Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 1

S2. How concerned are you about climate change?

Base: All respondents

		Total	Gender		Age						Region												Region Summary			Social Grade				Property type						
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base		2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Very concerned	(4)	756 35.84%	350 34.02%	401 37.35%	81 35.33%	144 39.73%f	114 33.92%	119 32.29%	117 36.44%	181 36.78%	627 35.41%	682 35.36%	74 41.03%q	32 32.40%	23 38.86%	27 31.42%	75 31.87%	62 35.52%	50 27.41%	56 36.81%	70 35.92%	111 39.95%q	99 34.65%	77 42.27%oq	164 33.08%	287 38.48%	176 33.26%	227 40.87%C	215 35.27%	134 30.44%	180 35.73%	180 36.56%	235 34.07%	165 35.71%	131 38.38%	5 19.95%	40 44.66%
Somewhat concerned	(3)	844 40.05%	366 35.63%	476 44.38%a	114 50.15%defgh	139 38.31%	137 40.66%	140 38.03%	118 36.71%	197 39.93%	713 40.29%	777 40.28%	67 37.53%	38 37.88%	26 44.17%	36 41.17%	106 45.20%rv	67 38.32%	69 38.15%	51 33.51%	80 40.72%	119 42.81%v	126 44.10%rv	60 32.87%	208 42.07%	305 40.89%	200 37.77%	227 40.97%	259 42.57%D	181 41.07%	177 35.10%	192 39.03%	284 41.16%J	190 41.09%J	136 39.77%	10 44.81%	25 27.89%
Not very concerned	(2)	313 14.83%	178 17.30%b	135 12.54%	18 7.72%	60 16.59%c	55 16.26%c	55 14.87%c	55 17.09%c	71 14.33%c	265 14.97%	292 15.12%	21 11.64%	20 20.10%t	7 11.35%	15 16.90%	32 13.72%	32 18.25%t	35 19.37%t	28 18.58%t	25 12.57%	28 9.91%	43 15.09%	28 15.23%	79 15.87%	98 13.19%	88 16.62%	72 13.05%	81 13.37%	76 17.32%	82 16.36%	69 14.02%	117 17.00%	71 15.40%	42 12.17%	6 24.78%	8 8.72%
Not at all concerned	(1)	168 7.96%	124 12.10%b	43 4.03%	12 5.10%	17 4.80%	25 7.41%	48 13.00%cdegh	26 7.93%	41 8.23%	142 8.03%	153 7.91%	15 8.51%	7 7.10%	3 5.63%	8 9.81%	20 8.72%	12 6.74%	24 13.46%pt u	14 9.33%	15 7.80%	17 5.93%	18 6.16%	13 7.42%	41 8.21%	48 6.38%	54 10.18%x	27 4.84%	46 7.48%	42 9.61%A	53 10.52%A	48 9.72%F	42 6.11%	31 6.67%	27 7.87%	2 10.49%	16 18.01%EFGH
NET: Concerned		1600 75.89%	716 69.65%	877 81.73%a	195 85.48%efgh	283 78.03%f	251 74.58%	258 70.33%	235 73.15%	378 76.71%f	1340 75.70%	1459 75.64%	141 78.57%q	70 70.28%	49 83.02%q	63 72.59%	180 77.07%q	129 73.65%	119 65.56%	107 70.32%	150 76.64%q	230 82.76%lpqr	226 78.75%q	136 75.15%	372 75.15%	592 79.37%y	376 71.03%	454 81.83%CD	474 77.83%CD	316 71.51%	356 70.83%	372 75.59%	519 75.23%	355 76.81%	267 78.15%	15 64.77%	64 72.55%
NET: Not concerned		480 22.78%	302 29.40%b	178 16.58%	29 12.82%	78 21.39%c	80 23.67%c	102 27.88%c	81 25.01%c	111 22.56%c	407 23.00%	444 23.03%	36 20.15%	27 27.20%t	10 16.98%	23 26.71%t	52 22.43%	44 24.99%t	60 32.83%kmostuv	42 27.91%t	40 20.37%	44 15.85%	61 21.25%	41 22.65%	119 24.08%	146 19.58%	142 26.80%x	99 17.89%	127 20.85%B	119 26.93%AB	135 26.88%AB	117 23.74%	159 23.10%	102 22.07%	68 20.03%	8 35.23%	24 26.73%
Don't know		28 1.33%	10 0.94%	18 1.70%	4 1.70%	2 0.58%	6 1.75%	7 1.80%	6 1.83%	4 0.73%	23 1.31%	26 1.33%	2 1.28%	2 2.52%u	- -	1 0.70%	1 0.49%	2 1.17%	3 1.61%u	3 1.77%u	6 2.99%u	4 1.40%	- -	4 2.20%u	4 0.77%	8 1.06%	11 2.17%	2 0.27%	8 1.31%	7 1.56%A	12 2.29%A	3 0.67%	12 1.67%	5 1.13%	6 1.81%	- -	1 0.72%
Mean		3.05	2.92	3.17a	3.18f	3.14f	3.03	2.91	3.04	3.06f	3.04	3.04	3.13q	2.98	3.16q	2.95	3.01q	3.04q	2.81	3.00	3.08q	3.18noqr	3.07q	3.12q	3.01	3.13wy	2.96	3.18BCD	3.07C	2.94	2.98	3.03	3.05	3.07	3.11	2.74	3.00
Standard deviation		0.91	1.00	0.90	0.79	0.86	0.90	1.00	0.93	0.92	0.91	0.91	0.93	0.92	0.84	0.94	0.90	0.91	1.00	0.97	0.91	0.85	0.86	0.94	0.91	0.87	0.96	0.84	0.89	0.93	0.98	0.95	0.88	0.89	0.91	0.91	1.13
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.05	0.04	0.02	0.02	0.07	0.09	0.11	0.10	0.06	0.07	0.07	0.08	0.07	0.05	0.05	0.08	0.04	0.03	0.04	0.04	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.19	0.13

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 2

S2. How concerned are you about climate change?

Base: All respondents

		Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	£7k-£14k (B)	£14k-£21k (C)	£21k-£28k (D)	£28k-£34k (E)	£34k-£41k (F)	£41k-£48k (G)	£48k-£55k (H)	£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base		2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Very concerned	(4)	756 35.84%	349 34.72%	93 38.48%	91 40.05%	26 34.35%	53 40.16%	113 33.27%	30 35.16%	510 35.67%	312 37.51%m	198 33.11%	230 35.49%	97 38.37%	40 28.51%	93 36.52%	16 51.11%jm	168 38.19%	219 34.19%	299 38.24%	605 35.74%	150 36.24%	213 39.04%	525 34.44%	19 32.13%	65 35.77%	84 42.21%LE	93 36.06%	63 29.95%	63 36.61%	67 40.50%E	58 34.44%	174 38.82%LE	1 10.42%	5 56.27%	315 31.85%	295 38.50%L	120 43.94%L	16 37.52%	756 47.23%QRS	- -	725 42.30%QS	25 7.37%Q
Somewhat concerned	(3)	844 40.05%	399 39.75%	95 39.27%	88 38.71%	31 40.84%	48 35.93%	149 44.05%	34 39.31%	575 40.24%	333 40.00%	242 40.58%	260 40.14%	94 37.27%	61 43.13%	105 41.32%	9 29.29%	155 35.22%	255 39.91%	315 40.18%	667 39.40%	177 42.70%	216 39.57%	617 40.46%	17 28.77%	69 37.60%	69 34.93%	98 38.37%	88 41.91%	68 39.75%	63 37.90%	75 44.51%A	177 39.40%	2 13.87%	1 14.83%	381 38.51%	317 41.31%	115 42.02%	21 51.01%	844 52.77%QRS	- -	751 43.80%Q S	83 24.23%Q S
Not very concerned	(2)	313 14.83%	155 15.41%	36 14.92%	29 12.88%	13 16.87%	17 12.62%	47 13.93%	16 18.01%	222 15.55%	117 14.00%	106 17.70%l o	89 13.75%	27 10.60%	28 19.86%l lo	34 13.48%	1 4.02%	62 14.19%	101 15.87%	125 15.99%	261 15.42%	51 12.41%	70 12.75%	238 15.62%	12 19.91%	24 13.35%	26 13.27%	41 16.15%	30 14.18%	30 17.52%	25 14.89%	26 15.74%	74 16.49%	4 27.18%	2 20.19%	165 16.73%N	113 14.72%N	22 8.16%	5 11.47%	- -	313 65.07%P RS	183 10.65%P	117 34.33%PR
Not at all concerned	(1)	168 7.96%	89 8.89%b	13 5.25%	17 7.25%	4 4.93%	11 8.60%	30 8.75%	4 5.14%	107 7.48%	62 7.40%	45 7.60%	58 9.01%	31 12.20%	9 6.08%	19 7.48%	2 7.94%	44 9.95%t	55 8.65%t	41 5.23%	137 8.08%	31 7.44%	41 7.55%	125 8.17%	6 10.85% l	22 11.88%GH l	16 7.92%	22 8.45%	24 11.36%GH l	10 5.64%	9 5.35%	9 5.30%	23 5.15%	6 40.27%	1 8.71%	109 11.00%MN	37 4.77%	13 4.92%	- -	- -	168 34.93%PR	45 2.62%P	115 33.76%PR
NET: Concerned		1600 75.89%	748 74.46%	188 77.74%	179 78.76%	57 75.18%	101 76.09%	262 77.32%	64 74.47%	1086 75.91%	645 77.51%	440 73.69%	490 75.63%	191 75.64%	101 71.65%	198 77.84%	25 80.40%	323 73.42%	474 74.10%	614 78.41%	1272 75.15%	327 78.94%	429 78.62%	1142 74.90%	36 60.90%	134 73.38%	153 77.14%A	191 74.43%	151 71.86%	131 76.36%A	130 78.39%A	132 78.96%A	352 78.22%A	3 24.28%	6 71.10%	696 70.37%	612 79.81%L M	235 85.97%L M	37 88.53%	1600 100.00%QRS	- -	1476 86.10%Q S	108 31.60%Q S
NET: Not concerned		480 22.76%	244 24.30%	49 20.17%	46 20.14%	17 21.80%	28 21.21%	77 22.68%	20 23.15%	329 23.03%	178 21.40%	151 25.30%	147 22.76%	58 22.80%	37 25.93%	53 20.96%	4 11.96%	106 24.14%	157 24.52%	166 21.22%	398 23.50%	82 19.84%	111 20.30%	363 23.79%	18 30.77%	46 25.23%	42 21.19%	63 24.60%	54 25.53%	40 23.17%	34 20.24%	35 21.04%	97 21.64%	9 67.46%	2 28.90%	274 27.72%M N	149 19.50%N	36 13.08%	5 11.47%	- -	480 100.00%P RS	227 13.27%P	233 68.09%PR
Don't know		28 1.33%	12 1.24%f	5 2.09%f	3 1.11%	2 3.02%f	4 2.70%f	- -	2 2.38%f	15 1.06%	9 1.10%	6 1.01%	10 1.61%	4 1.56%	3 2.42%	3 1.21%	2 7.64%kj kn	11 2.44%t	9 1.38%t	3 0.37%	23 1.35%	5 1.22%	6 1.09%	20 1.30%	5 8.33%BC DFGHI	3 1.39%	3 1.67%l	2 0.97%	5 2.60%HI	1 0.47%	2 1.36%	- -	1 0.14%	1 8.26%	- -	19 1.91%M	5 0.69%	3 0.95%	- -	- -	- -	11 0.63%P	1 0.31%P
Mean		3.05	3.02	3.13	3.13	3.08	3.11	3.02	3.07	3.05	3.09	3.00	3.04	3.03	2.96	3.08	3.34jm	3.04	3.01	3.12s	3.04	3.09	3.11	3.03	2.90	2.99	3.13E	3.03	2.93	3.08	3.15E	3.08	3.12E	1.94	3.19	2.93	3.14L	3.26L	3.26	3.47QRS	1.65	3.27QS	2.05Q
Standard deviation		0.91	0.93	0.86	0.90	0.86	0.94	0.91	0.87	0.90	0.90	0.91	0.93	1.00	0.87	0.90	0.93	0.97	0.93	0.86	0.92	0.89	0.90	0.92	1.02	0.99	0.93	0.93	0.96	0.88	0.87	0.84	0.86	1.06	1.10	0.97	0.84	0.81	0.66	0.50	0.48	0.75	0.94
Standard error		0.02	0.03	0.05	0.07	0.11	0.08	0.05	0.10	0.02	0.03	0.04	0.04	0.09	0.06	0.05	0.16	0.05	0.04	0.03	0.02	0.04	0.04	0.02	0.14	0.08	0.07	0.06	0.07	0.07	0.07	0.06	0.04	0.34	0.37	0.03	0.03	0.05	0.11	0.01	0.02	0.02	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 3

S3. How responsible do you feel to reduce your own impact on the environment, i.e. to reduce your carbon footprint

Base: All respondents

		Total	Gender: Male (a)	Gender: Female (b)	Age: 18-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65+ (h)	Region: England (i)	Region: UK Excl Scotland (j)	Region: Scotland (k)	Region: Wales (l)	Region: Northern Ireland (m)	Region: North East (n)	Region: North West (o)	Region: Yorkshire & Humberside (p)	Region: West Midlands (q)	Region: East Midlands (r)	Region: East of England (s)	Region: London (t)	Region: South East (u)	Region: South West (v)	Region Summary: North England (w)	Region Summary: South England (Incl Lon.) (x)	Region Summary: Midlands (y)	Social Grade: AB (A)	Social Grade: C1 (B)	Social Grade: C2 (C)	Social Grade: DE (D)	Property type: Detached house (E)	Property type: Semi-detached house (F)	Property type: Terraced house (G)	Property type: Self-contained flat, maisonette or apartment (H)	Property type: A room or rooms (I)	Property type: Other (J)
Unweighted base		2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Very responsible	(4)	603 28.62%	264 25.67%	338 31.52%a	46 20.08%	92 25.26%	95 28.39%	115 31.38%c d	105 32.56%c d	150 30.56%c	485 27.41%	534 27.67%	70 38.83%u jlopqrs u	25 25.06%	23 39.74%u qs	25 28.83%	63 26.98%	47 26.99%	42 23.10%	39 25.97%	45 22.98%	88 31.53%	82 28.45%	54 30.04%	135 27.30%	224 29.99%cy	126 23.88%	171 30.84%C	176 28.92%	107 24.17%	149 29.70%	157 31.86%	184 26.74%	125 27.03%	104 30.49%	1 5.35%	30 33.30%
Somewhat responsible	(3)	1111 52.71%	515 50.14%	590 54.98%a	129 56.41% g	211 58.23%cf g	175 51.97%	177 48.20%	160 49.78%	260 52.71%	957 54.05%k m	1033 53.55%k	78 43.70%	52 52.82%	23 39.66%	48 55.08%	125 53.53%	92 52.73%	101 55.90%k m	78 51.69% m	114 58.13%k m	139 50.13% m	164 57.12%k m	95 52.37%	265 53.52%	398 53.36%	284 55.52%	287 51.65%	328 53.94%	241 54.61%	255 50.72%	242 49.11%	389 56.34%EH	254 54.95%	168 49.36%	15 66.70%	40 45.52%
Not very responsible	(2)	243 11.52%	157 15.28%b	86 8.00%	36 15.65%	44 12.15%	39 11.74%	35 9.64%	31 9.75%	57 11.57%	205 11.57%	225 11.68%	18 9.86%	13 12.79%	8 13.08%	8 9.13%	28 11.96%	23 13.22%	21 11.49%	25 16.67%u	24 12.08%	32 11.48%	24 8.29%	20 11.23%	59 11.91%	76 10.19%	70 13.19%	76 13.74%	61 10.10%	53 11.97%	52 10.41%	66 13.43%F	64 9.35%	52 11.33%	41 12.07%	5 22.09%	10 11.75%
Not at all responsible	(1)	99 4.70%	73 7.07%b	26 2.46%	12 5.05%	10 2.82%	14 4.30%	27 7.29%d	15 4.69%	21 4.27%	81 4.60%	89 4.62%	10 5.52%	5 4.63%	3 5.27%	4 4.86%	12 5.28%	7 4.20%	15 8.13%rs	2 1.46%	6 3.10%	13 4.76%	14 4.89%	7 4.01%	24 4.83%	35 4.63%	23 4.35%	17 2.99%	25 4.11%	27 6.02%A	31 6.14%A	19 3.80%	33 4.82%	19 4.12%	19 5.56%	1 5.85%	8 8.70%
Don't know		52 2.45%	19 1.85%	33 3.04%	6 2.81%	6 1.54%	12 3.60%h	13 3.49%h	10 3.22%h	4 0.89%	42 2.37%	48 2.48%	4 2.09%	5 4.71%u	1 2.26%	2 2.09%	5 2.26%	5 2.86%	3 1.38%	6 4.20%	7 3.70%	6 2.09%	4 1.25%	7 2.35%	12 2.45%	14 1.83%	16 3.05%	4 0.78%	18 2.94%A	14 3.22%A	15 3.02%A	9 1.80%	19 2.75%	12 2.56%	9 2.52%	- -	1 0.72%
NET: Responsible		1714 81.33%	779 75.81%	929 86.50%a	174 76.50%	303 83.49%	270 80.36%	292 79.59%	265 82.34%	410 83.26%	1442 81.46%	1566 81.21%	148 82.53%	77 77.88%	47 79.39%	73 83.91%	188 80.51%	139 79.72%	143 78.99%	118 77.67%	159 81.12%	227 81.66%	245 85.57%r	149 82.41%	400 80.82%	622 83.35%	420 79.40%	458 82.48%	504 82.86%	348 78.78%	404 80.42%	399 80.97%	573 83.09%	379 81.98%	272 79.85%	17 72.06%	70 78.83%
NET: Not responsible		342 16.22%	230 22.34%b	112 10.46%	47 20.69%	54 14.97%	54 16.04%	62 16.93%	46 14.44%	78 15.84%	286 16.17%	314 16.30%	28 15.38%	17 17.42%	11 18.34%	12 13.99%	40 17.23%	30 17.42%	36 19.62%	28 18.13%	30 15.18%	45 16.25%	38 13.18%	28 15.24%	83 16.73%	111 14.82%	93 17.55%	93 16.73%	86 14.20%	79 17.99%	83 16.55%	85 17.24%	98 14.17%	72 15.45%	60 17.64%	6 27.94%	18 20.45%
Don't know		52 2.45%	19 1.85%	33 3.04%	6 2.81%	6 1.54%	12 3.60%h	13 3.49%h	10 3.22%h	4 0.89%	42 2.37%	48 2.48%	4 2.09%	5 4.71%u	1 2.26%	2 2.09%	5 2.26%	5 2.86%	3 1.38%	6 4.20%	7 3.70%	6 2.09%	4 1.25%	4 2.35%	12 2.45%	14 1.83%	16 3.05%	4 0.78%	18 2.94%A	14 3.22%A	15 3.02%A	9 1.80%	19 2.75%	12 2.56%	9 2.52%	- -	1 0.72%
Mean		3.08	2.96	3.19a	2.94	3.08	3.08	3.07	3.14c	3.11c	3.07	3.07	3.18q	3.03	3.16	3.10	3.05	3.06	2.95	3.07	3.05	3.11	3.11	3.11	3.06	3.11	3.02	3.11C	3.11C	3.00	3.07	3.11	3.08	3.08	3.07	2.72	3.04
Standard deviation		0.77	0.84	0.69	0.76	0.70	0.77	0.85	0.78	0.77	0.76	0.77	0.83	0.77	0.86	0.76	0.78	0.77	0.83	0.71	0.70	0.79	0.75	0.76	0.77	0.77	0.75	0.75	0.75	0.79	0.81	0.78	0.75	0.75	0.81	0.67	0.90
Standard error		0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.02	0.02	0.06	0.08	0.11	0.08	0.05	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.03	0.04	0.04	0.14	0.10

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 4

S3. How responsible do you feel to reduce your own impact on the environment, i.e. to reduce your carbon footprint

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Very responsible (4)	603 28.62%	278 27.71%	76 31.47%c	50 21.81%	27 35.37%c	47 35.15%c	95 28.00%	31 35.55%c	415 29.04% m	259 31.15%j m	156 26.09%	181 27.92%	80 31.90%	33 23.32%	67 26.54%	7 23.61%	147 33.38%s	163 25.43%	244 31.16%s	461 27.25%	142 34.19%u	170 31.23%	426 27.94%	21 36.06%E	54 29.41%E	72 36.24%E	76 29.44%E	41 19.59%	46 26.61%	54 32.53%E	56 33.19%E	134 29.90%E	1 5.24%	2 19.99%	265 26.74%	233 30.38%	94 34.47%LL	5 12.96%	568 35.51%QS	34 7.14%S	603 35.19%QS	- -
Somewhat responsible (3)	1111 52.71%	543 54.07%d	121 49.75%	123 53.96%d	29 38.43%	64 48.16%	187 55.14%d	45 51.85%	767 53.63%	433 52.04%	334 55.84%o	332 51.37%	125 49.70%	75 53.41%	132 51.88%	12 38.25%	206 46.81%	358 55.97%f	417 53.25%f	907 53.57%	204 49.20%	283 51.98%	811 53.20%	24 41.46%	87 47.57%	95 47.69%	132 51.42%	127 60.03%A BCG	99 57.78%A	81 48.60%	93 55.65%	243 54.07%	5 32.47%	4 50.40%	515 52.07%	405 52.91%	145 52.97%	28 67.38% S	908 56.75%Q	193 40.23%S	1111 64.81%PQS	- -
Not very responsible (2)	243 11.52%	110 10.97%	28 11.61%	30 13.35%	15 19.79%a g	14 10.50%	41 12.11%	4 4.95%	166 11.62%	93 11.12%	74 12.32%	71 10.97%	20 7.77%	19 13.30%	33 12.85%	6 18.63%	49 11.07%	68 10.68%	83 10.55%	200 11.81%	43 10.37%	52 9.58%	186 12.22%	5 8.04%	24 13.16%	20 10.03%	27 10.60%	23 11.10%	18 10.30%	19 11.33%	11 6.50%	53 11.77%	3 19.03%	1 8.71%	121 12.26%	86 11.29%	22 8.22%	8 19.66%	99 6.17%R	144 29.94%PR	- -	243 71.03%PQR
Not at all responsible (1)	99 4.70%	49 4.91%	7 2.84%	17 7.32%b	2 2.01%	5 3.97%	15 4.55%	4 4.61%	54 3.76%	32 3.88%	21 3.58%	42 6.56%h	20 7.79%j	9 6.20%	14 5.54%	3 9.44%	25 5.65%	35 5.53%	26 3.35%	84 4.99%	15 3.53%	24 4.39%	70 4.62%	4 7.14%	13 6.90%l	8 4.07%	17 6.51%l	13 6.04%l	6 3.44%	8 5.12%	7 4.21%	11 2.38%	4 30.61%	2 20.90%	56 5.63%	28 3.63%	8 3.06%	- -	9 0.59%R	89 18.55%PR	- -	99 28.97%PQR
Don't know	52 2.45%	23 2.34%f	10 4.32%f	8 3.56%f	3 4.39%f	3 2.22%f	1 0.20%	3 3.05%f	28 1.96%	15 1.80%	13 2.18%	21 3.18%	7 2.84%	5 3.77%	8 3.18%	3 10.07%j l	14 3.09%	15 2.38%	13 1.70%	40 2.39%	11 2.71%	15 2.82%	31 2.02%	4 7.30%Hl	5 2.96%	4 1.97%	5 2.02%	7 3.24%	3 1.87%	4 2.42%	1 0.46%	8 1.89%	2 12.65%	- -	33 3.30%	14 1.79%	3 1.28%	- -	16 0.98%R	20 4.14%PRS	- -	- -
NET: Responsible	1714 81.33%	822 81.78%	197 81.23%	172 75.76%	56 73.80%	111 83.31%	281 83.14%	75 87.39%	1182 82.66% o	693 83.20%m o	489 81.92%o	513 79.29%	206 81.60%o	108 76.73%	199 78.42%o	19 61.86%	353 80.19%	521 81.40%	661 84.41%	1368 80.82%	346 83.39%	454 83.21%	1238 81.14%	45 77.52%	141 76.98%	167 83.93%	207 80.86%	168 79.62%	145 84.38%	135 81.13%	149 88.84%A BDE	377 83.97%	5 37.71%	6 70.39%	780 78.80%	638 83.29%L	239 87.44%L	34 80.34% S	1476 92.26%Q S	227 47.37% S	1714 100.00%PQS	- -
NET: Not responsible	342 16.22%	160 15.88%	35 14.45%	47 20.67%g	17 21.80%	19 14.47%	56 16.66%	8 9.56%	220 15.38%	125 15.00%	95 15.90%	113 17.53%	39 15.56%	27 19.50%	47 18.39%	9 28.07%i	74 16.72%	104 16.22%	109 13.90%	284 16.79%	58 13.90%	76 13.97%	257 16.84%	9 15.18%	37 20.06%kl	28 14.10%	44 17.11%	36 17.14%	24 13.74%	27 16.45%	18 10.71%	64 14.14%	7 49.64%	3 29.61%	177 17.89%N	114 14.92%	31 11.28%	8 19.66%	108 6.76%R	233 48.49%PR	- -	342 100.00%PQR
Don't know	52 2.45%	23 2.34%f	10 4.32%f	8 3.56%f	3 4.39%f	3 2.22%f	1 0.20%	3 3.05%f	28 1.96%	15 1.80%	13 2.18%	21 3.18%	7 2.84%	5 3.77%	8 3.18%	3 10.07%j l	14 3.09%	15 2.38%	13 1.70%	40 2.39%	11 2.71%	15 2.82%	31 2.02%	4 7.30%Hl	5 2.96%	4 1.97%	5 2.02%	7 3.24%	3 1.87%	4 2.42%	1 0.46%	8 1.89%	2 12.65%	- -	33 3.30%	14 1.79%	3 1.28%	- -	16 0.98%R	20 4.14%PRS	- -	- -
Mean	3.08	3.07c	3.15c	2.94	3.12	3.17c	3.07	3.22c	3.10	3.12mo	3.07	3.04	3.09	2.98	3.03	2.85	3.11	3.04	3.14s	3.06	3.17u	3.13	3.07	3.15	3.03	3.18E	3.06	2.96	3.10	3.11	3.18E	3.14E	2.14	2.69	3.03	3.12L	3.20L	2.93	3.28QS	2.38S	3.35PQS	1.71
Standard deviation	0.77	0.77	0.74	0.82	0.81	0.78	0.76	0.75	0.75	0.76	0.73	0.82	0.85	0.80	0.80	0.95	0.83	0.77	0.74	0.78	0.76	0.76	0.77	0.88	0.85	0.78	0.82	0.75	0.71	0.81	0.73	0.71	1.01	1.08	0.80	0.75	0.72	0.57	0.60	0.88	0.48	0.45
Standard error	0.02	0.02	0.04	0.06	0.10	0.07	0.04	0.09	0.02	0.03	0.03	0.03	0.08	0.06	0.04	0.16	0.04	0.03	0.03	0.02	0.04	0.03	0.02	0.12	0.07	0.05	0.05	0.05	0.05	0.06	0.06	0.03	0.34	0.36	0.03	0.03	0.04	0.10	0.02	0.04	0.01	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 5

S4. What is your status with driving and owning a vehicle?

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette o or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
I can drive and I currently own/have access to a vehicle	1512 71.71%	785 76.32%b	725 67.54%	93 40.61%	239 65.82%c d	252 75.09%c d	285 77.58%c d	257 79.76%c d	387 78.53%c d	1253 70.76%	1384 71.73%	128 71.56%t	78 78.88%p t	52 88.80%i knopqst u	58 67.45%	167 71.26%t	116 66.44%t	132 72.86%t	128 84.09%k nopqstu	145 74.06%t	155 55.68%	211 73.65%t	141 77.59%p t	341 68.90%	507 67.91%	405 76.53%w x	429 77.25%D	440 72.27%D	339 76.79%D	304 60.48%	432 87.66%FG HJ	534 77.42%GH	304 65.66%H	178 52.05%	3 14.69%	59 66.78%H
I can drive, but I don't currently own/have access to a vehicle	221 10.48%	102 9.93%	119 11.07%	45 19.60%efgh	53 14.52%fgh	41 12.08%fgh	28 7.52%	17 5.25%	38 7.81%	188 10.60%m	200 10.35% r	21 11.86%m r	11 11.32%mr	1 1.17%	10 11.99%mr	15 6.58%	25 14.41%mo r	15 8.36%	6 3.86%	19 9.94%m r	47 16.77%m oqru r	29 10.15%m r	21 11.33%m r	51 10.29%	96 12.90%y	41 7.66%	61 10.91%	67 11.04%	40 9.08%	53 10.55%	29 5.93%	48 7.03%	54 11.61%EF FG	65 19.17%E FG	13 58.18%	10 10.84%
I can't drive	355 16.84%	130 12.65%	223 20.81%a	79 34.51%d efgh	67 18.38%e	42 12.36%	53 14.35%	48 14.99%	67 13.65%	313 17.66%	328 17.03%	27 14.85%	10 9.80%	6 10.02%	16 17.95%	51 21.62%l mruv	32 18.09%	30 16.74%	17 11.29%	31 15.99%	76 27.22%k lmpqsu v	42 14.63%	19 10.22%	98 19.73%y	136 18.25%	79 14.90%	61 11.01%	95 15.66%A	57 12.96%	141 28.12%ABC	32 6.41%	96 13.96%E	100 21.68%EF FG	98 28.78%E FG	5 21.05%	20 22.38%E
Prefer not to say	20 0.96%	11 1.10%	6 0.58%	12 5.28%de fgh	5 1.28%h	2 0.47%	2 0.55%	- -	- -	17 0.97%	17 0.89%	3 1.73%	- -	- -	2 2.61%s	1 0.54%	2 1.05%	4 2.03%	1 0.76%	- -	1 0.32%	5 1.58%	2 0.87%	5 1.08%	7 0.94%	5 0.91%	5 0.83%	6 1.03%	5 1.17%	4 0.85%	- -	11 1.59%EH	5 1.05%E	- -	1 6.08%	- -
NET: I can drive	1733 82.19%	887 86.25%b	844 78.61%	137 60.21%	291 80.33%c d	293 87.17%c d	312 85.10%c	274 85.01%c d	425 86.35%c d	1441 81.36%	1583 82.08%	149 83.42%t	89 90.20%ij not t	53 89.98%o t	69 79.43%	182 77.84%	141 80.86%	147 81.22%t	133 87.95%o t	165 84.01%t	202 72.46%	240 83.79%t	161 88.91%o t	392 79.18%	603 80.81%	445 84.19%w	489 88.16%B D	507 83.31%D	379 85.87%D	357 71.03%	461 93.59%FG HJ	582 84.45%GH	358 77.26%	243 71.22%	17 72.87%	69 77.62%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 6

S4. What is your status with driving and owning a vehicle?

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
I can drive and I currently own/have access to a vehicle	1512 71.71%	781 77.79%c deg	179 74.10%c deg	88 38.75%	33 44.14% d	84 62.97%c d	295 87.24%a bcdeg	50 57.97%c	1172 81.96%k mno	672 80.66%l mno	500 83.76%l mno	325 50.24%	134 53.01%	65 46.34%	126 49.66%	15 47.25%	254 57.65%	472 73.79%r	629 80.26%r s	1170 69.10%	342 82.38%u	350 64.19%	1148 75.24%w	26 44.28%	98 53.50%	130 65.41%A B	185 72.04%A B	156 73.84%A B	131 76.33%A BC	135 81.34%A BCD	127 76.01%A BC	366 81.45%A BCDE	8 61.03%	3 31.55%	697 70.42%	577 75.33%L	209 76.40%	10 24.02%	1129 70.57%	366 76.24%P RS	1232 71.85%P	246 71.97%
I can drive, but I don't currently own/have access to a vehicle	221 10.48%	105 10.45%f	24 9.86%f	39 17.14%a bfg	14 18.95%a fg	17 12.97%f	16 4.69%	6 6.44%	100 7.00%	60 7.20%	40 6.73%	113 17.44%h j	32 12.55% j	27 19.31% j	54 21.25% jl	8 25.87% j	62 14.05%t	70 11.02%	65 8.27%	197 11.61%v	24 5.85%	60 11.04%	159 10.39%	5 8.54%	31 16.74%E FGHI	26 13.19%H	36 14.02%GH	19 8.98%	16 9.02%	11 6.91%	11 6.41%	43 9.47%	- -	1 12.95%	96 9.75%	80 10.46%	34 12.26%	9 20.71%	178 11.11%	41 8.54%	187 10.91%	30 8.92%
I can't drive	355 16.84%	109 10.88%	37 15.20%a f	95 41.84%a bef	25 32.82%a bf	32 24.06%ab f	27 8.07%	30 34.25%a bf	146 10.24%	92 11.00%	55 9.18%	200 30.95%h j	79 31.29%l j	48 34.35%l j	73 28.74%l j	8 26.88%l j	125 28.30%s t	93 14.59%	86 10.94%	309 18.27%v	46 11.02%	130 23.77%x	207 13.60%	28 47.18%B CDEFGHI	54 29.76%D EFGHI	43 21.40%F GI	36 13.94%I	36 17.18%I	21 12.38%	18 10.65%	29 17.58%I	39 8.58%	5 38.97%	5 55.50%	194 19.63%M N	99 12.98%	29 10.43%	19 45.56%	275 17.18%	72 15.04%	279 16.29%	61 17.95%
Prefer not to say	20 0.96%	9 0.88%	2 0.84%	5 2.27%f	3 4.09%aef	- -	- -	1 1.34%	11 0.80%	9 1.14%	2 0.33%	9 1.37%	8 3.15%jn	- -	1 0.35%	- -	- -	4 0.61%	4 0.52%	17 1.02%	3 0.75%	5 1.00%	12 0.77%	- -	- -	- -	- -	- -	4 2.27%CD E	2 1.11%	- -	2 0.51%	- -	- -	2 0.21%	9 1.23%L	2 0.91%	4 9.71%	18 1.14%	1 0.18%	16 0.95%	4 1.16%Q
NET: I can drive	1733 82.19%	886 88.24%c deg	203 83.96%c dg	127 55.89%	48 63.09%	101 75.94%c	311 91.93%b cdeg	56 64.41%	1272 88.96%k	732 87.86%l mno	541 90.49%l mno	438 67.68%	165 65.56%	93 65.65%	180 70.91%	22 73.12%	316 71.70%	542 84.80%r	693 88.53%r s	1367 80.72%	366 88.23%u	410 75.23%	1306 85.63%w	31 52.82%	128 70.24%A	156 78.60%A B	221 86.06%A B	175 82.82%A B	147 85.35%A B	147 88.25%A BC	138 82.42%A B	409 90.92%A BCEH	8 61.03%	4 44.50%	793 80.17%	657 85.78%L	242 88.66%L	19 44.73%	1307 81.68%	407 84.78%S	1419 82.75%P	277 80.89%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 7

S4a. You said you can drive and currently own or have access to a vehicle. Which ONE of the following best describes how you own/access your vehicle?
Base: All who can drive and currently own or have access to a vehicle

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1532	783	747	70	237	267	300	260	398	1263	1400	132	83	54	65	180	116	143	140	141	138	219	121	361	478	424	426	472	344	290	437	549	313	176	3	52
Weighted base	1512	785	725	93*	239	252	285	257	387	1253	1384	128	78*	52*	58*	167	116	132	128	145	155	211	141	341	507	405	429	440	339	304	432	534	304	178	3**	59*
I own it outright	1229 81.32%	644 82.02%	585 80.64%	78 83.73%	173 72.64%	195 77.28%	230 80.77%d	216 84.26%d	337 87.17%d ef	1027 81.97%k	1134 81.98%k	95 74.13%	61 77.97%	46 88.25%k	46 78.49%	140 83.85%k	91 78.24%	108 81.82%	101 79.36%	122 83.70%	127 81.79%	172 81.62%	121 85.72%k	277 81.03%	420 82.81%	331 81.72%	344 80.25%	347 78.95%	293 86.49%A B	245 80.48%	362 83.93%G	441 82.58%G	228 75.13%	144 80.87%	3 100.00%	50 84.17%
I rent it through finance, hire purchase, lease etc.	224 14.79%	109 13.95%	114 15.73%	8 8.93%	55 23.23%cfgh	48 18.88%gh	43 14.95%	31 12.07%	39 10.00%	176 14.02%	194 14.01%	30 23.15%ijoqstv	12 15.40%	6 11.75%	11 18.94%	23 14.02%	21 17.97%	17 13.22%	19 15.25%	19 13.30%	17 11.02%	32 14.92%	16 11.03%	55 16.21%	64 12.65%	56 13.89%	68 15.77%C	79 17.86%C	35 10.33%	42 13.91%	57 13.20%	71 13.32%	65 21.26%EFH	23 12.98%	- -	8 13.02%
I access it through a vehicle sharing company (e.g. Zipcar, Ubeeqo, Hiyacar etc.)	5 0.31%	2 0.27%	3 0.35%	1 1.26%	- -	3 1.01%	1 0.34%	- -	- -	5 0.37%	5 0.34%	- -	- -	- -	- -	- -	- -	1 0.88%	- -	- -	2 1.31%	- -	1 1.06%	- -	4 0.69%	1 0.29%	3 0.75%	1 0.34%	- -	- -	2 0.47%	1 0.22%	- -	1 0.84%	- -	- -
It is a company vehicle	17 1.10%	11 1.38%	6 0.80%	1 1.57%h	5 2.10%h	2 0.97%	4 1.50%h	3 1.34%h	- -	12 0.92%	15 1.07%	2 1.44%	3 4.12%ios	- -	- -	1 0.43%	1 0.73%	2 1.51%	2 1.40%	- -	3 1.64%	2 1.02%	1 1.06%	2 0.46%	6 1.22%	4 0.93%	8 1.81%	2 0.50%	3 1.01%	3 1.06%	6 1.30%	4 0.79%	4 1.42%	2 1.39%	- -	- -
None of the these	28 2.49%	19 2.38%	18 2.48%	4 4.51%	5 2.04%	5 1.87%	7 2.44%	6 2.33%	11 2.83%	34 2.72%	36 2.60%	2 1.27%	2 2.52%	- -	1 2.56%	3 1.70%	4 3.06%	3 2.57%	5 3.99%	4 3.00%	7 4.24%	5 2.44%	2 1.13%	8 2.31%	13 2.63%	13 3.17%	6 1.43%	10 2.34%	7 2.17%	14 4.56%A	5 1.11%	16 3.09%E	7 2.19%	7 3.92%E	- -	2 2.81%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 8

S4a. You said you can drive and currently own or have access to a vehicle. Which ONE of the following best describes how you own/access your vehicle?
Base: All who can drive and currently own or have access to a vehicle

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1532	766	250	75	29	79	288	45	1176	619	557	338	70	92	176	18	254	478	644	1181	351	349	1170	24	95	135	181	160	137	139	131	374	7	3	700	594	211	9	1138	377	1242	254
Weighted base	1512	781	179	88*	33**	84*	295	50*	1172	672	500	325	134*	65*	126	15**	254	472	629	1170	342	350	1148	26**	98*	130	185	156	131	135	127	366	8**	3**	697	577	209	10**	1129	366	1232	246
I own it outright	1229 81.32%	611 78.21%	152 84.55%a	66 74.53%	29 85.54%	70 83.54%	261 88.52%a c	41 81.10%	981 83.71%k	592 88.07%j lmn	389 77.84%	236 72.64%	91 67.75%	48 73.51%	98 77.38%	12 82.82%	226 88.89%s t	388 82.23%t	482 76.64%	954 81.56%	275 80.48%	278 79.54%	938 81.72%	25 95.41%	85 87.27%l	116 88.81%E GHI	156 84.20%l	123 79.10%	109 83.17%	103 76.42%	100 78.56%	278 76.05%	6 72.57%	2 74.60%	565 81.03%	470 81.48%	171 81.85%	8 75.43%	918 81.35%	301 82.23%	993 80.65%	209 84.89%
I rent it through finance, hire purchase, lease etc.	224 14.79%	142 18.14%ab f	21 11.88%	14 15.61%	2 7.23%	8 10.00%	29 9.83%	7 13.71%	148 12.60%	56 8.28%	92 18.40%i	74 22.89%ih	37 27.85%i	14 22.06%i	23 18.07%i	1 9.55%	17 6.62%	69 14.62%r	121 19.29%r	169 14.47%	54 15.87%	58 16.47%	166 14.45%	1 2.23%	9 9.29%	7 5.49%	26 13.88%C	28 18.06%C	15 11.57%	27 19.85%B C	22 17.64%C	72 19.66%B CF	2 20.48%	- -	110 15.85%	84 14.57%	27 13.04%	- -	159 14.12%	58 15.94%	185 15.02%	33 13.28%
I access it through a vehicle sharing company (e.g. Zipcar, Ubeeqo, Hiyacar etc.)	5 0.31%	4 0.45%	1 0.65%	- -	- -	- -	- -	- -	5 0.40%	3 0.40%	2 0.41%	- -	- -	- -	- -	- -	1 0.59%	1 0.25%	2 0.32%	3 0.27%	1 0.44%	- -	5 0.41%	- -	- -	1 1.14%	- -	- -	1 0.89%	- -	- -	2 0.55%	- -	- -	1 0.17%	- -	4 1.68%LM	- -	5 0.41%	- -	5 0.38%	- -
It is a company vehicle	17 1.10%	13 1.69%f	2 1.06%	1 1.65%	- -	- -	- -	- -	13 1.08%	1 0.22%	11 2.23%i	4 1.22%	2 1.44%	1 1.10%	1 1.04%	- -	1 0.24%	5 0.96%	9 1.45%	13 1.08%	4 1.15%	2 0.47%	15 1.30%	1 2.37%	- -	- -	1 0.54%	2 1.04%	2 1.46%	1 0.52%	3 2.01%	6 1.61%	- -	- -	7 0.98%	6 1.11%	2 0.92%	1 14.43%	13 1.18%	3 0.90%	15 1.20%	2 0.73%
None of the these	38 2.49%	12 1.50%	3 1.86%	7 8.21%ab f	2 7.23%	5 6.45%af	5 1.65%	3 5.19%	26 2.22%	20 3.03%j	6 1.12%	11 3.25%	4 2.96%	2 3.33%	4 3.51%j	1 7.63%	9 3.66%	9 1.94%	14 2.29%	31 2.61%	7 2.07%	12 3.51%	24 2.11%	- -	3 3.44%	6 4.56%	3 1.37%	3 1.79%	4 2.90%	4 3.21%	2 1.79%	8 2.13%	1 6.95%	1 25.40%	14 1.97%	16 2.83%	5 2.51%	1 10.13%	33 2.93%Q	3 0.93%	34 2.75%Q	3 1.10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 9

S4b. What fuel types of vehicle(s) do you currently own or have access to?
Base: All respondents

	Total	Gender		Age						Region													Region Summary			Social Grade				Property type						
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1532	783	747	70	237	267	300	260	398	1263	1400	132	83	54	65	180	116	143	140	141	138	219	121	361	478	424	426	472	344	290	437	549	313	176	3	52
Weighted base	1512	785	725	93*	239	252	285	257	387	1253	1384	128	78*	52*	58*	167	116	132	128	145	155	211	141	341	507	405	429	440	339	304	432	534	304	178	3**	59*
Petrol or petrol mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	1063 70.33%	537 68.47%	525 72.40%	72 77.69%	163 68.39%	175 69.31%	192 67.43%	187 72.91%	274 70.86%	903 72.03%l m	972 70.28%	91 70.86%m	45 57.29%	25 47.80%	42 72.13%m	115 68.86%m	76 65.14%m	92 69.76%m	94 73.68%l m	110 75.86%l m	109 70.22%m	159 75.10%l m	106 75.56%l m	233 68.15%	374 73.73%	296 73.18%	289 67.43%	346 78.57%A CD	220 64.77%	209 68.71%	300 69.56%	386 72.37%	210 69.18%	120 67.52%	2 55.68%	44 73.70%
Diesel or diesel mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	427 28.24%	230 29.33%	196 26.99%	12 13.43%	61 25.68%c	79 31.37%c h	94 33.08%c	81 31.69%c	98 25.45%c	331 26.43%	390 28.19%	37 28.77%t	33 42.42%l nqrstu	26 48.92%l knoqrst uv	14 23.61%	53 31.98%t	40 34.45%t	32 24.02%t	30 23.60%t	37 25.69%t	22 13.91%	59 27.71%t	45 31.85%t	107 31.39%x y	125 24.64%	99 24.49%	120 28.02%B	93 21.09%	114 33.54%B	100 32.97%B	122 28.16%	151 28.36%	95 31.11%	43 24.49%	1 44.32%	13 22.32%
Full hybrid (limited electric only range, typically 2-5 miles)	48 3.15%	26 3.26%	22 3.03%	4 4.16%	12 5.16%e	4 1.62%	7 2.55%	6 2.19%	14 3.74%	41 3.28%	45 3.26%	3 1.96%	3 3.71%	1 1.96%	2 2.91%	7 4.46%	5 4.64%	3 2.06%	4 2.83%	2 1.32%	8 5.33%	8 3.64%	2 1.73%	15 4.26%	18 3.62%	8 2.04%	19 4.32%	10 2.32%	11 3.28%	8 2.55%	14 3.27%	13 2.42%	11 3.51%	8 4.65%	- -	2 2.73%
Plug-in hybrid (PHEV - the only type of hybrid that can be plugged into a mains charger)	24 1.58%	16 2.09%	8 1.04%	3 3.78%h	9 3.79%gh	3 1.13%	4 1.31%	2 0.79%	3 0.72%	20 1.58%	24 1.73%	- -	1 1.30%	3 6.00%ik oruv	1 1.41%	2 1.00%	2 1.52%	2 1.62%	1 0.76%	2 1.31%	8 5.10%ko ruv	3 1.23%	- -	4 1.25%	10 2.07%	5 1.24%	12 2.83%D	6 1.34%	6 1.74%D	- -	13 3.00%F	6 1.03%	4 1.21%	1 0.48%	- -	1 1.55%
Electric (EV - also called Battery Electric Vehicle ("BEV"))	67 4.43%	46 5.83%b	21 2.92%	12 12.50%ef gh	15 6.11%h	10 3.84%	12 4.09%	9 3.41%	11 2.77%	60 4.76%	63 4.52%	4 3.42%	2 2.96%	1 1.11%	- -	9 5.43%	3 2.55%	11 8.25%ns uv	4 3.13%	4 2.67%	19 12.43%kl mnoprsuv	6 2.93%	3 2.45%	12 3.52%	29 5.70%	19 4.64%	35 8.24%BC D	12 2.75%	13 3.88%	6 2.11%	35 8.00%FGH	20 3.75%G	4 1.25%	5 2.87%	1 34.47%	2 3.93%
Other (e.g. Hydrogen, LPG, Biofuel etc.)	4 0.27%	2 0.27%	2 0.27%	- -	- -	- -	1 0.26%	2 0.85%	1 0.29%	4 0.32%	4 0.29%	- -	- -	- -	1 1.67%	- -	- -	- -	- -	3 2.12%u	1 0.73%	- -	- -	1 0.29%	- -	3 0.76%	- -	2 0.50%	2 0.55%	- -	- -	2 0.39%	1 0.25%	- -	- -	1 2.03%E
Don't know	5 0.35%	4 0.45%	2 0.24%	3 2.82%defg	- -	- -	- -	- -	3 0.70%	4 0.28%	4 0.26%	2 1.36%	- -	- -	- -	1 0.57%	- -	- -	- -	1 1.02%	1 0.73%	- -	- -	1 0.28%	1 0.22%	1 0.37%	1 0.22%	1 0.26%	1 0.44%	2 0.58%	- -	1 0.18%	1 0.49%	3 1.62%EF	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 10

S4b. What fuel types of vehicle(s) do you currently own or have access to?
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1532	766	250	75	29	79	288	45	1176	619	557	338	70	92	176	18	254	478	644	1181	351	349	1170	24	95	135	181	160	137	139	131	374	7	3	700	594	211	9	1138	377	1242	254
Weighted base	1512	781	179	88*	33**	84*	295	50*	1172	672	500	325	134*	65*	126	15**	254	472	629	1170	342	350	1148	26**	98*	130	185	156	131	135	127	366	8**	3**	697	577	209	10**	1129	366	1232	246
Petrol or petrol mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	1063 70.33%	542 69.38%	128 71.09%	64 72.54%	25 76.29%	55 66.11%	210 71.08%	39 77.27%	844 72.00%kn	498 74.15%kl	346 69.12%	207 63.73%	82 61.68%	46 70.85%	78 62.20%	12 83.42%	188 74.10%	327 69.38%	433 68.93%	826 70.61%	237 69.36%	239 68.38%	815 71.02%	19 73.17%	68 70.01%	101 77.36%H	127 68.74%	113 72.47%	88 66.60%	92 68.41%	79 61.60%	262 71.68%H	8 93.05%	3 100.00%	481 69.10%	413 71.59%	146 70.01%	6 60.33%	795 70.44%	254 69.47%	871 70.71%	165 66.85%
Diesel or diesel mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	427 28.24%	226 28.97%	54 29.89%	21 23.28%	8 24.70%	27 32.74%	77 26.04%	14 27.40%	318 27.15%	173 25.81%	145 28.93%	106 32.68%	49 36.66%	17 25.84%	40 32.01%	2 16.58%	62 24.58%	144 30.56%	176 27.95%	305 26.09%	122 35.60%u	103 29.38%	319 27.78%	4 16.32%	27 27.99%	31 23.66%	58 31.18%	47 30.45%	39 29.81%	41 30.04%	39 30.50%	96 26.30%	1 6.95%	- -	213 30.58%N	161 27.85%	49 23.24%	1 11.75%	306 27.13%	118 32.10%R	333 27.00%	87 35.35%PR
Full hybrid (limited electric only range, typically 2-5 miles)	48 3.15%	20 2.60%	12 6.85%ac	- -	- -	2 2.66%	12 3.90%	1 2.39%	37 3.19%	21 3.18%	16 3.19%	10 3.14%	7 5.19%	- -	3 2.61%	- -	2 0.74%	9 1.94%	32 5.05%us	39 3.30%	9 2.64%	14 3.95%	34 2.94%	- -	1 0.78%	1 0.86%	5 2.62%	1 0.92%	3 2.21%	9 6.53%BCE	5 3.71%	18 4.97%CE	- -	- -	12 1.74%	22 3.75%L	14 6.61%L	- -	40 3.55%	7 2.05%	43 3.49%	5 1.86%
Plug-in hybrid (PHEV - the only type of hybrid that can be plugged into a mains charger)	24 1.58%	19 2.38%f	2 1.27%	- -	- -	- -	1 0.35%	2 4.12%f	21 1.78%	7 1.11%	13 2.69%f	3 0.93%	- -	1 2.00%	2 1.36%	- -	1 0.34%	2 0.52%	19 2.98%us	21 1.81%	3 0.82%	5 1.51%	19 1.62%	- -	- -	1 0.66%	- -	2 1.07%	1 0.59%	4 2.66%D	7 5.41%BCDEF	8 2.26%	- -	- -	5 0.75%	12 2.01%	7 3.40%L	- -	20 1.80%	4 0.99%	21 1.71%	3 1.16%
Electric (EV - also called Battery Electric Vehicle ("BEV"))	67 4.43%	42 5.33%e	5 2.93%	5 6.13%e	1 3.26%	- -	12 4.19%	1 2.31%	59 5.00%	28 4.16%	31 6.11%	8 2.59%	2 1.43%	2 3.49%	4 3.35%	- -	4 1.58%	18 3.78%	42 6.65%us	63 5.42%v	4 1.05%	13 3.74%	54 4.69%	- -	3 3.07%	1 0.78%	5 2.77%	7 4.66%	5 4.17%	10 7.39%C	10 7.83%C	22 5.96%C	- -	- -	26 3.73%	27 4.70%	11 5.29%	3 27.92%	61 5.41%QS	6 1.62%	65 5.27%QS	2 0.86%
Other (e.g. Hydrogen, LPG, Biofuel etc.)	4 0.27%	1 0.10%	- -	- -	- -	- -	3 1.12%a	- -	3 0.28%	3 0.49%	- -	1 0.23%	- -	- -	1 0.60%	- -	1 0.38%	2 0.49%	1 0.12%	4 0.35%	- -	2 0.60%	2 0.17%	1 3.77%	- -	- -	2 1.26%l	- -	- -	- -	1 0.59%	- -	- -	- -	4 0.58%	- -	- -	- -	2 0.21%	2 0.47%	2 0.19%	2 0.70%
Don't know	5 0.35%	1 0.19%	- -	1 1.28%	- -	2 2.09%a	1 0.32%	- -	2 0.21%	1 0.14%	1 0.30%	3 0.88%	2 1.31%	1 1.73%l	- -	- -	3 1.13%l	2 0.52%	- -	4 0.37%	1 0.28%	2 0.50%	4 0.31%	2 6.75%	- -	1 0.87%	- -	- -	2 1.86%l	- -	- -	- -	- -	- -	3 0.38%	1 0.16%	2 0.84%	- -	3 0.24%	3 0.71%	3 0.26%	2 0.84%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 11

S4c. Which ONE of the following is your main vehicle? By "main vehicle" we mean the vehicle that you use the most.
If you only own one vehicle, please select the answer option again below.
Base: All who know what fuel type vehicle(s) they own

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-em (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1528	780	746	68	237	267	300	260	396	1260	1397	131	83	54	65	179	116	143	140	140	137	219	121	360	477	423	425	471	343	289	437	548	312	174	3	52
Weighted base	1506	781	723	90*	239	252	285	257	384	1249	1380	126	78*	52*	58*	166	116	132	128	144	154	211	141	340	506	403	428	439	338	302	432	533	302	175	3**	59*
Petrol or petrol mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	1001 66.42%	493 63.11%	507 70.03%a	68 75.22%	155 64.91%	166 65.91%	177 62.01%	171 66.58%	264 68.79%	847 67.79%l m	914 66.21%	87 68.68%m	44 55.80%	23 43.97%	41 70.39%m	106 64.02%m	70 59.83%	89 67.36%m	91 71.47%l m	101 70.30%l m	106 68.78%m	147 69.51%l m	97 68.62%m	217 63.68%	349 69.04%	281 69.71%	268 62.66%	328 74.80%AD	207 61.42%	197 65.16%	278 64.49%	358 67.16%	201 66.39%	118 67.61%	2 55.68%	43 71.76%
Diesel or diesel mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	392 26.05%	214 27.44%	177 24.48%	12 13.83%	57 24.03%	70 27.92%c	88 31.06%c	69 27.06%c	94 24.54%	303 24.27%	359 26.01%	33 26.40%l	30 38.51%l qrstu	26 48.92%l knoqrst uv	14 23.61%	47 28.49%l	38 32.64%l	29 22.24%	28 21.81%	33 22.87%	22 14.01%	53 25.16%l	40 28.11%l	99 29.07%x y	114 22.59%	90 22.32%	111 25.88%B	85 19.35%	104 30.94%B	92 30.53%B	108 24.99%	141 26.47%	87 28.65%	43 24.89%	1 44.32%	11 18.00%
Full hybrid (limited electric only range, typically 2-5 miles)	38 2.55%	22 2.77%	17 2.31%	2 2.15%	8 3.41%	4 1.62%	6 2.25%	6 2.19%	12 3.16%	34 2.70%	36 2.60%	3 1.98%	2 2.74%	- -	2 2.91%	6 3.32%	4 3.46%	2 1.42%	4 2.83%	2 1.33%	8 5.37%	6 2.68%	1 0.82%	11 3.30%	15 2.98%	7 1.84%	13 3.14%	9 2.15%	8 2.29%	8 2.56%	11 2.46%	10 1.91%	8 2.55%	8 4.73%	- -	2 2.73%
Plug-in hybrid (PHEV - the only type of hybrid that can be plugged into a mains charger)	21 1.39%	15 1.90%	6 0.83%	2 2.19%	8 3.55%gh	3 1.13%	3 0.97%	2 0.79%	3 0.72%	17 1.34%	21 1.51%	- -	1 1.30%	3 6.00%ik orsuv	1 1.41%	2 1.01%	2 1.52%	2 1.62%	1 0.76%	1 0.66%	6 3.77%kv	3 1.23%	- -	4 1.25%	8 1.66%	4 1.01%	10 2.26%D	5 1.21%	6 1.75%D	- -	11 2.52%	6 1.03%	3 0.90%	1 0.49%	- -	1 1.55%
Electric (EV - also called Battery Electric Vehicle ("BEV"))	50 3.34%	35 4.51%b	15 2.08%	6 6.61%	10 4.11%	9 3.42%	10 3.44%	6 2.53%	10 2.50%	45 3.58%	47 3.37%	4 2.93%	1 1.66%	1 1.11%	- -	5 3.16%	3 2.55%	10 7.36%nu	4 3.13%	4 2.70%	12 8.07%nu	3 1.42%	3 2.45%	8 2.41%	19 3.73%	18 4.36%	26 6.06%BD	9 2.00%	10 3.05%	5 1.75%	24 5.55%G	16 3.04%	4 1.26%	4 2.28%	- -	2 3.93%
Other (e.g. Hydrogen, LPG, Biofuel etc.)	4 0.27%	2 0.27%	2 0.27%	- -	- -	- -	1 0.26%	2 0.85%	1 0.29%	4 0.32%	4 0.29%	- -	- -	- -	1 1.67%	- -	- -	- -	- -	3 2.14%u	- -	- -	- -	1 0.29%	- -	3 0.76%	- -	2 0.50%	2 0.55%	- -	- -	2 0.39%	1 0.25%	- -	- -	1 2.03%E
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 12

S4c. Which ONE of the following is your main vehicle? By "main vehicle" we mean the vehicle that you use the most.
If you only own one vehicle, please select the answer option again below.
Base: All who know what fuel type vehicle(s) they own

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										Highest educational level						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1528	765	250	74	29	78	287	45	1174	618	556	336	69	91	176	18	252	476	644	1178	350	348	1167	23	95	134	181	160	135	139	131	374	7	3	698	593	210	9	1136	375	1240	252
Weighted base	1506	780	179	87*	33**	82*	294	50*	1170	671	499	322	132*	64*	126	15**	251	469	629	1166	341	348	1144	24**	98*	129	185	156	129	135	127	366	8**	3**	694	576	207	10**	1126	364	1228	244
Petrol or petrol mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	1001 66.42%	507 65.03%	120 67.03%	62 71.40%	25 76.29%	54 66.25%	196 66.59%	35 69.92%	787 67.30%	466 69.48%	321 64.37%	201 62.45%	78 59.05%	46 71.10%	78 61.61%	12 83.42%	185 73.91%ta t	306 65.18%	400 63.64%	783 67.16%	218 63.87%	227 65.04%	765 66.88%	19 78.46%	68 70.01%H	98 76.02%LD GH	118 63.76%	105 67.37%H	83 64.57%	86 63.71%	71 55.51%	243 66.44%H	8 93.05%	3 100.00%	457 65.83%	383 66.38%	139 66.96%	6 60.33%	748 66.41%	239 65.73%	817 66.53%	156 63.93%
Diesel or diesel mild hybrid (mild hybrids are limited hybrids, and do not allow you to drive using battery power only)	392 26.05%	209 26.81%	46 25.80%	19 22.39%	7 20.46%	25 31.03%	74 24.99%	12 23.16%	286 24.48%	158 23.59%	128 25.69%	104 32.15%h	47 35.71%i	16 25.13%	40 32.01%i	2 16.58%	58 23.01%	139 29.64%	155 24.67%	281 24.14%	111 32.56%u	92 26.54%	295 25.76%	4 17.50%	26 26.14%	28 21.66%	57 30.63%	44 28.21%	39 29.93%	31 23.12%	36 27.88%	88 24.13%	1 6.95%	- -	195 28.11%	147 25.52%	46 22.43%	1 11.75%	281 24.99%	108 29.69%R	307 24.97%	79 32.32%PR
Full hybrid (limited electric only range, typically 2-5 miles)	38 2.55%	17 2.23%	8 4.66%a	- -	- -	2 2.71%	9 3.13%	1 2.39%	31 2.64%	16 2.34%	15 3.03%	8 2.34%	5 3.79%	- -	3 2.00%	- -	2 0.79%	6 1.38%	26 4.21%rs	31 2.69%	7 2.04%	12 3.41%	26 2.31%	- -	1 0.78%	1 0.86%	3 1.57%	1 0.43%	3 2.25%	7 5.51%CE	5 3.71%	14 3.91%E	- -	- -	10 1.47%	17 2.97%	11 5.33%L	- -	31 2.74%	7 2.06%	34 2.75%	5 1.88%
Plug-in hybrid (PHEV - the only type of hybrid that can be plugged into a mains charger)	21 1.39%	17 2.19%f	2 0.94%	- -	- -	- -	1 0.35%	1 2.21%	18 1.58%	7 1.11%	11 2.20%	2 0.76%	- -	1 1.12%	2 1.36%	- -	1 0.34%	1 0.32%	17 2.65%rs	18 1.55%	3 0.82%	4 1.08%	17 1.49%	- -	- -	1 0.66%	- -	1 0.46%	2 0.60%	3 2.22%	7 5.41%BC DEFI	7 1.85%	- -	- -	5 0.67%	12 2.01%L	5 2.23%	- -	17 1.53%	4 1.00%	18 1.47%	3 1.17%
Electric (EV - also called Battery Electric Vehicle ("BEV"))	50 3.34%	29 3.66%	3 1.58%	5 6.21%a	1 3.26%	- -	11 3.82%	1 2.31%	44 3.73%	20 2.99%	24 4.71%	7 2.07%	2 1.45%	2 2.65%	3 2.42%	- -	4 1.60%	14 2.99%	30 4.71%r	48 4.11%v	2 0.70%	12 3.32%	39 3.38%	- -	3 3.07%	1 0.79%	5 2.77%	5 3.52%	3 2.65%	7 5.43%C	9 6.90%C	13 3.68%	- -	- -	23 3.34%	18 3.12%	6 3.06%	3 27.92%	46 4.12%QS	4 1.05%	50 4.09%QS	- -
Other (e.g. Hydrogen, LPG, Biofuel etc.)	4 0.27%	1 0.10%	- -	- -	- -	- -	3 1.12%a	- -	3 0.28%	3 0.49%	- -	1 0.23%	- -	- -	1 0.60%	- -	1 0.39%	2 0.49%	1 0.12%	4 0.35%	- -	2 0.60%	2 0.17%	1 4.04%	- -	- -	2 1.26%l	- -	- -	- -	1 0.59%	- -	- -	- -	4 0.58%	- -	- -	- -	2 0.21%	2 0.48%	2 0.19%	2 0.71%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 13

S5. Thinking about the main vehicle that you drive...How often, if at all, do you drive the vehicle?
Base: All who can drive and have access to a vehicle

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1532	783	747	70	237	267	300	260	398	1263	1400	132	83	54	65	180	116	143	140	141	138	219	121	361	478	424	426	472	344	290	437	549	313	176	3	52
Weighted base	1512	785	725	93*	239	252	285	257	387	1253	1384	128	78*	52*	58*	167	116	132	128	145	155	211	141	341	507	405	429	440	339	304	432	534	304	178	3**	59*
Everyday	610 40.33%	337 42.99%b	271 37.42%	41 43.87%h	112 46.86%gh	130 51.67%gh	138 48.44%gh	91 35.27%h	98 25.43%	515 41.08%k	572 41.35%k	37 29.24%	30 38.96%	27 51.42%ktu	30 52.32%ktu	76 45.51%ktu	50 42.93%k	59 44.63%k	55 43.06%k	63 43.30%k	51 32.93%	72 34.04%	59 41.78%	156 45.79%x	182 35.85%	177 43.66%x	178 41.55%	159 36.14%	156 46.06%B	116 38.25%	161 37.21%	244 45.77%EJ	123 40.56%	65 36.79%	- -	15 25.68%
A few times a week	670 44.33%	353 44.97%	316 43.62%	40 43.28%	109 45.75%e	90 35.86%	105 36.89%	115 44.67%	211 54.49%defg	550 43.90%	602 43.52%	68 53.05%jmnpt	34 43.53%	18 34.55%	19 32.17%	75 44.94%	54 46.26%	51 38.37%	51 40.23%	69 47.57%	62 40.23%	111 52.59%mnpt	58 41.31%	147 43.21%	231 45.68%	171 42.26%	196 45.67%	209 47.56%	141 41.53%	124 40.90%	212 49.04%F	215 40.25%	135 44.29%	79 44.25%	3 100.00%	27 45.55%
Weekly	119 7.87%	61 7.74%	58 8.02%	10 10.37%d	9 3.65%	15 5.91%	26 9.27%d	22 8.50%d	37 9.69%d	99 7.92%	111 8.02%	8 6.18%	9 11.21%o	3 5.84%	5 8.58%	5 2.74%	9 7.94%	11 8.46%o	13 10.35%o	6 4.41%	19 12.34%os	14 6.74%	16 11.56%os	19 5.51%	50 9.79%w	31 7.60%	26 6.10%	44 9.93%A	22 6.35%	28 9.07%	34 7.91%	34 6.28%	23 7.55%	21 11.69%F	- -	8 12.70%
Less often than weekly	113 7.47%	34 4.30%	79 10.93%a	2 2.48%	9 3.74%	17 6.56%	15 5.40%	30 11.56%cdf	40 10.39%cdf	89 7.10%	98 7.10%	15 11.54%ps	5 6.30%	4 8.20%	4 6.94%	11 6.81%	3 2.87%	11 8.53%	8 6.36%	7 4.72%	22 14.50%oprsuv	14 6.64%	8 5.34%	19 5.49%	44 8.68%	26 6.48%	29 6.68%	28 6.37%	21 6.06%	36 11.77%ABC	25 5.84%	41 7.70%	23 7.61%	13 7.27%	- -	10 16.07%E

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 14

S5. Thinking about the main vehicle that you drive...How often, if at all, do you drive the vehicle?
Base: All who can drive and have access to a vehicle

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	Housepersn (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1532	766	250	75	29	79	288	45	1176	619	557	338	70	92	176	18	254	478	644	1181	351	349	1170	24	95	135	181	160	137	139	131	374	7	3	700	594	211	9	1138	377	1242	254
Weighted base	1512	781	179	88*	33**	84*	295	50*	1172	672	500	325	134*	65*	126	15**	254	472	629	1170	342	350	1148	26**	98*	130	185	156	131	135	127	366	8**	3**	697	577	209	10**	1129	366	1232	246
Everyday	610 40.33%	405 51.85%b cefg	73 40.60%c ef	21 24.18%	9 25.43%	16 19.13%	71 24.01%	15 29.66%	464 39.61%	209 31.08%	255 51.06%i	139 42.76%	53 39.64%	30 45.18%i	57 44.80%i	6 43.97%	80 31.37%	173 36.62%	303 48.15%r s	492 42.04%v	118 34.45%	107 30.48%	496 43.23%w	12 45.75%	32 33.18%	35 27.14%	60 32.57%	58 37.03%	55 41.84%C	60 44.25%C D	67 52.38%B CDE	176 48.13%B CDE	2 28.97%	- -	288 41.40%	221 38.35%	91 43.68%	3 30.45%	417 36.95%	185 50.64%P R	477 38.70%P	113 46.01%PR
A few times a week	670 44.33%	289 36.99%	90 50.34%a	40 45.79%	13 39.56%	35 41.60%	181 61.32%a boeg	21 42.31%	535 45.62%	339 50.45%j ln	196 39.14%	129 39.77%	51 37.82%	28 43.44%	50 39.94%	6 42.60%	113 44.65%	230 48.80%t	250 39.85%	497 42.45%	173 50.77%u	155 44.17%	509 44.39%	6 24.91%	42 42.44%	65 50.24%J l	92 49.79%H l	75 48.02%	63 48.33%	61 45.48%	48 37.76%	141 38.50%	2 23.81%	3 100.00%	301 43.14%	263 45.65%	92 44.02%	6 57.79%	524 46.43%Q	140 38.32%	558 45.29%Q	103 41.86%
Weekly	119 7.87%	54 6.95%	9 4.80%	10 11.24%	5 15.56%	11 13.45%ab	26 8.93%	3 6.49%	91 7.80%	63 9.36%j	29 5.71%	27 8.19%	10 7.15%	4 6.62%	13 10.12%j	1 5.80%	29 11.47%t	43 9.11%	41 6.49%	93 7.92%	26 7.68%	40 11.33%x	79 6.91%	1 4.63%	11 11.59%	17 12.75%HI	18 9.84%	15 9.71%	10 7.38%	11 8.26%	7 5.27%	23 6.27%	1 8.58%	- -	54 7.76%	49 8.42%	16 7.44%	- -	98 8.68%	20 5.49%	103 8.40%Q	14 5.84%
Less often than weekly	113 7.47%	33 4.21%	8 4.26%	17 18.79%a bf	7 19.45%	22 25.82%ab f	17 5.74%	11 21.55%ab f	82 6.97%	61 9.11%j	21 4.10%	30 9.28%	21 15.39%jm n	3 4.76%	6 5.14%	1 7.63%	32 12.51%st	26 5.47%	35 5.50%	89 7.58%	24 7.10%	49 14.02%x	63 5.47%	6 24.71%	13 12.79%EF GH	13 9.87%FG	14 7.81%G	8 5.24%	3 2.45%	3 2.01%	6 4.59%	26 7.11%G	3 38.63%	- -	54 7.71%	44 7.58%	10 4.86%	1 11.75%	90 7.95%	20 5.55%	94 7.61%	15 6.29%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 15

S5. Thinking about the main vehicle that you drive...How often, if at all, do you drive the vehicle?
Base: All who can drive and have access to a vehicle

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1532	83	1445	630	680	118	104	-	345	546	425	210	85	633	559	58	359	176	939	153	1184	127	117	26	41
Weighted base	1512	86*	1421	610	670	119	113*	.**	339	539	418	210	89*	616	549	59*	363	172	917	160	1151	129	119	31**	41*
Everyday	610 40.33%	37 42.68%	571 40.21%	610 100.00%def	- -	- -	- -	- -	66 19.42%	221 40.89%h	210 50.27%hi	111 52.71%hi	39 43.54%	254 41.24%	212 38.59%	24 41.25%	142 39.05%	59 34.47%	384 41.88%	53 33.12%	466 40.49%u	39 29.98%	45 37.72%	14 46.33%	25 61.07%stuv
A few times a week	670 44.33%	43 49.71%	624 43.92%	- -	670 100.00%cef	- -	- -	- -	155 45.79%k	275 50.92%jk	167 39.93%	72 34.56%	41 46.22%	267 43.42%	246 44.71%	29 48.88%	164 45.21%	86 50.14%	391 42.60%	78 48.98%x	511 44.39%x	64 49.40%x	55 46.32%x	14 47.21%	11 26.03%
Weekly	119 7.87%	6 6.50%	113 7.98%	- -	- -	119 100.00%cdf	- -	- -	61 18.00%ijk	28 5.15%	16 3.88%	14 6.62%	4 4.31%	50 8.17%	49 8.91%	4 6.31%	37 10.17%	16 9.27%	62 6.79%	16 9.88%	90 7.82%	16 12.22%	7 5.68%	- -	4 8.68%
Less often than weekly	113 7.47%	1 1.11%	112 7.89%a	- -	- -	- -	113 100.00%cde	- -	57 16.79%ijk	16 3.05%	25 5.91%l	13 6.11%	5 5.93%	44 7.17%	43 7.79%	2 3.56%	20 5.57%	11 6.12%	80 8.73%	13 8.02%	84 7.29%	11 8.39%	12 10.28%	2 6.46%	2 4.21%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 16

S6. How often, if at all, do you choose to use alternative travel (e.g. using public transport, walking, cycling etc.) rather than driving your vehicle?
Base: All who can drive and have access to a vehicle

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-em Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-em (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1532	783	747	70	237	267	300	260	398	1263	1400	132	83	54	65	180	116	143	140	141	138	219	121	361	478	424	426	472	344	290	437	549	313	176	3	52
Weighted base	1512	785	725	93*	239	252	285	257	387	1253	1384	128	78*	52*	58*	167	116	132	128	145	155	211	141	341	507	405	429	440	339	304	432	534	304	178	3**	59*
Often	339 22.43%	177 22.58%	161 22.19%	27 29.22%	56 23.27%	57 22.67%	72 25.26%	54 20.96%	74 19.01%	291 23.21%	316 22.85%	23 17.87%	15 19.12%	10 19.73%	11 19.14%	40 23.70%	26 22.07%	21 16.27%	22 17.36%	27 18.49%	69 44.25%klmnopqr suv	49 23.41%	26 18.49%	76 22.37%	144 28.42%y	71 17.41%	119 27.68%CD	97 21.99%	68 19.93%	56 18.45%	83 19.11%	108 20.30%	73 24.13%	59 33.36%EFG	2 65.53%	13 22.50%
Sometimes	539 35.68%	277 35.31%	261 36.04%	38 40.91%f	99 41.44%f	93 36.89%f	69 24.39%	85 33.29%f	155 39.99%f	449 35.83%	489 35.37%q	50 39.01%q	20 25.15%	21 39.55%	23 39.76%q	64 38.43%q	41 35.11%	33 25.26%	48 37.97%q	46 31.79%	63 40.75%q	77 36.33%q	53 37.73%q	128 37.53%	193 38.07%	128 31.61%	158 36.77%	159 36.25%	125 36.77%	98 32.10%	155 35.83%	206 38.56%G	96 31.48%	62 35.04%	1 34.47%	19 31.96%
Rarely	418 27.66%	217 27.71%	201 27.69%	16 17.09%	54 22.81%	76 29.98%cd	92 32.36%cd	72 28.21%	108 27.86%	341 27.20%	384 27.75%	34 26.70%t	30 38.29%lopt	13 25.23%t	17 29.10%t	41 24.32%t	26 22.69%t	56 42.56%klmoprtuv	38 29.65%t	46 31.63%t	17 11.17%	61 28.84%t	39 27.55%t	84 24.58%	117 23.08%	140 34.57%wx	100 23.38%	133 30.17%A	106 31.23%A	79 26.09%	125 28.86%	142 26.68%	90 29.48%	46 25.86%	- -	16 26.43%
Never	210 13.88%	111 14.18%	99 13.58%	11 11.59%	28 11.77%	25 9.78%	50 17.71%e	45 17.55%e	51 13.13%	168 13.39%	189 13.64%	21 16.42%t	13 16.52%t	8 15.49%t	7 12.00%t	23 13.55%t	23 20.13%tu	19 14.64%t	19 15.01%t	25 17.33%t	5 3.17%	23 11.04%t	23 16.23%t	53 15.53%x	51 10.08%	64 15.72%x	51 11.94%	48 10.93%	40 11.86%	70 23.13%ABC	69 16.01%H	75 13.96%H	45 14.67%H	10 5.74%	- -	11 19.11%H
Don't know	5 0.35%	2 0.23%	4 0.49%	1 1.20%	2 0.71%	2 0.68%	1 0.28%	- -	- -	5 0.37%	5 0.38%	- -	1 0.92%	- -	- -	- -	- -	2 1.27%	- -	1 0.76%	1 0.66%	1 0.38%	- -	- -	2 0.36%	3 0.69%	1 0.23%	3 0.66%	1 0.21%	1 0.23%	1 0.18%	3 0.51%	1 0.23%	- -	- -	- -
NET: Choose alternative travel	1297 85.77%	672 85.59%	623 85.93%	81 87.21%	209 87.52%g	226 89.54%fg	234 82.01%	212 82.45%	336 86.87%	1081 86.25%	1189 85.97%	107 83.58%	65 82.56%	44 84.51%	51 88.00%	144 86.45%	93 79.87%	111 84.09%	108 84.99%	119 81.91%	149 96.17%klmnopqr suv	187 88.58%p	118 83.77%	288 84.47%	454 89.57%wy	338 83.59%	376 87.83%D	389 88.41%D	298 87.93%D	233 76.64%	362 83.80%	457 85.53%	259 85.09%	167 94.26%EFGJ	3 100.00%	48 80.89%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 17

S6. How often, if at all, do you choose to use alternative travel (e.g. using public transport, walking, cycling etc.) rather than driving your vehicle?
Base: All who can drive and have access to a vehicle

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k £14k (B)	>£14k £21k (C)	>£21k £28k (D)	>£28k £34k (E)	>£34k £41k (F)	>£41k £48k (G)	>£48k £55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1532	766	250	75	29	79	288	45	1176	619	557	338	70	92	176	18	254	478	644	1181	351	349	1170	24	95	135	181	160	137	139	131	374	7	3	700	594	211	9	1138	377	1242	254
Weighted base	1512	781	179	88*	33**	84*	295	50*	1172	672	500	325	134*	65*	126	15**	254	472	629	1170	342	350	1148	26**	98*	130	185	156	131	135	127	366	8**	3**	697	577	209	10**	1129	366	1232	246
Often	339 22.43%	178 22.83%	47 26.25%f	17 18.95%	11 32.07%	16 19.05%	52 17.73%	18 35.43%f	265 22.57%	151 22.46%	114 22.71%	71 21.80%	24 17.69%	12 17.75%	36 28.25%	4 25.17%	54 21.08%	111 23.47%	148 23.47%	293 25.05%v	46 13.46%	62 17.79%	275 23.99%w	7 28.46%	16 16.49%	30 23.06%	50 26.90%	34 21.67%	27 20.78%	32 23.51%	27 20.88%	89 24.35%	2 22.89%	- -	118 16.90%	147 25.53%L	67 31.83%L	5 46.64%	293 25.96%Q RS	43 11.84%	292 23.73%Q	44 17.93%Q
Sometimes	539 35.68%	282 36.03%c	65 35.98%c	19 21.38%	12 35.90%	30 35.80%	119 40.43%c	13 25.92%	431 36.73%	239 35.55%	192 38.33%	104 31.92%	40 30.19%	19 29.27%	44 35.13%	5 34.68%	73 28.56%	174 36.92%f	234 37.15%f	441 37.70%v	98 28.77%	98 28.06%	436 37.99%w	5 18.83%	30 30.46%	38 29.07%	60 32.26%	59 37.91%	56 42.30%C	50 37.11%	50 38.88%	134 36.57%	3 37.35%	1 25.40%	248 35.67%	206 35.63%	75 35.73%	4 43.93%	418 36.99%	120 32.77%	455 36.96%	78 31.85%
Rarely	418 27.66%	221 28.26%	43 24.17%	25 27.80%	7 20.03%	21 25.04%	91 30.74%	11 22.03%	322 27.50%	190 28.34%	132 26.37%	92 28.18%	41 30.42%	21 32.20%	30 23.72%	4 29.37%	72 28.41%	128 27.13%	169 26.84%	292 24.97%	126 36.91%u	98 28.10%	315 27.49%	5 19.03%	26 26.47%	41 31.73%	51 27.78%	39 25.02%	38 28.72%	36 26.37%	31 24.64%	102 27.78%	1 8.49%	2 74.60%	209 29.98%	153 26.43%	49 23.68%	1 9.43%	287 25.44%	122 33.28%P R	322 26.12%	80 32.30%P
Never	210 13.88%	97 12.39%	23 12.75%	28 31.87%a bf	4 12.00%	17 20.11%f	33 11.09%	8 16.62%	151 12.90%	91 13.52%	60 12.05%	58 17.89%h	29 21.70%j	14 20.79%j	16 12.35%	* 3.14%	54 21.36%a t	58 12.26%	79 12.54%	140 12.00%	69 20.31%u	89 25.33%x	119 10.39%	9 33.68%	25 25.05%D FGI	21 16.14%F	24 13.06%	24 15.40%F	10 7.43%	18 13.02%	20 15.59%F	41 11.30%	3 31.27%	- -	119 17.08%M N	71 12.23%	18 8.41%	- -	129 11.46%	79 21.62%P R	162 13.13%P	43 17.52%P
Don't know	5 0.35%	4 0.49%	2 0.84%	- -	- -	- -	- -	- -	4 0.30%	1 0.12%	3 0.54%	1 0.22%	- -	- -	1 0.56%	1 7.63%	1 0.59%	1 0.22%	- -	3 0.29%	2 0.56%	3 0.72%	2 0.15%	- -	1 1.53%I	- -	- -	- -	1 0.77%	- -	- -	- -	- -	- -	3 0.37%	1 0.18%	1 0.34%	- -	2 0.15%R	2 0.48%	1 0.06%	1 0.40%
NET: Choose alternative travel	1297 85.77%	681 87.12%c	155 86.41%c	60 68.13%	29 88.00%	67 79.89%	263 88.91%c e	42 83.38%	1017 86.80%k	580 86.36%	437 87.40%l m	266 81.89%	105 78.30%	52 79.21%	110 87.09%	13 89.23%	198 78.05%	413 87.52%r	550 87.46%r	1026 87.71%v	270 79.13%	259 73.95%	1027 89.46%w	17 66.32%	72 73.42%	109 83.86%	161 86.94%LB	132 84.60%LB	121 91.80%LB	117 86.98%LB	108 84.41%	325 88.70%LB	6 68.73%	3 100.00%	575 82.55%	506 87.60%L L	191 91.25%	10 100.00%	998 88.38%Q RS	285 77.89%	1069 86.81%Q	202 82.09%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 18

S6. How often, if at all, do you choose to use alternative travel (e.g. using public transport, walking, cycling etc.) rather than driving your vehicle?
Base: All who can drive and have access to a vehicle

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1532	83	1445	630	680	118	104	-	345	546	425	210	85	633	559	58	359	176	939	153	1184	127	117	26	41
Weighted base	1512	86*	1421	610	670	119	113*	.**	339	539	418	210	89*	616	549	59*	363	172	917	160	1151	129	119	31**	41*
Often	339 22.43%	26 30.80%	312 21.94%	66 10.80%	155 23.16%c	61 51.32%cd	57 50.38%cd	- -	339 100.00%ijk	- -	- -	- -	32 36.50%mn	156 25.42%n	97 17.65%	13 21.65%	100 27.39%r	39 22.82%	188 20.44%	46 28.94%v	264 22.92%v	42 32.32%tv	13 10.56%	5 14.70%	8 20.05%
Sometimes	539 35.68%	32 36.85%	508 35.74%	221 36.18%ef	275 40.98%ef	28 23.34%	16 14.54%	- -	- -	539 100.00%hjk	- -	- -	36 40.74%	239 38.81%n	167 30.39%	29 49.22%r	138 38.04%	70 40.56%	302 32.96%	54 33.80%	415 36.07%	40 31.27%	38 31.92%	14 44.48%	15 37.52%
Rarely	418 27.66%	15 17.78%	400 28.18%a	210 34.48%def	167 24.92%e	16 13.66%	25 21.89%	- -	- -	- -	418 100.00%hik	- -	15 16.63%	161 26.23%	174 31.74%lm	15 25.59%	87 23.95%	44 25.30%	273 29.71%p	36 22.55%	324 28.16%	31 23.73%	38 31.98%	5 17.55%	12 28.32%
Never	210 13.88%	13 14.57%	196 13.76%	111 18.14%cd	72 10.82%	14 11.68%	13 11.35%	- -	- -	- -	- -	210 100.00%hij	5 6.13%	59 9.55%	109 19.83%lm	2 3.54%	39 10.63%	19 10.91%	150 16.38%op	23 14.71%	145 12.57%	16 12.67%	29 24.61%tu	7 23.27%	6 14.11%
Don't know	5 0.35%	- -	5 0.37%	2 0.40%	1 0.12%	- -	2 1.84%d	- -	- -	- -	- -	- -	- -	- -	2 0.39%	- -	- -	1 0.41%	5 0.50%	- -	3 0.28%	- -	1 0.93%	- -	- -
NET: Choose alternative travel	1297 85.77%	73 85.43%	1220 85.86%	497 81.46%	597 89.06%c	105 88.32%	98 86.81%	- -	339 100.00%k	539 100.00%k	418 100.00%k	- -	84 93.87%n	557 90.45%n	438 79.78%	57 96.46%r	325 89.37%r	153 88.68%	762 83.11%	136 85.29%v	1003 87.15%v	113 87.33%v	89 74.46%	23 76.73%	35 85.89%

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 19

S7. You previously said that you use alternative travel rather than driving your vehicle.
Which, if any, of the following is stopping you from doing this more often than you currently are?/ Which, if any, of the following is stopping you from doing this?
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1526	781	743	69	235	265	299	260	398	1258	1394	132	82	54	65	180	116	141	140	140	137	218	121	361	476	421	425	469	343	289	436	546	312	176	3	52
Weighted base	1506	783	722	92*	237	251	284	257	387	1248	1378	128	77*	52*	58*	167	116	130	128	144	154	210	141	341	505	402	428	437	338	303	431	531	303	178	3**	59*
A lack of alternative transport options	576 38.21%	292 37.31%	282 39.01%	20 21.83%	83 35.08%c	96 38.38%c	112 39.54%c	102 39.61%c	162 41.97%c	461 36.95%	526 38.17%	49 38.59%t	34 44.05%qt	31 58.45%lknopqtu	21 36.18%t	58 35.01%t	38 33.04%t	39 29.80%t	61 47.94%opqt	65 45.28%qt	29 18.73%	86 40.75%qt	64 45.22%qt	118 34.54%	178 35.28%	165 41.10%	175 41.02%	172 39.27%	120 35.56%	108 35.65%	204 47.24%FGH	189 35.50%	104 34.17%	53 29.92%	1 34.47%	25 41.65%
A disability or health condition means I find it easier/have to drive	228 15.13%	91 11.63%	137 18.96%a	10 10.39%	18 7.80%	14 5.50%	44 15.57%de	47 18.36%de	95 24.49%cdef	177 14.18%	197 14.28%	31 24.18%ijopst	14 17.74%t	6 11.62%	8 13.24%	18 10.86%	16 13.49%	23 17.50%t	21 16.35%t	19 13.38%	12 8.07%	39 18.58%t	21 14.96%	42 12.16%	73 14.37%	63 15.66%	49 11.50%	48 11.06%	36 10.54%	95 31.20%ABC	55 12.66%	72 13.64%	58 19.08%EF	23 12.75%	- -	20 34.34%EFGH
It would take too much time / be too inconvenient	828 54.96%	425 54.30%	401 55.56%	48 52.24%	138 58.25%h	164 65.30%fgh	153 53.71%	144 56.00%h	182 47.13%	696 55.79%k	770 55.85%k	58 45.38%	40 51.92%	33 63.28%k	30 50.77%	96 57.34%k	65 55.64%	67 51.50%	67 52.69%	80 55.63%	90 58.68%k	124 58.97%k	78 55.15%	190 55.64%	292 57.82%	215 53.36%	253 59.27%CD	258 59.15%CD	168 49.50%	149 48.95%	242 56.11%	298 56.16%	154 50.80%	99 55.54%	2 55.68%	33 54.81%
I would feel less safe using alternative transport	193 12.83%	77 9.83%	116 16.13%a	26 28.52%defgh	32 13.65%	36 14.36%h	38 13.54%	26 9.93%	35 9.05%	167 13.40%	179 12.97%	15 11.38%	8 10.54%	3 6.42%	6 10.67%	13 7.77%	9 8.12%	30 22.98%klmnopsuv	17 13.27%	17 11.73%	33 21.22%klmopsu	26 12.29%	16 11.60%	29 8.38%	75 14.82%w	64 15.87%w	55 12.95%	59 13.46%	31 9.30%	48 15.71%C	55 12.68%	65 12.15%	35 11.57%	28 15.80%	- -	11 18.59%
The alternative transport would be more expensive	429 28.49%	222 28.34%	206 28.59%	38 41.69%gh	88 37.27%gh	104 41.45%fgh	85 29.78%h	68 26.41%h	46 12.02%	368 29.52%k	406 29.43%k	24 18.39%t	26 33.55%kt	11 21.21%	14 23.52%	49 29.35%kt	30 25.44%	42 32.03%kt	46 36.43%kt	51 35.34%kt	29 19.08%	64 30.42%kt	44 31.06%kt	92 27.02%	137 27.14%	139 34.61%wx	132 30.76%	136 31.19%C	83 24.54%	78 25.80%	117 27.14%	161 30.35%	90 29.67%	46 25.95%	1 21.21%	14 23.97%
I see no need to reduce my vehicle use further	322 21.36%	201 25.68%ab	121 16.74%	15 16.62%	39 16.30%	42 16.78%	66 23.14%	55 21.33%	105 27.27%de	267 21.37%	296 21.45%	26 20.44%	21 27.17%	8 14.97%	11 19.22%	42 25.07%	28 23.92%	32 24.63%	27 21.00%	30 20.98%	34 22.19%	38 17.85%	25 17.80%	81 23.68%	97 19.16%	89 22.17%	80 18.82%	90 20.51%	83 24.55%	69 22.61%	89 20.76%	112 21.07%	69 22.84%	40 22.65%	- -	11 18.43%
Other, please specify	78 5.21%	56 7.19%b	22 3.07%	4 4.71%	3 1.21%	9 3.63%	20 6.87%d	15 6.03%d	27 7.03%d	63 5.07%	72 5.21%	7 5.15%	7 9.67%ru	1 1.98%	5 8.17%	7 4.41%	11 9.31%ru	9 6.97%	3 2.24%	7 4.87%	9 5.83%	7 3.20%	6 4.03%	23 6.72%	21 4.24%	19 4.72%	18 4.12%	22 5.09%	21 6.35%	17 5.63%	28 6.45%	21 3.88%	18 5.95%	9 4.92%	- -	3 5.40%
Don't know	54 3.55%	33 4.18%	21 2.88%	4 4.58%	17 7.29%fg h	12 4.86%g	7 2.49%	4 1.58%	9 2.26%	46 3.71%	49 3.58%	4 3.22%	2 3.14%	1 1.29%	2 2.75%	2 0.99%	1 1.00%	4 2.93%	4 2.88%	3 2.25%	13 8.56%op s	8 3.98%	10 6.81%op	4 1.29%	31 6.17%wy	11 2.67%	16 3.70%	13 2.96%	12 3.69%	12 4.05%	3 0.63%	23 4.37%E	13 4.17%E	12 6.84%E	1 44.32%	1 2.16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 20

S7. You previously said that you use alternative travel rather than driving your vehicle.
Which, if any, of the following is stopping you from doing this more often than you currently are?/ Which, if any, of the following is stopping you from doing this?
Base: All respondents

		Working Status								Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1526	762	248	75	29	79	288	45	1172	618	554	337	70	92	175	17	252	477	644	1177	349	346	1168	24	93	135	181	160	136	139	131	374	7	3	697	593	210	9	1136	375	1241	253
Weighted base	1506	778	178	88*	33**	84*	295	50*	1169	671	498	324	134*	65*	125	13**	252	471	629	1167	340	348	1146	26**	96*	130	185	156	130	135	127	366	8**	3**	694	576	208	10**	1127	364	1231	245
A lack of alternative transport options	576 38.21%	298 38.27%	57 31.93%	30 34.21%	9 28.31%	32 38.05%	134 45.28%a b	16 31.64%	470 40.21%k m	277 41.32%l m	193 38.70%	101 31.02%	36 27.16%	19 28.87%	45 36.25%	5 37.77%	101 39.98%	173 36.84%	241 38.40%	364 31.21%	211 62.21%u	129 37.01%	442 38.57%	8 30.49%	31 32.32%	62 47.55%LB EG	67 36.15%	55 35.04%	52 39.97%	45 33.37%	50 38.89%	147 40.08%	1 8.49%	1 25.40%	218 31.44%	255 44.23%L	94 45.03%L	5 44.83%	443 39.29%	129 35.34%	483 39.21%	87 35.56%
A disability or health condition means I find it easier/have to drive	228 15.13%	37 4.81%	21 11.53%a befg	50 56.59%a befg	14 40.91%	30 35.67%a bf	63 21.21%a b	14 27.59%a b	151 12.89%	121 18.07%j	29 5.92%	77 23.78%h jn	45 33.93%j jn	16 24.14%j n	16 12.79%j	- -	78 31.03%a t	78 16.58%l	48 7.63%	164 14.02%	64 18.94%u	192 55.27%x	31 2.71%	9 36.19%	33 34.33%E FGHI	36 27.55%E FGHI	43 23.30%F GHI	22 14.41%l	13 9.65%l	18 13.29%l	14 11.36%l	16 4.25%	2 24.32%	- -	134 19.36%M N	63 10.95%	26 12.37%	- -	176 15.61%	48 13.12%	191 15.54%	31 12.81%
It would take too much time / be too inconvenient	828 54.96%	455 58.48%c ef	110 62.02%c efg	39 44.03%	20 59.31%	32 38.43%	150 50.63%	22 44.84%	658 56.31%	335 49.93%	323 64.92%i l	162 49.81%	52 38.67%	39 59.54%l	71 56.61%l	8 62.08%	128 50.68%	255 54.06%	367 58.40%r	653 55.99%	175 51.44%	132 38.13%	687 59.95%w	8 31.65%	42 43.66%	78 59.68%LB	92 50.03%	87 56.01%	75 57.44%	71 52.29%	74 57.97%LB	223 60.81%BD	1 8.58%	1 47.00%	354 50.99%	337 58.53%L	123 59.29%L	7 72.08%	614 54.43%	209 57.37%	679 55.19%	136 55.62%
I would feel less safe using alternative transport	193 12.83%	92 11.79%	30 16.74%f	25 28.90%a befg	9 27.68%	10 11.60%	22 7.56%	5 10.07%	129 11.02%	76 11.34%	53 10.60%	63 19.32%h jn	35 25.90%l jn	13 19.52%l j	15 12.21%	2 13.85%	37 14.80%	58 12.35%	74 11.82%	164 14.08%v	29 8.56%	68 19.44%x	123 10.75%	2 9.12%	14 14.09%	21 16.46%l	26 14.12%	19 12.44%	13 9.72%	20 14.96%	20 15.53%	34 9.38%	- -	1 27.61%	78 11.23%	85 14.74%	26 12.26%	3 30.44%	149 13.24%	43 11.74%	158 12.80%	34 13.96%
The alternative transport would be more expensive	429 28.49%	277 35.66%e fg	60 33.81%e fg	23 25.92%e f	8 23.08%	8 9.92%	44 14.95%	9 17.23%	325 27.85%	143 21.37%	182 36.58%i l	97 29.91%	30 22.12%	21 31.80%l l	47 37.21%l l	7 50.14%	60 23.78%	133 28.14%	198 31.44%r	339 29.06%	90 26.51%	87 25.08%	335 29.20%	5 17.44%	19 19.94%	36 27.88%	45 24.49%	53 33.79%LB	35 26.59%	35 26.02%	32 25.33%	130 35.56%LBD GH	1 6.95%	- -	177 25.54%	183 31.83%L	64 30.62%	3 29.62%	325 28.87%	100 27.39%	363 29.49%	58 23.80%
I see no need to reduce my vehicle use further	322 21.36%	146 18.74%	37 21.06%	17 18.81%	6 19.40%	24 28.73%a	75 25.54%a	16 32.01%a	244 20.87%	153 22.83%	91 18.22%	74 22.81%	31 23.37%	14 20.82%	29 23.25%	4 29.32%	60 23.64%	108 22.97%	127 20.13%	264 22.60%v	58 17.13%	64 18.29%	257 22.45%	7 25.71%	28 28.98%l	25 19.28%	35 19.19%	43 27.38%l	30 23.08%	28 20.59%	32 24.93%	67 18.28%	1 6.95%	- -	177 25.53%M N	116 20.15%N	26 12.39%	1 9.42%	180 15.96%	135 37.03%P R	213 17.27%P	100 40.99%PR
Other, please specify	78 5.21%	34 4.37%	10 5.72%	4 4.92%	3 9.31%	4 5.14%	20 6.66%	3 5.70%	61 5.25%	47 7.00%j	14 2.91%	16 4.99%	6 4.16%	5 7.73%j	6 4.44%	1 6.28%	9 3.72%	31 6.49%	30 4.74%	63 5.43%	15 4.42%	14 4.13%	64 5.59%	- -	4 4.28%	5 4.04%	9 4.83%	16 10.14%HI	6 4.48%	11 8.33%H	3 2.11%	16 4.33%	2 20.48%	- -	37 5.30%	26 4.54%	14 6.59%	- -	59 5.26%	19 5.24%S	71 5.79%	6 2.65%
Don't know	54 3.55%	33 4.19%	7 4.06%	2 2.45%	- -	2 2.59%	7 2.23%	3 5.62%	36 3.06%	18 2.62%	18 3.64%	17 5.10%	11 7.99%l	1 2.24%	4 3.53%	1 9.24%	7 2.72%	11 2.43%	23 3.59%	52 4.44%v	2 0.50%	8 2.31%	44 3.86%	1 4.78%	2 1.70%	4 3.06%	5 2.59%	3 2.22%	3 2.44%	3 1.90%	3 2.04%	17 4.75%	3 31.18%	- -	29 4.17%	12 2.14%	10 4.59%	- -	38 3.37%R	14 3.73%	32 2.57%	17 6.78%PQR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 21

S7. You previously said that you use alternative travel rather than driving your vehicle.
Which, if any, of the following is stopping you from doing this more often than you currently are?/ Which, if any, of the following is stopping you from doing this?
Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1526	83	1439	627	679	118	102	-	345	546	425	210	85	633	557	58	359	175	934	153	1180	127	116	26	41
Weighted base	1506	86*	1415	607	669	119	111*	.**	339	539	418	210	89*	616	547	59*	363	172	913	160	1148	129	118	31**	41*
A lack of alternative transport options	576 38.21%	28 32.28%	548 38.71%	233 38.45%f	269 40.22%f	44 37.22%	29 25.77%	-	95 28.12%	202 37.42%h	196 46.86%hi	82 39.28%h	25 28.58%	247 40.18%	223 40.68%i	29 48.52%	134 36.87%	62 35.92%	351 38.51%	58 36.31%	415 36.16%	48 37.38%	79 67.16%abdx	10 31.81%	16 40.12%
A disability or health condition means I find it easier/have to drive	228 15.13%	10 11.34%	216 15.29%	61 10.02%	105 15.62%c	24 20.56%c	38 34.21%cde	-	30 8.96%	55 10.21%	72 17.27%hi	70 33.45%hij	7 7.88%	77 12.44%	97 17.79%lm	8 13.95%	59 16.29%	24 14.21%	136 14.91%	24 14.92%	167 14.58%	17 13.33%	23 19.49%	7 21.59%	8 19.85%
It would take too much time / be too inconvenient	828 54.96%	40 46.04%	787 55.63%	369 60.80%df	358 53.44%f	62 52.42%f	39 34.93%	-	164 48.49%	315 58.42%h	243 58.02%h	106 50.45%	51 57.05%	366 59.46%n	291 53.22%	36 61.53%	178 48.94%	91 53.14%	523 57.28%p	77 47.98%	668 58.18%av	64 49.49%	48 40.77%	13 41.63%	22 53.77%
I would feel less safe using alternative transport	193 12.83%	15 18.02%	175 12.37%	75 12.29%	92 13.73%	10 8.16%	17 15.38%	-	23 6.65%	69 12.75%h	57 13.67%h	45 21.39%hij	11 12.11%	73 11.78%	71 13.02%	6 10.73%	52 14.44%	22 12.75%	113 12.35%	28 17.31%v	150 13.08%v	23 17.83%v	5 4.19%	5 15.13%	6 14.82%v
The alternative transport would be more expensive	429 28.49%	25 28.75%	403 28.50%	201 33.04%def	177 26.45%	27 23.09%	24 21.69%	-	81 23.95%	152 28.25%	134 31.95%h	62 29.52%	23 25.31%	202 32.77%n	138 25.15%	26 43.71%pqr	85 23.49%	48 28.21%	270 29.55%p	47 29.12%	334 29.10%	40 30.92%	27 22.63%	7 21.55%	14 34.12%
I see no need to reduce my vehicle use further	322 21.36%	19 22.17%	301 21.25%	117 19.25%	138 20.68%	41 34.06%cd	26 23.41%	-	84 24.87%i	88 16.28%	96 23.01%i	53 25.47%i	8 9.25%	99 16.04%	164 29.95%lm	11 19.24%	78 21.39%	29 16.90%	204 22.33%	30 18.51%	264 22.99%v	23 18.13%	15 13.05%	6 20.10%	4 9.56%
Other, please specify	78 5.21%	6 6.60%	71 5.04%	29 4.73%	31 4.70%	10 8.82%	8 6.95%	-	17 5.09%	27 5.08%	21 5.13%	12 5.85%	6 7.17%	29 4.65%	26 4.82%	4 7.64%	22 6.04%	8 4.57%	44 4.84%	5 3.03%	58 5.01%	5 3.75%	9 7.86%	- -	2 5.80%
Don't know	54 3.55%	5 5.64%	49 3.44%	18 2.99%	25 3.72%	2 1.55%	9 7.76%ce	-	20 6.04%jk	20 3.64%	10 2.42%	3 1.58%	6 6.37%	17 2.82%	14 2.60%	- -	11 3.11%	4 2.15%	39 4.22%	5 3.10%	36 3.18%	3 2.35%	4 3.11%	2 6.26%	1 3.01%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 22

S8. Which ONE of the following statements best describes your current attitude towards owning or buying an electric vehicle?
Base: All non-EV owners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1445	724	719	59	214	254	286	250	382	1190	1319	126	79	50	64	169	112	130	135	134	118	210	118	345	446	399	383	454	325	283	396	523	305	168	2	49
Weighted base	1421	722	696	76*	216	241	270	246	371	1175	1299	122	75*	49*	57*	156	112	119	123	138	131	202	137	325	470	380	385	421	319	296	389	507	295	169	2**	56*
I intend to buy an electric vehicle as my next vehicle	89 6.26%	55 7.59%b	33 4.77%	12 15.43%fgh	27 12.37%fgh	23 9.46%gh	13 4.98%h	8 3.15%	6 1.73%	78 6.62%	84 6.44%	5 4.43%	3 4.22%	3 5.48%	5 8.16%	10 6.32%	13 11.63%rs	10 8.54%s	5 4.06%	3 2.45%	12 8.92%s	11 5.49%	9 6.52%	28 8.47%	32 6.74%	19 4.88%	44 11.47%BC D	24 5.66%D	16 5.00%D	5 1.72%	29 7.38%	33 6.59%	16 5.47%	9 5.35%	- -	2 2.89%
I would consider buying an electric vehicle in the future	616 43.33%	326 45.20%	288 41.37%	41 54.10%h	113 52.15%gh	129 53.73%fgh	119 44.03%h	98 39.72%h	115 31.07%	510 43.43%	570 43.90%	45 37.22%	30 40.57%	29 60.40%ijkpqsv	24 42.55%	77 49.58%kqs	43 38.62%	42 35.61%	56 45.48%	46 33.49%	67 50.96%kqs	97 47.94%qs	57 41.83%	145 44.57%	221 47.00%y	144 38.03%	200 52.08%B CD	183 43.48%	123 38.68%	109 36.74%	174 44.63%J	213 41.95%J	138 46.89%J	76 45.27%J	2 100.00%	11 19.98%
I wouldn't consider buying an electric vehicle	549 38.66%	274 37.94%	275 39.52%	15 19.07%	53 24.31%	64 26.78%	101 37.52%cdo	112 45.42%cde	204 55.16%cdefg	453 38.59%m	499 38.41%	50 41.32%mt	34 45.41%mt	11 23.43%	22 38.99%	54 34.81%	45 39.95%	49 41.42%mt	55 44.61%mt	68 49.08%motu	39 29.89%	70 34.78%	51 37.13%	121 37.31%	160 34.11%	172 45.23%wx	112 29.17%	163 38.59%A	135 42.51%A	139 46.97%AB	149 38.39%	195 38.41%	106 35.82%	60 35.49%	- -	38 68.21%EFGH
Don't know	160 11.29%	62 8.55%	99 14.16%a	7 9.46%	23 10.72%	23 9.50%	35 12.81%	29 11.71%	44 11.77%	127 10.81%	140 10.75%	21 17.03%klmor	7 9.80%	5 10.69%	6 10.28%	13 8.16%	11 9.81%	14 11.72%	7 5.84%	21 14.97%r	12 9.09%	24 11.79%	20 14.52%r	30 9.10%	56 11.84%	42 11.00%	26 6.64%	52 12.28%A	43 13.41%A	40 13.63%A	36 9.34%	64 12.61%	33 11.21%	22 13.01%	- -	5 8.92%
Not applicable - I have not heard of electric vehicles	6 0.46%	5 0.72%	1 0.18%	1 1.94%	1 0.45%	1 0.53%	2 0.66%	- -	1 0.27%	6 0.55%	6 0.50%	- -	- -	- -	- -	2 1.14%	- -	3 2.71%u	- -	- -	1 1.14%	- -	- -	2 0.55%	1 0.32%	3 0.85%	2 0.64%	- -	1 0.40%	3 0.93%	1 0.25%	2 0.44%	2 0.60%	1 0.88%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 23

S8. Which ONE of the following statements best describes your current attitude towards owning or buying an electric vehicle?
Base: All non-EV owners

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1445	712	241	70	28	78	274	42	1103	589	514	324	68	87	169	18	248	457	589	1101	344	332	1100	23	93	132	177	152	128	126	115	348	7	3	667	558	195	7	1063	365	1162	247
Weighted base	1421	724	173	82*	32**	82*	281	47*	1095	635	459	311	130*	61*	120	15**	246	449	573	1086	334	331	1075	24**	95*	127	180	147	123	123	111	340	8**	3**	663	538	193	7**	1050	354	1148	239
I intend to buy an electric vehicle as my next vehicle	89 6.26%	64 8.83%ef	12 7.17%ef	5 5.53%	3 7.94%	- -	5 1.76%	1 1.35%	68 6.24%	29 4.56%	39 8.56%im	19 6.16%	10 7.40%	1 1.08%	9 7.39%m	2 10.59%	10 4.00%	27 5.99%	48 8.40%r	73 6.69%	16 4.87%	10 3.17%	75 7.01%w	4 15.98%	4 4.74%	1 1.17%	12 6.88%C	5 3.39%	10 7.81%C	7 5.87%	6 5.22%	35 10.35%C E	2 20.48%	- -	22 3.31%	37 6.89%L	28 14.64%LM	- -	81 7.69%QS	8 2.13%	82 7.12%QS	7 2.74%
I would consider buying an electric vehicle in the future	616 43.33%	349 48.26%ef	84 48.59%ef	36 44.16%e	10 29.60%	15 18.47%	105 37.22%e	17 35.93%e	489 44.69%	246 38.65%	244 53.03%ij lmn	122 39.17%	44 34.10%	25 40.42%	53 44.01%	4 30.09%	74 29.97%	178 39.71%r	312 54.44%r s	488 44.94%v	127 38.09%	126 38.08%	482 44.86%w	4 15.21%	31 32.61%	39 30.80%	65 35.97%	56 38.37% C	57 46.80%IB CDE	63 50.83%B CDE	60 54.10%IB CDE	190 55.86%IB CDE	3 31.38%	1 27.61%	222 33.43% -	285 52.93%IL	100 52.17%IL	3 44.85%	516 49.16%Q RS	99 27.88%	541 47.16%Q S	71 29.64%
I wouldn't consider buying an electric vehicle	549 38.66%	230 31.83%	58 33.47%	27 33.48%	13 41.28%	52 62.75%a bc	143 51.04%a bc	25 54.30%a bc	417 38.09%	288 45.29%j n	129 28.14%	128 41.13%	59 45.24%j	26 41.95%j	44 36.27%j	4 28.93%	127 51.49%ls t	193 42.91%t	159 27.72%	395 36.32%	155 46.26%u	147 44.31%x	399 37.07%	12 51.13%	39 41.52%l	75 58.99%IB DFGHI	79 44.17%G I	70 47.62%G HI	43 35.44%l	38 30.93%	37 33.78%	84 24.59%	3 31.27%	2 72.39%	327 49.28%M N	172 31.97%N	38 19.80%	2 31.95%	327 31.18%	214 60.50%P R	398 34.66%P	136 56.83%PR
Don't know	160 11.29%	78 10.77%	19 10.78%	12 15.01%	5 15.69%	14 17.57%	28 9.98%	4 8.42%	116 10.55%	71 11.15%	45 9.73%	40 12.97%	15 11.90%	10 16.54%	15 12.32%	4 30.39%	32 12.91%	51 11.38%	53 9.17%	124 11.44%	36 10.77%	45 13.62%	115 10.72%	4 17.69%	17 17.92%CH I	11 8.27%	23 12.97%	16 10.63%	12 9.95%	15 12.37%	8 6.90%	30 8.76%	1 16.86%	- -	89 13.34%M	43 7.98%	26 13.38%M	2 23.20%	120 11.44%	33 9.21%	124 10.82%	23 9.76%
Not applicable - I have not heard of electric vehicles	6 0.46%	2 0.31%	- -	1 1.82%f	2 5.50%	1 1.20%	- -	- -	5 0.43%	2 0.35%	2 0.54%	2 0.57%	2 1.37%	- -	- -	- -	4 1.64%st	- -	1 0.26%	6 0.60%	- -	3 0.83%	4 0.35%	- -	3 3.21%DE I	1 0.78%	- -	- -	- -	- -	- -	1 0.44%	- -	- -	4 0.64%	1 0.24%	- -	- -	6 0.53%R	1 0.28%	3 0.24%	2 1.03%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 24

S8. Which ONE of the following statements best describes your current attitude towards owning or buying an electric vehicle?
Base: All non-EV owners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1445	-	1445	594	635	113	103	-	319	516	407	197	85	633	559	53	326	163	903	134	1125	115	112	19	39
Weighted base	1421	-**	1421	571	624	113*	112*	-**	312	508	400	196	89*	616	549	54*	326	160	881	136	1092	114*	115	23**	40*
I intend to buy an electric vehicle as my next vehicle	89 6.26%	- -	89 6.26%	39 6.78%	41 6.59%	4 3.38%	5 4.71%	- -	32 10.42%jk	36 7.14%jk	15 3.70%	5 2.79%	89 100.00%mn	- -	- -	5 9.26%	32 9.77%r	9 5.35%	44 4.95%	13 9.29%u	59 5.43%	8 7.21%	10 8.33%	4 19.78%	6 14.06%u
I would consider buying an electric vehicle in the future	616 43.33%	- -	616 43.33%	254 44.43%	267 42.83%	50 44.35%	44 39.41%	- -	156 50.19%jk	239 47.04%k	161 40.32%k	59 30.06%	- -	616 100.00%ln	- -	32 59.73%r	159 48.65%r	72 45.28%	352 40.00%	66 48.50%x	474 43.46%	57 50.15%x	50 43.39%	9 40.19%	11 28.46%
I wouldn't consider buying an electric vehicle	549 38.66%	- -	549 38.66%	212 37.11%	246 39.36%	49 43.19%	43 38.17%	- -	97 31.11%	167 32.87%	174 43.56%hi	109 55.71%hij	- -	- -	549 100.00%lm	9 17.47%	108 33.19%o	60 37.50%o	372 42.20%op	51 37.62%	427 39.14%	45 39.48%	46 40.45%	6 28.29%	15 38.88%
Don't know	160 11.29%	- -	160 11.29%	62 10.88%	70 11.22%	10 9.07%	18 15.96%	- -	26 8.28%	63 12.46%	47 11.66%	22 11.45%	- -	- -	- -	7 13.54%	26 8.08%	19 11.86%	108 12.23%	6 4.58%	130 11.88%u	4 3.16%	9 7.83%	3 11.74%	6 14.10%u
Not applicable - I have not heard of electric vehicles	6 0.46%	- -	6 0.46%	5 0.79%d	- -	- -	2 1.75%d	- -	- -	2 0.49%	3 0.76%	- -	- -	- -	- -	- -	1 0.30%	- -	6 0.63%	- -	1 0.09%	- -	- -	- -	2 4.50%stuv

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 25

S9. Which, if any, of the following do you think would stop you from buying an electric vehicle?
Base: All non-EV owners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1445	724	719	59	214	254	286	250	382	1190	1319	126	79	50	64	169	112	130	135	134	118	210	118	345	446	399	383	454	325	283	396	523	305	168	2	49
Weighted base	1421	722	696	76*	216	241	270	246	371	1175	1299	122	75*	49*	57*	156	112	119	123	138	131	202	137	325	470	380	385	421	319	296	389	507	295	169	2**	56*
Not applicable - there are nothing stopping me from buying an electric vehicle	63 4.40%	39 5.42%	23 3.36%	5 6.21%	15 7.13%f	12 4.82%	7 2.42%	8 3.27%	16 4.37%	53 4.48%	59 4.52%	4 3.14%s	5 6.72%s	1 2.06%	2 3.33%s	10 6.42%s	4 3.58%s	10 8.15%s	4 3.10%s	- -	6 4.74%s	9 4.69%s	8 5.50%s	16 4.90%	23 4.94%	14 3.56%	18 4.60%	16 3.75%	16 5.00%	13 4.43%	16 4.10%	27 5.24%	9 2.96%	9 5.44%	- -	2 3.68%
How expensive it is to buy/ lease	901 63.42%	462 63.98%	437 62.74%	43 56.02%	113 52.31%	146 60.46%	193 71.48%c de	161 65.33%d	245 66.21%d	746 63.51%	830 63.90%	71 58.28%	46 62.02%	37 76.27%k fu	39 68.16%	96 61.69%	69 61.80%	77 65.01%	90 73.37%k otu	94 68.47%	73 55.88%	119 58.57%	88 64.49%	204 62.87%	280 59.55%	262 68.96%x	242 62.89%	261 61.91%	197 61.85%	201 67.95%	253 64.91%	313 61.70%	202 68.50%	100 59.33%	1 32.37%	31 56.14%
Running costs (e.g. charging, insurance etc.)	496 34.89%	241 33.42%	254 36.51%	29 37.29%	72 33.17%	85 35.46%	94 34.69%	89 36.20%	127 34.30%	420 35.77%	460 35.45%	35 28.93%	20 26.97%	20 40.85%	25 43.07%	50 32.12%	36 32.40%	50 41.61%k l	53 42.82%k lv	49 35.66%	53 40.59%	65 32.08%	40 29.16%	111 34.15%	158 33.59%	151 39.84%	117 30.40%	150 35.49%	113 35.39%	116 39.33%A	130 33.29%	185 36.51%	102 34.62%	56 33.44%	- -	21 37.66%
Limited choice of first-hand models	104 7.32%	62 8.64%	42 5.98%	6 7.52%	12 5.63%	14 5.67%	25 9.21%	18 7.24%	30 8.03%	90 7.63%	100 7.72%	4 3.15%	8 11.32%kv	2 4.33%	7 12.05%kv	11 7.01%	11 10.04%k	13 10.79%kv	12 9.91%kv	11 7.74%	10 7.76%	10 4.95%	5 3.41%	29 8.94%	25 5.28%	36 9.40%x	31 8.15%	27 6.53%	25 7.83%	20 6.84%	32 8.15%	42 8.26%	14 4.77%	13 7.57%	- -	4 6.36%
Limited availability of second-hand models	355 24.97%	168 23.28%	186 26.65%	16 20.81%	51 23.78%	49 20.46%	80 29.41%e	72 29.25%e	87 23.38%	310 26.35%k	340 26.21%k	14 11.82%	17 22.66%	14 28.18%k	16 28.14%k	31 19.84%	39 34.55%k ou	30 25.05%k	35 28.56%k o	45 32.51%k	31 24.02%k	46 22.93%k	36 26.58%k	86 26.35%	114 24.30%	110 28.89%	94 24.39%	104 24.59%	75 23.44%	83 27.92%	90 23.02%	134 26.38%	81 27.42%	32 18.90%	1 32.37%	17 30.31%
Availability of public charge points for the vehicle	729 51.34%	366 50.72%	363 52.12%	19 25.09%	102 47.21%c	103 42.83%c	138 50.92%c	145 59.01%c de	222 59.90%c def	608 51.71%	671 51.70%	58 47.49%	37 49.91%	26 54.09%	28 48.20%	81 51.65%	57 51.41%	54 45.19%	75 61.19%k q	76 55.28%	68 51.81%	102 50.21%	68 49.23%	166 50.96%	237 50.37%	205 54.03%	196 50.84%	228 54.17%	156 48.99%	149 50.49%	203 52.19%	245 48.26%	151 51.30%	91 53.89%	1 32.37%	36 64.89%F
Cost of installing a charge point at home	685 48.21%	328 45.46%	355 50.93%a	31 40.70%	103 47.58%	111 46.05%	125 46.13%	128 51.97%	187 50.56%	566 48.16%	631 48.58%	54 44.36%	36 48.01%	29 59.41%	26 45.95%	68 43.56%	56 50.11%	60 50.19%	68 55.63%o v	74 53.66%	56 43.15%	99 48.94%	58 42.42%	150 46.23%	214 45.43%	202 53.21%x	184 47.75%	192 45.67%	146 45.74%	163 55.09%BC	196 50.31%H	235 46.38%	155 52.51%H	66 39.40%	2 100.00%	28 50.37%
It would be difficult to install a charging point at home (e.g. lack of space)	410 28.84%	195 26.96%	214 30.73%	19 24.76%	64 29.52%	69 28.71%	99 36.78%h	73 29.58%	86 23.11%	338 28.77%	372 28.66%	38 30.80%	18 23.96%	16 33.33%	10 17.67%	47 29.94%	38 34.18%n	36 29.92%	38 31.15%	37 26.79%	42 32.32%n	57 28.38%	33 23.72%	95 29.22%	132 28.12%	111 29.18%	103 26.69%	118 28.03%	93 29.07%	96 32.55%	64 16.39%	116 22.94%E	131 44.35%EFJ	89 52.48%E FJ	1 32.37%	9 15.56%
The distance that could be covered in a single charge	754 53.11%	386 53.45%	368 52.90%	26 34.21%	91 42.07%	118 49.02%	133 49.28%c	162 66.01%c def	224 60.34%c def	637 54.18%	699 53.85%	55 45.25%	38 51.44%	24 49.62%	32 56.05%	81 51.99%	57 51.33%	56 47.13%	76 62.36%k q	79 57.52%	69 52.76%	110 54.26%	75 54.85%	171 52.48%	254 54.01%	212 55.83%	200 51.95%	236 55.90%	172 53.84%	148 49.85%	228 58.62%GH	265 52.30%	143 48.42%	76 45.11%	1 32.37%	39 70.17%FGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 25

S9. Which, if any, of the following do you think would stop you from buying an electric vehicle?
Base: All non-EV owners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	1421	722	696	76*	216	241	270	246	371	1175	1299	122	75*	49*	57*	156	112	119	123	138	131	202	137	325	470	380	385	421	319	296	389	507	295	169	2**	56*
How long it takes to recharge an electric vehicle	613 43.18%	302 41.85%	311 44.67%	18 23.82%	79 36.50%	92 38.32%c	108 40.01%c	126 51.33%c def	189 51.12%c def	515 43.80%	565 43.55%	48 39.22%	30 40.41%	21 42.34%	25 43.86%	67 42.92%	47 42.42%	54 45.27%	57 46.21%	69 49.92%	52 39.69%	93 45.77%	51 37.41%	139 42.91%	196 41.61%	179 47.26%	163 42.28%	179 42.58%	151 47.28%	121 40.77%	178 45.70%	214 42.25%	123 41.62%	68 40.27%	2 100.00%	27 48.24%
Not knowing enough about electric vehicles to make an informed choice	287 20.24%	97 13.36%	191 27.43%a	9 12.05%	42 19.33%	32 13.17%	50 18.46%	61 24.69%c e	94 25.38%c ef	243 20.72%	269 20.68%	19 15.47%	14 19.07%	11 22.39%	9 14.82%	26 16.82%	23 20.75%	23 18.92%	28 23.10%	39 28.24%k ov	29 22.33%	48 23.65%v	19 13.60%	58 17.81%	96 20.35%	90 23.66%	67 17.37%	79 18.72%	67 20.93%	75 25.38%AB	79 20.30%	102 20.07%	69 23.37%	27 16.27%	1 32.37%	9 15.53%
Concerns about the current performance and reliability of electric vehicles	521 36.69%	235 32.59%	286 41.04%a	14 18.77%	56 26.01%	79 32.83%c	100 36.90%c d	109 44.39%c de	163 43.86%c de	438 37.30%	479 36.91%	42 34.40%	24 31.74%	17 35.21%	25 42.63%	57 36.70%	39 34.71%	48 40.05%	56 45.49%d v	56 40.95%	39 29.61%	74 36.79%	45 32.59%	120 37.07%	158 33.57%	160 42.14%x	130 33.88%	160 38.00%	119 37.43%	112 37.67%	170 43.62%FG H	178 35.07%	97 33.05%	51 30.35%	1 32.37%	23 41.47%
Other	78 5.46%	38 5.22%	39 5.58%	6 7.25%	7 3.13%	10 3.99%	10 3.73%	17 6.98%	28 7.67%df	63 5.35%	70 5.39%	8 6.19%	5 7.14%	2 3.69%	3 5.79%	9 5.51%	4 3.77%	6 4.79%	6 4.88%	7 5.23%	4 3.12%	13 6.45%	11 7.81%	16 4.96%	28 5.92%	19 4.98%	17 4.35%	24 5.69%	13 4.04%	24 8.10%C	25 6.48%	24 4.71%	14 4.66%	8 4.52%	- -	7 12.66%FG
Don't know	26 1.84%	11 1.53%	15 2.17%	6 7.48%ef gh	5 2.38%	4 1.67%	3 1.16%	4 1.77%	4 1.02%	22 1.88%	23 1.79%	3 2.38%	1 1.57%	- -	1 1.38%	3 2.14%	1 0.91%	2 1.61%	3 2.61%	1 0.63%	2 1.64%	5 2.27%	4 3.06%	5 1.58%	11 2.32%	6 1.58%	10 2.64%	11 2.50%	4 1.17%	2 0.59%	6 1.54%	14 2.76%	5 1.59%	1 0.87%	- -	- -
NET: Those with reasons stopping them from buying an EV	1332 93.76%	672 93.05%	658 94.47%	66 86.31%	196 90.50%	225 93.51%	261 96.43%c d	234 94.96%c	351 94.61%c	1100 93.64%	1217 93.69%	115 94.49%	69 91.71%	48 97.94%	55 95.29%	143 91.44%	107 95.50%	107 90.24%	116 94.29%	137 99.37%k loqtuv	122 93.62%	188 93.04%	125 91.45%	304 93.51%	436 92.74%	360 94.86%	357 92.77%	395 93.75%	299 93.83%	281 94.97%	367 94.36%	467 92.00%	281 95.45%	158 93.69%	2 100.00%	54 96.32%
NET: Limited choice/ availability of model (1st or 2nd hand)	398 27.99%	193 26.72%	204 29.24%	20 25.96%	58 26.79%	55 22.88%	86 31.87%e	78 31.77%e	100 27.08%	343 29.21%k	380 29.28%k	17 14.24%	23 31.04%k	14 28.18%k	19 32.63%k	37 23.58%	41 36.75%k ou	34 28.74%k	40 32.85%k	48 35.04%k o	36 27.19%k	51 25.22%k	37 27.18%k	97 29.70%	124 26.34%	123 32.36%	109 28.36%	117 27.67%	83 26.04%	89 30.05%	110 28.16%	146 28.70%	86 29.32%	37 22.16%	1 32.37%	17 30.31%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 26

S9. Which, if any, of the following do you think would stop you from buying an electric vehicle?
Base: All non-EV owners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1445	712	241	70	28	78	274	42	1103	589	514	324	68	87	169	18	248	457	589	1101	344	332	1100	23	93	132	177	152	128	126	115	348	7	3	667	558	195	7	1063	365	1162	247
Weighted base	1421	724	173	82*	32**	82*	281	47*	1095	635	459	311	130*	61*	120	15**	246	449	573	1086	334	331	1075	24**	95*	127	180	147	123	123	111	340	8**	3**	663	538	193	7**	1050	354	1148	239
Not applicable - there are nothing stopping me from buying an electric vehicle	63 4.40%	36 4.91%	4 2.48%	4 4.69%	1 1.86%	4 4.42%	10 3.39%	5 10.88%bf	51 4.65%	29 4.53%	22 4.82%	12 3.73%	3 2.16%	1 0.99%	8 6.83%m	- -	12 4.85%	20 4.37%	27 4.80%	54 4.99%	8 2.49%	6 1.71%	57 5.29%w	1 2.50%	5 5.73%	6 4.64%	7 3.81%	5 3.30%	8 6.46%	4 3.47%	5 4.20%	19 5.47%	- -	- -	35 5.28%	19 3.52%	9 4.43%	- -	42 4.03%	20 5.53%	43 3.74%	18 7.68%PR
How expensive it is to buy/ lease	901 63.42%	449 61.97%	116 67.19%	46 56.77%	21 65.70%	57 68.95%	181 64.56%	31 65.50%	714 65.23%k	429 67.45%mn	286 62.16%	179 57.42%	77 59.45%	33 53.68%	69 57.15%	8 55.74%	163 66.41%	289 64.29%	353 61.57%	673 61.97%	228 68.12%u	221 66.68%	672 62.51%	16 68.26%	67 70.57%l	80 62.95%	100 66.60%	94 64.17%	75 61.05%	83 67.70%	75 67.78%	195 57.33%	4 43.28%	2 72.39%	431 64.99%	341 63.24%	116 60.21%	4 55.15%	674 64.17%	220 62.22%	733 63.86%	153 63.98%
Running costs (e.g. charging, insurance etc.)	496 34.89%	238 32.89%	68 39.55%	34 41.39%	13 40.93%	27 33.48%	97 34.45%	18 38.15%	369 33.73%	215 33.87%	154 33.54%	119 38.31%	49 37.79%	21 34.12%	49 41.03%	7 48.94%	108 43.80%ta t	152 33.74%	171 29.87%	384 35.33%	112 33.47%	138 41.72%x	349 32.42%	12 50.72% l	39 40.72%Fl	57 44.79%FGl	73 40.42%FGl	49 33.52%	30 24.23%	34 27.50%	40 35.80%	98 28.80%	- -	- -	239 35.96%	190 35.35%	63 32.46%	2 31.79%	352 33.53%	139 39.26%	405 35.30%P	83 34.73%
Limited choice of first-hand models	104 7.32%	54 7.39%	12 7.08%	10 11.81%	- -	7 9.10%	17 6.07%	4 8.88%	82 7.52%	55 8.58%	28 6.05%	22 6.98%	10 8.05%	4 7.35%	7 5.64%	- -	20 7.93%	33 7.26%	43 7.43%	82 7.54%	22 6.62%	26 7.82%	75 6.97%	5 20.09%	3 3.21%	12 9.14%	16 8.94%	8 5.48%	8 6.93%	9 7.23%	9 8.05%	25 7.30%	2 20.48%	1 27.61%	50 7.59%	37 6.87%	13 6.87%	1 13.06%	71 6.75%	31 8.63%	85 7.39%	17 7.31%
Limited availability of second-hand models	355 24.97%	172 23.77%	52 30.05%	21 25.67%	9 26.38%	21 25.96%	64 22.86%	16 33.67%	282 25.77%	171 26.96%	111 24.13%	69 22.28%	24 18.55%	13 21.99%	32 26.40%	3 23.13%	70 28.35%	124 27.58%	128 22.41%	277 25.51%	78 23.24%	86 26.06%	261 24.32%	11 43.49%	25 26.33%	34 26.98%	51 28.24%l	41 27.99%	32 26.12%	25 19.92%	36 32.53%GI	68 20.02%	2 27.43%	1 47.00%	154 23.16%	145 26.97%	49 25.52%	2 31.77%	279 26.53%QS	73 20.55%	308 26.84%QS	44 18.36%
Availability of public charge points for the vehicle	729 51.34%	346 47.71%	85 49.45%	43 52.27%	14 42.86%	42 50.63%	175 62.19%ab	26 54.64%	583 53.29%k	363 57.21%ln	220 47.86%	140 44.93%	54 41.22%	32 52.99%	54 44.85%	6 41.57%	131 53.23%	233 51.83%	280 48.88%	537 49.42%	192 57.55%u	181 54.76%	536 49.87%	12 51.63%	47 49.76%	71 56.12%l	89 49.75%	73 49.96%	70 57.10%l	71 57.71%l	55 50.09%	154 45.29%	- -	1 53.00%	340 51.29%	280 52.03%	105 54.34%	- -	539 51.33%	184 52.05%	593 51.70%	123 51.46%
Cost of installing a charge point at home	685 48.21%	331 45.72%	93 53.84%a	37 45.44%	14 44.40%	41 50.44%	149 52.88%a	19 41.53%	547 49.97%k	322 50.62%n	225 49.07%	130 41.80%	55 42.63%	26 42.65%	49 40.48%	8 53.09%	127 51.64%t	237 52.74%t	240 41.96%	508 46.78%	177 52.86%	169 50.92%	506 47.09%	11 47.00%	48 51.05%	67 52.96%GI	103 57.50%GI	73 49.53%	61 49.59%	48 39.07%	55 49.69%	138 40.50%	3 29.84%	2 74.60%	318 47.89%	268 49.78%	90 46.58%	1 13.08%	483 46.04%	195 55.20%PR	547 47.66%P	123 51.48%
It would be difficult to install a charging point at home (e.g. lack of space)	410 28.84%	223 30.82%tl	52 30.18%tl	30 36.22%tl	10 32.22%	22 27.12%	62 21.99%	10 22.29%	270 24.64%	150 23.63%	120 26.04%	134 43.13%hj	60 45.95%hl	27 44.72%hl	47 39.27%hl	6 39.22%	91 37.17%t	133 29.65%	144 25.14%	337 31.03%v	73 21.75%	124 37.53%x	279 25.98%	8 33.12%	33 34.63%	51 39.83%EFGHI	59 32.73%l	41 27.65%	34 27.54%	34 27.41%	28 25.53%	82 24.18%	1 6.95%	1 25.40%	192 28.98%	162 30.09%	50 25.82%	1 18.71%	306 29.18%	99 27.97%	338 29.49%	60 24.95%
The distance that could be covered in a single charge	754 53.11%	352 48.54%	92 53.21%	40 48.53%	18 55.41%	40 48.80%	188 66.84%abca	26 54.90%	613 55.97%k	372 58.49%lmn	241 52.50%	135 43.38%	55 42.52%	25 41.61%	54 45.21%	7 45.60%	122 49.63%	246 54.68%	298 52.06%	552 50.79%	203 60.65%u	176 53.03%	570 53.00%	13 55.57%	41 42.95%	68 53.48%	91 50.68%	90 61.10%B	65 52.86%	65 53.05%	57 51.57%	176 51.86%	3 31.27%	1 27.61%	353 53.25%	283 52.60%	108 56.25%	1 16.30%	547 52.13%	198 56.03%	615 53.60%P	126 52.63%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 26

S9. Which, if any, of the following do you think would stop you from buying an electric vehicle?
Base: All non-EV owners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	1421	724	173	82*	32**	82*	281	47*	1095	635	459	311	130*	61*	120	15**	246	449	573	1086	334	331	1075	24**	95*	127	180	147	123	123	111	340	8**	3**	663	538	193	7**	1050	354	1148	239
How long it takes to recharge an electric vehicle	613 43.18%	291 40.24%	76 43.79%	27 33.45%	11 32.67%	41 49.97% c	147 52.21%a	21 44.37%	485 44.34%	308 48.53%j mn	177 38.54%	122 39.01%	53 40.81%	23 37.00%	46 38.10%	7 44.93%	112 45.36%	193 43.01%	235 41.06%	464 42.71%	149 44.70%	141 42.59%	464 43.19%	12 48.49%	40 42.37%	60 46.99%	71 39.31%	67 45.50%	56 45.45%	50 40.69%	50 45.34%	135 39.80%	- -	1 25.40%	302 45.53%	222 41.15%	85 44.12%	1 13.08%	422 40.22%	183 51.71%P RS	494 43.07%P	108 45.29%
Not knowing enough about electric vehicles to make an informed choice	287 20.24%	117 16.15%	42 24.51%a	26 31.49%a	5 14.64%	26 31.37%a	62 21.90%a	10 22.40%	217 19.83%	142 22.35%j	75 16.35%	67 21.49%	26 20.20%	16 26.46%j	24 20.36%	3 23.68%	69 27.97%s t	89 19.93%	94 16.38%	224 20.61%	64 19.01%	84 25.33%x	198 18.37%	7 28.73%	31 32.85%D FI	31 24.18%I	31 17.11%	35 23.83%I	24 19.37%	25 20.34%	23 20.61%	46 13.57%	1 6.95%	- -	158 23.75%M	88 16.42%	40 20.66%	- -	220 20.98%	63 17.93%	241 20.96%	40 16.66%
Concerns about the current performance and reliability of electric vehicles	521 36.69%	238 32.91%	57 33.13%	30 36.31%	10 30.38%	41 49.36%a b	121 43.20%a b	24 51.99%a b	420 38.41%k mn	263 41.41%j mn	157 34.26%	97 31.29%	43 33.26%	16 26.48%	38 31.61%	3 23.01%	87 35.18%	171 38.00%	189 33.05%	380 34.99%	141 42.23%u	132 39.75%	381 35.48%	8 31.60%	34 35.87%	45 35.35%	69 38.47%	58 39.41%	44 35.61%	44 36.02%	39 35.07%	106 31.32%	- -	1 27.61%	254 38.29%	196 36.36%	66 34.16%	1 13.08%	378 36.04%	140 39.49%	432 37.64%P	83 34.55%
Other	78 5.46%	28 3.82%	8 4.78%	7 9.02%	5 16.57%	7 8.22%	22 7.90%a	- -	62 5.67%	43 6.77%	19 4.15%	14 4.36%	4 3.21%	3 5.18%	6 5.19%	2 13.23%	20 8.14%t	20 4.56%	20 3.48%	52 4.78%	26 7.67%	27 8.25%x	50 4.67%	4 14.87%	5 5.28%H	11 9.00%FG H	9 5.19%H	8 5.45%H	3 2.58%	3 2.31%	- -	17 5.03%H	- -	- -	37 5.64%	30 5.54%	5 2.58%	1 18.71%	56 5.38%	21 5.95%	61 5.33%	16 6.84%
Don't know	26 1.84%	16 2.17%	4 2.05%	4 4.69%f	- -	1 1.15%	2 0.74%	- -	16 1.49%	7 1.13%	9 1.99%	9 2.77%	4 3.25%	1 2.39%	3 2.44%	1 8.54%	5 2.17%s	2 0.34%	8 1.34%	23 2.15%	3 0.85%	9 2.66%	17 1.61%	3 12.77%	2 2.38%	- -	1 0.28%	- -	1 0.83%	2 1.42%	2 2.12%	4 1.05%	1 16.86%	- -	11 1.69%	9 1.64%	4 1.91%	- -	14 1.31%R	7 2.09%	10 0.88%	6 2.70%R
NET: Those with reasons stopping them from buying an EV	1332 93.76%	673 92.92%	165 95.46%	74 90.62%	32 98.14%	78 94.43%	269 95.87%	42 89.12%	1027 93.86%	599 94.35%	428 93.19%	291 93.50%	123 94.59%	59 96.63%	109 90.73%	13 91.46%	229 92.98%	428 95.29%	538 93.87%	1009 92.87%	323 96.66%u	317 95.63%	1001 93.10%	20 84.74%	87 91.89%	121 95.36%	172 95.91%	142 96.70%	114 92.71%	117 95.10%	104 93.68%	317 93.48%	7 83.14%	3 100.00%	617 93.03%	511 94.84%	180 93.66%	7 100.00%	994 94.66%S	327 92.38%	1095 95.38%P QS	214 89.61%
NET: Limited choice/ availability of model (1st or 2nd hand)	398 27.99%	194 26.78%	57 32.87%	26 31.93%	9 26.38%	23 28.40%	72 25.67%	17 36.09%	320 29.20%	198 31.13%	122 26.54%	75 23.94%	26 19.66%	16 25.68%	33 27.69%	3 23.13%	76 30.96%	136 30.19%	149 26.00%	309 28.42%	89 26.59%	95 28.65%	296 27.50%	12 51.59%	25 26.33%	39 30.50%	55 30.77%	44 30.13%	36 29.40%	28 22.80%	40 36.49%G I	81 23.75%	2 27.43%	2 74.60%	173 26.01%	163 30.28%	54 28.28%	2 31.77%	312 29.75%Q S	80 22.69%	345 30.02%Q S	50 20.75%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 27

S9. Which, if any, of the following do you think would stop you from buying an electric vehicle?

Base: All non-EV owners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1445	-	1445	594	635	113	103	-	319	516	407	197	85	633	559	53	326	163	903	134	1125	115	112	19	39
Weighted base	1421	-**	1421	571	624	113*	112*	-**	312	508	400	196	89*	616	549	54*	326	160	881	136	1092	114*	115	23**	40*
Not applicable - there are nothing stopping me from buying an electric vehicle	63 4.40%	- -	63 4.40%	31 5.40%	24 3.85%	6 4.90%	2 1.89%	- -	14 4.57%	25 4.97%	13 3.16%	10 5.31%	10 10.84%mn	21 3.47%	18 3.21%	1 2.06%	14 4.33%	6 3.65%	41 4.71%	7 4.98%	47 4.29%	6 5.51%	3 2.92%	1 2.34%	- -
How expensive it is to buy/ lease	901 63.42%	- -	901 63.42%	345 60.48%	412 66.02%	75 66.45%	68 60.88%	- -	196 62.82%	328 64.58%	247 61.79%	128 65.31%	43 48.51%	400 65.04%l	362 65.92%l	46 85.71%pqr	205 62.65%	104 64.96%	546 62.06%	67 49.23%	715 65.47%su	58 50.99%	78 67.55%su	9 40.36%	27 69.45%s
Running costs (e.g. charging, insurance etc.)	496 34.89%	- -	496 34.89%	187 32.76%	228 36.58%	37 33.08%	43 38.15%	- -	101 32.54%	161 31.75%	147 36.73%	85 43.39%hi	14 15.71%	193 31.40%l	228 41.56%lm	19 35.78%	105 32.06%	56 35.23%	315 35.82%	40 29.52%	398 36.41%	37 32.75%	33 28.84%	3 13.23%	14 34.83%
Limited choice of first-hand models	104 7.32%	- -	104 7.32%	47 8.28%	38 6.15%	6 5.48%	12 10.88%	- -	14 4.54%	38 7.45%	31 7.82%	21 10.61%h	7 8.29%	34 5.55%	51 9.24%m	1 1.70%	23 6.98%	13 7.96%	68 7.68%	8 6.16%	87 7.96%	6 5.65%	6 5.17%	2 8.74%	2 4.69%
Limited availability of second-hand models	355 24.97%	- -	355 24.97%	138 24.09%	158 25.39%	26 22.94%	33 29.18%	- -	77 24.58%	132 26.01%	97 24.19%	49 25.18%	20 22.44%	159 25.76%	139 25.29%	18 32.52%	84 25.82%	41 25.81%	212 24.04%	26 18.87%	272 24.93%	23 20.23%	28 24.73%	3 11.98%	20 50.54%stuv
Availability of public charge points for the vehicle	729 51.34%	- -	729 51.34%	300 52.46%	321 51.45%	59 52.36%	49 43.95%	- -	156 49.90%	261 51.33%	212 52.90%	100 51.26%	25 27.72%	294 47.69%l	338 61.46%lm	28 52.78%	173 52.89%	80 49.96%	448 50.92%	60 43.91%	575 52.71%	51 45.10%	60 51.96%	9 37.91%	23 57.43%
Cost of installing a charge point at home	685 48.21%	- -	685 48.21%	267 46.79%	307 49.18%	60 52.81%	51 45.43%	- -	139 44.72%	239 47.16%	199 49.63%	106 53.99%	24 26.82%	301 48.87%l	296 53.96%l	31 57.82%	145 44.33%	69 43.19%	440 49.98%	53 38.54%	549 50.32%s	47 41.38%	54 46.61%	5 24.23%	19 47.16%
It would be difficult to install a charging point at home (e.g. lack of space)	410 28.84%	- -	410 28.84%	170 29.73%	174 27.90%	36 31.53%	30 26.86%	- -	96 30.79%	131 25.74%	124 30.91%	59 30.35%	12 13.57%	180 29.24%l	169 30.83%l	17 30.86%	95 29.02%	39 24.38%	259 29.47%	50 36.45%v	323 29.63%v	48 42.27%stvx	18 15.36%	2 7.13%	9 22.41%
The distance that could be covered in a single charge	754 53.11%	- -	754 53.11%	303 53.01%	336 53.78%	54 47.60%	62 55.45%	- -	150 48.12%	261 51.37%	239 59.63%hi	103 52.74%	26 29.51%	305 49.58%l	348 63.27%lm	28 51.56%	163 50.05%	95 59.59%	468 53.16%	59 42.93%	593 54.35%s	51 44.65%	72 62.36%su	8 34.29%	18 44.94%

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

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Absolutes/col percents

Table 27

S9. Which, if any, of the following do you think would stop you from buying an electric vehicle?
Base: All non-EV owners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Weighted base	1421	.**	1421	571	624	113*	112*	.**	312	508	400	196	89*	616	549	54*	326	160	881	136	1092	114*	115	23**	40*
How long it takes to recharge an electric vehicle	613 43.18%	- -	613 43.18%	260 45.54%	270 43.32%	43 38.07%	40 35.50%	- -	111 35.60%	216 42.55%	195 48.76%h	89 45.70%h	20 22.89%	223 36.30%l	305 55.52%lm	21 39.39%	139 42.48%	65 40.60%	389 44.13%	48 34.85%	488 44.67%s	40 34.93%	48 41.54%	8 34.42%	21 52.95%
Not knowing enough about electric vehicles to make an informed choice	287 20.24%	- -	287 20.24%	96 16.76%	133 21.37%	23 20.03%	36 31.86%cd	- -	62 19.78%	114 22.37%	78 19.54%	34 17.39%	9 10.27%	135 21.99%l	96 17.47%	16 29.13%p	54 16.45%	29 18.18%	189 21.47%	16 11.76%	236 21.65%s	15 13.52%	18 15.29%	1 2.88%	11 28.76%su
Concerns about the current performance and reliability of electric vehicles	521 36.69%	- -	521 36.69%	195 34.19%	242 38.79%	38 33.78%	46 40.67%	- -	104 33.38%	181 35.62%	156 38.90%	81 41.21%	17 19.35%	168 27.33%	279 50.82%lm	23 41.90%	111 34.13%	66 41.13%	322 36.52%	38 28.14%u	412 37.76%su	27 23.43%	45 39.15%u	12 51.88%	15 37.17%
Other	78 5.46%	- -	78 5.46%	26 4.63%	25 4.08%	15 13.51%cd	10 9.27%d	- -	21 6.81%	26 5.17%	15 3.68%	15 7.85%l	- -	16 2.60%	54 9.82%lm	2 3.07%	16 5.02%	10 6.29%	49 5.62%	8 5.85%	59 5.37%	5 4.82%	8 6.97%	2 11.02%	2 3.92%
Don't know	26 1.84%	- -	26 1.84%	9 1.60%	10 1.67%	1 0.70%	6 5.18%cd	- -	3 1.12%	8 1.64%	11 2.82%	1 0.52%	1 1.48%	4 0.57%	8 1.38%	- -	3 0.97%	1 0.66%	22 2.49%	1 1.08%	18 1.61%	1 0.60%	1 1.14%	1 3.50%	- -
NET: Those with reasons stopping them from buying an EV	1332 93.76%	- -	1332 93.76%	531 93.00%	590 94.48%	107 94.40%	104 92.93%	- -	294 94.31%	474 93.38%	376 94.02%	184 94.17%	78 87.68%	591 95.96%l	524 95.41%l	53 97.94%	309 94.70%	153 95.69%	817 92.80%	128 93.94%	1027 94.10%	107 93.89%	110 95.94%	21 94.16%	40 100.00%
NET: Limited choice/ availability of model (1st or 2nd hand)	398 27.99%	- -	398 27.99%	157 27.55%	173 27.67%	29 25.62%	39 34.40%	- -	84 27.04%	149 29.25%	110 27.56%	54 27.86%	25 27.54%	177 28.77%	155 28.22%	18 32.52%	95 29.02%	45 28.28%	240 27.27%	28 20.87%	309 28.33%	24 20.90%	31 27.31%	5 20.72%	20 50.54%stuv

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 28

S10. We'd now like to ask you some questions about your home's electricity and heating. As far as you know, is your household with a 'green electricity provider' or on a 'green or renewable tariff' for your electricity?By 'green' we mean acting more environmentally friendly.

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Yes, it is with a 'green electricity provider'	548 26.01%	279 27.16%	268 24.97%	62 27.33%	86 23.80%	68 20.25%	91 24.75%	81 25.21%	160 32.42%cd efg	477 26.95%m	509 26.37%	40 22.17%	23 22.93%	9 14.62%	23 26.18%	59 25.06%	47 27.14%	42 23.09%	38 25.15%	50 25.30%	74 26.69%	86 30.00%m	59 32.33%m	129 25.99%	219 29.33%	130 24.50%	168 30.19%C	158 25.98%	99 22.48%	123 24.54%	141 28.64%	174 25.21%	115 24.83%	81 23.86%	10 43.25%	27 30.57%
Yes, it is on a 'green or renewable tariff'	321 15.21%	175 17.00%b	143 13.37%	31 13.77%	58 16.05%	51 15.19%	48 13.08%	53 16.39%	79 16.11%	274 15.49%	294 15.23%	27 15.05%	14 14.14%	6 9.40%	16 18.55%	35 14.82%	27 15.30%	28 15.31%	21 13.68%	31 16.04%	45 16.10%	33 11.62%	39 21.30%u	77 15.64%	117 15.64%	80 15.11%	97 17.54%	87 14.30%	61 13.82%	75 14.99%	82 16.62%	99 14.38%	65 14.14%	52 15.24%	6 24.58%	15 17.40%
No, it is not with a green provider nor on a green/renewable tariff	557 26.45%	308 29.92%b	246 22.92%	40 17.54%	91 25.16%	109 32.38%cdh	122 33.35%cdh	94 29.10%ch	101 20.59%	453 25.58%	509 26.39%	49 27.09%	29 28.97%	27 46.19%iklnopqr stuv	19 22.11%	58 24.89%	48 27.65%	42 22.97%	44 29.00%	43 21.95%	78 28.12%	76 26.62%	44 24.25%	126 25.38%	199 26.61%	129 24.32%	148 26.72%	158 26.04%	116 26.24%	135 26.82%	130 26.43%	177 25.69%	123 26.62%	101 29.50%	3 11.81%	22 25.26%
Don't know	762 36.14%	311 30.23%	451 42.02%a g	100 43.82%f g	141 38.92%	122 36.27%	119 32.40%	108 33.53%	172 34.96%	641 36.19%	694 35.97%	68 38.03%	35 35.70%	18 29.80%	33 38.54%	89 38.02%	60 34.21%	75 41.28%	51 33.51%	80 40.64%	93 33.42%	105 36.51%	56 30.71%	182 36.76%	253 33.95%	205 38.81%	163 29.33%	228 37.51%A	183 41.37%A	188 37.41%A	158 32.07%	261 37.85%	180 38.82%E	119 34.86%	7 30.84%	30 33.23%
With green provider and tariff	80 3.82%	44 4.31%	35 3.27%	6 2.46%	14 3.93%	14 4.08%	13 3.58%	14 4.22%	20 4.09%	75 4.21%	76 3.95%	4 2.34%	2 1.74%	- -	5 5.39%	7 2.80%	8 4.30%	5 2.65%	2 1.34%	8 3.93%	12 4.33%	14 4.76%	16 8.59%ijkl moqr	19 3.78%	41 5.53%y	15 2.75%	21 3.78%	23 3.83%	17 3.90%	19 3.76%	19 3.76%	22 3.13%	20 4.41%	12 3.46%	2 10.48%	6 6.45%
With green provider but not a green tariff	468 22.20%	235 22.85%	233 21.70%	57 24.87%e	72 19.86%	54 16.17%	78 21.18%	68 20.99%	140 28.33%cd efg	403 22.74%	432 22.42%	36 19.83%	21 21.20%	9 14.62%	18 20.80%	52 22.26%	40 22.84%	37 20.44%	36 23.81%	42 21.37%	62 22.36%	72 25.24%	43 23.74%	110 22.21%	178 23.80%	115 21.75%	147 26.41%C D	135 22.15%	82 18.57%	105 20.78%	123 24.88%	152 22.08%	95 20.43%	70 20.40%	8 32.77%	21 24.12%
With green tariff but not a green provider	240 11.40%	130 12.68%	108 10.09%	26 11.31%	44 12.12%	37 11.10%	35 9.51%	39 12.16%	59 12.02%	200 11.28%	218 11.28%	23 12.71%u	12 12.41%	6 9.40%	11 13.17%	28 12.03%	19 11.00%	23 12.66%u	19 12.34%	24 12.11%	33 11.77%	20 6.86%	23 12.71%	59 11.86%	75 10.11%	65 12.37%	76 13.76%	64 10.46%	44 9.92%	56 11.23%	63 12.87%	78 11.25%	45 9.73%	40 11.78%	3 14.10%	10 10.95%
None of the above	1319 62.59%	618 60.16%	697 64.93%a	140 61.35%	232 64.09%h	231 68.65%h	241 65.74%h	202 62.62%	274 55.56%	1094 61.77%	1203 62.35%	117 65.12%	64 64.66%	45 75.99%iklnopqrstuv	52 60.65%	147 62.91%	108 61.86%	116 64.25%	95 62.51%	123 62.59%	171 61.54%	181 63.13%	100 54.96%	308 62.14%	452 60.55%	334 63.14%	311 56.05%	387 63.55%A	299 67.61%A	323 64.23%A	288 58.50%	438 63.54%	303 65.44%E	220 64.36%	10 42.65%	52 58.48%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 29

S10. We'd now like to ask you some questions about your home's electricity and heating. As far as you know, is your household with a 'green electricity provider' or on a 'green or renewable tariff' for your electricity?By 'green' we mean acting more environmentally friendly.

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	Univ-ersity degree (M)	Higher univ-ersity degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Yes, it is with a 'green electricity provider'	548 26.01%	248 24.65%	55 22.56%	51 22.31%	16 21.38%	30 22.79%	128 37.90%adbcdefg	20 23.74%	395 27.65%	255 30.67%ghno	140 23.45%	150 23.15%	51 20.35%	38 26.89%o	61 23.85%	3 10.04%	115 26.17%	176 27.45%	216 27.54%	449 26.53%	99 23.90%	151 27.69%	386 25.33%	11 18.63%	44 24.02%	60 30.37%	62 24.27%	62 29.26%	52 29.98%	47 28.32%	39 23.43%	129 28.79%	1 4.24%	4 41.32%	242 24.47%	200 26.15%	90 32.89%LM	9 22.35%	469 29.29%QS	79 16.49%S	501 29.25%QS	43 12.58%
Yes, it is on a 'green or renewable tariff'	321 15.21%	148 14.70%	40 16.71%	33 14.46%	14 19.03%	13 9.80%	63 18.53%e	9 10.97%	231 16.18%	136 16.34%n	95 15.97%	84 13.04%	35 13.82%	20 14.38%	29 11.53%	5 15.86%	67 15.29%	102 15.91%	125 15.91%	255 15.04%	66 15.94%	91 16.66%	225 14.73%	7 12.34%	34 18.50%	26 13.20%	44 17.09%	34 16.07%	24 13.95%	28 16.91%	21 12.52%	76 16.81%	1 8.74%	1 8.71%	135 13.61%	126 16.50%	47 17.10%	6 14.37%	266 16.63%QS	55 11.37%S	285 16.62%QS	35 10.26%
No, it is not with a green provider nor on a green/renewable tariff	557 26.45%	280 27.83%ef	66 27.33%	62 27.41%	24 31.57%	24 18.33%	71 20.99%	30 34.75%ef	363 25.41%	204 24.45%	160 26.74%	188 28.98%	79 31.30%	33 23.08%	76 29.95%	7 21.33%	114 25.83%	178 27.91%	220 28.08%	452 26.72%	105 25.32%	137 25.20%	413 27.07%	13 22.74%	51 27.92%	49 24.81%	78 30.33%	55 26.10%	46 26.51%	43 25.86%	47 27.85%	130 28.99%	4 31.61%	-	261 26.39%	202 26.35%	78 28.44%	11 25.45%	389 24.29%	161 33.57%PR	410 23.90%	141 41.15%PQR
Don't know	762 36.14%	365 36.38%f	89 36.77%	85 37.42%	27 35.57%	65 49.08%abfg	101 29.75%	29 33.91%	499 34.89%	277 33.32%	221 37.07%	246 37.95%	93 36.84%	56 40.07%	96 37.87%	17 56.54%ijh	160 36.41%	216 33.80%	249 31.75%	605 35.75%	157 37.77%	190 34.88%	555 36.41%	30 51.48%BCDEFGI	60 32.81%	70 35.29%	84 32.73%	74 35.22%	58 33.64%	51 30.85%	62 37.24%	135 30.04%	8 55.42%	4 49.97%	386 39.04%N	266 34.66%N	73 26.74%	17 40.69%	551 34.42%	192 39.90%PR	597 34.82%	125 36.58%
With green provider and tariff	80 3.82%	36 3.56%e	8 3.37%e	4 1.59%	6 7.55%ce	- -	24 7.17%abce	3 3.36%	59 4.13%	40 4.78%	19 3.22%	20 3.12%	6 2.31%	6 4.42%	8 3.21%	1 3.77%	16 3.70%	32 5.07%	26 3.29%	68 4.03%	12 2.92%	24 4.43%	54 3.54%	3 5.20%	6 3.25%	7 3.68%	11 4.42%	14 6.66%GH	7 4.08%	3 1.93%	2 1.04%	21 4.63%H	- -	- -	35 3.51%	28 3.66%	14 5.18%	1 2.85%	74 4.63%QS	6 1.34%	79 4.58%QS	2 0.56%
With green provider but not a green tariff	468 22.20%	212 21.09%	46 19.19%	47 20.71%	10 13.83%	30 22.79%	104 30.73%abcd	18 20.38%	336 23.52%	216 25.88%jo	121 20.23%o	130 20.03%	45 18.04%	32 22.47%o	52 20.64%o	2 6.27%	99 22.47%	143 22.38%	190 24.25%	381 22.49%	87 20.98%	127 23.25%	332 21.79%	8 13.43%	38 20.77%	53 26.69%	51 19.85%	48 22.61%	45 25.90%	44 26.38%	38 22.39%	109 24.16%	1 4.24%	4 41.32%	207 20.96%	172 22.49%	76 27.71%L	8 19.50%	394 24.66%QS	73 15.16%S	423 24.67%QS	41 12.02%
With green tariff but not a green provider	240 11.40%	112 11.14%	32 13.34%	29 12.87%	9 11.48%	13 9.80%	38 11.36%	7 7.61%	172 12.05%	96 11.56%	76 12.74%n	64 9.92%	29 11.51%	14 9.96%	21 8.32%	4 12.09%	51 11.59%	69 10.84%	99 12.63%	186 11.00%	54 13.01%	67 12.23%	171 11.20%	4 7.15%	28 15.25%	19 9.52%	32 12.67%	20 9.42%	17 9.87%	25 14.98%	19 11.49%	55 12.18%	1 8.74%	1 8.71%	100 10.10%	98 12.84%	33 11.92%	5 11.51%	192 12.01%	48 10.03%	206 12.04%	33 9.70%
None of the above	1319 62.59%	645 64.21%f	155 64.10%f	148 64.82%f	51 67.14%f	90 67.41%f	172 50.74%	59 68.65%f	862 60.30%	481 57.78%	381 63.81%ij	433 66.93%jh	172 68.14%ij	89 63.15%	172 67.82%ij	24 77.87%ij	274 62.24%	395 61.70%	469 59.83%	1058 62.47%	262 63.09%	328 60.08%	968 63.48%	43 74.23%GI	111 60.73%	120 60.11%	162 63.06%	129 61.32%	104 60.15%	94 56.71%	109 65.09%	265 59.03%	12 87.02%	4 49.97%	647 65.43%N	467 61.01%	151 55.19%	28 66.14%	939 58.71%	353 73.48%PR	1007 58.71%	266 77.72%PQR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 30

S10. We'd now like to ask you some questions about your home's electricity and heating. As far as you know, is your household with a 'green electricity provider' or on a 'green or renewable tariff' for your electricity?By 'green' we mean acting more environmentally friendly.

Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	2108	83	1445	630	680	118	104	-	345	546	425	210	85	633	559	79	463	240	1326	278	1563	240	138	38	56
Weighted base	2108	86*	1421	610	670	119	113*	**	339	539	418	210	89*	616	549	80*	468	240	1319	287	1536	245	142	42*	60*
Yes, it is with a 'green electricity provider'	548 26.01%	42 48.71%b	380 26.77%	166 27.24%	193 28.80%	41 34.17%f	22 19.77%	-	112 33.10%jk	167 30.98%jk	102 24.40%	41 19.40%	37 41.45%n	191 31.03%n	118 21.44%	80 100.00%qr	468 100.00%qr	-	-	107 37.25%hvx	386 25.14%	94 38.20%hvx	32 22.42%	13 31.78%	13 21.61%
Yes, it is on a 'green or renewable tariff'	321 15.21%	17 20.21%	214 15.04%	84 13.72%	115 17.17%	20 16.54%	13 11.19%	-	52 15.35%	99 18.32%k	59 14.02%	21 9.95%	14 15.22%	105 16.98%n	69 12.63%	80 100.00%pr	-	240 100.00%pr	-	50 17.57%	228 14.85%	40 16.27%	22 15.51%	11 25.12%	11 18.04%
No, it is not with a green provider nor on a green/renewable tariff	557 26.45%	15 17.42%	362 25.50%	151 24.80%	166 24.75%	34 28.17%	28 24.35%	-	90 26.41%	116 21.53%	105 25.07%	68 32.20%l	22 24.17%	151 24.53%	160 29.11%	-	-	-	557 42.25%opq	69 23.92%	412 26.84%	56 23.01%	44 31.32%	12 29.16%	18 30.37%
Don't know	762 36.14%	17 19.37%	518 36.49%a	233 38.22%e	225 33.56%	29 24.23%	53 46.54%de	-	98 28.89%	186 34.53%	168 40.11%h	83 39.44%h	22 24.76%	201 32.69%	212 38.54%lm	-	-	-	762 57.75%opq	72 25.03%	572 37.25%suw	65 26.57%	46 32.14%	7 16.11%	20 32.76%
With green provider and tariff	80 3.82%	5 5.71%	54 3.79%	24 3.97%	29 4.28%	4 3.12%	2 1.85%	-	13 3.75%	29 5.36%k	15 3.59%	2 0.99%	5 5.60%n	32 5.22%n	9 1.71%	80 100.00%pqr	-	-	-	11 3.77%	63 4.07%	10 4.05%	2 1.40%	1 2.16%	2 2.78%
With green provider but not a green tariff	468 22.20%	37 43.00%b	326 22.98%	142 23.27%	164 24.51%	37 31.06%f	20 17.92%	-	100 29.35%jk	138 25.62%k	87 20.81%	39 18.40%	32 35.85%n	159 25.80%n	108 19.73%	-	468 100.00%qr	-	-	96 33.48%hvx	324 21.06%	84 34.15%hvx	30 21.02%	13 29.62%	11 18.83%
With green tariff but not a green provider	240 11.40%	12 14.50%	160 11.25%	59 9.74%	86 12.89%	16 13.43%	11 9.34%	-	39 11.60%	70 12.96%	44 10.42%	19 8.96%	9 9.62%	72 11.76%	60 10.91%	-	-	240 100.00%opr	-	40 13.80%	166 10.77%	30 12.22%	20 14.12%	10 22.95%t	9 15.25%
None of the above	1319 62.59%	32 36.79%	881 61.98%a	384 63.02%e	391 58.31%	62 52.40%	80 70.89%de	-	188 55.30%	302 56.06%	273 65.18%hi	150 71.64%hi	44 48.93%	352 57.22%	372 67.65%lm	-	-	-	1319 100.00%opq	141 48.95%	985 64.09%suw	122 49.58%	90 63.46%su	19 45.27%	38 63.13%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 31

S34_NEW2024. Are you currently on an electricity tariff which encourages you to use more or less electricity depending on the time of day?

Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Yes	463 21.96%	217 21.15%	245 22.86%	72 31.75%a fgh	91 24.97%g h	67 19.92%	83 22.70%	57 17.69%	93 18.83%	402 22.72%	431 22.33%	32 17.94%	15 15.53%	13 21.99%	18 21.06%	48 20.48%	34 19.62%	44 24.18%	32 21.20%	45 23.19%	80 28.72%k lopv	69 23.90%	32 17.67%	100 20.27%	180 24.18%	121 22.96%	159 28.73%B CD	118 19.39%	86 19.49%	99 19.76%	111 22.46%	141 20.42%	81 17.49%	100 29.39%E FG	10 43.92%	19 21.33%
No	1217 57.74%	639 62.18%b	574 53.48%	77 33.91%	191 52.71%c	191 56.72%c	209 57.03%c	215 66.72%c def	334 67.86%c def	1001 56.54%	1111 57.61%	106 59.20%	71 71.28%i nqstu	39 66.86%n t	41 47.37%	143 61.23%n t	106 60.32%	100 55.25%	92 60.85%	103 52.71%	142 50.95%	157 54.82%	117 64.28%n st	290 58.49%	415 55.68%	296 55.91%	301 54.30%	365 59.98%	265 60.05%	286 56.81%	310 63.02%FH	389 56.39%	269 58.19%	183 53.55%	5 20.49%	57 64.26%
Don't know	428 20.30%	171 16.67%	254 23.66%a	78 34.34%d efgh	81 22.32%g h	78 23.36%g h	74 20.28%h	50 15.59%	66 13.32%	367 20.74%	387 20.06%	41 22.87%	13 13.19%	7 11.15%	27 31.57%l mortv	43 18.29%	35 20.07%	37 20.57%	27 17.96%	47 24.11%J m	57 20.33%	61 21.28%	33 18.04%	105 21.24%	150 20.14%	112 21.13%	94 16.97%	126 20.62%	90 20.46%	118 23.43%A	72 14.52%	160 23.19%EH	113 24.31%EH	58 17.07%	8 35.59%	13 14.40%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 32

S34_NEW2024. Are you currently on an electricity tariff which encourages you to use more or less electricity depending on the time of day?

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Yes	463 21.96%	236 23.49%	56 23.18%	50 21.96%	14 18.99%	26 19.55%	67 19.79%	13 15.56%	292 20.41%	159 19.10%	133 22.22%	168 25.95%h	59 23.47%	45 31.76%ij	64 25.19%i	3 10.04%	104 23.70%	139 21.69%	188 23.97%	382 22.58%	80 19.40%	121 22.17%	336 22.02%	15 24.93%	38 20.60%	52 26.18%	58 22.51%	38 18.17%	43 24.79%	33 19.85%	32 18.88%	123 27.39%EH	2 13.50%	- -	200 20.22%	170 22.22%M	80 29.17%L	10 23.26%	391 24.44%QS	69 14.28%	402 23.45%QS	54 15.68%
No	1217 57.74%	554 55.12%	135 55.94%	118 51.96%	41 54.42%	80 59.73%	238 70.17%abde	51 59.70%	890 62.22%k	545 65.44%klmno	345 57.74%m	315 48.66%	121 48.10%	61 43.50%	132 52.07%	13 40.71%	241 54.77%	391 61.16%	461 58.80%	958 56.59%	259 62.46%u	306 56.07%	896 58.75%	23 39.40%	107 58.50%A	111 55.86%A	160 62.52%A	130 61.55%A	101 58.66%A	107 64.46%A	94 56.26%A	259 57.65%A	7 49.95%	6 72.38%	574 57.98%	457 59.63%	151 55.37%	16 38.94%	909 56.79%	300 62.48%PR	984 57.38%	214 62.60%
Don't know	428 20.30%	215 21.39%f	51 20.88%f	59 26.08%f	20 26.59%f	28 20.72%f	34 10.04%	21 24.74%f	248 17.37%	129 15.45%	120 20.04%i	164 25.39%hj	72 28.43%ij	35 24.75%i	58 22.74%i	15 49.25%ijlmn	95 21.54%	110 17.15%	135 17.23%	353 20.83%	75 18.14%	119 21.76%	293 19.23%	21 35.67%BCDEFGI	38 20.90%	36 17.97%	38 14.98%	43 20.27%	28 16.55%	26 15.69%	42 24.86%DGI	67 14.95%	5 36.55%	2 27.62%	216 21.80%N	139 18.15%	42 15.46%	16 37.80%	300 18.77%	112 23.23%PR	329 19.17%	74 21.73%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 33

S34_NEW2024. Are you currently on an electricity tariff which encourages you to use more or less electricity depending on the time of day?

Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green/ renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	2108	83	1445	630	680	118	104	-	345	546	425	210	85	633	559	79	463	240	1326	278	1563	240	138	38	56
Weighted base	2108	86*	1421	610	670	119	113*	.**	339	539	418	210	89*	616	549	80*	468	240	1319	287	1536	245	142	42*	60*
Yes	463 21.96%	43 50.30%ub	297 20.88%	142 23.32%	152 22.66%	30 25.30%	17 15.40%	-	89 26.32%jk	131 24.35%	82 19.71%	38 18.32%	33 37.43%mn	147 23.85%n	91 16.49%	27 33.09%r	156 33.32%r	72 29.79%r	209 15.82%	122 42.30%hx	292 19.02%	101 41.30%hx	30 21.31%	20 48.05%tvx	11 19.03%
No	1217 57.74%	35 40.25%	869 61.20%a	343 56.26%	408 60.81%	75 62.68%	80 70.68%c	-	202 59.57%	326 60.41%	243 58.22%	133 63.18%	41 46.40%	384 62.44%l	350 63.70%l	48 59.85%	259 55.38%	142 59.17%	768 58.19%	120 41.83%	936 60.92%suw	102 41.61%	92 64.55%suw	18 41.78%	40 66.11%suw
Don't know	428 20.30%	8 9.46%	255 17.92%	124 20.42%e	111 16.54%	14 12.01%	16 13.92%	-	48 14.10%	82 15.24%	92 22.07%hi	39 18.50%	14 16.16%	84 13.71%	109 19.81%m	6 7.06%	53 11.30%	27 11.04%	343 25.98%opq	46 16.07%	308 20.06%	42 17.09%	20 14.14%	4 10.17%	9 14.87%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 34

S35_NEW2024. You said you are currently on an electricity tariff for your energy which encourages you to use more or less electricity depending on the time of day... Which one, if any, of the following tariffs are you currently on?
Base: All currently on an electricity tariff which encourages use more or less electricity depending on the time of day

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	459	212	247	55	92	69	85	62	96	396	425	34	17	12	19	52	35	44	36	44	73	67	26	106	166	124	151	127	88	93	107	141	87	97	10	16
Weighted base	463	217	245	72*	91*	67*	83*	57*	93*	402	431	32*	15**	13**	18**	48*	34*	44*	32*	45*	80*	69*	32**	100*	180	121	159	118	86*	99*	111*	141	81*	100*	10**	19**
Static Time-of-Use (ToU) Tariff - a plan where you have set rates for the cost of the electricity you use at different times of the day e.g. peak and off-peak times (Economy 7 is an example of a Static ToU Tariff)	165 35.72%	80 37.01%	85 34.58%	12 17.24%	33 36.35%c	28 42.03%c	33 39.89%c	19 32.98%	40 42.93%c	141 35.16%	157 36.48%	8 25.60%	9 58.07%	7 51.73%	3 14.20%	16 32.96%	6 16.83%	17 39.20%p	13 41.93%p	22 48.91%p	27 34.25%	21 30.63%	16 50.13%	24 24.05%	64 35.69%	53 43.56%w	54 34.16%	37 31.25%	34 39.91%	40 39.91%	44 39.97%	46 33.01%	30 36.69%	30 30.24%	4 37.19%	11 57.38%
Dynamic Time-of-Use Tariff - a plan where the cost of electricity changes throughout the day and these costs vary each day depending on demand and supply (e.g. Octopus Agile)	107 23.04%	57 26.31%	49 20.16%	27 36.94%fh	25 27.65%h	14 21.31%	14 16.41%	13 23.11%	14 14.87%	101 24.98%	102 23.70%	5 14.21%	2 10.28%	- -	5 30.09%	8 17.35%	13 38.58%k os	12 27.71%	6 19.11%	7 15.04%	26 32.20%	20 28.90%	3 8.81%	27 26.91%	48 26.79%	25 20.69%	40 25.04%	28 23.83%	20 22.84%	19 19.09%	27 24.45%	38 27.07%	13 16.17%	24 23.91%	3 33.57%	1 5.55%
Type of use - a plan where the cost of electricity depends on how and when it is used (e.g. Ovo Energy Heat Pump Plus tariff)	68 14.76%	33 15.02%	36 14.53%	18 25.30%fh	13 14.15%	12 18.17%	8 9.62%	9 16.45%	8 8.23%	61 15.21%	67 15.49%	2 4.95%	3 17.99%	3 21.21%	7 39.43%	9 18.55%	5 15.11%	5 11.49%	4 10.92%	4 7.88%	16 20.28%	7 10.81%	4 13.11%	21 21.16%uy	28 15.41%	12 9.99%	32 19.78%	18 14.84%	8 9.74%	11 10.94%	18 16.55%	18 12.77%	16 19.68%	12 11.87%	1 11.53%	2 9.79%
Other (please specify)	33 7.11%	21 9.74%	12 4.78%	2 2.34%	4 4.46%	1 1.32%	8 9.25%	4 6.93%	15 15.80%cd e	27 6.77%	28 6.57%	5 14.37%pt	1 6.81%	- -	2 8.68%	3 6.39%	- -	1 2.01%	3 10.01%t	4 8.29%	1 1.41%	8 11.36%t	6 18.20%	5 4.62%	15 8.17%	8 6.48%	11 7.08%	10 8.28%	6 6.51%	6 6.30%	8 7.40%	12 8.18%	3 4.02%	7 7.40%	1 6.35%	2 9.98%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 34

S35_NEW2024. You said you are currently on an electricity tariff for your energy which encourages you to use more or less electricity depending on the time of day... Which one, if any, of the following tariffs are you currently on?
Base: All currently on an electricity tariff which encourages use more or less electricity depending on the time of day

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	463	217	245	72*	91*	67*	83*	57*	93*	402	431	32*	15**	13**	18**	48*	34*	44*	32*	45*	80*	69*	32**	100*	180	121	159	118	86*	99*	111*	141	81*	100*	10**	19**
Don't know	90 19.37%	26 11.92%	64 25.96%a	13 18.18%	16 17.40%	11 17.18%	21 24.84%	12 20.52%	17 18.16%	72 17.88%	76 17.76%	13 40.87%ij tu	1 6.86%	4 27.06%	1 7.61%	12 24.76%	10 29.48%t	9 19.59%	6 18.04%	9 19.88%	9 11.86%	13 18.30%	3 9.75%	23 23.26%	25 13.93%	23 19.29%	22 13.94%	26 21.81%	18 20.99%	24 23.76%	13 11.63%	27 18.97%	19 23.45%LE	27 26.58%LE	1 11.36%	3 17.30%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 35

S35_NEW2024. You said you are currently on an electricity tariff for your energy which encourages you to use more or less electricity depending on the time of day... Which one, if any, of the following tariffs are you currently on?
Base: All currently on an electricity tariff which encourages use more or less electricity depending on the time of day

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	459	226	73	42	15	24	66	13	283	139	144	173	30	60	83	3	103	138	187	377	82	121	333	15	38	50	54	39	45	33	34	120	2	-	195	173	79	9	387	68	400	52
Weighted base	463	236	56*	50*	14**	26**	67*	13**	292	159	133	168	59**	45*	64*	3**	104*	139	188	382	80*	121	336	15**	38*	52*	58*	38*	43*	33**	32*	123	2**	-**	200	170	80*	10**	391	69*	402	54*
Static Time-of-Use (ToU) Tariff - a plan where you have set rates for the cost of the electricity you use at different times of the day e.g. peak and off-peak times (Economy 7 is an example of a Static ToU Tariff)	165 35.72%	81 34.50%	17 29.48%	13 25.58%	4 29.16%	13 50.56%	31 45.80%	7 48.97%	109 37.48%	57 36.01%	52 39.25%	55 32.85%	22 36.63%	12 27.40%	21 33.17%	1 25.57%	33 31.27%	52 37.74%	70 37.52%	128 33.35%	38 47.01%u	42 34.82%	120 35.83%	2 13.18%	15 39.70%	16 30.25%	24 41.51%	16 42.11%	12 28.70%	13 40.23%	11 34.95%	46 37.45%	2 100.00%	- -	80 39.99%	53 31.40%	28 35.14%	2 20.21%	136 34.70%	28 40.27%	139 34.58%	22 41.53%
Dynamic Time-of-Use Tariff - a plan where the cost of electricity changes throughout the day and these costs vary each day depending on demand and supply (e.g. Octopus Agile)	107 23.04%	58 24.41%f	18 32.55%f	12 23.40%	5 34.33%	3 10.83%	8 12.52%	3 22.16%	74 25.46%	39 24.79%	35 26.27%	32 19.27%	10 16.41%	10 21.35%	13 20.45%	- -	23 22.12%	25 18.15%	49 26.00%	93 24.43%	13 16.48%	15 12.53%	90 26.89%w	5 31.17%	10 26.03%	9 16.75%	10 16.54%	7 17.43%	9 20.96%	10 29.49%	6 20.20%	33 26.56%	- -	- -	36 18.12%	46 27.14%	20 25.62%	4 38.56%	94 24.06%	12 17.47%	96 23.97%	10 19.20%
Type of use - a plan where the cost of electricity depends on how and when it is used (e.g. Ovo Energy Heat Pump Plus tariff)	68 14.76%	39 16.60%	7 13.06%	10 19.99%	3 21.00%	1 2.28%	6 8.83%	2 17.06%	38 13.09%	24 15.16%	14 10.61%	30 17.92%	7 12.36%	8 18.73%	14 22.50%j	- -	15 14.52%	21 14.91%	29 15.48%	60 15.65%	8 10.53%	22 18.29%	46 13.76%	4 29.28%	3 8.61%	8 14.65%	11 19.21%	3 8.97%	6 14.41%	5 14.13%	4 14.19%	20 16.18%	- -	- -	24 12.23%	29 17.12%	12 15.62%	2 22.92%	58 14.96%	10 14.32%	63 15.70%	5 9.67%
Other (please specify)	33 7.11%	12 5.23%	3 5.29%	- -	2 15.51%	2 9.03%	12 18.03%ab c	1 7.09%	26 8.80%	17 10.54%	9 6.72%	7 4.30%	2 2.89%	3 6.92%	2 3.78%	- -	8 7.68%	9 6.54%	15 7.93%	31 7.98%	2 3.00%	9 7.83%	22 6.67%	2 10.90%	2 4.53%	5 9.05%	2 3.48%	4 10.05%	3 7.53%	4 11.57%	6 17.45%DI	6 4.51%	- -	- -	15 7.52%	13 7.59%	4 5.42%	1 6.56%	26 6.78%	6 8.42%	30 7.47%	2 4.19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 35

S35_NEW2024. You said you are currently on an electricity tariff for your energy which encourages you to use more or less electricity depending on the time of day... Which one, if any, of the following tariffs are you currently on?
Base: All currently on an electricity tariff which encourages use more or less electricity depending on the time of day

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	463	236	56*	50*	14**	26**	67*	13**	292	159	133	168	59**	45*	64*	3**	104*	139	188	382	80*	121	336	15**	38*	52*	58*	38*	43*	33**	32*	123	2**	-**	200	170	80*	10**	391	69*	402	54*
Don't know	90 19.37%	45 19.26%	11 19.62%	16 31.03%	- -	7 27.30%	10 14.82%	1 4.72%	44 15.16%	21 13.50%	23 17.14%	43 25.66%h	19 31.72%	11 25.61%l	13 20.11%	2 74.43%	25 24.41%t	31 22.67%t	25 13.07%	71 18.60%	18 22.98%	32 26.53%x	57 16.86%	2 15.47%	8 21.12%	15 29.30%	11 19.26%	8 21.44%	12 28.40%	2 4.58%	4 13.22%	19 15.31%	- -	- -	44 22.15%	29 16.76%	15 18.20%	1 11.74%	76 19.50%	13 19.51%	73 18.28%	14 25.41%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 36

S35_NEW2024. You said you are currently on an electricity tariff for your energy which encourages you to use more or less electricity depending on the time of day... Which one, if any, of the following tariffs are you currently on?
Base: All currently on an electricity tariff which encourages use more or less electricity depending on the time of day

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	459	42	291	138	152	29	15	-	87	132	79	36	31	147	88	25	156	76	202	114	298	97	30	17	10
Weighted base	463	43*	297	142	152	30**	17**	-**	89*	131	82*	38*	33**	147	91*	27**	156	72*	209	122*	292	101*	30**	20**	11**
Static Time-of-Use (ToU) Tariff - a plan where you have set rates for the cost of the electricity you use at different times of the day e.g. peak and off-peak times (Economy 7 is an example of a Static ToU Tariff)	165 35.72%	17 39.49%	106 35.64%	52 36.85%	54 35.24%	11 35.29%	6 35.83%	- -	28 31.61%	44 33.79%	31 37.62%	19 49.79%	8 25.29%	51 34.51%	39 42.77%	13 48.49%	45 28.85%	21 29.58%	86 41.33%p	49 40.65%	98 33.63%	44 43.22%	12 39.91%	6 27.84%	3 25.51%
Dynamic Time-of-Use Tariff - a plan where the cost of electricity changes throughout the day and these costs vary each day depending on demand and supply (e.g. Octopus Agile)	107 23.04%	14 32.61%	65 21.81%	29 20.59%	37 24.14%	9 30.81%	4 20.50%	- -	22 24.76%	37 28.52%k	16 19.43%	3 8.27%	11 33.38%	32 21.96%	17 18.39%	7 27.06%	48 30.60%r	25 35.08%r	27 12.76%	31 25.68%	64 21.85%	26 25.21%	4 13.59%	6 28.00%	7 59.88%
Type of use - a plan where the cost of electricity depends on how and when it is used (e.g. Ovo Energy Heat Pump Plus tariff)	68 14.76%	8 17.67%	42 14.08%	22 15.39%	20 13.27%	5 15.51%	3 15.45%	- -	10 11.63%	23 17.87%	9 10.84%	7 17.18%	7 20.82%	26 17.50%	7 8.06%	3 10.75%	32 20.53%r	13 17.83%	21 9.90%	24 19.71%u	36 12.45%	16 15.61%	7 22.37%	8 40.18%	- -
Other (please specify)	33 7.11%	3 7.97%	20 6.68%	8 5.85%	9 5.89%	3 11.13%	3 15.28%	- -	10 11.10%	6 4.41%	5 6.42%	2 5.86%	2 5.90%	10 6.98%	5 5.88%	1 3.57%	12 7.67%	6 8.40%	14 6.71%	4 3.47%	27 9.16%	4 4.17%	1 3.46%	- -	1 7.69%

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

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 36
S35_NEW2024. You said you are currently on an electricity tariff for your energy which encourages you to use more or less electricity depending on the time of day... Which one, if any, of the following tariffs are you currently on?
Base: All currently on an electricity tariff which encourages use more or less electricity depending on the time of day

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Weighted base	463	43*	297	142	152	30**	17**	-**	89*	131	82*	38*	33**	147	91*	27**	156	72*	209	122*	292	101*	30**	20**	11**
Don't know	90 19.37%	1 2.25%	65 21.79%a	30 21.32%	33 21.47%	2 7.25%	2 12.94%	- -	19 20.90%	20 15.41%	21 25.70%	7 18.93%	5 14.60%	28 19.05%	23 24.90%	3 10.14%	19 12.35%	7 9.11%	61 29.30%pq	13 10.48%	67 22.91%au	12 11.79%	6 20.67%	1 3.99%	1 6.92%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 37

S36_NEW2024. Which of the following do you currently use as the main source to heat your home?

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Gas central heating	1536 72.88%	756 73.56%	777 72.33%	84 36.78%	240 66.19% d	264 78.45% d	299 81.51% d	253 78.62% d	397 80.54% d	1324 74.77%m	1405 72.85%	131 73.15%m	66 66.50%m	15 26.16%	64 73.60%m	189 80.82%l mst	131 74.86%m	140 77.47%m t	128 84.06%k lmpstuv	138 70.19%m	185 66.38%m	217 75.74%m t	133 73.19%m	384 77.47%x	535 71.63%	406 76.66%	374 67.39%	441 72.49%	332 75.08%A	390 77.48%A	343 69.60%H	540 78.37%EH	377 81.54%EH	198 58.08%	6 26.25%	68 76.03%H
NET: Those who use a sustainable heating method	287 13.63%	140 13.57%	148 13.77%	85 37.11%d efgh	66 18.28%e fgh	35 10.44%	34 9.36%	26 8.12%	41 8.29%	251 14.16%	265 13.73%	23 12.61%r	10 10.51%	4 6.14%	14 16.69%r	30 12.82%r	23 13.00%r	23 12.94%r	8 5.43%	22 11.18%	66 23.86%k lmopqrs uv	43 15.15%r	20 11.09%	67 13.56%	130 17.41%y	54 10.13%	94 16.86%C	85 13.99%C	43 9.78%	65 13.02%	51 10.31%	57 8.27%	46 9.91%	108 31.75%E FGJ	12 51.31%	12 13.94%
Electric heating	245 11.62%	114 11.08%	131 12.21%	69 30.20%d efgh	58 15.90%ef gh	32 9.55%	27 7.43%	21 6.38%	39 7.85%	215 12.14%	228 11.82%	17 9.52%	9 9.45%	4 6.14%	9 10.82%	25 10.67%	21 12.27%r	23 12.43%r	8 5.43%	16 8.13%	56 20.00%k lmopqrs v	39 13.54%r	18 9.95%	56 11.26%	113 15.08%y	47 8.83%	73 13.21%C	75 12.39%C	37 8.42%	59 11.77%	38 7.77%	46 6.63%	35 7.66%	102 29.87%E FGJ	10 43.99%	12 13.94%F
LPG /oil central heating	142 6.73%	69 6.67%	73 6.82%	10 4.55%	25 6.98%	21 6.14%	14 3.70%	34 10.62%ce f	38 7.65%f	79 4.45%	129 6.69%	13 7.09%o t	14 13.71%l nopqrtu	37 62.06%ik lnopqrst uv	1 1.12%	4 1.66%	4 2.46%	6 3.14%	8 5.20%	21 10.85%no pqtu	6 2.31%	12 4.32%	16 8.84%no pqt	9 1.85%	35 4.67%w	35 6.59%w	50 9.09%D	41 6.70%	28 6.39%	22 4.45%	71 14.35%FGH J	46 6.62%GH	15 3.34%	4 1.06%	1 2.64%	5 5.31%H
Heating by burning fuel (e.g. wood burning stoves or biomass boilers)	60 2.85%	32 3.10%	25 2.37%	7 3.10%	17 4.81%h	10 2.93%	11 2.96%	7 2.20%	8 1.59%	45 2.51%	54 2.78%	7 3.66%	6 5.77%u	3 5.63%u	2 2.34%	4 1.84%	3 1.96%	5 2.81%	4 2.39%	11 5.49%u	5 1.93%	3 1.20%	6 3.57%	10 1.97%	15 2.05%	19 3.68%	16 2.82%	20 3.21%	17 3.80%	8 1.62%	22 4.46%GH	21 3.04%	7 1.46%	5 1.59%	2 9.21%	2 2.00%
Heat pump	42 2.01%	26 2.49%	17 1.55%	16 6.91%de fgh	9 2.38%h	3 0.89%	7 1.94%h	6 1.74%	2 0.45%	36 2.02%	37 1.91%	6 3.09%r	1 1.06%	-	5 5.87%pq ruv	5 2.15%	1 0.73%	1 0.50%	-	6 3.05%r	11 3.86%qr	5 1.60%	2 1.14%	11 2.30%	17 2.33%	7 1.30%	20 3.65%BC D	10 1.60%	6 1.36%	6 1.25%	12 2.54%	11 1.64%	10 2.24%	6 1.88%	2 7.32%	-
Other (please specify)	20 0.96%	10 0.94%	11 0.98%	1 0.50%	2 0.59%	3 1.00%	6 1.76%g	- -	7 1.44%g	18 1.01%	18 0.96%	2 0.93%	1 0.59%	-	1 0.72%	2 0.83%	4 2.48%q	- -	1 0.90%	1 0.58%	4 1.34%	4 1.30%	1 0.56%	7 1.40%	8 1.14%	3 0.47%	2 0.31%	3 0.52%	9 1.94%AB	7 1.33%	- -	4 0.55%	6 1.23%E	9 2.75%EF	- -	1 1.42%E
Don't know	62 2.95%	22 2.16%	40 3.74%a	41 17.95%de fgh	11 3.15%fg h	3 1.04%	3 0.71%	1 0.44%	2 0.49%	55 3.10%	58 2.99%	5 2.56%	3 2.92%	-	5 5.54%	5 2.03%	9 5.20%	7 3.65%	3 2.02%	3 1.69%	12 4.18%	7 2.30%	5 2.74%	19 3.76%	23 3.11%	13 2.46%	20 3.54%	19 3.09%	13 3.01%	11 2.10%	6 1.28%	22 3.15%E	12 2.53%	16 4.77%E	2 10.60%	1 1.30%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 38

S36_NEW2024. Which of the following do you currently use as the main source to heat your home?
Base: All respondents

	Total	Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	≥£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	≥£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	≥£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Gas central heating	1536 72.88%	725 72.19%c	179 73.88%c	125 55.11%	55 72.66%c	105 78.76%c	273 80.50%a bc	74 86.23%a bc	1090 76.25%k	618 74.24%m no	472 79.05%l mno	433 66.91%	187 74.01%m no	88 62.29%o	159 62.43%o	13 41.53%	306 69.43%	456 71.29%	587 74.96%	1306 77.13%v	230 55.54%	397 72.77%	1115 73.11%	35 60.65%	120 65.73%	150 75.42%A D	167 64.99%	162 76.78%A BD	127 73.98%	126 75.88%A D	125 74.63%	336 74.74%A BD	10 68.52%	6 71.73%	774 78.25%M N	541 70.59%	182 66.43%	14 32.58%	1147 71.73%	367 76.48%S	1255 73.22%P	241 70.44%
NET: Those who use a sustainable heating method	287 13.63%	144 14.36%f g	34 14.18%f g	53 23.41%a befg	13 17.49%f g	15 11.06%	23 6.88%	4 4.90%	143 9.98%	82 9.80%	61 10.24%	138 21.38%h	38 15.15%	37 25.90%i j	64 25.05%i j	6 20.37%i	71 16.16%	96 15.05%	98 12.50%	231 13.67%	56 13.46%	70 12.91%	214 14.05%	11 18.76%	34 18.61%H	26 13.15%	50 19.43%F H	26 12.42%	20 11.74%	21 12.38%	17 9.89%	61 13.51%	3 21.19%	2 20.96%	98 9.89%	119 15.48%L	54 19.73%L	12 28.95%	226 14.14%	59 12.30%	233 13.59%	50 14.65%
Electric heating	245 11.62%	113 11.22%f g	31 12.98%f g	49 21.50%a befg	13 17.49%f g	15 11.06%g	22 6.42%	2 2.60%	115 8.01%	69 8.23%	46 7.70%	126 19.54%h	34 13.53%j	34 23.86%i j	59 23.10%i j	4 13.24%	67 15.25%t	82 12.78%	79 10.09%	202 11.92%	43 10.40%	61 11.21%	181 11.88%	11 18.76%H	30 16.41%H	26 13.15%	45 17.56%EF HI	20 9.71%	16 9.42%	19 11.42%	14 8.10%	46 10.33%	3 21.19%	2 20.96%	85 8.55%	100 13.06%L	45 16.27%L	11 26.55%	191 11.96%	52 10.73%	197 11.48%	45 13.10%
LPG /oil central heating	142 6.73%	60 6.02%	16 6.62%	16 7.16%	3 3.51%	8 5.76%	34 10.05%a	5 5.36%	118 8.25%k	83 10.01%jl mn	35 5.79%m	22 3.45%	9 3.65%	2 1.37%	11 4.40%	2 5.09%	25 5.77%	48 7.57%	56 7.12%	48 2.81%	94 22.73%u	39 7.11%	100 6.56%	3 5.23%	13 6.87%	10 4.92%	25 9.59%E	9 4.32%	15 8.53%	9 5.70%	16 9.44%	30 6.78%	- -	1 7.30%	54 5.50%	63 8.19%L	21 7.56%	3 7.72%	112 7.02%	27 5.66%	117 6.85%	22 6.40%
Heating by burning fuel (e.g. wood burning stoves or biomass boilers)	60 2.85%	33 3.31%	7 2.89%	9 3.93%	2 2.35%	2 1.38%	5 1.61%	2 2.11%	37 2.57%	24 2.89%	13 2.11%	21 3.22%	10 4.07%	3 1.83%	8 3.15%	3 8.49%jm	18 4.16%	15 2.31%	19 2.45%	39 2.28%	21 5.18%u	14 2.49%	43 2.85%	1 1.22%	8 4.54%	9 4.68%	6 2.17%	5 2.47%	4 2.32%	4 2.51%	5 3.11%	10 2.17%	- -	- -	24 2.38%	22 2.90%	9 3.41%	5 12.09%	48 2.97%	13 2.61%	51 2.97%	9 2.69%
Heat pump	42 2.01%	31 3.14%f	3 1.19%	4 1.92%	- -	- -	2 0.46%	2 2.30%	28 1.97%	13 1.57%	15 2.54%	12 1.84%	4 1.62%	3 2.04%	5 1.95%	2 7.13%i	4 0.92%	15 2.27%	19 2.41%	30 1.75%	13 3.06%	9 1.69%	33 2.17%	- -	4 2.21%	- -	5 1.87%	6 2.71%C	4 2.32%C	2 0.96%	3 1.79%	14 3.17%C	- -	- -	13 1.35%	18 2.41%	9 3.46%L	1 2.40%	35 2.17%	8 1.57%	36 2.11%	5 1.55%
Other (please specify)	20 0.96%	10 1.04%	* 0.17%	3 1.10%	1 1.66%	2 1.73%	3 0.95%	- -	11 0.80%	9 1.14%	2 0.33%	8 1.23%	4 1.53%	2 1.67%j	2 0.67%	1 2.49%	7 1.49%	7 1.12%	4 0.48%	15 0.91%	5 1.16%	11 2.09%x	8 0.52%	3 5.67%CE FGHI	3 1.54%	* 0.21%	5 1.99%	2 0.98%	- -	1 0.72%	- -	3 0.57%	- -	- -	17 1.68%M	2 0.23%	2 0.64%	- -	15 0.94%	5 1.08%	14 0.83%	6 1.73%
Don't know	62 2.95%	31 3.08%f	5 2.26%f	21 9.28%ab efg	2 2.34%f	2 1.31%f	- -	1 1.40%	31 2.16%	16 1.92%	15 2.48%	25 3.82%h	4 1.58%	10 6.94%ij l	11 4.30%l	7 22.04%ij klmn	13 2.99%	17 2.66%	20 2.50%	54 3.20%	8 1.94%	14 2.63%	44 2.91%	5 8.48%CD I	5 2.71%	3 1.62%	5 1.83%	6 3.02%	6 3.43%	5 2.81%	5 2.93%	10 2.23%	1 10.29%	- -	23 2.30%	20 2.61%	6 2.22%	8 18.66%	51 3.21%R	9 1.87%	43 2.54%	14 4.09%Q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 39

S36_NEW2024. Which of the following do you currently use as the main source to heat your home?
Base: All respondents

	Total	S38. Friends and family having sustainable heating method	
		Yes (a)	No (b)
Unweighted base	2108	865	1243
Weighted base	2108	873	1235
Gas central heating	1536 72.88%	564 64.64%	972 78.71%a
NET: Those who use a sustainable heating method	287 13.63%	184 21.06%b	103 8.38%
Electric heating	245 11.62%	151 17.33%b	94 7.59%
LPG /oil central heating	142 6.73%	78 8.92%b	64 5.18%
Heating by burning fuel (e.g. wood burning stoves or biomass boilers)	60 2.85%	30 3.40%	30 2.46%
Heat pump	42 2.01%	33 3.73%b	10 0.79%
Other (please specify)	20 0.96%	4 0.48%	16 1.30%
Don't know	62 2.95%	13 1.50%	49 3.98%a

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 40

S37_NEW2024. Do you have solar panels installed in your home?

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Yes	233 11.07%	126 12.24%	107 10.01%	36 15.70%ef	35 9.74%	26 7.75%	34 9.19%	32 10.03%	70 14.23%ef	188 10.64%	210 10.87%	24 13.19%q	12 11.98%	9 15.98%q	10 11.76%	19 8.13%	13 7.43%	10 5.56%	17 11.27%	26 13.43%q	32 11.66%q	38 13.13%q	23 12.45%q	42 8.52%	93 12.42%w	54 10.11%	72 12.96%	59 9.78%	42 9.47%	60 11.95%	86 17.43%FGH	68 9.84%H	46 9.98%H	11 3.37%	4 18.48%	18 19.89%FGH
No	1857 88.11%	891 86.64%	960 89.46%	183 80.25%	322 88.96%c	310 92.25%c	331 90.29%c	288 89.52%c	422 85.77%	1568 88.53%	1703 88.28%	155 86.34%	85 86.24%	50 84.02%	73 84.54%	214 91.66%	161 92.15%	169 93.18%klmnuv	134 88.40%	168 85.93%	242 87.06%	249 86.87%	156 86.08%	449 90.59%	647 86.75%	472 89.12%	474 85.50%	546 89.66%A	396 89.76%	441 87.67%	403 81.89%	613 88.92%EJ	417 90.02%EJ	330 96.63%EFGJ	14 60.08%	71 79.53%
Don't know	17 0.82%	12 1.12%	6 0.54%	9 4.05%ef gh	5 1.30%eh	- -	2 0.52%	1 0.44%	- -	15 0.83%	16 0.85%	1 0.47%	2 1.77%u	- -	3 3.70%ou	* 0.21%	1 0.43%	2 1.26%	1 0.34%	1 0.63%	4 1.28%	- -	3 1.47%	4 0.90%	6 0.84%	4 0.76%	9 1.54%	3 0.56%	3 0.78%	2 0.38%	3 0.67%	9 1.24%G	- -	- -	5 21.44%	1 0.57%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 41

S37_NEW2024. Do you have solar panels installed in your home?

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525
Yes	233 11.07%	99 9.87%	27 11.09%	31 13.52%d	2 2.91%	23 16.93%ad	42 12.44%d	10 11.15%	167 11.67%	110 13.16%jmn	57 9.60%n	62 9.64%	39 15.45%mn	10 7.33%	13 5.17%	4 12.90%	51 11.51%	73 11.44%	96 12.32%	178 10.51%	55 13.32%	68 12.44%	161 10.55%
No	1857 88.11%	896 89.15%	214 88.50%	192 84.19%	72 95.46%co	111 83.07%	296 87.56%	77 88.85%	1255 87.74%	718 86.25%	537 89.83%lo	579 89.41%	213 84.55%	126 89.11%	240 94.41%ijmo	24 77.90%	385 87.37%	562 87.84%	684 87.36%	1500 88.59%	357 86.16%	475 87.17%	1352 88.65%
Don't know	17 0.82%	10 0.98%	1 0.41%	5 2.29%f	1 1.64%f	- -	- -	- -	8 0.59%	5 0.59%	3 0.58%	6 0.94%	- -	5 3.56%ijn	1 0.43%	3 9.20%ijn	5 1.12%	5 0.71%	3 0.32%	15 0.89%	2 0.52%	2 0.38%	12 0.80%

	What is the combined annual income of your household, prior to tax being deducted?									What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Scoondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Yes	8 13.88%	22 11.84%	21 10.52%	30 11.83%	23 11.12%	19 11.26%	16 9.86%	22 13.00%	58 12.97%	2 12.50%	1 12.95%	91 9.23%	95 12.44%L	38 13.95%L	5 11.06%	188 11.76%S	41 8.52%	208 12.12%QS	21 6.10%
No	46 79.16%	160 87.70%	178 89.48%	226 87.97%	186 88.08%	150 87.37%	148 89.42%	146 87.00%	390 86.74%	11 77.21%	8 87.05%	894 90.38%MN	668 87.22%	233 85.02%	34 80.73%	1402 87.63%	434 90.28%	1496 87.25%	317 92.82%PR
Don't know	4 6.96%BCDEFGHI	1 0.46%	- -	* 0.19%	2 0.80%	2 1.38%	1 0.72%	- -	1 0.29%	1 10.29%	- -	4 0.39%	3 0.33%	3 1.04%	3 8.21%	10 0.60%	6 1.20%	11 0.64%	4 1.09%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 42

S37_NEW2024. Do you have solar panels installed in your home?

Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	2108	83	1445	630	680	118	104	-	345	546	425	210	85	633	559	79	463	240	1326	278	1563	240	138	38	56
Weighted base	2108	86*	1421	610	670	119	113*	.**	339	539	418	210	89*	616	549	80*	468	240	1319	287	1536	245	142	42*	60*
Yes	233 11.07%	27 31.07%b	156 10.99%	59 9.61%	93 13.81%c	19 15.99%	14 12.08%	- -	51 14.90%j	74 13.69%j	33 7.99%	26 12.40%	17 19.14%n	75 12.14%n	47 8.48%	13 15.78%r	84 17.95%r	29 12.00%	108 8.17%	44 15.38%tu	147 9.55%	32 13.23%	26 18.13%t	12 27.86%stu	13 21.28%t
No	1857 88.11%	59 68.93%	1257 88.50%a	549 90.07%de	576 85.88%	99 83.30%	97 85.95%	- -	286 84.49%	463 85.91%	383 91.55%hl	184 87.60%	70 78.63%	541 87.86%l	503 91.52%lm	64 79.68%	383 81.89%	211 88.00%p	1199 90.85%op	240 83.40%	1388 90.32%uvwx	209 85.35%u	116 81.87%	31 72.14%	47 78.72%
Don't know	17 0.82%	- -	7 0.50%	2 0.33%	2 0.31%	1 0.71%	2 1.96%d	- -	2 0.61%	2 0.40%	2 0.46%	- -	2 2.23%mn	- -	- -	4 4.53%pqr	1 0.16%	- -	13 0.98%	3 1.22%t	2 0.13%	3 1.43%t	- -	- -	- -

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 43
S37_NEW2024. Do you have solar panels installed in your home?
Base: All respondents

	Total	S38. Friends and family having sustainable heating method	
		Yes (a)	No (b)
Unweighted base	2108	865	1243
Weighted base	2108	873	1235
Yes	233 11.07%	180 20.65%b	53 4.29%
No	1857 88.11%	688 78.78%	1169 94.71%a
Don't know	17 0.82%	5 0.57%	12 1.00%

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 44

S38_NEW2024. Do you know if anyone close to you (i.e. family, friends, neighbours) have any of the following installed in their home?

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Those who have a family member with a sustainable system	873 41.43%	435 42.33%	433 40.36%	119 51.98%efgh	171 47.22%fg	138 41.02%	128 34.82%	116 35.94%	202 41.07%	729 41.19%	808 41.88%	66 36.59%	50 50.38%kopq	28 48.21%	36 41.08%	86 36.58%	64 36.85%	64 35.55%	66 43.25%	77 39.04%	119 42.82%	128 44.52%	90 49.85%ik opq	186 37.46%	337 45.18%wy	207 39.05%	278 50.15%BCD	246 40.46%	164 37.13%	185 36.75%	272 55.23%FGHJ	263 38.19%	168 36.32%	116 33.98%	18 78.04%	32 36.03%
Solar panels	660 31.32%	324 31.47%	336 31.28%	64 28.12%	114 31.56%	112 33.48%	101 27.44%	92 28.47%	177 35.92%fg	552 31.19%	616 31.94%	44 24.72%	37 37.24%ik	27 45.48%ikopqt	28 32.30%	68 29.18%	50 28.82%	47 25.77%	53 34.92%	62 31.77%	74 26.50%	96 33.47%	74 40.82%ik opqt	147 29.60%	244 32.65%	162 30.62%	214 38.54%BCD	183 30.06%	129 29.11%	135 26.84%	226 45.88%FGHJ	204 29.57%H	131 28.20%H	65 19.14%	7 30.36%	26 29.78%
Heat pump	185 8.78%	103 10.03%b	78 7.28%	41 17.76%efgh	47 12.93%ef gh	23 6.70%	19 5.21%	21 6.44%	35 7.17%	156 8.81%	172 8.93%	13 7.22%	11 11.06%	5 8.81%	5 5.28%	21 9.00%	16 9.21%	13 7.13%	9 5.85%	19 9.61%	32 11.58%	26 8.92%	16 8.72%	42 8.43%	74 9.86%	41 7.68%	77 13.92%BCD	56 9.15%CD	24 5.34%	29 5.69%	63 12.74%FGH	53 7.75%	32 7.01%	19 5.53%	11 47.86%	5 6.19%
Electric heating	246 11.68%	135 13.15%	111 10.33%	58 25.23%efgh	64 17.53%fgh	40 11.98%fg	23 6.38%	23 7.12%	39 7.82%	203 11.46%	225 11.66%	21 11.86%	16 15.89%oq	6 10.57%	9 9.88%	19 7.92%	17 9.65%	13 6.99%	17 11.07%	17 8.87%	52 18.64%opqu	33 11.39%	28 15.22%oq	44 8.87%	112 15.03%wy	47 8.86%	86 15.51%BCD	67 11.02%	46 10.53%	47 9.26%	65 13.14%F	63 9.09%	43 9.27%	56 16.32%FG	11 48.26%	7 8.38%
As far as I am aware, none of these	1235 58.57%	593 57.67%	640 59.64%	110 48.02%	191 52.78%	198 58.98%c	239 65.18%cd	206 64.06%cd	290 58.93%c	1041 58.81%	1121 58.12%	114 63.41%lv	49 49.62%	31 51.79%	51 58.92%	148 63.42%lv	110 63.15%lv	117 64.45%lv	86 56.75%	120 60.96%	159 57.18%	159 55.48%	91 50.15%	310 62.54%x	409 54.82%	322 60.95%x	277 49.85%	362 59.54%A	278 62.87%A	318 63.25%A	221 44.77%	426 61.81%E	295 63.68%E	225 66.02%E	5 21.96%	57 63.97%E

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 45

S38_NEW2024. Do you know if anyone close to you (i.e. family, friends, neighbours) have any of the following installed in their home?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (p)	£21k to £41k (q)	£41k+ (r)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Those who have a family member with a sustainable system	873 41.43%	415 41.31%d	110 45.58%d	97 42.78%	21 27.89%	51 38.17%	143 42.14%d	36 41.66%	623 43.54%k	368 44.21%l m	255 42.62%l	239 36.99%	79 31.22%	51 36.00%	110 43.28%l	11 36.25%	164 37.32%	269 42.06%	350 44.63%r	667 39.40%	206 49.70%u	221 40.44%	642 42.10%	24 41.49%	64 34.77%	76 38.44%	114 44.25%	89 42.00%	67 38.87%	76 45.84%	60 35.67%	214 47.52%LB CH	3 20.76%	6 64.53%	360 36.34%	334 43.63%L M	141 51.73%L M	28 65.97%	703 43.96%Q S	160 33.28% S	750 43.77%Q S	106 30.92%
Solar panels	660 31.32%	305 30.31%	85 35.24%c d	57 25.00%	14 18.56%	45 33.51%d	127 37.56%ad cd	28 32.14%	509 35.60%k	304 36.48%l mn	205 34.39%l mn	143 22.04%	48 19.18%	31 21.75%	64 25.04%	9 27.77%	124 28.26%	178 27.81%	283 36.19%r s	497 29.34%	164 39.42%u	162 29.74%	490 32.15%	15 25.37%	48 26.35%	61 30.86%	71 27.82%	58 27.58%	48 28.07%	66 40.04%B DEF	50 30.09%	166 37.03%B DEF	3 20.76%	5 56.52%	273 27.60%	265 34.55%L	101 36.99%L	12 28.08%	533 33.31%Q S	119 24.76% S	570 33.27%Q S	77 22.48%
Heat pump	185 8.78%	95 9.46%e	22 9.19%e	23 9.92%e	3 4.57%	5 3.40%	29 8.69%	8 9.09%	132 9.20%	81 9.70%	51 8.51%	49 7.61%	12 4.95%	16 11.17%J	21 8.27%	4 13.71%	28 6.32%	62 9.73%	78 9.94%r	131 7.74%	54 13.03%u	33 5.97%	150 9.87%w	4 6.71%	14 7.46%	10 5.15%	26 9.94%	14 6.56%	23 13.30%CE G	10 6.31%	20 11.91%C	47 10.54%C	- -	- -	53 5.32%	82 10.73%L	38 13.91%L	12 29.12%	156 9.77%QS	27 5.54%	166 9.67%QS	17 4.87%
Electric heating	246 11.68%	128 12.72%f	31 12.94%f fg	40 17.46%e	8 11.07%	9 6.67%	24 7.14%	6 6.81%	140 9.76%	92 11.03%	48 7.99%	104 16.08%h	29 11.48%	19 13.80%j lm	56 21.90%ij lm	3 8.16%	47 10.65%	80 12.50%	100 12.76%	189 11.14%	58 13.88%	61 11.21%	182 11.93%	7 11.24%	22 11.78%	19 9.45%	40 15.49%F G	25 12.05%	15 8.59%	14 8.21%	18 10.65%	68 15.22%FG	1 8.26%	1 8.01%	84 8.53%	99 12.93%L	44 16.00%L	17 40.65%	201 12.59%Q	43 8.96%	208 12.11%Q	35 10.33%
As far as I am aware, none of these	1235 58.57%	590 58.69%	132 54.42%	130 57.22%	55 72.11%a bf	82 61.83%	196 57.86%	50 58.34%	807 56.46%	465 55.79%	343 57.38%	408 63.01%h jn	173 68.78%ij jn	90 64.00%J	144 56.72%	20 63.75%	276 62.68%t	371 57.94%	434 55.37%	1026 60.60%v	209 50.30%	325 59.56%	883 57.90%	34 58.51%	119 65.23%I	122 61.56%I	143 55.75%	122 58.00%	105 61.13%	90 54.16%	108 64.33%I	236 52.48%	11 79.24%	3 35.47%	630 63.66%M N	432 56.37%N	132 48.27%	14 34.03%	897 56.04%	320 66.72%P R	964 56.23%	236 69.08%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 46

S38_NEW2024. Do you know if anyone close to you (i.e. family, friends, neighbours) have any of the following installed in their home?

Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	2108	83	1445	630	680	118	104	-	345	546	425	210	85	633	559	79	463	240	1326	278	1563	240	138	38	56
Weighted base	2108	86*	1421	610	670	119	113*	.**	339	539	418	210	89*	616	549	80*	468	240	1319	287	1536	245	142	42*	60*
NET: Those who have a family member with a sustainable system	873 41.43%	56 65.36%ab	578 40.69%	243 39.78%	294 43.82%	55 45.84%	43 38.37%	- -	159 46.86%k	238 44.17%k	168 40.10%	67 32.11%	43 48.00%n	283 45.95%n	194 35.24%	38 47.19%r	250 53.42%r	117 48.52%r	469 35.53%	184 64.01%t	564 36.74%	151 61.75%t	78 54.91%t	33 77.05%tvx	30 49.44%
Solar panels	660 31.32%	42 48.59%ab	471 33.17%	190 31.23%	245 36.61%	40 33.54%	37 33.03%	- -	121 35.83%k	194 35.91%k	145 34.64%k	52 24.83%	33 36.91%	233 37.78%n	159 28.91%	32 40.30%r	187 40.05%r	79 32.96%	361 27.39%	95 33.04%	473 30.81%	75 30.75%	64 45.11%stu	20 46.30%	20 32.90%
Heat pump	185 8.78%	16 18.52%b	113 7.98%	56 9.11%	50 7.42%	14 11.89%	10 8.80%	- -	45 13.35%jk	45 8.34%	25 6.07%	13 6.00%	13 15.13%n	55 8.94%	39 7.02%	7 9.21%	70 15.01%r	32 13.22%r	76 5.74%	53 18.46%stu	86 5.60%	31 12.49%t	32 22.27%tu	22 53.16%stuvx	12 20.29%t
Electric heating	246 11.68%	22 25.46%b	130 9.17%	57 9.30%	73 10.96%	14 12.06%	8 6.72%	- -	46 13.63%jk	65 12.00%jk	27 6.56%	14 6.53%	14 15.45%n	70 11.38%n	34 6.23%	8 10.19%	80 17.02%r	32 13.15%	127 9.61%	100 34.80%tv	106 6.87%	91 37.26%stvx	19 13.61%t	9 20.49%t	13 21.08%t
As far as I am aware, none of these	1235 58.57%	30 34.64%	843 59.31%a	367 60.22%	377 56.18%	64 54.16%	70 61.63%	- -	180 53.14%	301 55.83%	251 59.90%	142 67.89%hi	46 52.00%	333 54.05%	356 64.76%lm	42 52.81%	218 46.58%	124 51.48%	851 64.47%opq	103 35.99%	972 63.26%uvw	94 38.25%	64 45.09%w	10 22.95%	30 50.56%w

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 47

S12. Which, if any, of the following do you do to reduce the amount of energy you use in your home?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Heat the home to a lower temperature	1097 52.06%	515 50.08%	576 53.66%	72 31.37%	151 41.78%c d	169 50.41%c de	223 60.77%c de	182 56.52%c d	300 60.91%c de	925 52.24%	1008 52.28%	89 49.68%	52 52.20%	32 53.40%	42 48.75%	130 55.76%	92 52.73%	99 54.38%	90 59.05%a	94 47.72%	136 49.00%	146 50.99%	96 52.91%	265 53.47%	378 50.72%	282 53.25%	297 53.50%	321 52.80%	213 48.29%	266 52.87%	271 55.01%	374 54.27%	245 52.85%	164 47.95%	4 19.12%	40 44.48%
Have the heating on less often	1506 71.43%	704 68.45%	800 74.53%a	133 58.32%	239 65.98% d	253 75.30%c d	278 75.59%c d	245 75.99%c d	359 72.80%c d	1256 70.93%	1367 70.88%	139 77.34%t	68 68.41%	44 73.76%	58 67.52%	175 74.63%t	129 73.85%t	123 68.09%	112 73.75%	142 72.46%	178 64.11%	203 70.74%	135 74.54%t	362 73.11%	516 69.19%	377 71.33%	382 68.79%	441 72.43%	309 69.99%	374 74.42%	342 69.46%	505 73.29%	342 73.87%	242 70.79%	12 50.65%	57 64.31%
Switch off appliances at the mains (i.e. not on standby)	1175 55.73%	500 48.64%	672 62.62%a	93 40.92%	168 46.42%	192 57.15%c d	237 64.48%c d	197 61.19%c d	288 58.38%c d	975 55.05%	1071 55.55%	103 57.66%	66 66.70%i pqtv	31 51.74%	50 57.61%	130 55.72%	90 51.67%	97 53.38%	92 60.31%	116 59.00%	140 50.19%	164 57.32%	96 53.14%	271 54.62%	400 53.65%	304 57.45%	284 51.20%	346 56.84%	236 53.54%	308 61.31%AC	288 58.45%	366 53.00%	256 55.21%	202 59.10%	7 29.35%	52 59.07%
Switch off lights when not needed	1810 85.86%	850 82.65%	958 89.21%a	147 64.42%	281 77.42%c d	286 85.12%c d	329 89.69%c de	299 92.83%c de	468 95.11%c def	1504 84.95%	1649 85.50%	161 89.73%t	89 90.14%t	56 94.45%i ntv	70 81.51%	202 86.26%t	149 85.24%t	153 84.66%	139 91.26%n tv	178 90.74%n t	214 76.74%	248 86.62%t	151 83.29%	421 85.07%	613 82.13%	470 88.81%x C	463 83.43%	516 84.86%	376 85.10%	455 90.42%AB	438 88.83%FH	577 83.61%	422 91.12%FH	282 82.50%	10 44.96%	76 85.86%
Use energy efficient settings for appliances (e.g. Eco mode)	836 39.64%	422 41.06%	411 38.27%	58 25.38%	135 37.14%c d	154 45.89%c d	149 40.53%c	140 43.43%c	200 40.66%c	690 38.94%	753 39.05%	82 45.91%	43 43.12%	21 35.50%	29 33.72%	93 39.56%	76 43.47%	66 36.44%	61 40.41%	72 36.82%	102 36.79%	105 36.60%	65 46.86%u	198 39.92%	292 39.16%	200 37.72%	239 43.03%D	250 41.12%	164 37.07%	183 36.35%	219 44.51%HJ	272 39.51%	192 41.50%J	121 35.58%	3 12.78%	25 28.39%
Use appliances less often	1027 48.73%	453 44.09%	573 53.37%a	83 36.40%	168 46.21%c	171 50.89%c d	199 54.31%c d	155 48.16%c	251 51.02%c	848 47.90%	930 48.22%	97 54.20%	47 47.89%	34 58.41%	37 42.46%	120 51.31%	91 51.83%	88 48.40%	73 48.04%	95 48.42%	132 47.28%	135 47.17%	78 43.22%	247 49.95%	345 46.25%	256 48.31%	265 47.72%	298 48.96%	201 45.51%	263 52.39%	239 48.51%	338 48.95%	236 50.93%	171 50.17%	3 13.40%	39 43.79%
Use less hot water	987 46.84%	469 45.62%	516 48.10%	81 35.52%	127 34.97%	154 45.74%c d	194 52.83%c d	166 51.50%c d	266 54.04%c de	817 46.15%	888 46.02%	100 55.57%ij jnqru	45 45.12%	26 43.65%	30 34.32%	124 53.11%n qr	90 51.64%n	74 40.94%	64 41.95%	92 46.78%	129 46.21%	127 44.42%	87 48.21%n	244 49.32%	343 46.01%	230 43.40%	242 43.70%	267 43.81%	213 48.27%	265 52.70%AB	221 44.92%	332 48.11%	215 46.49%	170 49.77%	4 16.35%	41 45.67%
Other	54 2.58%	36 3.48%b	19 1.74%	4 1.91%	7 2.04%	2 0.66%	10 2.77%a	15 4.79%a	15 3.01%a	45 2.53%	50 2.62%	4 2.19%	5 4.88%v	1 1.30%	2 1.85%	5 2.30%	7 3.81%v	6 3.07%	4 2.53%	6 3.29%	6 2.03%	9 3.08%	1 0.50%	14 2.75%	15 2.06%	16 3.00%	14 2.60%	16 2.63%	6 1.28%	18 3.65%C	10 1.94%	14 2.05%	17 3.70%	7 2.16%	- -	5 5.79%
Don't know	28 1.31%	18 1.78%	9 0.86%	9 3.90%gh	5 1.40%	4 1.05%	5 1.37%	3 0.78%	2 0.51%	25 1.40%	26 1.36%	1 0.73%	1 0.68%	1 1.14%	7 8.67%kl opqrstu v	3 1.44%	3 1.88%	1 0.72%	1 0.63%	- -	3 1.18%	4 1.30%	1 0.79%	14 2.86%xy	8 1.13%	2 0.43%	5 0.95%	11 1.77%	3 0.66%	9 1.70%	1 0.27%	14 2.09%LE	3 0.68%	4 1.06%	2 7.31%	3 3.82%EG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 47

S12. Which, if any, of the following do you do to reduce the amount of energy you use in your home?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Not applicable - I'm not the decision maker / I don't do anything to reduce the amount of energy I use	45 2.12%	28 2.76%	16 1.53%	14 6.07%dfgh	7 2.07%	11 3.22%h	5 1.37%	4 1.13%	4 0.81%	40 2.26%	43 2.22%	2 1.05%	1 1.20%	2 2.88%	* 0.47%	4 1.56%	1 0.34%	4 2.40%	4 2.59%	5 2.60%	8 2.75%	6 2.26%	8 4.31%p	5 0.94%	22 2.94%w	13 2.53%	13 2.41%	10 1.69%	10 2.15%	12 2.30%	5 1.11%	19 2.75%	6 1.24%	12 3.39%E	1 3.12%	1 0.74%
NET: Those who reduce the amount of energy in their home	2036 96.57%	981 95.46%	1048 97.61%a	205 90.04%	350 96.53%c	322 95.73%c	357 97.27%c	316 98.09%c	486 98.69%cde	1706 96.34%	1860 96.42%	176 98.22%n	97 98.12%n	57 95.98%	79 90.86%	227 97.00%n	171 97.78%n	176 96.88%n	147 96.78%	191 97.40%n	267 96.06%	276 96.44%n	172 94.90%	477 96.20%	716 95.93%	513 97.04%	536 96.64%	588 96.54%	429 97.19%	483 96.00%	486 98.62%FH	656 95.16%	454 98.08%F	326 95.56%	21 89.58%	85 95.43%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 48

S12. Which, if any, of the following do you do to reduce the amount of energy you use in your home?

Base: All respondents

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Heat the home to a lower temperature	1097 52.06%	492 48.96%	137 56.46%a c	104 45.53%	34 44.91%	86 64.65%a cd	198 58.55%a c	47 54.26%	804 56.22%k	481 57.79%l mno	323 54.02%m no	283 43.73%	115 45.42%	52 36.99%	116 45.79%	10 33.87%	250 56.76%	323 50.56%	407 51.98%	872 51.50%	225 54.32%	306 56.19%	791 51.03%	31 52.28%	95 52.08%	124 62.37%D EGH	134 52.35%	98 46.26%	91 53.16%	83 50.22%	76 45.45%	248 55.07%E H	7 50.26%	7 77.65%	508 51.31%	408 53.30%	143 52.41%	15 36.21%	882 55.16%Q S	200 41.71%	949 55.38%Q S	132 38.62%
Have the heating on less often	1506 71.43%	717 71.36%	189 78.03%a cf	146 64.00%	58 76.77%	100 74.88%	233 68.92%	63 73.21%	1034 72.30%	583 70.06%	451 75.42%l lo	454 70.19%	167 66.26%	102 72.12%	186 73.03%	18 57.25%	318 72.30%	456 71.30%	557 71.12%	1199 70.82%	307 73.93%	414 75.86%x	1071 70.20%	37 64.01%	126 69.01%	155 77.77%A I	180 70.25%	153 72.68%	122 71.17%	122 73.38%	121 72.23%	314 69.87%	6 39.70%	6 72.71%	729 73.67%N	551 71.93%	182 66.69%	24 56.20%	1194 74.63%Q S	291 60.62%S	1279 74.58%Q S	191 55.76%
Switch off appliances at the mains (i.e. not on standby)	1175 55.73%	521 51.91%	154 63.63%a c	119 52.28%	50 66.22%a	90 67.37%a cf	190 56.06%	51 58.73%	808 56.50%	480 57.63%n	328 54.92%	350 54.11%	144 56.97%	81 57.19%	126 49.57%	17 54.09%	284 64.50%a t	333 52.05%	419 53.53%	915 54.02%	260 62.73%u	339 62.09%x	820 53.76%	34 57.24%	120 65.58%E FGI	131 65.64%E FGI	146 57.00%	105 49.99%	81 47.22%	86 51.94%	103 61.27%E FI	230 51.22%	9 65.42%	2 19.92%	568 57.43%	419 54.73%	150 55.02%	17 39.92%	945 59.04%Q S	215 44.82%	1012 59.02%Q S	138 40.39%
Switch off lights when not needed	1810 85.86%	829 82.51%	214 88.19%a c	179 78.61%	69 90.50%	125 93.80%a c	321 94.74%a bcg	74 86.37%	1270 88.82%k	752 90.35%lj lmno	518 86.70%m no	517 79.92%	206 81.74%	114 80.53%	198 77.77%	23 73.32%	385 87.38%	545 85.21%	674 86.11%	1427 84.25%	383 92.45%u	497 91.16%x	1288 84.48%	50 85.70%	161 88.28%	173 87.04%	217 84.60%	183 86.72%	145 84.28%	148 89.38%	141 84.32%	385 85.57%	11 75.73%	7 78.39%	884 89.31%M N	648 84.55%	226 82.79%	26 61.38%	1396 87.29%Q S	391 81.46%	1504 87.74%Q S	269 78.77%
Use energy efficient settings for appliances (e.g. Eco mode)	836 39.64%	410 40.83%	97 40.01%	79 34.48%	25 32.43%	47 35.33%	146 43.27%	32 36.93%	604 42.20%k	330 39.61%	274 45.82%l lmn	223 34.45%	86 34.06%	45 32.17%	92 36.11%	9 29.27%	151 34.20%	247 38.62%	342 43.70%r	658 38.86%	178 42.81%	232 42.46%	592 38.82%	21 36.03%	56 30.57%	74 37.00%	108 42.26%B	79 37.45%	60 34.64%	68 40.70%	70 41.47%	205 45.64%B F	3 21.24%	5 61.57%	370 37.41%	311 40.57%	129 47.08%L	12 27.97%	696 43.48%Q S	131 27.36%	738 43.02%Q S	91 26.52%
Use appliances less often	1027 48.73%	475 47.24%	139 57.40%a cf	100 43.87%	41 54.17%	77 58.06%a cf	157 46.39%	38 44.58%	703 49.14%	405 48.61%	298 49.90%	309 47.79%	124 49.24%	65 46.24%	120 47.20%	15 49.34%	249 56.54%a t	305 47.77%	369 47.14%	805 47.57%	222 53.48%u	288 52.75%x	723 47.43%	33 56.66%	101 54.97%E	115 57.95%E I	131 51.07%	93 43.96%	82 47.50%	80 48.38%	82 48.70%	207 46.10%	3 22.87%	4 40.67%	474 47.93%	381 49.77%	145 52.98%	16 38.65%	844 52.75%Q S	171 35.52%S	902 52.61%Q S	104 30.42%
Use less hot water	987 46.84%	432 43.03%	125 51.66%a c	94 41.34%	42 54.91%	77 57.98%a c	172 50.68%a	45 52.73%	682 47.68%	422 50.69%lj no	260 43.49%	297 45.84%	122 48.56%o	64 45.35%	110 43.41%	9 28.33%	238 54.17%a t	300 46.92%	344 43.86%	783 46.27%	204 49.14%	292 53.48%x	678 44.46%	27 46.00%	97 53.11%l	114 57.55%D FGI	119 46.43%	103 48.96%	78 45.16%	70 42.29%	81 48.02%	193 42.89%	6 42.05%	2 27.72%	478 48.32%	356 46.47%	129 47.30%	10 24.38%	809 50.58%Q S	167 34.69%	859 50.10%Q S	114 33.39%
Other	54 2.58%	24 2.43%	3 1.40%	9 3.97%	- -	6 4.19%	12 3.54%	- -	33 2.31%	23 2.72%	10 1.74%	20 3.13%	11 4.41%	1 0.87%	8 3.10%	1 3.62%	16 3.57%	19 2.94%	17 2.19%	40 2.34%	15 3.55%	16 3.00%	38 2.49%	2 3.39%lH	7 3.56%lH	7 3.62%H	5 2.08%	8 3.90%H	5 3.03%lH	6 3.51%lH	- -	11 2.52%H	- -	- -	25 2.57%	21 2.69%	7 2.65%	1 2.69%	40 2.52%	14 2.92%	48 2.78%	7 1.99%
Don't know	28 1.31%	13 1.32%	1 0.22%	7 3.00%bf	2 2.13%	2 1.17%	1 0.28%	3 3.22%bf	13 0.93%	6 0.69%	8 1.28%	14 2.19%h	6 2.45%	2 1.59%	6 2.27%l	- -	6 1.33%	10 1.54%	5 0.62%	23 1.34%	5 1.15%	9 1.60%	12 0.82%	1 1.07%	3 1.85%	2 0.93%	5 1.76%	3 1.52%	2 1.26%	2 1.06%	1 0.67%	2 0.44%	1 10.29%	- -	10 1.05%	8 1.07%	3 1.10%	2 5.36%	13 0.81%	13 2.73%PR	13 0.76%	10 2.99%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 48

S12. Which, if any, of the following do you do to reduce the amount of energy you use in your home?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - I'm not the decision maker / I don't do anything to reduce the amount of energy I use	45 2.12%	24 2.41%f	3 1.16%	13 5.52%abf	- -	2 1.65%	1 0.28%	2 2.41%	26 1.80%	14 1.69%	12 1.95%	16 2.44%	6 2.27%	1 0.51%	9 3.67%jl m	3 10.59%lj lm	7 1.69%	15 2.33%	17 2.16%	40 2.37%	5 1.10%	11 1.98%	31 2.02%	1 2.12%	3 1.43%	4 1.80%	4 1.69%	7 3.16%G	4 2.29%	- -	5 3.27%G	11 2.54%G	- -	- -	21 2.12%	16 2.11%	6 2.02%	1 2.79%	23 1.44%	20 4.27%PR	23 1.36%	17 5.06%PR
NET: Those who reduce the amount of energy in their home	2036 96.57%	967 96.27%c	239 98.62%a cg	208 91.48%	74 97.87%	129 97.18%	337 99.44%a cg	81 94.36%	1391 97.27%k	813 97.62%n o	578 96.77%n o	617 95.38%	240 95.28%	138 97.91%n o	239 94.07%	27 89.41%	427 96.98%	615 96.12%	761 97.22%	1630 96.28%	405 97.75%	526 96.43%	1482 97.17%	57 96.82%	177 96.72%	193 97.28%	248 96.56%	201 95.32%	166 96.46%	164 98.94%	161 96.06%	436 97.02%	12 89.71%	9 100.00%	958 96.83%	742 96.83%	265 96.88%	39 91.89%	1564 97.75%Q S	447 93.00%	1678 97.88%Q S	314 91.95%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 49

S12. Which, if any, of the following do you do to reduce the amount of energy you use in your home?
Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	2108	83	1445	630	680	118	104	-	345	539	425	210	85	633	559	79	463	240	1326	278	1563	240	138	38	56
Weighted base	2108	86*	1421	610	670	119	113*	.**	339	539	418	210	89*	616	549	80*	468	240	1319	287	1536	245	142	42*	60*
Heat the home to a lower temperature	1097 52.06%	44 51.58%	772 54.36%	316 51.81%	367 54.78%	69 58.14%	67 59.38%	- -	192 56.61%	300 55.69%	215 51.47%	110 52.49%	47 52.41%	350 56.92%	283 51.53%	52 65.16%r	257 54.91%	136 56.71%	652 49.40%	119 41.48%	858 55.87%su	99 40.21%	71 49.80%	21 48.83%	28 46.68%
Have the heating on less often	1506 71.43%	49 57.32%	1048 73.77%a	428 70.26%	494 73.76%	92 77.49%	84 74.70%	- -	259 76.48%k	393 72.83%k	310 74.02%k	134 63.97%	68 76.90%	457 74.20%	396 72.12%	61 75.22%	337 72.04%	174 72.24%	935 70.84%	187 65.12%x	1156 75.27%suwx	165 67.28%x	96 67.81%x	22 52.60%	27 45.24%
Switch off appliances at the mains (i.e. not on standby)	1175 55.73%	46 53.39%	800 56.33%	306 50.13%	396 59.11%c	69 57.69%	77 68.27%c	- -	204 60.10%k	315 58.38%k	225 53.69%	102 48.51%	50 55.96%	347 56.31%	311 56.57%	53 66.47%r	276 58.92%	129 53.50%	717 54.35%	145 50.31%	886 57.65%w	128 52.27%	78 55.31%	16 38.92%	34 55.90%
Switch off lights when not needed	1810 85.86%	64 75.01%	1258 88.53%a	504 82.60%	605 90.26%c	112 93.80%c	107 95.10%c	- -	291 85.77%	481 89.12%	375 89.73%	177 84.53%	72 81.07%	549 89.17%l	493 89.69%l	74 91.87%	399 85.37%	204 84.85%	1133 85.86%	217 75.65%	1376 89.56%suwx	187 76.36%	124 87.64%suwx	30 71.58%	40 65.87%
Use energy efficient settings for appliances (e.g. Eco mode)	836 39.64%	41 47.45%	584 41.07%	240 39.36%	276 41.11%	59 49.87%c	51 45.30%	- -	155 45.84%jk	240 44.42%jk	155 37.12%	73 34.83%	50 56.58%n	280 45.50%n	185 33.66%	53 65.43%pqr	215 46.03%r	118 49.31%r	449 34.03%	103 35.99%	630 41.00%	86 35.30%	64 44.88%	17 40.04%	21 34.39%
Use appliances less often	1027 48.73%	35 40.96%	706 49.67%	278 45.67%	337 50.32%	55 45.95%	72 63.88%cde	- -	181 53.52%j	276 51.13%	189 45.13%	93 44.42%	45 50.01%	322 52.30%n	248 45.16%	43 53.99%	244 52.19%	125 51.94%	615 46.60%	132 46.06%w	759 49.40%w	120 48.90%w	79 55.81%w	13 29.58%	29 47.43%
Use less hot water	987 46.84%	33 38.52%	681 47.96%	247 40.52%	338 50.48%c	65 54.62%c	66 58.21%c	- -	173 51.09%j	287 53.22%jk	165 39.38%	89 42.20%	54 60.23%n	302 49.00%	242 44.11%	46 57.00%r	237 50.67%r	123 51.22%	581 44.06%	115 40.16%w	746 48.53%w	106 43.37%w	68 48.10%w	9 21.58%	31 51.68%w
Other	54 2.58%	1 1.06%	37 2.60%	13 2.08%	18 2.64%	4 3.70%	3 2.70%	- -	8 2.50%	10 1.83%	14 3.26%	6 2.78%	1 0.88%	13 2.16%	19 3.39%	4 4.58%	14 2.92%	11 4.41%r	26 2.01%	4 1.37%	43 2.83%	4 1.60%	3 1.90%	- -	3 4.30%
Don't know	28 1.31%	- -	10 0.70%	6 0.96%	4 0.62%	- -	- -	- -	- -	3 0.54%	5 1.21%	1 0.48%	- -	1 0.15%	4 0.81%	- -	2 0.39%	3 1.26%	23 1.72%p	1 0.26%	16 1.07%	1 0.30%	1 0.80%	- -	- -
Not applicable - I'm not the decision maker / I don't do anything to reduce the amount of energy I use	45 2.12%	- -	27 1.93%	14 2.36%	9 1.31%	1 0.97%	3 2.76%	- -	5 1.36%	9 1.64%	6 1.45%	7 3.30%	- -	5 0.86%	14 2.56%n	- -	5 1.14%	2 0.64%	38 2.87%p	5 1.75%	25 1.62%	5 2.05%	3 2.41%	- -	1 2.07%

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

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 49
S12. Which, if any, of the following do you do to reduce the amount of energy you use in your home?
Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Weighted base	2108	86*	1421	610	670	119	113*	.**	339	539	418	210	89*	616	549	80*	468	240	1319	287	1536	245	142	42*	60*
NET: Those who reduce the amount of energy in their home	2036 96.57%	86 100.00%	1383 97.37%	589 96.68%	657 98.07%	118 99.03%	110 97.24%	- -	334 98.64%	528 97.82%	407 97.34%	202 96.22%	89 100.00%	609 98.98%n	531 96.63%	80 100.00%	461 98.46%r	236 98.10%	1259 95.41%	282 98.00%	1495 97.31%	239 97.65%	137 96.79%	42 100.00%	59 97.93%

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

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 50
S13. Does your home have any of the following insulation improvements? - Summary
Base: All homeowners

	Cavity wall insulation	Solid wall insulation	Roof/loft insulation	Floor insulation	Tanks, pipes and radiators insulation	Windows/doors double or triple glazing	Draught-proofing
Unweighted base	1416	1416	1416	1416	1416	1416	1416
Weighted base	1430	1430	1430	1430	1430	1430	1430
Yes	709 49.57%	285 19.95%	1161 81.17%	253 17.70%	741 51.83%	1286 89.93%	677 47.38%
No	489 34.23%	791 55.31%	198 13.86%	966 67.56%	479 33.49%	110 7.70%	548 38.34%
Don't know	232 16.20%	354 24.74%	71 4.96%	211 14.75%	210 14.68%	34 2.37%	204 14.28%

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 51

S13. Does your home have any of the following insulation improvements? - Cavity wall insulation

Base: All homeowners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Yes	709 49.57%	379 52.45%b	330 46.86%	28 27.65%	78 38.35%	120 52.51%c d	121 49.49%c d	132 54.16%c d	230 56.29%c d	607 50.30%	665 50.25%	43 41.08%	31 43.87%	27 58.54%t	29 52.30%t	93 57.98%k ltu	68 53.53%t	66 52.12%t	61 53.33%t	81 56.41%k tu	56 34.50%	82 44.10%	72 53.90%t	190 55.40%x	209 43.62%	208 54.08%x	196 46.31%	207 49.01%	168 50.91%	138 54.18%	268 59.73%FG H	254 49.38%GH	112 38.12%	42 35.47%	1 32.70%	30 64.98%GH
No	489 34.23%	246 34.05%	241 34.22%	37 36.31%	64 31.43%	72 31.54%	81 33.01%	89 36.29%	147 36.11%	410 33.92%	451 34.02%	39 36.81%	29 41.04%r	12 25.96%	18 31.59%	48 30.03%	42 32.61%	44 35.09%	29 25.36%	39 27.63%	71 43.99%m ors	66 35.64%	53 39.28%r	107 31.24%	189 39.46%w y	113 29.41%	156 36.91%	134 31.84%	113 34.08%	86 33.93%	122 27.14%	173 33.72%E	130 44.06%EF	47 39.62%E	3 67.30%	14 30.63%
Don't know	232 16.20%	98 13.50%	133 18.92%a	36 36.05%e fgh	62 30.22%e fgh	36 15.96%g h	43 17.50%gh	23 9.55%	31 7.60%	191 15.78%	208 15.73%	23 22.11%o v	11 15.09%	7 15.51%	9 16.10%	19 11.99%	18 13.87%	16 12.79%	24 21.30%o v	23 15.96%v	35 21.52%o v	37 20.26%ov	9 6.82%	46 13.35%	81 16.93%	63 16.51%	71 16.78%	81 19.15%D	50 15.01%	30 11.89%	59 13.13%	87 16.90%J	52 17.83%J	30 24.92%EJ	- -	2 4.39%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 52

S13. Does your home have any of the following insulation improvements? - Cavity wall insulation

Base: All homeowners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Yes	709 49.57%	336 47.91%	73 42.74%	34 42.30%	19 65.78%	51 55.95%b	176 57.58%a bcg	21 38.76%	709 49.57%	446 53.52%j	263 44.07%	- -	- -	- -	- -	- -	107 47.90%	218 51.88%	309 48.77%	537 48.25%	172 54.20%	159 51.00%	545 49.32%	9 41.07%	39 45.42%	58 51.12%	86 56.58%G	71 49.48%	60 48.90%	56 44.11%	67 50.51%	186 49.74%	4 100.00%	2 43.94%	326 50.80%	276 49.62%	96 47.17%	3 22.96%	549 50.58%	156 47.25%	593 50.16%	104 47.17%
No	489 34.23%	227 32.36%	66 38.25%	27 33.99%	8 27.64%	34 37.91%	105 34.24%	23 43.38%	489 34.23%	296 35.53%	194 32.41%	- -	- -	- -	- -	- -	95 42.69%s t	135 32.14%	212 33.49%	386 34.66%	104 32.72%	102 32.79%	383 34.66%	11 48.27%	41 46.80%D Fi	44 38.49%	47 30.67%	49 33.99%	39 31.78%	54 42.86%D I	47 35.59%	111 29.56%	- -	2 33.38%	218 33.96%	187 33.57%	76 37.56%	5 41.39%	371 34.19%	112 33.99%	407 34.42%	76 34.52%
Don't know	232 16.20%	138 19.73%e f	33 19.01%e f	19 23.71%ef	2 6.58%	6 6.14%	25 8.18%	9 17.86%e f	232 16.20%	91 10.96%	140 23.52%i	- -	- -	- -	- -	- -	21 9.41%	67 15.98%r	112 17.74%r	190 17.09%	42 13.08%	50 16.21%	177 16.02%	2 10.66%	7 7.78%	12 10.39%	19 12.75%	24 16.54%	24 19.32%B	17 13.03%	18 13.89%	77 20.70%BCD	- -	1 22.67%	98 15.24%	93 16.81%	31 15.26%	4 35.65%	165 15.23%	62 18.76%	182 15.42%	40 18.31%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 53

S13. Does your home have any of the following insulation improvements? - Cavity wall insulation

Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Yes	709 49.57%	46 61.56%	566 51.66%	261 56.13%e	277 51.79%	38 42.06%	37 44.93%	- -	121 45.65%	230 53.31%	178 55.36%h	83 54.84%	39 57.79%	241 49.30%	222 53.16%	36 60.67%	171 50.84%	96 55.94%r	406 47.04%	59 41.33%	552 50.60%	48 42.24%	69 58.63%su	11 37.63%	21 56.55%
No	489 34.23%	23 30.54%	359 32.79%	133 28.66%	178 33.24%	41 45.32%cd	31 38.10%	- -	103 38.96%j	141 32.82%	90 27.84%	48 32.05%	21 30.53%	164 33.55%	138 33.00%	16 27.75%	131 38.98%	53 30.79%	289 33.50%	60 41.71%	372 34.11%	45 38.94%	36 30.42%	15 52.93%	11 29.69%
Don't know	232 16.20%	6 7.90%	170 15.55%	71 15.22%	80 14.97%	12 12.62%	14 16.97%	- -	41 15.39%	60 13.87%	54 16.80%	20 13.11%	8 11.68%	84 17.15%	58 13.85%	7 11.57%	34 10.18%	23 13.27%	168 19.46%p	24 16.96%	167 15.29%	22 18.82%	13 10.96%	3 9.43%	5 13.75%

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 54

S13. Does your home have any of the following insulation improvements? - Solid wall insulation

Base: All homeowners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Yes	285 19.95%	154 21.35%	131 18.60%	35 34.58%f gh	50 24.66%h	59 25.91%g h	49 20.01%h	44 18.05%h	48 11.72%	246 20.37%	269 20.31%	16 15.38%	13 18.57%	10 21.34%	11 20.41%	38 24.00%r	27 20.83%	30 23.80%	17 14.38%	23 15.90%	43 26.86%k rs	32 17.50%	25 18.41%	76 22.24%	100 20.90%	69 18.05%	101 23.76%B D	72 17.14%	74 22.31%D	39 15.19%	100 22.20%	102 19.78%	54 18.41%	20 16.60%	1 30.55%	9 18.32%
No	791 55.31%	426 58.90%b	363 51.54%	31 30.42%	83 40.43%	119 52.21%c d	127 51.87%c d	149 61.16%c df	282 69.22%c defg	665 55.08%	733 55.37%	58 54.53%	43 60.79%	26 54.73%	28 51.29%	91 56.76%	72 56.65%	69 54.57%	60 52.16%	77 53.69%	75 46.33%	101 54.51%	92 68.91%k nopstu	192 55.84%	268 55.79%	206 53.53%	213 50.44%	238 56.30%	186 56.40%	153 60.35%A	243 54.16%	286 55.62%	168 57.08%	62 51.69%	2 36.75%	31 65.81%
Don't know	354 24.74%	143 19.75%	210 29.86%a	35 35.00%e gh	71 34.91%e gh	50 21.88%	69 28.11%h	51 20.78%	78 19.06%	296 24.55%	322 24.32%	32 30.08%o v	14 20.64%	11 23.94%	16 28.30%v	31 19.24%	29 22.52%	27 21.63%	38 33.46%o qv	43 30.41%o v	43 26.80%v	52 27.98%v	17 12.68%	75 21.92%	112 23.31%	109 28.43%w	109 25.80%	112 26.56%	70 21.29%	62 24.46%	106 23.63%	126 24.60%	72 24.51%	38 31.71%	1 32.70%	7 15.86%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 55

S13. Does your home have any of the following insulation improvements? - Solid wall insulation

Base: All homeowners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£49k (G)	>£49k-£55k (H)	<£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Yes	285 19.95%	174 24.88%a f	39 22.46%a f	15 18.54%	5 17.91%	9 9.72%	30 9.96%	13 24.78%a f	285 19.95%	146 17.52%	139 23.32%l	-	-	-	-	-	39 17.29%	65 15.60%	154 24.30%r s	228 20.53%	57 17.89%	52 16.74%	231 20.85%	5 21.04%	17 19.31%	17 15.03%	27 17.60%	17 11.84%	22 17.53%	20 15.68%	29 22.11%E	105 28.00%CDEFG	- -	1 22.67%	119 18.55%	115 20.70%	47 23.29%	2 21.43%	220 20.29%	63 19.02%	247 20.88%	33 15.23%
No	791 55.31%	344 49.10%	89 51.80%	41 50.71%	14 46.87%	60 66.82%a b	215 70.55%a bcg	28 52.89%	791 55.31%	506 60.82%j	285 47.63%	- -	- -	- -	- -	- -	138 61.67%t	255 60.81%t	327 51.59%	610 54.79%	181 57.15%	168 54.06%	616 55.74%	13 56.69%	50 57.94%kl	75 65.47%kl	87 57.50%kl	100 69.55%kD FHI	67 54.69%kl I	86 67.87%kF I	76 57.32%kl	165 44.03%	1 32.01%	3 56.31%	367 57.19%	304 54.73%	107 52.88%	4 32.51%	591 54.44%	194 58.96%	644 54.47%	138 62.75%PR
Don't know	354 24.74%	182 26.02%f	44 25.74%	25 30.75%	10 35.23%	21 23.46%	60 19.49%	12 22.33%	354 24.74%	180 21.66%	173 29.04%l	- -	- -	- -	- -	- -	47 21.04%	99 23.58%	153 24.11%	275 24.68%	79 24.96%	91 29.20%lx	259 23.41%	5 22.27%	20 22.75%	22 19.51%	38 24.90%	27 18.61%	34 27.78%G	21 16.44%	27 20.57%	105 27.98%E G	3 67.99%	1 21.02%	156 24.25%	137 24.57%	48 23.84%	5 46.06%	274 25.27%	73 22.02%	291 24.65%	48 22.02%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 56

S13. Does your home have any of the following insulation improvements? - Solid wall insulation

Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Yes	285 19.95%	38 50.68%ub	203 18.59%	118 25.38%de	100 18.68%	12 12.67%	14 16.78%	-	58 21.78%	83 19.27%	71 22.08%	31 20.68%	25 37.27%mn	88 17.99%	68 16.23%	13 21.36%	86 25.62%r	34 19.78%	152 17.67%	44 30.75%tu	196 17.95%	30 26.11%	31 26.65%t	14 49.61%	9 24.54%
No	791 55.31%	26 34.73%	622 56.80%a	234 50.35%	314 58.66%c	60 65.74%c	41 50.58%	-	154 58.06%j	252 58.54%j	157 48.73%	85 56.43%	27 39.36%	280 57.24%l	255 61.14%l	35 59.72%	191 56.80%	102 59.33%	462 53.62%	70 49.09%	621 56.98%	59 51.09%	61 51.48%	12 40.96%	22 59.75%
Don't know	354 24.74%	11 14.59%	269 24.60%	113 24.27%	121 22.66%	20 21.59%	27 32.64%	-	53 20.16%	96 22.19%	94 29.19%hi	35 22.89%	16 23.38%	121 24.77%	94 22.62%	11 18.92%	59 17.58%	36 20.89%	248 28.71%pq	29 20.16%	273 25.08%	26 22.80%	26 21.87%	3 9.43%	6 15.71%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 57

S13. Does your home have any of the following insulation improvements? - Roof/loft insulation

Base: All homeowners

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Yes	1161 81.17%	602 83.37%b	556 79.04%	60 59.79%	137 67.10%	180 78.82%c d	194 79.62%c d	214 87.64%c def	375 91.91%c def	972 80.52%	1071 80.89%	90 84.72%t	57 81.00%	42 90.35%q t	44 79.12%	138 86.24%q t	99 77.30%	95 75.21%	97 84.43%t	131 91.98%t npqtuv	112 69.77%	152 82.20%t	104 77.36%	281 81.76%	368 76.68%	324 84.20%x	342 80.89%	347 82.23%	262 79.23%	210 82.42%	407 90.68%FG H	415 80.76%H	238 80.83%H	58 48.68%	1 30.55%	41 89.05%H
No	198 13.86%	91 12.57%	106 15.05%	31 30.65%e fgh	48 23.26%f gh	38 16.73%g h	38 15.59%gh	23 9.33%h	21 5.07%	171 14.13%	186 14.04%	12 11.64%	11 15.41%s	5 9.65%	5 9.25%	15 9.09%	21 16.60%s	24 18.95%s su	12 10.79%	9 6.08%	38 23.65%k mnonsu	20 10.60%	27 20.16%o su	41 11.91%	85 17.65%w y	45 11.73%	59 13.88%	57 13.52%	50 15.28%	32 12.57%	31 6.91%	76 14.84%E	47 16.00%EJ	39 32.93%E FGJ	2 36.75%	2 4.36%
Don't know	71 4.96%	29 4.06%	42 5.91%	10 9.55%gh	20 9.64%ag h	10 4.45%	12 4.79%	7 3.03%	12 3.02%	65 5.35%	67 5.07%	4 3.64%	3 3.60%	- -	6 11.63%ms v	7 4.66%	8 6.10%	7 5.84%	5 4.78%	3 1.94%	11 6.57%	13 7.20%s	3 2.48%	22 6.33%	27 5.67%	16 4.07%	22 5.23%	18 4.25%	18 5.49%	13 5.01%	11 2.41%	23 4.40%	9 3.17%	22 18.39%E FG	1 32.70%	3 6.59%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 58

S13. Does your home have any of the following insulation improvements? - Roof/loft insulation

Base: All homeowners

		Working Status								Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Yes	1161 81.17%	537 76.66%	133 77.67%	57 71.45%	27 92.77%	80 88.35%a bc	282 92.37%a bc	45 83.80%	1161 81.17%	689 82.78%	472 78.93%	- -	- -	- -	- -	- -	181 80.93%	332 79.15%	519 81.95%	877 78.86%	283 89.30%u	257 82.54%	896 81.03%	18 79.82%	67 77.62%	96 83.66%	122 80.16%	113 78.63%	97 78.51%	103 81.16%	102 76.86%	314 84.03%	2 62.28%	6 100.00%	531 82.71%	446 80.23%	163 80.27%	8 69.02%	895 82.40%S	260 78.87%	982 83.05%S	164 74.77%
No	198 13.86%	124 17.71%ef	29 17.02%e	16 19.67%ef	1 3.83%	4 4.54%	19 6.13%	5 10.09%	198 13.86%	105 12.62%	93 15.60%	- -	- -	- -	- -	- -	32 14.23%	62 14.83%	94 14.80%	173 15.54%v	25 7.99%	32 10.39%	165 14.89%w	3 15.29%	14 16.55%	14 12.26%	18 12.01%	25 17.70%	18 14.97%	22 17.10%	25 18.96%	47 12.55%	- -	- -	84 13.13%	87 15.56%	24 11.78%	4 30.98%	141 13.03%	52 15.79%	156 13.23%	36 16.35%
Don't know	71 4.96%	39 5.64%f	9 5.31%f	7 8.87%f	1 3.40%	6 7.11%f	5 1.50%	3 6.11%f	71 4.96%	38 4.60%	33 5.47%	- -	- -	- -	- -	- -	11 4.84%	25 6.02%t	21 3.24%	62 5.60%v	9 2.71%	22 7.07%x	45 4.08%	1 4.89%	5 5.84%	5 4.08%	12 7.83%GI	5 3.67%	8 6.53%	2 1.74%	6 4.18%	13 3.42%	1 37.72%	- -	27 4.16%	23 4.21%	16 7.96%LM	- -	50 4.57%R	18 5.34%	44 3.72%	20 8.88%PQR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 59

S13. Does your home have any of the following insulation improvements? - Roof/loft insulation

Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	-**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Yes	1161 81.17%	62 82.58%	929 84.83%	392 84.51%	453 84.81%	74 80.81%	73 89.62%	- -	217 82.08%	360 83.57%	283 87.71%	131 86.96%	60 88.08%	411 83.96%	360 86.37%	50 84.44%	285 84.83%r	148 85.95%r	677 78.57%	92 64.52%	927 84.99%aux	71 62.18%	102 86.55%su	21 74.04%	26 72.03%
No	198 13.86%	12 16.12%	122 11.10%	57 12.21%	56 10.43%	15 16.18%	6 7.85%	- -	36 13.48%	53 12.41%	30 9.23%	15 9.80%	7 10.68%	56 11.47%	45 10.69%	8 13.48%	40 11.98%	21 12.20%	129 14.96%	36 25.14%uv	126 11.58%	29 24.94%tv	12 9.83%	7 25.96%	10 27.97%uv
Don't know	71 4.96%	1 1.30%	45 4.07%	15 3.28%	25 4.76%	3 3.01%	2 2.54%	- -	12 4.45%	17 4.02%	10 3.06%	5 3.23%	1 1.25%	22 4.56%	12 2.95%	1 2.08%	11 3.19%	3 1.85%	56 6.47%pq	15 10.33%t	37 3.43%	15 12.88%tvx	4 3.62%	- -	- -

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 60

S13. Does your home have any of the following insulation improvements? - Floor insulation

Base: All homeowners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Yes	253 17.70%	148 20.47%b	105 14.93%	33 32.99%fgh	51 24.87%fgh	52 22.88%fgh	30 12.44%	34 13.85%	52 12.86%	215 17.82%	234 17.69%	19 17.76%	7 10.16%	12 25.56%lr	10 17.95%	26 16.35%	20 15.36%	19 14.96%	14 11.78%	24 17.06%	45 27.99%lopqrsu	30 16.16%	20.66%	56 16.24%	103 21.38%y	57 14.79%	87 20.59%D	76 18.05%D	62 18.89%D	27 10.73%	92 20.45%F	69 13.44%	47 15.92%	30 25.24%FG	3 67.30%	12 25.94%F
No	966 67.56%	497 68.82%	466 66.24%	41 40.89%	104 50.63%	143 62.72%cd	175 71.86%cde	187 76.40%cde	316 77.50%cde	812 67.21%	897 67.74%	69 65.35%	56 80.16%klmnqstu	29 62.60%	34 60.52%	114 71.22%	91 71.16%	82 64.58%	80 69.97%	89 62.00%	99 61.23%	122 66.10%	102 75.86%nst	238 69.47%	323 67.19%	251 65.23%	271 64.14%	270 63.86%	228 68.98%	197 77.55%ABC	288 64.20%	370 72.07%EH	209 70.85%H	67 56.09%	- -	31 67.36%
Don't know	211 14.75%	77 10.71%	133 18.82%a	26 26.12%egh	50 24.50%efgh	33 14.41%	38 15.70%h	24 9.75%	39 9.64%	181 14.96%	193 14.57%	18 16.90%v	7 9.68%	6 11.84%v	12 21.53%v	20 12.43%v	17 13.49%v	26 20.47%tv	21 18.25%v	30 20.94%tv	17 10.78%v	33 17.74%v	5 3.48%	49 14.29%	55 11.43%	77 19.98%wx	65 15.26%	76 18.09%CD	40 12.13%	30 11.71%	69 15.35%	74 14.49%	39 13.23%	22 18.67%	1 32.70%	3 6.70%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 61

S13. Does your home have any of the following insulation improvements? - Floor insulation

Base: All homeowners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£59k (H)	>£59k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Yes	253 17.70%	151 21.49%a f	30 17.58%	9 10.86%	7 23.63%	9 10.30%	41 13.42%	7 12.24%	253 17.70%	138 16.58%	115 19.25%	- -	- -	- -	- -	- -	27 12.27%	59 14.01%	146 23.03% s	201 18.05%	52 16.46%	53 17.13%	199 17.95%	4 18.28%	15 17.07%C	9 7.46%	23 15.41%	21 14.89%	14 11.24%	20 15.62%	27 20.29%C	99 26.51%C DEFG	1 32.01%	- -	81 12.58%	114 20.41%L	56 27.76%LM	- -	205 18.89%S	47 14.32%	223 18.89%Q S	28 12.60%
No	966 67.56%	432 61.63%	114 66.55%	55 69.27%	18 63.18%	65 72.03%	240 78.50%a b	42 78.27%a	966 67.56%	593 71.16%j	374 62.54%	- -	- -	- -	- -	- -	169 75.75%t	313 74.76%t	392 61.92%	752 67.62%	214 67.35%	208 66.76%	749 67.72%	15 68.45%	61 70.59%l	93 81.09%LH I	111 73.09%l	114 78.95%LH I	89 71.91%l	91 71.58%l	89 67.38%l	212 56.71%	1 30.27%	3 56.31% N	468 72.84%LM	365 65.71%	119 58.65%	6 52.84%	720 66.30%	236 71.57%	790 66.81%	158 71.83%
Don't know	211 14.75%	118 16.88%f	27 15.87%f	16 19.88%f	4 13.19%	16 17.67%f	25 8.07%	5 9.48%	211 14.75%	102 12.26%	109 18.21%i	- -	- -	- -	- -	- -	27 11.98%	47 11.24%	95 15.05%	159 14.33%	51 16.19%	50 16.11%	158 14.33%	3 13.27%	11 12.34%	13 11.45%	17 11.50%	9 6.16%	21 16.85%E	16 12.80%	16 12.33%	63 16.78%E	1 37.72%	2 43.69%	94 14.58%	77 13.87%	28 13.59%	5 47.16%	161 14.80%	46 14.11%	169 14.30%	34 15.58%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 62

S13. Does your home have any of the following insulation improvements? - Floor insulation

Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Yes	253 17.70%	25 33.58%ub	186 16.97%	98 21.05%e	90 16.86%	10 11.02%	13 15.97%	- -	49 18.68%	92 21.29%jk	49 15.31%	21 13.59%	27 39.89%mn	93 19.06%n	55 13.14%	15 25.70%r	73 21.68%r	46 26.82%r	119 13.77%	43 30.20%tu	165 15.13%	28 24.31%t	28 23.77%t	15 54.12%	11 29.23%t
No	966 67.56%	47 63.27%	750 68.48%	302 65.00%	372 69.59%	70 76.44%c	56 68.20%	- -	186 70.25%	278 64.58%	228 70.67%	105 69.64%	31 45.16%	325 66.39%l	313 74.98%lm	36 61.19%	233 69.35%	106 61.76%	590 68.46%	77 53.74%	777 71.28%suv	65 56.37%	73 61.75%	12 43.07%	22 60.09%
Don't know	211 14.75%	2 3.15%	159 14.55%a	65 13.96%	72 13.55%	11 12.54%	13 15.83%	- -	29 11.07%	61 14.13%	45 14.02%	25 16.77%	10 14.95%	71 14.55%	50 11.88%	8 13.11%	30 8.98%	20 11.41%	153 17.77%pq	23 16.06%	148 13.59%	22 19.32%	17 14.48%	1 2.81%	4 10.67%

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

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 63

S13. Does your home have any of the following insulation improvements? - Tanks, pipes and radiators insulation

Base: All homeowners

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Yes	741 51.83%	426 58.97%b	315 44.77%	35 35.00%	58 28.38%	106 46.37%d	113 46.29%d	157 64.15%c def	272 66.77%c def	629 52.12%	690 52.09%	51 48.68%	31 44.75%	29 62.27%p	24 43.30%	80 49.94%	55 42.99%	66 52.45%	53 46.33%	86 59.93%l npr	91 56.83%p	104 56.38%p	69 51.83%	159 46.28%	265 55.26%w	205 53.40%	231 54.68%	211 49.96%	179 54.31%	119 46.99%	302 67.24%FG H	245 47.73%H	120 40.90%	41 34.22%	3 63.25%	30 64.64%FGH
No	479 33.49%	225 31.19%	251 35.66%	31 30.79%	91 44.22%g h	91 39.86%g h	101 41.55%g h	64 26.01%	101 24.86%	407 33.70%	446 33.70%	33 30.86%	30 42.71%m s	9 20.16%	20 36.11%	64 40.00%m su	50 39.38%m s	42 33.15%	43 37.60%m s	34 23.98%	49 30.70%	55 29.69%	49 36.45%a	134 39.14%x y	153 31.91%	119 31.07%	132 31.10%	145 34.34%	109 33.02%	93 36.65%	95 21.13%	191 37.08%EJ	125 42.30%EJ	59 48.98%EFJ	2 36.75%	9 18.78%
Don't know	210 14.68%	71 9.85%	138 19.57%a	35 34.20%efgh	56 27.39%efgh	31 13.77%h	30 12.17%	24 9.83%	34 8.38%	171 14.19%	188 14.22%	22 20.45%o	9 12.55%	8 17.57%	11 20.59%o	16 10.06%	23 17.64%	18 14.40%	18 16.06%	23 16.09%	20 12.48%	26 13.94%	16 11.72%	50 14.59%	62 12.83%	60 15.53%	60 14.22%	66 15.70%	42 12.67%	42 16.37%	52 11.63%	78 15.19%	49 16.80%	20 16.79%	- -	8 16.58%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 64

S13. Does your home have any of the following insulation improvements? - Tanks, pipes and radiators insulation

Base: All homeowners

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Yes	741 51.83%	323 46.06%	79 45.85%	34 42.62%	14 46.91%	51 56.68%	214 70.21%abcdefg	27 49.93%	741 51.83%	489 58.77%j	252 42.16%	- -	- -	- -	- -	- -	123 55.03%	198 47.23%	333 52.62%	550 49.44%	191 60.24%uv	172 55.21%	563 50.91%	9 38.11%	43 49.93%	71 62.21%DE	73 47.78%	61 42.26%	65 52.36%	64 50.20%	70 52.92%	200 53.33%E	2 62.28%	4 77.33%	326 50.83%	287 51.58%	114 56.22%	4 35.70%	578 53.22%	160 48.70%	632 53.45%	103 46.68%
No	479 33.49%	265 37.80%kl	61 35.60%kl	28 35.52%kl	10 32.91%	27 30.14%	70 22.82%	18 34.01%	479 33.49%	246 29.53%	233 39.00%kl	- -	- -	- -	- -	- -	74 33.06%	162 38.58%	213 33.68%	399 35.85%vw	80 25.19%	85 27.21%	390 35.25%vw	8 36.64%	33 37.77%	33 28.79%	54 35.52%	61 42.23%CI	47 38.09%	52 41.05%	43 32.66%	118 31.53%	- -	1 22.67%	219 34.18%	189 34.01%	64 31.29%	5 40.94%	362 33.31%	112 34.07%	388 32.79%	80 36.16%
Don't know	210 14.68%	113 16.13%kl	32 18.55%kl	17 21.86%kl	6 20.18%	12 13.18%	21 6.96%	9 16.06%kl	210 14.68%	97 11.70%	113 18.84%kl	- -	- -	- -	- -	- -	27 11.92%	59 14.19%	87 13.71%	164 14.71%	46 14.56%	55 17.58%	153 13.83%	6 25.25%	11 12.31%	10 9.00%	25 16.70%	22 15.51%	12 9.55%	11 8.76%	19 14.43%	57 15.14%	1 37.72%	- -	96 14.99%	80 14.41%	25 12.49%	3 23.36%	146 13.46%	57 17.23%	163 13.76%	38 17.16%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 65

S13. Does your home have any of the following insulation improvements? - Tanks, pipes and radiators insulation

Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	-**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Yes	741 51.83%	59 79.31%b	591 53.95%	256 55.18%	290 54.30%	51 55.99%	53 65.18%	- -	151 57.18%	237 55.04%	182 56.56%	80 52.69%	39 57.80%	254 52.00%	240 57.59%	39 65.97%r	216 64.08%r	100 58.28%r	386 44.80%	73 50.95%	568 52.13%	57 49.53%	74 62.56%t	16 56.75%	23 61.61%
No	479 33.49%	14 18.01%	344 31.47%a	142 30.55%	168 31.43%	31 34.25%	18 22.42%	- -	87 32.86%	127 29.51%	99 30.61%	46 30.32%	21 30.11%	164 33.43%	123 29.43%	14 23.94%	93 27.78%	58 33.54%	313 36.35%p	52 36.67%v	381 34.91%v	41 35.74%v	19 16.34%	11 40.44%	11 29.62%
Don't know	210 14.68%	2 2.67%	160 14.58%a	66 14.27%	76 14.27%	9 9.76%	10 12.40%	- -	26 9.96%	67 15.45%h	41 12.83%	26 16.99%h	8 12.09%	71 14.57%	54 12.98%	6 10.09%	27 8.14%	14 8.18%	163 18.85%pq	18 12.38%	141 12.96%	17 14.74%	25 21.10%t	1 2.81%	3 8.77%

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 66

S13. Does your home have any of the following insulation improvements? - Windows/doors double or triple glazing

Base: All homeowners

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Yes	1286 89.93%	639 88.41%	645 91.65%a	63 62.79%	166 80.88%cd	211 92.71%cd	223 91.49%cd	232 94.84%cd	391 95.76%cdf	1081 89.53%	1190 89.84%	96 91.01%	65 92.07%	44 94.61%	50 89.84%	150 93.91%qp	111 86.72%	110 87.19%	110 95.46%qp	128 89.60%	134 83.16%	168 90.58%	121 90.10%	311 90.57%	422 87.96%	348 90.55%	379 89.51%	387 91.73%	289 87.46%	231 90.83%	415 92.59%LH	457 89.00%	271 92.19%LH	98 82.15%	- -	43 92.07%
No	110 7.70%	63 8.79%	45 6.41%	20 19.65%efgh	30 14.51%efgh	16 6.84%	16 6.75%	11 4.58%	17 4.24%	98 8.12%	104 7.88%	6 5.48%	4 5.29%	3 5.39%	2 4.46%	7 4.39%	14 10.94%or	14 11.00%or	4 3.09%	11 7.42%	21 13.28%kor	13 7.18%	12 8.84%	23 6.84%	47 9.69%	28 7.31%	34 8.09%	28 6.58%	31 9.31%	17 6.81%	26 5.90%	41 7.96%	20 6.87%	16 13.07%E	3 69.45%	4 7.93%
Don't know	34 2.37%	20 2.80%	14 1.94%	18 17.57%defgh	9 4.61%egh	1 0.45%	4 1.76%h	1 0.58%	- -	28 2.35%	30 2.28%	4 3.51%	2 2.63%	- -	3 5.70%	3 1.70%	3 2.34%	2 1.81%	2 1.45%	4 2.98%	6 3.55%	4 2.25%	1 1.06%	9 2.58%	11 2.36%	8 2.14%	10 2.39%	7 1.70%	11 3.23%	6 2.36%	7 1.51%	16 3.04%	3 0.94%	6 4.78%EG	1 30.55%	- -

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 67

S13. Does your home have any of the following insulation improvements? - Windows/doors double or triple glazing

Base: All homeowners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Yes	1286 89.93%	610 87.11%c	158 91.76%c	61 76.38%	27 92.25%	84 92.71%c	299 97.79%abcdeg	48 90.37%	1286 89.93%	754 90.57%	532 89.04%	- -	- -	- -	- -	- -	203 90.70%	380 90.62%	564 88.98%	993 89.24%	293 92.33%	280 89.95%	998 90.24%	18 82.02%	75 87.10%	109 95.14%BGH	137 90.07%	130 90.54%	113 91.42%	110 86.71%	115 86.37%	339 90.68%	2 62.28%	6 100.00%	582 90.72%	493 88.56%	189 93.26%	9 78.17%	982 90.47%	291 88.32%	1072 90.68%	191 86.67%
No	110 7.70%	70 9.94%f	12 7.15%f	10 12.09%f	1 4.34%	7 7.29%f	7 2.21%	4 7.36%	110 7.70%	63 7.57%	47 7.88%	- -	- -	- -	- -	- -	21 9.30%	26 6.29%	55 8.63%	91 8.16%	19 6.09%	20 6.43%	88 7.91%	4 17.98%	11 12.90%CEI	6 4.86%	11 7.26%	7 5.16%	8 6.43%	16 12.31%CEI	17 12.67%CEI	22 5.94%	- -	- -	45 7.05%	52 9.42%	11 5.57%	1 10.37%	81 7.42%	30 8.98%	87 7.37%	22 10.11%
Don't know	34 2.37%	21 2.95%f	2 1.09%f	9 11.53%abef	1 3.40%	- -	- -	1 2.27%f	34 2.37%	16 1.87%	18 3.08%	- -	- -	- -	- -	- -	- -	13 3.08%f	15 2.39%f	29 2.60%	5 1.58%	11 3.61%	20 1.85%	- -	- -	- -	4 2.68%	6 4.30%C	3 2.15%	1 0.98%	1 0.96%	13 3.38%	1 37.72%	- -	14 2.23%	11 2.02%	2 1.17%	1 11.46%	23 2.11%	9 2.70%	23 1.95%	7 3.23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 68

S13. Does your home have any of the following insulation improvements? - Windows/doors double or triple glazing

Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Yes	1286 89.93%	66 88.03%	1014 92.63%	431 92.83%	493 92.22%	84 91.52%	73 89.66%	- -	234 88.64%	397 92.29%	303 93.92%h	144 95.20%h	63 92.30%	450 92.05%	393 94.18%	57 96.91%	304 90.48%	154 89.30%	771 89.36%	109 76.39%	1023 93.78%sux	89 77.41%	108 91.69%sux	20 72.28%	27 74.89%
No	110 7.70%	7 9.61%	66 6.05%	27 5.84%	33 6.20%	6 6.24%	7 9.15%	- -	24 9.05%	25 5.84%	17 5.29%	7 4.80%	5 7.70%	31 6.43%	23 5.46%	2 3.09%	26 7.82%	18 10.16%	64 7.48%	24 16.80%tz	58 5.28%	19 16.30%t	10 8.31%	5 17.78%	8 21.74%tuv
Don't know	34 2.37%	2 2.37%	14 1.32%	6 1.34%	8 1.58%	2 2.24%	1 1.20%	- -	6 2.31%	8 1.87%	3 0.79%	- -	- -	7 1.52%	2 0.37%	- -	6 1.70%	1 0.54%	27 3.16%	10 7.01%tv	10 0.94%	7 6.29%tv	- -	3 9.95%	1 3.37%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 69

S13. Does your home have any of the following insulation improvements? - Draught-proofing

Base: All homeowners

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Yes	677 47.38%	374 51.70%b	304 43.17%	23 22.65%	57 27.68%	99 43.39%c d	99 40.65%c d	144 58.93%c def	256 62.72%c def	565 46.78%	626 47.29%	51 48.42%	39 55.78%p	22 47.76%	31 55.20%	86 53.75%p	50 39.14%	59 46.31%	49 42.98%	72 50.42%	78 48.33%	81 43.87%	59 44.26%	167 48.54%	218 45.47%	180 46.85%	207 48.93%D	205 48.64%	162 48.89%	104 40.71%	248 55.18%FG H	225 43.85%	139 47.36%H	40 33.54%	- -	25 53.87%H
No	548 38.34%	267 36.97%	280 39.74%	38 37.88%	98 47.84%g h	93 40.90%h	109 44.55%g h	81 33.32%	129 31.56%	467 38.67%	508 38.38%	40 37.89%	25 36.24%	16 34.12%	13 24.04%	57 35.87%	58 45.03%n	46 36.70%	47 40.82%n	51 35.36%	55 34.39%	78 42.42%n	61 45.53%n	128 37.37%	195 40.59%	144 37.43%	153 36.15%	153 36.34%	131 39.68%	111 43.58%	150 33.37%	208 40.44%E	115 39.08%	54 44.89%E	2 36.75%	20 43.84%
Don't know	204 14.28%	82 11.33%	120 17.09%a	40 39.47%cd efgh	50 24.48%e fgh	36 15.71%g h	36 14.80%gh	19 7.75%	23 5.72%	176 14.55%	190 14.33%	14 13.69%	6 7.99%	8 18.13%	12 20.76%l	17 10.38%	20 15.83%	22 16.98%	19 16.20%	20 14.23%	28 17.28%	25 13.72%	14 10.21%	48 14.09%	67 13.93%	60 15.72%	63 14.91%	63 15.02%	38 11.43%	40 15.70%	51 11.45%	81 15.71%J	40 13.56%J	26 21.57%E J	3 63.25%	1 2.29%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 70

S13. Does your home have any of the following insulation improvements? - Draught-proofing

Base: All homeowners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Yes	677 47.38%	287 41.01% c	86 50.09%a	25 31.28%	14 49.18%	41 45.25%	199 65.08%abceg	25 47.70%	677 47.38%	447 53.67%j	231 38.60%	- -	- -	- -	- -	- -	113 50.36%	196 46.85%	303 47.82%	509 45.78%	168 52.98%u	160 51.53%	513 46.39%	8 35.13%	42 48.29%	63 54.92%D E	63 41.62%	60 41.52%	73 59.55%D EGI	58 45.99%	65 49.26%	179 47.93%	1 32.01%	3 54.41%	290 45.15%	275 49.50%	104 50.96%	2 21.86%	540 49.71%Q S	137 41.62%	588 49.70%Q S	86 38.99%
No	548 38.34%	292 41.64%f	64 37.23%	32 39.86%	8 28.86%	37 41.32%	95 31.12%	20 37.79%	548 38.34%	297 35.62%	252 42.14%ij	- -	- -	- -	- -	- -	89 39.94%	170 40.56%	241 38.09%	433 38.92%	115 36.31%	98 31.58%	445 40.21%w	11 46.97%	33 38.56%	45 39.60%	67 44.35%F I	66 45.86%F I	37 29.69%	59 46.45%F I	53 39.88%	130 34.62%	1 30.27%	3 45.59%	255 39.69%	210 37.76%	73 35.95%	5 43.72%	401 36.91%	139 42.31%	438 37.01%	99 45.06%PR
Don't know	204 14.28%	122 17.35%f	22 12.67%f	23 28.86%a bcf	6 21.96%	12 13.42%f	12 3.80%	8 14.50%f	204 14.28%	89 10.70%	115 19.27%ij	- -	- -	- -	- -	- -	22 9.70%	53 12.58%	89 14.09%	170 15.30%v	34 10.71%	53 16.88%	148 13.40%	4 17.91%	11 13.15%	6 5.48%	21 14.03%C	18 12.62%	13 10.76%	10 7.57%	14 10.86%	65 17.45%C G	1 37.72%	- -	97 15.16%	71 12.74%	27 13.09%	4 34.42%	145 13.38%	53 16.06%	157 13.29%	35 15.95%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 71

S13. Does your home have any of the following insulation improvements? - Draught-proofing

Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Yes	677 47.38%	43 57.90%	545 49.77%	222 47.78%	260 48.62%	53 57.81%	56 68.59%cd	-	142 53.74%	218 50.56%	161 49.94%	69 45.69%	39 56.90%	242 49.57%	212 50.94%	43 72.15%pqr	184 54.69%r	96 55.77%r	355 41.15%	56 38.89%	530 48.57%s	45 39.00%	65 55.28%su	11 38.48%	20 55.30%
No	548 38.34%	30 39.38%	406 37.12%	185 39.75%f	203 38.01%f	28 30.08%	21 25.20%	-	96 36.18%	157 36.39%	121 37.55%	62 41.31%	21 30.48%	181 36.96%	162 38.92%	12 19.86%	122 36.16%o	54 31.35%	361 41.86%oq	62 43.36%v	422 38.70%	48 42.32%	34 29.20%	13 47.29%	15 39.85%
Don't know	204 14.28%	2 2.72%	143 13.11%a	58 12.47%	71 13.37%	11 12.11%	5 6.22%	-	27 10.08%	56 13.05%	40 12.51%	20 13.00%	9 12.62%	66 13.47%	42 10.14%	5 7.99%	31 9.15%	22 12.88%	147 16.99%p	25 17.80%	139 12.73%	21 18.68%	18 15.52%	4 14.23%	2 4.84%

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 72

S14. Which, if any, of the following is stopping you from insulating your home further?
Base: All homeowners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Not applicable - I don't think my home needs any more insulation	407 28.47%	233 32.27%b	174 24.71%	21 20.80%	46 22.42%	53 23.37%	63 25.61%	83 33.82%c def	142 34.78%c def	336 27.82%	371 28.04%	36 33.85%	17 24.83%	18 38.53%	19 33.48%	44 27.73%	35 27.08%	32 25.58%	35 30.29%	49 34.26%	39 24.04%	51 27.53%	33 24.40%	98 28.42%	122 25.49%	116 30.21%	116 27.36%	120 28.40%	102 30.99%	69 27.18%	162 36.00%FG	128 24.93%	67 22.90%	32 27.14%	- -	16 34.45%
I can't afford it	452 31.58%	191 26.41%	261 37.04%a	36 35.91%h	81 39.74%g h	89 38.86%g h	98 40.19%g h	63 25.64%	85 20.75%	392 32.46%k	427 32.25%	24 23.12%	18 25.95%	17 36.33%	15 27.04%	53 33.27%	38 29.91%	47 37.02%k t	44 38.34%k t	42 29.20%	38 23.36%	73 39.51%k lt	42 31.51%	106 31.01%	153 31.86%	133 34.51%	128 30.24%	123 29.20%	96 29.14%	104 40.92%AB C	105 23.29%	187 36.37%E	112 38.22%E	34 28.38%	- -	13 27.96%
It wouldn't reduce my bills enough to be worth it	242 16.91%	155 21.46%b	87 12.32%	14 13.79%	31 15.32%	37 16.10%	38 15.50%	33 13.54%	89 21.78%f g	213 17.63%	229 17.30%	13 11.98%	13 18.46%	3 7.09%	10 18.14%	27 16.92%	22 17.43%	32 24.89%k mst	19 16.20%	21 14.50%	21 13.32%	30 16.08%	31 23.46%k mt	59 17.31%	83 17.22%	71 18.43%	95 22.52%B CD	62 14.72%	44 13.37%	40 15.79%	81 18.08%	87 16.84%	48 16.28%	13 11.22%	2 36.75%	11 23.85%
It would be too much hassle	182 12.74%	105 14.51%	77 10.98%	18 18.08%	34 16.84%g h	34 14.76%	29 11.92%	22 9.17%	44 10.84%	163 13.54%	172 13.01%	10 9.28%	5 6.92%	4 8.48%	4 7.30%	23 14.15%	19 14.64%	14 11.00%	9 7.67%	23 16.15%r	28 17.24%l r	30 16.18%r	15 10.91%	45 13.22%	72 15.06%	46 11.92%	58 13.77%	53 12.45%	35 10.51%	37 14.38%	47 10.56%	65 12.73%	47 15.93%E	15 12.93%	1 32.70%	6 11.84%
Difficulty finding a trader I trust to install it	137 9.59%	73 10.09%	63 8.92%	12 11.60%	18 8.87%	21 9.40%	29 11.87%	21 8.81%	35 8.68%	121 10.01%k	134 10.14%k	3 2.76%	7 10.33%k	6 13.11%k	4 6.42%	9 5.79%	11 8.93%	11 8.89%	10 8.40%	18 12.38%k o	23 14.55%k o	21 11.46%k	13 10.01%k	24 7.06%	58 12.09%w	39 10.04%	50 11.82%	42 10.04%	26 7.95%	19 7.28%	42 9.40%	42 8.25%	39 13.35%F	10 8.14%	- -	4 7.70%
I don't have enough information to make an informed decision	183 12.78%	83 11.50%	100 14.16%	9 8.77%	32 15.58%	38 16.51%	29 11.97%	26 10.54%	49 12.12%	163 13.51%	174 13.13%	9 8.38%	5 7.28%	6 12.25%	5 9.17%	21 13.34%	18 14.07%	16 12.40%	17 14.60%	26 17.94%k l	19 11.98%	24 12.77%	18 13.21%	44 12.94%	61 12.63%	58 15.12%	50 11.80%	59 13.86%	38 11.48%	36 14.31%	44 9.85%	66 12.77%	48 16.47%E	18 15.41%	- -	5 11.34%
It's too complicated to know what to do	120 8.40%	60 8.37%	60 8.47%	7 7.22%	26 12.87%gh	19 8.50%	24 9.63%	16 6.37%	28 6.87%	109 8.99%k	117 8.80%	4 3.39%	2 2.57%	6 13.12%kl	3 5.42%	11 6.58%	13 10.09%	12 9.80%	9 7.09%	14 9.56%	17 10.67%kl	15 8.27%	15 11.56%kl	26 7.70%	48 9.99%	34 8.90%	44 10.44%	28 6.67%	27 8.09%	21 8.29%	34 7.64%	49 9.49%	26 8.86%	7 5.54%	- -	4 7.72%
It wouldn't be appropriate for my property	199 13.95%	94 13.02%	104 14.83%	10 9.89%	21 10.18%	28 12.45%	36 14.58%	34 14.11%	70 17.22%d	162 13.38%	180 13.56%	20 18.86%n qs	15 20.76%nq s	3 7.31%	3 5.01%	23 14.40%q	18 14.42%q	8 6.19%	14 12.30%	11 8.03%	28 17.70%n qs	29 15.94%n qs	26 19.36%n qs	44 12.89%	84 17.48%y	33 8.70%	55 13.02%	68 16.13%	46 14.03%	30 11.76%	46 10.26%	62 12.07%	49 16.54%E	36 30.29%EFGJ	- -	7 14.03%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 72

S14. Which, if any, of the following is stopping you from insulating your home further?

Base: All homeowners

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
I am waiting for the government to introduce a grant / support scheme for insulation work	128 8.97%	78 10.74%b	51 7.20%	10 9.45%	23 11.09%	23 10.10%	24 9.73%	20 8.09%	30 7.24%	110 9.11%	121 9.16%	7 6.67%	7 9.43%	5 10.05%	4 7.29%	14 8.93%	14 10.75%a	16 12.97%a	5 4.65%	6 4.22%	19 11.69%a	20 10.73%a	11 8.54%	32 9.34%	50 10.44%	28 7.23%	46 10.97%JB	29 6.82%	34 10.18%	20 7.67%	34 7.61%	42 8.12%	38 12.96%EFH	6 5.21%	1 30.55%	6 12.71%
Other	41 2.86%	18 2.42%	21 3.05%	1 1.43%	9 4.32%f	6 2.75%	3 1.05%	9 3.64%	13 3.17%	32 2.68%	38 2.84%	3 3.10%	5 7.57%inpsu	-	-	7 4.12%	2 1.43%	5 4.30%	3 2.34%	1 0.76%	4 2.53%	3 1.75%	7 5.54%s	8 2.45%	15 3.07%	9 2.40%	12 2.83%	13 3.01%	9 2.58%	8 3.04%	17 3.75%	14 2.71%	7 2.33%	3 2.79%	- -	- -
Don't know	64 4.46%	29 3.99%	35 4.97%	11 10.63%efh	11 5.50%	5 2.02%	5 1.99%	17 6.77%ef	16 3.89%	56 4.67%	60 4.51%	4 3.92%	3 4.78%	- -	3 5.36%	7 4.60%	8 6.58%	3 2.27%	7 5.71%	6 4.44%	10 6.42%	6 3.23%	6 4.12%	19 5.46%	22 4.55%	16 4.10%	21 4.95%	17 3.95%	15 4.51%	11 4.43%	17 3.70%	31 6.03%	12 4.01%	3 2.90%	- -	1 2.11%
NET: Those with reasons stopping them from insulating their home further	959 67.06%	461 63.74%	495 70.32%a	69 68.57%	148 72.08%g h	170 74.61%g h	177 72.40%g h	145 59.42%	250 61.34%	815 67.51%	893 67.45%	66 62.23%	49 70.38%	29 61.47%	34 61.16%	108 67.67%	85 66.34%	91 72.15%	73 64.00%	88 61.30%	112 69.54%	128 69.24%	96 71.49%	227 66.12%	336 69.97%	252 65.68%	286 67.69%	286 67.65%	213 64.50%	174 68.38%	271 60.30%	355 69.04%E	215 73.10%E	84 69.96%	5 100.00%	30 63.44%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 73

S14. Which, if any, of the following is stopping you from insulating your home further?
Base: All homeowners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Not applicable - I don't think my home needs any more insulation	407 28.47%	181 25.77%	47 27.08%	17 20.79%	10 33.61%	25 27.19%	116 38.04%a bc	13 24.53%	407 28.47%	265 31.84%j	142 23.78%	-	-	-	-	-	64 28.61%	131 31.21%	170 26.88%	320 28.80%	87 27.34%	80 25.67%	327 29.60%	9 42.03%	20 23.17%	34 30.08%	49 32.52%	45 30.92%	37 29.95%	33 26.01%	38 28.85%	99 26.47%	2 62.28%	1 22.67%	198 30.82%N	157 28.30%	45 22.27%	-	294 27.10%	109 32.97%P R	326 27.57%	74 33.86%P R
I can't afford it	452 31.58%	239 34.16%f	69 40.12%f	33 41.36%f	12 41.53%	33 36.71%f	46 15.20%	19 35.19%f	452 31.58%	202 24.30%	249 41.73%i	-	-	-	-	-	92 41.11%s t	128 30.53%	180 28.35%	354 31.85%	97 30.62%	114 36.70%x	334 30.16%	8 34.54%	42 48.76%D EFGHI	42 36.66%	47 30.97%	46 31.68%	35 28.64%	38 30.05%	35 26.17%	107 28.54%	-	2 43.94%	208 32.47%	166 29.93%	68 33.58%	5 45.35%	339 31.23%	104 31.56%	371 31.35%	68 31.09%
It wouldn't reduce my bills enough to be worth it	242 16.91%	112 16.02%	24 14.25%	12 15.47%	4 12.91%	14 15.17%	68 22.25%a b	7 13.74%	242 16.91%	148 17.80%	94 15.66%	-	-	-	-	-	39 17.54%	62 14.74%	115 18.14%	183 16.47%	58 18.43%	54 17.50%	185 16.71%	2 9.99%	17 20.13%	20 17.06%	27 17.94%	16 11.08%	19 15.06%	18 13.83%	24 17.87%	74 19.70%E	-	1 13.46%	97 15.13%	110 19.85%L	31 15.02%	1 10.37%	174 15.99%	66 20.13%	194 16.45%	45 20.29%
It would be too much hassle	182 12.74%	101 14.39%	19 11.21%	11 14.36%	5 16.40%	10 11.57%	30 9.97%	5 9.30%	182 12.74%	92 11.04%	90 15.09%i	-	-	-	-	-	24 10.78%	54 12.86%	89 14.09%	149 13.40%	33 10.40%	37 11.87%	143 12.89%	3 15.17%	11 12.25%	10 8.81%	16 10.81%	23 16.00%	14 11.73%	18 14.53%	16 11.79%	55 14.75%	-	-	80 12.41%	79 14.13%	22 10.72%	1 11.06%	137 12.60%	45 13.59%	140 11.83%	39 17.62%PR
Difficulty finding a trader I trust to install it	137 9.59%	73 10.48%	12 6.96%	6 7.92%	3 9.01%	6 6.22%	34 11.04%	4 6.68%	137 9.59%	93 11.16%j	44 7.41%	-	-	-	-	-	18 7.97%	38 9.15%	64 10.17%	106 9.51%	31 9.90%	24 7.61%	112 10.14%	1 5.34%	11 13.15%C	5 4.56%	15 9.75%	15 10.51%	8 6.82%	14 11.38%	11 8.07%	39 10.50%	-	-	49 7.59%	57 10.23%	30 14.64%L	-	116 10.71%Q	20 6.11%	121 10.27%Q	15 6.70%
I don't have enough information to make an informed decision	183 12.78%	95 13.51%	26 15.38%	8 10.27%	2 7.55%	14 15.14%	34 11.01%	4 7.63%	183 12.78%	97 11.65%	86 14.35%	-	-	-	-	-	27 12.17%	54 12.99%	83 13.03%	144 12.97%	38 12.13%	43 13.92%	135 12.23%	1 4.47%	10 11.08%	17 14.52%	22 14.19%	20 13.76%	13 10.62%	15 11.52%	20 14.89%	48 12.89%	-	-	80 12.42%	75 13.46%	27 13.25%	1 11.06%	155 14.24%QS	26 7.97%	169 14.28%QS	14 6.38%
It's too complicated to know what to do	120 8.40%	66 9.47%	11 6.56%	10 12.99%	- -	8 8.37%	19 6.28%	5 10.22%	120 8.40%	71 8.48%	49 8.28%	-	-	-	-	-	15 6.63%	42 9.98%	53 8.33%	98 8.77%	23 7.10%	23 7.44%	96 8.65%	4 19.25%	4 4.79%	6 5.54%	11 7.44%	22 15.32%BC DFH	8 6.89%	11 8.87%	7 5.32%	34 9.21%	-	-	46 7.15%	50 9.03%	22 10.77%	1 11.06%	93 8.54%	26 7.88%	102 8.61%	16 7.41%
It wouldn't be appropriate for my property	199 13.95%	84 11.94%	24 14.18%	15 18.19%	1 4.43%	15 17.07%	51 16.73%a	9 17.28%	199 13.95%	132 15.87%j	67 11.27%	-	-	-	-	-	40 17.69%	52 12.42%	88 13.83%	145 13.06%	54 17.08%	44 14.02%	154 13.96%	3 14.05%	20 22.73%F HI	17 14.59%	20 13.28%	20 14.19%	11 9.29%	24 18.91%F	13 10.02%	50 13.45%	-	1 19.92%	79 12.31%	73 13.19%	43 21.09%L M	2 20.23%	161 14.80%	38 11.60%	171 14.48%	27 12.30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 73

S14. Which, if any, of the following is stopping you from insulating your home further?

Base: All homeowners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
I am waiting for the government to introduce a grant / support scheme for insulation work	128 8.97%	67 9.63%	17 9.73%	6 7.44%	1 3.75%	6 6.85%	27 8.77%	4 7.86%	128 8.97%	79 9.48%	49 8.27%	- -	- -	- -	- -	- -	17 7.67%	42 10.07%	60 9.52%	106 9.54%	22 7.00%	32 10.24%	95 8.60%	- -	7 8.63%	10 8.44%	17 11.51%	17 12.08%	7 5.94%	14 10.91%	11 8.33%	35 9.47%	- -	- -	50 7.75%	48 8.66%	28 13.93%LM	1 9.95%	108 9.96%Q	19 5.90%	109 9.20%Q	19 8.49%
Other	41 2.86%	17 2.40%	4 2.34%	2 3.12%	1 4.43%	2 2.35%	11 3.60%	3 6.01%	41 2.86%	24 2.86%	17 2.86%	- -	- -	- -	- -	- -	6 2.55%	16 3.82%	17 2.75%	34 3.05%	7 2.20%	11 3.69%	29 2.66%	- -	1 1.48%	4 3.85%	6 3.76%	5 3.46%	5 4.30%	2 1.85%	3 2.14%	12 3.28%	- -	- -	11 1.65%	18 3.17%	11 5.58%L	1 11.90%	31 2.85%	10 3.05%	32 2.68%	9 4.20%
Don't know	64 4.46%	30 4.31%	9 5.03%	5 6.43%	1 3.83%	4 4.68%	13 4.28%	1 2.67%	64 4.46%	43 5.15%	21 3.50%	- -	- -	- -	- -	- -	6 2.83%	13 3.12%	30 4.74%	50 4.45%	14 4.49%	14 4.44%	46 4.20%	3 13.77%	1 1.30%	2 1.84%	4 2.53%	- -	9 7.48%BC E	5 3.65%E	6 4.68%E	19 5.14%E	1 37.72%	- -	36 5.65%M	15 2.61%	8 3.95%	1 11.46%	51 4.69%	13 3.93%	50 4.21%	10 4.76%
NET: Those with reasons stopping them from insulating their home further	959 67.06%	490 69.91%I	117 67.89%I	58 72.78%I	18 62.56%	62 68.14%	176 57.67%	39 72.80%I	959 67.06%	525 63.00%	434 72.72%I	- -	- -	- -	- -	- -	153 68.56%	275 65.67%	433 68.38%	743 66.75%	216 68.16%	217 69.89%	732 66.20%	10 44.26%	65 75.53%	78 68.08%	99 64.95%	99 69.08%	77 62.57%	89 70.34%	88 66.47%	256 68.39%	- -	4 77.33%	408 63.53%	384 69.10%L	150 73.78%L	10 88.54%	740 68.21%S	208 63.10%	806 68.22%	135 61.39%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 74

S14. Which, if any, of the following is stopping you from insulating your home further?
Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	322	151	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Not applicable - I don't think my home needs any more insulation	407 28.47%	19 25.08%	325 29.72%	140 30.22%	162 30.29%	20 21.73%	24 28.79%	- -	64 24.23%	144 33.49%h	89 27.75%	47 31.07%	16 22.80%	126 25.75%	145 34.81%m	21 35.29%	87 25.73%	48 28.05%	251 29.16%	31 21.73%	327 29.99%ux	21 18.47%	31 26.11%	10 34.93%	5 12.45%
I can't afford it	452 31.58%	14 18.09%	347 31.79%a	150 32.29%	156 29.27%	32 34.68%	23 27.96%	- -	89 33.68%	116 27.00%	105 32.46%	48 32.03%	21 30.95%	170 34.67%	119 28.57%	20 33.55%	99 29.34%	50 29.12%	283 32.81%	42 29.31%	352 32.32%	40 35.03%s	32 27.22%	2 6.06%	15 40.45%
It wouldn't reduce my bills enough to be worth it	242 16.91%	11 14.95%	205 18.73%	76 16.40%	100 18.79%	21 22.90%	20 24.09%	- -	53 19.93%	74 17.29%	62 19.28%	28 18.46%	12 17.26%	99 20.24%	79 18.91%	12 20.54%	62 18.41%	35 20.22%	133 15.41%	21 14.97%	196 17.98%	20 17.19%	20 16.94%	2 5.96%	4 12.01%
It would be too much hassle	182 12.74%	13 17.98%	136 12.38%	56 11.98%	66 12.25%	12 13.04%	16 19.57%	- -	40 15.13%	52 12.11%	42 13.05%	15 9.79%	8 11.79%	70 14.37%	47 11.27%	7 12.46%	49 14.67%	18 10.25%	108 12.50%	31 21.99%tx	132 12.13%	27 23.31%tx	16 13.68%	5 16.61%	2 6.26%
Difficulty finding a trader I trust to install it	137 9.59%	5 6.62%	105 9.62%	45 9.72%	52 9.64%	9 9.59%	5 5.94%	- -	29 10.90%	46 10.61%	27 8.23%	9 6.14%	15 21.54%mn	48 9.78%	30 7.09%	5 8.78%	33 9.87%	17 9.97%	82 9.46%	17 11.80%	104 9.53%	11 9.47%	11 8.94%	6 21.23%	4 11.03%
I don't have enough information to make an informed decision	183 12.78%	11 14.20%	140 12.81%	59 12.77%f	73 13.62%f	15 16.47%f	4 4.46%	- -	27 10.16%	62 14.44%	45 13.92%	17 11.20%	10 14.69%	83 17.00%n	32 7.73%	5 8.64%	49 14.50%	16 9.30%	113 13.09%	21 14.58%	150 13.75%	16 13.60%	9 7.80%	5 18.53%	2 5.05%
It's too complicated to know what to do	120 8.40%	10 13.78%	85 7.81%	42 9.00%	36 6.72%	8 9.15%	10 11.83%	- -	27 10.30%	38 8.86%	19 5.99%	11 7.31%	7 10.46%	49 9.97%n	23 5.47%	5 8.98%	28 8.36%	14 8.26%	72 8.41%	15 10.43%	92 8.41%	12 10.06%	10 8.54%	3 11.93%	1 3.04%
It wouldn't be appropriate for my property	199 13.95%	6 7.81%	157 14.38%	54 11.73%	68 12.72%	25 27.18%cd	16 19.58%	- -	47 17.80%	55 12.87%	41 12.73%	20 13.10%	15 21.38%	66 13.53%	66 15.86%	11 18.92%	58 17.33%r	26 15.13%	104 12.06%	22 15.11%	139 12.74%	19 16.61%	27 23.29%t	3 9.05%	9 25.00%t

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 74

S14. Which, if any, of the following is stopping you from insulating your home further?
Base: All homeowners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
I am waiting for the government to introduce a grant / support scheme for insulation work	128 8.97%	15 20.15%b	93 8.48%	43 9.27%	57 10.58%	5 5.22%	5 5.51%	- -	28 10.72%	42 9.74%	25 7.89%	13 8.69%	9 12.94%	52 10.54%n	28 6.68%	10 16.97%r	36 10.58%r	22 13.05%r	60 6.98%	13 9.30%	98 9.02%	9 7.97%	10 8.19%	4 14.70%	6 16.03%
Other	41 2.86%	2 3.29%	37 3.36%	10 2.11%	17 3.11%	6 6.09%c	7 8.85%cd	- -	18 6.80%jk	8 1.97%	10 3.21%	2 1.58%	1 1.46%	20 4.09%	11 2.67%	1 1.65%	11 3.31%	4 2.18%	25 2.91%	4 2.57%	35 3.23%	4 3.21%	1 0.90%	- -	1 2.80%
Don't know	64 4.46%	2 2.74%	45 4.07%	20 4.28%	22 4.15%	2 2.49%	2 2.78%	- -	3 1.23%	18 4.22%h	18 5.43%h	8 5.09%h	3 4.44%	13 2.63%	16 3.90%	- -	13 3.93%q	1 0.64%	50 5.74%q	5 3.40%	41 3.80%	4 3.25%	2 2.07%	1 4.00%	2 5.64%
NET: Those with reasons stopping them from insulating their home further	959 67.06%	54 72.18%	725 66.20%	304 65.50%	350 65.55%	69 75.79%	56 68.43%	- -	197 74.54%ijk	268 62.29%	215 66.82%	96 63.84%	50 72.76%	350 71.62%n	256 61.29%	38 64.71%	237 70.34%	123 71.31%	561 65.10%	107 74.88%	722 66.21%	90 78.28%t	85 71.82%	17 61.07%	30 81.92%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 75

S14. Which, if any, of the following is stopping you from insulating your home further?
Base: All homeowners

		S13. Current home insulation	
	Total	NET: Current home insulation (a)	NET: None of these/ no current home insulation (b)
Unweighted base	1416	1376	40
Weighted base	1430	1382	48*
Not applicable - I don't think my home needs any more insulation	407 28.47%	394 28.51%	13 27.53%
I can't afford it	452 31.58%	433 31.37%	18 37.63%
It wouldn't reduce my bills enough to be worth it	242 16.91%	239 17.29%	3 5.88%
It would be too much hassle	182 12.74%	180 13.01%	2 4.80%
Difficulty finding a trader I trust to install it	137 9.59%	131 9.50%	6 12.33%
I don't have enough information to make an informed decision	183 12.78%	180 13.03%	3 5.64%
It's too complicated to know what to do	120 8.40%	114 8.23%	6 13.32%
It wouldn't be appropriate for my property	199 13.95%	196 14.16%	4 8.02%
I am waiting for the government to introduce a grant / support scheme for insulation work	128 8.97%	125 9.08%	3 6.02%
Other	41 2.86%	41 2.96%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used. * small base

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 75

S14. Which, if any, of the following is stopping you from insulating your home further?
Base: All homeowners

		S13. Current home insulation	
	Total	NET: Current home insulation (a)	NET: None of these/ no current home insulation (b)
Weighted base	1430	1382	48*
Don't know	64 4.46%	59 4.25%	5 10.60%
NET: Those with reasons stopping them from insulating their home further	959 67.06%	929 67.24%	30 61.87%

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used. * small base

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 76

S15. The government intends for all homes to move to low carbon heating systems, which will include a ban on installations of new gas boilers by the mid-2030s. One example of a low carbon system is heat pumps. Before taking this survey, had you heard of heat pumps as a home heating system?
Base: All homeowners who don't have a heat pump

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-eem Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1392	685	704	59	188	236	259	238	412	1167	1285	107	71	47	56	169	126	131	124	136	135	178	112	351	425	391	399	429	318	246	430	511	293	111	2	43
Weighted base	1402	704	694	89*	199	225	243	239	407	1184	1300	102	69*	47*	50*	156	127	126	115	141	153	183	133	333	469	382	407	416	326	254	437	507	290	117	3**	47*
Yes and I know what they are	789 56.25%	464 65.90%b	323 46.58%	25 28.47%	91 45.99%c	124 55.18%c	133 54.93%c	141 58.84%c d	274 67.21%c defg	651 54.99%	722 55.53%	67 65.35%l mpq	51 73.81%l mnopqrs tu	20 42.20%	26 51.00%	84 53.90%	62 48.66%	59 47.18%	62 53.79%	78 55.00%	81 53.11%	105 57.50%	94 71.01%m nopqrst u	172 51.47%	281 59.89%w y	199 52.06%	249 61.13%C D	239 57.50%	170 52.23%	131 51.51%	276 63.15%F	244 48.21%	165 56.83%F	68 58.54%	- -	35 76.04%FGH
Yes, but I don't know what they are	437 31.18%	178 25.25%	257 37.00%a	26 28.59%	59 29.81%	73 32.51%	83 34.25%	77 32.04%	119 29.35%	376 31.75%l	411 31.65%	26 25.26%	14 20.00%	22 46.17%l klv	19 36.72%l v	50 32.13%	40 31.50%	46 36.93%l v	42 36.21%l v	48 33.66%l v	45 29.40%	58 31.48%	29 21.93%	109 32.59%	132 28.10%	136 35.51%x	109 26.82%	123 29.69%	107 32.81%	98 38.52%AB	126 28.77%	176 34.77%H	97 33.51%H	24 20.72%	3 100.00%	10 21.99%
No	176 12.57%	62 8.85%	114 16.41%a	38 42.93%d efgh	48 24.20%e fgh	28 12.31%h	26 10.82%h	22 9.12%h	14 3.44%	157 13.26%	167 12.82%	10 9.39%	4 6.19%	5 11.63%	6 12.28%	22 13.97%	25 19.84%k lnw	20 15.89%v	11 10.00%	16 11.33%	27 17.49%l v	20 11.02%	9 7.06%	53 15.94%	56 12.01%	47 12.43%	49 12.04%	53 12.81%	49 14.96%	25 9.96%	35 8.08%	86 17.01%EGJ	28 9.65%	24 20.74%EGJ	- -	1 1.98%
NET: Yes	1226 87.43%	642 91.15%b	580 83.59%	51 57.07%	150 75.80%c d	197 87.69%c d	216 89.18%c d	217 90.88%c d	393 96.56%c defg	1027 86.74%	1133 87.18%	92 90.61%p t	65 93.81%p t	41 88.37%	44 87.72%	134 86.03%	101 80.16%	106 84.11%	103 90.00%p t	125 88.67%	127 82.51%	163 88.98%p t	123 92.94%p qt	280 84.06%	413 87.99%	334 87.57%	358 87.96%	363 87.19%	277 85.04%	228 90.04%	402 91.92%FH	421 82.99%	262 90.35%FH	92 79.26%	3 100.00%	46 98.02%FH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 77

S15. The government intends for all homes to move to low carbon heating systems, which will include a ban on installations of new gas boilers by the mid-2030s. One example of a low carbon system is heat pumps. Before taking this survey, had you heard of heat pumps as a home heating system?
Base: All homeowners who don't have a heat pump

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (q)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1392	642	236	63	25	86	290	50	1392	748	644	-	-	-	-	-	220	416	611	1083	309	303	1080	21	84	115	149	141	126	123	129	359	3	5	633	539	196	9	1044	333	1143	220
Weighted base	1402	675	170	80*	29**	90*	304	53*	1402	820	582	-**	-**	-**	-**	-**	222	411	617	1092	309	307	1082	22**	85*	114	150	140	120	126	130	361	4**	6**	636	542	195	11**	1061	326	1156	218
Yes and I know what they are	789 56.25%	355 52.62%	89 52.38%	40 50.59%	12 42.49%	54 59.35%g	217 71.16%a bceg	21 40.09%	789 56.25%	486 59.30%j	302 51.95%	- -	- -	- -	- -	- -	119 53.83%	252 61.29%	359 58.16%	592 54.15%	197 63.66%u	178 58.17%	604 55.82%	11 49.58%	46 54.19%	62 54.39%	94 62.30%H	83 59.29%	75 62.37%	73 57.59%	65 49.86%	221 61.36%H	2 62.28%	4 80.08%	327 51.43%	326 60.21%L	120 61.45%L	5 42.08%	607 57.18%	177 54.30%	661 57.18%	123 56.26%
Yes, but I don't know what they are	437 31.18%	207 30.70%	59 34.87%f	22 27.88%	15 50.55%	31 34.37%	77 25.34%	25 47.91%a cf	437 31.18%	250 30.46%	188 32.21%	- -	- -	- -	- -	- -	78 35.08%	117 28.46%	173 27.99%	349 31.93%	88 28.55%	99 32.17%	335 30.96%	7 32.21%	33 38.92%l	37 32.78%	42 27.94%	38 27.29%	37 30.46%	39 30.90%	43 32.75%	91 25.24%	- -	1 19.92%	227 35.75%M	150 27.65%	55 28.14%	3 23.80%	334 31.50%	100 30.60%	365 31.61%	62 28.41%
No	176 12.57%	113 16.68%e f	22 12.74%f	17 21.53%ef	2 6.96%	6 6.28%	11 3.51%	6 12.00%f	176 12.57%	84 10.25%	92 15.84%i	- -	- -	- -	- -	- -	25 11.10%	42 10.25%	86 13.85%	152 13.93%v	24 7.79%	30 9.66%	143 13.22%	4 18.21%	6 6.89%	15 12.82%	15 9.75%	19 13.41%	9 7.17%	15 11.51%	23 17.38%B F	48 13.40%	1 37.72%	- -	82 12.82%	66 12.14%	20 10.42%	4 34.12%	120 11.32%	49 15.10%R	130 11.21%	33 15.33%
NET: Yes	1226 87.43%	563 83.32%	148 87.26%	63 78.47%	27 93.04%	85 93.72%a c	294 96.49%a bcg	47 88.00%	1226 87.43%	736 89.75%j	490 84.16%	- -	- -	- -	- -	- -	197 88.90%	369 89.75%	532 86.15%	940 86.07%	285 92.21%u	277 90.34%	939 86.78%	18 81.79%	79 93.11%H	100 87.18%	136 90.25%	122 86.59%	112 92.83%H	112 88.49%	108 82.62%	312 86.60%	2 62.28%	6 100.00%	554 87.18%	476 87.86%	175 89.58%	8 65.88%	941 88.68%	277 84.90%	1026 88.79%Q	185 84.67%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 78

S15. The government intends for all homes to move to low carbon heating systems, which will include a ban on installations of new gas boilers by the mid-2030s. One example of a low carbon system is heat pumps. Before taking this survey, had you heard of heat pumps as a home heating system?

Base: All homeowners who don't have a heat pump

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1392	64	1090	462	526	90	78	-	258	425	321	148	62	490	418	56	318	167	851	104	1110	104	112	-	34
Weighted base	1402	67*	1079	451	526	91*	81*	-**	260	420	318	147	64*	481	415	58*	327	163	853	115*	1090	115*	118	-**	37*
Yes and I know what they are	789 56.25%	46 68.90%	619 57.33%	256 56.71%	307 58.36%	63 68.54%cf	41 51.07%	-	157 60.48%	243 57.92%	182 57.19%	83 56.49%	44 68.54%	288 59.90%	238 57.32%	47 80.46%qr	229 69.85%qr	98 60.11%r	415 48.64%	60 52.61%	620 56.86%	60 52.61%	79 67.27%stu	-	22 60.57%
Yes, but I don't know what they are	437 31.18%	14 20.39%	335 31.08%	134 29.76%	162 30.84%	21 22.89%	33 40.66%e	-	72 27.82%	131 31.11%	99 31.10%	47 32.00%	17 26.56%	143 29.75%	126 30.40%	11 19.54%	76 23.17%	53 32.39%p	297 34.82%op	31 26.96%	366 33.54%v	31 26.96%	26 22.07%	-	8 21.04%
No	176 12.57%	7 10.71%	125 11.60%	61 13.54%	57 10.80%	8 8.57%	7 8.27%	-	30 11.69%	46 10.97%	37 11.71%	17 11.51%	3 4.89%	50 10.35%	51 12.28%	- -	23 6.98%o	12 7.50%o	141 16.55%opq	23 20.43%t	105 9.60%	23 20.43%t	13 10.66%	-	7 18.40%
NET: Yes	1226 87.43%	60 89.29%	954 88.40%	390 86.46%	469 89.20%	84 91.43%	74 91.73%	-	230 88.31%	374 89.03%	281 88.29%	130 88.49%	61 95.11%	432 89.65%	364 87.72%	58 100.00%pqr	305 93.02%r	151 92.50%r	712 83.46%	91 79.57%	986 90.40%stu	91 79.57%	105 89.34%	-	30 81.60%

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

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Which Sustainability Tracker Survey June 2024

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Absolutes/col percents

Table 79

S15. The government intends for all homes to move to low carbon heating systems, which will include a ban on installations of new gas boilers by the mid-2030s. One example of a low carbon system is heat pumps. Before taking this survey, had you heard of heat pumps as a home heating system?
Base: All homeowners who don't have a heat pump

		S39. Benefits of Heat pumps					
	Total	Not applicable - my home already had a heat pump when I bought it (a)	It can help lower household energy bills (b)	It is more environmentally friendly and sustainable than traditional heating systems (c)	It has a long lifespan and need little maintenance (d)	It will be one of the main ways in which people heat their homes in the future and I want to future proof my home (e)	None of these (f)
Unweighted base	1392	-	466	282	165	100	379
Weighted base	1402	.**	465	284	167	103*	382
Yes and I know what they are	789 56.25%	- -	216 46.47%	192 67.77%bdf	93 55.31%	64 61.85%b	223 58.48%b
Yes, but I don't know what they are	437 31.18%	- -	190 40.93%cdef	74 25.89%	51 30.21%	26 24.72%	97 25.41%
No	176 12.57%	- -	59 12.60%c	18 6.33%	24 14.48%c	14 13.43%c	61 16.11%c
NET: Yes	1226 87.43%	- -	407 87.40%	266 93.67%bdef	143 85.52%	89 86.57%	320 83.89%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 80

S16. Please imagine that you need to replace your current heating system in the next 12 months (i.e. by July 2023)...Would you consider installing a heat pump in your home?
Base: All who know what a heat pump is

		Gender		Age						Region														Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	789	459	329	16	88	126	143	139	277	648	719	70	51	20	29	93	63	61	68	76	74	105	79	185	258	205	244	251	167	127	270	253	168	66	-	32
Weighted base	789	464	323	25**	91*	124	133	141	274	651	722	67*	51*	20**	26**	84*	62*	59*	62*	78*	81*	105	94*	172	281	199	249	239	170	131	276	244	165	68*	.**	35*
Yes	127 16.11%	85 18.26%b	41 12.77%	15 57.54%	29 31.22%fgh	26 21.26%h	24 17.78%h	19 13.47%h	15 5.42%	101 15.59%	115 15.99%	12 17.44%	9 17.54%	5 25.13%	2 6.15%	15 17.42%	7 11.55%	13 21.50%	10 16.05%	10 12.36%	22 26.45%psuv	15 14.20%	9 9.95%	23 13.62%	46 16.33%	32 16.23%	58 23.38%BD	28 11.58%	26 15.46%	15 11.42%	53 19.17%	41 16.68%	21 12.50%	9 13.43%	- -	4 10.28%
Maybe	240 30.41%	141 30.31%	99 30.65%	8 31.66%	32 35.23%	43 34.31%	41 30.94%	44 31.06%	72 26.32%	202 31.01%	225 31.23%	14 21.57%	15 29.36%	9 43.06%	7 29.09%	23 27.88%	26 41.61%kt	18 29.79%	16 25.81%	25 32.27%	18 22.53%	41 39.46%kt	27 28.47%	57 32.99%	87 30.86%	59 29.52%	79 31.79%	85 35.50%D	45 26.63%	31 23.38%	80 28.88%	68 28.02%	62 37.57%F	20 28.70%f	- -	10 28.79%
No	422 53.48%	239 51.44%	183 56.58%	3 10.80%	31 33.55%	55 44.44%	68 51.28%d	78 55.47%d	187 68.26%defg	348 53.40%	381 52.79%	41 60.99%	27 53.11%	6 31.80%	17 64.76%	46 54.70%	29 46.84%	29 48.72%	36 58.14%	43 55.37%	42 51.02%	49 46.34%	58 61.57%u	92 53.38%	148 52.81%	108 54.25%	111 44.83%	127 52.92%	99 57.92%A	85 65.20%AB	143 51.95%	135 55.30%	82 49.93%	39 57.87%	- -	22 60.93%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

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Absolutes/col percents

Table 81

S16. Please imagine that you need to replace your current heating system in the next 12 months (i.e. by July 2023)...Would you consider installing a heat pump in your home?
Base: All who know what a heat pump is

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	789	347	123	32	10	52	206	19	789	451	338	-	-	-	-	-	119	252	360	593	196	178	606	10	45	64	92	83	77	72	67	221	2	4	326	329	120	4	601	183	658	126
Weighted base	789	355	89	40*	12**	54*	217	21**	789	486	302	.**	.**	.**	.**	.**	119	252	359	592	197	178	604	11**	46*	62*	94*	83*	75*	73*	65*	221	2**	4**	327	326	120	5**	607	177	661	123
Yes	127 16.11%	81 22.93% f	13 15.17% f	11 28.29% f	3 20.83%	1 1.88%	15 6.80%	2 10.87%	127 16.11%	54 11.07%	73 24.20% l	-	-	-	-	-	15 12.78%	26 10.39%	82 22.93% s	97 16.37%	30 15.34%	18 10.14%	108 17.83% w	3 28.69%	5 11.12%	7 11.15%	7 7.76%	6 7.68%	13 16.69%	13 18.52% E	15 23.39% E	54 24.24% DE	-	1 28.31%	38 11.65%	56 17.08%	29 24.35% L	3 56.57%	111 18.26% QS	16 9.19% S	123 18.56% QS	4 2.92%
Maybe	240 30.41%	113 31.75%	30 33.66%	13 31.86%	4 30.79%	11 19.76%	63 29.15%	7 31.07%	240 30.41%	141 28.97%	99 32.72%	-	-	-	-	-	26 21.90%	79 31.19%	115 31.96% r	175 29.58%	65 32.89%	56 31.40%	180 29.84%	1 10.76%	14 30.75%	11 17.35%	26 27.24%	30 35.86% C	23 30.95%	22 30.73%	25 37.83% C	68 30.64% C	-	1 26.25%	93 28.36%	100 30.60%	45 37.59%	1 19.78%	214 35.30% RS	25 14.03% S	218 32.92% S	21 17.44%
No	422 53.48%	161 45.32%	45 51.16%	16 39.86%	6 48.38%	42 78.36% bc	139 64.05% bc	12 58.06%	422 53.48%	291 59.95% j	130 43.08%	-	-	-	-	-	78 65.33% kl	147 58.42% kl	162 45.11%	320 54.05%	102 51.77%	104 58.46%	316 52.33%	7 60.55%	27 58.13%	44 71.50% FGHI	61 65.00% HI	47 56.46% H	39 52.37%	37 50.74%	25 38.78%	100 45.12%	2 100.00%	2 45.44%	196 60.00% N	171 52.32% N	46 38.05%	1 23.65%	282 46.44%	136 76.78% P R	321 48.51% P	98 79.63% PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 82

S16. Please imagine that you need to replace your current heating system in the next 12 months (i.e. by July 2023)...Would you consider installing a heat pump in your home?
Base: All who know what a heat pump is

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	789	46	625	265	307	61	39	-	156	245	186	84	42	292	243	44	224	100	421	54	632	54	76	-	21
Weighted base	789	46*	619	256	307	63*	41*	.**	157	243	182	83*	44*	288	238	47*	229	98*	415	60*	620	60*	79*	.**	22**
Yes	127 16.11%	19 41.02%b	88 14.20%	54 21.18%d	39 12.75%	9 14.63%	4 10.49%	-	28 17.79%	39 16.10%	30 16.78%	9 10.96%	22 50.76%mn	51 17.79%n	10 4.04%	9 19.92%	51 22.34%r	21 21.17%r	46 11.05%	19 31.41%t	79 12.73%	19 31.41%t	21 27.02%t	-	8 34.71%
Maybe	240 30.41%	14 30.47%	180 29.15%	64 25.18%	101 32.86%c	19 30.17%	10 25.08%	-	47 30.19%	81 33.49%k	48 26.17%	17 20.58%	11 24.26%	121 42.05%ln	35 14.60%	20 42.83%pq	60 26.03%	24 24.65%	136 32.79%	27 44.38%t	187 30.22%	27 44.38%t	22 27.52%	-	2 8.04%
No	422 53.48%	13 28.50%	350 56.65%a	137 53.64%	167 54.38%	35 55.20%	26 64.43%	-	82 52.02%	123 50.42%	104 57.05%	57 68.45%hi	11 24.99%	116 40.16%	193 81.36%lm	17 37.26%	118 51.63%	53 54.18%	233 56.16%o	15 24.21%	354 57.05%su	15 24.21%	36 45.46%su	-	13 57.26%

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 83

S16. Please imagine that you need to replace your current heating system in the next 12 months (i.e. by July 2023)...Would you consider installing a heat pump in your home?
Base: All who know what a heat pump is

		S39. Benefits of Heat pumps					
	Total	Not applicable - my home already had a heat pump when I bought it (a)	It can help lower household energy bills (b)	It is more environmentally friendly and sustainable than traditional heating systems (c)	It has a long lifespan and need little maintenance (d)	It will be one of the main ways in which people heat their homes in the future and I want to future proof my home (e)	None of these (f)
Unweighted base	789	-	219	192	92	59	227
Weighted base	789	-**	216	192	93*	64*	223
Yes	127	-	33	52	13	29	-
16.11%	-	15.32%f	27.18%bdf	13.81%f	45.06%bcdf	-	
Maybe	240	-	91	80	39	24	6
30.41%	-	41.86%f	41.44%f	42.37%f	38.11%f	2.65%	
No	422	-	93	60	41	11	217
53.48%	-	42.82%ce	31.38%e	43.82%ce	16.84%	97.35%bcde	

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 84

S39_NEW2024. Which ONE of the following benefits about heat pumps encouraged you the most/ is most likely to encourage you to install a heat pump in your home?

Base: All home owners

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Not applicable - my home already had a heat pump when I bought it	7 0.51%	3 0.48%	4 0.54%	2 1.67%h	3 1.47%h	- -	1 0.24%	2 0.82%	- -	5 0.39%	6 0.44%	1 1.39%	1 1.49%	- -	2 3.04%otu	- -	- -	- -	- -	2 1.26%	- -	- -	1 0.95%	2 0.49%	1 0.27%	2 0.47%	4 0.83%	1 0.30%	2 0.51%	1 0.31%	5 1.18%	1 0.15%	1 0.41%	- -	- -	- -
It can help lower household energy bills	467 32.69%	234 32.33%	234 33.22%	33 32.49%	79 38.49%h	84 36.84%h	86 35.02%h	90 36.76%h	97 23.68%	388 32.11%	437 32.97%	31 29.15%	28 39.28%sv	21 45.67%nsv	13 23.37%	54 33.62%v	52 40.61%nsv	43 34.23%v	41 35.78%sv	34 23.71%	56 34.81%sv	66 35.92%sv	28 21.15%	119 34.56%	151 31.42%	118 30.78%	138 32.72%	132 31.24%	102 30.86%	95 37.41%	131 29.17%	178 34.73%H	117 39.59%EHJ	29 23.88%	3 63.25%	9 20.06%
It is more environmentally friendly and sustainable than traditional heating systems	293 20.46%	146 20.20%	143 20.32%	20 20.03%	50 24.26%	50 22.06%	49 19.98%	44 18.17%	79 19.41%	252 20.85%	269 20.34%	23 21.88%	9 13.51%	8 17.34%	10 17.85%	33 20.43%	24 19.05%	26 20.17%	22 19.57%	23 16.13%	31 18.95%	46 24.83%	37 27.92%ls	67 19.50%	114 23.72%	71 18.49%	99 23.50%CD	100 23.69%CD	52 15.79%	41 16.09%	97 21.57%	106 20.62%	51 17.34%	26 21.79%	2 36.75%	11 23.61%
It has a long lifespan and need little maintenance	173 12.12%	93 12.82%	81 11.47%	17 17.08%	20 9.94%	37 16.32%h	31 12.60%	31 12.52%	37 9.12%	153 12.71%	165 12.42%	9 8.37%	5 6.73%	6 13.60%	8 13.62%	25 15.91%	11 8.26%	20 15.44%	18 15.71%	16 11.50%	18 11.16%	17 9.14%	21 15.66%	44 12.69%	56 11.64%	54 14.06%	53 12.59%	55 13.09%	41 12.44%	24 9.31%	53 11.91%	63 12.20%	32 11.03%	20 16.98%	- -	4 9.51%
It will be one of the main ways in which people heat their homes in the future and I want to future proof my home	108 7.53%	53 7.29%	55 7.81%	12 11.97%h	24 11.78%gh	25 10.78%gh	17 7.02%	13 5.19%	17 4.18%	89 7.34%	99 7.51%	8 7.72%r	9 12.69%pr	2 4.07%	3 6.24%	10 6.57%	5 4.19%	8 5.98%	2 2.07%	19 13.23%pr	19 12.00%pr	13 6.90%	8 6.29%	19 5.63%	40 8.44%	29 7.51%	38 9.01%D	28 6.66%	30 9.00%D	12 4.60%	36 8.10%	34 6.69%	23 7.94%	10 8.60%	- -	3 7.02%
None of these	382 26.70%	194 26.88%	188 26.64%	17 16.76%	29 14.06%	32 14.00%	61 25.13%de	65 26.55%de	178 43.61%cdefg	321 26.59%	349 26.32%	33 31.48%	18 26.29%	9 19.32%	20 35.87%	38 23.48%	36 27.88%	31 24.19%	31 26.87%	49 34.15%otu	37 23.09%	43 23.22%	38 28.03%	93 27.12%	118 24.52%	110 28.70%	90 21.34%	106 25.02%	104 31.41%A	82 32.27%AB	126 28.07%	132 25.60%	70 23.69%	34 28.76%	- -	19 39.80%FG

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 85

S39_NEW2024. Which ONE of the following benefits about heat pumps encouraged you the most/ is most likely to encourage you to install a heat pump in your home?
Base: All home owners

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Not applicable - my home already had a heat pump when I bought it	7 0.51%	5 0.75%	2 1.20%f	- -	- -	- -	- -	- -	7 0.51%	4 0.44%	4 0.60%	- -	- -	- -	- -	- -	- -	1 0.19%	5 0.73%	2 0.21%	5 1.55%u	2 0.58%	5 0.50%	- -	- -	- -	- -	- -	1 0.64%	- -	1 0.79%	4 0.95%	- -	- -	1 0.12%	4 0.76%	2 1.12%L	- -	7 0.67%	- -	7 0.62%	- -
It can help lower household energy bills	467 32.69%	249 35.57%f g	60 35.15%f	34 42.48%e fg	12 42.69%	24 26.59%	76 24.98%	11 21.22%	467 32.69%	249 29.87%	219 36.61%i	- -	- -	- -	- -	- -	60 26.89%	138 32.95%	219 34.60%r	368 33.10%	99 31.24%	86 27.67%	380 34.32%w	6 26.67%	27 30.86%	27 23.93%	51 33.59%	48 33.32%	39 31.74%	39 30.34%	47 35.46%	134 35.75%C	- -	1 21.02%	217 33.84%	178 31.98%	65 32.19%	5 40.94%	347 31.98%	116 35.08%	384 32.44%	77 35.10%
It is more environmentally friendly and sustainable than traditional heating systems	293 20.46%	150 21.45%	36 20.91%	14 17.32%	7 25.81%	12 12.87%	61 20.06%	12 22.85%	293 20.46%	166 19.90%	127 21.23%	- -	- -	- -	- -	- -	40 18.09%	79 18.90%	154 24.29%s	229 20.55%	64 20.12%	64 20.51%	225 20.37%	5 23.28%	15 17.60%	20 17.43%	28 18.10%	24 16.33%	28 22.88%	32 24.95%	37 28.08%LE	85 22.73%	- -	1 22.67%	101 15.77%	129 23.21%L	59 28.93%L	1 11.90% S	276 25.41%QR	15 4.67%	285 24.13%QS	7 2.97%
It has a long lifespan and need little maintenance	173 12.12%	101 14.46%e f	20 11.46%	7 9.31%	4 12.70%	5 5.74%	26 8.67%	10 18.06%e f	173 12.12%	95 11.35%	79 13.19%	- -	- -	- -	- -	- -	23 10.31%	51 12.17%	79 12.40%	136 12.25%	37 11.69%	34 11.02%	136 12.34%	1 4.63%	10 11.87%	12 10.25%	19 12.37%	21 14.59%	11 9.07%	19 15.14%	16 12.42%	43 11.47%	- -	- -	75 11.72%	71 12.77%	26 12.72%	1 11.06%	138 12.72%	33 9.99%	151 12.75%	20 9.21%
It will be one of the main ways in which people heat their homes in the future and I want to future proof my home	108 7.53%	67 9.51%ef	14 8.44%e	7 8.80%e	1 4.23%	1 1.24%	15 5.03%	2 3.43%	108 7.53%	55 6.61%	53 8.81%	- -	- -	- -	- -	- -	13 5.68%	33 7.81%	56 8.77%	78 6.98%	30 9.44%	21 6.66%	87 7.86%	2 8.71%	5 5.96%	6 4.88%	7 4.41%	10 7.15%	16 12.78%CD H	10 7.72%	7 5.26%	39 10.37%D	- -	- -	44 6.78%	42 7.52%	19 9.58%	3 24.64%	92 8.52%QS	14 4.36%	100 8.43%QS	5 2.49%
None of these	382 26.70%	128 18.27%	39 22.83%	18 22.09%	4 14.57%	48 53.56%a bcfg	126 41.26%a bc	18 34.43%a	382 26.70%	265 31.82%j	117 19.56%	- -	- -	- -	- -	- -	87 39.03%s t	117 27.99%t	122 19.20%	299 26.91%	82 25.96%	104 33.56%x	272 24.62%	8 36.71%	29 33.71%kH I	50 43.51%LE FGHI	48 31.54%H I	41 28.60%H I	28 22.89%	28 21.85%	24 18.00%	70 18.73%	4 100.00%	3 56.31%	204 31.78%M N	132 23.76%N	31 15.46%	1 11.46%	225 20.70%	151 45.90%P R	256 21.63%	110 50.23%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 86

S39_NEW2024. Which ONE of the following benefits about heat pumps encouraged you the most/ is most likely to encourage you to install a heat pump in your home?

Base: All home owners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Not applicable - my home already had a heat pump when I bought it	7 0.51%	1 0.91%	6 0.53%	4 0.86%	2 0.46%	- -	- -	- -	1 0.22%	1 0.30%	2 0.52%	3 1.94%i	4 5.21%mn	1 0.21%	- -	- -	1 0.31%	3 1.68%	3 0.39%	7 5.10%tuv	- -	- -	- -	7 25.83%	- -
It can help lower household energy bills	467 32.69%	23 30.83%	367 33.53%	166 35.75%f	174 32.54%	32 35.28%	19 23.77%	- -	82 31.10%	140 32.41%	114 35.31%	53 35.35%	11 15.70%	194 39.63%ln	123 29.58%l	15 24.64%	92 27.49%	47 27.08%	314 36.39%pq	42 29.39%	364 33.42%	40 34.75%s	38 32.34%	2 7.65%	13 35.78%
It is more environmentally friendly and sustainable than traditional heating systems	293 20.46%	21 27.57%	214 19.56%	82 17.65%	116 21.68%	20 21.61%	17 21.03%	- -	60 22.73%k	99 22.89%k	64 19.84%k	12 8.03%	29 42.22%mn	124 25.45%n	43 10.41%	20 34.04%r	91 26.97%r	40 23.19%r	142 16.43%	39 27.37%x	223 20.43%	30 26.61%x	24 20.49%	9 30.49%	3 7.58%
It has a long lifespan and need little maintenance	173 12.12%	16 20.81%ub	127 11.61%	63 13.59%	64 11.88%	8 8.62%	8 10.02%	- -	38 14.47%	57 13.22%	33 10.15%	15 9.76%	7 10.78%	62 12.68%	46 10.96%	9 15.62%	37 10.95%	23 13.62%	104 12.04%	20 13.81%	123 11.29%	14 12.09%	20 16.65%	6 20.81%	9 24.74%u
It will be one of the main ways in which people heat their homes in the future and I want to future proof my home	108 7.53%	8 10.92%	75 6.86%	36 7.77%	36 6.72%	5 5.37%	6 7.75%	- -	19 7.25%	33 7.60%	24 7.55%	7 4.62%	12 17.26%mn	43 8.71%n	13 3.05%	4 7.16%	37 11.07%r	15 8.65%	51 5.95%	19 13.64%t	71 6.55%	15 13.25%t	12 10.47%	4 15.22%	3 9.52%
None of these	382 26.70%	7 8.97%	306 27.92%a	113 24.39%	143 26.72%	27 29.11%	31 37.43%c	- -	64 24.22%	102 23.58%	86 26.62%	61 40.30%hij	6 8.83%	65 13.32%	192 45.99%lm	11 18.55%	78 23.20%	44 25.77%	248 28.80%	15 10.68%	309 28.32%tu	15 13.31%	24 20.05%	- -	8 22.39%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 87

S39_NEW2024. Which ONE of the following benefits about heat pumps encouraged you the most/ is most likely to encourage you to install a heat pump in your home?
Base: All home owners

	Total	S38. Friends and family having sustainable heating method	
		Yes (a)	No (b)
Unweighted base	1416	607	809
Weighted base	1430	623	807
Not applicable - my home already had a heat pump when I bought it	7 0.51%	4 0.70%	3 0.36%
It can help lower household energy bills	467 32.69%	191 30.61%	277 34.29%
It is more environmentally friendly and sustainable than traditional heating systems	293 20.46%	160 25.75%b	132 16.37%
It has a long lifespan and need little maintenance	173 12.12%	86 13.78%	88 10.85%
It will be one of the main ways in which people heat their homes in the future and I want to future proof my home	108 7.53%	54 8.75%	53 6.58%
None of these	382 26.70%	127 20.41%	255 31.55%a

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 88

S39_NEW2024. Which ONE of the following benefits about heat pumps encouraged you the most/ is most likely to encourage you to install a heat pump in your home?
Base: All home owners

	Total	S16. Consider installing heat pump in home		
		Yes (a)	Maybe (b)	No (c)
Unweighted base	1416	124	242	423
Weighted base	1430	127	240	422
Not applicable - my home already had a heat pump when I bought it	7 0.51%	- -	- -	- -
It can help lower household energy bills	467 32.69%	33 26.07%	91 37.75%ac	93 21.96%
It is more environmentally friendly and sustainable than traditional heating systems	293 20.46%	52 41.18%c	80 33.26%c	60 14.32%
It has a long lifespan and need little maintenance	173 12.13%	13 10.07%	39 16.37%c	41 9.63%
It will be one of the main ways in which people heat their homes in the future and I want to future proof my home	108 7.53%	29 22.67%bc	24 10.16%c	11 2.55%
None of these	382 26.70%	- -	6 2.47%	217 51.55%ab

Proportions/Means: Columns Tested (5% risk level) - a/b/c
Overlap formulae used.

