

Leigh Day – Greenwashing Survey Results

2010 16+ year olds with a nationally representative distribution surveyed from 02/03/23 to 06/03/23

How often, if ever, do you believe what brands say regarding their green and sustainability credentials?

	Percentage	Count
Always	12.79%	257
Often	25.52%	513
Sometimes	51.34%	1032
Never	10.35%	208

Have you ever boycotted a brand because they were greenwashing?

	Percentage	Count
No	67.56%	1358
Yes	32.44%	652

Was the diesel emissions scandal the first time you realised that businesses were actively greenwashing to deceive consumers?

	Percentage	Count
Yes	49.80%	1001
Not sure	28.46%	572
No	21.74%	437

How much, if any, confidence have you lost in what companies say regarding their sustainability and environmental commitments after the diesel emissions scandal?

	Percentage	Count
Lost confidence (Net)	70.05%	1408
Fully lost confidence	15.47%	311
Somewhat lost confidence	54.58%	1097
Not really lost confidence	22.19%	446
Not lost any confidence at all	7.76%	156
Not lost confidence (Net)	29.95%	602

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

Companies should face harsher penalties for greenwashing.

	Percentage	Count
Agree (Net)	74.68%	1501
Strongly agree	40.90%	822
Somewhat agree	33.78%	679
Neither agree nor disagree	21.69%	436
Somewhat disagree	2.04%	41
Strongly disagree	1.59%	32
Disagree (Net)	3.63%	73

Which of the following statements, if any, best describes your thoughts on financial penalties to stop businesses greenwashing? (Tick all that apply)

Statement	Percentage	Count
They are a good idea and the financial penalties need to be higher	42.04%	845
There needs to be more serious punishments – like prison time	22.09%	444
They are a good idea and the financial penalties are about right	19.70%	396
They aren't a good idea as big businesses can ignore them	17.01%	342
None of these	10.10%	203

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

Companies put profit before the environment.

	Percentage	Count
Agree (Net)	76.42%	1536
Strongly agree	41.04%	825
Somewhat agree	35.37%	711
Neither agree nor disagree	18.11%	364
Somewhat disagree	3.23%	65
Strongly disagree	2.24%	45
Disagree (Net)	5.47%	110

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

Senior executives of companies caught in greenwashing scandals should face prison for environmental crimes.

	Percentage	Count
Agree (Net)	59.50%	1196
Strongly agree	26.17%	526
Somewhat agree	33.33%	670
Neither agree nor disagree	29.15%	586
Somewhat disagree	8.41%	169
Strongly disagree	2.94%	59
Disagree (Net)	11.34%	228

To what extent, if at all, do you think car manufacturers are honest about their impact on the environment?

	Percentage	Count
Honest (Net)	41.29%	830
Fully honest	8.46%	170
Somewhat honest	32.84%	660
Not very honest	45.82%	921
Not honest at all	12.89%	259
Not honest (Net)	58.71%	1180