

YouGov/ UKSIF Survey Results

Sample Size: 2128 GB Adults
Fieldwork 24-25th September 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

In the year 2020, the Bank of England will be launching a new GBP 20 bank note.

For the following question, please imagine that the image on the note would be of an "ethical champion", to remind the public to be ethical in how they spend their money...

Which ONE, if any, of the following people do you think should be included on the note?

	Unweighted base	2128	977	1151	264	273	348	376	867	1301	827
Base: All UK Adults	2128	1032	1096	245	305	381	364	834	1213	915	
David Attenborough (Conservationist)	40%	41%	39%	36%	41%	39%	41%	40%	42%	37%	
J. K. Rowling (Philanthropist)	4%	3%	5%	5%	4%	6%	2%	3%	4%	3%	
Hugh Fearnley-Whittingstall (Celebrity chef and food sustainability campaigner)	1%	2%	1%	1%	2%	1%	0%	2%	1%	1%	
Prince Charles (Environmentalist and founder of The Princes Trust)	7%	6%	7%	4%	5%	4%	7%	9%	6%	7%	
Livia Firth (Found of sustainable fashion label Eco-Age)	0%	0%	0%	-	0%	0%	0%	-	0%	0%	
Anita Roddick (Human rights activist)	3%	1%	3%	1%	3%	3%	3%	3%	3%	2%	
Mark Constantine (Co-founder of Lush)	0%	-	0%	0%	0%	-	1%	-	0%	0%	
Liz Weir (Co-founder of Lush)	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	
Richard Branson (Entrepreneur and humanitarian)	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	
Justin Welby (Archbishop of Canterbury and campaigner against poverty)	3%	2%	3%	0%	2%	2%	3%	4%	3%	2%	
Joanna Lumley (Human rights activist)	4%	4%	4%	3%	4%	4%	6%	4%	3%	5%	
Emma Watson (Women's rights activist)	2%	1%	2%	7%	3%	1%	1%	1%	2%	2%	
Stella McCartney (Fashion designer and animal rights supporter)	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	
Jamie Oliver (Celebrity chef and public health campaigner)	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	
Juliet Davenport (Founder of Good Energy)	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	
Other	6%	9%	3%	6%	4%	7%	6%	7%	6%	6%	
Don't know	27%	28%	27%	29%	26%	31%	26%	26%	24%	31%	

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	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

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For the following question, please imagine that the image on the note would be of an "ethical champion", to remind the public to be ethical in how they spend their money...

Which ONE, if any, of the following people do you think should be included on the note?

	Unweighted base	2128	523	341	213	245	470	102	175	59
Base: All UK Adults	2128	499	340	214	277	457	103	180	180	59
David Attenborough (Conservationist)	40%	38%	37%	41%	41%	43%	38%	41%	41%	29%
J. K. Rowling (Philanthropist)	4%	5%	3%	3%	5%	3%	2%	2%	2%	7%
Hugh Fearnley-Whittingstall (Celebrity chef and food sustainability campaigner)	1%	1%	1%	1%	0%	1%	4%	1%	1%	2%
Prince Charles (Environmentalist and founder of The Princes Trust)	7%	7%	5%	3%	8%	8%	10%	5%	5%	5%
Livia Firth (Found of sustainable fashion label Eco-Age)	0%	0%	-	-	0%	0%	-	-	-	-
Anita Roddick (Human rights activist)	3%	2%	2%	2%	4%	3%	2%	2%	2%	9%
Mark Constantine (Co-founder of Lush)	0%	-	0%	-	-	0%	-	1%	1%	-
Liz Weir (Co-founder of Lush)	0%	1%	-	0%	-	0%	2%	1%	1%	-
Richard Branson (Entrepreneur and humanitarian)	1%	1%	1%	1%	0%	1%	2%	0%	0%	2%
Justin Welby (Archbishop of Canterbury and campaigner against poverty)	3%	3%	4%	3%	1%	2%	3%	2%	2%	5%
Joanna Lumley (Human rights activist)	4%	4%	5%	4%	5%	3%	2%	4%	4%	3%
Emma Watson (Women's rights activist)	2%	2%	2%	2%	1%	2%	1%	2%	2%	-
Stella McCartney (Fashion designer and animal rights supporter)	1%	1%	1%	1%	-	1%	-	1%	1%	-
Jamie Oliver (Celebrity chef and public health campaigner)	1%	1%	1%	1%	1%	1%	-	-	-	2%
Juliet Davenport (Founder of Good Energy)	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%
Other	6%	6%	6%	6%	6%	6%	3%	9%	9%	5%
Don't know	27%	29%	29%	29%	25%	23%	31%	29%	29%	29%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, by "ethical consumerism", we mean consciously buying goods and services that uphold ethical practices (e.g. abiding by labour laws, using sustainable materials etc.)

To what extent, if at all, do you believe that there has been an increase or decrease in ethical consumerism in the last 10 years (i.e. since September 2007), or do you think there has been no real change?

Unweighted base	2128	977	1151	264	273	348	376	867	1301	827
Base: All UK Adults	2128	1032	1096	245	305	381	364	834	1213	915
There has been a big increase	8%	7%	9%	11%	9%	8%	8%	6%	7%	8%
There has been a slight increase	37%	38%	36%	36%	39%	34%	34%	38%	41%	31%
Total increase	44%	44%	45%	47%	48%	42%	42%	44%	48%	39%
There has been no real change	19%	19%	18%	13%	15%	18%	20%	21%	19%	18%
There has been a slight decrease	4%	4%	5%	3%	6%	4%	4%	4%	4%	5%
There has been a big decrease	2%	2%	1%	2%	0%	3%	2%	2%	2%	2%
Total decrease	6%	6%	6%	4%	7%	7%	7%	5%	5%	7%
Don't know	31%	30%	32%	36%	30%	33%	31%	29%	28%	36%

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Base: All UK Adults	2128	499	340	214	277	457	103	180	59
There has been a big increase	8%	7%	8%	8%	11%	8%	2%	8%	5%
There has been a slight increase	37%	30%	34%	36%	43%	41%	38%	39%	33%
Total increase	44%	37%	42%	44%	54%	50%	40%	48%	38%
There has been no real change	19%	21%	20%	20%	16%	15%	22%	17%	17%
There has been a slight decrease	4%	5%	4%	4%	2%	5%	5%	3%	3%
There has been a big decrease	2%	3%	2%	1%	1%	1%	1%	3%	5%
Total decrease	6%	8%	6%	4%	3%	6%	6%	6%	9%
Don't know	31%	34%	32%	31%	27%	29%	32%	30%	37%