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 89

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	789	459	329	16	88	126	143	139	277	648	719	70	51	20	29	93	63	61	68	76	74	105	79	185	258	205	244	251	167	127	270	253	168	66	-	32
Weighted base	789	464	323	25**	91*	124	133	141	274	651	722	67*	51*	20**	26**	84*	62*	59*	62*	78*	81*	105	94*	172	281	199	249	239	170	131	276	244	165	68*	-**	35*
Not applicable - there is nothing preventing me from installing a heat pump	43 5.45%	32 6.85%b	11 3.45%	3 10.50%	8 8.36%f	3 2.53%	2 1.26%	12 8.88%ef	15 5.61%f	33 5.09%	38 5.29%	5 7.18%	4 7.90%	1 5.09%	- -	8 9.35%	1 2.38%	6 9.90%	3 5.30%	2 2.39%	6 7.84%	4 3.59%	3 2.82%	9 5.45%	13 4.57%	11 5.53%	20 8.07%LB	6 2.70%	9 5.50%	7 5.43%	16 5.91%	15 6.26%	5 3.17%	4 5.67%	- -	2 6.47%
It would be too expensive to install	554 70.20%	324 69.74%	229 70.78%	14 53.86%	58 63.21%	88 71.11%	100 75.13%	100 70.79%	194 70.95%	466 71.53%k	514 71.27%k	39 58.62%	33 64.31%	16 80.61%	20 76.29%	60 70.66%	48 77.75%k	40 66.90%	48 77.80%k	58 75.08%k	51 62.33%	72 68.87%	70 73.80%	127 74.05%	193 68.63%	146 73.48%	164 65.84%	177 74.17%A	119 70.17%	93 71.29%	195 70.73%H	174 71.14%H	126 76.71%H	36 53.03%	- -	22 62.46%
It would be too much hassle	172 21.83%	111 23.85%	60 18.68%	3 13.53%	21 23.51%	29 23.17%	35 26.61%	24 17.32%	59 21.42%	147 22.51%	154 21.40%	18 26.46%l	6 11.44%	2 10.50%	6 24.66%	16 18.87%	12 19.42%	16 26.25%	13 20.85%	18 23.01%	18 21.57%	22 21.15%	26 27.87%l	34 19.93%	66 23.52%	46 23.31%	60 24.31%	53 22.11%	32 18.97%	27 20.31%	60 21.85%	60 24.73%	33 20.03%	13 19.00%	- -	5 15.53%
Difficulty finding a trader I trust to install it	137 17.40%	83 17.87%	54 16.64%	3 12.27%	13 13.74%	23 18.67%	24 18.13%	26 18.81%	48 17.45%	107 16.51%	125 17.32%	12 18.33%	12 24.42%	5 25.69%	2 7.13%	11 13.35%	11 18.51%	7 12.44%	11 17.38%	13 16.19%	9 11.09%	26 24.45%t	18 18.65%	24 14.27%	52 18.63%	31 15.44%	54 21.53%	40 16.62%	25 14.56%	19 14.69%	52 18.87%	39 16.15%	28 17.00%	13 19.36%	- -	4 12.72%
I don't have enough information to make an informed decision	135 17.13%	72 15.48%	63 19.55%	1 3.39%	24 26.53%f h	22 17.51%	21 15.46%	23 16.03%	45 16.47%	116 17.89%	125 17.30%	10 15.22%	8 15.15%	1 3.68%	5 20.96%	19 22.35%t	18 29.19%t uv	9 15.67%	10 16.14%	20 25.47%tu	7 8.54%	14 13.48%	14 14.97%	42 24.59%x	35 12.54%	39 19.64%x	39 15.67%	43 18.16%	33 19.48%	20 14.96%	44 15.93%	34 14.04%	41 24.90%EF	10 14.97%	- -	6 15.78%
It's too complicated to know what to do	59 7.46%	31 6.73%	28 8.52%	1 3.39%	7 7.93%	11 8.52%	12 9.02%	5 3.33%	23 8.56%	54 8.28%l	54 7.47%	5 7.38%	- -	- -	- -	9 10.60%l	5 8.39%l	3 5.85%	5 7.38%	10 12.69%l	6 7.22%	7 6.62%	9 9.63%l	14 8.22%	22 7.81%	18 9.00%	23 9.41%	21 8.84%	9 5.19%	5 4.17%	16 5.76%	17 6.82%	16 9.61%	6 8.73%	- -	4 12.67%
It wouldn't be appropriate for my property	217 27.48%	133 28.60%	83 25.65%	3 12.87%	18 20.08%	36 28.96%	40 29.93%	35 24.79%	84 30.82%	184 28.28%	200 27.69%	17 25.15%	12 24.17%	3 17.32%	4 13.63%	21 24.70%	14 23.02%	13 21.19%	19 30.79%	20 25.45%	32 39.21%q	26 25.11%	36 38.17%q	38 22.43%	94 33.58%w	51 25.84%	67 27.13%	70 29.38%	42 24.81%	37 28.13%	59 21.21%	55 22.49%	53 32.39%EF	42 61.00%EFGJ	- -	8 23.30%
I'm not convinced that the technology is good enough to heat my home	295 37.47%	178 38.40%	117 36.25%	- -	19 21.30%	42 34.15%d	45 33.64%d	53 37.79%d	136 49.56%d efg	240 36.91%	266 36.86%	29 44.04%o t	20 39.80%	5 27.65%	11 41.43%	24 28.49%	26 42.70%	19 32.51%	22 34.91%	32 41.72%	22 27.34%	45 42.79%o t	39 41.26%	61 35.53%	106 37.80%	73 36.85%	98 39.26%	96 40.23%	57 33.64%	44 33.99%	132 47.84%FG H	77 31.62%	57 34.83%H	14 20.28%	- -	15 42.47%H
I worry it would easily breakdown or need repairing	117 14.79%	82 17.66%b	35 10.71%	5 21.04%	15 16.16%	19 15.35%	18 13.19%	19 13.65%	41 14.86%	101 15.47%	108 14.96%	9 12.91%	5 9.73%	2 11.58%	2 7.13%	15 17.30%	9 15.10%	7 12.02%	10 15.63%	11 14.54%	14 16.72%	13 12.70%	20 21.23%	26 14.98%	47 16.73%	28 14.12%	41 16.37%	34 14.26%	23 13.53%	19 14.38%	42 15.12%	33 13.38%	24 14.49%	13 18.79%	- -	6 15.60%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 89

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	789	464	323	25**	91*	124	133	141	274	651	722	67*	51*	20**	26**	84*	62*	59*	62*	78*	81*	105	94*	172	281	199	249	239	170	131	276	244	165	68*	-**	35*
It would be difficult finding the right trader for repairs and maintenance	122 15.49%	66 14.17%	56 17.44%	4 14.53%	11 11.72%	22 17.94%	19 14.48%	25 17.65%	41 15.11%	101 15.49%	114 15.86%	8 11.54%	11 20.69%	3 15.54%	4 13.85%	14 16.93%	10 15.94%	9 14.59%	12 18.69%	11 13.92%	9 10.93%	17 15.84%	17 17.65%	28 16.11%	42 15.02%	31 15.60%	47 18.90%	34 14.30%	25 14.76%	16 12.13%	46 16.80%	38 15.75%	27 16.22%	7 10.91%	- -	3 8.94%
I worry I may end up paying more for my energy bills	208 26.42%	138 29.65%b	71 21.86%	4 17.59%	20 21.47%	33 26.73%	38 28.20%	33 23.53%	80 29.37%	173 26.51%	191 26.40%	18 26.66%	11 22.27%	7 33.37%	6 25.24%	21 25.17%	23 36.81%tu	22 36.51%t u	13 21.64%	27 34.66%t	13 16.53%	23 21.99%	24 25.16%	50 29.36%	60 21.47%	62 31.17%x	63 25.29%	66 27.76%	36 21.15%	43 32.98%C	83 30.10%H	66 26.84%H	43 26.27%H	8 11.76%	- -	8 23.79%
Other	44 5.56%	24 5.15%	20 6.18%	- -	6 6.16%	6 4.75%	8 6.07%	11 7.52%	14 4.99%	40 6.08%	43 5.91%	1 1.81%	3 6.02%	- -	3 10.80%	4 4.85%	1 1.85%	5 9.12%u	1 1.37%	4 4.79%	8 10.17%ar u	2 2.15%	11 11.75%ap ru	8 4.67%	22 7.70%	10 5.02%	14 5.76%	14 6.05%	11 6.74%	4 2.76%	16 5.68%	15 6.18%	8 5.12%	1 1.88%	- -	3 9.61%
Don't know	9 1.14%	2 0.41%	7 2.19%a	- -	1 1.16%	1 0.49%	3 2.20%	3 2.46%h	1 0.33%	6 0.95%	6 0.86%	3 4.19%kj	- -	- -	1 3.52%	1 1.29%	- -	- -	- -	- -	1 0.83%	2 1.95%	1 1.56%	2 1.16%	4 1.49%	- -	1 0.42%	3 1.44%	3 1.77%	1 1.12%	2 0.74%	5 2.11%	2 1.07%	- -	- -	- -
NET: Those with reasons stopping them from installing a heat pump	737 93.41%	431 92.74%	305 94.35%	23 89.50%	83 90.49%	120 96.98%g	129 96.53%g	125 88.66%	257 94.06%	612 93.96%	677 93.85%	59 88.64%	47 92.10%	19 94.91%	25 96.48%	75 89.36%	60 97.62%	53 90.10%	58 94.70%	76 97.61%k o	74 91.33%	99 94.46%	90 95.62%	160 93.39%	264 93.94%	188 94.47%	228 91.50%	229 95.86%	158 92.73%	122 93.45%	257 93.35%	224 91.63%	158 95.76%	64 94.33%	- -	33 93.53%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 90

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	789	347	123	32	10	52	206	19	789	451	338	-	-	-	-	-	119	252	360	593	196	178	606	10	45	64	92	83	77	72	67	221	2	4	326	329	120	4	601	183	658	126
Weighted base	789	355	89	40*	12**	54*	217	21**	789	486	302	.**	.**	.**	.**	.**	119	252	359	592	197	178	604	11**	46*	62*	94*	83*	75*	73*	65*	221	2**	4**	327	326	120	5**	607	177	661	123
Not applicable - there is nothing preventing me from installing a heat pump	43 5.45%	21 5.83%	3 3.19%	3 6.60%	- -	4 7.38%	13 5.90%	- -	43 5.45%	27 5.55%	16 5.29%	- -	- -	- -	- -	- -	8 6.30%	14 5.74%	20 5.54%	34 5.82%	9 4.34%	8 4.35%	35 5.83%	- -	2 5.05%	5 8.34%	4 4.68%	3 4.13%	7 8.85%	4 5.85%	4 6.25%	12 5.23%	- -	- -	19 5.96%	16 5.05%	6 4.72%	1 28.28%	28 4.67%	15 8.27%R	31 4.72%	12 9.62%PR
It would be too expensive to install	554 70.20%	246 69.14%	64 71.54%	25 61.21%	12 100.00%	37 68.89%	156 72.12%	14 65.90%	554 70.20%	343 70.56%	211 69.62%	- -	- -	- -	- -	- -	86 71.67%	176 70.02%	246 68.54%	402 67.91%	152 77.08%u	129 72.51%	419 69.42%	8 73.68%	33 71.35%	45 71.54%	71 76.22%	55 65.77%	50 67.00%	49 67.38%	43 65.38%	155 69.84%	1 48.60%	2 54.87%	233 71.38%	237 72.72%	76 63.51%	1 23.65%	428 70.55%	122 69.02%	465 70.43%	86 70.26%
It would be too much hassle	172 21.83%	83 23.26%	15 16.54%	5 13.19%	6 46.92%	10 18.89%	49 22.64%	5 21.21%	172 21.83%	110 22.64%	62 20.53%	- -	- -	- -	- -	- -	26 21.69%	52 20.78%	77 21.55%	136 23.05%	36 18.15%	35 19.83%	134 22.21%	7 60.15%	10 21.76%	9 14.74%	23 24.63%G	15 17.97%	14 19.09%	9 11.84%	17 26.20%G	52 23.37%G	2 100.00%	2 54.56%	70 21.48%	69 21.30%	28 22.99%	- -	114 18.76%	57 31.95%P R	126 19.09%	45 36.49%PR
Difficulty finding a trader I trust to install it	137 17.40%	53 15.01%	20 22.94%a e	7 16.37%	3 27.39%	4 7.62%	45 20.79%e	4 20.69%	137 17.40%	94 19.36%	43 14.25%	- -	- -	- -	- -	- -	22 18.49%	46 18.35%	60 16.82%	95 16.06%	42 21.43%	23 12.68%	112 18.54%	5 43.01%	8 16.54%	10 15.54%	17 18.23%	18 21.88%	11 14.59%	8 10.99%	12 19.00%	40 18.10%	- -	- -	49 14.90%	60 18.47%	28 23.56%L	- -	114 18.78%	23 13.17%	120 18.22%	16 13.12%
I don't have enough information to make an informed decision	135 17.13%	61 17.04%	16 18.31%	6 14.04%	4 29.17%	8 14.08%	38 17.56%	3 15.89%	135 17.13%	84 17.26%	51 16.92%	- -	- -	- -	- -	- -	18 15.18%	45 17.89%	58 16.21%	105 17.76%	30 15.24%	35 19.80%	97 16.08%	2 16.01%	5 11.47%	11 17.78%	20 21.76%	12 14.39%	13 16.94%	9 12.36%	13 20.36%	36 16.25%	- -	- -	55 16.76%	60 18.35%	20 16.97%	- -	112 18.49%	23 12.92%	116 17.62%	19 15.19%
It's too complicated to know what to do	59 7.46%	31 8.75%	6 6.24%	- -	- -	6 12.03%c	15 6.82%	1 4.53%	59 7.46%	32 6.64%	27 8.78%	- -	- -	- -	- -	- -	9 7.37%	19 7.49%	28 7.73%	45 7.67%	13 6.83%	12 6.77%	45 7.51%	1 6.67%	3 7.17%	5 7.64%	9 9.15%	7 8.72%	3 4.05%	3 3.92%	4 6.58%	21 9.31%	- -	- -	21 6.50%	26 8.08%	11 9.38%	- -	48 7.94%	11 6.02%	50 7.51%	9 7.48%
It wouldn't be appropriate for my property	217 27.48%	97 27.41%	21 24.12%	8 19.77%	2 20.15%	24 44.45%a bcf	56 25.76%	8 36.31%	217 27.48%	137 28.27%	79 26.20%	- -	- -	- -	- -	- -	37 30.85%	67 26.73%	99 27.55%	162 27.44%	54 27.58%	47 26.42%	168 27.84%	1 6.67%	17 37.91%H	19 29.97%H	24 26.13%	22 26.23%	21 28.02%	18 24.91%	10 14.88%	71 32.14% H	2 100.00%	1 28.62%	77 23.44%	92 28.17%	42 34.64%L	2 43.43%	162 26.66%	52 29.54%	183 27.62%	33 26.88%
I'm not convinced that the technology is good enough to heat my home	295 37.47%	111 31.28%	27 30.21%	9 22.56%	4 29.17%	22 40.47%	115 53.18%a bc	8 36.91%	295 37.47%	206 42.38%j	89 29.58%	- -	- -	- -	- -	- -	46 38.35%	92 36.68%	131 36.54%	212 35.83%	84 42.41%	69 38.76%	224 37.04%	4 34.78%	17 37.41%	25 39.68%	36 38.36%	31 37.70%	25 33.47%	33 45.93%	21 32.93%	76 34.53%	- -	1 16.81%	117 35.68%	133 40.65%	42 35.26%	1 23.65%	200 32.94%	95 53.69%P R	226 34.19%	69 56.03%PR
I worry it would easily breakdown or need repairing	117 14.79%	53 14.93%	13 15.06%	4 10.72%	2 20.01%	4 8.15%	37 16.89%	2 11.33%	117 14.79%	69 14.29%	47 15.61%	- -	- -	- -	- -	- -	16 13.45%	30 11.76%	56 15.66%	88 14.87%	29 14.54%	21 12.05%	93 15.31%	3 28.55%	5 10.20%	8 13.14%	15 15.93%	7 8.29%	8 10.39%	9 11.93%	14 20.76%E	34 15.38%	- -	- -	44 13.30%	56 17.19%	17 14.20%	- -	85 14.01%	31 17.52%	92 13.85%	24 19.81%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 90

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	789	355	89	40*	12**	54*	217	21**	789	486	302	.**	.**	.**	.**	.**	119	252	359	592	197	178	604	11**	46*	62*	94*	83*	75*	73*	65*	221	2**	4**	327	326	120	5**	607	177	661	123
It would be difficult finding the right trader for repairs and maintenance	122 15.49%	56 15.88%	15 16.37%	3 7.80%	1 9.73%	5 9.88%	37 17.11%	4 20.96%	122 15.49%	84 17.35%	38 12.51%	- -	- -	- -	- -	- -	13 10.84%	39 15.67%	59 16.39%	95 16.01%	27 13.93%	23 12.93%	95 15.77%	4 35.00%	4 7.88%	5 8.71%	14 14.75%	17 20.08%	9 11.91%	10 13.40%	11 16.88%	38 17.23%	- -	- -	42 12.83%	57 17.55%	23 19.13%	- -	93 15.40%	28 15.87%	102 15.38%	20 16.10%
I worry I may end up paying more for my energy bills	208 26.42%	89 25.17%	21 23.32%	10 25.34%	4 36.28%	12 23.19%	68 31.25%	3 15.62%	208 26.42%	140 28.77%	68 22.64%	- -	- -	- -	- -	- -	37 31.37%	69 27.44%	81 22.65%	159 26.90%	49 24.98%	56 31.37%	150 24.80%	6 52.46%	17 38.04%G	14 22.67%	27 28.87%	21 25.35%	21 27.98%	15 20.54%	14 21.77%	52 23.60%	- -	- -	94 28.66%	87 26.53%	26 21.60%	1 23.65%	153 25.26%	54 30.31%	160 24.23%	47 38.66%POR
Other	44 5.56%	16 4.60%	4 4.08%	2 6.11%	1 10.42%	3 6.17%	15 6.79%	2 10.04%	44 5.56%	29 5.93%	15 4.97%	- -	- -	- -	- -	- -	6 4.90%	16 6.34%	18 4.94%	34 5.69%	10 5.17%	9 5.29%	34 5.70%	1 8.76%	4 7.87%	1 2.01%	4 4.51%	7 8.67%H	5 6.05%	2 2.91%	1 0.96%	15 6.78%	- -	- -	12 3.52%	19 5.96%	11 8.92%L	1 28.28%	35 5.73%	9 5.14%	37 5.65%	7 5.32%
Don't know	9 1.14%	4 1.02%	2 2.34%	- -	- -	- -	2 0.94%	1 5.89%	9 1.14%	7 1.36%	2 0.77%	- -	- -	- -	- -	- -	1 0.66%	5 1.87%	2 0.46%	8 1.38%	1 0.40%	4 2.25%	5 0.82%	- -	1 1.72%	- -	- -	4 4.36%DI	1 1.45%	- -	1 0.94%	1 0.48%	- -	- -	5 1.51%	4 1.24%	- -	- -	7 1.11%	1 0.45%	7 1.02%	- -
NET: Those with reasons stopping them from installing a heat pump	737 93.41%	331 93.15%	84 94.47%	38 93.40%	12 100.00%	50 92.62%	202 93.16%	20 94.11%	737 93.41%	452 93.08%	284 93.94%	- -	- -	- -	- -	- -	111 93.04%	233 92.39%	337 94.00%	549 92.80%	188 95.26%	167 93.40%	564 93.35%	11 100.00%	43 93.22%	57 91.66%	89 95.32%	76 91.51%	67 89.70%	68 94.15%	60 92.81%	209 94.29%	2 100.00%	4 100.00%	303 92.53%	306 93.71%	114 95.28%	3 71.72%	572 94.22%	162 91.28%	623 94.27%	111 90.38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 91

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	789	46	625	265	307	61	39	-	156	245	186	84	42	292	243	44	224	100	421	54	632	54	76	-	21
Weighted base	789	46*	619	256	307	63*	41*	.**	157	243	182	83*	44*	288	238	47*	229	98*	415	60*	620	60*	79*	.**	22**
Not applicable - there is nothing preventing me from installing a heat pump	43 5.45%	7 16.12%b	32 5.23%	13 5.05%	22 7.11%	4 6.13%	1 2.95%	- -	8 5.36%	14 5.73%	13 7.13%	4 5.35%	4 9.94%	10 3.40%	16 6.73%	1 2.15%	17 7.31%	5 4.72%	21 4.97%	3 5.21%	32 5.24%	3 5.21%	7 9.25%	- -	- -
It would be too expensive to install	554 70.20%	23 50.25%	441 71.36%a	171 66.78%	223 72.76%	43 68.40%	28 67.62%	- -	99 62.74%	172 70.56%	132 72.47%	63 75.25%	24 55.51%	208 71.97%l	175 73.62%l	36 77.07%	156 68.38%	59 59.94%	302 72.86%q	34 56.47%	443 71.50%su	34 56.47%	58 73.24%	- -	16 71.70%
It would be too much hassle	172 21.83%	7 15.90%	139 22.42%	62 24.29%e	66 21.66%	8 12.02%	11 27.85%	- -	33 21.02%	60 24.47%	36 19.61%	19 23.25%	14 31.07%	53 18.47%	60 25.11%	11 23.66%	44 19.36%	20 20.32%	97 23.34%	11 17.50%	141 22.81%	11 17.50%	16 19.83%	- -	3 15.72%
Difficulty finding a trader I trust to install it	137 17.40%	11 24.41%	106 17.13%	51 19.99%	52 16.79%	10 16.46%	4 10.41%	- -	31 19.85%	45 18.58%	28 15.32%	13 15.57%	7 15.61%	52 17.90%	36 15.24%	10 21.41%	42 18.34%	12 12.32%	73 17.64%	7 12.16%	110 17.72%	7 12.16%	17 21.34%	- -	3 14.04%
I don't have enough information to make an informed decision	135 17.13%	10 22.08%	100 16.17%	46 18.08%	44 14.33%	11 17.73%	9 21.74%	- -	23 14.43%	48 19.56%	27 14.98%	13 15.32%	4 8.97%	54 18.82%n	28 11.81%	10 20.42%	33 14.52%	14 14.16%	78 18.90%	9 15.29%	113 18.29%	9 15.29%	9 11.67%	- -	1 4.93%
It's too complicated to know what to do	59 7.46%	4 9.52%	51 8.23%	22 8.43%	24 7.74%	8 12.70%	2 4.88%	- -	14 8.94%	25 10.45%j	9 4.85%	7 8.39%	3 6.80%	22 7.75%	20 8.25%	4 8.60%	17 7.34%	6 6.06%	32 7.73%	4 6.79%	52 8.37%v	4 6.79%	1 1.04%	- -	1 4.80%
It wouldn't be appropriate for my property	217 27.48%	9 19.43%	172 27.85%	72 28.29%	74 24.28%	18 28.93%	16 39.65%d	- -	52 33.30%	61 25.02%	47 25.87%	21 25.23%	9 20.62%	80 27.80%	66 27.59%	17 35.84%	60 26.34%	24 24.69%	115 27.82%	17 28.01%	168 27.12%	17 28.01%	20 25.50%	- -	8 36.28%
I'm not convinced that the technology is good enough to heat my home	295 37.47%	15 32.06%	244 39.42%	102 40.06%	117 38.04%	23 36.46%	17 40.52%	- -	53 33.68%	91 37.53%	76 42.08%	38 45.57%	7 15.74%	84 29.29%	132 55.40%lm	17 35.88%	85 37.23%	39 39.37%	155 37.33%	13 21.49%	241 38.90%su	13 21.49%	32 40.08%su	- -	7 32.77%
I worry it would easily breakdown or need repairing	117 14.79%	5 11.88%	93 14.99%	47 18.27%d	34 11.24%	11 18.06%	6 13.89%	- -	20 12.99%	42 17.16%	23 12.77%	13 15.43%	4 9.32%	39 13.57%	43 17.90%	10 21.75%	32 13.92%	22 22.18%r	53 12.73%	12 19.93%	89 14.41%	12 19.93%	11 14.48%	- -	4 16.86%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 91

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Weighted base	789	46*	619	256	307	63*	41*	.**	157	243	182	83*	44*	288	238	47*	229	98*	415	60*	620	60*	79*	.**	22**
It would be difficult finding the right trader for repairs and maintenance	122 15.49%	7 15.18%	94 15.13%	40 15.46%	48 15.55%	9 15.02%	4 9.65%	- -	23 14.59%	40 16.28%	26 14.50%	12 14.09%	8 17.63%	35 12.21%	43 18.17%	11 23.16%	33 14.24%	14 14.12%	65 15.64%	10 16.87%	102 16.51%	10 16.87%	9 11.17%	- -	1 3.56%
I worry I may end up paying more for my energy bills	208 26.42%	9 18.60%	170 27.45%	77 30.31%d	69 22.49%	18 29.32%	14 32.88%	- -	44 28.17%	55 22.81%	52 28.79%	26 31.57%	13 30.68%	59 20.42%	82 34.32%m	10 21.98%	64 27.85%	31 31.54%	103 24.92%	10 16.85%	163 26.27%	10 16.85%	23 29.35%	- -	11 49.63%
Other	44 5.56%	4 8.64%	36 5.75%	9 3.65%	23 7.36%	4 6.70%	3 8.36%	- -	14 8.60%	10 4.08%	10 5.29%	6 7.80%	2 5.98%	13 4.35%	14 5.97%	3 7.20%	11 4.98%	4 3.75%	25 6.13%	1 2.26%	39 6.22%	1 2.26%	3 4.21%	- -	1 2.67%
Don't know	9 1.14%	- -	6 1.01%	2 0.66%	1 0.48%	- -	3 7.51%cde	- -	- -	2 0.69%	3 1.49%	1 1.31%	1 1.54%	2 0.53%	1 0.47%	- -	2 0.74%	1 1.07%	6 1.50%	- -	9 1.45%	- -	- -	- -	- -
NET: Those with reasons stopping them from installing a heat pump	737 93.41%	39 83.88%	580 93.76%a	241 94.29%	284 92.41%	59 93.87%	37 89.55%	- -	149 94.64%	228 93.59%	166 91.38%	78 93.34%	39 88.52%	277 96.07%l	221 92.80%	46 97.85%	210 91.94%	93 94.20%	388 93.53%	57 94.79%	579 93.31%	57 94.79%	72 90.75%	- -	22 100.00%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 92

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		S39. Benefits of Heat pumps					
	Total	Not applicable - my home already had a heat pump when I bought it (a)	It can help lower household energy bills (b)	It is more environmentally friendly and sustainable than traditional heating systems (c)	It has a long lifespan and need little maintenance (d)	It will be one of the main ways in which people heat their homes in the future and I want to future proof my home (e)	None of these (f)
Unweighted base	789	-	219	192	92	59	227
Weighted base	789	.**	216	192	93*	64*	223
Not applicable - there is nothing preventing me from installing a heat pump	43 5.45%	- -	13 5.80%	6 3.21%	6 6.83%	8 11.86%cf	10 4.63%
It would be too expensive to install	554 70.20%	- -	157 72.70%e	128 66.65%	70 75.99%e	36 56.17%	162 72.46%e
It would be too much hassle	172 21.83%	- -	39 18.03%	41 21.44%	24 25.98%	10 16.36%	57 25.69%
Difficulty finding a trader I trust to install it	137 17.40%	- -	37 17.29%	30 15.55%	25 27.06%cf	11 17.45%	34 15.09%
I don't have enough information to make an informed decision	135 17.13%	- -	41 19.19%f	41 21.26%f	20 21.27%f	11 17.84%	22 9.65%
It's too complicated to know what to do	59 7.46%	- -	13 6.04%	16 8.47%	8 9.01%	5 7.08%	17 7.43%
It wouldn't be appropriate for my property	217 27.48%	- -	43 19.73%	43 22.32%	27 29.50%	12 19.52%	91 40.87%bce
I'm not convinced that the technology is good enough to heat my home	295 37.47%	- -	72 33.12%e	46 24.12%	32 34.39%e	11 17.92%	134 60.05%bcde

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 92

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

		S39. Benefits of Heat pumps						
	Total	Not applicable - my home already had a heat pump when I bought it (a)	It can help lower household energy bills (b)	It is more environmentally friendly and sustainable than traditional heating systems (c)	It has a long lifespan and need little maintenance (d)	It will be one of the main ways in which people heat their homes in the future and I want to future proof my home (e)	None of these (f)
Weighted base	789	-**	216	192	93*	64*	223
I worry it would easily breakdown or need repairing	117 14.79%	- -	32 14.87%	21 10.86%	17 18.02%	8 13.23%	38 17.21%
It would be difficult finding the right trader for repairs and maintenance	122 15.49%	- -	35 16.34%	29 14.92%	17 18.54%	6 9.24%	35 15.68%
I worry I may end up paying more for my energy bills	208 26.42%	- -	58 26.70%	37 19.10%	29 31.27%c	11 17.52%	74 32.99%ce
Other	44 5.56%	- -	8 3.72%	16 8.39%d	- -	2 3.59%	17 7.79%d
Don't know	9 1.14%	- -	2 0.87%	3 1.52%	- -	- -	4 1.87%
NET: Those with reasons stopping them from installing a heat pump	737 93.41%	- -	202 93.33%	183 95.27%	86 93.17%	56 88.14%	209 93.50%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 93

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

	Total	S16. Consider installing heat pump in home		
		Yes (a)	Maybe (b)	No (c)
Unweighted base	789	124	242	423
Weighted base	789	127	240	422
Not applicable - there is nothing preventing me from installing a heat pump	43 5.45%	18 14.12%bc	8 3.31%	17 4.05%
It would be too expensive to install	554 70.20%	69 54.33%	168 70.19%a	316 74.99%a
It would be too much hassle	172 21.83%	14 10.93%	44 18.23%	115 27.16%ab
Difficulty finding a trader I trust to install it	137 17.40%	20 16.07%	54 22.37%c	63 14.98%
I don't have enough information to make an informed decision	135 17.13%	16 12.55%	66 27.55%ac	53 12.58%
It's too complicated to know what to do	59 7.46%	8 6.36%	18 7.50%	33 7.77%
It wouldn't be appropriate for my property	217 27.48%	16 12.59%	47 19.50%	154 36.50%ab
I'm not convinced that the technology is good enough to heat my home	295 37.47%	11 8.34%	63 26.10%a	222 52.71%ab
I worry it would easily breakdown or need repairing	117 14.79%	17 13.73%	35 14.64%	64 15.19%
It would be difficult finding the right trader for repairs and maintenance	122 15.49%	14 10.73%	44 18.30%	65 15.33%

Proportions/Means: Columns Tested (5% risk level) - a/b/c
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 93

S17. Which, if any, of the following do you think would prevent you from installing a heat pump in your home?
Base: All who know what a heat pump is
Base: All respondents

	Total	S16. Consider installing heat pump in home		
		Yes (a)	Maybe (b)	No (c)
Weighted base	789	127	240	422
I worry I may end up paying more for my energy bills	208 26.42%	21 16.62%	54 22.46%	133 31.62%ab
Other	44 5.56%	5 3.95%	9 3.60%	30 7.16%
Don't know	9 1.14%	1 0.83%	5 1.94%	3 0.77%
NET: Those with reasons stopping them from installing a heat pump	737 93.41%	108 85.04%	227 94.75%a	401 95.17%a

Proportions/Means: Columns Tested (5% risk level) - a/b/c
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 94

S40_NEW2024. Now thinking about electric heating... Which ONE of the following benefits about electric heating encouraged you to have electric heating in your home?
Base: All home owners without a heat pump

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette o or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1392	685	704	59	188	236	259	238	412	1167	1285	107	71	47	56	169	126	131	124	136	135	178	112	351	425	391	399	429	318	246	430	511	293	111	2	43
Weighted base	1402	704	694	89*	199	225	243	239	407	1184	1300	102	69*	47*	50*	156	127	126	115	141	153	183	133	333	469	382	407	416	326	254	437	507	290	117	3**	47*
Not applicable - my home already had electric heating when I bought it	48 3.46%	17 2.46%	31 4.49%a	8 8.45%e	8 3.95%	5 2.22%	7 2.88%	7 2.73%	15 3.58%	41 3.47%	45 3.44%	4 3.71%	2 2.74%	2 3.71%	- -	5 3.30%	6 4.69%	3 2.56%	3 2.40%	5 3.22%	9 5.63%	8 4.45%	3 2.04%	11 3.33%	19 4.15%	11 2.76%	16 3.84%	14 3.27%	8 2.38%	12 4.55%	14 3.17%	8 1.52%	7 2.44%	19 16.32%EFGJ	- -	1 1.75%
It can help lower household energy bills	450 32.13%	207 29.37%	242 34.87%a	20 22.03%	67 34.00%h	80 35.74%ch	101 41.44%ch	80 33.54%h	102 25.05%	391 33.00%	419 32.24%	31 30.70%	18 26.05%	10 22.23%	14 28.17%	58 37.21%u	41 32.41%	52 41.28%lmu	43 37.85%u	42 29.87%	50 32.71%	49 26.68%	41 30.74%	113 34.02%	140 29.80%	137 36.03%	126 30.86%	132 31.76%	103 31.70%	90 35.31%	133 30.36%H	182 35.90%HJ	108 37.34%HJ	17 14.25%	1 51.70%	9 18.62%
It is more environmentally friendly and sustainable than traditional heating systems	240 17.11%	124 17.56%	114 16.45%	23 26.10%g	42 21.38%g	35 15.63%	38 15.78%	33 13.95%	67 16.53%	201 16.99%	221 17.01%	19 18.40%	10 14.39%	10 21.39%	5 8.93%	26 16.52%	25 19.57%	14 11.20%	23 20.07%	21 14.82%	23 15.29%	36 19.94%q	28 21.18%q	55 16.53%	88 18.77%	58 15.21%	87 21.28%CD	74 17.86%	46 14.04%	33 13.16%	75 17.07%	87 17.23%	49 17.05%	16 13.45%	- -	13 27.87%H
It requires little maintenance	188 13.42%	119 16.87%b	69 9.98%	17 18.84%	21 10.36%	40 17.63%d	30 12.24%	29 12.31%	52 12.75%	151 12.75%	172 13.26%	16 15.46%	14 20.95%qr	7 14.79%	7 14.06%	20 13.00%	16 12.67%	12 9.26%	11 9.20%	22 15.33%	22 14.50%	27 14.50%	15 11.24%	43 13.03%	64 13.57%	44 11.49%	62 15.31%	56 13.52%	38 11.65%	32 12.49%	65 14.96%F	52 10.28%	41 14.27%	24 20.25%F	- -	6 12.16%
It will be one of the main way in which people heat their homes in the future and I want to future proof my home	83 5.94%	43 6.06%	41 5.85%	5 5.24%	24 12.28%fg h	18 8.16%fh	7 2.75%	15 6.11%	15 3.59%	74 6.26%	81 6.25%	2 2.00%	6 8.92%k	1 2.21%	2 3.59%	7 4.22%	6 4.88%	14 11.04%kor	4 3.36%	9 6.44%	14 8.88%k	9 5.07%	10 7.37%	15 4.38%	33 6.97%	27 7.03%	22 5.48%	27 6.60%	22 6.75%	12 4.58%	26 5.93%	31 6.21%	13 4.62%	9 7.74%	1 48.30%	2 4.62%
None of these	392 27.94%	195 27.67%	197 28.36%	17 19.33%	36 18.03%	46 20.62%	60 24.90%	75 31.36%de	157 38.51%cdef	326 27.54%	361 27.80%	30 29.74%	19 26.96%	17 35.66%	23 45.25%lopqrtuv	40 25.75%	33 25.78%	31 24.66%	31 27.11%	43 30.32%	35 23.00%	54 29.36%	36 27.43%	96 28.71%	125 26.74%	105 27.49%	94 23.23%	112 27.00%	109 33.48%LA	76 29.91%	124 28.50%	146 28.86%	70 24.29%	33 28.00%	- -	16 34.98%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 95

S40_NEW2024. Now thinking about electric heating... Which ONE of the following benefits about electric heating encouraged you to have electric heating in your home?

Base: All home owners without a heat pump

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1392	642	236	63	25	86	290	50	1392	748	644	-	-	-	-	-	220	416	611	1083	309	303	1080	21	84	115	149	141	126	123	129	359	3	5	633	539	196	9	1044	333	1143	220
Weighted base	1402	675	170	80*	29**	90*	304	53*	1402	820	582	.**	.**	.**	.**	.**	222	411	617	1092	309	307	1082	22**	85*	114	150	140	120	126	130	361	4**	6**	636	542	195	11**	1061	326	1156	218
Not applicable - my home already had electric heating when I bought it	48 3.46%	23 3.37%	4 2.56%	3 3.28%	1 4.14%	8 8.56%ab f	9 2.91%	1 1.79%	48 3.46%	27 3.27%	22 3.72%	- -	- -	- -	- -	- -	11 4.92%	18 4.35%	19 3.02%	40 3.65%	9 2.79%	13 4.40%	35 3.24%	- -	7 8.10%l	4 3.53%	7 4.47%	6 4.49%	5 4.04%	4 3.52%	3 2.37%	11 3.08%	- -	- -	20 3.09%	19 3.59%	8 4.21%	1 10.37%	38 3.58%	9 2.75%	41 3.55%	5 2.18%
It can help lower household energy bills	450 32.13%	246 36.47%e fg	56 33.27%e g	27 34.33%g	12 41.49%	20 21.66%	80 26.43%	8 15.29%	450 32.13%	230 28.07%	220 37.84%ui	- -	- -	- -	- -	- -	61 27.67%	130 31.79%	210 34.05%	359 32.85%	91 29.56%	77 25.15%	371 34.32%w	7 30.79%	19 22.76%	35 30.69%	41 27.55%	52 37.07%LB	37 30.72%	40 31.85%	50 38.03%LB	130 33.38%	- -	1 13.46%	224 35.14%	167 30.77%	55 28.13%	3 30.56%	333 31.40%	112 34.43%	374 32.33%	70 31.88%
It is more environmentally friendly and sustainable than traditional heating systems	240 17.11%	118 17.47%	34 19.93%	14 17.92%	4 12.47%	14 15.23%	47 15.30%	10 18.52%	240 17.11%	135 16.46%	105 18.03%	- -	- -	- -	- -	- -	28 12.44%	71 17.26%	115 18.58%r	185 16.94%	55 17.72%	51 16.53%	187 17.26%	5 22.11%	11 12.43%	12 10.55%	26 17.11%	24 16.96%	21 17.79%	23 17.92%	29 22.27%C	63 17.47%	- -	- -	77 12.16%	111 20.42%L	47 24.05%L	4 36.55%	227 21.38%QS	12 3.67%	235 20.35%QS	5 2.18%
It requires little maintenance	188 13.42%	98 14.46%	23 13.76%	8 9.94%	3 11.15%	6 6.99%	41 13.62%	8 15.45%	188 13.42%	108 13.16%	80 13.79%	- -	- -	- -	- -	- -	26 11.88%	55 13.48%	91 14.72%	144 13.19%	44 14.23%	31 10.18%	154 14.26%	- -	10 11.81%	16 14.26%	27 17.72%	18 12.51%	11 9.31%	16 12.99%	16 12.56%	58 16.11%	2 62.28%	- -	73 11.53%	80 14.83%	31 15.79%	1 11.06%	148 13.99%	39 11.85%	156 13.52%	30 13.70%
It will be one of the main way in which people heat their homes in the future and I want to future proof my home	83 5.94%	47 6.96%f	14 8.53%cf	1 1.55%	2 7.89%	4 4.48%	10 3.21%	4 8.45%	83 5.94%	56 6.84%	27 4.69%	- -	- -	- -	- -	- -	10 4.70%	22 5.41%	45 7.26%	66 6.00%	18 5.75%	18 6.00%	65 6.00%	- -	5 6.44%	5 4.33%	11 7.55%	6 4.44%	5 3.88%	11 8.51%	8 6.48%	26 7.10%	- -	1 22.67%	33 5.13%	32 5.84%	18 9.10%L	- -	65 6.12%	18 5.39%	74 6.38%	9 3.97%
None of these	392 27.94%	144 21.28%	37 21.95%	26 32.97%a	7 22.85%	39 43.07%a b	117 38.53%a b	22 40.51%a b	392 27.94%	264 32.21%j	128 21.94%	- -	- -	- -	- -	- -	85 38.40%s t	114 27.77%	138 22.37%	299 27.37%	93 29.94%	116 37.74%x	270 24.93%	11 47.10%	33 38.46%D EGHI	42 36.64%E HI	38 25.60%	34 24.53%	41 34.26%H I	32 25.20%	24 18.30%	82 22.85%	1 37.72%	4 63.86%	210 32.95%M N	133 24.55%	37 18.72%	1 11.46%	250 23.53%	137 41.91%P R	276 23.86%	101 46.09%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 96

S40_NEW2024. Now thinking about electric heating... Which ONE of the following benefits about electric heating encouraged you to have electric heating in your home?

Base: All home owners without a heat pump

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1392	64	1090	462	526	90	78	-	258	425	321	148	62	490	418	56	318	167	851	104	1110	104	112	-	34
Weighted base	1402	67*	1079	451	526	91*	81*	.**	260	420	318	147	64*	481	415	58*	327	163	853	115*	1090	115*	118	.**	37*
Not applicable - my home already had electric heating when I bought it	48 3.46%	7 10.49%ab	25 2.30%	4 0.85%	18 3.42%c	7 7.13%c	4 4.36%c	-	10 3.70%	11 2.50%	8 2.37%	4 2.81%	1 1.33%	14 3.00%	8 2.05%	2 4.07%	15 4.50%	4 2.32%	28 3.24%	48 42.34%hx	- -	48 42.34%hx	- -	- -	- -
It can help lower household energy bills	450 32.13%	18 26.25%	360 33.36%	167 37.00%df	159 30.23%	34 37.12%f	18 22.19%	-	72 27.57%	139 33.01%	110 34.61%	57 38.39%jn	22 34.29%	167 34.78%	124 30.02%	7 11.49%	90 27.47%o	57 34.96%o	297 34.78%op	13 11.67%	393 36.05%suv	13 11.67%	27 22.89%su	-	8 23.11%
It is more environmentally friendly and sustainable than traditional heating systems	240 17.11%	16 24.42%	178 16.47%	61 13.47%	104 19.72%c	20 21.55%	10 12.36%	-	58 22.14%jk	85 20.35%jk	45 14.23%k	6 3.94%	21 32.29%n	108 22.39%n	37 8.80%	22 38.01%pqr	75 22.82%r	31 18.89%	112 13.15%	16 13.87%	186 17.07%	16 13.87%	26 21.70%	-	7 19.22%
It requires little maintenance	188 13.42%	14 21.64%	145 13.46%	73 16.13%	67 12.80%	12 12.71%	8 10.14%	-	43 16.55%	65 15.39%	37 11.63%	15 10.29%	8 12.69%	74 15.38%	60 14.44%	6 10.88%	41 12.58%	23 14.26%	117 13.75%	21 18.32%	142 13.01%	21 18.32%	16 13.92%	-	7 18.19%
It will be one of the main way in which people heat their homes in the future and I want to future proof my home	83 5.94%	5 7.03%	55 5.08%	33 7.42%d	20 3.86%	2 2.41%	4 4.42%	-	15 5.79%	21 5.11%	16 4.90%	7 5.01%	4 6.69%	28 5.90%	17 4.12%	3 4.73%	18 5.38%	10 5.91%	53 6.25%	10 8.60%	61 5.60%	10 8.60%	5 4.02%	-	7 18.13%tv
None of these	392 27.94%	7 10.17%	317 29.34%a	113 25.13%	158 29.98%e	17 19.09%	37 46.53%cde	-	63 24.25%	99 23.63%	102 32.26%hi	58 39.56%hi	8 12.71%	89 18.55%	168 40.58%lm	18 30.81%	89 27.25%	39 23.66%	246 28.83%	6 5.21%	308 28.26%su	6 5.21%	44 37.48%stu	-	8 21.34%su

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 97

S40_NEW2024. Now thinking about electric heating... Which ONE of the following benefits about electric heating encouraged you to have electric heating in your home?
Base: All home owners without a heat pump

	Total	S38. Friends and family having sustainable heating method	
		Yes (a)	No (b)
Unweighted base	1392	588	804
Weighted base	1402	602	800
Not applicable - my home already had electric heating when I bought it	48 3.46%	27 4.48%	22 2.69%
It can help lower household energy bills	450 32.13%	172 28.53%	279 34.83%a
It is more environmentally friendly and sustainable than traditional heating systems	240 17.11%	127 21.10%b	113 14.11%
It requires little maintenance	188 13.42%	101 16.74%b	87 10.92%
It will be one of the main way in which people heat their homes in the future and I want to future proof my home	83 5.94%	42 7.06%	41 5.10%
None of these	392 27.94%	133 22.09%	259 32.34%a

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used.

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 98

S41_NEW2024. Now thinking about solar panels... Would you consider installing solar panels in your home in the future?
Base: All home owners without solar panels

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1256	608	645	52	178	219	238	218	351	1055	1157	99	63	39	54	156	114	123	110	122	124	153	99	324	376	355	359	393	288	216	364	473	273	108	3	33
Weighted base	1263	626	634	78*	188	209	223	219	346	1069	1169	94*	62*	39*	51*	146	115	118	102	126	136	157	117*	312	411	346	366	380	296	221	368	469	271	113	5**	35*
Yes	346 27.37%	176 28.06%	168 26.54%	38 48.40%fgh	87 46.19%fgh	79 37.80%gh	69 31.14%gh	39 17.85%h	34 9.72%	293 27.44%	325 27.77%	21 22.48%	19 31.19%	12 31.40%	13 25.09%	45 31.17%	26 22.96%	31 26.32%	33 32.65%	34 27.07%	31 22.62%	46 29.38%	33 28.18%	85 27.15%	110 26.79%	99 28.46%	131 35.68%BCD	95 25.01%	72 24.34%	48 21.74%	120 32.67%FHJ	121 25.83%	76 28.13%J	22 19.17%	1 32.70%	4 11.97%
Maybe	461 36.48%	213 34.11%	246 38.78%	24 30.49%	59 31.22%	87 41.95%cd	87 39.05%	79 35.79%	125 36.16%	392 36.71%	431 36.88%	30 31.50%	23 37.20%	16 40.87%	19 37.54%	51 35.01%	42 36.55%	43 36.82%	34 33.82%	48 38.19%	46 33.88%	60 38.34%	47 40.55%	112 35.99%	154 37.49%	126 36.44%	137 37.32%	134 35.38%	103 34.71%	87 39.34%	127 34.52%	175 37.22%H	111 40.89%H	30 26.19%	3 67.30%	16 44.78%H
No	457 36.15%	237 37.84%	220 34.68%	17 21.10%	42 22.59%	42 20.25%	66 29.81%e	102 46.36%cdef	187 54.12%cdef	383 35.85%	413 35.36%	43 46.02%juv	19 31.61%	11 27.72%	19 37.36%	49 33.82%	47 40.49%	43 36.86%	34 33.54%	44 34.73%	59 43.50%	51 32.28%	36 31.27%	115 36.86%	147 35.72%	122 35.11%	99 27.00%	151 39.62%A	121 40.95%A	86 38.92%A	121 32.81%	173 36.95%	84 30.98%	62 54.64%EFG	- -	15 43.25%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 99

S41_NEW2024. Now thinking about solar panels... Would you consider installing solar panels in your home in the future?
Base: All home owners without solar panels

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1256	597	211	54	24	72	252	46	1256	660	596	-	-	-	-	-	199	373	547	980	276	264	984	19	75	105	135	125	113	113	114	320	3	5	579	480	175	8	935	308	1022	208
Weighted base	1263	630	150	67*	28**	75*	265	49*	1263	723	540	-**	-**	-**	-**	-**	198	368	554	989	274	269	983	20**	75*	104	135	125	109	116	116	322	4**	6**	576	484	176	10**	948	302	1031	207
Yes	346 27.37%	233 36.99%bcfg	44 29.30%e f	24 35.64%e f	8 29.27%	7 9.46%	19 7.27%	11 21.54%f	346 27.37%	139 19.15%	207 38.38%i	- -	- -	- -	- -	- -	26 13.06%	70 19.10%	219 39.58%r s	270 27.35%	75 27.45%	72 26.76%	269 27.42%	3 17.47%	10 13.63%	12 11.81%	28 21.01%	21 16.54%	21 19.67%	42 35.79%LB CDEF	35 30.40%LB CE	142 44.26%BCDEF H	- -	2 43.69%	111 19.25%	163 33.70%L	65 37.04%L	4 39.44%	291 30.66%Q RS	55 18.23%	294 28.51%Q S	48 23.15%Q S
Maybe	461 36.48%	224 35.58%	53 35.42%	27 39.66%	15 52.64%	27 35.25%	96 36.11%	20 41.62%	461 36.48%	262 36.19%	199 36.86%	- -	- -	- -	- -	- -	73 36.77%	148 40.30%t	186 33.67%	348 35.24%	112 40.95%	101 37.69%	354 36.07%	7 37.63%	29 39.08%	36 34.93%	51 38.05%	47 37.96%	50 45.77%I	40 34.61%	45 39.05%	101 31.39%	1 30.27%	- -	215 37.35%	166 34.22%	71 40.32%	4 35.67%	360 37.98%Q S	92 30.53% S	393 38.16%Q S	56 27.27%
No	457 36.15%	173 27.43%	53 35.28%a	17 24.70%	5 18.09%	42 55.29%a bc	150 56.63%a bcg	18 36.84%	457 36.15%	323 44.65%j	134 24.76%	- -	- -	- -	- -	- -	100 50.17%s t	150 40.61%t	148 26.75%	370 37.41%	87 31.61%	96 35.56%	359 36.51%	9 44.90%	36 47.29%G HI	55 53.26%F GHI	55 40.95%I	57 45.50%G HI	38 34.56%I	34 29.59%	35 30.56%	78 24.35%	3 69.73%	3 56.31%	250 43.40%M N	155 32.08%N	40 22.64%	2 24.89%	297 31.36%	155 51.24%P R	344 33.33%P	103 49.59%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 100

S41_NEW2024. Now thinking about solar panels... Would you consider installing solar panels in your home in the future?
Base: All home owners without solar panels

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1256	49	984	427	462	75	70	-	221	380	294	135	56	433	388	45	272	150	789	102	1002	86	95	16	27
Weighted base	1263	51*	973	416	463	74*	72*	.**	221	374	294	133	56*	426	385	47*	275	149	792	110*	985	91*	99*	19**	28**
Yes	346 27.37%	24 47.50%b	267 27.44%	136 32.78%d	121 26.07%	17 23.43%	18 25.33%	- -	68 30.77%	99 26.59%	94 32.06%	31 23.35%	26 47.03%n	167 39.22%n	54 13.99%	17 36.57%	72 26.25%	41 27.30%	216 27.23%	33 29.94%	261 26.52%	25 27.05%	33 33.12%	8 43.64%	12 41.93%
Maybe	461 36.48%	19 37.45%	348 35.71%	144 34.57%	170 36.80%	27 36.16%	26 35.35%	- -	79 35.64%	141 37.65%	100 34.11%	45 33.80%	21 36.64%	158 37.10%	118 30.56%	14 28.76%	99 35.86%	54 36.36%	294 37.17%	43 38.96%	356 36.17%	35 38.99%	37 37.00%	7 38.79%	10 34.88%
No	457 36.15%	8 15.05%	359 36.84%a	136 32.64%	172 37.13%	30 40.42%	28 39.31%	- -	74 33.59%	134 35.76%	99 33.83%	57 42.85%	9 16.33%	101 23.68%	214 55.46%lm	16 34.67%	104 37.88%	54 36.34%	282 35.60%	34 31.10%	368 37.31%	31 33.96%	30 29.88%	3 17.57%	7 23.19%

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 101

S41_NEW2024. Now thinking about solar panels... Would you consider installing solar panels in your home in the future?
Base: All home owners without solar panels

	Total	S38. Friends and family having sustainable heating method	
		Yes (a)	No (b)
Unweighted base	1256	483	773
Weighted base	1263	492	771
Yes	346 27.37%	173 35.22%b	172 22.36%
Maybe	461 36.48%	194 39.39%	267 34.62%
No	457 36.15%	125 25.39%	332 43.02%a

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 102

S41_NEW2024. Now thinking about solar panels... Would you consider installing solar panels in your home in the future?
Base: All home owners without solar panels

		S42. Benefits of solar panels				
	Total	Not applicable - my home already had solar panels when I bought it (a)	They can help lower household energy bills (b)	They are more environmentally friendly and sustainable (c)	They require little maintenance (d)	They are highly reliable (e)
Unweighted base	1256	-	690	200	57	41
Weighted base	1263	-**	690	201	56*	43*
Yes	346 27.37%	- -	235 34.10%	81 40.31%d	13 23.83%	13 29.63%
Maybe	461 36.48%	- -	311 45.07%	79 39.31%	29 50.63%	20 46.50%
No	457 36.15%	- -	144 20.82%	41 20.37%	14 25.54%	10 23.87%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 103

S42_NEW2024. Which ONE of the following benefits about solar panels encouraged / is most likely to encourage you to have solar panels in your home?
Base: All home owners

	Total	Gender		Age						Region												Region Summary			Social Grade				Property type					
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Not applicable - my home already had solar panels when I bought it	24 1.71%	12 1.60%	13 1.84%	4 4.25%	2 0.86%	5 2.41%	3 1.42%	3 1.39%	6 1.49%	19 1.57%	22 1.63%	3 2.75%	1 1.02%	2 4.07%	- -	3 1.86%	1 0.65%	1 0.77%	3 2.22%	3 2.13%	3 1.97%	4 2.23%	1 0.96%	4 1.11%	9 1.79%	7 1.71%	13 3.02%BC	4 0.90%	1 0.24%	7 2.79%C	14 3.03%F	5 0.90%	5 1.77%	- -	- -	1 2.29%
They can help lower household energy bills because it involves generating your own electricity from a freely available resource	781 54.58%	400 55.29%	381 54.12%	47 46.36%	114 55.67%	136 59.78%kh	147 60.08%kh	140 57.21%h	197 48.32%	655 54.22%	729 55.02%	52 49.15%	43 61.33%	31 66.06%	29 52.86%	95 59.17%	66 51.86%	69 54.78%	70 61.28%	78 54.38%	84 52.27%	92 49.78%	71 52.90%	190 55.43%	247 51.48%	217 56.57%	233 55.12%	233 55.19%	186 56.38%	128 50.36%	252 56.18%H	289 56.17%H	169 57.41%H	49 41.26%	1 32.70%	19 41.41%
They are more environmentally friendly and sustainable as they use a renewable source	229 15.99%	99 13.77%	126 17.86%a	17 16.92%	50 24.49%efgh	33 14.34%	39 15.81%	37 15.00%	54 13.12%	194 16.04%	211 15.92%	18 16.82%	11 15.10%	7 14.21%	9 17.03%	23 14.20%	20 15.97%	15 11.94%	18 16.09%	17 12.08%	22 13.60%	38 20.41%	31 22.85%qs	53 15.32%	90 18.81%y	51 13.23%	72 17.06%	76 18.10%	43 12.88%	38 14.75%	77 17.20%	73 14.23%	43 14.46%	24 20.06%	2 36.75%	10 21.91%
They require little maintenance	63 4.37%	36 4.97%	27 3.77%	7 6.72%	11 5.42%	16 7.26%fgh	8 3.22%	7 2.89%	13 3.26%	50 4.17%	56 4.20%	7 6.48%u	3 4.48%	2 4.51%	4 7.39%u	8 5.10%	5 3.68%	8 5.98%u	4 3.82%	11 7.69%uv	5 3.20%	3 1.44%	3 2.00%	17 4.94%x	10 2.19%	23 5.97%x	25 5.96%B	9 2.15%	17 5.29%B	11 4.21%	22 4.93%	19 3.77%	16 5.47%	3 2.37%	- -	2 4.43%
They are highly reliable	56 3.92%	37 5.13%b	19 2.70%	11 10.60%gh	11 5.53%gh	15 6.69%gh	11 4.45%gh	1 0.51%	7 1.65%	51 4.20%	54 4.09%	2 1.80%	3 4.91%	- -	2 3.89%	4 2.78%	5 3.68%	6 4.60%	3 2.29%	2 1.66%	15 9.25%kmors	8 4.42%	6 4.16%	11 3.29%	29 5.97%y	11 2.82%	26 6.09%C	15 3.56%	8 2.30%	8 3.05%	14 3.21%	19 3.66%	10 3.49%	9 7.78%E	1 30.55%	2 4.14%
None of these	278 19.42%	139 19.24%	139 19.70%	15 15.14%	16 8.03%	22 9.58%	37 15.03%d	56 23.00%def	131 32.16%cdefg	239 19.79%	253 19.13%	24 23.00%	9 13.16%	5 11.15%	10 18.83%	27 16.89%	31 24.16%	28 21.93%	16 14.31%	32 22.06%	32 19.71%	40 21.73%	23 17.12%	68 19.91%	95 19.77%	76 19.70%	54 12.74%	85 20.10%A	76 22.91%A	63 24.84%A	69 15.45%	109 21.27%E	51 17.41%	34 28.53%EG	- -	12 25.83%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 104

S42_NEW2024. Which ONE of the following benefits about solar panels encouraged / is most likely to encourage you to have solar panels in your home?
Base: All home owners

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Not applicable - my home already had solar panels when I bought it	24 1.71%	8 1.14%	7 3.85%a	1 1.51%	- -	2 2.60%	4 1.40%	2 3.92%	24 1.71%	14 1.70%	10 1.72%	- -	- -	- -	- -	- -	4 1.83%	8 1.90%	9 1.49%	18 1.60%	7 2.12%	7 2.23%	18 1.59%	1 3.69%	2 2.37%	1 1.06%	5 3.07%	1 0.50%	3 2.11%	3 2.47%	1 0.41%	6 1.54%	- -	- -	11 1.65%	11 1.95%	2 1.03%	- -	20 1.86%	3 0.94%	21 1.74%	4 1.77%
They can help lower household energy bills because it involves generating your own electricity from a freely available resource	781 54.58%	410 58.60%be	84 48.73%	41 51.12%	15 52.35%	36 39.95%	161 52.70%e	33 62.73%e	781 54.58%	423 50.80%	358 59.86%i	- -	- -	- -	- -	- -	102 45.62%	238 56.67%f	365 57.63%f	596 53.55%	185 58.20%	171 54.85%	600 54.29%	8 33.60%	38 44.36%	56 48.93%	81 53.47%	81 55.92%	76 61.48%B	73 57.50%	74 55.53%	219 58.42%B	1 30.27%	2 43.94%	339 52.80%	325 58.52%	104 51.39%	6 52.84%	604 55.63%	169 51.21%	650 54.98%	116 52.91%
They are more environmentally friendly and sustainable as they use a renewable source	229 15.99%	118 16.79%f	39 22.70%aef	13 15.99%	9 29.45%	8 9.06%	35 11.47%	8 14.16%	229 15.99%	134 16.04%	95 15.93%	- -	- -	- -	- -	- -	29 12.95%	67 15.89%	114 17.93%	172 15.46%	57 17.86%	41 13.30%	187 16.94%	5 23.28%	12 13.95%	12 10.16%	24 16.07%	22 15.56%	20 16.04%	24 19.15%	21 16.04%	68 18.18%C	1 32.01%	1 22.67%	81 12.68%	94 16.87%L	47 23.29%L	3 24.64%	209 19.22%QS	20 6.07%	219 18.51%QS	10 4.51%
They require little maintenance	63 4.37%	37 5.24%f	9 5.24%f	3 4.18%	2 7.89%	6 6.77%f	4 1.34%	1 1.79%	63 4.37%	29 3.45%	34 5.66%i	- -	- -	- -	- -	- -	12 5.35%	12 2.76%	36 5.61%a	51 4.63%	11 3.47%	16 5.04%	47 4.23%	- -	7 8.09%D	5 4.32%	3 2.29%	4 3.03%	4 3.02%	7 5.54%	7 5.08%	22 5.83%	- -	- -	30 4.69%	19 3.35%	12 6.14%	1 11.06%	45 4.11%	16 4.97%	48 4.09%	13 5.75%
They are highly reliable	56 3.92%	41 5.80%bf	4 2.39%	5 6.56%f	1 3.40%	1 1.11%	4 1.35%	- -	56 3.92%	28 3.36%	28 4.71%	- -	- -	- -	- -	- -	6 2.54%	10 2.45%	37 5.76%a	48 4.36%	8 2.41%	4 1.33%	52 4.70%w	2 8.71%	1 1.16%	3 2.36%	6 4.26%	3 2.00%	1 0.75%	4 3.00%	7 5.10%F	26 6.94%BEF	- -	- -	15 2.36%	27 4.77%L	14 7.12%L	- -	44 4.08%	12 3.59%	47 3.97%	8 3.82%
None of these	278 19.42%	87 12.43%	29 17.09%	17 20.65%	2 6.90%	37 40.50%abcg	97 31.74%abg	9 17.40%	278 19.42%	205 24.66%i	72 12.11%	- -	- -	- -	- -	- -	71 31.72%st	85 20.33%t	73 11.57%	227 20.41%	51 15.94%	72 23.25%	202 18.25%	7 30.71%	26 30.06%FGHI	38 33.17%DFGHI	32 20.84%I	33 23.00%GI	20 16.59%I	16 12.33%	24 17.85%I	34 9.09%	1 37.72%	2 33.38%	166 25.82%MN	81 14.53%	22 11.03%	1 11.46%	164 15.09%	109 33.22%PR	198 16.71%P	69 31.24%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 105

S42_NEW2024. Which ONE of the following benefits about solar panels encouraged / is most likely to encourage you to have solar panels in your home?
Base: All home owners

		EV owner		S5. How often do you drive?					S6. How often using alternative travel vs driving vehicle				S8. Buying an EV in future			Green' renewable tariff				S36. Main heating method					
	Total	EV owner (a)	Non-EV owner (b)	Everyday (c)	A few times a week (d)	Weekly (e)	Less often than weekly (f)	Don't know (g)	Often (h)	Sometimes (i)	Rarely (j)	Never (k)	I intend to buy an electric vehicle as my next car (l)	I would consider buying an electric vehicle in the future (m)	I wouldn't consider buying an electric vehicle (n)	With green provider and tariff (o)	With green provider but not a green tariff (p)	With green tariff but not a green provider (q)	None of the above (r)	NET: Those who use a sustainable heating method (s)	Gas central heating (t)	Electric heating (u)	LPG /oil central heating (v)	Heat pump (w)	Heating by burning fuel (e.g. wood burning stoves or biomass boilers) (x)
Unweighted base	1416	71	1103	472	535	90	79	-	263	433	324	152	66	496	420	57	326	173	860	128	1110	104	112	24	34
Weighted base	1430	75*	1095	464	535	91*	82*	.**	265	431	322	151	68*	489	417	59*	336	172	862	143	1090	115*	118	28**	37*
Not applicable - my home already had solar panels when I bought it	24 1.71%	1 1.29%	20 1.79%	10 2.10%	10 1.91%	1 0.70%	- -	- -	3 1.26%	7 1.71%	8 2.37%	2 1.51%	3 4.02%	11 2.35%	4 1.04%	- -	4 1.15%	5 2.92%	16 1.81%	1 0.55%	19 1.72%	1 0.69%	2 1.62%	- -	2 5.59%s
They can help lower household energy bills because it involves generating your own electricity from a freely available resource	781 54.58%	39 52.39%	615 56.18%	263 56.57%	305 57.08%	49 53.54%	40 48.77%	- -	132 50.05%	252 58.56%h	182 56.60%	89 58.66%	30 44.24%	309 63.23%ln	213 51.02%	33 56.59%	182 54.15%	83 48.34%	482 55.86%	62 43.14%	608 55.72%su	52 45.17%	77 65.26%su	10 34.94%	23 61.68%
They are more environmentally friendly and sustainable as they use a renewable source	229 15.99%	17 23.33%	174 15.88%	67 14.36%	88 16.47%	18 19.72%	19 22.73%	- -	62 23.27%ijk	67 15.59%	48 14.85%	15 9.80%	23 33.01%mn	93 19.05%n	40 9.64%	15 24.82%r	61 18.05%	37 21.70%r	116 13.44%	32 22.76%	172 15.76%	23 20.17%	15 12.62%	9 33.28%	4 10.43%
They require little maintenance	63 4.37%	7 9.00%b	41 3.72%	29 6.16%d	16 2.96%	1 1.07%	2 2.50%	- -	9 3.48%	20 4.61%	11 3.56%	7 4.58%	7 9.63%mn	13 2.68%	15 3.66%	1 2.04%	12 3.45%	12 6.79%	38 4.41%	10 6.74%	42 3.87%	6 5.10%	9 7.53%	4 13.42%	2 4.90%
They are highly reliable	56 3.92%	9 11.76%b	35 3.19%	21 4.46%	17 3.11%	5 5.60%	1 1.52%	- -	19 7.05%ijk	13 3.07%	11 3.33%	1 0.69%	6 9.10%mn	17 3.45%	9 2.23%	3 5.02%	17 4.92%	11 6.24%r	26 3.00%	21 14.72%tv	28 2.57%	17 14.73%tv	3 2.31%	4 14.70%	3 6.84%
None of these	278 19.42%	2 2.23%	211 19.24%a	76 16.35%	99 18.46%	18 19.36%	20 24.48%	- -	39 14.88%	71 16.46%	62 19.29%	37 24.76%hi	- -	45 9.24%l	135 32.41%lm	7 11.54%	61 18.27%	24 14.02%	185 21.49%q	17 12.08%	222 20.36%sv	16 14.15%	13 10.66%	1 3.66%	4 10.56%

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 106

S42_NEW2024. Which ONE of the following benefits about solar panels encouraged / is most likely to encourage you to have solar panels in your home?
Base: All home owners

	Total	S37. Have solar panels: Yes (a)	S37. Have solar panels: No (b)
Unweighted base	1416	160	1250
Weighted base	1430	167	1255
Not applicable - my home already had solar panels when I bought it	24 1.71%	24 14.67%b	- -
They can help lower household energy bills because it involves generating your own electricity from a freely available resource	781 54.58%	90 54.11%	690 55.01%
They are more environmentally friendly and sustainable as they use a renewable source	229 15.99%	27 16.42%	200 15.94%
They require little maintenance	63 4.37%	6 3.69%	56 4.49%
They are highly reliable	56 3.92%	13 8.04%b	43 3.40%
None of these	278 19.42%	5 3.08%	265 21.15%a

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 107

S42_NEW2024. Which ONE of the following benefits about solar panels encouraged / is most likely to encourage you to have solar panels in your home?
Base: All home owners

	Total	S38. Friends and family having sustainable heating method	
		Yes (a)	No (b)
Unweighted base	1416	607	809
Weighted base	1430	623	807
Not applicable - my home already had solar panels when I bought it	24 1.71%	18 2.87%b	7 0.82%
They can help lower household energy bills because it involves generating your own electricity from a freely available resource	781 54.58%	352 56.52%	429 53.09%
They are more environmentally friendly and sustainable as they use a renewable source	229 15.99%	118 18.88%b	111 13.76%
They require little maintenance	63 4.37%	32 5.21%	30 3.73%
They are highly reliable	56 3.92%	29 4.71%	27 3.31%
None of these	278 19.42%	74 11.82%	204 25.28%a

Proportions/Means: Columns Tested (5% risk level) - a/b
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 108

S42_NEW2024. Which ONE of the following benefits about solar panels encouraged / is most likely to encourage you to have solar panels in your home?
Base: All home owners

	Total	S41. Would consider installing solar panels		
		Yes (a)	Maybe (b)	No (c)
Unweighted base	1416	342	459	455
Weighted base	1430	346	461	457
Not applicable - my home already had solar panels when I bought it	24 1.71%	- -	- -	- -
They can help lower household energy bills because it involves generating your own electricity from a freely available resource	781 54.58%	235 68.08%c	311 67.53%c	144 31.48%
They are more environmentally friendly and sustainable as they use a renewable source	229 15.99%	81 23.47%b c	79 17.17%c	41 8.98%
They require little maintenance	63 4.37%	13 3.88%	29 6.19%c	14 3.15%
They are highly reliable	56 3.92%	13 3.66%	20 4.31%	10 2.23%
None of these	278 19.42%	3 0.91%	22 4.80%a	247 54.16%ab

Proportions/Means: Columns Tested (5% risk level) - a/b/c
Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 109

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
Summary
Base: All respondents

	I go on holiday more locally to avoid or lower the amount of flying	I choose alternative travel options to avoid flying	I go on holidays for longer periods to lower the number of times I travel	I travel with providers with green credentials	I offset the carbon emissions for my travelling
Unweighted base	2108	2108	2108	2108	2108
Weighted base	2108	2108	2108	2108	2108
Always	180 8.53%	156 7.38%	82 3.88%	39 1.86%	57 2.69%
Often	309 14.66%	192 9.12%	146 6.92%	117 5.55%	103 4.90%
Sometimes	531 25.21%	426 20.23%	366 17.37%	345 16.36%	251 11.90%
Rarely	264 12.55%	340 16.15%	400 18.97%	195 9.26%	237 11.25%
Never	415 19.68%	535 25.39%	640 30.35%	419 19.88%	721 34.19%
Don't know	67 3.18%	73 3.48%	99 4.71%	617 29.27%	373 17.69%
Not applicable - I do not go on holiday	342 16.20%	385 18.26%	375 17.81%	376 17.82%	366 17.37%
NET: Always/often/ sometimes/rarely	1285 60.94%	1115 52.88%	994 47.13%	696 33.02%	648 30.75%

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 110

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?

Summary: Always - rarely

Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
I go on holiday more locally to avoid or lower the amount of flying	1285 60.94%	613 59.61%	667 62.08%	161 70.43%fgh	238 65.69%fh	219 65.11%fh	209 57.06%	191 59.26%	267 54.20%	1083 61.14%	1178 61.09%	106 59.29%	58 58.49%	38 64.20%	46 53.12%	134 57.41%	112 64.02%	105 57.99%	93 60.95%	112 56.88%	184 66.15%kn	176 61.40%	121 66.78%kn	292 59.00%	481 64.48%y	309 58.43%	369 66.55%CD	396 65.14%D	263 59.48%D	256 50.96%	321 65.16%J	413 59.93%J	275 59.40%J	215 63.12%J	17 73.85%	40 44.81%
I choose alternative travel options to avoid flying	1115 52.88%	535 52.04%	574 53.50%	155 67.97%efgh	227 62.65%efgh	184 54.71%h	176 47.92%	157 48.86%	216 43.77%	949 53.61%	1023 53.06%	91 50.95%	45 45.75%	29 48.63%	37 42.59%	117 50.12%	90 51.63%	86 47.26%	77 50.75%	101 51.76%	175 62.75%klnopqrs	169 59.02%lnoq	97 53.48%	244 49.34%	441 59.07%wy	264 49.93%	348 62.66%BCD	336 55.29%D	221 49.94%D	210 41.75%	278 56.47%FJ	345 50.00%	242 52.32%	192 56.30%J	18 78.31%	36 40.70%
I go on holidays for longer periods to lower the number of times I travel	994 47.13%	498 48.40%	493 45.93%	161 70.47%efgh	228 62.98%efgh	166 49.44%fgh	144 39.23%	131 40.64%h	164 33.23%	843 47.58%	914 47.39%	79 44.36%	45 45.89%	26 44.20%	35 40.09%	114 48.58%	77 43.87%	75 41.19%	68 45.10%	91 46.30%	157 56.49%klnpqrs	139 48.44%	88 48.27%	225 45.43%	384 51.40%y	234 44.21%	317 57.16%BCD	298 48.90%D	202 45.65%D	177 35.25%	227 46.12%J	323 46.85%J	207 44.77%J	189 55.50%EFGJ	18 77.23%	28 31.36%
I travel with providers with green credentials	696 33.02%	373 36.32%b	319 29.71%	115 50.43%efgh	176 48.57%efgh	122 36.19%fgh	93 25.37%	79 24.43%	112 22.69%	594 33.57%	643 33.36%	53 29.46%	29 29.44%	20 33.62%	25 29.06%	71 30.38%	59 33.95%	54 29.56%	45 29.84%	56 28.73%	119 42.85%klnoqrsv	110 38.27%s	55 30.13%	156 31.41%	284 38.00%wy	155 29.33%	224 40.33%CD	231 37.93%CD	122 27.54%	120 23.85%	163 33.11%J	215 31.12%J	145 31.36%J	144 42.21%EFGJ	14 61.40%	14 15.84%
I offset the carbon emissions for my travelling	648 30.75%	338 32.88%b	306 28.53%	105 46.16%efgh	151 41.78%efgh	114 33.82%fgh	91 24.89%	85 26.35%	102 20.63%	556 31.42%	598 31.00%	50 27.97%	28 28.03%	14 23.40%	26 29.55%	68 29.25%	56 31.96%	56 31.05%	35 22.75%	57 28.99%	119 42.71%klmnopqrsuv	83 28.91%	57 31.52%	150 30.26%	259 34.69%y	148 27.91%	217 39.18%CD	206 33.84%CD	117 26.46%	108 21.47%	144 29.18%	210 30.45%	134 28.97%	125 36.52%EGJ	15 63.61%	21 23.77%
NET: Any behaviour change	1505 71.39%	726 70.66%	773 72.01%	194 85.18%efgh	285 78.67%fgh	245 73.07%fh	241 65.69%	219 68.08%	320 64.91%	1274 71.92%	1383 71.71%	122 67.92%	68 68.46%	42 70.87%	58 67.64%	164 69.98%	128 73.29%	120 66.23%	105 68.90%	129 65.68%	224 80.43%klnoqrs	215 74.88%s	131 72.40%	350 70.74%	570 76.34%wy	353 66.79%	443 79.78%CD	463 76.01%CD	301 68.23%D	298 59.32%	362 73.58%J	487 70.60%J	326 70.43%J	257 75.20%J	21 90.45%	49 55.06%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 111

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
Summary: Always - rarely
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
I go on holiday more locally to avoid or lower the amount of flying	1285 60.94%	649 64.65%d e	154 63.76%d e	135 59.25%e	34 44.90%	55 40.94%	204 60.28%d e	53 61.90%e	893 62.43%	496 59.60%l	397 66.38%l lm	376 58.15%	122 48.45%	82 58.39%	172 67.64%l lmo	15 50.42%	228 51.88%	379 59.30%r s	534 68.13%r s	1030 60.81%	255 61.46%	279 51.11%	986 64.64%w	29 49.12%	90 49.18%	110 55.18%	150 58.55%	118 55.95%	111 64.53%B	116 70.08%A BCDE	114 68.19%A BCE	303 67.39%A BCDE	8 56.24%	2 27.78%	531 53.64%	512 66.84%L	190 69.29%L	37 86.96%	1054 65.87%Q S	223 46.33%	1120 65.32%Q S	147 43.12%
I choose alternative travel options to avoid flying	1115 52.88%	570 56.71%d e	126 51.83%e	127 55.87%e	33 42.98%	45 34.17%	171 50.61%e	43 49.75%e	765 53.51%	421 50.58%	344 57.59%l l	331 51.14%	111 44.14%	72 50.78%	148 58.30%l l	18 60.01%	189 43.03%	332 51.88%r s	463 59.14%r s	910 53.76%	204 49.28%	244 44.80%	853 55.90%w	25 42.98%	75 40.86%	90 45.05%	135 52.62%B	100 47.43%	97 56.23%B C	99 59.64%A BCE	96 57.35%B C	268 59.63%A BCE	7 47.61%	4 42.45%	434 43.88%	450 58.77%L	180 65.99%L M	35 83.76%	943 58.95%Q RS	166 34.65%	974 56.81%Q S	131 38.23%
I go on holidays for longer periods to lower the number of times I travel	994 47.13%	534 53.13%e fg	123 50.98%e fg	106 46.69%e	35 46.27%e	29 21.69%	134 39.51%e	32 37.54%e	661 46.20%	349 41.87%	312 52.24%l l	319 49.24%	105 41.69%	68 47.93%	146 57.45%l lm	14 46.29%	160 36.28%	301 47.00%r s	424 54.11%r s	813 48.01%	181 43.56%	204 37.37%	771 50.57%w	24 41.37%	53 29.12%	82 41.35%B	122 47.52%B	88 41.65%B	91 52.78%B CE	85 50.98%B	90 53.40%B CE	250 55.53%B CE	5 34.16%	4 42.46%	389 39.31%	401 52.33%L	160 58.35%L	31 74.77%	826 51.60%Q RS	163 33.91%	856 49.95%Q S	126 36.85%
I travel with providers with green credentials	696 33.02%	407 40.48%d efg	89 36.55%d efg	77 33.74%e fg	15 20.17%	15 10.99%	79 23.45%e	15 17.33%	456 31.87%	231 27.72%	225 37.65%l l	231 35.74%	70 27.74%	51 36.10%l l	110 43.47%l l	9 29.67%	102 23.20%	219 34.27%r s	309 39.40%r s	585 34.56%w	111 26.75%	133 24.34%	553 36.23%w	18 31.44%	33 18.27%	50 25.31%	88 34.31%B	61 29.01%B	70 40.66%B CE	55 33.26%B CE	71 42.58%B CE	182 40.48%B CE	2 13.92%	1 12.95%	234 23.68%	300 39.11%L M	126 46.21%L M	28 66.70%	602 37.60%Q RS	92 19.22%	623 36.32%Q S	69 20.30%
I offset the carbon emissions for my travelling	648 30.75%	370 36.85%d efg	85 34.97%d efg	74 32.36%d ef	14 18.22%	21 15.70%	68 20.02%	17 19.85%	426 29.80%	223 26.81%	203 33.97%l l	211 32.58%	65 25.70%	53 37.30%l l	93 36.78%l l	11 36.17%	100 22.60%	201 31.36%r s	291 37.11%r s	540 31.87%w	108 26.14%	127 23.37%	509 33.39%w	12 20.40%	35 18.91%	53 26.65%	82 32.14%B	57 26.99%	61 35.54%A B	63 38.10%A BCE	68 40.83%A BCE	159 35.36%A BCE	2 13.13%	1 12.95%	234 23.64%	261 34.11%L M	117 42.79%L M	29 70.23%	556 34.77%Q S	91 18.87%	579 33.79%Q S	65 18.97%
NET: Any behaviour change	1505 71.39%	765 76.14%c de	174 72.02%d e	151 66.32%e	42 55.44%	67 50.69%	248 73.20%d e	57 66.47%e	1034 72.28%	585 70.24%	449 75.12%l lm	451 69.65%	158 62.61%	94 66.76%	199 78.25%l lm	20 66.56%	266 60.40%	455 71.11%r s	615 78.47%r s	1213 71.65%	292 70.33%	336 61.69%	1147 75.18%w	33 56.69%	103 56.60%	129 65.00%	177 69.19%B	142 67.58%B	135 78.30%A BCE	131 78.75%A BCDE	135 80.32%A BCDE	349 77.68%A BCDE	8 56.24%	4 42.46%	620 62.68%	605 78.91%L	223 81.56%L	39 92.12%	1230 76.88%Q RS	267 55.50%	1291 75.32%Q S	193 56.54%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 112

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I go on holiday more locally to avoid or lower the amount of flying
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	180 8.53%	81 7.91%	97 9.03%	14 6.10%	27 7.56%	33 9.80%	30 8.20%	34 10.69%	41 8.34%	156 8.79%m	162 8.38%	18 10.15%m	5 5.22%	1 1.25%	12 13.53%mo t	14 5.84%	18 10.00%m	20 11.17%m	14 8.95%	13 6.68%	17 6.21%	29 10.22%m	19 10.68%m	43 8.65%	66 8.84%	47 8.87%	45 8.07%	44 7.24%	41 9.27%	50 9.95%	37 7.42%	65 9.43%	46 10.00%	20 5.98%	3 13.60%	7 8.22%
Often	309 14.66%	138 13.38%	171 15.97%	36 15.58%	61 16.86%h	58 17.34%h	51 13.91%	46 14.28%	57 11.58%	259 14.64%	281 14.59%	28 15.37%	15 15.41%	7 11.91%	7 8.15%	36 15.24%	20 11.44%	23 12.59%	24 15.82%	41 20.66%n p	38 13.57%	40 14.00%	31 17.21%	63 12.66%	109 14.62%	87 16.51%	85 15.37%	100 16.42%	61 13.88%	62 12.42%	86 17.44%J	103 14.88%J	64 13.79%J	50 14.56%J	3 11.23%	4 4.95%
Sometimes	531 25.21%	268 26.10%	260 24.23%	76 33.33%f gh	92 25.42%	88 26.11%	87 23.72%	76 23.57%	113 22.84%	444 25.05%	489 25.33%	43 23.86%	28 28.38%	17 28.61%	22 24.90%	53 22.69%	51 29.35%	43 23.69%	34 22.41%	42 21.32%	79 28.30%	66 22.89%	55 30.06%	126 25.43%	199 26.65%	119 22.45%	148 26.66%D	183 30.08%C D	104 23.52%	97 19.19%	134 27.21%	162 23.54%	109 23.58%	96 28.00%	6 26.82%	23 26.07%
Rarely	264 12.55%	126 12.21%	138 12.85%	35 15.44%	57 15.85%	40 11.85%	41 11.23%	34 10.71%	56 11.43%	224 12.65%	247 12.79%	18 9.92%	9 9.49%	13 22.43%ik lnqsv	6 6.54%	32 13.65%	23 13.23%	19 10.53%	21 13.77%	16 8.22%	50 18.07%ik nqsv	41 14.29%	16 8.82%	61 12.26%	107 14.37%	56 10.60%	91 16.44%B D	69 11.40%	57 12.82%	47 9.40%	64 13.09%	83 12.08%	56 12.04%	50 14.59%J	5 22.20%	5 5.57%
Never	415 19.68%	239 23.22%b	176 16.41%	36 15.87%	79 21.77%	75 22.29%	74 20.11%	64 19.90%	87 17.67%	352 19.86%	384 19.89%	31 17.44%	23 22.87%	9 15.87%	24 27.20%	47 20.12%	30 17.23%	36 19.67%	28 18.30%	36 18.39%	53 19.12%	63 22.08%	35 19.26%	101 20.34%	151 20.29%	99 18.80%	128 22.98%D	120 19.74%D	94 21.20%D	74 14.64%	92 18.76%	150 21.71%	85 18.46%	64 18.84%	3 13.84%	20 22.34%
Don't know	67 3.18%	26 2.53%	41 3.81%	14 5.99%g	11 3.04%	10 3.09%	13 3.48%	5 1.45%	14 2.93%	61 3.45%	63 3.28%	4 2.03%	2 2.27%	- -	5 5.26%	10 4.08%	5 2.77%	4 2.20%	7 4.62%	7 3.69%	10 3.54%	12 4.08%	2 1.30%	19 3.82%	24 3.20%	18 3.44%	17 3.11%	16 2.67%	18 4.10%	15 3.04%	12 2.38%	16 2.37%	22 4.79%F	13 3.73%	2 7.32%	1 0.72%
Not applicable - I do not go on holiday	342 16.20%	150 14.64%	190 17.70%	18 7.70%	34 9.50%	32 9.52%	71 19.35%c de	62 19.36%c de	124 25.20%c de	275 15.56%	303 15.73%	38 21.24%t u	16 16.36%	12 19.93%	12 14.42%	43 18.39%t	28 15.98%	37 20.15%t u	24 16.13%	41 21.04%t u	31 11.19%	36 12.45%	23 12.65%	83 16.84%x	90 12.03%	102 19.33%x	41 7.36%	76 12.46%A	67 15.22%A C	158 31.35%AB C	67 13.70%	110 15.99%	80 17.35%	49 14.30%	1 4.99%	29 32.12%EFGH
NET: Always/often/ sometimes/rarely	1285 60.94%	613 59.61%	667 62.08%	161 70.43%f gh	238 65.69%f h	219 65.11%f h	209 57.06%	191 59.26%	267 54.20%	1083 61.14%	1178 61.09%	106 59.29%	58 58.49%	38 64.20%	46 53.12%	134 57.41%	112 64.02%	105 57.99%	93 60.95%	112 56.88%	184 66.15%n	176 61.40%	121 66.78%n	292 59.00%	481 64.48%y	309 58.43%	369 66.55%C D	396 65.14%D	263 59.48%D	256 50.96%	321 65.16%J	413 59.93%J	275 59.40%J	215 63.12%J	17 73.85%	40 44.81%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 113

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I go on holiday more locally to avoid or lower the amount of flying
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	180 8.53%	77 7.62%	22 9.16%	21 9.26%	3 4.12%	6 4.38%	38 11.29%a e	13 14.83%ad e	127 8.85%	88 10.54%j	39 6.48%	50 7.69%	23 8.92%	10 6.78%	18 6.97%	4 11.46%	48 10.82%	52 8.15%	60 7.70%	138 8.15%	42 10.09%	50 9.18%	129 8.43%	7 11.28%	18 10.10%	23 11.35%l	19 7.36%	22 10.44%	11 6.53%	18 11.07%	13 7.77%	29 6.43%	1 4.24%	-	92 9.25%	56 7.30%	26 9.64%	5 12.87%	149 9.30%QS	29 6.05%	155 9.05%Q	20 5.90%
Often	309 14.66%	149 14.84%	39 16.00%	32 13.97%	10 12.96%	14 10.29%	48 14.14%	18 20.82%	214 14.99%	114 13.67%	101 16.84%j	88 13.61%	24 9.47%	22 15.83%	42 16.48%	6 21.15%	58 13.09%	98 15.38%	121 15.45%	247 14.57%	62 15.01%	88 16.06%	215 14.11%	9 15.15%	20 11.15%	28 14.26%	43 16.70%	29 13.56%	27 15.65%	31 18.39%	25 14.88%	66 14.58%	1 8.74%	1 12.95%	121 12.26%	137 17.85%L	39 14.12%	9 21.78%	265 16.58%QS	44 9.09%	280 16.34%QS	28 8.24%
Sometimes	531 25.21%	281 27.98%g	64 26.39%	53 23.13%	14 18.24%	29 21.45%	78 22.91%	14 16.02%	365 25.55%	200 24.00%	166 27.71%	161 24.80%	60 23.67%	32 22.87%	69 27.01%	5 17.81%	92 21.00%	161 25.19%	224 28.56%r	432 25.50%	100 24.03%	96 17.60%	428 28.05%w	9 14.91%	40 22.04%	43 21.83%	64 24.97%	41 19.45%	56 32.56%A BCE	48 28.81%A E	48 28.45%E	128 28.52%A E	6 43.26%	1 14.83%	210 21.26%	210 27.37%L	83 30.43%L	17 40.71%	446 27.89%Q S	81 16.79%	472 27.53%Q S	53 15.49%
Rarely	264 12.55%	143 14.20%e	30 12.21%e	29 12.89%e	7 9.58%	6 4.82%	40 11.94%e	9 10.23%	186 13.04%	95 11.39%o	92 15.35%l lo	78 12.05%	16 6.39% o	18 12.91%l o	44 17.19%lo	- -	31 6.98%	68 10.57% s	129 16.41%r s	213 12.60%	51 12.33%	45 8.26%	214 14.05%w	5 7.79%	11 5.89%	15 7.75%	24 9.52%	26 12.50%B	17 9.79%	20 11.82%	29 17.08%B CD	80 17.85%BCDF	-	-	108 10.87%	110 14.33%L	41 15.10%	5 11.59%	193 12.09%	69 14.40%	213 12.40%	46 13.49%
Never	415 19.68%	232 23.10%c e	43 17.92%	30 13.25%	10 13.22%	18 13.89%	69 20.52%	11 13.13%	306 21.37%k	157 18.82%	149 24.94%j mn	105 16.15%	46 18.32%	21 14.80%	37 14.75%	5 15.21%	57 12.94%	129 20.20%r	189 24.11%r s	351 20.71%w	64 15.47%	77 14.03%	334 21.90%w	6 10.40%	20 10.70%	31 15.52%	50 19.59%B	39 18.32%	40 23.43%A B	31 18.69%	34 20.06%B	124 27.63%AB CDEG	1 5.24%	2 22.68%	199 20.15%	153 19.97%	54 19.85%	4 9.92%	250 15.64%	163 33.99%P R	282 16.47%	122 35.82%PR
Don't know	67 3.18%	34 3.38%	5 1.89%	9 3.79%	2 2.35%	8 5.98%bf	5 1.50%	5 5.71%f	42 2.94%	28 3.36%	14 2.35%	23 3.54%	8 3.21%	5 3.56%	10 3.86%	2 6.57%	13 2.85%	29 4.52%t	12 1.47%	56 3.29%	11 2.69%	18 3.39%	42 2.75%	2 3.02%	6 3.11%	5 2.55%	9 3.64%l	12 5.51%l	8 4.60%l	3 1.91%	4 2.55%	4 0.90%	1 8.26%	-	40 4.04%M	15 1.92%	9 3.26%	-	50 3.15%	9 1.96%	49 2.86%	7 2.15%
Not applicable - I do not go on holiday	342 16.20%	89 8.87%	40 16.43%a	54 23.71%a	30 39.53%a bcfg	52 39.19%a bcfg	60 17.70%a	17 19.25%a	190 13.26%	152 18.23%j	38 6.33%	143 22.16%h	76 30.01%l jn	33 23.25%l n	35 13.75%j	9 27.81%j n	143 32.43%s t	102 15.98%t	49 6.29%	257 15.18%	85 20.37%u	172 31.47%x	163 10.71%	22 37.45%D EFGHI	68 37.01%C DEFGHI	53 26.75%D FGHI	47 18.23%F GHI	43 20.22%FG HI	13 7.44%	15 9.32%I	15 9.20%I	18 4.08%	4 30.27%	4 49.54% N	219 22.17%M	86 11.27%	21 7.61%	1 3.12%	245 15.34%	85 17.72%	263 15.35%	65 18.91%
NET: Always/often/sometimes/rarely	1285 60.94%	649 64.69%d e	154 63.76%d e	135 59.25%e	34 44.90%	55 40.94%	204 60.28%d e	53 61.90%e	893 62.43%	496 59.60%l	397 66.38%l lm	376 58.15%	122 48.45%	82 58.39%	172 67.64%l lmo	15 50.42%	228 51.86%	379 59.30%r s	534 68.13%r s	1030 60.81%	255 61.46%	279 51.11%	986 64.64%w	29 49.12%	90 49.18%	110 55.18%	150 58.55%	118 55.99%	111 64.53%B	116 70.08%A BCDE	114 68.19%A BCE	303 67.39%A BCDE	8 56.24%	2 27.78%	531 53.64%	512 66.84%L	190 69.29%L	37 86.96%	1054 65.87%Q S	223 46.33%	1120 65.32%Q S	147 43.12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 114

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I choose alternative travel options to avoid flying
Base: All respondents

	Total	Gender: Male (a)	Gender: Female (b)	Age: 18-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65+ (h)	Region: England (i)	Region: UK Excl Scotland (j)	Region: Scotland (k)	Region: Wales (l)	Region: Northern Ireland (m)	Region: North East (n)	Region: North West (o)	Region: Yorkshire & Humberside (p)	Region: West Midlands (q)	Region: East Midlands (r)	Region: Eastern (s)	Region: London (t)	Region: South East (u)	Region: South West (v)	Region Summary: North England (w)	Region Summary: South England (Incl Lon.) (x)	Region Summary: Midlands (y)	Social Grade: AB (A)	Social Grade: C1 (B)	Social Grade: C2 (C)	Social Grade: DE (D)	Property type: Detached house (E)	Property type: Semi-detached house (F)	Property type: Terraced house (G)	Property type: Self-contained flat, maisonette or apartment (H)	Property type: A room or rooms (I)	Property type: Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	156 7.38%	76 7.40%	78 7.27%	15 6.53%	23 6.22%	24 7.19%	22 5.99%	25 7.89%	47 9.48%	129 7.27%	140 7.23%	16 8.99%	9 9.11%	2 2.91%	6 6.73%	14 6.09%	16 9.26%	17 9.59%	14 9.31%	17 8.69%	17 6.21%	19 6.69%	8 4.15%	36 7.32%	44 5.89%	49 9.17%x	39 7.08%	45 7.38%	39 8.89%	32 6.40%	39 8.01%	43 6.30%	40 8.56%	19 5.70%	4 19.48%	8 9.11%
Often	192 9.12%	90 8.73%	102 9.55%	26 11.57%	43 11.95%h	32 9.50%	29 7.92%	28 8.62%	34 6.86%	160 9.03%	171 8.88%	21 11.66%	8 8.11%	3 5.81%	5 5.40%	21 8.84%	19 11.03%	14 7.75%	11 7.01%	24 12.20%	28 10.21%	28 9.70%	10 5.72%	45 9.01%	67 8.93%	49 9.19%	60 10.80%	52 8.57%	39 8.87%	41 8.15%	47 9.49%	59 8.49%	47 10.08%	34 10.01%	1 6.51%	5 5.23%
Sometimes	426 20.23%	213 20.76%	210 19.57%	67 29.55%f gh	86 23.59%h	78 23.13%h	70 19.03%	56 17.34%	70 14.23%	373 21.06%	400 20.74%	26 14.69%	14 14.55%	13 21.67%	15 17.69%	48 20.72%	26 14.79%	32 17.70%	29 19.32%	30 15.21%	75 26.96%k lpqs	71 24.64%k lps	46 25.57%k lps	90 18.10%	192 25.73%w y	91 17.24%	131 23.69%C D	144 23.70%C D	72 16.31%	79 15.64%	111 22.62%	128 18.50%	87 18.85%	77 22.54%	5 20.97%	17 19.39%
Rarely	340 16.15%	156 15.15%	184 17.11%	46 20.32%h	76 20.89%f h	50 14.89%	55 14.98%	48 15.02%	65 13.20%	288 16.26%	312 16.20%	28 15.62%	14 13.98%	11 18.23%	11 12.78%	34 14.47%	29 16.55%	22 12.21%	23 15.11%	31 15.66%	54 19.37%	52 18.00%	33 18.04%	74 14.91%	138 18.52%	76 14.32%	117 21.09%B CD	95 15.64%	70 15.88%	58 11.56%	81 16.35%J	115 16.71%J	69 14.82%	62 18.04%J	7 31.34%	6 6.97%
Never	535 25.39%	301 29.24%b	235 21.86%	44 19.25%	82 22.75%	103 30.68%c d	94 25.73%	79 24.66%	132 26.79%	452 25.53%	496 25.71%	39 21.99%	29 28.87%	15 25.80%	29 33.84%t u	60 25.73%	50 28.42%	51 28.01%	40 26.51%	47 24.22%	62 22.38%	62 21.71%	50 27.49%	139 28.09%	174 23.37%	138 26.17%	146 26.34%D	163 26.75%D	123 27.89%D	103 20.51%	120 24.40%	201 29.17%G	108 23.37%	81 23.81%	2 9.38%	22 25.21%
Don't know	73 3.48%	28 2.77%	45 4.17%	14 6.32%gh	14 3.86%	10 2.98%	15 4.08%	6 1.96%	14 2.75%	65 3.68%	69 3.57%	4 2.46%	2 2.29%	1 2.27%	7 8.48%ks u	11 4.50%	5 3.04%	7 3.66%	6 4.08%	3 1.58%	11 3.83%	8 2.92%	7 3.93%	23 4.68%	26 3.50%	16 3.01%	16 2.88%	19 3.16%	22 4.90%	16 3.26%	13 2.65%	21 3.02%	22 4.68%	14 4.02%	2 7.32%	1 0.72%
Not applicable - I do not go on holiday	395 18.26%	164 15.95%	220 20.48%a	15 6.45%	39 10.74%	39 11.63%	82 22.27%c de	79 24.52%c de	131 26.69%c de	304 17.17%	341 17.67%	44 24.60%t jtuv	23 23.09%t	14 23.31%t	13 15.10%	46 19.66%t	30 16.91%	38 21.08%t	28 18.66%t	44 22.44%t	31 11.04%	47 16.35%	27 15.09%	89 17.89%	105 14.06%	111 20.89%x	45 8.13%	90 14.80%A	76 17.27%A C	173 34.48%AB C	81 16.48%	123 17.81%	91 19.63%	54 15.88%	1 4.99%	30 33.37%EFGH
NET: Always/often/ sometimes/rarely	1115 52.88%	535 52.04%	574 53.50%	155 67.97%a fgh	227 62.65%a fgh	184 54.71%h	176 47.92%	157 48.86%	216 43.77%	949 53.61%	1023 53.06%	91 50.95%	45 45.75%	29 48.63%	37 42.59%	117 50.12%	90 51.63%	86 47.26%	77 50.75%	101 51.76%	175 62.75%k lnopqrs	169 59.02%l noq	97 53.48%	244 49.34%	441 59.07%w y	264 49.93%	348 62.66%B CD	336 55.29%D	221 49.94%D	210 41.75%	278 56.47%FJ	345 50.00%	242 52.32%	192 56.30%J	18 78.31%	36 40.70%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 115

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I choose alternative travel options to avoid flying
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	Univ-ersity degree (M)	Higher univ-ersity degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	156 7.38%	56 5.56%	15 6.07%	26 11.35%ad	2 2.46%	9 6.53%	39 11.46%a bd	10 11.46%a	109 7.64%	80 9.64%jn	29 4.84%	44 6.73%	19 7.69%	10 6.86%	15 5.71%	3 9.34%	38 8.72%l	47 7.37%	42 5.35%	122 7.18%	34 8.23%	50 9.17%	105 6.85%	6 10.02%	18 9.90%l	14 7.24%	16 6.06%	16 7.75%	15 8.87%	11 6.74%	8 4.50%	23 5.15%	3 21.19%	1 12.95%	70 7.12%	54 7.07%	22 8.21%	5 10.90%	124 7.72%	30 6.26%	137 7.96%	18 5.27%
Often	192 9.12%	98 9.75%	22 8.91%	16 7.15%	10 12.88%	9 6.58%	26 7.58%	12 14.26%	120 8.36%	73 8.72%	47 7.86%	71 10.94%	26 10.41%	12 8.39%	33 12.89%ij	2 6.05%	32 7.38%	70 10.94%	75 9.57%	151 8.94%	41 9.83%	51 9.31%	137 8.95%	4 6.35%	12 6.36%	17 8.62%	32 12.54%	20 9.33%	18 10.54%	24 14.19%BH	12 7.15%	39 8.77%	1 8.74%	- -	70 7.04%	84 10.99%L	35 12.83%L	1 2.92%	172 10.76%QS RS	20 4.17%	177 10.32%QS S	15 4.47%
Sometimes	426 20.23%	236 23.51%e f	51 21.09%e	45 19.76%	11 14.64%	16 12.20%	53 15.75%	14 15.67%	295 20.65%	148 17.82%	147 24.59%l l	122 18.89%	36 14.47%	29 20.50%	57 22.39%	9 28.54%	70 15.90%	127 19.83%	189 24.09%r	363 21.41%v	64 15.39%	81 14.91%	337 22.12%w	10 17.12%	29 15.62%	31 15.80%	57 22.40%	31 14.93%	38 22.01%	35 21.04%	39 23.52%E	114 25.43%B CE	2 17.68%	3 29.50%	164 16.57%	171 22.34%L	66 24.24%L	18 43.41%	372 23.28%Q RS	54 11.22%	376 21.96%Q S	47 13.73%
Rarely	340 16.15%	180 17.90%e g	38 15.76%	40 17.57%e	10 13.01%	12 8.86%	54 15.83% d	7 8.36%	241 16.87%	120 14.40%	121 20.30%l l	94 14.57%	29 11.57%	21 15.02%	44 17.30%	5 16.07%	49 11.04%	88 13.73%	158 20.13%r s	275 16.23%	66 15.84%	62 11.41%	274 17.97%w	6 9.48%	16 8.98%	27 13.39%	30 11.62%	33 15.42%	25 14.81%	29 17.67%B	37 22.17%A BCD	91 20.27%BCD	- -	- -	130 13.15%	141 18.38%L	57 20.70%L	11 26.53%	275 17.18%Q	62 13.00%	284 16.57%Q	51 14.77%
Never	535 25.39%	293 29.12%c de	64 26.58%c d	30 13.34%	10 12.57%	27 20.08%	93 27.35%c d	19 22.19%	404 28.24%k o	215 25.85%l o	189 31.58%l lmno	128 19.79%	45 17.66%	29 20.46%	55 21.54%	3 10.51%	73 16.51%	169 26.37%r	238 30.37%r s	445 26.27%	91 21.82%	96 17.55%	432 28.31%w	8 14.30%	26 14.42%	38 19.09%	59 23.05%B	56 26.39%B	54 31.36%A BC	44 26.26%B	46 27.31%B	149 33.04%AB CD	1 9.63%	1 8.01%	273 27.56%	193 25.16%	61 22.24%	4 10.43%	321 20.05%	207 43.13%P RS	391 22.84%P	129 37.82%PR
Don't know	73 3.48%	38 3.82%f	6 2.43%	10 4.46%	3 3.79%	7 5.57%f	5 1.49%	3 4.06%	42 2.97%	25 3.02%	17 2.90%	30 4.63%	12 4.62%	7 5.12%	11 4.36%	1 2.74%	21 4.84%	19 3.03%	21 2.66%	57 3.37%	16 3.91%	21 3.77%	47 3.10%	1 1.03%	9 4.97%	12 5.84%l	7 2.80%	7 3.26%	5 3.10%	5 2.94%	8 4.53%	8 1.87%	1 8.26%	- -	41 4.13%	21 2.75%	8 2.90%	- -	60 3.72%	10 2.05%	56 3.28%	7 2.13%
Not applicable - I do not go on holiday	385 18.26%	104 10.35%	46 19.16%a	60 26.33%a	31 40.66%a bcf	53 40.18%a bcfg	70 20.55%a	21 24.00%a	218 15.27%	171 20.54%j	47 7.93%	158 24.44%h jn	85 33.58%l jn	33 23.64%j n	40 15.81%j	8 26.74%j	157 35.61%a t	120 18.71%t	61 7.82%	281 16.61%	104 24.99%u	185 33.88%x	193 12.69%	24 41.69%D EFGHI	73 39.75%D EFGHI	60 30.02%F GHI	55 21.53%F GHI	48 22.96%FG HI	16 9.31%	19 11.16%I	18 10.81%I	25 5.47%	5 34.51%	4 49.54%	242 24.43%M N	102 13.31%	24 8.88%	2 5.81%	276 17.28%	97 20.17%	293 17.07%	75 21.82%PR
NET: Always/often/ sometimes/rarely	1115 52.88%	570 56.71%d e	126 51.83%e	127 55.87%e	33 42.98%	45 34.17%	171 50.61%a	43 49.75%a	765 53.51%	421 50.58%	344 57.59%l l	331 51.14%	111 44.14%	72 50.78%	148 58.30%l l	18 60.01%	189 43.03%	332 51.88%r s	463 59.14%r s	910 53.76%	204 49.28%	244 44.80%	853 55.90%w	25 42.98%	75 40.86%	90 45.05%	135 52.62%B	100 47.43%	97 56.23%B C	99 59.64%A BCE	96 57.35%B C	268 59.63%A BCE	7 47.61%	4 42.45%	434 43.88%	450 58.77%L M	180 65.99%L	35 83.76%	943 58.95%Q RS	166 34.65%	974 56.81%Q S	131 38.23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 116

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I go on holidays for longer periods to lower the number of times I travel
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	82 3.88%	45 4.40%	36 3.39%	19 8.40%ef gh	27 7.32%ef gh	11 3.15%	7 1.87%	6 1.84%	13 2.57%	66 3.73%	73 3.78%	9 4.92%	6 6.37%ov	1 0.98%	6 7.06%ov	4 1.64%	6 3.41%	9 4.92%	4 2.80%	9 4.72%	18 6.59%ou v	7 2.52%	2 1.17%	16 3.21%	28 3.71%	22 4.24%	34 6.20%BD	20 3.35%	16 3.59%	11 2.20%	18 3.74%	22 3.15%	15 3.19%	17 4.86%	1 5.85%	9 10.00%EFG
Often	146 6.92%	70 6.82%	76 7.05%	38 16.69%e fgh	40 11.04%fg h	24 7.06%gh	17 4.65%	10 3.00%	17 3.50%	132 7.47%kl	134 6.97%	11 6.30%	1 1.42%	1 1.34%	3 3.90%	20 8.55%kq	14 8.09%l	6 3.51%	7 4.71%	18 9.41%l mq	32 11.56%lm nqrv	22 7.58%l	9 4.93%	38 7.57%	63 8.42%	32 6.04%	54 9.73%D	43 7.13%D	28 6.26%	21 4.13%	38 7.75%J	48 6.91%J	29 6.30%J	27 8.05%J	2 9.58%	- -
Sometimes	366 17.37%	186 18.09%	177 16.52%	59 25.77%f gh	84 23.07%f gh	61 18.25%h	50 13.72%	52 16.11%	60 12.24%	310 17.48%	337 17.49%	29 16.07%	20 20.51%	7 12.70%	14 15.82%	41 17.50%	22 12.78%	27 14.80%	24 15.62%	28 14.13%	65 23.29%p qs	48 16.62%	42 23.13%p s	77 15.54%	154 20.69%w y	78 14.79%	105 18.92%D	128 20.99%D	76 17.28%D	57 11.37%	77 15.65%	107 15.51%	85 18.30%	77 22.59%E F	9 40.63%	11 12.41%
Rarely	400 18.97%	196 19.09%	204 18.97%	45 19.61%	78 21.55%h	70 20.98%h	70 18.99%	63 19.69%	73 14.92%	335 18.90%	369 19.15%	31 17.07%	17 17.59%	17 29.19%n t	12 13.31%	49 20.90%	34 19.60%	33 17.96%	33 21.98%	35 18.04%	42 15.06%	62 21.72%	35 19.04%	95 19.11%	139 18.59%	101 19.14%	124 22.30%B	106 17.44%	82 18.52%	88 17.55%	93 18.98%J	147 21.29%J	79 16.98%	68 20.00%J	5 21.17%	8 8.95%
Never	640 30.35%	333 32.38%	306 28.50%	30 12.97%	77 21.27%c d	113 33.62%c d	122 33.12%c d	112 34.93%c d	186 37.82%c d	539 30.42%	588 30.50%	52 28.75%	30 30.45%	20 33.14%	32 37.06%	65 27.94%	63 35.96%	58 32.10%	49 32.27%	52 26.68%	74 26.61%	91 31.76%	54 29.65%	160 32.36%	219 29.33%	159 30.14%	163 29.45%	198 32.54%D	147 33.25%D	132 26.17%	172 34.93%H	219 31.78%H	140 30.25%H	73 21.51%	2 10.46%	32 35.79%H
Don't know	99 4.71%	40 3.85%	60 5.55%	19 8.05%gh	19 5.34%g	20 5.97%gh	21 5.85%gh	6 1.80%	14 2.87%	88 4.98%	92 4.78%	7 3.86%	3 3.50%	1 0.99%	7 8.44%	12 5.03%	7 3.77%	8 4.48%	10 6.50%	6 3.25%	15 5.30%	15 5.14%	9 4.80%	26 5.18%	38 5.12%	24 4.66%	26 4.68%	25 4.18%	23 5.30%	24 4.85%	13 2.62%	28 4.05%	29 6.25%E	24 7.14%EF J	2 7.32%	1 0.72%
Not applicable - I do not go on holiday	375 17.81%	158 15.37%	215 20.01%a	19 8.52%	38 10.42%	37 10.98%	80 21.80%c de	73 22.62%c de	128 26.08%c de	301 17.02%	334 17.32%	41 23.02%l u	20 20.16%l	13 21.67%t	12 14.42%	43 18.45%l	29 16.40%	40 22.22%l u	24 16.13%	47 23.77%l u	32 11.60%	42 14.66%	31 17.28%	84 17.02%	106 14.15%	111 21.05%x	48 8.71%	87 14.38%A	70 15.81%A	170 33.74%AB C	80 16.33%	119 17.32%	87 18.73%	54 15.85%	1 4.99%	29 32.12%EFGH
NET: Always/often/ sometimes/rarely	994 47.13%	498 48.40%	493 45.93%	161 70.47%e fgh	228 62.98%e fgh	166 49.44%f gh	144 39.23%	131 40.64%h	164 33.23%	843 47.58%	914 47.39%	79 44.36%	45 45.89%	26 44.20%	35 40.09%	114 48.58%	77 43.87%	75 41.19%	68 45.10%	91 46.30%	157 56.49%ik npqrs	139 48.44%	88 48.27%	225 45.43%	384 51.40%y	234 44.21%	317 57.16%B CD	298 48.90%D	202 45.65%D	177 35.25%	227 46.12%J	323 46.85%J	207 44.77%J	189 55.50%E FGJ	18 77.23%	28 31.36%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 117

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I go on holidays for longer periods to lower the number of times I travel
Base: All respondents

	Total	Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	82 3.88%	41 4.03%	11 4.69%	13 5.83%f	3 3.98%	4 3.32%	7 2.08%	2 2.39%	39 2.72%	25 2.97%	14 2.37%	42 6.47%h	18 7.26%hj	7 4.77%	17 6.63%hj	1 2.97%	16 3.69%	33 5.10%	29 3.67%	66 3.91%	16 3.74%	16 2.93%	66 4.31%	1 1.42%	7 4.00%	8 4.08%	12 4.76%	11 5.44%	9 5.18%	5 3.02%	7 4.05%	17 3.77%	3 21.19%	1 14.83%	26 2.67%	31 4.03%	15 5.65%L	5 11.39%	66 4.13%	16 3.26%	71 4.12%	11 3.24%
Often	146 6.92%	77 7.67%f	23 9.48%ef	20 8.61%f	5 6.24%	4 2.77%	14 4.03%	4 4.76%	92 6.40%	47 5.69%	44 7.39%	48 7.43%	16 6.31%	6 4.44%	26 10.21%l m	6 19.92%lj lm	27 6.24%	37 5.77%	66 8.41%	121 7.17%	24 5.87%	26 4.68%	114 7.48%w	6 9.81%E	10 5.55%	12 5.83%	17 6.64%	6 3.01%	14 7.85%E	14 8.56%E	13 7.94%E	38 8.53%E	- -	1 12.95%	50 5.05%	61 7.93%L	29 10.72%L	4 8.72%	134 8.36%QR S	12 2.50%	132 7.70%QS	14 4.04%
Sometimes	366 17.37%	203 20.20%e f	45 18.78%e	32 13.98%	13 17.18%e	9 6.75%	51 14.92%e	13 15.56%	230 16.08%	127 15.28%	103 17.21%	133 20.58%h	44 17.45%	32 22.83%j	57 22.44%j	3 9.72%	57 12.93%	120 18.70%r	152 19.36%r	303 17.89%	63 15.25%	79 14.44%	278 18.22%	10 16.42%	17 9.52%	30 15.04%	54 21.02%LB	33 15.49%	33 19.18%B	30 17.81%B	36 21.63%B	86 19.09%B	1 4.24%	- -	149 15.06%	152 19.84%KL	53 19.51%	8 18.92%	313 19.55%Q S	53 10.97%	326 19.02%Q S	38 11.07%
Rarely	400 18.97%	213 21.22%e	44 18.04%e	42 18.27%e	14 18.87%	12 8.85%	63 18.48%e	13 14.83%	300 20.99%k	149 17.93%l	151 25.27%l lmn	95 14.75%	27 10.67%	22 15.89%	46 18.17%l	4 13.69%	59 13.41%	112 17.44%	178 22.67%r s	322 19.04%	78 18.70%	84 15.32%	314 20.56%w	8 13.72%	18 10.04%	33 16.41%	39 15.11%	37 17.71%B	35 20.57%B	36 21.58%B	33 19.79%B	109 24.15%BC D	1 8.74%	1 14.67%	164 16.54%	157 20.53%KL	61 22.48%KL	15 35.74%	313 19.56%	83 17.18%	338 19.12%	63 18.49%
Never	640 30.35%	315 31.35%c d	66 27.17%c d	42 18.31%	10 13.40%	48 36.38%c d	130 38.44%a bcd	29 33.38%c d	499 34.90%k	288 34.62%l mn	211 35.29%l mn	134 20.77%	51 20.39%	30 21.17%	53 20.92%	6 20.93%	100 22.72%	195 30.43%r	273 34.81%r s	521 30.77%	119 28.67%	128 23.42%	504 33.06%w	9 15.64%	45 24.56%	46 23.12%	72 28.10%	67 31.76%A	56 32.27%A C	55 33.27%A C	56 33.12%A C	162 36.00%A BCD	5 35.57%	1 8.01%	321 32.48%	230 29.98%	79 28.75%	4 8.49%	428 26.77%	207 43.10%P R	487 28.43%P	137 39.98%PR
Don't know	99 4.71%	52 5.20%	11 4.48%	17 7.38%f	1 0.80%	4 2.78%	9 2.62%	6 7.11%	56 3.90%	28 3.38%	28 4.61%	42 6.48%h	16 6.29%	11 7.65%l	15 6.01%l	2 4.98%	30 6.80%t	27 4.23%	27 3.44%	81 4.79%	18 4.38%	27 4.95%	68 4.43%	2 3.48%	11 6.16%	17 8.36%l	10 3.84%	10 4.93%	7 3.96%	7 4.11%	5 3.25%	15 3.26%	- -	- -	49 4.97%	31 4.07%	11 4.17%	5 10.93%	77 4.83%	15 3.20%	80 4.67%	11 3.08%
Not applicable - I do not go on holiday	375 17.81%	104 10.32%	42 17.37%a bf	63 27.62%a bfg	30 39.53%a bfg	52 39.15%a bcfg	66 19.43%a	19 21.98%a	215 15.00%	168 20.13%j	47 7.86%	152 23.52%h	80 31.63%j jn	33 23.25%j n	40 15.63%j	9 27.81%j	151 34.20%s t	117 18.34%t	60 7.65%	278 16.44%	97 23.39%u	187 34.29%x	182 11.93%	23 39.50%D EFGHI	73 40.17%C DEFGHI	54 27.16%F GHI	53 20.54%F GHI	46 21.66%F GHI	19 11.00%I	19 11.64%I	17 10.23%I	23 5.21%	4 30.27%	4 49.54% N	230 23.25%M	104 13.61%N	24 8.73%	2 5.81%	269 16.80%	95 19.79%	290 16.94%	69 20.09%
NET: Always/often/ sometimes/rarely	994 47.13%	534 53.13%e fg	123 50.98%e fg	106 46.69%e	35 46.27%e	29 21.69%	134 39.51%a	32 37.54%e	661 46.20%	349 41.87%	312 52.24%l l	319 49.24%	105 41.69%	68 47.93%	146 57.49%l lm	14 46.29%	160 36.28%	301 47.00%r s	424 54.11%r s	813 48.01%	181 43.56%	204 37.37%	771 50.57%w	24 41.37%	53 29.12%	82 41.35%B	122 47.52%B	88 41.65%B CE	91 52.78%B CE	85 50.98%B CE	90 53.40%B CE	250 55.53%B CE	5 34.16%	4 42.45%	389 39.31%	401 52.33%KL	160 58.35%KL	31 74.77%	826 51.60%Q RS	163 33.91% S	856 49.95%Q S	126 36.85%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 118

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I travel with providers with green credentials
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	39 1.86%	19 1.88%	20 1.84%	8 3.63%h	12 3.45%h	5 1.52%	5 1.27%	5 1.45%	4 0.79%	34 1.93%	38 1.99%	1 0.41%	4 4.17%k	- -	- -	4 1.70%	3 1.92%	3 1.81%	1 0.65%	5 2.65%	8 2.96%	7 2.44%	2 1.22%	7 1.48%	17 2.34%	9 1.79%	14 2.54%	8 1.36%	12 2.63%	5 1.03%	11 2.32%	12 1.71%	8 1.76%	7 2.04%	1 3.21%	- -
Often	117 5.55%	57 5.50%	60 5.63%	27 11.66%fg h	34 9.40%fg h	27 8.17%fg h	9 2.49%	10 3.06%	10 2.01%	100 5.67%	106 5.52%	11 5.92%r	4 3.67%	2 3.92%	5 5.57%	13 5.71%r	10 5.50%r	8 4.31%	2 1.30%	9 4.55%	27 9.60%r	19 6.66%r	8 4.50%	28 5.61%	54 7.23%y	19 3.53%	40 7.28%D	39 6.46%D	24 5.33%	14 2.74%	29 5.89%	37 5.34%	21 4.45%	23 6.62%	4 15.27%	3 3.77%
Sometimes	345 16.36%	189 18.34%b	156 14.55%	52 22.86%g h	74 20.37%h	52 15.44%	57 15.54%	49 15.15%	61 12.42%	290 16.37%	317 16.43%	28 15.62%	17 16.89%	10 17.38%	12 13.96%	31 13.30%	26 14.61%	26 14.30%	27 17.84%	27 13.81%	53 19.21%	57 19.86%	31 16.90%	69 13.88%	141 18.90%w	80 15.13%	100 17.96%C D	120 19.65%C D	53 11.96%	73 14.47%	81 16.53%	96 13.94%	84 18.10%J	74 21.55%F J	3 14.14%	7 7.51%
Rarely	195 9.26%	109 10.59%b	83 7.69%	28 12.28%f g	56 15.35%f gh	37 11.06%fg	22 6.06%	15 4.78%	37 7.47%	170 9.59%	182 9.42%	13 7.51%	5 4.71%	7 12.33%	8 9.53%	23 9.68%	21 11.91%	17 9.15%	15 10.05%	15 7.71%	31 11.08%	27 9.32%	14 7.50%	52 10.44%	71 9.53%	47 8.88%	70 12.55%C D	64 10.47%D	34 7.63%	28 5.61%	41 8.37%	70 10.12%	33 7.04%	41 11.99%G	7 28.77%	4 4.55%
Never	419 19.88%	239 23.21%b	181 16.82%	31 13.51%	65 17.97% dh	86 25.71%c dh	93 25.47%c dh	69 21.49%c h	74 15.07%	361 20.40%	394 20.41%	25 14.18%	23 23.50%	9 15.62%	16 18.64%	44 18.75%	35 20.02%	41 22.67%	39 25.40%k t	39 19.82%	48 17.08%	56 19.56%	44 24.35%k	95 19.18%	148 19.80%	119 22.40%	116 20.93%D	121 19.96%	104 23.64%D	77 15.34%	103 20.93%	150 21.74%	89 19.33%	58 17.02%	3 13.23%	16 17.53%
Don't know	617 29.27%	252 24.51%	365 34.01%a	67 29.46%	83 22.81%	93 27.64%	98 26.72%	99 30.75%d ef	177 36.00%d ef	519 29.29%	562 29.13%	55 30.82%	27 27.33%	16 27.44%	33 37.91%	72 30.87%	53 30.06%	49 26.88%	40 26.42%	55 28.26%	84 30.33%	78 27.24%	54 29.95%	158 31.81%	217 29.05%	144 27.26%	166 30.00%	177 29.11%	140 31.61%	134 26.62%	147 29.87%	203 29.38%	144 31.04%	87 25.42%	5 20.38%	28 32.08%
Not applicable - I do not go on holiday	376 17.82%	164 15.96%	209 19.46%a	15 6.61%	39 10.66%	35 10.45%	82 22.44%c de	75 23.32%c de	129 26.25%c de	296 16.74%	330 17.10%	46 25.54%i jklu	20 19.73%i	14 23.31%i	12 14.40%	47 20.01%i	28 15.98%	38 20.89%t	28 18.34%t	45 23.18%tu	27 9.74%	43 14.93%	28 15.57%	87 17.61%x	98 13.15%	111 21.01%x	49 8.74%	79 13.00%A	76 17.21%A C	172 34.19%AB C	79 16.09%	122 17.76%	85 18.28%	52 15.36%	1 4.99%	31 34.55%EFGH
NET: Always/often/ sometimes/rarely	696 33.02%	373 36.32%b	319 29.71%	115 50.43%e fgh	176 48.57%e fgh	122 36.19%f gh	93 25.37%	79 24.43%	112 22.69%	594 33.57%	643 33.36%	53 29.46%	29 29.44%	20 33.62%	25 29.06%	71 30.38%	59 33.95%	54 29.56%	45 29.84%	56 28.73%	119 42.85%k lnoqrsv	110 38.27%s	55 30.13%	156 31.41%	284 38.00%w y	155 29.33%	224 40.33%C D	231 37.93%C D	122 27.54%	120 23.85%	163 33.11%J	215 31.12%J	145 31.36%J	144 42.21%E FGJ	14 61.40%	14 15.84%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 119

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I travel with providers with green credentials
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (q)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	39 1.86%	22 2.21%	3 1.44%	7 3.08%	- -	1 0.48%	5 1.37%	1 1.34%	23 1.59%	15 1.84%	7 1.23%	14 2.22%	2 0.90%	3 2.17%	9 3.57%j	2 6.61%j	9 1.98%	12 1.89%	18 2.23%	35 2.07%	4 0.99%	9 1.56%	31 2.01%	3 4.97%	4 2.14%	2 0.96%	3 1.04%	3 1.27%	7 3.92%	5 2.96%	3 1.51%	10 2.24%	- -	- 12.95%	11 1.09%	17 2.24%	8 2.85%L	2 5.40%	25 2.21%	4 0.79%	34 1.98%	5 1.53%
Often	117 5.55%	67 6.64%ef	15 6.24%ef	21 9.23%ef	3 4.55%	1 0.45%	8 2.37%	2 2.42%	74 5.16%	41 4.94%	33 5.46%	43 6.69%	15 6.00%	9 6.53%	19 7.45%	- -	20 4.45%	34 5.27%	51 6.54%	96 5.69%	21 4.98%	20 3.76%	93 6.12%	3 5.32%	7 4.06%	9 4.56%	16 6.26%	10 4.75%	8 4.43%	8 5.03%	10 6.17%	33 7.24%	- -	- -	31 3.14%	50 6.46%L	30 11.11%L M	5 11.92%	106 6.64%QS	11 2.26%S	114 6.64%QS	3 0.93%
Sometimes	345 16.36%	204 20.26%c efg	44 18.32%e	28 12.34%	8 10.33%	8 6.35%	45 13.22%e	8 8.98%	223 15.59%	113 13.55%	110 18.44%i	115 17.84%	41 16.25%	20 14.53%	54 21.25%i	6 20.69%	46 10.41%	117 18.37%r	149 19.00%r	291 17.17%	54 13.02%	72 13.20%	268 17.57%w	5 9.09%	13 7.19%	27 13.74%	50 19.59%B	28 13.15%	39 22.94%A BCE	29 17.67%B	37 21.87%A BE	83 18.42%B	1 5.18%	- -	131 13.22%	150 19.61%L	52 19.06%L	8 19.45%	312 19.53%QR S	32 6.75%	310 18.09%QS	32 9.45%Q
Rarely	195 9.26%	114 11.36%e f	26 10.55%e	21 9.09%	4 5.29%	5 3.70%	22 6.48%	4 4.59%	136 9.53%	62 7.39%	75 12.52%ii	58 8.99%	12 4.59%	18 12.87%i l	28 11.19%il	1 2.37%	28 6.36%	56 8.74%	91 11.62%r	163 9.63%	32 7.76%	32 5.82%	161 10.53%w	7 12.06%	9 4.88%	12 6.05%	19 7.42%	21 9.84%	16 9.37%	13 7.60%	22 13.04%B C	57 12.58%BC D	1 8.74%	- -	62 6.22%	83 10.80%L	36 13.20%L	13 29.93%	148 9.23%	45 9.43%	165 9.60%	29 8.40%
Never	419 19.88%	235 23.43%b oe	41 16.91%	35 15.58%	12 15.52%	16 12.08%	62 18.39%	17 20.05%	320 22.36%k	167 20.05%m	153 25.59%il lmn	94 14.57%	38 15.23%	17 11.95%	39 15.37%	5 16.54%	58 13.12%	127 19.88%r	194 24.81%r s	350 20.66%	69 16.74%	63 11.57%	347 22.76%w	6 10.85%	28 15.22%	24 11.86%	45 17.46%	42 19.87%C	40 23.50%C	31 18.49%	37 21.81%C	127 28.26%A BCDEG	4 26.43%	1 14.67%	206 20.84%	154 20.06%	50 18.43%	4 9.40%	247 15.47%	167 34.87%P R	276 16.10%	136 39.90%PQR
Don't know	617 29.27%	262 26.05%	71 29.24%	54 23.70%	19 24.78%	50 37.24%a c	131 38.75%a bcd	31 36.06%	437 30.55%	265 31.79%	172 28.82%	171 26.43%	64 25.43%	39 27.36%	68 26.90%	9 29.83%	126 28.72%	178 27.77%	221 28.15%	485 28.62%	133 31.96%	167 30.57%	439 28.80%	9 14.56%	50 27.25%	68 34.23%A I	70 27.19%	64 30.23%A	44 25.61%	59 35.82%A FI	43 25.71%	118 26.23%	3 25.15%	2 22.84%	316 31.96%	212 27.63%	71 25.80%	9 20.78%	486 30.38%Q S	121 25.22%S S	529 30.84%Q S	65 18.87%
Not applicable - I do not go on holiday	376 17.82%	101 10.04%	42 17.30%a b	61 26.97%a bf	30 39.53%a bcf	53 39.69%a bcf	66 19.41%a	23 26.55%a	218 15.22%	170 20.44%jn	47 7.93%	151 23.27%ih jn	80 31.60%ij n	35 24.60%j n	36 14.26%j	7 23.96%j	154 34.97%s t	116 18.08%t	60 7.64%	274 16.17%	102 24.55%u	183 33.52%x	186 12.21%	25 43.15%D EFGHI	72 39.26%C DEFGHI	57 28.60%F GHI	54 21.04%F GHI	44 20.89%F GHI	18 10.24%I	21 12.43%I	17 9.90%I	23 5.03%	5 34.51%	4 49.54%	233 23.51%M N	101 13.20%	26 9.56%	1 3.12%	265 16.55%	99 20.69%P R	287 16.74%	72 20.93%
NET: Always/often/ sometimes/rarely	696 33.02%	407 40.48%d efg	89 36.55%d efg	77 33.74%e fg	15 20.17%	15 10.99%	79 23.45%e	15 17.33%	456 31.87%	231 27.72%	225 37.65%i i	231 35.74%	70 27.74%	51 36.10%i i	110 43.47%i i	9 29.67%	102 23.20%	219 34.27%r	309 39.40%r	585 34.56%v	111 26.75%	133 24.34%	553 36.23%w	18 31.44%	33 18.27%	50 25.31%	88 34.31%B	61 29.01%B	70 40.66%B CE	55 33.26%B	71 42.58%B CE	182 40.48%B CE	2 13.92%	1 12.95%	234 23.68%	300 39.11%L M	126 46.21%L M	28 66.70%	602 37.60%Q RS	92 19.22%	623 36.32%Q S	69 20.30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 120

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I offset the carbon emissions for my travelling
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	57 2.69%	35 3.36%	22 2.07%	10 4.29%fh	20 5.62%fg h	12 3.63%fh	4 1.13%	6 1.79%	5 0.94%	48 2.72%	53 2.73%	4 2.33%	4 4.45%	- -	2 2.72%	4 1.70%	4 2.18%	6 3.15%	2 1.28%	4 1.98%	12 4.47%	8 2.93%	6 3.15%	10 2.05%	27 3.56%	12 2.18%	18 3.22%	14 2.28%	15 3.34%	10 2.05%	14 2.90%	17 2.46%	9 1.86%	13 3.89%	2 7.94%	2 2.07%
Often	103 4.90%	53 5.11%	50 4.64%	25 10.81%ef gh	24 6.67%gh	19 5.59%h	14 3.80%	10 3.05%	12 2.42%	91 5.14%	96 4.97%	8 4.22%	4 4.08%	1 1.23%	4 4.85%	15 6.22%u	6 3.28%	6 3.21%	4 2.71%	15 7.66%u	28 10.09%km pqruv	7 2.57%	6 3.37%	24 4.94%	42 5.57%	25 4.72%	40 7.26%CD	33 5.41%C	12 2.78%	18 3.55%	17 3.50%	40 5.78%	19 4.07%	21 6.06%	3 13.16%	4 4.16%
Sometimes	251 11.90%	121 11.78%	127 11.82%	45 19.87%e fgh	50 13.91%h	38 11.31%	42 11.41%	38 11.87%h	37 7.51%	216 12.20%	232 12.03%	19 10.53%	12 11.84%	4 7.20%	8 9.21%	26 11.10%	21 12.13%	25 13.72%	13 8.74%	15 7.87%	49 17.53%r s	36 12.48%	23 12.54%	55 11.13%	107 14.38%y	54 10.12%	81 14.56%C D	85 13.91%D	45 10.08%	41 8.13%	57 11.49%	76 11.06%	57 12.32%	47 13.69%	6 27.60%	8 8.90%
Rarely	237 11.25%	130 12.63%	107 10.00%	26 11.22%	56 15.59%f gh	45 13.29%	31 8.54%	31 9.63%	48 9.77%	201 11.36%	218 11.28%	20 10.90%	8 7.67%	9 14.97%	11 12.78%	24 10.23%	25 14.37%	20 10.97%	15 10.02%	23 11.48%	30 10.62%	31 10.92%	23 12.46%	60 12.14%	83 11.18%	58 10.89%	78 14.14%D	74 12.23%D	45 10.26%	39 7.75%	56 11.29%	77 11.15%	50 10.71%	44 12.88%	3 14.92%	8 8.64%
Never	721 34.19%	412 40.04%b	309 28.79%	55 24.09%	112 30.79%	127 37.82%c d	146 39.70%c d	107 33.40%c	174 35.31%c	608 34.34%	670 34.76%	50 28.06%	39 39.60%	23 39.22%	29 33.11%	73 31.27%	60 34.13%	51 28.02%	60 39.67%k q	66 33.77%	89 32.10%	105 36.70%	75 41.29%k q	162 32.60%	269 36.10%	177 33.49%	213 38.37%D	219 35.98%D	158 35.68%D	131 26.11%	194 39.32%	234 33.88%	154 33.31%	112 32.83%	2 7.19%	24 27.55%
Don't know	373 17.69%	123 11.93%	250 23.30%a	51 22.39%f	58 16.05%	61 18.07%	50 13.57%	56 17.51%	97 19.64%f	318 17.95%	337 17.49%	36 19.87%l	10 10.24%	9 15.71%	19 22.20%l	47 19.97%l	33 18.93%	35 19.44%	32 20.86%l	32 16.16%	40 14.51%	55 19.30%l	25 13.54%	99 19.99%	120 16.11%	99 18.63%	79 14.04%	102 16.77%	98 22.11%A B	95 18.95%A	79 16.12%	133 19.24%	84 18.25%	50 14.53%	6 24.20%	17 19.51%
Not applicable - I do not go on holiday	366 17.37%	156 15.15%	208 19.38%a	17 7.36%	41 11.38%	35 10.29%	80 21.84%c de	73 22.74%c de	120 24.42%c de	288 16.28%	323 16.75%	43 24.10%j jptuv	22 22.12%l	13 21.67%l	13 15.14%	46 19.51%l	26 14.97%	39 21.49%l	25 16.72%	41 21.08%l	30 10.69%	43 15.09%	25 13.65%	85 17.14%	98 13.10%	106 19.97%x	47 8.42%	82 13.42%A	70 15.75%A C	168 33.47%AB C	76 15.37%	113 16.44%	90 19.48%	55 16.11%	1 4.99%	26 29.17%EFH
NET: Always/often/ sometimes/rarely	648 30.75%	338 32.88%b	306 28.53%	105 46.16%e fgh	151 41.78%e fgh	114 33.82%f gh	91 24.89%	85 26.35%	102 20.63%	556 31.42%	598 31.00%	50 27.97%	28 28.03%	14 23.40%	26 29.55%	68 29.25%	56 31.96%	56 31.05%	35 22.75%	57 28.99%	119 42.71%k lmnopqr suv	83 28.91%	57 31.52%	150 30.26%	259 34.69%y	148 27.91%	217 39.18%C D	206 33.84%C D	117 26.46%	108 21.47%	144 29.18%	210 30.45%	134 28.97%	125 36.52%E GJ	15 63.61%	21 23.77%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 121

S29. The following question is about travel for holidays...How often have you made the following changes to your holiday behaviours?
I offset the carbon emissions for my travelling
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Pri-mary (K)	Secon-dary (L)	Univ-ersity degree (M)	Higher univ-ersity degree (N)	Still in full time educ-ation (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	339	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	57 2.69%	33 3.32%	9 3.66%	9 3.74%	1 0.99%	1 0.54%	5 1.36%	- -	41 2.86%	26 3.08%	15 2.55%	16 2.46%	2 0.90%	5 3.57%	9 3.40%	- -	14 3.09%	14 2.26%	27 3.41%	48 2.84%	9 2.12%	7 1.24%	50 3.28%w	2 3.27%	8 4.57%	3 1.67%	6 2.18%	5 2.28%	4 2.33%	5 3.22%	5 2.80%	17 3.71%	- -	- -	14 1.38%	23 2.94%L	17 6.19%LM	4 8.64%	49 3.05%	8 1.65%	49 2.86%	6 1.78%
Often	103 4.90%	58 5.75%f	13 5.54%f	14 6.34%f	3 4.00%	4 2.86%	6 1.84%	5 5.38%	58 4.04%	29 3.48%	29 4.81%	44 6.77%h	18 7.23%	10 7.32%i	15 6.01%	2 5.79%	13 3.00%	31 4.90%	50 6.33%r	92 5.44%v	11 2.70%	16 2.94%	84 5.51%w	3 5.72%	5 2.65%	5 2.52%	20 7.88%BC E	5 2.47%	6 3.42%	9 5.67%	10 5.67%	31 6.82%CE	- -	1 12.95%	32 3.21%	45 5.88%L	24 8.60%L	2 4.40%	90 5.63%QS	13 2.76%	94 5.49%QS	9 2.68%
Sometimes	251 11.90%	140 13.97%e f	34 13.91%e f	32 13.99%ef	5 6.41%	6 4.30%	25 7.26%	10 11.40%	155 10.81%	82 9.85%	73 12.15%	91 13.99%	31 12.30%	23 16.44%i	36 14.30%i	6 18.45%	43 9.66%	81 12.60%	106 13.56%	207 12.22%	44 10.60%	66 12.07%	182 11.91%	5 9.29%	11 6.12%	26 13.02%LB	29 11.32%	23 10.72%	29 16.82%B	20 12.06%	29 17.12%B	57 12.78%B	- -	- -	98 9.86%	98 12.85%	37 13.36%	16 37.41%	225 14.05%QS	26 5.42%	234 13.64%QS	16 4.75%
Rarely	237 11.25%	139 13.81%g	29 11.86%g	19 8.29%	5 6.82%	11 8.00%	32 9.56%	3 3.07%	173 12.10%	87 10.40%	86 14.45%ul	61 9.35%	13 5.27%	14 9.97%	33 13.06%l	4 11.93%	30 6.86%	74 11.60%r	108 13.81%r	193 11.38%	44 10.73%	39 7.13%	194 12.69%w	1 2.12%	10 5.58%	19 9.44%	28 10.76%	24 11.51%A B	22 12.97%A B	28 17.14%A BC	26 15.23%A B	54 12.04%A B	2 13.13%	- -	91 9.18%	95 12.43%L	40 14.63%LL	8 19.78%	193 12.04%	43 9.04%	202 11.81%	33 9.76%
Never	721 34.19%	372 37.06%c e	75 30.93%c	44 19.48%	21 28.11%	29 21.99%	146 43.12%b cde	33 37.88%c e	558 38.99%k	299 35.94%l mn	258 43.23%ul lmno	156 24.03%	52 20.79%	29 20.87%	74 29.01%m	8 24.99%	95 21.49%	223 34.82%r s	329 42.01%r s	592 34.94%	129 31.14%	120 21.97%	589 38.59%w	10 16.85%	38 20.91%	47 23.38%	75 29.29% BC	79 37.57%A BC	68 39.70%A BCD	56 33.54%A BC	56 33.63%A BC	217 48.27%A BCDEGH	2 14.66%	3 29.50%	336 33.92%	277 36.22%	98 35.97%	3 6.96%	477 29.80%	240 50.08%P R	530 30.91%P	178 51.91%PR
Don't know	373 17.69%	159 15.85%	41 16.96%	47 20.74%	13 16.56%	31 23.41%a	66 19.43%	16 18.47%	243 16.97%	148 17.82%	94 15.78%	126 19.41%	52 20.69%	26 18.62%	47 18.59%	5 14.88%	95 21.60%s t	104 16.33%	108 13.85%	294 17.36%	79 19.02%	114 20.96%x	251 16.48%	14 23.25%l	36 19.93%l	45 22.65%F I	46 17.74%l	34 16.36%	24 14.19%	27 16.43%	30 17.61%	52 11.50%	6 41.95%	1 8.01%	198 20.00%N	125 16.27%	33 11.99%	7 17.00%	305 19.08%Q S	56 11.64%	324 18.90%QS	31 9.17%
Not applicable - I do not go on holiday	366 17.37%	103 10.24%	42 17.14%a bf	62 27.43%a bf	28 37.11%a bdfg	52 38.90%a bdfg	59 17.43%a	21 23.80%a	204 14.24%	162 19.43%j	42 7.02%	155 23.98%h jn	83 32.83%i jn	33 23.20%j n	40 15.62%j	7 23.96%j	151 34.31%s t	112 17.49%t	55 7.03%	268 15.83%	98 23.70%u	184 33.70%x	176 11.54%	23 39.50%D EFGHI	74 40.25%C DEFGHI	54 27.32%F GHI	53 20.83%F GHI	40 19.08%F HI	18 10.57%l	20 11.93%l	13 7.93%	22 4.88%	4 30.27%	4 49.54%	222 22.44%M N	103 13.41%	25 9.25%	2 5.81%	262 16.35%	93 19.41%	281 16.40%	68 19.95%
NET: Always/often/ sometimes/rarely	648 30.75%	370 36.85%d efg	85 34.97%d efg	74 32.36%d ef	14 18.22%	21 15.70%	68 20.02%	17 19.85%	426 29.80%	223 26.81%	203 33.97%i	211 32.58%	65 25.70%	53 37.30%i l	93 36.78%i l	11 36.17%	100 22.60%	201 31.36%r s	291 37.11%r s	540 31.87%v	108 26.14%	127 23.37%	509 33.39%w	12 20.40%	35 18.91%	53 26.65%	82 32.14%B	57 26.99%	61 35.54%A B	63 38.10%A BCE	68 40.83%A BCE	159 35.36%A BCE	2 13.13%	1 12.95%	234 23.64%	261 34.11%L M	117 42.79%L	29 70.23%	556 34.77%Q S	91 18.87%	579 33.79%Q S	65 18.97%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 122
S18. The following questions are about food...How often, if at all, do you currently do the following?
Summary
Base: All respondents

	Cut down on / avoid eating meat and dairy (i.e. high carbon-footprint foods)	Buy food produced locally	Buy foods that are in season	Cut down on food waste by planning what food I buy	Cut down on food waste by composting or recycling leftover food	Recycle food packaging	Avoid products which are packaged in plastic packaging
Unweighted base	2108	2108	2108	2108	2108	2108	2108
Weighted base	2108	2108	2108	2108	2108	2108	2108
Always	215 10.18%	128 6.08%	264 12.51%	850 40.31%	715 33.93%	1223 58.03%	130 6.17%
Often	304 14.44%	519 24.62%	816 38.72%	681 32.31%	372 17.65%	516 24.46%	448 21.26%
Sometimes	540 25.61%	995 47.19%	723 34.31%	374 17.74%	348 16.52%	215 10.18%	866 41.08%
Rarely	399 18.93%	266 12.64%	117 5.53%	86 4.09%	183 8.68%	63 2.98%	359 17.03%
Never	601 28.51%	81 3.86%	66 3.14%	63 2.99%	397 18.84%	54 2.56%	241 11.41%
Don't know	30 1.44%	94 4.48%	96 4.57%	31 1.47%	46 2.19%	22 1.05%	46 2.19%
NA - not responsible for this in my household	19 0.89%	24 1.13%	26 1.21%	23 1.08%	46 2.19%	16 0.74%	18 0.85%
NET: Always/often/ sometimes/rarely	1458 69.16%	1908 90.54%	1920 91.08%	1991 94.45%	1619 76.78%	2016 95.65%	1803 85.55%

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 123

S18. The following questions are about food...How often, if at all, do you currently do the following?

Summary: Always - rarely

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Cut down on / avoid eating meat and dairy (i.e. high carbon-footprint foods)	1458 69.16%	625 60.80%	827 76.99%a	144 62.95%	275 75.77%c fh	234 69.53%	244 66.35%	230 71.59%	332 67.43%	1218 68.77%	1328 68.86%	130 72.45%p	66 66.77%	44 75.03%	58 67.47%	152 64.86%	107 61.17%	131 72.37%p	100 65.71%	138 70.47%	209 75.08%o pr	195 68.04%	128 70.34%	317 64.01%	531 71.22%w	369 69.76%	398 71.75%	436 71.70%D	293 66.28%	331 65.77%	329 66.89%	479 69.40%	314 67.75%	255 74.86%E G	17 74.98%	62 69.43%
Buy food produced locally	1908 90.54%	912 88.69%	990 92.24%a	191 83.69%	309 85.29% d	310 92.32%c d	325 88.39%	302 93.87%c df	472 95.77%c def	1593 89.96%	1743 90.39%	165 92.08%	91 92.31%	59 100.00%i klnopqrs tu	75 86.47%	213 91.00%	150 85.84%	164 90.61%	139 91.55%	179 91.22%	253 90.87%	250 87.32%	170 93.72%p u	438 88.39%	673 90.20%	482 91.11%	503 90.66%	553 90.84%	388 87.76%	465 92.46%C	460 93.43%F	608 88.13%	416 89.91%	312 91.53%	19 84.19%	84 95.07%
Buy foods that are in season	1920 91.08%	919 89.42%	994 92.61%a	190 83.52%	308 85.08%	304 90.49%c d	338 92.00%c d	306 95.04%c de	473 96.11%c def	1608 90.80%	1754 90.96%	165 92.30%	89 90.19%	57 97.18%	76 87.92%	216 92.14%	155 88.37%	169 93.01%	139 91.46%	177 90.04%	259 93.07%	256 89.18%	163 89.90%	446 90.07%	678 90.81%	484 91.46%	505 90.98%	554 91.00%	403 91.19%	459 91.17%	461 93.60%F	619 89.81%	420 90.85%	312 91.44%	19 84.74%	83 93.96%
Cut down on food waste by planning what food I buy	1991 94.45%	948 92.21%	1037 96.56%a	202 88.42%	336 92.77%	317 94.41%c	347 94.61%c d	311 96.76%c d	477 96.88%c d	1668 94.20%	1821 94.41%	170 94.93%	95 95.52%	58 98.88%n p	77 89.57%	223 95.27%	158 90.55%	176 97.08%n pu	147 96.81%n pu	187 95.57%	267 95.85%n pu	262 91.41%	170 93.83%	459 92.61%	699 93.65%	510 96.45%w x	521 93.87%	576 94.58%	412 93.40%	482 95.87%	466 94.61%	641 92.96%	443 95.82%	325 95.31%	21 92.68%	85 95.86%
Cut down on food waste by composting or recycling leftover food	1619 76.78%	766 74.46%	847 78.87%a	168 73.72%	271 74.71%	252 75.09%	261 71.10%	253 78.68%f	413 83.88%c def	1337 75.52%	1481 76.80%	137 76.58%p	89 89.89%i knopqrs u	55 93.32%i knopqrs u	58 66.56%	196 79.48%n pqr	103 58.93%	124 68.67%	105 69.26%	154 78.46%n pq	222 83.28%n pqr	218 76.09%p	157 86.80%ik npqru	347 69.97%	607 81.37%w y	383 72.46%	447 80.54%D	466 76.50%	336 76.02%	370 73.66%	400 81.21%iH	531 77.04%H	392 78.24%H	236 69.16%	18 77.32%	67 75.07%
Recycle food packaging	2016 95.65%	969 94.25%	1041 96.97%a	196 85.85%	341 94.20%c	327 97.29%c	355 96.82%c	310 96.23%c	487 98.89%c dfg	1690 95.47%	1844 95.62%	172 96.01%	95 96.37%	58 98.88%n	78 89.79%	221 94.62%	163 93.06%	172 95.04%	150 98.79%n opu	192 98.03%n pu	269 96.83%n	269 93.80%	176 97.02%n	462 93.23%	714 95.71%	514 97.22%w	535 96.37%	584 95.91%	420 95.06%	478 95.06%	477 96.94%	660 95.68%	451 97.52%HJ	321 94.03%	18 77.33%	82 92.48%
Avoid products which are packaged in plastic packaging	1803 85.55%	831 80.85%	966 89.97%a	182 79.66%	305 84.18%	286 85.28%	310 84.39%	283 87.95%c	437 88.76%c	1507 85.13%	1644 85.26%	159 88.68%a	83 84.07%	54 91.14%	70 80.87%	203 86.82%	142 81.38%	159 87.61%	129 85.09%	158 80.63%	254 91.27%n psu	238 83.05%	154 84.86%	415 83.86%	646 86.56%	446 84.30%	474 85.39%	534 87.66%	371 84.08%	425 84.46%	415 84.31%	584 84.72%	407 87.99%	296 86.66%	16 68.13%	79 89.12%
NET: Any behaviour change	2078 98.60%	1008 98.01%	1065 99.15%a	218 95.75%	354 97.70%	332 98.86%c	362 98.70%	320 99.36%c	492 99.83%c df	1742 98.38%	1900 98.52%	178 99.49%	99 100.00%	59 100.00%	83 96.22%	231 98.52%	172 98.25%	179 98.82%	152 100.00%n u	193 98.61%	275 98.90%	279 97.38%	178 98.12%	486 98.02%	732 98.13%	524 99.08%	542 97.73%	600 98.55%	435 98.59%	501 99.62%A	487 98.87%	676 98.05%	458 98.98%	335 98.28%	23 100.00%	89 100.00%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 124

S18. The following questions are about food...How often, if at all, do you currently do the following?
Summary: Always - rarely
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Cut down on / avoid eating meat and dairy (i.e. high carbon-footprint foods)	1458 69.16%	698 69.48%	180 74.36%f	161 70.87%	50 66.18%	91 67.99%	221 65.32%	57 65.84%	973 68.07%	569 68.35%	404 67.69%	465 71.92%	186 73.61%	90 64.05%	190 74.61%ij jm	19 61.66%	308 70.03%	441 68.99%	553 70.66%	1176 69.48%	281 67.85%	378 69.25%	1055 69.18%	42 72.57%	114 62.45%	152 76.25%LB EF	189 73.48%LB	138 65.48%	115 66.60%	120 72.17%	123 73.59%LB	310 69.00%	8 57.50%	4 47.45%	637 64.34%	557 72.70%LM	217 79.46%LM	29 68.86%	1229 76.80%Q RS	214 44.52%	1287 75.10%Q S	141 41.08%
Buy food produced locally	1908 90.54%	887 88.26%	220 90.89%	204 89.85%	67 89.13%	128 96.20%a g	325 96.14%a bcdg	76 88.35%	1301 90.97%	768 92.19%	533 89.27%	582 89.90%	225 89.30%	129 91.17%	228 89.79%	26 83.70%	401 91.10%	575 89.96%	715 91.27%	1520 89.75%	389 93.75%u	502 92.04%	1377 90.27%	49 84.12%	165 90.29%	187 93.90%A E	232 90.34%	181 85.82%	163 94.47%A E	151 90.92%	153 91.37%	411 91.37%E	11 77.21%	9 100.00%	888 89.74%	699 91.22%	252 92.17%	40 94.54%	1486 92.86%Q S	403 83.87%	1589 92.67%Q S	282 82.46%
Buy foods that are in season	1920 91.08%	890 88.60%	216 89.02%	211 92.78%	65 85.92%	131 98.57%a bcd	325 96.06%a bd	82 94.59%	1316 92.00%	760 93.66%j lno	536 89.70%	579 89.44%	220 87.33%	131 92.87%	228 89.62%	25 82.43%	410 93.03%	579 90.51%	717 91.56%	1533 90.56%	386 93.18%	499 91.56%	1391 91.20%	50 86.00%	170 92.86%	189 95.26%A E	232 90.47%	187 88.64%	160 92.84%	157 94.31%	153 91.26%	407 90.65%	12 89.71%	9 100.00%	889 89.85%	710 92.63%	249 91.04%	40 95.09%	1500 93.75%Q S	403 83.98%	1602 93.45%Q S	280 81.97%
Cut down on food waste by planning what food I buy	1991 94.45%	935 93.09%	230 94.77%	216 94.91%	72 95.13%	129 96.63%	329 97.20%a	81 93.51%	1353 94.58%	793 95.22%o	560 93.69%o	614 94.79%	239 94.96%o	132 93.92%o	242 95.10%o	25 81.52%	420 95.38%	600 93.81%	748 95.51%	1592 94.02%	399 96.23%	525 96.29%	1434 94.03%	55 93.91%	173 94.86%	192 96.30%F	243 94.68%	200 94.96%	157 91.10%	161 96.69%F	158 94.40%	429 95.48%F	12 89.71%	9 100.00%	927 93.69%	735 95.95%L	259 94.57%	39 91.87%	1544 96.48%Q S	426 88.77%S	1659 96.78%Q S	290 84.77%
Cut down on food waste by composting or recycling leftover food	1619 76.78%	721 71.74%	201 82.97%a d	183 80.35%a	52 68.65%	112 84.09%a d	284 84.03%a d	66 76.14%	1122 78.47%k	680 81.67%j mn	442 73.99%	473 73.01%	192 76.05%	105 74.72%	175 69.05%	24 77.96%	339 77.07%	486 76.00%	607 77.56%	1291 76.27%	327 78.88%	425 77.91%	1168 76.55%	45 77.37%	128 70.02%	166 83.47%LB EF	207 80.80%LB E	151 71.40%	128 74.49%	127 76.42%	135 80.38%B	346 76.93%	8 54.60%	9 100.00%	716 72.35%	611 79.78%L	228 83.32%L	36 86.30%	1299 81.22%Q S	305 63.54%	1385 80.78%Q S	205 59.86%
Recycle food packaging	2016 95.65%	947 94.27%	232 95.81%	216 94.72%	68 90.25%	133 100.00%a bcd	335 98.84%a bcd	86 99.26%d	1376 96.22%	805 96.63%n	571 95.64%	612 94.55%	240 95.34%	133 94.23%	239 93.95%	28 92.56%	415 94.17%	611 95.47%	762 97.24%r	1621 95.73%	395 95.33%	525 96.19%	1458 95.59%	53 90.38%	172 94.29%	189 95.16%	247 96.32%	197 93.46%	166 96.68%	161 97.05%	162 96.82%	438 97.46%A E	8 59.89%	9 100.00%	952 96.20%	731 95.35%	265 96.83%	41 97.51%	1552 97.04%Q S	440 91.63%S	1675 97.69%P QS	300 87.80%
Avoid products which are packaged in plastic packaging	1803 85.55%	839 83.56%	209 86.42%	206 90.48%a	62 82.37%	118 88.89%	293 86.68%	75 86.48%	1220 85.35%	718 86.28%o	502 84.05%o	561 86.71%	220 87.22%o	123 87.01%o	219 86.03%o	22 70.57%	380 86.42%	532 83.23%	682 87.06%	1441 85.10%	362 87.38%	475 87.12%	1298 85.12%	52 89.13%	157 85.90%	171 86.09%	222 86.46%	168 79.64%	143 82.81%	149 89.53%E	141 84.38%	392 87.15%E	12 89.71%	5 55.50%	825 83.43%	665 86.85%	244 89.12%L	41 98.47%	1446 90.38%Q S	339 70.58%S	1546 90.19%Q S	223 65.30%
NET: Any behaviour change	2078 98.60%	980 97.56%	240 98.98%	227 99.56%	74 98.03%	133 100.00%	339 100.00% ad	86 100.00%	1412 98.73%	826 99.18%o	586 98.10%o	638 98.60%	250 99.06%o	139 98.32%	250 98.29%o	28 92.56%	436 98.94%	630 98.50%	778 99.30%	1667 98.46%	411 99.15%	539 98.76%	1505 98.66%	57 96.85%	181 98.86%	198 99.62%	254 98.88%	206 97.85%	170 98.74%	165 99.56%	165 98.50%	447 99.50%A	12 89.71%	9 100.00%	978 98.82%	758 98.99%	268 98.01%	42 100.00%	1586 99.12%Q S	469 97.62%S	1705 99.45%P QS	327 95.66%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - l/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 125

S18. The following questions are about food...How often, if at all, do you currently do the following?
Cut down on / avoid eating meat and dairy (i.e. high carbon-footprint foods)
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	215 10.18%	74 7.23%	139 12.96%a	33 14.39%	41 11.32%	34 10.06%	35 9.49%	28 8.78%	44 8.89%	169 9.57%	193 9.98%	22 12.27%	12 12.07%	11 18.91%in opu	6 6.50%	21 8.91%	12 6.78%	24 13.34%p	14 9.37%	18 9.30%	25 9.02%	26 9.21%	23 12.65%	38 7.74%	74 9.98%	57 10.70%	56 10.14%	68 11.13%	51 11.54%	40 7.87%	52 10.55%	68 9.85%	49 10.49%	30 8.85%	1 4.39%	15 16.68%
Often	304 14.44%	121 11.81%	182 16.96%a	30 13.05%	77 21.19%c efgh	50 14.85%	48 13.02%	48 15.04%	52 10.52%	254 14.32%	270 13.98%	35 19.44%lo	9 9.45%	7 11.39%	12 13.33%	23 9.91%	25 14.06%	21 11.64%	22 14.67%	26 13.12%	47 16.82%o	48 16.78%o	30 16.69%	59 11.97%	125 16.77%w	69 13.06%	81 14.61%	96 15.72%	60 13.55%	68 13.50%	65 13.13%	94 13.59%	60 13.03%	71 20.76%E FGJ	6 27.49%	7 7.46%
Sometimes	540 25.61%	238 23.14%	298 27.72%a	47 20.59%	97 26.73%	88 26.27%	89 24.36%	84 26.11%	134 27.27%	466 26.32%	502 26.03%	38 21.02%	25 24.78%	12 19.53%	22 25.17%	56 23.89%	45 25.70%	51 28.39%	29 19.37%	50 25.40%	88 31.80%k r	69 24.21%	55 30.29%r	123 24.75%	213 28.52%	131 24.69%	155 27.93%C	156 25.70%	92 20.89%	136 27.08%C	120 24.36%	181 26.23%	120 25.96%	87 25.39%	3 13.25%	29 32.76%
Rarely	399 18.93%	191 18.61%	208 19.35%	34 14.92%	60 16.53%	62 18.35%	72 19.49%	70 21.66%	102 20.76%	329 18.56%	364 18.86%	35 19.72%v	20 20.47%v	15 25.20%v	19 22.48%v	52 22.15%v	26 14.62%	34 18.99%v	34 22.31%v	44 22.66%v	49 17.43%	51 17.84%	19 10.71%	97 19.55%	119 15.96%	113 21.30%x	106 19.06%	117 19.15%	90 20.30%	87 17.33%	93 18.85%	136 19.72%	85 18.27%	68 19.85%	7 29.85%	11 12.53%
Never	601 28.51%	381 37.03%b	220 20.52%	65 28.63%	77 21.14%	98 29.08%d	116 31.58%d	88 27.44%	157 31.90%d	513 28.99%	558 28.93%	43 24.02%	30 30.19%	15 24.97%	24 27.28%	75 32.11%	64 36.86%k qt	47 26.14%	47 31.20%	56 28.76%	67 24.14%	81 28.42%	50 27.79%	163 32.95%x	199 26.67%	151 28.56%	144 25.89%	160 26.22%	138 31.32%	160 31.72%	158 31.98%H	193 27.96%	137 29.54%	81 23.61%	4 17.70%	27 30.57%
Don't know	30 1.44%	14 1.32%	17 1.57%	14 6.12%de fgh	4 1.24%	2 0.70%	6 1.56%	2 0.52%	2 0.44%	27 1.52%	29 1.51%	1 0.67%	2 2.21%	- -	5 5.26%jkq stv	7 3.03%q	2 1.38%	- -	3 1.86%	2 0.78%	2 0.78%	5 1.81%	1 0.68%	14 2.83%xy	9 1.15%	4 0.82%	9 1.57%	10 1.68%	6 1.25%	6 1.17%	3 0.64%	12 1.80%	7 1.51%	4 1.30%	2 7.32%	- -
NA - not responsible for this in my household	19 0.89%	9 0.86%	10 0.92%	5 2.30%h	7 1.85%h	2 0.70%	2 0.51%	1 0.44%	1 0.22%	13 0.72%	14 0.70%	5 2.86%ijj ost	1 0.83%	- -	- -	- -	1 0.60%	3 1.48%	2 1.23%	- -	- -	5 1.73%t	2 1.19%	1 0.21%	7 0.96%	5 0.86%	4 0.79%	2 0.40%	5 1.15%	7 1.34%	2 0.48%	6 0.84%	6 1.19%	1 0.24%	- -	- -
NET: Always/often/ sometimes/rarely	1458 69.16%	625 60.80%	827 76.99%a	144 62.95%	275 75.77%c fh	234 69.53%	244 66.35%	230 71.59%	332 67.43%	1218 68.77%	1328 68.86%	130 72.45%p	66 66.77%	44 75.03%	58 67.47%	152 64.86%	107 61.17%	131 72.37%p	100 65.71%	138 70.47%	209 75.08%o pr	195 68.04%	128 70.34%	317 64.01%	531 71.22%w	369 69.76%	398 71.75%	436 71.70%D	293 66.28%	331 65.77%	329 66.89%	479 69.40%	314 67.75%	255 74.86%E G	17 74.98%	62 69.43%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 126

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Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	215 10.18%	98 9.79%	20 8.44%	31 13.63%	12 16.23%	10 7.70%	33 9.61%	10 11.20%	139 9.69%	81 9.68%	58 9.70%	72 11.06%	29 11.53%	10 7.09%	33 12.80%m	4 14.30%	43 9.81%	72 11.25%	75 9.58%	162 9.54%	53 12.75%	65 11.87%	142 9.28%	9 14.82%	17 9.32%	17 8.79%	35 13.63%	19 9.23%	18 10.19%	15 8.92%	17 9.91%	44 9.70%	4 26.37%	- -	96 9.73%	82 10.66%	23 8.44%	7 15.80%	192 12.01%QS	22 4.55%	197 11.48%QS	15 4.41%
Often	304 14.44%	161 16.05%f	40 16.50%f	31 13.50%	9 11.79%	19 14.04%	31 9.20%	14 15.91%	185 12.92%	106 12.77%	78 13.12%	116 17.89%h	44 17.39%	20 14.16%	52 20.46%l j	4 12.81%	63 14.36%	82 12.84%	121 15.51%	260 15.38%v	44 10.62%	70 12.91%	228 14.93%	9 15.92%	24 12.99%	30 15.17%	36 14.01%	24 11.55%	22 12.68%	26 15.43%	24 14.27%	72 16.00%	- -	1 12.95%	106 10.70%	128 16.74%L M	62 22.72%L M	7 16.78%	275 17.18%QS	29 5.96%	287 16.75%QS	15 4.52%
Sometimes	540 25.61%	247 24.63%	73 30.32%	62 27.28%	16 20.77%	41 30.47%	81 23.81%	20 23.19%	367 25.68%	216 25.95%	151 25.31%	163 25.25%	75 29.70%	34 23.84%	55 21.61%	9 29.82%	130 29.46%	158 24.64%	199 25.46%	430 25.39%	110 26.49%	138 25.32%	397 26.01%	16 27.29%	45 24.73%	69 34.46%D EI	65 25.18%	42 19.70%	51 29.89%LE	43 25.93%	50 29.60%LE	107 23.74%	1 10.37%	2 26.49%	238 24.09%	207 27.08%	77 28.32%	11 26.13%	462 28.90%Q S	72 15.07%	484 28.26%Q S	45 13.17%
Rarely	399 18.93%	191 19.01%	46 19.10%	37 16.46%	13 17.38%	21 15.78%	77 22.71%	13 15.54%	283 19.79%	166 19.95%o	117 19.56%o	115 17.72%	38 14.99%	27 18.96%o	50 19.75%o	1 4.73%	72 16.40%	130 20.26%	157 20.11%	325 19.17%	75 17.99%	104 19.15%	289 18.96%	9 14.54%	28 15.42%	35 17.84%	53 20.67% F	53 25.00%LB F	24 13.84%	36 21.89%	33 19.81%	88 19.56%	3 20.76%	1 8.01%	196 19.82%	140 18.22%	55 19.98%	4 10.16%	299 18.71%	91 18.94%	319 18.61%	65 18.98%
Never	601 28.51%	280 27.83%	57 23.36%	58 25.51%	22 28.93%	43 32.01%	115 34.04%a b	27 31.42%	428 29.93%	248 29.77%n	180 30.15%n	165 25.44%	59 23.48%	46 32.59%n	60 23.43%	8 27.28%	121 27.54%	184 28.79%	223 28.48%	478 28.23%	123 29.65%	152 27.89%	440 28.84%	14 24.28%	61 33.11%	46 23.37%	64 24.81%	66 31.36%	54 31.59%	44 26.72%	42 24.91%	137 30.47%	4 32.21%	5 52.55%	330 33.34%M N	195 25.49%N	50 18.14%	12 28.87%	339 21.16% R	255 53.15%P R	401 23.41%P	186 54.40%PR
Don't know	30 1.44%	17 1.70%	3 1.40%	5 2.08%	1 0.80%	- -	2 0.64%	2 2.74%	21 1.47%	13 1.58%	8 1.32%	8 1.25%	- -	4 2.77%l	4 1.65%	1 4.03%l	7 1.57%l	13 1.96%l	3 0.39%	24 1.43%	6 1.49%	8 1.41%	19 1.27%	2 3.15%l	4 2.36%l	1 0.38%	3 1.35%	6 2.83%l	3 1.81%l	1 0.61%	1 0.88%	1 0.13%	- -	- -	17 1.68%	6 0.74%	5 1.77%	1 2.26%	20 1.26%R	5 1.03%	17 0.97%	6 1.68%
NA - not responsible for this in my household	19 0.89%	10 0.99%	2 0.87%	4 1.54%f	3 4.09%aef	- -	- -	- -	8 0.53%	3 0.30%	5 0.84%	9 1.39%	7 2.91%i	1 0.59%	1 0.32%	2 7.03%ij mn	4 0.86%	2 0.25%	4 0.47%	14 0.86%	4 1.01%	8 1.45%	11 0.71%	- -	4 2.07%	- -	1 0.36%	1 0.32%	- -	1 0.50%	1 0.62%	2 0.40%	1 10.29%	- -	6 0.64%	8 1.07%	2 0.63%	- -	12 0.77%R	6 1.31%R	9 0.53%	10 2.83%PQR
NET: Always/often/ sometimes/rarely	1458 69.16%	698 69.48%	180 74.36%f	161 70.87%	50 66.18%	91 67.99%	221 65.32%	57 65.84%	973 68.07%	569 68.35%	404 67.69%	465 71.92%	186 73.61%	90 64.05%	190 74.61%i jm	19 61.66%	308 70.03%	441 68.99%	553 70.66%	1176 69.48%	281 67.85%	378 69.25%	1055 69.18%	42 72.57%	114 62.45%	152 76.25%LB EF	189 73.48%LB	138 65.48%	115 66.80%	120 72.17%	123 73.59%LB	310 69.00%	8 57.50%	4 47.45%	637 64.34%	557 72.70%L M	217 79.46%L M	29 68.86%	1229 76.80%Q RS	214 44.52%	1287 75.10%Q S	141 41.08%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 127

S18. The following questions are about food...How often, if at all, do you currently do the following?
Buy food produced locally
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	128 6.08%	70 6.81%	58 5.42%	27 11.86%ef gh	23 6.47%	19 5.64%	15 3.97%	18 5.65%	26 5.28%	103 5.80%	116 6.01%	12 6.87%	7 6.87%	6 10.84%u	5 6.12%	18 7.89%	10 5.78%	12 6.66%	7 4.41%	11 5.66%	17 6.13%	12 4.14%	10 5.57%	34 6.84%	39 5.23%	30 5.65%	46 8.31%B	26 4.20%	27 6.07%	30 5.93%	40 8.15%	36 5.24%	23 5.02%	16 4.63%	2 10.82%	10 11.75%FGH
Often	519 24.62%	255 24.81%	264 24.58%	44 19.51%	82 22.49%	74 22.04%	69 18.70%	87 27.01%f	163 33.17%c def	410 23.16%	460 23.84%	59 33.05%u jqsu	23 23.68%	26 44.29%u lnopqrs tu	21 24.59%	56 23.93%	42 24.22%	36 19.59%	38 24.91%	32 16.09%	66 23.86%	62 21.74%	57 31.42%q su	120 24.14%	186 24.88%v	105 19.82%	133 23.88%	173 28.44%D	102 23.18%	111 22.08%	144 29.30%LH	170 24.68%	108 23.40%	71 20.75%	6 27.95%	18 20.11%
Sometimes	995 47.19%	456 44.38%	533 49.68%a	89 39.18%	150 41.44%	166 49.54%c d	181 49.21%c d	163 50.77%c d	245 49.70%c d	841 47.49%	914 47.37%	81 45.32%	48 48.36%	25 42.16%	42 48.50%	111 47.44%	70 39.79%	89 49.31%	70 46.13%	102 51.93%p	130 46.71%	135 47.09%	92 50.82%	223 44.92%	357 47.85%	261 49.37%	259 45.03%	292 47.99%	193 43.72%	260 51.67%AC	228 46.33%	307 44.48%	219 47.29%	182 53.21%F	7 31.11%	46 52.02%
Rarely	266 12.64%	131 12.70%	135 12.56%	30 13.12%h	54 14.89%h	51 15.10%h	61 16.51%g h	34 10.44%	38 7.62%	239 13.51%k m	254 13.18%k	12 6.84%	13 13.41%mv	2 2.71%	6 7.26%	27 11.75%m	28 16.06%k mv	27 15.04%k mv	24 16.11%k mv	34 17.53%k mnv	39 14.17%k mv	41 14.35%km v	11 5.91%	62 12.49%	91 12.23%	86 16.27%	75 13.44%	62 10.22%	65 14.79%B	64 12.79%	47 9.64%	95 13.73%E	66 14.21%E	44 12.94%	3 14.31%	10 11.20%
Never	81 3.86%	46 4.46%	36 3.31%	11 5.00%h	24 6.66%eg h	10 3.02%h	22 5.93%h	10 2.99%h	4 0.87%	73 4.10%	77 3.99%	4 2.47%	4 4.44%	- -	4 4.65%	9 3.76%	12 6.96%ms t	6 3.34%	4 2.56%	4 2.05%	6 2.24%	23 8.07%km oqrstv	4 2.32%	25 5.05%	34 4.50%	14 2.64%	24 4.25%	19 3.08%	19 4.28%	20 4.02%	12 2.41%	36 5.25%E	20 4.22%	10 2.82%	3 12.59%	1 1.48%
Don't know	94 4.48%	52 5.02%	43 3.98%	21 9.05%eg h	22 6.18%gh	11 3.22%	20 5.57%gh	7 2.15%	13 2.67%	83 4.70%	87 4.49%	8 4.38%v	3 3.25%	- -	8 8.88%mu v	9 3.89%	12 6.60%v	8 4.65%v	7 4.34%v	12 5.99%v	18 6.44%v	9 3.16%	1 0.68%	28 5.72%	28 3.78%	27 5.06%	20 3.52%	32 5.22%	29 6.56%AD	14 2.80%	14 2.80%	33 4.77%	25 5.32%	19 5.65%	1 3.21%	3 3.45%
NA - not responsible for this in my household	24 1.13%	19 1.83%b	5 0.47%	5 2.27%f	7 1.87%f	5 1.44%	* 0.11%	3 1.00%	3 0.69%	22 1.23%	22 1.13%	2 1.07%	- -	- -	- -	3 1.34%	1 0.60%	3 1.40%	2 1.55%	1 0.74%	1 0.45%	4 1.45%	6 3.28%f	4 0.84%	11 1.52%	6 1.20%	9 1.57%	5 0.86%	6 1.40%	4 0.71%	7 1.37%H	13 1.86%H	3 0.55%	- -	- -	- -
NET: Always/often/ sometimes/rarely	1908 90.54%	912 88.69%	990 92.24%a	191 83.69%	309 85.29%	310 92.32%c d	325 88.39%	302 93.87%c df	472 95.77%c def	1593 89.96%	1743 90.39%	165 92.08%	91 92.31%	59 100.00%l klnopqrs tu	75 86.47%	213 91.00%	150 85.84%	164 90.61%	139 91.55%	179 91.22%	253 90.87%	250 87.32%	170 93.72%p u	438 88.39%	673 90.20%	482 91.11%	503 90.66%	553 90.84%	388 87.76%	465 92.46%C	460 93.43%F	608 88.13%	416 89.91%	312 91.53%	19 84.19%	84 95.07%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 128

