23%	24%	22%	20%	17%	12%	26%
Net:	18%	26%	19%	18%	7%	17%	24%	16%	5%	13%	12%	29%	44%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	16%	17%	16%	16%	15%	12%	17%	22%	17%	15%	20%	15%	16%	13%	24%
Agree	44%	43%	44%	45%	49%	43%	50%	38%	41%	38%	46%	43%	42%	46%	32%
Neither agree nor Disagree	25%	25%	25%	27%	22%	29%	21%	22%	23%	30%	18%	25%	30%	26%	33%
Disagree	8%	8%	7%	6%	7%	9%	7%	11%	10%	7%	11%	9%	7%	8%	7%
Strongly Disagree	1%	2%	1%	2%	2%	2%	2%	0%	2%	1%	1%	1%	1%	2%	2%
Don't Know	6%	5%	6%	4%	6%	5%	3%	7%	8%	8%	5%	8%	4%	6%	2%
Total Agree:	60%	60%	60%	61%	64%	55%	67%	60%	58%	53%	66%	58%	58%	58%	55%
Total Disagree:	9%	10%	9%	7%	9%	11%	9%	11%	12%	8%	12%	10%	7%	10%	9%
Net:	50%	50%	51%	54%	55%	44%	58%	48%	46%	45%	54%	48%	51%	48%	47%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	16%	15%	20%	18%	17%	18%	10%	20%	14%	14%	18%	14%	16%	35%	17%
Agree	44%	37%	39%	40%	44%	44%	54%	44%	46%	39%	49%	42%	46%	36%	38%
Neither agree nor Disagree	25%	27%	24%	27%	23%	24%	25%	23%	25%	31%	22%	28%	24%	0%	26%
Disagree	8%	13%	9%	9%	5%	7%	6%	6%	8%	7%	6%	10%	10%	8%	8%
Strongly Disagree	1%	2%	2%	1%	2%	2%	0%	2%	1%	2%	1%	1%	1%	7%	1%
Don't Know	6%	6%	6%	5%	8%	6%	4%	5%	5%	8%	4%	5%	3%	14%	10%
Total Agree:	60%	52%	59%	58%	61%	61%	65%	64%	60%	53%	67%	56%	62%	71%	55%
Total Disagree:	9%	15%	11%	10%	7%	9%	6%	8%	10%	9%	7%	11%	12%	15%	9%
Net:	50%	37%	49%	48%	54%	53%	59%	57%	51%	44%	60%	45%	50%	56%	46%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	16%	16%	14%	18%	18%	15%	16%	15%	15%	17%	19%	15%	20%	14%
Agree	44%	48%	42%	44%	40%	51%	41%	48%	46%	40%	42%	44%	47%	37%
Neither agree nor Disagree	25%	23%	29%	22%	26%	22%	26%	22%	26%	25%	23%	28%	20%	27%
Disagree	8%	7%	10%	7%	7%	6%	10%	11%	6%	10%	10%	8%	6%	14%
Strongly Disagree	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	7%
Don't Know	6%	5%	4%	6%	8%	4%	5%	3%	6%	7%	4%	5%	4%	0%
Total Agree:	60%	63%	56%	62%	58%	66%	57%	63%	61%	57%	61%	59%	67%	52%
Total Disagree:	9%	8%	11%	10%	9%	7%	11%	12%	7%	11%	12%	9%	8%	22%
Net:	50%	55%	45%	52%	50%	59%	46%	51%	53%	47%	49%	50%	58%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	11%	13%	10%	12%	13%	7%	11%	9%	11%	11%	14%	11%	14%	14%	15%
Agree	34%	34%	33%	26%	37%	33%	35%	45%	37%	38%	39%	31%	28%	33%	29%
Neither agree nor Disagree	26%	27%	26%	31%	27%	29%	28%	25%	19%	22%	24%	26%	32%	20%	29%
Disagree	21%	18%	23%	24%	18%	24%	18%	13%	23%	20%	14%	25%	21%	25%	20%
Strongly Disagree	6%	5%	6%	8%	4%	4%	7%	5%	6%	6%	7%	4%	4%	7%	7%
Don't Know	2%	2%	2%	1%	2%	3%	2%	3%	4%	3%	1%	2%	1%	2%	0%
Total Agree:	45%	47%	43%	37%	50%	40%	46%	54%	48%	49%	53%	43%	42%	47%	44%
Total Disagree:	26%	24%	29%	31%	22%	28%	25%	18%	29%	26%	21%	29%	26%	32%	26%
Net:	19%	24%	14%	6%	28%	12%	21%	36%	19%	23%	32%	13%	16%	15%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	11%	7%	9%	11%	14%	15%	12%	13%	10%	11%	13%	9%	11%	23%	14%
Agree	34%	30%	34%	36%	31%	33%	37%	36%	33%	32%	38%	34%	27%	35%	34%
Neither agree nor Disagree	26%	28%	24%	27%	27%	27%	25%	25%	25%	32%	27%	24%	21%	15%	29%
Disagree	21%	24%	24%	19%	21%	18%	20%	19%	24%	17%	17%	26%	30%	22%	15%
Strongly Disagree	6%	7%	6%	6%	5%	5%	5%	4%	6%	4%	4%	6%	6%	4%	4%
Don't Know	2%	4%	2%	1%	3%	2%	1%	2%	2%	3%	1%	1%	4%	0%	4%
Total Agree:	45%	37%	44%	47%	44%	48%	49%	49%	43%	43%	52%	43%	38%	59%	48%
Total Disagree:	26%	31%	30%	25%	26%	23%	25%	24%	30%	22%	20%	32%	36%	26%	19%
Net:	19%	6%	14%	22%	19%	25%	24%	26%	13%	21%	31%	10%	2%	33%	29%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	11%	9%	10%	13%	14%	12%	10%	13%	14%	9%	13%	9%	7%	28%
Agree	34%	32%	34%	36%	33%	39%	33%	31%	34%	34%	35%	36%	29%	28%
Neither agree nor Disagree	26%	24%	28%	25%	28%	28%	25%	22%	28%	28%	25%	24%	23%	17%
Disagree	21%	25%	21%	18%	19%	15%	23%	23%	18%	19%	18%	23%	32%	23%
Strongly Disagree	6%	6%	6%	7%	4%	5%	6%	8%	3%	7%	7%	6%	7%	3%
Don't Know	2%	3%	2%	2%	3%	1%	2%	4%	3%	2%	2%	2%	1%	0%
Total Agree:	45%	41%	44%	49%	47%	50%	43%	43%	49%	43%	48%	45%	36%	56%
Total Disagree:	26%	32%	27%	24%	23%	20%	30%	31%	20%	27%	25%	29%	39%	27%
Net:	19%	10%	17%	24%	25%	30%	13%	12%	28%	16%	23%	16%	-2%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	10%	14%	6%	13%	10%	6%	10%	10%	9%	7%	11%	13%	8%	9%	13%
Agree	33%	36%	30%	30%	39%	29%	39%	34%	32%	34%	33%	28%	32%	37%	25%
Neither agree nor Disagree	30%	27%	33%	30%	27%	37%	27%	30%	29%	28%	29%	34%	32%	30%	33%
Disagree	19%	17%	21%	19%	19%	22%	16%	18%	23%	18%	20%	19%	21%	18%	16%
Strongly Disagree	4%	3%	5%	5%	3%	4%	5%	2%	3%	10%	5%	1%	2%	4%	4%
Don't Know	4%	3%	5%	4%	3%	2%	4%	6%	4%	3%	2%	4%	5%	2%	9%
Total Agree:	43%	50%	36%	42%	49%	35%	49%	43%	41%	41%	44%	41%	41%	46%	38%
Total Disagree:	23%	20%	26%	24%	22%	26%	20%	21%	26%	28%	25%	20%	23%	22%	20%
Net:	20%	30%	11%	18%	27%	9%	29%	22%	15%	13%	19%	21%	18%	25%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	10%	10%	9%	10%	10%	11%	10%	12%	8%	10%	12%	8%	5%	24%	10%
Agree	33%	33%	35%	38%	27%	26%	37%	35%	32%	31%	38%	33%	31%	37%	29%
Neither agree nor Disagree	30%	28%	26%	30%	37%	34%	27%	31%	29%	33%	29%	30%	29%	24%	33%
Disagree	19%	19%	22%	17%	17%	21%	20%	15%	23%	17%	16%	21%	27%	7%	17%
Strongly Disagree	4%	5%	5%	2%	5%	4%	3%	3%	4%	3%	3%	5%	5%	4%	3%
Don't Know	4%	5%	3%	3%	5%	4%	4%	3%	3%	6%	2%	2%	3%	3%	8%
Total Agree:	43%	43%	45%	48%	36%	37%	47%	48%	40%	41%	50%	41%	36%	61%	39%
Total Disagree:	23%	24%	27%	19%	22%	25%	22%	18%	28%	21%	18%	27%	32%	11%	20%
Net:	20%	19%	18%	29%	14%	12%	24%	29%	12%	20%	31%	14%	4%	50%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	10%	8%	10%	11%	12%	12%	9%	9%	11%	9%	12%	8%	10%	14%
Agree	33%	35%	31%	34%	31%	38%	32%	32%	33%	32%	34%	34%	32%	40%
Neither agree nor Disagree	30%	26%	33%	31%	32%	29%	30%	33%	34%	33%	27%	28%	24%	20%
Disagree	19%	22%	20%	18%	16%	17%	21%	24%	14%	19%	19%	22%	25%	15%
Strongly Disagree	4%	4%	4%	4%	4%	3%	5%	1%	3%	3%	5%	4%	6%	8%
Don't Know	4%	4%	2%	3%	6%	3%	3%	2%	5%	3%	2%	4%	3%	3%
Total Agree:	43%	43%	41%	44%	43%	50%	41%	41%	44%	41%	46%	42%	42%	54%
Total Disagree:	23%	27%	24%	22%	20%	19%	26%	25%	18%	23%	24%	26%	31%	23%
Net:	20%	16%	18%	23%	23%	30%	15%	16%	26%	18%	22%	16%	11%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	17%	18%	17%	26%	18%	14%	17%	15%	12%	15%	21%	16%	14%	24%	14%
Agree	40%	40%	39%	33%	40%	45%	34%	38%	44%	39%	38%	40%	45%	46%	46%
Neither agree nor Disagree	31%	30%	32%	34%	30%	31%	37%	32%	28%	30%	27%	30%	32%	21%	29%
Disagree	6%	6%	6%	5%	7%	6%	6%	5%	7%	6%	6%	6%	6%	5%	2%
Strongly Disagree	3%	3%	2%	2%	1%	2%	2%	7%	2%	6%	1%	3%	2%	4%	4%
Don't Know	3%	3%	4%	2%	3%	3%	5%	3%	6%	3%	6%	5%	1%	1%	4%
Total Agree:	57%	58%	56%	58%	58%	58%	51%	54%	57%	54%	59%	56%	58%	69%	61%
Total Disagree:	9%	9%	8%	7%	8%	8%	8%	11%	9%	12%	8%	9%	9%	9%	6%
Net:	49%	49%	48%	52%	50%	50%	43%	42%	48%	42%	51%	47%	50%	60%	54%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	17%	22%	16%	18%	15%	17%	17%	14%	22%	12%	15%	21%	18%	29%	12%
Agree	40%	37%	43%	41%	37%	39%	41%	38%	44%	35%	38%	43%	52%	28%	33%
Neither agree nor Disagree	31%	29%	26%	30%	34%	30%	33%	35%	25%	37%	35%	27%	21%	21%	38%
Disagree	6%	6%	8%	5%	6%	6%	4%	6%	5%	6%	7%	4%	6%	11%	6%
Strongly Disagree	3%	2%	3%	3%	4%	4%	2%	4%	1%	5%	3%	2%	1%	7%	5%
Don't Know	3%	4%	4%	3%	4%	3%	3%	3%	2%	5%	2%	2%	2%	3%	6%
Total Agree:	57%	58%	59%	59%	52%	56%	58%	52%	66%	47%	53%	65%	70%	58%	45%
Total Disagree:	9%	8%	11%	8%	10%	11%	6%	10%	6%	11%	10%	6%	7%	18%	11%
Net:	49%	50%	49%	52%	42%	45%	52%	41%	60%	36%	42%	59%	63%	40%	34%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

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

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	17%	19%	18%	17%	15%	15%	20%	18%	15%	17%	17%	19%	22%	14%
Agree	40%	44%	42%	39%	34%	40%	42%	41%	35%	39%	37%	43%	51%	29%
Neither agree nor Disagree	31%	27%	30%	29%	36%	34%	28%	26%	36%	31%	33%	28%	20%	39%
Disagree	6%	6%	3%	8%	6%	6%	5%	9%	7%	6%	8%	5%	3%	7%
Strongly Disagree	3%	1%	3%	4%	3%	2%	2%	3%	3%	3%	3%	3%	3%	7%
Don't Know	3%	2%	2%	3%	6%	3%	2%	3%	4%	4%	2%	2%	2%	4%
Total Agree:	57%	63%	60%	56%	50%	55%	62%	59%	51%	56%	54%	62%	73%	43%
Total Disagree:	9%	7%	7%	12%	9%	8%	7%	13%	9%	9%	10%	8%	6%	14%
Net:	49%	56%	54%	44%	41%	47%	55%	46%	41%	47%	44%	54%	67%	29%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(132.A) To what extent do you agree or disagree with the following statements?: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	22%	21%	24%	29%	19%	19%	21%	26%	21%	21%	20%	22%	22%	25%	20%
Agree	42%	43%	41%	40%	47%	45%	37%	36%	40%	40%	36%	46%	44%	47%	48%
Neither agree nor Disagree	25%	25%	26%	22%	27%	26%	29%	29%	25%	30%	27%	23%	24%	17%	24%
Disagree	5%	6%	4%	5%	4%	7%	6%	4%	5%	2%	8%	4%	8%	5%	4%
Strongly Disagree	2%	3%	1%	2%	2%	1%	2%	3%	2%	5%	1%	3%	0%	5%	2%
Don't Know	3%	2%	3%	2%	2%	2%	4%	3%	8%	2%	6%	2%	3%	1%	2%
Total Agree:	65%	64%	65%	69%	66%	64%	59%	62%	61%	61%	57%	68%	66%	71%	68%
Total Disagree:	7%	9%	6%	7%	5%	9%	8%	7%	7%	7%	9%	7%	8%	10%	7%
Net:	57%	55%	59%	62%	61%	55%	50%	55%	54%	54%	47%	61%	58%	61%	61%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(132.B) To what extent do you agree or disagree with the following statements?: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	22%	27%	21%	24%	18%	24%	22%	18%	26%	21%	18%	28%	21%	30%	18%
Agree	42%	38%	46%	41%	43%	38%	45%	38%	47%	41%	42%	42%	53%	35%	38%
Neither agree nor Disagree	25%	25%	20%	25%	28%	28%	25%	32%	20%	24%	30%	21%	20%	10%	28%
Disagree	5%	7%	8%	5%	3%	4%	3%	6%	4%	6%	5%	5%	4%	15%	6%
Strongly Disagree	2%	1%	3%	2%	3%	3%	2%	3%	1%	4%	3%	1%	0%	6%	4%
Don't Know	3%	3%	2%	3%	4%	3%	2%	3%	2%	4%	2%	2%	2%	3%	7%
Total Agree:	65%	64%	67%	64%	62%	62%	67%	56%	73%	62%	60%	70%	74%	65%	56%
Total Disagree:	7%	8%	11%	7%	6%	7%	5%	9%	5%	10%	9%	6%	4%	21%	9%
Net:	57%	56%	56%	57%	55%	55%	62%	47%	68%	52%	51%	64%	70%	44%	47%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(132.C) To what extent do you agree or disagree with the following statements?: People should not buy products from businesses which depend upon exploitation of people overseas

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	22%	23%	23%	25%	20%	16%	28%	22%	18%	23%	22%	23%	30%	31%
Agree	42%	45%	45%	39%	38%	47%	41%	47%	38%	39%	42%	50%	42%	36%
Neither agree nor Disagree	25%	23%	23%	25%	30%	28%	23%	23%	34%	26%	24%	18%	20%	23%
Disagree	5%	4%	6%	6%	4%	5%	4%	5%	3%	7%	6%	5%	4%	4%
Strongly Disagree	2%	2%	2%	2%	3%	2%	2%	1%	2%	3%	3%	2%	2%	7%
Don't Know	3%	3%	1%	3%	5%	2%	2%	2%	4%	3%	2%	2%	2%	0%
Total Agree:	65%	68%	68%	64%	58%	63%	69%	69%	56%	62%	64%	73%	71%	67%
Total Disagree:	7%	6%	8%	8%	8%	7%	6%	6%	5%	10%	9%	7%	6%	10%
Net:	57%	62%	60%	56%	50%	56%	63%	63%	51%	52%	55%	67%	65%	57%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(133.A) In the last year, have you personally taken any of the following actions in order to improve your own environmental impact? Select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Moved to a vegetarian diet	7%	6%	9%	12%	8%	7%	4%	9%	7%	5%	7%	8%	6%	9%	5%
Taken your own bags to the supermarket	69%	62%	76%	57%	74%	76%	78%	72%	72%	70%	63%	66%	70%	59%	71%
Turned lights off and used less energy where possible	68%	62%	74%	56%	73%	76%	76%	70%	67%	66%	71%	65%	69%	69%	64%
Recycled more	65%	60%	70%	57%	63%	72%	67%	60%	68%	62%	55%	66%	77%	69%	66%
Bought an electric car / hybrid	6%	7%	4%	5%	3%	6%	11%	10%	8%	3%	5%	2%	6%	6%	7%
Given up a car e.g. sold a car and not replaced it	5%	5%	4%	10%	5%	4%	4%	3%	3%	1%	7%	5%	2%	4%	0%
Joined a campaign or protest in support of the environment	5%	5%	6%	9%	5%	8%	6%	4%	6%	3%	6%	4%	2%	8%	4%
Cycling or walking more for shorter journeys	39%	37%	40%	43%	35%	46%	43%	34%	41%	38%	36%	40%	39%	31%	26%
Avoided buying single-use plastics items	38%	32%	43%	36%	40%	44%	40%	30%	35%	40%	30%	38%	35%	42%	35%
Moved to a vegan diet	3%	3%	3%	4%	2%	4%	5%	4%	2%	1%	5%	4%	2%	2%	0%
Used public transport more often	28%	29%	26%	42%	25%	28%	21%	20%	21%	27%	26%	28%	29%	24%	28%
Bought things second-hand more often	27%	19%	35%	24%	24%	34%	28%	28%	31%	33%	18%	27%	24%	34%	22%
Paid more for products to ensure they are locally sourced	17%	15%	18%	20%	18%	17%	19%	11%	13%	14%	16%	17%	15%	21%	18%
Bought sustainable clothing and fashion	17%	13%	22%	24%	15%	23%	15%	16%	15%	13%	21%	16%	19%	14%	12%
Used smart technology solutions to save energy	16%	19%	13%	17%	18%	18%	12%	17%	19%	16%	15%	16%	12%	13%	12%
Avoided taking flights where possible	15%	15%	15%	12%	16%	18%	20%	8%	15%	11%	9%	12%	21%	18%	17%
Moved to a green energy tariff with your energy provider	11%	10%	12%	10%	11%	11%	14%	6%	11%	11%	6%	11%	12%	9%	9%
None of the above	7%	8%	5%	5%	5%	5%	6%	5%	8%	9%	11%	7%	5%	6%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(133.B) In the last year, have you personally taken any of the following actions in order to improve your own environmental impact? Select all that apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Moved to a vegetarian diet	7%	12%	9%	8%	5%	7%	5%	4%	9%	8%	4%	9%	14%	0%	9%
Taken your own bags to the supermarket	69%	42%	55%	64%	76%	82%	88%	74%	71%	59%	73%	65%	72%	72%	65%
Turned lights off and used less energy where possible	68%	48%	57%	61%	74%	77%	85%	71%	71%	58%	73%	63%	73%	75%	62%
Recycled more	65%	49%	55%	65%	72%	73%	74%	67%	70%	53%	68%	65%	67%	60%	59%
Bought an electric car / hybrid	6%	8%	5%	7%	3%	4%	7%	4%	8%	5%	5%	6%	6%	0%	4%
Given up a car e.g. sold a car and not replaced it	5%	8%	4%	5%	3%	4%	4%	3%	5%	5%	3%	5%	8%	0%	6%
Joined a campaign or protest in support of the environment	5%	12%	6%	6%	2%	5%	4%	3%	8%	4%	4%	9%	6%	8%	3%
Cycling or walking more for shorter journeys	39%	31%	39%	38%	39%	41%	43%	36%	43%	35%	38%	41%	35%	39%	36%
Avoided buying single-use plastics items	38%	31%	36%	36%	37%	42%	42%	33%	44%	30%	36%	41%	40%	29%	31%
Moved to a vegan diet	3%	6%	5%	5%	3%	1%	1%	3%	3%	3%	2%	4%	4%	4%	2%
Used public transport more often	28%	38%	27%	21%	22%	28%	31%	22%	29%	29%	26%	27%	29%	29%	25%
Bought things second-hand more often	27%	35%	27%	30%	28%	25%	21%	24%	27%	28%	21%	30%	32%	22%	28%
Paid more for products to ensure they are locally sourced	17%	18%	22%	16%	13%	12%	19%	14%	20%	13%	17%	18%	19%	19%	12%
Bought sustainable clothing and fashion	17%	30%	19%	18%	11%	14%	15%	14%	18%	17%	13%	20%	19%	19%	14%
Used smart technology solutions to save energy	16%	18%	18%	18%	13%	13%	15%	14%	19%	15%	18%	18%	18%	0%	10%
Avoided taking flights where possible	15%	15%	10%	17%	16%	13%	16%	12%	19%	11%	13%	16%	22%	8%	12%
Moved to a green energy tariff with your energy provider	11%	6%	9%	13%	9%	8%	15%	9%	13%	7%	12%	9%	18%	4%	5%
None of the above	7%	7%	9%	8%	5%	7%	5%	7%	4%	12%	6%	6%	2%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(133.C) In the last year, have you personally taken any of the following actions in order to improve your own environmental impact? Select all that apply

