

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 1

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Summary table

		Environmental sustainability of the product itself (i.e. made from recycled/ reused materials)	Environmental sustainability of the packaging (i.e. recyclable/ biodegradable packaging)	Charitable objectives of the company	Trusted labels such as Fairtrade, Cruelty Free etc.	Where the product is produced/ sourced (i.e. locally sourced goods)	Other ethical considerations
Unweighted base		2026	2026	2026	2026	2026	2026
Weighted base		2026	2026	2026	2026	2026	2026
NET: Important		1406 69%	1486 73%	849 42%	1353 67%	1360 67%	1049 52%
Very important	(4)	406 20%	479 24%	146 7%	365 18%	393 19%	234 12%
Fairly important	(3)	1000 49%	1007 50%	703 35%	988 49%	967 48%	815 40%
Not very important	(2)	478 24%	406 20%	825 41%	501 25%	513 25%	630 31%
Not at all important	(1)	82 4%	86 4%	234 12%	111 5%	101 5%	139 7%
NET: Not important		560 28%	492 24%	1059 52%	612 30%	614 30%	769 38%
Don't know		60 3%	49 2%	119 6%	61 3%	52 3%	208 10%
Mean		2.88	2.95	2.40	2.82	2.84	2.63
Standard deviation		0.78	0.79	0.80	0.80	0.80	0.80
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

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Table 2
Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?
Base: All respondents
Environmental sustainability of the product itself (i.e. made from recycled/ reused materials)

	Gender			Age						Social Grade					Region										Employment Sector			Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
NET: Important	1406	651	755	169	245	224	231	206	331	391	390	284	340	119	47	154	125	135	96	71	130	198	202	130	216	577	141	
	69%	66%	73%a	75%g	70%	69%	64%	69%	71%	71%	69%	69%	69%	68%	55%	66%	74%o	75%o	65%	70%	67%	72%o	71%o	72%o	63%	70%A	81%	
Very important	(4)	406	187	218	64	74	63	71	55	79	111	108	78	109	30	7	43	45	35	24	19	35	74	53	40	57	171	64
		20%	19%	21%	28%fgh	21%	19%	20%	18%	17%	20%	19%	19%	22%	17%	9%	19%	26%os	19%o	16%	19%	18%	27%nop	19%	22%o	16%	21%	37%
Fairly important	(3)	1000	463	537	105	171	161	160	151	252	280	282	206	231	89	39	111	80	100	72	52	95	123	149	90	159	406	76
		49%	47%	52%a	47%	49%	50%	45%	50%	54%g	51%	50%	50%	47%	50%	46%	48%	47%	55%v	48%	51%	49%	45%	53%	50%	46%	49%	44%
Not very important	(2)	478	254	225	38	73	79	100	75	114	137	136	96	108	44	32	60	34	33	40	23	47	65	64	35	99	185	26
		24%	26%	22%	17%	21%	24%	28%de	25%d	24%d	25%	24%	23%	22%	25%	38%qrt	26%	20%	18%	27%	23%	24%	24%	23%	19%	29%B	22%	15%
Not at all important	(1)	82	55	27	8	16	10	16	10	21	20	25	15	22	5	2	8	5	10	8	3	15	6	11	8	13	35	5
		4%	6%b	3%	3%	5%	3%	5%	3%	5%	4%	4%	4%	5%	3%	2%	4%	3%	6%	5%	3%	8%v	2%	4%	5%	4%	4%	3%
NET: Not important		560	309	252	45	90	89	116	85	135	157	161	112	130	49	34	68	39	43	48	26	62	71	75	43	112	221	31
		28%	31%b	24%	20%	26%	27%	32%d	28%d	29%d	28%	28%	27%	26%	28%	40%qrv	29%	23%	24%	32%	26%	32%	26%	27%	24%	33%	27%	18%
Don't know		60	29	30	11	16	11	11	9	2	4	18	15	22	8	4	11	6	3	4	5	2	4	6	7	17	26	1
		3%	3%	3%	5%i	5%i	3%i	3%i	3%i	*	1%	3%j	4%j	5%j	5%	5%	5%	3%	1%	3%	4%	1%	2%	2%	4%	5%	3%	1%
Mean		2.88	2.82	2.94a	3.05f	2.90	2.89	2.82	2.86	2.83	2.88	2.86	2.88	2.91	2.86	2.65	2.85	3.00os	2.90o	2.78	2.90o	2.78	2.99os	2.88o	2.93o	2.79	2.89	3.17
				hi													u				u							
Standard deviation		0.78	0.81	0.74	0.78	0.79	0.76	0.81	0.76	0.76	0.77	0.78	0.76	0.80	0.74	0.68	0.77	0.78	0.79	0.74	0.83	0.78	0.75	0.79	0.77	0.78	0.78	
Standard error		0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.06	0.06	0.07	0.07	0.06	0.05	0.05	0.06	0.04	0.03	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 3

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Environmental sustainability of the product itself (i.e. made from recycled/ reused materials)

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Important	1406 69%	60 78%	175 69%	234 69%	249 68%	209 74%	114 67%	72 75%	41 65%	153 67%
Very important	(4) 406 20%	16 20%	72 28% ^{cde}	64 19%	60 16%	49 17%	35 21%	20 21%	12 18%	52 23%
Fairly important	(3) 1000 49%	45 58% ^b	103 41%	169 50% ^b	189 51% ^b	160 57% ^{bfi}	78 46%	52 54% ^b	30 47%	101 44%
Not very important	(2) 478 24%	13 17%	60 24%	76 22%	90 25%	58 21%	43 25%	21 22%	19 31%	62 27%
Not at all important	(1) 82 4%	2 3%	9 4%	17 5%	18 5%	11 4%	7 4%	2 2%	2 4%	8 3%
NET: Not important	560 28%	15 20%	69 27%	93 27%	108 29%	69 25%	50 30%	23 24%	22 35%	70 31%
Don't know	60 3%	2 2%	8 3%	11 3%	10 3%	4 1%	5 3%	1 1%	-	5 2%
Mean	2.88	2.98	2.97 ^d	2.86	2.82	2.88	2.87	2.94	2.80	2.88
Standard deviation	0.78	0.71	0.83	0.79	0.77	0.73	0.80	0.72	0.78	0.80
Standard error	0.02	0.08	0.05	0.04	0.04	0.04	0.06	0.07	0.10	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**

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Absolutes/col percents

Table 4

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Environmental sustainability of the packaging (i.e. recyclable/ biodegradable packaging)

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
NET: Important	1486	678	807	169	256	228	258	216	359	413	402	308	363	128	50	166	127	128	97	76	144	206	222	142	229	596	136	
	73%	69%	78%a	75%	73%	70%	72%	72%	77%	75%	71%	75%	74%	72%o	58%	71%o	75%o	71%	66%	75%o	74%o	75%o	78%os	79%os	66%	72%	79%	
Very important	(4)	479	210	269	66	82	69	79	73	110	145	130	91	113	43	11	58	42	42	27	26	43	74	70	43	78	183	64
	24%	21%	26%a	30%f	23%	21%	22%	24%	23%	26%	23%	22%	23%	25%o	13%	25%o	25%o	23%	18%	25%	22%	27%o	25%o	24%	22%	22%	37%	
Fairly important	(3)	1007	468	539	102	174	160	179	143	249	267	272	216	251	84	39	108	85	86	70	50	101	132	152	99	152	414	72
	50%	47%	52%	45%	50%	49%	50%	48%	53%	48%	48%	53%	51%	48%	46%	46%	50%	48%	48%	49%	52%	48%	53%	55%	44%	50%	42%	
Not very important	(2)	406	223	183	38	67	74	78	64	85	117	127	77	85	37	31	51	33	38	38	19	38	51	46	23	93	165	30
	20%	23%b	18%	17%	19%	23%	22%	21%	18%	21%	22%	19%	17%	21%x	36%npqr	22%x	19%	21%x	26%wx	19%	20%	19%	16%	13%	27%B	20%	17%	
Not at all important	(1)	86	59	27	8	15	11	16	11	24	21	24	16	25	8	2	8	5	9	10	4	10	10	12	9	13	38	4
	4%	6%b	3%	4%	4%	3%	5%	4%	5%	4%	4%	4%	5%	4%	2%	3%	3%	5%	7%	4%	5%	4%	4%	5%	4%	5%	2%	
NET: Not important	492	282	210	46	82	85	94	75	109	138	151	92	110	44	33	59	38	47	48	23	48	61	58	32	106	203	34	
	24%	28%b	20%	21%	23%	26%	26%	25%	23%	25%	27%	22%	22%	25%	38%npqr	25%	23%	26%	33%vwx	23%	25%	22%	20%	18%	31%	25%	19%	
Don't know	49	29	20	10	12	10	7	8	1	2	16	11	19	4	3	8	5	5	3	3	2	6	4	7	10	24	3	
	2%	3%	2%	5%i	3%i	3%i	2%i	3%i	*	*	3%j	3%j	4%j	2%	3%	3%	3%	3%	2%	3%	1%	2%	1%	4%	3%	3%	3%	
Mean	2.95	2.86	3.03a	3.06	2.95	2.91	2.91	2.95	2.95	2.97	2.92	2.96	2.95	2.95o	2.71	2.96o	2.99os	2.92	2.78	2.99o	2.92	3.01os	3.00os	3.01os	2.88	2.93	3.15	
Standard deviation	0.79	0.82	0.74	0.80	0.79	0.77	0.79	0.79	0.79	0.79	0.80	0.76	0.79	0.80	0.72	0.79	0.77	0.81	0.83	0.78	0.79	0.79	0.77	0.77	0.81	0.79	0.79	
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.06	0.06	0.07	0.08	0.05	0.05	0.05	0.06	0.05	0.03	0.06	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 5

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Environmental sustainability of the packaging (i.e. recyclable/ biodegradable packaging)

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Important	1486	58	192	241	270	207	122	74	44	169
	73%	76%	76%	71%	74%	73%	72%	77%	70%	74%
Very important	(4) 479	16	78	75	84	62	39	24	14	59
	24%	20%	31% ^{cde}	22%	23%	22%	23%	25%	22%	26%
Fairly important	(3) 1007	43	114	166	187	145	84	51	30	109
	50%	55%	45%	49%	51%	52%	49%	53%	48%	48%
Not very important	(2) 406	13	43	74	73	57	36	18	16	45
	20%	17%	17%	22%	20%	20%	22%	19%	25%	20%
Not at all important	(1) 86	4	11	16	14	15	6	2	3	9
	4%	5%	4%	5%	4%	5%	4%	2%	5%	4%
NET: Not important	492	17	54	90	87	72	43	20	19	55
	24%	22%	21%	27%	24%	26%	25%	21%	30%	24%
Don't know	49	2	7	7	9	3	4	2	-	4
	2%	2%	3%	2%	3%	1%	3%	2%	-	2%
Mean	2.95	2.93	3.06 ^c	2.91	2.95	2.91	2.94	3.02	2.87	2.98
Standard deviation	0.79	0.77	0.82	0.80	0.77	0.80	0.78	0.72	0.81	0.80
Standard error	0.02	0.09	0.05	0.04	0.04	0.05	0.06	0.08	0.10	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 6
Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?
Base: All respondents
Charitable objectives of the company

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)	
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
NET: Important	849	357	492	127	183	134	126	111	168	238	238	176	197	77	22	92	60	88	63	43	82	128	121	72	138	343	118	
	42%	36%	47% ^a	56% ^{fghi}	52% ^{fgh}	41%	35%	37%	36%	43%	42%	43%	40%	44% ^o	26%	40%	35%	49% ^{oq}	43% ^o	42% ^o	47% ^{ooq}	43% ^o	40% ^o	40%	42%	68%		
Very important	(4)	146	52	94	31	32	28	18	16	20	36	46	29	35	5	-	25	10	17	9	4	13	29	24	10	29	57	41
		7%	5%	9% ^a	14% ^{ghi}	9% ⁱ	9% ⁱ	5%	5%	4%	6%	8%	7%	7%	3%	-	11% ^{no}	6% ^o	10% ^{no}	6% ^o	4%	7% ^o	10% ^{no}	8% ^{no}	6% ^o	8%	7%	24%
Fairly important	(3)	703	305	398	96	151	106	108	95	147	202	192	147	162	72	22	67	50	71	54	39	69	99	97	62	109	286	77
		35%	31%	38% ^a	43% ^{fghi}	43% ^{fgh}	33%	30%	32%	31%	37%	34%	36%	33%	41% ^{opq}	26%	29%	29%	39% ^p	36%	38%	35%	36%	34%	34%	32%	35%	45%
Not very important	(2)	825	431	393	76	115	131	163	128	212	229	234	166	195	75	41	99	71	58	57	41	76	103	121	81	151	329	45
		41%	44% ^b	38%	34%	33%	40%	46% ^{de}	43% ^e	45% ^{de}	41%	41%	40%	40%	43%	48% ^r	43%	42%	32%	39%	41%	39%	38%	43% ^r	45% ^r	44%	40%	26%
Not at all important	(1)	234	151	82	12	32	39	41	42	67	72	69	41	52	16	13	28	23	25	20	9	29	22	32	16	34	103	8
		12%	15% ^b	8%	5%	9%	12% ^d	12% ^d	14% ^d	14% ^{de}	13%	12%	10%	11%	9%	15%	12%	14%	14%	13%	9%	15% ^v	8%	11%	9%	10%	13%	5%
NET: Not important	1059	583	476	87	147	170	205	170	279	301	303	206	248	92	54	127	94	83	77	51	105	125	153	97	185	432	53	
	52%	59% ^b	46%	39%	42%	53% ^{de}	57% ^{de}	57% ^{de}	60% ^{de}	54%	53%	50%	50%	52%	63% ^r	54%	55%	46%	52%	50%	54%	46%	54%	54%	54%	54%	52%	31%
Don't know	119	49	70	11	21	20	28	19	21	14	28	29	48	7	9	14	16	9	8	8	8	21	10	11	22	48	2	
	6%	5%	7%	5%	6%	6%	8%	6%	5%	2%	5% ^j	7% ^j	10% ^{jk}	4%	10% ^w	6%	9% ^w	5%	5%	8%	4%	8% ^w	3%	6%	6%	6%	1%	
Mean	2.40	2.27	2.52 ^a	2.68 ^g	2.55 ^g	2.41 ⁱ	2.31	2.30	2.27	2.37	2.40	2.43	2.41	2.39 ^o	2.13	2.41 ^o	2.31	2.47 ^o	2.38 ^o	2.40 ^o	2.35	2.53 ^{oq}	2.41 ^o	2.39 ^o	2.41	2.38	2.88	
Standard deviation	0.80	0.80	0.78	0.79	0.80	0.83	0.76	0.80	0.77	0.80	0.82	0.78	0.80	0.71	0.67	0.85	0.80	0.86	0.81	0.72	0.83	0.81	0.81	0.74	0.80	0.81	0.82	
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.04	0.05	0.08	0.06	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.05	0.05	0.03	0.06	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



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Absolutes/col percents

Table 7

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Charitable objectives of the company

	Total	What is the combined annual income of your household, prior to tax being deducted?									
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)	
Unweighted base	2026	81	278	348	372	284	167	94	61	191	
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228	
NET: Important	849	39	109	133	146	114	65	52	22	95	
		42%	51%	43%	39%	40%	41%	38%	54% ^{cdef}	34%	42%
Very important	(4)	146	7	26	20	19	15	17	7	4	20
		7%	10%	10% ^{de}	6%	5%	5%	10% ^d	7%	6%	9%
Fairly important	(3)	703	32	83	113	127	100	47	45	18	75
		35%	41%	33%	33%	35%	35%	28%	47% ^{bcdf}	28%	33%
Not very important	(2)	825	19	96	143	153	116	77	33	35	107
		41%	25%	38%	42% ^a	42% ^a	41% ^a	45% ^a	34%	56% ^{abg}	47% ^{ag}
Not at all important	(1)	234	9	25	41	50	37	20	9	6	21
		12%	11%	10%	12%	14%	13%	12%	10%	10%	9%
NET: Not important	1059	28	120	184	203	153	97	42	41	129	
		52%	37%	48%	55% ^a	55% ^a	54% ^a	57% ^{ag}	44%	66% ^{abg}	57% ^a
Don't know	119	9	23	21	18	14	7	2	-	4	
		6%	12% ^{defgh}	9% ^{hi}	6% ⁱ	5%	5%	4%	3%	-	2%
Mean	2.40	2.56 ^d	2.48 ^d	2.35	2.33	2.35	2.38	2.52 ^d	2.31	2.42	
Standard deviation	0.80	0.86	0.84	0.78	0.79	0.78	0.84	0.77	0.74	0.78	
Standard error	0.02	0.10	0.05	0.04	0.04	0.05	0.07	0.08	0.09	0.06	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 8

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Trusted labels such as Fairtrade, Cruelty Free etc.

