

## YouGov / Champollion Survey Results

Sample Size: 2155 GB Adults  
Fieldwork: 6th - 7th October 2014

|                        | Westminster VI |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                |       |          |   |
|------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|----------------|-------|----------|---|
|                        | Total          | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands/Wales | North | Scotland |   |
| <b>Weighted Sample</b> | <b>2155</b>    | X   | X   | X       | X    | 641       | 549 | 408     | 1045   | 1110   | 256   | 545   | 737   | 616 | 1228         | 927  | 276    | 700           | 461            | 530   | 187      |   |
| Unweighted Sample      | 2155           | 514 | 615 | 122     | 256  | 617       | 589 | 424     | 1026   | 1129   | 185   | 486   | 880   | 604 | 1477         | 678  | 311    | 681           | 425            | 490   | 248      |   |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %              | %     | %        | % |

For each of the following, please could you say whether or not you understand what it means, and give a brief explanation:

### ISAs

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, this means... [Verbatim answers in Tab1] | <b>73</b> | 83 | 73 | 80 | 71 | 81 | 72 | 80 | 74 | 72 | 50 | 69 | 78 | 82 | 79 | 66 | 69 | 76 | 72 | 73 | 73 |
| No, I'm not sure what this means              | <b>27</b> | 17 | 27 | 20 | 29 | 19 | 28 | 20 | 26 | 28 | 50 | 31 | 22 | 18 | 21 | 34 | 31 | 24 | 28 | 27 | 27 |

### Credit Unions

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, this means... [Verbatim answers in Tab2] | <b>45</b> | 47 | 53 | 53 | 42 | 47 | 57 | 49 | 50 | 40 | 12 | 34 | 54 | 58 | 49 | 39 | 34 | 43 | 41 | 52 | 58 |
| No, I'm not sure what this means              | <b>55</b> | 53 | 47 | 47 | 58 | 53 | 43 | 51 | 50 | 60 | 88 | 66 | 46 | 42 | 51 | 61 | 66 | 57 | 59 | 48 | 42 |

### Sustainable investments

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, this means... [Verbatim answers in Tab3] | <b>23</b> | 27 | 23 | 33 | 22 | 25 | 24 | 29 | 28 | 18 | 17 | 19 | 25 | 28 | 29 | 16 | 26 | 25 | 21 | 21 | 27 |
| No, I'm not sure what this means              | <b>77</b> | 73 | 77 | 67 | 78 | 75 | 76 | 71 | 72 | 82 | 83 | 81 | 75 | 72 | 71 | 84 | 74 | 75 | 79 | 79 | 73 |

### Banks

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, this means... [Verbatim answers in Tab4] | <b>81</b> | 85 | 83 | 80 | 82 | 84 | 81 | 86 | 81 | 80 | 63 | 76 | 86 | 85 | 85 | 75 | 79 | 81 | 78 | 82 | 84 |
| No, I'm not sure what this means              | <b>19</b> | 15 | 17 | 20 | 18 | 16 | 19 | 14 | 19 | 20 | 37 | 24 | 14 | 15 | 15 | 25 | 21 | 19 | 22 | 18 | 16 |

When visiting a bank, or receiving financial advice, or information from a member of staff, or from Government have you ever been confused by the language they use or the information that they have presented to you?

|  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes  | <b>45</b> | 41 | 48 | 41 | 44 | 41 | 50 | 50 | 44 | 46 | 38 | 44 | 47 | 47 | 45 | 46 | 46 | 42 | 41 | 50 | 48 |
| No   | <b>36</b> | 46 | 33 | 46 | 35 | 45 | 32 | 37 | 38 | 35 | 26 | 38 | 37 | 39 | 41 | 31 | 30 | 39 | 37 | 35 | 39 |
| Don't know   | <b>6</b>  | 5  | 4  | 9  | 7  | 5  | 4  | 7  | 6  | 6  | 12 | 9  | 5  | 3  | 6  | 7  | 8  | 6  | 11 | 4  | 2  |
| Not applicable – I have never visited a bank or received financial advice or information from a member of staff or from Government | <b>12</b> | 8  | 15 | 4  | 13 | 9  | 13 | 7  | 12 | 13 | 24 | 9  | 11 | 11 | 9  | 16 | 16 | 12 | 12 | 11 | 12 |

