

PLANET PULSE

A study in Consumer Behaviour and Attitudes towards
Sustainable Issues





STUDY APPROACH

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%

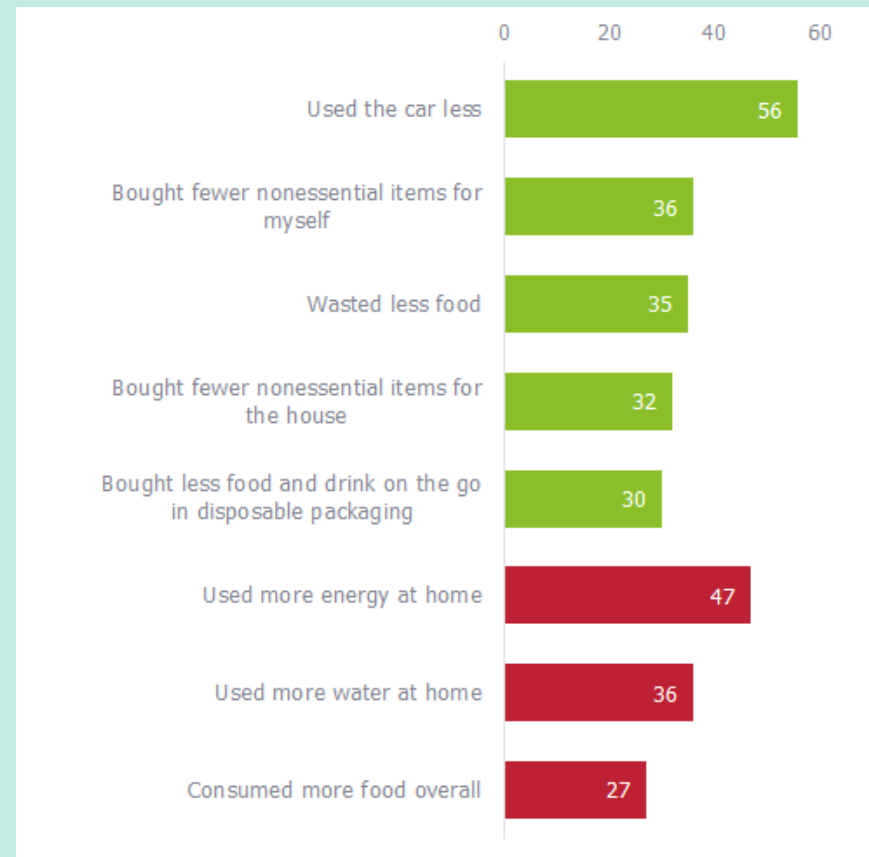
felt there was no difference.