S18. The following questions are about food...How often, if at all, do you currently do the following?
Buy food produced locally
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	128 6.08%	66 6.61%	12 5.16%	21 9.21%	3 4.31%	5 3.45%	17 5.11%	3 3.80%	83 5.81%	58 6.95%j	25 4.21%	43 6.58%	16 6.52%	11 8.06%j	15 5.82%	3 8.73%	34 7.76%	35 5.44%	47 5.94%	102 6.02%	26 6.34%	39 7.06%	90 5.89%	4 7.29%	11 5.97%	19 9.55%G	14 5.52%	11 5.21%	10 5.60%	4 2.68%	14 8.08%G	29 6.34%	3 21.19%	1 12.95%	50 5.05%	45 5.87%	23 8.29%	6 14.31%	104 6.48%	25 5.12%	108 6.32%	18 5.13%
Often	519 24.62%	231 22.98%d	51 20.89%d	45 19.64%	7 9.78%	40 30.31%bcd	113 33.28%abcd	32 37.60%abcd	361 25.23%	218 26.15%	143 23.95%	151 23.28%	52 20.66%	32 22.81%	66 26.14%	7 24.40%	92 20.98%	157 24.54%	209 26.72%r	382 22.54%	137 33.13%tu	150 27.47%	363 23.81%	9 15.27%	39 21.25%	45 22.40%	59 22.83%	51 24.41%	47 27.25%	50 30.25%A	44 26.08%	115 25.66%	3 24.21%	1 7.30%	224 22.61%	200 26.15%	80 29.11%L	7 16.36%	434 27.12%QS	81 16.94%	460 26.82%QS	55 16.00%
Sometimes	995 47.19%	447 44.52%g	126 51.86%ag	107 46.84%g	47 62.44%acg	70 52.56%g	171 50.56%g	27 31.25%	668 46.73%	397 47.71%	271 45.37%	315 48.72%	134 53.10%	71 50.24%	111 43.52%	11 36.63%	219 49.64%	307 47.96%	361 46.06%	805 47.54%	190 45.78%	251 46.11%	729 47.79%	28 47.25%	89 48.91%	101 51.02%	125 48.82%	95 45.18%	86 50.09%	78 47.25%	80 47.52%	203 45.07%	3 21.38%	4 44.55%	478 48.32%N	370 48.28%	113 41.38%	21 50.48%	760 47.49%	224 46.75%	827 48.22%	147 43.05%
Rarely	266 12.64%	142 14.15%f	31 12.98%f	32 14.15%f	10 12.60%	13 9.87%	24 7.19%	14 15.70%f	189 13.20%	95 11.38%	94 15.74%ij	73 11.32%	23 9.02%	14 10.07%	36 14.31%	4 13.95%	58 12.72%	77 12.02%	98 12.55%	231 13.65%v	35 8.51%	62 11.39%	195 12.78%	8 14.31%	26 14.15%	22 10.93%	34 13.17%	23 11.02%	20 11.53%	18 10.74%	16 9.69%	64 14.29%	1 10.42%	3 35.20%	136 13.75%	84 10.91%	37 13.39%	6 13.38%	188 11.77%	72 15.07%R	194 11.30%	63 18.29%PR
Never	81 3.86%	49 4.90%f	7 2.74%	10 4.24%f	2 2.82%	1 0.99%	3 1.00%	9 10.53%abef	61 4.25%	31 3.77%	29 4.93%	19 2.97%	7 2.63%	4 2.94%	8 3.33%	1 4.24%	15 3.35%	28 4.34%	33 4.27%	72 4.25%	9 2.26%	16 2.87%	63 4.13%	3 4.48%	8 4.12%	5 2.30%	12 4.86%	10 4.95%	5 2.81%	8 4.82%	6 3.70%	19 4.29%	- -	- -	39 3.94%	31 3.99%	12 4.33%	- -	48 2.99%	34 6.98%PR	50 2.90%	30 8.80%PR
Don't know	94 4.48%	55 5.44%f	12 5.12%f	11 4.63%	5 6.14%	4 2.82%	7 2.19%	1 1.12%	52 3.60%	23 2.73%	29 4.82%ij	41 6.31%h	15 6.14%	8 5.88%i	17 6.72%ij	2 6.42%	24 5.43%	29 4.58%	26 3.37%	80 4.72%	15 3.50%	19 3.51%	70 4.61%	7 11.40%CDFHI	10 5.59%	7 3.53%	9 3.50%	16 7.41%IJ	5 2.72%	7 4.27%	5 2.82%	15 3.24%	2 12.50%	- -	54 5.42%	26 3.36%	7 2.62%	2 5.46%	53 3.31%	34 7.09%PR	63 3.66%	21 6.17%PR
NA - not responsible for this in my household	24 1.13%	14 1.40%	3 1.26%	3 1.28%	1 1.91%	- -	2 0.67%	- -	17 1.17%	11 1.31%	6 0.98%	5 0.82%	5 1.93%	- -	* 0.16%	2 5.64%ijmn	1 0.12%	7 1.13%	8 1.08%	22 1.28%	2 0.49%	9 1.58%	15 0.99%	- -	- -	1 0.27%	3 1.31%	4 1.83%	- -	- -	4 2.11%	5 1.10%	1 10.29%	- -	9 0.91%	11 1.43%	2 0.88%	- -	13 0.84%	10 2.06%PR	13 0.78%	9 2.57%PR
NET: Always/often/ sometimes/rarely	1908 90.54%	887 88.26%	220 90.89%	204 89.85%	67 89.13%	128 96.20%ag	325 96.14%bcdg	76 88.35%	1301 90.97%	768 92.19%	533 89.27%	582 89.90%	225 89.30%	129 91.17%	228 89.79%	26 83.70%	401 91.10%	575 89.96%	715 91.27%	1520 89.75%	389 93.75%tu	502 92.04%	1377 90.27%	49 84.12%	165 90.29%	187 93.90%AE	232 90.34%	181 85.82%	163 94.47%AE	151 90.92%	153 91.37%	411 91.37%E	11 77.21%	9 100.00%	888 89.74%	699 91.22%	252 92.17%	40 94.54%	1486 92.86%QS	403 83.87%	1589 92.67%QS	282 82.46%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 129

S18. The following questions are about food...How often, if at all, do you currently do the following?
Buy foods that are in season
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	264 12.51%	116 11.29%	148 13.78%	27 11.99%	35 9.54%	28 8.28%	32 8.77%	49 15.20%d ef	93 18.87%c def	222 12.54%	243 12.59%	21 11.73%	16 16.35%	5 7.74%	9 10.45%	33 14.11%	23 13.17%	22 12.29%	18 12.00%	25 12.64%	39 13.94%	33 11.59%	20 10.84%	65 13.14%	92 12.28%	65 12.33%	70 12.70%	60 9.90%	61 13.77%	72 14.37%B	76 15.47%H	84 12.16%	53 11.38%	35 10.12%	3 12.36%	13 14.57%
Often	816 38.72%	381 37.10%	434 40.41%	65 28.32%	111 30.59%	116 34.63%	131 35.77%	145 44.92%c def	248 50.45%c def	685 38.70%	747 38.75%	69 38.39%	33 33.24%	29 49.45%p	34 39.42%	92 39.22%	58 33.30%	72 39.80%	56 36.93%	74 37.50%	106 38.09%	110 38.40%	83 46.00%p	184 37.16%	299 40.13%	202 38.12%	218 39.22%	242 39.81%	176 39.90%	180 35.81%	220 44.59%FG J	249 36.13%	172 37.11%	139 40.78%	9 37.74%	28 31.30%
Sometimes	723 34.31%	355 34.58%	364 33.86%	76 33.17%h	131 36.13%h	136 40.44%g h	156 42.55%g h	103 32.02%h	122 24.69%	608 34.34%	660 34.23%	63 35.17%	34 34.48%	18 30.76%	29 33.91%	78 33.28%	67 38.15%	62 34.25%	54 35.80%	68 34.56%	97 34.97%	100 34.99%	52 28.84%	174 35.11%	250 33.49%	184 34.81%	181 32.59%	215 35.38%	143 32.47%	184 36.54%	139 28.23%	241 34.91%E	174 37.66%E	122 35.76%E	6 27.70%	40 44.79%E
Rarely	117 5.53%	66 6.45%	49 4.58%	23 10.03%fg h	32 8.82%fg h	24 7.14%gh	18 4.91%h	9 2.90%	10 2.09%	92 5.22%	104 5.39%	13 7.00%	6 6.11%	5 9.23%	4 4.14%	13 5.54%	7 3.76%	12 6.67%	10 6.74%	10 5.34%	17 6.07%	12 4.20%	8 4.22%	23 4.67%	37 4.90%	33 6.20%	36 6.46%	36 5.91%	22 5.06%	22 4.45%	26 5.30%	46 6.61%	22 4.69%	16 4.79%	2 6.94%	3 3.29%
Never	66 3.14%	48 4.66%b	18 1.71%	6 2.68%	20 5.61%h	10 2.88%	15 4.20%h	8 2.60%	6 1.28%	59 3.35%	63 3.29%	3 1.53%	4 4.09%	- -	2 2.56%	5 1.96%	11 6.49%ko rsv	7 4.09%	2 1.54%	3 1.76%	8 2.80%	17 5.85%ko rs	3 1.92%	18 3.66%	28 3.76%	13 2.49%	15 2.77%	17 2.84%	15 3.36%	19 3.72%	11 2.27%	28 3.99%	11 2.34%	13 3.74%	2 7.94%	2 2.28%
Don't know	96 4.57%	43 4.15%	54 5.00%	28 12.39%ef gh	27 7.42%fg h	16 4.72%gh	13 3.43%	5 1.56%	8 1.57%	84 4.75%	88 4.58%	8 4.46%	3 2.64%	2 2.82%	8 9.52%qu	13 5.73%	7 4.07%	5 2.90%	9 5.91%	12 6.23%	11 3.85%	9 3.24%	9 4.90%	29 5.80%	29 3.87%	26 5.00%	27 4.91%	31 5.17%	18 4.15%	19 3.84%	12 2.54%	35 5.00%E	23 4.92%	16 4.82%	2 7.32%	3 2.89%
NA - not responsible for this in my household	26 1.21%	18 1.78%b	7 0.68%	3 1.41%	7 1.90%	6 1.91%	1 0.36%	3 0.80%	5 1.05%	19 1.10%	23 1.17%	3 1.71%	3 3.08%oqt	- -	- -	* 0.18%	2 1.07%	- -	2 1.09%	4 1.97%	1 0.28%	5 1.73%	6 3.28%oq t	2 0.46%	12 1.56%	6 1.04%	7 1.34%	6 1.00%	6 1.29%	6 1.27%	8 1.60%H	8 1.19%	9 1.89%H	- -	- -	1 0.87%
NET: Always/often/ sometimes/rarely	1920 91.08%	919 89.42%	994 92.61%a	190 83.52%	308 85.08%	304 90.49%c d	338 92.00%c d	306 95.04%c de	473 96.11%c def	1608 90.80%	1754 90.96%	165 92.30%	89 90.19%	57 97.18%	76 87.92%	216 92.14%	155 88.37%	169 93.01%	139 91.46%	177 90.04%	259 93.07%	256 89.18%	163 89.90%	446 90.07%	678 90.81%	484 91.46%	505 90.98%	554 91.00%	403 91.19%	459 91.17%	461 93.60%F	619 89.81%	420 90.85%	312 91.44%	19 84.74%	83 93.96%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 130

S18. The following questions are about food...How often, if at all, do you currently do the following?
Buy foods that are in season
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	264 12.51%	100 9.98%	29 12.11%	31 13.51%	10 13.65%	32 24.09%abcd	47 13.81%	14 16.69%	183 12.80%	138 16.61%jn	45 7.48%	80 12.29%	41 16.19%j	15 10.66%	24 9.32%	1 4.04%	67 15.30%s	66 10.27%	90 11.46%	205 12.09%	59 14.26%	83 15.16%x	173 11.33%	6 9.99%	28 15.06%EI	34 17.07%E	32 12.49%	16 7.47%	18 10.46%	18 10.68%	26 15.72%LE	46 10.15%	1 8.26%	1 8.71%	122 12.36%	94 12.24%	36 13.23%	6 13.57%	218 13.60%QS	45 9.39%	235 13.70%QS	26 7.51%
Often	816 38.72%	356 35.46%	87 35.73%	65 28.50%	25 32.50%	63 47.18%abc	180 53.19%abcd	41 47.67%abc	577 40.33%jk	354 42.56%ln	222 37.22%	227 35.00%	82 32.59%	53 37.73%	91 35.88%	13 42.15%	152 34.63%	275 43.06%r	300 38.33%	634 37.43%	183 44.00%u	227 41.68%	580 38.06%	15 25.72%	54 29.78%	83 41.70%AB	111 43.12%AB	85 40.34%B	80 46.29%AB	64 38.32%	66 39.07%	171 38.06%	4 26.42%	5 63.35%	364 36.75%	305 39.85%	123 45.05%LL	11 26.80%	672 42.02%Q	140 29.05%	718 41.90%Q	89 26.04%
Sometimes	723 34.31%	363 36.16%ef	88 36.44%ef	97 42.66%efg	28 37.55%	35 25.98%	88 26.10%	23 27.15%	480 33.55%	257 30.91%	222 37.24%i	235 36.30%	85 33.73%	51 36.47%	98 38.76%i	9 27.95%	173 39.37%s	202 31.51%	273 34.90%	592 34.99%	131 31.57%	164 30.03%	551 36.12%w	26 44.63%D	82 44.64%CDFH	66 32.97%	76 29.53%	73 34.76%	52 30.49%	60 36.41%	52 30.82%	161 35.86%	7 49.79%	1 14.34%	356 36.01%N	266 34.76%N	71 26.14%	18 42.93%	524 32.74%	190 39.62%PR	564 32.91%	139 40.78%PR
Rarely	117 5.53%	70 7.01%ef	11 4.74%	18 8.11%ef	2 2.23%	2 1.36%	10 2.96%	3 3.08%	76 5.32%	30 3.57%	46 7.76%i	38 5.85%	12 4.82%	11 8.01%i	14 5.67%	3 8.29%	16 3.74%	36 5.67%	54 6.87%r	103 6.06%v	14 3.35%	26 4.69%	87 5.69%	3 5.66%	6 3.37%	7 3.51%	14 5.37%	13 6.08%	10 5.60%	15 8.91%BC	9 5.64%	30 6.57%	1 5.24%	1 13.60%	47 4.73%	44 5.77%	18 6.62%	5 11.79%	86 5.40%	28 5.91%	85 4.94%	26 7.63%
Never	66 3.14%	39 3.89%ef	9 3.67%e	7 2.93%	4 5.59%ef	- -	5 1.35%	3 3.22%	43 2.99%	20 2.37%	23 3.84%	23 3.52%	9 3.44%	3 2.28%	11 4.28%	1 2.39%	11 2.60%	16 2.49%	33 4.18%	58 3.45%	8 1.87%	9 1.69%	53 3.51%w	4 6.78%C	5 2.78%	2 1.20%	7 2.70%	6 2.74%	3 1.87%	7 4.13%	5 2.72%	21 4.74%C	- -	- -	34 3.41%	19 2.47%	14 4.94%	- -	28 1.72%	38 7.87%PR	34 1.95%	32 9.30%PR
Don't know	96 4.57%	60 5.93%ef	14 5.93%ef	9 3.93%	5 6.58%f	2 1.43%	5 1.39%	2 2.18%	57 3.98%	24 2.86%	33 5.53%i	37 5.64%	16 6.42%	6 4.27%	14 5.63%i	3 9.54%i	17 3.82%	36 5.65%l	25 3.24%	79 4.64%	18 4.27%	26 4.76%	66 4.33%	3 5.80%	7 3.92%	6 3.16%	12 4.65%	17 7.87%CG I	8 4.42%	2 1.06%	7 3.91%	17 3.80%	- -	- -	51 5.17%	30 3.90%	10 3.68%	2 4.91%	58 3.61%	29 5.94%PR	62 3.60%	21 6.21%PR
NA - not responsible for this in my household	26 1.21%	16 1.58%	3 1.38%	1 0.36%	1 1.91%	- -	4 1.20%	- -	15 1.03%	9 1.11%	6 0.93%	9 1.41%	7 2.81%	1 0.59%	1 0.47%	2 5.64%ijmn	2 0.55%	9 1.35%	8 1.03%	23 1.34%	3 0.69%	11 1.99%	15 0.97%	1 1.42%	1 0.44%	1 0.39%	6 2.18%	2 0.75%	1 0.86%	1 0.50%	4 2.11%	4 0.82%	1 10.29%	- -	16 1.58%	8 1.00%	1 0.34%	- -	15 0.91%	11 2.20%PR	17 0.99%	9 2.52%PR
NET: Always/often/ sometimes/rarely	1920 91.08%	890 88.60%	216 89.02%	211 92.78%	65 85.92%	131 98.57%abcd	325 96.06%abcd	82 94.59%	1316 92.00%	780 93.66%lno	536 89.70%	579 89.44%	220 87.33%	131 92.87%	228 89.62%	25 82.43%	410 93.03%	579 90.51%	717 91.56%	1533 90.56%	386 93.18%	499 91.56%	1391 91.20%	50 86.00%	170 92.86%	189 95.26%AE	232 90.47%	187 88.84%	160 92.84%	157 94.31%	153 91.26%	407 90.65%	12 89.71%	9 100.00%	889 89.85%	710 92.63%	249 91.04%	40 95.09%	1500 93.75%QS	403 83.98%	1602 93.45%QS	280 81.97%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 131

S18. The following questions are about food...How often, if at all, do you currently do the following?
Cut down on food waste by planning what food I buy
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	850 40.31%	391 38.07%	457 42.60%a	67 29.58%	118 32.44%	110 32.81%	158 43.07%c de	148 45.99%c de	248 50.42%c def	714 40.31%	776 40.23%	74 41.14%	42 42.71%	20 33.85%	32 37.56%	92 39.44%	73 41.82%	71 39.07%	62 40.72%	80 40.88%	95 34.02%	121 42.22%	87 48.19%t	198 39.95%	303 40.61%	213 40.22%	231 41.70%B	216 35.48%	190 42.93%B	213 42.33%B	221 44.93%G	274 39.69%	172 37.06%	131 38.36%	7 30.39%	45 50.14%G
Often	681 32.31%	319 31.00%	361 33.65%	70 30.59%	127 35.13%h	128 38.10%f h	112 30.59%	107 33.28%	136 27.71%	567 32.05%	626 32.46%	55 30.68%	35 35.18%	24 40.18%	26 29.95%	64 27.52%	51 29.00%	56 31.10%	51 33.43%	71 36.20%	105 37.60%o	89 31.13%	54 30.05%	141 28.47%	248 33.28%	178 33.66%	171 30.79%	209 34.41%	150 34.06%	150 29.90%	149 30.34%	217 31.53%	164 35.49%	122 35.85%	4 17.03%	22 24.21%
Sometimes	374 17.74%	187 18.21%	183 17.00%	55 23.97%g h	75 20.58%h	61 18.16%	64 17.38%	48 15.07%	72 14.52%	317 17.91%	342 17.73%	32 17.92%	14 14.55%	10 17.59%	16 18.65%	57 24.25%s uv	33 18.94%	34 18.84%	30 19.49%	29 14.76%	53 19.00%	43 15.02%	23 12.43%	106 21.40%x	118 15.87%	93 17.51%	99 17.81%C	116 19.10%C	57 12.93%	102 20.26%C	73 14.72%	121 17.49%	92 19.85%E	56 16.49%	9 39.19%	18 20.10%
Rarely	86 4.09%	51 4.93%	36 3.31%	10 4.28%	17 4.62%	18 5.35%	13 3.58%	8 2.42%	21 4.23%	70 3.93%	77 3.99%	9 5.19%p	3 3.08%	4 7.26%p	3 3.41%	9 4.06%p	1 0.79%	15 8.07%pu	5 3.17%	7 3.73%	15 5.23%p	9 3.05%	6 3.18%	14 2.79%	29 3.89%	27 5.06%	20 3.58%	34 5.59%	15 3.47%	17 3.39%	23 4.62%	29 4.25%	16 3.42%	16 4.60%	1 6.08%	1 1.42%
Never	63 2.99%	48 4.64%b	15 1.43%	8 3.63%	13 3.72%h	11 3.33%	14 3.93%h	9 2.80%	7 1.36%	54 3.04%	58 3.02%	5 2.71%	4 3.76%	1 1.12%	4 5.17%	5 1.96%	11 6.31%os t	4 2.38%	3 2.09%	3 1.77%	5 1.90%	14 4.79%	4 2.10%	20 4.06%	23 3.08%	11 2.07%	14 2.50%	18 3.03%	20 4.52%	11 2.15%	16 3.27%	26 3.70%	10 2.18%	9 2.58%	- -	3 2.91%
Don't know	31 1.47%	15 1.48%	16 1.48%	14 6.07%de fgh	7 1.98%g	2 0.60%	5 1.34%g	- -	3 0.63%	29 1.65%	30 1.55%	1 0.67%	1 0.72%	- -	5 5.26%kq ru	5 2.28%	4 2.17%	1 0.54%	- -	3 1.54%	5 1.93%	3 1.18%	3 1.49%	14 2.76%y	11 1.54%	4 0.75%	12 2.19%	9 1.52%	5 1.19%	4 0.87%	3 0.64%	14 1.99%	6 1.31%	6 1.88%	2 7.32%	- -
NA - not responsible for this in my household	23 1.08%	17 1.67%b	6 0.53%	4 1.88%f	6 1.52%f	6 1.66%f	* 0.11%	1 0.44%	6 1.12%	20 1.11%	20 1.02%	3 1.69%	- -	- -	- -	1 0.49%	2 0.97%	- -	2 1.09%	2 1.12%	1 0.32%	8 2.82%qt	5 2.57%q	3 0.57%	13 1.75%	4 0.73%	8 1.44%	5 0.87%	4 0.89%	6 1.11%	7 1.47%	9 1.35%	3 0.69%	1 0.24%	- -	1 1.22%
NET: Always/often/ sometimes/rarely	1991 94.45%	948 92.21%	1037 96.56%a	202 88.42%	336 92.77%	317 94.41%c	347 94.61%c	311 96.76%c d	477 96.88%c d	1668 94.20%	1821 94.41%	170 94.93%	95 95.52%	58 98.88%n p	77 89.57%	223 95.27%	158 90.55%	176 97.08%n pu	147 96.81%n pu	187 95.57%	267 95.85%n pu	262 91.41%	170 93.83%	459 92.61%	699 93.65%	510 96.45%w x	521 93.87%	576 94.58%	412 93.40%	482 95.87%	466 94.61%	641 92.96%	443 95.82%	325 95.31%	21 92.68%	85 95.86%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 132

S18. The following questions are about food...How often, if at all, do you currently do the following?
Cut down on food waste by planning what food I buy
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	850 40.31%	352 34.99%	100 41.14%	86 37.57%	34 45.01%	69 51.80%ac	166 48.98%ac	44 51.27%ac	614 42.94%k	387 46.45%klmn	227 38.04%m	225 34.82%	90 35.58%	41 29.12%	95 37.23%	10 33.79%	184 41.69%	254 39.73%	315 40.18%	650 38.36%	200 48.26%u	231 42.45%	604 39.60%	23 39.55%	81 44.52%	79 39.71%	102 39.85%	84 39.62%	68 39.67%	62 37.35%	64 38.25%	189 41.95%	7 50.58%	4 42.56%	390 39.45%	318 41.53%	110 40.10%	15 36.63%	678 42.36%Q S	167 34.67%S	741 43.22%Q S	95 27.78%
Often	681 32.31%	363 36.18%cdef	82 33.88%e	62 27.29%	17 22.60%	30 22.37%	101 29.85%	26 29.61%	438 30.64%	235 28.26%	203 33.96%l	231 35.72%kn	93 36.83%	53 37.70%kl	85 33.50%	12 37.79%	129 29.20%	216 33.78%	260 33.17%	553 32.64%	128 30.93%	178 32.66%	494 32.36%	13 22.43%	54 29.62%	61 30.80%	80 31.00%	77 36.51%	59 34.57%	60 36.05%	54 32.01%	146 32.54%	3 21.24%	4 42.77%	332 33.52%	244 31.80%	89 32.69%	7 15.97%	546 34.13%Q S	129 26.95%	578 33.71%Q S	91 26.61%
Sometimes	374 17.74%	182 18.10%	36 14.84%	58 25.57%abg	18 23.15%	23 17.20%	48 14.10%	10 11.52%	243 16.97%	136 16.38%	106 17.79%	128 19.83%	48 19.14%	31 21.97%	49 19.31%	3 9.95%	89 20.29%s	98 15.29%	144 18.35%	318 18.79%v	56 13.47%	97 17.74%	272 17.81%	16 26.74%F	31 17.09%	42 21.34%F	43 16.68%	33 15.76%	22 12.63%	32 19.15%	34 20.35%	78 17.31%	1 9.63%	- -	162 16.33%	147 19.24%	47 17.35%	14 33.52%	268 16.77%	99 20.60%R	284 16.57%	83 24.25%PR
Rarely	86 4.09%	38 3.82%	12 4.93%	10 4.48%	3 4.37%	7 5.26%	14 4.27%	1 1.12%	58 4.03%	34 4.12%	23 3.90%	29 4.43%	9 3.41%	7 5.13%	13 5.06%	- -	19 4.21%	32 5.01%	30 3.80%	71 4.22%	15 3.57%	19 3.44%	65 4.26%	3 5.19%	7 3.63%	9 4.45%	18 7.14%	6 3.06%	7 4.23%	7 4.14%	6 3.79%	17 3.68%	1 8.26%	1 14.67%	43 4.39%	26 3.38%	12 4.42%	2 5.75%	52 3.23%	31 6.54%PR	56 3.28%	21 6.12%PR
Never	63 2.99%	36 3.59%	7 3.07%	7 3.23%	1 1.00%	2 1.72%	5 1.41%	4 5.09%	42 2.96%	20 2.44%	22 3.69%	19 2.97%	8 3.11%	5 3.73%	6 2.40%	2 5.19%	10 2.28%	22 3.51%	24 3.06%	56 3.28%	8 1.81%	8 1.38%	52 3.42%w	2 2.94%	4 2.25%	4 2.10%	9 3.62%	6 2.62%	8 4.44%	4 2.48%	3 1.94%	17 3.68%	- -	- -	38 3.81%	17 2.24%	7 2.43%	1 2.40%	22 1.39%	41 8.52%PR	26 1.52%	36 10.42%PR
Don't know	31 1.47%	22 2.20%	2 0.85%	2 0.86%	1 0.80%	1 0.84%	2 0.59%	1 1.40%	23 1.61%	12 1.42%	11 1.86%	7 1.05%	- -	3 2.35%l	3 1.38%	1 4.03%l	6 1.46%	13 1.98%l	4 0.55%	28 1.63%	4 0.85%	5 0.99%	23 1.54%	2 3.15%l	2 1.35%	2 1.05%	1 0.39%	4 1.88%l	8 4.46%DGl	1 0.44%	3 1.55%	1 0.22%	- -	- -	14 1.43%	6 0.81%	6 2.37%	1 2.26%	20 1.23%R	5 1.07%	13 0.78%	10 2.96%PQR
NA - not responsible for this in my household	23 1.08%	11 1.12%	3 1.31%	2 1.00%	2 3.08%	1 0.82%	3 0.80%	- -	12 0.85%	8 0.92%	5 0.76%	8 1.19%	5 1.93%	- -	3 1.12%	3 9.26%ijlmn	4 0.88%	4 0.70%	7 0.89%	18 1.07%	5 1.11%	7 1.34%	15 1.01%	- -	3 1.54%	1 0.55%	3 1.31%	1 0.54%	- -	1 0.39%	4 2.11%	3 0.61%	1 10.29%	- -	11 1.07%	9 0.99%	2 0.63%	1 3.47%	14 0.90%	8 1.65%	16 0.92%	6 1.85%
NET: Always/often/ sometimes/rarely	1991 94.45%	935 93.09%	230 94.77%	216 94.91%	72 95.13%	129 96.63%	329 97.20%a	81 93.51%	1353 94.58%	793 95.22%o	560 93.69%o	614 94.79%	239 94.96%o	132 93.92%o	242 95.10%o	25 81.52%	420 95.38%	600 93.81%	748 95.51%	1592 94.02%	399 96.23%	525 96.29%	1434 94.03%	55 93.91%	173 94.86%	192 96.30%F	243 94.68%	200 94.96%	157 91.10%	161 96.69%LF	158 94.40%	429 95.48%F	12 89.71%	9 100.00%	927 93.69%	735 95.95%L	259 94.57%	39 91.87%	1544 96.48%Q S	426 88.77%S	1659 96.78%Q S	290 84.77%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 133

S18. The following questions are about food...How often, if at all, do you currently do the following?
Cut down on food waste by composting or recycling leftover food
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	715 33.93%	329 31.97%	387 36.01%	32 14.15%	80 22.11%c d	106 31.50%c d	124 33.73%c d	132 41.13%c de	241 48.91%c defg	545 30.76%	644 33.39%	71 39.76%l npqr	65 65.57%l knopqrs tuv	35 58.49%l knopqrs tu	17 19.64%	78 33.32%n pqr	39 22.17%	44 24.14%	32 20.78%	65 33.46%n pr	89 31.95%n pr	102 35.49%n pqr	79 43.75%n opqrt	134 27.00%	270 36.18%w y	141 26.63%	189 34.12%	207 34.09%	151 34.19%	167 33.30%	206 41.85%FG H	233 33.85%H	151 32.53%H	80 23.37%	1 6.07%	44 49.58%FGH
Often	372 17.65%	162 15.75%	208 19.35%a	46 20.13%	73 20.18%	65 19.32%	53 14.37%	54 16.90%	81 16.45%	315 17.76%	345 17.88%	27 15.27%	17 17.62%	13 21.68%	18 20.50%	47 19.91%	25 14.05%	23 12.55%	19 12.63%	42 21.23%q r	54 19.54%	57 19.93%q	31 16.87%	89 17.94%	142 19.04%	84 15.79%	113 20.38%D	108 17.75%	84 19.09%D	67 13.26%	87 17.72%	121 17.52%	90 19.38%	61 17.81%	5 22.04%	9 9.59%
Sometimes	348 16.52%	173 16.85%	172 16.03%	69 30.05%d efgh	68 18.78%g h	52 15.63%h	65 17.82%h	42 12.95%	52 10.55%	312 17.60%l	323 16.76%	25 13.91%	7 6.70%	5 8.52%	18 21.14%l u	45 19.08%l u	27 15.53%l	36 20.05%l mu	29 19.32%l u	27 13.70%	71 25.45%k lmpsuv	33 11.41%	25 14.04%	90 18.18%	129 17.28%	93 17.49%	89 16.09%	91 15.00%	69 15.70%	98 19.55%	70 14.28%	111 16.14%J	79 17.10%J	67 19.74%E J	11 46.00%	6 6.58%
Rarely	183 8.68%	102 9.90%	80 7.47%	21 9.38%	49 13.65%ef gh	29 8.64%	19 5.18%	25 7.70%	39 7.97%	167 9.40%l	169 8.76%	14 7.65%l	- -	3 4.63%l	5 5.27%l	17 7.17%l	13 7.18%l	22 11.92%l	25 16.53%k lmnoptu	20 10.06%l	18 6.34%l	27 9.26%l	22 12.14%l	34 6.84%	66 8.87%	66 12.56%wx	55 9.94%	59 9.65%	31 7.04%	38 7.55%	36 7.37%	66 9.53%	43 9.23%	28 8.24%	1 3.21%	8 9.31%
Never	397 18.84%	228 22.19%b	169 15.73%	32 13.94%	69 19.05%	69 20.60%h	94 25.74%c dh	63 19.53%h	70 14.15%	355 20.02%l m	365 18.92%	32 17.93%lm v	6 6.56%	4 6.68%	21 24.36%l mtv	41 17.55%l mv	64 36.58%k lmoqstu v	43 23.87%l mtv	42 27.70%k lmostuv	36 18.31%l mv	34 12.29%	55 19.18%lm tv	18 9.92%	126 25.46%x	107 14.36%	81 12.91%x	83 15.02%	120 19.67%A	86 19.44%	108 21.52%A	75 15.14%	131 19.05%	81 17.48%	91 26.60%EF G	1 4.56%	17 19.55%
Don't know	46 2.19%	20 1.99%	26 2.39%	18 7.96%de fgh	13 3.49%fg h	8 2.42%h	4 1.12%	2 0.61%	1 0.23%	41 2.34%	44 2.26%	2 1.38%	2 2.31%	- -	5 5.26%r	6 2.66%	4 2.43%	6 3.04%	1 0.59%	5 2.30%	6 2.18%	7 2.33%	3 1.50%	15 3.03%	15 2.07%	11 2.06%	16 2.93%	13 2.17%	11 2.41%	6 1.20%	8 1.59%	18 2.57%	7 1.44%	9 2.54%	4 18.13%	- -
NA - not responsible for this in my household	46 2.19%	14 1.35%	32 3.01%a	10 4.38%g	10 2.75%	6 1.88%	7 2.04%	4 1.17%	9 1.74%	38 2.12%	39 2.01%	7 4.11%o	1 1.25%	- -	3 3.83%o	1 0.31%	4 2.06%	8 4.42%os	4 2.46%	2 0.94%	6 2.24%	7 2.41%	3 1.78%	8 1.54%	16 2.19%	14 2.57%	8 1.52%	10 1.67%	9 2.12%	18 3.62%A	10 2.05%	9 1.34%	13 2.84%	6 1.70%	- -	5 5.38%F
NET: Always/often/ sometimes/rarely	1619 76.78%	766 74.46%	847 78.87%a	168 73.72%	271 74.71%	252 75.09%	261 71.10%	253 78.68%f	413 83.88%c def	1337 75.52%	1481 76.80%	137 76.58%p	89 89.89%l knopqrs u	55 93.32%l knopqrs u	58 66.56%	186 79.48%n pqr	103 58.93%	124 68.67%	105 69.26%	154 78.46%n pq	232 83.28%n pqr	218 76.09%p	157 86.80%k npqru	347 69.97%	607 81.37%w y	383 72.46%	447 80.54%D	466 76.50%	336 76.02%	370 73.66%	400 81.21%H	531 77.04%H	362 78.24%H	236 69.16%	18 77.32%	67 75.07%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 134

S18. The following questions are about food...How often, if at all, do you currently do the following?
Cut down on food waste by composting or recycling leftover food
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	715 33.93%	283 28.19%	83 34.30%a	66 29.11%	20 26.82%	69 51.69%abcd	160 47.14%abcd	34 39.46%a	547 38.27%k	357 42.89%ilmn	190 31.83%mn	159 24.60%	70 27.80%	33 23.43%	56 22.08%	9 28.59%	146 33.19%	224 35.00%	267 34.11%	549 32.43%	166 40.05%u	196 35.93%	514 33.54%	14 23.35%	53 29.22%	79 39.74%AB	98 38.04%	69 32.60%	57 33.39%	54 32.48%	56 33.55%	157 34.92%	6 45.12%	6 63.73%	325 32.84%	267 34.85%	97 35.52%	8 19.90%	593 37.06%Q	118 24.65%S	638 37.21%Q	67 19.69%S
Often	372 17.65%	172 17.08%	54 22.15%a	35 15.40%	12 16.15%	20 14.78%	58 17.18%	22 25.29%	244 17.09%	142 17.03%	103 17.17%	119 18.37%	47 18.64%	29 20.49%	43 16.92%	9 28.91%	64 14.55%	121 18.94%	140 17.87%	294 17.36%	78 18.86%	97 17.85%	264 17.29%	10 17.82%	22 12.04%	32 15.89%	50 19.51%	37 17.35%	34 20.03%	29 17.64%	30 17.92%	81 17.93%	1 5.24%	2 21.60%	152 15.34%	155 20.19%L	59 21.74%L	2 5.55%	303 18.97%Q	63 13.10%	321 18.70%Q	45 13.18%S
Sometimes	348 16.52%	179 17.84%f g	37 15.14%	57 25.04%abfg	19 24.64%efg	17 12.49%	35 10.21%	5 6.30%	208 14.52%	120 14.36%	88 14.75%	136 21.06%h	60 23.75%ijl	30 21.50%l	46 18.15%	4 13.55%	99 22.49%st	89 13.84%	124 15.88%	301 17.77%v	47 11.39%	87 16.04%	258 16.91%	18 30.40%DEFGI	41 22.49%FI	40 20.17%F	37 14.38%	31 14.51%	21 12.24%	27 16.50%	33 19.90%	64 14.16%	- -	- -	159 16.12%	118 15.35%	47 17.24%	22 52.37%	272 16.98%	74 15.43%	288 16.77%	52 15.14%
Rarely	183 8.68%	87 8.62%d e	28 11.39%d	25 10.81%d	1 1.04%	7 5.14%	32 9.50%d	4 5.10%	123 8.58%	62 7.39%	61 10.24%	58 8.98%	15 5.86%	13 9.30%	30 11.89%il	2 6.91%	30 6.84%	53 8.22%	76 9.70%	147 8.70%	36 8.58%	44 8.09%	134 8.80%	3 5.80%	11 6.26%	15 7.68%	23 8.88%	15 6.94%	15 8.82%	16 9.78%	15 9.01%	45 9.92%	1 4.24%	1 14.67%	80 8.05%	72 9.39%	24 8.82%	4 8.47%	132 8.22%	50 10.36%	139 8.09%	41 11.86%PR
Never	397 18.84%	225 22.40%bcef	32 13.05%	33 14.65%	20 26.46%bcef	16 12.37%	52 15.31%	19 21.74%	258 18.03%	129 15.48%	129 21.59%i	136 20.99%	38 15.13%	31 22.07%i	67 26.21%il	3 10.99%	75 17.03%	126 19.75%	156 19.89%	331 19.57%	66 15.85%	97 17.79%	292 19.15%	9 14.64%	40 21.97%C	26 13.19%	45 17.55%	49 23.08%C	33 18.96%	36 21.98%C	28 16.95%	91 20.22%C	2 13.92%	- -	232 23.46%MN	126 16.41%	33 12.02%	4 10.59%	237 14.83%	152 31.65%PR	270 15.75%P	114 33.47%PR
Don't know	46 2.19%	34 3.38%f	5 2.15%f	5 2.32%f	1 0.80%	1 0.84%	- -	- -	28 1.96%	13 1.56%	15 2.51%	16 2.45%	4 1.59%	3 2.20%	9 3.43%i	2 7.64%il	15 3.43%t	15 2.27%	9 1.18%	37 2.18%	9 2.24%	8 1.54%	34 2.26%	3 5.00%DHI	9 5.02%DGHI	3 1.51%	2 0.63%	4 2.04%	9 5.01%DGHI	2 1.06%	1 0.88%	6 1.33%	- -	- -	22 2.25%	11 1.42%	8 3.10%	1 3.12%	30 1.88%	10 2.08%	28 1.63%	8 2.43%
NA - not responsible for this in my household	46 2.19%	25 2.48%f	4 1.82%	6 2.67%	3 4.09%f	4 2.70%	2 0.67%	2 2.11%	22 1.55%	11 1.29%	11 1.91%	23 3.55%h	18 7.23%ijl mn	1 1.01%	3 1.32%	1 3.40%	11 2.47%	13 1.97%	11 1.37%	34 1.98%	13 3.03%	15 2.76%	31 2.04%	2 2.99%	5 3.00%	4 1.83%	3 1.02%	7 3.48%	3 1.54%	1 0.54%	3 1.80%	7 1.51%	4 31.48%	- -	19 1.94%	18 2.39%	4 1.56%	- -	33 2.07%	13 2.73%	32 1.85%	15 4.24%PR
NET: Always/often/ sometimes/rarely	1619 76.78%	721 71.74%	201 82.97%ad	183 80.35%a	52 68.65%	112 84.09%ad	284 84.03%ad	66 76.14%	1122 78.47%k	680 81.67%ilmn	442 73.99%	473 73.01%	192 76.05%	105 74.72%	175 69.05%	24 77.96%	339 77.07%	486 76.00%	607 77.56%	1291 76.27%	327 78.88%	425 77.91%	1168 76.55%	45 77.37%	128 70.02%	166 83.47%BEF	207 80.80%BE	151 71.40%	128 74.49%	127 76.42%	135 80.38%B	346 76.93%	8 54.60%	9 100.00%	716 72.35%	611 79.78%L	228 83.32%L	36 86.30%	1299 81.22%QS	305 63.54%	1385 80.78%QS	205 59.86%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 135

S18. The following questions are about food...How often, if at all, do you currently do the following?
Recycle food packaging
Base: All respondents

	Total	Gender: Male (a)	Gender: Female (b)	Age: 18-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65+ (h)	Region: Eng-land (i)	Region: UK Excl Scot-land (j)	Region: Scot-land (k)	Region: Wales (l)	Region: North-em Ire-land (m)	Region: North East (n)	Region: North West (o)	Region: York-shire & Humb-erside (p)	Region: West Mid-lands (q)	Region: East Mid-lands (r)	Region: East-ern (s)	Region: London (t)	Region: South East (u)	Region: South West (v)	Region Summary: North Eng-land (w)	Region Summary: South Eng-land (Incl Lon.) (x)	Region Summary: Mid-lands (y)	Social Grade: AB (A)	Social Grade: C1 (B)	Social Grade: C2 (C)	Social Grade: DE (D)	Property type: Detached house (E)	Property type: Semi-detached house (F)	Property type: Terraced house (G)	Property type: Self-contained flat, maisonette or apartment (H)	Property type: A room or rooms (I)	Property type: Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	1223 58.03%	557 54.16%	666 61.99%a	80 34.88%	170 47.01%cd	186 55.29%cd	221 60.14%cd	218 67.84%cdef	348 70.76%cdef	1008 56.93%	1115 57.79%	109 60.61%l	70 71.09%lnopqrt	36 61.41%	41 47.98%	137 58.73%	90 51.68%	92 50.92%	89 58.34%	127 64.67%npqt	138 49.72%	184 64.34%npqt	108 59.76%	269 54.36%	431 57.77%	308 58.14%	309 55.71%	347 57.03%	258 58.31%	310 61.57%	304 61.70%H	427 61.89%H	273 59.05%H	151 44.11%	4 17.08%	63 70.99%H
Often	516 24.46%	250 24.32%	263 24.50%	50 21.71%	110 30.35%fgh	94 28.06%h	86 23.51%	73 22.67%	102 20.80%	441 24.89%	476 24.66%	40 22.31%	16 16.63%	18 31.15%lu	22 24.93%	60 25.66%u	44 25.22%	53 29.03%lu	42 27.47%u	51 26.27%u	76 27.22%lu	50 17.55%	43 23.78%	126 25.38%	169 22.67%	146 27.56%	147 26.47%	148 24.34%	115 25.93%	106 21.08%	122 24.81%J	155 22.46%	126 27.21%J	95 27.91%J	6 24.69%	12 13.09%
Sometimes	215 10.18%	120 11.69%b	92 8.53%	52 22.76%defgh	49 13.49%gh	34 10.18%gh	35 9.56%g	14 4.41%	30 6.14%	190 10.72%	200 10.36%	15 8.17%	7 7.13%	3 5.17%	11 12.61%s	22 9.25%s	22 12.45%s	21 11.47%s	16 10.85%s	8 3.99%	50 17.98%klmosuv	23 8.05%	17 9.52%	54 10.97%	90 12.11%	45 8.52%	62 11.19%	64 10.49%	39 8.82%	50 9.88%	42 8.61%	65 9.45%	39 8.35%	57 16.61%EFGJ	4 19.41%	4 4.96%
Rarely	63 2.98%	42 4.09%b	21 1.94%	15 6.50%gh	12 3.35%h	13 3.76%h	13 3.60%h	4 1.31%	6 1.19%	52 2.93%	54 2.80%	9 4.91%o	2 1.52%	1 1.14%	4 4.27%	2 0.98%	7 3.72%	7 3.62%	3 2.13%	6 3.10%	5 1.91%	11 3.86%o	7 3.95%	12 2.52%	24 3.16%	16 3.00%	17 3.00%	25 4.06%	9 1.99%	13 2.53%	9 1.81%	13 1.89%	14 2.92%	18 5.41%EF	4 16.15%	3 3.44%
Never	54 2.56%	39 3.81%b	15 1.38%	13 5.50%eh	10 2.89%h	6 1.91%	9 2.57%	11 3.33%h	4 0.88%	47 2.67%	51 2.63%	3 1.75%	3 2.86%	1 1.12%	4 4.95%r	5 2.30%	9 5.12%rstv	8 4.14%	1 0.73%	2 1.20%	4 1.42%	12 4.11%	2 1.11%	19 3.76%	18 2.38%	11 2.07%	6 1.08%	15 2.50%	14 3.15%A	19 3.75%A	8 1.70%	15 2.16%	7 1.42%	14 4.07%G	4 15.36%	7 7.52%EFG
Don't know	22 1.05%	11 1.06%	11 1.06%	11 4.95%efgh	7 1.98%gh	1 0.30%	2 0.61%	- -	1 0.10%	21 1.21%	22 1.15%	- -	1 0.77%	- -	5 5.26%klqrstuv	4 1.89%	2 1.23%	1 0.28%	1 0.48%	2 0.78%	3 1.19%	3 1.05%	1 0.68%	11 2.25%y	8 1.01%	3 0.52%	9 1.58%D	7 1.22%	5 1.07%	1 0.27%	4 0.88%	8 1.09%	3 0.70%	5 1.60%	2 7.32%	- -
NA - not responsible for this in my household	16 0.74%	9 0.89%	6 0.59%	8 3.70%defgh	3 0.93%	2 0.49%	- -	1 0.44%	1 0.12%	11 0.65%	11 0.60%	4 2.24%kj	- -	- -	- -	3 1.18%	1 0.60%	1 0.54%	- -	- -	2 0.55%	3 1.04%	2 1.19%	4 0.77%	7 0.90%	1 0.18%	5 0.97%	2 0.37%	3 0.72%	5 0.92%	2 0.48%	7 1.07%	2 0.36%	1 0.29%	- -	- -
NET: Always/often/ sometimes/rarely	2016 95.65%	969 94.25%	1041 96.97%a	196 85.85%	341 94.20%c	327 97.29%c	355 96.82%c	310 96.23%c	487 98.89%cdfg	1690 95.47%	1844 95.62%	172 96.01%	95 96.37%	58 98.88%n	78 89.79%	221 94.62%	163 93.06%	172 95.04%	150 98.79%nopu	192 98.03%npu	269 96.83%n	269 93.80%	176 97.02%n	462 93.23%	714 95.71%	514 97.22%w	535 96.37%	584 95.91%	420 95.06%	478 95.06%	477 96.94%	660 95.68%	451 97.52%HJ	321 94.03%	18 77.33%	82 92.48%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 136

S18. The following questions are about food...How often, if at all, do you currently do the following?
Recycle food packaging
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	Univ-ersity degree (M)	Higher univ-ersity degree (N)	Still in full time education (O)	NET: Concern ed (P)	NET: Not concern ed (Q)	NET: Respons ible (R)	NET: Not respons ible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	1223 58.03%	529 52.71%	143 58.92%	112 49.36%	35 46.20%	95 70.98%abcd	245 72.37%abcd	64 74.60%abcd	879 61.48%klmno	545 65.44%ijmno	334 55.95%mn	330 50.97%n	149 59.12%mn	67 47.44%	114 44.84%	14 46.61%	251 57.02%	380 59.35%	444 56.67%	943 55.69%	280 67.60%uv	328 60.13%	879 57.63%	29 49.78%	99 54.08%	123 61.86%	153 59.53%	127 60.02%	100 58.26%	88 53.23%	99 58.78%	257 57.15%	6 40.73%	5 56.43%	624 63.08%LM	413 53.94%	158 57.87%	9 22.58%	986 61.64%QS	223 46.40%S	1074 62.63%QS	128 37.30%
Often	516 24.46%	275 27.34%fgl	57 23.59%	55 23.98%	19 25.22%	32 23.75%	67 19.74%	12 13.54%	359 25.10%	186 22.32%	173 28.98%il	148 22.90%	45 17.69%	33 23.57%	70 27.70%l	8 27.08%	99 22.44%	144 22.47%	214 27.38%s	426 25.15%	90 21.61%	137 25.08%	372 24.36%	17 29.84%	41 22.47%	40 20.24%	53 20.66%	44 20.85%	47 27.15%	51 30.54%CDE	46 27.56%	118 26.15%	2 13.92%	1 7.30%	218 22.07%	215 28.03%L	67 24.59%	9 21.55%	387 24.22%	122 25.39%	412 24.01%	97 28.49%
Sometimes	215 10.18%	111 11.02%efg	28 11.54%efg	36 15.65%efg	14 18.83%efg	4 3.02%	18 5.25%	4 4.84%	109 7.65%	58 6.96%	51 8.60%	101 15.64%ijkn	36 14.30%ijn	25 17.98%ijn	40 15.69%ijn	4 12.92%	53 12.07%	65 10.24%	81 10.31%	195 11.50%uv	20 4.77%	47 8.66%	165 10.80%	6 9.54%	27 14.85%	20 10.26%	25 9.86%	23 10.92%	17 9.98%	15 9.12%	16 9.59%	50 11.03%	1 5.24%	3 36.27%	81 8.19%	82 10.69%	30 11.08%	17 41.51%	146 9.10%	66 13.84%PR	150 8.76%	55 16.17%PR
Rarely	63 2.98%	32 3.21%	4 1.75%	13 5.72%bfl	- -	3 2.25%	5 1.47%	5 6.28%bf	28 1.99%	16 1.90%	13 2.12%	33 5.04%ih	11 4.23%	7 5.24%ij	15 5.73%ij	2 5.95%	12 2.63%	22 3.41%	22 2.87%	57 3.38%v	6 1.35%	13 2.32%	43 2.80%	1 1.22%	5 2.89%	6 2.80%	16 6.26%EFH	4 1.66%	2 1.29%	7 4.16%	1 0.89%	14 3.13%	- -	- -	28 2.86%	21 2.69%	9 3.29%	5 11.86%	33 2.08%	29 6.00%PR	39 2.29%	20 5.83%PR
Never	54 2.56%	31 3.11%f	7 2.81%	9 4.08%ef	3 3.55%	- -	3 0.98%	1 0.74%	34 2.36%	20 2.42%	14 2.28%	20 3.12%	6 2.49%	5 3.42%	9 3.57%	- -	16 3.69%	17 2.65%	18 2.25%	42 2.46%	12 2.95%	11 2.00%	42 2.74%	3 4.84%	7 3.67%	7 3.38%	6 2.35%	9 4.04%	2 1.39%	3 2.04%	3 1.68%	11 2.54%	4 29.82%	- -	25 2.48%	21 2.69%	4 1.32%	1 2.49%	22 1.40%	32 6.56%PR	23 1.36%	26 7.69%PR
Don't know	22 1.05%	16 1.62%f	3 1.07%f	3 1.20%	1 0.80%	- -	- -	- -	13 0.91%	5 0.57%	8 1.38%	8 1.24%	- -	3 2.36%il	5 1.84%i	1 4.03%il	7 1.65%l	8 1.30%	3 0.38%	18 1.08%	4 0.97%	5 0.98%	15 0.96%	3 4.78%Cl	4 2.04%l	1 0.38%	2 0.97%	2 1.19%l	3 1.93%l	2 0.91%	1 0.88%	- -	- -	- -	11 1.09%	5 0.66%	4 1.51%	- -	16 0.99%R	2 0.48%	10 0.61%	6 1.69%
NA - not responsible for this in my household	16 0.74%	10 1.00%	1 0.30%	- -	4 5.41%abcef	- -	1 0.18%	- -	7 0.52%	3 0.38%	4 0.70%	7 1.09%	5 2.17%i	- -	2 0.63%	1 3.40%im	2 0.49%	4 0.58%	1 0.13%	12 0.73%	3 0.75%	5 0.83%	11 0.72%	- -	- -	2 1.08%l	1 0.36%	3 1.31%l	- -	- -	1 0.62%	- -	1 10.29%	- -	2 0.23%	10 1.29%L	1 0.34%	- -	9 0.57%R	6 1.33%R	6 0.34%	10 2.83%PQR
NET: Always/often/ sometimes/rarely	2016 95.65%	947 94.27%	232 95.81%	216 94.72%	68 90.25%	133 100.00%abcd	335 98.84%abcd	86 99.26%d	1376 96.22%	805 96.63%n	571 95.64%	612 94.55%	240 95.34%	133 94.23%	239 93.95%	28 92.56%	415 94.17%	611 95.47%	762 97.24%u	1621 95.73%	395 95.33%	525 96.19%	1458 95.59%	53 90.38%	172 94.29%	189 95.16%	247 96.32%	197 93.46%	166 96.68%	161 97.05%	162 96.82%	438 97.46%AE	8 59.89%	9 100.00%	952 96.20%	731 95.35%	265 96.83%	41 97.51%	1552 97.04%QS	440 91.63%S	1675 97.69%PQS	300 87.80%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 137

S18. The following questions are about food...How often, if at all, do you currently do the following?
Avoid products which are packaged in plastic packaging
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Always	130 6.17%	59 5.72%	71 6.65%	15 6.70%	26 7.30%	21 6.17%	16 4.47%	21 6.47%	30 6.18%	108 6.09%	119 6.16%	11 6.28%	9 8.86%r	2 3.92%	5 5.65%	13 5.72%	11 6.48%	12 6.84%	4 2.71%	8 3.89%	18 6.45%	18 6.19%	18 10.13%rs	30 5.98%	54 7.24%	24 4.56%	44 7.95%B	30 4.96%	32 7.19%	24 4.79%	32 6.42%	42 6.12%	26 5.61%	21 6.25%	3 12.19%	6 6.99%
Often	448 21.26%	190 18.51%	258 24.02%a	38 16.70%	90 24.84%c e	57 16.84%	83 22.54%	66 20.64%	114 23.20%e	380 21.44%	411 21.29%	38 20.98%	17 17.33%	14 23.31%	24 27.39%o	40 17.12%	32 18.40%	36 19.74%	34 22.61%	33 16.83%	61 22.10%	75 26.23%o s	44 24.24%	96 19.36%	181 24.21%	103 19.48%	127 22.83%	131 21.59%	95 21.62%	95 18.81%	111 22.54%	137 19.80%	104 22.48%	78 22.83%	2 7.20%	17 19.10%
Sometimes	866 41.08%	379 36.86%	481 44.77%a	83 36.51%	122 33.69%	140 41.65%d	146 39.83%	157 48.83%c df	217 44.12%d	714 40.33%	791 41.02%	75 41.77%	48 48.21%	29 49.51%	32 37.20%	106 45.14%	71 40.32%	72 39.47%	59 38.99%	79 40.42%	117 42.03%	106 37.13%	72 39.97%	208 42.05%	296 39.65%	210 39.69%	218 39.25%	268 44.08%	170 38.52%	210 41.72%	206 41.79%	274 39.79%	207 44.77%	132 38.81%	7 31.06%	37 41.75%
Rarely	359 17.03%	203 19.75%b	156 14.53%	45 19.75%g	57 18.36%g	69 20.62%g	64 17.55%	39 12.01%	75 15.26%	306 17.27%	324 16.79%	35 19.66%v	10 9.67%	8 14.40%	9 10.63%	44 18.84%l v	28 16.18%	39 21.55%l nuv	32 20.78%l v	38 19.49%l v	58 20.69%l nuv	39 13.50%	19 10.53%	82 16.47%	115 15.46%	109 20.57%x	85 15.36%	104 17.03%	74 16.75%	96 19.13%	67 13.55%	131 19.01%E	70 15.14%	64 18.77%	4 17.68%	19 21.28%
Never	241 11.41%	163 15.86%b	78 7.22%	25 10.90%	38 10.57%	43 12.75%	51 13.76%	35 10.75%	49 10.03%	209 11.78%	227 11.78%	13 7.45%	13 13.60%	5 8.86%	12 13.87%	23 9.91%	29 16.30%k t	20 10.90%	17 11.30%	32 16.56%kt	19 7.00%	33 11.67%	23 12.45%	64 12.86%	75 10.12%	69 13.11%	59 10.67%	58 9.58%	57 12.98%	66 13.08%	60 12.13%	84 12.11%	45 9.71%	41 11.92%	2 8.86%	10 10.88%
Don't know	46 2.19%	21 2.00%	26 2.38%	19 8.15%de fgh	13 3.49%gh	4 1.27%	7 1.82%h	3 0.86%	1 0.22%	41 2.30%	42 2.19%	4 2.18%	1 1.50%	- -	5 5.26%	6 2.53%	3 1.73%	3 1.49%	3 1.86%	4 2.08%	5 1.73%	10 3.55%	3 1.49%	13 2.72%	18 2.37%	10 1.81%	14 2.59%	14 2.32%	7 1.62%	10 2.09%	10 1.99%	17 2.41%	7 1.48%	5 1.41%	5 23.01%	- -
NA - not responsible for this in my household	18 0.85%	13 1.29%b	5 0.43%	3 1.25%	6 1.76%f	2 0.70%	- -	1 0.44%	5 0.99%	14 0.79%	15 0.77%	3 1.69%t	1 0.83%	- -	- -	2 0.74%	1 0.60%	- -	3 1.75%t	1 0.74%	- -	5 1.73%t	2 1.19%	3 0.56%	7 0.96%	4 0.78%	7 1.35%	3 0.44%	6 1.32%	2 0.38%	8 1.57%H	5 0.76%	4 0.82%	- -	- -	- -
NET: Always/often/ sometimes/rarely	1803 85.55%	831 80.85%	966 89.97%a	182 79.66%	305 84.18%	286 85.28%	310 84.39%	283 87.95%c	437 88.76%c	1507 85.13%	1644 85.26%	159 88.68%a	83 84.07%	54 91.14%	70 80.87%	203 86.82%	142 81.38%	159 87.61%	129 85.09%	158 80.63%	254 91.27%n psu	238 83.05%	154 84.86%	415 83.86%	646 86.56%	446 84.30%	474 85.39%	534 87.66%	371 84.08%	425 84.46%	415 84.31%	584 84.72%	407 87.99%	296 86.66%	16 68.13%	79 89.12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 138

S18. The following questions are about food...How often, if at all, do you currently do the following?
Avoid products which are packaged in plastic packaging
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k £14k (B)	>£14k £21k (C)	>£21k £28k (D)	>£28k £34k (E)	>£34k £41k (F)	>£41k £48k (G)	>£48k £55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Always	130 6.17%	59 5.87%	12 5.09%	18 7.82%	8 10.98%f	10 7.38%	15 4.38%	8 9.30%	85 5.92%	46 5.56%	38 6.42%	45 6.89%	22 8.70%	9 6.14%	14 5.51%	1 2.78%	25 5.68%	39 6.06%	51 6.49%	102 6.02%	28 6.81%	44 8.05%x	83 5.42%	8 14.40%BC DEI	8 4.26%	9 4.43%	15 5.73%	10 4.95%	14 7.90%	14 8.42%	10 6.15%	27 5.90%	1 5.13%	- -	58 5.84%	44 5.80%	20 7.46%	4 10.59%	111 6.96%QS	18 3.80%	115 6.70%Q	13 3.93%
Often	448 21.26%	213 21.22%	56 22.99%	50 22.16%	9 11.81%	29 22.08%	76 22.58%	14 16.35%	305 21.32%	179 21.48%	126 21.09%	139 21.50%	49 19.26%	23 16.60%	67 26.44%m	4 13.56%	83 18.86%	131 20.55%	183 23.39%	350 20.69%	98 23.60%	117 21.39%	327 21.43%	6 10.94%	32 17.36%	45 22.58%	55 21.52%	37 17.43%	39 22.92%	41 24.75%A	47 27.84%A BE	95 21.22%	- -	- -	179 18.09%	184 23.95%L	78 28.67%L	6 13.83%	405 25.33%QS	43 8.95%	420 24.52%QS	27 7.92%
Sometimes	866 41.08%	388 38.58%	103 42.44%	97 42.71%	29 38.06%	64 48.00%	149 44.05%	37 42.38%	599 41.86%	380 45.59%j n	219 36.66%	255 39.34%	103 40.97%	63 44.99%j n	88 34.60%	13 41.41%	205 46.55%t	261 40.85%	307 39.24%	683 40.33%	183 44.13%	237 43.52%	617 40.43%	28 48.29%	80 43.85%	97 48.52%E H	113 44.21%	79 37.70%	68 39.70%	65 39.41%	61 36.19%	181 40.31%	11 75.84%	4 41.90%	404 40.82%	325 42.37%	99 36.35%	21 49.63%	678 42.39%Q S	173 35.98%S QS	749 43.67%P QS	100 29.10%
Rarely	359 17.03%	180 17.88%	38 15.89%	41 17.80%	16 21.52%	15 11.43%	53 15.66%	16 18.44%	232 16.25%	114 13.64%	119 19.87%l	123 18.98%	46 18.29%	27 19.28%	50 19.49%l	4 12.81%	67 15.32%	101 15.77%	141 17.95%	306 18.06%v	53 12.84%	77 14.17%	272 17.85%	9 15.50%	37 20.43%C	21 10.57%	38 15.00%	41 19.56%C	21 12.29%	28 16.95%	24 14.20%	89 19.71%CF	1 8.74%	1 13.60%	185 18.68%M	113 14.73%	45 16.64%	10 24.43%	251 15.69%	105 21.85%P R	262 15.30%	83 24.36%PR
Never	241 11.41%	122 12.19%	27 11.02%	16 6.86%	11 14.92%	15 11.11%	40 11.88%	10 11.08%	168 11.71%	91 10.92%	77 12.82%	69 10.69%	28 11.08%	12 8.68%	29 11.43%	4 12.54%	49 11.15%	86 13.41%	87 11.11%	201 11.90%	39 9.43%	57 10.48%	179 11.75%	5 7.72%	20 10.87%	25 12.41%	30 11.84%	29 13.69%	26 15.39%G	12 7.34%	21 12.36%	54 12.03%	- -	4 44.50%	133 13.47%N	82 10.65%	21 7.77%	1 1.53%	115 7.17%	125 26.04%PR	131 7.64%	103 30.25%PR
Don't know	46 2.19%	34 3.37%ef	4 1.69%	4 1.95%	1 0.80%	- -	1 0.33%	2 2.44%	31 2.17%	16 1.97%	15 2.45%	13 1.98%	2 0.75%	4 3.17%	6 2.54%	2 7.64%il	8 1.82%	17 2.68%t	9 1.12%	36 2.12%	10 2.46%	9 1.59%	34 2.24%	2 3.15%l	3 1.76%l	3 1.49%l	1 0.39%	13 6.19%BC DFI	3 1.80%l	4 2.63%l	4 2.63%l	- -	- -	20 2.07%	15 1.93%	7 2.43%	- -	28 1.74%	10 2.05%	26 1.51%	9 2.53%
NA - not responsible for this in my household	18 0.85%	9 0.89%	2 0.87%	2 0.71%	1 1.91%	- -	4 1.12%	- -	11 0.77%	7 0.83%	4 0.69%	4 0.62%	2 0.94%	2 1.14%	- -	3 9.26%ij lmn	3 0.61%	4 0.68%	6 0.71%	15 0.88%	3 0.73%	4 0.81%	13 0.88%	- -	3 1.48%	- -	3 1.31%	1 0.48%	- -	1 0.50%	1 0.62%	4 0.82%	1 10.29%	- -	10 1.03%	4 0.57%	2 0.68%	- -	11 0.72%	6 1.33%	11 0.66%	7 1.91%PR
NET: Always/often/ sometimes/rarely	1803 85.55%	839 83.56%	209 86.42%	206 90.48%a	62 82.37%	118 88.89%	293 86.68%	75 86.48%	1220 85.35%	718 86.28%o	502 84.05%o	561 86.71%	220 87.22%o	123 87.01%o	219 86.03%o	22 70.57%	380 86.42%	532 83.23%	682 87.06%	1441 85.10%	362 87.38%	475 87.12%	1298 85.12%	52 89.13%	157 85.90%	171 86.09%	222 86.46%	168 79.64%	143 82.81%	149 89.53%E	141 84.38%	392 87.15%E	12 89.71%	5 55.50%	825 83.43%	665 86.85%	244 89.12%L	41 98.47%	1446 90.38%Q S	339 70.58%S	1546 90.19%Q S	223 65.30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 139

S19. Which, if any, of the following prevent you from further reducing your food waste?

Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Not applicable - nothing is preventing me from reducing my food waste	1030 48.84%	520 50.53%	509 47.42%	53 23.42%	134 37.10%c	133 39.47%c	179 48.75%c de	184 57.29%c def	346 70.20%c defg	833 47.02%	933 48.38%	97 53.86%l	65 65.26%l nopqrst uv	36 60.77%l npt	37 42.95%	111 47.50%	79 45.28%	89 48.95%	77 50.76%	98 49.86%	120 42.97%	139 48.54%	83 45.69%	227 45.92%	342 45.77%	264 49.81%	248 44.79%	285 46.80%	240 54.26%A B	257 51.03%	281 57.10%FG H	333 48.31%H	218 47.11%	140 41.03%	2 7.41%	52 58.14%H
It's cheaper to bulk buy even if I don't use it all before it goes off	194 9.19%	106 10.47%	85 7.92%	50 21.87%d efgh	44 12.10%g h	34 10.06%g h	41 11.26%gh	11 3.48%	14 2.76%	172 9.70%	181 9.36%	13 7.29%	5 4.71%	4 7.19%	4 4.65%	23 9.74%	23 12.94%kn s	12 6.85%	16 10.34%	11 5.49%	40 14.36%kl nqs	26 9.09%	17 9.58%	49 9.98%	83 11.17%y	39 7.35%	66 11.86%LD	61 10.08%LD	38 8.56%	29 5.70%	37 7.51%	72 10.51%	44 9.52%	32 9.32%	2 7.36%	6 6.22%
It is difficult to find ways to use up leftover food	190 9.01%	91 8.85%	97 9.08%	40 17.58%e fgh	52 14.42%fg h	32 9.49%gh	31 8.44%h	16 4.99%	19 3.79%	157 8.87%	170 8.79%	20 11.40%	9 8.67%	4 6.71%	9 9.86%	20 8.48%	11 6.48%	19 10.29%	13 8.35%	12 6.30%	32 11.55%	23 8.11%	18 10.03%	40 8.02%	74 9.86%	44 8.25%	62 11.15%C	51 8.45%	25 5.67%	52 10.27%C	39 7.90%	72 10.42%	35 7.52%	33 9.73%	8 36.82%	3 3.06%
My lifestyle makes it difficult to plan meals	159 7.52%	84 8.13%	74 6.89%	27 11.73%g h	52 14.43%fg h	32 9.40%gh	24 6.63%h	16 4.97%h	8 1.61%	144 8.15%	151 7.85%	7 4.05%	4 4.22%	3 4.85%	7 8.14%	23 9.74%k	11 6.22%	22 12.02%kl rs	8 5.42%	9 4.67%	23 8.28%	22 7.74%	19 10.58%k	41 8.22%	64 8.63%	39 7.40%	47 8.55%	46 7.53%	33 7.41%	33 6.49%	32 6.48%	60 8.64%G	24 5.29%	31 9.10%G	7 28.79%	5 5.57%
It's hard to know if food past its best before date is still OK to eat	231 10.97%	101 9.81%	130 12.14%	42 18.60%f gh	44 12.20%	41 12.17%	31 8.47%	30 9.44%	42 8.59%	202 11.38%	215 11.15%	16 9.03%	6 6.10%	8 12.79%	9 10.01%	31 13.34%q	26 14.82%kq	10 5.68%	18 11.70%	23 11.51%	34 12.21%q	34 12.01%q	17 9.21%	66 13.28%	85 11.40%	51 9.57%	68 12.23%	59 9.75%	47 10.72%	57 11.28%	44 8.96%	82 11.82%	46 9.83%	48 13.93%LE	3 11.57%	10 11.20%
I like to eat different things	344 16.30%	164 16.00%	176 16.43%	63 27.62%f gh	77 21.18%g h	68 20.27%g h	61 16.60%g h	34 10.68%	41 8.23%	296 16.71%l	315 16.31%	29 16.24%l	7 7.52%	11 19.08%l u	19 22.18%l u	37 15.85%l	30 16.93%l u	36 19.98%l u	21 14.15%	32 16.44%l u	55 19.63%l u	36 12.67%	29 16.07%	86 17.34%	120 16.09%	90 17.00%	96 17.35%	116 19.01%D	66 14.95%	65 13.07%	58 11.75%	135 19.55%EG J	63 13.71%	66 19.39%LE G	8 33.44%	9 9.77%
I have to buy too much food because of the quantities it's sold in	219 10.39%	94 9.19%	125 11.60%	43 19.00%f gh	50 13.72%f gh	43 12.80%fg h	30 8.05%	23 7.05%	31 6.24%	183 10.33%	198 10.26%	21 11.79%q	6 6.52%	9 14.43%q	8 8.83%	22 9.22%q	22 12.74%q	6 3.42%	22 14.38%q	22 11.26%q	37 13.14%q	28 9.74%q	17 9.30%q	51 10.39%	81 10.90%	50 9.47%	73 13.13%C	70 11.58%C	26 5.99%	49 9.79%C	48 9.83%	69 10.07%	46 9.86%	45 13.24%	1 5.06%	7 8.27%
I don't see the point	63 3.01%	35 3.42%	28 2.62%	16 6.87%gh	12 3.23%	10 2.96%	16 4.24%gh	4 1.31%	6 1.27%	51 2.90%	54 2.82%	9 5.02%o	1 1.20%	2 3.18%	5 5.71%o	1 0.42%	5 3.13%o	7 4.02%o	3 1.91%	4 2.05%	11 4.07%o	9 3.11%o	5 3.01%	11 2.30%	26 3.45%	14 2.69%	22 3.97%	17 2.86%	10 2.20%	14 2.83%	12 2.42%	23 3.31%	12 2.66%	13 3.87%	1 4.29%	2 2.41%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 139

S19. Which, if any, of the following prevent you from further reducing your food waste?

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng land (i)	UK Excl Scot land (j)	Scot land (k)	Wales (l)	North- ern Ire- land (m)	North East (n)	North West (o)	York- shire & Humb- erside (p)	West Mid- lands (q)	East Mid- lands (r)	East- ern (s)	London (t)	South East (u)	South West (v)	North Eng- land (w)	South Eng- land (incl Lon.) (x)	Mid- lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi- detached house (F)	Terraced house (G)	Self- contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Other, please specify	74 3.49%	41 4.02%	32 3.01%	1 0.46%	10 2.77%	11 3.38%c	14 3.80%c	12 3.71%c	25 5.12%c	64 3.59%	70 3.65%	3 1.75%	6 5.93%rt	1 1.76%	1 1.06%	15 6.46%kr t	8 4.67%rt	9 5.08%rt	1 0.44%	4 2.27%	1 0.28%	9 2.97%t	16 8.65%kn rstu	24 4.89%	25 3.35%	14 2.71%	21 3.72%	12 2.04%	13 3.04%	27 5.39%B	21 4.32%F	12 1.71%	20 4.35%F	14 4.11%F	- -	6 7.18%F
Don't know	136 6.47%	60 5.87%	76 7.08%	12 5.48%	19 5.23%	28 8.48%h	28 7.73%h	28 8.59%h	20 4.13%	124 7.01%m	128 6.65%	8 4.52%	4 4.09%	- -	6 7.46%m	13 5.46%	8 4.56%	14 7.61%m	13 8.61%m	16 8.38%m	19 6.81%m	21 7.37%m	14 7.47%m	27 5.49%	54 7.19%	43 8.18%	30 5.42%	39 6.45%	25 5.67%	42 8.34%	20 4.03%	44 6.32%	43 9.32%E	23 6.83%	2 8.20%	5 5.08%
NET: Those with reasons stopping them from further reducing their food waste	942 44.69%	448 43.60%	489 45.50%	162 71.11%d efgh	209 57.67%f gh	175 52.05%f gh	160 43.52%g h	110 34.12%h	126 25.66%	814 45.97%l	868 44.98%	75 41.62%	30 30.66%	23 39.23%	43 49.59%l	110 47.03%l	88 50.16%l	79 43.44%l	62 40.63%	82 41.76%	140 50.21%l	126 44.09%l	85 46.84%l	241 48.58%y	351 47.04%	222 42.01%	276 49.80%C D	285 46.75%C	177 40.07%	204 40.62%	191 38.87%	313 45.37%E	202 43.57%	178 52.14%E GJ	19 84.39%	33 36.79%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 140

S19. Which, if any, of the following prevent you from further reducing your food waste?
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - nothing is preventing me from reducing my food waste	1030 48.84%	419 41.70%	119 49.00%a c	80 35.19%	32 42.84%	92 69.02%a bcd	235 69.46%a bcd	52 60.72%a c	755 52.78%k	485 58.29%j lmn	269 45.11%m	257 39.71%	113 44.64%m	42 29.85%	102 40.28%m	18 57.88%m	227 51.47%	315 49.20%	363 46.32%	805 47.54%	225 54.15%u	260 47.72%	757 49.61%	27 46.56%	92 50.51%	107 53.79%	116 45.37%	111 52.83%	87 50.46%	80 48.00%	73 43.79%	210 46.64%	9 66.31%	6 71.80%	538 54.42%M N	344 44.91%	120 43.93%	7 15.57%	770 48.14%	243 50.51%	848 49.48%P	159 46.49%
It's cheaper to bulk buy even if I don't use it all before it goes off	194 9.19%	121 12.06%ef	22 9.03%e f	24 10.44%e f	10 13.08%ef	1 0.99%	11 3.15%	5 5.81%	117 8.19%	54 6.49%	63 10.55%i	73 11.28%h	24 9.44%	18 12.46%i	32 12.46%i	4 11.62%	39 8.76%	47 7.32%	85 10.83%a	170 10.01%v	24 5.81%	42 7.73%	151 9.93%	11 18.89%BC DEFH	15 8.12%	13 6.37%	17 6.60%	19 8.88%	11 6.47%	21 12.53%	13 7.92%	51 11.29%	1 4.24%	- -	71 7.14%	83 10.78%L	32 11.68%L	7 17.18%	159 9.92%	34 6.98%	161 9.42%	31 9.01%
It is difficult to find ways to use up leftover food	190 9.01%	97 9.67%e f	27 11.17%e f	34 14.95%a efg	11 14.93%ef	2 1.55%	14 4.18%	4 4.85%	113 7.93%	51 6.07%	63 10.51%i	74 11.37%h	19 7.36%	20 14.40%i l	35 13.66%i	3 9.83%	43 9.67%	53 8.32%	85 10.83%	164 9.66%v	26 6.37%	52 9.46%	136 8.90%	6 9.96%	28 15.22%CE	9 4.49%	22 8.70%	16 7.54%	15 8.71%	17 10.32%C	26 15.25%CE I	42 9.37%C	- -	1 7.30%	81 8.16%	64 8.40%	35 12.81%L M	8 19.48%	147 9.18%	42 8.84%	159 9.28%	27 7.89%
My lifestyle makes it difficult to plan meals	159 7.52%	99 9.82%e f	24 10.06%ef	21 9.37%ef	3 4.47%	3 1.98%	5 1.55%	3 3.49%	103 7.20%	47 5.65%	56 9.35%i	52 8.08%	11 4.23%	16 11.07%i l	26 10.24%i l	3 11.09%	19 4.25%	55 8.54%r	64 8.20%r	136 8.06%	22 5.33%	29 5.39%	124 8.10%	2 3.35%	7 3.79%	10 4.94%	29 11.15%BC	17 8.00%	9 5.32%	11 6.74%	19 11.18%BC	34 7.64%	- -	- -	59 5.99%	63 8.21%	32 11.78%L	3 6.27%	131 8.16%R	27 5.54%	127 7.43%	27 7.82%
It's hard to know if food past its best before date is still OK to eat	231 10.97%	115 11.48%	21 8.87%	35 15.21%b	10 12.81%	11 8.49%	33 9.69%	6 7.02%	135 9.41%	69 8.31%	65 10.96%	94 14.48%h	36 14.20%i	25 17.60%i j	33 13.03%i	3 9.49%	51 11.52%	65 10.20%	94 12.04%	201 11.87%v	30 7.32%	65 11.97%	160 10.51%	6 9.60%	19 10.48%	26 13.03%	29 11.35%	18 8.46%	18 10.61%	22 13.00%	22 13.14%	51 11.27%	2 13.97%	1 7.30%	108 10.95%	78 10.21%	35 12.66%	5 12.99%	185 11.56%	45 9.33%	193 11.25%	37 10.80%
I like to eat different things	344 16.30%	192 19.10%e fg	39 16.11%e f	55 24.28%b efg	18 23.26%ef g	8 5.81%	25 7.47%	7 8.05%	204 14.25%	98 11.82%	105 17.64%i	135 20.93%h	51 20.11%i	33 23.39%i	52 20.36%i	4 14.47%	59 13.46%	98 15.27%	151 19.24%r	286 16.92%	57 13.80%	94 17.16%	240 15.75%	11 18.71%	30 16.35%	18 9.26%	51 20.00%C F	30 14.20%	16 9.54%	26 15.57%	41 24.35%C EF	84 18.69%CF	1 4.24%	- -	131 13.24%	147 19.13%L	53 19.33%L	13 30.02%	273 17.07%	68 14.17%	291 16.96%	48 14.18%
I have to buy too much food because of the quantities it's sold in	219 10.39%	127 12.66%f g	27 11.09%f	28 12.36%fg	3 4.34%	9 6.48%	22 6.48%	3 3.51%	134 9.38%	67 8.09%	67 11.18%	80 12.42%	27 10.59%	14 10.05%	40 15.55%i	4 14.55%	40 9.16%	74 11.51%	88 11.28%	172 10.14%	47 11.41%	64 11.69%	154 10.12%	7 11.67%	10 5.53%	23 11.76%	33 12.88%B	15 7.01%	26 14.96%B E	19 11.60%	14 8.54%	55 12.17%B	1 5.18%	1 8.01%	67 6.73%	107 13.97%L	33 12.19%L	11 25.29% S	194 12.15%QR	25 5.14%	192 11.18%QS	25 7.16%
I don't see the point	63 3.01%	32 3.21%	9 3.81%f	10 4.27%	1 1.91%	2 1.27%	4 1.32%	5 5.25%f	36 2.54%	20 2.41%	16 2.73%	25 3.90%	10 4.09%	5 3.50%	10 3.94%	2 5.75%	18 4.06%	21 3.25%	22 2.82%	58 3.41%v	6 1.38%	15 2.68%	48 3.14%	4 6.96%E	8 4.62%	5 2.70%	12 4.81%	3 1.47%	5 3.11%	7 3.97%	3 1.75%	13 2.80%	1 4.24%	- -	34 3.44%	22 2.84%	6 2.20%	1 2.32%	31 1.95%	32 6.71%PR	33 1.93%	30 8.88%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 140

S19. Which, if any, of the following prevent you from further reducing your food waste?
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Rented (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Other, please specify	74 3.49%	21 2.12%	10 4.03%	9 4.04%	5 6.20%	7 5.07%	18 5.30%a	4 4.55%	52 3.66%	38 4.53%j	15 2.46%	20 3.16%	10 4.01%	5 3.61%	5 2.07%	1 2.34%	21 4.73%t	29 4.60%t	15 1.91%	55 3.22%	19 4.58%	27 4.91%	47 3.07%	1 1.07%	9 4.69%H	12 5.89%HI	13 4.95%H	11 5.10%HI	6 3.48%H	6 3.36%H	- -	9 2.08%	- -	1 12.89%	32 3.21%	29 3.82%	8 3.05%	1 2.71%	54 3.40%	19 4.00%	54 3.16%	19 5.67%PR
Don't know	136 6.47%	72 7.22%f	19 7.88%f	12 5.30%	4 4.88%	12 8.68%f	8 2.50%	9 10.41%f	93 6.53%	51 6.10%	43 7.14%	42 6.50%	19 7.58%	7 5.25%	16 6.11%	1 2.74%	26 5.81%	39 6.05%	47 6.00%	106 6.24%	31 7.38%	47 8.59%x	82 5.36%	3 5.10%	16 8.63%C	7 3.41%	16 6.18%	9 4.07%	14 8.28%	10 5.99%	9 5.42%	28 6.22%	1 10.29%	- -	70 7.09%	42 5.43%	15 5.66%	4 8.67%	89 5.54%	41 8.48%PR	90 5.24%	31 9.08%PR
NET: Those with reasons stopping them from further reducing their food waste	942 44.69%	513 51.08%b efg	104 43.12%e fg	135 59.52%b efg	40 52.28%e fg	30 22.30%	95 28.02%	25 28.87%	582 40.68%	297 35.61%	285 47.75%ij	348 53.80%ih	120 47.78%ij	91 64.90%ij jlno	136 53.62%ij	12 39.37%	188 42.73%	286 44.75%	373 47.68%	782 46.21%v	160 38.47%	238 43.68%	687 45.03%	28 48.34%	75 40.86%	85 42.79%	124 48.45%	91 43.10%	71 41.26%	76 46.01%	85 50.79%	212 47.14%	3 23.40%	2 28.20%	381 38.49%	380 49.66%kL	138 50.41%kL	32 75.75%	741 46.32%	197 41.01%	776 45.28%	152 44.44%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 141
S19. Which, if any, of the following prevent you from further reducing your food waste?
Base: All respondents

	Total	S18. Currently cuts down food waste by planning food buy: NET: Does always to rarely (a)	S18. Currently cuts down food waste by planning food buy: Never (b)	S18. Currently cuts down food waste by composting or recycling: NET: Does always to rarely (c)	S18. Currently cuts down food waste by composting or recycling: Never (d)	S18. Frequency cut down/meat dairy: Often (e)	S18. Frequency cut down/meat dairy: Sometimes (f)	S18. Frequency cut down/meat dairy: Rarely (g)	S18. Frequency cut down/meat dairy: Never (h)
Unweighted base	2108	1996	63	1608	420	301	536	411	608
Weighted base	2108	1991	63*	1619	397	304	540	399	601
Not applicable - nothing is preventing me from reducing my food waste	1030 48.84%	981 49.29%	23 36.68%	819 50.63%d	167 42.08%	139 45.62%	258 47.82%	187 46.76%	307 51.10%
It's cheaper to bulk buy even if I don't use it all before it goes off	194 9.19%	186 9.35%	6 9.37%	158 9.73%	28 6.96%	42 13.80%fg	42 7.69%	32 8.04%	60 9.95%
It is difficult to find ways to use up leftover food	190 9.01%	176 8.84%	9 14.27%	137 8.49%	47 11.94%c	29 9.50%	48 8.80%	48 11.96%	50 8.38%
My lifestyle makes it difficult to plan meals	159 7.52%	144 7.22%	9 13.95%	121 7.45%	31 7.81%	19 6.19%	44 8.19%	33 8.23%	40 6.60%
It's hard to know if food past its best before date is still OK to eat	231 10.97%	222 11.17%	5 7.63%	180 11.10%	50 12.52%	34 11.11%	72 13.34%	42 10.57%	62 10.35%
I like to eat different things	344 16.30%	327 16.41%	12 18.22%	268 16.54%	66 16.55%	59 19.25%	91 16.87%	70 17.62%	89 14.88%
I have to buy too much food because of the quantities it's sold in	219 10.39%	214 10.73%	2 3.74%	183 11.30%d	30 7.51%	48 15.61%gh	62 11.49%	38 9.60%	48 7.93%
I don't see the point	63 3.01%	46 2.33%	16 25.68%a	36 2.20%	23 5.87%c	5 1.72%	7 1.38%	11 2.65%	29 4.88%ef
Other, please specify	74 3.49%	70 3.51%	3 4.30%	52 3.21%	20 5.14%	13 4.12%	16 2.89%	8 2.03%	30 4.98%g

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

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 141
S19. Which, if any, of the following prevent you from further reducing your food waste?
Base: All respondents

		S18. Currently cuts down food waste by planning food buy		S18. Currently cuts down food waste by composting or recycling		S18. Frequency cut down/meat dairy			
	Total	NET: Does always to rarely (a)	Never (b)	NET: Does always to rarely (c)	Never (d)	Often (e)	Sometimes (f)	Rarely (g)	Never (h)
Weighted base	2108	1991	63*	1619	397	304	540	399	601
Don't know	136 6.47%	118 5.93%	4 6.64%	87 5.37%	36 8.94%c	16 5.14%	24 4.53%	29 7.18%	39 6.55%
NET: Those with reasons stopping them from further reducing their food waste	942 44.69%	892 44.79%	36 56.68%	712 44.00%	194 48.98%	150 49.24%	257 47.64%	184 46.06%	255 42.36%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 142

S20. Which, if any, of the following prevent you from composting or recycling leftover food more often?

Base: All respondents

	Total	Gender		Age						Region													Region Summary			Social Grade				Property type						
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Not applicable - nothing is stopping me from composting or recycling leftover food	944 44.77%	467 45.43%	476 44.31%	57 25.19%	114 31.33%	131 38.94%cd	168 45.65%cd	168 52.25%cde	306 62.17%cdefg	735 41.51%	850 44.07%	94 52.29%ijpqrt	74 74.91%ijknopqrstuv	41 69.33%ijknopqrstuv	24 27.54%	101 43.09%np	57 32.44%	73 40.30%	58 38.35%	86 43.95%np	114 40.92%np	129 45.17%np	93 51.18%npr	181 36.62%	336 45.04%w	217 41.10%	240 43.21%	260 42.73%	218 49.41%LB	226 44.90%	264 53.63%FGH	323 46.77%H	202 43.68%H	100 29.34%	1 2.85%	50 56.60%GH
There is no kerbside collection of food waste in my area	430 20.42%	197 19.14%	234 21.76%	50 21.81%	85 23.46%h	82 24.32%h	73 19.96%	59 18.32%	82 16.60%	401 22.66%klm	407 21.09%k	24 13.26%klm	4 4.12%	1 2.24%	26 30.05%klmtuv	61 25.89%klmtuv	48 27.52%klmtuv	55 30.25%klmtuv	35 22.78%klm	46 23.72%klm	48 17.34%klm	53 18.49%klm	29 16.23%klm	135 27.19%kx	131 17.51%	136 25.68%kx	110 19.78%	136 22.34%	83 18.78%	102 20.25%	79 16.02%	139 20.16%	107 23.05%E	83 24.44%E	5 21.53%	15 17.21%
It's too much of a hassle / too time consuming	207 9.80%	114 11.09%	93 8.63%	40 17.65%fgh	49 13.53%gh	39 11.66%gh	33 9.00%h	20 6.28%	25 5.06%	186 10.50%	192 9.96%	15 8.17%	5 4.56%	2 2.80%	8 9.75%	22 9.49%	22 12.53%lm	19 10.70%	14 9.44%	20 10.32%	35 12.42%lm	32 11.17%	13 7.06%	53 10.61%	79 10.64%	54 10.20%	77 13.85%BCD	56 9.13%	37 8.42%	37 7.38%	52 10.47%J	59 8.54%	45 9.70%	41 12.09%J	6 27.97%	3 2.88%
It's not clear what food waste can and can't be recycled	199 9.44%	109 10.57%	90 8.40%	40 17.39%fgh	56 15.44%efgh	32 9.53%g	29 7.94%g	13 4.16%	29 5.83%	181 10.20%	188 9.76%	11 5.93%	5 4.76%	3 5.12%	12 13.51%kl	29 12.36%klu	21 11.87%	16 8.75%	12 7.92%	27 13.68%klu	30 10.72%	19 6.74%	15 8.46%	61 12.39%kx	64 8.64%	55 10.34%	73 13.13%CD	61 10.00%C	28 6.34%	37 7.41%	52 10.65%	58 8.35%	35 7.63%	41 12.16%GJ	8 33.94%	3 3.88%
I don't have the space or facilities to home compost	470 22.28%	223 21.72%	242 22.55%	61 26.65%gh	94 25.85%gh	88 26.17%gh	87 23.63%g	52 16.05%	89 18.05%	410 23.17%ijl	428 22.17%	42 23.51%iv	8 8.20%	9 15.62%	22 25.21%iv	51 21.94%iv	55 31.21%ijlmosv	50 27.43%iv	42 27.56%iv	36 18.56%iv	65 23.20%iv	66 23.12%iv	24 13.08%	128 25.79%kx	155 20.71%	128 24.18%	119 21.43%	141 23.10%	86 19.57%	124 24.61%	76 15.42%	139 20.14%EJ	112 24.28%EJ	125 36.50%EFGJ	6 24.62%	7 8.27%
It attracts pests (e.g. foxes, rats, insects etc.)	368 17.46%	164 16.00%	203 18.88%	51 22.15%h	77 21.33%gh	73 21.60%gh	68 18.50%h	49 15.09%	51 10.40%	324 18.27%ijl	339 17.56%	29 16.41%l	7 7.47%	8 13.26%	15 17.26%	46 19.47%ijl	35 20.22%iju	26 14.58%	41 27.34%iklmquv	35 17.85%ijl	59 21.09%iju	37 12.95%	29 15.96%	96 19.35%	125 16.72%	103 19.45%	110 19.74%	107 17.53%	71 15.97%	81 16.18%	90 18.24%	124 17.92%	81 17.53%	57 16.82%	7 31.47%	9 10.12%
I don't see the point	83 3.96%	53 5.13%b	31 2.88%	20 8.94%efgh	18 4.88%h	11 3.40%	19 5.10%h	9 2.73%	7 1.32%	73 4.10%	77 4.00%	6 3.56%	3 3.02%	2 2.55%	6 7.23%iu	7 2.94%	13 7.21%qu	5 2.49%	7 4.42%	10 5.33%	13 4.54%	7 2.33%	6 3.24%	26 5.20%	25 3.38%	22 4.10%	23 4.12%	25 4.15%	18 4.03%	16 3.50%	17 3.37%	26 3.74%	16 3.51%	17 4.94%	3 14.09%	4 4.17%
Other, please specify	54 2.58%	32 3.07%	23 2.14%	2 0.78%	3 0.92%	10 3.09%d	8 2.27%	10 3.01%	21 4.25%cd	49 2.78%	52 2.70%	2 1.37%	1 0.89%	2 3.20%	2 2.84%	8 3.62%l	5 2.76%	7 3.98%rt	1 0.56%	6 2.81%	2 0.59%	8 2.96%	10 5.42%rt	16 3.18%	20 2.67%	14 2.57%	9 1.65%	12 1.93%	11 2.56%	22 4.43%AB	13 2.74%	16 2.29%	14 3.10%	6 1.85%	- -	5 5.13%
Don't know	74 3.50%	29 2.83%	45 4.16%	15 6.48%eh	19 5.13%eh	6 1.84%	15 4.20%h	12 3.64%h	7 1.45%	66 3.73%	68 3.55%	5 2.99%	2 2.46%	- -	5 5.58%	7 2.99%	6 3.63%	6 3.36%	7 4.87%	6 2.91%	8 2.83%	14 4.76%	7 3.93%	18 3.67%	29 3.84%	19 3.63%	19 3.35%	29 4.69%C	10 2.21%	17 3.37%	7 1.47%	32 4.68%E	16 3.43%	13 3.82%E	1 3.21%	5 5.19%E

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 142

S20. Which, if any, of the following prevent you from composting or recycling leftover food more often?

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Those with reasons stopping them from composting/ recycling leftover food more often	1090 51.73%	532 51.74%	553 51.53%	156 68.33%fgh	230 63.55%fgh	199 59.22%fgh	184 50.15%h	142 44.10%h	179 36.38%	970 54.76%klm	1010 52.38%	80 44.72%l	22 22.63%	18 30.67%	58 66.88%klmosuv	126 53.92%lm	112 63.93%klmosuv	102 56.34%klv	86 56.78%klv	104 53.13%lm	157 56.25%klv	144 50.07%lm	81 44.88%l	296 59.72%kx	381 51.11%	292 55.28%	297 53.45%	320 52.58%	214 48.38%	260 51.73%	221 44.89%	335 48.55%	245 52.88%EJ	228 66.84%LEFGJ	22 93.93%	34 38.21%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 143

S20. Which, if any, of the following prevent you from composting or recycling leftover food more often?
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - nothing is stopping me from composting or recycling leftover food	944 44.77%	387 38.54%	118 48.54%a c	83 36.69%	28 36.83%	79 59.07%a cd	209 61.61%a bcdg	40 46.93%	703 49.14%k	449 53.91%j lmn	254 42.49%m n	226 34.86%	104 41.39%n	43 30.74%	78 30.67%	15 50.31%m n	205 46.52%	281 43.89%	347 44.32%	730 43.11%	214 51.56%u	233 42.69%	697 45.70%	26 43.74%	77 41.86%	103 51.63%D	104 40.49%	100 47.59%	76 44.41%	70 42.09%	80 47.70%	197 43.88%	6 46.40%	6 65.14%	459 46.44%	340 44.33%	118 43.12%	8 18.00%	731 45.67%	199 41.51%	785 45.77%	139 40.60%
There is no kerbside collection of food waste in my area	430 20.42%	213 21.21%	47 19.26%	55 24.12%e	13 17.49%	19 14.27%	61 18.05%	23 26.15%	276 19.29%	156 18.73%	120 20.07%	151 23.30%	45 18.00%	32 22.61%	74 28.94%i jlo	4 12.38%	92 20.90%	138 21.60%	156 19.93%	339 20.05%	91 21.93%	139 25.42%x	284 18.60%	11 18.76%	41 22.44%	40 20.12%	63 24.60%	39 18.49%	36 20.99%	32 19.20%	38 22.92%	86 19.08%	3 22.07%	2 21.97%	203 20.53%	162 21.11%	47 17.07%	12 28.97%	337 21.06%	88 18.35%	360 21.00%	63 18.33%
It's too much of a hassle / too time consuming	207 9.80%	122 12.18%ef	20 8.19%e f	25 11.12%e	11 14.91%ef	4 2.88%	18 5.46%	6 6.49%	136 9.54%	70 8.41%	66 11.12%	64 9.94%	17 6.90%	18 13.02%	29 11.23%	6 19.35%il	34 7.76%	56 8.72%	91 11.59%r	177 10.43%	30 7.25%	46 8.46%	157 10.31%	4 7.65%	18 10.11%	11 5.64%	21 8.06%	21 10.18%	14 7.92%	23 14.09%CH	11 6.83%	56 12.44%C	1 8.74%	- -	83 8.36%	86 11.21%	30 11.07%	5 11.62%	146 9.11%R	58 12.16%R	143 8.33%	57 16.74%PQR
It's not clear what food waste can and can't be recycled	199 9.44%	104 10.31%e	21 8.68%e fg	32 14.11%e g	12 16.17%ef	4 3.18%	23 6.67%	3 3.72%	127 8.86%	78 9.36%	49 8.17%	68 10.53%	26 10.13%	15 10.87%	27 10.74%	4 13.13%	30 6.86%	68 10.63%	80 10.25%	164 9.67%	35 8.48%	61 11.17%	135 8.88%	2 2.71%	21 11.31%C	8 4.00%	30 11.59%C	19 9.12%C	19 11.05%C	18 10.71%C	20 11.81%C	43 9.49%C	- -	1 7.30%	75 7.55%	81 10.58%L	33 12.15%L	9 22.30%	153 9.55%	44 9.22%	162 9.44%	35 10.35%
I don't have the space or facilities to home compost	470 22.28%	243 24.22%f	52 21.51%	54 23.78%f	19 25.42%	27 20.49%	53 15.61%	21 24.16%	284 19.84%	149 17.84%o	135 22.63%i o	185 28.53%h	41 16.09%	52 36.62%i jlo	92 36.38%j lo	1 4.46%	102 23.18%	134 20.92%	187 23.93%	387 22.83%	83 20.03%	131 23.96%	334 21.88%	10 16.57%	48 26.00%	45 22.52%	52 20.11%	44 20.79%	38 22.29%	38 22.89%	39 23.41%	110 24.51%	4 26.42%	2 21.97%	214 21.66%	178 23.20%	59 21.56%	11 27.00%	359 22.43%	105 21.86%	373 21.76%	87 25.38%
It attracts pests (e.g. foxes, rats, insects etc.)	368 17.46%	197 19.65%e f	48 19.72%e f	41 18.18%e	16 20.65%e	11 8.25%	41 12.08%	14 16.31%	249 17.41%	117 14.08%	132 22.05%i l	114 17.65%	33 12.93%	30 21.24%i	52 20.35%i	5 16.00%	68 15.38%	113 17.66%	147 18.77%	296 17.51%	72 17.28%	97 17.79%	265 17.39%	10 16.25%	35 19.06%	23 11.74%	42 16.40%	37 17.53%	34 19.68%C	36 21.77%C	26 15.69%	85 18.81%C	1 4.24%	1 7.30%	164 16.57%	136 17.79%	52 18.85%	13 30.20%	282 17.62%	85 17.67%	303 17.68%	61 17.92%
I don't see the point	83 3.96%	48 4.78%bf	5 2.10%	18 8.03%be f	2 2.71%	2 1.27%	4 1.24%	4 4.87%	44 3.05%	23 2.80%	20 3.40%	38 5.92%h	19 7.70%ij	6 4.12%	13 5.15%	2 5.19%	26 5.97%i	26 4.13%	26 3.30%	74 4.39%	9 2.21%	20 3.75%	62 4.09%	8 13.55%CD EFHI	10 5.51%	8 4.16%	13 5.07%	9 4.21%	5 2.64%	9 5.49%	6 3.71%	11 2.34%	1 4.24%	- -	44 4.48%	25 3.28%	11 4.18%	2 4.95%	40 2.49%	42 8.66%PR	47 2.77%	35 10.09%PR
Other, please specify	54 2.58%	20 2.02%	7 2.70%	6 2.79%	1 0.96%	8 5.99%a	10 2.91%	3 3.15%	38 2.65%	26 3.15%	12 1.97%	17 2.55%	8 3.17%	4 2.59%	5 1.93%	- -	11 2.47%	18 2.81%	16 2.05%	41 2.41%	14 3.29%	17 3.16%	36 2.37%	- -	6 3.27%	5 2.47%	10 3.93%	6 2.73%	2 1.22%	8 4.98%HI	1 0.66%	7 1.49%	2 12.50%	1 12.89%	27 2.75%	17 2.20%	6 2.06%	- -	38 2.39%	15 3.18%	43 2.51%	11 3.10%
Don't know	74 3.50%	42 4.23%f	10 4.15%	6 2.75%	2 2.50%	5 3.85%	6 1.79%	2 2.30%	40 2.77%	21 2.50%	19 3.15%	32 4.87%h	17 6.64%l	4 2.85%	11 4.22%	3 8.79%l	17 3.81%	20 3.07%	20 2.60%	61 3.59%	13 3.13%	23 4.23%	47 3.09%	5 8.53%CE GH	7 3.93%	5 2.31%	8 3.11%	2 1.05%	9 5.47%EG	2 1.16%	4 2.13%	15 3.31%	1 10.29%	- -	35 3.55%	21 2.75%	11 4.17%	2 5.94%	47 2.94%	23 4.88%PR	48 2.80%	13 3.87%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 143

S20. Which, if any, of the following prevent you from composting or recycling leftover food more often?

Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	What is the combined annual income of your household, prior to tax being deducted?: >£7k-£14k (B)	What is the combined annual income of your household, prior to tax being deducted?: >£14k-£21k (C)	What is the combined annual income of your household, prior to tax being deducted?: >£21k-£28k (D)	What is the combined annual income of your household, prior to tax being deducted?: >£28k-£34k (E)	What is the combined annual income of your household, prior to tax being deducted?: >£34k-£41k (F)	What is the combined annual income of your household, prior to tax being deducted?: >£41k-£48k (G)	What is the combined annual income of your household, prior to tax being deducted?: >£48k-£55k (H)	What is the combined annual income of your household, prior to tax being deducted?: >£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	What is the highest educational level that you have achieved to date?: Primary (K)	What is the highest educational level that you have achieved to date?: Secondary (L)	What is the highest educational level that you have achieved to date?: University degree (M)	What is the highest educational level that you have achieved to date?: Higher university degree (N)	What is the highest educational level that you have achieved to date?: Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Those with reasons stopping them from composting/ recycling leftover food more often	1090 51.73%	575 57.23%b ef	115 47.31%f	138 60.57%b ef	46 60.67%e f	49 37.08%	124 36.60%	44 50.77%f	688 48.09%	363 43.59%	325 54.37%i	390 60.27%ih	131 51.97%	94 66.41%ij jlo	165 65.11%ij jlo	13 40.90%	219 49.67%	339 53.05%	416 53.08%	902 53.30%v	188 45.31%	289 53.07%	781 51.21%	28 47.73%	99 54.21%	92 46.07%	145 56.40%C	108 51.36%	86 50.12%	94 56.75%	84 50.16%	237 52.81%	6 43.31%	3 34.86%	495 50.00%	405 52.92%	144 52.70%	32 76.06%	822 51.39%	257 53.61%	882 51.43%	190 55.53%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 144

S20. Which, if any, of the following prevent you from composting or recycling leftover food more often?
Base: All respondents

	Total	S18. Currently cuts down food waste by planning food buy: NET: Does always to rarely (a)	S18. Currently cuts down food waste by planning food buy: Never (b)	S18. Currently cuts down food waste by composting or recycling: NET: Does always to rarely (c)	S18. Currently cuts down food waste by composting or recycling: Never (d)	S18. Frequency cut down/meat dairy: Often (e)	S18. Frequency cut down/meat dairy: Sometimes (f)	S18. Frequency cut down/meat dairy: Rarely (g)	S18. Frequency cut down/meat dairy: Never (h)
Unweighted base	2108	1996	63	1608	420	301	536	411	608
Weighted base	2108	1991	63*	1619	397	304	540	399	601
Not applicable - nothing is stopping me from composting or recycling leftover food	944 44.77%	908 45.59%b	18 29.20%	858 53.02%d	62 15.69%	126 41.50%	246 45.60%	174 43.57%	265 44.11%
There is no kerbside collection of food waste in my area	430 20.42%	410 20.60%	13 21.01%	263 16.23%	146 36.80%c	67 22.13%	108 19.96%	86 21.50%	119 19.88%
It's too much of a hassle / too time consuming	207 9.80%	190 9.53%	12 18.40%a	118 7.28%	81 20.49%c	29 9.62%f	28 5.20%	49 12.29%f	82 13.64%f
It's not clear what food waste can and can't be recycled	199 9.44%	188 9.45%	5 7.16%	149 9.20%	44 11.14%	35 11.50%h	48 8.91%	56 14.04%fh	43 7.16%
I don't have the space or facilities to home compost	470 22.28%	446 22.40%	16 25.51%	270 16.69%	177 44.48%c	64 21.12%	110 20.44%	91 22.82%	156 25.90%f
It attracts pests (e.g. foxes, rats, insects etc.)	368 17.46%	351 17.62%	13 19.99%	254 15.70%	105 26.33%c	60 19.70%	98 18.21%	64 16.08%	115 19.10%
I don't see the point	83 3.96%	66 3.34%	15 23.66%a	45 2.76%	32 7.94%c	9 3.01%	14 2.53%	11 2.67%	39 6.46%efg
Other, please specify	54 2.58%	53 2.65%	2 2.69%	39 2.42%	14 3.45%	6 1.91%	13 2.48%	9 2.31%	22 3.66%
Don't know	74 3.50%	59 2.96%	1 1.60%	40 2.49%	16 4.03%	7 2.41%	18 3.26%	13 3.33%	16 2.67%

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

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 144
S20. Which, if any, of the following prevent you from composting or recycling leftover food more often?
Base: All respondents

		S18. Currently cuts down food waste by planning food buy		S18. Currently cuts down food waste by composting or recycling		S18. Frequency cut down/meat dairy			
	Total	NET: Does always to rarely (a)	Never (b)	NET: Does always to rarely (c)	Never (d)	Often (e)	Sometimes (f)	Rarely (g)	Never (h)
Weighted base	2108	1991	63*	1619	397	304	540	399	601
NET: Those with reasons stopping them from composting/ recycling leftover food more often	1090 51.73%	1024 51.45%	44 69.20%a	720 44.49%	319 80.28%c	171 56.08%	276 51.13%	212 53.10%	320 53.23%

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

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 145

S21. Which, if any, of the following prevent you from eating less meat and dairy (i.e. high carbon-footprint foods)?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1856	927	926	138	305	308	341	303	461	1566	1704	152	88	50	81	224	162	166	147	171	229	254	132	467	615	484	481	557	382	436	436	613	404	310	21	68
Weighted base	1844	931	908	176	310	297	325	291	445	1562	1694	151	84*	48*	76*	206	160	154	133	176	251	250	155	442	656	464	485	528	380	451	435	603	402	306	20**	74*
Meat and dairy alternatives are too expensive	402 21.82%	218 23.44%	184 20.28%	49 28.05%h	84 27.02%h	73 24.39%h	66 20.20%	63 21.54%h	68 15.36%	338 21.67%	370 21.85%	32 21.47%	19 22.03%	13 27.32%	17 21.98%	50 24.11%	30 18.48%	40 25.90%v	27 20.46%	38 21.32%	49 19.71%	65 25.93%v	23 15.06%	96 21.71%	138 20.98%	105 22.60%	117 24.15%	107 20.29%	75 19.84%	103 22.75%	79 18.15%	118 19.49%	106 26.28%EF	83 26.99%E FJ	6 29.59%	11 14.69%
Alternative options are less readily available where I shop	125 6.80%	78 8.38%b	47 5.22%	20 11.43%h	24 7.85%	24 8.00%h	21 6.49%	17 5.84%	19 4.30%	105 6.72%	116 6.87%	9 6.03%	9 10.52%rv	3 5.32%	3 3.88%	20 9.82%pr v	6 4.07%	8 4.95%	5 3.59%	12 6.98%	24 9.68%rv	22 8.65%v	5 3.02%	30 6.72%	51 7.71%	25 5.33%	56 11.46%BC D	27 5.14%	18 4.82%	24 5.41%	29 6.60%	38 6.37%	37 9.23%	17 5.64%	2 12.23%	2 2.14%
I find it difficult to work out which options are more environmentally friendly	125 6.77%	71 7.61%	54 5.96%	12 6.97%	21 6.64%	32 10.70%fg h	17 5.35%	15 5.28%	28 6.18%	103 6.57%	116 6.85%	9 5.90%	8 9.41%	6 11.64%s	5 6.09%	18 8.67%	11 6.95%	9 5.85%	7 5.59%	6 3.55%	19 7.61%	15 6.18%	12 7.53%	34 7.60%	46 7.04%	23 4.90%	47 9.76%BC	30 5.67%	18 4.80%	29 6.52%	26 6.00%	41 6.76%	24 6.09%	27 8.93%	4 17.50%	2 2.14%
It's hard to find alternatives that are as nutritious	272 14.75%	137 14.74%	135 14.84%	41 23.15%f gh	55 17.57%f	51 17.30%f	33 10.03%	34 11.79%	58 13.13%	237 15.18%	257 15.18%	15 9.95%	12 13.93%	9 17.15%	7 8.68%	31 15.01%	23 14.61%	27 17.22%	17 12.83%	27 15.49%	49 19.57%k n	33 13.28%	23 14.81%	61 13.78%	105 16.05%	71 15.31%	79 16.30%	76 14.40%	53 13.93%	64 14.18%	66 15.17%	77 12.77%	60 14.94%	56 18.19%F	5 25.06%	8 11.16%
I don't believe the environmental/ sustainability claims made by brands	242 13.10%	157 16.87%b	85 9.32%	18 9.98%	31 10.07%	42 14.08%	39 12.10%	35 11.99%	77 17.26%c d	205 13.10%	224 13.24%	17 11.54%	11 13.00%	9 18.17%s	11 14.20%	34 16.47%s	22 13.88%	23 15.05%	17 12.57%	14 8.02%	34 13.37%	28 11.25%	22 14.19%	67 15.14%	84 12.74%	54 11.67%	68 14.09%	56 10.66%	54 14.14%	63 14.03%	72 16.64%FH	68 11.29%	52 13.00%	33 10.64%	2 8.58%	15 19.81%
I/my family don't like the taste of alternative products	464 25.17%	245 26.33%	219 24.12%	46 26.11%	71 22.73%	75 25.18%	84 25.72%	68 23.53%	121 27.15%	391 25.07%	432 25.50%	32 21.47%	24 28.72%	16 33.88%n	13 17.55%	60 28.97%	41 25.53%	45 29.03%	40 30.38%n	40 22.45%	59 23.57%	58 23.31%	35 22.80%	114 25.76%	153 23.29%	125 26.92%	119 24.56%	129 24.37%	93 24.34%	124 27.45%	116 26.64%H	165 27.27%H	101 25.20%H	55 17.99%	5 23.27%	23 30.77%H
I/my family enjoy eating meat and dairy	1075 58.29%	567 60.89%b	504 55.55%	93 53.04%	142 45.64%	164 55.17%d de	211 64.89%c de	175 60.28%d de	290 65.15%c de	907 58.08%	990 58.48%	85 56.46%	53 62.88%t	30 63.63%	46 60.81%	122 59.41%t	88 55.00%	84 54.15%	85 63.61%t	114 64.52%t	123 49.18%	151 60.33%t	94 60.56%t	257 58.06%	368 56.12%	282 60.80%	292 60.22%	297 56.19%	227 59.59%	260 57.59%	274 62.92%H	353 58.55%	234 58.35%	157 51.28%	8 39.30%	47 63.13%
I find it harder to cook meals that are meat/dairy free	224 12.12%	112 12.03%	112 12.29%	28 15.67%g h	57 18.43%e fgh	37 12.32%	36 11.20%	25 8.77%	40 9.04%	185 11.87%	204 12.07%	19 12.72%	11 12.93%	8 17.04%	7 9.77%	32 15.61%	21 13.36%	22 14.32%	14 10.55%	17 9.60%	26 10.26%	30 12.18%	15 9.76%	61 13.79%	71 10.87%	53 11.45%	73 15.05%C	60 11.43%	39 10.26%	51 11.34%	48 11.00%	65 10.76%	64 15.93%EF	37 12.10%	4 19.94%	6 7.68%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 145

S21. Which, if any, of the following prevent you from eating less meat and dairy (i.e. high carbon-footprint foods)?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	1844	931	908	176	310	297	325	291	445	1562	1694	151	84*	48*	76*	206	160	154	133	176	251	250	155	442	656	464	485	528	380	451	435	603	402	306	20**	74*
Other, please specify	98 5.31%	39 4.16%	59 6.53%a	6 3.13%	12 3.73%	13 4.28%	17 5.10%	15 5.32%	36 8.13%de	82 5.26%	91 5.35%	7 4.90%	7 8.29%	2 3.31%	7 8.97%	13 6.29%	9 5.72%	5 2.99%	7 5.21%	10 5.86%	10 3.97%	11 4.38%	10 6.70%	29 6.55%	31 4.77%	22 4.72%	23 4.83%	35 6.61%C	12 3.14%	28 6.15%	23 5.34%	29 4.74%	23 5.68%	15 4.89%	- -	7 9.86%
Don't know	143 7.77%	50 5.35%	92 10.14%a	9 4.89%	27 8.58%	25 8.29%	22 6.75%	30 10.47%	31 6.98%	116 7.41%	125 7.40%	18 11.99%os	8 9.95%	1 2.53%	5 6.69%	10 5.07%	12 7.45%	17 11.10%o	10 7.31%	9 5.09%	20 7.91%	18 7.16%	15 9.47%	27 6.21%	52 7.99%	36 7.73%	19 3.84%	50 9.50%A	32 8.31%A	43 9.54%A	20 4.53%	58 9.55%E	29 7.20%	28 9.28%E	1 3.64%	8 10.85%E
NET: Those with reasons stopping them from eating less meat and dairy	1844 100.00%	931 100.00%	908 100.00%	176 100.00%	310 100.00%	297 100.00%	325 100.00%	291 100.00%	445 100.00%	1562 100.00%	1694 100.00%	151 100.00%	84 100.00%	48 100.00%	76 100.00%	206 100.00%	160 100.00%	154 100.00%	133 100.00%	176 100.00%	251 100.00%	250 100.00%	155 100.00%	442 100.00%	656 100.00%	464 100.00%	485 100.00%	528 100.00%	380 100.00%	451 100.00%	435 100.00%	603 100.00%	402 100.00%	306 100.00%	20 100.00%	74 100.00%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 146

S21. Which, if any, of the following prevent you from eating less meat and dairy (i.e. high carbon-footprint foods)?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Home-owners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1856	857	300	158	57	118	298	68	1259	676	583	570	111	172	287	27	391	564	707	1497	359	466	1367	50	154	187	213	194	157	151	150	406	8	9	878	681	245	26	1368	465	1488	323
Weighted base	1844	879	216	188	60*	123	304	74*	1263	736	527	559	216	126	217	23**	386	553	701	1493	352	465	1354	48*	158	181	217	185	151	149	149	404	9**	9**	870	671	244	34**	1375	447	1492	311
Meat and dairy alternatives are too expensive	402 21.82%	211 23.95%f	50 23.06%f	47 24.76%f	17 28.73%f	20 15.88%	44 14.41%	15 20.01%	249 19.71%	132 17.88%	117 22.29%	149 26.73%h	52 24.25%	33 26.09%i	64 29.58%i j	4 17.74%	88 22.88%	117 21.08%	158 22.46%	340 22.78%v	62 17.74%	110 23.74%	288 21.28%	14 29.88%	31 19.62%	43 23.86%	43 19.61%	41 22.38%	33 21.60%	33 22.23%	36 24.23%	88 21.89%	2 23.06%	3 35.73%	184 21.10%	138 20.56%	68 27.69%L M	8 21.97%	318 23.12%Q	79 17.70%	335 22.45%Q	58 18.59%
Alternative options are less readily available where I shop	125 6.80%	74 8.40%e	11 5.28%	14 7.20%	3 5.66%	3 2.40%	15 5.06%	5 6.67%	83 6.57%	43 5.89%	40 7.53%	42 7.48%	13 5.91%	9 6.79%	20 9.43%i	1 3.20%	23 6.05%	32 5.75%	53 7.61%	108 7.20%	18 5.11%	27 5.81%	96 7.12%	4 7.84%	11 7.21%	8 4.56%	11 5.27%	10 5.25%	11 7.04%	9 6.32%	15 10.27%	29 7.10%	- -	- -	42 4.79%	65 9.64%L	13 5.45%	6 17.10%	105 7.67%Q	20 4.49%	106 7.12%Q	19 6.19%
I find it difficult to work out which options are more environmentally friendly	125 6.77%	61 6.90%	12 5.32%	20 10.52%	3 5.20%	5 3.96%	20 6.56%	5 6.76%	72 5.69%	43 5.78%	29 5.55%	51 9.15%h	28 13.09%ij n	11 8.47%	12 5.63%	2 8.61%	25 6.59%	35 6.35%	49 7.04%	99 6.64%	26 7.36%	38 8.14%	85 6.26%	3 5.62%	9 5.88%	13 7.47%	14 6.45%	11 6.07%	10 6.54%	9 6.32%	7 4.88%	33 8.11%	- -	1 7.30%	47 5.45%	48 7.09%	25 10.11%L	4 10.59%	101 7.31%	24 5.45%	104 6.98%	21 6.66%
It's hard to find alternatives that are as nutritious	272 14.75%	148 16.80%b	19 8.65%	37 19.69%b	8 13.96%	14 11.19%	40 13.29%	6 8.19%	162 12.80%	92 12.53%	69 13.18%	103 18.47%h	42 19.60%	16 12.59%	45 20.77%i jm	7 31.35%	53 13.71%	81 14.63%	103 14.69%	221 14.84%	51 14.38%	69 14.80%	199 14.71%	9 18.29%	17 10.65%	27 15.18%	30 14.04%	33 17.65%H	18 11.78%	24 16.28%	14 9.18%	65 16.13%H	- -	1 12.95%	121 13.93%	93 13.87%	50 20.36%L M	6 18.87%	217 15.76%	54 12.06%	228 15.27%	44 14.20%
I don't believe the environmental/ sustainability claims made by brands	242 13.10%	115 13.11%	24 10.87%	17 9.16%	6 10.61%	20 16.33%	52 17.00%b c	8 10.16%	165 13.09%	101 13.67%m	65 12.29%m	73 12.99%	37 17.21%m	8 6.24%	28 12.73%m	4 16.29%	48 12.36%	76 13.64%	84 12.02%	184 12.32%	58 16.46%u	74 15.81%	166 12.29%	10 21.82%C	19 12.11%	18 10.07%	31 14.11%	25 13.64%	20 12.97%	17 11.40%	19 12.69%	48 12.01%	3 30.13%	3 28.96%	109 12.57%	92 13.78%	34 13.93%	- -	125 9.07%	116 25.95%P R	165 11.07%P	73 23.36%PR
I/my family don't like the taste of alternative products	464 25.17%	228 25.90%b	43 19.75%	39 20.49%	15 25.48%	33 26.60%	82 26.91%b c	25 34.33%b c	331 26.18%	199 27.05%	131 24.97%	129 23.11%	56 25.74%	25 19.73%	49 22.46%	4 19.37%	96 24.84%	139 25.14%	184 26.27%	370 24.76%	95 26.90%	124 26.62%	334 24.70%	10 21.80%	40 25.63%	45 24.97%	50 23.17%	50 27.02%	39 25.70%	46 30.85%	44 29.69%	94 23.32%	2 27.83%	3 36.80%	227 26.09%	159 23.73%	65 26.80%	6 17.52%	341 24.82%	120 26.90%	362 24.24%	98 31.48%PQR
I/my family enjoy eating meat and dairy	1075 58.29%	480 54.61%	131 60.61%	99 52.82%	35 58.33%	70 56.85%	213 70.23%a bce	46 62.51%	774 61.26%k	463 62.93%l mn	310 58.92%l	289 51.68%	102 47.22%	67 53.08%	120 55.30%	13 56.05%	208 53.85%	331 59.85%	419 59.77%	853 57.15%	222 63.16%u	286 61.40%	778 57.49%	22 46.15%	87 55.26%	99 54.67%	123 56.51%	124 67.27%A BCDFI	84 55.60%	90 60.03%	96 64.42%A	234 57.97%	5 60.20%	6 74.16%	507 58.27%	396 59.07%	142 58.24%	16 46.35%	787 57.22%	274 61.25%	856 57.39%	195 62.68%
I find it harder to cook meals that are meat/dairy free	224 12.12%	123 14.01%f	26 12.24%	21 11.30%	10 16.05%	11 9.01%	25 8.26%	7 9.22%	140 11.07%	61 8.24%	79 15.02%i	80 14.34%	34 15.73%i	15 11.88%	31 14.38%i	4 16.13%	42 10.96%	68 12.22%	89 12.68%	186 12.43%	38 10.79%	60 13.01%	162 11.96%	5 10.51%	21 13.17%	17 9.16%	31 14.29%	24 12.88%	13 8.47%	12 8.27%	19 13.08%	57 14.17%	- -	1 12.95%	87 10.02%	91 13.58%L	36 14.61%	9 24.89%	183 13.34%Q	40 8.96%	186 12.47%Q	36 11.72%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 146

S21. Which, if any, of the following prevent you from eating less meat and dairy (i.e. high carbon-footprint foods)?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	1844	879	216	188	60*	123	304	74*	1263	736	527	559	216	126	217	23**	386	553	701	1493	352	465	1354	48*	158	181	217	185	151	149	149	404	9**	9**	870	671	244	34**	1375	447	1492	311
Other, please specify	98 5.31%	38 4.37%	9 4.02%	8 4.33%	6 9.96%	11 8.99%a	24 7.89%a	2 2.34%	66 5.26%	39 5.31%	27 5.18%	29 5.12%	13 5.93%	7 5.29%	9 4.22%	3 13.12%	28 7.13%	27 4.97%	30 4.29%	80 5.38%	18 5.02%	38 8.18%x	58 4.25%	3 7.19%	8 4.95%	16 9.02%DH	8 3.86%	8 4.54%	11 7.06%H	6 4.31%	3 1.72%	21 5.23%	- -	1 12.89%	39 4.45%	41 6.11%	13 5.36%	- -	71 5.14%	26 5.88%	80 5.36%	16 5.19%
Don't know	143 7.77%	63 7.20%	19 8.94%	18 9.51%	5 7.95%	14 11.40%f	16 5.15%	8 11.33%	97 7.70%	61 8.26%	36 6.92%	44 7.93%	22 10.13%	7 5.52%	15 7.13%	2 8.17%	36 9.29%	42 7.66%	47 6.66%	115 7.67%	29 8.20%	42 9.07%	97 7.20%	1 2.95%	18 11.11%	17 9.39%	16 7.59%	13 6.99%	13 8.59%	11 7.08%	7 4.86%	29 7.16%	- -	- -	87 10.01%MN	41 6.04%	13 5.41%	1 3.95%	117 8.48%Q	22 4.87%	116 7.77%Q	19 6.02%
NET: Those with reasons stopping them from eating less meat and dairy	1844 100.00%	879 100.00%	216 100.00%	188 100.00%	60 100.00%	123 100.00%	304 100.00%	74 100.00%	1263 100.00%	736 100.00%	527 100.00%	559 100.00%	216 100.00%	126 100.00%	217 100.00%	23 100.00%	386 100.00%	553 100.00%	701 100.00%	1493 100.00%	352 100.00%	465 100.00%	1354 100.00%	48 100.00%	158 100.00%	181 100.00%	217 100.00%	185 100.00%	151 100.00%	149 100.00%	149 100.00%	404 100.00%	9 100.00%	9 100.00%	870 100.00%	671 100.00%	244 100.00%	34 100.00%	1375 100.00%	447 100.00%	1492 100.00%	311 100.00%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 147

S21. Which, if any, of the following prevent you from eating less meat and dairy (i.e. high carbon-footprint foods)?
Base: All respondents

		S18. Currently cuts down food waste by planning food buy		S18. Currently cuts down food waste by composting or recycling		S18. Frequency cut down/meat dairy			
	Total	NET: Does always to rarely (a)	Never (b)	NET: Does always to rarely (c)	Never (d)	Often (e)	Sometimes (f)	Rarely (g)	Never (h)
Unweighted base	1856	1774	62	1418	394	301	536	411	608
Weighted base	1844	1761	62*	1421	375	304	540	399	601
Meat and dairy alternatives are too expensive	402 21.82%	398 22.59%b	3 5.08%	315 22.16%	74 19.69%	68 22.25%	138 25.55%h	92 23.10%h	105 17.39%
Alternative options are less readily available where I shop	125 6.80%	119 6.75%	4 6.65%	108 7.60%d	15 4.02%	29 9.66%h	37 6.87%	26 6.61%	33 5.43%
I find it difficult to work out which options are more environmentally friendly	125 6.77%	122 6.93%	2 3.00%	111 7.78%d	13 3.49%	22 7.27%h	46 8.59%h	35 8.73%h	22 3.59%
It's hard to find alternatives that are as nutritious	272 14.75%	259 14.70%	12 19.63%	216 15.21%	46 12.27%	54 17.58%	84 15.59%	57 14.19%	78 12.93%
I don't believe the environmental/ sustainability claims made by brands	242 13.10%	225 12.76%	17 27.12%a	187 13.13%	50 13.38%	28 9.29%	47 8.74%	44 10.90%	123 20.41%efg
I/my family don't like the taste of alternative products	464 25.17%	440 24.97%	18 28.31%	344 24.22%	103 27.47%	46 15.00%	121 22.33%e	95 23.71%e	203 33.83%efg
I/my family enjoy eating meat and diary	1075 58.29%	1028 58.40%	37 59.53%	802 56.44%	250 66.60%c	89 29.13%	268 49.61%e	271 67.89%ef	448 74.49%efg
I find it harder to cook meals that are meat/dairy free	224 12.12%	216 12.27%	6 8.86%	162 11.40%	56 14.90%	32 10.58%	83 15.47%h	50 12.42%	58 9.70%
Other, please specify	98 5.31%	94 5.32%	4 6.96%	82 5.75%	14 3.81%	30 9.76%fgh	25 4.71%g	8 2.09%	35 5.75%g

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

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 147

S21. Which, if any, of the following prevent you from eating less meat and dairy (i.e. high carbon-footprint foods)?
Base: All respondents

		S18. Currently cuts down food waste by planning food buy		S18. Currently cuts down food waste by composting or recycling		S18. Frequency cut down/meat dairy			
	Total	NET: Does always to rarely (a)	Never (b)	NET: Does always to rarely (c)	Never (d)	Often (e)	Sometimes (f)	Rarely (g)	Never (h)
Weighted base	1844	1761	62*	1421	375	304	540	399	601
Don't know	143 7.77%	134 7.61%	3 5.37%	112 7.89%	28 7.36%	52 17.05%fgh	54 9.97%gh	17 4.15%	21 3.51%
NET: Those with reasons stopping them from eating less meat and dairy	1844 100.00%	1761 100.00%	62 100.00%	1421 100.00%	375 100.00%	304 100.00%	540 100.00%	399 100.00%	601 100.00%

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

Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 148
S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Summary
Base: All respondents

	Clothing and footwear	Small electrical appliances (e.g. toaster, kettle, hairdryer etc.)	Digital products (e.g. phone, tablet, laptop etc.)	Furniture and home decor
Unweighted base	2108	2108	2108	2108
Weighted base	2108	2108	2108	2108
Sold items online	550 26.09%	187 8.85%	330 15.66%	322 15.27%
Sold items offline (e.g. car boot sale)	141 6.68%	99 4.71%	91 4.33%	97 4.60%
Gave items to charity, friends or family	1261 59.81%	384 18.20%	307 14.56%	629 29.83%
Recycled items	592 28.08%	662 31.40%	430 20.41%	380 18.01%
None of these	155 7.34%	407 19.31%	464 22.02%	385 18.27%
Don't know	31 1.48%	39 1.83%	29 1.38%	32 1.50%
Not applicable - there hasn't been an item of this type that I've no longer wanted	217 10.28%	601 28.49%	698 33.09%	653 30.96%

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 149

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Clothing and footwear
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Sold items online	550 26.09%	173 16.84%	377 35.11%a	80 35.27%gh	147 40.43%efgh	107 31.80%gh	98 26.69%gh	55 17.16%	63 12.80%	480 27.10%k	517 26.78%k	33 18.69%	23 23.29%	14 23.09%	19 21.68%	71 30.49%kq	54 31.05%kq	37 20.56%	43 28.33%kq	60 30.39%kq	66 23.71%	79 27.58%k	51 27.87%	144 29.15%	196 26.21%	140 26.43%	163 29.39%LD	158 26.02%	124 28.19%LD	104 20.71%	116 23.59%LJ	206 29.88%EJ	122 26.30%LJ	91 26.70%LJ	3 15.08%	11 12.94%
Sold items offline (e.g. car boot sale)	141 6.68%	67 6.48%	74 6.92%	35 15.40%defgh	28 7.86%h	25 7.44%h	17 4.63%	21 6.44%h	15 2.96%	125 7.06%k	136 7.05%k	5 2.76%	9 9.15%kr	2 3.10%	7 8.62%kru	20 8.73%kr	9 5.29%	9 5.16%	2 1.65%	12 6.08%r	33 11.96%kpqru	12 4.32%	19 10.21%kru	37 7.50%	64 8.60%y	24 4.49%	50 9.10%uB	32 5.23%	29 6.55%	30 5.90%	36 7.24%	49 7.14%	28 6.00%	18 5.14%	4 17.40%	6 6.27%
Gave items to charity, friends or family	1261 59.81%	525 51.09%	732 68.18%a	116 50.90%	202 55.80%	197 58.66%	207 56.48%	199 61.82%c	339 68.82%cdefg	1062 59.98%	1151 59.68%	110 61.14%	55 55.49%	34 57.95%	54 62.18%	144 61.60%	98 56.13%	106 58.44%	103 67.92%pt	120 61.40%	154 55.27%	179 62.54%	103 57.06%	296 59.77%	437 58.50%	329 62.26%	350 63.17%C	372 61.15%	249 56.39%	289 57.48%	308 62.54%	406 58.88%	288 62.16%	191 56.11%	14 61.01%	49 55.00%
Recycled items	592 28.08%	288 27.98%	299 27.85%	47 20.75%	97 26.64%	103 30.62%c	109 29.81%c	100 30.95%c	136 27.65%	496 28.03%	548 28.39%	44 24.80%	32 31.89%	20 33.19%	16 19.04%	73 31.28%n	41 23.64%	51 28.19%	41 27.09%	51 25.96%	78 28.07%	78 27.22%	66 36.44%uknp	131 26.45%	222 29.78%	143 27.05%	163 29.35%D	183 30.12%D	132 29.83%D	114 22.68%	155 31.40%F	176 25.53%	142 30.75%	88 25.85%	6 28.06%	23 26.07%
None of these	155 7.34%	112 10.92%b	42 3.95%	11 4.80%	27 7.36%	25 7.52%	38 10.48%ch	24 7.51%	29 5.93%	119 6.71%	130 6.76%	24 13.60%ijopqrsv	6 6.22%	5 9.01%	6 7.48%	13 5.61%	9 5.24%	12 6.47%	10 6.50%	9 4.74%	23 8.29%	25 8.62%	11 6.33%	29 5.81%	59 7.94%	31 5.84%	30 5.40%	44 7.23%	33 7.46%	48 9.51%A	32 6.43%	45 6.52%	26 5.53%	40 11.73%EFG	2 7.84%	8 8.57%
Don't know	31 1.48%	19 1.88%	12 1.10%	13 5.76%defgh	5 1.40%h	6 1.68%h	4 0.98%h	4 1.15%h	- -	29 1.66%	31 1.62%	- -	1 0.68%	1 1.83%	5 5.86%aoprsu	3 1.42%	1 0.42%	5 2.53%k	- -	1 0.61%	8 2.91%kru	1 0.51%	5 2.72%k	9 1.84%	14 1.94%	6 1.09%	11 1.96%	12 1.96%	4 1.00%	4 0.79%	3 0.68%	13 1.88%	5 1.15%	8 2.26%	1 3.21%	1 1.35%
Not applicable - there hasn't been an item of this type that I've no longer wanted	217 10.28%	135 13.18%b	81 7.58%	18 7.71%	24 6.53%	32 9.52%	48 13.04%d	44 13.63%d	52 10.52%	180 10.15%	202 10.46%	15 8.41%	13 13.59%	9 14.41%	6 7.42%	17 7.33%	21 11.78%	23 12.77%	13 8.86%	24 12.24%	28 10.24%	27 9.38%	20 10.80%	44 8.92%	75 10.05%	61 11.45%	42 7.64%	56 9.28%	46 10.33%	72 14.38%AB	51 10.30%	69 10.08%	40 8.59%	39 11.57%	- -	16 18.22%FG

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 150

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Clothing and footwear
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Sold items online	550 26.09%	301 29.93%def	78 32.33%def	69 30.47%def	12 15.26%	24 18.01%	40 11.88%	26 30.10%f	354 24.73%	138 16.57%	216 36.11%lo	191 29.47%h	63 24.95%l	42 29.74%l	86 33.80%l	6 18.47%	88 19.88%	153 23.88%s	243 31.01%rs	441 26.06%	109 26.21%	129 23.56%	414 27.14%	12 20.79%	28 15.23%	47 23.87%	53 20.70%	53 25.14%LB	47 27.06%LB	51 30.51%LB	42 25.26%LB	150 33.34%LB	3 18.68%	- -	253 25.62%	211 27.59%	70 25.54%	12 28.56%	441 27.58%Q	104 21.67%	469 27.37%Q	70 20.44%
Sold items offline (e.g. car boot sale)	141 6.68%	79 7.82%f	26 10.61%def	16 6.93%	2 2.24%	5 3.86%	11 3.26%	3 3.45%	78 5.44%	44 5.25%	34 5.70%	58 8.97%h	30 11.96%kl	12 8.53%	16 6.25%	5 16.47%kl	20 4.60%	52 8.15%r	54 6.84%	116 6.88%	25 5.91%	30 5.55%	103 6.74%	2 3.89%	7 3.97%	11 5.39%	24 9.22%	16 7.42%	13 7.43%	16 9.76%LB	8 4.69%	30 6.60%	- -	1 12.95%	59 5.97%	48 6.29%	26 9.37%	7 16.58%	119 7.46%QS	21 4.37%	121 7.06%Q	14 4.03%
Gave items to charity, friends or family	1261 59.81%	554 55.19%	157 64.89%ac	122 53.81%	41 53.96%	94 70.23%acd	234 69.15%acd	58 67.48%	882 61.69%uk	519 62.36%m	363 60.76%m	360 55.64%	140 55.65%	73 51.85%	147 57.73%	18 59.96%	251 57.02%	397 62.02%	465 59.38%	1000 59.08%	260 62.78%	333 61.07%	907 59.47%	33 55.86%	100 54.91%	118 59.29%	156 60.97%	133 63.04%	107 62.34%	103 62.00%	95 56.75%	267 59.40%	6 40.70%	5 62.64%	580 58.67%	476 62.10%	169 61.63%	19 44.11%	994 62.14%Q S	255 53.19% S	1075 62.69%Q S	166 48.40%
Recycled items	592 28.08%	298 29.66%c	62 25.61%	44 19.36%	22 28.96%	32 24.31%	103 30.39%c	31 35.69%c	430 30.10%k	246 29.59%l	184 30.81%l n	154 23.78%	50 19.95%	42 29.91%l	61 24.19%	8 24.67%	108 24.63%	187 29.19%	244 31.10%r	464 27.39%	128 30.90%	147 26.87%	438 28.72%	9 14.77%	43 23.41%	57 28.66%A	66 25.86%	60 28.62%A B	60 34.83%A	48 28.65%A	60 35.75%A BD	136 30.28%A	2 13.50%	1 16.73%	255 25.80%	240 31.31%L	81 29.72%	12 28.95%	477 29.79%Q S	110 22.81%	513 29.92%Q S	72 21.03%
None of these	155 7.34%	83 8.25%b	11 4.39%	19 8.31%	11 14.24%be f	5 4.11%	21 6.31%	5 5.46%	89 6.21%	54 6.45%	35 5.88%	65 9.97%h	31 12.19%kl	14 9.90%	20 7.82%	1 4.42%	30 6.77%	41 6.44%	56 7.13%	133 7.83%	22 5.36%	35 6.34%	112 7.34%	3 4.49%	11 6.09%	16 8.07%	20 7.98%	15 7.10%	6 3.35%	13 7.94%	10 5.97%	33 7.26%	- -	- -	76 7.63%	52 6.81%	20 7.42%	4 10.48%	97 6.05%	55 11.44%PR	99 5.77%	50 14.55%PR
Don't know	31 1.48%	21 2.11%f	2 0.76%	6 2.56%f	1 1.49%	- -	1 0.36%	- -	19 1.34%	9 1.05%	11 1.76%	10 1.48%	2 0.73%	5 3.24%l	3 1.24%	2 7.71%kl lm	7 1.59%	8 1.21%	9 1.10%	28 1.66%	3 0.74%	4 0.72%	25 1.64%	2 3.03%	3 1.70%	2 1.06%	3 1.15%	3 1.23%	2 1.26%	1 0.44%	1 0.88%	6 1.43%	1 10.29%	- -	10 1.04%	9 1.16%	5 1.85%	2 5.44%	17 1.06%R	10 2.11%R	14 0.80%	10 2.98%PR
Not applicable - there hasn't been an item of this type that I've no longer wanted	217 10.28%	95 9.49%	22 9.16%	41 18.04%abfg	12 16.25%fg	15 11.04%	27 7.91%	4 5.17%	144 10.09%	92 11.05%	52 8.75%	68 10.53%	31 12.34%	15 10.99%	22 8.48%	4 14.15%	68 15.42%st	55 8.63%	68 8.71%	166 9.78%	51 12.33%	80 14.63%x	133 8.71%	12 19.69%D EFGI	32 17.46%D EFGI	24 12.29%	25 9.73%	17 8.07%	13 7.66%	12 7.36%	21 12.38%	35 7.84%	7 49.01%	2 20.64%	109 10.97%N	78 10.13%	17 6.28%	2 5.35%	150 9.39%	62 12.91%PR	160 9.34%	48 14.07%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 151

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Small electrical appliances (e.g. toaster, kettle, hairdryer etc.),
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Sold items online	187 8.85%	101 9.85%	85 7.96%	35 15.43%ef gh	55 15.27%ef gh	31 9.24%h	25 6.82%	21 6.58%	19 3.84%	161 9.09%	177 9.19%	9 5.25%	14 14.03%k	2 3.92%	9 10.75%	22 9.29%	12 7.01%	14 7.95%	12 7.76%	19 9.93%	28 9.99%	25 8.68%	19 10.70%	43 8.74%	72 9.66%	46 8.63%	70 12.61%BD	42 6.90%	39 8.94%	35 7.01%	42 8.61%	53 7.63%	45 9.75%	38 11.03%	3 14.63%	6 6.21%
Sold items offline (e.g. car boot sale)	99 4.71%	56 5.45%	41 3.78%	22 9.67%fg h	26 7.04%fh h	25 7.35%fg h	10 2.62%	11 3.53%h	6 1.24%	85 4.82%	92 4.78%	7 4.01%	2 2.44%	4 7.37%	3 3.51%	8 3.29%	6 3.53%	11 5.84%	4 2.59%	4 2.07%	22 7.77%or s	12 4.27%	16 8.87%or s	17 3.42%	50 6.69%wy	19 3.51%	42 7.60%CD	29 4.84%D	16 3.64%	12 2.33%	22 4.55%	28 4.13%	22 4.78%	17 4.86%	5 19.79%	3 3.77%
Gave items to charity, friends or family	384 18.20%	165 16.07%	218 20.35%a	35 15.56%	64 17.73%	50 14.86%	57 15.41%	68 21.26%a	109 22.14%a f	315 17.79%	345 17.88%	39 21.60%	23 22.89%	7 12.45%	18 20.36%	40 16.98%	29 16.71%	33 18.26%	30 20.06%	33 16.99%	45 16.29%	56 19.64%	30 16.48%	87 17.47%	132 17.62%	97 18.31%	102 18.47%	111 18.24%	82 18.63%	88 17.47%	96 19.44%	109 15.83%	97 20.92%F	57 16.77%	4 19.18%	20 21.97%
Recycled items	662 31.40%	348 33.83%b	313 29.12%	54 23.71%	90 24.74%	104 30.94%	122 33.35%c d	115 35.80%c d	177 35.86%c d	542 30.60%	609 31.60%	53 29.34%	43 43.55%ij kpqrtu	24 41.41%p	26 30.29%	75 32.16%	44 25.30%	50 27.70%	42 27.49%	62 31.60%	84 30.03%	90 31.31%	69 38.01%p	146 29.41%	242 32.46%	154 29.08%	186 33.59%D	192 31.55%	148 33.40%	136 27.07%	181 36.65%FH	213 30.90%	149 32.10%H	84 24.67%	3 13.52%	31 34.52%
None of these	407 19.31%	223 21.68%b	183 17.06%	33 14.65%	65 17.92%	63 18.64%	79 21.63%	60 18.73%	106 21.62%	343 19.38%	368 19.10%	39 21.57%	14 13.94%	12 19.51%	15 17.59%	50 21.57%	36 20.43%	33 18.32%	27 18.10%	30 15.27%	60 21.72%	58 20.37%	32 17.81%	101 20.47%	151 20.25%	91 17.13%	90 16.29%	119 19.56%	91 20.58%	107 21.24%	87 17.67%	132 19.19%	96 20.78%	71 20.78%	1 4.99%	16 18.51%
Don't know	39 1.83%	19 1.87%	19 1.80%	11 4.94%fg h	9 2.36%h	9 2.65%h	4 0.96%	5 1.42%	2 0.36%	35 1.98%	38 1.95%	1 0.51%	1 0.68%	2 3.40%r	6 6.68%kl oprstu	3 1.45%	2 1.41%	6 3.22%r	- -	2 0.95%	5 1.97%	3 1.00%	7 4.03%kr u	12 2.35%	16 2.10%	8 1.46%	11 1.97%	15 2.46%	5 1.20%	7 1.49%	4 0.71%	17 2.41%E	6 1.34%	7 2.14%	4 16.61%	- -
Not applicable - there hasn't been an item of this type that I've no longer wanted	601 28.49%	250 24.30%	350 32.59%a	69 30.29%	103 28.31%	103 30.62%	108 29.49%	90 27.86%	128 26.03%	517 29.21%	554 28.71%	47 26.22%	22 22.65%	14 23.89%	18 21.40%	63 26.94%	59 33.66%t v	58 32.13%	58 37.89%k lnotuv	73 37.47%k lnotuv	65 23.51%	80 27.86%	42 23.29%	140 28.35%	188 25.13%	189 35.76%w x	140 25.15%	169 27.85%	119 26.86%	173 34.40%AB C	134 27.20%	207 30.06%	114 24.64%	110 32.25%G	5 21.75%	26 29.81%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 152

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Small electrical appliances (e.g. toaster, kettle, hairdryer etc.),
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Sold items online	187 8.85%	103 10.28%ef	25 10.35%ef	25 11.18%ef	10 13.56%def	5 3.54%	14 4.28%	3 4.01%	113 7.93%	58 6.91%	56 9.36%	69 10.73%	23 9.08%	20 14.50%ij	26 10.28%	4 12.17%	34 7.77%	58 9.04%	78 10.00%	160 9.43%	27 6.52%	44 8.13%	139 9.12%	10 17.70%CE H	17 9.39%C	7 3.36%	25 9.70%C	14 6.69%	19 10.96%C	21 12.93%CE	13 7.70%	44 9.78%C	- -	2 20.96%	71 7.13%	79 10.25%L	28 10.08%	8 19.45%	146 9.11%	39 8.17%	156 9.07%	30 8.65%
Sold items offline (e.g. car boot sale)	99 4.71%	58 5.81%f	14 5.75%f	17 7.67%def	- -	2 1.82%	5 1.40%	2 2.89%	59 4.09%	27 3.23%	32 5.30%	39 6.04%	16 6.24%	12 8.66%i	11 4.39%	2 5.71%	15 3.33%	30 4.74%	47 5.95%	83 4.88%	17 4.06%	20 3.70%	78 5.11%	2 3.42%	5 2.68%	8 3.91%	12 4.48%	6 2.89%	13 7.37%	6 3.33%	8 5.00%	33 7.26%BE	- -	- -	25 2.54%	44 5.74%L	21 7.74%L	9 21.59%	81 5.05%	19 3.87%	86 5.03%	11 3.24%
Gave items to charity, friends or family	384 18.20%	161 16.04%	49 20.34%	38 16.62%	9 12.20%	24 18.16%	83 24.44%a d	19 22.35%	249 17.38%	147 17.64%	102 17.02%	129 19.99%	52 20.58%	33 23.20%	45 17.61%	6 18.73%	71 16.17%	137 21.42%r	137 17.50%	305 17.98%	79 19.09%	120 22.00%x	259 17.01%	5 9.15%	30 16.25%	36 18.17%	59 22.90%A	41 19.25%	38 21.87%A	35 20.91%	27 16.34%	75 16.66%	2 12.50%	2 20.25%	180 18.24%	146 19.00%	50 18.13%	5 10.88%	303 18.92%S	80 16.57%S	335 19.54%S	43 12.64%
Recycled items	662 31.40%	321 31.95%c	64 26.59%	55 24.09%	17 23.04%	38 28.64%	134 39.59%a bcde	32 37.40%c	485 33.92%k	279 33.49%m n	206 34.52%m n	169 26.07%	70 27.72%	32 22.79%	67 26.25%	8 26.78%	120 27.21%	217 33.91%r	265 33.85%r	502 29.62%	160 38.68%tu	166 30.46%	493 32.32%	10 17.54%	45 24.54%	65 32.51%A	75 29.06% B	78 37.20%A B	64 37.11%A B	58 34.91%A	46 27.73%	161 35.74%AB	1 5.24%	2 23.54%	294 29.69%	256 33.46%	96 35.14%	9 20.79%	545 34.07%Q S	111 23.14% S	588 34.31%Q S	69 20.16%
None of these	407 19.31%	192 19.06%	43 17.67%	39 17.30%	24 31.14%a bcf	30 22.87%	64 18.84%	16 18.15%	263 18.41%	155 18.58%	109 18.17%	141 21.74%	62 24.63%	29 20.74%	49 19.42%	3 10.45%	86 19.56%	111 17.38%	152 19.44%	352 20.81%w	55 13.21%	106 19.40%	292 19.12%	11 18.19%	40 21.69%	36 18.01%	57 22.19%E	29 13.78%	25 14.61%	35 21.00%	33 19.82%	84 18.72%	2 12.65%	- -	206 20.82%	149 19.41%	43 15.57%	4 10.63%	282 17.63% R	119 24.72%P R	301 17.55%	94 27.49%PR
Don't know	39 1.83%	29 2.90%bf	2 0.74%	6 2.58%f	- -	1 0.84%	1 0.19%	- -	25 1.75%	14 1.65%	11 1.87%	12 1.80%	2 0.73%	3 2.45%	6 2.51%	2 6.46%ll	9 2.15%	12 1.81%	9 1.16%	35 2.09%	3 0.78%	9 1.64%	26 1.71%	3 5.01%CI	6 3.23%C	1 0.32%	5 2.07%	3 1.51%	3 1.80%	1 0.85%	3 1.71%	5 1.06%	1 10.29%	- -	14 1.46%	10 1.37%	8 2.83%	1 3.12%	26 1.60%R	8 1.70%	19 1.10%	9 2.72%R
Not applicable - there hasn't been an item of this type that I've no longer wanted	601 28.49%	271 27.01%	77 31.87%f	81 35.61%af	23 30.70%	41 30.98%	82 24.26%	24 28.38%	411 28.72%	246 29.54%	165 27.58%	179 27.67%	60 23.90%	40 28.44%	79 30.99%	11 35.44%	146 33.16%s t	169 26.38%	206 26.34%	470 27.76%	131 31.50%	153 27.97%	436 28.56%	24 40.66%D FGI	56 30.74% G	66 33.17%F	62 24.33%	66 31.33%G	40 23.39%	36 21.63%	53 31.55%G	117 26.14%	8 59.32%	4 48.19%	300 30.34%	200 26.09%	72 26.27%	13 31.35%	438 27.36%	153 31.95%R	471 27.46%	113 32.95%P

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 153

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Digital products (e.g. phone, tablet, laptop etc.)
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Sold items online	330 15.66%	194 18.86%b	135 12.56%	48 20.84%gh	89 24.61%fgh	74 21.90%gh	62 16.78%gh	29 8.96%	29 5.97%	289 16.35%	310 16.09%	20 11.09%	14 13.94%	7 11.94%	14 15.87%	48 20.33%kr	35 19.87%k	28 15.36%r	12 8.14%	28 14.42%	52 18.86%kr	42 14.54%	31 16.97%r	96 19.39%y	125 16.74%	68 12.94%	115 20.78%BCD	86 14.09%	61 13.74%	68 13.62%	76 15.33%J	112 16.28%J	72 15.58%J	62 18.24%J	7 30.25%	1 1.21%
Sold items offline (e.g. car boot sale)	91 4.33%	51 4.98%	40 3.74%	28 12.16%dfgh	20 5.64%fgh	24 7.23%fgh	8 2.25%	6 1.82%	5 0.97%	79 4.48%	87 4.49%	5 2.62%	4 4.34%	3 5.02%	2 1.98%	14 5.95%	6 3.67%	6 3.19%	6 3.99%	6 2.94%	13 4.73%	16 5.41%	11 6.11%	22 4.45%	40 5.33%	18 3.33%	31 5.66%C	31 5.11%C	10 2.27%	19 3.75%	18 3.69%	25 3.64%	26 5.72%J	18 5.38%J	3 14.37%	- -
Gave items to charity, friends or family	307 14.56%	145 14.15%	161 15.03%	43 19.00%	57 15.73%	49 14.45%	46 12.62%	45 14.06%	66 13.48%	259 14.61%	284 14.73%	23 12.66%	19 19.47%	6 10.47%	17 19.16%	34 14.50%	22 12.34%	27 14.72%	21 14.05%	34 17.14%	45 16.10%	40 14.12%	20 10.88%	72 14.55%	105 14.07%	82 15.43%	102 18.42%CD	90 14.80%	57 12.99%	57 11.38%	76 15.49%	97 14.06%	72 15.51%	45 13.18%	6 25.36%	10 11.08%
Recycled items	430 20.41%	248 24.10%b	179 16.63%	34 14.94%	71 19.46%	65 19.42%	85 23.13%c	76 23.71%c	99 20.12%	357 20.14%	393 20.39%	37 20.53%	23 23.62%q	13 22.52%	16 18.00%	61 26.06%q	36 20.39%	23 12.93%	28 18.26%	40 20.46%	60 21.47%q	56 19.51%	38 20.71%	112 22.65%y	153 20.53%	91 17.25%	119 21.42%	135 22.14%	86 19.45%	91 18.03%	107 21.79%H	132 19.17%	110 23.84%H	54 15.75%	2 8.43%	24 26.46%H
None of these	464 22.02%	238 23.20%	225 20.92%	35 15.48%	63 17.36%	62 18.46%	81 21.94%	70 21.70%	153 31.16%cdefg	383 21.61%	413 21.41%	51 28.52%ijlops	14 14.52%	16 27.10%	22 25.89%	46 19.72%	29 16.85%	45 24.85%	32 21.06%	34 17.16%	67 24.09%	67 23.24%	40 22.23%	98 19.78%	174 23.31%	111 20.92%	103 18.55%	126 20.64%	102 23.03%	134 26.62%AB	100 20.29%	156 22.64%	93 20.05%	84 24.60%	3 12.31%	25 28.61%
Don't know	29 1.38%	14 1.36%	15 1.40%	9 3.81%gh	5 1.38%	7 1.96%h	5 1.38%	1 0.44%	2 0.47%	28 1.55%	28 1.46%	1 0.48%	1 0.68%	- -	5 5.43%kosu	2 0.75%	2 1.38%	5 2.53%s	2 1.09%	- -	5 1.80%	4 1.30%	4 2.03%	9 1.79%	12 1.66%	6 1.18%	8 1.50%	7 1.14%	6 1.38%	8 1.53%	3 0.63%	13 1.90%	4 0.91%	6 1.83%	1 3.21%	2 1.86%
Not applicable - there hasn't been an item of this type that I've no longer wanted	698 33.09%	274 26.67%	423 39.43%a	67 29.26%	101 27.98%	102 30.25%	119 32.54%	127 39.55%cde	181 36.75%d	589 33.27%	645 33.45%	52 29.21%	37 37.37%	19 32.17%	22 25.35%	68 28.92%	63 36.16%	69 37.96%t	63 41.49%knotu	78 39.57%not	78 28.16%	89 30.98%	60 33.01%	153 30.85%	227 30.42%	209 39.57%wx	161 29.04%	207 33.99%	154 34.87%	176 34.96%	175 35.61%	223 32.37%	145 31.27%	112 32.79%	4 16.54%	33 36.89%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 154

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Digital products (e.g. phone, tablet, laptop etc.)
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Sold items online	330 15.66% ef	196 19.56%b	35 14.37%f	33 14.65%f	18 23.41%ef	10 7.43%	22 6.49%	16 18.52%a f	212 14.83%	82 9.82%	130 21.81%i no	116 17.90%	47 18.76%i	31 22.03%i no	38 14.76%i	2 7.21%	51 11.55%	93 14.47%	161 20.50%r s	285 16.82%v	45 10.92%	74 13.53%	248 16.28%	5 9.19%	24 13.18%	21 10.75%	38 14.94%	29 13.75%	25 14.64%	29 17.35%	29 17.35%	103 22.84%A BCDEF	2 12.50%	- -	126 12.71%	133 17.37%L	56 20.59%L	10 22.86%	260 16.24%	66 13.67%	282 16.43%	47 13.71%
Sold items offline (e.g. car boot sale)	91 4.33%	57 5.65%ef	13 5.22%ef	11 5.03%ef	4 5.37%e	- -	5 1.57%	1 1.32%	45 3.13%	20 2.35%	25 4.21%i	46 7.03%ih	16 6.31%i	15 10.60%ij n	15 5.77%i	1 3.64%	15 3.32%	35 5.44%	36 4.54%	77 4.53%	15 3.52%	16 3.02%	73 4.76%	3 5.98%E	3 1.75%	8 3.98%E	23 8.78%BE	2 0.85%	10 6.10%E	6 3.90%	6 3.63%	23 5.12%E	- -	1 12.95%	24 2.39%	43 5.64%L	15 5.52%L	6 14.15%	72 4.50%R	19 4.05%	68 3.98%	22 6.37%Q
Gave items to charity, friends or family	307 14.56%	148 14.72%	46 19.11%e g	34 14.73%	11 14.58%	13 10.04%	49 14.54%	6 6.48%	195 13.64%	108 13.02%	87 14.50%	105 16.29%	39 15.62%	26 18.11%	40 15.94%	6 20.94%	60 13.68%	97 15.18%	118 15.01%	253 14.96%	54 12.92%	72 13.25%	231 15.15%	8 13.47%	24 13.11%	28 14.26%	33 13.00%	35 16.46%	29 16.88%	27 16.20%	24 14.05%	67 14.92%	2 16.89%	1 12.95%	119 12.02%	133 17.31%L	44 15.94%	7 17.19%	248 15.47%	59 12.19%	265 15.46%	39 11.47%
Recycled items	430 20.41%	223 22.18%	42 17.43%	36 15.71%	16 21.03%	22 16.22%	71 20.87%	21 24.54%	296 20.67%	163 19.57%	133 22.20%	131 20.25%	60 23.98%	26 18.12%	45 17.72%	4 11.59%	75 17.06%	141 22.01%	183 23.33%r	340 20.07%	90 21.79%	117 21.49%	311 20.39%	7 12.07%	34 18.56%	34 17.14%	51 19.93%	46 21.65%	44 25.56%A	41 24.71%	38 22.91%	103 22.98%	1 9.63%	1 8.71%	190 19.24%	173 22.56%	58 21.16%	7 16.73%	347 21.66%Q S	82 16.99%	378 22.05%Q S	46 13.54%
None of these	464 22.02%	194 19.28%	46 19.11%	51 22.46%	14 19.04%	48 36.02%a bcdg	93 27.49%a b	18 20.37%	325 22.71%	208 25.02%j	116 19.49%	135 20.88%	54 21.46%	31 22.12%	50 19.62%	4 13.44%	101 22.99%	135 21.11%	158 20.17%	383 22.63%	81 19.51%	127 23.27%	325 21.33%	14 23.53%	48 26.15%E F	40 19.92%	70 27.33%E F	36 17.18%	29 16.65%	34 20.61%	32 19.25%	91 20.34%	2 13.44%	2 22.13%	239 24.13%N	163 21.25%	47 17.25%	10 22.96%	335 20.97%	118 24.63%	360 21.00%	87 25.36%
Don't know	29 1.38%	19 1.89%f	2 0.82%	5 2.29%f	1 0.80%	2 1.24%	1 0.19%	- -	18 1.25%	6 0.77%	12 1.93%	10 1.60%	3 1.38%	3 2.18%	4 1.50%	1 2.43%	7 1.48%	9 1.46%	5 0.69%	26 1.54%	3 0.72%	6 1.02%	20 1.30%	1 1.95%	3 1.70%	2 1.15%	3 1.26%	2 1.05%	4 2.24%	1 0.44%	1 0.88%	3 0.70%	1 10.29%	- -	11 1.10%	9 1.23%	3 1.02%	1 3.12%	18 1.14%R	7 1.52%	13 0.78%	9 2.61%PR
Not applicable - there hasn't been an item of this type that I've no longer wanted	698 33.09%	295 29.37%	88 36.26%a	84 37.13%	24 31.32%	46 34.73%	132 38.85%a	29 33.31%	492 34.43%k lm	313 37.64%j lm	179 29.94%	190 29.33%	68 26.80%	36 25.64%	86 33.89%	15 50.17%j lm	164 37.33%t	204 31.96%	230 29.40%	533 31.48%	165 39.67%u	184 33.69%	503 32.99%	25 43.42%D GI	62 33.72%	77 38.86%D GI	72 28.00%	79 37.47%D I	54 31.12%	46 27.67%	54 32.40%	130 28.92%	8 54.14%	5 56.21%	358 36.19%M N	234 30.50%	78 28.34%	11 27.09%	516 32.25%	173 36.06%	562 32.79%	118 34.47%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 155

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Furniture and home decor
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Sold items online	322 15.27%	145 14.06%	176 16.43%	39 17.26%h	85 23.50%fgh	62 18.46%h	54 14.62%h	44 13.72%h	38 7.63%	282 15.94%	303 15.71%	19 10.53%	14 14.33%	7 11.38%	15 17.73%	40 17.28%	31 17.77%	23 12.57%	21 14.07%	39 19.73%k	37 13.21%	41 14.44%	34 18.95%k	87 17.53%	113 15.08%	83 15.66%	114 20.61%LBCD	87 14.21%	64 14.59%	57 11.27%	81 16.40%	110 15.89%	67 14.54%	49 14.33%	5 19.81%	10 10.92%
Sold items offline (e.g. car boot sale)	97 4.60%	53 5.15%	44 4.09%	27 11.70%aefgh	27 7.38%fh	13 3.86%fh	5 1.25%	18 5.61%fh	8 1.59%	80 4.53%	93 4.84%	4 1.99%	7 6.76%	6 10.76%knqs	2 2.34%	11 4.65%	9 4.94%	5 2.59%	6 3.68%	6 3.02%	17 6.17%	16 5.48%	10 5.30%	22 4.35%	43 5.70%y	16 3.06%	34 6.04%	25 4.14%	20 4.58%	18 3.56%	31 6.32%	28 4.10%	16 3.47%	15 4.53%	4 16.17%	2 2.50%
Gave items to charity, friends or family	629 29.83%	271 26.34%	358 33.35%a	51 22.44%	102 28.04%	111 32.96%c	100 27.15%	112 34.68%cf	154 31.25%c	529 29.86%	576 29.88%	52 29.25%	27 27.16%	21 35.09%	31 35.50%	69 29.36%	53 30.57%	61 33.72%	48 31.47%	48 24.68%	76 27.16%	92 32.13%	51 28.07%	153 30.86%	219 29.29%	157 29.73%	164 29.51%	198 32.53%	123 27.76%	144 28.73%	155 31.47%	194 28.09%	152 32.87%	95 27.78%	9 39.02%	22 25.17%
Recycled items	380 18.01%	189 18.43%	187 17.46%	39 16.89%	64 17.68%	63 18.83%	74 20.19%h	72 22.24%h	68 13.82%	313 17.67%	354 18.37%	25 14.12%	31 30.86%lknoppsru	11 18.39%	10 11.55%	44 18.89%	25 14.39%	30 16.28%	21 13.76%	35 17.71%	62 22.11%nr	48 16.77%	39 21.43%	79 16.02%	148 19.89%	85 16.09%	106 19.10%	110 18.10%	88 19.88%	76 15.06%	92 18.76%	120 17.35%	91 19.73%	57 16.65%	4 19.08%	13 14.77%
None of these	385 18.27%	220 21.39%b	164 15.26%	36 15.86%	53 14.69%	62 18.35%	74 20.28%	50 15.47%	110 22.32%dg	319 18.01%	344 17.85%	41 22.79%p	14 14.33%	11 19.04%	20 23.21%	45 19.25%	24 13.60%	31 16.91%	27 17.55%	34 17.49%	49 17.59%	53 18.56%	36 20.02%	89 17.94%	138 18.56%	92 17.31%	98 17.60%	106 17.37%	74 16.84%	107 21.37%	83 16.87%	127 18.38%	77 16.54%	72 20.98%	2 7.63%	22 25.24%
Don't know	32 1.50%	19 1.84%	13 1.19%	12 5.07%dfgh	6 1.68%h	7 2.01%h	4 0.98%	3 0.78%	1 0.23%	30 1.69%	32 1.64%	- -	1 0.68%	1 1.83%	5 5.86%koru	2 1.05%	3 1.43%	5 2.53%k	- -	3 1.66%	6 2.02%	1 0.51%	5 2.72%k	10 2.03%	12 1.61%	8 1.48%	9 1.67%	13 2.11%	6 1.25%	4 0.79%	5 0.91%	13 1.90%	7 1.58%	6 1.75%	1 3.21%	- -
Not applicable - there hasn't been an item of this type that I've no longer wanted	653 30.96%	299 29.06%	353 32.86%	64 28.19%	94 25.80%	97 28.79%	118 32.07%	103 31.89%	178 36.07%ae	547 30.90%	593 30.73%	60 33.40%n	28 27.98%	18 30.28%	17 19.14%	66 28.12%	59 33.96%n	55 30.52%	58 38.17%no	72 36.65%n	81 29.16%	84 29.44%	55 30.17%	142 28.62%	220 29.51%	185 34.99%w	151 27.21%	191 31.35%	141 31.92%	170 33.76%A	157 31.86%	214 31.09%	133 28.64%	109 31.90%	5 20.91%	31 35.03%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 156

S22. Thinking about the last 12 month (i.e. since June 2022)... What have you done with the following items that you have no longer wanted?
Furniture and home decor
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Sold items online	322 15.27%	178 17.77%ef	46 18.94%f	29 12.86%	14 18.23%	11 8.05%	33 9.86%	10 12.12%	222 15.55%	96 11.48%	127 21.22%ij	97 14.95%	41 16.17%	24 16.79%	32 12.71%	3 9.38%	56 12.72%	79 12.41%	163 20.86%r	263 15.53%	59 14.22%	72 13.21%	246 16.12%	10 17.43%	20 10.88%	26 13.03%	35 13.57%	20 9.32%	25 14.45%	32 19.20%B	31 18.24%E	101 22.45%BCDEF	- -	1 8.01%	138 13.98%	125 16.25%	54 19.73%L	4 8.94%	258 16.15%S	61 12.63%	278 16.23%Q S	39 11.40%
Sold items offline (e.g. car boot sale)	97 4.60%	55 5.47%ef g	14 5.87%ef g	15 6.52%ef g	3 4.05%	1 0.84%	9 2.56%	- -	54 3.80%	31 3.70%	24 3.94%	41 6.35%h	19 7.54%	11 7.82%ij	11 4.35%	1 4.69%	14 3.27%	30 4.65%	44 5.61%	76 4.51%	21 4.95%	18 3.22%	78 5.15%	2 3.35%	2 1.30%	10 5.05%	13 4.95%	6 2.79%	11 6.47%B	13 7.67%BE	5 2.87%	26 5.87%B	- -	- -	31 3.16%	43 5.58%L	17 6.17%L	6 14.15%	83 5.21%Q	14 2.82%	81 4.72%	14 3.96%
Gave items to charity, friends or family	629 29.83%	292 29.12%	77 31.68%	56 24.69%	18 23.29%	42 31.75%	112 33.09%	31 36.47%	426 29.82%	238 28.56%	189 31.58%	197 30.37%	84 33.30%	48 33.87%n	65 25.52%	6 18.54%	115 26.03%	204 31.90%	245 31.23%	513 30.29%	116 27.94%	171 31.44%	448 29.35%	7 11.78%	46 24.89%	62 31.28%A	86 33.70%A	63 29.84%A	55 31.75%A	52 31.36%A	52 30.80%A	141 31.34%A	4 26.31%	1 7.30%	300 30.31%	228 29.79%	84 30.60%	11 26.31%	491 30.67%S	133 27.77%S	540 31.50%S	80 23.33%
Recycled items	380 18.01%	207 20.64%b e	37 15.41%	35 15.44%	11 15.13%	14 10.32%	55 16.39%	19 22.31%a	250 17.50%	135 16.25%	115 19.25%	125 19.39%	46 18.42%	31 22.08%	48 18.86%	4 12.77%	57 13.03%	124 19.44%r	157 20.01%r	301 17.77%	79 18.99%	99 18.18%	279 18.31%	7 11.70%	22 12.24%	28 14.14%	44 17.19%	41 19.39%	39 22.84%B C	30 18.17%	33 19.83%	93 20.75%B	1 9.48%	1 14.67%	176 17.75%	149 19.42%	42 15.52%	9 22.00%	300 18.75%S	78 16.28%	331 19.29%S	45 13.23%
None of these	385 18.27%	173 17.24%	43 17.57%	40 17.74%	17 22.70%	32 24.18%	66 19.39%	14 16.30%	261 18.24%	158 18.99%	103 17.21%	122 18.80%	46 18.30%	26 18.40%	50 19.52%	3 8.58%	85 19.42%	109 17.07%	143 18.25%	317 18.74%	68 16.37%	100 18.31%	276 18.09%	9 15.81%	38 20.98%	38 19.04%	48 18.52%	36 16.94%	26 15.05%	34 20.25%	26 15.49%	83 18.55%	1 8.26%	2 21.66%	181 18.25%	146 19.04%	47 17.03%	6 15.01%	278 17.37%	102 21.15%R	292 17.05%	80 23.52%PR
Don't know	32 1.50%	23 2.34%bf	1 0.50%	5 2.07%	1 1.49%	- -	1 0.33%	- -	16 1.14%	9 1.04%	8 1.27%	12 1.90%	4 1.57%	3 2.44%	5 1.93%	3 10.13%ij lmn	6 1.33%	7 1.13%	9 1.13%	30 1.74%	2 0.51%	5 0.92%	24 1.55%	2 3.03%	3 1.70%	1 0.49%	2 0.68%	3 1.59%	2 1.26%	2 1.06%	1 0.88%	6 1.25%	1 10.29%	- -	11 1.09%	10 1.36%	3 1.27%	2 5.44%	20 1.28%	7 1.48%	18 1.03%	6 1.75%
Not applicable - there hasn't been an item of this type that I've no longer wanted	653 30.96%	279 27.80%	72 29.73%	80 35.10%	28 36.61%	49 36.97%a	118 34.81%a	27 30.76%	454 31.75%	290 34.85%lj lm	164 27.43%	182 28.17%	64 25.53%	37 25.99%	81 32.01%	16 52.52%ij jlmn	164 37.32%s t	197 30.73%	208 26.60%	507 29.93%	146 35.15%	183 33.47%	458 30.02%	28 47.58%D FGHI	65 35.57%I	71 35.90%I	73 28.59%	73 34.67%I	50 29.11%	44 26.26%	47 27.95%	118 26.22%	7 49.90%	4 48.35%	318 32.14%	231 30.13%	78 28.43%	10 23.51%	486 30.36%	156 32.41%	523 30.48%	114 33.21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 157

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Summary
Base: All respondents

	Clothing and footwear	Small appliances (e.g. toaster, kettle, hairdryer etc.)	Digital product (e.g. phone, tablet, laptop etc.)	Furniture and home decor
Unweighted base	2108	2108	2108	2108
Weighted base	2108	2108	2108	2108
Bought second-hand in person (e.g. charity shops, car boot sales)	584 27.70%	125 5.95%	111 5.25%	302 14.30%
Bought second-hand online	490 23.22%	135 6.39%	233 11.04%	218 10.36%
Repaired items I already have	414 19.63%	239 11.35%	192 9.10%	276 13.10%
Kept using the item even though I wanted/ needed to replace it	471 22.34%	294 13.94%	306 14.52%	312 14.79%
Been gifted replacement goods from friends/ family/the local community	132 6.26%	107 5.09%	93 4.41%	121 5.75%
Rented/leased an item	23 1.07%	24 1.15%	28 1.31%	22 1.04%
Borrowed an item	49 2.31%	28 1.35%	31 1.47%	20 0.93%
None of the above	748 35.47%	1350 64.06%	1301 61.73%	1177 55.85%
Don't know	44 2.07%	55 2.59%	53 2.53%	59 2.82%

