BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc UK panel of 800,000+ individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)207 012 6231   or email omnibus@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2017 adults. Fieldwork was undertaken between 24th - 25th October 2018. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These have been italicised.

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	2017	979	1038	227	317	338	334	802	1150
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	34%	42%	34%	31%	31%	37%	46%	43%
Second-hand clothing	23%	17%	29%	20%	23%	26%	25%	22%	23%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	13%	21%	20%	23%	20%	17%	13%	17%
None of these	42%	47%	38%	32%	43%	47%	44%	42%	42%
Don't know	7%	9%	6%	17%	11%	6%	7%	3%	5%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.										
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?										
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	2017	867	484	331	187	273	467	1741	100
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	33%	38%	37%	39%	35%	43%	39%	37%
Second-hand clothing	23%	23%	22%	22%	22%	22%	28%	24%	23%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	17%	16%	14%	18%	19%	19%	17%	20%
None of these	42%	43%	44%	43%	42%	45%	37%	42%	40%
Don't know	7%	10%	6%	9%	8%	8%	7%	7%	6%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total						Government Region		
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Base: All GB adults	2017	175	89	223	172	158	173	187	273
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	35%	32%	38%	41%	42%	32%	39%	35%
Second-hand clothing	23%	18%	22%	22%	21%	24%	20%	22%	22%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	17%	20%	15%	16%	12%	16%	18%	19%
None of these	42%	46%	51%	43%	43%	37%	48%	42%	45%
Don't know	7%	8%	4%	7%	4%	10%	9%	8%	8%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	2017	269	198	1741	100	175	806	320	1126
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	39%	48%	39%	37%	35%	34%	43%	37%
Second-hand clothing	23%	30%	26%	24%	23%	18%	21%	32%	24%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	19%	19%	17%	20%	17%	19%	21%	19%
None of these	42%	40%	33%	42%	40%	46%	47%	35%	44%
Don't know	7%	7%	7%	7%	6%	8%	8%	5%	7%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	2017	99	512	75	204	909	276	135	61
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	31%	47%	22%	38%	44%	37%	42%	52%
Second-hand clothing	23%	26%	19%	17%	28%	24%	23%	29%	27%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	20%	12%	12%	19%	16%	23%	18%	19%
None of these	42%	38%	42%	42%	36%	41%	40%	40%	40%
Don't know	7%	12%	3%	22%	12%	4%	8%	4%	3%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

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GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total		Children in Household						
		Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	2017	595	1484	261	164	76	501	32	1104
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	29%	40%	36%	40%	28%	36%	16%	41%
Second-hand clothing	23%	20%	21%	27%	31%	26%	28%	22%	25%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	16%	15%	22%	21%	27%	22%	20%	18%
None of these	42%	46%	44%	37%	43%	38%	39%	28%	41%
Don't know	7%	12%	6%	11%	4%	10%	8%	36%	5%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	2017	913	170	228	176	73	478	704	1411
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	36%	34%	36%	35%	50%	36%	44%	37%
Second-hand clothing	23%	21%	29%	30%	31%	36%	30%	22%	24%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	17%	25%	20%	22%	23%	22%	15%	17%
None of these	42%	44%	37%	40%	45%	36%	40%	42%	42%
Don't know	7%	10%	7%	6%	7%	4%	7%	4%	8%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

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GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	2017	625	319	172	239	564	313	1148	1061
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	40%	47%	43%	49%	37%	38%	39%	40%
Second-hand clothing	23%	21%	21%	24%	33%	23%	22%	26%	25%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	17%	22%	17%	25%	21%	22%	18%	19%
None of these	42%	43%	41%	36%	31%	40%	35%	40%	41%
Don't know	7%	7%	2%	10%	4%	8%	13%	8%	7%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer
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GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
Base: All GB adults	**2017**	**195**
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	38%	42%
Second-hand clothing	23%	25%
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	17%	22%
None of these	42%	42%
Don't know	7%	2%

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer
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GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	792	323	469	56	100	106	132	398	525
Base: All GB adults (who have bought one of the products)	775	337	437	78	98	104	125	370	490
£10 or less	9%	8%	10%	11%	12%	8%	8%	8%	7%
£11 to £20	10%	10%	10%	14%	10%	11%	9%	9%	9%
£21 to £50	19%	17%	21%	14%	28%	19%	22%	17%	20%
£51 to £100	16%	16%	16%	12%	20%	16%	16%	16%	17%
£101 to £200	11%	11%	10%	12%	8%	10%	15%	10%	10%
£201 to £500	7%	7%	7%	3%	4%	7%	8%	9%	7%
More than £500	3%	4%	3%	1%	2%	3%	2%	4%	4%
Don't know	25%	27%	24%	32%	15%	26%	20%	28%	25%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	792	267	184	130	76	85	209	684	40
Base: All GB adults (who have bought one of the products)	775	285	184	122	73	96	201	677	37
£10 or less	9%	12%	6%	12%	5%	12%	11%	9%	10%
£11 to £20	10%	11%	14%	7%	17%	5%	7%	10%	15%
£21 to £50	19%	17%	23%	14%	15%	22%	17%	19%	16%
£51 to £100	16%	14%	15%	14%	14%	15%	18%	16%	17%
£101 to £200	11%	12%	10%	15%	9%	10%	10%	11%	8%
£201 to £500	7%	7%	9%	8%	7%	6%	6%	7%	12%
More than £500	3%	3%	2%	3%	5%	5%	4%	3%	5%
Don't know	25%	25%	22%	27%	27%	25%	27%	25%	17%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total							Government Region		
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	792	68	29	83	72	70	60	76	85
Base: All GB adults (who have bought one of the products)	775	61	29	85	70	66	55	73	96
£10 or less	9%	3%	7%	7%	3%	14%	10%	5%	12%
£11 to £20	10%	8%	19%	7%	20%	10%	5%	17%	5%
£21 to £50	19%	27%	29%	21%	23%	16%	13%	15%	22%
£51 to £100	16%	16%	10%	20%	12%	13%	16%	14%	15%
£101 to £200	11%	14%	7%	9%	12%	17%	12%	9%	10%
£201 to £500	7%	5%	10%	12%	4%	9%	7%	7%	6%
More than £500	3%	-	-	2%	1%	3%	3%	5%	5%
Don't know	25%	27%	18%	22%	24%	20%	35%	27%	25%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	792	112	97	684	40	68	276	145	421
Base: All GB adults (who have bought one of the products)	775	106	95	677	37	61	274	139	413
£10 or less	9%	12%	11%	9%	10%	3%	9%	8%	8%
£11 to £20	10%	10%	3%	10%	15%	8%	11%	6%	9%
£21 to £50	19%	16%	18%	19%	16%	27%	20%	19%	20%
£51 to £100	16%	20%	16%	16%	17%	16%	18%	16%	17%
£101 to £200	11%	11%	8%	11%	8%	14%	12%	11%	12%
£201 to £500	7%	3%	10%	7%	12%	5%	6%	8%	7%
More than £500	3%	7%	1%	3%	5%	-	3%	3%	3%
Don't know	25%	22%	33%	25%	17%	27%	21%	29%	23%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	77	546	68	198	957	266	144	67
ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)									
Unweighted base	792	28	256	14	73	421	99	60	35
Base: All GB adults (who have bought one of the products)	775	31	238	16	77	395	101	57	32
£10 or less	9%	17%	7%	7%	13%	7%	13%	15%	14%
£11 to £20	10%	10%	9%	5%	17%	8%	12%	8%	6%
£21 to £50	19%	16%	17%	31%	22%	20%	16%	25%	14%
£51 to £100	16%	13%	16%	23%	8%	17%	23%	13%	8%
£101 to £200	11%	21%	9%	14%	5%	11%	11%	14%	6%
£201 to £500	7%	-	9%	9%	4%	9%	7%	5%	6%
More than £500	3%	-	3%	-	6%	4%	-	2%	3%
Don't know	25%	24%	30%	11%	24%	25%	19%	19%	43%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	543	1494	253	167	73	493	30	1156
ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)									
Unweighted base	792	160	605	96	66	20	182	5	478
Base: All GB adults (who have bought one of the products)	775	172	590	94	65	21	180	5	450
£10 or less	9%	8%	9%	9%	6%	4%	7%	-	8%
£11 to £20	10%	13%	10%	14%	7%	4%	11%	-	9%
£21 to £50	19%	20%	19%	26%	11%	25%	21%	-	19%
£51 to £100	16%	12%	16%	9%	22%	21%	15%	18%	17%
£101 to £200	11%	11%	10%	12%	16%	4%	13%	-	11%
£201 to £500	7%	5%	7%	4%	13%	12%	8%	-	8%
More than £500	3%	3%	3%	1%	7%	4%	4%	-	4%
Don't know	25%	28%	26%	24%	18%	25%	22%	82%	25%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	792	314	60	82	66	39	179	332	534
Base: All GB adults (who have bought one of the products)	775	325	58	81	62	37	173	309	527
£10 or less	9%	10%	11%	8%	5%	9%	9%	8%	8%
£11 to £20	10%	11%	14%	7%	9%	10%	11%	8%	9%
£21 to £50	19%	19%	20%	16%	20%	25%	20%	19%	21%
£51 to £100	16%	15%	18%	22%	15%	13%	16%	18%	18%
£101 to £200	11%	10%	10%	9%	16%	18%	12%	11%	10%
£201 to £500	7%	7%	12%	11%	8%	8%	9%	7%	7%
More than £500	3%	3%	2%	5%	4%	-	3%	3%	3%
Don't know	25%	25%	14%	21%	23%	17%	20%	27%	24%

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	**LinkedIn**	**Google+**	**Pinterest**	**Instagram**	**Snapchat**	**Facebook Messenger**	**WhatsApp**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	792	247	148	74	121	206	104	455	423
Base: All GB adults (who have bought one of the products)	775	248	149	75	117	211	118	452	422
£10 or less	9%	8%	8%	10%	10%	7%	10%	9%	7%
£11 to £20	10%	13%	10%	11%	10%	13%	12%	8%	11%
£21 to £50	19%	20%	23%	19%	18%	20%	23%	21%	21%
£51 to £100	16%	16%	14%	16%	15%	15%	14%	18%	17%
£101 to £200	11%	10%	12%	16%	16%	15%	13%	12%	12%
£201 to £500	7%	6%	4%	4%	3%	2%	2%	7%	5%
More than £500	3%	3%	5%	2%	5%	4%	-	3%	3%
Don't know	25%	24%	23%	22%	22%	24%	26%	22%	23%

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Skype
Unweighted base	792	86
Base: All GB adults (who have bought one of the products)	775	82
£10 or less	9%	9%
£11 to £20	10%	13%
£21 to £50	19%	19%
£51 to £100	16%	19%
£101 to £200	11%	6%
£201 to £500	7%	10%
More than £500	3%	8%
Don't know	25%	16%

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	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	151	322	36	73	88	90	186	285
Base: All GB adults (who have bought one of the products)	466	162	304	46	73	88	85	174	266
£10 or less	14%	18%	13%	22%	16%	13%	12%	14%	12%
£11 to £20	23%	20%	25%	12%	25%	25%	21%	26%	22%
£21 to £50	28%	25%	29%	27%	24%	24%	27%	32%	28%
£51 to £100	14%	16%	13%	12%	17%	12%	19%	12%	16%
£101 to £200	7%	7%	7%	10%	7%	5%	11%	6%	8%
£201 to £500	2%	2%	2%	4%	5%	3%	-	2%	4%
More than £500	0%	-	1%	-	-	1%	1%	-	0%
Don't know	10%	11%	10%	13%	7%	17%	8%	8%	11%

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	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	188	101	77	44	55	137	414	24
Base: All GB adults (who have bought one of the products)	466	200	105	74	42	60	131	411	23
£10 or less	14%	18%	17%	17%	22%	13%	11%	15%	13%
£11 to £20	23%	26%	30%	21%	28%	18%	18%	23%	30%
£21 to £50	28%	28%	29%	33%	17%	23%	30%	28%	25%
£51 to £100	14%	12%	13%	13%	13%	14%	18%	15%	7%
£101 to £200	7%	5%	8%	4%	3%	9%	7%	6%	4%
£201 to £500	2%	0%	1%	1%	7%	3%	3%	3%	-
More than £500	0%	0%	-	1%	2%	-	-	0%	-
Don't know	10%	9%	2%	10%	9%	20%	13%	10%	20%

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	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	35	19	45	37	38	39	44	55
Base: All GB adults (who have bought one of the products)	466	32	20	48	36	39	35	42	60
£10 or less	14%	8%	22%	12%	21%	17%	17%	22%	13%
£11 to £20	23%	31%	39%	28%	27%	25%	16%	28%	18%
£21 to £50	28%	29%	34%	30%	24%	27%	39%	17%	23%
£51 to £100	14%	9%	5%	16%	14%	17%	9%	13%	14%
£101 to £200	7%	18%	-	12%	8%	5%	2%	3%	9%
£201 to £500	2%	-	-	-	2%	-	2%	7%	3%
More than £500	0%	-	-	-	-	2%	-	2%	-
Don't know	10%	6%	-	2%	3%	7%	14%	9%	20%

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	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	81	56	414	24	35	170	105	275
Base: All GB adults (who have bought one of the products)	466	79	52	411	23	32	169	103	272
£10 or less	14%	10%	12%	15%	13%	8%	13%	18%	15%
£11 to £20	23%	19%	16%	23%	30%	31%	22%	21%	22%
£21 to £50	28%	32%	28%	28%	25%	29%	27%	25%	26%
£51 to £100	14%	16%	22%	15%	7%	9%	18%	15%	17%
£101 to £200	7%	9%	3%	6%	4%	18%	9%	8%	8%
£201 to £500	2%	4%	2%	3%	-	-	2%	3%	2%
More than £500	0%	-	-	0%	-	-	0%	-	0%
Don't know	10%	10%	17%	10%	20%	6%	9%	11%	10%

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GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	22	106	12	58	226	63	42	18
Base: All GB adults (who have bought one of the products)	466	26	99	13	57	216	64	40	16
£10 or less	14%	12%	13%	16%	17%	12%	16%	13%	11%
£11 to £20	23%	16%	31%	34%	19%	22%	17%	33%	33%
£21 to £50	28%	28%	32%	9%	33%	31%	26%	34%	11%
£51 to £100	14%	4%	8%	26%	15%	12%	24%	3%	17%
£101 to £200	7%	11%	4%	-	7%	8%	5%	9%	11%
£201 to £500	2%	8%	2%	-	2%	2%	1%	-	-
More than £500	0%	-	-	7%	-	0%	-	2%	-
Don't know	10%	20%	11%	8%	8%	12%	10%	6%	17%

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	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	113	322	74	51	19	144	7	286
Base: All GB adults (who have bought one of the products)	466	119	318	71	51	19	141	7	274
£10 or less	14%	18%	15%	10%	14%	22%	13%	16%	12%
£11 to £20	23%	24%	25%	17%	19%	28%	19%	26%	25%
£21 to £50	28%	24%	31%	28%	22%	10%	23%	-	29%
£51 to £100	14%	15%	14%	19%	11%	15%	16%	-	14%
£101 to £200	7%	5%	5%	10%	14%	16%	12%	-	8%
£201 to £500	2%	5%	2%	-	9%	-	3%	-	1%
More than £500	0%	-	-	1%	2%	-	1%	-	1%
Don't know	10%	9%	9%	15%	8%	10%	12%	58%	10%

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	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	187	51	68	58	27	145	169	343
Base: All GB adults (who have bought one of the products)	466	192	50	68	55	*26*	142	158	339
£10 or less	14%	18%	19%	13%	12%	*11%*	13%	12%	14%
£11 to £20	23%	22%	22%	27%	20%	*22%*	23%	25%	24%
£21 to £50	28%	26%	18%	18%	20%	*31%*	23%	36%	28%
£51 to £100	14%	14%	18%	14%	22%	*15%*	17%	13%	15%
£101 to £200	7%	6%	8%	12%	10%	*3%*	9%	6%	7%
£201 to £500	2%	4%	3%	1%	-	-	2%	1%	2%
More than £500	0%	-	-	-	3%	*3%*	1%	-	0%
Don't know	10%	10%	12%	14%	13%	*14%*	12%	7%	11%

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	129	67	39	80	128	62	292	265
Base: All GB adults (who have bought one of the products)	466	132	68	41	79	132	70	293	268
£10 or less	14%	15%	12%	28%	12%	14%	21%	14%	13%
£11 to £20	23%	17%	21%	22%	25%	21%	18%	24%	22%
£21 to £50	28%	33%	25%	18%	24%	27%	27%	26%	27%
£51 to £100	14%	13%	18%	7%	14%	18%	12%	14%	15%
£101 to £200	7%	6%	7%	8%	8%	6%	7%	7%	7%
£201 to £500	2%	2%	3%	2%	3%	4%	4%	3%	4%
More than £500	0%	-	-	-	-	-	-	1%	0%
Don't know	10%	13%	14%	15%	14%	10%	10%	10%	12%

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
ECMR_Q1_2. Second-hand clothing		
Unweighted base	473	49
Base: All GB adults (who have bought one of the products)	466	48
£10 or less	14%	16%
£11 to £20	23%	18%
£21 to £50	28%	32%
£51 to £100	14%	13%
£101 to £200	7%	6%
£201 to £500	2%	4%
More than £500	0%	-
Don't know	10%	12%