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Moved to a vegetarian diet	7%	9%	6%	8%	8%	4%	10%	10%	4%	8%	6%	8%	14%	11%
Taken your own bags to the supermarket	69%	73%	66%	67%	69%	72%	65%	62%	74%	65%	74%	68%	64%	63%
Turned lights off and used less energy where possible	68%	73%	66%	63%	69%	76%	64%	64%	70%	64%	71%	68%	70%	63%
Recycled more	65%	69%	64%	65%	63%	67%	68%	60%	66%	65%	68%	64%	65%	42%
Bought an electric car / hybrid	6%	9%	4%	4%	5%	6%	7%	2%	5%	4%	6%	7%	9%	4%
Given up a car e.g. sold a car and not replaced it	5%	5%	5%	3%	5%	4%	5%	6%	3%	5%	4%	4%	7%	7%
Joined a campaign or protest in support of the environment	5%	6%	5%	5%	5%	5%	8%	7%	2%	6%	6%	6%	11%	7%
Cycling or walking more for shorter journeys	39%	41%	40%	38%	36%	39%	42%	33%	38%	38%	43%	39%	40%	27%
Avoided buying single-use plastics items	38%	41%	39%	35%	35%	36%	39%	37%	32%	35%	37%	41%	48%	53%
Moved to a vegan diet	3%	4%	3%	3%	3%	2%	3%	5%	2%	4%	2%	3%	5%	8%
Used public transport more often	28%	33%	29%	21%	26%	28%	29%	29%	22%	27%	29%	30%	32%	29%
Bought things second-hand more often	27%	24%	28%	29%	28%	22%	29%	31%	25%	30%	28%	27%	28%	34%
Paid more for products to ensure they are locally sourced	17%	23%	17%	14%	12%	17%	18%	18%	10%	17%	17%	20%	25%	18%
Bought sustainable clothing and fashion	17%	20%	19%	17%	13%	13%	21%	17%	12%	19%	16%	20%	24%	5%
Used smart technology solutions to save energy	16%	20%	14%	18%	12%	17%	18%	20%	13%	18%	17%	16%	18%	8%
Avoided taking flights where possible	15%	17%	15%	15%	13%	13%	15%	20%	11%	14%	17%	17%	17%	11%
Moved to a green energy tariff with your energy provider	11%	14%	10%	9%	8%	13%	10%	12%	7%	10%	13%	13%	14%	11%
None of the above	7%	5%	8%	6%	8%	5%	7%	6%	7%	8%	6%	6%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(134.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	12%	14%	9%	17%	12%	11%	14%	12%	11%	9%	5%	9%	11%	12%	12%
Somewhat confident	33%	35%	30%	40%	35%	32%	30%	24%	33%	35%	30%	33%	30%	31%	27%
Not very confident	34%	32%	36%	28%	34%	35%	34%	36%	32%	31%	37%	36%	37%	42%	22%
Not confident at all	18%	15%	20%	11%	17%	18%	20%	24%	18%	20%	21%	16%	17%	10%	31%
Have never heard this phrase before	5%	4%	5%	4%	2%	4%	2%	4%	7%	5%	7%	6%	6%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(134.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	12%	18%	15%	14%	8%	10%	7%	8%	16%	9%	10%	12%	18%	15%	8%
Somewhat confident	33%	41%	37%	34%	30%	23%	30%	28%	36%	31%	30%	37%	40%	25%	27%
Not very confident	34%	26%	30%	33%	34%	35%	41%	36%	33%	32%	36%	35%	30%	29%	30%
Not confident at all	18%	10%	13%	14%	22%	27%	18%	23%	13%	20%	20%	13%	11%	27%	25%
Have never heard this phrase before	5%	6%	4%	5%	5%	5%	4%	4%	3%	8%	4%	3%	1%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(134.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Biodiversity

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	12%	16%	12%	11%	7%	10%	11%	17%	4%	11%	11%	16%	20%	30%
Somewhat confident	33%	39%	35%	31%	26%	32%	37%	37%	25%	29%	30%	40%	45%	42%
Not very confident	34%	30%	33%	32%	39%	35%	34%	32%	36%	34%	39%	32%	28%	24%
Not confident at all	18%	13%	14%	19%	24%	20%	15%	11%	29%	19%	17%	9%	7%	4%
Have never heard this phrase before	5%	2%	5%	7%	5%	3%	4%	2%	6%	6%	4%	3%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(135.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	12%	17%	8%	15%	13%	14%	15%	11%	12%	11%	6%	11%	10%	8%	14%
Somewhat confident	40%	44%	35%	45%	40%	38%	37%	41%	38%	45%	40%	38%	34%	43%	35%
Not very confident	31%	27%	35%	26%	30%	28%	31%	33%	34%	27%	35%	34%	37%	35%	23%
Not confident at all	14%	10%	19%	11%	16%	16%	15%	14%	15%	14%	17%	13%	16%	10%	28%
Have never heard this phrase before	3%	2%	3%	3%	1%	4%	2%	1%	1%	3%	2%	4%	4%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(135.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	12%	15%	18%	15%	9%	8%	8%	11%	16%	8%	11%	15%	18%	10%	7%
Somewhat confident	40%	42%	40%	42%	40%	33%	40%	36%	45%	33%	42%	44%	43%	34%	29%
Not very confident	31%	28%	29%	28%	30%	36%	34%	32%	28%	36%	31%	31%	29%	35%	34%
Not confident at all	14%	11%	10%	11%	18%	20%	16%	19%	9%	18%	15%	10%	9%	21%	25%
Have never heard this phrase before	3%	4%	3%	3%	3%	2%	1%	2%	2%	6%	2%	1%	1%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(135.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Carbon neutral

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	12%	16%	14%	12%	7%	9%	14%	20%	7%	12%	11%	16%	16%	29%
Somewhat confident	40%	45%	42%	37%	34%	45%	44%	36%	32%	38%	45%	45%	47%	32%
Not very confident	31%	28%	30%	31%	35%	29%	31%	30%	35%	32%	30%	28%	27%	28%
Not confident at all	14%	10%	12%	16%	20%	16%	10%	13%	22%	14%	13%	9%	8%	12%
Have never heard this phrase before	3%	1%	2%	4%	3%	1%	2%	2%	3%	4%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(136.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	5%	7%	4%	12%	4%	6%	6%	4%	6%	3%	1%	4%	3%	6%	5%
Somewhat confident	18%	22%	14%	25%	22%	19%	14%	13%	16%	16%	15%	15%	19%	13%	20%
Not very confident	31%	32%	30%	31%	32%	29%	29%	31%	30%	30%	35%	33%	37%	31%	22%
Not confident at all	23%	22%	24%	16%	19%	23%	26%	25%	27%	25%	30%	20%	23%	30%	27%
Have never heard this phrase before	23%	18%	27%	15%	24%	23%	25%	27%	22%	26%	19%	29%	19%	20%	26%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(136.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	5%	9%	9%	7%	4%	3%	1%	3%	8%	4%	5%	7%	6%	4%	4%
Somewhat confident	18%	24%	25%	25%	14%	10%	12%	15%	20%	19%	16%	21%	21%	26%	12%
Not very confident	31%	33%	27%	35%	30%	30%	31%	30%	32%	31%	32%	32%	39%	22%	28%
Not confident at all	23%	19%	22%	18%	25%	26%	26%	26%	21%	21%	24%	23%	13%	10%	26%
Have never heard this phrase before	23%	15%	17%	15%	26%	32%	29%	26%	19%	24%	23%	17%	21%	38%	29%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(136.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Circular economy

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	5%	8%	5%	5%	3%	5%	7%	5%	3%	3%	4%	6%	14%	16%
Somewhat confident	18%	23%	19%	18%	12%	19%	18%	29%	9%	17%	16%	24%	31%	39%
Not very confident	31%	33%	31%	29%	30%	32%	33%	35%	29%	31%	33%	33%	34%	7%
Not confident at all	23%	19%	26%	22%	24%	23%	23%	15%	26%	26%	26%	20%	11%	27%
Have never heard this phrase before	23%	16%	19%	25%	30%	21%	19%	16%	32%	23%	22%	17%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(137.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	24%	28%	19%	33%	24%	19%	23%	22%	21%	23%	15%	23%	19%	22%	29%
Somewhat confident	50%	49%	52%	45%	49%	49%	51%	49%	52%	55%	64%	48%	54%	56%	44%
Not very confident	19%	17%	21%	16%	20%	22%	19%	21%	20%	15%	15%	22%	19%	13%	16%
Not confident at all	7%	6%	8%	5%	7%	8%	5%	8%	6%	7%	5%	6%	7%	9%	9%
Have never heard this phrase before	1%	1%	1%	1%	0%	1%	2%	0%	0%	0%	0%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(137.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	24%	32%	31%	26%	20%	16%	18%	20%	29%	18%	20%	28%	31%	18%	19%
Somewhat confident	50%	43%	48%	55%	48%	50%	56%	51%	52%	47%	54%	50%	50%	40%	45%
Not very confident	19%	18%	16%	13%	23%	24%	19%	20%	16%	25%	19%	18%	16%	35%	25%
Not confident at all	7%	6%	5%	6%	7%	9%	7%	9%	4%	9%	7%	4%	3%	7%	10%
Have never heard this phrase before	1%	1%	1%	0%	2%	1%	0%	1%	0%	2%	1%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(137.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Climate change

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	24%	29%	27%	21%	17%	20%	27%	31%	15%	23%	24%	30%	29%	41%
Somewhat confident	50%	55%	49%	50%	47%	54%	51%	47%	49%	49%	51%	54%	52%	49%
Not very confident	19%	12%	18%	21%	25%	18%	17%	16%	25%	20%	18%	13%	14%	0%
Not confident at all	7%	4%	6%	7%	9%	8%	4%	6%	9%	7%	6%	3%	5%	8%
Have never heard this phrase before	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(138.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	16%	18%	14%	20%	14%	19%	20%	12%	16%	17%	12%	14%	12%	14%	16%
Somewhat confident	52%	52%	52%	51%	53%	50%	51%	56%	50%	52%	50%	53%	50%	61%	52%
Not very confident	23%	22%	24%	22%	24%	21%	20%	23%	28%	23%	26%	23%	26%	20%	17%
Not confident at all	8%	7%	8%	5%	8%	9%	8%	7%	5%	8%	10%	9%	9%	2%	15%
Have never heard this phrase before	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	3%	2%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(138.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	16%	24%	21%	16%	14%	10%	11%	12%	20%	12%	15%	19%	21%	4%	9%
Somewhat confident	52%	44%	51%	51%	50%	51%	61%	55%	55%	43%	56%	52%	59%	75%	43%
Not very confident	23%	21%	21%	23%	28%	25%	20%	23%	19%	30%	22%	23%	18%	18%	29%
Not confident at all	8%	8%	5%	8%	7%	12%	7%	9%	5%	11%	7%	5%	2%	4%	14%
Have never heard this phrase before	1%	2%	2%	2%	1%	1%	1%	1%	1%	4%	1%	1%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(138.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Fair trade

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	16%	18%	18%	16%	12%	15%	18%	18%	10%	13%	17%	21%	20%	37%
Somewhat confident	52%	58%	50%	53%	46%	55%	52%	58%	50%	51%	56%	54%	57%	48%
Not very confident	23%	18%	23%	21%	30%	22%	23%	18%	27%	26%	20%	19%	18%	7%
Not confident at all	8%	5%	8%	7%	11%	9%	6%	4%	11%	7%	6%	5%	5%	8%
Have never heard this phrase before	1%	1%	2%	2%	2%	0%	1%	1%	1%	2%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(139.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	13%	19%	8%	18%	13%	13%	16%	10%	13%	12%	13%	13%	11%	11%	18%
Somewhat confident	39%	44%	34%	45%	42%	35%	37%	41%	37%	38%	34%	40%	39%	40%	33%
Not very confident	30%	25%	36%	26%	27%	37%	31%	33%	31%	32%	34%	30%	32%	34%	19%
Not confident at all	14%	10%	18%	11%	17%	13%	14%	13%	16%	15%	15%	14%	13%	12%	28%
Have never heard this phrase before	3%	2%	3%	2%	1%	3%	2%	2%	3%	2%	4%	3%	6%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(139.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	13%	20%	16%	15%	10%	9%	12%	11%	17%	9%	12%	16%	17%	18%	9%
Somewhat confident	39%	40%	40%	42%	39%	35%	40%	38%	44%	30%	42%	42%	49%	40%	30%
Not very confident	30%	26%	27%	29%	32%	33%	35%	32%	28%	34%	31%	30%	25%	18%	33%
Not confident at all	14%	10%	13%	13%	16%	21%	13%	17%	10%	20%	14%	10%	8%	24%	22%
Have never heard this phrase before	3%	4%	4%	1%	3%	3%	1%	2%	2%	6%	1%	2%	1%	0%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(139.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Greenhouse gas (GHG)

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	13%	18%	14%	12%	9%	12%	16%	16%	8%	11%	15%	18%	18%	42%
Somewhat confident	39%	44%	43%	37%	33%	44%	41%	43%	33%	37%	40%	46%	48%	37%
Not very confident	30%	28%	28%	31%	35%	28%	29%	29%	37%	33%	28%	26%	23%	10%
Not confident at all	14%	9%	14%	16%	19%	15%	11%	9%	20%	16%	15%	8%	8%	11%
Have never heard this phrase before	3%	2%	2%	4%	4%	1%	2%	3%	3%	3%	1%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(140.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	22%	25%	19%	31%	22%	21%	20%	20%	19%	23%	12%	20%	22%	19%	29%
Somewhat confident	50%	50%	50%	47%	51%	47%	52%	49%	50%	53%	60%	53%	50%	51%	40%
Not very confident	21%	20%	22%	14%	20%	23%	23%	25%	25%	19%	22%	18%	20%	27%	21%
Not confident at all	6%	5%	7%	6%	6%	9%	5%	6%	5%	5%	6%	6%	5%	3%	10%
Have never heard this phrase before	1%	1%	1%	2%	0%	1%	0%	0%	0%	0%	0%	2%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(140.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	22%	35%	30%	20%	19%	16%	15%	17%	27%	17%	19%	26%	33%	14%	13%
Somewhat confident	50%	46%	50%	54%	47%	45%	56%	51%	51%	47%	52%	52%	48%	58%	47%
Not very confident	21%	14%	15%	19%	26%	29%	22%	25%	16%	24%	23%	19%	16%	21%	28%
Not confident at all	6%	3%	3%	6%	7%	9%	7%	7%	4%	10%	6%	3%	3%	7%	9%
Have never heard this phrase before	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(140.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Human rights

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	22%	25%	25%	21%	17%	20%	25%	28%	14%	23%	23%	26%	30%	40%
Somewhat confident	50%	53%	50%	50%	47%	53%	52%	51%	47%	50%	53%	55%	52%	32%
Not very confident	21%	17%	19%	21%	27%	21%	19%	14%	28%	21%	20%	14%	15%	24%
Not confident at all	6%	4%	5%	6%	8%	6%	4%	6%	10%	6%	4%	4%	3%	4%
Have never heard this phrase before	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(141.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	15%	16%	13%	22%	16%	11%	16%	14%	8%	14%	10%	13%	14%	19%	20%
Somewhat confident	46%	47%	46%	46%	49%	44%	44%	43%	50%	44%	54%	50%	46%	44%	35%
Not very confident	26%	24%	28%	19%	23%	30%	28%	30%	29%	30%	30%	23%	27%	24%	23%
Not confident at all	11%	11%	11%	10%	9%	11%	12%	12%	11%	9%	6%	11%	10%	12%	20%
Have never heard this phrase before	2%	2%	3%	3%	3%	3%	1%	1%	2%	3%	0%	3%	3%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(141.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	15%	19%	14%	18%	13%	12%	13%	11%	19%	12%	13%	17%	20%	14%	7%
Somewhat confident	46%	48%	49%	47%	45%	42%	47%	47%	48%	43%	47%	49%	49%	48%	43%
Not very confident	26%	22%	26%	21%	30%	26%	29%	27%	24%	29%	26%	24%	25%	31%	32%
Not confident at all	11%	9%	8%	12%	9%	17%	11%	13%	8%	14%	12%	8%	4%	6%	14%
Have never heard this phrase before	2%	2%	3%	3%	3%	3%	1%	2%	2%	2%	1%	2%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(141.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Modern slavery