Sample Size: 2155 GB Adults  
Fieldwork: 6th - 7th October 2014

|                        | Westminster VI |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          |
|------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                        | Total          | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>2155</b>    | X   | X   | X       | X    | 641       | 549 | 408     | 1045   | 1110   | 256   | 545   | 737   | 616 | 1228         | 927  | 276    | 700           | 461              | 530   | 187      |
| Unweighted Sample      | 2155           | 514 | 615 | 122     | 256  | 617       | 589 | 424     | 1026   | 1129   | 185   | 486   | 880   | 604 | 1477         | 678  | 311    | 681           | 425              | 490   | 248      |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

Which of the following statements most closely describes how you felt the last time you received financial advice from a person in authority i.e. a bank or financial adviser?

|  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I felt they communicated with me directly and I was sure about the decision I was making                               | <b>35</b> | 43 | 34 | 46 | 34 | 42 | 32 | 39 | 34 | 35 | 22 | 34 | 36 | 39 | 39 | 28 | 25 | 37 | 36 | 36 | 37 |
| I felt they could have explained things to me more simply but I was confident about the decision I made                | <b>29</b> | 33 | 30 | 31 | 24 | 29 | 29 | 31 | 31 | 27 | 29 | 32 | 28 | 29 | 32 | 27 | 31 | 29 | 27 | 31 | 28 |
| I felt they could have explained things to me more simply and this made me feel unsure about the decision I was making | <b>13</b> | 9  | 14 | 10 | 18 | 11 | 16 | 12 | 13 | 13 | 10 | 10 | 14 | 15 | 12 | 14 | 14 | 11 | 13 | 14 | 13 |
| I did not understand the terminology they used and I was completely unsure about the decision I was making             | <b>5</b>  | 1  | 5  | 5  | 9  | 4  | 6  | 5  | 5  | 5  | 4  | 5  | 6  | 4  | 3  | 7  | 4  | 4  | 6  | 4  | 9  |
| Don't know   | <b>18</b> | 13 | 17 | 8  | 14 | 14 | 17 | 13 | 16 | 19 | 34 | 19 | 15 | 14 | 14 | 24 | 25 | 18 | 18 | 15 | 13 |

To what extent, do you agree or disagree that the following should do more to report financial information, terms and services in a jargon-free and digestible format?

The Government

|                            |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree             | <b>48</b> | 45        | 53        | 44        | 54        | 46        | 53        | 48        | 48        | 47        | 27        | 37        | 51        | 61        | 47        | 49        | 39        | 43        | 50        | 53        | 59        |
| Tend to agree              | <b>29</b> | 35        | 30        | 31        | 25        | 32        | 28        | 33        | 30        | 29        | 24        | 36        | 29        | 26        | 33        | 25        | 26        | 34        | 29        | 26        | 26        |
| <b>TOTAL AGREE</b>         | <b>77</b> | <b>80</b> | <b>83</b> | <b>75</b> | <b>79</b> | <b>78</b> | <b>81</b> | <b>81</b> | <b>78</b> | <b>76</b> | <b>51</b> | <b>73</b> | <b>80</b> | <b>87</b> | <b>80</b> | <b>74</b> | <b>65</b> | <b>77</b> | <b>79</b> | <b>79</b> | <b>85</b> |
| Neither agree nor disagree | <b>13</b> | 14        | 10        | 18        | 10        | 15        | 10        | 11        | 13        | 12        | 17        | 16        | 11        | 9         | 12        | 13        | 17        | 13        | 10        | 13        | 9         |
| Tend to disagree           | <b>4</b>  | 5         | 3         | 7         | 4         | 4         | 3         | 5         | 4         | 4         | 8         | 4         | 5         | 1         | 5         | 3         | 6         | 4         | 4         | 3         | 5         |
| <b>TOTAL DISAGREE</b>      | <b>17</b> | <b>19</b> | <b>13</b> | <b>25</b> | <b>14</b> | <b>19</b> | <b>13</b> | <b>16</b> | <b>17</b> | <b>16</b> | <b>25</b> | <b>20</b> | <b>16</b> | <b>10</b> | <b>17</b> | <b>16</b> | <b>23</b> | <b>17</b> | <b>14</b> | <b>16</b> | <b>14</b> |
| Don't know                 | <b>6</b>  | 1         | 4         | 0         | 7         | 3         | 5         | 3         | 4         | 9         | 23        | 8         | 3         | 2         | 4         | 10        | 11        | 6         | 8         | 4         | 2         |