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	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	118	229	35	72	67	58	115	209
Base: All GB adults (who have bought one of the products)	345	128	217	45	72	67	55	106	199
£10 or less	13%	13%	13%	12%	6%	17%	13%	15%	12%
£11 to £20	16%	17%	16%	33%	15%	11%	13%	15%	16%
£21 to £50	22%	20%	23%	18%	24%	20%	22%	22%	20%
£51 to £100	14%	12%	16%	7%	17%	11%	19%	15%	14%
£101 to £200	12%	14%	11%	2%	14%	10%	17%	13%	13%
£201 to £500	7%	7%	6%	3%	9%	6%	10%	6%	9%
More than £500	1%	1%	1%	3%	1%	1%	-	1%	1%
Don't know	15%	16%	15%	23%	14%	23%	6%	13%	15%

	Grade	Region						
Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	347	138	77	49	35	45	91	297	19
Base: All GB adults (who have bought one of the products)	345	146	78	46	33	51	87	295	20
£10 or less	13%	14%	14%	6%	11%	24%	12%	14%	4%
£11 to £20	16%	16%	13%	29%	10%	13%	12%	15%	32%
£21 to £50	22%	24%	27%	21%	28%	9%	23%	22%	25%
£51 to £100	14%	15%	19%	11%	13%	14%	13%	14%	15%
£101 to £200	12%	10%	12%	12%	6%	11%	13%	11%	9%
£201 to £500	7%	4%	5%	10%	3%	4%	9%	6%	5%
More than £500	1%	2%	2%	-	-	-	3%	1%	-
Don't know	15%	16%	8%	11%	29%	25%	15%	16%	10%

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	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	31	17	31	29	20	29	35	45
Base: All GB adults (who have bought one of the products)	345	30	18	33	28	18	27	33	51
£10 or less	13%	11%	17%	7%	21%	5%	7%	11%	24%
£11 to £20	16%	19%	26%	9%	10%	25%	32%	10%	13%
£21 to £50	22%	18%	16%	27%	34%	21%	21%	28%	9%
£51 to £100	14%	13%	17%	25%	14%	6%	15%	13%	14%
£101 to £200	12%	17%	12%	16%	6%	15%	9%	6%	11%
£201 to £500	7%	10%	-	6%	7%	10%	10%	3%	4%
More than £500	1%	-	-	4%	-	-	-	-	-
Don't know	15%	12%	13%	6%	8%	18%	7%	29%	25%

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	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017		279	202	1727	106	184	798	330	1128
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)										
Unweighted base	347		53	38	297	19	31	150	67	217
Base: All GB adults (who have bought one of the products)	345		50	37	295	20	30	151	67	217
£10 or less	13%		9%	15%	14%	4%	11%	10%	16%	12%
£11 to £20	16%		12%	12%	15%	32%	19%	13%	12%	13%
£21 to £50	22%		27%	18%	22%	25%	18%	25%	26%	25%
£51 to £100	14%		15%	11%	14%	15%	13%	16%	11%	14%
£101 to £200	12%		12%	15%	11%	9%	17%	13%	7%	11%
£201 to £500	7%		7%	12%	6%	5%	10%	7%	7%	7%
More than £500	1%		5%	-	1%	-	-	2%	-	1%
Don't know	15%		14%	18%	16%	10%	12%	14%	21%	16%

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	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	18	64	9	39	147	57	26	12
Base: All GB adults (who have bought one of the products)	345	20	60	9	38	141	62	25	11
£10 or less	13%	5%	14%	12%	21%	11%	7%	23%	17%
£11 to £20	16%	35%	26%	-	14%	12%	19%	14%	24%
£21 to £50	22%	14%	16%	-	20%	21%	24%	27%	24%
£51 to £100	14%	18%	12%	10%	16%	22%	9%	3%	9%
£101 to £200	12%	-	11%	66%	10%	13%	17%	12%	-
£201 to £500	7%	-	6%	-	9%	6%	11%	7%	16%
More than £500	1%	-	-	-	2%	1%	1%	-	-
Don't know	15%	27%	16%	12%	7%	14%	11%	12%	9%

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	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	98	233	56	34	19	109	5	200
Base: All GB adults (who have bought one of the products)	345	98	228	56	34	20	111	6	194
£10 or less	13%	16%	13%	13%	14%	10%	13%	13%	14%
£11 to £20	16%	18%	16%	17%	7%	26%	15%	39%	15%
£21 to £50	22%	20%	23%	23%	11%	30%	21%	-	21%
£51 to £100	14%	10%	15%	11%	27%	5%	15%	-	17%
£101 to £200	12%	9%	11%	13%	18%	10%	14%	-	15%
£201 to £500	7%	4%	7%	6%	8%	5%	7%	-	6%
More than £500	1%	2%	1%	2%	3%	-	2%	-	0%
Don't know	15%	23%	15%	15%	12%	15%	14%	48%	13%

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	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	147	41	43	40	17	103	110	248
Base: All GB adults (who have bought one of the products)	345	152	42	45	38	16	103	102	247
£10 or less	13%	12%	11%	13%	10%	17%	13%	15%	13%
£11 to £20	16%	18%	23%	12%	9%	5%	16%	14%	17%
£21 to £50	22%	23%	21%	26%	17%	17%	23%	18%	21%
£51 to £100	14%	11%	16%	20%	18%	19%	15%	19%	15%
£101 to £200	12%	8%	9%	10%	20%	24%	13%	16%	10%
£201 to £500	7%	7%	7%	6%	9%	5%	6%	6%	8%
More than £500	1%	2%	-	2%	-	-	1%	-	1%
Don't know	15%	18%	13%	11%	17%	12%	13%	13%	16%

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	**LinkedIn**	**Google+**	**Pinterest**	**Instagram**	**Snapchat**	**Facebook Messenger**	**WhatsApp**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	106	71	29	64	111	62	209	204
Base: All GB adults (who have bought one of the products)	345	108	72	29	61	116	68	212	206
£10 or less	13%	11%	16%	13%	16%	11%	9%	13%	11%
£11 to £20	16%	17%	8%	21%	10%	19%	19%	16%	15%
£21 to £50	22%	24%	25%	20%	27%	26%	18%	22%	22%
£51 to £100	14%	13%	17%	8%	7%	11%	14%	14%	13%
£101 to £200	12%	11%	11%	6%	10%	10%	8%	10%	13%
£201 to £500	7%	10%	8%	6%	12%	6%	5%	9%	8%
More than £500	1%	-	-	8%	1%	1%	3%	1%	1%
Don't know	15%	15%	15%	18%	15%	17%	23%	15%	16%

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)

	Total	Skype
Unweighted base	347	44
Base: All GB adults (who have bought one of the products)	345	43
£10 or less	13%	23%
£11 to £20	16%	16%
£21 to £50	22%	17%
£51 to £100	14%	21%
£101 to £200	12%	6%
£201 to £500	7%	6%
More than £500	1%	-
Don't know	15%	11%

	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	2017	979	1038	227	317	338	334	802	1150
Talked to friends or family about a company's unethical behaviour	19%	16%	21%	26%	25%	20%	20%	13%	21%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	19%	28%	30%	26%	25%	23%	20%	27%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	25%	29%	37%	30%	25%	25%	25%	31%
Recommended a company to a friend or family member because it is an ethical company	13%	11%	14%	23%	14%	15%	12%	8%	14%
Recycled on a weekly or more frequent basis	63%	55%	71%	48%	52%	56%	63%	74%	67%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	24%	25%	28%	17%	24%	22%	27%	30%
Other	3%	3%	3%	4%	4%	2%	3%	3%	4%
Don't know/ can't recall	9%	10%	8%	17%	14%	11%	6%	5%	8%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	20%	14%	13%	19%	20%	20%	15%	14%

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	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	**2017**	**867**	**484**	**331**	**187**	**273**	**467**	**1741**	**100**
Talked to friends or family about a company's unethical behaviour	19%	16%	16%	15%	19%	27%	18%	18%	19%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	18%	22%	18%	23%	31%	25%	24%	24%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	21%	24%	21%	27%	36%	30%	27%	31%
Recommended a company to a friend or family member because it is an ethical company	13%	11%	10%	12%	13%	19%	12%	13%	15%
Recycled on a weekly or more frequent basis	63%	58%	62%	58%	67%	59%	69%	63%	64%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	18%	22%	21%	25%	29%	26%	24%	25%
Other	3%	2%	3%	2%	3%	7%	4%	3%	1%
Don't know/ can't recall	9%	11%	8%	10%	10%	11%	6%	9%	10%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	21%	19%	20%	15%	19%	16%	18%	12%

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	Total						Government Region		
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Base: All GB adults	2017	175	89	223	172	158	173	187	273
Talked to friends or family about a company's unethical behaviour	19%	19%	10%	20%	13%	16%	14%	19%	27%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	23%	21%	23%	21%	20%	17%	23%	31%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	23%	20%	25%	24%	21%	20%	27%	36%
Recommended a company to a friend or family member because it is an ethical company	13%	12%	10%	14%	5%	12%	12%	13%	19%
Recycled on a weekly or more frequent basis	63%	62%	59%	63%	63%	62%	55%	67%	59%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	26%	18%	27%	19%	23%	20%	25%	29%
Other	3%	3%	-	5%	1%	2%	2%	3%	7%
Don't know/ can't recall	9%	14%	7%	8%	7%	9%	11%	10%	11%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	13%	24%	16%	20%	16%	24%	15%	19%

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	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	2017	269	198	1741	100	175	806	320	1126
Talked to friends or family about a company's unethical behaviour	19%	17%	20%	18%	19%	19%	21%	20%	20%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	25%	25%	24%	24%	23%	21%	32%	24%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	27%	33%	27%	31%	23%	27%	30%	28%
Recommended a company to a friend or family member because it is an ethical company	13%	10%	13%	13%	15%	12%	13%	15%	14%
Recycled on a weekly or more frequent basis	63%	65%	74%	63%	64%	62%	57%	71%	61%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	25%	27%	24%	25%	26%	25%	24%	25%
Other	3%	4%	5%	3%	1%	3%	3%	4%	3%
Don't know/ can't recall	9%	8%	4%	9%	10%	14%	10%	8%	9%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	16%	15%	18%	12%	13%	21%	11%	18%

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	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	**2017**	**99**	**512**	**75**	**204**	**909**	**276**	**135**	**61**
Talked to friends or family about a company's unethical behaviour	19%	31%	10%	21%	22%	15%	21%	16%	11%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	37%	18%	21%	28%	23%	31%	18%	16%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	37%	23%	17%	31%	25%	32%	19%	18%
Recommended a company to a friend or family member because it is an ethical company	13%	21%	7%	20%	14%	11%	15%	7%	8%
Recycled on a weekly or more frequent basis	63%	56%	72%	38%	64%	70%	62%	67%	69%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	33%	28%	18%	15%	27%	21%	20%	28%
Other	3%	6%	4%	2%	3%	3%	2%	5%	5%
Don't know/ can't recall	9%	11%	6%	17%	11%	7%	11%	7%	4%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	12%	15%	24%	18%	15%	14%	17%	22%

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	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	543	1494	253	167	73	493	30	1156
ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)									
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	**2017**	**595**	**1484**	**261**	**164**	**76**	**501**	**32**	**1104**
Talked to friends or family about a company's unethical behaviour	19%	23%	18%	18%	22%	16%	19%	26%	15%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	23%	23%	23%	29%	25%	25%	14%	22%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	29%	27%	27%	24%	19%	25%	27%	23%
Recommended a company to a friend or family member because it is an ethical company	13%	16%	12%	16%	14%	13%	15%	17%	10%
Recycled on a weekly or more frequent basis	63%	52%	64%	61%	65%	48%	60%	41%	67%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	24%	25%	23%	27%	23%	24%	16%	25%
Other	3%	4%	4%	1%	1%	4%	1%	6%	3%
Don't know/ can't recall	9%	12%	8%	10%	7%	21%	11%	27%	8%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	21%	17%	18%	16%	13%	16%	13%	15%

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	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	**2017**	**913**	**170**	**228**	**176**	**73**	**478**	**704**	**1411**
Talked to friends or family about a company's unethical behaviour	19%	23%	16%	19%	17%	15%	17%	13%	20%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	26%	26%	28%	21%	16%	24%	19%	24%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	31%	26%	21%	22%	29%	25%	22%	28%
Recommended a company to a friend or family member because it is an ethical company	13%	16%	15%	16%	11%	9%	13%	8%	14%
Recycled on a weekly or more frequent basis	63%	58%	53%	61%	59%	75%	61%	72%	64%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	24%	22%	24%	21%	28%	23%	25%	25%
Other	3%	4%	1%	2%	2%	2%	2%	3%	3%
Don't know/ can't recall	9%	11%	15%	11%	9%	5%	9%	6%	10%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	19%	15%	13%	23%	11%	16%	16%	15%

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	599	311	169	246	526	271	1121	1048
ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)									
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	2017	625	319	172	239	564	313	1148	1061
Talked to friends or family about a company's unethical behaviour	19%	26%	28%	19%	24%	25%	26%	22%	22%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	30%	33%	22%	35%	32%	28%	27%	27%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	35%	37%	26%	37%	34%	32%	30%	29%
Recommended a company to a friend or family member because it is an ethical company	13%	18%	19%	14%	19%	21%	23%	16%	16%
Recycled on a weekly or more frequent basis	63%	64%	69%	62%	73%	62%	53%	65%	64%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	28%	34%	22%	27%	26%	27%	26%	26%
Other	3%	3%	4%	2%	3%	3%	4%	3%	3%
Don't know/ can't recall	9%	9%	6%	14%	8%	11%	15%	9%	9%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	16%	12%	14%	8%	12%	17%	14%	15%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Skype
Unweighted base	2017	194
Base: All GB adults	**2017**	**195**
Talked to friends or family about a company's unethical behaviour	19%	27%
Chosen to buy/ use a product or service because the company has a reputation for being ethical	24%	28%
Avoided using/ buying a product or service because the company has a reputation for being unethical	27%	36%
Recommended a company to a friend or family member because it is an ethical company	13%	14%
Recycled on a weekly or more frequent basis	63%	67%
Used a private motor vehicle less and walked, cycled or used public transport more	25%	35%
Other	3%	4%
Don't know/ can't recall	9%	5%
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	17%	14%

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	1675	728	947	134	254	276	281	730	1039
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	**1673**	**779**	**894**	**198**	**256**	**271**	**267**	**681**	**984**
Avoided eating red meat	14%	12%	15%	13%	14%	13%	12%	15%	16%
Bought free range meat or eggs	48%	44%	52%	44%	43%	43%	47%	53%	50%
Tried to eat fish instead of meat	19%	18%	20%	19%	15%	14%	13%	26%	21%
Not eaten any meat (i.e. I am a vegetarian)	11%	9%	12%	17%	15%	12%	11%	6%	11%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	3%	3%	4%	6%	2%	4%	1%	3%
Other	6%	6%	5%	8%	7%	7%	4%	4%	6%
Don't know/ can't recall	6%	8%	4%	12%	9%	8%	6%	3%	5%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	31%	29%	17%	29%	33%	30%	33%	28%

YouGov
What the world thinks

	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	1675	636	390	274	165	188	405	1422	93
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	689	392	266	159	221	394	1432	89
Avoided eating red meat	14%	11%	12%	14%	13%	20%	14%	14%	12%
Bought free range meat or eggs	48%	46%	50%	46%	42%	48%	48%	47%	55%
Tried to eat fish instead of meat	19%	17%	19%	17%	18%	21%	19%	19%	19%
Not eaten any meat (i.e. I am a vegetarian)	11%	10%	9%	10%	10%	12%	12%	11%	10%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	2%	3%	1%	2%	3%	3%	3%	7%
Other	6%	5%	4%	5%	6%	12%	6%	6%	3%
Don't know/ can't recall	6%	8%	5%	8%	6%	9%	5%	6%	4%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	32%	32%	33%	34%	24%	31%	31%	24%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	1675	160	68	184	138	135	139	165	188
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	152	68	187	137	134	132	159	221
Avoided eating red meat	14%	12%	14%	12%	11%	18%	11%	13%	20%
Bought free range meat or eggs	48%	49%	47%	50%	51%	50%	42%	42%	48%
Tried to eat fish instead of meat	19%	23%	10%	23%	18%	16%	19%	18%	21%
Not eaten any meat (i.e. I am a vegetarian)	11%	9%	10%	9%	8%	14%	7%	10%	12%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	1%	1%	5%	1%	1%	1%	2%	3%
Other	6%	2%	3%	3%	4%	3%	7%	6%	12%
Don't know/ can't recall	6%	10%	2%	7%	4%	9%	7%	6%	9%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	25%	41%	29%	31%	29%	36%	34%	24%

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	1675	233	172	1422	93	160	634	295	929
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	225	169	1432	89	152	640	283	924
Avoided eating red meat	14%	13%	14%	14%	12%	12%	14%	13%	13%
Bought free range meat or eggs	48%	42%	57%	47%	55%	49%	43%	50%	45%
Tried to eat fish instead of meat	19%	20%	17%	19%	19%	23%	17%	17%	17%
Not eaten any meat (i.e. I am a vegetarian)	11%	10%	16%	11%	10%	9%	12%	12%	12%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	3%	3%	3%	7%	1%	3%	4%	4%
Other	6%	3%	10%	6%	3%	2%	5%	5%	5%
Don't know/ can't recall	6%	6%	3%	6%	4%	10%	6%	3%	5%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	35%	25%	31%	24%	25%	31%	33%	32%