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	15%	18%	14%	17%	11%	13%	16%	18%	10%	13%	18%	15%	24%	40%
Somewhat confident	46%	52%	46%	44%	42%	48%	49%	51%	42%	46%	47%	54%	47%	26%
Not very confident	26%	21%	27%	26%	31%	25%	25%	25%	30%	29%	24%	21%	21%	19%
Not confident at all	11%	7%	12%	11%	14%	13%	8%	5%	16%	10%	10%	7%	7%	15%
Have never heard this phrase before	2%	2%	1%	3%	3%	1%	2%	1%	2%	3%	2%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(142.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	10%	14%	7%	14%	9%	11%	12%	10%	14%	6%	7%	9%	6%	10%	16%
Somewhat confident	33%	41%	26%	36%	34%	32%	35%	32%	27%	33%	35%	30%	34%	34%	38%
Not very confident	32%	27%	37%	32%	33%	30%	29%	31%	35%	33%	34%	37%	31%	31%	13%
Not confident at all	18%	14%	22%	11%	20%	18%	17%	20%	20%	20%	20%	17%	19%	18%	22%
Have never heard this phrase before	7%	5%	8%	7%	5%	9%	7%	7%	4%	7%	4%	7%	10%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(142.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	10%	11%	15%	13%	6%	9%	7%	9%	13%	7%	9%	13%	14%	11%	5%
Somewhat confident	33%	30%	33%	37%	33%	28%	36%	32%	36%	30%	37%	32%	35%	36%	29%
Not very confident	32%	33%	28%	29%	35%	32%	34%	33%	31%	31%	33%	34%	31%	28%	31%
Not confident at all	18%	15%	15%	17%	19%	25%	18%	21%	14%	21%	17%	16%	18%	24%	23%
Have never heard this phrase before	7%	11%	9%	4%	7%	5%	5%	6%	5%	10%	5%	6%	3%	0%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(142.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Net Zero

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	10%	15%	9%	10%	7%	9%	12%	13%	7%	8%	10%	12%	19%	19%
Somewhat confident	33%	38%	37%	32%	25%	38%	32%	34%	27%	30%	34%	41%	39%	43%
Not very confident	32%	30%	30%	32%	36%	33%	34%	32%	35%	32%	36%	31%	30%	11%
Not confident at all	18%	13%	17%	19%	24%	16%	16%	17%	24%	20%	16%	12%	9%	24%
Have never heard this phrase before	7%	4%	7%	7%	9%	5%	6%	4%	7%	10%	4%	5%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(143.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	24%	23%	26%	32%	23%	21%	26%	26%	22%	20%	22%	24%	19%	28%	29%
Somewhat confident	48%	48%	48%	46%	51%	48%	44%	49%	53%	50%	48%	46%	50%	48%	32%
Not very confident	18%	19%	17%	15%	19%	23%	21%	16%	17%	19%	16%	16%	21%	17%	22%
Not confident at all	8%	8%	8%	6%	7%	7%	8%	10%	6%	11%	13%	10%	7%	5%	17%
Have never heard this phrase before	1%	1%	1%	1%	0%	0%	1%	0%	2%	1%	1%	3%	3%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(143.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	24%	30%	33%	23%	25%	20%	17%	21%	28%	21%	20%	26%	36%	15%	19%
Somewhat confident	48%	43%	48%	53%	44%	44%	53%	47%	51%	44%	49%	51%	48%	60%	43%
Not very confident	18%	18%	12%	17%	21%	22%	20%	20%	15%	25%	20%	15%	14%	18%	23%
Not confident at all	8%	7%	6%	5%	9%	12%	9%	11%	5%	7%	9%	7%	2%	7%	12%
Have never heard this phrase before	1%	2%	2%	2%	1%	2%	0%	1%	1%	3%	1%	1%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(143.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Plant-based

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	24%	28%	25%	24%	20%	19%	26%	35%	18%	23%	25%	27%	36%	30%
Somewhat confident	48%	52%	46%	48%	46%	53%	49%	44%	46%	47%	51%	53%	48%	51%
Not very confident	18%	15%	19%	17%	23%	19%	17%	16%	22%	21%	15%	15%	13%	11%
Not confident at all	8%	5%	9%	8%	10%	9%	8%	4%	12%	7%	9%	5%	3%	8%
Have never heard this phrase before	1%	1%	1%	2%	2%	0%	1%	1%	3%	2%	0%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(144.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	6%	8%	5%	10%	5%	5%	7%	6%	7%	6%	4%	4%	4%	4%	5%
Somewhat confident	27%	31%	23%	34%	30%	25%	24%	24%	26%	26%	25%	26%	25%	26%	26%
Not very confident	34%	33%	35%	33%	33%	38%	37%	35%	32%	29%	38%	35%	37%	35%	22%
Not confident at all	20%	16%	24%	14%	21%	22%	19%	23%	20%	21%	23%	22%	18%	19%	31%
Have never heard this phrase before	13%	12%	13%	9%	12%	10%	12%	12%	14%	17%	10%	12%	16%	15%	17%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(144.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	6%	10%	11%	6%	3%	4%	3%	4%	8%	4%	5%	7%	8%	7%	3%
Somewhat confident	27%	29%	34%	33%	26%	20%	21%	24%	31%	26%	29%	30%	27%	23%	21%
Not very confident	34%	32%	28%	31%	34%	34%	44%	35%	35%	29%	34%	36%	34%	30%	30%
Not confident at all	20%	18%	15%	19%	23%	23%	22%	23%	16%	24%	21%	15%	19%	27%	27%
Have never heard this phrase before	13%	10%	12%	11%	14%	19%	10%	13%	10%	17%	11%	11%	12%	14%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(144.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Regenerative

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	6%	8%	5%	7%	4%	6%	6%	7%	4%	4%	6%	7%	12%	12%
Somewhat confident	27%	33%	29%	28%	19%	29%	29%	34%	18%	26%	28%	32%	39%	47%
Not very confident	34%	33%	37%	30%	36%	34%	35%	33%	37%	36%	34%	30%	38%	19%
Not confident at all	20%	17%	19%	19%	26%	21%	17%	16%	27%	20%	18%	19%	7%	11%
Have never heard this phrase before	13%	9%	11%	15%	15%	10%	12%	10%	15%	14%	14%	11%	4%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(145.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	8%	10%	7%	15%	7%	9%	10%	9%	8%	7%	4%	8%	4%	7%	7%
Somewhat confident	31%	34%	28%	38%	34%	33%	24%	25%	36%	31%	27%	27%	30%	28%	34%
Not very confident	33%	34%	33%	28%	33%	32%	37%	33%	32%	31%	38%	35%	35%	44%	25%
Not confident at all	15%	13%	17%	10%	14%	16%	14%	22%	15%	17%	19%	17%	15%	10%	23%
Have never heard this phrase before	12%	9%	14%	8%	12%	10%	15%	10%	10%	14%	12%	13%	16%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(145.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	8%	9%	9%	10%	10%	6%	6%	6%	12%	4%	8%	10%	11%	10%	4%
Somewhat confident	31%	30%	33%	33%	24%	26%	38%	31%	36%	21%	32%	35%	42%	33%	18%
Not very confident	33%	37%	27%	35%	34%	35%	33%	33%	31%	40%	33%	32%	33%	26%	39%
Not confident at all	15%	11%	17%	14%	14%	19%	16%	18%	13%	18%	17%	13%	7%	20%	19%
Have never heard this phrase before	12%	12%	13%	8%	18%	15%	7%	13%	9%	17%	10%	10%	7%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(145.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Social mobility

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	8%	13%	7%	7%	6%	8%	10%	9%	5%	6%	8%	12%	15%	19%
Somewhat confident	31%	38%	31%	29%	26%	34%	32%	42%	22%	27%	30%	39%	48%	48%
Not very confident	33%	33%	34%	34%	33%	34%	33%	32%	37%	37%	36%	29%	28%	13%
Not confident at all	15%	10%	17%	16%	19%	15%	13%	13%	20%	15%	15%	14%	7%	11%
Have never heard this phrase before	12%	7%	11%	15%	16%	9%	12%	4%	16%	15%	12%	6%	3%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(146.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	16%	21%	10%	19%	13%	16%	19%	16%	18%	14%	15%	13%	13%	10%	18%
Somewhat confident	48%	49%	46%	49%	50%	47%	43%	45%	45%	49%	45%	47%	52%	50%	46%
Not very confident	25%	22%	29%	23%	26%	23%	26%	30%	25%	24%	29%	26%	23%	28%	21%
Not confident at all	9%	6%	12%	6%	9%	11%	9%	9%	10%	10%	10%	11%	9%	10%	11%
Have never heard this phrase before	2%	2%	2%	2%	1%	3%	3%	0%	2%	3%	1%	3%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(146.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	16%	18%	17%	15%	14%	13%	16%	14%	19%	12%	16%	16%	24%	14%	10%
Somewhat confident	48%	42%	46%	51%	45%	46%	54%	46%	53%	38%	53%	46%	50%	40%	39%
Not very confident	25%	27%	24%	23%	29%	28%	21%	27%	20%	31%	21%	28%	20%	39%	32%
Not confident at all	9%	9%	9%	8%	10%	12%	8%	10%	6%	13%	8%	8%	5%	7%	15%
Have never heard this phrase before	2%	4%	3%	2%	3%	1%	1%	2%	2%	5%	1%	2%	1%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(146.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Supply chain

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	16%	21%	17%	14%	9%	17%	16%	21%	9%	11%	18%	22%	20%	40%
Somewhat confident	48%	53%	48%	46%	42%	52%	47%	52%	41%	46%	50%	52%	56%	41%
Not very confident	25%	18%	24%	27%	32%	21%	27%	20%	32%	28%	24%	19%	18%	8%
Not confident at all	9%	6%	9%	10%	13%	9%	8%	5%	13%	11%	6%	6%	4%	10%
Have never heard this phrase before	2%	1%	2%	3%	3%	1%	2%	2%	4%	3%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(147.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	15%	18%	13%	23%	13%	17%	15%	14%	15%	16%	12%	14%	12%	15%	14%
Somewhat confident	49%	50%	47%	51%	52%	49%	48%	47%	47%	43%	50%	49%	51%	46%	43%
Not very confident	26%	23%	29%	18%	25%	26%	27%	29%	25%	30%	25%	26%	27%	32%	26%
Not confident at all	9%	8%	10%	7%	8%	6%	10%	10%	12%	9%	11%	9%	8%	7%	17%
Have never heard this phrase before	2%	2%	2%	2%	1%	2%	1%	0%	2%	2%	2%	2%	3%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(147.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	15%	24%	24%	18%	10%	10%	8%	11%	19%	13%	13%	17%	21%	10%	11%
Somewhat confident	49%	48%	50%	51%	47%	42%	52%	45%	53%	43%	51%	51%	49%	37%	43%
Not very confident	26%	20%	20%	22%	31%	31%	29%	30%	21%	32%	25%	25%	25%	38%	28%
Not confident at all	9%	5%	5%	7%	11%	15%	10%	13%	6%	9%	10%	6%	5%	14%	13%
Have never heard this phrase before	2%	2%	2%	2%	1%	2%	1%	1%	1%	4%	1%	1%	0%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(147.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainability

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	15%	19%	18%	14%	10%	15%	16%	21%	9%	16%	11%	20%	20%	37%
Somewhat confident	49%	53%	51%	46%	44%	51%	49%	51%	45%	46%	53%	53%	57%	22%
Not very confident	26%	21%	22%	28%	32%	24%	25%	21%	30%	27%	28%	22%	17%	30%
Not confident at all	9%	6%	8%	10%	12%	9%	8%	6%	15%	9%	7%	5%	5%	11%
Have never heard this phrase before	2%	1%	1%	2%	2%	0%	1%	1%	1%	3%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(148.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	6%	8%	4%	13%	4%	5%	6%	4%	7%	3%	3%	5%	4%	7%	5%
Somewhat confident	18%	21%	16%	27%	21%	14%	15%	13%	12%	21%	18%	18%	16%	14%	24%
Not very confident	33%	33%	34%	32%	33%	38%	30%	33%	35%	32%	39%	33%	32%	40%	18%
Not confident at all	22%	21%	23%	15%	21%	24%	25%	24%	24%	22%	19%	21%	24%	22%	32%
Have never heard this phrase before	21%	18%	24%	12%	22%	19%	23%	25%	22%	22%	21%	24%	25%	17%	21%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(148.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	6%	12%	10%	6%	3%	3%	2%	4%	8%	6%	5%	7%	8%	8%	4%
Somewhat confident	18%	24%	27%	23%	15%	10%	11%	16%	20%	18%	17%	22%	17%	11%	13%
Not very confident	33%	32%	25%	32%	37%	35%	38%	33%	35%	29%	35%	35%	39%	29%	29%
Not confident at all	22%	17%	20%	23%	21%	25%	25%	24%	21%	21%	23%	19%	20%	21%	25%
Have never heard this phrase before	21%	15%	18%	16%	24%	27%	24%	23%	17%	26%	20%	18%	16%	31%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(148.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Sustainable Development Goals (SDGs)

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	6%	8%	8%	5%	2%	6%	7%	9%	3%	5%	3%	8%	13%	20%
Somewhat confident	18%	23%	18%	15%	15%	20%	18%	22%	11%	15%	19%	23%	29%	35%
Not very confident	33%	33%	33%	34%	33%	35%	35%	33%	33%	36%	33%	33%	34%	11%
Not confident at all	22%	21%	23%	22%	23%	21%	21%	20%	26%	23%	24%	20%	13%	19%
Have never heard this phrase before	21%	15%	18%	24%	26%	18%	18%	16%	27%	21%	22%	16%	11%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(149.A) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Very confident	5%	6%	3%	9%	3%	3%	3%	3%	6%	3%	6%	6%	3%	6%	5%
Somewhat confident	16%	20%	12%	23%	17%	12%	11%	19%	14%	16%	11%	15%	12%	15%	14%
Not very confident	33%	33%	34%	34%	32%	36%	34%	30%	34%	31%	42%	34%	33%	33%	31%
Not confident at all	22%	20%	24%	15%	23%	26%	26%	25%	20%	24%	21%	20%	23%	18%	27%
Have never heard this phrase before	24%	21%	28%	19%	26%	23%	26%	23%	25%	25%	20%	26%	29%	29%	23%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(149.B) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Very confident	5%	7%	9%	7%	2%	3%	1%	4%	6%	4%	4%	6%	6%	4%	2%
Somewhat confident	16%	23%	22%	18%	13%	10%	9%	12%	18%	20%	13%	20%	16%	16%	15%
Not very confident	33%	33%	30%	38%	35%	32%	32%	33%	33%	34%	36%	33%	33%	25%	32%
Not confident at all	22%	19%	18%	20%	23%	23%	26%	24%	21%	17%	24%	19%	20%	10%	23%
Have never heard this phrase before	24%	17%	20%	18%	27%	32%	31%	27%	22%	25%	23%	22%	24%	45%	27%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(149.C) How confident, if at all, would you feel explaining the meaning of the following terms to a stranger?: Value Chain

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Very confident	5%	7%	5%	4%	3%	6%	5%	6%	4%	2%	2%	7%	9%	19%
Somewhat confident	16%	18%	15%	17%	12%	16%	17%	26%	9%	12%	16%	22%	24%	23%
Not very confident	33%	33%	34%	34%	33%	33%	33%	31%	32%	36%	38%	31%	39%	19%
Not confident at all	22%	23%	23%	20%	21%	24%	20%	19%	24%	23%	21%	22%	15%	21%
Have never heard this phrase before	24%	20%	22%	25%	31%	21%	24%	19%	31%	27%	22%	19%	13%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(150.A) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can pay their staff more

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	3%	4%	3%	7%	3%	4%	2%	3%	1%	1%	3%	4%	4%	7%	0%
Agree	13%	15%	12%	20%	15%	15%	10%	19%	15%	12%	10%	9%	9%	9%	3%
Neither Agree nor Disagree	31%	31%	31%	25%	32%	33%	32%	36%	34%	30%	30%	34%	34%	29%	26%
Disagree	33%	31%	35%	32%	29%	30%	41%	26%	32%	39%	36%	33%	36%	31%	44%
Strongly Disagree	15%	15%	15%	13%	17%	11%	14%	15%	13%	13%	17%	16%	15%	21%	25%
Don't Know	4%	3%	4%	3%	4%	7%	2%	2%	5%	5%	3%	3%	3%	4%	2%
Total Agree:	17%	19%	14%	27%	18%	19%	12%	21%	16%	13%	13%	14%	12%	16%	3%
Total Disagree:	48%	46%	50%	45%	46%	41%	54%	41%	45%	52%	53%	49%	51%	52%	69%
Net:	-32%	-27%	-36%	-18%	-28%	-22%	-43%	-19%	-29%	-40%	-41%	-36%	-38%	-36%	-66%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(150.B) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can pay their staff more

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	3%	9%	7%	3%	1%	2%	0%	2%	4%	4%	3%	4%	4%	4%	1%
Agree	13%	23%	19%	16%	8%	7%	8%	10%	16%	11%	10%	20%	12%	0%	10%
Neither Agree nor Disagree	31%	28%	25%	31%	35%	32%	37%	29%	34%	29%	31%	34%	39%	18%	25%
Disagree	33%	28%	33%	30%	34%	36%	38%	36%	32%	35%	36%	27%	32%	29%	39%
Strongly Disagree	15%	10%	14%	17%	17%	20%	12%	20%	11%	16%	16%	12%	11%	42%	18%
Don't Know	4%	3%	2%	3%	5%	4%	5%	3%	4%	4%	4%	3%	1%	7%	7%
Total Agree:	17%	32%	26%	19%	9%	9%	8%	12%	20%	15%	13%	24%	17%	4%	11%
Total Disagree:	48%	37%	47%	47%	51%	56%	50%	56%	42%	51%	53%	39%	43%	71%	58%
Net:	-32%	-5%	-21%	-27%	-42%	-48%	-42%	-44%	-22%	-36%	-40%	-16%	-27%	-67%	-47%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(150.C) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can pay their staff more

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	3%	4%	3%	3%	3%	4%	4%	4%	2%	4%	1%	4%	6%	4%
Agree	13%	13%	17%	14%	10%	12%	18%	14%	11%	12%	12%	16%	19%	10%
Neither Agree nor Disagree	31%	31%	30%	32%	32%	28%	33%	34%	30%	31%	34%	31%	26%	41%
Disagree	33%	35%	35%	31%	33%	37%	30%	31%	36%	32%	34%	33%	30%	28%
Strongly Disagree	15%	13%	13%	17%	18%	15%	12%	14%	15%	17%	15%	13%	13%	14%
Don't Know	4%	4%	3%	3%	5%	4%	3%	3%	5%	4%	3%	3%	4%	3%
Total Agree:	17%	17%	19%	17%	13%	16%	22%	18%	13%	16%	13%	19%	26%	14%
Total Disagree:	48%	48%	48%	48%	50%	52%	42%	45%	51%	49%	49%	46%	44%	42%
Net:	-32%	-31%	-28%	-31%	-37%	-36%	-20%	-26%	-38%	-33%	-36%	-27%	-18%	-28%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(151.A) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can reduce their impact on the environment