Financial institutions

|                            |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly agree             | <b>53</b> | 55        | 60        | 49        | 58        | 54        | 60        | 55        | 54        | 53        | 31        | 47        | 56        | 65        | 55        | 52        | 48        | 51        | 55        | 56        | 58        |
| Tend to agree              | <b>28</b> | 31        | 25        | 35        | 27        | 30        | 25        | 31        | 28        | 27        | 24        | 29        | 30        | 26        | 28        | 27        | 21        | 31        | 29        | 24        | 31        |
| <b>TOTAL AGREE</b>         | <b>81</b> | <b>86</b> | <b>85</b> | <b>84</b> | <b>85</b> | <b>84</b> | <b>85</b> | <b>86</b> | <b>82</b> | <b>80</b> | <b>55</b> | <b>76</b> | <b>86</b> | <b>91</b> | <b>83</b> | <b>79</b> | <b>69</b> | <b>82</b> | <b>84</b> | <b>80</b> | <b>89</b> |
| Neither agree nor disagree | <b>10</b> | 10        | 7         | 8         | 7         | 11        | 8         | 8         | 10        | 10        | 14        | 14        | 9         | 7         | 10        | 10        | 13        | 10        | 7         | 13        | 6         |
| Tend to disagree           | <b>3</b>  | 3         | 3         | 8         | 2         | 2         | 3         | 3         | 3         | 2         | 8         | 3         | 3         | 1         | 3         | 3         | 6         | 2         | 1         | 3         | 4         |
| <b>TOTAL DISAGREE</b>      | <b>13</b> | <b>13</b> | <b>10</b> | <b>16</b> | <b>9</b>  | <b>13</b> | <b>11</b> | <b>11</b> | <b>13</b> | <b>12</b> | <b>22</b> | <b>17</b> | <b>12</b> | <b>8</b>  | <b>13</b> | <b>13</b> | <b>19</b> | <b>12</b> | <b>8</b>  | <b>16</b> | <b>10</b> |
| Don't know                 | <b>6</b>  | 2         | 4         | 0         | 5         | 3         | 5         | 3         | 4         | 8         | 22        | 7         | 3         | 1         | 4         | 9         | 12        | 5         | 8         | 4         | 1         |

Sample Size: 2155 GB Adults  
Fieldwork: 6th - 7th October 2014

|                        | Westminster VI |     |     |         | 2010 Vote |     |     | Gender  |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |
|------------------------|----------------|-----|-----|---------|-----------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
|                        | Total          | Con | Lab | Lib Dem | UKIP      | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>2155</b>    | X   | X   | X       | X         | 641 | 549 | 408     | 1045 | 1110   | 256   | 545   | 737   | 616          | 1228 | 927    | 276    | 700           | 461              | 530   | 187      |
| Unweighted Sample      | 2155           | 514 | 615 | 122     | 256       | 617 | 589 | 424     | 1026 | 1129   | 185   | 486   | 880   | 604          | 1477 | 678    | 311    | 681           | 425              | 490   | 248      |
|                        | %              | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |

In which, if any, of the following areas would you like to see the Government be more transparent in the way it spends its money? (Please tick all that apply)

