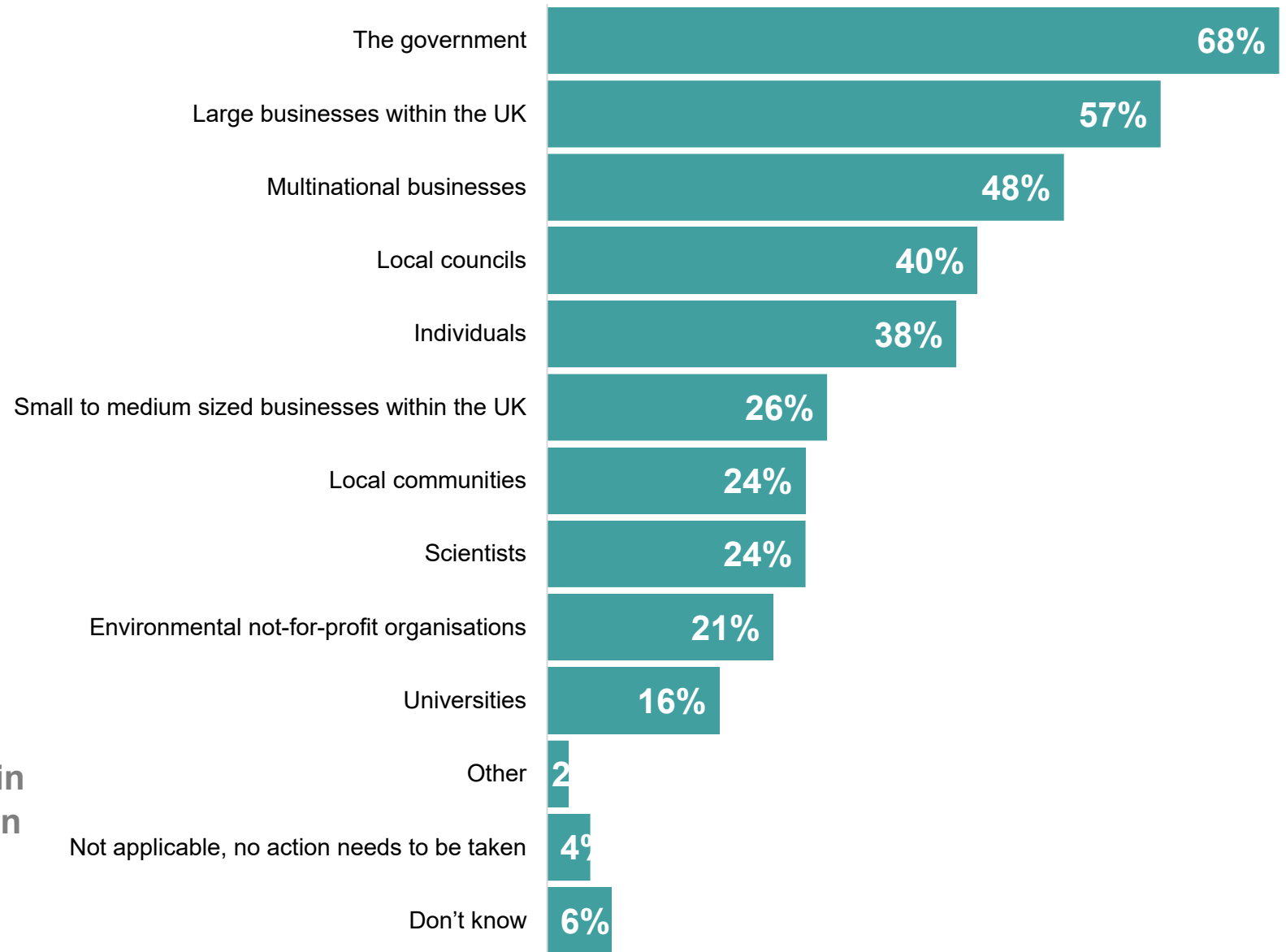


Ipsos Observer Supermarkets and their environmental commitments

October 2023

Two thirds (68%) of adults in Great Britain state that the Government needs to take action to help reduce the UK's carbon footprint. Only 4% believe that no action needs to be taken.