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	4%	5%	3%	9%	3%	2%	2%	4%	2%	3%	3%	3%	2%	7%	2%
Agree	14%	15%	14%	19%	16%	17%	9%	19%	18%	14%	11%	8%	12%	17%	4%
Neither Agree nor Disagree	29%	30%	29%	25%	32%	33%	28%	24%	33%	26%	29%	29%	31%	31%	37%
Disagree	32%	31%	33%	29%	31%	27%	41%	33%	28%	35%	34%	37%	34%	29%	25%
Strongly Disagree	16%	16%	16%	15%	14%	12%	16%	14%	13%	17%	18%	20%	17%	14%	27%
Don't Know	5%	4%	6%	4%	4%	8%	2%	7%	6%	5%	5%	3%	4%	2%	5%
Total Agree:	18%	20%	17%	28%	18%	20%	12%	22%	20%	17%	14%	11%	14%	24%	6%
Total Disagree:	48%	47%	49%	43%	45%	39%	57%	47%	41%	52%	52%	57%	51%	43%	52%
Net:	-30%	-27%	-32%	-15%	-27%	-19%	-46%	-25%	-21%	-35%	-39%	-45%	-37%	-19%	-45%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(151.B) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can reduce their impact on the environment

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	4%	9%	7%	5%	1%	1%	0%	2%	5%	3%	3%	5%	4%	4%	1%
Agree	14%	24%	19%	17%	11%	9%	8%	11%	17%	12%	12%	20%	18%	4%	11%
Neither Agree nor Disagree	29%	32%	26%	28%	32%	28%	31%	25%	32%	32%	28%	30%	32%	4%	29%
Disagree	32%	22%	27%	30%	32%	37%	42%	36%	31%	29%	35%	30%	35%	44%	31%
Strongly Disagree	16%	11%	16%	16%	19%	21%	13%	21%	10%	19%	17%	12%	9%	41%	20%
Don't Know	5%	2%	5%	5%	5%	3%	5%	4%	5%	4%	4%	4%	3%	4%	8%
Total Agree:	18%	33%	27%	22%	11%	10%	9%	13%	22%	16%	15%	25%	22%	7%	12%
Total Disagree:	48%	33%	42%	45%	51%	59%	55%	58%	41%	48%	52%	42%	43%	85%	51%
Net:	-30%	1%	-16%	-23%	-40%	-48%	-46%	-44%	-19%	-33%	-37%	-17%	-21%	-78%	-39%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(151.C) Do you agree or disagree with the following?: Businesses should make their goods more expensive so they can reduce their impact on the environment

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	4%	5%	3%	3%	3%	5%	4%	5%	2%	4%	1%	4%	8%	11%
Agree	14%	16%	17%	13%	12%	15%	19%	17%	11%	14%	13%	17%	22%	11%
Neither Agree nor Disagree	29%	27%	30%	29%	31%	28%	30%	29%	28%	29%	30%	32%	23%	38%
Disagree	32%	34%	33%	30%	30%	33%	30%	32%	36%	31%	32%	30%	32%	20%
Strongly Disagree	16%	12%	12%	21%	19%	15%	13%	14%	16%	19%	20%	13%	11%	20%
Don't Know	5%	5%	4%	3%	5%	3%	4%	3%	6%	4%	3%	4%	3%	0%
Total Agree:	18%	21%	21%	17%	14%	20%	23%	21%	13%	17%	15%	21%	31%	21%
Total Disagree:	48%	47%	45%	51%	50%	49%	43%	46%	52%	50%	52%	43%	42%	41%
Net:	-30%	-26%	-24%	-34%	-35%	-29%	-20%	-25%	-39%	-32%	-37%	-22%	-12%	-19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(152.A) Do you agree or disagree with the following?: Businesses can afford to reduce their impact on the environment without having to raise prices

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	17%	18%	17%	22%	16%	15%	17%	14%	18%	15%	11%	17%	18%	25%	20%
Agree	46%	45%	47%	44%	45%	41%	51%	51%	50%	47%	44%	46%	47%	41%	32%
Neither Agree nor Disagree	21%	22%	21%	19%	24%	23%	19%	21%	20%	23%	17%	22%	22%	23%	29%
Disagree	7%	8%	7%	9%	7%	10%	6%	7%	5%	6%	11%	4%	8%	8%	15%
Strongly Disagree	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	6%	3%	0%	1%	2%
Don't Know	7%	6%	8%	5%	7%	10%	6%	6%	8%	7%	10%	8%	6%	2%	2%
Total Agree:	63%	62%	64%	66%	61%	56%	68%	65%	67%	62%	56%	63%	65%	66%	52%
Total Disagree:	9%	10%	8%	10%	8%	11%	7%	7%	5%	8%	18%	7%	8%	9%	17%
Net:	54%	53%	56%	55%	53%	46%	61%	58%	62%	54%	38%	56%	57%	57%	35%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(152.B) Do you agree or disagree with the following?: Businesses can afford to reduce their impact on the environment without having to raise prices

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	17%	26%	20%	22%	18%	16%	6%	17%	17%	14%	14%	22%	13%	33%	16%
Agree	46%	41%	52%	47%	45%	41%	48%	42%	50%	44%	44%	51%	53%	21%	41%
Neither Agree nor Disagree	21%	21%	15%	19%	22%	24%	26%	23%	19%	23%	25%	17%	21%	15%	22%
Disagree	7%	5%	6%	6%	5%	11%	11%	8%	8%	6%	9%	4%	7%	19%	7%
Strongly Disagree	1%	2%	2%	1%	1%	2%	1%	2%	1%	3%	1%	1%	1%	10%	2%
Don't Know	7%	5%	6%	5%	9%	7%	8%	7%	5%	9%	7%	4%	5%	4%	12%
Total Agree:	63%	67%	71%	69%	63%	57%	53%	60%	67%	58%	57%	73%	66%	53%	57%
Total Disagree:	9%	7%	8%	7%	6%	12%	12%	10%	8%	9%	11%	5%	7%	28%	9%
Net:	54%	60%	63%	62%	57%	44%	41%	50%	59%	49%	47%	67%	59%	25%	48%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(152.C) Do you agree or disagree with the following?: Businesses can afford to reduce their impact on the environment without having to raise prices

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	17%	15%	17%	19%	19%	12%	20%	17%	16%	17%	16%	17%	21%	19%
Agree	46%	45%	49%	48%	42%	45%	51%	43%	43%	45%	43%	50%	47%	41%
Neither Agree nor Disagree	21%	23%	20%	19%	23%	25%	17%	27%	24%	22%	23%	19%	18%	20%
Disagree	7%	9%	7%	7%	6%	11%	6%	7%	7%	6%	12%	7%	7%	3%
Strongly Disagree	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	11%
Don't Know	7%	7%	6%	6%	8%	6%	5%	6%	9%	7%	4%	6%	5%	6%
Total Agree:	63%	60%	66%	66%	61%	57%	72%	60%	59%	63%	60%	67%	68%	60%
Total Disagree:	9%	10%	9%	9%	7%	11%	7%	7%	9%	8%	13%	8%	9%	13%
Net:	54%	50%	57%	57%	54%	46%	65%	52%	50%	55%	46%	59%	59%	47%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(153.A) Do you agree or disagree with the following?: Businesses can afford to pay their staff more without having to raise prices

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	19%	19%	19%	23%	17%	18%	21%	13%	16%	18%	19%	19%	21%	24%	20%
Agree	42%	41%	44%	43%	41%	41%	42%	45%	45%	44%	38%	44%	43%	36%	39%
Neither Agree nor Disagree	23%	24%	21%	19%	24%	22%	23%	28%	22%	21%	23%	22%	21%	28%	22%
Disagree	9%	9%	8%	9%	9%	9%	8%	10%	9%	10%	7%	7%	9%	6%	13%
Strongly Disagree	2%	3%	1%	2%	3%	1%	1%	1%	1%	1%	5%	3%	2%	3%	2%
Don't Know	5%	4%	6%	4%	6%	10%	4%	3%	7%	7%	7%	5%	4%	3%	4%
Total Agree:	61%	60%	63%	66%	58%	59%	63%	58%	61%	61%	58%	63%	64%	60%	58%
Total Disagree:	11%	12%	9%	11%	12%	9%	9%	11%	10%	11%	12%	10%	11%	9%	15%
Net:	51%	48%	53%	55%	46%	50%	54%	47%	51%	50%	45%	53%	54%	52%	43%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(153.B) Do you agree or disagree with the following?: Businesses can afford to pay their staff more without having to raise prices

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	19%	26%	28%	23%	17%	16%	7%	18%	19%	17%	12%	26%	18%	33%	17%
Agree	42%	41%	44%	46%	42%	38%	42%	41%	44%	44%	40%	46%	44%	27%	43%
Neither Agree nor Disagree	23%	20%	17%	20%	22%	26%	29%	24%	21%	25%	26%	19%	27%	11%	22%
Disagree	9%	9%	5%	6%	11%	10%	11%	9%	9%	7%	12%	4%	6%	11%	7%
Strongly Disagree	2%	1%	2%	1%	1%	2%	3%	2%	2%	2%	3%	2%	1%	6%	1%
Don't Know	5%	4%	3%	5%	6%	7%	8%	6%	5%	5%	6%	3%	3%	11%	10%
Total Agree:	61%	66%	73%	68%	59%	55%	50%	59%	63%	61%	52%	72%	62%	60%	60%
Total Disagree:	11%	10%	7%	7%	12%	13%	14%	11%	11%	9%	15%	6%	8%	18%	8%
Net:	51%	56%	65%	61%	47%	42%	36%	47%	52%	52%	37%	67%	54%	42%	52%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(153.C) Do you agree or disagree with the following?: Businesses can afford to pay their staff more without having to raise prices

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	19%	17%	20%	20%	20%	12%	25%	18%	16%	19%	17%	22%	21%	23%
Agree	42%	42%	42%	45%	40%	43%	47%	42%	40%	43%	42%	42%	46%	36%
Neither Agree nor Disagree	23%	23%	23%	18%	25%	24%	19%	27%	24%	22%	23%	23%	19%	24%
Disagree	9%	9%	7%	9%	9%	14%	5%	8%	10%	8%	11%	7%	9%	7%
Strongly Disagree	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	0%	7%
Don't Know	5%	6%	5%	5%	5%	5%	3%	4%	7%	6%	5%	5%	4%	3%
Total Agree:	61%	59%	62%	65%	60%	54%	71%	60%	56%	62%	59%	64%	67%	59%
Total Disagree:	11%	12%	9%	12%	10%	16%	7%	10%	13%	10%	12%	9%	10%	13%
Net:	51%	48%	53%	53%	50%	38%	65%	50%	44%	52%	47%	55%	58%	46%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(154.A) Do you agree or disagree with the following?: At the moment the rich are getting richer at the expense of everyone else

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	42%	42%	42%	37%	43%	35%	40%	45%	38%	38%	49%	46%	48%	53%	51%
Agree	34%	35%	33%	39%	31%	38%	36%	32%	35%	37%	27%	27%	34%	26%	36%
Neither Agree nor Disagree	15%	14%	16%	15%	16%	19%	15%	16%	13%	15%	7%	19%	12%	14%	9%
Disagree	5%	5%	5%	5%	6%	3%	5%	5%	7%	6%	14%	3%	5%	4%	0%
Strongly Disagree	1%	2%	1%	2%	1%	0%	2%	1%	2%	2%	1%	1%	1%	1%	2%
Don't Know	3%	2%	3%	2%	3%	6%	3%	1%	5%	1%	1%	3%	1%	1%	2%
Total Agree:	76%	77%	75%	76%	74%	73%	76%	77%	72%	75%	76%	73%	82%	79%	87%
Total Disagree:	6%	7%	6%	7%	7%	3%	6%	5%	10%	9%	15%	4%	5%	5%	2%
Net:	70%	70%	69%	69%	67%	71%	70%	72%	63%	67%	61%	69%	77%	74%	85%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(154.B) Do you agree or disagree with the following?: At the moment the rich are getting richer at the expense of everyone else

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	42%	42%	44%	44%	49%	45%	32%	39%	46%	36%	27%	57%	43%	43%	40%
Agree	34%	29%	39%	36%	31%	30%	35%	33%	35%	35%	37%	31%	38%	21%	32%
Neither Agree nor Disagree	15%	19%	9%	15%	12%	15%	19%	17%	11%	19%	22%	9%	13%	22%	17%
Disagree	5%	5%	4%	1%	4%	5%	10%	7%	5%	5%	9%	2%	3%	4%	4%
Strongly Disagree	1%	2%	1%	1%	0%	2%	2%	2%	1%	1%	2%	0%	1%	3%	1%
Don't Know	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%	1%	1%	7%	5%
Total Agree:	76%	71%	83%	80%	80%	75%	67%	72%	81%	72%	64%	88%	81%	64%	72%
Total Disagree:	6%	6%	5%	3%	5%	7%	12%	8%	6%	6%	11%	2%	5%	7%	6%
Net:	70%	65%	78%	78%	75%	68%	55%	64%	76%	66%	53%	86%	77%	58%	66%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(154.C) Do you agree or disagree with the following?: At the moment the rich are getting richer at the expense of everyone else

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	42%	37%	42%	45%	46%	18%	56%	38%	39%	46%	44%	41%	42%	19%
Agree	34%	36%	34%	34%	31%	40%	30%	38%	34%	31%	32%	35%	38%	51%
Neither Agree nor Disagree	15%	17%	15%	12%	16%	24%	9%	17%	16%	14%	16%	16%	12%	23%
Disagree	5%	6%	6%	5%	3%	12%	2%	2%	6%	5%	5%	5%	3%	0%
Strongly Disagree	1%	2%	1%	2%	1%	2%	0%	1%	1%	2%	2%	1%	1%	3%
Don't Know	3%	3%	2%	2%	4%	3%	2%	4%	4%	3%	1%	2%	3%	4%
Total Agree:	76%	73%	76%	79%	77%	59%	86%	76%	73%	76%	76%	76%	80%	70%
Total Disagree:	6%	7%	7%	7%	4%	14%	3%	3%	7%	7%	7%	6%	5%	3%
Net:	70%	65%	69%	72%	73%	44%	84%	73%	66%	69%	69%	70%	75%	67%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(155.A) If you had to choose, would you prefer...

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1 - Businesses to pay their staff less and make their products cheaper	7%	7%	6%	8%	4%	4%	6%	6%	7%	8%	10%	8%	9%	8%	6%
2	29%	29%	29%	27%	32%	27%	32%	31%	26%	30%	27%	27%	28%	26%	33%
3	50%	50%	50%	42%	50%	56%	49%	49%	56%	52%	48%	51%	50%	52%	47%
4 - Businesses to pay their staff more and make their products more expensive	15%	13%	16%	23%	14%	13%	14%	14%	12%	10%	15%	14%	13%	14%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

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

(155.B) If you had to choose, would you prefer. . .

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1 - Businesses to pay their staff less and make their products cheaper	7%	10%	7%	7%	8%	7%	3%	8%	6%	7%	7%	6%	3%	10%	8%
2	29%	25%	28%	31%	31%	33%	26%	33%	24%	34%	34%	22%	25%	40%	37%
3	50%	42%	47%	48%	51%	49%	59%	50%	54%	41%	50%	55%	54%	35%	40%
4 - Businesses to pay their staff more and make their products more expensive	15%	23%	18%	15%	10%	10%	13%	9%	16%	18%	9%	17%	18%	15%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(155.C) If you had to choose, would you prefer...

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1 - Businesses to pay their staff less and make their products cheaper	7%	7%	4%	11%	6%	6%	6%	7%	8%	7%	4%	6%	8%	14%
2	29%	26%	30%	30%	29%	32%	24%	29%	29%	31%	31%	29%	23%	31%
3	50%	51%	51%	48%	50%	51%	53%	48%	51%	47%	54%	51%	50%	40%
4 - Businesses to pay their staff more and make their products more expensive	15%	16%	16%	11%	15%	11%	17%	17%	12%	15%	11%	15%	20%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.A) If you had to choose, would you prefer...

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
1 - Businesses to do less damage to the environment and make their products more expensive	20%	18%	21%	27%	18%	20%	19%	18%	20%	20%	16%	19%	18%	20%	9%
2	52%	53%	50%	45%	50%	59%	58%	54%	52%	55%	53%	50%	49%	52%	55%
3	23%	22%	23%	22%	26%	17%	17%	23%	22%	19%	23%	25%	27%	21%	27%
4 - Businesses to do more damage to the environment and make their products cheaper	6%	7%	6%	6%	6%	5%	6%	5%	6%	6%	9%	7%	6%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.B) If you had to choose, would you prefer...

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
1 - Businesses to do less damage to the environment and make their products more expensive	20%	26%	23%	16%	14%	19%	20%	14%	23%	18%	15%	25%	23%	14%	15%
2	52%	43%	45%	52%	57%	55%	57%	54%	52%	50%	54%	49%	52%	42%	53%
3	23%	21%	23%	24%	24%	21%	21%	26%	20%	23%	25%	20%	21%	33%	24%
4 - Businesses to do more damage to the environment and make their products cheaper	6%	10%	9%	8%	5%	5%	2%	7%	5%	9%	6%	6%	4%	11%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.C) If you had to choose, would you prefer...

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
1 - Businesses to do less damage to the environment and make their products more expensive	20%	21%	22%	19%	17%	16%	21%	26%	16%	20%	19%	20%	29%	33%
2	52%	54%	51%	48%	54%	53%	52%	44%	58%	47%	47%	55%	48%	41%
3	23%	21%	22%	25%	23%	25%	21%	25%	21%	26%	28%	20%	17%	16%
4 - Businesses to do more damage to the environment and make their products cheaper	6%	5%	5%	8%	7%	5%	6%	5%	5%	8%	6%	5%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(157.A) How well off would you say you feel?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I am very comfortable financially	7%	9%	5%	13%	9%	6%	4%	4%	3%	5%	6%	4%	8%	1%	5%
I am relatively comfortable financially	34%	38%	31%	36%	32%	30%	43%	37%	39%	35%	34%	32%	27%	34%	29%
I do not have money for luxuries but can normally comfortably cover the essentials	38%	37%	39%	34%	37%	40%	35%	37%	37%	36%	46%	40%	48%	31%	37%
I can only just afford my costs and often struggle to make ends meet	17%	13%	21%	12%	20%	20%	13%	19%	16%	17%	11%	18%	13%	28%	16%
I cannot afford my costs and often have to go without essentials like food and heating	5%	3%	6%	3%	3%	4%	3%	3%	5%	7%	2%	6%	5%	6%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(157.B) How well off would you say you feel?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I am very comfortable financially	7%	10%	7%	4%	2%	6%	10%	5%	9%	4%	8%	5%	9%	12%	3%
I am relatively comfortable financially	34%	27%	33%	30%	28%	31%	51%	36%	39%	22%	39%	34%	43%	35%	23%
I do not have money for luxuries but can normally comfortably cover the essentials	38%	40%	38%	41%	41%	39%	31%	38%	36%	42%	37%	36%	37%	38%	42%
I can only just afford my costs and often struggle to make ends meet	17%	19%	16%	20%	21%	20%	7%	15%	14%	25%	14%	20%	8%	0%	23%
I cannot afford my costs and often have to go without essentials like food and heating	5%	5%	5%	5%	9%	3%	1%	5%	3%	6%	2%	4%	3%	15%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(157.C) How well off would you say you feel?