	Gender			Age						Social Grade					Region								Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		Public (A)	Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
NET: Important	1353 67%	616 62%	737 71%a	170 76%ghi	255 73%ghi	218 67%	225 63%	180 60%	305 65%	365 66%	379 67%	272 66%	337 68%	112 64%	54 64%	142 61%	118 69%	125 69%	96 65%	61 60%	117 60%	197 72%ptu	201 71%pu	129 72%pu	225 65%	544 66%	142 83%
Very important	(4) 365 18%	142 14%	224 22%a	55 25%chi	71 20%i	66 20%i	64 18%	44 15%	65 14%	95 17%	95 17%	75 18%	100 20%	29 17%	11 13%	40 17%	33 19%	33 18%	28 19%	19 19%	26 13%	71 26%nop uw	45 16%	29 16%	60 17%	154 19%	62 36%
Fairly important	(3) 988 49%	474 48%	513 49%	115 51%	184 52%	153 47%	162 45%	136 45%	239 51%	271 49%	284 50%	196 48%	236 48%	83 47%	43 51%	101 43%	85 50%	92 51%	68 46%	42 41%	91 47%	126 46%	156 55%pt	100 55%pt	165 48%	390 47%	81 47%
Not very important	(2) 501 25%	265 27%	236 23%	34 15%	61 18%	72 22%	111 31%def	94 31%def	129 28%de	143 26%	135 24%	114 28%	108 22%	41 23%	22 26%	67 29%	40 23%	40 22%	35 24%	29 29%	62 32%rvx	58 21%	68 24%	38 21%	90 26%	197 24%	26 15%
Not at all important	(1) 111 5%	75 8%b	36 3%	8 4%	19 5%	21 6%	15 4%	16 5%	31 7%	38 7%l	36 6%	14 3%	24 5%	14 8%v	4 5%	14 6%	8 4%	10 6%	13 9%vw	7 7%	12 6%	9 3%	10 4%	9 5%	15 4%	53 6%	3 2%
NET: Not important	612 30%	340 34%b	272 26%	42 19%	80 23%	93 29%d	126 35%de	110 37%def	160 34%de	181 33%	171 30%	128 31%	133 27%	56 32%	27 32%	81 35%v	48 28%	50 28%	49 33%	36 36%v	75 39%rvw x	66 24%	78 28%	46 26%	105 30%	250 30%	28 16%
Don't know	61 3%	33 3%	29 3%	13 6%gi	15 4%i	13 4%i	8 2%	10 3%i	4 1%	7 1%	19 3%j	12 3%	23 5%j	8 5%	4 5%	10 4%	5 3%	5 3%	3 2%	4 4%	2 1%	10 4%	5 2%	5 3%	15 4%	30 4%	2 1%
Mean	2.82	2.71	2.92a	3.02g hi	2.92gh i	2.84	2.78	2.72	2.73	2.77	2.80	2.83	2.88	2.76	2.75	2.76	2.87u	2.84	2.77	2.75	2.68	2.98no pstuw	2.84u	2.85u	2.82	2.81	3.18
Standard deviation	0.80	0.81	0.77	0.76	0.79	0.83	0.79	0.79	0.78	0.81	0.80	0.76	0.80	0.84	0.76	0.82	0.78	0.79	0.87	0.85	0.79	0.79	0.73	0.75	0.78	0.82	0.74
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.04	0.07	0.09	0.06	0.06	0.06	0.07	0.09	0.05	0.05	0.04	0.05	0.04	0.03	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 9

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Trusted labels such as Fairtrade, Cruelty Free etc.

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Important	1353 67%	62 80% cdef i	172 68%	217 64%	240 65%	184 65%	112 66%	72 75%	40 64%	147 65%
Very important	(4) 365 18%	14 19%	67 26% cei	49 15%	71 19% e	34 12%	32 19%	22 22% e	9 14%	38 17%
Fairly important	(3) 988 49%	47 61% bd	106 42%	168 50%	169 46%	150 53% b	80 47%	51 53%	31 50%	109 48%
Not very important	(2) 501 25%	9 12%	62 24% a	91 27% a	86 24% a	77 27% a	40 24% a	23 24%	21 34% a	61 27% a
Not at all important	(1) 111 5%	1 2%	11 4%	18 5%	28 8% g	16 6%	11 6%	1 1%	1 2%	13 6%
NET: Not important	612 30%	10 14%	73 29% a	109 32% a	115 31% a	93 33% a	51 30% a	24 25%	23 36% a	74 33% a
Don't know	61 3%	5 6% eg	7 3%	11 3%	12 3%	4 2%	6 4%	-	-	6 3%
Mean	2.82	3.03 cde hi	2.93 ce	2.76	2.80	2.73	2.81	2.97 ce	2.76	2.78
Standard deviation	0.80	0.64	0.84	0.77	0.85	0.75	0.82	0.71	0.72	0.80
Standard error	0.02	0.07	0.05	0.04	0.04	0.04	0.06	0.07	0.09	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 10

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Where the product is produced/ sourced (i.e. locally sourced goods)

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
NET: Important	1360	620	740	146	237	203	225	214	334	390	359	283	328	127	47	151	108	127	97	64	135	178	198	128	203	548	140	
	67%	63%	71%a	65%	68%	63%	63%	71%fg	71%fg	70%k	63%	69%	67%	72%o	55%	65%	64%	70%o	65%	64%	69%o	65%	70%o	71%o	59%	67%A	81%	
Very important	(4)	393	166	227	47	73	54	65	60	93	106	103	79	105	32	11	39	27	39	22	37	58	51	49	55	153	60	
		19%	17%	22%a	21%	21%	17%	18%	20%	20%	19%	18%	19%	21%	18%	13%	17%	16%	22%	19%	21%	19%	21%	18%	27%opq	16%	19%	
Fairly important	(3)	967	453	514	99	163	149	160	154	241	284	256	204	223	95	35	112	81	88	69	43	98	120	147	79	147	395	80
		48%	46%	50%	44%	47%	46%	45%	51%	51%	51%k	45%	50%	45%	54%	41%	48%	48%	49%	46%	42%	50%	44%	52%	44%	43%	48%	46%
Not very important	(2)	513	277	235	58	78	97	103	69	107	131	167	95	120	38	33	62	47	38	40	28	48	76	64	38	116	200	26
		25%	28%b	23%	26%	22%	30%ei	29%	23%	24%	29%jl	23%	24%	22%	39%nr	27%	28%	21%	27%	28%	25%	28%	22%	21%	34%B	24%	15%	
Not at all important	(1)	101	61	40	10	21	16	19	12	24	27	26	19	29	6	3	11	8	12	9	4	10	15	15	9	16	50	5
		5%	6%b	4%	4%	6%	5%	5%	4%	5%	5%	5%	5%	6%	3%	4%	5%	5%	6%	6%	4%	5%	6%	5%	5%	5%	6%	3%
NET: Not important		614	338	276	68	99	113	122	81	131	158	193	114	149	44	36	73	55	50	49	32	58	92	78	47	132	250	31
		30%	34%b	27%	30%	28%	35%	34%	27%	28%	29%	34%	28%	30%	25%	43%nrw	31%	33%	28%	33%	31%	30%	33%	28%	26%	38%B	30%	18%
Don't know		52	31	21	11	14	8	11	4	3	5	17	14	16	5	2	8	7	4	3	5	2	4	7	5	11	26	1
		3%	3%	2%	5%hi	4%i	2%	3%i	1%	1%	1%	3%j	3%j	3%j	3%	3%	4%	4%	2%	2%	5%u	1%	1%	2%	3%	3%	3%	1%
Mean		2.84	2.76	2.91a	2.86	2.86	2.76	2.78	2.89	2.87	2.85	2.79	2.86	2.85	2.90o	2.66	2.80	2.77	2.87	2.80	2.86	2.84	2.82	2.85	2.96oq	2.73	2.82	3.14
Standard deviation		0.80	0.81	0.78	0.81	0.83	0.79	0.81	0.77	0.79	0.78	0.80	0.78	0.83	0.74	0.77	0.78	0.78	0.83	0.82	0.81	0.79	0.83	0.78	0.84	0.79	0.81	0.78
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.06	0.09	0.05	0.06	0.06	0.07	0.08	0.05	0.05	0.05	0.06	0.04	0.03	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 11

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Where the product is produced/ sourced (i.e. locally sourced goods)

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Important	1360 67%	55 71%	176 70%	217 64%	239 65%	191 68%	114 68%	72 75%	38 60%	157 69%
Very important	(4) 393 19%	17 22%	62 24% ^{de}	73 22%	61 17%	47 17%	33 20%	17 17%	10 15%	51 22%
Fairly important	(3) 967 48%	38 49%	114 45%	143 42%	178 49%	144 51% ^c	81 48%	55 57% ^c	28 44%	106 47%
Not very important	(2) 513 25%	17 23%	52 21%	94 28%	97 27%	70 25%	45 26%	22 23%	24 38% ^{be}	59 26%
Not at all important	(1) 101 5%	1 2%	16 6%	21 6%	22 6%	15 5%	6 3%	2 2%	1 2%	8 3%
NET: Not important	614 30%	19 24%	68 27%	115 34%	120 33%	85 30%	50 30%	24 25%	25 40%	66 29%
Don't know	52 3%	3 4%	8 3%	6 2%	8 2%	6 2%	4 3%	-	-	4 2%
Mean	2.84	2.95	2.91	2.81	2.77	2.81	2.86	2.90	2.73	2.90
Standard deviation	0.80	0.74	0.85	0.85	0.80	0.78	0.77	0.70	0.74	0.79
Standard error	0.02	0.08	0.05	0.05	0.04	0.05	0.06	0.07	0.10	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 12
Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?
Base: All respondents

Other ethical considerations

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	Opinion Influencer (C)	
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
NET: Important	1049	463	586	145	214	173	166	122	230	295	286	215	254	94	36	116	89	89	73	56	97	157	149	94	179	425	126	
	52%	47%	57% ^a	65% ^{fgh}	61% ^{ghi}	53% ^h	46%	41%	49% ^h	53%	50%	52%	52%	53%	42%	50%	52%	49%	49%	55%	50%	57% ^o	52%	52%	52%	52%	73%	
Very important	(4)	234	99	135	36	59	34	35	30	40	55	73	49	56	15	3	33	17	27	13	12	20	47	30	16	46	95	55
		12%	10%	13% ^a	16% ^{gi}	17% ^{fgh}	11%	10%	9%	10%	13%	12%	11%	8%	4%	14% ^o	10%	15% ^o	9%	12%	10%	17% ^{nos}	11%	9%	13%	11%	32%	
Fairly important	(3)	815	364	451	110	155	139	131	91	190	239	213	166	198	79	33	83	71	62	60	44	76	110	118	79	133	331	71
		40%	37%	43% ^a	49% ^{gh}	44% ^h	43% ^h	37%	30%	41% ^h	43%	37%	40%	40%	45%	38%	36%	42%	34%	41%	43%	39%	40%	42%	44%	38%	40%	41%
Not very important	(2)	630	344	286	48	83	96	128	119	155	180	186	137	126	52	31	76	50	57	50	28	69	81	80	56	121	249	35
		31%	35% ^b	28%	22%	24%	30%	36% ^{de}	40% ^{def}	33% ^{de}	33% ^m	33% ^m	33% ^m	26%	29%	36%	33%	30%	32%	34%	28%	35%	29%	28%	31%	35%	30%	20%
Not at all important	(1)	139	89	50	6	19	23	28	22	41	38	36	24	41	13	4	16	11	17	15	7	12	12	20	11	12	67	3
		7%	9% ^b	5%	3%	6%	7% ^d	8% ^d	7% ^d	9% ^d	7%	6%	6%	8%	8%	5%	7%	6%	9% ^v	10% ^v	7%	6%	4%	7%	6%	4%	8% ^A	2%
NET: Not important		769	433	336	55	102	119	156	141	196	218	222	161	167	65	35	92	61	75	65	80	92	100	67	133	316	38	
		38%	44% ^b	32%	24%	29%	37% ^d	43% ^{de}	47% ^{def}	42% ^{de}	39%	39%	39%	34%	37%	41%	40%	36%	41%	44%	34%	41%	34%	35%	37%	39%	38%	22%
Don't know		208	93	115	25	34	32	37	37	42	40	61	35	71	17	15	24	20	17	10	11	18	24	35	19	34	83	9
		10%	9%	11%	11%	10%	10%	10%	12%	9%	7%	11%	9%	14% ^{jl}	10%	17% ^s	10%	12%	9%	6%	11%	9%	9%	12%	10%	10%	10%	5%
Mean		2.63	2.53	2.73 ^a	2.87 ^g	2.80 ^{fg}	2.63	2.54	2.49	2.54	2.61	2.64	2.64	2.64	2.60	2.50	2.64	2.63	2.61	2.51	2.68	2.59	2.77 ^{no}	2.64	2.61	2.68	2.61	3.09
				^{hi}	^{hi}																^{su}							
Standard deviation		0.80	0.82	0.77	0.73	0.81	0.79	0.80	0.81	0.79	0.78	0.81	0.79	0.83	0.77	0.68	0.84	0.78	0.89	0.81	0.80	0.78	0.81	0.80	0.76	0.77	0.82	0.79
Standard error		0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.04	0.06	0.08	0.06	0.07	0.07	0.08	0.06	0.06	0.05	0.05	0.06	0.05	0.03	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 13

Q1. Thinking about your day to day purchases, how important or unimportant are each of the following to you when deciding what to buy or where to buy from?

Base: All respondents

Other ethical considerations

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Important	1049 52%	44 57%	134 53%	171 51%	187 51%	141 50%	81 48%	53 55%	37 58%	126 55%
Very important	(4) 234 12%	11 14%	44 17%de	42 13%	38 10%	23 8%	17 10%	9 10%	6 10%	26 11%
Fairly important	(3) 815 40%	33 43%	90 36%	129 38%	149 41%	117 42%	64 38%	44 45%	30 48%	100 44%
Not very important	(2) 630 31%	17 22%	64 25%	107 32%	122 33%b	98 35%ab	59 35%b	27 28%	19 30%	75 33%
Not at all important	(1) 139 7%	2 3%	18 7%	27 8%	29 8%	19 7%	12 7%	6 6%	5 8%	9 4%
NET: Not important	769 38%	19 25%	82 32%	134 40%a	151 41%ab	117 42%ab	72 42%ab	33 34%	24 38%	84 37%
Don't know	208 10%	14 18%dehi	36 14%dehi	32 10%	29 8%	24 9%	16 10%	11 11%	2 4%	18 8%
Mean	2.63	2.83def	2.74de	2.61	2.58	2.56	2.56	2.66	2.63	2.68
Standard deviation	0.80	0.75	0.88	0.83	0.80	0.76	0.80	0.77	0.79	0.74
Standard error	0.02	0.09	0.06	0.05	0.04	0.05	0.07	0.08	0.10	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 14
Gender
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)		Public (A)	Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Male	989	989	-	99	160	175	187	152	215	286	264	226	213	89	40	105	79	78	83	60	92	135	150	79	144	479	105
	49%	100%b	-	44%	46%	54%dei	52%	51%	46%	52% ^m	46%	55% ^{km}	43%	50%	47%	45%	46%	43%	56% ^{rx}	59% ^{prx}	47%	49%	53%	44%	42%	58%A	61%
Female	1037	-	1037	126	190	149	172	147	253	267	305	186	279	87	45	128	91	102	65	42	103	139	134	101	202	345	68
	51%	-	100%a	56%f	54%f	46%	48%	49%	54%f	48%	54% ^l	45%	57% ^{jl}	50%	53%	55% ^t	54%	57% st	44%	41%	53%	51%	47%	56% st	58%B	42%	39%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 15
Gender
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Male	989 49%	39 50%	103 41%	149 44%	181 49%b	155 55%bc	94 55%bc	49 50%	40 64%bcd	114 50%
Female	1037 51%	38 50%	150 59%defh	189 56%efh	185 51%h	127 45%	75 45%	48 50%	22 36%	114 50%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
 * small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 16
Age
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
18-24	225 11%	99 10%	126 12%	225 100%efgh i	-	-	-	-	-	87 16%klm	60 11%	34 8%	43 9%	20 11%	9 8%	18 8%	30 18%puw	18 10%	16 10%	15 15%u	14 7%	33 12%	29 10%	22 12%	32 9%	91 11%	36 21%
25-34	350 17%	160 16%	190 18%	-	350 100%dfgh i	-	-	-	-	84 15%	120 21%jm	79 19%lm	69 14%	32 18%	12 14%	38 16%	30 17%	39 22%su	18 12%	16 16%	26 13%	66 24%psu w	44 15%	30 17%	94 27%	203 25%	57 33%
35-44	324 16%	175 18%	149 14%	-	-	324 100%degh i	-	-	-	80 15%	90 16%	65 16%	88 18%	26 15%	15 17%	39 17%	24 14%	26 15%	35 23%lux	14 14%	26 14%	50 18%	46 16%	22 12%	89 26%	174 21%	34 19%
45-54	358 18%	187 19%	172 17%	-	-	-	358 100%defh i	-	-	64 12%	98 17%j	83 20%j	113 23%jk	30 17%	15 17%	41 18%	27 16%	38 21%	29 19%	17 17%	41 21%	44 16%	42 15%	34 19%	78 23%	193 23%	14 8%
55-64	300 15%	152 15%	147 14%	-	-	-	-	300 100%defg i	-	83 15%	84 15%	56 14%	76 15%	21 12%	15 18%	37 16%	22 13%	23 13%	23 15%	16 16%	32 16%	34 12%	52 18%	26 14%	40 12%	116 14%	11 6%
65+	468 23%	215 22%	253 24%	-	-	-	-	468 100%defg gh	155 28%km	117 21%	93 23%	103 21%	46 26%v	20 23%	61 26%v	36 21%	35 19%	28 19%	22 22%	55 28%rv	47 17%	72 25%v	46 26%v	12 3%	47 6%	21 12%	
NET: 18-34	575 28%	259 26%	317 31%a	225 100%fg hi	350 100%fghi	-	-	-	-	171 31%m	180 32%lm	113 27%	112 23%	52 30%	21 24%	56 24%	59 35%psu	58 32%u	34 23%	31 31%	40 21%	99 36%psu w	72 26%	52 29%	126 36%	294 36%	93 54%
NET: 35-54	683 34%	362 37%b	320 31%	-	-	324 100%de hi	358 100%dehi	-	-	145 26%	188 33%j	149 36%j	201 41%jk	57 32%	29 35%	79 34%	52 30%	65 36%	63 43%qwx	32 31%	67 35%	94 35%	87 31%	56 31%	168 49%	367 45%	47 27%
NET: 55+	768 38%	368 37%	400 39%	-	-	-	-	300 100%de fg	468 100%defg g	238 43%klm	201 35%	150 36%	180 36%	67 38%	35 41%	97 42%v	59 35%	58 32%	51 34%	39 38%	87 45%rv	80 29%	124 44%rv	72 40%v	52 15%	162 20%	32 19%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Populus