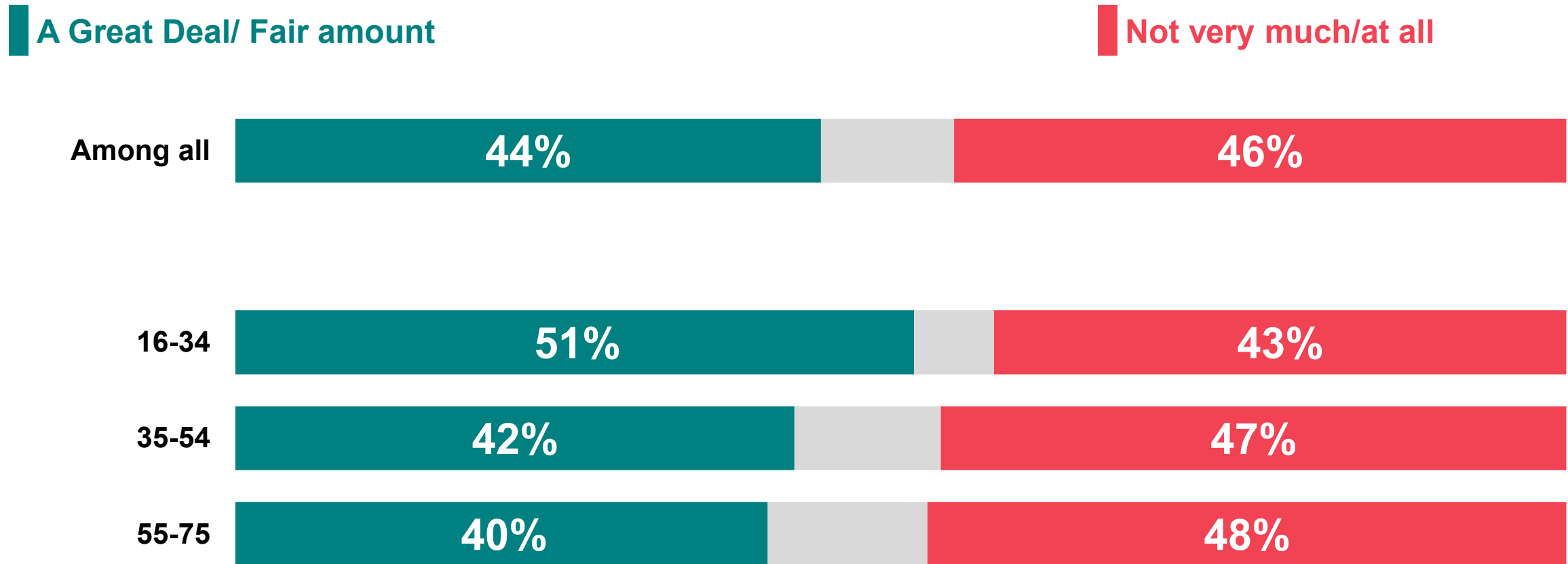
Thinking about the UK, in your opinion, which groups/individuals in the following list need to take action first and foremost to help reduce the UK's carbon footprint to help tackle climate change?



Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023

Public opinion is divided whether supermarkets are doing enough to help reduce UK's carbon footprint: 44% of adults believe supermarkets are doing a great deal/fair amount and 46% believe they are not.

In your opinion how much, if anything, do you think supermarkets are doing to help reduce UK's carbon footprint?



Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023

#Groceryshopper

1 in 2

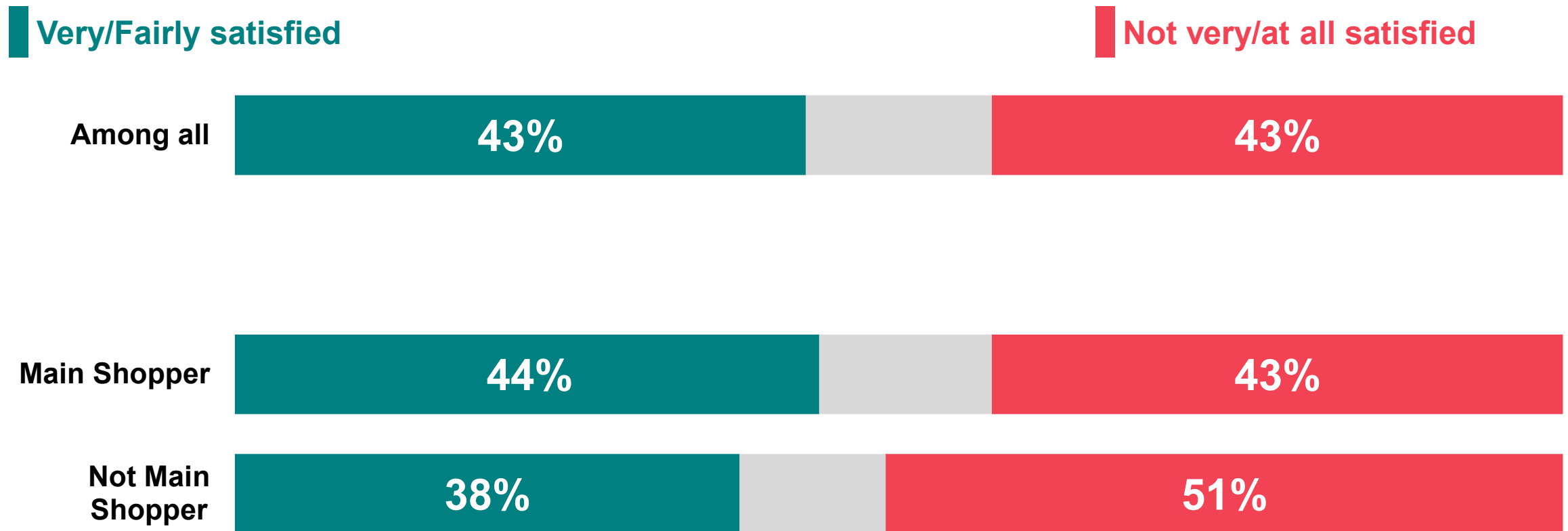
adults **aged 16-34 (51%)** are more likely to believe supermarkets are doing a great deal/fair amount to help reduce UK's carbon footprint in comparison to adults **aged 35-75 (40%)**.

Q: In your opinion how much, if anything, do you think supermarkets are doing to help reduce UK's carbon footprint?

Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023, including 332 (16-34), 366 (35-54 and 332 (55-75).

Four in ten adults (43%) are satisfied with the extent to which supermarkets are working to help reduce UK's carbon footprint. An equal number are dissatisfied (43%).