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment. Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	77	546	68	198	957	266	144	67
ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option) Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	1675	67	466	50	163	813	227	119	52
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	87	438	58	168	769	236	112	47
Avoided eating red meat	14%	15%	14%	9%	16%	13%	14%	20%	9%
Bought free range meat or eggs	48%	48%	56%	38%	48%	51%	45%	56%	52%
Tried to eat fish instead of meat	19%	19%	26%	10%	17%	20%	17%	24%	26%
Not eaten any meat (i.e. I am a vegetarian)	11%	23%	4%	18%	11%	8%	16%	2%	4%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	3%	1%	1%	2%	2%	2%	1%	4%
Other	6%	12%	4%	2%	10%	5%	8%	3%	6%
Don't know/ can't recall	6%	14%	3%	24%	9%	5%	6%	4%	2%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	13%	32%	18%	27%	33%	29%	27%	37%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment. Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	543	1494	253	167	73	493	30	1156
ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option) Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	1675	427	1238	209	140	62	411	26	977
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	470	1226	215	139	66	419	28	933
Avoided eating red meat	14%	14%	14%	12%	12%	16%	12%	10%	13%
Bought free range meat or eggs	48%	42%	50%	46%	44%	34%	43%	30%	48%
Tried to eat fish instead of meat	19%	18%	22%	16%	13%	6%	13%	8%	19%
Not eaten any meat (i.e. I am a vegetarian)	11%	15%	11%	11%	10%	11%	11%	-	8%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	3%	2%	2%	6%	3%	4%	-	2%
Other	6%	6%	6%	4%	5%	11%	5%	-	4%
Don't know/ can't recall	6%	10%	5%	9%	3%	14%	8%	35%	5%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	26%	29%	31%	34%	32%	32%	32%	33%

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	1675	698	143	198	143	68	408	634	1183
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	**1673**	**741**	**145**	**197**	**136**	**65**	**403**	**592**	**1197**
Avoided eating red meat	14%	15%	14%	12%	15%	13%	14%	13%	15%
Bought free range meat or eggs	48%	47%	43%	40%	43%	54%	43%	51%	49%
Tried to eat fish instead of meat	19%	19%	11%	9%	16%	18%	13%	23%	18%
Not eaten any meat (i.e. I am a vegetarian)	11%	14%	10%	12%	7%	6%	10%	6%	10%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	3%	4%	3%	5%	-	4%	1%	2%
Other	6%	7%	8%	6%	5%	3%	5%	4%	6%
Don't know/ can't recall	6%	7%	10%	9%	7%	6%	7%	4%	6%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	26%	30%	35%	30%	27%	32%	34%	30%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	599	311	169	246	526	271	1121	1048
ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)									
Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	1675	506	272	145	226	465	224	964	895
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	527	280	149	219	498	261	987	902
Avoided eating red meat	14%	18%	19%	14%	19%	15%	15%	14%	15%
Bought free range meat or eggs	48%	50%	49%	51%	53%	51%	52%	50%	48%
Tried to eat fish instead of meat	19%	19%	19%	19%	21%	20%	17%	19%	20%
Not eaten any meat (i.e. I am a vegetarian)	11%	13%	13%	8%	9%	12%	16%	11%	11%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	3%	4%	2%	4%	3%	3%	2%	4%
Other	6%	7%	9%	2%	6%	6%	5%	6%	6%
Don't know/ can't recall	6%	6%	4%	10%	5%	8%	11%	6%	6%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	28%	27%	27%	24%	23%	19%	29%	30%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Skype
Unweighted base	1675	168
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	168
Avoided eating red meat	14%	18%
Bought free range meat or eggs	48%	50%
Tried to eat fish instead of meat	19%	25%
Not eaten any meat (i.e. I am a vegetarian)	11%	8%
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	3%	3%
Other	6%	6%
Don't know/ can't recall	6%	4%
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	30%	28%

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	2017	979	1038	227	317	338	334	802	1150
Poor labour standards	16%	16%	16%	17%	17%	15%	20%	15%	18%
Tax avoidance	15%	17%	14%	13%	14%	15%	19%	15%	18%
Negative impact on the environment	27%	24%	30%	34%	29%	27%	27%	23%	30%
Poor animal welfare standards	31%	26%	36%	35%	29%	32%	31%	30%	34%
Poor human rights record	16%	16%	16%	22%	13%	15%	19%	15%	19%
Unethical corporate practices	19%	18%	20%	19%	19%	21%	21%	17%	22%
Political reasons	13%	16%	11%	15%	15%	13%	14%	12%	16%
Other - for open end responses, please see tab ECMR_Q4other	2%	2%	1%	-	1%	1%	2%	2%	2%
Don't know/ can't recall	12%	12%	12%	15%	14%	13%	12%	10%	9%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	42%	36%	28%	35%	39%	38%	44%	36%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	2017	867	484	331	187	273	467	1741	100
Poor labour standards	16%	14%	16%	14%	14%	22%	16%	16%	15%
Tax avoidance	15%	12%	15%	13%	10%	19%	17%	15%	9%
Negative impact on the environment	27%	23%	23%	20%	26%	33%	31%	27%	29%
Poor animal welfare standards	31%	26%	30%	27%	26%	33%	35%	31%	32%
Poor human rights record	16%	13%	15%	14%	14%	21%	16%	16%	15%
Unethical corporate practices	19%	15%	17%	18%	17%	28%	18%	19%	18%
Political reasons	13%	10%	11%	9%	15%	20%	14%	13%	10%
Other - for open end responses, please see tab ECMR_Q4other	2%	1%	1%	1%	3%	2%	2%	2%	-
Don't know/ can't recall	12%	16%	11%	12%	13%	12%	12%	12%	11%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	43%	42%	47%	42%	31%	35%	39%	39%

Ethical Consumer
Green Shopping

YouGov
What the world thinks

	Total					Government Region			
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Base: All GB adults	2017	175	89	223	172	158	173	187	273
Poor labour standards	16%	18%	12%	17%	17%	13%	15%	14%	22%
Tax avoidance	15%	18%	10%	16%	17%	11%	15%	10%	19%
Negative impact on the environment	27%	26%	22%	23%	23%	20%	20%	26%	33%
Poor animal welfare standards	31%	30%	32%	31%	28%	29%	26%	26%	33%
Poor human rights record	16%	14%	13%	15%	17%	14%	15%	14%	21%
Unethical corporate practices	19%	16%	14%	18%	18%	19%	17%	17%	28%
Political reasons	13%	15%	7%	13%	10%	10%	9%	15%	20%
Other - for open end responses, please see tab ECMR_Q4other	2%	2%	-	2%	1%	1%	1%	3%	2%
Don't know/ can't recall	12%	15%	14%	11%	9%	15%	10%	13%	12%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	36%	47%	40%	43%	42%	51%	42%	31%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
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	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.									
Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	**2017**	**269**	**198**	**1741**	**100**	**175**	**806**	**320**	**1126**
Poor labour standards	16%	14%	18%	16%	15%	18%	16%	18%	17%
Tax avoidance	15%	15%	20%	15%	9%	18%	16%	16%	16%
Negative impact on the environment	27%	28%	36%	27%	29%	26%	25%	32%	27%
Poor animal welfare standards	31%	33%	37%	31%	32%	30%	29%	33%	30%
Poor human rights record	16%	16%	18%	16%	15%	14%	16%	19%	17%
Unethical corporate practices	19%	15%	21%	19%	18%	16%	18%	20%	19%
Political reasons	13%	13%	17%	13%	10%	15%	15%	12%	14%
Other - for open end responses, please see tab ECMR_Q4other	2%	1%	5%	2%	-	2%	2%	1%	2%
Don't know/ can't recall	12%	12%	12%	12%	11%	15%	11%	13%	12%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	38%	31%	39%	39%	36%	40%	35%	39%

Ethical Consumer
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	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	2017	99	512	75	204	909	276	135	61
Poor labour standards	16%	15%	14%	17%	20%	17%	16%	10%	17%
Tax avoidance	15%	13%	13%	9%	19%	15%	18%	12%	12%
Negative impact on the environment	27%	45%	21%	20%	31%	25%	36%	23%	24%
Poor animal welfare standards	31%	48%	29%	24%	34%	30%	39%	27%	27%
Poor human rights record	16%	21%	13%	17%	19%	15%	18%	12%	12%
Unethical corporate practices	19%	26%	16%	18%	23%	18%	23%	12%	11%
Political reasons	13%	21%	10%	17%	13%	13%	15%	11%	9%
Other - for open end responses, please see tab ECMR_Q4other	2%	-	2%	-	1%	2%	2%	2%	-
Don't know/ can't recall	12%	11%	11%	16%	15%	11%	12%	16%	8%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	25%	45%	43%	33%	41%	31%	40%	48%

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	Total	Never Married	Children in Household					Refused	Parent/ guardian (any age)
			0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)		

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	2017	595	1484	261	164	76	501	32	1104
Poor labour standards	16%	18%	17%	15%	17%	11%	15%	17%	15%
Tax avoidance	15%	14%	15%	17%	13%	18%	16%	16%	15%
Negative impact on the environment	27%	26%	27%	27%	29%	26%	28%	14%	24%
Poor animal welfare standards	31%	28%	32%	27%	29%	20%	27%	19%	28%
Poor human rights record	16%	16%	16%	18%	13%	14%	16%	17%	15%
Unethical corporate practices	19%	20%	19%	18%	22%	20%	20%	19%	17%
Political reasons	13%	14%	13%	14%	15%	3%	13%	23%	12%
Other - for open end responses, please see tab ECMR_Q4other	2%	1%	2%	1%	1%	1%	1%	-	2%
Don't know/ can't recall	12%	14%	11%	17%	8%	16%	14%	30%	13%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	39%	40%	35%	40%	37%	37%	34%	41%

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	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	**2017**	**913**	**170**	**228**	**176**	**73**	**478**	**704**	**1411**
Poor labour standards	16%	18%	16%	15%	18%	18%	16%	14%	17%
Tax avoidance	15%	16%	13%	14%	17%	17%	15%	15%	16%
Negative impact on the environment	27%	30%	28%	24%	24%	24%	26%	22%	29%
Poor animal welfare standards	31%	34%	29%	25%	27%	29%	28%	28%	32%
Poor human rights record	16%	18%	12%	13%	17%	19%	15%	15%	17%
Unethical corporate practices	19%	21%	17%	22%	18%	17%	19%	15%	20%
Political reasons	13%	15%	12%	11%	11%	11%	12%	13%	14%
Other - for open end responses, please see tab ECMR_Q4other	2%	2%	1%	2%	1%	-	1%	2%	1%
Don't know/ can't recall	12%	11%	16%	15%	14%	12%	14%	12%	12%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	36%	35%	39%	37%	40%	36%	44%	38%

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	**2017**	**625**	**319**	**172**	**239**	**564**	**313**	**1148**	**1061**
Poor labour standards	16%	21%	21%	19%	19%	17%	17%	18%	18%
Tax avoidance	15%	19%	19%	15%	18%	16%	12%	15%	17%
Negative impact on the environment	27%	34%	38%	28%	38%	31%	29%	31%	30%
Poor animal welfare standards	31%	34%	39%	31%	43%	37%	31%	34%	33%
Poor human rights record	16%	22%	21%	20%	22%	18%	19%	18%	18%
Unethical corporate practices	19%	24%	27%	20%	28%	21%	17%	20%	20%
Political reasons	13%	20%	19%	13%	16%	14%	13%	14%	14%
Other - for open end responses, please see tab ECMR_Q4other	2%	2%	2%	1%	1%	1%	1%	1%	1%
Don't know/ can't recall	12%	11%	8%	17%	10%	13%	17%	12%	11%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	33%	27%	33%	27%	30%	33%	36%	37%

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Skype
Unweighted base	2017	194
Base: All GB adults	**2017**	**195**
Poor labour standards	16%	21%
Tax avoidance	15%	17%
Negative impact on the environment	27%	36%
Poor animal welfare standards	31%	33%
Poor human rights record	16%	19%
Unethical corporate practices	19%	24%
Political reasons	13%	14%
Other - for open end responses, please see tab ECMR_Q4other	2%	3%
Don't know/ can't recall	12%	6%
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	39%	38%

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	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	2017	979	1038	227	317	338	334	802	1150
Food and drinks (including eating out)	24%	24%	25%	27%	27%	26%	29%	20%	28%
Transport (including flying, driving, etc.)	9%	11%	8%	13%	10%	10%	9%	8%	10%
Cosmetics and toiletries	22%	15%	28%	26%	24%	23%	25%	18%	24%
Don't know/ can't recall	13%	14%	12%	16%	16%	14%	13%	11%	12%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	53%	47%	41%	43%	46%	47%	58%	47%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

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	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	2017	867	484	331	187	273	467	1741	100
Food and drinks (including eating out)	24%	20%	19%	24%	18%	31%	27%	24%	31%
Transport (including flying, driving, etc.)	9%	8%	7%	9%	9%	14%	9%	9%	13%
Cosmetics and toiletries	22%	19%	20%	19%	20%	22%	23%	21%	27%
Don't know/ can't recall	13%	14%	15%	11%	13%	14%	13%	13%	8%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	55%	54%	53%	55%	42%	50%	51%	45%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

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	Total		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
										Government Region

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Base: All GB adults	**2017**	**175**	**89**	**223**	**172**	**158**	**173**	**187**	**273**
Food and drinks (including eating out)	24%	26%	16%	23%	16%	24%	25%	18%	31%
Transport (including flying, driving, etc.)	9%	9%	5%	7%	8%	10%	9%	9%	14%
Cosmetics and toiletries	22%	25%	21%	18%	21%	18%	21%	20%	22%
Don't know/ can't recall	13%	14%	13%	15%	16%	13%	10%	13%	14%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	46%	59%	52%	54%	51%	55%	55%	42%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

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	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

Unweighted base	2017	279	202	1727	106	184	798	330	1128

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	2017	269	198	1741	100	175	806	320	1126
Food and drinks (including eating out)	24%	26%	29%	24%	31%	26%	27%	26%	27%
Transport (including flying, driving, etc.)	9%	9%	8%	9%	13%	9%	10%	11%	10%
Cosmetics and toiletries	22%	21%	27%	21%	27%	25%	21%	26%	22%
Don't know/ can't recall	13%	13%	14%	13%	8%	14%	13%	17%	14%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	52%	46%	51%	45%	46%	49%	45%	48%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

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	Total	Working status				Martial Status			
		Full time student	**Retired**	**Unemployed**	**Not working/ Other**	**Married/ Civil Partnership**	**Living as married**	**Separated/ Divorced**	**Widowed**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	**2017**	**99**	**512**	**75**	**204**	**909**	**276**	**135**	**61**
Food and drinks (including eating out)	24%	31%	17%	16%	31%	25%	25%	20%	17%
Transport (including flying, driving, etc.)	9%	12%	6%	13%	10%	8%	11%	7%	10%
Cosmetics and toiletries	22%	39%	18%	9%	23%	20%	28%	21%	19%
Don't know/ can't recall	13%	12%	10%	22%	13%	12%	15%	10%	9%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	34%	60%	52%	45%	52%	43%	55%	60%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer

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	Total	Never Married	Children in Household					Refused	Parent/ guardian (any age)
			0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)		

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	**2017**	**595**	**1484**	**261**	**164**	**76**	**501**	**32**	**1104**
Food and drinks (including eating out)	24%	24%	24%	27%	27%	17%	26%	18%	22%
Transport (including flying, driving, etc.)	9%	11%	9%	10%	9%	15%	10%	-	8%
Cosmetics and toiletries	22%	22%	21%	28%	20%	16%	24%	13%	20%
Don't know/ can't recall	13%	15%	12%	15%	13%	20%	15%	30%	13%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	49%	52%	41%	49%	47%	45%	47%	52%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

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	Total	**Parent/ Guardian**							**Facebook**
		Not parent/ guardian	**4 years and under**	**5 to 11 years**	**12 to 16 years**	**17 to 18 years**	**18 years and under**	**Over 18 years**	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	**2017**	**913**	**170**	**228**	**176**	**73**	**478**	**704**	**1411**
Food and drinks (including eating out)	24%	27%	26%	23%	26%	33%	26%	21%	25%
Transport (including flying, driving, etc.)	9%	11%	10%	11%	9%	9%	10%	7%	10%
Cosmetics and toiletries	22%	24%	23%	22%	27%	24%	23%	17%	24%
Don't know/ can't recall	13%	13%	16%	15%	15%	14%	15%	12%	13%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	48%	41%	47%	46%	42%	44%	57%	49%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	599	311	169	246	526	271	1121	1048
ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.									
Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)									
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	2017	625	319	172	239	564	313	1148	1061
Food and drinks (including eating out)	24%	32%	38%	26%	29%	28%	26%	26%	27%
Transport (including flying, driving, etc.)	9%	13%	14%	10%	10%	10%	12%	9%	10%
Cosmetics and toiletries	22%	26%	29%	24%	36%	28%	30%	25%	25%
Don't know/ can't recall	13%	13%	12%	13%	14%	14%	15%	13%	12%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	42%	38%	48%	37%	41%	41%	47%	48%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