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I am very comfortable financially	7%	11%	6%	5%	4%	10%	5%	10%	4%	4%	7%	7%	16%	22%
I am relatively comfortable financially	34%	50%	34%	30%	21%	43%	33%	37%	32%	30%	36%	40%	38%	43%
I do not have money for luxuries but can normally comfortably cover the essentials	38%	29%	42%	42%	41%	35%	38%	37%	37%	40%	38%	38%	35%	24%
I can only just afford my costs and often struggle to make ends meet	17%	8%	16%	18%	25%	10%	20%	14%	20%	21%	17%	13%	8%	11%
I cannot afford my costs and often have to go without essentials like food and heating	5%	2%	2%	6%	9%	3%	4%	3%	7%	5%	4%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(158.A) How financially well off do you feel compared to a year ago (early 2022)?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I feel significantly better off	2%	4%	1%	7%	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	3%
I feel somewhat better off	14%	16%	12%	22%	12%	11%	18%	11%	12%	15%	16%	10%	11%	12%	11%
Neither better nor worse off	31%	33%	29%	27%	33%	34%	32%	29%	32%	28%	32%	32%	36%	27%	29%
I feel a little worse off	32%	32%	33%	28%	31%	35%	32%	42%	33%	33%	38%	32%	28%	32%	27%
I feel much worse off	19%	15%	24%	14%	21%	19%	15%	16%	20%	22%	13%	21%	23%	28%	31%
Don't know	1%	1%	1%	2%	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(158.B) How financially well off do you feel compared to a year ago (early 2022)?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I feel significantly better off	2%	6%	5%	2%	1%	1%	1%	2%	3%	1%	2%	3%	4%	0%	0%
I feel somewhat better off	14%	25%	21%	13%	8%	7%	11%	11%	16%	11%	14%	16%	13%	11%	11%
Neither better nor worse off	31%	22%	29%	27%	27%	31%	46%	33%	31%	30%	35%	27%	30%	24%	29%
I feel a little worse off	32%	29%	29%	32%	36%	38%	30%	33%	32%	33%	33%	34%	38%	47%	31%
I feel much worse off	19%	15%	15%	26%	28%	22%	12%	20%	18%	23%	16%	19%	15%	18%	26%
Don't know	1%	3%	1%	1%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(158.C) How financially well off do you feel compared to a year ago (early 2022)?

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I feel significantly better off	2%	3%	3%	2%	2%	3%	2%	6%	1%	2%	3%	3%	5%	8%
I feel somewhat better off	14%	18%	17%	13%	7%	18%	15%	17%	13%	12%	10%	17%	16%	31%
Neither better nor worse off	31%	34%	31%	29%	30%	38%	26%	31%	31%	29%	31%	32%	32%	17%
I feel a little worse off	32%	31%	33%	34%	31%	29%	35%	33%	31%	33%	34%	31%	35%	25%
I feel much worse off	19%	13%	16%	21%	28%	13%	20%	13%	23%	22%	21%	17%	12%	20%
Don't know	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(159.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How expensive the products I'm buying are

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I have paid more attention to this in the last year	70%	66%	74%	63%	69%	76%	73%	71%	70%	70%	69%	70%	73%	76%	73%
I have paid no more or less attention to this in the last year	23%	26%	20%	27%	25%	21%	22%	25%	21%	25%	28%	22%	21%	16%	23%
I have paid less attention to this in the last year	4%	5%	3%	6%	4%	1%	4%	3%	4%	4%	2%	5%	3%	6%	2%
Don't Know	2%	2%	3%	3%	2%	3%	1%	2%	5%	1%	0%	3%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(159.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How expensive the products I'm buying are

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I have paid more attention to this in the last year	70%	58%	62%	70%	77%	75%	76%	72%	71%	67%	74%	67%	72%	68%	65%
I have paid no more or less attention to this in the last year	23%	28%	29%	24%	16%	22%	21%	22%	24%	23%	21%	26%	24%	26%	26%
I have paid less attention to this in the last year	4%	9%	5%	3%	4%	2%	1%	3%	4%	5%	3%	4%	3%	7%	6%
Don't Know	2%	5%	3%	3%	3%	1%	1%	2%	1%	4%	2%	2%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(159.C) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How expensive the products I'm buying are

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Diploma/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I have paid more attention to this in the last year	70%	69%	70%	70%	72%	69%	70%	64%	72%	68%	74%	71%	65%	72%
I have paid no more or less attention to this in the last year	23%	26%	23%	23%	21%	25%	23%	29%	20%	26%	21%	24%	25%	24%
I have paid less attention to this in the last year	4%	3%	5%	5%	4%	4%	4%	6%	4%	4%	3%	4%	5%	4%
Don't Know	2%	2%	2%	2%	3%	2%	3%	1%	3%	3%	2%	1%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(160.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How much packaging there is on the products I'm buying

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I have paid more attention to this in the last year	43%	40%	47%	42%	47%	44%	41%	43%	44%	48%	38%	45%	40%	44%	37%
I have paid no more or less attention to this in the last year	46%	50%	41%	43%	42%	47%	51%	47%	44%	45%	51%	42%	50%	43%	48%
I have paid less attention to this in the last year	8%	7%	8%	11%	9%	4%	6%	6%	5%	5%	9%	9%	8%	9%	11%
Don't Know	3%	3%	4%	4%	3%	5%	2%	3%	7%	1%	2%	4%	2%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(160.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How much packaging there is on the products I'm buying

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I have paid more attention to this in the last year	43%	42%	40%	37%	41%	46%	54%	44%	46%	33%	44%	45%	54%	44%	34%
I have paid no more or less attention to this in the last year	46%	37%	50%	50%	49%	46%	41%	45%	45%	52%	47%	43%	37%	46%	51%
I have paid less attention to this in the last year	8%	16%	8%	8%	6%	5%	4%	6%	7%	10%	6%	7%	8%	10%	11%
Don't Know	3%	6%	3%	5%	4%	2%	2%	4%	2%	4%	3%	5%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(160.C) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How much packaging there is on the products I'm buying

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I have paid more attention to this in the last year	43%	46%	45%	44%	40%	48%	43%	42%	43%	43%	47%	44%	45%	36%
I have paid no more or less attention to this in the last year	46%	46%	45%	43%	48%	44%	45%	48%	46%	46%	44%	46%	43%	50%
I have paid less attention to this in the last year	8%	7%	7%	9%	8%	6%	8%	7%	8%	6%	7%	7%	9%	14%
Don't Know	3%	2%	3%	4%	5%	2%	4%	3%	4%	4%	2%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(161.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The quality of the products I'm buying

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I have paid more attention to this in the last year	42%	40%	44%	41%	36%	42%	44%	46%	32%	44%	43%	48%	47%	47%	42%
I have paid no more or less attention to this in the last year	48%	50%	46%	46%	57%	52%	51%	46%	48%	47%	52%	39%	44%	42%	50%
I have paid less attention to this in the last year	7%	7%	7%	10%	3%	5%	4%	4%	10%	7%	3%	10%	6%	8%	6%
Don't Know	3%	3%	3%	3%	4%	2%	1%	4%	9%	2%	2%	3%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(161.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The quality of the products I'm buying

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I have paid more attention to this in the last year	42%	44%	41%	43%	44%	41%	41%	43%	43%	38%	45%	43%	38%	29%	34%
I have paid no more or less attention to this in the last year	48%	36%	44%	49%	46%	53%	56%	48%	49%	49%	48%	45%	55%	62%	54%
I have paid less attention to this in the last year	7%	13%	11%	5%	7%	4%	2%	6%	6%	9%	5%	9%	5%	10%	9%
Don't Know	3%	7%	4%	4%	3%	2%	1%	3%	3%	4%	3%	3%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(161.C) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The quality of the products I'm buying

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I have paid more attention to this in the last year	42%	45%	41%	43%	40%	45%	45%	34%	42%	40%	46%	42%	44%	45%
I have paid no more or less attention to this in the last year	48%	49%	49%	45%	47%	48%	45%	54%	47%	50%	46%	47%	46%	49%
I have paid less attention to this in the last year	7%	4%	6%	9%	9%	5%	7%	9%	7%	7%	4%	7%	8%	3%
Don't Know	3%	2%	4%	4%	4%	2%	3%	3%	4%	3%	3%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(162.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How good for the environment the products I'm buying are

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I have paid more attention to this in the last year	30%	28%	32%	37%	28%	34%	28%	28%	29%	28%	25%	31%	26%	36%	9%
I have paid no more or less attention to this in the last year	57%	60%	54%	48%	59%	56%	63%	61%	54%	62%	65%	55%	56%	48%	76%
I have paid less attention to this in the last year	8%	8%	8%	9%	8%	6%	7%	6%	7%	8%	6%	8%	13%	11%	13%
Don't Know	5%	4%	6%	6%	5%	4%	3%	5%	10%	2%	4%	6%	6%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(162.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How good for the environment the products I'm buying are

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I have paid more attention to this in the last year	30%	37%	37%	34%	24%	23%	26%	26%	34%	26%	28%	35%	30%	16%	24%
I have paid no more or less attention to this in the last year	57%	47%	50%	51%	61%	65%	66%	59%	55%	58%	60%	53%	58%	71%	58%
I have paid less attention to this in the last year	8%	11%	9%	9%	10%	7%	4%	9%	7%	9%	7%	7%	9%	10%	11%
Don't Know	5%	5%	4%	6%	5%	5%	4%	5%	3%	7%	4%	4%	3%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(162.C) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How good for the environment the products I'm buying are

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I have paid more attention to this in the last year	30%	33%	34%	30%	23%	32%	34%	23%	23%	30%	30%	33%	40%	22%
I have paid no more or less attention to this in the last year	57%	57%	54%	55%	61%	59%	53%	67%	62%	56%	56%	56%	47%	64%
I have paid less attention to this in the last year	8%	7%	8%	10%	9%	7%	8%	6%	9%	8%	9%	7%	9%	11%
Don't Know	5%	3%	4%	6%	7%	3%	5%	4%	6%	5%	5%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(163.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The reputation of the brands behind the products I'm buying

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I have paid more attention to this in the last year	25%	25%	24%	29%	20%	26%	24%	27%	24%	24%	26%	27%	25%	27%	9%
I have paid no more or less attention to this in the last year	61%	62%	60%	54%	67%	61%	65%	59%	58%	66%	60%	60%	60%	58%	71%
I have paid less attention to this in the last year	9%	8%	9%	12%	8%	4%	6%	8%	9%	7%	6%	8%	11%	13%	15%
Don't Know	5%	4%	7%	5%	4%	8%	5%	6%	9%	3%	7%	6%	4%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(163.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The reputation of the brands behind the products I'm buying

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I have paid more attention to this in the last year	25%	32%	32%	28%	20%	18%	20%	23%	27%	21%	25%	28%	28%	12%	16%
I have paid no more or less attention to this in the last year	61%	46%	52%	57%	64%	71%	73%	63%	61%	60%	63%	58%	63%	78%	62%
I have paid less attention to this in the last year	9%	15%	10%	8%	10%	7%	5%	9%	7%	9%	8%	8%	7%	7%	12%
Don't Know	5%	8%	6%	6%	6%	5%	2%	5%	4%	9%	4%	6%	2%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(163.C) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: The reputation of the brands behind the products I'm buying

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I have paid more attention to this in the last year	25%	27%	27%	26%	19%	27%	28%	26%	20%	26%	29%	26%	31%	18%
I have paid no more or less attention to this in the last year	61%	66%	59%	56%	63%	62%	58%	66%	64%	60%	59%	62%	56%	69%
I have paid less attention to this in the last year	9%	5%	9%	11%	11%	8%	9%	6%	8%	8%	8%	9%	9%	9%
Don't Know	5%	2%	5%	7%	7%	3%	6%	2%	8%	6%	4%	3%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(164.A) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How fairly those involved in making the products I'm buying tend to be paid

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
I have paid more attention to this in the last year	21%	21%	20%	26%	20%	21%	23%	21%	19%	24%	17%	19%	15%	22%	9%
I have paid no more or less attention to this in the last year	63%	62%	63%	53%	63%	64%	68%	63%	64%	60%	68%	66%	65%	61%	70%
I have paid less attention to this in the last year	10%	11%	9%	13%	11%	7%	4%	10%	9%	11%	7%	8%	13%	9%	13%
Don't Know	7%	6%	8%	7%	6%	8%	5%	6%	8%	6%	7%	7%	8%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(164.B) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How fairly those involved in making the products I'm buying tend to be paid

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
I have paid more attention to this in the last year	21%	34%	21%	26%	15%	16%	14%	16%	23%	18%	18%	25%	21%	16%	14%
I have paid no more or less attention to this in the last year	63%	44%	59%	58%	67%	70%	74%	67%	62%	60%	68%	58%	61%	64%	62%
I have paid less attention to this in the last year	10%	16%	13%	9%	10%	8%	5%	10%	8%	13%	8%	10%	12%	17%	12%
Don't Know	7%	6%	7%	7%	7%	6%	8%	6%	6%	9%	6%	7%	6%	3%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(164.C) Looking at the following, would you say you have paid more attention to this or less attention to this in the last year?: How fairly those involved in making the products I'm buying tend to be paid

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
I have paid more attention to this in the last year	21%	22%	24%	21%	16%	19%	26%	19%	16%	22%	19%	20%	30%	23%
I have paid no more or less attention to this in the last year	63%	65%	61%	60%	65%	68%	58%	64%	66%	62%	62%	65%	54%	59%
I have paid less attention to this in the last year	10%	7%	9%	13%	10%	7%	10%	14%	9%	10%	13%	9%	9%	15%
Don't Know	7%	6%	6%	7%	9%	5%	6%	3%	9%	6%	6%	6%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(165.A) Do you agree or disagree with the following?: Buying environmentally friendly products is something only the rich can afford to do

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	11%	9%	14%	11%	11%	9%	7%	13%	11%	12%	10%	12%	12%	20%	18%
Agree	30%	28%	32%	32%	32%	30%	32%	34%	24%	28%	29%	32%	33%	23%	26%
Neither Agree nor Disagree	30%	31%	29%	29%	28%	33%	32%	24%	34%	30%	34%	27%	34%	26%	31%
Disagree	22%	24%	20%	22%	22%	20%	22%	23%	24%	23%	24%	20%	18%	26%	22%
Strongly Disagree	4%	5%	4%	5%	4%	4%	6%	6%	3%	6%	1%	5%	3%	5%	3%
Don't Know	2%	2%	2%	2%	2%	4%	2%	0%	4%	2%	1%	3%	1%	1%	0%
Total Agree:	42%	37%	46%	43%	43%	39%	39%	47%	35%	39%	39%	45%	45%	43%	44%
Total Disagree:	26%	29%	24%	27%	27%	24%	27%	29%	27%	29%	25%	25%	21%	31%	25%
Net:	16%	8%	22%	16%	17%	15%	12%	18%	8%	10%	14%	20%	23%	12%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(165.B) Do you agree or disagree with the following?: Buying environmentally friendly products is something only the rich can afford to do

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	11%	11%	16%	12%	16%	9%	5%	12%	10%	13%	9%	11%	13%	18%	15%
Agree	30%	33%	35%	34%	30%	29%	23%	29%	31%	30%	29%	35%	27%	34%	28%
Neither Agree nor Disagree	30%	29%	25%	29%	30%	32%	34%	32%	27%	31%	31%	30%	23%	18%	31%
Disagree	22%	19%	17%	19%	19%	23%	31%	20%	26%	19%	25%	19%	26%	23%	21%
Strongly Disagree	4%	4%	6%	4%	2%	4%	6%	4%	4%	5%	3%	4%	8%	8%	3%
Don't Know	2%	3%	2%	2%	3%	1%	2%	2%	2%	2%	2%	1%	2%	0%	3%
Total Agree:	42%	44%	51%	47%	46%	39%	28%	42%	41%	43%	38%	46%	40%	51%	43%
Total Disagree:	26%	23%	23%	23%	21%	28%	37%	24%	30%	24%	28%	24%	35%	30%	24%
Net:	16%	21%	28%	24%	25%	11%	-9%	18%	11%	20%	10%	22%	5%	21%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(165.C) Do you agree or disagree with the following?: Buying environmentally friendly products is something only the rich can afford to do

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	11%	10%	11%	13%	13%	7%	12%	13%	10%	12%	12%	12%	10%	17%
Agree	30%	28%	27%	33%	33%	29%	36%	28%	30%	33%	26%	29%	35%	20%
Neither Agree nor Disagree	30%	28%	30%	31%	31%	30%	29%	29%	34%	26%	33%	28%	27%	50%
Disagree	22%	27%	25%	18%	17%	27%	18%	23%	21%	21%	22%	26%	22%	7%
Strongly Disagree	4%	4%	5%	5%	4%	4%	4%	4%	4%	5%	7%	4%	4%	6%
Don't Know	2%	3%	2%	1%	3%	2%	1%	3%	2%	3%	1%	2%	2%	0%
Total Agree:	42%	38%	38%	46%	46%	36%	48%	41%	41%	45%	38%	41%	45%	37%
Total Disagree:	26%	31%	30%	22%	20%	31%	22%	27%	24%	26%	29%	30%	26%	13%
Net:	16%	7%	9%	24%	26%	5%	25%	14%	16%	19%	9%	11%	19%	24%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(166.A) Do you agree or disagree with the following?: The demand for businesses to be environmentally friendly is damaging the economy

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	7%	8%	5%	9%	3%	7%	5%	8%	6%	4%	8%	8%	6%	7%	12%
Agree	21%	23%	18%	23%	20%	14%	21%	23%	20%	24%	18%	18%	24%	21%	17%
Neither Agree nor Disagree	32%	30%	34%	23%	31%	31%	38%	33%	31%	31%	29%	39%	37%	30%	28%
Disagree	26%	25%	26%	28%	31%	30%	22%	19%	26%	23%	32%	21%	22%	24%	27%
Strongly Disagree	8%	8%	7%	9%	7%	8%	8%	8%	6%	9%	4%	5%	9%	12%	9%
Don't Know	8%	6%	10%	9%	7%	9%	7%	9%	12%	10%	10%	8%	3%	6%	7%
Total Agree:	27%	31%	23%	32%	24%	22%	25%	31%	26%	27%	26%	26%	29%	28%	29%
Total Disagree:	33%	33%	34%	37%	38%	38%	30%	27%	32%	32%	35%	27%	31%	36%	36%
Net:	-6%	-1%	-11%	-5%	-15%	-16%	-5%	5%	-6%	-5%	-9%	-1%	-2%	-8%	-7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(166.B) Do you agree or disagree with the following?: The demand for businesses to be environmentally friendly is damaging the economy

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	7%	8%	9%	6%	6%	6%	4%	8%	5%	8%	7%	6%	7%	18%	6%
Agree	21%	27%	27%	21%	19%	15%	16%	22%	20%	20%	25%	20%	11%	25%	16%
Neither Agree nor Disagree	32%	30%	22%	32%	35%	39%	33%	35%	27%	35%	33%	29%	25%	25%	35%
Disagree	26%	20%	26%	26%	22%	24%	32%	21%	32%	21%	22%	29%	46%	4%	25%
Strongly Disagree	8%	7%	10%	7%	7%	8%	6%	5%	11%	6%	5%	11%	7%	4%	5%
Don't Know	8%	8%	5%	7%	11%	8%	9%	9%	5%	11%	8%	5%	5%	25%	12%
Total Agree:	27%	35%	36%	27%	25%	21%	20%	30%	24%	27%	32%	26%	18%	42%	23%
Total Disagree:	33%	27%	37%	33%	29%	33%	38%	26%	43%	27%	26%	40%	52%	8%	30%
Net:	-6%	8%	0%	-6%	-4%	-11%	-19%	4%	-19%	1%	6%	-14%	-34%	34%	-8%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(166.C) Do you agree or disagree with the following?: The demand for businesses to be environmentally friendly is damaging the economy

