

2020

BRAND LEGACY

PLANET PULSE

A study in Consumer Behaviour and Attitudes towards Sustainable Issues





STUDY OBJECTIVES

How do people's attitudes translate into personal behaviour around sustainable issues and how did this change in the first lockdown? Which sustainability issues matter and how much do people feel they can make a difference?

SAMPLE

1000 adults aged 18-64 UK Nat Rep on gender, social grade and region

TIMING

Online interview conducted by PDS from 9th-13th July 2020 The 'lockdown lifestyle' was seen as more environmentally friendly for some, but not all.

WHETHER LIVED IN A WAY THAT WAS BETTER OR WORSE FOR ENVIRONMENT IN LOCKDOWN

41%

thought they lived in a way that was better for the environment in lockdown..

8%

thought they were living in a way which was worse..

50%

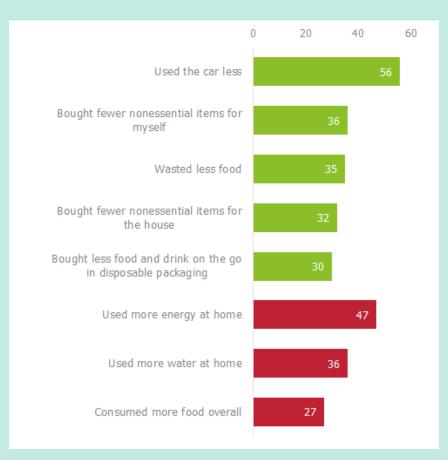
felt there was no difference.



Less travel and lower consumption of nonessential goods in lockdown, but more energy, water and food consumed.

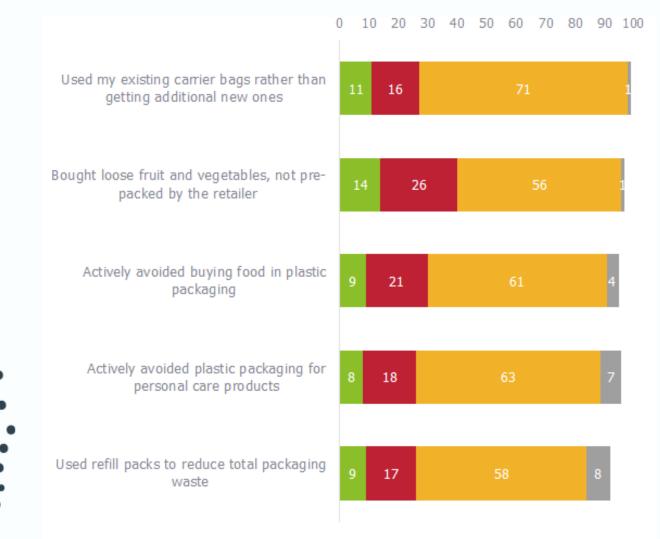
As we move into the second wave of Covid-19, these impacts will be far greater as we look to stay warmer and more comfortable at home, and have less disposable income overall.

TOP WAYS IN WHICH LIVED BETTER OR WORSE FOR THE ENVIRONMENT



Increase in plastic packaging use during lockdown.

Perhaps due to safety concerns and convenience, a significant number of people were making less effort to actively avoid plastic packaging.



More Less Same Rarely/Not at All Before or During

More scratch cooking, less food waste during lockdown.



34%

SAY THEY HAVE PREPARED MORE MEALS FROM SCRATCH DURING LOCKDOWN

79%

SAY THEY WILL CONTINUE TO SCRATCH COOK



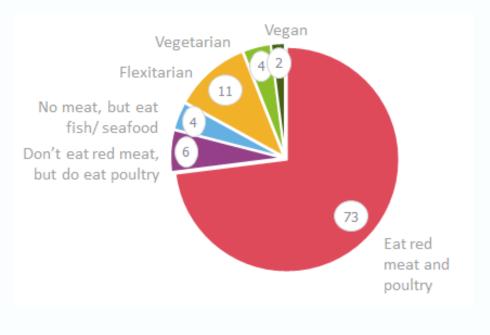
25%

SAY THEY HAVE WASTED LESS AND USED MORE LEFTOVERS DURING LOCKDOWN



SAY THEY WILL CONTINUE TO AVOID FOOD WASTE

WHILE THE MAJORITY OF US ARE STILL MEAT EATERS, 1 IN 4 OF US ARE CHANGING TO A LESS TRADITIONAL DIET.