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 16

Age

Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)		South West (x)	Public (A)	Private (B)
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Average age	48.05	48.35	47.76	21.67	29.68d _e	39.44d _e	49.67d _{ef}	59.71d _{efg}	71.71d _{efgh}	48.61	46.67	48.04	49.02k	48.31v	49.20v _v	49.91q _v	45.34	46.70	47.35	47.26	51.52q _{rsv}	44.49 _v	49.66q _v	48.90v	40.57	41.94	38.06

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 17
Age
Base: All respondents

Total	What is the combined annual income of your household, prior to tax being deducted?									
	Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)	
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
18-24	225 11%	13 17%bcdef	18 7%	15 4%	30 8%	15 5%	10 6%	16 16%bcdef f	16 26%bcde f	58 25%bcdef
25-34	350 17%	9 12%	30 12%	55 16%	55 15%	59 21%b	40 24%bd	16 17%	17 26%abd	50 22%b
35-44	324 16%	21 27%bcdh i	34 13%	42 12%	57 16%	52 19%	29 17%	26 27%bcdh i	7 11%	33 14%
45-54	358 18%	13 16%	47 19%	61 18%	72 20%	46 16%	32 19%	10 11%	9 14%	46 20%
55-64	300 15%	17 21%i	38 15%	58 17%i	60 16%	41 15%	22 13%	11 12%	6 10%	23 10%
65+	468 23%	5 7%	85 34%adef ghi	106 32%afgh i	93 25%ai	69 25%ai	36 21%ai	16 17%ai	9 14%	18 8%
NET: 18-34	575 28%	22 29%	49 19%	70 21%	84 23%	73 26%	50 30%bc	32 33%bc	33 52%abcd efg	108 48%abcdefg
NET: 35-54	683 34%	33 43%h	81 32%	103 31%	129 35%	98 35%	61 36%	37 38%	15 25%	78 34%
NET: 55+	768 38%	22 28%	123 49%aefg hi	165 49%aefg hi	153 42%aghi	110 39%hi	58 34%i	28 29%i	15 23%	41 18%
Average age	48.05	43.07	53.11ad efghi	53.23ad efghi	49.75ag hi	48.83ag hi	47.27hi	44.08i	39.95	39.22

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 18
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
A	138 7%	90 9% ^b	48 5%	31 14% ^{efgh}	16 5%	18 6%	13 4%	18 6%	42 9% ^{eg}	138 25% ^{klm}	-	-	-	13 8% ^{nr}	5 5%	12 5%	12 7%	4 2%	9 6%	8 8% ^r	17 9% ^r	19 7% ^r	24 8% ^r	17 9% ^r	18 5%	57 7%	16 9%
B	415 20%	196 20%	219 21%	56 25% ^g	67 19%	62 19%	51 14%	66 22% ^g	113 24% ^g	415 75% ^{klm}	-	-	-	37 21% ^t	11 13%	51 22% ^t	29 17%	35 19%	29 19%	10 10%	36 19%	70 26% ^{ot}	72 25% ^{ot}	35 20% ^t	81 24%	170 21%	51 29%
C1	569 28%	264 27%	305 29%	60 27%	120 34% ⁱ	90 28%	98 27%	84 28%	117 25%	-	569 100% ^{ijlm}	-	-	58 33%	29 34%	59 25%	50 29%	48 27%	36 24%	30 30%	49 25%	84 31%	77 27%	49 27%	137 40% ^B	242 29%	49 28%
C2	411 20%	226 23% ^b	186 18%	34 15%	79 22%	65 20%	83 23% ^d	56 19%	93 20%	-	-	411 100% ^{ikm}	-	29 16%	17 20%	53 23%	34 20%	44 25%	29 19%	21 21%	48 25%	53 19%	49 17%	34 19%	67 19%	204 25%	36 21%
D	260 13%	119 12%	141 14%	30 14% ⁱ	53 15% ⁱ	51 16% ⁱ	53 15% ⁱ	39 13% ⁱ	33 7%	-	-	-	260 53% ^{ijkl}	13 7%	13 15%	29 12%	31 18% ^{nv}	28 15% ^{nv}	21 14%	19 18% ^{nv}	25 13%	23 8%	36 13%	23 13%	37 11%	136 16% ^A	20 11%
E	233 11%	95 10%	138 13% ^a	13 6%	15 4%	38 12% ^{de}	59 17% ^{de}	37 12% ^{de}	70 15% ^{de}	-	-	-	233 47% ^{ijkl}	26 15%	11 13%	29 13%	16 9%	21 12%	24 16% ^{vw}	13 13%	19 10%	25 9%	25 9%	22 12%	5 1%	15 2%	1 1%
NET: AB	553 27%	286 29%	267 26%	87 39% ^{efgh}	84 24%	80 25% ^g	64 18%	83 28% ^g	155 33% ^{efg}	553 100% ^{klm}	-	-	-	51 29%	15 18%	63 27%	40 24%	38 21%	38 26%	18 18%	53 27%	89 32% ^{ort}	96 34% ^{ooqr}	52 29%	99 29%	227 28%	67 39%
NET: ABC1	1122 55%	550 56%	573 55%	147 66% ^{efgh}	203 58% ^g	171 53%	162 45%	167 56% ^g	272 58% ^g	553 100% ^{lm}	569 100% ^{lm}	-	-	109 62% ^{rst}	44 52%	122 52%	90 53%	87 48%	74 50%	48 48%	102 52%	172 63% ^{prstu}	173 61% ^{rst}	101 56%	237 69% ^B	469 57%	116 67%
NET: C2DE	904 45%	439 44%	465 45%	78 34%	147 42%	154 47% ^d	196 55% ^{deh}	133 44% ^d	196 42%	-	-	411 100% ^{jk}	492 100% ^{jk}	67 38%	41 48%	111 48% ^v	80 47%	93 52% ^{nvw}	74 50% ^{nvw}	53 52% ^{nvw}	92 48% ^v	101 37%	110 39%	80 44%	109 31%	355 43% ^A	57 33%
NET: DE	492 24%	213 22%	279 27% ^a	43 19%	69 20%	88 27% ^{de}	113 31% ^{dei}	76 25%	103 22%	-	-	-	492 100% ^{ijkl}	38 22%	24 28%	58 25%	46 27% ^v	49 27% ^v	45 31% ^v	32 31% ^v	44 23%	48 18%	61 22%	45 25%	42 12%	151 18% ^A	21 12%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 19
Social Grade
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
A	138 7%	-	8 3%	15 4%	13 4%	22 8%abd	10 6%	5 5%	7 11%abd	50 22%abcdefg
B	415 20%	7 9%	24 10%	46 14%	61 17%b	76 27%abcd	44 26%abcd	24 25%abc	28 44%abcd efg	77 34%abcd
C1	569 28%	21 27%	52 21%	102 30%bbhi	128 35%bfhi	87 31%bbhi	43 26%	33 35%bbhi	9 14%	49 21%
C2	411 20%	4 5%	37 15%a	60 18%a	75 21%a	51 18%a	55 33%abcd ei	27 28%abc	20 31%abce	43 19%a
D	260 13%	5 6%	29 12%hi	77 23%cabef ghi	61 17%ahi	41 14%hi	17 10%hi	8 8%h	-	9 4%
E	233 11%	41 53%cdef ghi	102 40%cdef ghi	38 11%efghi	28 8%efghi	5 2%	1 *	-	-	-
NET: AB	553 27%	7 9%	32 13%	61 18%	74 20%ab	98 35%abcd	54 32%abcd	28 29%abc	35 55%abcd efg	127 56%abcdefg
NET: ABC1	1122 55%	27 36%	85 33%	162 48%b	201 55%ab	185 66%abcd	97 57%ab	62 64%abc	43 69%abc	175 77%abcdefg
NET: C2DE	904 45%	50 64%defg hi	168 67%cdef ghi	175 52%eghi	165 45%ei	97 34%i	72 43%i	35 36%i	20 31%	52 23%
NET: DE	492 24%	46 59%cdef ghi	131 52%cdef ghi	116 34%defg hi	90 25%efgh i	46 16%hi	17 10%hi	8 8%h	-	9 4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 20
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Scotland	176	89	87	20	32	26	30	21	46	51	58	29	38	176	-	-	-	-	-	-	-	-	-	-	30	64	8
	9%	9%	8%	9%	9%	8%	8%	7%	10%	9%	10%	7%	8%	100%opqr stuvwx	-	-	-	-	-	-	-	-	-	-	9%	8%	5%
North East	85	40	45	9	12	15	15	15	20	15	29	17	24	-	85	-	-	-	-	-	-	-	-	-	19	34	3
	4%	4%	4%	4%	3%	5%	4%	5%	4%	3%	5%	4%	5%	-	100%npqr stuvwx	-	-	-	-	-	-	-	-	-	6%	4%	2%
North West	233	105	128	18	38	39	41	37	61	63	59	53	58	-	-	233	-	-	-	-	-	-	-	-	40	94	11
	12%	11%	12%	8%	11%	12%	11%	12%	13%	11%	10%	13%	12%	-	-	100%noqr stuvwx	-	-	-	-	-	-	-	-	12%	11%	7%
Yorkshire & Humberside	170	79	91	30	30	24	27	22	36	40	50	34	46	-	-	-	170	-	-	-	-	-	-	-	38	65	11
	8%	8%	9%	13%fg h	8%	8%	8%	7%	8%	7%	9%	8%	9%	-	-	-	100%nop stuvwx	-	-	-	-	-	-	-	11%	8%	7%
West Midlands	180	78	102	18	39	26	38	23	35	38	48	44	49	-	-	-	-	180	-	-	-	-	-	-	33	66	22
	9%	8%	10%	8%	11%	8%	11%	8%	7%	7%	9%	11%j	10%	-	-	-	-	100%nopq stuvwx	-	-	-	-	-	-	10%	8%	13%
East Midlands	148	83	65	16	18	35	29	23	28	38	36	29	45	-	-	-	-	-	148	-	-	-	-	-	25	61	14
	7%	8%	6%	7%	5%	11%ei	8%	8%	6%	7%	6%	7%	9%	-	-	-	-	-	100%nopq rtuvwx	-	-	-	-	-	7%	7%	8%
Wales	101	60	42	15	16	14	17	16	22	18	30	21	32	-	-	-	-	-	-	101	-	-	-	-	17	34	7
	5%	6%	4%	7%	5%	4%	5%	5%	5%	3%	5%	5%	6%j	-	-	-	-	-	-	100%nopq rsuvwx	-	-	-	-	5%	4%	4%
Eastern	194	92	103	14	26	26	41	32	55	53	49	48	44	-	-	-	-	-	-	-	194	-	-	-	31	79	13
	10%	9%	10%	6%	7%	8%	11%	11%	12% d	10%	9%	12%	9%	-	-	-	-	-	-	-	100%nopq rstvw	-	-	-	9%	10%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 20
GO Region
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	Opinion Influencer (C)
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
London	274	135	139	33	66	50	44	34	47	89	84	53	48	-	-	-	-	-	-	-	-	274	-	-	54	120	42
	14%	14%	13%	15%	19%ghi	16%i	12%	11%	10%	16%lm	15%lm	13%	10%	-	-	-	-	-	-	-	-	100%nopqrstuwx	-	-	16%	15%	24%
South East	284	150	134	29	44	46	42	52	72	96	77	49	61	-	-	-	-	-	-	-	-	-	284	-	38	126	19
	14%	15%	13%	13%	12%	14%	12%	17%	15%	17%lm	14%	12%	12%	-	-	-	-	-	-	-	-	-	100%nopqrstuwx	-	11%	15%	11%
South West	180	79	101	22	30	22	34	26	46	52	49	34	45	-	-	-	-	-	-	-	-	-	-	180	20	81	20
	9%	8%	10%	10%	9%	7%	9%	9%	10%	9%	9%	8%	9%	-	-	-	-	-	-	-	-	-	-	100%nopqrstuwx	6%	10%A	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 21
GO Region
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Scotland	176	7	26	23	28	22	15	8	6	23
	9%	9%	10%	7%	8%	8%	9%	9%	9%	10%
North East	85	3	12	27	10	12	3	1	1	6
	4%	4%	5%	8%dfgi	3%	4%	2%	2%	1%	3%
North West	233	9	30	35	33	35	21	14	11	20
	12%	12%	12%	10%	9%	12%	13%	15%	18% ^d	9%
Yorkshire & Humberside	170	5	16	33	34	28	18	10	3	20
	8%	7%	6%	10%	9%	10%	10%	11%	5%	9%
West Midlands	180	7	17	36	53	20	19	6	4	9
	9%	9%	7%	11% ⁱ	14% ^b ^e ⁱ	7%	11% ⁱ	7%	7%	4%
East Midlands	148	6	27	27	23	26	7	5	3	14
	7%	8%	11% ^f	8%	6%	9%	4%	5%	5%	6%
Wales	101	5	16	19	20	22	6	3	1	5
	5%	7%	6%	6%	6%	8% ⁱ	3%	3%	2%	2%
Eastern	194	4	19	30	45	27	18	11	7	25
	10%	5%	7%	9%	12%	10%	11%	11%	11%	11%
London	274	15	41	39	42	35	20	10	7	41
	14%	20%	16%	12%	11%	13%	12%	10%	10%	18% ^d
South East	284	10	31	46	49	34	26	18	11	38
	14%	13%	12%	14%	13%	12%	15%	18%	18%	17%
South West	180	5	17	21	31	21	17	9	8	28
	9%	7%	7%	6%	8%	8%	10%	10%	13%	12% ^c