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	7%	7%	6%	8%	6%	6%	5%	8%	5%	6%	5%	7%	9%	18%
Agree	21%	20%	19%	25%	19%	28%	21%	21%	20%	21%	22%	22%	21%	10%
Neither Agree nor Disagree	32%	26%	29%	35%	38%	31%	30%	21%	38%	32%	34%	26%	24%	41%
Disagree	26%	32%	28%	20%	21%	24%	27%	36%	22%	26%	24%	28%	32%	24%
Strongly Disagree	8%	9%	11%	6%	5%	3%	11%	9%	4%	7%	8%	11%	8%	7%
Don't Know	8%	6%	7%	7%	11%	7%	6%	4%	11%	7%	8%	7%	6%	0%
Total Agree:	27%	27%	25%	32%	25%	34%	26%	29%	25%	27%	26%	28%	31%	28%
Total Disagree:	33%	40%	39%	26%	26%	27%	38%	45%	26%	33%	32%	40%	40%	32%
Net:	-6%	-14%	-14%	6%	-2%	7%	-12%	-17%	-1%	-6%	-6%	-11%	-9%	-4%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(167.A) Do you agree or disagree with the following?: Environmentally friendly products tend to be higher quality

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	7%	6%	7%	11%	5%	4%	6%	4%	9%	7%	8%	5%	6%	10%	0%
Agree	25%	23%	26%	37%	24%	22%	24%	28%	24%	25%	14%	20%	23%	25%	25%
Neither Agree nor Disagree	44%	44%	43%	34%	44%	48%	44%	42%	44%	44%	52%	44%	47%	44%	51%
Disagree	17%	16%	17%	13%	17%	19%	19%	15%	15%	15%	20%	20%	20%	14%	9%
Strongly Disagree	4%	6%	2%	3%	4%	4%	5%	7%	2%	4%	2%	6%	2%	5%	11%
Don't Know	4%	4%	4%	3%	6%	3%	2%	5%	7%	5%	5%	6%	2%	2%	4%
Total Agree:	32%	30%	33%	48%	29%	26%	30%	32%	33%	33%	21%	25%	29%	35%	25%
Total Disagree:	21%	22%	19%	16%	20%	23%	24%	22%	16%	19%	22%	25%	22%	20%	20%
Net:	11%	7%	14%	32%	9%	2%	6%	10%	16%	14%	-1%	-1%	7%	15%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(167.B) Do you agree or disagree with the following?: Environmentally friendly products tend to be higher quality

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	7%	13%	10%	7%	4%	4%	3%	5%	8%	5%	6%	10%	6%	4%	4%
Agree	25%	41%	38%	25%	20%	14%	15%	19%	27%	31%	22%	28%	28%	17%	26%
Neither Agree nor Disagree	44%	31%	33%	48%	46%	48%	52%	45%	44%	43%	42%	44%	40%	44%	45%
Disagree	17%	9%	12%	13%	18%	23%	23%	21%	16%	11%	22%	14%	20%	12%	12%
Strongly Disagree	4%	2%	4%	4%	6%	6%	3%	6%	2%	4%	6%	1%	3%	17%	4%
Don't Know	4%	4%	3%	3%	6%	5%	4%	4%	3%	5%	3%	3%	3%	7%	8%
Total Agree:	32%	54%	48%	32%	25%	18%	18%	24%	35%	36%	28%	38%	34%	21%	30%
Total Disagree:	21%	11%	16%	17%	23%	29%	26%	27%	18%	16%	28%	15%	23%	28%	16%
Net:	11%	43%	32%	15%	1%	-11%	-8%	-3%	16%	20%	0%	23%	11%	-7%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(167.C) Do you agree or disagree with the following?: Environmentally friendly products tend to be higher quality

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	7%	8%	7%	6%	6%	6%	8%	8%	6%	7%	4%	6%	10%	15%
Agree	25%	26%	27%	25%	22%	26%	27%	30%	19%	28%	20%	30%	31%	26%
Neither Agree nor Disagree	44%	42%	44%	41%	46%	40%	44%	39%	49%	37%	45%	45%	40%	37%
Disagree	17%	17%	14%	21%	15%	21%	14%	18%	18%	18%	22%	13%	14%	12%
Strongly Disagree	4%	3%	4%	5%	4%	4%	3%	2%	3%	6%	6%	4%	2%	7%
Don't Know	4%	4%	3%	3%	7%	3%	4%	2%	6%	4%	4%	3%	3%	3%
Total Agree:	32%	34%	34%	30%	28%	32%	35%	38%	25%	35%	24%	36%	41%	41%
Total Disagree:	21%	20%	18%	26%	19%	25%	17%	20%	21%	24%	28%	17%	16%	19%
Net:	11%	14%	16%	4%	9%	7%	18%	18%	4%	11%	-4%	19%	25%	22%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(168.A) Do you agree or disagree with the following?: I feel unable to worry about how environmentally friendly a product is because I need to focus on whether or not I can afford it

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	18%	16%	21%	18%	19%	11%	19%	21%	15%	20%	21%	18%	22%	17%	26%
Agree	36%	35%	37%	31%	34%	43%	35%	38%	38%	34%	41%	33%	37%	38%	36%
Neither Agree nor Disagree	27%	29%	26%	28%	28%	28%	27%	24%	28%	25%	20%	34%	26%	24%	29%
Disagree	13%	14%	12%	14%	14%	13%	15%	11%	11%	16%	13%	10%	10%	15%	5%
Strongly Disagree	3%	4%	3%	5%	2%	3%	3%	6%	3%	4%	4%	3%	3%	4%	0%
Don't Know	2%	2%	2%	3%	2%	1%	2%	0%	5%	1%	1%	2%	1%	1%	4%
Total Agree:	54%	51%	57%	49%	53%	54%	54%	59%	52%	53%	62%	51%	60%	55%	62%
Total Disagree:	16%	18%	15%	19%	17%	17%	17%	17%	14%	20%	17%	13%	13%	19%	5%
Net:	38%	33%	43%	30%	37%	38%	37%	42%	38%	33%	45%	38%	47%	36%	57%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(168.B) Do you agree or disagree with the following?: I feel unable to worry about how environmentally friendly a product is because I need to focus on whether or not I can afford it

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	18%	20%	21%	19%	22%	19%	11%	21%	14%	22%	16%	18%	11%	31%	24%
Agree	36%	34%	40%	36%	38%	33%	33%	37%	35%	34%	38%	37%	31%	36%	34%
Neither Agree nor Disagree	27%	25%	25%	26%	26%	28%	33%	26%	29%	28%	28%	26%	28%	25%	25%
Disagree	13%	13%	8%	13%	10%	13%	18%	11%	16%	10%	12%	12%	25%	0%	11%
Strongly Disagree	3%	4%	3%	4%	2%	4%	4%	3%	4%	2%	3%	4%	1%	8%	3%
Don't Know	2%	3%	3%	2%	2%	1%	1%	2%	2%	3%	2%	2%	3%	0%	3%
Total Agree:	54%	55%	61%	56%	60%	53%	44%	58%	49%	57%	54%	56%	43%	67%	59%
Total Disagree:	16%	17%	11%	17%	12%	18%	22%	14%	20%	12%	16%	17%	27%	8%	14%
Net:	38%	37%	49%	39%	49%	35%	22%	44%	30%	45%	39%	39%	16%	59%	45%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(168.C) Do you agree or disagree with the following?: I feel unable to worry about how environmentally friendly a product is because I need to focus on whether or not I can afford it

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	18%	10%	19%	21%	25%	15%	19%	14%	19%	22%	18%	14%	14%	24%
Agree	36%	34%	34%	40%	37%	37%	37%	33%	38%	35%	37%	36%	33%	28%
Neither Agree nor Disagree	27%	31%	28%	24%	25%	28%	28%	23%	31%	25%	24%	27%	27%	27%
Disagree	13%	19%	14%	10%	8%	13%	11%	25%	7%	12%	14%	16%	18%	18%
Strongly Disagree	3%	4%	4%	4%	3%	4%	3%	3%	2%	4%	5%	4%	5%	3%
Don't Know	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	3%	0%
Total Agree:	54%	44%	53%	61%	61%	52%	56%	48%	57%	57%	55%	51%	48%	51%
Total Disagree:	16%	23%	17%	13%	11%	17%	15%	28%	9%	16%	19%	20%	23%	22%
Net:	38%	22%	35%	48%	50%	35%	41%	20%	48%	41%	36%	31%	25%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(169.A) Which of the following comes closest to your view?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
If a product is cheaper, I tend to assume it is worse for the environment	20%	19%	21%	28%	18%	24%	16%	15%	18%	18%	20%	20%	21%	17%	19%
I do not tend to think cheaper products are any better or worse for the environment	65%	66%	63%	56%	66%	61%	72%	70%	68%	67%	72%	62%	63%	64%	61%
If a product is cheaper, I tend to assume it is better for the environment	5%	6%	4%	8%	6%	5%	1%	4%	1%	5%	4%	4%	3%	9%	7%
Don't Know	11%	10%	11%	8%	10%	10%	11%	10%	12%	10%	4%	15%	13%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(169.B) Which of the following comes closest to your view?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
If a product is cheaper, I tend to assume it is worse for the environment	20%	30%	24%	23%	19%	15%	11%	15%	24%	16%	14%	26%	28%	15%	18%
I do not tend to think cheaper products are any better or worse for the environment	65%	49%	60%	57%	66%	72%	79%	72%	60%	66%	73%	57%	58%	68%	64%
If a product is cheaper, I tend to assume it is better for the environment	5%	9%	7%	8%	3%	2%	0%	3%	6%	5%	3%	7%	4%	3%	4%
Don't Know	11%	12%	10%	11%	11%	11%	10%	10%	10%	13%	9%	10%	10%	14%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(169.C) Which of the following comes closest to your view?

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
If a product is cheaper, I tend to assume it is worse for the environment	20%	24%	22%	19%	15%	14%	25%	25%	14%	21%	18%	25%	27%	19%
I do not tend to think cheaper products are any better or worse for the environment	65%	63%	61%	67%	67%	75%	58%	59%	70%	62%	72%	60%	56%	70%
If a product is cheaper, I tend to assume it is better for the environment	5%	5%	5%	5%	4%	4%	5%	7%	3%	6%	3%	5%	8%	7%
Don't Know	11%	9%	12%	9%	14%	7%	11%	9%	13%	11%	6%	11%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(170.A) Which of the following comes closest to your view?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
If a product is cheaper, I tend to assume those involved in making the product have been paid less	27%	27%	27%	35%	25%	27%	24%	19%	23%	26%	27%	26%	30%	30%	28%
I do not tend to think those involved in making cheaper products have been paid any more or less	58%	58%	57%	50%	59%	61%	67%	67%	56%	62%	63%	51%	56%	49%	53%
If a product is cheaper, I tend to assume those involved in making the product have been paid more	4%	5%	3%	5%	5%	1%	2%	4%	3%	2%	4%	5%	3%	9%	4%
Don't Know	12%	10%	13%	10%	12%	10%	7%	10%	19%	10%	6%	17%	11%	13%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(170.B) Which of the following comes closest to your view?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
If a product is cheaper, I tend to assume those involved in making the product have been paid less	27%	38%	31%	26%	24%	22%	22%	20%	33%	21%	21%	35%	40%	18%	20%
I do not tend to think those involved in making cheaper products have been paid any more or less	58%	43%	53%	57%	59%	62%	67%	66%	53%	58%	66%	47%	48%	64%	61%
If a product is cheaper, I tend to assume those involved in making the product have been paid more	4%	9%	6%	4%	2%	2%	1%	2%	4%	4%	3%	5%	4%	3%	5%
Don't Know	12%	10%	11%	12%	14%	13%	10%	12%	10%	16%	10%	13%	9%	14%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(170.C) Which of the following comes closest to your view?

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
If a product is cheaper, I tend to assume those involved in making the product have been paid less	27%	31%	27%	25%	25%	22%	32%	36%	22%	26%	24%	31%	34%	38%
I do not tend to think those involved in making cheaper products have been paid any more or less	58%	56%	58%	60%	56%	66%	51%	51%	61%	58%	65%	54%	50%	54%
If a product is cheaper, I tend to assume those involved in making the product have been paid more	4%	3%	4%	4%	4%	3%	4%	5%	3%	4%	5%	4%	5%	4%
Don't Know	12%	10%	12%	11%	15%	9%	13%	9%	14%	12%	7%	11%	12%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(171.A) Which of the following comes closest to your view?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
When money is tight, I prefer to buy cheaper products, even if they last for less time than more expensive products	54%	52%	55%	51%	51%	51%	48%	55%	55%	61%	64%	55%	56%	57%	55%
When money is tight, I prefer to buy more expensive products that last for longer than cheaper alternatives	31%	32%	30%	36%	31%	33%	38%	31%	30%	26%	27%	28%	29%	27%	22%
Don't know	15%	16%	15%	12%	19%	15%	14%	14%	16%	13%	9%	17%	15%	16%	23%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(171.B) Which of the following comes closest to your view?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
When money is tight, I prefer to buy cheaper products, even if they last for less time than more expensive products	54%	55%	62%	57%	63%	53%	37%	53%	52%	59%	49%	56%	42%	55%	63%
When money is tight, I prefer to buy more expensive products that last for longer than cheaper alternatives	31%	32%	28%	27%	25%	30%	41%	32%	33%	26%	36%	31%	41%	19%	21%
Don't know	15%	13%	10%	16%	12%	17%	22%	15%	15%	15%	16%	13%	17%	26%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(171.C) Which of the following comes closest to your view?

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
When money is tight, I prefer to buy cheaper products, even if they last for less time than more expensive products	54%	44%	56%	56%	60%	46%	59%	41%	60%	56%	55%	50%	45%	50%
When money is tight, I prefer to buy more expensive products that last for longer than cheaper alternatives	31%	39%	30%	31%	24%	40%	29%	40%	25%	30%	32%	34%	41%	39%
Don't know	15%	17%	14%	14%	16%	14%	12%	19%	15%	15%	13%	16%	15%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(172.A) Which of the following comes closest to your view?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
With the cost of living as high as it is currently, I have been less concerned about how good for the environment the things I buy are	48%	46%	50%	50%	45%	44%	45%	55%	48%	49%	46%	47%	58%	43%	53%
Even with the cost of living as high as it is, I am no less concerned about how good for the environment the things I buy are	38%	40%	35%	39%	38%	41%	42%	37%	35%	39%	43%	37%	28%	43%	29%
Don't Know	14%	14%	14%	11%	17%	15%	12%	9%	17%	12%	11%	16%	14%	14%	19%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(172.B) Which of the following comes closest to your view?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
With the cost of living as high as it is currently, I have been less concerned about how good for the environment the things I buy are	48%	51%	52%	52%	53%	45%	39%	52%	43%	53%	48%	48%	45%	49%	54%
Even with the cost of living as high as it is, I am no less concerned about how good for the environment the things I buy are	38%	37%	34%	35%	34%	41%	44%	34%	44%	30%	38%	40%	46%	37%	31%
Don't Know	14%	12%	13%	13%	13%	14%	17%	14%	13%	16%	15%	12%	9%	14%	16%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(172.C) Which of the following comes closest to your view?

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
With the cost of living as high as it is currently, I have been less concerned about how good for the environment the things I buy are	48%	44%	48%	52%	51%	46%	49%	49%	53%	50%	45%	46%	47%	41%
Even with the cost of living as high as it is, I am no less concerned about how good for the environment the things I buy are	38%	44%	38%	37%	32%	41%	38%	40%	31%	37%	40%	41%	45%	43%
Don't Know	14%	12%	14%	11%	17%	13%	12%	11%	16%	13%	15%	13%	8%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(173.A) Which of the following comes closest to your view?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A business would be more successful if it sold products which are better for the environment, even if they are more expensive	37%	40%	35%	48%	37%	37%	36%	35%	37%	36%	39%	39%	34%	40%	14%
A business would be more successful if it sold products more cheaply, even if it meant they were worse for the environment	29%	31%	28%	27%	30%	26%	29%	32%	27%	31%	24%	27%	32%	34%	45%
Don't Know	33%	29%	37%	25%	33%	38%	35%	33%	36%	33%	38%	34%	34%	25%	41%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(173.B) Which of the following comes closest to your view?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A business would be more successful if it sold products which are better for the environment, even if they are more expensive	37%	43%	44%	37%	31%	35%	36%	30%	46%	35%	34%	45%	46%	22%	31%
A business would be more successful if it sold products more cheaply, even if it meant they were worse for the environment	29%	35%	30%	32%	29%	31%	22%	35%	23%	30%	31%	28%	25%	42%	31%
Don't Know	33%	22%	26%	30%	40%	34%	41%	35%	31%	35%	35%	27%	30%	35%	38%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(173.C) Which of the following comes closest to your view?

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A business would be more successful if it sold products which are better for the environment, even if they are more expensive	37%	44%	41%	37%	27%	38%	42%	40%	31%	35%	38%	42%	51%	42%
A business would be more successful if it sold products more cheaply, even if it meant they were worse for the environment	29%	27%	26%	32%	32%	31%	28%	29%	31%	30%	29%	26%	31%	44%
Don't Know	33%	29%	33%	31%	40%	31%	29%	31%	38%	35%	33%	32%	19%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(174.A) How often do you personally visit some form of green space (e.g. national parks, local green spaces, your own garden)?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Every day	25%	24%	26%	13%	28%	31%	31%	27%	15%	27%	20%	25%	33%	24%	31%
A few times a week	30%	33%	26%	36%	30%	30%	29%	26%	32%	32%	32%	23%	29%	25%	27%
Once a week	14%	15%	14%	21%	14%	14%	14%	14%	13%	12%	18%	14%	11%	12%	11%
A few times a month	12%	11%	13%	13%	14%	8%	8%	14%	15%	7%	13%	15%	10%	16%	6%
Once a month	5%	3%	6%	3%	4%	7%	3%	4%	8%	7%	7%	3%	4%	7%	2%
Every couple of months	3%	3%	3%	3%	2%	2%	4%	5%	4%	4%	0%	5%	3%	3%	2%
A few times a year	4%	4%	3%	6%	1%	2%	4%	5%	1%	4%	3%	4%	4%	5%	3%
Yearly	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%
Less often, but still on occasion	3%	3%	3%	4%	4%	3%	2%	3%	3%	5%	4%	3%	3%	2%	2%
Never	3%	3%	2%	0%	1%	2%	3%	2%	7%	1%	4%	3%	2%	1%	13%
Don't Know	2%	2%	2%	1%	2%	1%	2%	0%	3%	1%	0%	3%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(174.B) How often do you personally visit some form of green space (e.g. national parks, local green spaces, your own garden)?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Every day	25%	15%	13%	19%	22%	32%	44%	29%	25%	16%	33%	18%	33%	19%	16%
A few times a week	30%	34%	32%	29%	28%	30%	27%	28%	34%	21%	28%	33%	35%	29%	24%
Once a week	14%	17%	19%	18%	15%	12%	7%	13%	14%	18%	13%	18%	11%	10%	18%
A few times a month	12%	13%	17%	13%	15%	8%	6%	12%	12%	13%	10%	14%	9%	22%	13%
Once a month	5%	7%	4%	6%	5%	4%	4%	4%	4%	7%	4%	5%	3%	7%	6%
Every couple of months	3%	4%	5%	4%	2%	3%	2%	4%	2%	5%	3%	4%	1%	7%	4%
A few times a year	4%	3%	3%	4%	5%	5%	3%	3%	4%	4%	3%	3%	4%	3%	6%
Yearly	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Less often, but still on occasion	3%	2%	2%	3%	4%	3%	4%	3%	2%	6%	3%	2%	3%	3%	7%
Never	3%	2%	2%	2%	3%	2%	3%	3%	2%	6%	2%	2%	1%	0%	5%
Don't Know	2%	2%	3%	1%	1%	2%	1%	2%	1%	4%	1%	1%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(174.C) How often do you personally visit some form of green space (e.g. national parks, local green spaces, your own garden)?

