

YouGov Survey Results

Sample Size: 2121 GB Adults
Fieldwork: 18th - 19th September 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2121	382	545	195	229	747	790	1027	1094	223	876	524	498	1209	912	1835	102	185	503	348	257	728
Unweighted Sample	2121	292	627	234	319	856	832	973	1148	128	857	543	593	1289	832	1807	120	194	511	368	192	736
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to choosing a product or service, with one or two of the following are generally most important to you?

Cost	70	65	71	70	74	68	72	70	71	73	73	71	64	68	73	70	78	71	73	68	64	71
Quality	62	70	60	64	61	64	62	63	60	56	62	64	62	64	58	62	54	58	60	60	69	63
A brand I trust	15	21	16	16	15	17	15	15	16	10	15	17	16	16	14	15	14	16	13	18	14	16
Convenience	13	12	14	14	16	13	13	13	13	13	15	9	14	12	14	13	17	12	14	13	13	12
Customer service	10	13	8	12	13	10	13	10	11	3	7	14	16	10	10	10	10	8	11	13	6	10
Social or ethical considerations	5	2	9	6	1	9	3	4	7	6	5	5	5	7	4	5	5	7	5	5	5	5
Something else	1	1	0	0	1	0	1	0	1	0	1	1	1	1	1	1	0	0	0	0	1	2
Don't know	4	1	3	3	1	3	2	5	3	13	3	2	2	4	4	4	2	7	4	4	5	3

You said that social or ethical considerations are one of the most important considerations for you when choosing a product or service. Which of the following are the social or ethical considerations you are generally basing your decision on? Please select all that apply

[Asked only to those who said social or ethical conditions are important for them; n=135]

Environmental / climate change issues	83	51	89	75	63	82	74	79	85	100	80	86	76	89	70	84	56	81	86	95	75	81
Fair treatment of workers / suppliers	75	78	78	71	63	77	74	73	77	82	72	86	67	75	76	76	67	74	90	70	74	70
Animal welfare	68	56	66	54	78	66	77	58	73	58	59	73	84	69	66	69	67	63	69	64	59	74
Human rights	59	53	63	49	21	58	46	57	60	75	60	60	47	58	60	58	67	59	67	44	63	58
Supporting local communities	43	78	42	29	21	40	48	39	46	40	42	50	41	44	41	46	11	38	48	50	52	40
Conflict and other international issues	36	9	41	44	22	40	27	36	36	46	37	35	31	36	37	37	11	37	39	44	37	33
LGBT+ rights	26	0	30	7	0	28	0	24	26	56	33	16	8	24	28	27	56	8	38	33	8	21
Ethnic minority rights	24	13	26	12	0	23	5	16	28	43	28	11	23	24	25	25	11	24	34	31	8	21
Gender issues	19	0	23	12	0	17	0	15	21	56	25	3	5	19	16	21	0	8	29	29	0	18
Aligning with specific charities	11	13	13	20	0	10	5	10	12	12	14	6	11	11	11	11	44	0	12	13	8	10
Something else	1	13	0	0	0	0	6	0	1	0	0	0	4	0	3	1	0	0	0	0	0	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.