Unweighted base	2017	194

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Skype
Unweighted base	2017	194
Base: All GB adults	2017	195
Food and drinks (including eating out)	24%	34%
Transport (including flying, driving, etc.)	9%	12%
Cosmetics and toiletries	22%	24%
Don't know/ can't recall	13%	8%
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	50%	47%

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	215	277	41	87	89	102	173	337
Base: All GB adults (who avoided a product/ service)	494	233	261	62	86	89	96	161	324
£10 or less	9%	8%	11%	5%	15%	9%	8%	9%	8%
£11 to £20	9%	12%	7%	16%	11%	10%	4%	8%	9%
£21 to £50	10%	11%	8%	9%	8%	8%	14%	9%	9%
£51 to £100	9%	11%	8%	8%	8%	8%	11%	10%	10%
£101 to £200	8%	8%	8%	9%	7%	9%	8%	8%	7%
£201 to £500	3%	4%	2%	-	3%	4%	7%	2%	3%
More than £500	2%	2%	1%	-	-	-	4%	2%	2%
Don't know	50%	45%	55%	54%	48%	52%	44%	52%	53%

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What the world thinks

	Grade	Region						
Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	155	92	82	36	71	130	411	31
Base: All GB adults (who avoided a product/ service)	494	170	93	80	34	84	126	418	31
£10 or less	9%	10%	8%	10%	8%	9%	10%	9%	13%
£11 to £20	9%	9%	7%	7%	9%	9%	13%	9%	16%
£21 to £50	10%	11%	12%	9%	17%	3%	9%	9%	6%
£51 to £100	9%	8%	13%	8%	10%	5%	8%	9%	3%
£101 to £200	8%	10%	11%	14%	8%	-	6%	8%	7%
£201 to £500	3%	4%	7%	-	-	4%	1%	3%	16%
More than £500	2%	1%	-	1%	-	2%	3%	2%	-
Don't know	50%	46%	42%	50%	48%	67%	50%	52%	40%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	50	15	50	27	37	45	36	71
Base: All GB adults (who avoided a product/ service)	494	45	15	51	28	37	43	34	84
£10 or less	9%	5%	12%	9%	3%	7%	13%	8%	9%
£11 to £20	9%	2%	-	6%	14%	7%	7%	9%	9%
£21 to £50	10%	18%	14%	12%	10%	14%	5%	17%	3%
£51 to £100	9%	16%	14%	17%	7%	10%	7%	10%	5%
£101 to £200	8%	12%	13%	10%	10%	16%	13%	8%	-
£201 to £500	3%	-	7%	6%	10%	-	-	-	4%
More than £500	2%	2%	-	-	-	-	2%	-	2%
Don't know	50%	45%	41%	39%	46%	46%	54%	48%	67%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	73	57	411	31	50	214	87	301
Base: All GB adults (who avoided a product/ service)	494	69	57	418	31	45	216	84	300
£10 or less	9%	10%	10%	9%	13%	5%	10%	7%	9%
£11 to £20	9%	13%	12%	9%	16%	2%	10%	2%	8%
£21 to £50	10%	6%	13%	9%	6%	18%	8%	9%	8%
£51 to £100	9%	8%	8%	9%	3%	16%	8%	10%	9%
£101 to £200	8%	4%	8%	8%	7%	12%	9%	12%	9%
£201 to £500	3%	1%	-	3%	16%	-	4%	2%	3%
More than £500	2%	1%	5%	2%	-	2%	1%	-	1%
Don't know	50%	56%	43%	52%	40%	45%	51%	57%	53%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	**Retired**	**Unemployed**	**Not working/ Other**	**Married/ Civil Partnership**	**Living as married**	**Separated/ Divorced**	**Widowed**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	24	95	11	61	241	66	29	11
Base: All GB adults (who avoided a product/ service)	494	30	89	12	63	228	69	27	10
£10 or less	9%	3%	9%	7%	13%	11%	14%	10%	-
£11 to £20	9%	13%	11%	15%	10%	9%	12%	10%	-
£21 to £50	10%	8%	13%	27%	9%	9%	9%	17%	-
£51 to £100	9%	6%	10%	7%	12%	10%	3%	7%	27%
£101 to £200	8%	13%	2%	-	8%	9%	7%	10%	8%
£201 to £500	3%	-	3%	12%	4%	3%	6%	-	9%
More than £500	2%	-	3%	-	3%	3%	2%	-	-
Don't know	50%	57%	49%	32%	41%	47%	48%	46%	56%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household					Refused	Parent/ guardian (any age)
			0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)		

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	131	362	68	46	12	126	4	259
Base: All GB adults (who avoided a product/ service)	494	146	360	71	45	13	128	6	246
£10 or less	9%	6%	9%	10%	13%	-	10%	-	8%
£11 to £20	9%	10%	10%	6%	-	34%	6%	-	8%
£21 to £50	10%	9%	10%	11%	7%	-	8%	-	11%
£51 to £100	9%	9%	9%	8%	11%	7%	9%	-	11%
£101 to £200	8%	8%	7%	8%	15%	14%	11%	-	10%
£201 to £500	3%	2%	4%	-	2%	7%	1%	-	2%
More than £500	2%	-	1%	3%	2%	7%	3%	-	2%
Don't know	50%	57%	49%	54%	51%	31%	51%	100%	48%

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	233	43	55	48	25	125	157	346
Base: All GB adults (who avoided a product/ service)	494	248	44	53	46	24	123	145	349
£10 or less	9%	10%	11%	9%	6%	3%	9%	6%	8%
£11 to £20	9%	11%	10%	11%	2%	5%	9%	6%	9%
£21 to £50	10%	8%	13%	4%	4%	8%	9%	13%	10%
£51 to £100	9%	7%	6%	12%	15%	8%	9%	12%	9%
£101 to £200	8%	6%	4%	13%	14%	17%	11%	8%	7%
£201 to £500	3%	4%	2%	6%	4%	8%	2%	3%	3%
More than £500	2%	1%	2%	2%	2%	5%	3%	3%	1%
Don't know	50%	53%	52%	43%	52%	46%	47%	50%	54%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	191	118	45	73	149	66	293	281
Base: All GB adults (who avoided a product/ service)	494	197	121	44	70	158	81	302	286
£10 or less	9%	6%	11%	13%	6%	7%	7%	8%	9%
£11 to £20	9%	9%	11%	11%	7%	11%	10%	9%	7%
£21 to £50	10%	11%	8%	15%	5%	7%	9%	13%	10%
£51 to £100	9%	10%	9%	10%	7%	11%	15%	8%	9%
£101 to £200	8%	9%	8%	10%	5%	4%	8%	8%	9%
£201 to £500	3%	3%	4%	2%	5%	5%	-	4%	4%
More than £500	2%	-	2%	-	-	1%	-	1%	0%
Don't know	50%	53%	49%	39%	65%	55%	51%	49%	53%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
FoodandDrink_1. Food and drinks (including eating out)		
Unweighted base	492	65
Base: All GB adults (who avoided a product/ service)	494	67
£10 or less	9%	13%
£11 to £20	9%	10%
£21 to £50	10%	6%
£51 to £100	9%	8%
£101 to £200	8%	7%
£201 to £500	3%	8%
More than £500	2%	3%
Don't know	50%	44%

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	95	91	19	31	34	33	69	124
Base: All GB adults (who avoided a product/ service)	189	104	85	28	32	34	32	64	119
£10 or less	8%	9%	5%	20%	-	-	9%	9%	6%
£11 to £20	9%	10%	8%	3%	13%	9%	3%	12%	6%
£21 to £50	8%	7%	8%	-	7%	15%	13%	4%	7%
£51 to £100	6%	8%	4%	15%	-	9%	6%	4%	8%
£101 to £200	9%	8%	10%	18%	8%	7%	3%	9%	7%
£201 to £500	8%	10%	5%	12%	11%	-	13%	5%	8%
More than £500	9%	8%	10%	-	5%	11%	18%	9%	9%
Don't know	44%	40%	49%	31%	55%	49%	34%	47%	49%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

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What the world thinks

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

Transport_1. Transport (including flying, driving, etc.)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	186	62	31	31	17	34	43	156	13
Base: All GB adults (who avoided a product/ service)	189	70	33	30	17	39	41	161	14
£10 or less	8%	11%	6%	12%	17%	6%	7%	8%	6%
£11 to £20	9%	14%	15%	3%	5%	8%	7%	8%	15%
£21 to £50	8%	8%	10%	3%	6%	12%	11%	9%	-
£51 to £100	6%	3%	13%	-	-	3%	7%	5%	-
£101 to £200	9%	11%	9%	3%	18%	3%	7%	7%	29%
£201 to £500	8%	8%	12%	13%	17%	2%	-	7%	13%
More than £500	9%	8%	5%	9%	11%	8%	9%	8%	17%
Don't know	44%	36%	29%	58%	25%	58%	51%	47%	20%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	17	5	13	13	14	17	17	34
Base: All GB adults (who avoided a product/ service)	189	15	5	15	14	16	15	17	39
£10 or less	8%	-	-	6%	7%	17%	6%	17%	6%
£11 to £20	9%	12%	20%	22%	6%	6%	-	5%	8%
£21 to £50	8%	-	-	16%	7%	-	6%	6%	12%
£51 to £100	6%	23%	-	24%	7%	-	-	-	3%
£101 to £200	9%	12%	41%	-	7%	-	6%	18%	3%
£201 to £500	8%	6%	-	13%	15%	21%	5%	17%	2%
More than £500	9%	6%	-	6%	7%	-	18%	11%	8%
Don't know	44%	41%	39%	12%	44%	57%	59%	25%	58%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment. Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	27	16	156	13	17	75	37	112
Base: All GB adults (who avoided a product/ service)	189	25	16	161	14	15	78	35	113
£10 or less	8%	-	20%	8%	6%	-	4%	-	3%
£11 to £20	9%	8%	6%	8%	15%	12%	8%	8%	8%
£21 to £50	8%	14%	7%	9%	-	-	11%	5%	9%
£51 to £100	6%	7%	6%	5%	-	23%	7%	8%	7%
£101 to £200	9%	8%	5%	7%	29%	12%	8%	9%	8%
£201 to £500	8%	-	-	7%	13%	6%	7%	5%	7%
More than £500	9%	7%	13%	8%	17%	6%	11%	5%	9%
Don't know	44%	56%	44%	47%	20%	41%	44%	60%	49%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	9	36	8	21	80	27	11	7
Base: All GB adults (who avoided a product/ service)	189	12	33	10	21	75	29	10	6
£10 or less	8%	-	15%	26%	19%	5%	11%	8%	-
£11 to £20	9%	19%	11%	11%	4%	12%	4%	9%	-
£21 to £50	8%	-	8%	-	4%	10%	10%	-	15%
£51 to £100	6%	16%	3%	-	4%	6%	-	-	14%
£101 to £200	9%	18%	11%	9%	4%	6%	13%	8%	15%
£201 to £500	8%	29%	8%	-	6%	8%	7%	-	-
More than £500	9%	-	5%	14%	14%	14%	-	9%	-
Don't know	44%	19%	39%	40%	44%	39%	56%	65%	56%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

Transport_1. Transport (including flying, driving, etc.)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	186	55	136	25	14	11	50	-	91
Base: All GB adults (who avoided a product/ service)	189	63	137	26	15	11	52	-	87
£10 or less	8%	11%	8%	15%	-	-	7%	-	4%
£11 to £20	9%	6%	11%	8%	-	-	4%	-	9%
£21 to £50	8%	3%	4%	7%	15%	41%	17%	-	12%
£51 to £100	6%	10%	6%	9%	6%	8%	8%	-	6%
£101 to £200	9%	10%	9%	4%	14%	8%	8%	-	6%
£201 to £500	8%	10%	10%	4%	-	-	2%	-	5%
More than £500	9%	7%	6%	11%	27%	15%	17%	-	12%
Don't know	44%	44%	47%	43%	37%	28%	38%	-	45%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	95	17	26	17	7	48	51	137
Base: All GB adults (who avoided a product/ service)	189	103	17	26	16	7	47	47	139
£10 or less	8%	10%	6%	4%	-	-	4%	8%	8%
£11 to £20	9%	9%	-	11%	7%	14%	10%	11%	8%
£21 to £50	8%	4%	24%	27%	-	-	19%	4%	8%
£51 to £100	6%	7%	-	3%	20%	-	7%	4%	7%
£101 to £200	9%	11%	5%	4%	-	17%	4%	7%	7%
£201 to £500	8%	10%	-	-	6%	-	2%	8%	9%
More than £500	9%	6%	12%	14%	18%	43%	16%	8%	8%
Don't know	44%	44%	53%	36%	50%	26%	38%	51%	46%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	79	46	16	25	55	32	104	100
Base: All GB adults (who avoided a product/ service)	189	83	45	17	24	58	39	108	106
£10 or less	8%	8%	11%	13%	4%	10%	20%	10%	7%
£11 to £20	9%	4%	9%	17%	12%	10%	-	9%	7%
£21 to £50	8%	2%	-	12%	11%	5%	-	7%	8%
£51 to £100	6%	7%	10%	20%	8%	11%	14%	7%	9%
£101 to £200	9%	11%	7%	5%	-	9%	11%	12%	10%
£201 to £500	8%	9%	6%	5%	7%	8%	11%	9%	9%
More than £500	9%	9%	6%	-	5%	7%	-	6%	7%
Don't know	44%	50%	51%	28%	54%	41%	44%	41%	43%

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
Transport_1. Transport (including flying, driving, etc.)		
Unweighted base	186	24
Base: All GB adults (who avoided a product/ service)	189	24
£10 or less	8%	22%
£11 to £20	9%	5%
£21 to £50	8%	9%
£51 to £100	6%	5%
£101 to £200	9%	16%
£201 to £500	8%	-
More than £500	9%	8%
Don't know	44%	36%

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	133	314	46	80	83	87	151	297
Base: All GB adults (who avoided a product/ service)	437	144	294	59	76	79	82	141	276
£10 or less	13%	10%	15%	5%	13%	14%	17%	14%	13%
£11 to £20	12%	17%	10%	8%	20%	9%	10%	13%	12%
£21 to £50	13%	18%	10%	29%	7%	11%	10%	11%	12%
£51 to £100	6%	4%	6%	-	3%	8%	9%	6%	8%
£101 to £200	3%	4%	2%	7%	4%	2%	1%	1%	2%
£201 to £500	1%	1%	1%	-	1%	1%	-	1%	1%
More than £500	1%	1%	0%	-	-	3%	-	-	0%
Don't know	52%	44%	56%	50%	51%	51%	54%	52%	53%

Cell Contents (Column Percentages)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	150	95	68	41	54	112	370	29
Base: All GB adults (who avoided a product/ service)	437	161	97	64	38	59	109	367	27
£10 or less	13%	14%	12%	7%	22%	13%	14%	13%	16%
£11 to £20	12%	14%	13%	18%	10%	17%	9%	13%	9%
£21 to £50	13%	14%	18%	9%	13%	12%	12%	13%	11%
£51 to £100	6%	2%	7%	5%	4%	-	6%	5%	7%
£101 to £200	3%	3%	3%	6%	-	2%	2%	3%	-
£201 to £500	1%	1%	2%	-	2%	-	-	1%	4%
More than £500	1%	1%	2%	-	-	2%	-	1%	-
Don't know	52%	51%	44%	55%	48%	55%	58%	52%	53%

Cell Contents (C

YouGov
What the world thinks

	Total		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
									Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	48	20	39	36	29	39	41	54
Base: All GB adults (who avoided a product/ service)	437	43	19	41	37	28	36	38	59
£10 or less	13%	17%	19%	9%	11%	12%	2%	22%	13%
£11 to £20	12%	12%	15%	5%	20%	27%	10%	10%	17%
£21 to £50	13%	9%	17%	20%	17%	10%	9%	13%	12%
£51 to £100	6%	10%	5%	7%	8%	-	10%	4%	-
£101 to £200	3%	2%	-	8%	-	8%	5%	-	2%
£201 to £500	1%	-	-	5%	-	-	-	2%	-
More than £500	1%	-	-	-	4%	-	-	-	2%
Don't know	52%	50%	44%	47%	40%	43%	64%	48%	55%

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	58	54	370	29	48	173	87	260
Base: All GB adults (who avoided a product/ service)	437	55	54	367	27	43	169	83	252
£10 or less	13%	17%	10%	13%	16%	17%	16%	7%	13%
£11 to £20	12%	14%	3%	13%	9%	12%	10%	11%	11%
£21 to £50	13%	16%	8%	13%	11%	9%	15%	10%	13%
£51 to £100	6%	5%	8%	5%	7%	10%	5%	7%	6%
£101 to £200	3%	1%	3%	3%	-	2%	1%	3%	2%
£201 to £500	1%	-	-	1%	4%	-	1%	1%	1%
More than £500	1%	-	-	1%	-	-	1%	1%	1%
Don't know	52%	48%	68%	52%	53%	50%	50%	60%	54%