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 22
Tenure
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		Public (A)	Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
NET: Homeowners	1313	643	670	122	194	180	212	230	374	438	384	289	202	108	51	166	112	118	98	62	145	146	189	119	237	519	117
	65%	65%	65%	54%	55%	55%	59%	77%defg	80%defg	79%klm	67%lm	70%lm	41%	61%	60%	71%v	66%v	65%v	66%v	61%	75%notv	53%	67%v	66%v	69%	63%	68%
Owned outright - without mortgage	732	349	382	41	52	42	84	171	342	250	216	145	120	60	26	89	60	60	54	37	87	88	107	63	73	205	51
	36%	35%	37%	18%	15%	13%	23%efg	57%defgh	73%defgh	45%klm	38%lm	35%lm	24%	34%	30%	38%	36%	33%	37%	37%	45%orv	32%	38%	35%	21%	25%	30%
Owned with a mortgage or loan	581	293	288	81	142	138	129	59	32	189	167	144	81	48	26	77	51	58	44	25	58	58	82	55	164	314	66
	29%	30%	28%	36%hi	40%hi	43%hi	36%hi	20%i	7%	34%lm	29%lm	35%lm	17%	27%	30%	33%v	30%	32%v	30%	24%	30%v	21%	29%	31%v	47%B	38%	38%
NET: Renters	677	327	350	87	148	140	144	67	92	104	172	116	286	66	33	66	57	59	45	38	45	120	89	61	105	289	52
	33%	33%	34%	39%hi	42%hi	43%hi	40%hi	23%	20%	19%	30%j	28%j	58%jkl	37%u	38%u	28%	33%u	33%u	31%	38%u	23%	44%pqrsuw	31%	34%u	30%	35%	30%
NET: Rent from Council/ Housing Association	411	189	222	40	66	85	100	48	72	38	94	69	209	43	26	40	34	38	26	21	24	68	62	29	73	127	27
	20%	19%	21%	18%	19%	26%deh	28%deh	16%	15%	7%	17%j	17%j	42%jkl	24%u	31%psu	17%	20%	21%u	18%	21%	12%	25%lux	22%u	16%	21%B	15%	15%
Rented from the council	263	122	142	23	36	61	66	27	50	20	70	46	128	31	21	16	24	30	21	13	13	41	37	18	52	86	18
	13%	12%	14%	10%	10%	19%deh	18%dehi	9%	11%	4%	12%j	11%j	26%jkl	17%pu	24%puwx	7%	14%pu	17%pu	14%pu	13%	7%	15%pu	13%pu	10%	15%B	10%	10%
Rented from a housing association	147	67	80	16	31	23	34	21	22	17	25	24	81	12	6	24	10	8	6	8	11	26	25	10	21	42	9
	7%	7%	8%	7%	9%i	7%	9%i	7%	5%	3%	4%	6%	17%jkl	7%	7%	10%rs	6%	5%	4%	8%	6%	10%s	9%	6%	6%	5%	5%
Rented from someone else	267	139	128	48	82	55	43	19	20	66	78	46	77	23	6	26	23	21	19	17	20	52	27	32	32	161	25
	13%	14%	12%	21%ghi	23%ghi	17%hi	12%hi	6%	4%	12%	14%	11%	16%	13%	7%	11%	13%	12%	13%	16%	11%	19%opru	9%	18%ouw	9%	20%A	15%
Rent free	36	19	17	15	9	5	2	2	2	11	14	6	4	2	2	1	2	4	5	2	5	8	6	1	4	16	4
	2%	2%	2%	7%efgh	3%i	1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	3%	2%	2%	3%	2%	*	1%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
* small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 23
Tenure
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Homeowners	1313 65%	21 28%	111 44%a	194 57%ab	228 62%ab	207 73%abcd	133 79%abcd	69 72%abc	54 86%abcd	200 88%abcdefg
Owned outright - without mortgage	732 36%	17 22%	88 35%a	142 42%ai	140 38%a	107 38%a	66 39%a	29 31%	19 31%	72 32%
Owned with a mortgage or loan	581 29%	4 6%	23 9%	52 15%ab	88 24%abc	100 36%abcd	67 39%abcd	40 41%abcd	35 56%abcd	128 56%abcdefg
NET: Renters	677 33%	54 70%bcde fghi	140 56%cdef ghi	139 41%efgh i	130 35%efhi	71 25%hi	35 21%i	24 25%hi	7 10%	25 11%
NET: Rent from Council/ Housing Association	411 20%	43 56%bcde fghi	103 41%cdef ghi	97 29%defg hi	76 21%efgh i	29 10%hi	19 11%hi	8 8%i	1 1%	4 2%
Rented from the council	263 13%	29 38%bcde fghi	61 24%defg hi	72 21%defg hi	49 13%efghi	18 6%i	10 6%i	3 3%	-	2 1%
Rented from a housing association	147 7%	14 18%cdef ghi	43 17%cdefg hi	25 7%i	27 7%i	11 4%	9 5%i	5 5%i	1 1%	2 1%
Rented from someone else	267 13%	11 14%	37 15%	42 13%	54 15%	42 15%	16 10%	17 17%	6 9%	21 9%
Rent free	36 2%	2 2%	2 1%	4 1%	9 2%	4 1%	2 1%	2 3%	2 3%	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 24
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
No formal education	23 1%	11 1%	12 1%	1 *	2 1%	2 1%	9 2%	2 1%	6 1%	4 1%	2 *	7 2%k	10 2%k	1 1%	1 1%	6 3%u	5 3%u	1 *	1 1%	1 *	3 1%	2 1%	1 1%	-	-	11 1%	1 1%
Primary	10 1%	7 1%	3 *	-	3 1%	1 *	1 *	1 *	4 1%	-	-	3 1%j	7 1%jk	1 1%	-	-	2 1%	-	-	1 1%	-	3 1%	3 1%	1 1%	-	4 *	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1085 54%	543 55%	542 52%	104 46%	140 40%	174 54%e	211 59%de	179 60%de	277 59%de	180 33%	298 52%j	265 65%jk	341 69%jk	75 43%	63 75%npq rsuvwx	121 52%	94 55%n	95 53%	88 59%nv	60 60%nv	115 59%nv	124 45%	155 55%nv	94 52%	151 44%	430 52%A	45 26%
University degree or equivalent professional qualification, NVQ level 4, etc.	638 31%	290 29%	348 34%	60 26%	140 40%dfgh hi	99 31%	103 29%	95 32%	142 30%	246 45%klm	195 34%lm	105 26%m	91 18%	71 40%ost u	12 14%	86 37%ost	50 29%o	66 37%ot	38 26%	21 21%	55 28%o	88 32%o	95 34%ot	56 31%o	130 38%	270 33%	79 46%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	215 11%	106 11%	108 10%	24 11%	53 15%ghi	43 13%hi	35 10%	23 8%	36 8%	103 19%klm	57 10%m	26 6%	29 6%	21 12%	8 9%	18 8%	18 11%	14 8%	15 10%	15 15%	21 11%	42 15%prw	24 8%	19 11%	58 17%	101 12%	37 21%
Still in full time education	43 2%	24 2%	19 2%	35 16%efgh i	8 2%fghi	-	-	-	-	18 3%l	15 3%l	2 *	8 2%	6 3%	1 1%	2 1%	2 1%	5 3%	4 3%	2 2%	2 1%	9 3%	4 1%	7 4%p	4 1%	3 *	7 4%
Don't know	5 *	2 *	2 *	2 1%	-	1 *	-	-	1 *	-	1 *	-	3 1%	1 *	-	-	-	-	3 2%w	-	-	1 *	-	-	1 *	2 *	3 2%
Prefer not to answer	8 *	5 *	3 *	-	3 1%	4 1%	-	-	2 *	1 *	1 *	2 1%	4 1%	1 *	-	1 *	-	-	-	-	2 1%	3 1%	1 *	1 *	1 *	4 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 25

What is the highest educational level that you have achieved to date?

Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
No formal education	23 1%	2 3%ei	4 2%	9 3%defi	2 *	* *	- -	2 2%	1 2%i	- -
Primary	10 1%	- -	4 2%	2 *	1 *	2 1%	1 1%	- -	- -	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1085 54%	49 64%ehi	168 66%efgh i	218 65%efgh i	216 59%ehi	135 48%i	89 53%hi	47 49%i	22 35%	68 30%
University degree or equivalent professional qualification, NVQ level 4, etc.	638 31%	12 16%	54 21%	88 26%	117 32%ab	98 35%abc	59 35%ab	31 32%ab	31 49%abcd g	92 40%abc
Higher university degree, doctorate, MBA, NVQ level 5, etc.	215 11%	7 9%	18 7%	14 4%	24 7%	41 15%bcd	19 11%c	15 15%bcd	8 12%c	57 25%abcdef
Still in full time education	43 2%	5 7%bcdef	4 2%	6 2%	4 1%	4 1%	1 *	2 2%	- -	11 5%def
Don't know	5 *	1 2%e	- -	1 *	2 1%	- -	- -	- -	- -	- -
Prefer not to answer	8 *	- -	1 *	- -	- -	- -	1 1%	- -	1 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 26

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Yes - responsible for half or more of the items bought	1812	846	966	142	326	304	339	272	429	486	510	368	449	157	74	219	144	164	136	98	171	246	249	154	312	745	160
	89%	86%	93% ^a	63%	93% ^d	94% ^d	95% ^d	91% ^d	92% ^d	88%	90%	89%	91%	89%	87%	94% ^{quw}	85%	91%	92%	96% ^{oqu}	88%	90%	88%	85%	90%	90%	93%
No - not responsible for most of the items bought	214	142	71	83	24	21	19	28	39	67	60	43	44	19	11	14	26	16	12	4	23	27	35	26	33	79	12
	11%	14% ^b	7%	37% ^e	7%	6%	5%	9%	8%	12%	10%	11%	9%	11%	13% ^t	6%	15% ^{pt}	9%	8%	4%	12% ^{pt}	10%	12% ^{pt}	15% ^{pt}	10%	10%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 27

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Yes - responsible for half or more of the items bought	1812 89%	74 97%ghi	243 96%defg hi	315 93%gj	328 89%i	255 90%i	150 89%	81 85%	54 86%	187 82%
No - not responsible for most of the items bought	214 11%	3 3%	10 4%	23 7%	39 11%b	27 10%b	19 11%b	15 15%abc	9 14%ab	41 18%abode

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 28
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
No cars in the household	425 21%	196 20%	229 22%	40 18%	79 23%	81 25%hi	91 25%hi	48 16%	86 18%	78 14%	121 21%jl	52 13%	175 36%jkl	34 19%	27 32%nqs	57 25%uw	33 19%	38 21%	25 17%	19 19%	29 15%	97 36%npqrstuwx	43 15%	23 13%	54 16%	146 18%	23 14%
NET: Any	1601 79%	793 80%	808 78%	185 82%	271 77%	243 75%	267 75%	252 84%fg	383 82%fg	475 86%km	449 79%lm	359 87%km	318 64%	143 81%ov	58 68%	176 75%v	137 81%ov	142 79%v	123 83%ov	82 81%v	165 85%opv	176 64%	241 85%opv	157 87%opv	291 84%	677 82%	149 86%
1	822 41%	406 41%	416 40%	48 21%	117 33%d	137 42%de	131 37%de	139 46%deg	250 53%defg	216 39%	224 39%	183 44%	199 40%	83 47%v	40 47%	94 40%	69 41%	77 43%	57 38%	42 41%	78 40%	94 35%	110 39%	79 44%	134 39%	316 38%	66 38%
2	593 29%	308 31%	285 27%	66 29%	127 36%hi	95 29%	111 31%	73 24%	121 26%	201 36%lm	185 33%lm	123 30%lm	84 17%	46 26%	16 19%	70 30%v	54 32%v	45 25%	52 35%ov	31 31%	56 29%v	56 21%	107 38%norv	59 33%ov	135 39%	273 33%	55 32%
3+	186 9%	78 8%	108 10%	71 32%efghi	27 8%fi	11 3%	25 7%i	40 13%efgi	12 3%	59 11%k	39 7%	54 13%km	35 7%	14 8%	2 2%	12 5%	14 8%	21 11%op	14 10%o	10 10%	31 16%nopqvw	25 9%o	24 9%	19 10%o	22 6%	89 11%A	28 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 29

How many cars are there in your household?**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
No cars in the household	425 21%	41 54% cdef ghi	112 44% cdef ghi	112 33% defg hi	63 17% efhi	31 11% i	11 6%	12 12% i	4 7%	8 4%
NET: Any	1601 79%	36 46%	140 56%	225 67% ab	304 83% abc	251 89% abcd	159 94% abcd	85 88% abc	59 93% abcd	219 96% abcdeg
1	822 41%	28 37% i	109 43% gi	172 51% aghi	164 45% gi	121 43% gi	76 45% gi	27 28%	21 34% i	46 20%
2	593 29%	5 7%	31 12%	49 14%	93 25% abc	102 36% abcd	65 39% abcd	45 47% abcd	31 49% abcd	126 55% abcdef
3+	186 9%	2 2% cb	-	5 1%	46 13% abc	27 10% bc	18 11% abc	13 13% abc	7 11% bc	47 21% abcdef

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 30
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age						Social Grade				Region									Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)		South West (x)	Public (A)	Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
White	1830	885	945	182	295	276	330	286	461	487	509	381	454	167	83	213	159	155	136	95	190	195	267	172	305	731	134
	90%	90%	91%	81%	84%	85%	92%def	95%def	98%def	88%	89%	93%j	92%j	95%rv	97%rv	91%v	93%rv	86%v	92%v	94%v	98%prsv	71%	94%rv	95%rv	88%	89%	78%
NET: BAME	173	88	85	37	50	45	25	12	4	63	54	26	31	9	2	19	7	24	11	4	4	73	15	4	35	81	33
	9%	9%	8%	16%ghi	14%ghi	14%ghi	7%i	4%i	1%	11%lm	9%	6%	6%	5%	3%	8%lux	4%	14%noqt	8%lux	4%	2%	27%nopq	5%	2%	10%	10%	19%
Mixed	29	11	18	8	7	5	4	4	1	12	5	4	7	4	1	7	1	2	-	-	1	9	3	1	4	14	1
	1%	1%	2%	4%i	2%i	2%	1%	1%	*	2%	1%	1%	1%	2%	1%	3%	1%	1%	-	-	*	3%su	1%	1%	1%	2%	*
Asian	95	56	39	19	30	29	10	5	1	27	35	18	15	2	1	5	3	20	8	3	2	45	6	-	19	44	24
	5%	6%	4%	9%ghi	9%ghi	9%ghi	3%i	2%i	*	5%	6%m	4%	3%	1%	1%	2%	2%	11%nopq	6%aux	3%tx	1%	16%nopq	2%	-	6%	5%	14%
Black	29	13	16	8	7	7	5	2	1	12	8	2	7	1	-	6	2	1	3	-	1	12	2	1	5	14	7
	1%	1%	2%	4%hi	2%i	2%i	1%	1%	*	2%	1%	1%	1%	*	-	2%	1%	1%	2%	-	*	4%nr	1%	*	1%	2%	4%
Chinese	11	7	3	2	2	1	4	2	-	6	3	-	2	1	1	1	-	-	-	1	-	4	3	1	4	4	-
	1%	1%	*	1%	1%	*	1%i	1%	-	1%l	1%	-	*	*	1%	*	-	-	-	1%	-	1%	1%	1%	1%	1%	-
Other ethnic group	9	2	8	*	3	2	3	-	1	6	1	2	*	1	-	1	1	1	-	-	1	3	1	1	4	4	1
	*	*	1%	*	1%	1%	1%	-	*	1%	*	*	*	1%	-	1%	*	1%	-	-	*	1%	*	*	1%	1%	1%
Prefer not to answer	23	15	8	6	3	3	3	2	3	4	7	5	8	1	-	1	5	1	1	2	1	5	2	4	5	12	5
	1%	2%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	2%	*	-	*	3%	1%	1%	2%	*	2%	1%	2%	2%	1%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 31
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
White	1830 90%	61 79%	233 92%a	308 91%a	332 91%a	261 93%a	157 93%a	86 90%	54 85%	210 92%a
NET: BAME	173 9%	15 19% i	19 8%	27 8%	32 9%	20 7%	7 4%	10 10%	9 15% f	17 7%
Mixed	29 1%	2 3%	2 1%	4 1%	7 2%	1 1%	2 1%	1 1%	2 3%	3 2%
Asian	95 5%	10 13% g	8 3%	16 5%	17 5%	13 5%	3 2%	4 4%	5 7% f	6 3%
Black	29 1%	1 2%	5 2%	4 1%	4 1%	3 1%	1 *	2 2%	3 4% f	5 2%
Chinese	11 1%	1 1%	1 1%	2 1%	1 *	1 *	1 *	1 2%	-	2 1%
Other ethnic group	9 *	* 1%	2 1%	1 *	2 1%	1 *	1 1%	1 1%	-	-
Prefer not to answer	23 1%	2 2% b	-	3 1%	3 1%	1 *	4 3% b	-	-	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
*** small base**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 32
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age							Social Grade					Region										Employment Sector			Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172		
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173		
Christian	963	465	498	72	116	123	165	164	323	275	261	201	226	69	48	124	76	95	63	42	96	119	142	90	156	350	81		
	48%	47%	48%	32%	33%	38%	46%def	55%def	69%def	50%	46%	49%	46%	39%	56%n	53%nv	45%	52%n	42%	41%	50%	44%	50%n	50%	45%	42%	47%		
NET: Other	158	72	86	21	41	42	26	14	13	53	48	23	34	6	2	15	8	23	10	14	12	49	14	4	38	64	35		
	8%	7%	8%	10%i	12%hi	13%ghi	7%i	5%	3%	10%l	8%	6%	7%	4%	2%	7%	5%	13%noqu	6%	14%noqw	6%	18%nopq	5%	2%	11%	8%	20%		
Muslim	64	36	29	14	24	19	5	3	-	21	21	14	8	1	1	5	5	19	3	2	-	27	3	-	16	33	23		
	3%	4%	3%	6%ghi	7%ghi	6%ghi	1%i	1%	-	4%	4%	3%	2%	*	1%	2%	3%ux	11%nopq	2%	2%	-	10%nopq	1%	-	5%	4%	13%		
Hindu	20	12	9	2	3	10	2	3	-	9	9	1	2	-	-	-	-	-	4	2	3	9	3	-	6	7	3		
	1%	1%	1%	1%	1%	3%gi	1%	1%i	-	2%l	2%l	*	*	-	-	-	-	-	2%px	2%p	1%	3%npqr	1%	-	2%	1%	2%		
Jewish	13	5	8	1	1	-	5	-	7	2	4	2	5	-	-	-	2	-	1	-	4	6	1	-	2	1	1		
	1%	*	1%	*	*	-	1%	-	1%fh	*	1%	*	1%	-	-	-	1%	-	1%	-	2%p	2%p	*	-	1%	*	*		
Sikh	5	2	3	2	2	1	-	-	-	1	2	-	2	1	-	-	-	2	1	-	-	-	1	-	1	1	1		
	*	*	*	1%	*	*	-	-	-	*	*	-	*	1%	-	-	-	1%	1%	-	-	-	*	-	*	*	*		
Buddhist	15	9	6	1	5	2	3	3	2	9	2	2	1	1	-	3	1	-	-	2	1	5	1	1	5	7	2		
	1%	1%	1%	*	1%	1%	1%	1%	*	2%lm	*	*	*	*	-	1%	1%	-	-	2%	1%	2%	*	*	1%	1%	1%		
Other	41	10	31	2	7	10	11	6	4	11	9	5	16	4	1	7	1	2	1	8	5	3	6	3	8	15	5		
	2%	1%	3%a	1%	2%	3%i	3%i	2%	1%	2%	2%	1%	3%l	2%	1%	3%	*	1%	1%	8%qrstv	2%	1%	2%	2%	2%	2%	3%		
None	866	438	428	123	183	149	165	117	130	220	254	175	217	99	33	87	82	58	74	44	81	98	123	85	145	393	53		
	43%	44%	41%	55%hi	52%hi	46%i	46%i	39%i	28%	40%	45%	43%	44%	56%opr	39%	37%	48%rv	32%	50%prv	44%	42%	36%	43%r	47%rv	42%	48%	30%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 32