|                                |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Healthcare                     | <b>69</b> | 64 | 77 | 69 | 71 | 66 | 77 | 74 | 67 | 70 | 50 | 66 | 71 | 77 | 70 | 67 | 67 | 66 | 68 | 71 | 76 |
| Energy infrastructure          | <b>53</b> | 54 | 56 | 62 | 53 | 54 | 59 | 60 | 58 | 48 | 36 | 45 | 54 | 65 | 56 | 49 | 52 | 50 | 51 | 56 | 59 |
| Employment initiatives         | <b>53</b> | 44 | 62 | 56 | 54 | 49 | 62 | 58 | 52 | 54 | 37 | 51 | 57 | 57 | 54 | 52 | 51 | 51 | 51 | 56 | 61 |
| Transport infrastructure       | <b>49</b> | 48 | 54 | 55 | 50 | 50 | 54 | 56 | 53 | 45 | 36 | 41 | 51 | 58 | 53 | 43 | 47 | 50 | 46 | 50 | 53 |
| Climate change initiatives     | <b>46</b> | 47 | 49 | 55 | 45 | 47 | 52 | 52 | 49 | 44 | 32 | 39 | 49 | 57 | 50 | 42 | 43 | 44 | 48 | 47 | 55 |
| Support for social enterprises | <b>40</b> | 36 | 44 | 50 | 41 | 37 | 45 | 47 | 42 | 37 | 29 | 33 | 43 | 45 | 42 | 36 | 33 | 39 | 38 | 44 | 44 |
| Sustainable agriculture        | <b>37</b> | 35 | 38 | 44 | 39 | 37 | 38 | 44 | 38 | 36 | 27 | 31 | 39 | 45 | 40 | 33 | 34 | 37 | 36 | 39 | 41 |
| None of the above              | <b>6</b>  | 7  | 4  | 2  | 6  | 6  | 3  | 4  | 7  | 4  | 10 | 7  | 5  | 4  | 5  | 6  | 9  | 5  | 7  | 3  | 5  |
| Don't know                     | <b>12</b> | 11 | 8  | 10 | 9  | 12 | 9  | 8  | 9  | 15 | 26 | 14 | 11 | 7  | 10 | 15 | 10 | 13 | 14 | 12 | 9  |

Specifically thinking about Government efforts to combat climate change, in which, if any, of the following areas would you like to see public funds being spent to support: (Please tick all that apply)

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Solar power   | <b>54</b> | 49 | 63 | 64 | 47 | 47 | 59 | 64 | 56 | 52 | 49 | 53 | 58 | 51 | 55 | 52 | 51 | 53 | 55 | 55 | 57 |
| Biogas and energy from waste technologies                               | <b>46</b> | 51 | 47 | 59 | 44 | 47 | 49 | 55 | 51 | 41 | 34 | 43 | 46 | 55 | 51 | 40 | 43 | 47 | 47 | 45 | 49 |
| Wind power  | <b>43</b> | 33 | 50 | 61 | 32 | 32 | 49 | 56 | 42 | 43 | 41 | 47 | 47 | 34 | 46 | 38 | 42 | 41 | 41 | 42 | 57 |
| New technologies to capture emissions (i.e. carbon capture and storage) | <b>42</b> | 44 | 49 | 55 | 33 | 40 | 48 | 48 | 47 | 37 | 38 | 39 | 41 | 48 | 47 | 36 | 38 | 41 | 42 | 42 | 52 |
| Greener transport initiatives   | <b>42</b> | 35 | 50 | 59 | 24 | 32 | 49 | 54 | 42 | 41 | 43 | 43 | 42 | 41 | 48 | 34 | 44 | 40 | 38 | 41 | 56 |
| Fracking  | <b>19</b> | 33 | 15 | 11 | 31 | 31 | 15 | 12 | 26 | 12 | 15 | 12 | 15 | 30 | 18 | 19 | 19 | 17 | 21 | 22 | 10 |
| None of the above   | <b>7</b>  | 8  | 4  | 5  | 10 | 10 | 5  | 4  | 7  | 7  | 5  | 6  | 9  | 6  | 6  | 8  | 7  | 7  | 7  | 7  | 6  |
| Don't know  | <b>13</b> | 8  | 11 | 3  | 7  | 10 | 13 | 8  | 7  | 18 | 22 | 16 | 11 | 8  | 10 | 17 | 14 | 13 | 13 | 12 | 8  |

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|                        | Westminster VI |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          |
|------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                        | Total          | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>2155</b>    | X   | X   | X       | X    | 641       | 549 | 408     | 1045   | 1110   | 256   | 545   | 737   | 616 | 1228         | 927  | 276    | 700           | 461              | 530   | 187      |
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|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

People who purchase sustainable and ethical products and services generally do so because they are considering environmental, ethical and social factors when choosing where to put their money. For each of the following products and services, would you find it easy or hard to find ethical options?