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

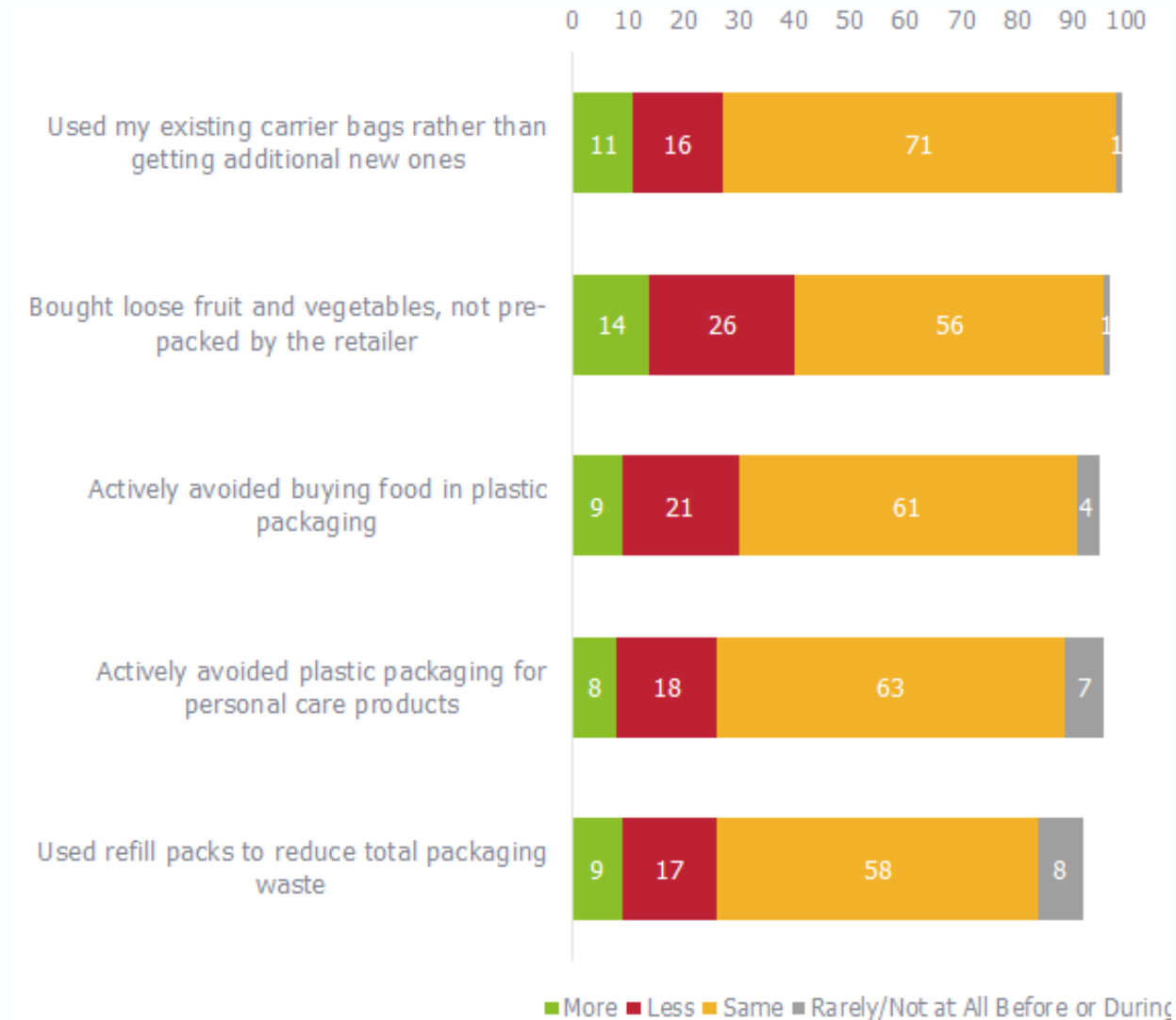
As we move into the second wave of Covid-19, these impacts will be far greater as we look to stay warmer and more comfortable at home, and have less disposable income overall.

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 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