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age						Social Grade				Region								Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)		South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Prefer not to say	39	13	26	9	11	10	2	4	3	5	7	12	15	2	2	7	4	4	1	2	4	6	6	1	6	17	5
		2%	1%	2%	4%gi	3%gi	3%gi	1%	1%	1%	1%	3%j	3%j	1%	2%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 33

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Christian	963 48%	28 36%	112 44%	166 49% ^h	206 56% ^{abhi}	143 51% ^{ah}	82 48%	44 45%	22 34%	101 44%
NET: Other	158 8%	13 17% ^{cdefg}	24 9% ^f	24 7% ^f	27 7% ^f	21 8% ^f	4 2%	6 7%	8 13% ^f	16 7%
Muslim	64 3%	7 9% ^{cdefg}	9 3%	9 3%	10 3%	5 2%	2 1%	1 1%	5 9% ^{cdefg}	7 3%
Hindu	20 1%	4 5% ^{bcdfi}	1 1%	3 1%	4 1%	4 2%	-	1 1%	1 1%	2 1%
Jewish	13 1%	-	4 1%	2 *	1 *	-	1 *	-	1 2% ^e	4 2% ^{ee}
Sikh	5 *	1 2% ^d	-	2 1%	-	1 *	-	1 1%	-	-
Buddhist	15 1%	-	2 1%	1 *	4 1%	4 1%	1 1%	1 1%	1 1%	2 1%
Other	41 2%	2 2%	8 3%	8 2%	9 2%	7 3%	1 *	3 3%	-	2 1%
None	866 43%	34 44%	111 44%	142 42%	130 36%	115 41%	81 48% ^d	45 47%	33 53% ^d	108 47% ^d
Prefer not to say	39 2%	2 3%	6 2%	6 2%	4 1%	2 1%	3 2%	1 1%	-	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 34
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
NET: Urban	1629	821	808	190	308	275	287	220	350	450	454	332	392	132	74	205	127	158	104	64	142	266	217	139	285	686	154
	80%	83% ^b	78%	84% ^{hi}	88% ^{ghi}	85% ^{hi}	80%	73%	75%	81%	80%	81%	80%	75%	87% ^{nqs} ^{tu}	88% ^{nqs} ^{tuwx}	74%	88% ^{nqs} ^{tuwx}	71%	63%	73%	97% ^{nop} ^{qrstuw} ^x	77% ^t	77% ^t	82%	83%	89%
Urban - Population over 10,000	855	464	391	109	190	139	149	97	170	241	236	174	203	66	31	94	63	96	39	24	52	235	90	64	162	356	104
	42%	47% ^b	38%	49% ^{hi}	54% ^{fgh} ⁱ	43% ^h	42% ^h	32%	36%	44%	41%	42%	41%	38% ^{tu}	37%	40% ^{stu}	37% ^{tu}	53% ^{nop} ^{qstuw} ^x	27%	24%	27%	86% ^{nop} ^{qrstuw} ^x	32%	35%	47%	43%	60%
Town and Fringe	774	357	418	80	118	135	138	123	180	209	218	159	189	65	43	111	63	62	65	40	90	31	128	76	122	330	50
	38%	36%	40%	36%	34%	42% ^e	38%	41%	38%	38%	38%	39%	38%	37% ^v	50% ^{rv}	48% ^{nrv}	37% ^v	34% ^v	44% ^v	40% ^v	46% ^{rv}	11%	45% ^{rv}	42% ^v	35%	40%	29%
NET: Rural	397	168	229	35	43	49	71	80	118	103	115	79	100	45	11	28	44	22	44	37	52	7	66	41	60	138	18
	20%	17%	22% ^a	16%	12%	15%	20% ^e	27% ^{def}	25% ^{def}	19%	20%	19%	20%	25% ^{opr} ^v	13% ^v	12% ^v	26% ^{opr} ^v	12% ^v	29% ^{opr} ^v	37% ^{opr} ^{vwx}	27% ^{opr} ^v	3%	23% ^{prv}	23% ^{prv}	18%	17%	11%
Village	334	141	193	28	38	43	61	66	98	77	101	64	92	27	9	26	40	19	38	32	47	6	61	29	58	111	14
	17%	14%	19% ^a	12%	11%	13%	17% ^e	22% ^{def}	21% ^{def}	14%	18%	16%	19%	15% ^v	11% ^v	11% ^v	23% ^{opr} ^v	10% ^v	26% ^{nop} ^{rv}	32% ^{nop} ^{rvx}	24% ^{nopr} ^v	2%	21% ^{prv}	16% ^v	17%	13%	8%
Hamlet & Isolated Dwelling	63	27	36	7	4	6	10	14	20	26	15	15	8	18	2	1	4	3	6	5	6	1	5	12	3	27	4
	3%	3%	3%	3%	1%	2%	3%	5% ^e	4% ^e	5% ^m	3%	4%	2%	10% ^{opqr} ^{suvw}	2%	1%	2%	2%	4% ^{pv}	5% ^{pv}	3% ^v	*	2%	6% ^{prvw}	1%	3% ^A	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 35
Which of the following best describes where you live?
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Urban	1629 80%	67 87%e	207 82%e	271 80%	297 81%	209 74%	140 83%	78 81%	55 87%e	185 81%
Urban - Population over 10,000	855 42%	37 48%	116 46%c	125 37%	163 44%	111 39%	66 39%	41 43%	32 52%c	94 41%
Town and Fringe	774 38%	30 38%	91 36%	146 43%	135 37%	99 35%	74 44%	36 38%	22 36%	91 40%
NET: Rural	397 20%	10 13%	46 18%	67 20%	70 19%	73 26%abh	29 17%	18 19%	8 13%	42 19%
Village	334 17%	8 11%	37 15%	58 17%	59 16%	64 23%abdi	26 15%	14 15%	8 13%	32 14%
Hamlet & Isolated Dwelling	63 3%	2 2%	9 3%	10 3%	10 3%	8 3%	3 2%	4 4%	-	11 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 36

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		Public (A)	Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
NET: Working	1169	623	546	123	297	263	271	156	58	326	379	271	193	94	53	134	103	99	87	51	111	174	164	101	345	824	136
	58%	63%b	53%	55%i	85% ^{dgh}	81% ^{dhi}	76% ^{dhi}	52%i	12%	59% ^m	67% ^{jm}	66% ^{jm}	39%	53%	62%	57%	60%	55%	59%	50%	57%	64% ^{nt}	58%	56%	100%	100%	79%
NET: Employed	1062	560	501	117	277	247	240	131	49	298	351	239	174	84	51	122	98	95	82	45	97	152	148	87	340	721	123
	52%	57% ^b	48%	52%i	79% ^{dgh}	76% ^{dgh}	67% ^{dhi}	44%i	10%	54% ^m	62% ^{jm}	58% ^m	35%	47%	59%	52%	58%	53%	55%	45%	50%	56%	52%	48%	99% ^B	88%	72%
Working full time - working 30 hours per week or more	850	496	354	97	239	208	186	99	21	251	281	190	128	69	44	101	78	77	65	36	78	117	114	70	270	580	99
	42%	50% ^b	34%	43% ^{hi}	68% ^{dgh}	64% ^{dgh}	52% ^{hi}	33%i	5%	45% ^m	49% ^m	46% ^m	26%	39%	51%	43%	46%	43%	44%	36%	40%	43%	40%	39%	78% ^B	70%	57%
Working part-time - working between 8 and 29 hours per week	212	65	147	19	38	39	54	33	28	46	70	50	46	15	7	21	21	18	16	9	19	35	33	18	70	141	25
	10%	7%	14% ^a	9%	11%i	12%i	15% ^{di}	11%i	6%	8%	12% ^j	12%	9%	8%	8%	9%	12%	10%	11%	9%	10%	13%	12%	10%	20%	17%	14%
NET: Self-employed	107	62	45	7	21	16	31	24	9	28	29	32	19	10	3	12	4	4	5	5	13	22	16	13	5	102	13
	5%	6%	4%	3%	6%i	5%i	9% ^{di}	8% ^{di}	2%	5%	5%	8% ^m	4%	6%	3%	5%	3%	2%	3%	5%	7% ^r	8% ^{qr}	6%	7% ^r	1%	12% ^A	7%
Self-employed - working 30 hours per week or more	74	51	23	5	16	11	22	17	5	18	21	24	11	7	1	10	3	2	2	4	8	15	13	8	4	70	9
	4%	5% ^b	2%	2%	4%i	3%i	6% ^{di}	6%i	1%	3%	4%	6% ^m	2%	4%	2%	4%	2%	2%	2%	4%	4%	6% ^r	5%	4%	1%	9% ^A	5%
Self-employed - working between 8 and 29 hours per week	34	12	22	2	5	5	9	8	4	11	8	8	7	3	1	2	2	1	2	2	5	7	3	5	1	32	3
	2%	1%	2%	1%	1%	2%	3%	3%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	3%	2%	1%	3%	*	4% ^A	2%
NET: Not working	857	366	491	102	53	61	87	144	410	227	190	140	300	82	32	99	67	82	61	50	84	99	120	80	-	-	36
	42%	37%	47% ^a	45% ^{efg}	15%	19%	24% ^e	48% ^{efg}	88% ^{cdef}	41% ^{kl}	33%	34%	61% ^{ijkl}	47% ^v	38%	43%	40%	45%	41%	50% ^v	43%	36%	42%	44%	-	-	21%
Not working but seeking work or temporarily unemployed or sick	89	50	39	11	14	15	27	18	5	8	6	7	68	10	1	8	7	8	7	8	5	16	11	8	-	-	*
	4%	5%	4%	5%i	4%i	5%i	8%i	6%i	1%	1%	1%	2%	14% ^{ijkl}	6%	1%	3%	4%	4%	5%	8%	3%	6%	4%	4%	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 36

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Not working and not seeking work	93	37	56	3	10	15	24	35	6	5	11	8	69	6	3	3	7	13	17	6	11	6	13	9	-	-	2
	5%	4%	5%	1%	3%	5% _{ei}	7% _{dei}	12% _{defg}	1%	1%	2%	2%	14% _{ijkl}	4%	4%	1%	4%	7% _{pv}	11% _{npqv}	6% _p	6% _{pv}	2%	5% _p	5% _p	-	-	1%
Student	102	41	61	84	12	3	2	-	-	32	38	13	19	10	1	11	12	10	7	8	5	17	10	12	-	-	15
	5%	4%	6%	37% _{efgh}	4% _{ghi}	1% _i	1%	-	-	6%	7% _l	3%	4%	6%	1%	5%	7%	5%	5%	8%	3%	6%	4%	7%	-	-	9%
Retired on a state pension only	96	27	69	-	-	-	-	1	96	10	9	13	64	9	8	10	7	9	7	5	13	5	14	10	-	-	1
	5%	3%	7% _a	-	-	-	-	*	20% _{defgh}	2%	2%	3%	13% _{ijkl}	5%	9% _v	4%	4%	5% _v	4%	5%	7% _v	2%	5% _v	5% _v	-	-	1%
Retired with a private pension	366	193	173	-	-	-	1	68	298	160	112	68	26	33	14	55	30	29	18	18	34	40	60	36	-	-	14
	18%	20%	17%	-	-	-	*	23% _{defg}	64% _{defgh}	29% _{klm}	20% _m	17% _m	5%	19%	17%	23% _{sv}	18%	16%	12%	18%	18%	15%	21% _s	20%	-	-	8%
House person, housewife, househusband, etc.	110	18	92	4	17	28	34	23	5	12	15	31	53	14	5	13	4	13	6	5	15	16	12	6	-	-	4
	5%	2%	9% _a	2%	5% _i	8% _{di}	9% _{dei}	8% _{di}	1%	2%	3%	8% _{jk}	11% _{jk}	8%	6%	6%	3%	7%	4%	5%	8% _q	6%	4%	3%	-	-	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 37

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Working	1169 58%	26 34%	83 33%	158 47%b	208 57%abc	180 64%abc	129 76%abcd e	75 78%abcd e	48 76%abcd	180 79%abcde
NET: Employed	1062 52%	22 29%	63 25%	143 42%ab	192 52%abc	164 58%abc	118 70%abcd e	72 74%abcd e	45 72%abcd	170 75%abcde
Working full time - working 30 hours per week or more	850 42%	9 11%	25 10%	107 32%ab	161 44%abc	136 48%abc	102 60%abcd e	53 55%abc	41 65%abcd e	156 68%abcde
Working part-time - working between 8 and 29 hours per week	212 10%	13 17%di	38 15%di	36 11%	31 8%	28 10%	16 9%	18 19%cdefh i	4 7%	14 6%
NET: Self-employed	107 5%	4 5%	20 8%	15 4%	16 4%	16 6%	11 6%	4 4%	2 4%	10 5%
Self-employed - working 30 hours per week or more	74 4%	* 1%	14 6%	10 3%	12 3%	9 3%	9 5%	2 2%	2 3%	9 4%
Self-employed - working between 8 and 29 hours per week	34 2%	3 4%	7 3%	5 1%	4 1%	6 2%	2 1%	2 2%	1 1%	2 1%
NET: Not working	857 42%	51 66%defg hi	169 67%defg hi	180 53%defg hi	159 43%fghi	102 36%fgi	40 24%	21 22%	15 24%	47 21%
Not working but seeking work or temporarily unemployed or sick	89 4%	22 28%bcde fghi	27 11%cdefg hi	10 3%	12 3%	5 2%	2 1%	1 1%	* 1%	4 2%
Not working and not seeking work	93 5%	10 14%cdef ghi	28 11%cdefg hi	14 4%i	22 6%egi	7 2%	3 2%	- -	- -	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
 * small base

Prepared by Populus



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 37

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Student	102 5%	9 11% g	10 4%	15 4%	12 3%	9 3%	3 2%	3 3%	4 7%	25 11% bcdefg
Retired on a state pension only	96 5%	4 5% i	35 14% acdef ghi	20 6% efi	21 6% efi	5 2%	2 1%	1 1%	- -	- -
Retired with a private pension	366 18%	3 4%	47 19% ai	90 27% abdf ghi	73 20% ai	65 23% agi	28 16% ai	11 12%	9 14%	16 7%
House person, housewife, househusband, etc.	110 5%	3 4%	22 9% efi	31 9% defi	18 5% i	11 4% i	3 2%	5 5% i	2 3%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 38

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender			Age						Social Grade				Region									Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	320	174	145	52	73	60	69	41	23	82	101	84	53	27	12	37	31	24	25	14	23	52	42	31	65	254	44
	16%	18%b	14%	23%hi	21%hi	19%i	19%i	14%i	5%	15%	18%m	20%jm	11%	15%	14%	16%	18%	13%	17%	14%	12%	19%	15%	17%	19%	31%A	26%
NET: Working	811	432	379	71	217	192	192	108	30	244	269	176	122	62	40	91	69	72	58	35	83	116	123	62	275	525	89
	40%	44%b	37%	32%i	62%dgh	59%dhi	54%dhi	36%i	6%	44%m	47%m	43%m	25%	35%	47%	39%	40%	40%	39%	35%	43%	42%	43%	34%	80%B	64%	52%
NET: Employed	734	384	349	68	199	183	167	93	23	218	251	154	111	56	38	81	68	70	55	32	73	97	111	53	272	452	78
	36%	39%b	34%	30%i	57%dgh	56%dgh	47%dhi	31%i	5%	39%m	44%m	37%m	23%	32%	45%x	35%	40%	39%	37%	32%	38%	35%	39%x	29%	79%B	55%	45%
Working full time - working 30 hours per week or more	604	339	265	58	173	154	139	66	14	187	202	125	90	46	33	68	54	60	44	27	64	75	88	44	226	373	63
	30%	34%b	26%	26%i	49%dgh	48%dgh	39%dhi	22%i	3%	34%m	35%m	30%m	18%	26%	39%x	29%	32%	33%	30%	26%	33%	28%	31%	25%	65%B	45%	37%
Working part-time - working between 8 and 29 hours per week	129	45	85	10	27	29	28	27	9	31	49	29	21	9	5	13	13	10	11	5	9	22	23	8	46	79	15
	6%	5%	8%a	4%	8%i	9%i	8%i	9%i	2%	6%	9%m	7%	4%	5%	6%	6%	8%	6%	7%	5%	5%	8%	8%	5%	13%	10%	9%
NET: Self-employed	78	48	30	3	18	10	25	15	7	26	18	22	12	6	1	10	1	2	3	3	10	19	12	10	3	73	11
	4%	5%b	3%	2%	5%di	3%	7%dfi	5%di	1%	5%	3%	5%m	2%	4%	2%	4%q	*	1%	2%	3%	5%q	7%qr	4%q	5%q	1%	9%A	6%
Self-employed - working 30 hours per week or more	35	26	9	1	10	3	14	6	1	9	9	12	5	2	1	7	-	1	2	-	5	10	6	1	2	33	4
	2%	3%b	1%	*	3%i	1%	4%dfi	2%i	*	2%	2%	3%	1%	1%	2%	3%q	-	1%	1%	-	3%	4%qx	2%	*	1%	4%A	3%
Self-employed - working between 8 and 29 hours per week	43	23	21	3	8	6	11	9	6	17	9	11	7	5	-	3	1	1	2	3	5	9	6	9	1	40	6
	2%	2%	2%	1%	2%	2%	3%	3%	1%	3%	2%	3%	1%	3%	-	1%	*	1%	1%	3%	2%	3%	2%	5%qr	*	5%A	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 38