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	**Retired**	**Unemployed**	**Not working/ Other**	**Married/ Civil Partnership**	**Living as married**	**Separated/ Divorced**	**Widowed**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	31	98	7	51	196	74	30	13
Base: All GB adults (who avoided a product/ service)	437	38	92	7	48	183	76	28	12
£10 or less	13%	9%	16%	12%	13%	13%	14%	13%	23%
£11 to £20	12%	10%	18%	28%	11%	11%	18%	20%	-
£21 to £50	13%	17%	9%	11%	12%	14%	12%	10%	-
£51 to £100	6%	-	5%	-	11%	6%	4%	9%	15%
£101 to £200	3%	8%	2%	20%	-	1%	1%	4%	-
£201 to £500	1%	-	1%	-	2%	1%	1%	-	-
More than £500	1%	-	-	-	-	1%	-	-	-
Don't know	52%	56%	48%	29%	51%	52%	50%	44%	61%

Cell Contents (C

YouGov
What the world thinks

| | Total | Never Married | Children in Household | | | | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | Parent/ guardian (any age) |
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	125	323	71	36	13	120	4	231
Base: All GB adults (who avoided a product/ service)	437	130	315	73	33	12	118	4	218
£10 or less	13%	12%	14%	14%	6%	-	10%	43%	13%
£11 to £20	12%	11%	12%	21%	5%	9%	15%	-	14%
£21 to £50	13%	14%	14%	6%	15%	7%	9%	-	11%
£51 to £100	6%	3%	5%	6%	8%	30%	9%	-	8%
£101 to £200	3%	6%	2%	-	11%	-	3%	-	1%
£201 to £500	1%	1%	1%	-	3%	-	1%	-	1%
More than £500	1%	-	0%	-	-	9%	1%	-	0%
Don't know	52%	54%	52%	53%	53%	46%	52%	57%	50%

Cell Contents (C

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	216	40	53	52	18	116	127	341
Base: All GB adults (who avoided a product/ service)	437	220	40	50	48	17	112	118	335
£10 or less	13%	13%	5%	10%	9%	22%	10%	15%	14%
£11 to £20	12%	11%	21%	15%	10%	-	16%	11%	12%
£21 to £50	13%	14%	10%	10%	13%	13%	12%	10%	14%
£51 to £100	6%	3%	7%	14%	14%	5%	9%	8%	5%
£101 to £200	3%	4%	7%	4%	2%	-	2%	-	2%
£201 to £500	1%	0%	-	2%	-	-	1%	2%	1%
More than £500	1%	1%	3%	2%	-	-	1%	-	0%
Don't know	52%	54%	47%	44%	52%	60%	49%	54%	51%

Cell Contents (C

YouGov
What the world thinks

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	160	92	41	87	157	87	292	267
Base: All GB adults (who avoided a product/ service)	437	161	94	41	85	160	94	288	263
£10 or less	13%	13%	15%	12%	8%	13%	15%	14%	15%
£11 to £20	12%	9%	13%	21%	9%	15%	11%	12%	9%
£21 to £50	13%	14%	17%	13%	14%	14%	20%	13%	14%
£51 to £100	6%	6%	5%	4%	7%	4%	2%	6%	6%
£101 to £200	3%	4%	2%	5%	2%	2%	6%	2%	3%
£201 to £500	1%	2%	1%	2%	1%	1%	-	1%	1%
More than £500	1%	1%	-	-	2%	-	-	1%	0%
Don't know	52%	51%	48%	42%	57%	51%	47%	50%	52%

Cell Contents (C

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	
		Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
Cosmetics_1. Cosmetics and toiletries		
Unweighted base	447	47
Base: All GB adults (who avoided a product/ service)	437	46
£10 or less	13%	14%
£11 to £20	12%	13%
£21 to £50	13%	13%
£51 to £100	6%	8%
£101 to £200	3%	2%
£201 to £500	1%	4%
More than £500	1%	3%
Don't know	52%	42%

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	2017	979	1038	227	317	338	334	802	1150
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	337	437	78	98	104	125	370	490
Second-hand clothing	466	162	304	46	73	88	85	174	266
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	128	217	45	72	67	55	106	199
None of these	852	459	392	72	137	160	148	335	480
Don't know	147	87	60	40	34	22	24	27	57

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

YouGov
What the world thinks

	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	2017	867	484	331	187	273	467	1741	100
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	285	184	122	73	96	201	677	37
Second-hand clothing	466	200	105	74	42	60	131	411	23
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	146	78	46	33	51	87	295	20
None of these	852	371	214	142	78	122	174	731	40
Don't know	147	90	27	31	15	22	32	127	6

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Base: All GB adults	2017	175	89	223	172	158	173	187	273
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	61	29	85	70	66	55	73	96
Second-hand clothing	466	32	20	48	36	39	35	42	60
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	30	18	33	28	18	27	33	51
None of these	852	80	46	95	74	58	83	78	122
Don't know	147	14	3	16	7	16	15	15	22

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	2017	269	198	1741	100	175	806	320	1126
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	106	95	677	37	61	274	139	413
Second-hand clothing	466	79	52	411	23	32	169	103	272
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	50	37	295	20	30	151	67	217
None of these	852	108	66	731	40	80	381	113	493
Don't know	147	18	14	127	6	14	61	15	76

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	2017	99	512	75	204	909	276	135	61
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	31	238	16	77	395	101	57	32
Second-hand clothing	466	26	99	13	57	216	64	40	16
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	20	60	9	38	141	62	25	11
None of these	852	38	214	32	74	375	111	54	25
Don't know	147	12	17	16	25	40	23	5	2

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household						
			0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	2017	595	1484	261	164	76	501	32	1104
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	172	590	94	65	21	180	5	450
Second-hand clothing	466	119	318	71	51	19	141	7	274
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	98	228	56	34	20	111	6	194
None of these	852	272	648	96	71	29	195	9	453
Don't know	147	74	94	27	7	7	42	11	58

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	2017	913	170	228	176	73	478	704	1411
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	325	58	81	62	37	173	309	527
Second-hand clothing	466	192	50	68	55	26	142	158	339
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	152	42	45	38	16	103	102	247
None of these	852	399	64	92	80	26	190	294	597
Don't know	147	89	12	13	11	3	31	31	111

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	2017	625	319	172	239	564	313	1148	1061
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	248	149	75	117	211	118	452	422
Second-hand clothing	466	132	68	41	79	132	70	293	268
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	108	72	29	61	116	68	212	206
None of these	852	272	130	62	74	228	109	461	433
Don't know	147	44	5	18	10	45	40	90	71

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
Base: All GB adults	**2017**	**195**
Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)	775	82
Second-hand clothing	466	48
Second-hand household items (e.g. kitchenware, furniture, electrical appliances etc.)	345	43
None of these	852	83
Don't know	147	4

As a reminder, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment...

Approximately how much, in total, have you spent on each of the following, for environmentally friendly reasons, in the last 12 months (i.e. since October 2017)? (Please select one option in each column)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	792	323	469	56	100	106	132	398	525
Base: All GB adults (who have bought one of the products)	775	337	437	78	98	104	125	370	490
£10 or less	68	26	42	9	12	9	9	29	35
£11 to £20	76	33	43	11	10	12	11	32	45
£21 to £50	148	58	90	11	27	20	28	62	100
£51 to £100	124	54	70	9	19	17	21	58	84
£101 to £200	83	38	46	10	8	10	18	38	50
£201 to £500	55	24	31	2	4	7	10	32	36
More than £500	25	12	13	1	2	3	3	16	17
Don't know	195	92	103	25	14	27	25	104	124

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	792	267	184	130	76	85	209	684	40
Base: All GB adults (who have bought one of the products)	775	285	184	122	73	96	201	677	37
£10 or less	68	33	10	15	3	11	22	62	4
£11 to £20	76	31	25	9	12	5	14	66	6
£21 to £50	148	48	42	17	11	22	34	126	6
£51 to £100	124	40	29	17	11	15	37	108	6
£101 to £200	83	34	18	18	7	9	19	72	3
£201 to £500	55	19	16	9	5	5	12	48	4
More than £500	25	8	3	4	4	5	8	23	2
Don't know	195	71	41	33	20	24	55	172	6

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total							Government Region	
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	792	68	29	83	72	70	60	76	85
Base: All GB adults (who have bought one of the products)	775	61	29	85	70	66	55	73	96
£10 or less	68	2	2	6	2	9	5	3	11
£11 to £20	76	5	5	6	14	6	3	12	5
£21 to £50	148	17	8	18	16	11	7	11	22
£51 to £100	124	10	3	17	9	8	9	11	15
£101 to £200	83	8	2	8	9	11	7	7	9
£201 to £500	55	3	3	10	3	6	4	5	5
More than £500	25	-	-	2	1	2	2	4	5
Don't know	195	16	5	19	17	13	20	20	24

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)									
Unweighted base	792	112	97	684	40	68	276	145	421
Base: All GB adults (who have bought one of the products)	775	106	95	677	37	61	274	139	413
£10 or less	68	12	10	62	4	2	23	12	35
£11 to £20	76	11	3	66	6	5	30	9	39
£21 to £50	148	16	18	126	6	17	56	26	82
£51 to £100	124	21	15	108	6	10	49	22	71
£101 to £200	83	12	8	72	3	8	33	15	48
£201 to £500	55	3	9	48	4	3	18	11	29
More than £500	25	7	1	23	2	-	8	5	13
Don't know	195	23	32	172	6	16	56	40	97

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	**Retired**	**Unemployed**	**Not working/ Other**	**Married/ Civil Partnership**	**Living as married**	**Separated/ Divorced**	**Widowed**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	792	28	256	14	73	421	99	60	35
Base: All GB adults (who have bought one of the products)	775	31	238	16	77	395	101	57	32
£10 or less	68	5	16	1	10	27	13	8	4
£11 to £20	76	3	21	1	13	31	12	5	2
£21 to £50	148	5	40	5	17	77	16	14	5
£51 to £100	124	4	39	4	6	67	23	7	3
£101 to £200	83	7	22	2	4	44	11	8	2
£201 to £500	55	-	22	1	3	34	7	3	2
More than £500	25	-	8	-	5	16	-	1	1
Don't know	195	7	71	2	19	100	19	11	14

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)									
Unweighted base	792	160	605	96	66	20	182	5	478
Base: All GB adults (who have bought one of the products)	775	172	590	94	65	21	180	5	450
£10 or less	68	13	55	8	4	1	13	-	37
£11 to £20	76	23	57	13	5	1	19	-	40
£21 to £50	148	35	111	24	7	5	37	-	85
£51 to £100	124	21	96	9	14	4	27	1	75
£101 to £200	83	19	61	12	10	1	23	-	50
£201 to £500	55	9	40	4	8	3	15	-	34
More than £500	25	4	19	1	5	1	6	-	16
Don't know	195	49	151	23	12	5	40	4	113

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	792	314	60	82	66	39	179	332	534
Base: All GB adults (who have bought one of the products)	775	325	58	81	62	37	173	309	527
£10 or less	68	31	6	7	3	3	15	24	44
£11 to £20	76	36	8	6	5	4	19	24	45
£21 to £50	148	63	11	13	12	9	34	58	110
£51 to £100	124	49	10	18	10	5	28	54	95
£101 to £200	83	34	6	7	10	7	22	33	55
£201 to £500	55	21	7	9	5	3	15	21	39
More than £500	25	9	1	4	3	-	5	10	15
Don't know	195	82	8	17	14	6	35	84	124

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	792	247	148	74	121	206	104	455	423
Base: All GB adults (who have bought one of the products)	775	248	149	75	117	211	118	452	422
£10 or less	68	20	12	8	12	14	11	43	31
£11 to £20	76	32	15	8	12	27	15	37	46
£21 to £50	148	51	35	14	22	41	27	96	88
£51 to £100	124	40	21	12	18	33	17	80	72
£101 to £200	83	25	18	12	18	32	15	53	51
£201 to £500	55	16	7	3	4	5	2	32	21
More than £500	25	6	8	2	6	7	-	14	14
Don't know	195	59	34	16	26	51	31	97	98

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q1_1. Local food produce or goods (i.e. food or goods that have been grown/ made in your local area)

	Total	Skype
Unweighted base	792	86
Base: All GB adults (who have bought one of the products)	775	82
£10 or less	68	8
£11 to £20	76	11
£21 to £50	148	16
£51 to £100	124	16
£101 to £200	83	5
£201 to £500	55	8
More than £500	25	6
Don't know	195	13

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	151	322	36	73	88	90	186	285
Base: All GB adults (who have bought one of the products)	466	162	304	46	73	88	85	174	266
£10 or less	67	29	38	10	12	11	11	24	31
£11 to £20	109	33	76	5	18	22	18	46	58
£21 to £50	130	41	89	12	18	21	23	56	73
£51 to £100	66	25	41	6	12	11	17	21	42
£101 to £200	33	12	21	4	5	4	9	10	22
£201 to £500	11	4	7	2	3	3	-	3	10
More than £500	2	-	2	-	-	1	1	-	1
Don't know	48	18	30	6	5	15	7	14	29

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	188	101	77	44	55	137	414	24
Base: All GB adults (who have bought one of the products)	466	200	105	74	42	60	131	411	23
£10 or less	67	36	18	13	9	8	14	62	3
£11 to £20	109	52	31	15	11	11	24	92	7
£21 to £50	130	57	30	24	7	14	40	115	6
£51 to £100	66	24	14	10	5	9	24	61	2
£101 to £200	33	10	8	3	1	5	9	26	1
£201 to £500	11	1	1	1	3	2	4	11	-
More than £500	2	1	-	1	1	-	-	2	-
Don't know	48	19	2	7	4	12	16	41	5

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	35	19	45	37	38	39	44	55
Base: All GB adults (who have bought one of the products)	466	32	20	48	36	39	35	42	60
£10 or less	67	3	4	6	8	7	6	9	8
£11 to £20	109	10	8	14	10	9	6	11	11
£21 to £50	130	9	7	15	9	10	14	7	14
£51 to £100	66	3	1	8	5	7	3	5	9
£101 to £200	33	6	-	6	3	2	1	1	5
£201 to £500	11	-	-	-	1	-	1	3	2
More than £500	2	-	-	-	-	1	-	1	-
Don't know	48	2	-	1	1	3	5	4	12

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017		279	202	1727	106	184	798	330	1128
ECMR_Q1_2. Second-hand clothing										
Unweighted base	473		81	56	414	24	35	170	105	275
Base: All GB adults (who have bought one of the products)	466		79	52	411	23	32	169	103	272
£10 or less	67		8	6	62	3	3	22	18	40
£11 to £20	109		15	8	92	7	10	38	21	59
£21 to £50	130		25	14	115	6	9	46	26	72
£51 to £100	66		13	11	61	2	3	30	15	45
£101 to £200	33		7	2	26	1	6	15	8	23
£201 to £500	11		3	1	11	-	-	3	3	6
More than £500	2		-	-	2	-	-	1	-	1
Don't know	48		8	9	41	5	2	15	12	26

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	22	106	12	58	226	63	42	18
Base: All GB adults (who have bought one of the products)	466	26	99	13	57	216	64	40	16
£10 or less	67	3	13	2	9	26	10	5	2
£11 to £20	109	4	31	4	11	48	11	13	5
£21 to £50	130	7	32	1	19	67	17	13	2
£51 to £100	66	1	8	3	9	25	15	1	3
£101 to £200	33	3	4	-	4	18	3	4	2
£201 to £500	11	2	2	-	1	5	1	-	-
More than £500	2	-	-	1	-	1	-	1	-
Don't know	48	5	11	1	5	26	6	2	3

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			
Unweighted base	2017	543	1494	253	167	73	493	30	1156
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	113	322	74	51	19	144	7	286
Base: All GB adults (who have bought one of the products)	466	119	318	71	51	19	141	7	274
£10 or less	67	22	47	7	7	4	19	1	33
£11 to £20	109	29	80	12	10	5	27	2	68
£21 to £50	130	28	97	20	11	2	33	-	80
£51 to £100	66	18	44	14	6	3	22	-	38
£101 to £200	33	6	16	7	7	3	17	-	21
£201 to £500	11	5	6	-	5	-	5	-	3
More than £500	2	-	-	1	1	-	2	-	2
Don't know	48	11	27	10	4	2	16	4	28

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	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	187	51	68	58	27	145	169	343
Base: All GB adults (who have bought one of the products)	466	192	50	68	55	26	142	158	339
£10 or less	67	34	9	9	7	3	19	19	47
£11 to £20	109	41	11	19	11	6	32	40	81
£21 to £50	130	50	9	12	11	8	32	56	95
£51 to £100	66	28	9	9	12	4	25	21	52
£101 to £200	33	12	4	8	5	1	13	10	22
£201 to £500	11	7	2	1	-	-	3	1	5
More than £500	2	-	-	-	2	1	2	-	1
Don't know	48	20	6	9	7	4	17	12	37

Ethical Consumer

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
ECMR_Q1_2. Second-hand clothing									
Unweighted base	473	129	67	39	80	128	62	292	265
Base: All GB adults (who have bought one of the products)	466	132	68	41	79	132	70	293	268
£10 or less	67	20	8	12	10	19	15	42	35
£11 to £20	109	23	14	9	20	27	13	71	59
£21 to £50	130	44	17	8	19	36	19	77	72
£51 to £100	66	18	12	3	11	24	8	42	40
£101 to £200	33	9	5	3	6	7	5	20	18
£201 to £500	11	3	2	1	3	6	3	8	10
More than £500	2	-	-	-	-	-	-	2	1
Don't know	48	17	10	6	11	13	7	30	32