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 158

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Clothing and footwear
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-em (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Bought second-hand in person (e.g. charity shops, car boot sales)	584 27.70%	199 19.36%	384 35.75%a	67 29.20%	91 25.02%	82 24.55%	90 24.55%	98 30.46%	156 31.64%d ef	499 28.18%	540 28.02%	43 24.23%	29 29.76%	12 20.23%	16 18.33%	54 22.88%	54 30.90%n	47 26.08%	41 27.31%	69 35.36%k mnot	71 25.67%	84 29.47%	62 33.96%n o	123 24.92%	217 29.14%	158 29.87%	147 26.54%	160 26.22%	126 28.53%	151 30.03%	132 26.71%	191 27.73%	137 29.55%	91 26.78%	7 28.95%	25 28.32%
Bought second-hand online	490 23.22%	183 17.79%	307 28.56%a	85 37.22%f gh	119 32.91%f gh	96 28.43%g h	84 22.89%g h	52 16.17%h	54 10.92%	418 23.58%	453 23.47%	37 20.56%	27 27.04%	8 14.09%	13 15.33%	52 22.32%	40 22.85%	38 21.12%	42 27.57%m n	46 23.52%	78 28.19%m n	60 20.78%	48 26.40%	105 21.29%	186 24.91%	126 23.86%	145 26.06%D	147 24.09%	97 22.06%	101 20.06%	97 19.60%	168 24.41%	121 26.18%EJ	84 24.60%	7 30.01%	13 14.27%
Repaired items I already have	414 19.63%	168 16.37%	243 22.60%a	50 21.93%	63 17.46%	57 17.04%	71 19.41%	70 21.72%	102 20.71%	342 19.29%	378 19.61%	36 19.85%	24 24.66%q	12 20.47%	16 18.31%	47 20.10%q	34 19.24%	23 12.52%	27 17.68%	43 22.04%q	52 18.84%	67 23.41%q	33 18.12%	97 19.48%	152 20.42%	93 17.53%	107 19.31%	136 22.34%	82 18.45%	89 17.73%	105 21.37%	126 18.23%	91 19.65%	68 20.02%	4 18.38%	17 19.49%
Kept using the item even though I wanted/ needed to replace it	471 22.34%	225 21.86%	245 22.85%	65 28.64%g h	90 24.72%	76 22.68%	82 22.31%	61 19.03%	97 19.63%	399 22.52%	438 22.69%	33 18.58%	24 23.78%	15 26.17%	18 20.97%	51 21.75%	45 25.85%	37 20.60%	33 21.86%	39 20.04%	69 24.87%	67 23.27%	39 21.36%	114 23.06%	175 23.40%	110 20.75%	142 25.68%JC	129 21.14%	85 19.16%	115 22.90%	106 21.56%	151 21.89%	107 23.16%	80 23.58%	4 16.57%	20 23.07%
Been gifted replacement goods from friends/ family/the local community	132 6.28%	56 5.46%	75 6.98%	31 13.41%df gh	26 7.18%h	26 7.81%h	17 4.69%	16 4.94%	16 3.26%	112 6.34%	122 6.32%	10 5.65%	4 4.28%	5 9.23%	7 7.97%	11 4.82%	11 6.33%	12 6.78%	7 4.33%	16 8.28%	13 4.52%	18 6.27%	17 9.57%	29 5.90%	48 6.42%	35 6.63%	44 7.92%	31 5.05%	26 5.81%	32 6.29%	25 5.05%	47 6.75%	27 5.82%	22 6.39%	9 39.02%	3 3.25%
Rented/leased an item	23 1.07%	11 1.04%	12 1.10%	8 3.32%gh	6 1.54%h	5 1.58%h	3 0.95%h	1 0.19%	- -	18 1.04%	18 0.96%	4 2.30%	- -	- -	1 1.09%	4 1.71%	1 0.53%	- -	- -	1 0.53%	8 2.95%qr v	3 1.18%	- -	6 1.18%	12 1.55%y	1 0.19%	9 1.60%D	9 1.25%D	5 1.22%	1 0.14%	7 1.45%	7 0.97%	1 0.32%	4 1.25%	1 4.09%	1 1.04%
Borrowed an item	49 2.31%	11 1.07%	38 3.51%a	19 8.21%de fgh	10 2.85%h	8 2.31%h	3 0.86%	6 1.76%	3 0.62%	42 2.39%	44 2.28%	5 2.59%	2 1.71%	- -	3 3.10%	6 2.52%	2 1.00%	6 3.49%	3 2.03%	5 2.53%	7 2.63%	5 1.75%	5 2.94%	10 2.08%	18 2.37%	14 2.71%	13 2.40%	14 2.31%	13 3.00%	8 1.61%	10 1.93%	20 2.85%	9 1.97%	8 2.45%	1 4.09%	1 1.25%
None of the above	748 35.47%	442 43.02%b	304 28.31%	49 21.26%	105 29.06%	115 34.37%c	138 37.57%c d	129 40.00%c d	212 43.00%c de	614 34.65%	674 34.94%	74 41.18%p u	32 32.21%	28 48.21%l ptu	35 39.92%	91 38.79%	53 30.12%	68 37.44%	58 38.05%	75 38.24%	88 31.56%	87 30.35%	60 33.23%	178 35.93%	235 31.50%	201 37.91%x	184 33.12%	220 36.20%	167 37.86%	177 35.10%	188 38.20%	240 34.85%	158 34.07%	120 35.02%	3 11.13%	34 37.97%
Don't know	44 2.07%	30 2.92%b	14 1.27%	9 4.05%h	15 4.20%fg h	7 2.00%	6 1.54%	4 1.28%	3 0.54%	42 2.35%	43 2.23%	1 0.37%	1 1.29%	- -	7 7.60%kl mopqsu	5 2.10%	6 3.27%s	4 2.15%	1 0.66%	1 0.38%	9 3.13%	6 2.09%	4 2.28%	17 3.47%y	19 2.52%	6 1.07%	13 2.37%	12 2.00%	7 1.50%	12 2.31%	7 1.41%	18 2.63%	8 1.65%	9 2.54%	- -	2 2.56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 159

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Clothing and footwear
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Home owners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Bought second-hand in person (e.g. charity shops, car boot sales)	584 27.70%	226 22.46%	91 37.68%a df	82 36.04%a d	14 18.39%	51 38.25%a df	93 27.46%	27 31.33%	370 25.87%	226 27.13%	144 24.12%	208 32.19%h	82 32.53%	49 34.53%l j	78 30.56%j	5 17.80%	137 31.19%t	200 31.28%t	179 22.81%	457 27.01%	127 30.51%	173 31.68%x	404 26.47%	14 23.59%	58 31.59%H I	66 33.05%H I	81 31.54%H I	67 31.63%H I	52 30.48%I	44 26.45%	36 21.26%	99 22.04%	2 13.39%	4 44.55%	277 28.01%	207 27.05%	78 28.66%	12 28.46%	484 30.23%Q S	95 19.76%	502 29.26%Q S	70 20.39%
Bought second-hand online	490 23.22%	269 26.75%e f	71 29.27%e fg	69 30.40%e fg	14 18.95%f	22 16.72%f	30 8.93%	14 16.16%	302 21.14%	117 14.02%	186 31.07%i	179 27.71%h	61 24.28%i	41 28.89%i	77 30.45%i	8 25.69%	71 16.20%	148 23.17%r	218 27.86%r	398 23.53%	91 21.98%	128 23.53%	351 22.98%	11 18.96%	36 19.69%	24 12.18%	64 24.92%C	39 18.59%	45 26.17%C	43 25.83%C	38 22.91%C	137 30.46%B CE	2 13.44%	2 27.62%	198 19.99%	204 26.58%L	62 22.57%	17 41.08%	389 24.29%S	97 20.17%	424 24.72%Q S	57 16.80%
Repaired items I already have	414 19.63%	181 18.04%	58 24.08%a	43 18.85%	15 20.19%	24 18.26%	71 21.08%	20 23.57%	283 19.78%	168 20.22%	115 19.18%	125 19.25%	49 19.58%	23 16.53%	52 20.43%	6 20.18%	91 20.64%	127 19.91%	155 19.75%	320 18.92%	93 22.51%	116 21.22%	290 19.01%	16 27.41%B	24 13.32%	50 25.37%B E	59 23.02%B	34 16.35%	34 19.62%	32 19.23%	34 20.06%	89 19.82%	1 9.63%	3 34.92%	169 17.06%	160 20.91%	70 25.55%L	9 20.81%	348 21.77%Q S	65 13.64%	372 21.67%Q S	39 11.40%
Kept using the item even though I wanted/ needed to replace it	471 22.34%	229 22.82%	60 24.97%f	54 23.83%	23 29.91%f	27 20.08%	61 18.14%	16 18.85%	303 21.18%	170 20.48%	132 22.16%	157 24.32%	58 22.86%	32 22.55%	68 26.76%i	11 34.87%i	95 21.52%	142 22.21%	186 23.78%	373 22.01%	98 23.71%	128 23.51%	331 21.70%	18 30.91%F	38 20.96%	38 19.28%	61 23.88%	52 24.90%	28 16.41%	43 26.02%F	39 23.47%	104 23.08%	- -	1 13.60%	189 19.07%	209 27.32%L	58 21.29%	12 28.15%	397 24.79%Q RS	74 15.34%	398 23.20%Q	67 19.53%Q
Been gifted replacement goods from friends/ family/the local community	132 6.26%	70 7.00%f	20 8.31%ef	14 6.32%	10 12.68%ef g	4 2.89%	12 3.53%	2 2.08%	77 5.39%	42 5.06%	35 5.86%	50 7.74%	18 7.00%	10 7.35%	22 8.70%i	5 15.57%ij	30 6.90%	35 5.55%	60 7.63%	116 6.82%v	16 3.98%	27 5.02%	101 6.65%	10 17.10%BC DEFHI	12 6.41%	9 4.35%	13 4.93%	14 6.71%	9 5.03%	14 8.62%	12 7.12%	34 7.46%	- -	1 12.95%	45 4.56%	62 8.08%L	21 7.81%L	3 6.03%	110 6.85%	22 4.52%	112 6.52%	18 5.29%
Rented/leased an item	23 1.07%	16 1.55%f	4 1.73%f	2 0.92%	- -	- -	- -	1 0.84%	13 0.89%	2 0.23%	11 1.82%i	10 1.51%	- -	2 1.18%	8 3.20%ii	- -	3 0.75%	7 1.11%	12 1.56%	21 1.24%	2 0.38%	4 0.70%	18 1.15%	1 1.97%	1 0.45%	1 0.66%	1 0.48%	4 1.69%	2 1.33%	2 1.21%	1 0.55%	9 2.06%	- -	- -	3 0.26%	10 1.30%L	9 3.31%LM	1 2.24%	20 1.23%	3 0.60%	20 1.17%	3 0.76%
Borrowed an item	49 2.31%	20 1.99%f	7 3.09%f	14 6.27%ae f	2 3.28%f	1 0.84%	1 0.35%	2 2.46%	24 1.70%	12 1.48%	12 2.01%	24 3.64%h	8 3.35%	4 3.05%	11 4.26%ij	1 2.55%	2 0.38%	21 3.21%r	17 2.22%r	40 2.35%	9 2.14%	6 1.13%	39 2.58%	1 1.64%	- -	1 0.37%	12 4.75%BC	5 2.47%B	3 1.82%	4 2.51%B	3 2.08%	10 2.16%	- -	- -	25 2.54%	16 2.14%	4 1.38%	3 8.02%	41 2.57%	8 1.59%	38 2.23%	10 2.78%
None of the above	748 35.47%	358 35.66%b	63 26.15%	66 29.07%	25 33.25%	54 40.70%b c	149 44.15%a bc	31 36.20%	541 37.83%k	336 40.40%ij mn	205 34.26%	198 30.62%	82 32.38%	42 30.10%	74 29.17%	9 27.76%	150 34.05%	219 34.19%	291 37.15%	605 35.71%	143 34.51%	183 33.52%	556 36.42%	11 18.94%	62 33.73%	77 38.78%A	77 29.93%	82 38.80%A	60 34.89%A	55 33.08%	68 40.53%A D	168 37.40%A	9 61.51%	2 21.60%	401 40.49%M N	243 31.65%	84 30.69%	8 19.13%	516 32.29%	217 45.22%P R	574 33.48%P	152 44.47%PR
Don't know	44 2.07%	28 2.80%f	5 1.90%f	7 3.21%f	1 1.30%	2 1.56%	1 0.17%	- -	21 1.50%	8 1.00%	13 2.21%	19 2.94%h	8 3.10%	5 3.77%i	6 2.32%	3 10.17%ij n	12 2.75%	8 1.24%	9 1.18%	39 2.30%	5 1.13%	9 1.62%	31 2.04%	4 6.61%DE GHI	4 2.37%	4 1.97%	3 1.02%	2 1.05%	3 1.79%	2 1.27%	2 1.15%	5 1.17%	1 10.29%	- -	18 1.79%	15 1.95%	4 1.51%	1 2.32%	21 1.33%	18 3.67%PR	21 1.20%	14 4.22%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 160

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Small appliances (e.g. toaster, kettle, hairdryer etc.)
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Bought second-hand in person (e.g. charity shops, car boot sales)	125 5.95%	65 6.34%	60 5.61%	37 16.11%de fgh	31 8.43%ef gh	15 4.46%	15 3.99%	14 4.38%	14 2.94%	102 5.79%	115 5.99%	10 5.59%	12 11.74%im nor	1 2.35%	2 1.79%	11 4.63%	9 5.13%	10 5.54%	6 3.96%	11 5.77%	20 7.19%	21 7.37%	13 6.94%	21 4.31%	54 7.20%w	27 5.17%	37 6.71%	29 4.84%	31 7.00%	28 5.54%	25 5.14%	32 4.71%	22 4.83%	33 9.74%E FG	7 28.63%	6 6.22%
Bought second-hand online	135 6.39%	86 8.34%b	49 4.55%	31 13.79%ef gh	36 9.95%fg h	25 7.42%fh	12 3.20%	15 4.57%	16 3.19%	118 6.69%	129 6.67%	6 3.30%	9 8.61%	2 3.06%	5 5.93%	18 7.60%	14 8.24%	14 7.52%	6 4.13%	7 3.71%	24 8.68%k	21 7.16%	9 5.09%	37 7.54%	54 7.22%	27 5.13%	59 10.66%BC D	31 5.17%	24 5.42%	20 3.99%	28 5.75%	47 6.85%	24 5.25%	21 6.29%	6 27.36%	6 6.65%
Repaired items I already have	239 11.35%	146 14.24%b	90 8.39%	39 17.30%e fh	39 10.77%	29 8.76%	33 9.10%	44 13.60%	54 11.01%	205 11.60%	225 11.67%	14 7.97%	12 12.31%	7 12.63%	10 11.58%	28 11.84%r	14 8.02%	23 12.91%r	8 5.32%	26 13.08%r	39 14.05%r	31 10.81%	26 14.55%r	52 10.45%	96 12.93%	57 10.80%	76 13.72%D	64 10.49%	56 12.66%	43 8.62%	51 10.30%	83 12.06%	55 11.92%	36 10.47%	7 30.81%	5 5.74%
Kept using the item even though I wanted/ needed to replace it	294 13.94%	145 14.06%	148 13.82%	39 16.92%	48 13.11%	42 12.50%	48 13.04%	47 14.66%	71 14.36%	252 14.22%	278 14.43%k	16 8.69%	16 16.55%	10 17.11%	10 11.19%	36 15.38%	26 14.94%	24 13.34%	23 15.06%	32 16.17%k	42 14.94%	39 13.61%	21 11.44%	72 14.49%	101 13.58%	79 14.88%	88 15.82%	76 12.41%	58 13.02%	73 14.54%	66 13.44%	90 13.12%	76 16.51%	45 13.20%	2 7.85%	12 13.14%
Been gifted replacement goods from friends/ family/the local community	107 5.09%	50 4.91%	57 5.30%	22 9.66%eg h	22 6.01%h	16 4.70%	22 5.97%h	12 3.62%	14 2.88%	89 5.05%	93 4.84%	14 7.79%l	1 1.10%	3 5.02%	3 3.62%	10 4.15%	12 6.95%l	10 5.51%	5 3.33%	14 7.11%l	18 6.31%	11 3.89%	7 3.68%	25 5.04%	35 4.74%	29 5.48%	40 7.22%D	28 4.56%	19 4.39%	20 4.01%	25 5.15%	40 5.82%	16 3.35%	18 5.26%	3 14.08%	5 5.87%
Rented/leased an item	24 1.15%	16 1.59%	8 0.73%	10 4.53%fg h	9 2.37%fg h	5 1.58%gh	- -	- -	- -	22 1.23%	23 1.20%	1 0.58%	- -	1 2.35%q	- -	5 2.03%	5 3.09%quv	- -	1 0.34%	2 1.15%	7 2.65%q	1 0.52%	- -	10 2.05%y	9 1.19%	3 0.52%	8 1.49%D	6 0.91%	9 2.12%D	1 0.22%	4 0.85%	13 1.82%G	- -	7 2.05%G	- -	1 0.57%
Borrowed an item	28 1.35%	13 1.25%	16 1.45%	7 2.86%h	8 2.25%h	6 1.66%	2 0.66%	3 0.83%	3 0.63%	25 1.42%	27 1.40%	1 0.75%	1 1.06%	1 1.57%	- -	2 1.03%	3 1.69%	2 1.35%	1 0.87%	3 1.67%	5 1.85%	2 0.63%	6 3.17%	5 1.08%	13 1.70%	7 1.33%	10 1.81%	7 1.12%	8 1.91%	3 0.62%	9 1.82%	7 0.99%	5 1.15%	6 1.82%	- -	1 1.25%
None of the above	1350 64.06%	633 61.56%	715 66.60%a	97 42.65%	206 56.77%cd	223 66.47%cd	252 68.75%cd	221 68.55%cd	351 71.27%cd	1131 63.87%	1228 63.67%	122 68.21%l	58 58.79%	39 66.02%	57 65.65%	150 63.97%	113 64.70%	119 65.63%l	107 70.59%l	135 68.86%l	155 55.55%	185 64.54%l	111 61.01%	320 64.52%	450 60.33%	361 68.25%x	304 54.84%	414 67.99%A	291 65.97%A	341 67.80%A	321 65.14%	444 64.35%	303 65.39%	210 61.58%	5 20.07%	61 68.30%
Don't know	55 2.59%	31 3.04%	23 2.17%	12 5.41%gh	13 3.48%h	9 2.61%	9 2.37%	6 1.79%	6 1.29%	52 2.92%	53 2.74%	2 0.94%	1 1.24%	- -	6 7.41%kl moprsu	6 2.42%	3 1.87%	5 2.51%	2 1.25%	3 1.28%	10 3.52%	7 2.47%	10 5.78%kr s	15 3.10%	27 3.67%	9 1.69%	16 2.89%C	15 2.49%	4 0.97%	19 3.80%C	9 1.90%	21 3.05%	10 2.16%	11 3.30%	- -	3 3.29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 161

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Small appliances (e.g. toaster, kettle, hairdryer etc.)
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Bought second-hand in person (e.g. charity shops, car boot sales)	125 5.95%	68 6.73%f	15 6.35%f	27 11.95%abefg	4 5.06%	5 3.54%	6 1.77%	1 0.91%	60 4.21%	38 4.56%	22 3.71%	63 9.66%h	20 7.99%j	18 13.03%ij	24 9.44%ij	3 9.16%	24 5.37%	51 8.00%t	40 5.12%	101 5.94%	25 6.01%	26 4.83%	96 6.29%	2 3.17%	12 6.34%	10 5.13%	24 9.41%IJ	15 7.16%	12 6.93%	10 6.18%	8 4.88%	22 4.83%	- -	1 12.95%	42 4.27%	60 7.82%L	14 5.16%	8 19.25%	101 6.28%	23 4.88%	99 5.78%	21 6.02%
Bought second-hand online	135 6.39%	75 7.50%f	14 5.75%	25 11.05%aefg	3 4.60%	4 3.27%	10 3.05%	2 2.41%	72 5.01%	32 3.82%	40 6.68%l	62 9.62%lh	17 6.71%	18 12.63%ij	28 10.84%ij	1 2.14%	26 6.00%	45 6.98%	54 6.87%	122 7.18%v	13 3.13%	24 4.33%	108 7.07%w	6 9.49%	10 5.42%	11 5.51%	17 6.47%	15 6.95%	13 7.79%	10 6.32%	10 5.69%	34 7.51%	1 5.34%	- -	42 4.23%	61 7.95%L	19 7.02%	12 28.59%	108 6.75%	25 5.26%	110 6.40%	23 6.68%
Repaired items I already have	239 11.35%	119 11.85%	22 9.11%	33 14.37%a	12 15.64%	9 6.49%	37 10.93%	8 9.29%	154 10.77%	103 12.34%j	51 8.58%	80 12.28%	36 14.12%	22 15.62%jh	22 8.61%	6 18.95%j	53 11.99%	80 12.46%	88 11.28%	185 10.95%	54 13.00%	57 10.47%	177 11.59%	10 17.76%	17 9.12%	26 12.93%	29 11.49%	29 13.73%	21 12.33%	22 13.24%	16 9.47%	50 11.23%	1 8.26%	2 27.78%	78 7.90%	111 14.51%L	34 12.43%L	11 25.29%	193 12.09%	44 9.14%	203 11.83%	33 9.63%
Kept using the item even though I wanted/ needed to replace it	294 13.94%	141 14.00%	31 12.94%	30 13.23%	11 15.03%	22 16.67%	42 12.44%	16 18.70%	193 13.46%	121 14.58%	71 11.91%	97 15.03%	37 14.61%	22 15.94%	38 14.94%	4 13.43%	64 14.48%	90 14.14%	108 13.81%	236 13.91%	58 14.07%	81 14.86%	208 13.61%	12 20.63%LE	25 13.90%	26 13.20%	52 20.21%LEFHI	20 9.46%	19 10.83%	30 17.92%LE	20 12.13%	58 12.93%	1 5.18%	1 12.95%	113 11.46%	130 16.93%L	40 14.71%	8 18.41%	249 15.55%QS	45 9.28%	259 15.09%QS	33 9.64%
Been gifted replacement goods from friends/ family/the local community	107 5.09%	61 6.06%f	14 5.90%	10 4.35%	3 4.12%	6 4.30%	10 3.02%	3 3.69%	70 4.87%	37 4.44%	33 5.47%	38 5.82%	17 6.69%	6 4.38%	15 5.76%	- -	17 3.82%	37 5.73%	50 6.38%	91 5.36%	17 3.99%	26 4.75%	78 5.13%	3 4.94%	6 3.23%	8 4.03%	12 4.55%	15 6.90%	10 6.06%	13 7.97%	9 5.31%	28 6.20%	- -	- -	36 3.69%	51 6.71%L	20 7.13%L	- -	88 5.52%S	18 3.81%S	100 5.85%S	7 2.05%
Rented/leased an item	24 1.15%	17 1.70%f	3 1.37%f	3 1.23%	1 1.30%	- -	- -	- -	17 1.19%	9 1.06%	8 1.37%	6 0.95%	2 0.92%	2 1.56%	2 0.63%	1 3.64%	3 0.67%	5 0.83%	15 1.92%	22 1.31%	2 0.51%	2 0.39%	22 1.45%	2 2.78%	1 0.41%	1 0.30%	1 0.38%	3 1.33%	1 0.87%	2 1.11%	5 3.28%CD	8 1.71%	- -	1 12.95%	2 0.20%	15 1.93%L	6 2.32%L	- -	20 1.27%	4 0.82%	17 1.01%	7 2.00%Q
Borrowed an item	28 1.35%	18 1.82%	4 1.73%	2 0.94%	- -	1 0.84%	1 0.39%	1 1.62%	22 1.52%	11 1.36%	10 1.74%	7 1.03%	1 0.53%	1 0.58%	5 1.78%	- -	7 1.66%	9 1.34%	13 1.61%	22 1.31%	6 1.50%	2 0.34%	27 1.74%w	- -	2 1.29%	5 2.48%	3 0.98%	3 1.53%	3 1.62%	4 2.20%	- -	9 1.99%	- -	- -	11 1.12%	13 1.65%	5 1.71%	- -	24 1.50%	4 0.92%	25 1.47%	3 0.96%
None of the above	1350 64.06%	609 60.61%	159 65.47%	140 61.32%	45 60.04%	95 71.14%a	245 72.28%acn	58 67.81%	959 67.07%kn	566 67.99%mn	393 65.79%m	375 57.94%	156 61.96%	77 54.33%	142 55.95%	16 52.77%	278 63.17%	393 61.46%	515 65.80%	1084 64.04%	266 64.15%	367 67.23%	961 63.01%	33 55.80%	115 63.10%	130 65.41%	151 58.99%	135 64.05%	107 61.97%	100 60.28%	118 70.21%D	298 66.20%	10 71.03%	6 72.22%	705 71.29%MN	452 58.96%	158 57.70%	13 32.11%	989 61.84%	342 71.20%PR	1082 63.11%P	237 69.22%PR
Don't know	55 2.59%	29 2.92%	5 1.94%	9 4.00%	3 3.88%	4 2.88%	4 1.15%	1 0.84%	26 1.84%	14 1.69%	12 2.04%	24 3.68%h	10 4.02%	6 3.98%	8 3.17%	4 14.45%ijmn	16 3.66%st	9 1.33%	10 1.24%	45 2.63%	10 2.41%	11 2.03%	36 2.37%	4 7.64%DEGHI	7 4.01%DI	4 2.17%	1 0.39%	4 1.89%	4 2.06%	3 1.79%	1 0.57%	6 1.28%	1 10.29%	- -	24 2.42%	15 1.97%	6 2.16%	1 3.47%	32 2.02%	17 3.64%R	30 1.75%	16 4.54%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 162

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Digital product (e.g. phone, tablet, laptop etc.)
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Bought second-hand in person (e.g. charity shops, car boot sales)	111 5.25%	60 5.81%	51 4.74%	26 11.32%ef gh	28 7.78%fh	18 5.41%	9 2.53%	14 4.39%	15 3.04%	96 5.40%	107 5.52%	4 2.31%	6 5.70%	5 8.75%k	5 5.68%	11 4.58%	11 6.55%	8 4.24%	5 3.49%	10 4.99%	25 8.85%kr v	16 5.54%	5 2.98%	27 5.47%	46 6.15%	23 4.29%	42 7.60%BD	28 4.61%	24 5.50%	16 3.21%	27 5.41%	36 5.27%	21 4.52%	19 5.62%	4 19.31%	2 2.23%
Bought second-hand online	233 11.04%	142 13.77%b	89 8.27%	52 22.79%d efgh	54 14.95%ef h	31 9.35%h	36 9.82%h	37 11.50%h	22 4.50%	202 11.39%	219 11.35%	14 7.71%	12 12.60%	5 8.04%	11 12.31%	24 10.30%	22 12.69%	13 7.39%	18 11.77%	23 11.82%	33 11.85%	35 12.12%	23 12.50%	57 11.49%	90 12.12%	54 10.29%	76 13.72%B	53 8.75%	50 11.35%	53 10.59%	61 12.35%J	78 11.25%J	58 12.59%J	30 8.92%J	5 19.65%	1 1.38%
Repaired items I already have	192 9.10%	119 11.59%b	70 6.51%	36 15.57%e fh	38 10.36%h	26 7.84%	32 8.64%	34 10.50%h	27 5.48%	159 8.96%	172 8.94%	20 10.92%r	10 10.18%	4 6.00%	4 4.89%	17 7.43%	12 6.73%	21 11.74%r	6 4.08%	20 10.40%r	41 14.58%no pqw	24 8.26%	13 7.28%	33 6.74%	77 10.38%w	48 9.05%	70 12.60%BD	49 8.04%	38 8.64%	35 6.94%	49 9.98%	53 7.70%	49 10.62%	31 9.04%	4 17.75%	4 4.99%
Kept using the item even though I wanted/ needed to replace it	306 14.52%	153 14.89%	151 14.10%	28 12.07%	65 17.93%e	38 11.30%	56 15.12%	47 14.56%	73 14.85%	254 14.32%	284 14.74%	22 12.09%	17 17.21%	14 23.30%k rs	10 11.48%	44 18.88%r s	29 16.58%	24 13.47%	16 10.66%	19 9.87%	37 13.47%	47 16.37%	26 14.38%	83 16.78%y	110 14.81%	60 11.33%	83 14.96%	90 14.79%	54 12.25%	79 15.69%	69 13.99%	95 13.78%	75 16.30%	47 13.71%	6 27.40%	14 15.29%
Been gifted replacement goods from friends/ family/the local community	93 4.41%	42 4.10%	50 4.64%	18 7.85%g	15 4.24%	18 5.31%	13 3.67%	9 2.95%	19 3.85%	85 4.79%	89 4.63%	4 2.05%	1 0.90%	4 6.22%	3 3.21%	12 4.97%	7 4.17%	4 2.21%	3 2.21%	14 7.29%kl qr	22 7.83%kl qr	14 4.88%	6 3.13%	22 4.38%	41 5.56%	22 4.09%	37 6.68%BC D	23 3.86%	16 3.58%	17 3.31%	28 5.69%	29 4.23%	20 4.24%	11 3.21%	1 4.09%	4 4.88%
Rented/leased an item	28 1.31%	11 1.04%	17 1.57%	10 4.24%ef gh	9 2.44%fh	2 0.74%	- -	3 1.02%	3 0.67%	26 1.49%	26 1.37%	1 0.62%	- -	- -	1 1.05%	9 3.77%ks tv	2 1.37%	3 1.56%	2 1.42%	1 0.59%	3 0.95%	6 1.92%	- -	12 2.45%	8 1.09%	6 1.16%	11 2.01%D	5 0.80%	10 2.18%D	2 0.38%	4 0.88%	8 1.18%	9 2.03%	4 1.08%	1 4.82%	1 1.02%
Borrowed an item	31 1.47%	19 1.83%	12 1.13%	7 3.02%h	7 1.94%	9 2.61%h	4 0.98%	2 0.69%	3 0.51%	27 1.52%	31 1.61%	- -	2 2.08%	2 3.50%k	- -	2 0.92%	3 1.56%	3 1.92%	1 0.33%	4 1.99%	9 3.33%k	3 1.17%	1 0.82%	5 0.99%	14 1.89%	8 1.49%	10 1.87%	3 0.57%	11 2.41%B	6 1.29%	6 1.21%	6 0.87%	8 1.72%	8 2.20%	- -	4 4.02%F
None of the above	1301 61.73%	603 58.64%	698 65.04%a	102 44.75%	172 47.57%	216 64.17%c d	242 65.93%c d	207 64.21%c d	362 73.59%c defg	1079 60.93%	1177 61.03%	124 69.26%l jotu	61 61.09%	38 63.97%	53 61.74%	137 58.49%	108 61.74%t	124 68.22%o tu	106 69.99%o tu	128 65.50%t	143 51.30%	165 57.67%	114 62.99%t	298 60.21%	422 56.59%	358 67.72%w x	301 54.19%	392 64.45%A	279 63.10%A	330 65.54%A	301 61.12%	434 62.94%	275 59.50%	216 63.35%	6 27.35%	61 68.20%
Don't know	53 2.53%	31 3.00%	23 2.10%	8 3.55%h	17 4.80%gh	9 2.73%h	9 2.42%	6 1.74%	4 0.86%	48 2.71%	50 2.59%	3 1.94%	2 2.06%	- -	6 7.41%km qrsu	7 2.84%r	5 2.77%r	2 1.32%	- -	2 1.11%	13 4.62%r	7 2.49%	5 3.01%r	18 3.61%y	25 3.41%y	5 0.86%	13 2.41%	19 3.11%	6 1.40%	15 2.97%	8 1.69%	22 3.16%	13 2.76%	7 2.12%	- -	3 3.73%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 163

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Digital product (e.g. phone, tablet, laptop etc.)
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Bought second-hand in person (e.g. charity shops, car boot sales)	111 5.25%	64 6.37%fg	19 7.84%fg	14 6.16%fg	1 1.46%	6 4.21%	7 2.06%	- -	65 4.55%	36 4.29%	29 4.92%	44 6.73%	16 6.39%	10 7.23%	17 6.80%	2 6.43%	26 5.92%	33 5.20%	43 5.50%	85 5.05%	25 6.08%	19 3.40%	91 5.95%w	6 10.01%	10 5.73%	10 4.88%	14 5.47%	11 5.37%	8 4.60%	11 6.73%	7 4.29%	25 5.49%	1 4.39%	1 13.60%	32 3.23%	55 7.15%L	18 6.59%L	3 8.14%	86 5.35%R	23 4.76%	80 4.69%	27 7.78%QR
Bought second-hand online	233 11.04%	133 13.28%ef	28 11.47%f	27 11.98%f	11 14.86%f	9 6.81%	16 4.80%	8 8.99%	147 10.25%	71 8.55%	75 12.63%i	83 12.88%	26 10.48%	20 14.50%i	36 14.36%i	3 9.19%	43 9.82%	74 11.52%	100 12.83%	195 11.49%	38 9.21%	50 9.12%	176 11.56%	6 10.92%	17 9.26%	20 10.00%	29 11.15%	27 12.66%	18 10.69%	31 18.65%BC DFH	12 7.16%	58 12.79%	1 4.24%	2 20.96%	92 9.31%	93 12.13%	34 12.58%	8 18.13%	190 11.85%	41 8.52%Q	197 11.48%Q	34 9.86%
Repaired items I already have	192 9.10%	112 11.18%ae fg	26 10.55%ef	21 9.11%e	7 9.12%	4 2.97%	20 5.77%	3 3.40%	117 8.17%	70 8.38%	47 7.88%	72 11.12%h	30 11.94%	15 10.75%	27 10.52%	3 10.18%	31 7.06%	66 10.40%	81 10.36%	153 9.02%	39 9.43%	38 6.89%	148 9.73%	4 6.80%	11 6.07%	16 8.04%	23 8.82%	23 11.10%	20 11.90%	14 8.71%	16 9.52%	51 11.29%	- -	- -	73 7.38%	86 11.27%L	22 7.95%	9 21.88%	150 9.36%	41 8.62%	163 9.53%	25 7.39%
Kept using the item even though I wanted/ needed to replace it	306 14.52%	141 14.07%	36 14.94%	28 12.47%	14 19.03%	18 13.54%	50 14.81%	18 20.32%	205 14.35%	123 14.79%	82 13.73%	94 14.57%	37 14.66%	22 15.35%	36 14.05%	6 21.08%	62 13.99%	96 15.05%	121 15.43%	253 14.91%	53 12.89%	86 15.75%	212 13.89%	11 18.43%	24 12.95%	27 13.63%	45 17.49%	34 15.96%	18 10.29%	28 16.73%	23 13.53%	70 15.65%	1 5.24%	2 27.78%	115 11.59%	130 17.02%L	50 18.40%L	7 17.67%	251 15.68%Q S	54 11.34%	269 15.66%Q S	35 10.24%
Been gifted replacement goods from friends/ family/the local community	93 4.41%	51 5.04%	14 5.76%	7 2.93%	3 3.76%	4 2.87%	13 3.78%	2 2.68%	62 4.34%	32 3.88%	30 4.99%	30 4.64%	14 5.46%	4 3.12%	12 4.68%	1 2.78%	14 3.14%	31 4.86%	38 4.89%	77 4.56%	16 3.83%	24 4.35%	68 4.48%	1 1.46%	6 3.49%	7 3.32%	7 2.90%	13 5.96%	11 6.42%	12 7.21%H	4 2.22%	23 5.03%	- -	- -	32 3.19%	47 6.11%L	12 4.50%	2 5.58%	80 4.99%QS	13 2.76%	85 4.95%Q	8 2.39%
Rented/leased an item	28 1.31%	14 1.43%	5 2.13%	2 0.84%	- -	- -	3 0.97%	3 3.28%	12 0.86%	9 1.03%	4 0.63%	15 2.35%h	6 2.50%	1 0.79%	8 3.06%ij	- -	4 0.92%	13 2.08%	10 1.30%	25 1.45%	3 0.72%	9 1.73%	18 1.19%	- -	1 0.80%	3 1.31%	3 1.35%	5 2.26%	5 2.94%	3 2.00%	1 0.68%	6 1.27%	- -	- -	11 1.12%	10 1.28%	7 2.42%	- -	24 1.51%	3 0.71%	22 1.31%	4 1.29%
Borrowed an item	31 1.47%	22 2.23%f	3 1.08%f	1 0.50%	1 0.99%	3 1.88%f	- -	2 1.84%f	16 1.13%	9 1.04%	7 1.25%	15 2.29%	6 2.28%	1 0.88%	8 3.10%ij	- -	7 1.52%	8 1.21%	17 2.12%	29 1.69%	2 0.58%	7 1.34%	24 1.55%	1 1.94%	3 1.39%	3 1.50%	2 0.72%	1 0.71%	4 2.57%	4 2.64%	4 2.46%	8 1.79%	- -	- -	8 0.85%	16 2.03%L	7 2.58%L	- -	24 1.48%	7 1.52%	24 1.43%	7 1.90%
None of the above	1301 61.73%	575 57.25%	139 57.50%	140 61.58%	46 60.19%	103 77.69%a bcdg	244 72.07%a bc	54 62.28%	930 65.06%k	563 67.63%j lmno	367 61.48%m n	356 54.99%	144 57.27%	72 51.17%	139 54.84%	15 48.45%	284 64.57%	379 59.25%	475 60.69%	1028 60.70%	273 65.92%	354 64.89%	933 61.19%	32 54.02%	125 68.51%F G	127 64.06%	158 61.44%	125 59.23%	96 56.02%	92 55.29%	112 66.81%G	272 60.40%	11 75.84%	4 50.61%	683 69.05%M N	436 56.90%	146 53.46%	16 38.98%	953 59.59%	329 68.50%P R	1045 60.94%P	223 65.35%P
Don't know	53 2.53%	34 3.35%f	3 1.26%	8 3.70%f	3 4.29%f	2 1.29%	3 0.75%	1 0.84%	24 1.71%	12 1.40%	13 2.15%	26 3.98%h	11 4.24%i	6 4.54%i	9 3.42%i	3 10.17%ij	14 3.20%t	12 1.80%	11 1.40%	49 2.90%v	4 1.05%	13 2.35%	36 2.33%	4 7.64%DG HI	4 2.14%	6 2.88%	3 0.99%	5 2.22%	4 2.50%	2 1.39%	2 1.32%	6 1.43%	1 10.29%	- -	24 2.41%	18 2.30%	6 2.26%	- -	34 2.11%	14 2.97%	31 1.84%	13 3.92%R

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 164

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Furniture and home decor
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Bought second-hand in person (e.g. charity shops, car boot sales)	302 14.30%	128 12.43%	174 16.18%a	36 15.80% fh	64 17.65%e	40 11.93%	43 11.68%	62 19.34%e	56 11.44%	250 14.14%	276 14.30%	26 14.34%	19 19.13%	6 10.95%	9 10.15%	34 14.56%	24 13.53%	20 11.14%	21 13.69%	29 14.76%	34 12.27%	51 17.77%	29 15.96%	67 13.43%	114 15.28%	70 13.21%	79 14.33%	86 14.05%	67 15.26%	69 13.75%	65 13.21%	107 15.50%	64 13.94%	52 15.17%	5 20.94%	8 8.74%
Bought second-hand online	218 10.36%	97 9.40%	121 11.24%	37 16.37%g h	59 16.29%f gh	37 11.02%h	40 10.82%h	30 9.28%h	15 3.11%	183 10.32%	200 10.38%	18 10.09%	15 14.97%m	3 4.40%	11 12.40%	22 9.50%	14 8.28%	16 8.98%	16 10.65%	22 11.12%	33 12.02%	30 10.43%	18 9.81%	47 9.57%	81 10.87%	54 10.25%	75 13.60%BC	54 8.84%	41 9.30%	48 9.54%	55 11.23%	64 9.35%	53 11.41%	33 9.77%	7 29.94%	4 5.01%
Repaired items I already have	276 13.10%	141 13.75%	132 12.29%	40 17.47%	40 10.94%	40 11.85%	44 12.00%	52 16.06%	61 12.40%	236 13.34%	259 13.45%	17 9.33%	14 14.61%	9 14.74%	12 13.34%	35 14.78%	20 11.48%	23 12.72%	16 10.50%	24 12.48%	42 15.26%	42 14.62%	22 12.26%	66 13.36%	107 14.28%	63 11.99%	82 14.84%	68 11.25%	59 13.28%	67 13.25%	73 14.74%	84 12.18%	68 14.78%	34 10.03%	4 16.47%	12 13.49%
Kept using the item even though I wanted/ needed to replace it	312 14.79%	141 13.74%	170 15.80%	38 16.48%	66 18.23%	45 13.45%	47 12.87%	45 14.13%	71 14.42%	266 15.00%	292 15.12%	20 11.28%	13 13.35%	13 21.74%n	8 9.50%	42 18.07%	25 14.52%	25 13.65%	17 11.36%	29 15.01%	39 13.84%	55 19.03%k nr	25 13.91%	76 15.32%	118 15.85%	71 13.50%	92 16.67%	88 14.48%	70 15.75%	62 12.27%	72 14.68%	107 15.58%kH	78 16.88%kH	36 10.50%	5 20.84%	12 13.83%
Been gifted replacement goods from friends/ family/the local community	121 5.75%	57 5.50%	64 5.93%	23 9.90%fh	23 6.44%h	27 8.09%fh	15 4.01%	20 6.17%h	14 2.75%	110 6.19%	111 5.77%	10 5.49%	2 1.71%	- -	2 1.83%	13 5.46%	11 6.46%	10 5.35%	9 5.88%	11 5.51%	21 7.46%m	21 7.31%lm	13 7.14%m	26 5.18%	55 7.32%	29 5.56%	38 6.89%	38 6.28%	23 5.22%	22 4.32%	27 5.40%	33 4.73%	31 6.75%	25 7.46%	2 7.02%	3 2.86%
Rented/leased an item	22 1.04%	12 1.17%	10 0.91%	9 4.16%fg h	6 1.78%fg h	6 1.77%gh	- -	- -	- -	20 1.11%	20 1.02%	2 1.21%	- -	- -	1 1.13%	2 0.78%	5 2.88%q	- -	1 0.34%	1 0.59%	4 1.58%	3 1.03%	3 1.59%	8 1.58%y	10 1.37%	2 0.31%	14 2.58%BD	2 0.26%	6 1.36%BD	- -	5 0.95%	7 0.95%	1 0.25%	6 1.69%G	1 5.27%	1 1.61%
Borrowed an item	20 0.93%	13 1.24%	7 0.64%	5 2.41%h	3 0.80%	4 1.15%	2 0.49%	4 1.21%	2 0.36%	14 0.78%	17 0.87%	3 1.65%	3 2.97%opv	- -	1 0.70%	1 0.27%	- -	2 1.15%	1 0.54%	1 0.57%	4 1.39%	5 1.62%	- -	1 0.25%	9 1.14%	4 0.76%	6 1.11%	6 0.91%	5 1.15%	3 0.58%	2 0.47%	4 0.62%	6 1.36%	3 0.90%	- -	3 2.95%E
None of the above	1177 55.85%	590 57.40%	585 54.46%	101 44.23%	165 45.43%	190 56.42%c d	221 60.21%c d	178 55.26%c d	323 65.66%c deg	978 55.23%	1064 55.18%	113 63.03%l otu	47 47.47%	39 66.78%l ou	52 59.75%	119 50.69%	101 57.94%	105 57.91%	93 61.49%l ou	116 59.30%	146 52.50%	143 49.83%	103 56.73%	272 54.83%	392 52.50%	315 59.45%x	279 50.29%	351 57.70%A	251 56.80%	296 58.92%A	287 58.21%	377 54.60%	245 52.85%	202 59.31%	7 29.55%	55 61.36%
Don't know	59 2.82%	31 3.00%	29 2.66%	11 4.69%h	18 4.83%gh	9 2.73%	9 2.58%	5 1.63%	7 1.49%	55 3.10%	56 2.92%	3 1.77%	1 1.29%	- -	6 6.71%k	6 2.42%	7 4.09%	3 1.87%	3 2.07%	4 1.94%	12 4.46%	7 2.36%	7 3.76%	19 3.76%	26 3.48%	10 1.96%	18 3.18%C	19 3.15%C	5 1.17%	17 3.47%C	11 2.13%	22 3.18%	14 3.04%	10 2.81%	- -	3 3.73%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 165

S23. In the last 12 months (i.e. since June 2022)...Which, if any, of the following have you done instead of buying new items in the following categories?
Furniture and home decor
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Bought second-hand in person (e.g. charity shops, car boot sales)	302 14.30%	151 15.05%	41 16.77%	35 15.39%	9 11.89%	13 9.43%	41 12.13%	12 14.05%	196 13.71%	108 13.03%	88 14.66%	102 15.78%	32 12.71%	24 17.33%	46 17.97%i	3 10.93%	58 13.13%	110 17.26%	111 14.13%	235 13.90%	66 15.95%	79 14.51%	220 14.41%	8 14.04%	21 11.76%	28 14.13%	42 16.45%	37 17.74%	31 17.90%	28 16.70%	22 12.87%	61 13.66%	2 14.81%	2 27.62%	133 13.44%	111 14.45%	46 16.78%	6 14.50%	244 15.23%S	56 11.67%	256 14.94%S	35 10.19%
Bought second-hand online	218 10.36%	128 12.79%ae f	28 11.43%e f	31 13.68%ef	3 4.53%	6 4.50%	13 3.77%	9 10.29%f	127 8.90%	45 5.42%	82 13.75%i o	90 13.97%ih	32 12.62%i	25 17.97%i o	33 13.08%i	1 2.14%	40 9.02%	77 12.07%	88 11.17%	175 10.34%	43 10.41%	50 9.12%	167 10.97%	4 6.98%	17 9.56%	18 9.13%	30 11.78%	23 11.03%	24 13.77%	15 9.27%	13 7.99%	59 13.07%	1 10.42%	1 8.01%	96 9.69%	73 9.46%	36 13.29%	11 25.20%	174 10.85%	42 8.84%	181 10.55%	32 9.46%
Repaired items I already have	276 13.10%	136 13.58%	34 13.98%	28 12.35%	13 17.24%	14 10.45%	41 12.17%	10 11.10%	190 13.29%	105 12.64%	85 14.20%	80 12.32%	31 12.48%	16 11.23%	32 12.77%	6 20.41%	77 17.47%s	68 10.68%	106 13.54%	216 12.77%	60 14.43%	70 12.82%	201 13.20%	15 24.91%D EFGH	27 14.70%	35 17.83%D E	27 10.56%	22 10.31%	19 11.30%	22 13.00%	18 10.56%	67 14.85%	- -	1 12.95%	128 12.92%	95 12.37%	46 16.77%	5 11.64%	221 13.83%	54 11.18%	235 13.69%	41 11.94%
Kept using the item even though I wanted/ needed to replace it	312 14.79%	155 15.44%	44 17.99%f	29 12.94%	11 15.02%	18 13.32%	41 12.19%	13 15.50%	204 14.25%	113 13.60%	90 15.15%	102 15.69%	47 18.55%	18 13.03%	36 14.33%	7 21.31%	60 13.71%	89 13.90%	132 16.82%	253 14.94%	59 14.21%	66 12.06%	241 15.78%	10 16.82%	25 13.68%	25 12.81%	32 12.36%	32 15.29%	25 14.49%	36 21.52%C D	30 17.66%	66 14.77%	- -	1 12.95%	127 12.86%	138 18.05%L	39 14.29%	6 13.35% S	258 16.12%Q	50 10.49%	279 16.25%QS	30 8.67%
Been gifted replacement goods from friends/ family/the local community	121 5.75%	78 7.81%f	13 5.26%f	10 4.39%	4 5.10%	5 3.76%	8 2.30%	3 3.99%	73 5.12%	33 3.92%	41 6.79%i	47 7.30%	16 6.50%	9 6.21%	22 8.70%i	1 2.55%	19 4.30%	41 6.39%	58 7.42%r	92 5.42%	29 7.10%	30 5.57%	88 5.74%	3 4.30%	9 5.02%	7 3.62%	11 4.32%	15 7.22%	15 8.44%	18 10.89%CD H	8 4.83%	32 7.11%	- -	- -	42 4.29%	51 6.64%L	23 8.26%L	3 7.02%	98 6.14%	23 4.78%	100 5.81%	20 5.72%
Rented/leased an item	22 1.04%	16 1.54%f	2 0.91%	4 1.84%f	- -	- -	- -	- -	11 0.79%	4 0.50%	7 1.19%	10 1.47%	2 0.92%	4 3.15%i	3 1.07%	1 3.62%i	3 0.59%	3 0.42%	13 1.71%s	20 1.21%	1 0.35%	1 0.17%	21 1.37%w	1 0.87%	1 0.61%	1 0.49%	- -	- -	3 1.57%	4 2.51%DE	3 1.74%D	6 1.40%	- -	- -	2 0.23%	12 1.59%L	3 1.20%L	4 9.96%	19 1.20%	3 0.55%	19 1.11%	3 0.82%
Borrowed an item	20 0.93%	11 1.13%	4 1.64%f	1 0.45%	2 2.02%f	2 1.32%f	- -	- -	7 0.49%	2 0.30%	5 0.75%	11 1.67%h	5 2.14%i	1 0.46%	5 1.88%i	2 6.17%ij m	5 1.21%	9 1.43%	4 0.53%	16 0.94%	4 0.90%	4 0.82%	15 1.00%	- -	2 1.25%	3 1.53%	3 1.16%	4 1.75%	3 1.45%	1 0.64%	- -	3 0.69%	- -	- -	11 1.06%	4 0.54%	4 1.47%	1 2.43%	18 1.14%	2 0.31%	17 1.00%	3 0.74%
None of the above	1177 55.85%	528 52.51%	128 52.70%	120 52.76%	41 54.36%	89 66.99%ab bc	222 65.66%ab bc	49 57.37%	832 58.21%k	522 62.70%lmn	310 51.95%	329 50.77%	130 51.46%	68 48.40%	131 51.41%	16 53.19%	242 54.96%	350 54.69%	441 56.25%	954 56.36%	223 53.79%	318 58.36%	841 55.15%	27 46.77%	102 55.62%	113 56.76%	148 57.58%	120 57.06%	82 47.48%	79 47.67%	102 61.09%F G	259 57.53%F G	10 74.90%	6 64.37%	594 60.01%M N	416 54.34%	131 47.85%	16 36.95%	854 53.36%	306 63.82%P R	932 54.37%	218 63.64%PR
Don't know	59 2.82%	33 3.25%f	4 1.59%	10 4.47%f	4 5.34%f	5 3.62%	4 1.15%	- -	32 2.24%	18 2.11%	14 2.42%	24 3.75%	11 4.24%	5 3.76%	8 3.25%	3 10.17%ij	17 3.90%st	9 1.40%	14 1.76%	51 3.02%	8 1.99%	19 3.55%	37 2.43%	4 6.61%DE FI	8 4.53%	5 2.51%	4 1.40%	3 1.40%	2 1.39%	4 2.36%	2 1.47%	7 1.65%	1 10.29%	- -	23 2.31%	24 3.16%	7 2.41%	- -	39 2.46%	15 3.18%	38 2.20%	13 3.82%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 166

S24. Thinking about the last time one of your large household appliances broke (e.g. washing machine or fridge)... Which, if any, of the following did you do?

Base: All respondents

	Total	Gender		Age						Region												Region Summary			Social Grade				Property type						
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1416	700	713	66	194	239	261	243	413	1186	1305	111	72	47	59	172	127	132	124	138	141	180	113	358	434	394	413	435	321	247	441	517	297	113	3	43
Weighted base	1430	723	704	101*	205	228	244	244	408	1208	1324	106	70*	47*	56*	160	128	127	115	143	161	185	134	343	480	384	423	422	330	254	449	514	294	120	5**	47*
Not applicable - I have never had a large household appliance breakdown	198 13.87%	100 13.82%	99 13.99%	22 21.32%gh	62 30.51%efgh	41 18.04%gh	29 11.92%h	18 7.45%	26 6.37%	171 14.15%	181 13.64%	18 16.83%	6 9.22%	3 6.90%	11 19.66%	17 10.89%	30 23.61%lmosuv	21 16.53%	17 14.39%	14 9.94%	26 16.03%	23 12.29%	12 9.10%	59 17.05%	61 12.66%	52 13.44%	67 15.72%D	62 14.70%D	48 14.42%D	22 8.72%	41 9.20%	84 16.27%E	34 11.70%	34 28.07%EFGJ	- -	5 11.79%
Bought a new replacement	811 56.71%	391 54.16%	418 59.39%	40 40.00%	80 38.93%	107 46.82%	136 55.85%cde	168 68.99%cdef	279 68.46%cdef	685 56.69%	752 56.76%	59 56.08%	37 52.29%	31 65.35%p	32 57.23%	92 57.71%	59 46.39%	74 58.50%	78 68.37%lptu	91 63.60%pu	87 54.03%	94 50.81%	77 57.29%	183 53.42%	258 53.70%	243 63.34%wx	218 51.57%	241 56.99%	192 58.18%	160 62.89%A	268 59.82%	280 54.57%	171 58.03%	61 51.35%	2 36.75%	28 59.16%
Bought a second-hand replacement	62 4.36%	32 4.46%	30 4.25%	14 14.30%defgh	10 4.84%	11 4.93%	5 2.11%	12 4.72%	10 2.42%	53 4.40%	60 4.55%	2 1.75%	4 5.80%r	3 6.71%r	5 8.87%klr	7 4.22%	7 5.69%r	6 4.48%	1 0.78%	5 3.34%	7 4.59%	10 5.41%r	5 4.02%	19 5.52%	23 4.75%	11 2.95%	17 4.09%	20 4.66%	12 3.54%	13 5.29%	18 4.05%	23 4.48%	15 5.23%	4 3.47%	1 30.55%	- -
Repaired it with success	243 17.01%	141 19.49%b	101 14.41%	8 7.64%	37 17.92%c	48 21.00%c	44 18.13%c	35 14.14%	72 17.70%c	202 16.74%	225 16.99%	18 17.23%	17 24.41%qr	6 12.42%	6 10.97%	31 19.67%	18 14.39%	15 11.99%	14 12.05%	25 17.34%	28 17.13%	37 20.14%	28 20.59%	56 16.30%	92 19.26%y	54 14.00%	86 20.30%D	73 17.18%D	57 17.20%D	28 11.02%	90 20.07%H	85 16.52%	48 16.34%	12 10.03%	- -	8 17.70%
Tried to repair it without success	169 11.78%	85 11.83%	83 11.79%	13 13.21%	26 12.76%	36 15.90%h	30 12.47%	26 10.54%	37 8.97%	153 12.64%k	162 12.24%	6 6.07%	5 7.45%	4 9.20%	3 5.16%	26 16.49%kn	21 16.30%kn	15 11.53%	13 11.69%	16 11.44%	17 10.59%	22 11.78%	19 14.42%k	50 14.58%	58 12.12%	44 11.55%	52 12.25%	57 13.56%	32 9.60%	28 10.89%	49 10.97%	55 10.68%	40 13.75%	15 12.36%	1 32.70%	8 16.54%
Decided to manage without the appliance	23 1.57%	12 1.73%	9 1.28%	3 3.42%	2 1.03%	4 1.73%	5 1.91%	4 1.72%	4 1.02%	16 1.29%	20 1.48%	3 2.73%	1 1.26%	3 6.65%lprtu	- -	3 2.00%	1 0.67%	3 2.32%	1 0.87%	2 1.32%	2 1.27%	2 1.20%	1 1.11%	4 1.18%	6 1.20%	6 1.51%	4 0.98%	3 0.71%	6 1.90%	9 3.57%AB	6 1.35%	8 1.65%	3 1.09%	4 3.15%	- -	1 2.16%
Other	26 1.82%	16 2.18%	10 1.46%	- -	4 1.75%	4 1.67%	7 3.06%g	1 0.50%	10 2.43%	24 1.98%	25 1.89%	1 0.99%	1 1.46%	- -	- -	1 0.57%	2 1.77%	2 1.82%	1 0.87%	1 0.66%	5 2.92%	8 4.26%o	4 2.94%	3 0.93%	17 3.44%wy	4 1.11%	10 2.35%	5 1.15%	4 1.30%	7 2.72%	6 1.44%	11 2.14%	6 2.07%	1 1.03%	- -	1 2.71%
Don't know	35 2.41%	18 2.43%	17 2.41%	14 13.67%defgh	7 3.31%h	3 1.44%	5 2.21%h	4 1.70%	1 0.27%	30 2.48%	32 2.42%	3 2.39%	2 2.88%	- -	2 4.07%	2 1.49%	3 2.13%	4 3.45%	2 1.40%	1 0.78%	6 3.62%	5 2.94%	4 3.13%	7 2.15%	15 3.22%	7 1.86%	12 2.82%	11 2.66%	5 1.37%	7 2.69%	8 1.67%	13 2.48%	11 3.79%	1 1.23%	- -	- -
NET: Bought a replacement	862 60.27%	418 57.88%	442 62.80%	51 50.25%	88 43.24%	118 51.75%	141 57.64%d	179 73.15%cdef	285 69.91%cdef	727 60.21%	802 60.52%	60 57.09%	41 58.09%	34 72.05%pu	35 62.86%	98 61.45%	66 51.24%	79 62.06%u	79 69.15%pu	95 66.53%pu	93 57.94%	100 54.06%	82 61.31%	199 57.87%	275 57.39%	253 65.84%wx	233 55.04%	255 60.39%	203 61.40%	171 67.28%A	287 63.86%	296 57.65%	183 62.24%	65 53.90%	3 67.30%	28 59.16%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 167

S24. Thinking about the last time one of your large household appliances broke (e.g. washing machine or fridge)... Which, if any, of the following did you do?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1416	662	239	63	25	86	291	50	1416	757	659	-	-	-	-	-	221	423	625	1099	317	307	1100	21	85	115	150	144	129	124	131	370	3	5	638	552	202	9	1065	336	1166	221
Weighted base	1430	700	172	80*	29**	90*	305	53*	1430	833	597	.**	.**	.**	.**	.**	223	419	634	1113	317	311	1106	22**	87*	114	152	144	123	127	133	374	4**	6**	642	556	203	11**	1086	329	1182	220
Not applicable - I have never had a large household appliance breakdown	198 13.87%	136 19.47%bef	12 7.21%	12 14.69%f	9 30.53%	5 5.73%	18 5.85%	6 11.27%	198 13.87%	84 10.11%	114 19.12%i	-	-	-	-	-	25 11.36%	54 12.94%	105 16.60%	165 14.79%	34 10.67%	37 11.91%	160 14.48%	4 17.79%	12 13.97%	9 8.13%	25 16.43%	16 10.90%	14 11.02%	20 15.53%	24 17.83%C	62 16.53%C	-	-	72 11.27%	97 17.51%L	25 12.37%	3 24.19%	146 13.42%	51 15.36%	160 13.56%	35 15.92%
Bought a new replacement	811 56.71%	347 49.56%	107 62.08%a	46 57.72%	11 37.08%	60 65.98%a	209 68.53%a	31 59.18%	811 56.71%	507 60.86%j	304 50.92%	-	-	-	-	-	140 62.62%t	244 58.14%	330 52.14%	620 55.68%	191 60.32%	193 62.03%x	613 55.40%	10 42.80%	49 56.32%	82 71.29%B DFGHI	89 58.27%	88 60.82%I	68 54.84%	71 55.79%	70 53.06%	189 50.57%	1 32.01%	4 80.08%	404 63.01%M N	285 51.17%	107 52.67%	6 53.98%	615 56.63%	188 57.09%	680 57.53%	119 54.21%
Bought a second-hand replacement	62 4.36%	35 5.07%f	12 7.07%fg	1 1.86%	4 12.32%	3 3.33%	6 2.11%	- -	62 4.36%	33 3.98%	29 4.86%	-	-	-	-	-	6 2.85%	25 5.91%	31 4.89%	52 4.64%	10 3.31%	12 3.80%	50 4.55%	- -	4 5.03%	2 1.76%	9 6.07%	8 5.85%	7 5.79%	9 6.74%	7 5.33%	15 4.10%	- -	- -	26 4.03%	17 3.08%	19 9.41%LM	- -	51 4.70%	11 3.38%	50 4.23%	12 5.50%
Repaired it with success	243 17.01%	115 16.49%	29 17.08%	9 11.42%	3 11.44%	17 18.59%	57 18.66%	12 22.97%	243 17.01%	139 16.65%	105 17.51%	-	-	-	-	-	28 12.56%	67 15.91%	124 19.52%r	183 16.43%	60 19.04%	43 13.80%	199 17.99%	4 19.59%	8 9.77%	15 13.30%	21 13.81%	20 14.13%	25 20.59%B	26 20.55%B	24 17.92%	74 19.74%B	1 30.27%	1 19.92%	90 13.96%	112 20.12%L	37 18.45%	1 10.37%	188 17.32%	53 16.20%	203 17.15%	37 16.82%
Tried to repair it without success	169 11.78%	94 13.49%	21 12.42%	8 9.86%	4 13.00%	6 6.13%	28 9.24%	7 13.79%	169 11.78%	91 10.96%	77 12.93%	-	-	-	-	-	28 12.42%	50 11.88%	79 12.42%	142 12.80%v	26 8.22%	34 10.90%	135 12.17%	3 14.31%	12 13.94%	12 10.90%	19 12.63%	13 9.24%	17 14.04%	13 10.27%	12 9.18%	54 14.30%	- -	1 22.67%	54 8.36%	80 14.36%L	33 16.03%L	1 9.95%	143 13.15%QS	25 7.63%	150 12.68%Q	18 8.22%
Decided to manage without the appliance	23 1.57%	13 1.85%	1 0.73%	2 2.55%	1 4.27%	2 2.38%	3 0.94%	- -	23 1.57%	13 1.61%	9 1.53%	-	-	-	-	-	5 2.33%	6 1.37%	11 1.69%	19 1.70%	4 1.13%	4 1.18%	19 1.70%	1 5.51%	3 3.43%EH	1 0.88%	4 2.61%	- -	2 1.42%	2 1.39%	- -	9 2.39%	- -	- -	12 1.91%	8 1.36%	3 1.34%	- -	14 1.31%	8 2.53%	18 1.49%	5 2.22%
Other	26 1.82%	13 1.84%	1 0.34%	2 3.06%	- -	1 1.23%	8 2.55%	1 2.32%	26 1.82%	16 1.95%	10 1.64%	-	-	-	-	-	3 1.33%	9 2.24%	10 1.55%	22 1.95%	4 1.37%	6 1.96%	18 1.66%	- -	- -	3 2.59%	2 1.61%	4 3.09%	3 2.04%	- -	2 1.46%	8 2.11%	- -	- -	12 1.92%	9 1.60%	5 2.37%	- -	23 2.12%	3 0.90%	22 1.82%	5 2.05%
Don't know	35 2.41%	23 3.35%f	5 2.64%f	5 6.72%f	- -	1 1.24%	- -	- -	35 2.41%	20 2.39%	15 2.45%	-	-	-	-	-	5 2.37%	10 2.44%	12 1.87%	28 2.49%	7 2.14%	10 3.12%	21 1.92%	- -	3 3.67%G	2 1.86%	1 0.40%	7 4.65%DG	3 2.38%	- -	4 2.79%	8 2.17%	1 37.72%	- -	14 2.24%	13 2.35%	1 0.54%	1 11.46%	22 1.99%R	10 3.06%	19 1.61%	6 2.95%
NET: Bought a replacement	862 60.27%	377 53.87%	116 67.66%a	46 57.72%	14 49.41%	62 68.33%a	215 70.29%a	31 59.18%	862 60.27%	534 64.13%j	328 54.88%	-	-	-	-	-	146 65.21%t	260 62.03%	359 56.68%	662 59.53%	199 62.86%	202 65.01%	654 59.16%	10 42.80%	53 61.35%	83 72.53%F HI	95 62.26%	94 65.19%I	72 58.05%	79 62.53%	77 58.39%	202 54.08%	1 32.01%	4 80.08%	426 66.32%M	296 53.25%	125 61.56%M	6 53.98%	656 60.38%	198 60.15%	721 61.02%	129 58.57%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 168

S25. Still thinking about the last time one of your large household appliances broke...Which, if any, of the following are reasons why you didn't repair it?
Base: All homeowners who didn't repair appliance

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	984	465	517	46	100	149	184	191	314	825	910	74	47	38	41	118	80	97	91	103	93	122	80	239	295	291	262	299	224	199	313	351	215	70	3	30
Weighted base	988	482	504	72*	106*	139	171	191	310	834	919	70*	47*	38*	39*	111	79*	91*	84*	104*	108*	125	94*	229	327	279	271	288	226	204	317	345	212	74*	5**	33**
Not applicable - I never considered repairing it	55 5.52%	30 6.25%	24 4.85%	4 6.00%	5 4.97%	6 4.60%	13 7.66%g	3 1.67%	22 7.21%g	44 5.28%	51 5.53%	4 5.38%	5 9.83%o	2 5.85%	2 4.24%	1 0.79%	7 9.39%o	6 6.56%o	2 2.80%	5 5.20%	8 7.67%o	9 6.86%o	4 3.78%	10 4.35%	20 6.24%	14 4.92%	9 3.49%	18 6.31%	16 6.96%	11 5.51%	20 6.25%	19 5.42%	8 3.78%	7 9.10%	- -	1 3.91%
It was impossible to repair	280 28.38%	130 26.93%	151 29.91%	10 13.48%	24 22.66%	36 26.05%	49 28.56%c	65 33.97%c	97 31.28%c	232 27.78%	259 28.14%	22 31.48%	14 29.79%	13 34.27%	7 19.30%	27 24.41%	17 21.13%	24 26.32%	22 26.25%	35 34.12%	28 25.61%	41 32.75%	31 32.44%	51 22.41%	99 30.31%w	81 29.20%	76 27.95%	82 28.59%	62 27.41%	61 29.73%	95 29.88%	89 25.78%	71 33.40%H	14 19.26%	- -	12 35.42%
Cost of repair relative to the replacement cost	438 44.28%	222 46.03%	216 42.84%	19 27.11%	43 41.12%	60 43.37%	84 49.12%c	85 44.50%c	146 46.96%c	376 45.04%	413 44.95%	25 35.46%	20 43.42%	17 44.97%	16 42.37%	53 47.34%	29 36.96%	44 48.34%	52 61.84%klnopstuv	44 42.67%	47 43.58%	48 38.65%	42 44.74%	98 42.91%	137 42.03%	140 50.31%	124 45.99%	127 44.13%	98 43.47%	88 43.23%	134 42.11%	157 45.46%	103 48.73%	32 42.56%	2 36.79%	10 30.12%
Original purchase cost of the item meant it was not worth it	169 17.10%	85 17.64%	84 16.68%	7 9.70%	14 13.13%	26 18.76%	26 15.25%	35 18.07%	62 19.85%	144 17.25%	160 17.37%	9 13.62%	8 17.93%	7 19.20%	8 21.11%	22 20.27%	10 12.82%	19 21.02%	17 19.95%	20 18.86%	14 12.89%	18 14.07%	16 17.26%	41 17.83%	48 14.60%	55 19.89%	48 17.89%	40 14.03%	41 17.93%	40 19.47%	58 18.22%	60 17.47%	33 15.72%	14 19.55%	- -	3 9.41%
Amount of extra life I'd expect to get out of the machine if it was repaired	138 14.01%	72 14.92%	67 13.21%	14 20.12%d	8 7.57%	21 15.22%	22 13.16%	23 11.76%	50 16.10%d	122 14.68%l	129 14.06%	9 13.30%	2 4.12%	5 12.71%	7 17.46%	21 18.65%l	13 16.78%l	14 14.95%	11 12.85%	13 12.87%	14 12.95%	15 12.39%	15 15.51%	41 17.79%	44 13.47%	38 13.54%	40 14.61%	47 16.42%	29 12.75%	23 11.20%	41 12.91%	52 14.99%	37 17.33%	7 9.03%	- -	2 7.14%
Difficulty finding someone to repair it	118 11.93%	54 11.25%	64 12.64%	6 8.44%	10 9.34%	17 12.22%	15 8.88%	20 10.70%	49 15.93%f	92 10.98%	106 11.56%	12 16.81%	6 12.19%	9 23.72%lpu	4 11.09%	12 10.62%	7 9.09%	10 10.62%	11 13.16%	14 13.44%	11 10.54%	10 8.06%	12 12.97%	23 10.17%	34 10.29%	35 12.44%	28 10.19%	34 11.67%	27 11.97%	30 14.56%	46 14.42%	38 10.94%	23 10.79%	8 10.83%	- -	3 8.33%
Not having access to spare parts	64 6.52%	32 6.64%	32 6.43%	- -	9 8.88%cf	10 7.20%	5 2.76%	11 5.76%	29 9.45%cf	58 6.93%	61 6.63%	4 5.04%	2 4.36%	1 2.66%	3 8.69%	5 4.32%	10 12.56%oq	4 3.96%	4 4.81%	7 7.12%	9 7.39%	11 8.86%	6 6.02%	18 7.91%	25 7.56%	15 5.39%	20 7.50%	15 5.32%	13 5.72%	16 7.77%	20 6.30%	25 7.11%	14 6.80%	3 3.97%	- -	2 7.58%
Hassle of getting it repaired	137 13.87%	68 14.04%	68 13.57%	10 14.52%	17 15.75%	31 22.49%fgh	17 9.84%	19 10.14%	43 13.73%	116 13.89%	127 13.85%	10 14.05%	4 8.12%	8 20.18%	6 15.35%	17 14.99%	10 12.01%	15 16.71%	13 15.31%	15 14.37%	16 14.85%	15 11.98%	10 10.47%	32 14.02%	41 12.49%	43 15.42%	40 14.95%	31 10.60%	33 14.42%	34 16.42%	44 13.85%	44 12.85%	36 16.82%	8 10.70%	3 69.45%	2 6.05%
A newer machine would perform better or be more efficient	280 28.37%	155 32.18%b	123 24.38%	12 16.52%	32 30.41%	41 29.46%	35 20.47%	55 28.52%	106 34.21%cf	238 28.52%	262 28.52%	18 26.50%	15 32.78%	9 23.18%	8 19.93%	41 36.71%q	19 23.64%	21 23.25%	24 28.00%	27 26.34%	36 33.05%	31 24.85%	32 34.13%	67 29.35%	99 30.22%	72 25.84%	80 29.72%	91 31.49%	61 27.09%	48 23.62%	93 29.29%	97 28.15%	61 28.67%	22 29.27%	- -	7 21.56%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 168

S25. Still thinking about the last time one of your large household appliances broke...Which, if any, of the following are reasons why you didn't repair it?
Base: All homeowners who didn't repair appliance

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	988	482	504	72*	106*	139	171	191	310	834	919	70*	47*	38*	39*	111	79*	91*	84*	104*	108*	125	94*	229	327	279	271	288	226	204	317	345	212	74*	5**	33**
A new machine would look better	41 4.14%	28 5.88%b	13 2.49%	5 7.34%	9 8.07%h	6 4.61%	5 2.81%	7 3.86%	8 2.74%	36 4.37%	38 4.17%	3 3.76%	- -	2 4.75%	3 6.85%	4 3.95%	7 8.21%r	2 1.96%	1 1.01%	4 4.31%	8 7.46%r	3 2.63%	5 4.82%	14 5.91%	16 4.85%	7 2.55%	11 4.13%	11 3.67%	13 5.97%	6 2.79%	11 3.57%	15 4.46%	8 3.67%	3 3.90%	1 32.70%	2 6.05%
I'd already owned it for a long time	308 31.13%	158 32.89%	149 29.61%	26 36.16%d	20 19.38%	34 24.44%	50 29.09%	61 31.69%d	117 37.76%de	270 32.35%	292 31.80%	16 22.40%	9 19.46%	13 34.67%	12 32.47%	38 34.40%	25 30.99%	26 28.62%	31 37.23%kl	38 36.72%kl	36 33.28%	35 28.23%	28 29.87%	75 32.89%	99 30.36%	96 34.24%	82 30.38%	93 32.34%	64 28.14%	69 33.75%	98 30.88%	106 30.76%	67 31.68%	22 29.97%	1 30.55%	12 36.56%
Other	21 2.12%	9 1.78%	12 2.45%	- -	- -	3 1.97%	8 4.65%dg	2 1.15%	8 2.60%	20 2.43%	20 2.21%	1 0.88%	- -	- -	- -	6 5.80%r	3 3.78%	2 2.19%	- -	1 1.05%	3 2.96%	3 2.59%	1 1.46%	9 4.12%y	8 2.38%	3 1.10%	8 3.05%	4 1.49%	5 2.09%	4 1.79%	6 1.87%	6 1.75%	7 3.43%	1 0.83%	- -	1 3.21%
Don't know	29 2.95%	15 3.15%	14 2.78%	14 19.25%de fgh	5 5.11%h	2 1.38%	5 2.74%h	2 1.17%	1 0.36%	24 2.88%	25 2.77%	4 5.35%	1 3.02%	- -	2 5.87%	1 1.18%	3 3.44%	4 4.48%	3 3.03%	1 1.08%	2 2.31%	5 3.70%	3 3.07%	6 2.75%	10 3.06%	8 2.78%	9 3.48%	11 3.90%	3 1.17%	6 2.90%	7 2.06%	12 3.58%	6 2.79%	3 3.61%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 169

S25. Still thinking about the last time one of your large household appliances broke...Which, if any, of the following are reasons why you didn't repair it?
Base: All homeowners who didn't repair appliance

	Total	Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	984	422	183	47	14	65	220	33	984	558	426	-	-	-	-	-	169	302	404	756	228	228	749	13	65	91	107	107	88	82	85	237	2	4	480	347	140	6	742	231	814	148
Weighted base	988	449	130	59*	17**	68*	230	35*	988	610	379	.**	.**	.**	.**	.**	170	298	405	765	223	231	747	14**	66*	90*	106	108	84*	81*	85*	238	3**	4**	480	347	141	7**	752	225	819	148
Not applicable - I never considered repairing it	55 5.52%	25 5.57%	4 3.12%	6 10.25%	- -	5 7.42%	13 5.74%	1 3.42%	55 5.52%	34 5.51%	21 5.55%	- -	- -	- -	- -	- -	13 7.37%	14 4.62%	22 5.51%	44 5.74%	11 4.76%	18 7.65%	37 4.94%	2 15.42%	3 5.06%	7 7.80%	5 4.78%	3 2.41%	6 7.26%	3 3.44%	5 5.33%	15 6.27%	- -	1 16.81%	33 6.81%N	18 5.23%	3 2.12%	- -	37 4.90%	16 7.23%	41 5.01%	13 8.74%
It was impossible to repair	280 28.38%	117 26.15%	39 29.85%	15 24.97%	8 45.17%	25 36.44%	66 28.77%	11 30.90%	280 28.38%	182 29.88%	98 25.96%	- -	- -	- -	- -	- -	49 28.97%	93 31.12%	107 26.55%	211 27.53%	70 31.28%	73 31.45%	204 27.31%	6 42.82%	22 32.97%	21 23.87%	37 34.87%	32 29.37%	24 28.66%	21 25.24%	22 25.43%	65 27.39%	- -	1 28.62%	135 28.11%	94 26.97%	45 32.22%	2 30.91%	230 30.54%Q S	48 21.32%	245 29.87%Q S	30 20.35%
Cost of repair relative to the replacement cost	438 44.28%	202 44.93%	55 42.53%	18 30.53%	7 39.57%	29 42.75%	110 47.91%c	16 47.18%	438 44.28%	269 44.05%	169 44.66%	- -	- -	- -	- -	- -	77 45.28%	133 44.46%	180 44.50%	333 43.49%	105 47.01%	99 42.68%	338 45.27%	4 26.03%	31 46.54%	43 47.37%	48 45.41%	48 44.29%	37 43.47%	39 48.44%	33 38.84%	108 45.19%	- -	1 28.31%	217 45.31%	154 44.54%	62 44.35%	1 15.21%	323 42.97%	110 48.75%	369 45.10%F	63 42.53%
Original purchase cost of the item meant it was not worth it	169 17.10%	71 15.79%	24 18.29%	4 6.79%	2 14.53%	13 19.59%	49 21.47%c	5 14.55%	169 17.10%	111 18.24%	58 15.27%	- -	- -	- -	- -	- -	30 17.39%	48 16.08%	76 18.77%	131 17.06%	38 17.24%	34 14.81%	135 18.05%	1 4.10%	13 19.00%	16 18.29%	20 19.03%	20 18.57%	8 9.16%	13 15.80%	17 19.51%	47 19.51%F	- -	- -	73 15.29%	58 16.84% M	36 25.47%L	1 19.47%	132 17.61%	35 15.39%	142 17.34%	25 17.17%
Amount of extra life I'd expect to get out of the machine if it was repaired	138 14.01%	61 13.69%	19 14.72%	6 10.95%	- -	8 11.90%	42 18.05%	2 4.89%	138 14.01%	84 13.83%	54 14.31%	- -	- -	- -	- -	- -	22 13.16%	43 14.38%	56 13.89%	109 14.24%	29 13.21%	27 11.67%	110 14.77%	1 4.10%	13 19.09%	9 10.22%	19 18.32%	11 10.38%	12 14.56%	12 15.25%	7 8.34%	37 15.41%	1 45.91%	- -	59 12.34%	61 17.52%L	17 12.27%	- -	112 14.95%	25 11.22%	113 13.81%	25 17.15%Q
Difficulty finding someone to repair it	118 11.93%	40 8.83%	22 16.86%a	6 9.42%	5 31.28%	10 14.45%	33 14.24%a	3 8.16%	118 11.93%	78 12.84%	40 10.46%	- -	- -	- -	- -	- -	29 17.28%	32 10.78%	46 11.35%	91 11.89%	27 12.07%	32 13.80%	86 11.52%	4 26.81%	8 12.03%	18 19.64%U	11 10.49%	12 10.99%	9 10.87%	10 11.97%	12 13.68%	25 10.31%	- -	- -	48 10.01%	46 13.19%	24 17.18%L	- -	98 13.09%Q	18 7.98%	100 12.25%Q	17 11.32%
Not having access to spare parts	64 6.52%	23 5.14%	7 5.11%	1 2.04%	4 23.92%	4 6.11%	23 10.08%a	2 5.83%	64 6.52%	45 7.32%	20 5.21%	- -	- -	- -	- -	- -	10 5.70%	25 8.31%	22 5.53%	52 6.77%	13 5.64%	19 8.30%	45 6.05%	- -	3 3.86%	7 7.95%	10 9.76%	4 3.78%	10 12.30%E	4 4.57%	4 4.63%	15 6.18%	- -	- -	25 5.22%	29 8.48%	10 7.08%	- -	51 6.76%	13 5.75%	59 7.15%	6 3.96%
Hassle of getting it repaired	137 13.87%	60 13.27%	23 17.41%	8 13.98%	1 7.36%	7 10.90%	33 14.39%	5 13.69%	137 13.87%	80 13.13%	57 15.06%	- -	- -	- -	- -	- -	21 12.32%	43 14.48%	54 13.45%	109 14.22%	28 12.65%	32 13.76%	105 14.09%	3 22.59%	8 12.36%	10 10.68%	18 16.96%	18 16.21%	8 9.12%	11 12.96%	15 17.27%	29 12.25%	- -	- -	60 12.59%	53 15.33%	22 15.96%	- -	98 13.04%	36 15.76%	105 12.77%	29 19.38%PR
A newer machine would perform better or be more efficient	280 28.37%	110 24.54%	36 27.31%	15 25.79%	5 30.58%	20 28.89%	86 37.10%a b	9 26.27%	280 28.37%	185 30.35%	95 25.20%	- -	- -	- -	- -	- -	44 25.90%	90 30.02%	114 28.15%	212 27.69%	68 30.71%	71 30.87%	209 28.00%	1 4.10%	20 30.42%	23 25.99%	34 32.04%	34 31.72%	21 25.31%	24 29.54%	22 25.78%	68 28.53%	1 45.91%	4 83.19%	129 26.96%	108 31.13%	34 24.04%	3 44.83%	219 29.18%	57 25.14%	240 29.25%	39 26.47%
A new machine would look better	41 4.14%	22 4.92%	7 5.50%	- -	- -	1 1.56%	10 4.24%	1 2.35%	41 4.14%	26 4.21%	15 4.03%	- -	- -	- -	- -	- -	2 1.46%	16 5.38%r	19 4.69%	35 4.56%	6 2.69%	13 5.46%	28 3.79%	1 6.93%	1 2.26%	- -	8 7.38%C	4 3.58%	4 5.16%C	4 4.67%C	3 3.43%	12 5.14%C	- -	- -	15 3.18%	15 4.42%	10 7.34%L	- -	33 4.35%	7 3.30%	33 4.06%	7 4.62%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 169

S25. Still thinking about the last time one of your large household appliances broke...Which, if any, of the following are reasons why you didn't repair it?
Base: All homeowners who didn't repair appliance

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	988	449	130	59*	17**	68*	230	35*	988	610	379	.**	.**	.**	.**	.**	170	298	405	765	223	231	747	14**	66*	90*	106	108	84*	81*	85*	238	3**	4**	480	347	141	7**	752	225	819	148
I'd already owned it for a long time	308 31.13%	124 27.69%	39 29.66%	15 24.52%	4 22.32%	27 40.15%a	86 37.30%a	13 37.97%	308 31.13%	205 33.61%j	103 27.14%	- -	- -	- -	- -	- -	54 31.99%	97 32.61%	118 29.14%	244 31.88%	64 28.57%	77 33.50%	227 30.39%	1 10.43%	17 25.17%	36 40.37%U	43 40.43%U	30 28.09%	24 28.55%	27 33.80%	31 35.81%	60 25.17%	1 45.91%	1 26.25%	156 32.48%	107 30.87%	39 27.74%	2 32.11%	241 31.99%	63 27.99%	263 32.07%	42 28.23%
Other	21 2.12%	8 1.75%	1 0.93%	3 5.84%	- -	1 1.63%	6 2.69%	1 3.17%	21 2.12%	14 2.35%	7 1.73%	- -	- -	- -	- -	- -	5 3.08%	5 1.73%	8 1.88%	17 2.21%	4 1.80%	6 2.59%	15 2.00%	- -	2 3.18%	3 3.50%	1 1.15%	3 2.62%	1 1.32%	2 2.12%	1 1.06%	5 2.09%	- -	- -	9 1.78%	11 3.07%	1 0.42%	1 15.21%	16 2.14%	5 2.12%	16 1.97%	5 3.24%
Don't know	29 2.95%	19 4.33%I	2 1.59%I	5 9.09%bI	- -	1 1.64%	- -	1 3.45%I	29 2.95%	16 2.56%	14 3.59%	- -	- -	- -	- -	- -	3 1.89%	9 2.88%	10 2.49%	21 2.77%	8 3.59%	11 4.71%x	15 1.97%	- -	2 2.90%	1 1.45%	- -	6 5.24%DG	3 3.47%	- -	4 4.35%D	6 2.68%	1 54.09%	- -	13 2.63%	9 2.48%	2 1.42%	1 17.51%	16 2.11%	11 4.89%PR	17 2.03%	6 4.39%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 170

S43A_NEW2024. Which of the following do you think will lead to the greatest reduction in carbon emissions? Please rank in order, with 1 being the greatest reduction and 9 being the least.
- Summary
Base: All respondents [split sample A]

	Summary								
	Reduce car use in favour of alternative transport	Switch from an petrol diesel vehicle to an electric vehicle	Reduce holiday travel emissions (e.g. flying less)	Reduce home energy use	Receive electricity supply from greener sources (e.g. renewables)	Improve insulation of home	Install a heat pump	Reduce and recycle food waste	Consume less red meat and dairy
Unweighted base	1055	1055	1055	1055	1055	1055	1055	1055	1055
Weighted base	1061	1061	1061	1061	1061	1061	1061	1061	1061
1	111 10.46%	102 9.58%	169 15.88%	125 11.75%	144 13.52%	89 8.34%	28 2.59%	58 5.44%	61 5.75%
2	108 10.19%	127 12.01%	111 10.46%	127 11.93%	113 10.69%	109 10.26%	47 4.46%	68 6.37%	74 6.96%
3	111 10.47%	110 10.40%	98 9.21%	133 12.55%	137 12.93%	116 10.93%	59 5.60%	62 5.87%	57 5.35%
4	118 11.09%	93 8.76%	88 8.29%	146 13.74%	110 10.32%	103 9.72%	89 8.40%	85 7.97%	53 5.02%
5	102 9.65%	91 8.54%	75 7.04%	128 12.09%	103 9.69%	139 13.09%	100 9.38%	83 7.82%	64 6.03%
6	100 9.41%	98 9.24%	97 9.09%	91 8.61%	90 8.44%	118 11.14%	125 11.81%	96 9.08%	69 6.48%
7	99 9.34%	103 9.74%	86 8.15%	61 5.74%	71 6.68%	108 10.20%	136 12.85%	100 9.38%	119 11.25%
8	75 7.09%	86 8.12%	81 7.59%	44 4.19%	69 6.52%	54 5.11%	148 13.95%	159 14.94%	168 15.82%
9	60 5.61%	74 6.93%	81 7.62%	29 2.72%	48 4.53%	48 4.53%	151 14.27%	175 16.45%	219 20.65%
Mean	4.61	4.72	4.48	4.06	4.25	4.63	6.12	5.93	6.19
Standard deviation Standard error	2.45 0.08	2.54 0.09	2.69 0.09	2.19 0.07	2.44 0.08	2.30 0.08	2.26 0.08	2.56 0.09	2.66 0.09
na	177 16.68%	177 16.68%	177 16.68%	177 16.68%	177 16.68%	177 16.68%	177 16.68%	177 16.68%	177 16.68%

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 171

S43A_NEW2024. Which of the following do you think will lead to the greatest reduction in carbon emissions?
Please rank in order, with 1 being the greatest reduction and 9 being the least.
[1ST CHOICE SUMMARY]
Base: All respondents [split sample A]

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1055	506	546	91	186	172	193	164	249	902	978	77	44	32	56	132	93	96	99	89	124	137	76	281	337	284	269	324	229	233	251	375	220	168	7	31
Weighted base	1061	507	551	122*	192	167	187	153	240	908	981	81*	40*	32**	54*	121	94*	93*	88*	97*	135	135	91*	269	362	278	277	309	227	248	253	375	224	163	7**	34**
Reduce holiday travel emissions (e.g. flying less)	169 15.88%	75 14.81%	92 16.69%	15 11.92%	26 13.72%	24 14.06%	37 19.56%	25 16.26%	43 17.78%	137 15.13%	149 15.20%	19 24.12%q tu	5 11.70%	7 21.70%	11 20.08%t	18 15.19%	17 17.88%	11 11.32%	12 13.24%	15 15.67%	12 8.76%	16 11.65%	26 29.00%tl oqrtu	46 17.12%	54 14.95%	37 13.45%	39 14.24%	53 17.02%	31 13.48%	46 18.48%	46 18.13%G	71 18.82%G	20 8.82%	20 12.08%	- -	10 28.19%
Receive electricity supply from greener sources (e.g. renewables)	144 13.52%	79 15.68%	64 11.63%	28 23.28%ae f	27 14.26%	13 7.50%	19 10.41%	23 14.96%e	33 13.69%	124 13.67%	133 13.57%	10 12.91%	5 12.44%	4 12.18%	8 15.21%	18 15.32%	15 16.51%	7 7.06%	13 15.20%	21 21.60%q u	17 12.88%	15 10.78%	9 9.97%	42 15.71%	41 11.36%	41 14.72%	44 15.77%	42 13.63%	30 13.32%	27 11.07%	37 14.73%	56 15.02%	23 10.46%	20 12.17%	2 22.90%	3 9.26%
Reduce home energy use	125 11.75%	58 11.50%	66 12.06%	5 4.51%	17 8.84%	18 10.47%	30 15.93%c	22 14.37%c	33 13.72%c	109 11.97%	117 11.89%	8 10.04%	5 13.55%	2 7.45%	6 11.51%	19 15.47%t	20 21.16%s tuv	14 14.96%	10 11.78%	8 8.21%	10 7.11%	15 11.01%	7 8.00%	45 16.65%x	32 8.79%	32 11.59%	29 10.64%	32 10.34%	30 13.37%	33 13.27%	26 10.23%H	45 11.90%H	39 17.43%EH	7 4.46%	- -	8 23.20%
Reduce car use in favour of alternative transport	111 10.46%	60 11.86%	50 9.05%	15 12.16%	25 13.03%g	20 12.04%	15 7.91%	9 6.19%	27 11.14%	92 10.11%	99 10.09%	12 14.91%o	3 6.63%	4 13.85%	5 9.67%	7 5.64%	6 6.29%	13 14.33%o	9 10.13%	15 15.26%o v	17 12.65%	15 11.11%	5 5.18%	18 6.68%	37 10.19%	37 13.33%w	36 13.02%	34 11.15%	19 8.35%	22 8.67%	27 10.66%	38 10.13%	27 12.09%	17 10.54%	2 24.10%	- -
Switch from an petrol diesel vehicle to an electric vehicle	102 9.58%	56 10.96%	46 8.37%	7 5.73%	24 12.54%g	23 13.94%g	15 7.79%	9 5.64%	24 10.05%	93 10.25%	97 9.89%	5 5.83%	1 3.54%	2 7.74%	5 8.38%	9 7.32%	9 9.69%	8 9.12%	12 13.36%	13 13.17%	17 12.72%	16 11.52%	5 5.30%	22 8.36%	38 10.40%	33 11.87%	24 8.50%	30 9.83%	21 9.24%	27 10.79%	29 11.58%F	23 6.02%	24 10.57%	21 13.02%F	- -	5 14.32%
Improve insulation of home	89 8.34%	45 8.81%	44 7.97%	10 8.16%	10 5.31%	14 8.41%	14 7.61%	16 10.19%	24 10.21%	74 8.09%	81 8.26%	8 9.31%	5 11.50%	3 9.01%	2 3.53%	8 6.92%	10 10.84%	6 6.27%	8 8.78%	9 9.14%	16 11.69%	8 5.72%	7 7.84%	20 7.60%	31 8.48%	22 8.07%	23 8.47%	30 9.80%	16 7.19%	18 7.44%	21 8.15%	31 8.39%	13 5.97%	18 11.31%	1 8.93%	4 11.82%
Consume less red meat and dairy	61 5.75%	29 5.67%	31 5.68%	6 4.69%	14 7.51%h	16 9.78%h	12 6.34%h	8 5.05%	5 2.05%	55 6.02%	59 5.99%	2 2.85%	- -	4 12.70%	1 2.33%	6 4.76%	6 6.01%	8 8.40%	4 4.53%	3 3.39%	6 4.56%	14 10.48%l	7 7.23%	13 4.70%	27 7.45%	15 5.42%	21 7.69%	13 4.05%	13 5.75%	14 5.70%	17 6.64%	21 5.49%	13 5.90%	10 6.37%	- -	- -
Reduce and recycle food waste	58 5.44%	21 4.15%	37 6.66%	12 9.99%ch	17 8.88%h	9 5.22%	8 4.38%	6 3.95%	6 2.31%	53 5.85%	55 5.64%	2 3.03%	- -	2 6.74%	1 2.40%	10 7.97%	3 2.92%	7 7.69%	3 3.22%	4 3.67%	12 8.75%	7 5.30%	7 7.58%	14 5.09%	26 7.16%	14 4.88%	15 5.32%	19 6.03%	11 4.64%	14 5.57%	8 3.05%	19 5.09%	17 7.70%E	12 7.63%E	1 16.48%	- -
Install a heat pump	28 2.59%	9 1.78%	18 3.36%	8 6.46%eg	6 2.92%	2 1.24%	4 1.93%	2 1.18%	7 2.74%	22 2.45%	26 2.66%	1 1.80%	3 7.21%pv	1 2.88%	1 1.66%	4 3.20%	* 0.48%	2 1.67%	2 2.61%	2 2.34%	7 5.05%	3 2.48%	1 0.80%	5 1.94%	11 3.02%	6 2.20%	10 3.45%	7 2.20%	8 3.55%	3 1.25%	6 2.29%	9 2.43%	11 4.84%	2 1.10%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 172

S43A_NEW2024. Which of the following do you think will lead to the greatest reduction in carbon emissions?
Please rank in order, with 1 being the greatest reduction and 9 being the least.
[1ST CHOICE SUMMARY]
Base: All respondents [split sample A]

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1055	491	177	90	34	55	170	38	706	382	324	333	70	90	173	16	214	320	395	853	202	258	780	29	83	102	126	103	91	83	87	225	5	6	480	389	154	15	795	241	842	183
Weighted base	1061	505	132	112*	41**	58*	173	41*	714	419	295	333	137*	65*	131	14**	216	311	393	856	206	267	773	28**	90*	98*	128	102*	82*	83*	84*	226	5**	6**	483	387	152	19**	813	230	852	182
Reduce holiday travel emissions (e.g. flying less)	169 15.88%	82 16.27%b	11 8.45%	15 13.31%	7 16.53%	11 19.26%b	35 20.20%b	7 18.44%	124 17.43%	73 17.33%	52 17.56%	43 12.80%	21 15.59%	6 9.21%	15 11.66%	1 10.15%	32 14.64%	45 14.52%	65 16.48%	125 14.60%	44 21.20%u	45 16.75%	123 15.91%	4 12.52%	14 15.65%	14 14.33%	18 13.87%	15 14.58%	13 15.44%	22 26.32%DH I	8 9.11%	35 15.60%	- -	1 12.25%	72 14.89%	65 16.74%	29 18.85%	2 12.13%	134 16.51%	31 13.55%	136 15.91%	31 17.00%
Receive electricity supply from greener sources (e.g. renewables)	144 13.52%	66 13.05%	15 11.41%	12 10.59%	12 28.74%	7 12.77%	27 15.45%	5 11.95%	104 14.55%	71 16.99%j m	33 11.09%	37 11.25%	17 12.64%	5 7.79%	15 11.49%	2 15.41%	29 13.22%	43 13.83%	55 13.90%	114 13.38%	29 14.14%	35 13.02%	105 13.56%	5 17.21%	11 11.74%	13 13.41%	17 13.10%	10 9.76%	16 19.97%	9 10.75%	13 15.72%	32 14.39%	2 35.72%	3 41.50%	59 12.29%	52 13.37%	25 16.23%	2 11.72%	116 14.29%	27 11.89%	119 13.96%	24 12.96%
Reduce home energy use	125 11.75%	52 10.38%	20 15.26%	14 12.12%	2 5.91%	6 10.37%	24 14.14%	6 13.97%	86 12.05%	52 12.39%	34 11.58%	39 11.60%	16 11.50%	7 11.43%	15 11.80%	- -	34 15.95%s	30 9.56%	47 11.93%	100 11.64%	25 12.23%	36 13.52%	89 11.46%	5 17.11%	15 16.42%	15 15.20%	10 8.03%	14 13.36%	6 7.25%	5 6.37%	13 15.29%	29 12.72%	- -	- -	66 13.62%	44 11.50%	14 9.46%	- -	89 10.90%	32 14.01%	102 12.02%P	20 10.75%
Reduce car use in favour of alternative transport	111 10.46%	64 12.73%c	15 11.34%	5 4.20%	3 6.41%	6 11.02%	15 8.86%	3 6.72%	72 10.10%	41 9.68%	32 10.70%	36 10.69%	18 13.24%	5 7.21%	13 9.74%	3 23.11%	18 8.28%	36 11.57%	49 12.44%	92 10.75%	19 9.25%	20 7.34%	90 11.63%	3 9.07%	7 7.61%	9 8.66%	15 11.60%	14 13.74%	7 8.86%	8 9.37%	12 14.46%	29 12.82%	1 24.96%	1 18.22%	47 9.64%	44 11.43%	16 10.83%	1 7.00%	97 11.98%QS	14 5.89%	99 11.59%Q	12 6.72%
Switch from an petrol diesel vehicle to an electric vehicle	102 9.58%	48 9.59%	14 10.33%	9 8.42%	2 3.74%	8 13.86%	15 8.80%	5 13.38%	65 9.06%	39 9.31%	26 8.70%	36 10.84%	15 10.61%	7 11.01%	14 10.99%	1 6.47%	20 9.46%	38 12.08%	34 8.66%	87 10.16%	15 7.18%	28 10.67%	72 9.35%	1 1.80%	10 10.93%	10 10.34%	18 14.28%	12 12.28%	7 8.43%	6 7.19%	7 8.55%	21 9.24%	- -	- -	57 11.80%	31 8.05%	13 8.39%	- -	79 9.75%S	20 8.67%S	92 10.79%S	8 4.23%
Improve insulation of home	89 8.34%	45 8.97%	8 6.37%	7 6.67%	3 7.31%	7 12.64%	15 8.42%	2 6.13%	63 8.85%	35 8.34%	28 9.58%	25 7.61%	4 2.75%	11 17.61%kl n	10 7.76%	- -	17 7.80%	28 9.04%	36 9.18%	70 8.19%	18 8.96%	17 6.20%	72 9.31%	1 5.06%	4 4.97%	11 11.16%	7 5.70%	12 12.20%	8 10.31%	11 13.51%	6 6.55%	19 8.56%	1 12.54%	- -	31 6.46%	35 8.92%	20 12.99%L	2 12.40%	67 8.25%	21 9.13%	73 8.58%	14 7.75%
Consume less red meat and dairy	61 5.75%	33 6.63%f	10 7.51%f	10 8.92%f	3 6.13%	1 2.25%	2 1.07%	2 4.90%	43 5.99%	18 4.20%	25 8.53%i	16 4.82%	4 2.98%	5 7.26%	7 5.55%	2 15.47%	11 5.01%	20 6.48%	24 6.09%	51 5.98%	10 4.80%	13 4.92%	45 5.82%	2 6.37%	6 6.39%	3 3.36%	10 8.10%	7 6.46%	3 3.98%	5 5.45%	5 5.97%	14 6.37%	- -	- -	19 3.93%	32 8.29%L	7 4.84%	3 13.35%	57 6.95%QS	4 1.70%	55 6.50%QS	4 2.23%
Reduce and recycle food waste	58 5.44%	21 4.18%	10 7.92%	13 11.22%af	2 3.75%	2 3.31%	6 3.25%	4 11.08%	26 3.61%	16 3.86%	10 3.25%	30 9.01%h	10 7.48%	7 10.62%j	13 9.82%j	2 13.92%	15 6.74%	17 5.33%	17 4.45%	50 5.88%	7 3.61%	20 7.50%	37 4.76%	1 4.82%	5 5.35%	8 8.57%E	13 9.96%EI	1 1.34%	3 3.09%	3 3.49%	6 7.35%E	8 3.71%	- -	- -	30 6.21%	17 4.33%	8 5.32%	2 9.93%	46 5.61%	12 5.25%	46 5.34%	12 6.72%
Install a heat pump	28 2.59%	13 2.48%	4 3.40%	5 4.06%	1 2.40%	2 2.67%	3 1.99%	- -	19 2.64%	7 1.59%	12 4.15%i	9 2.60%	6 4.12%	1 1.54%	2 1.52%	- -	7 3.04%	12 3.71%	9 2.38%	18 2.07%	10 4.75%u	8 2.97%	20 2.53%	1 5.06%	4 4.97%	1 0.71%	5 3.99%	1 0.93%	6 6.71%CE	1 1.01%	2 2.50%	6 2.85%	- -	- -	8 1.58%	9 2.41%	7 4.82%L	3 16.68%	23 2.79%	5 2.11%	23 2.73%	4 2.36%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 173

S43B_NEW2024. Which THREE of the following do you think will lead to the greatest reduction in carbon emissions?

Base: All respondents [split sample B]

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1053	515	537	81	173	179	191	170	259	864	952	101	59	29	35	122	84	96	68	97	130	154	78	241	362	261	275	315	214	249	240	323	241	181	16	48
Weighted base	1047	521	522	106*	171	169	180	169	253	862	948	99*	59*	27**	32*	113	81*	88*	64*	99*	143	151	90*	227	385	251	278	299	215	255	240	315	239	178	16**	55*
Reduce home energy use	432 41.29%	213 40.94%	216 41.31%	39 36.88%	67 39.09%	78 46.03%	65 36.17%	72 42.71%	112 44.14%	356 41.33%	393 41.48%	39 39.46%	25 41.97%	12 44.92%	14 42.45%	41 36.59%	42 51.89%o	37 42.42%	30 46.54%	44 44.42%	55 38.11%	61 40.15%	33 36.33%	97 42.91%	148 38.49%	111 44.26%	117 42.22%	121 40.58%	87 40.33%	107 41.90%	106 44.21%	150 47.59%GH	85 35.62%	67 37.50%	5 30.34%	20 36.15%
Receive electricity supply from greener sources (e.g. renewables)	397 37.92%	208 39.98%	188 36.06%	45 42.07%	66 38.83%	52 30.63%	67 37.42%	68 40.32%	99 39.18%	330 38.26%	362 38.21%	35 35.10%	19 32.64%	13 48.72%	14 42.39%	33 29.43%	26 31.85%	32 36.67%	29 44.69%o	36 36.83%	58 40.49%	70 45.95%o p	32 35.84%	73 32.13%	160 41.55%w	97 38.77%	112 40.35%	118 39.55%	76 35.51%	90 35.38%	98 40.75%	123 38.96%	91 38.25%	61 34.37%	6 37.70%	17 31.08%
Improve insulation of home	346 33.02%	179 34.35%	167 31.87%	32 30.20%	53 31.29%	62 36.58%	64 35.65%	53 31.37%	81 32.25%	282 32.72%	312 32.86%	34 34.60%	26 43.86%t	4 13.25%	12 37.01%	37 32.54%	29 35.34%	27 30.48%	22 34.96%	40 40.84%t	33 22.85%	44 29.10%	38 42.56%t	77 34.18%	115 29.93%	90 35.70%	98 35.27%	93 31.01%	69 32.22%	86 33.61%	89 37.23%	100 31.82%	84 35.07%	52 29.47%	5 31.28%	13 23.61%
Reduce holiday travel emissions (e.g. flying less)	339 32.40%	172 32.97%	167 32.02%	22 20.73%	54 31.37%	40 23.76%	67 37.03%c e	57 33.61%c	100 39.67%c e	285 33.06%l	302 31.84%	37 37.83%l	10 17.11%	7 24.80%	10 31.78%	39 34.23%l	28 34.08%l	29 32.68%l	21 32.86%	37 37.07%l	39 26.90%	51 33.63%l	33 36.10%l	77 33.83%	122 31.70%	87 34.45%	88 31.69%	84 28.00%	66 30.76%	101 39.75%B	90 37.54%LH	96 30.60%	79 33.29%	49 27.55%	4 25.06%	19 35.30%
Reduce car use in favour of alternative transport	339 32.35%	167 32.02%	172 32.86%	35 32.56%	60 35.10%	58 34.48%	57 31.90%	46 27.17%	83 32.77%	284 32.95%	310 32.67%	29 29.26%	16 28.09%	9 33.85%	17 51.93%k loqrsu	32 28.17%	33 40.51%q	21 23.79%	17 26.95%	29 29.28%	57 39.54%q	50 32.92%	29 32.21%	82 35.96%y	135 35.22%y	67 26.75%	98 35.38%	100 33.36%	71 33.19%	69 27.15%	76 31.77%	96 30.37%	80 33.44%	67 37.76%	7 47.95%	12 22.48%
Switch from an petrol diesel vehicle to an electric vehicle	306 29.20%	162 31.00%	141 27.02%	32 30.04%	67 39.14%fgh	49 29.19%	50 27.94%	45 26.85%	62 24.60%	248 28.79%	272 28.72%	33 33.79%s	18 30.46%	6 22.94%	12 38.20%s	41 36.36%rs	22 26.65%	29 32.83%s	13 20.27%	17 17.15%	48 33.33%s	42 27.98%	24 26.82%	75 33.13%y	114 29.70%	59 23.46%	94 33.66%D	87 28.92%	64 29.88%	61 24.08%	67 27.76%	89 28.33%	79 33.13%	51 28.56%	9 56.65%	11 20.28%
Reduce and recycle food waste	225 21.52%	97 18.65%	125 23.95%ah	32 30.47%fh	51 30.00%efh	31 18.63%	31 17.19%	36 21.53%	43 17.01%	174 20.20%	200 21.10%	25 25.54%	21 35.11%lruv	5 19.16%	9 27.65%	25 22.00%	19 23.66%	20 22.21%	10 14.99%	23 23.76%	24 16.80%	31 20.44%	14 15.03%	53 23.39%	69 17.82%	53 20.98%	58 20.76%	70 23.34%	49 22.96%	48 18.98%	47 19.46%	71 22.39%	52 22.01%	35 19.85%	6 38.60%	13 23.83%
Consume less red meat and dairy	223 21.34%	84 16.17%	139 26.61%a	24 22.25%	48 28.08%h	42 24.98%h	39 21.58%	32 18.81%	39 15.48%	181 20.95%	201 21.21%	22 22.54%n	14 24.17%n	6 23.12%	2 5.43%	17 14.61%	15 18.97%	17 18.79%	11 16.47%	17 17.68%	45 31.43%n oqrs	34 22.23%n	24 26.30%n	34 14.88%	102 26.61%w y	45 17.76%	57 20.61%	78 26.11%D	41 19.19%	47 18.34%	49 20.43%	65 20.63%	49 20.63%	47 26.24%	3 18.25%	9 17.26%
Install a heat pump	115 11.01%	70 13.48%b	45 8.60%	10 9.35%	22 12.86%	23 13.37%	18 10.26%	23 13.82%h	19 7.53%	93 10.82%	105 11.10%	10 10.10%	8 12.92%	4 16.03%	3 7.85%	13 11.16%	8 9.31%	8 8.67%	5 7.80%	6 5.79%	22 15.55%s	17 11.21%	13 14.43%	23 10.03%	52 13.58%y	18 7.32%	39 14.08%	32 10.64%	22 10.47%	22 8.52%	27 11.30%	30 9.57%	37 15.41%FH	14 7.84%	- -	7 13.20%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 173

S43B_NEW2024. Which THREE of the following do you think will lead to the greatest reduction in carbon emissions?

Base: All respondents [split sample B]

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-em Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	1047	521	522	106*	171	169	180	169	253	862	948	99*	59*	27**	32*	113	81*	88*	64*	99*	143	151	90*	227	385	251	278	299	215	255	240	315	239	178	16**	55*
Don't know	139 13.32%	70 13.48%	69 13.23%	16 15.15%d	8 4.75%	24 14.12%d	27 14.95%d	25 14.60%d	40 15.78%d	118 13.63%	129 13.60%	10 10.60%	7 11.22%	5 17.74%	2 5.10%	21 18.30%	8 9.25%	15 17.16%	12 18.15%	16 15.73%	17 11.66%	18 12.13%	10 11.46%	30 13.19%	45 11.80%	42 16.85%	24 8.66%	38 12.83%	33 15.16%A	44 17.43%A	24 9.85%	42 13.24%	26 11.05%	30 16.95%E	1 4.72%	14 25.60%EFG

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 174

S43B_NEW2024. Which THREE of the following do you think will lead to the greatest reduction in carbon emissions?
Base: All respondents [split sample B]

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1053	487	160	97	35	72	161	41	710	375	335	323	58	102	163	20	227	324	397	838	215	284	756	30	91	106	121	115	88	87	83	227	6	3	510	385	124	18	789	254	863	165
Weighted base	1047	500	110	115*	35*	75*	165	46*	716	414	302	314	115*	76*	123	17**	224	328	390	838	209	278	752	30**	93*	101*	129	109	90*	83*	83*	224	9**	2**	506	379	121	23**	787	250	862	160
Reduce home energy use	432 41.29%	209 41.90%	45 40.84%	42 36.34%	17 47.66%	25 33.63%	77 46.77%	16 36.05%	302 42.21%	177 42.71%	125 41.51%	125 39.91%	49 42.53%	31 41.15%	45 36.68%	5 27.61%	92 41.21%	135 41.15%	162 41.45%	344 41.12%	88 41.96%	115 41.22%	315 41.84%	15 50.19%	35 37.09%	43 42.34%	52 39.94%	42 38.79%	41 45.76%	29 35.21%	34 40.46%	99 44.12%	3 30.89%	1 52.97%	201 39.64%	165 43.45%	52 42.68%	9 39.25%	331 42.14%S	100 39.96%S	378 43.87%P S	51 31.99%
Receive electricity supply from greener sources (e.g. renewables)	397 37.92%	182 36.44%	42 38.10%	45 38.76%	14 39.92%	25 32.94%	70 42.41%	19 42.01%	289 40.39%k	170 40.97%l	120 39.60%l	103 32.74%	28 24.36%	31 40.67%l	44 35.65%	5 29.30%	83 36.93%	114 34.91%	160 41.07%	305 36.46%	91 43.77%	109 39.18%	282 37.54%	11 37.96%	26 28.31%	45 44.60%B	45 35.02%	42 38.62%	27 30.22%	30 36.47%	36 42.90%	94 42.09%B	- -	1 47.03%	172 34.03%	155 40.90%L	54 44.36%L	12 53.22%	334 42.47%Q S	62 24.85%	352 40.86%Q S	42 26.43%
Improve insulation of home	346 33.02%	174 34.74%	31 27.94%	34 29.53%	9 26.75%	20 26.49%	62 37.46%	16 34.90%	241 33.63%	143 34.58%	98 32.32%	99 31.62%	42 36.24%	23 29.89%	35 28.39%	6 33.55%	63 27.92%	122 37.27%r	126 32.44%	275 32.85%	70 33.72%	90 32.47%	247 32.97%	11 36.90%	21 22.42%	31 30.31%	44 34.40%	44 40.23%JB	34 37.78%JB	29 34.48%	22 26.38%	76 33.95%	2 22.84%	1 25.25%	161 31.77%	132 34.71%	43 35.18%	7 30.66%	254 32.29%	90 35.95%	293 33.99%P	51 31.50%
Reduce holiday travel emissions (e.g. flying less)	339 32.40%	150 29.99%	38 34.43%	31 26.79%	15 42.51% c	33 43.78%a	61 36.86%	12 25.51%	242 33.86%	151 36.38%l	92 30.42%	92 29.19%	24 21.26%	24 31.07%	44 35.42%l	5 30.32%	87 38.62%	101 30.74%	120 30.68%	263 31.37%	76 36.55%	94 33.65%	239 31.79%	7 23.35%	42 44.97%F HI	38 37.32%	43 33.12%	36 32.89%	22 24.69%	33 40.36%F I	23 27.90%	63 28.13%	3 30.81%	1 25.25%	176 34.80%	126 33.32%	32 26.69%	1 4.10%	273 34.74%Q	63 25.32%	289 33.53%Q	46 28.49%
Reduce car use in favour of alternative transport	339 32.35%	162 32.42%	37 33.83%	33 28.51%	15 41.78%e	16 21.77%	60 36.34%e	15 33.57%	228 31.85%	127 30.61%	101 33.54%	107 34.16%	30 26.38%	26 34.60%	51 41.16%l I	3 19.80%	62 27.72%	120 36.58%r	128 32.94%	290 34.59%v	49 23.36%	84 30.01%	250 33.20%	5 16.15%	31 32.77%	27 26.51%	50 38.40%	42 38.25%	29 31.91%	32 38.15%	30 35.57%	67 30.04%	1 8.06%	2 74.75%	153 30.13%	132 34.88%	43 35.08%	7 31.60%	285 36.29%Q S	52 20.91%	301 34.88%Q S	34 21.01%
Switch from an petrol diesel vehicle to an electric vehicle	306 29.20%	154 30.87%	37 33.64%a	37 32.06%	6 18.36%	15 20.08%	43 25.70%	13 29.00%	210 29.38%	107 25.85%	103 34.22%l	93 29.44%	34 29.61%	22 28.69%	37 29.76%	3 16.81%	61 27.35%	90 27.49%	133 34.09%	250 29.85%	56 26.59%	71 25.51%	233 30.94%	9 30.82%	26 27.95%	26 25.76%	30 23.39%	27 24.92%	33 36.52%	34 41.23%C DE	29 34.38%	70 31.34%	1 7.97%	- -	143 28.28%	102 26.82% M	47 38.42%L	13 57.12%	259 32.92%Q S	45 17.81%	272 31.59%Q S	31 19.46%
Reduce and recycle food waste	225 21.52%	108 21.67%g	28 25.35%g	36 31.01%e g	6 16.73%	11 14.87%	33 19.96%	3 6.86%	142 19.85%	83 20.04%	59 19.58%	77 24.64%	26 22.49%	22 28.90%	29 24.01%	6 34.29%	50 22.36%	77 23.47%t	67 17.10%	178 21.20%	48 22.77%	54 19.28%	169 22.48%	9 28.88%	18 19.57%	23 22.99%	29 22.50%	24 21.64%	24 27.11%t	14 16.77%	18 21.17%	35 15.71%	1 8.06%	1 27.72%	97 19.08%	86 22.79%	26 21.50%	15 65.25%	179 22.74%S	45 18.06%	199 23.03%S	23 14.59%
Consume less red meat and dairy	223 21.34%	112 22.38%f	29 26.45%f	27 23.09%f	10 27.52%f	15 19.23%	20 12.39%	11 24.35%	148 20.73%	79 19.20%	69 22.83%	70 22.28%	20 17.54%	18 22.99%	32 26.26%	5 29.56%	47 20.82%	65 19.74%	96 24.61%	181 21.58%	43 20.38%	53 19.04%	168 22.35%	5 15.71%	15 16.02%	27 26.79%	25 19.63%	20 18.06%	20 21.96%	18 21.91%	16 19.10%	62 27.66%B	1 7.97%	1 47.03%	85 16.81%	105 27.62%L	29 23.58%	3 13.54%	201 25.60%QR S	22 8.78%	205 23.79%QS	15 9.42%
Install a heat pump	115 11.01%	66 13.18%f	14 12.43%	10 8.30%	3 7.26%	5 6.02%	12 7.07%	7 15.94%	93 13.02%k	54 12.93%	40 13.15%	22 6.85%	6 5.42%	5 6.29%	10 8.53%	* 2.75%	16 7.05%	31 9.45%	62 16.01%r s	90 10.69%	26 12.29%	27 9.64%	88 11.75%	2 6.48%	9 9.80%	5 4.67%	16 12.19%	11 9.74%	5 5.15%	11 13.46%C F	15 18.11%C	36 16.17%CF	- -	- -	49 9.62%	51 13.41%	14 11.94%	1 5.25%	100 12.75%Q	15 5.95%	103 11.95%Q	12 7.57%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 174

S43B_NEW2024. Which THREE of the following do you think will lead to the greatest reduction in carbon emissions?

Base: All respondents [split sample B]

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	1047	500	110	115*	35*	75*	165	46*	716	414	302	314	115*	76*	123	17**	224	328	390	838	209	278	752	30**	93*	101*	129	109	90*	83*	83*	224	9**	2**	506	379	121	23**	787	250	862	160
Don't know	139 13.32%	61 12.14%	10 8.99%	18 15.21%	4 10.51%	20 27.08%abf	19 11.68%	8 17.27%	84 11.69%	51 12.24%	33 10.95%	51 16.39%	28 24.72%ijn	9 11.91%	14 11.39%	4 25.34%	37 16.68%t	43 13.07%	38 9.87%	113 13.43%	27 12.87%	46 16.67%x	88 11.71%	5 17.85%	19 20.37%GI	13 12.90%	18 13.81%	13 12.29%	12 12.97%	6 7.32%	9 11.39%	23 10.27%	6 61.14%	- -	94 18.62%MN	28 7.37%	8 6.86%	- -	47 6.02%	85 34.14%PR	65 7.52%P	59 36.51%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 175

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?

Summary

Base: All respondents

	Food	Clothing & footwear	Household goods (e.g. cleaning products)	Toiletries and beauty products	Electronics (TVs, mobile phones, fridges, washing machines)
Unweighted base	2108	2108	2108	2108	2108
Weighted base	2108	2108	2108	2108	2108
Never	527 24.98%	668 31.71%	583 27.68%	611 28.98%	553 26.21%
Rarely	348 16.51%	486 23.06%	407 19.29%	436 20.68%	452 21.42%
Sometimes	618 29.32%	542 25.72%	611 29.01%	555 26.34%	535 25.38%
Often	383 18.19%	242 11.50%	291 13.81%	264 12.54%	290 13.75%
Always	181 8.57%	106 5.03%	149 7.09%	146 6.92%	193 9.17%
Don't know	39 1.84%	44 2.10%	41 1.93%	44 2.09%	51 2.40%
NA - I don't buy this kind of product	12 0.58%	18 0.87%	25 1.19%	51 2.44%	35 1.66%
NET: Always/often/ sometimes/rarely	1530 72.60%	1377 65.32%	1459 69.20%	1402 66.49%	1470 69.73%

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 176

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Food
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Never	527 24.98%	297 28.87%b	230 21.41%	50 22.04%	68 18.83%	80 23.79%	120 32.72%c deh	85 26.52%d	123 24.90%d	449 25.37%	486 25.21%	40 22.46%	23 23.50%	14 23.31%	27 31.14%t	58 24.95%	56 31.89%t uv	44 24.41%	48 31.65%t v	58 29.65%t	54 19.45%	66 23.07%	38 20.69%	141 28.48%x	158 21.15%	150 28.43%x	124 22.34%	143 23.48%	116 26.34%	143 28.52%A	133 26.93%H	176 25.48%H	123 26.56%H	65 19.14%	1 6.07%	26 29.76%
Rarely	348 16.51%	180 17.53%	168 15.63%	31 13.75%	48 13.26%	68 20.38%cd	56 15.32%	61 18.98%	83 16.82%	306 17.26%k	330 17.13%k	18 9.92%	11 10.86%	14 23.54%k l	12 14.36%	50 21.20%k l	27 15.47%	38 21.00%k l	25 16.46%	31 15.79%	43 15.40%	48 16.64%	32 17.64%	89 17.98%	123 16.42%	94 17.77%	88 15.88%	107 17.65%	79 17.77%	74 14.72%	77 15.55%	133 19.32%J	74 16.04%	53 15.53%	4 15.80%	7 7.47%
Sometimes	618 29.32%	277 26.91%	335 31.22%a	66 28.84%	112 30.99%	100 29.72%	101 27.50%	93 28.85%	146 29.71%	503 28.38%	557 28.90%	61 33.90%o p	36 36.71%o p	18 31.31%	26 29.96%	52 22.21%	42 23.98%	50 27.36%	48 31.87%o	54 27.65%	94 33.87%o p	85 29.48%	52 28.56%	120 24.19%	231 30.89%w	152 28.76%	180 32.45%C	186 30.61%C	105 23.81%	147 29.15%	142 28.89%	209 30.28%	120 26.02%	110 32.37%	7 31.23%	26 29.48%
Often	383 18.19%	172 16.76%	211 19.67%	31 13.79%	88 24.18%c efg	50 14.94%	57 15.41%	55 17.18%	102 20.77%e	319 18.04%	345 17.90%	38 21.36%n	17 17.62%	8 14.00%	8 9.41%	49 20.97%n	35 20.23%n	29 16.25%	21 14.06%	32 16.51%	53 18.99%	53 18.49%	38 20.89%n	93 18.69%	144 19.26%	83 15.72%	95 17.08%	114 18.79%	94 21.25%	81 16.01%	90 18.27%	99 14.40%	96 20.65%F	75 22.06%F	4 15.29%	19 21.00%
Always	181 8.57%	80 7.73%	101 9.42%	35 15.21%e fgh	41 11.26%fg h	29 8.78%	25 6.81%	20 6.19%	31 6.24%	150 8.46%	162 8.38%	19 10.66%	8 8.40%	3 5.90%	7 7.76%	17 7.39%	11 6.28%	15 8.43%	9 5.96%	17 8.82%	26 9.23%	30 10.53%	17 9.53%	35 7.06%	73 9.80%	42 7.87%	57 10.29%	45 7.42%	33 7.36%	46 9.12%	45 9.07%	50 7.27%	40 8.69%	29 8.38%	6 24.29%	8 9.42%
Don't know	39 1.84%	14 1.41%	24 2.26%	13 5.79%de fgh	3 0.73%	6 1.85%	7 1.80%	6 1.83%	4 0.86%	33 1.89%	37 1.91%	2 1.14%	2 2.18%	1 1.94%	6 7.38%kq rstuv	6 2.60%r	4 2.15%	1 0.72%	- -	3 1.57%	7 2.43%	3 1.17%	3 1.49%	16 3.28%y	13 1.72%	4 0.83%	9 1.55%	11 1.77%	9 2.13%	10 2.00%	4 0.83%	17 2.40%	8 1.72%	8 2.21%	2 7.32%	1 1.10%
NA - I don't buy this kind of product	12 0.58%	8 0.78%	4 0.39%	1 0.57%	3 0.75%	2 0.54%	2 0.44%	1 0.44%	3 0.69%	11 0.60%	11 0.58%	1 0.56%	1 0.72%	- -	- -	2 0.67%	- -	3 1.83%	- -	- -	2 0.63%	2 0.61%	2 1.19%	2 0.32%	6 0.76%	3 0.63%	2 0.41%	2 0.28%	6 1.33%	2 0.47%	2 0.47%	6 0.85%	1 0.32%	1 0.31%	- -	2 1.77%
NET: Always/often/ sometimes/rarely	1530 72.60%	709 68.94%	815 75.93%a	163 71.59%	289 79.69%f gh	248 73.82%f	239 65.04%	229 71.20%	362 73.55%f	1277 72.14%	1394 72.30%	136 75.84%n	73 73.59%	44 74.75%	53 61.48%	168 71.78%	115 65.96%	132 73.04%	104 68.35%	135 68.78%	216 77.49%n pr	215 75.15%n p	139 76.62%n p	336 67.93%	570 76.38%w y	371 70.11%	420 75.70%D	453 74.47%	310 70.20%	347 69.01%	354 71.78%	491 71.27%	330 71.40%	267 78.34%E FG	20 86.62%	60 67.37%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 177

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Food
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Home-owners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Rent-ers (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Never	527 24.98%	265 26.38%	50 20.76%	58 25.70%	13 17.48%	32 23.89%	84 24.86%	24 27.40%	375 26.23%	217 26.07%n	158 26.46%n	146 22.51%	62 24.76%	32 22.53%	52 20.27%	6 18.71%	105 23.78%	159 24.85%	206 26.25%	429 25.33%	98 23.55%	120 22.00%	398 26.11%	14 23.64%	54 29.79%C	36 18.30%	60 23.58%	59 28.22%C	39 22.63%	50 30.19%C	44 26.32%	111 24.77%	9 62.29%	1 16.01%	293 29.61%M N	172 22.46%N	41 15.01%	7 17.45%	292 18.25%	228 47.49%P R	330 19.27%P	174 50.98%PR
Rarely	348 16.51%	171 17.04%d	40 16.42%	32 14.05%	5 6.98%	21 15.41%	65 19.17%d	14 16.78%	256 17.93%k	154 18.44%l	103 17.22%l	90 13.86%	23 9.25%	26 18.70%l	40 15.75%	2 6.24%	67 15.19%	106 16.62%	138 17.64%	292 17.22%	56 13.61%	75 13.81%	265 17.40%	12 21.02%	19 10.32%	36 17.96%	40 15.50%	37 17.39%	30 17.33%	27 16.03%	23 13.80%	88 19.66%B	1 8.74%	2 27.78%	167 16.89%	127 16.51%	44 16.04%	5 11.79%	254 15.89%	87 18.20%	281 16.37%	61 17.93%
Sometimes	618 29.32%	287 28.53%	70 28.79%	68 29.84%	31 41.29%a	36 26.92%	103 30.52%	23 27.24%	418 29.23%	232 27.81%	186 31.20%	189 29.15%	79 31.23%	39 27.78%	71 27.85%	12 37.48%	134 30.34%	189 29.62%	230 29.37%	491 29.01%	127 30.60%	156 28.61%	454 29.76%	11 19.45%	53 28.94%	69 34.83%LA	75 29.38%	57 26.92%	57 33.26%	48 29.00%	47 28.31%	134 29.90%	2 13.50%	4 48.19%	276 27.88%	233 30.38%	85 31.17%	17 40.75%	524 32.75%Q S	89 18.49%S	557 32.52%Q S	48 14.11%
Often	383 18.19%	172 17.12%	56 23.19%a g	42 18.34%	16 21.69%g	29 21.61%g	61 17.96%	8 8.81%	252 17.59%	153 18.34%	99 16.54%	127 19.59%	37 14.61%	25 17.74%	65 25.57%l jm	5 16.67%	83 18.81%	116 18.15%	143 18.21%	304 17.94%	80 19.20%	127 23.31%x	252 16.54%	14 23.10%	33 17.85%	37 18.42%	50 19.49%	32 15.31%	34 19.62%	39 17.34%	39 23.22%	75 16.67%	1 5.18%	- -	165 16.71%	156 20.38%	55 20.04%	6 13.58%	335 20.91%QS	46 9.60%	349 20.34%QS	34 9.97%
Always	181 8.57%	82 8.21%	22 9.12%	20 8.62%	8 10.93%	12 9.23%	20 5.94%	16 18.37%ab cf	99 6.90%	62 7.48%	36 6.08%	80 12.34%h mn	46 18.12%lj	13 9.02%	21 8.45%	2 7.02%	37 8.39%	57 8.98%	57 7.28%	136 8.04%	45 10.74%	53 9.77%	122 7.99%	5 8.57%	13 6.91%	19 9.70%	28 10.88%	19 9.19%	10 5.89%	9 5.70%	11 6.41%	37 8.19%	- -	1 8.01%	62 6.29%	68 8.83% M	43 15.62%LL	4 10.55%	165 10.31%QS	15 3.16%	168 9.81%QS	10 2.99%
Don't know	39 1.84%	22 2.19%	2 0.85%	7 2.89%	1 1.62%	2 1.76%	3 1.02%	1 1.40%	20 1.38%	13 1.56%	7 1.12%	15 2.30%	4 1.40%	6 4.23%lj	5 2.11%	4 13.88%lj lmn	12 2.74%t	10 1.63%	7 0.95%	31 1.81%	8 1.99%	11 2.07%	24 1.55%	2 4.21%CI	9 4.90%CD I	1 0.31%	2 0.77%	6 2.97%CI	2 1.26%	2 1.11%	3 1.94%	2 0.52%	- -	- -	20 2.04%	10 1.31%	4 1.47%	1 2.75%	27 1.67%R	7 1.37%	23 1.35%	8 2.42%
NA - I don't buy this kind of product	12 0.58%	5 0.54%	2 0.88%	1 0.58%	- -	2 1.18%	2 0.53%	- -	11 0.75%	2 0.29%	8 1.38%in	2 0.24%	2 0.62%	- -	- -	- -	3 0.75%	1 0.16%	2 0.30%	11 0.65%	1 0.32%	2 0.43%	10 0.65%	- -	2 1.30%	1 0.47%	1 0.39%	- -	- -	1 0.64%	- -	1 0.29%	1 10.29%	- -	6 0.58%	1 0.13%	2 0.65%	1 3.12%	3 0.21%	8 1.69%PR	6 0.35%P	6 1.61%PR
NET: Always/often/ sometimes/rarely	1530 72.60%	712 70.89%	188 77.51%a	161 70.84%	61 80.90%	97 73.17%	249 73.59%	61 71.20%	1025 71.64%	600 72.08%	424 71.04%	485 74.95%	185 73.21%	103 73.25%	197 77.61%j	21 67.41%	320 72.73%	469 73.36%	568 72.50%	1223 72.22%	308 74.15%	412 75.50%	1093 71.69%	42 72.19%	117 64.01%	161 80.92%LB EGH	193 75.26%LB	145 68.81%	131 76.11%B	113 68.06%	120 71.74%	335 74.42%LB	4 27.41%	7 83.99%	670 67.77%	583 76.10%L M	227 82.87%LL	32 76.68%	1278 79.86%Q S	237 49.45%	1355 79.03%Q S	154 44.99%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 178

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Clothing & footwear
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-em (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Never	668 31.71%	393 38.21%b	276 25.67%	58 25.61%	77 21.33%	107 31.74%d	155 42.16%c degh	111 34.34%d	161 32.63%d	567 32.04%	621 32.21%	47 26.28%	30 30.37%	24 40.38%k v	31 35.48%	67 28.48%	69 39.71%k oqtv	51 28.35%	59 38.99%k oqtv	75 38.48%k otv	79 28.43%	89 30.97%	47 25.73%	167 33.67%	215 28.75%	186 35.16%x	163 29.30%	180 29.50%	145 32.91%	181 35.98%AB	174 35.40%H	213 30.89%	153 33.05%	95 27.73%	1 6.07%	30 33.58%
Rarely	486 23.06%	235 22.84%	249 23.18%	49 21.38%	86 23.71%	77 22.85%	69 18.73%	76 23.60%	130 26.39%f	414 23.38%	447 23.18%	39 21.78%	19 19.27%	14 23.88%	17 19.35%	65 27.85%p	30 16.95%	44 24.46%	36 23.48%	41 21.17%	65 23.29%	69 24.01%	47 26.08%	112 22.52%	181 24.24%	121 22.96%	123 22.21%	141 23.15%	102 23.13%	120 23.84%	95 19.29%	183 26.60%EG	95 20.58%	85 25.01%	5 21.44%	19 20.90%
Sometimes	542 25.72%	223 21.67%	316 29.41%a	51 22.48%	104 28.62%	90 26.65%	90 24.46%	82 25.37%	126 25.63%	439 24.81%	486 25.22%	56 31.19%	29 29.73%	18 29.86%	25 28.75%	57 24.30%	38 21.85%	52 28.51%	37 24.69%	50 25.58%	67 24.06%	69 24.03%	44 24.39%	120 24.21%	180 24.13%	139 26.33%	151 27.26%D	168 27.54%D	116 26.34%	107 21.30%	136 27.64%	164 23.71%	123 26.53%	86 25.31%	7 30.92%	25 28.36%
Often	242 11.50%	103 10.02%	139 12.99%a	28 12.35%	59 16.34%e fh	37 10.94%	30 8.22%	36 11.26%	52 10.54%	207 11.70%	222 11.53%	20 11.25%	12 12.44%	3 4.90%	4 4.80%	23 9.79%	25 14.00%ns	17 9.19%	14 9.31%	11 5.69%	46 16.64%m noqrs	45 15.75%m ns	22 12.23%s	52 10.41%	114 15.22%wy	42 7.93%	68 12.22%	74 12.23%	42 9.42%	59 11.66%	52 10.50%	75 10.91%	56 12.05%	48 13.99%	3 13.36%	9 10.17%
Always	106 5.03%	48 4.70%	58 5.38%	25 10.86%ef gh	29 7.87%fg h	17 5.19%	11 3.09%	11 3.33%	13 2.71%	89 5.05%	95 4.92%	11 6.29%	5 4.92%	1 0.99%	3 3.41%	12 5.10%	8 4.41%	11 6.15%	5 3.23%	12 6.02%	12 4.17%	11 3.91%	16 8.89%ru	23 4.56%	39 5.22%	28 5.27%	34 6.16%	30 4.99%	19 4.40%	22 4.41%	26 5.26%	31 4.48%	24 5.09%	14 4.16%	5 20.89%	4 4.13%
Don't know	44 2.10%	18 1.75%	26 2.45%	14 6.23%de fgh	5 1.37%	7 2.17%	8 2.24%	4 1.31%	5 1.09%	41 2.30%	42 2.19%	2 1.14%	1 1.51%	- -	7 8.21%kl mpqrstu v	9 3.80%ru	5 2.58%	1 0.72%	* 0.29%	5 2.68%	8 2.75%	3 1.01%	3 1.49%	21 4.14%xy	13 1.77%	7 1.32%	10 1.88%	12 2.02%	12 2.73%	10 1.89%	6 1.27%	15 2.17%	10 2.16%	10 3.05%	2 7.32%	1 1.10%
NA - I don't buy this kind of product	18 0.87%	8 0.82%	10 0.92%	2 1.09%	3 0.75%	2 0.46%	4 1.10%	3 0.79%	5 1.00%	13 0.73%	15 0.76%	4 2.06%	2 1.76%	- -	- -	2 0.67%	1 0.49%	5 2.61%u	- -	1 0.37%	2 0.67%	1 0.33%	2 1.19%	2 0.49%	5 0.66%	5 1.03%	5 0.96%	4 0.58%	5 1.08%	5 0.92%	3 0.65%	9 1.23%	2 0.53%	3 0.75%	- -	2 1.77%
NET: Always/often/ sometimes/rarely	1377 65.32%	609 59.22%	762 70.96%a	153 67.07%f	277 76.55%c efgh	220 65.63%f	200 54.50%	205 63.55%f	321 65.28%f	1150 64.93%	1251 64.84%	126 70.51%n ps	66 66.36%	35 59.62%	49 56.31%	157 67.04%p	100 57.22%	124 68.32%p	92 60.72%	115 58.47%	190 68.16%p	194 67.69%p	130 71.58%n ps	306 61.70%	513 68.81%w y	331 62.49%	376 67.85%D	413 67.91%D	279 63.28%	308 61.21%	309 62.69%	453 65.71%	297 64.26%	234 68.46%	20 86.62%	56 63.55%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 179

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Clothing & footwear
Base: All respondents

		Working Status								Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	Univ-ersity degree (M)	Higher univ-ersity degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Never	668 31.71%	335 33.38%b	61 25.30%	65 28.46%	24 31.60%	39 28.95%	113 33.25%b	32 37.06%	479 33.52%k	279 33.52%n	200 33.53%n	182 28.08%	74 29.49%	39 27.60%	68 26.96%	7 23.43%	133 30.32%	201 31.37%	262 33.40%	547 32.31%	121 29.25%	149 27.39%	512 33.54%w	16 26.81%	69 37.52%C	49 24.72%	76 29.65%	75 35.47%C	50 28.92%	58 34.96%C	55 32.51%	149 33.15%C	9 62.29%	2 28.90%	371 37.48%M N	223 29.05%N	54 19.68%	7 17.83%	402 25.13%	258 53.77%P R	451 26.33%P	193 56.29%PR
Rarely	486 23.06%	218 21.74%	53 22.00%	51 22.56%	14 18.00%	41 30.64%a	91 26.97%	17 20.22%	340 23.81%	204 24.52%	136 22.81%	141 21.78%	48 19.10%	37 25.93%	56 22.13%	5 15.43%	113 25.71%	155 24.25%	166 21.21%	393 23.20%	93 22.51%	120 22.05%	355 23.31%	15 25.70%	36 19.92%	62 31.05%B DGHI	56 21.94%	53 25.29%	45 26.43%H	35 20.82%	28 16.70%	104 23.04%	1 8.74%	3 29.50%	235 23.76%	174 22.73%	58 21.20%	11 27.37%	382 23.85%S	97 20.20% S	416 24.29%Q	60 17.61%
Sometimes	542 25.72%	251 24.98%	68 28.09%	60 26.41%	21 27.62%	29 21.65%	88 26.07%	25 29.25%	362 25.33%	204 24.56%	158 26.40%	174 26.95%	72 28.75%	34 24.04%	68 26.78%	6 18.40%	107 24.22%	168 26.25%	208 26.57%	417 24.65%	125 30.09%u	147 26.98%	388 25.47%	15 25.40%	45 24.69%	47 23.43%	76 29.46%	46 21.69%	47 27.03%	46 27.52%	48 28.68%	114 25.44%	1 10.42%	2 20.64%	231 23.37%	220 28.71%L	72 26.42%	15 35.70%	466 29.11%Q S	72 15.03%	488 28.44%Q S	50 14.49%
Often	242 11.50%	115 11.48%	41 17.03%a dfg	30 13.12%	4 5.29%	15 11.57%	32 9.54%	4 5.01%	159 11.10%	92 11.08%	66 11.12%	79 12.21%	28 11.26%	13 9.17%	38 14.85%	5 15.34%	48 10.96%	66 10.38%	100 12.79%	200 11.81%	43 10.26%	79 14.47%x	158 10.38%	5 9.31%	17 9.27%	26 13.00%	30 11.79%	19 8.96%	17 10.03%	22 13.17%	27 15.91%E	52 11.48%	- -	1 12.95%	90 9.07%	98 12.76%L	50 18.40%LM	4 8.41%	219 13.67%QS	24 4.96%	225 13.10%QS	17 5.00%
Always	106 5.03%	55 5.46%f	13 5.32%	12 5.05%	11 14.56%ab cef	3 2.07%	9 2.51%	5 5.37%	56 3.93%	35 4.16%	22 3.61%	48 7.46%h	22 8.68%ij	11 7.49%j	16 6.24%	2 5.33%	19 4.35%	36 5.56%	36 4.54%	86 5.09%	20 4.82%	34 6.16%	70 4.60%	3 5.58%	5 2.47%	11 5.71%	16 6.37%	11 5.10%	8 4.90%	4 2.43%	6 3.75%	25 5.62%	- -	1 8.01%	35 3.58%	35 4.57%	31 11.21%LM	2 4.82%	94 5.88%QS	12 2.42%	95 5.55%QS	9 2.68%
Don't know	44 2.10%	23 2.33%	3 1.05%	8 3.50%	2 2.93%	3 2.62%	3 1.02%	1 1.40%	21 1.44%	14 1.63%	7 1.17%	19 2.89%h	4 1.40%	7 5.25%ij l	8 3.05%j	5 16.31%ij lmn	15 3.32%t	13 2.02%	9 1.11%	34 2.00%	10 2.51%	9 1.72%	30 1.98%	2 4.21%J	10 5.28%CD GI	2 1.25%	2 0.77%	7 3.48%J	4 2.10%	2 1.11%	3 1.94%	4 0.79%	1 8.26%	- -	20 2.02%	14 1.78%	5 1.81%	1 2.75%	28 1.77%	9 1.95%	26 1.52%	9 2.62%
NA - I don't buy this kind of product	18 0.87%	6 0.63%	3 1.22%	2 0.90%	- -	3 2.49%a	2 0.63%	1 1.68%	12 0.87%	4 0.53%	8 1.35%n	4 0.63%	3 1.32%	1 0.52%	- -	2 5.77%ij mn	5 1.13%	1 0.16%	3 0.38%	16 0.94%	2 0.56%	7 1.23%	11 0.72%	2 2.99%DE G	2 0.86%	2 0.84%	- -	- -	1 0.59%	- -	1 0.51%	2 0.47%	1 10.29%	- -	7 0.73%	3 0.40%	3 1.28%	1 3.12%	10 0.60%	8 1.66%P	13 0.77%	4 1.30%
NET: Always/often/ sometimes/rarely	1377 65.32%	639 63.65%	175 72.43%a g	153 67.14%	50 65.47%	88 65.93%	220 65.10%	52 59.85%	918 64.16%	536 64.32%	382 63.94%	443 68.40%	171 67.79%	94 66.63%	178 70.00%	17 54.49%	287 65.23%	425 66.44%	510 65.11%	1096 64.75%	281 67.67%	380 69.65%x	963 63.76%	39 65.99%	103 56.34%	146 73.19%B E	178 69.57%B	129 61.04%	118 68.39%B	106 63.93%	109 65.03%	295 65.58%B	3 19.16%	6 71.10%	591 59.78%	527 68.77%L M	211 77.24%L	32 76.30%	1160 72.50%Q RS	205 42.61%	1224 71.39%Q S	136 39.78%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 180

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Household goods (e.g. cleaning products)
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Never	583 27.68%	331 32.23%b	252 23.47%	58 25.37%	76 21.05%	98 29.30%d	131 35.59%c dh	91 28.35%d	129 26.17%	501 28.31%	540 28.02%	43 23.99%	22 22.46%	17 28.53%	25 28.90%	64 27.30%	60 34.50%k lv	47 26.17% v	52 34.18%k v	62 31.65%v	74 26.56%	78 27.20%	39 21.42%	149 30.12%	191 25.56%	161 30.50%	147 26.50%	152 24.92%	128 29.00%	157 31.14%B	154 31.29%H	190 27.54%	130 28.07%	77 22.68%	1 6.07%	28 32.02%
Rarely	407 19.29%	206 20.02%	200 18.61%	48 20.89%	66 18.15%	74 21.94%	58 15.91%	69 21.52%	92 18.66%	343 19.37%	371 19.25%	35 19.78%	19 18.70%	10 16.57%	13 15.25%	52 22.37%	31 17.81%	36 20.03%	38 25.27%v	39 19.87%	52 18.62%	54 18.74%	27 14.95%	97 19.52%	133 17.77%	114 21.47%	103 18.49%	134 22.09%	82 18.60%	88 17.40%	80 16.19%	152 22.05%EG	77 16.54%	76 22.13%E	5 23.20%	14 15.28%
Sometimes	611 29.01%	273 26.53%	334 31.15%a	62 27.20%	119 32.83%	92 27.40%	96 26.13%	88 27.44%	154 31.29%	503 28.43%	557 28.89%	54 30.24%	31 31.79%	22 37.78%o r	28 32.10%	57 24.56%	52 29.54%	53 29.00%	34 22.37%	57 29.02%	82 29.63%	77 26.93%	63 35.02%o r	137 27.63%	223 29.91%	143 27.11%	169 30.51%	182 29.86%	124 27.97%	137 27.22%	139 28.23%	200 29.02%	141 30.50%	100 29.17%	10 42.88%	22 24.47%
Often	291 13.81%	121 11.74%	169 15.78%a	20 8.72%	63 17.39%c	43 12.85%	45 12.38%	47 14.59%	73 14.75%	244 13.76%	267 13.84%	24 13.57%	17 17.38%	6 10.29%	7 8.46%	31 13.31%	18 10.57%	25 13.55%	17 11.29%	21 10.94%	42 14.96%	53 18.51%n ps	29 15.86%	57 11.50%	123 16.54%w y	63 11.94%	78 13.98%	85 13.99%	60 13.63%	68 13.57%	76 15.36%	81 11.68%	68 14.77%	51 15.05%	1 5.75%	13 14.76%
Always	149 7.09%	66 6.40%	84 7.79%	18 7.73%	27 7.44%	22 6.44%	28 7.76%	22 6.77%	33 6.68%	123 6.93%	134 6.93%	16 8.84%	7 7.44%	3 5.85%	6 6.80%	18 7.69%	11 6.02%	14 7.50%	10 6.44%	14 6.94%	20 7.13%	17 5.90%	15 8.10%	34 6.94%	51 6.89%	37 6.99%	40 7.19%	40 6.64%	27 6.11%	42 8.39%	28 5.76%	39 5.67%	37 8.10%	29 8.59%	2 10.42%	10 10.93%
Don't know	41 1.93%	18 1.80%	22 2.07%	13 5.89%cde fgh	7 1.85%	6 1.85%	6 1.62%	3 0.90%	6 1.12%	37 2.10%	39 2.00%	2 1.14%	1 1.51%	- -	6 6.55%kp qsu	8 3.50%ru	3 1.56%	2 1.36%	- -	3 1.57%	8 2.85%r	2 0.74%	5 2.75%	17 3.34%y	15 2.01%	6 1.05%	8 1.44%	10 1.66%	13 3.01%	9 1.85%	7 1.52%	18 2.63%	7 1.42%	8 2.21%	- -	1 1.10%
NA - I don't buy this kind of product	25 1.19%	13 1.27%	12 1.12%	10 4.20%ef gh	5 1.29%	1 0.22%	2 0.61%	1 0.44%	7 1.32%	19 1.10%	21 1.08%	4 2.44%st	1 0.72%	1 0.98%	2 1.95%	3 1.27%	- -	4 2.38%ps t	1 0.45%	- -	1 0.24%	6 1.98%	3 1.90%	5 0.94%	10 1.31%	5 0.95%	10 1.89%D	5 0.84%	7 1.68%	2 0.42%	8 1.65%	10 1.40%	3 0.60%	1 0.18%	3 11.68%	1 1.44%
NET: Always/often/ sometimes/rarely	1459 69.20%	665 64.70%	787 73.34%a	147 64.55%	275 75.81%c ef	231 68.63%	228 62.19%	226 70.31%f	352 71.38%f	1213 68.49%	1329 68.90%	130 72.43%	75 75.30%	42 70.48%	54 62.61%	159 67.93%	112 63.94%	127 70.08%	99 65.37%	131 66.77%	196 70.35%	201 70.08%	134 73.93%	325 65.59%	531 71.11%	357 67.51%	389 70.17%	442 72.58%C D	293 66.31%	335 66.58%	323 65.54%	472 68.43%	324 69.90%	256 74.93%E F	19 82.25%	58 65.44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - l/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 181

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Household goods (e.g. cleaning products)
Base: All respondents

		Working Status								Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (q)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Never	583 27.68%	292 29.04%	57 23.46%	66 28.82%	17 22.38%	35 26.42%	91 26.77%	27 30.77%	410 28.64%	235 28.20%	175 29.25%	167 25.80%	68 27.02%	34 24.07%	65 25.56%	7 22.29%	120 27.27%	163 25.56%	234 29.92%	480 28.35%	103 24.91%	128 23.49%	448 29.36%w	16 27.62% D	60 32.62%C	44 22.26%	57 22.21%	67 31.89%C D	39 22.77%	49 29.75%	45 26.76%	140 31.16%C DF	9 62.29%	1 16.01%	327 33.00%M N	187 24.47%N	50 18.26%	7 16.37%	330 20.65%	245 51.04%P R	379 22.09%P	180 52.65%PR
Rarely	407 19.29%	198 19.74%	45 18.55%	40 17.72%	13 16.63%	22 16.43%	75 22.07%	14 16.16%	287 20.08%	162 19.51%	125 20.86%U	116 17.88%	33 13.15%	30 21.52%	52 20.56%	4 12.44%	81 18.40%	126 19.70%	155 19.81%	337 19.91%	70 16.77%	93 16.97%	307 20.11%	13 22.85%	24 13.37%	43 21.72%	53 20.79%	39 18.35%	34 19.73%	27 16.07%	32 19.01%	97 21.48%B	2 13.92%	4 42.67%	187 18.92%	155 20.26%	50 18.29%	9 20.46%	312 19.49%	89 18.58%	333 19.41%	64 18.86%
Sometimes	611 29.01%	278 27.71%	74 30.40%	66 28.89%	25 32.48%	38 28.82%	101 29.69%	30 35.10%	407 28.49%	232 27.86%	175 29.37%	193 29.77%	79 31.31%	42 29.52%	72 28.37%	11 37.09%	126 28.65%	188 29.46%	231 29.50%	479 28.28%	133 31.96%	163 29.83%	440 28.82%	13 22.91%	52 28.42%	61 30.55%	81 31.67%	55 26.04%	52 30.36%	54 32.28%	51 30.26%	127 28.19%	1 5.24%	4 41.32%	266 26.92%	237 30.99%	86 31.50%	15 34.56%	515 32.20%Q S	90 18.72%	547 31.88%Q S	60 17.42%
Often	291 13.81%	134 13.32%	43 17.56%	31 13.63%	11 13.94%	21 15.47%	45 13.39%	7 8.45%	197 13.75%	127 15.29%	69 11.62%	91 14.08%	33 12.93%	17 11.72%	42 16.53%j	3 10.96%	60 13.64%	100 15.62%	103 13.18%	234 13.83%	57 13.75%	90 16.45%x	195 12.77%	11 19.12%	27 14.80%	22 10.96%	38 14.96%	30 14.04%	32 18.54%C	20 12.18%	27 15.99%	56 12.51%	- -	- -	123 12.40%	118 15.45%	47 17.03%	4 8.41%	256 16.00%QS	35 7.34%S	275 16.02%QS	17 4.85%
Always	149 7.09%	71 7.06%	17 6.97%	14 6.13%	10 12.95%kl	13 10.13%	17 5.14%	7 8.12%	84 5.89%	55 6.66%	29 4.82%	65 9.97%kn	36 14.19%kj	11 7.97%	18 6.90%	1 2.14%	40 9.00%	42 6.52%	46 5.86%	113 6.69%	36 8.73%	56 10.32%x	91 5.96%	2 3.28%	11 6.07%	27 13.38%AB EFHI	20 7.82%	12 5.84%	9 5.41%	13 7.67%	10 5.74%	24 5.24%	1 8.26%	- -	54 5.48%	51 6.71%	36 13.09%LM	3 7.51%	141 8.80%QR S	7 1.47%	137 8.01%QS	8 2.32%
Don't know	41 1.93%	22 2.21%	3 1.33%	6 2.54%	1 1.62%	4 2.73%	3 1.02%	1 1.40%	23 1.60%	13 1.58%	10 1.63%	15 2.25%	4 1.40%	6 4.48%ij	5 1.85%	3 10.48%ij lm	9 1.95%	16 2.52%l	8 1.06%	33 1.95%	8 1.84%	9 1.70%	28 1.81%	2 4.21%CI	6 3.35%CI	- -	4 1.66%	7 3.50%CI	4 2.61%CI	3 1.68%	3 1.90%	2 0.52%	- -	- -	21 2.13%	12 1.53%	3 1.23%	1 2.75%	29 1.79%	7 1.37%	28 1.62%	6 1.62%
NA - I don't buy this kind of product	25 1.19%	9 0.93%	4 1.72%	5 2.27%	- -	- -	7 1.92%	- -	22 1.55%k	7 0.90%	15 2.45%in	2 0.24%	- -	1 0.71%	1 0.23%	1 4.60%ln	5 1.08%	4 0.63%	5 0.67%	17 0.98%	8 2.05%	7 1.29%	18 1.19%	- -	2 1.36%	2 1.13%	2 0.89%	1 0.34%	1 0.58%	1 0.37%	1 0.35%	4 0.90%	1 10.29%	- -	11 1.15%	5 0.59%	2 0.61%	4 9.93%	17 1.08%	7 1.49%	17 0.97%	8 2.28%
NET: Always/often/ sometimes/rarely	1459 69.20%	681 67.83%	178 73.49%	151 66.37%	58 76.00%	94 70.85%	238 70.29%	58 67.83%	975 68.21%	577 69.32%	398 66.67%	464 71.70%	181 71.58%	100 70.73%	184 72.36%	19 62.63%	307 69.70%	456 71.30%	535 68.35%	1163 68.71%	295 71.21%	401 73.56%x	1032 67.65%	40 68.16%	115 62.66%	152 76.62%AB EI	193 75.24%AB EI	135 64.26%	127 74.04%B E	113 68.20%	119 71.00%	303 67.42%	4 27.41%	7 83.99%	630 63.72%	563 73.42%L M	219 79.90%L	30 70.95%	1224 76.48%Q RS	221 46.11%	1291 75.32%Q S	149 43.44%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 182

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Toiletries and beauty products
Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Never	611 28.98%	356 34.60%b	255 23.76%	57 25.19%	86 23.86%	98 29.14%	135 36.79%c degh	94 29.23%	140 28.40%	515 29.11%	565 29.30%	46 25.56%	26 25.98%	24 40.44%k v	26 30.48%	64 27.39%	62 35.37%v	53 29.12%	51 33.63%v	62 31.43%	76 27.40%	81 28.40%	40 22.07%	152 30.75%	198 26.49%	165 31.27%	153 27.65%	159 26.17%	128 28.95%	170 33.86%AB	164 33.20%H	201 29.10%	134 29.01%	81 23.67%	1 6.07%	28 31.55%
Rarely	436 20.68%	225 21.86%	210 19.58%	31 13.68%	72 19.98%	89 26.57%c f	63 17.12%	75 23.44%c f	105 21.28%c	374 21.14%	406 21.05%	30 16.76%	15 15.61%	16 27.29%u	12 14.14%	63 26.83%lx lnu	34 19.32%	37 20.54%	32 20.82%	47 23.98%u	55 19.89%	45 15.81%	49 27.08%lx lnu	109 21.96%	150 20.07%	116 21.89%	113 20.31%	135 22.16%	91 20.61%	97 19.38%	98 19.82%	155 22.45%	84 18.24%	77 22.59%	5 21.27%	16 17.46%
Sometimes	555 26.34%	233 22.69%	321 29.85%a	60 26.24%	109 30.03%e g	76 22.50%	101 27.57%	70 21.74%	140 28.40%g	463 26.17%	501 25.97%	54 30.41%	24 24.62%	13 22.07%	26 29.99%	55 23.31%	44 25.26%	42 23.09%	43 28.05%	49 25.19%	79 28.45%	77 26.73%	49 27.13%	125 25.16%	205 27.47%	134 25.29%	152 27.48%	172 28.25%	108 24.41%	123 24.49%	122 24.71%	185 26.85%	124 26.74%	95 27.88%	8 36.50%	19 21.34%
Often	264 12.54%	103 9.99%	158 14.71%a	36 15.91%	61 16.77%e fh	35 10.38%	36 9.67%	45 14.08%	52 10.48%	220 12.41%	242 12.56%	22 12.30%	19 19.03%mn opr	4 6.47%	7 7.72%	23 9.83%	15 8.62%	26 14.33%	14 9.04%	23 11.70%	39 14.19%	52 18.15%m nopr	21 11.48%	45 9.03%	112 15.05%w	63 11.83%	77 13.80%	73 11.92%	59 13.37%	56 11.18%	61 12.37%	75 10.92%	59 12.84%	54 15.76%F	2 7.61%	12 14.03%
Always	146 6.92%	51 4.96%	95 8.83%a	27 11.73%fh	26 7.28%	26 7.68%	20 5.52%	22 6.78%	25 5.04%	118 6.65%	129 6.68%	17 9.42%	9 9.58%	2 2.75%	6 7.27%	19 8.21%	10 5.72%	13 7.20%	7 4.84%	9 4.57%	18 6.39%	19 6.67%	16 8.85%	36 7.17%	53 7.09%	29 5.55%	39 6.96%	42 6.88%	28 6.33%	37 7.43%	29 5.95%	38 5.47%	41 8.80%F	19 5.70%	5 21.23%	11 11.96%F
Don't know	44 2.09%	20 1.99%	24 2.21%	15 6.68%de fgh	5 1.33%	7 2.15%	8 2.06%	4 1.17%	5 1.11%	38 2.14%	41 2.14%	3 1.52%	3 3.46%	- -	6 7.38%klm qrstuv	7 3.17%	4 2.22%	1 0.72%	2 1.57%	4 2.10%	7 2.43%	3 1.04%	3 1.49%	18 3.57%xy	12 1.67%	8 1.47%	8 1.43%	15 2.47%	12 2.69%	9 1.83%	7 1.47%	17 2.43%	8 1.65%	10 2.87%	2 7.32%	1 1.10%
NA - I don't buy this kind of product	51 2.44%	40 3.90%b	11 1.06%	1 0.57%	3 0.75%	5 1.58%	5 1.26%	11 3.56%cd ef	26 5.30%cd ef	42 2.37%	44 2.30%	7 4.02%	2 1.72%	1 0.98%	3 3.01%	3 1.26%	6 3.51%	9 5.01%cs t	3 2.06%	2 1.04%	3 1.24%	9 3.20%	3 1.90%	12 2.36%	16 2.16%	14 2.69%	13 2.38%	13 2.13%	16 3.64%	9 1.83%	12 2.49%	19 2.79%	13 2.71%	5 1.53%	- -	2 2.55%
NET: Always/often/ sometimes/rarely	1402 66.49%	612 59.51%	783 72.97%a	154 67.56%	268 74.06%f gh	225 67.13%	220 59.88%	213 66.05%	321 65.19%	1175 66.38%	1278 66.26%	123 68.89%	68 68.84%	35 58.58%	51 59.12%	160 68.18%	103 58.91%	118 65.15%	95 62.74%	128 65.44%	192 68.92%p	193 67.36%	135 74.54%m npr	314 63.33%	520 69.68%w	342 64.56%	380 68.54%	421 69.22%D	286 64.72%	314 62.47%	310 62.84%	453 65.68%	308 66.62%	245 71.93%E	20 86.62%	58 64.80%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 183

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Toiletries and beauty products
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Home-owners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Rented (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Never	611 28.98%	301 29.92%	60 24.81%	65 28.47%	25 32.40%	33 24.97%	101 29.85%	27 30.82%	431 30.12%	250 30.03%	181 30.24%	173 26.66%	74 29.47%	35 24.49%	64 25.07%	8 24.74%	123 27.99%	182 28.44%	240 30.68%	500 29.51%	111 26.79%	141 25.78%	462 30.28%	19 31.83%	62 33.92%C	43 21.40%	66 25.62%	72 34.10%C	44 25.71%	52 31.54%C	51 30.48%	137 30.44%C	9 62.29%	4 43.63%	338 34.12%M N	204 26.63%N	47 17.36%	7 16.16%	357 22.33%	245 51.00%P R	403 23.50%P	186 54.42%PR
Rarely	436 20.68%	214 21.32%	48 19.99%	44 19.31%	9 11.71%	27 20.62%	76 22.30%	18 20.41%	314 21.94%	182 21.80%l	132 22.14%l	120 18.50%	36 14.08% o	34 24.07%l	50 19.79%	2 8.14%	93 21.04%	131 20.47%	172 21.99%	357 21.09%	79 19.01%	89 16.34%	339 22.22%w	17 28.92%LB	29 15.87%	47 23.46%	49 19.09%	50 23.65%	32 18.62%	37 22.15%	37 21.90%	99 21.96%	2 13.92%	1 7.04%	200 20.20%	167 21.78%	58 21.04%	7 15.80%	336 20.98%	96 19.96%	367 21.38%	59 17.27%
Sometimes	555 26.34%	264 26.29%	64 26.30%	58 25.65%	19 24.51%	40 29.77%	90 26.62%	21 24.19%	373 26.07%	207 24.89%	166 27.72%	175 27.08%	62 24.50%	35 24.50%	79 31.07%l	7 23.66%	114 25.87%	168 26.27%	210 26.84%	448 26.48%	107 25.80%	149 27.24%	398 26.10%	7 11.89%	43 23.64%	64 32.03%A	68 26.49%A	48 22.98%	52 29.98%A	42 25.44%A	50 29.69%A	118 26.29%A	2 13.50%	2 28.43%	241 24.38%	214 27.91%	80 29.21%	15 35.56%	473 29.56%Q S	74 15.49%	506 29.49%Q S	43 12.64%
Often	264 12.54%	119 11.85%	42 17.32%a f	32 14.20%	11 14.15%	14 10.41%	34 10.02%	13 14.61%	170 11.89%	103 12.36%	67 11.22%	88 13.63%	35 13.97%	19 13.82%	33 13.18%	6 20.30%	52 11.80%	86 13.41%	95 12.11%	206 12.16%	59 14.12%	87 15.90%x	173 11.35%	6 10.81%	27 14.91%E	18 9.23%	39 15.15%E	16 7.56%	31 17.97%C E	22 13.13%	19 11.53%	54 11.99%	- -	2 20.90%	106 10.68%	105 13.70%	45 16.36%L	7 17.09%	235 14.68%QR S	30 6.15%	236 13.79%QS	28 8.04%
Always	146 6.92%	63 6.29%	22 8.93%f	19 8.42%	12 15.61%af	8 6.35%	14 4.19%	7 8.58%	77 5.40%	46 5.54%	31 5.22%	66 10.26%ln	36 14.43%lj n	11 7.93%	19 7.42%	2 6.85%	32 7.38%	47 7.30%	44 5.57%	111 6.56%	35 8.37%	54 9.85%x	89 5.85%	6 10.46%B	4 2.34%	22 11.11%B FGH	26 10.08%BF H	14 6.82%	6 3.73%	8 4.64%	7 4.11%	29 6.46%	- -	- -	58 5.85%	48 6.25%	33 12.15%LM	3 7.26%	133 8.31%QS	12 2.59%	137 7.99%QS	8 2.42%
Don't know	44 2.09%	24 2.37%	3 1.31%	8 3.38%	1 1.62%	2 1.22%	5 1.60%	1 1.40%	24 1.68%	15 1.77%	9 1.55%	15 2.33%	2 0.73%	6 4.46%lj l	7 2.75%	5 16.31%lj lmn	10 2.21%	15 2.40%	11 1.39%	34 1.99%	10 2.53%	13 2.37%	27 1.74%	2 4.21%l	6 3.34%l	1 0.59%	3 1.16%	8 3.90%Cl	4 2.43%	4 2.56%	3 1.94%	3 0.75%	- -	- -	22 2.20%	11 1.42%	6 2.15%	2 5.01%	30 1.88%R	9 1.78%	26 1.52%	9 2.69%
NA - I don't buy this kind of product	51 2.44%	20 1.97%	3 1.33%	1 0.58%	- -	9 6.65%ab cdg	18 5.42%abcg	- -	42 2.90%	30 3.61%mn	11 1.92%	10 1.54%	7 2.82%	1 0.73%	2 0.72%	- -	16 3.72%l	11 1.71%	11 1.42%	37 2.21%	14 3.38%	14 2.53%	38 2.47%	1 1.88%	11 5.97%EF GHI	4 2.18%	6 2.41%	2 0.98%	3 1.56%	1 0.55%	1 0.35%	10 2.15%	1 10.29%	- -	25 2.56%	18 2.32%	5 1.73%	1 3.12%	36 2.26%	15 3.04%	40 2.33%	9 2.51%
NET: Always/often/ sometimes/rarely	1402 66.49%	660 65.75%	176 72.55%a f	154 67.58%	50 65.98%	89 67.16%	214 63.13%	58 67.78%	934 65.30%	538 64.59%	396 66.29%	450 69.47%	169 66.98%	99 70.32%	182 71.47%l	18 58.95%	291 66.09%	431 67.44%	521 66.51%	1122 66.29%	279 67.30%	378 69.33%	999 65.51%	36 62.08%	104 56.77%	151 75.83%B EGI	182 70.81%B E	129 61.02%	121 70.30%B	108 65.35%	113 67.23%	300 66.66%B	4 27.41%	5 56.37%	605 61.12%	533 69.63%L M	215 78.77%L M	32 75.71%	1176 73.53%Q S	212 44.18%	1246 72.66%Q S	138 40.38%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 184

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Electronics (TVs, mobile phones, fridges, washing machines)
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Never	553 26.21%	308 30.01%b	244 22.73%	55 23.97%	77 21.32%	96 28.53%d	115 31.29%d	88 27.49%	121 24.65%	473 26.70%	513 26.60%	40 22.05%	25 25.66%	15 25.06%	29 33.34%t	56 23.75%	61 34.91%k	52 28.49%t	47 30.80%t	63 31.93%k	54 19.41%	76 26.46%	36 20.12%	145 29.36%x	166 22.29%	161 30.43%x	131 23.55%	150 24.58%	123 27.93%	149 29.62%A	136 27.64%	186 26.93%	124 26.75%	76 22.35%	2 8.86%	26 29.70%
Rarely	452 21.42%	206 20.08%	245 22.82%	59 25.68%	67 18.48%	77 22.96%	73 19.83%	78 24.26%	98 19.88%	373 21.08%	409 21.21%	42 23.69%n	19 19.24%	17 28.42%n	10 12.13%	55 23.59%n	32 18.15%	35 19.29%	37 24.33%n	42 21.34%	53 18.91%	64 22.44%n	45 24.89%n	97 19.67%	162 21.72%	114 21.49%	104 18.70%	150 24.60%A	91 20.63%	107 21.26%	81 16.42%	177 25.68%EG	91 19.62%	85 24.92%E	5 19.94%	10 11.59%
Sometimes	535 25.38%	242 23.55%	290 27.04%	44 19.19%	108 29.81%c	88 26.08%	79 21.59%	72 22.41%	144 29.27%c	447 25.25%	488 25.32%	47 26.03%	27 27.47%	14 23.82%	21 24.85%	60 25.71%	41 23.59%	44 24.48%	36 23.83%	47 23.95%	84 30.23%	66 23.06%	46 25.61%	123 24.81%	197 26.36%	127 24.09%	161 29.06%C	157 25.78%	97 22.00%	120 23.80%	147 29.83%F	162 23.49%	112 24.20%	81 23.81%	8 36.15%	24 26.64%
Often	290 13.75%	138 13.38%	149 13.84%	31 13.40%	67 18.52%eh	31 9.09%	50 13.59%	52 16.05%e	60 12.21%	246 13.88%	271 14.03%	19 10.82%	16 16.05%	9 15.10%	16 19.00%	25 10.74%	20 11.28%	23 12.91%	22 14.71%	24 12.40%	43 15.36%	45 15.62%	27 14.85%	61 12.37%	114 15.34%	70 13.23%	76 13.62%	73 11.96%	72 16.21%	70 13.91%	64 13.00%	74 10.66%	80 17.26%F	52 15.20%	4 15.54%	16 17.94%
Always	193 9.17%	103 10.03%	90 8.40%	20 8.81%	28 7.79%	34 10.01%	36 9.83%	25 7.64%	51 10.31%	157 8.87%	169 8.77%	24 13.50%mr	9 8.68%	3 5.86%	4 4.40%	24 10.31%	13 7.52%	19 10.75%	10 6.34%	17 8.59%	27 9.59%	27 9.30%	17 9.23%	41 8.29%	70 9.39%	46 8.69%	66 11.91%CD	56 9.28%	35 7.83%	36 7.21%	47 9.64%	59 8.53%	43 9.31%	31 9.21%	4 19.52%	8 9.09%
Don't know	51 2.40%	20 1.97%	30 2.83%	11 5.02%g	7 1.97%	9 2.59%	8 2.18%	5 1.49%	11 2.15%	46 2.60%	48 2.47%	3 1.73%	1 1.51%	- -	5 6.27%qr	8 3.54%r	5 2.62%r	2 1.00%	- -	4 1.79%	12 4.47%r	6 2.12%	4 2.20%	18 3.69%y	22 3.01%y	5 1.01%	9 1.66%	15 2.53%	13 2.85%	14 2.69%	8 1.59%	22 3.25%	8 1.78%	11 3.11%	- -	2 1.82%
NA - I don't buy this kind of product	35 1.66%	10 0.97%	25 2.32%a	9 3.93%eg	8 2.11%	2 0.74%	6 1.68%	2 0.65%	8 1.54%	29 1.62%	31 1.61%	4 2.17%	1 1.39%	1 1.74%	- -	6 2.38%s	3 1.93%	6 3.08%rs	- -	- -	6 2.03%	3 0.99%	6 3.10%rs	9 1.80%	14 1.89%	6 1.06%	8 1.49%	8 1.28%	11 2.55%	8 1.51%	9 1.87%	10 1.45%	5 1.07%	5 1.41%	- -	3 3.21%
NET: Always/often/ sometimes/rarely	1470 69.73%	689 67.05%	774 72.11%a	153 67.08%	270 74.61%f	229 68.14%	238 64.85%	226 70.36%	353 71.66%f	1223 69.08%	1337 69.33% p	133 74.05%n	71 71.44%	43 73.20%	52 60.39%	165 70.34%p	106 60.54%	122 67.43%	105 69.20%	130 66.28% p	206 74.10%n	202 70.43%p	135 74.57%n	323 65.14%	543 72.80%w	357 67.51%	407 73.29%C D	436 71.61%	294 66.67%	333 66.19%	339 68.90%	471 68.37%	326 70.46%	250 73.13%	21 91.14%	58 65.27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 185

S26. Thinking about when you are buying the following types of products...How often, if at all, do you look for information about the environmental impact on product packaging / labels?
Electronics (TVs, mobile phones, fridges, washing machines)
Base: All respondents