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
NET: Not working	895	382	513	101	60	72	97	150	415	228	199	151	317	87	33	105	70	84	64	52	88	106	119	87	5	44	39
	44%	39%	49%a	45%efg	17%	22%	27%e	50%efg	89%def	41%k	35%	37%	64%jkl	49%v	39%	45%	41%	47%	43%	51%v	45%	39%	42%	48%	1%	5%A	23%
Not working but seeking work or temporarily unemployed or sick	113	61	52	17	19	23	32	17	5	10	15	15	73	15	1	16	10	9	6	9	8	19	9	12	5	28	2
	6%	6%	5%	8%i	5%i	7%i	9%i	6%i	1%	2%	3%	4%	15%jkl	8%w	1%	7%	6%	5%	4%	9%w	4%	7%w	3%	6%	1%	3%	1%
Not working and not seeking work	107	45	62	4	10	17	26	41	8	5	11	12	78	7	4	3	9	12	20	7	10	10	15	10	1	11	2
	5%	5%	6%	2%	3%	5%di	7%dei	14%defg	2%	1%	2%	3%j	16%jkl	4%	5%	1%	5%p	7%p	13%npqu	6%p	5%p	4%	5%p	6%p	*	1%	1%
Student	95	39	57	77	12	5	2	-	-	29	36	14	17	9	1	8	10	8	8	8	5	15	10	13	-	1	15
	5%	4%	5%	34%efgh	3%ghi	1%i	1%	-	-	5%	6%lm	3%	3%	5%	1%	4%	6%	5%	6%	8%	3%	6%	4%	7%u	-	*	9%
Retired on a state pension only	97	27	70	-	-	-	-	1	96	10	9	13	65	9	8	10	7	10	7	5	12	5	14	10	-	-	1
	5%	3%	7%a	-	-	-	-	*	21%defg	2%	2%	3%	13%jkl	5%	9%v	4%	4%	6%	4%	5%	6%v	2%	5%	5%	-	-	1%
Retired with a private pension	370	194	176	-	-	-	1	68	302	160	113	70	27	34	14	55	30	29	18	18	36	40	60	37	-	2	15
	18%	20%	17%	-	-	-	*	23%def	64%def	29%klm	20%m	17%am	5%	19%	17%	24%sv	18%	16%	12%	18%	19%	15%	21%st	20%	-	*	9%
House person, housewife, househusband, etc.	113	17	96	4	19	26	35	25	4	13	14	28	57	14	5	12	4	16	6	5	17	16	11	6	-	3	4
	6%	2%	9%a	2%	5%di	8%di	10%dei	8%di	1%	2%	3%	7%jk	12%jkl	8%q	6%	5%	3%	9%qx	4%	5%	9%qwx	6%	4%	3%	-	*	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 39

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	320 16%	9 11%	31 12%	48 14%	56 15%	50 18%	30 18%	26 27%abcd i	11 17%	32 14%
NET: Working	811 40%	12 16%	45 18%	104 31%ab	146 40%abc	126 45%abc	94 56%abcd e	48 50%abc	36 57%abcd	151 66%abcdeg
NET: Employed	734 36%	11 14%	31 12%	92 27%ab	134 36%abc	117 42%abc	85 50%abcd	46 48%abc	33 52%abcd	141 62%abcdefg
Working full time - working 30 hours per week or more	604 30%	4 6%	10 4%	72 21%ab	115 31%abc	102 36%abc	74 44%abcd	36 37%abc e	32 52%abcd	129 57%abcdefg
Working part-time - working between 8 and 29 hours per week	129 6%	6 8%	22 9%h	20 6%	18 5%	15 5%	11 6%	10 11%h	1 1%	11 5%
NET: Self-employed	78 4%	2 2%	14 5%	13 4%	13 3%	9 3%	9 5%	1 1%	3 5%	10 4%
Self-employed - working 30 hours per week or more	35 2%	* 1%	3 1%	8 2%	4 1%	6 2%	5 3%	1 1%	1 1%	5 2%
Self-employed - working between 8 and 29 hours per week	43 2%	1 1%	11 4%ceg	5 1%	8 2%	3 1%	4 2%	- -	2 3%	5 2%
NET: Not working	895 44%	56 73%cdef ghi	176 70%cdef ghi	186 55%defg hi	165 45%fghi	106 38%fgi	45 27%	22 23%	16 25%	45 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
 * small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 39

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Not working but seeking work or temporarily unemployed or sick	113 6%	24 31% fghi	26 10% i	14 4% cdefg	19 5% e	5 2%	5 3%	2 2%	2 3%	7 3%
Not working and not seeking work	107 5%	14 18% ghi	34 13% hi	16 5% cdefg	23 6% gi	8 3% i	3 2%	* *	- -	- -
Student	95 5%	8 10% bdef	10 4%	16 5%	10 3%	9 3%	4 2%	3 3%	3 5%	20 9% bdef
Retired on a state pension only	97 5%	4 6% fi	35 14% cdefg hi	20 6% efi	21 6% efi	5 2%	2 1%	1 1%	- -	- -
Retired with a private pension	370 18%	3 4%	48 19% ai	91 27% abdf ghi	73 20% ai	66 24% agi	28 16% ai	11 12%	9 14%	16 7%
House person, housewife, househusband, etc.	113 6%	3 4%	23 9% efi	29 8% fi	19 5% i	13 5%	3 2%	5 5%	2 3%	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 40
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	1175	629	546	124	286	265	271	165	64	347	354	276	198	93	45	128	87	103	89	54	122	184	161	109	327	848	137
Weighted base	1169	623	546	123	297	263	271	156	58*	326	379	271	193	94*	53*	134	103*	99*	87*	51*	111	174	164	101*	345	824	136
NET: Public Sector	345	144	202	32	94	89	78	40	12	99	137	67	42	30	19	40	38	33	25	17	31	54	38	20	345	-	50
	30%	23%	37%a	26%	32%	34%i	29%	26%	20%	30%m	36%lm	25%	22%	32%	37%x	30%	37%wx	33%x	29%	34%	28%	31%	23%	20%	100%B	-	37%
A nationalised industry/state corporation	24	22	2	3	14	5	1	*	-	8	6	7	4	-	2	6	-	2	4	-	1	5	4	*	24	-	7
	2%	4%b	*	2%	5%gh	2%	1%	*	-	2%	2%	3%	2%	-	4%	4%	-	2%	4%	-	1%	3%	2%	*	7%B	-	5%
Central government or civil service (including Courts service and Bank of England)	25	15	10	1	2	10	9	3	-	12	7	6	-	4	1	2	3	4	2	-	1	3	2	4	25	-	1
	2%	2%	2%	1%	1%	4%e	3%e	2%	-	4%m	2%	2%	-	4%	2%	2%	3%	4%	2%	-	1%	2%	1%	4%	7%B	-	1%
Local government or council (including fire services, police and local authority controlled schools/colleges)	138	46	93	10	32	41	32	19	4	38	66	24	10	5	6	14	22	12	11	6	17	18	23	3	138	-	21
	12%	7%	17%a	8%	11%	16%	12%	12%	7%	12%m	18%jm	9%	5%	5%	11%	10%	22%npv	12%x	13%x	13%x	15%nx	11%x	14%x	3%	40%B	-	16%
A university, or other grant funded establishment (include opted-out schools)	28	16	12	4	8	7	4	3	1	14	10	3	2	2	3	2	1	2	1	1	3	8	4	2	28	-	7
	2%	3%	2%	3%	3%	3%	2%	2%	2%	4%lm	3%	1%	1%	2%	5%	1%	1%	2%	1%	1%	2%	5%	2%	2%	8%B	-	5%
A health authority or NHS Trust	86	29	58	9	26	18	20	10	3	17	38	16	15	12	4	11	10	10	6	9	4	11	4	6	86	-	6
	7%	5%	11%a	8%	9%	7%	7%	7%	6%	5%	10%j	6%	8%	13%LW	8%	8%w	10%w	10%w	7%	17%UVWX	4%	6%	2%	6%	25%B	-	4%
The armed forces	5	3	3	1	2	-	2	1	-	1	2	1	2	1	-	-	-	-	1	1	2	-	-	1	5	-	2
	*	*	1%	1%	1%	-	1%	1%	-	*	*	*	1%	1%	-	-	-	-	1%	2%	2%	-	-	1%	2%B	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 40
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age						Social Grade				Region								Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)		South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1169	623	546	123	297	263	271	156	58*	326	379	271	193	94*	53*	134	103*	99*	87*	51*	111	174	164	101*	345	824	136
Other public sector occupation (Please specify as much detail as possible)	37	14	24	4	10	8	9	3	3	9	8	10	10	6	4	5	1	3	1	1	4	9	2	3	37	-	6
	3%	2%	4%	3%	3%	3%	3%	2%	5%	3%	2%	4%	5%	6%	7%	4%	1%	3%	1%	1%	3%	5%	1%	3%	11%B	-	4%
NET: Private Sector	824	479	345	91	203	174	193	116	47	227	242	204	151	64	34	94	65	66	61	34	79	120	126	81	-	824	86
	70%	77%b	63%	74%	68%	66%	71%	74%	80%f	70%	64%	75%k	78%jk	68%	63%	70%	63%	67%	71%	66%	72%	69%	77%q	80%oqr	-	100%A	63%
A charity, voluntary organisation or trust	44	14	29	4	11	9	9	9	2	13	18	5	7	3	1	7	6	3	3	-	2	6	4	7	-	44	9
	4%	2%	5%a	4%	4%	3%	3%	6%	3%	4%	5%	2%	4%	3%	3%	5%	6%	3%	3%	-	2%	4%	3%	7%	-	5%A	7%
Self-employed (Private sector)	147	95	52	8	31	20	42	30	15	42	43	40	22	14	4	16	7	8	8	4	14	32	24	17	-	147	18
	13%	15%b	9%	7%	11%	8%	16%df	20%def	26%def	13%	11%	15%	12%	15%	7%	12%	6%	8%	9%	8%	13%	18%qr	15%	17%q	-	18%A	13%
None of the above/ I work in the Private sector	633	369	263	79	161	145	142	76	30	172	181	159	121	48	29	70	52	55	51	30	63	82	97	56	-	633	58
	54%	59%b	48%	64%h	54%	55%	52%	49%	51%	53%	48%	59%k	63%jk	51%	54%	53%	51%	56%	59%	58%	57%	47%	59%v	56%	-	77%A	43%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 41
Do you work in any of the following occupations?
Base: All respondents who work

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	1175	32	99	170	212	187	126	75	48	150
Weighted base	1169	26**	83*	158	208	180	129	75*	48*	180
NET: Public Sector	345	7	21	52	64	50	34	20	13	62
	30%	26%	25%	33%	31%	28%	27%	27%	28%	34%
A nationalised industry/state corporation	24	-	3	3	2	3	3	1	3	6
	2%	-	3%	2%	1%	2%	2%	2%	5%	3%
Central government or civil service (including Courts service and Bank of England)	25	-	1	4	9	2	2	-	2	5
	2%	-	1%	2%	4%	1%	2%	-	3%	3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	138	1	7	16	30	25	18	11	3	19
	12%	5%	9%	10%	15%	14%	14%	15%	6%	11%
A university, or other grant funded establishment (include opted-out schools)	28	2	1	3	3	7	2	1	2	4
	2%	7%	1%	2%	2%	4%	1%	1%	5%	2%
A health authority or NHS Trust	86	3	4	17	16	9	8	5	3	19
	7%	12%	5%	10%	8%	5%	7%	7%	5%	10%
The armed forces	5	-	-	1	2	-	-	-	-	1
	*	-	-	1%	1%	-	-	-	-	*
Other public sector occupation (Please specify as much detail as possible)	37	1	5	9	1	3	1	2	1	8
	3%	2%	7% ^{df}	6% ^{df}	1%	2%	1%	2%	3%	4% ^d

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
 * small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 41
Do you work in any of the following occupations?
Base: All respondents who work

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Weighted base	1169	26**	83*	158	208	180	129	75*	48*	180
NET: Private Sector	824	19	62	106	143	130	94	55	35	118
	70%	74%	75%	67%	69%	72%	73%	72%	66%	
A charity, voluntary organisation or trust	44	1	2	4	5	10	4	7	1	9
	4%	4%	3%	2%	2%	5%	3%	10%cd	1%	5%
Self-employed (Private sector)	147	8	23	25	22	20	14	5	5	14
	13%	31%	28%cd	15%ghi	11%	11%	11%	6%	10%	8%
None of the above/ I work in the Private sector	633	10	37	78	116	101	76	43	29	95
	54%	40%	44%	50%	56%	56%	59%b	57%	61%	53%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
*** small base; ** very small base (under 30) ineligible for sig testing**