**Food**

|                     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very easy to find   | 16        | 17        | 16        | 11        | 13        | 16        | 14        | 16        | 14        | 17        | 20        | 18        | 14        | 14        | 16        | 15        | 20        | 16        | 17        | 12        | 15        |
| Fairly easy to find | 49        | 52        | 50        | 62        | 47        | 48        | 51        | 55        | 48        | 50        | 44        | 51        | 51        | 48        | 54        | 43        | 46        | 50        | 48        | 50        | 53        |
| <b>TOTAL EASY</b>   | <b>65</b> | <b>69</b> | <b>66</b> | <b>73</b> | <b>60</b> | <b>64</b> | <b>65</b> | <b>71</b> | <b>62</b> | <b>67</b> | <b>64</b> | <b>69</b> | <b>65</b> | <b>62</b> | <b>70</b> | <b>58</b> | <b>66</b> | <b>66</b> | <b>65</b> | <b>62</b> | <b>68</b> |
| Fairly hard to find | 15        | 16        | 14        | 17        | 16        | 16        | 15        | 17        | 17        | 13        | 10        | 13        | 15        | 19        | 15        | 15        | 12        | 13        | 15        | 18        | 18        |
| Very hard to find   | 3         | 2         | 2         | 1         | 3         | 3         | 2         | 3         | 3         | 2         | 3         | 1         | 3         | 3         | 3         | 2         | 2         | 3         | 2         | 3         | 3         |
| <b>TOTAL HARD</b>   | <b>18</b> | <b>18</b> | <b>16</b> | <b>18</b> | <b>19</b> | <b>19</b> | <b>17</b> | <b>20</b> | <b>20</b> | <b>15</b> | <b>13</b> | <b>14</b> | <b>18</b> | <b>22</b> | <b>18</b> | <b>17</b> | <b>14</b> | <b>16</b> | <b>17</b> | <b>21</b> | <b>21</b> |
| Don't know          | 18        | 14        | 17        | 9         | 21        | 16        | 18        | 10        | 18        | 17        | 23        | 17        | 17        | 16        | 12        | 25        | 20        | 18        | 18        | 17        | 12        |

**Drink**

|                     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very easy to find   | 8         | 6         | 10        | 5         | 8         | 6         | 9         | 8         | 9         | 8         | 12        | 9         | 8         | 7         | 8         | 9         | 11        | 8         | 7         | 8         | 7         |
| Fairly easy to find | 32        | 35        | 32        | 43        | 28        | 33        | 32        | 35        | 32        | 32        | 32        | 40        | 31        | 27        | 35        | 28        | 29        | 33        | 33        | 31        | 33        |
| <b>TOTAL EASY</b>   | <b>40</b> | <b>41</b> | <b>42</b> | <b>48</b> | <b>36</b> | <b>39</b> | <b>41</b> | <b>43</b> | <b>41</b> | <b>40</b> | <b>44</b> | <b>49</b> | <b>39</b> | <b>34</b> | <b>43</b> | <b>37</b> | <b>40</b> | <b>41</b> | <b>40</b> | <b>39</b> | <b>40</b> |
| Fairly hard to find | 25        | 27        | 25        | 25        | 26        | 28        | 24        | 30        | 26        | 25        | 16        | 21        | 28        | 29        | 26        | 24        | 25        | 24        | 24        | 27        | 26        |
| Very hard to find   | 9         | 9         | 9         | 12        | 9         | 9         | 10        | 9         | 10        | 8         | 11        | 6         | 9         | 11        | 10        | 8         | 7         | 9         | 8         | 10        | 12        |
| <b>TOTAL HARD</b>   | <b>34</b> | <b>36</b> | <b>34</b> | <b>37</b> | <b>35</b> | <b>37</b> | <b>34</b> | <b>39</b> | <b>36</b> | <b>33</b> | <b>27</b> | <b>27</b> | <b>37</b> | <b>40</b> | <b>36</b> | <b>32</b> | <b>32</b> | <b>33</b> | <b>32</b> | <b>37</b> | <b>38</b> |
| Don't know          | 25        | 22        | 24        | 14        | 29        | 25        | 25        | 18        | 23        | 27        | 28        | 24        | 25        | 26        | 21        | 31        | 28        | 26        | 27        | 23        | 22        |