Brand Legacy 2020



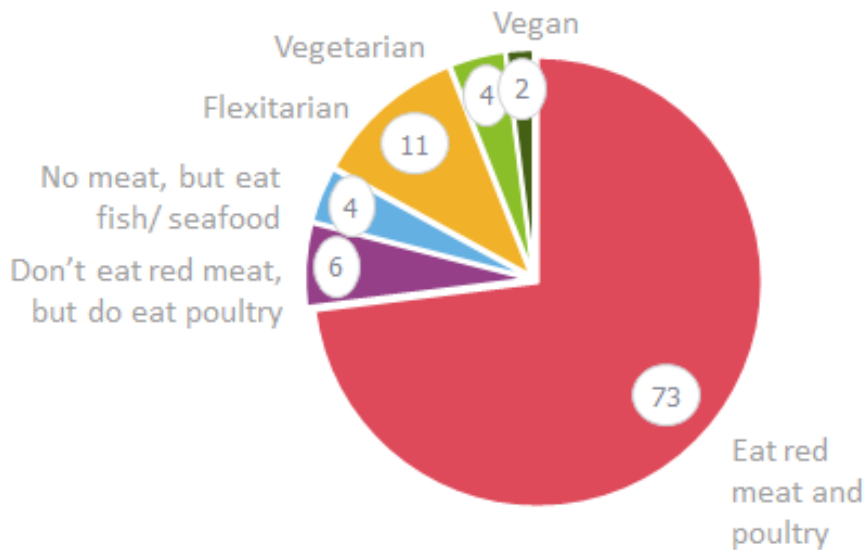
25%

SAY THEY HAVE
WASTED LESS AND
USED MORE
LEFTOVERS DURING
LOCKDOWN

93%

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.**

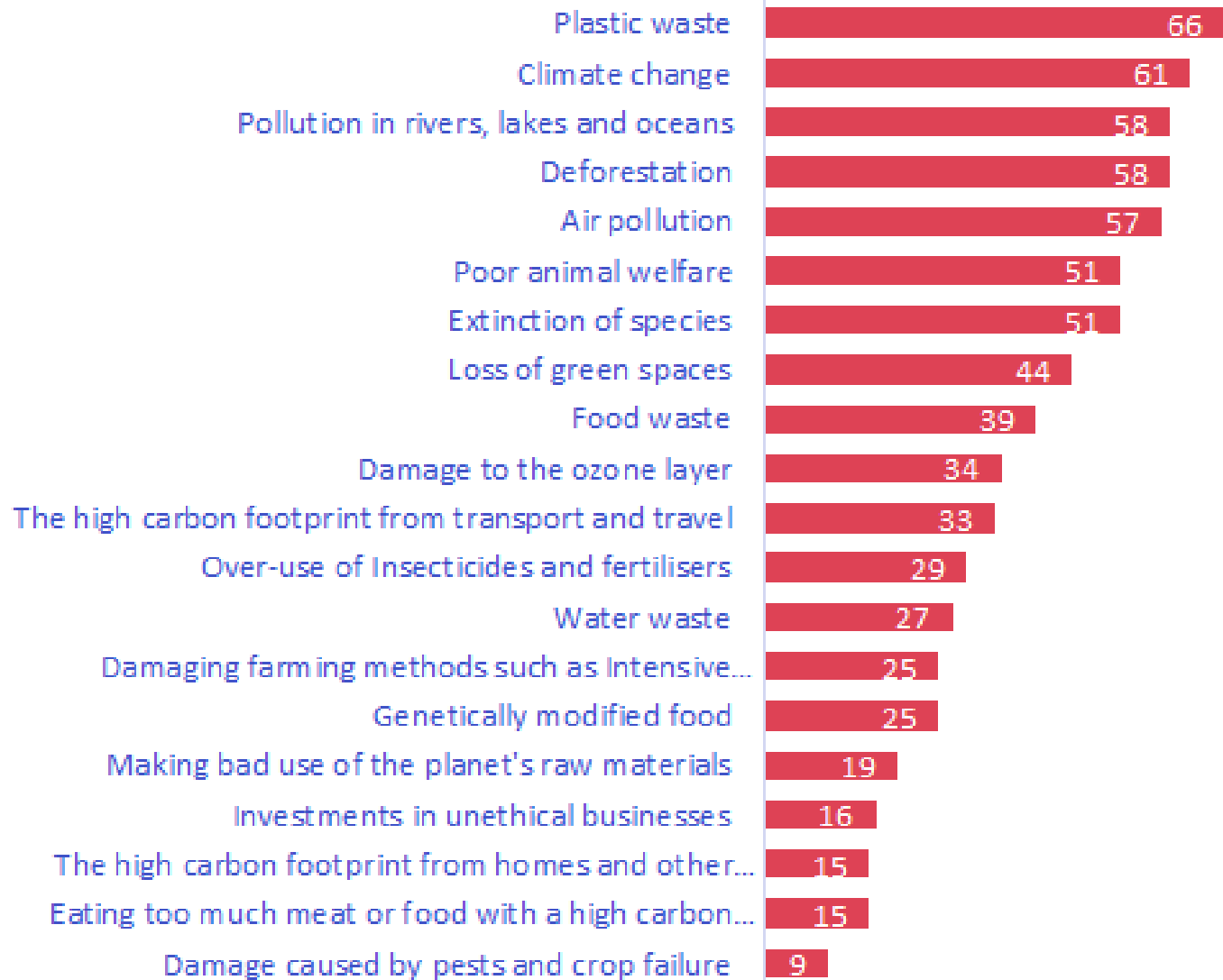


18%
SAY THEY ATE
VEGETARIAN OR
VEGAN MEALS MORE
OFTEN IN LOCKDOWN

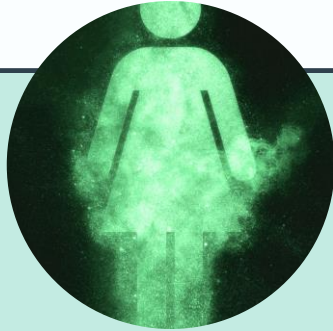
29%
OF YOUNG PEOPLE
SAID THEY ATE MORE
VEGETARIAN OR
VEGAN MEALS
DURING LOCKDOWN