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 42
Do you have any children aged 18 or under? If so, how old are they?
 Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
No children aged 18 or under	1489	725	763	203	201	131	218	273	463	426	432	275	355	131	64	171	125	122	107	74	144	190	218	143	211	528	104
	73%	73%	74%	90%efg	57%f	40%	61%f	91%efg	99%defgh	77%l	76%l	67%	72%	74%	75%	73%	73%	67%	73%	73%	74%	70%	77%r	79%rv	61%	64%	61%
NET: Yes	526	255	271	19	145	192	140	26	5	120	136	135	135	45	21	62	44	59	39	28	48	79	65	37	132	291	63
	26%	26%	26%	8%i	41%dhi	59%deg	39%dhi	9%i	1%	22%	24%	33%jk	27%j	26%	25%	27%	26%	33%wx	26%	27%	25%	29%	23%	20%	38%	35%	37%
NET: Any 5-18	431	213	219	7	91	170	135	24	4	90	113	113	115	38	19	58	35	48	32	22	40	63	49	28	109	238	43
	21%	21%	21%	3%i	26%dhi	53%deg	38%dehi	8%di	1%	16%	20%	28%jk	23%j	21%	22%	25%x	20%	26%wx	22%	22%	21%	23%	17%	16%	32%	29%	25%
NET: Any 11-18	280	140	140	3	23	110	115	24	4	56	76	67	81	26	16	35	20	29	21	13	23	43	31	22	69	148	21
	14%	14%	13%	1%	7%di	34%deh	32%dehi	8%di	1%	10%	13%	16%j	16%j	15%	18%	15%	12%	16%	14%	13%	12%	16%	11%	12%	20%	18%	12%
Yes - children aged under 5 years old	188	95	94	14	101	61	9	1	2	47	53	50	38	21	8	16	14	28	15	10	17	26	22	12	43	107	32
	9%	10%	9%	6%ghi	29%dfghi	19%dg	2%i	*	*	9%	9%	12%am	8%	12%	9%	7%	8%	16%puw	10%	9%	8%	9%	8%	7%	13%	13%	19%
Yes - children aged 5 to 10 years old	236	113	123	4	78	98	53	2	-	55	55	66	60	18	8	35	22	29	14	12	25	30	27	16	61	133	29
	12%	11%	12%	2%i	22%dghi	30%deg	15%dhi	1%	-	10%	10%	16%jk	12%	10%	9%	15%	13%	16%x	10%	12%	13%	11%	10%	9%	18%	16%	17%
Yes - children aged 11 to 15 years old	217	115	101	3	23	89	87	13	2	42	57	53	65	18	7	27	15	22	14	11	21	37	25	17	53	107	20
	11%	12%	10%	1%	6%di	27%deh	24%dehi	4%i	*	8%	10%	13%j	13%j	10%	9%	12%	9%	12%	10%	11%	11%	14%	9%	9%	15%	13%	11%
Yes - children aged 16 to 18 years old	113	46	67	-	3	42	52	15	2	17	37	25	34	9	12	11	6	13	13	3	10	16	11	9	31	59	7
	6%	5%	6%	-	1%	13%deh	14%dehi	5%dei	*	3%	6%j	6%j	7%j	5%	14%npqt	5%	3%	7%	9%	3%	5%	6%	4%	5%	9%	7%	4%
Refused	11	8	3	4	4	1	1	1	-	7	1	1	2	-	-	-	1	-	2	-	3	4	1	1	3	5	5
	1%	1%	*	2%i	1%i	*	*	*	-	1%k	*	*	*	-	-	-	1%	-	1%	-	1%	2%	*	*	1%	1%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 43
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
No children aged 18 or under	1489 73%	55 71%	198 78%efgh	269 80%efgh	276 75%g	191 68%	113 67%	59 61%	41 65%	166 73%
NET: Yes	526 26%	22 28%	54 22%	69 20%	88 24%	87 31%bc	56 33%bcd	37 39%bcdi	21 34%c	59 26%
NET: Any 5-18	431 21%	17 23%	47 18%	53 16%	69 19%	69 24%c	48 28%bcd	34 35%bcdi	16 25%	53 23%
NET: Any 11-18	280 14%	12 15%	32 13%	36 11%	46 13%	41 14%	31 18%c	15 16%	10 16%	36 16%
Yes - children aged under 5 years old	188 9%	6 8%	17 7%	28 8%	33 9%	31 11%	20 12%	14 14%bi	9 14%	15 7%
Yes - children aged 5 to 10 years old	236 12%	7 9%	26 10%	28 8%	33 9%	39 14%c	31 18%bcd	24 25%abcd	8 13%	31 14%
Yes - children aged 11 to 15 years old	217 11%	10 13%	25 10%	25 7%	35 9%	30 11%	24 14%c	15 16%c	8 12%	30 13%c
Yes - children aged 16 to 18 years old	113 6%	6 8%	9 4%	18 5%	20 5%	17 6%	15 9%b	3 3%	3 5%	10 4%
Refused	11 1%	1 1%	1 *	1 *	3 1%	4 1%	- -	- -	1 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
 * small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 44
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
Anglia	210 10%	98 10%	113 11%	23 10%	29 8%	34 11%	44 12%	30 10%	50 11%	49 9%	56 10%	53 13%	52 11%	-	-	1 *	1 *	2 1%	27 18% nopq rtvwx	-	168 86% nopq rstvwx	2 1%	10 4% npvx	* *	34 10%	96 12%	17 10%	
Border	17 1%	10 1%	7 1%	2 1%	4 1%	* *	2 1%	2 1%	6 1%	3 *	3 1%	6 1%	5 1%	9 5% qrst uvwxy	-	8 3% qrsu vwxy	-	-	-	-	-	-	-	-	2 1%	5 1%	-	
Central	268 13%	134 14%	134 13%	27 12%	49 14%	47 14%	57 16% i	39 13%	49 11%	66 12%	72 13%	58 14%	72 15%	3 2% v	-	3 1%	-	172 96% nop qstuvw x	84 57% nopq tuvwx	-	-	-	4 2%	1 1%	50 14%	101 12%	27 15%	
Granada	215 11%	95 10%	120 12%	14 6%	37 11%	32 10%	39 11%	37 12% d	57 12% d	56 10%	56 10%	48 12%	54 11%	-	-	215 92% noqr stuvwxy	-	-	-	-	-	-	-	-	40 12%	82 10%	11 7%	
London	419 21%	206 21%	213 21%	46 20%	93 26% ghi	68 21%	63 18%	57 19%	92 20%	140 25% lm	128 22% m	79 19%	73 15%	-	-	2 1%	-	3 1%	3 2%	-	25 13% nop qrstx	271 99% nop qrstuv x	110 39% nopq rstux	4 2%	71 21%	179 22%	53 30%	
Meridian	176 9%	95 10%	81 8%	14 6%	27 8%	32 10%	28 8%	36 12% d	40 8%	60 11%	41 7%	31 7%	45 9%	-	-	-	-	-	-	-	2 1%	-	157 55% nop qrstuv x	18 10% nopq rstuv	23 7%	79 10%	15 9%	
STV	164 8%	82 8%	82 8%	18 8%	28 8%	27 8%	30 8%	17 6%	43 9%	47 9%	55 10%	26 6%	35 7%	163 93% opqr stuvwxy	-	-	-	-	-	-	-	-	-	1 *	-	27 8%	63 8%	7 4%
Tyne Tees	81 4%	37 4%	44 4%	9 4%	10 3%	13 4%	15 4%	15 5%	20 4%	16 3%	25 4%	16 4%	24 5%	-	81 95% npqr stuvwxy	-	1 *	-	-	-	-	-	-	-	15 4%	34 4%	3 2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 44
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Wales	101	60	42	15	16	14	17	16	22	18	30	21	32	-	-	-	-	-	-	101	-	-	-	-	17	34	7
	5%	6%	4%	7%	5%	4%	5%	5%	5%	3%	5%	5%	6%j	-	-	-	-	-	-	100%nopq	-	-	-	-	5%	4%	4%
West	56	26	30	10	11	8	6	10	11	19	16	5	16	1	-	3	-	3	-	-	-	-	-	49	7	25	6
	3%	3%	3%	4%	3%	2%	2%	3%	2%	3%l	3%	1%	3%	1%	-	1%	-	2%vw	-	-	-	-	-	27%nopq	2%	3%	4%
Westcountry	110	49	61	14	15	12	25	13	31	29	26	28	27	-	-	-	-	1	-	-	-	-	1	109	13	49	11
	5%	5%	6%	6%	4%	4%	7%	4%	7%	5%	5%	7%	5%	-	-	-	-	*	-	-	-	-	*	60%nopq	4%	6%	7%
Yorkshire	208	98	110	33	32	36	33	27	47	50	60	41	57	-	5	1	169	-	33	-	1	-	-	-	44	79	15
	10%	10%	11%	15%	9%	11%	9%	10%	10%	9%	11%	10%	12%	-	5%nprt	*	99%noprstuvw	-	22%noprstuvw	-	*	-	-	-	13%	10%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 45
Which of the following ITV regions do you live in?
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Anglia	210 10%	3 4%	21 8%	37 11%	46 13% ^a	31 11%	16 10%	10 10%	5 7%	25 11%
Border	17 1%	- -	4 2%	2 1%	4 1%	2 1%	2 1%	- -	- -	2 1%
Central	268 13%	8 10%	37 15% ⁱ	50 15% ⁱ	67 18% ^{ei}	34 12%	23 14%	10 10%	6 9%	19 8%
Granada	215 11%	9 12%	25 10%	34 10%	30 8%	33 12%	20 12%	14 15% ⁱ	11 18% ^{di}	16 7%
London	419 21%	21 28%	52 21%	64 19%	71 19%	53 19%	35 21%	16 16%	17 27%	58 25%
Meridian	176 9%	8 11%	23 9%	26 8%	27 7%	22 8%	17 10%	13 13%	4 7%	25 11%
STV	164 8%	5 7%	24 10%	20 6%	25 7%	21 8%	12 7%	8 9%	6 9%	23 10%
Tyne Tees	81 4%	3 4%	10 4%	25 7% ^d ^{fi}	9 3%	12 4%	4 2%	1 2%	1 1%	6 3%
Wales	101 5%	5 7%	16 6%	19 6%	20 6%	22 8% ⁱ	6 3%	3 3%	1 2%	5 2%
West	56 3%	4 5%	6 2%	8 2%	8 2%	4 1%	5 3%	5 5%	5 7% ^e	6 3%
Westcountry	110 5%	2 2%	12 5%	11 3%	20 5%	14 5%	11 6%	5 5%	4 6%	18 8% ^c
Yorkshire	208 10%	8 11%	23 9%	42 12%	39 11%	33 12%	19 11%	11 12%	3 5%	24 11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 46
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Single	589 29%	303 31%	286 28%	174 77%efg hi	140 40%fgh i	100 31%hi	96 27%hi	48 16%i	31 7%	162 29%l	178 31%l	86 21%	163 33%l	48 27%	22 26%	58 25%	44 26%	55 31%	44 30%	30 29%	46 23%	117 43%nop qrstuw x	72 25%	51 29%	104 30%	264 32%	64 37%
NET: Married/ Civil partnership/ co habiting	1139 56%	591 60%b	548 53%	48 21%	201 57%d	204 63%d	209 58%d	192 64%d	285 61%d	321 58%m	305 54%m	289 70%jkm	224 46%	94 54%v	48 57%v	138 59%v	97 57%v	104 58%v	85 57%v	58 58%v	113 58%v	117 43%	178 63%v	104 58%v	203 59%	477 58%	97 56%
Married	824 41%	444 45%b	380 37%	11 5%	111 32%d	137 42%de	137 38%d	167 56%def g	261 56%def g	248 45%m	220 39%m	215 52%jkm	141 29%	68 38%	27 32%	105 45%v	64 37%	80 45%v	59 40%	38 37%	86 44%v	88 32%	135 48%ov	75 41%	134 39%	323 39%	75 43%
Civil Partnership	20 1%	10 1%	10 1%	2 1%	5 1%i	4 1%	8 2%hi	-	1 *	4 1%	2 *	9 2%k	6 1%	-	-	-	3 2%	1 *	1 1%	2 2%	3 1%	5 2%	5 2%	1 *	3 1%	14 2%	2 1%
Co Habiting	295 15%	137 14%	157 15%	35 16%hi	84 24%dhi	63 19%hi	64 18%hi	26 9%	23 5%	69 12%	83 15%	66 16%	78 16%	27 15%	21 25%ruv w	34 14%	30 18%v	24 13%	24 17%v	19 18%v	25 13%	24 9%	38 13%	29 16%v	66 19%	141 17%	20 12%
NET: Widowed/ separated/ divorced	280 14%	86 9%	194 19%a	-	2 1%	16 5%de	52 15%def	59 20%def	152 32%def gh	66 12%l	84 15%l	32 8%	98 20%jl	28 16%	14 17%	33 14%	29 17%	21 12%	19 13%	13 13%	34 17%	34 12%	32 11%	24 13%	33 10%	74 9%	11 6%
Widowed	86 4%	24 2%	62 6%a	-	2 1%	5 1%e	14 5%def g	64 14%defg h	22 4%l	27 5%l	5 1%	32 7%l	6 4%	3 4%	12 5%	10 6%	3 2%	4 3%	7 7%r	11 6%r	10 4%	9 3%	11 6%r	5 1%	14 2%	6 3%	
Separated	27 1%	12 1%	14 1%	-	2 1%	5 1%	7 2%	7 2%d	5 1%	5 1%	8 1%	5 1%	8 2%	3 2%	1 1%	2 1%	1 *	4 2%x	2 1%	2 2%	4 2%	6 2%x	1 *	-	5 1%	10 1%	-
Divorced	167 8%	50 5%	117 11%a	-	-	8 3%de	40 11%def	37 12%def	82 17%defg	39 7%	49 9%	22 5%	57 12%jl	18 10%	10 12%	19 8%	18 10%	13 7%	13 9%	5 5%	19 10%	18 6%	22 8%	13 7%	23 7%	51 6%	5 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 46
Marital Status
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Prefer not to answer	18	8	10	3	7	5	1	*	1	4	2	5	7	6	-	3	-	-	-	-	2	5	1	1	5	8	1
	1%	1%	1%	1%	2%	2%	*	*	*	1%	*	1%	1%	3%	qrs	1%	-	-	-	-	1%	2%	1%	*	2%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 47
Marital Status
Base: All respondents

Total	What is the combined annual income of your household, prior to tax being deducted?									
	Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)	
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Single	589 29%	40 52% bcde fghi	93 37% efgi	101 30% e	107 29% e	56 20%	36 21%	20 20%	19 30%	63 27%
NET: Married/ Civil partnership/ co habiting	1139 56%	25 32%	75 30%	153 45% b	213 58% abc	198 70% abcd	123 73% abcd	73 76% abcd	41 66% abc	160 70% abcd
Married	824 41%	18 24%	48 19%	113 33% b	159 43% abc	146 52% abc	95 56% abcd	56 58% abcd	27 43% ab	104 46% abc
Civil Partnership	20 1%	-	1 *	3 1%	5 1%	2 1%	4 3% b	-	-	4 2%
Co Habiting	295 15%	6 8%	26 10%	37 11%	48 13%	50 18% bc	24 14%	17 18%	14 23% abc	52 23% abcdf
NET: Widowed/ separated/ divorced	280 14%	12 16% fghi	82 33% acde fghi	82 24% defg hi	45 12% fgi	24 9% i	10 6% i	4 4%	2 4%	4 2%
Widowed	86 4%	3 5% i	28 11% cdefg hi	17 5% fi	14 4% i	9 3% i	1 1%	2 2% i	1 2%	-
Separated	27 1%	-	5 2%	8 2%	8 2%	2 1%	1 1%	1 1%	-	1 *
Divorced	167 8%	9 11% egi	49 19% defg hi	57 17% defgh i	23 6% gi	13 5% g	8 5% g	-	1 2%	3 1%
Prefer not to answer	18 1%	-	2 1%	2 1%	2 1%	3 1%	-	-	-	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
 * small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 48
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Glasgow	77 4%	44 4%	32 3%	11 5%	19 5%h	11 3%	17 5%	6 2%	13 3%	16 3%	29 5%	12 3%	20 4%	77 44%opqr stuvwx	-	-	-	-	-	-	-	-	-	-	15 4%	33 4%	3 2%
Edinburgh	88 4%	38 4%	50 5%	9 4%	13 4%	17 5%	11 3%	10 3%	29 6%g	30 5%	25 4%	16 4%	17 3%	87 49%opqr stuvwx	-	-	-	-	-	-	-	1 *	-	-	15 4%	27 3%	4 2%
Newcastle	84 4%	39 4%	45 4%	9 4%	10 3%	13 4%	14 4%	16 5%	22 5%	16 3%	26 5%	18 4%	24 5%	-	80 94%npqr stuvwx	4 2%	1 *	-	-	-	-	-	-	-	15 4%	34 4%	3 2%
Leeds	83 4%	44 4%	40 4%	16 7%f	17 5%	8 3%	14 4%	10 3%	17 4%	19 4%	26 5%	17 4%	20 4%	-	1 1%	-	81 48%nop stuvwx	-	1 1%	-	-	-	-	-	17 5%	29 4%	7 4%
Hull	49 2%	21 2%	29 3%	5 2%	8 2%	9 3%	8 2%	6 2%	14 3%	15 3%	14 2%	13 3%	7 1%	-	4 5%np stuvwx	-	39 23%nop stuvwx	-	6 4%np stuvwx	-	-	-	-	-	11 3%	19 2%	2 1%
Sheffield	53 3%	24 2%	28 3%	9 4%	7 2%	14 4%	7 2%	6 2%	10 2%	12 2%	15 3%	5 1%	21 4%l	-	-	-	42 25%nop stuvwx	-	10 7%nop stuvwx	-	-	-	-	-	12 3%	25 3%	1 1%
Manchester	157 8%	63 6%	94 9%a	17 7%	30 9%	22 7%	27 8%	24 8%	37 8%	43 8%	44 8%	31 8%	39 8%	-	-	142 61%noqr stuvwx	4 3%uvwx	10 5%nsuv wx	-	1 1%	-	-	-	-	33 10%	59 7%	9 5%
Liverpool	79 4%	39 4%	40 4%	3 1%	13 4%	19 6%d	16 4%d	15 5%d	14 3%	17 3%	23 4%	18 4%	21 4%	-	-	68 29%noqr stuvwx	-	-	-	10 10%noqr stuvwx	-	1 *	-	-	14 4%	39 5%	7 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 48
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Nottingham	89 4%	47 5%	42 4%	5 2%	16 5%	16 5%	21 6%	15 5%	16 3%	18 3%	27 5%	17 4%	27 6%	-	-	-	-	3 2%vw	79 53%nopq rtuvwx	-	7 3%npqv wx	-	-	-	24 7%B	30 4%	10 6%
Birmingham	166 8%	78 8%	88 8%	21 10%	36 10%	25 8%	34 9%	21 7%	29 6%	41 7%	43 8%	40 10%	43 9%	-	-	-	-	153 85%nopq stuvwx	12 8%nopq tuvwx	1 1%	-	1 *	-	-	31 9%	62 8%	18 11%
Norwich	73 4%	37 4%	36 3%	6 3%	12 3%	9 3%	18 5%	9 3%	19 4%	19 3%	19 3%	17 4%	18 4%	-	-	-	-	-	-	-	72 37%nopq rstvw	-	*	-	10 3%	30 4%	6 3%
Milton Keynes	66 3%	29 3%	38 4%	9 4%	9 3%	13 4%	12 3%	8 3%	15 3%	17 3%	13 2%	19 5%	18 4%	-	-	-	-	2 1%	27 18%nopq rtvwx	-	29 15%nopq rtvwx	-	8 3%npqv x	-	8 2%	33 4%	5 3%
Brighton	50 2%	28 3%	22 2%	5 2%	5 1%	8 3%	10 3%	10 3%	12 3%	16 3%	7 1%	13 3%	14 3%	-	-	-	-	-	-	-	1 *	-	49 17%nopq rstuv	-	5 2%	21 3%	3 2%
Oxford	26 1%	19 2%b	7 1%	8 3%fg	4 1%	2 1%	1 *	4 1%	6 1%	9 2%	8 1%	4 1%	5 1%	-	-	-	-	-	-	-	-	-	22 8%nopq rstuv	4 2%puv	3 1%	14 2%	3 2%
London	482 24%	244 25%	237 23%	49 22%	92 26%	81 25%	76 21%	73 24%	110 24%	163 30%lm	137 24%lm	92 22%	89 18%	-	-	-	2 1%	1 1%	2 1%	-	63 32%nop qrstx	271 99%nop qrstuv x	141 50%nopq rstux	2 1%	79 23%	211 26%	60 35%
Southampton	75 4%	33 3%	42 4%	5 2%	17 5%	16 5%	10 3%	10 3%	16 4%	22 4%	24 4%	13 3%	15 3%	-	-	-	-	-	-	-	-	1 *	47 17%nop qrstuv	26 15%nopq rstuv	13 4%	36 4%	7 4%
Bristol	72 4%	32 3%	40 4%	11 5%	16 4%	9 3%	12 3%	11 4%	13 3%	28 5%kl	14 3%	9 2%	21 4%	-	-	-	-	-	-	-	-	-	1 *	71 39%nopq rstuvw	9 2%	37 4%	7 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 48
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
Plymouth	63 3%	28 3%	35 3%	6 3%	5 1%	9 3%	17 5%e	6 2%	20 4%e	13 2%	18 3%	18 4%	15 3%	-	-	-	-	-	-	-	-	-	-	63 35%nopq rstuvw	9 3%	22 3%	7 4%
Cardiff	82 4%	48 5%	33 3%	16 7%e	9 2%	10 3%	13 4%	14 5%	20 4%	16 3%	24 4%	15 4%	27 6%j	-	-	-	-	-	-	81 80%nopq rsuvw	-	-	-	1 1%	10 3%	25 3%	7 4%
None of these	113 6%	54 5%	59 6%	6 2%	12 3%	13 4%	22 6%	25 8%def	35 8%de	24 4%	33 6%	24 6%	32 6%	13 7%oqv	-	19 8%oqv	1 *	11 6%oqv	11 8%oqv	8 8%oqv	22 12%oqvw	-	14 5%qv	13 7%oqv	13 4%	36 4%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 49
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Glasgow	77 4%	3 4%	15 6% ^{ce}	7 2%	19 5%	6 2%	6 4%	4 5%	4 6%	8 4%
Edinburgh	88 4%	3 4%	11 4%	14 4%	8 2%	14 5%	6 4%	2 2%	2 3%	15 7% ^d
Newcastle	84 4%	2 3%	10 4%	25 7% ^{dfi}	12 3%	13 4%	4 2%	1 2%	1 1%	6 3%
Leeds	83 4%	3 4%	7 3%	21 6%	14 4%	15 5%	7 4%	2 2%	1 2%	11 5%
Hull	49 2%	1 1%	6 2%	8 2%	7 2%	12 4%	7 4%	4 4%	1 2%	4 2%
Sheffield	53 3%	3 3%	6 3%	9 3%	17 5% ^{ei}	4 1%	5 3%	3 4%	1 1%	3 1%
Manchester	157 8%	6 8%	22 9%	21 6%	24 6%	20 7%	16 10%	15 15% ^{cdei}	6 10%	15 6%
Liverpool	79 4%	3 4%	9 3%	12 4%	12 3%	16 6%	6 4%	2 2%	4 7%	7 3%
Nottingham	89 4%	6 7%	14 6%	15 4%	19 5%	16 6%	4 2%	3 3%	3 5%	7 3%
Birmingham	166 8%	5 6%	18 7%	37 11% ⁱ	43 12% ⁱ	20 7%	15 9%	4 5%	4 7%	11 5%
Norwich	73 4%	2 2%	11 5%	9 3%	18 5%	11 4%	6 4%	2 3%	1 1%	8 3%
Milton Keynes	66 3%	1 1%	5 2%	10 3%	18 5%	10 3%	5 3%	2 2%	1 1%	8 3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 49