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
ECMR_Q1_2. Second-hand clothing		
Unweighted base	473	49
Base: All GB adults (who have bought one of the products)	466	48
£10 or less	67	8
£11 to £20	109	9
£21 to £50	130	15
£51 to £100	66	6
£101 to £200	33	3
£201 to £500	11	2
More than £500	2	-
Don't know	48	6

Ethical Consumer

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	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	118	229	35	72	67	58	115	209
Base: All GB adults (who have bought one of the products)	345	128	217	45	72	67	55	106	199
£10 or less	44	17	28	5	5	11	7	16	23
£11 to £20	56	22	34	15	10	7	7	16	32
£21 to £50	75	25	50	8	17	14	12	24	40
£51 to £100	50	16	34	3	13	8	10	16	28
£101 to £200	41	17	23	1	10	7	9	13	26
£201 to £500	23	9	14	1	6	4	5	6	17
More than £500	4	1	3	1	1	1	-	1	2
Don't know	53	21	32	10	10	15	4	14	30

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	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	347	138	77	49	35	45	91	297	19
Base: All GB adults (who have bought one of the products)	345	146	78	46	33	51	87	295	20
£10 or less	44	21	11	3	4	12	10	40	1
£11 to £20	56	24	10	13	3	7	10	44	6
£21 to £50	75	35	21	10	9	4	20	65	5
£51 to £100	50	21	15	5	4	7	11	43	3
£101 to £200	41	14	9	5	2	6	12	34	2
£201 to £500	23	6	4	4	1	2	8	19	1
More than £500	4	2	1	-	-	-	3	4	-
Don't know	53	23	6	5	10	13	13	47	2

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GB Sample: 24th - 25th October 2018

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	31	17	31	29	20	29	35	45
Base: All GB adults (who have bought one of the products)	345	30	18	33	28	18	27	33	51
£10 or less	44	3	3	2	6	1	2	4	12
£11 to £20	56	6	5	3	3	5	9	3	7
£21 to £50	75	5	3	9	9	4	6	9	4
£51 to £100	50	4	3	8	4	1	4	4	7
£101 to £200	41	5	2	5	2	3	3	2	6
£201 to £500	23	3	-	2	2	2	3	1	2
More than £500	4	-	-	1	-	-	-	-	-
Don't know	53	4	2	2	2	3	2	10	13

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	53	38	297	19	31	150	67	217
Base: All GB adults (who have bought one of the products)	345	50	37	295	20	30	151	67	217
£10 or less	44	4	6	40	1	3	15	11	26
£11 to £20	56	6	4	44	6	6	20	8	28
£21 to £50	75	13	7	65	5	5	38	17	55
£51 to £100	50	7	4	43	3	4	24	8	31
£101 to £200	41	6	5	34	2	5	20	5	24
£201 to £500	23	3	5	19	1	3	11	5	16
More than £500	4	3	-	4	-	-	3	-	3
Don't know	53	7	7	47	2	4	21	14	34

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	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	18	64	9	39	147	57	26	12
Base: All GB adults (who have bought one of the products)	345	20	60	9	38	141	62	25	11
£10 or less	44	1	8	1	8	15	4	6	2
£11 to £20	56	7	16	-	6	18	12	4	3
£21 to £50	75	3	10	-	8	29	15	7	3
£51 to £100	50	4	7	1	6	31	6	1	1
£101 to £200	41	-	6	6	4	18	11	3	-
£201 to £500	23	-	3	-	4	9	7	2	2
More than £500	4	-	-	-	1	1	1	-	-
Don't know	53	5	9	1	3	20	7	3	1

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	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	347	98	233	56	34	19	109	5	200
Base: All GB adults (who have bought one of the products)	345	98	228	56	34	20	111	6	194
£10 or less	44	15	29	8	5	2	14	1	26
£11 to £20	56	17	37	9	2	5	17	3	29
£21 to £50	75	19	52	13	4	6	23	-	40
£51 to £100	50	10	33	6	9	1	16	-	32
£101 to £200	41	8	25	7	6	2	15	-	28
£201 to £500	23	3	16	4	3	1	7	-	12
More than £500	4	2	2	1	1	-	2	-	1
Don't know	53	22	35	8	4	3	15	3	25

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	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)									
Unweighted base	347	147	41	43	40	17	103	110	248
Base: All GB adults (who have bought one of the products)	345	152	42	45	38	16	103	102	247
£10 or less	44	18	5	6	4	3	13	15	31
£11 to £20	56	27	10	5	4	1	16	14	42
£21 to £50	75	35	9	11	6	3	24	18	52
£51 to £100	50	17	7	9	7	3	16	19	36
£101 to £200	41	12	4	4	8	4	14	16	25
£201 to £500	23	11	3	3	4	1	6	6	19
More than £500	4	3	-	1	-	-	1	-	3
Don't know	53	28	5	5	6	2	13	13	39

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	347	106	71	29	64	111	62	209	204
Base: All GB adults (who have bought one of the products)	345	108	72	29	61	116	68	212	206
£10 or less	44	12	11	4	10	13	6	27	24
£11 to £20	56	19	6	6	6	22	13	35	30
£21 to £50	75	26	18	6	17	30	12	47	46
£51 to £100	50	14	12	2	4	13	10	29	28
£101 to £200	41	11	8	2	6	12	5	22	27
£201 to £500	23	11	6	2	7	7	4	19	16
More than £500	4	-	-	2	1	1	2	2	2
Don't know	53	16	11	5	9	19	15	32	34

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GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q1_3. Second-hand household items (e.g. kitchenware, furniture, electrical appliances ect)

	Total	Skype
Unweighted base	347	44
Base: All GB adults (who have bought one of the products)	345	43
£10 or less	44	10
£11 to £20	56	7
£21 to £50	75	7
£51 to £100	50	9
£101 to £200	41	3
£201 to £500	23	3
More than £500	4	-
Don't know	53	5

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	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	**2017**	**979**	**1038**	**227**	**317**	**338**	**334**	**802**	**1150**
Talked to friends or family about a company's unethical behaviour	374	158	216	60	80	68	65	101	238
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	189	286	69	84	83	77	163	316
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	243	300	84	95	84	82	198	358
Recommended a company to a friend or family member because it is an ethical company	256	107	149	51	46	51	41	67	160
Recycled on a weekly or more frequent basis	1273	540	732	110	166	190	211	597	773
Used a private motor vehicle less and walked, cycled or used public transport more	494	239	256	64	55	81	74	220	339
Other	66	31	35	9	14	6	9	28	47
Don't know/ can't recall	184	100	84	39	44	37	21	42	86
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	201	143	29	61	67	67	121	165

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	**2017**	**867**	**484**	**331**	**187**	**273**	**467**	**1741**	**100**
Talked to friends or family about a company's unethical behaviour	374	136	77	49	36	74	86	322	19
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	160	105	61	44	84	118	412	24
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	185	115	68	51	98	139	471	31
Recommended a company to a friend or family member because it is an ethical company	256	96	48	40	25	53	54	220	15
Recycled on a weekly or more frequent basis	1273	500	301	193	125	160	321	1100	65
Used a private motor vehicle less and walked, cycled or used public transport more	494	155	108	71	46	78	121	424	26
Other	66	19	12	6	5	18	19	60	1
Don't know/ can't recall	184	97	37	34	19	29	30	149	10
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	178	91	66	28	51	73	309	12

	Total		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
									Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017		184	87	218	172	162	182	195	230

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017		184	87	218	172	162	182	195	230
Base: All GB adults	**2017**		**175**	**89**	**223**	**172**	**158**	**173**	**187**	**273**
Talked to friends or family about a company's unethical behaviour	374		33	9	45	22	25	23	36	74
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475		39	19	51	36	32	29	44	84
Avoided using/ buying a product or service because the company has a reputation for being unethical	543		41	18	55	41	34	35	51	98
Recommended a company to a friend or family member because it is an ethical company	256		21	9	30	9	20	20	25	53
Recycled on a weekly or more frequent basis	1273		108	53	140	108	99	95	125	160
Used a private motor vehicle less and walked, cycled or used public transport more	494		45	16	59	32	36	35	46	78
Other	66		5	-	11	1	3	3	5	18
Don't know/ can't recall	184		24	6	18	13	15	19	19	29
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344		23	21	36	34	25	41	28	51

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	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	2017	269	198	1741	100	175	806	320	1126
Talked to friends or family about a company's unethical behaviour	374	46	40	322	19	33	166	64	230
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	68	50	412	24	39	173	101	274
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	74	65	471	31	41	215	97	311
Recommended a company to a friend or family member because it is an ethical company	256	28	26	220	15	21	107	48	156
Recycled on a weekly or more frequent basis	1273	174	147	1100	65	108	460	228	687
Used a private motor vehicle less and walked, cycled or used public transport more	494	67	54	424	26	45	202	75	277
Other	66	10	9	60	1	5	21	13	34
Don't know/ can't recall	184	21	9	149	10	24	80	26	106
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	44	30	309	12	23	166	37	203

	Total	Working status				Martial Status			
		Full time student	**Retired**	**Unemployed**	**Not working/ Other**	**Married/ Civil Partnership**	**Living as married**	**Separated/ Divorced**	**Widowed**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	2017	99	512	75	204	909	276	135	61
Talked to friends or family about a company's unethical behaviour	374	31	52	16	45	139	58	21	7
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	37	92	15	57	209	84	24	10
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	37	119	13	62	229	87	26	11
Recommended a company to a friend or family member because it is an ethical company	256	21	36	15	28	99	41	10	5
Recycled on a weekly or more frequent basis	1273	56	371	29	130	633	170	91	42
Used a private motor vehicle less and walked, cycled or used public transport more	494	32	141	13	30	242	57	27	17
Other	66	6	18	2	7	24	6	6	3
Don't know/ can't recall	184	11	32	13	22	64	30	9	3
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	12	75	18	37	139	40	23	14

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	Total	Never Married	Children in Household					Refused	Parent/ guardian (any age)
			0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)		

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	2017	595	1484	261	164	76	501	32	1104
Talked to friends or family about a company's unethical behaviour	374	135	270	47	36	12	96	8	164
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	135	344	59	48	19	126	5	238
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	170	408	72	40	15	126	9	258
Recommended a company to a friend or family member because it is an ethical company	256	94	176	41	23	10	75	6	109
Recycled on a weekly or more frequent basis	1273	308	957	160	107	36	303	13	741
Used a private motor vehicle less and walked, cycled or used public transport more	494	144	367	61	44	17	122	5	271
Other	66	27	57	4	1	3	7	2	31
Don't know/ can't recall	184	72	121	25	12	16	54	9	86
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	126	258	46	26	10	82	4	171

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	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	2017	913	170	228	176	73	478	704	1411
Talked to friends or family about a company's unethical behaviour	374	210	28	43	30	11	83	94	283
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	238	44	63	37	11	116	136	339
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	284	45	48	39	21	117	156	393
Recommended a company to a friend or family member because it is an ethical company	256	147	26	37	19	7	61	57	197
Recycled on a weekly or more frequent basis	1273	532	89	139	104	54	290	506	906
Used a private motor vehicle less and walked, cycled or used public transport more	494	223	37	55	38	20	111	173	353
Other	66	35	2	4	4	2	8	24	47
Don't know/ can't recall	184	98	25	25	16	4	45	44	136
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	173	25	30	40	8	75	112	214

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	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	**2017**	**625**	**319**	**172**	**239**	**564**	**313**	**1148**	**1061**
Talked to friends or family about a company's unethical behaviour	374	160	90	33	57	139	80	252	235
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	185	106	38	84	180	87	307	286
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	217	119	45	88	189	102	349	309
Recommended a company to a friend or family member because it is an ethical company	256	111	62	24	46	121	72	181	173
Recycled on a weekly or more frequent basis	1273	398	219	107	174	347	165	744	680
Used a private motor vehicle less and walked, cycled or used public transport more	494	175	109	38	65	144	85	298	279
Other	66	21	13	4	8	18	12	37	36
Don't know/ can't recall	184	56	19	24	20	65	47	108	98
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	98	39	24	20	66	52	161	159

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q3b. Which, if any, of the following activities have you done specifically for social/ environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply. If in the last year, you have not done anything in particular specifically for social/ environmental/ animal welfare reasons, please select the 'Not applicable' option)

	Total	Skype
Unweighted base	2017	194
Base: All GB adults	**2017**	**195**
Talked to friends or family about a company's unethical behaviour	374	53
Chosen to buy/ use a product or service because the company has a reputation for being ethical	475	55
Avoided using/ buying a product or service because the company has a reputation for being unethical	543	70
Recommended a company to a friend or family member because it is an ethical company	256	28
Recycled on a weekly or more frequent basis	1273	131
Used a private motor vehicle less and walked, cycled or used public transport more	494	68
Other	66	9
Don't know/ can't recall	184	10
Not applicable – in the last year, I have not done anything in particular specifically for social/ environmental/ animal welfare reasons	344	27

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	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	922	1095	155	311	340	351	860	1216
ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)									
Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	1675	728	947	134	254	276	281	730	1039
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	779	894	198	256	271	267	681	984
Avoided eating red meat	231	97	134	26	36	34	32	102	155
Bought free range meat or eggs	803	340	463	87	109	118	126	362	488
Tried to eat fish instead of meat	322	142	180	38	37	37	36	174	208
Not eaten any meat (i.e. I am a vegetarian)	177	70	107	35	37	32	29	44	111
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	21	23	7	14	5	10	8	30
Other	93	45	48	16	18	19	11	29	58
Don't know/ can't recall	105	66	39	23	22	22	17	21	48
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	242	258	33	75	88	80	224	279

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	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	801	477	344	195	230	481	1727	106
ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)									
Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	1675	636	390	274	165	188	405	1422	93
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	689	392	266	159	221	394	1432	89
Avoided eating red meat	231	76	46	39	21	43	53	202	11
Bought free range meat or eggs	803	315	195	122	67	105	191	680	48
Tried to eat fish instead of meat	322	114	75	46	29	47	74	271	16
Not eaten any meat (i.e. I am a vegetarian)	177	66	35	27	16	26	49	154	9
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	14	11	3	3	7	12	36	6
Other	93	35	14	13	9	25	25	87	3
Don't know/ can't recall	105	57	19	21	9	19	18	86	4
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	221	125	87	54	53	121	440	21

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	Total				Government Region				
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	1675	160	68	184	138	135	139	165	188
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	152	68	187	137	134	132	159	221
Avoided eating red meat	231	18	9	21	16	23	15	21	43
Bought free range meat or eggs	803	75	32	93	70	66	55	67	105
Tried to eat fish instead of meat	322	35	7	44	24	22	25	29	47
Not eaten any meat (i.e. I am a vegetarian)	177	14	7	17	12	19	9	16	26
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	2	1	9	2	1	2	3	7
Other	93	4	2	6	6	4	10	9	25
Don't know/ can't recall	105	15	1	13	5	12	9	9	19
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	39	28	54	43	39	48	54	53

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GB Sample: 24th - 25th October 2018

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)									
Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	1675	233	172	1422	93	160	634	295	929
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	225	169	1432	89	152	640	283	924
Avoided eating red meat	231	29	24	202	11	18	87	37	124
Bought free range meat or eggs	803	95	96	680	48	75	273	142	416
Tried to eat fish instead of meat	322	45	29	271	16	35	108	49	157
Not eaten any meat (i.e. I am a vegetarian)	177	22	27	154	9	14	76	35	111
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	7	4	36	6	2	22	13	35
Other	93	7	17	87	3	4	34	15	49
Don't know/ can't recall	105	13	4	86	4	15	40	10	50
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	79	42	440	21	39	201	92	294

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	77	546	68	198	957	266	144	67
ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)									
Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	1675	67	466	50	163	813	227	119	52
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	87	438	58	168	769	236	112	47
Avoided eating red meat	231	13	62	5	27	100	33	23	4
Bought free range meat or eggs	803	41	243	22	81	390	106	62	24
Tried to eat fish instead of meat	322	17	113	6	29	150	40	27	12
Not eaten any meat (i.e. I am a vegetarian)	177	20	18	11	18	64	38	3	2
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	3	3	1	3	19	6	1	2
Other	93	10	17	1	17	38	18	4	3
Don't know/ can't recall	105	13	15	14	14	38	15	5	1
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	11	140	10	45	253	68	30	18

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	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	1675	427	1238	209	140	62	411	26	977
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	470	1226	215	139	66	419	28	933
Avoided eating red meat	231	65	176	25	16	11	52	3	121
Bought free range meat or eggs	803	196	612	100	60	22	182	8	452
Tried to eat fish instead of meat	322	85	263	35	17	4	57	2	178
Not eaten any meat (i.e. I am a vegetarian)	177	70	133	23	14	7	45	-	71
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	13	29	5	8	2	15	-	21
Other	93	29	70	9	7	7	23	-	41
Don't know/ can't recall	105	46	63	19	4	9	32	10	51
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	123	356	67	47	21	135	9	308

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	1675	698	143	198	143	68	408	634	1183
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	741	145	197	136	65	403	592	1197
Avoided eating red meat	231	110	21	23	21	9	55	79	177
Bought free range meat or eggs	803	351	62	79	58	35	175	304	584
Tried to eat fish instead of meat	322	144	17	18	22	11	54	137	218
Not eaten any meat (i.e. I am a vegetarian)	177	107	15	23	10	4	41	36	120
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	23	6	6	6	-	15	7	27
Other	93	52	11	11	7	2	20	24	76
Don't know/ can't recall	105	54	14	17	9	4	29	26	75
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	192	43	69	40	18	128	200	360