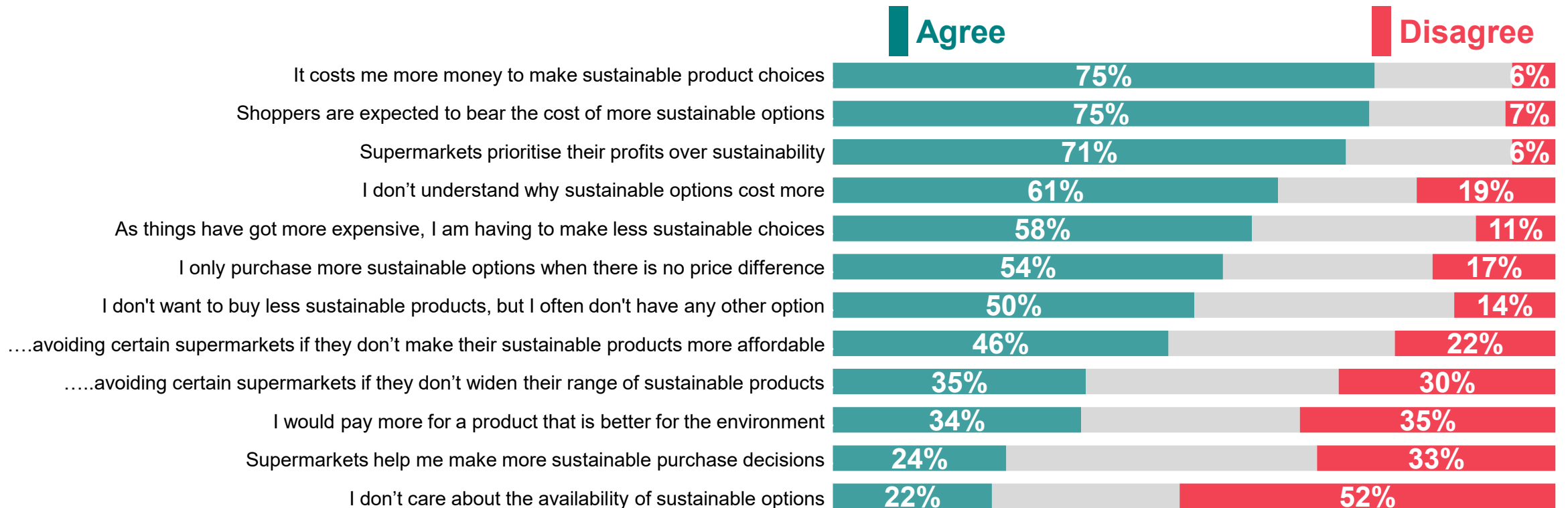
Overall, how satisfied, or not, are you with the extent to which supermarkets are working to help reduce UK's carbon footprint?



Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023

Three quarters (75%) of adults agree that ‘It costs them more money to make sustainable product choices’ and that ‘Shoppers are expected to bear the cost of more sustainable options’. Whilst 7 in 10 (71%) adults agree that ‘Supermarkets prioritise their profits over sustainability’.

To what extent do you agree or disagree with the following statements?



Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023



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3 in 4

adults (75%) agree that it costs them more money to make sustainable product choices and shoppers are expected to bear the cost of more sustainable options.

Q: To what extent do you agree or disagree with the following statements?

Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023

More than 4 in 5 adults say they currently recycle as much as possible and use re-usable bags for their shopping. A similar proportion of adults (81%) say they have recycled as much as possible and used re-useable bags in the past 12 months.

Which, if any, of the following are you currently doing?

And which, if any, were you doing 12 months ago?