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Every day	25%	29%	22%	27%	21%	32%	20%	30%	26%	20%	34%	25%	23%	25%
A few times a week	30%	35%	29%	32%	23%	30%	30%	35%	23%	27%	33%	33%	38%	37%
Once a week	14%	13%	17%	12%	15%	11%	17%	15%	14%	16%	8%	16%	17%	12%
A few times a month	12%	9%	13%	12%	14%	9%	15%	10%	13%	14%	8%	13%	10%	4%
Once a month	5%	4%	5%	5%	5%	4%	4%	5%	4%	6%	4%	4%	6%	11%
Every couple of months	3%	2%	4%	4%	3%	4%	3%	1%	3%	4%	2%	4%	3%	0%
A few times a year	4%	2%	2%	4%	6%	3%	4%	1%	6%	3%	4%	3%	2%	4%
Yearly	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Less often, but still on occasion	3%	2%	4%	2%	5%	3%	3%	3%	5%	3%	4%	2%	1%	7%
Never	3%	2%	2%	2%	5%	2%	2%	1%	3%	3%	3%	1%	0%	0%
Don't Know	2%	1%	1%	1%	3%	1%	2%	0%	3%	2%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(175.A) Do you agree or disagree with the following?: Visiting green spaces has a positive impact on my mental well being

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	41%	35%	46%	41%	39%	43%	38%	39%	36%	48%	49%	42%	36%	54%	29%
Agree	43%	46%	41%	46%	43%	44%	47%	45%	47%	40%	33%	37%	50%	37%	47%
Neither Agree nor Disagree	12%	13%	10%	10%	14%	10%	10%	13%	10%	10%	13%	15%	11%	9%	13%
Disagree	2%	3%	1%	2%	2%	2%	4%	2%	3%	1%	2%	2%	1%	0%	5%
Strongly Disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	0%	0%	2%
Don't Know	1%	1%	1%	1%	1%	1%	0%	1%	4%	0%	0%	2%	1%	1%	4%
Total Agree:	84%	81%	87%	86%	82%	87%	85%	83%	83%	88%	82%	79%	86%	90%	76%
Total Disagree:	3%	4%	2%	3%	3%	3%	4%	3%	4%	2%	5%	4%	1%	0%	7%
Net:	81%	77%	85%	83%	79%	84%	81%	81%	79%	86%	78%	75%	85%	90%	69%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(175.B) Do you agree or disagree with the following?: Visiting green spaces has a positive impact on my mental well being

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	41%	41%	42%	41%	40%	47%	36%	38%	44%	37%	40%	42%	42%	48%	36%
Agree	43%	38%	46%	46%	45%	38%	45%	44%	45%	39%	44%	46%	44%	39%	41%
Neither Agree nor Disagree	12%	15%	7%	9%	10%	13%	16%	14%	7%	15%	12%	9%	13%	13%	15%
Disagree	2%	4%	3%	2%	3%	1%	1%	1%	2%	3%	2%	2%	1%	0%	3%
Strongly Disagree	1%	0%	1%	1%	2%	1%	1%	1%	0%	2%	1%	1%	0%	0%	1%
Don't Know	1%	2%	2%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	0%	3%
Total Agree:	84%	79%	88%	88%	85%	84%	81%	82%	89%	76%	84%	88%	86%	87%	77%
Total Disagree:	3%	4%	4%	2%	4%	1%	2%	2%	2%	6%	4%	3%	1%	0%	4%
Net:	81%	75%	84%	85%	80%	83%	79%	80%	87%	71%	80%	85%	85%	87%	73%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(175.C) Do you agree or disagree with the following?: Visiting green spaces has a positive impact on my mental well being

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	41%	42%	39%	46%	37%	39%	41%	36%	39%	40%	42%	40%	49%	56%
Agree	43%	45%	45%	42%	41%	46%	45%	49%	42%	41%	43%	49%	43%	23%
Neither Agree nor Disagree	12%	9%	11%	9%	16%	11%	10%	13%	15%	11%	12%	9%	5%	17%
Disagree	2%	2%	2%	1%	3%	2%	2%	1%	2%	4%	1%	1%	1%	4%
Strongly Disagree	1%	0%	2%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	0%
Don't Know	1%	2%	1%	1%	2%	1%	1%	0%	2%	2%	1%	1%	0%	0%
Total Agree:	84%	87%	84%	88%	78%	85%	86%	85%	80%	81%	85%	89%	92%	79%
Total Disagree:	3%	2%	4%	2%	3%	3%	3%	1%	3%	5%	2%	2%	2%	4%
Net:	81%	85%	80%	85%	75%	82%	83%	84%	77%	76%	83%	87%	91%	75%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(176.A) Do you agree or disagree with the following?: I find it calming to visit a green space

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	41%	36%	46%	38%	38%	44%	44%	37%	40%	46%	50%	41%	34%	56%	28%
Agree	45%	48%	42%	48%	48%	43%	42%	49%	47%	43%	34%	44%	51%	30%	49%
Neither Agree nor Disagree	10%	12%	8%	10%	12%	10%	11%	11%	6%	8%	11%	10%	12%	10%	16%
Disagree	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%	0%	1%	3%	0%
Strongly Disagree	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	3%	0%	0%	2%
Don't Know	1%	1%	1%	0%	0%	0%	1%	1%	4%	0%	0%	2%	1%	1%	4%
Total Agree:	86%	84%	88%	86%	86%	86%	86%	86%	87%	90%	85%	85%	86%	86%	78%
Total Disagree:	3%	3%	3%	4%	2%	4%	3%	3%	3%	2%	5%	3%	1%	3%	2%
Net:	83%	81%	85%	82%	84%	82%	83%	83%	84%	88%	80%	82%	85%	83%	75%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(176.B) Do you agree or disagree with the following?: I find it calming to visit a green space

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	41%	38%	42%	39%	42%	47%	38%	40%	44%	38%	40%	44%	39%	55%	37%
Agree	45%	41%	44%	51%	45%	39%	49%	46%	47%	40%	47%	43%	52%	34%	41%
Neither Agree nor Disagree	10%	16%	8%	6%	10%	12%	10%	11%	8%	13%	9%	10%	7%	7%	14%
Disagree	2%	3%	3%	2%	1%	1%	1%	2%	1%	4%	1%	2%	2%	3%	3%
Strongly Disagree	1%	0%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	0%	0%	2%
Don't Know	1%	2%	2%	1%	0%	0%	0%	1%	1%	3%	0%	1%	0%	0%	3%
Total Agree:	86%	78%	86%	90%	87%	86%	87%	86%	90%	78%	88%	87%	91%	90%	78%
Total Disagree:	3%	3%	4%	3%	3%	2%	2%	2%	2%	7%	3%	3%	2%	3%	6%
Net:	83%	75%	82%	87%	85%	84%	85%	83%	88%	71%	85%	84%	89%	86%	73%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(176.C) Do you agree or disagree with the following?: I find it calming to visit a green space

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Under-graduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	41%	42%	40%	46%	37%	40%	42%	32%	40%	41%	41%	40%	48%	52%
Agree	45%	49%	46%	41%	44%	48%	45%	53%	44%	43%	46%	49%	42%	37%
Neither Agree nor Disagree	10%	7%	10%	10%	13%	9%	10%	11%	13%	10%	9%	8%	7%	11%
Disagree	2%	1%	1%	2%	3%	2%	2%	2%	2%	3%	1%	1%	1%	0%
Strongly Disagree	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	2%	0%	1%	0%
Don't Know	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%
Total Agree:	86%	91%	86%	87%	81%	88%	86%	85%	84%	84%	87%	89%	91%	89%
Total Disagree:	3%	2%	3%	3%	5%	3%	3%	3%	3%	5%	3%	2%	1%	0%
Net:	83%	89%	83%	84%	76%	85%	84%	82%	81%	80%	84%	87%	89%	89%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(177.A) Do you agree or disagree with the following?: I enjoy walking in nature

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Strongly Agree	46%	45%	48%	42%	46%	48%	44%	46%	46%	53%	56%	46%	42%	56%	40%
Agree	41%	44%	39%	47%	42%	38%	44%	42%	44%	38%	32%	40%	43%	35%	38%
Neither Agree nor Disagree	9%	8%	9%	10%	7%	11%	8%	9%	5%	8%	7%	9%	10%	6%	14%
Disagree	2%	2%	3%	1%	4%	1%	3%	3%	3%	1%	1%	1%	2%	1%	7%
Strongly Disagree	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	2%	3%	2%	0%	0%
Don't Know	1%	1%	1%	0%	0%	1%	1%	0%	2%	0%	0%	1%	1%	2%	2%
Total Agree:	88%	89%	87%	88%	88%	86%	88%	88%	90%	90%	89%	86%	85%	91%	77%
Total Disagree:	3%	3%	3%	1%	4%	2%	3%	4%	4%	1%	4%	4%	4%	1%	7%
Net:	85%	86%	83%	87%	84%	84%	85%	84%	86%	89%	85%	82%	82%	90%	71%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(177.B) Do you agree or disagree with the following?: I enjoy walking in nature

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Strongly Agree	46%	42%	48%	43%	47%	54%	44%	44%	49%	44%	46%	47%	45%	59%	42%
Agree	41%	43%	43%	47%	38%	36%	41%	41%	42%	37%	40%	43%	46%	27%	40%
Neither Agree nor Disagree	9%	13%	5%	7%	10%	7%	11%	10%	6%	12%	10%	8%	7%	10%	11%
Disagree	2%	2%	3%	2%	2%	2%	2%	3%	1%	4%	2%	1%	2%	3%	4%
Strongly Disagree	1%	0%	2%	0%	1%	1%	1%	1%	0%	3%	1%	1%	0%	0%	2%
Don't Know	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%
Total Agree:	88%	84%	91%	91%	86%	89%	85%	86%	92%	81%	87%	90%	91%	86%	82%
Total Disagree:	3%	2%	4%	2%	3%	3%	3%	4%	1%	6%	3%	2%	2%	3%	6%
Net:	85%	82%	86%	89%	83%	87%	82%	82%	90%	75%	83%	88%	88%	83%	77%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(177.C) Do you agree or disagree with the following?: I enjoy walking in nature

	Total	Social Grade				Voting Intention				Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Strongly Agree	46%	46%	45%	50%	44%	48%	46%	41%	43%	45%	48%	47%	54%	54%
Agree	41%	44%	42%	40%	39%	41%	43%	47%	42%	41%	41%	44%	37%	42%
Neither Agree nor Disagree	9%	7%	9%	7%	12%	8%	8%	9%	11%	10%	7%	6%	6%	0%
Disagree	2%	1%	3%	2%	3%	2%	1%	3%	3%	3%	1%	1%	2%	4%
Strongly Disagree	1%	0%	1%	1%	2%	1%	1%	1%	0%	1%	2%	1%	0%	0%
Don't Know	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%
Total Agree:	88%	91%	87%	90%	83%	89%	89%	88%	85%	86%	89%	91%	91%	96%
Total Disagree:	3%	1%	4%	3%	5%	3%	2%	4%	3%	4%	3%	2%	2%	4%
Net:	85%	89%	83%	88%	78%	86%	86%	84%	82%	82%	86%	89%	88%	93%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(178.A) In general, would you say businesses have a positive or negative impact on the following?: The number of animal species in the world

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A very positive impact	10%	11%	9%	12%	7%	7%	9%	12%	9%	12%	18%	9%	10%	12%	9%
A positive impact	17%	17%	17%	20%	15%	15%	15%	22%	18%	16%	15%	16%	18%	11%	18%
Neither a positive nor negative impact	25%	27%	23%	24%	24%	26%	28%	25%	26%	24%	22%	30%	21%	22%	27%
A negative impact	29%	29%	28%	23%	36%	32%	27%	26%	23%	26%	23%	28%	36%	37%	22%
A very negative impact	11%	10%	12%	13%	12%	11%	11%	7%	13%	12%	10%	8%	10%	12%	9%
Don't Know	9%	7%	11%	8%	6%	9%	10%	8%	11%	10%	13%	9%	5%	6%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(178.B) In general, would you say businesses have a positive or negative impact on the following?: The number of animal species in the world

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A very positive impact	10%	13%	13%	12%	8%	7%	7%	9%	12%	7%	9%	11%	13%	12%	8%
A positive impact	17%	23%	23%	20%	15%	14%	8%	16%	17%	19%	18%	20%	8%	11%	13%
Neither a positive nor negative impact	25%	22%	21%	23%	29%	28%	27%	27%	22%	29%	30%	20%	18%	27%	28%
A negative impact	29%	25%	27%	25%	27%	30%	35%	28%	30%	28%	26%	28%	38%	14%	30%
A very negative impact	11%	12%	9%	11%	11%	10%	12%	10%	13%	5%	9%	13%	17%	25%	6%
Don't Know	9%	5%	7%	8%	10%	12%	10%	10%	7%	11%	8%	8%	6%	11%	14%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(178.C) In general, would you say businesses have a positive or negative impact on the following?: The number of animal species in the world

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A very positive impact	10%	11%	9%	10%	10%	13%	10%	10%	12%	8%	9%	10%	12%	11%
A positive impact	17%	18%	16%	18%	16%	18%	20%	13%	15%	15%	18%	18%	25%	15%
Neither a positive nor negative impact	25%	21%	25%	29%	26%	30%	21%	27%	29%	27%	24%	22%	15%	36%
A negative impact	29%	31%	29%	27%	28%	25%	30%	28%	23%	33%	31%	31%	25%	27%
A very negative impact	11%	11%	12%	9%	12%	7%	12%	16%	10%	9%	13%	12%	14%	4%
Don't Know	9%	9%	9%	7%	10%	6%	7%	5%	11%	8%	6%	7%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(179.A) In general, would you say businesses have a positive or negative impact on the following?: The amount of green space available in my local area

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A very positive impact	12%	12%	13%	17%	11%	11%	11%	11%	14%	12%	10%	12%	15%	12%	7%
A positive impact	21%	22%	19%	23%	16%	20%	21%	24%	21%	22%	26%	20%	18%	16%	21%
Neither a positive nor negative impact	36%	36%	35%	29%	40%	38%	37%	34%	34%	44%	29%	35%	40%	32%	42%
A negative impact	18%	18%	19%	18%	19%	21%	18%	18%	15%	11%	19%	21%	17%	26%	20%
A very negative impact	5%	5%	5%	7%	7%	5%	6%	5%	3%	4%	2%	5%	5%	8%	3%
Don't Know	7%	6%	9%	6%	7%	6%	7%	7%	13%	8%	13%	7%	5%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(179.B) In general, would you say businesses have a positive or negative impact on the following?: The amount of green space available in my local area

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A very positive impact	12%	17%	17%	15%	8%	9%	9%	10%	15%	10%	12%	13%	16%	16%	8%
A positive impact	21%	25%	24%	25%	18%	19%	13%	21%	19%	26%	21%	24%	15%	14%	20%
Neither a positive nor negative impact	36%	26%	26%	30%	40%	40%	50%	42%	34%	30%	41%	31%	39%	38%	32%
A negative impact	18%	19%	21%	17%	19%	19%	17%	15%	21%	19%	17%	19%	16%	10%	22%
A very negative impact	5%	8%	4%	6%	5%	5%	3%	5%	5%	4%	3%	7%	6%	11%	6%
Don't Know	7%	5%	7%	8%	9%	8%	8%	7%	7%	10%	6%	6%	8%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(179.C) In general, would you say businesses have a positive or negative impact on the following?: The amount of green space available in my local area

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A very positive impact	12%	14%	11%	13%	11%	14%	13%	11%	13%	10%	14%	12%	18%	14%
A positive impact	21%	20%	21%	21%	20%	23%	23%	21%	22%	20%	20%	22%	22%	12%
Neither a positive nor negative impact	36%	36%	35%	35%	37%	39%	31%	38%	38%	37%	36%	33%	30%	47%
A negative impact	18%	18%	19%	17%	19%	16%	20%	17%	14%	21%	19%	19%	19%	15%
A very negative impact	5%	4%	7%	6%	5%	3%	6%	10%	4%	6%	6%	6%	5%	9%
Don't Know	7%	8%	7%	8%	8%	6%	6%	4%	8%	6%	6%	7%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(180.A) In general, would you say businesses have a positive or negative impact on the following?: How clean water is

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A very positive impact	13%	12%	13%	16%	10%	12%	11%	18%	10%	12%	15%	14%	12%	11%	9%
A positive impact	20%	22%	18%	26%	17%	18%	17%	21%	22%	22%	25%	18%	19%	16%	18%
Neither a positive nor negative impact	24%	24%	24%	19%	25%	26%	24%	25%	24%	25%	14%	28%	21%	25%	29%
A negative impact	26%	26%	26%	21%	30%	27%	28%	22%	26%	22%	25%	23%	34%	30%	28%
A very negative impact	11%	10%	11%	13%	12%	12%	12%	7%	9%	11%	6%	9%	9%	14%	9%
Don't Know	7%	5%	8%	5%	5%	5%	8%	8%	8%	8%	15%	8%	5%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(180.B) In general, would you say businesses have a positive or negative impact on the following?: How clean water is

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A very positive impact	13%	13%	21%	14%	10%	8%	10%	11%	14%	13%	11%	15%	16%	16%	10%
A positive impact	20%	25%	25%	25%	15%	20%	13%	18%	21%	21%	21%	23%	16%	11%	16%
Neither a positive nor negative impact	24%	24%	19%	21%	30%	24%	25%	29%	18%	24%	27%	19%	19%	28%	25%
A negative impact	26%	19%	21%	24%	25%	28%	36%	25%	29%	25%	26%	23%	34%	7%	29%
A very negative impact	11%	15%	9%	9%	12%	11%	11%	9%	12%	7%	8%	15%	12%	22%	8%
Don't Know	7%	4%	7%	7%	8%	8%	6%	7%	6%	10%	6%	6%	3%	17%	12%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(180.C) In general, would you say businesses have a positive or negative impact on the following?: How clean water is

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A very positive impact	13%	14%	13%	12%	12%	12%	14%	17%	14%	9%	11%	14%	17%	7%
A positive impact	20%	20%	21%	20%	19%	24%	22%	21%	19%	18%	20%	22%	22%	31%
Neither a positive nor negative impact	24%	21%	23%	28%	24%	27%	19%	23%	30%	27%	21%	19%	18%	18%
A negative impact	26%	28%	24%	25%	27%	26%	26%	25%	21%	30%	31%	26%	25%	34%
A very negative impact	11%	11%	13%	9%	10%	8%	12%	13%	8%	10%	13%	12%	13%	7%
Don't Know	7%	6%	7%	7%	8%	3%	6%	2%	9%	5%	5%	6%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(181.A) In general, would you say businesses have a positive or negative impact on the following?: How clean the air is