		Working Status								Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Never	553 26.21%	268 26.68%	61 25.11%	60 26.36%	21 27.08%	30 22.49%	89 26.41%	24 27.60%	383 26.75%	218 26.22%	164 27.49%	163 25.12%	65 25.89%	33 23.22%	65 25.42%	7 23.93%	105 23.90%	164 25.69%	214 27.30%	453 26.74%	100 24.05%	124 22.85%	422 27.66%w	15 26.08%	54 29.71%C	36 17.92%	59 22.93%	64 30.27%C	42 24.21%	42 25.57%	49 29.33%C	122 27.18%C	9 62.29%	1 16.01%	316 31.92%M N	177 23.07%N	40 14.47%	7 17.03%	306 19.14%	240 50.07%P R	361 21.04%P	171 49.99%PR
Rarely	452 21.42%	205 20.37%	51 20.85%	56 24.78%	12 16.41%	31 23.37%	72 21.35%	24 28.00%	300 20.95%	170 20.40%	130 21.71%	148 22.84%	59 23.55%	34 23.97%	55 21.49%	4 13.52%	114 26.01%a	128 20.01%	165 21.11%	359 21.21%	92 22.26%	111 20.35%	332 21.74%	16 26.87%	42 23.04%	57 28.48%E FG	57 22.09%	39 18.55%	32 18.71%	30 18.09%	32 19.33%	103 22.89%	1 5.18%	2 19.99%	212 21.44%	165 21.57%	58 21.32%	11 26.72%	348 21.73%	98 20.34%	372 21.69%	68 19.94%
Sometimes	535 25.38%	242 24.11%	73 30.13%a	50 22.17%	20 26.44%	39 29.53%	91 26.84%	19 22.23%	376 26.27%	214 25.67%	162 27.10%	153 23.62%	55 21.87%	36 25.53%	62 24.30%	6 21.12%	100 22.73%	164 25.59%	209 26.69%	419 24.75%	116 27.93%	133 24.31%	395 25.90%	8 12.92%	35 19.31%	57 28.76%A B	69 26.76%A	52 24.52%	43 25.16%	44 26.30%	45 27.00%A	120 26.71%A	2 13.97%	5 55.99%	224 22.68%	205 26.72%	90 32.88%L	9 20.35%	443 27.70%Q S	86 17.91%	470 27.44%Q S	59 17.21%
Often	290 13.75%	155 15.40%b	24 9.74%	32 14.14%	11 14.56%	17 12.84%	41 12.25%	10 11.45%	195 13.64%	121 14.54%	74 12.39%	89 13.79%	31 12.43%	19 13.53%	39 15.29%	6 18.13%	61 13.75%	93 14.57%	110 14.10%	239 14.12%	51 12.24%	89 16.24%	199 13.07%	13 22.67%C I	25 13.81%	22 11.07%	37 14.42%	29 13.92%	27 15.59%	28 17.01%	28 16.52%	55 12.12%	- -	1 8.01%	125 12.63%	111 14.53%	44 16.00%	8 19.48%	265 16.56%QS	24 4.96%	269 15.69%QS	20 5.91%
Always	193 9.17%	94 9.37%	26 10.71%	19 8.47%	5 7.22%	7 5.59%	35 10.22%	7 7.63%	127 8.91%	83 10.01%	44 7.39%	65 10.08%	31 12.43%	10 7.23%	24 9.33%	1 2.09%	42 9.48%	65 10.19%	66 8.39%	157 9.27%	36 8.78%	64 11.77%x	122 8.03%	3 5.61%	15 8.37%	23 11.64%	27 10.63%	17 8.01%	21 12.22%	15 9.29%	10 5.99%	40 8.95%	1 8.26%	- -	75 7.62%	77 10.04%	32 11.83%L	4 10.54%	175 10.96%QS	17 3.53%	182 10.64%QS	9 2.53%
Don't know	51 2.40%	24 2.42%	6 2.42%	6 2.53%	2 3.17%	6 4.23%	6 1.64%	1 1.40%	27 1.86%	16 1.91%	11 1.80%	19 2.92%	5 1.98%	8 5.71%ij n	6 2.31%	5 16.74%ij lmn	12 2.77%	17 2.67%	9 1.20%	40 2.34%	11 2.67%	12 2.29%	34 2.20%	3 5.85%CI	8 4.12%CI	1 0.61%	4 1.53%	9 4.42%CI	4 2.22%	4 2.29%	2 1.32%	3 0.76%	- -	- -	26 2.63%	16 2.07%	4 1.54%	1 2.75%	36 2.26%	8 1.68%	35 2.05%	6 1.90%
NA - I don't buy this kind of product	35 1.66%	17 1.65%	3 1.04%	3 1.53%	4 5.13%b	3 1.94%	4 1.30%	1 1.68%	23 1.61%	10 1.25%	13 2.12%	11 1.62%	5 1.85%	1 0.81%	5 1.85%	1 4.47%	6 1.36%	8 1.27%	9 1.21%	26 1.56%	9 2.06%	13 2.39%	21 1.40%	- -	3 1.63%	3 1.51%	4 1.64%	1 0.32%	3 1.89%	2 1.46%	1 0.51%	6 1.38%	1 10.29%	- -	11 1.07%	15 1.99%	5 1.96%	1 3.12%	26 1.64%	7 1.52%	25 1.45%	9 2.52%
NET: Always/often/ sometimes/rarely	1470 69.73%	696 69.25%	173 71.43%	158 69.56%	49 64.62%	95 71.34%	239 70.65%	60 69.32%	998 69.77%	588 70.62%	410 68.59%	455 70.33%	177 70.28%	99 70.26%	179 70.42%	17 54.86%	317 71.97%	450 70.37%	550 70.29%	1174 69.36%	295 71.22%	396 72.66%	1048 68.74%	40 68.07%	118 64.54%	159 79.96%B EGHI	190 73.91%	137 64.99%	123 71.68%	117 70.68%	115 68.84%	318 70.68%	4 27.41%	7 83.99%	637 64.37%	558 72.86%L M	224 82.03%L	32 77.10%	1231 76.96%Q RS	224 46.73%	1294 75.46%Q S	156 45.60%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 186

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Summary
Base: All respondents

		Summary				
		Food	Clothing & footwear	Household goods (e.g. cleaning products)	Toiletries and beauty products	Electronics (TVs, mobile phones, fridges, washing machines)
Unweighted base		2108	2108	2108	2108	2108
Weighted base		2108	2108	2108	2108	2108
NET: Too Much		176 8.36%	129 6.11%	154 7.30%	160 7.60%	145 6.86%
Much too much	(5)	47 2.21%	37 1.75%	44 2.10%	46 2.21%	38 1.82%
A bit too much	(4)	130 6.15%	92 4.36%	110 5.20%	114 5.40%	106 5.04%
The right amount	(3)	862 40.87%	693 32.88%	770 36.52%	731 34.70%	821 38.96%
A bit too little	(2)	424 20.10%	425 20.17%	413 19.61%	382 18.13%	370 17.57%
Much too little	(1)	253 11.99%	385 18.26%	320 15.18%	333 15.78%	298 14.16%
NET: Too Little		676 32.09%	810 38.42%	733 34.79%	715 33.90%	669 31.73%
Mean		2.59	2.37	2.48	2.48	2.52
Standard deviation		0.92	0.98	0.96	0.99	0.94
Standard error		0.02	0.02	0.02	0.02	0.02
Don't know		382 18.11%	463 21.97%	434 20.58%	461 21.85%	449 21.32%
Not applicable - I don't buy this kind of product		12 0.58%	13 0.61%	17 0.81%	41 1.94%	24 1.14%

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 187

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Food
Base: All respondents

		Total	Gender		Age						Region												Region Summary			Social Grade				Property type						
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base		2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Too Much		176 8.36%	112 10.86%b	65 6.01%	27 12.05%g h	40 11.11%gh	26 7.72%	33 8.88%	17 5.38%	33 6.61%	148 8.37%	164 8.49%	12 6.94%	10 10.00%	6 9.52%	5 5.63%	15 6.53%	15 8.76%	15 8.25%	11 7.31%	19 9.52%	28 10.11%	28 9.78%	12 6.57%	35 7.16%	68 9.12%	45 8.45%	48 8.62%	45 7.35%	44 10.07%	39 7.80%	46 9.38%	53 7.73%	34 7.39%	25 7.19%	5 22.70%	10 10.89%
Much too much	(5)	47 2.21%	34 3.29%b	13 1.19%	5 2.26%	10 2.72%	5 1.46%	13 3.55%g	3 1.03%	10 2.10%	39 2.20%	43 2.24%	3 1.91%	3 2.79%	2 2.55%	2 2.18%	2 0.73%	6 3.33%	5 2.76%	2 1.12%	4 1.97%	7 2.51%	8 2.65%	4 2.44%	9 1.90%	19 2.54%	11 1.99%	9 1.60%	14 2.33%	13 2.87%	11 2.17%	12 2.53%	15 2.15%	7 1.52%	7 2.04%	1 4.39%	4 4.91%
A bit too much	(4)	130 6.15%	78 7.57%b	52 4.82%	22 9.79%gh	30 8.39%gh	21 6.27%	20 5.33%	14 4.36%	22 4.51%	109 6.17%	121 6.25%	9 5.03%	7 7.21%	4 6.97%	3 3.46%	14 5.80%	9 5.43%	10 5.49%	9 6.19%	15 7.55%	21 7.61%	20 7.13%	8 4.14%	26 5.26%	49 6.58%	34 6.46%	39 7.01%	31 5.02%	32 7.20%	28 5.63%	34 6.85%	38 5.58%	27 5.87%	18 5.15%	4 18.31%	5 5.98%
The right amount	(3)	862 40.87%	413 40.17%	446 41.51%	78 34.06%	130 35.98%	137 40.78%	162 44.00%c d	148 45.86%c d	207 42.09%	722 40.76%	789 40.89%	73 40.66%	47 46.98%	20 34.42%	41 47.15%	98 41.73%	61 34.59%	77 42.30%	55 36.09%	87 44.55%	116 41.85%	112 39.14%	75 41.61%	199 40.15%	304 40.75%	219 41.35%	241 43.40%	234 38.39%	185 41.82%	202 40.25%	210 42.73%	286 41.53%	188 40.62%	138 40.39%	9 38.18%	28 31.29%
A bit too little	(2)	424 20.10%	190 18.44%	231 21.48%	48 21.07%	80 22.06%	65 19.27%	60 16.43%	58 17.91%	113 22.94%f	353 19.93%	384 19.91%	40 22.20%	15 15.51%	16 26.55%	12 13.85%	49 20.94%	36 20.44%	31 16.87%	27 17.50%	31 15.83%	61 21.99%	68 23.63%	39 21.55%	97 19.53%	168 22.51%y	88 16.67%	124 22.41%C	129 21.21%C	66 15.05%	104 20.65%C	99 20.00%	129 18.71%	97 20.86%	79 23.03%	3 13.24%	16 18.09%
Much too little	(1)	253 11.99%	125 12.13%	128 11.92%	27 12.00%	45 12.49%	42 12.45%	37 10.18%	45 14.13%	55 11.23%	209 11.83%	233 12.06%	20 11.15%	13 13.03%	10 17.52%	11 12.96%	29 12.28%	27 15.60%	24 13.01%	26 17.43%st v	17 8.82%	27 9.78%	32 11.10%	16 8.74%	67 13.57%	75 10.03%	67 12.72%	74 13.32%	75 12.27%	45 10.26%	59 11.68%	56 11.44%	86 12.47%	50 10.81%	42 12.25%	3 14.99%	15 16.90%
NET: Too Little		676 32.09%	314 30.57%	359 33.40%	75 33.07%	125 34.56%f	107 31.72%	98 26.61%	103 32.04%	168 34.17%f	562 31.76%	617 31.97%	60 33.34%	28 28.53%	26 44.06%n s	23 26.81%	78 33.22%	63 36.04%s	54 29.88%	53 34.93%s	48 24.64%	88 31.77%	100 34.73%s	55 30.29%	164 33.10%	243 32.55%	156 29.39%	198 35.72%C	204 33.48%C	112 25.32%	163 32.32%C	155 31.44%	215 31.18%	147 31.67%	120 35.28%	6 28.23%	31 34.99%
Mean		2.59	2.65b	2.53	2.61	2.59	2.56	2.69g	2.52	2.56	2.59	2.59	2.56	2.66	2.44	2.60	2.53	2.50	2.60	2.44	2.72r	2.65	2.60	2.62	2.53	2.62	2.60	2.56	2.54	2.71AB	2.58	2.63	2.58	2.58	2.54	2.82	2.53
Standard deviation		0.92	0.98	0.87	0.98	0.98	0.91	0.93	0.88	0.88	0.92	0.93	0.89	0.95	1.00	0.91	0.87	1.02	0.95	0.97	0.88	0.91	0.93	0.87	0.93	0.91	0.94	0.91	0.93	0.94	0.92	0.92	0.92	0.88	0.90	1.12	1.11
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.02	0.02	0.07	0.10	0.14	0.11	0.06	0.09	0.08	0.09	0.07	0.06	0.06	0.08	0.05	0.04	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.05	0.05	0.25	0.14
Don't know		382 18.11%	179 17.41%	203 18.89%	43 18.67%	62 17.20%	66 19.78%	74 20.28%	52 16.28%	84 16.98%	327 18.46%	348 18.02%	34 19.06%	14 13.77%	7 12.00%	18 20.40%	41 17.45%	34 19.57%	33 18.30%	33 21.67%	42 21.29%	44 15.85%	46 16.02%	36 20.02%	93 18.71%	126 16.93%	99 20.38%	66 11.85%	126 20.77%A	91 20.56%A	99 19.63%A	79 15.96%	125 18.14%	94 20.32%	58 17.13%	3 10.89%	20 22.83%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 187

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Food
Base: All respondents

		Gender		Age						Region											Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Not applicable - I don't buy this kind of product	12 0.58%	10 0.99%b	2 0.19%	5 2.16%eh	4 1.15%	- -	1 0.26%	1 0.44%	1 0.15%	11 0.65%	12 0.63%	- -	1 0.72%	- -	- -	3 1.07%	2 1.05%	2 1.26%	- -	- -	1 0.42%	1 0.33%	3 1.51%	4 0.88%	5 0.65%	2 0.43%	2 0.41%	- -	10 2.24%ABD	- -	2 0.50%	10 1.41%GH	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 188

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Food
Base: All respondents

		Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base		2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Too Much		176 8.36%	100 9.99%f	20 8.40%	19 8.54%	4 5.81%	6 4.68%	21 6.30%	4 4.74%	117 8.17%	68 8.17%	49 8.17%	57 8.82%	23 9.06%	14 9.88%	20 7.99%	2 7.61%	39 8.78%	44 6.93%	76 9.69%	149 8.82%	27 6.49%	46 8.50%	128 8.41%	7 11.13%	19 10.19%	13 6.78%	19 7.31%	10 4.97%	15 8.75%	17 10.48%	16 9.36%	43 9.52%	- -	1 8.71%	69 6.98%	71 9.32%	31 11.18%L	4 8.41%	105 6.54%	70 14.49%PR	120 7.00%	55 16.19%PR
Much too much	(5)	47 2.21%	26 2.59%	6 2.60%	4 1.97%	- -	3 2.42%	5 1.60%	1 1.38%	34 2.36%	20 2.38%	14 2.33%	13 1.99%	6 2.54%	3 2.18%	3 1.35%	- -	17 3.87%t	14 2.19%	15 1.88%	42 2.47%	5 1.16%	14 2.58%	33 2.14%	3 4.88%	10 5.48%I	4 2.09%	6 2.39%	5 2.23%	3 1.85%	4 2.45%	3 1.70%	8 1.74%	- -	1 8.71%	19 1.91%	16 2.09%	10 3.71%	- -	15 0.93%	32 6.62%PR	20 1.16%	27 7.82%PR
A bit too much	(4)	130 6.15%	74 7.40%e	14 5.80%	15 6.57%	4 5.81%	3 2.27%	16 4.70%	3 3.35%	83 5.81%	48 5.79%	35 5.84%	44 6.83%	16 6.52%	11 7.71%	17 6.64%	2 7.61%	22 4.91%	30 4.73%	61 7.81%s	107 6.35%	22 5.33%	32 5.92%	96 6.27%	4 6.25%	9 4.71%	9 4.70%	13 4.92%	6 2.74%	12 6.90%	13 8.03%E	13 7.66%E	35 7.78%E	- -	- -	50 5.07%	55 7.23%	20 7.48%	4 8.41%	90 5.62%	38 7.87%	100 5.84%	29 8.37%
The right amount	(3)	862 40.87%	398 39.59%	103 42.68%	87 38.03%	32 42.07%	53 40.18%	146 43.06%	43 49.55%	584 40.84%	347 41.63%	237 39.74%	268 41.42%	108 43.02%	65 45.94%	95 37.33%	9 30.56%	185 41.98%	264 41.23%	324 41.32%	700 41.32%	162 39.05%	216 39.65%	635 41.63%	24 41.12%	76 41.44%	85 42.74%	103 40.25%	84 39.99%	76 44.22%	63 37.80%	74 43.84%	187 41.67%	9 63.34%	2 20.90%	414 41.86%	302 39.35%	111 40.57%	19 44.87%	665 41.54%	191 39.74%	719 41.95%	127 37.27%
A bit too little	(2)	424 20.10%	191 18.97%	53 21.87%	48 21.23%	14 17.91%	33 24.52%	73 21.71%	12 14.05%	295 20.61%	173 20.82%	121 20.32%	121 18.65%	51 20.22%	20 14.36%	49 19.46%	8 26.97%	76 17.25%	132 20.66%	166 21.25%	324 19.11%	100 24.13%u	118 21.58%	300 19.68%	6 10.26%	35 19.06%	35 17.64%	62 24.13%A F	45 21.50%	25 14.48%	33 20.01%	33 19.57%	100 22.34%AF	1 5.18%	2 27.78%	173 17.46%	172 22.45%L	67 24.36%L	9 20.67%	376 23.50%QS	47 9.81%	388 22.66%Q S	35 10.13%
Much too little	(1)	253 11.99%	122 12.18%	21 8.83%	30 13.07%	16 21.44%a bef	13 10.07%	38 11.27%	11 13.13%	172 12.04%	94 11.24%	79 13.15%	77 11.83%	26 10.46%	14 10.07%	36 14.16%	4 13.03%	64 14.43%	70 10.97%	91 11.57%	198 11.70%	55 13.15%	75 13.74%	173 11.33%	10 17.31%	19 10.43%	34 17.26%LE H	31 11.99%	19 9.08%	20 11.77%	23 14.12%	15 8.69%	53 11.71%	- -	1 14.67%	108 10.96%	101 13.21%	33 12.14%	5 12.76%	222 13.86%QS	30 6.30%	231 13.45%QS	20 5.92%
NET: Too Little		676 32.09%	313 31.16%	74 30.70%	78 34.30%	30 39.36%	46 34.59%	112 32.98%	23 27.17%	467 32.65%	267 32.051%m	200 33.47%m	197 30.47%	77 30.68%	34 24.43%	85 33.62%m	12 40.00%	139 31.68%	202 31.63%	257 32.83%	522 30.81%	155 37.28%u	193 35.32%	473 31.01%	16 27.57%	54 29.49%	69 34.90%	93 36.11%F	64 30.57%	45 26.25%	57 34.13%	47 28.26%	153 34.05%	1 5.18%	4 42.45%	281 28.42%	273 35.66%L	100 36.50%L	14 33.43%	598 37.36%Q RS	77 16.10%	619 36.11%Q S	55 16.05%
Mean		2.59	2.62	2.65d	2.54	2.37	2.53	2.56	2.58	2.58	2.60	2.56	2.61	2.64	2.72n	2.51	2.42	2.59	2.58	2.61	2.61v	2.48	2.54	2.61	2.64	2.70	2.49	2.54	2.57	2.65	2.57	2.68	2.60	2.92	2.45	2.61	2.56	2.62	2.56	2.49	2.98PR	2.51P	3.03PR
Standard deviation Standard error		0.92 0.02	0.96 0.03	0.88 0.05	0.94 0.08	0.93 0.12	0.87 0.09	0.87 0.05	0.87 0.11	0.92 0.03	0.91 0.04	0.94 0.04	0.92 0.04	0.91 0.09	0.90 0.07	0.94 0.06	0.90 0.17	1.00 0.05	0.90 0.04	0.91 0.04	0.93 0.03	0.88 0.05	0.95 0.04	0.91 0.03	1.10 0.16	1.00 0.08	0.96 0.07	0.91 0.06	0.86 0.07	0.92 0.08	0.98 0.08	0.87 0.07	0.91 0.05	0.28 0.09	1.28 0.52	0.90 0.03	0.94 0.04	0.97 0.06	0.87 0.16	0.88 0.02	0.99 0.05	0.89 0.02	1.03 0.07
Don't know		382 18.11%	184 18.32%	43 17.93%	42 18.56%	10 12.77%	27 20.55%	59 17.44%	16 18.54%	250 17.49%	146 17.55%	104 17.42%	125 19.29%	43 17.24%	28 19.75%	54 21.07%	7 21.83%	76 17.35%	126 19.64%	122 15.60%	312 18.41%	70 16.86%	87 15.96%	280 18.36%	12 20.18%	35 18.88%	30 15.10%	42 16.32%	49 23.28%C I	35 20.11%	29 17.60%	29 17.45%	64 14.18%	3 21.19%	2 27.94%	223 22.53%M N	116 15.11%	30 11.01%	4 10.17%	227 14.17%	137 28.54%P R	249 14.53%	100 29.19%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 188

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Food
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - I don't buy this kind of product	12 0.58%	9 0.94%	1 0.30%	1 0.58%	- -	- -	1 0.21%	- -	12 0.85%k	5 0.61%	7 1.20%	- -	- -	- -	- -	- -	1 0.21%	4 0.57%	4 0.57%	11 0.64%	1 0.32%	3 0.57%	9 0.60%	- -	- -	1 0.47%	- -	3 1.19%	1 0.67%	- -	2 1.10%	3 0.58%	1 10.29%	- -	2 0.21%	4 0.57%	2 0.74%	1 3.12%	6 0.38%	5 1.12%R	7 0.41%	4 1.30%P

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 189

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Food
Base: All respondents

		Total	S26. Food			S26. Clothing & footwear			S26. Household goods			S26. Toiletries and beauty products			S26. Electronics		
			Always/ Often (a)	Sometimes/ Rarely (b)	Never (c)	Always/ Often (d)	Sometimes/ Rarely (e)	Never (f)	Always/ Often (g)	Sometimes/ Rarely (h)	Never (i)	Always/ Often (j)	Sometimes/ Rarely (k)	Never (l)	Always/ Often (m)	Sometimes/ Rarely (n)	Never (o)
Unweighted base		2108	560	973	526	342	1031	673	436	1027	582	398	1006	610	473	991	560
Weighted base		2108	564	966	527	349	1028	668	441	1018	583	410	991	611	483	986	553
NET: Too Much		176 8.36%	68 12.05%b	56 5.84%	51 9.63%b	56 16.07%ef	56 5.43%	63 9.45%e	46 10.55%h	71 7.02%	58 9.99%h	50 12.19%k	65 6.54%	56 9.22%	56 11.54%n	60 6.11%	53 9.51%n
Much too much	(5)	47 2.21%	18 3.15%b	2 0.16%	26 4.98%b	15 4.24%e	9 0.86%	23 3.45%e	10 2.33%	10 1.02%	26 4.45%h	13 3.24%k	5 0.50%	27 4.46%k	14 2.84%n	5 0.54%	26 4.67%n
A bit too much	(4)	130 6.15%	50 8.90%bc	55 5.68%	24 4.65%	41 11.83%ef	47 4.58%	40 6.00%	36 8.22%	61 5.99%	32 5.54%	37 8.95%l	60 6.04%	29 4.76%	42 8.70%no	55 5.57%	27 4.83%
The right amount	(3)	862 40.87%	255 45.21%c	434 44.93%c	168 31.82%	150 42.93%f	461 44.81%f	238 35.60%	202 45.91%i	460 45.20%i	189 32.42%	177 43.19%l	466 46.96%l	197 32.26%	200 41.45%o	460 46.66%o	188 33.98%
A bit too little	(2)	424 20.10%	133 23.57%c	236 24.40%c	53 10.03%	69 19.79%f	267 25.97%ef	84 12.61%	100 22.61%i	253 24.80%i	64 11.01%	96 23.32%l	232 23.40%l	82 13.44%	116 24.04%o	229 23.19%o	70 12.72%
Much too little	(1)	253 11.99%	84 14.80%bc	107 11.11%	51 9.63%	64 18.34%ef	116 11.31%	63 9.45%	73 16.48%hi	119 11.73%i	49 8.34%	68 16.61%kl	117 11.78%	56 9.23%	85 17.60%no	108 10.93%	46 8.36%
NET: Too Little		676 32.09%	216 38.37%c	343 35.51%c	104 19.66%	133 38.14%f	383 37.27%f	147 22.07%	172 39.09%i	372 36.53%i	113 19.35%	164 39.93%l	349 35.18%l	138 22.67%	201 41.64%no	337 34.12%o	116 21.08%
Mean		2.59	2.60	2.53	2.76ab	2.63	2.52	2.72e	2.55	2.55	2.79gh	2.57	2.55	2.72k	2.53	2.56	2.76mn
Standard deviation Standard error		0.92 0.02	0.97 0.04	0.81 0.03	1.07 0.06	1.06 0.06	0.82 0.03	0.99 0.05	0.96 0.05	0.85 0.03	1.03 0.05	0.99 0.05	0.83 0.03	1.03 0.05	0.99 0.05	0.82 0.03	1.01 0.05
Don't know		382 18.11%	25 4.37%	128 13.27%a	202 38.40%ab	10 2.87%	123 12.00%d	218 32.61%de	20 4.45%	113 11.12%g	221 37.92%gh	19 4.68%	111 11.19%j	214 34.95%jk	24 5.00%	127 12.90%m	194 35.10%mn
Not applicable - I don't buy this kind of product		12 0.58%	- -	4 0.44%	3 0.49%	- -	5 0.48%	2 0.27%	- -	1 0.13%	2 0.31%	- -	1 0.13%	5 0.90%k	2 0.37%	2 0.21%	2 0.33%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o
Overlap formulae used.

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 190

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Clothing & footwear
Base: All respondents

		Total	Gender		Age						Region												Region Summary			Social Grade				Property type						
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	England	UK Excl Scotland	Scotland	Wales	Northern Ireland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	East-ern	London	South East	South West	North England	South England (Incl Lon.)	Mid-lands	AB	C1	C2	DE	Detached house	Semi-detached house	Terraced house	Self-contained flat, maisonette or apartment	A room or rooms	Other
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base		2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Too Much		129 6.11%	75 7.25%b	54 5.06%	22 9.76%gh	38 10.61%efgh	18 5.26%	20 5.50%	8 2.54%	22 4.48%	108 6.12%	118 6.10%	11 6.25%	6 5.73%	4 6.16%	6 6.58%	13 5.39%	7 3.78%	9 4.93%	7 4.84%	9 4.57%	22 7.76%	24 8.33%	13 7.00%	25 5.03%	58 7.80%ty	25 4.77%	42 7.63%	34 5.63%	25 5.71%	27 5.38%	31 6.24%	41 5.93%	20 4.26%	25 7.38%	4 17.80%	4 4.44%
Much too much	(5)	37 1.75%	25 2.44%b	12 1.09%	8 3.66%dg	3 0.72%	7 2.17%	9 2.53%	2 0.76%	7 1.42%	31 1.77%	34 1.76%	3 1.57%	2 1.94%	1 1.43%	1 1.13%	4 1.56%	2 1.19%	3 1.59%	2 1.04%	5 2.44%	6 2.24%	7 2.30%	2 1.37%	7 1.35%	15 2.05%	9 1.75%	10 1.75%	12 1.91%	8 1.72%	8 1.57%	10 1.96%	12 1.79%	5 1.11%	7 2.03%	1 4.29%	2 2.00%
A bit too much	(4)	92 4.36%	49 4.81%	43 3.97%	14 6.16%g	36 9.89%efgh	10 3.09%	11 2.97%	6 1.78%	15 3.06%	77 4.35%	84 4.33%	8 4.68%	4 3.79%	3 4.73%	5 5.45%	9 3.83%	5 2.59%	6 3.34%	6 3.80%	4 2.13%	15 5.52%	17 6.03%	10 5.64%	18 3.68%	43 5.74%ty	16 3.02%	33 5.88%	23 3.71%	18 3.99%	19 3.81%	21 4.28%	29 4.14%	15 3.15%	18 5.34%	3 13.51%	2 2.44%
The right amount	(3)	693 32.88%	338 32.84%	356 33.11%	67 29.28%	115 31.86%h	129 38.39%fh	112 30.49%	117 36.48%	153 30.97%	587 33.17%	635 32.90%	58 32.64%	32 32.80%	15 24.93%	37 42.30%mr	75 32.16%	54 30.95%	62 34.13%	44 29.09%	62 31.80%	104 37.32%	89 31.07%	60 33.20%	166 33.50%	253 33.92%	168 31.82%	195 35.08%	184 30.21%	152 34.47%	162 32.29%	158 32.08%	245 35.59%	146 31.45%	105 30.71%	9 37.72%	31 34.54%
A bit too little	(2)	425 20.17%	193 18.81%	229 21.36%	47 20.78%	72 19.73%	58 17.24%	75 20.41%	60 18.51%	114 23.10%e	357 20.16%	392 20.32%	33 18.47%	24 24.34%r	11 18.58%	13 15.61%	61 25.96%rt	33 18.99%	34 18.93%	21 13.89%	44 22.54%	48 17.24%	61 21.17%	41 22.74%	107 21.69%	150 20.09%	100 18.82%	123 22.15%	124 20.40%	76 17.21%	102 20.30%	115 23.41%	129 18.71%	98 21.09%	65 18.97%	2 7.31%	15 16.73%
Much too little	(1)	385 18.26%	187 18.19%	194 18.07%	44 19.15%	65 17.89%	56 16.60%	67 18.33%	63 19.70%	90 18.24%	313 17.70%	349 18.09%	36 20.01%	18 18.46%	17 29.17%lnosv	12 13.57%	36 15.48%	36 20.44%	33 18.07%	37 24.49%ov	31 15.91%	49 17.54%	53 18.37%	27 14.99%	84 16.90%	129 17.24%	101 19.11%	101 18.22%	117 19.24%	73 16.61%	93 18.54%	82 16.65%	114 16.59%	87 18.80%	76 22.28%F	7 31.10%	18 20.45%
NET: Too Little		810 38.42%	380 37.00%	423 39.42%	91 39.93%	136 37.62%	114 33.84%	142 38.75%	123 38.21%	204 41.34%e	670 37.86%	741 38.42%	69 38.48%	42 42.80%	28 47.75%un	25 29.19%	97 41.43%	69 39.43%	67 37.00%	58 38.37%	75 38.45%	97 34.78%	113 39.54%	68 37.73%	191 38.59%	279 37.32%	201 37.93%	224 40.37%C	241 39.63%	149 33.82%	195 38.85%	197 40.07%	243 35.30%	185 39.89%	141 41.26%	9 38.41%	33 37.18%
Mean		2.37	2.41	2.34	2.42	2.45	2.44	2.34	2.29	2.30	2.38	2.37	2.35	2.34	2.12	2.55mpr	2.37	2.26	2.36	2.21	2.37	2.47mr	2.40	2.43	2.36	2.43	2.32	2.41	2.32	2.42	2.34	2.38	2.42	2.29	2.32	2.50	2.33
Standard deviation		0.98	1.01	0.94	1.08	1.00	0.96	1.00	0.91	0.94	0.97	0.97	1.00	0.96	1.05	0.91	0.92	0.96	0.96	1.02	0.96	1.00	1.02	0.94	0.93	0.99	0.98	0.97	0.99	0.97	0.97	0.96	0.96	0.94	1.03	1.24	1.00
Standard error		0.02	0.04	0.03	0.09	0.06	0.06	0.06	0.06	0.05	0.03	0.03	0.09	0.11	0.15	0.11	0.06	0.08	0.08	0.09	0.08	0.07	0.07	0.09	0.05	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.06	0.27	0.13
Don't know		463 21.97%	225 21.91%	238 22.16%	44 19.19%	69 19.12%	76 22.52%	91 24.81%	70 21.79%	113 22.99%	396 22.34%	425 22.03%	38 21.38%	17 16.91%	12 21.17%	19 21.92%	47 20.25%	45 25.49%	41 22.68%	42 27.70%	49 24.80%	55 19.72%	59 20.74%	39 21.29%	111 22.39%	153 20.49%	132 24.90%	91 16.33%	148 24.24%A	108 24.39%A	117 23.33%A	103 20.90%	152 22.06%	113 24.40%	70 20.48%	1 6.07%	21 23.85%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 190

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Clothing & footwear
Base: All respondents

		Gender		Age						Region											Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Not applicable - I don't buy this kind of product	13 0.61%	10 1.01%b	3 0.24%	4 1.84%ah	3 0.79%	- -	2 0.46%	3 0.98%	1 0.21%	9 0.50%	11 0.55%	2 1.25%	2 1.76%	- -	- -	2 0.76%	1 0.35%	2 1.26%	- -	1 0.37%	1 0.42%	1 0.33%	1 0.79%	2 0.48%	4 0.47%	3 0.57%	3 0.60%	2 0.29%	7 1.61%BD	1 0.15%	3 0.71%	8 1.12%G	- -	1 0.18%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 191

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Clothing & footwear
Base: All respondents

		Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Home-owners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (c)	Income: £21k to £41k (g)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base		2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Too Much		129 6.11%	69 6.91%	17 7.11%	16 7.09%	5 6.89%	6 4.23%	14 4.13%	1 1.38%	73 5.14%	46 5.57%	27 4.55%	53 8.20%h	22 8.54%	13 9.57%j	18 7.09%	2 7.49%	33 7.60%	33 5.11%	45 5.79%	103 6.07%	26 6.28%	32 5.85%	96 6.30%	9 16.08%CD EFGHI	14 7.61%	10 5.10%	12 4.74%	11 5.07%	10 5.73%	9 5.71%	11 6.56%	25 5.53%	- -	3 28.96%	42 4.21%	55 7.13%L	27 9.81%L	2 5.70%	82 5.11%	47 9.80%PR	81 4.75%	47 13.88%PQR
Much too much	(5)	37 1.75%	17 1.73%	4 1.67%	8 3.55%	- -	2 1.20%	5 1.33%	1 1.38%	23 1.63%	18 2.18%	5 0.87%	12 1.91%	6 2.49%	4 2.97%j	2 0.73%	1 3.64%	17 3.75%st	7 1.13%	10 1.27%	31 1.83%	6 1.41%	13 2.40%	24 1.56%	7 11.78%CD EFGHI	8 4.21%DF H	2 0.98%	2 0.97%	5 2.24%	- -	2 1.26%	1 0.52%	7 1.55%	- -	2 21.66%	17 1.72%	11 1.40%	6 2.33%	- -	13 0.84%	23 4.87%PR	16 0.92%	21 6.17%PR
A bit too much	(4)	92 4.36%	52 5.18%	13 5.44%g	8 3.54%	5 6.89%g	4 3.03%	9 2.79%	- -	50 3.51%	28 3.38%	22 3.67%	41 6.29%h	15 6.04%	9 6.60%i	16 6.36%i	1 3.85%	17 3.85%	25 3.98%	35 4.52%	72 4.24%	20 4.87%	19 3.44%	72 4.74%	3 4.31%	6 3.41%	8 4.12%	10 3.77%	6 2.82%	10 5.73%	7 4.44%	10 6.04%	18 3.98%	- -	1 7.30%	25 2.49%	44 5.73%L	20 7.48%L	2 5.70%	68 4.27%	24 4.94%	66 3.83%	26 7.72%PQR
The right amount	(3)	693 32.88%	342 34.09%	77 31.64%	68 29.89%	20 25.88%	39 28.93%	113 33.42%	35 40.25%	471 32.92%	265 31.82%	206 34.46%	215 33.22%	85 33.78%	47 33.55%	83 32.49%	7 23.67%	137 31.17%	199 31.15%	285 36.33%	574 33.90%	119 28.71%	162 29.77%	522 34.20%	19 32.37%	53 29.25%	65 32.57%	81 31.65%	63 29.92%	55 31.92%	64 38.34%	55 32.90%	166 36.87%	6 44.97%	- -	332 33.60%	248 32.32%	88 32.04%	15 35.09%	510 31.86%	178 37.03%P	560 32.65%	120 35.19%
A bit too little	(2)	425 20.17%	177 17.61%	55 22.80%a	44 19.45%	21 27.89%	33 25.14%a	75 22.30%	19 21.68%	299 20.89%	176 21.11%n	123 20.58%n	118 18.24%	48 18.99%	33 23.59%n	37 14.53%	8 27.15%	73 16.60%	137 21.50%	164 20.89%	331 19.53%	94 22.76%	116 21.29%	305 20.02%	3 5.60%	42 23.06%A C	28 13.89%	59 23.01%A C	42 19.95%A	36 21.15%A	30 18.20%A C	38 22.84%A C	95 21.15%A C	2 13.97%	- -	194 19.59%	146 19.01%	75 27.40%L M	9 21.03%	377 23.56%QS	45 9.41%	397 23.14%QS	26 7.50%
Much too little	(1)	385 18.26%	186 18.52%	41 17.11%	48 21.22%	18 23.84%	21 16.13%	58 17.27%	11 12.88%	262 18.34%	147 17.61%m	116 19.37%m	118 18.26%	49 19.35%m	13 8.89%	57 22.39%m	4 14.01%	99 22.47%t	115 18.06%	137 17.51%	304 17.98%	80 19.38%	117 21.53%x	260 17.07%	15 25.76%	29 15.94%	55 27.50%B DFGHI	47 18.41%	41 19.22%	28 16.12%	30 17.87%	25 14.96%	82 18.33%	1 5.18%	3 37.51%	149 15.11%	165 21.59%L	51 18.79%	10 24.81%	344 21.49%QS	40 8.39%	355 20.70%QS	28 8.26%
NET: Too Little		810 38.42%	363 36.12%	97 39.91%	93 40.67%	39 51.73%a	55 41.27%	134 39.56%	30 34.56%	561 39.23%	322 38.72%	239 39.95%	236 36.51%	97 38.34%	46 32.48%	94 36.92%	13 41.16%	172 39.07%	253 39.56%	301 38.40%	635 37.51%	175 42.14%	233 42.82%x	566 37.09%	18 31.37%	71 39.00%	82 41.39%	106 41.42%	83 39.17%	64 37.27%	60 36.07%	63 37.80%	177 39.48%	3 19.16%	3 37.51%	343 34.70%	311 40.59%L	126 46.19%L	19 45.84%	721 45.05%Q RS	85 17.80%	752 43.84%Q S	54 15.76%
Mean		2.37	2.40	2.39	2.34	2.19	2.30	2.33	2.41	2.34	2.36	2.32	2.43	2.42	2.62ijn	2.33	2.39	2.36	2.32	2.39	2.39	2.30	2.28	2.40w	2.63C	2.43	2.21	2.30	2.31	2.36	2.41	2.41	2.38	2.62	2.63	2.39	2.33	2.40	2.25	2.26	2.82PR	2.28	2.94PR
Standard deviation		0.98	1.00	0.97	1.07	0.95	0.91	0.92	0.84	0.96	0.98	0.93	1.01	1.03	0.94	1.02	1.04	1.09	0.94	0.94	0.98	0.98	1.01	0.96	1.38	1.05	1.02	0.93	1.00	0.91	0.95	0.91	0.95	0.67	2.07	0.93	1.01	1.00	0.96	0.94	1.01	0.93	1.06
Standard error		0.02	0.04	0.06	0.09	0.13	0.09	0.06	0.11	0.03	0.04	0.04	0.05	0.10	0.08	0.06	0.20	0.06	0.04	0.04	0.03	0.05	0.05	0.03	0.20	0.09	0.08	0.07	0.08	0.08	0.08	0.08	0.05	0.24	0.84	0.03	0.04	0.06	0.18	0.03	0.06	0.03	0.07
Don't know		463 21.97%	222 22.07%	51 21.04%	49 21.44%	12 15.50%	34 25.56%	75 22.26%	21 23.80%	314 21.97%	194 23.26%	121 20.19%	142 21.87%	49 19.34%	34 23.88%	59 23.26%	7 24.06%	95 21.53%	151 23.56%	151 19.31%	371 21.89%	93 22.31%	113 20.81%	333 21.85%	12 20.18%	43 23.52%	40 20.10%	57 22.19%	53 25.00%I	41 23.82%	33 19.89%	38 22.74%	80 17.82%	4 25.58%	3 33.52%	267 26.99%M N	151 19.64%N	31 11.32%	4 10.26%	282 17.66%	163 33.90%P R	314 18.31%	116 33.90%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 191

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Clothing & footwear
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - I don't buy this kind of product	13 0.61%	8 0.80%	1 0.30%	2 0.90%	- -	- -	2 0.63%	- -	10 0.73%	5 0.64%	5 0.85%	1 0.21%	- -	1 0.52%	1 0.24%	1 3.62%In	3 0.63%	4 0.62%	1 0.17%	11 0.63%	2 0.56%	4 0.76%	9 0.58%	- -	1 0.61%	2 0.84%	- -	2 0.84%	2 1.27%	- -	- -	1 0.29%	1 10.29%	- -	5 0.51%	2 0.31%	2 0.64%	1 3.12%	5 0.32%	7 1.46%PR	8 0.46%	4 1.27%P

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 192

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Clothing & footwear
Base: All respondents

		Total	S26. Food			S26. Clothing & footwear			S26. Household goods			S26. Toiletries and beauty products			S26. Electronics		
			Always/ Often (a)	Sometimes/ Rarely (b)	Never (c)	Always/ Often (d)	Sometimes/ Rarely (e)	Never (f)	Always/ Often (g)	Sometimes/ Rarely (h)	Never (i)	Always/ Often (j)	Sometimes/ Rarely (k)	Never (l)	Always/ Often (m)	Sometimes/ Rarely (n)	Never (o)
Unweighted base		2108	560	973	526	342	1031	673	436	1027	582	398	1006	610	473	991	560
Weighted base		2108	564	966	527	349	1028	668	441	1018	583	410	991	611	483	986	553
NET: Too Much		129 6.11%	50 8.93%b	44 4.50%	34 6.44%	48 13.71%ef	41 4.02%	39 5.77%	44 9.96%hi	47 4.66%	36 6.10%	39 9.53%k	47 4.70%	38 6.27%	38 7.92%n	46 4.68%	37 6.63%
Much too much	(5)	37 1.75%	10 1.83%	7 0.69%	20 3.78%b	12 3.37%e	4 0.40%	21 3.14%e	10 2.20%h	4 0.37%	23 4.01%h	10 2.38%k	4 0.38%	22 3.64%k	9 1.87%n	5 0.48%	21 3.88%n
A bit too much	(4)	92 4.36%	40 7.10%bc	37 3.82%	14 2.66%	36 10.33%ef	37 3.62%	18 2.63%	34 7.76%hi	44 4.29%i	12 2.09%	29 7.15%kl	43 4.33%	16 2.64%	29 6.05%o	41 4.20%	15 2.76%
The right amount	(3)	693 32.88%	191 33.92%	344 35.63%c	156 29.56%	133 38.12%f	371 36.06%f	182 27.27%	151 34.18%i	377 37.01%i	162 27.71%	139 33.92%l	374 37.76%l	165 27.08%	156 32.21%	367 37.24%o	161 29.19%
A bit too little	(2)	425 20.17%	145 25.73%c	226 23.36%c	51 9.66%	80 22.98%f	255 24.78%f	84 12.57%	112 25.33%i	247 24.22%i	60 10.28%	101 24.51%l	235 23.73%l	72 11.80%	122 25.29%o	231 23.37%o	62 11.17%
Much too little	(1)	385 18.26%	141 24.95%bc	174 17.98%c	60 11.39%	78 22.35%f	200 19.49%f	97 14.58%	110 24.98%hi	190 18.70%i	71 12.21%	107 26.10%kl	186 18.79%l	81 13.32%	133 27.50%no	174 17.68%o	67 12.06%
NET: Too Little		810 38.42%	286 50.69%bc	399 41.34%c	111 21.05%	158 45.32%f	455 44.26%f	181 27.14%	222 50.31%hi	437 42.91%i	131 22.49%	208 50.61%kl	422 42.52%l	153 25.13%	255 52.79%no	405 41.05%o	128 23.23%
Mean		2.37	2.31	2.34	2.61ab	2.48e	2.30	2.45e	2.33	2.33	2.56gh	2.31	2.34	2.51jk	2.24	2.35	2.58mn
Standard deviation Standard error		0.98 0.02	1.01 0.04	0.90 0.03	1.06 0.06	1.06 0.06	0.89 0.03	1.07 0.05	1.03 0.05	0.89 0.03	1.09 0.06	1.04 0.05	0.89 0.03	1.08 0.06	1.01 0.05	0.89 0.03	1.07 0.06
Don't know		463 21.97%	36 6.46%	172 17.81%a	226 42.84%ab	10 2.85%	157 15.25%d	265 39.72%de	24 5.56%	153 15.02%g	254 43.59%gh	24 5.94%	146 14.72%j	250 40.94%jk	32 6.72%	164 16.63%m	226 40.84%mn
Not applicable - I don't buy this kind of product		13 0.61%	- -	7 0.72%	1 0.12%	- -	4 0.39%	1 0.09%	- -	4 0.39%	1 0.11%	- -	3 0.29%	4 0.58%	2 0.37%	4 0.40%	1 0.11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o
Overlap formulae used.

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 193

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Household goods (e.g. cleaning products)
Base: All respondents

		Total	Gender		Age						Region													Region Summary			Social Grade				Property type						
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base		2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Too Much		154 7.30%	90 8.80%b	63 5.91%	32 13.90%eg h	33 9.19%gh	20 6.07%	30 8.15%g	14 4.28%	25 5.03%	131 7.39%	140 7.28%	14 7.54%	7 7.50%	2 3.47%	5 5.92%	14 6.07%	13 7.38%	7 4.02%	9 5.63%	11 5.80%	28 10.17%q	27 9.30%q	17 9.11%	32 6.51%	71 9.58%y	27 5.14%	42 7.52%	36 5.89%	35 8.01%	41 8.14%	45 9.08%G	48 6.97%	23 5.05%	23 6.88%	5 19.96%	5 6.09%
Much too much	(5)	44 2.10%	31 2.98%b	14 1.28%	9 4.10%g	11 2.96%	5 1.40%	8 2.16%	3 1.03%	8 1.70%	41 2.30%	43 2.25%	1 0.49%	2 1.94%	1 1.43%	2 1.97%	2 0.73%	6 3.25%	3 1.74%	2 1.19%	3 1.76%	11 4.00%ko	9 3.03%	3 1.86%	9 1.83%	23 3.11%	8 1.59%	9 1.65%	15 2.50%	9 2.15%	10 2.09%	14 2.90%G	13 1.91%	4 0.86%	7 1.94%	3 15.23%	3 3.14%
A bit too much	(4)	110 5.20%	60 5.83%	50 4.63%	22 9.80%eg h	23 6.25%	16 4.67%	22 6.00%	10 3.25%	16 3.33%	90 5.09%	97 5.03%	13 7.05%q	6 5.56%	1 2.05%	3 3.95%	12 5.34%	7 4.13%	4 2.28%	7 4.44%	8 4.04%	17 6.16%	18 6.27%	13 7.25%q	23 4.67%	48 6.47%y	19 3.55%	33 5.87%	21 3.39%	26 5.87%	30 6.05%	30 6.18%	35 5.06%	19 4.19%	17 4.94%	1 4.73%	3 2.96%
The right amount	(3)	770 36.52%	390 37.90%	377 35.07%	59 26.00%	123 34.05%	128 38.00%c	140 38.09%c	135 41.97%c d	185 37.48%c	643 36.33%	705 36.57%	64 35.97%	41 41.67%r	21 35.32%	35 40.43%	85 36.30%	56 31.76%	74 40.77%r	44 29.27%	74 37.68%	113 40.48%r	96 33.65%	67 36.72%	175 35.42%	276 36.94%	192 36.33%	217 39.04%B	192 31.52%	166 37.61%B	195 38.85%B	179 36.36%	254 36.79%	178 38.41%	120 35.14%	9 38.36%	30 33.61%
A bit too little	(2)	413 19.61%	170 16.52%	241 22.46%a	54 23.86%f	76 21.04%	59 17.50%	57 15.52%	64 19.85%	103 20.94%	353 19.91%	384 19.93%	29 16.18%	18 18.40%	14 23.20%	10 11.26%	57 24.36%n t	33 18.83%	32 17.51%	27 17.49%	42 21.29%	46 16.58%	69 23.96%n t	38 20.96%	100 20.12%	153 20.48%	100 18.91%	116 20.82%C D	142 23.29%C D	66 15.04%	90 17.84%	98 19.99%	126 18.22%	96 20.70%	72 21.01%	4 16.28%	16 17.90%
Much too little	(1)	320 15.18%	161 15.71%	158 14.76%	32 13.98%	54 15.03%	51 15.15%	54 14.65%	50 15.54%	79 16.02%	262 14.78%	291 15.06%	29 16.42%	17 16.73%	12 20.86%	15 17.04%	32 13.69%	35 20.07%v	26 14.19%	33 21.74%o suv	25 12.75%	39 14.18%	37 13.07%	19 10.56%	82 16.53%	96 12.87%	84 15.82%	93 16.71%	93 15.25%	68 15.37%	67 13.23%	78 15.85%	100 14.44%	63 13.69%	59 17.42%	3 14.99%	16 18.03%
NET: Too Little		733 34.79%	331 32.22%	400 37.22%a	86 37.84%	131 36.07%	110 32.64%	111 30.17%	114 35.39%	182 36.95%f	614 34.68%	675 34.99%	58 32.60%	35 35.13%	26 44.05%	24 28.30%	89 38.04%	68 38.90%	57 31.70%	60 39.23%	67 34.03%	86 30.75%	106 37.04%	57 31.53%	182 36.64%	249 33.35%	184 34.72%	208 37.53%C D	235 38.54%C D	134 30.41%	156 31.07%	177 35.84%	225 32.66%	159 34.39%	131 38.43%	7 31.25%	32 35.93%
Mean		2.48	2.54b	2.43	2.57	2.51	2.47	2.55	2.44	2.42	2.49	2.49	2.46	2.50	2.28	2.50	2.44	2.38	2.48	2.27	2.49	2.62mpr	2.53r	2.60mr	2.43	2.58wy	2.43	2.46	2.40	2.53	2.56B	2.51	2.50	2.46	2.42	2.88	2.41
Standard deviation		0.96	1.01	0.92	1.09	1.01	0.94	0.98	0.89	0.93	0.97	0.97	0.95	0.96	0.93	0.99	0.88	1.06	0.91	1.00	0.91	1.02	0.98	0.92	0.96	0.98	0.94	0.95	0.96	0.99	0.95	1.00	0.95	0.88	0.97	1.28	1.03
Standard error		0.02	0.04	0.03	0.09	0.06	0.06	0.06	0.05	0.05	0.03	0.02	0.08	0.10	0.13	0.12	0.06	0.09	0.08	0.09	0.08	0.07	0.06	0.08	0.05	0.04	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.05	0.06	0.29	0.13

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 193

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Household goods (e.g. cleaning products)
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Don't know	434 20.58%	205 19.96%	229 21.29%	47 20.43%	71 19.62%	78 23.29%	85 23.16%	58 17.92%	95 19.31%	369 20.86%	394 20.44%	39 22.04%	15 14.97%	10 17.15%	22 25.34%	45 19.28%	38 21.97%	40 22.24%	38 25.21%	44 22.49%	51 18.18%	54 18.69%	37 20.44%	105 21.28%	141 18.93%	123 23.19%	85 15.23%	144 23.66%A	98 22.18%A	107 21.34%A	87 17.72%	155 22.54%	101 21.87%	64 18.87%	2 10.43%	20 22.92%
Not applicable - I don't buy this kind of product	17 0.81%	12 1.12%	5 0.51%	4 1.83%a	4 1.06%	- -	2 0.42%	1 0.44%	6 1.22%a	13 0.73%	14 0.71%	3 1.85%	1 0.72%	- -	- -	1 0.31%	- -	2 1.26%	1 0.66%	- -	1 0.42%	4 1.33%	4 2.20%	1 0.15%	9 1.20%	3 0.62%	4 0.67%	2 0.39%	8 1.78%B	3 0.60%	5 1.00%	7 1.04%	1 0.28%	2 0.68%	- -	1 1.44%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 194

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Household goods (e.g. cleaning products)
Base: All respondents

		Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (ul)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted? Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date? No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base		2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Too Much		154 7.30%	85 8.46%f	19 7.71%	20 8.97%	3 4.09%	7 5.09%	16 4.71%	4 4.64%	91 6.33%	58 7.00%	32 5.41%	59 9.05%h	27 10.54%j	14 9.69%j	18 7.21%	5 15.54%j	33 7.57%	42 6.58%	57 7.23%	125 7.38%	29 6.97%	35 6.47%	117 7.69%	10 16.38%CD FHI	14 7.77%	10 4.79%	18 7.13%	17 7.90%	7 4.13%	17 10.19%F	8 4.91%	31 7.01%	- -	2 21.66%	62 6.30%	60 7.81%	27 9.79%	2 5.27%	93 5.83%	61 12.62%PR	97 5.66%	56 16.38%PQR
Much too much	(5)	44 2.10%	28 2.77%	7 3.04%	2 0.83%	- -	3 1.96%	3 1.02%	1 1.38%	33 2.31%	24 2.88%	9 1.53%	11 1.74%	2 0.81%	4 2.61%	6 2.17%	- -	14 3.12%	10 1.56%	18 2.24%	38 2.24%	6 1.54%	10 1.91%	34 2.22%	3 4.88%F	9 4.88%CF	2 0.98%	4 1.37%	6 2.68%	1 0.48%	6 3.59%F	2 1.09%	10 2.16%	- -	1 8.71%	13 1.36%	18 2.31%	12 4.22%L	- -	23 1.45%	21 4.40%PR	24 1.42%	20 5.83%PR
A bit too much	(4)	110 5.20%	57 5.69%	11 4.67%	19 8.14%f	3 4.09%	4 3.13%	12 3.69%	3 3.26%	57 4.02%	34 4.12%	23 3.88%	47 7.31%h	25 9.73%kl	10 7.08%	13 5.04%	5 15.54%klj n	20 4.45%	32 5.01%	39 5.00%	87 5.14%	23 5.43%	25 4.56%	83 5.47%	7 11.50%BC FH	5 2.89%	8 3.81%	15 5.76%	11 5.21%	6 3.65%	11 6.59%	6 3.82%	22 4.84%	- -	1 12.95%	49 4.94%	42 5.50%	15 5.56%	2 5.27%	70 4.38%	39 8.22%PR	73 4.24%	36 10.55%PR
The right amount	(3)	770 36.52%	353 35.13%	94 38.88%	72 31.77%	36 47.89%c	50 37.31%	126 37.32%	38 44.43%	520 36.39%	300 35.98%	221 36.96%	241 37.30%	103 40.87%	58 40.97%n	81 31.72%	8 26.57%	179 40.57%	222 34.66%	298 38.09%	632 37.34%	138 33.18%	186 34.04%	572 37.54%	22 37.65%	77 42.22%	79 39.91%	85 33.19%	67 31.82%	69 40.32%	60 35.84%	70 41.80%	169 37.54%	7 49.47%	2 20.19%	374 37.77%	261 34.10%	106 38.85%	17 39.59%	587 36.68%	178 36.98%	641 37.41%	115 33.57%
A bit too little	(2)	413 19.61%	192 19.08%	46 19.05%	52 22.64%	10 12.70%	27 20.26%	74 21.98%	13 15.23%	289 20.22%	172 20.67%	117 19.59%	119 18.34%	42 16.48%	29 20.38%	48 19.06%	6 18.25%	68 15.46%	137 21.45%r	158 20.21%	322 19.05%	91 21.92%	115 21.18%	294 19.25%	4 6.38%	33 18.15%A	31 15.66%	60 23.45%A	44 20.71%A	33 19.36%A	31 18.72%A	32 18.94%A	95 21.24%A	1 5.24%	2 22.68%	162 16.34%	179 23.42%L	58 21.09%	10 23.09%	361 22.55%Q S	49 10.19% S	376 21.95%Q S	36 10.54%
Much too little	(1)	320 15.18%	156 15.53%	32 13.41%	33 14.54%	15 19.95%	18 13.28%	53 15.80%	12 14.03%	227 15.88%	127 15.21%m	101 16.83%m	89 13.79%	32 12.63%	12 8.40%	46 17.92%m	4 11.76%	73 16.65%	94 14.73%	121 15.43%	253 14.97%	67 16.04%	98 17.91%	216 14.16%	11 17.94%	20 11.16%	42 21.32%B F	39 15.36%	32 15.26%	23 13.14%	25 14.83%	24 14.16%	73 16.13%	1 5.18%	1 14.83%	134 13.52%	125 16.36%	50 18.39%	6 14.45%	287 17.92%QS	33 6.81%	296 17.27%QS	22 6.43%
NET: Too Little		733 34.79%	348 34.61%	79 32.46%	85 37.18%	25 32.65%	45 33.54%	128 37.78%	25 29.25%	516 36.10%	299 35.87%	218 36.42%	208 32.13%	73 29.11%	41 28.77%	94 36.98%	9 30.00%	141 32.11%	231 36.18%	279 35.65%	576 34.01%	157 37.97%	213 39.09%x	510 33.41%	14 24.32%	54 29.30%	74 36.98%	100 38.81%	76 35.97%	56 32.51%	56 33.56%	55 33.10%	168 37.37%	1 10.42%	3 37.51%	295 29.86%	305 39.78%L	108 39.49%L	16 37.53%	647 40.47%Q RS	82 17.00% S	672 39.22%Q S	58 16.97%
Mean		2.48	2.50	2.56	2.46	2.43	2.48	2.40	2.52	2.45	2.48	2.41	2.55	2.62j	2.69ijn	2.40	2.64	2.53	2.45	2.49	2.50	2.42	2.39	2.52w	2.73C	2.65C	2.36	2.42	2.46	2.47	2.57	2.48	2.46	2.74	2.72	2.52	2.44	2.50	2.43	2.38	2.90PR	2.40	2.98PR
Standard deviation		0.96	1.00	0.97	0.95	0.91	0.92	0.90	0.90	0.96	0.98	0.94	0.96	0.92	0.90	1.01	1.02	1.01	0.94	0.96	0.97	0.96	0.97	0.96	1.16	0.98	0.96	0.94	1.00	0.85	1.03	0.89	0.96	0.64	1.35	0.93	0.98	1.04	0.86	0.94	0.97	0.93	1.03
Standard error		0.02	0.04	0.06	0.08	0.12	0.09	0.06	0.11	0.03	0.04	0.04	0.04	0.09	0.07	0.06	0.20	0.05	0.04	0.04	0.03	0.05	0.05	0.03	0.17	0.08	0.07	0.07	0.08	0.07	0.09	0.08	0.05	0.24	0.51	0.03	0.04	0.07	0.17	0.03	0.05	0.02	0.07
Don't know		434 20.58%	214 21.26%	49 20.39%	46 20.25%	12 15.37%	29 21.81%	65 19.31%	19 21.67%	288 20.11%	171 20.56%	116 19.49%	138 21.26%	47 18.80%	29 20.57%	61 24.09%	9 27.89%	83 18.86%	139 21.78%	147 18.78%	349 20.60%	85 20.49%	106 19.49%	314 20.57%	13 21.65%	35 19.08%	35 17.85%	52 20.37%	50 23.49%	38 21.79%	33 20.04%	34 20.19%	80 17.80%	4 29.82%	2 20.64%	251 25.39%M N	139 18.09%N	30 11.14%	3 7.67%	261 16.34%	155 32.28%P R	292 17.01%	109 31.79%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 194

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Household goods (e.g. cleaning products)
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - I don't buy this kind of product	17 0.81%	5 0.55%	1 0.55%	4 1.83%	- -	3 2.25%a	3 0.89%	- -	15 1.07%	5 0.60%	10 1.72%in	2 0.26%	2 0.68%	- -	- -	- -	4 0.89%	5 0.81%	2 0.25%	11 0.66%	6 1.39%	5 0.92%	12 0.79%	- -	3 1.64%	1 0.47%	1 0.50%	2 0.82%	2 1.25%	1 0.37%	- -	1 0.29%	1 10.29%	- -	7 0.68%	2 0.22%	2 0.73%	4 9.93%	11 0.68%	5 1.12%	12 0.69%	4 1.30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 195

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Household goods (e.g. cleaning products)
Base: All respondents

		Total	S26. Food			S26. Clothing & footwear			S26. Household goods			S26. Toiletries and beauty products			S26. Electronics		
			Always/ Often (a)	Sometimes/ Rarely (b)	Never (c)	Always/ Often (d)	Sometimes/ Rarely (e)	Never (f)	Always/ Often (g)	Sometimes/ Rarely (h)	Never (i)	Always/ Often (j)	Sometimes/ Rarely (k)	Never (l)	Always/ Often (m)	Sometimes/ Rarely (n)	Never (o)
Unweighted base		2108	560	973	526	342	1031	673	436	1027	582	398	1006	610	473	991	560
Weighted base		2108	564	966	527	349	1028	668	441	1018	583	410	991	611	483	986	553
NET: Too Much		154 7.30%	61 10.87%b	49 5.12%	42 7.98%b	48 13.72%ef	53 5.16%	51 7.65%e	42 9.46%	66 6.46%	46 7.96%	44 10.63%k	61 6.12%	47 7.64%	40 8.31%	64 6.51%	41 7.50%
Much too much	(5)	44 2.10%	20 3.53%b	3 0.31%	21 4.08%b	16 4.57%e	8 0.80%	20 3.02%e	14 3.11%h	9 0.85%	22 3.77%h	15 3.71%k	8 0.80%	20 3.28%k	15 3.07%n	7 0.76%	20 3.59%n
A bit too much	(4)	110 5.20%	41 7.34%c	47 4.81%	21 3.90%	32 9.15%ef	45 4.36%	31 4.64%	28 6.35%	57 5.61%	24 4.19%	28 6.92%	53 5.32%	27 4.35%	25 5.24%	57 5.75%	22 3.91%
The right amount	(3)	770 36.52%	220 39.03%c	395 40.90%c	150 28.57%	139 39.97%f	417 40.51%f	202 30.23%	185 42.00%j	420 41.24%j	157 26.85%	162 39.59%jl	414 41.74%jl	171 27.98%	186 38.54%o	402 40.74%o	168 30.49%
A bit too little	(2)	413 19.61%	143 25.33%c	211 21.85%c	55 10.50%	73 20.88%f	243 23.67%f	93 13.90%	108 24.40%j	242 23.77%j	58 9.97%	95 23.22%jl	230 23.24%jl	76 12.50%	120 24.91%o	213 21.54%o	71 12.90%
Much too little	(1)	320 15.18%	111 19.62%bc	143 14.80%c	57 10.75%	79 22.69%ef	156 15.21%f	75 11.24%	90 20.41%hi	152 14.94%	69 11.75%	91 22.11%kl	146 14.72%	70 11.52%	106 21.87%no	150 15.16%o	54 9.73%
NET: Too Little		733 34.79%	254 44.94%bc	354 36.66%c	112 21.25%	152 43.57%f	400 38.88%f	168 25.14%	197 44.81%hi	394 38.71%i	127 21.72%	186 45.33%kl	376 37.96%l	147 24.01%	226 46.79%no	362 36.71%o	125 22.64%
Mean		2.48	2.47	2.44	2.66ab	2.51	2.43	2.59e	2.45	2.46	2.62gh	2.44	2.47	2.59	2.39	2.47	2.65mn
Standard deviation Standard error		0.96 0.02	1.02 0.04	0.86 0.03	1.08 0.06	1.09 0.06	0.88 0.03	1.02 0.05	1.00 0.05	0.89 0.03	1.10 0.06	1.04 0.05	0.88 0.03	1.05 0.06	1.01 0.05	0.90 0.03	1.02 0.06
Don't know		434 20.58%	28 4.90%	159 16.49%a	220 41.80%ab	10 2.74%	151 14.68%d	243 36.43%de	15 3.45%	137 13.42%g	253 43.30%gh	17 4.09%	138 13.89%j	242 39.67%jk	29 6.10%	153 15.49%m	215 38.94%mn
Not applicable - I don't buy this kind of product		17 0.81%	1 0.26%	8 0.83%	2 0.40%	- -	8 0.77%	4 0.55%	1 0.29%	2 0.17%	1 0.17%	1 0.35%	3 0.29%	4 0.70%	1 0.27%	6 0.58%	2 0.44%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o
Overlap formulae used.

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 196

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Toiletries and beauty products
Base: All respondents

		Total	Gender		Age						Region												Region Summary			Social Grade				Property type						
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base		2108	1021	1083	172	359	351	367	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Too Much		160 7.60%	92 8.96%b	65 6.09%	31 13.58%eg h	32 8.73%	21 6.24%	32 8.67%	16 5.04%	29 5.81%	136 7.68%	143 7.39%	18 9.85%	4 3.74%	3 5.09%	11 12.74%kq r	15 6.27%	10 5.79%	10 5.47%	7 4.64%	16 8.17%	28 10.22%	27 9.48%	12 6.35%	36 7.23%	67 8.99%	33 6.24%	47 8.49%	39 6.33%	38 8.58%	37 7.30%	41 8.24%	54 7.83%	26 5.60%	23 6.71%	4 17.83%	9 9.57%
Much too much	(5)	46 2.21%	31 3.06%b	15 1.40%	9 3.87%	10 2.89%	6 1.70%	9 2.35%	5 1.64%	8 1.57%	41 2.36%	44 2.29%	2 1.28%	3 2.64%	1 1.43%	6 6.49%ko pr	3 1.13%	2 1.19%	3 1.74%	2 1.04%	3 1.76%	8 3.02%	8 2.94%	5 2.96%	10 2.09%	22 2.97%	8 1.55%	17 3.02%	13 2.21%	7 1.69%	9 1.74%	13 2.57%	14 2.06%	8 1.79%	7 2.10%	2 10.47%	2 2.00%
A bit too much	(4)	114 5.40%	61 5.90%	50 4.69%	22 9.71%eg h	21 5.89%	15 4.54%	23 6.32%	11 3.40%	21 4.24%	95 5.37%	98 5.10%	15 8.57%l	1 1.10%	2 3.68%	5 6.25%	12 5.14%	8 4.59%	7 3.73%	5 3.61%	13 6.41%	20 7.20%u	19 6.54%l	6 3.39%	25 5.14%	45 6.02%	25 4.69%	30 5.47%	25 4.12%	30 6.88%	28 5.56%	28 5.68%	40 5.77%	18 3.81%	16 4.61%	2 7.36%	7 7.57%
The right amount	(3)	731 34.70%	338 32.89%	392 36.54%	59 26.01%	135 37.21%c	127 37.86%c	128 34.76%	124 38.57%c	158 32.13%	614 34.68%	675 34.98%	57 31.70%	44 43.99%r u	17 28.87%	30 35.08%	82 35.18%	57 32.73%	67 36.81%r	39 25.62%	72 36.86%r	107 38.62%r	87 30.40%	72 39.48%r	170 34.30%	266 35.67%	178 33.62%	203 36.60%	191 31.40%	153 34.63%	184 36.65%	167 33.93%	240 34.77%	166 35.86%	118 34.45%	11 49.66%	28 32.04%
A bit too little	(2)	382 18.13%	161 15.66%	221 20.59%a g	55 24.11%a g	73 20.25%	54 16.05%	61 16.57%	52 16.06%	87 17.72%	326 18.44%	359 18.63%	23 12.74%	19 19.39%	14 23.01%	10 11.43%	50 21.19%k	33 18.93%	29 16.07%	29 19.37%	31 15.85%	50 18.14%	63 21.91%k n	31 17.09%	93 18.69%	144 19.34%	90 16.93%	126 22.71%C D	120 19.70%C	58 13.23%	78 15.48%	100 20.25%J	110 15.92%	82 17.76%	77 22.55%F J	4 16.01%	9 10.08%
Much too little	(1)	333 15.78%	174 16.89%	158 14.71%	33 14.32%	46 12.66%	52 15.62%	56 15.15%	53 16.42%	93 18.91%d	270 15.27%	298 15.47%	34 19.09%v	15 15.01%	13 22.16%v	12 14.19%	35 15.00%	32 18.50%	27 15.09% v	33 21.96%t v	31 15.76%	34 12.40%	45 15.76%	19 10.74%	80 16.10%	99 13.28%	92 17.31%	83 14.99%	96 15.84%	71 16.10%	82 16.29%	73 14.89%	112 16.27%	71 15.25%	54 15.81%	2 10.43%	20 22.63%
NET: Too Little		715 33.90%	335 32.56%	379 35.30%	88 38.43%	119 32.91%	106 31.67%	116 31.72%	105 32.49%	160 36.62%	597 33.71%	658 34.10%	57 31.83%	34 34.40%	27 45.16%n tv	22 25.62%	85 36.20%	66 37.44%	56 31.15%	63 41.33%n tv	62 31.61%	85 30.54%	108 37.67%v	50 27.83%	172 34.79%	243 32.62%	181 34.24%	209 37.70%C	216 35.53%C	130 29.33%	160 31.77%	173 35.14%	222 32.19%	153 33.01%	131 38.36%	6 26.44%	29 32.71%
Mean		2.48	2.50	2.45	2.55	2.57h	2.48	2.52h	2.45	2.35	2.49	2.48	2.46	2.48	2.23	2.72mpr	2.44r	2.36	2.47r	2.20	2.51r	2.63mpr	2.47r	2.60mr	2.46	2.56y	2.41	2.50	2.42	2.52	2.48	2.49	2.48	2.45	2.43	2.91	2.41
Standard deviation		0.99	1.05	0.92	1.08	0.97	0.96	1.01	0.95	0.99	0.99	0.98	1.06	0.92	0.98	1.14	1.14	0.93	0.97	0.95	0.98	0.99	0.98	1.03	0.93	0.99	0.99	0.98	0.98	0.99	1.01	0.98	0.99	1.00	0.95	0.96	1.09	1.11
Standard error		0.02	0.04	0.03	0.09	0.06	0.06	0.06	0.06	0.05	0.03	0.03	0.09	0.10	0.14	0.14	0.07	0.08	0.08	0.09	0.08	0.07	0.07	0.09	0.05	0.04	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.05	0.05	0.06	0.24	0.14

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 196

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Toiletries and beauty products
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Don't know	461 21.85%	227 22.04%	233 21.66%	46 20.11%	74 20.40%	77 22.91%	88 24.02%	69 21.38%	107 21.70%	390 22.05%	419 21.71%	42 23.39%	16 16.15%	12 20.88%	21 24.57%	50 21.38%	37 21.02%	43 23.58%	40 26.53%	44 22.29%	55 19.62%	58 20.18%	43 23.82%	108 21.81%	156 20.86%	127 23.95%	88 15.80%	151 24.78%A	107 24.24%A	115 22.89%A	102 20.65%	159 23.00%	111 24.06%	64 18.85%	1 6.07%	21 23.13%
Not applicable - I don't buy this kind of product	41 1.94%	37 3.55%b	4 0.41%	4 1.87%	3 0.74%	4 1.33%	3 0.83%	8 2.52%	18 3.71%de f	33 1.89%	35 1.82%	6 3.22%	2 1.72%	- -	2 1.98%	2 0.97%	5 3.02%	5 2.98%	3 1.87%	2 1.06%	3 1.00%	7 2.27%	5 2.53%	9 1.87%	14 1.86%	10 1.95%	8 1.41%	12 1.96%	14 3.21%	7 1.39%	10 2.03%	15 2.21%	7 1.47%	6 1.62%	- -	2 2.55%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 197

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Toiletries and beauty products
Base: All respondents

		Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base		2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Too Much		160 7.60%	81 8.06%	22 9.19%	22 9.86%	5 6.59%	9 6.79%	18 5.43%	2 2.49%	95 6.67%	57 6.86%	38 6.40%	63 9.67%h	32 12.60%hj	14 9.96%	17 6.60%	2 7.61%	38 8.74%	42 6.51%	64 8.22%	123 7.28%	37 8.91%	37 6.79%	122 8.02%	10 17.51%CD FH	15 8.07%	13 6.78%	13 4.96%	19 9.00%H	10 5.79%	16 9.66%H	6 3.48%	42 9.45%DH	- -	1 8.71%	61 6.16%	68 8.91%L	24 8.71%	6 13.55%	105 6.55%	55 11.54%PR	113 6.59%	46 13.37%PR
Much too much	(5)	46 2.21%	28 2.81%	7 3.06%	3 1.36%	- -	2 1.66%	4 1.29%	1 1.38%	31 2.18%	21 2.47%	11 1.77%	15 2.38%	8 3.09%	3 2.02%	5 1.87%	- -	14 3.11%	9 1.36%	22 2.87%	38 2.24%	9 2.05%	12 2.27%	34 2.24%	5 8.23%CD EFH	6 3.47%F	3 1.29%	4 1.53%	5 2.26%	- -	6 3.76%F	2 1.39%	14 3.09%F	- -	1 8.71%	16 1.63%	15 1.96%	14 5.02%LM	- -	25 1.53%	22 4.57%PR	29 1.70%	17 4.86%PR
A bit too much	(4)	114 5.40%	53 5.23%	15 6.13%	19 8.50%g	5 6.59%	7 5.13%	14 4.14%	1 1.10%	64 4.49%	37 4.39%	28 4.62%	47 7.29%h	24 9.52%hj	11 7.94%hj	12 4.73%	2 7.61%	25 5.63%	33 5.15%	42 5.34%	85 5.04%	28 6.86%	25 4.52%	88 5.78%	5 9.28%H	8 4.60%	11 5.48%	9 3.43%	14 6.73%H	10 5.79%	10 5.90%	4 2.09%	29 6.35%H	- -	- -	45 4.52%	53 6.95%L	10 3.69%	6 13.55%	80 5.02%	33 6.97%	84 4.89%	29 8.52%PR
The right amount	(3)	731 34.70%	346 34.49%	86 35.67%	74 32.40%	30 39.71%	48 36.27%	107 31.53%	40 46.11%f	491 34.31%	267 32.09%	223 37.40%i n	233 35.96%	105 41.73%i n	55 38.96%n	73 28.58%	8 26.13%	156 35.43%	216 33.71%	281 35.89%	613 36.23%v	118 28.45%	182 33.32%	539 35.37%	17 28.34%	67 36.62%	72 36.43%	84 32.85%	63 29.95%	68 39.62%	56 34.01%	70 41.89%LE	154 34.34%	8 54.71%	2 20.19%	361 36.47%	249 32.55%	91 33.44%	16 38.01%	549 34.31%	176 36.57%	599 34.97%	117 34.25%
A bit too little	(2)	382 18.13%	186 18.56%	47 19.59%	47 20.58%	7 9.69%	18 13.43%	61 18.14%	15 17.10%	257 18.65%	155 18.63%	112 18.68%	111 17.17%	30 11.83%	20 14.15%	61 24.16%i jlm	4 13.87%	66 15.10%	122 19.10%	155 19.73%	297 17.55%	85 20.47%	100 18.31%	280 18.36%	7 12.19%	29 15.83%	30 15.28%	52 20.19%	44 20.91%	26 15.28%	33 19.98%	28 16.95%	93 20.68%	- -	- -	150 15.20%	152 19.86%L	70 25.60%L	9 20.45%	338 21.14%QS	43 8.89%	346 20.16%Q S	36 10.65%
Much too little	(1)	333 15.78%	159 15.79%	34 14.18%	30 13.25%	17 21.84%	21 15.97%	60 17.71%	12 13.58%	233 16.29%	139 16.71%m	94 15.70%	94 14.54%	37 14.80%	14 10.07%	43 16.75%m	6 18.29%	79 17.90%	104 16.27%	118 15.08%	254 15.01%	78 18.91%	105 19.31%x	221 14.46%	12 19.70%	27 14.72%	40 20.29%	45 17.44%	31 14.87%	28 16.25%	26 15.64%	24 14.50%	68 15.09%	1 5.18%	4 50.46%	139 14.02%	134 17.49%	46 17.00%	5 12.34%	303 18.93%QS	29 6.08%	315 18.39%QS	16 4.73%
NET: Too Little		715 33.90%	345 34.35%	82 33.78%	77 33.82%	24 31.53%	39 29.40%	121 35.85%	26 30.68%	500 34.94%	294 35.34%m	205 34.38%m	205 31.71%	67 26.63%	34 24.22%	104 40.91%j lm	10 32.15%	145 33.00%	226 35.38%	273 34.81%	551 32.56%	163 39.38%u	205 37.62%	501 32.83%	19 31.89%	56 30.55%	71 35.58%	97 37.63%	75 35.78%	54 31.52%	59 35.62%	53 31.45%	161 35.77%	1 5.18%	4 50.46%	289 29.22%	286 37.34%L	117 42.60%L	14 32.79%	641 40.07%Q RS	72 14.97%	661 38.56%Q S	53 15.38%
Mean		2.48	2.49	2.55f	2.53	2.40	2.49	2.36	2.49	2.44	2.42	2.46	2.56	2.68ijn	2.69ijn	2.35	2.35	2.49	2.42	2.51	2.50	2.38	2.38	2.51w	2.67	2.55	2.39	2.36	2.47	2.45	2.52	2.47	2.52	2.83	1.95	2.51	2.44	2.46	2.63	2.37	2.92PR	2.39	2.97PR
Standard deviation		0.99	1.01	1.00	0.97	0.99	0.99	0.97	0.86	0.98	1.01	0.95	1.00	1.03	0.94	0.97	1.03	1.05	0.96	0.99	0.98	1.04	1.01	0.98	1.28	1.02	1.00	0.95	1.01	0.91	1.04	0.89	1.01	0.60	1.48	0.95	1.01	1.05	0.93	0.97	0.96	0.97	0.96
Standard error		0.02	0.04	0.06	0.08	0.14	0.10	0.06	0.11	0.03	0.04	0.04	0.04	0.10	0.08	0.06	0.21	0.06	0.04	0.04	0.03	0.06	0.05	0.03	0.19	0.09	0.08	0.07	0.08	0.08	0.09	0.08	0.05	0.23	0.56	0.04	0.04	0.07	0.18	0.03	0.05	0.03	0.07
Don't know		461 21.85%	213 21.19%	49 20.31%	52 23.05%	17 22.16%	31 23.54%	80 23.67%	18 20.72%	312 21.84%	193 23.16%	119 20.00%	139 21.47%	44 17.64%	36 25.65%	58 22.94%	9 30.49%	88 20.04%	147 22.92%	155 19.74%	372 21.98%	89 21.34%	111 20.43%	332 21.76%	12 21.10%	37 20.24%	39 19.54%	59 22.89%	50 23.70%	38 22.03%	34 20.71%	37 22.08%	83 18.50%	4 29.82%	2 20.64%	262 26.48%M N	149 19.49%N	34 12.47%	5 12.52%	281 17.54%	162 33.64%P R	314 18.29%	114 33.25%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 197

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Toiletries and beauty products
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - I don't buy this kind of product	41 1.94%	19 1.90%	3 1.05%	2 0.87%	- -	5 4.01%	12 3.53%b	- -	32 2.24%	21 2.55%	11 1.82%	8 1.19%	4 1.40%	2 1.21%	2 0.97%	1 3.62%	12 2.78%	9 1.47%	11 1.35%	33 1.95%	8 1.92%	10 1.84%	31 2.03%	1 1.16%	8 4.52%G	3 1.67%	4 1.68%	3 1.58%	2 1.04%	- -	2 1.10%	9 1.95%	1 10.29%	- -	17 1.67%	13 1.71%	8 2.78%	1 3.12%	24 1.53%	16 3.28%PR	27 1.60%	13 3.74%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024
ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 198
S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Toiletries and beauty products
Base: All respondents

		Total	S26. Food			S26. Clothing & footwear			S26. Household goods			S26. Toiletries and beauty products			S26. Electronics		
			Always/ Often (a)	Sometimes/ Rarely (b)	Never (c)	Always/ Often (d)	Sometimes/ Rarely (e)	Never (f)	Always/ Often (g)	Sometimes/ Rarely (h)	Never (i)	Always/ Often (j)	Sometimes/ Rarely (k)	Never (l)	Always/ Often (m)	Sometimes/ Rarely (n)	Never (o)
Unweighted base		2108	560	973	526	342	1031	673	436	1027	582	398	1006	610	473	991	560
Weighted base		2108	564	966	527	349	1028	668	441	1018	583	410	991	611	483	986	553
NET: Too Much		160 7.60%	56 9.85%b	58 5.97%	46 8.74%	46 13.17%ef	63 6.16%	50 7.46%	44 9.91%	76 7.45%	39 6.63%	57 13.91%kl	60 6.06%	43 7.06%	55 11.33%no	58 5.93%	40 7.30%
Much too much	(5)	46 2.21%	20 3.57%b	6 0.63%	20 3.86%b	20 5.66%ef	7 0.72%	19 2.90%e	18 4.14%h	9 0.85%	19 3.19%h	23 5.57%k	5 0.51%	19 3.05%k	19 3.97%n	7 0.68%	20 3.61%n
A bit too much	(4)	114 5.40%	35 6.28%	52 5.34%	26 4.87%	26 7.51%	56 5.44%	31 4.56%	25 5.77%	67 6.60%l	20 3.43%	34 8.34%l	55 5.56%	24 4.01%	36 7.36%o	52 5.25%	20 3.69%
The right amount	(3)	731 34.70%	212 37.61%c	372 38.48%c	145 27.54%	129 36.91%f	398 38.72%f	193 28.94%	177 40.06%j	383 37.64%j	162 27.84%	157 38.26%j	397 40.02%j	168 27.43%	160 33.12%	389 39.45%mo	172 31.07%
A bit too little	(2)	382 18.13%	126 22.36%c	197 20.44%c	54 10.34%	69 19.70%f	220 21.39%f	88 13.15%	101 23.02%ij	214 20.98%j	61 10.41%	86 21.08%j	219 21.94%j	71 11.68%	105 21.70%o	201 20.35%o	65 11.68%
Much too little	(1)	333 15.78%	122 21.70%bc	150 15.56%c	50 9.53%	88 25.16%ef	164 15.98%f	73 10.96%	96 21.73%hi	170 16.68%i	58 9.89%	93 22.71%kl	163 16.43%l	67 10.89%	124 25.56%no	154 15.58%o	49 8.83%
NET: Too Little		715 33.90%	249 44.06%bc	348 35.99%c	105 19.86%	156 44.86%ef	384 37.37%f	161 24.11%	197 44.75%hi	383 37.67%i	118 20.30%	180 43.79%jl	380 38.37%jl	138 22.57%	228 47.26%no	354 35.92%o	113 20.50%
Mean		2.48	2.43	2.44	2.70ab	2.46	2.43	2.59e	2.45	2.44	2.63gh	2.51	2.43	2.59k	2.37	2.45	2.69mn
Standard deviation Standard error		0.99 0.02	1.05 0.05	0.90 0.03	1.07 0.06	1.14 0.06	0.91 0.03	1.02 0.05	1.05 0.05	0.93 0.03	1.04 0.06	1.12 0.06	0.90 0.03	1.04 0.06	1.10 0.05	0.90 0.03	1.01 0.06
Don't know		461 21.85%	39 6.91%	172 17.83%a	222 42.12%ab	15 4.19%	164 15.92%d	251 37.54%de	19 4.21%	160 15.74%g	252 43.20%gh	15 3.76%	150 15.09%j	255 41.76%jk	33 6.80%	171 17.34%m	215 38.99%mn
Not applicable - I don't buy this kind of product		41 1.94%	9 1.57%	17 1.74%	9 1.74%	3 0.86%	19 1.83%	13 1.95%	5 1.07%	15 1.50%	12 2.03%	1 0.28%	5 0.48%	7 1.19%	7 1.49%	13 1.36%	12 2.14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o
Overlap formulae used.

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 199

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Electronics (TVs, mobile phones, fridges, washing machines)
Base: All respondents

		Total	Gender: Male (a)	Gender: Female (b)	Age: 18-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65+ (h)	Region: England (i)	Region: UK Excl Scotland (j)	Region: Scotland (k)	Region: Wales (l)	Region: Northern Ireland (m)	Region: North East (n)	Region: North West (o)	Region: Yorkshire & Humberside (p)	Region: West Midlands (q)	Region: East Midlands (r)	Region: Eastern (s)	Region: London (t)	Region: South East (u)	Region: South West (v)	Region Summary: North England (w)	Region Summary: South England (Incl Lon.) (x)	Region Summary: Midlands (y)	Social Grade: AB (A)	Social Grade: C1 (B)	Social Grade: C2 (C)	Social Grade: DE (D)	Property type: Detached house (E)	Property type: Semi-detached house (F)	Property type: Terraced house (G)	Property type: Self-contained flat, maisonette or apartment (H)	Property type: A room or rooms (I)	Property type: Other (J)
Unweighted base		2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Too Much		145 6.86%	94 9.11%b	51 4.75%	40 17.68%de fgh	23 6.44%	17 5.08%	25 6.80%	12 3.69%	27 5.48%	123 6.97%	133 6.89%	12 6.50%	6 5.65%	4 6.65%	9 10.69%r	16 6.81%	11 6.28%	12 6.80%	5 3.39%	9 4.83%	22 7.98%	22 7.80%	16 8.68%	36 7.30%	60 8.08%	27 5.09%	52 9.32%LB	32 5.34%	26 5.92%	34 6.80%	42 8.57%G	40 5.76%	22 4.80%	27 7.79%	5 20.91%	6 6.75%
Much too much	(5)	38 1.82%	27 2.59%b	12 1.09%	9 3.91%de	4 1.04%	2 0.51%	10 2.60%e	4 1.12%	11 2.20%	29 1.64%	33 1.70%	6 3.12%	3 2.97%	1 1.43%	2 2.63%	4 1.85%	2 1.00%	2 1.36%	1 0.56%	3 1.43%	4 1.41%	6 2.06%	5 2.59%	8 1.69%	15 1.95%	6 1.16%	11 1.97%	11 1.89%	5 1.16%	11 2.15%	15 2.98%G	10 1.44%	5 1.00%	3 0.96%	- -	3 3.14%
A bit too much	(4)	106 5.04%	67 6.51%b	39 3.65%	31 13.77%de fgh	20 5.40%	15 4.56%	15 4.20%	8 2.57%	16 3.28%	94 5.33%	100 5.19%	6 3.38%	3 2.68%	3 5.23%	7 8.05%	12 4.96%	9 5.28%	10 5.43%	4 2.83%	7 3.40%	18 6.57%	16 5.75%	11 6.08%	28 5.61%	46 6.13%	21 3.93%	41 7.35%B	21 3.45%	21 4.76%	23 4.65%	28 5.58%	30 4.32%	18 3.80%	23 6.83%	5 20.91%	3 3.62%
The right amount	(3)	821 38.95%	431 41.97%b	384 35.79%	58 25.38%	125 34.48%c	140 41.78%c d	155 42.15%c d	137 42.54%c d	206 41.86%c d	692 39.07%	755 39.13%	66 37.05%	44 44.04%	19 32.72%	39 45.02%	88 37.45%	59 33.80%	67 36.82%	50 32.66%	76 38.85%	134 48.11%k mopqru	105 36.62%	75 41.22%	186 37.48%	314 42.02%	192 36.38%	215 38.79%	213 34.93%	192 43.47%B	201 40.04%	206 41.73%	265 38.44%	184 39.69%	128 37.57%	9 41.27%	27 30.53%
A bit too little	(2)	370 17.57%	159 15.44%	211 19.63%a	47 20.66%	76 20.86%e	48 14.37%	56 15.33%	52 16.06%	92 18.58%	321 18.11%	346 17.94%	24 13.64%	12 12.57%	13 22.01%	12 13.75%	48 20.51%	30 16.96%	30 16.58%	34 22.59%k	32 16.52%	46 16.63%	59 20.69%	29 15.84%	90 18.08%	134 18.00%	97 18.28%	109 19.59%C	116 18.99%C	59 13.37%	87 17.33%	82 16.65%	124 18.05%	82 17.79%	58 17.06%	5 23.92%	18 20.20%
Much too little	(1)	298 14.16%	138 13.43%	160 14.94%	28 12.34%	60 16.68%	52 15.40%	49 13.38%	50 15.45%	59 12.03%	240 13.55%	269 13.94%	30 16.53%	19 19.62%un t	9 15.92%	7 7.56%	30 12.80%	32 18.23%un t	28 15.67%	25 16.40%	32 16.36%	27 9.86%	38 13.27%	21 11.44%	68 13.80%	86 11.55%	85 16.13%x	88 15.84%	92 15.14%	56 12.67%	62 12.42%	64 12.95%	92 13.34%	64 13.83%	58 16.99%	1 3.12%	19 21.18%
NET: Too Little		669 31.73%	297 28.87%	371 34.57%a	75 32.99%	136 37.53%e fh	100 29.77%	105 28.71%	101 31.51%	151 30.61%	561 31.66%	615 31.88%	54 30.16%	32 32.19%	22 37.94%un	18 21.32%	78 33.31%un	62 35.20%un	58 32.25%	59 39.00%un tv	64 32.88%	74 26.48%	97 33.96%un	49 27.29%	158 31.88%	221 29.55%	182 34.42%	197 35.43%C	208 34.13%C	115 26.04%	150 29.75%	146 29.60%	216 31.39%	146 31.63%	116 34.05%	6 27.03%	37 41.38%
Mean		2.52	2.62b	2.42	2.69dg	2.40	2.48	2.58d	2.46	2.55	2.53	2.52	2.50	2.47	2.41	2.80lmo parsu	2.52	2.39	2.48	2.31	2.44	2.67prs	2.52	2.64pr	2.52	2.61y	2.42	2.52	2.43	2.58B	2.57	2.61J	2.50	2.48	2.47	2.90	2.33
Standard deviation		0.94	0.96	0.91	1.10	0.94	0.90	0.95	0.90	0.90	0.93	0.93	1.03	1.01	0.96	0.89	0.92	0.97	0.96	0.88	0.94	0.85	0.95	0.94	0.94	0.91	0.93	0.97	0.95	0.89	0.93	0.96	0.91	0.89	0.96	0.81	1.05
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.06	0.06	0.05	0.03	0.02	0.09	0.11	0.14	0.11	0.07	0.08	0.08	0.08	0.08	0.06	0.06	0.09	0.05	0.04	0.05	0.05	0.04	0.05	0.05	0.05	0.04	0.05	0.06	0.18	0.13

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 199

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Electronics (TVs, mobile phones, fridges, washing machines)
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Don't know	449 21.32%	195 18.95%	255 23.72%a	48 20.85%	75 20.63%	78 23.16%	78 21.38%	67 20.95%	103 21.00%	376 21.23%	406 21.04%	44 24.34%	17 16.73%	13 22.69%	20 22.98%	52 22.01%	40 22.97%	40 21.91%	37 24.42%	44 22.68%	45 16.29%	59 20.63%	39 21.32%	112 22.52%	143 19.18%	121 22.91%	87 15.67%	151 24.78%A	100 22.75%A	111 22.12%A	95 19.28%	158 22.89%	106 22.98%	66 19.37%	2 10.79%	19 21.34%
Not applicable - I don't buy this kind of product	24 1.14%	11 1.11%	13 1.17%	7 3.09%a	3 0.92%	1 0.21%	4 0.96%	4 1.31%	5 1.05%	19 1.08%	20 1.06%	3 1.95%	1 1.39%	- -	- -	1 0.42%	3 1.76%	4 2.22%	1 0.54%	1 0.76%	3 1.13%	3 0.99%	3 1.50%	4 0.82%	9 1.17%	6 1.19%	4 0.79%	5 0.83%	8 1.82%	6 1.29%	4 0.82%	10 1.52%	4 0.91%	4 1.22%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 200

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Electronics (TVs, mobile phones, fridges, washing machines)
Base: All respondents

		Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (c)	Income: £21k to £41k (g)	Income: £41k+ (l)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base		2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Too Much		145 6.86%	76 7.56%	17 7.01%	17 7.67%	7 9.45%g	5 3.85%	21 6.12%	1 1.38%	88 6.18%	56 6.74%	32 5.38%	54 8.34%	22 8.72%	16 11.53%jn	16 6.18%	2 7.49%	34 7.74%	39 6.11%	55 7.03%	115 6.81%	29 7.04%	41 7.52%	102 6.68%	5 9.20%H	21 11.22%CE	8 4.10%	18 7.05%	10 4.67%	11 6.49%	13 7.90%	7 4.17%	35 7.78%	- -	2 21.66%	53 5.32%	63 8.25%L	20 7.41%	5 11.43%	95 5.96%	49 10.24%PR	100 5.85%	44 12.94%PR
Much too much	(5)	38 1.82%	15 1.46%	5 2.14%	3 1.38%	3 4.09%	3 2.42%	8 2.32%	1 1.38%	26 1.84%	20 2.43%	6 1.02%	12 1.86%	6 2.56%	3 2.04%	3 1.08%	- -	15 3.48%kl	12 1.85%	6 0.80%	29 1.74%	9 2.16%	14 2.57%	24 1.60%	3 4.88%HI	9 4.80%HI	4 1.86%	4 1.58%	6 2.76%kl	2 1.13%	2 1.26%	1 0.52%	3 0.74%	- -	1 8.71%	15 1.50%	18 2.35%	4 1.46%	- -	14 0.86%	25 5.14%PR	15 0.89%	23 6.75%PR
A bit too much	(4)	106 5.04%	61 6.10%ag	12 4.87%	14 6.28%g	4 5.36%	2 1.44%	13 3.80%	- -	62 4.34%	36 4.31%	26 4.37%	42 6.47%	16 6.17%	13 9.49%kl	13 5.10%	2 7.49%	19 4.26%	27 4.27%	49 6.23%	86 5.08%	20 4.88%	27 4.95%	78 5.08%	3 4.32%	12 6.43%E	4 2.24%	14 5.47%	4 1.91%	9 5.35%	11 6.64%CE	6 3.64%	32 7.04%CE	- -	1 12.95%	38 3.82%	45 5.90%	16 5.95%	5 11.43%	82 5.11%	24 5.10%	85 4.96%	21 6.18%
The right amount	(3)	821 38.95%	392 38.98%	88 36.12%	73 32.27%	31 40.85%	53 40.11%	148 43.73%c	36 42.04%	580 40.58%	346 41.54%n	234 39.24%	233 35.99%	94 37.19%	52 37.20%	87 34.13%	8 25.53%	168 38.06%	245 38.33%	332 42.45%	673 39.74%	148 35.73%	190 34.89%	622 40.81%w	22 37.24%	72 39.45%	74 37.02%	99 38.54%	79 37.35%	68 39.22%	71 43.02%E	81 48.37%C	180 40.03%	8 58.95%	2 22.13%	387 39.12%	291 37.99%	113 41.14%	17 40.14%	622 38.85%	195 40.68%	676 39.44%	130 37.90%
A bit too little	(2)	370 17.57%	178 17.71%	43 17.93%	44 19.18%	12 15.67%	21 15.54%	58 17.25%	15 16.83%	264 18.45%	146 17.50%	118 19.77%	99 15.33%	33 12.96%	26 18.23%	41 16.08%	7 24.00%	73 16.59%	113 17.61%	144 18.42%	286 16.92%	84 20.26%	100 18.43%	265 17.40%	6 10.20%	24 13.19%	43 21.60%lB	47 18.35%	42 19.99%	23 13.61%	32 19.50%	26 15.60%	86 19.08%	- -	1 14.67%	160 16.13%	146 19.03%	55 20.20%	7 16.54%	332 20.76%QS	36 7.59%	341 19.90%QS	29 8.57%
Much too little	(1)	298 14.16%	144 14.30%	39 15.95%	39 17.31%	12 16.04%	15 11.02%	40 11.83%	10 11.42%	190 13.26%	106 12.68%	84 14.07%	104 16.09%	48 19.22%m	13 9.40%	42 16.70%m	5 14.91%	64 14.62%	97 15.11%	104 13.23%	235 13.90%	63 15.19%	95 17.35%x	197 12.89%	10 17.36%	19 10.64%	35 17.48%	43 16.57%	31 14.61%	23 13.56%	21 12.39%	21 12.70%	62 13.73%	1 5.18%	1 8.01%	123 12.41%	116 15.10%	49 17.87%L	6 15.46%	267 16.71%QS	29 6.12%	273 15.92%QS	23 6.80%
NET: Too Little		669 31.73%	322 32.02%	82 33.88%	83 36.48%	24 31.71%	35 26.56%	98 29.08%	24 28.25%	454 31.71%	251 30.19%	202 33.84%	203 31.43%	81 32.18%	39 27.63%	83 32.78%	12 38.92%	137 31.22%	209 32.73%	248 31.65%	522 30.82%	147 35.45%	195 35.77%x	462 30.29%	16 27.56%	44 23.83%	78 39.08%lB	90 34.91%lB	73 34.60%lB	47 27.18%	53 31.89%	47 28.29%	148 32.81%lB	1 5.18%	2 22.68%	282 28.54%	262 34.13%L	104 38.07%L	13 32.00%	599 37.46%Q	66 13.72%	614 35.82%Q	53 15.37%
Mean		2.52	2.53	2.47	2.41	2.58	2.56	2.59	2.49	2.53	2.57n	2.47	2.51	2.49	2.69jn	2.42	2.36	2.55	2.48	2.54	2.53	2.47	2.45	2.55	2.58	2.75CDE	2.37	2.47	2.45	2.55	2.58	2.55	2.53	2.84	3.00	2.53	2.52	2.46	2.57	2.42	2.93PR	2.45	2.96PR
Standard deviation Standard error		0.94 0.02	0.94 0.03	0.98 0.06	0.99 0.08	1.04 0.14	0.90 0.10	0.90 0.06	0.83 0.11	0.92 0.03	0.93 0.04	0.89 0.04	1.00 0.05	1.05 0.11	0.94 0.08	0.97 0.06	0.94 0.19	1.01 0.05	0.95 0.04	0.89 0.04	0.94 0.03	0.96 0.05	1.01 0.05	0.91 0.03	1.12 0.17	1.02 0.09	0.93 0.07	0.96 0.07	0.95 0.07	0.93 0.08	0.89 0.08	0.83 0.07	0.91 0.05	0.58 0.20	1.31 0.54	0.90 0.03	0.97 0.04	0.95 0.06	0.96 0.18	0.92 0.03	0.94 0.05	0.91 0.02	1.02 0.07
Don't know		449 21.32%	201 20.06%	55 22.70%	50 21.76%	14 17.99%	35 26.47%	70 20.73%	24 28.32%	295 20.62%	174 20.99%	120 20.16%	148 22.91%	54 21.23%	32 22.43%	63 24.83%	6 20.74%	94 21.28%	142 22.22%	142 18.15%	363 21.45%	86 20.82%	112 20.54%	322 21.11%	15 24.84%	42 22.70%	38 18.93%	50 19.49%	48 22.72%	44 25.68%lJ	26 16.78%	32 19.17%	82 18.29%	4 25.58%	3 33.52%	258 26.09%LM	146 19.05%N	31 11.37%	6 13.31%	271 16.96%	159 33.05%P	307 17.89%P	109 31.96%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 200

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Electronics (TVs, mobile phones, fridges, washing machines)
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - I don't buy this kind of product	24 1.14%	14 1.39%	1 0.30%	4 1.82%	- -	4 3.01%bf	1 0.34%	- -	13 0.91%	5 0.59%	8 1.36%	9 1.34%	2 0.68%	2 1.21%	5 2.08%lJ	2 7.33%ijlm	7 1.70%	4 0.60%	6 0.71%	20 1.18%	4 0.97%	7 1.28%	17 1.11%	1 1.16%	5 2.80%DH	2 0.86%	- -	1 0.66%	2 1.44%	1 0.41%	- -	5 1.09%	1 10.29%	- -	9 0.92%	4 0.59%	5 2.00%M	1 3.12%	12 0.76%	11 2.31%PR	17 0.99%P	6 1.84%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 201

S44_NEW2024. Thinking about when you are buying the following types of products... Do you feel there is too much or too little information on the environmental impact on product packaging / labels?
- Electronics (TVs, mobile phones, fridges, washing machines)
Base: All respondents

		Total	S26. Food			S26. Clothing & footwear			S26. Household goods			S26. Toiletries and beauty products			S26. Electronics		
			Always/ Often (a)	Sometimes/ Rarely (b)	Never (c)	Always/ Often (d)	Sometimes/ Rarely (e)	Never (f)	Always/ Often (g)	Sometimes/ Rarely (h)	Never (i)	Always/ Often (j)	Sometimes/ Rarely (k)	Never (l)	Always/ Often (m)	Sometimes/ Rarely (n)	Never (o)
Unweighted base		2108	560	973	526	342	1031	673	436	1027	582	398	1006	610	473	991	560
Weighted base		2108	564	966	527	349	1028	668	441	1018	583	410	991	611	483	986	553
NET: Too Much		145 6.86%	42 7.47%	60 6.24%	39 7.49%	38 10.83%e	50 4.88%	52 7.77%e	38 8.52%	57 5.57%	43 7.42%	43 10.56%k	54 5.40%	44 7.20%	38 7.87%	61 6.14%	39 7.10%
Much too much	(5)	38 1.82%	9 1.65%	9 0.91%	20 3.84%ab	10 2.74%e	7 0.72%	20 3.05%e	8 1.75%	9 0.85%	20 3.47%h	11 2.68%k	4 0.45%	22 3.57%k	8 1.67%n	5 0.46%	21 3.82%n
A bit too much	(4)	106 5.04%	33 5.82%	51 5.32%	19 3.65%	28 8.08%ef	43 4.16%	32 4.72%	30 6.77%	48 4.72%	23 3.95%	32 7.88%kl	49 4.95%	22 3.63%	30 6.20%o	56 5.68%o	18 3.28%
The right amount	(3)	821 38.95%	230 40.85%c	418 43.24%c	172 32.68%	151 43.32%f	429 41.76%f	233 34.87%	184 41.83%i	442 43.41%i	191 32.69%	145 35.44%	445 44.90%jl	205 33.64%	247 51.15%no	408 41.35%o	159 28.86%
A bit too little	(2)	370 17.57%	124 21.92%c	187 19.32%c	54 10.17%	69 19.68%f	225 21.84%f	71 10.64%	89 20.14%i	220 21.62%i	56 9.62%	90 21.95%l	207 20.85%l	63 10.27%	102 21.13%o	201 20.40%o	60 10.88%
Much too little	(1)	298 14.16%	120 21.31%bc	124 12.81%	49 9.27%	76 21.75%ef	149 14.49%f	67 10.02%	97 21.99%hi	142 13.95%i	51 8.66%	99 24.16%kl	130 13.10%	62 10.12%	75 15.56%	149 15.11%	64 11.63%
NET: Too Little		669 31.73%	244 43.23%bc	310 32.13%c	102 19.44%	144 41.44%f	374 36.33%f	138 20.66%	186 42.12%hi	362 35.57%i	107 18.28%	189 46.11%kl	337 33.99%jl	125 20.39%	177 36.70%o	350 35.51%o	124 22.50%
Mean		2.52	2.39	2.54a	2.71ab	2.48	2.45	2.69de	2.42	2.49	2.73gh	2.38	2.51ij	2.68jk	2.55	2.47	2.60n
Standard deviation Standard error		0.94 0.02	0.97 0.04	0.87 0.03	1.01 0.06	1.02 0.06	0.87 0.03	0.99 0.05	0.99 0.05	0.87 0.03	1.00 0.05	1.05 0.06	0.84 0.03	1.01 0.05	0.90 0.04	0.89 0.03	1.07 0.06
Don't know		449 21.32%	45 7.89%	168 17.43%a	209 39.72%ab	15 4.42%	163 15.81%d	241 36.07%de	32 7.24%	146 14.36%g	238 40.86%gh	31 7.53%	147 14.83%j	234 38.24%jk	19 4.02%	161 16.29%m	228 41.27%mn
Not applicable - I don't buy this kind of product		24 1.14%	3 0.56%	9 0.97%	4 0.67%	- -	13 1.22%	4 0.63%	1 0.29%	11 1.09%	4 0.75%	1 0.36%	9 0.92%	3 0.53%	1 0.27%	7 0.71%	1 0.26%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f - g/h/i - j/k/l - m/n/o
Overlap formulae used.

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 202

S45_NEW2024. Please think about all types of products and services... Where have you seen companies claiming that their products and services are environmentally friendly or sustainable before?

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-em (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Not applicable - I haven't seen these claims before	338 16.04%	157 15.26%	181 16.87%	28 12.16%	62 17.08%	56 16.72%	64 17.48%	48 14.92%	80 16.25%	285 16.12%	308 15.99%	30 16.52%	18 18.52%	5 7.91%	10 11.66%	41 17.66%	38 21.43%tu	36 20.02%tu	22 14.70%	27 13.85%	37 13.24%	39 13.65%	35 19.21%	89 17.95%	111 14.85%	86 16.21%	62 11.20%	91 15.01%	81 18.33%A	104 20.61%AB	74 14.93%	130 18.91%H	68 14.67%	44 12.99%	2 10.81%	19 20.95%
When advertising a product / service (e.g. on TV, radio etc.)	812 38.52%	428 41.61%b	381 35.47%	86 37.73%	138 38.17%	130 38.84%	121 33.05%	135 41.95%f	201 40.78%f	682 38.54%	746 38.68%	66 36.79%	37 37.08%	27 45.66%	31 35.46%	90 38.27%	63 36.24%	59 32.72%	62 40.93%	77 39.08%	117 41.90%	116 40.57%	68 37.46%	184 37.06%	301 40.31%	198 37.43%	255 45.97%CD	222 36.43%	163 37.02%	172 34.16%	220 44.69%FG	234 33.91%	173 37.48%	138 40.44%	8 34.70%	36 41.03%
Through social influencers talking about a product	249 11.80%	104 10.12%	145 13.47%a	62 27.21%efgh	72 19.78%fgh	50 14.89%fgh	28 7.53%h	19 5.80%	19 3.77%	227 12.83%k	238 12.35%k	10 5.80%	7 6.59%	5 7.79%	7 7.54%	33 14.31%k	24 13.63%k	15 8.48%	15 10.17%	16 8.07%	50 17.79%klnqrs	42 14.55%kls	25 14.05%k	64 12.89%y	117 15.64%y	47 8.81%	95 17.13%BCD	72 11.78%D	44 9.96%	38 7.54%	42 8.44%	84 12.18%EJ	63 13.60%EJ	49 14.41%EJ	8 35.45%	3 3.21%
On the product packaging	1055 50.06%	528 51.34%	521 48.55%	99 43.27%	192 52.88%	176 52.44%	180 48.94%	167 51.94%	242 49.12%	879 49.62%	967 50.11%	89 49.54%	47 47.78%	41 68.73%ijklnqqr tuv	39 45.18%	109 46.56%	83 47.42%	90 49.65%	75 49.35%	107 54.72%	138 49.43%	151 52.55%	87 48.16%	231 46.62%	376 50.32%	272 51.44%	314 56.65%CD	312 51.19%D	204 46.24%	225 44.79%	263 53.33%	335 48.56%	235 50.81%	176 51.62%	9 39.64%	37 42.05%
On a retailer's or manufacturer's website	599 28.42%	313 30.41%	284 26.46%	68 29.99%	118 32.43%f	98 29.31%	91 24.65%	93 28.94%	131 26.63%	509 28.76%	555 28.77%	44 24.73%	23 23.53%	22 37.79%	29 33.16%	58 24.90%	51 29.08%	48 26.33%	40 26.29%	57 29.19%	92 33.19%	76 26.36%	59 32.37%	138 27.82%	227 30.36%	145 27.38%	190 34.27%CD	188 30.86%CD	102 23.16%	119 23.65%	140 28.47%	186 27.01%	145 31.39%	98 28.69%	11 49.88%	18 20.37%
Other (please specify)	7 0.32%	6 0.55%	1 0.10%	1 0.45%	1 0.28%	- -	1 0.22%	1 0.19%	3 0.65%	6 0.32%	7 0.35%	- -	1 1.03%	- -	- -	2 1.03%	3 1.86%tu	- -	- -	- -	- -	- -	- -	6 1.14%xy	- -	- -	3 0.51%	1 0.10%	2 0.36%	2 0.32%	2 0.42%	1 0.20%	2 0.35%	2 0.48%	- -	- -
Don't know/ can't recall	314 14.92%	138 13.44%	176 16.42%	34 14.76%d	29 8.03%	43 12.94%d	69 18.66%defg	53 16.36%d	87 17.68%d	259 14.62%	282 14.63%	32 18.06%	17 16.99%	6 10.98%	17 19.88%	36 15.51%	24 13.61%	28 15.38%	25 16.33%	28 14.18%	39 13.95%	39 13.77%	23 12.59%	77 15.60%	101 13.55%	80 15.21%	57 10.20%	90 14.72%A	70 15.91%A	98 19.49%A	52 10.47%	94 13.65%	73 15.73%E	63 18.47%E	2 10.16%	24 26.66%EFG

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 203

S45_NEW2024. Please think about all types of products and services... Where have you seen companies claiming that their products and services are environmentally friendly or sustainable before?

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not applicable - I haven't seen these claims before	338 16.04%	154 15.33%	37 15.22%	37 16.28%	9 11.76%	32 23.71%a bf	46 13.72%	23 27.03%a bdf	220 15.36%	127 15.21%	93 15.56%	113 17.49%	54 21.23%	21 14.96%	39 15.18%	5 17.11%	82 18.67% t	90 14.13%	116 14.76%	280 16.53%	58 14.01%	86 15.69%	244 15.98%	13 21.57%D	38 20.86%LD	31 15.80%	25 9.73%	34 16.11%	31 18.25%LD	27 16.36%	23 13.92%	65 14.48%	4 26.32%	2 20.19%	183 18.55%M	95 12.46%	48 17.39%	3 6.77%	217 13.58% R	114 23.68%P	252 14.70%P	80 23.36%PR
When advertising a product / service (e.g. on TV, radio etc.)	812 38.52%	393 39.12%e	85 35.08%	86 37.94%	24 32.30%	36 27.18%	161 47.51%a bcdeg	26 30.45%	574 40.10%	336 40.38%U	237 39.72%	230 35.50%	77 30.58%	47 33.51%	105 41.48%U	9 28.66%	154 35.00%	262 40.90%r	324 41.43%r	637 37.60%	175 42.29%	212 38.89%	587 38.46%	17 29.49%	59 32.54%	77 38.89%	103 40.10%	93 44.29%LB	65 37.95%	69 41.36%	59 35.25%	197 43.75%LB	4 30.81%	4 49.39%	348 35.20%	310 40.50%L	122 44.74%L	20 47.57%	553 40.82%Q S	153 31.95%	694 40.49%Q S	109 31.94%
Through social influencers talking about a product	249 11.80%	150 14.93%def	35 14.32%def	37 16.32%def	3 3.43%	5 3.43%	13 3.74%	7 8.19%	137 9.58%	56 6.68%	81 13.61%i	105 16.21%ih	32 12.54%i	25 17.50%i	49 19.15%ij	7 22.11%i	28 6.39%	70 11.00%r	115 14.71%rs	212 12.54%v	36 8.77%	59 10.75%	182 11.90%	8 14.16%B	4 2.46%	15 7.73%B	29 11.26%B	22 10.53%B	19 11.18%B	23 14.10%B	19 11.45%B	73 16.15%B C	2 13.97%	1 12.95%	88 8.88%	103 13.38%L	42 15.50%L	12 28.53%	224 13.99%QR S	25 5.18%	216 12.62%Q S	31 9.21%Q
On the product packaging	1055 50.06%	519 51.68%e	119 48.99%e	115 50.46%e	40 52.55%e	49 36.49%	180 53.19%e g	34 39.73%	727 50.87%	417 50.07%	311 51.99%	316 48.89%	124 49.04%	65 46.08%	128 50.30%	11 37.11%	203 46.06%	339 53.07%r	414 52.91%r	838 49.50%	217 52.38%	295 54.13%x	743 48.73%	20 34.20%	86 46.83%	97 48.85%	136 53.10%A	112 53.05%A	91 53.04%A	87 52.67%A	93 55.55%A	234 52.02%A	2 13.92%	4 44.99%	466 47.09%	416 54.31%L	140 51.23%	23 55.64%	859 53.68%Q S	191 39.85%	918 53.57%Q S	131 38.44%
On a retailer's or manufacturer's website	599 28.42%	308 30.62%e	68 28.18%e	65 28.54%e	23 30.31%	24 18.05%	93 27.59%e	18 20.91%	406 28.36%	231 27.71%	175 29.27%	184 28.48%	73 29.02%	32 23.03%	79 30.96%	9 30.12%	107 24.19%	198 30.92%r	243 31.07%r	495 29.21%	105 25.23%	164 29.98%	426 27.96%	15 25.44%	46 25.21%	46 22.89%	84 32.56%C	67 31.61%	48 27.64%	45 27.04%	52 31.17%	146 32.52%C	2 12.98%	3 34.56%	240 24.29%	241 31.50%L	94 34.39%L	15 36.07%	498 31.15%Q S	99 20.66%	523 30.53%Q S	74 21.53%
Other (please specify)	7 0.32%	3 0.35%	- -	- -	- -	3 1.98%ab f	1 0.17%	- -	3 0.20%	1 0.12%	2 0.31%	4 0.59%	2 0.64%	1 0.41%	2 0.65%	- -	3 0.60%	1 0.13%	2 0.26%	6 0.36%	1 0.14%	3 0.48%	4 0.27%	- -	3 1.44%	- -	- -	- -	1 0.47%	- -	- -	2 0.46%	- -	- -	3 0.27%	3 0.42%	1 0.29%	- -	4 0.28%R	2 0.46%	2 0.11%	5 1.42%PQR
Don't know/ can't recall	314 14.92%	123 12.22%	37 15.23%	39 17.10%	19 24.95%a bf	33 24.93%a bf	51 15.16%	13 14.56%	206 14.39%	132 15.85%	74 12.35%	103 15.89%	47 18.57%	22 15.68%	34 13.36%	6 19.13%	82 18.58%a t	83 13.05%	96 12.26%	258 15.22%	57 13.71%	95 17.41%	213 13.94%	12 21.09%	36 19.43%F I	34 17.05%	39 15.31%	26 12.15%	19 10.78%	22 13.01%	22 13.29%	52 11.59%	5 37.64%	1 7.04%	176 17.81%M N	94 12.26%	31 11.32%	3 7.90%	211 13.20% R	91 18.86%P R	217 12.67%	63 18.44%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 204

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- Summary
Base: All seeing advertising in relevant category

	Summary				
	Advertising	Social influencers	On the product packaging	On a retailer's or manufacturer's website	Other
Unweighted base	815	242	1056	594	7
Weighted base	812	249	1055	599	7
NET: Trust	374 46.06%	94 37.85%	711 67.41%	373 62.31%	2 32.65%
Trust a lot	37 4.54%	24 9.55%	125 11.81%	60 9.98%	1 8.67%
Trust a little	337 41.52%	70 28.30%	587 55.60%	314 52.33%	2 23.97%
Don't trust very much	296 36.43%	89 35.79%	253 23.99%	164 27.30%	2 27.45%
Don't trust at all	114 14.05%	60 23.97%	61 5.77%	52 8.68%	1 15.40%
NET: Don't trust	410 50.48%	149 59.77%	314 29.76%	216 35.98%	3 42.85%
Don't know	28 3.45%	6 2.38%	30 2.83%	10 1.71%	2 24.50%

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 205

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- Advertising
Base: All seeing advertising in relevant category

		Gender		Age						Region															Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	815	430	382	68	137	131	134	139	206	685	748	67	37	26	37	97	65	60	68	73	110	119	56	199	285	201	248	234	163	170	221	241	169	143	8	31
Weighted base	812	428	381	86*	138	130	121	135	201	682	746	66*	37*	27**	31*	90*	63*	59*	62*	77*	117*	116	68*	184	301	198	255	222	163	172	220	234	173	138	8**	36**
NET: Trust	374 46.06%	171 39.91%	201 52.74%a	51 59.70%a gh	72 51.84%h	56 42.87%	62 50.77%	54 39.92%	80 39.61%	315 46.20%	345 46.21%	29 44.45%	18 49.65%	11 41.71%	18 58.84%p q	40 44.39%	23 36.44%	22 37.24%	29 46.69%	37 48.64%	66 56.45%p q	51 43.66%	29 43.37%	81 44.06%	146 48.55%	88 44.61%	118 46.11%	105 47.20%	77 47.25%	75 43.40%	95 43.18%	117 50.25%	80 45.86%	66 47.50%	4 48.26%	11 31.45%
Trust a lot	37 4.54%	24 5.51%	13 3.51%	8 9.46%f	5 3.96%	7 5.40%	3 2.36%	7 4.90%	7 3.36%	35 5.19%	36 4.85%	1 1.08%	1 2.06%	- -	1 3.02%	2 2.59%	7 10.94%ko rv	3 4.51%	1 1.28%	2 2.39%	13 11.54%ko rsv	7 5.60%	- -	10 5.54%	20 6.64%	5 2.68%	9 3.40%	12 5.53%	4 2.35%	12 7.06%	5 2.18%	13 5.55%	6 3.53%	12 8.71%E	- -	1 2.76%
Trust a little	337 41.52%	147 34.41%	188 49.24%a	43 50.24%g h	66 47.88%g	49 37.47% h	59 48.41%g	47 35.01%	73 36.25%	280 41.01%	309 41.36%	29 43.37%p	17 47.59%p	11 41.71% q	17 55.82%p	37 41.80%p	16 25.50%	19 32.73%	28 45.41%p	35 46.24%p	52 44.91%p	44 38.07%	29 43.37%	71 38.51%	126 41.92%	83 41.94%	109 42.72%	92 41.66%	73 44.90%	52 36.35%	90 41.00%	105 44.70%	73 42.33%	54 38.79%	4 48.26%	10 28.69%
Don't trust very much	296 36.43%	164 38.28%	131 34.42%	26 30.28%	46 32.97%	46 34.88%	39 32.49%	56 41.15%	84 41.66%	254 37.29%	275 36.85%	21 31.63%	11 28.68%	10 37.01%	7 22.62%	32 35.52%	28 43.50%n	25 41.62%	22 34.96%	27 35.01%	37 31.43%	46 39.71%	32 47.26%n	66 36.12%	115 38.21%	73 36.97%	97 38.04%	82 36.96%	58 35.48%	59 34.28%	79 36.10%	83 35.55%	64 36.88%	44 31.99%	2 29.63%	22 59.44%
Don't trust at all	114 14.05%	78 18.34%b	36 9.36%	6 7.11%	17 12.33%	24 18.56%c	16 13.46%	18 13.67%	32 15.89%	87 12.73%	100 13.38% v	14 21.65%t	8 21.67%t	5 18.54%	5 15.38%	13 14.65%	12 19.09%t	10 17.43%	10 16.00%	8 10.60%	10 8.41%	14 11.72%	5 7.54%	30 16.30%x	29 9.49%	28 14.34%	33 12.98%	26 11.81%	22 13.23%	33 19.31%	39 17.64%F	25 10.56%	21 12.08%	25 17.79%	2 22.12%	3 9.10%
NET: Don't trust	410 50.48%	242 56.63%b	167 43.78%	32 37.39%	63 45.30%	70 53.44%c	56 45.95%	74 54.83%c	116 57.55%c df	341 50.02%	375 50.23%	35 53.28%	18 50.35%	15 55.55%	12 38.01%	45 50.16%	40 62.58%n t	35 59.06%t	32 50.95%	35 45.61%	46 39.83%	60 51.43%	37 54.80%	96 52.42%	143 47.70%	102 51.31%	130 51.02%	108 48.76%	80 48.71%	92 53.60%	118 53.74%	108 46.11%	85 48.96%	69 49.78%	4 51.74%	25 68.55%
Don't know	28 3.45%	15 3.46%	13 3.48%	3 2.91%	4 2.86%	5 3.68%	4 3.28%	7 5.26%	6 2.84%	26 3.78%	27 3.56%	1 2.27%	- -	1 2.73%	1 3.15%	5 5.45%	1 0.97%	2 3.71%	1 2.35%	4 5.79%	4 3.72%	6 4.90%	1 1.83%	6 3.52%	11 3.75%	8 4.07%	7 2.87%	9 4.04%	7 4.04%	5 3.00%	7 3.08%	9 3.64%	9 5.18%	4 2.72%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 206

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- Advertising
Base: All seeing advertising in relevant category

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	815	384	117	71	24	34	157	28	569	310	259	235	39	62	134	11	162	260	325	641	174	212	592	20	57	85	96	96	68	70	59	196	5	4	350	314	122	17	647	162	690	114
Weighted base	812	393	85	86*	24**	36*	161	26**	574	336	237	230	77*	47*	105	9**	154	262	324	637	175	212	587	17**	59*	77*	103*	93*	65*	69*	59*	197	4**	4**	348	310	122	20**	653	153	694	109
NET: Trust	374 46.06%	190 48.43%f	42 49.89%f	40 46.06%	11 43.17%	22 62.18%f	55 33.95%	14 53.12%	259 45.08%	147 43.78%	111 46.93%	111 48.24%	35 45.08%	27 56.42%	49 46.89%	5 53.34%	73 47.50%	103 39.33%	162 49.79%s	310 48.67%v	64 36.63%	98 46.34%	273 46.53%	6 35.37%	31 52.93%D	36 46.04%D	31 30.26%	41 44.37%	30 46.40%D	33 47.74%D	25 42.59%	104 52.67%D	2 55.16%	1 26.22%	171 48.96%	132 42.56%	57 46.41%	11 56.12%	314 48.10%Q S	56 36.38%	334 48.19%Q S	37 33.69%
Trust a lot	37 4.54%	15 3.86%	7 8.71%af	3 3.94%	3 12.51%	3 8.06%	3 1.70%	2 8.54%	23 4.06%	15 4.55%	8 3.35%	12 5.17%	7 8.64%	3 5.98%	2 2.27%	2 20.02%	12 7.63%s	5 1.94%	20 6.19%s	35 5.53%v	2 0.98%	11 5.28%	26 4.38%	4 21.06%	5 9.20%F	3 3.42%	2 2.35%	3 2.86%	- -	3 4.10%	1 2.31%	16 8.08%F	- -	1 26.22%	11 3.23%	14 4.56%	9 7.74%L	1 4.63%	32 4.87%	5 3.32%	32 4.55%	5 4.88%
Trust a little	337 41.52%	175 44.57%f	35 41.18%	36 42.12%	7 30.66%	20 54.12%f	52 32.25%	12 44.58%	235 41.02%	132 39.22%	103 43.58%	99 43.07%	28 36.43%	24 50.44%	47 44.62%	3 33.32%	61 39.88%	98 37.38%	141 43.60%	275 43.14%	63 35.64%	87 41.06%	247 42.14%	2 14.31%	26 43.73%	33 42.62%	29 27.91%	39 41.52%	30 46.40%D	30 43.64%D	24 40.29%	88 44.59%D	2 55.16%	- -	159 45.73%	118 38.00%	47 38.67%	10 51.48%	282 43.23%Q S	51 33.07%	303 43.64%Q S	31 28.81%
Don't trust very much	296 36.43%	130 33.10%	30 35.34%	34 39.63%	9 35.22%	11 31.09%	74 46.16%a	7 28.08%	212 36.91%	123 36.71%	88 37.21%	82 35.49%	32 41.92%	13 28.45%	36 33.94%	3 29.44%	59 38.57%	104 39.65%	110 33.77%	218 34.28%	78 44.22%u	75 35.33%	215 36.61%	8 48.08%	21 35.82%	30 38.57%	46 44.92%	34 36.80%	23 35.42%	26 38.18%	20 33.75%	63 32.23%	1 31.07%	3 73.78%	121 34.80%	118 37.94%	44 36.10%	7 32.71%	244 37.40%	51 33.12%	255 36.79%	37 34.20%
Don't trust at all	114 14.05%	57 14.57%	8 9.58%	11 12.78%	5 21.61%	2 6.73%	27 16.78%	3 11.22%	81 14.19%	53 15.75%	28 11.98%	32 13.90%	10 13.01%	5 10.63%	17 16.03%	1 8.96%	20 12.66%	45 17.25%	41 12.50%	87 13.60%	28 15.70%	35 16.72%	77 13.17%	2 13.43%	7 11.26%	10 13.57%	22 21.58%I	12 12.82%	11 16.76%	8 10.95%	9 15.95%	24 12.01%	1 13.77%	- -	45 12.83%	46 14.89%	20 15.96%	2 11.18%	75 11.55%	38 24.77%P R	83 11.98%	30 27.01%PR
NET: Don't trust	410 50.48%	187 47.68%	38 44.92%	45 52.41%	14 56.83%	14 37.82%	101 62.94%abe	10 39.31%	293 51.10%	176 52.45%	117 49.19%	113 49.40%	42 54.92%	18 39.09%	53 49.97%	3 38.40%	79 51.24%	149 56.90%t	150 46.27%	305 47.88%	105 59.92%u	110 52.05%	292 49.78%	11 61.51%	28 47.07%	40 52.15%	68 66.50%BEGI	46 49.61%	34 52.18%	34 49.13%	29 49.70%	87 44.24%	2 44.84%	3 73.78%	166 47.63%	164 52.83%	64 52.05%	9 43.88%	320 48.95%	89 57.89%R	338 48.76%	67 61.21%PR
Don't know	28 3.45%	15 3.90%	4 5.19%	1 1.53%	- -	- -	5 3.11%	2 7.57%	22 3.82%	13 3.77%	9 3.88%	5 2.36%	- -	2 4.50%	3 3.14%	1 8.26%	2 1.26%	10 3.77%	13 3.94%	22 3.45%	6 3.45%	3 1.61%	22 3.69%	1 3.11%	- -	1 1.82%	3 3.24%	6 6.01%	1 1.42%	2 3.14%	5 7.70%LB	6 3.09%	- -	- -	12 3.41%	14 4.61%	2 1.53%	- -	19 2.95%	9 5.73%	21 3.05%	6 5.10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 207

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- Social influencers
Base: All seeing advertising in relevant category

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	242	96	146	47	73	52	33	18	19	219	231	11	7	5	7	33	23	18	18	12	45	41	22	63	108	48	85	77	43	37	42	83	58	50	7	2
Weighted base	249	104*	145	62*	72*	50*	28**	19**	19**	227	238	10**	7**	5**	7**	33**	24**	15**	15**	16**	50*	42*	25**	64*	117*	47*	95*	72*	44*	38*	42*	84*	63*	49*	8**	3**
NET: Trust	94 37.85%	34 32.25%	61 41.88%	28 45.78%	24 33.42%	17 34.00%	14 51.79%	3 17.62%	7 38.46%	88 38.87%	92 38.78%	2 16.69%	1 18.20%	3 63.18%	3 51.74%	11 31.78%	8 32.39%	4 22.90%	3 22.06%	5 29.08%	25 51.47%	22 52.35%	8 30.34%	22 34.05%	55 47.17%y	12 24.72%	34 36.14%	27 37.76%	18 40.66%	15 39.05%	19 44.84%	28 33.13%	23 37.05%	18 37.32%	6 73.55%	- -
Trust a lot	24 9.55%	10 9.18%	14 9.82%	9 15.16%	7 10.33%	5 10.03%	1 3.52%	- -	1 5.05%	24 10.45%	24 9.97%	- -	- -	- -	1 14.20%	4 10.85%	1 5.78%	- -	- -	1 7.07%	9 17.69%	4 9.10%	4 16.25%	6 9.30%	17 14.31%y	1 2.40%	8 8.70%	6 8.53%	3 7.52%	6 15.96%	8 18.36%	7 8.89%	3 5.43%	5 10.65%	- -	- -
Trust a little	70 28.30%	24 23.07%	46 32.07%	19 30.62%	17 23.08%	12 23.97%	13 48.27%	3 17.62%	6 33.41%	65 28.42%	69 28.81%	2 16.69%	1 18.20%	3 63.18%	2 37.54%	7 20.93%	6 26.60%	4 22.90%	3 22.06%	3 22.01%	17 33.78%	18 43.25%	4 14.08%	16 24.75%	38 32.87%	10 22.32%	26 27.44%	21 29.23%	15 33.14%	9 23.09%	11 26.48%	20 24.25%	20 31.62%	13 26.67%	6 73.55%	- -
Don't trust very much	89 35.79%	34 32.60%	55 38.09%	21 34.20%	28 39.14%	19 38.25%	7 26.83%	10 51.32%	4 19.30%	79 34.78%	85 35.66%	4 38.76%	4 65.76%	2 36.82%	2 28.30%	11 33.23%	12 51.73%	9 56.42%	6 38.39%	5 28.81%	15 30.88%	9 22.05%	10 39.46%	25 39.63%	35 29.60%	19 41.08%	34 35.29%	31 43.20%	11 24.09%	14 36.64%	13 32.46%	33 39.51%	18 29.33%	20 40.49%	1 13.60%	3 100.00%
Don't trust at all	60 23.97%	37 35.15%b	23 15.94%	12 20.02%	17 23.74%	11 22.38%	5 19.29%	6 31.06%	8 42.24%	54 23.75%	55 23.08%	5 44.55%	1 16.04%	- -	1 19.96%	10 31.03%	3 13.46%	2 11.86%	6 39.55%	7 42.11%	7 14.89%	11 25.60%	6 25.12%	15 23.34%	24 20.95%	15 31.29%	23 24.61%	14 19.04%	13 30.36%	9 24.31%	9 21.31%	20 24.17%	20 31.56%	10 19.41%	1 12.86%	- -
NET: Don't trust	149 59.77%	70 67.75%b	78 54.03%	34 54.22%	45 62.88%	30 60.62%	13 46.12%	15 82.38%	11 61.54%	133 58.52%	140 58.74%	9 83.31%	5 81.80%	2 36.82%	3 48.26%	22 64.26%	16 65.19%	10 68.28%	12 77.94%	11 70.92%	23 45.77%	20 47.65%	16 64.58%	40 62.97%	59 50.55%	34 72.37%x	57 59.90%	45 62.24%	24 54.45%	23 60.95%	22 53.77%	53 63.68%	38 60.89%	29 59.90%	2 26.45%	3 100.00%
Don't know	6 2.38%	- -	6 4.09%	- -	3 3.69%	3 5.38%	1 2.09%	- -	- -	6 2.60%	6 2.48%	- -	- -	- -	- -	1 3.95%	1 2.43%	1 8.81%	- -	- -	1 2.76%	- -	1 5.08%	2 2.98%	3 2.28%	1 2.90%	4 3.96%	- -	2 4.89%	- -	1 1.39%	3 3.19%	1 2.06%	1 2.78%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 208

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- Social influencers
Base: All seeing advertising in relevant category

	Total	Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	242	141	44	30	3	4	12	8	130	45	85	105	16	29	60	7	32	66	114	205	37	60	176	9	6	17	26	22	18	23	19	72	2	1	86	101	41	10	216	26	211	30
Weighted base	249	150	35*	37**	3**	5**	13**	7**	137	56*	81*	105*	32**	25**	49*	7**	28**	70*	115	212	36*	59*	182	8**	4**	15**	29**	22**	19**	23**	19**	73*	2**	1**	88*	103*	42*	12**	224	25**	216	31**
NET: Trust	94 37.85%	54 35.70%	16 46.57%	15 40.38%	1 32.87%	3 62.16%	4 33.85%	1 20.70%	56 40.64%	26 47.58%	29 35.89%	36 33.91%	6 19.24%	13 51.90%	17 34.33%	3 42.50%	15 52.21%	21 30.09%	46 39.72%	86 40.47%	8 22.60%	19 32.94%	74 40.70%	6 78.17%	1 15.78%	8 48.85%	10 35.12%	7 30.31%	4 22.32%	11 47.98%	4 21.33%	30 41.92%	1 37.48%	1 100.00%	30 33.80%	37 35.65%	19 43.85%	7 62.12%	88 39.27%	6 25.15%	84 38.91%	9 29.10%
Trust a lot	24 9.55%	13 8.98%	4 12.64%	5 13.36%	- -	- -	1 7.41%	- -	14 10.15%	9 15.98%n	5 6.16%	8 7.45%	4 13.34%	2 7.51%	2 3.58%	2 29.92%	7 26.32%	4 6.13%	12 10.44%	22 10.31%	2 5.10%	6 10.95%	17 9.55%	5 59.86%	- -	2 15.92%	4 14.94%	- -	- -	2 9.39%	1 3.98%	9 12.49%	- -	1 100.00%	7 8.41%	10 9.58%	4 10.60%	1 7.73%	24 10.61%	- -	21 9.80%	2 5.64%
Trust a little	70 28.30%	40 26.72%	12 33.93%	10 27.02%	1 32.87%	3 62.16%	3 26.44%	1 20.70%	42 30.49%	18 31.60%	24 29.73%	28 26.47%	2 5.90%	11 44.39%	15 30.75%	1 12.58%	7 25.89%	17 23.96%	34 29.28%	64 30.15%	6 17.51%	13 21.99%	57 31.15%	2 18.31%	1 15.78%	5 32.93%	6 20.18%	7 30.31%	4 22.32%	9 38.59%	3 17.35%	21 29.43%	1 37.48%	- -	22 25.39%	27 26.08%	14 33.25%	7 54.39%	64 28.65%	6 25.15%	63 29.11%	7 23.46%
Don't trust very much	89 35.79%	56 37.47%	12 33.30%	13 36.09%	2 67.13%	1 13.45%	3 23.49%	3 35.89%	43 31.49%	12 22.39%	31 37.72%	42 40.00%	11 35.70%	11 44.62%	20 40.46%	4 57.50%	9 31.59%	24 33.48%	40 34.93%	72 33.86%	17 47.10%	25 42.69%	62 34.10%	1 15.35%	3 60.57%	5 31.89%	10 33.91%	8 34.58%	6 31.55%	7 28.79%	8 40.55%	26 35.42%	1 62.52%	- -	36 40.49%	38 36.67%	12 28.94%	2 19.65%	81 36.36%	8 30.72%	79 36.39%	10 32.54%
Don't trust at all	60 23.97%	38 25.42%	5 13.09%	9 23.53%	- -	1 24.39%	5 42.65%	2 24.24%	35 25.51%	15 27.60%	20 24.08%	25 23.52%	13 40.88%	1 3.48%	11 22.40%	- -	4 14.29%	24 34.55%	25 21.83%	49 23.16%	10 28.71%	14 24.37%	40 21.94%	- -	1 23.65%	3 19.26%	8 26.39%	8 35.12%	9 46.13%	5 23.23%	6 31.09%	14 18.94%	- -	- -	19 21.19%	27 26.34%	11 25.85%	2 18.23%	49 21.97%	10 41.97%	48 22.21%	12 36.66%
NET: Don't trust	149 59.77%	94 62.88%	16 46.40%	22 59.62%	2 67.13%	2 37.84%	8 66.15%	4 60.13%	78 57.00%	28 49.98%	50 61.80%	67 63.52%	24 76.58%	12 48.10%	31 62.86%	4 57.50%	13 45.88%	48 68.02%	65 56.76%	121 57.02%	28 75.81%u	39 67.06%	102 56.04%	1 15.35%	4 84.22%	8 51.15%	17 60.30%	15 69.69%	15 77.68%	12 52.02%	14 71.61%	39 54.36%	1 62.52%	- -	54 61.68%	65 63.02%	23 54.79%	5 37.88%	131 58.33%	18 72.69%	127 58.61%	22 69.20%
Don't know	6 2.38%	2 1.42%	2 7.03%	- -	- -	- -	- -	1 19.17%	3 2.36%	1 2.43%	2 2.30%	3 2.56%	1 4.19%	- -	1 2.81%	- -	1 1.91%	1 1.88%	4 3.52%	5 2.51%	1 1.59%	- -	6 3.26%	1 6.48%	- -	- -	1 4.58%	- -	- -	- -	1 7.06%	3 3.72%	- -	- -	4 4.52%	1 1.33%	1 1.37%	- -	5 2.40%	1 2.16%	5 2.49%	1 1.71%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 209

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- On the product packaging
Base: All seeing advertising in relevant category

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	1056	523	529	75	192	183	186	168	252	874	964	92	49	41	44	120	83	95	80	99	126	151	76	247	353	274	303	329	207	217	259	339	234	180	10	34
Weighted base	1055	528	521	99*	192	176	180	167	242	879	967	89*	47*	41*	39*	109	83*	90*	75*	107*	138	151	87*	231	376	272	314	312	204	225	263	335	235	176	9**	37**
NET: Trust	711 67.41%	322 60.93%	385 73.78%a h	79 79.80%g h	132 68.93%	123 69.71%	122 67.99%	106 63.50%	149 61.76%	587 66.77%	647 66.96%	64 72.40%	37 77.56%q	24 58.69%	30 75.80%	72 66.35%	53 64.07%	53 58.66%	53 71.38%	73 67.58%	99 72.02%	96 63.57%	58 66.45%	155 67.13%	253 67.33%	179 65.67%	218 69.40%	210 67.33%	134 65.37%	150 66.61%	166 63.17%	245 73.19%E	158 67.10%	119 67.56%	6 69.64%	17 46.14%
Trust a lot	125 11.81%	64 12.13%	61 11.64%	11 11.41%	27 14.27%	20 11.28%	22 11.98%	17 10.29%	27 11.34%	109 12.37%	118 12.23%	6 7.22%	7 14.28%	3 6.96%	6 16.22%	17 15.66%	9 11.25%	11 12.29%	7 9.22%	13 11.78%	18 12.99%	19 12.70%	8 9.54%	33 14.17%	45 12.07%	31 11.24%	39 12.36%	35 11.11%	21 10.43%	30 13.26%	24 9.06%	46 13.67%	30 12.71%	19 10.56%	2 19.93%	5 12.80%
Trust a little	587 55.60%	258 48.80%	324 62.14%a	67 68.39%g h	105 54.66%	103 58.43%	101 56.01%	89 53.21%	122 50.43%	478 54.40%	529 54.72%	58 65.18%o qu	30 63.29%	21 51.73%	23 59.58%	55 50.68%	44 52.82%	42 46.37%	47 62.15%	60 55.80%	81 59.03%	77 50.87%	50 56.91%	122 52.95%	208 55.26%	148 54.43%	179 57.04%	175 56.22%	112 54.94%	120 53.35%	142 54.11%	199 59.52%	128 54.39%	100 57.00%	5 49.70%	12 33.34%
Don't trust very much	253 23.99%	150 28.37%b	102 19.66%	8 8.44%	49 25.44%c	40 22.60%c	37 20.51%c	46 27.65%c f	73 30.27%c f	218 24.79%	235 24.35%	18 20.09%	6 12.21%	12 28.93%	7 16.91%	26 24.19%	24 28.92%l	32 35.14%k klt	17 22.60%	25 23.70%	31 22.29%	37 24.83%	19 21.58%	57 24.66%	87 23.15%	74 27.18%	78 24.77%	81 25.85%	46 22.59%	49 21.60%	70 26.72%F	60 17.96%	61 25.91%F	44 24.90%	1 11.01%	17 45.71%
Don't trust at all	61 5.77%	41 7.67%b	20 3.90%	7 7.22%	7 3.85%	9 4.97%	12 6.88%	11 6.56%	14 5.90%	48 5.47%	56 5.82%	5 5.19%	5 10.23%	3 8.21%	1 2.05%	8 6.89%	5 5.78%	3 3.18%	3 3.60%	5 5.01%	4 2.84%	13 8.49%	7 8.40%	13 5.67%	24 6.40%	11 4.02%	15 4.89%	13 4.12%	12 6.04%	20 9.02%B	21 7.90%	17 5.05%	9 3.64%	10 5.95%	2 19.36%	2 6.42%
NET: Don't trust	314 29.76%	190 36.04%b	123 23.56%	15 15.66%	56 29.28%c	49 27.57%	49 27.39%	57 34.21%c	87 36.16%c	266 30.26%	292 30.17%	22 25.28%	11 22.44%	15 37.15%	7 18.96%	34 31.08%	29 34.70%	34 38.32%n	20 26.21%	31 28.71%	35 25.13%	50 33.32%	26 29.98%	70 30.33%	111 29.54%	85 31.20%	93 29.67%	93 29.97%	58 28.63%	69 30.62%	91 34.62%F	77 23.01%	69 29.55%	54 30.85%	3 30.36%	19 52.13%
Don't know	30 2.83%	16 3.03%	14 2.66%	4 4.54%	3 1.79%	5 2.72%	8 4.62%	4 2.29%	5 2.07%	26 2.97%	28 2.88%	2 2.32%	- -	2 4.17%	2 5.24%	3 2.58%	1 1.23%	3 3.02%	2 2.42%	4 3.71%	4 2.85%	5 3.11%	3 3.57%	6 2.54%	12 3.12%	9 3.13%	3 0.93%	8 2.70%	12 6.00%LA	6 2.78%	6 2.21%	13 3.80%	8 3.35%	3 1.59%	- -	1 1.73%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 210

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- On the product packaging
Base: All seeing advertising in relevant category

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Renters (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	1056	510	161	93	37	47	175	33	723	382	341	318	63	90	165	15	205	338	420	842	214	289	754	21	79	105	131	114	93	88	97	235	2	4	466	417	144	18	852	198	917	132
Weighted base	1055	519	119	115*	40*	49*	180	34**	727	417	311	316	124*	65*	128	11**	203	339	414	838	217	295	743	20**	86*	97*	136	112	91*	87*	93*	234	2**	4**	466	416	140	23**	859	191	918	131
NET: Trust	711 67.41%	347 66.89%	94 79.03%a f	79 68.87%	29 73.45%	33 68.03%	108 60.02%	21 61.21%	478 65.68%	260 62.28%	218 70.24%i	226 71.46%	88 70.96%	49 75.84%i	89 69.73%	7 65.71%	138 68.00%	211 62.24%	293 70.79%s	576 68.69%	136 62.51%	197 66.71%	504 67.86%	14 70.70%	61 71.21%D	63 64.61%	76 55.77%	72 64.61%	63 68.99%	58 66.29%	66 70.72%D	170 72.50%D	1 62.77%	2 50.41%	321 68.91%	282 67.76%	85 60.53%	19 80.66%	616 71.77%Q S	91 47.75%	657 71.49%Q S	54 40.72%
Trust a lot	125 11.81%	61 11.84%	17 14.38%	12 10.24%	5 11.96%	9 18.72%f	14 8.00%	6 17.88%	75 10.32%	38 9.21%	37 11.80%	48 15.18%h	25 20.13%i	9 13.91%	14 11.04%	2 13.65%	30 14.97%	42 12.24%	47 11.43%	103 12.28%	22 10.01%	40 13.42%	83 11.18%	2 12.06%	18 20.71%	10 10.52%	15 11.05%	11 10.20%	15 16.52%	10 11.53%	10 11.27%	27 11.45%	- -	- -	66 14.26%	42 10.13%	15 10.81%	1 3.96%	102 11.93%	21 11.01%	114 12.43%	11 7.99%
Trust a little	587 55.60%	286 55.05%	77 64.65%a f	67 58.63%	24 61.49%	24 49.31%	94 52.03%	15 43.33%	403 55.36%	221 53.07%	181 58.44%	178 56.28%	63 50.83%	40 61.93%	75 58.68%	6 52.06%	108 53.02%	170 50.00%	246 59.36%s	473 56.41%	114 52.50%	157 53.29%	421 56.68%	12 58.63%	43 50.50%	53 54.09%	61 44.72%	61 54.41%	48 52.47%	48 54.76%	55 59.45%D	143 61.05%D	1 62.77%	2 50.41%	255 54.65%	240 57.64%	70 49.72%	18 76.69%	514 59.85%Q S	70 36.73%	542 59.06%Q S	43 32.73%
Don't trust very much	253 23.99%	127 24.41%b	18 15.11%	24 20.76%	6 15.46%	14 28.78%b	56 31.28%b	8 24.06%	188 25.77%	120 28.90%j m	67 21.58%	63 20.04%	26 20.84%	9 13.56%	29 22.56%	2 19.98%	47 23.04%	87 25.63%	97 23.47%	191 22.79%	62 28.65%	78 26.43%	172 23.18%	5 24.85%	17 19.89%	25 25.45%	41 29.91%	25 22.56%	21 23.00%	25 28.05%	18 19.02%	55 23.53%	1 37.23%	1 30.23%	99 21.16%	107 25.69%	41 29.07%	3 14.86%	187 21.75% R	66 34.29%P	195 21.19%	55 42.00%PR
Don't trust at all	61 5.77%	29 5.51%	4 3.29%	9 7.85%	3 6.54%	2 3.19%	11 6.27%	4 11.41%	41 5.59%	23 5.58%	17 5.60%	19 6.13%	9 7.13%	3 4.78%	7 5.85%	1 6.92%	15 7.61%	24 7.08%	16 3.84%	45 5.35%	16 7.38%	14 4.85%	44 5.89%	1 4.46%	5 5.69%	10 9.94%GI	12 8.58%I	9 7.72%	4 4.05%	2 2.31%	6 6.52%	8 3.34%	- -	1 19.36%	26 5.57%	20 4.71%	13 9.05%	1 4.48%	34 3.96%	27 14.01%PR	43 4.69%P	17 12.92%PR
NET: Don't trust	314 29.76%	155 29.92%b	22 18.40%	33 28.61%	9 22.00%	16 31.97%	68 37.55%b	12 35.47%	228 31.37%	144 34.48%j m	84 27.18%	83 26.17%	35 27.97%	12 18.34%	36 28.40%	3 26.90%	62 30.65%	111 32.70%	113 27.31%	236 28.13%	78 36.03%u	92 31.27%	216 29.07%	6 29.30%	22 25.58%	34 35.39%	52 38.49%I	34 30.28%	25 27.04%	27 30.36%	24 25.54%	63 26.87%	1 37.23%	2 49.59%	125 26.73%	126 30.39%	53 38.12%L	5 19.34%	221 25.71% R	92 48.31%P	238 25.88%	72 54.93%PR
Don't know	30 2.83%	17 3.20%	3 2.57%	3 2.52%	2 4.55%	- -	4 2.43%	1 3.32%	22 2.96%	14 3.24%	8 2.58%	7 2.37%	1 1.07%	4 5.82%	2 1.87%	1 7.39%	3 1.36%	17 5.06%rt	8 1.90%	27 3.18%	3 1.47%	6 2.02%	23 3.07%	- -	3 3.21%	- -	8 5.74%CI	6 5.11%CI	4 3.97%I	3 3.34%	3 3.75%I	1 0.63%	- -	- -	20 4.35%M	8 1.84%	2 1.35%	- -	22 2.52%	8 3.95%	24 2.63%	6 4.35%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 211

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- On a retailer's or manufacturer's website
Base: All seeing advertising in relevant category

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	594	308	284	51	119	97	96	95	136	502	549	45	25	22	29	64	52	49	45	53	81	77	52	145	210	147	179	199	100	116	137	188	142	98	11	18
Weighted base	599	313	284	68*	118	98*	91*	93*	131	509	555	44*	23**	22**	29**	58*	51*	48*	40*	57*	92*	76*	59*	138	227	145	190	188	102*	119*	140	186	145	98*	11**	18**
NET: Trust	373 62.31%	172 54.96%	200 70.42%a	50 73.22%h	73 62.15%	70 71.26%h	57 63.27%	54 58.42%	68 52.15%	321 63.01%	350 63.05%	23 52.99%	14 59.12%	15 68.15%	19 66.92%	35 60.40%	32 63.20%	22 46.41%	22 53.97%	38 66.00%	69 75.13%k qr	46 61.29%	37 63.43%	87 62.79%	153 67.48%y	81 56.23%	118 62.16%	116 61.80%	65 63.94%	74 61.96%	86 61.61%	122 65.49%	86 59.52%	62 63.68%	7 58.80%	9 52.25%
Trust a lot	60 9.98%	29 9.29%	31 10.82%	9 13.28%	17 14.80%	7 6.69%	9 9.40%	8 8.53%	10 7.83%	51 10.02%	56 10.13%	4 8.12%	3 13.65%	2 8.82%	6 20.15%	5 7.84%	8 16.43%r	3 5.29%	1 2.39%	7 13.02%	6 6.76%	11 14.21%r	4 7.54%	19 13.57%	21 9.45%	11 7.54%	21 11.14%	15 7.78%	11 10.60%	13 11.06%	7 5.29%	16 8.56%	22 15.28%LE	13 13.24%LE	- -	1 6.97%
Trust a little	314 52.33%	143 45.67%	169 59.59%a	41 59.94%	56 47.35%	64 64.57%d h	49 53.88%	46 49.89%	58 44.32%	270 52.99%	294 52.93%	20 44.87%	11 45.46%	13 59.33%	13 46.77%	31 52.55%	24 46.76%	20 41.12%	21 51.58%	30 52.98%	63 68.37%k pqu	36 47.08%	33 55.89%	68 49.21%	131 58.04%	71 48.69%	97 51.02%	101 54.02%	55 53.33%	61 50.90%	79 56.31%	106 56.93%G	64 44.24%	49 50.44%	7 58.80%	8 45.28%
Don't trust very much	164 27.30%	101 32.16%b	62 21.84%	13 18.32%	30 25.76%	20 19.91%	25 27.71%	26 28.28%	50 37.92%c da	139 27.26%	148 26.72%	15 34.58%	6 24.34%	4 16.91%	6 21.94%	13 22.39%	16 31.69%	19 39.37%t	15 36.58%	15 25.82%	20 21.59%	20 26.68%	15 25.71%	35 25.73%	55 24.35%	48 33.25%	52 27.39%	59 31.65%	25 24.43%	27 22.75%	41 29.11%	48 25.65%	43 29.33%	25 25.69%	1 8.60%	6 34.50%
Don't trust at all	52 8.68%	34 10.72%	19 6.52%	5 7.09%	12 10.34%	7 6.95%	7 7.67%	9 10.16%	12 8.97%	41 7.96%	48 8.60%	4 9.70%	4 16.54%	3 14.94%	3 11.14%	7 12.25%t	3 5.12%	7 14.22%t	4 9.45%	3 5.40%	3 3.28%	7 8.98%	4 7.06%	13 9.39%	14 6.16%	14 9.42%	18 9.23%	11 5.70%	8 7.73%	16 13.33%B	12 8.40%	14 7.26%	11 7.65%	9 9.67%	4 32.60%	2 13.25%
NET: Don't trust	216 35.98%	134 42.88%b	81 28.36%	17 25.41%	42 36.10%	26 26.86%	32 35.39%	36 38.44%	62 46.90%c e	179 35.22%	196 35.32%	20 44.27%t	10 40.88%	7 31.85%	9 33.08%	20 34.64%	19 36.80%	26 53.59%s tv	18 46.03%t	18 31.22%	23 24.87%	27 35.66%	19 32.77%	48 35.11%	69 30.51%	62 42.67%x	70 36.62%	70 37.35%	33 32.16%	43 36.09%	53 37.50%	61 32.91%	54 36.99%	35 35.36%	5 41.20%	9 47.75%
Don't know	10 1.71%	7 2.16%	3 1.22%	1 1.37%	2 1.76%	2 1.88%	1 1.34%	3 3.14%	1 0.95%	9 1.77%	9 1.63%	1 2.74%	- -	- -	- -	3 4.96%t	- -	- -	- -	2 2.78%	- -	2 3.05%	2 3.80%	3 2.10%	5 2.00%	2 1.10%	2 1.22%	2 0.85%	4 3.90%	2 1.95%	1 0.89%	3 1.60%	5 3.49%	1 0.96%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 212

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- On a retailer's or manufacturer's website
Base: All seeing advertising in relevant category

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	594	293	96	53	20	24	90	18	399	209	190	184	37	45	102	11	109	193	242	493	101	158	428	14	43	52	78	67	48	45	55	142	2	3	236	245	92	12	488	104	516	75
Weighted base	599	308	68*	65*	23**	24**	93*	18**	406	231	175	184	73*	32*	79*	9**	107*	198	243	495	105*	164	426	15**	46*	46*	84*	67*	48*	45*	52*	146	2**	3**	240	241	94*	15**	498	99*	523	74*
NET: Trust	373 62.31%	197 64.21%f	50 72.81%f	41 63.35%f	14 60.22%	17 69.66%	41 44.19%	13 73.21%	252 62.13%	140 60.64%	112 64.09%	117 63.59%	47 64.47%	21 63.51%	49 62.80%	4 44.88%	67 62.45%	118 59.61%	158 64.76%	311 62.88%	62 59.61%	99 60.75%	268 62.95%	11 71.28%	28 61.27%	28 60.74%	51 60.88%	35 53.19%	32 66.38%	27 59.20%	39 74.05%LE	92 63.15%	1 67.32%	2 60.65%	149 62.06%	150 62.05%	60 64.09%	11 69.85%	327 65.60%QS	46 46.00%	343 65.55%QS	30 41.14%
Trust a lot	60 9.98%	32 10.33%	7 10.57%	5 7.68%	4 17.14%	2 7.76%	5 4.92%	5 30.06%	39 9.56%	22 9.45%	17 9.70%	20 11.05%	10 13.94%	4 12.45%	6 7.79%	1 6.95%	11 10.64%	20 10.34%	25 10.20%	52 10.51%	8 7.47%	16 9.80%	44 10.26%	4 24.95%	5 10.63%	3 5.97%	11 12.59%	5 6.87%	5 11.25%	1 2.43%	7 13.24%	17 11.50%	- -	- -	28 11.54%	23 9.60%	8 8.48%	1 6.11%	49 9.81%	11 10.99%	55 10.52%	5 6.41%
Trust a little	314 52.33%	166 53.88%f	42 62.24%f	36 55.67%	10 43.08%	15 61.89%	37 39.27%	8 43.15%	213 52.57%	118 51.19%	95 54.39%	97 52.54%	37 50.53%	17 51.06%	43 55.01%	4 37.92%	55 51.81%	97 49.27%	133 54.56%	259 52.37%	55 52.14%	83 50.95%	225 52.69%	7 46.34%	23 50.65%	25 54.77%	40 48.29%	31 46.32%	26 55.14%	25 56.77%	32 60.81%	76 51.65%	1 67.32%	2 60.65%	121 50.52%	127 52.46%	52 55.61%	10 63.74%	278 55.79%QS	35 35.01%	288 55.03%QS	26 34.73%
Don't trust very much	164 27.30%	79 25.69%	14 21.08%	12 18.61%	7 28.45%	5 20.04%	44 47.00%abc	3 15.76%	114 28.05%	68 29.35%	46 26.34%	45 24.68%	19 25.47%	6 18.41%	21 26.53%	4 46.60%	25 23.63%	59 29.75%	65 26.86%	130 26.38%	33 31.62%	45 27.39%	116 27.15%	3 22.73%	12 26.12%	10 21.40%	23 27.66%	25 37.12%LH	11 23.08%	13 29.85%	8 15.60%	44 29.96%LH	- -	1 39.35%	66 27.62%	70 29.19%	23 24.90%	1 6.75%	131 26.27%	32 32.07%	134 25.59%	28 38.18%PR
Don't trust at all	52 8.68%	27 8.83%	2 3.40%	10 15.08%b	3 11.34%	2 10.30%	6 6.76%	1 7.51%	35 8.72%	21 8.95%	15 8.43%	16 8.60%	6 8.25%	3 10.53%	6 8.13%	1 8.52%	14 13.33%	16 8.13%	17 6.87%	44 8.91%	8 7.61%	18 10.87%	34 8.03%	1 5.99%	6 12.61%	7 16.46%kl	7 8.69%	5 7.08%	4 8.59%	4 8.18%	5 10.35%	8 5.22%	1 32.68%	- -	18 7.60%	19 7.74%	9 9.68%	4 23.40%	33 6.67%	19 18.91%PR	39 7.45%	13 17.72%PR
NET: Don't trust	216 35.98%	106 34.52%	17 24.48%	22 33.69%	9 39.78%	7 30.34%	50 53.76%abc	4 23.28%	149 36.77%	88 38.29%	61 34.77%	61 33.28%	25 33.72%	9 28.94%	27 34.66%	5 55.12%	39 36.96%	75 37.87%	82 33.72%	175 35.29%	41 39.24%	63 38.26%	150 35.18%	4 28.72%	18 38.73%	17 37.87%	30 36.35%	29 44.20%LH	15 31.67%	17 38.02%	14 25.95%	51 35.18%	1 32.68%	1 39.35%	85 35.21%	89 36.94%	33 34.58%	5 30.15%	164 32.95%R	51 50.98%P	173 33.04%	41 55.90%PR
Don't know	10 1.71%	4 1.27%	2 2.71%	2 2.96%	- -	- -	2 2.05%	1 3.51%	4 1.10%	2 1.07%	2 1.15%	6 3.13%	1 1.81%	2 7.54%ij	2 2.54%	- -	1 0.59%	5 2.52%	4 1.52%	9 1.82%	1 1.16%	2 0.99%	8 1.86%	- -	- -	1 1.39%	2 2.77%	2 2.61%	1 1.95%	1 2.78%	- -	2 1.67%	- -	- -	7 2.72%	2 1.01%	1 1.32%	- -	7 1.45%	3 3.01%	7 1.41%	2 2.96%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 213

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- Other
Base: All seeing advertising in relevant category

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North East (m)	North West (n)	York-shire & Humb-erside (o)	West Mid-lands (p)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	7	6	1	1	1	-	1	1	3	6	7	-	1	-	2	4	-	-	-	-	-	-	6	-	-	3	1	1	2	2	2	1	2	-	-
Weighted base	7*	6**	1**	1**	1**	.**	1**	1**	3**	6**	7**	.**	1**	.**	2**	3**	.**	.**	.**	.**	.**	.**	6**	.**	.**	3**	1**	2**	2**	2**	1**	2**	2**	.**	.**
NET: Trust	2 32.65%	2 38.59%	- -	- -	- -	- -	- -	- -	2 67.94%	2 38.52%	2 32.65%	- -	- -	- -	2 66.54%	1 17.80%	- -	- -	- -	- -	- -	- -	2 38.52%	- -	- -	- -	- -	2 100.00%	1 36.02%	- -	1 41.83%	2 100.00%	- -	- -	- -
Trust a lot	1 8.67%	1 10.25%	- -	- -	- -	- -	- -	- -	1 18.05%	1 10.23%	1 8.67%	- -	- -	- -	- -	1 17.80%	- -	- -	- -	- -	- -	- -	1 10.23%	- -	- -	- -	- -	- -	1 36.02%	- -	1 41.83%	- -	- -	- -	- -
Trust a little	2 23.97%	2 28.34%	- -	- -	- -	- -	- -	- -	2 49.90%	2 28.29%	2 23.97%	- -	- -	- -	2 66.54%	- -	- -	- -	- -	- -	- -	- -	2 28.29%	- -	- -	- -	- -	2 100.00%	- -	- -	- -	2 100.00%	- -	- -	- -
Don't trust very much	2 27.45%	2 32.45%	- -	1 100.00%	- -	- -	1 100.00%	- -	- -	2 32.39%	2 27.45%	- -	- -	- -	1 33.46%	1 31.60%	- -	- -	- -	- -	- -	- -	2 32.39%	- -	- -	2 64.27%	- -	- -	- -	- -	1 58.17%	- -	1 62.49%	- -	- -
Don't trust at all	1 15.40%	- -	1 100.00%	- -	- -	- -	- -	- -	1 32.06%	- -	1 15.40%	- -	- -	- -	- -	1 31.63%	- -	- -	- -	- -	- -	- -	1 18.18%	- -	- -	- -	- -	- -	1 63.98%	1 50.23%	- -	- -	- -	- -	- -
NET: Don't trust	3 42.85%	2 32.45%	1 100.00%	1 100.00%	- -	- -	1 100.00%	- -	1 32.06%	3 50.57%	3 42.85%	- -	- -	- -	1 33.46%	2 63.23%	- -	- -	- -	- -	- -	- -	3 50.57%	- -	- -	2 64.27%	- -	- -	1 63.98%	1 50.23%	1 58.17%	- -	1 62.49%	- -	- -
Don't know	2 24.50%	2 28.96%	- -	- -	1 100.00%	- -	- -	1 100.00%	- -	1 10.90%	2 24.50%	- -	1 100.00%	- -	- -	1 18.97%	- -	- -	- -	- -	- -	- -	1 10.90%	- -	- -	1 35.73%	1 100.00%	- -	- -	1 49.77%	- -	- -	1 37.51%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 214

S46_NEW2024. You said you've seen companies claiming their products and services are environmentally friendly or sustainable before... In general, how much do you trust what companies say about how environmentally friendly or sustainable their products and services are through each of the following?
- Other
Base: All seeing advertising in relevant category

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	7	4	-	-	-	2	1	-	3	1	2	4	1	1	2	-	2	1	2	6	1	2	5	-	2	-	-	-	1	-	-	2	-	-	2	4	1	-	4	3	2	5
Weighted base	7*	3**	.**	.**	.**	3**	1**	.**	3**	1**	2**	4**	2**	1**	2**	.**	3**	1**	2**	6**	1**	3**	4**	.**	3**	.**	.**	.**	1**	.**	.**	2**	.**	.**	3**	3**	1**	.**	4**	2**	2**	5**
NET: Trust	2 32.65%	-	-	-	-	2 60.88%	1 100.00%	-	-	-	-	2 56.99%	2 100.00%	1 100.00%	-	-	2 60.88%	-	-	2 26.25%	1 100.00%	2 60.88%	1 14.30%	-	2 60.88%	-	-	-	-	-	-	-	-	-	2 60.88%	1 17.85%	-	-	2 35.88%	1 26.14%	-	2 45.00%
Trust a lot	1 8.67%	-	-	-	-	-	1 100.00%	-	-	-	-	1 15.14%	-	1 100.00%	-	-	-	-	-	-	1 100.00%	-	1 14.30%	-	-	-	-	-	-	-	-	-	-	-	-	1 17.85%	-	-	-	1 26.14%	-	1 11.95%
Trust a little	2 23.97%	-	-	-	-	2 60.88%	-	-	-	-	-	2 41.86%	2 100.00%	-	-	-	2 60.88%	-	-	2 26.25%	-	2 60.88%	-	-	2 60.88%	-	-	-	-	-	-	-	-	-	2 60.88%	-	-	-	2 35.88%	-	-	2 33.05%
Don't trust very much	2 27.45%	2 52.84%	-	-	-	-	-	-	1 28.22%	-	1 44.14%	1 26.87%	-	-	1 62.49%	-	-	1 100.00%	1 50.22%	2 30.06%	-	-	2 45.28%	-	-	-	-	-	1 100.00%	-	-	1 50.22%	-	-	-	1 31.69%	1 100.00%	-	2 41.07%	-	1 43.91%	1 21.22%
Don't trust at all	1 15.40%	-	-	-	-	1 39.12%	-	-	-	1 100.00%	-	-	-	-	-	-	1 39.12%	-	-	1 16.87%	-	1 39.12%	-	-	1 39.12%	-	-	-	-	-	-	-	-	-	1 39.12%	-	-	-	1 23.05%	-	-	-
NET: Don't trust	3 42.85%	2 52.84%	-	-	-	1 39.12%	-	-	2 64.28%	1 100.00%	1 44.14%	1 26.87%	-	-	1 62.49%	-	1 39.12%	1 100.00%	1 50.22%	3 46.92%	-	1 39.12%	2 45.28%	-	1 39.12%	-	-	-	1 100.00%	-	-	1 50.22%	-	-	1 39.12%	1 31.69%	1 100.00%	-	3 64.12%	- 100.00%	2 100.00%	1 21.22%
Don't know	2 24.50%	2 47.16%	-	-	-	-	-	-	1 35.72%	-	1 55.86%	1 16.13%	-	-	1 37.51%	-	-	-	1 49.78%	2 26.83%	-	-	2 40.42%	-	-	-	-	-	-	-	-	1 49.78%	-	-	-	2 50.45%	-	-	-	2 73.86%	-	2 33.78%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 215

S47_NEW2024. Before taking this survey, were you aware of the term "greenwashing"?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Yes	974 46.23%	545 53.04%b	424 39.48%	111 48.75%h	194 53.42%fgh	171 50.89%h	162 44.13%	144 44.82%	192 39.07%	825 46.58%	897 46.50%	78 43.31%	41 41.87%	31 51.89%	35 40.96%	112 47.88%q	91 51.91%qr	68 37.31%	58 37.93%	82 41.83%	155 55.61%klnqrsu	126 43.84%	99 54.52%qrsu	238 48.09%y	379 50.83%y	207 39.16%	329 59.32%BCD	291 47.74%CD	170 38.49%	185 36.74%	245 49.65%FJ	292 42.28%	212 45.90%	181 53.01%FJ	11 49.36%	33 36.65%
Yes, definitely	593 28.13%	341 33.14%b	250 23.26%	60 26.41%	128 35.37%fh	111 32.98%f	92 25.17%	96 29.86%fh	105 21.36%	503 28.43%	545 28.27%	48 26.56%	27 26.78%	15 26.01%	22 25.79%	59 25.13%	54 30.77%q	36 19.83%	33 22.02%	48 24.51%	101 36.41%koprs	85 29.60%q	65 35.82%oqrs	135 27.24%	251 33.65%wy	117 22.19%	209 37.71%BCD	177 29.14%CD	102 23.00%	105 20.84%	159 32.26%FG	170 24.58%	118 25.48%	121 35.38%FGJ	5 22.63%	19 21.94%
Yes, maybe	382 18.10%	205 19.90%b	174 16.22%	51 22.34%	65 18.05%	60 17.91%	70 18.96%	48 14.95%	87 17.71%	321 18.14%	352 18.22%	30 16.75%	15 15.09%	15 25.88%tu	13 15.17%	53 22.74%u	37 21.14%	32 17.48%	24 15.91%	34 17.32%	53 19.21%	41 14.24%	34 18.70%	103 20.86%	128 17.18%	90 16.97%	120 21.62%CD	113 18.60%	68 15.49%	80 15.91%	86 17.39%	122 17.69%	95 20.42%	60 17.62%	6 26.72%	13 14.72%
No	1134 53.77%	483 46.96%	650 60.52%a	117 51.25%	169 46.58%	165 49.11%	205 55.87%d	178 55.18%d	300 60.93%cde	946 53.42%	1032 53.50%	102 56.69%t	58 58.13%t	28 48.11%	51 59.04%t	122 52.12%	84 48.09%	114 62.69%optv	94 62.07%ptv	114 58.17%tv	124 44.39%	161 56.16%tv	82 45.48%	257 51.91%	367 49.17%	322 60.84%wx	226 40.68%	318 52.26%AB	272 61.51%AB	318 63.26%AB	248 50.35%	398 57.72%EH	250 54.10%	160 46.99%	12 50.64%	56 63.35%EH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 216

S47_NEW2024. Before taking this survey, were you aware of the term "greenwashing"?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Yes	974 46.23%	517 51.44%b efg	100 41.44%e	109 47.99%e	36 47.75%e	36 27.02%	144 42.40%e	32 37.56%	690 48.27%k	402 48.28%l m	288 48.26%l m	269 41.61%	93 36.81%	49 35.04%	127 50.02%l m	15 48.33%	158 35.92%	289 45.12%r	448 57.23%r s	800 47.25%	174 42.06%	234 43.00%	721 47.30%	26 45.10%	64 35.12%	68 33.95%	114 44.44%C	89 42.32%	85 49.57%B C	79 47.64%B C	89 52.99%B CE	280 62.36%A BCDEFGH	4 29.45%	4 43.10%	336 33.93%	422 55.03%L M	179 65.60%L M	22 52.65%	805 50.30%Q RS	168 34.93%	830 48.41%Q S	139 40.67%Q
Yes, definitely	593 28.13%	327 32.50%b efg	62 25.78%e	64 28.07%e	22 28.65%e	21 15.50%	83 24.53%e	15 17.09%	419 29.32%	239 28.76%l m	180 30.11%l m	163 25.20%	48 19.08%	28 19.85%	87 34.23%l m	11 34.31%	92 20.98%	175 27.36%r s	284 36.28%r s	482 28.46%	111 26.77%	147 26.87%	435 28.52%	20 33.41%B C	36 19.53%	37 18.66%	71 27.81%C	50 23.84%	53 30.99%B C	49 29.46%B C	41 24.53%	194 43.17%B CDEFGH	3 19.16%	4 43.10%	179 18.14%	266 34.72%L M	127 46.37%L M	9 20.98%	505 31.58%Q RS	87 18.17%	516 30.09%Q S	76 22.31%Q
Yes, maybe	382 18.10%	190 18.94%	38 15.67%	45 19.92%	14 19.10%	15 11.52%	60 17.87%	18 20.47%	271 18.95%	163 19.52%	108 18.15%	106 16.41%	45 17.72%	21 15.19%	40 15.79%	4 14.02%	66 14.94%	114 17.77%	164 20.96%r	318 18.79%	63 15.29%	88 16.13%	286 18.78%	7 11.69%	29 15.59%	30 15.29%	43 16.63%	39 18.49%	32 18.58%	30 18.18%	48 28.46%A BCDEFGI	86 19.18%	1 10.29%	- -	156 15.80%	156 20.31%L	53 19.23%	13 31.67%	299 18.72%	81 16.77%	314 18.32%	63 18.36%
No	1134 53.77%	488 48.56%	142 58.56%a	118 52.01%	40 52.25%	97 72.98%a bcdf	195 57.60%a	54 62.44%a	740 51.73%	431 51.72%	309 51.74%	378 58.39%h	159 63.19%i jn	92 64.96%i jn	127 49.98%	16 51.67%	282 64.08%s t	351 54.88%t	335 42.77%	893 52.75%	240 57.94%	311 57.00%	804 52.70%	32 54.90%l	119 64.88%F GHI	131 66.05%D FGHI	143 55.56%l	122 57.68%H I	87 50.43%I	87 52.36%I	79 47.01%I	169 37.64%	10 70.55%	5 56.90%	654 66.07%M N	345 44.97%N	94 34.40%	20 47.35%	795 49.70%	312 65.07%P RS	884 51.59%P	203 59.33%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 217

S47_NEW2024. Before taking this survey, were you aware of the term "greenwashing"?