**Clothing**

|                     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very easy to find   | 7         | 7         | 7         | 4         | 5         | 8         | 7         | 5         | 7         | 7         | 11        | 8         | 6         | 6         | 6         | 8         | 11        | 8         | 6         | 5         | 5         |
| Fairly easy to find | 31        | 34        | 31        | 41        | 30        | 30        | 30        | 33        | 32        | 30        | 28        | 32        | 31        | 31        | 33        | 28        | 27        | 33        | 32        | 29        | 32        |
| <b>TOTAL EASY</b>   | <b>38</b> | <b>41</b> | <b>38</b> | <b>45</b> | <b>35</b> | <b>38</b> | <b>37</b> | <b>38</b> | <b>39</b> | <b>37</b> | <b>39</b> | <b>40</b> | <b>37</b> | <b>37</b> | <b>39</b> | <b>36</b> | <b>38</b> | <b>41</b> | <b>38</b> | <b>34</b> | <b>37</b> |
| Fairly hard to find | 32        | 34        | 31        | 35        | 31        | 35        | 30        | 39        | 29        | 34        | 24        | 30        | 32        | 36        | 35        | 28        | 32        | 29        | 32        | 33        | 35        |
| Very hard to find   | 9         | 8         | 11        | 4         | 8         | 7         | 13        | 9         | 11        | 8         | 11        | 8         | 10        | 10        | 10        | 9         | 7         | 9         | 7         | 13        | 12        |
| <b>TOTAL HARD</b>   | <b>41</b> | <b>42</b> | <b>42</b> | <b>39</b> | <b>39</b> | <b>42</b> | <b>43</b> | <b>48</b> | <b>40</b> | <b>42</b> | <b>35</b> | <b>38</b> | <b>42</b> | <b>46</b> | <b>45</b> | <b>37</b> | <b>39</b> | <b>38</b> | <b>39</b> | <b>46</b> | <b>47</b> |
| Don't know          | 21        | 17        | 20        | 16        | 27        | 20        | 20        | 14        | 21        | 21        | 26        | 22        | 22        | 18        | 16        | 28        | 24        | 22        | 22        | 20        | 16        |

**Financial services**

|                     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very easy to find   | 4         | 3         | 5         | 3         | 2         | 3         | 5         | 2         | 5         | 2         | 8         | 3         | 4         | 2         | 3         | 4         | 4         | 3         | 2         | 5         | 3         |
| Fairly easy to find | 18        | 22        | 18        | 22        | 16        | 19        | 18        | 21        | 19        | 18        | 13        | 20        | 18        | 19        | 21        | 15        | 18        | 20        | 18        | 15        | 20        |
| <b>TOTAL EASY</b>   | <b>22</b> | <b>25</b> | <b>23</b> | <b>25</b> | <b>18</b> | <b>22</b> | <b>23</b> | <b>23</b> | <b>24</b> | <b>20</b> | <b>21</b> | <b>23</b> | <b>22</b> | <b>21</b> | <b>24</b> | <b>19</b> | <b>22</b> | <b>23</b> | <b>20</b> | <b>20</b> | <b>23</b> |
| Fairly hard to find | 29        | 34        | 29        | 30        | 27        | 33        | 28        | 33        | 28        | 30        | 25        | 29        | 28        | 33        | 32        | 26        | 31        | 28        | 30        | 28        | 31        |
| Very hard to find   | 19        | 16        | 22        | 24        | 20        | 16        | 24        | 20        | 21        | 17        | 14        | 18        | 20        | 21        | 20        | 18        | 19        | 18        | 17        | 20        | 23        |
| <b>TOTAL HARD</b>   | <b>48</b> | <b>50</b> | <b>51</b> | <b>54</b> | <b>47</b> | <b>49</b> | <b>52</b> | <b>53</b> | <b>49</b> | <b>47</b> | <b>39</b> | <b>47</b> | <b>48</b> | <b>54</b> | <b>52</b> | <b>44</b> | <b>50</b> | <b>46</b> | <b>47</b> | <b>48</b> | <b>54</b> |
| Don't know          | 30        | 26        | 26        | 20        | 35        | 29        | 25        | 24        | 27        | 33        | 39        | 30        | 30        | 25        | 24        | 37        | 29        | 29        | 32        | 31        | 23        |