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A very positive impact	12%	11%	12%	14%	8%	9%	10%	14%	11%	14%	11%	13%	11%	11%	9%
A positive impact	19%	21%	16%	21%	18%	18%	18%	19%	25%	13%	20%	16%	18%	16%	18%
Neither a positive nor negative impact	20%	20%	21%	18%	21%	24%	21%	22%	15%	26%	18%	24%	14%	19%	22%
A negative impact	31%	32%	30%	24%	37%	31%	31%	24%	30%	33%	29%	32%	39%	32%	33%
A very negative impact	12%	12%	13%	17%	13%	15%	11%	14%	11%	9%	8%	7%	13%	19%	7%
Don't Know	6%	5%	7%	5%	3%	3%	8%	8%	8%	4%	14%	7%	5%	3%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(181.B) In general, would you say businesses have a positive or negative impact on the following?: How clean the air is

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A very positive impact	12%	15%	16%	15%	8%	8%	8%	10%	13%	13%	9%	13%	12%	16%	11%
A positive impact	19%	21%	23%	22%	17%	16%	14%	20%	18%	20%	21%	20%	16%	7%	15%
Neither a positive nor negative impact	20%	22%	15%	18%	22%	22%	23%	23%	17%	20%	23%	17%	18%	28%	20%
A negative impact	31%	24%	28%	25%	31%	36%	41%	31%	34%	28%	32%	30%	38%	17%	32%
A very negative impact	12%	15%	12%	14%	13%	10%	10%	10%	13%	12%	9%	16%	14%	22%	11%
Don't Know	6%	3%	6%	6%	9%	8%	5%	6%	5%	8%	5%	5%	2%	10%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(181.C) In general, would you say businesses have a positive or negative impact on the following?: How clean the air is

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A very positive impact	12%	12%	13%	12%	9%	12%	12%	13%	12%	9%	10%	13%	16%	10%
A positive impact	19%	20%	17%	20%	19%	22%	20%	19%	17%	18%	20%	19%	24%	17%
Neither a positive nor negative impact	20%	18%	18%	24%	21%	22%	17%	21%	24%	21%	17%	18%	12%	32%
A negative impact	31%	32%	32%	29%	32%	32%	32%	31%	29%	34%	38%	30%	28%	34%
A very negative impact	12%	13%	14%	10%	11%	8%	15%	14%	10%	12%	12%	15%	14%	4%
Don't Know	6%	6%	6%	5%	7%	4%	5%	3%	8%	6%	3%	5%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(182.A) In general, would you say businesses have a positive or negative impact on the following?: The world's forests

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
A very positive impact	11%	11%	10%	14%	8%	7%	7%	14%	10%	10%	13%	13%	11%	12%	11%
A positive impact	18%	19%	17%	19%	17%	18%	20%	15%	21%	17%	23%	16%	18%	14%	16%
Neither a positive nor negative impact	21%	21%	21%	22%	21%	20%	23%	21%	20%	23%	18%	22%	17%	17%	24%
A negative impact	29%	30%	28%	25%	31%	32%	29%	29%	27%	28%	24%	28%	34%	30%	27%
A very negative impact	15%	14%	15%	15%	18%	16%	14%	12%	15%	15%	10%	12%	15%	21%	9%
Don't Know	7%	5%	9%	5%	4%	7%	7%	8%	7%	8%	12%	9%	5%	6%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(182.B) In general, would you say businesses have a positive or negative impact on the following?: The world's forests

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
A very positive impact	11%	14%	16%	13%	6%	8%	8%	9%	13%	8%	10%	12%	10%	16%	7%
A positive impact	18%	24%	23%	23%	16%	15%	10%	17%	18%	20%	18%	21%	13%	7%	17%
Neither a positive nor negative impact	21%	23%	21%	19%	22%	22%	19%	22%	17%	27%	22%	17%	19%	17%	24%
A negative impact	29%	20%	22%	25%	31%	32%	41%	30%	30%	26%	31%	26%	39%	21%	29%
A very negative impact	15%	17%	12%	14%	16%	14%	15%	13%	16%	10%	11%	19%	17%	28%	10%
Don't Know	7%	3%	5%	7%	9%	9%	8%	8%	6%	8%	7%	4%	3%	10%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(182.C) In general, would you say businesses have a positive or negative impact on the following?: The world's forests

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Apprenticeship)	University Undergraduate (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
A very positive impact	11%	12%	11%	10%	9%	12%	11%	11%	10%	8%	11%	11%	17%	8%
A positive impact	18%	19%	17%	20%	17%	21%	19%	17%	19%	17%	16%	18%	23%	16%
Neither a positive nor negative impact	21%	19%	19%	24%	22%	22%	19%	24%	24%	22%	17%	19%	15%	33%
A negative impact	29%	28%	31%	26%	30%	29%	28%	29%	27%	32%	33%	29%	24%	29%
A very negative impact	15%	15%	16%	12%	15%	10%	17%	17%	11%	14%	17%	17%	15%	7%
Don't Know	7%	6%	7%	7%	8%	6%	5%	2%	10%	6%	6%	5%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(183.A) In your view, which of the following are the most important things in nature to protect? Select up to three of the following

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Domestic animals and pets (e.g. cats, dogs)	7%	6%	8%	7%	7%	3%	7%	9%	7%	5%	8%	11%	9%	9%	9%
Fish	6%	6%	5%	9%	6%	5%	4%	5%	5%	5%	6%	5%	5%	6%	5%
Clean water, rivers and seas	50%	49%	52%	49%	55%	53%	53%	55%	45%	51%	56%	47%	51%	35%	49%
Rainforests	38%	41%	35%	39%	41%	41%	36%	35%	40%	36%	35%	40%	39%	36%	36%
Trees and woodlands	35%	35%	35%	33%	32%	40%	32%	35%	33%	36%	41%	33%	40%	37%	37%
Clean air	33%	33%	34%	45%	30%	31%	32%	30%	33%	27%	30%	35%	32%	27%	34%
Don't Know	3%	3%	3%	1%	2%	3%	2%	5%	6%	3%	1%	4%	3%	3%	6%
Local wildlife (e.g. native birds, hedgehogs)	23%	21%	25%	18%	25%	20%	23%	25%	18%	29%	23%	24%	24%	38%	13%
Endangered species (e.g. tiger, panda)	20%	19%	21%	18%	23%	19%	22%	20%	19%	22%	21%	18%	20%	31%	9%
Insects (e.g. bees, butterflies)	20%	19%	20%	14%	24%	22%	29%	19%	19%	18%	17%	17%	18%	20%	16%
Local green spaces	16%	14%	17%	18%	13%	18%	16%	10%	18%	17%	18%	13%	14%	17%	14%
Clean and healthy soil	11%	13%	9%	12%	9%	12%	13%	7%	8%	7%	10%	11%	12%	12%	32%
Coral reefs	11%	12%	11%	12%	8%	12%	8%	13%	14%	13%	12%	12%	11%	11%	10%
Livestock and farm animals (e.g. cows, sheep, pigs)	11%	10%	11%	9%	10%	9%	15%	8%	14%	12%	14%	11%	10%	6%	12%
None of the above are important to protect	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(183.B) In your view, which of the following are the most important things in nature to protect? Select up to three of the following

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Domestic animals and pets (e.g. cats, dogs)	7%	10%	10%	7%	8%	7%	4%	7%	7%	8%	8%	7%	4%	3%	11%
Fish	6%	7%	8%	6%	5%	5%	3%	6%	5%	6%	6%	6%	5%	10%	6%
Clean water, rivers and seas	50%	42%	43%	48%	52%	53%	60%	51%	52%	47%	51%	48%	57%	53%	56%
Rainforests	38%	30%	31%	36%	41%	41%	48%	39%	42%	31%	39%	41%	42%	47%	29%
Trees and woodlands	35%	29%	33%	36%	33%	37%	40%	36%	36%	31%	35%	33%	40%	51%	32%
Clean air	33%	38%	41%	38%	25%	29%	28%	27%	34%	39%	28%	37%	30%	23%	39%
Don't Know	3%	3%	3%	4%	3%	2%	2%	2%	3%	6%	2%	3%	2%	4%	5%
Local wildlife (e.g. native birds, hedgehogs)	23%	19%	24%	20%	25%	28%	24%	26%	20%	26%	26%	22%	24%	29%	23%
Endangered species (e.g. tiger, panda)	20%	25%	21%	21%	21%	20%	16%	20%	20%	17%	19%	21%	21%	10%	21%
Insects (e.g. bees, butterflies)	20%	12%	13%	16%	25%	24%	26%	22%	20%	12%	22%	19%	24%	22%	14%
Local green spaces	16%	16%	14%	18%	18%	14%	13%	18%	13%	16%	18%	14%	12%	15%	14%
Clean and healthy soil	11%	17%	11%	14%	9%	10%	8%	9%	13%	11%	10%	10%	11%	7%	11%
Coral reefs	11%	11%	11%	10%	9%	11%	14%	12%	12%	10%	12%	12%	11%	3%	8%
Livestock and farm animals (e.g. cows, sheep, pigs)	11%	13%	17%	10%	10%	9%	6%	10%	10%	13%	10%	12%	6%	12%	14%
None of the above are important to protect	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(183.C) In your view, which of the following are the most important things in nature to protect? Select up to three of the following

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Domestic animals and pets (e.g. cats, dogs)	7%	6%	7%	8%	9%	6%	7%	6%	9%	8%	8%	5%	8%	3%
Fish	6%	5%	6%	5%	6%	7%	7%	7%	6%	4%	5%	6%	7%	15%
Clean water, rivers and seas	50%	53%	50%	53%	46%	50%	47%	57%	47%	47%	54%	54%	53%	44%
Rainforests	38%	41%	40%	34%	37%	39%	40%	41%	33%	38%	43%	40%	42%	41%
Trees and woodlands	35%	34%	35%	36%	36%	35%	33%	31%	35%	37%	33%	35%	33%	45%
Clean air	33%	36%	33%	29%	33%	29%	37%	29%	30%	31%	33%	36%	39%	30%
Don't Know	3%	2%	3%	3%	4%	1%	3%	1%	4%	3%	1%	3%	2%	0%
Local wildlife (e.g. native birds, hedgehogs)	23%	20%	24%	25%	25%	25%	21%	26%	26%	21%	22%	22%	24%	21%
Endangered species (e.g. tiger, panda)	20%	21%	19%	20%	21%	20%	21%	16%	21%	25%	17%	19%	16%	7%
Insects (e.g. bees, butterflies)	20%	22%	18%	19%	18%	22%	20%	21%	20%	22%	24%	17%	15%	23%
Local green spaces	16%	16%	13%	17%	17%	19%	14%	16%	20%	15%	17%	12%	18%	11%
Clean and healthy soil	11%	11%	13%	12%	9%	10%	10%	17%	7%	10%	11%	14%	17%	19%
Coral reefs	11%	13%	10%	12%	10%	11%	12%	11%	10%	12%	13%	12%	8%	11%
Livestock and farm animals (e.g. cows, sheep, pigs)	11%	10%	11%	12%	10%	11%	11%	7%	14%	9%	9%	10%	10%	11%
None of the above are important to protect	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(184.A) Which of the following industries do you think have the greatest NEGATIVE impact on nature and the natural world, if any? Select up to three of the following

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2017	963	1049	286	276	175	178	147	182	163	80	228	160	97	45
Weighted	2017	994	1018	282	262	161	182	141	182	161	81	222	182	101	60
Wholesale & retail trade including repair of motor vehicles	8%	6%	9%	10%	6%	7%	3%	10%	9%	9%	8%	8%	9%	5%	2%
Real estate activities	8%	8%	8%	9%	8%	8%	8%	8%	12%	6%	8%	6%	7%	9%	11%
Mining & quarrying	43%	45%	41%	44%	40%	44%	43%	42%	43%	42%	41%	38%	55%	38%	44%
Financial & insurance activities	3%	3%	3%	5%	3%	1%	2%	4%	2%	3%	3%	3%	2%	5%	7%
Professional, scientific & technical activities	3%	3%	4%	5%	3%	2%	2%	3%	4%	4%	1%	2%	3%	3%	5%
Public administration & defence; social security	3%	3%	3%	4%	1%	4%	2%	2%	2%	2%	5%	2%	3%	3%	6%
Human health & social work activities	3%	3%	3%	7%	1%	1%	3%	4%	1%	5%	1%	2%	4%	5%	4%
None of these industries have a negative impact on nature and the natural world	3%	4%	2%	2%	2%	1%	4%	1%	2%	4%	7%	5%	2%	6%	4%
Manufacturing	29%	28%	29%	34%	31%	31%	26%	26%	32%	24%	28%	28%	30%	26%	16%
Water supply, sewerage & waste management	28%	26%	28%	21%	32%	28%	34%	30%	25%	26%	29%	26%	30%	22%	25%
Construction	27%	28%	27%	21%	35%	27%	28%	26%	31%	27%	22%	28%	25%	29%	20%
Electricity & gas supply	24%	25%	24%	25%	27%	26%	24%	21%	25%	22%	21%	17%	28%	24%	29%
Agriculture, forestry & fishing	23%	25%	21%	24%	17%	30%	25%	28%	19%	23%	14%	23%	28%	24%	27%
Accommodation & food service activities	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	1%	2%	5%	3%
Information & communication	2%	2%	1%	3%	1%	1%	1%	2%	2%	1%	4%	2%	1%	1%	0%
Administrative & support service activities	2%	2%	1%	4%	2%	2%	1%	1%	2%	1%	0%	3%	1%	1%	0%
Education	2%	2%	1%	4%	2%	1%	0%	0%	1%	1%	1%	3%	1%	3%	0%
Transportation & storage	19%	19%	19%	19%	20%	20%	19%	21%	18%	17%	15%	19%	18%	19%	22%
Arts, entertainment & recreation	1%	1%	1%	2%	0%	1%	0%	1%	1%	0%	1%	4%	1%	2%	0%
Don't know	12%	9%	14%	8%	11%	12%	13%	12%	13%	14%	17%	15%	8%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(184.B) Which of the following industries do you think have the greatest NEGATIVE impact on nature and the natural world, if any? Select up to three of the following

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2017	258	316	346	334	313	450	775	807	285	735	552	147	28	285
Weighted	2017	280	344	344	344	282	423	755	815	289	713	560	142	26	288
Wholesale & retail trade including repair of motor vehicles	8%	8%	11%	10%	6%	5%	6%	5%	10%	8%	7%	10%	10%	4%	6%
Real estate activities	8%	10%	7%	6%	9%	9%	9%	9%	7%	9%	9%	7%	11%	7%	7%
Mining & quarrying	43%	36%	38%	36%	45%	46%	53%	43%	44%	36%	45%	40%	52%	21%	37%
Financial & insurance activities	3%	4%	5%	4%	2%	2%	2%	3%	4%	2%	3%	4%	3%	0%	2%
Professional, scientific & technical activities	3%	4%	5%	2%	3%	2%	2%	3%	3%	3%	3%	4%	4%	0%	2%
Public administration & defence; social security	3%	4%	4%	3%	2%	3%	2%	3%	3%	3%	3%	2%	2%	8%	3%
Human health & social work activities	3%	6%	4%	3%	3%	2%	1%	3%	3%	2%	2%	4%	4%	6%	2%
None of these industries have a negative impact on nature and the natural world	3%	3%	3%	3%	3%	4%	2%	3%	2%	4%	3%	3%	1%	14%	4%
Manufacturing	29%	28%	24%	31%	31%	27%	31%	30%	29%	28%	29%	29%	32%	29%	30%
Water supply, sewerage & waste management	28%	21%	20%	24%	29%	32%	37%	30%	29%	21%	30%	28%	33%	36%	19%
Construction	27%	25%	21%	23%	29%	34%	30%	28%	26%	26%	32%	23%	25%	14%	27%
Electricity & gas supply	24%	29%	26%	26%	25%	21%	20%	21%	27%	23%	20%	28%	23%	11%	23%
Agriculture, forestry & fishing	23%	23%	23%	24%	23%	21%	25%	23%	25%	19%	21%	25%	27%	28%	21%
Accommodation & food service activities	2%	4%	4%	3%	1%	2%	2%	2%	2%	2%	2%	3%	1%	0%	3%
Information & communication	2%	3%	2%	2%	1%	0%	1%	1%	2%	2%	1%	2%	2%	0%	2%
Administrative & support service activities	2%	3%	3%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	0%	1%
Education	2%	3%	3%	1%	2%	1%	0%	2%	1%	1%	1%	3%	1%	0%	1%
Transportation & storage	19%	18%	22%	15%	19%	18%	21%	17%	21%	18%	21%	16%	16%	11%	21%
Arts, entertainment & recreation	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	0%	2%
Don't know	12%	8%	11%	14%	13%	13%	12%	12%	9%	18%	11%	10%	9%	22%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(184.C) Which of the following industries do you think have the greatest NEGATIVE impact on nature and the natural world, if any? Select up to three of the following

	Total	Social Grade				Voting Intention			Education					
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	Level 4 / 5 or equivalent (HND/HNC/Higher Apprenticeship)	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2017	548	468	449	544	481	689	145	497	475	240	508	210	27
Weighted	2017	542	522	442	503	468	700	143	484	474	237	527	211	26
Wholesale & retail trade including repair of motor vehicles	8%	9%	8%	5%	8%	7%	9%	9%	8%	6%	8%	9%	10%	12%
Real estate activities	8%	9%	7%	9%	8%	10%	7%	10%	9%	8%	8%	7%	9%	7%
Mining & quarrying	43%	46%	44%	40%	40%	45%	41%	45%	42%	41%	45%	48%	38%	42%
Financial & insurance activities	3%	4%	3%	2%	3%	3%	4%	6%	1%	3%	1%	4%	7%	3%
Professional, scientific & technical activities	3%	2%	3%	4%	3%	4%	2%	3%	3%	3%	4%	3%	3%	5%
Public administration & defence; social security	3%	3%	3%	2%	3%	4%	2%	1%	3%	2%	3%	2%	3%	4%
Human health & social work activities	3%	3%	3%	3%	4%	2%	4%	3%	3%	3%	2%	3%	5%	0%
None of these industries have a negative impact on nature and the natural world	3%	3%	2%	5%	2%	3%	3%	1%	3%	3%	3%	2%	5%	6%
Manufacturing	29%	27%	33%	27%	28%	31%	28%	30%	28%	29%	30%	30%	26%	27%
Water supply, sewerage & waste management	28%	28%	28%	27%	26%	29%	28%	31%	31%	22%	32%	28%	26%	29%
Construction	27%	29%	24%	28%	27%	30%	24%	25%	30%	30%	25%	25%	21%	32%
Electricity & gas supply	24%	26%	27%	23%	20%	19%	28%	26%	20%	23%	25%	28%	30%	21%
Agriculture, forestry & fishing	23%	24%	26%	22%	21%	21%	24%	26%	21%	23%	25%	26%	25%	19%
Accommodation & food service activities	2%	2%	2%	3%	3%	2%	3%	5%	2%	3%	3%	2%	1%	0%
Information & communication	2%	2%	1%	2%	1%	2%	2%	0%	1%	1%	0%	2%	5%	0%
Administrative & support service activities	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	0%	3%	3%	4%
Education	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	4%
Transportation & storage	19%	19%	20%	19%	17%	22%	17%	20%	16%	20%	18%	22%	20%	12%
Arts, entertainment & recreation	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	0%	1%	3%	0%
Don't know	12%	9%	10%	12%	17%	9%	11%	9%	14%	13%	11%	8%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Mar - 30th Mar 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions