

Ethical Consumerism November 2015

Welcome

Thank you for taking part in the 21st Century Evangelicals online research.

These surveys are designed by the Evangelical Alliance. The findings will appear in IDEA magazine and on our website.

This quarter's survey is about the decisions we all make as consumers. For example, spotting a good bargain, choosing fairtrade products, avoiding environmentally damaging practices and investing money in businesses without asking too many questions about how it might be used.

All answers are anonymous. If you'd really rather not answer a particular question you can always leave it blank. People vary, but we estimate the survey shouldn't take longer than about 20 minutes, unless you choose to write a lot in open-ended comment boxes.

About you

In every survey we need to ask everyone a few short background questions so that we can easily break down the responses from different groups of people. We apologise if you have completed this for a previous survey – unfortunately we cannot carry over your demographic data.

1. Your gender:

- Male Female

2. In which decade were you born?

- | | |
|-----------------------------|-----------------------------|
| <input type="radio"/> 1920s | <input type="radio"/> 1960s |
| <input type="radio"/> 1930s | <input type="radio"/> 1970s |
| <input type="radio"/> 1940s | <input type="radio"/> 1980s |
| <input type="radio"/> 1950s | <input type="radio"/> 1990s |

Are you a Christian?

3. Do you consider yourself to be a committed Christian (i.e. someone who believes in God, tries to follow Jesus, practises your faith, prays and attends church as you are able)?

Yes

No

Unsure

4. Do you consider yourself to be an evangelical Christian?

Yes

No

Unsure

Where do you live?

5. In which region or nation of the UK do you normally reside?

- London (within M25)
- South-east England outside London (Kent, Hampshire, Sussex, Surrey, Berkshire, Buckinghamshire, Oxfordshire)
- East Anglia (Essex, Hertfordshire, Bedfordshire, Cambridgeshire, Norfolk, Suffolk)
- East Midlands (Derbyshire, Leicestershire, Rutland, Northamptonshire, Nottinghamshire, Lincolnshire)
- West Midlands (Herefordshire, Shropshire, Staffordshire, Warwickshire, Birmingham & West Midlands conurbation, Worcestershire)
- South-west England (Bristol, Gloucestershire, Somerset, Dorset, Wiltshire, Devon, Cornwall)
- North-west England (Cumbria, Lancashire, Greater Manchester, Merseyside, Cheshire)
- North-east England (Northumberland, County Durham, Tyne and Wear, Teesside)
- Yorkshire and the Humber
- Wales
- Scotland
- Northern Ireland
- Elsewhere or outside UK

Ethnicity

6. How would you describe your ethnic background?

- White British
- White (but not British)
- Black (Caribbean background)
- Black (African background)
- South Asian (Indian, Pakistani, Bangladeshi, Sri-Lankan background)
- Chinese or other East Asian background
- A mixture of two or more of the above
- Prefer not to say
- Other background or preferred description (please specify below)

Email address

7. We would like to invite you to take part in future research.

So, to make sure we can reach you, please enter your current email address below.

Your ethical concerns

8. How concerned are you about each of the following ?

Please tick one per row

	taking some action or campaigning about it	somewhat concerned	not very concerned	not at all concerned
promotion of tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tax avoidance by multinational companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
excessive food miles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
international trade injustice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
carbon emissions and global warming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
people-trafficking and modern slavery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
supermarkets' contracts with British farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promotion of alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
employment on less than the living wage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bribery and corruption in global businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cheap goods produced by cheap labour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
products that degrade the environment (e.g. palm oil, cattle ranches, rainforest timber)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the way sexualised images and language are used in advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK trade with oppressive regimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
deregulated Sunday trading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promotion of gambling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
the arms trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Buying fair trade products

9. Do you buy any of the following fairtrade (certified) products?

	by preference when available	often	sometimes	never buy the fair trade version	would never want or use this
coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bananas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other foodstuffs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
craft products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dolphin-friendly tuna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
certified sustainable timber or rainforest products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Acting as a consumer

10. How recently have you personally done any of the following?

	within the last month	within the last year	at least once in my life	never
taken part in a trade boycott of products from a country with an oppressive regime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bought a product simply on its low price even though you suspected it was produced or sold in an unethical way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
chosen to move money to a more ethical form of investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
paid a self-employed tradesperson in cash because it was cheaper, though you suspected that this allowed them to avoid paying tax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
chosen to have work done in your home by a Christian tradesperson or business in preference to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
chosen to buy a product or service specifically because you know it was produced fairly and ethically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycotted a product or service because you were offended by the way it was advertised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
chosen to do business with a co-operative or a mutual rather than a private company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycotted a particular company because of their practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
invested money in your home to make it more fuel efficient / reduce carbon emissions (e.g. insulation, solar panels, more efficient heating system)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please feel free to give some details