18%

SAY THEY ATE VEGETARIAN OR VEGAN MEALS MORE OFTEN IN LOCKDOWN

29%

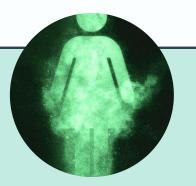
OF YOUNG PEOPLE SAID THEY ATE MORE VEGETARIAN OR VEGAN MEALS DURING LOCKDOWN

Plastic waste is even more of a concern than climate change; damage to oceans, rivers, lakes and forests is also concerning.

Plastic waste	66
Climate change	61
Pollution in rivers, lakes and oceans	58
Deforestation	58
Air pollution	57
Poor animal welfare	51
Extinction of species	51
Loss of green spaces	44
Food waste	39
Damage to the ozone layer	34
The high carbon footprint from transport and travel	33
Over-use of Insecticides and fertilisers	29
Water waste	27
Damaging farming methods such as Intensive	25
Genetically modified food	25
Making bad use of the planet's raw materials	19
Investments in unethical businesses	16
The high carbon footprint from homes and other	15
Eating too much meat or food with a high carbon	15
Damage caused by pests and crop failure	9

WOMEN CONNECT MORE DEEPLY THAN MEN WITH CONCERNS

OVER ANIMALS AND NATURE AROUND US.



Women are concerned about....

River, lake, ocean pollution (62%) Animal Welfare (59%) Extinction of species (54%) Loss of green spaces (49%) Intensive livestock farming (31%)

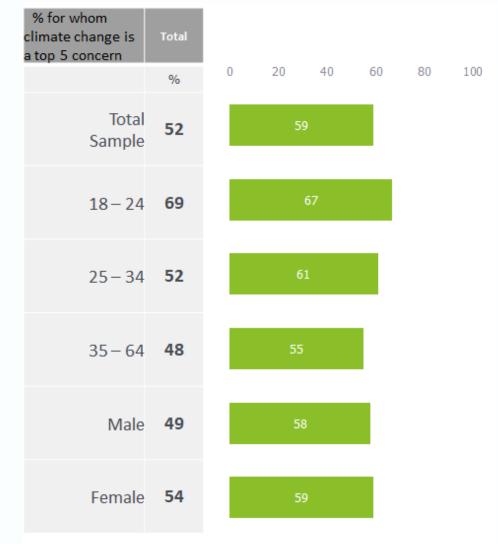


Compared with men's concerns... River, lake, ocean pollution (55%) Animal Welfare (43%) Extinction of species (47%) Loss of green spaces (39%) Intensive livestock farming (19%)





Young people especially are concerned about, and want to act more on, climate change.



% of those very concerned about this issue who think they could do more to combat it



People want to act more on food and plastic.

48%

OF THOSE CONCERNED ABOUT PLASTIC WASTE SAID THEY WOULD LIKE TO DO MORE

33%

OF THOSE CONCERNED ABOUT FOOD WASTE SAID THEY WOULD LIKE TO DO MORE

66%

OF THE MINORITY WANTING TO EAT LESS MEAT OR FOOD WITH A LOWER CARBON FOOTPRINT WANTED TO DO MORE

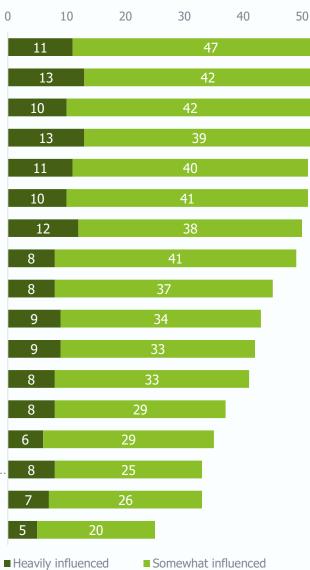
People want leadership when it comes to topics such as deforestation.

People name the destruction and pollution of natural resources among their top concerns, but they feel less able to take action.

They look for leadership to force action at a larger scale.

Sustainability concerns impact choice in some categories far more than others.

The groceries that I buy The type of car that I buy My choice of transport for travel in UK My choice of transport for getting to work My choices of household cleaning products My choices of personal care products The type of power I use to heat my home The places I choose to shop The materials I choose to improve my house My choice of transport for going on holidays My choice of washing powder The type of fuel I use for cooking The type of organisation I choose to work for Buying tech stuff like a phone or a laptop Buying sports nutrition (protein powders,... My choice of soft drinks My choice of alcoholic drinks





70

60





Planet Pulse Conclusions

LOCKDOWN HAS CHANGED OUR SUSTAINABILITY BEHAVIOURS AND PRIORITIES.

WE STILL CARE ABOUT SUSTAINABILITY ISSUES- AND WE WANT TO ACT MORE.

BUT WE ALSO NEED COMPANIES, ORGANISATIONS AND GOVERNMENT TO ACT ON OUR BEHALF.