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet...   Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	1675	506	272	145	226	465	224	964	895
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	**1673**	**527**	**280**	**149**	**219**	**498**	**261**	**987**	**902**
Avoided eating red meat	231	93	53	21	42	77	40	140	134
Bought free range meat or eggs	803	265	138	76	117	252	135	490	437
Tried to eat fish instead of meat	322	98	54	28	45	101	45	186	181
Not eaten any meat (i.e. I am a vegetarian)	177	69	37	12	20	60	41	105	100
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	17	12	3	9	15	8	23	32
Other	93	37	24	3	13	31	14	57	53
Don't know/ can't recall	105	31	12	15	11	41	29	55	51
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	146	75	40	53	115	49	284	269

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q2b. For the following question, if you have not done anything to/ with your diet specifically for environmental/ animal welfare reasons in the last year, please select the 'Not applicable' option)

Thinking generally about your diet... Which, if any, of the following have you done specifically for environmental/ animal welfare reasons in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Skype
Unweighted base	1675	168
Base: All GB adults who have done something for social/ environmental/ animal welfare reasons	1673	168
Avoided eating red meat	231	30
Bought free range meat or eggs	803	84
Tried to eat fish instead of meat	322	43
Not eaten any meat (i.e. I am a vegetarian)	177	14
Not eaten any meat or animal products such as eggs and milk (i.e. I am a vegan)	44	6
Other	93	11
Don't know/ can't recall	105	6
Not applicable - I have not done anything to/ with my diet specifically for environmental/ animal reasons in the last year	500	47

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	**2017**	**979**	**1038**	**227**	**317**	**338**	**334**	**802**	**1150**
Poor labour standards	331	161	170	38	53	52	66	122	206
Tax avoidance	308	163	145	30	45	52	65	117	207
Negative impact on the environment	537	231	306	77	93	91	90	186	342
Poor animal welfare standards	620	251	370	78	92	107	105	239	391
Poor human rights record	323	154	170	51	43	50	62	117	213
Unethical corporate practices	379	176	204	42	59	70	69	139	249
Political reasons	269	158	111	35	47	42	47	98	186
Other - for open end responses, please see tab ECMR_Q4other	32	17	15	-	4	3	7	18	23
Don't know/ can't recall	243	115	128	33	45	44	39	83	109
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	413	375	63	112	132	125	356	412

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	**2017**	**867**	**484**	**331**	**187**	**273**	**467**	**1741**	**100**
Poor labour standards	331	125	80	46	25	60	73	284	16
Tax avoidance	308	101	75	43	20	51	79	268	9
Negative impact on the environment	537	195	111	66	48	91	146	463	29
Poor animal welfare standards	620	229	145	91	49	89	162	536	32
Poor human rights record	323	110	75	48	27	57	77	283	15
Unethical corporate practices	379	130	83	60	32	77	82	334	18
Political reasons	269	83	53	31	27	53	68	232	10
Other - for open end responses, please see tab ECMR_Q4other	32	10	5	3	5	5	12	29	-
Don't know/ can't recall	243	134	53	40	24	33	57	207	11
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	376	204	156	78	84	163	685	39

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Base: All GB adults	2017	175	89	223	172	158	173	187	273
Poor labour standards	331	31	11	39	30	21	25	25	60
Tax avoidance	308	31	9	36	30	17	26	20	51
Negative impact on the environment	537	46	20	51	39	32	35	48	91
Poor animal welfare standards	620	52	29	68	48	46	45	49	89
Poor human rights record	323	25	11	33	30	22	25	27	57
Unethical corporate practices	379	27	13	39	31	30	30	32	77
Political reasons	269	27	6	29	18	16	15	27	53
Other - for open end responses, please see tab ECMR_Q4other	32	3	-	4	1	1	2	5	5
Don't know/ can't recall	243	26	13	24	16	23	17	24	33
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	64	42	88	73	67	89	78	84

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.									
Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.									
Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)									
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	2017	269	198	1741	100	175	806	320	1126
Poor labour standards	331	38	36	284	16	31	132	57	190
Tax avoidance	308	40	39	268	9	31	131	52	183
Negative impact on the environment	537	76	71	463	29	46	203	103	306
Poor animal welfare standards	620	89	73	536	32	52	230	107	337
Poor human rights record	323	42	35	283	15	25	127	60	187
Unethical corporate practices	379	40	42	334	18	27	149	65	214
Political reasons	269	34	34	232	10	27	119	38	157
Other - for open end responses, please see tab ECMR_Q4other	32	2	10	29	-	3	14	5	19
Don't know/ can't recall	243	33	24	207	11	26	91	41	132
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	101	62	685	39	64	323	111	434

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Working status				Martial Status			
		Full time student	**Retired**	**Unemployed**	**Not working/ Other**	**Married/ Civil Partnership**	**Living as married**	**Separated/ Divorced**	**Widowed**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	2017	99	512	75	204	909	276	135	61
Poor labour standards	331	15	72	13	41	150	44	14	10
Tax avoidance	308	13	67	7	39	139	49	16	8
Negative impact on the environment	537	45	108	15	63	224	99	31	15
Poor animal welfare standards	620	48	148	18	70	275	106	36	17
Poor human rights record	323	21	66	13	38	140	50	16	7
Unethical corporate practices	379	25	80	14	47	166	63	17	7
Political reasons	269	21	52	13	26	114	42	15	6
Other - for open end responses, please see tab ECMR_Q4other	32	-	11	-	3	16	6	3	-
Don't know/ can't recall	243	11	58	12	31	102	33	22	5
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	25	230	33	67	376	86	55	29

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total		Children in Household						
		Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	2017	595	1484	261	164	76	501	32	1104
Poor labour standards	331	105	248	40	29	9	77	6	165
Tax avoidance	308	85	225	44	21	14	78	5	162
Negative impact on the environment	537	157	395	70	48	20	138	4	260
Poor animal welfare standards	620	167	479	72	48	15	136	6	308
Poor human rights record	323	97	239	46	22	11	79	6	162
Unethical corporate practices	379	120	276	47	36	15	98	6	184
Political reasons	269	86	198	36	25	3	63	7	132
Other - for open end responses, please see tab ECMR_Q4other	32	6	28	3	1	1	5	-	19
Don't know/ can't recall	243	81	163	44	14	12	71	10	141
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	230	593	92	65	28	185	11	456

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What the world thinks

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	2017	913	170	228	176	73	478	704	1411
Poor labour standards	331	166	27	34	32	13	78	101	246
Tax avoidance	308	146	23	32	29	12	70	105	221
Negative impact on the environment	537	277	48	55	42	18	123	157	404
Poor animal welfare standards	620	312	49	58	47	21	132	198	453
Poor human rights record	323	161	21	30	31	14	73	103	235
Unethical corporate practices	379	196	28	50	32	13	89	109	279
Political reasons	269	136	21	25	20	8	55	89	191
Other - for open end responses, please see tab ECMR_Q4other	32	14	2	4	1	-	5	15	20
Don't know/ can't recall	243	103	27	34	24	8	69	83	170
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	332	59	89	66	29	174	309	531

YouGov
What the world thinks

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	2017	625	319	172	239	564	313	1148	1061
Poor labour standards	331	129	68	33	46	99	54	209	192
Tax avoidance	308	121	60	26	43	89	36	175	179
Negative impact on the environment	537	213	123	49	92	174	91	351	319
Poor animal welfare standards	620	213	125	53	103	207	99	392	352
Poor human rights record	323	138	67	34	52	103	58	209	187
Unethical corporate practices	379	152	88	34	66	120	53	233	212
Political reasons	269	124	62	23	37	79	42	160	150
Other - for open end responses, please see tab ECMR_Q4other	32	11	6	2	2	6	3	11	11
Don't know/ can't recall	243	66	26	30	24	73	52	133	112
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	206	87	57	64	171	103	412	390

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194

ECMR_Q4s. For the following question, if you have not avoided buying/ using any products or services specifically for environmental/ social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following environmental/ social reasons explain why you have avoided buying or using products or services in the last year (i.e. since October 2017)? (Please select all that apply)

	Total	Skype
Unweighted base	2017	194
Base: All GB adults	**2017**	**195**
Poor labour standards	331	41
Tax avoidance	308	33
Negative impact on the environment	537	69
Poor animal welfare standards	620	64
Poor human rights record	323	38
Unethical corporate practices	379	48
Political reasons	269	27
Other - for open end responses, please see tab ECMR_Q4other	32	6
Don't know/ can't recall	243	11
Not applicable - I have not avoided buying/ using any products or services for environmental/ social reasons in the last year	788	75

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GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Base: All GB adults	**2017**	**979**	**1038**	**227**	**317**	**338**	**334**	**802**	**1150**
Food and drinks (including eating out)	494	233	261	62	86	89	96	161	324
Transport (including flying, driving, etc.)	189	104	85	28	32	34	32	64	119
Cosmetics and toiletries	437	144	294	59	76	79	82	141	276
Don't know/ can't recall	264	134	130	36	52	48	42	86	140
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	520	490	92	136	157	157	468	537

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

YouGov
What the world thinks

	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Base: All GB adults	**2017**	**867**	**484**	**331**	**187**	**273**	**467**	**1741**	**100**
Food and drinks (including eating out)	494	170	93	80	34	84	126	418	31
Transport (including flying, driving, etc.)	189	70	33	30	17	39	41	161	14
Cosmetics and toiletries	437	161	97	64	38	59	109	367	27
Don't know/ can't recall	264	124	71	37	24	38	62	232	8
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	473	260	176	102	114	232	884	45

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

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What the world thinks

	Total							Government Region	
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Base: All GB adults	2017	175	89	223	172	158	173	187	273
Food and drinks (including eating out)	494	45	15	51	28	37	43	34	84
Transport (including flying, driving, etc.)	189	15	5	15	14	16	15	17	39
Cosmetics and toiletries	437	43	19	41	37	28	36	38	59
Don't know/ can't recall	264	24	12	33	27	21	17	24	38
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	81	53	115	92	82	95	102	114

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Base: All GB adults	2017	269	198	1741	100	175	806	320	1126
Food and drinks (including eating out)	494	69	57	418	31	45	216	84	300
Transport (including flying, driving, etc.)	189	25	16	161	14	15	78	35	113
Cosmetics and toiletries	437	55	54	367	27	43	169	83	252
Don't know/ can't recall	264	35	27	232	8	24	101	54	155
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	140	92	884	45	81	396	143	540

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	**Retired**	**Unemployed**	**Not working/ Other**	**Married/ Civil Partnership**	**Living as married**	**Separated/ Divorced**	**Widowed**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Base: All GB adults	2017	99	512	75	204	909	276	135	61
Food and drinks (including eating out)	494	30	89	12	63	228	69	27	10
Transport (including flying, driving, etc.)	189	12	33	10	21	75	29	10	6
Cosmetics and toiletries	437	38	92	7	48	183	76	28	12
Don't know/ can't recall	264	12	53	16	27	105	42	14	5
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	34	305	39	93	473	119	75	37

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	NET	Refused	Parent
Unweighted base	2017	543	1494	253	167	73	493	30	1156

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Never Married	0	1	2	3+	NET	Refused	Parent
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Base: All GB adults	2017	595	1484	261	164	76	501	32	1104
Food and drinks (including eating out)	494	146	360	71	45	13	128	6	246
Transport (including flying, driving, etc.)	189	63	137	26	15	11	52	-	87
Cosmetics and toiletries	437	130	315	73	33	12	118	4	218
Don't know/ can't recall	264	90	177	40	22	15	77	10	143
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	293	772	107	80	36	223	15	572

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

YouGov
What the world thinks

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Base: All GB adults	2017	913	170	228	176	73	478	704	1411
Food and drinks (including eating out)	494	248	44	53	46	24	123	145	349
Transport (including flying, driving, etc.)	189	103	17	26	16	7	47	47	139
Cosmetics and toiletries	437	220	40	50	48	17	112	118	335
Don't know/ can't recall	264	120	27	33	26	11	72	83	180
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	438	69	106	80	30	209	400	696

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Base: All GB adults	**2017**	**625**	**319**	**172**	**239**	**564**	**313**	**1148**	**1061**
Food and drinks (including eating out)	494	197	121	44	70	158	81	302	286
Transport (including flying, driving, etc.)	189	83	45	17	24	58	39	108	106
Cosmetics and toiletries	437	161	94	41	85	160	94	288	263
Don't know/ can't recall	264	82	37	22	34	80	46	146	127
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	265	122	82	89	230	129	543	512

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

Unweighted base	2017	194

ECMR_Q5s. For the following question, if you have not avoided buying/ using products or services from any of the following industries, specifically for environmental/social reasons in the last year, please select the 'Not applicable' option.

Which, if any, of the following industries have you avoided buying/ using products or services from in the last year (i.e. since October 2017), specifically for environmental/ social reasons? (Please select all that apply)

Unweighted base	2017	194
Base: All GB adults	**2017**	**195**
Food and drinks (including eating out)	494	67
Transport (including flying, driving, etc.)	189	24
Cosmetics and toiletries	437	46
Don't know/ can't recall	264	16
Not applicable - I have not avoided using/ buying products or services from any of the following industries specifically for environmental/ social reasons, in the last year	1010	93

You mentioned that you had avoided buying/ using products or services in the last year (i.e. since October 2017)...

Approximately how much, in total, have you saved on each of the following products/ services as a result of avoiding buying/ using products or services? (Please select one option in each row)

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	215	277	41	87	89	102	173	337
Base: All GB adults (who avoided a product/ service)	494	233	261	62	86	89	96	161	324
£10 or less	45	18	27	3	13	8	7	14	28
£11 to £20	45	27	18	10	9	9	4	13	29
£21 to £50	47	25	22	5	7	7	13	15	28
£51 to £100	45	25	20	5	7	7	10	16	32
£101 to £200	39	18	21	5	6	8	8	12	23
£201 to £500	16	9	7	-	3	4	7	3	9
More than £500	8	6	2	-	-	-	4	4	6
Don't know	248	105	143	34	41	46	43	85	170

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Grade	Region						
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	155	92	82	36	71	130	411	31
Base: All GB adults (who avoided a product/ service)	494	170	93	80	34	84	126	418	31
£10 or less	45	18	7	8	3	7	13	39	4
£11 to £20	45	16	7	6	3	8	16	39	5
£21 to £50	47	19	11	7	6	3	11	38	2
£51 to £100	45	13	12	6	3	5	10	37	1
£101 to £200	39	16	10	12	3	-	7	32	2
£201 to £500	16	7	7	-	-	3	1	11	5
More than £500	8	2	-	1	-	2	4	7	-
Don't know	248	78	39	40	16	57	64	215	13

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
								Government Region	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	50	15	50	27	37	45	36	71
Base: All GB adults (who avoided a product/ service)	494	45	15	51	28	37	43	34	84
£10 or less	45	2	2	5	1	3	6	3	7
£11 to £20	45	1	-	3	4	3	3	3	8
£21 to £50	47	8	2	6	3	5	2	6	3
£51 to £100	45	7	2	8	2	4	3	3	5
£101 to £200	39	5	2	5	3	6	6	3	-
£201 to £500	16	-	1	3	3	-	-	-	3
More than £500	8	1	-	-	-	-	1	-	2
Don't know	248	20	6	20	13	17	23	16	57

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total		South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	73	57	411	31	50	214	87	301
Base: All GB adults (who avoided a product/ service)	494	69	57	418	31	45	216	84	300
£10 or less	45	7	6	39	4	2	21	6	28
£11 to £20	45	9	7	39	5	1	21	2	23
£21 to £50	47	4	8	38	2	8	17	8	25
£51 to £100	45	6	5	37	1	7	17	9	26
£101 to £200	39	3	5	32	2	5	19	10	28
£201 to £500	16	1	-	11	5	-	8	2	9
More than £500	8	1	3	7	-	1	3	-	3
Don't know	248	39	25	215	13	20	110	48	158

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	24	95	11	61	241	66	29	11
Base: All GB adults (who avoided a product/ service)	494	30	89	12	63	228	69	27	10
£10 or less	45	1	8	1	8	25	9	3	-
£11 to £20	45	4	10	2	7	19	8	3	-
£21 to £50	47	2	11	3	6	21	6	5	-
£51 to £100	45	2	9	1	7	23	2	2	3
£101 to £200	39	4	2	-	5	20	5	3	1
£201 to £500	16	-	3	1	2	7	4	-	1
More than £500	8	-	3	-	2	6	1	-	-
Don't know	248	17	44	4	26	107	33	13	6

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household					Refused	Parent/ guardian (any age)
			0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)		

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156

FoodandDrink_1. Food and drinks (including eating out)

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	492	131	362	68	46	12	126	4	259
Base: All GB adults (who avoided a product/ service)	494	146	360	71	45	13	128	6	246
£10 or less	45	9	32	7	6	-	13	-	20
£11 to £20	45	14	37	4	-	4	8	-	19
£21 to £50	47	12	37	8	3	-	11	-	28
£51 to £100	45	13	34	6	5	1	11	-	26
£101 to £200	39	11	25	6	7	2	14	-	24
£201 to £500	16	4	14	-	1	1	2	-	6
More than £500	8	-	4	2	1	1	4	-	6
Don't know	248	83	178	38	23	4	65	6	118

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	233	43	55	48	25	125	157	346
Base: All GB adults (who avoided a product/ service)	494	248	44	53	46	24	123	145	349
£10 or less	45	26	5	5	3	1	11	9	29
£11 to £20	45	26	4	6	1	1	11	8	31
£21 to £50	47	19	6	2	2	2	12	18	34
£51 to £100	45	18	3	6	7	2	11	18	31
£101 to £200	39	15	2	7	6	4	13	12	23
£201 to £500	16	10	1	3	2	2	3	4	10
More than £500	8	2	1	1	1	1	3	4	3
Don't know	248	131	23	23	24	11	58	72	187

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
FoodandDrink_1. Food and drinks (including eating out)									
Unweighted base	492	191	118	45	73	149	66	293	281
Base: All GB adults (who avoided a product/ service)	494	197	121	44	70	158	81	302	286
£10 or less	45	11	13	6	4	11	6	25	25
£11 to £20	45	17	13	5	5	18	8	27	20
£21 to £50	47	22	9	7	4	12	7	38	29
£51 to £100	45	19	11	5	5	17	12	25	25
£101 to £200	39	17	9	4	4	6	6	23	25
£201 to £500	16	6	4	1	4	7	-	12	10
More than £500	8	-	2	-	-	1	-	3	1
Don't know	248	104	59	17	45	87	41	149	151

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
FoodandDrink_1. Food and drinks (including eating out)		
Unweighted base	492	65
Base: All GB adults (who avoided a product/ service)	494	67
£10 or less	45	9
£11 to £20	45	7
£21 to £50	47	4
£51 to £100	45	6
£101 to £200	39	5
£201 to £500	16	6
More than £500	8	2
Don't know	248	30

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Gender		Age					Social
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	95	91	19	31	34	33	69	124
Base: All GB adults (who avoided a product/ service)	189	104	85	28	32	34	32	64	119
£10 or less	14	10	5	6	-	-	3	6	7
£11 to £20	17	10	7	1	4	3	1	8	7
£21 to £50	14	7	7	-	2	5	4	3	9
£51 to £100	12	8	4	4	-	3	2	3	10
£101 to £200	17	8	9	5	3	2	1	6	9
£201 to £500	15	11	4	3	4	-	4	3	9
More than £500	17	8	8	-	1	4	6	6	11
Don't know	84	42	42	9	18	17	11	30	59

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106

Transport_1. Transport (including flying, driving, etc.)