Sustainable travel

11. For everyday transport do you drive (or have access to) your own vehicle?

- Yes - own car nearly always available to drive Yes - there is a car available to the household or family No

12. For transport to work do you usually commute using public transport?

- Yes
- No - even though there is a viable public transport service available
- No - I drive because there is no viable alternative
- No - I cycle or walk to work
- I don't need to travel to work at all

Choosing environmentally-friendly travel

13. Over the past 12 months have you ever chosen modes of transport specifically because they are environmentally-friendly, even if less convenient or more expensive?

	often	sometimes	never in last 12 months
walked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cycled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
used the train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
caught a bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
car-shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
avoided using your car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
avoided air travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

Sunday trading

14. How far do you agree... ?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I can't see how longer shopping hours on Sunday would help the economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All workers should have the right to take some time off if they wish to worship on Sundays (or other day of religious observance) at least every fortnight.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workers would face unacceptable pressure to work longer if there were longer shopping hours on Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everyone in society would benefit if Sunday was a special quiet day without much work or shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is a good idea to allow large shops to open for longer hours on Sundays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No one should be required to work regularly on Sundays unless they freely choose to do so, or are employed in vital services such as policing or health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a good idea to allow councils rather than national government to decide on Sunday trading restrictions for their local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to see much tighter restrictions on Sunday trading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christians should avoid doing their shopping on Sundays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There should be no special restrictions on Sunday trading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I personally try to avoid shopping on Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Christian perspectives

15. How far do you agree... ?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Bible teaches us to pray and struggle for economic and social justice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Christian" industries such as music and publishing don't seem much different to the secular world in the way they market their wares.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Bible teaches us to be content with what we have and not to desire more material possessions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get tired of hearing Christians go on about all the so-called injustices in this world - it's nothing more than political correctness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living as a Christian in our consumer culture presents complex ethical choices - we will never get it completely right.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christians should be campaigning more strongly on issues of international economic justice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christians should be campaigning more strongly on issues of political corruption and oppression.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is hard to see how my small contribution in living more simply could make a significant difference to the global environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human beings have a God-given responsibility to take better care of creation and the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greed for material possessions is one of the greatest sins of our time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christians should be campaigning more strongly on issues of environmental concern.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christians should always pay all the taxes that are due.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often find I am praying about whether it is right to buy particular things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As Christians we should seek to spend our money in ways which bring maximum benefit to people in need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christians have an important role to play in developing and running ethical business enterprises.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is nothing wrong with enjoying material things God has provided for us.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertising and pressure to consume

16. How far do you agree... ?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Consumerism is eroding family and community life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is worth paying a bit more in order to support ethical businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find personally targeted online advertising disturbing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I get a marketing cold phone call I usually just say no or hang up.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel under pressure to consume in order to match the lifestyle of other people in my social circles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertising of some services and products (tobacco, alcohol, gambling, sexual services) should be totally banned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is far too much advertising in our society - it should be legally restricted.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christian ministries should have more freedom to advertise the offer of the gospel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too many advertisers target their messages towards children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think advertising is in general an unethical industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know I am deeply influenced by advertising on TV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to resist most of the advertising messages I encounter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel under pressure to consume in order to give my family / children a similar lifestyle to their peers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There should be stricter controls on using sexualised or degrading images in advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can rarely afford to buy anything other than the cheapest goods available, even if I know they are produced through the exploitation and suffering of other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The volume of advertising in our culture is on balance making us more unhappy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertising industry should be more tightly regulated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Christmas business

With Christmas fast approaching what are your views on the religious and commercial aspects of the season?

17. How far do you agree... ?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I usually celebrate Christmas in the traditional British way - food, family, presents, decorations etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the Christmas period particularly painful or depressing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business exploits the "pester power" of children at Christmas time in cynical / dangerous / unhealthy ways.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oliver Cromwell was right - Christmas should be banned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Through spending heavily over Christmas I usually run up debts for the new year.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often invite people who are lonely or struggling to share Christmas in our household.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to celebrate Christmas above all as a celebration of the birth of Jesus, with thanksgiving, worship and prayer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the consumer focus of Christmas in today's culture makes it impossible for people to appreciate the importance of the birth of Jesus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the emphasis on shopping and spending in the months before Christmas oppressive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to celebrate Christmas with very simple festivities and an inexpensive pattern of spending.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always make a special effort around Christmas to donate to charities and Christian causes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often find I spend more than I ought to over Christmas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please feel free to comment

Your church background

18. How would you describe the church (congregation) you most often attend (or where you are in membership)?

- Anglican (Church of England, Church in Wales, Episcopalian)
- Baptist
- Charismatic – independent or non-denominational (eg Vineyard, Pioneer, Newfrontiers or local community church)
- Church of Scotland or other Presbyterian
- Free Church denomination (eg Methodist, URC, Salvation Army)
- Other evangelical church, denomination, assembly or fellowship
- Pentecostal (eg Elim, Assemblies of God, New Testament Church of God, Redeemed Christian Church of God)
- Uncommitted to any church at present
- Other (please specify)

Church size and responsibilities

19. How large (approximately) is the main Sunday congregation or gathering of this church (including all children and adults)?

- | | |
|--|--|
| <input type="radio"/> Fewer than 25 people | <input type="radio"/> 101 to 200 people |
| <input type="radio"/> 25 to 50 people | <input type="radio"/> 201 to 300 people |
| <input type="radio"/> 51 to 100 people | <input type="radio"/> More than 300 people |

20. Are you a church leader or minister?

Tick all that apply

- Yes, with lone (or senior) responsibility for one (or more) congregation(s)
- Yes, as part of a team of leaders, elders or ministers
- I serve on a church Council (PCC), Board of Trustees or deacons group
- I have responsibility for leading a group, ministry or activity within the church (eg home group or children's work)
- No, I am not a recognised church leader

Your church's teaching

21. Does your church currently promote justice and ethical practices by teaching or talking publicly about...

Please tick all that apply

- | | |
|---|--|
| <input type="checkbox"/> fairtrade | <input type="checkbox"/> thrift, simple lifestyle and saving money |
| <input type="checkbox"/> environmental responsibilities | <input type="checkbox"/> integrity in paying taxes |
| <input type="checkbox"/> ethical investment | <input type="checkbox"/> exploitation and other wrong business practices |
| <input type="checkbox"/> fair wages or prices | |

Other issues discussed in your church

Your church's ethical practice

22. Does your church currently...

Please tick all that apply

- | | |
|--|--|
| <input type="checkbox"/> ensure any investments of church funds are made on ethical principles | <input type="checkbox"/> have a fairtrade promotion group |
| <input type="checkbox"/> pray about trade justice and for fair trade businesses | <input type="checkbox"/> run or support an ethical business or social enterprise project |
| <input type="checkbox"/> have a fairtrade shop /stall | <input type="checkbox"/> seek to operate in an environmentally-friendly way |
| <input type="checkbox"/> use only fairtrade products where possible | <input type="checkbox"/> pay all staff the living wage (or better) |

Other relevant things your church does

Any other comments

23. Please tell us briefly in your own words anything else you would like to say about ethical issues for consumers

A large, empty rectangular box with a thin black border, intended for the respondent to write their comments on ethical issues for consumers.

Monthly household income

24. What is your own household's monthly income?

(Please include take-home pay after tax of all earners - plus any benefits, pensions and other unearned income)

- | | |
|--|--|
| <input type="radio"/> Less than £500 | <input type="radio"/> £1,501 to £2,000 |
| <input type="radio"/> £501 to £750 | <input type="radio"/> £2,001 to £3,000 |
| <input type="radio"/> £751 to £1,000 | <input type="radio"/> £3,001 to £5,000 |
| <input type="radio"/> £1,001 to £1,500 | <input type="radio"/> More than £5,000 |

Have you read the latest research findings?

Finally, we would like to know if you have seen or heard about our most recent research.

25. Our findings on British values were published in IDEA magazine in September 2015.

In the last few months have you...?

	Yes	No	Can't recall
Read the article?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard a church leader refer to the research?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read, seen or heard any media coverage about that research?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you have seen it do you have any comments?

You have finished.

Thank you for completing this survey.

For more details about the project and to read our previous reports, please visit www.eauk.org/snapshot

Please tell your Christian friends and people at your church about our surveys and encourage them to go to the website and take part.