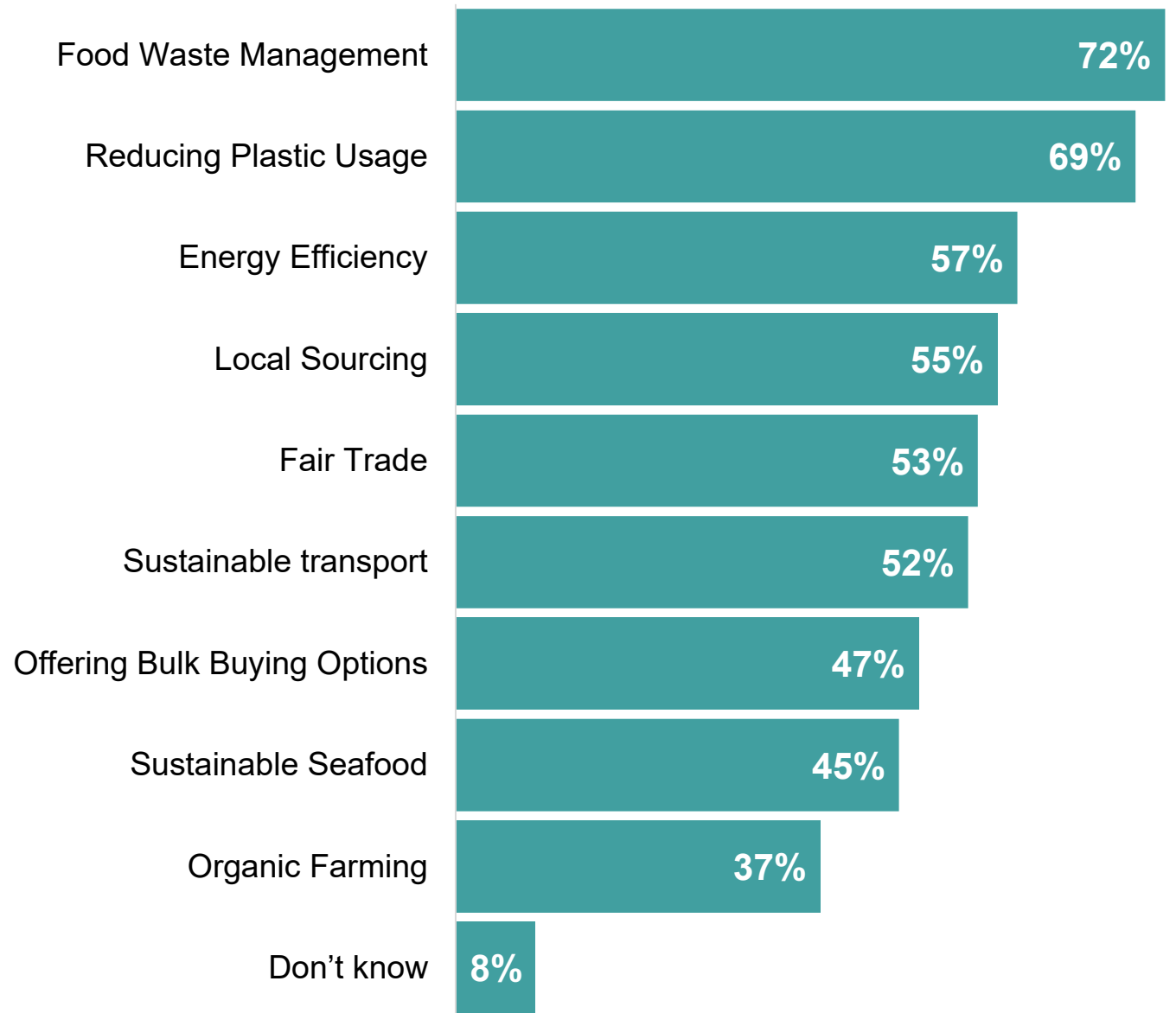
Currently Doing

Doing 12 months ago



7 in 10 (72%) adults would like to see supermarkets in the UK implement Food Waste Management initiatives. A similar proportion (69%) would like supermarkets to reduce plastic usage and 57% would like to see the implementation initiatives for energy efficiency.

Supermarkets globally have started various initiatives to be more environmentally friendly and promote sustainable practices. Which if any of the following initiatives would you like to see supermarkets in the UK implement?



Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023



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3 in 4

women (**76%**) would like to see supermarkets in the UK implement Food Waste Management initiatives, this is significantly higher than men (67%).

Q: Which if any of the following initiatives would you like to see supermarkets in the UK implement?

Base: 1,020 online British adults aged 16-75 between 22-26 Sep 2023, including 484 Men and 525 Women

Technical notes

- The research was carried out by Ipsos UK.
- Ipsos UK interviewed a representative quota sample of 1,020 adults aged 16-75 in the United Kingdom using its online i:omnibus between 22nd and 26th September 2023.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of the United Kingdom.

For more information please contact the team at ipsos.com/en-uk/omnibus-surveys

Ipsos UK

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