MAIN SUSTAINABILITY CONCERNS

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

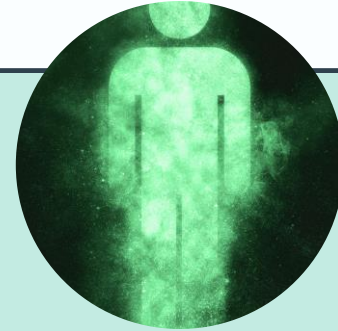


WOMEN CONNECT MORE DEEPLY THAN MEN WITH CONCERNS OVER ANIMALS AND NATURE AROUND US.



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%)

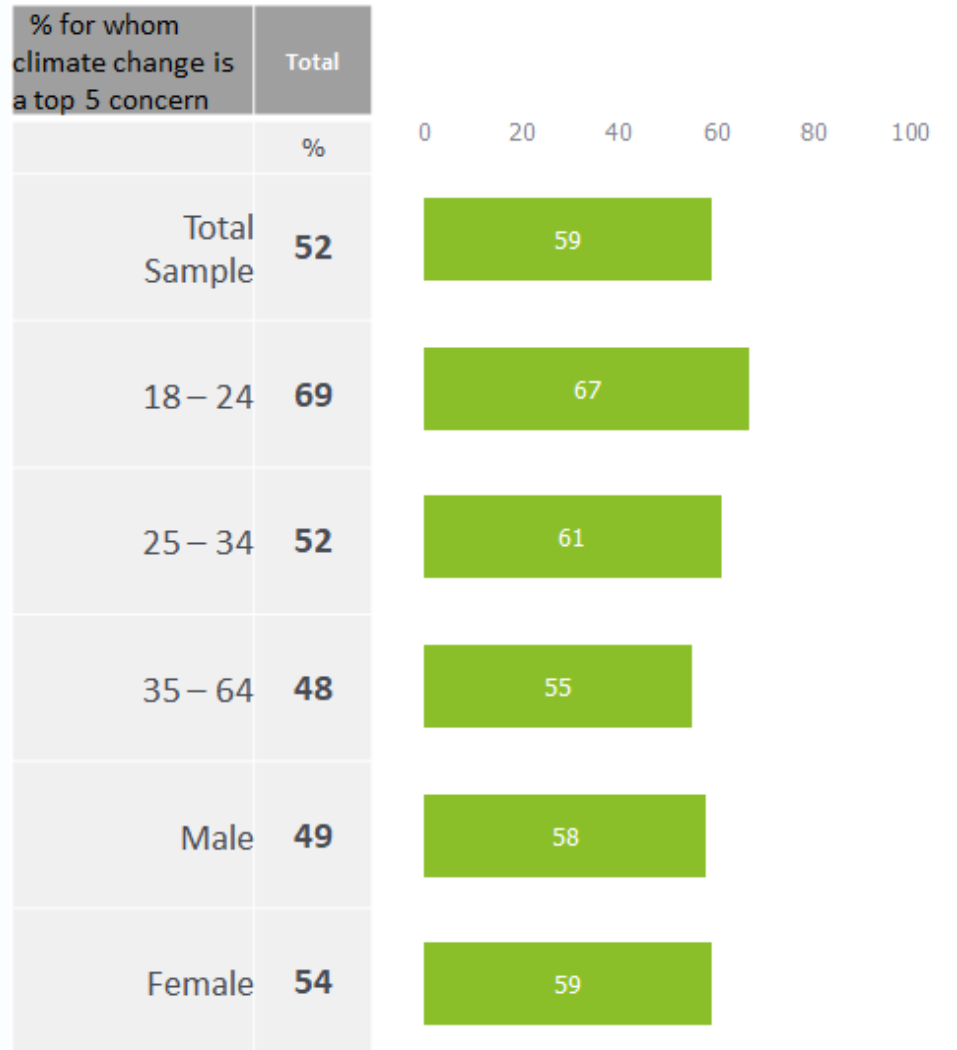


Compared with men's concerns...