Base: All respondents

		S49. Behaviours after green claims				
	Total	NET: Any behaviour done (a)	I have bought a product where I then found out the company gave false green claims (b)	I stopped buying from a company after I found out that their green claims were false (c)	I decided to not buy a product because I wasn't sure if the company's green claims were true (d)	None of these (e)
Unweighted base	2108	427	130	170	227	1403
Weighted base	2108	446	139	180	233	1381
NET: Yes	974 46.23%	339 76.10%e	102 73.39%e	141 78.48%e	191 81.74%abe	526 38.06%
Yes, definitely	593 28.13%	236 52.83%e	71 51.23%e	101 56.42%e	139 59.49%abe	303 21.93%
Yes, maybe	382 18.10%	104 23.28%e	31 22.17%	40 22.06%	52 22.25%e	223 16.13%
No	1134 53.77%	107 23.90%d	37 26.61%	39 21.52%	43 18.26%	855 61.94%abcd

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

Overlap formulae used.

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 218

S48_NEW2024. You previously said that you are aware of the term "greenwashing". Which ONE of the following best describes what you think "greenwashing" means?

Base: All previously aware of the term "greenwashing"

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	965	543	419	83	193	175	167	145	202	806	880	85	44	30	39	122	93	67	64	74	139	128	80	254	347	205	315	304	171	175	243	294	208	181	10	28
Weighted base	974	545	424	111*	194	171	162	144	192	825	897	78*	41*	31**	35*	112	91*	68*	58*	82*	155	126	99*	238	379	207	329	291	170	185	245	292	212	181	11**	33**
When companies falsely claim to be environmentally friendly through misleading or exaggerated marketing	854 87.68%	490 89.90%b	362 85.33%	77 68.93%	155 80.08% d	153 89.57%c d	151 92.92%c d	139 96.28%c de	180 93.63%c d	718 87.05%	783 87.28%	72 92.28%l	37 89.67%	28 90.31%	29 83.02%	102 91.19%t	81 88.77%t	58 85.72%	55 95.92%n t	74 90.63%t	120 77.30%	109 86.82%	89 90.54%t	212 89.06%	318 83.91%	188 90.50%x	280 84.93%	257 88.54%	153 89.73%	165 89.35%	221 90.47%	253 86.79%	189 88.99%	156 86.36%	4 38.46%	31 93.75%
When environmental activists try to discredit companies	31 3.22%	19 3.51%	12 2.88%	6 5.76%	13 6.47%fg h	4 2.14%	3 1.77%	3 1.73%	3 1.75%	29 3.51%	30 3.34%	1 1.81%	- -	1 3.28%	4 12.52%kl opqrsv	3 2.72%	1 1.41%	- -	1 1.00%	1 1.53%	10 6.46%	6 4.58%	3 2.63%	9 3.68%	18 4.84%y	2 0.88%	14 4.29%	6 1.96%	4 2.38%	7 4.05%	10 4.01%	8 2.69%	9 4.43%	3 1.43%	2 14.83%	- -
When materials are recycled in a sustainable way	60 6.14%	21 3.81%	36 8.54%a	24 21.43%d efgh	20 10.11%fg h	9 5.54%gh	5 2.98%g	- -	2 1.09%	53 6.42%	58 6.45%	2 2.46%	3 7.12%	2 6.41%	2 4.47%	4 3.58%	4 4.39%	9 13.30%ko rv	1 1.52%	5 5.81%	18 11.79%ko rv	8 6.00%	3 2.99%	10 4.02%	29 7.58%	15 7.06%	24 7.24%	18 6.18%	10 5.94%	8 4.28%	11 4.70%	22 7.57%G	4 1.86%	17 9.51%G	3 27.88%	1 2.33%
Don't know	29 2.97%	15 2.78%	14 3.25%	4 3.88%	6 3.34%	5 2.75%	4 2.33%	3 1.99%	7 3.54%	25 3.02%	26 2.93%	3 3.44%	1 3.20%	- -	- -	3 2.50%	5 5.43%	1 0.98%	1 1.56%	2 2.03%	7 4.45%	3 2.60%	4 3.84%	8 3.24%	14 3.68%	3 1.56%	12 3.55%	10 3.31%	3 1.95%	4 2.32%	2 0.81%	9 2.95%	10 4.72%E	5 2.70%	2 18.84%	1 3.92%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 219

S48_NEW2024. You previously said that you are aware of the term "greenwashing". Which ONE of the following best describes what you think "greenwashing" means?
Base: All previously aware of the term "greenwashing"

		Working Status								Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	965	502	142	85	32	35	140	29	675	360	315	271	44	66	161	19	160	282	449	788	177	226	726	27	62	71	101	93	88	80	89	280	4	3	331	422	182	16	791	171	817	141
Weighted base	974	517	100	109*	36**	36*	144	32**	690	402	288	269	93*	49*	127	15**	158	289	448	800	174	234	721	26**	64*	68*	114*	89*	85*	79*	89*	280	4**	4**	336	422	179	22**	805	168	830	139
When companies falsely claim to be environmentally friendly through misleading or exaggerated marketing	854 87.68%	445 86.20%	88 87.82%	89 81.39%	34 93.85%	31 86.57%	136 94.83%a bc	31 94.82%	624 90.36%k	363 90.19%m n	261 90.61%m n	217 80.72%n	77 83.10%	38 76.94%	102 80.46%	13 89.22%	132 83.16%	251 87.09%	403 89.89%t	691 86.36%	164 93.73%u	213 90.87%	624 86.43%	18 69.05%	57 89.43%	56 82.72%	98 85.75%	79 88.53%	75 87.37%	73 91.73%	77 86.93%	253 90.32%	3 82.21%	4 100.00%	298 88.71%N	381 90.30%N	145 81.06%	16 70.57%	710 88.21%	143 85.00%	732 88.26%	118 84.81%
When environmental activists try to discredit companies	31 3.22%	22 4.22%	3 3.03%	2 2.07%	1 2.36%	- -	3 2.34%	- -	18 2.57%	12 3.05%	6 1.91%	13 4.72%	6 6.88%	1 2.64%	5 3.96%	1 5.75%	8 4.93%	5 1.89%	16 3.47%	27 3.40%	4 2.38%	8 3.53%	23 3.20%	2 7.61%	4 5.81%	2 3.05%	1 0.88%	2 2.27%	2 2.83%	5 6.03%	3 3.60%	8 2.71%	- -	- -	11 3.36%	12 2.73%	9 4.75%	- -	25 3.09%R	6 3.87%	20 2.46%	11 7.87%PQR
When materials are recycled in a sustainable way	60 6.14%	35 6.74%f	7 6.66%f	14 12.88%f	1 3.78%	2 5.81%f	- -	1 2.24%	28 4.08%	15 3.70%	13 4.63%	32 11.73%h	9 10.03%	7 13.49%i j	16 12.29%ij	- -	12 7.79%	21 7.22%	22 4.98%	57 7.07%v	3 1.84%	6 2.77%	53 7.39%w	5 18.42%	2 3.16%	5 8.03%	12 10.38%G	4 4.10%	5 6.26%	2 2.23%	6 7.03%	14 5.10%	1 17.79%	- -	12 3.61%	22 5.18%	20 11.07%L M	5 23.71%	48 5.92%	12 7.23%	55 6.61%	5 3.57%
Don't know	29 2.97%	15 2.84%	2 2.49%	4 3.67%	- -	3 7.62%	4 2.83%	1 2.94%	21 2.98%	12 3.07%	8 2.86%	8 2.82%	- -	3 6.93%l	4 3.29%	1 5.02%	7 4.12%	11 3.80%	7 1.66%	25 3.17%	4 2.05%	7 2.83%	22 2.98%	1 4.91%	1 1.60%	4 6.21%G	3 2.98%	5 5.10%G	3 3.53%	- -	2 2.43%	5 1.88%	- -	- -	15 4.32%	8 1.79%	6 3.13%	1 5.72%	22 2.78%	7 3.90%	22 2.67%	5 3.75%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 220

S48_NEW2024. You previously said that you are aware of the term "greenwashing". Which ONE of the following best describes what you think "greenwashing" means?
Base: All previously aware of the term "greenwashing"

		S47. Heard term greenwashing before			
	Total	NET: Yes (a)	Yes, definitely (b)	Yes, maybe (c)	No (d)
Unweighted base	965	965	591	374	-
Weighted base	974	974	593	382	.**
When companies falsely claim to be environmentally friendly through misleading or exaggerated marketing	854 87.68%	854 87.68%c	552 93.06%ac	303 79.32%	- -
When environmental activists try to discredit companies	31 3.22%	31 3.22%	16 2.62%	16 4.14%	- -
When materials are recycled in a sustainable way	60 6.14%	60 6.14%b	24 4.10%	35 9.29%ab	- -
Don't know	29 2.97%	29 2.97%b	1 0.22%	28 7.24%ab	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 221

S49_NEW2024. The following question is about green claims. By "green claims", we mean when companies say their products or services are environmentally friendly or sustainable. Which, if any, of the following have you ever done?
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Any behaviour done	446 21.16%	235 22.86%	207 19.24%	89 39.09%efgh	135 37.28%efgh	82 24.36%fgh	48 13.09%	39 12.24%	52 10.65%	379 21.41%	406 21.06%	40 22.21%	17 17.32%	10 16.66%	16 18.46%	52 22.12%	35 19.75%	31 17.11%	26 17.23%	30 15.41%	81 29.00%ijpqrs	69 23.90%s	40 22.26%	102 20.64%	190 25.40%y	87 16.51%	159 28.63%BCD	137 22.55%C D	75 16.98%	75 14.90%	110 22.29%	134 19.45%	83 17.84%	89 25.98%FG	14 62.65%	14 15.97%
I have bought a product where I then found out the company gave false green claims	139 6.57%	74 7.21%	62 5.74%	37 16.08%fgh	37 10.15%fgh	35 10.56%fgh	10 2.86%	6 1.99%	13 2.58%	115 6.50%	124 6.40%	15 8.40%	5 5.31%	3 5.38%	5 5.58%	21 9.02%	9 5.00%	7 4.06%	8 5.41%	13 6.43%	25 8.89%	18 6.26%	10 5.28%	35 7.00%	52 7.00%	28 5.32%	53 9.57%CD	39 6.33%	22 5.01%	25 4.93%	36 7.22%	40 5.85%	26 5.63%	28 8.29%	6 26.96%	2 2.47%
I stopped buying from a company after I found out that their green claims were false	180 8.52%	88 8.60%	91 8.49%	45 19.70%efgh	47 13.03%fgh	31 9.19%fh	13 3.64%	21 6.64%	22 4.42%	158 8.92%m	164 8.52%	15 8.51%	6 5.62%	1 1.23%	5 5.72%	21 8.89%	12 6.77%	13 7.10%	14 9.11%m	9 4.58%	39 14.03%ijmpqs	32 11.01%ms	14 7.81%	38 7.59%	85 11.36%wy	36 6.74%	59 10.72%CD	67 11.07%CD	23 5.30%	29 5.84%	39 7.97%	45 6.56%	44 9.42%	40 11.72%F	6 24.32%	4 4.11%
I decided to not buy a product because I wasn't sure if the company's green claims were true	233 11.06%	130 12.66%b	102 9.45%	42 18.42%efgh	77 21.23%efgh	33 9.95%h	30 8.21%	25 7.70%	26 5.25%	199 11.23%	214 11.09%	19 10.78%	9 9.09%	6 10.05%	9 10.17%	24 10.14%	23 13.03%	16 8.91%	12 7.99%	16 8.27%	38 13.68%	35 12.33%	26 14.15%	55 11.17%	99 13.28%y	45 8.41%	84 15.18%CD	70 11.42%D	47 10.55%D	33 6.53%	61 12.31%G	74 10.72%	34 7.29%	49 14.34%G	6 24.04%	10 11.69%
None of these	1381 65.51%	664 64.56%	716 66.71%	102 44.83%	182 50.26%	208 62.02%cd	267 72.63%cde	242 75.15%cde	380 77.09%cde	1160 65.53%	1267 65.70%	114 63.44%	65 65.49%	42 71.22%t	58 67.51%	155 66.39%t	122 69.54%t	125 69.11%t	114 74.88%ktuv	136 69.24%t	157 56.53%	180 62.79%	113 62.34%	335 67.70%x	450 60.35%	375 70.82%x	320 57.60%	392 64.42%A	303 68.55%A	367 72.89%AB	325 66.07%H	474 68.74%H	310 67.09%H	201 58.83%	6 28.00%	56 63.13%
Don't know / can't remember	281 13.33%	129 12.57%	151 14.05%	37 16.08%	45 12.46%	46 13.63%	52 14.28%	41 12.61%	60 12.26%	231 13.05%	255 13.24%	26 14.35%	17 17.19%r	7 12.12%	12 14.04%	27 11.49%	19 10.71%	25 13.78%	12 7.89%	30 15.35%r	40 14.47%	38 13.31%	28 15.40%r	58 11.66%	106 14.25%	67 12.67%	76 13.77%	79 13.03%	64 14.47%	61 12.20%	57 11.63%	81 11.81%	70 15.07%	52 15.19%	2 9.35%	19 20.90%EF

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 222

S49_NEW2024. The following question is about green claims. By "green claims", we mean when companies say their products or services are environmentally friendly or sustainable. Which, if any, of the following have you ever done?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Any behaviour done	446 21.16%	272 27.11%b efg	48 19.86%e fg	60 26.30%e fg	15 19.81%ef g	12 8.87%	35 10.38%	4 4.36%	271 18.92%	142 17.00%	129 21.60%i	167 25.80%ih	55 21.91%	33 23.08%	79 31.19%i j	8 27.15%	78 17.76%	132 20.62% s	200 25.54%r s	368 21.75%	78 18.74%	103 18.95%	330 21.63%	21 35.07%B CEH	21 11.49%	37 18.42%	59 23.09%B	36 17.05%	37 21.32%B	39 23.48%B	35 21.15%B	126 27.94%BC E	1 5.18%	2 27.62%	120 12.09%	193 25.19%L M	105 38.50%L M	22 52.04%	400 24.99%QR S	46 9.49%	404 23.58%Q S	40 11.77%
I have bought a product where I then found out the company gave false green claims	139 6.57%	87 8.62%ef g	15 6.14%	19 8.53%ef g	4 5.05%	3 2.06%	10 3.06%	1 0.82%	77 5.39%	38 4.51%	40 6.62%	59 9.13%h	21 8.32%	13 9.09%i	25 9.97%i	2 7.49%	24 5.44%	38 5.97%	67 8.49%	120 7.10%	18 4.44%	33 6.03%	102 6.72%	5 9.06%B	4 2.10%	15 7.45%B	21 8.03%B	8 3.82%	10 5.78%	15 9.11%BE H	6 3.57%	45 10.10%BE H	1 5.18%	1 12.95%	35 3.51%	63 8.26%L	29 10.50%L	9 21.83%	119 7.47%Q	18 3.85%	123 7.17%Q	16 4.57%
I stopped buying from a company after I found out that their green claims were false	180 8.52%	111 11.00%be fg	17 7.01%	25 11.06%fg	5 6.99%	6 4.47%	13 3.94%	2 2.69%	105 7.33%	59 7.08%	46 7.67%	72 11.13%h	23 9.25%	10 7.41%	38 15.07%ij m	3 8.95%	27 6.13%	58 9.03%	78 9.91%r	147 8.70%	32 7.77%	45 8.17%	125 8.21%	9 14.58%BC E	7 3.82%	11 5.77%	33 12.97%BC E	10 4.93%	14 8.16%	13 7.84%	16 9.70%B	48 10.75%BE	- -	1 14.67%	42 4.24%	78 10.21%L M	48 17.45%L M	8 19.46%	166 10.39%QS	13 2.79%	166 9.71%QS	12 3.63%
I decided to not buy a product because I wasn't sure if the company's green claims were true	233 11.06%	145 14.43%e fg	25 10.44%e fg	31 13.48%e fg	8 10.84%g	5 3.89%	18 5.34%	1 0.85%	142 9.93%	77 9.27%	65 10.86%	88 13.57%h	25 9.73%	17 12.17%	46 18.14%i j	3 10.71%	39 8.79%	66 10.31%	109 13.93%r	188 11.12%	45 10.81%	54 9.85%	169 11.07%	8 13.07%	12 6.45%	19 9.67%	28 10.88%	22 10.52%	16 9.22%	23 14.15%B	22 13.12%	64 14.14%B	- -	- -	58 5.88%	106 13.85%L M	58 21.08%L M	9 20.99%	211 13.21%QS	22 4.55%	215 12.56%QS	17 4.99%
None of these	1381 65.51%	597 59.40% c	163 67.24%a c	130 57.12%	51 67.37% c	98 73.32%a bc	268 79.12%a bc	75 86.87%a bcde	979 68.47%k	593 71.23%j mn	386 64.63%n	384 59.31%	161 64.03%n	88 62.25%n	135 52.99%	18 58.24%	301 68.28%	430 67.29%	495 63.20%	1100 64.97%	281 67.73%	364 66.72%	999 65.53%	33 56.15%	140 76.36%A CDGI	128 64.43%	159 62.13%	153 72.72%A DI	118 68.33%	108 65.16%	113 67.17%	274 61.00%	8 59.52%	6 72.38%	734 74.20%M N	485 63.33%N	132 48.32%	9 21.72%	987 61.69%	377 78.44%P R	1093 63.76%P	254 74.38%PR
Don't know / can't remember	281 13.33%	136 13.49%	31 12.90%	38 16.58%	10 12.82%	24 17.81%f	36 10.50%	8 8.77%	180 12.60%	98 11.76%	82 13.77%	96 14.88%	35 14.06%	21 14.67%	40 15.82%	4 14.61%	61 13.96%	77 12.09%	88 11.26%	225 13.28%	56 13.53%	78 14.34%	196 12.84%	5 8.78%	22 12.15%	34 17.14%l	38 14.78%	22 10.24%	18 10.35%	19 11.36%	20 11.67%	50 11.06%	5 35.29%	- -	136 13.71%	88 11.49%	36 13.18%	11 26.24%	213 13.32%	58 12.07%	217 12.66%	47 13.85%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 223

S50_NEW2024. The following question is about a social media influencer. By "a social media influencer", we mean someone with a large online following on social media who is known for their expertise in a specific area. They collaborate with brands to promote products and encourage their followers to make purchases. Have you ever bought a product because of a social media influencer?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Yes, I have	362 17.17%	136 13.19%	223 20.73%a	101 44.42%efgh	131 36.04%efgh	67 19.90%fgh	37 10.05%gh	10 3.10%	16 3.31%	311 17.56%	330 17.08%	32 18.11%s	10 10.15%	8 14.32%	20 23.70%rsv	51 21.61%rsv	28 15.96%	39 21.26%rsv	17 11.03%	19 9.79%	61 21.86%rsv	54 18.93%rs	22 12.38%	99 19.98%vy	138 18.43%	74 14.08%	130 23.36%BCD	111 18.24%CD	60 13.47%	62 12.29%	71 14.46%J	113 16.40%J	76 16.51%J	77 22.66%EFGJ	14 62.14%	3 3.65%
No, I haven't	1746 82.83%	892 86.81%b	851 79.27%	127 55.58%	232 63.96%	269 80.10%cd	330 89.95%cde	312 96.90%cdef	476 96.69%cdef	1460 82.44%	1599 82.92%	147 81.89%	89 89.85%nopt	51 85.68%	66 76.30%	183 78.39%	147 84.04%	143 78.74%	135 88.97%nopqtu	177 90.21%knoqtu	217 78.14%	232 81.07%	159 87.62%nopt	396 80.02%	609 81.57%	455 85.92%w	425 76.64%	498 81.76%A	382 86.53%AB	441 87.71%AB	421 85.54%H	577 83.60%H	386 83.49%H	264 77.34%	9 37.86%	86 96.35%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 224

S50_NEW2024. The following question is about a social media influencer. By "a social media influencer", we mean someone with a large online following on social media who is known for their expertise in a specific area. They collaborate with brands to promote products and encourage their followers to make purchases. Have you ever bought a product because of a social media influencer?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?								What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Yes, I have	362 17.17%	219 21.81%efg	51 21.04%efg	57 25.22%efg	11 14.13%ef	5 3.53%	10 3.03%	9 10.29%f	182 12.70%	57 6.89%	124 20.79%ij	173 26.77%kn	56 22.09%lj	43 30.50%lj	75 29.34%lj	7 23.33%l	51 11.58%	108 16.91%r	161 20.61%r	309 18.27%w	53 12.67%	67 12.32%	291 19.08%w	15 26.47%BC	17 9.07%	19 9.51%	46 18.03%BC	32 15.36%	30 17.14%BC	28 17.12%BC	30 17.73%BC	103 22.97%BCE	- -	1 12.95%	114 11.52%	154 20.06%L	68 24.90%L	23 55.52%	310 19.35%Q RS	50 10.33%	307 17.91%Q	49 14.24%Q
No, I haven't	1746 82.83%	785 78.19%	191 78.96%	170 74.78%	65 85.87%	128 96.47%abcd	328 96.97%abcdg	77 89.71%abc	1249 87.30%k	775 93.11%jlmno	473 79.21%mn	474 73.23%	196 77.91%	98 69.50%	180 70.66%	24 76.67%	389 88.42%st	531 83.09%	622 79.39%	1384 81.73%	362 87.33%u	478 87.68%x	1234 80.92%	43 73.53%	166 90.93%ADFGHI	180 90.49%ADFGHI	210 81.97%	178 84.64%I	143 82.86%	138 82.88%	138 82.27%	346 77.03%	14 100.00%	8 87.05%	875 88.48%LMN	613 79.94%	205 75.10%	19 44.48%	1290 80.65%	431 89.67%PRS	1407 82.09%P	293 85.76%P

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 225

S51_NEW2024. Thinking about the most recent time that you bought a product because of a social media influencer...
Which, if any, of the following features was the social media influencer talking about?
Base: All who have ever bought a product because of a social media influencer

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	350	129	219	82	132	69	42	9	16	302	320	30	10	8	19	53	28	40	20	16	54	52	20	100	126	76	119	115	60	56	68	111	73	76	15	3
Weighted base	362	136	223	101*	131	67*	37*	10**	16**	311	330	32**	10**	8**	20**	51*	28**	39*	17**	19**	61*	54*	22**	99*	138	74*	130	111	60*	62*	71*	113*	76*	77*	14**	3**
How green or environmentally friendly the product was	63 17.48%	28 20.83%	32 14.47%	22 21.99%	21 15.80%	9 13.58%	6 16.60%	1 11.11%	4 24.80%	54 17.29%	57 17.28%	6 19.46%	- -	3 37.68%	3 13.23%	5 10.80%	1 2.56%	9 23.27%	- -	3 16.83%	16 26.54%	12 21.45%	5 21.78%	9 8.98%	33 23.76%w	12 16.38%	23 17.91%	19 17.38%	8 12.80%	13 21.27%	17 23.91%	19 16.62%	13 17.65%	10 12.59%	4 29.63%	- -
How green or environmentally friendly the company was	43 11.94%	18 13.43%	25 11.23%	14 14.14%f	20 14.94%f	6 8.51%	- -	1 6.81%	3 18.35%	38 12.16%	41 12.51%	2 6.11%	1 10.02%	2 28.59%	2 9.62%	8 16.55%	7 23.48%	3 6.73%	- -	- -	4 7.40%	9 16.87%	5 20.77%	17 17.07%y	18 13.32%y	3 3.48%	16 12.11%	11 10.28%	10 16.42%	6 10.24%	6 8.74%	18 15.70%H	11 14.74%	4 5.54%	3 19.42%	1 28.40%
The quality of the product	247 68.14%	93 68.84%	152 68.43%	73 71.71%	87 66.82%	48 71.33%	25 68.02%	4 42.63%	10 59.23%	212 68.12%	224 67.99%	23 69.67%	6 55.41%	7 77.90%	14 68.65%	36 71.87%	18 63.39%	22 56.52%	14 82.08%	13 66.57%	46 75.16%	36 67.02%	13 59.57%	68 68.81%	95 69.40%	48 64.85%	88 68.14%	71 64.01%	44 74.22%	43 69.70%	48 67.96%	72 63.97%	54 70.08%	55 71.72%	8 57.08%	2 71.60%
The price of the product	170 46.85%	66 48.36%	104 46.74%	43 42.77%	66 50.74%	36 53.74%	18 49.94%	1 13.71%	4 26.10%	152 48.93%	162 49.03%	8 24.77%	6 58.49%	3 41.32%	8 39.09%	29 57.41%	13 45.66%	18 47.07%	10 62.37%	7 38.94%	25 41.35%	26 47.79%	15 67.89%	50 50.30%	66 48.22%	36 48.42%	62 48.01%	52 47.16%	28 47.87%	27 42.88%	26 36.79%	54 47.47%	37 49.02%	38 48.63%	10 72.44%	3 100.00%
The performance of the product	212 58.45%	75 55.04%	137 61.52%	53 52.43%	75 57.11%	45 66.75%	23 61.86%	5 51.35%	11 69.11%	180 57.96%	191 57.90%	21 63.98%	3 34.59%	7 83.58%	12 59.15%	31 61.62%	20 70.07%	20 52.64%	10 57.85%	8 39.55%	35 57.45%	31 56.26%	14 63.98%	63 63.49%	80 58.05%	38 50.44%	83 64.22%	60 54.00%	37 62.23%	31 50.69%	46 64.67%	62 55.25%	44 57.82%	44 57.14%	8 56.69%	3 100.00%
Other (please specify)	1 0.22%	1 0.57%	- -	- -	- -	- -	- -	- -	1 4.78%	1 0.25%	1 0.24%	- -	- -	- -	- -	- -	- -	- -	- -	1 4.06%	- -	- -	- -	- -	1 1.05%	- -	1 0.70%	- -	- -	1 1.09%	- -	- -	- -	- -	- -
Don't know / can't recall	15 4.28%	3 2.05%	13 5.71%	5 4.64%	4 2.85%	3 4.53%	1 2.99%	2 18.33%	1 6.84%	11 3.56%	13 4.10%	2 6.15%	2 24.03%	- -	1 4.52%	1 2.44%	1 2.84%	4 9.44%t	- -	1 5.58%	- -	3 6.30%	- -	3 2.98%	3 2.49%	5 6.32%	5 3.89%	5 4.87%	- -	5 8.16%C	3 4.85%	4 3.39%	3 4.08%	5 6.58%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 226

S51_NEW2024. Thinking about the most recent time that you bought a product because of a social media influencer...
Which, if any, of the following features was the social media influencer talking about?
Base: All who have ever bought a product because of a social media influencer

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	350	208	66	47	7	4	10	8	174	45	129	169	28	50	91	7	53	103	160	301	49	63	283	16	18	19	41	35	27	29	30	101	-	1	110	149	69	19	291	56	297	47
Weighted base	362	219	51*	57*	11**	5**	10**	9**	182	57*	124	173	56**	43*	75*	7**	51*	108*	161	309	53*	67*	291	15**	17**	19**	46*	32*	30**	28**	30**	103*	-**	1**	114*	154	68*	23**	310	50*	307	49*
How green or environmentally friendly the product was	63 17.48%	36 16.32%	8 15.48%	12 20.45%	2 16.44%	- -	4 39.34%	2 23.61%	38 21.01%	22 38.09%ij mn	16 13.12%	24 13.86%	8 15.09%	4 8.51%	12 16.02%	1 15.62%	14 26.98%	17 15.62%	29 17.86%	56 18.05%	7 14.11%	7 9.86%	57 19.47%	5 31.22%	4 23.10%	5 26.90%	8 17.13%	4 13.54%	5 15.54%	4 14.39%	4 11.83%	21 20.55%	- -	1 100.00%	17 14.83%	22 14.56%	17 24.51%	6 26.46%	59 19.22%Q	4 7.62%	57 18.42%Q	6 12.20%
How green or environmentally friendly the company was	43 11.94%	19 8.78%	14 27.65%ac	6 9.72%	1 12.42%	- -	3 29.11%	- -	27 14.66%	15 26.11%jn	12 9.38%	16 9.05%	4 7.92%	5 11.07%	7 8.72%	1 12.73%	7 13.22%	17 15.80%	18 11.30%	40 13.01%	3 5.65%	10 14.44%	34 11.52%	3 16.92%	- -	4 21.78%	10 22.22%kl	5 14.85%	2 6.75%	5 19.04%	4 14.03%	9 8.39%	- -	- -	14 12.15%	17 10.95%	11 15.78%	2 7.67%	39 12.58%	4 8.63%	40 13.06%	3 6.41%
The quality of the product	247 68.14%	153 69.70%	32 62.87%	38 65.52%	8 74.80%	1 22.65%	9 83.59%	7 74.89%	126 69.61%	42 73.03%	84 68.04%	114 65.85%	34 60.58%	26 60.62%	54 72.81%	6 85.92%	38 73.89%	70 64.77%	114 70.86%	208 67.10%	39 74.22%	44 65.96%	200 68.83%	11 73.64%	11 65.63%	15 81.34%	30 65.34%	22 67.66%	18 60.73%	18 64.81%	18 60.28%	78 75.57%	- -	1 100.00%	83 72.46%	107 69.66%	42 62.35%	13 57.49%	214 69.15%	30 60.02%	214 69.76%	30 62.14%
The price of the product	170 46.85%	107 48.65%	22 42.78%	31 53.52%	2 16.44%	2 35.71%	3 25.04%	4 50.52%	77 42.34%	14 24.95%	63 50.37%	89 51.10%	27 49.30%	24 55.82%l	37 49.72%l	4 58.58%	21 40.53%	55 50.88%	76 47.32%	152 49.13%	18 33.44%	35 52.58%	134 45.91%	10 62.06%	6 33.51%	5 29.05%	28 61.04%	16 47.94%	11 38.16%	15 52.66%	16 53.82%	45 43.98%	- -	1 100.00%	54 47.66%	72 46.96%	27 40.32%	15 62.26%	143 46.11%	26 51.50%	141 45.90%	25 52.04%
The performance of the product	212 58.45%	131 59.81%	27 52.54%	30 52.43%	6 60.49%	3 53.68%	7 72.23%	7 81.67%	108 59.30%	30 53.04%	77 62.19%	100 57.80%	31 56.26%	26 60.00%	43 57.68%	4 52.49%	33 63.95%	54 50.25%	99 61.57%	182 58.68%	30 57.07%	40 59.44%	168 57.91%	9 55.23%	12 72.31%	12 63.76%	24 52.79%	17 51.34%	13 45.05%	17 58.82%	18 59.71%	65 62.86%	- -	- -	69 60.37%	91 59.50%	37 53.64%	13 55.83%	184 59.47%	26 52.75%	184 60.02%	26 52.79%
Other (please specify)	1 0.22%	- -	- -	- -	- -	- -	1 7.59%	- -	1 0.43%	- -	1 0.63%	- -	- -	- -	- -	- -	- -	1 0.72%	- -	1 0.25%	- -	1 1.16%	- -	- -	- -	- -	1 1.68%	- -	- -	- -	- -	- -	- -	- -	1 0.68%	- -	- -	- -	- -	1 1.57%P	1 0.25%	- -
Don't know / can't recall	15 4.28%	9 4.11%	1 2.74%	4 6.95%	- -	1 23.67%	- -	- -	8 4.38%	2 3.87%	6 4.61%	8 4.36%	3 5.79%	- -	4 5.80%	- -	2 3.20%	6 6.00%	6 3.88%	12 3.90%	3 6.54%	5 6.79%	11 3.76%	1 5.98%	1 4.25%	- -	3 6.97%	- -	3 11.07%	1 3.76%	2 7.75%	3 2.79%	- -	- -	7 5.82%	5 3.23%	3 4.37%	1 3.97%	12 3.96%	3 6.55%	12 3.99%	2 3.81%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 227

Q52_NEW2024. What type of property is your home?

Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Detached house	493 23.37%	259 25.21%	233 21.74%	36 15.91%	65 18.04%	64 19.16%	82 22.21%	81 25.18%c d	164 33.28%c defg	376 21.25%	449 23.25%	44 24.59%t	40 40.07%j knopqrt uv	32 54.99%j knopqrs tuv	13 15.28%	42 17.90%	35 19.74%t	37 20.52%t	42 27.69%n ot	63 31.88%n opqtu	34 12.20%	62 21.80%t	49 26.77%o t	90 18.09%	145 19.43%	142 26.79%w x	184 33.13%B CD	152 24.94%D	94 21.19%D	63 12.60%	493 100.00%FGHJ	-	-	-	-	-
Semi-detached house	690 32.71%	321 31.19%	363 33.78%	69 30.40%	131 36.06%h	130 38.79%g h	123 33.50%	98 30.34%	139 28.14%	603 34.06%l	641 33.24%	49 27.09%	24 24.05%	14 23.92%	38 44.11%k lmtu	85 36.46%l t	70 39.91%k lmtu	77 42.66%k lmtu	57 37.36%l t	65 32.90%t	65 23.50%	87 30.20%	59 32.72%	193 39.01%x	211 28.31%	199 37.53%x	170 30.63%	192 31.47%	167 37.77%A B	161 32.08%	-	690 100.00%EGHJ	-	-	-	-
Terraced house	463 21.95%	222 21.61%	241 22.41%	40 17.43%	80 22.18%	81 24.26%	85 23.13%	80 24.75%	97 19.60%	405 22.85%k m	436 22.61%k	27 14.87%	25 25.67%k m	6 10.29%	15 17.07%	72 30.71%k mnpqrtv	36 20.47%	40 21.80%	31 20.14%	46 23.26%m	60 21.55%	77 26.85%k mv	30 16.32%	122 24.71%	167 22.31%	116 21.87%	102 18.39%	128 21.11%	99 22.31%	134 26.60%AB	-	-	463 100.00%EFHJ	-	-	-
Self-contained flat, maisonette or apartment	341 16.19%	176 17.17%	165 15.35%	54 23.51%g h	75 20.59%g h	54 16.20%h	68 18.60%g h	40 12.53%	50 10.15%	284 16.04%l	293 15.20%	48 26.79%lj lmopqrsu v	4 4.39%	5 8.30%	14 15.82%l s	25 10.70%	23 13.31%ls	15 8.21%	13 8.29%	12 5.94%	106 38.07%k lmnopqr suv	47 16.39%l qrs	30 16.52%l qrs	62 12.52%y	183 24.51%wy	39 7.39%	79 14.27%	108 17.70%	59 13.30%	96 19.01%C	-	-	-	341 100.00%EFGJ	-	-
A room or rooms (e.g. bedsit or flatlet)	23 1.09%	8 0.80%	15 1.37%	15 6.53%de fgh	7 1.85%efgh	- -	1 0.19%	- -	1 0.13%	19 1.07%	21 1.10%	2 1.03%	2 2.15%	- -	4 4.88%op qrs	1 0.63%	1 0.42%	1 0.55%	- -	- -	5 1.74%	5 1.66%	2 1.09%	6 1.30%y	12 1.55%y	1 0.19%	13 2.26%CD	7 1.08%	1 0.23%	3 0.57%	-	-	-	-	23 100.00%	-
Other (please specify)	89 4.21%	39 3.75%	50 4.68%	5 2.18%	5 1.28%	5 1.58%	9 2.37%	22 6.95%cd ef	43 8.69%cd ef	79 4.44%	84 4.34%	5 2.84%	4 3.67%	1 2.50%	2 2.84%	8 3.59%	10 5.54%	11 6.26%	8 5.41%	11 5.45%	7 2.53%	9 3.10%	12 6.57%	21 4.15%	28 3.73%	30 5.72%	7 1.19%	19 3.05%A	22 4.94%A	42 8.32%AB	-	-	-	-	-	89 100.00%EFGH
Don't know	7 0.33%	2 0.16%	5 0.50%	7 3.06%defgh	- -	- -	- -	- -	- -	4 0.22%	4 0.20%	3 1.73%lju	- -	- -	- -	- -	1 0.61%	- -	2 1.10%	- -	1 0.42%	- -	- -	1 0.22%	1 0.15%	2 0.31%	- -	3 0.46%	- -	4 0.83%A	-	-	-	-	-	-
Prefer not to say	3 0.14%	1 0.11%	2 0.18%	2 0.97%	- -	- -	- -	1 0.24%	- -	1 0.06%	1 0.06%	2 1.06%lj	- -	- -	- -	- -	- -	- -	- -	1 0.56%	- -	- -	- -	- -	- -	1 0.21%	1 0.14%	1 0.18%	1 0.25%	- -	-	-	-	-	-	-

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 228

Q52_NEW2024. What type of property is your home?

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Detached house	493 23.37%	221 21.96%cd	56 22.93%cd	27 11.95%	6 8.33%	32 23.93%cd	137 40.46%abcdeg	14 16.38%	449 31.38%k	295 35.47%jlmn	153 25.68%lmn	36 5.58%	12 4.85%	4 2.87%	20 7.80%m	8 25.17%lmn	58 13.14%	126 19.75%rs	245 31.24%rs	317 18.71%	176 42.35%u	102 18.65%	389 25.47%w	4 6.70%	26 14.23%	28 14.04%	41 15.89%	44 20.85%A	42 24.15%ABCD	48 29.02%ABCD	42 25.23%ABCD	154 34.30%ABCDEFH	1 8.26%	2 23.38%	191 19.33%	216 28.18%L	77 28.20%L	4 9.83%	372 23.27%	117 24.35%	399 23.26%	85 24.83%
Semi-detached house	690 32.71%	354 35.25%def	92 37.81%def	69 30.44%	15 19.84%	31 23.33%	97 28.77%	31 36.09%d	514 35.93%k	266 31.99%n	247 41.41%ijlmno	169 26.05%	69 27.25%	36 25.52%	64 25.15%	7 23.62%	129 29.35%	218 34.08%	262 33.51%	571 33.70%	119 28.69%	174 31.96%	498 32.63%	28 47.72%BCI	41 22.64%	60 30.12%	90 34.93%B	69 32.91%B	59 34.24%B	62 37.27%B	62 37.01%B	139 30.82%	4 32.42%	4 48.68%	327 33.00%	248 32.38%	89 32.57%	10 23.45%	519 32.43%	159 33.18%S	573 33.42%	98 28.57%
Terraced house	463 21.95%	214 21.31%	54 22.18%	49 21.55%	19 25.57%	28 21.07%	62 18.39%	36 42.07%abcef	294 20.58%	160 19.18%	135 22.54%	159 24.58%	76 30.05%ijl	29 20.42%	55 21.46%	9 30.38%	96 21.75%	160 25.06%t	154 19.69%	400 23.65%v	62 15.04%	140 25.76%x	315 20.66%	7 12.04%	49 26.57%AI	40 20.18%	62 24.04%	59 28.08%AI	39 22.88%	34 20.60%	41 24.28%	79 17.65%	1 9.37%	1 12.89%	250 25.27%N	166 21.71%N	32 11.55%	11 26.46%	355 22.22%	102 21.26%	379 22.13%	72 20.91%
Self-contained flat, maisonette or apartment	341 16.19%	194 19.27%bfg	33 13.49%fg	49 21.39%bfg	25 33.02%abefg	19 14.35%fg	20 6.01%	2 2.13%	120 8.37%	61 7.37%	58 9.76%	218 33.68%hj	64 25.47%j	55 38.84%ijlo	99 38.98%ijlo	4 11.68%	100 22.79%t	100 15.56%	105 13.37%	320 18.90%v	21 5.11%	84 15.48%	248 16.24%	10 17.14%	46 25.12%EGHI	44 22.30%EGHI	45 17.37%	26 12.50%	29 16.63%	17 10.51%	21 12.25%	67 14.84%	2 13.92%	1 15.05%	150 15.21%	109 14.21%M	65 23.75%LM	10 23.61%	267 16.67%	68 14.24%	272 15.89%	60 17.60%
A room or rooms (e.g. bedsit or flatlet)	23 1.09%	11 1.07%	2 1.02%	9 4.00%af	-	1 0.49%	-	-	5 0.32%	5 0.55%	-	18 2.84%h	-	9 6.71%ijl	9 3.52%ijl	-	8 1.85%	5 0.85%	6 0.73%	23 1.36%v	-	1 0.12%	22 1.46%w	1 1.86%	3 1.44%	4 2.22%	1 0.48%	2 1.07%	2 1.13%	1 0.72%	-	5 1.01%	-	-	4 0.38%	6 0.77%	6 2.33%LM	6 14.11%	15 0.93%	8 1.69%	17 0.97%	6 1.88%
Other (please specify)	89 4.21%	9 0.92%	5 2.24%	20 8.99%ab	7 9.15%ab	22 16.83%abcfg	22 6.36%ab	3 3.32%	47 3.25%	43 5.14%j	4 0.61%	42 6.45%hn	28 11.16%ijl	7 4.88%ij	7 2.65%ij	1 1.93%	46 10.37%st	28 4.44%t	11 1.45%	57 3.38%	32 7.61%u	39 7.16%x	50 3.27%	7 12.57%EFGHI	16 8.82%FGHI	22 11.14%EFGHI	19 7.29%FGHI	8 3.80%	2 0.97%	3 1.88%	2 1.23%	6 1.37%	5 36.03%	-	63 6.41%MN	16 2.09%	4 1.61%	-	64 4.03%	24 4.94%	70 4.08%	18 5.31%
Don't know	7 0.33%	- -	- -	4 1.71%af	3 4.09%abef	- -	- -	- -	2 0.12%	2 0.20%	- -	5 0.82%h	3 1.23%j	1 0.76%j	1 0.45%	- -	2 0.51%	2 0.26%	- -	4 0.23%	3 0.75%	5 0.87%x	2 0.15%	1 1.97%DI	1 0.58%	- -	- -	2 0.79%	- -	- -	- -	- -	- -	- -	2 0.17%	4 0.56%	- -	1 2.55%	5 0.33%R	2 0.35%	2 0.13%	3 0.91%R
Prefer not to say	3 0.14%	2 0.22%	1 0.32%	- -	- -	- -	- -	- -	1 0.05%	1 0.09%	- -	- -	- -	- -	- -	2 7.23%ijlmn	1 0.25%	- -	- -	1 0.07%	2 0.46%	- -	2 0.12%	- -	1 0.61%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.22%	1 0.10%	- -	- -	2 0.12%	- -	2 0.11%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 229
Gender
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-em Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Male	1028 48.77%	1028 100.00%b	- -	104 45.64%	169 46.49%	173 51.43%	186 50.58%	160 49.62%	237 48.17%	869 49.05%	943 48.91%	85 47.26%	44 44.60%	31 51.85%	43 49.97%	121 51.53%	91 51.79%	90 49.44%	70 46.11%	88 44.71%	151 54.32%	133 46.56%	82 45.41%	254 51.35%	367 49.17%	247 46.73%	308 55.54%B D	279 45.80%	225 50.87%D	216 43.05%	259 52.62%F	321 46.49%	222 48.00%	176 51.72%	8 35.94%	39 43.40%
Female	1074 50.93%	- -	1074 100.00%a	121 53.13%	192 52.96%	162 48.12%	181 49.42%	162 50.38%	255 51.83%	896 50.59%	979 50.77%	94 52.74%	55 55.40%	28 48.15%	43 50.03%	113 48.47%	84 48.21%	89 49.01%	81 53.23%	108 55.29%	127 45.68%	152 53.10%	97 53.76%	241 48.65%	377 50.50%	278 52.55%	246 44.28%	327 53.74%A	217 49.13%	284 56.46%AC	233 47.38%	363 52.59%	241 52.00%	165 48.28%	15 64.06%	50 56.60%
Other	6 0.30%	- -	- -	3 1.29%h	2 0.54%	2 0.45%	- -	- -	- -	6 0.35%	6 0.33%	- -	- -	- -	- -	- -	- -	3 1.55%	1 0.66%	- -	- -	1 0.34%	2 0.83%	- -	2 0.33%	4 0.72%	1 0.18%	3 0.46%	- -	2 0.49%	- -	6 0.91%E	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 230
Gender
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?									What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Male	1028 48.77%	594 59.15%b ceg	68 28.26%g	84 36.78%eg	43 56.34%b ceg	30 22.89%	195 57.55%b ceg	14 15.87%	723 50.53%k	426 51.12%	297 49.70%	290 44.81%	107 42.61%	65 46.25%	117 46.19%	15 50.43%	180 40.98%	319 49.88%r	429 54.80%r	857 50.64%v	171 41.12%	224 41.00%	780 51.14%w	25 41.98%	81 44.25%	75 37.68%	121 47.11%	110 52.13%C	88 51.24%C	90 54.01%C	81 48.42%C	258 57.46%A BCD	8 55.00%	5 59.17%	466 47.13%	384 50.05%	138 50.42%	18 43.57%	716 44.76%	302 62.94%P R	779 45.46%	230 67.16%PR
Female	1074 50.93%	409 40.75%	173 71.33%a cdf	140 61.33%a cf	33 43.66%	103 77.11%a cdf	144 42.45%	73 84.13%a bcdf	704 49.23%	405 48.59%	299 50.13%	354 54.76%h	142 56.27%	76 53.75%	137 53.81%	15 49.57%	258 58.68%s t	316 49.37%	354 45.20%	830 49.04%	243 58.64%u	320 58.72%x	740 48.54%	34 58.02%l	100 54.93%l	124 62.32%D EFGHI	134 52.12%l	101 47.87%	81 47.12%	76 45.99%	86 51.58%	191 42.54%	6 45.00%	4 40.83%	522 52.72%	381 49.69%	136 49.58%	21 49.73%	877 54.85%Q S	178 37.06%	929 54.17%Q S	112 32.84%
Other	6 0.30%	1 0.10%	1 0.40%	4 1.90%af	-	-	-	-	3 0.24%	2 0.30%	1 0.17%	3 0.43%	3 1.11%	-	-	-	2 0.34%	5 0.75%t	-	5 0.31%	1 0.23%	2 0.28%	5 0.31%	-	2 0.82%	-	2 0.77%	-	3 1.63%l	-	-	-	-	-	2 0.15%	2 0.26%	-	3 6.70%	6 0.39%	-	6 0.37%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 231
Age
Base: All respondents

	Total	Gender		Age						Region													Region Summary			Social Grade				Property type						
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
18-24	228 10.82%	104 10.13%	121 11.29%	228 100.00%defgh	-	-	-	-	-	202 11.41%l	208 10.79%	20 11.17%	4 4.25%	2 3.04%	14 16.50% mruv	27 11.51%l v	24 13.55%km rv	16 8.56%	10 6.70%	18 9.27%	61 21.82%kl mopqrsuv	24 8.22%	9 4.98%	65 13.10%y	93 12.51%y	44 8.29%	96 17.37%B CD	72 11.82%CD	24 5.48%	36 7.07%	36 7.37%	69 10.06%	40 8.59%	54 15.72%E FGJ	15 64.85%	5 5.61%
25-34	362 17.20%	169 16.39%	192 17.88%	-	362 100.00%cefgh	-	-	-	-	312 17.60%m	339 17.56%	24 13.24%	23 23.34%km s	4 6.69%	17 19.20%m	40 17.28%m s	36 20.41%m s	34 18.76%m	26 17.17%	22 11.19%	50 18.11%m	52 18.20%m	34 18.95%m	93 18.72%	137 18.35%	82 15.50%	134 24.20%B CD	110 18.14%D	68 15.33%D	50 9.96%	65 13.28%	131 18.96%EJ	80 17.38%J	75 21.87%E J	7 29.18%	5 5.21%
35-44	336 15.93%	173 16.81%	162 15.05%	-	-	336 100.00%cdfgh	-	-	-	291 16.41%	314 16.26%	22 12.39%	9 9.54%	14 23.18%l	10 11.46%	39 16.86%	25 14.44%	28 15.25%	28 18.21%	28 14.23%	48 17.07%	41 14.32%	44 24.39%k lnpqsu	75 15.06%	133 17.79%	83 15.72%	89 16.13%	123 20.17%C D	61 13.72%	63 12.54%	64 13.07%	130 18.90%EJ	81 17.61%J	54 15.95%J	- -	5 5.98%
45-54	367 17.42%	186 18.06%	181 16.90%	-	-	-	367 100.00%cdegh	-	-	303 17.12%	328 17.00%	39 21.86%t	16 15.78%	9 15.51%	13 14.83%	38 16.28%l	36 20.74%l	37 20.26%l	24 15.90%l	49 25.01%or tv	25 9.14%	52 18.20%t	28 15.71%	87 17.60%	106 14.21%	110 20.77%x	83 14.94%	87 14.23%	80 18.15%	118 23.37%AB	82 16.56%	123 17.83%	85 18.35%	68 20.01%J	1 3.12%	9 9.79%
55-64	322 15.27%	160 15.54%	162 15.10%	-	-	-	-	322 100.00%cdefh	-	260 14.71%	298 15.45%	24 13.31%	22 22.16%n pt	16 26.44%lk npst	7 8.44%	37 15.64%	21 12.04%	27 14.96%	30 19.77%n	27 13.66%	36 13.09%	47 16.46%	28 15.43%	65 13.11%	112 14.95%	84 15.86%	44 7.88%	89 14.54%A B	87 19.60%A B	103 20.50%AB	81 16.45%	98 14.16%	80 17.22%H	40 11.82%	- -	22 25.20%FH
65+	493 23.36%	237 23.08%	255 23.77%	-	-	-	-	-	493 100.00%c defg	403 22.74%	442 22.93%	50 28.03%	25 24.94%	15 25.14%	26 29.56%	52 22.43%	33 18.82%	40 22.20%	34 22.25%	52 26.63%	58 20.77%	71 24.60%	37 20.54%	111 22.40%	166 22.19%	126 23.85%	108 19.49%	128 21.10%	122 27.72%A B	134 26.55%AB H	164 33.28%FG H	139 20.10%H	97 20.86%H	50 14.65%	1 2.85%	43 48.21%EFGH
NET: 18-34	591 28.02%	273 26.52%	313 29.17%	228 100.00% efgh	362 100.00%efgh	-	-	-	-	514 29.01%m	547 28.35%	44 24.41%m	27 27.58%m	6 9.73%	31 35.70%m s	67 28.79%m s	59 33.95%m s	50 27.33%m	36 23.87%m	40 20.46%	111 39.93%k lmoqrsu v	76 26.42%m	43 23.93%m	158 31.82%y	230 30.85%y	126 23.79%	231 41.57%B CD	182 29.96%C D	92 20.81%	86 17.03%	102 20.64%	200 29.01%EJ	120 25.97%J	128 37.58%E FGJ	22 94.03%	10 10.82%
NET: 35-54	703 33.35%	358 34.87%	343 31.95%	-	-	336 100.00% cdgh	367 100.00%cdgh	-	-	594 33.53%	642 33.27%	51 34.26%	25 25.32%	23 38.69%	23 26.30%	78 33.14%	62 35.18%	64 35.51%t	52 34.11%	77 39.24%t nt	73 26.21%	93 32.51%	73 40.10%t nt	162 32.67%	239 32.01%	193 36.49%	172 31.06%	209 34.40%	141 31.87%	181 35.91%	146 29.63%J	253 36.73%EJ	166 35.96%EJ	123 35.99%J	1 3.12%	14 15.78%
NET: 55+	814 38.63%	397 38.61%	417 38.88%	-	-	-	-	322 100.00% cdef	493 100.00%c def	663 37.45%	740 38.38%	74 41.33%	47 47.10%p t	30 51.57%l ptv	33 38.01%	89 38.07%	54 30.87%	67 37.16%	64 42.02%p	79 40.29%	94 33.85%	118 41.07%p	65 35.98%	176 35.51%	277 37.14%	210 39.72%	152 27.37%	217 35.64%A	209 47.32%A B	237 47.05%AB H	245 49.73%FG H	236 34.26%H	176 38.08%H	90 26.46%	1 2.85%	65 73.41%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 231
Age
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Average age	48.60	48.99	48.33	21.87	30.26c	39.93cd	50.01cde	59.33cdef	72.32cdefg	48.09	48.43	50.43pt	51.22pt	53.86iopqv	48.26	48.15t	45.74	48.71t	49.69pt	50.80pt	44.29	49.53pt	48.85t	47.32	47.41	49.77wx	43.99	47.24A	51.71AB	52.59AB	53.21FGH	47.25H	48.53H	43.8I	26.04	60.86EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 232
Age
Base: All respondents

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	£7k-£14k (B)	£14k-£21k (C)	£21k-£28k (D)	£28k-£34k (E)	£34k-£41k (F)	£41k-£48k (G)	£48k-£55k (H)	£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
18-24	228 10.82%	101 10.04%ef g	23 9.60%e fg	94 41.33%ab bdefg	10 13.07%efg	- -	- -	- -	101 7.07%	51 6.10%	50 8.42%	112 17.36%ih	26 10.25%	32 22.66%ij	55 21.47%ij	15 47.80%ij jlmn	50 11.36%	63 9.89%	77 9.78%	195 11.54%v	33 7.88%	43 7.81%	176 11.56%w	14 23.22%C DEGHI	23 12.33%	14 6.98%	23 9.12%	19 9.11%	21 11.98%	11 6.77%	17 10.10%	48 10.78%	3 21.19%	1 12.95%	80 8.08%	80 10.48%	26 9.44%	34 80.03%	195 12.19%QR	29 6.09%	174 10.18%Q	47 13.80%Q
25-34	362 17.20%	260 25.85%b cefg	48 19.63%e f	30 13.38%e f	16 21.52%ef f	- -	- -	8 9.85%e f	205 14.31%	52 6.24%	153 25.56%i m	148 22.87%ih m	45 18.01%i m	24 17.12%i m	78 30.89%i lm	10 31.84%i m	34 7.69%	104 16.26%r s	187 23.85%r s	316 18.69%v	46 11.09%	71 13.10%	284 18.61%w	9 15.41%C	12 6.54%	13 6.47%	44 17.26%B C	33 15.84%B C	26 15.28%B C	38 23.12%B C	38 22.62%B C	110 24.51%BCDEF	- -	2 28.27%	101 10.22%	176 23.01%L	74 27.24%L	7 15.68%	283 17.68%	78 16.14%	303 17.65%	54 15.87%
35-44	336 15.93%	255 25.38%b cdef	43 17.76%ce f	13 5.91%ef f	6 7.78%ef f	- -	3 0.78%	16 18.46%c ef	228 15.94%	57 6.81%	171 28.66%i lmno	107 16.48%	45 17.97%i n	17 12.01%i n	44 17.48%io n	1 4.24%	31 7.03%	87 13.63%r s	184 23.45%r s	280 16.53%	56 13.49%	52 9.62%	277 18.16%w	2 3.55%	9 5.02%	20 9.91%	37 14.57%A B	27 12.61%B B	23 13.47%B B	27 16.43%A B	29 17.00%A B	128 28.44%A BCDEFGH	1 10.31%	- -	122 12.32%	153 19.98%L	57 20.76%L	1 2.71%	251 15.66%	80 16.55%	270 15.75%	54 15.75%
45-54	367 17.42%	226 22.45%e f	41 17.12%e f	42 18.46%e f	24 32.30%bcef f	- -	1 0.44%	32 37.29%a bcef	244 17.07%	103 12.34%	141 23.67%i no	120 18.59%	62 24.72%i n	26 18.09%i n	32 12.77%	3 8.68%	82 18.68%	109 17.08%	142 18.12%	303 17.90%	64 15.44%	112 20.57%x	246 16.14%	14 23.09%	39 21.52%	29 14.78%	38 14.69%	43 20.18%	29 16.84%	31 18.70%	28 16.83%	83 18.39%	2 17.74%	- -	201 20.32%M	118 15.37%	42 15.36%	1 1.58%	258 16.14%	102 21.31%P R	292 17.04%P	62 18.17%
55-64	322 15.27%	134 13.30%e	49 20.33%e	42 18.48%e	16 20.98%e	- -	54 16.01%e	27 31.27%a cef	244 17.07%k	196 22.34%ij mno	58 9.72%	77 11.85%	32 12.54%	20 14.30%	25 9.79%	1 3.58%	90 20.40%t	102 15.99%t	92 11.80%	244 14.38%	78 18.88%u	105 19.20%x	215 14.11%	16 27.42%D GI	28 15.51%	45 22.84%D GI	38 14.75%	33 15.68%	31 18.23%I	20 12.22%	25 15.14%	47 10.40%	6 42.50%	1 7.30% N	191 19.32%M	101 13.24%N	22 8.11%	- -	235 14.72%	81 16.76%	265 15.46%	46 13.59%
65+	493 23.36%	30 2.98%	38 15.56%ac dg	6 2.43%	3 4.34%	133 100.00%a bcdfg	280 82.77%ab cdg	3 3.13%	408 28.54%k	384 46.17%ij mno	24 3.96%	83 12.86%	42 16.51%ij n	22 15.82%jn	19 7.60%j	1 3.86%	153 34.83%rs t	174 27.16%t	102 13.00%	355 20.95%	138 33.23%u	162 29.71%x	327 21.42%	4 7.32%	71 39.08%A EFGHI	78 39.02%A EFGHI	76 29.61%A HI	56 26.59%A I	42 24.20%A I	38 22.76%A I	30 18.11%I	34 7.48%	1 8.26%	4 51.48% N	294 29.74%M N	137 17.92%	52 19.09%	- -	378 23.62%	111 23.14%	410 23.92%	78 22.82%
NET: 18-34	591 28.02%	361 35.89%b efg	71 29.23%e fg	125 54.72%a bdefg	26 34.59%efg	- -	- -	8 9.85%e f	306 21.38%	103 12.34%	203 33.98%i	260 40.23%ih	71 28.26%i	56 39.79%i l	133 52.36%i jm	24 79.64%i jlmn	84 19.05%	167 26.15%r	263 33.63%r s	512 30.23%v	79 18.96%	114 20.91%	460 30.17%w	23 38.63%B C	34 18.86%	27 13.45%	68 26.38%C	53 24.96%C	47 27.26%C	50 29.89%B C	55 32.92%B C	159 35.28%B CDE	3 21.19%	4 41.22%	181 18.30%	257 33.49%L	100 36.68%L	40 95.71% R	478 29.87%Q	107 22.24%	477 27.83%Q	101 29.67%Q
NET: 35-54	703 33.35%	481 47.83%b cef	84 34.88%c ef	55 24.37%e f	30 40.09%cef f	- -	4 1.23%	48 55.75%b cef	472 33.01%	159 19.15%	313 52.34%i mno	227 35.07%	108 42.69%i mno	42 30.10%i o	77 30.25%i o	4 12.92%	113 25.72%	196 30.71%	326 41.57%r s	583 34.43%v	120 28.93%	165 30.19%	523 34.30%	16 26.64%	49 26.54%	49 24.69%	75 29.26%	69 32.79%	52 30.31%	58 35.13%C	57 33.83%	211 46.83%A BCDEFGH	4 28.05%	- -	323 32.64%	271 35.35%	99 36.12%	2 4.29%	509 31.80%	182 37.86%P R	562 32.79%	116 33.92%
NET: 55+	814 38.63%	163 16.27%	87 35.89%a c	48 20.91%	19 25.32%	133 100.00%a bcdg	334 98.77%a bcdg	30 34.40%a c	652 45.61%k	570 68.51%ij lmno	82 13.68%	160 24.70%	73 29.05%j no	42 30.12%j no	44 17.39%	2 7.44%	243 55.24%rs t	276 43.14%t	194 24.80%	598 35.33%	216 52.11%u	267 48.90%x	542 35.53%	20 34.73%I	100 54.60%A EFGHI	123 61.86%A DEFGHI	114 44.36%H I	89 42.25%I	73 42.43%I	58 34.98%I	56 33.25%I	80 17.89%	7 50.76%	5 58.78%	485 49.06%M N	239 31.16%	74 27.20%	- -	613 38.33%	192 39.90%	675 39.38%	125 36.41%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 232
Age
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Home-owners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Rent-ers (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k £14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Average age	48.60	41.21c	46.78ac	37.11	43.68c	72.31abcdfg	70.90abcdg	50.14acd	51.68k	59.08jlmno	41.35no	42.64	46.27jno	43.52no	38.54o	30.83	54.35st	50.20t	44.12	47.33	53.78u	52.88x	47.27	43.46	54.94ADEFGHI	57.02ADEFGHI	50.56AHI	50.25AHI	49.62AI	47.61I	46.64I	41.90	48.11	52.03	52.86MN	45.86	44.87	23.24	48.12	50.30PS	48.84P	47.84

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 233
Social Grade
Base: All respondents

	Total	Gender		Age						Region												Region Summary			Social Grade				Property type						
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
A	159 7.54%	88 8.55%	71 6.61%	34 15.07%e fgh	38 10.57%fg	26 7.67%g	17 4.58%	11 3.29%	33 6.71%g	137 7.76%	150 7.76%	9 5.18%	5 5.23%	7 11.81%p	12 13.83%kp qrsv	19 8.13%	6 3.57%	10 5.29%	7 4.79%	12 5.96%	37 13.27%kl pqrsv	25 8.59%p	10 5.60%	37 7.52%	72 9.61%y	29 5.39%	159 28.64%BCD	- -	- -	- -	59 12.05%FGJ	36 5.29%	27 5.77%	26 7.65%	9 37.68%	2 1.83%
B	396 18.78%	220 21.42%b	175 16.27%	62 27.19%e fgh	96 26.47%e fgh	64 18.96%g	66 17.99%g	33 10.30%	75 15.24%g	330 18.63%	369 19.14%	27 14.92%	21 21.37%	18 30.82%i klnpqtuv	11 12.26%	56 24.03%k nv	37 21.40%	29 16.03%	36 23.66%n v	32 16.17%	50 18.11%	54 18.71%	25 13.71%	104 21.05%	129 17.27%	97 18.27%	396 71.36%BCD	- -	- -	- -	124 25.27%FG HJ	133 19.35%J	75 16.27%J	53 15.56%J	4 16.79%	5 5.61%
C1	609 28.87%	279 27.11%	327 30.46%	72 31.54%	110 30.46%f	123 36.55%f gh	87 23.58%	89 27.49%	128 26.07%	492 27.81%	542 28.08%	67 37.34%i jopqsu	33 33.50%	16 27.17%	27 31.27%	54 23.21%	56 31.82%	44 24.10%	39 25.72%	49 24.81%	96 34.33%o qsu	74 25.93%	54 29.90%	137 27.66%	224 30.03%	131 24.83%	- -	609 100.00%ACD	- -	- -	152 30.82%	192 27.78%	128 27.76%	108 31.56%	7 28.66%	19 20.92%
C2	442 20.95%	225 21.85%	217 20.21%	24 10.61%	68 18.68%c	61 18.04%c	80 21.83%c	87 26.89%cd de	122 24.86%c de	388 21.89%k	415 21.54%k	26 14.63%	20 20.35%	8 12.88%	19 21.43%	52 22.22%	34 19.55%	52 28.63%k mtuv	35 23.08%	54 27.47%k muv	56 19.98%	55 19.15%	32 17.46%	105 21.14%	142 19.05%	141 26.61%wx	- -	- -	442 100.00%ABD	- -	94 19.00%	167 24.19%EH	99 21.29%	59 17.22%	1 4.39%	22 24.56%
D	247 11.71%	120 11.66%	126 11.73%	21 9.09%	35 9.60%	47 13.85%h	49 13.39%h	56 17.44%cd h	39 8.01%	214 12.06%m	225 11.67%	22 12.10%m	10 10.43%	1 1.94%	9 10.94%m	26 11.27%m	19 11.05%m	20 11.25%m	20 13.30%m t	24 12.23%m	19 6.82%	41 14.42%m t	34 18.53%m t	55 11.13%	94 12.58%	65 12.20%	- -	- -	- -	247 49.07%ABC	33 6.76%	90 13.00%E	75 16.14%E	39 11.42%E	3 12.48%	6 7.03%
E	256 12.15%	97 9.40%	158 14.72%a	15 6.51%	15 4.22%	17 4.92%	68 18.62%c de	47 14.59%c de	94 19.11%c de	210 11.84%	228 11.81%	28 15.83%l	9 9.12%	9 15.38%	9 10.26%	26 11.14%	22 12.61%	27 14.70%l	14 9.44%	26 13.35%	21 7.49%	38 13.20%l	27 14.80%l	57 11.51%	86 11.46%	67 12.69%	- -	- -	- -	256 50.93%ABC	30 6.11%	72 10.39%E	59 12.77%E	57 16.59%EF	- -	36 40.07%EFGH
NET: AB	555 26.32%	308 29.97%b	246 22.88%	96 42.26%e fgh	134 37.04%e fgh	89 26.64%g	83 22.57%g	44 13.59%	108 21.95%g	467 26.39%	519 26.90%	36 20.10%	26 26.60%	25 42.63%i klmpqsu v	23 26.10%	75 32.16%k qsv	44 24.97%	39 21.32%	43 28.45%	43 22.13%	87 31.38%k qsv	78 27.30%	35 19.31%	141 28.56%	201 26.88%	125 23.67%	555 100.00%BCD	- -	- -	- -	184 37.31%FG HJ	170 24.64%J	102 22.04%J	79 23.20%J	13 54.47%	7 7.44%
NET: ABC1	1163 55.19%	587 57.09%	573 53.34%	168 73.80%e fgh	245 67.50%f gh	212 63.18%f gh	169 46.15%	132 41.08%	237 48.02%	960 54.20%	1061 54.98%	103 57.44%q	60 60.10%q s	41 69.80%i qrsuw	50 57.37%	130 55.37%	99 56.79%q	82 45.42%	82 54.17%	92 46.94%	183 65.70%o qrsuv	153 53.23%	89 49.21%	279 56.22%y	425 56.91%y	257 48.50%	555 100.00% CD	509 100.00%CD	- -	- -	336 68.14%FG HJ	361 52.42%J	230 49.80%J	187 54.77%J	19 83.13%	25 28.35%
NET: C2DE	945 44.81%	441 42.91%	501 46.66%	60 26.20%	118 32.50%	124 36.82%c	198 53.85%c de	190 58.92%c de	256 51.98%c de	811 45.80%m	868 45.02%	76 42.56%	40 39.90%	18 30.20%	37 42.63%	104 44.63%l	76 43.21%	99 54.58%k lmpt	70 45.83%m t	104 53.06%l mt	95 34.30%	134 46.77%m t	92 50.79%m t	217 43.78%	322 43.09%	273 51.50%wx	- -	- -	442 100.00% AB	503 100.00%AB	157 31.86%	328 47.58%E	232 50.20%E	154 45.23%E	4 16.87%	64 71.65%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 233
Social Grade
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-em Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: DE	503 23.86%	216 21.06%	284 26.45%a	36 15.80%	50 13.82%	63 18.77%	118 32.02%cde	103 32.03%cde	134 27.12%cde	423 23.90%	453 23.48%	50 27.93%l	19 19.55%	10 17.32%	18 21.20%	52 22.41%l	41 23.66%l	47 25.95%l	35 22.74%l	50 25.58%l	40 14.31%	79 27.62%l	60 33.33%lmort	112 22.64%	179 24.04%	132 24.89%	- -	- -	- -	503 100.00%ABC	63 12.87%	161 23.39%E	134 28.91%EF	96 28.01%E	3 12.48%	42 47.09%EFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 234
Social Grade
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Rented (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
A	159 7.54%	99 9.86%bd e	13 5.56%e	12 5.14%	- -	2 1.20%	29 8.62%de	4 4.21%	118 8.26%	54 6.48%	64 10.75%ul	40 6.12%	9 3.42%	12 8.23%	19 7.62%	1 3.85%	12 2.83%	30 4.63%	96 12.27%rs	131 7.73%	28 6.75%	23 4.14%	135 8.86%w	3 5.14%	4 2.13%	6 2.79%	11 4.13%	6 3.07%	13 7.28%lB	10 5.87%	12 7.27%lB	74 16.50%ABCDE FGH	- -	- -	36 3.62%	72 9.46%L M	41 14.99%L	8 18.32%	131 8.18%	27 5.53%	131 7.62%	27 7.79%
B	396 18.78%	235 23.38%b cde	37 15.26%e	31 13.72%e	8 10.16%	7 4.88%	66 19.36%e	13 15.26%e	305 21.32%k	144 17.32%	161 26.91%l lmn	85 13.08%	26 10.49%	19 13.52%	39 15.41%	6 20.48%	34 7.65%	98 15.38%l	228 29.16%r s	316 18.64%	80 19.35%	67 12.23%	318 20.85%w	3 4.87%	14 7.50%	17 8.60%	33 13.00%	28 13.25%	37 21.53%A BCDE	28 17.16%A BC	37 21.84%A BCDE	163 36.33%ABCDE FGH	- -	- -	86 8.74%	205 26.76%L	89 32.53%L	12 28.01%	323 20.20%Q R	73 15.14%	327 19.07%Q	66 19.36%Q
C1	609 28.87%	318 31.69%d eg	76 31.54%d eg	60 26.23%d eg	9 11.67%	12 9.13%	124 36.49%c deg	10 11.19%	422 29.53%	236 28.33%	186 31.21%l	177 27.28%	51 20.20%	33 23.73%	92 36.28%l lm	10 31.66%	93 21.04%	206 32.17%r	236 30.07%r	493 29.10%	116 27.92%	127 23.38%	469 30.78%w	15 25.17%lB	22 12.13%	56 28.02%lB	89 34.53%lB	60 28.30%lB	57 33.39%lB	55 32.97%lB	51 30.29%lB	130 28.92%lB	1 8.74%	3 29.99%	230 23.21%	267 34.85%L	85 31.07%L	19 45.01%	474 29.61%	127 26.42%	504 29.42%	86 25.27%
C2	442 20.95%	229 22.82%c d	62 25.55%cd	23 9.89%	4 5.62%	25 18.71%c d	84 24.92%c d	14 16.73%	330 23.10%k m	207 24.85%l m	123 20.67%lm	106 16.45%	39 15.56%	17 12.36%	50 19.61%lm	5 15.69%	63 14.35%	159 24.89%r	162 20.74%r	354 20.88%	88 21.22%	93 17.06%	344 22.52%w	8 12.88%	23 12.83%	32 16.18%	47 18.37%	72 34.16%A BCDFI	40 23.25%lB I	47 28.01%A BCDI	51 30.33%A BCDI	65 14.47%	3 23.73%	3 37.14%	292 29.56%M N	108 14.15%	32 11.62%	1 3.24%	316 19.74%	119 24.76%P R	348 20.30%	79 23.24%
D	247 11.71%	120 11.94%c e	51 20.97%ac def	11 5.01%	7 9.47%	5 3.92%	33 9.72%	19 22.45%a cef	148 10.36%	92 11.03%	56 9.43%	95 14.69%h	38 15.11%	24 17.02% j	33 12.98%	4 11.47%	61 13.90%l	106 16.53%l	56 7.19%	204 12.05%	43 10.30%	68 12.44%	178 11.69%	3 5.68%	22 11.98%l	36 18.07%A HI	47 18.17%A HI	38 17.88%A HI	21 12.42%l	22 13.32%l	17 10.26%l	17 3.79%	2 12.50%	1 12.89%	168 16.95%MN	61 7.94%	13 4.79%	2 5.42%	162 10.16%	79 16.29%P RS	197 11.49%P	40 11.70%
E	256 12.15%	3 0.28%	3 1.13%	91 40.01%a bf	48 63.07%a bcfg	83 62.16%ab cfg	3 0.89%	26 30.15%ab f	106 7.42%	100 12.00%j	6 1.04%	145 22.38%h	89 35.22%j jno	35 25.14%j n	21 8.10%j	5 16.85%j	177 40.23%st	41 6.40%t	4 0.57%	196 11.59%	60 14.46%	168 30.75%x	81 5.30%	27 46.26%C DEFGHI	98 53.43%C DEFGHI	52 26.33%D EFGHI	30 11.80%EF GHI	7 3.33%HI	4 2.13%l	4 2.67%HI	- -	- -	8 55.03%	2 19.99%	177 17.93%MN	52 6.84%	14 5.00%	- -	194 12.11%	57 11.86%	208 12.10%	43 12.65%
NET: AB	555 26.32%	334 33.27%b cdeg	50 20.81%e	43 18.86%e	8 10.16%	8 6.08%	95 27.98%b cde	17 19.47%e	423 29.59%k	198 23.80%l	225 37.66%l lmn	124 19.20%	35 13.91%	31 21.75%	59 23.03%l	7 24.33%	46 10.48%	128 20.01%r	325 41.43%r s	447 26.37%	108 26.10%	89 16.37%	453 29.71%w	6 10.00%	18 9.64%	23 11.39%	44 17.13%lB	34 16.32%	50 29.81%A BCDE	38 23.03%A BC	49 29.12%A BCDE	237 52.82%ABCDE FGH	- -	- -	122 12.35%	278 36.22%L M	130 47.51%L M	19 46.33%	454 28.38%Q R	99 20.67%	458 26.69%Q	93 27.15%Q
NET: ABC1	1163 55.19%	653 64.96%b cdeg	127 52.35%d eg	103 45.08%d eg	17 21.83%	20 15.21%	218 64.46%b cdeg	26 30.67%e	845 59.12%k	434 52.12%l	411 68.86%l lmn	301 46.48%	86 34.11%	64 45.48%l lm	151 59.31%l lm	17 55.99%l	139 31.52%	334 52.18%r	560 71.50%r s	939 55.48%	224 54.02%	217 39.75%	923 60.49%w	21 35.17%	40 21.76%	78 39.42%lB	133 51.66%A BC	94 44.62%lB	107 62.20%A BCDE	93 56.00%A BCE	100 59.40%A BCE	367 81.74%AB CDEFGH	1 8.74%	3 29.99%	352 35.56%	545 71.07%L M	215 78.59%L M	38 91.34%	928 57.99%Q R	226 47.09%	962 56.11%Q	179 52.42%Q
NET: C2DE	945 44.81%	352 35.04%	115 47.69%a f	125 54.92%a f	59 78.17%a bcf	113 84.79%a bcfg	120 35.54%	60 69.33%a bcf	585 40.88%	399 47.88%j n	186 31.14%	346 53.52%h	166 65.89%l jmno	77 54.52%j n	103 40.69%j	14 44.01%	302 68.48%s t	306 47.82%t	223 28.50%	754 44.52%	191 45.98%	329 60.25%x	603 39.51%	38 64.83%D FGHI	143 78.24%C DEFGHI	120 60.58%D FGHI	124 48.34%F I	117 55.38%F GHI	65 37.80%l	73 44.00%l	68 40.60%l	82 18.26%	13 91.26%	6 70.01%	637 64.44%M N	222 28.93%N	59 21.41%	4 8.66%	672 42.01%	254 52.91%P RS	752 43.89%P	163 47.58%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 234
Social Grade
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: DE	503 23.86%	123 12.22%	54 22.10%a f	102 45.02%a bf	55 72.54%a bcfg	88 66.08%a bcf	36 10.62%	45 52.60%a bf	254 17.76%	192 23.03%j	63 10.47%	240 37.07%h	127 50.33%hj jno	59 42.15%hj jn	54 21.08%j	9 28.32%j	238 54.10%a t	147 22.93%t	61 7.76%	400 23.64%	103 24.76%	236 43.19%x	259 16.99%	30 51.99%D EFGHI	120 65.41%C DEFGHI	88 44.40%D EFGHI	77 29.97%E FGHI	45 21.21%H I	25 14.55%I	27 15.99%I	17 10.26%I	17 3.79%	9 67.53%	3 32.87%	345 34.88%M N	113 14.78%N	27 9.79%	2 5.42%	356 22.27%	135 28.15%P R	404 23.59%P	83 24.34%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 235
GO Region
Base: All respondents

	Total	Gender		Age						Region												Region Summary			Social Grade				Property type					
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette o or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Scotland	179 8.50%	85 8.24%	94 8.80%	20 8.77%	24 6.55%	22 6.61%	39 10.67%	24 7.41%	50 10.20%	- -	- -	179 100.00%ijlmn opqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	36 6.49%	67 10.99%AC	26 5.93%	50 9.95%C	44 8.94%	49 7.04%	27 5.76%	48 14.07%EFG	2 8.03%	5 5.72%
North East	86 4.10%	43 4.20%	43 4.03%	14 6.25%g	17 4.58%	10 2.95%	13 3.49%	7 2.27%	26 5.19%g	86 4.88%kl	86 4.48%k	-	-	-	86 100.00%klmop qrstuv	-	-	-	-	-	-	-	-	86 17.45%xy	-	-	23 4.07%	27 4.44%	19 4.19%	18 3.64%	13 2.68%	38 5.53%E	15 3.19%	14 4.01%	4 18.34%	2 2.77%
North West	234 11.10%	121 11.73%	113 10.56%	27 11.81%	40 11.16%	39 11.74%	38 10.38%	37 11.37%	52 10.65%	234 13.21%lk lm	234 12.13%k	-	-	-	-	234 100.00%klmnp qrstuv	-	-	-	-	-	-	-	234 47.23%xy	-	-	75 13.56%lB	54 8.93%	52 11.77%	52 10.43%	42 8.51%	85 12.37%EH	72 15.53%EH	25 7.34%	1 6.43%	8 9.47%
Yorkshire & Humberside	175 8.30%	91 8.81%	84 7.86%	24 10.39%	36 9.85%	25 7.52%	36 9.88%	21 6.55%	33 6.69%	175 9.88%kl m	175 9.07%k	-	-	-	-	-	175 100.00%klmno qrstuv	-	-	-	-	-	-	175 35.32%xy	-	-	44 7.87%	56 9.15%	34 7.74%	41 8.23%	35 7.01%	70 10.13%	36 7.74%	23 6.82%	1 3.21%	10 10.91%
West Midlands	181 8.60%	90 8.72%	89 8.27%	16 6.81%	34 9.38%	28 8.23%	37 10.00%	27 8.43%	40 8.17%	181 10.24%kl m	181 9.40%k	-	-	-	-	-	-	181 100.00%klmno prstuv	-	-	-	-	-	-	-	181 34.26%wx	39 6.97%	44 7.18%	52 11.75%AB	47 9.35%	37 7.55%	77 11.22%EH	40 8.54%H	15 4.36%	1 4.36%	11 12.78%H
East Midlands	152 7.20%	70 6.81%	81 7.52%	10 4.46%	26 7.19%	28 8.23%	24 6.57%	30 9.32%	34 6.86%	152 8.57%kl m	152 7.87%k	-	-	-	-	-	-	-	152 100.00%klmno pqstuv	-	-	-	-	-	-	152 28.69%wx	43 7.78%	39 6.41%	35 7.93%	35 6.86%	42 8.53%H	57 8.22%H	31 6.61%	13 3.69%	- -	8 9.25%
Wales	99 4.70%	44 4.30%	55 5.11%	4 1.85%	23 6.38%ce	9 2.81%	16 4.26%	22 6.82%ce	25 5.02%	- -	99 5.14%k	-	99 100.00%klmno pqrstuv	-	-	-	-	-	-	-	-	-	-	-	-	-	26 4.75%	33 5.45%	20 4.56%	19 3.85%	40 8.06%FH	24 3.46%	25 5.50%H	4 1.27%	2 9.28%	4 4.09%
Eastern	196 9.30%	88 8.53%	108 10.10%	18 7.97%	22 6.05%	28 8.30%	49 13.36%de g	27 8.32%	52 10.60%d	196 11.07%k lm	196 10.16%k	-	-	-	-	-	-	-	-	196 100.00%klmno pqrtuv	-	-	-	-	-	196 37.05%wx	43 7.82%	49 7.99%	54 12.20%AB	50 9.97%	63 12.69%H	65 9.35%H	46 9.85%H	12 3.41%	- -	11 12.02%H
London	278 13.20%	151 14.70%	127 11.84%	61 26.62%d efgh	50 13.90%f	48 14.14%f	25 6.93%	36 11.31%	58 11.73%f	278 15.71%k lm	278 14.43%k	-	-	-	-	-	-	-	-	-	278 100.00%klmno pqrsuv	-	-	-	278 37.29%wy	-	87 15.74%D	96 15.69%D	56 12.59%D	40 7.92%	34 6.89%	65 9.48%	60 12.95%E	106 31.04%EFGJ	5 21.03%	7 7.91%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 235
GO Region
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
South East	287 13.60%	133 12.98%	152 14.18%	24 10.33%	52 14.39%	41 12.22%	52 14.21%	47 14.66%	71 14.32%	287 16.19%k lm	287 14.86%k	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	287 100.00%klmno pqrstv	- -	- -	287 38.42%wy	- -	78 14.11%	74 12.21%	55 12.43%	79 15.74%	62 12.69%	87 12.55%	77 16.63%	47 13.77%	5 20.70%	9 10.02%
South West	181 8.60%	82 8.01%	97 9.08%	9 3.96%	34 9.48%c h	44 13.16%cf	28 7.76%	28 8.69%	37 7.56%	181 10.24%kl m	181 9.40%k	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	181 100.00%klmno pqrstu	-	181 24.29%wy	-	35 6.31%	54 8.91%	32 7.17%	60 12.01%AC	49 9.85%	59 8.60%	30 6.39%	30 8.78%	2 8.60%	12 13.41%G
Northern Ireland	59 2.80%	31 2.98%	28 2.65%	2 0.79%	4 1.09%	14 4.07%cd	9 2.49%	16 4.85%cd	15 3.01%	- -	59 3.06%k	- -	- -	59 100.00%klmno pqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	-	25 4.54%CD	16 2.63%	8 1.72%	10 2.03%	32 6.59%FGH	14 2.05%	6 1.31%	5 1.44%	- -	1 1.66%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 236
GO Region
Base: All respondents

	Total	Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Rented (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Scotland	179 8.50%	75 7.45%	24 9.89%	20 9.00%	9 12.17%	11 8.47%	31 9.28%	8 9.36%	106 7.39%	52 6.27%	53 8.94%	70 10.76%hn	39 15.50%ij	11 7.90%	19 7.64%	4 12.76%	48 10.87%l	55 8.66%	52 6.70%	129 7.63%	50 12.05%u	58 10.72%x	116 7.63%	8 12.90%	22 12.18%H	18 9.08%	19 7.44%	24 11.25%H	13 7.31%	11 6.41%	9 5.20%	33 7.37%	- -	- -	92 9.33%	60 7.83%	23 8.27%	3 8.24%	141 8.80%	36 7.52%	148 8.63%	28 8.06%
North East	86 4.10%	43 4.30%	9 3.67%	9 3.89%	4 5.50%	6 4.29%	16 4.62%	- -	56 3.88%	37 4.47%	18 3.06%	31 4.78%	15 5.94%	8 5.76%	8 3.09%	- -	20 4.48%	29 4.56%	29 3.77%	79 4.66%v	8 1.83%	30 5.55%	54 3.54%	5 9.25%FI	8 4.39%	6 3.15%	13 5.26%I	11 5.38%I	4 2.52%	9 5.20%	11 6.45%I	10 2.24%	2 16.74%	- -	38 3.80%	27 3.47%	13 4.84%	4 10.56%	63 3.92%	23 4.81%	73 4.23%	12 3.54%
North West	234 11.10%	109 10.83%	22 9.06%	29 12.68%	8 10.90%	15 11.29%	36 10.67%	15 17.42%	160 11.17%	87 10.46%	73 12.16%n	72 11.20%	28 10.95%	25 17.90%ij n	20 7.72%	2 5.68%	47 10.74%	84 13.12%	79 10.08%	209 12.33%v	25 6.10%	62 11.35%	170 11.17%	7 12.23%	18 10.10%	22 10.90%	28 10.78%	29 13.84%	27 15.71%	19 11.49%	15 9.15%	45 9.91%	1 4.39%	- -	117 11.88%	84 11.02%	26 9.43%	5 12.15%	180 11.27%	52 10.93%	188 10.99%	40 11.79%
Yorkshire & Humberside	175 8.30%	92 9.12%	16 6.74%	19 8.16%	7 9.14%	10 7.60%	24 6.99%	8 8.98%	128 8.94%	76 9.15%	52 8.65%	44 6.78%	16 6.34%	9 6.03%	19 7.64%	3 10.43%	34 7.61%	48 7.43%	76 9.75%	147 8.66%	28 6.83%	47 8.58%	127 8.31%	7 12.23%F	15 8.42%	11 5.51%	25 9.57%F	16 7.56%	7 4.08%	20 12.14%CF	14 8.60%	42 9.29%F	1 5.13%	- -	79 7.98%	67 8.71%	26 9.66%	2 5.07%	129 8.08%	44 9.10%	139 8.14%	30 8.91%
West Midlands	181 8.60%	83 8.30%	23 9.51%	27 11.99%	3 4.11%	12 9.11%	24 7.21%	8 9.20%	127 8.86%	80 9.60%	47 7.82%	53 8.14%	22 8.63%	10 7.43%	20 8.04%	2 6.36%	45 10.18%	58 9.14%	58 7.43%	151 8.93%	30 7.25%	46 8.43%	133 8.75%	3 5.41%	24 13.15%EI	18 8.86%	28 10.87%EI	11 5.17%	20 11.42%EI	16 9.69%	18 10.72%I	24 5.37%	4 26.37%	1 14.67%	99 10.00%N	56 7.26%	11 4.08%	7 15.88%	119 7.43%	60 12.39%PR	143 8.35%P	36 10.40%
East Midlands	152 7.20%	73 7.26%	21 8.77%	12 5.29%	4 4.68%	8 5.68%	27 7.97%	7 8.67%	115 8.02%	60 7.16%m	55 9.23%m	36 5.51%	14 5.43%	3 2.38%	19 7.33%m	1 4.33%	30 6.88%	51 7.98%	53 6.72%	108 6.40%	43 10.48%u	47 8.53%	103 6.78%	4 6.76%	10 5.30%	17 8.36%	20 7.72%	16 7.44%	16 9.01%	17 10.36%H	6 3.87%	29 6.44%	- -	- -	79 7.97%	57 7.42%	14 5.21%	1 2.27%	107 6.67%	42 8.82%	118 6.88%	28 8.05%
Wales	99 4.70%	36 3.62%	10 4.31%	15 6.80%	1 1.91%	5 3.72%	25 7.47%a	5 5.96%	70 4.90%	44 5.26%	26 4.40%	27 4.16%	10 3.85%	5 3.36%	12 4.91%	2 6.65%	16 3.67%	45 7.04%ft	29 3.75%	60 3.55%	39 9.39%u	33 6.10%	66 4.32%	2 3.00%	7 3.75%	8 3.79%	23 8.85%CI	11 5.31%	11 6.47%	9 5.30%	6 3.75%	14 3.17%	- -	1 7.04%	34 3.44%	42 5.53%L	18 6.46%L	4 10.33%	70 4.35%	27 5.61%	77 4.50%	17 5.05%
Eastern	196 9.30%	92 9.16%	25 10.21%	14 6.36%	10 13.20%	18 13.29%c	32 9.59%	5 5.41%	143 10.00%	86 10.32%n	57 9.54%n	48 7.48%	26 10.22%	9 6.41%	14 5.36%	5 15.27%n	41 9.23%	65 10.13%	65 8.27%	143 8.45%	53 12.76%u	50 9.11%	140 9.18%	5 8.35%	14 7.73%	22 10.87%	20 7.70%	29 13.61%I	16 9.47%	12 7.11%	20 11.90%	33 7.34%	1 8.26%	2 21.66%	117 11.78%MN	65 8.55%N	11 4.03%	- -	150 9.39%	40 8.32%	159 9.28%	30 8.70%
London	278 13.20%	162 16.17%fg	31 12.93%fg	26 11.54%g	12 15.61%g	18 13.67%g	27 8.09%g	1 1.03%	161 11.26%	94 11.31%	67 11.19%	113 17.44%h	34 13.65%	24 16.88%ij	55 21.52%ij	4 14.19%	56 12.80%s	55 8.61%	132 16.90%s	273 16.13%v	5 1.26%	37 6.79%	234 15.32%w	7 12.24%	27 14.72%DE	22 11.21%	15 5.86%	16 7.77%	24 13.72%D	20 12.26%DE	25 14.71%DE	87 19.44%CDEG	3 23.58%	1 13.60%	99 9.97%	109 14.19%LM	56 20.33%LM	8 18.88%	230 14.39%QR	44 9.18%	227 13.25%Q	45 13.22%Q
South East	287 13.60%	129 12.86%	36 14.68%	29 12.93%	10 13.13%	19 14.64%	46 13.56%	17 19.94%	185 12.94%	103 12.37%	82 13.73%	98 15.16%	30 12.03%	25 17.78%	43 16.82%	4 11.54%	53 12.08%	84 13.08%	112 14.36%	220 12.98%	67 16.14%	71 12.98%	211 13.81%	8 13.09%	19 10.23%	27 13.49%	35 13.76%	26 12.53%	22 12.74%	13 8.01%	20 11.67%	80 17.71%BG	1 5.24%	1 12.89%	136 13.77%	111 14.53%	33 11.90%	4 9.54%	226 14.11%	61 12.69%	245 14.31%	38 11.05%
South West	181 8.60%	81 8.07%	22 8.92%	18 7.74%	7 8.59%	9 6.68%	39 11.40%	7 8.16%	134 9.37%	81 9.68%	53 8.95%	44 6.82%	15 5.96%	12 8.17%	18 6.92%	3 10.22%	38 8.52%	52 8.20%	69 8.82%	134 7.91%	47 11.41%u	45 8.24%	133 8.70%	3 4.54%	12 6.43%	23 11.61%	23 8.88%	19 9.16%	10 6.00%	18 10.85%	12 7.45%	39 8.59%	1 10.29%	2 22.84%	78 7.93%	62 8.12%	32 11.67%	3 7.09%	136 8.52%	41 8.55%	149 8.71%	28 8.08%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 236
GO Region
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Northern Ireland	59 2.80%	29 2.89%	3 1.31%	8 3.62%	1 1.04%	2 1.56%	11 3.16%	5 5.88%b	47 3.27%	33 3.96%m	14 2.33%m	11 1.76%	4 1.49% G	-	8 3.01%m	1 2.57%m	13 2.93%	13 2.06%	27 3.45%	40 2.38%	19 4.51%u	20 3.63%	38 2.51%	- -	7 3.61%	6 3.16%	8 3.30%	2 0.97%	3 1.54%	2 1.18%	11 6.53%EF	14 3.14%	- -	1 7.30%	21 2.15%	26 3.37%	11 4.13%	- -	49 3.06%	10 2.09%	47 2.73%	11 3.17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 237

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-em Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Yes	1205 57.19%	602 58.58%	602 56.10%	160 69.95%f gh	256 70.58%e fgh	210 62.49%f gh	177 48.10%	160 49.79%	243 49.41%	1031 58.23%	1114 57.75%	92 51.11%	50 50.63%	33 55.19%	50 57.67%	133 56.78%	108 61.94%s	96 53.00%	78 51.17%	96 48.80%	201 72.32%k lmnopqr suv	169 58.93%s	101 55.44%	291 58.76%y	471 63.07%y	269 50.92%	400 72.08%B CD	357 58.68%D	258 58.40%D	191 37.88%	304 61.81%GJ	391 56.76%J	245 52.97%J	215 63.01%G J	13 55.93%	34 38.71%
No	903 42.81%	426 41.42%	471 43.90%	69 30.05%	107 29.42%	126 37.51%d	191 51.90%c de	162 50.21%c de	249 50.59%c de	740 41.77%	815 42.25%	88 48.89%t	49 49.37%t	26 44.81%t	37 42.33%t	101 43.22%t	67 38.06%t	85 47.00%t	74 48.83%t	100 51.20%tu	77 27.68%	118 41.07%t	81 44.56%t	204 41.24%	276 36.93%	260 49.08%w x	155 27.92%	251 41.32%A	184 41.60%A C	312 62.12%AB	188 38.19%	298 43.24%	218 47.03%EH	126 36.99%	10 44.07%	54 61.29%EFGH

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 238

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Yes	1205 57.19%	682 67.88%b cdefg	137 56.45%c deg	100 43.83%	23 30.56%	57 42.97%	175 51.73%d g	32 36.62%	868 60.68%k	441 53.01%l	426 71.37%l lmno	324 50.01%	105 41.60%	68 48.49%	150 59.19%l m	14 45.87%	156 35.53%	342 53.50%r s	578 73.78%r	1015 59.97%v	190 45.81%	210 38.56%	975 63.95%w	16 26.95%	60 32.88%	81 40.48%	129 50.21%A B	112 53.19%A BC	101 58.83%A BC	102 61.16%A BCD	116 69.20%A BCDE	360 80.15%A BCDEFGH	3 18.31%	3 37.51%	477 48.26%	493 64.41%L M	195 71.37%L	27 64.98%	922 57.62%	274 57.12%	990 57.73%	194 56.61%
No	903 42.81%	323 32.12%	105 43.55%a b	128 56.17%a bf	53 69.44%a b	76 57.03%a	163 48.27%a bf	55 63.38%a bf	562 39.32%	391 46.99%j	171 28.63%	324 49.99%h jn	147 58.40%l n	73 51.51%j	104 40.81%j	17 54.13%j	284 64.47%s t	297 46.50%t	205 26.22%	678 40.03%	225 54.19%u	335 61.44%x	550 36.05%	43 73.05%D EFGHI	123 67.12%D EFGHI	118 59.52%E FGHI	128 49.79%G HI	99 46.85%H I	71 41.17%I	64 38.84%I	52 30.80%I	89 19.85%	11 81.69%	5 62.49%	512 51.74%M N	273 35.59%N	78 28.63%	15 35.02%	678 42.38%	206 42.88%	725 42.27%	148 43.39%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 239
Tenure
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Homeowners	1430 67.84%	723 70.28%ub	704 65.57%	101 44.31%	205 56.46%c	228 67.86%c d	244 66.51%c d	244 75.84%c def	408 82.86%c defg	1208 68.19%k	1324 68.66%k	106 58.96%	70 70.74%t	47 79.32%k tu	56 64.22%	160 68.29%t	128 73.07%k t	127 69.86%k t	115 75.61%k tu	143 72.92%k t	161 57.86%	185 64.53%	134 73.93%k t	343 69.27%	480 64.33%	384 72.64%k	423 76.26%LB D	422 69.39%D	330 74.80%D	254 50.57%	449 91.10%FG HJ	514 74.50%GH J	294 63.61%H	120 35.07%	5 19.91%	47 52.35%H
Owned outright - without mortgage	833 39.50%	426 41.40%	405 37.68%	51 22.25%d	52 14.34%	57 16.88%	103 27.99%d e	186 57.80%c def	384 78.06%c defg	704 39.74%k	780 40.46%k	52 29.16%	44 44.20%k	33 55.77%k lortu	37 43.06%k	87 37.24%	76 43.53%k t	80 44.09%k t	60 39.29% t	86 43.84%k t	94 33.84%	103 35.92%	81 44.45%k t	201 40.48%	278 37.22%	225 42.62%	198 35.71%	236 38.76%	207 46.84%A BD	192 38.13%	295 59.96%FG H	266 38.63%H	160 34.51%H	61 17.99% t	5 19.91%	43 48.22%GH
Owned with a mortgage or loan	597 28.34%	297 28.88%	299 27.89%	50 22.06%h	153 42.12%c gh	171 50.98%c dfgh	141 38.52%c gh	58 18.04%h	24 4.80%	504 28.45%	544 28.20%	53 29.80%	26 26.54%	14 23.55%	18 21.16%	73 31.05%	52 29.54%	47 25.78%	55 36.32%n qt	57 29.08%	67 24.02%	82 28.61%	53 29.48%	143 28.79%	202 27.11%	159 30.02%	225 40.54%LB CD	186 30.63%D	123 27.95%D	63 12.44%	153 31.14%HJ	247 35.87%GH J	135 29.10%HJ	58 17.08%J	- -	4 4.13%
NET: Renters	647 30.70%	290 28.21%	354 33.01%a	112 49.25%e fgh	148 40.84%e fgh	107 31.75%g h	120 32.77%g h	77 23.82%h	83 16.90%	539 30.45%	578 29.95%	70 38.85%i jmprsv	27 27.20%	11 19.34%	31 35.78%m	72 30.97%	44 25.10%	53 29.06%	36 23.52%	48 24.69%	113 40.58%l mopqrsv	98 34.23%m prsv	44 24.34%	147 29.74%	255 34.20%y	137 25.85%	124 22.40%	177 29.01%A	106 24.11%	240 47.70%ABC	36 7.33%	169 24.45%E	159 34.38%EF	218 63.88%E FGJ	18 80.09%	42 46.98%EFG
NET: Rent from Council/ Housing Association	393 18.65%	173 16.79%	218 20.28%	58 25.34%g h	70 19.19%h	62 18.53%h	88 23.93%g h	52 16.09%	64 12.98%	335 18.34%m	343 17.78%	50 28.03%i jlmpqrs uv	14 14.59%	4 6.38%	23 26.71%m prv	53 22.58%m pr	25 14.01%	32 17.79%m	17 11.24%	35 17.75%m	58 20.93%m r	55 19.33%m r	27 14.64%	100 20.28%	140 18.79%	84 15.89%	66 11.85%	84 13.87%	57 12.83%	186 37.05%ABC	16 3.31%	105 15.18%E	105 22.60%EF	119 34.86%E FG	9 41.18%	35 39.41%EFG
Rented from the council	252 11.96%	107 10.45%	142 13.22%	26 11.33%	45 12.53%	45 13.49%h	62 16.98%gh	32 9.83%	42 8.45%	200 11.27%	213 11.05%	39 21.81%ijl lmopqrst uv	10 9.81%	4 6.38%	15 17.32%v	28 11.80%	16 9.14%	22 12.00%	14 9.03%	26 13.14%	34 12.38%	30 10.58%	15 8.29%	59 11.83%	80 10.69%	61 11.57%	35 6.32%	51 8.37%	39 8.88%	127 25.24%ABC	12 2.48%	69 9.96%E	76 16.38%EF	64 18.82%EF	- -	28 31.67%EFGH
Rented from a housing association	141 6.69%	65 6.34%	76 7.06%	32 14.01%de fgh	24 6.66%	17 5.04%	26 6.95%	20 6.26%	22 4.53%	125 7.07%m	130 6.73%	11 6.22%	5 4.78%	- -	8 9.39%m r	25 10.79%mp rs	9 4.86%	10 5.78%	3 2.21%	9 4.61%	24 8.55%mr	25 8.75%mr	12 6.35%	42 8.45%y	60 8.09%y	23 4.32%	31 5.53%	33 5.50%	17 3.95%	59 11.82%ABC	4 0.82%	36 5.22%E	29 6.22%E	55 16.05%E FG	9 41.18%	7 7.74%E
Rented from someone else	254 12.05%	117 11.42%	137 12.73%	55 23.91%e fgh	78 21.65%e fgh	44 13.22%gh	32 8.84%h	25 7.73%h	19 3.92%	215 12.12%	235 12.17%	19 10.83%	12 12.60%	8 12.97%	8 9.07%	20 8.38%	19 11.09%	20 11.27%	19 12.28%	14 6.94%	55 19.65%k nopqv	43 14.91%os	18 9.70%	47 9.46%	115 15.41%wy	53 9.96%	59 10.55%	92 15.15%A D	50 11.28%	54 10.65%	20 4.02%	64 9.27%E	55 11.78%E	99 29.02%E FGJ	9 38.91%	7 7.57%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 239
Tenure
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Rent free	31 1.46%	15 1.51%	15 1.42%	15 6.44%efgh	10 2.70%egh	1 0.39%	3 0.73%	1 0.34%	1 0.24%	24 1.35%	27 1.39%	4 2.19%	2 2.06%	1 1.34%	- -	2 0.74%	3 1.83%	2 1.08%	1 0.88%	5 2.39%	4 1.57%	4 1.24%	3 1.73%	5 1.00%	11 1.48%	8 1.51%	7 1.35%	10 1.65%	5 1.09%	9 1.73%	8 1.57%	7 1.05%	9 2.02%	4 1.05%	- -	1 0.67%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 240
Tenure
Base: All respondents

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Homeowners	1430 67.84%	700 69.72%c d	172 70.92%c d	80 35.17%	29 38.31%	90 67.89%c d	305 90.20%a bcdeg	53 61.60% cd	1430 100.00% k	833 100.00% lmno	597 100.00%lmno	-	-	-	-	-	223 50.74%	419 65.56%r s	634 80.92%r s	1113 65.72%	317 76.50%u	311 57.04%	1106 72.51%w	22 38.42%	87 47.33%	114 57.51%A B	152 59.28%A B	144 68.30%A BC	123 71.59%A BCD	127 76.55%A BCD	133 79.08%A BCDE	374 83.22%A BCDEF	4 27.29%	6 64.70%	642 64.88%	556 72.58%L	203 74.28%L	11 27.22%	1086 67.86%	329 68.56%	1182 68.96%	220 64.31%
Owned outright - without mortgage	833 39.50%	255 25.39%	94 38.78%a c	52 22.92%	21 27.60%	87 65.45%a bcdg	290 85.71%a bcdeg	33 38.59%a c	833 58.23% k	833 100.00%jlmno	-	-	-	-	-	-	193 43.82%t	267 41.79%t	266 34.02%	619 36.54%	214 51.57%u	223 40.86%	601 39.37%	20 34.26%	77 41.92%l	96 48.39%l	108 41.98%l	91 43.40%l	68 39.55%l	80 47.90%l	70 42.01%l	116 25.91%	4 27.29%	4 51.10%	415 41.96%	300 39.14%	98 35.99%	5 11.78%	645 40.34%	178 37.10%	693 40.41%	125 36.53%
Owned with a mortgage or loan	597 28.34%	445 44.32%b cdefg	78 32.14%c def	28 12.26%e f	8 10.70%e	3 2.44%	15 4.49%	20 23.02%c ef	597 41.77%k	-	597 100.00%lmno	-	-	-	-	-	30 6.92%	152 23.77%r s	367 46.90%r s	494 29.17%	103 24.93%	88 16.18%	505 33.14%w	2 4.16%	10 5.41%	18 9.12%	44 17.30%A BC	52 24.90%A BC	55 32.04%A BCD	48 28.64%A BCD	62 37.06%A BCDE	258 57.31%ABCDE FGH	- -	1 13.60%	227 22.92%	256 33.45%L	105 38.33%L	6 15.43%	440 27.52%	151 31.46%	489 28.55%	95 27.78%
NET: Renters	647 30.70%	289 28.80%f	67 27.53%f	143 62.76%a befg	41 54.48%a bef	42 31.66%f	33 9.61%	33 37.71%f	-	-	-	647 100.00% h	252 100.00% ijo	141 100.00% ijo	254 100.00%jo	-	208 47.22%s t	215 33.69%t	143 18.25%	555 32.80%v	92 22.13%	228 41.75%x	401 26.30%	32 54.84%E FGHI	93 50.81%E FGHI	83 41.67%E FGHI	103 40.27%E FGHI	64 30.53%H I	48 27.74%I	38 22.67%	33 19.91%	72 16.00%	10 72.71%	2 22.35%	338 34.12%M N	195 25.47%	68 24.74%	30 70.38%	490 30.60%	147 30.67%	513 29.94%	113 33.17%
NET: Rent from Council/ Housing Association	393 18.65%	134 13.30%f	41 17.12%f	106 46.39%a befg	29 38.27%a bf	35 26.52%ab f	23 6.88%	25 28.92%abf	-	-	-	393 60.75% h	252 100.00% ijno	141 100.00%ijno	-	-	149 33.78%s t	131 20.53%t	57 7.31%	331 19.52%	63 15.09%	160 29.42%x	216 14.32%	21 35.08%E FGHI	71 38.85%D EFGHI	57 28.74%E FGHI	71 27.77%E FGHI	33 15.87%G I	27 15.43%GI	14 8.22%	16 9.70%	27 6.08%	9 62.40%	1 15.05%	232 23.46%M N	104 13.61%N	21 7.67%	21 49.21%	292 18.24%	94 19.59%	314 18.31%	67 19.51%
Rented from the council	252 11.96%	82 8.20%f	28 11.57%f	63 27.66%a bf	20 25.90%a bf	26 19.90%ab f	13 3.95%	19 22.46%abf	-	-	-	252 38.96% h	252 100.00%ijmno	-	-	-	94 21.44%s t	89 13.85%t	30 3.85%	209 12.37%	43 10.30%	109 19.95%x	133 8.73%	11 18.91%F GHI	53 29.16%C EFGHI	30 15.09%G HI	53 20.74%EF GHI	20 9.66%I	15 8.72%I	8 4.54%	8 4.93%	14 3.19%	7 48.53%	- -	161 16.24%MN	62 8.15%N	12 4.28%	8 19.81%	191 11.92%	58 11.97%	206 12.00%	39 11.47%
Rented from a housing association	141 6.69%	51 5.10%	13 5.54%	43 18.74%a befg	9 12.37%af	9 6.63%	10 2.93%	6 6.46%	-	-	-	141 21.78%h	-	141 100.00%ijno	-	-	54 12.34%st	43 6.67%t	27 3.46%	121 7.16%	20 4.78%	52 9.46%x	85 5.59%	9 16.17%DE FGHI	18 9.69%G I	27 13.65%DE FGHI	18 7.03%I	13 6.21%I	12 6.71%I	6 3.68%	8 4.77%	13 2.89%	2 13.87%	1 15.05%	71 7.22%N	42 5.46%	9 3.39%	12 29.40%	101 6.31%	37 7.61%	108 6.31%	27 8.04%
Rented from someone else	254 12.05%	156 15.50%b ef	25 10.41%f	37 16.37%e f	12 16.21%ef	7 5.14%	9 2.73%	8 8.79%f	-	-	-	254 39.25%h	-	-	254 100.00%ijlmo	-	59 13.44%	84 13.16%	86 10.94%	225 13.28%v	29 7.05%	67 12.34%	183 11.98%	12 19.77%l	22 11.96%	26 12.94%	32 12.50%	31 14.66%	21 12.31%	24 14.45%	17 10.21%	45 9.92%	1 10.31%	1 7.30%	106 10.67%	91 11.86% M	47 17.07%L	9 21.17%	198 12.36%	53 11.09%	199 11.62%	47 13.66%
Rent free	31 1.46%	15 1.49%	4 1.55%	5 2.07%f	5 7.21%ab ef	1 0.45%	1 0.19%	1 0.69%	-	-	-	-	-	-	-	31 100.00%ijlmn	9 2.04%	5 0.75%	6 0.83%	25 1.48%	6 1.37%	7 1.21%	18 1.19%	4 6.74%CD EFGHI	3 1.85%	2 0.82%	1 0.46%	2 1.17%	1 0.67%	1 0.78%	2 1.01%	3 0.77%	- -	1 12.95%	10 1.00%	15 1.95%	3 0.98%	1 2.40%	25 1.54%R	4 0.77%	19 1.11%	9 2.52%Q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 241

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

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
No formal education	14 0.66%	8 0.74%	6 0.58%	3 1.29%	- -	1 0.43%	2 0.67%	6 1.83%dh	1 0.23%	14 0.78%	14 0.72%	- -	- -	- -	2 2.69%ku	1 0.26%	1 0.41%	4 2.02%	- -	1 0.58%	3 1.18%	1 0.25%	1 0.79%	4 0.74%	5 0.73%	5 0.91%	- -	1 0.20%	3 0.75%	9 1.86%AB	1 0.23%	4 0.65%	1 0.28%	2 0.57%	- -	5 5.62%EFGH
Primary	9 0.41%	5 0.50%	4 0.33%	1 0.49%	2 0.67%	- -	- -	1 0.20%	4 0.90%	7 0.42%	9 0.45%	- -	1 0.61%	1 1.07%	- -	- -	- -	1 0.70%	- -	2 0.95%	1 0.42%	1 0.39%	2 1.09%	- -	4 0.57%	3 0.59%	- -	3 0.43%	3 0.73%	3 0.56%	2 0.41%	4 0.61%	1 0.24%	1 0.38%	- -	- -
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	989 46.93%	466 45.36%	522 48.57%	80 35.04%	101 27.89%	122 36.30%d	201 54.76%cde	191 59.38%cde	294 59.74%cde	842 47.53%l	897 46.51%	92 51.50%l mt	34 34.39%	21 36.08%	38 43.48% t	117 50.21%lJ	79 45.11%	99 54.60%l mtv	79 51.94%l mt	117 59.43%l mqtuv	99 35.45%	136 47.52%l t	78 43.28%	234 47.24%	313 41.99%	294 55.63%w x	122 22.03%	230 37.73%A	292 66.21%AB	345 68.61%AB	191 38.83%	327 47.35%E	250 54.02%EFH	150 44.10%	4 16.28%	63 71.38%EFGH
University degree or equivalent professional qualification, NVQ level 4, etc.	766 36.35%	384 37.30%	381 35.46%	80 35.20%	176 48.64%cfgh	153 45.57%cfgh	118 32.08%	101 31.51%	137 27.89%	638 36.03%	706 36.61%	60 33.49%	42 42.78%	26 43.73%	27 30.76%	84 36.07%	67 38.16%	56 30.67%	57 37.48%	65 33.40%	109 39.09%	111 38.83%	62 34.31%	178 35.88%	282 37.83%	178 33.64%	278 50.02%BCD	267 43.87%CD	108 24.55%	113 22.52%	216 43.83%FGHJ	248 35.98%J	166 35.94%J	109 31.91%J	6 25.81%	16 18.04%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	274 12.97%	138 13.42%	136 12.63%	26 11.32%	74 20.55%cfgh	57 16.90%fgh	42 11.44%fg	22 6.89%	52 10.60%	222 12.53%	251 13.01%	23 12.62%qs	18 17.84%qs	11 19.11%qs	13 15.32%qs	26 11.02%	26 15.10%qs	11 6.16%	14 9.39%	11 5.63%	56 19.98%oqsu	33 11.35%ns	32 17.60%nqs	65 13.21%y	120 16.09%y	36 6.89%	130 23.42%BCD	85 13.96%CD	32 7.20%	27 5.33%	77 15.66%GJ	89 12.92%G	32 6.83%	65 19.03%FGJ	6 27.78%	4 4.96%
Still in full time education	42 1.99%	18 1.78%	21 1.94%	34 14.73%defgh	7 1.82%fgh	1 0.34%	1 0.18%	- -	- -	34 1.93%	39 2.00%	3 1.93%	4 4.38%rs	- -	4 5.13%rs	5 2.18%	2 1.22%	7 3.68%s	1 0.63%	- -	8 2.85%s	4 1.40%	3 1.64%	12 2.35%	15 2.00%	8 1.44%	19 3.51%CD	19 3.11%CD	1 0.31%	2 0.45%	4 0.84%	10 1.43%	11 2.40%	10 2.91%E	6 25.79%	- -
Prefer not to answer	14 0.68%	9 0.90%	5 0.48%	4 1.93%	2 0.43%	2 0.47%	3 0.87%	1 0.19%	3 0.63%	14 0.77%	14 0.71%	1 0.46%	- -	- -	2 2.61%psu	1 0.26%	- -	4 2.18%	1 0.56%	- -	3 1.04%	1 0.26%	2 1.29%	3 0.58%	6 0.80%	5 0.91%	6 1.02%	4 0.70%	1 0.26%	3 0.66%	1 0.20%	7 1.07%	1 0.29%	4 1.10%	1 4.36%	- -

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 242

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

Base: All respondents

		Working Status								Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	Housepanson (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
No formal education	14 0.66%	5 0.51%	- -	6 2.72%abf	- -	1 0.86%	- -	1 1.67%f	4 0.28%	4 0.45%	- -	10 1.56%h	7 2.67%ij	2 1.36%j	1 0.56%j	- -	9 1.99%st	1 0.11%	3 0.38%	10 0.58%	4 0.98%	5 0.88%	9 0.59%	3 4.73%DEFHI	3 1.61%	3 1.54%	1 0.28%	- -	- -	2 1.04%	- -	1 0.27%	14 100.00%	- -	- -	- -	- -	- -	3 0.21%	9 1.95%PR	5 0.31%	7 2.01%PR
Primary	9 0.41%	1 0.13%	1 0.31%	3 1.29%a	- -	1 0.46%	2 0.58%	1 1.29%a	6 0.39%	4 0.53%	1 0.20%	2 0.30%	- -	1 0.92%	1 0.25%	1 3.64%ij lm	4 0.84%	2 0.30%	2 0.31%	7 0.39%	2 0.48%	7 1.24%x	2 0.12%	1 1.91%l	- -	3 1.29%l	1 0.50%	1 0.30%	- -	2 1.47%l	- -	- -	- -	9 100.00%	- -	- -	- -	- -	6 0.38%	2 0.52%	6 0.35%	3 0.75%
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	989 46.93%	375 37.32%	122 50.41%a	108 47.41%a	45 59.61%a	97 72.73%a bcf	180 53.09%a	63 72.75%a bcf	642 44.89%	415 49.86%j no	227 37.96%	338 52.15%h	161 63.69%i jmno	71 50.63%j	106 41.55%	10 32.10%	283 64.17%s t	343 53.60%t	248 31.71%	795 46.97%	194 46.76%	322 58.97%x	657 43.05%	32 54.61%H I	131 71.40%A CDFGHI	120 60.34%F GHI	131 51.00%H I	132 62.72%D FGHI	80 46.31%I	74 44.39%I	64 38.13%I	111 24.64%	- -	- -	989 100.00%MN	- -	- -	- -	696 43.51%	274 57.11%P RS	780 45.48%P	177 51.76%PR
University degree or equivalent professional qualification, NVQ level 4, etc.	766 36.35%	446 44.40%b cdefg	88 36.25%c eg	53 23.43%	23 31.01%	24 17.79%	113 33.32%c e	19 22.17%	556 38.89%k	300 36.01%l	256 42.90%l lmn	195 30.15%	62 24.77%	42 29.66%	91 35.76%l m	15 48.57%l m	96 21.72%	218 34.07%r s	373 47.63%r s	613 36.18%	154 37.04%	158 28.89%	591 38.73%w	13 23.03%	32 17.77%	50 24.98%	94 36.61%B CE	55 26.32%	68 39.78%A BCE	65 39.17%A BCE	78 46.25%A BCE	230 51.28%ABCDE FG	- -	- -	- -	766 100.00%LN	- -	- -	612 38.23%Q	149 31.10%	638 37.23%Q	114 33.42%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	274 12.97%	172 17.11%b cdefg	28 11.69%g	15 6.57%	5 6.29%	11 8.16%	41 12.09%g	2 2.12%	203 14.21%k	98 11.81%l m	105 17.55%l lm	68 10.46%	12 4.64%	9 6.59%	47 18.38%il m	3 8.69%	35 8.01%	64 9.97%	152 19.37%r s	222 13.10%	52 12.48%	47 8.66%	223 14.63%w	7 11.69%	10 5.63%	18 9.12%	25 9.60%	19 8.99%	20 11.73%	22 13.21%B	26 15.62%B	104 23.04%BCDEF G	- -	- -	- -	- -	274 100.00%LM	- -	235 14.70%QS	36 7.45%	239 13.95%QS	31 9.02%
Still in full time education	42 1.99%	- -	2 0.75%a	40 17.65%abdef g	- -	- -	- -	- -	11 0.80%	5 0.59%	6 1.08%	30 4.57%h	8 3.30%i	12 8.75%ij ln	9 3.50%ij	1 3.29%	13 3.00%t	12 1.95%t	4 0.49%	35 2.04%	7 1.79%	5 0.89%	37 2.44%w	2 4.03%HI	5 2.96%HI	5 2.72%HI	5 2.01%	4 1.67%	4 2.19%	1 0.72%	- -	3 0.59%	- -	- -	- -	- -	- -	42 100.00%	37 2.32%R	5 1.00%	34 1.97%	8 2.41%Q
Prefer not to answer	14 0.68%	5 0.54%	1 0.58%	2 0.94%	2 3.08%a	- -	3 0.92%	- -	8 0.56%	6 0.75%	2 0.31%	5 0.81%	2 0.92%	3 2.08%qn	- -	1 3.70%jn	1 0.26%	- -	1 0.11%	12 0.74%	2 0.47%	3 0.47%	7 0.44%	- -	1 0.63%	- -	- -	- -	- -	- -	- -	1 0.19%	- -	- -	- -	- -	- -	- -	10 0.64%	4 0.87%	12 0.72%	2 0.62%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 243

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

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Yes - responsible for half or more of the items bought	1939 91.96%	912 88.71%	1023 95.29%a	172 75.26%	340 93.67%c	320 95.26%c	348 94.67%c	305 94.73%c	455 92.37%c	1622 91.61%	1772 91.88%	166 92.85%	94 94.48%	56 95.72%	82 94.48%	209 89.50%	159 90.83%	167 91.93%	139 91.34%	179 91.18%	267 95.85%o puv	258 89.88%	164 90.30%	450 90.84%	688 92.21%	484 91.48%	500 90.12%	553 90.79%	414 93.80%A	472 93.80%A	440 89.37%	636 92.16%	423 91.43%	328 96.26%E FG	22 95.01%	84 94.73%
No - not responsible for most of the items bought	169 8.04%	116 11.29%b	51 4.71%	56 24.74%de fgh	23 6.33%	16 4.74%	20 5.33%	17 5.27%	38 7.63%	149 8.39%	157 8.12%	13 7.15%	5 5.52%	3 4.28%	5 5.52%	25 10.50%I	16 9.17%I	15 8.07%	13 8.66%	17 8.82%	12 4.15%	29 10.12%I	18 9.70%I	45 9.16%	58 7.79%	45 8.52%	55 9.88%CD	56 9.21%	27 6.20%	31 6.20%	52 10.63%H	54 7.84%H	40 8.57%H	13 3.74%	1 4.99%	5 5.27%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 244

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

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Yes - responsible for half or more of the items bought	1939 91.96%	936 93.20%c d	232 95.93%c df	184 80.73%	65 86.04% df	129 96.74%c df	307 90.74%c	85 98.66%c df	1310 91.61%	764 91.72%o	546 91.45%o	606 93.69%	231 91.75%o	131 93.05%o	244 95.98%ij jo	22 72.01%	419 95.28%s t	588 92.01%	711 90.78%	1566 92.48%	373 89.87%	496 90.88%	1410 92.42%	57 97.07%	173 94.67%	190 95.31%	236 91.91%	195 92.62%	157 91.39%	151 91.21%	152 90.46%	408 90.75%	14 100.00%	6 71.73%	926 93.59%	699 91.19%	258 94.47%	23 54.88%	1468 91.75%	446 92.80%S	1587 92.59%P S	304 88.77%
No - not responsible for most of the items bought	169 8.04%	68 6.80%	10 4.07%	44 19.27%a befg	11 13.96%ab eg	4 3.26%	31 9.26%be g	1 1.34%	120 8.39%	69 8.28%n	51 8.55%n	41 6.31%	21 8.25%	10 6.95%	10 4.02%	9 27.99%ij lmn	21 4.72%	51 7.99%r	72 9.22%r	127 7.52%	42 10.13%	50 9.12%	116 7.58%	2 2.93%	10 5.33%	9 4.69%	21 8.09%	16 7.38%	15 8.61%	15 8.79%	16 9.54%	42 9.25%	- -	2 28.27%	63 6.41%	68 8.81%	15 5.53%	19 45.12%	132 8.25%R	35 7.20%	127 7.41%	38 11.23%QR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 245

How many cars are there in your household?

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
No cars in the household	352 16.72%	158 15.32%	191 17.76%	56 24.45%efgh	78 21.45%efgh	49 14.61%	55 14.98%	47 14.64%	68 13.75%	298 16.84%m	313 16.24%	39 21.90%mrsuv	12 12.00%	3 5.47%	20 23.31%mrsuv	34 14.51%r	34 19.46%mru	29 15.81%mr	10 6.80%	23 11.61%	90 32.32%klmoprs uv	35 12.34%	23 12.64%	88 17.79%y	148 19.86%y	62 11.67%	66 11.81%	110 18.08%AC	38 8.54%	139 27.68%ABC	21 4.26%	71 10.35%E	94 20.27%EF	132 38.65%EFGJ	10 44.95%	19 21.03%EF
NET: Any	1756 83.28%	871 84.68%	883 82.24%	172 75.55%	285 78.55%d	287 85.39%cd	312 85.02%cd	275 85.36%cd	425 86.25%cd	1473 83.16%	1616 83.76%	140 78.10%t	87 88.00%t	56 94.53%klnopqt	66 76.69%	200 85.49%t	141 80.54%t	153 84.19%t	141 93.20%klnopqt	173 88.39%klrt	188 67.68%	251 87.66%klnpt	158 87.36%klrt	407 82.21%	598 80.14%	467 88.33%wx	489 88.19%LD	499 81.92%LD	404 91.46%LD	364 72.32%	472 95.74%FGHJ	618 89.65%GHJ	369 79.73%H	209 61.35%	13 55.05%	70 78.97%H
1	1070 50.75%	518 50.39%	550 51.22%	102 44.89%	151 41.76%	177 52.69%cd	180 49.02%	155 48.09%	304 61.79%cdefg	891 50.34%	977 50.66%	93 51.73%	53 53.30%	33 55.94%	44 50.91%	130 55.38%s	90 51.21%	89 49.33%	77 50.72%	87 44.48%	149 53.49%	144 50.31%	82 44.97%	263 53.13%	375 50.20%	254 47.93%	272 48.96%	311 51.08%	230 52.01%	258 51.24%	214 43.53%	368 53.43%E	245 53.00%E	173 50.73%	10 41.58%	54 61.29%E
2	557 26.42%	282 27.44%	275 25.60%	51 22.55%	113 31.18%h	98 29.32%h	109 29.74%h	86 26.82%h	99 20.01%	471 26.58%	517 26.80%	40 22.36%t	32 31.88%t	15 24.78%t	20 22.67%t	57 24.53%t	40 22.78%t	53 29.20%t	57 37.28%knopt	70 35.68%knopt	32 11.58%	84 29.18%t	58 32.26%t	117 23.59%	174 23.37%	179 33.92%wx	181 32.56%BD	148 24.38%D	139 31.48%BD	89 17.67%	200 40.54%FGHJ	216 31.30%GHJ	96 20.81%H	33 9.54%	2 9.08%	10 11.76%
3+	129 6.10%	70 6.84%	58 5.43%	19 8.11%e	20 5.59%	11 3.38%	23 6.26%	34 10.44%deh	22 4.46%	111 6.24%	121 6.30%	7 4.01%	3 2.82%	8 13.81%uknopqt	3 3.10%	13 5.58%	11 6.55%	10 5.66%	8 5.20%	16 8.23%t	7 2.61%	23 8.17%t	18 10.13%klt	27 5.49%	49 6.57%	34 6.48%	37 6.68%LD	39 6.45%LD	35 7.97%LD	17 3.41%	57 11.67%FGH	34 4.91%H	27 5.91%H	4 1.08%	1 4.39%	5 5.92%H

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 246

How many cars are there in your household?

Base: All respondents

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
No cars in the household	352 16.72%	144 14.37%f	34 14.21%f	76 33.32%abfg	26 34.33%abfg	31 23.41%abf	25 7.36%	16 18.33%f	115 8.06%	81 9.69%j	35 5.79%	231 35.72%hj	87 34.59%j	50 35.23%j	94 37.12%jo	6 19.58%j	150 34.02%st	92 14.31%t	63 7.98%	315 18.63%v	37 8.92%	116 21.36%x	219 14.37%	31 53.05%CDEFGHI	70 38.32%CDEFGHI	49 24.46%DEFGHI	42 16.35%GHI	27 13.01%G	22 12.86%G	10 5.83%	12 7.31%	41 9.02%	1 5.13%	1 7.04%	164 16.55%	111 14.55%	52 18.92%	18 42.85%	274 17.11%	73 15.28%	285 16.64%	60 17.43%
NET: Any	1756 83.28%	860 85.63%cde	208 85.79%cde	152 66.68%	50 65.67%	102 76.59%	314 92.64%abcdeg	70 81.67%cd	1315 91.94%klmn	752 90.31%lmn	563 94.21%lmno	416 64.28%	165 65.41%	91 64.77%	160 62.88%	25 80.42%n	291 65.98%	548 85.69%rs	721 92.02%rs	1378 81.37%	378 91.08%u	429 78.64%	1306 85.63%w	27 46.95%	113 61.68%	150 75.55%AB	215 83.65%ABC	183 86.99%ABC	150 87.14%ABC	156 94.17%ABCDEF	155 92.69%ABCD	409 90.98%ABCD	13 94.87%	8 92.96%	826 83.45%	655 85.45%	222 81.08%	24 57.15%	1326 82.89%	407 84.72%	1429 83.36%	282 82.57%
1	1070 50.75%	465 46.34%	115 47.51%	114 49.97%	37 49.27%	84 63.05%abc	207 61.07%abc	48 55.20%	732 51.21%	462 55.45%ijo	271 45.30%	327 50.46%	133 52.59%	69 49.21%	125 49.05%	11 35.75%	233 52.99%t	380 59.45%t	336 42.96%	876 51.71%	194 46.84%	292 53.60%	763 50.06%	20 33.64%	94 51.68%AI	119 59.90%AI	162 63.12%ABHI	125 59.24%AI	93 54.23%AI	88 53.31%AI	87 51.90%AI	161 35.80%	10 69.72%	7 78.29%	533 53.89%LMN	374 48.75%	124 45.34%	19 44.47%	817 51.10%	237 49.36%	865 50.44%	177 51.83%
2	557 26.42%	323 32.11%cdefg	71 29.27%cde	36 15.89%	10 12.57%	18 13.54%	82 24.32%ce	17 20.24%	472 33.01%kmn	222 26.63%lmn	250 41.91%lmn	74 11.41%	28 11.08%	19 13.72%	27 10.47%	11 35.84%lmn	48 11.00%	140 21.87%rs	309 39.51%rs	414 24.46%	143 34.41%u	111 20.26%	440 28.84%w	7 11.64%	18 9.68%	24 12.03%	41 15.99%	50 23.95%BCD	48 28.07%ABCD	54 32.60%ABCD	54 32.28%ABCD	201 44.75%ABCDEFGH	3 25.15%	1 14.67%	228 23.05%	235 30.69%L	81 29.48%L	5 12.68%	413 25.82%	138 28.80%S	463 26.99%P	82 24.05%
3+	129 6.10%	72 7.18%ce	22 9.01%ce	2 0.82%	3 3.84%e	- -	25 7.25%ce	5 6.23%ce	110 7.72%klmn	69 8.23%lmn	42 7.00%lmn	16 2.40%	4 1.74%	3 1.84%	9 3.36%	3 8.82%lmn	9 1.99%	28 4.37%r	75 9.56%rs	88 5.19%	41 9.82%u	26 4.77%	103 6.73%	1 1.67%	1 0.32%	7 3.62%B	12 4.53%B	8 3.79%B	8 4.84%B	14 8.27%B	14 8.51%B	47 10.43%ABCDEF	- -	- -	64 6.51%	46 6.02%	17 6.26%	- -	96 5.98%	32 6.56%	102 5.94%	23 6.69%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 247

To which of the following ethnic groups do you consider you belong?

Base: All respondents

		Gender		Age						Region														Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
White	1816 86.13%	875 85.15%	934 86.99%	135 59.40%	281 77.52%c	280 83.25%c	335 91.35%c de	304 94.59%c de	480 97.39%c defg	1502 84.81%	1648 85.46%	167 93.32%i jql	89 90.24%l	57 97.05%l oqt	76 87.41%t	206 88.12%t	154 88.20%t	148 81.75%t	140 92.07%q t	178 90.78%q t	171 61.53%	262 91.37%q t	167 91.89%q t	436 88.02%x	600 80.37%	466 88.06%x	450 81.09%	512 84.16% B	396 89.67%A B	457 90.96%AB H	453 91.92%FG H	604 87.56%H	398 86.07%H	263 76.96%	8 34.16%	84 94.09%H
NET: BAME	271 12.87%	139 13.51%	132 12.33%	87 38.21%d efgh	78 21.65%e fgh	52 15.45%fg h	25 6.83%h	17 5.41%h	11 2.29%	252 14.21%k m	262 13.58%k	9 5.20%	10 9.76%m	1 1.34%	9 9.98%m	27 11.47%k m	21 11.80%k m	32 17.58%klm nsuv	10 6.71%	18 9.22%	103 36.90%kl mnopqrsu v	21 7.25%	12 6.52%	56 11.33%	135 18.13%w y	60 11.37%	98 17.69%C D	91 14.96%CD	43 9.69%	39 7.82%	38 7.76%	76 10.95%	63 13.68%E	71 20.68%E FGJ	15 65.84%	5 5.91%
Mixed	55 2.62%	30 2.96%	25 2.32%	12 5.27%fg h	17 4.63%fg h	15 4.53%fg h	5 1.35%	3 0.98%	3 0.65%	46 2.60%	51 2.63%	5 2.58%	4 3.87%	1 1.34%	- -	2 0.91%	4 2.28%	5 2.98%	1 0.50%	4 2.23%	21 7.43%kn opsu	4 1.38%	5 2.64%	6 1.24%	29 3.94%w	11 1.99%	14 2.46%	20 3.24%	11 2.60%	10 2.08%	6 1.19%	20 2.92%	12 2.55%	12 3.61%E	2 8.94%	2 2.29%
Asian	101 4.80%	54 5.23%	47 4.41%	32 13.90%de fgh	27 7.32%fg h	19 5.66%h	14 3.74%h	8 2.61%h	2 0.35%	99 5.62%kl	100 5.20%k	1 0.49%	1 0.77%	- -	2 2.68%	12 5.25%ku	6 3.22%	21 11.70%kl mnoprsuv	4 2.91%	3 1.72%	43 15.43%kl mnoprsuv	5 1.58%	3 1.52%	20 4.08%	50 6.73%	29 5.48%	37 6.75%D	29 4.72%	18 4.12%	17 3.33%	21 4.28%	32 4.59%	29 6.19%	16 4.66%	1 2.64%	3 3.62%
Black	48 2.26%	26 2.50%	22 2.04%	12 5.05%fg h	18 4.98%fg h	8 2.35%f	2 0.46%	4 1.20%	5 0.93%	43 2.44%k	48 2.47%k	- -	4 4.42%kp	- -	1 0.72%	4 1.84%	1 0.43%	3 1.79%	3 1.92%	8 3.83%kp	17 6.18%ko pqsv	5 1.71%	2 0.96%	6 1.15%	24 3.20%w	14 2.58%	18 3.32%CD	20 3.23%CD	4 0.99%	5 1.02%	9 1.82%	10 1.41%	16 3.43%F	11 3.35%	2 6.87%	- -
Chinese	56 2.64%	19 1.85%	37 3.41%a	30 13.35%de fgh	13 3.62%fg h	6 1.73%h	4 0.98%	2 0.62%	1 0.14%	52 2.93%	52 2.69%	4 2.13%	- -	- -	5 5.74%lq rs	8 3.46%	8 4.34%lr s	2 1.11%	1 0.63%	2 0.86%	19 6.72%kl qrsuv	5 1.85%	3 1.40%	21 4.17%y	27 3.56%y	5 0.88%	28 5.03%BC D	16 2.60%	7 1.57%	5 0.98%	2 0.32%	9 1.30%	5 0.97%	27 8.04%E FGJ	11 47.39%	- -
Other ethnic group	12 0.55%	10 0.97%b	2 0.16%	1 0.64%	4 1.11%	4 1.18%	1 0.31%	- -	1 0.22%	11 0.62%	12 0.61%	- -	1 0.70%	- -	1 0.84%	- -	3 1.54%	- -	1 0.75%	1 0.58%	3 1.13%	2 0.74%	- -	3 0.69%	5 0.71%	2 0.43%	1 0.12%	7 1.17%A	2 0.42%	2 0.41%	1 0.14%	5 0.73%	2 0.53%	4 1.03%	- -	- -
Prefer not to answer	21 1.00%	14 1.34%	7 0.68%	5 2.39%gh	3 0.84%	4 1.30%g	7 1.83%gh	- -	2 0.32%	17 0.99%	18 0.95%	3 1.49%	- -	1 1.61%	2 2.61%ps	1 0.41%	- -	1 0.67%	2 1.22%	- -	4 1.56%	4 1.38%	3 1.59%	3 0.65%	11 1.50%	3 0.58%	7 1.22%	5 0.88%	3 0.64%	6 1.22%	2 0.32%	10 1.49%	1 0.25%	8 2.36%EG	- -	- -

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 248

To which of the following ethnic groups do you consider you belong?

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (ul)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
White	1816 86.13%	842 83.83%c	204 84.10%	174 76.46%	63 83.56%	128 96.36%a bcdg	330 97.52%a bcdg	74 85.83%	1291 90.28%k	760 91.27%l mno	531 88.90%m no	503 77.69%	211 83.81%m	96 68.43%	195 76.74%m	22 70.88%	382 86.85%	558 87.30%	678 86.51%	1409 83.19%	407 98.12%u	513 93.99%x	1282 84.05%	48 82.48%	159 87.14%	175 87.88%	218 84.83%	188 89.38%	152 88.43%	153 92.38%A DHI	142 84.57%	382 85.06%	14 100.00%	9 100.00%	908 91.78%M N	636 82.96%	222 81.31%	16 39.16%	1373 85.84%	419 87.20%	1488 86.78%P	287 84.02%
NET: BAME	271 12.87%	152 15.15%a f	39 15.90%a f	49 21.65%a ef	10 13.51%ef	5 3.64%	7 2.02%	9 10.95%f	129 9.03%	65 7.84%	64 10.69%	134 20.76%h	38 15.09%i	40 28.10%i j	57 22.32%i j	8 25.29%i j	54 12.35%	76 11.93%	104 13.27%	264 15.56%v	8 1.88%	31 5.75%	237 15.57%w	9 15.07%	21 11.72%	24 12.12%	34 13.24%	22 10.62%	20 11.57%	13 7.62%	24 14.39%	67 14.94%G	- -	- -	76 7.70%	124 16.24%L	47 17.08%L	22 53.26%	210 13.16%	58 11.99%	212 12.37%	49 14.38%
Mixed	55 2.62%	35 3.44%f	5 2.03%	9 3.85%f	3 3.51%	2 1.28%	2 0.62%	1 0.73%	26 1.84%	13 1.56%	13 2.24%	26 4.04%h	11 4.28%	4 3.00%	11 4.37%l	3 9.16%lj	10 2.34%	17 2.59%	20 2.52%	52 3.07%v	3 0.81%	12 2.11%	42 2.78%	- -	4 2.40%	6 2.98%	4 1.45%	6 2.84%	7 3.98%H	7 3.98%	1 0.63%	12 2.68%	- -	- -	23 2.36%	26 3.42%	5 1.73%	1 2.49%	45 2.83%	10 2.08%	42 2.45%	12 3.38%
Asian	101 4.80%	55 5.48%ef	18 7.53%ef	13 5.51%ef	5 6.11%ef	- -	4 1.07%	7 8.19%ef	62 4.34%	35 4.24%	27 4.49%	36 5.60%	7 2.82%	12 8.35%lj l	17 6.83%	3 9.00%	16 3.61%	33 5.12%	39 4.99%	98 5.76%v	4 0.86%	8 1.38%	92 6.06%w	2 3.27%	7 3.98%G	7 3.38%	16 6.08%G	10 4.85%G	7 4.00%G	1 0.46%	13 7.56%G	26 5.71%G	- -	- -	36 3.61%	42 5.50%	16 5.70%	7 16.88%	78 4.89%	21 4.33%	80 4.66%	15 4.37%
Black	48 2.26%	25 2.53%f	11 4.47%f	7 2.88%f	1 1.17%	3 2.36%f	- -	1 0.91%	15 1.02%	6 0.71%	9 1.45%	32 4.92%h	18 7.21%lj	4 2.81%lj	10 3.81%lj	1 3.85%l	12 2.67%	10 1.61%	23 2.87%	48 2.81%v	- -	6 1.12%	41 2.72%w	3 5.83%EF	5 2.70%	3 1.71%	7 2.86%	2 0.79%	1 0.74%	2 1.37%	6 3.57%	14 3.17%	- -	- -	14 1.42%	20 2.66%	10 3.59%L	3 7.83%	40 2.53%	7 1.48%	38 2.21%	9 2.60%
Chinese	56 2.64%	31 3.04%f	4 1.49%f	19 8.46%ab efg	1 1.81%f	- -	- -	1 1.12%	21 1.48%	9 1.04%	12 2.08%	34 5.18%h	- -	19 13.53%lj lm	14 5.68%lj l	1 3.29%l	15 3.31%	13 2.07%	18 2.24%	55 3.23%v	1 0.21%	3 0.63%	52 3.42%w	4 5.98%G	4 2.20%	7 3.55%	5 1.79%	4 1.79%	5 2.84%	1 0.72%	4 2.63%	12 2.65%	- -	- -	2 0.20%	29 3.74%L	13 4.78%L	11 26.05%	41 2.54%	14 2.88%	43 2.53%	11 3.22%
Other ethnic group	12 0.55%	7 0.67%	1 0.42%	2 0.94%	1 0.92%	- -	1 0.33%	- -	5 0.35%	2 0.29%	3 0.44%	7 1.03%	2 0.77%	1 0.41%	4 1.62%l	- -	2 0.41%	3 0.54%	5 0.65%	12 0.69%	- -	3 0.51%	9 0.58%	- -	1 0.44%	1 0.51%	3 1.05%	1 0.34%	- -	2 1.09%	- -	3 0.73%	- -	- -	1 0.11%	7 0.93%L	3 1.27%L	- -	6 0.37%	6 1.21%P	9 0.52%	3 0.82%
Prefer not to answer	21 1.00%	10 1.02%	- -	4 1.89%b	2 2.93%b	- -	2 0.46%	3 3.22%bf	10 0.69%	7 0.89%	2 0.41%	10 1.55%	3 1.10%	5 3.46%lj n	2 0.94%	1 3.83%lj	4 0.80%	5 0.78%	2 0.22%	21 1.25%v	- -	1 0.26%	6 0.38%	1 2.45%CE I	2 1.14%l	- -	5 1.93%l	- -	- -	- -	2 1.04%l	- -	- -	- -	5 0.51%	6 0.80%	4 1.62%	3 7.59%	16 1.01%	4 0.81%	15 0.85%	5 1.60%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 249

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

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Christian	935 44.33%	432 42.06%	502 46.77%a	58 25.63%	94 25.96%	123 36.75%c d	158 42.91%c d	176 54.74%c def	325 65.95%c defg	786 44.39%	865 44.86%	69 38.59%	47 47.28%	32 54.91%k ps	47 54.36%k ps	103 44.06%	68 39.03%	87 47.83%	70 46.33%	73 37.40%	120 43.01%	136 47.35%a	82 45.21%	218 44.08%	337 45.21%	230 43.53%	210 37.92%	267 43.82%	217 49.17%A	240 47.78%A	248 50.43%FG H	304 44.15%H	191 41.37%	124 36.31%	10 42.04%	53 59.66%FGH
NET: Other	175 8.28%	97 9.47%b	74 6.93%	48 20.87%d efgh	44 12.01%fg h	30 9.08%h	20 5.57%	17 5.15%	16 3.23%	162 9.13%km	170 8.82%k	4 2.51%	8 7.91%k	1 0.99%	4 4.44%	18 7.53%k	19 10.89%k mv	24 13.38%km nrsw	8 5.04%	13 6.87%	48 17.37%kl mnorsuv	19 6.57%	9 4.73%	41 8.18%	76 10.15%	45 8.58%	56 10.03%D	58 9.46%D	38 8.59%D	23 4.66%	32 6.44%	60 8.68%	43 9.33%	28 8.25%	5 20.98%	7 7.76%
Muslim	79 3.74%	48 4.71%b	30 2.83%	26 11.45%ef gh	24 6.54%fg h	17 5.00%gh	8 2.15%h	4 1.15%	1 0.12%	77 4.36%k	78 4.04%k	1 0.49%	1 0.77%	- -	1 0.70%	10 4.44%k	12 6.64%kl nrsuv	14 7.85%kl mnrsuv	2 1.28%	2 1.11%	26 9.40%kl mnorsuv	8 2.64%	2 1.37%	23 4.57%	36 4.85%	18 3.47%	23 4.19%	25 4.03%	19 4.26%	12 2.43%	9 1.91%	31 4.43%E	22 4.86%E	13 3.69%	1 2.64%	3 3.55%
Hindu	20 0.95%	14 1.39%	6 0.54%	7 3.13%fh	5 1.38%h	4 1.10%h	1 0.23%	3 1.04%h	- -	20 1.13%	20 1.04%	- -	- -	- -	- -	2 0.81%	2 1.14%	2 1.24%	1 0.56%	2 1.19%	9 3.37%ku v	1 0.48%	- -	4 0.78%	11 1.44%	5 1.03%	6 1.12%	6 0.95%	5 1.13%	3 0.61%	6 1.15%	6 0.84%	5 0.98%	2 0.58%	- -	2 2.39%
Jewish	16 0.74%	11 1.07%	5 0.44%	- -	2 0.64%	2 0.62%	2 0.66%	1 0.39%	8 1.55%	14 0.79%	16 0.81%	- -	2 1.73%u	- -	1 1.50%u	2 0.80%	- -	* 0.21%	1 0.88%	4 1.81%u	5 1.63%u	- -	1 0.55%	3 0.64%	6 0.74%	5 1.00%	5 0.93%	6 0.93%	4 0.96%	1 0.13%	3 0.57%	6 0.84%	3 0.66%	4 1.19%	- -	- -
Sikh	9 0.42%	7 0.68%	2 0.17%	1 0.57%	4 1.09%	1 0.26%	1 0.18%	1 0.27%	1 0.23%	9 0.50%	9 0.46%	- -	- -	- -	- -	1 0.27%	- -	3 1.84%	2 1.21%	- -	1 0.41%	1 0.31%	1 0.56%	1 0.13%	3 0.40%	5 0.98%	4 0.63%	3 0.49%	2 0.54%	- -	3 0.54%	2 0.22%	2 0.44%	2 0.46%	1 4.39%	- -
Buddhist	14 0.67%	6 0.62%	8 0.72%	1 0.65%	2 0.62%	1 0.44%	1 0.38%	4 1.12%	4 0.79%	11 0.60%	14 0.73%	- -	4 3.53%klooqr st	- -	- -	1 0.31%	2 0.92%	1 0.41%	- -	- -	* 0.17%	4 1.48%	3 1.53%	2 0.47%	8 1.01%	1 0.14%	1 0.11%	7 1.12%A	3 0.61%	4 0.79%	1 0.16%	6 0.88%	4 0.85%	2 0.49%	- -	2 1.82%E
Other	37 1.76%	10 1.00%	24 2.23%a	12 5.06%ag h	6 1.74%	6 1.65%	7 1.97%	4 1.18%	3 0.54%	31 1.75%	33 1.73%	4 2.02%	2 1.88%	1 0.99%	2 2.23%	2 0.90%	4 2.19%	3 1.83%	2 1.09%	5 2.75%	7 2.40%	5 1.67%	1 0.73%	8 1.59%	13 1.71%	10 1.96%	17 3.06%CD	12 1.93%	5 1.09%	4 0.70%	10 2.11%	10 1.46%	7 1.54%	6 1.83%	3 13.95%	- -
None	947 44.93%	472 45.92%	472 43.93%	105 46.04%h	214 59.11%c fgh	173 51.63%g h	179 48.78%g h	127 39.42%h	148 30.15%	779 43.97%	848 43.97%	99 55.33%kl jnqtu	44 44.81%	25 42.48%	33 37.72%	112 48.00%q t	85 48.81%q t	68 37.56%	70 46.02%t	100 51.23%n qt	99 35.65%	125 43.60%	86 47.27%t	230 46.49%	310 41.53%	238 45.05%	271 48.90%C	273 44.83%	180 40.71%	223 44.38%	204 41.46%	309 44.82%	219 47.37%J	177 51.88%E FJ	7 28.41%	29 32.55%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 249

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

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Prefer not to say	52 2.45%	26 2.55%	25 2.37%	17 7.46%de fgh	11 2.92%gh	9 2.54%h	10 2.74%h	2 0.68%	3 0.67%	44 2.51%	45 2.35%	6 3.57%o	- -	1 1.61%	3 3.48%o	1 0.41%	2 1.27%	2 1.22%	4 2.61%	9 4.51%lo	11 3.97%o	7 2.48%	5 2.79%	6 1.25%	23 3.11%w	15 2.84%	17 3.15%	12 1.89%	7 1.53%	16 3.18%	8 1.67%	16 2.35%	9 1.93%	12 3.56%	2 8.58%	- -

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 250

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

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Rented (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Christian	935 44.33%	376 37.40%	118 48.84%a cdg	83 36.37%	22 28.87%	99 74.13%a bcdfg	210 61.89%a bcdg	28 32.02%	685 47.91%k	447 53.68%j lmno	238 39.88%n o	243 37.56%	109 43.06%n o	58 41.05%n o	77 30.18%	6 20.15%	230 52.27%s t	261 40.77%	342 43.70%	721 42.60%	213 51.39%u	259 47.56%	671 44.03%	23 39.22%	104 57.05%A DEFGI	103 51.72%E FI	116 45.04%	78 36.90%	67 39.16%	73 43.87%	80 47.47%E	190 42.23%	6 42.57%	4 43.95%	482 48.72%M N	316 41.29%	114 41.67%	10 24.92%	693 43.32%	231 48.20%S	770 44.91%P	142 41.54%
NET: Other	175 8.28%	93 9.23%e f	27 11.28%e f	28 12.40%e f	8 10.63%ef	3 2.54%	9 2.66%	6 6.85%	103 7.17%	58 7.02%	44 7.38%	67 10.39%h	23 9.16%	15 10.94%	29 11.32%i j	5 15.40%	31 7.00%	56 8.76%	67 8.59%	159 9.38%v	16 3.82%	22 4.11%	149 9.76%w	4 6.43%	12 6.39%	15 7.72%	24 9.44%	14 6.66%	18 10.29%	9 5.48%	19 11.16%	39 8.78%	- -	- -	50 5.02%	78 10.21%L	30 11.14%L	16 38.61%	131 8.21%	43 8.99%	130 7.59%	37 10.81%
Muslim	79 3.74%	46 4.59%ef	14 5.70%ef	10 4.58%ef	3 3.46%f	-	-	6 6.85%ef	45 3.18%	29 3.52%	16 2.69%	32 4.91%	10 4.00%	9 6.11%j	13 5.13%	2 5.33%	12 2.82%	24 3.75%	32 4.12%	79 4.66%v	- -	3 0.61%	75 4.91%w	2 4.08%	5 2.80%	5 2.46%	11 4.46%	5 2.31%	8 4.47%	7 3.95%	11 6.68%E	15 3.24%	- -	- -	22 2.20%	36 4.71%L	17 6.05%L	4 10.52%	58 3.64%R	21 4.28%	52 3.06%	22 6.34%PR
Hindu	20 0.95%	12 1.15%	4 1.51%	1 0.54%	1 1.49%	-	3 0.74%	- -	14 0.99%	4 0.51%	10 1.66%l	5 0.73%	- -	1 0.99%	3 1.32%	1 3.67%ll	3 0.79%	5 0.72%	11 1.37%	19 1.14%	1 0.18%	4 0.81%	16 1.02%	1 1.13%	- -	3 1.43%	1 0.47%	2 0.86%	2 0.94%	1 0.49%	3 1.53%	7 1.63%	- -	- -	6 0.62%	10 1.34%	4 1.33%	- -	16 1.01%	4 0.82%	18 1.07%	2 0.49%
Jewish	16 0.74%	5 0.49%	4 1.68%a	1 0.55%	1 1.78%	2 1.58%	2 0.60%	- -	11 0.79%	10 1.23%j	1 0.17%	4 0.69%	1 0.52%	1 0.46%	2 0.98%	- -	2 0.50%	4 0.56%	8 0.99%	15 0.89%	1 0.15%	2 0.31%	13 0.83%	- -	1 0.36%	2 0.77%	2 0.75%	1 0.44%	1 0.42%	2 1.03%	2 1.21%	4 0.90%	- -	- -	6 0.64%	8 1.00%	2 0.63%	- -	11 0.66%	5 1.07%	11 0.64%	5 1.38%
Sikh	9 0.42%	4 0.44%	1 0.26%	3 1.17%	- -	- -	1 0.33%	- -	7 0.50%	2 0.30%	5 0.78%	2 0.26%	- -	- -	2 0.66%	- -	- -	3 0.45%	5 0.61%	7 0.39%	2 0.53%	1 0.21%	8 0.50%	- -	- -	- -	- -	3 1.38%	- -	- -	1 0.57%	4 0.85%	- -	- -	2 0.20%	4 0.46%	1 0.23%	3 6.36%	5 0.31%	4 0.81%	7 0.40%	2 0.57%
Buddhist	14 0.67%	5 0.48%	3 1.09%	1 0.65%	1 1.58%	1 0.97%	3 0.77%	- -	9 0.60%	6 0.69%	3 0.48%	5 0.85%	4 1.46%	1 0.53%	1 0.47%	- -	6 1.31%l	6 0.91%	1 0.17%	12 0.70%	2 0.55%	3 0.60%	11 0.71%	- -	4 2.33%EI	1 0.75%	3 1.21%	- -	3 1.56%l	- -	1 0.35%	1 0.17%	- -	- -	6 0.56%	6 0.75%	3 1.02%	- -	12 0.72%	3 0.53%	11 0.66%	2 0.44%
Other	37 1.76%	21 2.08%f	3 1.04%	11 4.91%ab ef	2 2.31%	- -	1 0.21%	- -	16 1.12%	6 0.77%	10 1.60%	19 2.96%h	8 3.24%	4 2.85%l	7 2.75%l	2 6.40%lj	7 1.58%	15 2.36%	10 1.32%	27 1.60%	10 2.41%	9 1.57%	27 1.78%	1 1.22%	2 0.91%	5 2.31%	7 2.55%	4 1.67%	5 2.91%G	- -	1 0.82%	9 1.99%	- -	- -	8 0.80%	15 1.95%L	5 1.87%	9 21.73%	30 1.88%	7 1.47%	30 1.76%	5 1.60%
None	947 44.93%	511 50.88%b ef	94 38.73%e f	109 48.10%e f	35 46.33%e	31 23.33%	118 34.81%e	49 56.56%b ef	620 43.39%	315 37.84%	305 51.13%ij	310 47.95%	107 42.43%	62 44.22%	141 55.50%i lm	16 53.31%	174 39.51%	307 48.08%r	370 47.18%r	767 45.32%	180 43.37%	259 47.46%	680 44.61%	32 54.35%B	63 34.51%	79 39.75%	104 40.56%	116 55.23%B CDH	87 50.54%B C	84 50.66%B C	68 40.70%	217 48.31%B	8 57.43%	5 56.05%	439 44.35%	356 46.44%	121 44.27%	14 32.30%	737 46.09%Q	195 40.63%	779 45.43%Q	149 43.52%
Prefer not to say	52 2.45%	25 2.49%f	3 1.15%	7 3.13%f	11 14.17%abcef	- -	2 0.65%	4 4.56%ef	22 1.53%	12 1.46%	10 1.61%	26 4.09%h	14 5.36%lj	5 3.79%l	8 3.00%	3 11.14%lj n	5 1.22%	15 2.39%t	4 0.54%	46 2.71%	6 1.42%	5 0.87%	24 1.60%	- -	4 2.05%	2 0.81%	13 4.96%CE FGHI	3 1.20%	- -	- -	1 0.67%	3 0.69%	- -	- -	19 1.92%	16 2.05%	8 2.92%	2 4.17%	38 2.37%	10 2.18%	35 2.07%	14 4.12%QR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 251
Which of the following best describes where you live?
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonett e or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Urban	1693 80.32%	857 83.41%b	830 77.34%	195 85.68%gh	316 87.31%gh	280 83.34%gh	303 82.56%gh	244 75.67%	355 72.02%	1464 82.66%klm	1564 81.09%k	129 72.10%	60 60.67%	40 68.27%	79 91.23%klmsuv	209 89.19%klmsuv	147 83.81%klmsv	151 83.42%klmsv	108 71.35%	143 73.01%l	273 98.12%klmnopqrsuv	220 76.65%l	134 73.90%l	434 87.65%qy	627 83.99%qy	403 76.10%	447 80.49%	493 80.97%	354 80.07%	400 79.58%	317 64.33%	571 82.74%EJ	400 86.52%EJ	320 93.79% EFGJ	23 100.00%	57 64.46%
Urban - Population over 10,000	934 44.32%	512 49.76%b	419 39.02%	140 61.53%efgh	203 56.09%efgh	156 46.39%gh	150 40.87%h	123 38.30%	162 32.83%	817 46.14%lm	863 44.73%	72 40.00%r	31 30.97%	15 25.40%	43 49.23%lmrsuv	108 46.36%lmrsuv	78 44.74%lmrsuv	92 51.00%klmrsuv	38 25.21%	66 33.92%	235 84.49%klmnopqrsuv	96 33.33%	60 32.99%	229 46.29%qy	390 52.32%qwy	197 37.28%	267 48.08%CD	286 47.03%CD	178 40.37%	203 40.38%	127 25.78%	311 45.05%EJ	213 46.05%EJ	240 70.26%EFGJ	21 91.77%	22 24.23%
Town and Fringe	759 36.00%	346 33.65%	411 38.32%a	55 24.15%	113 31.26%	124 36.96%cd	153 41.69%cd	120 37.37%cd	193 39.18%cd	647 36.52%	701 36.36%	58 32.10%t	29 29.70%t	25 42.88%t	36 42.01%t	100 42.83%klqt	68 39.07%t	59 32.41%t	70 46.14%klqt	77 39.09%t	38 13.64%	124 43.32%klqt	74 40.91%t	205 41.36%x	236 31.67%	205 38.82%x	180 32.41%	207 33.94%	175 39.69%A	197 39.21%A	190 38.55%H	260 37.69%H	187 40.47%H	80 23.53%	2 8.23%	36 40.23%H
NET: Rural	415 19.68%	171 16.59%	243 22.66%a	33 14.32%	46 12.69%	56 16.66%	64 17.44%	78 24.33%def	139 27.98%def	307 17.34%	365 18.91%	50 27.90%jnopqt	39 39.33%jnopqstuv	19 31.73%jnopqt	8 8.77%t	25 10.81%t	28 16.19%t	30 16.58%t	43 28.65%nopqt	53 26.98%nopqt	5 1.88%	67 23.35%not	47 26.10%nopqt	61 12.35%	119 16.01%	126 23.90%wx	108 19.51%	116 19.03%	88 19.93%	103 20.42%	176 35.67%FGH	119 17.26%H	62 13.48%H	21 6.21%	- -	32 35.54%FGH
Village	351 16.67%	146 14.25%	204 18.99%a	29 12.58%	40 11.08%	53 15.65%	56 15.19%	57 17.73%cd	117 23.77%cdefg	276 15.59%	310 16.09%	41 22.83%jnot	27 27.09%jmnopqt	7 12.63%t	6 6.97%t	24 10.15%t	28 16.19%nt	27 15.12%t	41 27.33%mnopqt	45 22.72%nopt	5 1.88%	62 21.55%not	38 20.74%not	58 11.73%	105 14.02%	113 21.44%wx	93 16.75%	99 16.24%	71 16.01%	89 17.66%	132 26.81%FGH	107 15.52%H	60 12.99%H	21 6.03%	- -	26 29.82%FGH
Hamlet & Isolated Dwelling	63 3.01%	24 2.34%	39 3.67%	4 1.74%	6 1.61%	3 1.01%	8 2.25%	21 6.61%cdef	21 4.22%de	31 1.75%	54 2.82%	9 5.07%opt	12 12.23%jknopqrstu	11 19.10%jknopqrstuv	2 1.80%t	2 0.66%	- -	3 1.46%	2 1.32%	8 4.27%opt	- -	5 1.80%t	10 5.36%opt	3 0.62%	15 1.99%	13 2.46%w	15 2.76%	17 2.79%	17 3.92%	14 2.76%	44 8.85%FGH	12 1.73%H	2 0.48%	1 0.18%	- -	5 5.71%FGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 252

Which of the following best describes where you live?

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Urban	1693 80.32%	858 85.44%bef	187 77.23%f	184 80.77%f	67 88.71%bef	98 73.70%	233 68.74%	66 76.53%	1113 77.81%	619 74.31%	494 82.69%i	555 85.82%h	209 83.05%i	121 85.93%i	225 88.49%ij	25 81.52%	347 78.77%	507 79.23%	649 82.87%	1693 100.00%v	- -	417 76.45%	1241 81.38%w	48 82.18%	149 81.27%	150 75.46%	197 76.60%	165 78.36%	145 84.20%C	136 81.85%	149 88.92%CDEI	364 80.99%	10 70.55%	7 76.95%	795 80.40%	613 79.95%	222 81.07%	35 82.36%	1272 79.53%	398 82.86%	1368 79.82%	284 83.14%
Urban - Population over 10,000	934 44.32%	519 51.71%befg	95 39.11%f	105 46.05%ef	38 50.80%ef	45 33.43%	102 30.16%	30 35.07%	568 39.70%	306 36.80%	261 43.75%i	354 54.70%hi	130 51.41%i	76 53.74%ij	149 58.49%ij	13 40.95%	192 43.53%	269 42.14%	363 46.37%	934 55.18%v	- -	198 36.26%	710 46.52%w	30 51.90%	85 46.54%	76 38.30%	105 40.81%	84 39.84%	81 46.96%	73 43.80%	68 40.76%	222 49.40%CDE	8 56.79%	4 49.23%	384 38.80%	356 46.41%LM	149 54.50%LM	25 60.33%	711 44.42%	213 44.30%	757 44.13%	159 46.50%
Town and Fringe	759 36.00%	339 33.73%	92 38.12%	79 34.72%	29 37.90%	54 40.26%	131 38.58%	36 41.46%	545 38.11%k	312 37.51%n	233 38.94%n	201 31.12%	80 31.64%	45 32.19%	76 30.01%	12 40.57%	155 35.23%	237 37.08%	286 36.50%	759 44.82%v	- -	219 40.20%x	532 34.86%	18 30.28%	63 34.72%	74 37.16%	92 35.79%	81 38.52%	64 37.25%	63 38.04%	81 48.16%ABCDI	142 31.59%	2 13.76%	2 27.72%	412 41.60%LMN	257 33.54%N	73 26.57%	9 22.02%	562 35.11%	185 38.56%	612 35.69%	125 36.63%
NET: Rural	415 19.68%	146 14.56%	55 22.77%ad	44 19.23%	9 11.29%	35 26.30%ad	106 31.26%abcd	20 23.47%	317 22.19%k	214 25.69%klmn	103 17.31%n	92 14.18%	43 16.95%	20 14.07%	29 11.51%	6 18.48%	93 21.23%	133 20.77%	134 17.13%	- -	415 100.00%u	128 23.55%x	284 18.62%	10 17.82%	34 18.73%	49 24.54%FH	60 23.40%H	46 21.64%H	27 15.80%	30 18.15%	19 11.08%	85 19.01%H	4 29.45%	2 23.05%	194 19.60%	154 20.05%	52 18.93%	7 17.64%	327 20.47%	82 17.14%	346 20.18%	58 16.86%
Village	351 16.67%	127 12.60%	49 20.14%a	39 16.97%	7 9.63%	28 20.77%a	85 25.14%acd	17 20.04%	264 18.47%k	169 20.28%n	95 15.94%n	83 12.80%	41 16.33%n	20 14.07%	22 8.58%	4 14.25%	80 18.27%	107 16.66%	117 14.96%	- -	351 84.70%u	107 19.63%	242 15.86%	8 14.44%	28 15.27%H	44 22.16%FH	49 19.07%H	37 17.49%H	21 12.03%	29 17.28%H	13 7.76%	75 16.79%H	4 29.45%	1 15.75%	170 17.17%	123 16.11%	43 15.80%	7 17.64%	279 17.41%	68 14.10%	292 17.06%	48 13.97%
Hamlet & Isolated Dwelling	63 3.01%	20 1.96%	6 2.63%	5 2.26%	1 1.66%	7 5.53%a	21 6.12%ab	3 3.43%	53 3.72%k	45 5.40%klm	8 1.37%	9 1.39%	2 0.62%	- -	7 2.92%m	1 4.21%m	13 2.96%	26 4.12%l	17 2.17%	- -	63 15.30%u	21 3.91%	42 2.76%	2 3.38%	6 3.46%	5 2.39%	11 4.33%	9 4.14%	6 3.77%	1 0.88%	6 3.32%	10 2.22%	- -	1 7.30%	24 2.43%	30 3.94%	9 3.12%	- -	49 3.06%	15 3.04%	54 3.13%	10 2.89%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 253

Which of the following best describes your current working status?