Sample Size: 2155 GB Adults  
Fieldwork: 6th - 7th October 2014

|                        | Westminster VI |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          |
|------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                        | Total          | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>2155</b>    | X   | X   | X       | X    | 641       | 549 | 408     | 1045   | 1110   | 256   | 545   | 737   | 616 | 1228         | 927  | 276    | 700           | 461              | 530   | 187      |
| Unweighted Sample      | 2155           | 514 | 615 | 122     | 256  | 617       | 589 | 424     | 1026   | 1129   | 185   | 486   | 880   | 604 | 1477         | 678  | 311    | 681           | 425              | 490   | 248      |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

**Transport**

|                     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very easy to find   | 6         | 7         | 5         | 3         | 4         | 7         | 5         | 6         | 7         | 5         | 10        | 9         | 5         | 4         | 6         | 6         | 11        | 7         | 4         | 5         | 4         |
| Fairly easy to find | 24        | 26        | 25        | 29        | 22        | 25        | 25        | 24        | 25        | 24        | 27        | 26        | 23        | 23        | 25        | 23        | 23        | 25        | 26        | 22        | 25        |
| <b>TOTAL EASY</b>   | <b>30</b> | <b>33</b> | <b>30</b> | <b>32</b> | <b>26</b> | <b>32</b> | <b>30</b> | <b>30</b> | <b>32</b> | <b>29</b> | <b>37</b> | <b>35</b> | <b>28</b> | <b>27</b> | <b>31</b> | <b>29</b> | <b>34</b> | <b>32</b> | <b>30</b> | <b>27</b> | <b>29</b> |
| Fairly hard to find | 32        | 37        | 32        | 37        | 30        | 35        | 32        | 38        | 34        | 31        | 30        | 32        | 31        | 36        | 35        | 29        | 33        | 32        | 28        | 36        | 34        |
| Very hard to find   | 14        | 11        | 18        | 15        | 16        | 12        | 16        | 19        | 13        | 16        | 8         | 13        | 17        | 15        | 16        | 12        | 9         | 12        | 18        | 16        | 19        |
| <b>TOTAL HARD</b>   | <b>46</b> | <b>48</b> | <b>50</b> | <b>52</b> | <b>46</b> | <b>47</b> | <b>48</b> | <b>57</b> | <b>47</b> | <b>47</b> | <b>38</b> | <b>45</b> | <b>48</b> | <b>51</b> | <b>51</b> | <b>41</b> | <b>42</b> | <b>44</b> | <b>46</b> | <b>52</b> | <b>53</b> |
| Don't know          | 23        | 19        | 21        | 14        | 30        | 21        | 22        | 14        | 21        | 25        | 26        | 21        | 24        | 22        | 18        | 29        | 25        | 23        | 25        | 21        | 17        |

**Sustainable and ethical investment and finance generally means that you are thinking about environmental, ethical and social factors when choosing where to put your money. Thinking about where you bank, save or invest your money (e.g. through your bank account/building society, ISAs, pensions and investments)...Which ONE, if any, of the following statements BEST sums up your approach?**

|  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I do consider ethical and sustainable issues in my finances but not in many other areas  | 5  | 5  | 5  | 5  | 3  | 3  | 5  | 3  | 5  | 4  | 7  | 7  | 3  | 3  | 5  | 4  | 5  | 5  | 3  | 5  | 6  |
| I do consider ethical and sustainable issues when making other buying decisions but don't really consider them with regards to my finances | 28 | 29 | 29 | 46 | 22 | 27 | 27 | 36 | 26 | 30 | 26 | 31 | 27 | 28 | 33 | 22 | 25 | 28 | 29 | 29 | 28 |
| I don't really consider ethical and sustainable issues in either my finances or other buying decisions                                     | 43 | 54 | 37 | 25 | 57 | 54 | 38 | 36 | 44 | 42 | 33 | 40 | 47 | 45 | 41 | 46 | 39 | 43 | 46 | 44 | 36 |
| I already consider ethical and sustainable issues in both my finances and other buying decisions   | 11 | 6  | 15 | 20 | 7  | 6  | 17 | 16 | 12 | 10 | 6  | 7  | 13 | 15 | 14 | 8  | 11 | 11 | 9  | 10 | 18 |
| Don't know   | 13 | 6  | 13 | 4  | 11 | 9  | 14 | 9  | 12 | 15 | 28 | 15 | 11 | 9  | 8  | 21 | 20 | 13 | 13 | 11 | 11 |