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	186	62	31	31	17	34	43	156	13
Base: All GB adults (who avoided a product/ service)	189	70	33	30	17	39	41	161	14
£10 or less	14	8	2	4	3	2	3	14	1
£11 to £20	17	10	5	1	1	3	3	13	2
£21 to £50	14	6	3	1	1	5	5	14	-
£51 to £100	12	2	4	-	-	1	3	8	-
£101 to £200	17	8	3	1	3	1	3	11	4
£201 to £500	15	6	4	4	3	1	-	12	2
More than £500	17	6	2	3	2	3	4	13	2
Don't know	84	26	10	18	4	23	21	75	3

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total							Government Region	
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	17	5	13	13	14	17	17	34
Base: All GB adults (who avoided a product/ service)	189	15	5	15	14	16	15	17	39
£10 or less	14	-	-	1	1	3	1	3	2
£11 to £20	17	2	1	3	1	1	-	1	3
£21 to £50	14	-	-	2	1	-	1	1	5
£51 to £100	12	3	-	3	1	-	-	-	1
£101 to £200	17	2	2	-	1	-	1	3	1
£201 to £500	15	1	-	2	2	3	1	3	1
More than £500	17	1	-	1	1	-	3	2	3
Don't know	84	6	2	2	6	9	9	4	23

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GB Sample: 24th - 25th October 2018

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ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	27	16	156	13	17	75	37	112
Base: All GB adults (who avoided a product/ service)	189	25	16	161	14	15	78	35	113
£10 or less	14	-	3	14	1	-	3	-	3
£11 to £20	17	2	1	13	2	2	6	3	9
£21 to £50	14	3	1	14	-	-	9	2	11
£51 to £100	12	2	1	8	-	3	5	3	8
£101 to £200	17	2	1	11	4	2	6	3	9
£201 to £500	15	-	-	12	2	1	6	2	7
More than £500	17	2	2	13	2	1	9	2	10
Don't know	84	14	7	75	3	6	34	21	56

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	9	36	8	21	80	27	11	7
Base: All GB adults (who avoided a product/ service)	189	12	33	10	21	75	29	10	6
£10 or less	14	-	5	3	4	4	3	1	-
£11 to £20	17	2	4	1	1	9	1	1	-
£21 to £50	14	-	3	-	1	7	3	-	1
£51 to £100	12	2	1	-	1	5	-	-	1
£101 to £200	17	2	4	1	1	5	4	1	1
£201 to £500	15	3	3	-	1	6	2	-	-
More than £500	17	-	2	1	3	10	-	1	-
Don't know	84	2	13	4	9	29	17	6	4

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	55	136	25	14	11	50	-	91
Base: All GB adults (who avoided a product/ service)	189	63	137	26	15	11	52	-	87
£10 or less	14	7	11	4	-	-	4	-	4
£11 to £20	17	4	15	2	-	-	2	-	8
£21 to £50	14	2	6	2	2	5	9	-	11
£51 to £100	12	6	8	2	1	1	4	-	5
£101 to £200	17	6	13	1	2	1	4	-	6
£201 to £500	15	6	14	1	-	-	1	-	5
More than £500	17	4	8	3	4	2	9	-	10
Don't know	84	27	64	11	5	3	20	-	39

YouGov
What the world thinks

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

| | Total | Parent/ Guardian | | | | | | | Facebook |
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	
Unweighted base	2017	861	168	229	184	76	484	754	1394
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	95	17	26	17	7	48	51	137
Base: All GB adults (who avoided a product/ service)	189	103	17	26	16	7	47	47	139
£10 or less	14	11	1	1	-	-	2	4	10
£11 to £20	17	9	-	3	1	1	5	5	11
£21 to £50	14	4	4	7	-	-	9	2	11
£51 to £100	12	7	-	1	3	-	3	2	9
£101 to £200	17	11	1	1	-	1	2	3	9
£201 to £500	15	10	-	-	1	-	1	4	13
More than £500	17	6	2	4	3	3	8	4	12
Don't know	84	45	9	9	8	2	18	24	64

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Transport_1. Transport (including flying, driving, etc.)									
Unweighted base	186	79	46	16	25	55	32	104	100
Base: All GB adults (who avoided a product/ service)	189	83	45	17	24	58	39	108	106
£10 or less	14	7	5	2	1	6	8	11	8
£11 to £20	17	4	4	3	3	6	-	10	8
£21 to £50	14	2	-	2	3	3	-	7	8
£51 to £100	12	6	4	3	2	6	5	7	9
£101 to £200	17	9	3	1	-	5	4	13	11
£201 to £500	15	8	3	1	2	5	4	10	9
More than £500	17	7	3	-	1	4	-	7	7
Don't know	84	41	23	5	13	24	17	45	45

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

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	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
Transport_1. Transport (including flying, driving, etc.)		
Unweighted base	186	24
Base: All GB adults (who avoided a product/ service)	189	24
£10 or less	14	5
£11 to £20	17	1
£21 to £50	14	2
£51 to £100	12	1
£101 to £200	17	4
£201 to £500	15	-
More than £500	17	2
Don't know	84	8

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Gender		Age					Social
		Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1
Unweighted base	2017	922	1095	155	311	340	351	860	1216
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	133	314	46	80	83	87	151	297
Base: All GB adults (who avoided a product/ service)	437	144	294	59	76	79	82	141	276
£10 or less	58	15	44	3	10	11	14	20	36
£11 to £20	54	25	29	5	16	7	8	19	32
£21 to £50	55	27	29	17	5	9	8	16	32
£51 to £100	25	6	19	-	3	6	7	9	21
£101 to £200	11	6	6	4	3	2	1	1	7
£201 to £500	4	1	3	-	1	1	-	2	2
More than £500	3	2	1	-	-	3	-	-	1
Don't know	227	63	165	29	39	40	44	74	145

Cell Contents (Counts)

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Grade	Region							
		C2DE	North	Midlands	East	London	South	England (NET)	Wales

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Unweighted base	2017	801	477	344	195	230	481	1727	106
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	150	95	68	41	54	112	370	29
Base: All GB adults (who avoided a product/ service)	437	161	97	64	38	59	109	367	27
£10 or less	58	22	11	4	8	8	15	47	4
£11 to £20	54	22	12	11	4	10	9	47	3
£21 to £50	55	23	17	6	5	7	13	48	3
£51 to £100	25	4	7	4	2	-	7	19	2
£101 to £200	11	5	3	4	-	1	2	10	-
£201 to £500	4	2	2	-	1	-	-	3	1
More than £500	3	2	2	-	-	1	-	3	-
Don't know	227	82	42	35	18	33	63	191	14

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total								Government Region
		Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2017	184	87	218	172	162	182	195	230
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	48	20	39	36	29	39	41	54
Base: All GB adults (who avoided a product/ service)	437	43	19	41	37	28	36	38	59
£10 or less	58	7	4	4	4	3	1	8	8
£11 to £20	54	5	3	2	8	8	4	4	10
£21 to £50	55	4	3	8	6	3	3	5	7
£51 to £100	25	4	1	3	3	-	4	2	-
£101 to £200	11	1	-	3	-	2	2	-	1
£201 to £500	4	-	-	2	-	-	-	1	-
More than £500	3	-	-	-	2	-	-	-	1
Don't know	227	22	8	19	15	12	23	18	33

Cell Contents (C

YouGov
What the world thinks

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)
Unweighted base	2017	279	202	1727	106	184	798	330	1128
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	58	54	370	29	48	173	87	260
Base: All GB adults (who avoided a product/ service)	437	55	54	367	27	43	169	83	252
£10 or less	58	9	6	47	4	7	27	6	33
£11 to £20	54	8	2	47	3	5	18	9	27
£21 to £50	55	9	4	48	3	4	25	8	33
£51 to £100	25	3	4	19	2	4	9	6	15
£101 to £200	11	1	1	10	-	1	3	2	5
£201 to £500	4	-	-	3	1	-	1	1	2
More than £500	3	-	-	3	-	-	2	1	3
Don't know	227	26	36	191	14	22	85	50	135

Cell Contents (C

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Working status				Martial Status			
		Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
Unweighted base	2017	77	546	68	198	957	266	144	67
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	31	98	7	51	196	74	30	13
Base: All GB adults (who avoided a product/ service)	437	38	92	7	48	183	76	28	12
£10 or less	58	4	15	1	6	24	11	4	3
£11 to £20	54	4	17	2	5	21	13	6	-
£21 to £50	55	7	8	1	6	26	9	3	-
£51 to £100	25	-	4	-	5	12	3	3	2
£101 to £200	11	3	2	1	-	2	1	1	-
£201 to £500	4	-	1	-	1	2	1	-	-
More than £500	3	-	-	-	-	3	-	-	-
Don't know	227	21	44	2	24	95	38	12	7

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Never Married	Children in Household				ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
			0	1	2	3+			

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)
Unweighted base	2017	543	1494	253	167	73	493	30	1156
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	125	323	71	36	13	120	4	231
Base: All GB adults (who avoided a product/ service)	437	130	315	73	33	12	118	4	218
£10 or less	58	16	45	10	2	-	12	2	29
£11 to £20	54	14	36	15	2	1	18	-	31
£21 to £50	55	18	45	4	5	1	10	-	24
£51 to £100	25	4	14	4	3	4	11	-	18
£101 to £200	11	7	8	-	4	-	4	-	3
£201 to £500	4	1	3	-	1	-	1	-	3
More than £500	3	-	2	-	-	1	1	-	1
Don't know	227	70	163	39	17	5	62	2	109

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

YouGov
What the world thinks

	Total	Parent/ Guardian							Facebook
		Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook
Unweighted base	2017	861	168	229	184	76	484	754	1394
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	216	40	53	52	18	116	127	341
Base: All GB adults (who avoided a product/ service)	437	220	40	50	48	17	112	118	335
£10 or less	58	30	2	5	4	4	11	17	47
£11 to £20	54	23	8	8	5	-	18	13	41
£21 to £50	55	31	4	5	6	2	13	12	46
£51 to £100	25	6	3	7	7	1	9	10	18
£101 to £200	11	9	3	2	1	-	3	-	8
£201 to £500	4	1	-	1	-	-	1	2	3
More than £500	3	2	1	1	-	-	1	-	1
Don't know	227	118	19	22	25	10	55	64	171

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Social Media/ Messaging service (within the last month)							
		Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp
Unweighted base	2017	599	311	169	246	526	271	1121	1048
Cosmetics_1. Cosmetics and toiletries									
Unweighted base	447	160	92	41	87	157	87	292	267
Base: All GB adults (who avoided a product/ service)	437	161	94	41	85	160	94	288	263
£10 or less	58	20	14	5	7	20	14	41	39
£11 to £20	54	14	13	9	8	25	11	36	23
£21 to £50	55	23	16	5	12	23	19	37	38
£51 to £100	25	10	5	2	6	6	2	18	16
£101 to £200	11	6	2	2	2	4	5	7	9
£201 to £500	4	3	1	1	1	1	-	3	2
More than £500	3	1	-	-	2	-	-	3	1
Don't know	227	83	45	18	48	81	44	145	135

Cell Contents (C

Ethical Consumer

Green Shopping

GB Sample: 24th - 25th October 2018

	Total	Skype

ECMR_Q1a. Moving on...For the following question, by 'environmentally friendly', we mean having a minimal/ reduced impact on the environment.

Which, if any, of the following products have you bought for environmentally friendly reasons in the last 12 months (i.e. since October 2017)?

	Total	Skype
Unweighted base	2017	194
Cosmetics_1. Cosmetics and toiletries		
Unweighted base	447	47
Base: All GB adults (who avoided a product/ service)	437	46
£10 or less	58	7
£11 to £20	54	6
£21 to £50	55	6
£51 to £100	25	4
£101 to £200	11	1
£201 to £500	4	2
More than £500	3	2
Don't know	227	19

Cell Contents (C

Ethical Consumer
Green Shopping

GB Sample: 24th - 25th October 2018

For the following question, if you have not avoided buying/ using any products or services specif-Other

to lose weight
HEALTH REASONS
Company supports animal testing
halal!
Religious
Poor signage in supermarket (Tesco)
as far as I know the food I buy is eithically produced and I have an allotment
Brexit supporting companies
Use of unethical Palm Oil
thought its too expensive
tested on animals
If that company supports any mortal sin.
I try to buy UK made goods
Medical conditions
Price
Better for my health
Foreign-sourced
Health implications
Health
Aoided visiting specific coutries on holiday because of poor environemtnal rcord, having a shit orange President
high food miles
Your question doesn't make sense
Allergy to antibiotics and steroids found in meat
Country of origin
Owner called for 2nd eu ref
DIETARY
Will not purchase French Foods
Better to buy local
Support social enterprise and local producers cutting down transportation.
Dont like eating living things.
Will not buy halal meat
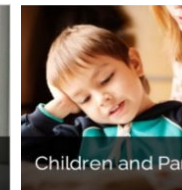based in countries with oppressive regimes
Animal Testing
Price
I'm vegetarian

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bus survey. To find out more, call 020 7012 6231, visit yougov.co.uk/find-solutions/omnibus or cl

Scotland, Northern
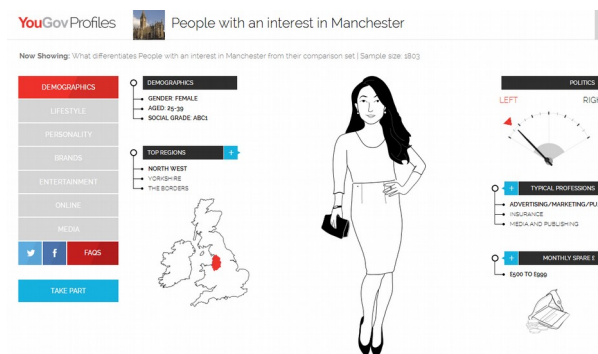Ireland and Wales

London and CityBus

Field and Tab
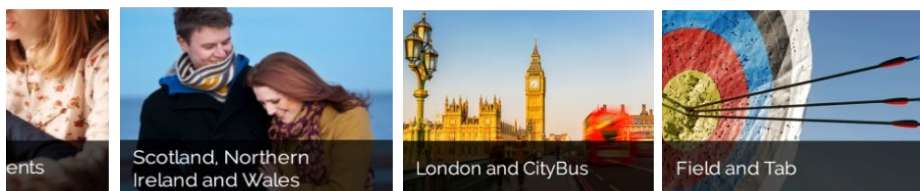
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DEMOGRAPHICS

DEMOGRAPHICS
GENDER: FEMALE
AGED: 25-39
SOCIAL GRADE: ABC1

LIFESTYLE

PERSONALITY

TOP REGIONS
NORTH WEST
YORKSHIRE
THE BORDERS

BRANDS

ENTERTAINMENT

ONLINE

MEDIA

FAQS

TAKE PART

POLITICS
LEFT   RIGHT

TYPICAL PROFESSIONS
ADVERTISING/MARKETING/PU...
INSURANCE
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