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Working	1247 59.15%	663 64.46%b	582 54.22%	124 54.42%h	307 84.76%c fgh	298 88.71%c fgh	267 72.73%c gh	183 56.79%h	68 13.73%	1069 60.38%l	1148 59.52%	99 55.11%	47 47.21%	32 54.50%	52 60.22%	131 55.85%	108 61.69%l	106 58.71%	94 62.05%l	117 59.55%	194 69.62%k lmoqsuv	165 57.45%	103 56.62%	291 58.68%	461 61.79%	317 59.98%	385 69.32%D	395 64.86%D	291 65.93%D	176 35.05%	276 56.06%J	446 64.63%EG J	268 57.86%J	226 66.30%E GJ	13 57.56%	15 16.55%
Working full time - working 30 hours per week or more	1005 47.65%	594 57.80%b	409 38.13%	101 44.22%h	260 71.64%c fgh	255 75.91%c fgh	226 61.43%c gh	134 41.49%h	30 6.08%	864 48.82%l	930 48.20%	75 41.75%	36 36.68%	29 49.14%	43 49.92%	109 46.48%	92 52.36%l	83 46.00%	73 48.05%	92 46.93%	162 58.36%k loqsuv	129 45.05%	81 44.71%	244 49.16%	373 49.93%	248 46.93%	334 60.24%B CD	318 52.31%D	229 51.92%D	123 24.40%	221 44.78%J	354 51.35%EJ	214 46.25%J	194 56.73%E GJ	11 46.78%	9 10.45%
Working part time - working between 8 and 29 hours per week	242 11.49%	68 6.66%	173 16.09%a	23 10.20%	48 13.12%h	43 12.80%h	41 11.30%	49 15.30%h	38 7.69%	205 11.56%	218 11.32%	24 13.37%	10 10.54%	3 5.36%	9 10.30%	22 9.37%	16 9.33%	23 12.71%	21 14.00%	25 12.62%	31 11.25%	36 12.41%	22 11.92%	47 9.52%	88 11.86%	69 13.05%	50 9.09%	76 12.55%	62 14.01%A	54 10.65%	56 11.28%	92 13.28%	54 11.61%	33 9.58%	2 10.78%	5 6.10%
NET: Not working	861 40.85%	365 35.54%	492 45.78%a	104 45.58%d ef	55 15.24%	38 11.29%	100 27.27%d e	139 43.21%d ef	425 86.27%c defg	702 39.62%	781 40.48%	80 44.89%t	52 52.79%l prt	27 45.50%t	34 39.78%	103 44.15%t	67 38.31%	75 41.29%t	58 37.95%	79 40.45%t	85 30.38%	122 42.55%t	79 43.38%t	205 41.32%	285 38.21%	212 40.02%	170 30.68%	214 35.14%	150 34.07%	327 64.95%AB C	216 43.94%FH	244 35.37%	195 42.14%FH	115 33.70%	10 42.44%	74 83.45%EFGH
Not working but seeking work or temporarily unemployed or sick	76 3.59%	43 4.15%	33 3.08%	10 4.34%h	16 4.50%h	6 1.75%	24 6.66%eh	16 4.94%eh	3 0.67%	64 3.63%	67 3.46%	9 5.14%	1 1.46%	1 1.34%	4 4.82%	8 3.53%	7 3.96%	3 1.71%	4 2.34%	10 5.10%	12 4.25%	10 3.47%	7 3.59%	19 3.90%	28 3.79%	17 3.15%	8 1.39%	9 1.45%	4 0.96%	55 10.92%ABC	6 1.28%	15 2.18%	19 4.18%E	25 7.33%EF	- -	7 7.80%EF
Not working and not seeking work/ student	228 10.80%	84 8.14%	140 13.00%a	94 41.24%de fgh	30 8.40%eh	13 4.01%h	42 11.44%e h	42 13.06%eh	6 1.12%	183 10.36%	207 10.74%	20 11.43%	15 15.62%a	8 13.96%	9 10.25%	29 12.34%	19 10.62%	27 15.05%rs	12 7.93%	14 7.38%	26 9.44%	29 10.27%	18 9.72%	56 11.37%	73 9.82%	54 10.16%	43 7.73%	60 9.81%C	23 5.10%	102 20.38%ABC	27 5.52%	69 10.05%E	49 10.60%E	49 14.27%E	9 39.59%	20 22.94%EFG
Retired on a state pension only	133 6.32%	30 2.96%	103 9.56%a	- -	- -	- -	- -	- -	133 27.03%cd efg	115 6.49%	122 6.32%	11 6.29%	5 4.99%	2 3.51%	6 6.61%	15 6.42%	10 5.79%	12 6.69%	8 4.98%	18 9.03%	18 6.54%	19 6.80%	9 4.91%	31 6.23%	47 6.24%	37 7.07%	8 1.46%	12 2.00%	25 5.64%A B	88 17.49%ABC	32 6.47%	31 4.50%	28 6.06%	19 5.60%	1 2.85%	22 25.22%EFGH
Retired with a private pension	339 16.06%	195 18.95%b	144 13.38%	- -	- -	3 0.79%	1 0.41%	54 16.83%c def	280 56.90%c defg	271 15.31%	307 15.92%	31 17.53%t	25 25.53%t opqtu	11 18.11%	16 18.10%	36 15.44%	24 13.53%	24 13.46%	27 17.77%t	32 16.56%	27 9.84%	46 16.01%t	39 21.28%t	75 15.23%	112 14.99%	84 15.85%	95 17.07%D	124 20.30%D	84 19.10%D	36 7.15%	137 27.81%FG H	97 14.13%H	62 13.46%H	20 5.96%	- -	22 24.26%FGH
House person, housewife, househusband, etc.	86 4.09%	14 1.33%	73 6.75%a	- -	8 2.34%ch	16 4.74%ch	32 8.76%cd eh	27 8.37%cd h	3 0.55%	68 3.84%	78 4.05%	8 4.50%t	5 5.19%nt	5 8.58%nst	- -	15 6.42%nt	8 4.42%t	8 4.37%t	7 4.93%nt	5 2.38%	1 0.32%	17 6.00%nt	7 3.88%t	23 4.59%	25 3.37%	20 3.79%	17 3.03%	10 1.59%	14 3.27%	45 9.02%ABC	14 2.87%H	31 4.51%H	36 7.84%EFH	2 0.54%	- -	3 3.22%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 254

Which of the following best describes your current working status?

Base: All respondents

	Total	Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Still in full time educ-ation (O)	Concern climate change		Responsibility climate change	
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£49k (G)	>£49k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)		NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Working	1247 59.15%	1005 100.00% cdefg	242 100.00%cdefg	-	-	-	-	-	872 60.99%k	349 41.92%	523 87.57%l lmno	356 55.00%	110 43.77%	65 45.88%	181 71.20%l lm	19 60.88%l	124 28.21%	356 55.64%r s	647 82.58%r s	1045 61.74%w	201 48.55%	189 34.61%	1040 68.19%w	14 23.26%	40 21.93%	71 35.45%B	120 46.62%A BC	122 57.89%A BCD	114 66.33%A BCD	117 70.28%A BCDE	131 78.41%A BCDEF	399 88.68%A BCDEFGH	5 36.71%	2 23.38%	497 50.24%	534 69.67%L	200 73.19%L	2 4.35%	936 58.53%	293 61.00%	1018 59.40%	195 56.87%
Working full time - working 30 hours per week or more	1005 47.65%	1005 100.00%bcdef g	-	-	-	-	-	-	700 48.97%	255 30.64%	445 74.54%l lmno	289 44.69%	82 32.65%	51 36.36%	156 61.27%l lm	15 48.64%l	59 13.37%	278 43.55%r s	577 73.63%r s	858 50.69%w	146 35.25%	135 24.69%	852 55.89%w	4 6.56%	14 7.48%	41 20.79%A B	95 36.90%A BC	94 44.61%A BC	90 52.15%A BCD	99 59.75%A BCDE	111 66.37%A BCDEF	366 81.47%A BCDEFGH	5 36.71%	1 14.67%	375 37.89%	446 58.21%L	172 62.84%L	-	748 46.76%	244 50.83%	822 47.92%	160 46.64%
Working part time - working between 8 and 29 hours per week	242 11.49%	-	242 100.00%acdef g	-	-	-	-	-	172 12.01%	94 11.28%	78 13.03%	67 10.30%	28 11.12%	13 9.52%	25 9.93%	4 12.24%	65 14.84%t	77 12.10%	70 8.95%	187 11.05%	55 13.30%	54 9.92%	188 12.30%	10 16.71%I	26 14.45%I	29 14.66%I	25 9.73%	28 13.28%I	24 14.18%I	17 10.53%	20 12.04%	32 7.21%	- -	1 8.71%	122 12.34%	88 11.46%	28 10.35%	2 4.35%	188 11.77%	49 10.17%	197 11.48%	35 10.23%
NET: Not working	861 40.85%	-	-	228 100.00% ab	76 100.00% ab	133 100.00% ab	339 100.00% ab	86 100.00%a b	558 39.01%	484 58.08%j no	74 12.43%	291 45.00%h n	142 56.23%j n	76 54.12%j n	73 28.80%j	12 39.12%j t	316 71.79%s t	284 44.36%t	136 17.42%	648 38.26%	213 51.45%u	357 65.39%x	485 31.81%	45 76.74%D EFGHI	143 78.07%C DEFGHI	128 64.55%D EFGHI	137 53.38%E FGHI	89 42.11%G HI	58 33.67%H I	49 29.72%I	36 21.59%I	51 11.32%	9 63.29%	7 76.62% N	492 49.76%M	232 30.33%	73 26.81%	40 95.65%	663 41.47%	187 39.00%	696 40.60%	147 43.13%
Not working but seeking work or temporarily unemployed or sick	76 3.59%	-	-	-	76 100.00%abcef g	-	-	-	29 2.03%	21 2.51%	8 1.36%	41 6.37%h	20 7.78%ij	9 6.64%ij	12 4.83%ij j	5 17.79%ij mn	37 8.51%st	16 2.45%t	7 0.92%	67 3.97%	9 2.06%	42 7.75%x	29 1.87%	12 20.19%C DEFGHI	20 10.79%CD EFGHI	6 2.98%	7 2.59%	6 2.98%	3 1.59%	1 0.80%	1 0.61%	5 1.09%	- -	- -	45 4.56%N	23 3.06%	5 1.74%	- -	57 3.56%	17 3.44%	56 3.26%	17 4.83%
Not working and not seeking work/ student	228 10.80%	-	-	228 100.00%abdef g	-	-	-	-	80 5.60%	52 6.26%	28 4.67%	143 22.07%h	63 24.96%ij jn	43 30.24%ij jn	37 14.66%ij j	5 15.33%ij j	108 24.56%st	62 9.76%t	23 2.90%	184 10.86%	44 10.55%	116 21.20%x	105 6.87%	25 43.47%B CDEFGHI	51 27.71%C DEFGHI	32 16.10%E FGHI	36 13.90%FG HI	18 8.39%HI	9 5.25%	6 3.51%	3 1.69%	14 3.12%	6 44.66%	3 33.85%	108 10.91%MN	53 6.96%	15 5.46%	40 95.65%	179 11.20%R	46 9.54%	172 10.06%	47 13.76%Q
Retired on a state pension only	133 6.32%	-	-	-	-	133 100.00%abcdf g	-	-	90 6.32%	87 10.47%jn	3 0.54%	42 6.51%	26 10.51%jn	9 6.26%j	7 2.69%j	1 1.93%	79 17.91%st	27 4.21%t	7 0.94%	98 5.80%	35 8.44%	61 11.15%x	72 4.74%	2 2.99%I	44 24.27%A DEFGHI	33 16.46%AD EFGHI	17 6.81%FH I	7 3.09%I	3 1.70%I	5 3.12%I	2 1.32%I	- -	1 8.26%	1 7.04%	97 9.79%MN	24 3.09%	11 3.97%	- -	101 6.33%	28 5.88%	111 6.47%	19 5.63%
Retired with a private pension	339 16.06%	-	-	-	-	-	339 100.00%abcde g	-	305 21.35%k	290 34.85%ijl mno	15 2.54%	33 5.03%	13 5.31%	10 7.03%j	9 3.63%	1 2.14%	69 15.69%t	148 23.10%t	80 10.25%	233 13.74%	106 25.52%u	97 17.82%	237 15.57%	2 3.55%	21 11.56%I	46 23.05%A BHI	63 24.42%A BHI	48 23.00%A BHI	37 21.24%A BI	28 16.92%A I	24 14.40%AI	28 6.24%	- -	2 22.84%	180 18.17%	113 14.72%	41 14.96%	- -	262 16.36%	77 15.99%	281 16.42%	56 16.50%
House person, housewife, househusband, etc.	86 4.09%	-	-	-	-	-	-	86 100.00%ab cdef	53 3.71%	33 3.99%	20 3.32%	33 5.02%	19 7.68%j	6 3.95%	8 2.98%	1 1.93%	22 5.11%t	31 4.85%t	19 2.41%	66 3.90%	20 4.88%	41 7.49%x	42 2.75%	4 6.54%I	7 3.73%I	12 5.95%I	15 5.66%I	10 4.65%I	7 3.88%I	9 5.38%I	6 3.58%I	4 0.87%	1 10.37%	1 12.89%	63 6.34%MN	19 2.49%	2 0.67%	- -	64 4.01%	20 4.16%	75 4.39%	8 2.41%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 255

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Working	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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NET: Employed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Working full time - working 30 hours per week or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Working part-time - working between 8 and 29 hours per week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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NET: Self-employed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Self-employed - working 30 hours per week or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Self-employed - working between 8 and 29 hours per week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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NET: Not working	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Not working but seeking work or temporarily unemployed or sick	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Not working and not seeking work	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 255

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Student	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired on a state pension only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Retired with a private pension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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House person, housewife, householsband, etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Refused	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99	59	86	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23	89
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 256

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Working	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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NET: Employed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Working full time - working 30 hours per week or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Working part-time - working between 8 and 29 hours per week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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NET: Self-employed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Self-employed - working 30 hours per week or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Self-employed - working between 8 and 29 hours per week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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NET: Not working	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Not working but seeking work or temporarily unemployed or sick	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Not working and not seeking work	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 256

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?									What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Student	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired on a state pension only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired with a private pension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
House person, housewife, householsband, etc.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	2108 100.00%	1005 100.00%	242 100.00%	228 100.00%	76 100.00%	133 100.00%	339 100.00%	86 100.00%	1430 100.00%	833 100.00%	597 100.00%	647 100.00%	252 100.00%	141 100.00%	254 100.00%	31 100.00%	440 100.00%	639 100.00%	783 100.00%	1693 100.00%	415 100.00%	545 100.00%	1525 100.00%	59 100.00%	183 100.00%	199 100.00%	257 100.00%	211 100.00%	172 100.00%	166 100.00%	168 100.00%	450 100.00%	14 100.00%	9 100.00%	989 100.00%	766 100.00%	274 100.00%	42 100.00%	1600 100.00%	480 100.00%	1714 100.00%	342 100.00%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 257

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

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Engl-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Working	1247 59.15%	663 64.46%b	582 54.22%	124 54.42%h	307 84.76%c fgh	298 88.71%c fgh	267 72.73%c gh	183 56.79%h	68 13.73%	1069 60.38%l	1148 59.52%	99 55.11%	47 47.21%	32 54.50%	52 60.22%	131 55.85%	108 61.69%l	106 58.71%	94 62.05%l	117 59.55%	194 69.62%k lmoqsuv	165 57.45%	103 56.62%	291 58.68%	461 61.79%	317 59.98%	385 69.32%D	395 64.86%D	291 65.93%D	176 35.05%	276 56.06%J	446 64.63%EG J	268 57.86%J	226 66.30%E GJ	13 57.56%	15 16.55%
NET: Employed	1150 54.54%	604 58.78%b	543 50.62%	120 52.76%h	285 78.59%c fgh	284 84.55%c fgh	246 66.89%c gh	160 49.61%h	55 11.21%	983 55.54%l	1058 54.85%	92 51.18%	44 44.02%	31 52.50%	51 58.51%	118 50.61%	98 55.94%	99 54.88%	87 57.53%l	103 52.45%	175 62.86%k los	156 54.26%	96 53.19%	267 53.87%	427 57.20%	290 54.74%	357 64.43%D	371 60.90%D	258 58.52%D	163 32.43%	253 51.26%J	418 60.56%EG J	243 52.48%J	207 60.66%E GJ	13 57.56%	13 15.13%
Working full time - working 30 hours per week or more	939 44.53%	549 53.43%b	388 36.17%	97 42.56%h	242 66.69%c fgh	247 73.63%c fgh	209 56.91%c gh	118 36.57%h	26 5.24%	805 45.46%l	867 44.93%	72 40.16%	34 34.08%	28 47.14%	42 48.86%	99 42.28%	84 47.85%l	78 43.07%	70 45.99%	82 41.70%	152 54.57%k loqsuv	121 42.36%	77 42.61%	225 45.40%	351 46.98%	230 43.40%	312 56.27%B CD	306 50.23%D	202 45.69%D	119 23.64%	204 41.41%J	336 48.70%EJ	197 42.51%J	181 53.07%E GJ	11 46.78%	8 9.03%
Working part-time - working between 8 and 29 hours per week	211 10.01%	55 5.35%	155 14.45%a	23 10.20%	43 11.90%h	37 10.92%h	37 9.98%h	42 13.04%h	29 5.97%	178 10.07%	191 9.92%	20 11.02%	10 9.94%	3 5.36%	8 9.64%	20 8.34%	14 8.09%	21 11.82%	18 11.54%	21 10.75%	23 8.28%	34 11.89%	19 10.58%	42 8.48%	76 10.23%	60 11.34%	45 8.16%	65 10.67%	57 12.83%A	44 8.79%	49 9.86%	82 11.86%H	46 9.97%	26 7.59%	2 10.78%	5 6.10%
NET: Self-employed	97 4.61%	58 5.68%b	39 3.60%	4 1.66%	22 6.17%ch	14 4.16%	21 5.84%ch	23 7.18%ch	12 2.52%	86 4.84%	90 4.67%	7 3.93%	3 3.20%	1 2.00%	1 1.71%	12 5.24%	10 5.75%	7 3.82%	7 4.52%	14 7.10%	19 6.76%	9 3.20%	6 3.44%	24 4.80%	34 4.58%	28 5.24%	27 4.89%	24 3.96%	33 7.41%BD	13 2.61%	24 4.79%	28 4.07%	25 5.38%	19 5.65%	- -	1 1.42%
Self-employed - working 30 hours per week or more	66 3.13%	45 4.37%b	21 1.95%	4 1.66%	18 4.95%h	8 2.27%	17 4.52%h	16 4.92%h	4 0.84%	59 3.35%	63 3.27%	3 1.58%	3 2.60%	1 2.00%	1 1.06%	10 4.20%	8 4.50%	5 2.93%	3 2.06%	10 5.23%	11 3.79%	8 2.69%	4 2.10%	19 3.76%	22 2.95%	19 3.53%	22 3.96%D	13 2.08%	27 6.22%BD	4 0.76%	17 3.37%	18 2.66%	17 3.74%	12 3.65%	- -	1 1.42%
Self-employed - working between 8 and 29 hours per week	31 1.48%	13 1.31%	18 1.65%	- -	4 1.22%	6 1.89%	5 1.31%	7 2.26%c	8 1.68%	26 1.49%	27 1.40%	4 2.35%	1 0.60%	- -	1 0.65%	2 1.04%	2 1.25%	2 0.89%	4 2.46%	4 1.87%	8 2.97%u	1 0.51%	2 1.34%	5 1.04%	12 1.63%	9 1.70%	5 0.93%	11 1.88%	5 1.19%	9 1.86%	7 1.42%	10 1.42%	8 1.64%	7 1.99%	- -	- -
NET: Not working	861 40.85%	365 35.54%	492 45.78%a	104 45.58%d ef	55 15.24%	38 11.29%	100 27.27%d e	139 43.21%d ef	425 86.27%c defg	702 39.62%	781 40.48%	80 44.89%t	52 52.79%l prt	27 45.50%t	34 39.78%	103 44.15%t	67 38.31%	75 41.29%t	58 37.95%	79 40.45%t	85 30.38%	122 42.55%u	79 43.38%t	205 41.32%	285 38.21%	212 40.02%	170 30.68%	214 35.14%	150 34.07%	327 64.95%AB C	216 43.94%FH	244 35.37%	195 42.14%FH	115 33.70%	10 42.44%	74 83.45%EFGH
Not working but seeking work or temporarily unemployed or sick	76 3.59%	43 4.15%	33 3.08%	10 4.34%h	16 4.50%h	6 1.75%	24 6.66%eh	16 4.94%eh	3 0.67%	64 3.63%	67 3.45%	9 5.14%	1 1.46%	1 1.34%	4 4.82%	8 3.53%	7 3.96%	3 1.71%	4 2.34%	10 5.10%	12 4.25%	10 3.47%	7 3.59%	19 3.90%	28 3.79%	17 3.15%	8 1.39%	9 1.45%	4 0.96%	55 10.92%ABC	6 1.28%	15 2.18%	19 4.18%E	25 7.33%EF	- -	7 7.80%EF

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 257

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

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Not working and not seeking work	128 6.08%	44 4.24%	83 7.74%a	12 5.09%h	18 5.05%h	10 3.06%	41 11.26%cdeh	41 12.74%cdeh	6 1.12%	97 5.49%	113 5.88%	15 8.19%t	9 9.38%t	7 11.86%ut	3 3.74%	14 6.16%t	9 5.14%	19 10.35%t	9 5.77%	10 5.32%	7 2.44%	16 5.45%	10 5.61%	27 5.38%	33 4.37%	38 7.17%x	6 1.09%	15 2.53%	16 3.51%A	91 18.12%ABC	13 2.66%	43 6.22%E	32 6.84%E	20 6.00%E	- -	18 20.65%EFGH
Student	99 4.72%	40 3.91%	57 5.26%	82 36.15%defgh	12 3.35%efgh	3 0.94%h	1 0.18%	1 0.32%	- -	86 4.87%	94 4.86%	6 3.24%	6 6.25%	1 2.10%	6 6.50%	14 6.18%s	10 5.48%	9 4.70%	3 2.16%	4 2.06%	19 7.00%rs	14 4.81%	7 4.11%	30 5.99%y	41 5.46%y	16 2.99%	37 6.64%CD	44 7.28%CD	7 1.59%	11 2.26%	14 2.86%	26 3.83%	17 3.76%	28 8.27%EFG	9 39.59%	2 2.30%
Retired on a state pension only	133 6.32%	30 2.96%	103 9.56%a	- -	- -	- -	- -	- -	133 27.03%cdefg	115 6.49%	122 6.32%	11 6.29%	5 4.99%	2 3.51%	6 6.61%	15 6.42%	10 5.79%	12 6.69%	8 4.98%	18 9.03%	18 6.54%	19 6.80%	9 4.91%	31 6.23%	47 6.24%	37 7.07%	8 1.46%	12 2.00%	25 5.64%AB	88 17.49%ABC	32 6.47%	31 4.50%	28 6.06%	19 5.60%	1 2.85%	22 25.22%EFGH
Retired with a private pension	339 16.06%	195 18.95%b	144 13.38%	- -	- -	3 0.79%	1 0.41%	54 16.83%cdef	280 56.90%cdefg	271 15.31%	307 15.92%	31 17.53%t	25 25.53%tuopqtu	11 18.11%	16 18.10%	36 15.44%	24 13.53%	24 13.46%	27 17.77%t	32 16.56%	27 9.84%	46 16.01%t	39 21.28%t	75 15.23%	112 14.99%	84 15.85%	95 17.07%D	124 20.30%D	84 19.10%D	36 7.15%	137 27.81%FGH	97 14.13%H	62 13.46%H	20 5.96%	- -	22 24.26%FGH
House person, housewife, househusband, etc.	86 4.09%	14 1.33%	73 6.75%a	- -	8 2.34%ch	16 4.74%ch	32 8.76%cdeh	27 8.37%cdh	3 0.55%	68 3.84%	78 4.05%	8 4.50%t	5 5.19%rt	5 8.58%rtst	- -	15 6.42%rt	8 4.42%t	8 4.37%t	7 4.93%rt	5 2.38%	1 0.32%	17 6.00%rt	7 3.88%t	23 4.59%	25 3.37%	20 3.79%	17 3.03%	10 1.59%	14 3.27%	45 9.02%ABC	14 2.87%H	31 4.51%H	36 7.84%EFH	2 0.54%	- -	3 3.22%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 258

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

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?													What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	Housing person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Working	1247 59.15%	1005 100.00% cdefg	242 100.00%cdefg	-	-	-	-	-	872 60.99%k	349 41.92%	523 87.57%l lmno	356 55.00%	110 43.77%	65 45.88%	181 71.20%l lm	19 60.88%l	124 28.21%	356 55.64%r	647 82.58%r s	1045 61.74%w	201 48.55%	189 34.61%	1040 68.19%w	14 23.26%	40 21.93%	71 35.45%B	120 46.62%A BC	122 57.89%A BCD	114 66.33%A BCD	117 70.28%A BCDE	131 78.41%A BCDEF	399 88.68%A BCDEFGH	5 36.71%	2 23.38%	497 50.24%	534 69.67%L	200 73.19%L	2 4.35%	936 58.53%	293 61.00%	1018 59.40%	195 56.87%
NET: Employed	1150 54.54%	939 93.44%b cdefg	211 87.14%cdefg	-	-	-	-	-	807 56.41%k	308 37.00%	499 83.46%l lmno	327 50.50%	100 39.79%	61 43.10%	166 65.24%l lm	16 52.65%	105 23.86%	333 52.01%r	609 77.71%r s	966 57.07%w	183 44.22%	171 31.31%	963 63.11%w	7 12.69%	36 19.79%	61 30.90%A B	107 41.59%A BC	115 54.73%A BCD	111 64.21%A BCD	114 68.59%A BCDE	121 72.23%A BCDE	374 83.13%A BCDEFGH	5 36.71%	2 23.38%	449 45.38%	495 64.59%L	191 70.01%L	2 4.35%	864 54.00%	270 56.15%S	944 55.09%	174 50.92%
Working full time - working 30 hours per week or more	939 44.53%	939 93.44%bcdef g	-	-	-	-	-	-	659 46.05%	234 28.08%	425 71.11%l lmno	267 41.26%	74 29.29%	48 34.27%	145 57.01%l lm	13 42.31%	51 11.69%	264 41.25%r s	545 69.63%r s	802 47.38%v	136 32.86%	127 23.31%	796 52.16%w	2 4.15%	14 7.48%	35 17.78%A B	85 33.18%A BC	91 43.27%A BCD	87 50.82%A BCD	96 58.06%A BCDE	102 60.96%A BCDE	347 77.14%A BCDEFGH	5 36.71%	1 14.67%	340 34.39%	421 54.96%L	166 60.71%L	-	700 43.77%	226 47.03%	771 44.98%	146 42.64%
Working part-time - working between 8 and 29 hours per week	211 10.01%	-	211 87.14%acdef g	-	-	-	-	-	148 10.35%	74 8.93%	74 12.34%l	60 9.25%	26 10.50%	12 8.83%	21 8.23%	3 10.34%	54 12.17%l	69 10.76%	63 8.08%	164 9.68%	47 11.36%	44 8.00%	167 10.94%	5 8.54%	23 12.31%l	26 13.12%l	22 8.41%	24 11.46%l	23 13.40%l	17 10.53%	19 11.27%l	27 5.98%	- -	1 8.71%	109 10.99%	74 9.63%	25 9.30%	2 4.35%	164 10.22%	44 9.12%	173 10.11%	28 8.27%
NET: Self-employed	97 4.61%	66 6.56%c defg	31 12.86%acdef g	-	-	-	-	-	55 4.58%	41 4.92%	25 4.11%	29 4.49%	10 3.98%	4 2.78%	15 5.95%	3 8.23%	19 4.35%	23 3.63%	38 4.87%	79 4.67%	18 4.33%	18 3.30%	77 5.08%	6 10.57%BE FG	4 2.14%	9 4.55%	13 5.03%	7 3.16%	4 2.12%	3 1.69%	10 6.18%G	25 5.55%G	- -	- -	48 4.86%	39 5.08%	9 3.18%	- -	72 4.53%	23 4.84%	74 4.31%	20 5.96%
Self-employed - working 30 hours per week or more	66 3.13%	66 6.56%bcdef g	-	-	-	-	-	-	42 2.92%	21 2.56%	20 3.42%	22 3.44%	8 3.38%	3 2.09%	11 4.26%	2 6.33%	7 1.68%	15 2.29%	31 4.00%r	56 3.31%	10 2.40%	8 1.38%	57 3.72%w	1 2.41%	- -	6 3.01%B	10 3.72%B	3 1.34%	2 1.34%	3 1.69%	9 5.41%BE F	19 4.33%B	- -	- -	35 3.50%	25 3.24%	6 2.13%	- -	48 2.98%	18 3.79%	50 2.94%	14 4.00%
Self-employed - working between 8 and 29 hours per week	31 1.48%	-	31 12.86%acdef g	-	-	-	-	-	24 1.66%	20 2.35%j	4 0.69%	7 1.06%	2 0.62%	1 0.69%	4 1.70%	1 1.90%	12 2.67%l	9 1.34%	7 0.87%	23 1.37%	8 1.94%	10 1.92%	21 1.36%	5 8.16%CD EFGHI	4 2.14%	3 1.54%	3 1.32%	4 1.82%	1 0.78%	- -	1 0.77%	6 1.23%	- -	- -	13 1.35%	14 1.83%	3 1.05%	- -	25 1.55%	5 1.05%	24 1.37%	7 1.96%
NET: Not working	861 40.85%	-	-	228 100.00% ab	76 100.00% ab	133 100.00% ab	339 100.00% ab	86 100.00%a b	558 39.01%	484 58.08%j no	74 12.43%	291 45.00%h n	142 56.23%j n	76 54.12%j n	73 28.80%j	12 39.12%j -	316 71.79%a l	284 44.36%l	136 17.42%	648 38.26%	213 51.45%u	357 65.39%x	485 31.81%	45 76.74%D EFGHI	143 78.07%C DEFGHI	128 64.55%D EFGHI	137 53.38%E FGHI	89 42.11%G HI	58 33.67%H I	49 29.72%I	36 21.59%I	51 11.32%	9 63.29%	7 76.62%	492 49.76%M N	232 30.33%	73 26.81%	40 95.65%	663 41.47%	187 39.00%	696 40.60%	147 43.13%
Not working but seeking work or temporarily unemployed or sick	76 3.59%	-	-	-	76 100.00%abcef g	-	-	-	29 2.03%	21 2.51%	8 1.36%	41 6.37%h	20 7.78%j	9 6.64%j	12 4.83%j j	5 17.79%j mn	37 8.51%st	16 2.45%t	7 0.92%	67 3.97%	9 2.06%	42 7.75%x	29 1.87%	12 20.19%C DEFGHI	20 10.79%CD EFGHI	6 2.98%	7 2.59%	6 2.98%	3 1.59%	1 0.80%	1 0.61%	5 1.09%	- -	- -	45 4.56%N	23 3.06%	5 1.74%	- -	57 3.56%	17 3.44%	56 3.26%	17 4.83%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 258

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

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Not working and not seeking work	128 6.08%	- -	- -	128 56.29%abdefg	- -	- -	- -	- -	49 3.42%	38 4.58%j	11 1.79%	77 11.85%jn	48 19.09%ijn	19 13.23%ijn	10 3.91%j	3 8.34%j	75 17.02%st	31 4.92%t	9 1.10%	100 5.93%	28 6.68%	101 18.55%x	24 1.59%	15 24.93%CDEFGHI	39 21.37%CDEFGHI	21 10.69%EFGHI	20 7.76%FGHI	9 4.04%I	3 1.76%	4 2.32%I	3 1.69%	2 0.43%	6 44.66%	3 33.85%	80 8.04%MN	33 4.33%	6 2.29%	- -	96 6.00%	30 6.15%	99 5.76%	22 6.32%
Student	99 4.72%	- -	- -	99 43.71%abdefg	- -	- -	- -	- -	31 2.18%	14 1.69%	17 2.88%	66 10.21%h	15 5.87%i	24 17.01%ijn	27 10.76%ij	2 6.99%i	33 7.54%t	31 4.84%t	14 1.79%	83 4.93%	16 3.87%	14 2.64%	81 5.28%w	11 18.54%BCDEFGHI	12 6.34%GHI	11 5.41%GHI	16 6.13%GHI	9 4.36%H	6 3.49%H	2 1.18%	- -	12 2.69%H	- -	- -	28 2.86%	20 2.63%	9 3.17%	40 95.65%	83 5.20%R	16 3.39%	73 4.27%	25 7.44%QR
Retired on a state pension only	133 6.32%	- -	- -	- -	- -	133 100.00%abcdfg	- -	- -	90 6.32%	87 10.47%jn	3 0.54%	42 6.51%	26 10.51%jn	9 6.26%j	7 2.69%j	1 1.93%	79 17.91%st	27 4.21%t	7 0.94%	98 5.80%	35 8.44%	61 11.15%x	72 4.74%	2 2.99%I	44 24.27%ADEFGHI	33 16.46%ADEFGHI	17 6.81%FHI	7 3.09%I	3 1.70%I	5 3.12%I	2 1.32%I	- -	1 8.26%	1 7.04%	97 9.79%MN	24 3.09%	11 3.97%	- -	101 6.33%	28 5.88%	111 6.47%	19 5.63%
Retired with a private pension	339 16.06%	- -	- -	- -	- -	- -	339 100.00%abcdeg	- -	305 21.35%k	290 34.85%ijlmno	15 2.54%	33 5.03%	13 5.31%	10 7.03%j	9 3.63%	1 2.14%	69 15.69%t	148 23.10%rt	80 10.25%	233 13.74%	106 25.52%u	97 17.82%	237 15.57%	2 3.55%	21 11.56%I	46 23.05%ABHI	63 24.42%ABHI	48 23.00%ABHI	37 21.24%ABI	28 16.92%AI	24 14.40%AI	28 6.24%	- -	2 22.84%	180 18.17%	113 14.72%	41 14.96%	- -	262 16.36%	77 15.99%	281 16.42%	56 16.50%
House person, housewife, househusband, etc.	86 4.09%	- -	- -	- -	- -	- -	- -	86 100.00%abcdef	53 3.71%	33 3.99%	20 3.32%	33 5.02%	19 7.68%j	6 3.95%	8 2.98%	1 1.93%	22 5.11%t	31 4.85%t	19 2.41%	66 3.90%	20 4.88%	41 7.49%x	42 2.75%	4 6.54%I	7 3.73%I	12 5.95%I	15 5.66%I	10 4.65%I	7 3.88%I	9 5.38%I	6 3.58%I	4 0.87%	1 10.37%	1 12.89%	63 6.34%MN	19 2.49%	2 0.67%	- -	64 4.01%	20 4.16%	75 4.39%	8 2.41%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 259
Do you work in any of the following occupations?
Base: All respondents who work

	Total	Gender: Male (a)	Gender: Female (b)	Age: 18-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65+ (h)	Region: England (i)	Region: UK Excl Scotland (j)	Region: Scotland (k)	Region: Wales (l)	Region: Northern Ireland (m)	Region: North East (n)	Region: North West (o)	Region: Yorkshire & Humberside (p)	Region: West Midlands (q)	Region: East Midlands (r)	Region: Eastern (s)	Region: London (t)	Region: South East (u)	Region: South West (v)	Region Summary: North England (w)	Region Summary: South England (Incl Lon.) (x)	Region Summary: Midlands (y)	Social Grade: AB (A)	Social Grade: C1 (B)	Social Grade: C2 (C)	Social Grade: DE (D)	Property type: Detached house (E)	Property type: Semi-detached house (F)	Property type: Terraced house (G)	Property type: Self-contained flat, maisonette or apartment (H)	Property type: A room or rooms (I)	Property type: Other (J)
Unweighted base	1315	666	647	98	310	315	298	204	90	1121	1206	109	51	34	55	149	113	123	114	112	184	177	94	317	455	349	387	433	305	190	287	475	278	243	13	16
Weighted base	1247	663	582	124*	307	298	267	183	68*	1069	1148	99*	47*	32*	52*	131	108	106	94	117*	194	165	103*	291	461	317	385	395	291	176	276	446	268	226	13**	15**
NET: Public Sector	394 31.61%	169 25.43%	226 38.76%a	48 38.45%h	100 32.70%h	98 33.04%h	81 30.40%h	55 30.14%h	11 16.62%	323 30.18%	357 31.06%	38 38.05%	19 40.58%	15 46.56%p uv	21 40.26%	45 34.39%	29 27.29%	30 28.07%	30 32.28%	35 30.04%	62 31.83%	44 26.66%	26 25.69%	95 32.81%	132 28.62%	95 30.04%	137 35.60%CD	153 38.80%CD	69 23.71%	35 19.88%	100 36.31%H	150 33.67%H	78 29.03%	55 24.25%	5 39.52%	5 33.29%
A nationalised industry/state corporation	47 3.75%	32 4.85%b	15 2.52%	5 3.74%	19 6.30%f	11 3.67%	6 2.19%	5 2.95%	1 0.96%	43 4.03%	45 3.90%	2 2.06%	2 3.62%	- -	3 5.83%	8 5.84%	4 3.46%	1 1.22%	3 3.36%	6 5.53%	9 4.65%	8 4.81%	1 0.79%	14 4.96%	18 3.85%	11 3.44%	16 4.27%	13 3.36%	8 2.76%	9 5.15%	11 4.09%	16 3.54%	8 3.08%	8 3.50%	3 20.11%	1 6.26%
Central government or civil service (including Courts service and Bank of England)	45 3.57%	22 3.26%	23 3.94%	10 7.67%d	8 2.74%	9 2.95%	8 3.11%	8 4.59%	1 1.70%	32 3.04%	39 3.38%	6 5.79%u	2 3.77%	5 14.29%uo pqstuv	3 5.34%u	5 3.75%u	2 1.72%	3 2.79%	4 4.45%u	3 2.61%	9 4.45%u	1 0.48%	3 3.22%	10 3.28%	13 2.76%	10 3.21%	22 5.60%D	13 3.24%	7 2.49%	3 1.68%	9 3.30%	18 4.15%	11 4.18%	5 2.05%	1 8.37%	- -
Local government or council (including fire services, police and local authority controlled schools/colleges)	140 11.25%	53 8.07%	87 14.91%a	10 7.83%	32 10.29%	45 15.21%h	30 11.11%	20 10.81%	4 6.16%	116 10.83%	128 11.14%	12 12.51%	7 15.64%	5 15.03%	2 4.74%	20 15.28%	10 9.15%	10 9.74%	12 12.59%	15 12.88%	19 9.70%	19 11.22%	9 8.70%	32 11.11%	46 10.02%	37 11.74%	43 11.08%D	67 16.89%ACD	22 7.41%	9 5.32%	40 14.42%H	58 12.91%H	32 11.95%H	8 3.73%	1 7.32%	2 10.27%
A university, or other grant funded establishment (include opted-out schools)	44 3.55%	22 3.25%	23 3.90%	7 5.80%h	9 3.03%	12 4.11%	10 3.93%	5 2.74%	- -	34 3.22%	39 3.37%	6 5.67%	2 5.28%	2 5.59%	2 4.25%	2 1.90%	4 4.05%	1 1.28%	4 3.72%	2 1.53%	8 3.89%	8 5.03%	3 2.82%	9 3.12%	19 4.06%	7 2.09%	17 4.52%D	20 5.18%CD	5 1.72%	1 0.82%	9 3.18%	18 4.03%	4 1.58%	12 5.41%G	- -	- -
A health authority or NHS Trust	94 7.52%	29 4.34%	65 11.16%a	11 8.75%	27 8.92%	17 5.86%	20 7.36%	15 8.14%	3 5.14%	73 6.84%	82 7.13%	12 12.01%a u	5 10.69%	4 11.66%	10 18.90%op rstu	8 5.85%	7 6.36%	12 10.82%u	5 5.55%	4 3.84%	13 6.45%	7 4.09%	8 8.11%	24 8.38%	28 5.98%	21 6.69%	34 8.93%D	31 7.77%	22 7.51%	7 3.89%	28 10.14%	30 6.82%	16 6.02%	18 7.79%	* 3.72%	1 7.51%
The armed forces	2 0.18%	1 0.20%	1 0.15%	- -	- -	1 0.21%	2 0.60%	- -	- -	2 0.21%	2 0.19%	- -	- -	- -	1 1.20%	- -	1 0.80%	- -	- -	1 0.62%	- -	- -	- -	1 0.51%	- -	1 0.23%	1 0.23%	1 0.16%	- -	1 0.41%	- -	1 0.16%	- -	1 0.66%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 259

Do you work in any of the following occupations?

Base: All respondents who work

	Total	Gender		Age						Region												Region Summary			Social Grade				Property type						
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-em Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-em (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	1247	663	582	124*	307	298	267	183	68*	1069	1148	99*	47*	32*	52*	131	108	106	94	117*	194	165	103*	291	461	317	385	395	291	176	276	446	268	226	13**	15**
Other public sector occupation (Please specify as much detail as possible)	22 1.79%	10 1.45%	13 2.19%	6 4.67%e	4 1.42%	3 1.04%	6 2.11%	2 0.91%	2 2.67%	22 2.02%	22 1.95%	- -	1 1.57%	- -	- -	2 1.77%	2 1.79%	2 2.23%	2 2.61%	4 3.03%	5 2.69%	2 1.03%	2 2.05%	4 1.45%	9 1.96%	8 2.64%	4 0.98%	9 2.20%	5 1.82%	5 2.60%	3 1.19%	9 2.06%	6 2.23%	3 1.12%	- -	1 9.26%
NET: Private Sector	853 68.38%	494 74.57%b	356 61.24%	76 61.55%	207 67.30%	200 66.96%	186 69.60%	128 69.86%	56 83.38%c defg	746 69.82%	791 68.94%	61 61.95%	28 59.42%	17 53.44%	31 59.74%	86 65.61%	78 72.71%m	77 71.93%	64 67.72%	82 69.96%	132 68.17%	121 73.34%m	76 74.31%m	195 67.19%	329 71.38%	222 69.96%	248 64.40%	242 61.20%	222 76.29%A B	141 80.12%AB	176 63.69%	296 66.33%	190 70.97%	171 75.75%E F	8 60.48%	10 66.71%
A charity, voluntary organisation or trust	50 3.98%	15 2.29%	34 5.92%a	6 4.97%	11 3.47%	6 1.99%	12 4.38%	12 6.62%e	3 4.55%	43 3.99%	45 3.94%	4 4.52%	- -	2 7.77%	1 1.74%	5 3.80%	6 5.62%	3 2.70%	3 2.89%	5 4.30%	7 3.39%	9 5.74%	4 4.01%	12 4.11%	20 4.37%	11 3.34%	10 2.58%	19 4.71%	8 2.88%	13 7.23%AC	5 1.65%	20 4.48%E	14 5.40%E	10 4.37%	- -	- -
Self-employed (Private sector)	124 9.94%	76 11.47%	48 8.23%	10 7.95%	27 8.64%	17 5.69%	23 8.76%	32 17.25%c def	16 23.12%c def	109 10.17%	115 9.98%	9 9.49%	4 8.28%	2 5.93%	1 2.84%	11 8.68%	9 8.62%	11 10.76%	6 6.82%	14 11.73%	28 14.40%n	15 9.20%	12 11.71%	22 7.61%	55 11.94%	32 9.95%	39 10.08%	27 6.87%	42 14.43%B	16 9.09%	31 11.33%	39 8.71%	28 10.52%	24 10.49%	1 4.58%	1 8.57%
None of the above/ I work in the Private sector	679 54.46%	403 60.80%b	274 47.09%	60 48.62%	170 55.18%	177 59.29%g	151 56.46%g	84 45.99%	38 55.71%	595 55.65%	632 55.03%	47 47.94%	24 51.14%	13 39.74%	29 55.16%	69 53.13%	63 58.46%	62 58.47%	55 58.02%	63 53.93%	98 50.38%	96 58.40%	60 58.60%	161 55.47%	254 55.07%	180 56.67%	199 51.73%	196 49.62%	172 58.98%B	112 63.80%AB	140 50.71%	237 53.14%	147 55.04%	138 60.88%E	7 55.90%	9 58.14%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 260

Do you work in any of the following occupations?

Base: All respondents who work

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k £48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	1315	978	337	-	-	-	-	-	901	318	583	392	58	91	243	22	151	380	664	1096	219	209	1090	18	51	82	125	132	123	124	135	405	4	2	535	557	208	2	984	312	1068	210
Weighted base	1247	1005	242	.**	.**	.**	.**	.**	872	349	523	356	110*	65*	181	19**	124	356	647	1045	201	189	1040	14**	40*	71*	120	122	114	117	131	399	5**	2**	497	534	200	2**	936	293	1018	195
NET: Public Sector	394 31.61%	315 31.34%	79 32.74%	-	-	-	-	-	295 33.78%k	110 31.49%	185 35.30%kn	92 25.97%	30 27.29%	19 28.73%	44 24.18%	7 38.23%	28 22.47%	112 31.61%	216 33.34%r	331 31.62%	64 31.57%	62 32.99%	327 31.40%	1 10.45%	8 20.40%	18 25.97%	36 30.41%	33 26.68%	44 38.16%LB	40 33.94%	47 35.95%	129 32.30%	2 34.05%	- -	116 23.38%	188 35.15%L	85 42.46%L	- -	300 32.04%	91 31.16%	332 32.56%	50 25.73%
A nationalised industry/state corporation	47 3.75%	42 4.18%	5 1.99%	-	-	-	-	-	27 3.08%	11 3.20%	16 3.00%	20 5.60%hn	14 12.99%ijn	2 3.19%	4 1.95%	- -	2 1.80%	11 3.00%	26 4.06%	45 4.31%v	2 0.86%	5 2.71%	42 4.01%	- -	- -	2 3.17%	6 4.71%	1 0.87%	4 3.50%	6 5.31%	8 6.10%E	12 3.03%	2 34.05%	- -	12 2.50%	26 4.94%L	6 3.14%	- -	28 3.01%	19 6.37%PR	33 3.25%	12 6.25%P
Central government or civil service (including Courts service and Bank of England)	45 3.57%	39 3.87%	6 2.33%	-	-	-	-	-	34 3.89%	16 4.48%	18 3.50%	9 2.46%	2 1.80%	2 2.77%	5 2.76%	2 9.66%	3 2.67%	14 4.07%	25 3.90%	41 3.93%	3 1.69%	11 6.01%	33 3.19%	- -	2 3.76%	2 2.56%	4 3.22%	5 4.48%	5 4.51%	7 6.28%	3 2.57%	15 3.65%	- -	- -	14 2.79%	20 3.73%	11 5.37%	- -	39 4.19%R	5 1.82%	36 3.54%	8 3.93%Q
Local government or council (including fire services, police and local authority controlled schools/colleges)	140 11.25%	113 11.28%	27 11.13%	-	-	-	-	-	121 13.82%k	39 11.11%l	82 15.63%ln	20 5.54%	2 2.25%	5 7.86%	12 6.71%	- -	6 4.67%	44 12.45%r	82 12.63%r	115 11.03%	25 12.41%	21 11.20%	117 11.28%	- -	3 8.40%	2 3.45%	13 10.83%	13 10.71%	18 16.00%C	16 13.74%C	18 13.72%C	48 11.95%C	- -	- -	37 7.35%	78 14.70%L	24 11.95%	- -	107 11.41%S	31 10.42%S	121 11.85%S	13 6.54%
A university, or other grant funded establishment (include opted-out schools)	44 3.55%	37 3.68%	7 3.01%	-	-	-	-	-	28 3.24%	15 4.16%	14 2.62%	14 4.00%	2 1.85%	1 2.12%	11 5.99%j	2 9.78%	5 3.93%	10 2.77%	23 3.60%	35 3.33%	10 4.73%	3 1.42%	42 4.00%	- -	1 2.77%	4 5.35%	3 2.09%	3 2.82%	4 3.43%	4 3.52%	3 2.41%	16 4.02%	- -	- -	6 1.16%	17 3.27%L	21 10.51%LM	- -	39 4.12%	6 1.95%	38 3.69%	7 3.44%
A health authority or NHS Trust	94 7.52%	67 6.68%	27 10.99%a	-	-	-	-	-	69 7.90%	25 7.03%	44 8.48%	23 6.36%	9 8.40%	4 6.02%	9 5.23%	2 11.96%	5 4.29%	26 7.22%	51 7.87%	72 6.87%	22 10.87%	21 10.93%x	70 6.69%	- -	- -	5 7.55%	9 7.84%	7 5.93%	9 7.95%	6 5.11%	12 9.48%B	32 8.14%	- -	- -	32 6.37%	39 7.28%	21 10.46%	- -	73 7.79%S	21 7.09%S	84 8.21%S	7 3.54%
The armed forces	2 0.18%	2 0.22%	- -	-	-	-	-	-	1 0.10%	- -	1 0.17%	1 0.38%	- -	1 2.08%jn	- -	- -	- -	- -	2 0.34%	2 0.21%	- -	- -	2 0.21%	- -	- -	- -	- -	- -	- -	- -	2 1.69%l	- -	- -	- -	1 0.15%	- -	1 0.75%	- -	1 0.16%	1 0.25%	1 0.15%	1 0.37%
Other public sector occupation (Please specify as much detail as possible)	22 1.79%	14 1.43%	8 3.27%a	-	-	-	-	-	15 1.75%	5 1.53%	10 1.90%	6 1.63%	- -	3 4.70%l	3 1.53%	1 6.83%	6 5.11%l	7 2.11%	6 0.93%	20 1.94%	2 1.01%	1 0.71%	21 2.02%	1 10.45%	2 5.47%GH	3 3.88%GH	2 1.71%	2 1.87%	3 2.77%	- -	- -	6 1.51%	- -	- -	15 3.06%MN	7 1.22%	1 0.29%	- -	13 1.37%	10 3.26%P	19 1.88%P	3 1.64%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 260

Do you work in any of the following occupations?

Base: All respondents who work

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	1247	1005	242	.**	.**	.**	.**	.**	872	349	523	356	110*	65*	181	19**	124	356	647	1045	201	189	1040	14**	40*	71*	120	122	114	117	131	399	5**	2**	497	534	200	2**	936	293	1018	195
NET: Private Sector	853 68.38%	690 68.66%	163 67.26%	-	-	-	-	-	578 66.22%	239 68.51%	338 64.70%	263 74.03%h	80 72.71%	46 71.27%	137 75.82%j	12 61.77%	96 77.53%t	243 68.39%	431 66.66%	715 68.38%	138 68.43%	126 67.01%	713 68.60%	12 89.55%	32 79.60%F	52 74.03%	83 69.59%	89 73.32%	71 61.84%	77 66.06%	84 64.05%	270 67.70%	3 65.99%	2 100.00%	381 76.62%M N	346 64.85%	115 57.54%	2 100.00%	636 67.96%	202 68.84%	687 67.44%	144 74.27%
A charity, voluntary organisation or trust	50 3.98%	38 3.77%	12 4.87%	-	-	-	-	-	34 3.88%	13 3.83%	20 3.91%	15 4.31%	6 5.56%	1 2.21%	8 4.30%	* 2.44%	5 3.91%	19 5.24%	22 3.36%	39 3.71%	11 5.39%	9 4.50%	41 3.96%	1 4.24%	* 1.18%	4 5.40%	8 6.36%	6 5.21%	5 4.11%	5 4.69%	5 4.18%	11 2.70%	- -	- -	18 3.55%	26 4.89%	6 2.94%	- -	45 4.81%Q	5 1.58%	44 4.36%Q	5 2.67%
Self-employed (Private sector)	124 9.94%	86 8.60%	37 15.47%a	-	-	-	-	-	85 9.72%	49 13.93%j	36 6.91%	35 9.92%	10 8.94%	7 11.47%	18 9.96%	4 20.56%	26 20.82%st	33 9.16%	49 7.61%	101 9.63%	23 11.56%	19 10.15%	102 9.80%	5 34.21% G	7 16.96%F	14 20.44%E FGHI	14 11.96%G	11 9.27%	7 6.12%	4 3.77%	10 7.52%	35 8.76%	- -	- -	57 11.45%	51 9.55%	15 7.59%	- -	91 9.74%	31 10.70%	94 9.24%	27 13.93%
None of the above/ I work in the Private sector	679 54.46%	565 56.28%b	114 46.92%	-	-	-	-	-	459 52.63%	177 50.75%	282 53.88%	213 59.79%h	64 58.20%	37 57.58%	111 61.56%j	7 38.77%	66 52.80%	192 53.98%	360 55.69%	575 55.04%	104 51.48%	99 52.36%	570 54.84%	7 51.10%	25 61.47%	34 48.19%	61 51.28%	72 58.85%	59 51.61%	67 57.60%	69 52.34%	224 56.24%	3 65.99%	2 100.00%	306 61.62%M N	269 50.40%	94 47.01%	2 100.00%	500 53.41%	166 56.56%	548 53.83%	112 57.68%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 261

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
No children aged 18 or under	1535 72.81%	750 72.98%	781 72.75%	185 81.09%d ef	230 63.33%e	128 38.22%	213 57.94%e	293 90.93%c def	486 98.77%c defg	1277 72.12%	1396 72.38%	139 77.43%v	77 78.18%v	42 70.42%	60 69.27%	164 70.09%	132 75.49%	129 71.25%	116 76.12%	148 75.48%	207 74.24%	203 70.78%	119 65.58%	356 71.85%	528 70.81%	393 74.21%	384 69.15%	445 73.15%	306 69.37%	400 79.45%AB C	358 72.62%	463 67.17%	320 69.24%	289 84.60%E FG	14 60.74%	81 90.93%EFG
NET: Yes	563 26.72%	271 26.39%	289 26.92%	38 16.73%g h	132 36.51%c gh	204 60.62%c dfgh	154 42.06%cg h	29 8.88%h	6 1.23%	484 27.31%	523 27.10%	40 22.57%	22 21.82%	17 29.58%	24 28.11%	69 29.62%	41 23.66%	52 28.75%	36 23.88%	48 24.52%	69 24.78%	82 28.51%	61 33.92%k l	135 27.25%	212 28.44%	136 25.79%	168 30.32%D	157 25.83%D	135 30.63%D	102 20.38%	133 27.07%HJ	221 32.08%HJ	142 30.63%HJ	51 14.81%	9 39.26%	7 8.21%
NET: Any 5-18	451 21.38%	208 20.24%	240 22.34%	29 12.87%h	65 17.97%g h	171 50.97%c dfgh	151 41.21%cd gh	28 8.63%h	6 1.23%	392 22.13%	420 21.80%	30 16.95%	15 15.43%	13 22.39%	20 22.86%	58 24.62%	32 18.38%	35 19.38%	32 21.20%	44 22.28%	55 19.93%	67 23.38%	49 26.99%k l	110 22.11%	171 22.97%	111 20.98%	123 22.10%	129 21.18%	109 24.64%D	90 17.98%	103 20.93%HJ	183 26.51%EH J	121 26.18%HJ	35 10.31%	3 11.84%	6 6.52%
NET: Any 11-18	299 14.20%	137 13.36%	162 15.09%	17 7.41%h	25 7.01%h	100 29.63%c dgh	129 35.23%cd gh	23 7.11%h	5 1.07%	265 14.98%l	279 14.47%	20 11.23%	7 6.75%	7 12.23%	16 18.94%l pq	44 18.60%l pq	19 11.08%	21 11.36%	22 14.64%	33 16.95%l	35 12.51%	44 15.50%l	31 16.94%l	79 16.00%	110 14.74%	76 14.37%	79 14.31%	79 12.97%	77 17.35%	64 12.79%	76 15.50%HJ	118 17.11%HJ	83 17.92%HJ	17 4.85%	1 2.64%	5 5.48%
Yes - children aged under 5 years old	167 7.93%	89 8.61%	79 7.32%	11 4.97%f gh	87 23.91%c fgh	62 18.56%cf gh	6 1.63%h	1 0.25%	- -	140 7.88%	154 8.00%	13 7.18%	9 9.57%	5 8.75%	6 7.14%	23 9.88%r s	18 10.18%r s	22 12.28%rs	6 3.84%	8 3.91%	19 6.94%	22 7.78%	15 8.33%	47 9.51%	57 7.60%	36 6.76%	61 11.01%BD	41 6.80%D	45 10.27%D	19 3.83%	46 9.37%HJ	66 9.61%HJ	29 6.35%	17 4.92%	7 30.06%	2 1.69%
Yes - children aged 5 to 10 years old	237 11.24%	114 11.06%	120 11.22%	21 9.12%g h	51 14.14%g h	114 34.09%c dfgh	43 11.68%gh	6 1.79%h	2 0.34%	205 11.58%	222 11.53%	15 8.11%	10 9.92%	7 12.70%	5 5.83%	28 12.04%	23 13.40%	20 11.06%	17 11.12%	17 8.63%	34 12.10%	35 12.22%	26 14.29%	57 11.44%	95 12.68%	54 10.18%	66 11.91%D	71 11.74%D	61 13.85%D	38 7.59%	50 10.12%J	100 14.57%EH J	60 12.87%HJ	23 6.69%	2 9.20%	2 2.42%
Yes - children aged 11 to 15 years old	217 10.28%	99 9.63%	118 10.97%	12 5.38%h	18 4.87%h	85 25.27%c dgh	91 24.75%cd gh	9 2.91%h	2 0.36%	192 10.86%	202 10.47%	15 8.25%	4 4.52%	5 8.97%	11 13.07%l	32 13.68%l	17 9.53%	16 8.98%	15 9.96%	25 12.65%l	24 8.57%	33 11.50%	19 10.61%	60 12.11%	76 10.19%	56 10.62%	61 11.03%	53 8.63%	58 13.06%B	45 9.03%	56 11.34%HJ	90 13.10%HJ	58 12.53%HJ	11 3.33%	- -	1 1.38%
Yes - children aged 16 to 18 years old	144 6.83%	70 6.77%	74 6.94%	8 3.72%h	10 2.82%h	36 10.81%c dgh	67 18.30%cd egh	18 5.46%h	4 0.88%	132 7.43%	137 7.11%	7 3.86%	2 2.23%	3 5.79%	6 6.63%	27 11.70%kl pq	5 3.05%	7 4.05%	11 7.33%	20 10.09%kl pq	14 4.86%	25 8.57%lp	17 9.26%lp	38 7.76%	55 7.35%	38 7.23%	35 6.24%	38 6.22%	36 8.11%	36 7.12%	40 8.04%H	50 7.21%H	44 9.42%H	7 2.03%	1 2.64%	4 4.10%
Refused	10 0.48%	7 0.64%	4 0.33%	5 2.18%df gh	1 0.16%	4 1.16%fh	- -	1 0.19%	- -	10 0.57%	10 0.52%	- -	- -	- -	2 2.61%kq s	1 0.29%	1 0.85%	- -	- -	- -	3 0.98%	2 0.71%	1 0.49%	4 0.89%y	6 0.76%	- -	3 0.53%	6 1.03%C	- -	1 0.18%	2 0.31%	5 0.75%	1 0.13%	2 0.58%	- -	1 0.87%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 262

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
No children aged 18 or under	1535 72.81%	618 61.53%	143 59.19%	193 84.99%a bg	65 85.78%a bg	133 99.55%a bcdg	334 98.78%a bcdg	48 55.62%	1025 71.71%	723 86.87%j lmn	302 50.58%	479 73.94%	181 71.79%j	108 76.37%j	190 74.72% j	31 100.00%i jmn	385 87.40%s t	487 76.21%t	474 60.58%	1200 70.85%	335 80.79%u	461 84.52%x	1045 68.53%	53 90.25%E FGHI	158 86.46%E FGHI	174 87.42%E FGHI	207 80.80%F GHI	159 75.66%G HI	121 70.06%H I	107 64.33%	99 59.02%	269 59.77%	11 77.13%	9 100.00%	759 76.70%M N	545 71.19%N	176 64.21%	25 58.75%	1159 72.43%	355 73.94%	1234 72.00%	267 78.09%PQR
NET: Yes	563 26.72%	380 37.80%c def	96 39.45%c def	34 15.01%e f	11 14.22%ef	1 0.45%	4 1.22%	38 44.38%c def	400 27.98%	106 12.70%o	294 49.28%l lmno	163 25.20% o	69 27.40% o	32 22.58%i o	62 24.47%io -	- -	54 12.22%	152 23.79%r s	309 39.42%r s	486 28.70%v	77 18.60%	84 15.48%	473 31.00%w	6 9.75%	25 13.54%	23 11.74%	49 19.20%C	51 24.34%A BC	52 29.94%A BCD	59 35.67%A BCDE	69 40.98%A BCDEF	181 40.23%A BCDEF	3 22.87%	- -	230 23.21%	216 28.25%L M	96 35.04%L M	17 41.25%	434 27.16%S	122 25.35%	472 27.53%S	73 21.33%
NET: Any 5-18	451 21.38%	297 29.57%c def	72 29.91%c def	31 13.68%e f	9 12.20%ef	1 0.45%	4 1.22%	36 41.95%a cdef	315 22.00%	89 10.63%o	226 37.85%l lmno	136 21.04% o	60 23.77%i o	28 19.90%i o	48 18.96%io -	- -	47 10.69%	129 20.14%r s	237 30.30%r s	385 22.75%v	66 15.81%	76 13.99%	370 24.24%w	6 9.75%	20 11.15%	21 10.55%	42 16.24%	43 20.19%B C	45 25.88%A BCD	46 27.54%A BCD	52 31.02%A BCDE	140 31.05%A BCDE	3 22.87%	- -	198 20.03%	155 20.18%	79 28.89%L M	15 35.86%	353 22.08%S	94 19.48%S	382 22.26%S	53 15.61%
NET: Any 11-18	299 14.20%	203 20.24%c def	46 19.04%ce f	17 7.26%ef	7 9.30%ef	1 0.45%	3 0.90%	23 26.26%c def	216 15.08%	67 8.01%	149 24.93%l lmno	84 12.93% o	37 14.61% o	20 13.95%i o	27 10.69%o -	- -	33 7.39%	84 13.15%r s	160 20.40%r s	258 15.26%v	41 9.85%	52 9.58%	246 16.15%w	3 4.60%	15 8.46%	14 7.22%	20 7.84%	33 15.86%A BCD	31 17.74%A BCD	36 21.92%A BCD	36 21.75%A BCD	87 19.33%A BCD	2 17.74%	- -	143 14.44%	103 13.45%	45 16.44%	5 12.58%	234 14.64%	61 12.71%	252 14.71%	40 11.81%
Yes - children aged under 5 years old	167 7.93%	114 11.35%c ef	37 15.09%cd ef	6 2.68%f	2 3.15%f	- -	- -	8 9.35%ce f	127 8.87%	26 3.10%	101 16.92%ll mno	40 6.22%	14 5.50%	6 4.26%	20 8.02%i -	- -	10 2.31%	35 5.54%r s	107 13.69%rs	149 8.78%v	18 4.44%	15 2.73%	151 9.90%w	- -	8 4.26%	2 1.19%	14 5.57%C	12 5.46%C	10 5.60%C	24 14.21%A BCDEF	22 13.10%A BCDEF	62 13.72%ABCDE F	- -	- -	55 5.60%	79 10.28%L	29 10.69%L	4 8.85%	119 7.46%	45 9.32%	133 7.74%	28 8.13%
Yes - children aged 5 to 10 years old	237 11.24%	152 15.13%c def	41 17.01%cd ef	19 8.13%ef	3 3.86%ef	- -	1 0.32%	21 24.60%a cdef	164 11.48%	46 5.55%	118 19.74%l mno	73 11.24% o	33 12.97%i o	14 10.20%i	26 10.11%i -	- -	20 4.54%	67 10.45%r s	133 16.95%r s	201 11.89%	36 8.58%	34 6.28%	199 13.02%w	3 5.15%	8 4.63%	8 4.27%	26 10.00%C	20 9.29%	22 12.54%B C	25 15.27%B C	27 16.37%A BCE	80 17.79%A BCDE	1 10.37%	- -	88 8.86%	81 10.54%	55 20.24%L M	11 25.99%	191 11.92%S	46 9.63%S	204 11.91%S	22 6.54%
Yes - children aged 11 to 15 years old	217 10.28%	146 14.50%c def	34 14.22%cd ef	12 5.29%ef	4 4.70%ef	- -	1 0.32%	20 23.21%c def	162 11.31%	46 5.48%	116 19.44%ll mno	55 8.50%	24 9.42%	16 11.09%io	16 6.16%	- -	22 5.01%	60 9.39%r s	122 15.59%r s	186 10.98%v	31 7.45%	35 6.34%	182 11.95%w	2 2.68%	8 4.26%	13 6.38%	14 5.39%	27 12.79%A BCD	19 11.17%B D	26 15.47%A BCD	27 16.30%A BCD	69 15.38%A BCD	2 17.74%	- -	101 10.20%	75 9.85%	33 12.07%	4 9.90%	169 10.58%	44 9.17%	184 10.72%	27 7.82%
Yes - children aged 16 to 18 years old	144 6.83%	98 9.79%ce f	19 7.71%ef	9 4.02%f	5 6.63%ef	1 0.45%	2 0.59%	10 11.95%ce f	97 6.78%	34 4.08%	63 10.48%in o	47 7.33%	23 9.14%	9 6.57%	15 5.95%	- -	14 3.27%	44 6.96%r	71 9.07%r	123 7.29%	21 4.99%	27 4.92%	117 7.64%w	2 3.57%	8 4.20%	5 2.32%	10 3.90%	16 7.58%C	19 10.75%B CD	17 10.29%B CD	18 11.03%BC D	36 7.90%C	- -	- -	75 7.58%	44 5.78%	20 7.37%	5 11.00%	112 6.99%	31 6.39%	120 7.02%	21 6.01%
Refused	10 0.48%	7 0.67%	3 1.36%f	- -	- -	- -	- -	- -	4 0.31%	4 0.44%	1 0.14%	6 0.86%	2 0.81%	1 1.05%	2 0.81%	- -	2 0.38%	- -	- -	8 0.45%	3 0.61%	- -	7 0.47%	- -	- -	2 0.84%	- -	- -	- -	- -	- -	- -	- -	- -	1 0.09%	4 0.56%	2 0.75%	- -	7 0.42%	3 0.72%	8 0.47%	2 0.58%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 263
Which of the following ITV regions do you live in?
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette o or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Anglia	218 10.36%	95 9.22%	124 11.51%	20 8.84%	37 10.26%	36 10.83%	48 12.98%	29 9.11%	48 9.68%	218 12.33%k lm	218 11.32%k	-	-	-	-	-	-	1 0.48%	24 16.00%k lmnopqt uv	173 88.43%klmno pqrtuv	-	18 6.24%kl nopqtv	2 1.07%	-	20 2.66%w	199 37.52%wx	54 9.70%	56 9.12%	55 12.51%	54 10.70%	63 12.84%H	77 11.17%H	50 10.89%H	15 4.51%	-	11 12.60%H
Border	23 1.08%	13 1.25%	10 0.92%	1 0.42%	3 0.79%	3 0.83%	2 0.54%	6 1.77%	9 1.73%	10 0.56%	11 0.57%	12 6.61%ijlpq rstuv	-	1 1.61%u	1 1.10%	9 3.87%pqrst uv	-	-	-	-	-	-	-	10 2.02%uy	-	-	5 0.95%	8 1.28%	3 0.57%	7 1.43%	8 1.61%	4 0.63%	6 1.25%	3 0.81%	1 4.14%	1 1.20%
Central	273 12.97%	142 13.80%	132 12.26%	17 7.67%	47 13.06%	43 12.92%	56 15.38%c	47 14.54%c	62 12.57%	270 15.22%k lm	270 13.97%k	4 2.16%o	-	-	-	-	-	162 89.42%k lmnoprs tuv	99 65.34%kl mnopstuv	1 0.55%	1 0.43%	4 1.26%	2 1.32%	-	7 0.96%w	262 49.58%w x	64 11.61%	70 11.48% B	72 16.34%A	67 13.31%	69 13.91%H	104 15.03%H	59 12.69%H	26 7.73%	2 9.35%	11 12.71%
Granada	219 10.39%	111 10.79%	108 10.06%	18 7.94%	40 11.08%	36 10.81%	39 10.61%	36 11.26%	49 9.99%	218 12.33%k lm	219 11.35%k	-	1 0.74%	-	-	212 90.62%klmnp qrstuv	-	2 1.28%	2 0.99%	-	-	1 0.52%	1 0.49%	212 42.80%xy	2 0.32%	4 0.72%	67 12.12%B	51 8.31%	47 10.71%	54 10.71%	39 7.91%	81 11.81%EH	67 14.56%EH	21 6.25%	1 6.51%	8 9.47%
London	374 17.74%	186 18.11%	188 17.48%	76 33.18%d efgh	62 17.07%	57 17.00%	43 11.73%	47 14.57%	89 18.12%f	373 21.05%k lm	373 19.33%k	1 0.62%	-	-	3 3.07%op	-	-	1 0.38%	* 0.28%	22 11.02%k lmnopqr v	277 99.57%k lmnopqr suv	66 23.05%kl mnopqrsv	4 2.36%o	3 0.54%	347 46.56%wy	23 4.29%w	114 20.64%D	119 19.52%D	77 17.53%D	63 12.56%	52 10.54%	95 13.77%	88 18.91%EF	123 35.91%E FGJ	8 33.17%	8 9.21%
Meridian	217 10.31%	106 10.29%	111 10.31%	16 7.04%	35 9.54%	36 10.63%	39 10.66%	41 12.78%	51 10.31%	217 12.23%k lm	217 11.23%k	1 0.41%	-	-	-	1 0.42%	-	-	-	-	-	195 68.10%k lmnopqr stv	20 11.27%kl mnopqrst	1 0.20%	216 28.90%wy	-	65 11.72%	52 8.57%	41 9.38%	59 11.69%	52 10.58%	63 9.10%	55 11.78%	35 10.25%	1 6.33%	12 13.05%
STV	163 7.73%	78 7.55%	85 7.95%	17 7.47%	23 6.37%	22 6.61%	37 10.13%	19 5.98%	44 8.98%	1 0.08%	1 0.07%	162 90.20%ijlmn opqrstuv	-	-	-	-	-	-	-	-	-	1 0.49%	-	-	1 0.19%	-	32 5.78%	65 10.70%AC	25 5.58%	41 8.18%	38 7.70%	47 6.81%	22 4.69%	47 13.81%EF GJ	1 6.08%	4 4.52%
Tyne Tees	85 4.05%	44 4.24%	42 3.90%	11 4.67%	18 4.93%	9 2.71%	14 3.93%	7 2.27%	26 5.31%g	85 4.83%kl	85 4.43%k	-	-	-	82 94.88%klmop qrstuv	-	3 1.56%u	1 0.41%	-	-	-	-	-	85 17.10%xy	-	1 0.14%	20 3.62%	27 4.43%	19 4.19%	20 3.95%	13 2.68%	41 5.91%EG	15 3.19%	13 3.72%	2 6.88%	2 2.77%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 263
Which of the following ITV regions do you live in?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Wales	98 4.63%	43 4.23%	54 5.04%	4 1.85%	22 6.16%ce	9 2.81%	16 4.26%	21 6.59%ce	25 5.02%	- -	98 5.06%k	- -	98 98.47%klmno pqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	26 4.75%	32 5.21%	20 4.56%	19 3.85%	39 7.91%FH	24 3.46%H	25 5.50%H	4 1.05%	2 9.28%	4 4.09%
West	74 3.53%	35 3.42%	36 3.39%	14 6.32%h	13 3.68%	13 3.96%	12 3.40%	10 3.02%	11 2.26%	74 4.16%k	74 3.86%k	- -	1 0.79%	- -	- -	6 2.69%pstu	- -	15 8.03%klmnopstu	1 0.71%	- -	- -	1 0.34%	51 27.97%klmnopqrstu	6 1.27%	52 6.93%wy	16 2.96%	14 2.56%	21 3.37%	12 2.82%	27 5.42%A	14 2.79%	29 4.17%	13 2.70%	12 3.49%	1 6.43%	6 6.76%
Westcountry	103 4.87%	43 4.23%	58 5.36%	4 1.79%	20 5.57%	28 8.46%cfh	14 3.77%	15 4.57%	21 4.34%	103 5.79%kl	103 5.32%k	- -	- -	- -	- -	2 0.82%	- -	- -	- -	- -	- -	- -	101 55.53%klmnopqrstu	2 0.39%	101 13.49%wy	- -	15 2.76%	35 5.82%A	21 4.68%	31 6.20%A	29 5.82%	34 4.88%	18 3.87%	14 4.07%	2 8.60%	7 7.32%
Yorkshire	202 9.59%	102 9.90%	99 9.25%	27 12.02%	38 10.40%	29 8.65%	37 10.12%	28 8.70%	43 8.69%	202 11.41%klm	202 10.48%k	- -	- -	- -	1 0.94%	4 1.58%tu	172 98.44%klmnoqrstuv	- -	25 16.67%klmnoqstuv	- -	- -	- -	- -	177 35.68%xy	- -	25 4.78%x	51 9.25%	59 9.71%	42 9.40%	50 9.96%	45 9.13%	78 11.37%H	40 8.67%	24 6.97%	1 3.21%	13 14.65%H
UTV	58 2.75%	31 2.98%	27 2.56%	2 0.79%	4 1.09%	13 3.79%d	9 2.49%	16 4.85%cd	15 3.01%	- -	58 3.01%k	- -	- -	58 98.39%klmnopqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	25 4.54%CD	15 2.48%	8 1.72%	10 2.03%	32 6.59%FGH	13 1.91%	6 1.31%	5 1.44%	- -	1 1.66%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 264
Which of the following ITV regions do you live in?
Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Anglia	218 10.36%	106 10.60%	28 11.71%	22 9.59%	8 10.35%	18 13.23%	32 9.39%	4 5.16%	151 10.57%	84 10.12%	67 11.20%	62 9.55%	32 12.55%	11 8.04%	19 7.42%	5 17.51%n	46 10.37%	71 11.09%	73 9.31%	158 9.34%	60 14.50%u	60 10.96%	154 10.07%	4 7.34%	16 8.84%	25 12.67%	24 9.50%	26 12.40%	20 11.84%	14 8.13%	20 11.95%	39 8.77%	1 8.26%	1 12.95%	125 12.58%N	73 9.48%	19 6.93%	- -	163 10.18%	49 10.15%	170 9.89%	38 11.00%
Border	23 1.08%	8 0.85%	2 0.70%	1 0.42%	- -	1 0.80%	8 2.28%a	3 3.30%	15 1.07%	10 1.18%	5 0.92%	7 1.08%	2 0.78%	2 1.39%	3 1.20%	* 1.49%	4 0.93%	14 2.23%t	2 0.25%	15 0.88%	8 1.92%	4 0.82%	16 1.07%	- -	3 1.76%	1 0.44%	7 2.78%GH I	3 1.47%	4 2.34%I	- -	- -	2 0.44%	- -	- -	11 1.16%	9 1.11%	2 0.69%	1 2.27%	12 0.78%	10 2.07%P	18 1.05%P	5 1.39%
Central	273 12.97%	134 13.37%	32 13.07%	33 14.50%	4 5.42%	16 12.06%	42 12.28%	13 14.80%	199 13.93%	117 14.09%	82 13.72%	70 10.88%	27 10.77%	14 9.61%	30 11.71%	4 12.07%	59 13.49%	84 13.08%	96 12.25%	220 12.97%	54 12.97%	75 13.84%	194 12.74%	6 9.42%	29 15.93%J	25 12.45%	36 14.07%	21 9.78%	27 15.63%I	31 18.54%E I	22 13.39%	43 9.50%	1 5.18%	1 14.67%	150 15.20%N	90 11.77%	21 7.65%	6 14.23%	190 11.90% R	79 16.44%P	220 12.82%P	48 14.00%
Granada	219 10.39%	104 10.36%	19 8.02%	25 11.09%	8 10.90%	15 11.29%	33 9.71%	14 16.41%b	153 10.73%	85 10.22%	68 11.44%n	64 9.85%	26 10.18%	19 13.82%n	19 7.32%	2 5.68%	47 10.61%	72 11.22%	77 9.84%	195 11.51%v	24 5.81%	59 10.76%	160 10.46%	6 10.59%	19 10.33%	22 10.87%	22 8.47%	26 12.14%	24 14.21%	19 11.49%	15 9.15%	43 9.48%	1 4.39%	- -	113 11.46%	77 10.08%	23 8.38%	3 8.12%	168 10.49%	50 10.43%	178 10.38%	36 10.43%
London	374 17.74%	197 19.57%f g	44 18.32%g	37 16.44%g	17 22.06%g	27 20.60%g	48 14.08%g	4 4.29%	231 16.18%	137 16.50%	94 15.74%	136 21.02%h	40 15.93%	31 21.93%	65 25.57%I jl	6 20.80%	81 18.29%s	76 11.86%	163 20.87%s	348 20.57%v	26 6.17%	52 9.55%	313 20.51%w	13 22.11%D	35 19.29%D	32 16.24%D	22 8.49%	26 12.34%	28 16.29%D	23 13.70%	32 19.01%D	109 24.22%C DEFG	3 23.58%	2 22.31%	149 15.01%	142 18.51%	65 23.62%L	11 25.84%	302 18.91%Q	68 14.06%	310 18.11%Q	57 16.61%
Meridian	217 10.31%	105 10.44%	25 10.35%	18 7.91%	7 9.54%	12 8.76%	34 9.92%	17 19.62%ab cef	135 9.47%	67 8.00%	69 11.53%i	78 12.02%	25 9.82%	20 14.40%i	33 12.88%i	4 13.25%	41 9.42%	71 11.08%	87 11.09%	162 9.57%	55 13.33%u	59 10.80%	152 9.95%	7 11.53%	13 7.20%	22 10.85%	29 11.33%	25 11.74%	17 9.91%	11 6.82%	14 8.07%	62 13.80%BG	1 5.24%	1 12.89%	107 10.84%	81 10.62%	25 9.05%	1 3.47%	173 10.79%	44 9.07%	183 10.67%	32 9.49%
STV	163 7.73%	69 6.90%	22 8.88%	20 9.00%	9 12.17%	10 7.67%	26 7.74%	6 7.06%	98 6.87%	49 5.83%	50 8.30%	62 9.65%h n	35 14.04%im	9 6.27%	18 7.18%	2 7.66%	42 9.48%	47 7.29%	52 6.61%	119 7.04%	44 10.56%u	53 9.74%x	105 6.92%	8 12.90%	18 9.92%	16 8.08%	15 5.95%	22 10.21%	10 5.71%	11 6.41%	9 5.20%	32 7.22%	- -	- -	82 8.28%	55 7.18%	22 7.99%	3 8.24%	132 8.27%	29 6.00%	133 7.74%	27 7.76%
Tyne Tees	85 4.05%	41 4.12%	10 4.08%	7 3.04%	4 5.50%	6 4.29%	16 4.79%	1 1.34%	54 3.79%	37 4.41%	17 2.92%	31 4.84%	15 5.94%	9 6.32%j	7 2.92%	- -	17 3.76%	30 4.64%	31 3.90%	77 4.53%v	9 2.09%	30 5.48%	53 3.50%	6 10.02%BC FI	5 2.95%	5 2.66%	14 5.46%	11 5.38%	4 2.52%	9 5.20%	11 6.65%I	11 2.40%	2 16.74%	- -	38 3.79%	28 3.62%	13 4.82%	3 5.97%	63 3.95%	22 4.53%	73 4.25%	11 3.15%
Wales	98 4.63%	36 3.54%	10 4.01%	15 6.80%	1 1.91%	5 3.72%	25 7.47%a	5 5.96%	69 4.85%	43 5.17%	26 4.40%	26 4.04%	10 3.85%	5 3.36%	12 4.61%	2 6.65%	15 3.50%	44 6.92%rt	29 3.75%	59 3.50%	38 9.22%u	33 6.10%	64 4.22%	2 3.00%	6 3.35%	8 3.79%	22 8.55%I	11 5.31%	11 6.47%	9 5.30%	6 3.75%	14 3.17%	- -	1 7.04%	33 3.37%	42 5.43%L	18 6.46%L	4 10.33%	69 4.30%	26 5.46%	76 4.46%	17 4.83%
West	74 3.53%	32 3.19%	13 5.32%g	12 5.20%	3 4.31%	3 2.49%	11 3.27%	- -	51 3.54%	27 3.19%	24 4.02%	23 3.59%	7 2.88%	6 4.39%	10 3.87%	1 1.90%	17 3.83%	25 3.98%	25 3.19%	64 3.77%	11 2.56%	16 2.92%	58 3.83%	- -	7 3.80%	10 4.97%	12 4.76%	5 2.52%	8 4.62%	5 2.86%	6 3.67%	14 3.13%	4 31.48%	- -	28 2.83%	27 3.57%	9 3.19%	6 14.20%	54 3.37%	20 4.13%	59 3.43%	15 4.37%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 264

Which of the following ITV regions do you live in?

Base: All respondents

		Working Status							Tenure							Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Westcountry	103 4.87%	42 4.19%	13 5.52%	8 3.73%	5 6.12%	4 3.21%	24 7.11%a	6 6.51%	74 5.14%	50 5.99%	24 3.95%	29 4.49%	10 4.01%	7 5.17%	12 4.59%	- -	20 4.53%	31 4.88%	39 4.99%	72 4.28%	30 7.28%u	26 4.71%	75 4.89%	1 1.64%	8 4.23%	11 5.65%	14 5.33%	11 5.40%	6 3.56%	13 7.64%	6 3.57%	20 4.54%	- -	2 22.84%	41 4.15%	38 4.93%	19 6.76%	1 2.26%	76 4.74%	24 4.99%	87 5.09%	12 3.61%
Yorkshire	202 9.59%	101 10.08%	21 8.72%	20 8.66%	8 10.67%	14 10.33%	30 8.80%	8 9.66%	151 10.57%k	94 11.31%m	57 9.52%	48 7.36%	20 7.77%	7 5.30%	21 8.10%	3 10.43%	39 8.85%	63 9.82%	82 10.49%	164 9.71%	38 9.08%	58 10.69%	142 9.33%	7 11.46%	16 8.77%	16 8.15%	32 12.39%F	22 10.33%	9 5.37%	21 12.72%F	15 9.06%	46 10.20%	1 5.13%	- -	91 9.19%	80 10.45%	28 10.33%	2 5.07%	149 9.33%	51 10.58%	162 9.42%	35 10.20%
UTV	58 2.75%	28 2.79%	3 1.31%	8 3.62%	1 1.04%	2 1.56%	11 3.16%	5 5.88%b	47 3.27%	33 3.95%m	14 2.33%m	10 1.62%	4 1.49%	- -	7 2.64%m	1 2.57%m	13 2.93%	12 1.91%	27 3.45%	39 2.32%	19 4.51%u	20 3.63%	38 2.51%	- -	7 3.61%	6 3.16%	8 2.93%	2 0.97%	3 1.54%	2 1.18%	11 6.53%EF	14 3.14%	- -	1 7.30%	21 2.15%	25 3.24%	11 4.13%	- -	48 3.00%	10 2.09%	46 2.68%	11 3.17%

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 265
Marital Status
Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Single	617 29.29%	317 30.85%	294 27.37%	181 79.43%defgh	143 39.47%fgh	80 23.77%h	98 26.56%h	73 22.78%h	42 8.62%	531 30.01%	571 29.60%	46 25.88%	26 25.90%	14 23.59%	29 33.56%	71 30.15%	61 34.91%q	45 24.75%	42 27.67%	51 26.20%	110 39.68%klmoqrsuv	76 26.63%	46 25.24%	161 32.43%y	233 31.16%	138 26.13%	168 30.26%C	198 32.60%C	80 18.10%	171 34.02%C	87 17.73%	185 26.89%E	126 27.26%E	170 49.71%EFGJ	17 75.32%	22 24.53%
NET: Married/ Civil partnership/ co habiting	1234 58.52%	619 60.20%	615 57.27%	37 16.30%	212 58.46%c	240 71.37%cdfg	221 60.31%c	203 63.19%c	320 64.99%c	1031 58.25%	1132 58.69%	102 56.70%	65 65.14%t	36 61.33%	44 51.47%	138 59.15%t	102 58.50%t	116 63.98%t	89 58.84%t	118 60.25%t	133 47.78%	170 59.28%t	120 66.07%nt	285 57.58%	423 56.64%	323 61.12%	345 62.11%BD	337 55.37%D	319 72.17%ABD	233 46.41%	356 72.22%FGHJ	428 62.05%H	282 60.83%H	118 34.72%	6 24.68%	44 50.01%H
Married	931 44.18%	475 46.20%	456 42.51%	20 8.86%	118 32.53%c	170 50.56%cd	165 44.90%cd	167 51.88%cd	292 59.21%cdefg	769 43.40%	854 44.29%	77 43.07%	53 53.03%npt	33 56.11%npt	31 36.29%	109 46.52%t	69 39.66%	93 51.40%npt	62 41.03%	92 46.73%	103 37.06%	124 43.13%	85 46.95%	210 42.31%	312 41.79%	247 46.70%	260 46.80%LD	256 41.99%LD	246 55.81%ABD	170 33.73%	301 61.07%FGHJ	313 45.43%H	207 44.70%H	66 19.31%	5 20.29%	40 44.86%H
Civil Partnership	20 0.94%	13 1.30%	6 0.60%	3 1.36%	8 2.23%fh	4 1.23%	1 0.38%	2 0.64%	1 0.21%	17 0.95%	19 0.99%	1 0.40%	1 1.06%	1 1.92%	1 1.62%	3 1.20%	2 1.14%	2 1.00%	- -	3 1.42%	1 0.35%	5 1.78%	- -	6 1.25%	6 0.81%	5 0.87%	8 1.37%	3 0.52%	6 1.39%	3 0.57%	4 0.80%	6 0.94%	7 1.46%	1 0.29%	- -	2 1.89%
Co Habiting	283 13.40%	130 12.69%	152 14.16%	14 6.08%	86 23.71%fgh	66 19.58%cgh	55 15.03%ch	34 10.67%h	27 5.57%	246 13.86%m	259 13.42%	24 13.22%m	11 11.05%	2 3.30%	12 13.56%m	27 11.44%	31 17.71%mt	21 11.58%t	27 17.81%mt	24 12.10%	29 10.37%	41 14.38%mot	35 19.12%mot	69 14.02%	105 14.04%	72 13.56%	77 13.94%	78 12.85%	66 14.97%	61 12.11%	51 10.35%	108 15.68%EJ	68 14.68%J	52 15.12%J	1 4.39%	3 3.26%
NET: Widowed/ separated/ divorced	233 11.04%	79 7.64%	154 14.35%a	- -	4 1.19%	13 3.79%cd	42 11.48%cde	45 13.85%cde	129 26.17%cdefg	189 10.70%	206 10.69%	26 14.76%pv	8 7.93%	9 15.08%	11 12.36%	22 9.61%	12 6.59%	20 11.26%	20 13.49%p	24 12.27%	27 9.75%	39 13.69%p	13 7.41%	45 9.02%	80 10.70%	65 12.28%	37 6.63%	64 10.59%LA	36 8.25%	95 18.89%ABC	46 9.42%	72 10.48%	52 11.13%	41 12.01%	- -	21 24.17%LEFGH
Widowed	73 3.46%	21 2.03%	52 4.86%a	- -	1 0.36%	- -	3 0.73%	8 2.34%cde	61 12.47%cdefg	59 3.32%	65 3.39%	7 4.18%	5 5.12%v	2 2.88%	6 6.63%v	8 3.63%	4 2.03%	6 3.07%	6 3.64%	9 4.35%v	9 3.30%	11 3.80%	1 0.68%	18 3.59%	21 2.86%	20 3.71%	16 2.92%	21 3.51%	7 1.50%	29 5.72%AC	23 4.69%	24 3.42%	12 2.61%	10 2.86%	- -	4 4.91%
Separated	24 1.15%	9 0.87%	15 1.43%	- -	1 0.37%	4 1.16%	7 1.82%	9 2.79%cdh	3 0.67%	21 1.17%	22 1.16%	2 1.03%	1 1.07%	1 1.19%	2 2.75%	2 0.81%	2 1.02%	1 0.75%	1 0.79%	3 1.31%	3 0.99%	5 1.88%	1 0.71%	6 1.22%	9 1.27%	5 0.97%	1 0.27%	7 1.20%	5 1.23%	10 2.01%A	2 0.39%	12 1.72%E	6 1.24%	4 1.21%	- -	1 0.73%
Divorced	135 6.43%	49 4.75%	87 8.06%a	- -	2 0.46%	9 2.63%cd	33 8.93%cde	28 8.71%cde	64 13.02%cde	110 6.22%	118 6.14%	17 9.55%lp	2 1.74%	7 11.02%lp	3 2.98%	12 5.17%	6 3.53%	14 7.45%	14 9.06%lp	13 6.61%	15 5.45%	23 8.01%l	11 6.02%	21 4.21%	49 6.57%	40 7.60%w	19 3.44%	36 5.89%	24 5.52%	56 11.16%ABC	21 4.34%	37 5.34%	34 7.28%	27 7.94%E	- -	16 18.53%LEFGH

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 265
Marital Status
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Prefer not to answer	24 1.15%	13 1.31%	11 1.01%	10 4.28%deh	3 0.88%	4 1.06%	6 1.65%h	1 0.19%	1 0.23%	19 1.05%	20 1.01%	5 2.66%pqu	1 1.03%	- -	2 2.61%pq	3 1.09%	- -	- -	- -	2 1.27%	8 2.79%pqru	1 0.40%	2 1.29%	5 0.97%	11 1.50%	2 0.47%	6 1.00%	9 1.44%	7 1.48%	3 0.69%	3 0.63%	4 0.62%	4 0.78%	12 3.56%EFG	- -	1 1.28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 266
Marital Status
Base: All respondents

	Total	Working Status: Full time employed (a)	Working Status: Part time employed (b)	Working Status: Unemployed (c)	Working Status: Not working but seeking (d)	Working Status: State (e)	Working Status: Private (f)	Working Status: House person (g)	Tenure: NET: Homeowners (h)	Tenure: Owned outright (i)	Tenure: Owned with mortgage (j)	Tenure: NET: Rented from council (k)	Tenure: Rented from council (l)	Tenure: Rented from HA (m)	Tenure: Other Rent (n)	Tenure: Rent free (o)	Income: Up to £21k (r)	Income: £21k to £41k (s)	Income: £41k+ (t)	Urban/Rural: Urban (u)	Urban/Rural: Rural (v)	Disability: Yes (w)	Disability: No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	Concern climate change: NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	Responsibility climate change: NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Single	617 29.29%	306 30.45%b efg	58 24.15%a fg	152 66.93%a befg	47 62.23%a befg	19 14.09%f	26 7.66%	9 10.19%	309 21.63%	183 21.98%	126 21.14%	281 43.48%h j	95 37.62%j	70 49.62%ij jl	117 45.89%j j	27 86.71%ij jlmn	200 45.38%s t	203 31.75%t	140 17.89%	520 30.69%v	98 23.54%	162 29.65%	443 29.06%	43 72.86%B CDEFGHI	85 46.50%D EFGHI	72 36.26%G HI	90 35.05%G HI	59 28.12%G I	54 31.28%G HI	27 16.55%	34 20.15%	79 17.54%	8 60.32%	4 41.22%	276 27.88%	214 27.90%	76 27.75%	39 92.59%	483 30.17%R	126 26.27%	479 27.95%	122 35.81%PQR
NET: Married/ Civil partnership/ co habiting	1234 58.52%	636 63.28%c de	150 61.73%c de	49 21.73%	16 21.65%	68 51.03%c d	242 71.53%a bcde	72 84.07%a bcdef	969 67.73%k	528 63.41%l mno	441 73.75%l lmno	263 40.60%	110 43.58%o	47 33.49%o	106 41.60%o	2 7.65%	118 26.91%	366 57.31%r s	613 78.24%r s	969 57.22%	265 63.87%u	285 52.33%	936 61.36%w	4 7.58%	39 21.32%A B	75 37.74%A BC	125 48.74%A BCD	134 63.55%A BCD	107 62.44%A BCD	130 78.32%A BCDEF	126 75.02%A BCDEF	357 79.40%A BCDEF	6 39.68%	4 50.77%	569 57.48%	477 62.28%	171 62.63%	2 4.97%	930 58.11%S	290 60.33%LS S	1028 59.98%P S	177 51.87%
Married	931 44.18%	432 42.97%c d	115 47.30%c d	37 16.23%	13 16.54%	61 45.90%c d	221 65.35%a bcde	53 61.83%a bcde	765 53.51%k	451 54.16%l mno	314 52.62%l mno	164 25.40%	75 29.60%o	34 23.80%o	56 22.12%o	2 5.51%	93 21.14%	287 44.85%r s	439 56.04%r s	726 42.89%	205 49.44%u	215 39.50%	707 46.35%w	4 7.58%	27 14.69%	62 31.07%A B	99 38.60%A B	107 50.91%A BCD	80 46.74%A BC	94 56.82%A BCD	102 61.11%A BCDF	242 53.85%A BCD	5 35.44%	4 50.77%	442 44.70%	341 44.54%	133 48.55%	2 4.97%	709 44.29%S	213 44.38%LS S	789 46.01%P S	122 35.65%
Civil Partnership	20 0.94%	12 1.22%	5 1.91%f	1 0.32%	- -	- -	1 0.31%	1 1.32%	12 0.82%	4 0.51%	7 1.25%	8 1.24%	4 1.73%	1 1.03%	2 0.88%	- -	2 0.42%	12 1.82%	6 0.81%	16 0.94%	4 0.92%	7 1.26%	13 0.85%	- -	1 0.62%	1 0.37%	2 0.75%	2 1.14%	7 4.23%BC DGHI	1 0.49%	1 0.55%	5 1.02%	- -	- -	10 1.01%	8 1.06%	2 0.61%	- -	11 0.68%	9 1.86%PR	13 0.76%	7 1.98%PR
Co Habiting	283 13.40%	192 19.09%b cdef	30 12.53%ce f	12 5.17%	4 5.11%	7 5.13%	20 5.87%	18 20.92%c def	192 13.39%	73 8.73%	119 19.88%l lmo	90 13.96%	31 12.26%	12 8.65%	47 18.61%lm o	1 2.14%	24 5.34%	68 10.64%r s	168 21.38%r s	227 13.38%	56 13.50%	63 11.57%	216 14.16%	- -	11 6.01%	13 6.30%	24 9.38%A	24 11.50%A	20 11.47%A	35 21.01%A BCDEF	22 13.36%A BC	110 24.53%AB CDEFH	1 4.24%	- -	116 11.77%	128 16.68%L	37 13.47%	- -	210 13.14%	68 14.09%	227 13.22%	49 14.24%
NET: Widowed/ separated/ divorced	233 11.04%	50 4.96%	33 13.54%a	20 8.99%a	9 11.74%a	45 34.04%a bcdfg	70 20.80%ab cg	5 5.74%	143 10.03%	113 13.57%j	30 5.10%	89 13.68%h	43 17.09%j no	22 15.38%jn o	24 9.35%j	1 1.93%	120 27.20%s t	65 10.17%t	29 3.65%	182 10.72%	51 12.32%	96 17.66%x	132 8.66%	10 17.62%E FGHI	58 31.57%D EFGHI	52 26.00%D EFGHI	42 16.21%EF GHI	13 5.99%	11 6.27%	9 5.13%	6 3.78%	14 3.06%	- -	1 8.01%	140 14.11%MN	70 9.09%	22 7.86%	- -	172 10.75%	55 11.53%	193 11.24%	33 9.69%
Widowed	73 3.46%	1 0.11%	8 3.32%a	2 0.83%	1 1.55%a	20 15.13%a bcdg	38 11.33%ab cdg	2 2.54%a	60 4.16%k	57 6.84%jm n	3 0.44%	13 2.07%	8 3.23%j	3 2.08%j	2 0.92%	- -	39 8.87%st	18 2.81%t	7 0.94%	50 2.95%	23 5.56%u	28 5.21%x	43 2.85%	2 2.81%	20 10.72%DE FGHI	18 8.96%DE FGHI	9 3.66%I	4 2.00%	4 2.54%	2 1.32%	1 0.86%	4 0.82%	- -	- -	39 3.93%	23 2.95%	10 3.77%	- -	56 3.51%	17 3.51%	64 3.75%	8 2.31%
Separated	24 1.15%	10 1.04%	5 2.19%	2 1.10%	1 0.86%	1 0.97%	3 0.99%	1 0.84%	9 0.66%	7 0.79%	3 0.47%	15 2.29%h	5 2.11%	6 4.30%ij n	3 1.36%	- -	10 2.38%t	8 1.28%	4 0.52%	19 1.11%	5 1.32%	11 1.93%	14 0.90%	3 4.82%EF I	4 2.20%I	4 1.84%I	7 2.67%I	1 0.34%	1 0.37%	3 1.66%I	1 0.80%	- -	- -	- -	12 1.17%	10 1.25%	3 1.14%	- -	13 0.83%	9 1.79%	16 0.95%	4 1.03%
Divorced	135 6.43%	38 3.81%	19 8.02%a	16 7.06%	7 9.32%a	24 17.95%ab cfg	29 8.48%a	2 2.36%	75 5.21%	49 5.94%	25 4.20%	60 9.32%h	30 11.75%ij	13 9.01%j	18 7.08%	1 1.93%	70 15.94%st	39 6.07%t	17 2.19%	113 6.67%	23 5.44%	57 10.52%x	75 4.91%	6 9.98%G HI	34 18.65%D EFGHI	30 15.20%EF GHI	25 9.88%EF GHI	8 3.65%	6 3.36%	4 2.15%	4 2.12%	10 2.24%	- -	1 8.01%	89 9.02%MN	37 4.89%	8 2.95%	- -	103 6.42%	30 6.23%	112 6.53%	22 6.35%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 266
Marital Status
Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Prefer not to answer	24 1.15%	13 1.30%f	1 0.58%	5 2.36%f	3 4.39%bf	1 0.84%	- -	- -	9 0.61%	9 1.04%j	- -	14 2.24%h	4 1.71%j	2 1.51%j	8 3.16%j	1 3.70%j	2 0.51%	5 0.77%	2 0.22%	23 1.37%	1 0.27%	2 0.38%	14 0.92%	1 1.94%DI	1 0.61%	- -	- -	5 2.34%CDI	- -	- -	2 1.04%l	- -	- -	- -	5 0.52%	6 0.72%	5 1.76%L	1 2.43%	15 0.96%	9 1.86%R	14 0.83%	9 2.62%PR

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 267
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Glasgow	83 3.96%	41 3.96%	43 3.98%	8 3.32%	12 3.38%	10 3.12%	16 4.31%	17 5.26%	20 4.14%	- -	- -	83 46.56%ijlmn opqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	15 2.75%	28 4.56%	13 2.95%	27 5.44%A	18 3.68%	24 3.53%	16 3.46%	19 5.46%	- -	2 2.39%
Edinburgh	88 4.15%	40 3.86%	48 4.46%	12 5.45%g	10 2.89%	12 3.49%	22 6.00%g	5 1.68%	25 5.17%g	- -	- -	88 48.87%ijlmn opqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	21 3.74%	35 5.77%C	11 2.59%	20 4.03%	23 4.59%G	22 3.16%	10 2.15%	28 8.09%EF G	2 8.03%	3 3.33%
Newcastle	84 3.99%	44 4.23%	41 3.78%	10 4.35%	17 4.63%	9 2.67%	12 3.16%	8 2.60%	29 5.79%eg	84 4.75%kl	84 4.36%k	- -	- -	- -	76 88.50%kl mopqrstu v	6 2.61%kq rstuv	2 0.89%	- -	- -	- -	- -	- -	- -	84 16.99%uy	- -	- -	21 3.86%	26 4.33%	19 4.28%	18 3.48%	13 2.72%	36 5.22%E	17 3.70%	13 3.71%	3 11.02%	2 2.77%
Leeds	98 4.66%	58 5.67%ib	40 3.72%	17 7.60%gh	21 5.70%	16 4.71%	19 5.06%	10 3.10%	16 3.21%	98 5.55%kl	98 5.09%k	- -	- -	- -	4 4.16%koqrs tuv	- -	95 54.08%klmno qrstuv	- -	- -	- -	- -	- -	- -	98 19.83%uy	- -	- -	29 5.30%	26 4.28%	22 5.02%	21 4.10%	22 4.44%	41 5.98%	19 4.05%	13 3.80%	- -	2 2.60%
Hull	30 1.44%	14 1.33%	16 1.46%	1 0.47%	8 2.09%	2 0.50%	5 1.40%	6 1.98%	9 1.73%	30 1.72%	30 1.58%	- -	- -	- -	- -	- -	24 13.77%klmno qrstuv	- -	4 2.55%koqst v	- -	- -	2 0.84%	- -	24 4.86%uy	2 0.32%	4 0.73%	6 1.09%	10 1.63%	3 0.73%	11 2.22%	4 0.75%	9 1.33%	13 2.76%EH	1 0.31%	- -	4 4.20%EH
Sheffield	63 2.98%	29 2.82%	34 3.16%	6 2.46%	14 3.93%	9 2.67%	15 3.96%	8 2.55%	11 2.29%	63 3.55%k	63 3.26%k	- -	- -	- -	1 0.94%	- -	48 27.16%klmno qrstuv	- -	13 8.86%klmno qstuv	- -	1 0.41%	- -	- -	48 9.76%uy	1 0.15%	13 2.54%x	13 2.26%	26 4.22%	11 2.53%	13 2.68%	14 2.87%	27 3.87%G	8 1.67%	9 2.69%	1 3.21%	4 4.93%
Manchester	166 7.86%	84 8.20%	81 7.58%	22 9.51%	28 7.83%	25 7.43%	30 8.26%	25 7.86%	35 7.13%	164 9.26%kl m	166 8.59%k	- -	2 1.82%u	- -	2 1.97%u	148 63.33%kl mnpqrstu v	3 1.48%u	9 4.87%kr stuv	2 0.99%	- -	1 0.40%	- -	- -	152 30.78%uy	1 0.15%	10 1.96%x	52 9.39%B	36 5.91%	39 8.72%	39 7.79%	28 5.64%	66 9.63%EH	51 11.12%EH	14 4.17%	1 4.29%	5 5.45%
Liverpool	87 4.13%	45 4.34%	42 3.96%	12 5.07%	15 4.07%	14 4.19%	14 3.76%	14 4.43%	19 3.78%	71 4.02%k	87 4.52%k	- -	16 16.04%klmnp qrstuv	- -	- -	70 30.03%klmnp qrstuv	- -	1 0.52%	- -	- -	- -	- -	- -	70 14.19%uy	- -	1 0.18%	30 5.39%	23 3.71%	16 3.52%	19 3.80%	20 4.15%	33 4.83%	17 3.69%	12 3.57%	2 6.70%	3 2.92%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 267
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Nottingham	91 4.31%	46 4.50%	45 4.15%	7 3.10%	17 4.71%	16 4.87%	12 3.23%	18 5.56%	21 4.17%	91 5.13%kl	91 4.71%k	- -	- -	- -	- -	1 0.37%	- -	- -	83 54.89%kl mnopqstu v	3 1.69%u	2 0.82%	- -	1 0.54%	1 0.18%	3 0.44%	87 16.37%wx	25 4.46%	30 5.01%	16 3.68%	19 3.83%	31 6.29%GH	30 4.37%	14 2.97%	9 2.55%	- -	7 8.10%GH
Birmingham	170 8.09%	79 7.64%	89 8.30%	14 6.29%	31 8.55%	30 8.91%	37 9.99%	23 7.01%	36 7.30%	170 9.63%kl m	170 8.84%k	- -	- -	- -	- -	- -	- -	161 88.68%kl mnoprstu v	10 6.41%klnop stuv	- -	- -	- -	- -	- -	- -	170 32.22%wx	37 6.65%	41 6.73%	48 10.89%AB	45 8.86%	34 6.98%	68 9.83%H	38 8.28%	17 5.02%	1 4.36%	12 13.35%H
Norwich	99 4.67%	45 4.36%	54 5.00%	8 3.68%	16 4.33%	18 5.39%	19 5.06%	16 5.11%	21 4.33%	99 5.56%kl	99 5.11%k	- -	- -	- -	- -	- -	- -	1 0.75%	3 1.71%o t	93 47.19%klmno pqrtuv	- -	2 0.72%	- -	- -	2 0.28%	96 18.23%wx	12 2.23%	27 4.52%A	33 7.50%AB	26 5.08%A	32 6.50%H	36 5.29%H	20 4.42%H	4 1.23%	- -	4 4.90%
Milton Keynes	67 3.19%	24 2.36%	43 4.00%a	8 3.62%	13 3.66%	10 2.92%	14 3.84%	11 3.33%	11 2.24%	67 3.79%k	67 3.48%k	- -	- -	- -	- -	- -	- -	- -	22 14.76%k lmnopqt uv	31 15.58%kl mnopqtuv	1 0.22%	13 4.40%kl opqtv	1 0.56%	- -	14 1.91%w	53 10.01%wx	28 4.96%D	17 2.75%	15 3.33%	8 1.64%	17 3.46%H	21 3.05%H	22 4.77%H	3 0.86%	2 7.02%	2 2.75%
Brighton	57 2.70%	33 3.17%	24 2.27%	3 1.27%	11 3.14%	8 2.40%	12 3.35%	9 2.87%	13 2.65%	57 3.22%k	57 2.95%k	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	56 19.53%kl mnopqrst v	1 0.51%	- -	57 7.63%wy	- -	13 2.26%	9 1.54%	21 4.82%AB	14 2.72%	14 2.78%	13 1.87%	19 4.18%F	8 2.45%	- -	3 2.94%
Oxford	28 1.31%	14 1.39%	13 1.24%	2 0.94%	6 1.54%	7 2.06%	2 0.67%	6 1.88%	4 0.91%	28 1.56%	28 1.43%	- -	- -	- -	- -	- -	1 0.53%	1 0.58%	- -	- -	1 0.30%	22 7.75%kl mnopqps tv	3 1.46%	1 0.19%	26 3.44%wy	1 0.20%	9 1.55%	7 1.09%	6 1.44%	6 1.20%	7 1.52%	10 1.46%	4 0.86%	4 1.08%	1 6.51%	1 1.04%
London	447 21.22%	221 21.51%	226 21.06%	77 33.81%d efgh	72 19.90%	65 19.46%	66 18.03%	65 20.13%	102 20.64%	447 25.26%k lm	447 23.19%k	- -	- -	- -	2 1.95%o	- -	- -	- -	- -	50 25.37%k lmnopqr v	272 97.85%k lmnopqr suv	119 41.60%kl mnopqrsv	4 2.36%o	2 0.34%	396 53.04%wy	50 9.40%w	141 25.33%C D	133 21.79%	87 19.62%	87 17.39%	73 14.73%	115 16.68%	103 22.21%EF	137 40.03%E FGJ	6 25.72%	13 14.84%
Southampton	85 4.04%	41 4.00%	43 4.01%	7 2.99%	11 3.17%	17 5.16%	14 3.94%	12 3.85%	23 4.60%	85 4.81%kl	85 4.41%k	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	61 21.43%k lmnopqr stv	24 13.06%klmno pqrst	- -	85 11.41%wy	- -	22 4.02%	26 4.27%	12 2.77%	25 4.90%	18 3.72%	30 4.35%	18 3.97%	13 3.85%	1 3.12%	5 5.18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 267

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

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Bristol	75 3.57%	31 3.05%	44 4.09%	3 1.11%	23 6.24%cgh	15 4.60%c	16 4.31%	8 2.61%	10 2.11%	75 4.25%kl	75 3.90%k	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.83%	73 40.18%ikmnopqrstu	- -	75 10.08%wy	- -	13 2.34%	24 3.87%	10 2.27%	29 5.70%AC	15 3.08%	29 4.17%	14 2.97%	14 4.00%	2 10.29%	2 1.77%
Plymouth	71 3.38%	34 3.32%	36 3.32%	2 0.96%	4 1.15%	22 6.48%cdf	10 2.63%	13 4.15%d	20 4.09%d	71 4.03%kl	71 3.70%k	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	71 39.33%ikmnopqrstu	- -	71 9.56%wy	- -	8 1.53%	21 3.53%A	16 3.66%A	25 5.00%A	23 4.73%	20 2.94%	11 2.35%	12 3.38%	- -	5 5.97%
Cardiff	68 3.24%	30 2.90%	38 3.57%	3 1.39%	21 5.67%ceh	6 1.81%	11 3.07%	15 4.55%	13 2.55%	- -	68 3.54%k	- -	68 68.87%ikmnopqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	17 3.14%	23 3.71%	15 3.29%	14 2.72%	24 4.84%FH	15 2.13%	22 4.76%FH	3 0.87%	1 4.73%	4 4.09%
Belfast	59 2.80%	31 2.98%	28 2.65%	2 0.79%	4 1.09%	14 4.07%cd	9 2.49%	16 4.85%cd	15 3.01%	- -	59 3.06%k	- -	- -	59 100.00%ikmnopqrstuv	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	25 4.54%CD	16 2.63%	8 1.72%	10 2.03%	32 6.59%FGH	14 2.05%	6 1.31%	5 1.44%	- -	1 1.66%
None of these	91 4.31%	45 4.40%	46 4.24%	4 1.81%	8 2.33%	10 3.10%	13 3.46%	15 4.64%	40 8.16%cdef	70 3.93%	83 4.28%	8 4.56%t	13 13.28%ikmnopqtuv	- -	2 2.49%t	9 3.66%t	4 2.09%t	8 4.60%t	15 9.83%mnoptuv	20 10.17%mnoptuv	- -	9 2.90%t	4 2.00%t	14 2.90%	12 1.60%	43 8.16%wx	18 3.21%	25 4.14%	21 4.69%	27 5.39%	29 5.95%H	29 4.27%H	20 4.35%H	5 1.42%	1 4.99%	4 4.85%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 268

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

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Glasgow	83 3.96%	36 3.55%	10 4.29%	7 2.96%	6 7.56%	5 4.13%	14 4.26%	5 5.83%	55 3.86%	28 3.32%	27 4.60%n	26 4.07%	18 6.94%n	4 3.12%	4 1.75%	2 6.36%	19 4.34%	28 4.37%	20 2.54%	60 3.52%	24 5.73%	29 5.40%	51 3.37%	3 5.25%	12 6.39%HI	4 2.18%	9 3.43%	12 5.50%	8 4.39%	5 3.28%	3 1.50%	12 2.65%	- -	- -	46 4.69%	25 3.31%	11 3.97%	- -	66 4.11%	16 3.30%	67 3.89%	15 4.33%
Edinburgh	88 4.15%	37 3.64%	13 5.35%	13 5.75%	3 4.61%	4 3.03%	14 4.24%	3 3.53%	46 3.22%	23 2.70%	24 3.94%	40 6.11%h	20 7.86%i	6 4.31%	14 5.38%i	2 6.40%	25 5.69%	24 3.81%	32 4.06%	65 3.83%	23 5.50%	25 4.66%	60 3.95%	1 2.45%	11 5.78%	13 6.57%	8 3.23%	11 5.24%	5 2.92%	5 3.14%	6 3.70%	20 4.53%	- -	- -	43 4.34%	31 4.08%	10 3.65%	3 8.24%	71 4.42%	16 3.40%	75 4.35%	11 3.27%
Newcastle	84 3.99%	40 3.96%	9 3.54%	8 3.46%	4 4.70%	6 4.29%	19 5.50%g	- -	53 3.71%	35 4.16%	18 3.08%	31 4.81%	14 5.42%	9 6.44%j	8 3.29%	- -	18 4.06%	30 4.70%	27 3.43%	74 4.35%	11 2.54%	29 5.37%	52 3.39%	5 8.99%CI	7 4.00%	5 2.66%	13 5.17%I	10 4.95%	6 3.68%	8 4.56%	10 5.96%I	9 2.07%	2 16.74%	- -	39 3.89%	27 3.47%	11 4.01%	3 8.24%	60 3.77%	23 4.84%	69 4.00%	14 4.03%
Leeds	98 4.66%	56 5.56%	9 3.58%	11 4.72%	4 5.26%	5 3.69%	10 3.09%	4 4.19%	76 5.32%k	45 5.38%	31 5.24%	20 3.04%	5 1.95%	6 4.21%	9 3.48%	2 7.94%	20 4.50%	21 3.24%	50 6.37%s	85 4.99%	14 3.30%	24 4.44%	73 4.80%	4 7.18%LF	9 4.72%	7 3.50%	10 4.06%	9 4.05%	2 1.02%	12 7.18%LF	9 5.34%LF	29 6.49%LF	1 5.13%	- -	38 3.84%	40 5.25%	17 6.27%	2 5.07%	68 4.26%	29 6.02%	77 4.52%	17 4.99%
Hull	30 1.44%	11 1.13%	5 2.17%	2 0.84%	1 1.47%	5 3.45%a	4 1.24%	2 2.22%	20 1.42%	14 1.73%	6 0.98%	9 1.44%	6 2.19%	1 0.95%	2 0.95%	1 2.49%	7 1.50%	13 2.04%t	5 0.68%	26 1.56%	4 0.94%	10 1.86%	19 1.28%	2 3.41%I	3 1.89%	1 0.57%	5 1.93%	2 0.88%	6 3.61%CI	2 1.40%	1 0.68%	2 0.41%	- -	- -	15 1.48%	14 1.77%	2 0.80%	- -	28 1.73%	3 0.56%	25 1.47%	5 1.53%Q
Sheffield	63 2.98%	38 3.77%b	2 1.02%	6 2.81%	1 1.47%	3 2.44%	11 3.14%	1 1.31%	44 3.09%	24 2.84%	20 3.43%m	19 2.90%	11 4.33%	1 0.57%	7 2.76%	- -	8 1.88%	24 3.78%	24 3.09%	52 3.08%	11 2.58%	17 3.08%	46 3.02%	1 1.90%	3 1.81%	4 1.94%	13 5.26%F	9 4.30%	2 0.93%	7 4.05%	6 3.85%	11 2.45%	- -	- -	30 3.03%	25 3.22%	8 3.01%	- -	44 2.77%	18 3.70%	45 2.65%	16 4.71%
Manchester	166 7.86%	76 7.61%	17 7.18%	23 10.16%	8 10.57%	12 8.80%	23 6.91%	6 6.56%	108 7.54%	59 7.14%	48 8.11%	56 8.67%	24 9.48%	17 12.03%n	15 6.00%	2 5.68%	36 8.20%	63 9.78%t	51 6.51%	150 8.85%v	16 3.82%	49 9.03%	116 7.59%	6 10.03%	16 8.49%	15 7.38%	25 9.90%	19 8.87%	18 10.72%	11 6.55%	10 5.96%	30 6.70%	1 4.39%	1 7.04%	90 9.11%	49 6.43%	19 7.07%	5 11.76%	122 7.63%	42 8.84%	131 7.63%	32 9.22%
Liverpool	87 4.13%	37 3.69%	9 3.57%	12 5.23%	2 2.14%	4 2.94%	13 3.98%	11 12.20%ab def	65 4.52%	35 4.19%	30 4.99%	22 3.34%	4 1.47%	8 5.92%l	10 3.78%	1 2.58%	17 3.89%	29 4.49%	36 4.66%	74 4.39%	13 3.10%	21 3.88%	66 4.33%	2 3.47%	5 2.96%	10 4.86%	9 3.64%	11 5.07%	9 5.06%	9 5.45%	6 3.66%	21 4.74%	- -	- -	35 3.58%	40 5.24%	9 3.19%	2 5.20%	72 4.47%	15 3.13%	74 4.34%	10 2.99%
Nottingham	91 4.31%	45 4.45%	11 4.46%	7 3.07%	4 4.68%	4 2.97%	15 4.53%	5 6.29%	67 4.70%	35 4.25%	32 5.32%m	23 3.55%	7 2.74%	2 1.47%	14 5.51%m	1 2.09%	16 3.62%	28 4.37%	37 4.73%	67 3.93%	24 5.85%	25 4.64%	64 4.17%	2 3.62%	4 2.23%	10 4.91%	11 4.48%	7 3.10%	10 5.77%	12 7.46%LB	5 2.92%	20 4.40%	- -	- -	41 4.17%	37 4.84%	10 3.77%	2 5.02%	69 4.32%	21 4.38%	73 4.28%	15 4.27%
Birmingham	170 8.09%	77 7.64%	22 9.11%	26 11.50%	3 4.11%	11 8.35%	22 6.54%	9 10.54%	113 7.87%	69 8.24%	44 7.35%	56 8.66%	23 9.28%	11 8.03%	21 8.38%	2 6.36%	42 9.52%	53 8.25%	55 7.01%	143 8.42%	28 6.72%	45 8.23%	124 8.12%	3 5.00%	22 11.99%EI	17 8.59%	25 9.64%I	11 5.18%	17 9.92%I	16 9.92%I	17 10.19%I	21 4.75%	4 26.37%	1 14.67%	94 9.48%MN	51 6.71%	12 4.27%	7 15.88%	113 7.07%	53 11.11%PR	135 7.90%P	32 9.23%
Norwich	99 4.67%	51 5.06%	16 6.43%c	5 2.39%	5 6.17%	10 7.31%c	11 3.29%	1 1.34%	69 4.80%	35 4.15%	34 5.71%	26 4.00%	14 5.36%	4 3.12%	8 3.14%	4 12.94%im n	25 5.64%	32 5.03%	27 3.45%	67 3.95%	32 7.63%u	26 4.71%	72 4.70%	3 4.59%	6 3.24%	16 8.15%DI	8 2.95%	11 5.14%	14 7.98%DI	7 4.08%	8 4.87%	12 2.68%	1 8.26%	1 12.95%	59 5.99%N	33 4.26%N	4 1.60%	- -	70 4.35%	25 5.12%	80 4.66%	14 3.97%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

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Absolutes/col percents

Table 268

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

Base: All respondents

	Total	Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?					Concern climate change		Responsibility climate change	
		Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Milton Keynes	67 3.19%	32 3.14%	8 3.37%	10 4.34%	2 2.58%	2 1.66%	12 3.49%	2 1.89%	47 3.27%	30 3.57%	17 2.85%	19 2.94%	10 3.92%	1 1.02%	8 3.02%	1 4.56%	6 1.41%	26 4.05%r	25 3.23%	55 3.25%	12 2.96%	19 3.52%	45 2.93%	1 1.88%	3 1.70%	2 1.00%	8 3.19%	9 4.46%C	8 4.84%C	5 2.92%	7 4.15%	13 3.00%	- -	- -	31 3.13%	29 3.79%	7 2.63%	- -	48 3.02%	18 3.75%	49 2.87%	17 4.97%
Brighton	57 2.70%	27 2.72%	7 2.84%	5 2.23%	3 4.58%	3 2.37%	6 1.91%	5 5.28%	31 2.15%	14 1.74%	16 2.73%	26 4.04%h	8 3.12%	8 5.71%ij	10 4.02%i	- -	8 1.82%	19 3.02%	26 3.27%	41 2.39%	16 3.95%	16 3.01%	40 2.66%	- -	5 2.72%	3 1.52%	11 4.17%F	8 3.67%F	1 0.51%	5 2.86%	7 4.30%F	14 3.03%	- -	- -	33 3.35%	21 2.73%	3 1.07%	- -	48 2.97%	9 1.95%	48 2.78%	9 2.50%
Oxford	28 1.31%	18 1.77%	5 2.09%c	- -	- -	2 1.37%	3 0.89%	- -	21 1.44%	11 1.26%	10 1.68%	6 0.89%	2 0.72%	- -	4 1.55%	1 4.28%m	4 0.86%	2 0.26%	18 2.29%s	22 1.32%	5 1.29%	4 0.72%	22 1.47%	- -	3 1.45%	1 0.56%	- -	1 0.42%	1 0.45%	2 1.14%	3 1.95%D	13 2.83%DE	- -	- -	7 0.67%	16 2.13%L	5 1.75%	- -	22 1.37%	6 1.19%	25 1.46%	3 0.77%
London	447 21.22%	238 23.70%f g	50 20.59%	41 18.10%	19 24.72%g	32 24.31%g	58 17.06%	9 10.71%	285 19.95%	168 20.23%	117 19.55%	156 24.04%	50 19.82%	36 25.60%	70 27.36%i j	6 20.80%	93 21.04%s	100 15.63%	195 24.95%s	403 23.77%v	45 10.78%	73 13.35%	364 23.85%w	15 25.63%D	39 21.29%D	39 19.47%	32 12.34%	35 16.61%	33 19.34%	28 16.80%	33 19.78%	134 29.88%B CDEFGH	3 23.58%	2 22.31%	194 19.63%	159 20.72% M	75 27.59%L	10 23.77% S	366 22.86%O	76 15.85%	377 22.00%Q	59 17.33%
Southampton	85 4.04%	35 3.47%	10 4.08%	8 3.71%	3 3.41%	5 3.93%	17 4.95%	7 8.55%a	54 3.76%	28 3.39%	26 4.27%	29 4.42%	7 2.91%	9 6.08%	13 4.99%	3 8.96%	19 4.34%	31 4.83%	28 3.51%	67 3.94%	18 4.44%	23 4.29%	57 3.76%	4 6.06%	5 2.61%	11 5.42%	14 5.49%	9 4.44%	7 4.33%	2 1.47%	6 3.37%	19 4.33%	1 5.24%	- -	37 3.69%	36 4.66%	11 3.93%	1 3.34%	62 3.87%	22 4.58%	67 3.92%	17 4.88%
Bristol	75 3.57%	42 4.20%	10 4.18%	7 2.96%	1 1.36%	3 2.49%	9 2.66%	3 3.26%	57 4.00%	25 3.02%	32 5.36%in	17 2.70%	8 3.04%	3 2.44%	6 2.50%	1 1.90%	13 3.05%	19 3.05%	34 4.31%	61 3.63%	14 3.31%	19 3.48%	56 3.69%	- -	5 2.80%	8 4.19%	12 4.49%	4 1.69%	4 2.55%	6 3.51%	7 4.41%	20 4.56%	1 10.29%	- -	29 2.91%	26 3.34%	18 6.65%LM	1 2.92%	62 3.88%	13 2.74%	67 3.94%	8 2.26%
Plymouth	71 3.38%	22 2.16%	10 4.01%	7 2.90%	5 6.12%	4 3.21%	22 6.35%a	3 3.26%	54 3.80%	45 5.43%j	9 1.53%	17 2.61%	5 1.91%	4 3.12%	8 3.02%	- -	18 4.07%	21 3.29%	23 2.91%	47 2.76%	24 5.90%u	19 3.48%	50 3.28%	- -	7 3.63%	11 5.67%I	7 2.74%	9 4.19%	5 3.00%	10 5.79%I	4 2.40%	9 2.04%	- -	2 22.84%	34 3.47%	23 3.03%	9 3.46%	- -	49 3.08%	19 4.02%	58 3.37%	10 3.06%
Cardiff	68 3.24%	30 2.96%	7 2.78%	10 4.47%	1 1.91%	4 2.81%	12 3.67%	4 4.61%	48 3.36%	26 3.10%	22 3.71%	20 3.13%	6 2.54%	4 2.93%	10 3.82%	- -	12 2.66%	29 4.52%	20 2.59%	48 2.83%	20 4.88%u	23 4.20%	45 2.97%	2 3.00%	4 2.44%	5 2.75%	12 4.71%	8 3.75%	9 5.19%I	6 3.78%	5 3.15%	9 1.94%	- -	- -	25 2.52%	28 3.66%	12 4.36%	3 7.83%	47 2.94%	19 4.01%	51 2.99%	14 4.17%
Belfast	59 2.80%	29 2.89%	3 1.31%	8 3.62%	1 1.04%	2 1.56%	11 3.16%	5 5.88%b	47 3.27%	33 3.95%m	14 2.33%m	11 1.76%	4 1.49%	- -	8 3.01%m	1 2.57%m	13 2.93%	13 2.06%	27 3.45%	40 2.38%	19 4.51%u	20 3.63%	38 2.51%	- -	7 3.61%	6 3.16%	8 3.30%	2 0.97%	3 1.54%	2 1.18%	11 6.53%EF G	14 3.14%	- -	1 7.30%	21 2.15%	26 3.37%	11 4.13%	- -	49 3.06%	10 2.09%	47 2.73%	11 3.17%
None of these	91 4.31%	29 2.92%	10 4.03%	11 4.79%	1 1.60%	7 4.89%	31 9.13%ab	2 2.55%	71 4.95%	52 6.19%jn	19 3.23%	19 2.89%	9 3.49%	4 2.93%	6 2.28%	1 4.08%	22 5.00%	35 5.43%t	23 2.97%	48 2.85%	43 10.26%u	27 5.02%	63 4.16%	4 7.53%H	8 4.25%	10 4.94%	15 5.87%H	16 7.50%FH I	4 2.25%	6 3.49%	2 1.33%	15 3.40%	- -	1 12.89%	48 4.87%	31 4.00%	8 2.84%	1 2.73%	65 4.05%	26 5.42%	73 4.25%	15 4.34%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 269

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

Base: All respondents

		Total	Gender		Age						Region												Region Summary			Social Grade				Property type					
			Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base		2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Up to £7,000	(3.5)	59 2.78%	25 2.39%	34 3.16%	14 5.96%eh	9 2.49%	2 0.62%	14 3.68%eh	16 4.98%eh	4 0.87%	49 2.78%	51 2.64%	8 4.21%	2 1.77%	- -	5 6.26%v	7 3.06%	7 4.09%	3 1.75%	4 2.61%	5 2.49%	7 2.58%	8 2.67%	3 1.47%	20 3.98%	17 2.34%	12 2.27%	6 1.06%	15 2.42%	8 1.71%	30 6.05%ABC	4 0.80%	28 4.05%EG	7 1.52%	10 2.94%E	1 4.73%	7 8.28%EGH
£7,001 to £14,000	(10.5)	183 8.67%	81 7.87%	100 9.36%	23 9.88%de	12 3.30%	9 2.73%	39 10.72%de	28 8.81%d e	71 14.51%de g	147 8.31%	161 8.33%	22 12.43%u	7 6.92%	7 11.18%	8 9.29%	18 7.89%	15 8.80%	24 13.26%ru v	10 6.39%	14 7.21%	27 9.67%	19 6.52%	12 6.48%	42 8.46%	57 7.69%	48 9.05%	18 3.18%	22 3.64%	23 5.31%	120 23.78%ABC	26 5.28%	41 6.00%	49 10.50%EF F	46 13.46%E F	3 11.46%	16 18.15%EF
£14,001 to £21,000	(17.5)	199 9.43%	75 7.29%	124 11.54%a	14 6.09%	13 3.55%	20 5.87%	29 8.00%d	45 14.11%c def	78 15.76%cd ef	167 9.43%	181 9.37%	18 10.08%	8 7.61%	6 10.66%	6 7.25%	22 9.26%	11 6.26%	18 9.72%	17 10.95%	22 11.03%	22 8.01%	27 9.36%	23 12.74%	39 7.85%	72 9.68%	56 10.56%	23 4.08%	56 9.16%A	32 7.29%A	88 17.56%ABC	28 5.67%	60 8.69%	40 8.67%	44 12.99%E F	4 19.23%	22 24.95%EFGH
£21,001 to £28,000	(24.5)	257 12.17%	121 11.76%	134 12.45%	23 10.26%	44 12.22%	37 11.13%	38 10.27%	38 11.75%	76 15.43%f	206 11.65%	237 12.31%	19 10.65%	23 22.92%ui korstuv	8 14.36%t	13 15.60%t	28 11.82%t	25 14.03%t	28 15.38%t	20 13.06%t	20 10.08%	15 5.40%	35 12.31%t	23 12.57%t	66 13.26%	73 9.80%	67 12.75%	44 7.92%	89 14.55%A	47 10.67%	77 15.29%A	41 8.28%	90 12.99%E	62 13.33%E	45 13.06%E	1 5.35%	19 21.04%E
£28,001 to £34,000	(31)	211 10.00%	110 10.69%	101 9.40%	19 8.42%	33 9.21%	27 7.91%	43 11.59%	33 10.26%	56 11.38%	174 9.82%	187 9.70%	24 13.23%m qt	11 11.29%	2 3.47%	11 13.12%t	29 12.47%qt	16 9.11%	11 6.01%	16 10.34%	29 14.64%mq t	16 5.89%	26 9.21%	19 10.65%	56 11.40%	62 8.32%	55 10.45%	34 6.20%	60 9.80%A D	72 16.31%AB D	45 8.89%	44 8.92%	69 10.06%	59 12.79%H	26 7.72%	2 9.84%	8 9.01%
£34,001 to £41,000	(37.5)	172 8.16%	88 8.58%	81 7.55%	21 9.04%	26 7.25%	23 6.90%	29 7.89%	31 9.75%	42 8.46%	146 8.23%	160 8.27%	13 7.02%	11 11.24%p	3 4.48%	4 5.02%	27 11.56%p	7 4.02%	20 10.84%p	16 10.22%p	16 8.31%	24 8.48%	22 7.65%	10 5.69%	38 7.75%	56 7.49%	51 9.73%	50 8.94%D	57 9.44%D	40 9.06%D	25 4.98%	42 8.44%	59 8.55%	39 8.51%	29 8.39%	2 8.48%	2 1.89%
£41,001 to £48,000	(44.5)	166 7.88%	90 8.72%	76 7.11%	11 4.93%	38 10.59%c	27 8.12%	31 8.46%	20 6.30%	38 7.67%	145 8.17%	155 8.05%	11 5.94%	9 8.88%	2 3.33%	9 9.99%	19 8.15%	20 11.52%u	16 8.87%	17 11.33%u	12 6.02%	20 7.31%	13 4.64%	18 9.93%u	48 9.66%	52 6.92%	45 8.52%	38 6.89%	55 8.99%D	47 10.53%D	27 5.28%	48 9.78%H	62 8.97%H	34 7.39%	17 5.11%	1 5.22%	3 3.51%
£48,001 to £55,000	(51.5)	168 7.95%	81 7.90%	86 8.05%	17 7.42%	38 10.55%h	29 8.49%	28 7.69%	25 7.89%	30 6.17%	142 8.00%	159 8.24%	9 4.87%	6 6.35%	11 18.54%i klopqrtu v	11 12.51%kr	15 6.56%	14 8.24%	18 9.91%	6 4.28%	20 10.18%r	25 8.86%	20 6.83%	12 6.89%	41 8.19%	57 7.60%	44 8.39%	49 8.80%D	51 8.34%D	51 11.52%D	17 3.42%	42 8.59%	62 9.00%	41 8.80%	21 6.02%	- -	2 2.32%
£55,001 to £62,000	(58.5)	89 4.22%	46 4.49%	43 3.99%	5 2.00%	29 8.07%cf gh	24 7.27%cg h	15 4.04%h	10 3.25%h	6 1.12%	79 4.45%	84 4.37%	5 2.60%	3 2.88%	3 4.71%	1 0.65%	6 2.57%	6 3.64%	6 3.45%	8 5.57%	7 3.43%	14 5.12%	17 5.91%	13 7.27%no	13 2.61%	44 5.95%w	21 4.05%	38 6.91%BD	22 3.63%D	22 4.90%D	7 1.38%	23 4.77%	32 4.63%	22 4.71%	10 2.88%	1 4.39%	1 1.11%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 269

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

Base: All respondents

		Total	Gender: Male (a)	Gender: Female (b)	Age: 18-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65+ (h)	Region: England (i)	Region: UK Excl Scotland (j)	Region: Scotland (k)	Region: Wales (l)	Region: Northern Ireland (m)	Region: North East (n)	Region: North West (o)	Region: Yorkshire & Humberside (p)	Region: West Midlands (q)	Region: East Midlands (r)	Region: Eastern (s)	Region: London (t)	Region: South East (u)	Region: South West (v)	Region Summary: North England (w)	Region Summary: South England (Incl Lon.) (x)	Region Summary: Midlands (y)	Social Grade: AB (A)	Social Grade: C1 (B)	Social Grade: C2 (C)	Social Grade: DE (D)	Property type: Detached house (E)	Property type: Semi-detached house (F)	Property type: Terraced house (G)	Property type: Self-contained flat, maisonette or apartment (H)	Property type: A room or rooms (I)	Property type: Other (J)
Weighted base		2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
£62,001 to £69,000	(65.5)	79 3.74%	47 4.59%	32 2.95%	9 3.87%	22 6.03%fg h	23 6.80%fg h	10 2.65%	8 2.60%	7 1.47%	68 3.82%	70 3.65%	8 4.69%	2 1.92%	1 1.48%	2 2.89%	11 4.74%	8 4.69%	3 1.45%	7 4.32%	5 2.51%	14 5.01%	12 4.19%	6 3.22%	22 4.40%	32 4.26%	14 2.67%	31 5.58%CD	32 5.25%CD	12 2.61%	4 0.88%	22 4.49%	25 3.59%	11 2.44%	17 5.05%	1 6.08%	2 2.27%
£69,001 to £76,000	(72.5)	65 3.10%	37 3.58%	29 2.66%	5 2.31%	13 3.68%h	17 4.94%h	19 5.16%h	8 2.58%h	3 0.60%	56 3.17%	58 3.01%	7 4.06%	1 1.03%	1 1.53%	3 3.93%	8 3.23%	7 3.82%	2 1.21%	6 4.01%	7 3.68%	9 3.31%	12 4.09%	2 1.17%	18 3.56%	23 3.09%	15 2.93%	32 5.75%BD	19 3.06%D	15 3.36%D	- -	25 4.99%G	21 2.99%	9 1.92%	9 2.71%	- -	2 2.30%
£76,001 to £83,000	(79.5)	54 2.59%	26 2.48%	29 2.70%	1 0.56%	16 4.44%ch	17 5.03%cg h	8 2.27%	6 1.92%	6 1.16%	44 2.50%	51 2.66%	3 1.81%	3 3.04%	4 6.80%inot	- -	2 1.06%	7 4.25%o	4 2.12%	3 1.65%	4 2.12%	5 1.94%	12 4.33%o	6 3.30%	10 2.00%	24 3.19%	11 1.98%	29 5.26%CD	18 2.92%D	6 1.29%	2 0.37%	19 3.83%	15 2.14%	14 3.11%	5 1.58%	- -	1 1.24%
£83,001 or more	(86)	162 7.67%	103 9.98%b	59 5.51%	29 12.50%gh	30 8.17%g h	47 14.02%df gh	31 8.39%gh	13 4.18%	12 2.50%	141 7.98%	152 7.89%	10 5.33%	5 5.51%	6 9.38%	4 4.17%	17 7.45%	13 7.48%	9 5.07%	5 3.53%	10 5.09%	45 16.03%kl nopqrsuv	27 9.24%r	11 6.34%	34 6.89%	83 11.07%wy	25 4.63%	107 19.29%BC D	40 6.50%CD	11 2.57%D	4 0.76%	65 13.23%FGH J	46 6.74%J	23 4.97%	25 7.33%J	2 9.35%	- -
Prefer not to answer		245 11.63%	100 9.68%	146 13.56%a	38 16.76%e f	38 10.44%	34 10.16%	34 9.20%	37 11.62%	64 12.93%	207 11.70%	222 11.49%	23 13.07%	9 8.63%	6 10.08%	8 9.31%	24 10.19%	18 10.05%	20 10.94%	18 11.75%	26 13.22%	34 12.39%	37 13.04%	22 12.27%	49 9.99%	94 12.61%	64 12.02%	56 10.14%	75 12.28%	57 12.89%	57 11.37%	64 12.94%J	80 11.60%	53 11.35%	37 10.75%	4 15.87%	3 3.91%
Average income (£000's)		39.86	42.44b	37.37	40.14gh	46.53cf gh	50.58cd fgh	39.98gh	34.78h	30.43	40.33k	40.22k	35.98	36.69	42.98q	35.10	38.81	41.22q	35.71	37.96	38.25	46.41kl noqrsv	42.89kl nq	39.59	39.01	43.40wy	37.29	54.01BC D	41.28D	38.82D	23.23	48.33FGH J	39.77HJ	37.68J	36.33J	34.70	23.70

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 270

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

Base: All respondents

			Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?									What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
		Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base		2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Up to £7,000	(3.5)	59 2.78%	4 0.38%	10 4.04%a f	25 11.18%a bef	12 15.60%ab efg	2 1.31%	2 0.61%	4 4.44%af	22 1.57%	20 2.41%j	2 0.41%	32 4.96%h	11 4.39%j	9 6.71%kj	12 4.55%j	4 12.85%kl jn	59 13.29%st	- -	- -	48 2.84%	10 2.51%	29 5.24%x	29 1.92%	59 100.00%BCDEF GHI	- -	- -	- -	- -	- -	- -	- -	- -	3 19.97%	1 12.95%	32 3.23%	13 1.76%	7 2.50%	2 5.62%	36 2.23%	18 3.75%	45 2.65%P	9 2.60%
£7,001 to £14,000	(10.5)	183 8.67%	14 1.36%	26 10.91%a f	51 22.26%a bfg	20 26.06%a bfg	44 33.34%ab cfg	21 6.25%a	7 7.92%a	87 6.05%	77 9.21%j	10 1.66%	93 14.36%h	53 21.15%hj	18 12.57%j	22 8.61%j	3 11.02%j	183 41.53%st	- -	- -	149 8.78%	34 8.26%	94 17.16%x	88 5.79%	- -	183 100.00%ACDEF GHI	- -	- -	- -	- -	- -	- -	- -	3 21.19%	- -	131 13.20%MN	32 4.24%	10 3.77%	5 12.90%	134 8.39%	46 9.61%	141 8.21%	37 10.73%
£14,001 to £21,000	(17.5)	199 9.43%	41 4.12%	29 12.03%a	32 14.07%a	6 7.82%	33 24.59%a bcdf	46 13.54%a	12 13.74%a	114 8.00%	96 11.56%j	18 3.04%	83 12.80%h	30 11.90%j	27 19.25%ij jno	26 10.13%j	2 5.31%	199 45.17%st	- -	- -	150 8.86%	49 11.77%	78 14.24%x	121 7.91%	- -	- -	199 100.00%ABDEF GHI	- -	- -	- -	- -	- -	- -	3 22.13%	3 29.61%	120 12.13%MN	50 6.48%	18 6.63%	5 12.90%	153 9.59%	42 8.77%	167 9.74%	28 8.20%
£21,001 to £28,000	(24.5)	257 12.17%	95 9.42%	25 10.30%	36 15.66%a	7 8.79%	17 13.12%	63 18.51%a b	15 16.84%	152 10.63%	108 12.93%j	44 7.43%	103 15.96%h	53 21.10%hj jno	18 12.80%j	32 12.62%j	1 3.83%	- -	257 40.12%rt	- -	197 11.61%	60 14.48%	87 15.98%x	161 10.57%	- -	- -	- -	257 100.00%ABCEF GHI	- -	- -	- -	- -	- -	1 5.18%	1 14.83%	131 13.22%	94 12.26%	25 9.01%	5 12.30%	191 11.94%	63 13.14%	207 12.10%	44 12.84%
£28,001 to £34,000	(31)	211 10.00%	94 9.36%	28 11.56%e	18 7.78%	6 8.31%	7 4.89%	48 14.32%ce	10 11.37%	144 10.07%	91 10.99%	52 8.79%	64 9.94%	20 8.08%	13 9.29%	31 12.16%	2 8.03%	- -	211 32.96%rt	- -	165 9.76%	46 11.00%	50 9.26%	157 10.31%	- -	- -	- -	- -	211 100.00%ABCDF GHI	- -	- -	- -	- -	- -	1 7.30%	132 13.36%MN	55 7.24%	19 6.93%	4 8.40%	151 9.47%	54 11.21%	168 9.79%	36 10.57%
£34,001 to £41,000	(37.5)	172 8.16%	90 8.94%c e	24 10.07%ce	9 3.97%	3 3.62%	3 2.20%	37 10.80%ce	7 7.74%	123 8.62%	68 8.17%	55 9.23%	48 7.38%	15 5.95%	12 8.19%	21 8.34%	1 3.77%	- -	172 26.92%rt	- -	145 8.56%	27 6.56%	34 6.17%	138 9.08%w	- -	- -	- -	- -	- -	172 100.00%ABCDE GHI	- -	- -	- -	- -	80 8.06%	68 8.94%	20 7.38%	4 8.96%	131 8.22%	40 8.30%	145 8.47%	24 6.92%
£41,001 to £48,000	(44.5)	166 7.88%	99 9.87%cd e	17 7.22%c	6 2.56%	1 1.75%	5 3.90%	28 8.29%c	9 10.35%c	127 8.89%k	80 9.55%lm	48 7.96%l	38 5.81%	8 2.99%	6 4.33%	24 9.44%lm	1 4.24%	- -	- -	166 21.20%rs	136 8.02%	30 7.27%	40 7.31%	126 8.27%	- -	- -	- -	- -	- -	- -	166 100.00%ABCDE FHI	- -	- -	2 12.50%	2 28.27%	74 7.45%	65 8.49%	22 8.02%	1 2.85%	130 8.13%	34 7.00%	135 7.86%	27 7.98%
£48,001 to £55,000	(51.5)	168 7.95%	111 11.08%cd ef	20 8.33%ce	3 1.24%	1 1.35%	2 1.66%	24 7.13%ce	6 6.97%c	133 9.27%k	70 8.46%l	62 10.40%l	33 5.16%	8 3.28%	8 5.68%	17 6.74%	2 5.52%	- -	- -	168 21.41%rs	149 8.80%v	19 4.48%	30 5.43%	137 8.97%w	- -	- -	- -	- -	- -	- -	- -	168 100.00%ABCDE FGI	- -	- -	64 6.46%	78 10.12%L	26 9.58%	- -	132 8.27%	35 7.35%	149 8.69%S	18 5.25%
£55,001 to £62,000	(58.5)	89 4.22%	69 6.90%bc efg	8 3.48%ce	- -	2 2.45%c	- -	9 2.79%c	- -	67 4.69%	27 3.26%	40 6.68%lm	22 3.32%	6 2.39%	2 1.70%	13 5.15%	* 1.49%	- -	- -	89 11.37%rs	70 4.11%	19 4.69%	15 2.71%	74 4.87%w	- -	- -	- -	- -	- -	- -	- -	89 19.80%ABCDE FGH	- -	- -	30 3.01%	44 5.79%L	14 5.15%	- -	68 4.26%	20 4.20%	73 4.25%	15 4.51%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 270

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

Base: All respondents

		Total	Working Status: Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	Tenure: NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Income: Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban/Rural: Urban (u)	Rural (v)	Disability: Yes (w)	No (x)	What is the combined annual income of your household, prior to tax being deducted?: Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	What is the highest educational level that you have achieved to date?: No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	Concern climate change: NET: Concerned (P)	NET: Not concerned (Q)	Responsibility climate change: NET: Responsible (R)	NET: Not responsible (S)
Weighted base		2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
£62,001 to £69,000	(65.5)	79 3.74%	67 6.70% bcdef	5 1.95%	1 0.43%	- -	- -	5 1.45%	1 1.12%	58 4.06%	17 2.10%	41 6.80% ilm	21 3.21%	4 1.58%	4 2.66%	13 5.12% l	- -	- -	- -	79 10.07% rs	72 4.26% v	7 1.61%	9 1.60%	69 4.55% w	- -	- -	- -	- -	- -	- -	- -	- -	79 17.54% ABCDEFGH	1 8.74%	- -	20 2.05%	43 5.65% L	14 5.14% L	- -	58 3.62%	21 4.36%	68 3.96%	10 2.98%
£69,001 to £76,000	(72.5)	65 3.10%	50 4.96% bef	4 1.64%	4 1.65%	2 2.84%	- -	4 1.06%	2 2.36%	57 3.99% k	15 1.81%	42 7.03% ilm	7 1.05%	- -	1 1.01%	5 2.12%	1 4.88% l	- -	- -	65 8.35% rs	54 3.17%	12 2.83%	6 1.08%	59 3.86% w	- -	- -	- -	- -	- -	- -	- -	- -	65 14.54% ABCDEFGH	- -	- -	19 1.90%	33 4.26% L	14 5.11% L	- -	49 3.09%	16 3.31%	51 2.95%	10 3.04%
£76,001 to £83,000	(79.5)	54 2.59%	46 4.59% bcef	3 1.05%	1 0.35%	- -	- -	4 1.22%	1 1.08%	47 3.29% k	14 1.64%	33 5.58% ilm n	8 1.16%	4 1.71%	1 0.56%	2 0.95%	- -	- -	- -	54 6.96% rs	43 2.54%	11 2.76%	6 1.01%	49 3.21% w	- -	- -	- -	- -	- -	- -	- -	- -	54 12.12% ABCDEFGH	- -	- -	13 1.27%	27 3.59% L	14 5.27% L	- -	42 2.63%	12 2.60%	48 2.79%	6 1.67%
£83,001 or more	(86)	162 7.67%	134 13.31% bcdefg	13 5.25% ef g	9 3.74% e	1 1.16%	- -	6 1.77%	- -	145 10.13% k	43 5.18% l	102 17.03% ilm mn	15 2.37%	- -	5 3.29% l	11 4.22% l	2 4.94% l	- -	- -	162 20.66% rs	126 7.42%	36 8.70%	14 2.65%	147 9.66% w	- -	- -	- -	- -	- -	- -	- -	- -	162 35.99% ABCDEFGH	- -	- -	29 2.97%	83 10.80% L	47 17.19% LM	3 6.36%	134 8.37%	28 5.79%	138 8.07%	22 6.38%
Prefer not to answer		245 11.63%	91 9.01%	29 12.16%	34 15.11% a	15 20.24% a	20 15.00% a	42 12.27%	14 16.08%	154 10.74%	106 12.74% j	48 7.96%	81 12.51%	39 15.48% j	17 11.98%	25 9.86%	10 34.13% ijmn	- -	- -	- -	191 11.27%	54 13.09%	55 10.15%	169 11.05%	- -	- -	- -	- -	- -	- -	- -	- -	-	1 10.29%	1 7.04%	116 11.69%	80 10.40%	23 8.33%	12 29.71%	189 11.79% R	51 10.62%	180 10.48%	56 16.33% PQR
Average income (£000's)		39.86	51.27 bcdefg	34.88 cde	23.18	20.94	18.81	33.36 cde	30.31 cde	44.14k	36.30 lm	54.51 ilmn	30.51	25.05	29.08	36.37 lm	31.52	12.73	30.14 r	63.05 rs	40.18	38.55	29.08	43.88 w	3.50	10.50	17.50	24.50	31.00	37.50	44.50	51.50	74.21 AB CDEFGH	21.57	25.94	32.51	46.36 L	50.53 LM	27.78	40.65	38.19	40.42	37.69

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

.YONDER

Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 271

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

Base: All respondents

		Gender		Age						Region													Region Summary			Social Grade				Property type						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (Incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
NET: Yes	545 25.87%	224 21.75%	320 29.83%a	43 18.67%	71 19.70%	52 15.62%	112 30.55%c de	105 32.52%c de	162 32.89%c de	434 24.50%	487 25.24%	58 32.61%i jt	33 33.55%i t	20 33.54%t	30 35.00%t	62 26.46%t	47 26.73%t	46 25.37%t	47 30.64%t	50 25.33%t	37 13.31%	71 24.70%t	45 24.78%t	139 28.05%x	153 20.47%	142 26.87%x	89 16.09%	127 20.95%A	93 21.06%	236 46.84%AB C	102 20.65%	174 25.28%	140 30.36%E	84 24.73%	1 2.85%	39 43.93%EFGH
Yes - physical condition	339 16.06%	141 13.67%	197 18.31%a	15 6.50%	27 7.39%	26 7.81%	69 18.75%c de	76 23.66%c de	126 25.54%c def	275 15.55%	303 15.73%	35 19.63%t	17 17.15%t	11 18.83%t	17 19.74%t	41 17.66%t	30 17.09%t	32 17.81%t	29 18.85%t	31 16.04%t	18 6.40%	46 16.04%t	31 17.07%t	88 17.82%x	95 12.69%	92 17.45%x	49 8.90%	73 11.95%	58 13.11%A	159 31.54%AB C	77 15.54%	107 15.55%	80 17.19%	41 11.96%	1 2.85%	34 38.11%EFGH
Yes - mental condition	262 12.41%	99 9.63%	161 15.01%a	33 14.60%h	52 14.34%h	36 10.80%h	68 18.48%a h	47 14.72%h	25 5.05%	203 11.48%	228 11.83%	34 18.73%i jstu	16 16.01%t	9 15.32%t	14 16.02%t	31 13.04%t	20 11.42%t	23 12.85%t	27 17.75%st u	18 9.41%	15 5.33%	29 9.96%	27 14.77%t	64 12.99%	70 9.40%	69 12.98%	39 7.00%	66 10.85%A	38 8.64%	119 23.60%ABC	33 6.64%	81 11.82%E	65 13.97%E	61 17.86%EF	1 2.85%	17 18.58%E
Yes - disability	179 8.51%	67 6.56%	110 10.28%a	11 4.89%	24 6.54%	18 5.30%	35 9.56%a	41 12.71%c da	51 10.30%ce	140 7.92%	157 8.16%	22 12.22%t	13 13.25%t	4 6.99%	8 9.02%	20 8.37%	15 8.37%	14 7.81%	19 12.19%t	12 6.12%	13 4.63%	26 9.14%	14 7.96%	42 8.49%	54 7.17%	45 8.44%	25 4.59%	43 7.03%	26 5.79%	86 17.01%ABC	27 5.55%	56 8.15%	44 9.61%E	32 9.44%E	1 2.85%	17 18.96%EFGH
Yes - other	14 0.67%	6 0.61%	8 0.73%	- -	1 0.33%	3 0.78%	4 1.07%	3 0.85%	4 0.73%	11 0.63%	14 0.73%	- -	2 2.10%	1 1.57%	1 1.37%	4 1.72%	1 0.58%	- -	- -	2 0.87%	1 0.50%	2 0.61%	- -	6 1.26%	3 0.42%	2 0.32%	1 0.27%	4 0.58%	5 1.13%	4 0.81%	3 0.58%	5 0.78%	5 1.01%	1 0.35%	- -	- -
No	1525 72.35%	780 75.88%b	740 68.95%	176 77.28%f gh	284 78.30%f gh	277 82.44%f gh	246 67.06%	215 66.88%	327 66.33%	1305 73.68%k	1409 73.04%k	116 64.91%	66 66.45%	38 64.85%	54 62.39%	170 72.81%	127 72.41%	133 73.64%	103 68.14%	140 71.41%	234 83.95%k lmnopqr suv	211 73.45%	133 73.20%	351 70.85%	577 77.30%w y	377 71.24%	453 81.67%D	469 77.12%D	344 77.79%D	259 51.52%	389 78.88%FG HJ	498 72.17%J	315 68.07%	248 72.58%J	22 97.15%	50 56.07%
Prefer not to say	38 1.78%	24 2.37%	13 1.22%	9 4.05%gh	7 2.00%	7 1.94%	9 2.39%	2 0.60%	4 0.78%	32 1.81%	33 1.71%	4 2.48%	- -	1 1.61%	2 2.61%	2 0.72%	2 0.86%	2 0.99%	2 1.22%	6 3.26%	8 2.74%	5 1.86%	4 2.01%	5 1.10%	17 2.23%	10 1.90%	12 2.24%	12 1.93%	5 1.15%	8 1.64%	2 0.48%	18 2.55%E	7 1.57%	9 2.68%E	- -	- -

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 272

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

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?										What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
NET: Yes	545 25.87%	135 13.40%	54 22.33%a	116 50.79%a bf	42 55.78%a bf	61 45.66%a bf	97 28.70%a	41 47.36%a bf	311 21.75%	223 26.76%j	88 14.77%	228 35.18%h	109 43.15%i jno	52 36.60%i jn	67 26.48%j	7 21.40%	200 45.38%s t	171 26.78%t	119 15.18%	417 24.62%	128 30.96% u	545 100.00%x	- -	29 48.80%E FGHI	94 51.19%C DEFGHI	78 39.04%E FGHI	87 33.97%E FGHI	50 23.95%I	34 19.55%I	40 24.02%I	30 17.68%I	49 10.99%	5 34.76%	7 78.13% N	322 32.50%M	158 20.58%	47 17.27%	5 11.50%	429 26.80%	111 23.05%	454 26.47%	76 22.28%
Yes - physical condition	339 16.06%	63 6.32%	28 11.69%a b	72 31.53%a b	27 35.12%a bf	45 33.89%a bf	79 23.25%a b	25 28.58%a b	212 14.85% o	165 19.87%jn o	47 7.86% no	125 19.31%h no	57 22.70%j no	32 22.62%j no	36 14.11%j no	1 4.08%	136 30.96%s t	100 15.69%t	67 8.52%	247 14.60%	91 22.06%u u	339 62.10%x	- -	18 30.76%E FGHI	61 33.28%D EFGHI	57 28.89%D EFGHI	48 18.61%H I	31 14.80%I	21 12.43%I	23 13.79%I	14 8.14%	30 6.72%	3 25.14%	1 16.73% N	197 19.96%M	102 13.27%	31 11.17%	1 3.41%	260 16.28%	74 15.40%	287 16.77%	42 12.39%
Yes - mental condition	262 12.41%	74 7.37%	30 12.28%a f	82 36.24%a bef	29 38.40%ab ef	11 8.02%	15 4.38%	21 24.20%ab ef	110 7.71%	73 8.76%	37 6.25%	147 22.74%h jn	74 29.39%i jn	34 23.84%i jn	39 15.53%i j	4 13.68%	108 24.60%s t	66 10.36%	63 8.04%	214 12.63%	48 11.52%	262 47.99%x	- -	16 26.71%E FGHI	54 29.51%C DEFGHI	39 19.47%E FHI	40 15.68%EF I	16 7.65%	10 5.73%	21 12.41%F I	19 11.11%I	24 5.29%	3 19.92%	4 49.17% N	158 15.94%M	77 10.02%N	15 5.64%	4 9.30%	202 12.62%	54 11.21%	208 12.13%	45 13.26%
Yes - disability	179 8.51%	31 3.12%	14 5.82%a	57 24.90%a bf	13 17.17%a bf	20 15.40%ab f	27 7.94%a	17 19.51%ab f	94 6.58%	73 8.73%j	21 3.58%	84 12.91%h jn	48 19.08%i jn	19 13.17%jn	17 6.63%j	2 5.74%	74 16.85%s t	69 10.76%t	28 3.53%	133 7.88%	46 11.06%	179 32.89%x	- -	11 18.76%E FGHI	37 20.17%E FGHI	26 13.23%G HI	37 14.52%FG HI	19 8.85%GI	13 7.49%I	5 2.93%	9 5.43%	14 3.04%	1 4.39%	3 33.14%	112 11.27%MN	47 6.17%	15 5.32%	1 2.20%	146 9.10%S	31 6.39%	149 8.72%	19 5.60%
Yes - other	14 0.67%	5 0.46%	2 0.96%	2 1.06%	- -	2 1.41%	2 0.50%	1 1.38%	11 0.74%	6 0.77%	4 0.70%	3 0.54%	- -	2 1.19%	2 0.71%	- -	3 0.78%	7 1.07%	2 0.25%	8 0.48%	6 1.42%u	14 2.58%x	- -	* 0.77%	1 0.43%	2 1.09%	3 1.26%	1 0.42%	3 1.58%	- -	- -	2 0.44%	1 4.39%	- -	9 0.86%M	1 0.09%	4 1.57%M	- -	10 0.62%	4 0.87%	11 0.67%	1 0.35%
No	1525 72.35%	852 84.85%b cdefg	188 77.43%c defg	105 46.03%	29 37.75%	72 54.34%d	237 70.15%c deg	42 48.73%	1106 77.33%k	601 72.12%l m	505 84.60%l lmno	401 61.98%	133 52.79%	85 60.50%	183 71.93%l m	18 58.88%	238 54.08%	457 71.45%r	662 84.48%r s	1241 73.30%	284 68.46%	- -	1525 100.00%w	29 49.94%	88 48.29%	121 60.63%B	161 62.84%B	157 74.58%A BCD	138 80.45%A BCD	126 75.98%A BCD	137 81.57%A BCD	399 88.70%A BCDEFGH	9 65.24%	2 21.87%	657 66.37%	591 77.09%L	223 81.56%L	37 88.50%	1142 71.41%	363 75.56%	1238 72.19%	257 75.10%
Prefer not to say	38 1.78%	18 1.74%	1 0.24%	7 3.18%b	5 6.46%abef	- -	4 1.15%	3 3.91%be	13 0.92%	9 1.12%	4 0.63%	18 2.84%h	10 4.06%ij	4 2.90%j	4 1.59%	6 19.72%ij lmn	2 0.53%	11 1.77%t	3 0.34%	35 2.07%	2 0.58%	- -	- -	1 1.25%	1 0.52%	1 0.32%	8 3.20%CF GI	3 1.47%	- -	- -	1 0.75%	1 0.31%	- -	- -	11 1.12%	18 2.35%	3 1.17%	- -	29 1.79%R	7 1.39%	23 1.35%	9 2.62%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 273

Which of the following options best describes how you think of yourself?

Base: All respondents

		Gender		Age						Region												Region Summary			Social Grade				Property type					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Eng-land (i)	UK Excl Scot-land (j)	Scot-land (k)	Wales (l)	North-ern Ire-land (m)	North East (n)	North West (o)	York-shire & Humb-erside (p)	West Mid-lands (q)	East Mid-lands (r)	East-ern (s)	London (t)	South East (u)	South West (v)	North Eng-land (w)	South Eng-land (incl Lon.) (x)	Mid-lands (y)	AB (A)	C1 (B)	C2 (C)	DE (D)	Detached house (E)	Semi-detached house (F)	Terraced house (G)	Self-contained flat, maisonette or or apartment (H)	A room or rooms (I)	Other (J)
Unweighted base	2108	1021	1083	172	359	351	384	334	508	1766	1930	178	103	61	91	254	177	192	167	186	254	291	154	522	699	545	544	639	443	482	491	698	461	349	23	79
Weighted base	2108	1028	1074	228	362	336	367	322	493	1771	1929	179	99*	59*	86*	234	175	181	152	196	278	287	181	495	746	529	555	609	442	503	493	690	463	341	23**	89*
Heterosexual/ straight	1893 89.78%	914 88.89%	979 91.17%	182 79.77%	304 83.80%	295 87.92%c	334 90.86%cd	301 93.52%cde	477 96.89%cdefg	1581 89.30%	1729 89.66%	163 91.13%	92 92.38%	57 95.95%	77 88.88%	213 91.19%	152 86.65%	160 88.47%	132 87.16%	179 91.35%	249 89.52%	257 89.49%	162 89.37%	442 89.18%	668 89.47%	472 89.16%	510 91.95%B	531 87.29%	401 90.79%	450 89.53%	468 94.95%FG H	623 90.27%H	405 87.55%	282 82.55%	21 92.98%	86 97.22%GH
Lesbian/ gay woman	23 1.08%	1 0.10%	22 2.03%a	2 0.94%	5 1.45%	4 1.27%	2 0.67%	6 1.72%	3 0.63%	20 1.15%	21 1.11%	1 0.75%	1 1.12%	- -	1 1.42%	3 1.11%	2 1.12%	3 1.59%	- -	5 2.51%	2 0.64%	2 0.67%	3 1.69%	6 1.16%	7 0.91%	8 1.48%	5 0.82%	6 1.05%	4 0.89%	8 1.58%	4 0.75%	7 1.03%	6 1.40%	4 1.14%	2 7.02%	- -
Gay man	59 2.78%	59 5.71%b	- -	9 3.76%h	14 3.98%h	13 3.84%h	11 3.08%h	8 2.36%	4 0.78%	52 2.95%	53 2.77%	5 3.00%	1 1.06%	- -	4 4.67%	5 2.08%	11 6.06%ors	7 4.05%	2 1.62%	2 1.14%	10 3.75%	7 2.34%	4 1.99%	20 3.94%	21 2.78%	12 2.27%	14 2.50%	17 2.77%	15 3.40%	13 2.58%	10 2.00%	15 2.16%	14 3.10%	20 5.74%EFJ	- -	- -
Bisexual	88 4.18%	34 3.29%	49 4.56%	29 12.65%efgh	30 8.20%fgh	16 4.69%fgh	5 1.48%	6 1.73%	3 0.55%	77 4.33%	82 4.25%	6 3.38%	5 4.84%n	1 1.01%	- -	7 3.09%	8 4.72%	9 4.90%n	13 8.75%klmnos	5 2.57%	12 4.44%	14 4.88%n	8 4.19%	15 3.12%	34 4.55%	27 5.14%	17 3.03%	38 6.26%AD	17 3.85%	16 3.22%	8 1.57%	28 4.00%E	26 5.68%E	23 6.71%E	- -	2 2.78%
Prefer to self-describe	12 0.55%	3 0.26%	8 0.74%	1 0.58%	4 1.22%h	1 0.35%	3 0.74%	1 0.42%	1 0.12%	11 0.62%	12 0.60%	- -	1 0.59%	- -	1 0.72%	2 0.85%	2 1.02%	- -	- -	3 1.49%	- -	1 0.34%	3 1.47%	4 0.89%	4 0.49%	3 0.55%	4 0.67%	2 0.35%	1 0.29%	4 0.88%	1 0.24%	4 0.65%	2 0.46%	4 1.12%	- -	- -
Prefer not to say	34 1.62%	18 1.76%	16 1.51%	5 2.29%g	5 1.35%	6 1.93%g	12 3.17%gh	1 0.24%	5 1.05%	29 1.65%	31 1.61%	3 1.74%	- -	2 3.04%	4 4.32%p	4 1.70%	1 0.44%	2 0.99%	4 2.47%	2 0.93%	5 1.66%	7 2.27%	2 1.29%	8 1.71%	13 1.80%	7 1.39%	6 1.03%	14 2.28%	3 0.79%	11 2.21%	2 0.49%	13 1.88%E	8 1.81%	9 2.74%E	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k - i/l - i/m - j/k - k/l/m/n/o/p/q/r/s/t/u/v - w/x/y - A/B/C/D - E/F/G/H/I/J
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder on behalf of Which?

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Which Sustainability Tracker Survey June 2024

ONLINE Fieldwork: 19th to 20th June 2024

Absolutes/col percents

Table 274

Which of the following options best describes how you think of yourself?

Base: All respondents

		Working Status							Tenure								Income			Urban/Rural		Disability		What is the combined annual income of your household, prior to tax being deducted?											What is the highest educational level that you have achieved to date?						Concern climate change		Responsibility climate change	
	Total	Full time employed (a)	Part time employed (b)	Unemployed (c)	Not working but seeking (d)	State (e)	Private (f)	House person (g)	NET: Homeowners (h)	Owned outright (i)	Owned with mortgage (j)	NET: Renters (k)	Rented from council (l)	Rented from HA (m)	Other Rent (n)	Rent free (o)	Up to £21k (r)	£21k to £41k (s)	£41k+ (t)	Urban (u)	Rural (v)	Yes (w)	No (x)	Up to £7k (A)	>£7k-£14k (B)	>£14k-£21k (C)	>£21k-£28k (D)	>£28k-£34k (E)	>£34k-£41k (F)	>£41k-£48k (G)	>£48k-£55k (H)	>£55k or more (I)	No formal education (J)	Primary (K)	Secondary (L)	University degree (M)	Higher university degree (N)	Still in full time education (O)	NET: Concerned (P)	NET: Not concerned (Q)	NET: Responsible (R)	NET: Not responsible (S)
Unweighted base	2108	978	337	187	69	127	331	79	1416	757	659	656	128	192	336	36	441	644	792	1691	417	542	1536	59	174	208	247	218	179	170	170	452	11	9	990	774	278	33	1584	495	1705	348
Weighted base	2108	1005	242	228	76*	133	339	86*	1430	833	597	647	252	141	254	31*	440	639	783	1693	415	545	1525	59*	183	199	257	211	172	166	168	450	14**	9**	989	766	274	42**	1600	480	1714	342
Heterosexual/ straight	1893 89.78%	881 87.71%	223 92.02%ac	189 83.03%	67 88.31%	129 97.16%acd	325 96.14%abcd	78 90.43%	1308 91.44%ko	769 92.32%no	539 90.22%no	564 87.13%	227 90.11%o	124 87.89%o	213 83.78%o	21 68.48%	402 91.28%	571 89.25%	713 90.99%	1511 89.23%	382 92.03%	482 88.37%	1400 91.81%w	51 87.95%	165 90.04%	186 93.39%D	221 86.16%	194 91.81%	156 90.72%	150 90.58%	152 90.69%	410 91.25%	13 91.26%	7 86.40%	895 90.42%	686 89.53%	248 90.53%	35 84.00%	1434 89.64%	438 91.22%S	1549 90.36%	299 87.45%
Lesbian/ gay woman	23 1.08%	11 1.12%	4 1.57%	4 1.56%	- -	2 1.49%	2 0.66%	- -	13 0.90%	6 0.75%	7 1.10%	9 1.44%	1 0.53%	2 1.48%	6 2.32%i	1 2.11%	5 1.23%	9 1.34%	9 1.13%	15 0.90%	8 1.84%	7 1.24%	16 1.05%	* 0.77%	1 0.54%	4 2.00%	5 1.87%	3 1.41%	1 0.46%	2 1.22%	4 2.40%	3 0.62%	- -	1 13.60%	11 1.14%	10 1.27%	1 0.22%	- -	19 1.21%	3 0.54%	17 0.99%	6 1.73%Q
Gay man	59 2.78%	44 4.40%bef	4 1.60%	4 1.93%	1 1.47%	- -	3 0.95%	2 2.16%	45 3.14%	27 3.22%	18 3.03%	14 2.13%	6 2.21%	3 2.38%	5 1.92%	- -	12 2.70%	19 2.99%	24 3.04%	53 3.15%	5 1.30%	12 2.13%	46 3.00%	1 1.78%	5 2.58%	6 3.08%	5 1.84%	7 3.44%	7 4.14%	7 4.04%	3 1.67%	14 3.18%	1 8.74%	- -	28 2.83%	21 2.79%	8 2.97%	- -	43 2.68%	13 2.78%	45 2.63%	12 3.50%
Bisexual	88 4.18%	47 4.63%ef	9 3.73%e f	25 10.96%abefg	2 3.08%	- -	3 1.00%	2 2.16%	45 3.14%	18 2.15%	27 4.52%i	39 6.08%h	9 3.71%	6 4.51%	24 9.30%ij	4 12.38%ij l	17 3.78%	27 4.22%	35 4.46%	77 4.55%	11 2.64%	36 6.56%x	50 3.27%	4 7.31%C	11 5.88%C	2 0.81%	16 6.41%C	5 2.33%	6 3.26%	6 3.38%	9 5.24%C	21 4.56%C	- -	- -	36 3.66%	34 4.47%	10 3.70%	7 16.00%	68 4.25%	19 3.98%	72 4.21%	14 4.18%
Prefer to self-describe	12 0.55%	6 0.58%	3 1.08%	1 0.52%	- -	1 0.44%	1 0.40%	- -	7 0.46%	5 0.57%	2 0.31%	4 0.56%	2 0.65%	1 0.86%	1 0.30%	1 4.28%ijn	1 0.17%	6 0.94%	2 0.29%	6 0.38%	5 1.23%u	4 0.82%	6 0.38%	- -	- -	1 0.38%	2 0.85%	1 0.64%	2 1.43%	1 0.77%	- -	1 0.23%	- -	- -	3 0.30%	6 0.79%	3 0.95%	- -	11 0.69%	1 0.12%	10 0.56%	2 0.56%
Prefer not to say	34 1.62%	16 1.56%b	- -	5 2.01%b	5 7.14%abcf	1 0.91%	3 0.84%	5 5.21%abf	13 0.92%	8 0.98%	5 0.83%	17 2.65%h	7 2.78%	4 2.93%ij	6 2.38%j	4 12.74%ijlmn	4 0.84%	8 1.27%l	1 0.09%	30 1.79%	4 0.95%	5 0.89%	7 0.49%	1 2.19%l	2 0.97%	1 0.32%	7 2.86%FGHl	1 0.37%	- -	- -	- -	1 0.16%	- -	- -	16 1.66%	9 1.15%	4 1.63%	- -	24 1.53%	7 1.36%	21 1.24%	9 2.58%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/k - i/j/l/m/n/o - r/s/t - u/v - w/x - A/B/C/D/E/F/G/H/I - J/K/L/M/N/O - P/Q/R/S

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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