**There are sustainable and ethical investment and finance options available for almost every type of finance product (e.g. current accounts, stocks and shares, funds, pensions, ISAs etc. Before today were you aware of this?**

|             |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes I was   | 31 | 36 | 32 | 42 | 26 | 33 | 32 | 38 | 38 | 25 | 20 | 25 | 34 | 38 | 39 | 21 | 32 | 33 | 30 | 28 | 36 |
| No I wasn't | 69 | 64 | 68 | 58 | 74 | 67 | 68 | 62 | 62 | 75 | 80 | 75 | 66 | 62 | 61 | 79 | 68 | 67 | 70 | 72 | 64 |

Sample Size: 2155 GB Adults  
Fieldwork: 6th - 7th October 2014

|                        | Westminster VI |     |     |         | 2010 Vote |     |     | Gender  |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |
|------------------------|----------------|-----|-----|---------|-----------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
|                        | Total          | Con | Lab | Lib Dem | UKIP      | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>2155</b>    | X   | X   | X       | X         | 641 | 549 | 408     | 1045 | 1110   | 256   | 545   | 737   | 616          | 1228 | 927    | 276    | 700           | 461              | 530   | 187      |
| Unweighted Sample      | 2155           | 514 | 615 | 122     | 256       | 617 | 589 | 424     | 1026 | 1129   | 185   | 486   | 880   | 604          | 1477 | 678    | 311    | 681           | 425              | 490   | 248      |
|                        | %              | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        |

Do you have any investments? (e.g. stocks and shares, funds, unit trusts, pensions, ISAs)

|             |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes I do    | <b>55</b> | 66 | 49 | 66 | 57 | 65 | 50 | 65 | 58 | 52 | 32 | 50 | 56 | 68 | 64 | 43 | 52 | 59 | 49 | 55 | 58 |
| No I do not | <b>41</b> | 32 | 48 | 28 | 41 | 32 | 46 | 33 | 38 | 43 | 53 | 44 | 43 | 30 | 33 | 52 | 42 | 38 | 44 | 41 | 40 |
| Don't know  | <b>4</b>  | 3  | 2  | 6  | 2  | 3  | 4  | 1  | 4  | 4  | 15 | 6  | 1  | 2  | 4  | 5  | 6  | 3  | 7  | 4  | 2  |

Some investment products specifically address environmental and social issues, for example, investments in forestry, in renewable energy or more traditional ethically screened funds. Considering how and where you invest your money (including sustainable and ethical investments), which ONE, if any, of the following statements comes closest to your view?

[This question was only asked to respondents who have any investments; n=1291]

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I am only concerned about whether my investments make money   | <b>41</b> | 49 | 32 | 24 | 54 | 50 | 32 | 31 | 46 | 35 | 43 | 42 | 42 | 38 | 36 | 50 | 37 | 42 | 43 | 42 | 30 |
| I am only concerned about whether my investments make a positive difference to the world  | <b>2</b>  | 1  | 2  | 4  | 1  | 1  | 2  | 2  | 2  | 1  | 3  | 1  | 3  | 1  | 2  | 2  | 2  | 1  | 2  | 1  | 4  |
| I am equally concerned about whether my investments make money and make a positive difference to the world                            | <b>20</b> | 14 | 23 | 37 | 12 | 12 | 28 | 28 | 18 | 22 | 9  | 18 | 20 | 24 | 21 | 17 | 24 | 18 | 16 | 20 | 31 |
| I am concerned about making money and a positive difference to the world – but mainly about money                                     | <b>27</b> | 29 | 28 | 30 | 24 | 30 | 28 | 28 | 25 | 30 | 24 | 30 | 27 | 27 | 31 | 20 | 26 | 30 | 27 | 26 | 25 |
| I am concerned about making money and a positive difference to the world – but mainly about making a positive difference to the world | <b>3</b>  | 1  | 6  | 1  | 0  | 1  | 6  | 3  | 3  | 3  | 5  | 3  | 2  | 3  | 4  | 1  | 4  | 2  | 4  | 2  | 3  |
| Don't know  | <b>8</b>  | 5  | 8  | 5  | 8  | 6  | 5  | 8  | 6  | 9  | 17 | 6  | 6  | 8  | 6  | 10 | 6  | 8  | 7  | 9  | 7  |