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Brighton	50 2%	3 4% ^d	7 3%	8 2%	3 1%	4 2%	5 3%	5 5% ^d	1 1%	11 5% ^d
Oxford	26 1%	-	3 1%	2 1%	4 1%	2 1%	4 2%	1 1%	3 4% ^{ce}	3 1%
London	482 24%	21 28%	59 23%	79 23%	82 22%	63 22%	39 23%	22 22%	20 32%	62 27%
Southampton	75 4%	2 3%	6 2%	9 3%	13 3%	10 3%	8 5%	7 7% ^{bc}	1 1%	14 6%
Bristol	72 4%	2 3%	6 2%	8 2%	9 2%	7 3%	5 3%	7 8% ^{bcde}	6 9% ^{bcdef}	15 6% ^{bcd}
Plymouth	63 3%	* *	10 4%	7 2%	14 4%	9 3%	6 4%	1 1%	1 1%	7 3%
Cardiff	82 4%	5 7% ⁱ	13 5% ⁱ	15 4%	18 5%	17 6% ^{fi}	3 2%	2 2%	1 1%	3 1%
None of these	113 6%	5 6%	16 6%	21 6%	15 4%	14 5%	11 6%	4 4%	2 3%	11 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 50
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
Up to £7,000	(3.5)	77 4%	39 4%	38 4%	13 6%i	9 3%	21 6%ei	13 4%i	17 6%i	5 1%	7 1%	21 4%jl	4 1%	46 9%jkl	7 4%	3 4%	9 4%	5 3%	7 4%	6 4%	5 5%	4 2%	15 6%u	10 4%	5 3%	7 2%	19 2%	8 5%
£7,001 to £14,000	(10.5)	253 12%	103 10%	150 14%a	18 8%	30 9%	34 10%	47 13%	38 13%	85 18%defh	32 6%	52 9%j	37 9%	131 27%jkl	26 15%	12 14%	30 13%	16 9%	17 10%	27 18%qrux	16 15%	19 10%	41 15%	31 11%	17 9%	21 6%	62 8%	13 8%
£14,001 to £21,000	(17.5)	338 17%	149 15%	189 18%	15 7%	55 16%d	42 13%d	61 17%d	58 19%df	106 23%def	61 11%	102 18%j	60 15%	116 24%jkl	23 13%	27 31%np	35 15%	33 20%	36 20%x	27 18%	19 19%	30 16%	39 14%	46 16%	21 12%	52 15%	106 13%	18 10%
£21,001 to £28,000	(24.5)	367 18%	181 18%	185 18%	30 13%	55 16%	57 18%	72 20%	60 20%	93 20%cd	74 13%	128 22%j	75 18%j	90 18%j	28 16%	10 12%	33 14%	34 20%	53 29%nop	23 16%	20 20%	45 23%opv	42 15%	49 17%	31 17%	64 19%	143 17%	29 17%
£28,001 to £34,000	(31)	282 14%	155 16%b	127 12%	15 6%	59 17%d	52 16%d	46 13%cd	41 14%cd	69 15%cd	98 18%lm	87 15%lm	51 12%	46 9%	22 12%	12 14%	35 15%	28 16%	20 11%	26 17%	22 22%nrwx	27 14%	35 13%	34 12%	21 12%	50 14%	130 16%	25 15%
£34,001 to £41,000	(37.5)	169 8%	94 9%	75 7%	10 5%	40 11%d	29 9%	32 9%	22 7%	36 8%	54 10%am	43 8%am	55 13%km	17 4%	15 8%	3 4%	21 9%	18 10%	19 10%	7 5%	6 5%	18 9%	20 7%	26 9%	17 9%	34 10%	94 11%	19 11%
£41,001 to £48,000	(44.5)	96 5%	49 5%	48 5%	16 7%g	16 5%	26 8%ghi	10 3%	11 4%	16 3%	28 5%am	33 6%am	27 6%am	8 2%	8 5%	1 2%	14 6%	10 6%	6 4%	5 3%	3 3%	11 5%	10 4%	18 6%	9 5%	20 6%	55 7%	16 9%
£48,001 to £55,000	(51.5)	63 3%	40 4%b	22 2%	16 7%fghi	17 5%i	7 2%	9 2%	6 2%	9 2%	35 6%km	9 2%lm	20 5%km	-	6 3%	1 1%	11 5%	3 2%	4 2%	3 2%	1 1%	7 4%	2 2%	11 4%	8 5%	13 4%	35 4%	16 9%
£55,001 to £62,000	(58.5)	60 3%	24 2%	36 3%	10 5%i	20 6%fi	7 2%	10 3%	7 2%	4 1%	23 4%am	16 3%	14 3%am	6 1%	6 4%	1 1%	7 3%	6 4%	2 1%	3 2%	1 1%	11 6%r	7 3%	9 3%	5 3%	13 4%	36 4%	2 1%
£62,001 to £69,000	(65.5)	47 2%	25 3%	22 2%	9 4%i	9 3%	12 4%i	6 2%	5 2%	6 1%	28 5%klm	9 2%lm	9 2%lm	1 *	4 2%	1 1%	1 1%	3 2%	2 1%	5 3%	3 3%	8 4%p	6 2%	7 3%	6 4%p	19 5%B	19 2%	5 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 50

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)		Private (B)	
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173	
£69,001 to £76,000	(72.5)	37	19	18	9	8	7	10	1	2	16	11	11	4	-	4	6	3	-	-	3	9	6	3	12	22	2	
		2%	2%	2%	4%hi	2%i	2%i	3%hi	*	*	3%lm	2%lm	3%lm	2%	-	2%	3%st	1%	-	-	1%	3%st	2%	1%	3%	3%	1%	
£76,001 to £83,000	(79.5)	26	12	14	7	6	1	6	1	4	15	4	5	2	5	-	2	-	3	1	1	6	2	6	7	9	1	
		1%	1%	1%	3%fhi	2%	*	2%	*	1%	3%km	1%	1%	*	3%qrw	-	1%	-	2%	1%	1%	2%	1%	3%qrw	2%	1%	*	
£83,001 or more	(86)	58	33	25	22	7	6	13	7	2	45	9	5	-	4	4	5	1	3	-	1	13	13	8	12	32	9	
		3%	3%	2%	10%efgh	2%	2%	4%i	2%i	*	8%klm	2%lm	1%lm	-	2%	5%tu	2%	3%	1%	2%	-	1%	5%rtu	5%rtu	5%rtu	4%	4%	5%
Prefer not to answer	154	65	89	34	20	23	23	25	30	39	46	40	30	19	10	24	3	9	10	5	10	24	20	22	22	60	9	
		8%	7%	9%	15%efgh	6%	7%	6%	8%	6%	7%	8%	10%	6%	11%q	12%q	10%q	2%	5%	7%	5%	5%	9%q	7%q	12%qr	6%	7%	5%
Average income (£000's)	30.30	31.52b	29.12	41.65e	33.18h	30.16i	30.52h	27.13	25.12	40.20k	28.99m	32.61k	18.91	31.39r	25.38	30.04t	30.74r	26.54	27.23	25.13	31.31o	31.38r	32.30o	35.11o	35.65	34.47	34.52	
				fghi	i	i	i			lm	m	k		t		t	t				rt	t	rst	prst				

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base; ** very small base (under 30) ineligible for sig testing

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 51

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		What is the combined annual income of your household, prior to tax being deducted?								
Total		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
Up to £7,000	(3.5) 4%	77 100% ghi	- bcdef	-	-	-	-	-	-	-
£7,001 to £14,000	(10.5) 12%	-	253 100% ghi	- acdef	-	-	-	-	-	-
£14,001 to £21,000	(17.5) 17%	-	-	338 100% ghi	- abdef	-	-	-	-	-
£21,001 to £28,000	(24.5) 18%	-	-	-	367 100% ghi	- abcef	-	-	-	-
£28,001 to £34,000	(31) 14%	-	-	-	-	282 100% ghi	- abcdf	-	-	-
£34,001 to £41,000	(37.5) 8%	-	-	-	-	-	169 100% ghi	- abcde	-	-
£41,001 to £48,000	(44.5) 5%	-	-	-	-	-	-	96 100% fhi	- abcde	-
£48,001 to £55,000	(51.5) 3%	-	-	-	-	-	-	-	63 100% fgi	-
£55,001 to £62,000	(58.5) 3%	-	-	-	-	-	-	-	-	60 26% abcdefgh
£62,001 to £69,000	(65.5) 2%	-	-	-	-	-	-	-	-	47 21% abcdefgh

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i
* small base

Prepared by Populus



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 51

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		What is the combined annual income of your household, prior to tax being deducted?								
Total		Up to £7k (a)	>£7k-£14k (b)	>£14k-£21k (c)	>£21k-£28k (d)	>£28k-£34k (e)	>£34k-£41k (f)	>£41k-£48k (g)	>£48k-£55k (h)	>£55k or more (i)
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
£69,001 to £76,000	(72.5)	37 2%	-	-	-	-	-	-	-	37 16%abcdefgh
£76,001 to £83,000	(79.5)	26 1%	-	-	-	-	-	-	-	26 11%abcdefgh
£83,001 or more	(86)	58 3%	-	-	-	-	-	-	-	58 25%abcdefgh
Prefer not to answer	154	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-
Average income (£000's)	30.30	3.50	10.50	17.50	24.50	31.00	37.50	44.50	51.50	71.63abcdefgh

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

* small base

Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 52
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2026	1007	1019	223	339	325	353	312	474	578	534	426	488	174	77	223	153	178	147	104	218	283	274	195	327	848	172
Weighted base	2026	989	1037	225	350	324	358	300	468	553	569	411	492	176	85*	233	170	180	148	101*	194	274	284	180	345	824	173
NET: Yes	497 25%	232 23%	265 26%	30 13%	61 17%	74 23% ^d	106 30% ^d	86 29% ^d	139 30% ^d	98 18%	115 20%	95 23% ^j	190 39% ^{jkl}	42 24%	18 22%	56 24%	45 27%	50 28%	42 28%	31 30% ^v	50 26%	53 19%	70 25%	39 22%	52 15%	127 15%	29 17%
Yes - physical condition	322 16%	154 16%	168 16%	9 4%	27 8%	35 11% ^d	66 18% ^d	69 23% ^d	117 25% ^d	65 12%	69 12%	64 15%	125 25% ^{jkl}	28 16%	15 17%	37 16%	28 16%	32 18% ^v	28 19% ^v	16 16%	35 18% ^v	29 11%	47 17%	26 15%	25 7%	72 9%	15 8%
Yes - mental condition	206 10%	93 9%	112 11%	20 9% ⁱ	37 11% ⁱ	52 16% ^{dhi}	54 15% ^{dhi}	27 9% ⁱ	14 3%	32 6%	40 7%	39 10% ^j	94 19% ^{jkl}	20 11%	6 7%	20 9%	25 14%	20 11%	15 10%	16 16% ^w	17 9%	24 9%	23 8%	20 11%	31 9%	61 7%	16 9%
Yes - disability	129 6%	61 6%	69 7%	2 1%	13 4% ^d	17 5% ^d	28 8% ^d	38 13% ^d	31 7% ^d	18 3%	25 4%	19 5%	66 13% ^{jkl}	12 7%	1 1%	11 5%	9 6%	10 6%	15 10% ^o	12 12% ^{opwx}	18 9% ^o	16 6%	15 5%	9 5%	4 1%	23 3%	6 4%
Yes - other	20 1%	10 1%	10 1%	-	3 1%	2 1%	3 1%	2 1%	9 2%	5 1%	9 2%	3 1%	2 *	-	-	2 1%	1 *	4 2%	1 1%	1 1%	2 1%	2 1%	7 2%	1 1%	4 1%	4 *	-
No	1479 73%	733 74%	747 72%	189 84% ^{fgh}	282 80% ^{fgh}	237 73%	244 68%	207 69%	321 69%	442 80% ^m	445 78% ^m	307 75% ^m	285 58%	131 74%	63 74%	168 72%	119 70%	130 72%	102 69%	69 68%	136 70%	213 78%	208 73%	139 77%	284 82%	674 82%	139 80%
Prefer not to say	49 2%	24 2%	26 2%	6 3%	7 2%	13 4% ⁱ	8 2%	7 2%	8 2%	13 2%	10 2%	10 2%	17 4%	3 2%	3 4% ^r	8 4% ^r	6 3% ^r	-	4 3%	2 2%	8 4% ^r	7 3% ^r	5 2%	2 1%	10 3%	23 3%	5 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing



Shopping and Sustainability Survey

ONLINE Fieldwork: 10th to 11th June 2020

Absolutes/col percents

Table 53

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Total	What is the combined annual income of your household, prior to tax being deducted?								
		Up to £7k (a)	>£7k- £14k (b)	>£14k- £21k (c)	>£21k- £28k (d)	>£28k- £34k (e)	>£34k- £41k (f)	>£41k- £48k (g)	>£48k- £55k (h)	>£55k or more (i)
Unweighted base	2026	81	278	348	372	284	167	94	61	191
Weighted base	2026	77*	253	338	367	282	169	96*	63*	228
NET: Yes	497 25%	30 39%defghi	105 42%cdefghi	94 28%eghi	95 26%ghi	57 20%hi	38 22%hi	14 14%	3 5%	28 12%
Yes - physical condition	322 16%	20 26%efghi	69 27%defghi	70 21%efghi	60 16%hi	32 12%h	21 12%h	9 9%	1 1%	16 7%
Yes - mental condition	206 10%	19 25%cdefghi	51 20%cdefghi	25 7%	44 12%fghi	21 8%	9 6%	4 4%	2 3%	15 7%
Yes - disability	129 6%	10 13%efghi	32 13%defghi	29 8%gi	28 8%gi	13 5%	8 5%	2 2%	1 1%	3 1%
Yes - other	20 1%	-	2 1%	2 *	9 2%i	1 *	4 2%i	2 2%	-	-
No	1479 73%	43 56%	139 55%	236 70%ab	266 73%ab	221 79%abc	129 76%ab	82 86%abcd	56 89%abcd	197 87%abcdef
Prefer not to say	49 2%	3 4%	9 3%	8 2%	6 2%	3 1%	3 2%	-	4 6%degi	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i

*** small base**