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



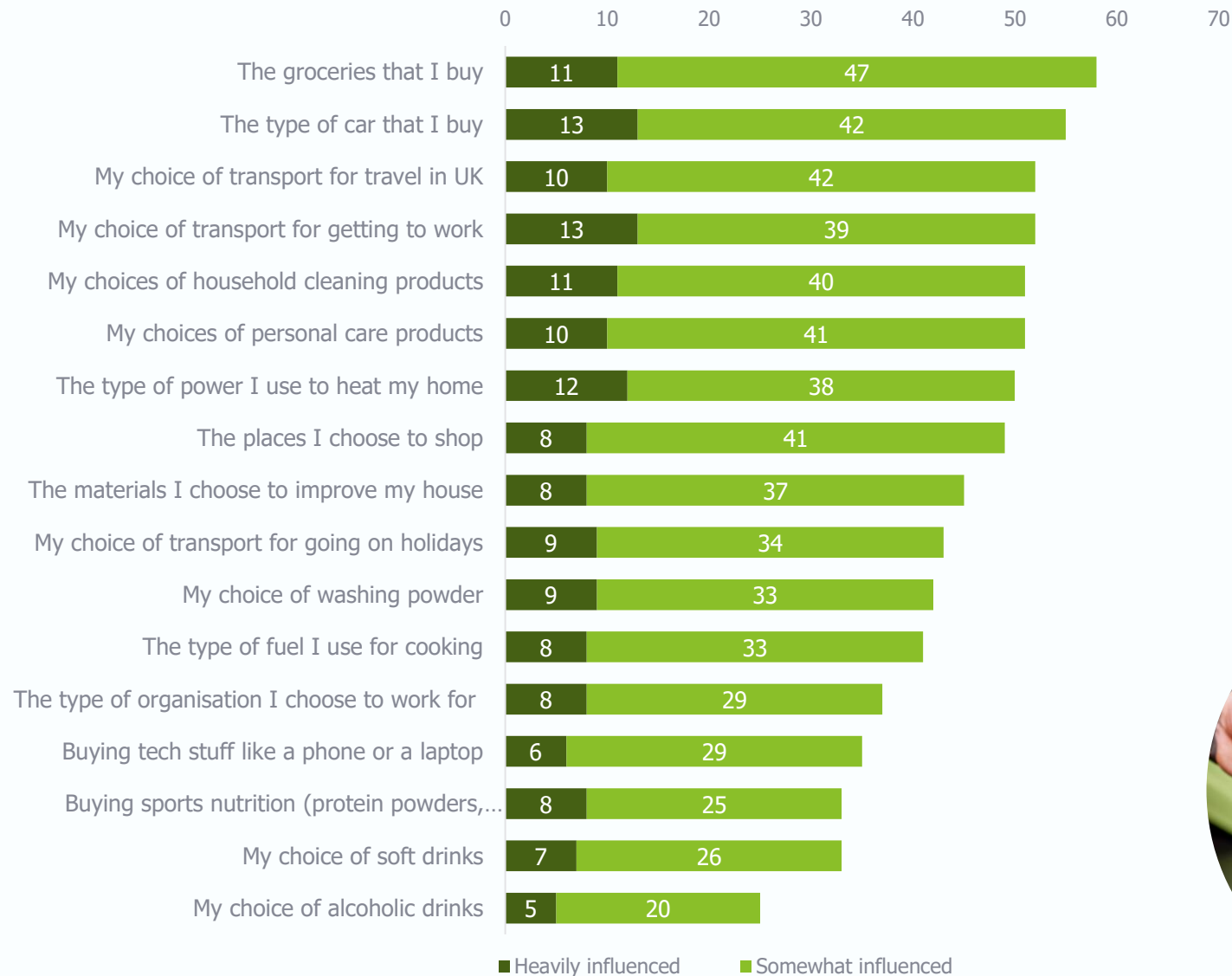
People want leadership when it comes to topics such as deforestation.

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.





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.**